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Transit Development Plan

Mason City
Transit System

FY 1992 - 96

1991

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MASON CITY TRANSIT DEVELOPMENT PLAN

1991

PREPARED BY:
NORTH IOWA AREA COUNCIL OF GOVERNMENTS
121 THIRD STREET N.W.
MASON CITY, IA 50401
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DISCLAIMER

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

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ABSTRACT

The Mason City Transit Development Plan outlines a transit development program for the City of Mason City. The plan provides a working guideline for transit development for a five year period, FY 1992 - 1996, based upon local needs, goals, objectives and funding.

The plan provides data on population, centers of activity, existing transit services and other factors affecting transportation. Unmet transportation needs are identified as are goals and objectives. This base data is then used to formulate development directions for transit services.

The selected direction for the city system is presented in detail for fiscal year 1992 and 1993. A general guideline is presented for the following three years.

Each section of the plan draws upon previous sections, building to a detailed directional plan for transit service provision based upon all of the data presented. The plan is a working document to be used to develop appropriate transit service in the city.

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CITY OF MASON CITY

MAYOR: Bill Schickle

CITY COUNCIL: Roger Watson
Mary Greenan
Scott Witter
Joe Cookman
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Roger Bang

NORTH IOWA AREA COUNCIL OF GOVERNMENTS

EXECUTIVE DIRECTOR: Doug Elliott
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TRANSIT ADMINISTRATOR: Sarah Speed
ADMINISTRATIVE ASSISTANT: Deb Lampson
ASSOCIATE PLANNER: Bob Youngman
ASSOCIATE PLANNER: Paul Colton

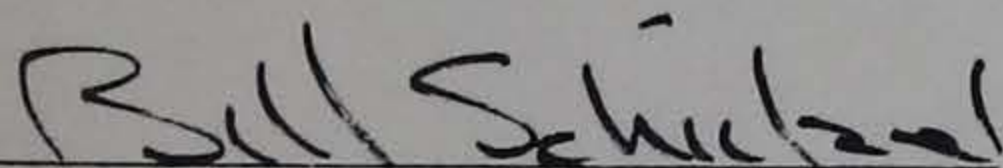
WHEREAS. the North Iowa Area Council of Governments was authorized to study transportation problems in Mason City and to plan for their alleviation; and,

WHEREAS. the Iowa Department of Transportation has contracted with the North Iowa Area Council of Governments for the preparation the Mason City Transit Development Plan for the City of Mason City; and,

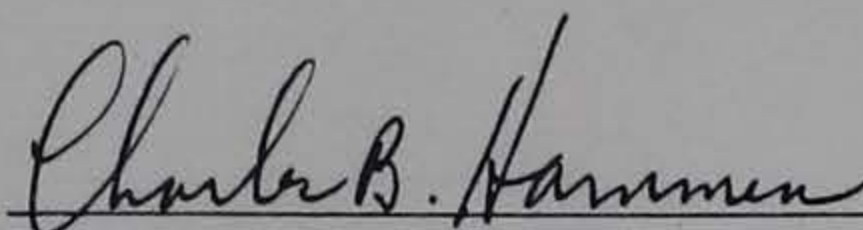
WHEREAS. the staff of the North Iowa Area Council of Governments has prepared the Mason City transit Development Plan in accordance with guidelines developed by the Iowa Department of Transportation.

Therefore. the Mason City City Council adopts the Mason City Transit Development Plan as its official guide for transit planning, development and implementation; and,

That the Mason City City Council endorses the recommendations of the Mason City Transit Development Plan as a method of developing a coordinated public transit system within the City of Mason City, which is both efficient and economically feasible.



Bill Schickel
Mayor, Mason City



Charles B. Hammen
Finance Director, Mason City

MASON CITY TRANSIT DEVELOPMENT PLAN

SECTION I

*TRANSIT PLANNING/SERVICE AREA

*PRINCIPAL PARTICIPANTS/PROVIDERS

*TRANSIT DEVELOPMENT PLANNING/DECISION

MAKING PROCESS

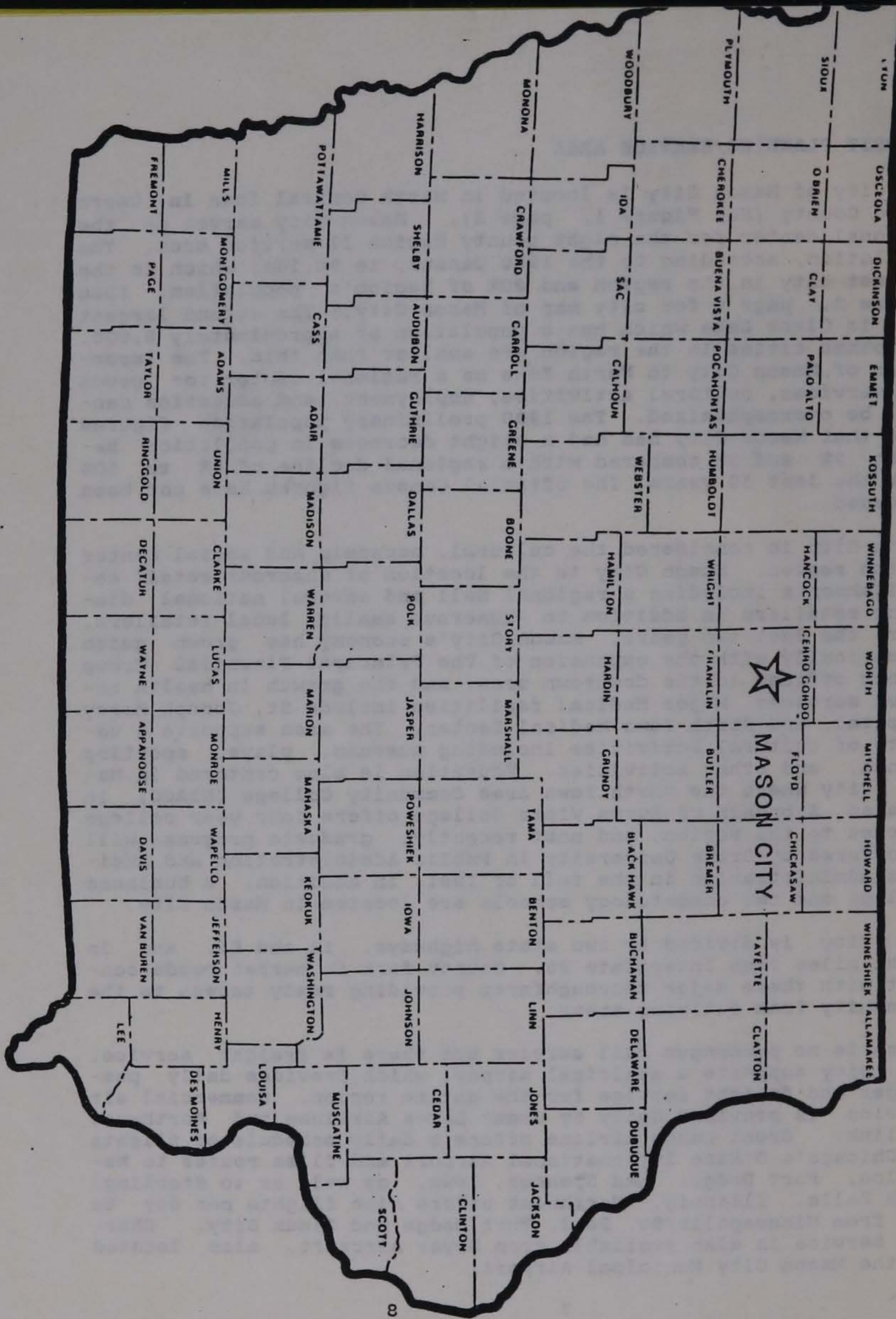
TRANSIT PLANNING/SERVICE AREA

The City of Mason City is located in North Central Iowa in Cerro Gordo County (See Figure 1, page 8). Mason City serves as the regional center for the eight county Region II service area. The population, according to the 1980 Census, is 30,144, which is the largest city in the region and 20% of Region's population. (See Figure 2, page 9 for city map of Mason City.) The second largest city is Clear Lake which has a population of approximately 8,000. All other cities in the region are smaller than this. The importance of Mason City to North Iowa as a regional center for goods and services, cultural activities, employment, and education cannot be overemphasized. The 1990 preliminary population figures show that Mason City has had a slight decrease in population between 2% and 3% compared with a regional decline of 8% to 10% over the last 10 years. The official Census figures have not been released.

Mason City is considered the cultural, economic and social center of the region. Mason City is the location of numerous retail establishments including a regional mall and several national discount retailers in addition to numerous smaller local retailers. Over the last two years, Mason City's economy has grown quite dramatically with the expansion of The Principal Financial Group branch offices to the downtown area, and the growth in health related services. Major Medical facilities include St. Joseph Mercy Hospital, and North Iowa Medical Center. The area supports a variety of cultural activities including museums, plays, sporting events, and other activities. Education is also centered in Mason City where the North Iowa Area Community College (NIACC) is located. A branch of Buena Vista College offers four year college degrees to the region, and most recently, graduate programs will be offered by Drake University in Public Administration and Business Administration in the fall of 1991. In addition, a business college and two cosmetology schools are located in Mason City.

The city is divided by two state highways, 18 and 65, and is eight miles from Interstate 35. County farm to market roads connect with these major thoroughfares providing ready access to the community from outlying areas.

There is no passenger rail service but there is freight service. The city supports a municipal airport which provides daily passenger and freight service for the entire region. Commercial air service is provided daily by Great Lakes Airlines and Northwest Airlink. Great Lakes airline offers a daily schedule of flights to Chicago's O'Hare International Airport and flies routes to Waterloo, Fort Dodge, and Spencer, Iowa, as well as to Sterling/Rock Falls, Illinois. Northwest offers nine flights per day to and from Minneapolis/St. Paul, Fort Dodge and Sioux City. Charter Service is also available from Dwyer Aircraft, also located at the Mason City Municipal Airport.



MASON CITY

PRINCIPAL PARTICIPANTS/PROVIDERS

The six member city council makes transit policy concerning the city's transit service. The council, four elected by ward and two at - large, receive recommendations of the Transportation Committee. The committee is composed of three council members and reviews transit policies, performs background work and planning and presents recommendations to the full council for consideration. The system is managed by the city finance director.

The city operates seven fixed routes Monday through Friday, 6:30 a.m. to 5:30 p.m. Five fixed routes operate on half - hour headways and two routes operate on one - hour headways.

The city subsidizes Easter Seals L.I.F.T. to provide demand - response service to meet the special needs of the handicapped who are unable to use regular route service.

TRANSIT DEVELOPMENT PLANNING/DECISION MAKING PROCESS

The Mason City Transit Development Plan is prepared for the city by the North Iowa Area Council of Governments (NIACOG). The planner meets with the transit manager and reviews past performance and problems, studies which have been performed and needs and desires of riders, the manager and the city council. Based upon these ingredients, the desired future direction is determined and activities selected to achieve desired goals. These are then formulated into the TDP which is presented to the full council for review and approval. The plans are also reviewed and approved by the NIACOG Board of Directors.

