TCRP
REPORT 63

TRANSIT
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PROGRAM

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Enhancing the Visibility and Image of Transit in the United States and Canada

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TCRP REPORT 63

Enhancing the Visibility and Image of Transit in the United States and Canada

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SUBJECT AREAS
Public Transit

Research Sponsored by the Federal Transit Administration in Cooperation with the Transit Development Corporation

TRANSPORTATION RESEARCH BOARD — NATIONAL RESEARCH COUNCIL

NATIONAL ACADEMY PRESS
WASHINGTON, D.C. — 2000

TRANSIT COOPERATIVE RESEARCH PROGRAM

The nation's growth and the need to meet mobility, environmental, and energy objectives place demands on public transit systems. Current systems, some of which are old and in need of upgrading, must expand service area, increase service frequency, and improve efficiency to serve these demands. Research is necessary to solve operating problems, to adapt appropriate new technologies from other industries, and to introduce innovations into the transit industry. The Transit Cooperative Research Program (TCRP) serves as one of the principal means by which the transit industry can develop innovative near-term solutions to meet demands placed on it.

The need for TCRP was originally identified in *TRB Special Report 213—Research for Public Transit: New Directions,* published in 1987 and based on a study sponsored by the Urban Mass Transportation Administration—now the Federal Transit Administration (FTA). A report by the American Public Transit Association (APTA), *Transportation 2000,* also recognized the need for local, problem-solving research. TCRP, modeled after the longstanding and successful National Cooperative Highway Research Program, undertakes research and other technical activities in response to the needs of transit service providers. The scope of TCRP includes a variety of transit research fields including planning, service configuration, equipment, facilities, operations, human resources, maintenance, policy, and administrative practices.

TCRP was established under FTA sponsorship in July 1992. Proposed by the U.S. Department of Transportation, TCRP was authorized as part of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). On May 13, 1992, a memorandum agreement outlining TCRP operating procedures was executed by the three cooperating organizations: FTA, the National Academies, acting through the Transportation Research Board (TRB); and the Transit Development Corporation, Inc. (TDC), a nonprofit educational and research organization established by APTA. TDC is responsible for forming the independent governing board, designated as the TCRP Oversight and Project Selection (TOPS) Committee.

Research problem statements for TCRP are solicited periodically but may be submitted to TRB by anyone at any time. It is the responsibility of the TOPS Committee to formulate the research program by identifying the highest priority projects. As part of the evaluation, the TOPS Committee defines funding levels and expected products.

Once selected, each project is assigned to an expert panel, appointed by the Transportation Research Board. The panels prepare project statements (requests for proposals), select contractors, and provide technical guidance and counsel throughout the life of the project. The process for developing research problem statements and selecting research agencies has been used by TRB in managing cooperative research programs since 1962. As in other TRB activities, TCRP project panels serve voluntarily without compensation.

Because research cannot have the desired impact if products fail to reach the intended audience, special emphasis is placed on disseminating TCRP results to the intended end users of the research: transit agencies, service providers, and suppliers. TRB provides a series of research reports, syntheses of transit practice, and other supporting material developed by TCRP research. APTA will arrange for workshops, training aids, field visits, and other activities to ensure that results are implemented by urban and rural transit industry practitioners.

The TCRP provides a forum where transit agencies can cooperatively address common operational problems. The TCRP results support and complement other ongoing transit research and training programs.

TCRP REPORT 63

Project B-20 FY'99
ISSN 1073-4872
ISBN 0-309-06660-3
Library of Congress Catalog Card No. 00-134735

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Price $79.00

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The project that is the subject of this report was a part of the Transit Cooperative Research Program conducted by the Transportation Research Board with the approval of the Governing Board of the National Research Council. Such approval reflects the Governing Board's judgment that the project concerned is appropriate with respect to both the purposes and resources of the National Research Council.

The members of the technical advisory panel selected to monitor this project and to review this report were chosen for recognized scholarly competence and with due consideration for the balance of disciplines appropriate to the project. The opinions and conclusions expressed or implied are those of the research agency that performed the research, and while they have been accepted as appropriate by the technical panel, they are not necessarily those of the Transportation Research Board, the National Research Council, the Transit Development Corporation, or the Federal Transit Administration of the U.S. Department of Transportation.

Each report is reviewed and accepted for publication by the technical panel according to procedures established and monitored by the Transportation Research Board Executive Committee and the Governing Board of the National Research Council.

To save time and money in disseminating the research findings, the report is essentially the original text as submitted by the research agency. This report has not been edited by TRB.

Special Notice

The Transportation Research Board, the National Research Council, the Transit Development Corporation, and the Federal Transit Administration (sponsor of the Transit Cooperative Research Program) do not endorse products or manufacturers. Trade or manufacturers' names appear herein solely because they are considered essential to the clarity and completeness of the project reporting.

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TRANSIT COOPERATIVE RESEARCH PROGRAM

are available from:

Transportation Research Board
National Research Council
2101 Constitution Avenue, N.W.
Washington, D.C. 20418

and can be ordered through the Internet at
http://nationalacademies.org/trb/

Printed in the United States of America

FOREWORD

By Staff
Transportation Research Board

This report will be of interest to transit managers, marketing professionals, and others at the local, regional, and national levels interested in improving the visibility and image of transit in the United States and Canada through the implementation of image campaigns. The report documents and presents how the image of transit can be strengthened by building on existing positive perceptions. The research provides a communications strategy to guide national, regional, and local efforts to enhance the image and visibility of transit in order to create a more positive and supportive environment. The findings of the research suggest that communications strategies should build on the following powerful themes: (a) providing opportunities for people from every walk of life; (b) making lots of choices and options available; (c) providing easy access to things people need in everyday life; and (d) offering the mobility and freedom to do what people most want to do. The dominant theme identified was *Community Benefit Built on Personal Opportunity*.

The report consists of two stand-alone sections. The first section documents market research conducted in the United States. The second section provides similar information based on research conducted in Canada.

As population increases, streets and highways become more congested, and natural resources grow more precious, it will become increasingly important to realize the full economic and environmental efficiencies of transit (defined as publicly sponsored bus and rail transit services) in order to maintain a high level of mobility and livability in communities. To achieve full potential, public support for and use of transit are essential.

Currently, transit has an image problem, and unless the general public's perception of transit is improved, the necessary public support for and use of transit is in question. In response to this concern, transit organizations at the national, regional, and local levels are contemplating the development of campaigns to enhance the visibility and image of transit.

To date, significant research has been completed to define the general public's perceptions of transit, to better understand the reasons for these perceptions, and to identify major motivators and barriers to using transit. In order to develop potential visibility and image campaigns, additional research was needed to develop effective messages that build an emotional connection with key target markets, and to develop a series of strategic approaches and tactics that could be implemented nationally, regionally, or locally by transit systems of various sizes as part of such campaigns.

Under TCRP Projects B-20 and B-20A, research was undertaken by Wirthlin Worldwide and FJCandN to provide guidance to national, regional, and local organizations interested in initiating campaigns to enhance the visibility and image of transit through value shifts that will improve the perceptions of transit among the general public.

Initially, the research focused on the United States; however, during the course of the project, the Canadian Urban Transit Association (CUTA) and the project panel requested that similar research be conducted in Canada. Additional funds were provided through the TCRP, CUTA, and Transport Canada to support this additional effort.

To achieve the project objectives, the researchers first conducted a review of related market research. Market-research information was collected from approximately 60 different transit agencies in the United States and Canada. In addition, a media audit was conducted that identified roughly 700 media references to transit. These references were categorized by content. A situation analysis was then prepared providing a comprehensive assessment of current perceptions of transit. Based on information collected in these early tasks, potential image campaign messages were then developed for consumer testing. Qualitative (triad discussion groups) and quantitative (telephone survey) approaches were used to test and refine potential messages. The perceived benefits of public transportation—both to an individual and to the community—were assessed. As a result of the market research process, the research team identified key messages and developed a strategic plan to deliver the messages to appropriate target audiences.

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AUTHOR ACKNOWLEDGMENTS

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The work was performed under the general supervision of Dr. Allsop. Dr. Allsop, with the assistance of Kristine Dabadie, also oversaw the work at Wirthlin Worldwide.

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Enhancing the Visibility and Image of Transit in the United States and Canada

PART I

ENHANCING THE VISIBILITY AND IMAGE OF TRANSIT IN THE UNITED STATES

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1 INTRODUCTION AND REPORT ORGANIZATION

Introduction

The research team is pleased to present the final report for TCRP Project B-20: *Enhancing the Image and Visibility of Public Transit in the United States*. In addition to reporting primary research findings and subsequent strategic recommendations, this report also documents activities leading to the development of the messages, qualitative and quantitative questionnaires, and the strategic recommendations.

This report is built on several previous phases of secondary and primary research, including an audit of past public transportation industry research, a situation analysis of the current image of public transportation, message and target audience research, and the strategic plan. Collectively, this process has established a sound and confident research-based foundation for the recommended communications strategy.

Report Organization

Project research goals are recapped in the *Research Objectives* section of this document.

The philosophical approach that provides the grounding for this effort is described in the *Review of Philosophical Foundation and Conceptual Approach*. This section details the approach taken in conducting the research and articulates why this approach best accomplishes the research objectives. This report component includes a discussion of Criteria for Strategy Development, thoughts on Managing Image, and details the approach for understanding personal values, the keys to consumer decision-making. Finally, as the framework for message development, this section outlines the Brand Force™ model used to develop the recommended brand positioning for public transportation.

Key points of the entire research and message development effort are summarized in the *Executive Summary*. It is intended, if desired, that this component of the report can function as a stand-alone document.

Research and Media Review: This section of the final report provides a summary of sources used and insights gleaned from research provided by the public transportation agencies and research on consumer trends and attitudes conducted prior to the primary research.

The *Situation Analysis* summarizes existing perceptions of public transportation. Information contained in this section encompasses results from both the secondary research reviewed as well as the primary research conducted. This section outlines the current Brand Force™ for public transportation.

Summary of Potential Messages: This section summarizes a complete list of all potential messages as identified via the initial situation analysis. These are the messages that were chosen as those richest in potential and taken to further market testing.

The *Research Methodology* chapter provides details on the qualitative and quantitative research conducted. Specifics of the research methodology, including screening, sampling, questionnaires, data collection, and analysis are included.

All research findings, highlighting those insights relevant to understanding current perceptions of public transportation, are reviewed in the *Detailed Findings* section. Specific targets and messages to enhance the visibility and image of public transportation to be implemented at the national and regional level are described.

The recommended strategies based on the research results and the Brand Force™ are detailed in the *Strategic Plan*.

All supporting materials, such as Regional Profiles, Triad Moderator's Guide, and the Quantitative Questionnaire are included as *Appendix* material.

2 RESEARCH OBJECTIVES

In the eyes of some, public transportation has long been at odds with Americans' love affair with their automobiles and the personal freedom, mobility, and independence they provide. Nevertheless, in today's growing and expanding communities and metropolitan areas, public transportation provides a valuable solution to increased congestion, pollution, and need for access. Each day the imperative for public acceptance and use of public transportation increases.

Strengthening the image of public transportation by building upon existing positive perceptions is critical to the long-term viability of public transportation.

This project is intended to build on earlier image and ridership research and conduct new research to develop a communications strategy to guide national, regional, and local efforts designed to enhance the visibility and image of public transportation in order to create a more positive and supportive environment for public transportation.

Elements of this communications strategy include:

- Identification of target audiences—those with the greatest potential to contribute the greatest support for public transportation;
- Development of a range of strategic messages and approaches anchored in the most powerful emotions and personal values; and,
- Identification of appropriate tactics for effective implementation of campaigns on a national, regional, and local level.

It is the hope that a positive communications campaign building general support for public transportation will lead to ridership increases in the long term.

3 REVIEW OF PHILOSOPHICAL FOUNDATION AND CONCEPTUAL APPROACH

The research approach guiding the research team's efforts is based on a conceptual foundation that the team has discovered holds true in all successful communications strategies. This foundation builds upon proven criteria for successful communications strategies, incorporates elements of managing image, and requires an understanding of motivating personal values that are specific to the situation and context at hand.

The approach to this challenge is predicated upon the assumption that personal values are the key to consumer decision-making. Key attributes of supporting public transportation constitute the means to lead to personal functional and psychological benefits, which ultimately foster deeply held personal values. By positioning public transportation in a way that triggers these perceptual orientations, and by communicating to audiences in a way that triggers these important personal values, the audience's perceptions and behaviors can be influenced. In summary, effective communications not only must persuade by reason, but also motivate by emotion. The research design that has been followed in this project was designed to uncover the most effective rational and emotional communication leverage points.

Elements of this foundation are outlined below.

Criteria for Successful Communications Strategy Development

The following criteria have been and are used consistently and successfully by the research team for the development of a strategic communications program of the type required for this project. These guiding principles were applied throughout the duration of this project.

- First, messages do not operate in a vacuum. Messages must be evaluated in light of alternatives and their strengths and weaknesses.

- Second, a strategy should build upon the positive impressions that currently exist among a target audience. The communications strategy must be consumer driven. The target audience research previously conducted provided the research team with knowledge of audience concerns and emotions as the audience expresses them.

- Third, the strategic positioning for communication of a service must be broad enough to endure over a long period of time and under a variety of circumstances.

- Fourth, the communications strategy should not oversell. However, the strategy can and should raise the aspiration levels and the strengths of the service among target audiences.

- Fifth, the communications strategy should be unified across a variety of audiences, channels, and programs. In other words, its various executions must be based upon a common strategic underpinning that will resonate with most stakeholder groups.

A powerful communications strategy promises certain benefits:

- Capitalizing on public transportation's strengths or equities will pave the way for development of a successful positioning and identity. A leverageable positioning/identity has the following advantages:

    - Key audiences will be more likely to hold public transportation in high esteem in absolute terms and relative to alternatives.

    - Consumers will be more likely to select public transportation as a viable transportation option for themselves and/or others.

- Building an identity within key market segments will enhance expansion through greater recognition, preference, and support for public transportation by consumers.

A strong positioning or identity can support and be supported by communications from all of public transportation's key internal stakeholders (e.g. the national and regional organizations interested in implementing image campaigns). A coordinated communications plan that incorporates similarities in overall message and themes is not only more powerful, but also more efficient and cost effective.

Managing Image

Whether or not an entity actively manages it, virtually all organizations and industries have an image. Image is defined as the set of ideas and impressions, both rational and emotional, which major stakeholders form about the organization or industry. Public transportation is no exception. This image is not formed solely from the set of hard attributes conveyed directly by the entity. Often, organizations are assigned the image of the industry; they inherit an image by default; or their image is based upon uninformed perceptions/ideas about the organization.

Regardless of the source of the image, and whether or not it corresponds with the organization's own view of its image, an image can and should be managed. Understanding an organization's and an industry's image is the critical precursor to managing that image. This encapsulates the objectives of this project: *understanding the current image of public transportation and providing strategic guidance in order to manage that image so that it ultimately fits with the desired image of public transportation*.

Four Framing Questions

The first step in managing the image of public transportation is to identify the current images held by its key target audiences. By gaining a thorough understanding of key audiences' drivers of image, perceptions of "who" and "what" public transportation is and the variables affecting how this image is formed, industry constituents can leverage the strengths of public transportation. Also, by understanding the strengths and weaknesses of the alternatives, in this case, competing modes of public transportation, the public transportation industry can determine how best to position public transportation versus these alternatives to maximize its perceptual equities and minimize its perceptual disequities. To achieve the necessary understanding the research team strove to answer four key questions:

- ***Who is your supporter***? While recent and prospective public transportation users are always important, image programs are often targeted more broadly to the general public and a wide range of consumer groups. In this case, it was assumed the consumer group of interest was primarily those who do not currently use public transportation. However, as any positioning must resonate with current users, these individuals were also included in the research.

- ***What do your potential and existing supporters currently think or believe about your service***? What are the variables that affect how image is formed in the minds of both non-users and users? What do you want your supporters to think or believe about public transportation? What supporters *actually think* about public transportation is public transportation's **image**. What you *want* supporters to think about public transportation is public transportation's **positioning**. The challenge of a coordinated communications strategy is to ensure that **public transportation's image mirrors public transportation's positioning over time.**

- ***Do you have all the information to know what differentiates you from alternatives among your key audiences***? Do you understand current and/or potential barriers that you face? Are you aware of untapped opportunities?

- What is the ***leverageable concept or idea*** that can link key product attributes and benefits to values and emotions that drive the decision to support, or not support, public transportation in order to help move customers from what they may currently think about public transportation to what you want them to think about public transportation, that is, from not supporting public transportation to supporting it?

Personal Values: The Key to Consumer Decision-Making

Over time, the research team has determined that personal values are the key to consumer decision-making. As a result, an approach has been developed that assists clients in strategic positioning and communications development. The basic philosophy of this approach is as follows:

- Personal values drive behavior in humanity all over the world. These values include, but are not limited to, self-esteem, personal security, belonging, self-preservation, eternal salvation, love of family, peace of mind, etc. The importance of values are viewed at a micro or individual decision-making level, in this case, unique to perceptions of public transportation.

- The personal values that are most dominant in driving behavior for a given decision must be determined, namely, feeling favorably toward public transportation.

- These driving values help to identify the most important rational and emotional benefits to consumers. These benefits in turn help to focus attention on the most important tangible aspects of the image of public transportation.

- The approach is based on means-end theory. This suggests that key values are an end. Key attributes of supporting public transportation constitute the means that lead to personal functional and psychological benefits, which ultimately foster (or impede) deeply held personal values.

- The **"pathways of thought"** which drive behavior can then be understood.

- By positioning public transportation in a way which triggers these important "pathways of thought" or "perceptual orientations" and by communicating to audiences in a way that triggers these important personal values, the audiences' perceptions and behaviors can actually be influenced. Furthermore, this information can be used to drive marketing decisions and positioning in the future.

- **Effective communications not only must *persuade by reason* but also *motivate through emotion.***

Values in Strategy Assessment (VISTA™) Framework

VISTA™ is a unique research method developed by Wirthlin Worldwide that goes far beyond the traditional understanding of consumer benefits to identifying the most personally compelling consumer values that must be "tapped into" in order to achieve a successful outcome. The outcome of VISTA™ is a set of maps depicting consumer decision-making relative to a specific context or entity that provide a blueprint for action, immediate and long-term. For this project, the VISTA™ approach was applied via triad discussion groups and then quantitatively validated in the telephone survey. Additional information on the VISTA™ methodology can be found in Appendix A.

The research team has found it essential to include *both* the emotional and the rational elements in developing a successful communications strategy. A consumer should think *favorably* about public transportation (emotional) and have a solid *justification* for that support (rational). Clearly, both the rational and emotional elements that work to our advantage and differentiate public transportation from alternative forms of public transportation need to be identified and highlighted. These elements are critical to controlling the communications and thus, managing image.

Brand Force™ Model

Fundamental to the development of a new paradigm for public transportation is an understanding of the old paradigm. An essential framework called a Brand Force™ is used to put these paradigms into simple, definitive terms that can be used to guide communication strategies and product development. Brand Force™, a proprietary branding model developed by FJCandN, was used to determine how public transportation is perceived today (taken from the primary and secondary research findings) and how it may be perceived tomorrow (after executing a national and regional repositioning/image campaign). Both brand models identified three key attributes:

- *Brand Essence:* The one thing public transportation stands for in the minds of its stakeholders.
- *Brand Benefits:* The personal relevance public transportation brings to its users; how it fits into people's lives and their community.
- *Brand Personality:* The personification of public transportation in terms of human characteristics (e.g., slow-to-respond, old-fashioned, and confused vs. proactive, modern, and well organized).

This *Brand Statement* summarizes the Essence, Benefits, and Personality of the Brand.

The elements of the Brand Force™ model provided the foundation for message development as well as the basis for key strategic recommendations in order to move public transportation's brand from today's reality into tomorrow's goal.

4 EXECUTIVE SUMMARY

In today's growing and expanding cities and metropolitan areas, public transportation provides a valuable, yet not fully tapped, solution to increased community needs. Each day the imperative for public acceptance and use of public transportation increases.

Strengthening the image of public transportation by building upon existing positive perceptions is critical to the viability of the industry.

This project is intended to build on earlier image and ridership research and conduct new research to develop a communications strategy that will guide national and regional efforts aimed at enhancing the visibility and image of public transportation and creating a more positive and supportive environment for the public transportation industry.

This ***Executive Summary*** highlights findings from all phases of this project, including the *Audit of Existing Research, Situation Analysis*, the *Qualitative Values Research*, the *National Market Research Survey,* and the *Strategic Plan*. All primary research findings are based on research conducted in areas with an existing public transportation system offering one or any combination of bus, commuter rail, light rail, or heavy rail services.

Overview

The current image and position of public transportation is weak. Public concern for public transportation pales in comparison to other key public issues like education, crime, and air and water pollution. In addition, in terms of favorability, public transportation falls in the lower-middle tier of industries.

Public transportation suffers from the low levels of concern people have for transportation issues—people support those things they perceive provide solutions to their greatest problems. In addition, although two thirds of the public has used public transportation at least once[1], only half (55%) claim familiarity with it.

Evidence clearly suggests that increased awareness and familiarity with public transportation increases support. Increased familiarity with the dominant message orientation tied directly to personal values offers the greatest promise. The *Community Benefit Built on Personal Opportunity* orientation has strong appeal across all regions, types of systems, and demographic subgroups.

[1] The relevant time frame for this question is at any point in one's life (e.g., "ever").

Swing supporters (those who are neither supporters or non-supporters) are the primary audience targets. In addition, Influentials (the one-fifth of the population most actively involved in a community) comprise an additional important target audience.

Key Findings

The following points highlight the key findings of this research. Implications of the findings are inserted where appropriate and identified by the "✔". Implications are summarized in the subsequent section entitled *Summary of Research Implications*.

Trends Influencing Perceptions Of Public Transportation

The trends summarized below are those areas uncovered during the Research Audit and represent those areas that influence the publics' perception of public transportation. Note: other research findings included in this document resulted from the primary qualitative and quantitative research conducted.

- Public concerns for protecting the environment and improving air quality influence perceptions and support for public transportation. Consequently, the fact that environmental issues are not high on the average citizen's list of most important national problems means that public transportation, as a solution for cleaner air, is not in high demand. Just slightly more than one-in-ten (14%) of all articles on public transportation talk about air quality.

- Traffic congestion is perceived to be a growing problem. Nearly half (45%) of Americans say that the amount of traffic is a serious problem where they live—particularly among suburban residents[2]. Most people (57%) do not feel their commute will get better over the next three years, and about a quarter (24%) feel they will spend more time commuting[3]. One-third of all articles on public transportation focus on the traffic congestion trend and one-fifth of all articles point out that public transportation reduces congestion.

- There is an increased concern for automotive safety, supported by the fact that the National Highway Traffic Safety Administration estimates that at least two-thirds of all auto deaths are the result of aggressive driving.

- Perceptions of public transportation are influenced by Americans' attitudes toward the automobile—a staple of most American households. Ninety-two percent (92%)[4] of all adult Americans drive a vehicle, and 80% view their vehicle as more of a necessity than a luxury[5].

[2] CNN/*Time*, January 1999, 1,024 adults nationwide
[3] Yankelovich Partners, Inc., October 1996, n=2,032 adults and teens (13+) nationwide
[4] Gallup/CNN/USA Today, May 21-23, 1999, 925 adults nationwide
[5] CBS News Poll, August 1997, 1,307 national adults

- ✓ **The automobile is an indispensable and loved member of American families; it is not an enemy of public transportation. This campaign should not focus on the negatives of the automobile.**

- In general, Americans' lives are busier than ever. As a result, there is less time spent with family, friends, and neighbors. This sense of a loss of community is reflected in Americans' nostalgia for "the good old days."

The Public's Priority For Public Transportation

- Public transportation issues are not high on the public agenda. Other more burning issues like *education* (7.9 on a 1-10 scale) and *crime and safety* (7.4) far overshadow *public transportation issues* (6.1).

- ➢ The most informed and involved Americans (about 22% of the total population) express greater concern over transportation issues (6.6) than the general public (6.1). However, they express more concern about all issues.

- ➢ Not surprisingly, public transportation users (7.2), blacks (7.3), urban dwellers (7.0), non-whites (7.0), Hispanics (6.9) and people making $20K-30K (6.7) express the greatest concern over public transportation issues.

  - ✓ **As expected, the need for public transportation solutions is perceptually NOT recognized or appreciated currently.**

  - ✓ **To make public transportation important, it must be linked to other issues that people care about, or it must be seen as a means to deliver or support key personal values.**

Familiarity And Attitudes Toward Public Transportation

- Although more than three-fourths of all Americans (78%) are aware that public transportation is available in their local community or region[6] and nearly two-thirds (64%) have used public transportation at least once in their lifetime, just slightly more than half (55%) say they are familiar with public transportation in their area.

  - ➢ Just less than half (44%) say they are not familiar—nearly one-in-four (23%) say they know nothing about public transportation in their area.

[6] All survey respondents are drawn from communities or regions with public transportation systems.

- Positive feelings for public transportation (5.6 on a 10 point scale) lag well behind other industries and associations. Other studies reveal that associations like the American Cancer Society (7.8)[7] and American Red Cross (7.8) define the top end of rated organizations. Other industries like the paper industry (6.6), steel (6.4), electric utility industry (6.4), telecommunications (6.4), American Medical Association (6.2), and trucking (6.1), define the upper middle of organizations rated. Lumber (5.8), natural gas (5.5), the healthcare industry (5.1) and coal (5.0) define the lower middle. Public transportation falls into the lower middle. Industries like chemical (4.9), oil and gas (4.6), nuclear (4.4.), managed care (4.2), and tobacco (2.8) define the lower end of industries rated.

- Not surprisingly, public transportation users feel much more favorably toward public transportation (7.2 and higher for different types of public transportation users) than non-users.

  - In addition, the strongest supporters of public transportation tend to be people in larger systems (5.8), urban dwellers (6.3), younger (6.4), lower income (6.2 among those with income below $30,000), students (6.7) and minorities (6.5 among African-Americans; 6.2 among other non-whites).

  - Overall, people most familiar with public transportation rate it the highest (6.6) and people least familiar rate it lowest (4.5).

    - ✓ **The lack of familiarity accounts in large part for the lukewarm feelings regarding public transportation. More importantly, familiarity with public transportation clearly breeds greater favorability. Making everyone familiar and appreciative of the positive benefits of public transportation in an image campaign will increase the level of support for public transportation.**

    - ✓ **Nevertheless, the "so-so" rating of 6.6 among those most familiar makes it clear that simply making people more familiar with current public transportation products and services will be insufficient to reach the ultimate changes in public support desired over the long run.**

    - ✓ **It is recommended that this effort be envisioned as more than just an image campaign, but rather as a three-phased program. The first, and most important, phase will improve the public image of public transportation and, consequently, increase public support for public transportation in the short term. During the second phase, the focus is on expanding and improving public transportation services creating a more positive public transportation experience. As a result of these two steps, phase three will track an even more positive image over the long run. This more positive image will be the result of**

[7] These scores come from a great variety of studies conducted by Wirthlin Worldwide over the last few years. Scores are adjusted to a common 1-10 scale.

a higher level of support among the general public built on improved services and a greater appreciation for the benefits public transportation brings to their communities. The third phase will also likely yield increases in ridership due to the success of the first two phases.

- Although *public transportation* does not rate as high as desired (5.6), it is still clearly more positively perceived than the specific modes of transportation such as *bus* (5.0) or *rail* (4.6). "*Public transportation"* is much more positively perceived than "*mass transportation."*

  ✔ **Whenever possible and appropriate, communications should use the words "public transportation" rather than "bus" or "rail." "Public transportation" should also be used instead of "mass public transportation."**

- Principal reasons for not liking public transportation include *time consuming* (20% of all *dislikes* mentioned), *lack of availability/access* (18%), *inconvenient schedules* (16%), and *crowded* (16%). Secondary reasons include *crude drivers/passengers* (8%), *unsafe* (8%), *expensive* (8%), and *dirty buses* (7%). It is likely that the public's perception of the transit industry is primarily influenced by their attitudes about operational aspects of public transportation services.

- People like public transportation because it is *inexpensive* (18% of all *likes* mentioned), *convenient* (17%), *good for the environment* (12%), and *reduces congestion* (9%). Influentials put greater emphasis on the fact that it is *inexpensive* (21%) and *good for the environment* (18%).

Key Targets

- Based on the different ratings given to public transportation, support for public transportation can be divided into three groups: supporters (36%), swing (33%; people who are neither strong supporters nor opponents), and non-supporters (31%).[8]

  ✓ **Having nearly one-third in the non-supporter group is a formidable starting point and underscores the importance of initiating this communications campaign.**

- As described earlier, the supporter base is made up primarily of urban dwellers, people with low-income levels, students, minorities, and other users of public transportation. These supporter groups tend to be very consistent supporters of public transportation.

[8] This classification is based on a common segmentation for a 1-10 scale in which respondents with ratings between 8-10 are considered supporters, respondents with ratings between 5-7 are considered swing, and respondents giving a rating below 5 are considered non-supporters.

- ✓ **In this case, the first axiom of communications targeting and coalition building strategy does not apply. In almost all cases, communications targeting and coalition building seeks, first, to strengthen and invigorate the base of supporters and, second, to expand the base by converting the swing. In the case of public transportation, targeting supporters does little to increase the level of support for public transportation issues. Given that the base of supporters will react positively to most any message about public transportation, the first priority should be to target messages at the second most important group—swing supporters.**

- Well over half (58%) of the non-supporter group and 45% of the swing group admit they are not familiar with public transportation. In addition, it is important to note that most of the non-supporter and swing groups have positive things to say about public transportation:

  - Three of four (74%) of swing supporters have positive comments regarding public transportation.

  - Even half (49%) of the non-supporter group mention things they like about public transportation. An additional 35% say they can't think of anything positive about public transportation due to the fact that they never use it, or say they don't have a system in the region where they live. (Note: this research was conducted only in communities with access to public transportation systems.)

    - ✓ **There is plenty of room to increase familiarity and awareness of the positive aspects of public transportation and generate support for public transportation issues among the non-supporter and swing groups.**

    - ✓ **Although a non-supporter group comprising one-third of the population is formidable, it is important to note that the intensity of the lack of support is not strong, lending even greater support to the idea that greater familiarity and awareness of the positive benefits of public transportation will move a significant number of those in the non-supporter group into the swing category and a portion of those in the swing into the supporter category.**

- A significant number of the non-supporters (42%) and over half (54%) of the swing say they are already familiar with public transportation.

  - ✓ **This fact shows that increased familiarity with the current stereotype of public transportation products and services will ultimately have a limited overall impact. Past personal experiences with public transportation among many of the non-supporters and swing already have helped to form the current lukewarm image of public transportation. Additional new information and new linkages to personal values will be required to improve the perception and support for public transportation among these members of the non-supporter and swing groups. This fact also underscores the difficulty required to bring about high levels of support**

ultimately desired over the long term without changing the experience upon which their familiarity is based.

- For the most part, the profile of swing supporters is nearly identical with the profile of the general public with just a few differences: swing supporters are more likely to be white (78% vs. 75% nationally), more likely to be professionals (33% vs. 29% nationally), more likely to be in the suburbs (38% vs. 35% nationally), and more likely to have used public transportation (68% vs. 64% nationally).

  - Nationally, there is no region or size of system that has a larger than average concentration of swing supporters.

- In addition, there are only small differences in the profiles between the different levels of swing supporters. With few exceptions, all of which are minor, swing supporters most leaning toward support for public transportation (10% of all Americans) look nearly the same as swing voters most leaning toward non-supporter (17% of all Americans). There are no significant differences in the types of swing supporters among the different size systems or different types of areas (urban, suburban, small town, and rural).

  - ✓ **A national media campaign also facilitates network media buying which is more cost efficient. A network media buy is the ideal approach to increase impact of media dollars spent.**

  - ✓ **Although quite unusual, these findings suggest that any national campaign targeting swing supporters should allocate resources evenly across the country based on population concentration. The general media plan should reflect a focus on the typical American.**

- About one-in-five (22%) Americans are considered to be Influentials due to the fact that they play a larger role in shaping public opinion.[9] There is no significant concentration of Influentials among non-supporter, swing, or supporters groups.

[9] Influentials have done at least four of the following activities:

- regularly read editorial page;
- written or telephoned radio or television station to express opinion;
- taken active part in some local issue;
- written to the editor of a magazine or newspaper;
- worked for a political party or candidate;
- spoken at a public meeting;
- written or visited public official about some matter of public business; and
- written or said something that has been published.

- There are, however, higher concentrations of Influentials among certain subgroups of Americans: urban dwellers (25%), people 55 years or older (27%), income levels above $60,000 (30%), post graduates (39%), and white-collar workers (25%).

  - ✓ **In addition to swing supporters, Influentials are an important group to target due to the role they play in shaping public opinion. Targeting Influentials can magnify the impact and efficiency of the overall message and campaign.**

Key Messages

- There are many messages that differentiate public transportation in a positive way on important issues. In fact, Americans believe that communities with public transportation do better on all twelve criteria (e.g., provides lots of public transportation choices and options) tested than communities without public transportation.

  - ✓ **This fact demonstrates that there are many messages capable of improving the image and increasing support for public transportation—many arrows in the quiver with the potential to have an impact.**

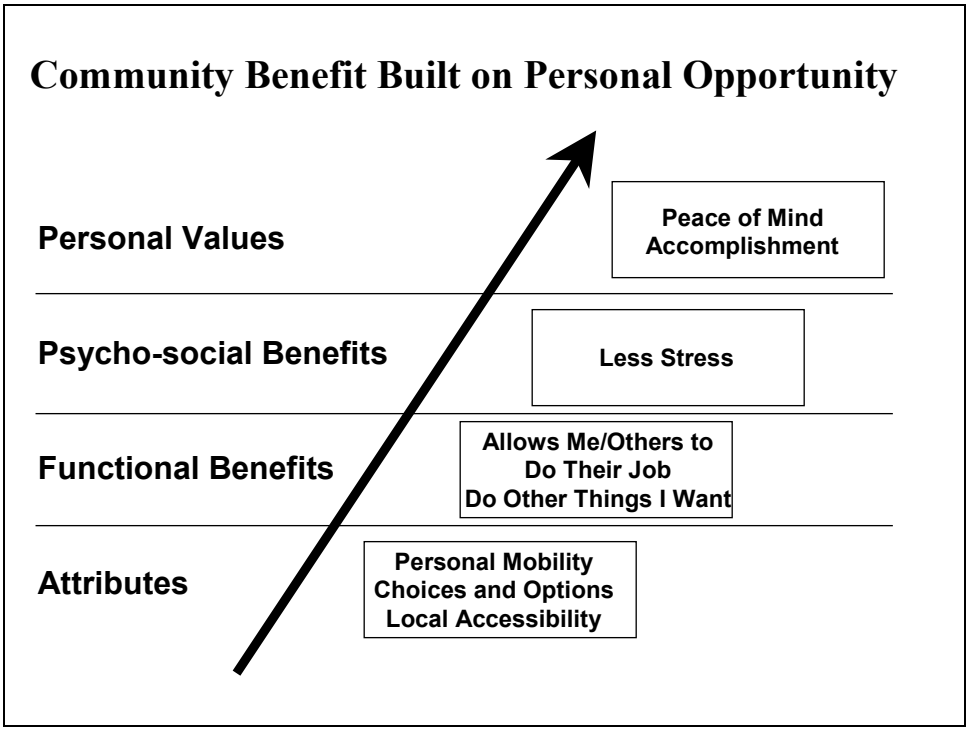
- Based on both the importance of different themes and the comparative benefit of these themes in cities with and without public transportation, the most powerful messages are built on the following themes:

  - Providing **opportunities for people from every walk of life;**
  - Having **lots of choices and options** available;
  - **Easy access** to things you need in everyday life; and,
  - Having **mobility and freedom** to do what you most want to do.

  - The values research provides additional direct support for this finding. The dominant values orientation—*Community Benefit Built on Personal Opportunity*— uncovered in the qualitative research is built on the *opportunities* provided by *mobility, choice*, and *accessibility:*

    The opportunities made possible by personal mobility, access, and public transportation choices help people to be able to *do their jobs* or *get other things they want done.* This makes people feel *less stress,* and more importantly feel greater *peace of mind* in their ability to *accomplish* things that are most important to them.

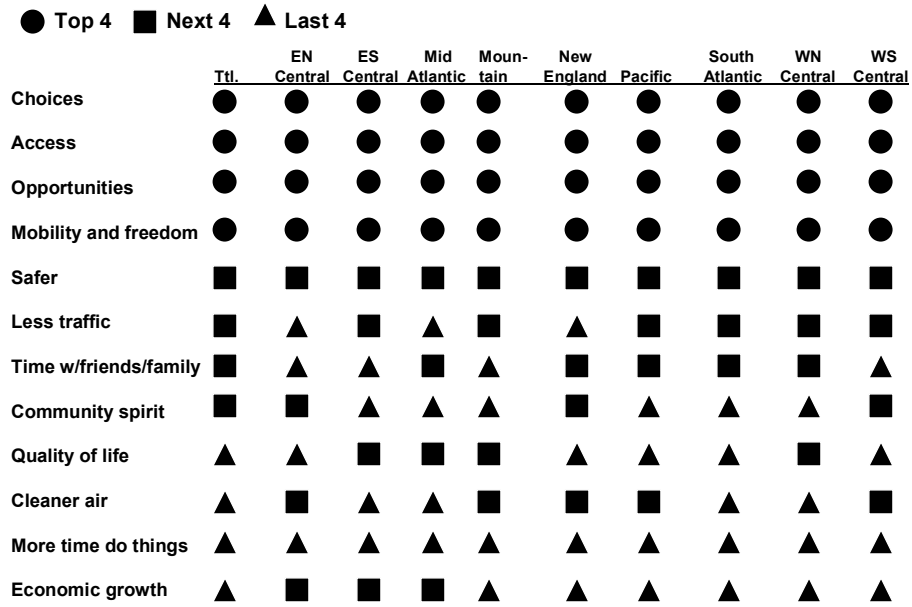
  Collectively, the whole community benefits by the fulfillment of many individual personal opportunities.



- It is important to recognize that this is the dominant values orientation for non-riders—not just riders. It is important to many non-riders— though not all non-riders—to increase their own *freedom* and *mobility* by having extra *options* and *choices* available to them. Perhaps more importantly, non-riders want people from all walks of life in their communities to have similar opportunities. Non-riders feel a personal benefit in seeing others in their community enjoy personal *accomplishments* and *fulfillment* due to their ability to exercise public transportation options.

- The strength of these themes is consistent across regions. Amazingly, *choice, access, opportunity,* and *freedom/mobility* are the most important of the twelve tested themes in all nine regions. The strength of these themes is fairly consistent across various sizes of systems, different areas (urban, suburban, small town, and rural), and among Influentials. These four themes are always the top four. Note: The following chart displays each of the message themes for each of the Census regions. Themes noted with a circle are the top four messages in each region.

Consistency of Message Impact Across Regions



- *Opportunity for people from every walk of life* is more important to Influentials.

  ✓ **The personal opportunities provided by choice, access, and freedom/mobility enabling the whole community to accomplish what is important to them presents a powerful theme that can effectively be used to leverage support for public transportation.**

  ✓ **The consistency of the strength of this message orientation across regions, Influentials, and swing supporters strongly supports a uniform national message approach that might focus on this theme.**

- At a secondary level, the following messages also have a positive impact among swing supporters:
  - Making roads, highways, and transportation safer for all drivers;
  - Less traffic congestion;
  - Cleaner environment or less pollution; and,
  - Economic vitality in your community (among Influentials only)[10].

  ➢ These functional benefits of public transportation are important in some regions and systems because they impact the community—making it a nicer place to live because the community is safer, stronger, and offers a better quality of life for everyone in the community.

  ➢ The strength of these messages varies significantly across regions and systems.

  ➢ Although *economic vitality* is one of the weakest message points overall, there are a couple of regions around the country (East North Central, East South Central, and Mid-Atlantic) where the *economic vitality* argument can have impact.

    ✓ **The idea that public transportation can make a community a nicer, more secure place to live may provide a secondary, supportive message in some areas.**

    ✓ ***Economic vitality*** **can selectively be used among Influentials and some regions to enhance the appeal of messages.**

[10] Evidence in the research indicates that "economic vitality" is more compelling than "economic growth and development."

Summary of Research Implications

Implications of the research are summarized below. These implications comprise the basis from which the Strategic Recommendations were drawn.

- The automobile is an indispensable and loved member of the American family; it is not an enemy of public transportation. This campaign should not focus on the negatives of the automobile.

- As expected, the need for public transportation solutions is perceptually NOT recognized or appreciated currently.

- To make public transportation important, it must be linked to other issues that people care about, or it must be seen as a means to deliver or support key personal values.

- The lack of familiarity with public transportation accounts in large part for the lukewarm feelings toward public transportation. More importantly, familiarity with public transportation clearly breeds greater favorability; making everyone familiar and appreciative of the positive benefits of public transportation in an image campaign will increase the level of support for public transportation.

- Nevertheless, the "so-so" rating of 6.6 among those most familiar with public transportation makes it clear that simply making people more familiar with current public transportation products and services will be insufficient to reach the ultimate changes in public support desired over the long run.

- It is recommended that this effort be envisioned as more than just an image campaign, but rather as a three-phased program. The first phase will improve the public image of public transportation and, consequently, increase public support for public transportation in the short term. During the second phase, the focus is to expand and improve public transportation services creating a more positive public transportation experience. As a result of these two steps, phase three will track an even more positive image and higher level of support among the general public built on improved services and a greater appreciation for the benefits of public transportation for their communities. This third phase will also likely yield increases in ridership due to the success of the first two phases.

- Having nearly one-third of the population in the non-supporter group is a formidable starting point and underscores the importance of initiating this communications campaign.

- In this case, the first axiom of communications targeting and coalition building strategy does not apply. In almost all cases, communications targeting and coalition building seeks, first, to strengthen and invigorate the base of supporters and, second, to expand the base by

converting the swing. In the case of public transportation, targeting supporters does little to increase the level of support for public transportation issues. Given that the base of supporters will react positively to most any message about public transportation, the first priority should be to target messages at the second most important group—swing supporters.

- Given the current perceptions of public transportation, there is plenty of room to increase familiarity and awareness of the positive aspects of public transportation and generate support for public transportation issues among the non-supporter and swing groups.

