

UP Express (DRAFT)
Executive Steering Committee
July 3, 2013



A Division of METROLINX



Agenda

1. UP Express Current Status **10 minutes**

Project Status

Ridership Update (GET INFO FROM PHIL)

Communications Activities

3. Discussion Item **40 minutes**

Fare Systems/PRESTO

Union Pearson Express

Pearson Airport station at Terminal 1

- Construction began in March 2013 and scaffolding installed and tower crane have been erected
- 72% station beams installed.
- Construction anticipated to be complete by Fall 2013



Spur line

- Construction well underway
- All caissons, columns and pier caps are complete while the concrete deck is 34% complete



View of spur east of pier 61

Union Pearson Express



Weston Station

- Construction for UP Express and GO island platforms, side platforms and pedestrian ramp continues
- Phase 4 work has been tendered and will close in July
- Working with Community Relations to explore community art possibilities.



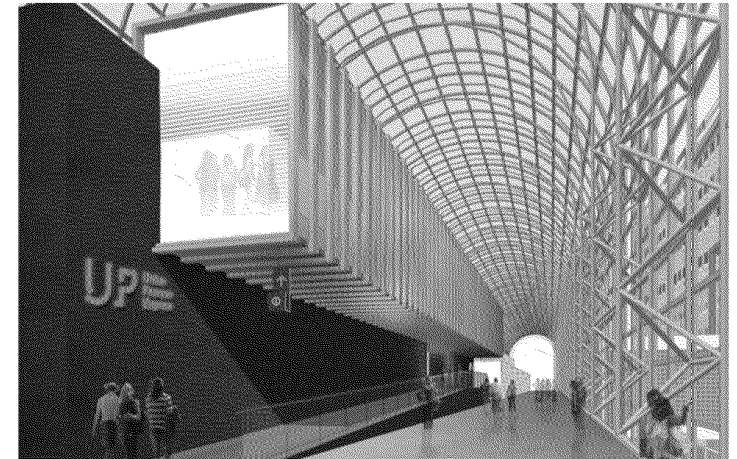
Bloor Station

- Preliminary construction works completed
- Main work contract awarded in May 2013.
- Installation of precast tunnel section anticipated for mid-July

Union Pearson Express

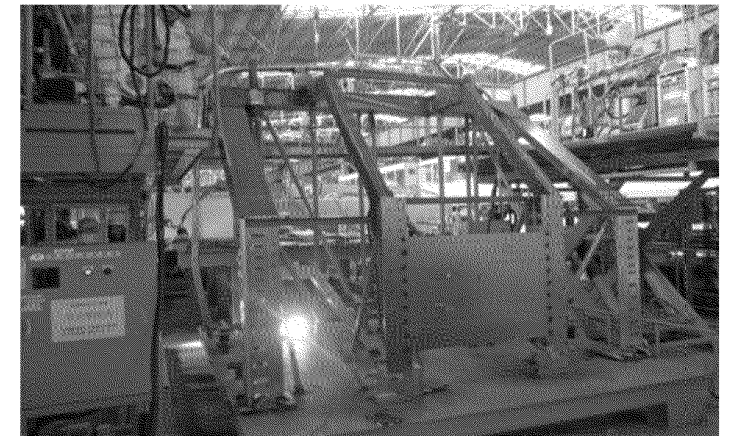
Union Station

- Tender awarded at June Board meeting to Ellis Don
- Construction to start Summer 2013
- News Release issued on Thursday June 27



Vehicle design and manufacture:

- A Cars – manufacturing commenced.
- C Cars – (with washroom) preliminary design commenced
- Pilot vehicle will be delivered in late Spring 2014 for testing and commissioning



Construction of front cab shell

Union Pearson Express

Operations:

- The framework of the operating and maintenance plan has been developed and detailed work with GO Transit is now underway to build out areas such as rail corridor and vehicle maintenance, station services, and safety & security.

Marketing & Business Development:

- A master communication strategy, along with marketing tactics and a strategic alliance plan, has been finalized to build awareness, drive ridership, and generate non-fare revenue.

Business Planning:

- Working with MTO to finalize the business model for UP Express including updated ridership projections

Audit Working Papers

Audit Working Papers



Project Update: Ridership

- An update to the 2011 *SDG ridership forecast* has recently been completed.
- PHIL INSERT INFORMATION ON FROM REPORT

Project Update: Communications

- 21,886 unique visitors came to the UP Express website site (up by 6000 from April)
 - Mainly driven by the GARA award win
- A typical visitor examined 10.51 distinct files before leaving the site. A typical visit lasted for 0.74 minutes.
- Significant numbers of people access our site via the Pearson website (1,547) highlighting the importance of our partners
 - Northstar, Railway Age, Railway Track & Structures along with EuraRail Magazine have all profiled UP Express



UP Express was mentioned in feature articles in Urban Toronto (online), the *Toronto Standard* (online) and *tonight Newspaper* profiling the 2015 Pan/Para Pan Am Games infrastructure.

In addition, the artwork and the UP Express short animated video were featured in the Communication Arts magazine and on its website.