



# Opportunity to See TRANSIT ADVERTISING

*I'm going to talk for about 10 minutes on...*

## **Transit Advertising Circulations:**

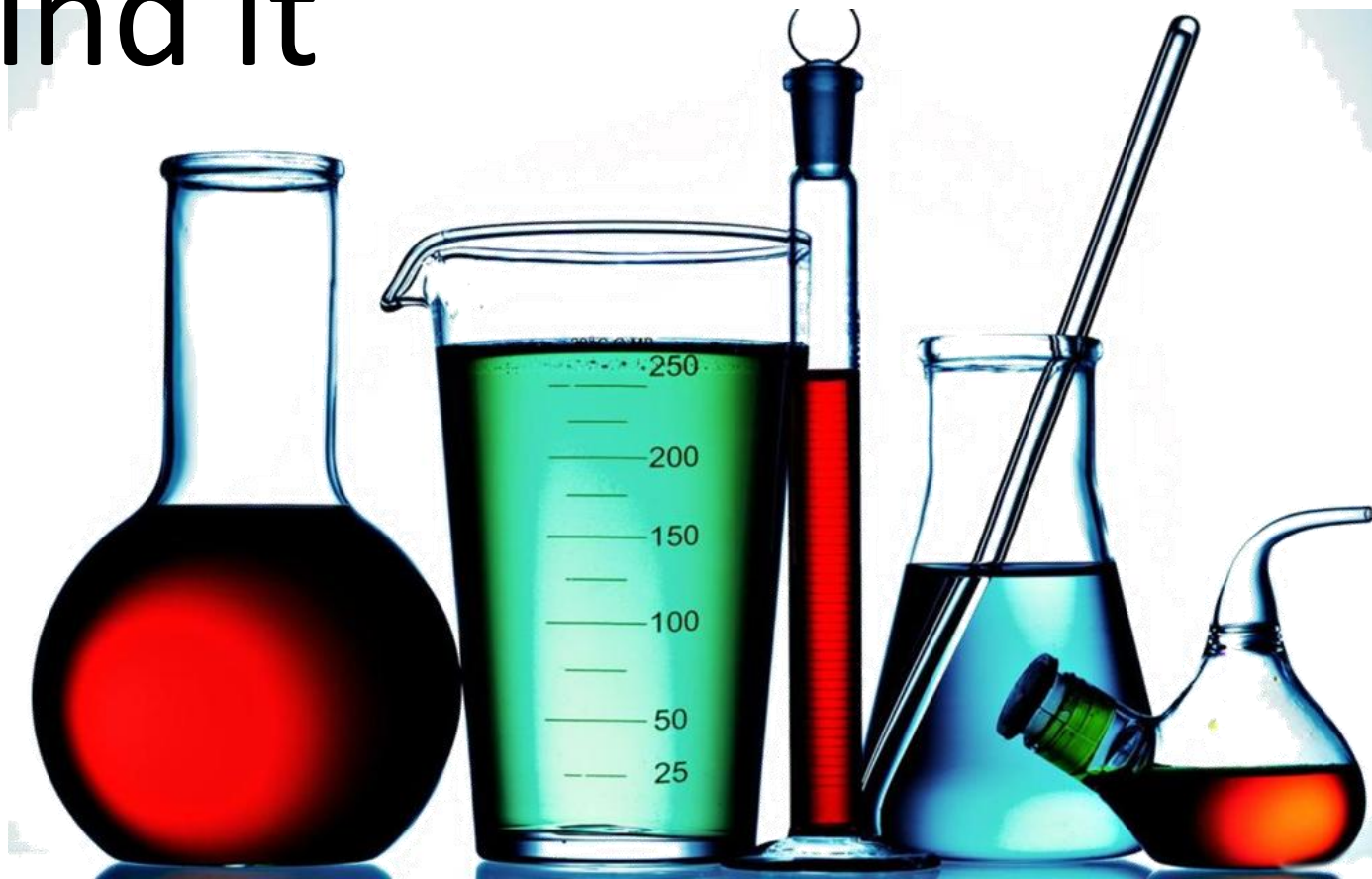
- the **Research** behind it
- the **Data** collected
- the **Opportunity to See**
- Q & A (end of session)

