

From: David Sajecki
Sent: Wed 11/21/2012 9:15:57 PM
Subject: RE: ARL Customer Comment - Requires Response / PROPOSED RESPONSE

Stef – Good answer. I would also add that presently there are five million car trips between downtown and the airport and this number is expected to increase to 11 million by 2020.

It is very difficult to understand the question but I'm reading into that the person may be assuming only 1.2 M car trips travel between downtown Toronto to Toronto Pearson every year (i.e. "The site also states that in the first year it would remove 1,200,000 car trips from downtown to Pearson. Interesting that would be a ridership of rail to be 66% of all going to the airport.").

Thanks,

Dave

David Sajecki

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From: Stephan Mehr
Sent: Wednesday, November 21, 2012 3:48 PM
To: David Sajecki; Kathy Haley

Cc: Jannine Krish; Judi Cohen; 'mary.koven@sympatico.ca'
(mary.koven@sympatico.ca)

Subject: RE: ARL Customer Comment - Requires Response / PROPOSED RESPONSE

All:

Stacey Kenny is beating the door down on this one, and kindly asking that we reply...

I have sent this to you before, and Judi did respond and agreed with my suggested response.

I would like to close this item today or tomorrow, so that the question can be answered in a timely fashion.

Will appreciate an agreement from both Kathy and David, so I can send the response.

Thanks

Stef

From: Stephan Mehr

Sent: Friday, November 09, 2012 9:45 AM

To: David Sajecki; Kathy Haley

Cc: Jannine Krish; Judi Cohen; 'mary.koven@sympatico.ca'
(mary.koven@sympatico.ca)

Subject: RE: ARL Customer Comment - Requires Response / PROPOSED RESPONSE

I propose the following response to the question(s) below, and I believe the answer should be kept on file for further use as this question may come up several times in the near future.

Dear XXX:

Thank you for your comment and question. The ARL link will go into operation sometime in April of 2015.

The ridership projections and statistics provided are based on estimates of anticipated passengers that will use the airport link. The 5,000 users per day we expect to use the ARL service is an average and as such when multiplying by 365 the number does come to approximately 1.8 million for the first full year of operation. Note that in 2015, as we are starting our service in April, the passenger expectations in that first calendar year may be lower since we are operating 8 months in 2015 and therefore the number of passengers could be fewer than 1.8 million in 2015 (if one multiplies the 5000 average by 273 this would amount to approximately 1.36 million passengers for the first 8 months of operation.

The 1.2 million auto trips is also an estimate based on the expectation that some of the passengers that will ride our new service may have been using modes of transport other than the automobile prior to the service opening (transit, airport bus etc.). When looking at the total average annual passengers expected at start of service, we would expect that between 60 and 80% of passenger will have previously used another form of auto trip (car, taxi), while the remaining segment of our passenger market will have been travelling using another non-auto form of transport to get to and from the airport. As you pointed out rightly, some of these auto trips may have carried more than one person, hence the reason for the percentage range noted in the previous sentence.

Hopefully this response is flexible enough to address similar questions that will be coming....

I look to your quick response on this so we can provide timely feedback to StratComm.

From: Stacey Kenny
Sent: Thursday, November 08, 2012 1:24 PM
To: Stephan Mehr; Jannine Krish; Mary Koven; 'mary.koven@sympatico.ca' (mary.koven@sympatico.ca); David Sajecki
Cc: Trina Melatti
Subject: ARL Customer Comment - Requires Response

Good afternoon all,

Please see customer comment received by our Customer Relations department below.

Who is the right person to address this person's inquiry about ridership and how our projections were reached?

Please note that a response is required within 48 hours.

Regards,

Stacey Kenny

Communications Specialist

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From: Andrea Corken

Sent: Thursday, November 08, 2012 1:20 PM

To: Stacey Kenny

Subject:

Comments: Your site states that you expect 5,000 users per day which would mean in 365 days the number would be 1,825,000 passengers. The site also states that in the first year it would remove 1,200,000 car trips from downtown to Pearson. Interesting that would be a ridership of rail to be 66% of all going to the airport. That number is calculated on one passenger per car what would happen if we have more than one passenger per car?? Would then every passenger would elect to take the train?? Your numbers seem to be grabbed out of thin air. Require response: Yes