



8 OUTREACH SUMMARY

This chapter summarizes outreach conducted as a part of the Iowa City Area Transit Study (ICATS). Most of the outreach conducted during the ICATS can be separated into five distinct phases. These phases are listed below, along with the summary and analysis work for each phase that is found in this chapter.

- **September 2019 onboard survey analysis:** This section of the chapter analyzes results from the 2019 onboard survey conducted as a part of the ICATS ride check. It provides baseline information on how people use transit in the Iowa City area.
- **Fall/winter 2019 Design Your Own System survey analysis:** This section analyzes results from the interactive online Design Your Own System survey that was open to the public in fall and winter of 2019. It provides information on community members' goals and vision for transit in the Iowa City area.
- **November 2019 outreach summary:** This section summarizes in-person outreach conducted by the ICATS team in November 2019. This outreach included open houses, operator interviews, and stakeholder meetings, and focused on gathering information on the community's goals and vision for transit.
- **January 2020 outreach summary:** This section summarizes in-person outreach conducted by the ICATS team in January of 2020. This outreach included open houses, operator interviews, and stakeholder meetings, and focused on gathering feedback on service scenarios.
- **Winter/spring 2020 survey analysis:** This section summarizes the preferences of survey respondents for the three service scenarios shared on an online survey.

Feedback received during outreach informed initial scenario development and refinement of scenarios into a Preferred Alternative.



SEPTEMBER 2019 ONBOARD SURVEY

Introduction

To learn about current rider behaviors, demographics, and desired transit improvements, an onboard survey was distributed to CAMBUS, Coralville Transit, and Iowa City Transit riders during the ICATS ride check. The paper surveys were distributed in September 2019 and were offered in both English and Spanish. A QR code and URL for an online version of the questions was included on each survey, although only 21 respondents completed the online version. Copies of the English and Spanish survey instruments are in Appendix C.

A total of 2,777 respondents completed the survey. The most completed surveys were collected on CAMBUS trips (1,418 respondents), followed by Iowa City Transit trips (962 respondents) and Coralville Transit trips (397 respondents). The number of respondents that answered each question is indicated on charts and in chart titles with the nomenclature “n=”, with the n-value being the number of respondents or responses.

This analysis examines survey results for each ICATS partner agency, reviewing the answers to each question and identifying key findings.

Key Findings

- Most reported trip activity was either work- or school-related
- Relatively few respondents reported transferring to or from a different transit system (e.g., transferring from Iowa City Transit to Coralville Transit). Many respondents reported transferring within a system; this may be respondent error as operators do not report high levels of intra-agency transfers.
- Most respondents on Coralville Transit and Iowa City Transit paid their fare with a U-PASS (CAMBUS is fare-free)
- Most respondents on all three systems were affiliated with the University of Iowa
- Respondents primarily desired more frequent service, weekend service, and later evening service. Many open-ended comments requested updates to Bongo to make it more reliable.
- Very few respondents desired service to new areas



CAMBUS

This section analyzes the 1,418 survey responses collected on CAMBUS trips.

Travel Behaviors

Survey respondents on CAMBUS trips were distributed across routes at proportions roughly similar to the distribution of systemwide average weekday ridership, with some exceptions (Figure 8-1). The North Hospital Shuttle, Hawkeye-Hospital, Hawkeye Express, and Hospital via Hancher were slightly oversampled, while the Hawkeye Interdorm, Interdorm, and Pentacrest were slightly undersampled. The most responses were collected on the Blue and Red routes, and the fewest total survey responses were collected on the Research Park and Mayflower Shuttle routes.

Figure 8-1 CAMBUS Transit Route Respondent was Riding (n=1,418)

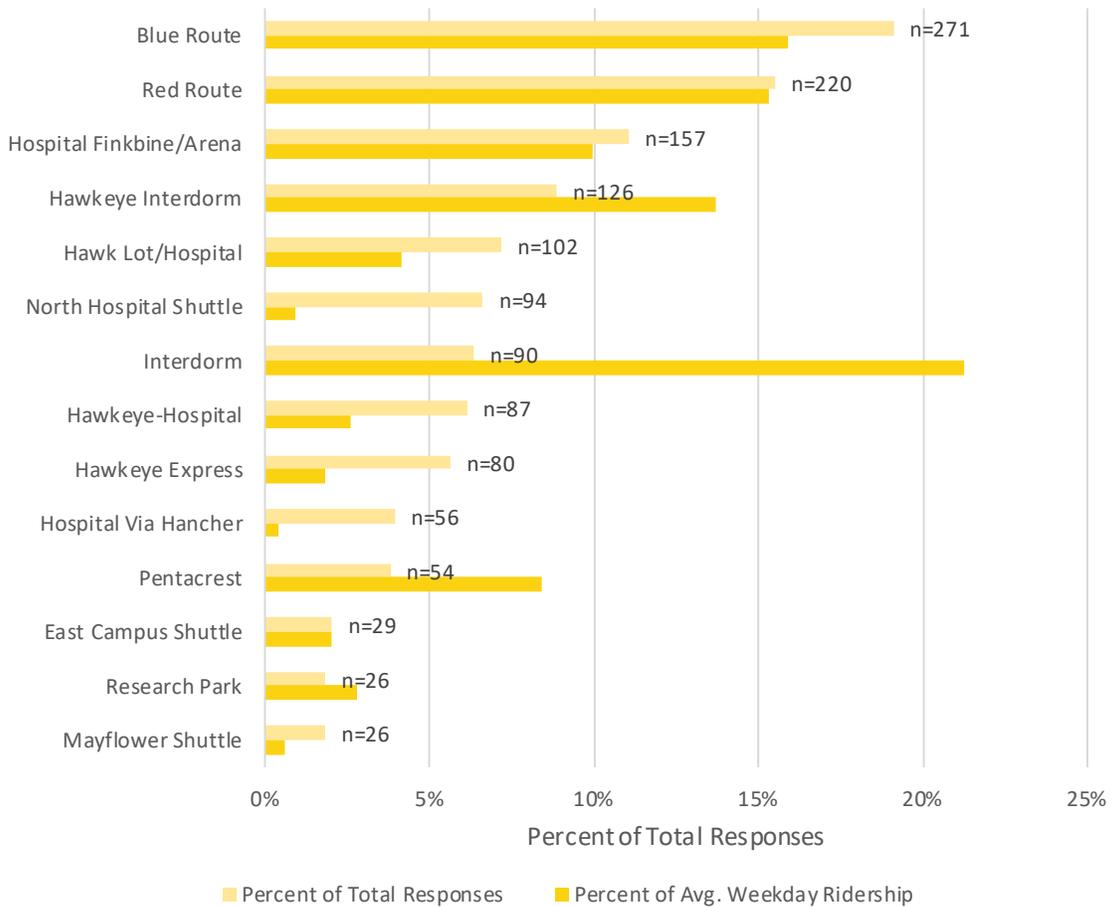
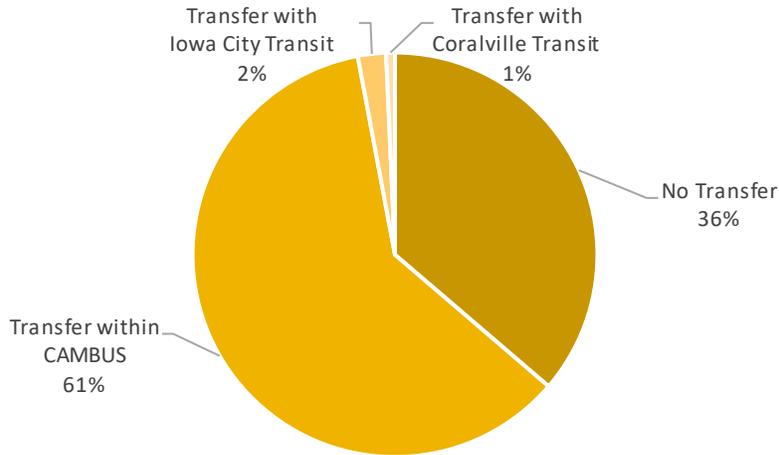




