



A Partnership of Leading Transportation Experts

<https://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 Demand 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
- Performance Measurement
- Benefit-Cost Analysis

Smart Mobility Markets

Assessing acceptance, usage and impacts of technology-enabled mobility. Services:

- Guiding & Evaluating Pilot Deployments
- AV/CV Acceptance & Impacts
- Mobility-as-a-Service (MaaS)

Long-Term Visions and Strategy

Helping agencies and companies identify vision, goals, and strategy. Services:

- Strategic Planning and Modeling
- Scenario Planning
- Strategic Market Development

Support for Mobility and Delivery Technology Initiatives

Guiding public agencies in innovation program strategy and designing market entry strategy for private sector technology providers. Services:

- Innovation Program Strategy
- Market Entry Strategy

PARTNERS

<https://bluedoorsr.com/partners>

Ginger Goodin ginger@bluedoorsr.com

Maren Outwater maren@bluedoorsr.com

Johanna Zmud johanna@bluedoorsr.com

Mia Zmud mia@bluedoorsr.com

Jane Lappin jane@bluedoorsr.com

Mark Bradley markb@bluedoorsr.com

Blue Door is certified as a DBE and WBE in the states of Texas, California, and Minnesota. Blue Door is also a certified Historically Underutilized Business (HUB) in Texas. The firm and its partners are pre-certified TxDOT consultants.