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**RSG to Perform Rider/Non-Rider Travel Behavior and Attitudes Study for RTA**

(RSG Inc., White River Junction, VT)—Resource Systems Group Inc. (RSG) has been awarded an \$85,000 contract by Cambridge Systematics Inc., the prime contractor of this study, for the Regional Transportation Association of Chicago (RTA). The study's goals are to understand travel patterns, behaviors and attitudes by residents within the RTA service area—roughly 10 million people—toward public transit versus the automobile.

From March 2009 to March 2010, RSG transit specialists are preparing to survey both riders and non-riders of RTA public transportation to collect sufficient information about their current travel activity so as to identify levels of service provided by RTA's operating agencies (Chicago Transit Authority, Pace and Metra); measure awareness of RTA service and factors that quantify barriers to and incentives for use; understand riders' and non-riders' interest in future transportation improvements; and quantify the relative importance they place on each improvement and its value in terms of cost/time.

On the basis of the survey results, RSG analysts will apply a maximum difference scaling methodology to obtain rankings and relative preferences for nontraditional attributes, as well as to compare changes in residents' needs, perceptions, attitudes and behaviors. These results will help the RTA maximize transit usage and inform promotional efforts. A second goal of the study is to quantify the values of potential transit improvements by the RTA that will best increase ridership and improve customer satisfaction.

For more than 20 years, RSG has provided insightful consulting services for the planning, analysis and management of transportation, natural resources, technology and business. Since its founding in 1986, the firm has offered high-quality, objective data analysis to serve a broad portfolio of public and private sector clients locally, regionally and nationally. With headquarters in White River Junction, VT, RSG has offices in Chicago, Burlington, New York and Salt Lake City.

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