



A Partnership of Leading Transportation Experts

bluedoorsr.com

Blue Door: A portal to the individual and collective knowledge and expertise of senior transportation consultants in modeling, planning, policy, and research. Our research-based insights support public- and private-sector clients in decision making and investments.

AREAS OF EXPERTISE

Travel Behavior Research

Providing insights into current travel choices, developing habits, and future behavior through surveys, modeling, and analytics. Services:

- Survey Design & Analysis
- Travel Modeling
- Analysis of Socio-Demographic Impacts

Travel Demand Management

Designing and evaluating strategies and policies to reduce travel demand or to redistribute demand in space or in time, including pricing and incentives. Services:

- Behavior Change Research
- Road Pricing Analysis

Policy Research

Systematically using data and research to identify policy options, analyze alternatives for achieving desired outcomes, and conduct policy action evaluations. Services:

- Policy Analysis
- Equity Analysis

Smart Mobility Markets

Assessing acceptance, usage and impacts of technology-enabled mobility, from shared mobility to Mobility as a Service to automated and connected vehicles. Services:

- Guiding & Evaluating Pilot Deployments
- AV/CV Acceptance & Impacts
- Mobility On Demand Forecasting

Business Strategy

Helping agencies and companies identify vision, goals, strategy, and tactics.

Services:

- Strategic Planning
- Strategic Modeling
- Scenario Planning

Support for Mobility and Delivery Technology Initiatives

Guiding public agencies and private sector technology providers in innovation programs and market entry. Services:

- Innovation Program Strategy
- Market Entry Strategy

PARTNERS

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Blue Door is obtaining WBE certification through the City of Austin, a member of the Texas Unified Certification Program for the Federal Disadvantaged Business Enterprise (DBE) Programs in Texas and Historically Underutilized Business (HUB) certification in Texas.