

IMPROVING FRINGE AREA PUBLIC TRANSPORTATION SERVICES FOR PERSONS WITH DISABILITIES IN THE DUBUQUE, IOWA AREA

*A Community Transportation Association
of America (CTAA) Grant*

Final Report



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IMPROVING FRINGE AREA PUBLIC TRANSPORTATION SERVICES FOR PERSONS WITH DISABILITIES IN THE DUBUQUE, IOWA, AREA

On August 28, 2003, East Central Intergovernmental Association was awarded a Planning Grant Project by the Community Transportation Association of America in Washington, D.C. It is with great pleasure by the ECIA staff to present the final project report to the Community Transportation Association of America.

From hereon, the East Central Intergovernmental Association is known as ECIA, the Community Transportation Association of America is known as CTAA, and the rural transit authority is known as RTA. Any reference to Dubuque County, Iowa, and the City of Dubuque, Iowa, will be stated simply as Dubuque County and the City of Dubuque.

Introduction

A review of the original grant proposal accepted by CTAA listing the project description, objectives, and tasks ECIA staff were to complete during the grant process is included in the first section of the report and creates the report format. Other information such as summaries of the stakeholder committee meetings and the summary of the CTAA data presentation given to RTA and Project Concern board members are included in other sections in the report. More information concerning the review of data collected during the project, proposed marketing strategies, and a transit marketing grant applied for during the process are also included. The summary of a completed pilot project along with descriptions of the pilot project and what was hoped to be accomplished, and a list of proposed scenarios agreed upon by the stakeholder committee members as the catalyst for continuing the project beyond the CTAA Grant's official close on March 31, 2004, are included in the remaining sections of this report. Maps, charts, survey summaries and other pertinent findings are included throughout the report where applicable to illustrate data findings. A final summary of the project concludes this final CTAA project report.

Review of CTAA Grant Proposal

The original grant proposal is the starting point in this project. A review of the proposal's initial objectives, tasks and the description of the project including the location, geography, and demographics of the project area are important in leading the reader through the report. A clear understanding of the purpose of the grant aids in determining whether or not the CTAA Grant project is considered a success. A description of the project, location, geography, and demographics of the specified area for the research begins this section with the list of objectives and tasks, along with findings for each task, finishes the section. The lists of original and final stakeholder committee members, including respective titles and agency names, are contained in **APPENDIX A**.

Description of the Project

- 1) The ECIA sought the CTAA Grant project with the purpose of improving rural and urban transit services for persons living with disabilities in the fringe areas surrounding the City of Dubuque. ECIA's intent was to identify the location of disabled populations throughout Dubuque County and the City of Dubuque to determine the extent of unmet transportation needs for persons with disabilities. This was to be achieved through surveys, census data, stakeholder meetings, and citizen input. Once the level of need was determined and the areas in need of improvement were

identified, ECIA was to focus on strategies to bring about significant changes in the current transit systems and to design strategies that the rural and urban transit services could follow in improving the transportation needs of persons with disabilities in the designated area. In order for the ECIA staff to determine the extent of unmet needs, a specific region or area needed to be recognized. The following section focuses on the location, geography and demographics of the CTAA project area.

Location, Geography and Demographics of Project

It had been stipulated in the initial grant proposal that the region encompassed by the CTAA Grant would include only Dubuque County and the City of Dubuque. The stakeholder committee had considered including two other counties serviced by the rural transit provider, as Dubuque County is not the only region dealing with transit issues involving persons with disabilities within the rural transit system. However, a decision was made at the initial stakeholder committee meeting to focus on Dubuque County and the City of Dubuque simply because of the limited funding and time constraints of the CTAA Grant.

The region chosen for the grant project covers approximately 630 square miles with a total service area population of 89,143 including the fringe area population of 31,457. Within that total population, 7,764 people according to the 2000 US census were living with some form of disability including sensory, physical, mental, self-care, and home-bound disabilities, as well as senior citizens in the fringe area around the City of Dubuque; approximately 25% of the total regional population (US Census Bureau, 2000); an increase of 4.37% in the last decade (US Census Bureau, 1990.) Through this grant, it was discovered that the current RTA ridership records show that only 246 of the 7,764 persons with disabilities and senior citizens are being serviced by the rural transit system: 3.2% of the Dubuque County population living with some form of disability and/or senior citizens. These statistics enforce the need for transit service improvement in the region.

CTAA Grant Objectives

Once the region had been defined, the stakeholder committee members reaffirmed the list of objectives to be accomplished during the grant process as outlined in the original grant proposal. The objectives decided upon are listed as follows:

1. Identify stakeholder committee participants comprised of key stakeholders, elected officials, and technical staff devoted to ensuring the plan's timely implementation within the CTAA grant budget.
2. Identify a collection of feasible implementation strategies to address fringe area unmet transportation needs, such as institutional barriers, and transit service coordination and integration strategies.
3. Prioritize feasible action strategies with schedule for deployment.
4. Develop budget with funding sources for action strategy implementation and sustainability.
5. Identify an action plan committee, staff, lead agencies, and evaluation criteria to ensure the timely and effective implementation of action strategies.

These objectives were meant to be a cornerstone from which to build the grant process. ECIA staff members focused on these objectives in their research processes, designed scenarios, and recommendations for the CTAA Grant final report.

Review List of Tasks

Following is a list of the tasks ECIA staff proceeded to accomplish during the grant process. These tasks were approved by the CTAA project stakeholder committee.

- Identify Project Stakeholder Committee (done prior to initial meeting)
- Project Kick-Off Meeting
- Research and Data Collection
- Second Stakeholder Committee Meeting
- Proposed Project Goals/Scenarios
- Third Stakeholder Committee Meeting
- Conclusion
- Final Report (Action Plan) with Implementation Strategies

The following section discusses the completion and findings of each task from the above list in greater detail beginning with the task of identifying the stakeholder committee members.

Task Completion and Findings

This portion of the final report describes the tasks in more detail. Included under each task are explanations of what occurred during the process of completing each task's requirements and the results of each process.

Identify Project Stakeholder Committee

The selected project stakeholder committee members consisted of individuals of the community who either work with persons with disabilities throughout Dubuque County or who have a vested interest in the transportation service. The committee members selected have exceptional knowledge of the transportation issues for persons with disabilities who live throughout Dubuque County. The stakeholder committee members met on three separate occasions during the project and descriptions of the meetings consisting of the meeting minutes are included at a later point in the report.

During the process, the stakeholder committee membership changed on three occasions. Some of the original citizens listed on the proposed stakeholder committee list were not at the beginning stakeholder meeting. In some cases, the original member designated someone else from his or her agency to sit on the committee. In the second meeting, the new owners of A-OK Yellow Cab Company joined the committee. A complete list of the stakeholder committee members from the initial list of proposed members to the final committee member list can be found in **APPENDIX A**. The list shows where changes occurred during the CTAA Grant process.

Project Kick-Off Meeting

On September 15, 2003, the CTAA Stakeholder Committee Kick-Off Meeting was held. There were 17 committee members in attendance, along with five ECIA staff members. Many of the committee members stated opinions and issues they felt had bearing on the grant process and discussed the potential outcome of the grant along with past attempts at improving the transit systems. Mr. Bill Tobin, ECIA Transportation Director and Project Manager of the Grant, opened the meeting and led the discussions throughout the meeting. The body of the minutes from the first stakeholder committee meeting follows below for further explanation. **APPENDIX B** contains the lists of meeting attendees from each stakeholder committee meeting held throughout the CTAA Grant project.

Minutes of September 15, 2003, Stakeholder Committee Meeting

Carter Goble Study of 2000 and Scope of Work Presentation

Mr. Tobin began the meeting with a brief background on the project and the events leading to the grant award by CTAA to ECIA in the amount of \$50,000. Mr. Tobin briefly discussed the study recommendations identified in the Carter Goble project completed in February 2000 and how this information would be useful in assessing the unmet transportation needs for persons with disabilities. The Carter Goble project was a comprehensive transportation needs assessment for both the RTA and Keyline Transit.

Mr. Tobin then presented the scope of work of the project entitled "Improving Fringe Area Public Transportation Services for Persons with Disabilities." Upon the completion of Mr. Tobin's presentation, a discussion followed regarding the problems and issues associated with the mobility of persons with disabilities.

During the presentation Mr. Tobin mentioned grid route systems with flexible charges as one of the alternatives but Mr. Jacobs expressed his concern, stating that Dubuque does not have enough riders to support a grid route system with flexible charges.

Ms. Michalski recommended including Tim Moerman (City Manager of Mason City) on the board. She mentioned that he played a vital role in the transit system when he had worked in Dubuque. The board approved the recommendation.

Mr. Munson mentioned that in 2000, ECIA, KeyLine and RTA came together and provided some recommendations to improve the local transit systems and Mr. Steve Williams from ECIA prepared a schedule to implement those recommendations. Ms. Michalski added that most of the recommendations are focused towards capital improvements for the transit systems.

Mr. Munson explained that most of the recommendations provided by the Carter Goble study have been implemented. However, there is not much implementation done on fixed route system due to lack of funds. He mentioned that Carter Goble Study focused more on City of Dubuque when compared to the Dubuque County area. Ms. Smith stated that the Carter Goble Study did not consider much of rural and school community.

Ms. Smith mentioned that it is impossible for city transit service to take over rural transit service as they work in different types of conditions and funds. Discussion followed.

Discuss Mobility Problems and Issues for Disabled Persons

Mr. Tobin asked the committee to provide input on the problems that most of the disabled transit riders encounter. Based on the input obtained from the committee members, the problems are classified into four categories: service, cost, accesses and life style. Most of the committee members felt that cost is a primary issue.

Ms. Davidson mentioned that it costs her a dollar to get a ride on the para-transit service. Mr. Jacobs explained the different types of costs are based on the route system for transit providers and different types of subsidies they receive. Mr. Tobin asked about what happens if there is an increase in the ridership cost. Ms. Michalski explained that the city tried to do that but they got a lot of opposition from the citizen committee. Discussion followed.

Mr. Tobin asked whether the transit providers ever tried to partner with local taxi company and school systems. Mr. Munson explained that the local transit systems tried to get in alliance with the local taxi companies but they are not interested because they found that they should follow federal regulations for hiring their drivers and maintaining their vehicles.

Ms. Michalski mentioned that before the Carter Goble Study had been started the transit committee looked to tie up with the school system but the school system showed no interest as they want to control their route system and their drivers.

Mr. Hallock mentioned that in 1988 the Iowa DOT started a couple of pilot projects, and the Dubuque transit system was one of them. During this time the school system teamed up with KeyLine transit services for three years. He mentioned that Dubuque transit system was one of the successful projects during that time.

Mr. Hallock mentioned that federal funds cannot be used to buy school buses but they can be used to contract with local school services. The committee agreed that it would be good to probe the idea of including the school system in this process.

Ms. Gaherty asked how non-profitable organizations use their transportation funds. She asked whether they join local transit system or run their own transit system. Ms. Althoff stated that they like to connect with local transit systems but as most of their riders are disabled they need special requirements and the contract provided by RTA did not fit the service offered by their institution. Mr. Donnelly stated that HyVee is planning to hire a private transit provider to run transit system to HyVee stores in Dubuque. One of committee members reported that the local transit system has less circulation and more cost. Discussion followed.

Mr. Munson explained that his transit system is operating better than the standards adopted by FTA. He mentioned that a fixed-route system is good but it won't increase the number of riders, as the headways are lengthy and decreasing the headways will increase in maintenance cost.

Concern was expressed over lack of transit system to the Dubuque Regional Airport.

Ms. Smith stated that the lack of after-hour bus service has reduced the image of transit system in public. She insisted that all local transit systems and non-profitable organizations should come together and form an efficient system that reduce the cost on all agencies and increase the circulation of the transit systems. She expressed concern that most of the transit agencies and non-profitable organizations are indeed going in opposite directions.

Mr. Romaine stated that Area Residential Care (ARC) does schedule their vehicles on their own but he felt bad that they do not coordinate with local transit services. He mentioned that ARC transit does have some vacancies that other transit systems can use.

Mr. Blok expressed his concern over lack of transit system to cater to the need of population increase in the City of Asbury.

Mr. Munson mentioned that transit does have federal funds like Job Access to Work programs but these require a 50% match money, we need to get the other 50%. He mentioned that if all local agencies come together and work they can get the other 50% of the money.

Reach Consensus on Location of Fringe Area

Mr. Tobin asked the committee to choose the fringe area and the committee recommended the staff consider Dubuque County for study purpose.

Mr. Jacobs recommended a three-county area but Mr. Tobin explained that due to lack of funds it is not possible to take into consideration the three-county area.

Mr. Jacobs stated that the study needs to come up with some significant methods to change things from the existing system rather than juggling with the current issues. Ms. Michalski added that the new study should look into quality of life issues.

Ms. Davidson commented that the questionnaire leaves out the limiting factors that already have been deciding factors about barriers. She mentioned that she already limited her living location in order to supply her own needs. She mentioned that she can live in downtown vs. somewhere else in the city and her possibilities are already limited. Ms. Smith and Ms. Michalski commented that this is like placing a curfew on disabled people.

The first stakeholder meeting was very beneficial in giving direction to the CTAA Grant study. Those present brought important information to the grant that aided the ECIA staff during the research and analysis portion of the grant. The following section looks at the research conducted during the CTAA Grant project.

Research and Data Collection

Under this task, ECIA staff was to design research and data collection strategies using mixed-method research strategies integrating two or more strategies. The ECIA staff accomplished this by developing and distributing surveys to stakeholder committee members, transit service riders in the Dubuque County and the City of Dubuque; senior citizens living in Eastern Iowa Regional Housing Authority (EIRHA)-owned Dubuque County housing units; Dubuque County City Clerks and Dubuque County area congregations, community centers and meal sites. A second type of strategy in the fact-finding process was completed through the personal observations of ECIA staff members who rode the transit buses for a full day and during a pilot project. The rest of the data collected for the grant was accumulated through the US Census Bureau 2000 Data Files, along with information provided by Keyline Transit and RTA Transit Services.

The following paragraphs review the personal observation research methods; survey findings; marketing issues; and a marketing grant applied for during the CTAA Grant process. Also included are descriptions of two proposed pilot projects; a summary of one of the pilot projects involving rural transit ridership, RTA and Keyline Transit Services; and the final proposed scenarios presented in two separate phases.

Observational Survey Results

In the beginning of the process, ECIA staff members conducted an observational survey consisting of riding an RTA bus and a Keyline para-transit bus. One ECIA staff member rode on a Keyline para-transit bus for one day. The staff member accompanied the van on two short trips for patrons who use wheel chairs for mobility. One pick-up was for a two block ride from a private residence. The other was from Stonehill Care Center to an adjacent dentist office. It was noted that it took several minutes to load and tie down the chairs with six straps. The reverse was true in the unloading process.

The staff member said that according to the van driver, Keyline has only one small van. The van holds one wheelchair and uses a ramp as the van is not equipped with a lift. It is also equipped with a mechanism that lowers the van closer to the ground for easier access. The bus driver stated that the smaller van is easy to maneuver around the City of Dubuque.

Stakeholder Interview

Another way to get important information concerning the transit service providers and the needs of potential riders is through discussions with stakeholder committee members. One such interview with Ms. Ann Michalski, CTAA Stakeholder Committee Member, alerted ECIA staff to the needs for evening and weekend transit services of the Substance Abuse Service Center (SASC) within the City of Dubuque and the Julien Care Facility located in the fringe area outside the City of Dubuque. Her visit with Mr. Bob Kraye, ECIA Assistant to the Grant Project Manager, concerning their transit issues prompted Mr. Kraye to contact Diane Thomas, Director of SASC and Edna Meehan, Director of Julien Care Facility. Mr. Kraye's report of his conversations with each respectively follows.

