

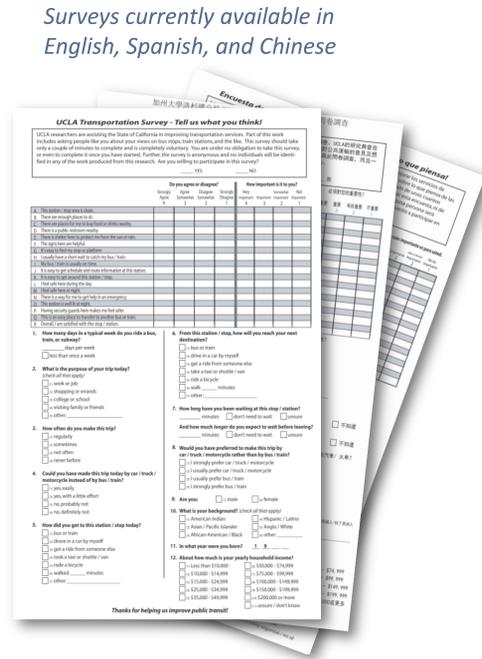
TASC: Tool for Analyzing Station Characteristics

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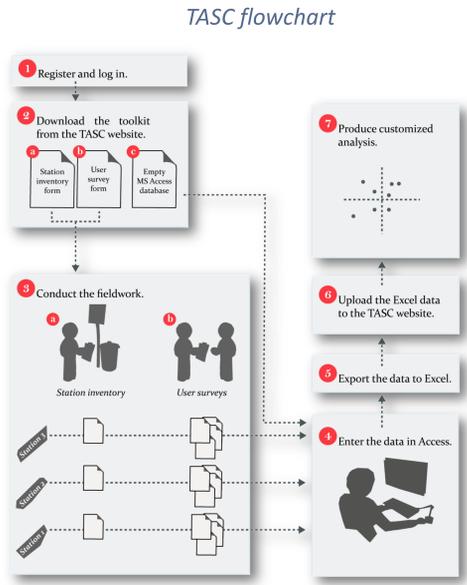
What makes a good transit stop or station? UCLA created an online tool that allows transit agencies to assess the performance of their stops and stations from the perspective of the waiting passenger.

- TASC is a tool designed by researchers at the University of California—Los Angeles' Institute of Transportation Studies, funded by the California Department of Transportation (Caltrans)
- It is a community-based project; data are collected by local transit agencies surveying their users
- The tool allows you to compare user satisfaction at your stations and suggests specific areas for improvement, based also on what users report as most important to them
- The tool is scalable, which means you can use it to evaluate a single stop or station, a set of stops or stations, or your entire network of stations/stops



How to use TASC

- Create a log-in ID and password.
- Download a toolkit that includes printable user survey forms available in three languages, a station inventory form, and an Access database that you will use to enter the data collected from the user surveys and station inventory form.
- Conduct field work by surveying your riders at your transit stop(s) or station(s). Collect approximately 75 completed user surveys, and one (1) inventory form from each station.
- Enter the user survey data and the station inventory form(s) into the Access database.
- Export the Access database into Excel with the click of one button.
- Upload your Excel file to the TASC website.
- Download analyses unique to your data. You will receive an analysis of which attributes are exceeding expectations, which require continued improvement, and which are most critical to improving riders' experiences.

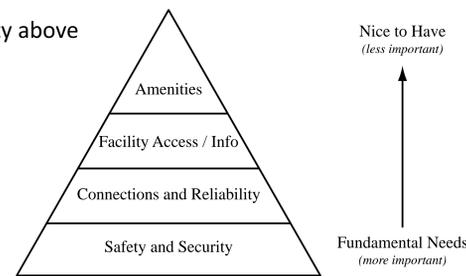


Prioritizing transit users' needs

From our study of 2,247 transit riders across California, we found:

- Transit users prioritize safety and security above all else
- Once safety has been satisfied, service reliability and information provision are of importance to transit riders
- Other amenities such as seating and vending are less important to riders

