

Research to Investigate Mobility Management and Transportation Coordination Programs

One of several new research projects being launched this fall will focus on assessing the impacts of mobility management and coordination programs.



To improve the cost effectiveness and quality of human service transportation programs, federal, state,

and local efforts have implemented coordination and mobility management programs. These include coordinated transportation planning processes, mobility management coordination practices, one call/one click transportation management

centers, and state leadership activities. This research will evaluate the effectiveness of these programs.

Surveys will be conducted across the country of human service transportation users, transit providers, human service agencies, and others to learn their perspectives. The effectiveness of these programs will ultimately be evaluated based on the economic and quality of life impacts they have on their users.



Jeremy Mattson

The research will attempt to determine how mobility

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Recent highlights from the SURTC Blog:

- New Project to Study Veteran Mobility
- Research to Investigate Mobility Management and Coordination Programs
- Report Published: NDSU Student Transit Survey
- Report Published: Organizing Transit in Small Communities

Visit our blog at:
blog.surtc.org

Editors: Jeremy Mattson and Tom Jirik



www.surtc.org

New Project to Study Veteran Mobility in Small Urban and Rural Areas

SURTC researchers will study the mobility needs of veterans living in rural North Dakota, South Dakota, and Montana to learn the most feasible transportation options to meet their needs.

The need for veteran transportation is growing rapidly, especially in rural areas where 40 percent of veterans live. Many rural area veterans must travel long distances to receive medical care, and many wounded veterans require assistance to access jobs and engage in other essential activities.

SURTC researcher Del Peterson is the lead investigator for this new project. Peterson will be recruiting veterans and

transportation providers to participate in surveys and focus group meetings to learn more about veteran mobility services and gaps that exist. Peterson will also quantify the cost of providing different transportation options relative to meeting the needs of veterans. Results will allow policy makers to make better informed decisions regarding veteran mobility issues in rural and small urban settings.



Del Peterson

For more details about the project, contact Del Peterson at del.peterson@ndsu.edu

Message from the Director

The fresh crisp air of the Fall season is here. I think it's one of the best times of the year as the campus comes to life with classes, student activities, and football games. This newsletter features three new SURTC research projects. We are also offering numerous training opportunities across the country. Check out our webpage and blog to stay apprised of the reports. Of course, 2013 is just around the corner and we would like to hear what research and training needs you have that we can address. As always, thanks for reading.



Jill Hough

From Attitude to Management: SURTC Training Conducted Across the Country

SURTC specialists are bringing transit expertise to agencies from Texas to Alaska during a busy training season.

Carol Wright, associate director of training and outreach, and Keven Anderson, coordinator of training and outreach, conducted the three-day "Principles of Transit Management" in Juneau, AK, in August for the Alaska DOT. They will conduct the same course in Austin, TX, in November for the Texas DOT.



Carol Wright

"Advanced Transit Management," a three-day course created as a follow-up to the principles class, was held in Salem, OR, in August for the Oregon DOT and will also be held in Aberdeen, SD, in November for North and South Dakota transit managers.

In July, Wright and Al Abeson presented a class in Austin, TX, on Limited English Proficiency. Wright also conducted a video conference on diversity and its implications for transit managers and made a presentation in Bismarck, ND, titled "Managing People Effectively: Surviving Human Resources Problems," for North Dakota Senior Service Providers and public transit operators.

Wright conducted two one-day classes on "Capital Asset Management

Planning" in August for the Michigan Public Transit Association (MPTA) in Thompsonville, MI. She also presented a keynote address on leadership qualities at MPTA's annual conference.

In September, Wright presented "Financial Management and Cost Allocation" in Boise, ID, for the Community Transportation Association of Idaho annual conference, and she conducted "Succession Planning and Mentoring" courses in Seaside, OR, and Saratoga Springs, NY, for the annual conferences in those states. Meanwhile, Anderson and Jim Miller conducted "Business Plan Development Training" in Vail, CO.



Keven Anderson

At the Dakota Transit Association conference in September in Brookings, SD, Wright made a presentation on how to make your case to local governments; and in October at the conference for Minnesota and Wisconsin providers in La Crosse, WI, Anderson and Wright presented "Succession Planning and Mentoring" and "Choosing Your Attitude: Creating a Positive Work Environment."

For more details about SURTC's training courses, contact Carol Wright at carol.wright@ndsu.edu.

Congratulations to MATBUS for AdWheel Award

Metro Area Transit (MATBUS) of Fargo-Moorhead was honored at the APTA annual meeting with an AdWheel Award. These awards are given by APTA to recognize the marketing and communications efforts of its members. MATBUS won a first place award for its 2011 Annual Report. The AdWheel Awards Ceremony took place at the annual meeting on Oct. 1. MATBUS also won two AdWheel awards last year.

