DMATS and RPA 8
Passenger Transportation Plan
FY 2016-2020

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Section One: Introduction and Process Discussion

Overview

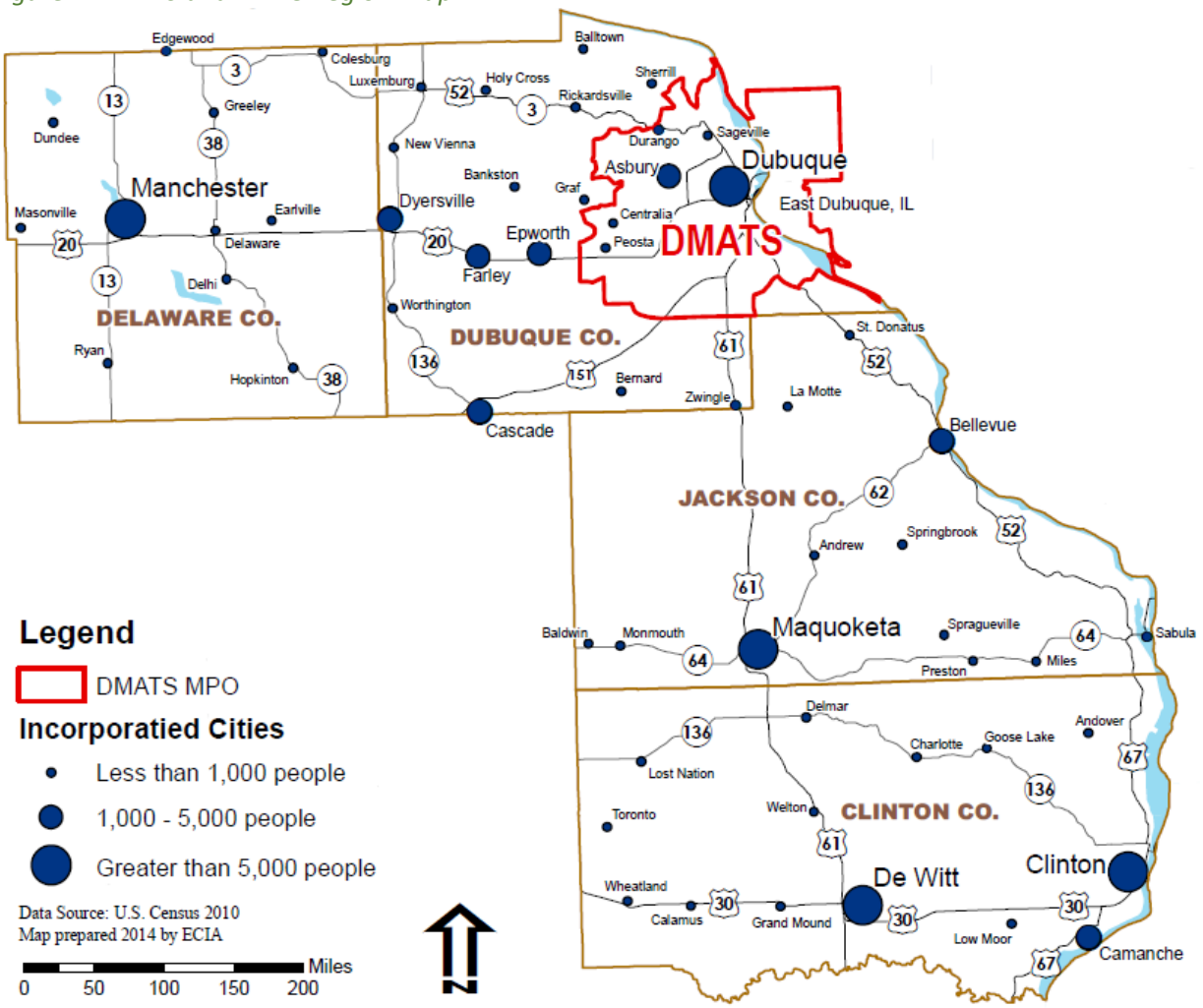
The Passenger Transportation Plan (PTP) is a creation of the State of Iowa to incorporate federal requirements for coordinated planning from the Moving Ahead for Progress in the 21st Century Act (MAP-21), along with Executive Order 13330; Human Services Transportation Coordination. The PTP will provide needs-based project justification for all transit programs within the Dubuque Metropolitan Area Transportation Study (DMATS) and Regional Planning Affiliation 8 (RPA 8). DMATS is the Metropolitan Planning Organization that includes the City of Dubuque and surrounding communities. RPA 8 includes Dubuque, Delaware, Jackson, and Clinton counties. See Figure 1 for a map of the DMATS and RPA regions. The East Central Intergovernmental Association (ECIA) hosts DMATS and RPA 8. The Jule serves the City of Dubuque and East Dubuque, Illinois, the Regional Transit Authority (RTA) provides services to individuals living in Dubuque, Delaware and Jackson Counties, Clinton Municipal Transit Administration (MTA) provides services within the city limits of Clinton, and River Bend Transit provides services to Clinton County.

Staff assisting in the development of the PTP include: ECIA Transportation Director, Chandra Ravada; ECIA Transportation Planner, Dan Fox; RTA Mobility Coordinator, Bridget Bartlett; and Jule Director of Transit Operations Candace Eudaley; RTA Director, Lori McKinley; and Clinton MTA Director, Dennis Hart. This group helps create, prepare, evaluate, and submit the PTP document.

During the past year, staff worked with the Transit Action Group (TAG) and conducted surveys to list and prioritize needs. In addition to the TAG, staff continue to meet with various human service agencies on an individual basis to address their ongoing transportation needs. Staff continue to stay involved and in touch with the needs of the consumers by attending various human service meetings throughout the DMATS and RPA 8 areas.

Region Map

Figure 1 DMATS and RPA 8 Region Map



Public Input

Survey

In 2012, a collaborative partnership was formed with the goal distributing a survey to collect data on unmet transportation needs in the region. The partnership included The Jule, RTA 8, IowaWorks, Iowa Workforce Development (IWD) Region 1, Northeast Iowa Community College (NICC), Eastern Iowa Regional Housing Authority (EIRHA), Economic Development/Business Growth, and Delaware County Access Point-Delaware County Case Management. The goal was to identify barriers to securing employment as they related to transportation and formulate solutions that could be placed into action. The partnership also assessed unmet transportation needs for those currently employed through this project

In 2013, the Jule, RTA 8, and Clinton MTA conducted surveys to assess regional transit needs. The Jule and RTA 8 used online survey forms to conduct the Transportation Needs Survey. Jule and RTA surveys were conducted between October 7 and October 25, 2013. MTA participants filled out online and hard copy survey survey forms in January 2013. Participants were also able to provide input through focus

groups. The Jule and RTA 8 hosted focus group meetings at several locations across their combined service areas.

Dubuque:	10:00 a.m., Wednesday, Oct. 16, at Area Residential Care 3355 John F Kennedy Circle, Dubuque
	6:00 p.m., Wednesday, Oct. 16, at the Carnegie Stout Public Library 360 West 11th Street, Dubuque
	3:30 p.m., Monday, Oct. 21, at Comiskey Park Pavilion 255 East 24th Street, Dubuque
Maquoketa:	10:00 a.m., Tuesday, Oct. 8, at the Jackson County Senior Center 1000 East Quarry Street, Maquoketa
Manchester:	10:00 a.m., Monday Oct. 14 at the Manchester Public Library 300 North Franklin Street, Manchester
Dyersville:	11:15 a.m., Tuesday, Oct. 15, at the Dyersville Social Center 625 3rd Avenue SE, Dyersville

Clinton MTA collected additional input and discussed the results of the survey at TAG meetings on 2/23/13 and 6/5/2014.

TAG

The RPA 8 Transit Action Group (TAG) continues to meet on a regular basis. The TAG initially started as an informational group, however it has since evolved into a group that works to identify and eliminate transportation barriers. After the first few TAG meetings, it was clear that the group needed to develop an action plan. Margi Ness from United We Ride facilitated the Action Plan Meetings and helped the group organize their tasks. The Action Plan was finalized in April 2011. Objectives listed in the Action Plan Include:

- Increase TAG and community knowledge of needs and resources.
- Create a marketing committee to help build awareness in the community.
- Increase rural transportation.
- Increase urban transportation.
- Develop structure of the TAG.
- Get elected officials involved.
- Increase TAG's knowledge of groups in the area that support transportation systems.
- Review bus stop requirements and nearby infrastructure.

FY 2015 TAG Meetings

The TAG continued to meet during fiscal year 2015. The TAG held meetings on 8/3/2014 and 10/15/2014 Meeting minutes are included in Appendix A.

TAG Participants

Figure 2 contains a list of key TAG group participants and the organizations they represent.

Figure 2 Tag Participants

Participant	Organization
Carolyn Randall	AARP
Scott Rausch	Advanced Medical Transport
Jane Ulstad	American Cancer Society
Jean Wertzer	Area Residential Care
Carroll Clark	City of Dubuque Housing
Mike Burke	Coast to Coast
Julie Woodyard	Crescent Community Health Center
Peggy Petlon	Delaware County CPC
Gary Lippe	Department of Human Services
Lenae Owen	Developing Alternative Choices
Molly Grover	Dubuque Area Chamber of Commerce
Toby Wisecup	Dubuque Community Y
Jody Jansen	Dubuque County CPC
Charles Brimeyer	Dubuque Veteran's Association
Sue Balsamo	DuRide
Chandra Ravada	ECIA Transportation Dept.
Dan Fox	ECIA Transportation Dept.
Rick Smith	ENR Taxi
Kristie Ostrander	Four Oaks Parents as Teachers
Margee Woywood	Goodwill Industries
Joe Nemmers	Hillcrest Mental Health Center
Carolyn Ingram	Hillcrest Wellness Center
Kris Kurt	Hills & Dales
Jane Dubert	Jackson County CPC
Gina Johnson	Mobility Manager
Cindy O'Brien	NICC
Greg Zars	Northeast Iowa Area Agency on Aging
Stephanie Wieland	Operation New View
Brenda Sullivan	Operation New View Head Start
Marvin Ney	Paramount EMS
Ken Voorhees	Promise Jobs/Iowa Workforce Dev.
Lori McKinley	RTA
Bridget Bartlett	RTA
Richard Heitmann	RTA Consumer
Mark Lightfoot	Starlight Taxi Company
Candace Eudaley	The Jule
Jodi Johnson	The Jule
Trevor Olson	Trailways
Don Gagne	Tri State Blind Society
Vickie Danner	Tri State Dialysis
Ron Koppes	United Way
Margi Ness	United We Ride
Ellie Fliehler	Vocational Rehabilitation
Carol Freeze	Western Dubuque School District

Section Two: Inventory and Area Profile

Area Profile

The Area Profile section provides an overview of the characteristics of DMATS and RPA 8 areas. This data is the primary input used to analyze transportation needs and to develop transportation requirements for the region. The analyses is necessary both as a practical matter for quality long-range transportation planning and for compliance with federal transportation legislation. The process of acquiring and checking this data involves coordinated efforts by all the transportation and planning departments in the region.

Population

The DMATS and RPA 8 regions have a combined population of 180,081. The majority of that population is concentrated in the DMATS area and Dubuque County. The next largest concentration of population is in the City of Clinton. Other larger cities include Camanche, Dyersville, De Witt, Manchester, and Maquoketa. Figure 3 shows the regional population by City and County.

Figure 3 DMATS and RPA 8 Area Populations

Clinton County		Delaware County		Dubuque County		Jackson County	
Andover	103	Colesburg	404	Asbury	4,170	Andrew	434
Calamus	439	Delaware	159	Balltown	68	Baldwin	109
Camanche	4,448	Delhi	460	Bankston	25	Bellevue	2,191
Charlotte	394	Dundee	174	Bernard	112	La Motte	260
Clinton	26,885	Dyersville	179	Cascade	2,159	Maquoketa	6,141
Delmar	525	Earlville	812	Centralia	134	Miles	445
De Witt	5,322	Edgewood	864	Dubuque	57,637	Monmouth	153
Goose Lake	240	Greeley	256	Durango	22	Preston	1,012
Grand Mound	642	Hopkinton	628	Dyersville	3,879	Sabula	576
Lost Nation	446	Manchester	5,179	Epworth	1,860	St. Donatus	135
Low Moor	288	Masonville	127	Farley	1,537	Spragueville	81
Toronto	124	Ryan	361	Graf	79	Springbrook	144
Welton	165	Unincorporated	7,861	Holy Cross	374	Zwingle	91
Wheatland	764			Luxemburg	240	Unincorporated	8,076
Unincorporated	2,190			New Vienna	407		
				Peosta	1,377		
				Rickardsville	182		
				Sageville	122		
				Sherrill	177		
				Worthington	401		
				Zwingle	9		
				Unincorporated	18,682		
Total County	49,116	Total County	17,464	Total County	93,653	Total County	19,848

Source: U.S. Census Bureau. 2010 Decennial Census

Demographic and Activity Center Maps

Demographic characteristics of an area have a direct impact on its specific transportation needs. This section explores Percent of the Population Older than 65, Limited English Proficient Population, and Median Household Income. The section includes maps these demographic characteristics by for both the DMATS and RPA 8 regions.

