

From: [Korinowsky, Alexandra GCPE:EX](#)
To: [Sheehan, Maureen](#)
Cc: [XT:Dyck, Jonathon GCPE:IN](#); [Robb, Katie GCPE:EX](#); [Bowness, Lianne GCPE:EX](#)
Subject: DRAFT BC Bus North - CP, NR, KM, QA
Date: May 23, 2018 11:28:32 AM
Attachments: [Draft KM QA v4 May 23.docx](#)
[Draft NR BC Bus North v4 May 23.docx](#)
[Comm Plan - BC Bus North Announcement - Part 1 v2 May 15.docx](#)
Importance: High

Hi Maureen,

Attached are the draft BC Bus North materials I have to share so far (Minister's speaking notes and media advisory are coming):

- Comm plan
- News release
- Key messages, QA

Please note that these materials are going through reviews and approvals on our end as well, so very likely will change. That said, if you could please review and let me know if you have any concerns or suggestions. Feel free to add comments in track changes.

Appreciate that timelines are tight, but if you could please return to me by tomorrow afternoon.

Thank you,

Alex

Alexandra Korinowsky
Public Affairs Officer | Ministry of Transportation and Infrastructure
Government Communications & Public Engagement
Tel: 250.387.7787 | Mobile: 250.886.8452 | Email: alexandra.korinowsky@gov.bc.ca

Page 02 to/à Page 18

Withheld pursuant to/removed as

s.13

From: [Korinowsky, Alexandra GCPE:EX](#)
To: ["Sheehan, Maureen"](#)
Cc: [XT:Dyck, Jonathon GCPE:IN](#); [Robb, Katie GCPE:EX](#); [Bowness, Lianne GCPE:EX](#)
Subject: Final News Release
Date: May 29, 2018 12:50:25 PM
Attachments: [NR - BC Bus North - FINAL.pdf](#)

Here it is – will go out at 3pm. Thanks again for all your efforts! We'll have to celebrate.

Alex

Alexandra Korinowsky
Public Affairs Officer | Ministry of Transportation and Infrastructure
Government Communications & Public Engagement
Tel: 250.387.7787 | Mobile: 250.886.8452 | Email: alexandra.korinowsky@gov.bc.ca

NEWS RELEASE

For Immediate Release
2018PREM0037-001059
May 29, 2018

Office of the Premier
Ministry of Transportation and Infrastructure

Province launches BC Bus North for affordable, safe travel in northern B.C.

VICTORIA – The B.C. government is launching a new, interim long-haul northern bus service to fill the gap Greyhound will leave behind, and help make sure British Columbians living in the north are able to travel safely and affordably from community to community, Premier John Horgan announced.

The new service, called BC Bus North, will begin providing service on June 4, 2018, just days after Greyhound discontinues the majority of its northern bus routes on June 1.

“People in the North rely on transportation for their livelihoods, to access the health and education services they need, and to visit family and friends,” said Premier Horgan. “In the face of Greyhound’s decision, our job is to make sure northern communities and the people who live there are able to stay connected through safe, reliable and affordable public transportation.”

BC Bus North’s service will include two round-trips per week, between Prince Rupert and Prince George, Prince George and Valemount, and Prince George to Dawson Creek/Fort St. John. Additionally, BC Bus North will offer one round-trip per week from Fort Nelson to Dawson Creek/Fort St. John.

“BC Bus North will help make sure that people in the North, especially those in rural and remote communities, don’t feel stranded and isolated,” said Claire Trevena, Minister of Transportation and Infrastructure. “Once the service is up and running, we’re going to take the next step by working with northern communities to find a long-term solution that delivers a sustainable, affordable solution for these communities.”

The service will be affordable with one-way fares being either \$35 or \$45, per route, depending on how far people are travelling.

Northern B.C. has unique transportation challenges due to its remote geography and vast distances between communities. Greyhound’s move to eliminate service in the North has put people at risk for isolation, such as those without access to personal vehicles, and especially people of low income, Indigenous communities, women, seniors and people with disabilities.

The minister directed BC Transit to work with one of its service operators to provide a base-level service to help fill the gap left by Greyhound. BC Bus North will be operated by Pacific Western Transportation using four highway coaches, equipped with luggage and washroom facilities.

“We’re looking forward to delivering a long-haul service for the first time to connect people and communities in northern B.C.,” said Erinn Pinkerton, interim president and CEO, BC Transit.

“Our team has been working hard to find ways to make this interim solution meet the needs of customers in the North.”

The Province will fund BC Bus North for 12 months, during which time government will work with local leaders to evaluate the demand for this new service, and develop a long-term transportation solution that works for people in this part of the province.

Learn More:

To learn more about BC Bus North, visit: <https://bcbus.ca/>

For BC Bus North’s fares and schedule, visit:

https://news.gov.bc.ca/files/BC_Bus_North_Map_Schedules_Fares_June_2018.pdf

Contact:

Media Relations
Government Communications and Public
Engagement
Ministry of Transportation and Infrastructure
250 356-8241

Connect with the Province of B.C. at: news.gov.bc.ca/connect

From: [Korinowsky, Alexandra GCPE:EX](#)
To: ["Sheehan, Maureen"](#)
Cc: [XT:Dyck, Jonathon GCPE:IN](#); [Robb, Katie GCPE:EX](#); [Bowness, Lianne GCPE:EX](#)
Subject: FW: Heads up -- Northern Health Connections expands eligibility to improve access to health-related travel
Date: May 28, 2018 10:17:58 AM

FYI – Northern Health’s NR that will go out one hour after our announcement tomorrow.

Thanks,

Alex

From: Thistle-Walker, Carlene GCPE:EX
Sent: Monday, May 28, 2018 10:13 AM
To: Bowness, Lianne GCPE:EX; Robb, Katie GCPE:EX
Cc: Shewchuk, Chris GCPE:EX; Shepherd, Brent GCPE:EX; Lawrie, Hannah GCPE:EX; Anderson, Kristy GCPE:EX
Subject: Heads up -- Northern Health Connections expands eligibility to improve access to health-related travel

Hi, heads up on this one from Northern Health. It’s to go out at about 1 hour after your announcement tomorrow, which I understand is happening at 3 p.m. Any questions or concerns, please let us know. Thanks.

