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Transportation Ethnology Practice

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CENTER FOR
URBAN TRANSPORTATION RESEARCH
(CUTR)
COLLEGE OF ENGINEERING
UNIVERSITY OF SOUTH FLORIDA

TRANSPORTATION ETHNOLOGY PRACTICE

RESEARCH HIGHLIGHTS AND STAFF PROFILES



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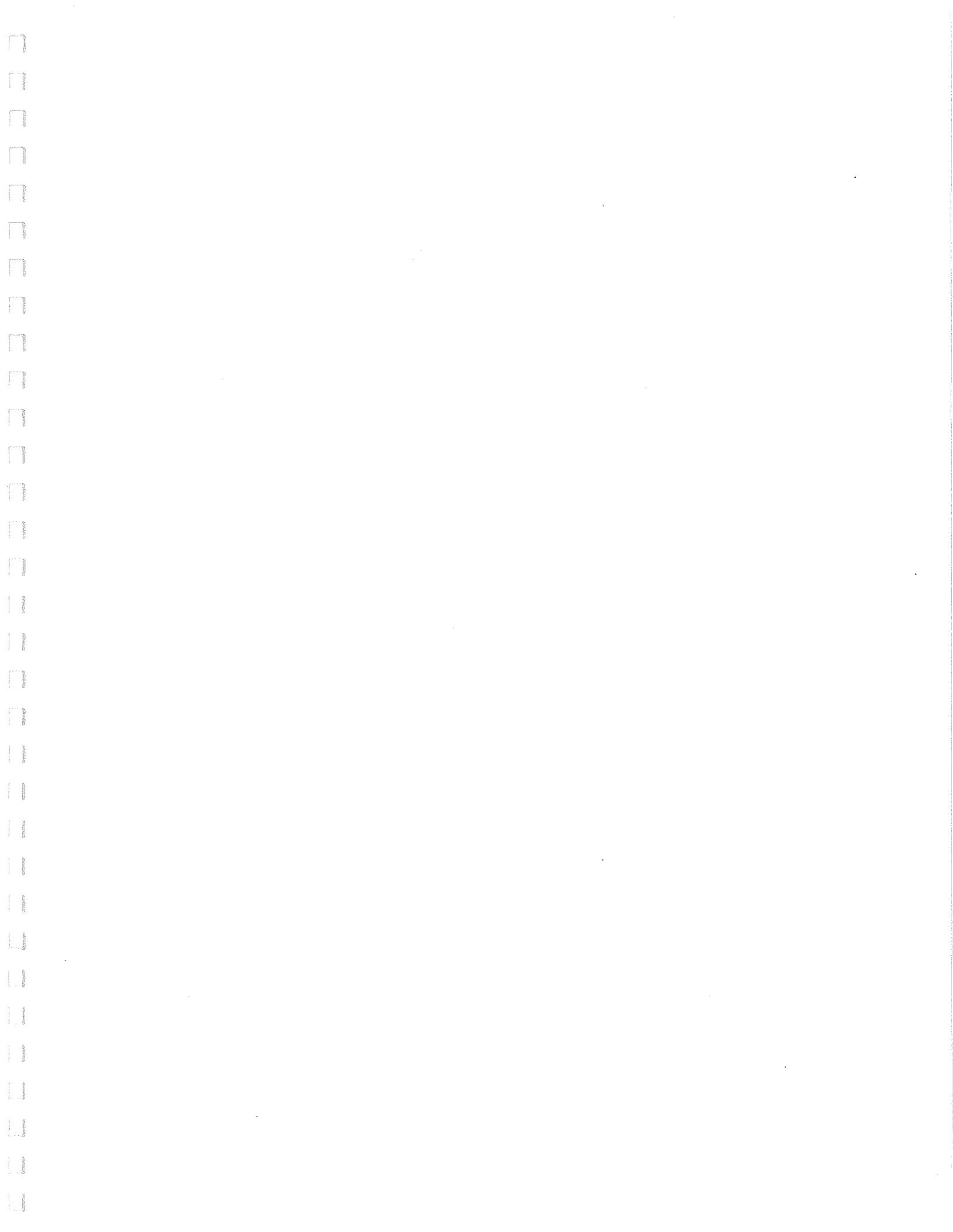
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CENTER FOR URBAN TRANSPORTATION RESEARCH (CUTR)

