



## **Transportation Collaboration**

*(Works to identify the transportation challenges members of the community face daily and to develop the partnerships to help address the needs)*

**Wednesday, July 12, 2017, 1:00-2:30 p.m.**  
**United Way of Story County, 315 Clark Avenue**  
**AGENDA**

- I. Review April 19 Meeting Notes (pages 2-3)
- II. Update from HIRTA of Demand Response Service Action Plan Progress Report (pages 4-10)
- III. HIRTA Strategic Plan (pages 11-29)
- IV. Review Transportation Brochure – need to print again? (pages 30-31)
- V. Progress Industries Transportation Meeting
- VI. Updates from Transportation Collaboration Members
- VII. 2017 Meeting Dates (2<sup>nd</sup> Wednesday of the month from 1:00-2:30 pm): October 11

*United Way of Story County Vision: To improve the quality of life in our community for individuals and families.*

*United Way of Story County is a strategic leader in building countywide partnerships to identify needs and to develop, support, and evaluate effective human services, especially in the areas of education, income, and health, for our diverse community.*



## **Transportation Collaboration Minutes Wednesday, April 19, 2017**

**Attending:** Kathy Johnson, Central Iowa Community Services; Shari Atwood, CyRide and Ames Area MPO; Teal Wilson, Central Iowa RSVP; Shala Harsh, Heartland Senior Services; Sarah Constable, HIRTA; Amber Vaughn, Mainstream Living; Lauris Olson and Deb Schildroth, Story County; Shannon Bardole, United Way of Story County

### **Review January 11 Meeting Notes**

### **Update from HIRTA of Demand Response Service Action Plan Progress Report**

- Action 5 updates: Ordered new buses that will be on the road in 6 months. The new Dial-A-Ride bus is in service. Leasing is not an option. HIRTA received Central Iowa Regional Transportation Planning Authority funding to receive 1 new vehicle annually to begin in 2018 (possibility of 1 larger or 2 smaller vehicles). This funding is for HIRTA as a whole, not Story County specifically
- Action 13 update: Updating radio software now. Should have a better update at next meeting.
- Looking into more cooperation with Boone County

### **HIRTA Strategic Plan**

- Being presented to HIRTA Board on May 25. Update at July meeting.

### **Updates from Transportation Collaboration Members**

- RSVP: Updated policies to the volunteer transportation program to include Des Moines trips. Teal provided a handout at the meeting. Received \$3,000 in county funding for Des Moines trips. Teal will review the brochure and let Shari know if any changes need to be made. Updated guidelines include:
  - Requests for out-of-county trips will be accepted for medical-related appointments with priority given to specialists that are not available in-county. One exception is for bank trips to Jewel.
  - Out-of-county trips will be considered for appointments scheduled between 9:30am and 2pm on Tuesday, Wednesday, and Thursday.
  - In-county trips require 48 business hour notice. Out-of-county trips require 72 hours since it may take longer to secure a volunteer.
- Transportation brochure: Update as needed. It is always kept updated online at [cyride.com/sct](http://cyride.com/sct). Fitz's Taxi needs to be removed. We will review the brochure in July and discuss if a new round of brochures needs to be printed.
- CyRide: Shari provided a handout regarding the System Redesign. The board approved a revised preferred scenario, which can be found online at [www.cyride.com/system-redesign](http://www.cyride.com/system-redesign). Although changes are fiscally constrained, they will go up for budget approval in December or January. The earliest any of the changes will be implemented is August 2018. Recommended changes include the following:
  - Yellow route goes to Southdale/Kate Mitchell area – all day 30 minute service. Shortened route. All-day service to South Duff for shopping/work. Accommodate new apartments near Crystal next fall.
  - Blue route extended to Target and Wal-Mart. Still need to discuss with Target to get approval to drive through parking lot.
  - Plum route: continue 20 minute service
  - Orange: operating articulated buses, so can't turn around in Vet Med
  - Peach: new route between Vet Med and North Grand Mall, 60-minute service, replaces blue north

- Brown: Deviation allow to eliminate Gold in the area south of campus, 20 minutes during peak, 30 minutes in off-peak, running all day. Gold doesn't run on weekend, so Brown-south will pick up an extra loop on the weekend.
- Gold: new from Towers to SUV, 10 minute frequency all day long, new turnaround area will need to be constructed at Towers, pedestrian walk-ways will be need to be reconfigured, less traffic at Hayward/Welch intersection
- Split up Red route into Red and Cherry
- Lilac: new express route during peak hours
- Purple: cut services
- Green: mostly remain the same, only have Ames High loop during peak school pick-up/drop-off
- Innovative transit zone: pick up at City Hall, come on hourly basis, take passenger to wherever they want on the East side of town, call for return trip, all day service during the week
- Have a more consistent stream of services, rather than a lot of buses at once. All run counter-clockwise through campus. Fewer buses on campus.
- Consultant will recommend improvements including weekend trips on new routes, as funding becomes available

CyRide's summer service begins Saturday, May 6.

- Wheels for Work
  - Preparing to give away the 19<sup>th</sup> car in a little over two years
  - The committee updated policies to reflect that a recipient may only apply for and receive 1 vehicle, and an applicant is eligible to receive a vehicle even if they've had fines for no insurance in the last 2 years as long as the fines are paid.
- Passenger Transportation Summit: held on May 18 at FFA Enrichment Center on the Ankeny DMACC campus

**2017 Meeting Dates** (2<sup>nd</sup> Wednesday of the month from 1:00-2:30 pm): July 12, October 11

# Demand Response Service Action Plan for Story County

## Progress Report

June 29, 2017

**Goal: Improve transportation efficiency and effectiveness of demand response public transit service through enhanced communication and relationships across partners as well as improved transportation infrastructure.**

Action	Category	Solutions	Action	
<b>Community Partnerships</b>				
1	I	Explore more effective short term and long term solutions for the use of resources with partners (i.e. ISU, taxi's, assisted living facility and agency/organization vehicles)	Schedule a meeting with human service agencies/organizations and transportation providers to discuss current gaps and capacity in transportation services	Train-the-Trainer Travel training program is available, so reach out to Sarah at <a href="mailto:mobility@ridehirta.com">mobility@ridehirta.com</a> or 515-777-4796 to schedule. This is designed to teach agency staff how to empower their consumers to ride both HIRTA and CyRide.
			Complete a trial period for group's recommendations	HIRTA will continue to have a representative attend the Human Service, Transportation Collaboration and Senior Collaboration meetings. Ongoing / <b>DONE</b>
2	A	Mutually agree that transportation is a partnership and everyone will work collaboratively together to resolve issues	At close of task force meetings, all members will agree to move forward in a positive manner	Ongoing / <b>DONE</b>
3	A	All partners hold each other to the same expectations for a mutually beneficial relationship	Set a meeting to establish joint expectations that will allow for timely service and/or implement communication plan, if appropriate	Quarterly meetings have been established, and minutes can be found at <a href="http://www.cityofames.org/government/aampo/plans-programs/passenger-transportation-plan/transportation-collaboration">http://www.cityofames.org/government/aampo/plans-programs/passenger-transportation-plan/transportation-collaboration</a> . Ongoing/ <b>DONE</b>
4	A	Involve all partners upfront in program development	Establish a formal communications process to discuss human service agency/organization policy/program changes at the planning stage, that will impact transportation needs of passengers	This was presented at the ETC meeting 4/13/16. <b>DONE</b>