# Circulation or Opportunity to See (OTS)

**Total universe of potential  
views from:**

- transit riders
- other vehicles
- pedestrians

The  
**RESEARCH**  
behind it



# Research Deliverables

Methods to measure various **Transit Media** and **Audience** types:



Bus and Rail  
Interior  
**TRANSIT  
RIDERS**



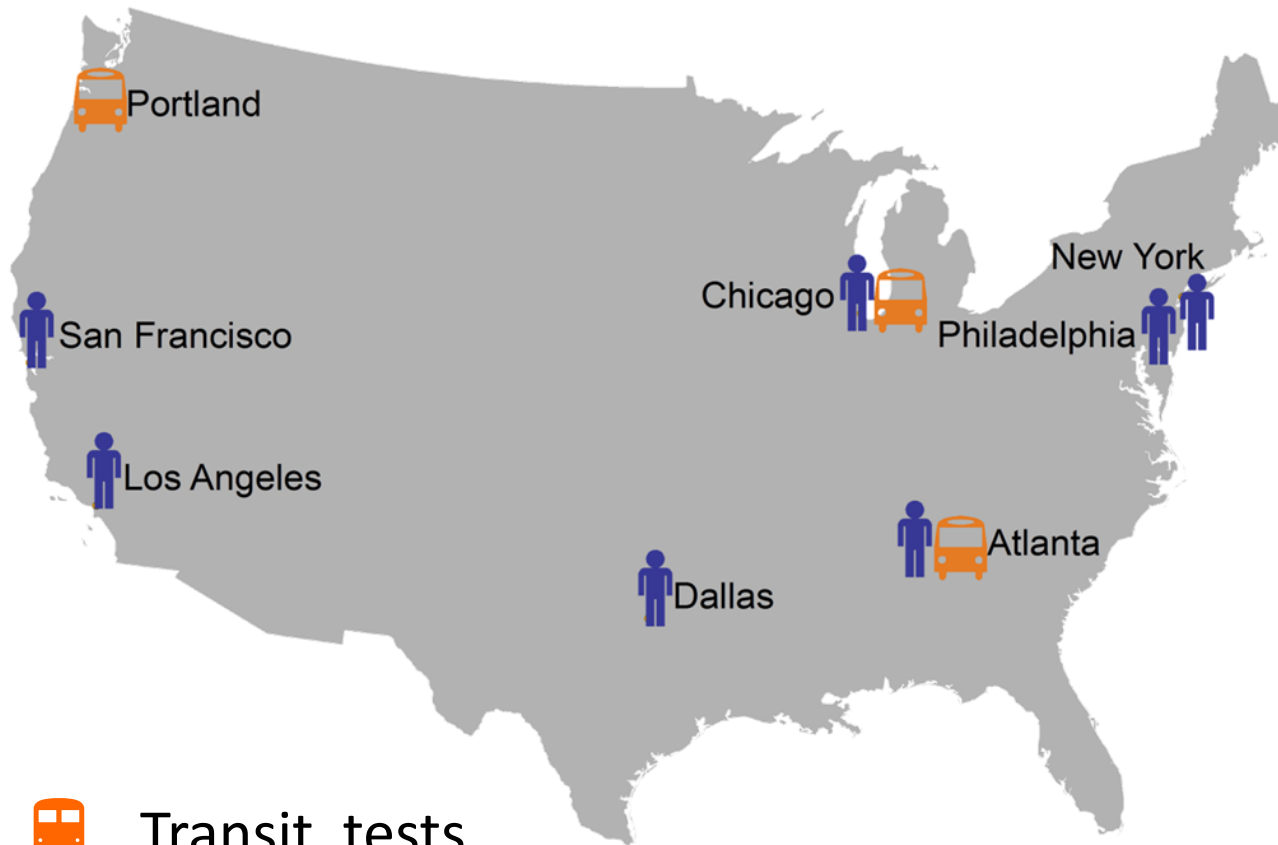
Station  
Interior  
**TRANSIT  
RIDERS**