- Although a non-supporter group comprising one-third of the population is formidable, it is important to note that the intensity of lack of support is not strong, lending even greater support to the idea that greater familiarity and awareness of the positive benefits of public transportation will move a significant number of those in the non-supporters group into the swing category and a portion of those in the swing into the supporter category.

- Increased familiarity with the current stereotype of public transportation products and services will ultimately have a limited overall impact. Past personal experiences with public transportation among many of the non-supporters and swing already have helped to form the current lukewarm image of public transportation. Additional new information and new linkages to personal values will be required to improve the perception and support for public transportation among these members of the non-supporter and swing groups. This fact also underscores the difficulty required to bring about high levels of support ultimately desired over the long term without changing the experience upon which their familiarity is based.

- Although quite unusual, these negligible differences in the profiles of swing supporters suggest that any national campaign targeting swing supporters should allocate resources evenly across the country based on population concentration. The general media plan should reflect a focus on the typical American.

- A national media campaign also facilitates network media buying which is more cost efficient. A network media buy is the ideal approach to increase impact of media dollars spent.

- In addition to swing supporters, Influentials are an important group to target due to the role they play in shaping public opinion. Targeting Influentials can magnify the impact and efficiency of the overall message and campaign.

- There are many messages capable of improving the image and increasing support for public transportation—many arrows in the quiver with the potential to have an impact.

- The *Community Benefit Built on Personal Opportunity* values orientation makes clear that the personal opportunities provided by choice, access, and freedom/mobility enabling the whole community to accomplish what is important to them presents the most powerful theme that can be used to leverage support for public transportation.

- The consistency of the strength of this message orientation across regions, Influentials, and swing supporters strongly supports a uniform national message approach that might focus on this theme.

- Safety, less congestion, cleaner air, and economic vitality provide some additional message support points. However, the strength and appropriateness of each of these support points vary across regions and systems.

- Economic vitality can selectively be used among Influentials and some regions to enhance the appeal of messages.

Strategic Recommendations

The Power of One Voice

The primary goal of this effort is to create a more positive and supportive environment for public transportation by creating a strong national public transportation brand built on public recognition of the positive personal benefits public transportation provides to all citizens, not just riders. The success of this effort depends on an organized communications campaign that speaks with one voice, promoting a consistent and reinforcing message inside and outside the industry at the national, regional, and local levels.

Recommended Brand Positioning for Public transportation

Results of the research clearly indicate that public transportation provides a powerful, positive personal benefit to all citizens:

> ***Public transportation enriches and gives energy to whole communities by enabling people from all walks of life to access opportunities that allow them to grow, develop, and accomplish.***

Every community benefits as a result of the opportunities provided by public transportation's mobility, choice, and accessibility. These opportunities generate a pride and peace of mind among all citizens in the community, derived from the accomplishments of people getting their jobs done or accomplishing other things important to them. Collectively, the whole community benefits through the fulfillment of many individual personal opportunities. This recommended positioning is what best defines the desired public transportation brand.

This positioning statement is built on the previously noted four key themes that demonstrate the highest levels of personal importance and are clearly recognized as the greatest positive impacts or benefits of public transportation:

- Providing **opportunities for people from every walk of life**;
- Having **lots of choices and options** available;
- **Easy access** to things you need in everyday life; and
- Having **mobility and freedom** to do what you most want to do

The brand also needs to be supported with a tone that reflects emotional benefits of public transportation for all people who live in the community:

- Accomplishment
- Secureness and stability
- Peace of mind
- Freedom
- Pride
- Optimism
- Fulfillment

Finally, this brand, like all successful brands, needs to be identified by key character traits that give it a face and personality worthy of building a personal relationship:

- Approachable
- Energetic
- Indispensable
- Hard-working
- Committed
- Proud

National, Regional and Local Roles in the Campaign

The research underpinning this strategic plan makes clear that this campaign is ideally suited to a national campaign due to the uniformity of appeal of the main message and the reachability of target audiences across systems and regions. The broad appeal of a national campaign focusing on the personal values delivered by the *Community Benefit Built on Individual Opportunity* positioning provides a common framework and strong appeal nationwide.

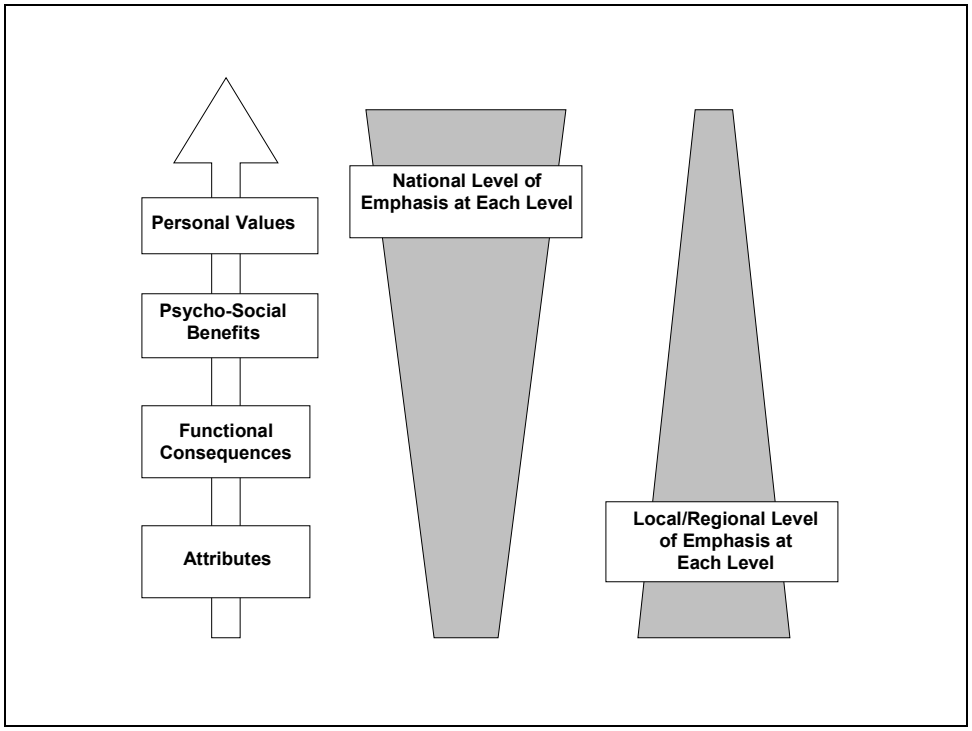
A national campaign, however, would not be complete without important contributions from the regional and local level. A national campaign by itself ignores the strength and capability of the regional and local systems already engaged in communicating with people in their areas of

influence. The current national image of public transportation is largely built on the sum of perceptions of each of the individual systems. With the introduction of a national campaign, the image of public transportation will be a combination of national and local image efforts.

The effectiveness of the national campaign's message will hinge directly on its consistency and credibility in relation to perceptions of the local or regional system and their communications. In this regard, the communications emphasis of the national and regional/local roles are distinct and interdependent.

The national campaign focuses on making Americans more aware and appreciative of public transportation's desire to make communities better through their capability to deliver the personal value of peace of mind that comes from the opportunity they provide to accomplish things that are most important to them and those they care about in the community. Although the national campaign will use the key attributes (personal mobility, choices, options, and accessibility) and their benefits (do other things I want, allows me/others to do their job), the emphasis in the national campaign is to make clear the personal values public transportation provides.

The regional/local effort focuses on making people within their area of influence more aware and appreciative of their efforts and capability to provide personal mobility, choices, options, and accessibility for people from all walks of life in the community (not just the stereotypical public transportation users). Although the regional/local efforts will use the personal values (peace of mind and accomplishment) to tell their story, the emphasis should make clear the regional/local system's efforts to provide the key attributes and benefits.



In addition, the research clearly identified unique differences in the appeal of subordinate messages between regions—capitalizing on the unique appeals within regions can strengthen the overall message and impact. In this regard, regional/local efforts need to investigate and integrate additional messages as appropriate to their area. This research provides suggestions as to what those additional messages might be.

This campaign will benefit significantly by harnessing the power and capabilities that exist across all levels of the public transportation industry organization. The campaign should be seen as a national campaign with a consistent national message emphasizing the key personal values that can be made to resonate more powerfully when reinforced by regional and local public transportation organization efforts that garnish the national message with local flavor and by emphasizing the key attributes and benefits being sought by regional/local systems. All three levels play important parts in building the overall success of the campaign.

NATIONAL LEVEL: The national level is the cornerstone of the industry campaign, establishing the unified voice and positioning for the brand and establishing the brand personality as well as personal and emotional benefits that public transportation provides communities and individuals. The entire budget will be devoted to developing, producing, and pushing the national message, and positioning public transportation through paid and earned media.

Several characteristics describe the effort at the national level:

- The national message focus should be on telling the story of how public transportation can deliver the key personal values.
- The national message should embody the **Brand Force™** positioning statement, benefits, and personality.
- The national message should reflect a broad appeal—positively impacting all regions and system sizes.
- Executions of the national message should be research-tested to ensure effectiveness.
- The national message should be targeted to maximize its reach to swing supporters and Influentials.
- Based on the research team's thinking at this time, the national message should rely heavily on television advertising. Radio and print advertising should be explored and considered based on recommendations of the agency selected. Internet driven messages should also be explored and carried out as deemed beneficial.

LOCAL AND REGIONAL LEVEL: It will be important to coordinate and align local and regional activity as much as possible with the national level campaign.[11] A few regions are already

[11] Local and Regional levels are considered here jointly due to the fact that the strategic recommendations discussed here can apply at both local and regional levels—particularly given the massive size of some local systems. Nevertheless, the discussion will make it clear when suggestions or recommendations apply at just one level.

beginning to explore and pursue programs designed to improve image or ridership. Moreover, all local systems dedicate some level of activity toward image and ridership. While the emphasis in this case is on image, the degree to which national efforts align with local or regional efforts, the better chance both have to build on the accomplishments of the other and increase in their success.

As already discussed, the most important role of the regional/local effort will be to provide substance to the attributes and benefits of the *Community Benefit Built on Personal Opportunity* communications orientation. This can be done by emphasizing successes as well as needs and plans for enhancing personal mobility, choices, accessibility, and options for people from all walks of life in the community.

There is an additional reason to consider regional efforts separate from the national effort. The research clearly reveals that each region has a unique combination of issues that matter to them although the C*ommunity Benefit Built on Personal Opportunity* orientation is the most important across all regions and systems. The salience of these issues can be used to leverage public awareness and support on top of the appeals being made in the national level campaign.

In general, **safety**, **less congestion**, and **cleaner air** may provide a few additional support points for the public transportation brand positioning in some areas. Additionally, **economic vitality** can be used to selectively enhance the appeal of messages among Influentials and in a few regions.

More specifically, the research clearly indicates the following regions have potential to leverage the following issues or messages (regions may have additional research of their own which can supplement these findings):

East North Central	Making public transportation safer
	Cleaner air
	Economic growth
East South Central	Economic growth
	Less traffic congestion
Mid Atlantic	Making public transportation safer
Mountain	Making public transportation safer
	Less traffic congestion
New England	Building community spirit
	Time with family and friends
	Making public transportation safer
Pacific	Making public transportation safer
	Less traffic congestion
South Atlantic	Making public transportation safer
	Less traffic congestion
West North Central	Making public transportation safer
	Less traffic congestion
West South Central	Making public transportation safer
	Less traffic congestion

CONCLUSION

This research reveals a strategic direction for the public transportation industry that will ultimately strengthen the image of the industry by building upon existing positive perceptions and driving toward the key personal values relevant to public transportation. While there are many themes that position public transportation in a positive way, the overall message of *Community Benefit Built on Personal Opportunity* resonates best across all audience segments, making it ideal for a national campaign.

Specifically, the opportunities made possible by personal mobility, access and public transportation choices help people to be able to do their jobs or get other things they want done. This makes people feel less stress and, more importantly, feel greater peace of mind in their ability to accomplish things that are most important to them. Collectively, the whole community benefits by the fulfillment of many individual personal opportunities. By positioning public transportation in a way that triggers this perceptual orientation, and communicating to audiences in a way that triggers these driving personal values, the public transportation industry can influence its audience's perceptions and behaviors. Research further indicates that this communications campaign must be one with a consistent national message that can be made to resonate more powerfully when reinforced by regional and local public transportation organization efforts that garnish the national message with local flavoring and credibility.

5 RESEARCH AND MEDIA REVIEW

Approach

For review purposes, the foundation of the Research Audit was the research reports that resulted from APTA's request for research results. This solicitation process yielded more than 100 research reports from approximately 60 different public transportation agencies in the United States and Canada, as well as other relevant reports (including the TCRP reports provided). Research reports from 17 small US agencies (31% of all reports), 27 medium US agencies (50% of all reports), and 11 large US agencies (19% of all reports) giving nationwide representation were reviewed. Included among these materials were reports from 14 of the 28 largest bus agencies. A complete bibliography of all reports reviewed during this phase can be found in Appendix B.

Regardless of size category (small, medium, large) or geographic location, a consistent list of perceptions evolved that were the outcome, in most cases, of public transportation operational systems and organizational rigidity. There is a high degree of confidence in the information collected and summarized.

At the request of the project panel, a media audit was also conducted. This audit focused on newspaper articles about public/mass public transportation/public transportation within the past year. Approximately 375 articles were reviewed. A complete bibliography of all articles is included as Appendix C of this document. The analysis focused primarily on trends identified and perceptions noted (both positive and negative), as well as name and location of the newspaper, and spokespeople quoted.

The information reviewed as part of the Research and Media Audits was used as the primary input to the Situation Analysis. In addition, the research team's accumulated experience in image and public transportation were incorporated.

Research Review

Perceptions of public transportation do not exist in a vacuum: these attitudes and perceptions are, and can be, heavily influenced by Americans' attitudes and perceptions toward a variety of other issues and challenges. In order to provide context for the Situation Analysis and Message Development, this section outlines what the research team believes are the key factors influencing perceptions of public transportation.

The information summarized here is drawn from three primary sources: existing public opinion data, the research team's more than 25 years of experience in public opinion research, and experience in the public transportation industry. With respect to existing public opinion data, this information is often proprietary and not readily available to the public. As a result, the research

team was somewhat limited in the information that could be included. Often, much of the data that is accessible to the public is from news organizations or other public opinion research companies rather than those within or related to the industry. However, it is believed that this information provides a solid foundation to understand many of the factors that could potentially influence perceptions of public transportation. It is also important to note that much of the information contained in this section simply validates research conducted by those within the public transportation industry.

Attitudes Toward the Automobile

First and foremost, perceptions of public transportation are influenced by Americans' attitudes toward the automobile. The private vehicle is, simply put, a staple of most American households. A recent Gallup/CNN/USA Today[12] survey found that 92% of adult Americans drive a vehicle. Moreover, 80% of Americans view their vehicle more of a necessity[13] than a luxury, and the vast majority (85%) would always want a car, even if they could get by without it.

Attitudes Toward the Environment

There are many, both inside the public transportation industry and outside, who believe that the positive impact of public transportation on the environment is a significant benefit. However, in order to successfully make this connection in the minds of the American public, one must also understand the extent to which the environment itself is viewed as an important issue.

Public opinion data indicates that environmental protection is simply not a salient top-of-mind issue among most of the American public. When asked to articulate what they believe is the most important problem for the government to address in the coming year, the environment does not make the list of the top twelve concerns. A recent CBS News Poll shows social security, budget deficit/national debt, taxes, and healthcare as topping the list. (To interpret these findings, it is helpful to understand some background about how Americans perceive primary problems the nation faces. The research team's 25 years of extensive experience in tracking these issues indicates that if there is a foreign policy crisis or threat, the public's primary concerns focus on that crisis. Without such a crisis, concerns shift to the welfare of the economy. In the absence of economic troubles, people's primary concerns shift toward social issues. Even within the realm of social concerns, there are often more pressing issues such as education.)

However, this is not to say that Americans don't care about the environment: when Americans are asked to prioritize specific issues, nearly sixty percent say that protecting the environment should be a top priority. Air pollution is among the most frequently cited environmental priorities.

[12] Gallup/CNN/USA Today, May 21-23, 1999, 925 adults nationwide
[13] CBS News Poll, August 1997, 1,307 national adults

Generally speaking, most Americans say they are satisfied with environmental protection efforts. Nearly three-quarters (69%) of respondents in an early 1999 Gallup/CNN/*USA Today* poll report being "satisfied" with the state of the nation in terms of protection of the environment. The proportion of satisfied Americans has increased significantly over the past two years. However, attitudes toward the future of the environment are mixed: more than half (55%) feel that the environment will get worse by the year 2020, and four-in-ten (42%) say it will get better.[14]

A Wirthlin Worldwide survey, conducted in September 1998, found that support of the environment had softened versus previous years. Specifically, nearly two-thirds (63%), down from 76% in 1997, of the American public agreed that "protecting the environment is so important that requirements and standards cannot be too high, and continuing environmental improvements must be made regardless of cost." In addition, 19% of respondents also said we should sacrifice economic growth for the sake of the environment, down six percentage points from a decade-high mark of 25% measured in 1997. Most feel it is possible to find a balance between a strong economy and a clean environment.

Generally speaking, most Americans are also reluctant to actively take steps to personally impact the quality of the environment. Although most recycle, most have not stopped buying products from known environmental polluters. Additionally, 55% of Americans are not at all willing to commit their family to use their personal vehicles less and public transportation, walking, and biking more, in order to positively impact the environment.[15]

Attitudes Toward Traffic Congestion/Commuting

In an era of rapid commercial growth and continuing suburban sprawl, traffic congestion is increasing. Nearly half (45%) of Americans say that the amount of commercial development and traffic is a serious problem where they live. It is important to note that perceptions of traffic congestion is a relative issue: it is entirely possible that residents of a small town are just as frustrated with the congestion they face each day as are residents of larger areas. Suburban residents are significantly more likely than urban or rural residents to say these are serious issues.[16]

On average, Americans spend only 5-hours/week commuting to and from work or school.[17] More than half (57%) of Americans feel they will spend the same amount of time commuting to work or school over the next three years, and 24% feel they will spend more time.[18] Moreover, 86% say they are satisfied (57% "very" and 29% "somewhat") with their commute to work.[19] (Note: these

[14] The Harris Poll, November 1998, 1,010 adults nationwide
[15] Charlton Research Company, November 1997, 800 adults nationwide
[16] CNN/*Time,* January 1999, 1,024 adults nationwide
[17] Yankelovich Partners, Inc., October 1996, n=2,302 adults and teens (13+) nationwide
[18] Yankelovich Partners, Inc., October 1996, n=2,302 adults and teens (13+) nationwide
[19] Center for Survey Research and Analysis, University of Connecticut and the Heldrich Center at Rutgers University, August 1998, 1,001 employed adults nationwide

results cover the entire United States, and it is expected that findings will differ according to whether one lives in an urban, suburban, or rural area.)

Opinions are divided as to whether traffic jams caused by rush-hour traffic (41%) or highway construction (38%) cause the most trouble.[20] In fact, the Fifth Annual Labor Day survey (1999), conducted by the Gallup Organization, indicates that half of all Americans say that their commute is frustrating and doesn't help recharge one's emotional batteries. Conversely, an equal proportion of Americans does not feel their commute is frustrating and it therefore allows them to recharge their emotional batteries.

Aggressive Driving: "Road Rage" and Workplace Stress

Rarely a day goes by when one doesn't read or hear about an incident of aggressive driving. Headlines include "Driver Filled with Road Rage Stabs Motorist," "Road Rage is Rampant," and "Car Wars: Taming Drivers' Aggression." Moreover, in response to an early 1997 American Automobile Association poll, motorists in the Washington, DC area identified aggressive driving as the primary threat to highway safety, ahead of drunk drivers. Further, the National Highway Traffic Safety Administration estimates that at least two-thirds of all auto deaths are the result of aggressive driving.

Not surprisingly, there is a relationship between workplace stress and aggressive driving. According to the National Institute of Occupational Safety and Health (NIOSH), at least one-quarter of today's workers feel stressed at work.[21] The Fifth Annual Labor Day survey, conducted by the Gallup Organization, reports that the vast majority of Americans say they feel stressed at work (78% saying at least "a little"). Findings are comparable when Americans are asked to consider their home and work life.

Quality-of-Life

Quality-of-life is a difficult term to define. Some interpret the term as the ability to earn as much as one can and to purchase the types of goods/services one desires. Others define quality-of-life as time spent with family and friends. Despite rapid and on-going economic growth and individual prosperity, many Americans report feeling less well off than in previous years: many say their quality-of-life is neither what they expected, nor what they desire. Improving one's quality of life seems to be increasingly viewed as the new "American Dream." Americans report spending more time at work and significantly less time with their children than in years past. An early 1999 Louis Harris poll found that the workweek has increased by 15% in the last 25 years, while leisure time has decreased 37%. Data from the Families and Work Institute indicate that 13% of Americans are now holding second jobs, and 70% of parents say they don't have enough time with their children.

[20] Gallup/CNN/*USA Today*, May 1999, 925 adults nationwide
[21] CNN Interactive, "Work, stress, and you: is there a healthy solution?", March 12, 1999.

Key Decision-Making Drivers And Future Trends

Through hundreds of consumer research projects, monthly tracking of American public opinion, in-depth personal values studies, and extensive exploration of future trends, the research team has developed expertise and insight into the key drivers of human decision-making and future behavior in the United States.

Eight general themes summarize the key drivers of future consumerism and decision-making: security, flexibility, time, choice, information, communication, in touch, and character. Not all of these themes have direct or potential relevance to public support for public transportation. For example, security is, by far, the most important factor as we move into an era when aging boomers try to protect what they have become and earned. Nevertheless, if anything, heightened concerns about security would likely weigh against public transportation.

Several of these key drivers, however, have great potential to influence public support for public transportation: flexibility, time, choice, information, and character. The first three of these drivers are derived from the increased complication of life and people's desire to find ways to deal with it. Increased flexibility and improved use of time are high on people's list of decision-making criteria. Choice is a very powerful driver in the American decision-making process. Key to understanding choice is the recognition that freedom of choice is more powerful than making or advocating a particular choice, knowing that I may choose to use public transportation if I desire to, or if I need to, and that others have the same choice is important all by itself.

Today we live in an information age. Simply increasing the amount and kind of information made available can enhance common products and services. "Character" is increasingly becoming an important tool to help people make choices between different types of products and service providers. Products and services that demonstrate good character gain public support and increased usage. More and more evidence demonstrates that being good for the environment, caring for underprivileged, being honest, and working hard benefit the bottom line.

All of these insights were used to guide and assist in the message development.

Media Audit Results

Media audit results correspond with the public opinion data summarized above. Based on an analysis of newspaper articles written within the past year, the most frequently reported trends mentioned in conjunction with public transportation are *traffic congestion*, *pace of growth*, *quality of life/livability*, *work hour flexibility/changing commute patterns*, *suburban sprawl*, and *air quality/pollution*.

Table 1

Trends Cited	Percentage Mention	# of Articles
Traffic congestion	33.6%	127
Pace of growth	24.3%	92
Quality of life/livability	24.1%	91
Work hour flexibility/changing commute patterns	16.9%	64
Suburban sprawl	15.3%	58
Air quality/pollution	14.3%	54
Road construction	9.3%	35
Gas/fuel prices	4.5%	17
Parking shortage	3.7%	14
Societal violence	3.2%	12
Personal stress	1.6%	9
Speeding	.8%	3
Alternative fuel usage	.8%	3
Driver training	.5%	2
Other	2.1%	8

Interestingly, overall there were more than twice as many positive mentions regarding public transportation (490 in total) as negative mentions (222 in total). This is contrary to what was hypothesized about the media's position. [It is important to note, however, that the researchers did not specifically search on system names that could potentially elicit more negative feedback.] Among the positive perceptions, the most frequently mentioned focus on the tangible benefits of public transportation including *reduces congestion, better for the environment, benefits the community, a needed service, convenient, better value than driving,* and *improves quality-of-life*. The most frequently mentioned negative perceptions stem primarily from operational issues and include *inconvenient, not a better value, funding cuts, inefficient, too time consuming,* and *not reliable*.

Table 2

Positive Perceptions of Public Transportation	Percentage Mention	# of Articles
Reduces congestion	18.8%	71
Better for environment	15.6%	59
Benefits the community	12.4%	47
Needed service	12.2%	46
Convenient: direct service, accessible stops	11.6%	44
Better value than driving/good value for money	11.1%	32
Improves quality-of-life	10.3%	39
No traffic	9.0%	34
Efficient	6.3%	24
Less stressful than driving	5.0%	19
Safe	4.0%	15
Easy to use	3.2%	12
Goes where you want to go	3.2%	12
Allows you to do other things	2.5%	9
Allows one to be independent	2.4%	9
Less expensive than parking	1.6%	6
Flexible	1.1%	4
Saves wear/tear on vehicle	.5%	2
Fare decrease	.5%	2
Improved customer service	.3%	1
Other	.8%	3
TOTAL POSITIVE MENTIONS		490

Table 3

Negative Perceptions of Public Transportation	Percentage Mention	# of Articles
Inconvenient	8.7%	33
Not a better value than driving	8.2%	31
Funding cuts/lack of money	7.4%	28
Inefficient	6.1%	23
Too time consuming	4.8%	18
Not reliable/dependable	4.0%	15
Unsafe	2.9%	11
Not easy to use/complicated	2.6%	10
Not better for the environment	2.6%	10
Not a needed service	2.4%	9
Not flexible	2.1%	8
Crowded	2.1%	8
Not in control of drive/commute	1.9%	7
More stressful than driving	1.6%	6
More expensive than parking	.8%	3
Rates are increasing	.5%	2
TOTAL NEGATIVE MENTIONS		222

6 SITUATION ANALYSIS

The following Situation Analysis is a comprehensive assessment of current perceptions of public transit. Insights relevant to this analysis were gleaned from the media review, review of secondary research, and from the research team's knowledge of the public transportation industry.

The vast majority of the findings in the following Situation Analysis are based on local public transportation agency ridership research, not national-scale research or brand/image research. Few national or brand/image research studies had been conducted at the time of this writing. As a result, the strengths, weaknesses, opportunities, and threats of this Situation Analysis focus primarily on service, operational and ridership issues.

Overview

The public transportation industry today is in transition, striving to keep up with the ever-changing American lifestyle. Public transportation began as public transportation for the elite, in a time of employment and population density, as an accepted and upscale resource to carry white collar and related workers to their jobs in the city. This was also a time when women predominantly stayed home to care for children, and errands and shopping were done in nearby neighborhood shops.

The building of the interstate system has allowed for geographic dispersion of employment and residences, making it more difficult to provide effective, concentrated public transportation services. The last 50 years have experienced a mass exodus of workers moving toward the suburbs for larger/less expensive homes and a peaceful retreat from busy urban areas, a growth in dual-income households, and far greater dependence on the private automobile. Greater wealth allows for an increase in automobile ownership and automobiles, in turn, provide the flexibility and freedom needed to accommodate the needs of an increasingly active (and stressed) society, of dual-income households completing errands, shopping and day-care pick-ups en-route to and from work, and of those working irregular shifts around the clock.

This competitive market may grow more complex as Americans seek greater personal control in a world seen as increasingly uncertain and unsafe, as public transportation fares are raised and gasoline prices fluctuate.

Beyond this difficult competitive set, public transportation's role as a publicly run and supported entity both helps and hurts its image and support. Public transportation's task has been to provide for the economically disadvantaged, the elderly, and persons with disabilities. While this task encourages some public support, it also drives negative perceptions of public transportation (e.g., in the general public's eyes - "not for me"). In turn, these perceptions are at the root of non-supportive attitudes (e.g., since public transportation is "not for me," it should be funded by its users, not taxpayers).

Additionally, as a government funded entity, public transportation runs the risk of being viewed negatively since government-supported projects and spending decisions continue to draw criticism from the American public.

Beginning with this effort to uncover insights to enhance the visibility and image of public transportation, a new organizational goal was identified by the American Public Transportation Association. This objective is focused on increasing the public's interest in public transportation as a national priority, and building greater consensus on the value of public transportation in the minds of riders and non-riders alike.

Even within the public transportation industry itself, there are conflicting forces that slow the changing of its image (i.e. a need to focus on operational and ridership issues; a need to balance customer and operator satisfaction; minimal marketing budgets and promotion-driven marketing).

Competitive Environment

The automobile industry easily outspends public transportation on marketing its product. In 1996, the auto industry spent $11.6 billion on advertising, which was more than 17% of all U.S. advertising dollars and nearly two-thirds of all public transportation operating expenditures for that year.

Aside from the automobile, other forms of transporting workers to workplaces have evolved. Private transportation, such as taxis, shuttles, jitneys, and private buses, have earned a place on the roadways. With greater concerns for health and environment, some people have also returned to walking and biking.

Another potential competitor for public transportation in the future is telecommuting. Innovative companies, government agencies, and increased interest in home businesses have all contributed to the popularity of electronically working from home or from satellite offices. While currently most people's need for human interaction is still bringing them into the office, information age technology may make the physical presence of large numbers of workers at central locations obsolete.

Government policies can also pose a challenge to the future of public transportation. Pressure for balanced budgets, unfunded mandates, regulatory requirements, tolerance for low-density development, disinterest/complacency/ fragmentation on public transportation needs and issues, easing of air quality regulations, and resistance to increased gasoline taxes all potentially impact the future of public transportation. For an industry dependent on government subsidies to stay afloat, this can be problematic.

However, ironically, public transportation's biggest competition could be public transportation itself. Weaknesses or negative perceptions of public transportation (as outlined in the following pages) have, in part, led to the success of the automobile, the appeal of telecommuting, and a lack

of public support. These negative perceptions and various operational/service issues are, in essence, fueling the competition.

Public Perceptions About Public Transportation

The following provides a summary of positive and negative perceptions, or strengths and weaknesses, of public transportation that emerged in the research and media audits. Interestingly, there are some perceptions of public transportation that can be viewed both positively and negatively; for example, public transportation is seen as being beneficial for the environment and also as being detrimental for the environment.

Strengths: Positive Perceptions of Public Transportation

The following are in order, within their subheads, from most prevalent perceptions to least prevalent perceptions, based on the primary qualitative and quantitative research conducted, the research reviewed, the media audit results, and the research team's experience in the public transportation industry.

Quality-of-Life Issues

- **Public transportation reduces traffic congestion.** Public transportation reduces the number of cars on the road, thereby reducing traffic congestion.

- **Public transportation is good for the environment.** By taking cars off the roads, public transportation improves air quality, leading to cleaner, healthier communities.

- **Public transportation provides opportunities for disabled, elderly, and students.** Public transportation helps persons with disabilities and the elderly lead independent lives, providing them with access to employment, medical services, shopping, entertainment, etc. Likewise, it enables students to take advantage of education and employment opportunities. Because of this assistance, most people believe public transportation is a needed government program.

- **Public transportation is needed to meet future public transportation needs and challenges.** As geographic areas become heavily populated and more land is developed, public transportation offers solutions to providing public transportation to work and urban centers, alleviating traffic congestion, increasing mobility for those who choose not to drive/park.

- **Public transportation is a "stress-free" alternative to driving.** Using public transportation allows people to avoid the stress and hassle that comes with driving and parking, particularly in large cities.

- **Public transportation facilitates economic growth.** Not only does public transportation provide jobs for thousands of people, it also facilitates economic growth by attracting

businesses, retail, and tourism dollars along public transportation routes and around public transportation hubs/centers.

- **Public transportation, specifically rail service, brings people of all demographic backgrounds together.** All are using public transportation for one common purpose, to efficiently get where they need to go.

Quality Service / Meets Public Transportation Needs

- **Public transportation is convenient.** In some areas of the country, public transportation service is available to take people where they need to go, when they need to go.

- **Public transportation is reliable and efficient.** This is only true if buses and trains run on time, have short headways, never miss routes, and deliver passengers where they need to be in a reasonable amount of time.

- **Public transportation is safe.** People feel safe from car accidents and crime on public transportation. They also feel like they are able to avoid cases of "road rage," citing that passengers and operators are usually friendlier than auto drivers. Using public transportation is also safer in bad weather.

- **Public transportation is easy to use.** Generally, the consensus is that public transportation is not easy to use; however, there are exceptions in areas with well-managed public transportation systems. Easy-to-read schedules and maps, efficient multimodal systems, reliable service, etc., give the perception that the particular public transportation system is easy to use.

- **Public transportation is accessible.** It is easy to get to and from public transportation services, i.e., bus stops, train stations, etc.

- **Public transportation is always available.** Public transportation is considered a "back up" to driving when car repairs or financial situations make driving not an option.

- **Public transportation provides access to entertainment venues.** Using public transportation enables people to participate in entertainment options that have limited parking, i.e., sporting events, festivals, concerts, etc.

- **Public transportation adds extra time to the day.** Public transportation gives people back the time they spend commuting allowing them to work, read, sleep, visit with friends, etc.

- **Public transportation (specifically rail service) is a comfortable way to commute.** Trains are clean, air-conditioned, well managed/operated, have amenities needed to work or read, have comfortable seating, etc.

Good Value

- **Public transportation reduces the cost of living.** Using public transportation is inexpensive compared to the costs for owning and operating a car. Public transportation saves people money.

- **Employers support public transportation.** Where employers encourage and support usage of public transportation through subsidizing passes, offering company shuttles, etc., favorability toward and usage of public transportation is high.

Weaknesses: Negative Perceptions of Public Transportation

The following are in order, within their subheads, from most prevalent perceptions to least prevalent perceptions, based on the qualitative and quantitative primary research, the research reviewed, the media audit results, and the research team's experience in the public transportation industry.

Does Not Improve Quality-of-Life

- **Public transportation should be supported/funded by those who use it.** A number of people believe public transportation should not be supported by taxpayer dollars, but should be completely funded by those who use it.

- **Public transportation is less important than supporting/funding roads.** If a limited amount of funding is available, funding should go to improving roads, rather than supporting inefficient, poorly managed, and underutilized public transportation systems. Public transportation is a poor use of public taxes and will do nothing to reduce traffic congestion.

- **Increased use of public transportation would not improve air quality.** A recent Roper Center at the University of Connecticut poll showed 58% of those surveyed were not willing to reduce vehicle use by 1-2 days per week in order to address the issue of global warming (even though they feel auto pollution is a main cause of global warming). Most are not willing to use their personal vehicles less and use public transportation more.

- **Public transportation does not benefit the community.** There is a contingent of people who do not recognize or understand the community benefits of public transportation. They believe public transportation serves only a small portion of the population who needs it. The only people who benefit from public transportation are those who use it. They do not believe public

transportation attracts new business and tourism dollars to the community. Very few people know if the use of public transportation is increasing or not. This lack of knowledge about how many people use public transportation contributes to the view that it serves individuals, not communities.

- **Public transportation is more stressful and less relaxing than driving.** There is the perception that people would rather be alone in their car than be surrounded by undesirable or unruly bus passengers. Waiting for public transportation and making transfers can also be stressful.

- **Public transportation, specifically bus service, lacks status, it's "not for me."** Public transportation is perceived as only benefiting persons with disabilities, the elderly, unemployed, students, and those without a car. Because of this, most people cannot envision themselves sitting inside a bus. They believe public transportation is for other people, "not me."

- **Public transportation is not needed in areas with little traffic congestion.** Limited traffic congestion is a disincentive to providing and using public transportation.

Inefficient Service

- **Public transportation is inconvenient.** Lack of direct or evening and weekend service, inadequate coverage areas, long headways, confusing transfers, and poor integration of various modes of public transportation cause public transportation to be perceived as inconvenient.

- **Public transportation is time consuming.** Buses are only as reliable as the traffic flow. It takes just as long, if not longer, to reach destinations using public transportation as it does a car, particularly including bus stop waiting time, transfers, and delays. Time is too valuable to waste taking public transportation.

- **Public transportation is inaccessible.** Public transportation stops are located too far from home and/or work. Lack of alternative modes of transportation to and from public transportation stops (i.e., buses, vans, shuttles, etc.), specifically train stations, further perpetuate the perception of public transportation as inaccessible.

- **Public transportation is unreliable/undependable.** On-time performance has a direct impact on perceptions of public transportation. If a public transportation system is known to be off-schedule, public transportation is perceived as being unreliable. Also, fears of potential mechanical difficulties or accidents affect public transportation's perception as being undependable or unpredictable.

- **Public transportation is unpleasant/uncomfortable.** Public transportation is perceived as being unpleasant if it is dirty or has graffiti, there are no shelters, sidewalks or seats at public transportation stops, rude passengers and/or operators, overcrowded vehicles, etc.

- **Public transportation is unsafe.** The thought of waiting alone at poorly lit public transportation stops and fear of the people using public transportation lead to the perception of public transportation as being unsafe.

- **Public transportation is confusing/difficult to use.** Information on using public transportation is often unavailable, outdated or confusing, which makes using public transportation difficult. Transfers are perceived as being a hassle.

- **Public transportation is inefficient/not well managed.** A contingent of the public and media believe some public transportation systems are poorly managed, resulting in inefficient, low-quality service. If efforts are not being made to improve service or image, taxpayers believe it is a poor use of their dollars.

- **Public transportation is inflexible.** In order for public transportation to work, your lifestyle has to fit public transportation schedules. If work, school, or personal schedules are unpredictable, then using public transportation is not an option.

- **Public transportation does not allow you to be in control of your day.** When people drive to work, they are in control of when they get there, when they leave, running errands, etc. Public transportation schedules are inflexible and often determine commute schedules. There is also a perception that one would not be able to get home quickly in case of an emergency.

- **Public transportation is too difficult to use with children.** Having to take children to daycare centers substantially lengthens commutes when using public transportation. Keeping children in control on trains/buses and when waiting is also difficult. There are additional safety concerns when waiting with children at stops.

- **Public transportation does not consider the opinions of their customers.** There is the perception that service decisions, including routes, destinations, equipment, and unreasonable headways are made without consideration for customers.

Not a Good Value

- **Public transportation, specifically rail service, is expensive.** Low gas prices are a disincentive to using public transportation. Parking expenses can also be less than the cost to use public transportation. Further, Americans, in general, have no idea of the **real cost** of owning and operating a vehicle.

Negative Image

- **Public transportation is not prestigious.** Owning one or more cars brings prestige and status; using public transportation does not (however, rail service is considered more prestigious than buses). When for-profit public transportation companies went out of business in the 1940's, the public assumed responsibility for the service in order to help the segments of society (the young, the elderly, low income, and persons with disabilities) who need public transportation. This contributes to public transportation's low status/prestige image.

- **Public transportation is associated with buses.** Buses are perceived more negatively than other forms of public transportation, i.e., for persons with lower income, disabilities, the elderly, etc.; therefore, this association negatively impacts the overall image of public transportation.

Opportunities To Enhance Image And Perception

Overview

Based on hypotheses from the research reviewed, there are several trends to consider when discussing future perceptions and usage of public transportation. Some feel the aging of the population (i.e., Baby Boomers) will increase usage and positive perceptions. Given their continued passion for mobility (even as their physical strengths may falter) and their potentially insufficient retirement funds, Baby Boomers could be a significant target to entice into greater usage of public transportation. However, the large percentage of elderly riders today may reflect a segment relying on old habits and may not reflect future segment habits as Baby Boomers have not acted predictably at any age or life stage to date. (Research indicates that seniors even today see driving as a symbol of youth and vitality, characteristics Boomers are loath to give up).

Other trends which could impact public transportation positively include those with a potential to deflect America's reliance on automobiles (e.g., increased road taxes and tolls, increased congestion and frustrations, stronger emissions standards, increased fuel and parking costs, decreased parking availability for work, social and recreational pursuits, renewal of density pockets of employment in downtown and suburban centers, increased environmental/pollution concerns, and the growth and funding of public transportation support projects that address new lifestyles, e.g., daycare at public transportation stations).

Growing interest in programs that support welfare reform and self-sufficiency may provide opportunities to create awareness of public transportation's role in breaking the cycle of dependence by providing often-dependent groups a means to independence and self-support.

Marketing Opportunities

The national research and media audit uncovered several marketing opportunities that proved to build the image and perception of some progressive local public transportation companies. The following are simply summaries of what other agencies are currently doing.

- Identifying key non-traditional partners and pursuing partnerships to find common ground that supports shared community goals. Community leaders are becoming increasingly aware of the synergy between public transportation, land use, and clean air and water. A prime example is the Boulder City Council "GO Boulder" project devoted to promoting public transportation alternatives. The revamped service called "HOP, SKIP, and JUMP" ensured that public transportation routes serviced the most popular destinations, improved the design and comfort of the buses (small, brightly colored shuttles), made service more direct and frequent (every six minutes), and created an unlimited-access pass (ECO Pass). The results have shown a greatly improved public image of a fledging local public transportation district, more financial support, and up to 300% increases in ridership among groups using the bus passes.

- Aligning the public transportation industry with civic and private organizations that sponsor upcoming major events to support industry messages. Using public transportation to travel to sporting events, parades, festivals, etc., helps cut down on traffic congestion, parking lots/spaces, hostility, and pollution.

- Seeking partnerships and "pilot" programs with the private sector to promote public transportation use and shared messages. In 1992, the mayor of Los Angeles launched the Los Angeles Neighborhood Initiative (LANI), a grassroots program designed to restore people's sense of ownership in blighted neighborhood commercial districts. LANI focused on developing community plans for neighborhood main streets, starting with areas adjacent to bus stops and rail stations. These revitalized public transportation areas have increased shopping, economic, and social activities. Because they work outside the bureaucratic delay and frustration, LANI groups have been able to work as partners with local and private agencies to gain funding.

- Activating affiliated organizations to support and promote public transportation such as environmental groups, unions, Chambers of Commerce, major employers, tourism organizations, and health groups. In Woodbridge, New Jersey, a train station and downtown area were revitalized when the Downtown Woodbridge Merchants Association created a special improvement district. They now collect parking fees and oversee maintenance of the station area to make sure it remains clean and attractive.

- Public transportation facilities and public transportation corridors are natural focal points for communities. They should be viewed as a catalyst to improving quality of life, while providing immediate enhancement and benefits to communities. Public transportation service should not

be evaluated only in terms of system ridership and performance, but by its contribution to economic vitality and the number of community partnerships established.

- Positioning public transportation as a good corporate citizen. Encourage public transportation companies to help in the community. People will recognize their local public transportation company through its professional activities, community involvement efforts, and other civic activities.