TRANSPORTATION ETHNOLOGY PRACTICE

TRANSPORTATION ETHNOLOGY DEFINED

TRANSPORTATION ETHNOLOGY, simply stated, is the study of transportation behavior, issues, and needs of groups of people. Through the years, CUTR has conducted several transportation research projects that examined various groups of the population. These projects have included traditional research practices including data collection and analysis, surveys, focus groups, and interviews; convening symposia and conducting workshops; providing training on public participation; and evaluation of service delivery. Representative briefs of this research are provided below.

REPRESENTATIVE RESEARCH

AFRICAN AMERICAN MOBILITY SYMPOSIA (AAMS)

AAMS I: "FROM THE BACK OF THE BUS TO . . . 'DEEP SPACE NINE?'"

On March 24, 1994, The Center for Urban Transportation Research (CUTR) convened its first symposium on African American mobility issues. The agenda included:

- presentations on how past and current policies continue to define travel behavior and transportation needs;
- analyses of the travel patterns and behavioral characteristics;
- case studies of jitney services and their roles in public transportation;
- contracting opportunities and marketing services; and
- open panel discussion on the Intermodal Surface Transportation Efficiency Act (ISTEA).

Over 60 participants from throughout the United States and the Caribbean attended the symposium. Representatives from the Federal Highway Administration (FHWA), the Federal Transit Administration (FTA), state and local governments and transit agencies, academia, and the private sector were among the attendees. The keynote

speaker was Arthur Kennedy, Florida Transportation Commission and CUTR Advisory Board Member.

At the end of the symposium, a survey of participants' impressions of the symposium was conducted. Participants stated that the symposium either met or exceeded their expectations and gave the symposium an overall good rating. Participants also found ". . . the symposium . . . educational and informative." Another state, "You (CUTR) are to be commended for the [symposium] idea which is excellent."

AAMS II: "EXPLORING NEW FRONTIERS"

Building on the discussions and experiences of the first symposium, the second symposium, convened April 5 through 7, 1995 continued the objective of inclusion of the transportation issues relevant to the African-American community. The second symposium held particular significance because of the 1997-scheduled reauthorization of the federal transportation bill. Although reauthorization was not scheduled for another two years, the need existed to strengthen the existing legislation and frame policies to address its shortcomings. The planned topics also seemed to hold significance for policymakers with regard to other minority groups, protected classes, and special populations.

As a multifaceted, multidisciplinary industry, transportation commands the attention of a wide spectrum of professionals. The symposium topics had broad appeal and generated information particularly valuable to transit operators, engineers, planners, equal opportunity specialists, government officials, economists, and transportation policymakers. Topics that were addressed in the plenary sessions included:

- Equal access and mobility: the continuing evolution of policies related to highway and transit funding;
- Emerging technologies and the implications of their impact on the African-American community;
- Entrepreneurs and contracting opportunities within the transportation industry; and
- Applied research findings as related African-American travel behavior.

The symposium was attended by more than 80 students and professionals from across the United States and abroad. The administrators of the U. S. Department of Transportation, the Federal Highway Administration and the Federal Transportation Administrations also participated in the program. Representatives of state and local governments, transit agencies, academia, and the private sector were among the attendees.

At the end of the symposium, a survey of participants' impressions of the symposium was conducted. Participants stated that the symposium met or exceeded their expectations and that "[t]he number and variety of speakers and panelists made the symposium a very worthwhile event." Participants also helped to draft an agenda for the third symposium held in Spring 1996.

AAMS III: "BEYOND THE HORIZON"

The 1996 African-American Mobility Symposium, convened April 14 through 16, realized its objective to continue the discourse on the special transportation needs in the African-American community by building upon the experiences and issues provided from past symposia convened in 1994 and 1995. The national significance of the project is its relevance to the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) citizen participation mandate and the renewed federal effort to address environmental equity issues. The symposium was significant at the local level in that it provides the opportunity for participants to exchange information and ideas with a broad range of transportation professionals.

