Making Headway:

Transit Media Metrics

(and the Blueprint for Other DOOH)

Seminar S27: February 28, 2013

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I'm going to talk about…

- 3 **myths** we need to give up
- From guidelines to **audits**
- DOOH **CAN** do it!

Context: U.S. **Transit** media

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3 MYTHS
WE NEED TO GIVE UP

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MYTH #1

Diversity:

- Too many different types of Digital OOH
- We can't establish common standards or methods

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MYTH #2

Baby Steps:

- Gradually "refine" current data
- "Crude" metrics are OK – we need to start somewhere
- It's better than nothing

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MYTH #3

Fancy Measurement Tools:

- Technology is a stand-alone solution for audience measurement
- Technical tools are “better” than old-fashioned methods

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FROM GUIDELINES to AUDITS

Measurement Hierarchy

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What's the Difference?

	GUIDELINES	POLICY	STANDARDS	AUDITS
WHO?	Industry Body (with input)	Execs (Buyer/ Seller)	Research Suppliers (often)	Unbiased Bureau/ Association
COMPLIANCE	Optional	Mandatory	Enforceable	Enforced
DETAIL	General	Specific	Measurable	Verified

This is currently missing

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Question for you:

What is the most important quality of an **AUDIT**?

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TRANSPARENCY!

Glass box NOT Black box

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DOOH

CAN DO IT!

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Where Do We Start?

Establish **STRUCTURE**

Identify **RESOURCES**

Define **PROCESS**

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Case Study:
TRANSIT MEDIA METRICS

STRUCTURE

(who leads the charge?)

TRB	• Transportation Research Board • Funded **Research**
COMMITTEES	• Guidelines and **Oversight** • Transit agencies, media sellers
TAB	• Traffic Audit Bureau • **Implementation –** Nationwide

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RESOURCES

(what can we use?)

Rider-ship

Travel Surveys

Bus routes

Roads

Traffic

Ped's

Eye Tracking

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PROCESS

(2 important points)

1. Avoid **PITFALL**: get **BUY-IN** *(stakeholder consultation):*
   - Multiple committees
   - Transit media buyer/seller surveys
   - In-depth interviews – buyers/sellers

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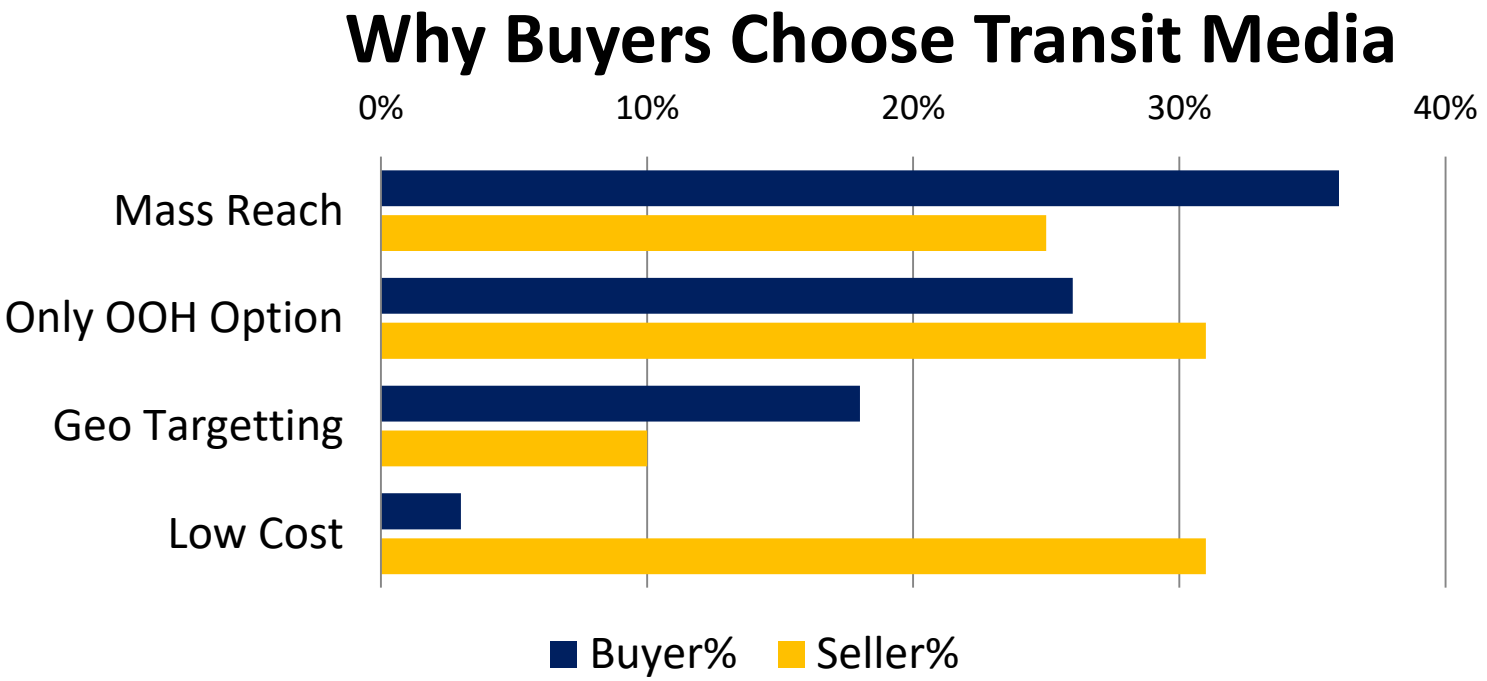
Key Findings