For Immediate Release
May 29, 2018

Copyright

Media Contact

Northern Health Media Line: 1 (877) 961-7724

From: [Korinowsky, Alexandra GCPE:EX](#)
To: [Sheehan, Maureen](#)
Cc: [XT:Dyck, Jonathon GCPE:IN](#); [Robb, Katie GCPE:EX](#); [Bowness, Lisanne GCPE:EX](#)
Subject: FW: Updated BC Bus North materials
Date: May 25, 2018 1:44:41 PM
Attachments: [Draft KM QA v6 May 25.docx](#)
[Draft NR BC Bus North v6 May 25.docx](#)
[MA - BC Bus North Teleconference.docx](#)
[SN Minister Trevena BC Bus North FINAL.docx](#)

Hi Maureen,

Here's where our materials are at as of now. Still a few things to finalize – quotes for the news release and a couple QAs. Minister's speaking notes are pretty much final, but as we're sending them to the MO now, I'll re-send if they change.

Please forward any updates on your end re: schedules/fares and Erinn's speaking notes.

Thank you,

Alex

Alexandra Korinowsky
Public Affairs Officer | Ministry of Transportation and Infrastructure
Government Communications & Public Engagement
Tel: 250.387.7787 | Mobile: 250.886.8452 | Email: alexandra.korinowsky@gov.bc.ca

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May 28, 2018

MEDIA ADVISORY – Ministry of Transportation and Infrastructure – Teleconference

VICTORIA – Media are invited to join Claire Trevena, Minister of Transportation and Infrastructure and Erinn Pinkerton, BC Transit's Interim President and CEO, for an announcement on transportation in northern British Columbia.

Event Date: Tuesday, May 29, 2018

Time: 3:00 p.m.

Teleconference Instructions:

Dial In #: s.15,s.17

Access Code: s.15,s.17

Media Contact:

Government Communications and Public Engagement

Ministry of Transportation and Infrastructure

250 356-8241

Event Information / Speaking Notes

Event: BC Bus North Announcement
Date: Tuesday, May 29, 2018
Time: Pre-meeting - 2:45 p.m.
Teleconference – 3:00 p.m. – 3:30 p.m.
Where: Teleconference (taken from Minister Trevena’s office)
Contact: Katie Robb: 250-920-8371
Length: 30 minutes

Audience: Media

Media attending: Yes

Speakers: Claire Trevena, Minister of Transportation and Infrastructure
Erinn Pinkerton, Interim President and CEO, BC Transit

NOTES:

On February 20, 2018, the Passenger Transportation Board approved Greyhound’s application to eliminate a number of intercity bus routes throughout the province, as well as reduce the minimum frequency on other routes. Greyhound gave its formal two-week notice for withdrawal by June 1st, 2018 on May 14, 2018.

In April 2018, the Minister of Transportation and Infrastructure spent time in the north meeting with local leaders to discuss the implications of the route eliminations in their region and hear recommendations for possible solutions.

Government has responded with a short-term solution by directing BC Transit to work with one of its service providers (Pacific Western Transportation) to implement a new base-level, long-distance transportation service in northern British Columbia; the same operator that delivers the Northern Health Connections service.

Additionally, government has directed staff to work with the Northern Health Authority’s Health Connections transportation program to maximize opportunities for efficient, integrated service that best serves the region.

Speaking Notes
for
The Honourable Claire Trevena
Minister of Transportation and Infrastructure

Media Teleconference
Announcement of BC Bus North

Call-in details:

s.15,s.17

Tuesday, May 29, 2018
3:00 p.m.

Introduction:

- Good morning and thank you for joining us for this call about transportation in northern B.C.
- Erinn Pinkerton, Interim President and CEO of BC Transit joins me today – together, we will share some remarks and then open to questions.

Announcement:

- Northern British Columbia has unique transportation needs because of its remote geography and vast distances between communities.
- Greyhound's decision to eliminate service in this part of the province has put people at risk for isolation.
- People without access to personal vehicles, those who have relied on Greyhound.....

- And, especially people of low income, Indigenous communities, women, seniors and people with disabilities.
- Having access to safe, affordable and reliable transportation is fundamental to quality of life and to accessing services – especially in rural communities.
- Following Greyhound’s decision to pull out, I spent time in the north meeting with local leaders and spoke to people who will be affected by this change, to better understand the impact on their lives.
- I wanted to hear people’s concerns, their ideas and what they need from government.
- The clear message I heard, was that people in northern, remote communities cannot be left stranded – isolated – without access to long-distance transportation that can get them from one town to the next.

- As a result, government is stepping in with a provincially funded, base-level, interim service that will help people travel safely, affordably and reliably in northern B.C.
- This new service will go by the name “BC Bus North” and will be operated using highway coaches equipped with luggage and washroom facilities.
- I have directed BC Transit to use one of their service operators to deliver this service – leveraging BC Transit’s expertise in transit planning and service delivery.
- Service will include two round trips per week between:
 - Prince Rupert-Prince George
 - Prince George – Valemount
 - Prince George – Dawson Creek/Fort St. John
- And one roundtrip per week from Fort Nelson – Dawson Creek/Fort St. John.

- Importantly, BC Bus North is a service for people, not packages.
- The service will be affordable with one-way fares being either \$35 or \$45 per route, depending on how far people are travelling.
- People will no longer have to wait at the side of the road in the middle of the night for their bus – BC Bus’s schedules will work for people so they can travel safely from one town to the next.
- The service will operate for the next 12-months while we work with our local partners to evaluate the demand for this service and develop a long-term transportation solution for the north.
- We know that one size doesn't fit all, and over the longer term, we may identify a mix of solutions and services based on local needs.

- Additionally, we are working with Northern Health Connections as they modify their eligibility policies to allow more people to access their service.
- We see Northern Health Connections as a complement to BC Bus North – together, these services will help fill the gap being left by Greyhound.
- We know that BC Bus North may not be the perfect solution for everyone.
- But, it guarantees that people will have access to reliable ground transportation while we work over the next year to find a solution that works for people and communities in the north.
- Our priority is to ensure people can continue moving around the north in the absence of Greyhound, and that transportation is safe, affordable and reliable – BC Bus North will provide just that.

Conclusion

- And now I will pass it over to Erinn to talk about some of the logistics and service details around BC Bus North.

Erinn Pinkerton to deliver remarks

Open to questions from the media

From: [Korinowsky, Alexandra GCPE:EX](#)
To: ["Sheehan, Maureen"; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX](#)
Cc: [XT:Dyck, Jonathon GCPE:IN; McConnell, Shellene](#)
Subject: RE: BC BUS install
Date: May 29, 2018 11:50:47 AM

Stellar! Thank you sooo much.