At the request of Ann Michalski, I contacted Diane Thomas as Ann had advised that SASC was experiencing transportation problems relating to their clients attending treatment sessions. Ann asked that Diane become a member of the CTAA stakeholder group, and that the problems SASC was experiencing be considered as part of the CTAA study. I contacted Diane to determine the transportation problems she was experiencing. She provided the following information.

SASC conducts treatment sessions for those individuals that are suffering from substance abuse including drug and alcohol. These sessions are conducted from 8:00am to 9:00pm, Monday through Thursday, at 799 Main Street, Dubuque. Clients of both the city and the county are not allowed to drive during the period they are under the treatment program. While the clients have access to transportation during the day, primarily bus, the clients do not have any public transportation after 6:00pm when the bus system ceases operations. The time period transportation is needed is following the sessions from 7:30 to 9:00pm.

In addition to the SASC needs, there are clients currently located at the Julien Care Facility on Seippel Road near the Dubuque County Fairgrounds. The individuals at the care facility have been placed at the facility by the court system. The facility has no transportation available for the evening sessions. The following is Mr. Kraye's update of that conversation with Edna Meehan, Director of the Julien Care Facility.

Julien Care Facility has an ongoing average of 50 clients in residency placed there by the judicial system. While the Julien Care Facility does have a 15-passenger, 12-passenger and two mini-vans, the vans are old and maintaining them or getting replacements is very costly.

The staff works Monday through Friday from 7:30am-3:30pm and provides transportation during the day hours, but must have the clients back at Julien Care Facility by 3:30pm. Because the daytime staff ends at 3:30pm, there is no staff available to provide transportation after that time; consequently, no evening appointments can be maintained.

At the present time Julien Care Facility does not have any physically disabled clients that would require special equipment.

In addition to appointments for substance abuse sessions, clients have medical appointments and employment responsibilities (for example, Goodwill Industries on Radford Road, Vocational Services on Kerper Boulevard, and Regency Thermographics on White Street). Clients that work at these locations must be back at the Julien Care Facility by 3:30pm.

The Julien Care Facility Director would definitely welcome assistance in their transportation needs.

The examples of the difficulties being experienced by these two facilities further illustrates the need for improved transit services throughout the CTAA Grant area.

Data Collection and Analysis

Several surveys were conducted during the grant process. These surveys included surveys handed out to Keyline Transit riders and surveys sent to RTA for distribution among its riders. Area Residential Care (ARC) and Vocational Services Center (VSC) resident riders and supervising staff member were sent surveys in the beginning phase of the project for their input on the transit services. Surveys were also sent to EIRHA-owned housing residents living with some form of disability including frail elderly when it became evident that further exploration into the RTA service system needed to occur. A telephone survey was also conducted with the Dubuque County City Clerks in an effort to determine the level of knowledge concerning the RTA Transit Services in their areas. One last survey was sent out to the Dubuque County area congregations, community centers and meal sites to further explore the issues associated with the lack of knowledge of the rural transit services.

In order to review results of each survey quickly, each survey subsection will state the survey question(s) raised in the survey along with the answers and any recommendations by the survey participants. ECIA staff has not listed all of the survey questions in the final report as some questions may not be as pertinent to the grant as the questions chosen. Accordingly, not all of the answers provided for each selected survey question are represented in the following subsections as it may only be imperative to state the top two or three findings to demonstrate the answered responses. Copies of the different surveys distributed during the project are found in **APPENDIX C**.

Stakeholder Survey Results

The stakeholder surveys were distributed at the first stakeholder meeting and most were returned that same day. Not all of the questions are represented in the following data as some of the questions and answers were viewed by the ECIA staff not to be pertinent information for the CTAA Grant study.

To what degree are you willing to help improve public transit services for persons with disabilities in the City of Dubuque and Dubuque County?

46% of the surveyed stakeholders were very interested and willing to help change policies and strategies regardless of costs.

46% were very interested and willing to help change policies and strategies but **not** at a higher cost.

How do you envision the future of public transit services for persons with disabilities in the City of Dubuque and Dubuque County?.

16% of the respondents see improved transit service with coordination among current public transit services providers.

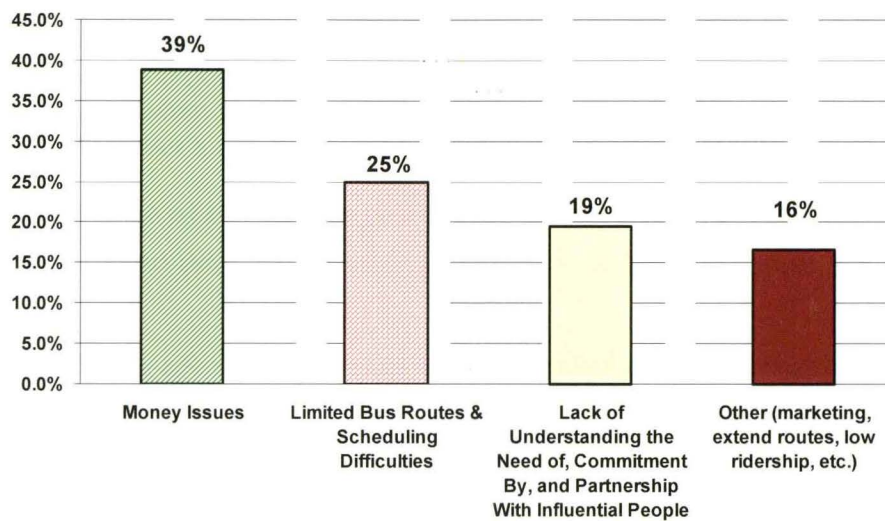
48% can see an improved transit service but **not** without help from public/private partnerships.

How important do you feel is the need to improve transit services for persons with disabilities in the City of Dubuque and Dubuque County?

68 % feel improvements to the transit system are important.

What do you consider the most significant barrier for improving public transportation services for persons with disabilities in the City of Dubuque and/or Dubuque County?

Barriers to Improving Public Transit Services



The above chart displays the stakeholder responses to the question in a percentage format relating to the number of surveys returned to the ECIA staff. It is easily noted that the biggest barrier stakeholder members (39%) focused on is the money issues associated with maintenance of current transit services, lack or reduction of ridership in the rural areas and the costs for improving the transit systems. Other issues they focused on were the limited bus routes in the region along with the difficulty in scheduling services to match the personal needs of each transit rider.

Other stakeholders (19%) expressed the lack of understanding by influential community members and some city officials of the living and quality of life constraints placed on persons living with disabilities as a barrier. Most of those who felt this way were associated with agencies that work with persons with disabilities on a regular basis or have had personal experiences from which to draw. The general feeling, according to survey comments, is that the transit system can only improve for those living with disabilities if other important community leaders empower themselves with the knowledge of the needs of those living with disabilities in the region and push to see vital improvements to the transit systems happen.

The issues such as marketing, extending existing routes, low ridership, etc. were cited as barriers for the transit systems on a smaller scale and really relate to the money issues stated above.

Keyline and ARC Map

To aid in reviewing the Keyline Transit and Area Residential Care (ARC) survey results, a map has been incorporated showing Keyline's and ARC's current ridership and ARC workshop locations encompassed within the city limits of Dubuque. ARC's group homes located around the City of Dubuque provide persons with disabilities a safe and comfortable environment to live in and where their specific needs are met. Most of these residents work in different locations throughout the city and need transportation to and from work due to their limiting disabilities. ARC maintains a small fleet of buses of their own but also contract with Keyline Transit in providing mobility to their residents. Keyline also has substantial ridership using the para-transit services requiring door-to-door service. This map, located on the following page, includes the Keyline ridership locations, ARC housing unit locations and workshop locations within the City of Dubuque.

Keyline Survey Results

The Keyline surveys were distributed to each para-transit rider who lives with some form of disability within the City of Dubuque. The surveys were not distributed to the fixed-route bus ridership for this grant as that was not ECIA's focus group. To aid in ensuring each person who uses para-transit services would fill out the survey, a Keyline staff member rode the buses and helped riders complete the surveys when necessary. There is a 100% return ratio in the Keyline surveys due to the Keyline staff member's aid. The following results were taken from the completed surveys.

During what time of the day do you regularly use transit services?

77% of the surveyed riders stated using transit services during the morning and afternoon hours.

On average, how often do you ride transit service during the week?

89% stated they use the transit services between one to ten times per week.

Transit service availability and frequency?

80% of the respondents are satisfied with the availability and frequency of transit services provided for their use.

Transit service dependability?

75% are satisfied with transit service dependability.

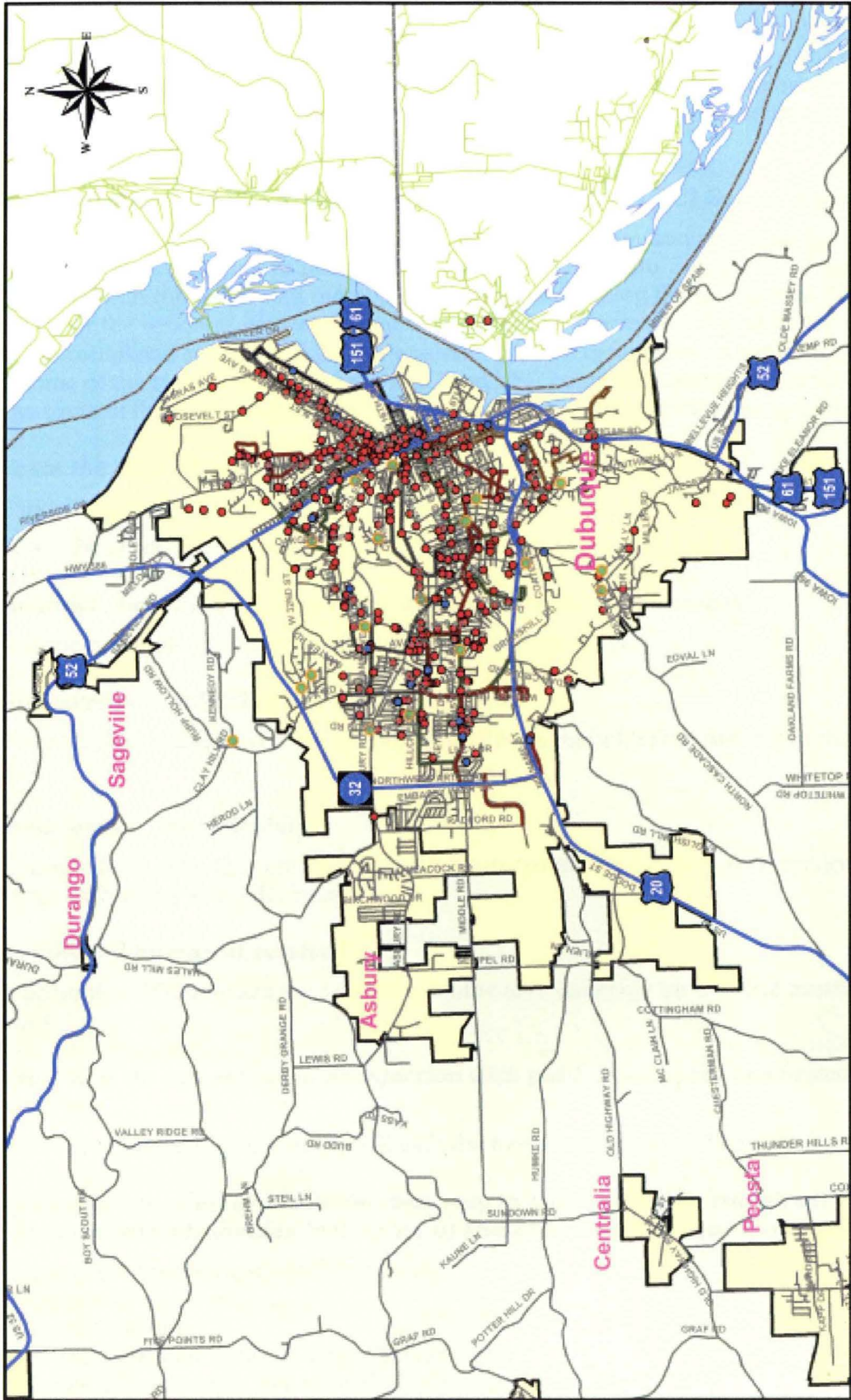
Area covered by transit service?

95% of the surveyed ridership stated that they are satisfied with the area covered by the transit services.

In your opinion, what would be the best way to improve public transit services for persons with disabilities in the City of Dubuque and Dubuque County?

- More buses, availability, destinations and routes,
- Shorter bus routes with 15-30 minute wait times,
- Late night and weekend buses, and
- Bus passes.

KEYLINE & ARC RIDERSHIP LOCATIONS IN DUBUQUE COUNTY



Legend

- DUBUQUE COUNTY ROADS
- CITY BOUNDARY
- COUNTY BOUNDARY
- KEYLINE RIDERSHIP LOCATIONS
- ARC WORKSHOP LOCATIONS
- ARC HOUSING UNITS LOCATIONS
- RED LINE
- ORANGE LINE
- GRAY LINE
- GREEN LINE

Metadata:
 Date Created: 28th January, 2004
 Data Provided: 15th March, 2004
 Prepared By: Charles Nanda
 Data Source: KeyLine & ARC
 URL: www.ecm.com

The overall responses concerning the Keyline Transit Service were of a very positive nature; however, the list of recommendations indicate that the Keyline ridership feel there is room for improvements. As other survey results are addressed, the list of recommendations will continue to grow as well as restating the issues Keyline Transit should consider when exploring the possibility of change to the current transit system. These recommendations should also be considered by RTA in assessing changes in the transit system.

Area Residential Care (ARC) & Vocational Services Center (VSC) Survey Results

Surveys were sent to the ARC and VSC locations requesting distribution of the surveys to their residents and/or work participants living with some form of disability. Several of the surveys were completed with the aid of staff members on site, either helping the residents in filling out the forms or for the residents who were unable to answer for themselves. The staff members then returned the completed surveys to ECIA for analysis. In some cases, there is a question as to whether some of the surveys returned from ARC and VSC could be duplications of the Keyline surveys as some of the residents ride Keyline. In either case, the survey results are as follows:

Indicate the type of public transit service you use most often.

57% indicated they rode a Keyline/Minibus.

28% said they rode RTA Buses.

On average, how often do you ride transit service during the week?

87% of the respondents said they use the transit services between 1-10 hours per week.

Transit service availability and frequency?

96% say they are satisfied with the availability and frequency of transit services in their area.

Transit service dependability?

96% respondents state they are satisfied with the dependability of the transit services provided by Keyline and ARC buses.

Area covered by transit service?

78% persons with disabilities are satisfied with the area coverage by the local transit services.

Overall, how do you rate your satisfaction with public transit service in your area?

92% surveyed riders are satisfied overall with the transit services provided.

In your opinion, what would be the best way to improve public transit services for persons with disabilities in the City of Dubuque and Dubuque County?

- Expand services to nights and weekends,
- Increase service areas,
- Covered shelters,
- Eliminate 24-hour notice to return to work, and
- Provide better services to potential employment locations.

