



Story County Transportation Collaboration
Wednesday, January 12, 2022 - 1:00-2:30 p.m, via Zoom
MINUTES

Present: Chris Mondak (LWV), Linda Hagedorn (LWV), Kris Eastman (Mainstream), Jessica Bullock (RSVO), Kathy Johnson (Story County Community Services), Nikki Fischer (Ames Chamber), Latifah Faisal (Story County Board of Supervisors), Tara Brown (The Bridge Home), Danny Schnathorst (HIRTA), Grant Olsen, Kalen Petersen (RSVP), Brooke Ramsey (HIRTA), Sharee Huffer (Aging Resources), Shari Atwood (CyRide), Anneke Mundel (United Way)

- I. **Introductions** – As guests and new members were in attendance, introductions were made.
- II. **Review October 6, 2021 Meeting Minutes** – The minutes were accepted as written.
- III. **Transportation Collaboration brochure (with new logo)** – No additional updates were identified by those in attendance. Mundel asked that any final updates be submitted to Atwood (shari.atwood@cyride.com) by Friday, January 14, so a finalized version can be loaded to the Collaboration’s webpage and shared with partners and to residents of our county.
- IV. **League of Women Voters Rural Transportation Study (Chris Mondak/Linda Hagedorn)** – Mondak and Hagedorn provided an overview of the study they have embarked upon, stressing that they are not transportation professionals but rather volunteers interested in supporting transportation in Story County. The League of Women Voters’ (LVW) RTS focus has been: 1) identifying the true issues, 2) clarifying the problems, 3) reviewing best practices, and 4) making suggestions. As described in the attached PowerPoint of the presentation, LVW has had many conversations with stakeholders, reviewed numerous reports, and beyond. They concluded that Story County is innovative, cares for its citizens, and has good resources, but that there are some issues including lack of funding, driver shortages, aging vehicles in need of updates, lack of public awareness about the array of services, an incomplete understanding (at least by small town mayors) of local transportation barriers. Mondak and Hagedorn proposed some possible solutions, noting that these all require “visionary, integrated, immediate and long-term” solutions “at the county level” and also “out of the box” thinking. For example, they proposed helping address the lack of public awareness about transportation services by a “Bring the Bus to the People” type event, where a HIRTA bus might be stationed at a public location or a food pantry. They noted that various county stakeholders had indicated they would be supportive of hosting such events at their sites.

Collaboration feedback and discussion: Mundel stated she was excited to learn about the many existing, current studies of “best practices” on rural transportation and also of several newer studies completed in Story County. Fischer shared that Ames Chamber is offering CDL training (among other certification programs) in partnership with the Board of Supervisors (ARPA funding) and DMACC, along with other retraining opportunities; these are free of charge and wrap-around supports (such as transportation to class) are provided as needed. Fischer noted that information sessions have been offered in Nevada, Colo, etc. to ensure individuals from rural Story County are aware of the opportunities. Atwood noted that CyRide will hire drivers without a CDL as they offer on-the-job training and certification. Ramsey said that HIRTA hires similarly and noted that each transportation provider has quite distinctive training. Faisal commented that she appreciated LVW’s willingness to volunteer their time to help address this issue and to partner with others. She noted that best practices indicate that county-level transportation solutions are generally most effective but often function at a loss. Faisal noted she liked the idea of the “Story County Service Corps”, an innovative way of finding more drivers.

Mundel asked about next steps: Hagedorn said that depends on the wishes of the Transportation Collaboration and others. Faisal said that she likes the idea of helping promote awareness about existing services (ex/ Bus Day) and also the idea of a food pantry survey. Petersen agreed that it would be great to have LVW’s help with sharing information – such as our Transportation Collaboration brochure – especially with the smaller

communities. She noted that Central Iowa RSVP has experienced an increase in clients from the rural communities. Petersen stated that RSVP would be happy to participate in any educational/outreach events. Bullock said that they also are open to exploring novel uses of RSVP, such as delivery of food pantry boxes/bags in rural communities. Mundel said she would connect RSVP with the Hunger and Food Pantry Collaborations which she convenes. Johnson stated that she is not sure there is a need for additional surveys as we know what the needs are; she was surprised by small town mayors indicating to LVW that “all is well.” Johnson said that the issues she hears are more about HIRTA schedules not working for folks, for example, those who need daily transportation to/from work. Ramsey agreed that LVW’s help with education/awareness raising would be most welcome. She said that “education is an uphill battle in transportation” with lots of confusion about who can/should ride public transit. Atwood said that CyRide works hard to emphasize that “anyone can ride” and their data (ex/ 6.5 billion riders per year pre-pandemic) indicates that this outreach and education is working. Mondak wondered if municipal governments and others might help with outreach by sharing a message about the availability of public transportation and encouragement of its use. Mundel said she would welcome LVW to return to the April 13 meeting for a continuation of this discussion given other agenda items today and time needed to digest/strategize.

- V. **Accessible Transportation Collaboration Initiative (HIRTA) Final Project Report** – Schnathorst provided a presentation (attached) on the ATCI initiative. This was made possible by a \$41,160 grant HIRTA received from the Iowa Department of Transportation; HIRTA was one of only 5 providers to be a grantee in 2021. In order to meet their project goals (as determined by groups in multiple counties, including Story), HIRTA undertook many activities. These included creating an elevator pitch, creating Facebook groups that are county-specific (see www.facebook.com/groups/storyhirta for Story County’s), hosting focus groups, translating materials to Spanish and offering translated materials in other languages on request, adding a [“thank you”](#)/ compliments section to their webpage (so not only criticism, but also positive feedback, is received), adding several new initiatives such as the “Adopt A Rider” project through HIRTA’s non-profit “Heart of Transit,” launching a “Do you have transportation?” campaign, creating a video and social media posts – along with give-aways – for Rural Transit Day (July 16), and much more! – Mundel thanked Schnathorst for the work and stated she was excited to learn of the “Do you have transportation?” campaign and translated materials in particular. Ramsey also gave kudos to Schnathorst for his outreach work and encouraged collaboration members to [view the video](#) on YouTube (not via Zoom, as it was lagging some).
- VI. **Updates from partners:** Most partners did not have additional updates, other than the following:
- The Bridge Home** – Brown noted that with the recent cold weather, TBH has gotten calls about clients having trouble starting their cars and/or having other mechanical issues. Brown stated they continue to look for community resources to help with this need.
- HIRTA** – Schnathorst reminded the collaboration of the [“Travel Training”](#) being offered to help prospective riders get used to riding the bus. He welcomed referrals. Schnathorst also shared that the annual, day-long [“Beyond The Bus”](#) event will be focused on healthcare this year (health equity, transportation for individuals with significant mental health diagnoses, etc.). This event is planned for April 26, 9 – 4 pm, on Zoom, and is free.
- Wheels for Work** – Mundel shared that 3 additional vehicles have been donated that were not road-worthy but the scrapping proceeds will help with future repairs. She said 2 additional vehicles were donated and were/will be re-gifted to working families. Mundel said there are currently 9 households on the wait list as both new and used vehicle inventory continues to be affected by the pandemic (meaning, fewer donations).
- Olsen added that he learned the **City of Ames** has hired a consultant to develop a Bike and Pedestrian Masterplan that should be made available for public comment in the 2nd half of this year.

Meeting adjourned at 2:30 pm.

Additional 2022 Meeting Dates: April 13, July 13, and October 12 (*Zoom format until otherwise announced*)



LWV-ASC Story County Transportation Study

Update- Our Focus



IDENTIFY THE
TRUE ISSUES



CLARIFY THE
PROBLEMS



REVIEW BEST
PRACTICES



MAKE
SUGGESTIONS

What We've Done So Far

Gathered input from UW staff, Transportation Collaboration, HIRTA, County Supervisors

Participated in HIRTA's ATCI process

Explored needs of citizens in the smaller towns via conversations with mayors, city managers, food pantry managers – still in progress

Gained overview of local government's current transportation projects

Reviewed numerous reports about “best practices” in rural transportation across the country—still in progress

Step 1: Identify the Issues

Lack of funding

Driver shortage

Aging Vehicles – need for update

Lack of public awareness of array of services

Incomplete information about small town actual needs

Need for visionary, integrated, immediate and long-term plans at the county level

Two areas of transportation

- Human services/health
- Regional needs

Need for “out of the box” thinking and solutions



Step 2: Clarify the Problem(s)

Lack of funding

- New streams of revenue
- Different payer model or new client pools

Driver shortage

- Inability to maximize university-student workers
- COVID restrictions

Vehicle updates

- Relies on funding
- New technologies
- Vehicles equipped for wheelchairs and other equipment are expensive

Lack of public Awareness

- (However, if public awareness increases, rides will increase and there is a lack of drivers and vehicles need update)

Incomplete understanding of small-town needs

- Lack of research
- Assumptions that “all is well”

Need for visionary, integrated, immediate and long-term at the county level

- Studies have been done
- Ownership – County Transportation Board

Need for “out of the box” thinking

- Scary
- What if we fail?
- BOLD

Step 3: Review Best Practices- Ongoing

Examples

Transportation Library

- FFY 2022-2025 TRANSPORTATION IMPROVEMENT PROGRAM | AAMPO
- AAMPO's 2020-2024 Final Passenger Transportation Plan (PTP)
- National Academies of Science Reports
 - Innovative Rural Transit Services (2011)
 - Guidebook and Research Plan to Help Communities Improve Transportation to Health Care Services (2021)
 - Toolkit for Rural Community Coordinated Transportation Services (2004)
 - Toolkit for Estimating Demand for Rural Intercity Bus Services (2011)
 - Rural Transportation Issues: Research Roadmap (2021)
 - Best Practices in Rural Regional Mobility (2017)
 - NUMEROUS OTHERS

MANY Visionary reports for Ames and Story County

- Forward 45 Report
- Story County Comprehensive Plan 2036: Cornerstone to Capstone

CARTS Capital Area Rural Transportation System

- service to a designated community to designated destinations on a fixed-schedule basis where passengers are picked up at the curb, but they must adhere to a schedule.