- Developing new marketing strategies to change perceptions, build prestige, and overcome barriers. Existing marketing strategies include:
  1. Sharing ownership with the public, communicating that "bus service is for everyone" or "this is your public transportation company."
  2. Strongly linking public transportation to quality-of-life issues.
  3. Promoting the idea of being a one-car family again (lower costs, less hassle, environmentally friendly).
  4. Emphasizing the practical and community benefits of commuting by bus or train.
  5. Encouraging the use of "public transportation" terminology versus public transit, mass public transportation, bus or rail among public transportation agencies, key influencers, the media, etc.
  6. In areas with tremendous growth, positioning public transportation as having a positive role in creating more attractive future growth and land development. Taking advantage of city optimism combined with new opportunities for increased funding.
  7. Utilizing segmented target marketing strategies to aggressively sell the personal and community benefits of public transportation.
  8. Using the dissemination of information as a key resource. For instance, doing a better job of developing and promoting public transportation web sites to share public information. Utilizing public relations strategies to keep the media and public informed on important issues. Publicizing customer information numbers.
  9. Developing employer programs to share knowledge, gain support for using/funding public transportation, subsidize fares, and create incentives for usage.
  10. Training top management and boards on marketing principles and provide a vision for image and perception enhancement.
  11. Convincing those in charge of the importance of allocating more budget toward serious marketing (rather than promotional marketing).

Operations And Procedural Opportunities

The repositioning of public transportation requires changing the status of public transportation, along with making operational and service changes that appeal to broader target segments of the market. From a strategic standpoint, it will not be effective to communicate positive messages for public transportation unless the industry is willing to make innovative changes and improvements

to make it more appealing to more people (riders and non-riders). Public support for public transportation comes with having a highly regarded, efficient system.

The national research audit revealed a variety of operational suggestions, procedural changes, system improvements, and programs to focus on customer service and thereby increase public satisfaction. A satisfied public (both riders and non-riders) will hold public transportation in higher esteem. Higher esteem leads to improved image and perception.

Please refer to Appendix D for a satisfaction/dissatisfaction summary grid and a complete listing of the research sources tapped for the following suggestions:

- Riders like the efficiency of "smart" buses and cards; continue efforts to develop new and user-friendly technology. Use telecommunications to improve customer information.
- Experiment with flexible services.
- Consider guaranteed ride home programs.
- Increase service in new and unserved areas and locations.
- Increase hours of service, including more evening and weekend service.
- Create more convenient bus service to rail stations.
- Have buses that make fewer stops and get to destinations faster. For many, speed is more important than cost.
- Drop riders at their door after dark.
- Increase accessibility, bus stops within four blocks of home.
- Place bike racks on buses and bike storage at public transportation centers.
- Remove unruly passengers from the bus or train.
- Provide security patrols on buses/trains and at public transportation stops.
- Increase services and build satisfaction with college students.
- Improve the quality and safety of bus stops and shelters.
- Expand bus systems to keep pace with growth.
- Consider flat one-way fare for enhanced door-to-door service (bring service closer to home).
- Publications should be scripted to the "lowest common denominator" literacy levels, should be updated regularly, and placed aboard buses and trains.
- Better training: Customer service training, statewide safety training program (testing operators, defensive driving ability, etc.), emergency procedures, and customer sensitivity.

Threats To Improving Public Transportation Image And Perception

The public transportation industry continues to allow threats, both within and outside of their industry, to inhibit change. Without changing the way things have always been done, there is little chance of improving public transportation's image. The fear of trying new ideas, the overwhelming complexity of making changes, the comfort of doing things "the old way," labor union resistance, competition for funding, and lack of support by stakeholders have all worked against public transportation's public image. Making massive changes requires guts and fortitude

by a strong leadership. As new leadership emerges, they will encounter the following threats to improving public transportation's perception:

- An APTA task force rates four major threats facing public transportation today: legislative regulations, funding, attitudes/perceptions/values of the consumers, and sprawl and land use/urban decay.

- Inconsistent product quality, lack of external influencer support, lack of marketing expertise and funding at the local levels, and the power of the competition when comparing share of voice are also threats to improving perceptions about public transportation.

- As Peter Everett pointed out in his paper, "The Negative Impact of Public Transit's Position in the Marketplace," the public transportation industry continues to suffer from lack of prestige. It is perceived that public transportation is a "social program" and for the most disadvantaged segments of society, people with disabilities, the elderly, and poor. Until the industry is repositioned for a broader constituency, it will continue to suffer from low esteem.

- Because of its complexity, the public transportation industry itself is slow to change, resistant to new ideas, and fragmented by the needs of diverse stakeholders with their own agendas.

- Industry morale is low because of negative public image, continued financial problems, low ridership, and poor public support (cynicism about ability to change).

- The public does not see public transportation as a burning quality of life issue. The 1998 "Market Research on National Current Public Attitudes toward Public transportation" by Fleishman-Hillard asked the public to rate community issues. Of the nine issues people were asked to rate, public transportation ranked eighth in terms of importance. Traffic congestion ranked fourth.

  The fact that public transportation is not a burning quality of life issue was also confirmed in the 1999 qualitative and quantitative research conducted as part of this effort. This research also found that familiarity with, and positive feelings toward, public transportation are lacking among the general public.

- Many large employers do not support public transportation and alternative public transportation. They continue to subsidize parking instead of subsidizing public transportation passes. They do not offer incentives to employees who choose alternatives to driving alone.

- On the whole, the media audit showed more positive comments about public transportation than negative. Yet, the public more readily recalls the negative stories and is twice as likely to rate public transportation quality as "poor" or "extremely bad."

- The American public continues to have a love affair with its automobile. Besides the automobile industry itself, people have an emotional connection with their cars. A recent Roper Center poll showed 83% of the public says owning a car is a necessity; only 3% say it is a burden.

The following matrix summarizes the Strengths, Weaknesses, Opportunities, and Threats (SWOT) with which public transportation is faced.

Table 4

SWOT Matrix

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Provides opportunities for elderly, people with disabilities, students	Does not benefit the community	Pursue operational changes: • Focus on cust. service • Develop technology • Experiment with flexible services • Expand coverage area • Increase hours of service (eve., wkend) • More multimodal opts. • Increase bus speed • Increase accessibility • More bike racks • Remove unruly passengers • Ease safety concerns • Increase student service • Improve stops/shelters • Consider flat one-way fare • Make publications user-friendly/current • Better training	Legislative regulations
"Stress-free" alternative to driving	More stressful than driving	Identify non-traditional partnerships	Competition for funding
Reduces traffic congestion	"Not for me"/not prestigious	Seek "pilot programs" with private sector	Attitudes/perceptions/ values of customers
Good for environment	Does not improve air quality	Activate affiliated organizations	Land use/urban decay
Facilitates economic growth	Not needed in areas with little congestion	Improve facilities, public transportation corridors	Lack of prestige
Needed for future public transportation challenges	Less important than supporting/funding roads	Position public transportation as a good corporate citizen	Industry slow to change

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Brings all demographics together	Should be funded by users	Develop new marketing strategies: • Share ownership with public • Link to quality of life issues • Promote one-car families • Emphasize benefits • Position as having role in growth, development • Utilize segmented target marketing • Disseminate info • Develop employer prgms.	Low industry morale
Convenient	Inconvenient		Not a burning quality of life issue
Adds extra time to day	Does not allow you to control day		Lack of large employer support
Reliable and efficient	Unreliable		Public recall negative media
Accessible	Inaccessible		Public's love affair with automobiles
Always available	Inflexible		Inconsistent product quality
Easy to use	Confusing/Difficult to use		Lack of external influencer support
Safe	Unsafe		Lack of marketing expertise, funds at local levels
Comfortable	Unpleasant		Power of competition (share of voice)
Access to entertainment venues	Does not consider opinions of customers		
Reduces cost of living	Too expensive (rail)		
Employer Support	Too difficult with children		
	Time consuming		
	Not well managed		
	Associated with buses		

Current Brand Force™ for Public Transportation

Fundamental to the development of a new paradigm for public transportation is an understanding of the old paradigm. As noted in the *Review of Philosophical Foundation and Conceptual Approach* section, an essential framework called a Brand Force™ is used to put these paradigms into simple, definitive terms that can be used to guide communication strategies and product development. A Brand Force™ is comprised of three parts: Brand Essence, Brand Benefits, and Brand Personality. These are described below:

- **Brand Essence:** This is the one core distinctive idea for which the brand stands.
- **Brand Benefits:** These are the benefits or advantages the brand offers to prospects.
- **Brand Personality:** These are the adjectives that best depict the brand using human characteristics. They set the tone for communication and establish an emotional link between the brand and prospects.

Based on the research audit and assessment of the situation analysis, the current[22] Brand Force for Public transportation is as follows. It is important to note that *"Basic public transportation" is a very rudimentary position for public transportation, lacking in relevance and distinction. As such, there currently is no real brand essence for public transportation.* Some brand benefits exist, as do some definite perceptions of personality.

Brand Essence
Basic Public transportation (buses and trains)

Brand Benefits
Public transportation for the elderly, persons with disabilities, low income and students
Public transportation for those without a car
Affordable public transportation options
Reduces traffic congestion, pollution

Brand Personality
Complicated
Lumbering
Threatening
Intimidating
Inflexible
Unrefined

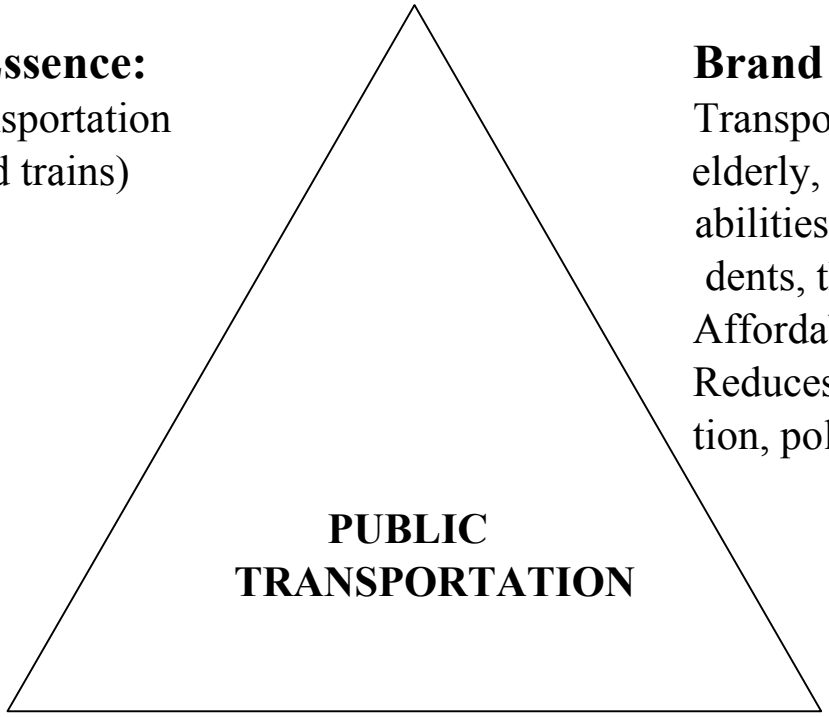
This Brand Force™ model is depicted graphically below.

[22] The primary research conducted for this project was not utilized in developing the current Brand Force™ model. The primary research, while emphasizing the future Brand Force™, did confirm the elements of the current model.

Public Transportation Brand Force™ Model

Brand Essence:
Basic transportation
(buses and trains)

Brand Benefits:
Transportation for the elderly, persons with disabilities, low income, students, those without a car
Affordable
Reduces traffic congestion, pollution



Brand Personality:
Complicated
Lumbering
Threatening
Intimidating
Inflexible
Unrefined

7 SUMMARY OF POTENTIAL MESSAGES

Approach

In the Research Audit and Situation Analysis phases, existing research was thoroughly analyzed, the market situation for public transportation was assessed, and the current positioning for public transportation was detailed using the strategic framework of a Brand Force™. The resulting information was then used to develop possible positionings (or messages) to change public perceptions of public transportation.

Message development sought to reach beyond ridership issues, to create potential positionings for Public transportation that are aimed at garnering support for the concept of public transportation. The messages were developed assuming the target audience is the general public, with an emphasis on the "swing" group, defined as non-supporters who can be converted or the non-committed (those who are not inclined to be passionate about their feelings for public transportation negatively or positively). This "swing" group is an important target given their potential attitude and behavior change.

However, as noted previously, the vast majority of information available about public transportation focuses specifically on ridership issues. As a result, the research team lacked the information needed to create with any degree of certainty a matrix summarizing the initial characteristics of each possible target market and messages appropriate for each.

Keeping in mind the current Brand Force™ model, the approach to message development adhered to the following process:

- Identify the leveragable equities of public transportation.
- Determine possible relevant values ladders in order to understand both the rational and emotional elements of why consumers feel the way they do.
- Determine how these equities can be communicated in the consumer's own language.
- Identify the disequities of public transportation.
- Determine how equities can be used to inoculate against disequities.

Potential Messages For Re-Positioning Public Transportation

The following potential messages were developed considering positive perceptions of public transportation in conjunction with relevant lifestyle trends (e.g. concerns about quality of life, promotion of self-sufficiency, desire for integrated technological solutions, concerns about air quality, congestion and increased stress, desire for human connection, productive use of time, and the security of being true to your own desires).

Each message is structured to focus first on a core distinctive essence for Public transportation, second to identify those benefits that support the essence, and third, to suggest a personality consistent with the suggested essence.

The testable hypotheses, those messages believed to have the greatest potential prior to qualitative and quantitative research, are shown below.

1. Public transportation improves the quality of life by providing greater opportunities and increased self-sufficiency for people from every walk of life, as well as cleaner air, less congestion, and economic growth for communities. In this role, public transportation is cheerful, pro-active, forward thinking, confident, and civic-minded.

2. Public transportation provides solutions for everyday life by facilitating daycare, shopping and service options, with public transportation stations as a hub. In this role, public transportation is friendly, helpful, confident, tuned-in, and active.

3. Public transportation facilitates economic vitality in communities by creating public transportation opportunities for tourists, public transportation routes to beacon business development and employment, and public transportation for employees. In this role, public transportation is helpful, civic-minded, responsible, and progressive.

4. Public transportation is planning for the future by studying and responding to travel needs now and evolving new technology into workable, practical applications (e.g., using the Internet to track bus routes) for the future. In this role, public transportation is responsive, up-to-date, futuristic, and forward thinking.

5. Public transportation gives you control over improving air quality by providing a public transportation choice that removes thousands of pollution-causing cars from the road. When you support public transportation, you can feel that you are doing your part to contribute to this important issue. In this role, public transportation is caring, responsive, progressive, confident, and pro-active.

6. Public transportation is a safer, less stressful way to travel because it causes fewer cars to be on the road for accidents and provides for less congestion and frustration. In this role, public transportation is cheerful, relaxing, friendly, and smooth.

7. Public transportation provides mobility and freedom for people from all walks of life by providing a means to work, recreation, socializing, education, and medical care. In this role, public transportation is helpful, confident, friendly, and open.

8. Public transportation is a smart choice because it provides an efficient method of travel, while at the same time, reducing traffic congestion and air pollution. When you support public transportation, you can feel you are making a wise decision. In this role, public transportation is clever, resourceful, intelligent, and efficient.

9. Public transportation helps create more livable and likeable communities by providing easy ways to travel within these communities and, by the nature of the public transportation stations and facilities established, creates a charm that feeds the allure and spirit of that community. In this role, public transportation is charming, appealing, local, and spirited.

10. Public transportation is an important resource that binds close friends and family members, providing a way for them to spend time together and feel connected to those for whom they care most. In this role, public transportation is warm, concerned, caring, and neighborly.

11. Public transportation gives you the security you need to do what matters most. In planning the activities and events that are important to you, it is good to know that public transportation is there if you need it; if you were without a car, you could still count on carrying out your plans because of the existence of public transportation. In this role, public transportation is dependable, cooperative, accommodating, and supportive.

12. Public transportation gives time back to people to use in productive ways. Whether time on public transportation is spent relaxing, reading, making new friends, or getting more work accomplished, public transportation gives extra time to a time-starved society. In this role, public transportation is inspiring, helpful, supportive, and friendly.

Validating and refining these messages and developing appropriate target audiences was the focus of the qualitative and quantitative research described in the subsequent sections of this report.

8 RESEARCH METHODOLOGY

Overview

The overall objective of the primary research conducted for this project was to test the messages developed among the populations of interest. As the messages were considered to be "testable hypotheses," that is, suitable for testing but likely to be revised based on research input, and because these messages have been primarily developed from secondary research that is almost exclusively ridership-focused, a combination of qualitative and quantitative methodologies was implemented to accomplish these objectives.

Consistent with the VISTA framework, the qualitative research component was designed to further develop the emotional underpinnings (personal values) of perceptions of and attitudes toward public transportation. Moreover, the qualitative phase of research was also designed to elicit input on the messages in order to refine them prior to quantitative testing. The subsequent research phase was designed to quantitatively validate the messages, to determine ideal target audiences, and to determine which messages resonate with each target audience.

Qualitative Research: Triad Discussion Groups

Research Methodology Selected and Rationale

As stated in the Review of Philosophical Framework and Conceptual Approach section of this document, the research team's approach to communication strategy development is predicated upon the belief that effective messages "persuade by reason and motivate through emotion." Importantly, both the rational (attributes) and emotional (values) elements must be linked to the particular service or situation under study.

In the research team's experience with approximately two dozen nationwide industry image and communication campaigns, it was found that most existing research and information focuses on the attribute level, but is not specifically linked with motivating values. A review of existing public transportation industry research validates this result specifically for the image of public transportation. That is, although the values that are important to the American public are known and one can hypothesize about those that are relevant to public transportation, which of these values relate to the attributes of public transportation, the functional benefits of using public transportation, or the psychosocial consequences of these benefits are not known with certainty. Without the linkages between elements, one is unable to develop a model of consumer decision-making, incorporating both rational and emotional elements, with respect to public transportation. Therefore, a qualitative research phase was included in order to validate this information (currently based on the research team's hypotheses and experience) and to refine the emotionally based messages.

Triad Approach

The triad research approach involves the use of approximately three respondents in a small group qualitative discussion. The use of triads is based on a philosophy of consumer immersion, a philosophy of obtaining in-depth information by becoming immersed in a lengthy, detailed discussion with few respondents versus obtaining surface information by asking fewer questions of many respondents. The use of triads leverages the advantages of focus groups by retaining group dynamics, which encourage momentum and invite lively interaction, while still providing the depth and richness of a more personal one-on-one discussion.

The triad methodology is particularly conducive to values-based research approach (collecting the needed attribute, consequence, and values information) as experience indicates that respondents are more willing to discuss these topics in a small group setting than in a larger group. Furthermore, should a respondent have difficulty with the questioning, the moderator will have more time to resolve the issues and obtain valuable information. By contrast, in a focus group setting this information is often lost. In order to ensure adherence to values laddering protocol, key research team members—all trained in the VISTA^{TM} methodology—facilitated each triad discussion.

Sample Design and Selection

In selecting locations in which to conduct the triad discussions, the aim was to select areas that are diverse with respect to geographic location, system size, and population demographics. With these criteria in mind, triad discussions were conducted in the following areas:

- Champaign-Urbana, Greater Peoria, and Springfield, IL;
- Memphis and Nashville, TN;
- San Mateo and Santa Clara Counties, CA; and
- Philadelphia, PA.

Included in Appendix E is detailed informed on the population demographics of each area.

A specific listing with information regarding group types in each research location follows:

Table 5

ILLINOIS		TENNESSEE			CALIFORNIA	PENNSYLVANIA
Champaign-Urbana	**Peoria-Pekin**	**Springfield**	**Memphis**	**Nashville**	**San Mateo/ Santa Clara**	**Philadelphia**
1 User 1 Non-User	0 User 2 Non-User	0 User 2 Non-User	1 User 1 Non-User	0 User 2 Non-User	1 User 3 Non-User	1 User 3 Non-User
Small System	Small System	Small System	Medium System	Medium System	Medium System	Large System
Bus mode	Bus, rail modes	Bus mode	Bus mode	Bus mode	Bus, Commuter Rail modes	Bus, rail modes

A total of 18 triad discussion groups were conducted: four in the Memphis and Nashville areas (2 in each location), four in the Santa Clara/San Mateo County areas (2 in each location), and four in Philadelphia. Six discussions were conducted in the Champaign-Urbana, Greater Peoria, and Springfield area (two in each individual location). Past experience has shown that similar results begin to emerge when one has conducted approximately 12-15 triad discussions on the same topic. Therefore, the research team is confident that these 18 groups have provided the information required to refine the messages for quantitative testing.

In each of the four areas, the majority of triad groups were conducted with individuals who do not currently use public transportation and the balance with those who do (14 non-riders and 4 riders). As the objective was to understand how to enhance the image and visibility of public transportation, it is most important to focus on those individuals who are not currently experienced with public transportation. However, in order to learn from the experiences of those who have used public transportation, these individuals were also incorporated into the sample selection.

Screening Criteria

When recruiting respondents to participate in the triad discussions, the objective was to involve a broad cross-section of individuals as this allows for more diverse input. Therefore, individuals who represent a mix of demographic groups such as gender, age (21-74), education levels, income, and ethnic or racial heritage were recruited. A quota was set for ethnic/racial heritage to ensure representation from these groups; the quota fluctuated depending on the demographic make-up of the geographic area.

In addition, potential respondents were screened on their general favorability toward public transportation. It is known that a certain segment of the population is negatively pre-disposed toward public transportation, and it is not valuable to include these individuals in the triad discussions. As is standard industry procedure, potential respondents were also screened on past discussion group participation to ensure that "professional" respondents were not recruited. A

security screen was used to exclude individuals in market research and public transportation. A copy of the recruiting screener can be found in Appendix F.

Discussion Guide Contents

The triad moderator's guide was designed as outlined below. The discussion guide can be found in Appendix G.

- Introduction: This section introduces the topic, familiarizes respondents with the process and ground rules, and includes moderator and respondent introductions.
- Background/Context -- Commuting/Travel Choices: This section is designed to ease respondents into the discussion by having them talk about their personal public transportation choices as well as public transportation challenges facing their area/region. This discussion "sets the stage" for the balance of the discussion.
- General Impressions of Public Transportation: Objectives of this section are to elicit participants' general perceptions, images, and feelings toward public transportation, as well as learn about the terminology they use to describe public transportation. This section also includes a question on the personality characteristics and traits of public transportation: questions of this type provide respondents with the opportunity to think more creatively about the topic at hand and will provide a richer description of their current image of public transportation. [This information was used to refine the current Brand Force™ of public transportation.]
- Community and Personal Relevance of Public Transportation: In this section, one begins to understand both the rational and emotional elements that comprise one's perceptions of public transportation. As the research indicated that there are both societal and personal reasons that can potentially cause one to support public transportation, this section of the discussion was structured to encompass both.

  This section includes both positive and negative ladders for the relevance of public transportation to the region/area in which respondents' live as well as to each respondent, personally. The ultimate purpose of these laddering exercises is to understand all the reasons why strong public transportation systems are important. A hypothetical question and answer sequence follows:

  Moderator: You say that "better air quality" is one of the reasons why it is important to you that this region has a strong public transportation system. What is the benefit of "better air quality" to the region?

  Respondent: If we have better air quality in this area, people are better able to breathe and don't get sick as often.

  Moderator: And why is it important that "people are better able to breathe and don't get sick as often?"

Respondent: If people don't get sick from air pollution, they'll be more likely to stay in the area rather than move away. People who stay in the area for a long time form the basis of strong communities.

- Message Elements Importance vs. Performance: Section objectives are to understand the importance of individual message elements both to the community and individual. In order to collect the information necessary for an analysis of the equities and disequities of public transportation, a community's ability to provide these benefits is evaluated both within a context of a community that has a strong public transportation system as well as one that does not.
- Potential Public Transportation Messages: In this section, messages were evaluated and discussed in their entirety. Input on the messages that presented the most compelling argument in encouraging one in support of public transportation was gathered.
- Close: At the conclusion of the group, participants were asked to describe the ideal personality of public transportation. In an effort to understand the extent to which favorability toward public transportation is a personal issue or for the greater good, participants were asked to describe their reasoning.

A combination of individual paper and pencil exercises and discussion allowed moderators to gather the individual information necessary to build the consumer decision-making maps but also to take advantage of the discussion to add richness to the maps. Two hours per group were required.

All triad discussions were conducted at local field facilities (or hotels, if necessary) in each of the geographic areas.

Quantitative Research: Telephone Survey

Methodology Selected and Rationale

The purpose of the quantitative phase was to assess the effectiveness and impact of messages on improving the visibility and image of public transportation among key target audiences. As the objective of this research effort is to develop a communications strategy targeted to both national and regional audiences, the survey methodology must support this outcome. A quantitative telephone survey was not only the most time-efficient option, but also allowed the research team to capture and control the geographic and demographic variables of interest.

All 2,103 respondents interviewed in this study were members of a randomly selected nationwide sample of American adults, 18 years of age and older. Both riders and non-riders were included in the sample. Survey responses were gathered between December 3 and 28, 1999. Interviewers from the research team's telephone center in Orem, Utah conducted the interviews.

Sample Design

Interviews were only conducted in geographic areas with an existing public transportation system. In addition, only eligible public transportation systems were included in the sample. An eligible public transportation system is defined as one that offers any one or a combination of bus, commuter rail, light rail, and heavy rail services. Systems offering other public transportation options exclusively (demand response, vanpools, etc.) did not qualify. Public transportation system size was based on the total number of vehicles of qualified modes. Size categories correspond with APTA definitions: Small (100 vehicles or less), Medium (100-600 vehicles), and Large (600 vehicles or more). The 1997 National Public transportation Database was the source for all information on public transportation agencies.

Sample Selection

Two assumptions were made: First, given the small number of vehicles in Small systems, these systems primarily serve the city proper. Second, given the larger number of vehicles in Medium and Large systems, it is believed that these systems primarily serve both the city proper and the outlying areas.

As a result, geographic areas within the Small category were sampled according to zip codes included in each city's defined area. Geographic areas within the Medium and Large category were sampled according to the census definition for the Metropolitan Statistical Area (MSA).

Telephone numbers were randomly selected within each geographic area. Quotas were not set for each public transportation area within the region, rather, numbers were dialed evenly through the randomized sample so that results are proportional to the individual public transportation systems' contribution to the total within the size category and region.

Sample Stratification

Within each of the nine Census regions, a core of 200 interviews was completed, totaling 1,800 interviews nationwide. In addition, in order to account for the wide regional variation in terms of number of public transportation vehicles, an oversample of 300 interviews was conducted in the four geographic regions with the largest proportion of public transportation vehicles (East North Central, Middle Atlantic, Pacific, and South Atlantic). Therefore, the final sample size was set to be 2,100 and ended up being 2,103, with three additional interviews completed as quotas were filled.

The following table shows, by region, the number of completed interviews as well as the proportion, by region, of interviews conducted in each of the size categories. The proportion of completed interviews by size category is determined by the actual proportion of vehicles within that size category within a region. Additional interviews were conducted in each of the four largest regions (based on the number of eligible public transportation vehicles).

Table 6

Census Region	Core Sample Size	Additional Interviews	Total Completed Interviews	Margin Of Error	Large	Medium	Small
East North Central	200	58 (19.27%)	258	±6.1	154 (59.8%)	65 (25.2%)	39 (15.1%)
East South Central	200	0	200	±6.9	0 (0%)	116 (57.9%)	84 (42.1%)
Middle Atlantic	200	124 (41.42%)	324	±5.4	257 (79.4%)	48 (14.9%)	18 (5.7%)
Mountain	200	0	200	±6.9	108 (53.9%)	64 (31.9%)	28 (14.0%)
New England	200	0	200	±6.9	102 (51.1%)	37 (18.6%)	61 (30.3%)
Pacific	200	71 (23.72%)	271	±6.0	71 (26.3%)	149 (55.0%)	51 (18.7%)
South Atlantic	200	47 (15.58%)	247	±6.2	144 (58.6%)	62 (25.3%)	40 (16.1%)
West North Central	200	0	200	±6.9	0 (0%)	124 (61.8%0	76 (38.2%)
West South Central	200	0	200	±6.9	52 (26.2%)	112 (56.0%)	36 (17.8%)
	1,800	300	2,100	±2.1	890	778	432

As shown above, margins of error for regional analysis are between ± 5.4 and ± 6.9 at a 95% confidence level, and ± 2.1 at a 95% confidence interval nationwide.

The states included in each of the nine regions *[Figure 1]* are as follows:

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

East South Central: Kentucky, Tennessee, Alabama, Mississippi

Middle Atlantic: New York, New Jersey, Pennsylvania

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

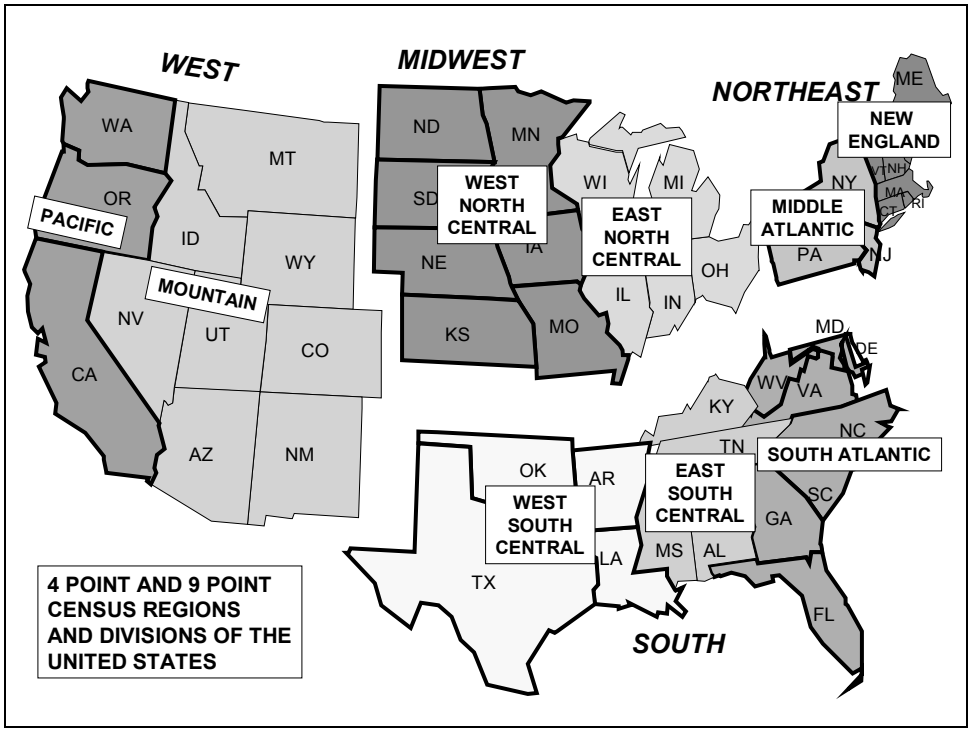
Pacific: Washington, Oregon, California

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

West South Central: Arkansas, Louisiana, Oklahoma, Texas

Figure 1



Sample Weighting

Total results are weighted to reflect the contribution of each geographic region (based on the number of eligible public transportation vehicles) to the total U.S. The weighting factors applied are as follows:

East North Central	15.47%
East South Central	1.54%
Middle Atlantic	33.26%
Mountain	4.31%
New England	4.75%
Pacific	19.05%
South Atlantic	12.51%
West North Central	2.53%
West South Central	6.58%

Approximately 15% of all interviews were independently validated for procedure and content. Completed interviews were edited and coded at the research team's Orem, Utah field facility. Statistical analysis and cross-tabulations were produced by the research team's own software and computer system.

Screening Criteria

Selecting and interviewing the correct individual is one of the most important steps in the interviewing process. Given that the project objectives were to increase visibility and image of public transportation among the general public, there was a need to understand the attitudes and opinions of the population overall. As a result, a nationally representative sample of Americans (limited to the eligible public transportation agencies) was surveyed. Furthermore, the sample sizes described above allowed for sufficient representation of key demographic groups on a regional and national level.

All interviews were conducted with adults aged 18 and over. A random selection procedure (for each respondent) was used on a household-by-household basis. Target quotas were set for key demographic variables (i.e., gender and ethnicity) to ensure adequate representation of these groups in the final sample.

Both riders and non-riders were included in the sample. The proportion of riders was monitored to ensure that this group was not proportionally too large.

Questionnaire Contents

The questionnaire used during the quantitative phase of research was designed to support the development of a strategic positioning to improve the image of public transportation and create an environment of support for public transportation among the general public around the country.

The flow of the questionnaire mirrors that of the triad discussion and is as follows (Questionnaire can be found in Appendix H):

- Background/Context: The section objective was to better understand the importance and relevance of public transportation issues vs. other leading community concerns.
- Public Transportation Choices: Section goals were to understand respondents' current mode of public transportation as well as to understand respondents' attitude toward public transportation vs. other modes of public transportation.
- Impressions/Awareness of Public Transportation: These questions were designed to elicit feelings and images of public transportation, as well as to understand the overall awareness of public transportation's offerings in the community/region where the respondent lives.
- Public transportation Usage: These questions provided a quick read of respondents' current use of public transportation services.
- Perceived Benefits of Public Transportation: This section was designed to understand the importance, on both a personal and community/area level, of perceived benefits of public transportation. In order to validate the equities and disequities of public transportation, a region's ability to provide these benefits is evaluated both in the context of having a strong public transportation system and not having a strong public transportation system.
- Assessment of Potential Public Transportation Messages: Section objectives were to understand the impact of each of the messages as well as gauge which ones present the most compelling arguments in support of public transportation.
- Demographics: These questions allowed the team to gather respondent-specific information to allow cross-tabulation analysis, segmentation, and target audience identification.

9 DETAILED FINDINGS

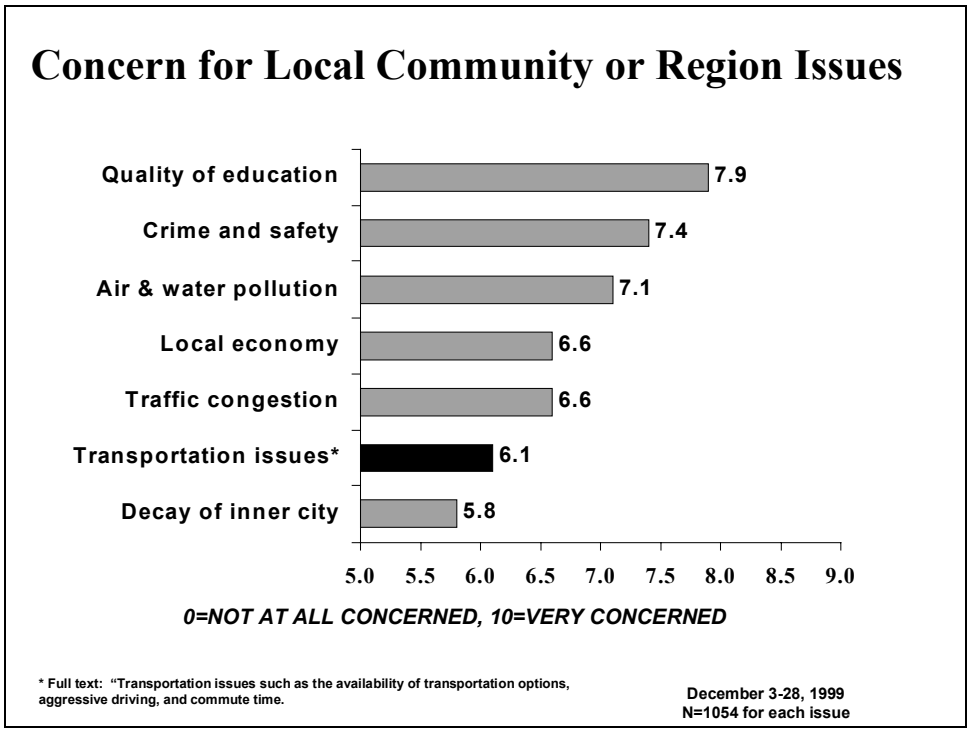
Relevant research results from both the triad discussions and the telephone survey are described on the following pages. Graphical displays of key regional results can be found in Appendix I.

Importance Of Transportation Issues And Public Transportation To Community

Concern Regarding Issues Facing Local Community

The American public does not place public transportation issues high on the public agenda. Other more burning issues like *education* (7.9 on a 1-10 scale), *crime and safety* (7.4), and *air and water pollution* (7.0) overshadow *public transportation issues* (6.1). *[Figure 2]*

Figure 2



It is important to note that most people are more concerned about *traffic congestion* (6.6) than *transportation issues* (6.1). In fact, in the Mountain and Central regions, people are more concerned about *traffic congestion* than *air and water pollution*. In the Pacific region people are more concerned about *traffic congestion* than *crime and safety*. *[Figure 3]*

Figure 3

Concern for Local Community or Region Issues

REGION

	Ttl.	EN Central	ES Central	Mid Atlantic	Moun-tain	New England	Pacific	South Atlantic	WN Central	WS Central
Quality of education	7.9	8.0	8.2	8.1	7.4	7.3	7.7	7.8	7.8	8.0
Crime and safety	7.4	7.4	6.9	7.7	7.1	6.2	7.0	7.6	7.4	8.0
Air & water pollution	7.1	7.0	6.5	7.3	7.1	6.5	7.2	6.9	6.4	7.4
Local economy	6.6	6.3	6.8	7.4	5.8	6.2	6.2	6.3	6.3	6.6
Traffic congestion	6.6	6.1	7.0	6.3	7.2	5.5	7.1	7.0	6.5	7.2
Transportation issues	6.1	5.7	5.5	6.0	6.5	5.1	6.4	6.5	5.8	6.9
Decay of inner city	5.8	5.8	5.7	6.0	5.5	5.4	5.6	5.5	5.9	6.0

December 3-28, 1999
EN Central=258; ES Central =200; Mid Atlantic=324;
Mountain=200; New England=200; Pacific=271;
South Atlantic=247; WN Central=200; WS Central=200

It is also important to note that the most informed and involved Americans (*Influentials* - about 22% of the total population) express greater concern over public transportation issues (6.6) than the general public (6.1). Influentials, however, express greater concern about every issue.

Regardless of whether one supports or does not support public transportation, or is a swing supporter, education, crime and safety, and air and water pollution are the issues about which they are most concerned. However, the more favorable one is toward public transportation, the more concerned one is about transportation and traffic congestion.

Not surprisingly, public transportation users (7.2), blacks (7.3), urban dwellers (7.0), non-whites (7.0), Hispanics (6.9) and people in households making $20K-30K (6.7) express the greatest concern over public transportation issues.

Favorability Toward Various Forms of Transportation

People lack positive feelings toward public transportation in general as well as towards specific modes of public transportation. Everyone loves driving his or her own car (8.4 on a 1-10 scale), but feel lukewarm toward public transportation (5.6), taking the bus (5.0) and rail (4.6).

Not surprisingly, public transportation users feel much more favorable toward public transportation (7.2 and higher for different types of public transportation users). In addition, the strongest supporters of public transportation tend to be people in Larger systems (5.8), urban dwellers (6.3), younger (6.4), lower income (6.2 among those with income below $30,000), students (6.7) and minorities (6.5 among African-Americans; 6.2 among other non-whites).

With regards to public transportation, familiarity clearly breeds greater favorability: people most familiar with public transportation rate it the highest (6.6) and people least familiar rate it lowest (4.5). Even at a rating of 6.6 among those familiar, feelings are tepid toward public transportation. Clearly, making everyone more familiar with public transportation will increase positive feelings and support for public transportation. By itself, however, increased familiarity may not be enough to elevate the image of public transportation to the level ultimately desired over the long run.

It is also important to note that public transportation (5.6) is clearly more positively perceived than the more specific modes of public transportation such as bus (5.0) or rail (4.6). Similarly, qualitative research revealed that "public transportation" is more positively interpreted than "mass public transportation."

Public Transportation Challenges and Importance

Triad respondents described the greatest public transportation challenges currently facing their communities. Top concerns include *road rage/aggressive drivers, lack of public transportation/poor routes, road construction,* and *safety*.

Four items top the list in Tennessee:

- *Road construction*
- *Aggressive driving*
- *Need more public transportation/better routes*
- *Congestion*

Philadelphia respondents cite *safety* and *crowded conditions* most often.

Several items are mentioned in Illinois (4 out of 5 are the same as the Tennessee items):

- *Construction*
- *Aggressive/poor drivers*
- *Pollution*
- *Limited routes and hours*
- *Congestion*

Northern California concerns include:

- *Too few stations/not open long enough*
- *Pollution*
- *Road rage*
- *Lack of space/land*

Public Transportation Choices

Given the previous results, it comes as no surprise that the form of transportation used most often by those surveyed is their own car (89%). Other transportation choices are much lower on the list[23]. *[Figure 4]*

Figure 4

Form of Transportation Used Most Often – REGION

	Ttl.	EN Central	ES Central	Mid Atlantic	Moun-tain	New England	Pacific	South Atlantic	WN Central	WS Central
Car/drive	89%	92%	91%	82%	94%	90%	90%	93%	97%	96%
Walk	25%	26%	19%	30%	20%	29%	27%	17%	18%	13%
Bus	15%	11%	8%	21%	11%	10%	17%	12%	8%	10%
Bike	12%	11%	4%	11%	16%	13%	17%	10%	9%	6%
Rail	10%	10%	0%	14%	2%	5%	9%	12%	3%	1%
Carpool	8%	7%	7%	6%	11%	7%	11%	7%	5%	7%
Motorcycle	3%	3%	3%	3%	2%	3%	3%	3%	3%	2%
Other	3%	2%	<1%	4%	<1%	3%	2%	3%	1%	3%

= 5% more than aggregate

= 5% less than aggregate

December 3-28, 1999
EN Central=258; ES Central =200; Mid Atlantic=324;
Mountain=200; New England=200; Pacific=271;
South Atlantic=247; WN Central=200; WS Central=200

As would be expected, there are clear differences with regard to the respondent's usual form of transportation and system size:

- Driving a car is the choice even more often by those living in Small (92%) and Medium (94%) system areas.
- Walking (29%), taking the bus (19%) and rail (14%) are forms used more often by those living in Large system areas.