In the planning process, private providers are involved. This is accomplished through a regional private provider meeting. The meeting, to which all local private providers and those on a state list are invited, provides information on existing systems and potential expansion. This public hearing is designed to obtain input for both the Region 2 Transit Development Plan and the Mason City Transit Development Plan. It affords the providers the opportunity to examine existing operations and ask questions, provide input and determine their interest in participating as a contractor. Following the meeting, providers are invited to submit proposals for system service. Proposals are analyzed based upon level of service, fully allocated costs, performance record of providers and other factors which impact upon effective delivery of service. The TAC is comprised of the city council and mayor which may investigate further or accept recommendations and proposals.

OVERVIEW OF THE TDP

The Transit Development Plan is divided into four sections as follows:

SECTION I

Introduction - The purpose of this section is to provide background information.

SECTION II

Transit Conditions - Section II provides data on population characteristics, transit services available, local economic conditions and other characteristics that impact upon the demand for transit services.

SECTION III

Transit Needs and Policy Direction - This section of the plan details past accomplishments in addition to policies of the city council. Needs of the city are delineated, and priorities established to determine action steps to pursue.

SECTION IV

Developmental Strategy and Five Year Program - This section details the goals and objectives of the system in terms of specific action steps in relation to available funding.

MASON CITY TRANSIT DEVELOPMENT PLAN

SECTION II

- *SERVICE AREA CHARACTERISTICS
- *TRANSIT SERVICES AVAILABLE
- *TRANSIT PROVIDED BY OTHER SYSTEMS
- *INTERCITY BUS, AIR CARRIER AND RAIL SERVICE
- *INTERACTION BETWEEN CITY SERVICE AND
OTHER PROVIDERS
- *SUMMARY

SERVICE AREA CHARACTERISTICS

Mason City is located in North Central Iowa. It is 140 miles south of Minneapolis and 130 miles north of Des Moines. It is the primary regional center for North Central Iowa and a secondary regional center for Southern Minnesota. Mason City serves as the county seat for Cerro Gordo County.

The road network is very good. Interstate 35 is 8 miles to the west and U.S. Highways 18 and 65 pass directly through Mason City. An extensive, well maintained, network of farm to market roads feeds to these major thoroughfares providing an excellent network of roads for access to goods and services. Within Mason City, the road network is very accessible and in fair to excellent condition. Road improvements and resurfacing were accomplished in the fall of 1990, to the downtown area and to several high traffic corridors including highway 65.

Mason City has a population of 30,144 with Cerro Gordo County having 48,458 persons. Persons 60 years and over account for over 20% of this total (1980 Census figures.) Trends indicate that this segment of the population is growing statewide and nationally. This group places the greatest demand upon the city's transit system and as the size of this group increases so does their demand for service.

A person's income also affects their use of public transit services. The lower a person's income the more likely they are to use public transit. Limited finances affect a person's ability to support operation of a private vehicle as it can severely deplete financial resources. In Mason City, 5.8% of the families and 9% of all individuals have incomes below the poverty level. Of the total population, 13% are at incomes 125% of the poverty level. These persons could derive great benefit from affordable public transit service to allow them to access employment, goods and services.

POPULATION DATA

Total Population.....	30,144
Under age 5.....	6.8%
18 years to 59 years.....	74.9%
60 years and older.....	20.1%
Median Age.....	31.7
Total Households.....	11,884
Persons per household.....	2.46
Total Families.....	8,034

INCOME DATA

Per Capita.....	\$7,312
Median Income.....	\$15,505/Household
.....	\$20,264/Family
Persons below poverty level.....	2,757
Persons 125% of poverty level.....	4,029
Families below poverty level.....	446 (5.8%)

(1980 Census figures)

Mason City has considerable service offerings which create a number of high traffic areas attractive to transit system users. Two hospitals, several medical clinics and numerous physicians are located in the city, as are a number of nursing homes. There are a number of social service agencies within Mason City. Many of the social service clients rely on the Mason City Transit System as a means to obtain these necessary services. Government offices, from which people seek services, are also located in town.

The city also sports a number of educational institutions which attract students who use public transit services as an economical means of access. The North Iowa Area Community College Campus, in addition to its own facilities, houses the Buena Vista College Branch, and will house two Drake University Graduate Programs in 1991. Students who attend either Hamilton Business College or one of two cosmetology schools are served by Mason City's transit service. In addition, the two high schools, one public, one private, and the public and private middle and elementary schools are all accessible with the city's transit system.

Other high traffic areas where public transit is of particular importance is to apartment complexes including retirement units and mobile home parks. Major employers also create high traffic areas, whether it be for workers or for persons using services or acquiring goods.

Mason City is the regional center for retail establishments and has five malls/shopping centers distributed throughout the city, in addition to a number of major large discount establishments and numerous smaller retail establishments. These create intensive demand for transit service from persons desiring available goods.

Mason City Transit readily serves all high traffic areas. In most cases the transit service operates directly to the area or within easy walking distance (3 blocks). The system was designed to service these areas while also providing ready access from residential areas.

Principal Financial Group is completing construction of its Pension office in the Mason City central business district. This expansion along with a surge of commercial and residential development proposals in the downtown area will increase both pedestrian and vehicle traffic in this area. Because the central business district affords limited downtown parking, increased utilization of public transit will be essential as a means of reducing downtown congestion. Providing incentives for non-captive riders and ensuring ease of access to service will be important to attracting workers to the system. Enticing people to leave their cars at home will be a monumental challenge.

TRANSIT SERVICES AVAILABLE

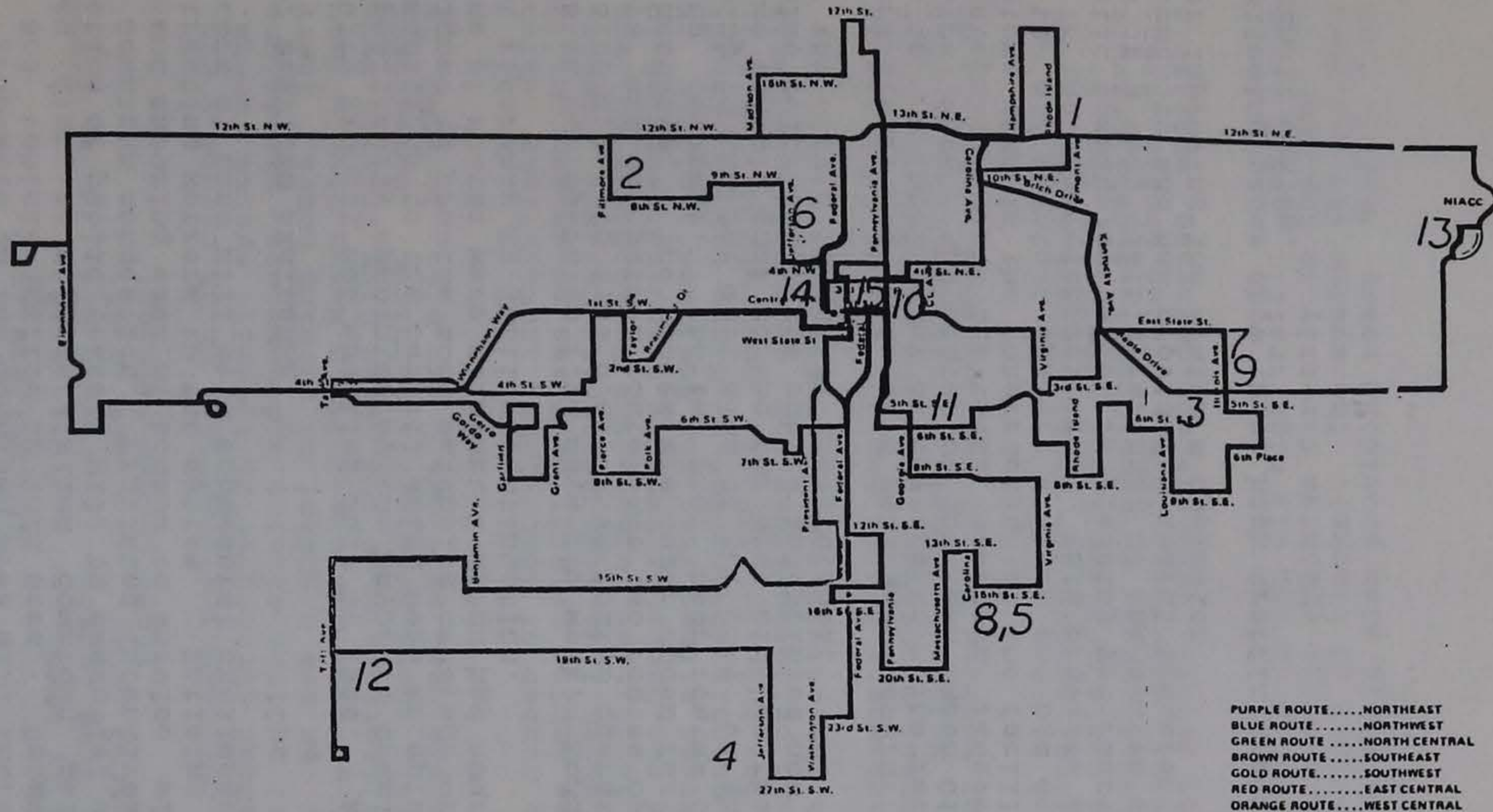
Mason City Transit was modified July 1, 1986. An Ad Hoc Committee specifically appointed by the Mayor to examine routes made recommendations to the council which were accepted. The system is designed to provide more extensive coverage of the city. Some portions of routes were eliminated which had never produced sufficient ridership to justify continuation.

The system now operates five days per week, Monday through Friday, 6:30 a.m. to 5:30 p.m. Five routes operate on half - hour headways and one paired route, or two routes operate on one - hour headways. The routes are color coded for ease in understanding coverage. The two one - hour routes operate with the bus going to the far east side of the city on the hour and then the same vehicle goes to the far west side on the half hour. The city also color coded the routes and printed new brochures, paid for by the city's financial institutions.

All transfers are made at a central transfer facility which serves as the focal point of the system. The facility is located in Central Park, the center of downtown Mason City. Its design was integrated into the total downtown redevelopment effort. Many items used in the construction of the facility were salvaged from the old downtown comfort station and old demolished buildings in the redevelopment area. This provides a historical and aesthetic combination which is pleasing yet functional. The facility is a very visible reminder of the system's availability to the community and has provided a useful transfer facility, while further improving the system's operation.

The following pages show these high traffic areas in relation to the transit system.