Approximately 150 industry professionals from throughout the United States attended the symposium. The attendees represented various levels of government, the public and private sector, policymakers, interest groups, and the university community. The sessions offered were informative and enlightening to many participants. The session topics included:

- o ADA, paratransit services, and the over-representation of African Americans among persons with disabilities;
- o Funding of transportation, social service programs, and community development;
- o Research and technology: access to and the impacts of advances;
- o Strategic planning and coalition building across communities;
- o Environmental Justice: identifying adverse health or environmental effects and means of relief; and
- o Intermodalism: the imposed modal bias and developing an equitable modal split.

The highlight of the symposium was the riveting and inspirational keynote address by The Honorable Alcee L. Hastings, Congress of the United States House of Representatives, 23rd District, Florida. Congressman Hastings' thesis:

"In the era of downsizing, right-sizing, outsourcing, re-engineering and re-inventing, what we want to know here is how minorities, in order to avoid retrogression to the point of oblivion and ignominious defeat must seek better formulae in a mathematical nonlinear regression-based allocation model to deal with intermodal bias and neglect. In other words, in order to keep from getting mistreated, we need more money."

Present at the symposium were student representatives from Bethune-Cookman College, Florida A&M University, South Carolina State University, and the University of South Florida. Closing remarks included an evaluation exercise conducted by Gere Timberlake-Anderson, President of TransEd, Inc. The 1996 symposium included information and technology transfer activities that extended beyond the convening of the symposium. Among these activities were the establishment of the African- American Mobility Issues World Wide Website on the Internet and video production of Congressman Hastings's address of the symposium

AAMS IV: "FORGING THE DREAM"

The Nationwide Personal Travel Survey (NPTS) and the 1990 Census transportation planning database suggest that travel demand by several subgroups within the population will grow at rates significantly greater than the population as a whole. African Americans are one of these subgroups. Statistics indicate that not only are there differences in the growth of travel but also in the nature and purpose of travel. The focus of the 1997 symposium convened April 30 through May 2 including sharing current and emerging research and successful actions taken in addressing African-American mobility issues.

- Issue Forums
 - Welfare Reform
 - Affirmative Action Post-*Adarand*
- Transportation and African-American Opportunities in the 21st Century
- Travel Patterns
- Public Participation
- Environmental Justice
- Americans with Disabilities
- Transportation and Land-use
- Public Education
- Livable Communities
- Intermodalism
- Transportation and Employment

- Advanced Technologies
- Access to Jobs
- National Economic Crossroads Transportation Efficiency Act (NEXTEA)
- Future Research Actions and Policy Implications

The symposium was attended by over 250 students and transportation professionals. The keynote address was delivered on Thursday, May 1, by Dr. Mark Alan Hughes, Vice President for Policy Development, Public/Private Ventures.

Participants, again, gave the symposium high ratings and provided comments for future agenda. Some participants hoped to gain increased "...knowledge and understanding of current mobility issues." Over 90 percent of evaluation respondents stated that the symposium achieved or exceeded their expectations. Planning for future symposia also was begun. Following the 1997 symposium, the Conference of Minority Transportation Officials convened a summit on African-American mobility issues with the intent of developing a policy agenda for legislators and other decisionmakers.

AFRICAN-AMERICANS, OTHER MINORITIES, AND WOMEN IN THE TRANSIT INDUSTRY

This project provides new research on the role of transit as it relates to African Americans, other minorities, and women and is similar to the research undertaken by Dr. Philip W. Jeffress in 1970, which covered African-American employment in the transit industry. Jeffress predicted that "... labor demand, industrial (and population) location and managerial, union, and government policy would all converge to create . . . a black-operated industry serving a predominantly black clientele except where it brings suburban commuters back and forth to the center city (1970)." Jeffress's research provided important insights into governmental policy for an industry that was rapidly changing from private ownership to public control.

Information from the Census and Bureau of Labor Statistics are used to show trends in employment opportunities for African Americans, other minorities, and women between 1970 and 1990. Complementing this data are Equal Employment Opportunity reports from several largest transit systems in the country and a survey of minorities and women employed in the industry. This information shows that the number and proportion of minorities and women in transit had persistent growth during recent decades. Demographic and socioeconomic changes and government policy have affected travel behavior and transportation demand. Occasionally, these changes have increased the need for transit service and, in other instances, they have reduced service demand. These factors are presented to understand their effect on employment in an industry in which minorities and women have made significant progress. However, the changes in management positions have not been so drastic. The survey of minorities in transit

reveals that although the number of minorities and women in management positions has increased in the past 10 years, these groups are still facing the "glass ceiling" when it comes to career advancement into senior-level positions.

