

**Washington Metropolitan Area Transportation Authority  
Board Action/Information Summary**

Action  
 Information

MEAD Number:  
99683

Resolution:  
 Yes  No

## PURPOSE

To obtain Board approval to exercise the final of three one-year options for the design and conduct of the Public Perceptions of Transit Tracking Study.

## DESCRIPTION

On September 26, 2003, the Board granted approval to initiate and award a multi-year contract to for the design and conduct of the Public Perceptions of Transit Tracking Study (MEAD ID# 58453). At the time of that approval, the Board of Directors mandated that exercise of any of the option years would require specific Board approval.

This is a broad-based research effort canvassing the entire WMATA service area. The survey itself will include investigation of travel behavior, mode choice and demographic data important to the Authority's long term planning. Results of this survey will be instrumental in:

- Refining and maintaining a successful customer focus;
- Measuring the effect of service changes and customer-oriented initiatives on consumer opinion and behavior; and,
- Targeting advertising, marketing and customer communications to ensure effective results.

The Authority does not have the in-house resources necessary to accomplish a project of this magnitude. Therefore, the only alternative would be to not conduct this project, which would leave the Authority without the necessary data to develop and implement programs and strategies to increase market share.

## FUNDING IMPACT

Funding for this project is included in the FY07 Operating Budget.

## RECOMMENDATION

That the Board approves the exercise of the final of three one-year options.