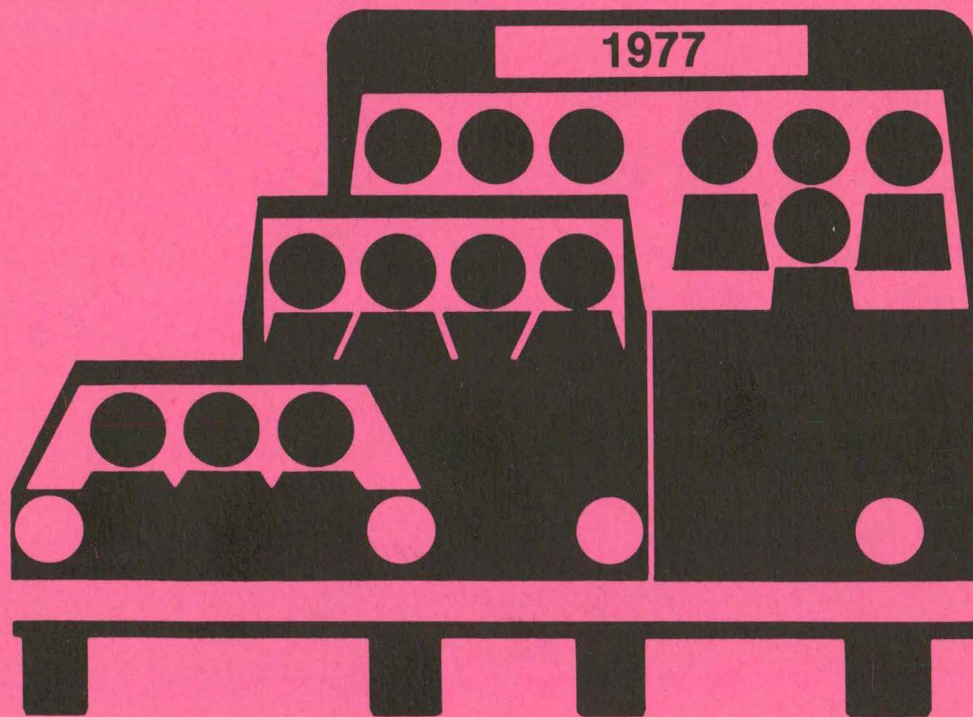


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Regional Transit Development Program

REGION VI

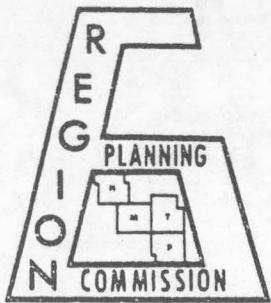


ACKNOWLEDGMENT

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DISCLAIMER

The opinions, findings, and conclusions expressed in this report are those of the authors, who are responsible for the facts and accuracy of the material presented herein. The contents do not necessarily reflect the official views, policies or conclusions of the Iowa Department of Transportation or the Urban Mass Transportation Administration.



REGION SIX PLANNING COMMISSION

Suite 10, Woodbury Building, 8 North First Avenue ;
Marshalltown, Iowa 50158; Phone: 515-752-0717

EXECUTIVE COMMITTEE MEETING June 15, 1977

The Executive Committee of the Region Six Planning Commission held a regular monthly meeting June 15, 1977, in the agency office in Marshalltown, Iowa.

The meeting was brought to order by Chairman A. E. Minner at 7:30 P.M.

Roll was noted: Bollhoefer, Clausen, Gardner, Minner,
 Yunker

Absent: Knight

Also Present: Suchan, Christiansen

Minutes of the May meeting were previously sent by mail to the Committee members for their inspection. Motion by Bollhoefer to approve the May minutes as written. Second by Clausen. Motion carried.

Treasurers Report for June was presented by Elmer Younker. Motion by Gardner to approve all items listed and to issue corresponding checks. Second by Bollhoefer. Motion carried.

A draft of the Regional Transit Development Plan was presented by Doug Dirks, staff planner. The Executive Committee had received a copy of the plan about a week earlier and had an opportunity to review it prior to the meeting. Several questions regarding the proposed RTDP were answered by Dirks. The basic intent and philosophy of the plan is to increase ridership and available units for transportation of the handicapped and retarded in the four-county area. Special emphasis will be placed on Poweshiek and Tama County systems for fiscal year 1978. Clausen and Christiansen requested that the budget section be revised to more clearly identify proposed income and expenditure for the years covered by the RTDP.

Motion by Younker to adopt the draft TDP with the provision that several sections be further amplified or explained and the budget revision be made. Second by Clausen. Motion carried.

BOARD OF SUPERVISORS, HARDIN COUNTY

J. C. WHITEHEAD
NEW PROVIDENCE
TELEPHONE 497-5328

ROBERT D. FULLER
STEAMBOAT ROCK
TELEPHONE 858-3250

Eldora, Iowa 50627
Office Telephone: 515-858-3461
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June 28, 1977

LEO L. KNIGHT
15 FISCHER
IOWA FALLS
TELEPHONE 648-4159

ENGINEERING DEPT.
ELDORA
TELEPHONE 858-2522

Douglas Dirks, Regional Planner
Suite 10 Woodbury Bldg.
8 North 1st Ave.
Marshalltown, Iowa

JUN 29 1977

Dear Sir:

At the regular meeting of the Hardin County Board of Supervisors held June 21st, 1977 it was moved by Robert Fuller to concur with the Region VI Planning Commission to adopt the plan submitted for expanded service available through application for supplementary funds. The motion seconded by Leo Knight and resolved as follows:

RESOLUTION

Be it hereby resolved, that the Hardin County Board of Supervisors, having reviewed the plan for extended Regional Transit Development agrees with the proposal and will cooperate to the best of their ability with the plan for transportation of the elderly and handicapped

Dated at Eldora, Iowa, this 21st day of June, 1977.

The vote as follows:

Ayes

Robert Fuller
Leo L. Knight

Leo L. Knight

J. C. Whitehead
J. C. Whitehead, Chairman

Nays: None

RESOLUTION # 34

BE IT HEREBY RESOLVED, that the Poweshiek County Board of Supervisors, having reviewed the Regional Transit Development Plan, as developed and presented by the Region Six Planning Commission, agrees to adopt said plan.

Dated at Montezuma, Iowa this 3rd day of November, 1977.

POWESHIEK COUNTY BOARD OF SUPERVISORS

Eldon C. Petersen
Eldon C. Petersen, Chairman

Kenneth J. Richman
Kenneth J. Richman, Member

Melvin C. Miller
Melvin C. Miller, Member

ATTEST: Norma Santee
Norma Santee
Poweshiek County Auditor

Address: Poweshiek County Courthouse
Montezuma, Iowa
Phone: 515-623-5443

ALVIN OHRT
AUDITOR OF TAMA COUNTY
COMMISSIONER OF ELECTIONS
TOLEDO, IOWA 52342
October 31, 1977

NOV 07 1977

Mr. Gerald Suchan, Director
Region Six Planning Commission
Suite 10, Woodbury Building
8 North First Ave.
Marshalltown, Iowa 50158

Dear Mr. Suchan:

The following motion was passed by the Tama County Board of Supervisors at their meeting on October 13, 1977:

Motion by Black, seconded by Dunham to adopt the following resolution:

RESOLUTION

Be it hereby resolved that the Tama County Board of Supervisors having reviewed the plan for extended regional transit development, agrees with the proposal and will cooperate to the best of their ability with the plan for transportation of the elderly and handicapped. Motion Carried.

I, Alvin Ohrt, Auditor of Tama County, Iowa, being first duly sworn, do say that the above motion is a true and exact copy as exhibited in the official minutes of the Board of Supervisors in and for Tama County, the same having been approved by said Board by record, motion, second and vote.

Dated: October 31, 1977



Alvin Ohrt, Tama County Auditor

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ADVISORY COUNCIL MEMBERS

HARDIN COUNTY

Eldora Chamber of Commerce

Sally Faust, Hubbard
Council on Aging

Vi Janssen, Ackley
Council on Aging

Marie Rieks, Iowa Falls
Council on Aging

Jean Groen, Eldora
Council on Aging

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Council on Aging

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Whitten

Everett Lee, Mayor
Owasa

Scenic City Taxi
Iowa Falls

Iowa Falls Chamber of Commerce

Jefferson Transportation Co.
Iowa Falls

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Council on Aging

STAMP, Iowa Falls
Low-Income & Handicapped

Hardin County Care Facility

Hubbard Senior Citizen Transpor-
tation
Council on Aging

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MICA, Eldora
Low-Income

Hardin County Bd. of Supervisors
Handicapped

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Steamboat Rock School

Robert Heston, Supt.
Iowa Falls School

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Radcliffe School

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Hubbard School

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B. J. Pelleymounter, Supt.
Ackley School

William Kearney, Supt.
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Dennis Rucker, Supt.
Union School

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Greyhound Lines, Marshalltown	Dixie Clark, Marshalltown Dept. of Social Services
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Marshall County Care Facility	James Hemphill, Supt. West Marshall School
Mid-Iowa Workshops Marshalltown, Handicapped	Richard Hassenius, Supt. Green Mountain School
Mary Ann Darter, MICA Marshalltown, Low-Income	Robert Matney, Supt. SEMCO School
Marshall County Bd. of Supervisors Handicapped	Leroy Kivett, Supt. LDF School
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John C. Mackin, Mayor Clemons	
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Council on Aging

Amy Binegar, Grinnell
Council on Aging

Bessie Rivers, Grinnell
Council on Aging

Janice Goehring, Grinnell
Council on Aging

Courtesy Cab Co.
Grinnell

Greyhound Bus Lines, Grinnell

Grinnell Congregate Meals
Elderly

Poweshiek County Care Facility

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Handicapped

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Barnes City

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Brooklyn

Kenneth Cheney, Mayor
Deep River

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Marion Baustian, Mayor
Guernsey

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Grinnell-Newberg School

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B-G-M School

Lewis Lundy, Supt.
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Council on Aging

Ray Crawford, Mayor
Tama

Henrietta Albertson, Dysart
Council on Aging

Harry Gardner, Jr., Mayor
Toledo

J. H. Wentzien, Gladbrook
Council on Aging

Don G. Lau, Mayor
Traer

Roy Wiese, Montour
Council on Aging

James Breja, Mayor
Vining

Lola Tomlinson, Tama
Council on Aging

Jerry Mullins, Supt.
Garwin School

GI Cab Co., Tama

Dr. Larry Keele, Supt.
South Tama School

Greyhound Line, Tama

Darwin Winke, Supt
Gladbrook School

Alcohol & Drug Abuse Council
Tama

Tama County Care Facility

Carolin Nott, Tama
MICA, Low-Income

Volunteer Transportation System
Toledo, Elderly

Tama County Bd. of Supervisors
Handicapped

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Chelsea

Roger Fischer, Mayor
Clutier

Byrl Gillespie, Mayor
Elberon

Floyd E. Cutler, Mayor
Garwin

Roland Fink, Mayor
Lincoln

INTRODUCTION

The purpose of this study is to review the existing transit services being offered to the public within Region Six and to introduce a comprehensive program or guide for the future development of those services. This is to be accomplished by determining the transit needs and desires of the region. From these established needs, desires, goals and objectives, alternative transit service concepts will be proposed in order to help meet the unmet needs and standards of the present system and/or service.

The Region Six planning area includes Hardin, Marshall, Poweshiek, and Tama Counties. The area is approximately 2457 square miles in size with a current population of about 104,000 people. The main function of the areawide planning agency is to provide planning, technical and advisory assistance to its members. This assistance includes such things as: providing a forum by which separate communities can discuss common problems and seek solutions which are mutually beneficial, to identify and document needs, and to foster, develop and review plans for the coordinated development of the area. The planning agency also tries to educate the public on regional problems and the need for cooperation in dealing with those issues. Other functions include planning regional facilities and/or programs and establishing regional policies.

GOALS AND OBJECTIVES

The establishment of regional goals and objectives is based on the values held by the residents of the region, as well as their needs and desires. The general purpose of any transit service is to satisfy certain needs and/or solve problems as economically as possible. The establishment of goals and objectives is an important step in deciding the direction to be taken in providing ideas for public transportation improvements and development within the region.

The following goals and objectives were developed by the Citizens Advisory Group and the Planning Commission staff for the Regional Transit Development Program.

1. GOAL:

To provide a harmonious and comprehensive system of public transportation throughout the region.

PROBLEM:

At the present time the existing public transportation system is operating inefficiently. There is not enough service being provided to cover the needs of the general public. This inefficiency is due to lack of equipment, insufficient operating funds, and the lack of coordination between the user groups and the existing services.

OBJECTIVES:

- A. Increase and improve the transit service to the region's population.
- B. Develop more and better coordination and cooperation between existing services.
- C. Provide a centralized service agency within each county or the region that would concentrate its efforts toward transportation alone.

2. GOAL:

To provide a safe and dependable transportation system that would serve those persons deprived of essential transportation services.

PROBLEM:

There is very little service being provided to the disadvantaged population (elderly, low-income, handicapped) in the region. Most of the existing service for this group is by volunteers. Also, there are many persons unable to ride in a conventional vehicle due to a handicap of sorts.

In addition to this, there are very few vehicles equipped to handle such passengers. In the places where the volunteer service is unavailable and the disadvantaged group must use private transportation service, such as a taxi, the fares are usually too high for them to afford the service on a regular basis.

OBJECTIVES:

- A. Assure mobility for the disadvantaged population equivalent to that of the general public.

3. GOAL:

To increase and improve the distribution of information to the region's population about public transportation.

PROBLEM:

There are a great number of persons who are unaware of available transportation services provided for their use. The majority of these people are living in rural areas. Also, there needs to be more interest generated within the general public to start using public transportation rather than their private individual vehicles.

OBJECTIVES:

- A. Develop more and better communication lines between the user and the provider about existing services being furnished to help educate the user group about those services being provided and their operating procedures.
- B. Develop more and better marketing (advertisement) programs and techniques.

4. GOAL:

Develop a more extensive, more reliable volunteer service

for the elderly.

PROBLEM:

A great majority of the existing service is provided by volunteers, especially in the rural area. A problem with the volunteer system is that there is not always someone available to provide needed transportation. Plus, there is a lack of funds for the reimbursement of their service, as well as a lack of liability coverage for the drivers in case of an accident.

OBJECTIVES:

- A. Increase the number of volunteer drivers.
- B. Investigate the development of legislation for more and better liability insurance coverage for the volunteers.

SECTION I
EXISTING CONDITIONS

This section of the plan is comprised of background information. The material that is found in this section will show the existing condition of the area as it pertains to: population, income, community and regional services, etc. The information will be used for the basis of determining regional and local transit needs and desires.

Area Description

Table I presents the urban-rural population between 1960 and 1970 for the region. The county breakdown shows that in three out of the four counties there was a decrease in population from 1960 to 1970. There was, however, an increase in the total population of the region of one percent. This table does show that there was migration from the rural areas to the urban areas of the region in all four counties. ("Urban" is defined as urbanized areas and/or places with a population of 2,500 or more.)

In Table 2 the current populations for the four counties are shown along with the percent change between 1970 and 1975. Unlike the change from 1960 and 1970, in the individual counties, the change in population from 1970 to 1975 was increased in all four. The greatest increase was shown in Poweshiek County with a 6.6% in-

TABLE 1
 URBAN-RURAL POPULATION FOR COUNTIES
 1960, 1970

	<u>1960</u>	<u>1970</u>	<u>% Change 1960-1970</u>	
HARDIN				
Urban	8,790	9,677	+	10.1%
% Urban	39.0%	43.5%		
Rural	13,743	12,571	-	8.5%
Total	22,533	22,248	-	1.3%
MARSHALL				
Urban	22,521	26,219	+	16.4%
% Urban	59.3%	63.8%		
Rural	15,463	14,857	-	3.9%
Total	37,984	41,076	+	8.1%
POWESHIEK				
Urban	7,367	8,402	+	14.0%
% Urban	38.2%	44.7%		
Rural	11,933	10,401	-	12.8%
Total	19,300	18,803	-	2.6%
TAMA				
Urban	2,925	3,000	+	2.6%
% Urban	13.7%	14.9%		
Rural	18,488	17,147	-	7.3%
Total	21,413	20,147	-	5.9%
REGION				
Urban	41,603	47,298	+	13.7%
% Urban	41.0%	46.2%		
Rural	59,627	54,976	-	7.8%
Total	101,230	102,274	+	1.0%

Source: 1970 Census

crease between '70 and '75 as opposed to a 2.6% decrease between '60 and '70. The regional population total also increased by 2.2%

When looking at the population densities for the area one can see the large concentration of people in Marshall County as compared to the other three counties. This is primarily due to the large population of Marshalltown, which is 26,219. The density for Marshall County, on the average, is twice that of any of the other counties.

TABLE 2
REGION POPULATION

	<u>1960</u>	<u>1970</u>	<u>% Change 1960-1970</u>	<u>1975</u>	<u>% Change 1970-1975</u>
HARDIN	22,533	22,248	- 1.3%	22,300	+ 0.1%
MARSHALL	37,984	41,076	+ 8.1%	42,000	+ 2.2%
POWESHIEK	19,300	18,803	- 2.6%	20,000	+ 6.6%
TAMA	21,413	20,147	- 5.9%	20,200	+ 0.3%
Regional Total:	101,230	102,274	+ 1.0%	104,500	+ 2.2%

Source: 1970 Census and OPP Projections

TABLE 3
POPULATION DENSITIES

	<u>1970</u>	<u>Sq. Miles</u>	<u>Density Person/Mile</u>
HARDIN	22,248	574	38.8
MARSHALL	41,076	574	71.6
POWESHIEK	18,803	589	31.9
TAMA	20,147	720	28.0
Regional Total	102,274	2457	41.6

Source: 1976 Statistical Profile of Iowa

The area's age structure is listed in Table 4. When comparing the four counties a large portion of the population falls into two age groups, under 20 and over 65. These two groups are primarily made up of the non-working population and they also include a large number of people lacking an access to an automobile. This combined group, in 1970, made up 51.3% of the region's population. The under-20 age group equalled 37.4% of the region's total population and the over-65 age group equalled 13.9%. This left 48.7% of the population that was comprised of the so-called working-age group, 20 to 64 years old.

Marshall County shows much higher numbers in all of the special age groups. This again is due to the fact that Marshalltown contains a much larger population than any other community or area in the region. When you compare the four counties by percentages, the indications show that they are all pretty much equal in their age structure and distribution.

Figures 1 and 2 show the breakdowns of the under-18 group and the 65-and-older group by townships throughout the region, and Figure 3 also shows the 65-and-older group in incorporated areas. These figures are used to give a further and better indication of the distribution of these two so called "non-working" groups.

TABLE 4

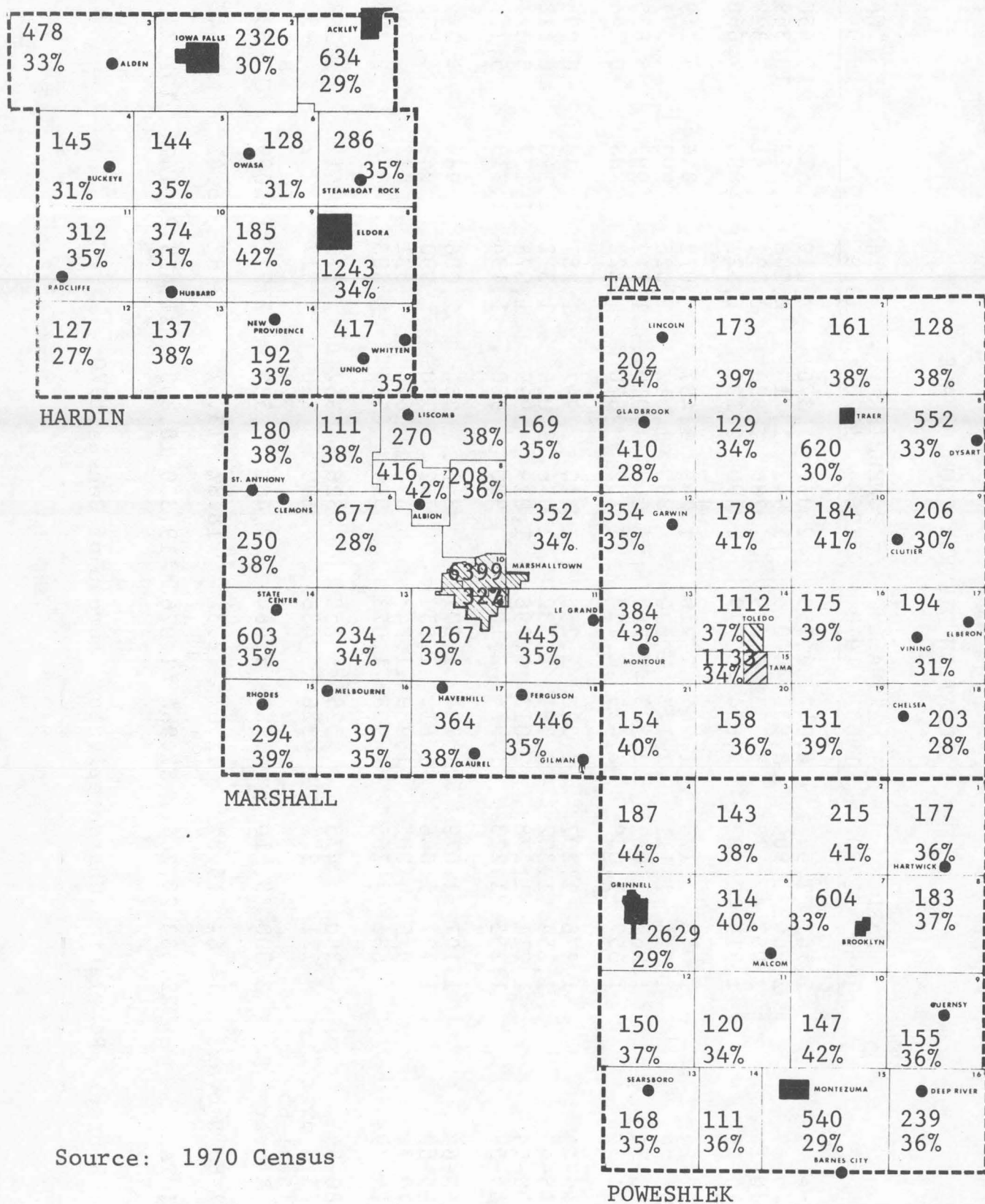
POPULATION DISTRIBUTION BY AGE

	HARDIN		MARSHALL		POWESHIEK		TAMA		REGIONAL	TOTAL
	1960	1970	1960	1970	1960	1970	1960	1970	1960	1970
Under 5	2,147	1,547	4,047	3,558	2,037	1,376	2,219	1,528	10,450	8,009
5-9	2,266	1,906	3,953	4,076	1,942	1,714	2,208	1,923	10,369	9,619
10-14	2,088	2,188	3,363	4,009	1,786	1,889	2,091	2,141	9,328	10,227
15-19	1,715	2,603	2,634	3,779	1,790	2,125	1,521	1,883	7,660	10,390
20-24	1,034	1,174	1,964	2,710	1,249	1,437	972	944	5,219	6,265
25-29	1,054	1,111	2,127	2,630	890	1,012	1,026	992	5,097	5,745
30-34	1,267	1,081	2,333	2,263	1,043	1,010	1,212	992	5,855	5,346
35-39	1,357	1,039	2,433	2,124	1,132	870	1,222	988	6,144	5,021
40-44	1,378	1,207	2,326	2,255	1,110	992	1,281	1,138	6,095	5,592
45-49	1,354	1,302	2,291	2,332	1,076	1,006	1,392	1,140	6,113	5,780
50-54	1,211	1,278	2,013	2,296	1,019	999	1,078	1,177	5,321	5,750
55-59	1,255	1,223	1,924	2,109	900	980	1,134	1,213	5,213	5,525
60-64	1,107	1,079	1,794	1,871	845	854	1,086	989	4,832	4,793
65-69	1,137	1,046	1,633	1,552	792	720	990	949	4,552	4,267
70-74	915	905	1,360	1,343	654	644	831	822	3,760	3,714
75-79	637	765	938	1,073	519	527	606	634	2,700	2,999
80-84	390	473	525	658	326	362	327	412	1,568	1,905
85 & over	221	321	326	438	190	286	217	282	954	1,327
Total 65 & over	3,300	3,510	4,782	5,064	2,481	2,539	2,971	3,099	13,534	14,212
% 65 & over	14.6%	15.8%	12.6%	12.3%	18.8%	13.5%	13.8%	15.4%	13.4%	13.9%
TOTAL	22,533	22,248	37,984	41,076	19,300	18,803	21,413	20,147	101,230	102,274

