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
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

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
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
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)

Value Added to Plan

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

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
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

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