This section will help the region's transportation providers improve service for riders and avoid discrimination by identifying areas with higher concentrations of minority and low-income populations. Transit systems and sub-providers may not discriminate in services provided, or in operations to provide those services. Federal nondiscrimination statutes include:

1. Americans with Disabilities Act of 1990 (ADA)
2. 49 U.S.C. 5332, US DOT's Equal Employment Opportunity (EEO) regulations
3. Title VI of the Civil Rights Act of 1964
4. US DOT's Disadvantaged Business Enterprise (DBE) regulations, 49 CFR Part 26

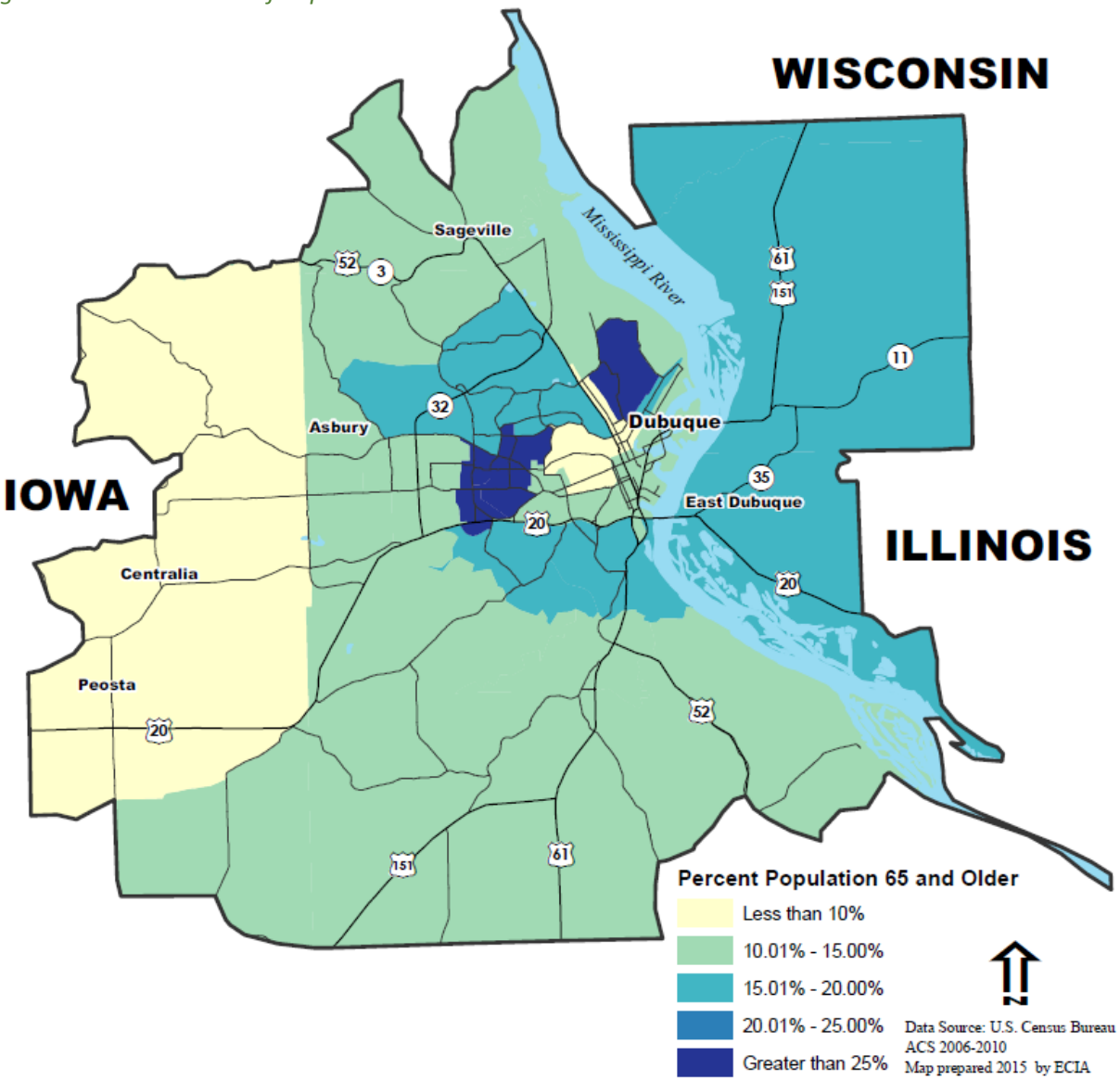
FTA requires that its funding recipients avoid, minimize, or mitigate disproportionately high and adverse health and environmental effects, including social and economic effects, on minority populations and low-income populations. FTA funding recipients are also required to incorporate non-discrimination principles into transportation planning and decision-making processes as well as project-specific environmental review.

This section also looks at the impact of activity centers on transportation needs. For the purposes of this report, activity centers are defined as important destinations for transit passengers. Activity centers include childcare services, hospitals and clinics, dentists, pharmacies, residential care homes, and social services. Activity centers are mapped for both DMATS and RPA 8.

Percent Population Older Than 65 - DMATS

Finding reliable transportation can be difficult for older people. According to the AARP's Public Policy Institute, "more than 20 percent of Americans age 65 and older don't drive."[1] Public transit can help improve quality of life for older people by allowing them to be independent while going about their daily activities. In the DMATS area, the highest concentrations of 65 and older population are found in two areas of Dubuque, one in the North End Neighborhood and the other in the West End Neighborhood. Figure 4 is a map of the 65+ population in the DMATS area by census tract.

Figure 4 DMATS Percent of Population Older Than 65

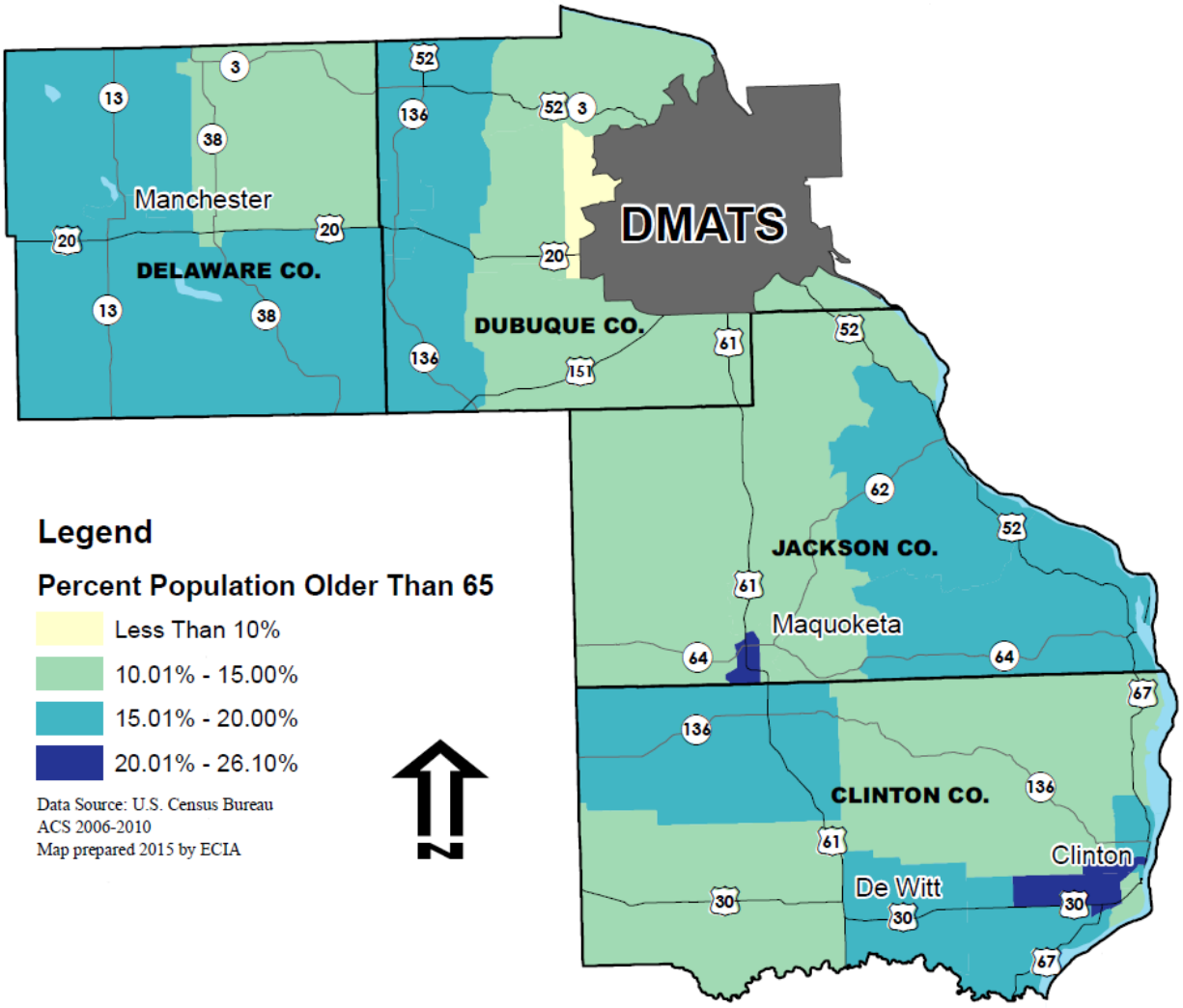


[1] *Improving Transportation Services for Seniors*. AARP April 30, 2016 http://www.aarp.org/home-family/getting-around/info-04-2013/seniors-independent-living-public-transportation.html

Percent Older than 65 – RPA 8

The cities of Clinton and Maquoketa contain the largest concentrations of 65+ population in the RPA area. The 65+ age group makes up between 20 and 26.1 percent of the total population in these areas. Figure 5 is a map of the 65+ population in the RPA 8 area by census tract.

Figure 5 RPA 8 Percent Population Older than 65

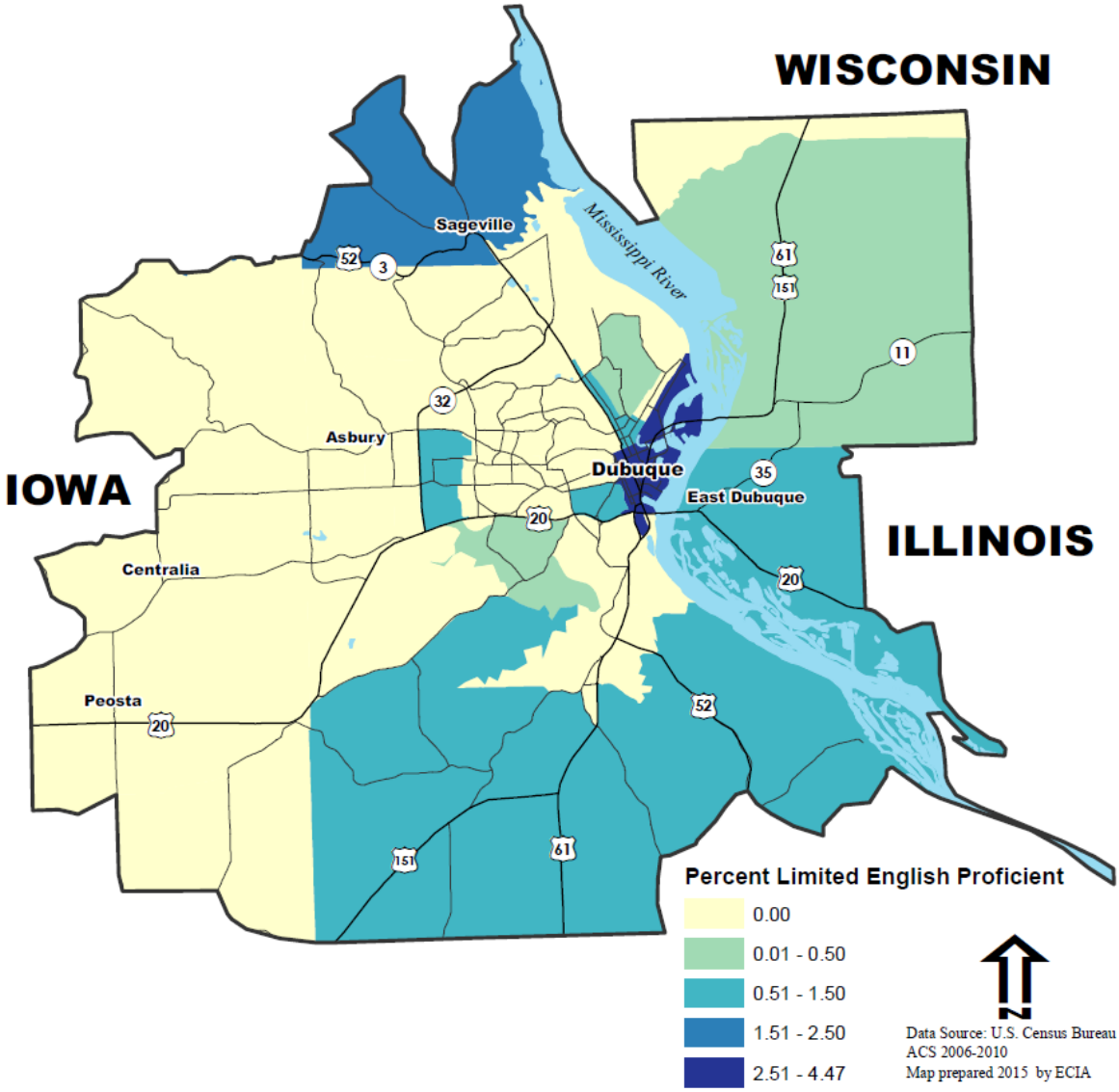


Limited English Proficient Population - DMATS

According to FTA Circular C 4702.1B, "Limited English Proficient (LEP) persons refers to persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English.

Figure 6 shows the distribution of the LEP population in the DMATS area. According to the ACS, 0.53% of people in the DMATS area meet the LEP definition. DMATS does not have a defined LEP population above the Department of Justice's Safe Harbor threshold. The Department of Justice defines the Safe Harbor threshold as 1,000 persons OR 5% of the total population for a particular language, whichever is less, requiring vital document translation. The highest concentration of LEP people in the DMATS area is in the Downtown Neighborhood, or Dubuque County Census Tract 1. Tract 1 contains 150 LEP people, or 4.47 percent of the tract's total population.

