

To: Judy Pfeifer[Judy.Pfeifer@metrolinx.com]
Cc: Vasie Papadopoulos[Vasie.Papadopoulos@metrolinx.com]; Malon Edwards[Malon.Edwards@metrolinx.com]; Ryan Bissonnette[Ryan.Bissonnette@metrolinx.com]; Kathy Haley[Kathy.Haley@metrolinx.com]; David Sajecki[David.Sajecki@metrolinx.com]; Vanessa Thomas[Vanessa.Thomas@metrolinx.com]
From: Erin Whitton
Sent: Tue 4/10/2012 9:44:37 PM
Subject: RE: Media Inquiry - Nunziata's ARL Motion - Deadline: 3 p.m. today

This language is consistent with what is in the most up-to-date ARL master messaging document:

Q. How much will a trip on the ARL cost?

A. Metrolinx is currently conducting detailed market research to ensure that the ARL service is competitive with the cost of a taxi ride to the airport. The outcome of this research will inform a variety of characteristics, including the formal name of the ARL, as well as the cost of the service. These details will be announced closer to the inaugural launch date.

This A has evolved over time. The original was more generic and didn't commit us to anything in particular --

A. Metrolinx is currently conducting detailed market research to ensure that the ARL service is relevant and reflective of the needs of the market. The outcome of this research will inform

a variety of characteristics, including the formal name of the ARL, as well as the cost of the service. These details will be announced closer to the inaugural launch date.

As well, there is an ARL FAQ on Metrolinx.com that uses some of this messaging, but was edited down prior to posting. This is what's currently live:

Q9. How much will a trip on the Air Rail Link cost?

A9. As it is still a number of years from launch, it is premature to set the fares for this service. An announcement will be made closer to the date of operations.

http://www.metrolinx.com/en/projectsandprograms/airrailink/Air%20Rail%20Link_FAQs.pdf

From: Judy Pfeifer
Sent: Tuesday, April 10, 2012 5:25 PM
To: David Sajecki; Vanessa Thomas; Erin Whitton
Cc: Vasie Papadopoulos; Malon Edwards; Ryan Bissonnette; Kathy Haley
Subject: Re: Media Inquiry - Nunziata's ARL Motion - Deadline: 3 p.m. today

Since this has gone out let's go offline re using taxi as a comparison. I think this could limit us.

Vanessa and Erin can one of you help us find another answer as part of the Q/A docs we are developing.

From: David Sajecki
Sent: Tuesday, April 10, 2012 05:14 PM
To: Vanessa Thomas; Erin Whitton
Cc: Judy Pfeifer; Vasie Papadopoulos; Malon Edwards; Ryan Bissonnette; Kathy Haley
Subject: Re: Media Inquiry - Nunziata's ARL Motion - Deadline: 3 p.m. today

Thanks Vanessa.

Exclusion per Committee Direction

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From: Vanessa Thomas
Sent: Tuesday, April 10, 2012 04:07 PM
To: David Sajecki; Erin Whitton
Cc: Judy Pfeifer; Vasie Papadopoulos; Malon Edwards; Ryan Bissonnette; Kathy Haley
Subject: RE: Media Inquiry - Nunziata's ARL Motion - Deadline: 3 p.m. today

Many thanks David and Erin. The revised version is below, incorporating your valuable feedback.

In respect to David's feedback on Q1: "Note: Do we want to say something about how the Big Move includes plans for additional local transit lines to the airport (i.e. Finch, Eglinton, etc)?" Media Relations avoid talking about phase 2 of the Eglinton Crosstown line going to the airport, which is in the Big Move, because there is no funding identified.

The final response is detailed below. Many thanks for all your help.

Thanks,
Vanessa

From: David Sajecki
Sent: Tuesday, April 10, 2012 3:10 PM
To: Vanessa Thomas; Erin Whitton
Cc: Judy Pfeifer; Vasie Papadopoulos; Malon Edwards; Ryan Bissonnette; Kathy Haley
Subject: RE: Media Inquiry - Nunziata's ARL Motion - Deadline: 3 p.m. today

Hi Vanessa,

Please see below for my edits. I take it the majority of these messages have already been approved.

I didn't change this item but I find it confusing how the corridor is referred to as both the Kitchener and Georgetown corridors. Can this be made consistent or is there a reason for the differentiation?

