

From: Czauderna, Danielle
Sent: Fri 8/24/2012 5:07:58 PM
Subject: Request for work from Deloitte

Daniel, Stephan, CC Bert, Phil

We had a call with Deloitte this afternoon regarding the additional support they need on their fare analysis. We have identified the following scope of work which is categorised by the fare initiative they would like to test. Categories that are omitted from the list will be handled entirely by Deloitte.

- **Concessions – approx. 0.5 days of work in total**
- provide SDG sample profile by age group.
- Run sensitivity tests on choice models to see if age is a significant determinant of propensity to use ARL
- **Multi-trip - approx. 2 hours of work**
- provide SDG sample profile by frequency of trip to LBPIA
- split in-scope market by frequency profile.
- **Station – approx. 1 hour per test**
- Deloitte to provide a specification of how many tests they need forecasts for
- **Weekend – 0.5 days of work to prep model, then 1 hour per test (approx.)**
- Deloitte to provide a specification of how many tests they need forecasts for
- **Regional / Local transfer and taxi - approx. 2 hours of work**
- provide SDG assumptions on mode of access to station by zone
- **Corporate - approx. 2 hours of work**
- provide SDG sample profile of journey purpose by who pays for trip
- **Limited time return - approx. 2 hours of work**
- Provide SDG estimated ratio of meters/greeters per flier from survey.
- **Friends/Family – 0.5 days of work to prep model, then 1 hour per test (approx.)**
- Deloitte to provide a specification of how many tests they need forecasts for

Can you please review and let us know that you are happy for us to undertake this work.

We have remaining budget on the current fixed price agreement of around: one approach might be to start work on the basis that it can be covered by this budget and give you an update at the end of next week?

We have a public holiday on Monday but are keen to get moving on this on Tuesday next week (28th) so please let us know your thoughts.

Many thanks

Danielle

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