Source: Population Characteristics, Bureau of Census, 1970

Figure 1

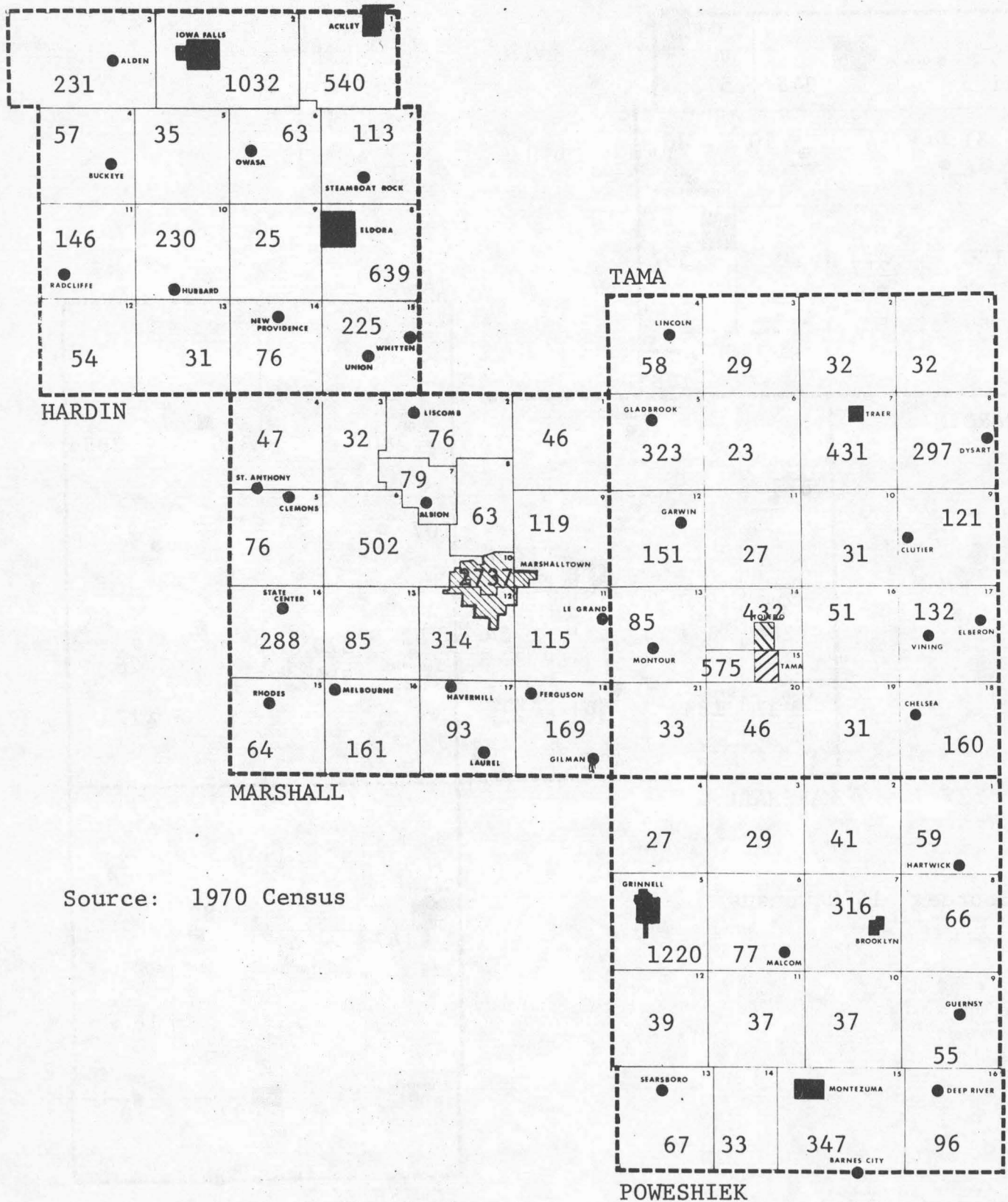
PERSONS UNDER 18 BY TOWNSHIP



Source: 1970 Census

Figure 2

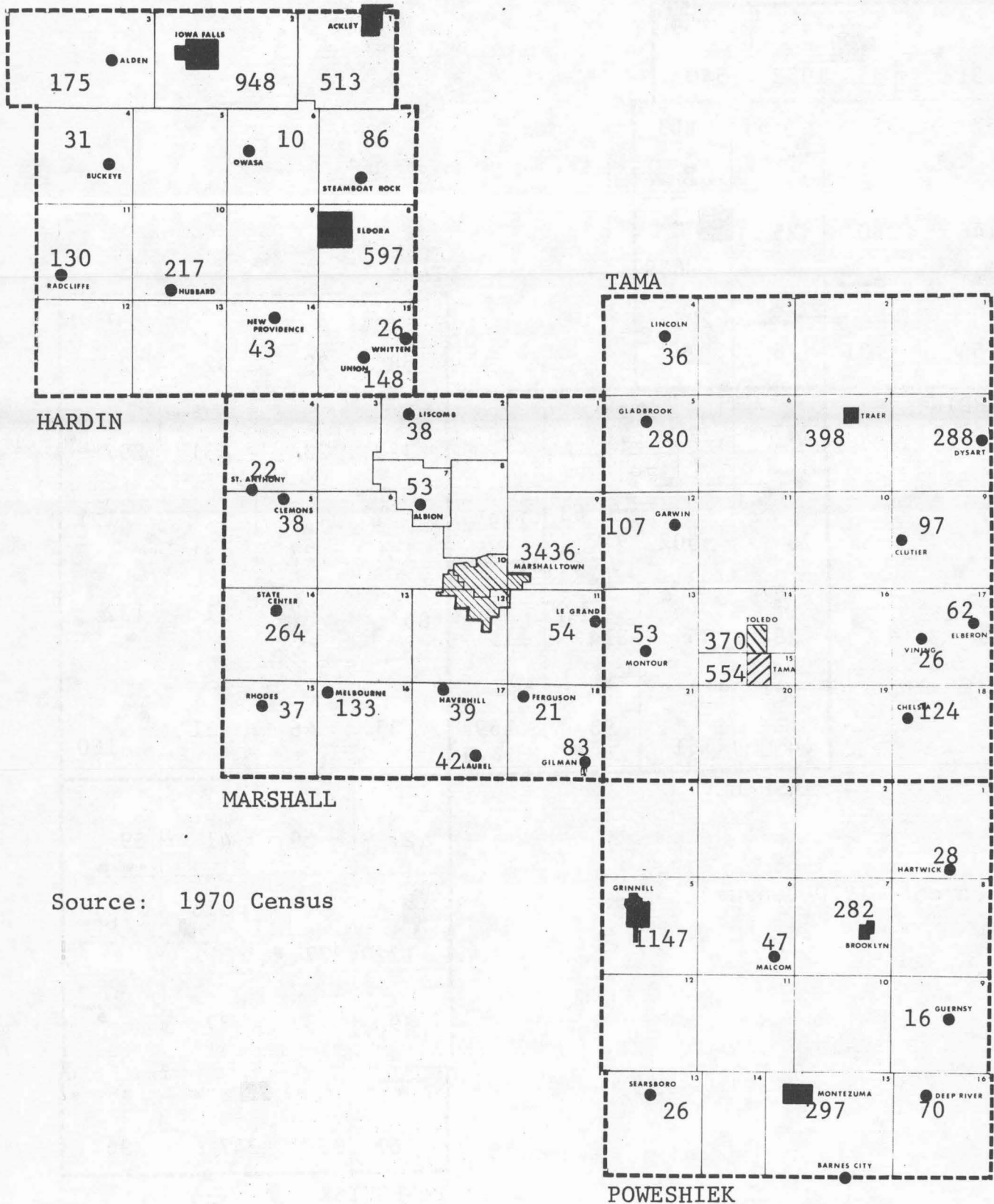
PERSONS 65 AND OLDER BY TOWNSHIP



Source: 1970 Census

Figure 3

PERSONS 65 AND OLDER IN INCORPORATED AREAS



Source: 1970 Census

Table 5 contains a breakdown of different family income levels for the four counties. It also shows the median family income and the percentage of families with incomes less than poverty. The largest income group in all four counties is the \$5000-\$9999 group. This is further exemplified by the median family incomes for the counties. When compared to the state's median family income (\$9018) only one of the four counties has a higher median family income. That is Marshall County with an income level of \$9669.

The percentage of families with incomes less than poverty is at or below the state average of 8.9% in three of the four counties. The only county to have a higher percentage of families below poverty is Tama County with 10.5%.

Tables 6 and 7 deal with a factor that relates to the need for public transportation. This factor is auto availability or auto ownership in individual households. Table 6, which is entitled "Auto Availability", shows the number and percent of households with none, one or two autos, for each county. All four counties are fairly equal as far as percentages are concerned.

Table 7 deals with households without an auto for both urban and rural areas. In each of the four counties the urban areas had a higher percentage of households without an auto than the rural area. Poweshiek County has the lowest percentages of all the counties in all three groups: county wide, urban places and rural areas.

TABLE 5
FAMILY INCOME

	HARDIN		MARSHALL		POWESHIEK		TAMA		Regional Average
	Number	%	Number	%	Number	%	Number	%	
All Families	5,820		10,676		4,757		5,352		
Under \$5,000	1,281	22 %	1,918	18 %	990	21 %	1,312	24.5%	
\$ 5,000-\$ 9,999	2,232	38 %	3,711	35 %	1,897	40 %	2,194	41 %	
\$10,000-\$14,999	1,414	24 %	3,304	31 %	1,070	22.5%	1,211	23 %	
\$15,000-\$24,999	673	11.5%	1,397	13 %	619	13 %	516	10 %	
Over \$25,000	220	4 %	346	3 %	181	4 %	119	2 %	
<hr/>									
% of Families with income less than poverty	8.7%		6.4%		8.9%		10.5%		8.6%
Median Income	\$8,718		\$9,669		\$8,487		\$8,047		\$8,730

Source: General Social & Economic Characteristics, Bureau of Census 1970

TABLE 6
AUTO AVAILABILITY

	Auto/Household					
	1		2		None	
	Number	%	Number	%	Number	%
HARDIN	4185	56	1972	26	887	12
MARSHALL	7224	54	3826	29	1509	11
POWESHIEK	3543	61	1499	25	555	9
TAMA	3894	59	1620	25	793	12
REGION	18,846	57.5	8917	26.3	3744	11

Source: Detailed Housing Characteristics, Bureau of Census, 1970

TABLE 7
ESTIMATED DISTRIBUTION OF
HOUSEHOLDS WITHOUT AN AUTO

	Total Households	Households w/o Auto	% of Households
HARDIN	7,458	887	11.9
Eldora	1,096	162	14.8
Iowa Falls	2,134	346	16.2
Rural	4,228	379	9.
MARSHALL	13,286	1,509	11.4
Marshalltown	8,812	1,223	13.9
Rural	4,474	286	6.4
POWESHIEK	5,969	555	9.3
Grinnell	2,711	367	13.5
Rural	3,258	188	5.8
TAMA	6,553	793	12.
Tama	1,024	189	18.5
Rural	5,529	604	10.9
REGIONAL TOTALS ---			
County	33,266	3,744	11.3
Urban	15,777	2,287	14.5
Rural	17,489	1,457	8.3

Source: Detailed Housing Characteristics, Bureau of Census, 1970

Activity Centers

This next part of the plan will be looking at the activity centers throughout the region. The activity centers and land use patterns of an area help in identifying trip generators and travel patterns.

Figure 3A shows the existing land use map for the City of Marshalltown. The heaviest trip generators for Marshalltown are its commercial areas (industrial and retail). These areas contain not only the places of work for the people, but also the service centers which people must get to, such as banks, grocery stores, pharmacies, and all types of medical facilities. The location of these various services has a definite effect upon travel needs and desires and also the resultant trip demands. (Map on page 63.)

Figures 4 and 5 look specifically at general services and medical services being provided in the communities throughout the region.

Figure 4 deals with the location of banks, grocery stores, pharmacies and libraries in the region by communities. It shows the communities which have at least one, two, three, or all four services. The banks and grocery stores are well dispersed throughout the region and can be found in communities of all sizes. On the other hand the pharmacies, of which there are only a small number, are located in the larger communities. This poses a problem for those people in communities without a pharmacy who

need prescription drugs; and especially for those people without an auto or who are unable to drive, such as the young and the old. Libraries, like the pharmacies, are located in larger population areas.

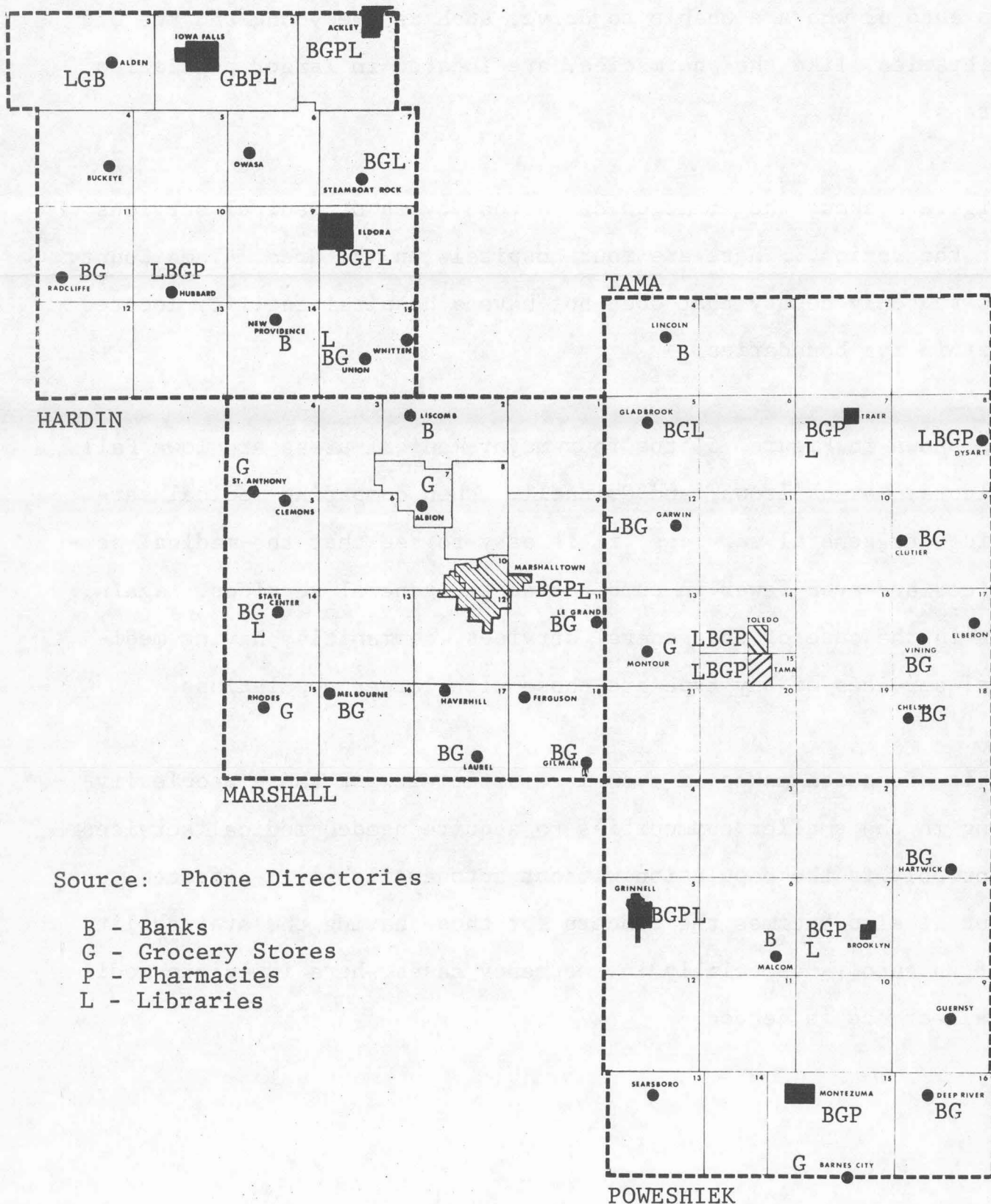
Figure 5 shows the location of various types of medical services in the region. There are four hospitals in the area. Tama County is the only county that does not have a hospital facility located within its boundaries.

As shown in Figure 5, the four major medical areas are Iowa Falls, Eldora, Marshalltown, and Grinnell. When comparing medical services to general services, it is easy to see that the medical services are even fewer in number than the general services. Again, as in the case of the general services, communities having medical services of any type are those with larger populations.

This situation makes it even more difficult for those people living in the smaller communities to acquire needed medical services. Not only is the population without auto availability affected, but it also becomes the concern for those having the availability of an auto -- especially in emergency cases where immediate medical service is needed.

Figure 4

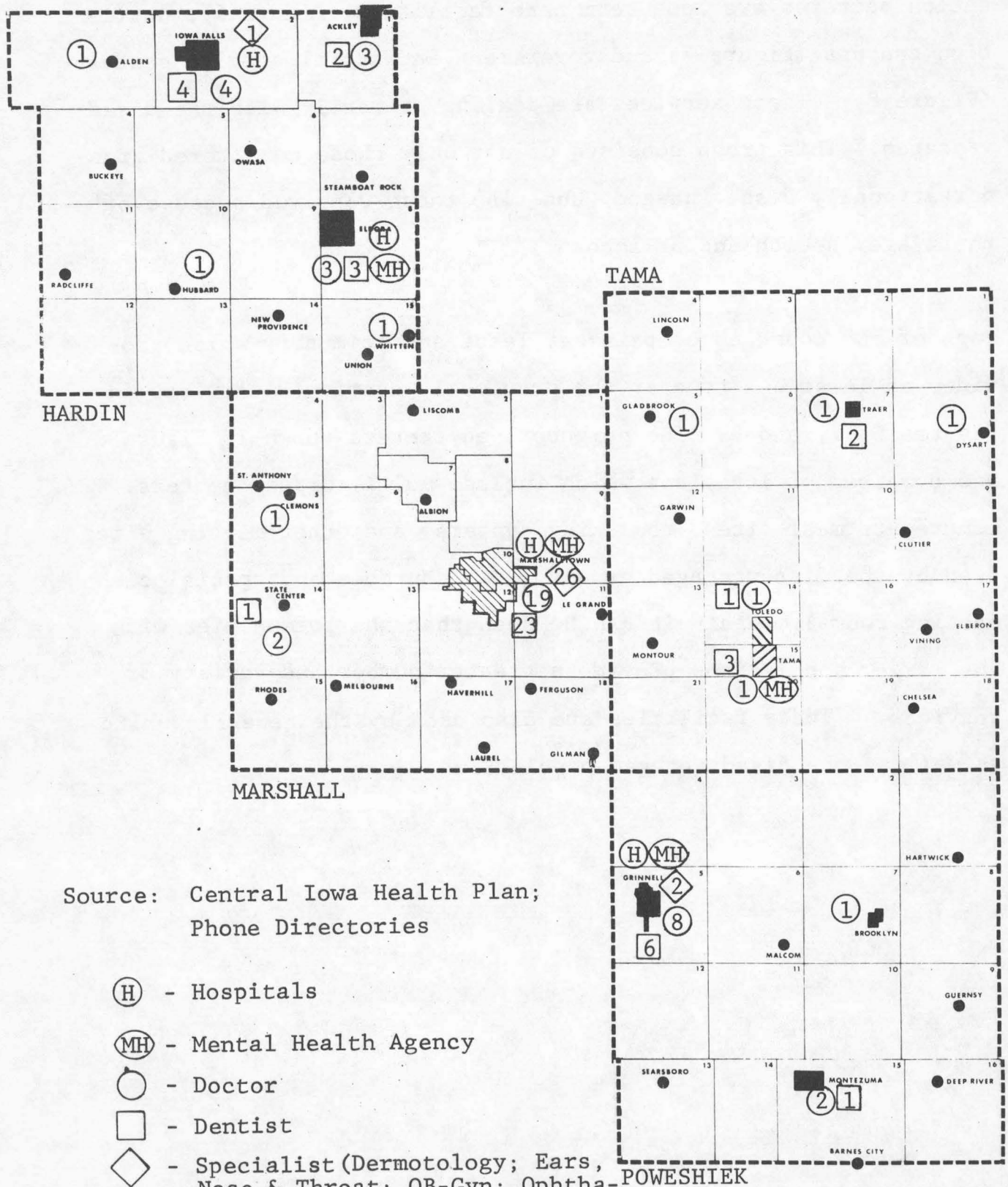
REGIONAL SERVICE CENTERS



Source: Phone Directories

- B - Banks
- G - Grocery Stores
- P - Pharmacies
- L - Libraries

Figure 5
MEDICAL SERVICES



Source: Central Iowa Health Plan;
Phone Directories

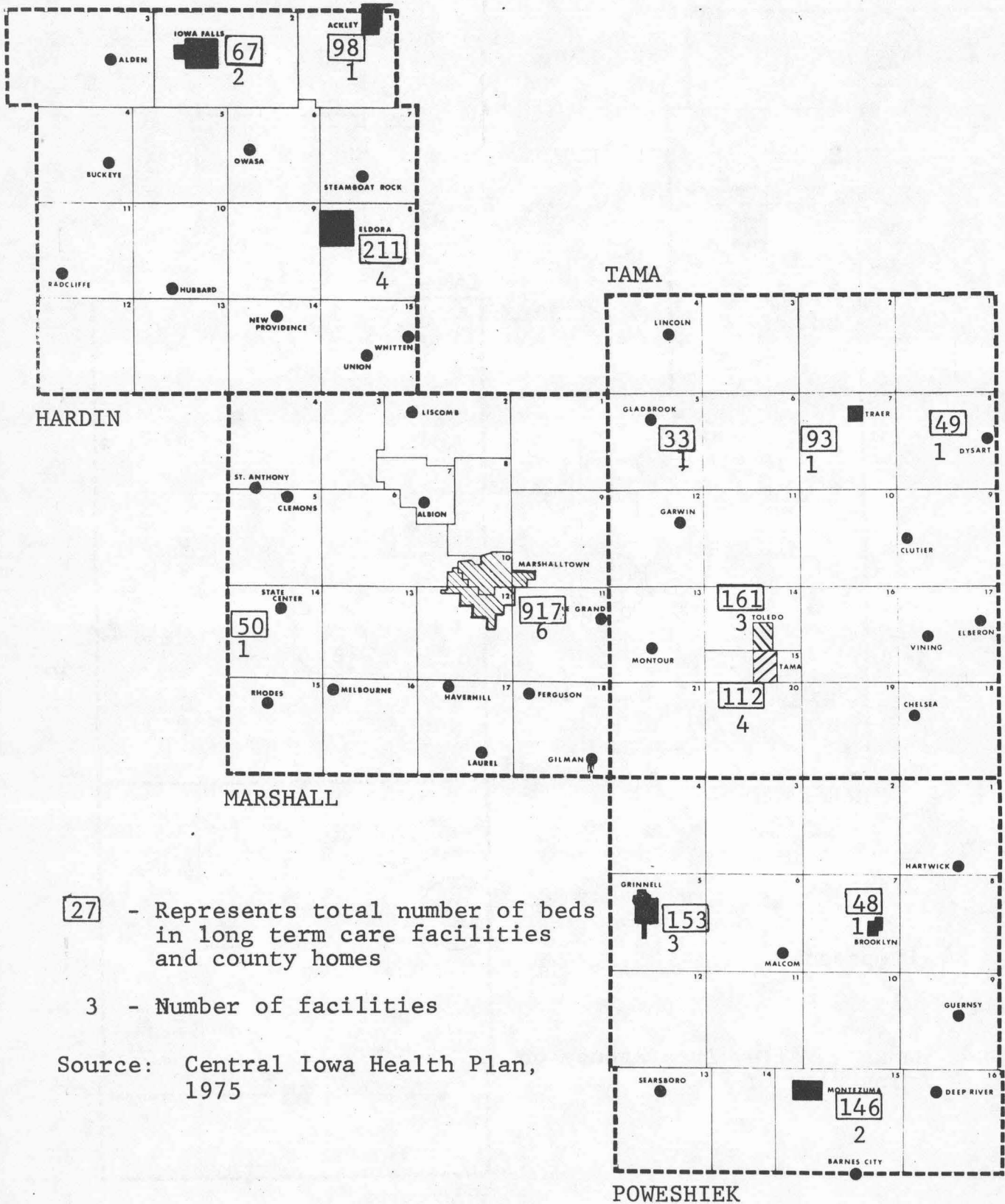
- ⊙ (H) - Hospitals
- ⊙ (MH) - Mental Health Agency
- - Doctor
- - Dentist
- ◇ - Specialist (Dermatology; Ears, Nose & Throat; OB-Gyn; Ophthalmology; Orthopedics, Radiology Urology, etc.)

