
From: Jamie Robinson [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JAMIE ROBINSON]
Sent: 11/15/2012 12:05:45 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: Re: ETA on hoarding - Please review my third sentence in response to Judy.

Ok thanks for this. Totally clear now. Will have a full inventory based on site visits etc.

----- Original Message -----

From: Judy Pfeifer
Sent: Thursday, November 15, 2012 06:54 AM
To: Jamie Robinson
Subject: RE: ETA on hoarding - Please review my third sentence in response to Judy.

Jamie

The conversation we had was about helping me lock down signage sites as part of the Big Move. I had Stacey working on this but I was not confident that I was going to get what I needed.

Come January I need to post new "under construction" hoarding across a LOT of Metrolinx projects -- from the Crosstown, to the ARL to GO Transit.

In order to do so I need a site inventory, dimensions for site, procure/printing the signs etc.

So this is more than just your projects, it is assisting in the corporate roll out of signage.

I am happy that you engaged Argyle because that is helpful and it will go thru BB too. Thanks for doing that.

In terms of Crosstown, there are signs now on the street. A handful. They should all be replaced. At the corner of Jane and Eglinton there should be a HUGE sign.

Can I ask that you identify Crosstown locations as well as work with Stacey to provide me with an overall workplan that can be rolled out Jan 1.

J

From: Jamie Robinson
Sent: Wednesday, November 14, 2012 2:52 PM
To: Judy Pfeifer
Cc: Mathew Bertin
Subject: RE: ETA on hoarding - Please review my third sentence in response to Judy.

Judy: I am not clear here.

When you and I spoke about this I understood that the intent was for me to look at advertising opportunities along the Crosstown corridor including billboards at key locations, subway train and stations, transit shelters, benches and possibly on televisions in residential and commercial elevators along the corridor. Accordingly I looked at some things that Argyle has proposed in the past and directed them to dust this off and connect with Pattison Outdoor Advertising, Astral Media etc for street furniture etc. to have them develop and propose a draft Media Plan. But I think the execution of this should go through Bensimon Byrne.

With respect to hoarding, the opportunities along Eglinton will be relatively limited during the period you want to be out there on The Big Move, because we there really won't be significant areas of construction aside from around the TBM launch pit at Black Creek, some utility relocates and staging around area of Eglinton West station and some of the work that will be done on the tunnel boxes. But all this is west of Yonge and even west of Bathurst.

-----Original Message-----

From: Judy Pfeifer
Sent: Wednesday, November 14, 2012 10:50 AM
To: Jamie Robinson
Cc: Mathew Bertin
Subject: ETA on hoarding

When will I see a listing of all sites and timelines associated with design, printing and installation?
sent from judy's bb