

UTC Project Information	
Project Title	Managerial Segmentation of Service Offerings in Work Commuting (Former title: Efficient Methods for Managerial Segmentation of Transit Offerings to Work Commuters)
University	San José State University Mineta National Transit Research Consortium
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Funding Source(s) and Amounts Provided (by each agency or organization)	Research and Innovative Technology Administration University Transportation Centers Program (\$6,435)
Total Project Cost	\$6,435
Agency ID or Contract Number	DTRT12-G-UTC21
Start and End Dates	August 2013 – March 2015
Brief Description of Research Project	Methodology to efficiently segment markets for public transportation offerings has been introduced and exemplified in an application to an urban travel corridor in which high tech companies predominate. The principal objective has been to introduce and apply multivariate methodology to efficiently identify segments of work commuters and their demographic identifiers. A set of attributes in terms of which service offerings could be defined was derived from background studies and focus groups of work commuters in the county. Adaptive choice conjoint analysis was used to derive the importance weights of these attributes in available service offering to these commuters. A two-stage clustering procedure was then used to explore the grouping of individual's subsets into homogeneous sub-groups of the sample. These subsets are commonly a basis for differentiation in service offerings that can increase total ridership in public transportation while approximating cost neutrality in service delivery. Recursive partitioning identified interactions between demographic predictors that significantly contributed to the discrimination of segments in demographics. Implementation of the results is discussed.

Describe Implementation of Research Outcomes (or why not implemented)	<p>Silver, Steven. (2015). "Efficient Managerial Segmentation of Service Offerings in Work Commuting." <i>Proceedings of the 46th Decision Science Institute National Meeting</i>. Volume 46, pp 1 - 22.</p> <p>Silver, Steven. "Efficient Managerial Segmentation of Service Offerings in Work Commuting." Presentation at the 46th Decision Science Institute, Seattle, WA, November 21, 2015</p>
Place Any Photos Here	
Impacts/Benefits of Implementation (actual, not anticipated)	
Web Links <ul style="list-style-type: none"> • Reports • Project Website 	Final report (MNTRC Website): http://transweb.sjsu.edu/project/1232.html