

**From:** Bakht, Anantika (CA - Toronto)  
**Sent:** Thur 9/13/2012 3:12:44 PM  
**Subject:** ARL | Pricing Strategy - Data Requests Status?

Hello Stephan,

I hope this note finds you well. I am following up on two data requests for pricing strategy.

1. GTAA: Have either Janik or Eve gotten back to you on the pricing data request we sent them early last week?
2. GO commuter data: We'd sent Bert Perverini a data request (email below) that Daniel Haufschild may have spoken with you about? Please do let us know any next steps.

Thanks

Anantika

**Anantika Bakht**

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**From:** Philip Safos [mailto:Philip.Safos@metrolinx.com]  
**Sent:** Tuesday, September 11, 2012 4:11 PM  
**To:** Bakht, Anantika (CA - Toronto)  
**Subject:** RE: ARL | Pricing Strategy - Ridership Forecast Data Request

Bert left me a voicemail today. He let me know that Daniel was going to have a conversation with Stephan. I would suggest following-up with Stephan instead?

**From:** Bakht, Anantika (CA - Toronto) [mailto:anbakht@deloitte.ca]  
**Sent:** Tuesday, September 11, 2012 3:24 PM  
**To:** Philip Safos  
**Subject:** RE: ARL | Pricing Strategy - Ridership Forecast Data Request

Hi Phil,

You'd mentioned Bert was looking into collecting this data and that it may be hard to pull together. As we work towards collecting all data inputs for the various fare options for the end of this week, would it be ok for me to send Bert a note to follow up and perhaps suggest we discuss alternate ways of approaching the question?

Thanks

Anantika

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**From:** Bakht, Anantika (CA - Toronto)  
**Sent:** Tuesday, September 04, 2012 5:45 PM  
**To:** 'bert.peverini@gotransit.com'  
**Cc:** [Philip.Safos@metrolinx.com](mailto:Philip.Safos@metrolinx.com); Kamikovski, Matija (CA - Toronto);  
[Stephan.Mehr@metrolinx.com](mailto:Stephan.Mehr@metrolinx.com)  
**Subject:** ARL | Pricing Strategy - Ridership Forecast Data Request

Hello Bert,

I am currently working with Stephan Mehr and Phil Safos on a Pricing Strategy project for ARL and was asked to get in touch with you to obtain data on expected ridership forecasts.

As part of our work on the pricing strategy project, we are assessing the potential market demand and price sensitivity for each fare option being considered. One of the fare options is what we're calling the "non-airport traveller". It explores reduced fare for customers travelling between non-airport ARL stations (i.e. Union, Bloor and Weston). In order to estimate initial, high level market sizing for this option, we were hoping you could provide any data / information you may have on the expected ridership in 2015 on the Georgetown South corridor between the following stations:

- Union and Bloor
- Union and Weston
- Bloor and Weston

Also find attached a more detailed project context and data request document. We are hoping to obtain this information this week and if its easier to discuss live, I'd be happy to set up time to discuss when convenient to you.

Please let me know what you'd prefer.

Best,

Anantika

<< File: ARL - Pricing Strategy Data Request\_NonAirportTraveller\_20120904.pptx >>

**Anantika Bakht**

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