Bus  
Exterior  
**VEHICLE,  
PEDESTRIAN**



# FIELD TESTS



 Transit tests

 Pedestrian tests



- 2,800 rider intercept surveys (3 markets)
- 450 bus-route miles – **opposing & passing vehicle counts** by side of bus
- 250 route-miles of mobile pedestrian counts

## Fieldwork

The **DATA**  
collected





# DATA SOURCES



## VENDORS

Formats  
Sizes  
Inventory

## TRANSIT SYSTEMS

Ridership  
Routes  
Vehicles

## GTFS

Bus stops  
Schedule  
Run time

## STREET DATA

Traffic/  
Ped counts  
Speed limits

# LOTS OF DATA

**We collected numerous pieces of data from each transit system and media vendor:**

- Media formats
- Media sizes
- Bus cards/bus
- Rail cards/car
- Station concourse media
- Station platform media
- Bus exterior media
- # buses by model
- # buses by garage
- Bus routes by garage
- Bus route ridership
- # railcars by line
- Rail line ridership
- Station entries/exits/transfers
- Bus stop lat/long
- Rail station lat/long
- System maps
- Weekly schedule by route
- Daily schedule by run
- Bus dimensions
- Railcar dimensions
- Media dimensions
- Railcar # doors
- Number of platforms/stn
- Traffic counts
- Pedestrian counts
- Road class
- Road speed
- Non-revenue miles

# DATA CHALLENGE:

## Bus exteriors complicated

- **Solution:** Determine media size and placement for **each bus model** (e.g., different bus backs)



The  
**OPPORTUNITY  
TO SEE**



# OTS Reported at What Level?

- **Bus Interior** – by bus garage
- **Bus Exterior** – by bus garage
- **Railcar Interior** – by rail line group
- **Rail Station** – by station



# Example 1: Station media

**For every station, need to know:**

- entries, exits, transfers (avg week)
- # lines served and # platforms
- media inventory (types/sizes)
- media by concourse/platform

→ Calculate weighted average OTS  
**by station** and for **entire rail line**

# Station concourse

- Entry, exit and circulation areas
- **OTS = Entries + Exits** (avg weekly for station)
- Visibility adjustments account for multiple entrances, corridors, etc.



# Station platform

- Trackside platforms
- **OTS = Entries + Exits + Transfers**  
(avg weekly for station)
- Transfers estimated from travel surveys;  
not usually counted



# Example 2: Bus exterior

**For every bus garage, need to know:**

- # buses by model
- associated media placement
- routes served and timetable

→ Calculate weighted average OTS **by bus side** for **entire bus garage** (buses are **shared** among routes).

→ TAB has created map-based **software** to handle the huge amount of data.



