

## SURVEYS AND DATA COLLECTION

Comprehensive, accurate data collection and survey efforts lay the foundation for all transportation studies. Nelson\Nygaard develops a collection strategy that best fits a project and its budget. The firm offers expertise in all stages of the process, from training staff and organizing the collection to tabulating and analyzing data.

### On-Board Surveys

Nelson\Nygaard has conducted on-board passenger surveys all over the country, from major metropolitan transit systems to small rural lines. To ensure the highest level of quality control, the firm handles all aspects of the survey process: designing surveys, hiring and supervising data collection crews, and performing ridechecks and evaluations.

### General Public Telephone, Web-Based and Intercept Surveys

Often, projects require us to survey both transit patrons and non-users. Nelson\Nygaard has successfully conducted phone-based and web-based surveys, using random or demographically-focused sampling, to collect information from the general public.

### Employer and TDM Surveys

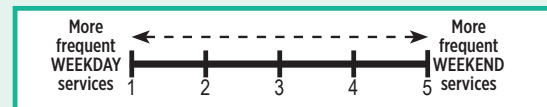
Nelson\Nygaard designs surveys for large companies to gather specific information about employee commute patterns. Understanding this data helps employers motivate employees to use alternative modes of transportation.

### Travel and Transportation Models

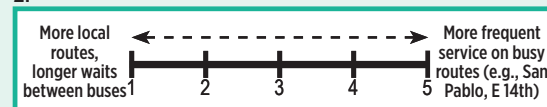
Nelson\Nygaard has experience collecting data in the field from motorists, truckers, rail and air passengers. Using web-based surveys, focus groups and travel diaries, our data can be used to create or update regional travel models.

Now, help us by showing how you would make the following choices to attract more riders:

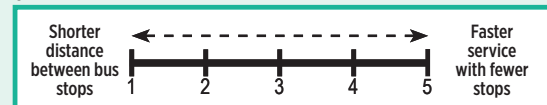
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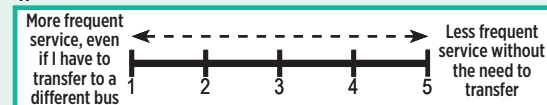
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### Recent Projects include:

- San Antonio VIA, Texas — Comprehensive Operations Analysis
- Marin County, California — Muir Woods Shuttle
- Culver City, California — Line-by-Line Analysis