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Transit

SMALL CITY LIVABILITY AND TRANSIT SERVICES:  
MEASURING AND PLANNING FOR BOTH

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The presenter is the principal investigator for an ongoing research study for the U.S. Department of Transportation about rural community livability and the role of public transportation, titled Exploring Transit's Contribution to Livability in Rural Communities. The definition of livability varies from community to community across a region, state, or nation. Public transit may contribute to livability in one or more ways. The presenter will share a recently developed methodology to define livability locally and identify the potential transit markets specific to a community (both internally and due to regional context). The methodology was developed and tested in communities across the country. Case studies in small communities were conducted in the following states: Texas, Maine, Missouri, Florida, Oregon, and North Dakota. The methodology was developed through literature review, case studies, and will conclude with a national survey (2016-2017) of public opinion. The presentation proposed for this conference will focus on practical how-to findings. For example, the presenter will share survey templates (for both public and transit user surveys) and stakeholder interview script. The presentation will cover how to evaluate livability, transit awareness, willingness-to-pay, preference for services, and GIS approaches to identify latent transit markets.