The picture painted by the ridership responses to the surveys returned by ARC and VSC residents and staff show a very high level of satisfaction with the transit service providers. Again, however, the recommendations given by the survey respondents indicate there is room for needed improvements. These recommendations match or expand upon the recommendations given by the Keyline survey participants.

The resulting outcomes of the Keyline and the ARC and VSC surveys were very positive. However, these surveys only measured the opinions of those who already ride the buses on a daily basis.

These surveys did not help in locating potential riders who may not be aware of transit services, which was one of the goals of the grant project. The RTA survey results section also raised potential questions about the awareness of Dubuque County residents concerning the availability of transit services in the rural area.

RTA Ridership Locations in Dubuque County Map

The map on the following page points to the current RTA ridership locations throughout Dubuque County as well as locations within the City of Dubuque. The map indicates that RTA has several ridership locations within the City of Dubuque. However, RTA buses work within the city limits in the capacity of transporting young children to and from the Head Start Program and daycare centers. These locations are out of the range of the CTAA Grant parameters and the map is misleading in that respect. The map *does*, however, show RTA's rural locations.

This map also illustrates a potential crossover on duplication of service area with Keyline and the Dubuque Community School bus system. Cooperation among service providers could reduce the costs of transportation.

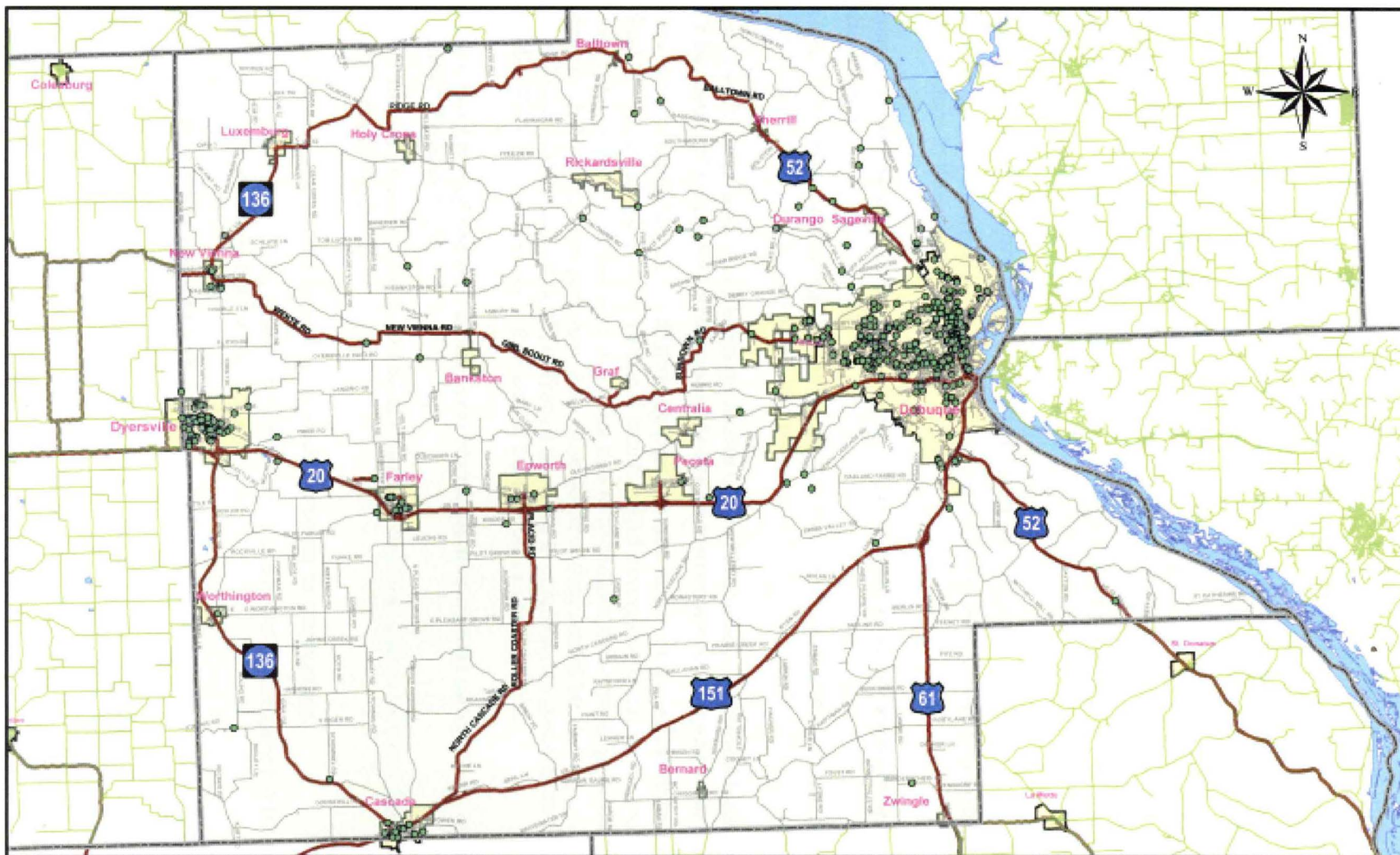
RTA Survey Results

The returned RTA surveys provided insufficient data for the informational presentation on survey results given at the second stakeholders meeting held on January 31, 2004. Due to the lack of information prior to the presentation, ECIA staff decided to pursue other avenues in acquiring data pertaining to the rural transit services within the Dubuque County grant limits. Three new surveys were prepared and collected by ECIA staff with the purpose of obtaining information pertaining to the general knowledge of the local transit services within the region. These surveys consisted of the EIRHA-owned housing resident survey for persons living with disabilities and senior citizens, Dubuque County City Clerks survey (conducted by telephone interviews) and the Dubuque County area congregational, community centers, and meal site surveys distributed throughout Dubuque County.

Additional Survey Results

Results of the three additional surveys given to persons living with disabilities in Dubuque County are discussed in the following paragraphs. The three new surveys had minor changes to some of the questions as well as a few new questions added in an effort to pinpoint specific areas of interest pertaining to location of ridership, physical abilities, and preferences in shared rides with persons of various disabilities. The newly designed survey forms are located in **APPENDIX C**.

RTA RIDERSHIP LOCATIONS IN DUBUQUE COUNTY



Legend

- RTA RIDERSHIP LOCATIONS
- RTA ROUTES
- CITY BOUNDARY
- COUNTY BOUNDARY
- DUBUQUE COUNTY ROADS

Date Created : 2004 January, 2004

Date Revised : 25th March, 2004

Revised By : Chandra Revilla

Data Source : RTA

Location : Dubuque, Iowa



EIRHA-Owned Housing Resident Survey Results

ECIA staff mailed a total of 83 surveys to residents of the EIRHA-owned housing units. Only 30 surveys were returned and of those, only 19 surveys pertained strictly to those living with disabilities. The remaining surveys were responses from senior citizens in the housing units. These were not included in the survey results though perhaps they should have been as many senior citizens don't perceive themselves living with some form of disability. However, many senior citizens do live with some limitations that could be identified with disabilities. In the later years of life, many begin to lose eyesight, quick responsive movements and clearer mental abilities as is common in the aging process. In some cases, these people may be limited in driving abilities either through their own desires or through legal restrictions. Senior citizens living with those types of limitations would be considered living with a disability as long as it limits them in self-mobility and deteriorates their quality of life. The results of the housing survey questions are answered as follows.

Please indicate if you are aware of transit services in your area.

70% of the surveys returned by respondents living with a disability were **not** aware of transit services in their area.

Please provide the approximate address of your work place or most frequent destination(s).

The top two current destinations of persons using transit services in the rural area are the University of Iowa Hospitals in Iowa City, Iowa, and Medical Associates in Dubuque, Iowa.

Please list three places you like to go in the City of Dubuque/Dubuque County, but can't because of transportation costs or the inconvenience of transit services.

The most common destinations desired by persons **not** aware of transit services include medical locations, shopping, recreational facilities and dining-out locations. A look at only the locations desired by those who were not aware of the transit services gives the indications that if these people knew about the service, they would be visiting destinations already covered by RTA Transit Services in reference to medical facilities but would like RTA to expand routes that would include other destinations.

During what time of the day would you regularly use transit services or would like to use if available?

70% of responding persons with disabilities use or would use transit services during the morning and afternoon hours.

Please indicate if you are aware of transit services in your area.

83% of the Dyersville housing residents responded with answers stating they were **not** aware of transit services in their area.

In your opinion, what would be the best way to improve the transit service in your area?

- Offer service and knowledge about services to persons with disabilities,
- Need more service routes,
- Make services accessible to everyone who needs the service, and
- Keep fares down.

The most astonishing fact discovered during the surveying process of those living in the EIRHA-owned housing units was the indication that half of the residents living in the complex were **not** aware of the service while the other half of the complex residents were and they were currently using the service. This raised a very significant question: why? To answer that question, further analysis needed to be done.

Dubuque County City Clerks Survey Results

The expected answer indicated in the above survey data was further enforced through the telephone surveys conducted by ECIA staff with the Dubuque County City Clerks. All 20 city clerks from each incorporated city within Dubuque County responded to the surveys.

Are there currently public transit services in your area?

55% of the city clerks were **not** aware of transit services in their areas.

Are you aware of persons with disabilities and/or senior citizens who could benefit from the use of public transit services in your area?

65% indicated awareness of persons with disabilities in area who could benefit from transit services.

If you have heard of any complaints on the public transit services in your area, what are they and do you have any recommendations on ways to improve the public transit services?

Complaints:

- Lack of marketing of public transit services,
- No public transit service or scheduling information available,
- No regular transit services to most cities, and
- Cab fare too high as a substitute means of mobility.

Recommendations:

- Market public transit services to increase ridership,
- Create routes through cities on a regular basis, and
- Keep fares low.

Data supplied in this survey confirmed the reasons for a significant lack of knowledge of rural transit services. Little or no marketing information on RTA Transit Services were reaching current and potential riders of the rural system.

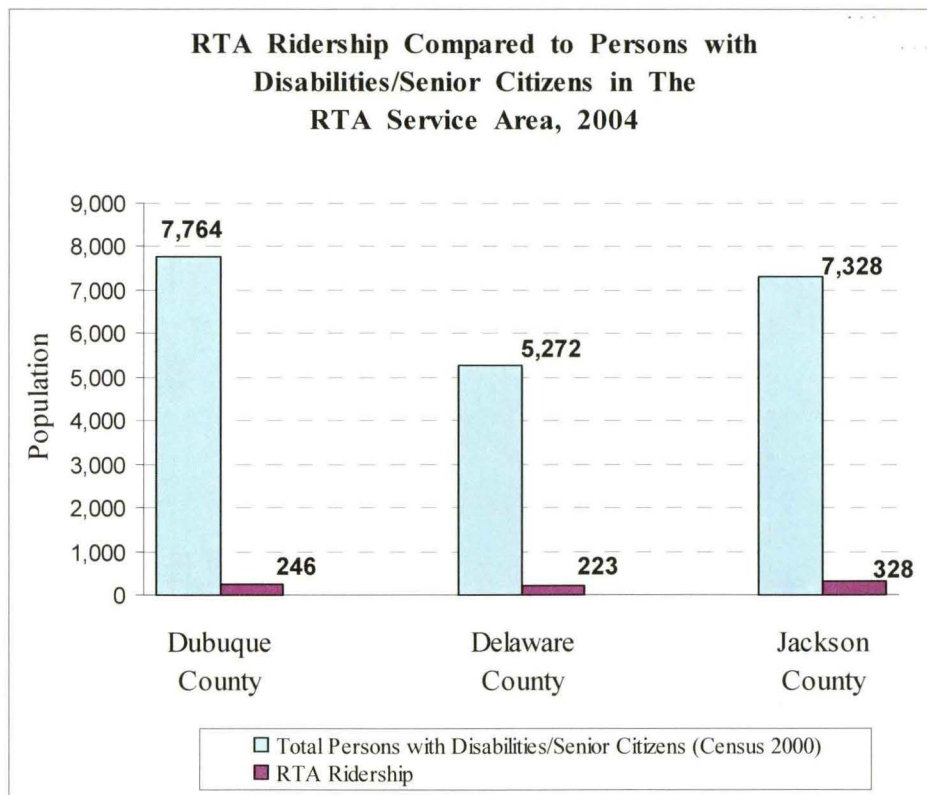
Dubuque County Area Congregations, Community Center, and Meal Site Survey Results

ECIA staff sent out three more surveys to local congregations, community centers and meal sites following the second stakeholder committee meeting held on January 31, 2004, in an attempt to get firmer statistical data showing the awareness patterns of persons living in Dubuque County of the rural transit service. Thirty (30) churches within the study area were sent ten survey questionnaires each and were asked to distribute them to parishioners who might be interested in using the transit service. At this time, insufficient data has been received by ECIA staff preventing analysis for inclusion in the final report. The returned surveys sent to community centers and meal site locations are also lacking in enough data to provide accurate analysis at this time.

Marketing RTA Transit Services

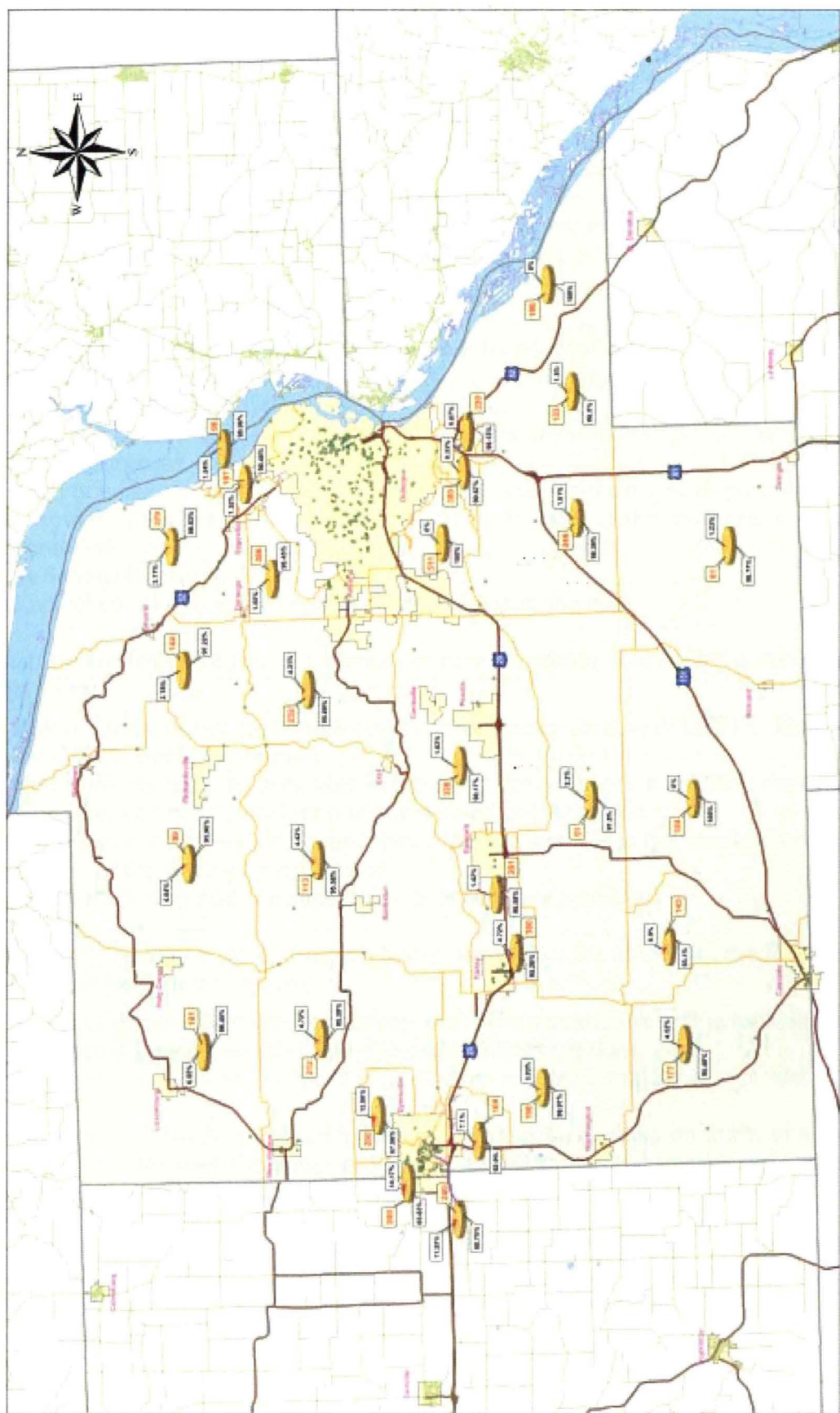
In further efforts to show the need for rural transit services and the increase in marketing efforts, ECIA staff members gathered 2000 US Census data for the locations of persons living with disabilities and/or senior citizens throughout Dubuque County. The specific census data relates to the census block groups showing the population counts. The disability statistics fall under the headings of sensory, physical, mental, self-care, and home-bound disabilities. This statistical information was then compared to the known current RTA ridership numbers for Dubuque County. The data was gathered for the entire RTA Transit Services area which includes Jackson and Delaware Counties, even though the study area is strictly Dubuque County. This information identifies that all three counties serviced by RTA appear to have issues with the current marketing efforts by RTA. This information has been included in this report in an effort to stress to the stakeholder committee members the importance of continuing their efforts in working to improve public transit services in the fringe areas around the City of Dubuque following the completion of the CTAA Grant.

