

From: Eileen O'Connor
To: [Verseckes, Michael \(DOT\)](#); [Buckley, Timothy \(GOV\)](#); [Will Keyser](#); leslie.aun@keolisna.com; mac.daniel@keoliscs.com; [Pesaturo, Joe D \(MBTA\)](#)
Cc: [Pitman, William \(GOV\)](#)
Subject: Re: Biweekly Transportation Comms Meeting
Date: Tuesday, November 03, 2015 2:43:54 PM

Thanks, Mike. Good meeting overall. Looks like Mike covered a bunch in his recap, but here are a few more action items:

Wednesday Keolis Press Event

- Gerald and Frank will both talk at the presser, should be prepared to take tough Qs afterwards, including "can you guarantee the trains won't shut down this winter?" and "when will the equipment actually arrive?" etc. And can we make sure the new equip can be demo'd? *Leslie/Mac and Mike to coordinate.*
- Media advisory already distributed. Press release and executive summary of the winter resiliency plan will be shared at/after the event. Make sure we dial up any stats/data *Leslie/Mac to send to Tim and Mike, along with list of confirmed media planning to attend.*
- Expecting good visuals, good content for social media, etc.. *Emily at Keolis to reach out to various social media teams to coordinate on tweets, RT's, etc.*

Fare is Fair Campaign

- Keolis ramping this up, need to get creative on limited budget. Mike V already indicated that there could be space available on digital billboards, etc. which would be great. *Leslie/Mac working on creative and will share more once approved internally at Keolis.*

MBTA

- "Snow Happens" campaign, just approved. (Mike shared URL for MBTA winter page below.)
- I know Mike is looking into timetable to launch, but did we agree to do so at next week's FMCB meeting? Guess it depends on what the lead time is to get ads running on buses, etc. *Mike - keep us posted! Can you also send the visuals around?*

Commuter Rail schedule changes

- MBTA owns this, date still TBD. (*Jason was looking into this.*)
- Need to lock down the date when changes will be effective, and then backtrack at least 30 days for communications
- Need lots of communicating through all channels (earned, social, alerts, etc.) *We should come back to this at next meeting, and continue to share updates over email. This will be a big deal, and one that will require strong coordination.*

Polar Express - Dec 12

- Tim was going to check on availability of Gov, First Lady, LG to be a celebrity reader. I think official requests were already submitted.

Next MBTA Winter Press event with Gov

- Exploring something around tabletop training near Broadway station. *Mike and Buckley to coordinate.*

Housekeeping

Tim was going to look into reserving the conference room for these biweekly meetings going forward.

From: Verseckes, Michael (DOT) <Michael.Verseckes@dot.state.ma.us>
Sent: Tuesday, November 3, 2015 1:17 PM
To: Buckley, Timothy (GOV); Eileen O'Connor; Will Keyser; leslie.aun@keolisna.com; mac.daniel@keoliscs.com
Cc: Pitman, William (GOV)
Subject: RE: Biweekly Transportation Comms Meeting

Hi guys, I took Joe off because he's away – feel free to add him back in. But just to follow back up:

Here's the globe story: <http://www.bostonglobe.com/metro/2015/11/03/mbta-ask-riders-which-app-best/PVZXwrA66sV6leqivYe8rJ/story.html>

MBTA to ask riders which app is best - The Boston Globe

As winter approaches, MBTA officials have been installing equipment, training workers, and taking other steps to avoid the commuter debacles caused by last winter's cold and snow.

[Read more...](#)

Jason will follow back up with the info on the actual launch of the survey for the best apps.

Also, it sounds like we can use some PSA space on the digital billboards to boost the "fare is fair" message. So keep us posted on the rollout and count on that option as a component for raising awareness. Just so everyone knows, the billboard owners control the content of the advertisements, but as a condition of the permitting of billboards near state highway, MassDOT requires PSA space to be integrated into the rotation of the ads that are displayed. So it will be our

creative up there as we submit to them to run. But beyond that, it's hard to predict when you would actually see it – it just gets worked into the rotation of the other various ads that are in queue.

And I'll check with our folks on what kind of lead time we need for the installation of the ads on buses, T stations etc., so we can zero in on a launch for the www.mbta.com/winter site.

From: Buckley, Timothy (GOV) [mailto:timothy.buckley@MassMail.State.MA.US]
Sent: Tuesday, November 03, 2015 7:52 AM
To: Eileen O'Connor; Will Keyser; leslie.aun@keolisna.com; Verseckes, Michael (DOT); Pesaturo, Joe D (MBTA); mac.daniel@keoliscs.com
Cc: Pitman, William (GOV)
Subject: Re: Biweekly Transportation Comms Meeting

Everyone can come to room 360 - the guy's office - and we can head upstairs from there.

From: Eileen O'Connor <eileen@keyserpublicstrategies.com>
Sent: Tuesday, November 3, 2015 7:04 AM
To: Will Keyser; Buckley, Timothy (GOV); leslie.aun@keolisna.com; Verseckes, Michael (DOT); Pesaturo, Joe D (MBTA); mac.daniel@keoliscs.com
Subject: Re: Biweekly Transportation Comms Meeting

We are looking forward to gathering in person at 11am. In case you missed the update to the meeting invite, we will be meeting in the conference room on 4th floor of State House. (Thanks for hosting, Tim.) We have a hard stop at noon, and lots to cover...some suggested agenda items:

- Keolis Wed presser on winter resiliency plan (coordination on folo ups and social media)
- "Fare is Fair" campaign (Keolis)
- "Winter is Coming" branding (MBTA)
- Commuter Rail schedule changes (TBD on timing)
- FMCB meetings (comms coordination)

Eileen O'Connor
Keyser Public Strategies
m: 617) [806-6999](tel:806-6999)