Mobility Management

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management and coordination programs are helping services meet the goals of efficiency, ease of access, and quality of service, and it will assess the effectiveness of these programs in meeting the needs of transportation-disadvantaged populations. The research will also serve as a model that any community could use to assess the effectiveness of their programs.

SURTC is collaborating with researchers from the University of South Florida and the University of Illinois, Chicago. SURTC researcher Jeremy Mattson is the lead investigator for the project. For more information, contact Jeremy Mattson at jeremy.w.mattson@ndsu.edu.

Organizing Transit in Small Urban and Rural Communities

A recently completed SURTC study conducted by David Ripplinger provides information and a decision-making framework for designing and administering rural transit policies with limited public resources.

Using data from transit agencies in rural North Dakota, Ripplinger estimated the benefits of different service alternatives, evaluated the justification of government subsidy of rural transit on the basis of its cost structure, and investigated the most efficient regional organization of transit.

The study investigated whether it would be more cost efficient for a single existing agency to expand service and provide both fixed-route and demand-response service or if it would be more efficient to have multiple operators in an area providing service. In many cases, a single transit agency operating as a monopoly was found to provide service at a lower cost than two transit agencies would, but this was not always the case.

The findings and implications are directly applicable to rural transit in North Dakota and should be helpful in

informing future federal policy as well as rural transit policy, service design, and operation in other states.

The publication can be downloaded from the SURTC website at www.surtc.org/research. For more information, contact David Ripplinger at david.ripplinger@ndsu.edu



New Study to Research Demand for Intercity Transit Services and Optimal Service Levels

Estimating demand for intercity transit services and determining optimal service levels for those services is the focus of a study being launched by SURTC researcher Jeremy Mattson.

The study will examine how gas prices, fare levels, travel speed, and



service frequency influence demand for intercity bus and rail service and how demand differs based on individuals' characteristics such as age and income. The study will also estimate how far travelers are willing to drive to a bus or rail station to use those services. The cost and time associated with traveling to and from transit stations will be considered.

Results from the study of mode choice will be used to estimate intercity bus and rail demand along different corridors. The research will be conducted in North Dakota, but the methodologies developed could be

applied to other areas. Different scenarios with different travel times, service frequencies, stop locations, fare levels, and gas prices will be considered, as will the impacts of changing demographics.

Optimal service levels will be identified based on cost of providing service, costs associated with automobile travel, ridership levels, number of new trips that are created, and costs associated with impacts on the environment and traveler safety.

For more details, contact Jeremy Mattson at jeremy.w.mattson@ndsu.edu.

SURTC Publishes Results from Surveys of NDSU Students

A new report published by SURTC details the findings from onboard and online surveys conducted of North Dakota State University (NDSU) students during the fall and spring semesters of 2010-2011.

Responses were received from 120 individuals for the onboard survey, while the online survey received 858 responses, including responses from both transit users and non-users.

The surveys collected information on

student access to vehicles, transportation modes used to travel to campus, factors influencing mode choice, use of transit services, opinions on MATBUS service, thoughts on how to improve service, opinions on marketing efforts and preferred methods of accessing information, interest in wireless Internet access onboard, willingness to pay for transit services, and issues concerning parking.

The publication can be downloaded at www.surtc.org/research. For more details, contact Jeremy Mattson at jeremy.w.mattson@ndsu.edu.





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SURTC to Participate in National Conference on Rural Public and Intercity Bus Transportation

SURTC staff will be heavily involved in the 20th National Conference on Rural Public and Intercity Bus Transportation, held October 14-17 in Salt Lake City, UT. This conference, held every two years, focuses on the latest in best practice and current research in rural public and intercity bus transportation.

Director Jill Hough is serving on the conference planning committee and will moderate and participate in a session on transit workforce development. Keven Anderson, training coordinator, will also participate in that session. Hough's presentation is titled "Mentoring the Next Generation of Public Transit Workers" and Anderson's is "Succession Planning and Mentorship."

Carol Wright, associate director of training and outreach, will present "Addressing Language Barriers for Passengers, Drivers, and Dispatchers" in a session on effective communications for rural transportation, and she will present "Development and Assessment of Agency Policies and Practices for Civil Rights" in a session on civil rights. Wright and Anderson will also team to make a presentation

on tribal transit.

Researchers
Jeremy Mattson
and Del
Peterson will be
participating in a
session on how

technology is improving operations. Mattson will present results from a study on the use of alternative fuels and hybrid vehicles by small urban and rural transit systems, and Peterson will present research on the use of effortless passenger identification systems.

Peterson and Mattson will also give a presentation, titled "Transit, Technology & Public Participation," that will present findings from research on the use of new technologies to improve public participation in transit planning. This session focuses on how technology is facilitating dialogue between providers and the community.

Visit the conference website for more info: www.ribtc.org

