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**From:** Lisa Trifiletti [lisa@trifiletticonsulting.com]  
**Sent:** 5/9/2018 10:40:51 PM  
**To:** Christina Erwin [CErwin@esassoc.com]; Brian Boxer [BBoxer@esassoc.com]; Netai Basu (n.basu@fehrandpeers.com) [n.basu@fehrandpeers.com]; Tom Gaul - Fehr & Peers (t.gaul@fehrandpeers.com) [t.gaul@fehrandpeers.com]  
**CC:** 'Mindy Wilcox (mwilcox@cityofinglewood.org)' [mwilcox@cityofinglewood.org]; Fred Jackson [fljackson@cityofinglewood.org]  
**Subject:** notes for tomorrow's call

- Why we need the survey:
  - Clippers are an existing team and moving only few miles away with a similar or same fan base.
  - Need user characteristics and want the most defensible data/assumptions for new location
  - Surveys routinely done for other stadium/arena EIRs
  - Challenges to traffic analysis are expected and want substantial evidence in the record to support assumptions
  - Need evidence in record to support temporal distributions and mode splits
  
- What the survey will request:
  - Ticket Type Package
  - When does patron typically attend game
  - Where do patrons travel to and from on weekends
  - Where do patrons travel to and from on weekdays
  - Primary mode
  - How early patrons arrive
  - How late patrons stay after
  - Home to work patterns
  
- Other sources might work
  - Mailing addresses from tickets?
  - No need for names and addresses
  - Info must be cited into the record
  - Should include more than just about season ticket holders

**Lisa Trifiletti**

Principal

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