Action	Category	Solutions	Action	Action
<b>Infrastructure Improvements</b>				
5	I	Improve physical condition of buses	Communicate HIRTA's plan to update buses to partners	We have purchased 2 new buses, with Federal funding and those are placed in Story County now. Story County Board of Supervisors approved funding the 20% match required. HIRTA will be purchasing 2 new buses in 2017. <b>Buses are in service.</b>
			Develop grass root support for an adequately-funded bus replacement program	CyRide purchased new bus to replace the one we currently have for use through our Paratransit contract with them. New bus is in service. <b>HIRTA is retaining bus that was replaced to use for additional services.</b>
			Determine if newer, used buses are available for purchase to reduce their fleet age	We are looking at leasing options and will be developing a 5 year vehicle replace plan within the next 12 months. The State of Iowa submitted a Federal grant for bus replacements throughout the state. If the entire grant is received, HIRTA has the potential of receiving 32 replacement vehicles. HIRTA received 4 vehicles from this grant. None of them are for Story County. <b>Vehicle replacement plan has not yet been established. Staff will be working on this in FY2018.</b>
			If feasible, develop a used bus purchasing program for vehicles outside of Iowa to systematically improve fleet conditions	Goal for HIRTA for FY17. Look at purchasing used vehicles from other states and alternative funding. HIRTA is still researching other funding methods. <b>HIRTA will receive funding through CIRTPA for capital improvements beginning FY18.</b>

Action	Category	Solutions	Action	
6	I	Incorporate enhanced technology in buses/vans for safety and passenger satisfaction	Research need for and cost of equipping all Story County buses with communication and safety technology	HIRTA now has tablets in all Story County vehicles. We have received some grant funding to get buses equipped with Security Cameras, and are continuing to apply for additional grant funding to get all HIRTA buses equipped. Notification module is up and running which calls people the day before to remind them of their scheduled trip. <b>DONE</b>
7	I	Employ and retain staff/drivers	Identify creative approaches to fully staff (employ and retain) its driver positions	We are stable with drivers as of now, but continue to advertise, so we can hire more people for expansion services. HIRTA is currently staffed to maintain services. If you have additional needs please share them with Brooke or Sarah. <b>DONE</b>
8	I	Explore the possibility of having a wheelchair on every bus	Complete an analysis of if/how wheelchairs can be purchased and secured on each vehicle	This possibility was explored and is not feasible. <b>DONE</b> (as of 10/12/16)
<b>Internal Modifications for HIRTA</b>				
9	A or I	Implement a process improvement program and make changes as appropriate	Identify the systems to be reviewed	DRS final report was presented and accepted by the HIRTA Board. <b>DONE</b>
			Report to HIRTA board at completion of changes, with copies to funding agencies	<b>HIRTA's Strategic Plan is complete and approved by the HIRTA Board as of 5/25/2017. Copy of the plan available on website <a href="http://www.ridehirta.com">www.ridehirta.com</a></b>
10	A	Set and monitor performance standards	Develop a report and standards for system performance, such as average length of telephone calls, average hold time, email response time and establish a formal, written complaint system	Formal written complaint process has been established and will be presented at the ETC meeting 1/13/16. <b>DONE</b>
				Current stats: Call Length : 4.83 m Average Hold Time : 1.01 m Longest Hold Time : 9.5 m <b>HIRTA is hiring an additional scheduler in July.</b>

Action	Category	Solutions	Action	
11	A	Provide a person to address passenger's failed trip needs	Better utilize the Mobility Coordinator	Sarah attends various Human Service and transit meetings. She has established a Travel Training program and is responsible for all 7 HIRTA counties, so she is out and about traveling in the various counties approximately 90% of the time. Amber Falls is the person people should contact regarding failed trips needs. <b>DONE</b>
12	I	Dedicate a telephone line for the agencies/organizations to contact that would have direct access to a staff person for immediate concerns	Modify the telephone system to accommodate additional line and develop internal structure to answer in a timely manner	Internal structure is for Human Service agencies to contact Amber Falls, and individuals to contact one of our customer service reps through our 1-877-686-0029 line. <b>DONE</b>
13	I	Improved efficiencies in telephone and email system for passengers	Examine current systems for improvement opportunities	Ongoing – We continue to research enhancements. HIRTA is upgrading the phone system and will have more details on any new features at the next meeting. HIRTA is also working to secure software to integrate with the radio and phone for quality assurance. It will record calls, radio traffic, and the dispatcher's monitor screenshot. <b>Finalizing the procurement for this software. Procurement process took longer than expected. Will update at next meeting.</b>
				Recently added the option to leave a voicemail or select option to remain on hold. The option to leave a message is working very well. We have a total of 4 full-time schedulers plus 1 supervisor. <b>HIRTA is researching additional options for scheduling. Will discuss in more detail at the next meeting.</b>

Action	Category	Solutions	Action	
14	I	Increase use of personal care attendants/ride-a-longs with passengers	Identify a support system of personal care attendants/ride-a-longs that can ride with passengers who are unable to be responsible for their safety & comfort during their transit trip; identify cost for program i.e. explore who could be volunteers	No update
15	A	Provide training on passenger context/needs for HIRTA staff and drivers	Review current HIRTA staff training and develop systems to “fill in the gaps” so that HIRTA staff provide polite and passenger-focused transportation	We continue to provide training to our staff and are always looking for new training opportunities. We are implementing some new internal training and currently feel we have a solid team of Customer Service reps.  Food for Thought: Since Customer Service is a key element in coordination, service and understanding, maybe there is a way to have training for participants from this group, and/or their trainers/staff, so all agencies participate in Customer Service training. <b>DONE</b> (as of 10/12/16)
16	A	Set and monitor passenger standards	Develop a system to classify appropriate response to passenger behaviors	In 2015 HIRTA had a train-the-trainer program on de-escalation specific to persons with disabilities. We will continue to provide these types of opportunities to our drivers. <b>HIRTA is researching options on Autism behavior training. We welcome ideas and resources for trainings.</b>
17	A	Establish method(s) to provide drivers/staff with additional information regarding passenger needs so that their trip is enjoyable and safety is enhanced	Review current software program to determine if additional information could be accommodated within role/context of HIRTA/personal care attendant	Our current sophisticated RouteMatch scheduling software can add a lot of various types of information. We currently include information that will allow us to appropriately book the trip, as well as inform the driver of any special needs. <b>DONE</b>



Action	Category	Solutions	Action	
18	I	Localized reservation system	Determine whether reservations for Story County could move from Urbandale to Ames	We had one of our Ops Supervisors work on developing all Story County trips to run in the most efficient manner. Service has been running more smoothly. The biggest issue in Story County currently is No-Shows. Jan=206 Feb=221 Starting in March, we began sending warning letters that service may be suspended, which we expect to have a stronger impact than just the phone calls we were making. The process is 1st we call, if no improvement, we send a warning letter. If still no improvement, we will send a suspension letter and temporarily suspend passenger from service. No-shows in <b>Story County 7/15=8.91% 9/16 No-shows=5.5% / As of 6/28/2017 No-show rates are 6.5% so this continues to be an issue. It is not only costly, it hinders our ability to serve others.</b>
<b>Partner Role Clarity</b>				
19	I	Develop a Passenger and Caregiver User's Guide for use to establish expectations, educate passengers and passenger families on transportation services	Develop a written document that identifies policies, expectations, rider tips, contact information, etc.	Welcome packets are now being sent to all new riders, which include a copy of a Welcome Letter, Rider Guide, brochure, and magnet. This practice will continue. <b>DONE</b> (as of 10/12/16) <b>HIRTA mailed out 87 Welcome packets in Story County since January 2017</b>
20	A	Share information on federal law interpretation related to transportation/passenger relationship (i.e. funding requiring community inclusion of passengers)	Annually, the Transportation Collaboration Committee will hold a meeting on transportation program changes with agencies/organizations	Ongoing – No Update