Differences by geographic region are also found:

- Driving a car is more likely for EN Central (92%), South Atlantic (93%), Mountain (94%), WS Central (96%) and WN Central (97%) residents.
- Those in the Middle Atlantic region walk (30%), take the bus (21%) and use rail (14%) more often than others.
- Mountain and Pacific residents bike (16% Mountain, 17% Pacific) and carpool (11% Mountain, 11% Pacific) more than the aggregate.

[23] Respondents were allowed to provide more than one mode of transportation in response to this question. As such, results may overstate public transportation's actual market share.

Subgroup analysis reveals the following similar trends among bus and rail users:

- Bus use is highest among Asians (42%), Students (35%), African-Americans (34%), 18-24 year olds (33%), those in households making <$20K (33%), urban dwellers (30%), and non-whites (29%).

- Rail is a more common form of transportation among Asians (24%), Urban dwellers (20%), 18-24 year olds (16%), 18-34 year olds males (16%), African-Americans (16%), and non-whites (15%).

Awareness And Impressions Of Public Transportation

Availability Of Public Transportation

Although all respondents live within the boundaries of a public transportation system, only three-fourths of all respondents (78%; with 45% saying readily available and 33% saying somewhat available) perceive that public transportation is available in their community/region. This figure is similar among Influentials (74%). *[Figures 5, 6, Table 7]*

Figure 5

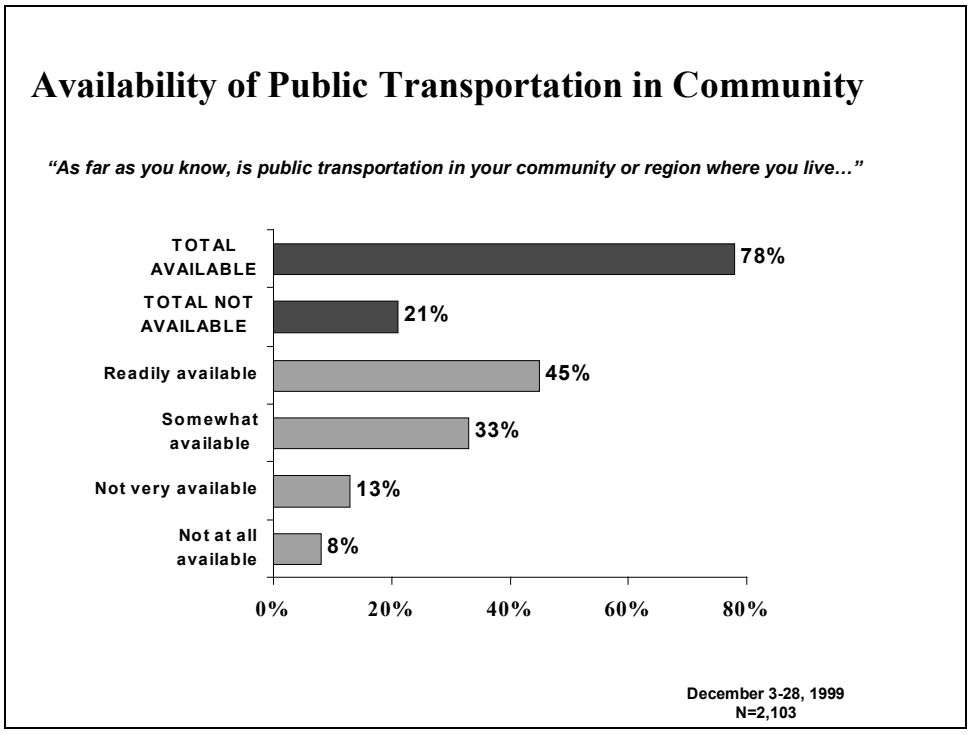


Figure 6

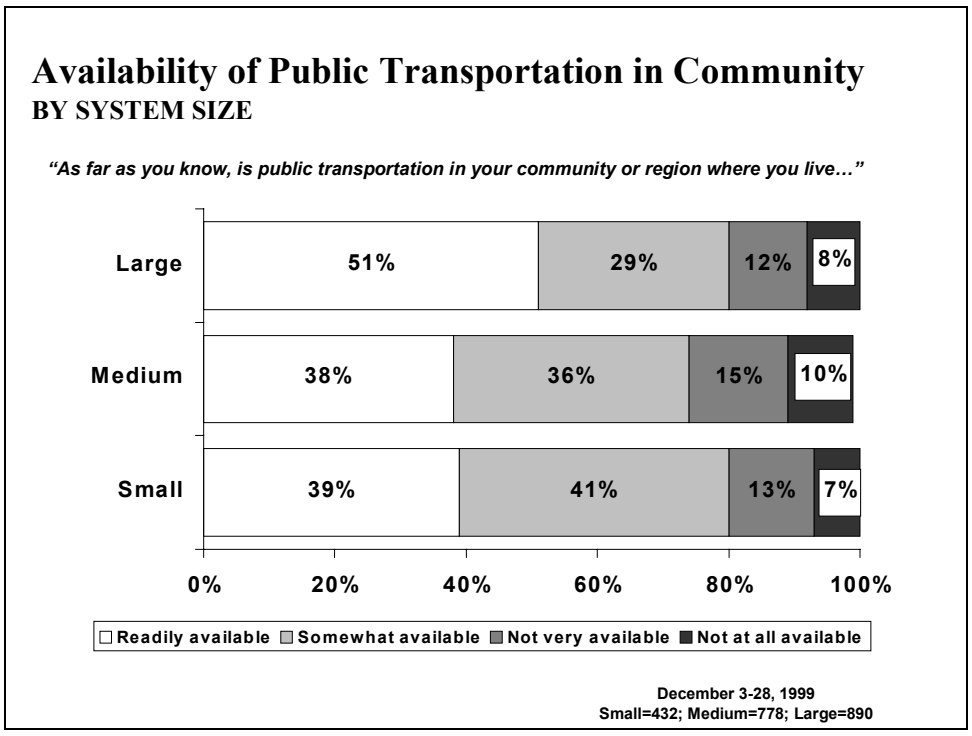


Table 7

Availability of Public Transportation in Community: By Region				
	Readily Available	**Somewhat Available**	**Not Very Available**	**Not At All Available**
WS Central	32%	38%	11%	17%
WN Central	34%	43%	13%	10%
South Atlantic	37%	33%	15%	14%
Pacific	47%	35%	13%	5%
New England	49%	32%	9%	9%
Mountain	39%	42%	12%	6%
Mid Atlantic	54%	27%	13%	6%
ES Central	35%	36%	17%	11%
EN Central	42%	34%	15%	9%
"As far as you know, is public transportation in your community or region where you live ..."				

Once again important variations by size of system and region are seen:

- Those in Large systems (51%) and those in the New England (49%) and Middle Atlantic (54%) regions are more likely to say public transportation is readily available.

- Those in Small systems (41%) as well as those in the WS Central (38%), WN Central (43%), Mountain (42%), and ES Central (36%) regions are more likely than the aggregate to say public transportation is somewhat available in their area.
- WS Central (17%) and South Atlantic (14%) respondents are more likely than the full sample (8%) to say public transportation is not at all available to them.

Use Of Public Transportation

Close to two-thirds (64%) of those surveyed have ever used the public transportation system within their community or region. [*Figures 7, 8, 9]*

Figure 7

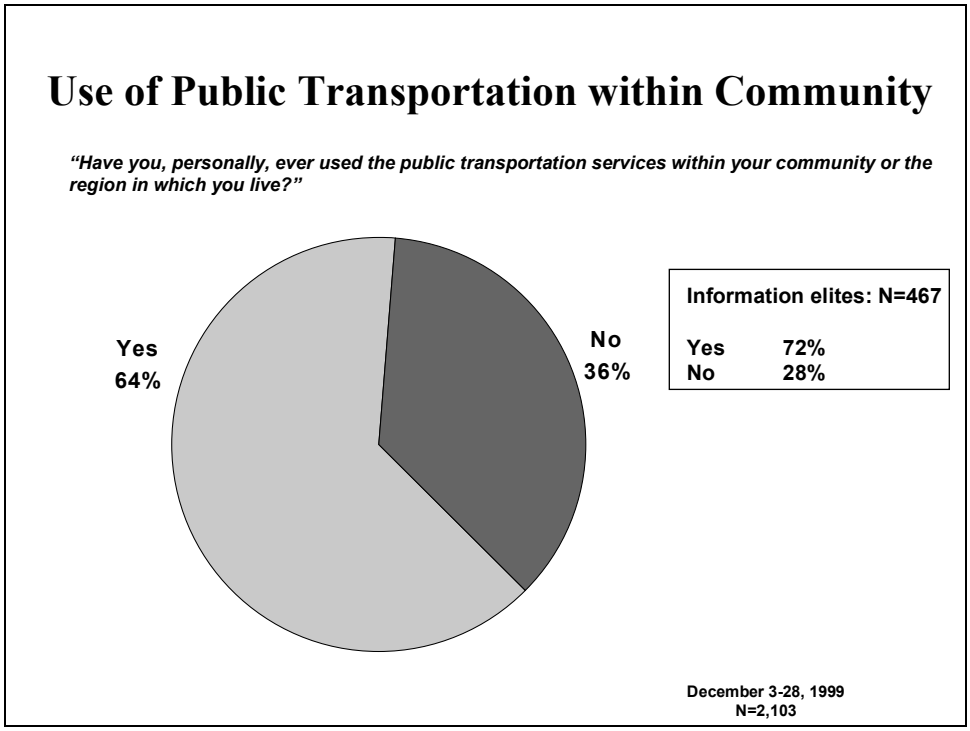


Figure 8

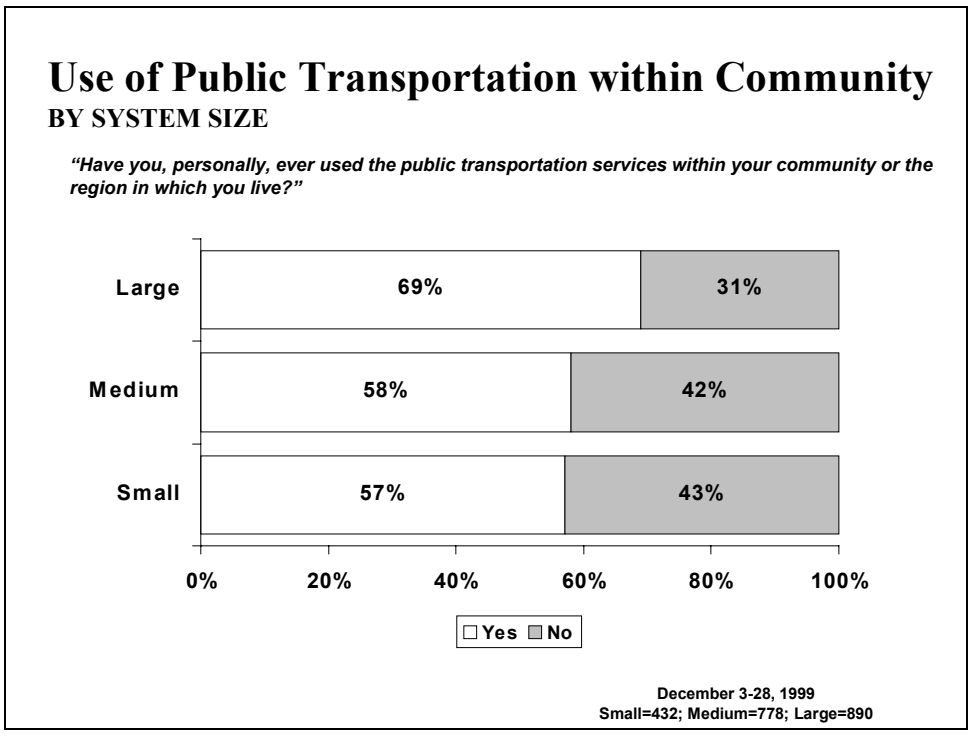
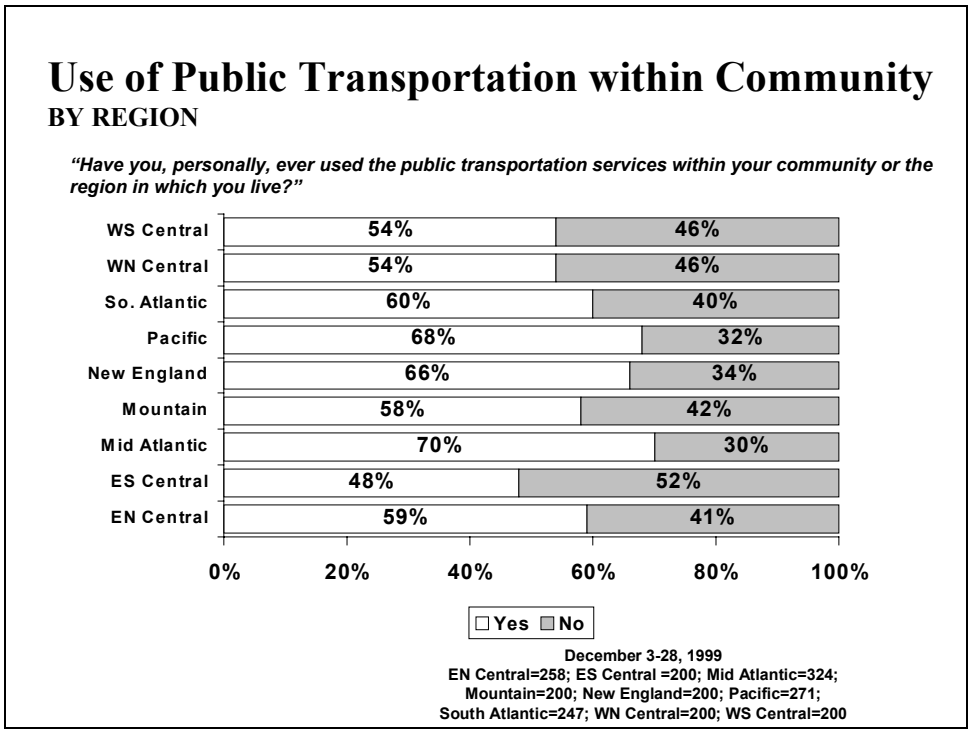


Figure 9



This figure is higher among the following key groups:

- Influentials (72%)
- Those in Large systems (69%)
- Middle Atlantic (70%), Pacific (68%) and New England (66%) residents

Looking at additional subgroups the following familiar trend is seen among those most likely to have used public transportation in their area:

- Asian 89%
- Student 83%
- African-Americans 81%
- 18-24 80%
- Urban 78%
- Non-white 78%
- Male 18-34 74%
- 18-34 72%
- <$20K 72%
- Hispanic 72%
- Single with no kids <18 72%
- Those who support public public transportation (8-10 rating on 1-10 scale) 72%
- Influentials 72%

Use Of Public Transportation In The Past Month

Those who have used public transportation in their area were asked how often they used it in the past month. Slightly more than half (54%) have not used public transportation at all in the past month. The remaining 46% are split fairly evenly across the scale. *[Figures 10, 11, Tables 8, 9]* Note: when calculated among the total population, not just those who say they have ever used public transportation in their community, it is found that 29% have used public transportation at least once in the past month. Twelve percent (12%) can be defined as regular users, or those that have used public transportation thirteen or more days within the last month.

Figure 10

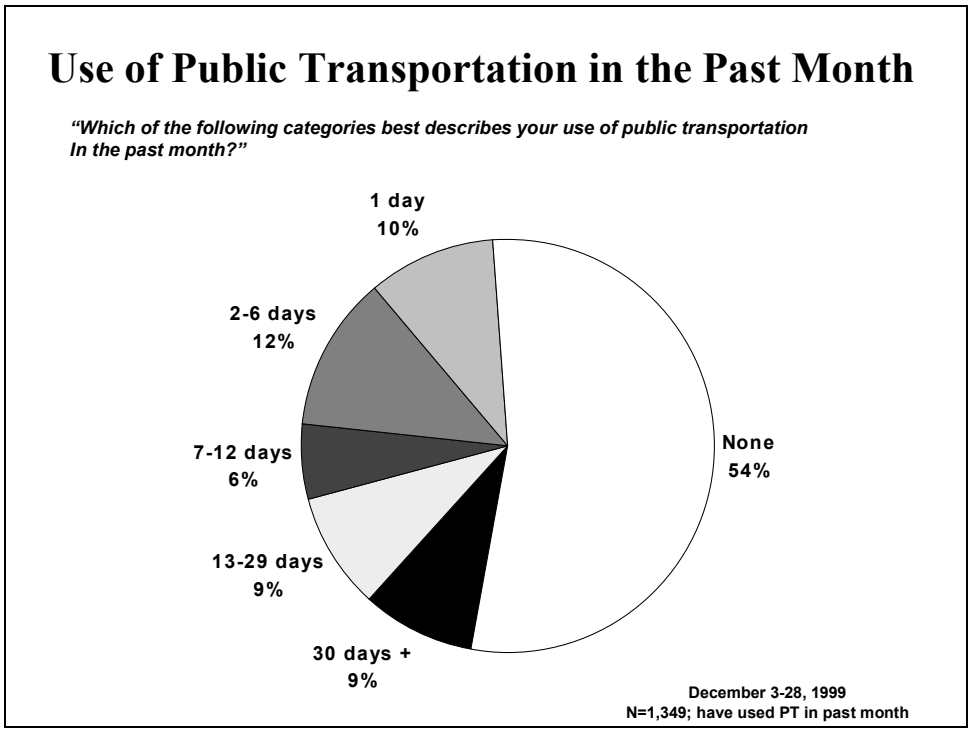


Figure 11

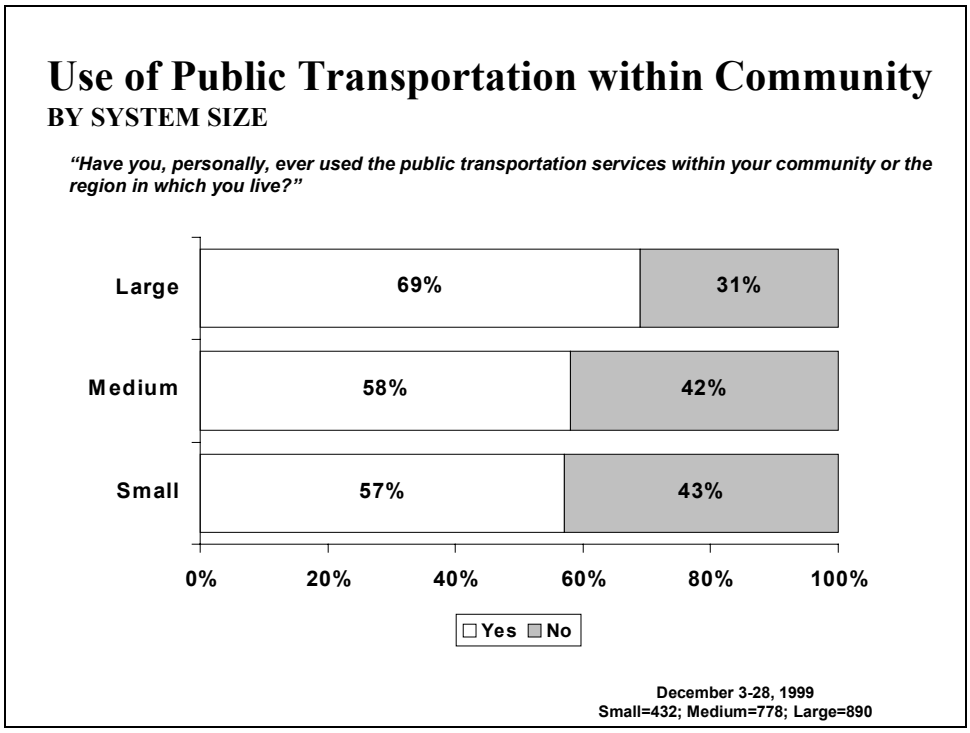

Use of Public Transportation within Community
BY SYSTEM SIZE
"Have you, personally, ever used the public transportation services within your community or the region in which you live?"
Large
69%
31%
Medium
58%
42%
Small
57%
43%
0%
20%
40%
60%
80%
100%
Yes
No
December 3-28, 1999
Small=432; Medium=778; Large=890

Table 8

Use of Public Transportation in the Past Month: By Region						
	None	1 Day	2-6 Days	7-12 Days	13-29 Days	30 Days+
WS Central	65%	8%	11%	6%	6%	5%
WN Central	63%	14%	9%	10%	-	4%
South Atlantic	54%	12%	12%	6%	8%	8%
Pacific	50%	11%	14%	10%	8%	8%
New England	56%	14%	15%	2%	5%	7%
Mountain	56%	15%	17%	4%	3%	3%
Mid Atlantic	48%	9%	10%	5%	14%	14%
ES Central	69%	8%	13%	2%	4%	5%
EN Central	65%	9%	11%	6%	5%	4%
"Which of the following categories best describes your use of public transportation in the past month?"						

Those in Medium (64%) and Small (70%) systems are more likely than the aggregate to have not used public transportation in the past month. This is also the case among WN Central (63%), WS Central (65%), EN Central (65%) and ES Central (69%) respondents.

Table 9

Public Transportation Market Share: By Region							
	Never	None	1 Day	2-6 Days	7-12 Days	13-29 Days	30 Days+
WS Central	46%	35%	4%	6%	3%	3%	3%
WN Central	46%	34%	8%	5%	5%	-	2%
South Atlantic	40%	32%	7%	7%	4%	5%	5%
Pacific	32%	34%	7%	10%	7%	5%	5%
New England	34%	37%	9%	10%	1%	3%	5%
Mountain	42%	32%	9%	10%	2%	2%	2%
Mid Atlantic	30%	33%	6%	7%	4%	10%	10%
ES Central	52%	33%	4%	6%	1%	2%	2%
EN Central	41%	38%	5%	6%	4%	3%	2%
"Which of the following categories best describes your use of public transportation in the past month?"							

The proportion of regular users (defined as those who have used public transportation at least 13 days in the past month) of public transportation by region is as follows:

- WS Central 6%
- WN Central 2%
- S. Atlantic 10%
- Pacific 10%
- New England 8%
- Mountain 4%
- Mid-Atlantic 20%
- ES Central 4%
- EN Central 5%

Familiarity With Public Transportation

Although 78% say public transportation is available in their area and 64% have used it at least once, just slightly more than half (55%) say they are familiar with public transportation services (22% very and 33% somewhat). Just less than half (44%) say they are not familiar, with nearly one-in-four (23%) saying they know nothing about the public transportation services in their area. *[Figures 12, 13, Table 10]*

Figure 12

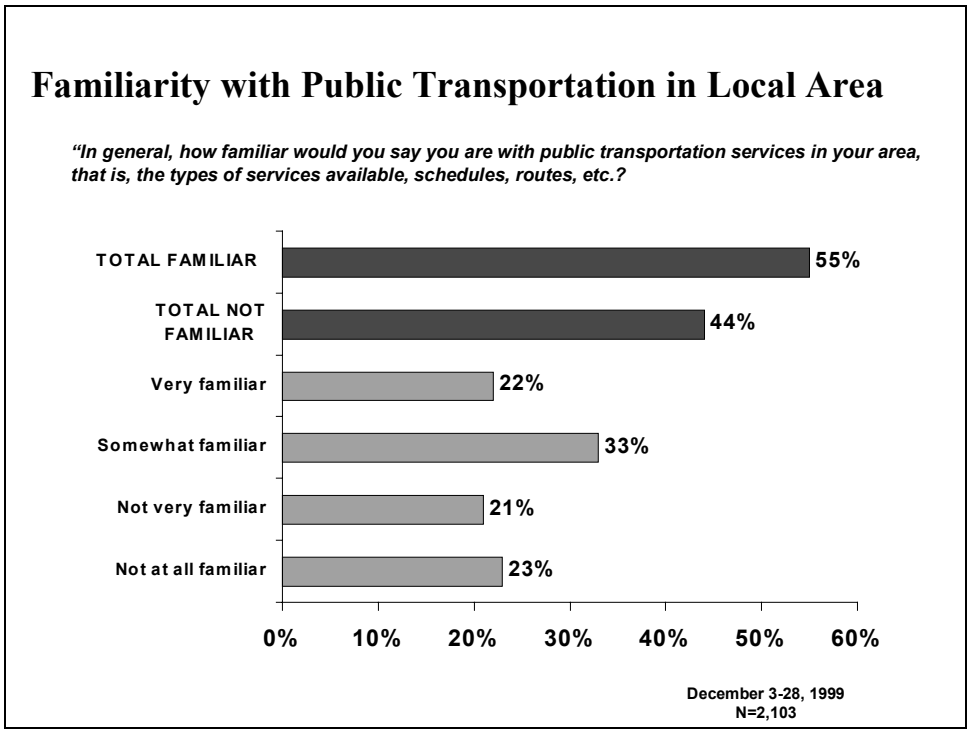


Figure 13

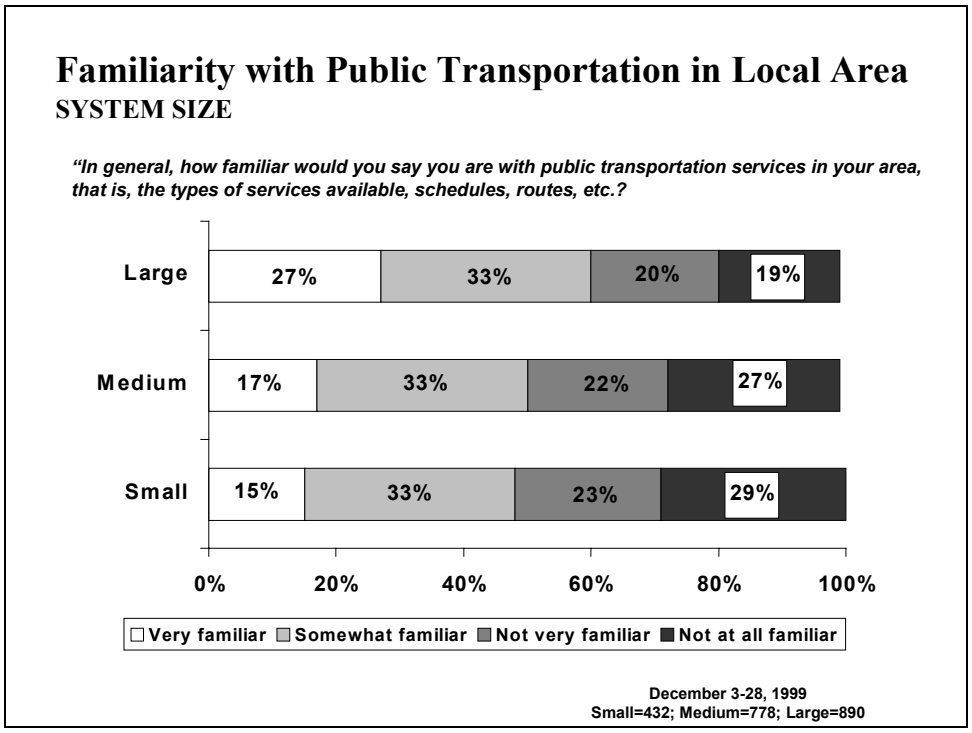


Table 10

Familiarity with Public Transportation in Local Area: By Region				
	Very Familiar	**Somewhat Familiar**	**Not Very Familiar**	**Not At All Familiar**
WS Central	14%	31%	23%	30%
WN Central	15%	30%	24%	31%
South Atlantic	21%	29%	24%	25%
Pacific	21%	35%	21%	23%
New England	18%	33%	25%	24%
Mountain	15%	35%	27%	21%
Mid Atlantic	29%	35%	17%	19%
ES Central	16%	27%	24%	33%
EN Central	19%	31%	22%	28%
"In general, how familiar would you say you are with public transportation services in your area, that is, the types of services available, schedules, routes, etc.?"				

This lack of familiarity accounts in large part for the lukewarm feelings toward public transportation.

Significant differences by size of system, region and Influentials are as follows:

- As would be expected, residents of Large systems are more likely to say they are very familiar with the public transportation in their area (27%). This is also true among Middle Atlantic residents (29%).
- Those in Medium and Small systems are more likely to say they are not familiar at all (27% Medium and 29% Large). This is similar among WS Central (30%), WN Central (31%), ES Central (33%), and EN Central (28%) respondents.
- When looking at the same information among Influentials, it is observed that Large (37%) and Medium (27%) system respondents are more likely than others to say they are very familiar with public transportation in their area.

Influentials in Medium systems are also more likely to say they are somewhat familiar (36%). Those in Small systems are understandably more likely to say they are not at all familiar with public transportation in their area (31%).

Terminology Used To Describe Public Transportation

Triad participants named the types of services people use to get around other than a personal car. *Bus* received the most responses overall and was mentioned most frequently in three out of the four regions in which groups were held. Other common answers included *bicycle, cabs/taxi, train*, and *walking*. Four respondents mentioned *public transportation*. The following table outlines all responses to this question. The form of public transportation mentioned most often in each area is bolded and italicized:

Table 11

	Total	***TN***	***PA***	***IL***	***CA***
Bus	***15***	***4***	1	***6***	***4***
Bicycle	9	1	1	5	2
Cabs/Taxi	7	1		5	1
Train	6	***4***	1		1
Walk	6	2	1	3	
Public transportation	4		***2***	1	1
Subway	3	2	1		
Skates/rollerblades	3		1	2	
Trolley	2	2			
Helicopter	2	1	1		
Airplane	2	2			
Public transit	2		***2***		
Cars	2		1	1	
Motorcycle	2			1	1
BART	2				2
Tram	1		1		
Trolley	1		1		
Modes of public transportation	1		1		
School bus	1			1	
Truck	1			1	
Van	1			1	
Mass transportation	1			1	
Medi-vans	1			1	
Ferry	1				1
Light rail	1				1
County transportation	1				1
Carpool	1				1

The qualitative research explored public reaction to different words: "public," "mass," "transit," and "transportation." In general, "public," "transportation," and "transit" are viewed relatively positively while "mass" is viewed negatively. "Public" conjures up images of something that is for everybody and that anyone can use. "Mass," however, makes people think *of huge numbers of people crowded together*. "Transit" is viewed as *something modern and efficient,* and *large in scale*. "Transportation" is viewed as *more local* and *encompassing any means of getting around*.

Table 12

	TN	PA	IL	CA
Public	-Limited -Availability -Diverse -Smaller -Community	-For everybody -Everybody using it -Free for those without cars -For everybody -Run down -For everybody, no restrictions	-Includes more people -Anyone can use it -Sit next to strangers -Same as mass -Open, could be a lot of people	-Other ways to get around besides car -Widespread general
Mass	-Numbers of people -Cosmopolitan -More people served -Larger -Big Quantity	-Greater numbers, impersonal -Large area, confusing -Traffic jam, modern, up-to-date -Mess of people, too big	-Exclusive to a certain group of people -Chaotic, more people using it -Moving lots of people -Big group, crammed together -More limited	-Peak hours, masses -More global
Transit	-Large -City wide -Rails/train	-Subway/train -Clean, efficient, modern -Positive -Moving people -More with it, modern -Seems faster	-Longer distance -In the public domain -Empty term -Think of buses -One specific type	-BART -City/government
Transportation	-More local -Availability -Takes you further -Faster	-Old fashioned -Choice -Takes longer to say -Way of getting around	-Any kind of public transportation -Better, used to hearing it more -Moving people and objects -Car	

Top-Of-Mind Impressions of Public Transportation

Likes

People like public transportation because it is *inexpensive* (18%), *convenient* (17%), *good for the environment* (12%), and *reduces congestion* (9%). Influentials put greater emphasis on the fact that it is *inexpensive* (21%) and *good for the environment* (18%).

Although there are no significant differences in opinion by system size, there are differences by region:

- *Inexpensive* is mentioned more often by WN Central (26%), New England (24%), Mountain (23%), and EN Central (22%) residents.
- Those in the ES Central (20%) and EN Central (20%) regions are more likely than the aggregate to mention *convenience*.
- *Good for the environment* is popular among Pacific (17%), New England (15%), and especially Mountain (28%) participants.
- *Reduces congestion* is a response offered more often by those in the South Atlantic (13%), Pacific (17%), and Mountain (19%) areas.

Typical examples of verbatim comments for the top three public transportation "likes" are shown below:

1. Inexpensive – 18%:

The price, I don't think it's that bad of price for what they are getting out of it.

It's cheaper than using your own private vehicle. It's less expensive.

I would say the cost is reasonable.

Lower and middle-income people can have affordable public transportation if needed.

2. Convenience – 17%:

It's convenient. They come right within a block of your door.

It is very convenient for people that don't have cars.

The fact that it could be convenient if there was more of it.

The convenience of just being able to get in and just go.

3. Good for the environment – 12%:

Its ability to cut down on pollution.

I don't have to contribute to the pollution.

It transports a greater number of people in one trip. Less amount of people traveling in cars, which would mean less amount of pollution.

It's good for the environment. If more people could use it, there'd be less pollution.

Less pollution and other things. The pollution that is caused is bad.

Dislikes

Principal reasons for not liking public transportation include *time consuming* (20%), *lack of availability/access* (18%), *inconvenient schedules* (16%), and *crowded* (16%). Secondary reasons include *inconvenient* (10%), *crude drivers/passengers* (8%), *unsafe* (8%), *expensive* (8%), and *dirty buses* (7%). Influentials put greater emphasis on *lack of availability/access* (23%), *inconvenient hours* (22%), *crude drivers/passengers* (10%), and *dirty buses* (10%).

In the case of public transportation dislikes, differences are seen in both size category and region.

- Residents in Small systems are more likely than most to say public transportation is *time consuming* (23%), *lacks availability/access* (23%), *inconvenient hours* (21%), and is *inconvenient in general* (15%).
- Those in Medium system areas are more likely to say public transportation is *slow/takes too long* (10%).
- Those in Large system areas dislike *crowding* (21%) more than the aggregate.

In terms of region, the following answers are given more often than by the aggregate:

- EN Central: *Lack of availability/access* (21%), *inconvenient general* (15%), *unsafe* (11%)
- ES Central: *Lack of availability/access* (33%), *inconvenient general* (23%)
- Middle Atlantic: *Inconvenient hours* (19%), *crowded* (27%), *expensive* (11%)
- Mountain: *Lack of availability/access* (23%), *inconvenient hours* (21%)
- New England: *Inconvenient hours* (22%), *Nothing/general positive* (11%)
- Pacific: *Crude drivers/passengers* (13%), *unsafe* (12%), *Don't use it* (10%)
- South Atlantic: *Inconvenient hours* (21%)
- WN Central: *Time consuming* (25%), *crude drivers/passengers* (12%), *unsafe* (13%)
- WS Central: *Unsafe* (11%)

Examples of verbatim responses are listed below:

1.Time consuming – 20%:

Sometimes you have to wait a long time. If you missed the bus, you may have to wait 40 minutes for the next one.

Being with other people in the car, and all the stops buses make and stuff. The time, they take long.

They'll be at a stop too long, or just be behind schedule.

Never on time. Having to stand out in the weather waiting for whatever it is you're waiting for, rail, bus, whatever.

Sometimes you have to wait on the train. Sometimes you're late. They control the time. You leave early to get there but something goes wrong.

The way you have to wait if you miss the bus. I don't take it often, but if I go into Pittsburgh I do. I hear old people complaining that they have to wait.

2. Lack of availability/access – 18%:

In all communities there isn't enough, where I live if I didn't drive I wouldn't be able to get around.

Be able to get anywhere. We don't have any public transportation here.

It should be more available, but our town is small.

Doesn't go where I need to go, not many diversified routes, not enough routes. I've taken public transportation in other cities, not here.

I wish that there were more trains and buses, more service.

Lack of freedom. The availability is very limited.

It's not available to me.

3. (tie) Inconvenient service hours/schedules – 16%:
It's not going where I am going when I want to go there.

Inconvenience of times.

Around here, it isn't run every day.

The hours that the buses run, it's inconvenient to use.

3. (tie) Crowded – 16%
Crowds during the daytime

Too many people. Kids crying here and there. Just hectic.

Too crowded. You have to stand up.

Crowded. See who you're sitting by.

Personification Of Public Transportation

An exercise designed to "personify" public transportation was conducted among triad participants. Participants were asked to think about their impressions of public transportation in general, and describe this system using human characteristics and qualities.

Descriptions were mostly negative in all locations except Tennessee. Typical negative remarks describe public transportation as *old, smelly, dirty,* and *unreliable*. Almost all who specify gender say public transportation is *male*.

Tennessee

Male

Clean

Safe

Comfortable

Reliable, predictable, dependable

Well-known, been around a long time

Sometimes lets you down

Philadelphia

Old-fashioned, aging

Smelly, dirty, not clean

Undependable, unreliable, late

Chicago

Male

Worn out, tired

Unfriendly, rude

Middle-aged or older

Smelly, stinky

Unkempt, poor dresser

Busy

Friendly

California

Elderly, old

Plain, boring

Big fat lady, big loud male

At the end of each triad discussion session, respondents described public transportation again, this time they were asked to describe a strong public transportation system, again using human characteristics and qualities.

As shown below, responses are much more positive than before, with the aggregate describing someone *young, active, strong, reliable* and *helpful*.

Tennessee

Reliable, dependable

Old friend, family member

EMT, fireman, doctor

Philadelphia

Happy

Nice, kinder, pleasant, considerate

Even-keeled

California

Young

Strong

Helpful

Caring, friendly

Chicago

Even-tempered, patient

Efficient, on-time, punctual

Active, great deal of pep, pizzazz

25 years old

Friendly, smiling, happy

Business suit, attire, well-dressed

Clean

Strong

Caring

Priority Of Messages

The most effective messages meet important criteria:

- It must be an important and relevant concern,
- It must be a distinguishing characteristic of public transportation, and
- It must be linked to strong personal values and emotions.

To prioritize message components, quantitative research first assessed the importance of each component to the respondent and the region where they lived. Second, research assessed the degree to which each component was a strength in a community with public transportation as compared to a community without public transportation. Third, qualitative research identified the means by which each of these potential message components engaged the personal values of non-riders.

Importance of Various Issues to Region

Respondents rated twelve different items on importance of the item to them personally as well as to the region in which they live:

- *Spending more time with friends and family* and *Having mobility and freedom* are rated highest on the 1-10 importance scale (both 8.9).
- In second place are *Making roads, highways, and public transportation safer for all drivers and commuters* and *A better or improved quality of life* (both 8.8).
- Third place items include *Cleaner air* and *Having more time to do the things you want to* (both 8.6).

A full list of mean scores for all items is shown below:

Table 13

Item	MEAN
Having mobility and freedom to do what you most want to do.	8.9
Spending more time with friends and family members or those people you care about the most.	8.9
Making roads, highways, and public transportation safer for all drivers and commuters.	8.8
A better or improved quality of life.	8.8
Cleaner air.	8.6
Having more time to do the things you want to do.	8.6

Item	MEAN
Easy access to the things you need in everyday life such as work, shopping and daycare	8.5
Providing opportunities for people from every walk of life.	8.5
Building community spirit and making your community more livable.	8.2
Having lots of choices and options available.	8.2
Less traffic congestion.	8.1
Economic growth and development in your community.	7.6

Spending more time with friends and family is the most important item among Influentials, all three system sizes and in all but two regions. *Having mobility and freedom* is tied for first place between Medium and Large system respondents as well as among ES Central, Mountain, and WS Central respondents. It is in second place with all others.

Impact of Public Transportation on Key Issues: Distinguishing Characteristics of Public Transportation

After respondents rated the importance of the twelve items, they rated the performance of these same items between two community types: one WITH public transportation and one WITHOUT public transportation. Results show Americans believe that communities WITH public transportation do better on all twelve of the benefit criteria tested. The following table shows performance mean scores for each item as well as the difference score (community with item minus community without item):

Table 14

	COMMUNITY WITHOUT PUBLIC TRANSPORTATION	COMMUNITY WITH PUBLIC TRANSPORTATION	DIFFERENCE SCORE
Provides lots of public transportation choices and options.	4.2	8.2	4.0
Provides easy access to things its residents need in everyday life, such as work, daycare, and shopping.	4.7	8.4	3.7
Provides opportunities for people from every walk of life.	4.6	8.3	3.7

	COMMUNITY WITHOUT PUBLIC TRANSPORTATION	COMMUNITY WITH PUBLIC TRANSPORTATION	DIFFERENCE SCORE
Provides residents with the mobility and freedom to do what they most want to do.	4.7	8.1	3.4
Dramatically reduced traffic congestion.	4.6	7.7	3.1
Makes roads, highways, and public transportation safer for all drivers and commuters.	5.0	8.1	3.1
Has strong economic growth and development.	4.8	7.8	3.0
Builds a sense of community and makes the community more livable.	4.9	7.8	2.9
Its residents have a good quality of life.	5.3	8.0	2.7
Has a cleaner environment or has less pollution.	5.2	7.9	2.7
Allows one to spend more time with friends and family, or those people they care about the most.	5.1	7.8	2.7
Ensures that residents have more time to do the things they want to.	4.9	7.6	2.7

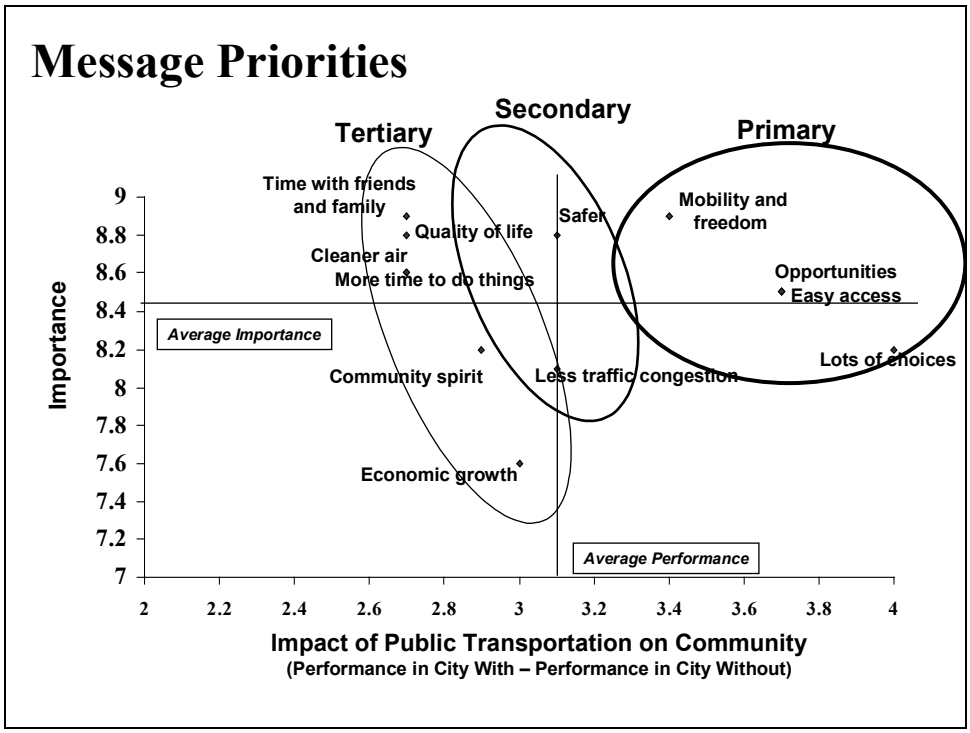
Having lots of choices and options available has the highest (negative) difference score among Influentials (4.2) and all three system sizes (Small 3.8, Medium 4.0, Large 4.1). It also has the highest difference score in all regions except ES Central and WS Central. Respondents obviously feel that residents in communities without public transportation have fewer choices available to them.

