

metro

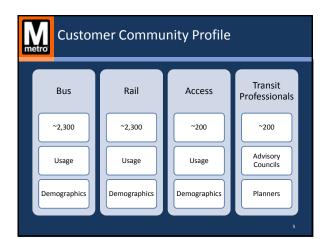
Introductions

- Sociologist by training
- 13 years in the survey research industry
 - 4 years doing social policy research at University of Cincinnati
 - 4 years managing market research at Chicago Transit
 Authority
 - 4 years private sector working with MPOs and DOTs
- Research interests include customer experience, paratransit, employee satisfaction, and survey research design/methods

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Current Research Tools	
Telephone surveys	
Web-based surveys	
Intercept surveys	
Focus groups	
In-depth Interviews	
Ride Alongs	
Ethnography	







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Next Steps

- Industry interviews
 - Transit Properties
 - Retail
 - Consumer Packaged Goods
- Develop look and feel
- Identify RAC members to participate
- Recruitment to begin in August
- Proposed launch in September