In addition, except African Americans, minorities and women have maintained a proportion of transit employment that is less than represented in the workforce. Unfortunately, legislative mandates that were successful in advancing the role of minorities and women in transit during the past decades may become less successful in the future. Thus, industry leaders will need to become more active in developing policies and programs to remedy the effects of past discrimination on minorities and women.

**ASSESSING TRAVEL BEHAVIOR BY BLACKS IN THE UNITED STATES:
A NEW PERSPECTIVE**

This study provides an analysis of the 1983 and 1990 NPTS databases. Data from the 1983 and 1990 NPTS databases suggest that travel by Blacks has changed rapidly over the recent past and is increasing similarly to travel behavior by non-Blacks. The implications are significant in many areas ranging from the economic impacts to quality of life issues. The causes are partially explained by the economic and demographic changes in the Black community. Therefore, transportation officials at the Federal, State and local levels should consider the implications of future policies and plans on Blacks and include this segment of the population when developing transportation plans and systems.

**EFFECTS OF TRANSPORTATION PLAN DEVELOPMENT ON MINORITY AND
IMPOVERISHED COMMUNITIES IN THE MIAMI URBANIZED AREA**

The history of greater Miami's black community is intrinsically transportation-related. The first major black migration resulted from opportunities to work on Henry Flagler's railroad. A number of the Bahamian and other Caribbean residents who migrated to the city around the turn of the century were experienced boat-builders. Nevertheless, transportation plan development in the Miami urbanized area has traditionally occurred with little regard for, and at times, to the detriment of minority communities in the Miami urbanized area.

This study, in progress, will document the effects of transportation plan development on minority and impoverished communities that traditionally have not been represented in the decisionmaking process. Institutional mechanisms will be developed to anticipate and assuage potential detriments to ethnic and minority neighborhoods resulting from the construction of additional transportation facilities.

GEOGRAPHIC INFORMATION SYSTEMS (GIS) AS A TOOL FOR EXAMINING ENVIRONMENTAL EQUITY ISSUES IN PUBLIC TRANSPORTATION

As a project of the National Urban Transit Institute (NUTI), this study, limited to the impact of transit facilities, examines the impact of public transportation development on low-income and minority communities. A geographic information system (GIS) is employed as an analytical tool.

An impetus for the project was Executive Order 12898, "Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations," particularly the ways in which such research can serve as a reinforcement of existing environmental and civil rights legislation to ensure special populations are not subject to disproportionately high and adverse environmental effects. The research also serves to support the U. S. Department of Transportation's (DOT) goal of being a model transportation agency for protecting and enhancing the environment and quality of life. This goal parallels the strategy set forth in the Executive Order.

Special population issues are examined through the use of GIS in terms of how the issues relate to the Clean Air Act that may include source receptor sites and minority populations and minority populations and transportation control measures. Case studies of special population communities also are provided. The criteria used to select study areas include the presence of a minority and low-income populations located in nonattainment areas as classified under the Clean Air Act. The case studies present the extent to which transit may impact the communities and how environmental justice issues may be addressed.

OTHER REPRESENTATIVE RESEARCH OF THE CORE TEAM

ASSESSMENT OF SPATIAL DAYCARE AND EMPLOYMENT LOCATIONS AND PUBLIC TRANSIT ACCESS NEEDS

The Personal Responsibility and Work Opportunity Reconciliation Act of 1996 sets forth national objectives to reduce both the numbers of recipients for welfare assistance and the duration of time for this assistance. Generally, state administering agencies for federal welfare funds are required to achieve compliance with such reductions over a two-year period. It is commonly assumed that public transportation may serve an important role in linking current welfare recipients to job opportunities. It also seems to be the case, however, that investments in this linkage may vary substantially in local areas to the extent that some communities have little or no present linkages while others have extensive transit systems that will require less investment to serve the welfare

populations. Among the latter, in a recent study conducted in Cuyahoga County, Ohio, an urban area including Cleveland that has a complement of bus, rail, light rail, and paratransit services, it was found that more than 85 percent of the target population of welfare recipients would not be linked on the existing transit services with target sites for jobs. This finding suggests that public transportation for welfare populations seeking access to jobs will be much worse in many communities.