Action	Category	Solutions	Action	
21	A	Discuss and solve issues at the grass roots level with the people directly involved in the issues	Mutually agree to respect the chain of command in respective agencies/organizations and resolve issues at the lowest level	Ongoing – HIRTA has encountered 2 situations within the past 6 months where an agency made no attempt to contact HIRTA for resolution of transit issues and escalated it to a funder and/or did not include HIRTA in the resolution process. Would it be beneficial to have an annual meeting with leadership staff as a reminder of what the mutual agreement is on respect and resolution?
22	A	Discuss and solve issues at the management level with managers that are directly involved in the actions	Annually meet to resolve issues	Ongoing – No Update Working with other agencies has greatly improved from when this process started. There seems to be a better understanding of transit and how we can work together to resolve issues before they become major. Even though things are better, we would like to ensure everyone stays on board with the processes put into place
<b>Service Improvement</b>				
23	I	Dedicate one bus each day (unscheduled) to address unforeseen operational issues to ensure smooth operation of service	Hire adequate driving staff and secure a vehicle to implement service	Started 2/15/16. It is current not used as much as we anticipated, however, we have used it when a driver became ill in the middle of his shift, and for some hospital releases, as well as, to go out and examine problem pickup/drop-off areas. <b>DONE</b> HIRTA is at full staff for services provided. We will be assessing our ability to add additional staff and services.

A - Can be accommodated within current charge/budget

I - Improvements that are above current charge/budget



# **Strategic Plan**

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**Heart of Iowa Regional Transit Agency  
HIRTA Public Transit**

**2017 – 2027**



## Organization

### Board of Directors

Dean Yordi, Chair – Warren County  
 Kim Chapman, Vice Chair – Dallas County  
 Phil Clifton, Treasurer – Madison County  
 Doug Cupples – Jasper County  
 Bill Zinnel – Boone County  
 Lauris Olson – Story County  
 Steve McComb – Marion County

### Management Team

Julia Castillo, Executive Director  
 Brooke Ramsey, Operations Manager

### Vision

*Making a positive difference by enhancing community livability through innovative, sustainable regional transportation options.*

### Mission

*The Heart of Iowa Regional Transit Agency provides public transit service available to all citizens and visitors of Boone, Dallas, Jasper, Madison, Marion, Story and Warren Counties in central Iowa, enhancing quality of life, enabling access to employment and education, and promoting independent lifestyles for central Iowa residents.*

### Values

*Safety • Service Excellence • Communication • Innovation • Accountability*

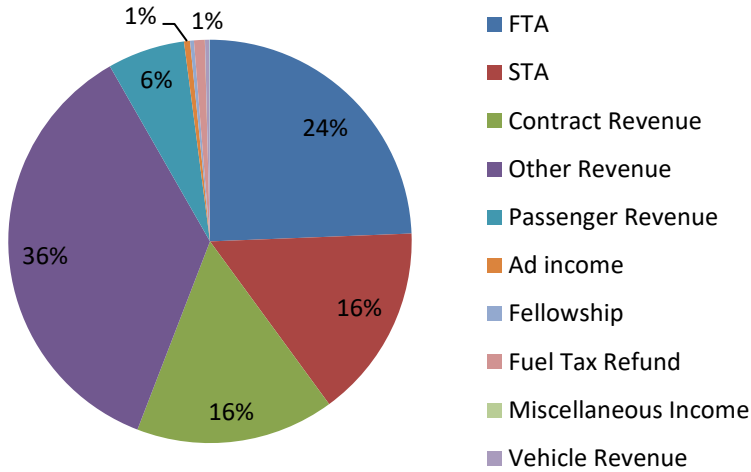
### Core Values

*HIRTA has also established the following core values for their employees:*

- *Report to work on-time and fit for duty.*
- *Practice safety in all work activities.*
- *Demonstrate high levels of skill in your jobs.*
- *Respect property of HIRTA & co-workers.*
- *Treat co-workers with dignity and respect.*
- *Treat customers with dignity and respect.*
- *Present a positive image of HIRTA when performing job duties.*

## Financial Analysis

### Income

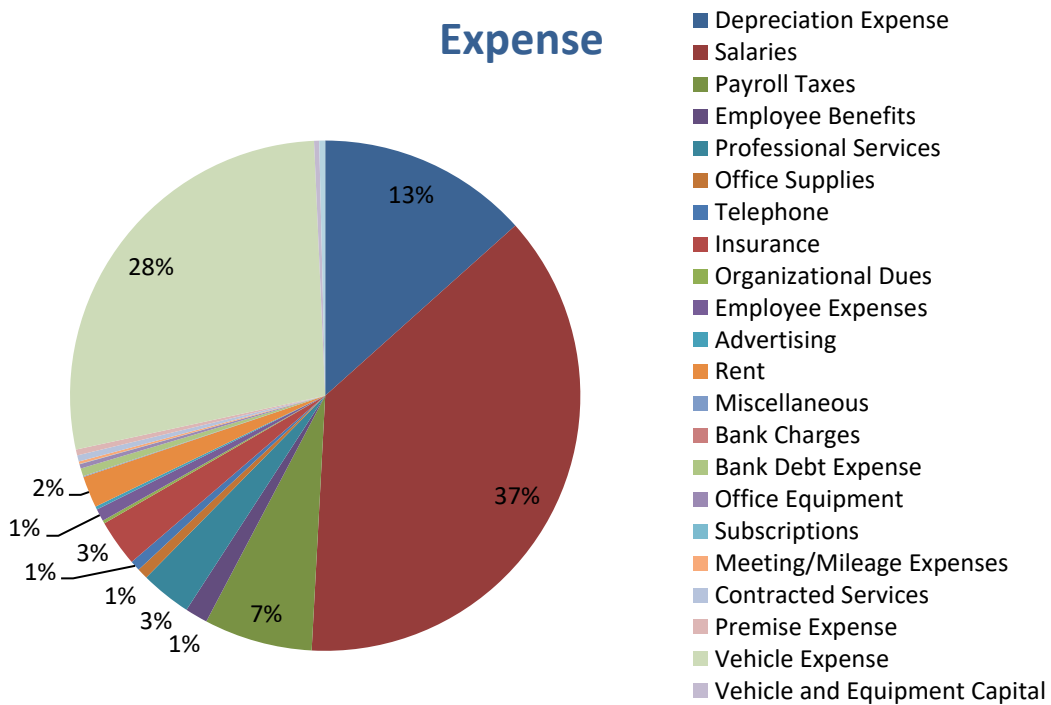


Based on the Profit and Loss statement for 2015-2016 fiscal year:

