

2019 Corridor MPO PTP



Transit Audits

3/27/2019



What is a Transit Audit?

- An evolution on the “walk audit”
 - Common in pedestrian planning
- Take people through the transit experience
 - Boarding at the bus stop
 - Riding the bus
 - Alighting at a bus stop
 - Using the pedestrian network
 - Exploring the bus station

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Why do a Transit Audit?

- Trying to get insight from different types of citizens
 - Not just transit users
- Insights not easily obtained from surveys
- Make transit more appealing and functional

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Planning Process

- Find a route (Google Earth)
- All aspects of the normal transit experience in less than hour
 - Boarding at bus stop
 - Riding bus
 - Alighting at a stop
 - Using the pedestrian network
 - Exploring the bus station
- Show the good and the bad

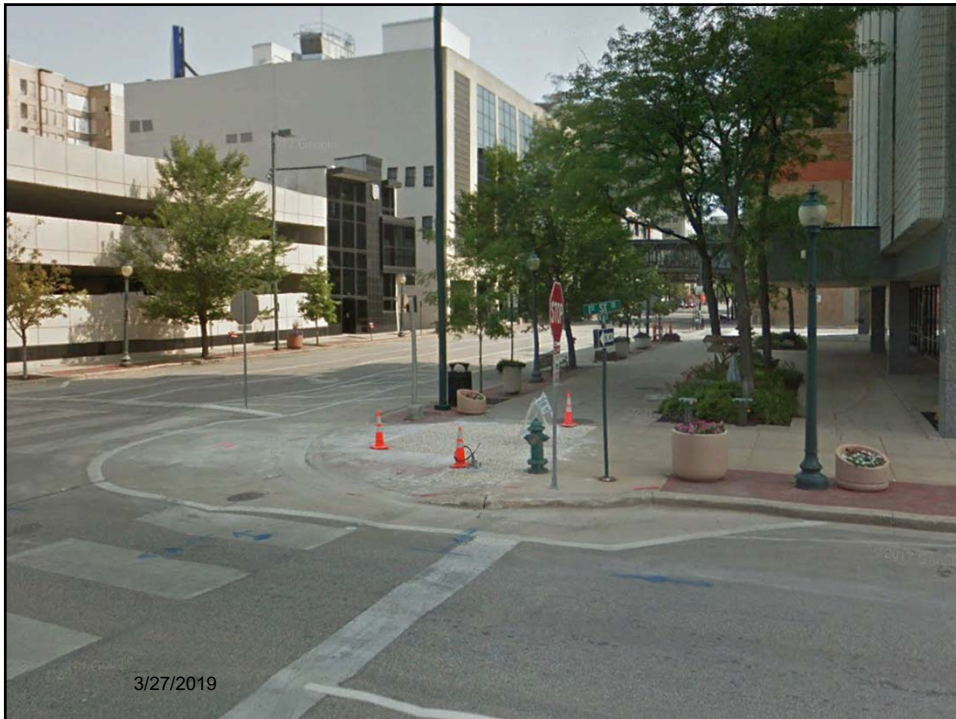
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Planning Process

- Finding our audience
 - Transit Users
 - Dependent
 - Choice
 - Interested non-transit users
 - Environmental representatives
 - Cycling community
 - Brand new residents to Cedar Rapids
 - Elected officials
 - Refugee community
 - Low-income persons (health and human services)
 - Persons with a disability

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Value Added to Plan

- Common comments showed how people felt more than could be ascertained via the survey
 - Safe
 - Clean
 - The buses are on time and reliable
 - People love the Ground Transportation Center (GTC)

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Value Added to Plan

- Unexpected comments and observations
 - Signage
 - Cameras
 - Fear of the farebox
 - Fear of getting lost
 - Bus not good for tall people

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Value Added to Plan

- Provided evidence and reinforcement of issues suspected by staff to be a problem
 - Lack of sidewalks
 - Not enough time to cross the street
 - Better bus stops
 - Route maps on the bus
 - Being a new user of transit can be intimidating

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Value Added to Plan

- Novel ideas staff had not considered
 - Label and highlight the security cameras
 - Provide public art at the GTC and on buses
 - Provide activities for kids at the GTC
 - Provide FAQs
 - Signage at the GTC and buses is too small and lots of things aren't labeled:
 - Trash cans
 - Ticket booth
 - Transit map lacking bus stop locations and a legend

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Lessons Learned - Strengths

1. The process can provide fresh eyes and insight
 - Not transit personnel
2. Ensure you use the pedestrian system
 - Show the good and the bad
3. Must be less than an hour
4. Have two staff members for a group of 5 or more
 - One to facilitate and one to record notes
5. Have a diverse group(s)
6. Showed people how to use the bus
7. Involve elected officials
8. Simple

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Lessons Learned - Improvements

1. Leave enough time for scheduling!
2. Make sure you have a route for person's with disabilities
3. A detailed worksheet is not necessary
 - A basic one is fine – set the baseline
4. Include random participants if possible

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