TriCounty Link, a rural system in Moncks Corner, South Carolina

- new “commuter solution” routes in 2008 and offered free rides on the service as part of a 90-day introductory period. The commuter routes pick up customers from park-and-ride locations in the rural areas and transport them to locations where they can connect with the urban system's express bus service in Charleston

Ben Franklin Transit, in rural central Washington State

- Fourth largest vanpool program in the nation . Relying on ridesharing for commuters.

Zipcar

- <https://www.zipcar.com/>

Step 4: Make Suggestions

Disclaimers:

- Story County is:
 - Innovative
 - Cares for its citizens
 - Has good resources
- We are NOT professionals
 - Voluntary effort from the LWV-ASC
 - Can ONLY offer a fresh perspective

Step 4: Suggestions Points to Ponder (Voices of the Un-informed 😊)

PROBLEM

Lack of Drivers & Vehicle fleet upgrades

Funding

Access

Public Awareness Marketing

Incomplete information from small-towns

POSSIBLE CONSIDERATIONS (BOLD AND LONG-TERM)

Driver recruitment, Reentry individuals, target retirees. Create a local Story County Service Corps with some members assigned to serve as drivers for HIRTA.

Taxes and parking fees, Offer New Services to new audiences for payment

Vehicle rental (for temporary disabled needs)

- **25% of vehicles are sitting in the parking lot**

One-Call Center

Meet the HIRTA Bus event with the League. Transportation Day at the food pantries. Survey participants.

Different Client Pools

PROBLEM

Transportation needs affect everyone, not just the elderly and the disabled

Train

BIG PLANS— Forward 45

POSSIBLE CONSIDERATIONS (BOLD AND LONG-TERM)

Trips to airport, Des Moines, Ankeny

- Consider higher fees
- Chicago, Kansas City, Minneapolis, Mayo Clinic

County Transportation Committee (is the Transportation Policy Committee & Transportation Technical Committee Membership still active?)

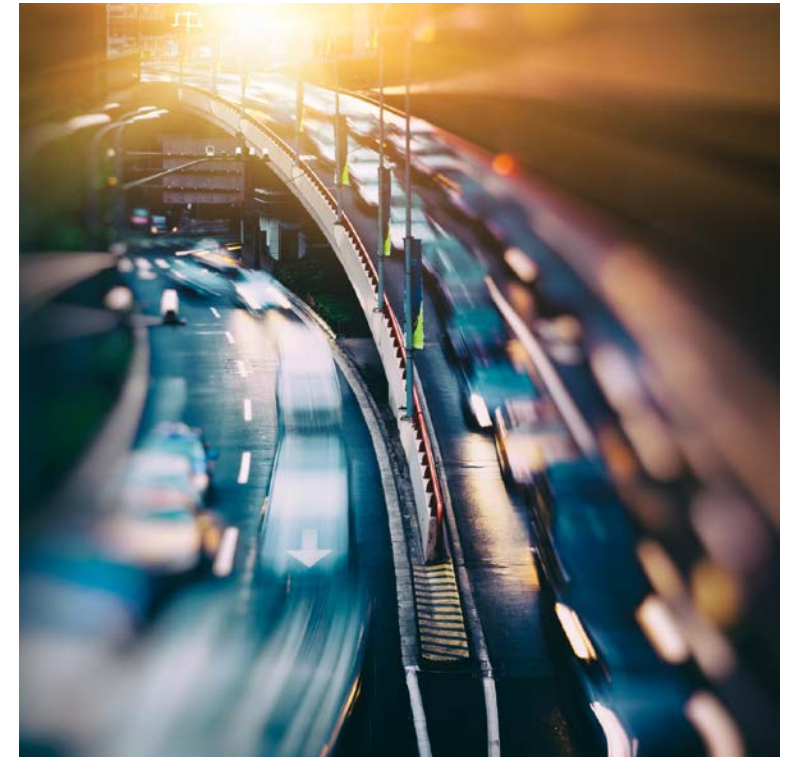
Out of the Box BOLD Thinking

Expand the CyRide bus uses

- Inefficient
- Can their use be expanded/repurposed for the airport, Des Moines, Ankeny routes?

Borrow successful ideas

- Uber Eats
 - Instead of bringing people to restaurants, Uber brings the restaurant to the people
- Self-checkout lanes
 - Drive your own vehicle
 - Van Pool idea only better
- Apps for everything
- Subscriptions
- Shared vehicles
 - Cars, scooters, bikes



HIRTA PUBLIC TRANSIT

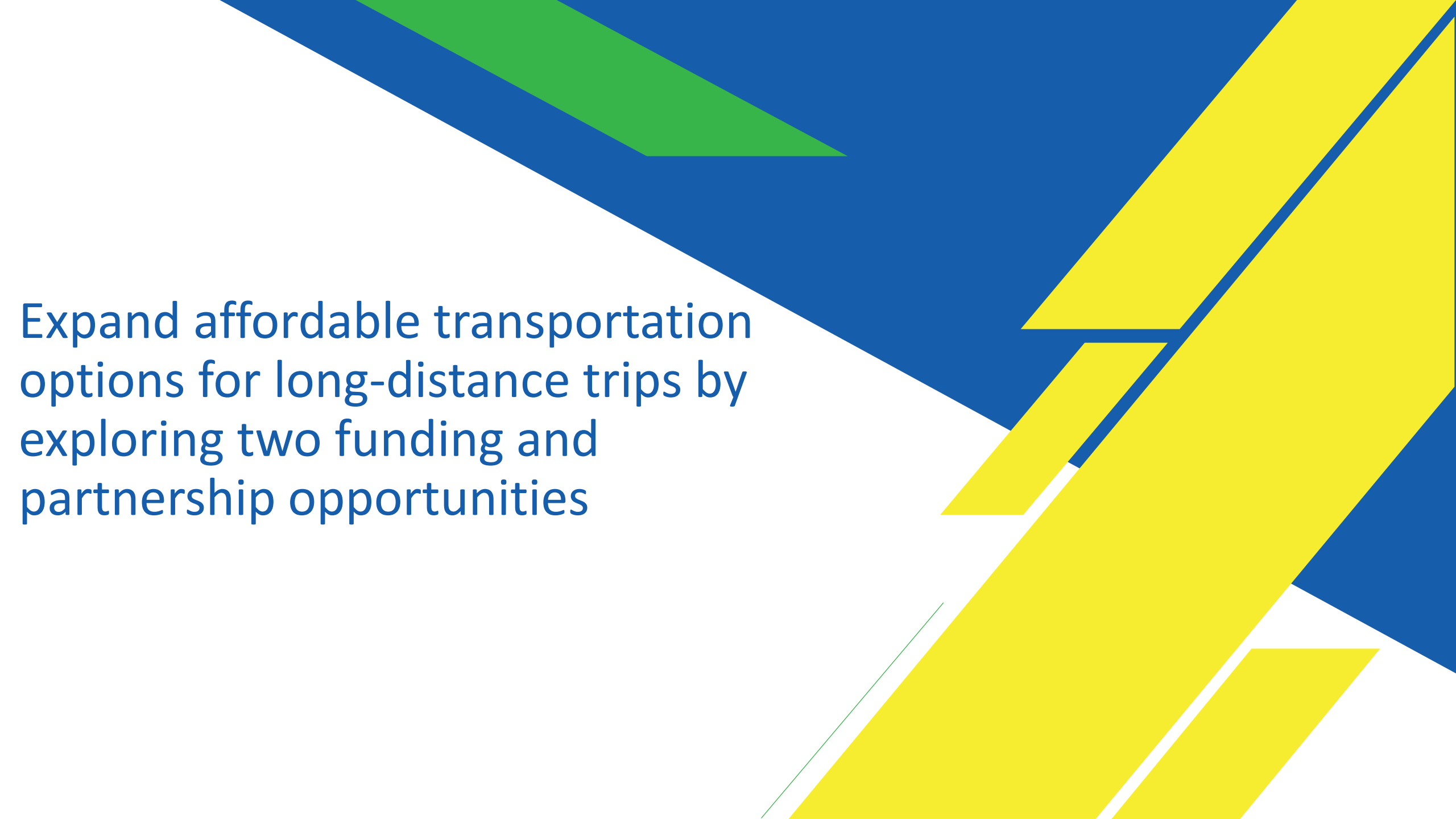
ATCI Recap



The Project

HIRTA was awarded \$44,160 for our “Barriers to Transit Equity for People with Disabilities” project.

