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| **National Transit Curriculum Modules, Lessons, Readings** |
| **Module** | **Lesson and title** | **Recommended Readings****http://ntl.bts.gov/DOCS/11877/Gray\_book.html (various chapters)** | **Suggested TCRP Reports** **www.trb.org/publications** |
| **1 Introduction** | What is Public Transportation\* | APTA Fact Book (current year) |  |
|  | History of Public Transportation | Gray and Hoel – Chapters 1,2,3 |  |
|  | The Business of Public Transportation | Black – Chapter 9; Gray and Hoel Chapter 16 | 28 Transit Markets of the Future: The Challenge of Change;122 Understanding How to Motivate Communities to Support and Ride Public Transportation; 123 Understanding How Individuals Make Travel and Location Decisions: Implications for Public Transportation; 111 Elements Needed to Create High-Ridership Transit Systems; 103 Public Transportation Operating Agencies as Employers of Choice; 159 Transforming Public Transportation Institutional and Business Models |
| **2 Governance** | Governance and Organizational Structures |  |  |
|  | Funding | Gray and Hoel Chapter 9 | 78 Estimating the Benefits and Costs of Public Transit Projects: A Guidebook for Practitioners; 89 Financing Capital Investment: A Primer for the Transit Practitioner; 94 Fare Policies, Structures, and Technologies: Update; 129 Local and Regional Funding Mechanisms for Public Transportation; 133 Practical Measures to Increase Transit Advertising Revenues  |
|  | ADA and Civil Rights |  | 9 Transit Operations for Individuals with Disabilities; 119 Improving ADA Complementary Paratransit Demand Estimation; 124 Guidebook for Measuring, Assessing, and Improving Performance of Demand-Response Transportation |
|  | Social Change and Justice | Eric Mann – Los Angeles Bus Riders Derail MTA; LACMT – Consent Decree – 1996-2010; MTA Compliance with Consent Decree has cost the Valley Better Service – Los Angeles Times; MTA Pledges Better Bus Service in Suit Accord – Los Angeles Times; Missed Opportunity – Brookings.  | 82 Improving Public Transit Options for Older Persons; 105 Strategies to Increase Coordination of Transportation Services for the Transportation Disadvantaged |
|  | Environmental Sustainability and Livability | TCRP Mitigating Climate Change with Sustainable Surface Transportation?? |  |
| **3****System Planning** | Travel Demand | Black Chapter 1,2,3 |  |
|  | Modal Characteristics and Impacts | Gray and Hoel Chapter 5,6,10, 11Vukan Vuchic. *Urban Transit: Operations, Planning, and Economics.* Chapter 12. Table 12.1 – Full discussion Section 12.1.1. – 12.1.2.4 | 40 Strategies to Attract Auto Users to Public Transportation; 13 Rail Transit Capacity; 90 Bus Rapid Transit; 118 Bus Rapid Transit Practitioner’s Guide; 152 Guidelines for Ferry Transportation Services; 153 Guidelines for Providing Access to Public Transportation Stations; 166 Characteristics of Premium Transit Services that Affect Choice of Mode  |
|  | Network Characteristics | Black Chapter 8 | 145 Reinventing the Urban Interstate: A New Paradigm for Multimodal Corridors |
|  | Transit Systems Planning |  | 173 Improving Transit Integration Among Multiple Providers |
|  | Transit and Land Use\*\* | Ewing, R., Cervero, R., 2010. Travel and the Built Environment: A Meta Analysis. Journal of the American Planning Association 76(3), 265 - 294.; Polzin, S. 1999. Transportation/Land-use Relationship: Public Transit’s Impact on Land Use. ASCE Journal of Urban Planning and Development, December 1999, pp. 135-151.; TRB, 2001. Making transit work: Insight from Western Europe, Canada and the United States. Transportation Research Board, National Research Council, National Academy Press, Washington DC. (available online, read chapter 2 only). | 16 Transit and Urban Form; 22 The Role of Transit in Creating Livable Metropolitan Communities; 33 Transit-Friendly Streets: Design and Traffic Management Strategies to Support Livable Communities; 74 Costs of Sprawl -- 2000; TCRP Report 128: Effects of TOD on Housing Parking and Travel; 176 Quantifying Transit’s Impact on GHG Emissions and Energy Use – The Land Use Component;  |
