

Transportation

Vision:

The City of Iowa City is committed to providing a transportation system that offers safe and efficient modes of travel for all users while balancing the need to protect our social and natural environment.

Transportation Goals and Strategies:

Accommodate all modes of transportation on the street system.

- Design arterial streets as “complete streets” where all modes of transportation are considered, including private motorized vehicles, transit, pedestrians, and bicyclists as required by the City’s adopted Complete Streets Policy.
- Require sidewalks on both sides of city streets.
- Continue the existing sidewalk infill program to close gaps in the sidewalk network.
- Construct capacity improvements where appropriate for the street system.
- Perform preventative maintenance to ensure overall system preservation.

Encourage walking and bicycling.

- Encourage pedestrian-oriented development and attractive and functional streetscapes that make it safe, convenient, and comfortable to walk.
- Work with the Iowa City Community School District to provide safe routes to schools.
- Provide crosswalks and pedestrian signals where appropriate.
- Provide on-street bicycle accommodations where appropriate—focusing on areas identified in the adopted Metropolitan Bicycle Master Plan.
- Provide separated trails where appropriate—focusing on areas identified in the adopted Metropolitan Bicycle Master Plan.
- Provide other bicycle infrastructure projects where appropriate—focusing on areas identified in the adopted Metropolitan Bicycle Master Plan.



Photo courtesy of the Press Citizen: photo by Brad Parsons.

The Burlington Street Bridge is a vital artery in Iowa City’s transportation system and provides the most direct connection between east and west Iowa City. But for cyclists it is a daunting challenge. Bike advocates and transportation planners are working on a way to make this corridor a safe and appealing part of the bicycle network.



The transit systems of Iowa City, Coralville, and the University of Iowa Cambus now have a coordinated, GPS-based information system called Bus on the Go (or BONGO for short). Bongo provides real-time passenger information that allows riders to find current bus locations as well as predictions for upcoming bus arrivals via a smart phone, text message, web, or telephone.

The system is designed to make transit use more efficient and convenient—no more standing out in the cold waiting for a bus that is running behind schedule.

Promote use of public transit.

- Continue to monitor transit on-time performance.
- Ensure adequate levels of transit service during peak travel periods.
- Continue to maintain and upgrade transit capital equipment as necessary.
- Explore innovative ideas to increase transit ridership – like implementing the ‘Bus On The Go’ information system.
- Continue and augment marketing campaigns to encourage bus ridership.
- Continue to support efforts to secure Amtrak rail service in the central Iowa corridor.
- Implement and promote a car-sharing program.
- Explore opportunities to develop a local light rail system along the CRANDIC rail line.

Maximize the safety and efficiency of the transportation network.

- Continue to evaluate traffic signals on a five-year cycle.
- Ensure that all street signs meet retro-reflective requirements for nighttime visibility.
- Continue to coordinate transit routes and programs with Coralville Transit and the University of Iowa Cambus system.
- Continue to identify high collision locations and employ strategies to reduce the occurrence and severity of those collisions.
- Collaborate with neighboring communities on transportation projects with regional benefits.
- Implement techniques outlined in the City’s adopted traffic calming program where appropriate.

Maximize mobility for the elderly and persons with disabilities.

- Ensure that sidewalks, trails, curb ramps, traffic control devices, street markings, and parking facilities accommodate the elderly and persons with disabilities.
- Continue provision of complimentary paratransit service .
- Continue to provide lift equipment for all public transit vehicles .
- Use appropriate font and text size on street signage to ensure maximum readability.

Encourage economic vitality through transportation innovation and investment.

- Encourage capital transportation investment that promotes access to major employment centers.
- Construct municipal parking structures in convenient locations to promote and preserve the pedestrian-oriented character of central city commercial areas, including Downtown, Northside Marketplace, and Riverfront Crossings.
- Design municipal parking structures in a manner that will not interrupt the pedestrian environment, i.e. by constructing residential or storefront liner buildings with ancillary uses such as day-care centers and workforce housing.
- Preserve Downtown on-street parking for short-term users by encouraging the use of structured parking facilities for long-term parking.



Completed in 2005, the Court Street Transportation Center is a 600-space parking garage and Iowa City's first formal park-and-ride facility for commuters. The building includes a new inter-city bus terminal and route stops for Iowa City Transit and the University of Iowa CAMBUS. Bicycle lockers and covered bike parking are also provided. The facility is designed with active street level uses—commercial liner buildings include a childcare center and restaurant. In 2010, lighting in the facility was updated with LEDs (light-emitting diodes). LEDs have a lifespan that is three times that of conventional lighting and with reduced energy costs, the lights will pay for themselves.