Figure 8-2 shows the percent of respondents who were transferring to or from another route. A majority (64%) reported transferring, primarily to or from another CAMBUS route. Very few respondents transferred to or from a Coralville Transit or Iowa City Transit route. Because operators report there are relatively few transfers within the CAMBUS system, it is likely many respondents misunderstood the question and considered a return trip a transfer.

Figure 8-2 Percent of Respondents Transferring to or From Another Route (n=1,425)

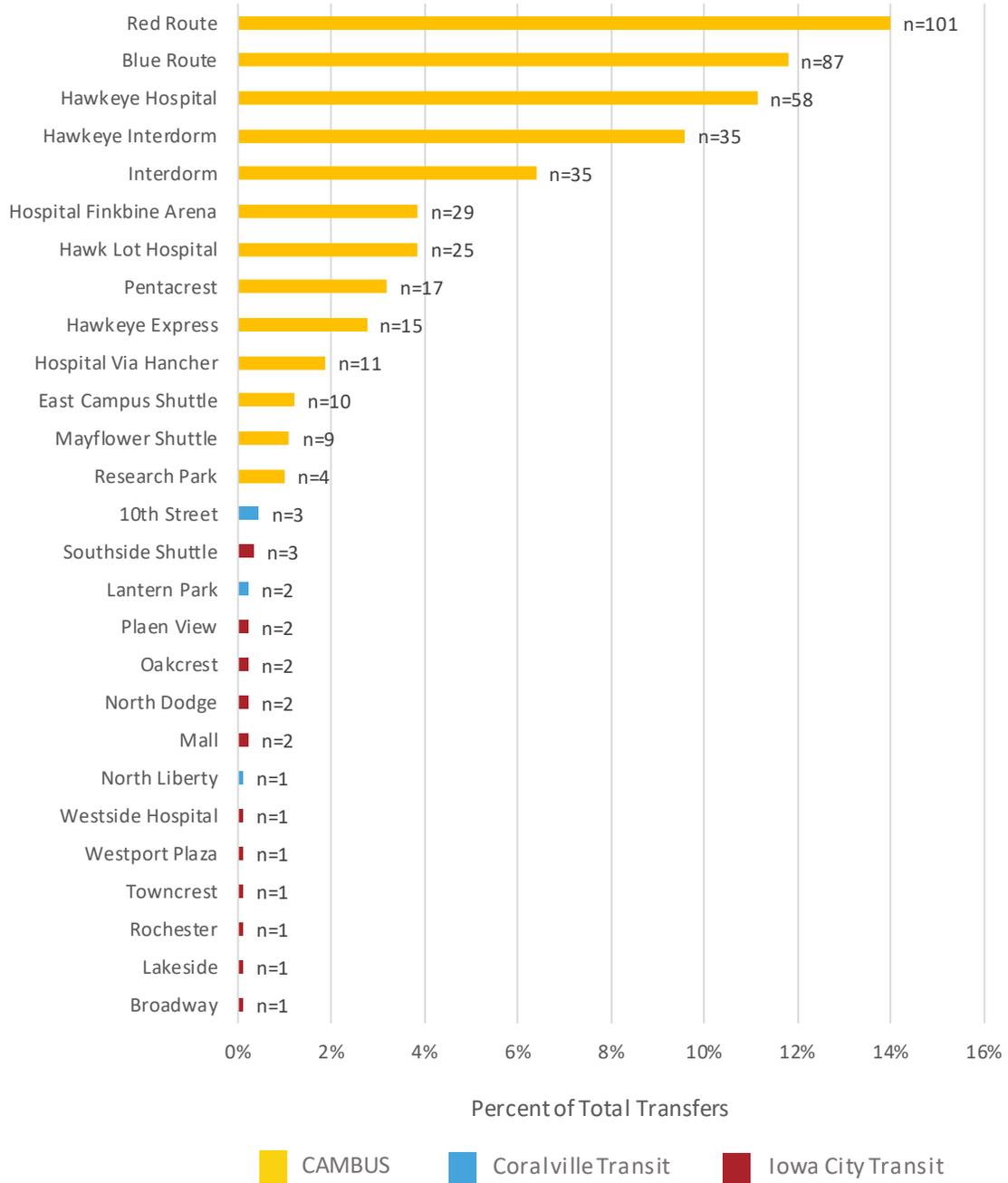


Note: This chart includes online responses.



Figure 8-3 shows the routes with the most reported transfer activity (either to or from the route). A significant number of respondents (233) named only the transit agency they transferred to or from, without specifying the route; these responses are excluded. The route pairs with the greatest number of reported transfers were Red Route/Blue Route, Hawkeye Interdorm/Hawkeye Hospital, and Hawkeye Hospital/Hawk Lot Hospital.