Other types of services that are important in developing transportation patterns are long term care facilities (Figure 6), nutrition centers (Figure 7) and government and social service centers (Figure 8). These services are dealing primarily with the disadvantaged. This group consists of not only those considered transportationally disadvantaged, but also those deprived because of their age, health and/or income.

Each of the counties contains at least one community which provides at least one type of the previously mentioned services in Figures 6, 7, and 8. The neighborhood centers shown in Figure 8 are composed of locations which include multi-purpose centers, congregate meal sites, community centers, and other meeting sites used by the disadvantaged groups (i.e. churches and special club meeting rooms). Again it can be seen that the communities with the larger populations provide a greater number and variety of services. These facilities are also used by the general public as well as the disadvantaged population.

Figure 6

LONG TERM CARE FACILITIES



27 - Represents total number of beds in long term care facilities and county homes

3 - Number of facilities

Source: Central Iowa Health Plan, 1975

Figure 7
NUTRITION CENTER

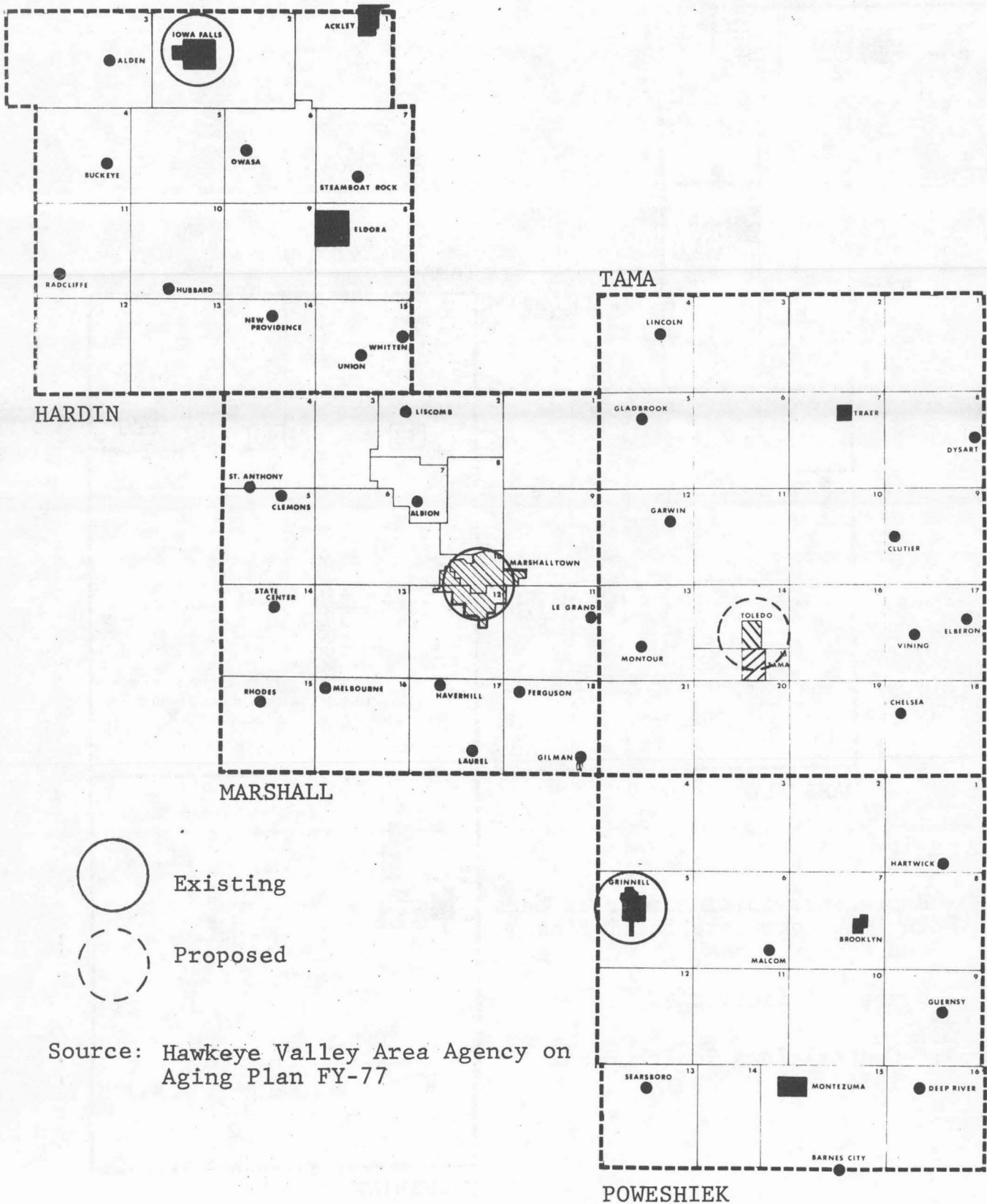
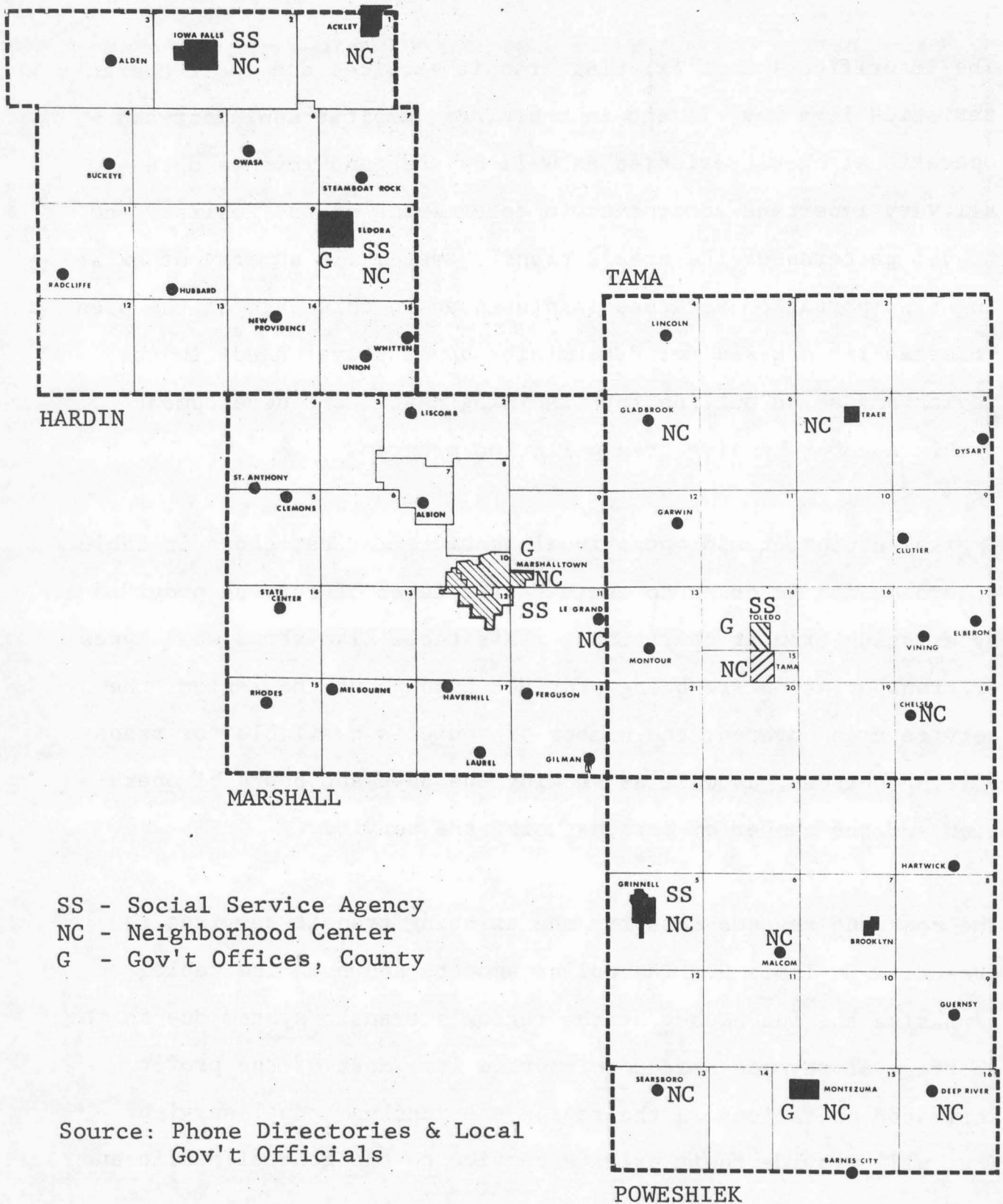


Figure 8

GOVERNMENT AND SOCIAL SERVICE CENTERS



SS - Social Service Agency
 NC - Neighborhood Center
 G - Gov't Offices, County

Source: Phone Directories & Local Gov't Officials

Existing Transit Services

The identification of existing transit services and their characteristics is a key element in the RTDP. Capital equipment and operational characteristics as well as cost and revenue data are all very important components in determining needs, desires, and travel patterns of the area's transit system. A summary of existing transportation services is presented in this part of the plan to establish a basis for determining unmet travel needs in the region and as an outline for examining change and development within a comprehensive transportation program.

Capital equipment and operational characteristics, shown in Table 8, are needed in order to evaluate the level of service provided by existing transit operations. This table also shows what types of transportation are being provided throughout the region, the service area covered, the number of vehicles available for transporting persons, as well as showing the days and hours of operation and the number of persons using the service.

The cost and revenue data for the existing transit services is presented in Table 9. The dollar amounts shown on the table emphasize the inadequacy of the region's transit system due to the shortage of revenue needed to operate it. Most of the profit motivated operations in the region are running a dual service. They will provide their private service to the general public and

at the same time contract with a community or public/non-profit agency to provide service to their clients: the general public, the elderly, handicapped, low-income, etc. This contracted service is run on a reimbursement basis.

Additional services being provided by the public/non-profit agencies are also operated on funds from government subsidy and local match. The local match comes from their individual subgroups throughout the region as well as contributions from the passengers. The volunteer service being used by the non-profit agencies is also being run on a reimbursement for mileage system.

The general overview of the region shows that existing equipment appears to be in short supply. This, consequently, could affect the operational characteristics in a direct manner. The lack of equipment and poor operations tend to produce an inadequate transit system. Some of the reasons for the lack of equipment and the inefficiency of the operating characteristics is based on insufficient funds, the small populace of the existing user group, the lack of interest toward the use of the service by the non-users, and the public's lack of knowledge about the existing services and their operations. A large number of the vehicles being used to provide transportation to the disadvantaged are privately owned vehicles on a volunteer basis.

TABLE 8

EXISTING TRANSIT SERVICES
Capital Equipment and Operations

Name	Service Area	# of Veh.	# Veh. Access to Hndcp.	Total Seat Cap. of all Veh.	Radio Disp. Center	Revenue Miles	Days of Oper.	Hrs. of Oper.	Avg. Daily Pass.	# of Paid Staff	# of Vols.
Marshall Mtr Coach, Inc.	Marshall-town	4	0	154	No	162/da 50,400 annual	6/wk	12/da 6:15 am to 6:15 pm	20 HC 180 + 80 Sc kids	3	0
Hardin Co. Bd of Sup	Hardin Co.	3	0	84	Yes	202/da 52,520 annual	5/wk	6-9 3-6 (6 hr)	32	2	0
Marshall Co. Bd of Sup.	See county care facility information										
Poweshiek Co. Bd of Sup.	Grinnell & Sears-boro	1	0	6	Yes CB	85/da 22,100 yr	5/wk	3 hrs 6:30-8 4-5:30	2	1	0
Tama County Bd of Sup.	Tama, Toledo Montour & Co. Home	1	0	15	Yes CB	50/da 13,000 yr	5/wk	2 hrs 7-8:00 3:30- 4:30	14	1	1 Sub- sti- tute
<u>HVAAA</u> Hardin Co. COA	Hardin Co.	27 Vol	0	N/A	Yes	32,082/ yr; 123/da	5/wk	8-5 8 hrs	9	1	27
Marshall Co. COA	Marshall Co.	19 (18 vol)	1	9 HCP veh.	Yes	Est: 49,000 yr; 187/da	5/wk	8-5 8 hrs	20- city 7- county	1	18
Poweshiek Co. COA	Poweshiek Co.	16- 18 vol	0	N/A	Yes	14,631 yr 52/da	5/wk	8-5 8 hrs	8	1	16- 18
Tama Co. COA	Tama Co.	14 vol	0	N/A	Yes	22,188 85/da	5/wk	8-5 8 hrs	7	1	14

TABLE 8 (cont'd)

EXISTING TRANSIT SERVICES
Capital Equipment and Operations

Name	Service Area	# of Veh.	# Veh. Access to Hndcp.	Total Seat Cap. of all Veh.	Radio Disp. Center	Revenue Miles	Days of Oper.	Hrs. of Oper.	Avg. Daily Pass.	# of Paid Staff	# of Vols.
Ia Veterans Home	Vet's Home Residents	8	2	60	Yes	450/da	7/wk	24	6	4	0
Hardin Co. Care Facil.	CF Residents only	2	0	69	No	N/A	7/wk	24/da	N/A	N/A	0
Marshall Co. Care Facil.	"	2	0	25	No	N/A	7/wk	24/da	N/A	N/A	0
Poweshiek Co. Care Facil.	"	0 Staff uses priv. veh.	0	N/A	No	N/A	7/wk	24/da	N/A	N/A	0
Tama County Care Facil.	"	1	0	5	No	N/A	7/wk	24/da	N/A	N/A	0
Taxi Co											
Courtesy Cab	Grinnell	2	0	10	Yes	50/da est	7	24/da	60 est	3	0
Scenic City	Ia. Falls	2	0	10	Yes	180/da est	6	24/da	65	1	1
Royal Cab	M'town	7	0	35	Yes	500/da	7	24/da	250	5-9	0
Yellow	M'town	4-2	0	20	Yes	1000/da	7	24/da	250	7-12	0
GI Cab	Tama-Toledo	3-1	0	30	Yes		7	6-6 12/da		2	0
REGIONAL TOTALS		118	3	532 380 vol 912 total		3126/da est			1010 est	42	79

N/A = Not Applicable

TABLE 9

COST AND REVENUE DATA

Name	Fare Box Revenues	Fare Structure	Other Revenue	Federal Subsidy	State Subsidy	Other Subs.	Total Revenue	Total Operating Expense	Total Non Operating Income	Net Income (Loss)
Marshall Mtr Coach, Inc.	\$18,295/yr	25¢ ride \$28/day-schools	0	0	0	\$25,000	\$43,295	\$42,732.94	253.50	\$815.56
Hardin Co. Bd of Sup.	N/A	N/A	Taxes \$1831	0	\$7835		9,335		N/A	
Marshall Co. Bd of Supr.	N/A	N/A	Co. Taxes		\$6,000 req. DOT		6,000	14,000	N/A	(\$8000.00)
Poweshiek Co. Bd of Sup.	N/A	N/A	Co. Taxes						N/A	
Tama County Bd of Sup.	N/A	N/A	Co. Taxes		\$8001 req. DOT		8001	18,502	N/A	(10,501)
<u>HVAAA</u> Hardin Co.	2,917	Contributions		4,245 HVAAA			7,162	7,162	N/A	0
Marshall Co.	3,469	Contributions		5,138 HVAAA		Co. Fund 12-1500	10,107	10,107	N/A	0
Poweshiek County	2,551	Contributions		3,798 HVAAA			6,349	6,349	N/A	0
Tama County	2,780	Contributions		4,021 HVAAA			6,801	6,801	N/A	0
Ia. Veterans Home	N/A	N/A			63,630 req Dept Soc S.		63,630	61,774.61	N/A	1855.39

TABLE 9 (cont'd)
COST AND REVENUE DATA

Name	Fare Box Revenues	Fare Structure	Other Revenue	Federal Subsidy	State Subsidy	Other Subs.	Total Revenue	Total Operating Expense	Total Non Operating Income	Net Income (Loss)
Hardin Co Care Facil.										
Marshall Co. Care Facil.			NOTE:	All Care Facility funds for all						
Poweshiek Co. Care Facil.				four counties are accounted for in the County Board of Supervisors funds						
Tama County Care Facil.										
Taxi Co. Courtesy Cab										
Scenic City				(Cost and revenue data for						
Royal				taxi companies was unattainable)						
Yellow										
GI Cab										
REGIONAL TOTALS	\$30,012		1,831	17,202	85,466	est 26,500	161,011	183,370.73	253.50	(31,772.27)

N/A - Not applicable

City Transit Services

At the present time Marshall Motor Coach, Inc., is the only public bus system used for intra-city service in Marshalltown. It is also the only city bus service within the region. The company deals with charter bus service in addition to operating the local route for the city. The bus system is owned and operated by the company, but is leased by the city to provide transit service to the local public. Additional information about this service will be discussed in the Marshalltown segment of Section I.

Rural Transit Service: County Boards of Supervisors

The County Board of Supervisors is the administering agency for providing rural transportation in each individual county. At the present, three of the four counties have some form of transit service they provide. Service being provided through the Boards of Supervisors in each of the other counties is for transporting of handicapped persons to the Mid-Iowa Workshop and to Pleasant Hill School, for the mentally retarded. Both of these facilities are located in Marshalltown. Marshall County is the only county not providing rural transit service to the handicapped and/or mentally retarded.

Hardin County has the most complete rural service in the region. Their transportation system encompasses the entire county. Equipment used in providing the service consists of a 54-passenger bus and two 15-passenger vans.

Tama and Poweshiek Counties also have transportation service in the rural areas, but neither has a complete county system. Tama County's system runs primarily in the southern half of the county taking on passengers at the county care facility, Tama, Toledo, and Montour. The equipment used in Tama County includes a 15-passenger van, owned and operated by the county.

Poweshiek County's system is new to its area. Therefore, the County Board has not had the time nor funds to operate a more comprehensive system. Consequently the service is only picking up passengers in Grinnell and Searsboro, and is provided by a private citizen who works in Marshalltown. The county reimburses him for mileage for the use of his vehicle.

Both Tama and Poweshiek County Boards of Supervisors have said they would favor expanding and increasing the system and the service area in their counties. Unfortunately, they can do neither due to the lack of equipment and sufficient funds.

As stated before, Marshall County is the only county not providing transportation for handicapped persons in the rural area. One reason for this is that necessary funds and equipment has not been appropriated by the County Board.

The County Boards of Supervisors also provide the vehicles and operating funds for the County Care Facility in each county. Ve-

hicles provided for the care facilities are for transporting only residents of the facility. Hardin County's care facility has a 54-passenger bus as well as a 15-passenger van.

Marshall County's facility has a 7-passenger station wagon. The Marshall County Board of Supervisors, through IDOT, has just received fifty percent of the funding necessary for the purchase of a new 15-passenger van to be used by the care facility.

Poweshiek County Care Facility, at the present time, does not have a common vehicle for use by the facility. Therefore, transporting of residents is done by staff members furnishing the use of their own private vehicles.

Tama County facility's vehicle is a station wagon.

Vehicles at the care facilities are used for many types of trips. The trip purposes vary from medical to recreational, both in and out of the immediate county. There is no charge to the resident for this transportation. Revenue needed to run the care facility's service as well as the rural service for the handicapped, comes from county budgets and tax levies. Some handicapped riders do pay for the service, but only in cases where they can afford it. In most instances the charge or donation is about 50¢, and is usually never more than one dollar.

Hawkeye Valley Area Agency on Aging

The Hawkeye Valley Area Agency on Aging (HVAAA) is directed in providing transportation service to the elderly throughout the entire region. The existing service is composed of volunteers using their own vehicles. These persons are reimbursed for mileage at a rate of 15¢ per mile for an over-the-road trip, and 25¢ per mile for in-town travel. Elderly persons can use this service by merely calling one of the dispatch centers near them and requesting transportation. The providers usually ask for an advance notice of at least one day, except in case of emergency.

The majority of trips requested by the users are for shopping, medical, personal business, and to nutrition sites. Most trips are within the immediate area, but occasionally there is a request for longer, inter-county trips--such as to a destination providing specialized medical service not available within the county or region.

Each county's Council on Aging governs the service provided in the county. These county groups are responsible for furnishing transportation service to the elderly to the best of their ability with the funds provided. Revenue used for providing the service comes from funding through HVAAA, county matching funds, and contributions from riders.

When looking at the four counties individually a more detailed

picture of the elderly transportation service can be seen. All four county Councils on Aging provide service regularly Monday through Friday from 8:00 o'clock a.m. to 5:00 o'clock p.m. It should be noted that the service can also be used on Saturday and Sunday and also before 8:00 a.m. and after 5:00 p.m., but it is usually done so only in cases of emergency or if a trip of long distance has to be taken, such as for medical purposes to Iowa City, Des Moines, Rochester, Minnesota, etc. The four counties have approximately 76 volunteers who help provide transportation to the elderly within the region by means of dispatching and/or driving.

Hardin County Council on Aging has 27 volunteers who are drivers or dispatchers. They provide services to approximately 9 passengers and travel about 123 miles a day. Over a one-year period the service would cover an estimated 32,082 miles. Two of the specialized services for the elderly in Hardin County are COATS, based out of Eldora, and Hubbard Senior Citizen Transportation based out of Hubbard. These two groups provide transportation for the elderly people in just their communities.

The Marshall County Council on Aging consists of 18 volunteer drivers and/or dispatchers. They provide service to 18-20 passengers and travel an average of 187 miles a day. A one-year mileage total would equal approximately 49,000 miles.

Poweshiek County's service is made up of 16-18 volunteers, pro-

vides services to 8-10 passengers a day, and approximately 14,631 miles a year, which is about 56 miles daily.

Tama County Council on Aging has 14 volunteers. They provide service to 7 passengers and travel 85 miles per day, which is 22,188 miles per year.

MICA

The Mid-Iowa Community Action agency (MICA) has offices in all four counties with a central regional office located in Marshalltown. The MICA agency's main purpose is trying to provide help to the low-income people. Most of their work, however, is unrelated to transportation. The agencies themselves do not have a budget or funds set aside for transportation, nor do they have a set list of volunteers who help provide transportation. The only form of transportation service that MICA does provide is emergency service and it's only for the clients participating in the MICA program.

The STAMP organization, in Hardin County, is a sub-group of that county's MICA agency. STAMP also concentrates its work around the low-income and also the handicapped population, and likewise, does not provide transportation per se. They do, however, provide subsidized tickets to help pay for the use of private agency transportation (i.e. taxi cab service). The tickets cost the rider 50¢ and are only good for the taxi cab service in Iowa Falls. The usual fare for the taxi service runs between \$1.00 and \$1.50 per

ride. The riders can purchase the tickets from STAMP, and can use the tickets for any type of trip they desire, such as shopping, medical, or even social. The taxi company will turn in the tickets to STAMP for the necessary reimbursement. This service has been set up between the STAMP organization and the taxi company by means of a verbal agreement.

Volunteer Transportation Service

The Volunteer Transportation Service, based out of Toledo, furnishes transportation to the elderly in just the cities of Tama and Toledo. The service has one volunteer driver who provides service for mainly in-town trips. This service is purely volunteer and has no budget or fare structure. Donations or contributions are accepted when ever a rider wishes to, or can afford to do so.

Iowa Veterans Home

The Iowa Veterans Home provides transportation to its residents at no charge. The service, however, is solely for use by the residents of the home. The vehicles are owned and operated by the home and consist of a 15-passenger Recreation Rambler (with a lift for wheelchairs), a 15-passenger van (also equipped to handle wheelchairs), and six 5-passenger station wagons. The transportation is operated on a 24-hour-a-day, 7-days-a-week basis. Trips covered by the service range from around the Marshalltown area to other cities such as Ames, Iowa City and Des Moines. The purpose

of most trips centers around recreation, medical care, and emergency situations. These vehicles do not service areas covered by city buses, such as the central business district. The city bus service has a route to the Veterans Home.

Alcohol and Drug Abuse Council

The Alcohol and Drug Abuse Council in Tama provides emergency transportation to its clients only. The Council has no transportation budget or a set list of volunteers. The service, when provided, is done so by the staff. It is to be noted that transportation is not their main purpose or objective.

County Services

A county-by-county listing of the transportation services will be helpful to see what each county has to offer in the way of transportation for a specific individual rider.

In Hardin County transportation is provided by: The County Board of Supervisors for handicapped and mentally retarded from all parts of the county to the Mid-Iowa Workshop and Pleasant Hill School in Marshalltown; the Hardin County Care Facility, for its residents only; Hardin County Council on Aging for the elderly throughout Hardin County; MICA, for its participants only, throughout the county; STAMP, for the low-income and handicapped in Iowa Falls; the Scenic City Taxi, for the general public and STAMP participants in Iowa Falls; the Jefferson Transportation Co., and the

Iowa Coaches, Inc., for the general public by depot service in Hardin County and across Iowa.

