

Muthuveren, Dianne (MTO)

From: Dhahak, Emna (MTO)
Sent: September-09-11 5:01 PM
To: Appave, Priscilla (MTO); Bates, Kimberley (MTO); Bentley, Kevin (MTO); Boeckner, Patricia (MTO); Bolognone, Dina (MTO); Bot, Noris (MTO); Bruce-Moore, Samantha (MTO); Bruno, Nadia (MTO); Cantin, Louise (MTO); Carson, Tara (MTO); Caswell, Steise (MTO); Cirillo, Maryanne (MTO); Clancy, Mark (MTO); Cooling, Judy (MTO); Cornece, Karen (MTO); Crawford, Karen (MTO); Curtin, Marybeth (MTO); Dadufalza, Janet (MTO); Dales, Garfield (MTO); Davies, Chris - St. Catharines (MTO); Deazeley, Derek (MTO); DeFrenza, Lucy (MTO); Dhahak, Emna (MTO); Di Risio, Stefanie (MTO); Doidge, Eric (MTO); Dubar, Tanya (MTO); Duhaime, Brandy (MTO); Fleck, Monica (MTO); Fleming, Rob (MTO); Franks, Kristin (MTO); Gill, Catherine (MTO); Glowinski, Devin (MTO); Godin, Greg (MTO); Goodale, Mike (MTO); Goulais, Bob (MTO); Grabell, Tara (MTO); Heaton, Lisa (MTO); Helferty, Patrick (MTO); Hogan, Russ (MTO); Hojo, Kim (MTO); Hughes, Jill (MTO); Issues Coordinator PP (MTO); Kalonka, Joanne (MTO); Kamps, Heather (MTO); Konjek, Robert (MTO); Lane, Becca (MTO); Lecoarer, Paul (MTO); Lemieux, Audrey (MTO); Lindsay, Rhonda (MTO); Lycoyretzos, Janice (MTO); MacCarl, Kim (MTO); Marando, Teresa (MTO); Marinucci, Gordana (MTO); Martin, Ashley (MTO); Miller, Andrew D. (MTO); Miller, Jill (MTO); Moore, Kathryn - Kingston (MTO); Munroe, Jane (MTO); Muthuveren, Dianne (MTO); Naluzny, Diane (MTO); Nichols, Bob (MTO); Nye, Sharon (MTO); Osorno-Ladouceur, Marina (MTO); Penfold, Dave (MTO); Piscopo, Annemarie (MTO); Pister, Tamar (MTO); Poei, Astrid (MTO); Pollett, Rene (MTO); Posluns, Andrew (MTO); Racicot, Lesley (MTO); Rennie, Gordan (MTO); Ross, Lorene (MTO); Sequeira, Pearl (MTO); Settingington, Jennifer (MTO); Sgoifo, Adrian (MTO); Sharda, Vinay (MTO); Shipman, Laurie (MTO); Sidey, Ian (MTO); Sinclair, Nancy (MTO); Sirotnik, Kathryn (MTO); Sutter, Stan (MTO); Thornton, David (MTO); Ward, David (MTO); Wiegers, Miriam (MTO); Winger, Gail (MTO)
Subject: MTO Media Calls---Sept. 9/11
Attachments: Air Rail Link and Profile of Kathy Haley - Toronto Star - September 8, 2011.doc; Hamilton Rapid Transit Director Resigns - Hamilton Spectator - Sept. 8, 2011.doc; Potential ATU labour disruption - Sheridan Sun - September 8 2011.doc

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See Attached---Metrolinx/GO Media Calls for Thurs., Sept. 8/11

MEDIA REPORT

METROLINX STAFF INFORMATION

Name of Staff who spoke with Media: Kathy Haley

Title: President, Air Rail Link

Report filed by: Vanessa Thomas, Media Relations Team Lead and Spokesperson; With transcription services provided by Drew Davidson, Media Relations and Issues Specialist

MEDIA CONTACT INFORMATION

Date of Contact: Thursday, September 8, 2011

Media Organization: The Toronto Star

Media Representative: Tess Kalinowski, Transportation Reporter

Phone: (416) 869-4881

ISSUE

Profile of Kathy Haley and plans for the Air Rail Link

CONTENT OF INTERVIEW

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Q. What do you see as some of the big challenges when you're up at night?

A. You know I'm hopeful that day one this is packed. Certainly the ridership forecasts are showing that this is going to be a high demand item. But, I think that there's a challenge transitioning people to this new transit opportunity. They've typically been taking cars. We need to build this as an attractive model. I think the value proposition speaks for itself. But it's kind of like when ATMs came out. They need some prodding and interest to do it. As soon as they understood how easy it was, it became, do-it-yourself, easy-to-use. I'm hoping that it's like that. Promote the trial, get them to use it once and it'll become a great thing.

Q. What is the ridership forecast the opening?

A. we're expecting about 5,000 riders a day about 1.2 million annually. We still have some forecasts to do. There's typically about 5 million rides to the airport every year between cars, limos, taxis. So, we're hoping to capture about 20-25% of the market.

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