MASON CITY PUBLIC TRANSIT ROUTES

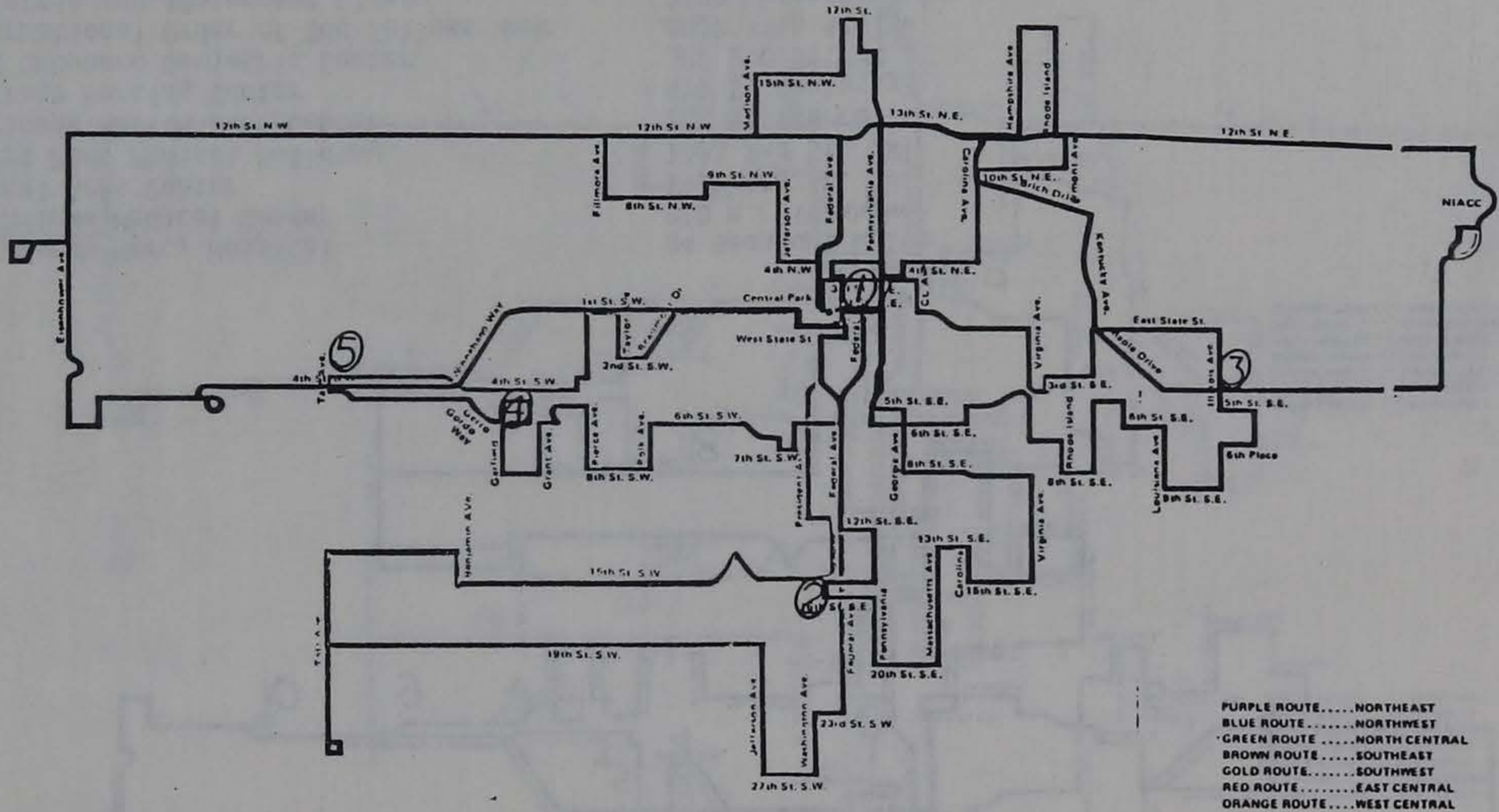


PURPLE ROUTE.....NORTHEAST
 BLUE ROUTE.....NORTHWEST
 GREEN ROUTE.....NORTH CENTRAL
 BROWN ROUTE.....SOUTHEAST
 GOLD ROUTE.....SOUTHWEST
 RED ROUTE.....EAST CENTRAL
 ORANGE ROUTE.....WEST CENTRAL

- | | | | |
|----------------------------------|---------------------------|--|--------------------|
| 1. Harding Elementary | 1239 N. Rhode Island Ave. | 11. Central Catholic | 320 5th St. SE |
| 2. Hoover Elementary | 1123 8th St. NW | 12. Newman High School | Taft & 19th St. SW |
| 3. Jefferson Elementary | 1421 4th St. SE | 13. North Iowa Area
Community College | 500 College Drive |
| 4. Madison Elementary | 2620 S. Jefferson | 14. Hamilton Business College | 100 1st St. NW |
| 5. Roosevelt Elementary | 313 15th St. SE | 15. Iowa School of Beauty | 24 2nd NE |
| 6. Washington Elementary | 700 N. Washington Ave | | |
| 7. Adams Middle School | 29 S. Illinois Ave | | |
| 8. Roosevelt Middle School | 303 15th St. SE | | |
| 9. Mason City High School | 1700 4th St. SE | | |
| 10. La James Cosmetology College | 24 2nd NE | | |

SCHOOLS AND COLLEGES

MASON CITY PUBLIC TRANSIT ROUTES

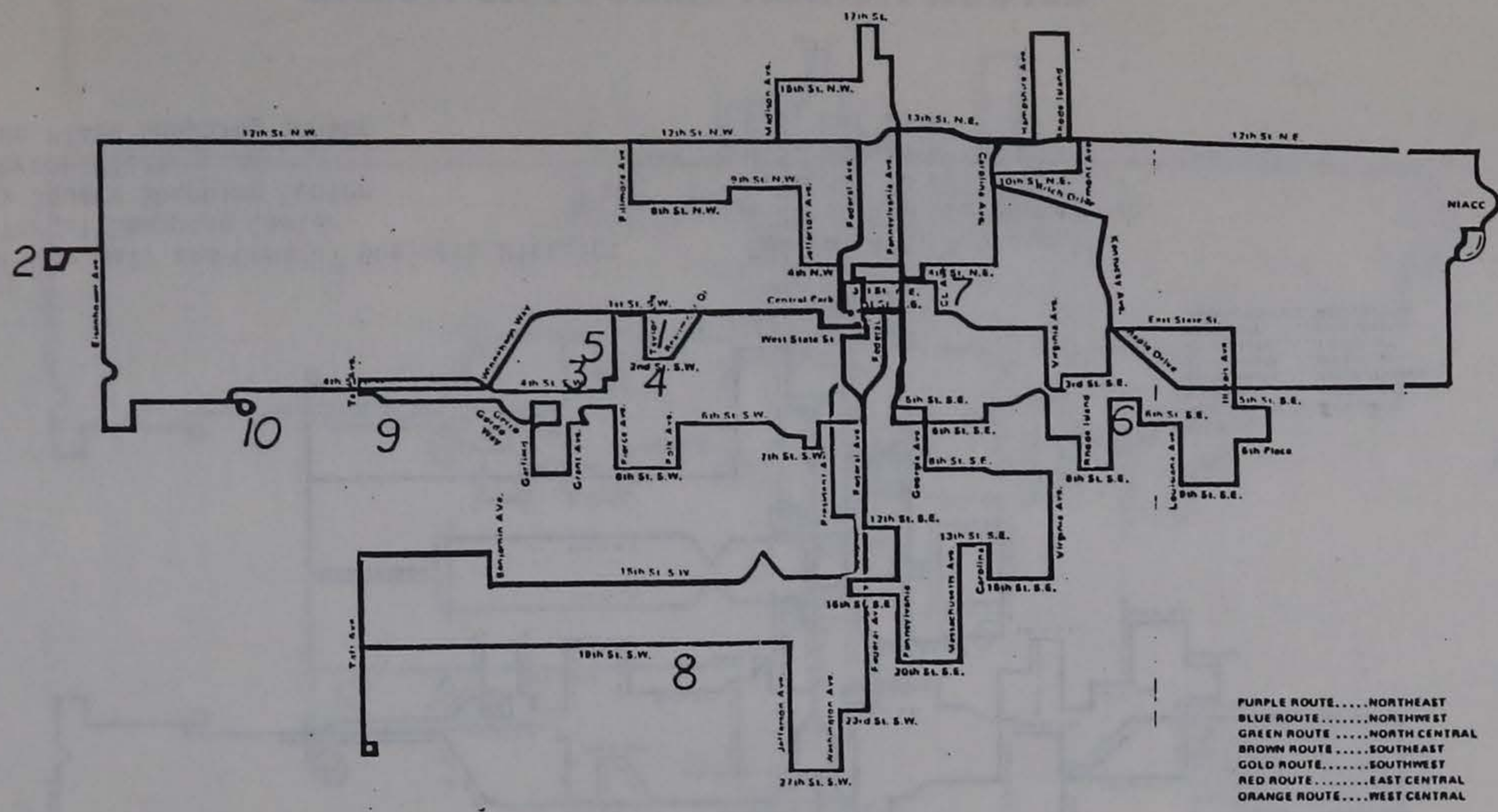


1. Southbridge Mall and Central Business District
2. Sears-Target Shopping Center
3. Regency Square Shopping Center
4. Willowbrook Plaza
5. Westside Plaza Shopping Center

- Federal Ave. & State St.
- 1720 - 1510 S. Federal Ave.
- U.S. HWY 18 E
- U.S. HWY 18 W
- U.S. HWY 18 W