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Tuesday, May 29, 2018 11:50 AM
To: Korinowsky, Alexandra GCPE:EX; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX
Cc: XT:Dyck, Jonathon GCPE:IN; McConnell, Shellene
Subject: FW: BC BUS install

Here it is!!!!

Maureen Sheehan, MBA
Director Sales, Marketing and Communications
BC Transit
250-995-5605

From: Escude, Antonio
Sent: Tuesday, May 29, 2018 11:48 AM
To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com>
Subject: FW: BC BUS install

From: Signtek - Luc <Luc@signtek.ca>
Date: Tuesday, May 29, 2018 at 11:44 AM
To: Antonio Escude <antonio_escude@bctransit.com>
Subject: BC BUS install

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From: [Korinowsky, Alexandra GCPE:EX](#)
To: ["Sheehan, Maureen"](#)
Cc: [XT:Dyck, Jonathon GCPE:IN](#); [Robb, Katie GCPE:EX](#); [Bowness, Lianne GCPE:EX](#)
Subject: RE: DRAFT BC Bus North - CP, NR, KM, QA
Date: May 24, 2018 10:12:31 AM
Attachments: [Draft NR BC Bus North v5 May 24.docx](#)

Hi Maureen,

Updated news release with a few tweaks that I'd like your eyes on (paragraph 6 re: operational details).

Thanks,

Alex

From: Korinowsky, Alexandra GCPE:EX
Sent: Wednesday, May 23, 2018 11:29 AM
To: Sheehan, Maureen
Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX
Subject: DRAFT BC Bus North - CP, NR, KM, QA
Importance: High

Hi Maureen,

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- Comm plan
- News release
- Key messages, QA

Please note that these materials are going through reviews and approvals on our end as well, so very likely will change. That said, if you could please review and let me know if you have any concerns or suggestions. Feel free to add comments in track changes.

Appreciate that timelines are tight, but if you could please return to me by tomorrow afternoon.

Thank you,

Alex

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Public Affairs Officer | Ministry of Transportation and Infrastructure

Government Communications & Public Engagement

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Page 51 to/à Page 52

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To: ["Sheehan, Maureen"](#)
Cc: [XT:Dyck, Jonathon GCPE:IN](#); [Robb, Katie GCPE:EX](#); [Bowness, Lianne GCPE:EX](#)
Subject: RE: DRAFT BC Bus North - CP, NR, KM, QA
Date: May 23, 2018 4:58:51 PM
Attachments: [Draft SN Minister Trevena BC Bus North v1 May 23.docx](#)

Hi Maureen,

Also sharing Minister's draft speaking notes. Hoping Erinn can handle the more logistical details – website URL, schedules, how to book, customer service line, accessibility, etc. If you could share her remarks with us in advance that would be great.

Thanks,

Alex

From: Korinowsky, Alexandra GCPE:EX
Sent: Wednesday, May 23, 2018 11:29 AM
To: Sheehan, Maureen
Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX
Subject: DRAFT BC Bus North - CP, NR, KM, QA
Importance: High

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Government Communications & Public Engagement

Tel: 250.387.7787 | Mobile: 250.886.8452 | Email: alexandra.korinowsky@gov.bc.ca

Page 55 to/à Page 62

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From: [Korinowsky, Alexandra GCPE:EX](#)
To: [Sheehan, Maureen](#)
Cc: [XT:Dyck, Jonathon GCPE:IN](#); [Robb, Katie GCPE:EX](#); [Bowness, Lianne GCPE:EX](#)
Subject: Re: DRAFT BC Bus North - CP, NR, KM, QA
Date: May 23, 2018 1:40:09 PM

We will need confirmation, but my understanding as of now is 1) people with mobility challenges, 2) seniors (60+). Will possibly include companion eligibility.

Sent from my iPhone

> On May 23, 2018, at 1:36 PM, Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com> wrote:
>
> Understood about timing and good news about Steve.
> Do you have confirmation on what expansions they are expected to announce in their release?
>
> -----Original Message-----
> From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]
> Sent: Wednesday, May 23, 2018 1:34 PM
> To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com>
> Cc: Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com>; Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>;
Bowness, Lianne GCPE:EX <Lianne.Bowness@gov.bc.ca>
> Subject: Re: DRAFT BC Bus North - CP, NR, KM, QA
>
> Thank you, Maureen. We're needing to get the comms package to our ADM by end of day tomorrow.
>
> Also wanted to let you know we just talked with Steve at NH, they will put out their release about eligibility expansion within an hour of our announcement Monday. Sound good? This way media will have the full picture at once.

>
> Sent from my iPhone
>

> On May 23, 2018, at 1:27 PM, Sheehan, Maureen
<Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>> wrote:
>
> Thanks Alex, we are meeting with Erinn tomorrow am to review and will respond as soon as we can.
>
> From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]
> Sent: Wednesday, May 23, 2018 11:29 AM
> To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>>
> Cc: Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com<mailto:Jonathon_Dyck@BCTransit.Com>>; Robb, Katie
GCPE:EX <Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca>>>; Bowness, Lianne GCPE:EX
<Lianne.Bowness@gov.bc.ca<<mailto:Lianne.Bowness@gov.bc.ca>>>
> Subject: DRAFT BC Bus North - CP, NR, KM, QA
> Importance: High
>

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>

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> Appreciate that timelines are tight, but if you could please return to me by tomorrow afternoon.
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> Thank you,
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> Alex
>
> Alexandra Korinowsky
> Public Affairs Officer | Ministry of Transportation and Infrastructure Government Communications & Public Engagement
> Tel: 250.387.7787 | Mobile: 250.886.8452 | Email:
alexandra.korinowsky@gov.bc.ca<<mailto:alexandra.korinowsky@gov.bc.ca>>
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> _____
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To: ["Sheehan, Maureen"](#)
Cc: [XT:Dyck, Jonathon GCPE:IN](#); [Robb, Katie GCPE:EX](#); [Bowness, Lianne GCPE:EX](#)
Subject: RE: DRAFT BC Bus North - CP, NR, KM, QA
Date: May 23, 2018 11:29:32 AM

And if you could please provide a quote for the NR.

Thanks!

