

**From:** [Eileen O'Connor](#)  
**To:** [Will Keyser](#); [Buckley, Timothy \(GOV\)](#); [Leslie Aun](#); [Johnson, Jason B \(DOT\)](#); [DANIEL Mac](#); [Verseckes, Michael \(DOT\)](#)  
**Subject:** RE: Media Advisory and Press Release FINAL  
**Date:** Wednesday, November 04, 2015 12:40:23 PM

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Press release looks good. Missing the letter "s" on "app" in first graf. The only thing that jumped out at me is that the in the MBTA app is not included in the survey. Perhaps the focus is purely on third party apps?

Also, I might suggest tweak to DePaola's quote if it's not too late:

"While we continue our efforts to make the entire MBTA system more weather resilient, we also want to enhance and improve our communications with customers," said MBTA General Manager Frank DePaola. "We recognize there are many great smartphone apps that allow riders are using to get real-time information. Our goal with this survey is to gauge which ones are the most helpful, and to build this into our overall efforts to communicate with riders and help them plan their travel."

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Keyser Public Strategies  
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On Wed, Nov 4, 2015 at 8:54 AM -0800, "Verseckes, Michael (DOT)" <[michael.verseckes@state.ma.us](mailto:michael.verseckes@state.ma.us)> wrote:

Hi everyone, take a look – the link to the survey is live now, but no one externally has it yet. Let me know what you think and we can blast this out. I'd expect this to be much more of a social media thing – and wouldn't necessarily interfere with the 1 p.m. presser.

**For Immediate Release:**  
November 4, 2015  
Press Office: 857-368-8500

## **SURVEY INVITES CUSTOMERS TO PICK THEIR FAVORITE MBTA APP**

BOSTON – November 4, 2015 – Today, the MBTA launched an online survey that will allow customers to choose their favorite mass transit apps.

The survey consists of 11 apps that participants can rate as their favorite. The 11 apps included in the survey were selected from more than 60 app that were all created and submitted by independent developers, and are based on the T's real-time tracking and alerts data.

The survey seeks to identify the best real-time apps for commuter rail, subway and bus, and then share those results with the public. The survey is located at:

<https://www.surveymonkey.com/r/Tappsurvey>

“There are a number of excellent apps available that are valuable resources for riders seeking information in real time,” said MassDOT Secretary and CEO Stephanie Pollack. “Especially as we head into the winter season, we want to raise awareness of these tools, so our customers can be armed with important information they can use to plan ahead.”

The survey opens today, and customers can vote for their favorite app through Thursday, Nov. 12.

In addition to the survey, the MBTA also encourages the public to sign up for T alerts, and follow us on Twitter @MBTA for service information.

“While we continue our efforts to make the entire MBTA system more weather resilient, we also want to enhance our channels of communicating information to our customers,” said MBTA General Manager Frank DePaola. “By raising the profile of the available smartphone apps, we want to let our customers know they have one more option available to them that will delivery real-time information directly to their smartphones.”

To see the entire list of MBTA apps, visit: [http://www.mbta.com/rider\\_tools/apps/](http://www.mbta.com/rider_tools/apps/)

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**From:** Leslie Aun [mailto:leslie.aun@keolisna.com]  
**Sent:** Wednesday, November 04, 2015 9:29 AM  
**To:** Buckley, Timothy (GOV); Verseckes, Michael (DOT); Johnson, Jason B. (DOT); DANIEL Mac; 'Eileen O'Connor'; 'Will Keyser'  
**Subject:** Media Advisory and Press Release FINAL  
**Importance:** High

Here is a revised version of the news advisory which we are sending out again this morning and a copy of the press release (tweaked from what you received last night) which will be released at 1 p.m. today.

Jason: Please advise MBTA folks to please bring their hard hats and safety vests as the event is taking place in a train yard. We're going to be bringing hard hats for media, but want to be sure we have enough.

Tim: Could you please, if you haven't already, alert Steven Kadish about this event. He typically likes to know about stuff impacting commuter rail before it happens whenever possible.

Thanks.

Leslie