

From: Nick Allen
Sent: Wed 1/30/2013 9:16:05 PM
Subject: UP Express Additional Audiences Research
ARL additional audiences Jan 29 2013 REVISED.pptx

Hi all

I wanted to book in some time to walk you through the proposed research for UP Express on their additional audiences. Happy to schedule this earlier if possible.

We are looking to understand more about potential ridership Exclusion per Committee Direction for:

- Airport workers
- Connecting passengers with a long layover in Toronto
- People who meet/greet or drop off passengers at Pearson

Please see attached the proposal we have developed thus far.

Best,
Nick