

Message

**From:** Christina Erwin [CErwin@esassoc.com]  
**Sent:** 5/16/2018 9:56:22 AM  
**To:** CHolmquist@wilsonmeany.com  
**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]; Mindy Wilcox (mwilcox@cityofinglewood.org) [mwilcox@cityofinglewood.org]; Lisa Trifiletti [lisa@trifiletticonsulting.com]; Brian Boxer [BBoxer@esassoc.com]; Addie Farrell [AFarrell@esassoc.com]  
**Subject:** RE: Clippers Fan Transportation Survey Conference Call

Hi Chris,

I wanted to follow up and make sure that the revised survey has been forwarded to the Clippers. When do they anticipate sending the survey out to their fans?

I don't know if it's helpful, but a draft cover email (below in italics) is here in case it helps the team send out the survey.

*Hi (recipients name),*

*We want to hear from you about your game-day experience as we plan for the future. Please take 5 minutes to complete a brief survey about how you travel to and from games. We are always looking for ways to improve your Clippers experience, and your answers will help us. Your input is very important to us and your answers will remain confidential. Everyone who completes the survey will be entered into a lottery to win **XXXXXX**!*

*Please follow this link to the Survey: [Take the Survey](#)*

*Go Clippers!*

Thanks,  
Christina

Christina Erwin  
Environmental Planning Program Manager  
ESA | Environmental Science Associates  
916.231.1271 direct | 916.664.4500 main  
[cerwin@esassoc.com](mailto:cerwin@esassoc.com) | [www.esassoc.com](http://www.esassoc.com)

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**From:** Christina Erwin  
**Sent:** Monday, May 14, 2018 5:06 PM  
**To:** CHolmquist@wilsonmeany.com  
**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>; Mindy Wilcox (mwilcox@cityofinglewood.org) <mwilcox@cityofinglewood.org>; Lisa Trifiletti <lisa@trifiletticonsulting.com>; Brian Boxer <BBoxer@esassoc.com>; Addie Farrell <AFarrell@esassoc.com>  
**Subject:** RE: Clippers Fan Transportation Survey Conference Call

Chris,

Thank you for the good news.

We've updated the survey to remove question 2 (When do you attend games) and combine questions 12 and 13 (How early do you arrive), shortening the survey to a total of 13 questions. The survey is not available in MS Word format, but exists on-line here:

<https://docs.google.com/forms/d/1CWP1tkF4owfLrutH2FsAKtmkTfDi5RXOaA9OuYhD0xk/edit>

Some Notes:

1. If the Clippers want to use Google Survey to administer it, they should contact Mike Samuelson (copied on this email) and he can arrange to share his access. If the Clippers wanted to use a platform other than Google Forms/Survey, they should request edit access from Mike then input the questions and responses into their preferred format.
2. If the Clippers maintain separate emailing lists for active/current fans versus inactive/past fans, however they define those categories, we suggest sending the survey only to the list of active/current fans.
3. The Clippers should complete, or remove, the last sentence of the survey that refers to an incentive for completing the survey. As it stand now, that reads: "If you'd like to be entered to win a free XXXX, please enter your email below."
4. We guess that most fans who choose to take the survey will do so fairly soon after it's sent out. To be most helpful for EIR analytical purposes, we would like to receive the results in a month, by June 15.
5. When sending the results, please provide us with the raw survey data so that we can cross-tabulate the results over various questions; a summary of the results would be far less helpful.

Please confirm receipt of this email and let me know if you have any questions. Thank you for your help.

Christina

Christina Erwin  
Environmental Planning Program Manager  
ESA | Environmental Science Associates  
916.231.1271 direct | 916.564.4500 main  
[cerwin@esassoc.com](mailto:cerwin@esassoc.com) | [www.esassoc.com](http://www.esassoc.com)

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**From:** Lisa Trifiletti [<mailto:lisa@trifiletticonsulting.com>]  
**Sent:** Monday, May 14, 2018 11:10 AM  
**To:** Brian Boxer <[BBoxer@esassoc.com](mailto:BBoxer@esassoc.com)>; Christina Erwin <[CErwin@esassoc.com](mailto:CErwin@esassoc.com)>  
**Subject:** Fwd: Clippers Fan Transportation Survey Conference Call

Lisa Trifiletti  
(310) 738-2099

Begin forwarded message:

**From:** Chris Holmquist <[CHolmquist@wilsonmeany.com](mailto:CHolmquist@wilsonmeany.com)>  
**Date:** May 14, 2018 at 7:58:35 AM PDT  
**To:** "[T.Gaul@fehrandpeers.com](mailto:T.Gaul@fehrandpeers.com)" <[T.Gaul@fehrandpeers.com](mailto:T.Gaul@fehrandpeers.com)>, "[n.basu@fehrandpeers.com](mailto:n.basu@fehrandpeers.com)" <[n.basu@fehrandpeers.com](mailto:n.basu@fehrandpeers.com)>  
**Cc:** Mindala Wilcox <[mwilcox@cityofinglewood.org](mailto:mwilcox@cityofinglewood.org)>, Lisa Trifiletti <[lisa@trifiletticonsulting.com](mailto:lisa@trifiletticonsulting.com)>  
**Subject:** Clippers Fan Transportation Survey Conference Call

Good Morning:

We coordinated with the LA Clippers this morning and they agreed to send out the Transportation Survey. Please email the final version of the survey to me.

Thank you,

Chris Holmquist

**Wilson Meany**

6701 Center Drive, Suite 950

Los Angeles, CA 90045

Phone: (310) 382-9023

Mobile: (415) 298-3230