The top ordinary sources of income are Federal Transit Assistance (FTA) and State Transit Assistance (STA), Contract Revenues and Other Revenues

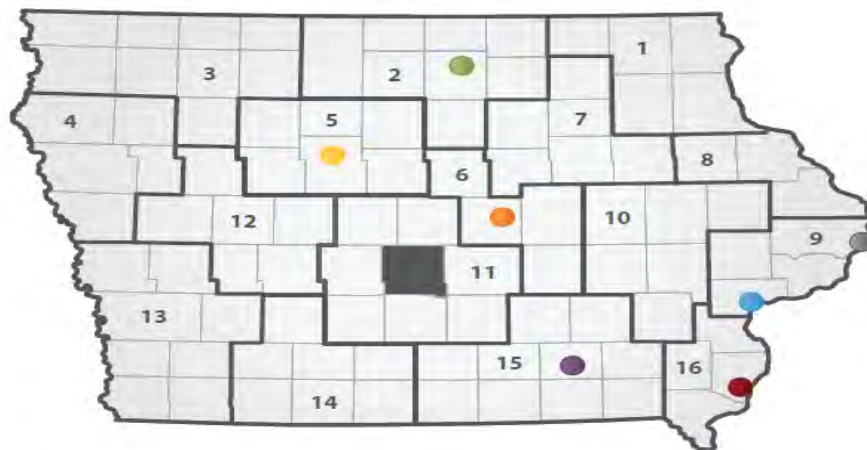
The top ordinary expenses are Depreciation Expense, Salaries and Vehicle Expenses.

### Expense



## GEOGRAPHIC DATA

County	Sq. Miles	2010 Population (Census data)	2016 Population (Census data)	Percent Change	2016 Disabled Population	2016 Elderly Population	FY16 HIRTA Disabled Rides	FY16 HIRTA Elderly Rides	FY16 HIRTA Total Rides
Boone	571.57	26,306	26,532	0.9%	10.4%	17.3%	21,185	4,938	40,849
Dallas	588.45	66,137	84,516	27.8%	4.8%	11.5%	14,404	5,231	26,744
Jasper	730.42	36,842	36,708	(0.4%)	11.0%	18.3%	45,397	5,164	58,046
Madison	561.01	15,679	15,848	1.1%	7.6%	16.5%	10,029	5,206	23,563
Marion	554.53	33,309	33,189	(0.4%)	8.0%	16.7%	44,834	5,317	27,668
Story	572.82	89,542	97,090	8.4%	4.5%	10.8%	40,020	2,668	63,842
Warren	569.83	46,228	49,691	7.5%	7.7%	15.2%	33,052	3,140	47,569



The service area of each of Iowa's sixteen regional transit systems includes multiple counties as shown above. Service is provided within each of Iowa's ninety-nine counties as well as between counties and between regions. Iowa has seven small urban transit systems in cities with population under 50,000, eight large urban transit systems in cities with populations between 50,000 and 200,000, and four large urban systems in metropolitan areas with populations greater than 200,000.

- Region 1 - Northeast Iowa Community Action Corporation
- Region 2 - North Iowa Area Council of Governments
- Region 3 - Regional Transit Authority
- Region 4 - Siouxland Regional Transit System
- Region 5 - MIDAS Council of Governments
- Region 6 - Region Six Planning Commission
- Region 7 - Iowa Northland Regional Council of Governments
- Region 8 - Delaware, Dubuque, and Jackson County Regional Transit Authority
- Region 9 - River Bend Transit
- Region 10 - East Central Iowa Council of Governments
- **Region 11 - Heart of Iowa Regional Transit Agency (HIRTA Public Transit)**
- Region 12 - Region XII Council of Governments
- Region 13 - Southwest Iowa Planning Council
- Region 14 - Southern Iowa Trolley
- Region 15 - 10-15 Regional Transit Agency
- Region 16 - South East Iowa Regional Planning Commission

## GUIDING PRINCIPALS

All the statements listed below will function as the ‘strategic intent’ and provide a direction to HIRTA’s future.

### Vision

HIRTA has a desire to enhance people’s quality of life by providing convenient and affordable transit services to the general public.

### Mission

- Be the premier transit service in the region and enhance quality of life for those in the communities we serve.
- Connect people and places through easy, affordable, safe, and reliable transit service.
- Provide safe, comfortable and affordable transit services backed by technologically advanced systems.

### Values

- **Safety:** We emphasize safety in everything we do. We are committed to providing safe, secure, and clean public transit vehicles and work sites.
- **Service Excellence:** We serve the public, each other, and our community partners with friendliness, courtesy, respect, and dignity. We recognize our customers are why we exist, and we take pride in the positive impact we make in their daily lives.
- **Communication:** We foster trust, inclusiveness, and cooperation in our communication. We promote an open, respectful culture, where opinions and ideas are shared and where candor is valued. We listen to and actively engage our customers, community partners, and employees.
- **Innovation:** We encourage and respect new and challenging ideas from employees, partners, and the public. We use innovation, technology, and best practices to anticipate and respond to the future needs of our community.
- **Accountability:** We take responsibility for our actions as individuals and as an organization. We are accountable as stewards of public funds and community trust; we honor this commitment with transparency, honesty, and integrity.

This Strategic Plan provides a narrative on HIRTA’s goals for the next ten years. This plan serves as a guide for decision making and for the evolution of our general operations over time to obtain our goals. The plan is intended to be amenable, realistic, and useful.

## BENEFITS OF RURAL PUBLIC TRANSIT

Public transit provides the primary link for rural communities to essential services. Many residents have limited access to a motor vehicle and would have diminished

quality of life without safe, reliable without public transit. An accessible public transit system means increased mobility for all citizens. It connects people with medical services, jobs, retail establishments, educational institutions, and recreational areas. Public transit provides independence, especially to elderly and disabled individuals, which greatly improves their quality of life.

HIRTA's service area is unique due to serving seven counties surrounding the Des Moines metro area, and additionally providing services in small urban areas such as Ames and West Des Moines. Serving this type of region is challenging due to geographic locations ranging from small rural towns to the larger cities, however it also has great opportunities for partnerships, growth and employment.

### Fiscal Year 2016 Statistics

#### Public Transportation enhances personal opportunities

- Over 300,000 trips were taken by people who rely on transit in our seven county region.
- Nearly 191,755 trips were taken by people with disabilities to get to an important destination and remain independent.
- More than 31,664 trips were taken by seniors allowing them to continue to age in place.

#### Public Transportation provides economic opportunities

- Every \$1 invested in public transportation generates approximately \$4 in economic returns.\*

#### Public Transportation provides energy and environmental benefits

- HIRTA traveled more than 1,389,272 miles last year, which reduced congestion, lessening our carbon footprint.

\* APTA (American Public Transit Association)

## Public Transit is a Lifeline in Smaller Communities

The National Rural Assembly, which comprises more than 500 local, regional, and national organizations based in 47 states and the District of Columbia, is devoted to making the country stronger by improving the outlook for rural communities. It believes that improving rural transportation requires more than "digging ditches and laying pavement." It sees the lack of rural transportation alternatives as a barrier to access to higher education and career opportunities for young people. Among its principles for a sound federal rural transportation policy are:

- increasing availability as well as access to transportation options for all rural residents;
- reducing barriers to employment, healthcare, and other services; and
- align[ing] transportation investments with 'livable communities'—principles that support the economic, environmental, and social well-being of rural communities and landscapes.

