

## Allison C. Yoh

Associate Director, Institute of Transportation Studies  
Associate Director, Lewis Center for Regional Policy Studies  
UCLA School of Public Affairs  
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### EDUCATION

#### **Doctor of Philosophy, Urban Planning, University of California, Los Angeles (2008)**

Dissertation: *Institutional Barriers to Adopting Smart Card Technology for Fare Collection Among U.S. Transit Operators*

Committee: Brian D. Taylor (chair), Evelyn Blumenberg, Martin Wachs, E. Burton Swanson

#### **Master of Arts in Urban Planning, University of California, Los Angeles (2002)**

Concentration: Social Policy Analysis, Transportation Planning

#### **Bachelor of Arts in Anthropology, University of California, Berkeley (1994)**

Concentration: Cultural Anthropology and Historical Archaeology

### PROFESSIONAL EXPERIENCE

#### **Associate Director, Institute of Transportation Studies, University of California, Los Angeles (07/2008 – present)**

- Manage research projects in transportation planning and policy
- Identify, develop, and coordinate communication strategies for the Institute
- Assist with business development, identify research and funding opportunities, and manage grant-writing and proposal development
- Manage contract terms, budget, research staff, and research plans
- Oversee and assist with production of publications, reports, and press releases
- Current projects include working with Caltrans and transit operators to develop a statewide strategic transit plan for California, researching the feasibility of implementing a statewide smart card system, identifying factors to improve transit services and inter-modal transfers, and examining differences in how transit riders, transit agency officials, and elected officials perceive benefits and costs of flexible transit fares

#### **Associate Director for External Affairs, Lewis Center for Regional Policy Studies, University of California, Los Angeles, (09/2008 – present)**

- Identify and develop research initiatives in transportation, housing, and environmental policy
- Develop external relations and communication and outreach strategies
- Communicate research findings to a wide variety of audiences including academic researchers, members of the media, elected officials, policymakers, and members of the general public
- Support local, regional, and statewide policy needs through research programming and events

#### **Adjunct Researcher, The RAND Corporation, Santa Monica, CA (08/2008 – present)**

- Assist with identifying research opportunities and grant writing
- Conduct policy and planning analysis on transportation issues
- Current projects include short-term strategies for congestion management in Los Angeles, and performance measurement and accountability in government

**Mayor's Transportation Task Force on Congestion and Mobility, City of Los Angeles, California (03/2003 – 05/2004)**

- Identify and develop policy recommendations for traffic and pedestrian safety

**Director, Los Angeles County Metropolitan Transportation Authority, California (07/2001 – 08/2003)**

- Mayoral appointee to county-wide transportation governing board
- Vice-Chair, Planning and Programming Subcommittee (07/2001 – 09/2002)
- Construction Subcommittee (07/2001 – 09/2002)
- Finance and Budget Subcommittee (09/2002 – 08/2003)
- Operations Subcommittee (09/2002 – 08/2003)

**TEACHING AND RESEARCH**

**Lecturer, Department of Urban Planning, School of Public Affairs, University of California, Los Angeles (8/2010-10/2010)**

- Develop curriculum and course materials, deliver lectures, and facilitate and assess student learning for an undergraduate course, *Urban Planning 150/Geography 149: Transportation Geography*

**Lecturer, Department of Urban Planning, School of Public Affairs, University of California, Los Angeles (08/2008 – 10/2008)**

- Develop curriculum and course materials, deliver lectures, and facilitate and assess student learning for an undergraduate course, *Urban Planning 120: Introduction to Cities and Planning*, a required course for Urban Planning minors

**Transportation Research Consultant (04/2005 – 09/2005), Mineta Transportation Institute, San Jose State University, San Jose**

- Assist with literature review of transportation policies promoting transit ridership and institutional and organizational characteristics of innovative agencies
- Assist with identifying relevant research questions, and selecting agencies for study
- Assist with final report

**Teaching Assistant and Course Reader Positions, Departments of Urban Planning and Geography, University of California, Los Angeles**