1. Sellers' misconceptions



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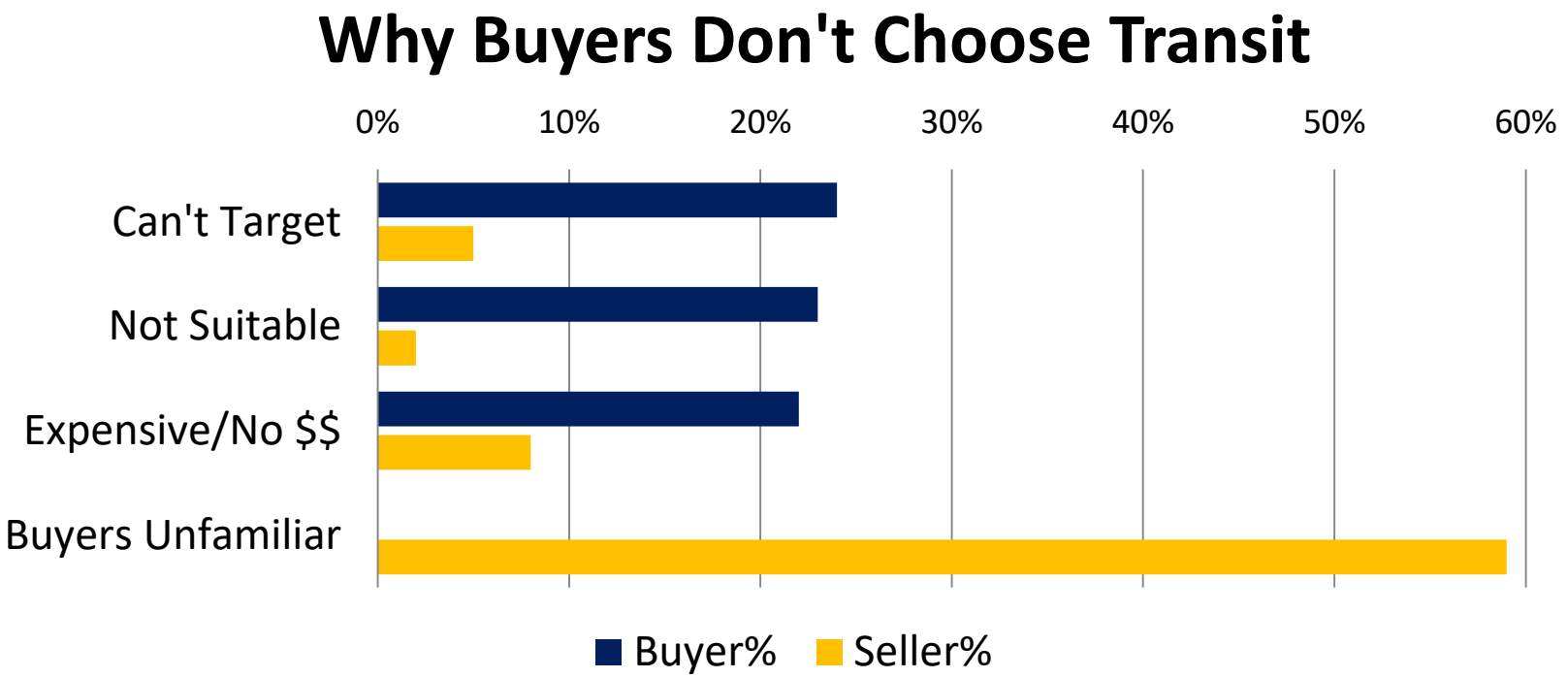
Key Findings

