

### **Martz Group**

When Martz Group identified a substantial decrease in service use, the transportation company enlisted the Institute to assess rider needs and satisfaction. The research explored how long participants have used the bus system, how long they continue to do so, whether they knew people who had stopped using services, and what changes could be made to improve rider engagement. Topics such as carpooling, ticket prices and packages, comfort and capacity, and communication were covered.

### **Wilkes-Barre Scranton Airport**

Assessing passenger needs, plans, and general satisfaction allowed the Institute to project future air travel trends while identifying gaps in the airport's services. The resulting recommendations focused on high incidences of business travel, an increasingly diverse population, and marketing.

### **Federal Reserve Bank of Philadelphia**

The vision of the Northeastern Pennsylvania Equitable Transit Planning Council is to enhance quality of life for people within the region by improving their access to transportation. The Institute assisted this group by researching the challenges surrounding mobility throughout the area. Employment, health care, and other needs are hindered by location of bus stops, inconsistency between work/appointment and bus schedules, and even spatial distribution of popular destinations. Addressing these matters will spur economic growth.

### **Scranton Area Foundation – Equitable Transit Council Studies**

Northeast Pennsylvania's Equitable Transit Council is on a mission to strategically leverage partnerships and resources to better meet the region's equitable transportation demands. The Institute supported this effort by conducting 12 focus groups to gather data regarding transportation barriers – particularly those faced by disadvantaged populations – and their impact on the community. Quantitative research supports the findings. The next phase is to conduct employee surveys within local businesses interested in addressing equitable transit for their workforces.

**County Impact of Public Transportation, April 2007** – The research team conducted an analysis of the public transportation system, exploring current services of the impact of those services on the community and local businesses. The findings were presented to the Governor for continued funding.

**City of Wilkes-Barre Wi-Fi Strategy, July 2005** – A needs assessment and feasibility plan facilitated the city's development of a Wi-Fi system that includes public safety and public service components.