# Bus garages

C

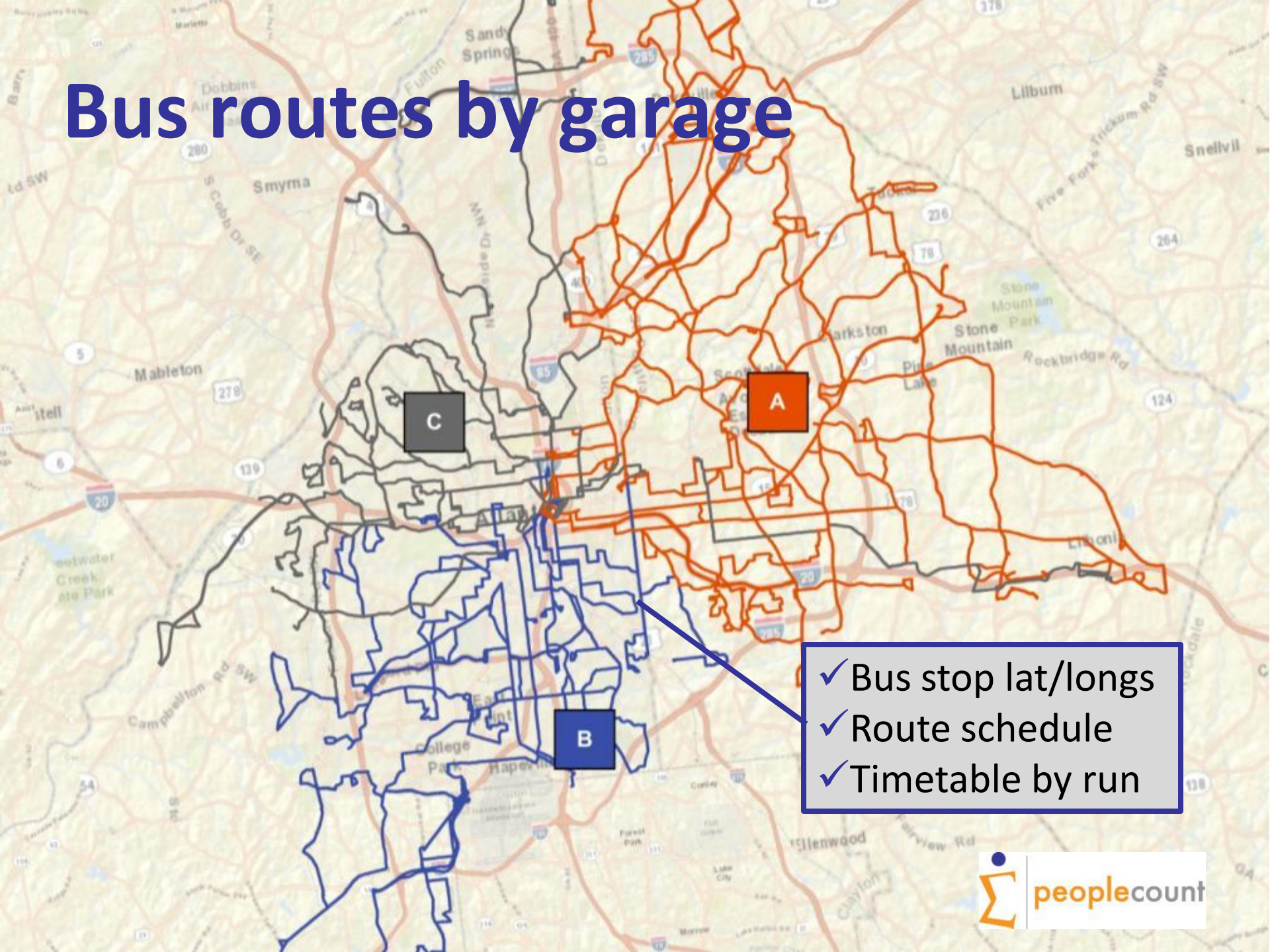
A

B

- ✓ Bus models
- ✓ # buses
- ✓ Media position
- ✓ Bus routes



# Bus routes by garage



- ✓ Bus stop lat/longs
- ✓ Route schedule
- ✓ Timetable by run

# Bus stops

8:02

35,000 veh/day

8,000 peds/day

8:05

38,600 veh/day

7,400 peds/day

8:07

39,500 veh/day

8,600 peds/day

8:12

8:15

- ✓ Bus stop matched to road section
- ✓ Traffic count
- ✓ Pedestrian count
- ✓ Arrival time by run



