

From: Stephan Mehr
Sent: Thur 7/26/2012 12:05:55 PM
Subject: FW: ARL - SDG Questions

Hwan:

Please formulate ALL your initial questions within the next week so we can arrange a conference call with SDG and discuss them in more detail.

See the message from Jim Richards below.

Stef

From: Richards, Jim [mailto:Jim.Richards@sdgworld.net]
Sent: Wednesday, July 25, 2012 5:45 PM
To: Stephan Mehr
Cc: Daniel Haufschild; Druce, Ian; Czauderna, Danielle
Subject: Re: ARL - SDG Questions

Stephan

Good to meet with you last night, and to finally put a face to a name.

I will await Danielle's return from leave next week, and then respond to the questions that have been raised. On the basis that further questions are likely to appear early next week, I suggest we respond to both sets together.

We would be very happy to arrange a call with Deloitte, and suggest we try and fix a time once we have the questions and can discuss the points raised.

Kind regards

Jim

From: Stephan Mehr [mailto:Stephan.Mehr@metrolinx.com]
Sent: Wednesday, July 25, 2012 01:31 PM

To: Richards, Jim
Cc: Daniel Haufschild <Daniel.Haufschild@metrolinx.com>; Druce, Ian
Subject: FW: ARL - SDG Questions

Hi Jim:

As briefly discussed at dinner yesterday, have a look at the types of questions we expect from Deloitte who are assisting me in preparing a fare strategy for the ARL and let me know what the existing model can handle in terms of flexibility, for example, zone fares in increments between all stations.

Regards

Stephan

From: Kim, Hwan (CA - Toronto) [<mailto:hwankim@deloitte.ca>]
Sent: Tuesday, July 24, 2012 7:17 PM
To: Stephan Mehr
Cc: Colaco, James M. (CA - Toronto); Bakht, Anantika (CA - Toronto)
Subject: ARL - SDG Questions

Hello Stephan,

As per our discussion this afternoon, here are few key points we would like to confirm / address with SDG:

1. SDG Ridership Forecast Version

· SDG to confirm **Georgetown Corridor Airport Rail Link Forecasting Update 2011 / 12 - FINAL Report**, dated 22 March 2012, is the latest report that includes assumptions used for the ridership and revenue

2. Factors Considered to Project Ridership and Fare Revenue

- SDG to verify any major factors that were considered in projecting ridership and net fare venue (i.e. discounts, lost revenue)
- When the fare revenue is calculated using fare prices and ridership per station, there is \$2-3M variance across the board from the net revenue provided by SDG – were there any other factors that affected the net revenue?
- We would like to set up a call with SDG to go through how the net fare revenue was derived, if possible

3. Flexible Parameters for Future Data Requests

- As you suggested, we would like to understand what parameters can be readily changed / modeled in future data requests
- Some examples of the parameters would include: price structure across stations (e.g. or Union/Bloor/Weston vs. – *most important*), demographics (e.g. or all passengers vs. offered to seniors), time of the day (e.g. at all hours vs. during certain hours)

Thank you for bringing this up with SDG during your dinner tonight. We will send you more detailed list of questions / assumptions to be confirmed early next week.

Please let us know if you have any questions or concerns. Thank you very much.

Regards,

Hwan

Hwan Kim

Deloitte | Consulting

30 Wellington St W., P.O. Box 400, Toronto, ON, M5L1B1, Canada

direct: 416.874.4385 | mobile: 647.780.3894

email: hwankim@deloitte.ca | web: www.deloitte.ca

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