

Investigation and Overview of a New Market



CLIENT & RESEARCH FEATURES

Client:

Confidential Engineering Firm

Research Features:

- Secondary Research
- Study Design
- Study Management
- Analysis
- Report Preparation
- Presentation of Findings
- Ongoing Updates

Situation

- The targeted metropolitan region was politically charged as a result of a newly-enacted sales tax to support the planning and construction of transportation infrastructure projects
- The client saw an opportunity to leverage an existing office location to offer a wider array of professional services associated with the transportation infrastructure projects

Approach

This was a secondary research project conducted for a client exploring the option of entering a new market. It provided an overview of the major political, social, and financial issues associated with the transportation infrastructure projects in that market. Numerous local sources, as well as local, state, and federal government reports and documents were reviewed and analyzed. A county-wide sales tax had just been enacted and the revenue generated was to be used to fund a wide variety of transportation related infrastructure projects in the county. Given the amount of revenue expected from the tax, a large number of projects were being planned. The perceived importance of each project and whether it should receive funding and move forward depended, in part, on where someone lived in the county. The major issues and findings were synopsized in a report providing the client with an overview of the political, financial, and public opinion climate related to the various transportation infrastructure initiatives.

Benefits

- The client was allowed to maintain focus on servicing existing clients and managing billable workload while detailed research was being conducted
- Knowledge of the major social, political, and financial issues enabled the client to approach this market aware of and sensitive to the expectations of all local stakeholders
- The client was provided with detailed insight on local funding initiatives and the impact on various projects
- The knowledge of the issues and concerns surrounding upcoming projects from all stakeholders allowed the client to successfully navigate the local political landscape