Resource APTA



## CHALLENGES

**FUNDING:** The challenge is to establish a sustainable funding structure to support short- mid- and long-term public transit needs. Revenue from federal and state governments is vulnerable to fluctuations. Capital projects based on safety, State of Good Repair funding, reliability, ridership, and operating costs compete with limited operating funds. Not to mention advancements in technology and innovation require capital investment now. Finally, while operating budgets are tight, the region's desire is, in fact, to grow service and ridership.

**REGULATION:** Much of HIRTA's operations are federally regulated and the Iowa Department of Transportation (DOT) also has a complex set of regulations creating barriers. Managing compliance has become a necessary and significant addition to the business of transportation in an environment of already limited resources.

**DEMOGRAPHICS:** There are social changes that impact operations as demographics shift to those who have more complex and varied travel needs. An aging society with greater longevity, and a large millennial generation taking a significant place in the workforce are dramatically reshaping demographic landscape. In 2015 16% of Iowans were 65 and older, and the National average was only 14%. By 2040, it is expected over 21% of the population will be over 65. As a public transit agency, HIRTA needs to respond to these shifts and meet customer expectations for increased services, quality of experience, and availability for all.

**PUBLIC PERCEPTION:** A significant knowledge gap exists concerning the value of public transit and requires educating our communities on the benefits of public transit such as its contribution to the region's economic vitality, sustainability and individual health and well-being. There is also a misconception that HIRTA is only available to the elderly and disabled, which currently impedes our ability to attract more riders.

**TALENT MANAGEMENT:** The transit industry, across the nation, faces a severe shortage of skilled and seasoned employees. This is a critical challenge for HIRTA as it continues to compete with other industries dependent upon driving positions. An increase in technological requirements across job functions and a generally tight labor market make workforce development critical to the continuing success of our public transit system.

**While the challenges are great, so are the opportunities.**

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## NOW AND BEYOND

**In the Year 2017** - Our goal is to continue making a positive difference by enhancing community livability through innovative, sustainable regional transportation options. Within the next five years, we will work towards this goal by strengthening our core services. We will improve the experience of public transit, expand access to new areas and new customers, and seek additional funding for responsible growth.

We will provide a demand response transit system with fewer barriers and our fare structure will be remain easy to understand and payment options will be simple. We will work to increase coverage, frequency, and availability, seeking to expand and implement weekend and evening services.

We will ensure our system is designed to efficiently meet the needs of our communities and region. We will develop new processes and implement new technology to improve the rider experience and we will meet with businesses, human service agencies and community groups to ensure our service is visible, effective, and attainable.

We hope to more effectively and efficiently serve our special populations, including seniors and those with disabilities. We will work toward providing cost effective tailored to the design of our transit system and the needs of our communities.

**In the Year 2027** - In ten years and beyond, our vision continues to expand beyond boundary limits. We envision an interconnected web of transit options bridging the distance between rural communities and cities.

We will continue to improve and refine our operation and expand the frequency, availability, and destinations of our transit services. We will increase partnerships ensuring our service is complementary to other services. We will work to develop and implement innovative solutions such as, rural fixed-route service where feasible, as well as deviated routes, shuttles and expand same day on demand service through our HIRTA NOW program.

We envision having our own central office location with a maintenance facility, which will allow us to operate more efficiently and have better oversight and control over the daily and preventative maintenance of the HIRTA owned vehicles. This will also be a cost savings doing the smaller, preventative maintenance in-house. We also want to work to have indoor bus facilities with parking in each of our 7 counties. This is a large far-reaching goal, however, we are certain it is attainable with support and assistance from various stakeholders. Indoor parking would keep our vehicles out of the elements and allowing a longer life for the vehicles. We also need to protect our drivers from the elements, especially during the winter months, where they currently have to clean ice and snow, which creates a greater risk of injury. Keeping HIRTA employees safe, reducing preventable injuries and reducing our workers comp claims are three very important areas we need always to keep in the forefront of our operations.

We will ensure our system is robust, and able to handle a new mobile and aging society, especially the growing baby boomer population.



## SCOT ANALYSIS

Strengths, Challenges, Opportunities and Threats (SCOT) analysis was used to determine the internal and external factors directly influencing HIRTA's operations. The results of this analysis are summarized in the following table.

Strengths	Challenges
<ul style="list-style-type: none"> <li>● Affordable and Accessible service</li> <li>● High Customer Loyalty</li> <li>● Convenient door-to-door pickup service</li> <li>● Contracts with human service agencies allows for reoccurring revenues</li> <li>● Service available throughout the year</li> <li>● Employees with diverse backgrounds, experiences and educations</li> <li>● Strong leadership and a culture of respect</li> <li>● Employees are able to freely interact and share their opinions</li> </ul>	<ul style="list-style-type: none"> <li>● Hiring and employee retention in customer service and driver positions</li> <li>● Improving proactive rather than reactive communication and teamwork</li> <li>● Limited financial resources</li> <li>● Remote employees feeling part of the team</li> <li>● Marketing strategy</li> <li>● Misperception of Public Transit</li> <li>● Contracting service: Oversight, service consistency, training; compliance; etc.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● Use of technology</li> <li>● Utilize new, non-cash payment methods</li> <li>● Emphasize advertising opportunities on buses</li> <li>● Expand hours of operation and/or days</li> <li>● New customers</li> <li>● Inter-county services</li> <li>● Continued growth and outreach into other communities.</li> <li>● Improve understanding between staff and job duties</li> <li>● Develop stronger Mission and Vision statements to improve our message</li> </ul>	<ul style="list-style-type: none"> <li>● Management is spread too thin</li> <li>● Uncertain future of funding streams, especially Federal and State</li> <li>● Losing employees to higher paying jobs</li> <li>● Lengthy hiring process due to regulations and policies</li> <li>● Public Image/Brand Reputation</li> <li>● Private transportation companies</li> <li>● "No Show's"</li> <li>● Failure to have clear expectations for future growth and sustainability of HIRTA</li> </ul>



## GOALS

GOAL 1: Provide an Exceptional Transportation Experience

GOAL 2: Ensure a Culture of Safety

GOAL 3: Ensure Organizational Viability

GOAL 4: Foster Community Partnerships

Goal 5: Increase Use of Technology

Goal 6: Dedicated Focus on Marketing

Goal 7: Improve Connectivity

Goal 8: Build an inclusive culture of excellence through a talented and engaged workforce

Goal 9: Reduce reliance on federal grant programs

Goal 10: Improve and Promote Environmental Sustainability



## **GOAL 1: Provide an Exceptional Transportation Experience**

Our vision is to provide an easy, comfortable transit experience. A system where customers from all communities can have quick and easy options to pay fares, board buses, and arrive safely and comfortably at their destination. We strive for a future where transit agency borders and service boundaries blur; where interconnected transit options become apparent and easy for users. Of primary importance is for the safe, reliable, and efficient use of resources and means to meet the needs of the community as a whole. We will focus on meeting the needs of our existing customers while continually improving our service to attract new choice riders such as commuters and students. Providing excellent customer service has always been a priority of HIRTA, but the rapid growth of the organization and the introduction of new staff provide an opportunity for a renewed customer service campaign.