Figure 8-3 Reported Transfer Activity (to or from) by Route (n=1,425)

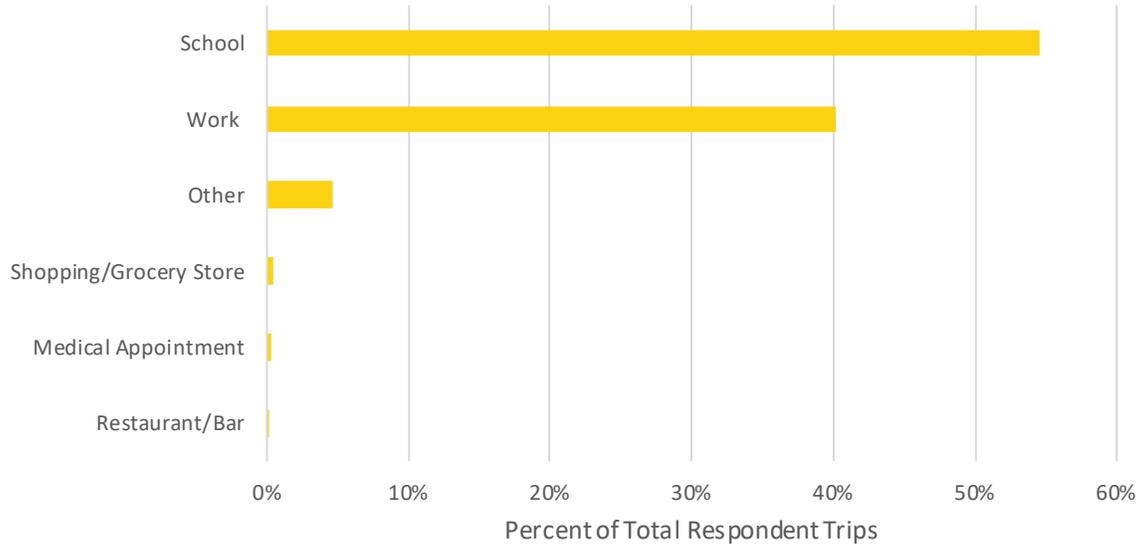


Note: Unidentified routes are not included in this graph. This chart includes online responses.



Figure 8-4 shows respondents' trip purposes. Most respondents (55%) were making school trips, and approximately 40% were making work trips. Very few respondents were using CAMBUS for shopping, restaurant/bar, or medical appointment trips.

Figure 8-4 Respondent Trip Type (n=1,314)



When asked how they would have made their trip if the bus route they were riding was not available, respondents primarily reported that they would have walked (Figure 8-5). Around 20% of respondents said they would have driven alone or used another bus route. Fewer than 5% of respondents reported they would have used other modes or not made their trip. It should be noted that this survey was conducted in September, when the relatively mild weather allows for more comfortable active transportation.

Figure 8-5 Respondent Alternative Mode of Transportation (n=1,403)

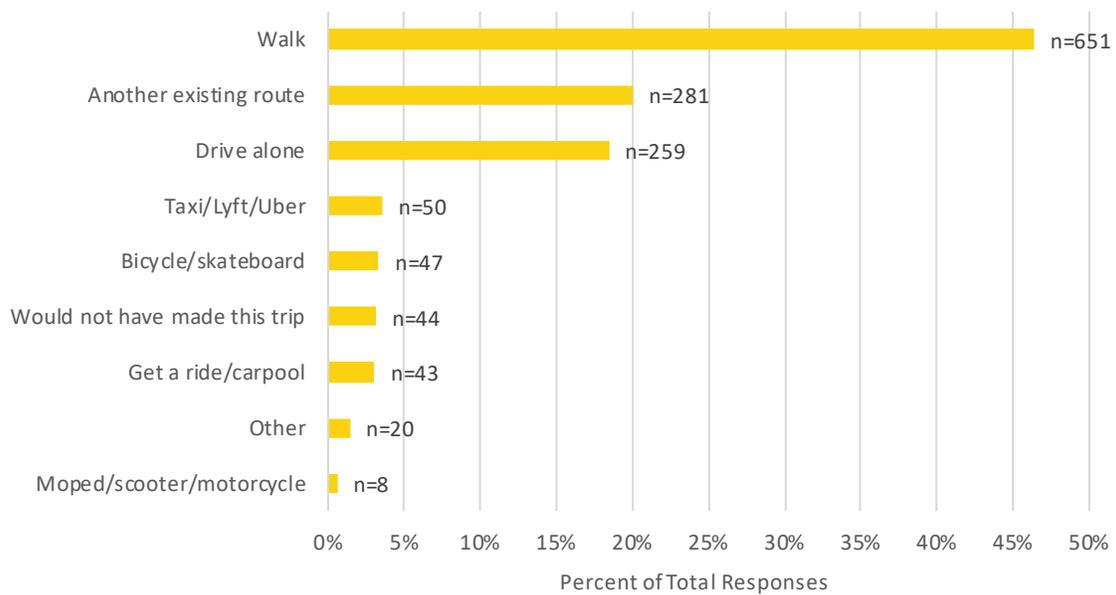
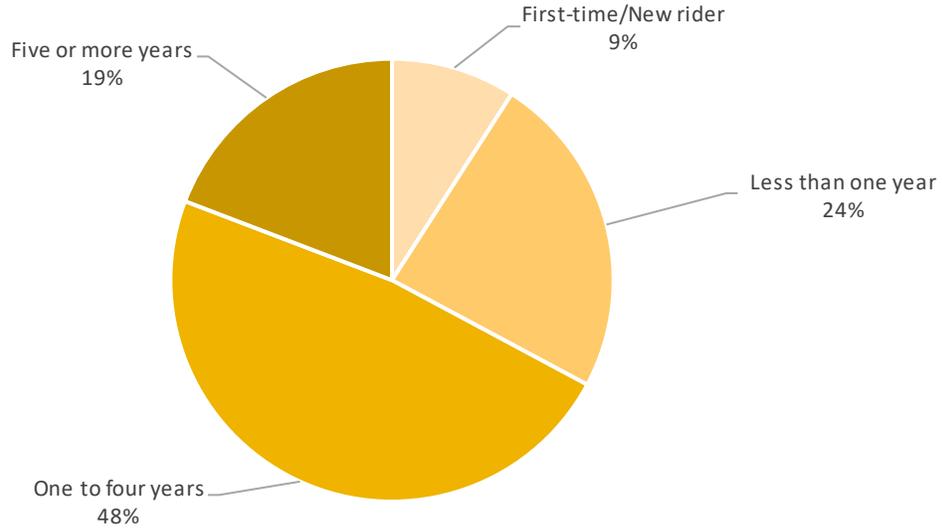




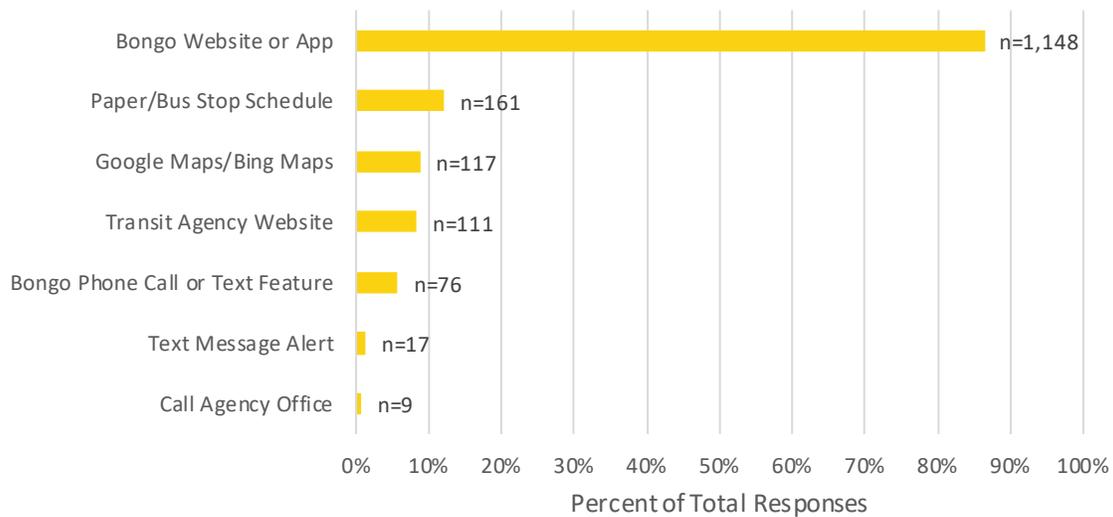
Figure 8-6 shows the number of years respondents have been using CAMBUS. Most respondents reported riding the bus for one to four years, which is likely indicative of CAMBUS' college student ridership base, which consists of riders that typically live in Iowa City for four years. Only 20% of the respondents reported riding CAMBUS for more than five years.