MAJOR SHOPPING CENTERS

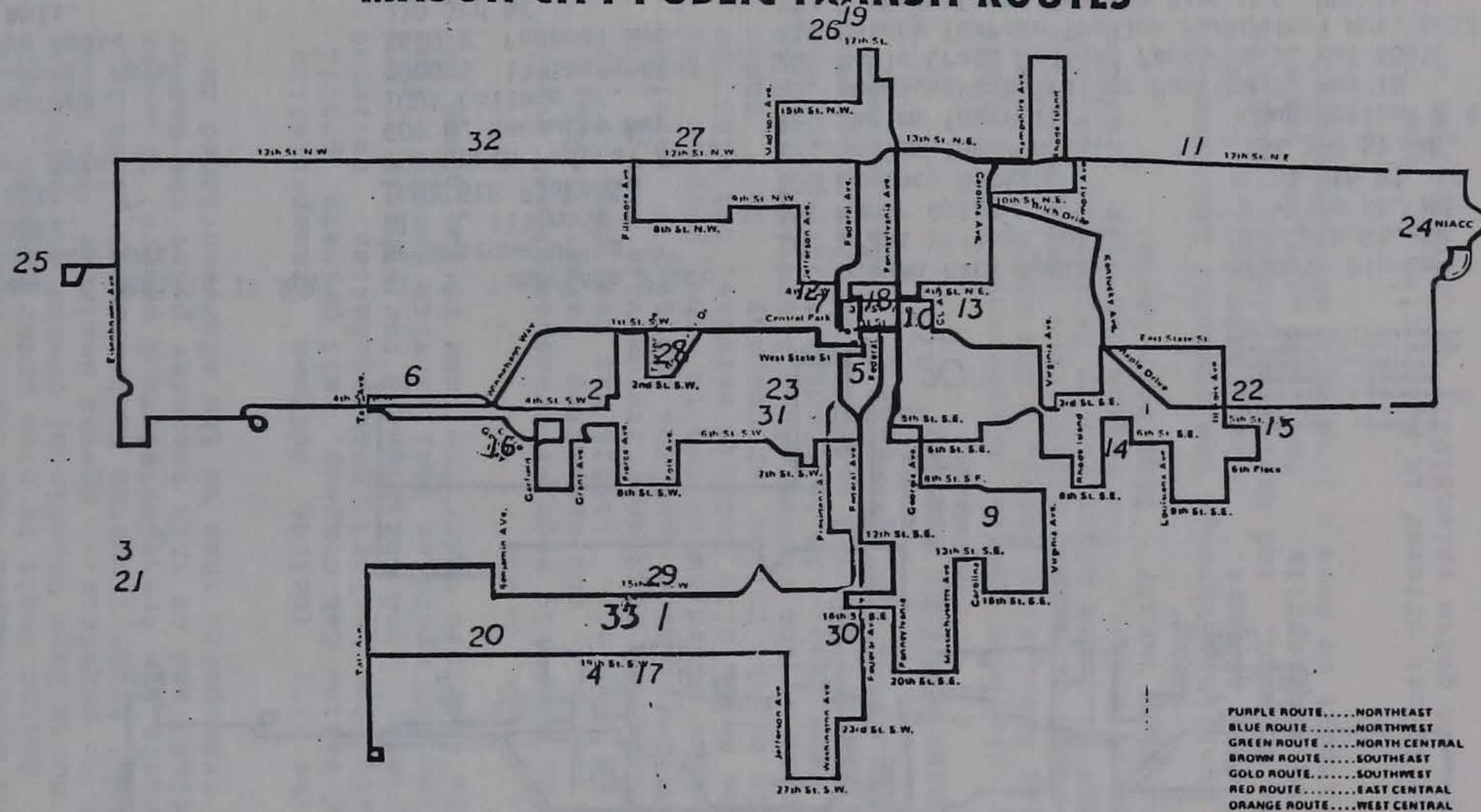
MASON CITY PUBLIC TRANSIT ROUTES



- | | |
|--|---------------------|
| 1. St. Joseph Mercy Hospital | 84 Beaumont Drive |
| 2. North Iowa Medical Center | 910 N. Eisenhower |
| 3. Medical Arts Center | 1312 4th St. SW |
| 4. Forest Park Medical Building | 1023 2nd St. SW |
| 5. Americana Health Care Center | 222 S. Pierce |
| 6. Heritage Nursing Center | 501 S. Kentucky |
| 7. Good Shepherd Geriatric Center | 302 2nd St. NE |
| 8. International Order of Odd Fellows Home | 1037 19th St. SW |
| 9. Pediatric and Adolescent Clinic | 1190 Briarstone Dr. |
| 10. North Iowa Eye Clinic | 3121 4th St. SW |

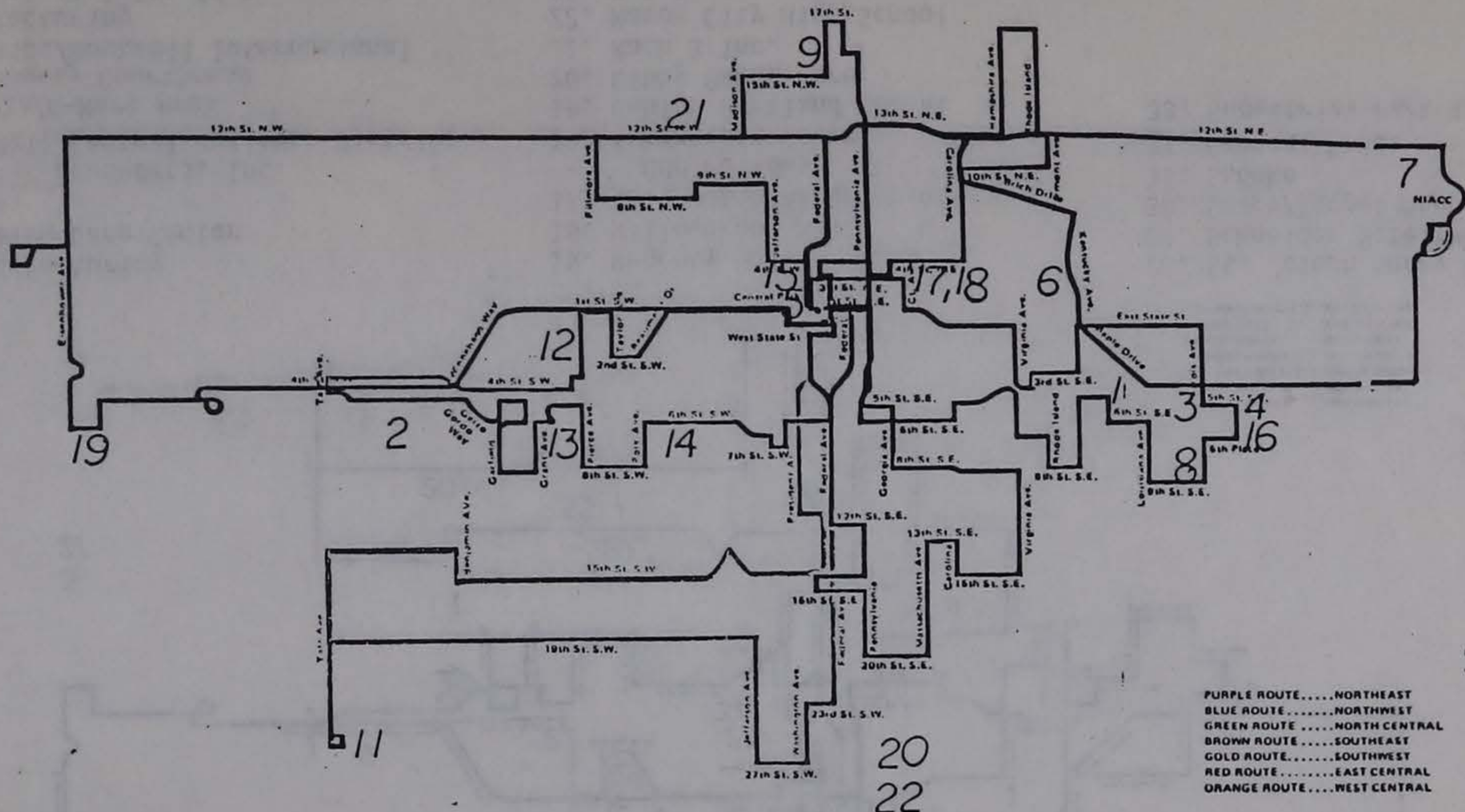
HOSPITALS, CLINICS AND NURSING HOMES

MASON CITY PUBLIC TRANSIT ROUTES



- | | | |
|---|---|-----------------------------------|
| 1. Alexander Manufacturing | 15. Regency Mall | 28. St. Joseph Mercy Hospital |
| 2. Americana Health Care Center | 16. Willowbrook Mall | 29. Schneider Metal Manufacturing |
| 3. Armour And Co. | 17. International Order of Odd Fellows | 30. Sears/Target Shopping Center |
| 4. Associated Milk Producers, Inc. | 18. Interstate Power | 31. Shopko |
| 5. Southbridge Mall/Central Business District | 19. Lehigh Portland Cement | 32. General Foods |
| 6. Westside Plaza/K-Mart Area | 20. Libby Owens Ford | 33. Industrial Park Area |
| 7. Cerro Gordo County Courthouse | 21. Mach 3 Inc. | |
| 8. Collins Avionics/Rockwell International | 22. Mason City High School | |
| 9. Curries Manufacturing | 23. Metalcraft, Inc. | |
| 10. Principal Financial Ctr.(future site) | 24. North Iowa Area Community College | |
| 11. David Manufacturing | 25. North Iowa Medical Center | |
| 12. Globe Gazette | 26. Northwestern States Portland Cement | |
| 13. Good Shepherd, Inc. | 27. Risto, Inc. | |
| 14. Heritage Nursing Home | | |

MASON CITY PUBLIC TRANSIT ROUTES



19

- | | | | |
|-------------------------------------|------------------------|---------------------------------|--------------------------|
| 1. Bel-Air Manor & DeVille IV Apts. | 417 S. Tennessee Place | 13. Autumn Park Apts. | 710 S. Pierce |
| 2. Briarstone Lake Apts. | Briarstone Drive | 14. Grant Village Apts. | 823 6th St. SW |
| 3. Eastward Apts. | 510 S. Illinois | 15. Manor Apts. | 4 Third St. NW |
| 4. Greenway Apts. | 1601 6th Place SE | 16. Regency Apts. | 1531 6th Pl. SE |
| 5. Kirk Modern Apts. | 206 North Federal Ave | 17. Shalom Tower Apts. | 304 3rd St. NE |
| 6. Key Apts. | 600 N. Kentucky Ave | 18. Shalom Tower II | Connecticut & 4th St. NE |
| 7. NIACC Dormitory | 1001 College Dr. | 19. RegencysPark Trailer Park | U.S. Hwy 18 |
| 8. Regency Terrace Apts. | 1000 S. Illinois Ave. | 20. Maple Crest Trailer Park | U.S. HWY 65 S |
| 9. Schoolhouse Apts. | 1510 N. Federal Ave. | 21. Quincy Terrace Trailer Park | Quincy Ave. & 12th NW |
| 10. Sherlock Apts. | 220 3rd NE | 22. Rayburn Court Trailer Park | U.S. HWY 65 S |
| 11. West Side Manor Apts. | 2401 S. Taft Ave. | | |
| 12. Westview Apts. | Pierce Ave. & 1st SW | | |

APARTMENT COMPLEXES AND TRAILER PARKS

TRANSIT PROVIDED BY OTHER SYSTEMS

The city contracts with Easter Seals L.I.F.T. to provide demand - response service for the handicapped, who cannot readily use the regular route system. Easter Seals is also under contract with the schools, and the North Iowa Vocational Center to transport handicapped individuals to services. Easter Seals is also under contract with the regional transit system to transport persons to these locations. Passengers are transported to a central transfer point by regional vehicles, and at this transfer point the Easter Seals L.I.F.T. service transports them to the aforementioned destinations.

Other providers in the city include Huffman Transportation, Christensen Transit and Yellow Cab Company, all private providers. Huffman contracts for school transportation, railroad transportation and charters, and Christensen for schools, and special charters. Yellow Cab operates taxi service twenty - four hours per day and offers charters under the name of Northland Bus Company.

