


UTC Project Information	
Project Title	Assessing Importance and Satisfaction Judgments of Intermodal Work Commuters with Electronic Survey Methodology
University	San José State University Mineta National Transit Research Consortium
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Funding Source(s) and Amounts Provided (by each agency or organization)	Research and Innovative Technology Administration University Transportation Centers Program (\$6,076) California Department of Transportation Office of Research—MS42 (\$6,076)
Total Project Cost	\$12,152
Agency ID or Contract Number	DTRT12-G-UTC21
Start and End Dates	June 2012 – September 2013
Brief Description of Research Project	<p>Recent advances in multivariate methodology provide an opportunity to further the assessment of service offerings in public transportation for work commuting. We offer methodologies that are alternative to direct rating scale and have advantages in the quality and precision of measurement. The alternative of methodology for adaptive conjoint analysis for the measurement of the importance of attributes in service offering is implemented. Rasch scaling methodology is used for the measurement of satisfaction with these attributes. Advantages that these methodologies introduce for assessment of the respective constructs and use of the assessment are discussed.</p> <p>In a first study, the conjoint derived weights were shown to have predictive capabilities in applications to respondent distributions of a fixed total budget to improve overall service offerings. Results with the Rasch model indicate that the attribute measures are reliable and can adequately constitute a composite measure of satisfaction. The Rasch items were also shown to provide a basis to discriminate between privately owned vehicles (POVs) and public transport commuters. Dissatisfaction with uncertainty in travel time and income level of respondents were the best predictors of POV commuting.</p>

<p>Describe Implementation of Research Outcomes (or why not implemented)</p>	<p>Silver, Steven. "User Evaluation of Service Offerings in Intermodal Work Commuting." Presentation at the Decision Science Institute National Meeting, San Francisco, CA, November 17, 2012.</p>
<p>Place Any Photos Here</p>	 <p>http://www.permaculture.co.uk/sites/default/files/images/532824_525377684171027_1352207143_n.standard%20460x345.jpg</p>
<p>Impacts/Benefits of Implementation (actual, not anticipated)</p>	
<p>Web Links</p> <ul style="list-style-type: none"> • Reports • Project Website 	<p>Final report (MNTRC Website): http://transweb.sjsu.edu/project/1127.html</p> <p>Final report (TRB Website): http://trid.trb.org/view/2013/M/1290315</p>