

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: September 30, 2010

SUBJECT: E-NEWSLETTER(S) - STATUS UPDATE

INFORMATION ITEM

RECOMMENDATION

It is recommended that the Commission receive the attached report for information.

DISCUSSION

As part of improving customer service, the TTC Corporate Communications and Marketing & Customer Service Departments require a system to distribute news releases, media advisories and a variety of other relevant customer information such as service change updates, safety and security information, weekend events and how to get there by transit in electronic format to TTC customers.

Staff is currently in the process of developing the e-Newsletter system as part of the Automated Customer Notification Project (Phase II). The e-Newsletter system is scheduled to be launched in late November, early December 2010. The implementation of the e-Newsletter system will:

- provide broad-based electronic communications to the TTC customer base;
- provide individuals with the ability to subscribe to an e-Newsletter system to receive periodic updates from staff in a variety of media formats e.g. PDF, JPEG, MPEG, etc;
- provide individuals with the ability to manage the information that they receive at their own discretion;
- satisfy the requirement to provide additional functionality to Service Advisories and will allow the attachment of electronic notices with additional detail.

TTC customers with a user profile at www.ttc.ca will be able to opt in to receive periodic e-Newsletters distributed to the email address specified at www.ttc.ca. Subscription to this service will be optional and the customer will be given the option to cancel or suspend the service at any time.

September 30, 2010
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