The following chart shows the comparison of the data pulled from the 2000 US Census and the current RTA ridership information, which strongly indicates significant changes in marketing strategies need to occur in the rural transit region to improve the ridership numbers.



ECIA staff created another visual aid in the form of a map to emphasize the broad division in the data comparisons between the 2000 census data and RTA's current ridership. This map shows the areas within Dubuque County, the CTAA Study Area, where there is a significant lack of transit services. The possible lack of marketing of the rural transit services leads to results shown in the following map.

PERCENTAGE OF PERSONS WITH DISABILITIES NOT SERVED BY RTA



Legend

- RTA CUSTOMER LOCATIONS
- RTA ROUTES
- COUNTY BOUNDARY
- % OF PERSONS WITH DISABILITIES SERVED BY RTA
- % OF PERSONS WITH DISABILITIES NOT SERVED BY RTA

ECJA

Date Created : 2004 January 2004
 Date Revised : 2004 March 2004
 Prepared By : Charles R. Smith
 Data Source : 2000 U.S. Census Bureau
 Location : Charlotte, NC

Proposed Marketing Strategies

In reviewing the recommendations from the EIRHA-owned housing resident surveys and the Dubuque County City Clerks' surveys, RTA's biggest challenge is in the marketing of its product, transit services for persons living with disabilities within Dubuque County. Comments from the surveys indicate that there is a general agreement that people living in rural areas are simply not aware of RTA's services. From this observation, marketing strategies began to evolve through ECIA staff efforts. The following paragraphs look at perceived obstacles and define possible changes to RTA's marketing strategies in an effort to improve awareness of rural transit services throughout Dubuque County.

Obstacles identified by ECIA staff included:

- No current marketing materials specific to RTA are available for mass distribution,
- IDOT materials available but not currently in use (coloring books, calendar strips, custom memo pads, bus pass holders, etc.),
- Misconceptions that RTA is only for low-income, persons with disabilities, for medical or school purposes,
- Lack of unity in communications, lingo in particular; drivers and dispatchers don't refer to routes by the same names as the bus schedule distributed to the people; causes confusion,
- Variations in pricing of rides, and
- Lack of coordination with health care providers in the area.

ECIA staff proceeded to list possible avenues of communication that could be implemented in the short term:

- Riders' guide for distribution across the three-county area, with EIRHA clients possibly included in initial distribution,
- Poster for city halls, schools, libraries, grocery stores, banks, meal sites, daycare centers and other common destination of current and potential riders,
- Information in various city/county newsletters, especially in the smaller, more rural areas,
- Review of the pricing structure, and
- Direct marketing and coordination with health care providers.

ECIA staff also provided a list focusing on future possibilities for marketing the RTA Transit Services for the long term:

- Project Concern/RTA website update: post rider's guide, streamline look, include logos, kids' activity page; use this avenue to dispel misconceptions, and
- Newsletter (quarterly) specific to RTA, its services, news, real-life stories, etc.

Ms. Karen Adams, ECIA Administrative Planner, is currently working on drafts of a riders' guide that can be distributed over the three-county area as well as a poster that could be distributed to destinations of current and potential RTA clientele.

In another attempt to aid RTA in its marketing needs, Ms. Marla Quinn, ECIA Project Manager, along with Mr. Steve Jacobs, RTA Executive Director, researched potential grant opportunities. The following section focuses on one specific grant concerning marketing efforts Ms. Quinn and Mr. Jacobs applied for in January 2004.

The Federal Transit Administration Grant Undertaking

Ms. Quinn and Mr. Jacobs located a grant to be administered to successful candidates for the purpose of increasing public transit ridership through a targeted marketing program. There were to be four grants awarded. The projects that will be awarded will work with a marketing team comprised of marketing professionals from MELE Associates and Socialdata. This FTA team will implement a marketing plan in the area selected to help increase transit ridership.

The grant proposal was submitted to the Federal Transit Administration in January 2004. On March 2, 2004, Mr. Jacobs received a letter informing him that RTA had not been selected at this time to be a participant in this grant project. (A copy of the submitted Grant Proposal and the letter are available upon request.)

Second Stakeholder Committee Meeting

The second stakeholder committee meeting was held on January 31, 2004. During this meeting, ECIA staff presented to the committee members a presentation highlighting the progress staff has made during the CTAA Grant project. The following minutes of that meeting describes in more detail what occurred during the meeting.

Minutes of January 31, 2004, Stakeholder Committee Meeting

Introductions

Ms. Kelley Deutmeyer, ECIA Executive Director, opened the meeting at 12:00pm by welcoming everyone in attendance and introduced Mr. and Mrs. Pullen, the new owner/managers of the A-OK Yellow Cab Company, along with Mr. Axtell, who is a new manager of A-OK Yellow Cab Company.

Ms. Deutmeyer also asked the rest of the committee members to re-introduce themselves and their relationship with the CTAA Grant. She then explained the general concept of the Community Transportation Association of America (CTAA) grant to the group.

CTAA Progress Report Overview

Ms. Deutmeyer briefly explained what ECIA staff has been doing under the CTAA Grant since the last stakeholder meeting held on September 15, 2003. The processes that had been completed included:

- *Fringe area defined as all of Dubuque County;*
- *Surveys distributed and completed by service provider riderships;*
- *Databases created and analysis of the survey findings completed;*
- *Mapping completed which included:*
 - *RTA demand response pick-up sites,*
 - *ARC pick-up sites,*
 - *Keyline Minibus pick-up sites,*
 - *Keyline Fixed Routes, and*
 - *Dubuque County Census by Block Groups maps for persons living with disabilities;*
- *Observation by staff of transit system by riding Keyline and RTA buses;*
- *Staff member attending CTAA grantee meeting in Des Moines, November 2003;*
and
- *Staff members participating in CTAA grantee progress phone conference December 2003.*

Ms. Deutmeyer indicated this second stakeholders meeting represents task #4 (Second Stakeholder Committee Meeting – present progress and seek input) under the list of tasks completed or in progress per the grant proposal. Tasks 5, 6, 7 & 8 remain for the completion of the grant. They are listed as follows:

- Task 5 - Select final strategies and alternatives,
- Task 6 - Final stakeholder meeting prior to 3/31/04,
- Task 7 - Compile final action plan, identify prioritized action strategies and alternatives, and
- Task 8 - Submit final report to CTAA and close out project.

Ms. Deutmeyer then turned the meeting over to the ECIA staff who proceeded with the CTAA Grant presentation.

Status of Current CTAA Activities

Survey Analysis

Ms. Smith discussed the status of the current CTAA activities by explaining the various surveys and results which were outlined in the agenda packet. The items Ms. Smith focused attention on included ridership recommendations, reasons for a different direction of research concerning RTA ridership surveys, and the discoveries produced by further surveys to other groups of the rural population; specifically the lack of awareness of any rural transit services available in their communities or to themselves. It was very apparent from the findings of the further research data that there is a very significant lack of transit marketing taking place in the rural areas. Ms. Smith then handed the presentation over to Ms. Adams who discussed marketing strategies.

Marketing Efforts

Ms. Adams highlighted marketing efforts for Project Concern/RTA. She explained obstacles, possible avenues of communication, future possibilities, and what has been done to date. Ms. Adams had prepared a sample marketing brochure for the committee's review. Discussion between the committee members ensued about the definition of fixed-transit routes in the rural regions. It was the general consensus that marketing is an important factor in securing the future of the RTA. Following this portion of the presentation, Ms. Adams shifted the attention over to Ms. Quinn who then described a transit marketing grant applied for by Mr. Jacobs.

Grant Possibility

Ms. Quinn explained a grant that she and Mr. Jacobs had written together and submitted in January to the Federal Transit Administration. Ms. Quinn explained that this grant is designed "to increase public transit ridership through a targeted marketing program." She discussed the purpose for the grant further, explained the focus of the grant, outlined anticipated outcomes, and described the scope of work to produce the grant. Ms. Deutmeyer addressed a chart in Ms. Quinn's portion of the presentation that illustrated the significant differences in population numbers between current RTA ridership and the US Census 2000 Census Block Groups data for Dubuque County concerning persons with disabilities showing a huge need for improved marketing strategies. Ms. Deutmeyer stressed the room for growth in ridership in Dubuque County according to this chart. Ms. Quinn indicated that the grant awards should be known by March or April of this year. Discussion among the committee members followed. Ms. Quinn then stepped aside for the presentations of the pilot projects.

Pilot Projects

Two separate pilot projects have been developed by the ECIA Transportation Staff and both RTA and Keyline Transit service providers. Ms. Smith and Mr. Ravada presented the following information concerning the individual pilot projects.

Ms. Smith, Mr. Jacobs, and Mr. Munson designed a pilot project involving cooperation between the two transit service providers. This project involves efforts by both agencies to provide easier access to the City of Dubuque's shopping areas, medical facilities, entertainment centers and other origins of interest throughout the city for people living with disabilities and/or senior citizens from surrounding communities. The purpose of this project is to gauge how well the combined efforts of both RTA and Keyline Transit Services work together and the response from Dubuque County residents to such shopping opportunities. Discussion followed regarding the pilot group. The committee was encouraged by this project not only because it keeps the elderly populations active but because of the emphasis of connecting the rural riderships to the City of Dubuque's opportunities. A meeting with potential participants, who live in the Park Villa Apartments in Dyersville, Iowa, will be conducted on February 3, 2004. A date for the actual shopping trip will be discussed at that time with the participants. A follow-up review of the project will be provided at the final stakeholders meeting on March 19, 2004.

A second pilot project had been devised by Mr. Ravada and Mr. Munson and has been labeled the "Keyline Transit Pilot Project." This pilot project was designed to help reduce Keyline fixed-routes throughout the City of Dubuque in an effort to reduce wait times at bus stops, cut route times in half, cut maintenance costs for Keyline, and encourage the use of the fixed-route system by more City of Dubuque and RTA riders. Discussion followed regarding fixed route and para-transit and how to shift riders from para-transit to a fixed route. The pilot project suggested an increase in the number of bus stops along the fixed routes where para-transit minibuses could bring riders from surrounding areas along the fixed-routes to the main line, which in turn would decrease the dependency on para-transit on-demand rides. There was also a question as to whether a fixed-route could be changed. Mr. Munson said that even though deviation is tricky, he would consider changing a route. He also added that a public hearing is necessary for any proposed route change. Discussion followed. The presentation then led into the discussion of the proposed scenarios recommended to the committee members by the ECIA staff and the participating transit service providers.

Proposed Scenarios for CTAA Final Report Including Alternatives and Strategies

Ms. Smith and Mr. Ravada presented the proposed scenarios for the CTAA final report. These scenarios were listed as Phase I and Phase II and were included in the agenda packet. There was no opposition expressed by the committee members to the proposed scenarios presented and it was by general consensus that the committee finalized that portion of the final CTAA report due by March 31, 2004.

Other Important Developments

Following the discussion of the proposed scenarios, Mr. Pullen, one of the new owners of A-OK Yellow Cab, spoke to the committee informing them that the cab company would be willing and eager to help out with gap coverage for transit services such as evening and weekend pick up and in any other way they could. His statements were very well received by the committee members.

In Closing

Ms. Michalski commended the ECIA staff on their efforts in pursuing these ventures and feels very confident about the project. It was by general consensus of the committee members to retain the committee following the end of the grant process. It was also the consensus by the committee to recommend ECIA staff proceed with adding Phase I and Phase II scenarios to the final CTAA Grant report. The meeting was then brought to a close with the understanding that a third and final meeting is to be held during March for the final presentation and acceptance of the final CTAA Grant report.

As noted in the minutes, the new owners/managers and co-manager of A-OK Yellow Cab Company joined the committee with great enthusiasm in participating in this grant process and covering the gaps in the ridership needs within the City of Dubuque concerning evening and weekend service. More discussion as to how a public/private partnership has formed between Keyline Transit Services and the A-OK Yellow Cab Company are covered in the comments provided by Mr. Mark Munson, Keyline Transit Manger, near the end of the report. Also noted in the minutes is the proposal of two separate pilot projects. One of the pilot projects has been carried out since the meeting on January 31, 2004, and information describing the processes in implementing this project along with a summary of the results is included in the following section. A list of stakeholder committee members present at the second stakeholders meeting is found in **APPENDIX B**.

Pilot Projects

Two proposed pilot projects were presented during the second stakeholder committee meeting held in January 2004. This section describes the proposed pilot projects, who was involved in the participation, the purpose of each project, and updates on current standings. The results of one pilot project implemented during the month of February 2004 are discussed in the first portion of this section.

RTA/KEYLINE TRANSIT PILOT PROJECT

At the risk of duplicating information contained in the minutes of the second meeting, ECIA staff feels it is important to describe the project from beginning to end to avoid losing any pertinent data in the process. The following paragraphs and bulleted lists have been taken from the presentation data.

RTA and Keyline Transit Services are combining efforts to provide easier access to the City of Dubuque's shopping areas, medical facilities, entertainment centers and other origins of interest throughout the city for persons living with disabilities and/or senior citizens from surrounding communities.

This pilot project will help to gauge how well the combined efforts of both RTA and Keyline Transit Services work together and the response from Dubuque County residents to such opportunities. Responsibilities of each transit service in the pilot project are broken down according to the service provider.

RTA

- Provide transportation from Dyersville, Iowa, to a Keyline pick-up/drop-off point
- at Kennedy Mall in the City of Dubuque,
- Pass out "one-day" passes to each participating rider when entering the vehicle,
- Collect a \$.50 fee from each rider with RTA's fare for Keyline Transit Services expenses, and
- Return clients to Dyersville, Iowa.