2. More sellers' misconceptions



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PROCESS

(2nd important point)

2. GIGO: **know** your data sources or collect your own:
   - 2800 intercept surveys (3 markets)
   - 450 bus-route miles – counts by side
   - Eye-tracking pilot study

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Data Issues

- Ridership data – inconsistent
- Road/traffic data – spotty
- Eye tracking – very little
- **Solution** – collect our OWN data

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- 2800 intercept surveys (3 markets)
- 450 bus-route miles – passing-vehicle counts by side of bus
- Eye-tracking study

Fieldwork

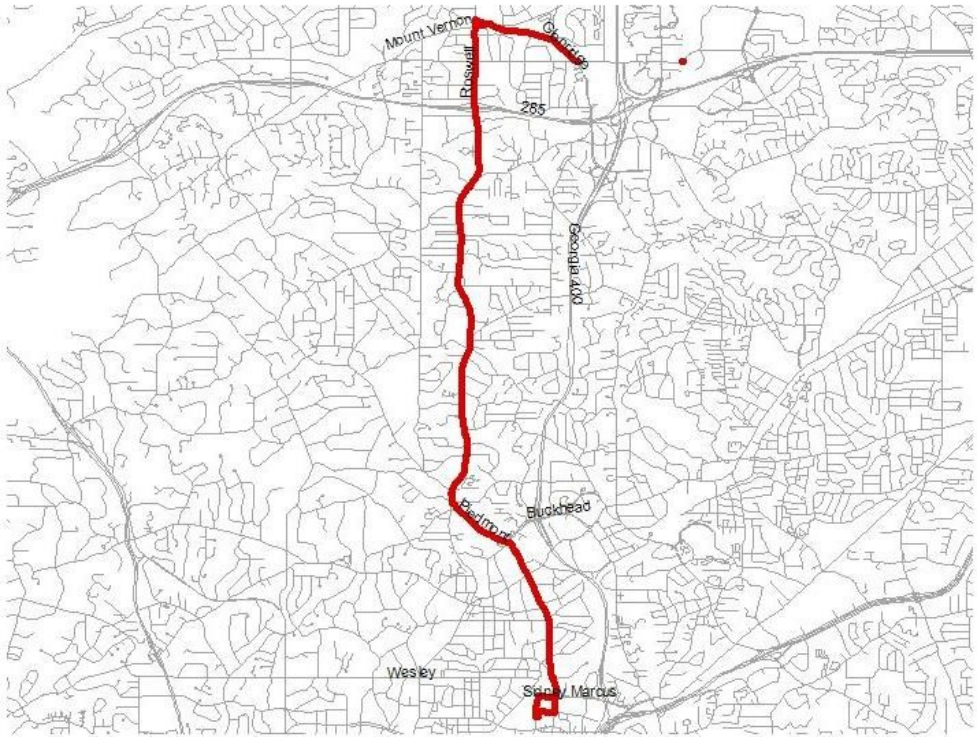
Subjects wearing eyewear with cameras and retina tracking followed a fixed bus-subway route.

Live eye camera tests

Vehicle-mounted mobile camera

Example:

Atlanta Route 5



5.8 miles

14 runs

13.2 mph average

Vehicle counts:

Opp	10,905	(**78%**)
Same L	2,816	(**20%**)
Same R	237	(**2%**)

Piedmont Rd NE/Morosgo Dr NE to
Roswell Rd NE/Glenridge Dr NE

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FIELDWORK: Rider-Targeted

- 2800 intercept surveys across 3 cities;
- Questions included:
  - Basic demographics
  - Trip purpose
  - Origin-destination + trip details
  - Trip and transit use frequency
  - Media notice

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Interior Transit Media (rider-targeted)**:**

- **Bus Interiors** - avg by bus garage
- **Rail Interiors** – avg by rail line group
- **Rail Stations** – avg by station (concourse and platform separately)
- **Rail Exteriors –** avg by rail line group

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OTS – Transit Interiors

- Based on **ridership data** at the following levels of detail (**"granularity"**):
  - Bus interiors – by bus garage
  - Rail interiors – by line or group of lines
  - Rail exteriors – by line or group of lines
  - Stations – by station
- **Visibility indexes** applied to ridership