Application of the Cuyahoga County methodology to a sample of Florida communities should provide important information to those coordinating federal and local transit policies and funding with that of welfare reform administering agencies. Although it may be suspected that many Florida communities, as with Cuyahoga County, will find spatial disparities between job locations and public transit services, a sample of Florida is needed to help identify what investments will be needed to improve the utility of public transportation as a resource for job access for current welfare recipients.

APTS

The study is a summary of the technologies included within the framework of APTS. A description of the federal operational test programs is provided with a review of the criteria used to award operational test funds. The report includes a review of APTS initiatives at Florida transit systems. Two transit systems in the state are currently conducting operational tests of APTS technologies. The FTA operational test program provides funding for the tests. Metro-Dade Transit Agency, in Miami, is testing the potential of information kiosks at strategic bus/rail transfer locations to increase ridership on transit. Lynx, in Orlando, is developing a transit component for their Passenger Travel Planning System. A survey was conducted to identify existing and planned efforts to incorporate APTS technologies into their systems. This is supplemented by a review of transit development plans for transit systems in Florida. Recommendations for the most appropriate APTS products for Florida transit systems also are given.

COMMUNITY IMPACT ASSESSMENT

CUTR has proposed to develop guidelines on community impact assessment for the Florida Department of Transportation (FDOT). This project is to begin July 1997. In addition, funding is being sought to convene, in conjunction with FDOT and the Federal Highway Administration, a national conference on community impact assessment in 1998.

GENDER ISSUES AND TRANSPORTATION

Women have been and are major consumers of mass transit, not solely because of their numbers in the general population, but also due to other factors such as income and lack of access to private transportation. Women's travel behavior also may differ from that of men. There also appear distinct travel patterns for women of different age, income, ethnic and racial groups. Efforts are ongoing to inform the research by exploring gender issues in projects.

KIOSKS

This study reviews the current state-of-the-art and assesses the progress that is being made in Kiosk Information Systems. The information will be used in developing a kiosk system for Metro Dade Transit Agency (MDTA). A literature review was conducted using the Intelligent Transportation Systems (ITS) America National Clearinghouse and Federal Transit Administration, Advanced Public Transportation Systems project summaries. A set of structured questions was developed to facilitate information gathering about kiosk technology. The study gives a description of the MDTA Information Kiosk Operation Test. An overview of kiosk technology is presented. Kiosk technology at transit systems in the United States is provided. Most of this information is derived from the survey of transit systems using kiosks. The results of the survey are presented. Results and conclusions are discussed. Lastly, recommendations on kiosk hardware specifications for the MDTA Information Kiosk operation test are presented.

MAINTENANCE TRAINING

In 1991, CUTR and the Florida Department of Transportation entered into a joint participation agreement to provide maintenance-training resources to public transit agencies throughout Florida. The ongoing project includes CUTR brokering the delivery of classroom and laboratory maintenance training for transit mechanics; maintaining a resource center; conducting advisory committee meetings; producing and distributing a quarterly newsletter, *Transit Training*, which provides information on maintenance training activities, training tips, and new training programs; and supervising and evaluating training sessions.

SPECIALIZED TRANSPORTATION

One of CUTR's specialty areas focuses on providing research and technical assistance relating to the provision of public transportation services for senior citizens, persons with disabilities, and those who cannot purchase transportation services. With an emphasis on developing innovative, practical solutions, CUTR provides high quality, objective research that translates directly into benefits for its project sponsors. For

additional information, see "Specialized Transportation Practice: Research Highlights & Staff Profiles."