Keyline

- Design a “one-day” pass for the pilot project, and
- Create a bus route system map, scheduling and pick-up/drop off points in the western edge of the City of Dubuque for easier access to shopping areas, dining areas and entertainment centers located near the current fixed-bus routes.

What Will Happen

- On February 3, 2004, a meeting is scheduled with residents living with disabilities and/or senior citizens in the Park Villa Apartments in Dyersville, Iowa, to discuss the pilot project, its potential benefits, associated fares, scheduling a trip, etc.
- A second meeting will be conducted on the same day at the community center meal site in Dyersville, Iowa, to relay the same information.
- If reception is good toward participating in the pilot project, a trip from Dyersville, Iowa, will be planned to take place during the week of February 23-27, 2004.
- Results of the pilot project will be included in the final report.

Immediately following the meeting, ECIA staff proceeded in implementing the RTA/Keyline Transit Pilot Project. The following paragraphs describe this process and the outcome of the project.

RTA/KEYLINE PILOT PROJECT PREPARATION

On February 3, 2004, Ms. Debra Smith, ECIA Transportation/Land Use Planner and CTAA Grant Project Manager, and Ms. Mindy Meyers, ECIA FSS/ESS Coordinator, met with the residents of the Park Villa Apartments in Dyersville, Iowa, for the initial kick-off of the pilot project. It was explained to the residents the purpose of the pilot project and what their roles would be if they chose to participate. During this meeting, some of the people attending were surprised that RTA existed while others were currently using the service (as noted in the housing survey results). Discussions concerning a date to schedule the planned trip, costs, and who would be willing to participate ensued. Other discussions centered on the difficulties many were experiences in their driving abilities. One lady in particular stated that she is only allowed to drive within the city limits. Another said she remained in the area on her own accord because she recognized she was having difficulty maneuvering her vehicle. Many of the residents who maintained their own vehicles were very cautious when driving. They related a story about one of the residents being involved recently in an accident just a block from the apartments.

It was brought to the ECIA staff's attention during the meeting that an RTA bus was currently picking up persons living at a near by assisted-living facility twice a week for destinations within the City of Dyersville. The Park Villa residents were not aware that they could be using the same service.

Ms. Smith and Ms. Meyers also visited the community meal site and presented the pilot project to the people there. There seemed to be interest by some of the people in participating in the project. Ms. Meyers asked that those interested in making the trip to the City of Dubuque leave their name and phone number with the director of the meal site.

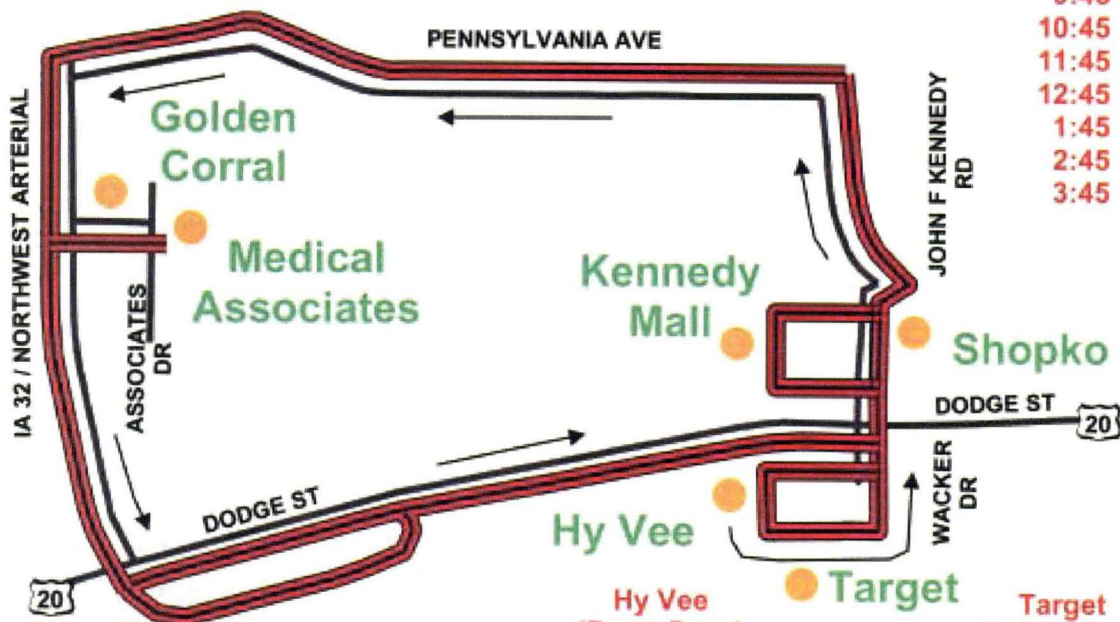
It had been intended to include the ARC group home residents living in the City of Dyersville, Iowa, in the pilot project and a representative had been invited to the meeting at the Park Villa Apartments. This did not materialize and, due to time constraints, ECIA staff decided to pursue the project with just the groups visited on February 3 and, if time allowed, design another shopping trip specifically with ARC residents. This pilot project has yet to be designed and completed.

With the Park Villa Apartments and the meal site meetings at a close, ECIA staff proceeded to set up scheduling and destination pick-up/drop-off locations and times. Staff also designed a Keyline fixed-route bus map to aid participants during the trip in boarding the proper bus that would deliver them to their destination. The map on the following page was used by the people during the shopping trip.

RED LINE KENNEDY MALL

30 minute round trip

(Arrival/Destination Times are Estimates)



**Golden Corral
(On Demand)**

- 8:48
- 9:48
- 10:48
- 11:48
- 12:48
- 1:48
- 2:48
- 3:48

**Medical
Associates West**

- 8:49
- 9:49
- 10:49
- 11:49
- 12:49
- 1:49
- 2:49
- 3:49

**Wal Mart
(Front Door)**

- 8:50
- 9:50
- 10:50
- 11:50
- 12:50
- 1:50
- 2:50
- 3:50

**Hy Vee
(Front Door)**

- 8:55
- 9:55
- 10:55
- 11:55
- 12:55
- 1:55
- 2:55
- 3:55

**Target
(Front Door)**

- 8:56
- 9:56
- 10:56
- 11:56
- 12:56
- 1:56
- 2:56
- 3:56

Leave

**KENNEDY MALL
(In Front of Bishops)**

- 8:45
- 9:45
- 10:45
- 11:45
- 12:45
- 1:45
- 2:45
- 3:45

**Return to
KENNEDY MALL
(In Front of Bishops)**

- 9:00
- 10:00
- 11:00
- 12:00
- 1:00
- 2:00
- 3:00
- 4:00

RTA/Keyline Pilot Project Results

Dyersville Residents Shopping Trip, February 28, 2004

On February 28, 2004, Debra Smith and Mindy Meyers conducted the CTAA joint RTA/Keyline Pilot Project. The project was designed to gauge how well the combined efforts of RTA and Keyline Transit Services worked together in providing connections between the rural transit service and the city transit service in providing access to the City of Dubuque for persons living with disabilities in the rural communities located within the fringe area for the purposes of the CTAA Grant study.

Two women from Worthington, Iowa, drove from Worthington, Iowa, to Dyersville, Iowa, and joined four ladies from Park Villa Apartments located in Dyersville, Iowa, for this special shopping trip. The RTA bus picked up its passengers at the Park Villa Apartments community room between 10:15 and 10:30am to begin the trip. Ms. Meyers accompanied these six ladies into the City of Dubuque where they exited from the RTA bus in front of Kennedy Mall. Two ladies used canes to aid in stabilizing mobility, and the other four ladies were able to maneuver on their own though it was difficult for them to manipulate steps. Ms. Smith met the ladies in front of Kennedy Mall at the 11:00am scheduled meeting time.

Following the departure from the RTA bus, members of the group ate lunch at Bishop's Buffet and spent 2 hours and 45 minutes shopping in the Kennedy Mall shops. At 1:45pm, the group boarded the Keyline Red Line bus on the fixed bus route using the special "one-day" pass provided by Keyline for this pilot project. They then rode along the route where they disembarked at the front door of Wal-Mart. The group spent the next hour shopping at Wal-Mart before meeting inside the front door to catch the 2:50pm Keyline Red Line bus using the special "one-day" pass to get back to Kennedy Mall. They then transferred to the RTA bus waiting to take them back to Dyersville, Iowa, at 3:15pm. The participants left the special "one-day" passes with the Keyline bus driver at the completion of the shopping trip, allowing Keyline to have a record of the number of project participants.

Only one mishap occurred when one of the ladies did not appear at the pick-up point at Wal-Mart's front door when the Red Line bus was due to arrive. It had been strongly recommended that the group shop in pairs to avoid losing anyone, but in Wal-Mart the pairs started breaking up. The group found that it was too hard to shop in pairs when each wanted something different, particularly when needed items were located at different ends of the store. During the Wal-Mart visit, one lady participating in the project had wandered away from her partner and didn't respond to hearing her name over the intercom system when it was nearly time for the Keyline bus to arrive. Ms. Meyers quickly located her and asked if she had heard her name. She said she had but Ms. Meyers had the distinct feeling that the lady may have become slightly confused and hearing her name had not prompted her to go to the front of the store. The Keyline Red Line bus driver was asked to wait a few minutes while Ms. Meyers aided the lady through the check-out line. At first the bus driver would only allow a two-minute wait. Once it was explained to him that this was a project with RTA and Keyline, he was happy to hold the bus for a few more minutes. If the bus had not been able to wait, Ms. Meyers and the participant would have had to wait one hour for the next bus, causing problems with the meeting time with the RTA bus. On any other trip, this would pose quite a problem as the Red Line bus has a fixed time schedule to keep and the RTA bus driver was scheduled to pick-up at a certain time in a certain place. It would have been possible on this particular trip to have left Ms. Meyers and the lady behind at Wal-Mart and requested the RTA bus driver to pick them up on the way out of town, but impossible in normal conditions.

The trip, according to participants and ECIA staff, was an overall success. However, the majority felt that doing this on a regular basis would be too much for them; occasionally would be enough. A couple of participants stated that they would like to have a trip to Dubuque, Iowa, on a routine basis, once every two weeks or twice a month, and as a group, not individually. All participants stated that it was important to them to know the service would be available to them on a regular basis even if they only utilized it periodically. Reading the Keyline bus schedule did not pose much of a problem for the ladies either. Switching from the RTA bus to a scheduled Keyline fixed-route bus was easy to do and participants felt that they could do it on their own without ECIA staff. The only problem seen in the switching of buses during the project was not being able to see the Keyline bus arrive in front of the mall and Wal-Mart. There were benches located inside the front doors of both the mall and Wal-Mart but neither area was located in a position that afforded a good view of the bus pick-up points, which resulted in someone standing close to the entrance watching for the bus. In this project, standing ten minutes or longer watching for a bus was not feasible due to physical limitations and age-related issues. The bus was only visible from the sitting areas when the bus was pulling away from the buildings. There were also some difficulties for some of the participants when entering and exiting the buses due to the height of the steps and stability issues. It was such a concern for Ms. Smith and Ms. Meyers during the project that both of them felt it necessary to assist the ladies on and off the bus. The Keyline bus driver wanted ECIA staff to know that Keyline buses are equipped with added handrails for better support and a mechanism that lowers the front of the bus to curb level. These Keyline bus features have aided greatly with entering and exiting the buses when people are not carrying shopping bags. However, when people make use of canes, only one hand is available to grip the handrails. During the pilot project, ECIA staff felt that carrying extra packages on and off the bus made the process more difficult and a little dangerous for those using canes and those having difficulty managing steps.

Other issues came to light during this project. There were questions concerning packages purchased during the trip. There is no storage space on RTA buses for transporting packages unless the bus is not running at capacity and empty seats are available. The ladies were not able to leave packages on the Keyline buses either, which forced the issue of having packages in their hands when boarding and exiting a bus as mentioned above. In the case of entering Wal-Mart with existing packages, the answer was not resolved as to whether or not Wal-Mart would allow them to keep packages with them. Ms. Meyers offered to remain with the packages at the front door while the rest finished their shopping. If it is Wal-Mart's policy not to allow packages into their store, a major problem could develop. One other observation was made by ECIA staff: the ladies would have been happy to have stayed at the mall for the entire shopping trip. Ms. Meyers and Ms. Smith requested the ladies to ride the fixed-route at least once to get an idea of how they handled the changing of buses and to encourage use of the Keyline transit system during other possible shopping trips.

One other fact deserves mentioning. Following the meeting at the meal site, an article appeared in a local newspaper stating that the pilot project would pick up those interested in participating at 8:00am instead of the correct time of 10:00am. It is believed that this article may have discouraged participation from those at the Dyersville meal site in taking part in the project.

In an effort to create solutions to some of the issues the ladies discovered during the RTA/Keyline Pilot Project, a short list of possibilities follows:

One possible solution to carrying the packages might be the use of wire shopping carts that can be pulled behind them.

Purchase buses that have storage compartments above the passenger's seats or beneath the carriage of the vehicle for packages.

The possibility of putting enclosed, heated bus shelters located at the entrances of the mall and Wal-Mart or any other location where vision would be unobstructed and where passengers can wait in a safe and comfortable environment.

In conclusion, the RTA/Keyline Pilot Project has become a useful tool in analyzing potential shopping trips from outlying communities into the City of Dubuque.

Further discussions concerning other possible solutions to the barriers found during the excursion from Dyersville into the City of Dubuque are included in the minutes of the second stakeholder committee meeting.

KEYLINE TRANSIT PILOT PROJECT

The second pilot project introduced at the second stakeholder committee meeting was designed by Mr. Chandra Ravada, ECIA Transportation Planner, and Mr. Munson. This project looked at ways to possibly improve the current transit system within the City of Dubuque in two ways: through RTA/Keyline Interline Connections and Para-Transit Corridor Review. The pilot information presented at the second meeting included the following possible benefits of both sections of the project, beginning with the RTA/Keyline Interline Connections.

