



Washington State
Transportation Commission

FERRY CUSTOMER SURVEY

DETAILED WORK PROGRAM - SUMMARY

Presented to the JTC Ferry Policy Group
August 28, 2007

OVERAL WORK PROGRAM

- ◆ The work program assumes that the consultant will conduct at least two phases of market research, with each phase based on an approved market research plan.
 - Phase I will be initiated with qualitative research, which may include focus groups or other small group techniques to determine and explore attitudinal and motivational issues.
 - The findings of the qualitative research will form the basis for the subsequent quantitative research being the actual survey.
 - Phase II research will be focused on asking follow-up questions based upon Phase I findings that were inconclusive or unclear. An ongoing panel of users will be formed and will be used for the Phase II testing and questioning.
- ◆ The consultant will determine trade-off factors, utilizing the data obtained in the quantitative survey, which will then be used to model projected user behaviors under different scenarios.
- ◆ The researcher is expected to participate, as directed by the Commission, in outreach to the Ferry Advisory Committees, WSDOT/WSF, and the JTC Ferry Policy Group in the development of the research plans and surveys.

SPECIFIC TASKS

TASK 1: Establish market research Plan

This task will establish the market research plan based on the overall study purpose, which will include: 1) the development of specific general areas of investigation; 2) the development for each general area of investigation specific “to determine” objectives to be achieved by the first phase of market research by market segment and route; 3) proposed research methodology; 4) a budget and 5) schedule for the first phase of research.

TASK 2: Refine research methodology

In this task the consultant will refine the research methodology for both the qualitative and quantitative research.

TASK 3: Conduct first phase qualitative research

In this task the consultant will conduct the first phase qualitative market research, including the preparation of focus group discussion guide and conducting the actual focus groups.

TASK 4: Analyze and present results of the first phase qualitative market research

In this task the consultant will analyze and report the qualitative portion of the first phase of market research, including a written report on the results of the qualitative research and a 30 to 45 minute video of the key findings in the respondents own words (edited from the focus group video tapes) that can be used to share with stakeholders that did not attend the actual group sessions.

TASK 5: Conduct first phase of quantitative market research

In this task the consultant will conduct the first phase of quantitative market research which will include the preparation of the survey questions, pre-testing of the survey instrument, and execution of the full survey.

TASK 6: Analyze and present results of the first phase of the quantitative market research

In this task the consultant will analyze and report the results of the first phase of the quantitative survey and will establish a panel of ferry users for use in the second phase of the survey and future market research efforts.

TASK 7: Prepare second phase market research plan

This task will result in a second phase market research plan that may have both qualitative and quantitative elements. The consultant will work with the Commission, the Commission's Ferry Customer Survey Advisory Team, and the JTC Ferry Policy Group to identify additional research topics based on the findings from the first phase of research.

TASK 8: Refine second phase research methodology

In this task the consultant will refine the second phase research methodology for both the qualitative and quantitative work.

TASK 9: Conduct second phase qualitative and/or quantitative market research

In this task the consultant will conduct the second phase of qualitative and/or quantitative market research, including:

TASK 10: Analyze and present results of second phase of market research

In this task the consultant will analyze and report the results of the initial market research.