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OTS – Bus Exteriors (cont'd)

- **Data inputs** to measure bus exteriors:
  - Traffic counts
  - Road data (class, speed, one way)
  - Travel times/speeds (ideally GPS)
  - Census data (pop. density, mode)
  - Fleet data
- Result is bus exterior OTS from **pedestrians and vehicle occupants**

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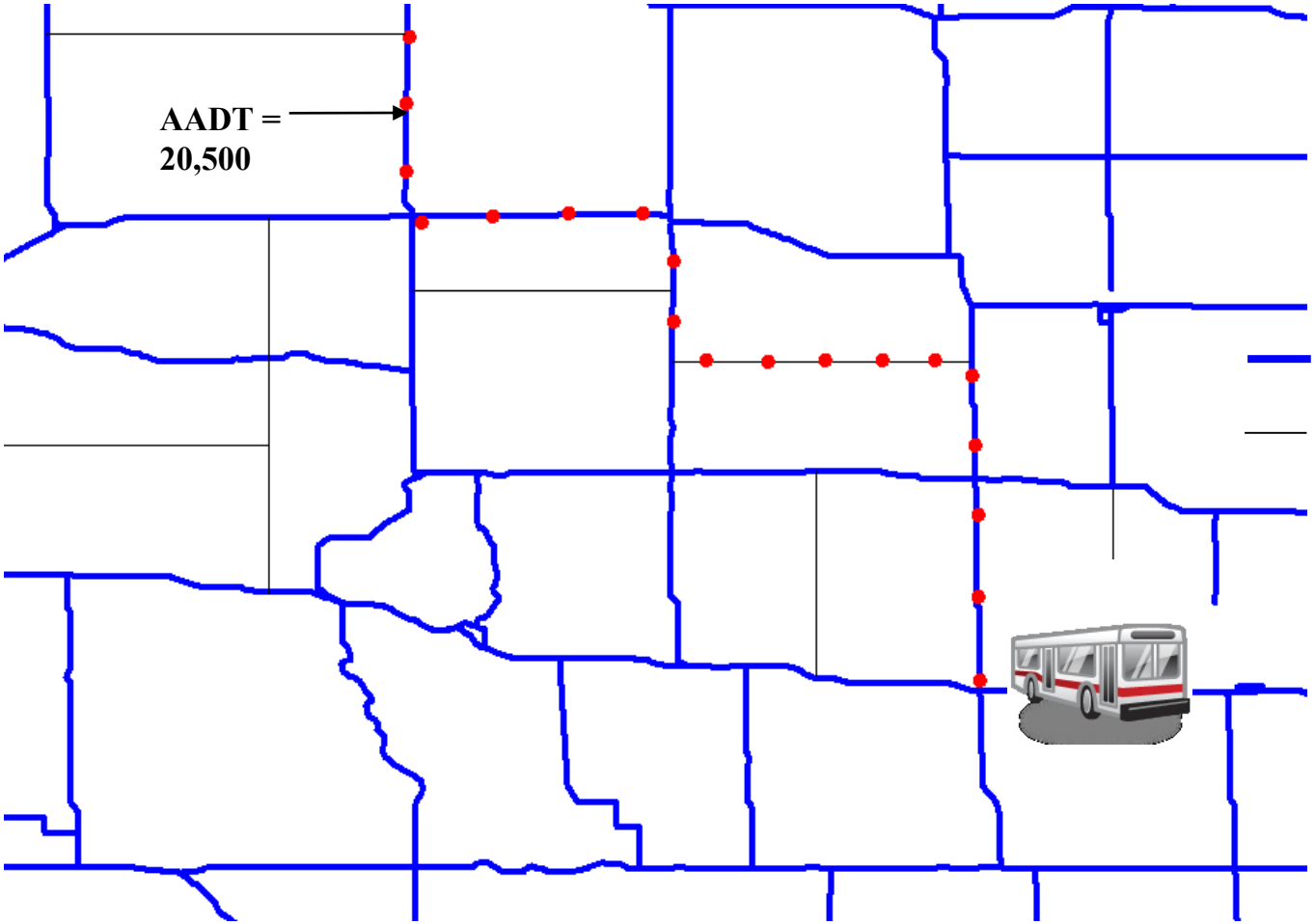
Matching Bus GPS Data with Traffic Counts