- *Urban Planning 192: Urban Policy and Planning* – Develop curriculum and teaching materials, deliver lectures, and grade papers for undergraduate course (01/2004 – 03/2004)
- *Geography/Urban Planning 149: Transportation Geography* – Develop curriculum and teaching materials, deliver lectures, and grade papers for undergraduate course (09/2003 – 12/2003)
- *Urban Planning 207: Public Resource Allocation* – Develop curriculum and teaching materials, and grade papers for required graduate course on applied microeconomics and urban planning (09/2002 – 12/2002)

**Research Assistant, Institute of Transportation Studies, University of California, Los Angeles and Berkeley (05/2002 – 08/2004)**

- Research feasibility of short- and long-term implementation of bus rapid transit in Riverside County, California
- Assist with evaluation of costs, phasing, project design, and funding identification
- Design, coordinate, and conduct focus group research on demand for transit improvements

**Research Assistant, Mineta Transportation Institute, San Jose State University, and Institute of Transportation Studies, University of California, Los Angeles (06/2001 – 03/2002)**

- Assisted with data analysis on transit ridership changes in public transit agencies
- Conducted surveys and interviews with transit agency planners
- Conducted quantitative and qualitative research on transit ridership changes
- Published two papers presented to Transportation Research Board Annual Meeting

**Research Intern, Systems Analysis and Market Research Department, Los Angeles, County Metropolitan Transportation Authority, California (06/2000 – 06/2001)**

- Monitored consultants' sampling, surveying, data coding, and GIS geocoding
- Analyzed large-scale on-board bus and rail survey data
- Assisted with focus group research on community impacts of service changes
- Assisted with project management and database development
- Produced reports of findings for use in service planning and policy development

**Research Assistant, Lewis Center for Regional Policy Studies, University of California, Los Angeles (04/2000 – 02/2001)**

- Collected and documented law enforcement data on crime occurrences and types
- Conducted spatial and temporal analyses of crime in areas surrounding Metro Green Line stations

**Research Assistant, Department of Urban Planning, University of California, Los Angeles (11/1999 – 07/2000)**

- Conducted interviews with social services and transportation agencies in California for a welfare-to-work study
- Evaluated transportation programs and institutional responses to welfare reform
- Performed quantitative and qualitative analyses of inter-agency collaborations in CA

## PUBLICATIONS

### Refereed Journal Articles

- **Yoh, Allison C.**, Hiroyuki Iseki, Michael Smart, and Brian D. Taylor, 2011. "Hate to wait: The effects of wait time on public transit travelers' perceptions," *Transportation Research Record: Journal of the Transportation Research Board*, forthcoming.
- Iseki, Hiroyuki, **Allison C. Yoh**, and Brian D. Taylor. 2007. "Are Smart Cards the Smart Way to Go? Examining the Adoption of Smart Card Fare Systems Among U.S. Transit Agencies," *Transportation Research Record: Journal of the Transportation Research Board*, Vol. 1992, pp. 45-53.
- **Yoh, Allison C.**, Hiroyuki Iseki, Brian D. Taylor, and David A. King, 2006. "Inter-Operator Transit Smart Card Systems: Are We Moving Too Slow? Or Too Fast?" *Transportation Research Record: Journal of the Transportation Research Board*, Vol. 1986, pp. 69-77.
- Hess, Daniel B., Brian D. Taylor, and **Allison Yoh**, 2005. "Light-Rail-Lite or Cost Effective Improvements to Bus Service? Evaluating the Costs of Implementing Bus Rapid Transit," *Transportation Research Record: Journal of the Transportation Research Board*, Vol. 1927, pp. 22-30.
  - Winner of the 2006 Best Paper Competition sponsored by the University Transportation Research Center at City University of New York

## **Allison C. Yoh**

- **Yoh, Allison C.**, Peter J. Haas, and Brian D. Taylor, 2003. "Understanding Transit Ridership Growth: Case Studies of Successful Transit Systems in the 1990s," *Transportation Research Record: Journal of the Transportation Research Board*, Vol. 1835, pp. 111-120.
- Hess, Daniel B., **Allison Yoh**, Hiroyuki Iseki, and Brian D. Taylor, 2002. "Increasing Transit Ridership: A Survey of Successful Transit Systems in the 1990s," *Journal of Public Transportation*, Vol. 5, No. 3, pp. 33-66.