Provides easy access to things its residents need in everyday life, such as work, daycare, and shopping and *Provides opportunities for people from every walk of life* are secondary and tertiary items among almost all subgroups— i.e., communities without public transportation are clearly lacking in these areas as well.

The combination of public transportation's impact on the community (based on the difference score) and the importance of each issue provide a more comprehensive assessment of the strength

of each issue. Issues falling near the upper right quadrant of Figure 14 identify those that are the most important and most distinguishing characteristics of public transportation.

Figure 14



Based on both the importance of different themes and the comparative benefit of these themes in communities with and without public transportation, the most powerful messages build on the following themes:

- Having lots of ***choices and options*** available;
- ***Easy access*** to things you need in everyday life;
- Providing ***opportunities for people from every walk of life***; and,
- Having ***mobility and freedom*** to do what you most want to do.

Regional Message Priorities

In an effort to help guide regional thinking, message priorities, those messages that resonate with residents of the region, are shown in Figures 15-23. Message priorities are based on the combination of public transportation's impact on the community (based on the difference score) and importance of each issue. Priorities, those messages that are both personally important and a distinguishing characteristic of a community with public transportation, are shown in the upper right quadrant.

Across all regions, there are four common message priorities:

- Having lots of ***choices and options*** available;
- ***Easy access*** to things you need in everyday life;
- Providing ***opportunities for people from every walk of life***; and
- Having ***mobility and freedom*** to do what you most want to do.

Figure 15

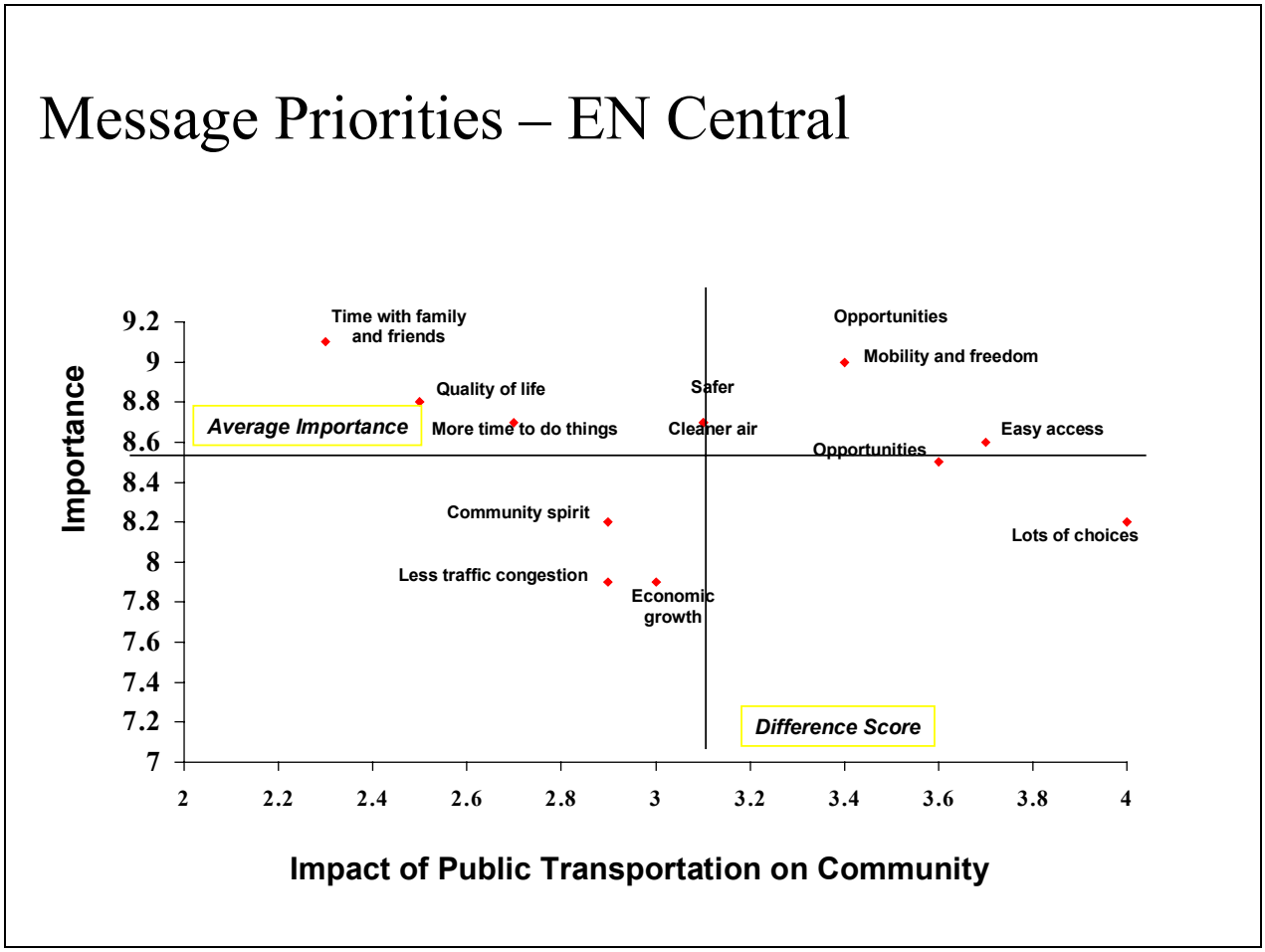


Figure 16

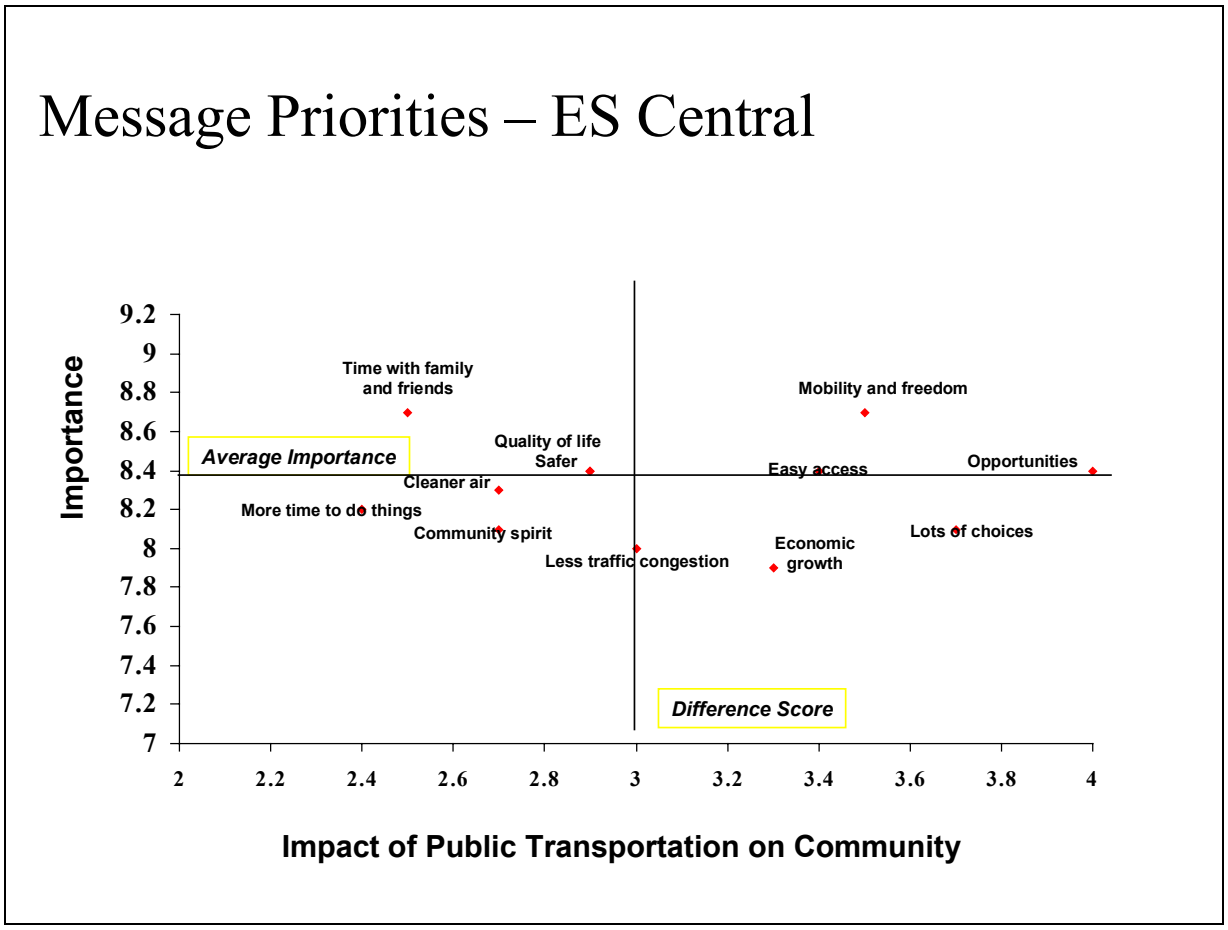

Message Priorities – ES Central
Importance
9.2
9
8.8
8.6
8.4
8.2
8
7.8
7.6
7.4
7.2
7
2
2.2
2.4
2.6
2.8
3
3.2
3.4
3.6
3.8
4
Time with family and friends
Mobility and freedom
Quality of life
Safer
Average Importance
Easy access
Opportunities
Cleaner air
More time to do things
Community spirit
Lots of choices
Economic growth
Less traffic congestion
Difference Score
Impact of Public Transportation on Community

Figure 17

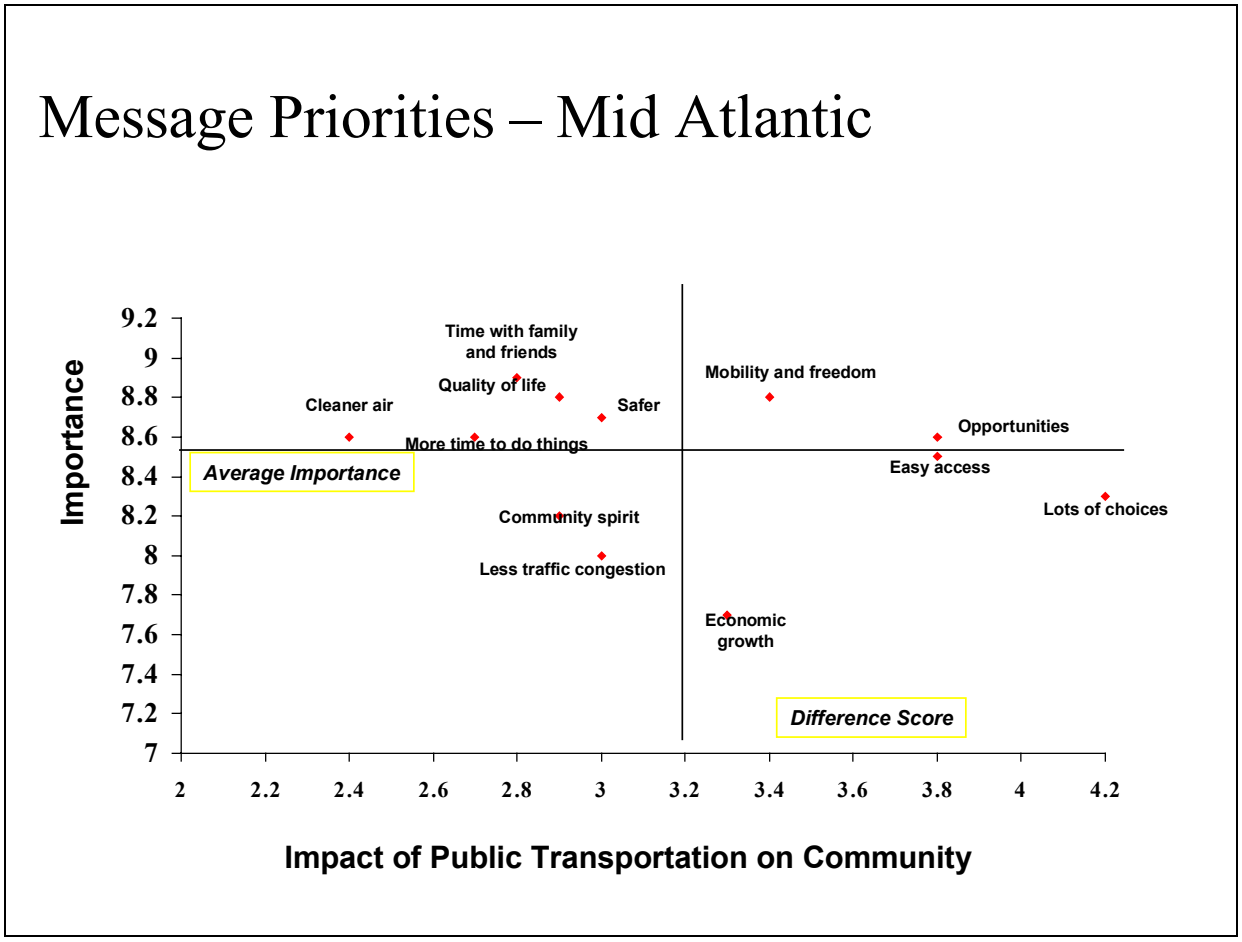

Message Priorities – Mid Atlantic
Importance
9.2
9
8.8
8.6
8.4
8.2
8
7.8
7.6
7.4
7.2
7
Time with family and friends
Quality of life
Cleaner air
Safer
More time to do things
Mobility and freedom
Opportunities
Easy access
Lots of choices
Community spirit
Less traffic congestion
Economic growth
Average Importance
Difference Score
2
2.2
2.4
2.6
2.8
3
3.2
3.4
3.6
3.8
4
4.2
Impact of Public Transportation on Community

Figure 18

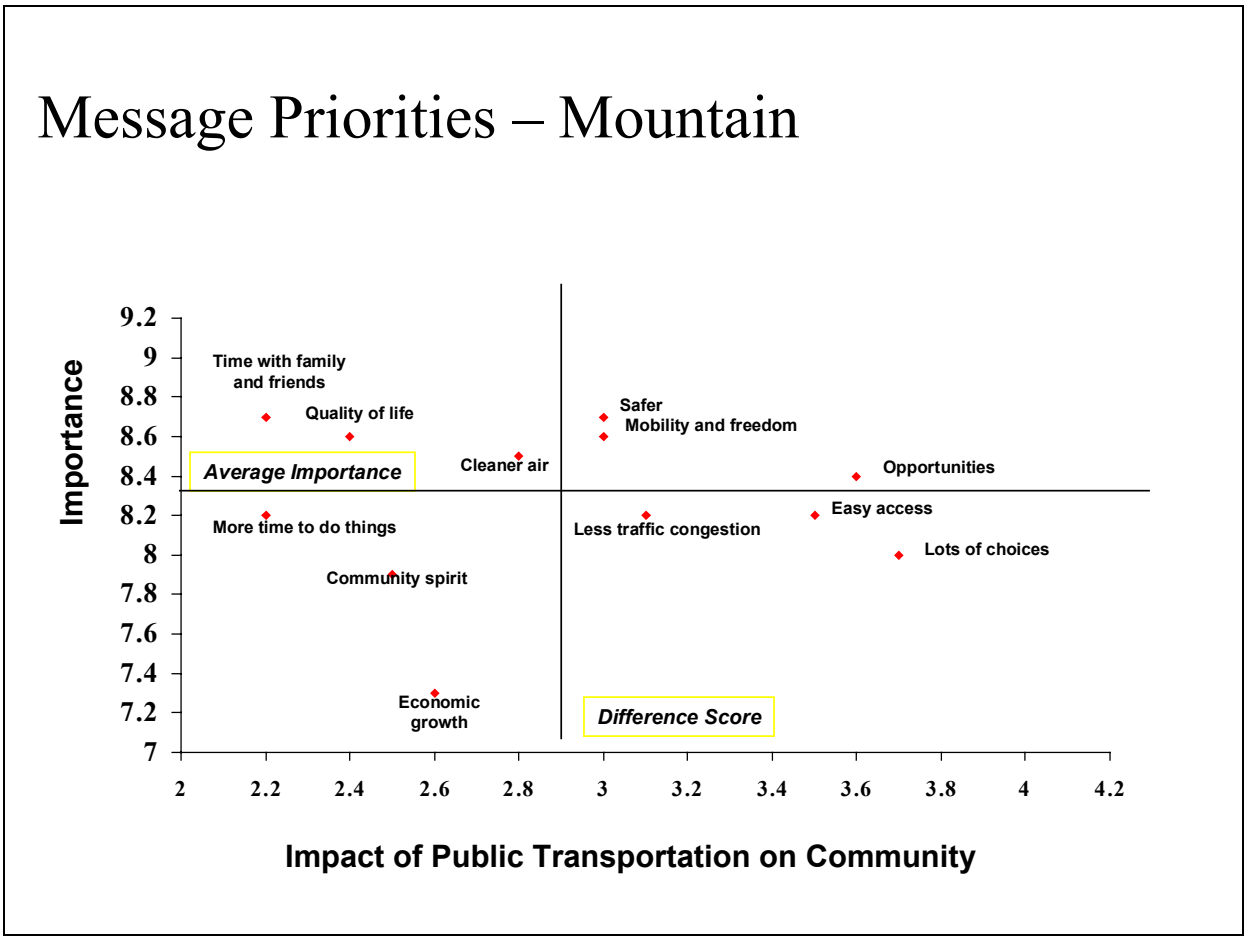

Message Priorities – Mountain
Importance
9.2
9
8.8
8.6
8.4
8.2
8
7.8
7.6
7.4
7.2
7
Time with family and friends
Quality of life
Average Importance
Cleaner air
Safer
Mobility and freedom
Opportunities
Easy access
More time to do things
Less traffic congestion
Lots of choices
Community spirit
Economic growth
Difference Score
2
2.2
2.4
2.6
2.8
3
3.2
3.4
3.6
3.8
4
4.2
Impact of Public Transportation on Community

Figure 19

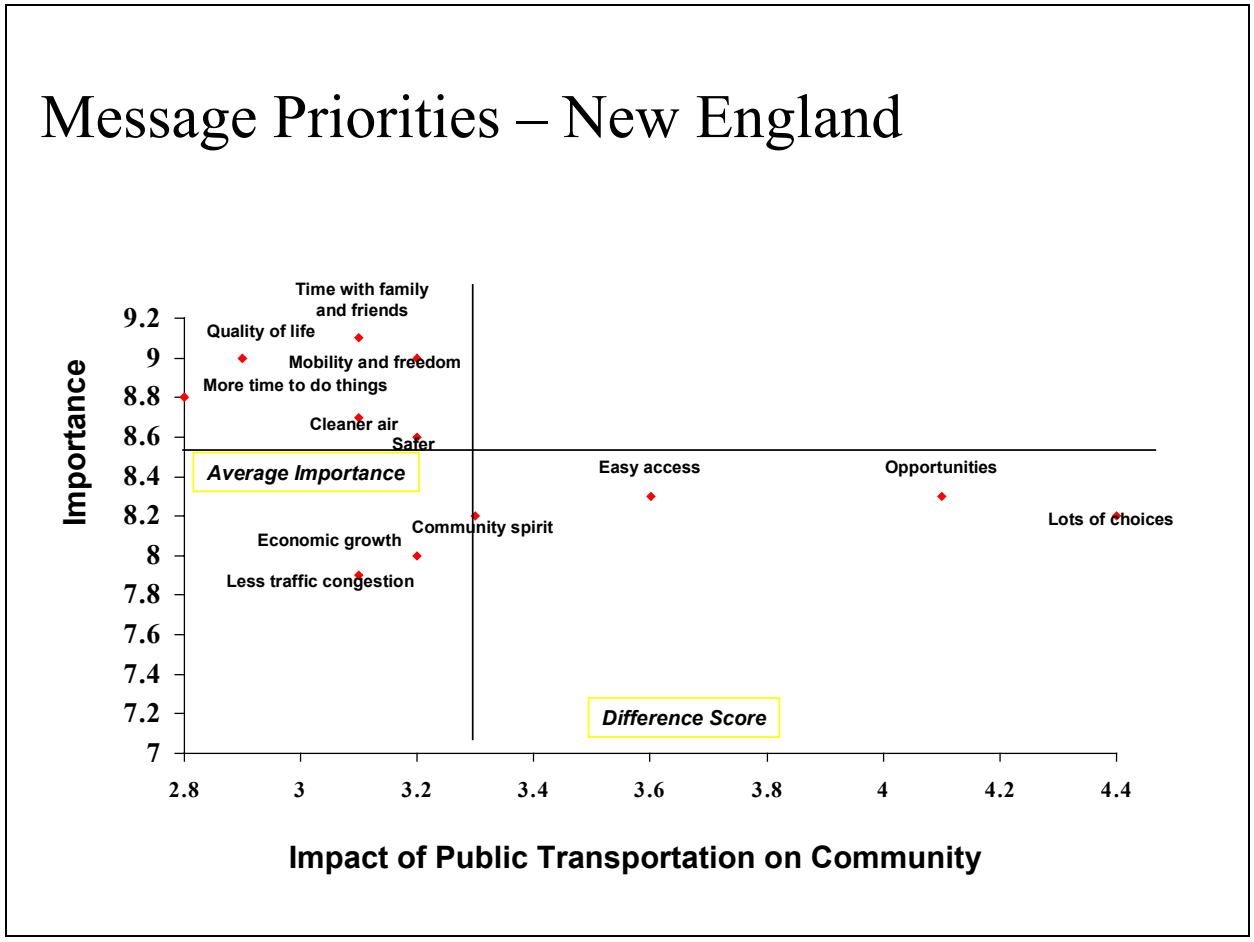

Message Priorities – New England
Importance
9.2
9
8.8
8.6
8.4
8.2
8
7.8
7.6
7.4
7.2
7
2.8
3
3.2
3.4
3.6
3.8
4
4.2
4.4
Time with family and friends
Quality of life
Mobility and freedom
More time to do things
Cleaner air
Safer
Average Importance
Easy access
Opportunities
Lots of choices
Community spirit
Economic growth
Less traffic congestion
Difference Score
Impact of Public Transportation on Community

Figure 20

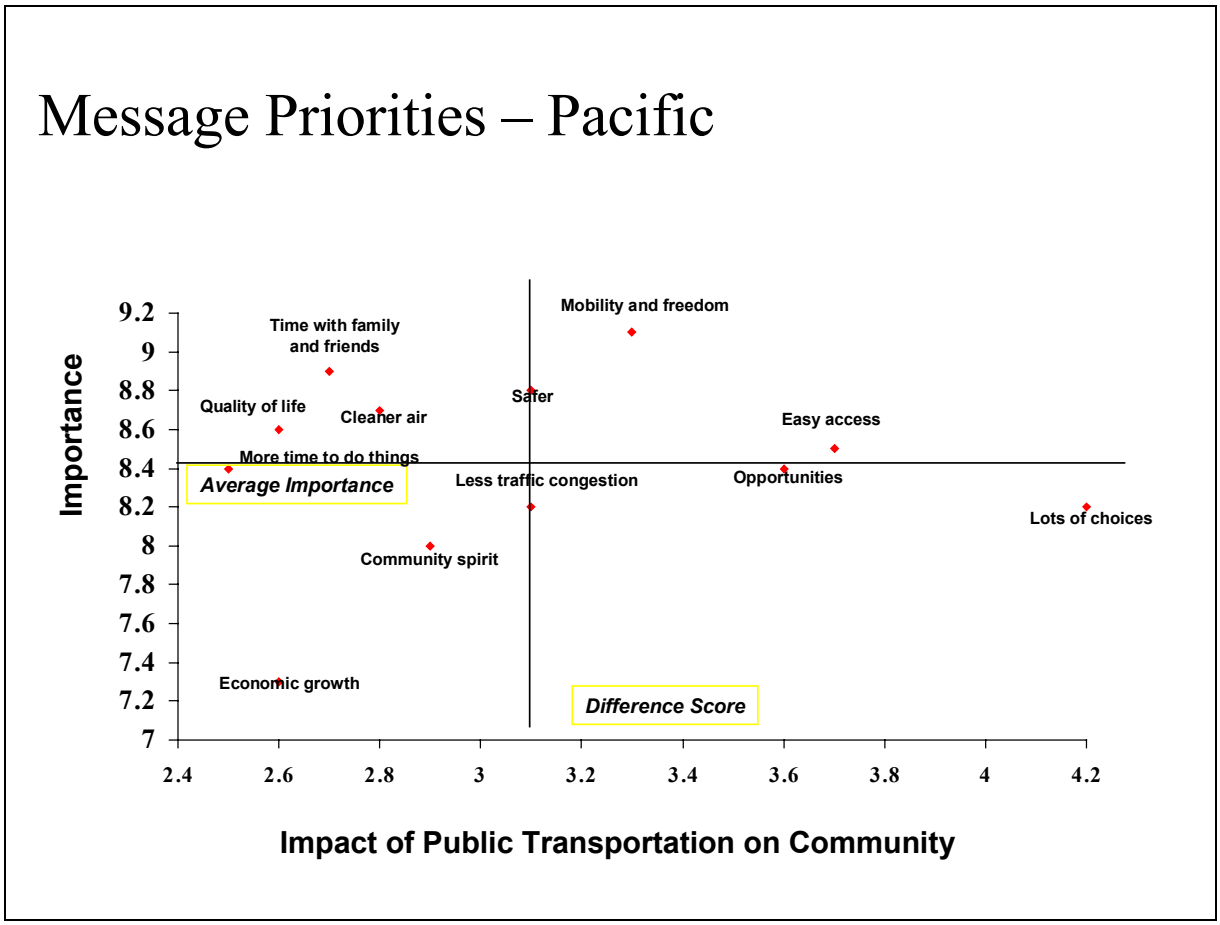

Message Priorities – Pacific
Importance
9.2
9
8.8
8.6
8.4
8.2
8
7.8
7.6
7.4
7.2
7
2.4
2.6
2.8
3
3.2
3.4
3.6
3.8
4
4.2
Time with family and friends
Mobility and freedom
Quality of life
Cleaner air
Safer
Easy access
More time to do things
Average Importance
Less traffic congestion
Opportunities
Lots of choices
Community spirit
Economic growth
Difference Score
Impact of Public Transportation on Community

Figure 21

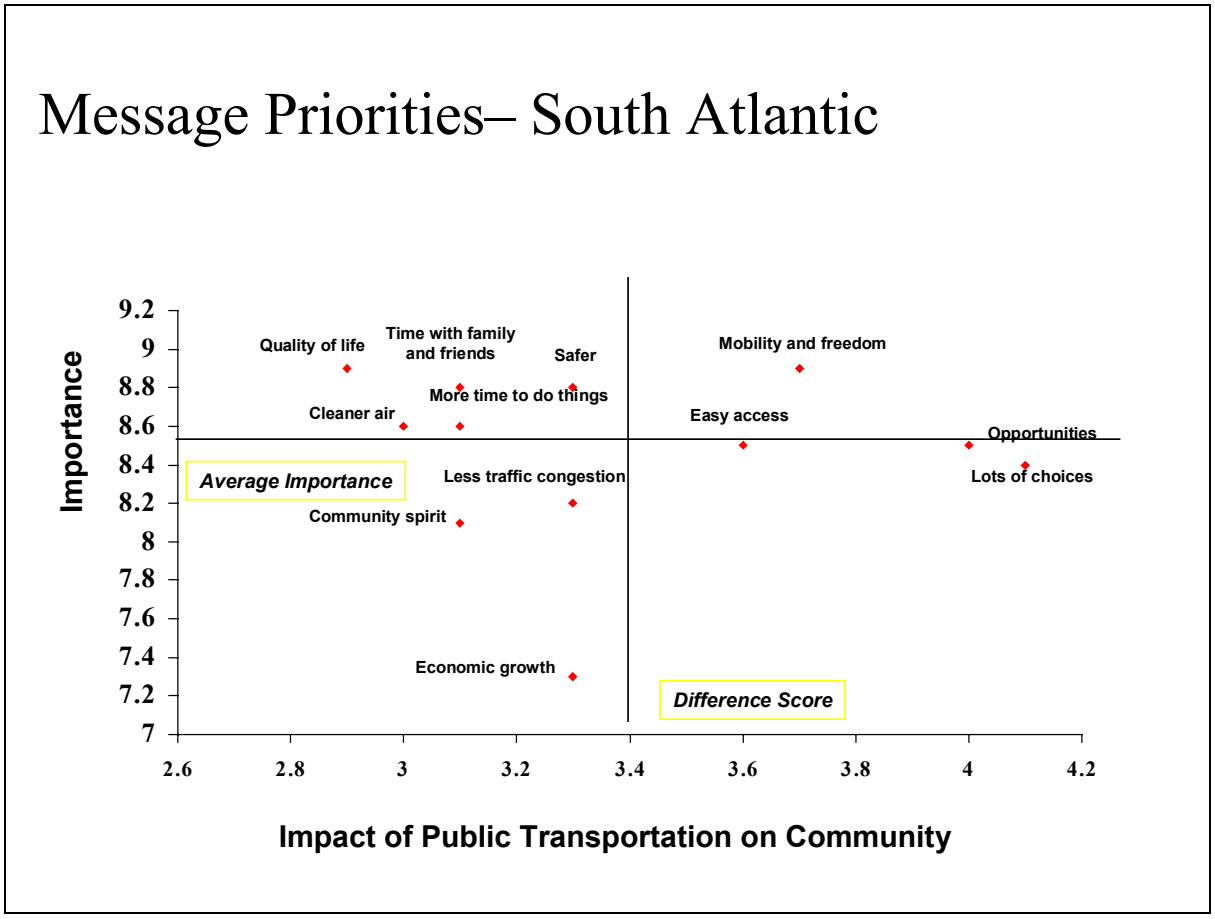

Message Priorities– South Atlantic
Importance
9.2
9
8.8
8.6
8.4
8.2
8
7.8
7.6
7.4
7.2
7
2.6
2.8
3
3.2
3.4
3.6
3.8
4
4.2
Quality of life
Time with family and friends
Safer
Mobility and freedom
More time to do things
Cleaner air
Easy access
Opportunities
Average Importance
Less traffic congestion
Lots of choices
Community spirit
Economic growth
Difference Score
Impact of Public Transportation on Community

Figure 22

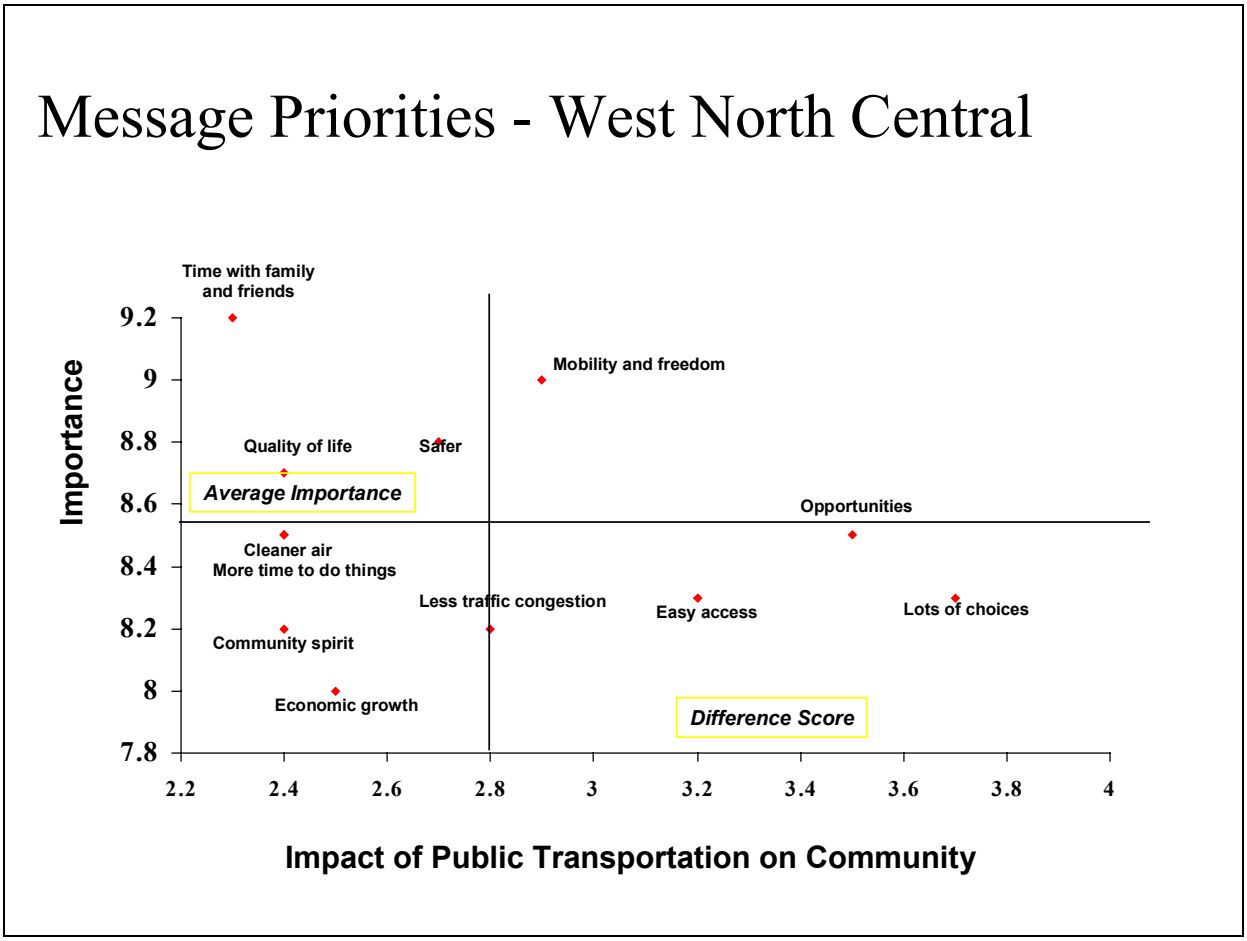
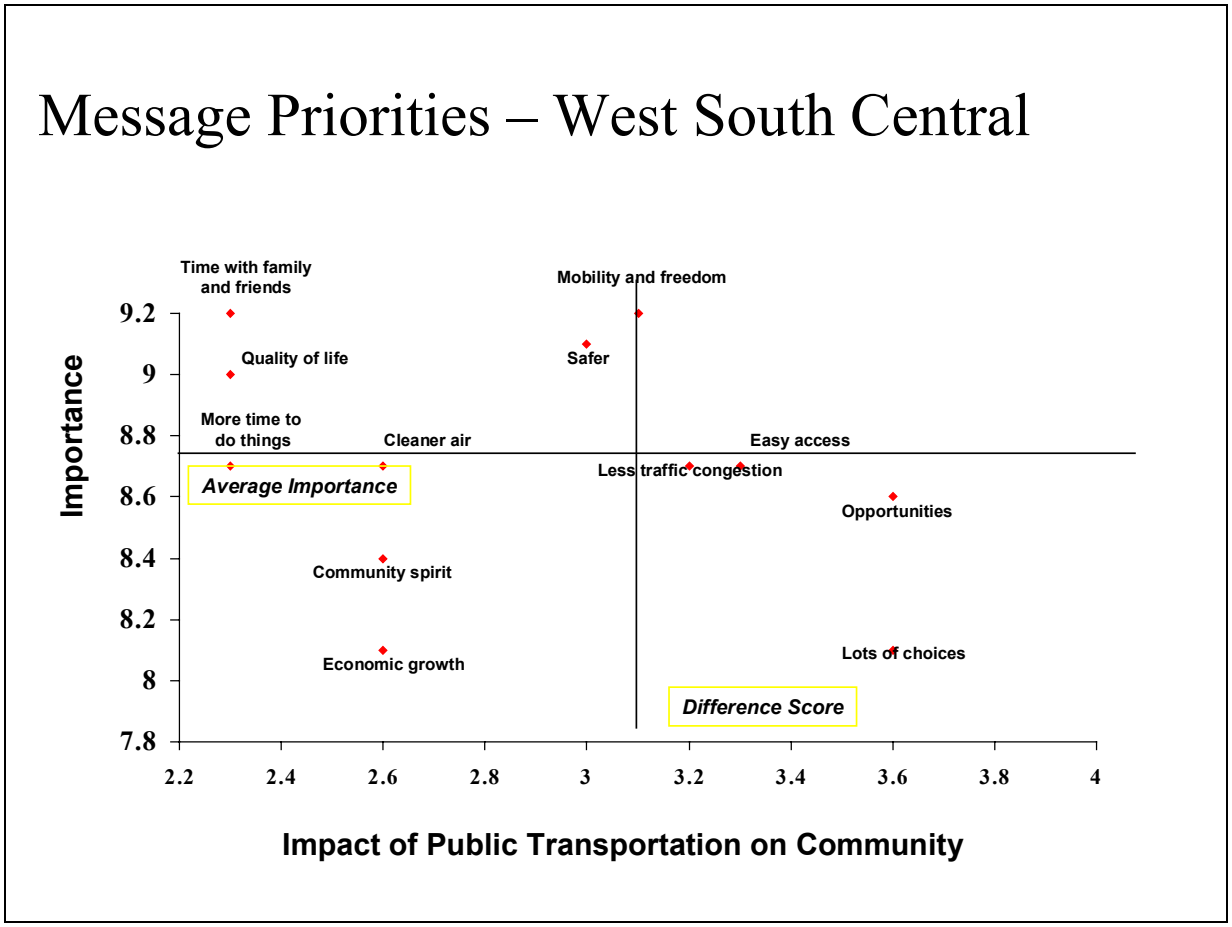

Message Priorities - West North Central
Time with family and friends
Mobility and freedom
Quality of life
Safer
Average Importance
Opportunities
Cleaner air
More time to do things
Less traffic congestion
Easy access
Lots of choices
Community spirit
Economic growth
Difference Score
Importance
9.2
9
8.8
8.6
8.4
8.2
8
7.8
2.2
2.4
2.6
2.8
3
3.2
3.4
3.6
3.8
4
Impact of Public Transportation on Community

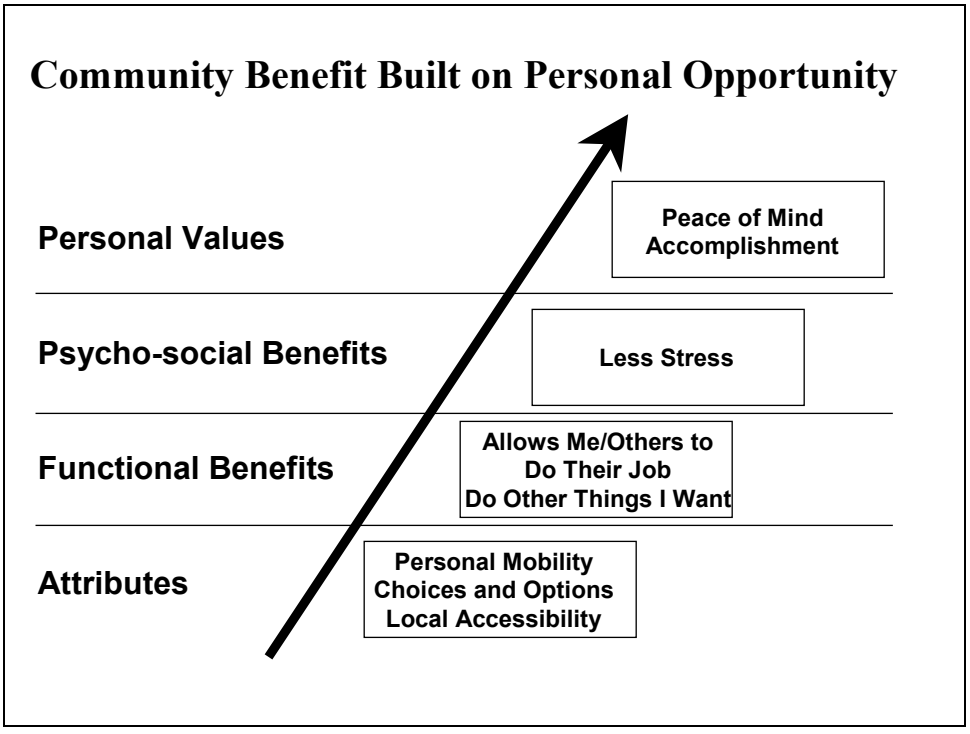
Figure 23


Message Priorities – West South Central
Time with family and friends
Mobility and freedom
Quality of life
Safer
More time to do things
Cleaner air
Easy access
Less traffic congestion
Average Importance
Opportunities
Community spirit
Economic growth
Lots of choices
Difference Score
Importance
9.2
9
8.8
8.6
8.4
8.2
8
7.8
2.2
2.4
2.6
2.8
3
3.2
3.4
3.6
3.8
4
Impact of Public Transportation on Community

Personal Values Underpinning Support for Public Transportation

The qualitative values laddering research provides additional insight on the key messages and the personal values underlying them. The dominant values orientation—***Community Benefit Built on Personal Opportunity***—is centered on the ***opportunities*** provided by ***mobility***, ***choice***, and ***accessibility***. The interpretation of this ladder of mostly non-riders indicates that the opportunities made possible by personal mobility, access and public transportation choices help people to be able to ***do their jobs*** or ***get other things they want done***. This makes people feel ***less stress*** and, more importantly, to feel greater ***peace of mind*** in their ability to ***accomplish*** things that are most important to them. Collectively, the whole community—not just riders—benefits by the fulfillment of many individual, personal opportunities. Non-riders feel a personal benefit in seeing others in their community enjoy personal accomplishments and fulfillment due to their ability to exercise public transportation options.

