



Marketing and Marketing Research

Report 126

Leveraging ITS Data for Transit Market Research: A Practitioner's Guidebook

This report examines intelligent transportation systems (ITS) and Transit ITS technologies currently in use, explores their potential to provide market research data, and presents methods for collecting and analyzing these data. The guidebook also highlights three case studies that illustrate how ITS data have been used to improve market research practices.

Report 51

A Guidebook for Marketing Transit Services to Business

This report provides information on successful business-to-business marketing techniques with application to transit. The Guidebook provides motivation for doing business-to-business marketing, lessons from the private sector as well as the transit industry, guidance on how to implement a business-to-business marketing program, tools and techniques for business-to-business marketing, and evaluation measures.

Report 36

A Handbook: Using Market Segmentation to Increase Transit Ridership

This report provides an overview of market segmentation--what it is and why it is relevant to public transit agencies. It serves as an introduction for managers to the basic concepts and approaches of market segmentation and provides steps and procedures for marketers or market researchers who have the responsibility for implementing a market segmentation program.

Synthesis 105

Use of Market Research Panels in Transit

This report describes the various types of market research panels, identifies issues that researchers should be aware of when engaging in market research and panel surveys, and provides examples of successful market research panel programs.

Synthesis 99

Uses of Social Media in Public Transportation

This report explores the use of social media among transit agencies and documents successful practices in the United States and Canada. For the purposes of the report, social media are defined as a group of web-based applications that encourage users to interact with one another, such as blogs, Facebook, LinkedIn, Twitter, YouTube, Flickr, Foursquare, and MySpace.

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