

Information Note: Status of ARL Branding and Ridership

MTO REQUEST

Specific to service planning could you provide us with a bit of status update and in particular we would appreciate information on the work that you have done on revised ridership projections and the status of work being done on branding.

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RIDERSHIP

Status

Assuming a modest Day 1 adoption rate of 5,000 rides per day we estimate the Air Rail Link would take over 1.2 million car trips off our roads every year.

At a ridership level of 16,000 riders per day, we estimate the Air Rail Link would take over 3.8 million car trips off our roads every year.

Timelines

Ridership estimates are still being refined and anticipated for January 2012.