The strength of this dominant orientation and these themes are consistent across regions. Amazingly, ***choice***, ***access***, ***opportunity*** and ***freedom/mobility*** are the most important of the 12 tested themes in all nine regions. The strength of these themes is fairly consistent across the different sizes of systems, different areas (urban, suburban, small town, and rural), and among Influentials. These four themes are always the top four. It is also important to recognize that ***opportunity for people from every walk of life*** is more important to Influentials—one of the key audience targets.



At a secondary level, the following messages also have a positive impact among swing supporters:

- Making roads, highways, and ***public transportation safer*** for all drivers;
- ***Less traffic congestion***;
- Cleaner environment or ***less pollution***; and
- ***Economic vitality*** in your community (among Influentials only).[24]

These messages focus more on the functional benefits of public transportation. They are important because they impact the community—making it a nicer place to live because the community is safer, stronger and offers a better quality of life for everyone in the community. If this orientation is used, it is important to make sure that the functional benefits (less congestion, safer public transportation, etc.) are always tied to the higher-level benefits of improved quality of life and a better community.

The strength of these messages varies significantly across regions and systems making them less useful for a national campaign seeking universal appeal.

Although ***economic vitality*** is one of the weakest message points overall, there are a couple of regions around the country (East North Central and East South Central) where the ***economic vitality*** argument can have impact and could be added to this approach.

[24] Evidence in the research indicates that "economic vitality" is more compelling than "economic growth and development."

Composite Message Testing

Several composite messages composed of multiple message elements were tested to provide additional message validation. Results indicate that the top messages firmly support the findings outlined above. The most compelling messages focus on the additional *choices* and *options* provided by public transportation and the increased *safety* that creates *opportunities* for people from every walk of life and improves the vitality and quality of life in the community.

Table 15

MESSAGE	MEAN
Offering choices and options in travel: Public transportation provides solutions for everyday life by offering choices and options in travel to social activities, recreation, work, education and medical care.	7.5
Economic vitality: Public transportation spurs economic vitality in communities by providing public transportation to employment, shopping and recreation, and supporting businesses along public transportation routes.	7.4
Improving the quality of life: Public transportation improves the quality of life in the community by helping to improve air quality, reduce congestion and create greater opportunities for people from every walk of life.	7.3
Making roads safer: Public transportation makes roads safer for everyone because it reduces the number of cars on the road, decreasing accidents and road rage.	7.3
Providing smart travel choices: Public transportation benefits the community because it provides for smart, convenient and efficient travel choices.	7.2
Caring about its customers and community: Public transportation cares about its customers and the community. It provides safe transport for people from every walk of life.	7.0
Making communities more livable: Public transportation contributes to the amenities, spirit and sense of community by creating more livable communities and enhancing the fabric and style of that community.	6.8
Giving people time to do what they want to: Public transportation improves quality of life by reducing congestion and gives time back to people to use in productive ways, such as relaxing, reading, making new friends or getting more work accomplished.	6.7
Reduces infrastructure: Public transportation reduces the need for building roads and parking lots, allowing for more open space.	6.4

10 STRATEGIC PLAN

If to do were as easy as to know what were good to do, chapels had been churches and poor men's cottages princes' palaces.

William Shakespeare
The Merchant of Venice

Creating a more positive and supportive environment for public transportation is the primary objective of an image campaign. Before this project began, there were many ideas and hypotheses about how to best pursue this objective; but there was uncertainty about which held the most promise. This strategic plan lays out the blueprint for a program that offers the greatest promise for creating a more positive and supportive environment for public transportation.

This strategic plan distills the key learnings and insights of the situation analysis, media audit, research audit, the research team's collective industry and professional experience, and the newly acquired understanding of the personal values underlying the public's relationship with public transportation into a simplified and focused plan. The strategic plan outlines the critical guiding principles that will direct the numerous tactical recommendations to be developed in a marketing plan.

The strategic plan consists of five key components:

- Defining strategic and communication goals.
- Outlining the Brand Force™ Statement, a single statement that captures the primary message or strategic positioning for public transportation.
- Identifying support messages and considerations, which underpin the Brand Force™ Statement.
- Prioritizing target audiences for the messages and positioning.
- Outlining national, regional, and local level roles and approaches.

Strategic and Communication Goals

The primary goal of this effort is to create a more positive and supportive environment for public public transportation by creating a strong national public transportation brand built on public recognition of the positive personal benefits public transportation provides to all citizens, not just riders.

The success of this effort depends on an organized communications campaign that speaks with one voice, promoting a consistent and reinforcing message inside and outside the industry at the national, regional, and local levels.

Brand Force™ Statement

Results of the research clearly indicate that public transportation provides a powerful, positive personal benefit to all citizens:

Public transportation enriches and gives energy to whole communities by enabling people from all walks of life to access opportunities that allow them to grow, develop, and accomplish.

Every community benefits as a result of the opportunities provided by public transportation's mobility, choice, and accessibility. These opportunities generate a pride and peace of mind among all citizens in the community, derived from the accomplishments of people getting their jobs done or accomplishing other things important to them. Collectively, the whole community benefits through the fulfillment of many individual personal opportunities. This is what best defines the desired public transportation **brand**.

Underpinnings of the Brand Force™ Statement

The support for the positioning statement that defines the public transportation brand is built on four themes that demonstrate the highest levels of personal importance and are clearly recognized as the greatest positive impacts or benefits of public transportation:

- Providing **opportunities for people from every walk of life**;
- Having **lots of choices and options** available;
- **Easy access** to things you need in everyday life; and
- Having **mobility and freedom** to do what you most want to do

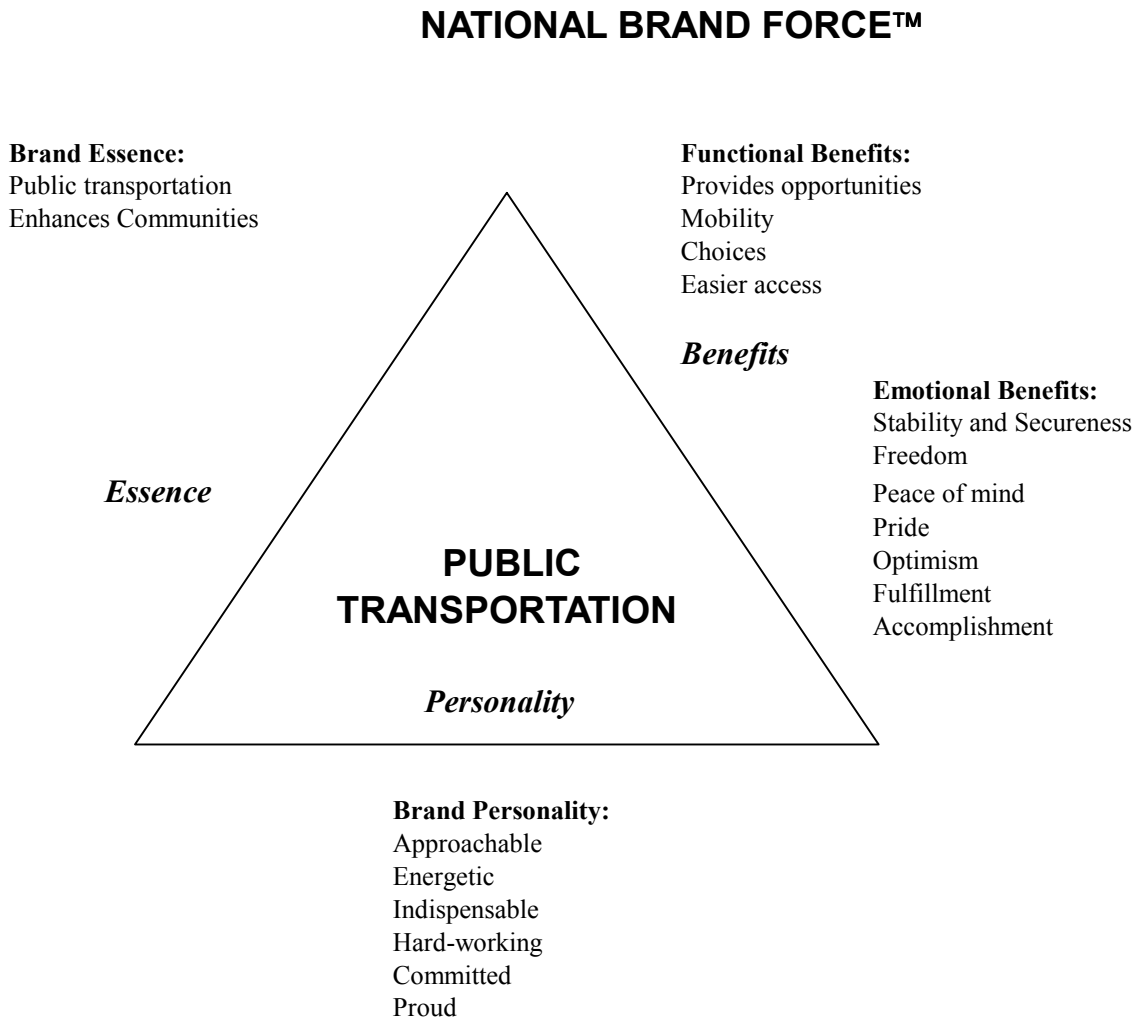
The brand also needs to be supported with a tone that reflects emotional benefits of public transportation for all people who live in the community:

- Accomplishment
- Secureness and stability
- Peace of mind
- Freedom
- Pride
- Optimism
- Fulfillment

Finally, this brand, like all successful brands needs to be identified by key character traits that give it a face and personality worthy of building a personal relationship:

- Approachable
- Energetic
- Indispensable
- Hard-working
- Committed
- Proud

The figure below illustrates the key components of the desired **Brand Force™** for public transportation.



Target Audiences

Quantitative research indicates that the following groups are the target audiences for this effort.

Primary: The 33% of the population that are neither supporters nor non-supporters of public transportation, **swing supporters,** are the primary target audience for this communications campaign. About half of these people are unfamiliar with public transportation in their areas, but nevertheless have positive things to say about public transportation. There is plenty of room to increase both familiarity and positive awareness of public transportation among swing supporters. The profile of the swing supporter matches the profile of the average American. There are equal concentrations of swing supporters across all regions of the country, all system sizes, and types of communities (urban, suburban, small town, and rural).

The demographic profile of swing supporters is shown below.

Education	
Some High School or Less	3%
High School Graduate	23%
Some College	28%
College Graduate	28%
Some Graduate School	6%
Graduate Degree	12%
Age	
18-24	14%
25-34	25%
35-44	20%
44-54	17%
55-64	11%
65+	10%
Annual Household Income	
Less than $20,000	16%
$20,000 - $30,000	10%
$30,000 - $40,000	12%
$40,000 - $50,000	10%
$50,000 - $60,000	9%
$60,000 - $70,000	7%
$70,000 or more	25%

Household Composition	
Couple w/children under 18	29%
Couple wo/children under 18	31%
Single w/children under 18	8%
Single wo/children under 18	29%
Ethnicity	
White, not Hispanic	78%
African-American	8%
Asian	5%
Hispanic/Latino	6%
American Indian	*
Employment Status	
Full time outside home	58%
Part time outside home	9%
Self employed	1%
Unemployed	1%
Student	8%
Retired	13%
Homemaker	9%
Occupation (if employed)	
Professional/technical	33%
Manager/administrator	14%
Proprietor/self-employed	3%
Professional/sales	7%
Skilled/Foreman/Craftsman	7%
Clerical	8%
Retail	1%
Operative	3%
Labor	4%
Domestic	3%
Skilled Service	7%
Other Service	6%
Community Density	
Urban/large city	24%
Suburbs of major city	38%
Small town/city	30%
Rural with very few neighbors	8%
Voter Registration	
Yes	81%

Region	
New England	8%
Mid-Atlantic	30%
East North Central	13%
West North Central	2%
South Atlantic	14%
East South Central	2%
West South Central	6%
Mountain	5%
Pacific	20%

Secondary: **Influential**s[25] are a critical secondary target, due to their influence. About one-in-five (22%) Americans are Influentials. There is no significant concentration of Influentials among non-supporter, swing, or supporters groups. There are, however, higher concentrations of Influentials among certain subgroups of Americans: urban dwellers (25%), people 55 years or older (27%), income levels above $60,000 (30%), post graduates (39%), and white-collar workers (25%). Targeting Influentials can magnify the impact and efficiency of the overall message and campaign.

The **Media** filter most of the information the public reads about public transportation. When treated appropriately, this important group becomes a gateway to positive news stories for increased visibility and industry prestige. The media also can become a conduit for the positive message of this strategic plan.

National, Regional, and Local Level Roles

The research underpinning this strategic plan makes clear that this campaign is ideally suited to a national campaign due to the uniformity of appeal of the main message and the reachability of target audiences across systems and regions. The broad appeal of a national campaign focusing on the personal values delivered by the *Community Benefit Built on Individual Opportunity* positioning provides a common framework and strong appeal nationwide.

A national campaign, however, would not be complete without important contributions from the regional and local level. A national campaign by itself ignores the strength and capability of the regional and local systems already engaged in communicating with people in their areas of influence. The current national image of public transportation is largely built on the sum of

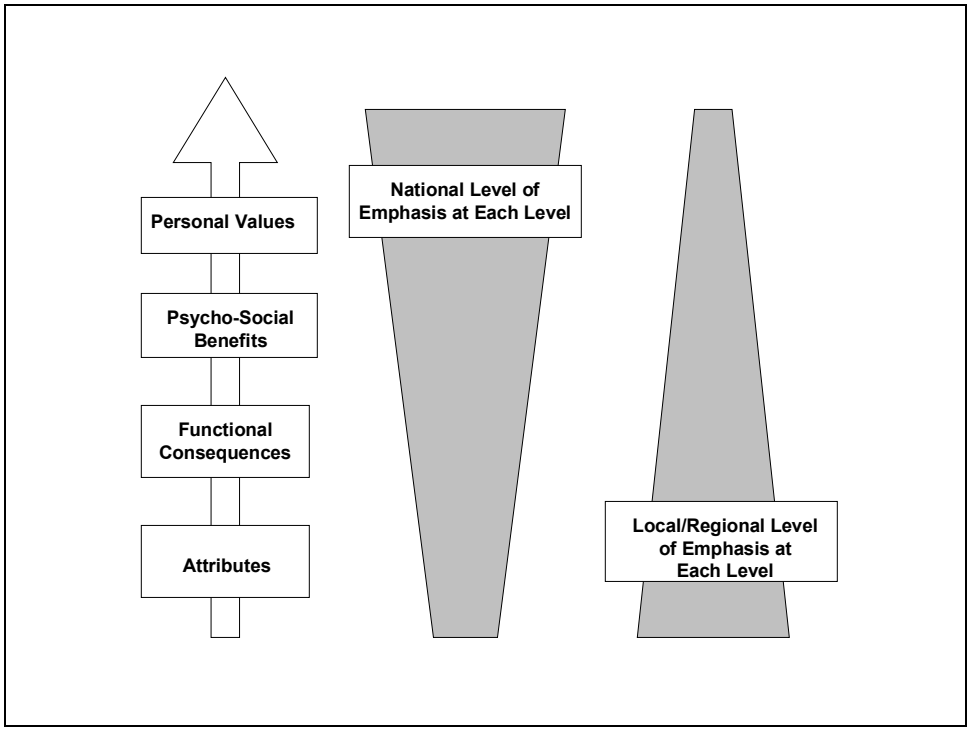
[25] Influentials are not legislators or government employees. They are community and neighborhood opinion leaders who can play a prominent role influencing public opinion in a circle of influence much larger than the average person.

perceptions of each of the individual systems. With the introduction of a national campaign, the image of public transportation will be a combination of national and local image efforts.

The effectiveness of the national campaign's message will hinge directly on its consistency and credibility in relation to perceptions of the local or regional system and their communications. In this regard, the communications emphasis of the national and regional/local roles are distinct and interdependent.

The national campaign focuses on making Americans more aware and appreciative of public transportation's desire to make communities better through their capability to deliver the personal value of peace of mind that comes from the opportunity they provide to accomplish things that are most important to them and those they care about in the community. Although the national campaign will use the key attributes (personal mobility, choices, options, and accessibility) and their benefits (do other things I want, allows me/others to do their job), the emphasis in the national campaign is to make clear the personal values public transportation provides.

The regional/local effort focuses on making people within their area of influence more aware and appreciative of their efforts and capability to provide personal mobility, choices, options, and accessibility for people from all walks of life in the community (not just the stereotypical public transportation users). Although the regional/local efforts will use the personal values (peace of mind and accomplishment) to tell their story, the emphasis should make clear the regional/local system's efforts to provide the key attributes and benefits.



In addition, the research clearly identified unique differences in the appeal of subordinate messages between regions—capitalizing on the unique appeals within regions can strengthen the overall message and impact. In this regard, regional/local efforts need to investigate and integrate additional messages as appropriate to their area. This research provides suggestions as to what those additional messages might be.

This campaign will benefit significantly by harnessing the power and capabilities that exist across all levels of the public transportation industry organization. The campaign should be seen as a national campaign with a consistent national message emphasizing the key personal values that can be made to resonate more powerfully when reinforced by regional and local public transportation organization efforts that garnish the national message with local flavor and by emphasizing the key attributes and benefits being sought by regional/local systems. All three levels play important parts in building the overall success of the campaign.

NATIONAL LEVEL: The national level is the cornerstone of the industry campaign.

Several characteristics describe the effort at the national level:

- The national message focus should be on telling the story of how public transportation can deliver the key personal values.
- The national message should embody the **Brand Force™** positioning statement, benefits, and personality.
- The national message should reflect a broad appeal—positively impacting all regions and system sizes.
- Executions of the national message should be research-tested to ensure effectiveness.
- The national message should be targeted to maximize its reach to swing supporters and Influentials.
- Based on the research team's thinking at this time, the national message should rely heavily on television advertising. Radio and print advertising should be explored and considered based on recommendations of the agency selected. Internet driven messages should also be explored and carried out as deemed beneficial.

LOCAL AND REGIONAL LEVEL: It will be important to coordinate and align local and regional activity as much as possible with the national level campaign.[26] A few regions are already beginning to explore and pursue programs designed to improve image or ridership. Moreover, all local systems dedicate some level of activity toward image and ridership. While the emphasis in this case is on image, the degree to which national efforts align with local or regional efforts, the better chance both have to build on the accomplishments of the other and increase in their success.

[26] Local and Regional levels are considered here jointly due to the fact that the strategic recommendations discussed here can apply at both local and regional levels—particularly given the massive size of some local systems. Nevertheless, the discussion will make it clear when suggestions or recommendations apply at just one level.

As already discussed, the most important role of the regional/local effort should be to provide substance to the attributes and benefits of the *Community Benefit Built on Personal Opportunity* communications orientation. This can be done by emphasizing successes as well as needs and plans for enhancing personal mobility, choices, accessibility, and options for people from all walks of life in the community.

There is an additional reason to consider regional efforts separate from the national effort. The research clearly reveals that each region has a unique combination of issues that matter to them although the C*ommunity Benefit Built on Personal Opportunity* orientation is the most important across all regions and systems. The salience of these issues can be used to leverage public awareness and support on top of the appeals being made in the national level campaign.

In general, **safety**, **less congestion**, and **cleaner air** may provide a few additional support points for the Public transportation brand positioning in some areas. Additionally, **economic vitality** can be used to selectively enhance the appeal of messages among Influentials and in a few regions.

More specifically, the research clearly indicates the following regions have potential to leverage the following issues or messages (regions may have additional research of their own which can supplement these findings):

East North Central	Making public transportation safer
	Cleaner air
	Economic growth
East South Central	Economic growth
	Less traffic congestion
Mid Atlantic	Making public transportation safer
Mountain	Making public transportation safer
	Less traffic congestion
New England	Building community spirit
	Time with family and friends
	Making public transportation safer
Pacific	Making public transportation safer
	Less traffic congestion
South Atlantic	Making public transportation safer
	Less traffic congestion
West North Central	Making public transportation safer
	Less traffic congestion
West South Central	Making public transportation safer
	Less traffic congestion

Local systems will likely have similar research to indicate unique appeals that can be used to complement national communications within their system. Finally, when developing local

messages, the research team's experience indicates that the most successful approach is one in which the advertising is more friendly, upbeat, and lighthearted.

Perhaps the most important actions that should be taken to align the national effort with the regional and local efforts will be coordination and communication, as needed, with local and regional level communications and marketing personnel. Each local system, and a growing number of regional organizations, has resources and people working to improve image, public relations, and marketing. Everyday these people interact with key audiences having the potential to touch them with the message. Through training and education, the efforts of these valuable resources can be aligned with the new positioning at a local and more personal level.

Although national media can be targeted at Influentials and the Media, the frequent and personal interaction with these targets at the local and regional level make it imperative that these two targets also be reached through local and regional level efforts. In this regard, efforts should be made to learn about the specific regional and local capabilities and activities to best determine how they can be leveraged in support of the new public transportation brand.

CONCLUSION

This research reveals a strategic direction for the public transportation industry that will ultimately strengthen the image of the industry by building upon existing positive perceptions and driving toward the key personal values relevant to public transportation. While there are many themes that position public transportation in a positive way, the overall message of *Community Benefit Built on Personal Opportunity* resonates best across all audience segments.

Specifically, the opportunities made possible by personal mobility, access and public transportation choices help people to be able to do their jobs or get other things they want done. This makes people feel less stress and, more importantly, feel greater peace of mind in their ability to accomplish things that are most important to them. Collectively, the whole community benefits by the fulfillment of many individual personal opportunities. By positioning public transportation in a way that triggers this perceptual orientation, and communicating to audiences in a way that triggers these driving personal values, the public transportation industry can influence its audience's perceptions and behaviors. Research further indicates that this communications campaign must be one with a consistent national message that can be made to resonate more powerfully when reinforced by regional and local public transportation organization efforts that garnish the national message with local flavoring and credibility..

11 APPENDIX MATERIAL

APPENDIX A: VISTA™ METHODOLOGY

Orientation To Values Research

Do personal values drive human behavior? Do preferences flow from those values? VISTA™, or Values In Strategy Assessment, a research tool developed by Wirthlin Worldwide, is founded on the premise that personal values shape preferences and evoke behavioral responses.

When applying this premise to fashion a conceptual framework for communications, it becomes evident that a communications strategy must tap into personal values, persuading by reason and motivating through emotion.

Values research lays open the preference structure of your target consumers, first, to observation, and second, to the influence of a communications strategy built on personal values. An organization whose communication succeeds in tying itself to the personal values of consumers is more likely to actuate people in their behavior. In essence, the product is positioned so that it embraces and represent those values widely shared among consumers, so they can see just how and where the product fits into their lives.

Values research produces a snap-shot of perceptions and preferences based on personal values. In the political arena, the values methodology allows voters to view themselves introspectively in relation to political figures and issues. In the marketplace, values research enables consumers to see themselves with the same deep, personal glance in relation to various goods and services. VISTA™ studies in general seek to assess the perceptual relevance of things political or commercial as they relate to the personal values of a given population.

This penetrating glimpse provides empirical insight into voter and consumer thought and behavior. That insight is then used as the basis for strategic action, whether it be communications development, product development, tracking, or targeted campaigning or marketing.

0800

VISTA™ CONCEPTS

Values-based communication relies on the notion that people operate on three basic levels as they translate information that bears upon their lives. These three levels of perception are: the attribute level, the consequence level, and the personal values level. In sequence these three levels form a causal or associational relationship.

Laddering

Values research employs a qualitative interviewing technique called laddering. Laddering is an elicitation process whereby a values interviewer uncovers the respondent's cognitive associations at each increasingly abstract level of perception. Simply said, the interviewer guides the respondent to have a discussion with him/herself about something relevant to his/her life. The process traces how the respondent ultimately associates the personally-held values with the attributes of the laddered object, whether positive or negative.

The laddering concept is built on the body of theory known as means-end theory. In this case, the attributes of an object constitute the means which lead to or are cognitively associated with one's personal values, the ends or end states. The cause/effect chain features certain attributes which lead to certain other consequences, which ultimately foster or impede held personal values.

The Object

The interviewer engages the respondent by giving him/her "something" to think about. The interviewing process originates from and is attached to a phenomenon, either tangible or abstract in nature. We simply call this the object.

The specific purposes of a values study will dictate which objects are laddered. Most objects will, of course, be either political or commercial in nature. An object can be physical. It can also be something more abstract like a process, action, concept, principle, attribute, characteristic, or trait. Over the course of many VISTA™ projects, Wirthlin Worldwide laddered a wide variety of objects such as those that follow.

Physical Objects:

- hamburger
- cake mix
- motor oil
- cranberry juice
- car
- cereal
- hospital
- real estate development
- a business
- a factory
- environmental issues
- political issues
- politicians
- business leaders

Processes, Actions:

- customer service
- car handling
- insurance coverage
- patient care

Concepts, Principles, Issues:

- abortion
- social morality
- pressure on youth
- crime
- drugs
- economic issues
- political issues
- environmental issues
- welfare system

Attributes, Characteristics, Traits:

- aggressive
- caring
- listens to people
- trustworthy
- organized
- unfair

There is certainly overlap between these conceptual distinctions. The point is that a variety of things can be laddered successfully in values studies. The fact that we ask the respondent to talk about one of these objects underscores our assumption that the object in some way bears upon, influences, or is relevant to the respondent's life.

Attributes

The interviewer first elicits the object's attributes from the respondent. The attributes are simply the properties of the object. Respondents usually provide attributes in the form of adjectives or descriptive phrases. For example, the attributes a respondent uses to describe a rural environment might include clean air, fresh water, grassy fields, and forests.

Consequences

Consequences are the benefits or liabilities that flow from the attributes. They further define the attributes by giving them greater meaning in the way they affect an individual. Laddering the rural environment example, we might find some of the consequences to include enjoyable surroundings, air that is healthy to breathe, water that is safe to drink, streams and lakes populated with fish, and beautiful surroundings.

Values

The laddering process terminates when consequences eventually bear directly on personal values. Their influence may be either consistent or inconsistent with those values. In the environmental example, the personal values possibly associated with the consequences could include a sense of peace, concern for future generations, and quality of life.

Positive and Negative Sides

There is a positive and negative side to most everything in life. The positive attributes of a laddered object lead to consequences that contribute or are consistent to personal values, while the negative attributes lead to consequences that run contrary or are inconsistent with those values. We can anticipate that objects will, by their natures, often have dual characters, meaning they will possess both positive and negative attributes.

For instance, the attributes of a housing development will be both positive and negative in the eyes of respondents. A housing development may be perceived both to displace greenbelt and to be expensive, yet it is well-planned and brings a bigger tax base.

Furthermore, for the purposes of some studies, we may want to define an object as inherently negative by having a respondent define something considered a "problem." If we ladder what we ask a respondent to consider the most important problem in his/her state, we thus cast the object as inherently negative. If the re-

spondent considers "education" as the most important problem, our interest is with what is wrong with education in the state, not what is right with it.

A logical laddering path is going to show us how the attributes of education--a lack of funding, overcrowded classes, poorly trained teachers--do not produce the values generally associated with education in the respondents mind. In these cases, it is meaningful to uncover laddering paths that leads both to values, as well as to trace those pathways that lead away from held values.

METHODOLOGY

The Screener

A screener questionnaire is developed to recruit respondents. The screener assures that respondents meet the sample specifications, filling the necessary demographic quotas.

The respondents are recruited by the research facility. Quota groups are monitored daily to assure accurate sampling.

The Protocol

The protocol draft is completed. The protocol is the discussion guide used by the interviewers in conducting the interviews. An important component of the protocol is identification of meaningful and workable objects. A good protocol with good objects will generate full laddering paths stimulus, such as which objects generate meaningful attributes and full laddering paths.

The protocol is reviewed with the client to determine any adjustments that are required to meet the study's objectives.

The protocol is finalized, including formatting response sheets to facilitate interview coding.

Pretest

A pretest occurs in which three to ten interviews are completed. After completion, any appropriate changes or modifications are made to the protocol to enhance the quality of the interview and data produced.

A briefing and training session occurs with the values interviewers to assure familiarity with the protocol and successful administration.

Interviewing

Initial interviews are conducted. During the interviews, the interviewing director and other members of the team research team monitor and review interviews to help assure optimal quality.

Interviewers conduct all interviews. Each interviewer records sequentially and in detail the attribute/consequence/value "ladders" or linkages elicited from the respondent. Each filled-in protocol is reviewed to assure that responses are clearly recorded for coding accuracy.

Coding/Content Analysis

Laddering interviews involve the creation of a lexicon built from the words respondents invoke to describe the broad range of attributes, consequences, and values central to the study. The lexicon provides the pool of words and phrases from which codes are built.

Upon completion of the interviews, interviewers build initial codes. The coding process organizes and classifies lexicon elements from all respondent ladders into related categories. Codes are thus broad categories which encompass related attributes, consequences, or values.

The professional coding team is briefed by the coding director concerning the study, its objectives, the initial codes, and their meanings. Several rounds of coding may be necessary.

The interviews are coded by the coding team. New attribute, consequence, and value codes are added as they are encountered. As the previous number of codes are collapsed, a final round of coding produces a final and complete number of attributes, consequences, and value codes.

Linkage Analysis

This process utilizes proprietary software developed by Wirthlin Worldwide to determine the dominant paths and strengths of relationships between attributes, consequences, and values. Wirthlin Worldwide's Analytical and Consulting Team combine the methods of counting, scaling, and statistical analysis to plot dominant path ways. The dominant attribute, consequence, and value linkages become the blue print for developing a communications strategy.

A key criteria in this process is the ability of another researcher to replicate the results. In general, Wirthlin Worldwide takes multiple perspectives on the values data to assure that results are correct and represented by the data.

Values Maps Construction

To visually display the network of linkages of attributes, consequences, and values, and the dominant pathways among them, Hierarchical Value Maps are constructed for each laddered object. Levels, relationships, pathways, and dominant pathways are all portrayed through this visual format.

It is this final representation of perceptual links that forms the basis of a communications strategy which speaks directly to the terminal values most commonly cited by respondents.

The task of those who create communications executions then becomes to successfully link their product (candidate, service, etc.) and its attributes to the values of the target consumer (voter, customer), to such an extent that the product represents and becomes synonymous with those values.

STRATEGY DEVELOPMENT

Through personal observation, practical experience, and discussions with leading professionals in the field of advertising and communications, our experts know how to apply laddering research to real communications problems.

We offer VISTA™ within the framework *of Strategic Equity Management* (SEM™). SEM™ is a framework for considering problems in ways designed to sustain and increase the value of the enterprise, by understanding what drives target audience decision-making and leveraging that understanding into meaningful efficient communications strategies that yield measurable results.

Just a few of the many approaches we have pioneered include a variety of strategic thinking tools that can be used alone or in combination. The first three tools have a positive communication orientation, while the second three have a negative orientation.

Positive Tools

- **Reinforce** or strengthen the network of positive attributes, consequences and values associated with the "product" (issue, candidate, industry or company).
- **Refocus** by adding linkages between attributes and consequences or introducing new attributes or consequences to better differentiate the product.
- **Refine** messages to express a potential weaknesses so that it is perceived as a strength.

Negative Tools

- **Reframe** perceptions of the competition by messages designed to express a competitor's apparent strength so that it is seen as a weakness.
- **Redirect** or divert attention away from a competitor's strength to their weakness.
- **Remove** positive perceptions of a competitor by undermining a competitor's strength by showing the strength doesn't exist.

Criteria for Strategy Development

From experience we have learned that judging communication strategy by using a few simple criteria for strategy development can greatly enhance your opportunities for success. An organization's communication strategy must:

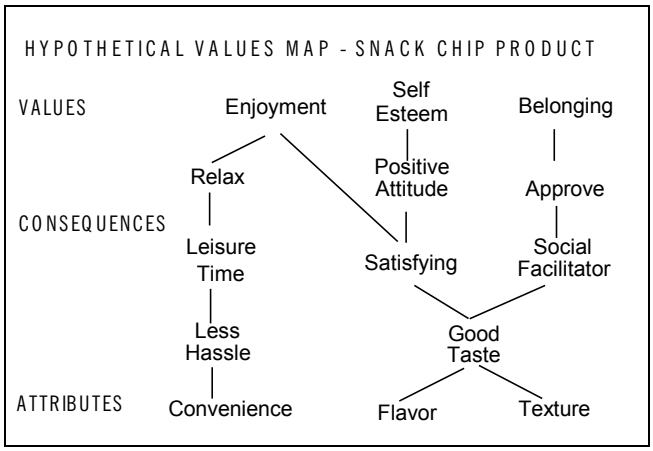
- … not be designed to operate in a vacuum
- … build on the equity of its heritage
- … be built to last
- … be framed for internal and external audiences
- … be able to withstand hostile fire

VISTA™ *(Values In Strategy Assessment)*™

DISCOVERING VALUES THAT
MOTIVATE CHOICES

Wirthlin Worldwide has developed an innovative, qualitative research program to help our clients understand, communicate with and motivate their publics more effectively.

We call it Values In Strategy Assessment ™ (VISTA)™. Our experience has clearly shown that effective communication not only persuades with reason, but motivates by tapping into personal values. While traditional methodologies assess communications tactics, VISTA ™ guides your overall communications strategy by uncovering the deeper values that drive all human behavior.



A VARIETY OF APPLICATIONS

VISTA ™ Values Research has been used to understand human decision making behavior in product, service and issue contexts. We have also used it successfully in political campaigns and corporate positioning.

A VISTA PROGRAM HAS SEVERAL STAGES

It starts with thorough client consultation to understand the objectives and issues. In-depth personal interviews are then conducted by highly specialized interviewers, using a linking interviewing technique. Transcripts of those interviews are analyzed to identify *attributes* used by consumers to differentiate between one product (service, issue, candidate, etc.) and another, *consequences* of using that particular product, and how those consequences are linked to their own personal *values*. Finally a hierarchical "laddering" of attributes, consequences and values is constructed.

THIS GRAPHIC "VALUES MAP" PROVIDES A TOOL TO HELP YOU:

- Develop an effective communications strategy which taps into key motivating values
- Test message executions to make sure they are in line with the chosen strategy
- Determine which messages are most effective with specific audience segments
- Evaluate the success of the resulting program

Whether you are marketing a new product, repositioning your corporate image, or running a political campaign, Wirthlin Worldwide's VISTA ™ research enables you to know what really matters to the people you are trying to reach. This understanding - coupled with our years of experience and proven insight - gives you the strategic edge you need to manage change effectively.

APPENDIX B: RESEARCH AUDIT BIBLIOGRAPHY

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APPENDIX D: SATISFACTION/DISSATISFACTION GRID

OPERATIONAL/SERVICE ISSUES

Positive Operational/Service Issues

The following list of positive operational or service issues was tabulated from the completed protocols for each research report.

Mentions	Number of Mentions
Safety on the buses/trains	41
Courteous drivers/operators	38
On time/schedule	31
Reasonable fares	23
Clean buses/trains	22
Large amount of information available on using transit	20
Large service areas/good coverage	18
Schedules easy to read/understand	14
Run frequently	13
Comfortable seats	12
Adequate service for elderly/disabled	10
Mechanical reliability	8
Well-lit/safe bus stops	8
Safe drivers/operators	6
Travel time is fast	4
Always find a seat	3
Clean bus stops	3
Good parking at train stations/bus stops	3
Reasonably convenient	3
Hours of service	3
Ease of getting passes	2
Bike accommodations on buses/trains	1
Materials provided in Spanish/other language	1
Space for luggage	1

Negative Operational/Service Issues

The following list of negative operational or service issues was tabulated from the completed protocols for each research report.

Mentions	Number of Mentions
Do not run frequent enough	45
Safety on the buses/trains	36
Not on time/schedule	31
Lack service/coverage in areas	31
Poorly lit/unsafe bus stops	21
Travel time too long	21
Dirty buses/trains	19
Not enough information available on using transit	14
Nuisance behavior	14
Too expensive	13
Crowded	13
No shelter at bus stops	12
Rude drivers	10
Uncomfortable seats	9
Schedules difficult to read/understand	8
Noisy	5
Dirty bus stops/shelters	5
Need to Transfer	3
Lack of parking at train stations/bus stops	3
Empty buses	2
Reckless drivers/operators	2
No bus/shuttle service from trains	1
Odors and fumes	1
Boarding area amenities	1
Mechanical dependability	1

APPENDIX E: TRIAD LOCATION POPULATION DEMOGRAPHICS

TRIAD LOCATIONS

Market	Champaign-Urbana, IL	Peoria-Pekin, IL	Springfield, IL	Memphis, TN	Nashville, TN	San Mateo County, CA	Santa Clara County, CA	Philadelphia, PA
Census Region	East North Central	East North Central	East North Central	East South Central	East South Central	Pacific	Pacific	Middle Atlantic
Size of System	Small	Small	Small	Medium	Medium	Medium	Medium	Large
Modes of Transit	Bus	Bus	Bus	Bus	Bus	Bus, commuter rail	Bus	Bus, rail
Gender								
Males	50%	48%	47%	48%	49%	49%	51%	48%
Females	50%	52%	53%	52%	51%	51%	49%	52%
Average Vehicles Per Household	1.58	1.71	1.68	1.62	1.77	1.84	1.93	1.47
Households by Ethnicity								
White	85%	91%	91%	60%	83%	76%	76%	78%
Black	10%	7%	8%	39%	15%	5%	4%	19%
Asian/Pacific Islander	5%	1%	1%	1%	1%	19%	20%	3%
American Indian/ Eskimo/Aleut	< 1%	< 1%	< 1%	< 1%	< 1%	< 1%	< 1%	< 1%
Hispanic	1%	1%	< 1%	< 1%	< 1%	15%	19%	3%

Education								
No High School Diploma	9%	15%	13%	19%	18%	14%	15%	21%
High School Graduate	25%	33%	33%	29%	30%	18%	16%	30%
Some College	31%	32%	30%	31%	28%	35%	34%	23%
College Grad	17%	13%	15%	14%	17%	23%	24%	17%
Graduate/Professional Degree	19%	6%	9%	7%	8%	10%	11%	9%
Total Age of Household								
< 25	14%	5%	5%	5%	6%	3%	5%	4%
25 - 34	27%	20%	22%	23%	24%	21%	26%	20%
35 - 44	21%	22%	23%	24%	24%	24%	25%	22%
45 - 54	13%	16%	15%	17%	16%	18%	18%	16%
55 - 64	10%	13%	12%	12%	12%	13%	12%	14%
65 - 74	9%	12%	11%	10%	10%	12%	9%	13%
75+	8%	12%	12%	9%	8%	9%	6%	11%
Presence of Children in Household								
No Children	68%	64%	66%	60%	62%	69%	64%	65%
With Children	32%	36%	34%	40%	38%	31%	36%	35%

APPENDIX F: TRIAD RECRUITING SCREENER

RECRUITING SCREENER - GENERAL PUBLIC TRIADS

PERSONAL/CONFIDENTIAL PROJECT #: 2698
WIRTHLIN WORLDWIDE
1363 Beverly Road
McLean, VA 22101
FINAL
November 9, 1999

Hello, I'm _____ from _____, a local research firm. We are talking with people in the _____ area this evening. We are not selling anything, we are only interested in your opinion on some issues important to consumers.

Are you 18 years of age or older?

1 YES [CONTINUE]
2 NO [ASK Q.B]
3 DON'T KNOW/REFUSED [ASK Q.B]

IF "NO, DK/REFUSED", ASK:

B. May I please speak to someone in your household who is 18 years of age or older? [DO NOT READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 YES **[REPEAT INTRODUCTION THEN CONTINUE]**
2 NO **[THANK AND TERMINATE]**
3 DON'T KNOW/REFUSED **[THANK AND TERMINATE]**

[IDENTIFY GENDER BY VOICE. Please get a mix per triad group.]

1 MALE
2 FEMALE

1. Please stop me when I read the category with your age. **[Please get a mix per triad group.]**

1 < 21 [ASK Q.1A]
2 21 - 24 [SKIP TO Q. 2]
3 25 - 39 [SKIP TO Q. 2]
4 40 - 54 [SKIP TO Q. 2]
5 55 - 64 [SKIP TO Q. 2]
6 65 - 74 [SKIP TO Q. 2]
7 75 OR OLDER **[THANK AND TERMINATE]**

1A. Are you currently a college or university student?

1 YES [CONTINUE]
2 NO [THANK AND TERMINATE]
3 DK/REFUSED [THANK AND TERMINATE]

2. What was the last year of formal education that you completed? **[Please get a mix per triad group.]**

1 HIGH SCHOOL OR LESS
2 HIGH SCHOOL GRADUATE
3 SOME COLLEGE/VOCATIONAL
4 COLLEGE GRADUATE
5 POST GRADUATE DEGREE

3. What is your household's yearly income in total before taxes? **[Please get a mix per triad group.]**

1 UNDER $30,000
2 $30,000 TO LESS THAN $40,000
3 $40,000 TO LESS THAN $55,000
4 $55,000 TO LESS THAN $75,000
5 $75,000 AND ABOVE
6 **[DO NOT READ]** DON'T KNOW/REFUSED **[THANK AND TERMINATE]**

4. What is your ethnic or racial heritage? **[Please get a mix per triad group.]**

1 WHITE BUT NOT HISPANIC
2 BLACK OR AFRICAN AMERICAN
3 HISPANIC OR LATINO
4 ASIAN
5 AMERICAN INDIAN
6 OTHER
7 **[DO NOT READ]** DON'T KNOW/REFUSED **[THANK AND TERMINATE]**

5. Do you or does anyone in your immediate family work for a market research company, a market research department, or in public transit or transportation related industries such as airlines, car dealers, Department of Transportation?

