

From: Una MacNeil
Sent: Thur 10/3/2013 12:57:13 PM
Subject: RE: Ridership breakdown

Thanks so much for the clarification Phil.

From: Philip Safos
Sent: Thursday, October 03, 2013 8:55 AM
To: Una MacNeil
Cc: Jannine Krish
Subject: RE: Ridership breakdown

Thanks Una. Yes transborder is US. Can we use 40 Domestic/30 International/30 Transborder to reflect the split in 2018-2020? (and again – trying to be less specific)

Depends on what we want to show. 1.07M is the first 9 months of operation, or for the 2015 calendar year. 1.5M is the first 12 months of operation, or the 2015 fiscal year. 1.2M is definitely incorrect.

From: Una MacNeil
Sent: Thursday, October 03, 2013 8:47 AM
To: Philip Safos
Cc: Jannine Krish
Subject: RE: Ridership breakdown

Thanks Phil, In our feedback we provided the 55% / 45% Bus/Leisure split. We also provided the Sector Split Domestic 40%, Transborder 32% and International 28% -- is Transborder U.S.?

Also, can you confirm what number we are using for ridership..... for the first year are we using 1.2 or 1.5m riders? We had 1.2 but Jeremy thought it was 1.5. Please

confirm. In some internal presentation decks for Kathy the updated numbers also refer to the first 9 months of 2015 being 1.07 Million (April to December). Can you please confirm the numbers we should be using.

Thank You,

Una

From: Philip Safos
Sent: Thursday, October 03, 2013 8:37 AM
To: Una MacNeil
Cc: Jannine Krish
Subject: RE: Ridership breakdown

Hi Una,

Unfortunately we don't have the split of local and non-local from the SDG report. The SDG and discrete choice studies followed different methodologies which is why we have conflicting data. I would prefer to keep it a little more high-level. E.g.:

Approx. 50% Business vs. 50% Leisure Travellers

Approx. 50% Local vs. 50% Visitor Travellers

Hopefully there is a better way of displaying this. But I think we can all agree that we're being very specific when we say 16% business local for example... We need to speak in more general terms, especially for the purposes of this pitch kit.

Phil

From: Una MacNeil
Sent: Wednesday, October 02, 2013 3:05 PM
To: Philip Safos
Cc: Jannine Krish
Subject: Ridership breakdown

Hi Phil, In the 2013 ridership study it shows breakdown of business 55% and leisure 45% is there a further breakdown of business local versus non-local and leisure local versus non-local? The chart in the study does show **Residence Split of UPE Ridership (GTHA versus non GTHA)** but these % can not be applied against the **Purpose Split of UPE Ridership**. Please advise.

Thank You,

Una

Una MacNeil

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