Mobility for all: Community as producers of transit innovation

2021 SCRA Biennial – June 23, 2021
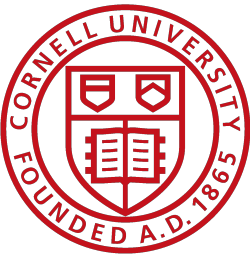
Jordan Jurinsky, Paul Speer, Chandra Ward, Abhishek Dubey, and Philip Pugliese

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Roadmap

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1. Chattanooga Area Regional Transit Authority (CARTA)
2. On-Demand Transit
3. Traditional Community Engagement
4. Socio-Relational Model
5. Roadblocks and Next Steps
6. Questions

Poll

Let's take a quick poll

Have you riden public transit in the city you currently live in?

Yes

No

My city does not have public transportation

How invested are you in completing surveys about transit?
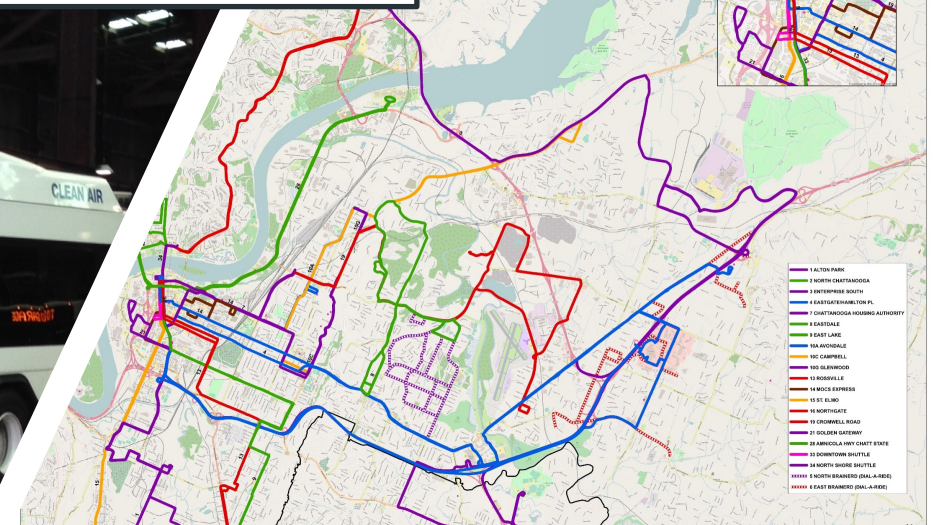
Not at all
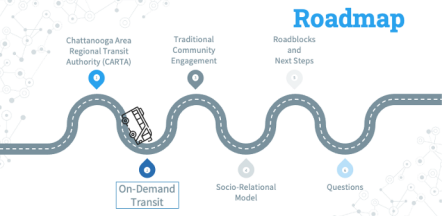
Somewhat

I'm not sure

Quite a bit

It's a must

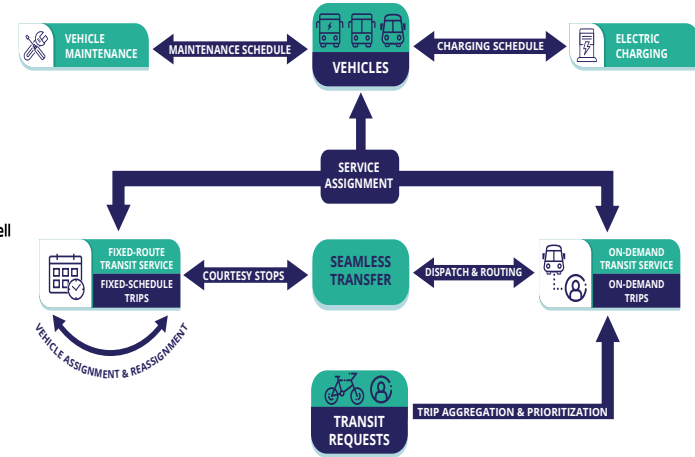# What is the first word that comes to mind when you think of public transit?

Our Community Partner is Chattanooga Area Regional Transportation Authority (CARTA)
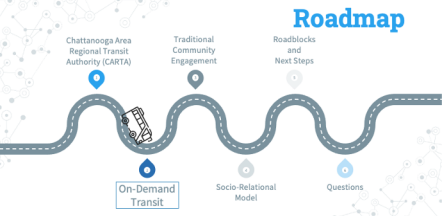
On-Demand Transit

◎ First-mile / Last-Mile
◎ Low-Density
◎ Off Peak
◎ Paratransit

Fig. 2. Map of MOD PPPs in the U.S. through April 2019.