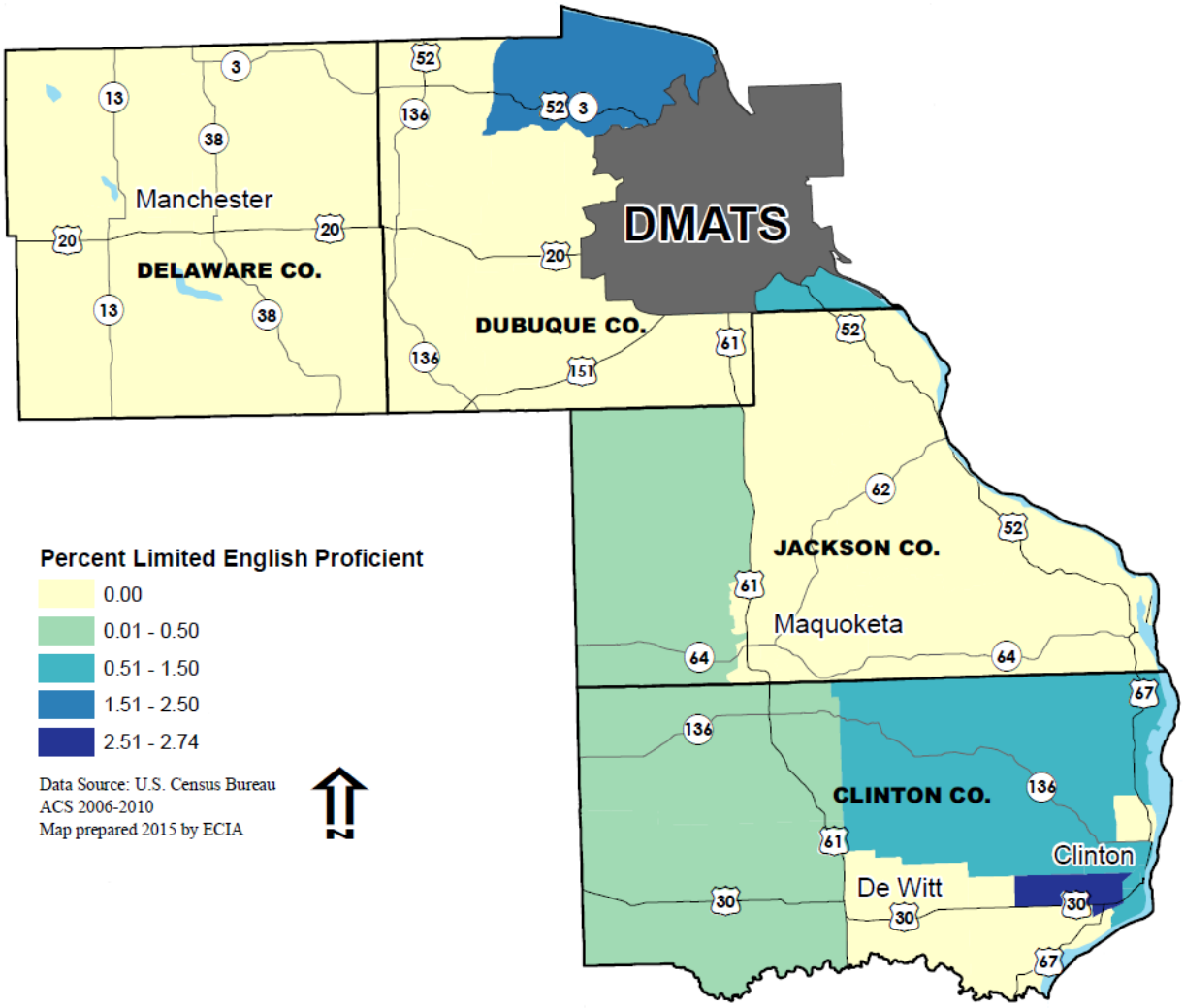
Figure 6 DMATS Limited English Proficient Population



Limited English Proficient Population – RPA 8

Figure 7 shows the LEP population in the RPA 8 Area. RPA 8 does not have a defined LEP population above the Department of Justice's Safe Harbor threshold. The Department of Justice defines the Safe Harbor threshold as 1,000 persons OR 5% of the total population for a particular language, whichever is less, requiring vital document translation. The highest concentration of LEP people in the RPA 8 area is Census Tract 4 in the City of Clinton, which has a 2.74% LEP population.

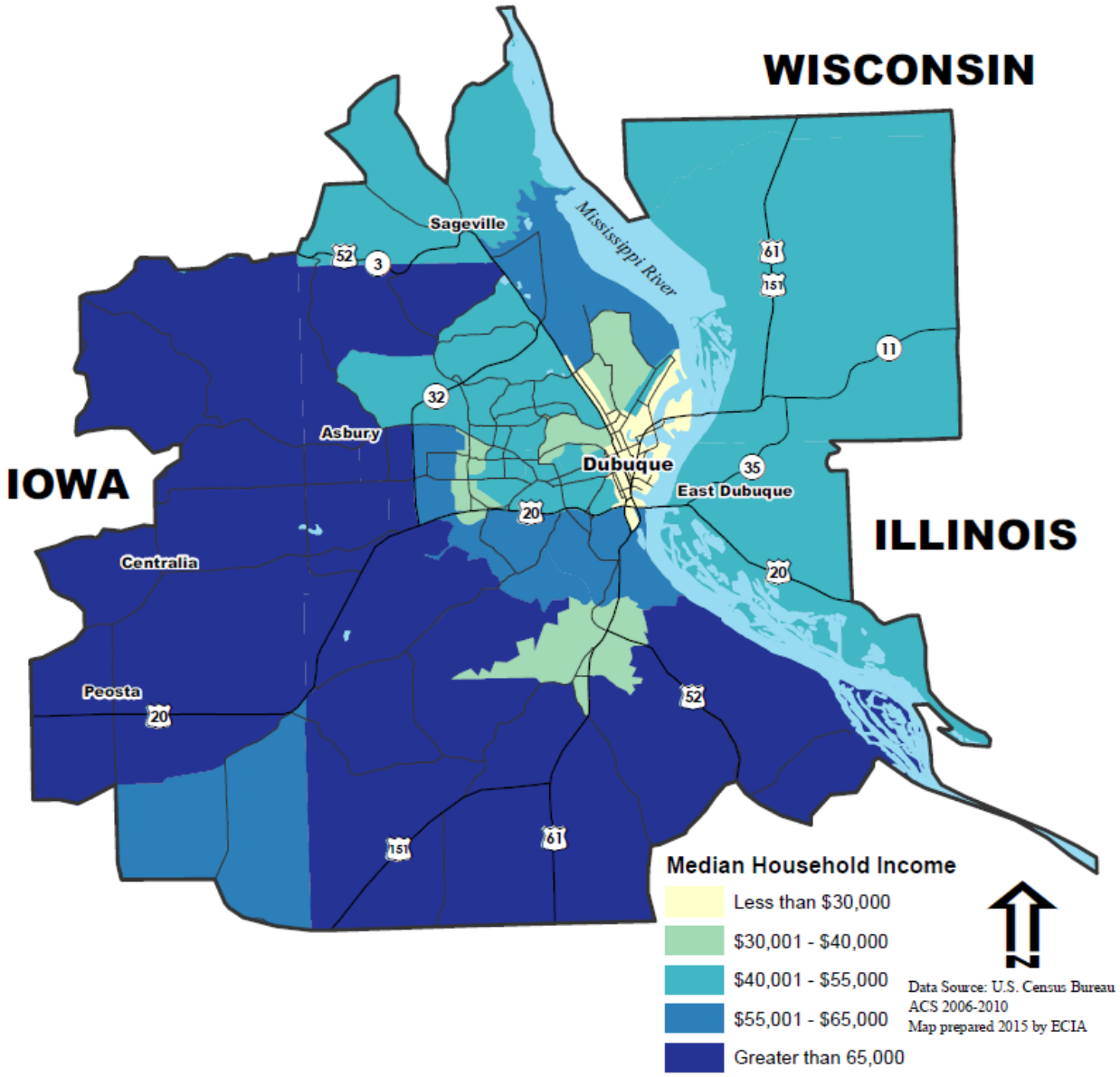
Figure 7 RPA 8 Limited English Proficient Population



Median Household Income - DMATS

Income can greatly affect a household's ability to move around their community. Lower income households may not be able to afford a car and be more dependent on public transit to get to work or school. Figure 8 shows the distribution of household income across the DMATS area. Lower household incomes are more concentrated in the downtown Dubuque area while higher income areas are located outside the City of Dubuque in the western part of the region.

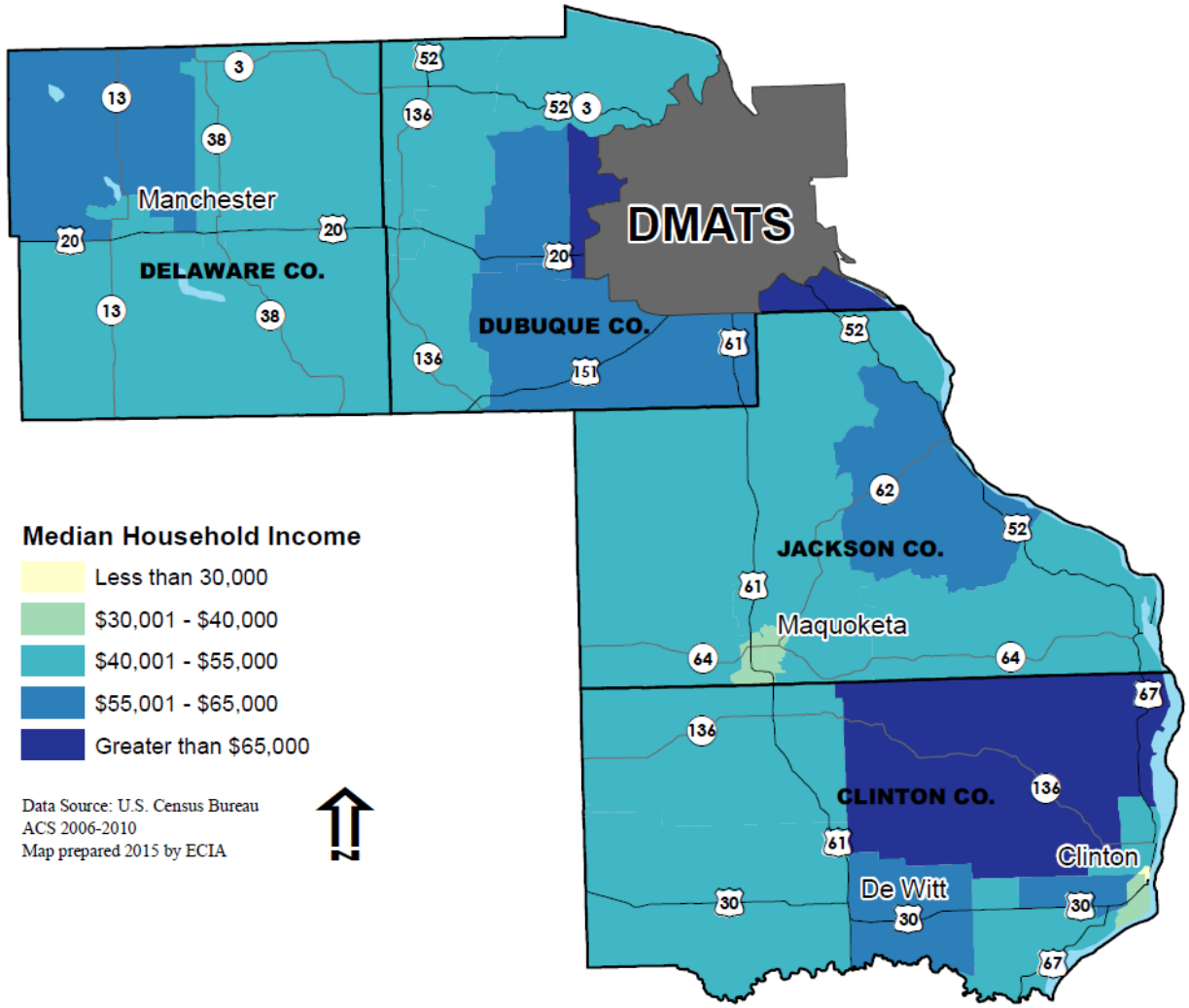
Figure 8 DMATS Median Household Income



Median Household Income – RPA 8

Figure 9 shows the median household income in the RPA 8 area. In the RPA 8 area, lower household incomes are found in cities such as Clinton and Maquoketa.

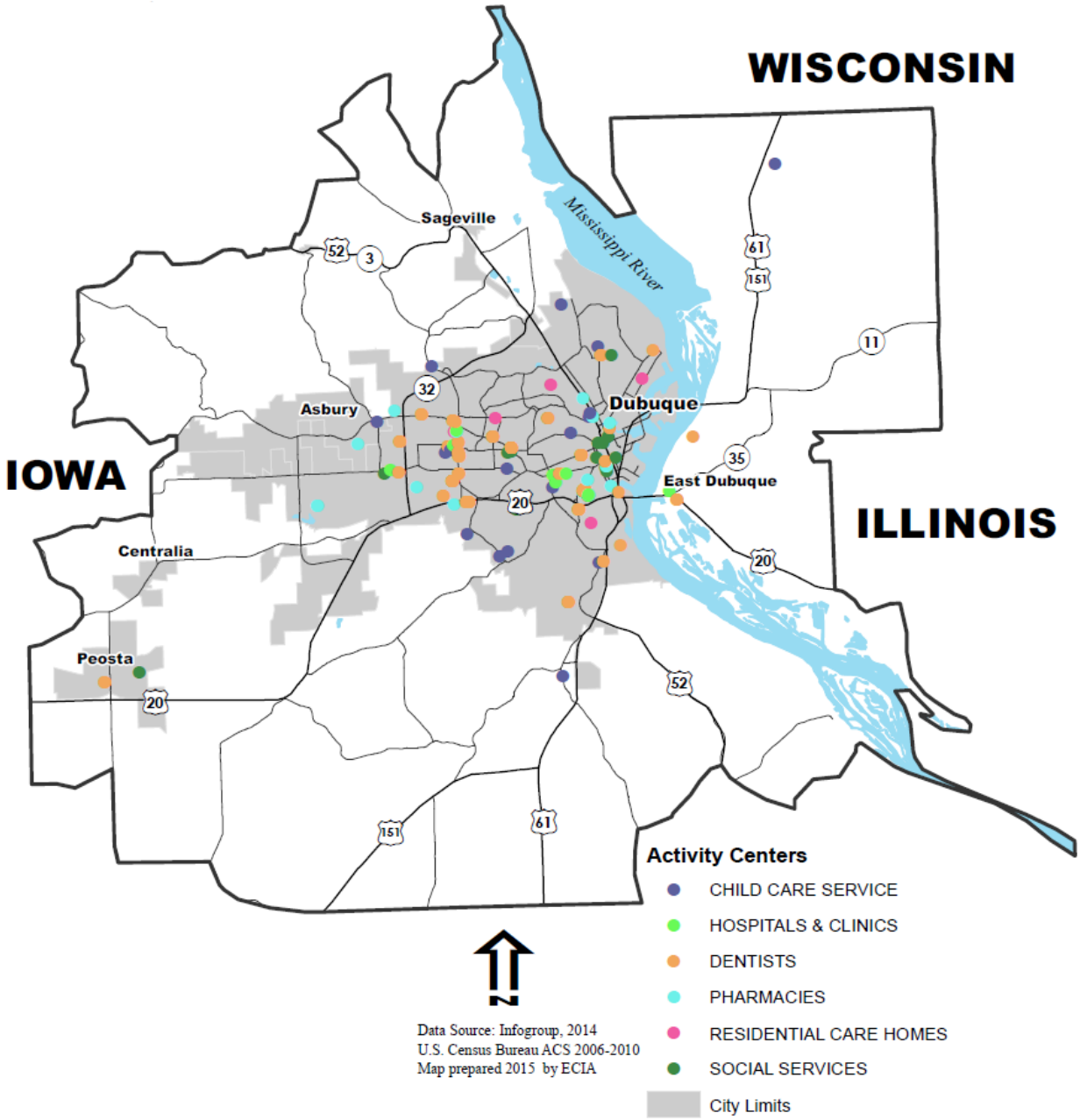
Figure 9 RPA 8 Median Household Income



Activity Centers – DMATS

For good passenger transportation planning, understanding where people want to go is as important as understanding where they live. With knowledge of important activity centers, transit managers can plan routes that serve the most popular locations in the community. For the purposes of this report, activity centers are defined as important destinations for transit passengers. Activity centers include childcare services, hospitals and clinics, dentists, pharmacies, residential care homes, and social services. Figure 10 shows the activity centers for the DMATS area.