In Marshall County transportation is provided by: Marshall Motor Coach, Inc., for the general public, school children, handicapped, and mentally retarded, in Marshalltown; Iowa Veterans Home, for its residents only; the County Care Facility, for its residents only; Marshall County Council on Aging, for the elderly throughout all of Marshall County; MICA, for its participants only throughout the county; Royal Cab Co. and Yellow Cab Co., for the general public in Marshalltown; Greyhound Bus Lines, for the general public by depot service in Marshall County and throughout Iowa and the United States.

In Poweshiek County transportation is provided by: the County Board of Supervisors for the handicapped from, at the present time, Searsboro and Grinnell to the Mid-Iowa Workshops in Marshalltown; the County Care Facility, for its residents only; the County Council on Aging, for the elderly throughout the entire county; MICA, for its participants in the county; Courtesy Cab Co., for the general public in Grinnell; Greyhound Bus Line, for the general public by depot service in Poweshiek County, Iowa and the United States.

In Tama County transportation is provided by: The County Board of supervisors for the handicapped and mentally retarded, at the pre-

sent time, from the County Home, Tama, Toledo, and Montour to the Mid-Iowa Workshop and Pleasant Hill School in Marshalltown; Tama County Care Facility, for its residents only; Tama County Council on Aging for the elderly throughout Tama County; MICA, for its participants only, in Tama County; the Alcohol and Drug Abuse Council, for its clients only; the Volunteer Transportation System, for the elderly in Tama and Toledo; GI Cab Company, for the general public and the mentally retarded (to and from Marshalltown) in Tama and Toledo; Greyhound Bus Line for the general public, by depot service in Tama County, in Iowa and throughout the United States.

EVALUATION OF EXISTING TRANSIT SERVICES

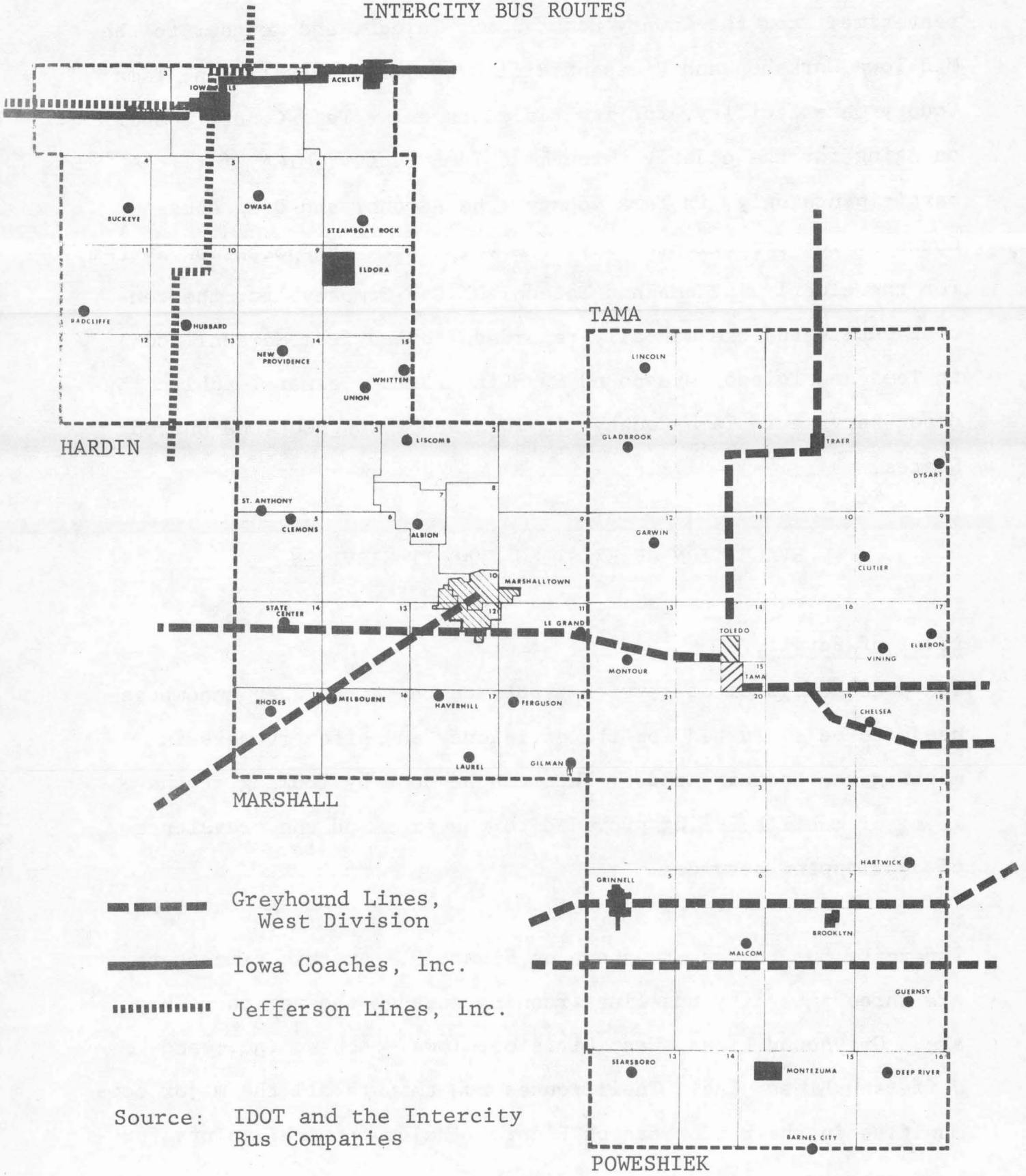
Level of Service

The present system of service types and the areas they encompass needs to be evaluated for its efficiency and effectiveness in meeting the transit needs. This can be done by looking at the level of mobility being provided to the area and the prevalence of overlapping services.

Intercity bus routes are shown on Figure 9. At this time there are three intercity bus lines running through the region. They are: Greyhound Lines, West Division; Iowa Coaches, Inc.; and Jefferson Lines, Inc. Their routes run through all the major communities in the region except Eldora. Major terminal points for

Figure 9

INTERCITY BUS ROUTES



- Greyhound Lines, West Division
- Iowa Coaches, Inc.
- Jefferson Lines, Inc.

Source: IDOT and the Intercity Bus Companies

lines lying within the region are Iowa Falls, Marshalltown, Tama-Toledo, and Grinnell. Terminals outside the region which are considered to be major drawing points because of a wider range of available services, such as medical and shopping, consist of Ames, Waterloo, Cedar Falls, Mason City, Fort Dodge, Des Moines, Iowa City and Cedar Rapids.

Table 9A includes data on the intercity bus service in the region. Route schedules within the region are presented as well as sample fares and travel times to selected places, such as county seats and other communities identified as significant trip attractions (based on services and activities located in them).

Figure 10 shows areas which have rural and/or special transit services. Region Six is completely covered by a transit service provided by the Hawkeye Valley Area Agency on Aging. (This will explain the total coverage of the map on Figure 10). Unfortunately, service is available to only the elderly.

The only service provided for the handicapped in rural areas is that which is furnished by local County Boards of Supervisors for transporting these persons to and from the Mid-Iowa Workshop and Pleasant Hill School, located in Marshalltown. At this time Hardin County is the only one with complete rural service for its handicapped citizens.

Table 9A
INTERCITY BUS SERVICE

IOWA FALLS DEPOT

CARRIER	ORIGIN	VIA	ARRIVE	DEPART	DESTINATION	VIA
Iowa Coaches, Inc.	Dubuque	Ackley	4:35p	4:40p	Sioux City	Alden
Jefferson Lines, Inc	Minneapolis	Iowa Falls	10:30p	10:30p	Kansas City	Eldora X Road & Hubbard

MARSHALLTOWN DEPOT

Greyhound Lines, Inc	Omaha	State Center	12:45p	1:15p	Chicago	LeGrand, Tama-Toledo & Chelsea
			7:00p	7:30p		
			5:15a	5:15a		
Greyhound Lines, Inc	Des Moines	Melbourne	7:15p	7:15p	Cedar Falls	LeGrand, Montour Tama-Toledo & Traer
			1:15p	1:15p		
			5:15a	5:15a		

GRINNELL DEPOT

Greyhound Lines, Inc	Omaha	Grinnell	10:15p	10:15p	Chicago	Brooklyn
			5:25p	5:25p		
			3:40p	3:40p		
			10:20a	10:20a		

p=p.m.

a=a.m.

Table 9A (cont.)

TRAVEL TIME AND COST
TO AND FROM SELECTED PLACES

CARRIER	FROM	TO	TIME	FARE
Iowa Coaches, Inc	Iowa Falls	Dubuque	4 hr	\$ 9.00
	" "	Sioux City	5 hr	11.85
	" "	Cedar Falls	1 hr	3.20
	" "	Waterloo	1½ hr	3.50
	" "	Ft. Dodge	1¼ hr	3.30
Jefferson Lines, Inc.	Iowa Falls	Minneapolis	5 hr	\$13.35
	" "	Kansas City	7 hr	19.30
	" "	Mason City	1 hr	3.15
	" "	Des Moines	1½ hr	5.25
Greyhound Lines, Inc	Marshalltown	Omaha	6 hr	12.80
	"	Chicago	9¼ hr	19.15
	"	Ames	1 hr	3.05
	"	Cedar Rapids	2 hr	4.70
	-----	-----	-----	-----
	Marshalltown	Des Moines	1 hr	4.60
	"	Cedar Falls	2 hr	4.75
	Grinnell	Omaha	4½ hr	12.35
	"	Chicago	8½ hr	19.35
	"	Des Moines	1 hr	4.15
"	Cedar Rapids	1½ hr	5.20	
"	Iowa City	2 hr	4.80	

Tama County has service, but does not encompass the entire county. It is now serving primarily the southern half of the county because of a lack of equipment and operating funds.

Poweshiek County's situation is similar to Tama County's in that service is provided to a small area rather than to the entire county. This is a new service being made available for the first time to handicapped people in Poweshiek County. Consequently, it has not had sufficient time or money to develop a more comprehensive system. The Board of Supervisors for Poweshiek County is hoping that more and better service can be offered in the future.

Marshall County is the only county in the region not providing any type of transportation service to handicapped persons in rural areas of the county at this time. However, the Marshall County Board of Supervisors has just received 50% of the funding necessary to purchase a van to be used for residents of the County Home.

There are five taxicab companies in the region. Two of them are located in Marshalltown, one in Iowa Falls, one in Tama, and one in Grinnell.

The taxi company in Iowa Falls provides transportation to the low-income and handicapped at a reduced rate. This program is subsidized through STAMP. The taxi service in Tama provides transportation to the mentally retarded to and from Marshalltown. This

service is subsidized through the school district.

The circle around the incorporated places indicates a gap in service. In Figure 10 the circles would indicate those places not having any service provided to the handicapped.

Overlapping Services

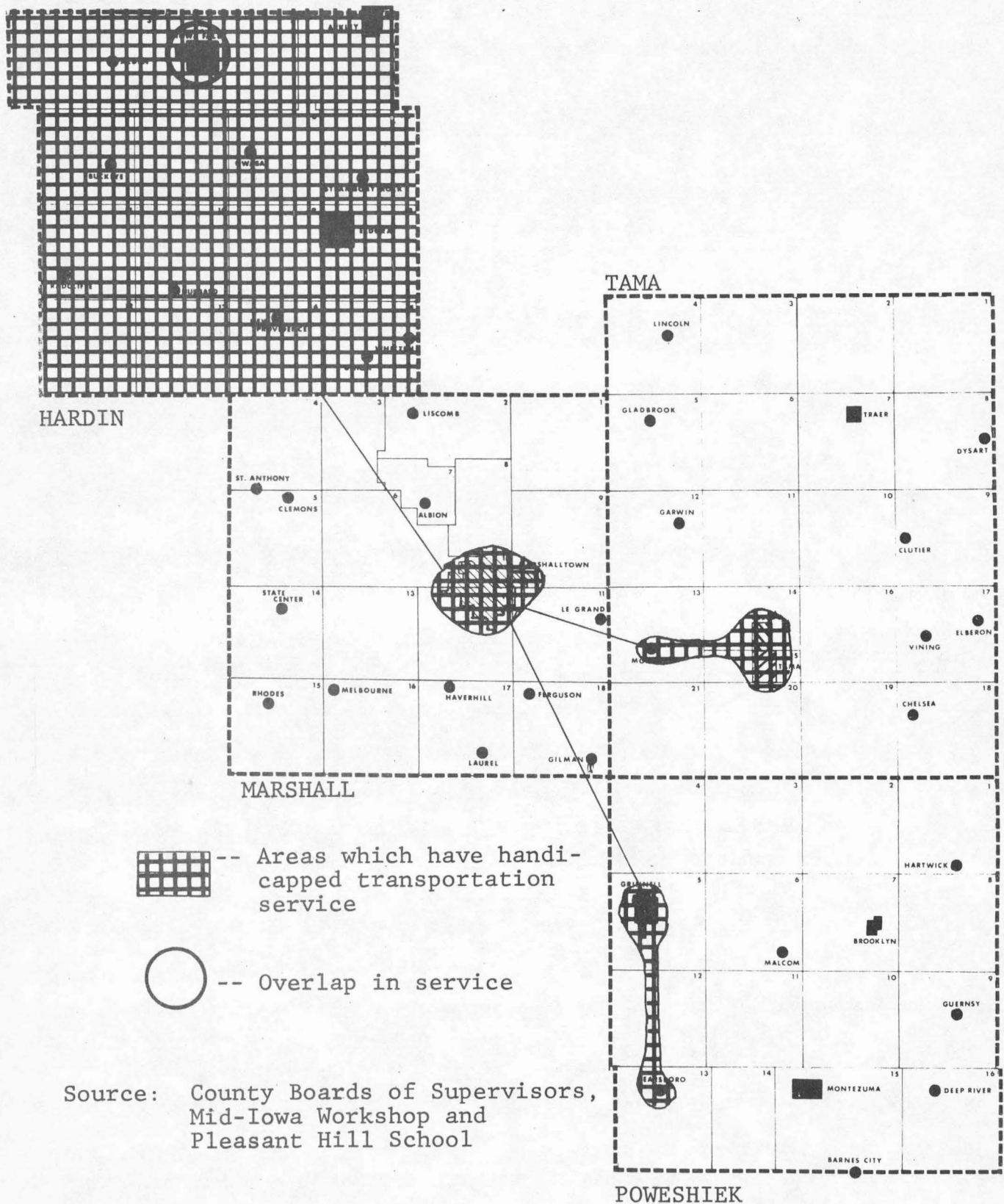
Figure 11 shows all areas providing service to the elderly. The reason for total coverage of the map is because of service furnished by the County Councils on Aging in each county. These organizations provide service to every part of the county, both urban and rural.

Figure 12 shows the areas where handicapped service is provided. The areas shown in Hardin, Poweshiek and Tama Counties are those areas served by the County Boards of Supervisors. The Marshalltown service is provided by Marshall Motor Coach and is for the urbanized area only. Marshall County has no handicapped service at the present time.

The only overlap in handicapped service occurs in Iowa Falls. The city taxi company provides handicapped persons service for a reduced fare. This program is run in cooperation with the STAMP organization. This same service also provides the low-income population a reduced fare. Again, this program is only for the Iowa Falls area and is the only regular low-income service provided in

the region. The overlap results from service provided by the Hardin County Board of Supervisors for the handicapped population to and from the Mid-Iowa Workshop in Marshalltown.

Figure 12
HANDICAPPED SERVICE AREA



SECTION IA
EXISTING CONDITION
CITY OF MARSHALLTOWN

INTRODUCTION

PROBLEM AREAS IN TRANSPORTATION

1. While our area served is extensive there are many areas still not touched, such as our factory areas. In the interest of energy conservation, more workers should be able to rely on mass transit.
2. The average age of our bus is seventeen years. It is loud, rough riding and undependable.
3. We have no evening or weekend services.
4. No shelters at bus stops are provided, not even benches.
5. No route maps nor times of departure are displayed where the commuting public will notice.
6. No special routes nor services for handicapped riders are available. We have no special routes or services for the elderly and we have no service to our Senior Citizens Center.

Those are but some of the problems.

GOALS AND OBJECTIVES

GOAL

1. Comfort and convenience.

OBJECTIVES

- A. To improve existing vehicles.
- B. Increase and improve the transit service to the city's population.

GOAL

2. To assure the persons deprived of essential transportation services the mobility equivalent to that of the general public.

OBJECTIVE

- A. To increase and improve transportation service to the disadvantaged.

AREA DESCRIPTION

TABLE 1A
URBAN POPULATION

<u>1960</u>	<u>1970</u>	<u>% Change 1960-1970</u>
22,521	26,219	+ 16.4%

Table 1 shows the population of Marshalltown for the years 1960 and 1970. The table shows that there was an increase in the population of 16.4%.

Source: 1970 Census

TABLE 2 A
MARSHALLTOWN POPULATION

<u>1960</u>	<u>1970</u>	<u>% Change 1960-1970</u>	<u>1974-1975</u>	<u>% Change 1970-1975</u>
22,521	26,219	+ 16.4	26,606	+ 1.1

In Table 2 the current population for Marshalltown is shown along with the percent changes between 1960 and 1970 and the percent change between 1970 and 1975. The table shows that there was only a 1.1% increase in population between 1970 and 1975 as compared to a 16.4% increase between 1960 and 1970.

Source: 1970 Census & OPP Projections

TABLE 3 A
POPULATION DENSITIES

<u>1970 Population</u>	<u>Area in Square Miles</u>	<u>Persons per square mile</u>
26,219	15.5	1691.55

Table 3 shows that the population of Marshalltown in 1970 was 26,219, the area in square miles was 15.5 and the persons per square mile were 1691.55.

TABLE 4A
POPULATION DISTRIBUTION BY AGE

	<u>1960</u>	<u>1970</u>
Under 5	2,410	2,278
5- 9	2,209	2,442
10-14	1,860	2,401
15-19	1,455	2,388
20-24	1,201	1,922
25-29	1,330	1,756
30-34	1,410	1,426
35-39	1,444	1,329
40-44	1,327	1,380
45-49	1,336	1,455
50-54	1,184	1,430
55-59	1,179	1,338
60-64	1,119	1,238
65-69	1,050	1,025
70-74	869	883
75-79	597	758
80-84	333	456
85 & Over	208	314
Total 65 & Over	3,057	3,436
Percent 65 & Over	7,36%	7,63%

Table 4 shows the population distribution by age. There are 4720 residents in Marshalltown who are under the legal driving age. In the 15-19 age group there are 2388 individuals. Some of these people are of legal driving age but are in school and do not have auto availability.

Source: Population Characteristics, Bureau of Census 1970

FIGURE 1A

PERSONS UNDER 18 BY ENUMERATION DISTRICTS

ED18, ED19 and ED20, located in the northeast section of the city, have a combined total of 1317 under 18 population. ED29 and ED30, located in the western part of the city, have a combined total of 838. ED18, ED19 and ED20 have a lot of young families.

Source: U.S. Census Bureau 1970

FIGURE 2A

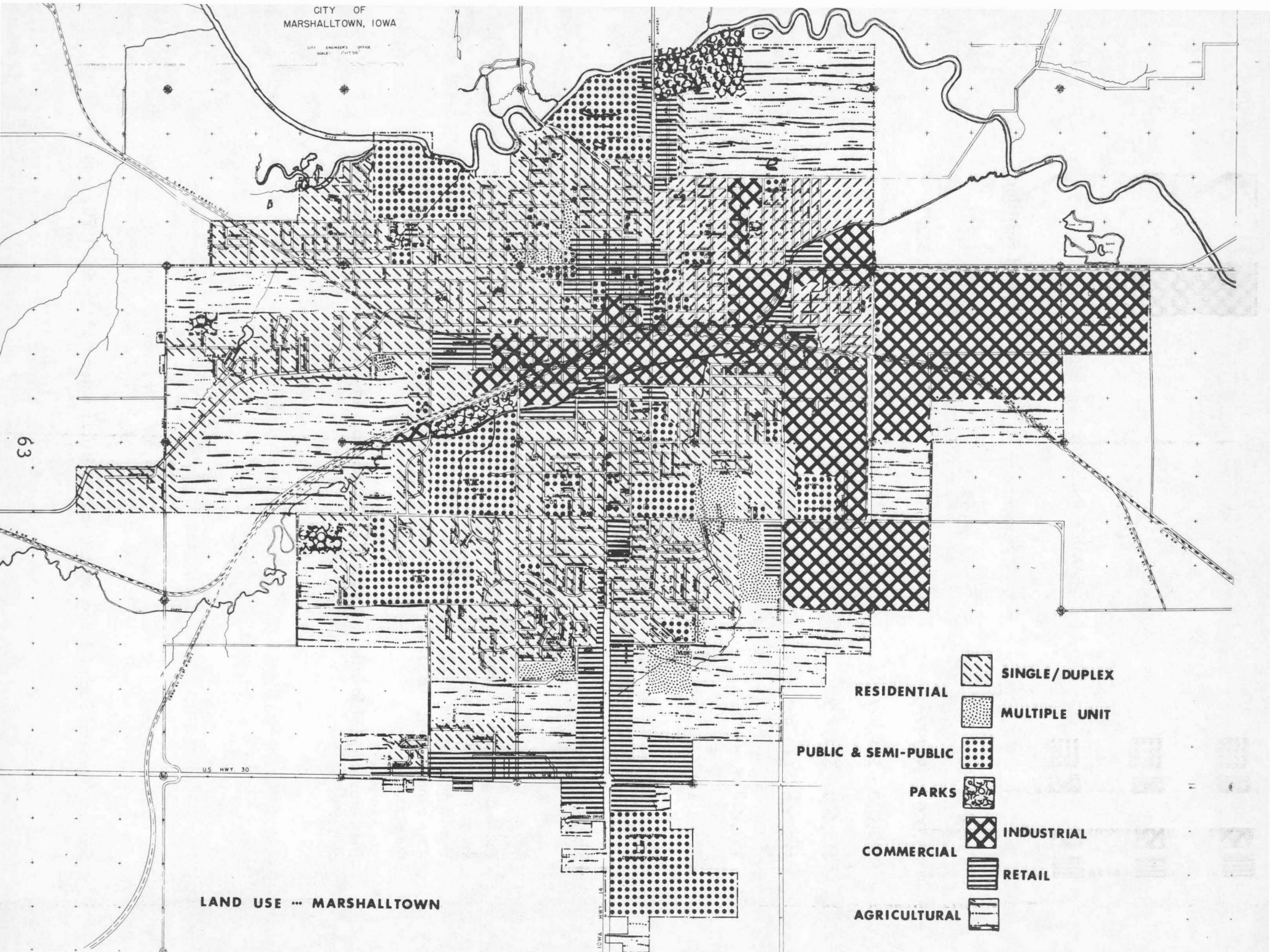
PERSONS 65 AND OLDER BY ENUMERATION DISTRICTS

ED24 and ED30 are older, more established areas in the community. ED21, ED22, ED23, ED25, ED31 and ED32 have a high concentration of elderly people. These areas are all located around the central business district of the city. Their combined total of elderly population equals 851. ED10 has a total of 393 elderly which is accounted for because of the site of the Iowa Veterans Home. ED48 has a total of 769 elderly and is located in a new subdivision. The elderly and the under 18 groups are not combined in housing.

Source: U.S. Census Bureau 1970

CITY OF
MARSHALLTOWN, IOWA

CITY ENGINEER'S OFFICE
SCALE: 1" = 100'



LAND USE ... MARSHALLTOWN

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U.S. HWY. 30

IOWA HWY. 16

TABLE 5A
FAMILY INCOME

	Number	% of Families
Under \$5,000	1159	1.70%
\$5,000 - \$9,999	2231	3.27%
\$10,000 - \$14,999	2223	3.26%
\$15,000 - \$24,999	942	1.38%
\$25,000 - \$49,999	188	0.27%
\$50,000 or more	73	0.10%
TOTAL	6816	

6.0% of families with income less than poverty level

\$10,032 - Median Income

Table 5 contains a breakdown of different income levels for Marshalltown. It also shows the median family income and the percentage of families less than poverty. The largest income group is the \$5,000 - \$9,999 group. When compared to the state's median income (\$9018), Marshalltown's median income is \$1014 higher than the state's.

The percentage of families with income less than poverty is below the state average of 8.9%.

TABLES 6A & 7A

AUTO AVAILABILITY AND
DISTRIBUTION OF HOUSEHOLDS WITHOUT AN AUTO

<u>Auto/Household</u>	<u>Number</u>	<u>Percent</u>
1	4431	50.31
2	2649	30.06
None	1223	13.89

Tables 6 and 7 deal with a factor that relates to the need for public transportation. This factor is auto availability or auto ownership in individual households. These tables show the number and percent of households with none, one or two autos. Eighty percent of the households in Marshalltown have at least one automobile.