- HIRTA was one of five Iowa public transit systems to receive an Iowa Developmental Disability Transportation grant awarded by the Iowa Department of Transportation.
- This project focused on identifying transit barriers and reliable, affordable and sustainable solutions for people with disabilities.
- HIRTA partnered with Easterseals Project Action and invited all 34 other Iowa Public Transit Systems, Iowa DOT and IDDC to observe the ATCI process, allowing them insight into how this could be replicated within their own region
- This model adapted to each community situation, delivered goals through an action plan and methods of sustainability after project completion.

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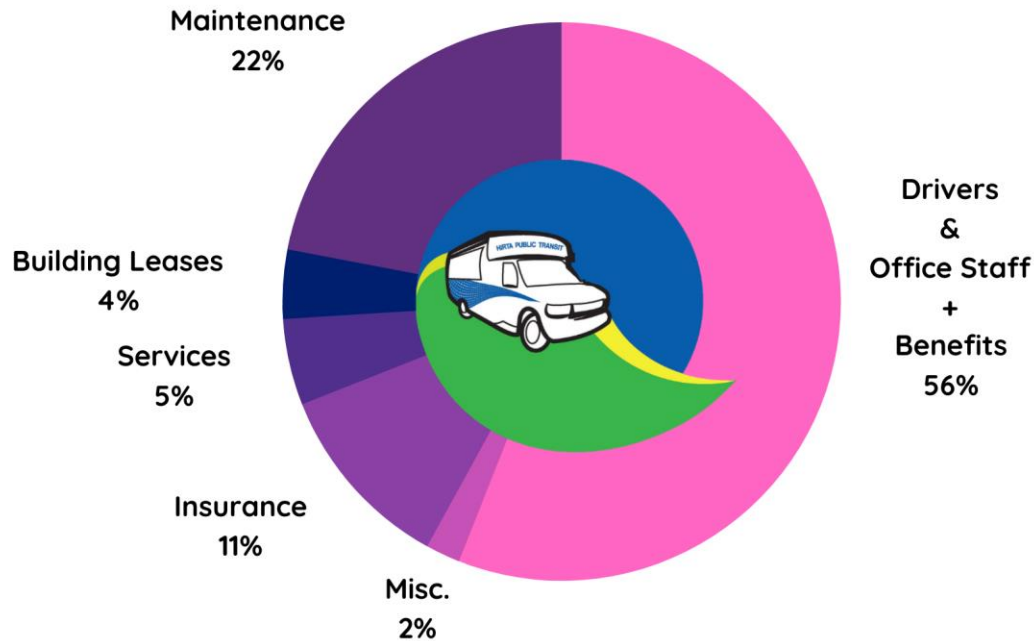
Expand affordable transportation options for long-distance trips by exploring two funding and partnership opportunities

HIRTA provides transportation for 7 Central Iowa counties. While we do receive federal, state and local funding support, it is not sufficient to meet the needs within our communities. People in our rural areas, like Winterset, need affordable access the Des Moines metro area for specialty medical care which is not available in their community.

As an example, a woman from Winterset declined cancer treatment due to lack of transportation. Those who choose to live in rural communities should have access to the services they need, however, without proper sustainable funding, these services cannot be offered across our 4,173 square miles of service area.

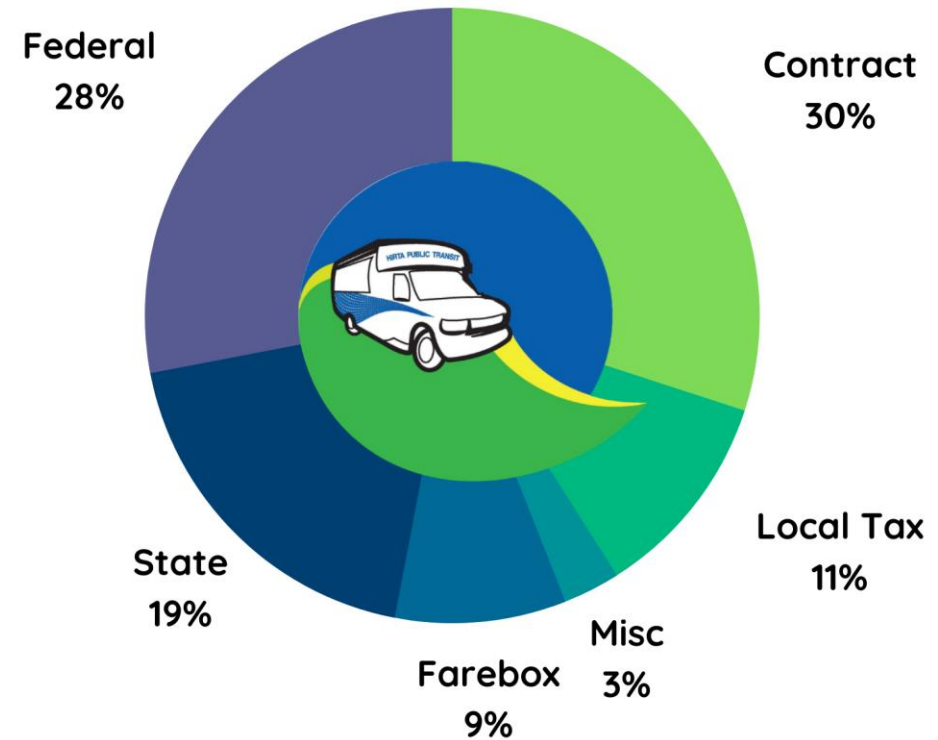


HIRTA Expenses



As shown in the figure, HIRTA's largest expense is the employee payroll. Other expenses include maintenance, leases for our seven buildings, insurance, professional services such as legal or IT, and miscellaneous expenses such as advertising, travel, dues, and more.

HIRTA Funding



It is often misconstrued that funding for public transit comes solely from the government. However, it is a mix of federal and state dollars, contracts, local tax, our farebox and miscellaneous funding. This includes donations, grants, advertising revenue among others.



Madison County



HIRTA Public Transit

Published by Danny Schnathorst · July 27 at 9:38 AM ·

Introducing our HIRTA Facebook Groups...

Find your group below and join to receive county-specific information!

Boone: www.facebook.com/groups/boonehirta

Dallas: www.facebook.com/groups/dallashirta

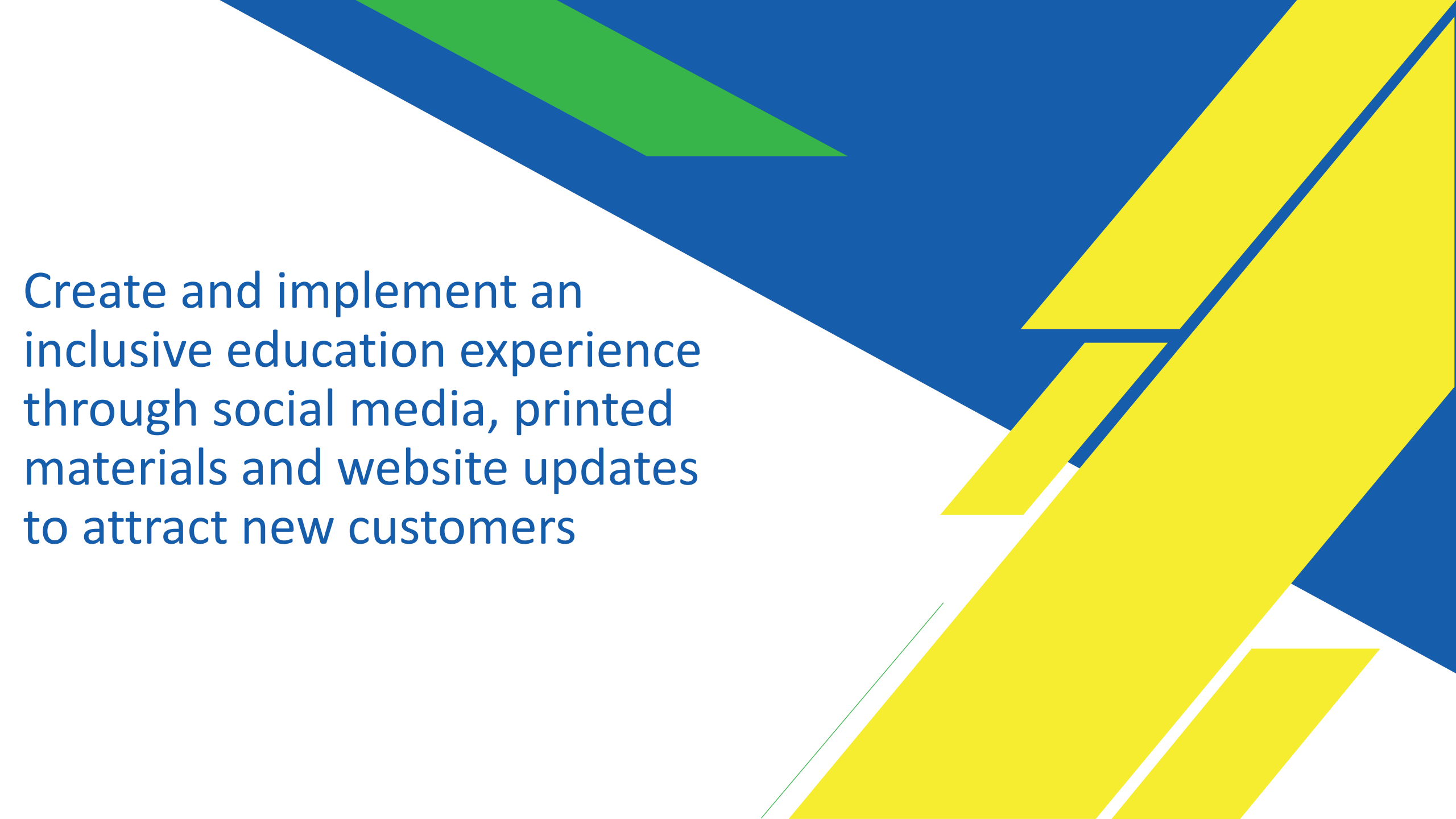
Jasper: www.facebook.com/groups/jasperhirta

Madison: www.facebook.com/groups/madisonhirta

Marion: www.facebook.com/groups/marionhirta

Story: www.facebook.com/groups/storyhirta

Warren: www.facebook.com/groups/warrenhirta

The background features abstract geometric shapes in blue, green, and yellow. A large blue shape is in the upper right, with a green shape overlapping it from the top left. Several yellow shapes are in the lower right, overlapping the blue shape. The text is positioned on the left side of the image.

