

From: Stephan Mehr
Sent: Fri 11/29/2013 11:42:52 AM
Subject: Re: UP Express Partnership Project - Ridership Forecast

Not a problem.

Stef

Stephan Mehr, P.Eng
Director, Business Planning, Air Rail Link
Metrolinx
97 Front Street West
Toronto, ON M5J 1E6
Office: +1-416-202-5758
Mobile: +1-416-518-1858
Stephan.mehr@metrolinx.com

From: Philip Safos
Sent: Thursday, November 28, 2013 09:05 PM
To: Stephan Mehr
Subject: FW: UP Express Partnership Project - Ridership Forecast

Hi Stef,

Are you comfortable if I share the full SDG report with Level 5? I think it provides the level of detail they are looking for. And I'm sure the proper NDA's are in place.

Thanks,

Phil

From: Ashlee Goodfellow [mailto:AGoodfellow@Level5strategy.com]
Sent: Wednesday, November 27, 2013 7:07 PM
To: Philip Safos
Subject: UP Express Partnership Project - Ridership Forecast

Hi Phil,

I hope you are well – it has been quite a while since I saw you last.

The LEVEL5/ LANG Team has begun the Partnership Project and is currently reaching out to potential Founding Partners on behalf of UP.

Potential partners are particularly interested in knowing how many people they will have the opportunity to reach/ engage by entering into a partnership/ sponsorship with UP.

To ensure we answer their questions correctly and do not misrepresent UP it is important that we have a deep understanding of the Ridership Forecast.

With Kathy's approval could you please provide us with the most up-to-date version of the Ridership Forecast and any additional information that you think may be helpful.

Please let me know if you have any questions or would like to discuss in more detail.

Thank you Phil.

Best regards,

 **Ashlee Goodfellow** | Consultant
LEVEL5 Strategy Group | www.level5strategy.com

T: 416.361.3468 EXT.226

C:

F: 416.361.0548

Check out our [blog](#)

Your brand is your business system™

The information sent is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipients is prohibited. If you received this in error, please contact the sender immediately by return electronic transmission and then immediately delete this transmission, including all attachments, without copying, distributing or disclosing same.

ü Please consider our environment before printing this email