

To: Richards, Jim (Jim.Richards@sdgworld.net)[Jim.Richards@sdgworld.net];
patrick.charpentier@sdgworld.net[patrick.charpentier@sdgworld.net]
Cc: Stephan Mehr[Stephan.Mehr@upexpress.com]
From: Philip Safos
Sent: Mon 3/11/2013 8:24:11 PM
Subject: UP Express Ridership Forecast Update: Follow-Up
[010612 ACT Discrete Choice Summary vF.pdf](#)
[ARL Business Strategy and Plan Cust Exp.pdf](#)
[Local Competition.pdf](#)

Hi Jim and Patrick,

It was great to have the opportunity to meet last Thursday afternoon to discuss the spring update to the ARL ridership forecasts.

As promised, I have attached the following documents:

1. The discrete choice survey report from Deloitte (June 2012)
2. Customer Experience Strategy (excerpt from draft 2012-17 business plan, October 2012)
3. Link to the 2002 Halcrow ridership study that included airport employees
<http://www.westoncommunitycoalition.ca/node/12>
4. Summary slide on local competition travel options

Exclusion per Committee Direction

If you have any questions, please do not hesitate to ask. Looking forward to reviewing your proposal.

Thanks,

Phil

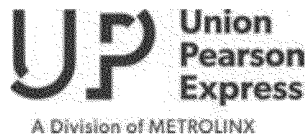
Philip Safos

Manager, Business Planning

T +1.416.869.3600 ext. 5449

M +1.416.526.9672

philip.safos@upexpress.com



Union Pearson Express

20 Bay Street, Suite 600,

Toronto, ON M5J 2W3

www.upexpress.com