Figure 8-6 Respondent Time Riding CAMBUS (n=1,386)



The vast majority of respondents (86%) reported using the Bongo website or app for checking schedules or obtaining on-time bus information (Figure 8-7). Between 5% and 15% of respondents also reported using paper/bus stop schedules, Google or Bing Maps, the CAMBUS website, and the Bongo phone call/text feature. Very few respondents reported using text message alerts or agency office phone calls.

Figure 8-7 Respondent Source for Schedule/Real-Time Information (n=1,328)

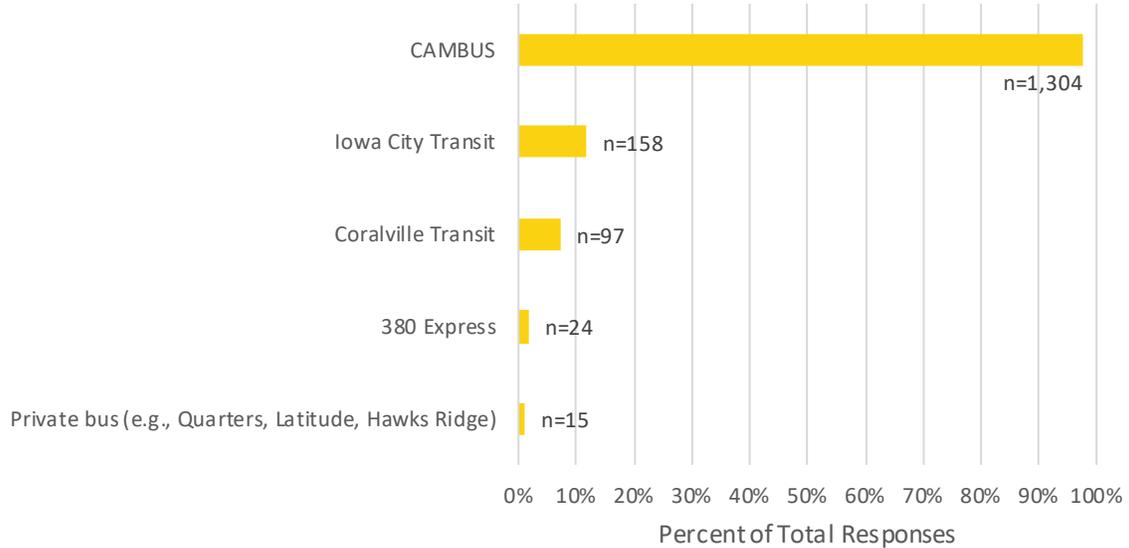


Note: Respondents were able to select more than one answer so percents do not total to 100.



In the past month, most respondents used only CAMBUS (Figure 8-8). Only 12% of respondents used Iowa City Transit and only 7% used Coralville Transit. Very few respondents used the 380 Express or private shuttle buses.

Figure 8-8 Respondent Transit Used in Past Month (n=1,334)



Note: Respondents were able to select more than one answer so percents do not total to 100.

Demographic Characteristics

Most respondents were affiliated with the University of Iowa in some way; approximately 57% were students and 34% were staff (Figure 8-9). Fewer than 10% of respondents were not faculty or students or were affiliated with Kirkwood Community College.

Figure 8-9 Respondent University Affiliation (n=1,399)

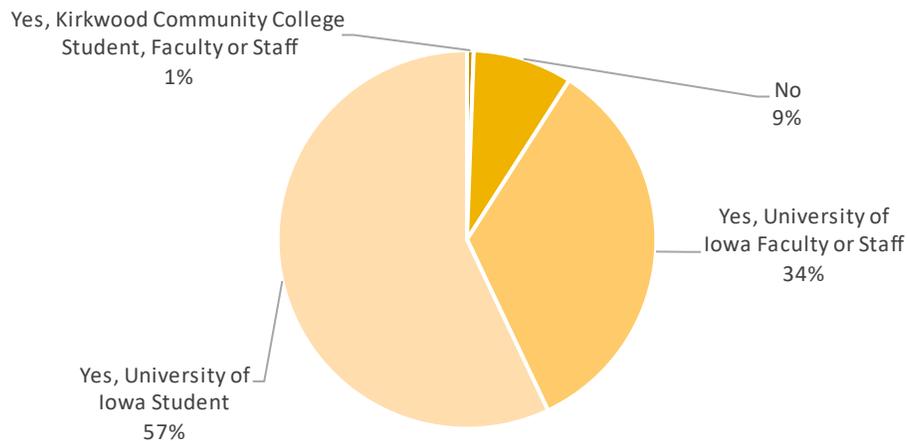
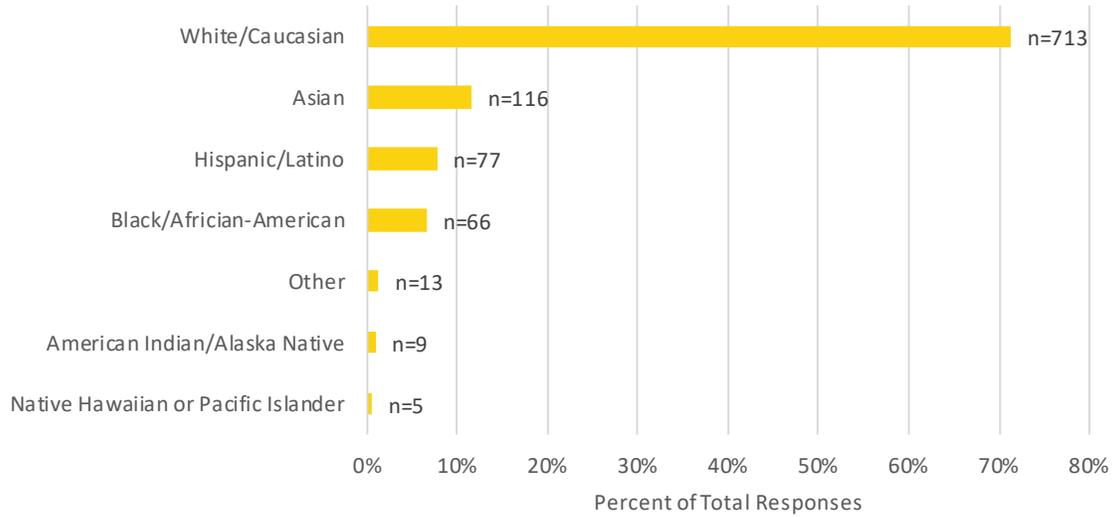