(Lucken et al 2019)

Roadmap

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Our On-Demand Approach

Approach: Integrating the fixed-line service with on-demand service

Primary Transfer Point

Fixed Route Bus Line

Demand Responsive Zone – Route 5 North Brainerd/Cromwell

Demand Responsive Zone – Route 6 East Brainerd

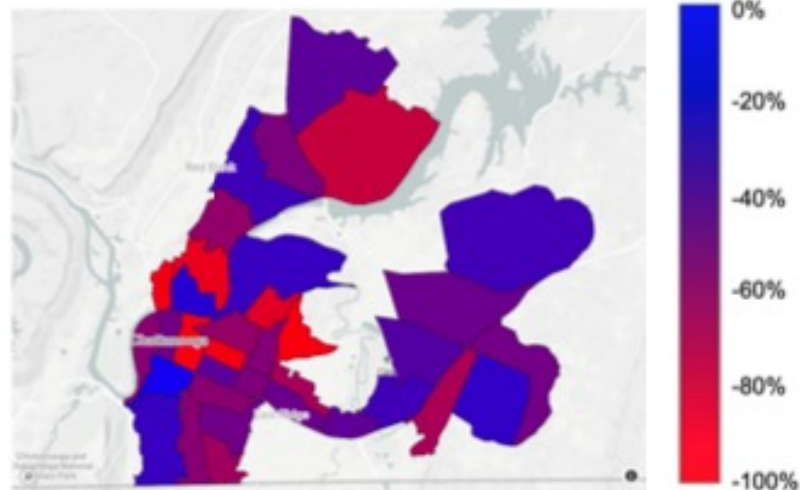Demand Responsive Zone – East Ridge (Care-a-van only)

Future Transit Improvement Zone
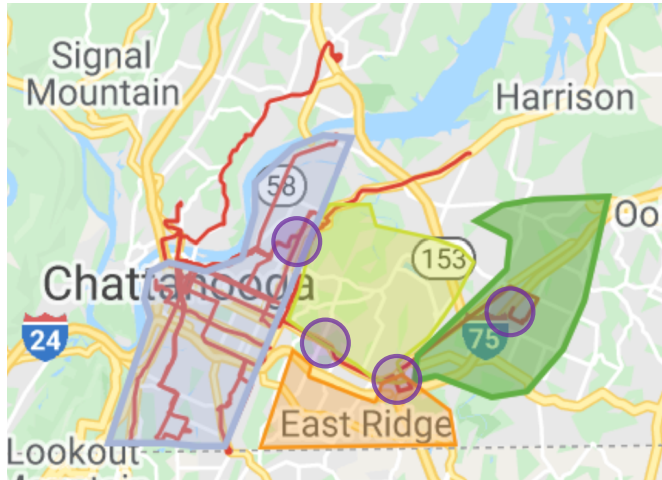
Demand is Dynamic
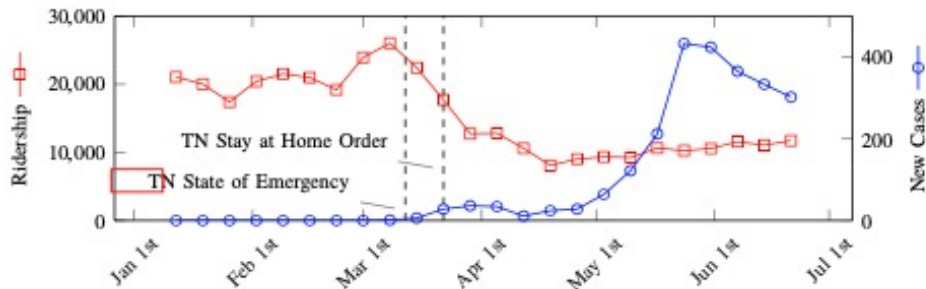
Weekly ridership compared to new COVID-19 cases per week for Chattanooga

Change in ridership between pre-COVID (January-February) and post-COVID (May-June) 2020 per census tract for Chattanooga

(Wilbur et al., 2020)

Community Engagement

Biggest challenge to previous transit initiatives has been engaging and sustaining ridership.

Public participation has been a central component of all past efforts (required by Federal Transit Authority [FTA]), yet community input has not yielded engagement with transit systems.

In reviewing past community engagement efforts, community members have been approached as consumers rather that producers of transit systems.

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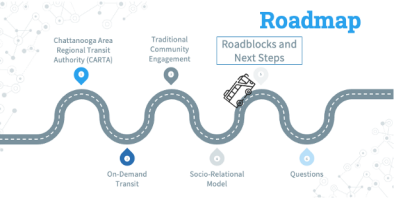Questions

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Socio-Relational Model

assumes people are complex, democratic citizens as opposed to rational consumers

Connect with existing networks

Uncover community values and needs

Translate values/needs into system design

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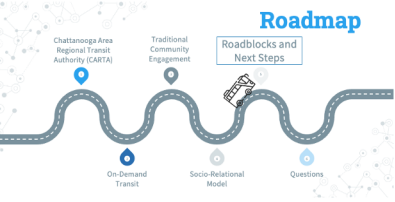# Roadblocks

Top-down vs bottom-up

Historic and sustained power differentials between community and institutions

Latent demand

How to predict and explore latent demand of public transit

Sustainability

Establishing, maintaining, and prioritizing community relationships

Roadmap

Roadblocks and Next Steps

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Next Steps

◎ Navigating dynamic partnerships

◎ Focus groups

◎ Survey development

◎ Iterative transit development

Downtown Chattanooga, TN

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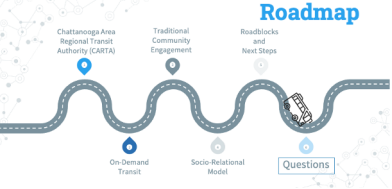
Thanks!

Any questions?

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