

From: Bert Peverini
Sent: Fri 3/23/2012 6:50:08 PM
Subject: RE: Discrete Choice Survey | Input required

Stephan:

Were the attachments that were attached to this be sent to SDG?

BertP

From: Philip Safos
Sent: March 22, 2012 6:51 PM
To: Stephan Mehr; Mike Cyr; Michael.O'Neill@ch2m.com; David Sajecki; Paula Edwards; Daniel Haufschild; Bert Peverini; Anthony Bowman; Vasie Papadopoulos
Cc: Kramer, Adam (CA - Toronto); 'Willemse, Andrea (CA - Toronto)'; Bakht, Anantika (CA - Toronto)
Subject: Discrete Choice Survey | Input required

As you are aware, we have commissioned a survey using the Discrete Choice methodology to provide primary research insight into the specific features of the ARL service that consumers feel will most enrich their overall travel experience, and also the optimal service package for ARL. Exclusion per Committee Direction

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We are seeking your feedback on the survey questions and ARL attributes and levels we plan to test. We have provided four documents here for your review and comment:

1. Discrete Choice Approach:
 - a. This document provides an overview of what Discrete Choice is, and the various outputs that the survey will provide.
2. Survey Questionnaire
 - b. The questionnaire covers: the survey introduction; respondent screening and profiling; attitude and behaviour questions to identify preferences around things like current preferred mode of travel to the airport, and ticket purchasing; the set up and instructions for the Discrete Choice modeler; and demographic questions. The survey will be electronic, and respondents will either complete the survey via tablets / iPads at Pearson airport, or online.
3. Visual sample Discrete Choice modeler card
 - c. This illustrative Discrete Choice modeler card is an example of what respondents will see when they get to the Discrete Choice section of the survey. They will be asked to select their preferred ARL option based on a number of attributes and randomized levels within those attributes. They will then be shown the ARL option that they previously selected against the other travel options to the airport that exist (e.g., taxi, TTC, etc.) and be asked to once again make a choice. This information will provide insight into the specific features that appeal most to customers, as well as the actual propensity that customers have to take the ARL when given other travel options.

4. Attributes and Levels to test

- d. This is a listing of the specific attributes and the various levels within each of those attributes that we will be testing with the Discrete Choice modeler. The attributes and levels being tested are those with the likelihood to have the greatest impact on driving customer behaviour (e.g., service offerings that would have influence on whether a customer would switch from their current mode of travel).

Please note that costing and sampling scenarios are currently under review and we'll be working to confirm this by tomorrow or Monday.

We are requesting your feedback electronically no later than noon on Wednesday, March 28th.

Please respond directly to me. If you have any questions prior to providing feedback, please feel free to contact myself or Adam from Deloitte, copied on this email. Thank you in advance for your input.

Thanks,
Phil

Philip Safos

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