Source: Detailed Housing Characteristics, Bureau of Census 1970

ACTIVITY CENTERS

Figure 4A - Regional Service Centers

Marshalltown's general services consist of 4 banks, 13 grocery stores, 5 pharmacies and 1 library. The grocery stores are scattered throughout all parts of the community. The majority of the pharmacies and banks and the library are located in or around the central business district.

Figure 5A - Medical Services

Marshalltown has a widespread number and variety of medical services. The majority of these services are located in and around the central business district.

Figure 6A - Long Term Care Facilities

There are three long term care facilities in Marshalltown with a total of 704 beds.

Figure 7A - Nutrition Centers

Marshalltown has one nutrition center which is located on the west side of town.

Figure 8A - Government and Social Service Centers

Marshalltown houses both city and county governments. It has two neighborhood centers and a social services office.

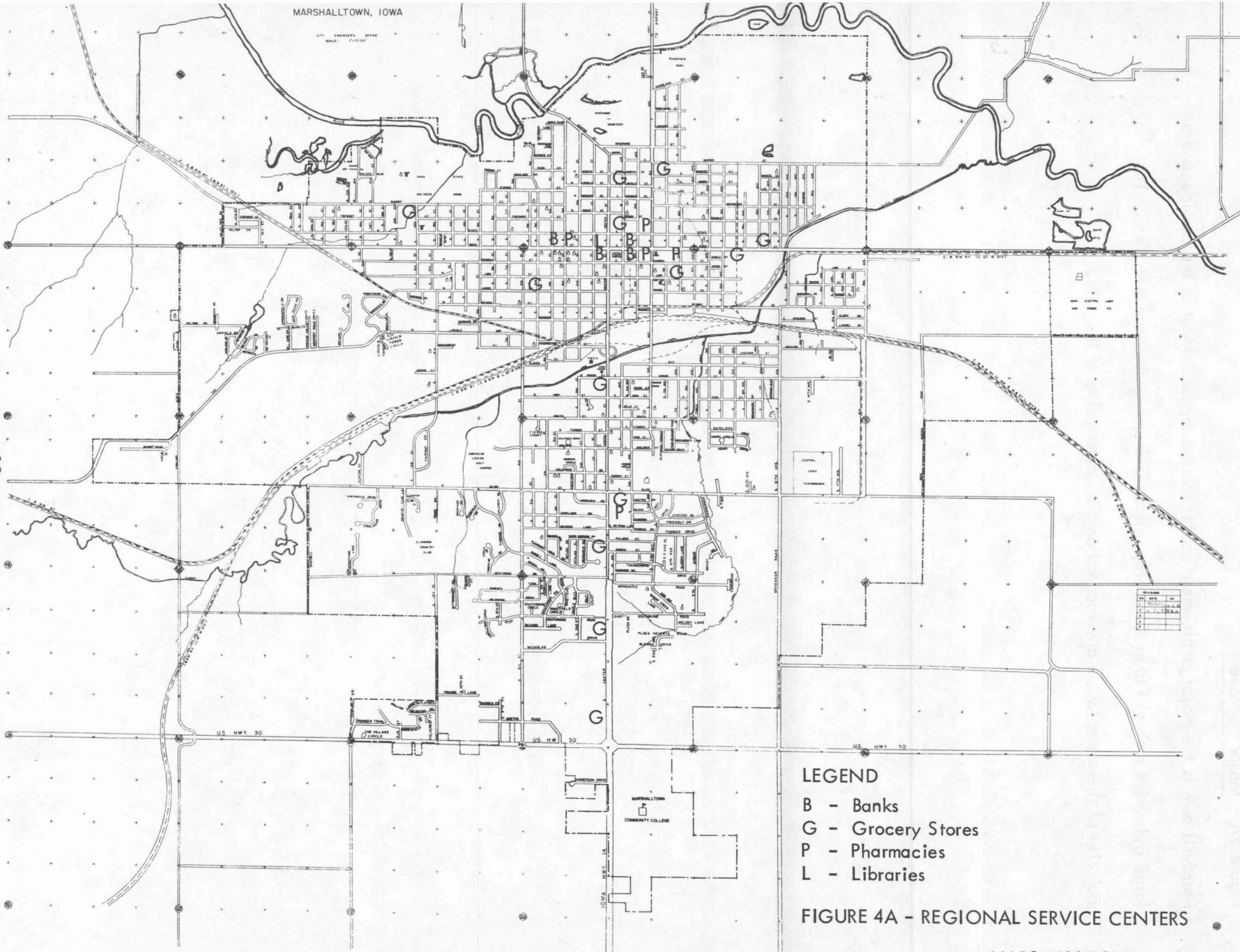
Figure 9A - Major Employers

Marshalltown is the major employment center for the region. Most of the employers are large industries such as Fisher Controls, Lennox Industries, Dunham Bush, etc. The majority of these employers are located on the eastern side of the city.

MARSHALLTOWN, IOWA

CITY ENGINEER'S OFFICE
SCALE: 1" = 100'

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Symbol	Description
B	Banks
G	Grocery Stores
P	Pharmacies
L	Libraries

LEGEND

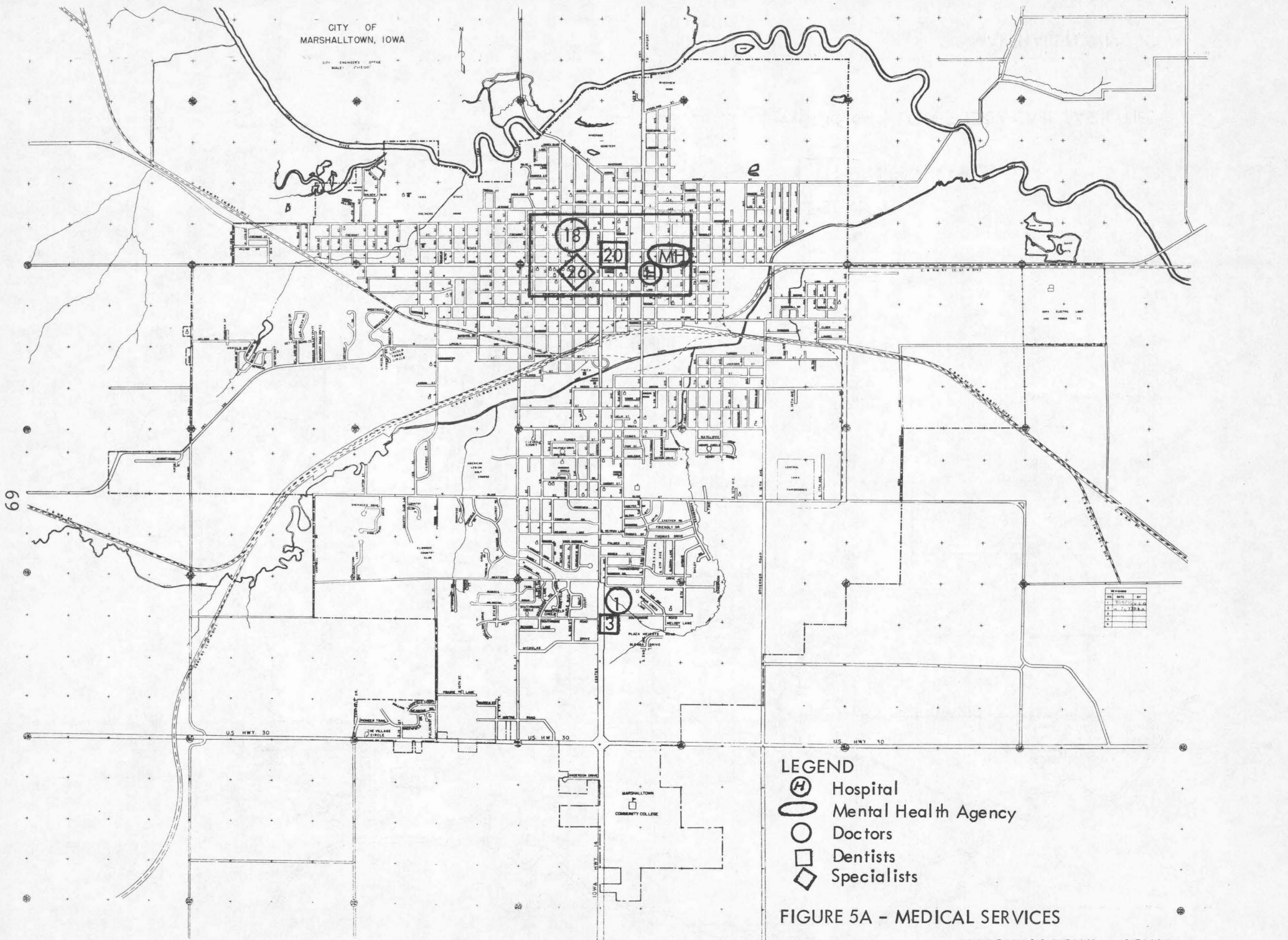
- B - Banks
- G - Grocery Stores
- P - Pharmacies
- L - Libraries

FIGURE 4A - REGIONAL SERVICE CENTERS

MARSHALLTOWN, IOWA

CITY OF
MARSHALLTOWN, IOWA

CITY ENGINEER'S OFFICE
SCALE: 1" = 100'



69

LEGEND






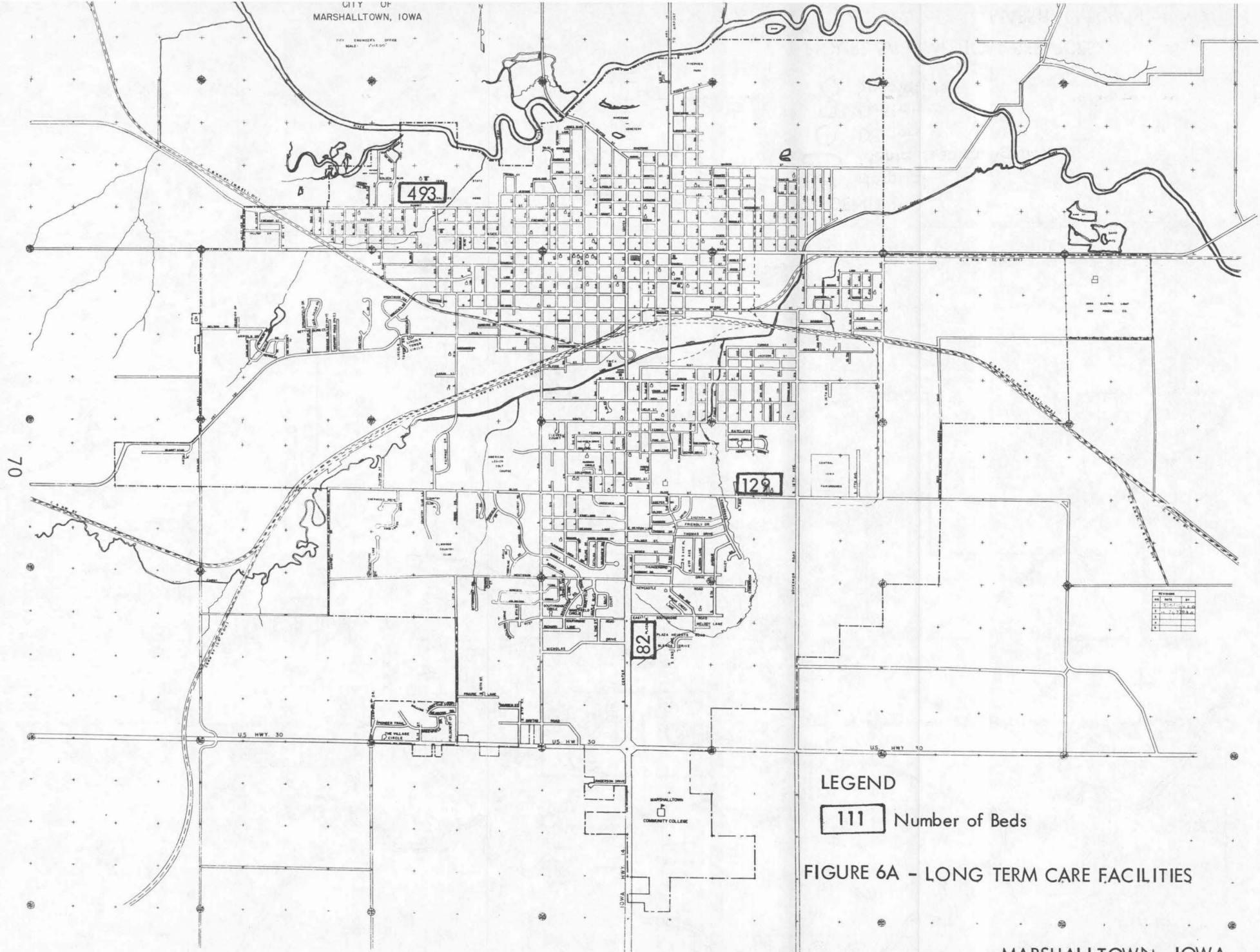
-  Hospital
-  Mental Health Agency
-  Doctors
-  Dentists
-  Specialists

FIGURE 5A - MEDICAL SERVICES

MARSHALLTOWN, IOWA

CITY ENGINEER'S OFFICE
SCALE: 1"=500'



70

REVISION	DATE	BY

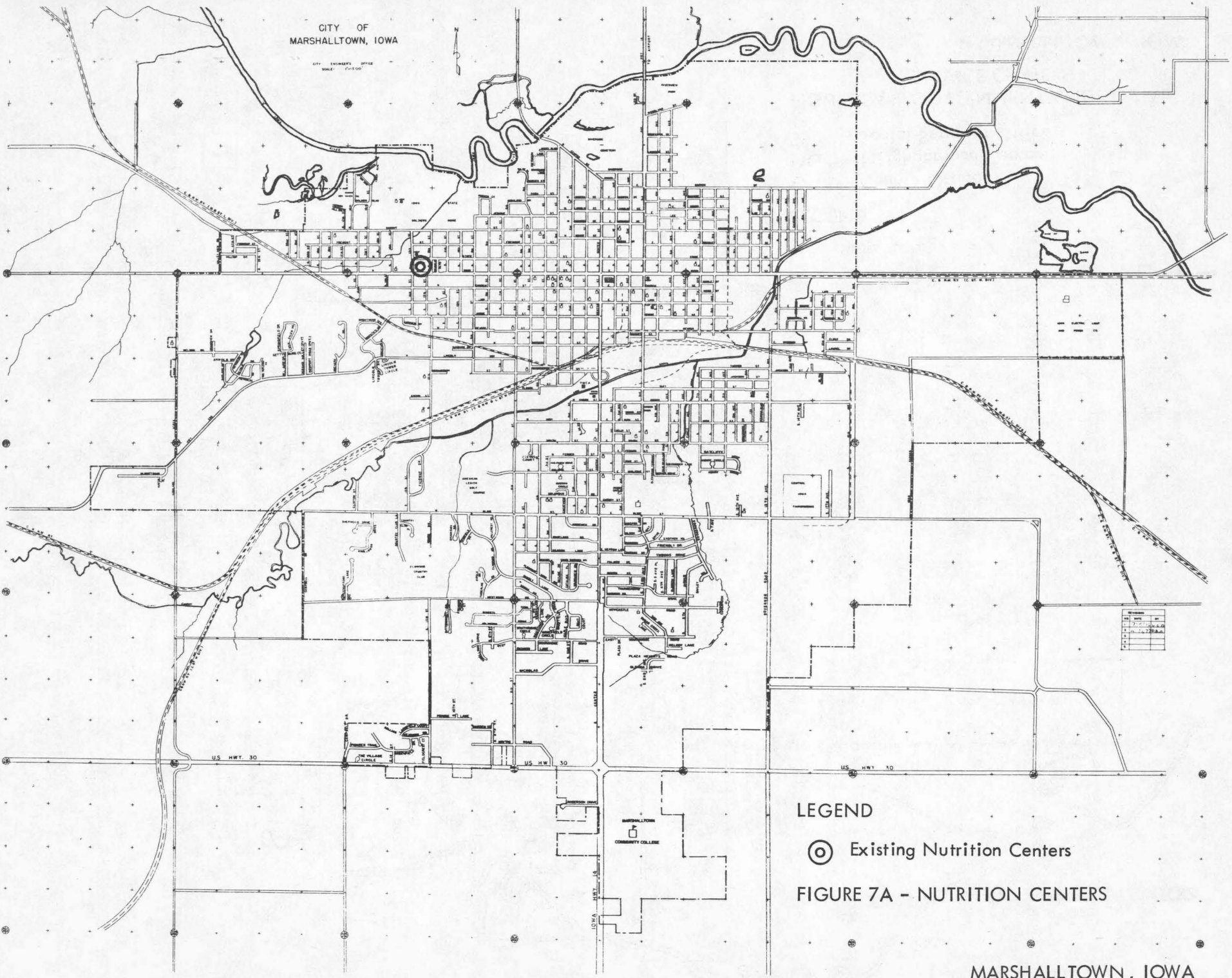
LEGEND

111 Number of Beds

FIGURE 6A - LONG TERM CARE FACILITIES

CITY OF
MARSHALLTOWN, IOWA

CITY ENGINEER'S OFFICE
SCALE: 1" = 100'



LEGEND

⊙ Existing Nutrition Centers

FIGURE 7A - NUTRITION CENTERS

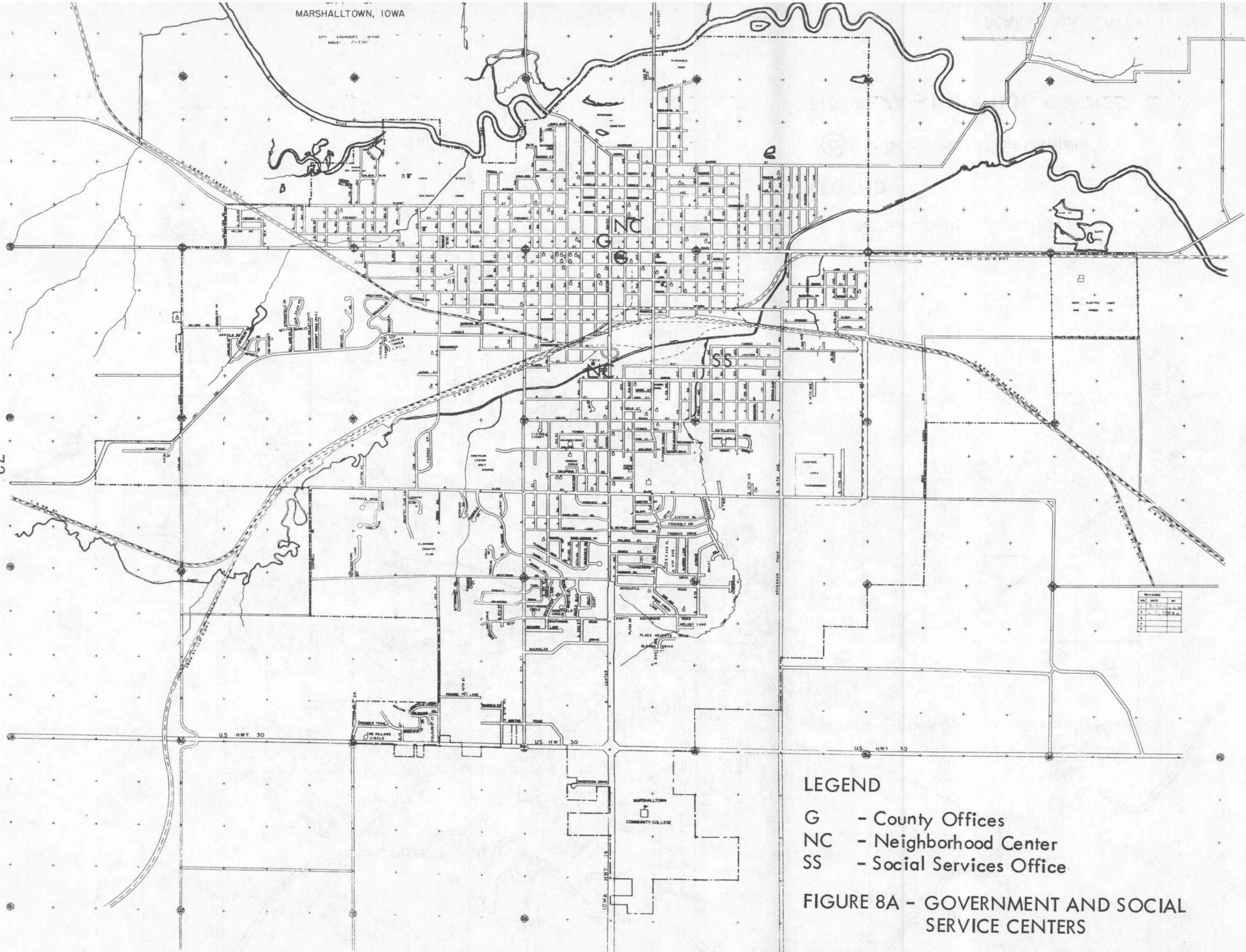
MARSHALLTOWN, IOWA

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MARSHALLTOWN, IOWA

CITY ENGINEER'S OFFICE
SCALE 1"=100'

72



LEGEND

- G - County Offices
- NC - Neighborhood Center
- SS - Social Services Office

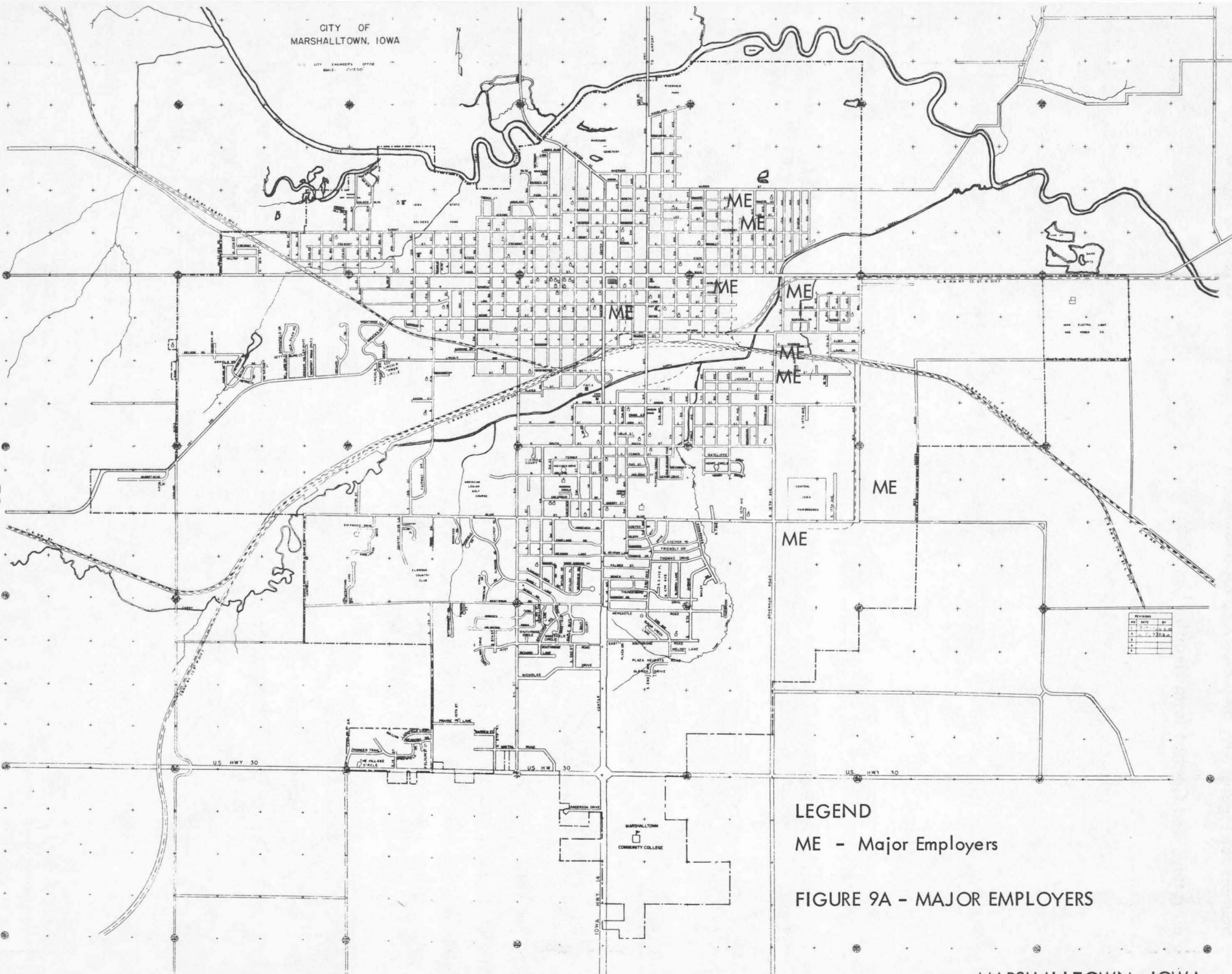
FIGURE 8A - GOVERNMENT AND SOCIAL SERVICE CENTERS

MARSHALLTOWN, IOWA

CITY OF
MARSHALLTOWN, IOWA

CITY ENGINEER'S OFFICE
MAY 1973

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LEGEND

ME - Major Employers

FIGURE 9A - MAJOR EMPLOYERS

Sources for Figures 4A, 5A, 6A, 7A, 8A and 9A are local government officials, phone directory, and Central Iowa Health Plan 1975.

