

Date: October 31, 2006Committee Meeting Date: November 8, 2006Board Meeting Date: N/A**BOARD MEMORANDUM**ACTION DISCUSSION INFO

TO: Citizens Advisory Committee
 Santa Clara Valley Transportation Authority
 Board of Directors

THROUGH: Michael T. Burns
 General Manager

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FROM: Carolyn M. Gonot
 Chief Development Officer

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SUBJECT: Market Segmentation Analysis: Mode Choice

FOR INFORMATION ONLY

Market segmentation is a form of research and analysis that aims to identify groups of customers, or market segments, that have similarities in characteristics or needs and who are likely to exhibit similar purchase behavior and/or responses to product types and services. Staff presented the first component of the market segmentation research to committees in October, which identified six market segments based on a detailed telephone survey of Santa Clara County residents.

Staff will present the second half of the research study at the November committee meetings. This portion of the effort focuses on distributing the six market segments by geography and detailing their specific responses to a range of transportation choices. These choices are based on factors such as types of mode, passenger amenities, travel times and cost. The presentation will identify strategies for future transit service planning and in turn will become a direct input into the on-going Comprehensive Operations Analysis.

Prepared by: Kevin Connolly, Transportation Planning Manager