Create and implement an inclusive education experience through social media, printed materials and website updates to attract new customers



Total Desktop, Tablet and Mobile **Site Visits**: 5755(100%)



Total Desktop, Tablet and Mobile **Page Views**: 10169(100%)



TOP INSITE ENGAGEMENT

Rider Alerts

Views / Impressions: **634**

First-Time Visitor

Views / Impressions: **314**

WAUKEE
APEX

A large, stylized 'X' logo composed of four triangular segments meeting at a central point. The top-left and bottom-right segments are purple, the top-right segment is yellow-green, and the bottom-left segment is purple. The 'X' is positioned to the right of the text 'WAUKEE' and 'APEX'.

DMACC
DES MOINES AREA
COMMUNITY COLLEGE
Life's Calling™

The logo for Des Moines Area Community College (DMACC). It features the acronym 'DMACC' in a large, blue, serif font. Below it, the words 'DES MOINES AREA' and 'COMMUNITY COLLEGE' are written in a smaller, blue, serif font, separated by two horizontal blue bars. At the bottom, the slogan 'Life's Calling™' is written in a bold, blue, sans-serif font. The logo is set against a white background with a blue and green geometric graphic in the top right corner.




**YOU STILL HAVE TO WEAR A MASK
WHILE RIDING HIRTA.**

**OUR DRIVERS ARE REQUIRED
TO WEAR A MASK, TOO.**



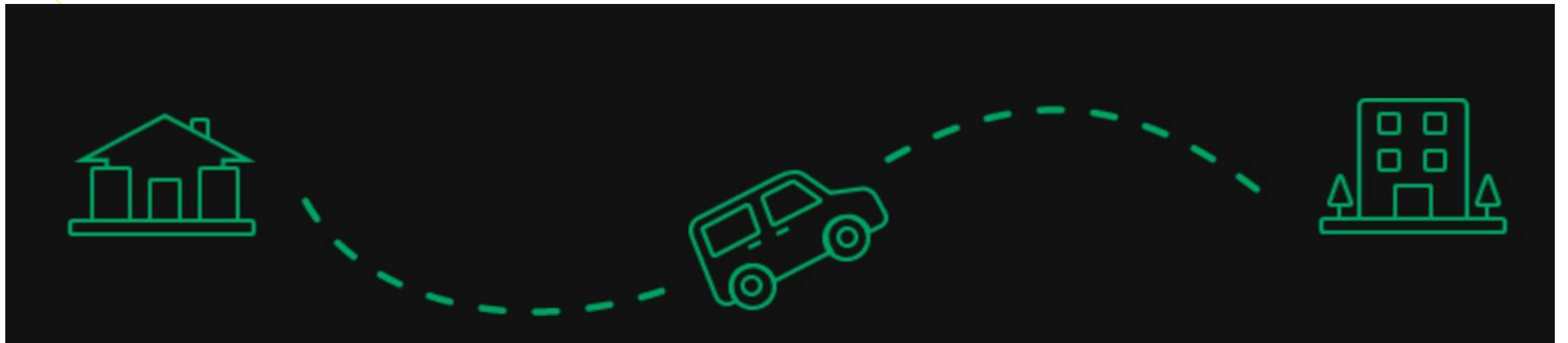
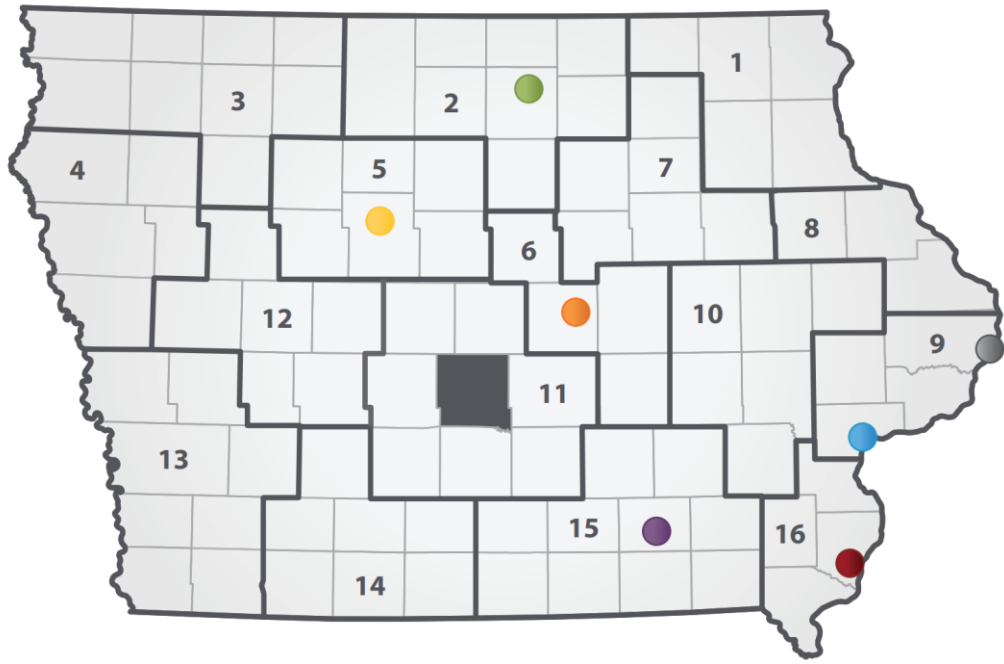
**MASKS ARE REQUIRED,
EVEN IF VACCINATED.**



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Identify which modes of transportation are appropriate and sustainable in each community

	ALWAYS	USUALLY	SOMETIMES	RARELY	NEVER
Has riding HIRTA improved your access to needed services?	76.47%	23.53%	0.00%	0.00%	0.00%
During the weekday, is your call answered within 3 minutes or email within 30 minutes?	47.06%	41.18%	11.76%	0.00%	0.00%
Are those who answer the phone to schedule your trips polite, friendly and helpful?	82.35%	17.65%	0.00%	0.00%	0.00%
Are the drivers polite, friendly and helpful?	76.47%	23.53%	0.00%	0.00%	0.00%
Do you feel safe and secure while riding a HIRTA van/bus?	76.47%	23.53%	0.00%	0.00%	0.00%
Is the bus/van clean and comfortable?	70.59%	29.41%	0.00%	0.00%	0.00%
Has riding HIRTA improved your quality of life?	70.59%	23.53%	5.88%	0.00%	0.00%



¿A dónde puede llevarlo HIRTA?



CITAS DE ATENCIÓN MÉDICA
COMPRAS • CITAS CON EL VETERINARIO
RESTAURANTES • VIAJE HASTA EL TRABAJO

¡Y MUCHO MÁS!

Política de No Discriminación

En HIRTA Public Transit estamos comprometidos con asegurar que ninguna persona sea excluida de acceder a sus servicios de tránsito y que no se le nieguen esos servicios por cuestión de su raza, edad, religión, color, sexo o nacionalidad, tal y como se dispone y protege en el Capítulo VI de la Ley de Derechos Civiles de 1964. Si siente que se violó la política, puede presentar una queja ante la Directora Ejecutiva de HIRTA por teléfono, llamando al 1-877-686-0029 o, por escrito, escribiendo a: 2824 104th St. Urbandale, IA 50322.


Para obtener más información acerca de las obligaciones de HIRTA en virtud del Capítulo VI, visite www.ridehirta.com. Los servicios están abiertos al público general, lo que comprende a personas con discapacidades, tal y como requiere la Ley de Personas con Discapacidades de Estados Unidos (ADA, por sus siglas en inglés).


Contáctenos

1-877-686-0029
Llamadas con asistencia de accesibilidad: llame al 711
erides@ridehirta.com
www.ridehirta.com

¡Manténgase actualizado!

 HIRTA Public Transit

 @rideHIRTA

 @rideHIRTA

Viaje

HIRTA!