Alex

From: Korinowsky, Alexandra GCPE:EX
Sent: Wednesday, May 23, 2018 11:29 AM
To: Sheehan, Maureen
Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX
Subject: DRAFT BC Bus North - CP, NR, KM, QA
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To: [XT:Dyck, Jonathon GCPE:IN](#); [Robb, Katie GCPE:EX](#); [Bowness, Lianne GCPE:EX](#)
Cc: [Sheehan, Maureen](#); [Mendez, Gloria](#)
Subject: RE: Media Call CFA RE: Fort Street Bike Lanes
Date: May 29, 2018 11:00:37 AM

Thanks, Jonathon.

From: Dyck, Jonathon [mailto:Jonathon_Dyck@BCTransit.Com]
Sent: Tuesday, May 29, 2018 10:59 AM
To: Robb, Katie GCPE:EX; Korinowsky, Alexandra GCPE:EX; Bowness, Lianne GCPE:EX; Korinowsky, Alexandra GCPE:EX
Cc: Sheehan, Maureen; Mendez, Gloria
Subject: RE: Media Call CFA RE: Fort Street Bike Lanes

Here is our updated messaging

Initial response:

BC Transit provided our best practice guidelines, that are available online, to the City of Victoria and were consulted about the Fort Street Bike Lane project. The City of Victoria did make adjustments, as appropriate, to the design based on the consultation process. We have to work safely within the infrastructure provided, and the City of Victoria makes the final decision about the design for transportation infrastructure within their jurisdiction. Further questions about the design and consultation for the bike lane projects will have to be directed to the City of Victoria.

If asked about lane width:

We will continue to operate safely, effectively and efficiently in the roadways provided by local governments. We will continue to work with the City of Victoria and other local government partners to support road infrastructure development that incorporates transit recommendations.

If pressed:

Final decisions on the width of lanes is the responsibility of the local governments. There are other streets in Greater Victoria that are smaller than our recommended widths. In these cases, we work with the City of Victoria to look at other opportunities to accommodate our buses. This can include using part of a bike lane along the right hand side of the road, removing obstructions on the right hand side of the road to accommodate our mirrors, or safely maneuvering into another lane when safe to do so.

Our infrastructure guidelines are available on BCTransit.com

From: Dyck, Jonathon
Sent: Tuesday, May 29, 2018 9:10 AM
To: Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>; alexandra.korinowsky@gov.bc.ca; 'Bowness, Lianne GCPE:EX' <Lianne.Bowness@gov.bc.ca>; alexandra.korinowsky@gov.bc.ca
Cc: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com>; Mendez, Gloria

<Gloria_Mendez@BCTransit.Com>

Subject: Media Call CFAF RE: Fort Street Bike Lanes

Hello,

Ben Williams was on CFAF yesterday talking about the Fort Street bike lanes yesterday. James has said publicly that we were consulted on the project and worked with the city as appropriate.

We will use the following response and send it at 1 p.m.

Initial response:

BC Transit provided our best practice guidelines, that are available online, to the City of Victoria and were consulted about the Fort Street Bike Lane project. We have to work safely within the infrastructure provided, and the City of Victoria makes the final decision about the design for transportation infrastructure within their jurisdiction. Further questions about the design and consultation for the bike lane projects will have to be directed to the City of Victoria.

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From: [Korinowsky, Alexandra GCPE:EX](#)
To: [Sheehan, Maureen](#)
Cc: [Robb, Katie GCPE:EX](#); [XT:Dyck, Jonathon GCPE:IN](#); [Bowness, Lianne GCPE:EX](#); [McConnell, Shellene](#)
Subject: Re: Updated BC Bus North materials
Date: May 28, 2018 7:50:21 PM

Noted. We may still be able to use the photo if it comes in late tomorrow AM.

Thanks,

Alex

Sent from my iPhone

> On May 28, 2018, at 7:29 PM, Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com> wrote:

>

> No photos yet unfortunately. Branding not ready yet. Timeline now for tomorrow later in the morning.

>

> Sent from my iPhone

>

>> On May 28, 2018, at 5:38 PM, Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com> wrote:

>>

>> I'm checking on it now.

>>

>> Sent from my iPhone

>>

>>> On May 28, 2018, at 5:34 PM, Korinowsky, Alexandra GCPE:EX <Alexandra.Korinowsky@gov.bc.ca> wrote:

>>>

>>> Hi Maureen,

>>>

>>> We're working through final changes by GCPE HQ on the news release, but will share with you once it's been nailed down.

>>>

>>> Just wondering about the possibility of the photo?

>>>

>>> Thanks again,

>>>

>>> Alex

>>>

>>> Sent from my iPhone

>>>

>>> On May 28, 2018, at 11:13 AM, Sheehan, Maureen

<Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>> wrote:

>>>

>>> Also, one really big point I forgot to mention:

>>>

>>> · We are good to go live with the website and call centre booking for the Minister's event

>>>

>>> · And good to confirm service start for June 4th

>>> Smiles

>>>

>>> From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]

>>> Sent: Monday, May 28, 2018 11:08 AM

>>> To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>>;

Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca>>>

>>> Cc: Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com<mailto:Jonathon_Dyck@BCTransit.Com>>; Bowness, Lisanne GCPE:EX <Lisanne.Bowness@gov.bc.ca<<mailto:Lisanne.Bowness@gov.bc.ca>>>; McConnell, Shellene <Shellene_McConnell@BCTransit.Com<mailto:Shellene_McConnell@BCTransit.Com>>

>>> Subject: RE: Updated BC Bus North materials

>>>

>>> Thanks very much!!

>>>

>>> From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]

>>> Sent: Monday, May 28, 2018 11:08 AM

>>> To: Korinowsky, Alexandra GCPE:EX; Robb, Katie GCPE:EX

>>> Cc: XT:Dyck, Jonathon GCPE:IN; Bowness, Lisanne GCPE:EX; McConnell, Shellene

>>> Subject: RE: Updated BC Bus North materials

>>>

>>>

>>> Hi Alex and team,

>>>

>>>

>>>

>>> Attached is the updated schedule, map and fares pdf as discussed.

>>>

>>>

>>>

>>> Plus here are the links for the media release:

>>>

>>>

>>>

>>> Learn more: Link to BC Bus North website: <https://bcbus.ca/>

>>>

>>>

>>>

>>> Link to BC Bus North fares, map and schedule: https://bcbus.ca/wp-content/uploads/2018/05/8201_BCBN_Schedules_Fares-2.pdf

>>>

>>>

>>>

>>> The links are now locked.