Thanks,

David

From: Vanessa Thomas
Sent: Tuesday, April 10, 2012 2:43 PM
To: Erin Whitton; David Sajecki
Cc: Judy Pfeifer; Vasie Papadopoulos; Malon Edwards; Ryan Bissonnette
Subject: Media Inquiry - Nunziata's ARL Motion - Deadline: 3 p.m. today

Hi Erin and David,

Benn Spurr, reporter with NOW magazine, is writing an article about Nunziata's motion. She has some questions regarding a motion going before Toronto city council this week,

which is calling for Metrolinx to add more stations to the ARL.

Below are his questions along with my proposed responses for your suggested edits and approvals:

Q. Is Metrolinx willing to consider adding more stations to the ARL?

For opening day, the Air Rail Link will connect Union Station and Terminal 1 at Toronto Pearson Airport, with two station stops at Bloor and Weston stations along GO's Kitchener corridor, which was formerly known as the Georgetown line.

The design and project scope for the opening day of the service in 2015 has been determined and we are well into construction of infrastructure improvements along GO's Georgetown corridor that will support the ARL service as well as enhanced GO service within the corridor.

The goal with this service is to offer residents, tourists and business travellers with a high-quality connection to the airport that is fast, reliable, convenient and comfortable.

The estimated 25-minute total trip makes this service an attractive option for people and a viable alternative to driving and parking or riding a taxi to the airport. Adding more stations stops along the ARL route will increase the total travel time, making it a less attractive option.

The ARL will provide quick and easy access to Toronto's downtown core and Toronto Pearson and fill a significant transportation gap in airport-to-downtown travel throughout the region. The ARL service is expected to eliminate 1.2 million car trips in its first year of operation alone.

In addition to the ARL service several localized transit and private shuttle options exist for travel to and from the airport. The localized transit and private shuttle options service various neighbourhoods and areas across the Toronto area.

If pressed: The premise of the ARL project is to provide fast service to the airport with minimal number of stops. Currently, each one-way trip is scheduled to take approximately 25 minutes, adding additional stops would add to the length of each trip, therefore taking away from the purpose of the service as being direct and express.

Q. Some have suggested that at a minimum, it would be logical to add a link to the Eglinton Crosstown. Is Metrolinx open to examining that?

Connecting to the Eglinton Crosstown LRT line is an important future consideration for the Air Rail Link.

The design process is continuing on the Eglinton Crosstown, which has a completion date of 2020. The update to the approved Eglinton Crosstown LRT Environmental Assessment will look at the two potential station locations at Weston Road and Jane. We are in the preliminary planning phases of the environmental assessment, which will include ongoing public consultations. Working with the community is an important part of this project – the first public consultation period for the Environmental Assessment will begin in fall 2012.

This area around Eglinton Avenue and Black Creek Drive is essential to the Eglinton Crosstown LRT project. This area is also identified in our regional transportation plan, The Big Move, as a mobility hub. Consideration would also be given to bus interchange facilities around the Eglinton and Black Creek location.

If pressed about Eglinton Crosstown station locations: We are in the preliminary planning phases of the environmental assessment which will help determine the exact location of those stations along the Crosstown line. The EA is the update to the approved Crosstown LRT EA.

Q. During the recent debate over transit on Eglinton, Finch, and Sheppard, Metrolinx made clear that it wanted council's input on transit planning in Toronto. Should council reach a position on the ARL, would Metrolinx take it under

consideration?

We are listening to city councillors, and various members of the community, in respect to the Air Rail Link. We are also continuing to engage with representatives from the City of Toronto and across the GTHA to ensure that the ARL is completed on time and on budget.

Q. Would it be possible to operate the ARL on both an express and local basis? For example, have some trains make several stops, while others go directly from the airport to Union Station?

At this time, the plan is for the Air Rail Link to connect Union Station and Toronto Pearson Airport with two station stops at Bloor and Weston stations.

The design and project scope for the opening day of the service in 2015 has been determined and we are well into construction of infrastructure improvements along GO's Kitchener corridor (formerly known as the Georgetown corridor) that will support the ARL service as well as enhanced GO service within the corridor.

There remains a important future considerations to connect with the Eglinton Crossstown.

It is also important to remember that enhanced GO service along this corridor will also provide for improved service for commuters.

Exclusion per Committee Direction

If pressed: Metrolinx is currently conducting detailed market research to ensure that the ARL service is competitive with the cost of a taxi ride to the airport.

Exclusion per Committee Direction

Exclusion per Committee Direction

His deadline is 3:30 p.m. today. If you're able to provide edits and feedback by 3 p.m. today, that would be appreciated.

Thanks,

Vanessa

Vanessa Thomas

Spokesperson - Media Relations Team Lead

Metrolinx

Tel. (416) 874-5974

Cell. (416) 460-6813

Email. Vanessa.Thomas@metrolinx.com

metrolinx.com