

CE 890 Graduate Seminar

SPEAKER: Brian Geiger, M.S. Student

TOPIC: “Increasing the Usage of Demand Response Transit in Rural Kansas”

DATE: April 1, 2009

TIME: 4:00 p.m. (refreshments at 3:45 p.m.)

PLACE: 2144 Fiedler Hall

ABSTRACT

KDOT administers public transportation programs funded by the Federal Transit Administration and the State of Kansas. There are approximately 180 transit providers in 99 of the state’s 105 counties. These providers can generally be grouped in two broad categories: fixed route transit and demand response transit.

Demand response transit is commonly in the rural areas of Kansas and typically are used by transportation-disadvantaged groups (elderly, disabled, low income.) These services have often been around for many years although the usage levels remain low. The research looks into the reasons for the low usage rates and will provide recommendations to increase the usage rates if possible. Surveys were conducted to determine customer satisfaction as the basis for the research

Three surveys in total were conducted as part of the research. Two were for customer satisfaction, one each for riders and non-riders of public transit. The third survey was directed at providers of public transportation to determine how their service operates and experience at increasing their ridership.

The presentation will discuss the vast differences between riders and non-riders along with glimpses into provider feedback and suggestions to increase ridership of demand response transit in rural areas.