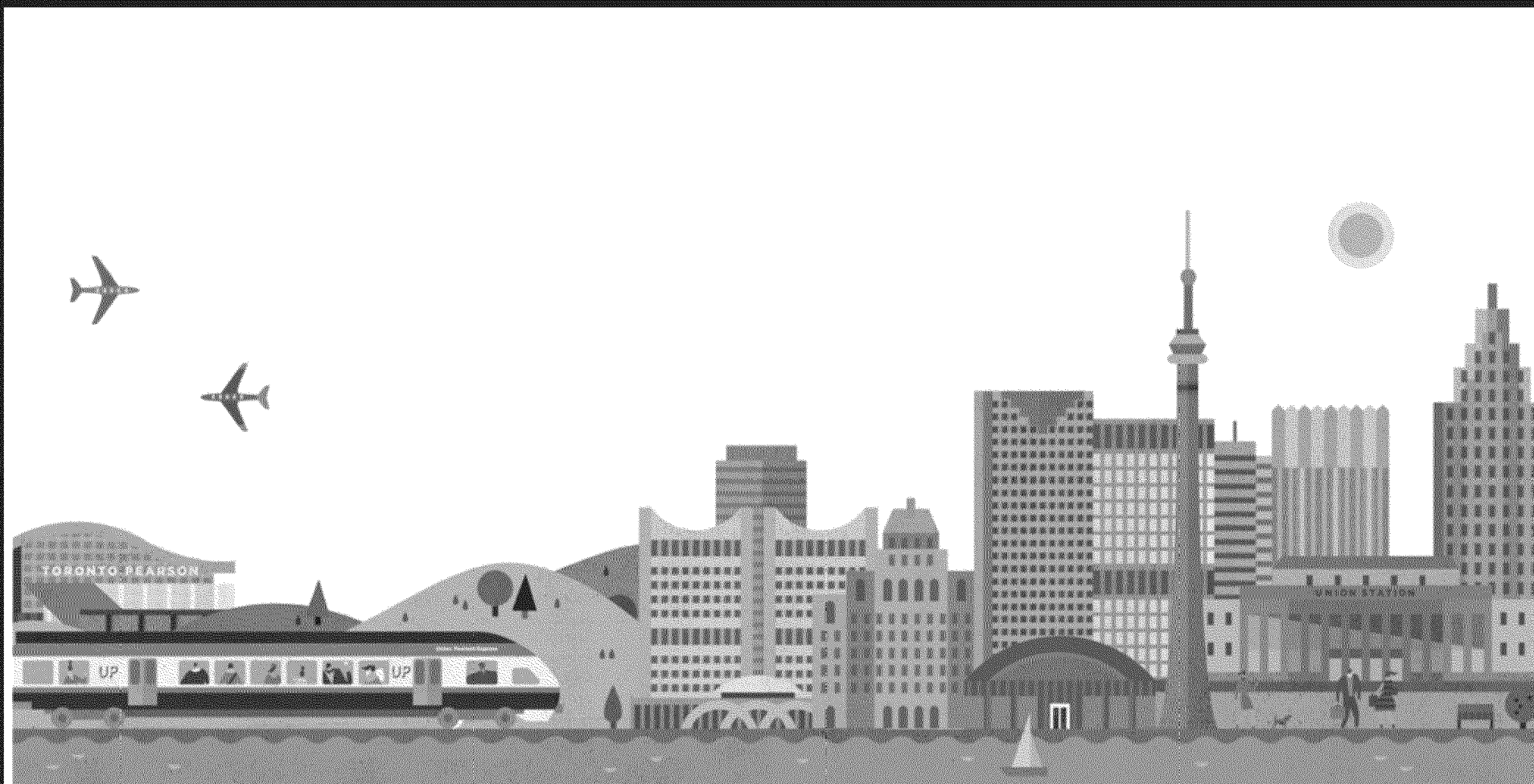


UP Express Service Schedule Impacts to Ridership and Revenue

November 8th, 2013

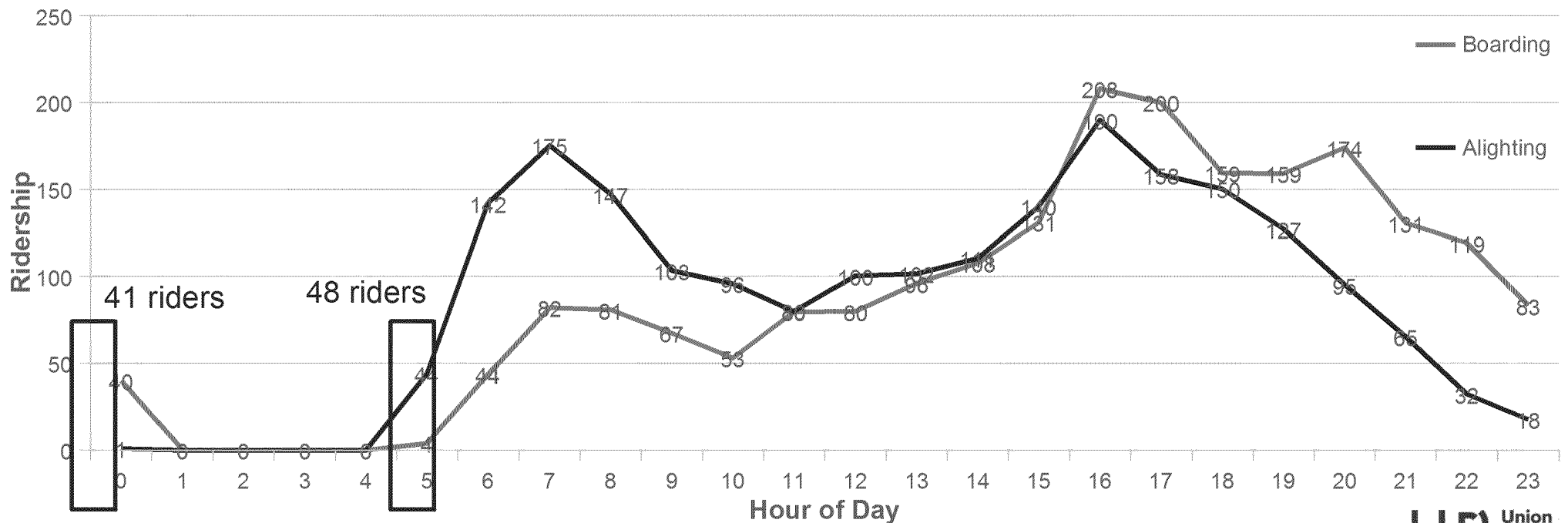


- Estimates for the ridership traffic at each station (Union, Bloor, Weston, and Pearson) in each direction of travel (boarding or alighting) for each hour of UP Express service have been calculated using the most current SDG ridership data¹.
 - These estimates as well as the SDG ridership forecast model are based on the UP Express service schedule being from **5:00 am to 1:00 am** in both directions of travel.
 - Using these estimates the impacts to the annual ridership and revenue forecasted by SDG due to the following variations from the previous 5:00 am to 1:00 am service schedule are extrapolated.
-
- Current Service Schedule: **5:30 am first train, 1:00 am last train**
 - Alternative Service Schedule: **5:00 am first train, 12:30 am last train**
 - Reduced Service Schedule: **5:30 am first train, 12:30 am last train**

¹ Steer Davies Gleave. *Toronto Union Pearson Express Ridership Forecast Update May 2013*, 2013

- Boarding traffic represents UP Express guests that will be potentially buying tickets, making inquiries, and requiring assistance.
- Alighting traffic represents UP Express guests that will be potentially making inquiries and requiring assistance.
- Daily increase of 13.3% in August
- Daily increase of 15.4% in August
- The traffic at Pearson station represents the total ridership within the system
- There are **more riders** predicted during 5:00am to 6:00am than 12:00am to 1:00am

5:00 am to 1:00 pm Schedule Average Day Pearson Station Hourly Ridership



