

Message

**From:** Lisa Trifiletti [lisa@trifiletticonsulting.com]  
**Sent:** 5/10/2018 9:38:26 AM  
**To:** Tom Gaul [T.Gaul@fehrandpeers.com]  
**CC:** Christina Erwin [CErwin@esassoc.com]; Brian Boxer [BBoxer@esassoc.com]; Netai Basu [N.Basu@fehrandpeers.com]; Mindy Wilcox (mwilcox@cityofinglewood.org) [mwilcox@cityofinglewood.org]; Fred Jackson [fljackson@cityofinglewood.org]  
**Subject:** Re: notes for tomorrow's call

Understood. Thanks for the email. Talk to you guys at 4:30

Lisa Trifiletti  
(310) 738-2099

On May 10, 2018, at 9:24 AM, Tom Gaul <T.Gaul@fehrandpeers.com> wrote:

Hi Lisa –

Sorry that I was not able to participate in the call yesterday afternoon.

One comment re your notes re “other sources might work”: You mention “mailing addresses from tickets?”. Mailing addresses from tickets can be useful as one source of data in regards to origins and destinations of trips (recognizing, however, that the addresses do not directly correlate to where someone traveled from or to on a given day, particularly for addresses that are corporate accounts), and we have already requested that data. Mailing addresses from tickets do not give us mode split or arrival time/departure time data, however. There really is no other way to get the data we are looking for other than in person intercept surveys and counts at the venue, and we were not able to do those.

- Tom

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**From:** Lisa Trifiletti [mailto:lisa@trifiletticonsulting.com]  
**Sent:** Wednesday, May 9, 2018 10:41 PM  
**To:** Christina Erwin <CErwin@esassoc.com>; Brian Boxer <BBoxer@esassoc.com>; Netai Basu <N.Basu@fehrandpeers.com>; Tom Gaul <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:
  - <!--[if !supportLists]--><!--[endif]-->Clippers are an existing team and moving only few miles away with a similar or same fan base.
  - <!--[if !supportLists]--><!--[endif]-->Need user characteristics and want the most defensible data/assumptions for new location
  - <!--[if !supportLists]--><!--[endif]-->Surveys routinely done for other stadium/arena EIRs
  - <!--[if !supportLists]--><!--[endif]-->Challenges to traffic analysis are expected and want substantial evidence in the record to support assumptions
  - <!--[if !supportLists]--><!--[endif]-->Need evidence in record to support temporal distributions and mode splits
- What the survey will request:
  - <!--[if !supportLists]--><!--[endif]-->Ticket Type Package
  - <!--[if !supportLists]--><!--[endif]-->When does patron typically attend game

- <!--[if !supportLists]--><!--[endif]-->Where do patrons travel to and from on weekends
- <!--[if !supportLists]--><!--[endif]-->Where do patrons travel to and from on weekdays
- <!--[if !supportLists]--><!--[endif]-->Primary mode
- <!--[if !supportLists]--><!--[endif]-->How early patrons arrive
- <!--[if !supportLists]--><!--[endif]-->How late patrons stay after
- <!--[if !supportLists]--><!--[endif]-->Home to work patterns
  
- Other sources might work
  - <!--[if !supportLists]--><!--[endif]-->Mailing addresses from tickets?
  - <!--[if !supportLists]--><!--[endif]-->No need for names and addresses
  - <!--[if !supportLists]--><!--[endif]-->Info must be cited into the record
  - <!--[if !supportLists]--><!--[endif]-->Should include more than just about season ticket holders

**Lisa Trifiletti**

Principal

Trifiletti Consulting, Inc.

(310) 738-2099 cell

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