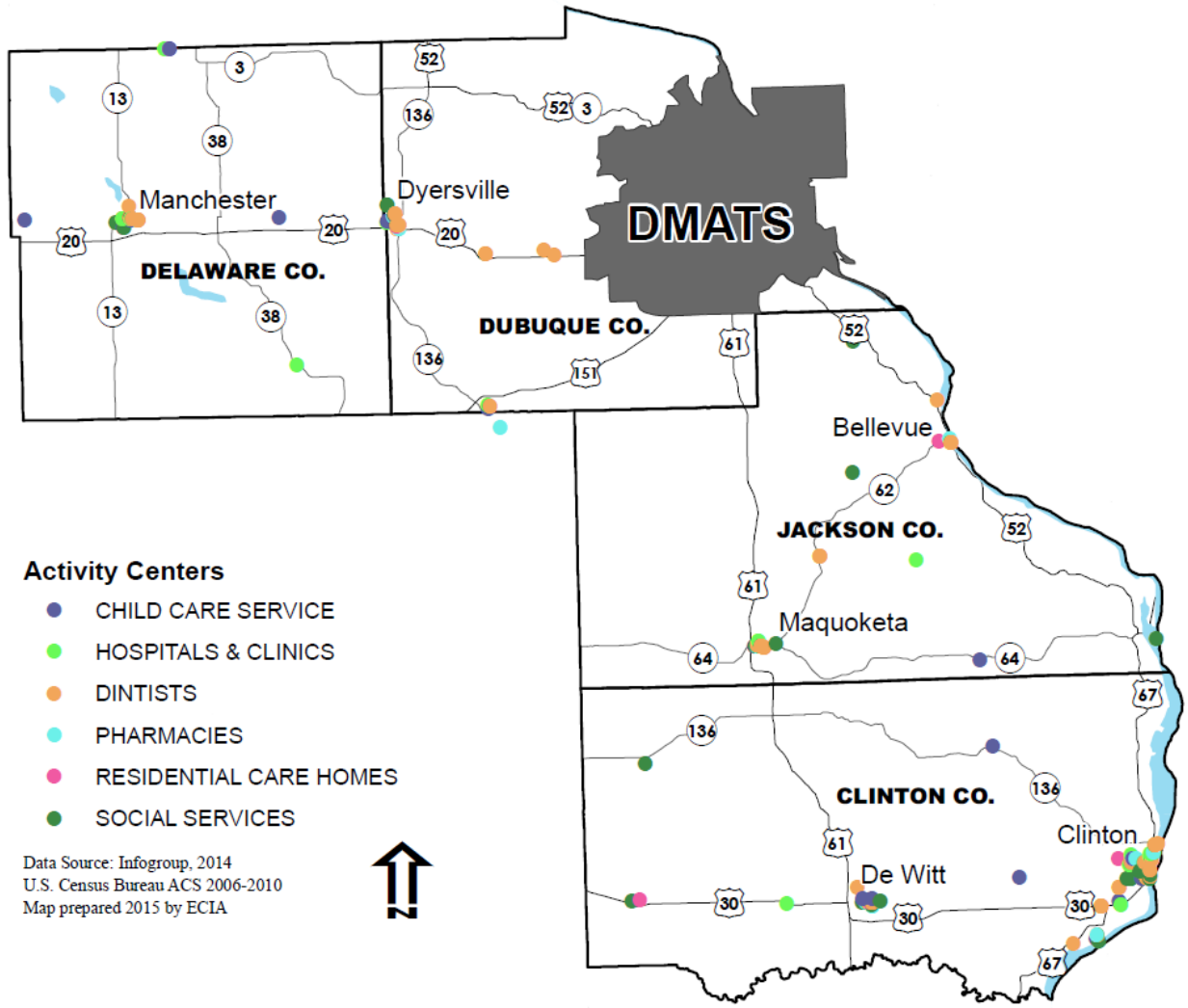
Figure 10 DMATS Activity Centers



Activity Centers – RPA 8

In the RPA, activity centers are more spread out, but most are concentrated in the region's larger cities. Figure 11 shows the activity centers for RPA 8.

Figure 11 RPA 8 Activity Centers



Inventory

Passenger transportation is an important component in the transportation network. The transportation providers within RPA 8 and DMATS region provide access to opportunities that many riders might not otherwise have. The economic and social links provided by transportation allows access to work, school, medical care, meal sites, and leisure activities. It provides many individuals the mobility that allows them their continued self-improvement, independence, and quality of life. This section includes an inventory of the DMATS and RPA 8 regions' passenger transportation providers including Clinton Municipal Transit Administration Transit, Regional Transit Authority 8, The Jule Transit, and River Bend Transit, and school districts. The section also includes the results of the Passenger Transportation Provider Survey.

Clinton MTA

The Clinton Municipal Transit Administration (MTA) is responsible for providing safe, accessible, economical, and efficient public transportation service to the citizens of the City of Clinton. MTA provides its own para transit service. All routes are fully ADA accessible. Clinton MTA operates its fixed route service Monday – Friday from 6 a.m. to 6 p.m. and Saturday form 8 a.m. to 3:30 p.m. The City of Clinton Transportation Director is responsible for the transportation department. The Clinton City Council provides policy direction for the MTA. All services are open to the general public. The MTA offers fixed route for the general public and para transit door-to-door service for ADA eligible passengers. Figure 12 lists MTA's service fares. MTA has thirty full and part-time employees and a fleet of twenty-three vehicles. Figure 13 provides additional information on MTA's vehicle fleet and staff.

Figure 12 MTA Fares

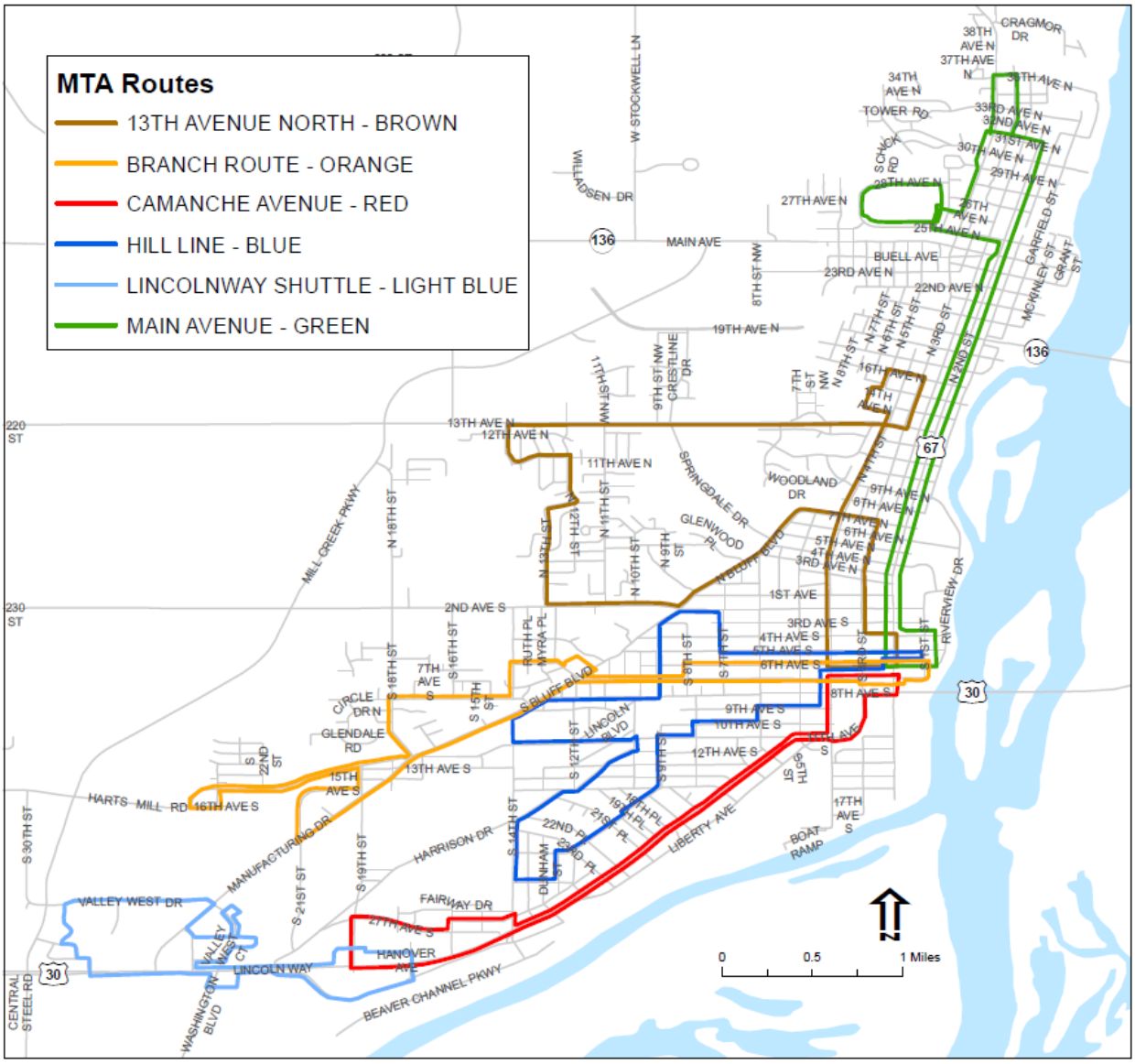
Adults	$1.00
Elderly/Disabled	$0.75
Students	$0.75
Students enrolled in kindergarten through twelfth	Free with school ID
Children under 5 years old	Free
Para transit	$2.00 per ride

Figure 13 MTA Vehicle Fleet and Staff

Number of Vehicles	23
Number of Vehicles with Lifts or Ramps	18
Number of Vehicles to ADA Standards	18
Full-Time Employees	14
Part-Time Employees	16
Volunteers	0

Clinton MTA operates six regular fixed routes. Figure 14 contains a map of Clinton MTA's Routes.

Figure 14 Clinton MTA Service Map



Regional Transit Authority (RTA)

The RTA provides accessible, safe, convenient, and efficient transportation for all citizens in the cities, communities and rural areas of Delaware, Dubuque, and Jackson Counties to enhance their quality of life. RTA vehicles are equipped to accommodate the general public, including children, the elderly, and people with disabilities.

All RTA services are based on the demand of our clients and are open to the general public, including people with disabilities.

The RTA manages a fleet of twenty-five light duty buses and accessible minivans. RTA provides 180,000 annual passenger trips serving over 2,500 individuals in the three-county region. To expedite customer service, the RTA maintains offices in Dubuque, Manchester, and Maquoketa. The RTA employs seven

full-time workers, twenty-nine part time workers, and sixteen volunteers. See Figure 15 for additional information on RTA's vehicle fleet and staff. The RTA contracts with East Central Intergovernmental Association (ECIA) for management services and office space.

Figure 15 Vehicle Fleet and Staff

Number of Vehicles	25
Number of Vehicles with Lifts or Ramps	25
Number of Vehicles to ADA Standards	25
Number of Full-Time Employees	7
Number of Part-Time Employees	29
Number of Volunteers	16

Services

The RTA provides transportation to a variety of destinations in Delaware, Dubuque and Jackson counties. All routes are open to the general public, including people with disabilities. Most RTA routes are door to door unless specified. Reservations for service are required 24 hours in advance, dispatch hours are 5am-5pm. Figure 16 below lists RTA's services and Figure 17 maps the services.