## **Refereed Monographs**

- Stecher, Brian M., Frank Camm, Cheryl L. Damberg, Laura S. Hamilton, Kathleen J. Mullen, Christopher Nelson, Paul Sorensen, Martin Wachs, **Allison Yoh**, Gail L. Zellman with Kristin J. Leuschner (in alphabetical order), 2010. *Toward a Culture of Consequences: Performance-Based Accountability Systems for Public Services*, The RAND Corporation, Monograph Number 1019, [http://rand.org/pubs/monographs/2010/RAND\\_MG1019.pdf](http://rand.org/pubs/monographs/2010/RAND_MG1019.pdf). 235 pages.
- Sorensen, Paul, Martin Wachs, Endy Min, Aaron Kofner, Liisa Ecola, Mark Hanson, **Allison Yoh**, Thomas Light, and James Griffin, 2008. *Moving Los Angeles: Short-Term Policy Options for Improving Transportation*, The RAND Corporation, Monograph Number MG-748, [http://www.rand.org/pubs/monographs/2008/RAND\\_MG748.pdf](http://www.rand.org/pubs/monographs/2008/RAND_MG748.pdf). 716 pages.
- Taylor, Brian D., Peter Haas, Brent Boyd, Daniel B. Hess, Hiroyuki Iseki, and **Allison Yoh**, 2002. *Increasing Transit Ridership: Lessons from the Most Successful Transit Systems in the 1990s*. U.S. Federal Highway Administration Report FHWA-CA-TO-2002-22. San Jose, CA: Mineta Transportation Institute. 145 pages.

## **Professional Reports**

- Iseki, Hiroyuki, Chandini Singh, Michael Smart, Brian D. Taylor, and **Allison Yoh** (in alphabetical order), 2010. "Evaluating Transit Stops and Stations: A Tool for Evaluating the Performance of Intermodal Connectivity," prepared for the California Department of Transportation. 65 pages.
- Iseki, Hiroyuki, Chandini Singh, Michael Smart, and **Allison Yoh** (in alphabetical order), 2009. "An Updated Literature Review on the Effects of Out-of-Vehicle Time on Travel Behavior and Implications for Transit Transfers," prepared for California Department of Transportation (Caltrans), Division of Research and Innovation. 33 pages.
- **Yoh, Allison**, Hiroyuki Iseki, and Brian D. Taylor, 2008. "Smart Cards, Slow Deployment: Findings from Interviews with U.S. Transit Agencies," prepared for California Partners for Advanced Transit and Highways (PATH) and the California Department of Transportation. 45 pages.
- Iseki, Hiroyuki, **Allison Yoh**, and Brian D. Taylor, June 2006. "Survey on Status of Knowledge and Interest in Smart Card Fare Collection Systems Among U.S. Transit Agencies," prepared for California Partners for Advanced Transit and Highways (PATH) and the California Department of Transportation, California PATH Report UCB-ITS-PRR-2006-12. 48 pages.
- **Yoh, Allison**, Hiroyuki Iseki, Brian D. Taylor, and David A. King, March 2006. "Institutional Issues and Arrangements in Interoperable Transit Smart Card Systems: A Review of the Literature on California, United States, and International Systems," prepared for California Partnership for Advanced Transit and Highways (PATH) and the California Department of Transportation, California PATH Report UCB-ITS-PWP-2006-02. 63 pages.