Marshalltown, like almost every city of its size or larger in the United States, faces the problem of what to do with its public transportation system. Municipalities provide public transportation systems for their residents because the elderly, the handicapped, the young, and the disadvantaged have few opportunities open to them unless there is some form of public transportation.

The existing bus system is operated by Marshall Motor Coach Co., Inc. The company owns four buses varying in age from 17 years to 27 years old and varying in capacity from 35 passengers to 42 passengers. There is only one bus that provides service to the general public at a single time. This bus runs continually on a specified route from 6:15 a.m. to 5:45 p.m., 5 days a week and from 8:15 a.m. to 3:34 p.m. on Saturdays. The route consists of three loops running to the west, east and south. The system is set up to run one of these loops every half hour beginning and terminating in the central business district. A special route is operated on Saturday to the Mid-Iowa Workshop which is an area where handicapped people are employed and it is for their purpose only. A route map is made a part of this report.

The fare structure that is used is 25¢ per ride for all its users. The contract with the city guarantees the bus company a revenue of \$11.95 per hour. Thus, if during a given hour, the bus picks up only 12 people, the city would pay the difference in revenue of \$8.95. Marshall Motor Coach, Inc., is also reimbursed \$28.00 per day by the school system for providing bus service for the school aged children to and from school, twice daily.

An analysis technique developed by Dr. R. L. Carstens of Iowa State University as shown in MARSHALLTOWN A Community Study (May 1976), indicates that there are 2.14 revenue rides annually per capita which indicates very poor usage of the system. A value of five is considered minimum service. The low ridership on the existing system can be attributed to many factors. The existing pattern of routes gives the best coverage to the northwest quadrant of the

city to handle the large number of elderly in the area, but the northeast quadrant has a higher general population density. The existing bus service is centered on the central business district which is not the major employment attractor or the major commercial attractor. The existing routes do not encourage people to use the bus service as a means of getting to and from work. Also the existing bus is not equipped to handle the handicapped. A combination of these factors causes a below acceptable ridership.

Marshalltown is also served by various other transportation services. These include taxi services, social service programs, Iowa Veterans Home transportation, special school district service, and a community school shuttle bus.

There are two taxicab companies operating in Marshalltown. Yellow Cab Co. has four cabs but operate only two at the present time. These cabs are in operation 24 hours a day, seven days a week and are radio dispatched. The two cabs average 500 miles a day and it is estimated that 250 passengers use their service daily. The company operates with five to nine staff people, depending on the season of the year. Fares for Yellow Cab are as follows:

Up to 6 blocks	\$0.75
12 blocks	\$1.00
18 blocks	\$1.20
Every 6 blocks after 20 blocks	\$0.20 per block.

A large percentage of the passengers are comprised of the elderly.

Royal Cab Company has seven cabs and operate three. These cabs are in operation seven days a week, 24 hours a day and are radio dispatched. They average 500 miles daily and estimate 250 passengers daily with approximately 50% of the passengers elderly or handicapped. There has been a decline in the elderly and handicapped riders due to the transportation service

provided locally by the social service programs. The fares for Royal Cab Company are as follows:

0 - 12 blocks	\$1.00
12 - 18 blocks	\$1.20
18 - 24 blocks	\$1.40
24 - 30 blocks	\$1.60
30 - 36 blocks	\$1.80
36 - 42 blocks	\$2.00
42 - 48 blocks	\$2.20
48 - 54 blocks	\$2.40

Several programs provide transportation for certain groups of people in Marshalltown. The groups include the elderly, handicapped and people with low incomes.

The Marshall County Council on Aging provides a transportation service for the elderly and is operated by volunteer drivers. The primary purpose of this service is to transport individuals to doctors, grocery stores and beauty shops. The following information was provided regarding trips made in Marshalltown:

December 1976 - 157 trips

January 1977 - 191 trips

February 1977 - 273 trips.

The Hawkeye Valley Area Agency on Aging provides shuttle bus service for a four county area for elderly and handicapped individuals that require medical services in Iowa City, Des Moines and Ames. Marshalltown residents use this service but no information is available as to the exact number of trips specifically for Marshalltown residents.

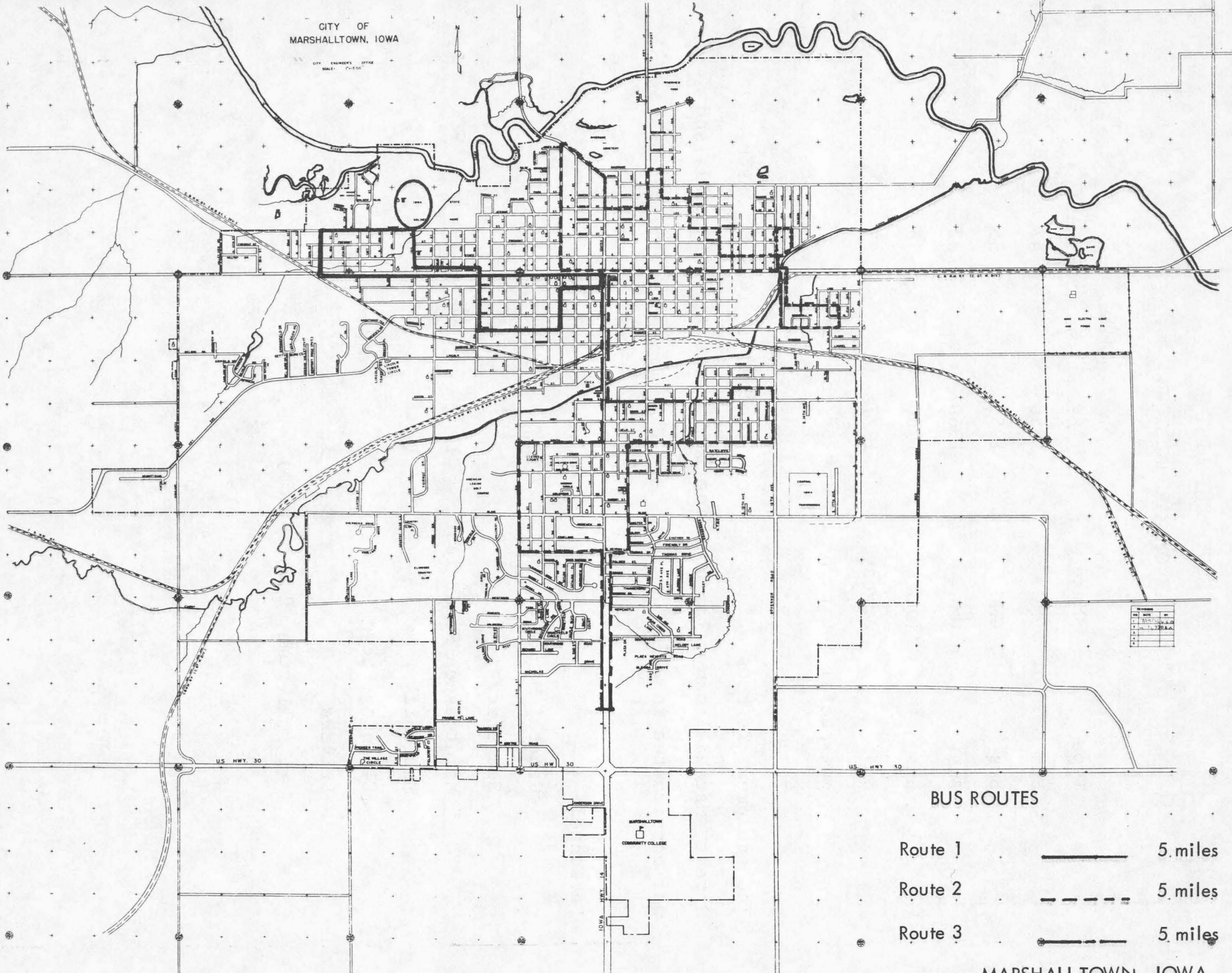
Residents of the Iowa Veterans Home are provided with transportation at no charge. The

purpose of the trips range from medical to social to recreational, both in and out of the Marshalltown area. The Iowa Veterans Home does not provide transportation for its residents to the downtown area. This service is provided by Marshall Motor Coach on one of its regular routes.

CITY OF
MARSHALLTOWN, IOWA




CITY ENGINEER'S OFFICE
SCALE: 1" = 500'

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NO.	NAME	TYPE
1	W. 1ST ST.	ST.
2	W. 2ND ST.	ST.
3	W. 3RD ST.	ST.
4	W. 4TH ST.	ST.
5	W. 5TH ST.	ST.
6	W. 6TH ST.	ST.
7	W. 7TH ST.	ST.
8	W. 8TH ST.	ST.
9	W. 9TH ST.	ST.
10	W. 10TH ST.	ST.
11	W. 11TH ST.	ST.
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33	W. 33RD ST.	ST.
34	W. 34TH ST.	ST.
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79	W. 79TH ST.	ST.
80	W. 80TH ST.	ST.
81	W. 81ST ST.	ST.
82	W. 82ND ST.	ST.
83	W. 83RD ST.	ST.
84	W. 84TH ST.	ST.
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86	W. 86TH ST.	ST.
87	W. 87TH ST.	ST.
88	W. 88TH ST.	ST.
89	W. 89TH ST.	ST.
90	W. 90TH ST.	ST.
91	W. 91ST ST.	ST.
92	W. 92ND ST.	ST.
93	W. 93RD ST.	ST.
94	W. 94TH ST.	ST.
95	W. 95TH ST.	ST.
96	W. 96TH ST.	ST.
97	W. 97TH ST.	ST.
98	W. 98TH ST.	ST.
99	W. 99TH ST.	ST.
100	W. 100TH ST.	ST.

BUS ROUTES

- Route 1  5 miles
- Route 2  5 miles
- Route 3  5 miles

MARSHALLTOWN, IOWA

EQUIPMENT LIST
CITY OF MARSHALLTOWN

<u>Type</u>	<u>Make</u>	<u>Age</u>	<u>Capacity</u>
Bus	GMC	1950	42
Bus	GMC	1955	35
Bus	GMC	1960	42
Bus	GMC	1960	35
Bus	Argosy	1977	25

No special equipment on any of the buses.

The equipment is housed in a bus barn located at 1409 E. Anson Street, Marshalltown. The building is 50' x 120', all metal, and was constructed in 1976.

Personnel:

General Manager	1
Secretary	1
Maintenance Supervisor	1
Mechanic	1
Cleaning Lady	1
Drivers	3

(1 full-time, 2 part-time)

SECTION II

TRANSIT SERVICE STANDARDS AND NEEDS

STANDARDS FOR:

Objective 1A:

- Investigate the possibility of sharing vehicles within the county through purchase of service agreements and/or interagency contracts in Marshall, Tama, and Poweshiek Counties, within the first 2 years.
- Develop a schedule within the first 2 years for the replacement of old, worn-out vehicles.
- Investigate the possibility of updating and/or increasing the service routes to meet unserved areas within the first 4 years.
- Look into the possibility of developing inter and intra-county service to the major service areas within the first 5 years.

Objective 1B:

- Within the first year, hold an initial meeting at the county level between the existing service providers (such as the County Boards of Supervisors, the Agency on Aging, local taxi and bus companies, etc.) to start talking about coordinating routes and time schedules, sharing vehicles, eliminating duplicated service, etc.

Objective 1C:

- Within the first 5 years initiate proceedings, through the Advisory Council, to investigate the development of a Regional Transit Authority that would concentrate its efforts on administration and monitoring the transit services.

Objective 2A:

- Within the first 3 years investigate the development of a unified fare structure through a subsidy arrangement for the disadvantaged that would be used in conjunction with private, profit motivated services.

- Within the first 3 years examine the possibility of developing a suggested contribution for the transportation disadvantaged that would be used in connection with the non-profit motivated services.
- Investigate the possibility, within the first 3 years of requiring any and all new vehicles purchased be equipped with a ramp or lift to help increase the number and accessibility of vehicles for the handicapped riders.

Objective 3A:

- Within the first 2 years, hold at least one meeting or panel discussion in each of the four counties in which the service providers of the county and surrounding area would be invited to talk to the general public about their services and how they operate and to answer any questions there might be about their services.
- Develop a brochure or pamphlet containing all the service providers, their service area, who they serve, their time schedules, and other pertinent information that would be released to the general public within the first 2 years.

Objective 3B:

- Within the first year investigate the possibility of developing an advertising campaign that would include newspaper ads, radio announcements, general information mailouts, etc., for the promotion of transit service within the region.

Objective 4A:

- Examine the possibility of increasing the subsidies and donations for the reimbursement of the volunteers' mileage, within the first 3 years.
- Look into the possibility of setting up a volunteer referral agency or system, within the first 4 years, that would enable organizations and/or individuals to be placed on a list so that agencies providing service can see what man power is available and it will also let the volunteers see what transportation agencies need help.

Objective 4B:

- Within the first 5 years, a task force of members from the Advisory Council and other interested persons should be developed for the purpose of investigating, by means of direct communication, letter writing, etc., to local legislators, the possibilities of the development of legislation regarding the improvement of liability insurance for the volunteers.

TABLE 10
 DEMAND ESTIMATION
 for
 NON-ELDERLY HANDICAPPED

Marshalltown is considered to be a "small urban" area by the DOT, thus it is being excluded from the Regional figures. The Marshalltown demand estimations will be covered in Section 2A.

The estimated non-elderly handicapped regional population (excl. M'town) =
 $.0319 \times 77,344 = 2,467$

Potential demand/month =
 $2,467 \times 12 \text{ one-way trips/month} = 29,604$

Trip purpose distribution: passengers/month

<u>TRIP PURPOSE</u>	<u>% of Total Trips</u>	<u>No. of Pass/Mo.</u>
Medical	8%	2,368
Employment	17%	5,033
Social-Recreational	14%	4,145
Education	2%	592
Shopping/Personal	10%	2,960
Others (includes return trips)	<u>49%</u>	<u>14,506</u>
	100%	29,604

The regional total of the average monthly ridership on existing systems = 1,104/month.

The sources for the estimated non-elderly handicapped population, the potential demand/month and the trip purpose distribution were the Iowa DOT and 1970 population data.

The figure of 1,104 was computed from the average monthly passen-

gers being served by the County Boards of Supervisors. This is the only group, at the present time, providing service to the handicapped population at the county level.

It should be noted that almost all the rides are for employment purposes to Mid-Iowa Workshop in Marshalltown. The remaining trips are for educational purposes to Pleasant Hill School, also located in Marshalltown. (There is no way of separating the employment trips and the educational trips at this time.) When comparing the existing trips to the estimated demand both as a whole and as a specific purpose, it can be seen that existing trips are much lower than the proposed estimated demand. The table below compares existing and estimated figures along with the differences in number and percentage.

<u>TRIP PURPOSE</u>	<u>No. of Pass./Month</u>		<u>Diff. Betwn.</u>	<u>Existing as</u>
	<u>Estimated</u>	<u>Existing</u>	<u>Est. & Ex.</u>	<u>% of Est.</u>
Employment & Education	5,625	1,104	4,521	19.6%
TOTAL	29,604	1,104	28,500	3.7%

TABLE 11

DEMAND ESTIMATION FOR ELDERLY

Again, as in the case of the non-elderly handicapped, the city of Marshalltown is considered to be a "small urban" area and therefore is being excluded from the Regional figures. The Marshall-

town demand estimation for the elderly will be covered in Section 2A.

The estimated elderly with mobility limitations =
 $.52 \times 10,776$ (regional elderly pop.,
 excl. Marshalltown) = 5,604

Potential demand/month
 $5,604 \times 8$ one-way trips/month = 44,832

Trip purpose distribution: passenger/month

<u>TRIP PURPOSE</u>	<u>% of Total Trips</u>	<u>No. of Pass/Mo.</u>
Medical	5%	2,242
Economic (bank, groc)	21%	9,414
Group Excursions (out of reg.)	2%	897
Congregate Meals	20%	8,966
Recreation	5%	2,242
Visiting	6%	2,690
Agency (access to or trans. for other agencies)	2%	897
Other (includes return trips)	<u>39%</u>	<u>17,484</u>
TOTAL	100%	44,832

The regional total of the average monthly ridership on existing systems = 713/month

The sources for the estimated elderly with mobility limitations, the potential demand/month and the trip purpose distribution were the Iowa DOT and 1970 population data.

The figure of 713 was computed from the average monthly passengers being served by the four County Councils on Aging, excluding the elderly service for the immediate Marshalltown area. At the present time, this is the only group from which information is avail-

able on elderly transportation. There has been no means of separating trip purpose for the elderly, which means comparisons between existing trips and estimated demand trips will have to be figured at the total passengers/month level. Again, as in the case of the non-elderly handicapped, the number of existing trips is much lower than the proposed estimated demand. The table below compares existing and estimated figures along with the differences in number and percentage.

<u>TRIP PURPOSE</u>	<u>No. of Pass./Month</u>		<u>Diff. Betwn.</u>	<u>Existing as</u>
	<u>Estimated</u>	<u>Existing</u>	<u>Est. & Ex.</u>	<u>% of Est.</u>
TOTAL	44,832	713	44,119	1.6%

When both the handicapped and the elderly groups are combined, the results are as follows:

<u>TRIP PURPOSE</u>	<u>No. of Pass./Month</u>		<u>Diff. Betwn.</u>	<u>Existing as</u>
	<u>Estimated</u>	<u>Existing</u>	<u>Est. & Ex.</u>	<u>% of Est.</u>
Handicapped				
Total	29,604	1,104	28,500	3.7%
Elderly Total	44,832	713	44,119	1.6%
Regional Total	74,436	1,817	72,619	2.4%

Not only are there operational needs within the region, as shown in Tables 10 and 11, but there is also an organizational need. At the present time there is no centralized agency that concentrates its efforts toward transportation. The region's existing transit system is made up of many sub-groups who provide service to many parts of the region. The problem that exists is that there is no

coordination between any of these providers themselves or between the providers and the users. Consequently, parts of the region are unserved by the system while other areas have a duplication of service. There is a need for more communication throughout the region to find out who is needing transportation, where it is needed, and who is and can provide the necessary service.

SECTION IIA

TRANSIT SERVICE STANDARDS AND NEEDS

CITY OF MARSHALLTOWN

SECTION II A

TRANSIT SERVICE STANDARDS AND NEEDS

STANDARDS FOR:

- Objective 1A: Develop a schedule for the replacement of ancient buses with more modern, updated equipment within the first two years.
- Objective 1B: By investigating the development of weekend service through the city bus system within the first two years.
- Within the first year, investigate the possibility of arranging for the placement of shelters and/or benches, route maps, time schedules, and other pertinent equipment and information at strategic locations along the routes.
- Objective 2A: Within the first year investigate the possibility of locating, by address, the handicapped persons within the community.
- Investigate the development of new routes or pickup routines for the handicapped and aged within the first three years.

TABLE 10 A
DEMAND ESTIMATION
for
NON-ELDERLY HANDICAPPED

The estimated non-elderly handicapped population	=	
.0319 x 26,219 (total city population)	=	836.39
 Total demand for non-elderly handicapped trips per month	 =	
12 x .0319 x 26,219	=	10,036.63

<u>TRIP PURPOSE</u>	<u>% of Total Trips</u>	<u>No. of Pass/Mo.</u>
Medical	8%	803
Employment	17%	1706
Social-Recreation	14%	1405
Education	2%	201
Shopping & Personal	10%	1004
Other (includes returns)	40%	4918
 TOTAL	 100%	 10,037

The total of the average monthly ridership on the existing system - 520.

The sources for the estimated non-elderly handicapped population, the potential demand/month and the trip purpose distribution were the Iowa DOT and 1970 population data.

The total of the average monthly ridership being served by Marshall Motor Coach is 520 per month. This is the only system that is providing service to the handicapped at this time. The purpose of these trips is employment and education within the Marshalltown area. (There is no way of separating the employment and educational trips at this time). When comparing the existing trips to the estimated demand it can be seen that the existing trips are much lower than the proposed estimated demand.

<u>TRIP PURPOSE</u>	<u>No. of Pass/Month</u>		<u>Diff. Betwn. Est. & Ex.</u>	<u>Existing as % of Est.</u>
	<u>Estimated</u>	<u>Existing</u>		
Employment & Education	1,907	520	1,377	27.2%
Total	10,037	520	9,506.63	5.18%

TABLE 11 A

DEMAND ESTIMATION FOR ELDERLY

The estimated elderly with mobility limitations =
 $.52 \times 3436$ (city population over 65) = 1,786.7

Potential demand/month =
 $1,786.7 \times 8$ one-way trips/month = 14,293.6

Trip purpose distribution: passengers/month

<u>TRIP PURPOSE</u>	<u>% of Total Trips</u>	<u>No. of Pass/Mo.</u>
Medical	5%	714.7
Economic (bank, groc)	21%	3001.7
Group Excursions (out of town)	2%	285.9
Congregate Meals	20%	2858.7
Recreation	5%	714.7
Visiting	6%	857.6
Agency (access to or trans. for other agencies)	2%	285.8
Other (includes return trips)	39%	5574.5
TOTAL	100%	14,293.6

The total of the average monthly ridership on the existing system - 207/month

The sources for the estimated elderly with mobility limitations, the potential demand/month and the trip purpose distribution were the Iowa DOT and 1970 population data.

The figure of 207 was computed from the average daily passengers being served by the Marshall County Council on Aging. At the present time, this is the only group that provides elderly transportation. There is no means of separating trip purpose for the elderly, which means comparisons between existing trips and estimated demand trips will have to be figured at the total passengers/month level. Again, as in the case of the non-elderly handicapped, the number of existing trips is much lower than the proposed estimated demand. The table below compares existing and estimated figures along with the differences in number and percentage.

<u>TRIP PURPOSE</u>	<u>No. of Pass/Month</u>		<u>Diff. Betwn. Est. & Ex.</u>	<u>Existing as % of Est.</u>
	<u>Estimated</u>	<u>Existing</u>		
TOTAL	14,293.6	207	14,086.6	1.4%

When both the handicapped and the elderly groups are combined, the results are as follows:

<u>TRIP PURPOSE</u>	<u>No. of Pass/Month</u>		<u>Diff. Betwn. Est. & Ex.</u>	<u>Existing as % of Est.</u>
	<u>Estimated</u>	<u>Existing</u>		
Handicapped Total	10,036.6	530	9,506.6	5.28%
Elderly Total	14,293.6	207	14,086.6	1.45%
City Total	24,330.2	737	23,593.2	3.03%

SECTION III
TRANSIT SERVICE STANDARDS

The standards for the operational alternatives are focused around increasing ridership of the non-elderly handicapped by 50%. These standards are also aimed at covering a greater area of the region while at the same time seeking to obtain a better utilization of the existing vehicles whenever possible. The main trip purposes for the added services are employment and education. For the first year, since the concentration of service is on the handicapped, the elderly service will remain the same and no standards will be set for this service.

SERVICE STANDARDS FOR REGION SIX

	<u>Existing</u>	<u>Proposed Standard</u>
Ridership/month (non-elderly handicapped)	1,104	1,656
Vehicle miles/month	7,751	10,200
Running cost/year		
Local	\$27,613.18	\$27,613.18
Subsidy	N/A	12,739.62
Total	\$27,613.18	\$40,352.80
Capital cost/year		
Local	\$ 8,000.00	\$ 3,234.00
Subsidy	8,000.00	45,766.00*
Total	\$16,000.00	\$49,000.00

SERVICE STANDARDS FOR REGION SIX (cont'd)

	<u>Existing</u>	<u>Proposed Standard</u>
Administrative cost/year		
Coordinator	----	\$10,500.00
Overhead	----	1,500.00
Marketing	----	2,000.00
Total (state subsidy)	----	\$14,000.00

TOTAL OPERATING COST/year		
Local	\$35,613.18	\$ 30,847.18
Subsidy	8,000.00	72,505.62
TOTAL	\$43,613.18	\$103,352.80

Cost/Passenger		
(Cost - running + adm)	2.08	2.73
Local	2.08	1.39
Subsidy	N/A	1.34

* Capital equipment subsidy for the proposed standards consist of funds from both state and federal levels. The state subsidy equals \$6,566 and the federal subsidy equals \$39,200.