TRAFFIC CALMING

The interest in this area is in identifying •traffic calming• techniques that may help to improve safety, enhance aesthetics, and maintain vehicle throughput. Traffic calming devices are simple street design features that cause motorists to drive with more care, to drive more slowly, or perhaps via another route. Many traffic-calming devices make light alterations to the street's geometry, reducing its real or perceived width, or causing the driver to negotiate curvature or pavement texture. Traffic calming techniques are, for the most part, self-enforcing, and create a visual impression that the street is not intended for high speeds or inappropriate driving habits. Lastly, traffic calming represents a complete change in direction from conventional traffic planning of the past three decades. While there is no research currently underway in this area, traffic calming remains a high-interest area.

TRANSPORTATION PLANNING

Several projects have been conducted by the core staff that relate to transportation planning. These projects generally have focused on specific areas or problems. The core team, however, has expertise in planning, complementary policy analysis and development, and implementation and operations.

TRAVEL DEMAND MANAGEMENT

The transportation ethnology practice is often used to complement research in travel demand management, another CUTR specialty area. This often involves working across program areas and coordinating resources making more efficient use of staff and the research effort. Instances of the application of transportation ethnology to travel demand management include providing expertise when investigating various market segments; using travel demand management as a tool in economic development; and developing non-traditional partnerships.

VEHICLE PROCUREMENT

This program provides public transportation agencies with technical assistance and guidelines for vehicle procurement and provides public transportation agencies with an opportunity to procure certain transit vehicles at lower prices. Goals include organization and administration of statewide group procurement of vehicles, assisting in development of vehicle specifications, and providing technical assistance to individual transit agencies through the procurement process.

RÉSUMÉS OF CORE STAFF

MIKE CRITTENDEN

(crittend@cutr.eng.usf.edu)

RESEARCH ASSOCIATE

AREAS OF EXPERTISE

Administrative and Human Resources
Management
Maintenance Management

Transportation and Logistics Management

REPRESENTATIVE EXPERIENCE

- Managed operation of fixed route and specialized services for several public transportation systems.
- Directed staff with a \$3.2 million annual budget for a public transportation system.
- Administered driver selection and training programs, safety programs, contract negotiations with social service and other agencies for the provisions of specialized and paratransit services.
- Created and implemented comprehensive maintenance schedules and inventory control.
- Established objectives, policies and procedures for various transportation systems.
- Chaired Transportation Committee for a 14-county area joint planning commission.
- Coordinated vanpool services.
- Served on a local emergency planning commission dealing with transportation related activities during disaster related evacuations.
- Sponsored and provided an internship for a European transit manager via the Mississippi Consortium of National Development.
- Taught several mini-courses on transit management, administration, and maintenance.
- American Public Transit Association regional director for three years.

PREVIOUS POSITIONS

General Manager, Jackson (MS) Public Transportation Co., McDonald Transit Assocs.
General Manager, Albany (GA) Transit System, ATE Management and Service Co., Inc.
Assistant Executive Director, Lowcountry Regional Transportation Authority, ATE Management and Service Co., Inc., Beaufort, South Carolina
Transportation Coordinator, Lee County Transportation, Auburn, Alabama
Transportation Administrative Assistant, Southeast Alabama Transit System

EDUCATION

- B.S., Sociology/Personnel Management, Alabama State University
- Logistics/Transportation Management Certified
- USAF Technical Training School, Sheppard AFB, Texas

ERIC T. HILL

(ehill@cutr.eng.usf.edu)

RESEARCH ASSOCIATE

AREAS OF EXPERTISE

ITS Transit Applications

Public Policy

Transit Service/Operations Planning

Transportation Planning

REPRESENTATIVE EXPERIENCE

- Conducted research on transit service options for local governments/transit systems.
- Designed, administered, and analyzed transit on-board surveys.
- Conducted a comprehensive operation analysis for county transit agency.
- Assessed market potential for commuter rail extension.
- Researched privatization of public transit operations.
- Conducted research for the 5-Year Statewide Florida Transit Development Plan for the State of Florida.
- Assisted in developing a Transit Development Plan for transit systems in Florida.
- Developed Advanced Public Transportation System (APTS) research and development program for a metropolitan transit system in Florida.
- Developed solutions to mobility deficiencies caused by suburbanization.
- Assessed travel behavior by blacks in the United States, using Nationwide Personal Travel Survey (NPTS).
- Researched the feasibility of trolleys in beach communities.
- Conducted research of minority employment in transit.
- Assessed the application of APTS in the state of Florida.
- Researched environmental justice in transportation.

