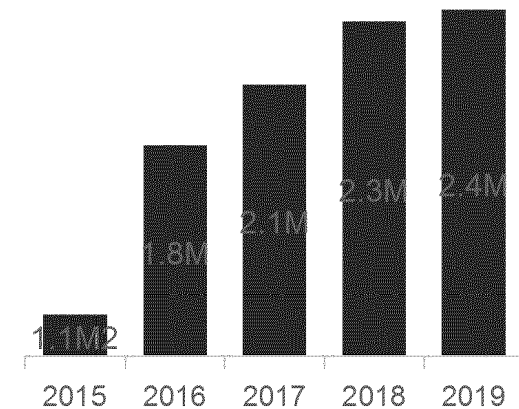
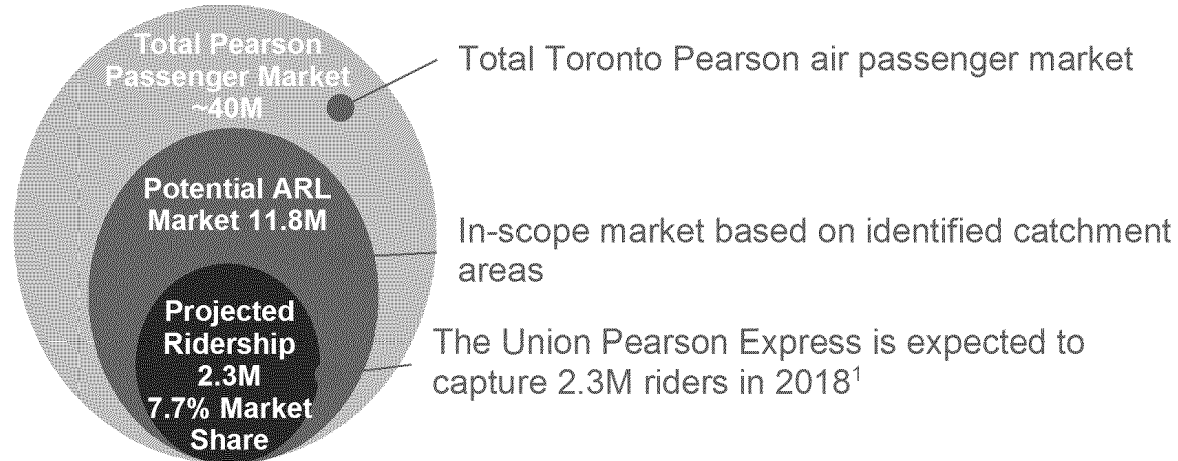


Ridership will reach 2.3M in 2018

Market Size



- Marketing investments are required to drive awareness and trial in order to meet base ridership forecasts
- There are opportunities to increase ridership Exclusion per Committee Direction by targeting new markets which were excluded from the base ridership forecasts, including meeters and greeters, long layover passengers, first/last mile partnerships, airport employees incl. airline crews.
- Peak hour capacity is approx. 1230 passengers, of which 675 or 55% of seats will be in use by 2020; marketing investments would increase demand

¹ Source: Ridership and Revenue Forecast, Steer Davies Gleave, 2011

² 2015 ridership represents the first calendar year of UP Express service or the nine month period from April 2015 to December 2015