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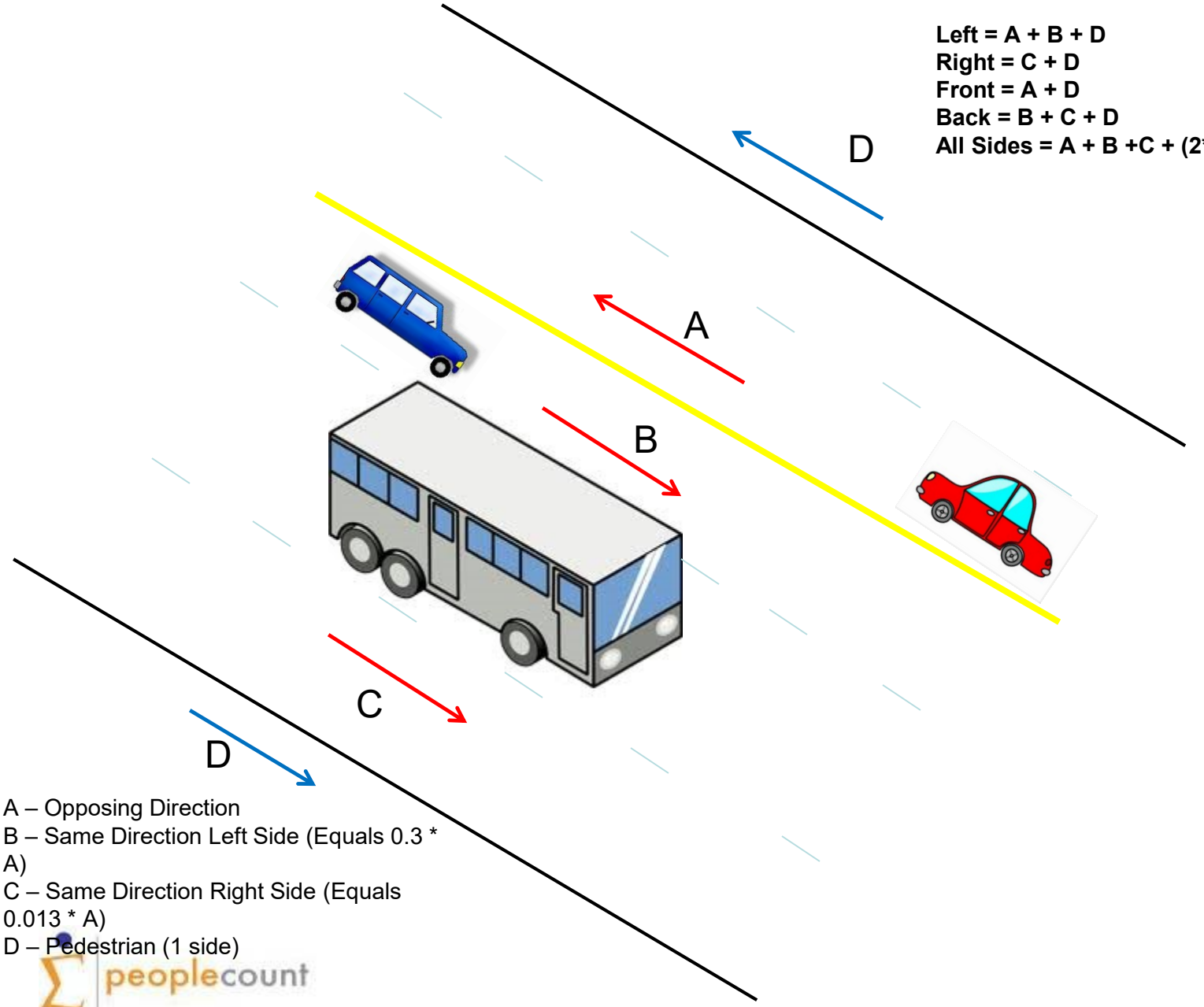
OTS Components by Bus Side

Left = A + B + D
Right = C + D
Front = A + D
Back = B + C + D
All Sides = A + B +C + (2*D)



A – Opposing Direction
B – Same Direction Left Side (Equals 0.3 * A)
C – Same Direction Right Side (Equals 0.013 * A)
D – Pedestrian (1 side)

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20 Cliffside
135 Gerrard
IMPLEMENTATION

Implementation

- Traffic Intensity Model to be applied to each DMA
- OTS calcs must be rolled out for **each transit system with a rail component**
- Bus-only systems can be processed via software and traffic count layer
- Ready to implement Top 50 DMAs in 2012

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“Questions?”

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