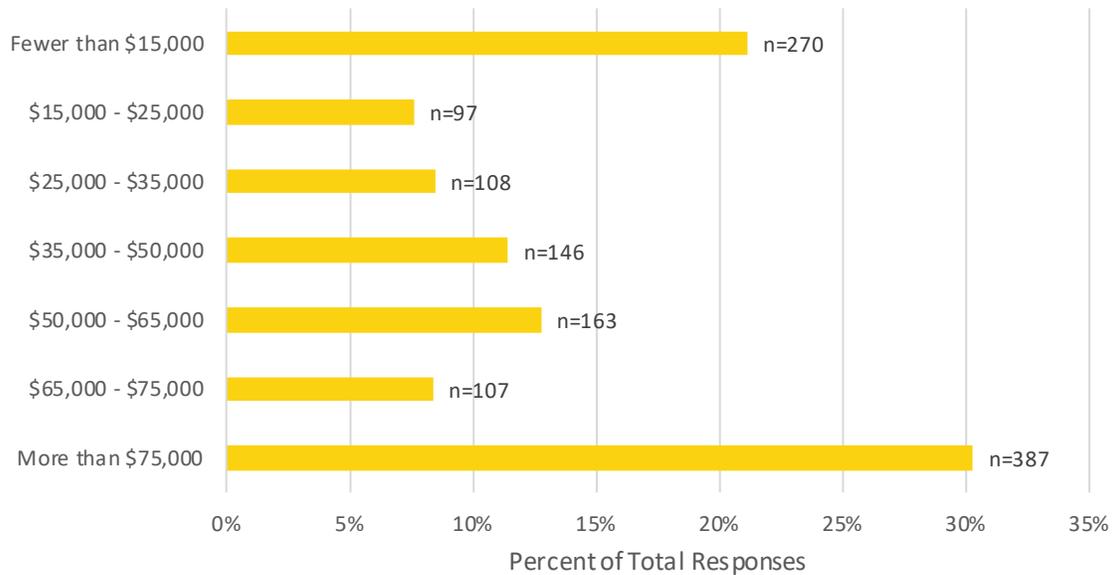
Figure 8-10 shows the race/ethnicity of respondents. The vast majority identified as white/Caucasian and Asian-identifying respondents were the largest racial/ethnic minority group, at 12%.

Figure 8-10 Respondent Race/Ethnicity (n=999)



Approximately 30% of respondents reported living in households with an annual income of \$75,000 or more (Figure 8-11). This figure may reflect the high percentage of university employees that ride CAMBUS (see Figure 8-9). The second-most commonly reported household income was fewer than \$15,000, which likely represents student ridership.

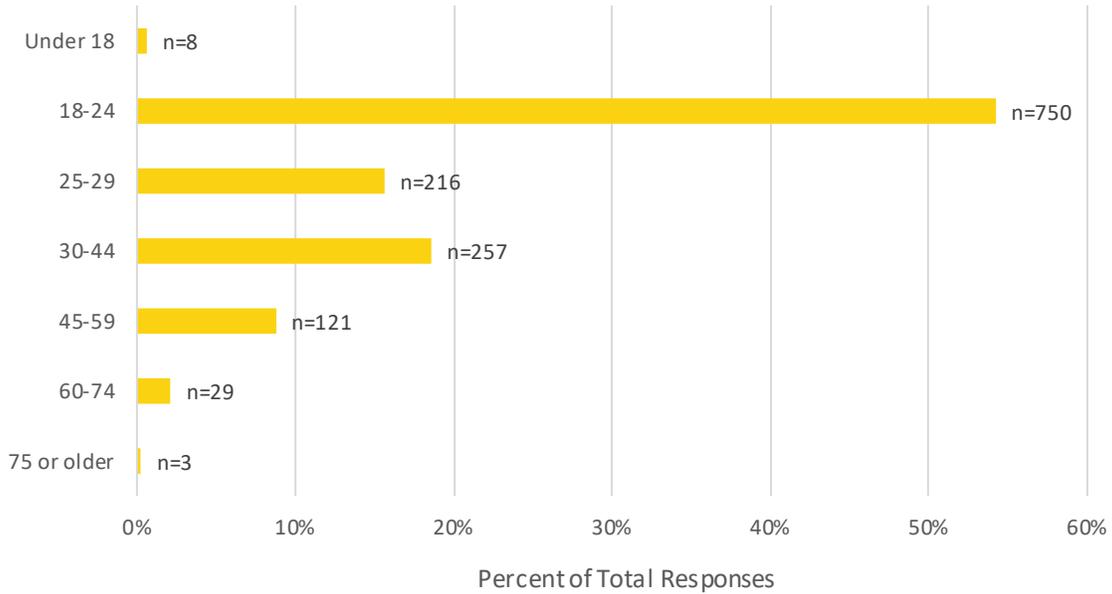
Figure 8-11 Respondent Annual Household Income (n=1,278)





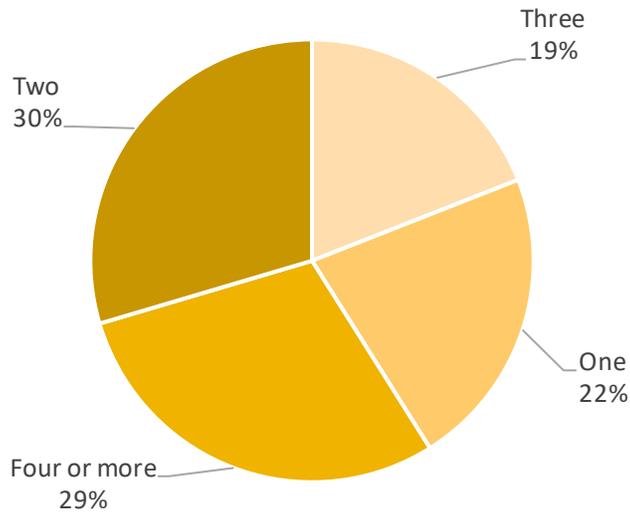
Most survey respondents (54%) were aged 18 through 24 (Figure 8-12). The second-largest group of respondents (19%) was between the ages of 30 and 44. Very few respondents were over age 60 or under age 18.

Figure 8-12 Respondent Age (n=1,384)



The vast majority of respondents (78%) lived in multi-resident households (Figure 8-13).

