

From: Kramer, Adam (CA - Toronto)
Sent: Tue 8/21/2012 6:15:37 PM
Subject: RE: Additional text for Business Plan

Excellent, thank-you Stephan

Adam Kramer

Senior Manager | Consulting | Strategy & Operations

Deloitte.

30 Wellington Street West - P.O. 400 Stn Commerce, Toronto, Ontario, M5L 1B1,
Canada

Tel/Direct: +1416 874 3418 | Mobile: +1416 543 4486 | Fax: +1416 874 4300

akramer@deloitte.ca | www.deloitte.ca

From: Stephan Mehr [mailto:Stephan.Mehr@metrolinx.com]
Sent: Tuesday, August 21, 2012 8:42 AM
To: Kramer, Adam (CA - Toronto)
Subject: RE: Additional text for Business Plan

Hi Adam:

I have pulled up the SDG assumptions from the 2004 report where the 10% (8.9%) number comes from. I have made a photocopy of the text and it is on my meeting desk in my office with your name on it.

Beside this is my binder of previous ridership reports which you may look at.

I have interviews this morning until 1pm, so I thought I would get you some reference

material in your hands early.

Stef

From: Kramer, Adam (CA - Toronto) [mailto:akramer@deloitte.ca]
Sent: Monday, August 20, 2012 1:42 PM
To: Stephan Mehr
Subject: RE: Additional text for Business Plan

Thanks Stephan.

As discussed, let's chat briefly around the 10% figure. I think the cause for confusion is that 10% (+/- 3-4%) relates to the entire pax traffic at Pearson. While this might be correct, I would encourage us to disclose the fare price when we relate back these numbers as that's the main driver of ridership and different price points will give radically different numbers. We should be apples-to-apples throughout the document.

The other important point is the ~20% penetration that Discrete Choice, and the Strategy, documents is related to the **Potential ARL Market at a [] fare price**. This is defined as those within the identified catchment area. An important distinction and one that we need to make sure Kathy fully understands

I'll be around tomorrow at 20 Bay and free after 11:30. Let me know if there is a time that works for you

Adam Kramer

Senior Manager | Consulting | Strategy & Operations

Deloitte.

30 Wellington Street West - P.O. 400 Stn Commerce, Toronto, Ontario, M5L 1B1,
Canada

Tel/Direct: +1416 874 3418 | Mobile: +1416 543 4486 | Fax: +1416 874 4300

akramer@deloitte.ca | www.deloitte.ca

From: Stephan Mehr [<mailto:Stephan.Mehr@metrolinx.com>]

Sent: Monday, August 20, 2012 12:19 PM

To: Kramer, Adam (CA - Toronto)

Cc: Kathy Haley; David Sajecki

Subject: Additional text for Business Plan

Hi Adam:

As I have commented on the previous version of the BP, and have been at various meetings in the last few weeks to offer input, my comments, due today have been transmitted at these meeting points relative to the second draft. I have however some suggestions relative to both intro text and ridership text, that I believe would complement the front end of the BP. Please see attached. We can discuss further anytime this week. Just to remind you that I will be off as of this Friday.

Stef

Stephan Mehr, P.Eng

Director, Business Planning, Air Rail Link

Metrolinx

20 Bay Street, Suite 600

Toronto, ON M5J 2W3

Office: +1-416-369-5758

Mobile: +1-416-518-1858

Stephan.mehr@metrolinx.com

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