BASIS FOR STANDARDS

Ridership & Mileage:

As stated before, the proposed standards are concentrating on increasing the non-elderly handicapped ridership by 50%. This increase equals 24 passengers per day and meets approximately 2% of the estimated regional demand for the handicapped ridership. The methodology used in determining the proposed ridership was based

on: the formula used for estimating the non-elderly handicapped population, the current ridership and the population of the communities and rural areas of the region. Using these three characteristics estimates for the non-elderly handicapped population were determined in the communities and rural areas.

Because of the proposed increase in ridership there will need to be additional miles planned for the system. The increase in mileage will be handled through the provision of additional routes. The new routes (miles) will be providing transportation to areas currently not being served by the system. The total mileage for the proposed standards equals 10,200/month or 443 miles/day, which is an increase over the existing system of 2449 miles/month or 106 miles/day.

NOTE: It should be mentioned that through communications between both the director of the Mid-Iowa Workshop and the director of Pleasant Hill Development Center with the Planning Commission, these facilities have the available space to handle an increase in employees and/or students. This information was necessary in order to assure that if and when an increase in ridership would occur that there would be someplace to take the riders.

Operating Cost:

The total operating expenses listed on Table 9 include operating costs for all transportation services provided by the County Boards of Supervisors. These services include such things as transportation for the county care facility, the elderly, trips for medical purposes for the disadvantaged, etc. Plus, there were also capi-

tal costs figured into the operating expenses for vehicles that were purchased the past year in three of the four counties. Due to budget procedures we are only able to estimate what amount is used solely for the purpose of transporting the handicapped to Marshalltown for education and employment. The breakdown for the counties' total operating expenses for all transportation services is as follows:

OPERATING COST FOR ALL COUNTY TRANSPORTATION SERVICE

	<u>Hardin</u>	<u>Marshall</u>	<u>Poweshiek</u>	<u>Tama</u>	<u>Total</u>
Total Operating cost	\$25,608.18	\$14,000	\$3,500*	\$18,505	\$61,613.18
Running & Admin. Cost					
TOTAL	16,600.18	6,700	3,500	11,505	38,313.18
Local	13,273.18	4,350	3,500	7,004	28,127.18
Subsidy	3,335.00	2,350	---	4,501	10,186.00
Capital Cost					
TOTAL	9,000.00	7,300	---	7,000	23,300.00
Local	4,500.00	3,650	---	3,500	11,650.00
Subsidy	4,500.00	3,650	---	3,500	11,650.00

* This \$3500 equals the estimated reimbursement cost to a private individual for mileage for transporting 3 riders to and from Marshalltown. The reimbursement cost was figured at \$.15/mile.

The breakdown of the counties' operating expenses for transportation service to the non-elderly handicapped is listed in the following table. These figures plus the capital cost and the depreciation value of the existing vehicles used for transporting the

handicapped; will be the basis for determining the estimated operating costs for the handicapped service within the region.

Due to the lack of definite figures the depreciation amounts were determined by researching the depreciation schedules of similar vehicles under comparable conditions. The vehicle depreciation values were estimated for only those counties providing handicapped service with county-owned vehicles (Hardin and Tama). Hardin County's depreciation value equals \$4,500 which is the amount of the two vehicles; \$1,500 for a van and \$3,000 for a bus (similar to that used by schools). Tama County's depreciation value equals \$1,500 which is the amount determined for a van.

TRANSPORTATION COSTS FOR NON-ELDERLY HANDICAPPED SERVICE

	RUNNING COST			Total Capital Cost	Vehicle Deprec.
	Total	Handicapped Service to Marshalltown	Other Serv. (Co. Care Facil, Eld., etc.)		
HARDIN	\$16,608.18	\$11,608.18	\$5,000	\$9,000	\$4,500
MARSHALL	6,700.00	---	6,700	---	---
POWESHIEK	3,500.00	3,500.00	---	---	---
TAMA	11,505.00	6,505.00	5,000	7,000	1,500
TOTAL	\$38,313.18	\$21,613.18	\$16,700	\$16,000	\$6,000

The Total Running expenses for non-elderly handicapped based on just the service to Marshalltown plus vehicle depreciation = approximately \$27,613.18.

The Total Operating expense for non-elderly handicapped based on Total Running cost and Total Capital cost = approximately \$43,618.18.

NOTE: The vehicles that were used in calculating the depreciation value were a van and a large bus in Hardin County and a van for Tama County. The van that was purchased for Marshall County is not being used for handicapped transportation, thus there was no depreciation value figured into the expenses. The vehicle used in Poweshiek County is privately owned and there is no operating cost per se for the county, so again there was no depreciation value figured into the expenses.

The subsidy that was obtained from the State last year had to be used for capital costs and operating costs. The state money was matched to county funds with only the capital costs having to be matched 50-50, state and local.

The County Boards of Supervisors had originally set up their budgets for the fiscal year to include no purchases of vehicles. In the middle of the fiscal year the State introduced a program in which they would provide matching funds to the counties for purchase of vehicles and operating expenses based on a deficit shown for transportation. The program had budgeted approximately \$7000 per county in the region. Consequently, if the counties participated in the program they would have to use a portion of their previously budgeted operating costs for capital costs. Thus they would be spending needed operating monies for the purchase of vehicles.

Three of the four counties (Hardin, Marshall, and Tama) participated in the program. Since Poweshiek County did not wish to apply for any of the money, this allowed additional money to become

available, if so needed, to the other three counties. As a result Hardin County applied for \$9335 and received \$7835; Marshall County applied for \$7000 and received \$6000; Tama County applied for \$9251 and received \$8001.

The funds for Marshall County were used strictly for transportation purposes at the County Care Facility, thus leaving approximately \$15,836 from the State that was to be used for matching funds for non-elderly handicapped service. Of the money received from the State, \$8000 was used for capital costs and the remaining \$7836 was used for operating costs. The state funds were used to replace the money that the counties took from their operating budgets for capital cost. This left the total regional running expenses for handicapped service to Marshalltown at the original estimated \$27,613.18.

The N/A (not available) in the subsidy line of the existing running cost is there because the funds that were received from the State for running costs were for all types of transportation service provided by the Board of Supervisors. The figures used in the NON-ELDERLY SERVICE table for the breakdown of running cost, which were the basis for the Existing running cost, included both local contributions as well as State funds. Due to budgeting procedures and information received from the local level, the exact amount of State funds used for just non-elderly handicapped service was unattainable.

Local operating costs listed in the proposed standards have been set at an amount equal to the costs of the existing system so local expenses for the new system can be kept as low as possible and still provide service. Additional costs incurred by increased mileage will be covered by State funding. The State DOT has said that the region can expect to receive approximately \$32,000 (\$8000 per county) for the provision of transportation services. Of the State's \$32,000, \$14,000 is planned for administrative and marketing costs, leaving \$18,000 for running costs and capital costs if needed.

The proposed running cost was figured to be \$40,352.80. Of this amount \$27,613.18 would be from local contribution (which equals last year's running cost) and the remaining \$12,729.62 would come from State funds. The running cost was determined by taking the existing running cost/mile (\$.297) and multiplying it times the number of proposed miles. The state funds were arrived at by subtracting the local amount from the total cost. There is also an inflation amount added in to help cover rising cost to the existing system.

Capital Equipment:

The existing service furnished by the Boards of Supervisors has four vehicles to provide rides for the handicapped population in the region. Hardin County has a used 54-passenger bus and a new 15-passenger van. Tama County has a new 15-passenger van and Powe-

shiek County reimburses the driver for mileage on his private car for transporting riders to and from Marshalltown. The suggested proposal consists of purchasing 3 new vehicles to replace, where needed, any old, worn-out vehicles such as the bus in Hardin County and also to help make it possible to provide service to more persons and unserved areas such as in Tama and Poweshiek Counties.

The cost for the new vehicles in the existing system was \$16,000. Half of the purchase amount was provided by the state and the other half by the counties receiving the vehicles. The cost for new vehicles in the proposed standards equals \$49,000; \$25,000 for a bus in Hardin County and \$24,000 for vans (\$12,000/vehicle) in both Tama and Poweshiek Counties.

The funds needed to purchase these vehicles would come from the federal and local levels with help from the State. The federal funds would be from U.M.T.A. Section III Program and would cover up to 80% of the purchasing cost (\$39,200). The other 20% (\$9800) would have to be taken care of by the county purchasing the vehicle and by state assistance.

Based on DOT's Administrative Rules Section 1.4(3) funds received from the State for the purpose of capital purchases may be used to cover 2/3 of the remaining 20%. The other 1/3 must come from the local level. The breakdown of dollars for the 20% would be \$6566 State and \$3234 local.

Administrative Cost (coordinator and marketing):

At the present time the existing system does not have a coordinator and there is very little, if any, marketing procedure taking place. The proposed standards plan for a coordinator to be added to the system with a salary of \$10,500 a year. The purpose of this position is to coordinate the administrative functions of the transit system within the region. This person (or persons) will also be in charge of monitoring the system, marketing and advertisement, setting up meetings and discussions throughout the region involving service providers and users as well as performing other necessary administrative activities.

The purpose of the meetings and discussions is to start developing communication lines between the providers themselves, as well as between providers and users. The coordination and cooperation among these groups is essential in order to provide a more efficient service, to provide transportation to unserved areas, and to eliminate duplicated services in the existing system.

There are also direct costs equaling \$1500 being proposed. These costs include expenses for phone, travel, supplies, etc. The money needed to cover these items will come from State funds. The overhead costs such as rent, utilities and other indirect costs will be covered by the Planning Commission.

The proposed marketing costs equals \$2000 and will be used to help

create a greater interest toward the transit system. The marketing and advertising program will be discussed in more detail in Section IV in relationship to the 3-year plan.

TRANSIT SERVICE ALTERNATIVES

The transit service alternatives for Region Six are being focused around coordination and improvement of service throughout the region based on the proposed service standards. Achievement of this coordination and improvement of service has been hindered in the past due to a lack of communication between the different service providers as well as between providers and users. The inadequacy to satisfy unmet needs and to provide transportation to unserved areas has also burdened the existing system. The alternatives that are being developed will hopefully lead to the progression of a more efficiently run service for the region by eliminating and/or correcting the drawbacks of the existing system.

ALTERNATIVE A: organizational

- The Region Six Planning Commission would be the centralized regional agency in charge of the system's administrative functions. It would monitor the system and begin the coordination process between the providers and the users.

The Planning Commission is a functioning regional organization that is already acquainted with the existing transit service and its providers throughout the area. Its only added cost in becoming the centralized agency would be for assigning a staff member the necessary transit service responsibilities. The responsibilities would include such functions as coordinating meetings, monitoring the system, and carrying out the necessary administrative operations. This individual would be retained with state transit funds which the regional transit system would be eligible for.

ALTERNATIVE B: organizational

- Set up a regional transit agency composed of a selected number of service provider representatives from throughout the region. This agency would be in charge of administrative functions, monitoring the system and coordinating the service providers and users.

This transit agency would consist of a number of persons directly

affected by the Transit Development Plan. It is felt that in order to make this type of agency a workable organization it would require an operation, working full time, with an office and staff. Initial cost incurred in the development of this agency would include office space and equipment, salaries for office personnel such as a coordinator and secretary, and other expenses necessary for administration, monitoring and coordinating.

ALTERNATIVE C: organizational & operational

- Continuation of the existing level of service through the existing system (as stated in Section I).

At the present time the County Boards of Supervisors are providing service to the handicapped. The County Councils on Aging, through the HVAAA, are providing service to the elderly throughout the region; and the only local general public service being furnished in the region is by 5 taxi companies and one city bus company.

The existing service provided by the Boards of Supervisors focused on by this plan is that which furnishes transportation to the non-elderly handicapped throughout the region. This service is based on fixed routes to and from Marshalltown for the purposes of employment and education. The elderly services provided by the Councils on Aging is a demand responsive system to many different locations outside the region. The purposes of the trips range

from medical to personal business to social. The five taxi companies are located in four communities; two in Marshalltown and one each in Iowa Falls, Grinnell, and Tama (also serving the Toledo area). The bus company is located in Marshalltown.

Continuation of the existing system would not incur any additional expense or manpower except for necessary costs to cover inflation and the normal replacement of vehicles. The negative feature about the existing system is lack of coordination between providers and users; there are several areas within the region not being served by certain transportation agencies while in some areas a duplicated service is being provided.

ALTERNATIVE D: operational

- Provide additional handicapped service in Tama and Poweshiek Counties through the County Boards of Supervisors in those counties and continue the existing handicapped service in Marshall and Hardin Counties. This added service will be run the same as the existing system: on fixed routes, five days/week. Existing service for the elderly and the general public will remain the same.

At the present time Poweshiek and Tama County Boards of Supervisors have both stated they are interested in the possibility of expanding their service to the handicapped population of their counties

depending on what, if any, the additional cost would be at the local level. Additional service in Tama County would come through the provision of a new route which would serve the northern half of the county. This new route would be approximately 82 miles in length, which consists of a round trip to and from Marshalltown. The total daily miles that would now be served in Tama County equals 132, round trip. Communities that will be served by this new route include Traer, Gladbrook and Garwin.

Poweshiek County's proposed additional service would be provided through an extension of the existing route. This extension would consist of adding 20-21 miles, round trip, to the existing route. The added miles would enable the community of Montezuma to be furnished with handicapped transportation now serving Searsboro and Grinnell on the present route. The newly extended route running from Poweshiek County to Marshalltown would now equal approximately 106 miles, round trip, daily.

In both counties additional vehicles will be needed to serve new areas. In order to help save on cost it is being proposed that whenever and wherever it is possible the vehicles used for this additional service would be obtained through the sharing of existing vehicles within the county. If no such vehicles exist, new vehicles will need to be purchased. In order to help the counties cut vehicle purchase expenses Section III funds from the Urban Mass Transit Administration (UMTA) could be applied for to pay up

to 80% of the purchasing price.

For Poweshiek County it is being suggested that a new van be purchased to replace the privately owned car used in the existing service. The reason for purchasing a new vehicle is because at the present time there are no vehicles available to the county for providing necessary service to and from Marshalltown that could handle the proposed increase in ridership. This vehicle would be owned and operated by the County Board of Supervisors.

For Tama County the first option would be to share the vehicle at the County Care Facility for transporting handicapped persons to and from Marshalltown. It is necessary to mention that Tama County is in the process of building a new county care facility. Information pertaining to the need of vehicles and transportation service for the new facility is unavailable at this time. Consequently, there is a possibility that the existing van used by the care facility at this time would be used to a greater extent with the new facility than it is currently. If so, there will be a need to purchase another van to provide service to the proposed new area. This new vehicle would also be owned and operated by the Board of Supervisors.

Even though there would be a great deal of initial cost involved implementing this alternative, it would be improving the existing system by providing transportation to an unserved area and ful-

filling a portion of unmet needs. There would also be the certainty for additional operating costs in Hardin and Marshall Counties, even though minimal changes in service are being proposed. The extra cost would be due to inflation and any normal replacement of capital equipment.

COMPARING ALTERNATIVES

Projected Results/Requirements of
Alternatives

	Service Standards	ORGANIZATIONAL		OPERATIONAL	
		Alt. A	Alt. B	Alt. C	Alt. D
<u>TOTAL RIDES/month</u>	1656			1104	1656
<u>RIDES BY TYPE:</u> Non-elderly handicapped/ month	1656			1104	1656
<u>% OF RIDER DEMAND SATISFIED:</u>	5.6%			3.7%	5.6%
<u>AREA SERVED:</u>	Add'l service to region			Existing area served	Add'l service to Tama & Poweshiek
<u>OPERATIONS:</u> Veh. in service	5			4	5
Vehicle miles/month	10,200			7751	10,120
Running Cost	\$40,352.80			\$27,613.18	\$40,067.68
Administrative:					
Marketing	\$ 2,000.00	\$ 2,000	\$ 2,000		
G & A	1,500.00	1,500	10,000		
Salaries	10,500.00	10,500	15,500		
Total Adm. Cost	\$14,000.00	\$14,000	\$27,500		
Total Operating Costs	\$54,352.80			\$27,613.18	\$40,067.68
<u>ANNUALIZED CAPITAL COST:</u> Vehicles	\$22,210.00			\$13,860.00	\$22,210.00
<u>TOTAL OPERATING COST & ANN. CAP. COSTS</u>	\$76,562.80	\$14,000	\$27,000	\$41,473.18	\$62,277.68
<u>COST/RIDE</u> (excl. adm.)	\$ 3.15			\$ 3.13	\$ 3.13

SELECTION OF AN ALTERNATIVE

Rationale for the Selection:

The suggested alternative chosen is a combination of an organizational alternative (ALT A) and an operational alternative (ALT D). The decision to select a combined alternative was made because the need for both types is very strong. Choosing only one of the alternatives would not produce the improvements in service the transit plan is trying to achieve in its first year. It is felt that the primary alternative of the two is that which focuses on the organizational aspects of the service. Without this initial coordination and centralization of services at the administrative level, the operational aspects will have a very difficult time expanding and/or improving.

Organizational alternative (ALT A) was selected because the Region Six Planning Commission is already acquainted with the existing system, its providers, and its users. The Planning Commission would be the centralized agency providing necessary administrative functions--monitoring, marketing and advertising, applying for operating and capital grants, coordinating service providers and users, etc. Operating functions would be handled by the service providers (such as the County Boards of Supervisors) for the handicapped and the County Councils on Aging for the elderly. A contract would be drawn up between the providers and administering agency stating the position and function of each. This type of

organizational structure would have a lower initial cost and would take less time to set up.

The operational alternative (ALT D) was selected because it is felt that it would be the most achievable alternative (based on time constraints) that would produce an improvement in service to the region.

Based on estimated costs, even though cost of alternative D is greater, its overall cost/mile is equal to alternative C. Figures used in determining cost/mile were the Running Costs and the Annualized Capital Costs. Annualized capital costs were determined by multiplying a set figure for a specific type of vehicle times that vehicle's initial cost. The set figure was taken from the TDP Guidelines prepared by the Iowa Department of Transportation. These costs are used as an additional means of placing the alternatives on equal footing.

The proposed system would serve the existing service area plus provide transportation to additional areas in Tama and Poweshiek Counties. The non-elderly handicapped system would provide service five days a week, Monday thru Friday, through the use of five vehicles: A large bus and a van in Hardin County, 2 vans in Tama County and a van in Poweshiek County. Marshall County will continue to provide service to the County Care Facility through the use of a 15-passenger van which was acquired by local and state

funds. There will be a need for one additional driver for the added van in Tama County. The new added van in Tama County plus a new replacement van in Poweshiek County and the new replacement bus in Hardin County will be purchased with U.M.T.A. Section III funds along with help from the State and local levels. There is also a possibility of the Variety Club of Iowa putting up the 20% match for one Section 16(b)2 vehicle.

Since the proposed alternatives are concentrating on improvement of service to only the handicapped population, the elderly service is being planned to remain the same. The elderly system will be run on a demand responsive route by volunteer drivers throughout the entire region. The service will be provided through the County Councils on Aging in part with the Hawkeye Valley Area Agency on Aging.

NOTE: It is important to remember that the transit plan is to be working toward a regional transit system. It is stated in the plan guidelines as well as in the Financial Assistance Program requirements that the first year proposal and future years strive to achieve a regional system in order to meet the requirements to be eligible for state and/or federal funding. Without a move toward regionalization it will be very difficult to receive any type of transit funding. The yearly programs that are being proposed begin to achieve this necessary goal by planning the additional handicapped service in the region and also by planning the coordination process between the existing providers and users. The cooperation between these groups will be a very important part of the planning process.

Compatibility with Local Goals and Objectives:

Alternatives A and D were developed to conform to the local goals and objectives of the region. The main interest of the alternatives focuses around the idea of improvement to the organizational structure of the system by means of coordination and cooperation between a centralized administering agency, the providers, and the users. The alternatives will also strive to develop the operational structure through the provision of additional service to those persons deprived of essential transportation services.

SECTION III A
TRANSIT SERVICE STANDARDS
CITY OF MARSHALLTOWN

SECTION III A

TRANSIT SERVICE STANDARDS (Marshalltown)

The standards for the alternatives are focused around increasing the general public ridership by 10%. The service alternatives are all based on fixed routes with the service being operated by Marshall Motor Coach.

SERVICE STANDARDS FOR THE CITY OF MARSHALLTOWN

	<u>Existing</u>	Proposed Standard
Ridership/year - Total	75,940	81,574
General Public	56,340	61,974
Non-Elderly Handicapped	5,200	5,200
School Children	14,400	14,400
Vehicle Miles/year	50,400	50,400
Operating Cost/Year	\$47,983.35	\$44,300.00
Subsidy/Year	\$29,271.84	\$50,156.50 *
Fare Structure	\$0.25/ride	\$0.25/ride
Fare Box Revenue	\$19,000.00	\$20,393.50
Marketing	\$ 200.00	\$ 500.00
New Vehicles	0	1

* The proposed subsidy/year, \$50,156.50, is a combination of capital funds and operating funds. The capital funds will be used to purchase a new bus and equals \$26,250. The proposed operating funds for the new bus equals \$23,906.50. The total proposed operating revenue equals \$44,300.

BASIS FOR STANDARDS

As stated before, the proposed standards are concentrating on increasing the general public ridership by 10%. It is felt that an increase in ridership can be met without increasing the mileage. This would be accomplished by generating interest through marketing and advertising programs and replacing the old, worn out vehicles with a shiny, new and comfortable bus. The vehicles include the general public service mileage of 46,800 plus 3600 miles for the school route. The school route is in service only 9 months of the year and consists of 20 miles per day, 5 days per week.

The reduction in operating costs shown in the standards will be based primarily on diminished running costs for a new vehicle. Running costs include such things as fuel, maintenance, insurance, operator wages, etc.

The subsidy per year is based on the contracted amount between the City and the bus system for the provision of bus transportation to the city's residents, plus State Transit Funds available for operating expenses. The State Funds are available by means of completion and acceptance of the TDP and the application for the appropriated funds. The current contract amount equals a guaranteed \$11.95 an hour. Thus, if during a given hour, the bus picks up only 12 people, the revenue would equal \$3.00 and the city would pay the difference in revenue of \$8.95. Negotiations between the city and Marshall Motor Coach have not been completed for the upcoming year. There is a possibility of a change in the guarantee hourly revenue.

The fare structure has been proposed to remain the same, which equals 25¢ per ride. Due to the proposed increase in ridership the fare box revenue will increase by the amount of approximately \$1393.50.

At the present time the marketing program is very minimal. The marketing and advertising program would be used to generate interest throughout the community for the purpose of using the bus system. The increase in marketing costs is due to the proposed expanded marketing and advertising program. This program includes such things as radio announcements, newspaper advertisements, etc.

A new 25 passenger bus is being proposed to replace the old worn out vehicle which is currently providing service to the city. It is felt that this new bus will help in the increase of ridership due to its comfort and convenience. Two of the existing vehicles will still be used to run the school routes and to be kept on hand as a replacement bus when the other vehicles are in the shop for routine maintenance or in a case of a major breakdown.

TRANSIT SERVICE ALTERNATIVES

ALTERNATIVE A:

- Continuation of existing level of service through the use of the present system.

The existing level of service operates on three fixed routes that serve the east, west and southern parts of the city. Each route is 5 miles in length. The bus operates 12 hours a day Monday through Friday and 8 hours on Saturday. Marshall Motor Coach has three buses but only one bus is in operation at the present time. All of the buses are in a worn out, unstable condition. The newest of the three buses is seventeen years old. Costs for running the system are obtained through fare box revenue based on 25¢ per ride, plus subsidy from the city. The only additional operational costs will be inflation on running expenses and necessary maintenance.

ALTERNATIVE B:

- Provide existing level of service on the existing system with the use of new equipment.

This service would provide transportation service on three fixed, 5 mile routes that serve the east, west and southern parts of the city and would provide service 12 hours a day Monday through Friday and 8 hours on Saturday. The fare structure would remain 25¢ per ride. A new bus would be put in service to replace the existing worn out

vehicle that is currently providing the service. The bus will be owned by the City of Marshalltown and operated by Marshall Motor Coach. There will be a service contract agreement drawn up between the City and Marshall Motor Coach, stating the position and function of each.

ALTERNATIVE C:

- Using fixed routes increase the mileage of routes number 1 and 2 of the existing system while retaining the existing mileage of route number 3, using a new bus.

The mileage of routes number 1 and 2 will be increased to 8 miles to provide additional service to the areas that have a high density of transportation disadvantaged. The bus will be owned by the City of Marshalltown and operated by Marshall Motor Coach. The frequency of service will be greater due to added mileage in the two routes. Also, because of the added mileage there will be an increase in the running costs.

