

From: Paula Edwards
Sent: Tue 6/28/2011 1:08:28 PM
Subject: RE: Updated Methodology & Sampling Plan

Great, thanks

From: Mathew Mathew
Sent: Tuesday, June 28, 2011 8:30 AM
To: Paula Edwards; Philip Safos
Subject: RE: Updated Methodology & Sampling Plan

Yes Paula, we will not be doing ridership forecasts, which will be through Daniel's group. We clarified this further in our weekly status calls. We would focus on finding who the target customer is, Exclusion per Committee Direction travel behaviour etc.

Mathew

From: Paula Edwards
Sent: Tuesday, June 28, 2011 6:19 AM
To: Philip Safos; Mathew Mathew
Subject: Fw: Updated Methodology & Sampling Plan

I'm confused. Point one sounds like we are asking to replicate what P and P is doing. Daniel is working on a tight timeline but I didn't think we were on ridership forecasts.
Can you clarify
Thanks

Sent from my BlackBerry

From: Mathew Mathew
To: Jennifer Bylok <jbylok@nsresearch.com>
Cc: Matthew Denomme <MDenomme@nsresearch.com>; Vicky Ly <vly@nsresearch.com>; Alana Chantry <achantry@nsresearch.com>; Brian Potts <BPotts@nsresearch.com>; Philip Safos; Paula Edwards; Vasie Papadopoulos; Anthony Bowman; Angela Prashar
Sent: Tue Jun 14 08:57:11 2011
Subject: RE: Updated Methodology & Sampling Plan

Hi Jennifer,

Thank you for your mail and the updated methodology and revised costs. This is to confirm that we are fine with the revised methodology and costs. I am attaching here a revised framework of the ARL project. The difference between this version and the old one is that we now have introduced a new study for estimating ridership forecasts. This study would be undertaken by our Planning group with the support of

an external consultant. We would like to bring to your attention the following in the light of this:

1.

The planned ridership forecast study will focus on determining the potential ridership for the ARL in the shorter and long terms. This forecasts would be based on the old ridership study done by SNC and will factor in passenger volume projections from GTAA and other contributing factors. Our President wants to have this study very shortly and so it is very likely that this may precede our market assessment study. The basic premise is that the two studies should complement each other and not duplicate portions. Having said that, from the nature of the scope of work, the two studies are mutually exclusive, but would feed in to each other. Our study would largely focus on the market dynamics, composition, propensity to use, price sensitivity and other topics broadly outlined in the RFP and what we discussed during our kick-off meeting while the ridership forecast study would provide us with decision points to arrive at consist (coach) delivery schedules and configurations, trip schedules, headways etc. Phil and I would ensure that there is a dialogue between the two studies to ensure the best possible market feedback for all stakeholders in this project.

2. Tony is in touch with GTAA and Oxford to arrange for the required assistance for interviewing staff and tenants of the two organizations (and will explore with GTAA for other Pearson Airport employees). I will ask for Tony's assistance to survey Cadillac Fairview Corp.'s tenants in the downtown core as well. Once I hear from him I will let you know how we can proceed with this.

3.

Moving ahead for the next couple of months, we would like weekly status calls. Wednesday mornings are preferred and let me know if 10 -10:30 AM works for you (beginning tomorrow). Phil and I would be attending these conference calls. As Paula had mentioned during our kick-off meeting, from time time we would also need conference calls to update the ARL Steering Committee. As and when these are scheduled to happen, I will let you know.

Thanks,

Mathew

From: Jennifer Bylok [mailto:jbylok@nsresearch.com]
Sent: Thursday, June 09, 2011 4:15 PM
To: Mathew Mathew
Cc: Matthew Denomme; Vicky Ly; Alana Chantry; Brian Potts
Subject: Updated Methodology & Sampling Plan

Hello, Mathew. I hope this message finds you well.

As requested, I'm attaching the revised methodology and sampling plan document, which incorporates the items you discussed with Mathew.

Please let us know if you have any further questions or items you wish you discuss.

Regards,

Jennifer

Jennifer Bylok



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