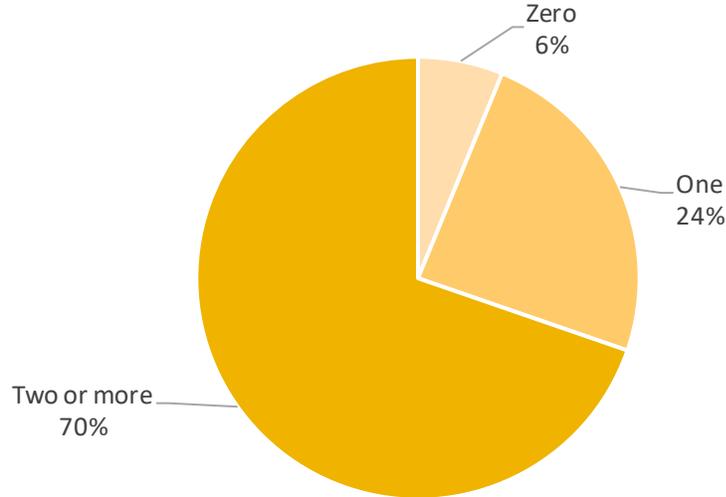
Figure 8-13 Respondent Household Size (n=1,376)





An overwhelming majority (94%) of respondents had at least one vehicle available in their household (Figure 8-14). Only 6% of respondents lived in zero-vehicle households.

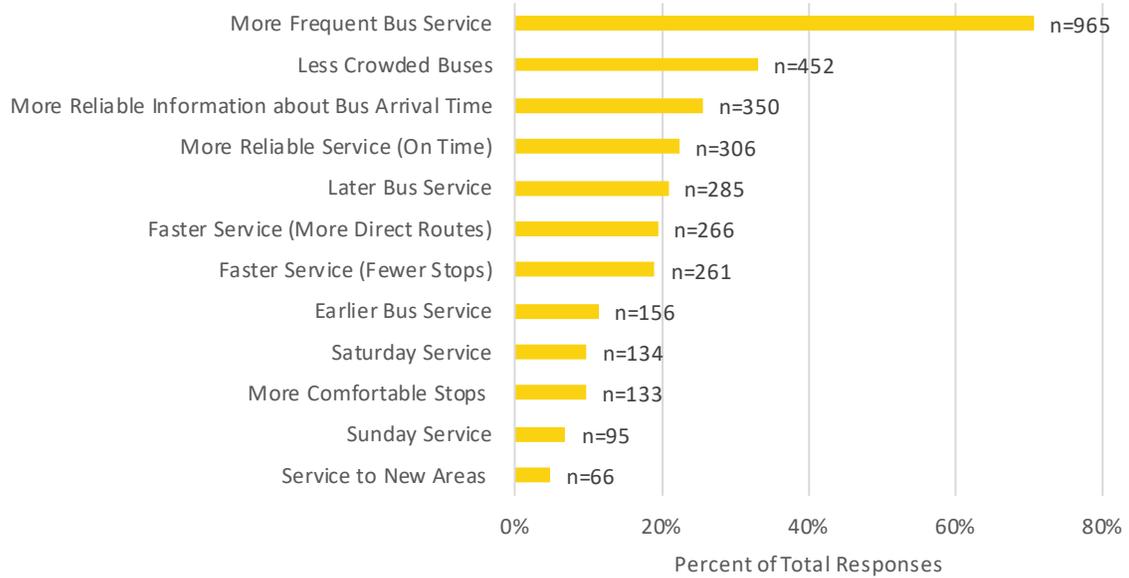
Figure 8-14 Vehicles in Respondent Household (n=1,370)



Desired Improvements

When asked to identify the top three service improvements they would like to see implemented, most respondents selected more frequent bus service and less crowded buses (Figure 8-15). Between 20% and 30% of respondents also identified more reliable buses and real-time information as desired improvements. Very few respondents requested service to new areas, weekend service, or more comfortable stops.

Figure 8-15 Respondent Improvements Desired (n=1,366)



Note: Respondents were able to select more than one answer so percents do not total to 100.



At the end of the survey, respondents were provided an open-response space and encouraged to leave thoughts or suggestions. Several open-ended comments requested updates and fixes for the Bongo app, and other respondents expressed frustration with overcrowded buses. Commenters also requested more frequent service in the mornings and evenings. Multiple respondents requested improved frequency on the HawkLot-Hospital route.

Summary of CAMBUS Rider Characteristics

- Very few respondents reported transferring to or from a Coralville Transit or Iowa City Transit route
- CAMBUS was used almost exclusively for trips to work or school
- Most respondents would walk if their CAMBUS route was unavailable
- Approximately 90% of respondents were University of Iowa students or employees
- Almost all CAMBUS riders have access to a vehicle
- The most desired improvements were increased frequency and less crowded buses. Very few respondents desired service to new areas.



Coralville Transit

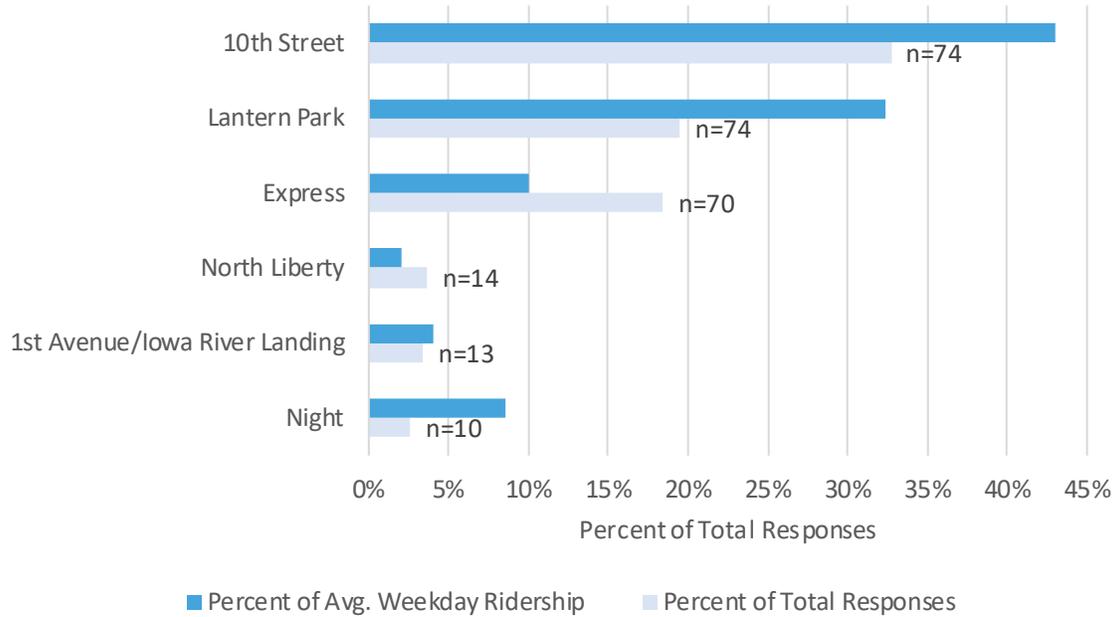
This section analyzes the 397 total survey responses collected on Coralville Transit trips.

