

From: Kathy Haley
Sent: Thur 9/27/2012 1:53:19 PM
Subject: ARL Ridership

Shyvonne,

I would like us to collectively review the SDG ARL Ridership forecasts, market growth projections, and vehicle capacity so we can best inform our marketing and pricing plans.

- Stef, Can you please present ridership projections and summary update from summer students?
- Mike, Can you please present capacity
- Judi, Can you please present GTA market growth and travel growth projections 2015 - 2020 - 2025
- I understand the Pricing analysis is complete. We should review next week with Deloitte and then have the ridership meeting shortly thereafter. It would be good to have this meeting asap while Deloitte is still here. Many thanks.

Kathy