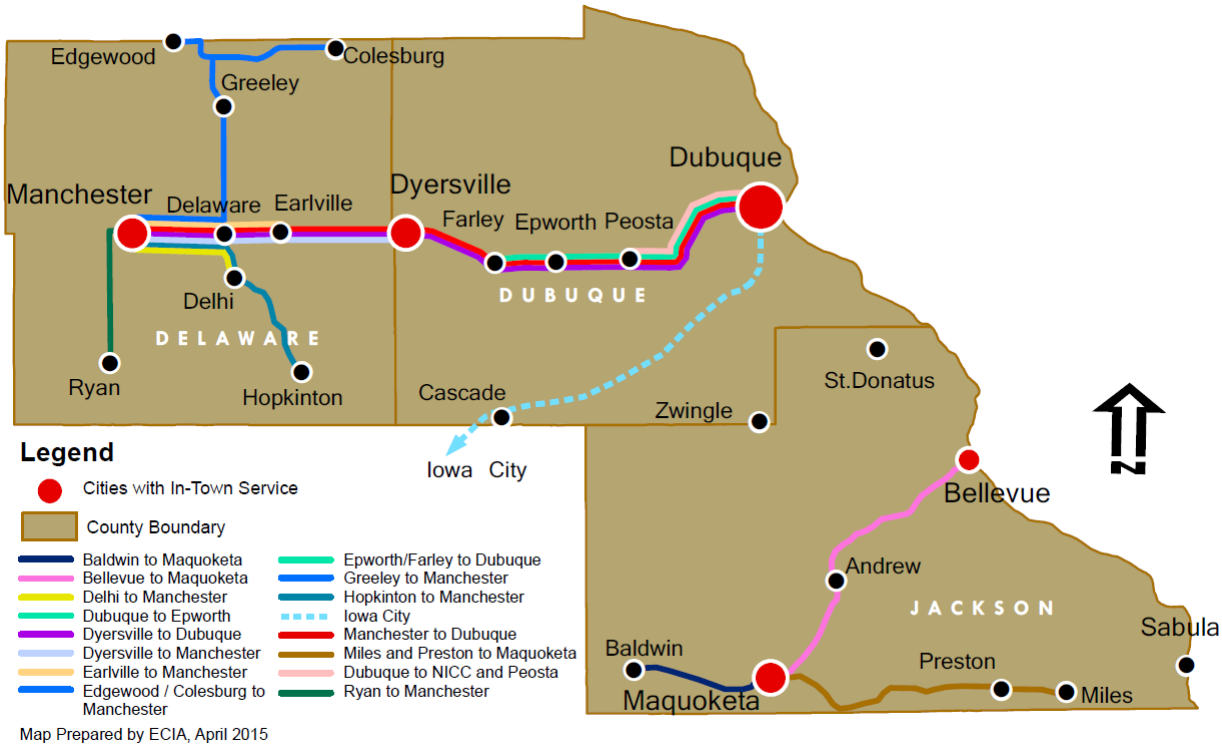
Figure 16 RTA Services

Service	Days	Hours	Cost (one way)
Iowa City	Every TH, 2nd W, & last TU of each month	Varying	Varying
Daytime in Town Dubuque	M – F	7:00 a.m. – 9:00 a.m. & 1:30 p.m. – 5:30 p.m.	$6.75
Evening in Town Dubuque	M – Sun	8:15 p.m. – 10:30 p.m.	$6.75
Sunday in Town Dubuque	Sun	2:00 p.m. – 4:00 p.m. & 8:30 p.m. – 10:30 p.m.	$6.75
Head Start Dubuque and Dyersville	Varying	Varying	-
NICC and Peosta	M – F	D 8:30 a.m. R 3:30 p.m.	$6.75
Dubuque to Epworth	T, W, & TH	D 7:15 a.m. A in Farley 7:40 p.m. & Epworth 8:00 a.m. R 12:45	$12.00
Epworth/Farley to Dubuque*	TU – TH	D Epworth 8:15 a.m. A JFK Transfer 8:50 a.m. R 12:45 a.m.	$12.00
Dyersville to Dubuque	T, W & TH	D 7:40 a.m. R 12:30 p.m.	$12.00
Dyersville to Manchester	M – F	D 7:50 a.m. R 3:00 p.m.	$12.00
Maquoketa in Town	M, W & F	9:00 a.m. – 3:30 p.m.	$3.00
	TU & TH	9:00 a.m. – 3:30 p.m.	$3.00
Miles and Preston to Maquoketa	M – F	D 6:30 a.m. R 2:00 p.m.	$6.75
Bellevue to Maquoketa	M - F	D 6:30 a.m. R 2:00 p.m.	$6.75
Baldwin to Maquoketa	M – F	D 6:30 a.m. R 2:00 p.m.	$6.75
Hopkinton to Manchester	TU & TH	D 8:15 a.m. on TU D 8:00 a.m. on TH R 3:10 p.m	$6.75
Greeley to Manchester	M, TH, & F	D 8:30 R 3:00 p.m.	$6.75
Delhi to Manchester	M – F	D 7:45 R 3:00 p.m.	$6.75
Ryan to Manchester	TH & F	D 7:45 a.m. R 3:00 p.m.	$6.75
Earlville to Manchester	Available on a limited basis	Various times	$6.75

Service	Days	Hours	Cost (one way)
Manchester to Dubuque	TU, W, & TH	D 7:50 a.m. R 12:30 p.m.	$12.00
Edgewood / Colesburg to Manchester	1st & 3rd TH	10:00 a.m. – 2:30 p.m.	$12.00
Manchester in Town	M, TU, TH, & F	9:00 a.m. 1:00 p.m.	$3.00

* Transportation to Farley only available during the school year.

Figure 17 RTA Service Map



The Jule

The Jule strives to provide a safe, timely, and comfortable mode of public transportation for citizens to and from their destinations on fixed routes and door to door services. Fixed route service provides transportation to Dubuque citizens so that they may access various services, shopping, entertainment, community functions, and employment opportunities within the City. Trolley routes operate seasonally on a 1-hour schedule between the Port of Dubuque, key downtown locations, and many city parks and river viewing areas. Mini-bus promotes independence for seniors and persons with disabilities by providing Origin to Destination transportation and passenger assistance when accessing the demand response service. Figures 18 and 19 show service fares and bus pass costs for both fixed route and paratransit services. Figure 20 provides information on the Jule's vehicle fleet and staff. Figure 21 shows the hours of service for both fixed route and mini-bus service and Figure 22 includes a map of fixed route service.

Figure 18 Fares

Fixed Route Fares	
Full fare (ages 18-64)	$1.50
Half fare (ages 65+ or presenting a Medicare Card)	$0.75
Students (K-8)	Free
Students (9-12) with school ID	Free
Students with current ID from Clarke, University of Dubuque or Loras	Free
Paratransit Fares (MiniBus)	
ADA Approved	$2.00
Senior Approved	$3.00

Figure 19 Bus Passes

Bus Passes	
Fixed Route Bus Passes	
Half fare - 11 rides (Must show Half-Fare ID to purchase)	$7.50
Adults - 11 rides	$15
Monthly pass (prorated and effective for the calendar month)	$45
Paratransit Bus Passes (MiniBus)	
10 Ride Pass: ADA approved	$20
10 Ride Pass: Senior approved	$30

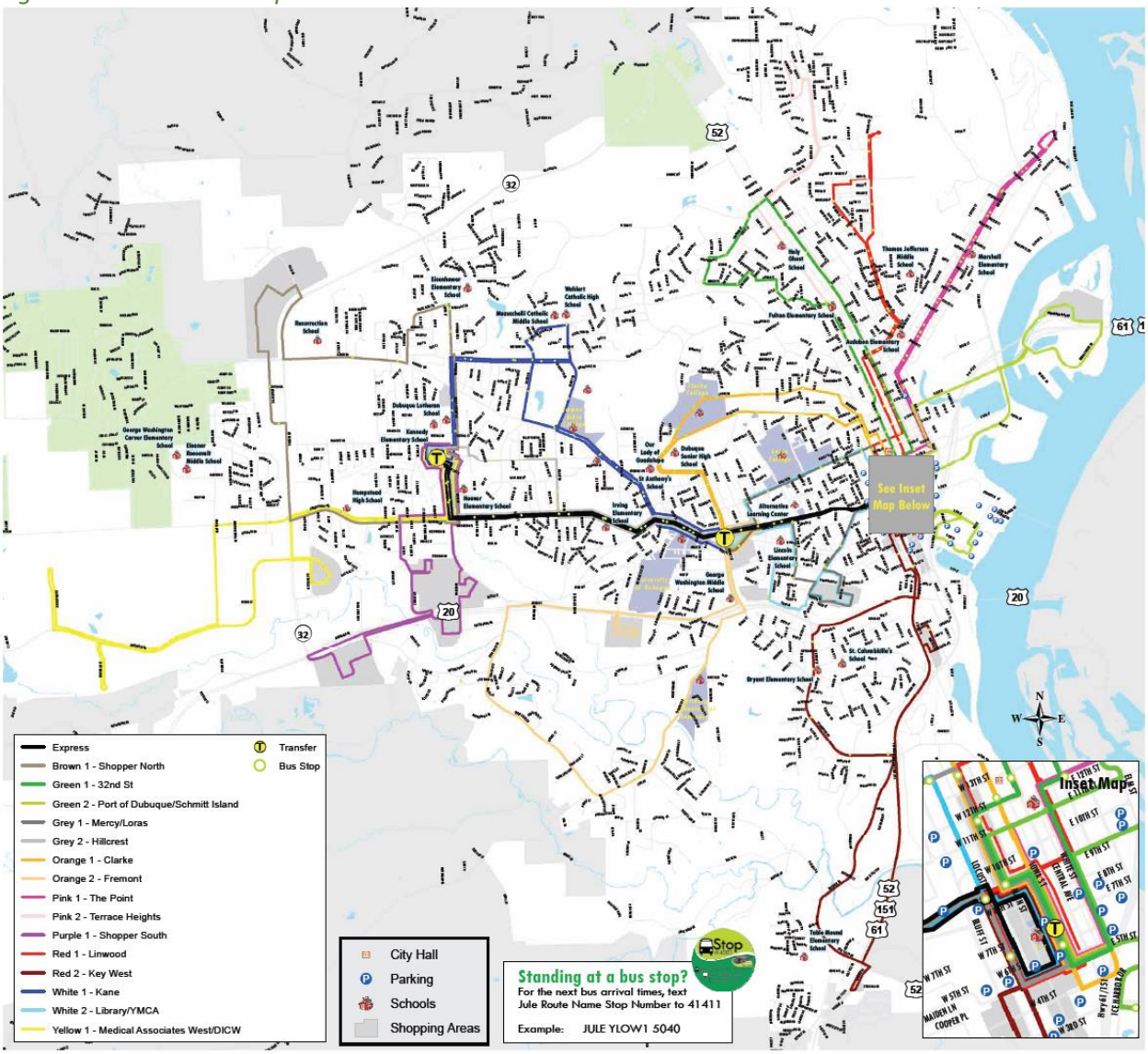
Figure 20 Vehicle Fleet and Staff

Number of Vehicles	31
Number of Vehicles with Lifts or Ramps	31
Number of Vehicles to ADA Standards	31
Number of Full-Time Employees	12
Number of Part-Time Employees	63
Number of Volunteers	0

Figure 21 Jule Hours of Service

Monday-Thursday	6:00 am - 6:50pm
Friday	6:00 am - 11:00 pm Mid May- Mid August 6:00 am - 2:40 am Mid August - Mid May
Saturday	8:00 am - 11:00 pm Mid May- Mid August 6:00 am - 2:40 am Mid August - Mid May
Sunday	No Service

Figure 22 Jule Service Map



School Districts

School districts are an important provider of passenger transportation in the region. Nineteen school districts are located partially or completely with in the DMATS and RPA8 regions. Combined these districts on average transport more than 14,000 students per day and have annual operating costs of more than $11 million. Figure 23 includes annual transportation for the public schools in the DMATS and RPA 8 regions for the 2013-2014 school year.

Figure 23 2013-2014 Annual Transportation Data for Public Schools

District Name	Route Miles	Non-Route Miles	Net Operating Cost	Ave # Students Transported	Ave Cost Per Pupil Transported
Andrew	68,860	3,963	$240,476.73	125	$1,923.81
Bellevue	83,164	22,610	$288,210.86	419.4	$687.20
Calamus-Wheatland	87,313	15,213	$207,292.17	338.6	$612.20
Camanche	35,617	33,876	$147,202.12	301.6	$488.07
Central Clinton	145,862	38,615	$729,309.24	1141	$639.18
Clinton	162,950	216,350	$623,282.50	898	$694.08
Delwood	41,570	820	$154,685.43	113	$1,368.90
Dubuque	666,549	350,941	$2,965,761.89	2894	$1,024.80
Easton Valley	123,397	30,245	$340,824.55	241	$1,414.21
Edgewood-Colesburg	109,511	16,314	$347,374.55	453	$766.83
Maquoketa	130,973	37,545	$472,171.23	385	$1,226.42
Maquoketa Valley	93,327	12,491	$278,389.82	547.8	$508.20
Midland	122,000	12,942	$444,780.79	355.6	$1,250.79
Monticello	119,617	29,849	$382,112.23	678.3	$563.34
Northeast	137,092	44,135	$431,153.81	847.6	$508.68
North Linn	91,679	31,845	$311,807.39	516	$604.28
Starmont	95,157	12,625	$211,903.19	625	$339.05
West Delaware County	138,956	31,759	$583,042.43	671.6	$868.14
Western Dubuque	540,259	130,729	$1,888,217.88	2506	$753.48
Totals & Averages	**2,993,853**	**1,072,867**	**$11,047,998.81**	**14,057.50**	**$785.91**

Source: Iowa Department of Education, 2015. https://www.educateiowa.gov/pk-12/school-transportation/transportation-publications-data

As part of the PTP development process, staff conducted a school district vehicle fleet inventory survey. Staff distributed the survey to all school districts in the region via email. As of 6-17-2015 staff has received three survey responses. Figure 24 contains the survey responses.

Figure 24 School District Vehicle Inventory

District	Total Vehicles (ADA Accessible Vehicles)			
	Buses	Passenger Cars	Passenger Vans	Other
Dubuque	82 (14)	1 (0)	1 (0)	0 (0)
Maquoketa	17 (2)	3 (0)	6 (0)	7 Trucks (0)
Starmont	13 (0)	0 (0)	0 (0)	2 Suburbans (0)

River Bend Transit

River Bend Transit (RBT) provides transit services to residents in Cedar, Clinton, Muscatine, and Scott counties. The majority of RBT's service area falls within RPA 9 Bi-State Regional Commission. Because of this, Bi-State Regional Commission conducts most RBT planning activities, including the PTP. For additional information of RBT, see the FY 2014 – 2018 Bi-State Region Transit Development Plan.

Passenger Transportation Provider Survey

As part of the PTP development process, staff conducted a Transportation Service Provider Survey. Staff distributed the survey form to a list of service providers in the region via email. As of 5-1-2015 staff has received nine survey responses. Figure 25 contains the survey responses.

Figure 25 Transportation Service Provider Surveys

Provider Name	Type of Transportation Service Provided	Who is eligible for service	Hours of service	Days of service	Passenger Cars	Buses	Passenger Vans	Other Vehicles	ADA Accessible
Penn Center, Inc.	Other	Only clients	As needed for appointments, activities, and programming.	7 days per week	25	2	6	0	2
Goodwill Industries NEIA, Inc.	Mileage Reimbursement, Agency Vehicles	Goodwill consumers	Any hours we are providing services to a consumer	any day services are provided	3	0	3	0	0
Delaware Community Life	Door-to-Door	Consumers in the community life program	Depends on services or activities provided, most days 8:00 - 4:30 M-F	M-F 8-4:30 other hours as identified	6	0	0	0	0
DuRide	Demand- Response, Door-to-Door, Mileage Reimbursement, Provide vehicles for regularly scheduled or one-time trips 150 Private Cars approx. on call / available	Age 65+ in Dubuque East Dubuque or Asbury	24/7/365 availability. Requires 24 hour or more advanced notice or by noon Friday for weekend.	All days, including holidays	0	0	0	15	0
Duride has 150 Private Cars approx. on call / available. (includes SUV, vans, small trucks as well) No access for wheelchair- dependent, but can accommodate walkers canes, crutches									
Bethany Home	Curb – to – Curb	Bethany Home Residents	7:30 a.m. – 2:30 p.m. – 3:00 p.m.	Mon- Thur	0	1	1	0	2
DAC Inc	DAC is not a provider of Transportation for community but offer transit to clients we serve	Persons with disabilities served by DAC	No set standard hours, based on the need of persons served	No set days of service, based on needs of persons served	4	0	10	0	5
Hills and Dales	Door- to- Door. Waiver transportation (Door- to- Door)	Individual must be on the ID waiver and use the service for transportation to and from work or day program, and to reduce social isolation	8:30 a.m. – 3:30 p.m.	Monday – Friday	2	1	1	0	1
Hills and Dales also owns 3 other lift vehicles for clients who live at the residential center. These are occasionally used by clients who live in their own homes if public transportation is not available.									
Young-uns preschool and Childcare Center	Fixed Route (12-14 passengers buses)	Children who are enrolled in our program and from elementary schools Children 3+ for field trips	8 a.m. – 3 p.m. b/f & after school 6:30 a.m. – 6 p.m. – Hours of operation	Monday – Friday		3			

Section Three: Coordination Issues

Section Three includes discussion of transportation coordination issues within the DMATS and RPA 8 regions.