The Yellow Cab Company is the only regular transportation available when the city bus system is not operating, after 5:30 p.m., before 6:30 a.m. and on weekends. Little has been done to coordinate activities between the taxi and city service though the city is conscious of not infringing upon the operator's service. Activities have not been coordinated due to the purpose and schedule of not only the Mason City Transit service, but also the demand response schedule of the Yellow Cab Company. Only under very unusual circumstances do the routes of each provider duplicate each other at the same time. It is through this public and private operation of transit service that the people of Mason City have a choice in the level and diversity of transit service.

INTERCITY BUS, AIR CARRIER AND RAIL SERVICE

Jefferson Bus Lines provides three northbound and three southbound runs serving Mason City daily. The city bus route serves the Jefferson depot providing access from throughout the city during regular hours. One night run by Jefferson is not served by the city transit buses. The Yellow Cab also provides rides to the bus depot, on a twenty - four hour basis.

Air transportation is available through two commuter services operating from the Mason City Airport. Great Lakes Airlines provides feeder service to Chicago, and Northwest Airlink Airlines offers feeder service to Minneapolis. The taxi provides transit service to the local airport as does a limousine service operated by Lane Brothers, Inc.

Passenger rail service is not offered in Mason City or the region. However, rail is used quite extensively to ship freight and

commodities to and from Mason City.

INTERACTION BETWEEN CITY SERVICE AND OTHER PROVIDERS

Each of the operators in the city, including the city service, serves a separate need. There is no formal coordination at this time between providers, but the city makes referrals to private providers for charters and after hours service, or any service the city cannot provide. In analyzing the public Mason City Transit service and the private Yellow Cab Company, it is found that the two systems are quite complimentary to each other. With the city service providing fixed route service, five days a week throughout the city and Yellow Cab providing 24 hour demand response service the city has reliable and adequate transit service that is supported by the community. Through these transit services the people of Mason City have a choice of which service they prefer, or can best afford. Because of the difference in transit operations, very rarely is service between the two providers duplicated.

There is no regional operation in Cerro Gordo County at the present time, but when put into place, it will be coordinated with the city's service. NIACOG, as the regional transit planning agency, is looking at completing a county wide transit feasibility study starting in Fiscal Year 1992. The intention of the feasibility will be to implement a county wide transit system that will cover all of the county and will be coordinated with Mason City's Transit.

Private operators are invited to participate in the planning process as described in Section I.

SUMMARY

The primary groups in need of transit services are the elderly and handicapped, followed by persons with low incomes. The system meets these needs by serving high traffic areas for an economical fare during primary business hours. After hours and weekend service needs are met through private providers. These needs are met, but the cost to riders is higher. The potential for reducing this cost is a possible area for study and action by the city. The possibility of the city increasing service to operate on weekends or evenings is remote, due to the costs.

MASON CITY TRANSIT DEVELOPMENT PLAN

SECTION III

- *REVIEW OF RECENT YEAR'S EFFORTS
- *PUBLIC INPUT
- *SURVEY RESPONSES
- *SERVICE NEEDS
- *MANAGEMENT NEEDS
- *PRIVATE ENTERPRISE ANALYSIS
- *VEHICLE NEEDS
- *SYSTEM OBLIGATIONS
- *GOALS AND OBJECTIVES
- *FLEET UTILIZATION ANALYSIS
- *FLEET REPLACEMENT/REHABILITATION SCHEDULE

REVIEW OF RECENT YEAR'S EFFORTS

Top priority for Mason City Transit in Fiscal Year 1991 was continuation of existing service. The second priority of the system was the continuation of the capital improvement program, to maintain an adequate fleet of dependable vehicles. The city has established a program of two replacement vehicles per year. The city replaced two vehicles in 1991, utilizing Section 18 and local funding.

This program will continue for Fiscal Year 1992 with the hope that this dependable and consistent service will increase transit usage. Vehicle replacement is a much more critical issue this fiscal year as the fleet grows older and miles are accumulated. Increased marketing efforts are being pursued as the system celebrates its 10th year of city operated transit service.

The city continued funding of Easter Seals L.I.F.T. to provide handicapped transportation in order to meet the special needs of the handicapped not met through regular route service. The budget apportionment distributed to Easter Seals for the upcoming year is approximately \$20,000 to provide transit service to the disabled. The city also leased a second lift equipped bus to Easter Seals to be used in provision of transit service to the handicapped. In Fiscal Year 1990 the city also began a cooperative program to assist Easter Seal riders attending programs at the North Iowa Vocational Center (NIVC). A special monthly pass can be purchased by NIVC clients. Clients may use this pass to ride the city bus to the central transfer facility where they transfer to the Easter Seal bus for the final leg of their trip to the vocational center. This cooperative program has been continued in Fiscal Year 1991.

Several transit changes are to be recommended to the city council in the near future. The first item concerns instituting sales of a monthly transit pass to employees of downtown businesses, including employees of the Principal Financial Group who will occupy the new downtown office center in the upcoming months. By offering a monthly pass, the city hopes to encourage downtown employees to use transit service which may alleviate the amount of traffic congestion that is expected to be generated when Principal Financial is at full operating capacity, and resolve parking problems that currently exist and are expected to get worse in the future.

The second change for 1991, is the transit service that will be provided for the Mason City Parks and Recreation Winter programs. This transit service will provide children who are enrolled in recreation winter activities, a means of reliable transportation.

Funding for the system is provided by State Transit Assistance, Section 18, fares and general taxation. State Transit Assistance

and Section 18 funds are used exclusively for operations.

PUBLIC INPUT

The city receives regular daily input on the system from riders, drivers, council members and the general public. These people telephone, attend meetings, talk with staff or city officials, expressing their opinions on the system. More formally, the city conducts annual public hearings on the proposed plan of action. Periodic surveys are also used to monitor public opinion and gain insight as to how city transit can be improved to meet the needs of the citizens.

The most recent survey showed a desire for later evening, early morning service, and weekends, in that order. But this desire was primarily that of present users and addition of any of these hours would not significantly increase ridership or attract non-riders. Generally, the public showed support for the system even by non-users and agreed, through their comments, with the system's priorities.

RESULTS

In June, 1985, the North Iowa Area Council Of Governments (NIACOG) mailed 800 survey questionnaires to Mason City households. Of the total 333 were returned, 41.63%. However, 88 surveys were returned as undeliverable, making the return rate of surveys actually received by households 46.77%. While the 400 desired for return was not realized, it is doubtful that the results would have changed appreciably.

On the following pages are the results of the survey. For each question, the total responses will vary from the total returned as not all respondents answered each question. In some cases, more than one answer was provided making the total more than the number returned. The responses were also cross-tabulated, that is selected questions and responses were compared to assist in the evaluation, summary and conclusions.

SURVEY RESPONSES

Please mark an "X" beside the best answer for each question, in your opinion. If you have any comments which will not fit in the space provided, please use the back of the survey.

1. How do you usually meet your transportation needs?

78.9%	266	Drive own vehicle
1.1%	4	Ride with spouse
11.9%	40	Ride Mason City Transit
3.0%	10	Walk
3.6%	12	Ride with friend or relative
1.5%	5	Other, please explain
		1 Sometimes
		1 Taxi
		1 Bicycle

2. How often do you use Mason City Transit?

80.9%	267	Do not use
14.3%	47	1 - 5 rides per week
0.0%	0	5 - 10 rides per week
.6%	2	10 - 15 rides per week
2.1%	7	15 or more rides per week
2.1%	7	Some

3. If you do not use the service, why?

86.6%	246	Have other means of transportation
6.3%	18	Service is not convenient for me
.4%	1	Didn't know it was available
.4%	1	Costs too much
6.3%	18	Other, please explain
		1 no money
		Easter Seals
		3 don't know schedule
		1 need car for job
		are not served
		unable to use
		already close to town
		no need
		don't go out

4. For what purpose do you use Mason City Transit? (Check all that apply)

70.7%	258	Do not use
9.3%	34	Medical appointments
3.8%	14	Work, please specify where you work
.8%	3	School
7.7%	28	Recreation, social
7.7%	28	Other, please explain
	24	shopping
		when car is inoperable
		volunteer

5. Do you have a handicap which presents a personal transportation problem for you?

4.4%	14	Yes, please explain
95.6%	303	No

6. Would you use Mason City Transit on Saturdays if service were available?

19.4%	63	Yes
80.6%	262	No

7. What time of day would you most likely use Saturday service?

5.6%	5	6:00 a.m. - 7:00 a.m.
1.1%	1	7:00 a.m. - 9:00 a.m.
47.2%	42	9:00 a.m. - 12:00 p.m.
29.2%	26	12:00 p.m. - 3:00 p.m.
14.6%	13	3:00 p.m. - 5:00 p.m.
2.3%	2	Other

8. For what purpose would you use Saturday bus service?

5.7%	6	Medical appointments
55.2%	58	Shopping
7.6%	8	Work, please specify where you work
0.0%	0	School
28.6%	30	Recreation, social
2.9%	3	Other, please explain
		Church

9. Would you use the transit system if it were available Monday through Friday beginning at 6:00 a.m.?

13.6%	43	Yes
83.2%	263	No
3.2%	10	Maybe

10. Would you use the transit system if it were available Monday through Friday until 6:00 p.m.?

20.1%	64	Yes
79.3%	252	No
.6%	2	Maybe

11. What is your sex?

40.8%	135	Male
59.2%	196	Female

12. What income bracket is your household in?

26.3%	83	less than \$10,000
34.5%	109	\$10,000 - \$20,000
30.7%	97	\$21,000 - \$40,000
8.5%	27	Above \$40,000

13. What age bracket are you in? Please give the number of persons in each category.

13.1%	63	17 and under
34.2%	165	18 - 39
21.4%	103	40 - 59
31.3%	151	60 and above

14. Using the streets shown as imaginary boundaries, in what section of Mason City do you live? Please circle the appropriate number.

1.6%	5	1	2.5%	8	9
9.6%	31	2	6.2%	20	10
11.8%	38	3	7.5%	24	11
3.7%	12	4	5.3%	17	12
1.6%	5	5	7.1%	23	13
5.6%	18	6	9.6%	31	14
3.1%	10	7	14.9%	48	15
.6%	2	8	9.3%	30	16

SERVICE NEEDS

Maintenance of existing service is top priority for the city. Continuing existing coverage, and days and hours of service is essential to success of the system. The route changes made in 1986 improved coverage of the city without increasing costs. The next priority for the system is to increase ridership to increase revenues to the system. Of particular importance is increasing the use of the system by the non-captive rider. Improved marketing is needed to promote the system, and increase awareness of its availability. This includes much more than advertising. The color coding of the system and improved route maps was a starting point. Implementation of a ten-ride or monthly pass has been implemented in the past month in order to encourage passengers to pay in advance. Likewise, NIACC student ridership might be increased if a pass could be purchased for each quarter/semester. The development of a new transit survey may be in order as the previous one was completed in 1985. The survey may want to focus on opportunities for increasing transit awareness within the Mason City community and expansion of service hours.