|  | Regional Transportation Planning\*\*\* | AASHTO (2011). Survey of State Funding for Public Transportation. Washington, DC, American Association of State Highway and Transportation Officials. (additional reading); USDOT (2007). The Transportation Planning Process: Key Issues. Washington, D.C., Federal Highway Administration and Federal Transit Administration. Retrieved 12/19/2011 from <http://www.planning.dot.gov/documents/briefingbook/bbook_07.pdf> (Read Introduction and Part 1; Instructor can choose from Major Policy Issues in Part 2); USDOT (2004). Transit at the Table: A Guide to Participation in Metropolitan Decisionmaking. Washington, D.C., Federal Transit Administration. ) Retrieved 12/19/2011 from <http://www.planning.dot.gov/Documents/TransitAtTable.pdf> (Read Executive Summary; Instructor can choose additional sections); Weiner, E. (1997). "Urban transportation planning in the US - A historical overview." Retrieved 12/19/2011 from <http://tmip.fhwa.dot.gov/resources/clearinghouse/docs/utp/utp.pdf> (Read Chapters 1, 12, 13). Possibly add chapters 3 and  |  |
| **4 Service Planning**  | Public Transit Planning in the US |  | 30 Transit Scheduling: Basic and Advanced Manuals; 19 Guidelines for the Location and Design of Bus Stops; 26 Operational Analysis of Bus Lanes on Arterials; 116 Guidebook for Evaluating, Selecting, and Implementing Suburban Transit Services; 165 Transit Capacity and Quality of Service Manual, Third Edition |
|  | Fundamentals of Transit Service and Networks |  |
|  | Route Level Planning and Design Concepts |  |
|  | Developing Service: Measuring Quality of Service |  |
|  | Developing Service: Calculating Capacity |  |
| **5 Management** | Organizational Models and Transit System Stakeholders |  | 63 Enhancing the Visibility and Image of Transit in the United States and Canada |
|  | Performance Measurement and Benchmarking |  | 47 A Handbook for Measuring Customer Satisfaction and Service Quality; 88 A Guidebook for Developing a Transit Performance-Measurement System; 141 A Methodology for Performance Measurement and Peer Comparison in the Public Transportation Industry  |
|  | Organized Labor in Transit |  | 68 Part-Time Transit Operators: The Trends and Impacts; 77 Managing Transit’s Workforce in the New Millennium; 127 Employee Compensation Guidelines for Transit Providers in Rural and Small Urban Areas; 139 Guidebook for Recruiting, Developing, and Retaining Transit Managers for Fixed-Route Bus and Paratransit Systems; 142 Vehicle Operator Recruitment, Retention, and Performance in ADA Complementary Paratransit Operations; 162 Building a Sustainable Workforce in the Public Transportation Industry – A Systems Approach |
| **6 Public Transportation Technology and Trends** | Public Transit and Technology | Black Chapter 7 | 177 Preliminary Strategic Analysis of Next Generation Fare Payment Systems for Public Transportation; 84 e-Transit: Electronic Business Strategies for Public Transportation |
|  | Public Transportation Trends |  | 27 Building Transit Ridership: An Exploration of Transit’s Market Share and the Public Policies that Influence It; 36 A Handbook: Using Market Segmentation to Increase Transit Ridership |

NOTE: \* = Optional Assignments - “Watch Divided Highways” and “Trolleys: The Cars that Built America.”; \*\*Walkability exercise; \*\*\*Regional Planning Assignment.