

From: Eve Wyatt
Sent: Fri 11/25/2011 2:44:37 PM
Subject: RE: Fully Understanding the Ridership Study (or Studies?)

Hello Mike,

The file that you refer to as "the IBI study" was not forwarded with the e-mail thread. But reading between the lines...

We are working with the transit agencies in the region on a plan to develop a single integrated transit traveller information system, with trip planning, real-time service departure info, etc. As supporting background for that work our Customer Care group (Phil Safos) worked with Vision Critical (using the Angus Reid panel) and Jan Pizarro of Quay Communications to understand public use of transit information throughout their trip, preferences concerning delivery channels, and likely influence of transit information on mode choice.

So that is the context. It was not intended to be used for ridership estimation, or to address the kind of special-purpose service that the air rail link represents. But if there is material there that would be useful- by all means leverage it as you can.

If you need any further information, please let me know.

Eve

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From: Mike Napier [mailto:mnapier@level5.ca]
Sent: Friday, November 25, 2011 9:14 AM
To: Daniel Haufschild
Cc: Dawn McPhail; Lan An; Eve Wyatt
Subject: RE: Fully Understanding the Ridership Study (or Studies?)

Thanks, Daniel. Kathy has followed up with me. I am sending through a request.

Eve – I don't believe we have met. If we have any specific questions about the IBI study, would you mind discussing with us. I will first make the request through Kathy's office, as this was Kathy's requested protocol.

Mike

From: Daniel Haufschild [mailto:Daniel.Haufschild@metrolinx.com]
Sent: November-24-11 10:13 PM
To: Mike Napier
Cc: Dawn McPhail; Lan An; Eve Wyatt
Subject: RE: Fully Understanding the Ridership Study (or Studies?)

Mike,

Just to clarify, there is only one current ridership study, previous ridership studies are now superceeded because many base assumptions have changed. However, there were a series of surveys done over the last ten years to support previous ridership studies and they have some utlitiy although somewhat dated. These are compared in SDGs review of Northstar results vs. previous survey.

The IBI study (that Eve can speak to) was a broad regional survey to gauage attitues towards travel information systems. The SDG study is a ridership forecast study which looks at expected ridership Exclusion per Committee Direction using a logit model comparing travel options, time, Exclusion per Committee Direction. Underpinning the SDG work is stated preference survey that covered mode of travel, and travel time. So not sure very comparable, but useful to ARL.

We have a draft report from SDG, I assume I can send to you but with double check with Kathy.

Daniel

From: Mike Napier [mailto:mnapier@level5.ca]
Sent: Thursday, November 24, 2011 2:28 PM
To: Daniel Haufschild
Cc: Dawn McPhail; Lan An

Subject: Fully Understanding the Ridership Study (or Studies?)

Hi Daniel,

Perhaps you can help us out here. We are trying to understand the differences between the ridership studies.

- What is the difference / nuances between the IBI study attached, and the SDG study, which you presented in summary at the Oct 7th Northstar Presentation (also attached)?
- I don't believe we have the full SDG Ridership Study Forecast report – if there is one, can you send to me?

Thanks so much,

Mike

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