RTA/Keyline Interline Connections

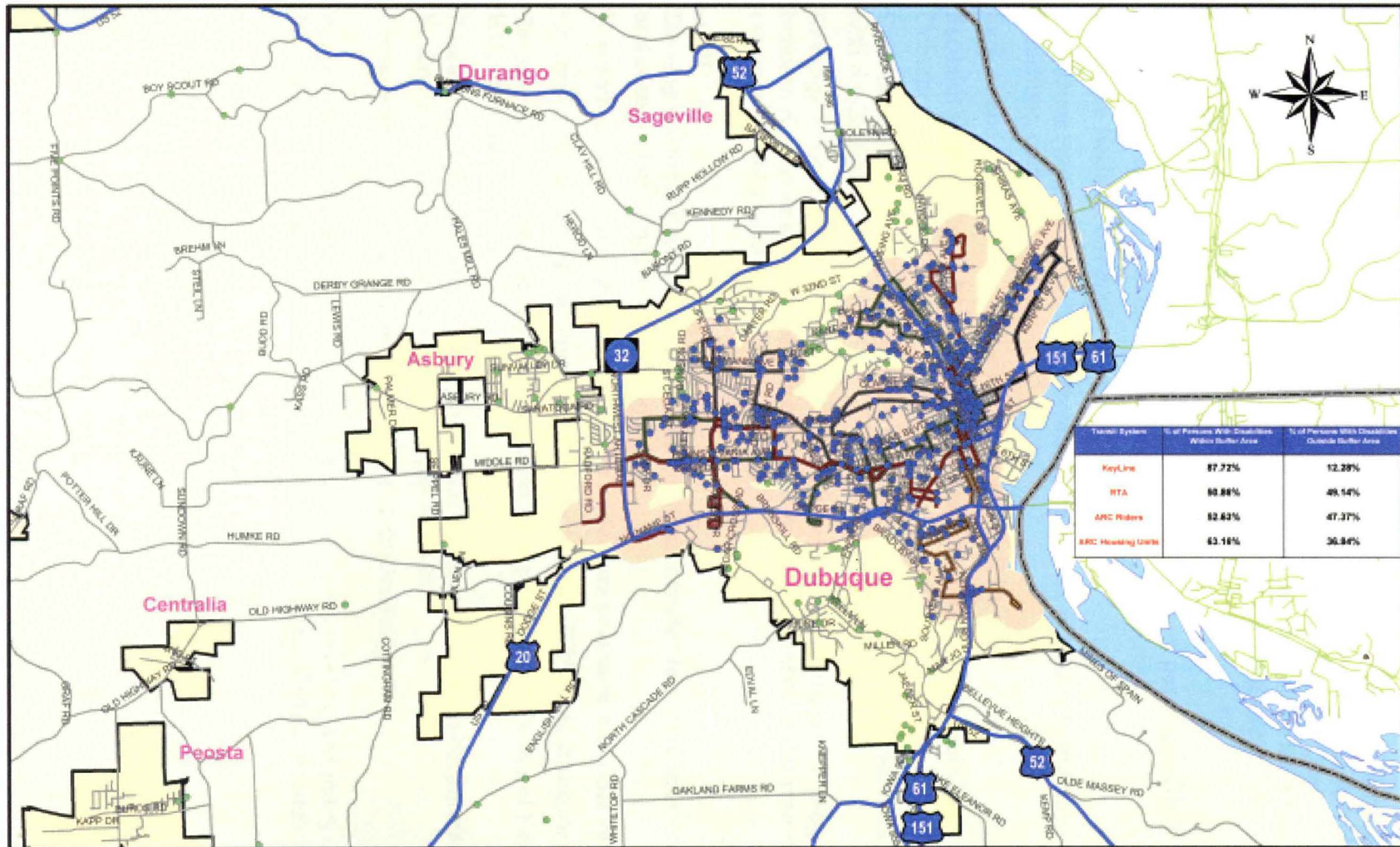
- Increased flexibility and independence for rural passengers,
- Seamless service through coordination and integration of existing resources, and
- Promotes ridership and reduces operating expense for intra-city service.

Para-Transit Corridor Review

- Potential to shorten travel and wait times,
- Mechanism to fund service that goes beyond ADA requirements, and
- Potential feeder service to fixed routes.

It is important to note that both of these scenarios would need to be approved by the Transit Board members before any changes would take place. The Keyline Pilot Project in Dubuque County map is located on the following page.

KEYLINE PILOT PROJECT IN DUBUQUE COUNTY



Transit System	% of Persons With Disabilities Within Buffer Area	% of Persons With Disabilities Outside Buffer Area
KeyLine	87.72%	12.28%
RTA	80.88%	49.14%
ARC Riders	62.63%	47.37%
ARC Housing Units	63.16%	36.84%

Legend		Date Created : 20th January, 2004 Date Revised : 25th March, 2004 Prepared By : Charles Ponske Data Source : KeyLine, ARC and RTA Location : H:\GIS\Mapx\CTAA	
— DUBUQUE COUNTY ROADS — COUNTY BOUNDARY	■ CITY BOUNDARY ■ 1/4 MILE BUFFER AREA	● PERSONS WITH DISABILITIES WITHIN BUFFER AREA ● PERSONS WITH DISABILITIES OUTSIDE BUFFER AREA	— RED LINE — ORANGE LINE — GRAY LINE — GREEN LINE

Proposed Project Goals/Scenarios

One of the major goals of the grant project is to develop a list of potential solutions to the problems recognized during the grant procedure that can be carried out in the short term and long term respectively. The approved list of proposed scenarios is taken from the second stakeholder committee meeting presentation and is listed under two categories: Phase I, which incorporates the short-term goals, and Phase II, which lays out the long-term goals.

Phase I

- Establish pick-up/drop-off points between Keyline, RTA and possibly A-OK Yellow Cab Company on the edge of Dubuque's city limits.
- Develop a Keyline "one-day" pass for RTA riders.
- Coordinate route and schedules between transit service providers to enhance travel time reductions, costs and wait times.
- Explore and initiate future marketing strategies for RTA.
- Establish a pilot Citizen Volunteer/Liaison Program/Operations Input Committee for Dubuque County.
- Consider Keyline and RTA joint driver-training programs to enhance services to persons with disabilities.
- Investigate possibility of developing a joint equipment and maintenance program between Keyline and RTA to reduce costs and vehicle down time and increase safety and dependability of equipment.

Phase II

- Develop potential Keyline route-deviations options intended to reduce fixed-route times and costs for both Keyline and RTA riders.
- Research electronic bus pass technology for easier fare payments and rider safety.
- Create website scheduling for medical providers to aid in RTA route structuring.
- Research website scheduling and route information systems to aid users of Keyline and RTA services.
- Research and develop an integrated on-demand response service incorporating RTA, Keyline and A-OK Yellow Cab transportation services.
- Create a tiered fare-rate system between all transit providers.

These proposed scenarios were overwhelmingly approved at the meeting and many expressed the excitement felt in visualizing success from this discovery process allotted through the CTAA Grant program.

Steps Taken By The Transit Providers

As part of the final requirements of the grant, ECIA staff were to establish a budget with funding sources, action strategies implementation and sustainability associated with the potential changes of the present transit service providers in Dubuque County and the City of Dubuque with the intent of "Improving Fringe Area Public Transportation Services for Persons with Disabilities in the Dubuque, Iowa, Area." This is a difficult task as ECIA staff has little influence in designing the projects or the funding strategies for either of the public transit service providers. Instead, Ms. Smith has asked Mr. Munson and Mr. Jacobs for updates on current projects and associated funding sources. Mr. Munson was also asked to update the ECIA staff concerning the public/private partnership that has been developed with A-OK Yellow Cab Company.

RTA

Mr. Jacobs said that he and Mr. Munson were continuing to investigate proposals to jointly purchase equipment and to jointly purchase maintenance services. The primary purposes of joint procurement are to reduce the amount of time and expertise invested in procurement and to reduce costs through greater uniformity in equipment and maintenance. The primary benefits of shared procurement of maintenance services is reduced parts cost, reduced down time and related reduction in vehicle operating costs, greater safety, improved accountability and record keeping and oversight of equipment. There are no funding source requirements with this project due to the intended reduction of operating expenses for both transit services.

Mr. Jacobs further stated that Region 8 is a lead partner in a statewide rural transit Intelligent Transportation Systems (ITS) project sponsored by IDOT. According to the statewide plan, Region 8 is approved to implement a detailed ITS plan, install scheduling/dispatching software, install bus maintenance software and install basic mobile data terminals on all RTA-operated transit equipment. The planning portion (\$10,000) is already completed. Maintenance and scheduling/dispatching software (\$86,000) is slated to be completed in the summer of 2004. This software will improve planning and reduce administrative cost associated with billings, reports and data collection. Mobile Data Terminals (\$50,000) are slated for installation during the summer of 2005. MDTs will help improve route structuring and reduce operating costs through greater scheduling efficiency. The majority of the funding is available through an FTA grant, local match resources and a small portion of IDOT's ITS statewide earmark funds.

KEYLINE

Mr. Munson answered the ECIA staff's request for the same information. His response was quite extensive and very informative. The best way to present this information is to incorporate his response letter into this report. With Mr. Munson's expressed permission, it is as follows:

March 12, 2004

*Debra Smith
East Central Intergovernmental Association
3999 Pennsylvania Avenue
Dubuque, IA 52002*

Dear Debra,

I am writing to provide you with an update on the progress of the transit coordination initiatives between KeyLine Transit, Region 8 Regional Transit Authority and the local cab services.

Since our last meeting with the Fringe Area Transit Action Committee, I have been meeting with the owners of the A-OK Yellow Cab Company to assist them in developing community services with their recent acquisition of the cab service. I have provided Jim Pullen and Tim Axtell copies of excerpts from the Iowa Public Transit Manager's handbook concerning contracting opportunities and requirements. I have also provided them information regarding federally mandated Drug and Alcohol testing and federal procurement guidelines that would be applicable if the City of Dubuque were to consider contracting with them or any third party for service.

Both gentlemen have expressed enthusiasm towards potential partnership arrangements and coordination of services as they embark on their recently acquired taxicab business. Many of the contracts that they currently operate target mutual public transit customers who require transportation service outside our service area and service schedules. They have also expressed a sincere commitment to working towards providing safe, reliable and affordable transportation and are very interested in networking with other professional transportation providers for expertise and resource information.

Jim Pullen has also provided me a copy of a job posting for cab operators that I have shared with our transit operating staff and the contracted drivers from Project Concern. Jim and I both agreed that it would be mutually beneficial if drivers from the same driving pool were developed especially if a contracting opportunity is created.

The potential types of contracting opportunities we discussed included a number of service expansions targeting persons with disabilities. One scenario involved the use of Job Access Reverse Commute funding to purchase accessible equipment that could be contracted to a third party like the cab service for the purpose of providing employment and job readiness transportation to persons with disabilities. A typical minibus retails at \$54,000 and is eligible for 80% federal funding under Job Access Reverse Commute funding guidelines. The service could be useful in addressing service limitation of the current fixed route and para-transit service that discontinue service after 6:00 p.m. In many instances, persons leaving welfare assistance are required to work jobs that involve second and third shift work schedules. Under the current public transit service hours, most of the employees could only get transportation to work but not home.

Also, by contracting accessible equipment to a third party, the service provider would be permitted under federal guidelines to provide accessible transportation not limited to employment or job readiness training that is currently limited to the fixed route and para-transit service. Currently accessible transportation ends at 6:00 p.m. Monday through Saturday and is not available on Sunday and some holidays.

The Region 8 Regional Transit Authority has expressed an interest regarding possible shared maintenance opportunities at the KeyLine Transit garage. Currently the Region 8 RTA and the City of Dubuque KeyLine Transit outsource maintenance service on their respective minibus, van and minivan fleet equipment. As a result, preventive maintenance is limited and the useful life of the equipment is often reduced due to unchecked wear. Under the scenario proposed by the Region 8 RTA, the RTA would hire a full time mechanic that would use RTA owned maintenance equipment in available maintenance space at the KeyLine Transit garage. The City of Dubuque could also purchase maintenance service from the RTA at a significantly reduced hourly shop rate for its para-transit and other minibus equipment. It is hoped that under this arrangement the useful life of equipment would be significantly increased and maintenance expenses could be reduced allowing increased investment in service to the public. KeyLine currently pays more than \$40.00 per hour for maintenance and the Region 8 RTA has indicated that cost could be reduced in half under their proposed arrangement. Maintenance is currently budgeted at more than \$41,000 annually.

Funding opportunities that could be realized through the above initiatives and others include:

- ◆ Increased State Transit Assistance funding from increased service levels.
- ◆ Job Access Reverse Commute grant assistance for employment and job readiness transportation funding.
- ◆ Intercity Bus Funding through the State of Iowa for operating, marketing and capital expense associated with intercity transportation between the City of Dubuque, Region 8 RTA and local cab services, and
- ◆ Intelligent Transportation Systems funding through statewide earmark to further integrate rural and urban transportation services.

I hope this summary of information is useful in developing your final report for the Community Transportation Association of America grant. Please feel free to call me at 589-4196 should you require further in this regard.

Thank you for all your help in this coordination effort to improve fringe area transportation.

Regards,

Mark Munson
Transit Manager

Keyline recently created a new route within the City of Dubuque that incorporated the Asbury Plaza location where a new HyVee store and other stores have located. This new route originates and ends at Kennedy Mall where all Keyline fixed-routes for the City of Dubuque connect.

Third Stakeholder Committee Meeting

The final step in the CTAA Grant tasks was conducting the final stakeholder committee meeting held on March 19, 2004. At this meeting, committee members were presented with a summary of the RTA/Keyline Pilot Project results. It is also a goal of ECIA to encourage continued stakeholder participation in the same committee format following the end of the CTAA Grant so that the scenarios laid out in the plan can be implemented. It is at this time Ms. Smith asks for a general consensus in approving the final report to be sent to the Community Transportation Association of America by March 31, 2004, officially ending ECIA's participation in the CTAA Grant project.

Minutes of January 31, 2004, Stakeholder Committee Meeting

Introductions

Ms. Deutmeyer opened the meeting at 12:10pm by welcoming everyone in attendance. She introduced Debra Smith, who has taken the lead on the CTAA grant.

Ms. Smith indicated that her discussion at today's meeting builds on the previous presentation from the January stakeholder meeting. Ms. Smith proceeded to discuss the findings of the RTA/Keyline Pilot Project; explained that other surveys had been sent to community centers, meal sites and local congregations in Dubuque County; the survey standings; and led the discussion on the potential of continuing the progress of improving public transit services in Dubuque County and the City of Dubuque the CTAA Grant project has started through the current stakeholder committee members.

RTA/Keyline Pilot Project Results

Ms. Smith explained how she and Ms. Meyers went about preparing for the pilot project. Ms. Smith pointed out that the main purpose of the pilot project was to determine how well the RTA and Keyline Transit Services work together providing connections between the rural transit services and the city transit services.

Ms. Smith said that she and Ms. Meyers met with residents from the Park Villa Apartments in Dyersville, Iowa, on February 3, 2004, to explain the project and to plan a one-day shopping excursion using RTA and Keyline transit services. During the meeting, Ms. Smith noted that some of the residents were unaware that RTA existed, while others were currently using the services. Some of the residents were also aware that RTA buses were stopping at a near by assisted living facility and transporting those residents around Dyersville twice a week. The residents at Park Villa Apartments, however, were not aware that they could be using the in-town service. Ms. Smith said that she and Ms. Meyers further discussed a date for the trip, costs involved, and which of the residents would be willing to participate. They were told their fare for the trip would be around \$5 each. February 28, 2004, was the date picked for the project.

Ms. Smith and Ms. Meyers also visited the Dyersville meal site on February 3, 2004, with the same information concerning the pilot project. The ARC group home located in Dyersville had also been invited to join the pilot and to come to the meeting held at Park Villa Apartments.

Ms. Meyers offered the trip to residents from the EIRHA- owned housing in Worthington, Iowa, in an effort of increasing the group participating in the project. Ms. Smith continued by explaining how the women from Worthington, Iowa, drove to Dyersville to join the excursion into the City of Dubuque.

Ms. Smith explained how an article in a local newspaper may have deterred interested people at the meal site from joining the excursion. Ms. Smith also mentioned that the representative from ARC in Dyersville had not attended the initial meeting and it was decided by her and Ms. Meyers to attempt another pilot with only ARC residents as time permitted.

Ms. Smith explained that the RTA bus picked up the participants as well as Ms. Meyers at the Park Villa Apartments and transported them to Kennedy Mall in the City of Dubuque, where Ms. Smith joined them. Ms. Smith noted that two of the woman used canes for stability and that one participant had a deteriorating mental condition.

After spending time at Kennedy Mall, the group boarded the Keyline Red Line Bus, which transported them to Wal-Mart. The group had an hour to shop before the Keyline Red Line bus came back to transport them back to Kennedy Mall. The group then connected back to the RTA bus, which transported the group back to Dyersville.