Transporte Público

NOS ENORGULLECEMOS
EN BRINDAR SERVICIOS
EN LOS CONDADOS DE:

BOONE

MARION

DALLAS

STORY

JASPER

WARREN

MADISON



Materials translated to Spanish

[FTA Title VI Program](#)

[HIRTA Brochure](#)

[HIRTA Service Policies](#)

[Limited English Proficiency \(LEP\) Plan](#)

[Public Participation Plan](#)

[Reasonable Modification Complaint](#)

[Reasonable Modification Policy](#)

[Reasonable Modification Request](#)

[Title VI Complaint Form](#)

[Title VI Complaint Process](#)

[Title VI Notification](#)

[Welcome Packet](#)

Step 1—Complete Foundation Courses (42 total hours):

- Introduction to Travel Training Workshop (18 credit hours)
 - If you are a professional in the field of travel training, transportation, human services, education, or a related area, you may be able to substitute your work experience for the Introduction to Travel Training Workshop. See [minimum requirements](#).
- Elements of a Travel Training Program (12 credit hours)
- Community Connections & Your Role as a Travel Trainer (12 credit hours)

Note: All of the above courses are now available online! See the course schedule to register.

Step 2—Complete Courses on Required Topics (9 total hours):

- Street Crossing
- Data collection
- Assessment

Note: ESPA Consulting offers webinars (2 for each required topic) that will satisfy this requirement. See the course schedule to register.



60 hours!!!

Step 3—Complete Elective Courses(9 total hours):

Electives must pertain to travel training and/or the Americans with Disabilities Act and transportation

All foundation courses will be offered through ESPAC. For courses on required topics and electives, individuals and organizations may submit webinars and workshops for credit consideration. CUTR will review all submissions and designate the number of credit hours for which a course is eligible. Find out [how to submit organization & event experience for credits](#).

Note: ESPA Consulting offers an Advanced Travel Training Strategies online course that satisfies this requirement. See the course schedule to register.

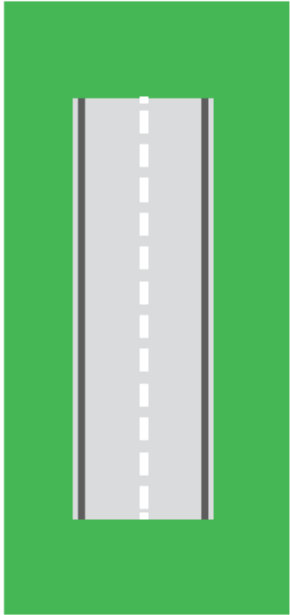
Step 4—Certification Test

Part 1: One-to-one on the Street Travel Instruction Practicum

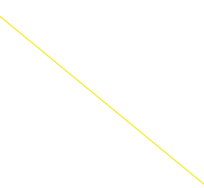
Part 2: Online test to Verify Travel Training Knowledge



**WELCOME
TO HIRTA!**

An icon of a white house with a blue heart above it and a silhouette of a family (two adults and two children) below, symbolizing home and community, set against a blue background.

**WE ARE SO
HAPPY TO BE
SERVING YOU!**



The background features abstract geometric shapes. A large blue shape is in the upper right, with a green shape nested within it. A large yellow shape is in the lower right, overlapping the blue one. The text is positioned on the left side of the image.

