

From: Philip Safos
Sent: Tue 3/27/2012 9:53:13 PM
Subject: RE: Discrete Choice Survey | Feedback and sign-off required
[Discrete Choice Mock-up R2.2.pptx](#)
[DC Attributes March 27 2012 PS.pdf](#)
[Metrolinx - Air Rail Link Questionnaire \(Draft 3\) PS.pdf](#)

Kathy and team,

Further to yesterday's meeting, attached is a revised set of files including the questionnaire, sample discrete choice modeler card, and attributes and levels. We have incorporated most of the team's comments to ensure we were testing a differentiated service offering. We did this by revising/expanding the levels within the attributes, and by enhancing the basic service description in the questionnaire.

Stephan: we will be making adjustments to the questionnaire tomorrow to capture comments from SDG, as well as incorporating your comment on soliciting multiple preferred payment methods.

Note that Mary was unable to attend tomorrow's meeting so I quickly went through these materials with her this afternoon and have gathered her feedback.

Looking forward to our discussion tomorrow at 3PM.

Phil

From: Philip Safos
Sent: Thursday, March 22, 2012 6:46 PM
To: Kathy Haley; Mary Proc
Cc: Kramer, Adam (CA - Toronto); Bakht, Anantika (CA - Toronto); 'Willemse, Andrea (CA - Toronto)'; Paula Edwards
Subject: Discrete Choice Survey | Feedback and sign-off required

Hi Kathy, Mary

As you are aware, as part of the ongoing Deloitte Customer Experience and Business Strategy and Plan project 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 that will maximize the revenue potential.

We are in the process of finalizing the Discrete Choice survey. Our timelines for getting in field require that we **receive sign-off on the survey content no later than Friday March 30th** to enable Ipsos, the research company, appropriate time to build the survey and test it prior to launch on April 16th. **We have booked a meeting next Wednesday March 28th with you** to review the materials and gather your feedback in order to meet the sign-off date. We are also soliciting input from the ACT as well as key stakeholders (PPI and Strat Comm).

We have provided four documents above for your review. Those requiring sign-off are the Survey Questionnaire, and the specific attributes and levels to test (#2 and #4). We wanted to ensure you had time to review the content prior to the meeting next week to ensure we meet the sign-off deadline. Please let us know if you have any questions in the meantime.

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.

This work is critical as it will inform many of our decisions and I appreciate your time and efforts in getting this signed off by the end of next week.

Thanks,

Phil

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