Ms. Smith pointed out that the only mishap occurred at Wal-Mart when one of the participants did not return to the designated area at the appropriate time. As a result, the bus was asked to wait for the participants. Ms. Smith explained the project to the Keyline Red Line bus driver and he was willing to wait a few additional minutes. Ms. Smith pointed out that on any other trip, asking the driver to wait would pose quite a problem as the Red Line bus has a fixed time schedule.

Ms. Smith explained that she, Ms. Meyers and the participants in the pilot project felt that the project was overall quite successful. She pointed out that all of the participants stated that it was important they know the service would be available to them on a regular basis even if they only utilized it periodically.

Mr. Jacobs explained that the normal cost of a trip is about \$10 per person while \$5 per person was the fare RTA asked for in the pilot. Many of the residents would be unwilling to pay the \$10 charge. If an additional source of funding such as Chambers of Commerce, city or county governments or a third party were to step in and donate another \$20 per trip, Mr. Jacobs felt it would be possible to create a fixed trip schedule on a bi-monthly basis, even if only 6-8 riders made the trip.

Ms. Smith stated that one of the main problems pointed out during the pilot involved watching for the bus to arrive and not being able to see it from the benches inside the store where the residents could sit. Due to the age and conditions of the residents, having to stand to wait for the bus posed as a barrier for them. Ms. Smith also explained that she and Ms. Meyers felt they needed to assist the participants on and off of the bus. Ms. Smith pointed out that when the participants had packages in their hands after shopping, getting on and off the bus was a real challenge for them. She noted that the Keyline buses were equipped with added handrails for better support and a mechanism that lowers the front of the bus to curb level but the bus equipment did not alleviate the entering and exiting problems participants had with packages in their hands.

Ms. Smith also noted that during the trip many packages were accumulated throughout the day. She pointed out that there isn't any storage space on RTA buses for transporting packages unless the bus is not running at capacity and empty seats were available. Also, the packages that were accumulated throughout the day had to be taken into each store, since the participants could not leave them on the Keyline bus. This was a potential problem for the participants as far as convenience and safety if the individual store had policies against bringing outside packages into the store.

Ms. Smith explained that another barrier for some people utilizing the transit services is the difficulty people experience when reading the maps which show the fixed-routes of the Keyline buses.

Some discussion regarding color-coding the buses and message signs located inside businesses indicating the arrival of a bus, as well as developing a "pocket-guide" simplifying the routes would give the rider more confidence and make the rider feel more comfortable when utilizing the Keyline transit services.

Mr. Munson mentioned that the drivers of the buses do an incredible job in assisting riders if they have questions about the routes and that communication between buses is essential. However, his bus drivers are not able to help with entering and exiting of riders due mainly to the design of the bus which makes it difficult for the bus driver to leave his seat.

Ms. Smith also pointed out some solutions to the potential barriers posed to potential bus riders. She explained that one possible solution to carrying packages might be the use of wire shopping carts that could be pulled behind a person, but also explained that for someone using a cane to help with mobility would find this to be difficult. Ms. Smith also discussed the idea of the possibility of using the mechanical lift to assist in getting the packages into the bus, allowing both hands of the rider free to aid in stepping into the

bus. Ms. Smith also mentioned the potential of purchasing buses that have storage compartments above the passenger's seats or beneath the carriage of the vehicle for packages for the RTA.

Mr. Munson stated that buses equipped with compartments for packages would take up room, which would result in fewer seats. He said that if the rider could have a companion accompany him/her on the bus would be the best solution to the problem.

Ms. Smith mentioned the possibility of putting enclosed, heated bus shelters located at the entrances of the mall and Wal-Mart or any other locations where vision would be unobstructed and passengers could wait in a safe and comfortable environment.

Discussion continued regarding having message boards inside of the stores which could indicate the routes and if the bus has arrived or not. Other ideas discussed included bus signs with the color of each line to assist passengers on recognizing bus route destinations; bins for packages at the mall and companions for assisting passengers in entering and exiting the buses.

Some discussion continued regarding having volunteers on the buses, as well as outside of the stores, to assist the riders of the transit services. The factor of liability was also brought up regarding the scenario of a passenger falling while a volunteer is assisting him/her.

A very good and involved discussion on potential remedies of the issues developed before Ms. Smith led the discussion into the survey results and the Final Report standing.

Surveys

Ms. Smith explained that surveys were sent out to community centers, meal sites and congregations in Dubuque County. She said she received minimal response; therefore, there is not enough information to report back to the committee.

Final Report

Ms. Smith explained that the draft of the final report is not yet available. She explained that the outcome of today's meeting, the input from a meeting that will be held on Monday, March 22, for the RTA and Project Concern Board members, as well as the results from the additional surveys sent out are to be included in the final report. She stated that she will mail to each committee member a copy of the final report after its completion on March 31, 2004.

Ms. Smith informed the committee members of a section in the final report that explains what RTA and Keyline Transit Services are currently working on for specific projects that will benefit the transit system. She also said that funding sources for these projects are included in the report.

Ms. Smith thanked everyone for their involvement with the CTAA Grant. She added that if the committee would like to continue with this project and take the grant to the next level, it would be the committee's decision. She added that while ECIA is the third party involved, the transit agencies may have a desire to take the lead to continue the project.

Mr. Munson stated that he feels that an establishment of citizen volunteers should be implemented since input from the community is very important; however, he doesn't know how to designate a particular group or entity.

Mr. Romaine stated that he feels it is important to continue with the stakeholder committee in order to continue the dialog with both the Keyline and RTA Advisory Boards in implementing the scenarios in Phases I and II that the committee agreed upon during the second stakeholder meeting held on January 31, 2004. He also stated that he personally wants to be involved in the process.

Ms. Davidson explained that she feels that things need to get better and the transit services need to be more service directed.

Mr. Munson stated that he wants to get solutions; however, the ultimate solution is the funding involved. He stated that he feels another meeting is needed with the committee in order to discuss the options available to continue on with the group. He said he would be willing to establish an agenda and meeting.

Ms. Wuertzer asked Ms. Deutmeyer if it would be possible for ECIA to facilitate the next meeting. Ms. Deutmeyer agreed and indicated ECIA could act in a supportive role to continue committee activities with the lead coming from RTA & Keyline. Mr. Munson agreed to help put the agenda together for the May meeting.

The general consensus of the committee was to have the next meeting in early May, following the completed report due March 31, 2004.

The stakeholder committee members re-stated their appreciation and commendation to ECIA staff members for the efforts and professional skills demonstrated in completing this CTAA Grant process.

RTA/Project Concern Board CTAA Presentation

On March 22, 2004, ECIA staff presented a shortened version of the CTAA Grant presentation made at the second stakeholder committee meeting on January 31, 2004. It was by the request of Mr. Jacobs that ECIA staff present to the RTA and Project Concern Board Members the findings from the CTAA Grant pertaining to RTA Transit Services. The following information was obtained during this meeting.

CTAA Presentation to RTA Public Hearing Meeting Summary

Monday, March 22, 2004

Ms. Donna Smith, RTA Board Chairperson, introduced Ms. Debra Smith to the board members. Ms. Debra Smith explained that her presentation to the RTA and Project Concern Board would be the shortened version of the CTAA Grant presentation made to the CTAA stakeholder committee meeting on January 3, 2004. This presentation was specifically designed to present only the RTA transit services provided throughout Dubuque County. It was also recognized that some on the RTA and Project Concern Boards are also on the CTAA Grant stakeholder committee and that this would be a repeat presentation for them. Ms. Smith then proceeded to describe ECIA's fact-finding process of the grant. Following the review of survey findings and recognition of the marketing issues for the rural transit system discovered during the CTAA Grant process, Ms. Smith turned the presentation over to Ms. Adams.

Ms. Adams continued the presentation with the discussion on marketing strategies and the brochure developed during the CTAA Grant process. Ms. Adams presented the list of current obstacles that were identified during the grant. These included the lack of current marketing materials specific to RTA available for mass distribution and the misconceptions that RTA transit services are only for low-income, persons with

disabilities, medical or school purposes only. Ms. Adams proceeded to explain some possible short-term solutions and long-term possibilities for improving the RTA marketing strategies. Ms. Adams followed with a brochure she and Mr. Jacobs had been working on during the grant project that described the current route structure and scheduling for the region. Ms. Adams also discussed Project Concern's quarterly newspaper that circulates throughout the county to approximately 12,000 households as a good opportunity for RTA to promote its services along with the use of the current Project Concern website.

Considerable discussion followed concerning the information presented in the brochure. Many felt the information was misleading to the clientele as Ms. Donna Smith demonstrated with asking the question, "How long would it take for someone to get RTA services once they called scheduling?" The brochure led one to believe they could call in and have immediate service. Mr. Jacobs stated that RTA does not provide same-day-service and that it may take a week to provide the service requested depending on the availability of volunteer drivers and bus schedules. Ms. Donna Smith also questioned the number of phone calls required before a fare could be quoted to the client because of the inconsistency of the fare structure. More discussion among board members included the indication of the brochure that RTA currently had routine fixed routes anyone could use. The current fixed routes, however, pertained to riders going into area workshops for persons with disabilities or routine medical visits such as dialysis, and would only be available to others if their schedules matched the bus schedules. Other discussions concerning affordable fare rates, possible subsidies from cities on a fixed-route system to cover added costs, and RTA budget concerns followed. The need for in-city taxi services once RTA buses brought riders into larger communities such as the cities of Dyersville, Maquoketa, and Manchester; possibility providing a "one-day" pass similar to the one used during the RTA/Keyline Pilot Project from Dyersville, Iowa, into the City of Dubuque. Another suggestion concerned potential Saturday fixed-routes consisting to two round trips for people who work during the week, teenagers and senior citizens, all of which would have the potential effect of increasing RTA ridership.

Mr. Takes stated that he feels current marketing is NOT the issue. RTA needs to focus on creating transit services that are reliable, convenient and affordable; leading to positive experiences for riders that will encourage continued use of the transit service. Others agreed with Mr. Takes and the development of the brochure was tabled until the committee could correct the problems within the RTA Transit System. Board members realized that the transit issues brought out in this grant study will take more than one hour to correct. As a result, the transit issues concerning ridership were brought to a close for this meeting due to time restrictions.

The RTA and Project Concern board members stated that creating a commission to look into the problem areas of RTA Transit Services had been held back until the CTAA Grant study could be completed. At this time, the RTA and Project Concern board members will move forward with the creation of the special commission to look into possible solutions for improving RTA Transit Services and then proceed with creating marketing strategies when the issues have been dealt with.

RTA and Project Concern board members thanked ECIA staff for their presentation of the CTAA Grant Results to the board and praised the ECIA staff for their efforts put into the CTAA Grant Project as well as a direction for the RTA and Project Concern board members to pursue.

Conclusion

In conclusion, ECIA staff members attacked each task the CTAA stakeholder committee designated in the initial stakeholder meeting to be completed head on and produced highly significant findings concerning the public transit service systems, and provided direction from which the CTAA stakeholder committee can continue its efforts in improving public transit services for persons with disabilities in the Dubuque, Iowa, area. The following tasks have been completed during the process of the CTAA Grant project as described in each section beneath each task throughout the body of the report.

Tasks

- Identify Project Stakeholder Committee
- Project Kick-Off Meeting
- Research and Data Collection
- Second Stakeholder Committee Meeting
- Proposed Project Goals/Scenarios
- Third Stakeholder Committee Meeting
- Conclusion
- Final Report (Action Plan) with Implementation Strategies

From the completion of the above tasks, ECIA staff members were able to design proposed scenarios that have been approved by the CTAA Grant stakeholder committee members as the direction in which the committee is posed to proceed. A review of the proposed scenario lists that the committee has approved follow:

Phase I

- Establish pick-up/drop-off points between Keyline, RTA and possibly A-OK Yellow Cab Company on the edge of Dubuque's city limits.
- Develop a Keyline "one-day" pass for RTA riders.
- Coordinate route and schedules between transit service providers to enhance travel time reductions, costs and wait times.
- Explore and initiate future marketing strategies for RTA.
- Establish a pilot Citizen Volunteer/Liaison Program/Operations Input Committee for Dubuque County.
- Consider Keyline and RTA joint driver-training programs to enhance services to persons with disabilities.
- Investigate possibility of developing a joint equipment and maintenance program between Keyline and RTA to reduce costs and vehicle down time and increase safety and dependability of equipment.

Phase II

- Develop potential Keyline route-deviations options intended to reduce fixed-route times and costs for both Keyline and RTA riders.
- Research electronic bus pass technology for easier fare payments and rider safety.
- Create website scheduling for medical providers to aid in RTA route structuring.
- Research website scheduling and route information systems to aid users of Keyline and RTA services.
- Research and develop an integrated on-demand response service incorporating RTA, Keyline and A-OK Yellow Cab transportation services.
- Create a tiered fare-rate system between all transit providers.

The first official stakeholder committee meeting following the end of the CTAA Grant project is set to meet the first part of May 2004 to continue the momentum already established by the grant project. ECIA has been asked to continue its capacity in aiding in mailings, agendas, and possible other administrative functions. ECIA has agreed. Debra Smith will step down as the Project Manager of the grant and become a stakeholder on the committee to aid the committee in continuing its work on improving the public transit services within the Dubuque, Iowa, area. Perhaps one of the first issues the stakeholder committee can begin working with is the transit needs of the Julien Care Facility and SASC, as mentioned earlier in this report.

The continued efforts of the stakeholder committee members along with the commitment by the RTA and Project Concern board members in fixing the transit service problems in the fringe areas of Dubuque County and the City of Dubuque was the ultimate goal of the CTAA Grant project, and that final, most important goal has been accomplished.

Final Report (Action Plan) With Implementation Strategies

The final step in the CTAA Grant project is the preparation and submittal of the final report to the Community Transportation Association of America in Washington, D.C. This report has been completed and will be submitted to the Community Transportation Association of America by the deadline date of March 31, 2004. This report has come to the final step through the efforts of all ECIA staff members.

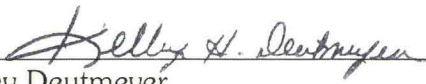
In Appreciation

It is with many thanks that ECIA staff extends their appreciation to the Community Transportation Association of America for the opportunity to conduct a study resulting in far-reaching effects for the Dubuque, Iowa, area. This opportunity has enabled ECIA to participate in the continued growth of this community and surrounding areas by aiding in designing potential improvements to the public transit services for persons with disabilities.

ECIA staff also wish to thank both transit service providers, Keyline and RTA Transit Services, for their continued cooperation throughout the grant process. Many issues have been recognized and possible solutions laid out for the CTAA final report with their help, and a good feeling of continued partnership has been established between them. ECIA staff would not have been able to accomplish many of the goals and tasks initially assigned without the aid of both transit service providers.

Debra Smith, ECIA Transportation/Land Use Planner and Project Manager of the Grant, would like to take this opportunity to thank ECIA staff members Chandra Ravada, Karen Adams, Marla Quinn and Bob Kraye for their many efforts, hours and continued support in completing the CTAA Grant project. Ms. Smith also thanks Ms. Kelley Deutmeyer, ECIA Executive Director, for her steady guidance throughout this project.

On November 12, 2003, a change in project managers occurred. Mr. Bill Tobin stepped down and Debra Smith, ECIA Transportation/Land Use Planner, assumed leadership of the CTAA Grant project. Ms. Smith carried on with the project and guided the ECIA staff through the data gathering, analyzing and recommendation portions of the grant process as well as writing the final grant report.