Travel Behaviors

Figure 8-16 shows the percentage of survey responses received on each route, compared to the share of average weekday ridership on each route. Most respondents (33%) were riding the 10th Street route, followed by Lantern Park (20%). A significant percentage of respondents (20%) did not identify the route they were currently riding, instead confirming only that they were riding a Coralville Transit route.

By and large, survey responses were collected at similar proportions to a route’s ridership, although the Lantern Park, 10th Street, and Night routes were slightly undersampled, and the Express route was slightly oversampled.

Figure 8-16 Coralville Transit Route Respondent was Riding (n=379)

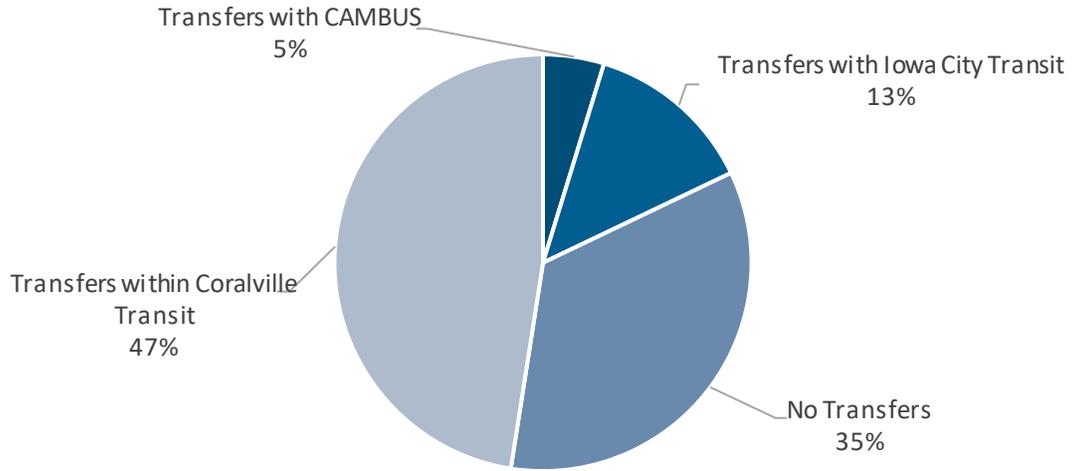


Note: Unidentified routes are not included in this graph.



Figure 8-17 shows the percentage of respondents that reported transferring to or from another route. Approximately 65% of respondents reported making a transfer on their trip, with most of these transfers being within the Coralville Transit system.

Figure 8-17 Percent of Respondents Transferring to or From Another Route (n=394)



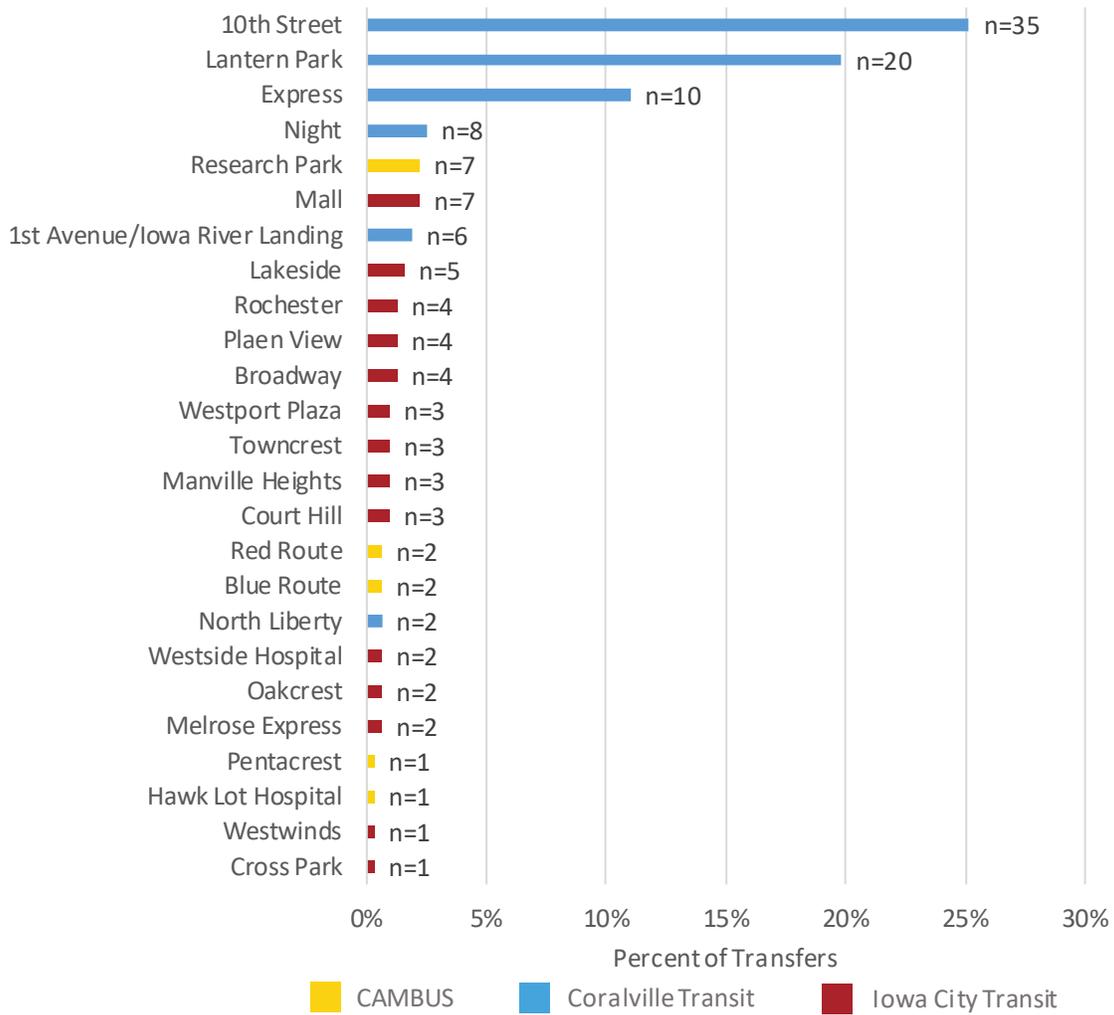
Note: This chart includes online responses.

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Figure 8-18 shows the CAMBUS, Coralville Transit, and Iowa City Transit routes that respondents reported transferring to or from. Most respondents transferred between Lantern Park and 10th Street. Because these routes are peak directional loops, it is likely that many respondents interpreted the question—which asked about “transfers”—as asking about round-trip behavior, and these responses reflect the two routes they used for a round trip.