>>>

>>> We will make both links live tomorrow afternoon, before the event.

>>>

>>> If you want to review, here is the login information:

>>>

>>>

>>>

>>> • Login Username: **s.15,s.17**

>>>

>>> • Password: **s.15,s.17**

>>>

>>>

>>>

>>> Let me know if you need anything else

>>>

>>> Maureen

>>>

>>>

>>>

>>> Maureen Sheehan, MBA

>>>

>>> Director Sales, Marketing and Communications
>>>
>>> BC Transit
>>>
>>> 250-995-5605
>>>
>>>
>>>
>>> -----Original Message-----
>>>
>>> From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]
>>>
>>> Sent: Monday, May 28, 2018 9:25 AM
>>>
>>> To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>>;
Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca>>>
>>>
>>> Cc: Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com<mailto:Jonathon_Dyck@BCTransit.Com>>; Bowness,
Lisanne GCPE:EX <Lisanne.Bowness@gov.bc.ca<<mailto:Lisanne.Bowness@gov.bc.ca>>>
>>>
>>> Subject: RE: Updated BC Bus North materials
>>>
>>>
>>>
>>> Thanks, Maureen.
>>>
>>>
>>>
>>> Can you also please send me the confirmed link? Is it just www.bcbus.ca<<http://www.bcbus.ca>>?
>>>
>>>
>>>
>>> -----Original Message-----
>>>
>>> From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
>>>
>>> Sent: Monday, May 28, 2018 9:24 AM
>>>
>>> To: Robb, Katie GCPE:EX
>>>
>>> Cc: Korinowsky, Alexandra GCPE:EX; XT:Dyck, Jonathon GCPE:IN; Bowness, Lisanne GCPE:EX
>>>
>>> Subject: Re: Updated BC Bus North materials
>>>
>>>
>>>
>>> Hi Katie
>>>
>>> We hope to have photos today. They are applying branding on the first bus today. I will send through as soon as
they come in.
>>>
>>> I will also send through a revised Schedules Map and Fare PDF this morning.
>>>
>>> Maureen
>>>
>>>
>>>

>>> Sent from my iPhone

>>>

>>>

>>>

>>> On May 28, 2018, at 9:21 AM, Robb, Katie GCPE:EX
<Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca>>>> wrote:

>>>

>>>

>>>

>>> Hi Maureen.

>>>

>>>

>>>

>>> As we close in on finalizing tomorrow's materials...checking in to see whether there are any photos of the new
branded buses available to accompany the NR ?

>>>

>>>

>>>

>>> Katie Robb

>>>

>>> Communications Director | Ministry of Transportation and Infrastructure Government Communications &
Public Engagement

>>>

>>> O: 250.953.4865<tel:250.953.4865> | M: 250.920.8371<tel:250.920.8371>

>>>

>>>

>>>

>>> From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]

>>>

>>> Sent: Friday, May 25, 2018 1:55 PM

>>>

>>> To: Korinowsky, Alexandra GCPE:EX

>>>

>>> Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX

>>>

>>> Subject: RE: Updated BC Bus North materials

>>>

>>>

>>>

>>> Thanks so much, and will do.

>>>

>>>

>>>

>>> From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]

>>>

>>> Sent: Friday, May 25, 2018 1:45 PM

>>>

>>> To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>>>

>>>

>>> Cc: Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com<mailto:Jonathon_Dyck@BCTransit.Com>>>; Robb,
Katie GCPE:EX <Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca>>>>; Bowness, Lianne GCPE:EX
<Lianne.Bowness@gov.bc.ca<<mailto:Lianne.Bowness@gov.bc.ca>>>>

>>>

>>> Subject: FW: Updated BC Bus North materials

>>>

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Page 72 of 95 GCP-2018-87344

intended recipient, please inform us by returning a copy of the Email with the subject line marked "wrong address" and then deleting the Email, and any attachments and any copies of it.

>>>

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>>>

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>>>

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>

>

>

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From: [Korinowsky, Alexandra GCPE:EX](#)
To: ["Sheehan, Maureen"; Robb, Katie GCPE:EX](#)
Cc: [XT:Dyck, Jonathon GCPE:IN](#); [Bowness, Lianne GCPE:EX](#); [McConnell, Shellene](#)
Subject: RE: Updated BC Bus North materials
Date: May 28, 2018 11:14:06 AM

Amazing news! It's really all come together (knocks on wood).

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Monday, May 28, 2018 11:13 AM
To: Korinowsky, Alexandra GCPE:EX; Robb, Katie GCPE:EX
Cc: XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX; McConnell, Shellene
Subject: RE: Updated BC Bus North materials

Also, one really big point I forgot to mention:

- We are good to go live with the website and call centre booking for the Minister's event
- And good to confirm service start for June 4th

Smiles

From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]
Sent: Monday, May 28, 2018 11:08 AM
To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com>; Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>
Cc: Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com>; Bowness, Lianne GCPE:EX <Lianne.Bowness@gov.bc.ca>; McConnell, Shellene <Shellene_McConnell@BCTransit.Com>
Subject: RE: Updated BC Bus North materials

Thanks very much!!

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Monday, May 28, 2018 11:08 AM
To: Korinowsky, Alexandra GCPE:EX; Robb, Katie GCPE:EX
Cc: XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX; McConnell, Shellene
Subject: RE: Updated BC Bus North materials

Hi Alex and team,

Attached is the updated schedule, map and fares pdf as discussed.

Plus here are the links for the media release:

Learn more: Link to BC Bus North website: <https://bcbus.ca/>

Link to BC Bus North fares, map and schedule: https://bcbus.ca/wp-content/uploads/2018/05/8201_BCBN_Schedules_Fares-2.pdf

The links are now locked.

We will make both links live tomorrow afternoon, before the event.

If you want to review, here is the login information:

- Login Username: s.15,s.17
- Password: s.15,s.17

Let me know if you need anything else
Maureen

Maureen Sheehan, MBA
Director Sales, Marketing and Communications
BC Transit
250-995-5605

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

From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]
Sent: Monday, May 28, 2018 9:25 AM
To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com>; Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>
Cc: Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com>; Bowness, Lianne GCPE:EX <Lianne.Bowness@gov.bc.ca>
Subject: RE: Updated BC Bus North materials

Thanks, Maureen.

Can you also please send me the confirmed link? Is it just www.bcbus.ca?