Expand service hours by pursuing
funding opportunities & partnerships





RS♥P

H I R T A



CENTRAL IOWA

RSVP

Connecting People To Purpose

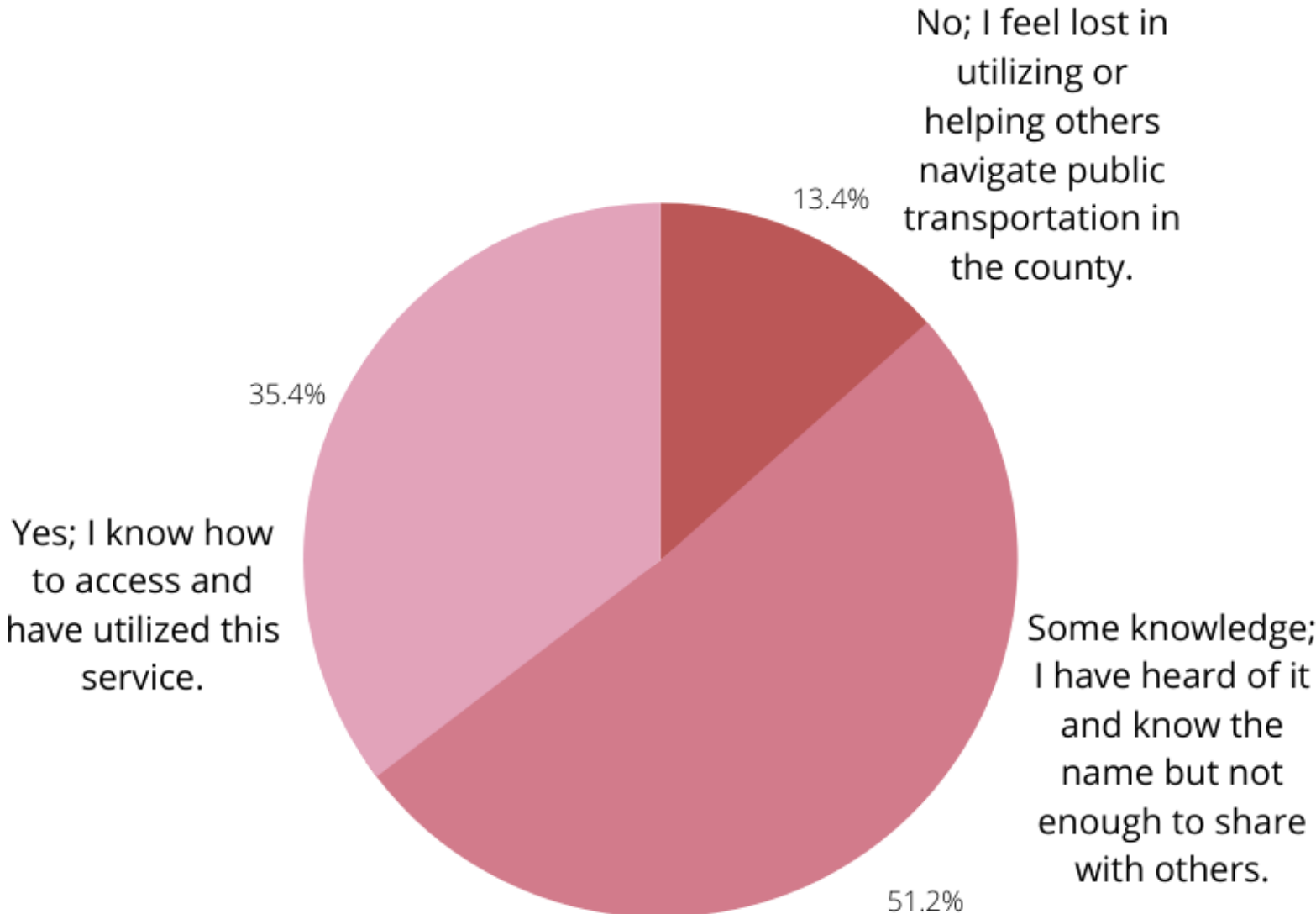
Jasper County

RSVP

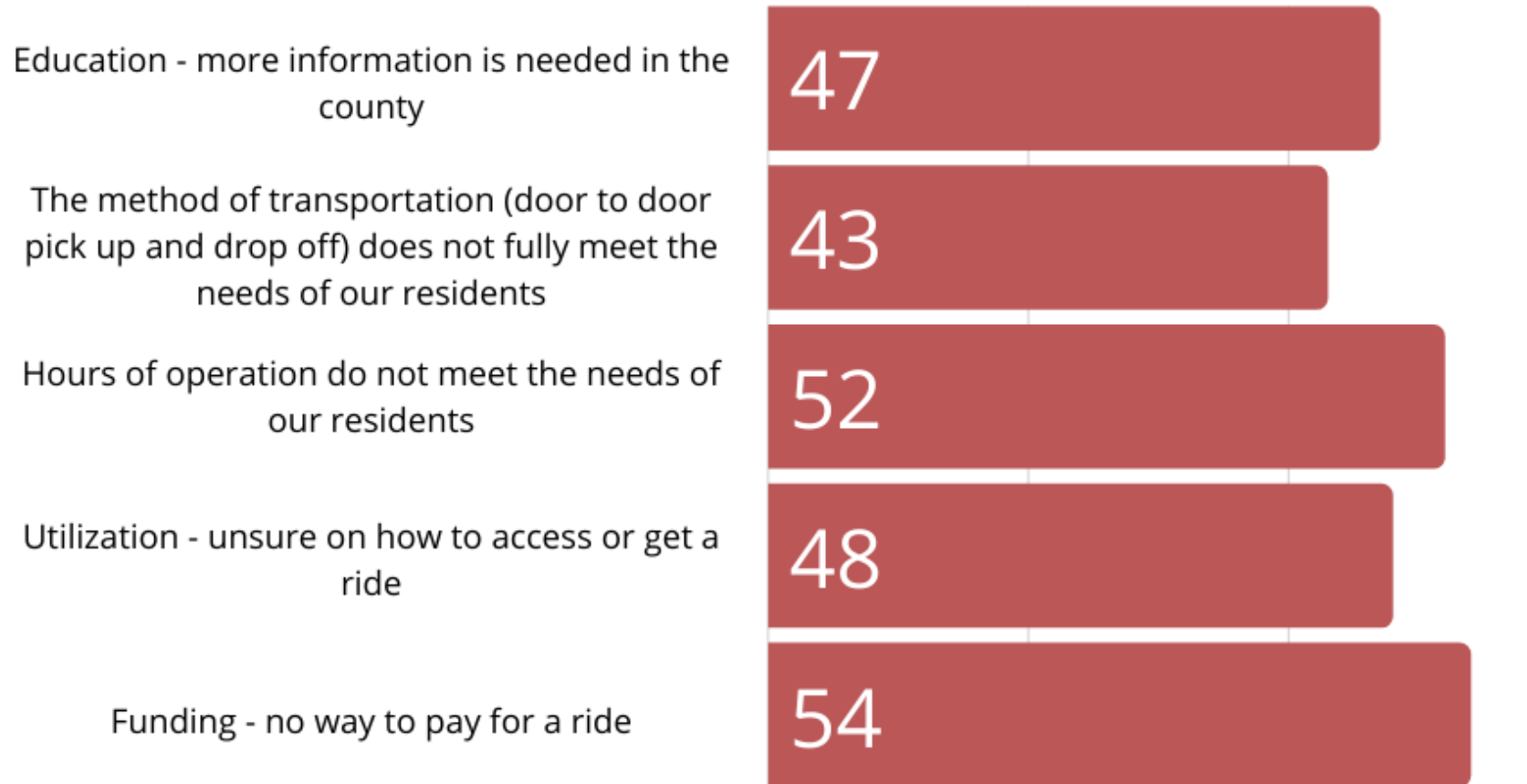
Lead with Experience




Do you feel knowledgeable about the community or public transportation services in your county (city or town)?



What barriers do you see with transportation in your county (city or town)?





The background features abstract geometric shapes. A large blue shape is in the upper right, with a green shape nested within it. Below these, several yellow shapes are arranged in a diagonal pattern, creating a sense of movement and depth. The text is positioned on the left side of the image, set against a white background.

Develop and maintain a strategy that assesses which services can be expanded and which cannot be provided considering the current and future levels of funding

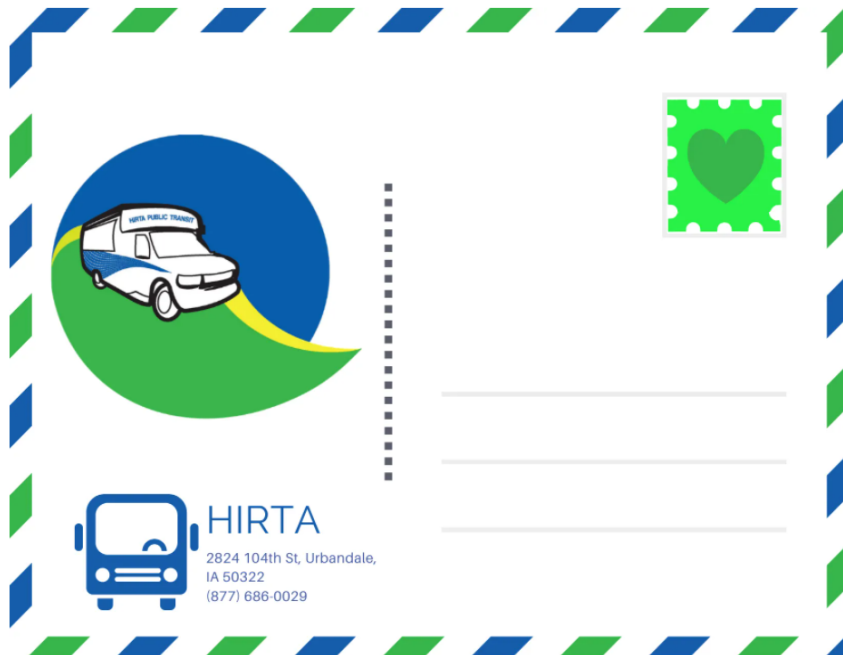
Coordinating Council on Access and Mobility





Want to send a thank you message to HIRTA?

ALL of our HIRTA office staff and drivers have been amazing at serving their communities and helping keep our riders safe. Want to send a note to our hardworking staff? Fill out the form below and we will be sure to let your appreciation be heard.



Name

Phone

Email

Message

Do we have permission to share your testimony?

SUBMIT

Without HIRTA, I would not be able to get back and forth to work as I have no transportation...HIRTA helps me maintain my job! – Rider

Many of our patients have no transportation for appointments and to meet their basic needs. HIRTA is a service that we can easily connect our patients to so they can independently access services they need. – Partner



2021 LEGISLATIVE PRIORITIES

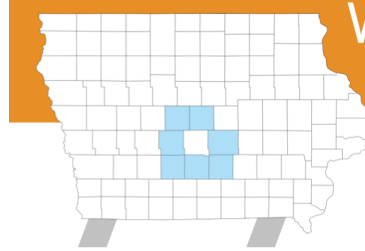


UNIFY, ADVOCATE, AND ADVANCE THE INTERESTS
OF IOWA TRANSIT SYSTEMS TO INFLUENCE AND
GAIN SUPPORT FROM GOVERNMENT AGENCIES,
LEGISLATORS, AND OTHER ENTITIES



TRANSIT UP CLOSE

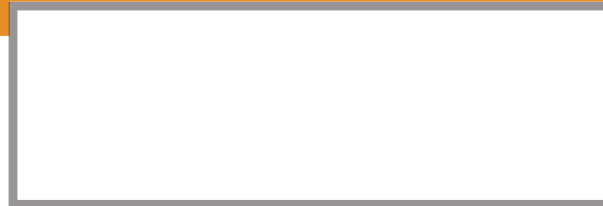
WHO WE ARE...



OUR RIDERSHIP // // // // // // // //



OUR KEY FOCUS // // // // // // // //







Donate today!

Heart of Transit is a 501(c)(3) organization. Donations are tax-deductible.

Your donation to Heart of Transit helps:

- keep low-income elderly from isolation
- children who need to get to daycare or educational opportunities they wouldn't otherwise have
- those who need life-saving treatments, such as dialysis and chemo and radiation
- get riders access to healthy foods such as farmers markets or for those who are food insecure to local food bank
- get kids to after school activities, such as the Boys and Girls club
- those with cognitive conditions to go to day care, giving their caregiver a much needed respite
- pets and their transit dependent human get to the veterinarian
- improve the quality of life, allowing independence and freedom to ride when and where they need to go

Prefer to mail your donation? Click [here](#) to download a donation slip.

Prefer to make a donation over the phone? Click [here](#) to call us!



Adopt-a-Rider

\$5

This donation gifts a low-income student transportation to school for the day, family to the food pantry or someone to the grocery store, pharmacy, etc.

DONATE



Rides for a Week

\$25

This donation gifts a week's worth of rides to someone who depends on HIRTA to get to work every day.

DONATE



20 Rides

\$100

A gift of \$100 provides a rider with 20 rides to get to school, work or wherever else they may need to go.

DONATE



Rides for a Month

\$150

This donation gifts a month's worth of rides to someone who depends on HIRTA to get to work every day.

DONATE



Volume 1
July 27 2021



Your HIRTA news & updates

Introducing HIRTA's very FIRST newsletter! We promise not to bombard you with a bunch of annoying, irrelevant emails. We'll send about one every other month. If you wish to opt out, you can do so below.

We've started a newsletter to keep our communities in the loop with news, events, new merchandise and even some giveaways!

Thank you for being a valuable member of the HIRTA family and thanks for reading!

[Visit our Website](#)

HIRTA Celebrates Rural Transit Day!

On July 16, 2019, the nation celebrated its first Rural Transit Day. The purpose of this holiday is to recognize riders and staff of rural transit agencies. HIRTA provided FREE rides in all of our counties to celebrate!

[Read more](#)



HIRTA to Receive Five Electric Paratransit Buses Through a FTA Program Awarded to the Iowa DOT

The Federal Transit Administration recently announced a \$2.8 million grant for the purchase of low- and no-emission transit buses and related infrastructure in Iowa.

[Read more](#)



Featured Driver

Congrats to Mike Fisher!

Mike Fisher of Knoxville was recognized during the Iowa Public Transit Association annual meeting as HIRTA's Driver of the Year! Mike is great with his community and always brings a positive attitude. We applaud Mike and the rest of our drivers and office staff for the hard work they've done this past year.

[Thank a HIRTA Hero!](#)




Featured Product

I Heart HIRTA Socks

Support HIRTA by wearing these stylish "I heart HIRTA" socks! These crew socks are a one-size-fits-all and sports a black heel and toe.

[Shop](#)



The background features abstract geometric shapes. A large blue shape is in the upper right, with a green shape overlapping it from the top left. Below these are several yellow shapes, including a large one on the right and a smaller one at the bottom. A thin green line is visible near the bottom left.

Develop and implement updated promotional and educational marketing strategies to raise awareness, enhance customer experience, and increase ridership



The Project

"Do You Have Transportation?" is an awareness campaign geared towards helping people get rides to where they need to go. The overall goal is for people to have the forethought "do I have transportation?" Often times when scheduling an appointment or making other plans, people don't think about whether or not they have transportation to get there.