# Bus Exterior OTS – Street Side





# Bus Exterior OTS – Curb Side



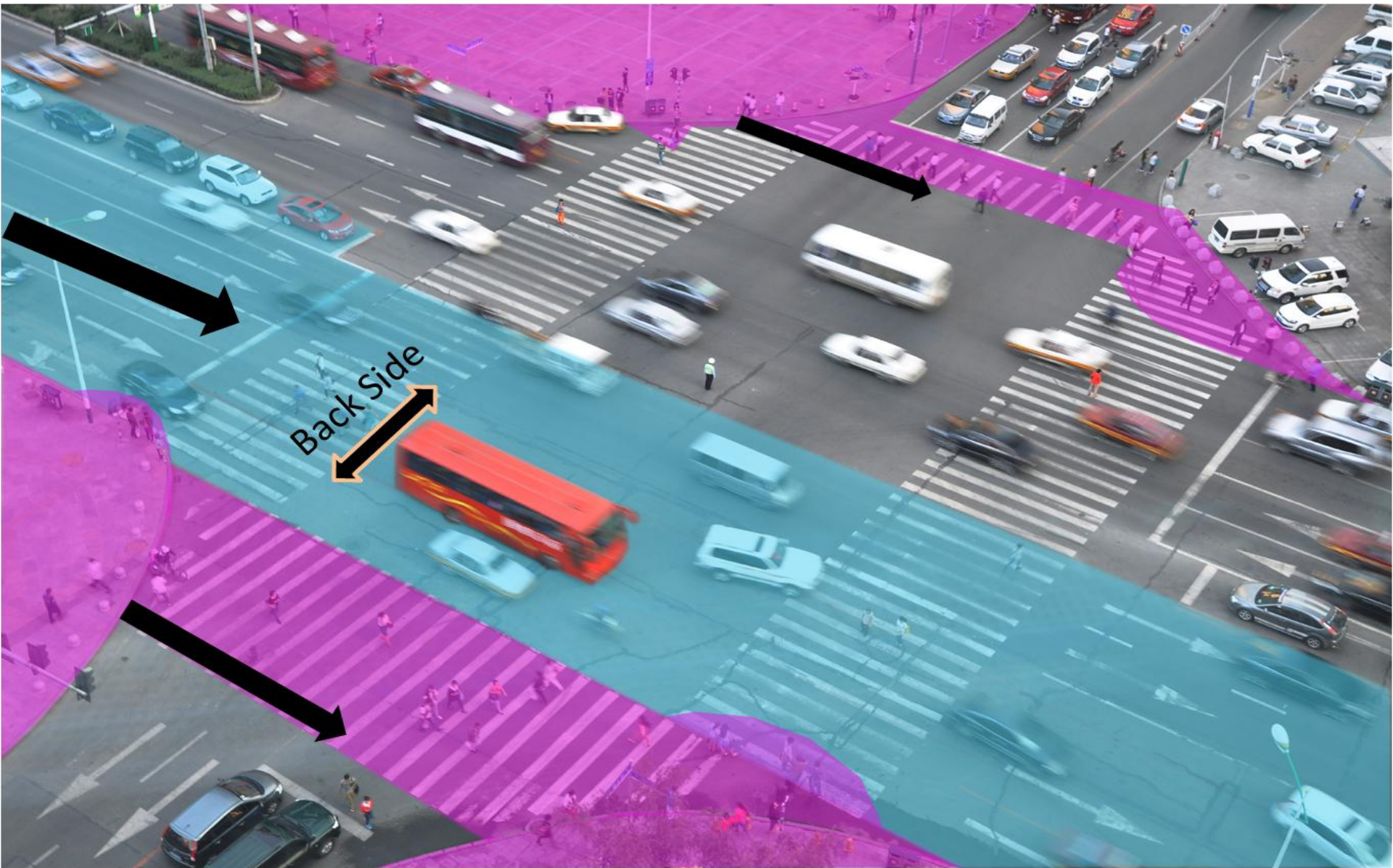


# Bus Exterior OTS – Front





# Bus Exterior OTS – Back





**“Thank you”**

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