Marketing of the system could follow a marketing plan developed a few years ago. Many projects in the plan do not require money to implement, but time by an individual, through presentations to groups, meetings with businesses, etc. to promote the system. Some projects are as simple as assuring that the buses are clean. The primary need is for someone to devote the time necessary to market the system. On a smaller scale, the city may choose to celebrate 10 years of transit service with a special anniversary logo placed on each side of the transit vehicles. Not only would this give recognition to a service well done, but also provide some additional publicity. This celebration could coincide with special events.

The City is looking forward to working with the statewide marketing consultant who has a contract with the Iowa Department of Transportation's Air and Transit Division for establishing marketing strategies. This could prove quite beneficial and have a long lasting positive impact on the transit system.

In terms of expansion, late evening, early morning and Saturday service are areas for examination as the survey shows interest in these areas. There are periodic requests for this service but the public has generally accepted the fact that the money is not available for this type of expansion at this time. If funding were available, service during these time slots would be considered, but are regarded as hopeful dreams for the system only, and not as feasible improvements to be made in the near future.

Because of past defeat of a referendum to fund transit, the city will have to take a closer look at budgeting for the system. In order to keep the same service more funds will be needed. The city could tax for the system under Chapter 384.12 of the Code of Iowa without a referendum. Whether this will be pursued is a decision of the city council. In addition, the city will need to look closely at the paratransit service and the ability of the provider to continue operating the service for the city. Monitoring of the paratransit service is necessary due to limited funding available to the provider and equipment needs which have posed problems for the paratransit provider over the past two years. Handicap accessible service will become increasingly necessary as regulations are promulgated concerning the recent signing of the Americans With Disabilities Act.

The immediate reaction to this bill is to contract paratransit with Easter Seals who currently provides this service for the city. By contracting with Easter Seals will be able to meet all seven of the criteria of the ADA Bill which includes equal response time, fares, geographic area of service, hours and days of service, restrictions based on trip purpose, availability of information and reservations capabilities and constraints on capacity or service availability. The most pressing and difficult aspect of providing equal paratransit service will be with regard to response time. Easter Seals will have to increase its vehicle fleet and number of drivers in order to meet this criteria.

In order to comply with this act, the city is planning to replace two non-lift equipped vehicles with two new lift equipped vehicles for fiscal year 1991. In addition, the city is looking to expand its contract with Easter Seals, in order to provide an equal level of service to the disabled in conjunction with the fixed route service that is currently available to ambulatory passengers. Financial problems could arise if the city is required to replace all of its vehicles with new lift equipped vehicles at this point in time. Increased payments to L.I.F.T. for increased paratransit service could place additional financial burdens on the city's transit system.

Financial problems could result in a reduction of service. Where such reductions would take place would be a decision of the city council. Reduction of headways to one hour could be undertaken but would have the effect of greatly reducing ridership and in the process creating a domino effect in regards to reduced fare revenue, and state and federal revenue. Only the most transit dependent would then use the service. The city could eliminate funding to the paratransit service, but would then need to provide an alternative, either lift equipped buses on the routes or providing the service itself. A financial analysis needs to be undertaken in order to determine what option(s) best suit the city budget and transit service provision.

The city instituted a fare increase in 1988. As a result of sensitivity testing performed by the Iowa Department of Transportation, this action was reviewed. The Iowa Department of Transportation concluded that as a result of the fare increase, Mason City Transit experienced an 18% loss in fixed route ridership, an increase of 31% in fixed route cost per ride, an increase of \$12,007.00 in fixed route fares, but a net loss of \$9,161.00 in State Transit Assistance and \$60.00 in federal transit operating funding. The net loss to Mason City was lessened due to statistics of the paratransit service (Easter Seals). Within the last year, the city council reinstated the previous fare rates. This fare roll back has to some extent attracted more ridership and has partially reversed the loss of riders experienced in Fiscal Year 1989. This decision was influenced in part by the Iowa Department of Transportation conclusions.

MANAGEMENT NEEDS

Management of the system is the responsibility of the City Finance Director. This dual responsibility affects the manager's ability to devote time to marketing, system analysis and other system improvements. The Assistant to the City Finance Director for transit is helping to take a portion of the workload off of the Finance Director which is beneficial to the system.

The city might consider establishing an on-the-job training program or internship for a student to work on marketing the system and strategies for system improvements. This could be done through NIACC, the local community college, or Iowa State University. This would alleviate the burden on the finance director and allow for some full-time attention to the transit system at minimal cost to the city. At this time, however, there seems to be no available funds to help finance an internship.

Because the city does not want to hire a full-time manager for the system, the potential use of volunteers, committee or other means of gaining more time devoted to transit should be explored.

One area the city will need to address in the future is that of drug testing. Some sort of program will probably be required within the next fiscal year in which the city has prepared for. City transit drivers will be using Family Health Care here in Mason City as the collection site for drug testing. The collection kits will be provided by the drug testing lab of Medtox who will be doing the sample testing. Medtox is located in St. Paul, Minnesota and is an approved lab for drug testing. Implementation will be costly and the city will need to determine the source of funds for implementation.

The implementation of commercial driver licensing will also be needed due to the size of vehicles operated by the city. This will involve the determination of how to license present drivers and licensing procedures for new employees.

One other concern for the Mason City Transit System is compliance with the Americans With Disability Act (ADA). The paratransit service offered by Easter Seals L.I.F.T. can arguably be defined as offering transit service for disabled persons equal to that of the fixed route service for non disabled passengers as defined by the seven established criteria mentioned on page 29. Other changes that will need to occur according to ADA will be the publication of transit schedules in braille or recorded on cassette tapes. These changes will involve additional financial burdens upon the transit service of Mason City. An important step will be the communication process between the City and Easter Seals in defining financial responsibilities concerning providing paratransit service. The fares that Easter Seals will need to charge (which will be equal to the cities transit fare) will not cover the cost of operating the service. Currently Easter Seals charges a higher fare and operates during different hours of the day. This will change in Fiscal Year 1992 to comply with the law.

PRIVATE ENTERPRISE ANALYSIS

The city system was operated by a private provider until 1981 when the city took over operations. At that time, the system was plagued with poorly maintained vehicles, lack of adherence to schedules and poor management. This resulted in numerous complaints and low ridership. The city took over operations in an effort to salvage the system and work on improvements.

The city is willing to consider private operation of the system, but past experience makes them hesitant to do so. A combined meeting with the regional system provides operators with the opportunity to examine operations and ask questions. Proposals are then solicited from the providers for system operation. Private providers are also given the opportunity for input during the annual public hearing held on expenditure of funds and the plan of action.

During the development of the TDP, two separate meetings are held in order to get input from other providers. Notice of the meetings are distributed by the Air and Transit Division mailings. Providers are given an opportunity to discuss the TDP as well as other concerns that they may have. Two public hearings were held to discuss the Mason City Transit Development Plan. The first meeting was held on November 13, 1990 to discuss the first three sections of the development plan, and the second meeting was held on December 11, 1990 to discuss the fourth section. No proposals or comments were made at these meetings.

VEHICLE NEEDS

Much of the success of the city's system is due to its well maintained fleet of vehicles. They are comfortable, attractive and reliable, contributing greatly to the attractiveness of the system as a whole. A regular schedule of vehicle replacement / rehabilitation is critical to the continuation of this positive aspect of the service.

The city has established a schedule of two vehicles per year for replacement/rehabilitation. This method ensures that vehicles are used to their full extent while not being overextended resulting in excessive breakdowns or exorbitant maintenance costs. Beginning in 1991, Mason City will replace two high mileage vehicles with new lift equipped or ramp equipped vehicles. This pattern of purchase will continue yearly until the entire fleet of vehicles are lift equipped. Vehicles targeted for replacement in 1991 include vehicle number 11, a 1981 Chevrolet Fortibus with a seating capacity of 21, and vehicle number 15, a 1983 Ford Eldorado with a seating capacity of 21. At the end of the 1990 fiscal year, these two vehicles had accumulated 181,903 miles and 188,428 miles respectively. These vehicles will be replaced with two 21 passenger, lift equipped buses.

The city needs to examine the paratransit vehicle it leases to the paratransit provider and the eventual need for replacement. The city could continue to turn over a vehicle on a regular basis as it is taken out of route service and replaced. The mileage accumulation and use is not as extensive when used in paratransit service as on the regular route so an older vehicle could be used. The problem would be the lack of wheelchair lifts in the city owned vehicles. A lift may need to be added as vehicles are turned over to Easter Seals, or replacement with a new or used vehicle purchased exclusively for paratransit purpose may be necessary.

SYSTEM OBLIGATIONS

The system has no financial obligations in the form of loans or any other form of indebtedness.

GOALS

1. Provide the citizens of Mason City, particularly the transportation disadvantaged, with a convenient means of transportation to employment, goods and services.
2. Coordinate transportation services in the city to ensure maximum effectiveness.
3. Encourage the use of the transit system by the rider with a choice to increase local support.
4. Provide transportation service to accommodate the special needs of the handicapped not met through the standard route system that will also meet the ADA Bill.
5. Encourage the use of the transit system to reduce traffic congestion, promote energy conservation, and reduce environmental pollution.

OBJECTIVES

1. Improve public awareness of the system through effective marketing of the system.
2. Improve coordination of handicapped transportation service with the city buses through established guidelines for para-transit use.
3. Maintain existing system through safe, well maintained vehicles.