1 YES **[THANK AND TERMINATE]**
2 NO
3 **[DO NOT READ]** DON'T KNOW/REFUSED **[THANK AND TERMINATE]**

6. Have you participated in a focus group discussion or any other market research study within the past six months?

1 YES **[THANK AND TERMINATE]**
2 NO
3 **[DO NOT READ]** DON'T KNOW/REFUSED **[THANK AND TERMINATE]**

7. I am now going to read you a list of ways people commute to work, shopping centers, the theater, etc. For each method I read, please use a scale from 0 to 10, where a rating of "0" means you feel NOT AT ALL FAVORABLE toward that method of transportation, while a rating of "10" means you feel EXTREMELY FAVORABLE toward that method of transportation. Remember, we just want to know your opinion, with 0 being NOT AT ALL FAVORABLE, and 10 being EXTREMELY FAVORABLE. The first/next method of transportation is _____ [READ AND RANDOMIZE MODE. RECORD EXACT RATING FOR EACH METHOD.]

		RATING
A	PUBLIC TRANSIT **[TERMINATE IF RATING LESS THAN 4. INTERVIEWER: This category includes public bus, rail/ subway. It does not include private transportation such as taxis, jitney bus, carpools, and vanpools.]**	_____
B	CARPOOLING WITH A FRIEND	_____
C	DRIVING YOU OWN CAR	_____

8. Have you used a public transit system in the past year?

1 YES [ASK Q.8A]
2 NO [**SKIP TO 9, RECRUIT FOR NON-USERS GROUP**]

8A. Would you say you have used a public transit system MORE or LESS than **three** times in the **past 2 years**?

1	MORE THAN THREE TIMES	[ASK Q.8B,]
2	LESS THAN THREE TIMES	[SKIP TO Q.9, RECRUIT FOR NON-USERS GROUP]

8B. And have you used a public transit system MORE or LESS than **three** times in the **past week**?

1	THREE OR MORE TIMES	[ASK Q.9, RECRUIT FOR USERS GROUP]
2	LESS THAN THREE TIMES	[THANK AND TERMINATE]

9. And, overall, how long have you been using public transit? [RECORD EXACT RESPONSE] **[Please get a mix per user group.]**

_____

10. How many vehicles in operating condition do you have in your household? [DO NOT READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 1
2 2
3 3
4 4 or more
5 DON'T KNOW/REFUSED

IF QUALIFIED, GO TO INVITATION

INVITATION

We are interviewing some people here in _____ and would like to invite you to participate. We will be talking about issues related to transportation issues in your area. We are not selling anything. We only want to get your honest opinions. The interview will be conducted In a group setting and will last approximately **two** hours. You will receive $_____ for your time as a token of our appreciation.

Can we count on your participation?

1 YES **[SCHEDULE INTERVIEW]**
2 NO **[THANK AND TERMINATE]**

The discussion will be conducted on _____ [DAY AND DATE] at _____ [TIME].

May I confirm your name, address, and a telephone number where you may be reached so that we can confirm you interview?

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP CODE: _____

HOME TELEPHONE NUMBER: _____

WORK TELEPHONE NUMBER: _____

INTERVIEWER: _____

DATE: _____

TIME: _____

REMINDER CALL BACK COMPLETED ON [DATE/TIME]: _____

INVITATION LETTER SENT ON [DATE]: _____

APPENDIX G: TRIAD MODERATOR'S GUIDE

PERSONAL/CONFIDENTIAL

WIRTHLIN WORLDWIDE
1363 Beverly Road
McLean, VA 22101

Start Time:____ AM/PM
End Time: ____ AM/PM

MARKETING RESEARCH PLAN
REVISED DRAFT (November 9, 1999)

TRIAD MODERATOR'S GUIDE

ESTIMATED TIME: 1 HOUR & 50 MIN
BID TIME: 2 HOURS

Location:
( ) Champaign-Urbana, Peoria, Springfield, IL
( ) Memphis, Nashville, TN
( ) Santa Clara, San Mateo Counties, CA
( ) Philadelphia, PA

Transit Agency Size:
( ) Small
( ) Medium
( ) Large

Segment:
( ) User
( ) Non-User

Moderator: _____
Participants:
Number Recruited: _____
Number In Attendance: _____

INTRODUCTION (5 MIN.)

Section objectives are to introduce the topic, set the ground rules, and have participants introduce themselves to the moderator and each other.

Thank you very much for attending this discussion group. My name is (FIRST AND LAST NAME) and I work for Wirthlin Worldwide, an independent market research company.

As you were probably told when you were recruited, today we will be talking about transportation issues.

This meeting will take approximately two hours and, hopefully, you will find it enjoyable and stimulating.

Before we get started there are a few things I need to mention:

- We have a full agenda planned and won't be taking any breaks.
- This is not a sales pitch and no one will contact you to sell you anything we will be discussing today.
- We are conducting this research for a client and, considering the cost of implementing some of your recommendations, this client sincerely wants to confirm that they understand exactly what you are thinking in terms of these recommendations.
- Because of this, I will be asking a lot of probing questions, some of which may seem redundant to you, or the answers may appear obvious. Please be patient with this process; it is essential to the research we are conducting.
- I want to assure you that anything you say is strictly confidential and is never reported in any way that connects your particular comments to you personally.
- All I ask, then, is that you be as honest and candid as you possibly can be.
- There are no right or wrong answers. Just let me know how you truly feel. If you disagree with something that someone else says, please speak up!
- At the conclusion of this research, we will write up a report for the client. Because we can't remember everything you say, we are recording this session.
- Because we are recording it, please don't talk when someone else is speaking as the tapes will be impossible to understand.
- Despite the fact that we do submit a report, our client is so interested in what you have to say that they want to hear it in your own words. As such, there is a strong possibility that they are sitting in the next room observing what is going on through this (POINT) one way mirror.
- Last but not least, please no smoking while you're in this room. And if you have a cellular telephone with you, please turn it off.

Does anyone have any questions? If not, why don't we get started.

As a way to get started, please introduce yourself and tell us where you work and what you do in your job. If you don't work, please tell us what you do on a daily basis.

BACKGROUND/CONTEXT: TRAVELING/TRAVEL CHOICES (15 MIN.)

Section objectives are to begin to get participants talking about transportation, specifically the choices they make, images that come to mind, and transportation challenges facing their community. This information "sets the stage" for the balance of the discussion.

NOTE: FOR USER GROUPS, ASK Q 3 & 4 BEFORE Q. 1 & 2.

1. To begin, please tell me what form(s) of transportation you use to get to work/school/doing errands etc. each day. What about to activities on the weekend or in the evenings?

2. Now, close your eyes and imagine one of your typical days. One at a time, I'd like you to tell me the images and feelings that come to mind when you think about traveling to work and/or school and getting to where you need to go. Why do you feel that way? Is that image and/or feeling **a positive or negative** for you? What is the impact of transportation on your day's activities? [Moderator: the objective is to get respondents to describe some of the **emotions** they feel during their traveling activities.]

3. What do you believe are the greatest transportation challenges your community is currently facing? [Note: if not mentioned, probe for too much traffic, congestion, aggressive driving, road rage, highway construction, sprawl, pollution, air quality, etc.]

4. Why is that an important issue for you? How does [INSERT TRANSPORTATION CHALLENGE] impact you in your daily life?

GENERAL IMPRESSIONS OF PUBLIC TRANSPORTATION (10 MIN.)

Section objectives are to elicit participants' general perceptions, images, and feelings toward public transportation, as well as learn about the terminology they use to describe public transportation.

NOTE: MOVE THROUGH THIS SECTION QUICKLY.

1. Now, please think about the alternative ways that people get around. Other than a personal vehicle, what do people use to get around? What do you typically call that type of service? [Moderator: we are looking for whether or not people use mass and/or public transit/transportation terminology, or some other language. We DO NOT WANT names of local transit systems.]

_____

_____

2. I'd like to talk about some of these words and phrases. Let's start with (USE A TYPE OF SYSTEM MENTIONED IN Q. 1 ABOVE). I'd like you to tell me what differences there are – the images and feelings that come to mind – between the words (SELECT PAIRING BELOW, BASED ON TYPE OF SYSTEM STARTING WITH)…. [Moderator: make sure you understand and note whether these are positive or negative associations]:

A. "Public:" _____
_____
_____

vs.

B. "Mass:" _____
_____
_____

C. "Transit:" _____
_____
_____

vs.

D. "Transportation:" _____
_____
_____

MODERATOR: WE ARE PARTICULARLY INTERESTED IN SIMILARITIES OR DIFFERENCES BETWEEN "TRANSIT" AND "TRANSPORTATION." IS ONE MORE POSITIVE/ACCEPTABLE/A BETTER DESCRIPTOR THAN THE OTHER?
MODERATOR: ONCE YOU ARE CLEAR ON WHAT TERM THE GROUP PREFERS (I.E. "MASS TRANSIT," "PUBLIC TRANSPORTATION," ETC, USE THIS TERM WHERE APPROPRIATE THROUGHOUT REMAINDER OF INTERVIEW.

3. Now, I'd like you to think about your impressions of a public transportation system in general and try to describe this transportation system with human characteristics and qualities. What would the transportation system look like? How would it dress? How would it act? How would you describe its personality? Would it be male or female? How old? What would it do for a living? Please write down some of your thoughts, and then we will discuss them. (HAVE RESPONDENTS WRITE DOWN NOTES PRIOR TO DISCUSSING.)

PUBLIC TRANSPORTATION: COMMUNITY AND PERSONAL AND PERSONAL RELEVANCE (30 MIN)

Section objectives are to understand the relevance – both to the community (area/region) at large as well as the individual. This information will help determine those issues that resonate strongly with participants and should form the basis of the ultimate messages. A laddering technique will be used to elicit attributes, benefits, and values for both positive and negative reasons. Each participant develops own ladder. Group discusses attributes, consequences, and values.

Everyone has different reasons for doing the things they do and for the choices they make. For example, I might choose foods I do because they are low in fat, low in sodium, because they taste good, because I like a particular ethnic food, because they aren't expensive, or because they are quick.

Similarly, each person has different reasons for thinking the way that they do about certain subjects or issues. What I'd like to do now is begin to understand the role that you believe a public transportation system plays in your community.

1. A. On the piece of paper in front of you, I'd like you to make a list of all the POSITIVE reasons why it is important for **your community** to have a strong public transportation system. [DISCUSS: CLARIFY AS NECESSARY AND DEVELOP A MASTER LIST OF REASONS]

   PROBE UNTIL RESPONSES EXHAUSTED – ONE RESPONDENT AT A TIME.

B. Now, think about your own personal situation. On the piece of paper in front of you, I'd like you to make a list of all the POSITIVE reasons why public transportation is important **to you individually in your own life.** [DISCUSS: CLARIFY AS NECESSARY AND DEVELOP A MASTER LIST OF REASONS]

PROBE UNTIL RESPONSES EXHAUSTED – ONE RESPONDENT AT A TIME.

2. A. Now, out of all the reasons you listed, both for the community and for you personally, I'd like you to tell me which ONE you feel is the most important reason for having a strong public transportation system. Please write down the ONE you feel is most important, as well as the one that is second in importance, and then we will discuss what you selected.

RECORD MOST IMPORTANT CHOICE; DISCUSS.

PERSON #1

PERSON #2

PERSON #3

B. And which one of the reasons you listed would you say is the second most important reason for having a strong public transportation system?

RECORD SECOND MOST IMPORTANT CHOICE; DISCUSS.

PERSON #1

_____
_____

PERSON #2

_____
_____

PERSON #3

_____
_____

LADDER ONE (#1 POSITIVE ON PUBLIC TRANSPORTATION)

Now let's focus on why these are important reasons that your community has a strong public transportation system. Let's start with the most important reason you identified. In what way does that benefit your community? If a public transportation system provides (BENEFIT CITED), what does this do for the community?

CASUALLY LADDER IN CONVERSATIONAL WAY - MODERATOR RECORDS LADDER ON SEPARATE SHEET. PROBE UNTIL EXHAUSTED. VERY IMPORTANT TO GET TO VALUES LEVEL.

PERSON #1

_____
_____
_____
_____
_____
_____
_____
_____

PERSON #2

PERSON #3

LADDER TWO (#2 POSITIVE ON PUBLIC TRANSPORTATION)

Now let's look at the item you identified as the second most important reason that your community has a strong public transportation system. In what way does that benefit your community? If a public transportation system provides (BENEFIT CITED), what does this do for the community?

CASUALLY LADDER IN CONVERSATIONAL WAY - MODERATOR RECORDS LADDER ON SEPARATE SHEET. PROBE UNTIL EXHAUSTED. VERY IMPORTANT TO GET TO VALUES LEVEL.

PERSON #1

PERSON #2

PERSON #3

LADDER THREE (NEGATIVE ON PUBLIC TRANSPORTATION):

1. A. Now that we have discussed ways in which public transportation benefits a community, let's focus on any drawbacks – again to the community – of public transportation. Again, on the piece of paper in front of you, please write down all the reasons public transportation does not benefit the community, or in other words, please tell me why people don't want to support or fund public transportation. (HAVE THEM WRITE DOWN.)

   RECORD RESPONSES FROM ALL PARTICIPANTS ON DISPLAY BOARD. PROBE UNTIL RESPONSES EXHAUSTED – ONE RESPONDENT AT A TIME.

B. And now thinking about your personally, what are all the reasons why public transportation does not benefit YOU? (HAVE THEM WRITE DOWN.)

RECORD RESPONSES FROM ALL PARTICIPANTS ON DISPLAY BOARD. PROBE UNTIL RESPONSES EXHAUSTED – ONE RESPONDENT AT A TIME.

2. Now, out of all the reasons you listed, both for the community and for you personally, I'd like you to tell me which ONE you feel is the most important reason that having a strong public transportation system is not beneficial, either to you personally or to your community. Please write this down on your paper.

RECORD RESPONSE FOR EACH PERSON; DISCUSS.

PERSON #1

PERSON #2

PERSON #3

3. What challenges would this drawback present in your community or what problems occur because of it?

TIE RESPONSES TO DRAWBACKS. PROBE UNTIL RESPONSES EXHAUSTED.

PERSON #1

PERSON #2

PERSON #3

PUBLIC TRANSPORTATION MESSAGE ELEMENTS IMPORTANCE VS. PERFORMANCE (25 MIN)

Section objectives are to understand the importance – both to the community and individual – of certain message elements. In order to collect information necessary for an analysis of equities and disequities of public transportation, a community's ability to provide these benefits is evaluated both in a context of having a strong public transportation system and not having a strong public transportation system.

1. Now that we've talked about your thoughts on why it is important both to your community and to you that your community has a strong public transportation system, I'd like you to react to some issues that other people like yourselves have said they think are important.

On the handout, you will see a list of characteristics that you might consider to be important or not. Please take a few minutes and think about what is really important, both to you and to your community and then evaluate each of these characteristics in terms of their importance both to you and to your community. You'll use a 10-point scale where 10 is "extremely" important to you or your community and 1 is "of average importance" to you or your community. Mark a number from 1 to 10 in each of the two columns on the handout. **(HANDOUT 1)** (INTERVIEWER, MAKE SURE RESPONDENTS UNDERSTAND SCALE AND PROVIDE VARIATION IN THEIR RESPONSES.)

A. A better or improved quality of life
B. Cleaner air
C. Less traffic congestion
D. Economic growth and development for your community
E. Easy access to things you need in everyday life, such as work, shopping and daycare
F. Planning and preparing for the future
G. Ensuring that tourists can get around the area
H. Ensuring that you can get to work and/or school or where ever you need to
I. Minimizing the stress and frustration in your life
J. Have the mobility and freedom to do what you most want to do
K. Making the right decisions, or those that impact your life in a positive way
L. Residing in a livable and likable community and area
M. Spending more time with friends and family, or those people you care about the most
N. Being able to do what you most need to do
O. Having more time to do the things you want to
P. Having more money to spend as you would like to
Q. Providing opportunity for people from every walk of life
R. Having lots of choices and options available
S. Safer roads, highways, and transportation for all drivers and commuters.

1. Now I'd like you to put a star by the two or three issues in each column that you see as being most important, either to you or to your community, depending on the column. Why are these the issues that are most important to you and your community? FOCUS ON TOP 2-3 ISSUES.

2. Now how relevant are the issues, if at all, to the concept of transportation. How important are the issues to the concept of transportation?

3. Thinking about those things that are important to you, are there other elements that this list should include?

4. Now, please turn to the next handout. **(HANDOUT 2)** For some of the things on this list it doesn't matter whether or not there is a good public transportation system or not. For others it does matter. I'd like you to think about each one, and tell me to what degree residents can have each one of these in an area that DOES NOT have a good public transportation system. Please mark your response in the first column, using a scale of 1 to 10, where 1 means an area WITHOUT a good public transportation system CANNOT have this benefit and 10 means an area CAN have this benefit WITHOUT having a good public transportation system.

5. Now, in the next column on this page, I'd like you to rate the extent to which a strong public transportation system can help to provide this benefit to an area. Again, use a 10-point scale. This time, a "1" means a community with a strong public transportation system CANNOT help provide this benefit at all, and a "10" means an community with a strong public transportation system CAN help provide this benefit to a very great extent.

6. What are the issues that you think a community without a strong public transportation system cannot provide and why? FOCUS ON TOP 2-3.

7. What are the issues that you think a community with a strong public transportation system can provide and why? FOCUS ON BOTTOM 2-3 ISSUES.

POTENTIAL PUBLIC TRANSPORTATION MESSAGES (25 MIN)

Section objectives are to understand the impact of each of the messages in their entirety and which presents the most compelling arguments in support of public transportation.

I think I now have a good understanding of your views toward both your current transportation choice and your impressions of public transportation. I would now like to present you with some possible message statements about public transportation and see what you think of them.

As you review these, keep in mind your own situation and how this type of message would affect you personally. I am going to pass out a sheet of paper with some statements, please read it carefully and make notes if you'd like. In a moment we will discuss your thoughts and impressions.

As you read these, please circle phrases or parts of the messages that you like and cross out phrases or parts of the messages that you don't like. (HAVE RESPONDENTS COMPLETE THIS PORTION BEFORE DESCRIBING NEXT STEP TO THEM.)

Next, please think about your current perceptions of public transportation and rate each message according to how believable you think that message is. Please use a 10-point scale where a 10 indicates the message is VERY ACCURATE AND BELIEVABLE and a 1 means the message is NOT AT ALL ACCURATE AND BELIEVABLE in its description of public transportation today. Of course, you may use any number between 1 and 10.

(HANDOUT 3)

A. Public Transit improves the quality of community life by helping to improve air quality, reduce congestion, fuel economic growth, and create greater opportunities for people from every walk of life.

B. Public Transit improves quality of life by providing more personal time and less stress for individuals.

C. Public Transit provides solutions for everyday life by offering choices and options in travel to social activities, recreation, work, education and medical care.

D. Public Transit spurs economic vitality in communities by providing transportation to employment, shopping and recreation, and supporting businesses along transit routes.

E. Public Transit reduces the need for expensive infrastructure, creating less asphalt, more land and a chance to reallocate tax dollars.

F. Public Transit is using technology and providing innovative ways to make transit use easier (e.g., using the Internet to track bus routes).

G. Public Transit cares about its customers and the community. It provides for safe transport of people from every walk of life.

H. Public Transit makes roads safer for everyone because it reduces the number of cars on the road, decreasing accidents and road rage.

I. Public Transit benefits the community because it provides for smart, convenient, and efficient travel choices. When you support Public Transit, you can feel like you are making a wise decision.

J. Public Transit contributes to the amenities, spirit and sense of community by creating more livable communities and enhancing the fabric and style of that community.

K. Public Transit is an important transportation option, providing alternative transportation opportunities to do those things that matter most.

L. Public Transit gives time back to the people to use in productive ways. Whether time is spent on public transit relaxing, reading, making new friends or getting more work accomplished, Public Transit gives extra time to a time-starved society.

Without talking about specifics just yet, please tell me what your overall reaction is to these messages? Generally speaking, what did you like and what didn't you like?

1. Do the components of the messages all fit together? Are there some parts that don't belong? Should something be added?

2. Let's now focus on the specifics of these messages, or those things that you marked. Let's start with the positive aspects or the things you liked. These are the items that you circled. RECORD RESPONSES FROM ALL PARTICIPANTS. PROBE UNTIL RESPONSES EXHAUSTED. What was appealing about these phrases or parts of messages?

3. Now let's go over the items you didn't like, which are the ones that you crossed out. RECORD RESPONSES FROM ALL PARTICIPANTS. PROBE UNTIL RESPONSES EXHAUSTED. What was it you didn't like about these phrases or parts of messages?

4. Now, I'd like you to think about these messages in their entirety again. Please assume that everything in these messages is true and that public transportation could do each of these. With that assumption, please rate each message in terms of how favorable and compelling it is in making you more supportive of public transportation. Again, assume everything in the message is true. You'll use a 10-point scale where 10 means the message is VERY COMPELLING AND FAVORABLE in making you supportive of public transportation and 1 means the message is NOT AT ALL COMPELLING AND FAVORABLE in making you more supportive of public transportation. **[HANDOUT 4]**

5. Which messages are most compelling and favorable and why?

6. Which messages are least compelling and favorable and why?

7. Assume for a moment that you are responsible for creating a message that encourages someone to feel more favorable toward public transportation. What are the elements that, in your mind, absolutely must be included in the messages? Is there anything else that should be included in these messages?

CLOSE

1. Earlier in the discussion, I asked you to describe your impression of public transportation using human characteristics and qualities. I'd now like you to do the same thing, but I'd like you to describe a strong public transportation system that benefits your community and/or you personally. What would the transportation system look like? How would it dress? How would it act? How would you describe its personality? Is it male or female? How old is it? What does it do for a living? Please write down some of your thoughts and then we will discuss.

2. Finally, when you are thinking about an issue such as feeling favorable toward public transportation, it is possible to feel favorably toward public transportation because of how it personally impacts or is relevant to you, or how it is relevant to your community. Out of 100%, please tell me what proportion of your feelings about public transportation have to do with PERSONAL reasons and what proportion has to do with reasons that impact your community, instead of you. [COLLECT RESPONSES FROM EACH INDIVIDUAL.] Why do you feel that way?

THANK AND CLOSE

HANDOUT 1

Please rate the importance of each of the following on a 10-point scale where "10" means the element is "extremely important" to you or to your community and "1" means the element is of "average importance" to you or your community. You may use any number between 1 and 10.

COMMUNITY	IMPORTANCE RATING FOR YOU	FOR YOUR
A. A better or improved quality of life	_____	_____
B. Cleaner air	_____	_____
C. Less traffic congestion	_____	_____
A. Economic growth and development for your community	_____	_____
E. Easy access to things you need in everyday life, such as work, shopping and daycare	_____	_____
F. Planning and preparing for the future	_____	_____
G. Ensuring that tourists can get around the area	_____	_____
H. Ensuring that you can get to work and/or school or where ever you need to	_____	_____
I. Minimizing the stress and frustration in your life	_____	_____
J. Have the mobility and freedom to do what you most want to do	_____	_____
K. Making the right decisions, or those that impact your life in a positive way	_____	_____
L. Residing in a livable and likable community and area	_____	_____
M. Spending more time with friends and family, or those people you care about the most	_____	_____
N. Being able to do what you most need to do	_____	_____
O. Having more time to do the things you want to	_____	_____
P. Having more money to spend as you would like to	_____	_____
Q. Providing opportunities for people from every walk of life	_____	_____
R. Having lots of choices and options available	_____	_____
S. Making roads, highways and transportation safer for all drivers and commuters.	_____	_____

HANDOUT 2

For some of the things on this list it doesn't matter whether or not there is a good public transportation system or not. For others it does matter. In the first column, rate the extent to which a community WITHOUT a good public transportation system CAN or CANNOT have these benefits, where a "1" means a community CANNOT have this benefit WITHOUT a good transportation system and 10 means an area CAN have this benefit WITHOUT having a good public transportation system.

In the next column rate the extent to which a strong public transportation system can help to provide this benefit to an area. This time, a "1" means a community WITH a strong public transportation system CANNOT help provide this benefit at all, and a "10" means an community WITH a strong public transportation system CAN help provide this benefit to a very great extent.

	DEGREE TO WHICH CAN BE ACCOMPLISHED	
	WITHOUT PUBLIC TRANSPORTATION	**WITH PUBLIC TRANSPORTATION**
A. Its residents have a good quality of life	_____	_____
B. Has a good environment, or one that is relatively pollution free	_____	_____
C. Is safe to travel around due to low traffic congestion and minimal risk of accidents	_____	_____
D. Has strong economic growth and development	_____	_____
E. Has easy access to things its residents need in everyday life, such as work, daycare and shopping	_____	_____
F. Is forward thinking and preparing for the future	_____	_____
G. Allows tourists to get around	_____	_____
H. Has transportation options so that one can easily get to work and/or school, or where ever they need to go	_____	_____
I. Provides mechanisms to reduce stress and frustration	_____	_____
J. Provides residents with the mobility and freedom to do what they most want to do	_____	_____
K. Allows residents to make the right decisions, or those that impact their lives in a positive way	_____	_____
L. Contributes to a livable and likable community and area	_____	_____
M. Allows one to spend more time with friends and family, or those people they care about the most	_____	_____
N. Ensures that residents are able to do what they most want to do	_____	_____

HANDOUT 2 (CONTINUED)

For some of the things on this list it doesn't matter whether or not there is a good public transportation system or not. For others it does matter. In the first column, rate the extent to which a community WITHOUT a good public transportation system CAN or CANNOT have these benefits, where a "1" means a community CANNOT have this benefit WITHOUT a good transportation system and 10 means an area CAN have this benefit WITHOUT having a good public transportation system.

In the next column rate the extent to which a strong public transportation system can help to provide this benefit to an area. This time, a "1" means a community WITH a strong public transportation system CANNOT help provide this benefit at all, and a "10" means an community WITH a strong public transportation system CAN help provide this benefit to a very great extent.

	DEGREE TO WHICH CAN BE ACCOMPLISHED	
	WITHOUT PUBLIC TRANSPORTATION	**WITH PUBLIC TRANSPORTATION**
O. Ensures that residents have more time to do the things that they want to	_____	_____
P. Ensures that residents can spend their money as they would like to	_____	_____
Q. Provides opportunities for people from every walk of life	_____	_____
R. Provides lots of available choices and options	_____	_____
S. Makes roads, highways and transportation safer for all drivers and commuters	_____	_____

HANDOUT 3

Thinking about your current perceptions of public transportation, please read each statement and circle phrases or parts of each message you like and draw a line through phrases or parts of each message that you don't like. Then rate each message according to how believable you think that message is. Please use a 10-point scale where a 10 indicates the message is VERY BELIEVABLE AND ACCURATE and a 1 means the message is NOT AT ALL BELIEVABLE AND ACCURATE.

RATING

A. Public Transit improves the quality of community life by helping to improve air quality, reduce congestion, fuel economic growth, and create greater opportunities for people from every walk of life. _____

B. Public Transit improves quality of life by providing more personal time and less stress for individuals. _____

C. Public Transit provides solutions for everyday life by offering choices and options in travel to social activities, recreation, work, education and medical care. _____

D. Public Transit spurs economic vitality in communities by providing transportation to employment, shopping and recreation, and supporting businesses along transit routes. _____

E. Public Transit reduces the need for expensive infrastructure, creating less asphalt, more land and a chance to reallocate tax dollars. _____

F. Public Transit is using technology and providing innovative ways to make transit use easier (e.g., using the Internet to track bus routes). _____

G. Public Transit cares about its customers and the community. It provides for safe transport of people from every walk of life. _____

H. Public Transit makes roads safer for everyone because it reduces the number of cars on the road, decreasing accidents and road rage. _____

I. Public Transit benefits the community because it provides for smart, convenient, and efficient travel choices. When you support Public Transit, you can feel like you are making a wise decision. _____

J. Public Transit contributes to the amenities, spirit and sense of community by creating more livable communities and enhancing the fabric and style of that community. _____

K. Public Transit is an important transportation option, providing alternative transportation opportunities to do those things that matter most. _____

L. Public Transit gives time back to the people to use in productive ways. Whether time is spent on public transit relaxing, reading, making new friends or getting more work accomplished, Public Transit gives extra time to a time-starved society. _____

HANDOUT 4

Let's assume that these statements are true and that public transportation could do each one of them. Please rate each message according to how favorable and compelling it is in making you more supportive of public transportation. Please use a 10-point scale where a 10 indicates the message is VERY FAVORABLE AND COMPELLING and a 1 means the message is NOT AT ALL FAVORABLE AND COMPELLING.

RATING

A. Public Transit improves the quality of community life by helping to improve air quality, reduce congestion, fuel economic growth, and create greater opportunities for people from every walk of life. _____

B. Public Transit improves quality of life by providing more personal time and less stress for individuals. _____

C. Public Transit provides solutions for everyday life by offering choices and options in travel to social activities, recreation, work, education and medical care. _____

D. Public Transit spurs economic vitality in communities by providing transportation to employment, shopping and recreation, and supporting businesses along transit routes. _____

E. Public Transit reduces the need for expensive infrastructure, creating less asphalt, more land and a chance to reallocate tax dollars _____

F. Public Transit is using technology and providing innovative ways to make transit use easier (e.g., using the Internet to track bus routes). _____

G. Public Transit cares about its customers and the community. It provides for safe transport of people from every walk of life. _____

H. Public Transit makes roads safer for everyone because it reduces the number of cars on the road, decreasing accidents and road rage. _____

I. Public Transit benefits the community because it provides for smart, convenient, and efficient travel choices. When you support Public Transit, you can feel like you are making a wise decision. _____

J. Public Transit contributes to the amenities, spirit and sense of community by creating more livable communities and enhancing the fabric and style of that community. _____

K. Public Transit is an important transportation option, providing alternative transportation opportunities to do those things that matter most. _____

L. Public Transit gives time back to the people to use in productive ways. Whether time is spent on public transit relaxing, reading, making new friends or getting more work accomplished, Public Transit gives extra time to a time-starved society. _____

APPENDIX H: QUANTITATIVE QUESTIONNAIRE

PERSONAL/CONFIDENTIAL

Project #: 2698
Time Started: _____
Time Ended: _____
Field Edit: _____
Field Validation: _____

WIRTHLIN WORLDWIDE
1363 Beverly Road
McLean, Virginia 22101
FINAL

SCREENER

Hello, I'm _____ of Wirthlin Worldwide, a national research firm. We're talking with adult Americans nationwide today about issues important to the area in which they live, and we'd like to get your opinions. We are not selling anything. For quality control purposes, my supervisor might monitor this call.

A. Are you 18 years of age or older? [DO NOT READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 YES
2 NO
3 DON'T KNOW/REFUSED

IF "NO", ASK:

B. May I please speak to someone in your household who is 18 years of age or older? [DO NOT READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 YES **[REPEAT INTRODUCTION AND CONTINUE WITH QUX C]**
2 NO **[THANK AND TERMINATE]**
3 DON'T KNOW/REFUSED **[THANK AND TERMINATE]**

C. In what city do you live? [RECORD EXACT RESPONSE]

_____

BACKGROUND/CONTEXT

SECTION OBJECTIVE:	*To better understand the importance and relevance of transportation issues vs. other leading community concerns. Justifying the rating given to TRANSPORTATION ISSUES will begin to focus the respondent's attention on the topic of the survey.*

[SPLIT SAMPLE: AS SUCH HALF THE RESPONDENTS WILL BE ASKED Q.1A-G AND HALF WILL NOT BE ASKED Q.1A-G; EACH ISSUE WILL HAVE AN N=1,050.]

1. Now I'd like you to think about several specific issues facing your LOCAL COMMUNITY or the REGION WHERE YOU LIVE. On a scale from 0 to 10, where "10" means you're VERY CONCERNED about the issue, and "0" means you're NOT AT ALL CONCERNED about the issue, please rate the following issues facing your community in terms of YOUR level of concern.

   The [first/next] issue is _____ [READ AND RANDOMIZE ISSUES]. How concerned are you about _____ [ISSUE]? [RECORD EXACT RESPONSE]

ROTATE			RATING [0-10]
_____	A.	CRIME AND SAFETY	_____
_____	B.	AIR AND WATER POLLUTION	_____
_____	C.	QUALITY OF EDUCATION AND THE SCHOOLS	_____
_____	D.	LOCAL ECONOMY AND ECONOMIC GROWTH AND JOBS	_____
_____	E.	DECAY OF THE INNER CITY	_____
_____	F.	TRANSPORTATION ISSUES SUCH AS THE AVAILABILITY OF TRANSPORTATION OPTIONS, AGGRESSIVE DRIVING, AND COMMUTE TIME	_____
_____	G.	TRAFFIC CONGESTION	_____

TRANSPORTATION CHOICES

SECTION OBJECTIVE:	*To understand respondent's current mode of transportation as well as to understand respondent's attitude toward Public Transportation vs. other modes of transportation.*

2. Thinking about how you get to and from your various activities outside the home - such as work, school, medical appointments and shopping - what form of transportation do you usually use? [READ RESPONSE CATEGORIES. RECORD AS MANY RESPONSES AS APPLY]

   1 CAR / DRIVE
   2 CARPOOL / RIDESHARE / VANPOOL
   3 BUS
   4 RAIL
   5 WALK
   6 RIDE A BIKE
   7 MOTORCYCLE
   8 OTHER
   9 [DO NOT READ] DON'T KNOW/REFUSED

3. I am now going to read you a list of ways people in your community go to work, shopping centers, the theater, etc. I'd like you to think about the importance and impact that each has in the area where you live and for each method I read, please use a scale from 0 to 10, where a rating of "0" means you feel NOT AT ALL FAVORABLE toward that method of transportation, while a rating of "10" means you feel EXTREMELY FAVORABLE toward that method of transportation. Remember, we just want to know your opinion, with 0 being NOT AT ALL FAVORABLE, and 10 being EXTREMELY FAVORABLE. The first/next method of transportation is _____ [READ AND RANDOMIZE MODE. RECORD EXACT RATING FOR EACH METHOD.]

   A PUBLIC TRANSPORTATION
   B CARPOOLING WITH A FRIEND
   C DRIVING YOUR OWN CAR
   D TAKING THE BUS
   E WALKING
   F RAIL

IMPRESSIONS/AWARENESS OF PUBLIC TRANSPORTATION

SECTION OBJECTIVE:	*To elicit feelings and images of Transportation, as well as to understand overall awareness of Transportation offerings in the community/region where respondent lives.*

For the following questions, please think of public transportation as publicly-sponsored bus, van, rail/subway services, trolley-car, or boat services. Public school buses and taxi cabs are not public transportation.

[SPLIT SAMPLE: AS SUCH HALF THE RESPONDENTS WILL BE ASKED Q.4A AND 4B AND HALF WILL NOT BE ASKED Q.4A AND 4B; LIKE MOST AND LIKE LEAST WILL EACH HAVE AN N=1,050.]

4A. What are some of the things you **LIKE MOST** about public transportation? [RECORD EXACT COMMENTS. PROBE ONCE: What else do you LIKE about public transportation?]

_____

_____

_____

4B. And what are some of the things you **LIKE LEAST** about public transportation? [RECORD EXACT COMMENTS. PROBE ONCE: What else do you DISLIKE about public transportation?]

_____

_____

_____

5. In general, how familiar would you say you are with public transportation services in your area, that is, types of services available, schedules, routes, etc.? Would you say you are…..[READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 VERY FAMILIAR
2 SOMEWHAT FAMILIAR
3 NOT VERY FAMILIAR
4 NOT AT ALL FAMILIAR
5 [DO NOT READ] DON'T KNOW/REFUSED

6. As far as you know, is public transportation in your community or region where you live ……..? [READ RESPONSE CATEGORIES. ROTATE RESPONSE TOP-TO-BOTTOM AND BOTTOM-TO-TOP. RECORD ONE RESPONSE]

1 READILY AVAILABLE
2 SOMEWHAT AVAILABLE
3 NOT VERY AVAILABLE
4 NOT AT ALL AVAILABLE
5 [DO NOT READ] DON'T KNOW/REFUSED

PUBLIC TRANSPORTATION USAGE

SECTION OBJECTIVE: *A quick read of respondent's current use of public Transportation services.*

7. Have you, personally, ever used the public transportation services within your community or the region in which you live? [RECORD ONE RESPONSE]

   1 YES
   2 NO **[SKIP TO Q9]**
   3 DON'T KNOW/REFUSED **[SKIP TO Q.9]**

8. Which of the following categories best describes your use of public transportation in the past month? [READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

   1 NONE
   2 ONE DAY
   3 TWO TO SIX DAYS
   4 SEVEN TO TWELVE DAYS
   5 THIRTEEN TO TWENTY-NINE DAYS
   6 THIRTY DAYS OR MORE
   7 DON'T KNOW/REFUSED

PERCEIVED BENEFITS OF PUBLIC TRANSPORTATION

SECTION OBJECTIVE:	*To understand the importance - on both a personal and community/area level - of perceived benefits of transportation. In order to collect information necessary for an analysis of equities and disequities of public transportation, a region/area's ability to provide these benefits is evaluated both in the context of having a strong public Transportation system and not having a strong public Transportation system.*

9. Now, I am going to read you a list of things that some people say are important to them and the region where they live. I'd like you to tell me how important each item is to you and to the region or area . Please use a scale from 0 to 10 where "0" is NOT AT ALL IMPORTANT and "10" is VERY IMPORTANT.

What rating would you give _____ ? [READ AND RANDOMIZE STATEMENTS. RECORD EXACT RESPONSE.]

A Cleaner air.
B Less traffic congestion.
C Economic growth and development in your community.
D Easy access to the things you need in everyday life such as work, shopping and daycare
E A better or improved quality of life.
F Having mobility and freedom to do what you most want to do.
G Building community spirit and making your community more livable.
H Spending more time with friends and family members or those people you care about the most.
I Having more time to do the things you want to do.
J Providing opportunities for people from every walk of life.
K Having lots of choices and options available.
L Making roads, highways, and transportation safer for all drivers and commuters.

10.A I'd like you to think about the benefits of public transportation and the impact it has on communities. For each of the statements I read, please rate how well a **community without a strong public transportation system** delivers these aspects.. Again, let's use a scale from 0 to 10, where "0" would mean the community DOES NOT DELIVER AT ALL and a "10" would mean the community DELIVERS EXTREMELY WELL. What rating would you give _____ **[COMMUNITY TYPE]** for _____ **[STATEMENT]**. **[RECORD EXACT RESPONSE]**

[READ ALL STATEMENTS FOR COMMUNITY WITHOUT PUBLIC TRANSPORTATION SYSTEM - THEN READ ALL STATEMENTS FOR COMMUNITY WITH PUBLIC TRANSPORTATION SYSTEM.]

10.B Now let's think about a **community with a public transportation system** and how well it delivers on the same issues.

READ AND RANDOMIZE STATEMENTS. FURTHER, ROTATE 10A AND 10B SO THAT ONE HALF OF RESPONDENTS WILL GET ASKED Q.10A FIRST AND ONE HALF WILL GET ASKED Q.10B FIRST.

		10A	**10B**
		COMMUNITY <u>WITHOUT</u> PUBLIC TRANSPORTATION	**COMMUNITY <u>WITH</u> PUBLIC TRANSPORTATION**
A	Its residents have a good quality of life.	_____	_____
B	Has a cleaner environment or has less pollution	_____	_____
C	Dramatically reduced traffic congestion	_____	_____
D	Has strong economic growth and development.	_____	_____
E	Provides easy access to things its residents need in everyday life, such as work, daycare, and shopping.	_____	_____
F	Provides residents with the mobility and freedom to do what they most want to do.	_____	_____
G	Builds a sense of community and makes the community more livable.	_____	_____
H	Allows one to spend more time with friends and family, or those people they care about the most.	_____	_____
I	Ensures that residents have more time to do the things they want to.	_____	_____
J	Provides opportunities for people from every walk of life.	_____	_____
K	Provides lots of transportation choices and options.	_____	_____
L	Makes roads, highways, and transportation safer for all drivers and commuters.	_____	_____

ASSESSMENT OF POTENTIAL PUBLIC TRANSPORTATION MESSAGES

SECTION OBJECTIVES:	*To understand the impact of each of the messages as well as which present the most compelling arguments in support of public transportation.* ***Please note****: as there are twelve potential messages to be assessed, the chance of respondent fatigue is high. To alleviate possible respondent fatigue, we will split the sample - that is each respondent will assess only six randomly selected messages.*

11. Next I would like to read you several statements about the BENEFITS of public transportation. I'd like you to rate each of these statements using a scale of 0 to 10, where 0 means that statement is NOT COMPELLING AND DOES NOT REINFORCE your positive feelings about public transportation and 10 means that statement is COMPELLING AND REINFORCES your positive feelings for public transportation. Most statements would be rated somewhere in between those extremes. **[NOTE: WE ARE LOOKING FOR ATTITUDES TOWARD PUBLIC TRANSPORTATION OVERALL. THIS QUESTION IS NOT FOCUSED ON WHETHER THE RESPONDENT RIDES THE BUS/TRAIN, ETC. OR NOT.]**

    The first/next statement focuses on _____ [INSERT AND RANDOMIZE STATEMENTS. RECORD ONE RESPONSE PER STATEMENT.] **[SPLIT SAMPLE: RANDOMLY ASSIGN 6 OF THE STATEMENTS PER RESPONDENT, AS SUCH, EACH STATEMENT WILL HAVE N=1,050.]**

A. *Improving the quality of life*: Public Transportation improves the quality of life in the community by helping to improve air quality, reduce congestion and create greater opportunities for people from every walk of life.

B. *Offering choices and options in travel:* Public Transportation provides solutions for everyday life by offering choices and options in travel to social activities, recreation, work, education and medical care.

C. *Economic vitality*: Public Transportation spurs economic vitality in communities by providing transportation to employment, shopping and recreation, and supporting businesses along transit routes.

D. *Reduces infrastructure:* Public Transportation reduces the need for building roads and parking lots, allowing for more open space.

E. *Caring about its customers and community:* Public Transportation cares about its customers and the community. It provides safe transport for people from every walk of life.

F. *Making roads safer:* Public Transportation makes roads safer for everyone because it reduces the number of cars on the road, decreasing accidents and road rage.

G. *Providing smart travel choices*: Public Transportation benefits the community because it provides for smart, convenient and efficient travel choices.

H. *Making communities more livable*: Public Transportation contributes to the amenities, spirit and sense of community by creating more livable communities and enhancing the fabric and style of that community.

I. *Giving people time to do what they want to*: Public Transportation reduces congestion and gives time back to people to use in productive ways, such as relaxing, reading, making new friends or getting more work accomplished.

