

Message

From: David, Phil [Phil.David@gtaa.com]
Sent: 11/5/2013 11:54:00 AM
To: Alex de Lorimier [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Alex DeLorimier]
CC: Stephan Mehr [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Stephan Mehr]; Philip Safos [/O=GOTRANSIT/OU=PostOffice/cn=Recipients/cn=Philip.Safos]; David, Phil [Phil.David@gtaa.com]
Subject: RE: UP Express 2013 Ridership Update

Alex, thanks for sending.

Guys, I have a question with my Ground Transportation hat on.

A bit of background....As you know, we have a massive taxi and limo service up here fuelled in large part by permits that were granted by Transport Canada more than 30 years ago. They are worth a great deal of money to the owners and I understand that many secure their assets like mortgages against those permits. The airport taxi/limo industry alone employs 1900 people.

I chair a consultative taxi and limo committee once per quarter and the members are obviously worried about what impact UPE will have on their livelihoods. They accept the value of the UPE, recognize that competition is healthy and certainly see the need to remove cars from our highways more than anyone in the GTA. What they are trying to figure out is how they remain viable. Right now, they are blind to the impact of the UPE.

I clearly won't share this information from the ridership update, but what I am trying to figure out is how my team can help them re-strategize their business model to mitigate job loss. When you're up here next week, perhaps we can chat in advance or afterwards about what research information is in the public domain; what you can share about the catchment (sic) area UPE will draw from and therefore, where they could re-focus their efforts geographically. One bad idea to spark a good idea is how UPE might partner with them to get guests from hotels to Union or from their homes to the sub stations along the way.

I fully realize the fine line here. This is a very demanding community, so I'm trying to be proactive



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From: Alex de Lorimier [mailto:Alex.deLorimier@upexpress.com]
Sent: Monday, November 04, 2013 6:07 PM

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To: Reigate, Janik; Henderson, Glen; David, Phil
Cc: Hassan, Ali; Stephan Mehr; Philip Safos
Subject: UP Express 2013 Ridership Update

Janik, Glen and Phil:

As discussed at Product Design, please find attached a summary deck of the 2013 ridership update for UP Express. Note that this document is strictly confidential.

Please let us know if you have any questions. If you wish, we can also walk you through the document at the next Product Design meeting on Nov 14.

Regards,
Alex

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