

VISION FOR TRANSIT

The Iowa City Area Transit Study (ICATS) 'Vision for Transit' is based on public feedback and is not cost-constrained. This vision imagines a transit system that connects most parts of the Iowa City area, operates frequently, and serves riders early in the morning and late at night. The 'Vision for Transit' imagines a transit system that is free to Iowa City Transit riders and includes on-demand service for people living in lower-ridership neighborhoods.



Summary of Improvements:

- All Iowa City Transit service is fare-free
 - Communities that have switched to fare-free service have seen ridership increase by between 30% and 100%
- Eleven corridors in the Iowa City area have 15-minute service between 6:30 AM and 7:00 PM and 30-minute service at other times:
 - Approximately 65% of all Coralville and Iowa City residents would be within a ½-mile walk of 15-minute service
 - *Coralville Corridors:*
 - Iowa City to Iowa River Landing
 - Iowa City to 5th Street to Coral Ridge Mall
 - *Iowa City Corridors:*
 - Dubuque Street to the north
 - Westwinds Drive – Melrose Avenue – downtown Iowa City
 - Westside Drive – Highway 6 Walmart – downtown Iowa City
 - E Court Street
 - E Jefferson Street/E Market Street between downtown Iowa City and Dodge Street
 - Oakcrest route
 - South Iowa City – downtown (Broadway route)
 - Mall route
 - Towncrest route
- Sunday service on all routes from 7:00 AM to 9:00 PM, every 30 minutes
- Saturday service on all routes from 7:00 AM to midnight, every 30 minutes
- Service operates until midnight on weekdays
- On-demand 'Night Owl' service, operating from approximately 11:00 PM to 6:00 AM
 - A partnership with Lyft/Uber/taxi that provides subsidized rides during the late-night period when fixed-route service is unavailable or sporadic
- On-demand service in municipalities that aren't within ¼-mile of fixed routes, including late at night
 - A partnership with Lyft/Uber/taxi that provides subsidized rides to people living in areas that aren't served by fixed-route transit
- A new crosstown route connects key destinations in South Iowa City and West Iowa City without requiring a downtown transfer


Summary of Approximate Costs:

- Approximately \$12,000,000 in startup capital costs to operate the service
- Approximately \$18,000,000 per year in additional operating costs


Vision for Transit



15-minute all-day service on multiple corridors




Later evening service



Crosstown service




Free to all users!



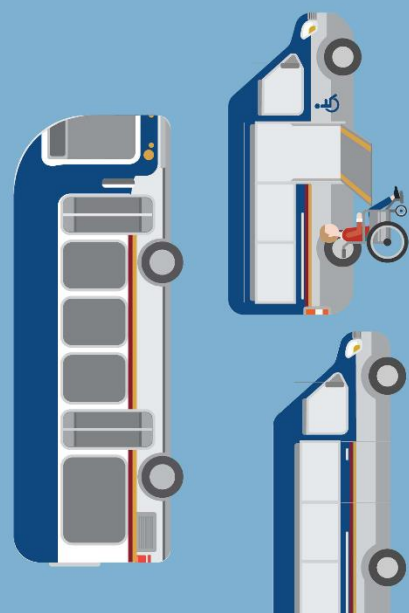
Sunday service




Upgraded Saturday service



Shared and improved bus stops



On-demand service to lower-density areas



Integrate transit with bicycle facilities