DEMOGRAPHICS

SECTION OBJECTIVES:	*To gather respondent-specific information to allow segmentation/target audience identification.*

I have just a few more questions for statistical purposes only.

12. What was the last grade of formal education you completed? [DO NOT READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 SOME HIGH SCHOOL OR LESS
2 HIGH SCHOOL GRADUATE
3 SOME COLLEGE
4 COLLEGE GRADUATE
5 SOME GRADUATE SCHOOL
6 GRADUATE DEGREE
7 REFUSED

13. What is your age, please? [DO NOT READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 18 - 24
2 25 - 29
3 30 - 34
4 35 - 39
5 40 - 44
6 45 - 49
7 50 - 54
8 55 - 59
9 60 - 64
10 65 - 74
11 75 AND OVER
12 REFUSED

14. What is your approximate annual household income before taxes? Is it…..? [READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 UNDER $10,000
2 $10,000 BUT LESS THAN $20,000
3 $20,000 BUT LESS THAN $30,000
4 $30,000 BUT LESS THAN $40,000
5 $40,000 BUT LESS THAN $50,000
6 $50,000 BUT LESS THAN $60,000
7 $60,000 BUT LESS THAN $70,000
8 OVER $70,000
9 **[DO NOT READ]** DON'T KNOW/REFUSED

15. Which of the following best describes your household? [READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 A COUPLE WITH CHILDREN UNDER THE AGE OF 18
2 A COUPLE WITH NO CHILDREN UNDER THE AGE OF 18
3 SINGLE WITH CHILDREN UNDER THE AGE OF 18
4 SINGLE WITH NO CHILDREN UNDER THE AGE OF 18
5 DON'T KNOW/REFUSED

16. Is there anyone over the age of 60 in your household? [DO NOT READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 YES
2 NO
3 DON'T KNOW/REFUSED

17. What is your main ethnic origin? [READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 WHITE BUT NOT HISPANIC
2 BLACK OR AFRICAN AMERICAN
3 ASIAN
4 HISPANIC OR LATINO
5 AMERICAN INDIAN
6 **[DO NOT READ]** OTHER [SPECIFY:] _____
7 **[DO NOT READ]** DON'T KNOW/REFUSED

18. Are you currently…….? [READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1	EMPLOYED FULL TIME OUTSIDE THE HOME	[ASK Q.19]
2	EMPLOYED PART-TIME OUTSIDE THE HOME	[ASK Q.19]
3	A STUDENT	[SKIP TO Q.20]
4	RETIRED	[SKIP TO Q.20]
5	A HOMEMAKER	[SKIP TO Q.20]
6	**[DO NOT READ]** OTHER [SPECIFY: _____]	[ASK Q.19]
7	**[DO NOT READ]** DON'T KNOW/REFUSED	[SKIP TO Q.20]

19. What is you occupation? [DO NOT READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 PROFESSIONAL / TECHNICAL
2 MANAGER / ADMINISTRATOR
3 PROPRIETOR / SELF EMPLOYED
4 PROFESSIONAL SALES
5 SKILLED / FOREMAN / CRAFTSMAN
6 CLERICAL
7 RETAIL
8 OPERATIVE
9 LABORER
10 DOMESTIC
11 SKILLED SERVICE
12 OTHER SERVICE
13 IN ARMED FORCES
14 OTHER (SPECIFY) _____
15 DON'T KNOW REFUSED

20. Which of the following best describes the area in which you live? Would you say the area is……. [READ RESPONSE CATEGORIES. RECORD ONE RESPONSE]

1 URBAN / IN A LARGE CITY
2 IN THE SUBURBS OF A MAJOR CITY
3 SMALL TOWN / SMALL CITY
4 RURAL WITH VERY FEW NEIGHBORS
5 **[DO NOT READ]** DON'T KNOW/REFUSED

21. Are you currently a registered voter?

1 YES
2 NO
3 DON'T KNOW/REFUSED

22. Now I'd like you to consider some different ways in which people express their opinions about issues. Thinking back over the last 12 months, _____ **[INSERT STATEMENT. CONTINUE UNTIL RESPONDENT ANSWERS "YES" TO FOUR STATEMENTS, THEN GO ON TO THE NEXT QUESTION.]**

1 YES
2 NO
3 DON'T KNOW / REFUSED

A. Do you usually read the editorial page in the daily paper?
B. Have you written to or telephoned a radio or television station to express your opinion?
C. Have you taken an active part in some local civic issues?
D. Have you written to the editor of a magazine or newspaper?
E. Have you actively worked for a political party or candidate?
F. Have you addressed or spoken before a public meeting (e.g. a PTA or School Board Meeting)?
G. Have you written to or visited a public official about some matter of public business or to express your point of view on an issue?
H. Have you written or said something that has been published?

23. GENDER [BY OBSERVATION]

1 MALE
2 FEMALE

24. And what is your zip code?

RECORD ZIP CODE _____ _____ _____ _____ _____

May I please have your name - just in case my supervisor needs to verify that this interview actually took place?

_____

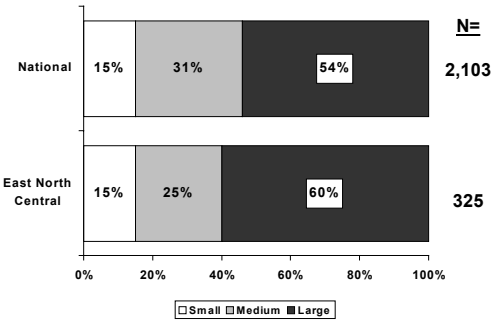
And just to verify, the phone number I reached you at is _____ [READ PHONE NUMBER]

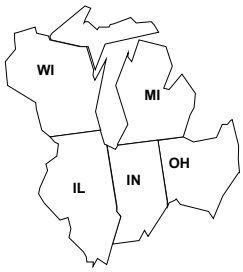
Those are all the questions I have for you today. Thank you very much for your time and cooperation. Have a pleasant day.

INTERVIEWER: _____ DATE: _____

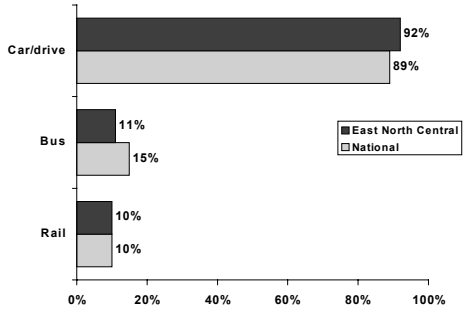
APPENDIX I: REGIONAL SUMMARIES

East North Central

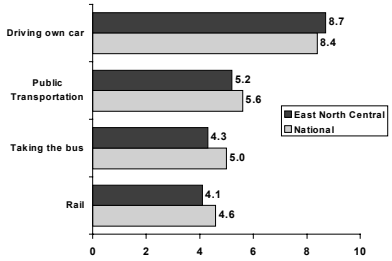




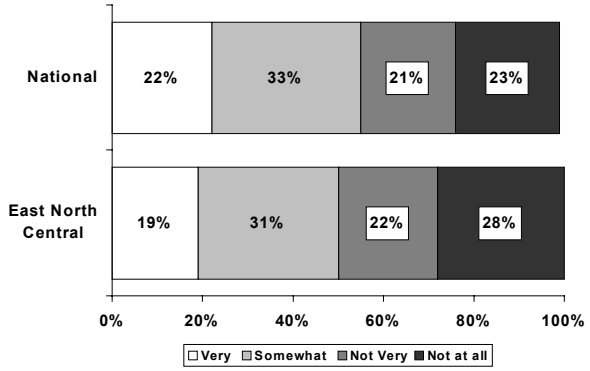
Forms of Transportation Used Most



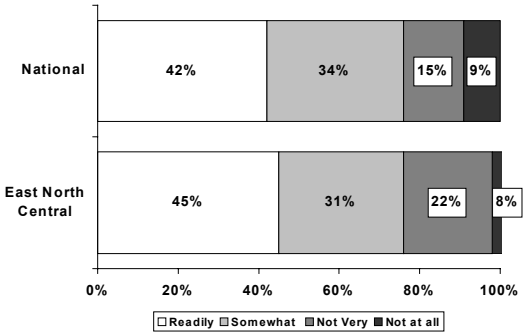
Importance and Impact of Transportation Mode on the Community



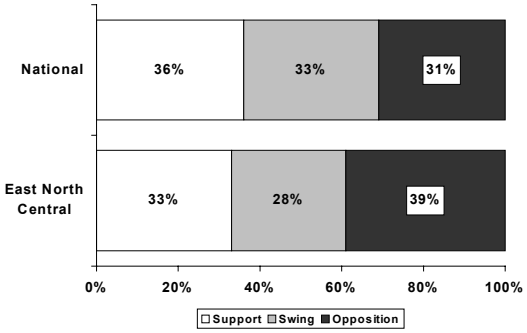
Familiarity with Public Transportation in Local Area



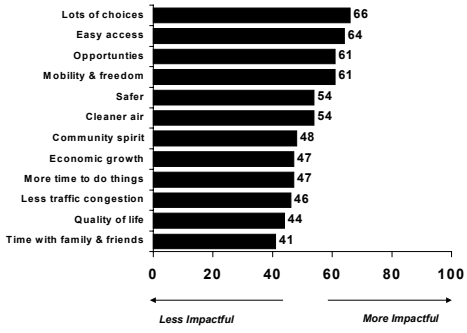
Perceived Availability of Public Transportation



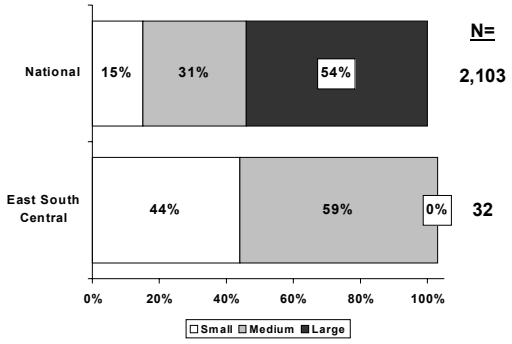
Size of Swing and Support

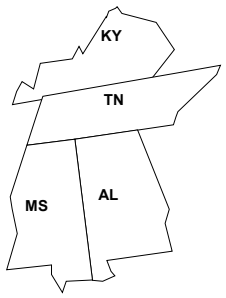


East North Central: Most Impactful Messages

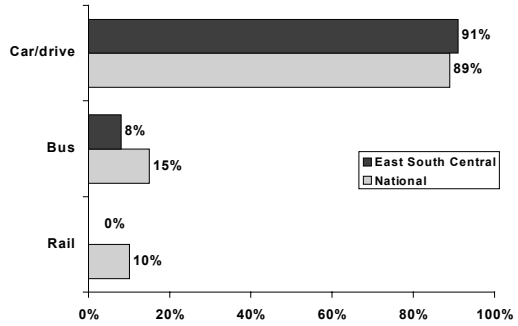


East South Central

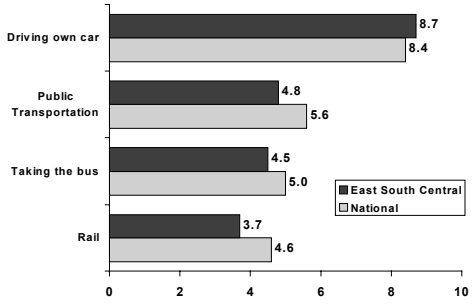




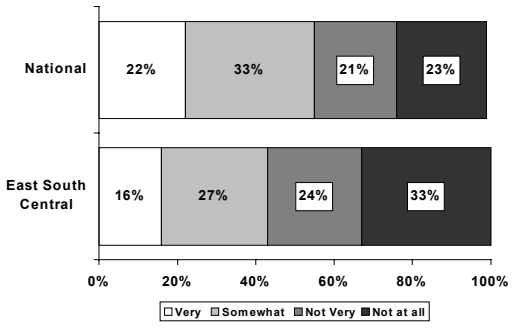
Forms of Transportation Used Most



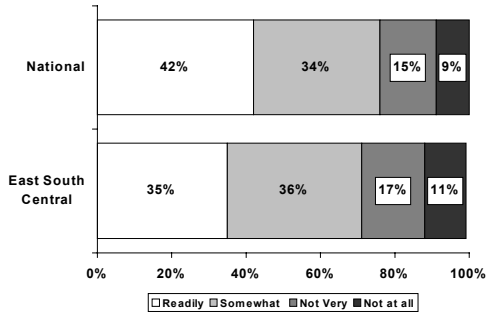
Importance and Impact of Transportation Mode on the Community



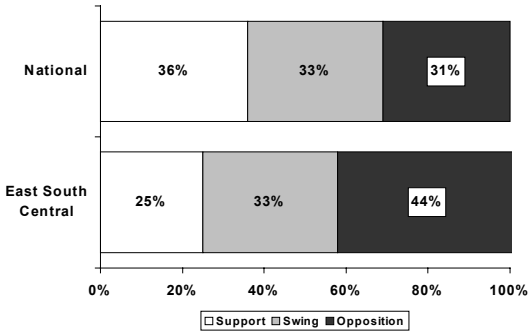
Familiarity with Public Transportation in Local Area



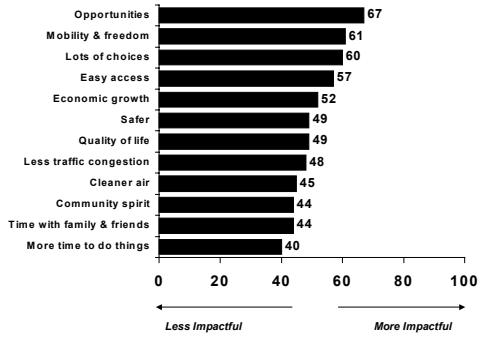
Perceived Availability of Public Transportation



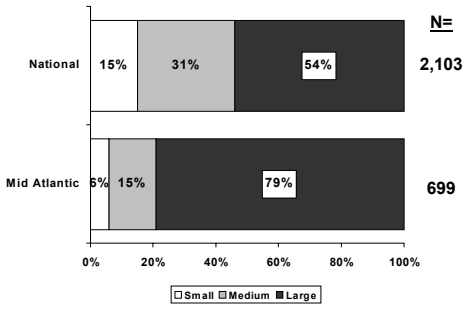
Size of Swing and Support

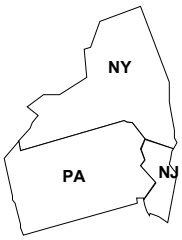


East South Central: Most Impactful Messages

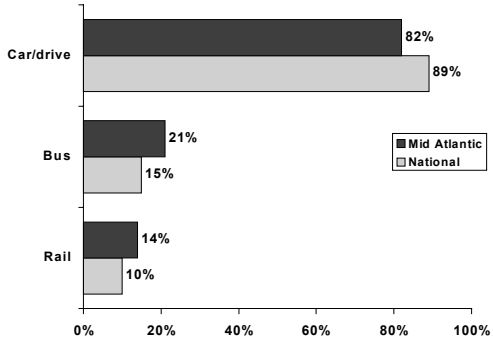


Mid Atlantic

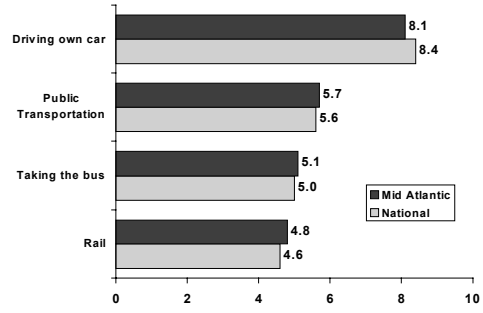




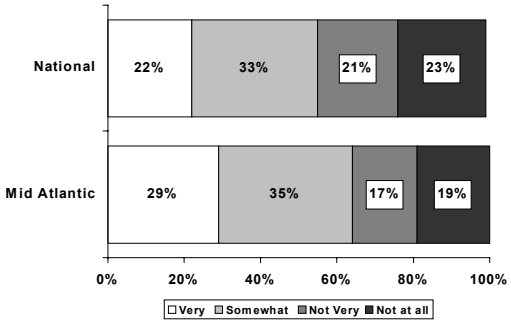
Forms of Transportation Used Most



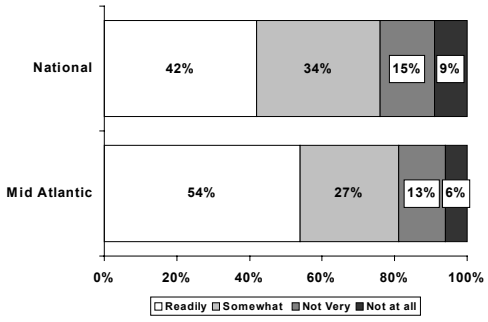
Importance and Impact of Transportation Mode on the Community



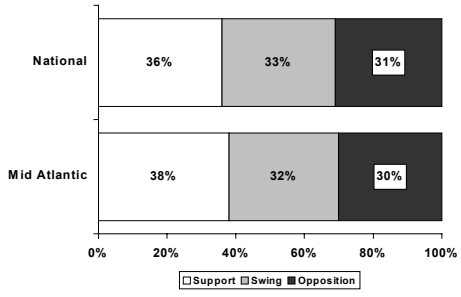
Familiarity with Public Transportation in Local Area



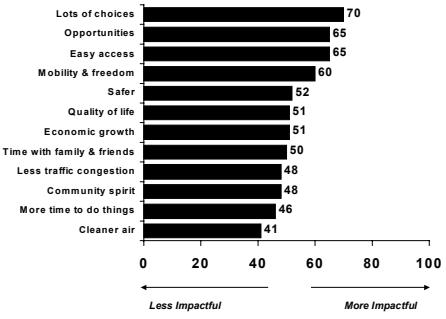
Perceived Availability of Public Transportation



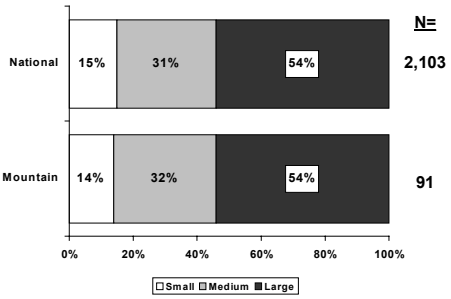
Size of Swing and Support



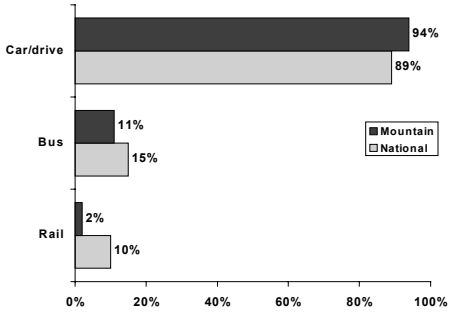
Mid Atlantic: Most Impactful Messages



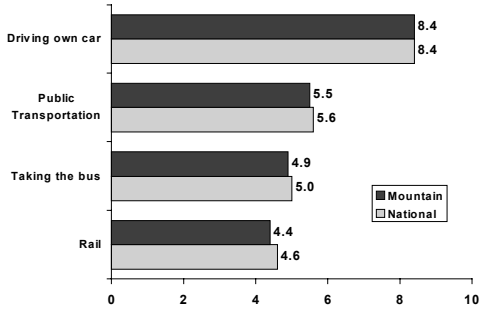
Mountain



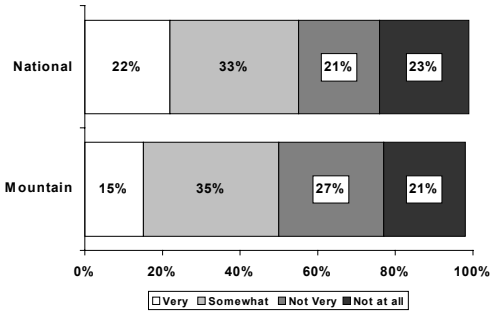
Forms of Transportation Used Most



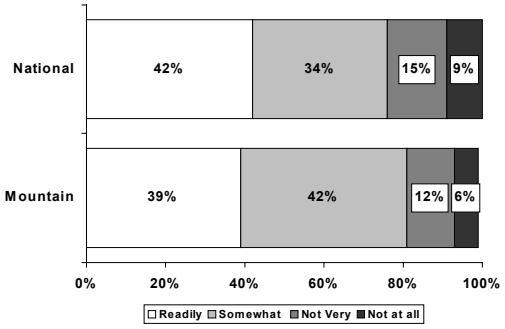
Importance and Impact of Transportation Mode on the Community



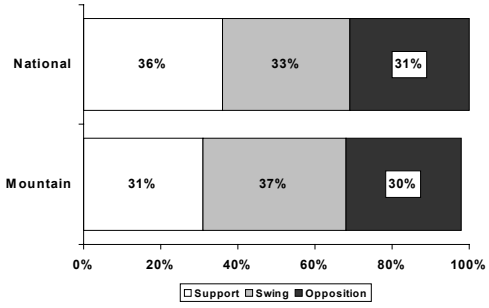
Familiarity with Public Transportation in Local Area



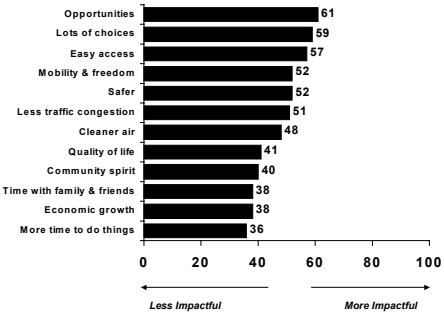
Perceived Availability of Public Transportation



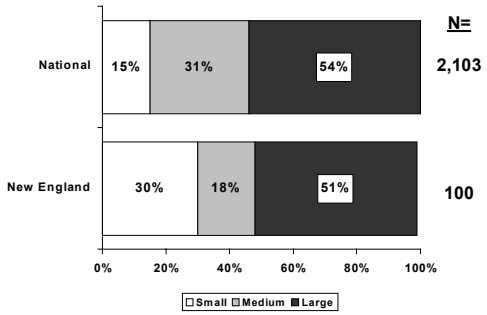
Size of Swing and Support

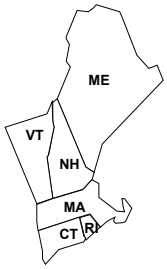


Mountain: Most Impactful Messages

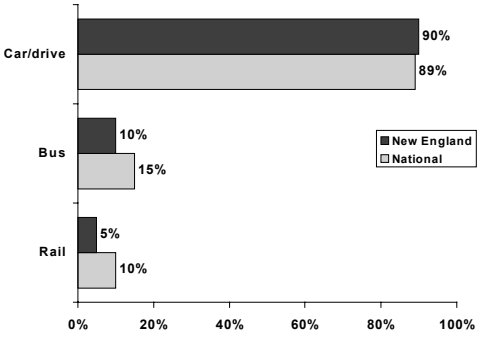


New England

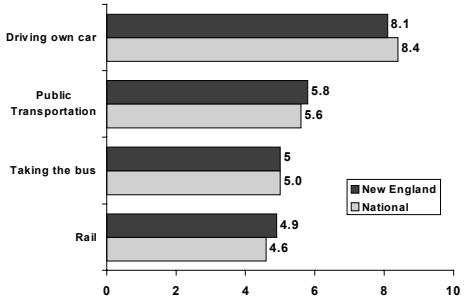




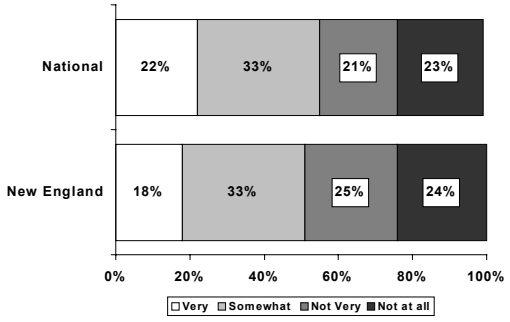
Forms of Transportation Used Most



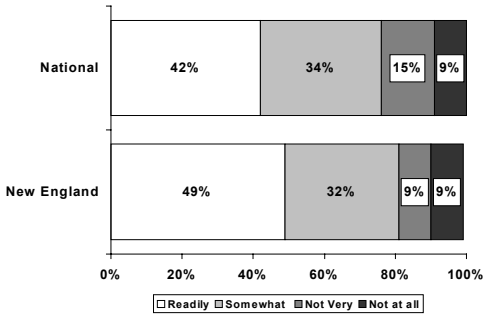
Importance and Impact of Transportation Mode on the Community



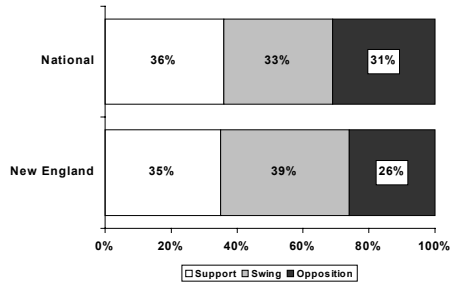
Familiarity with Public Transportation in Local Area



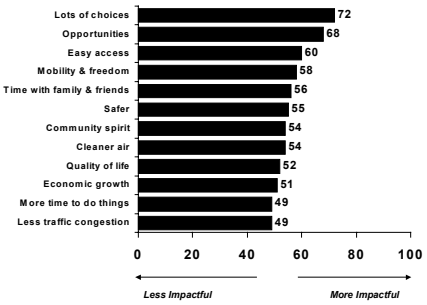
Perceived Availability of Public Transportation



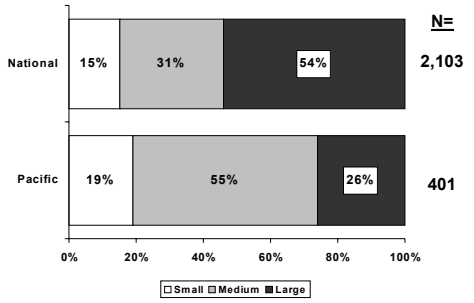
Size of Swing and Support



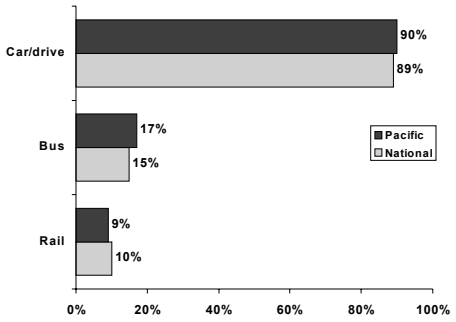
New England: Most Impactful Messages



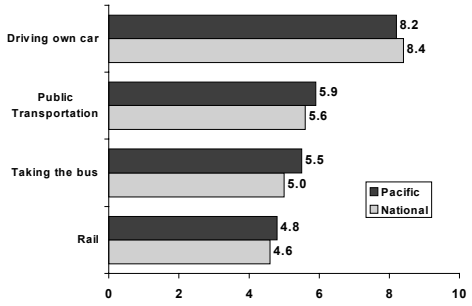
Pacific



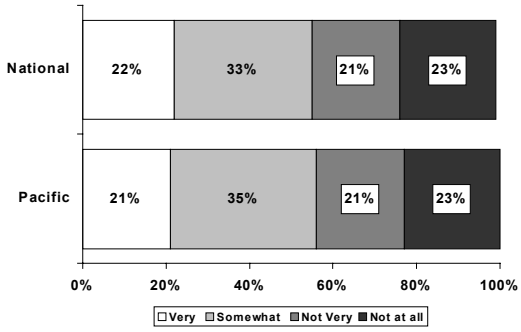
Forms of Transportation Used Most



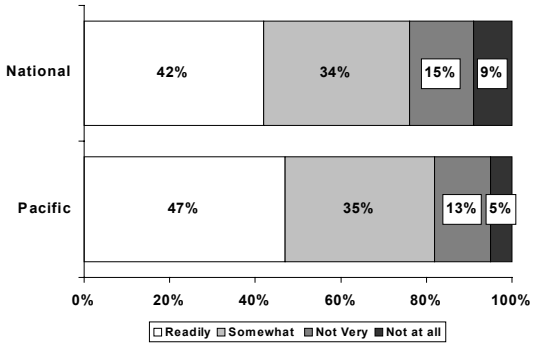
Importance and Impact of Transportation Mode on the Community



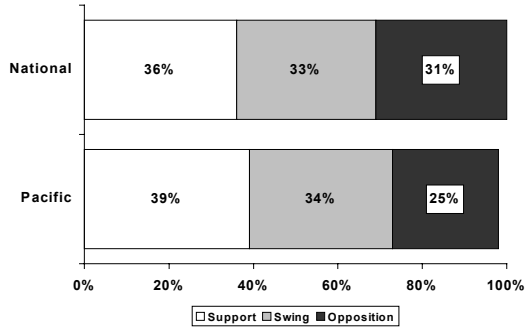
Familiarity with Public Transportation in Local Area



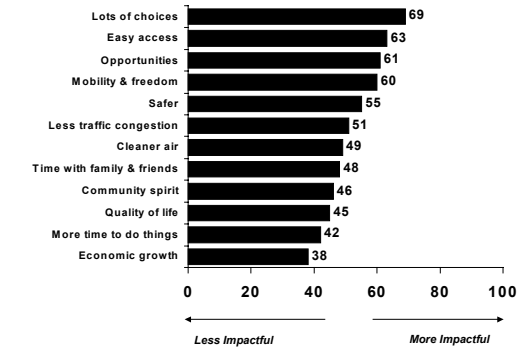
Perceived Availability of Public Transportation



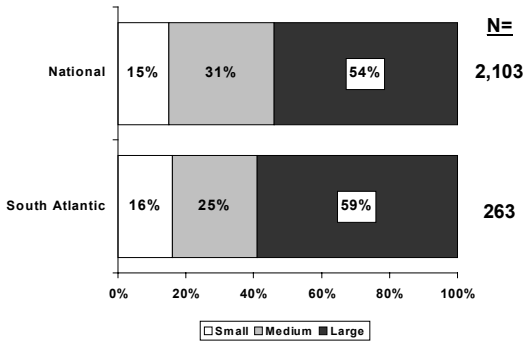
Size of Swing and Support

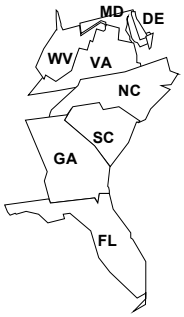


Pacific: Most Impactful Messages

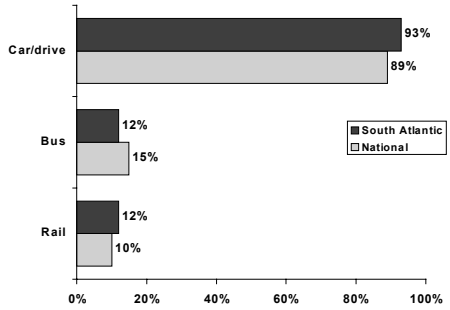


South Atlantic

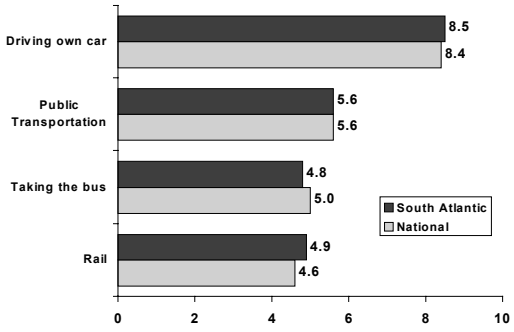




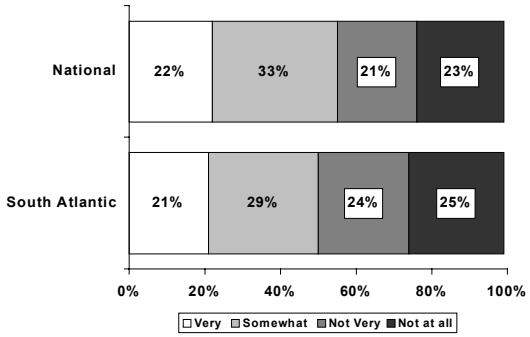
Forms of Transportation Used Most



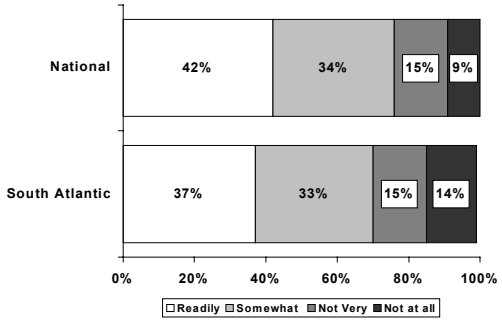
Importance and Impact of Transportation Mode on the Community



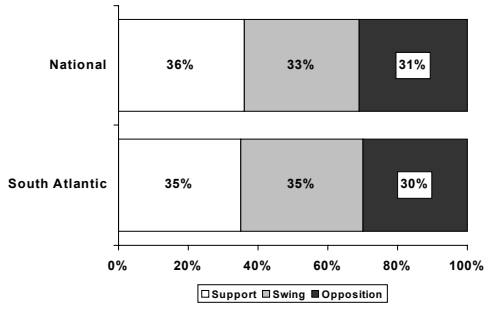
Familiarity with Public Transportation in Local Area



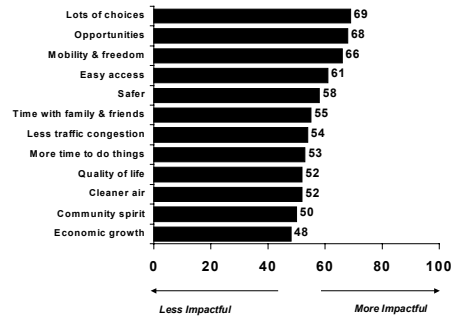
Perceived Availability of Public Transportation



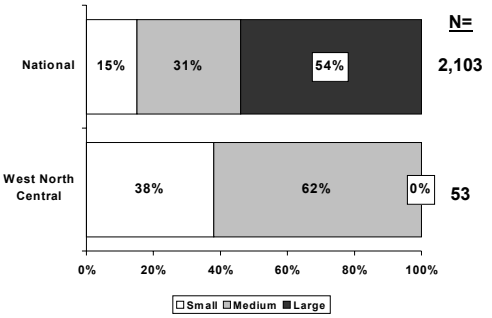
Size of Swing and Support



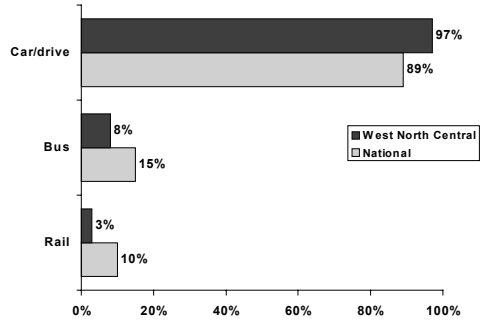
South Atlantic: Most Impactful Messages



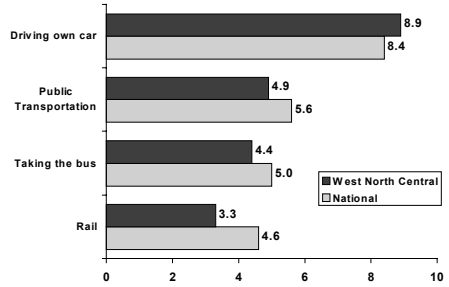
West North Central



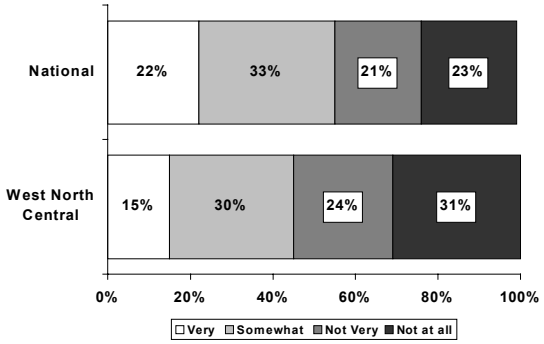
Forms of Transportation Used Most



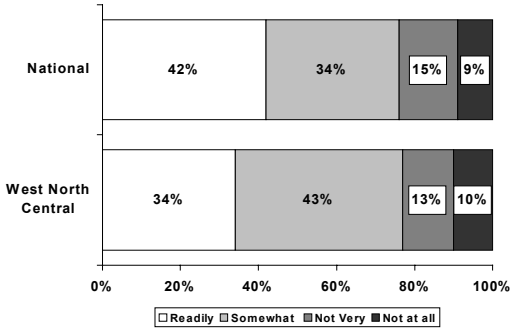
Importance and Impact of Transportation Mode on the Community



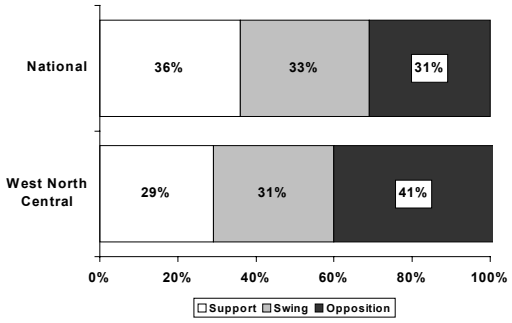
Familiarity with Public Transportation in Local Area



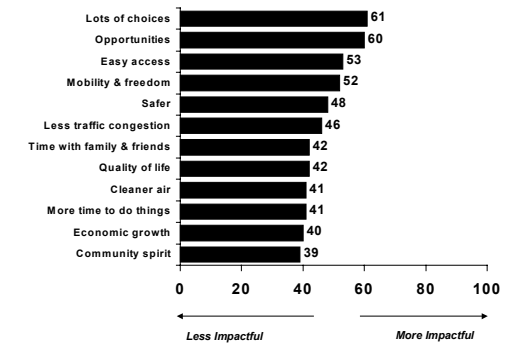
Perceived Availability of Public Transportation



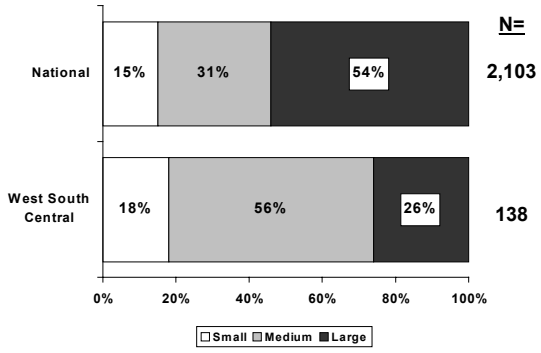
Size of Swing and Support

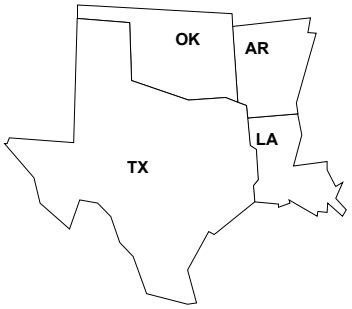


West North Central: Most Impactful Messages

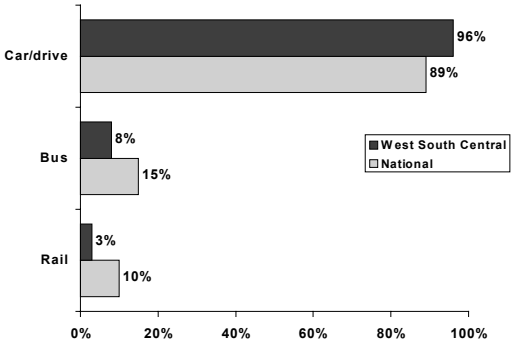


West South Central

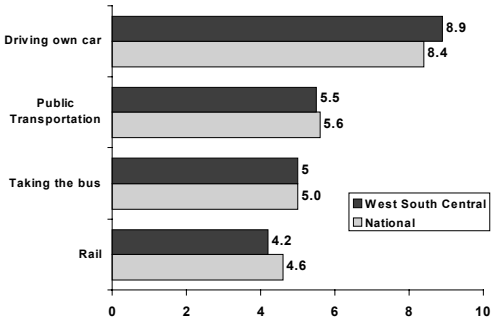




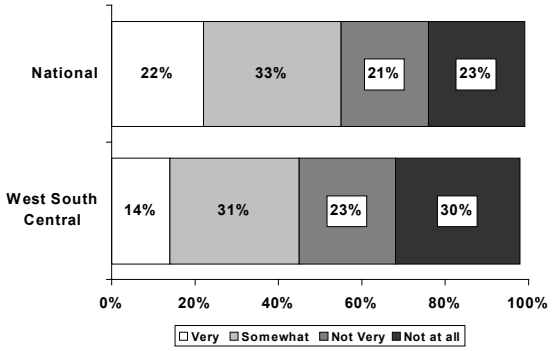
Forms of Transportation Used Most



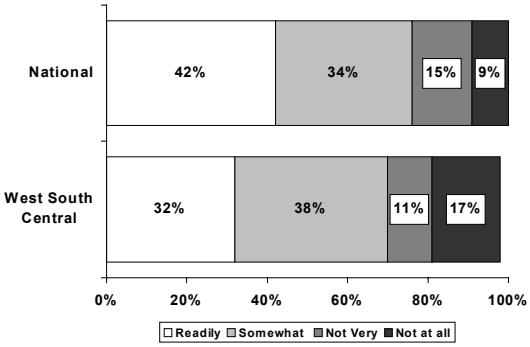
Importance and Impact of Transportation Mode on the Community



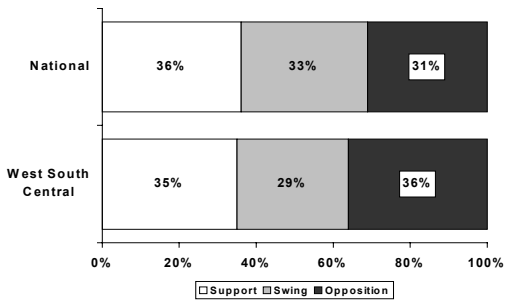
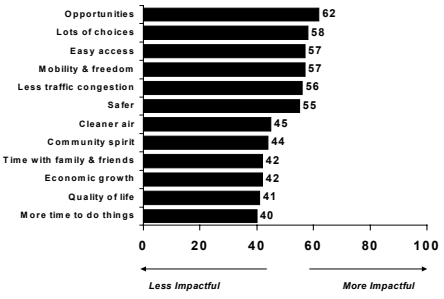
Familiarity with Public Transportation in Local Area



Perceived Availability of Public Transportation



Size of Swing and Support



West South Central: Most Impactful Messages