

From: Stephan Mehr
Sent: Wed 5/9/2012 8:57:48 PM
Subject: FW: Georgetown Corridor - ARL - Ridership Data Request: some questions
[22393202 Results for Metrolinx May2012.xlsx](#)

Kathy:

This spreadsheet clearly shows that the optimum price will be between and from a best revenue standpoint. Indeed we will have flexibility in terms of price range as there is little movement of the revenue between these two points.

I will get one of our students to graph these for us in various ways so we can have the figures handy when we need them.

Stef

From: Bert Peverini
Sent: Wednesday, May 09, 2012 4:15 PM
To: Hwan Kim; 'Danielle.Czauderna@sdgworld.net'
Cc: Stephan Mehr; Daniel Haufschild
Subject: FW: Georgetown Corridor - ARL - Ridership Data Request: some questions

Hwan:

The attachments contains the results for the additional forecast work that you requested. Please review and advise if this meets your needs and/or if you have any comments/questions. Please include Danielle in your response so that we can accelerate any replies that may be needed.

Danielle:

I gave this a quick skim. It looks OK to me. Can I suggest/request that you graph this data in a manner similar to the additional curves we inserted into the main report?

BertP

From: Czauderna, Danielle [<mailto:Danielle.Czauderna@sdgworld.net>]
Sent: May 9, 2012 11:50 AM
To: Bert Peverini; Daniel Haufschild
Cc: Richards, Jim; Berman, Sarah
Subject: RE: Georgetown Corridor - ARL - Ridership Data Request: some questions

Daniel, Bert,

Please find attached the template of results as discussed earlier today.

Please note the following points, which are also listed in the attached:

- We have amended Table 3 to include rental car, which is included in our forecast as an in-scope mode.
- All revenues are in CAD \$ 2011
- Table 1 has been amended for a partial first year (to reflect April opening date). Tables 2 and 3 assume a full year of operation. This is consistent with what has been previously reported.

Please let me know if you have any questions or queries.

Best wishes

Danielle

Danielle Czauderna

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From: Bert Peverini [<mailto:Bert.Peverini@gotransit.com>]

Sent: 08 May 2012 22:31

To: Czauderna, Danielle

Cc: Daniel Haufschild

Subject: RE: Georgetown Corridor - ARL - Ridership Data Request: some questions

Danielle:

- 1) Do the responses below suffice for your needs and can you confirm when you will be able to transmit a response to this request?
- 2) Regarding daily ridership estimate please prepare the bottoms up approach you to reflect the seasonality. I have confirmed that the main object here is to be able to compare relative station utilizations so that approaches to staffing, job descriptions, uniform can be developed commensurate to the relative volumes of GO and ARL customers.

I should be in the office @ 07:00 EST and we can discuss further as needed. I'll email you first thing when I get in.

BertP

From: Kim, Hwan (CA - Toronto) [<mailto:hwankim@deloitte.ca>]
Sent: May 8, 2012 4:05 PM
To: Bert Peverini
Cc: Czauderna, Danielle
Subject: RE: Georgetown Corridor - ARL - Ridership Data Request: some questions

Thank you, Bert.

I have added my response in green below. Thank you very much.

Regards,

Hwan

Hwan Kim

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From: Bert Peverini [<mailto:Bert.Peverini@gotransit.com>]
Sent: Tuesday, May 08, 2012 1:28 PM
To: Kim, Hwan (CA - Toronto)
Cc: Czauderna, Danielle
Subject: RE: Georgetown Corridor - ARL - Ridership Data Request: some questions

Hwan: see email below and my reply (red) to questions forwarded by Danielle @ SDG. Please confirm if my replies are correct. To expedite a reply please include Danielle in your reply.

From: Czauderna, Danielle [<mailto:Danielle.Czauderna@sdgworld.net>]
Sent: May 2, 2012 11:59 AM
To: Daniel Haufschild
Cc: Bert Peverini; Richards, Jim
Subject: Georgetown Corridor - ARL - Ridership Data Request: some questions

Hi Daniel,

I have a few questions regarding the template you have asked us to complete.

- First I assume that the ridership and revenue forecasts we produce should be inclusive of ramp up? I suggest both in case it comes up later – Yes we are particularly interested in the forecasts inclusive of ramp up

- Second there are a number of table numbers that are referred to in the template (table 7.3, 7.4 and 4.5). What do these refer to? Is it the old SNC report? I believe these reference Deloitte material – They refer to Toronto Airport Rail Link – 2009 Traffic and Revenue Update document from SDG prepared in March 2010 and redacted in June 2011.

