

Message

From: Christina Erwin [CErwin@esassoc.com]
Sent: 5/3/2018 5:48:28 PM
To: Lisa Trifiletti [lisa@trifiletticonsulting.com]; Mindala Wilcox [/O=Inglewood/OU=CITY/cn=Recipients/cn=mwilcox]
CC: Tom Gaul - Fehr & Peers (t.gaul@fehrandpeers.com) [t.gaul@fehrandpeers.com]; Netai Basu (n.basu@fehrandpeers.com) [n.basu@fehrandpeers.com]; Mike Samuelson [M.Samuelson@fehrandpeers.com]; Brian Boxer [BBoxer@esassoc.com]; Addie Farrell [AFarrell@esassoc.com]
Subject: IBEC Survey and Data

Mindy and Lisa,

We discussed at some length at our meeting on April 23rd the importance of surveying Clippers game attendees to gather data about their travel behavior. The Wilson Meany and Montgomery Clark folks seemed to understand the importance of gathering the data to support the EIR analysis, especially in light of the fact that we could not go out and survey Clippers game attendees as they arrived at Staples Center. Based on that conversation, Fehr & Peers went ahead and developed survey questions that the Clippers organization could send to their customer base to gain insight into their travel habits relating to arriving at basketball games. We submitted those survey questions to Mindy and Dennis on April 27th. We specifically asked Dennis to work directly with the Clippers to (1) review the email text and survey questions and approve them, or provide edits back to F&P, (2) determine whether to offer an incentive for taking the survey, (3) determine whether the Clippers will host the survey or if F&P will host it, (4) get a branded platform for the survey from the Clippers, if available and desired.

Since then, we have gotten feedback from Dennis that the Clippers were concerned about survey fatigue amongst their fans, and may choose not to send the fan transportation survey. This data is important to our analysis and will give us more insight into how fans travel and where they are coming to and from to attend games. Due to the importance of the data, we'd appreciate if the City would reach out to the team and urge them to send the survey – we feel it's important to the analysis and the survey should be sent out. The more real data we have to base our analysis, the stronger the EIR.

Could you please consider elevating this issue and persuade the Clippers to send out the survey? We are looking to have feedback relatively quickly because the farther we get from the game date we are asking questions about, the less likely people are to respond and/or remember how they traveled on that particular day. This is an important issue to get resolved soon.

Please reach out with your questions and response.

Thank you,
Christina

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