

From: Paula Edwards
Sent: Wed 7/20/2011 3:43:57 PM
Subject: Fw: ARL Market Segmentation Study

Fyi

Sent from my BlackBerry

From: Dina Graser
To: Angela Prashar
Cc: Mary Proc; Kathy Haley; Mathew Mathew; Paula Edwards
Sent: Wed Jul 20 11:41:46 2011
Subject: RE: ARL Market Segmentation Study

Sorry I'm a little late with my feedback. This is certainly thorough.

A few general comments.

- this is very long. I would be concerned about completion rates.
- the first segment of questions that asks how likely people would be to take the ARL (Qs 33-35).

Exclusion per Committee Direction

- Will people really remember if they travelled on a Monday or a Thursday six months ago? How crucial is this information?
- Are we going to be polling residents who near the airport area or along the Georgetown line at all, or only those who work at or near the airport?

Thanks,

Dina

From: Angela Prashar
Sent: July 19, 2011 4:43 PM
To: Dina Graser; Vasie Papadopoulos; Leslie Woo; Daniel Haufschild; Judy Knight; Michael Wolczyk; Nick Spensieri; Greg Percy; Mike Cyr; Francis Hui; Gary McNeil; William Jenkins
Cc: Mary Proc; Kathy Haley; Mathew Mathew; Paula Edwards
Subject: FW: ARL Market Segmentation Study
Importance: High

Thank you to those who have offered your feedback to Mathew

For those who haven't had an opportunity to respond, please note that we require your feedback by tomorrow at 11am (Wednesday July 20th)

Much appreciated!

Regards,

Angela Prashar

Manager, Research and Business Solutions

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"Working together with our stakeholders to provide value added insights and solutions that drive business transformation to enhance the customer experience"

From: Paula Edwards

Sent: Friday, July 15, 2011 8:04 AM

To: Dina Graser; Vasie Papadopoulos; Leslie Woo; Daniel Haufschild; Judy Knight; Michael Wolczyk; Nick Spensieri; Greg Percy; Mike Cyr; Francis Hui; Gary McNeil; William Jenkins

Cc: Mary Proc; Kathy Haley

Subject: ARL Market Segmentation Study

Importance: High

As you may be aware, various studies are underway for the ARL. Below is a brief summary of these activities:

- Branding - Strategic Communications Lead - Period: June - August'11
- Market Segmentation - Research and Business Solutions Lead - Period: June - August'11
- Ridership Forecasts - GO Planning Lead - Period: June-August'11
- Customer Experience Mapping - Research and Business Solutions Lead - Period: August - September'11

The ARL market segmentation research has started and is being carried out by our research partner Northstar Research, consultants for the study. We are now in the survey design stage, finalizing the questionnaire through feedback from key stakeholders within the organization and others such as GTAA. Broadly, this research is expected to answer the following core questions:

-
- Current travel behaviour to and from Airport
-
- Awareness of ARL

-
- Perceptions and expectations of ARL
-
- Appeal and likelihood to use
-
- Barriers to use
-
- Concept evaluation to help with design elements and configurations – Amenities desired/expected, number of luggage carried, etc.

Exclusion per Committee Direction

- High-level segmentation and assessment of potential targets

The research would target 4 key potential target segments as below:

Target Sample Methodology Target Dates	
Business Travelers	2075
Online survey, respondents sourced from online panel in GTHA + phone-to-web recruit + distribution of survey postcards that direct people to a URL for taking the survey.	
Geographic coverage for sample catchment area defined by the Ridership Forecast study + York, Peel, Halton and Hamilton	
Late July	
Non-business Travelers	2075
Commuters/Employees of GTAA and other tenants at Pearson Airport	500
Online survey, Email Blast to employees of GTAA, Air Canada, West Jet etc. Distribution of invitation cards with survey link among team leaders of staff without access to PCs	
Non-GTHA Travelers	500
Passenger intercept surveys at Terminals 1 and 3	August 5th, 6th, 7th, 8th, 9th, 15th and 17th

Among other things, this survey is expected to provide us with feedback for terminal and in-coach facilities and services, amenities desired and can indirectly provide us inputs for deciding on certain design elements such as luggage space (Numbers of carry-on luggage and checked-in luggage which can help determine the luggage space/rack size required). However, since we have to limit the length of the survey to a reasonable time limit of under 20 minutes, the survey will not attempt to ask details on design elements such as say, fabric type, leather etc for seats, colours for seats, interior etc. Also since ridership forecasts have been determined by Planning, the market segmentation will not cover short and long-term demand estimations from the different target groups identified above.

Attached here please find two documents: 1) The Research Methodology to give you an overview of the sampling and approach for the study and 2) The Draft Online Survey for Business and Non-business travelers within the catchment areas of interest (An extract of this would be used for the intercept survey

at the airport).

GTAA needs a two week window to get Police/security clearances and issue a survey permit for conducting the survey and will require the survey questionnaire by the afternoon of July 20th so that we can conduct the survey on the dates specified.

As a key stakeholder in this project, your feedback would add much value to this research. So please review the attached questionnaire and provide Mathew Mathew (mathew.mathew@metrolinx.com) of Research and Business Solutions directly with your comments by 11 AM on Wednesday, 20th July.

I would greatly appreciate your prompt reply.

Regards,

Paula

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