### **Objectives:**

- Ensure all services available through HIRTA in our seven county region are easy to understand and use.
- Provide services which are safe, with high regard for customer services and in the most efficient means possible.
- Exceed customer expectations by being responsive, expanding outreach and education efforts, and incorporating new technology to improve transit system performance.
- Develop a centralized call center for scheduling and dispatch to provide the best use of the fleet and allow consistency for the customers in our region.
- Provide unmet needs assessments via, survey and public forum in each county so any gaps in service can be identified and quantified to ensure needs are being met.
- Continue to collaborate and develop meaningful partnerships for public transit.
- Support coordinated and multimodal transit.
- Expand the Employment Initiative (Job Seeker) program throughout the region.
- Create partnerships with Veterans agencies to provide more transit services.
- Modernize the customer experience.
- Create a customer service program to include customer service principals.
- Improve travel training program and expand community education of transit services.
- Initiate a strong quality control program to assess timeliness, communication, and customer satisfaction on regular basis.
- Establish Key Performance Indicators (KPIs) for drivers and support staff to improve quality of services.
- Implement and update the Strategic Plan as necessary.

### **The Road to Success is Always under construction**

- SETTING GOALS IS THE FIRST STEP TO TURNING THE INVISIBLE INTO THE VISABLE
- BE STUBBORN ABOUT THE GOAL AND FLEXIBLE WITH THE PLAN

## **GOAL 2: Ensure a Culture of Safety**

A culture of safety is the product of values, attitudes, perceptions, competencies, and patterns of behavior that determine the commitment to, and the style and proficiency of, an agency's health and safety management. While safety has always been important to HIRTA, there can be a renewed effort to ensure this culture is prevalent throughout our agency and make it a priority. In a culture of safety, people are not merely encouraged to work toward change; they take action when it is needed. HIRTA is already ahead of many regional transit systems in Iowa, as we have a training and safety specialist on staff. These duties include assessing the training needs of drivers, preparing and conducting a standardized training program to ensure all driver have been given instruction for how to be professional and safe and evaluating the effectiveness of each training program through post-training testing or on-the-job observation. Due to our commitment to training, HIRTA has been able to significantly decrease worker compensation claims and accidents in the areas where we provide direct services.

### **Objectives:**

- Continue to endorse a culture of safety throughout the entire organization.
- Reinforce safety as an organizational priority, encourage accountability to safety standards, and establish a 'Safety First Mentality.'
- Cultivate employees to be proactive rather than reactive.
- Ensure a continued robust driver training program and update or enhance as needed.
- Continue to ensure appropriate drug and alcohol compliance standards are met.
- Develop an alternative vehicle replacement plan.
- Use technology to analyze vehicle usage and determine cost efficiency to evaluate and determine when it is better to repair or replace.
- Implement Fit for Duty program for all new hires.
- Ensure determined safety equipment is installed in all HIRTA vehicles.
- Develop long term plan for maintenance facility and indoor bus parking to ensure better safety for our drivers and vehicles.



### **GOAL 3: Ensure Organizational Viability**

We will ensure our agency continues to match community needs and strives to provide exceptional, essential transit services today and for years to come. Enhancing community livability through our services is a long-term goal which requires responsible growth and cost-effective operations. We want to ensure our ability to provide services today and in the future by maintaining a balanced budget, by ongoing identification of new revenue sources and opportunities for efficiency, and by providing responsible stewardship of public funds. We will continuously work to assure our operations are as cost-efficient as possible.

#### **Objectives**

- Maintain fiscal integrity by maintaining a balanced, responsible budget.
- Build public trust with customers, human service agencies and other stakeholders.
- Plan and implement a public outreach and communication plan.
- Provide a consistent message internally and externally.
- Enhance performance reporting and analysis.
- Build knowledge and capacity to influence land use decisions and additional funding options (i.e. tax levy; additional contracts; revenue generating services).

The viability of a business is measured by its long-term survival and its ability to sustain profits over a period of time. A business is able to survive when it's viable because it continues to make a profit year after year. The longer a company can stay profitable, the better it's viability.

### **GOAL 4: Foster Community Partnerships**

We seek relationships with business partners and community human service agencies. We will ensure that transit services are compatible with changes, growth and development by actively participating in the greater community. We recognize transit is complementary to the workplaces, parks, businesses, schools, and people which create a community. We will work to develop effective, lasting relationships with businesses, government, and community partners. These relationships, both formal and informal, are essential for building transit growth.

#### **Objectives**

- Expand and strengthen current partnerships.
- Develop new community partnerships.
- Increase outreach and involvement in the community.
- Provide free transit for more community events (i.e. Special Olympics, Ragbrai, etc.).
- Create an "Adopt a Rider" program to provide free services to indigent riders.

Partnerships are collaborative, long-term relationships between businesses and community service organizations.



## **Goal 5: Invest in and increase technologies**

A key component of this strategic plan is to increase the use of technology. This can be directly attributed to enhancing user convenience and timeliness of services. In addition, in order to appeal to a broader market, HIRTA should offer online and mobile booking options for its customers which will add immense value to them by increasing convenience. Implementation of this strategy will require significant investment, but is highly likely to generate HIRTA more customers and appeal to a much larger market. Investing in an integrated IT system will help HIRTA in centralizing its operations, as well. HIRTA has worked to increase technology to assist in more efficient service to customers and we want to continue to invest in technology to remain on the cutting edge in service improvement, driver accountability, customer satisfaction, and cost savings. See sample of cost savings below:

New tool support & training	Delays due to cancellation	Total Routes	Total minutes lost annually	Total hours lost annually	Driver salary saved annually	Miles Saved	Gas Saved	\$ Saved on gas	Money saved on regular maintenance	Total \$ Saving
\$15,000.00	5mins/route	34300	171500	2858.33	\$35,729.17	85750	5716.67	\$13,662.83	\$3,000.00	\$52,392.00

### **Objective:**

- Develop internal IT team.
- Work with RouteMatch staff to develop plan for expansion of additional software modules to improve customer experience and offer additional scheduling options.
- Implement additional payment options for fares, including implementation of Route-Pay automated fare collection.
- Create funding plan, to include grant opportunities, for IT enhancements.
- Assess needs for new technology and implement as appropriate.
- Support staff in using, assessing and managing technology for improved service.
- Identify customer-focused approaches to accommodate a variety of mobility opportunities and continue to maximize accessibility.





## **Goal 6: Dedicated Focus on Marketing**

HIRTA needs to focus on increasing its marketing efforts to engage and attract a broader market. Through survey results done by ISU on behalf of HIRTA, they found most customers have heard of HIRTA through family/friends or other agencies, and very few customers reported hearing about HIRTA through media advertisements (website, Facebook, newspapers, internet, TV). HIRTA needs to have a greater and consistent presence in media advertisements especially focusing on internet to attract a younger market.

HIRTA's marketing strategy should include an educational component to make the customers understand its purpose, intent, and financial resources (FTA/STA) which help in reducing cost to passengers. HIRTA has the opportunity and content from this strategic plan to develop the right marketing message about its high quality ridership and enhanced convenience through the use of latest technologies.