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

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Monday, May 28, 2018 9:24 AM
To: Robb, Katie GCPE:EX
Cc: Korinowsky, Alexandra GCPE:EX; XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX
Subject: Re: Updated BC Bus North materials

Hi Katie

We hope to have photos today. They are applying branding on the first bus today. I will send through as soon as they come in.

I will also send through a revised Schedules Map and Fare PDF this morning.

Maureen

Sent from my iPhone

On May 28, 2018, at 9:21 AM, Robb, Katie GCPE:EX
<Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca>>> wrote:

Hi Maureen,

As we close in on finalizing tomorrow's materials...checking in to see whether there are any photos of the new branded buses available to accompany the NR ?

Katie Robb
Communications Director | Ministry of Transportation and Infrastructure Government
Communications & Public Engagement
O: 250.953.4865<<tel:250.953.4865>> | M: 250.920.8371<<tel:250.920.8371>>

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Friday, May 25, 2018 1:55 PM
To: Korinowsky, Alexandra GCPE:EX
Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX
Subject: RE: Updated BC Bus North materials

Thanks so much, and will do.

From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]
Sent: Friday, May 25, 2018 1:45 PM
To: Sheehan, Maureen
<Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>>
Cc: Dyck, Jonathon
<Jonathon_Dyck@BCTransit.Com<mailto:Jonathon_Dyck@BCTransit.Com>>; Robb,
Katie GCPE:EX <Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca>>>; Bowness,
Lianne GCPE:EX <Lianne.Bowness@gov.bc.ca<<mailto:Lianne.Bowness@gov.bc.ca>>>
Subject: FW: Updated BC Bus North materials

Hi Maureen,

Here's where our materials are at as of now. Still a few things to finalize – quotes for the news release and a couple QAs. Minister's speaking notes are pretty much final, but as we're sending them to the MO now, I'll re-send if they change.

Please forward any updates on your end re: schedules/fares and Erinn's speaking notes.

Thank you,

Alex

Alexandra Korinowsky
Public Affairs Officer | Ministry of Transportation and Infrastructure Government
Communications & Public Engagement
Tel: 250.387.7787 | Mobile: 250.886.8452 | Email:
alexandra.korinowsky@gov.bc.ca<<mailto:alexandra.korinowsky@gov.bc.ca>>

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Robb, Katie GCPE:EX

From: Robb, Katie GCPE:EX
Sent: Friday, May 25, 2018 12:48 PM
To: 'Sheehan, Maureen'; Korinowsky, Alexandra GCPE:EX
Cc: XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX
Subject: RE: DRAFT BC Bus North - CP, NR, KM, QA

Awesome, thank you on all fronts!

Katie Robb
Communications Director | Ministry of Transportation and Infrastructure Government Communications & Public Engagement
O: 250.953.4865 | M: 250.920.8371

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

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Friday, May 25, 2018 12:23 PM
To: Korinowsky, Alexandra GCPE:EX
Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX
Subject: RE: DRAFT BC Bus North - CP, NR, KM, QA

Hi Katie and Alex,
Attached is the revised Schedules and Fares pdf for the website and as a handout. I will confirm on Monday am if its final.
Also, I confirmed with Brian Anderson, our VP Operations, that he will be in PG at the facility on June 4th, and can help facilitate media photos if required.
Kind Regards,
Maureen

Maureen Sheehan, MBA
Director Sales, Marketing and Communications BC Transit
250-995-5605

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

From: Korinowsky, Alexandra GCPE:EX [mailto:Alexandra.Korinowsky@gov.bc.ca]
Sent: Thursday, May 24, 2018 1:28 PM
To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com>
Cc: Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com>; Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>; Bowness, Lianne GCPE:EX <Lianne.Bowness@gov.bc.ca>
Subject: RE: DRAFT BC Bus North - CP, NR, KM, QA

You're amazing! Thank you.

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

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Thursday, May 24, 2018 1:25 PM
To: Korinowsky, Alexandra GCPE:EX
Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX

Subject: RE: DRAFT BC Bus North - CP, NR, KM, QA

Hi Alex,

Here are our draft materials, including Erinn's quote.

We may have updates as she has only had a brief chance to review them yet.

The pdf with the schedule is NOT final.

Thanks

Maureen

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

From: Korinowsky, Alexandra GCPE:EX [mailto:Alexandra.Korinowsky@gov.bc.ca]

Sent: Thursday, May 24, 2018 1:19 PM

To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com>

Cc: Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com>; Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>; Bowness, Lianne

GCPE:EX <Lianne.Bowness@gov.bc.ca>

Subject: RE: DRAFT BC Bus North - CP, NR, KM, QA

Hi Maureen -- just checking in. Are you still on track to get return any comments you have to me by this afternoon? 3pm would be ideal.

Thank you!

Alex

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

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]

Sent: Wednesday, May 23, 2018 5:03 PM

To: Korinowsky, Alexandra GCPE:EX

Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX

Subject: Re: DRAFT BC Bus North - CP, NR, KM, QA

No problem and will do.

Sent from my iPhone

On May 23, 2018, at 5:00 PM, Korinowsky, Alexandra GCPE:EX

<Alexandra.Korinowsky@gov.bc.ca<mailto:Alexandra.Korinowsky@gov.bc.ca>> wrote:

Hi Maureen,

Also sharing Minister's draft speaking notes. Hoping Erinn can handle the more logistical details - website URL, schedules, how to book, customer service line, accessibility, etc. If you could share her remarks with us in advance that would be great.

Thanks,

Alex

From: Korinowsky, Alexandra GCPE:EX

Sent: Wednesday, May 23, 2018 11:29 AM

To: Sheehan, Maureen

Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX; Bowness, Lianne GCPE:EX

Subject: DRAFT BC Bus North - CP, NR, KM, QA

Importance: High

Hi Maureen,

Attached are the draft BC Bus North materials I have to share so far (Minister's speaking notes and media advisory are coming):

- * Comm plan
- * News release
- * Key messages, QA

Please note that these materials are going through reviews and approvals on our end as well, so very likely will change. That said, if you could please review and let me know if you have any concerns or suggestions. Feel free to add comments in track changes.

Appreciate that timelines are tight, but if you could please return to me by tomorrow afternoon.

