



NEWS

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MTA LAUNCHES MARKET RESEARCH PROJECT TO ASSESS REGIONAL TRANSIT NEEDS

MTA has initiated a market research program as part of a multi-year strategy to obtain statistically valid, up-to-date information concerning regional transit needs, transit travel patterns, customer satisfaction and customer attitudes and perceptions about MTA services.

Called the Service Planning Market Research Project, this first phase of a planned five-phase study will survey over 43,000 customers of MTA's countywide bus and rail system, as well as over 4,000 non-riders.

"Who can give us better information about transportation needs in Los Angeles than our own customers?" said MTA Board Chairman Larry Zarian. "It is extremely important for the MTA to know what riders think about our services and what we can do to improve them. This research program will give us the information we need in order to respond and improve."

Phase one of the research project will consist of two tasks: assessing riders and non-riders travel patterns, priorities, preferences, needs, and satisfaction. A follow-up database also will be created.

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The work will be performed by an outside research consultant, NuStats International, and will consist of a systemwide on-board survey from May 29 through June 28, 1996, a large scale household telephone survey, and focus groups as well as one-on-one interviews.

Cost of the first phase of the research project is \$565,837. The project is funded through the MTA's 1995 Call for Projects.

"This project will help management better address the transit needs of the region," said MTA Chief Executive Officer Joseph E. Drew. "It also will establish a system that efficiently and effectively evaluates peoples attitudes toward our service, fare changes, new marketing campaigns and innovative transit programs prior to their implementation."

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