

MARKET ANALYSIS AND SIZING

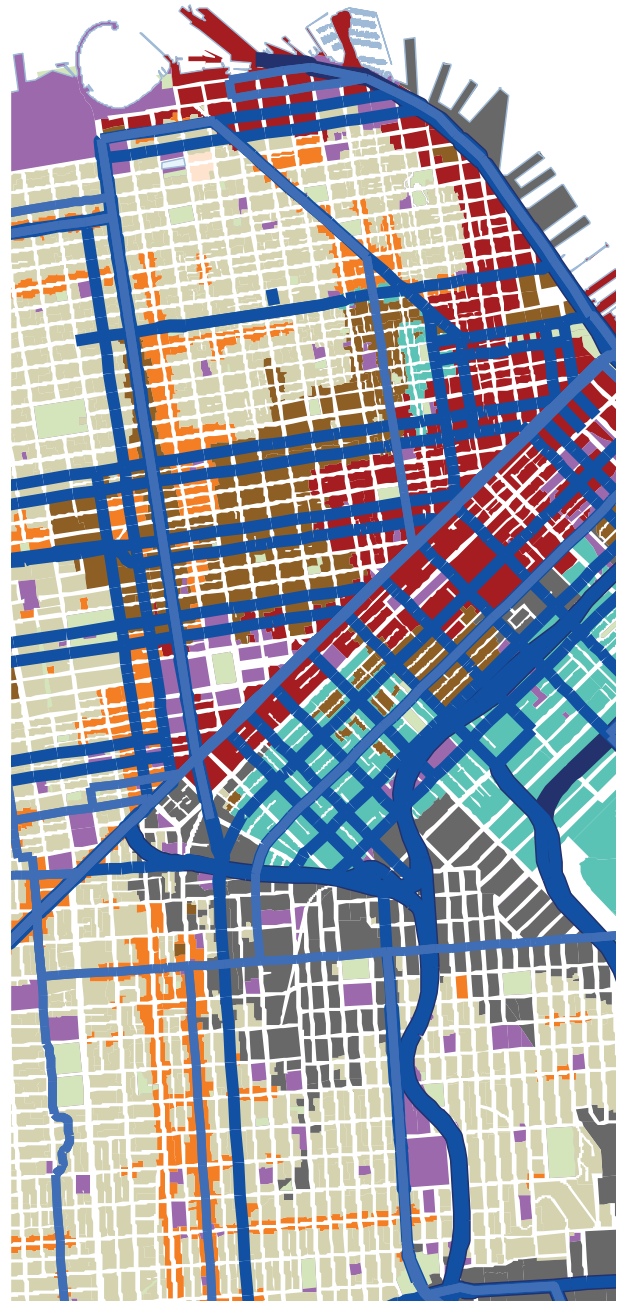
Analysis to estimate the size of a potential market for new transit service is a standard part of many feasibility studies conducted by Nelson\Nygaard. Our work has helped transit agencies, cities, and private firms assess the market opportunity for new products and services. We utilize many types of data to understand a market, including Census, GIS, and transit ridership figures. In some cases we develop a demand model to identify the key factors affecting the viability of new transit or car sharing service.

Demand Modeling

Our expertise in combining geographic, population, and on-site survey data enables us to develop models that can predict the level of service a market can sustain. In addition to demographic data, we account for the physical factors such as residential and employment density, street connectivity, and the location of major institutions.

Ridership Projections

Often a critical step in securing public investment dollars, our ridership projections for new transit services are carefully scrutinized by public agencies and the public. We are widely trusted to deliver realistic estimates of market viability for transit, ride sharing and car sharing services.



Recent Projects include:

- **Portland, Oregon** —
Transit Service Demand Model
- **Ecolane Inc., Finland** —
Market Sizing for Paratransit Software
- **Minneapolis, Minnesota** —
Streetcar Feasibility Study