Thank you,

Alex

Alexandra Korinowsky

Public Affairs Officer | Ministry of Transportation and Infrastructure Government Communications & Public Engagement

Tel: 250.387.7787 | Mobile: 250.886.8452 | Email:

alexandra.korinowsky@gov.bc.ca<mailto:alexandra.korinowsky@gov.bc.ca>

<Draft SN_Minister Trevena_BC Bus North_v1_May 23.docx>

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Robb, Katie GCPE:EX

From: Robb, Katie GCPE:EX
Sent: Tuesday, May 29, 2018 10:56 AM
To: Korinowsky, Alexandra GCPE:EX
Cc: Sheehan, Maureen; XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX; McConnell, Shellene
Subject: Re: Updated BC Bus North materials

Huge thanks Maureen - I know you're hustling!

Katie Robb

Communications Director | Ministry of Transportation and Infrastructure
Government Communications & Public Engagement
O: [250.953.4865](tel:250.953.4865) | M: [250.920.8371](tel:250.920.8371)

On May 29, 2018, at 10:55, Korinowsky, Alexandra GCPE:EX <Alexandra.Korinowsky@gov.bc.ca> wrote:

We appreciate it, thank you.

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

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Tuesday, May 29, 2018 10:54 AM
To: Korinowsky, Alexandra GCPE:EX
Cc: Robb, Katie GCPE:EX; XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX; McConnell, Shellene
Subject: RE: Updated BC Bus North materials

Yes, we understand and are doing our best.

Maureen Sheehan, MBA
Director Sales, Marketing and Communications
BC Transit
250-995-5605

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

From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]
Sent: Tuesday, May 29, 2018 10:50 AM
To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com>
Cc: Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>; Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com>; Bowness, Lianne GCPE:EX <Lianne.Bowness@gov.bc.ca>; McConnell, Shellene <Shellene_McConnell@BCTransit.Com>
Subject: RE: Updated BC Bus North materials

Photos don't have to be of a perfectly wrapped bus. If we can even get an action shot of them prepping the buses it would be better to get that earlier than noon.

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

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Tuesday, May 29, 2018 10:49 AM
To: Korinowsky, Alexandra GCPE:EX
Cc: Robb, Katie GCPE:EX; XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX; McConnell, Shellene
Subject: RE: Updated BC Bus North materials

Hi Alex, we expect photos around noon today, I will send them through as soon as I have them.
Maureen

Maureen Sheehan, MBA
Director Sales, Marketing and Communications BC Transit
250-995-5605

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

From: Korinowsky, Alexandra GCPE:EX [<mailto:Alexandra.Korinowsky@gov.bc.ca>]
Sent: Tuesday, May 29, 2018 10:06 AM
To: Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com>
Cc: Robb, Katie GCPE:EX <Katie.Robb@gov.bc.ca>; Dyck, Jonathon <Jonathon_Dyck@BCTransit.Com>; Bowness, Lianne GCPE:EX <Lianne.Bowness@gov.bc.ca>; McConnell, Shellene <Shellene_McConnell@BCTransit.Com>
Subject: RE: Updated BC Bus North materials

Hi Maureen -- we're almost there!!! Our digital team is getting antsy, hoping for that photo.
Please let us know how that's coming along.

Thanks!
Alex

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

From: Sheehan, Maureen [mailto:Maureen_Sheehan@BCTransit.Com]
Sent: Monday, May 28, 2018 7:30 PM
To: Korinowsky, Alexandra GCPE:EX
Cc: Robb, Katie GCPE:EX; XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX; McConnell, Shellene
Subject: Re: Updated BC Bus North materials

No photos yet unfortunately. Branding not ready yet. Timeline now for tomorrow later in the morning.

Sent from my iPhone

On May 28, 2018, at 5:38 PM, Sheehan, Maureen <Maureen_Sheehan@BCTransit.Com> wrote:

I'm checking on it now.

Sent from my iPhone

On May 28, 2018, at 5:34 PM, Korinowsky, Alexandra GCPE:EX
<Alexandra.Korinowsky@gov.bc.ca> wrote:

Hi Maureen,

We're working through final changes by GCPE HQ on the news release, but will share with you once it's been nailed down.

Just wondering about the possibility of the photo?

Thanks again,

Alex

Sent from my iPhone

On May 28, 2018, at 11:13 AM, Sheehan, Maureen
<Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>> wrote:

Also, one really big point I forgot to mention:

- We are good to go live with the website and call centre booking for the Minister's event

- And good to confirm service start for June 4th

Smiles

From: Korinowsky, Alexandra GCPE:EX
[<mailto:Alexandra.Korinowsky@gov.bc.ca>]

Sent: Monday, May 28, 2018 11:08 AM

To: Sheehan, Maureen

<Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>>

; Robb, Katie GCPE:EX

<Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca>>>

Cc: Dyck, Jonathon

<Jonathon_Dyck@BCTransit.Com<mailto:Jonathon_Dyck@BCTransit.Com>>;

Bowness, Lianne GCPE:EX

<Lianne.Bowness@gov.bc.ca<<mailto:Lianne.Bowness@gov.bc.ca>>>;

McConnell, Shellene

<Shellene_McConnell@BCTransit.Com<mailto:Shellene_McConnell@BCTransit.Com>>

Subject: RE: Updated BC Bus North materials

Thanks very much!!

From: Sheehan, Maureen

[mailto:Maureen_Sheehan@BCTransit.Com]

Sent: Monday, May 28, 2018 11:08 AM

To: Korinowsky, Alexandra GCPE:EX; Robb, Katie GCPE:EX

Cc: XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX; McConnell,

Shellene

Subject: RE: Updated BC Bus North materials

Hi Alex and team,

Attached is the updated schedule, map and fares pdf as discussed.

Plus here are the links for the media release:

Learn more: Link to BC Bus North website: <https://bcbus.ca/>

Link to BC Bus North fares, map and schedule:

https://bcbus.ca/wp-content/uploads/2018/05/8201_BCBN_Schedules_Fares-2.pdf

The links are now locked.

We will make both links live tomorrow afternoon, before the event.

If you want to review, here is the login information:

- Login Username: s.15,s.17
- Password: s.15,s.17

Let me know if you need anything else

Maureen

Maureen Sheehan, MBA

Director Sales, Marketing and Communications

BC Transit

250-995-5605

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

From: Korinowsky, Alexandra GCPE:EX
[mailto:Alexandra.Korinowsky@gov.bc.ca]

Sent: Monday, May 28, 2018 9:25 AM

To: Sheehan, Maureen
<Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com>>
; Robb, Katie GCPE:EX
<Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca>>>

Cc: Dyck, Jonathon
<Jonathon_Dyck@BCTransit.Com<mailto:Jonathon_Dyck@BCTransit.Com>>;
Bowness, Lianne GCPE:EX
<Lianne.Bowness@gov.bc.ca<<mailto:Lianne.Bowness@gov.bc.ca>>>

Subject: RE: Updated BC Bus North materials

Thanks, Maureen.

