

1. Situation Assessment Worksheet

Assess Your System's Visibility and Visual Image

Ask yourself:

- What does your system look like to the public?
 - Are its name and logo recognizable?
 - Can you easily find information that tells you how to ride?
 - Is that information easy to understand?
 - Are bus stops clearly identified?
 - Are bus shelters clean and the trash emptied?
 - Is passenger information posted at the bus stops or shelters?
- Can you find a customer-service telephone number easily —
 - At the shelters?
 - At the bus stops?
 - On a website?
 - In the phonebook (yellow and white pages)?
 - If you call that number, are you able to reach a person?

Assess Your System's Passenger Experience

Ask your riders:

- Ride the bus and visit with other riders
 - Do they find the service meets their needs?
 - Is passenger information readily available?
 - Are service changes communicated clearly?
 - Are bus stops clearly marked?
 - Is service on time?
 - Are the fare structure and payment options easy to understand?
- How is the ride?
 - Is interaction with the bus operator pleasant?
 - Is the ride comfortable?
 - Is transferring difficult?
- What changes would improve the service?

- Recruit first-time-riders to try the system and give you feedback
- Ask riders to complete an onboard survey



Marketing might get someone on the bus for the first time, but only a good passenger experience will keep that person coming back.

Ask system employees — bus operators and customer service representatives — how they think passengers perceive the system.

Assess Your Image in the Community

Ask non-rider groups — community leaders, employers, stakeholders and gatekeepers (individuals or organizations that can provide access to potential user groups) — their views of the system:

- What kind of service does the system offer?
 - Fixed Route
 - Demand Response
 - Deviated fixed route
 - Paratransit
- Who is the service for?
 - General Public
 - Specific groups
- What groups use the service?
 - Workers traveling to their jobs
 - Middle, high school, college students
 - Clients of social service organizations
 - Seniors
 - Persons with disabilities
 - Low-income riders
- How does your service benefit the community; does it enhance quality of life?
 - Increased mobility for transit-dependent individuals
 - Economical transportation
 - Environmental benefits
 - Do employers depend on your service for their employees?
 - Is your service a viable option for visitors?
 - Are there other groups that could benefit from using your service?

Ask system employees — bus drivers, customer service personnel — their views of the system:

- Who are the system's principal riders?

- What groups represent potential riders?

- What value does the service bring to the community?
