

Company Profile

Transit Marketing, LLC

Selena Barlow, owner and manager of Transit Marketing, LLC works exclusively within the public transportation industry. She has more than 30 years' experience working with transportation agencies throughout the nation. The 27 year-old firm operates on a team model, working closely with an established network of independent contractors who provide market research, marketing and planning services to public transit agencies.

For this project, Ms. Barlow will contract with Dr. Hugh Clark, founder of CJI Research Corporations. Since the early 1990s, Transit Marketing and CJI Research Corporation have collaborated to conduct market research studies for transit agencies throughout the United States. This 36 year old firm specializes in market research for public and non-profit agencies, particularly in the fields of public transportation and healthcare. While the scope of work of their projects varies, many include onboard data collection and analysis similar to that desired by SACOG. Their project team is made up of a small group of highly experience transit research and planning specialists.

Knowledge of SACOG, the Consortium and the Connect Card

Transit Marketing has an in-depth knowledge of SACOG, the Connect Card program and all of the systems involved. Ms. Barlow and Dr. Clark have previously worked with SACOG and its member systems on the Connect Card branding efforts and on a long range regional transit plan. In addition, Transit Marketing has worked individually with Regional Transit, El Dorado Transit, Yuba-Sutter Transit and e-tran on various projects. In 2006, Transit Marketing conducted a comprehensive survey of Regional Transit riders.

Expertise in on-board passenger surveys

Over the past decade, the Transit Marketing team has conducted on-board passenger surveys for more than two dozen transit agencies. Many of these have been in major metropolitan areas such as Kansas City, Columbus, Westchester County (NY), and Sacramento. Others have been in smaller communities such as Eugene, Ann Arbor, Durham and Merced. This project will involve surveying in a variety of environments ranging from urban Sacramento, to suburban Elk Grove to small town Marysville. This team brings to the project an understanding of how to work seamlessly in all of these environments and how to insure that the resulting products meet the needs of each system and community.

Understanding of the transit environment, operations and consumer

The firm's work in transit market research, marketing and planning have given them an in-depth understanding of the information transit systems need to collect in order to inform the decisions that must be made.

Use of Local Temporary Agencies

In addition to collaborating with CJI Research Corporation, Transit Marketing will also work with one or more local temporary employment agencies with offices in Sacramento and throughout the region, to recruit surveyors who they will train to conduct the on-board data collection.

Qualifications

Following are project descriptions and references for a sampling of transit research projects completed in the last five years which include on-board data collection and analysis components similar to those required for this project. All of these projects were primed by either Transit Marketing LLC or CJI Research Corporation (with the other as a subcontractor). Each project involved all or most of the proposed team members, performing roles similar to those proposed for this project.

1. Lane Transit District (LTD) Passenger Surveys (1999, 2004, 2007, 2011)

Transit Marketing and CJI have been contracted by LTD in Eugene, Oregon to perform Passenger Surveys in 1999, 2004, 2007 and 2011. Each of the four system-wide surveys has collected detailed information from a sample of approximately 7000 riders. The questionnaires have included origin-destination data, transit usage characteristics, demographics, satisfaction and desired service improvements.

2. Ann Arbor Transportation Authority Passenger & Voter Surveys (2009, 2011)

CJI/Transit Marketing has conducted market research for AATA in Ann Arbor, Michigan in 2009 and 2011. Each study has included an onboard customer satisfaction and needs survey, plus telephone surveys of voters in the service area. The onboard surveys have collected data from more than 3,000 riders and been used to prioritize service improvements.

3. Triangle Transit Authority Passenger Survey (2003, 2010)

In 2009-10 CJI/Transit Marketing conducted a comprehensive on-board passenger survey for this commute-oriented regional transit system in the Raleigh/Durham area. This is a regional system that provides intercity travel by connecting several other systems (Raleigh, Durham, University of North Carolina, and Duke University). Data was collected from more than 2000 riders; the objective of the survey was to provide Triangle Transit with an updated profile of ridership.

**4. Central Ohio Transit Authority
(2010)**

On-board and Community Surveys

CJI Research/Transit Marketing conducted a major onboard passenger survey throughout the COTA system in Columbus, Ohio in 2010. This survey, conducted for COTA's marketing department, provided a comprehensive study of customer satisfaction and preferences for service improvement.

5. Intercity Transit

Multiple Market Research Surveys (2004, 2008)

In 2004 and again in 2008, Transit Marketing and CJI were contracted by Intercity Transit to conduct a market research study that would guide both their marketing and service planning decisions. Each study included three key components: on-board transit surveys, stratified telephone surveys, and employer based email and web surveys of commuters.

**6. Sacramento Regional Transit District
(2006-7)**

Customer & Community Surveys

For Sacramento Regional Transit, Transit Marketing/CJI conducted a multi-component segmentation study which included the following elements: on-board Survey of 2300 light rail and bus riders, survey of 200 RT paratransit users, and a community telephone survey of 2000 households within the RT service area. Transit Marketing has also conducted a number of focus group studies for Sacramento RT, specifically around the topics of security, paying for parking at rail stations and student ridership.

Other closely related expertise includes:

- Transit passenger surveys
- Transit branding, marketing, and market research
- SRTP and service development projects
- Strategic marketing plans, campaigns, and passenger information materials
- Community telephone surveys, focus groups, e-surveys