Exclusion per Committee Direction

- The resulting impact to the ridership estimates is the loss of 23 unique riders (0.53% of total) on the average day in the first hour of operations (5:00 am to 6:00 am) in 2015. All dollar amounts are shown in 2015 \$.
- This is assuming the loss of all predicted riders from 5:00 am to 5:30 am. That is to say that the lost riders would not be able to take the 5:30 am train.
- The furthest resolution of the ridership data is to the hour so the estimates assume evenly distributed ridership between 5:00 am and 6:00 am.

Exclusion per Committee Direction

- The resulting impact to the ridership estimates is the loss of 21 unique riders (0.49% of total) on the average day in the last hour of operations (12:00 am to 1:00am) in 2015. All dollar amounts are shown in 2015 \$.
- This is assuming the loss of all predicted riders from 12:30 am to 1:00 am. That is to say that the lost riders would not be able to take earlier trains.
- The furthest resolution of the ridership data is to the hour so the estimates assume evenly distributed ridership between 12:00 am and 1:00 am.

Exclusion per Committee Direction

- The resulting impact to the ridership estimates is the loss of 43 unique riders (1.02% of total) on the average day in the first and last hour of operations (5:00 am to 6:00 am and 12:00 am to 1:00am) in 2015. All dollar amounts are shown in 2015 \$.
- This is assuming the loss of all predicted riders from 12:30 am to 1:00 am and 5:00 am to 5:30 am.
- The estimates also assume evenly distributed ridership between 12:00 am and 1:00 am and 5:00 am and 6:00 am.

Exclusion per Committee Direction