



Appendices



I. : MILESTONE EVENTS

- Launch of Trip Planning- IVR + Web
- Introduction of new routes
- Introduction of new buses
- Announce 50¢ to GO program
- Announce new 'Strategic Alliances'
- Launch of new features on 'Mobility Plus'
- Announce new promotions: Business; Student - High School & University
- Announce on-board video on Viva
- Announce web site updates
- Wi-fi on 10 rtv's
- Wi-fi on all rtv's
- Announce new MarCom programs/Campaigns: winter campaign; ethnic campaign; hop on –hop off; Viva Wednesday; etc
- 1 Millionth Viva rider
- Viva first anniversary
- Announce new innovations
- Release results of Pre/Post Survey
- Release Customer Satisfaction Survey results
- Community initiatives
- YRT 50 Million riders + 5th Anniversary
- Announce New Year's Eve: free rides after 7.00pm
- Create Photo Op event: Winter Bus
- VIPP program launch announcement
- BusIT: Grade 5 development program
- Clean Air Day: CUTA promotion