Kelley Deutmeyer
Executive Director
East Central Intergovernmental Association

Date: 3/31/04



Debra A. Smith
CTAA Grant Project Manager
Transportation/Land Use Planner
East Central Intergovernmental Association

Date: 3/31/04

Appendix A

CTAA Stakeholder Committee Members



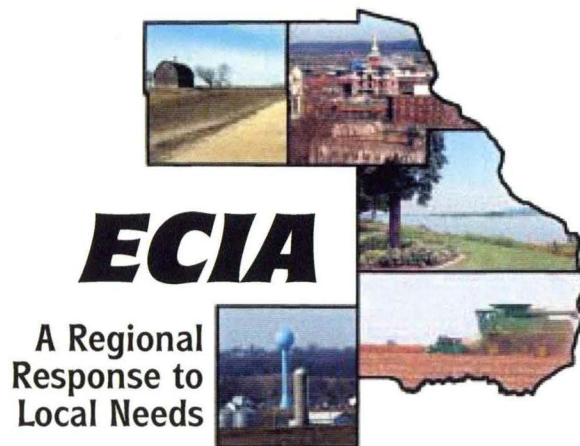
CTAA Stakeholder Committee Members

Name	Title	Company	Original Stakeholder	9/17/03 Meeting	1/30/04 Meeting	3/19/04 Meeting
Althoff, Marilyn	Associate Director	Hills & Dales	x	x	x	
Axtell, Tim	Manager	A-OK Yellow Cab Co.			x	
Bechtel, Mark	Program Manager	FTA Region 7				
Bemis, Harry	Board Member	Keyline Transit				x
Besler, Jerome	Board Member	Project Concern			x	x
Blok, Bob	Council Member	City of Asbury		x	x	x
Brimeyer, Charlie	Executive Director	Dubuque County Commission of Veterans Affairs	x (Janet Lennie)	x		
Davidson, Sarah	Citizen Representative	City of Dubuque		x	x	x
Davison, Sue	Social Worker Supervisor	Dubuque DHS	x			
Dean, Fred	District Planner	IDOT				x
Donnelly, Chuck	Director	HyVee Foods		x	x	x
Frick, Lori	Community Liaison	Dubuque DHS			x	
Gaherty, Shannon	Director, Community Relations	Dubuque Racing Association		x		x
Hallock, Peter	Compliance Coordinator	Office of Public Transit, IDOT		x	x	x
Jacobs, Steve	Director	RTA	x	x	x	x
Jansen, Jody	Coordinator	Dubuque County Point of Coordination	x		x	x
Jeskey, Carolyn	Project Manager	CTAA				
Kendell, Dave	Jackson County Board of Supervisors	Project Concern				
Leifker, Cindy		Area Residential Care				
Lightcap, Joel	Citizen/Board Member	Keyline Transit	x			x
Lippe, Gary	Manager	Dubuque DHS	x			
McDonald, Linda	Director	Scenic Valley Agency on Aging	x	x	x	x

Meyers, Mindy	FSS/ESS Coordinator	EIRHA/ECIA	x	x	x	x
Michalski, Ann	Council Member	City of Dubuque	x	x	x	
Munson, Mark	Transit Manager	Keyline City of Dubuque	x	x	x	x
Nicholson, Dan	Council Member/Board	Project Concern			x	x
Oberhoffer, Cindy/Julie	Owners	A-OK Yellow Cab Co.		x		
Pullen, Mary Jo & Jim	President/Owners	A-OK Yellow Cab Co.			x	x
Potter, Frank	Counselor	Iowa Vocational Rehabilitation	x	x	x	x
Romaine, Jon	Executive Director	Area Residential Care	x	x		x
Smith, Donna	County Supervisor	Dubuque County	x	x	x	
Takes, Craig	Board Member	Project Concern			x	
Thomas, Diane	Director	Substance Abuse Services Center				x (Kim Shird)
Thoms, Jon	Board Member	Project Concern				
Urbain, Al	Board Member	Project Concern				x
Wuertzer, Jean	Vocation Services Director	Area Residential Care			x	x
Wurtz, Joann	Director, Early Childhood	Operation NewView	x			(replacing with Tom Stovall)

Appendix B

Lists of Attendees at Stakeholder Meetings



DATE: September 15, 2003
TIME: 10:00 A.M.
PLACE: EDSB Building, Lower Level Conference Room, Dubuque, Iowa

MEMBERS PRESENT:

Marilyn Althoff	Hills and Dales
Bob Blok	City of Asbury
Sarah Davidson	Citizen
Chuck Donnelly	Hy-Vee, Asbury Plaza
Shannon Gaherty	Dubuque Racing Association
Peter Hallock	Iowa DOT
Steve Jacobs	Rural Transit Authority
Jody Jansen	Dubuque County MH/DD
Linda McDonald	Scenic Valley Agency on Aging
Mindy Meyers	ECIA
Ann Michalski	City of Dubuque
Mark Munson	Keyline Transit
Cindy Oberhoffer	A-OK Yellow Cab
Julie Oberhoffer	A-OK Yellow Cab
Frank Potter	Vocational Rehabilitation
Jon Romaine	Area Residential Care
Donna Smith	Dubuque County

OTHERS PRESENT:

Kelley Deutmeyer	Executive Director, ECIA
Jim Gonyier	ECIA
Chandra Ravada	ECIA
Lisa Salem	ECIA
Bill Tobin	CTAA Grant Project Manager, ECIA

DATE: January 30, 2004
TIME: 12:00 Noon
PLACE: EDSB Building, Lower Level Conference Room, Dubuque, Iowa

MEMBERS PRESENT:

Marilyn Althoff	Associate Director, Hills and Dales
Jerome Besler	Board Member, Project Concern, Delaware County
Robert Blok	Council Member, City of Asbury
Charles Brimeyer	DBQ County Veterans Affairs
Sarah Davidson	Citizen Representative
Chuck Donnelly	Director, HyVee - Asbury Plaza
Lori Frick	Community Liaison, Department of Human Services
Peter Hallock	IDOT Compliance Coordinator Public Transit
Steve Jacobs	Executive Director RTA
Linda McDonald	Director, Scenic Valley Agency on Aging
Mindy Meyers	ECIA Self Sufficiency Coordinator
Ann Michalski	Council Member, City of Dubuque
Mark Munson	Keyline Transit Manager, City of Dubuque
Dan Nicholson	Council Member, City of Dubuque
Frank Potter	Counselor, Vocational Rehabilitation
Jon Romaine	Executive Director, Area Residential Care
Donna Smith	Dubuque County Supervisor
Craig Takes	Board Member, Project Concern
Jean Wuertzer	Vocational Services Director, Area Residential Care (ARC)

NEW MEMBERS PRESENT:

Tim Axtell	Manager, A-OK Yellow Cab
Jim Pullen	Owner/Manager, A-OK Yellow Cab
Mary Jo Pullen	Owner/Manager, A-OK Yellow Cab

STAFF MEMBERS:

Karen Adams	ECIA
Kelley Deutmeyer	Executive Director, ECIA
Bob Krayner	ECIA
Marla Quinn	ECIA
Chandra Ravada	ECIA
Debra Smith	CTAA Grant Project Manager, ECIA

DATE: Friday, March 19, 2004
TIME: 12:00 Noon
PLACE: EDSB Building, Lower-Level Conference Room, Dubuque, IA

MEMBERS PRESENT:

Harry Bemis	Chairperson, Keyline Transit Board
Jerome Besler	Board Member, Project Concern, Delaware County
Robert Blok	Council Member, City of Asbury
Sarah Davidson	Citizen Representative, Dubuque
Fred Dean	Iowa DOT, Davenport
Chuck Donnelly	Director, Hy Vee - Asbury Plaza
Shannon Gaherty	Dubuque Racing Association
Steve Jacobs	Executive Director, RTA
Jody Jansen	Dubuque County
Joel Lightcap	Board Member, Keyline Transit
Linda McDonald	Scenic Valley Agency on Aging
Mindy Meyers	ECIA Self-Sufficiency Coordinator
Mark Munson	Keyline Transit Manager, City of Dubuque
Dan Nicholson	Council Member, City of Dubuque
Frank Potter	Vocational Rehab
Jim Pullen	Owner/Manager, A-OK Yellow Cab
Mary Jo Pullen	Owner/Manager, A-OK Yellow Cab
Jon Romaine	Executive Director, Area Residential Care
Samil Sermet	Iowa DOT (Substitute for Peter Hallock)
Kim Shird	SASC
Jean Wuertzer	Vocational Service Director, Area Residential Care

VISITORS:

Karla Gudenkuaf	citizen - Minnesota (interested in starting transit services in Dubuque County)
Al Urbain	Board Member, Project Concern, Jackson County

STAFF MEMBERS:

Kelley Deutmeyer	Executive Director, ECIA
Bob Krayner	ECIA
Holly Kueter	ECIA
Chandra Ravada	ECIA
Debra Smith	CTAA Grant Project Manager, ECIA

Appendix C

Survey Samples

Sample 1: Stakeholders' Survey

Sample 2: Keyline, RTA, ARC, and VSC Survey

Sample 3: EIHRA-Owned Housing Survey

Sample 4: Dubuque County City Clerk Survey

Sample 5: Congregational, Community Center,
and Meal Site Survey



Sample 2: Keyline, RTA, ARC, VSC Survey

TRANSIT SERVICE IMPROVEMENT SURVEY

The East Central Intergovernmental Association is attempting to determine to what extent transportation services meet the needs for persons with disabilities. Your input on this questionnaire is important and will help to improve overall transit service within Dubuque County.

Your responses will be kept confidential.

1. Please provide the approximate address of your residence.
2. Please provide the approximate address of your work place or most frequent destination.
3. Please list three (3) destinations you like to visit in the City of Dubuque/Dubuque County, but can't because of transportation costs or the inconvenience of transit services.
4. Please indicate the type of transit service you use most often. (Please circle one)
 - a. Keyline Transit/Minibus
 - b. RTA Bus
 - c. Taxi Cab
 - d. Other
 - e. None of the above
5. During what time of the day do you regularly use transit services? (You may circle more than one)
 - a. Morning
 - b. Afternoon
 - c. Evening
 - d. Late Night
 - e. Never
6. On average, how often do you ride transit service during the week? (Please circle one)
 - a. Never
 - b. 1- 5 times per week
 - c. 6-10 times per week
 - d. 11-15 times per week
 - e. More than 16 times per week

Please RATE your responses below by circling a number between one and five where "5" represents the highest level of satisfaction and "1" the lowest.

7. Transit service availability and frequency? (Please circle one)

Highly	1	2	3	4	5	Highly
Dissatisfied						Satisfied

8. Transit service dependability? (Please circle one)

Highly	1	2	3	4	5	Highly
Dissatisfied						Satisfied

9. Area covered by transit service. (Please circle one)

Highly	1	2	3	4	5	Highly
Dissatisfied						Satisfied

Sample 3: EIRHA-Owned Housing Survey

PUBLIC TRANSIT USER SURVEY

The East Central Intergovernmental Association (ECIA) is attempting to determine to what extent public transportation services meet the needs for persons with disabilities and senior citizens within Dubuque County. Your input on this questionnaire is *important* and will help ECIA staff better understand transit service barriers and identify ways to improve and/or extend coordinated public transit services throughout Dubuque County.

Your responses will be kept confidential.

1. Please provide the name of the nearest city/community to your home location.

2. Please indicate if you are living with a disability (ies), a senior citizen, or both.
Disability _____ Senior Citizen _____ Both _____
3. Please indicate if you are aware of transit services in your area. (Services are *not* limited by income.)
Yes _____ No _____
4. Please provide the city/community name where you work or your most frequent destination(s).

5. Please list three (3) places you like to go in the City of Dubuque/Dubuque County, but can't because of transportation costs or the inconvenience of transit services. (i.e., Medical, shopping, dining out, college, etc.)

6. Please indicate the type of transit service you use most often *or* would like to use if available. (Please circle one)
 - a. RTA Bus
 - b. Volunteer Drivers
 - RTA Volunteer Drivers
 - Other (family or friends, taxi cabs, etc.)
 - c. None of the above

7. During what time of the day do you regularly use transit services *or* would like to use if available? (You may circle more than one)
 - a. Morning
 - b. Afternoon
 - c. Evening
 - d. Late Night
 - e. Never

8. If you use a transit service, on average, how often do you ride the transit service during the week? (Please circle one)
 - a. Never
 - b. 1- 5 times per week
 - c. 6-10 times per week
 - d. More than 11 times per week

Sample 4: Dubuque County City Clerk Survey

PHONE SURVEY QUESTIONS FOR CITY CLERKS/STAFF IN DUBUQUE COUNTY

1. Are there currently public transit services in your area?
 - a. Yes
 - b. No
 - c. Not Sure

2. If there are currently public transit services in your area, what are they?
 - a. Keyline Transit/Minibus
 - b. RTA Bus
 - c. Taxi Cab
 - d. Other _____
 - e. None of the above

3. Are you aware of persons with disabilities and/or senior citizens who could benefit from the use of public transit services in your area?
 - a. Yes
 - b. No
 - c. Not Sure

4. If there are public transit services in your area, have you heard any comments from the riders concerning the services provided in your area?
 - a. Yes
 - b. No
 - c. Not Sure

5. If you have heard any complaints on the public transit services in your area, what are they and do you have any recommendations on ways to improve the public transit services? (i.e. centralized pick-up/drop-off stations, scheduling, destinations, etc.)

Complaints:

Recommendations:

Sample 5: Congregational, Community Center, and Meal Site Survey

PUBLIC TRANSIT USER SURVEY

The East Central Intergovernmental Association (ECIA) is attempting to determine to what extent public transportation services meet the needs for persons with disabilities and senior citizens within Dubuque County. Your input on this questionnaire is ***important*** and will help ECIA staff better understand transit service barriers and identify ways to improve and/or extend coordinated public transit services throughout Dubuque County.

Your responses will be kept confidential.

1. Please provide the name of the nearest city/community to your home location.
2. Please indicate if you live in a city or in a rural location. (Please circle one)
City _____ Rural _____
3. Please indicate if you are living with a disability (ies), a senior citizen, or both.
Disability _____ Senior Citizen _____ Both _____
4. Please indicate if you are aware of transit services in your area. (Services are ***not*** limited by income.)
Yes _____ No _____
5. If you use or have attempted to use RTA Transit Services, has it been easy to access the services in your area?
Yes _____ No _____
6. Please provide the city/community name where you work or your most frequent destination(s).
7. Please list three (3) places you like to go in the City of Dubuque/Dubuque County, but can't because of transportation costs or the inconvenience of transit services. (i.e., medical, shopping, dining out, college, etc.)
8. Please indicate the type of transit service you use most often ***or*** would like to use if available. (Please circle one)
 - a. RTA Bus
 - b. Volunteer Drivers
 - RTA Volunteer Drivers
 - Other (family or friends, taxi cabs, etc.)
 - c. None of the above
9. During what time of the day do you regularly use transit services ***or*** would like to use if available? (You may circle more than one)
 - a. Morning
 - b. Afternoon
 - c. Evening
 - d. Late Night
 - e. Never
10. If you use a transit service, on average, how often do you ride the transit service during the week? (Please circle one)
 - a. Never
 - b. 1- 5 times per week
 - c. 6-10 times per week
 - d. More than 11 times per week

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