- **Yoh, Allison**, and Brian D. Taylor, June 2004. "Planning Analysis for Bus Rapid Transit Deployment: Focus Group Findings on Demand for Transit Improvements," prepared for Riverside Transit Agency, Riverside County, California. 28 pages.
- **Yoh, Allison**, Brian D. Taylor, and Jill Yingsiu Liu, September 2003. "Planning Analysis for Bus Rapid Transit Deployment: Estimates for Investment and Operating Cost Scenarios," prepared for Riverside Transit Agency, Riverside County, California. 21 pages.
- Liu, Jill Yingsiu, **Allison Yoh**, and Michael Mauch, April 2003. "Planning Analysis for Bus Rapid Transit Deployment: Phasing of Design, Technological, and Operational Features," prepared for Riverside Transit Agency, Riverside County, California, 37 pages.
- Taylor, Brian D., Peter Haas, Brent Boyd, Daniel B. Hess, Hiroyuki Iseki, and **Allison Yoh**. Increasing Transit Ridership: Lessons from the Most Successful Transit Systems in the 1990s," U.S. Federal Highway Administration Report FHWA-CA-TO-2002-22. San Jose, CA: Mineta Transportation Institute, San Jose State University. 180 pages. (3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> co-authors listed in alphabetical order)
- Carvajal, Paula and **Allison Yoh** (in alphabetical order), October 2000. "FY 2000 Survey of Los Angeles County Residents," prepared for the Los Angeles County Metropolitan Transportation Authority, Service Planning and Market Research Program. 24 pages. (Authors listed in alphabetical order)

### **Conference Papers and Presentations**

- **Yoh, Allison C.**, Hiroyuki Iseki, Michael Smart, and Brian D. Taylor, 2010. "Hate to wait: The effects of wait time on public transit travelers' perceptions," (forthcoming), to be presented at the Transportation Research Board (TRB) 2011 Annual Meeting, Washington, DC, January.
- **Yoh, Allison C.**, Hiroyuki Iseki, Michael Smart, and Brian D. Taylor, 2009. "How long is a long wait? Evaluating the effects of waiting on public transit travelers' perceptions," presented at the 50<sup>th</sup> Annual Conference of the Association of Collegiate Schools of Planning, Crystal City, VA, October (presenting author)
- Iseki, Hiroyuki, **Allison C. Yoh**, Michael Smart, and Brian D. Taylor, 2009. "The Effects of Transit User and Trip Characteristics on Evaluation of Service Attributes at Transit Facilities," presented at the 50<sup>th</sup> Annual Conference of the Association of Collegiate Schools of Planning, Crystal City, VA, October (paper co-author)
- Gahbauer, John, **Allison C. Yoh**, and Briand D. Taylor, 2009. "Reforming Transit Fare Policies: Reconciling Academic, Organizational, and Political Perspectives," presented at the 50<sup>th</sup> Annual Conference of the Association of Collegiate Schools of Planning, Crystal City, VA, October (paper co-author)
- Iseki, Hiroyuki, **Allison C. Yoh**, and Brian D. Taylor, 2007. "Are Smart Cards the Smart Way to Go? Examining the Adoption of Smart Card Fare Systems Among U.S. Transit Agencies," presented at the Transportation Research Board (TRB) 86th annual meeting, Washington, D.C., January
- Iseki, Hiroyuki, **Allison C. Yoh**, and Brian D. Taylor, 2006. "Survey Data Analysis on the Status of Planning and Implementation of an Interoperable Smart Card Systems," presented at the 47th

## **Allison C. Yoh**

Annual Conference of the Association of Collegiate Schools of Planning, Fort Worth, TX, November 8-12

