

Assessment of US Transportation Markets

A major european public transportation provider

Market dynamics

Competitive analysis

Transportation contracting study

Identifying lucrative geographies

CLIENT CHALLENGES

With regards to several sub-segments in public transportation in the US (e.g., commuter rail, paratransit, bus – intercity, shuttle, school etc.), the client wanted to understand:

- » **Market Dynamics:** Key players, market size (overall and sub-markets), market growth, demand drivers, market structure, regulatory environment and economics
- » **Competitive Landscape:** Service offerings of key players, market shares, differentiating features (usage of technology, key amenities etc.)
- » **Agency – contractor contracts:** Contracting models, contracting trends, key evaluation parameters, list of contracts and scope of services, success stories in outsourcing bids
- » **Opportunities:** Scope of the business based on factors such as ridership numbers and growth, outsourcing propensity, and upcoming projects.

OUR APPROACH

- » Conducted an in-depth secondary research to understand the various public transportation markets within the US. Involved scanning data from National Transit Database, Industry associations, transportation research agency data, player websites, press releases, news articles, research articles/ publications
- » Interviewed transportation consultants, current/ former executives of transportation providers across US
- » Validated the data collected through desk research and expert interviews, and then synthesized the information to arrive at robust results

IMPACT DELIVERED

- » Helped the client understand the market size, growth prospects and demand drivers
- » Identified key players, market shares and differentiated offerings
- » Helped the client understand typical public transportation contracts – typical tenures, scope of services, prices, and other terms and conditions
- » Identified favourable geographies for the client based on regional population, ridership, growth, transportation outsourcing propensity etc.

About Acuity Knowledge Partners

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