Fleet Utilization Analysis

Transit System Mason City Transit Date prepared December, 1990

Fleet ID #	Year/Body MFR/Model	Seats/ Wheelchairs	Base Location	Assignments	Hrs Per Week	Used Evg/Wknd	Projected Annual Miles
5	Chevrolet 1981 Fortibus	17 / 1	Mason City	Leased to Easter seals	30	5	30,000
8	Chevrolet 1981 Fortibus	17 / 1	Mason City	Leased to Easter Seals	30	5	30,000
9	Ford 1983 Eldorado	21 / 0	Mason City	Regular Route	55	0	20,000
10	Ford 1983 Eldorado	21 / 0	Mason City	Regular Route	55	0	23,000
11	Ford 1983 Eldorado	21 / 0	Mason City	Regular Route	55	0	23,000
12	Ford 1983 Eldorado	21 / 0	Mason City	Regular Route	55	0	25,000
13	No Vehicle #13	/					
14	Ford 1983 Eldorado	21 / 0	Mason City	Regular Route	55	0	25,000
15	Ford 1983 Eldorado	21 / 0	Mason City	Regular Route	55	0	25,000
16	Ford 1988 Wayne	21 / 0	Mason City	Regular Route	55	0	28,000
17	Ford Eldorado	21 / 0	Mason City	Regular Route	55	0	28,000
18	Ford 1989 Eldorado	21 / 0	Mason City	Regular Route	55	0	28,000
19	Ford 1990 Wayne	21 / 0	Mason City	Regular Route	55	0	28,000
		/					
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Fleet Replacement/Rehabilitation Schedule

Transit System Mason City Transit

Fleet ID #	Year/Body MFR/Model	Seats/ Wheelchairs	Vehicle Equipment	Previously Rehabbed	Mileage as of 6-30-90	Current FY 91	Proposed Work				
							FY 92	FY 93	FY 94	FY 95	FY 96
5	Chevrolet 1981 Fortibus	16 / 1	MR,L	No	168,402						
8	Chevrolet 1981 Fortibus	16 / 1	MR,L	No	121,100				Rep		
9	Ford 1983 Eldorado	21 / 0	MR	No	196,286	Rep					
10	Ford 1983 Eldorado	21 / 0	MR	No	148,127				Rep		
11	Ford 1983 Eldorado	21 / 0	MR	No	181,903		Rep				
12	Ford 1983 Eldorado	21 / 0	MR	No	175,377			Rep			
13	No Vehicle	/									
14	Ford 1983 Eldorado	21 / 0	MR	No	173,321			Rep			
15	Ford 1983 Eldorado	21 / 0	MR	No	188,428		Rep				
16	Ford 1988 Wayne	21 / 0	MR	No	19,143					Rep	
17	Ford 1989 Eldorado	21 / 0	MR	No	16,524					Rep	
18	Ford 1989 Eldorado	21 / 0	MR	No	20,338					Rep	
19	Ford 1990 Wayne	21 / 0	MR	No	725					Rep	
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Equipment Code: L = Wheelchair Lift; R = Wheelchair Ramp; MR = Mobile Radio; F = Farebox
 Work Code: REP = Replace; REHAB = Rehabilitate

MASON CITY TRANSIT DEVELOPMENT PLAN

SECTION IV

*FIRST YEAR PROGRAM - FISCAL YEAR 1992

*SECOND YEAR PROGRAM - FISCAL YEAR 1993

*THREE YEAR SKETCH PLAN - FISCAL YEAR

1994-1996

*TRANSIT FIVE YEARS FROM NOW

SECTION IV

Section IV provides the developmental strategy and five-year program for the transit system. Specific action steps are detailed in relation to identified goals and objectives and to available funding. Fiscal Year 1992 is detailed as is Fiscal Year 1993. The following three years, 1994, 1995, and 1996 are in sketch form.

FIRST YEAR PROGRAM - FISCAL YEAR 1992

Top priority for the Mason City Transit Service is to maintain what is in place and continually strive to improve existing service as operated in Fiscal Year 1991.

The second priority is to continue with the capital improvement program to maintain an adequate fleet of dependable vehicles for system operation. The city has established a vehicle replacement program of two vehicles per year, replacing vehicles that are not accessible to persons using wheelchairs. Starting in 1991, the two replacement vehicles were lift equipped, replacing vehicles that lacked lifts toward a fleet of vehicles that is entirely accessible to wheelchair users. Fiscal Year 1992, will continue this trend toward a complete fleet of lift equipped vehicles. The vehicles to be replaced are high mileage vehicles which are a drain on the resources of the city due to maintenance costs. One vehicle to be replaced is vehicle number 11, a 1983 Ford Eldorado which had accumulated 181,903 miles at the end of Fiscal Year 1990. The second vehicle to be replaced is vehicle number 15, a 1983 Ford Eldorado which had accumulated 188,428 miles by the end of Fiscal Year 1992. Vehicle condition affects the quality and level of service delivery due to break downs thus affecting dependability. Safety is also a concern as vehicles age and require increased maintenance and servicing.

The city will continue to use Easter Seals L.I.F.T. for the city's paratransit service and will provide financial assistance in order to help Easter Seals with operating expenses. This assistance helps to meet the special needs of the handicapped not met by the regular route service. In 1990, The city leased a lift vehicle to Easter Seals to be used in the paratransit program. An additional vehicle has been leased to Easter Seals in 1991 for the same purpose. Mason City transit vehicles equipped with lifts are rarely used and monopolize much needed seating capacity. The city feels that the door - to - door service provided by Easter Seals meets the needs of the handicapped better than fixed route service. Due to passage of the Americans With Disabilities Act, Mason City is in the process of adding lifts to each new replacement vehicle. By 1996, all vehicles will be lift equipped. A determination will have to be made at this time whether or not paratransit service will be suitable for the city. This determination will be made based on the financial cost of operat-

ing the service and the ability to establish a fixed route schedule that can meet the demands and needs of handicapped passengers. At the present time, the city feels that transit service would be provided much better to handicapped passengers through paratransit service given the nature of the current fixed route schedule.

If the city continues its relationship with Easter Seals, vehicle needs of Easter Seals will need to be examined. Easter Seals will need to replace several of its existing vehicles within a five year period if not sooner. While Easter Seals appreciates the leasing of a vehicle by the city, the vehicles are usually high mileage, older vehicles with shorter life expectancy. This also limits their use to a smaller radius of operation as dependability comes into play.

The city has looked into instituting a drug testing program if things progress as anticipated at the federal level. The city has arranged to have transit drivers go to Family Health Care in Mason City for collection. Medtox Lab in St. Paul, Minnesota will provide the collection kits and will serve as the drug testing lab.

The city is working towards meeting the Commercial Drivers License requirements that have gone into affect and must be completed by April of 1992. Drivers are upgrading their expired Chauffeur's License, with the required Commercial Drivers License and are receiving the necessary training. New drivers are obtaining their Commercial Drivers License shortly after they are hired. The city is offering to pay for employee training if they are enrolled in the NIACC CDL courses in the 1992 spring quarter.

A referendum to increase local taxes was brought to a vote in the November 1987 election. The measure was defeated by the people. New ways of funding will now have to be looked at by the city finance department in order to keep up the existing service. One financial option the city may want to explore is an additional transit tax established by the State of Iowa. Chapter 384.12, item 10 of the Code of Iowa allows "a tax for the operation and maintenance of a municipal transit system, and for the creation of a reserve fund for the system, in an amount not to exceed fifty-four cents per thousand dollars of assessed value each year, when the revenues from the transit system are insufficient for such purposes." Action could take place with the approval of the mayor and city council. This additional tax could provide a cushion of security, should the financial burden to operate transit become greater over the next two or three years.

Funding for the system is provided by State Transit Assistance, Section 18, fares and general taxation. State Transit Assistance and Section 18 funds are used completely for operations.

Biennial Element Program Summary

Transit System Mason City Transit Program Year 1st 2nd Fiscal Year 1992

Ref. No.	Priority	Type of Work <small>O = Operating C = Capital P = Planning</small>	Ridership	Mileage	Activity Description	Goals/Objectives	Proj. Justification TDP page numbers	Costs
1.	1	O	140,000	300,000	Continue operation of existing System, 7 routes, 5 days/week	1-4	28-30, 37-38	260,000
2.	2	C		40,000	Rep. 2 21 pass. busses with lift	1-4	32, 38	77,000
3.	3	O	39,500	82,500	Continue subsidy to handicap transit provider to provide demand response service for handicapped persons	1-4	33, 37-38	30,000
4.								
5.	4	P			Prepare Mason City TDP	2,3	37-38	2,000
6.								
7.								
8.								
Total Expenses								369,000

Ref. No.	State Transit Assistance		U. S. DOT				Local/User				Total
	Formula	Special Project	Sec. 3	Sec. 8	Sec. 16(b)2	Sec. 18	Farebox	Contracts	Tax Sup.	Other	
1.	103,176					27,241	65,000		64,583		260,000
2.						57,750			19,250		77,000
3.									30,000		30,000
4.				1,600					400		2,000
5.											
6.											
7.											
8.											
Total Funding											369,000

SECOND YEAR PROGRAM - FISCAL YEAR 1993

The primary emphasis of the system for FY 1993 will be continuation of service. Available funding will be the primary factor influencing the accomplishment of this action. Major service changes are not anticipated unless funding is reduced to the point where routes must be eliminated or service hours reduced.

The capital improvement program will also continue with the purchase of two 21 passenger buses that are lift equipped. The vehicles to be replaced are vehicle number 12, a 1983 Ford Eldorado which has accumulated 175,377 miles as of the end of Fiscal Year 1990, and vehicle number 14, a 1983 Ford Eldorado which has accumulated 173,321 miles as of the end of Fiscal Year 1990. The handicap subsidy will continue as will regular marketing.

Little change will be evidenced in overall system operation or function.

THREE YEAR SKETCH PLAN

The following three years, 1994, 1995, and 1996 will reflect the selected policy of service maintenance. No service increases are anticipated due to the expected level of funding for the next three fiscal years. It is hoped that the system will be able to respond to any necessary modifications in service in order to serve the public transit need. Continuation of the detailed capital improvement program will be critical to the success of the system. Steady marketing will also be important to increasing ridership. Creative means of attracting new riders will be essential. Examination of special passes, fares and service provision should be undertaken to increase ridership.

TRANSIT FIVE YEARS FROM NOW

The Mason City Transit System should look quite similar in 1996 as it will in 1992. Little change is anticipated due to the recent changes in transit service and projected revenue picture. Service will continue to be provided to the developed portions of the city on seven routes with present headways and hours remaining the same. Institution of and adherence to the capital improvement program will ensure that dependable, well maintained vehicles are available for use in the system. Handicap transportation will continue to be provided by Easter Seals or outside contractors.

Biennial Element Program Summary

Transit System Mason City Transit

Program Year 1st 2nd Fiscal Year 1993

Ref. No.	Priority	Type of Work O = Operating C = Capital P = Planning	Ridership	Mileage	Activity Description	Goals/Objectives	Proj. Justification TDP page numbers	Costs
1.	1	O	142,000	310,000	Continue operation of existing System 7 routes 5 days/week	1-4	41	270,000
2.	2	C			Replacement of 2 21 pass. buses with 2 21 pass. busses with lift	1-4	41	77,000
3.	3	O	40,000	83,000	Continue Subsidy to handicap transit provider for paratransit	1-4	41	35,000
4.	4	P			Prepare Mason City TDP	2, 3	41	2,100
5.								
6.								
7.								
8.								
Total Expenses								384,100

Ref. No.	State Transit Assistance		U. S. DOT				Local/User				Total
	Formula	Special Project	Sec. 3	Sec. 8	Sec. 16(b)2	Sec. 18	Farebox	Contracts	Tax Sup.	Other	
1.	103,500					27,241	70,000		69,259		270,000
2.						57,750			19,250		77,000
3.									35,000		35,000
4.				1,680					420		2,100
5.											
6.											
7.											
8.											