The Jule - City of Dubuque

In fall 2010, The Jule implemented the Medical Loop, improving upon and replacing the Orange Line. In October 2011, the Shopping Circulator changed the way The Jule moves residents between high traffic shopping venues and had positive impacts on the other routes in the system. Because of this new service, all routes were shifted with the goal of reducing wait times at transfer points and providing shorter headways. In addition to this west end circulator, the proposed Midtown Loop will reduce travel times between downtown and midtown locations and improve connectivity between downtown and west end locations. The Nightrider continues this downtown to west-end connectivity through the weekend evenings when many residents, including Dubuque's large college population, are traveling cross-town to sporting events, dining establishments, and other nightlife destinations.

The Shopping Circulator has created $38,673 in annual efficiencies, 32,484 annual rides and was expanded in the first phase of the system reconfiguration to provide more frequent service to address the demands of the west-end areas. The Shopping Circulator was funded with an ICAAP grant which expired September 30, 2014. Because of the success of these paired routes, the City of Dubuque is continuing to fund this service locally.

Fall 2012 was the beginning of a route that had been developed over two years through conversations with the three local colleges on how to improve service for students while providing much needed employment transportation for the general public in the evenings. The result of these conversations, focus groups, and surveys is the Nightrider evening route service. The Nightrider operates on Friday and Saturday nights from 6pm-2:40am and has been highly successful, providing over 36,848 rides in just two years of service.

In the summer of 2013, Jule staff began reviewing data and developing plans for the Midtown Loop and Feeder routes and projecting the impacts they would have on the rest of the system. These two additional routes provided the opportunity to dramatically transform the way transit service was provided in the City of Dubuque. In addition to the hard travel data that was available, Jule staff held multiple public meetings to gather input and insights into the needs and areas of opportunity for improved service in the community. Online and paper surveys were distributed and used in the reconfiguration. In January 2014, the first year of the Midtown Loop and Feeder and system-wide overhaul went into effect.

The Midtown Loop and Feeder routes became the spine of a hub and spoke system that reduced most travel times by 50%, connected the east and west ends of the city, and allowed routes to serve new areas and populations as well as eliminate wait times for most transfers. This was done by instituting a series of 30 minute loops at each of the three hubs and connectors between the hubs that arrive at the same time. These connectors include the Midtown Loop or grey line which in its first leg connects the downtown and midtown transfers and in its second leg connects the midtown to west end transfers. The Feeder or Express provides 15 minute non-stop crosstown service between the downtown and west end transfers.

In late October 2011, The Jule received notice that it had been awarded a State of Good Repair grant for the construction of an Intermodal Center. The Center will be located in the Historic Millwork District,

and will be the transportation hub for (among other things) public transit and intercity bus (Burlington-Trailways and Lamers). The facility is currently under construction. The Jule is pursuing federal funding for a bus maintenance and storage facility that will most likely be sited immediately adjacent to the Intermodal Center. This facility would replace the over 100 year-old facility where the Jule is currently located.

On July 6, 2012, President Obama signed Moving Ahead for Progress in the 21st Century (MAP-21), reauthorizing surface transportation programs through fiscal year 2014. In September of 2014, Congress extended MAP-21 through May 31, 2015. MAP-21 changed how the FTA does business. The following is a summary of how these changes have affected the Jule.

Formula Funding – Overall, MAP-21 included very little change to the amount of formula funding. However, with the elimination of other forms of funding, such as New Freedom, Clean Fuels, and Bus Livability, the Jule will need to use more of its limited local funding to keep or expand service and take on capital projects such as bus replacement and facilities rehabilitation and replacement.

Safety and Security Requirements – MAP-21 established new safety requirements for all federal funding recipients. Under the new law, all agencies receiving federal funds will be required to develop a safety plan. The approved plan should, at minimum, include: strategies to reduce exposure to hazards, safety performance targets, and assignment of an adequately trained safety officer. FTA has not yet issued guidance on the new safety requirements, so the exact impact of the new requirements on the Jule is unknown at this time. However, additional costs associated with safety plan development and safety officer training could be a burden on the Jule and other small transit systems.

Capital Equipment – Under MAP-21 the State of Iowa will receives significantly less funding for bus replacement and facilities. The Iowa DOT has opted to pool all the FTA funding that has been allocated to the transit systems for capital projects. Reductions in capital equipment funding combined with the loss of grant programs and reductions in State of Iowa funding sources will decrease the Jule's ability to replace aging vehicles and maintain its current level of service. Reductions will also diminish the Jule's ability to expand service in response to the community's needs.

In mid-2010, The Jule received notice that it had been awarded a Public Transit Infrastructure Grant (PTIG) for the final design, oversight of construction, and the construction of the ARC Transfer Center. The ARC Transfer Center is a collaboration between The Jule and Area Residential Care (ARC) Foundation, and is located at the ARC's new JFK Circle site. Phase 1 of the project is completed and Phase 2 is on hold until local match is secured.

In mid-2011, The Jule received notice that it had been awarded a PTIG grant for the re-roofing of two sections of the transit building and the updating/upgrade of the sprinkler system. The project is complete.

RTA - Dubuque, Delaware, and Jackson Counties.

Mobility Coordinator – this position will continue to be funded, at a portion of the actual cost, with leftover New Freedoms funding through the next fiscal year (FY16). During this transition, transit agencies with Mobility Coordinators are expected to locate other sources of revenue for the continued funding the positions. The Mobility Coordinator plays a crucial role in the RTA's services, providing assistance to persons with disabilities and the community at large, and assisting with coordination of transportation services.

The RTA has established a much stronger partnership with Northeast Iowa Area Agency on Aging (NEI-AAA) as well as the local Veteran's organization. The RTA has created a local transportation group with these two agencies and a local volunteer organization. Through these meetings, we have determined gaps in transportation, reduced barriers, and secured funding for transportation needs.

Safety and Security requirements – All transit systems will be required to have separate safety, security and emergency preparedness plans and policies. Transit systems are also required to have a designated Safety and Security Officer who is responsible for addressing all safety and security issues and making sure plans and policies are being followed. For many smaller transit systems, such as the RTA, this person will most likely be someone who is already on staff, which will mean higher workloads.

Capital Replacement – The RTA was able to purchase two new buses in FY15. The purchase was made possible with the assistance of state and federal funding. The RTA was able to pay the local match of 20%. Even with the purchase of these new buses, the RTA fleet is steadily growing older. Currently, over 40% of our fleet is beyond its useful life.

In Spring of 2014, the RTA was able to secure a grant to assist in purchasing Galaxy Tablets for the fleet. Tablets have improved tracking of ridership and vehicle data (e.g. revenue miles and hours) and vehicle locations, which in turn as provided better and more efficient services. Also, with the help of a grant, the RTA was able to purchase an add-on maintenance module in our dispatching software. This maintenance module has allowed for us to streamline our maintenance process.

The RTA has become engaged in social media. We now have information being sent through Facebook and Twitter. People are able to receive notifications via text message as well as local media outlets. A new website will be coming soon as well.

MTA - The City of Clinton

The Ashford Loop route was discontinued in FY 2013. The route, that was funded by Ashford University, provided extended service in the evenings and on weekends. Under an agreement with MTA, The Ashford Loop was open to the general public, and Ashford students, faculty, and staff could ride all MTA routes for free with an Ashford id card. Ashford University discontinued funding for the route after two years, and replaced it with a privately contracted shuttle that is open to students, faculty and staff only.

The Archer Daniels Midland (ADM) has expanded their company taking over homes and land within the City of Clinton. This has created new jobs, changed the structure of the city, and created demand for transit in new areas of the community.

The federal government is currently opening of the Thomson prison in Thomson, Illinois which could potentially create hundreds of jobs for Clinton and nearby residents and increase demand for transportation.

The City of Dubuque and the City of Clinton Mobility Coordinator position has been eliminated. The cities applied for and received funding to hire a Mobility Coordinator. The Mobility Coordinator worked out of an office at The Jule and spent one day per week in Clinton. The position helped enhance services for both systems and brought together human service organizations and transit providers to meet the needs of each community. Funding was eliminated for this position in FY 2014.

Section Four: Priorities and Strategies

Section Four describes proposed transportation investment strategies for the next five years. Following the 2013 surveys and meetings. Staff met with the TAG to discuss the input collected, and to convert that input into objectives and action steps. The TAG was divided into and urban subcommittee and a rural subcommittee. This section includes a summary of the objectives and action steps developed for the Jule, the RTA, and Clinton MTA.

The Jule Objectives and Action Steps

Developed through a partnership with the Transit Action Group Monday December 9th, 2013

1. To provide safe, accessible, consistent, convenient, timely, and robust service:
   A. Reliability (on time/on route)
   B. Expansion of hours
      i. Add more buses at each route to avoid drivers waiting for "regulars"
      ii. Expand hours to serve 8 hour work day
      iii. Expand hours -Sundays and evenings
      iv. Expand hours - holiday service
      v. Expand hours – 365 days/year
      vi. Expand hours 5pm-7:30pm
      vii. Expand hours to 9pm on weekdays
      viii. Less than 24 hour notice to schedule a ride with the minibus
   C. Expand service within the city of Dubuque
      i. Shiras Avenue/Eagle Point Park
      ii. Kelly Lane
      iii. Freemont
      iv. Key West
      v. Point & Windsor
      vi. Grandview & 32nd Street
   D. Expand service areas outside of the city of Dubuque
      i. Partnership with Asbury
      ii. Illinois and Wisconsin
      iii. John Deere
   E. Improve accessibility
      i. Ensure 100% of bus stops are ADA compliant
2. Increase marketing efforts to increase ridership
   A. Advertise new routes with a variety of mediums
      i. City water bills
      ii. Give out brochures to current riders or other agencies
      iii. Inserts for Wal-Mart or grocery store shopping bags
      iv. TH insert with new route
      v. Map with all routes
      vi. Roll out an app or mobile site
      vii. Tell people about website
      viii. Advertise Jule 101 – news, billboard, radio, DBQ Advertiser, Golden View
   B. Ongoing awareness campaigns
      i. Ride the Jule free day (try us out!)
      ii. Incentives for riding at off peak times

iii. Referral/reward system: “if a current rider brings a new rider get a free ride or something”
iv. Partner with businesses to promote riding the Jule ex: ride the Jule the week of so and so and get a free cup of coffee or one dry cleaning service

3. To provide excellent customer/public service
   A. Provide public restrooms at all hubs
      i. Build public facilities
      ii. Make arrangements with businesses near the stops and compensate for expenses
      iii. Portable restrooms
   B. Provide a “mentor” to learn to ride
      i. Pair experienced riders with new riders
      ii. Hire more Jule staff to assist riders
   C. Driver Professionalism and customer service
      i. Provide driver training regarding customer service and sensitivity/professionalism
      ii. Consistent dress code/color, uniforms, and ID badges for drivers
   D. Provide information in a variety of ways and easy to understand
      i. Information available (any information that needs to be provided): - 7 votes
         1. In print
         2. Online
         3. Signs
         4. Pictures
      ii. Form a committee for public communication i.e. for sight or hearing impaired

The RTA Objectives and Action Steps

1. Identify, market and educate about transportation needs

A. Increase and educate ridership about options available around socialization
   i. Educate professionals about flexibility of use
   ii. Educate agencies about how to set up service
      a. Hills & Dales
      b. ARC
      c. Sunnycrest
      d. ARK
      e. Schools
   iii. Market that services are not limited according to ride type (work, education, leisure)
   iv. Partner with more agencies about waivers/educate about what they can be used for
   v. Write and submit articles for neighborhood news (NEI3A Newsletter, et al)
   vi. Meet with case managers, supervisors or coordinators in each county to garner assistance and support for more rides for consumers
   vii. Partner with social activities and coordinate with promoters to market RTA services along with events

B. Increase number of marketing contacts
   i. Attend meetings and get on agendas in each county to present RTA services
   ii. Expand contacts with agencies that provide service to low-income individuals and child welfare agencies
   iii. Advertise on Facebook, Twitter and Instagram
   iv. Develop public service announcements (PSA) for radio and print media

v. Targeted marketing/educational sessions with captive audiences
vi. Ask to have TV ads running in offices in each community
vii. Ask each agency for a representative to contact
viii. Reach out to medical professionals, providers of service, (e.g. Unified Therapy, Tax Professionals.
ix. Have info card/magnets available

C. Increase outreach with partnering individuals, groups, agencies and service providers
   i. Attend council meetings and other community events to better understand where needs are
   ii. Get school systems more involved
   iii. Talk with economic developers on strategies for employers
   iv. Hold a transportation summit and invite area partners to educate about services
   v. Partner with NEI3A
   vi. Hold train-the-trainers type sessions
   vii. Advertise in communities using Shopping News, church bulletins, agency news-letters, ag publications (these are usually issued frequently and fairly cheap)
   viii. Present at meetings, provide educational materials, follow up after presentation
   ix. Partner with Dubuque events & market ride availability
      a. Taste of Dubuque
      b. ARK, ARC, School events & programs
      c. Weekend shopping

D. Develop a marketing strategy
   i. Maintain a dependable and consistent marketing presence within each community
   ii. Evaluate and simplify pricing structure
      a. Inform and educate TAG
      b. Create a web tool
   iii. Reduce costs
      a. Identify opportunities for sponsorships
      b. Maximize use of waivers
      c. Budget awareness for TAG

2. Expand Services

A. Create more flexibility for riders
   i. Use all three Jule transfer points in Dubuque to pick up RTA riders
   ii. Develop a flex route that is available for same day needs
   iii. Offer more route times and schedules
   iv. Consider weekend service if minimum number of riders is met
   v. Need more options available from 7 am to 5 pm\
   vi. Get information out to public about what is available

B. Evaluate services annually
   i. Track & evaluate trip requests/service denials for review w/ TAG and board
   ii. Use TAG membership and partner with agencies to target and assess needs of non-riders
   iii. Make riding fun
   iv. Evaluate and use trip denial data to plan for expanded service options
   v. Survey providers and agencies that use services

C. Expand transportation assets including buses, staff: drivers, dispatchers and mobility co-ordinators

        i. Continue to advocate with legislators about needs of transportation providers
        ii. Annual advocacy day
        iii. legislative report to TAG
        iv. Highlight negatives/needs for city councils
        v. Buy smaller buses/vans
        vi. Create a donation program with car dealerships

3. **TAG membership is diverse and representative of the population served**
    A. Hold TAG subgroup meetings in Jackson and Delaware counties
    B. Recruit to create a more diverse representation of service providers on the TAG
        i. School districts
        ii. Colleges
            a. Adult Education/GED Programs
            b. Disability Coordinators
            c. PAVE Programs
        iii. City officials
        iv. Chambers of Commerce

Clinton MTA Objectives and Action Steps

A. Running later on weekdays and Saturday
B. Sunday service
C. Service to Royal Pines
D. 2nd and 3rd shift service
E. Service to Camanche and Fulton
F. Service to riverfront and west side
G. Service to marina and hotels

Projects and Initiatives

The following charts summarize the current project list for the Jule, RTA 8, and Clinton MTA. The charts include a description of the service need, the project identified to address the need, the agency that recommended the project, when the project was identified, and the status of the project as of May 2015. Please note, that any Enhanced Mobility for Seniors and individuals with Disabilities projects (Section 5310 funding) must be specifically included in the PTP. All other projects and initiatives funded by other means are encouraged to include in the PTP but are not required.