We think we can help.

We are hoping to connect with healthcare facilities in our counties and work with them to bring the "Do You Have Transportation?" project to their facility. This includes connecting patients with HIRTA, providing them with handouts & materials, and explaining why this program is beneficial.

We believe this is a win for us, the facility and the patients/riders.

The Facts

- The average no-show rate in the U.S. healthcare industry is 18.8%
- This costs \$150 billion annually in missed appointments
- 21 daily appointment slots x \$150 per appointment x 264 business days = \$156,340.80/provider/year
- On average, it takes 8.1 minutes to schedule an appointment
- It takes 2 seconds to ask "Do You Have Transportation?"



DO YOU HAVE TRANSPORTATION?
Boone | Davis | Jasper | Madison | Marion | Story | Warren

1 (877) 686-0029 | erides@ridehirta.com

Do you have transportation?

The Materials

We currently have:

- Magnets
- Notepads with "Do you have transportation?" listed on the first bullet. This can also be used to write down the patient's appointment details.
- Infographic (above) to demonstrate the need of this project

Those are our current offerings we have on-hand. If there is another product that works best at your facility or you'd be interested in seeing, reach out to us and we will try to accommodate!

Other possible materials:

- Pens
- Sticky notes
- Stationary

What do you do?

- The "Do you have transportation?" project is an awareness campaign
- We ask that you ask "do you have transportation?"
- Hand out the materials to patients
- What you do is up to you!

What do we do?


- Provide facilities with the materials and restock when necessary
- Help implement the program at your facility
- Track results from the program
- The rest of the work!

If you're interested in learning more about this project or would like to discuss bringing Do You Have Transportation? to your facility, fill out the contact form below!

Name: Email: Phone:

Message:

Send Message

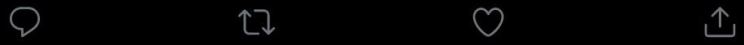
 **HIRTA Public Transit**
@rideHIRTA


Follow along with us as HIRTA joins in on [@nat_rtap's #RuralTransitDay](#) Twitter Chat!

1:01 PM · Jul 16, 2021 · Twitter Web App

||| View Tweet activity

1 Quote Tweet 2 Likes



 Tweet your reply Reply

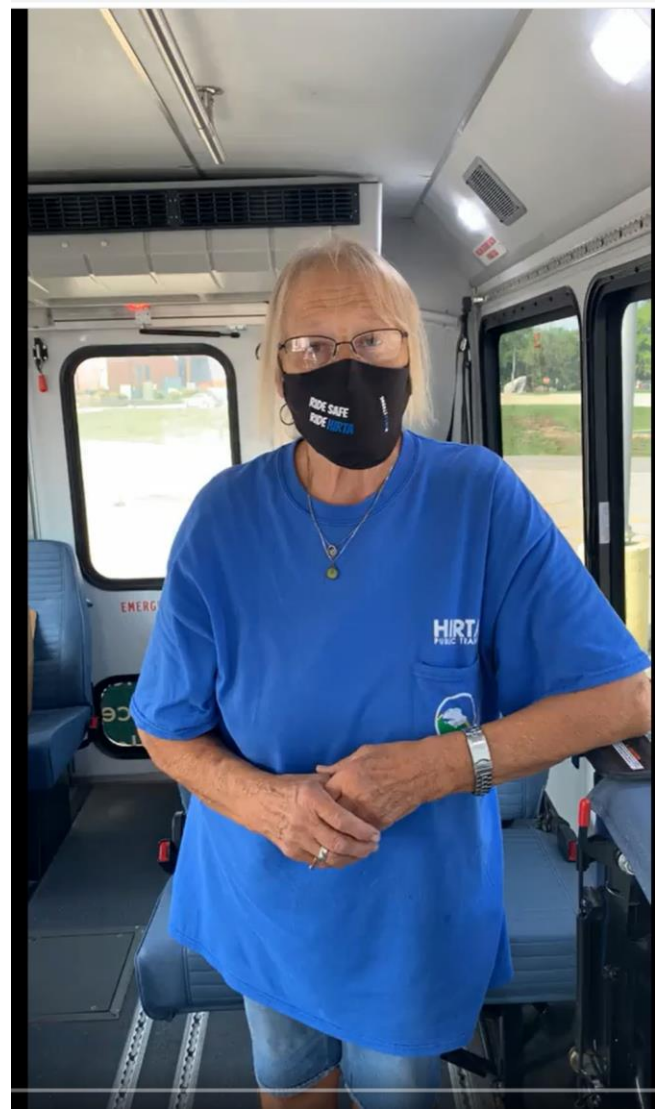
 **HIRTA Public Transit** @rideHIRTA · Jul 16
Replying to [@rideHIRTA](#)
A1: Rural Transit means connecting the community with a valued service. We act as a bridge to those who rely on public transportation to get where they need to go. The best part is being able to make a difference in a rider's life. [#RuralTransitDay](#)


1 2 7

 **HIRTA Public Transit** @rideHIRTA · Jul 16
A2: Urban and rural transportation can work together to help ensure EVERYONE has equal access to transportation. [#RuralTransitDay](#)



2 4

 **HIRTA Public Transit** @rideHIRTA · Jul 16
A3: COVID has impacted us, like so many others. HIRTA is still being diligent with safety and cleaning procedures. Right now, we are educating the public that public transit is safe to ride and we're ready to welcome them back! [#RuralTransitDay](#)



 **HIRTA Public Transit** was live.
Published by Danny Schnathorst · July 16

We are live with Karen from Newton!

  3 67 Views

98 People Reached 3 Reactions, Comments, and Shares





67 3-Second Video Views Retention Curve

[View More Video Details](#)

 Like  Comment  Share 

[Comments](#) [Hide](#)

Be the first to leave a comment.

 Comment as HIRTA Public...   





HIRTA Public Transit

@rideHIRTA

July 16th was [#RuralTransitDay](#). We celebrated by giving away free rides and handing out bags filled with treats, merch, gift cards, and more!

We ❤️ our HIRTA family! Thanks to our riders, staff and our communities.

Watch our Rural Transit Day video here:
youtu.be/5mb_5rD83gE



2:48 PM · Jul 19, 2021 · Twitter Web App

View Tweet activity

1 Retweet 10 Likes

RIDE SAFE & RIDE HIRTA

COVID-19 RESPONSE

AS OF JULY 6, 2021



RIDERS AND DRIVERS ARE REQUIRED TO WEAR A MASK. IF YOU NEED A MASK, YOUR DRIVER WILL PROVIDE ONE FREE OF CHARGE.



THE BUSES ARE CLEANED REGULARLY THROUGHOUT THE DAY AND DEEP CLEANED EVERY NIGHT.



STAY HOME IF YOU ARE FEELING ILL OR HAVE BEEN EXPOSED TO COVID-19.



ALL SEATS ON THE VEHICLES ARE OPEN. SOCIAL DISTANCING IS ENCOURAGED WHEN POSSIBLE.



IT'S IMPORTANT FOR HIRTA AND OUR CUSTOMERS TO WORK TOGETHER TO BEAT COVID-19!

As we begin our return to normal, we remain diligent in cleaning and safety measures to ensure everyone is safe.

riders@harta.com

(877) 888-0029

Follow our social media channels for regular updates.

