

**PROMOTING RURAL TRANSIT COORDINATION:  
DEVELOPING A DEMONSTRATION PROJECT IN MACOMB, ILLINOIS**

An Abstract of  
An Applied Project  
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## ABSTRACT

Providing reliable public transportation to rural populations continues to be a problem in rural areas. Transportation coordination is discussed as a strategy to increase the efficiency of rural transit provision and to address the fragmentation of transit systems, which occurs in many rural areas. This study first develops a step-by-step framework or methodology, which can guide planners and community developers who want to improve rural public transit systems. It then proposes to examine the existing transit conditions of Macomb, Illinois including the human and spatial characteristics of the area to identify possibilities for coordination efforts. The applied project delivers two final project deliverables. First, it provides policy recommendations for the public transit system in Macomb. Second, a generic template that planners in other rural communities can use to better coordinate services among their local transit providers is presented. The broader geographical significance of this research is that it focuses on a perennial problem faced by rural communities - providing marginalized populations the means to travel more easily within and between rural communities.