From: Berman, Sarah
Sent: Thur 4/25/2013 6:00:46 PM
Subject: RE: Ridership Forecasting Assumptions - ARL Fares and Price Bases

Phil,

We should be able to make an estimate of the increased passenger volumes from the Pan Am Games, derived from a forecast of additional air traffic to be expected and ARL mode shares from our capture model. However it is important to note that this would be a fairly high-level estimate, and would be calculated outside of the capture model.

In order to assist with this, we would be grateful for any guidance from you and/or GTAA about the incremental air passenger volumes or visitor numbers that may already have been forecast for the Games (for example to support transportation strategies and airport operational planning). If you have access to any relevant information then please let us know.

Regards,

Sarah

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From: Philip Safos [mailto:Philip.Safos@metrolinx.com]
Sent: 23 April 2013 23:18
To: Berman, Sarah; Richards, Jim; Stephan Mehr
Cc: Tang, Katie
Subject: RE: Ridership Forecasting Assumptions - ARL Fares and Price Bases

Hi Sarah,

We have an additional request to consider for the report. We would like to estimate the increased passenger volume that would be attributable to the 2015 Pan Am/Parapan Am Games. Is there a way to estimate the net impact this 2 week event may have? We are increasingly being asked to help quantify any ridership uplift attributable to the event.

In general, we are interested in understanding the impacts of other large-scale festivals/events and wonder whether you can comment on whether any methodologies exist to estimate event-based ridership.

Thank you,

Phil

From: Berman, Sarah [mailto:Sarah.Berman@sdgworld.net]
Sent: Monday, April 15, 2013 2:08 PM
To: Philip Safos; Richards, Jim; Stephan Mehr
Cc: Tang, Katie; Daniel Haufschild
Subject: RE: Ridership Forecasting Assumptions - ARL Fares and Price Bases

Phil,

Further to your email exchange below with Jim, I have a couple of further clarification questions on the outputs required to ensure we set our model up to generate the tables you need. I have noted these in red below.

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

· We have interpreted catchment area as the zone system in our model – please let me know if you would prefer us to aggregate to a less detailed level.

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

· For both of these, are we to include ramp-up or not, and should the figures for calendar year 2015 incorporate the assumption of an opening day of 5 April or be on a full-year basis?

· In addition, it should be noted that our annual air traffic forecasts do not differentiate by arriving/departing passengers and 50% are assumed to be each (though we do differentiate when we come to consider out-of-scope passengers by time of day and the peak/off-peak split). Hence I do not think that separating the air traffic forecast by arriving/departing is going to add anything and propose we report only the totals of both directions, split by sector and connecting/ground access.

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

4. Business and leisure ridership split by catchment area

· Are you happy for these figures to be produced for the model out years (2015, 2020, 2025, 2031) only? Any intermediate year forecasts would be simple interpolations of these.

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

· No comments/further questions since this is not feasible within the constraints of our modelling framework (as discussed below)

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

· Could you please clarify whether these trips are to include rental car and taxi trips (as well as those currently dropped off and parking at the airport)?

· As above, are you happy for these figures to be produced for the model out years only?

Thanks in advance for your clarifications. If you have further questions then I am very happy to discuss.

Regards,

Sarah

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From: Philip Safos [mailto:Philip.Safos@metrolinx.com]
Sent: 11 April 2013 17:44
To: Richards, Jim; Stephan Mehr
Cc: Berman, Sarah; Tang, Katie; Daniel Haufschild
Subject: RE: Ridership Forecasting Assumptions - ARL Fares and Price Bases

Thanks Jim for the clarification. For fiscal year ridership, your recommended approach would be sufficient (3/4 + ¼).

Understood about the access modes.

Thanks,

Phil

From: Richards, Jim [mailto:Jim.Richards@sdgworld.net]

Sent: Thursday, April 11, 2013 4:27 AM
To: Philip Safos; Stephan Mehr
Cc: Berman, Sarah; Tang, Katie; Daniel Haufschild
Subject: RE: Ridership Forecasting Assumptions - ARL Fares and Price Bases

Philip

Thanks for this clarification…opening day price in 2015 dollars will be [redacted] from Union, [redacted] from Bloor and [redacted] from Weston.

On your previous points, we should be able to accommodate all the points you raise with the following exceptions:

- Data by fiscal year – the model is not set up to ‘work’ on fiscal years. We can provide estimates taking ¾ of one calendar year and ¼ of another, but nothing more sophisticated can be easily incorporated within the existing model structure.

- Access modes for each station – our modelling assumes everyone accesses by public transport, and therefore does not explicitly account for those who might be dropped off by car or take the taxi to the stations. Trying to introduce additional modes or make coarse assumptions from limited data is not something that can be readily undertaken (or recommended) within the existing timescales or budget. However, this may be something that should be considered as part of the more detailed review later in the year.

Kind regards

Jim

Jim Richards
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From: Philip Safos [mailto:Philip.Safos@metrolinx.com]
Sent: 09 April 2013 22:33
To: Richards, Jim; Stephan Mehr
Cc: Berman, Sarah; Tang, Katie; Daniel Haufschild
Subject: RE: Ridership Forecasting Assumptions - ARL Fares and Price Bases

Hi Jim,

Just one clarification to my email from earlier today… The fare assumptions for opening day (2015) are actually based on 2015 dollars, not 2012.

Thanks,

Phil

From: Philip Safos
Sent: Tuesday, April 09, 2013 9:40 AM
To: 'Richards, Jim'; Stephan Mehr
Cc: Berman, Sarah; Tang, Katie; Daniel Haufschild
Subject: RE: Ridership Forecasting Assumptions - ARL Fares and Price Bases

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 assumption to Pearson should be [redacted] from Union, [redacted] from Bloor, [redacted] from 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] Union-Pearson if possible).

Additionally, I would like to request some other data tables that we would like to see in your 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. I am happy to chat anytime.

Thank you,

Phil

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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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