Jule 5310 Projects				
No.	**Project**	**Approximate Annual Funding**	**Years**	**Status**
1	General Operations, funding through E DBQ, IL Service Contract.	15,000	FY 2016 - 2020	Annual Funding; Enhanced Mobility of Seniors and Individuals with Disabilities

Jule Service Needs and Projects					
No.	**Service Need**	**Agency(s)**	**Project**	**Year Identified**	**Status**
1	Greater Accessibility to Service	Jule Consumers and Human Service Providers (DHS, LSI, Families First, Unified Therapy Services)	Shorten wait times, adjust route pickup times	2007	Project Ongoing; Shopping Circulator (FY2012), Express (FY2014), and route reconfiguration completed in January 2014 have improved accessibility by adding more 30 minute routes.
2	Knowledge of routes, schedules, and service options for consumers	Jule Consumers and Human Service Providers (Iowa Workforce Development Center, Multicultural Center)	Increase knowledge of and market routes and fares	2007	Project Ongoing; Marketing Plan updated annually; public presentations, City Channel 8, Advertising, press releases, new route maps for all services are provided online. Social media presence and city Notify-Me system used for all announcements.
3	Passenger Rail Service Between Chicago and Dubuque	City of Dubuque	Passenger Rail Service Between Dubuque and Chicago	2007	Project Ongoing; interest groups still meeting and efforts to lobby state/federal support ongoing. Implementation FY 2014
4	Review and develop standard design guidelines and amenities for bus stops	The Jule	Review and develop standard design guidelines and amenities for bus stops	2015	Project Pending; Review of existing bus stops, other system standards to take place in FY2016-17
5	Improve customer fare collection system	The Jule	Electronic fareboxes	2007	
6	Improve security on buses	Jule Passengers	Install security systems on buses	2007	Project completed in FY 2012.
7	Improve fleet dispatch efficiency	The Jule	Install GPS and MDT systems	2007	Project Complete; funding received, dispatching software and vehicle hardware installed and operational FY2014
8	Update bus stops on the bus route maps,	Operation New View Head Start	Some stops have outdated bus maps and update correct bus stops on the map	2011	Project Complete; All bus stops were replaced in FY2014 and mapped in GIS. Any new or removed stops are updated in GIS and maps are updated on a semiannual basis.
9	Public Transit Infrastructure Grant: ARC Transfer Center Phase II	The Jule, Area Residential Care (ARC), Jule Consumers	Improvements to west-end transfer center including indoor waiting area and public restrooms	2012	Project Ongoing; Plan to apply for PTIG funds with local match requested for CIP FY 2018
10	Facility Security Cameras/ Proximity Readers	The Jule	Install new security cameras and proximity readers at transit facility.	2007	Project Complete; Security cameras installed, proximity readers on hold due to planned move to new facility. Implementation FY 2014
11	VMT Project Service Expansion	The Jule	Implement new transit routes.	2012	Project Ongoing; Nightrider Friday and Saturday evening service route (Fri. & Sat. late night) started Sept. 2012, Midtown Loop/Feeder to begin Feb. 2013.
12	Upgrade Sprinkler system	The Jule	Bring sprinkler system up to current fire code.	2011	Project Complete; Implementation FY 2015
13	Intercity Bus Facility	The Jule	New intercity bus facility as part of new intermodal campus terminal.	2012	Project Under Construction; Construction Complete FY2016
14	Promotion of Intercity Bus Station and Connections to Jule Services	The Jule	Intercity Bus (5311) Promotion of intercity connections at Intermodal Center	2015	Project Ongoing; Funding received for CY 2015
15	Intermodal Facility	The Jule	New intermodal facility	2012	Project Under Construction; Construction Complete FY2016
16	Bus Storage and Maintenance Facility	The Jule	Construct new bus storage and maintenance facility.	2012	Project Ongoing; Funding received; Design FY2016; Construction FY2017-2018
17	Iowa Clean Air Attainment Program: Expanded Weekday Evening Hours; minimum Nightrider service routes, all routes preferred	Goodwill; Human Service Providers; Greater Dubuque Development Corporation; DubuqueWorks	a. extend weeknight service hours to 7:30pm b. extend weeknight service hours to 8:30pm c. extend weeknight service hours to 9:00pm	2007; updated 2015	Project Pending; Jule will continue to look for cost savings and funding that will support expansion of service.
18	Partnership service between RTA and The Jule for service to Peosta	Greater Dubuque Development Corporation; DubuqueWorks; NICC	Partnership service between RTA and The Jule for service to Peosta	2015	Project Pending; Jule will continue to look for cost savings and funding that will support expansion of service.

Jule Service Needs and Projects					
No.	**Service Need**	**Agency(s)**	**Project**	**Year Identified**	**Status**
19	Sunday and Holiday Service	Human Service Providers (Transit Action Group)	Add service on: New Year's Day; Memorial Day; Independence Day; Labor Day; Thanksgiving Day; Christmas Eve, Christmas Day; New Year's Eve	2007	Project Pending; Jule will continue to look for cost savings and funding that will support expansion of service.
20	Equalize AM and PM Pullouts	Jule Consumers	Adjust pullout schedules to deploy service equally throughout the city	2007	Project Complete; Route reconfiguration completed in January 2014 equalized service schedules.
21	Greater geographic coverage of routes	Jule Consumers and Human Service Providers (DHS, LSI, etc.)	Key West, West End Expansion, Asbury, Illinois, Wisconsin, John Deere	2007	Project Ongoing; Route reconfiguration completed in January 2014 increased service areas including Key West and all west end routes
22	Repair and replace existing roof	The Jule	Repair roof to avoid leeks in building	2011	Project Complete; Implementation FY 2015
23	HVAC System replacement	The Jule	Replace AC and heating system in office/driver area and in mechanic break room	2011	Project Pending; HVAC repairs on hold due to planned move to new facility.
24	Replace garage doors	The Jule	Replace doors and install effective door control	2011	Project Pending; door replacement on hold due to planned move to new facility.
25	Install LED lights throughout facility	The Jule	These lights are more energy efficient and can reduce electricity costs	2011	Project Pending; light replacement on hold due to planned move to new facility.
26	Increase the number of bus stop amenities including targeting partner and high ridership locations for bus shelters	Goodwill; Human Service Providers	Increase the number of bus stop amenities (benches, shelters, lighting) including targeting partner and high ridership locations for bus shelters	2011	Project Pending; Secure State or Federal funding for bus shelters and installation. Implementation FY 2016-2018.
27	Review East Dubuque Service Needs				
28	State Transit Assistance	The Jule	Operating Assistance for Day-To-Day Operation	2009	Annual Funding; Annual formula allocation
29	Iowa Clean Air Attainment Program: Service to Dubuque Industrial Center South (Seippel Rd & Highway 20)	City of Dubuque Economic Development Department; Dubuque Industrial Center South Employers, Greater Dubuque Development Corporation	Operating assistance for service to new industrial park jobs	2015	Project Pending; Jule will continue to look for cost savings and funding that will support expansion of service.
30	Iowa Clean Air Attainment Program: Service to Kerper Blvd Industrial Area (including Veterans Freedom Center)	City of Dubuque Economic Development Department; Transit Advisory Board	Operating assistance for service to new industrial park jobs		
31	Maintenance and repair of ADA features on all transit vehicles	The Jule	(5310) Capital Assistance	Ongoing	Annual Funding; Enhanced Mobility of Seniors and Individuals with Disabilities
32	New Freedoms	The Jule	Operating Assistance for Day-To-Day Operation	2009	Annual Funding; New Freedoms FY 2016
33	STA Special Projects	The Jule	Service Expansions Identified in PTP	2009	Annual Funding; Competitive grant FY 2016
34	ICAAP Funding	The Jule	Service Expansions Identified in PTP	2009	Annual Funding; Competitive grant FY 2016
35	Bus Replacements	The Jule, to assist with increase in services suggested by community	Replace 35’ HD buses	2015	Project Pending; Review of service levels and vehicle sizing needs to take place in FY2016
36	Bus Replacements	The Jule, to assist with increase in services suggested by community	Replace 22’ MD buses	2015	Project Pending; Review of service levels and vehicle sizing needs to take place in FY2016

RTA Service Needs and Projects					
No.	**Service Need**	**Agency(s)**	**Project**	**Year Identified**	**Status**
1	Expand mid-day service	Area Residential Care	Explore coordination opportunities between The Jule and RTA	2012	Determining need within the area and coordinating with the Jule for city of Dubuque requests. Implementation; ongoing
2	Market for Employer Incentives	Opening Doors, Multicultural Center, Sierra Club	Encourage employers to utilize current public transit systems	2010	Continue to meet with area businesses and financial supporters. Implementation FY16
3	Offer same day service, or demand response	Developing Alternative Choices, Central Point Coordinator, Crestridge	Provide services on an on call basis	2010	Continue to educate public on availability of services and same day trips Implementation; ongoing
4	Work with TMS to fill gaps in non-emergency medical service	Delaware County CPC	Continue collaboration with human service agencies, dialysis, and TMS	2012	Continue partnership with TMS and IME for Title XIX medical requests. Educate public of services that are already available and same day trips for medical appointments. Implementation; ongoing
5	Transportation to Iowa Works and Promise Jobs in Manchester and Dubuque	Workforce Investment Act WIA/PROMISE JOBS Program	Continue discussions with WIA & PROMISE Jobs	2012	Continue discussions with Iowa Works, Promise Jobs and WIA for workforce transportation needs. Implementation; ongoing
6	Expand Hours	Public Input	Expand hours to include late afternoons, evenings, weekends and holidays for all three counties	2007	Project pending due to funding constraints and lack of vehicles. Implementation; pending until further funding for operations and vehicles is available
7	Provide Inter-county transportation	Community Action of Eastern Iowa	Transportation in Dubuque, Delaware, Jackson, Clinton and Clayton Counties	2011	RTA continues to partner with Northeast Iowa Community Action Corporation and RiverBend for transportation requests outside of our region. Implementation; ongoing
8	Recruitment and retention of paid and volunteer drivers	RTA	Continue to recruit paid and volunteer drivers and retain current part time drivers.	2015	Project ongoing and efforts continue throughout three county region
9	Provide rider education and increase knowledge of routes and schedules	Goodwill, ARC	Continue Travel Training Program	2015	Continue with RTA Learn to Ride Courses. Implementation; ongoing
10	Provide transportation to Peosta, IA for NICC students and business employees	Iowa Works, Goodwill, NICC, Berry Plastics	Transportation from Dubuque to Peosta	2015	Continue to meet with Peosta businesses and financial supporters. Implementation FY16
11	Provide transportation to individuals who are affected by the mental health redesign	Delaware County Central Point Coordinator	Work with area agencies to determine needs of individuals who are affected by the mental health redesign	2015	Continue conversations with agencies and other transportation providers so we can determine need within our area. Implementation; 2016
12	Easily, accessible transportation information available on the internet for potential customers	DuRide, NEI3A, RTA, The Jule	Develop a “one stop” website for transportation options in our area	2015	Find funding to design and develop new website.
13	Update Transportation Resource Guide	TAG	Update Transportation Resource Guide	2015	Find local funding to update and print new Transportation Resource Guides
14	Reduce rates for those who are not able to afford	Operation New View Head Start	Reduce or eliminate fares.	2011	Project pending due to funding constraints. RTA continues to search local funding however project is too costly. Implementation; pending until further funding becomes available
15	Add more wheelchair buses	Area Residential Care	Add to wheelchair accessible fleet	2009	Capital replacement ongoing; RTA continues to seek additional grant funding for new buses.
16	Low Floor Accessible Mini Vans	Crestridge, Edgewood Convalescent Home, Region 8 RTA	Purchase (2) low floor minivans	2010	RTA continues to seek out funding for vehicles including low floor accessible mini vans Implementation; ongoing
17	Driver Training First Aid/CPR Defensive Driving, Sensitivity, Passenger Assistance	Developing Alternative Choices, Goodwill, Area Residential Care, Region 8 RTA	Schedule Driver Training First Aid/CPR, Defensive Driving, Passenger	2009	Future trainings will be conducted with RTA and Jule drivers as time and funding for training permits. Implementation; ongoing

RTA Service Needs and Projects					
No.	**Service Need**	**Agency(s)**	**Project**	**Year Identified**	**Status**
			Sensitivity, Passenger Assistance		
18	Mobility Coordinator	Members of the TAG	Continue with Mobility Coordinator funding	2011	Project Ongoing; funding from leftover New Freedom money through FY 2016.
19	Facility Maintenance/ Improvements	Region 8 RTA	Established safety committee to diagnose facility and maintenance issues	2011	Implemented, on going
20	Continue MAP 21 funding	Region 8 RTA	Expand service in Delaware County	2012	Project Ongoing
21	Continuation funding of State Transit Assistance	Region 8 RTA	Operating Assistance for Day-To-Day Operation	2007	On going
22	Continuation funding of Federal Operating Assistance	Region 8 RTA	Operating Assistance for Day-To-Day Operation	2007	On going
23	Medicaid (Waiver) & Title XIX	Region 8 RTA	Operating Assistance for Day-To-Day Operation	2007	TMS Management Group operating transportation brokerage for Medicaid transportation.

