

Message

From: Mike Samuelson [M.Samuelson@fehrandpeers.com]
Sent: 4/27/2018 9:50:19 AM
To: Christina Erwin [/o=ESA/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Christina Erwina70]
CC: Tom Gaul [T.Gaul@fehrandpeers.com]; Netai Basu [N.Basu@fehrandpeers.com]; Mindala Wilcox [mwilcox@cityofinglewood.org]; dennis@mcadvise.com
Subject: Clippers Fan Transportation Survey

Hi Christina,

We've prepared a survey for the Clippers to send to their fans about travel habits to and from games, and drafted a short message that can accompany the survey when it is sent. Gathering this data will help us determine arrival and departure patterns, which as you know are crucial for the transportation study.

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!

There are a couple outstanding items:

- In order to improve the return rate, the team may want to consider offering an incentive. We've added a line to the end of the email should the team wish to include an incentive, and there is currently a question at the end of the survey where respondents can enter their email to enter the lottery.
- We are happy to host the survey and collect the data ourselves, but if the team does want to include an incentive, that would mean that we are collecting email addresses, which the team may prefer to have themselves. The team may also have a branded survey platform which they like to use, in which case these questions could be transferred to that platform, and the team could then share the data with us.

We look forward to working with the project team and Clippers' representatives to finalize the survey.

Thanks,
Mike

Mike Samuelson
Transportation Planner

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