Can you also please send me the confirmed link? Is it just
www.bcbus.ca<<http://www.bcbus.ca>>?

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

From: Sheehan, Maureen
[mailto:Maureen_Sheehan@BCTransit.Com]

Sent: Monday, May 28, 2018 9:24 AM

To: Robb, Katie GCPE:EX

Cc: Korinowsky, Alexandra GCPE:EX; XT:Dyck, Jonathon GCPE:IN;

Bowness, Lianne GCPE:EX

Subject: Re: Updated BC Bus North materials

Hi Katie

We hope to have photos today. They are applying branding on the first bus today. I will send through as soon as they come in.

I will also send through a revised Schedules Map and Fare PDF this morning.

Maureen

Sent from my iPhone

On May 28, 2018, at 9:21 AM, Robb, Katie GCPE:EX
<Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca><<mailto:Katie.Robb@gov.bc.ca>%3c<mailto:Katie.Robb@gov.bc.ca>>>>>>>
wrote:

Hi Maureen,

As we close in on finalizing tomorrow's materials...checking in to see whether there are any photos of the new branded buses available to accompany the NR ?

Katie Robb

Communications Director | Ministry of Transportation and
Infrastructure Government Communications & Public Engagement

O: 250.953.4865<<tel:250.953.4865>> | M:
250.920.8371<<tel:250.920.8371>>

From: Sheehan, Maureen
[mailto:Maureen_Sheehan@BCTransit.Com]

Sent: Friday, May 25, 2018 1:55 PM

To: Korinowsky, Alexandra GCPE:EX

Cc: XT:Dyck, Jonathon GCPE:IN; Robb, Katie GCPE:EX;
Bowness, Lianne
GCPE:EX

Subject: RE: Updated BC Bus North materials

Thanks so much, and will do.

From: Korinowsky, Alexandra GCPE:EX
[<mailto:Alexandra.Korinowsky@gov.bc.ca>]

Sent: Friday, May 25, 2018 1:45 PM

To: Sheehan, Maureen

<Maureen_Sheehan@BCTransit.Com<mailto:Maureen_Sheehan@BCTransit.Com<m
ailto:Maureen_Sheehan@BCTransit.Com%3cmailto:Maureen_Sh
eehan@BCTransi
t.Com>>>

Cc: Dyck, Jonathon

<Jonathon_Dyck@BCTransit.Com<mailto:Jonathon_Dyck@BCTransit.Com<mailt
o:Jonathon_Dyck@BCTransit.Com%3cmailto:Jonathon_Dyck@B
CTransit.Com>>>

; Robb, Katie GCPE:EX

<Katie.Robb@gov.bc.ca<<mailto:Katie.Robb@gov.bc.ca><<mailto:Katie.Robb@gov.bc.ca>%3cmailto:Katie.Robb@gov.bc.ca>>>; Bowness, Lianne
GCPE:EX

<Lianne.Bowness@gov.bc.ca<<mailto:Lianne.Bowness@gov.bc.ca><<mailto:Lianne.Bowness@gov.bc.ca>%3cmailto:Lianne.Bowness@gov.bc.ca>>>

Subject: FW: Updated BC Bus North materials

Hi Maureen,

Here's where our materials are at as of now. Still a few things to finalize – quotes for the news release and a couple QAs. Minister's speaking notes are pretty much final, but as we're sending them to the MO now, I'll re-send if they change.

Please forward any updates on your end re: schedules/fares and Erinn's speaking notes.

Thank you,

Alex

Alexandra Korinowsky

Public Affairs Officer | Ministry of Transportation and
Infrastructure Government Communications & Public Engagement

Tel: 250.387.7787 | Mobile: 250.886.8452 | Email:

alexandra.korinowsky@gov.bc.ca <<mailto:alexandra.korinowsky@gov.bc.ca>>

<mailto:alexandra.korinowsky@gov.bc.ca> %3c<mailto:alexandra.korinowsky@gov.bc.ca>>>

[ov.bc.ca](mailto:alexandra.korinowsky@gov.bc.ca)>>

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Robb, Katie GCPE:EX

From: Robb, Katie GCPE:EX
Sent: Thursday, May 24, 2018 2:16 PM
To: Korinowsky, Alexandra GCPE:EX
Cc: XT:Dyck, Jonathon GCPE:IN; Bowness, Lianne GCPE:EX; Sheehan, Maureen; Mendez, Gloria; McConnell, Shellene
Subject: Re: Media Call CBC Daybreak North RE: Greyhound Service

Our response sent yesterday to CBC and others stands! Gov't working on a solution, more to share soon

Katie Robb

Communications Director | Ministry of Transportation and Infrastructure
Government Communications & Public Engagement
O: [250.953.4865](tel:250.953.4865) | M: [250.920.8371](tel:250.920.8371)

On May 24, 2018, at 14:13, Korinowsky, Alexandra GCPE:EX <Alexandra.Korinowsky@gov.bc.ca> wrote:

Thanks, Jonathon.

PSSG also gave us the heads up that CBC is asking for a spokesperson on the corrections angle.

Will defer to Katie!

Alex

From: Dyck, Jonathon [mailto:Jonathon_Dyck@BCTransit.Com]
Sent: Thursday, May 24, 2018 1:59 PM
To: Bowness, Lianne GCPE:EX; Korinowsky, Alexandra GCPE:EX; Robb, Katie GCPE:EX
Cc: Sheehan, Maureen; Mendez, Gloria; McConnell, Shellene
Subject: Media Call CBC Daybreak North RE: Greyhound Service

Hello,

CBC Daybreak North in Prince George called as they are doing a series next week about Greyhound Service reductions and what will be done about it. They asked if we could come and talk about our services. I said they should call you to discuss this topic. Just wanted to give you a heads up.

Jonathon

Jonathon Dyck

Communications Manager

BC Transit

520 Gorge Road East, PO Box 9861, Victoria, BC V8W 9T5
250-995-5720 | c: 250-508-6396 | jonathon_dyck@bctransit.com | bctransit.com

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