PREVIOUS POSITIONS

Transportation Planner, Atlantic County Transportation Authority, Atlantic City, NJ

Engineering Intern, Delaware Valley Regional Planning Commission, Philadelphia

Planning Intern, New Jersey Transit Corporation, Newark

Graduate Research Assistant, Rutgers University, The State University of New Jersey, Camden

Administrator, Agency Sales and Contracts, New Jersey Transit Bus Operations, Inc., Maplewood

Junior Assistant Schedule Maker, New Jersey Transit Bus Operations, Inc., Camden

EDUCATION

M.P.P., Public Policy, Rutgers University, The State University of New Jersey

B.S., Management Science, Rutgers University, The State University of New Jersey

BEVERLY G. WARD

(ward@cutr.eng.usf.edu)

DEPUTY DIRECTOR FOR ETS

AREAS OF EXPERTISE

Geographic Information Systems	Mass Transit Insurance
Specialized Transportation Services	Specialized Transportation Services
Transportation Demand Forecasting	Transportation Demand Management
Transportation Planning and Policy Analysis	

REPRESENTATIVE EXPERIENCE

- Organized numerous transportation training conferences.
- Managed a coordinated, accessible transportation system.
- Developed transportation group insurance program.
- Coordinated a state rail passenger test market project.
- Served as grants coordinator for various state agencies' projects.
- Conducted transportation demand management seminars.
- Served as guest lecturer and speaker at various conferences and seminars.
- Served as Developer Demonstrator/Expert with Public Private Transportation Network (PPTN).
- Co-author of the *Commute Alternatives Systems Handbook* and *Commuter Assistance Program Director's Manual*.
- Managed numerous transportation demand management implementation and training projects.
- Conducted research of minority employment in transit.

PREVIOUS POSITIONS

Assistant Director, Alabama Transit Association
Grant Coordinator, Alabama Department of Economic and Community Affairs/Alabama Transit Association Group Insurance Program
Transportation Director, Jefferson County Office of Senior Citizen Activities
State Board Member, Alabama Department of Human Resources
Social Worker, Alabama Department of Human Resources
Director of Special Projects, Office of Family and Child Services
Production Assistant, Poughkeepsie Cablevision

EDUCATION

- Ph. D. candidate, Applied Anthropology, University of South Florida
- M.P.A., University of Alabama at Birmingham
- B.A., Psychology and Film/Drama, Vassar College

ADDITIONAL STAFF PROFILES

JENNIFER A. HARDIN

Research Associate
(hardin@cutr.eng.usf.edu)

Jennifer Hardin has an M.A. in Applied Anthropology from the University of South Florida and a B.S. in Cultural Anthropology from the College of Charleston. She conducts research for ADA projects, the Florida Commission for the Transportation Disadvantaged research projects, and was responsible for day-to-day research activities related to several Automatic Vehicle Location projects. Hardin is co-principal investigator for the current Brevard County TDP and FCTD Management Information System projects. She also has conducted her own Community Needs Assessment for Sun City, Florida, funded by the USF Institute on Aging and continues to conduct qualitative research including focus groups and in-depth, structured interviews. Hardin is an adjunct professor at Eckerd College, where she teaches Introductory Anthropology. Prior to joining CUTR Hardin served as a research assistant for the Human Services Information System database project, funded by the National Science Foundation.

ROSEMARY G. MATHIAS

Program Director
(mathias@cutr.eng.usf.edu)

Rosemary Mathias has an M.B.A. in Health Care Management from Boston University, and an M.P.A. in Public Affairs, and an A. B. in Journalism and Geography from Indiana University. She is a member of the USF Institute on Aging and is active with several committees of the Transportation Research Board (TRB). Before joining CUTR, Mathias directed a large paratransit brokerage in Philadelphia. She also has worked as the manager of contract operations for paratransit and fixed-route services at the Regional Public Transportation Authority in Phoenix, and is a past president of the Arizona Transit Association. Mathias began her career as a technical editor and senior researcher at the Institute for Urban Transportation in Bloomington, Indiana.