COMPARING ALTERNATIVES

	Service Standards	Projected Results/Requirements of Alternatives		
		Alt. 1	Alt. 2	Alt. 3
<u>Total Rides</u>	81,574	75,940	81,574	84,391
<u>Rides by Type:</u>				
General Public	61,974	56,340	61,974	64,791
Non-Elderly				
Handicapped	5,200	5,200	5,200	5,200
School Children	14,400	14,400	14,400	14,400
<u>% of Rider Demand Satisfied:</u>				
Total	7.4%	0.0%	7.4%	11.1%
General Public	10.0%	0.0%	10.0%	15.0%
Non-Elderly				
Handicapped	0.0%	0.0%	0.0%	0.0%
School Children	0.0%	0.0%	0.0%	0.0%
<u>Other Local Objectives:</u>				
Area Served	Existing Service Area	Existing Service Area	Existing Service Area	Added Miles to routes 1 & 2
<u>Revenue:</u>				
Average Fare Charged	\$.25	\$.25	\$.25	\$.25
% Riders Charged	100%	100%	100%	100%
Farebox Revenue	\$20,393.50	\$19,000 est.	\$20,393.50	\$21,097.75
Total Revenue	\$20,393.50	\$19,000 est.	\$20,393.50	\$21,097.75
<u>Operations:</u>				
Vehicles in Service	2	2	2	2
Vehicle Miles	50,400	50,400	50,400	52,200
Running Costs	\$37,650	\$42,798	\$37,650	\$38,993
Administrative				
Marketing	500	200	500	750
G & A	6,105	4,985.39	6,150	6,150
Total Administrative Costs	6,650	5,185.35	6,650	6,900
Total Operating Costs:	\$44,300	\$47,983.35	\$44,300	\$45,893
<u>Annualized Capital Costs:</u>				
Vehicles	\$ 4,715	\$ 2,610	\$ 4,715	\$ 4,715
TOTAL OPER. & ANN. CAP. COSTS	\$49,015	\$50,593.35	\$49,015	\$50,608

SELECTION OF AN ALTERNATIVE

Rationale for the Selection:

After examining the set of alternatives drawn up for the Marshalltown transit system the suggested alternative was determined to be Alternative B. The determination for the selection was based on available operating funds, estimated needs, and also the city's transportation goals. Alternative B would meet necessary proposed improvements to the system and would also cost less to operate.

The selected alternative, basically, is comprised of replacing the old, worn out existing vehicle with a shiny, more economical new bus to be used for the regular daily service to the general public. The special school route would still be serviced by one of the existing vehicles. The general public service would have three fixed routes covering the eastern, western and southern parts of the city. The bus would run 12 hours a day Monday - Friday 6:15 A.M. - 6:15 P.M. and 8 hours on Saturday 8 A.M. - 4 P.M. The new bus would be owned by the city and operated by Marshall Motor Coach Inc. A contract between the two agencies will be drawn up to state the position and function of each and to also state the guaranteed hourly revenue agreed upon to be paid to Marshall Motor Coach, Inc. by the city for operating the service.

Compatibility with Local Goals and Objectives:

Alternative B was constructed to satisfy the local transportation goals and objectives of the City of Marshalltown. The primary concern of the alternative

centers around the concept of replacing the old vehicle with a new bus, thus improving the comfort and convenience for the riders. Also this new vehicle, through its appealing qualities, should help increase ridership.

SECTION IV
3-YEAR PROGRAM

The main objective of the three-year program for the region's transit system is aimed at establishing handicapped service to the entire area, start coordinating service providers and users, and to start improving and/or increasing the service to the elderly within the region.

An important note that should be kept in mind at all times is that the yearly programs contain money from the state and federal levels. Without the necessary dollars needed for organization and operation the programs will have a lesser chance of accomplishing their purpose. Also, since there has been no mention of expected funds from the federal level and the state level cannot promise any future funding past the present year, the amounts of funds shown in the three-year budget have been based on projection of existing funding at the local level and estimated dollars from the state and federal levels in the amount necessary to cover the expenditures, plus any added costs due to inflation.

The reason for placing so much emphasis on state and federal funds is to help ease the pressure at the local level of trying to come up with necessary funds for the planned additional services. The budgets in each of the yearly programs are proposing to keep the local (county) contributions equal to their present year expenses, with consideration to increased cost and inflation.

REGIONAL SYSTEM
3-YEAR BUDGET FORMAT

<u>NON-ELDERLY HANDICAP SERV.</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
<u>CAPITAL EXPENDITURES</u>			
Vehicles	\$ 49,000.00	\$ 32,000.00	\$ ---
Buildings	---	---	---
Office Equipment	---	---	---
Shop Equipment	---	---	---
Radio	---	---	---
Shelters	---	---	---
Other (specify)	---	---	---
Subtotal	\$ 49,000.00	\$ 32,000.00	---
<u>OPERATING EXPENDITURES</u>			
Running Costs	\$ 40,067.68	\$ 52,164.00	\$ 58,997.76
Administrative	14,000.00	14,500.00	16,500.00
Subtotal	\$ 54,067.68	\$ 66,664.00	\$ 75,497.76
<u>TOTAL EXPENDITURES</u>	<u>\$103,067.68</u>	<u>\$ 98,664.00</u>	<u>\$ 75,497.76</u>
<u>REVENUE</u>			
Farebox			
Agency Contracts	N/A	N/A	N/A
Other (specify)			
<u>TOTAL REVENUE</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
<u>DEFICIT</u>	<u>\$103,067.68</u>	<u>\$ 98,664.00</u>	<u>\$ 75,497.76</u>
<u>PROJECTION OF OUTSIDE FUNDING TO COVER DEFICIT:</u>			
Local	\$ 30,847.18	\$ 31,381.96	\$ 31,026.16
Federal	39,200.00	25,600.00	---
State	33,020.50	41,682.04	44,471.60
Total	\$103,067.68	\$ 98,664.00	\$ 75,497.76

<u>ELDERLY SERVICE</u>			
Total Operating Cost	\$ 30,419.00	\$ 32,244.00	\$ 34,179.00
Revenue (contrib.)	11,717.00	12,420.00	13,165.00
Subsidy (Titles III & VII)	18,702.00	19,824.00	21,014.00

<u>REGIONAL TOTAL</u>			
Operating Cost	\$133,486.68	\$130,908.00	\$109,676.76
Revenue	11,717.00	12,420.00	13,165.00
Subsidy	121,769.68	118,488.00	96,511.76

3-YEAR BUDGET -- REMARKS:

REVENUE: At the present time the Mid-Iowa Workshop reimburses the counties .50/day/passenger for the transporting of clients to and from Marshalltown. Currently there are approximately 28 of the 48 average daily passengers attending the workshop who are from outside the Marshalltown area. Money the counties receive from the Workshop is placed into a general handicapped services fund that also contains many other types of funds from different sources other than the Workshop. This money is not used in the current year, but rather is in the upcoming year's budget. When the funds are appropriated the following year they have no ear markings and are used in areas having the greatest need (determined by the Supervisors). Consequently it is the amount of revenue used in the non-elderly handicapped transportation budget that is unattainable. (Not/Available.)

The transportation cost for the remaining 20 riders who attend Pleasant Hill are handled by the school districts in which the student resides. These specific transportation costs are just a small portion of a much larger general education fund that the school district pays for each student. Consequently, the transportation costs for the persons going to Pleasant Hill are also unattainable.

ELDERLY SYSTEM: The elderly system is planned to maintain its ex-

isting level of service through the existing system. The reason for its being placed on the 3-year budget is so that a better overall picture of the regional system and the total operating costs can be seen. The increase in the operating expense for the elderly service is based on 6%/year inflation factor on existing costs.

CAPITAL EXPENDITURE: Along with federal funds from UMTA Section III program and state and local assistance, there is the possibility of receiving the 20% local match for a 16(b)2 vehicle from the Variety Club of Iowa.

CAPITAL EQUIPMENT NEEDS:

Determining the capital equipment need for the system is a significant part of the first year plan as well as future program years. In many cases when additional ridership and/or service areas are proposed, an added vehicle is needed to handle the increase. The first year program is proposing to purchase three vehicles for the system: a large bus in Hardin County to replace the old, worn-out existing bus, a 15-passenger van in Tama County to be used along with the existing van to help provide service to additional areas, and a 15-passenger van in Poweshiek County to replace the private vehicle presently in use.

The second year plan is proposing the addition of two vehicles. One small bus in Poweshiek County to furnish transportation to unserved areas and a van in Marshall County to provide transportation to unserved areas.

The third year there are no new vehicle purchases being planned. There is a possibility that if additional vehicles are needed at this time, existing vehicles being used for other purposes could be shared (when not in use) to provide transportation to the non-elderly handicapped.

Project Financing:

The funding for the majority of the service of the regional tran-

sit system will be coming from a combination of federal and state apportioned monies and local funds. These sources, along with possible donations from private organizations such as the Variety Club of Iowa, will be the derivative for operating funds in all three program years.

The federal funding sources include UMTA Section III for public agencies and also possibly UMTA 16(b)2 for private non-profit organizations. These programs are set up on an 80-20 federal-local match. The 20% local match would come from state transit funds and local funds budgeted for capital equipment. The 20% would be a 2/3-1/3 state-local split.

Implementation Responsibility:

The agencies or organizations responsible for implementing the proposed vehicles will be those who receive the vehicles. Based on the regional plan, these agencies will be the County Boards of Supervisors who are presently providing transportation service to the non-elderly handicapped.

OPERATIONAL FORECAST:

The operating forecast for the 3-year plan is based on ridership demand and the provision of transportation to unserved areas. The first year program proposes to serve additional areas in Tama and Poweshiek Counties as stated in the suggested alternative (D).

The second year new areas of service are planned for Marshall County and again in Poweshiek County. The third year service to new areas in Marshall County is proposed. Along with the provision of service to the new areas each year, the program plans to maintain the existing level of service of the previous year.

The determination of ridership forecast for the three-year program is based on estimated demand and populations of communities and rural areas, especially those unserved by the present system. Other factors that were considered in the first year's forecast were the requests and interest shown toward the provision of added service to existing areas and/or new service to unserved areas. Ridership projections for the second and third years were based more on demand and areas unserved.

Mileage forecasts were based on ridership projections and new areas to be served (based on interest shown toward the provision of additional service). Routes from the determined service area to Marshalltown were used to calculate mileage necessary for the provision of the proposed service.

Operating costs for each program year were based on running cost/mile for the proposed system plus necessary administrative costs. The increase in cost from year to year was due to the expense needed to provide service to the new areas, plus an amount determined by an inflation factor added to the existing running expen-

ses. The increase in administrative costs is for additions in marketing and advertising costs, and salaries and supplies.

Program Financing:

The funding sources used in financing the operational programs will be state transit funds and local operating funds budgeted for non-elderly handicapped transportation. Running costs will be split between local and state levels. The local area would be providing an amount equal to their previous year's expenditures with an added cost based on a 6%/year inflation factor for the second and third years. State funds would be needed to help cover the remaining costs. An approximate breakdown of the non-elderly handicapped service running costs for each year of the 3-year program is as follows:

	<u>1st Year</u>	<u>2nd Year</u>	<u>3rd Year</u>
Fuel	\$ 6,050.22	\$ 7,882.56	\$ 8,920.32
Maintenance	6,891.64	9,058.32	10,245.12
Insurance	3,926.63	5,034.24	5,687.81
Drivers' Wages	15,506.19	20,120.40	22,768.89
Miscellaneous	<u>7,693.00</u>	<u>10,068.48</u>	<u>11,375.62</u>
	\$40,067.68	\$52,164.00	\$58,997.76

Figures arrived at in the breakdown were based on the Iowa DOT's "Typical Transit Cost in a Rural Environment" (listing the cost/mile figure) and the running cost for each specific year.

Administrative costs would be covered by state money which is available through the state transit fund.

Management and Operational Responsibility:

The management and operational responsibilities of the transit system will be conducted through the Region Six Planning Commission, the County Boards of Supervisors and the County Councils on Aging in conjunction with the Hawkeye Valley Area Agency on Aging. The Planning Commission will be the centralized agency in charge of administrative functions such as monitoring, coordination of services, marketing and advertising, applying for operating and capital grants and other necessary operations. An approximate breakdown of the administrative cost for the non-elderly handicapped service for the three-year program is as follows:

	<u>1st Year</u>	<u>2nd Year</u>	<u>3rd Year</u>
Coordinator Salary	\$10,500.00	\$10,500.00	\$12,000.00
Direct Cost	1,500.00	1,500.00	1,500.00
Marketing	<u>2,000.00</u>	<u>2,500.00</u>	<u>3,000.00</u>
	\$14,000.00	\$14,500.00	\$16,500.00

The Board of Supervisors in each of the counties is responsible for operating the service to the non-elderly handicapped. The supervisors are the ones providing the vehicles and operators. At the present time there are four vehicles with four full-time drivers and one part-time driver providing service within the region.

The first year proposal would call for five vehicles with five full time drivers and one part-time driver to provide the necessary service. Marshall County Board of Supervisors will be continuing to provide the existing level of service to the County Care Facility. The County Councils on Aging in conjunction with HVAAA would operate the elderly service through volunteer drivers using their private vehicles.

MARKETING AND ADVERTISING:

At the present time there is very little, if any, marketing and/or advertising being done for or by the existing system. The promotional plans for the system in the first few years are focused around letting everyone know what services are available, how they operate, who they are for, etc. This is to be done through radio announcements, local newspaper ads, common mailings, etc. A brochure listing all the transit providers and important information about each one is being planned to be released in the second year.

Another major aspect of the proposed marketing program is the public's opinion. Through the use of meetings, panel discussions, newspaper ads, surveys, etc., the public will be asked to respond to the providers, special agencies, and the central administration. They will be asked to give their comments, concerns, suggestions, and complaints. This information will be necessary in order for the system to identify any uncovered problems or needs, which will be helpful in the improvement and updating of the service.

MONITORING:

The monitoring of the transit system will be done on a quarterly reporting basis. The operators will have to report to the central administration agency on the progress of their service. The report will cover riders, mileage, operating and maintenance cost and funding levels. This process will begin as soon as possible following the necessary administrative functions for coordination and centralization that have to be taken care of. The reporting system will enable the centralized agency to get a better picture of the development of the system and locate problem areas that need to be looked at.

The IDOT will be sending information to the central agency prior to the first reporting date that will be used in the monitoring process. The DOT will also be sending out rider surveys and household surveys that will be used to determine future transit needs and demands.

SECTION IV A

3-YEAR PROGRAM

CITY OF MARSHALLTOWN

SECTION IV A

3-YEAR PROGRAM
(Marshalltown)

The 3-Year Program has been developed based on: the review of the existing system, the analysis of the information and alternative in the preceding sections, and communication with city officials.

3-YEAR BUDGET FORMAT

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
<u>CAPITAL EXPENDITURES</u>			
Vehicles	\$ ---	\$ 30,000.00	\$ ---
Buildings	---	---	---
Office Equipment	---	---	---
Shop Equipment	---	---	---
Radio	---	---	---
Shelters	---	---	---
Other (Specify)	---	---	---
Subtotal	\$ ---	\$ 30,000.00	\$ ---
<u>OPERATING EXPENDITURES</u>			
Running Costs	\$ 37,650.00	\$ 49,155.88	\$ 52,666.32
Administrative	6,650.00	7,000.00	7,250.00
Subtotal	\$ 44,300.00	\$ 56,155.88	\$ 59,916.32
<u>TOTAL EXPENDITURES</u>	<u>\$ 44,300.00</u>	<u>\$ 86,155.88</u>	<u>\$ 59,916.32</u>
<u>REVENUE</u>			
Farebox	\$ 20,393.50	\$ 22,592.75	\$ 23,640.00
Agency Contracts	---	---	---
Other (Specify)	---	---	---
<u>TOTAL REVENUE</u>	<u>\$ 20,393.50</u>	<u>\$ 22,592.75</u>	<u>\$ 23,640.00</u>
<u>DEFICIT</u>	<u>\$ 23,906.50</u>	<u>\$ 63,563.13</u>	<u>\$ 36,276.32</u>
<u>PROJECTION OF OUTSIDE FUNDING TO COVER DEFICIT:</u>			
Local	\$ 8,960.50	\$ 14,563.13	\$ 11,276.36
Federal	---	24,000.00	---
State	15,000.00	25,000.00	25,000.00
Total	\$ 23,906.50	\$ 63,563.13	\$ 36,276.32

CAPITAL EQUIPMENT NEEDS:

The replacement of the existing vehicles is one of the primary concerns of the T.D.P. Due to the condition and age of these vehicles it is imperative that proposals be strongly considered to purchase new vehicles to replace the old ones. A new 25 passenger bus has been ordered and is to be put into service soon after its delivery sometime in August or September. There will still be a need for the existing vehicles to run the school route and to be used as a relief bus whenever the new one goes in for routine maintenance or repairs.

The second year a new bus with a lift is being planned for. This vehicle would be providing additional service primarily oriented toward the handicapped. It would replace any old, worn-out vehicles that might be in use for that type of service at that time. There would still be the need to keep at least one of the older buses on hand to be used as a relief bus when the working buses are in the shop for general routine maintenance and also in case of any major breakdown.

There are no equipment purchases scheduled for the second year. The city officials feel that in order for them to get a fair and complete analysis of the new buses they should be in service at least 1 to 2 years before a decision toward the purchase of any additional vehicles is made. There is the possibility of using one of the older vehicles in order to increase and improve service to meet any future needs and/or demands.

Project Financing

The funds being used to purchase the bus for the first year were obtained from

city funds and state transit funds. The necessary funds for the purchase of the vehicle in the second year are to come from federal, state, and local levels. It is proposed to use the UMTA Section III program which is an 80-20 federal-local match. The 20% local match would come from state transit funds and city funds budgeted for capital equipment. The 20% would be split 2/3 - 1/3, state-local.

Implementation Responsibility:

The City of Marshalltown will be responsible for the purchasing, ordering and receiving the proposed vehicles. Marshall Motor Coach, Inc. will be responsible for operating and maintenance of the vehicles. This arrangement has been set up through a prior agreement between the City and Marshall Motor Coach, Inc.

OPERATIONAL FORECAST:

The operating forecast for the 3 year plan is based on meeting ridership demand and providing additional and improved service through the City. The first year plan proposed to keep the same routes and to increase ridership by 10% through the means of a new bus and marketing and advertising techniques. The operating cost for this year should be slightly lower due to decreased maintenance on a new vehicle. The total yearly mileage for the system will equal 50,400 miles.

The proposal for the second year is to increase the mileage of routes 1 and 2 using the existing vehicle and to also set up and run a special route for the handicapped using the proposed vehicle. This would increase the total mileage of the

service to approximately 70,156 miles per year. It is also planned to increase the general public ridership by 10% through the means of added service and the continuation of marketing procedures. An increase of 50% in handicapped ridership is also being proposed. This would be met by providing additional service routes and hours devoted to transporting the handicapped and also through the use of marketing and advertising. The cost of operations for the second year will increase substantially over that of the first year. This is due to the increase in cost for the provision of added service to the general public and the operation costs needed to run a second bus for handicapped service. Inflation in running and administrative costs will also be a factor affecting the increase in operation costs.

The third year's operations plan to maintain the existing service for both the general public and the handicapped and also to provide additional miles to route 3 of the general public service. The total mileage for this year's service is estimated to be 80,040 miles. An increase in ridership of 5% for the general public and 10% for the handicapped service is likewise being proposed. Again, there will be an increase in operating costs due to the increase in mileage and inflation.

The determination of ridership forecast for the three-year plan is based on the city's current population and the average daily ridership on the existing system. These factors plus the comfort and convenience of the new bus and proposed marketing programs were used in the considerations for estimating the increased riderships. Demand figures were not used in the determination because, at the present time, to the city's knowledge, there is no way of calculating demand figures for a general

public service. (Demand figures were used in the determination of handicapped ridership.)

Mileage forecasts are based on ridership projections and the increase in service area. The forecasts were determined by locating the areas of the city that have a high density of transportation disadvantaged and also those areas that are unserved at the present time. Estimated mileage was used because exact routes will be determined by the existing road pattern and condition, at the time the increase is scheduled to take place.

Operating costs for each program year were based on running cost/mile for the proposed system plus necessary administrative costs. The increase in cost from year to year was due to the expense needed to provide service to the new areas, plus an amount determined by an inflation factor added to the existing running expenses. The increase in administrative costs is for additions in marketing and advertising costs, and salaries and supplies.

Program Financing:

The funding sources used in financing the operational programs will be state transit funds, local operating funds budgeted for bus transportation, and fare box revenue. The major portion of the running cost will be covered by the state funds and the fare box revenue with the remaining difference handled by the city. It should be mentioned again that the city has an agreement with Marshall Motor Coach, Inc. which indicates that the bus company will provide the operation of transportation service to the general public. The agreement also guarantees Marshall Motor Coach,

Inc. an hourly income of \$11.95. This means that if the bus brings in \$6.00 worth of fare box revenue in a given hour the city will pay the bus company the difference of \$5.95. Based on a 68 hour work week, 52 weeks a year, the yearly guaranteed amount equals \$42,255.20. It is also important to remember that the current hourly guarantee will be renegotiated sometime in November 1978. This is because the present agreement is based on the operating cost for the old buses and actual running costs for the new bus will not be able to be determined until it has been operating for a couple of months.

Running costs for the second and third years were figured from the existing cost with an inflation factor of 6% a year added on. An approximate breakdown of the running expense of the city's bus service for each year of the 3-year program is as follows:

	1st Year	2nd Year	3rd Year
Fuel	\$ 5,572.20	\$ 7,275.07	\$ 7,794.62
Maintenance	9,638.40	12,583.90	13,482.58
Insurance	3,200.25	4,178.25	4,476.64
Drivers' Wages	12,838.65	16,762.16	17,959.21
Miscellaneous	<u>6,400.50</u>	<u>8,356.50</u>	<u>8,953.27</u>
Total	\$37,650.00	\$49,155.88	\$52,666.32

Figures arrived at in the breakdown were based on the Iowa DOT's "Typical Transit Cost in a Rural Environment" (which list basic cost/mile figures) and the running cost for each specific year.

Administrative costs would be covered by state money which is available through the state transit funds.

Management and Operational Responsibility:

The management and operational responsibilities of the city's transit system will be the City of Marshalltown and Marshall Motor Coach, Inc. Administrative functions will be shared by both organizations. The City will be in charge of monitoring, marketing and advertising, applying for operating and capital grants, and other necessary functions. Marshall Motor Coach, Inc. will be responsible for parts of the monitoring and the marketing and advertising program. An approximate breakdown of the combined administrative cost for transit service for the three-year program is as follows:

	1st Year	2nd Year	3rd Year
Operation Supervision	\$ 3,000.00	\$ 3,100.00	\$ 3,200.00
Marketing and Promotion	500.00	600.00	600.00
Direct Cost	1,000.00	1,000.00	1,100.00
Overhead	1,000.00	1,100.00	1,150.00
General and Accounting	<u>1,150.00</u>	<u>1,200.00</u>	<u>1,200.00</u>
	\$ 6,650.00	\$ 7,000.00	\$ 7,250.00

Marshall Motor Coach, Inc. is responsible for operating the service. The agreement between the bus company and the City allows the City to own the new vehicles while Marshall Motor Coach, Inc. operates them. At the present time the bus company has a personnel list consisting of a: general manager, secretary,

maintenance supervisor, mechanic, cleaning lady, and three drivers (1 full and 2 part time). There would be no changes in the number of staff the first year. The second year another full-time driver is planned to be added to operate the proposed bus for the handicapped service. The third year the same number of staff would be needed as required in the second year.

MARKETING AND ADVERTISING:

At the present time there is very little if any marketing and/or advertising being done towards the promotion of the City's bus service. Marketing plans the first few years will focus around letting the public know when and where the service is available and that there is a new bus in service and plans are being made for the addition of other vehicles in future years. This is to be done through radio announcements, local newspaper articles and ads, and other promotional techniques.

Another major aspect of the proposed marketing and advertising program is to determine future needs and demands. Through the use of newspaper ads, surveys, etc., the public will be asked to give their comments, concerns, suggestions, and complaints to the city or the bus company. This information will be necessary in order for the system to identify any uncovered problems or needs, which will be helpful in improving and updating the service.

MONITORING:

The monitoring of the transit service will be done on a quarterly reporting basis. Both the City and the bus company will be involved in monitoring. This process will

cover riders, mileage, operating and maintenance costs and funding levels. The monitoring will begin as soon as possible following the necessary administrative functions have been taken care of. The reporting system will enable the City to get a better picture of the development of the service and locate problem areas that need to be looked at.

Rider surveys, household surveys, and monitoring information is being provided by IDOT. The data obtained from these elements will be used to determine future transit needs and demands.

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