



Los Angeles County
Metropolitan
Transportation
Authority

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Mailing Address:
P.O. Box 194
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DATE: January 3, 1996
TO: Board Members and Alternates
FROM: Warren Morse *W.M.*
SUBJECT: 1995 Market Research Studies
Request #95-139

As requested by Director Vivian Bonzo, attached are brief descriptions of all market research studies that have been conducted by or in conjunction with the Marketing department during the past year.

Also included are descriptions of several other studies that are related to the information that will be gathered by the Service Planning/Customer Satisfaction survey.

Marketing Research Projects - January 1995 to Present

Sept. 1994 - March 1995

Red Line Corridor - Hollywood Blvd. Impact of construction on residents, businesses and visitors. Also explored attitudes about Hollywood and opinions about transportation options in the area.

Jan. - Mar. 1995

Green Line. Multi-level study targeted toward the new Green Line. Involved residents, employers, employees and current riders in both the Green Line and Blue Line corridors. Asked about transportation patterns and employment.

Feb. 1995

New Fare Study. Asked riders and non-riders about frequency of use and method of payment on the MTA. Also found out about their knowledge of the new fare increase and how it effects their System usage. Inquired about their information sources and their opinions about the value of MTA's service.

Mar. 1995

Types of Travel. Asked members of our MTA Rider and Non-Rider Public Panel about types of travel and frequency. Learned how fares were paid and satisfaction level with MTA's performance, service and operations. Also asked about opinions on possible new programs ("Friends Ride Free on the Weekend").

Apr. - Jun. 1995

MTA Consumer Satisfaction Study. Overall opinions of MTA, how it operates and its scope of responsibilities. Asked whether MTA was doing a good job and how it compared to systems in other cities. Asked for their sources of information about the MTA.

Apr. - Jun. 1995

MTA Gatekeepers. Five questionnaires tailored to different gatekeepers: Contractors/Vendors; Elected Officials; MTA Board of Directors/Alternates; Community Opinion Leaders; and Merchants. Inquired about their knowledge of MTA's scope of responsibilities and goals. Asked for opinions on the System's performance and recommendations for improvement. Asked for their sources of information about the MTA.

Jul. - Sep. 1995

MTA Funday (Phase I). Intercepts at bus stops to determine riders awareness of the new discount program on Sundays and whether they - along with friends and family - were using it. Also inquired about ridership frequency, purpose of trip and interest in a pre-paid fare card.

Oct. - Dec. 1995

MTA Funday (Phase II). Intercepts at bus stops to determine rider awareness and participation in the discounted fare program on Saturdays and Sundays. Asked about who was using it and something about their travel patterns on the weekends. Also asked about interest in a proposed one-day fare pass.

Jan. 1996

Qualitative Advertising Study. Focus groups of riders and non-riders will be conducted to obtain constituent input on a proposed systemwide slogan and advertising campaign concept (which are elements of the Communications Plan).

Jan. - Oct 1996 (Phase I)

Service Planning / Customer Satisfaction Market Research Project. This project represents a comprehensive, multi-phase strategy for obtaining statistically valid, up-to-date information concerning: regional transit needs; transit travel and utilization patterns; customer satisfaction levels; and customer attitudes and perceptions. This project is designed to consolidate several disparate MTA research activities into a single, cost-effective, inter-departmental research program (e.g., resulting data can be used to compliment and enhance the Area Restructuring Studies described below).

Non-Marketing Research Projects

1991 - 1997

Area Restructuring Studies. Six area specific transit restructuring studies to identify a reliable, safe and convenient service delivery system that provides for maximum effectiveness in the deployment of transit resources such that it can be operated under available funding.

1995 - 1996

Transportation Communication Needs Assessment Study. Federally-funded study to determine how the MTA communicates with - and meets the transportation needs of - linguistically isolated populations in the region.



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DATE: January 3, 1996
TO: Board Members and Alternates
FROM: Warren Morse *W.M.*
Maya Emsden *ME*
SUBJECT: Gateway Transit Center Tours
Request #95-170 by Director Mel Wilson

Marketing Tours

As of January 1, 1996, the Marketing department has begun making tours of the Gateway Transit Center available as part of its standing public tours program. The tour consists of visits to:

- East Portal: Entrances to Union Station, Customer Service Center, Fish Tank;
- Bus Plaza: Bus bays, layout and surroundings;
- MTA Headquarters: Board Room, Cafeteria, Plaza level.

All tours are conducted by Marketing staff interns, which has proven sufficient to handle demand; four staffers are currently qualified to give Gateway tours. A new brochure describing all public tours including Gateway will be available later this month; if future demand warrants additional tour guides, Marketing will explore developing a group of volunteer docents for this purpose.

Art Tours

The Art Program conducts periodic tours of the public art in the Metro System, including the Gateway Transit Center. The tours are conducted by Art Program staff as time permits; a volunteer docent program is being investigated. In order to better meet the demand for art tours, a self-guided art tour brochure is being developed and will be available to the public later this year.

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Special weekend tours of the Gateway Transit Center art projects, guided by the artists themselves, will be held once all of the projects are installed (within the next two months). We anticipate that these tours will be well publicized and attended. A self-guided tour has also been developed and will be distributed at the Customer Service Center (copy attached).

In addition, weekday tours of the artwork at Gateway Transit Center will be held for MTA staff and Board members in January and February of this year.