- **Yoh, Allison C.**, Hiroyuki Iseki, Brian D. Taylor, and David A. King, 2006. "Institutional Issues and Arrangements in Interoperable Smart Card Systems: Findings from Interviews with Transit Agencies Officials," presented at the 47th Annual Conference of the Association of Collegiate Schools of Planning, Fort Worth, TX., November 8-12
- **Yoh, Allison C.**, Hiroyuki Iseki, Brian D. Taylor, and Dave King, 2006. "Inter-Operator Transit Smart Card Systems: Are We Moving Too Slow? Or Too Fast?" presented at the Transportation Research Board (TRB) 85th annual meeting, Washington, D.C., January.
- **Yoh, Allison C.**, Hiroyuki Iseki, Brian D. Taylor, and Dave King, 2005. "Inter-Operator Transit Smart Card Systems: Are We Moving Too Slow? Or Too Fast?" presented at the 46th Annual Conference of the Association of Collegiate Schools of Planning, Kansas City, MO., October 27-30.
- Hess, Daniel B., **Allison Yoh**, Hiroyuki Iseki, and Brian D. Taylor, 2003. "Increasing Transit Ridership: A Survey of Successful Transit Systems in the 1990s," presented at the Transportation Research Board (TRB) 82nd annual meeting, Washington, D.C., January.
- **Yoh, Allison**, Peter J. Haas, and Brian D. Taylor, 2003. "Understanding Transit Ridership Growth: Case Studies of Successful Transit Systems in the 1990s," presented at the 2003 Annual Transportation Research Board (TRB) Meeting, Washington, DC, Jan. 12-16.
- Hess, Daniel B., **Allison Yoh**, Hiroyuki Iseki, and Brian D. Taylor, 2001. "Increasing Transit Ridership: A Survey of Successful Transit Systems in the 1990s," presented at the 43rd Annual Association of Collegiate School of Planning Conference, Cleveland, OH, November.
- **Yoh, Allison**, 2000. "An Analysis of Technology Center Locations for Underserved Asian and Pacific Islander Communities in Los Angeles," presented at the Inaugural Convention of the National Coalition for Asian Pacific American Community Development (CAPACD), Washington, DC, May 2000.

### **Conference Proceedings**

- Iseki, Hiroyuki and **Allison C. Yoh**, 2001. "2001 Symposium Proceedings: Redefining, Reevaluating, and Reinventing Transit" from Annual Symposium Series on the Transportation/Land Use/Air Quality Connection, edited by Joanne Freilich, UCLA Extension, Public Policy Program, Los Angeles, CA. 102 pages.

### **Book Review**

- **Yoh, Allison**, 2004. "Review of *Mega-Projects: The Changing Politics of Urban Public Investment* by Alan Altshuler and David Luberoff," *Critical Planning*, Vol. 11 (summer), pp. 146-150.

## **PUBLIC SERVICE**

### **Invited Speaker, California Senate Transportation and Housing Committee (02/24/2008)**

- Provided invited testimony at a Senate Committee hearing on reducing greenhouse gas emissions through parking and congestion management strategies

*Allison C. Yoh*

**Board Member, Ginga Arts, Inc., Los Angeles (05/2006 – present)**

- Fundraise and direct non-profit organization that provides free physical education programs for underserved youth in Los Angeles

**Board Member and State Policy Chair, National Asian Pacific American Women's Forum (NAPAWF), Los Angeles Chapter (02/2005-02/2006)**

- Legislative advocacy on state policy affecting APA women and children

**Event Chair, National Asian Pacific American Women's Forum (NAPAWF), Public Educational Workshop, Los Angeles, California (4/2005)**

- Topic: "Domestic Violence in the Asian Pacific American Community: What's Being Done and How You Can Get Involved."

**Volunteer Trainer and Researcher, DISKovery Community Technology Center, Los Angeles, California (04/2000 – 06/2004)**

- Facilitate computer classes ranging from basic computing to web page design for senior citizens and low-income participants
- Develop course materials and curriculum
- Conduct spatial analyses on API needs and travel behavior for community service planning

**Invited Panelist, Women in Transportation and UCLA Transportation Alumni Reception, University of California (06/2004)**

- Topic: "How should transportation planning education and practice evolve to meet challenges ahead?"

**Invited Panelist, Get Appointed Workshop, Los Angeles Women's Appointment Collaboration, Los Angeles, California (06/2002)**

- Topic: "Opportunities for women in public service, on commissions, and in communities"