### **Objectives:**

- Develop internal marketing team.
- Implement 'iRIDE', HIRTA's newly developed marketing plan.
- Develop and implement marketing plan for individuals who do not use technology.
- Dedicate a portion of our marketing strategies on obtaining new customers through greater online presence by investing in Search Engine Optimization (SEO) for the HIRTA website and video messaging.
- Better promote our website to encourage greater use by customers.
- Use website to construct promotional messages and testimonials.
- Enhance our social media presence.
- Review Welcome Packet materials for improvements.
- Present at and attend community meetings, social clubs, and other appropriate events.
- Promote HIRTA's "life of a trip" presentation to facilities, such as nursing homes, meals sites, day-hab centers, etc.
- At fiscal yearend review/analyze advertising costs and effectiveness to estimated results.
- Develop and expand transit education campaigns.



## **Goal 7: Improve Connectivity**

We will work to identify the needs of our community. We will tailor availability, frequency, and service locations to provide the greatest benefit for our community and region. With origins and destinations stretching beyond our service area, we want to provide trips to surrounding communities too. Regular connections provide essential access for business, education, and leisure. We will continue to develop local and regional partnerships, seeking to coordinate a broad, diverse transportation network. We will foster and promote opportunities for connectivity and will provide new destinations for our community.

### **Objectives:**

- Collaborate with regional partners, including other public transit systems.
- Inventory existing regional services and stakeholders.
- Continue facilitating and/or attending transit advisory groups in our region.
- Continue attending community human service groups in our region.
- Identify gaps in regional connectivity and increase regional access.
- Improve existing connectivity services, especially to Des Moines, Ames and Iowa City.
- Create Vanpool program for employment within our 7 county region.
- Develop service plans, as applicable, with Transportation Network Companies (TNC's).

## **Goal 8: Build a talented and engaged workforce**

We seek to attract and retain the right mix of talent, skill, ability, and enthusiasm to build a strong, vital, and dynamic team. We will provide environments which develop, support, and engage employees to earn a reputation as a desirable place to work. We will provide a fair, rewarding, and fun environment while challenging employees to grow in their careers and provide the best possible service to both internal and external customers. Due to growth, and approaching close to 100 employees, HIRTA needs to hire someone with experience in Human Resources for benefits administration, performance management, onboarding, policy implementation, recruitment/employment, EEO/affirmative action and employment law compliance.

### **Objectives:**

- Hire a Human Resource generalist.
- Attract and retain the right mix of talent, skill, and ability.
- Provide a fair compensation plan based on occupation and like transit services.
- Support professional development that enable employees to be fully proficient.
- Develop a culture that promotes trust, engagement, productivity, and safety.
- Continue to improve employee onboarding and training programs.
- Provide and promote the use of current tools and technology.
- Develop a staffing plan to ensure HIRTA has the right number of employees with the right skills to fulfill our current and future administrative and operational needs.
- Promote physical and emotional wellbeing for all staff members.
- Become an employer of choice within our 7 county region through ongoing marketing and education about HIRTA services and benefits.

## **Goal 9: Reduce reliance on federal grant programs**

HIRTA's operations and capital assets are largely funded by federal grants and local tax dollars. With the uncertainty of Federal and State funds from year to year, HIRTA needs to prepare for other revenue sources. Over the course of the next five years, HIRTA wants to look at developing and growing revenue generating enterprises, thereby reducing its reliance on grants from the federal government while still providing the same customized public transit service its customers have grown to expect and appreciate.

### **Objectives:**

- Continue current contacts and search for new contract opportunities.
- Hold 2 % of all contract revenue in reserve for local match on capital purchases.
- Possible development of a nonprofit 501(c)(3) organization to allow more grant opportunities for HIRTA projects.
- Research and document successful programs of other transit systems around the USA that have found ways to decrease dependability on federal funding, and find opportunities to develop contract management service as part of our business model.
- Ensure revenue stream needs to continue to grow.

## **Goal 10: Improve and Promote Environmental Sustainability**

We will minimize our own impact to the environment on the road and in our work facilities. We recognize we are part of a global movement to improve the environmental sustainability of everyday lives. We envision communities designed for sustainable living and we see transit connecting the people living in our communities with the places they work, shop, attend school, and play. Reducing our carbon footprint is the responsibility of our entire agency.

### **Objectives:**

- Increase awareness of environmentally sustainable choices.
- Research new sustainable methods, vehicles and practices.
- Develop a business culture of environmental responsibility and awareness.



## STRATEGIC OBJECTIVES

This strategic plan is the framework serving as the guide in the development of specific objectives and tasks detailing and becoming a part of the Action Plan. The Action Plan will prioritize objectives into short-term, mid-term and long-term categories, and that will be the working document staff will use for implementing this strategic plan. The detailed objectives, task, and action plan will allow HIRTA to track progress towards goals and modify initiatives as conditions warrant in the future. The Action Plan will be completed by 12/31/17 at which time HIRTA staff will begin working toward the goals established in this Strategic Plan. The Executive Director will provide an update on the Action Plan a minimum of two times per year to the HIRTA board.

**Short-Term Objectives:** Short-term objectives are smaller, intermediate milestones to achieve when moving toward the strategic goals. These objectives should be considered the highest priority for HIRTA and will require the least amount of time to implement. 38 short-term objectives were identified.

**Mid-Term Objectives:** Mid-term objectives are broader than short-term objectives and should be considered for implementation over the following 1-4 years. These objectives can be reviewed and may need to be amended with time. 37 mid-term objectives were identified.

**Long-Term Objectives:** Long-term objectives are more aspirational in nature. They typically reflect the philosophy of the organization and may take 5 or more years to accomplish. 5 long-term objectives were identified.

## NEXT STEPS

Now that strategic goals and objectives are defined, the next step is to integrate given priorities into an action plan with appropriate tasks identified to accomplish the desired success. The goals should remain the same, however the objectives may be altered over time as a result of improved knowledge, change in need, or other various reasons. These goals are broadly defined and reflect the future vision of HIRTA over the next 10+ years.

## CONCLUSION

In conclusion, this strategic plan is a living document that will get revised, adjusted and changed over time as we approach new challenges, technology advancements and changing expectations. HIRTA's motto as we work through each goal and objective identified in this strategic plan is, 'We will be determined about our goals, and flexible in our methods.'







**DES MOINES AREA REGIONAL TRANSIT AUTHORITY (DART) RIDESHARE**

(515) 288-RIDE(7433)

[WWW.RIDEDART.COM/SERVICES/RIDESHARE](http://WWW.RIDEDART.COM/SERVICES/RIDESHARE)

Connects commuters who live and work near each other so they can share rides. The Iowa Department of Transportation provides a statewide ridematching database for individuals to find viable commute options via carpool and vanpool at [WWW.IOWARIDESHARE.ORG](http://WWW.IOWARIDESHARE.ORG)



Register, enter your commute information and find carpool and vanpool matches. You can call or email individual matches to form carpools; formal vanpools for the central Iowa region are organized and maintained by DART RideShare staff.

Van drivers ride free, passenger rates are calculated based on number of passengers and daily roundtrip miles. RideShare provides the van, gas and maintenance; you enjoy the ride!

**Ames Intermodal Facility**  
Connecting you to regional transportation



Connect with three regional transportation providers at the Ames Intermodal Facility (AIF) located at 129 Hayward (Hayward/Chamberlain) on the west side of ISU campustown to travel outside of Ames! For more information visit:

[AIF-PARKING.SWS.IASTATE.EDU](http://AIF-PARKING.SWS.IASTATE.EDU)

**AIRPORT SHUTTLE:** Provides shuttle between Ames, Boone, Nevada, or Story City to/from the Des Moines International Airport with services up to 14 times a day, 365 days/year, 7 days/week.