@harta

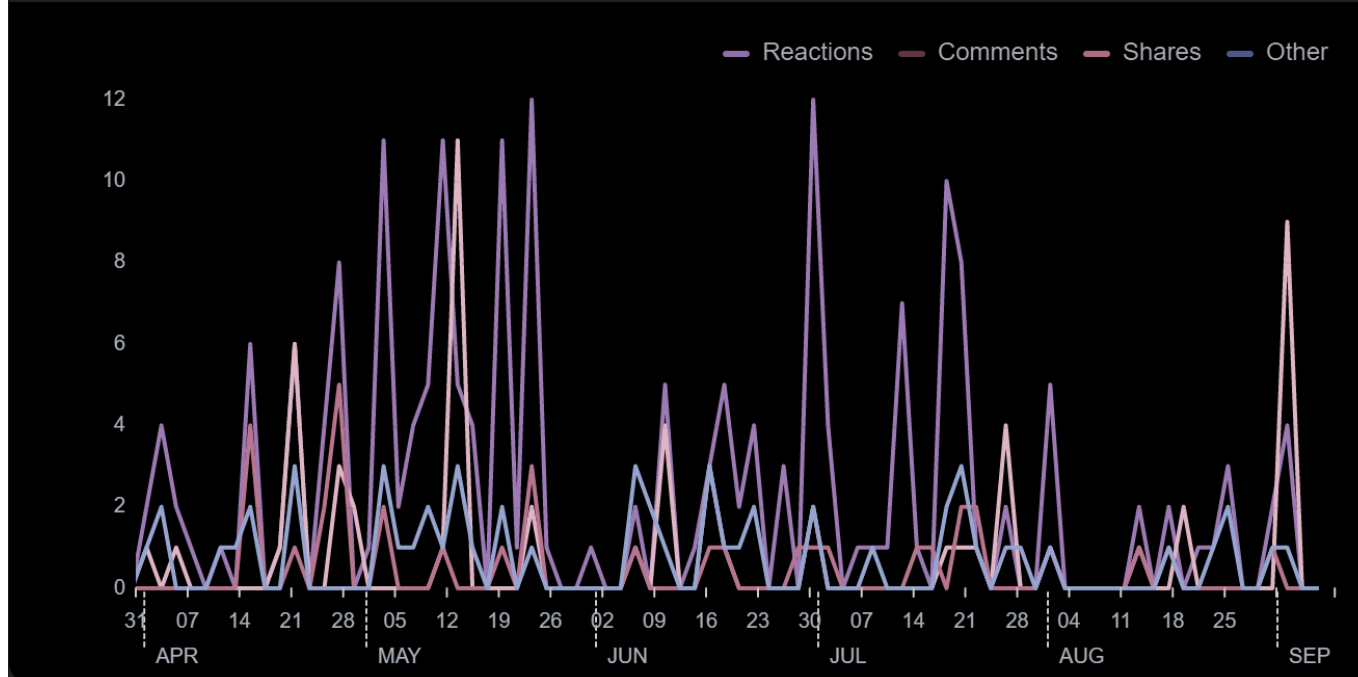
@harta

HIRTA Public Transit is engaging riders & others in central Iowa to let them know America's Open and Transit's Open! The campaign focuses on rider outreach, with positive results – a 9% increase in riders in June compared to May – and messaging on bus-cleaning protocols and safety measures to reassure riders, plus a monthlong wellness challenge promoting self-improvement tips. HIRTA's health priority can be found on their website: <https://bit.ly/3xKEiou>

Reactions, Comments, Shares and More

Create Post

These actions will help you reach more people.



BENCHMARK
Compare your average performance over time.

- Reactions
- Comments
- Shares
- Other

The background features abstract geometric shapes in blue, green, and yellow. A large blue shape is in the upper left, a green shape is below it, and several yellow shapes are on the right side, all overlapping and creating a dynamic, modern look.

Identify and develop funding and partnership strategies for broadening access to transit services by expanding hours, geographical reach and diversifying modes of transportation



What do you know about HIRTA? Check all that apply



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- I have never heard of HIRTA
- I have heard of HIRTA, but don't know what they do
- I thought they only provide service to the elderly and those with disabilities
- I have heard of HIRTA, and I use them
- I have heard of HIRTA, and know someone who uses them
- I have heard of HIRTA, but don't need their service

Boone, Dallas, Madison



Jasper, Marion, Warren



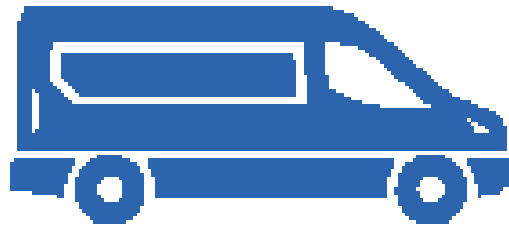
Story



0 5 10 15 20

The background features abstract geometric shapes in blue, green, and yellow. A large blue shape is in the top right, a green shape is in the top left, and several yellow shapes are in the bottom right. The text is positioned on the left side of the slide.

Identify and research options for offering same-day services, increasing dispatcher hours and decreasing telephone hold times



JOIN US TO LEARN ABOUT OUR

STORY VAN POOL PROGRAM

Listen while we present about the van pool program in Story county and your morning coffee is on us!

September 15th, 2021

7:30 - 8:30 am

Register for the event by clicking [here](#)



@RideHIRT



@RideHIRT



www.RideHIRT.com

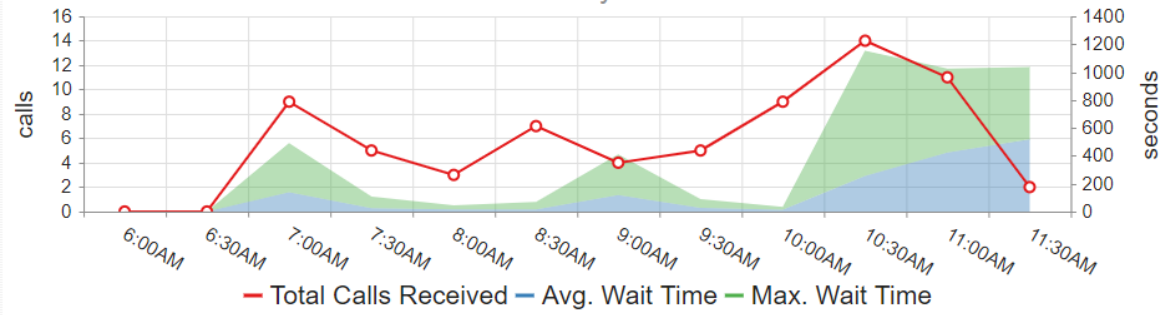




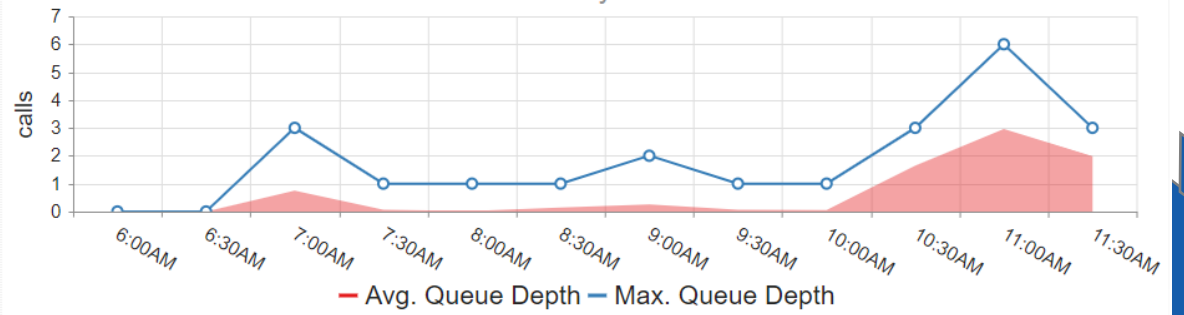
Ride HIRTA

1-877-686-0029 | erides@ridehirta.com
www.ridehirta.com | [f](#) [t](#) [in](#) @ridehirta

Queue History: CustServ



Queue History: CustServ



Display Vehicle activity on: 5/17/2017

Display Device activity between the following two times: 5/17/2017 12:00:00 AM - 11:00:00 PM

5 Vehicles/Devices Tools

Vehicle	Driver	Device	Route	Run
7649 pull-a	Marty (. 39		ADC - OUT OF TOWN	
7649 pull-a	Carl (28 - 39		(*VEH)7649	
Pool: Pella(Menon)				
5515 pull-a	Bill (16) - 03		(*VEH)5515	
7651 pull-a	Ron (2) - 12		Little COC PM	
7651 pull-a	Ron (2) - 12		Small COC AM	
7651 pull-a	Ron (2) - 12		(*VEH)7651	
6527 pull-a	Gary (3 - 15		(*VEH)6527	
Pool: Knoxville(Marion)				
5525 pull-a	Randy (. 08		Knoxville-Pella COC PM 2	
5525 pull-a	Randy (. 08		(*VEH)5525	
5525 pull-a	Randy (. 08		Knoxville-Pella COC AM 1	
5525 pull-a	Randy (. 08		LPE SKILLS	
5519 pull-a	Chuck (. 09		(*VEH)5519	
5523 pull-a	Bobby (. 11		(*VEH)5523	
5524 pull-a	Bob (34 - 13		(*VEH)5524	
8726 pull-a	Ron (28 - 17		Knoxville-Pella COC AM 2	
8726 pull-a	Ron (28 - 17		Knoxville COC PM 2	
8726 pull-a	Ron (28 - 17		(*VEH)8726	
Pool: Jasper				
7641 pull-a	Carroll (. 07		(*VEH)7641	
5522 pull-a	Edward - 14		(*VEH)5522	
5522 pull-a	Edward - 14		Willowbrook Dr Town	
5526 pull-a	John (7 - 18		(*VEH)5526	
5521 pull-a	Jim (50 - 21		(*VEH)5521	
5521 pull-a	Jim (50 - 21		Morning Options	
5521 pull-a	Jim (50 - 21		CongregateMeals	
3328 pull-a	Jim (24 - 24		(*VEH)3328	
3325 pull-a	Den (75 - 25		Bus 3	
3325 pull-a	Den (75 - 25		5 PM PI Run	
3325 pull-a	John (8 - 25		Willowbrook Dr Town	
3325 pull-a	John (8 - 25		(*VEH)3325	
3325 pull-a	John (8 - 25		PI West Route	
3325 pull-a	Den (75 - 25		Optima Pickup	
3325 pull-a	Den (75 - 25		Optima Return	
3326 pull-a	Richard - 26		(*VEH)3326	
3326 pull-a	Richard - 26		Bus 2	
3326 pull-a	Richard - 26		Daycab Return	
3326 pull-a	Richard - 26		PI Central Route	

Level 15

10:01 AM (closest point # 1012 at 10:02:12 AM)

5/17/2017 06:00:00 AM - 5/17/2017 04:00:00 PM

Questions about
the presentation?

Agenda

Sustainability (next steps)

Final questions

Closing

Contacts

Thank you!

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Danny Schnathorst – dschnathorst@ridehirta.com

Mildred Chihak – mchihak@ridehirta.com



HIRTA