Hierarchy of Transit User Needs



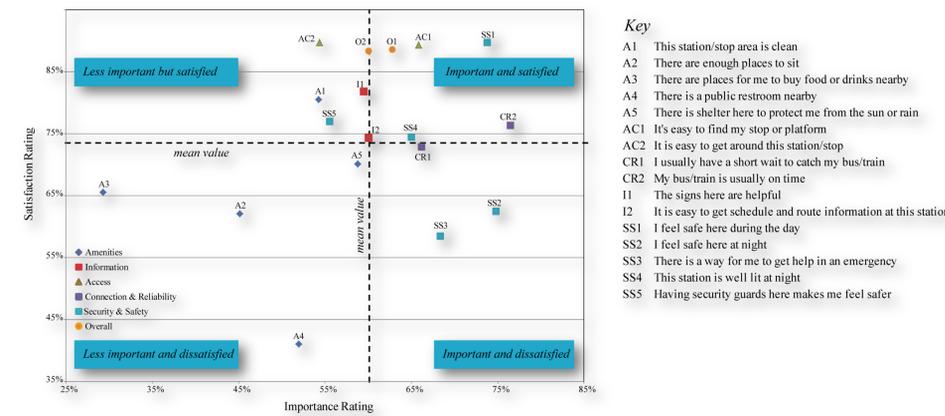
How can TASC help my transit agency?

- What characteristics of my transit stops and stations are making my riders more satisfied? Less satisfied?
 - These characteristics include amenities such as seating, vending, and restrooms, as well as characteristics related to information (signage, schedules, etc.), reliability (short waits, on-time arrivals, etc.), safety/security (lighting, guards, etc.), and access (ease of finding and navigating the station, etc.).
- Which improvements should I prioritize for a particular stop/station based on what users find most important and how satisfied they are with current features?
- How are different population groups (women, older people) experiencing my stops/stations differently?
- How does user satisfaction at my stops/stations compare with other transit operators' stops/stations?

Output of the Importance-Satisfaction (I-S) Analysis

Interpreting the I-S Graph

The graph below summarizes the relationship between the relative importance transit users assigned to each attribute and their level of satisfaction with that attribute. Average ratings are marked by the dotted lines, allowing us to classify attributes into four categories (each indicated in blue below).



For example, the output above indicates priority areas for improvement:

CRITICAL NEED	Increase safety at night (SS2, bottom right)
CONTINUE IMPROVEMENTS	Increase daytime safety/security (SS1, top right)
CONTINUE IMPROVEMENTS	Provide more seating (A2, bottom left)
EXCEEDING EXPECTATIONS	Improve cleanliness (A1, top left)

TASC allows the comparison of stations and filtering by SES variables

I'd like to compare my current selection

MY AGENCY	ALL OTHER AGENCIES
By: <ul style="list-style-type: none"> Station <ul style="list-style-type: none"> ALL STATIONS LAX City Bus Center So. Bay Galleria BUR Metrolink 	By: <ul style="list-style-type: none"> Mode <ul style="list-style-type: none"> All Stations Bus Rail Bus + Rail

I'd like to filter my result set by a variable (e.g. race, ethnicity, income, etc.)

Check to filter by one or more of the following attributes. For example, to limit your results to respondents whose income is below \$15,000 check the boxes for "Less than \$10,000" and "\$10,000 - \$14,999"

GENDER <input type="checkbox"/> M <input type="checkbox"/> F	INCOME <input type="checkbox"/> Less than \$10,000 <input type="checkbox"/> \$10,000 - \$14,999 <input type="checkbox"/> \$15,000 - \$24,999 <input type="checkbox"/> \$25,000 - \$34,999 <input type="checkbox"/> \$35,000 - \$49,999	<input type="checkbox"/> \$50,000 - \$74,999 <input type="checkbox"/> \$75,000 - \$99,999 <input type="checkbox"/> \$100,000 - \$149,999 <input type="checkbox"/> \$150,000 - \$199,999 <input type="checkbox"/> \$200,000 or more	RACE/ETHNICITY <input type="checkbox"/> American Indian <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> African-American/Black <input type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Anglo/White <input type="checkbox"/> Other
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