Three Year Sketch Plan

Fiscal Years 1994-1996

Transit System Mason City Transit

Date Prepared December, 1990

Priority	Type of Work O - Operating C - Capital P - Planning	Proposed Program Activity Description	Goals	Objectives	Projected Implementation Year		
					FY 94	FY 95	FY 96
1	O	Continue Operation of existing system with same days and hours of operation, headways and route coverage	1-5	1,2	X	X	X
2	C	Continue implementation of capital improvement program	1	3	X	X	X
3	O	Continue handicap transportation subsidy	2,4	1,2	X	X	X
4	P	Complete Mason City Transit Development Plan	1-5	1-3	X	X	X
5	O	Expand hours of service with same headways and route coverage	1-5	1,2			X

45

	Program Budgets			Comments
	FY 1994	FY 1995	FY 1996	
Operations	315,625	317,700	366,100	
Capital	80,000	80,000	41,500	
Planning	2,200	2,300	2,400	
Total	\$397,825	\$400,000	\$410,000	

Capital Improvement Program

Transit System Mason City Transit

A. Vehicles

Vehicle Type	Seats/ Wheelchairs	Type Purchase	Needs Reference	Current Year FY <u>91</u>	Acquisition Year/Programmed Costs				
					FY <u>92</u>	FY <u>93</u>	FY <u>94</u>	FY <u>95</u>	FY <u>96</u>
B	21 / 1	Rep	9	35,000					
B	19 / 1	Rep	11		38,500				
B	19 / 1	Rep	15		38,500				
B	19 / 1	Rep	12			38,500			
B	19 / 1	Rep	14			38,500			
B	19 / 1	Rep	8				40,000		
B	19 / 1	Rep	10				40,000		
B	19 / 1	Rep	16					40,000	
B	19 / 1	Rep	18					40,000	
B	19 / 1	Rep	17						41,500
Total	192 / 9			35,000	77,000	77,000	80,000	80,000	41,500

Purchase Types: Rep. = Replacement; Rehab. = Rehabilitation; Exp. = Expansion

Needs Reference: Fleet ID# of vehicle to be replaced or rehabilitated, or name of proposed new service(s) if expansion.

B. Vehicle Related Equipment

Description	Needs Reference	Current Year FY ____	Acquisition Year/Programmed Costs				
			FY ____	FY ____	FY ____	FY ____	FY ____
Totals							

C. Non-vehicle Equipment, Real Property and Other

Description	Type Purchase	Acquisition Year/Programmed Costs				
		FY ____	FY ____	FY ____	FY ____	FY ____
	Totals					

D. Annual Budget Summaries

Capital Expenses	FY 92	FY 93	FY 94	FY 95	FY 96
1. Vehicles	77,000	77,000	80,000	80,000	41,500
2. Vehicle Equipment					
3. Non-vehicle Equipment					
4. Real Estate (Buildings)					
5. Other					
Total	77,000	77,000	80,000	80,000	41,500

APPENDIX

MASON CITY TRANSIT
 FIVE YEAR STATISTICS

MASON CITY TRANSIT	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990
RIDES	159,663	146,597	154,240	139,864	135,535
REVENUE MILES	238,574	251,511	310,102	299,993	310,616
TOTAL COST	\$209,231	\$203,279	\$284,935	\$327,395	\$321,055
STA PERCENTAGE	2.4069	2.3018	2.0653	1.9532	2.2275
SECTION 18	\$32,436	\$42,120	\$31,152	\$35,357	\$32,749
LOCALLY DETERMINED INCOME	\$107,295	\$113,400	\$207,488	\$207,823	\$130,297

1. System Name North Iowa Area Regional Transit System
 Provider Name Contractors
 Address 121 Third Street N.W. Mason City, IA 50401
 Contact Person Transit Administrator Telephone Number 423-0491

2. General description of Transit Operations:

a. Type of service(s) F, D

b. Groups served E, H, CH, G

c. Service area Region II (Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago, and Worth County)

d. Service hours and days of operation:

Monday through Friday See Contracts

Saturday _____

Sundays and Holidays _____

e. Number of employees involved in transit:

	Full-time	Part-time	Volunteers
Administrative	1	1	
Maintenance			
Drivers			

f. Union. Are any employee groups covered under collective bargaining agreements?

Yes No

Union _____ Local # _____

g. Receive public money?

Yes No

3. Fare structure:

Varies by Contract

4. Vehicle fleet:

Number of vehicles: Buses 9 Vans 46 Trucks _____
 Station Wagons _____ Sedans 5 Other _____
 Wheelchair Spaces 45
 Number of vehicles with: Wheelchair Lifts/Ramps 26
 Two-way Radios/Phones 48

5. Performance:

	(Last Year) FY <u>90</u>	(Current Year) FY <u>91</u>
	Actual	Projected
Operating		
Passengers	<u>284,442</u>	<u>295,000</u>
Wheelchair Lift operations performed	<u>NA</u>	<u></u>
Revenue Miles	<u>687,261</u>	<u>695,000</u>
Revenue Hours	<u>53,710</u>	<u>60,000</u>
Passenger/Revenue Mile	<u>.41</u>	<u>.42</u>
Passenger/Revenue/Hour	<u>5.30</u>	<u>4.92</u>
Average Daily Passenger Carried	<u>1,185</u>	<u>1,229.17</u>
Financial		
Operating Expenses	<u>626,697.32</u>	<u>957,000</u>
Operating Revenues	<u>733,402.55</u>	<u>957,000</u>
Capital Expenses	<u>-----</u>	<u></u>
Cost/Revenue Mile	<u>.91</u>	<u>1.38</u>
Revenue/Revenue Mile	<u>1.07</u>	<u>1.38</u>
Cost/Passenger Trip	<u>2.20</u>	<u>3.24</u>
Revenue/Passenger Trip	<u>2.58</u>	<u>3.24</u>
Cost/Revenue Hour	<u>11.67</u>	<u>15.95</u>
Revenue/Revenue Hour	<u>13.65</u>	<u>15.95</u>
Average Passenger Fare/Trip	<u>.50</u>	<u>.50</u>

Covers the period from 7/1/89 to 6/30/90

6. Other information:

Transit System Fact Sheet

Data current as of December, 1990

(date)

1. System Name City of Mason City
Provider Name Mason City Transit
Address 19 South Delaware, Mason City, IA 50401
Contact Person Chuck Hammen Telephone Number 421-3613

2. General description of Transit Operations:

a. Type of service(s) F

b. Groups served E, H, G

c. Service area City of Mason City

d. Service hours and days of operation:

Monday through Friday 6:30 a.m. - 5:30 p.m.

Saturday _____

Sundays and Holidays _____

e. Number of employees involved in transit:

	Full-time	Part-time	Volunteers
Administrative		2	
Maintenance			
Drivers		14	

f. Union. Are any employee groups covered under collective bargaining agreements?

Yes No

Union _____ Local # _____

g. Receive public money?

Yes No

3. Fare structure:

\$.50 Elderly and Handicapped
\$.50 Student, General Public

4. Vehicle fleet:

Number of vehicles: Buses 10 Vans _____ Trucks _____
 Station Wagons _____ Sedans _____ Other _____
 Wheelchair Spaces _____
 Number of vehicles with: Wheelchair Lifts/Ramps _____
 Two-way Radios/Phones 10

5. Performance:

(Last Year) FY 90 (Current Year) FY 91

Actual

Projected

Operating

Passengers	<u>135,535</u>	<u>140,000</u>
Wheelchair Lift operations performed	<u>NA</u>	<u></u>
Revenue Miles	<u>310,616</u>	<u>300,000</u>
Revenue Hours	<u>16,764</u>	<u>17,100</u>
Passenger/Revenue Mile	<u>.44</u>	<u>.47</u>
Passenger/Revenue/Hour	<u>8.08</u>	<u>8.19</u>
Average Daily Passenger Carried	<u>521</u>	<u>538</u>

Financial

Operating Expenses	<u>321,055.51</u>	<u>330,000</u>
Operating Revenues	<u>321,055.51</u>	<u>330,000</u>
Capital Expenses	<u>-----</u>	<u></u>
Cost/Revenue Mile	<u>1.03</u>	<u>1.10</u>
Revenue/Revenue Mile	<u>1.03</u>	<u>1.10</u>
Cost/Passenger Trip	<u>2.37</u>	<u>2.36</u>
Revenue/Passenger Trip	<u>2.37</u>	<u>2.36</u>
Cost/Revenue Hour	<u>19.15</u>	<u>19.30</u>
Revenue/Revenue Hour	<u>19.15</u>	<u>19.30</u>
Average Passenger Fare/Trip	<u>.60</u>	<u>.60</u>

Covers the period from 7/1/89 to 6/30/90

6. Other information:

Transit System Fact Sheet

Data current as of December, 1990
(date)

1. System Name Easter Seals L.I.F.T
 Provider Name Easter Seals Society
 Address 525 First N.E. Mason City, IA 50401
 Contact Person Kevin Kramer Telephone Number 423-2200

2. General description of Transit Operations:

a. Type of service(s) D

b. Groups served H, E, CH

c. Service area City of Mason City, Part of Cerro Gordo County

d. Service hours and days of operation:

Monday through Friday 6:45 a.m. - 4:45 p.m.

Saturday _____

Sundays and Holidays _____

e. Number of employees involved in transit:

	Full-time	Part-time	Volunteers
Administrative	1		
Maintenance			
Drivers	2	1	

f. Union. Are any employee groups covered under collective bargaining agreements?

Yes No

Union _____ Local # _____

g. Receive public money?

Yes No

3. Fare structure:

4. Vehicle fleet:

Number of vehicles: Buses 6 Vans 1 Trucks _____
 Station Wagons _____ Sedans _____ Other _____
 Wheelchair Spaces 5
 Number of vehicles with: Wheelchair Lifts/Ramps 3
 Two-way Radios/Phones 4

5. Performance:

	(Last Year) FY <u>90</u>	(Current Year) FY <u>91</u>
	Actual	Projected
Operating		
Passengers	<u>* 38,840</u>	<u>39,500</u>
Wheelchair Lift operations performed	<u>NA</u>	<u></u>
Revenue Miles	<u>82,466</u>	<u>82,500</u>
Revenue Hours	<u>6,829</u>	<u>6,800</u>
Passenger/Revenue Mile	<u>.47</u>	<u>.47</u>
Passenger/Revenue/Hour	<u>5.69</u>	<u>5.81</u>
Average Daily Passenger Carried	<u>161.8</u>	<u>164.6</u>
Financial		
Operating Expenses	<u>131,645</u>	<u>135,000</u>
Operating Revenues	<u>131,645</u>	<u>135,000</u>
Capital Expenses	<u>-----</u>	<u></u>
Cost/Revenue Mile	<u>1.60</u>	<u>1.64</u>
Revenue/Revenue Mile	<u>1.60</u>	<u>1.64</u>
Cost/Passenger Trip	<u>3.39</u>	<u>3.42</u>
Revenue/Passenger Trip	<u>3.39</u>	<u>3.42</u>
Cost/Revenue Hour	<u>19.28</u>	<u>19.85</u>
Revenue/Revenue Hour	<u>19.28</u>	<u>19.85</u>
Average Passenger Fare/Trip	<u></u>	<u></u>

Covers the period from 7/1/89 to 6/30/90

6. Other information:

* Passenger total not included in Mason City Transit Total