**Reservations are Required!** Small group private charters and same day package delivery is also provided.

**EXECUTIVE EXPRESS**

(888) 522-9899

[WWW.EXECUTIVEEXPRESS.BIZ](http://WWW.EXECUTIVEEXPRESS.BIZ)

**INTERCITY CARRIERS:** Provides connections throughout Iowa and the Midwest to connections nationwide!

**JEFFERSON LINES**

(800) 451-5333 or (515) 232-2404

[WWW.JEFFERSONLINES.COM](http://WWW.JEFFERSONLINES.COM)

**BURLINGTON TRAILWAYS**

(888) 522-9899

[WWW.BURLINGTONTRAILWAYS.COM](http://WWW.BURLINGTONTRAILWAYS.COM)

**TAXICAB SERVICES**

**CYCLONE CAB/AMES TAXI**

(515) 233-3324 OR (515)232-1343

[WWW.CYCLONECAB.COM](http://WWW.CYCLONECAB.COM)



Brochure developed by:

United Way of Story County's  
Transportation Collaboration Committee

*"Please share this transportation brochure with others in an effort to reduce transportation barriers and improve quality of life for others."*

*—The Transportation Collaboration*

To become involved in the Transportation Collaboration, please contact  
United Way of Story County  
[unitedway@uwstory.org](mailto:unitedway@uwstory.org)

UPDATED BROCHURE AVAILABLE AT  
[WWW.CYRIDE.COM/SCT](http://WWW.CYRIDE.COM/SCT)

For additional brochures, contact CyRide at  
[cyride@cyride.com](mailto:cyride@cyride.com) OR (515) 292-1100

**Do You Need A Ride?**  
**STORY COUNTY**  
**TRANSPORTATION**

Revised: May 17, 2017  
(Information subject to change)



UPDATED BROCHURE AVAILABLE AT:  
[WWW.CYRIDE.COM/SCT](http://WWW.CYRIDE.COM/SCT)

# Medicaid Transportation

## NON-EMERGENCY MEDICAL HOME & COMMUNITY BASED SERVICE TRANSPORTATION:

If you are an 'eligible' Iowa Medicaid Member approved for non-emergency medical transportation OR Home and Community-Based Services (HCBS) and need to schedule a trip, call the following organizations under your Managed Care Organization (MCO):

	NON-EMERGENCY	HCBS WAIVERS
AMERIHEALTH CARITAS (MCO)	Access2Care 1-855-346-9760	HIRTA 1-877-686-0029
UNITED HEALTH CARE (MCO)	MTM 1-800-464-9484	HIRTA 1-877-686-0029
AMERIGROUP (MCO)	Logisticare 1-844-544-1389	Logisticare 1-844-544-1389

## DISABLED AMERICAN VETERAN VETERANS ONLY

**DISABLED AMERICAN VETERAN (DAV)**  
WWW.DAV.ORG/VETERANS/I-NEED-A-RIDE/  
1 - (641) 421-3085

FREE ride to VA Hospital in Des Moines for ambulatory Veterans (no attendants) for "scheduled" medical appointments only.



**Days of Operation:** Monday-Thursday  
(Schedule rides 48 hours in advance of trip)

**Pick-up Location:**  
Kum & Go (2801 E. 13th St., Ames, IA 50010)  
**Cost:** FREE (Veteran's only)



**RSVP VOLUNTEER DRIVER TRANSPORTATION PROGRAM**  
WWW.RSVPVOLUNTEER.ORG  
(515) 292-8890 or (515) 733-4917

Provides safe and reliable transportation to medical appointments and other essential services for ambulatory individuals living in Story County. All prospective clients must have an application and in-home assessment completed prior to approval. This service is provided entirely by volunteers using their own vehicles and is funded by United Way of Story County, Story County, the City of Ames and donations\*.

**Days of Operation:** Monday-Friday

**Hours of Operation:** 8:00 am — 4:00 pm  
(Transports will be made within this timeframe. Rides must be scheduled 48 business hours or more in advance.)



\*Contributions are used to offset the cost of reimbursing volunteer drivers, unless otherwise specified by the donor.

For information about limited out-of-county service, please contact the RSVP office.



**HEART OF IOWA REGIONAL TRANSIT AGENCY (HIRTA PUBLIC TRANSIT)**  
WWW.HIRTAPUBLICTRANSIT.COM  
1 - (877) 686-0029 erides@ridehirta.com

Provides general public door-to-door transportation within Ames and Story County. Trips provided on specific days to Iowa City University of Iowa's Hospitals & Clinics (UIHC).

All buses are wheelchair accessible.  
(Schedule rides 24 hours in advance of trip)

**Days of Operation:**  
Weekdays (Story County): 7:00 am — 5:30 pm  
Weekdays (In Ames only): 6:00 am — 8:00 pm  
Saturday (In Ames only): 7:30 am — 6:00 pm  
Sunday (In Ames only): 8:30 am — 6:00 pm  
**Tuesday (Trip operated to Iowa City UIHC)**

HIRTA's Riders Guide is available at [www.ridehirta.com/how-to-ride](http://www.ridehirta.com/how-to-ride) by selecting the HIRTA service policies tab or upon request.

	General Public	Senior 60+ yrs.
<b>Cost (one-way):</b>		
<b>In-Town (Ames):</b>	\$2.00	\$1.00 (suggested*)
<b>In-County (Story):</b>	\$4.00	\$2.00 (suggested*)

\* Depends on Eligibility

**Iowa City:** \$10.00 Roundtrip

HIRTA PROVIDES RIDES TO THE GENERAL PUBLIC WITHIN THE FOLLOWING COUNTIES:  
STORY, BOONE, DALLAS, JASPER, MADISON, MARION & WARREN



**AMES TRANSIT AGENCY (CYRIDE)** (Ames only)  
WWW.CYRIDE.COM  
(515) 292-1100

Provides general public transportation to Ames residents and visitors 359 days/year, (closed on holidays), 7 days/week. All buses are wheelchair accessible & equipped with bike racks.

**Cost:** \$1.25 for one-way trip. Discounts available to seniors, Medicare/Medicaid cardholders, K-12 and passengers with disabilities. For more fare options call CyRide or visit [www.cyrider.com](http://www.cyrider.com).

**DIAL-A-RIDE (ADA PARATRANSIT)** (Ames only)  
1 - (877) 686-0029 (FOR SERVICE)  
(515) 292-1100 (FOR APPLICATION)

Provides door-to-door transportation to eligible passengers as defined by the Americans with Disabilities Act (ADA) within the Ames city limits. Dial-A-Ride (DAR) operates the same hours/days as CyRide's fixed-routes. To be eligible, a passenger must be unable to use CyRide's fixed route buses due to the following reasons:

- Unable to get to/from the bus stop at the point of origin or destination
- Unable to board a bus stop
- Unable to independently recognize the destination and disembark the bus
- If a trip involves a transfer, unable to disembark the bus.

**Cost:** \$2.00 one-way trip (Must be ADA Eligible)  
\$5.00 one-way trip (East of Skunk River - weeknights and all day on weekends)