

Message

From: Lisa Trifiletti [lisa@trifiletticonsulting.com]
Sent: 5/9/2018 10:40:51 PM
To: Christina Erwin [/o=ESA/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Christina Erwin70]; Brian Boxer [/o=ESA/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Brian Boxer294]; 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

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