
Office of the President and Chief Executive Officer

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Memorandum to: Metrolinx Board of Directors

From: J. Robert S. Prichard

Re: Follow up to Board Strategy Session – Vision and Mission Statements

Executive Summary

- Management is seeking Board endorsement of Vision and Mission Statements for each of Metrolinx and GO Transit. These Statements reflect the input and guidance provided by the Board at its March 2010 Strategy Session.
- Management will bring forward a recommended Statement of Values for Metrolinx, including GO Transit, for Board consideration and endorsement at its June 29, 2010 meeting.

Recommendation

THAT the Board endorse the Vision and Mission Statements recommended by Management for each of Metrolinx and GO Transit; and

THAT Management returns to the Board, at its June 29, 2010 meeting, with a Statement of Values for Metrolinx, including GO Transit, for endorsement by the Board.

1. Process

The Metrolinx Executive (MEG) tasked a working group to develop recommendations. Recommendations were brought to the executive table and, after amendment, gained the full support of MEG.

2. Recommendation

The recommended Vision and Mission Statements are as follows:

a) For Metrolinx –

Vision: Transforming the Way the Region Moves

Mission: To Champion and Deliver Mobility Solutions for the Greater Toronto and Hamilton Area (GTHA)

b) For GO Transit –

Vision: To Be the Preferred Choice for Regional Travel across the GTHA

Mission: To be a Customer-First Regional Transit Service

3. Next Steps

Detailed narrative and supportive graphics are to follow for each of the recommended Vision and Mission Statements. This work is proceeding under the leadership of John Brodhead, Vice President, Strategy and Communications, as he develops the corporation's Strategic Communications Plan and Brand Strategy. It will include a recommended branding strategy for the Metrolinx and GO Transit brands, including their inter-relationship.

Management will return with a recommended Statement of Values for Metrolinx, including GO Transit, for the Board's consideration and endorsement at its June 29, 2010 meeting.