- Table 3 at the bottom of the template is a table of mode shares. This has the first row complete for in-scope demand. I assume this is the 2009 base year? However, unless I am being very stupid, the mode shares don't seem to correspond with any of the figures we have produced? Ignore. I got these numbers from Table 5.3. of the aforementioned report (Survey In-Scope Profile Tabulations (Row Percentages)). I am not sure which year this reflects but would be great if you could confirm it.

- Finally, the 'dimensions' of Table 3 and Table 1 are different. Is this intentional? What I mean is:

- o Table 1 has dimensions: year x station /metric x fare level

- o Table 3 has dimensions: fare level x mode x year

Can we reverse the year and fare dimensions so we create a tab of results for each fare level. This is a subtle and somewhat trivial point, but just want to make sure that by organising things in a way which is easy for us does not cause problems for you! Yes.
Yes

Please let me know on these points when you can.

Many thanks

Danielle

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From: Richards, Jim
Sent: 26 April 2012 19:39
To: 'Daniel.Haufschild@metrolinx.com'
Cc: 'Bert.Peverini@gotransit.com'; Czauderna, Danielle
Subject: Re: Georgetown Corridor - ARL - Ridership Data Request

Daniel

Sorry to have missed your call.

We would be very happy to undertake the additional work that you have set out in your email. We do not think that this will take very long to do, and should be able to supply this by the early part of next week.

We have done \$5 increments from \$10 to \$30, and so will need to do additional runs for the higher fares. We need to be careful re the robustness and 'shape' of the revenue optimisation curve.

We also spoke about the ease with which we could credit you for the expenses part of the previous work. This is a bit of a hassle as we had closed down that project code, you had paid and it was last year's accounts.

However, we could issue you a credit note and a reissued invoice exc expenses. We could recoup with a new invoice for this additional work that would cover those expenses and the new bit of work - again, described only as fees. Would this work?

We should agree what a budget pot would be sensible to cover this and future call-off bits of work. We would agree any expenditure with you in advance. Does Commercially Sensitive Information sound about right? For the first invoice we would invoice the expenses + work to do this first task, so Commercially Sensitive Information in total.

As per the voicemail, would you like to speak tomorrow?

Regards

Jim

From: Daniel Haufschild [<mailto:Daniel.Haufschild@metrolinx.com>]
Sent: Monday, April 23, 2012 07:42 PM
To: Richards, Jim
Cc: Bert Peverini <Bert.Peverini@gotransit.com>; Czauderna, Danielle
Subject: Georgetown Corridor - ARL - Ridership Data Request

Jim,

As discussed, additional work is needed to support the development of the business model and we are looking for your assistance with the request below. In addition to this item, I think it would be useful to have agreed a preset on-call amount as I can see a series of smaller requests over the coming months.

The team is looking for the following data for 2015-2024 (details listed out in the attached Excel spreadsheet):

· -Ridership / fare revenue forecast by year by station (split between peak vs. off-peak if possible) at different price level Exclusion per Committee Direction

- Total in-scope demand by year

- Percentage share of ARL and existing modes of transports at different price level

Exclusion per Committee Direction

This data set will be used to project the ridership / fare revenue in the financial model, provide guidance in estimating costs for some of key decisions, and compare the impact of decisions modeled in Discrete Choice with SDG forecast.

And some clarifying comments:

1) are you are looking for a detailed split of ridership by trip type to

i.e. Union to Bloor, Union to Weston, Union to Airport &

Airport to Weston, Airport to Bloor, Airport to Union

No – just expected ridership per station as shown in Table 7.4 of the ridership forecast report.

2) Do you have a particular definition of peak and off peak in mind or will it suffice to use off peak as 09:00 to 15:00 and after 19:00, with all other time classed as peak?

I believe the ridership forecast uses 6:30 – 9:30 as AM peak and 16:00 – 18:30 as PM peak and the rest + weekends / holidays as off-peak. It's okay if they don't have this split of ridership readily available.

3) I assume the ☐ increment we used in the past will suffice.

Yes.

Checking on timing for when a response is required, but let me know when you think

you can provide it.

Thanks, Daniel

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