Clinton MTA Service Needs and Projects					
No.	**Service Need**	**Agency(s)**	**Project**	**Year Identified**	**Status**
1	Camanche - Fulton Route	Residents in Camanche, Clinton and Fulton	Assess need for fixed route services to include Clinton to Camanche and Clinton to Fulton and summer expand services to City of Clinton.	2012	Project Pending due to funding. Implementation FY 2017. A Study will be done in FY 2016 by Augustana College.
2	Provide access to real time route information online.	MTA Riders	Secure funding for technology such as Google Transit.	2012	Project Pending due to funding. Implementation FY 2017. No funding for project, but MTA has implemented AVL on all routes so the office can have up-to-date information on vehicle locations.
3	Provide transportation to Davenport, Iowa City, & Dubuque for Medical Appointments.	MTA Riders	Assess Medicaid TMS Services Contract.	2012	Project Pending due to funding. Implementation FY 2016. Status; still a viable project if there is funding and a need.
4	Improve marketing.	Clinton MTA	Identify and implement marketing strategies such as webpage updating	2012	Project ongoing. MTA had two new cable commercial developed in FY 2015.
5	Expanded Hours and Days of Service	Residents of Clinton and Camanche	Evening Service to midnight/Weekend Service/Holiday Service	2007	Project Completed; Ashford University subsidizes a route that includes evenings and weekends. Implemented FY 2010 then reduced in 2012 because Ashford contract.
6	Mobility Manager	Clinton MTA and Human Service Agencies in Clinton	Secure funding to contract Region 8Mobility Manager in Clinton County	2011	Due to elimination of state and local funding position was eliminated FY 2014.
7	Driving staff in need of training	Clinton MTA	Increase training on first Aid/CPR, Defensive Driving & Passenger Assistance	2009	Project Ongoing; as new drivers are hired.
8	GPS/AVL Technology	Clinton MTA	Equipment for buses to ensure accurate pick up and drop offs	2010	Project is completed with dispatch software upgrade.
9	Shop Equipment	Clinton MTA	Replace and maintenance of equipment, and computer software for new engine in buses	2010	Project Pending due to lack of funding. Purchase some equipment and software as needed. Ongoing as funding becomes available.
10	Dispatch Software	Clinton MTA	Software to assist with dispatching, scheduling, and accurate timelines	2010	Project Pending; Software update completed, however installation of GPS/AVL would take software to next level. Implemented FY 2015. Completed FY 2015.

Clinton MTA Service Needs and Projects					
No.	**Service Need**	**Agency(s)**	**Project**	**Year Identified**	**Status**
11	State Transit Assistance	Clinton MTA	Operating Assistance for Day-To-Day Operation	2008	Annual formula allocation FY 2016.
12	Federal Operating Assistance	Clinton MTA	Operating Assistance for Day-To-Day Operation	2008	Annual formula allocation FY 2016.
13	Job Access Reverse Commute	Clinton MTA	Operating Assistance for Day-To-Day Operation	2008	Job Access Reverse Commute FY 2016.
14	New Freedoms	Clinton MTA	Operating Assistance for Day-To-Day Operation	2008	New Freedoms FY 2016.
15	STA Special Projects	Clinton MTA	Service Expansions Identified in PTP	2008	Competitive grant FY 2016.
16	ICAAP Funding	Clinton MTA	Service Expansions Identified in PTP	2008	Competitive grant FY 2016.
17	Work in partnership with Promise Jobs to provide transportation to their clients	Iowa Workforce PROMISE JOBS	Rural clients struggle to get in to town for Promise Jobs activities that are required to receive welfare benefits.	2011	Project Ongoing; will work with Promise Jobs to Secure JARC funding, search for local match, and devise most active routes and services. Implementation FY 2016.
19	Transportation from Jackson County to Clinton County and from Clinton county to Jackson and Dubuque County	Community Action of Eastern Iowa	Expand service to Jackson, Clinton, and Dubuque Counties.	2011	Project Ongoing; work to provide inter-county transportation.

Section Five: Funding

This section provides an overview of the funding sources available to transit agencies.

Federal Funding

Metropolitan Transportation Planning (Section 5303)

These funds support planning activities in metropolitan areas on an 80 percent federal, 20 percent non-federal basis. In Iowa, these funds are administered by the Iowa DOT's Office of Systems Planning and are distributed annually to each of the state's nine metropolitan planning organizations (MPOs) through a funding formula. The 5303 funds can support any MPO costs related to intermodal transportation planning activities for the urbanized area.

Statewide and Nonmetropolitan Transportation Planning (Section 5304)

These funds are intended to support transit planning in addition to what is conducted by the individual metropolitan planning organization (MPO). By law, the state is the direct recipient of the funding. Iowa uses these funds, along with 5311 funds set aside specifically for planning, to support a system of regional planning affiliations (RPAs). The RPAs are responsible for local intermodal transportation planning in areas of the state not included in a MPO. Iowa DOT's Office of Systems Planning serves as the direct recipient of these funds. The combined 5304 and 5311 planning funds are distributed annually to each of the Iowa's 18 RPAs through a funding formula. These funds jointly support regional intermodal planning on an 80 percent federal, 20 percent nonfederal basis.

Urbanized Area Formula Grants (Section 5307)

These funds come to the state on the basis of population and population densities in urbanized areas with populations between 50,000 and 200,000 to support public transit activities. They go directly to areas with a population exceeding 200,000. Public transit systems may use up to 10 percent of these funds to pay for some of their Americans with Disabilities Act paratransit costs on an 80 percent federal and 20 percent nonfederal basis. In urbanized areas with populations greater than 200,000, at least 1 percent of these funds must be set aside for transit enhancement activities. In areas with populations less than 200,000, the funding can be used to support operating deficit. Funds used in this manner must be matched by nonfederal funds (other than passenger revenues) on a dollar-for-dollar basis. The remainder can be used to fund capital improvements (including preventative maintenance activities) or planning activities on an 80 percent federal, 20 percent nonfederal basis. (Purchase of vehicles equipped for access by persons with disabilities can be funded at 85 percent federal participation, and purchase of special equipment required under the Clean Air Act Amendments can be funded at 90 percent federal participation.)

Enhanced Mobility of Seniors and Individuals with Disabilities (Section 5310)

This is a federal program for support of transit services serving elderly and persons with disabilities. These funds are allocated to Iowa on the basis of the number of persons who are elderly or have disabilities within the state compared to other states. By law, the state is the direct recipient of the funding for areas with populations less than 200,000. Urbanized areas with populations exceeding 200,000 receive a direct allocation. Public agencies responsible for coordinating human service transportation are eligible, as are private not-for-profit agencies. Because Iowa requires the designated public transit systems to coordinate all publicly funded passenger transportation services, Iowa distributes these funds to the public transit agencies. The funds may be used for the cost of contracted operations, equipment, and

passenger or vehicle shelters on an 80 percent federal, and 80 percent nonfederal basis. Projects that "go beyond the ADA" and mobility management activities also are eligible. Purchase of vehicles equipped for access by persons with disabilities can be funded at 85 percent federal participation. Facilities other than passenger or vehicle shelters are not eligible.

Formula Grants for Other than Urbanized Areas (Section 5311)

This federal program supports transit activities in rural areas and communities with populations less than 50,000. These funds are allocated to Iowa based on the number of persons living outside urbanized areas compared to other states. By law, the state is the direct recipient of the funding. Iowa DOT serves as the direct recipient of the funds, through both the Office of Public Transit (OPT) and the Office of Systems Planning. The OPT administers the bulk of the 5311 funding provided to small urban and regional transit systems, as well as the 15 percent of the annual apportionment, that in conformance with federal law, is utilized to support intercity bus services, described later in this chapter. The Office of Systems Planning administers that portion of the 5311 funds that are combined with the 5304 funding to support rural transit and intermodal planning.

Rural Transit Assistance Program (RTAP) (Section 5311(b)(3))

This federal program provides a source of funding to assist in the design and implementation of training and technical assistance programs and other support services tailored to meet the specific needs of transit operators in nonurbanized areas (less than 50,000 in population). RTAP funds are mainly used to provide local transit agencies training fellowships. The fellowships pay 80 percent of the cost for Iowa's small urban and regional transit systems and their planners to attend Iowa DOT sponsored seminars, as well as transit-related courses or conferences sponsored by other groups. Transit systems may also be reimbursed for training held in-house. A parallel program funded with State Transit Assistance pays for costs incurred by large urban systems and their planners.

Intercity Bus Program (Section 5311(f))

A minimum of 15 percent of each year's nonurbanized formula funds allocated to Iowa under the 5311 program is required to be set aside to support intercity bus transportation. Private-for-profit companies, private nonprofit corporations, or public entities may apply for this funding. Connections to Amtrak or passenger air service terminals are desirable. Service strictly for commuter purposes is not eligible. Projects may include operating assistance, capital assistance, planning, or administrative costs, such as marketing and insurance.

Bus and Bus Facilities Formula Grants (Section 5339)

These funds can finance capital projects to replace, rehabilitate, and purchase buses and related equipment and to construct bus-related facilities. In Iowa, approximately $1,250,000 is received annually to be spent in small urban (less than 50,000 population) and regional transit systems and receives individual allocations for each large urban transit system serving populations between 50,000 and 200,000. The large urban funds are pooled since individual allocations would not allow for bus purchases on an annual basis. All funds are spent on vehicle replacements rather than on expansion vehicles or bus-related facilities and are distributed utilizing the vehicle rankings of the Public Transit Management System (PTMS). Transit systems serving populations of more than 200,000 receive direct allocations from the Federal Transit Administration and are not included in the statewide distribution through PTMS.

Surface Transportation Program (STP)

These funds come to the state based on a number of factors, including vehicle-miles of travel, highway lane miles, and the number and size of bridges. The funds can be used for roadway, transit capital projects, pedestrian/bikeway projects, or intermodal planning projects on an 80 percent federal, local basis. In Iowa, a portion of these funds are programmed by local governments acting through metropolitan or regional planning agencies.

Iowa's Clean Air Attainment Program (ICAAP)

Iowa does not have any areas in violation of transportation-related federal clean air standards; therefore, the state receives a minimum allocation of Congestion Mitigation and Air Quality Improvement Program funding that can be used for any purpose for which STP funds can be used and on the same 80 percent federal and 20 percent nonfederal basis. In Iowa, funds are programmed for highways or transit projects through a statewide application process that selects projects based on their anticipated air quality or congestion relief benefits. The Iowa program is referred to as Iowa's Clean Air Attainment Program.

State Funding

The State of Iowa currently offers three programs providing financial assistance to public transit system: State Transit Assistance, Public Transit Infrastructure Grant Fund, and the Capital Match Revolving Loan Fund.

State Transit Assistance (STA)

Iowa devotes an amount equal to 4 percent of the fees for new registration collected on sales of motor vehicle and accessory equipment to support public transportation. Most of this money is distributed by the STA formula that is based on each transit system's performance during the previous year in terms of rides, miles, and local funding support. These formula funds are usable for support of any operating, capital, or planning expenses related to the provision of public passenger transportation.

STA special projects - Each year up to $300,000 of the total STA funds are set aside to fund special projects. These can include grants to individual systems to support transit services that are developed in conjunction with human services agencies. Grants can also be awarded to statewide projects that improve public transit in Iowa through such means as technical training for transit system or planning agency personnel, statewide marketing campaigns, etc. This funding is also used to mirror the Rural Transit Assistance Program to support individual transit training fellowships for large urban transit staff or planners.

STA coordination special projects - Funds provide assistance with startup of new services that have been identified as needs by health, employment, or human services agencies participating in the passenger transportation planning process.

Public Transit Infrastructure Grant (PTIG) Fund

This program is funded annually by the state legislature to fund some of the vertical infrastructure needs of Iowa’s transit systems. Projects can involve new construction, reconstruction, or remodeling, but must include a vertical component to qualify. Projects are evaluated based on the anticipated benefits to transit, as well as the ability to have projects completed quickly. The infrastructure program participation in the cost of transit-related elements of a facility project is limited to 80 percent and cannot, in

combination with federal funding, exceed that number. No single system can receive more than 40 percent of the available infrastructure funding in a given year.

Capital Match Revolving Loan Fund (Amoco Loan)

The intent of Capital Match Revolving Loan program is to increase the inherent energy conservation benefits of public transit by expediting the implementation of transit capital projects by providing loans for local match to federal or state funds received for a capital project. The fund was created by the Iowa Legislature in the early 1980s with funds from Iowa's share of the federal government's petroleum overcharge settlement against the American Oil Co. (Amoco). All public transit systems are eligible for loans under this program.

Local Funding

The bulk of transit funding in Iowa comes from local sources, especially on the operating side. How systems generate their local financial support varies, but some of the more common sources are as follows:

Passenger Revenues – Fees paid by the passengers is one of the most common sources of local support. This can include monies collected on-board the transit vehicle (usually called "farebox receipts"), as well as prepaid fares from sale of passes or tickets, or fares billed to the passenger after the fact. FTA requires that all passenger revenues be subtracted from the total cost of operating transit service to identify a net operating cost, before eligibility for federal financial support of operations can be calculated.

Contract Revenue – Human service agencies, local communities, as well as private businesses are often willing to pay a part or all of the cost for certain types of rides provided as part of the open to the public transit operation. Such subsidies are classified as contract revenues and can count toward the required local match on federal projects.

Local Taxes

Municipal Transit Levy – Iowa law authorizes municipalities to levy up to 95 cents per $1,000 of assessed taxable property in order to support the cost of a public transit system. Most of Iowa's larger communities levy for support of their urban transit systems. A number of smaller communities use this authority to generate funding used to support services contracted from their designated regional transit system. Within the DMATS and RPA 8 Region, the City of Clinton and the City of Dubuque both have transit levies in place.

Regional Transit Levy – In 2005, the Iowa legislature authorized that counties with populations exceeding 175,000 are able to form regional transit districts for support of area-wide public transit services. A commission appointed from the governing bodies of participating counties and municipalities is responsible to manage and administer the regional transit district. Once formed, adjacent counties can become part of the district, and municipalities in non-participating adjacent counties can join. The district can levy up to the 95 cents per $1,000 of the assessed value of all taxable property in a district. No counties in the DMATS RPA 8 region currently meet the 175,000 population threshold.

General Fund Levy – The cost of supporting transit services is an eligible use of general fund revenues for all Iowa governments and is the primary source of funding to support transit for counties who don't have the option of a transit levy, as well as for cities which chose not to use the transit levy.

Trust and Agency Levy – The Trust and Agency Levy can be used by cities and counties to support employee benefit plans. As such, it can be used to help support the cost of a city operated transit system.

Other Local

Student Fees – Mandatory student fees established by a college or university are similar to a tax levy in that all members of the particular community contribute.

Advertising Revenues – Sale of on-board advertising or advertising space in brochures, etc. can provide some additional revenues to the transit program.

Non-Profits – Non profit organizations can provide funding for transit projects. In the past area non-profits such as the Dubuque Racing Association and local community foundations have awarded funding to help local transit agencies improve their service