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From: Daniel Haufschild
Sent: Tue 11/22/2011 5:58:02 PM
Subject: RE: ARL Market Assessment - Final Report
22393201 Comparison of Surveys and Forecasting Assumptions 11Nov2011 (2).pdf

Phil,

This does not reflect the work SDG did to align the two studies. We agreed that SDG would look at the ridership study and Northstar results and make recommendations on how to report the data so that we have a common set of findings and data.

This report was given to RABS last week.

I understood we would agree on what we are reporting first, before releasing a final.

Two notable issues SDG pointed out, among others:

1. SDG recommended using the unweighted data as this was more consistent with the previous four studies. Using the airport ratio of leisure vs business travel seems to have influenced the results and there was better alignment between the two more current studies using the unweighted data.

2. We should not report that 1/3 of passengers would access the service at Bloor, but rather the %16 as reported by the ridership forecast study. Both surveys show similar "potential market".

Exclusion per Committee Direction

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I attach the powerpoint that compares the two studies.

I will followup with Paula on how we revise the final report to address these issues so we don't have different findings circulating around the organization.

Daniel

From: Philip Safos

Sent: Tuesday, November 22, 2011 10:37 AM

To: Kathy Haley; Mary Proc; Paula Edwards; Angela Prashar; Daniel Haufschild; Leslie Woo; William Jenkins; Mike Cyr; Nick Spensieri; Francis Hui; 'Anthony Campbell'; 'Robert Laufer (Hospex)'; 'Mike Napier'; 'Matt Kelly'; Vasie Papadopoulos; Anthony Bowman; Trina Melatti; Erin Whitton; Michael O'Neill; Shyvonne Lawrence

Subject: ARL Market Assessment - Final Report

Further to Northstar's presentation on October 7th, attached is the final report of the ARL Market Assessment study.

Thanks,
Phil

Philip Safos

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