

From: Philip Safos
Sent: Wed 1/2/2013 11:16:24 PM
Subject: RE: Information Request for TMG

Good question! I should have been clearer... I'm looking to see what we already have. Once I know, I'll will work with Alex to gather any data gaps we need from GTAA.

From: Judi Cohen
Sent: Wednesday, January 02, 2013 5:38 PM
To: Philip Safos; Jannine Krish; Jamie Patterson
Cc: Stephan Mehr
Subject: RE: Information Request for TMG

Happy New Year!

Yes I did get the SDG Ridership information to them.

Who is tracking down the GTAA information?

Cheers

Judi

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From: Philip Safos

Sent: Wednesday, January 02, 2013 5:04 PM

To: Judi Cohen; Jannine Krish; Jamie Patterson

Cc: Stephan Mehr

Subject: Information Request for TMG

Hi everyone! Happy new year to those I haven't seen in the office yet.

I'm looking for some help. As part of our initial discussions with TMG (who has been retained through Level 5 to develop the Marketing Plan), there are a number of information/data requests that were made and I'm hoping you can help me piece this together.

Jamie – Stephan specifically mentioned that you may have some of the GTAA information (#'s 3/4/5 below) as part of a previous request. Any information on the following would be very helpful.

1. SDG Ridership Report – Judi did this get sent to them? YES I did!
2. Simplified ridership by customer profile, by catchment area? - Phil
3. GTAA information about their layover passengers (i.e. length of layovers, origin/destination of passengers, demographics)
4. GTAA information about their off-peak passengers (demographics, origin/destination in ARL catchment areas)
5. GTAA information about most frequently used languages by Pearson passengers (i.e. Top 10 languages spoken?)
6. Summary of Fare Collection System (current concept) - Phil
7. Market Research Plan - Phil

Thanks! And please let me know if you have any questions.

Phil