From: Philip Safos
Sent: Tue 4/9/2013 1:24:21 PM
Subject: FW: Ridership Forecasting Assumptions - ARL Fares and Price Bases

Hi Stephan… Are you comfortable if I reply to Jim's email with the following response?

Hi Jim,

Thanks for reaching out. I'm hopeful the GTAA will provide the data in the coming days.

With regards to pricing assumptions, I think we should be consistent with our latest business model and pricing strategy. The opening day fare from Pearson should be [redacted] from Union, [redacted]rom Bloor, [redacted]rom Weston. This includes taxes/GTAA access fee. These are 2012 prices. The sensitivity tests should be included in this report as well (preferably from [redacted]to [redacted] if possible).

Additionally, I was hoping to chat with you about some other data tables we would like to see in the report:

1. The total in-scope market size for both calendar and fiscal years annually starting in 2015, by catchment area

2. Pearson Airport traffic volumes for both calendar and fiscal years annually starting in 2015, broken down by arriving/departing, and by sector (domestic/transborder/int'l), and including # of connecting passengers

3. GTHA resident and non-resident ridership split by catchment area

4. Business and leisure ridership split by catchment area

5. The UP Express station access modes for Union/Bloor/Weston

6. Number of car trips that UP will take off the road by year

Let us know if you have any questions or require clarification.

Thank you,

Phil

From: Richards, Jim [mailto:Jim.Richards@sdgworld.net]
Sent: Tuesday, April 09, 2013 5:40 AM
To: Stephan Mehr
Cc: Philip Safos; Berman, Sarah; Tang, Katie; Daniel Haufschild
Subject: Ridership Forecasting Assumptions - ARL Fares and Price Bases

Stephan

Alex and Sarah are progressing the GTAA data that we need to undertake the air passenger forecasts, and I'm hopeful that we will have some soon so that we can advance our work.

One issue that we do need to resolve, and we briefly touched upon this when we met, is that of fares and price bases.

In our previous work – final report May 2012 - we assumed a [redacted] one way fare (including taxes) on opening day, ie 2015 Q1. We undertook sensitivity tests assuming fares ranging from [redacted] to [redacted] in [redacted] increments on opening day. The revenue figures quoted in the report are in 2011 Q1 prices.

Please can you confirm:

1. The opening day fare that you would like us to assume; and,

2. How you would like revenue figures presented – current prices or 2015?

Kind regards

Jim

Jim Richards
Associate Director

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2012 Winner Transport Consultant of the Year, 2012 Winner Technical Transport Adviser of the Year