

From: Philip Safos
Sent: Thur 5/30/2013 8:44:40 PM
Subject: RE: Updated UPE Ridership Forecasts

Hi Jim and Sarah,

Thank you for sending both the report and Excel data tables this past week. This work is very interesting and valuable for us as we move closer to our launch date.

I have summarized some comments below for your consideration. If you require any clarification, please do not hesitate to ask.

Powerpoint:

1. Slide 5 indicates 34.9M LBPIA passenger traffic; slide 7 shows 37.1M for 2012 actual. Which is correct?
2. Slide 15: Replace "There are no problems with crowding on the trains and the trains are not under any demand constraint." with "Capacity constraint will be that trains do not allow for standees except under very exceptional circumstances."
3. Slide 16: Remove the image from the behavioral research
4. Slide 18: First paragraph – typo (2013)
5. Slide 18: In the table, include the ramp-up, and the partial year for 2015 (instead of the note below the table)
6. Slide 20: Just looking for some clarification on the numbers. Can you help us understand the calculation behind these numbers? How does 2.46M ridership in 2020 remove 10.02M cars off the road? This table should also include ramp up and the partial year for 2015
7. Slide 22: Can you included the blended average for seating capacity on the cart? Instead of 520, can you use the 617 blended average (4-3 car consists and 3-2 car consists with capacity of 60 per car); the paragraph on the right will also need to be updated to reflect the average capacity of 617 per hour
8. Slide 23: Can you include the year this table references? Also, can you include UP on this graph?

9. Slide 26: Can you add a column to the right of the table to show total ridership (this will help display order of magnitude)... I.e. 2.46M vs. 2.39M with lowered airport express fare
10. Slide 27: 3rd bullet, 3rd sub-bullet... Replace ARL with UP Express
11. Slide 27: Remove 4th bullet on Union Station
12. One new slides summarizing ridership by catchment zone by station, and another on flight sector and business/leisure and resident/non-resident splits would add value

Excel spreadsheet:

1. Annual Forecasts tab; Under Airport Traffic table: the "Total" line for domestic, transborder, international passenger counts do not sum to the right number. Is this the correct interpretation?
2. Capture and Mode Split tab; Number of car trips removed from the road: similar to concern raised above – is this the right approach?
3. Can you also include data tabs for general daily and peak hour ridership by year and by station, and the same for an August daily and peak hour? This should include total boardings and alightings at each station. This is the same output which was part of the last ridership update.

Thank you,

Phil

From: Richards, Jim [mailto:Jim.Richards@sdgworld.net]
Sent: Friday, May 24, 2013 6:19 PM
To: Stephan Mehr; Philip Safos; Stephan Mehr; Daniel Haufschild
Cc: Berman, Sarah; Tang, Katie
Subject: Updated UPE Ridership Forecasts

Stephan

Please find attached the updated ridership forecasts reflecting the changes that we have considered and made as a result of this refresh.

We note the following:

- there are placeholders for the Deloitte survey review and the Pan Am forecast, both of which will be included next week
- some of the maps/graphics still say ARL but they will also be updated
- a thematic map showing capture rates by zone will be included on slide 21 in place of the zone map

It may be worth a quick discussion next week to see whether this meets your requirements, and any changes/modifications that you feel would be helpful.

Have a good weekend,

Jim

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