Figure 8-18 Top Transfers made by Respondents (n=394)

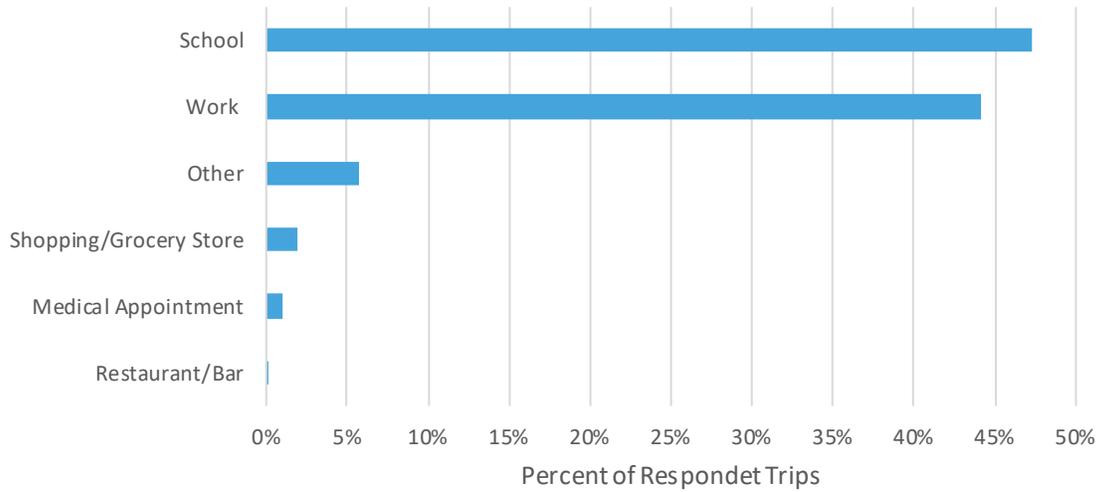


Note: Unidentified routes are not included in this graph. This chart includes online responses.



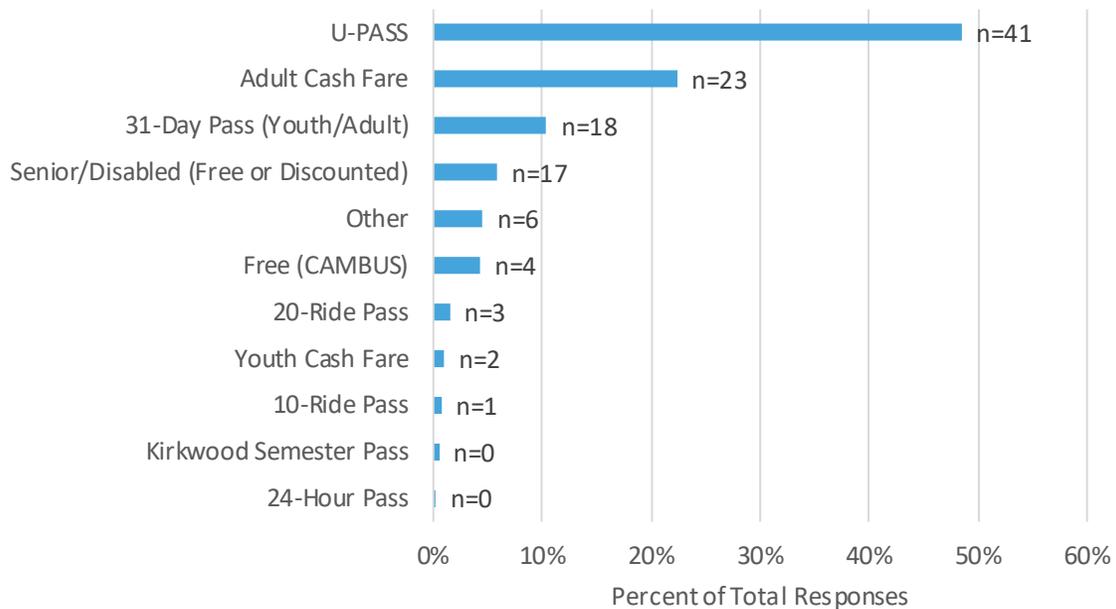
Over 40% of respondents were taking school or home trips, and very few respondents were taking shopping, medical appointment, or restaurant/bar trips (Figure 8-19).

Figure 8-19 Respondent Trip Type (n=1,288)



About half of respondents (48%) reported paying their fare with a U-PASS. The second most-commonly reported fare payment type was adult cash fare, at 22% of respondents. Just over 10% of respondents reported using a 31-day youth or adult pass, and fewer than 10% reported using other fare types. Some respondents reported using fare types that are not accepted on Coralville Transit (e.g., 10-ride pass); this is likely respondent error.

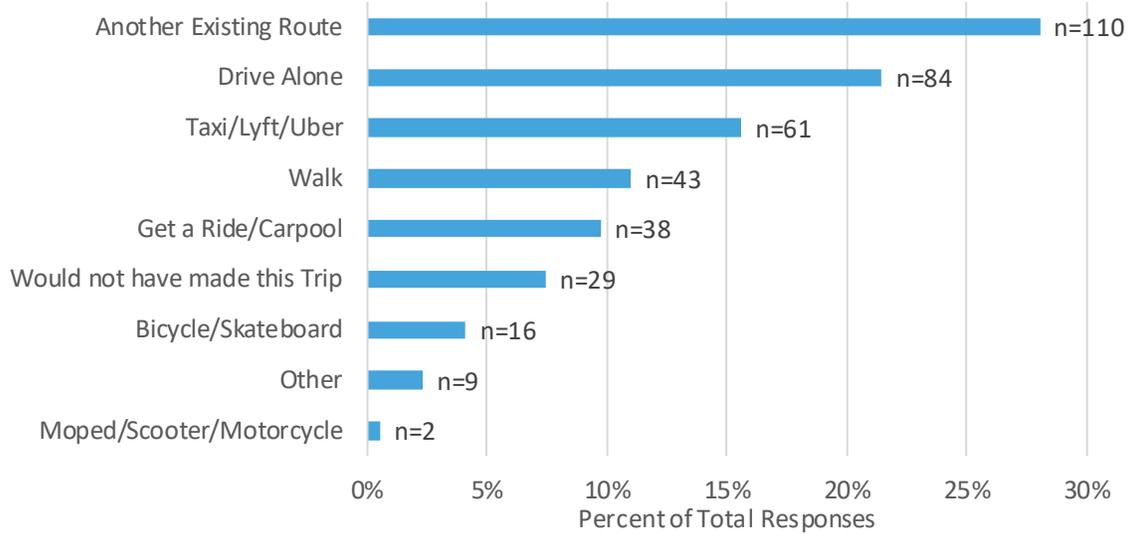
Figure 8-20 Respondent Fare Type for Current Trip (n=394)





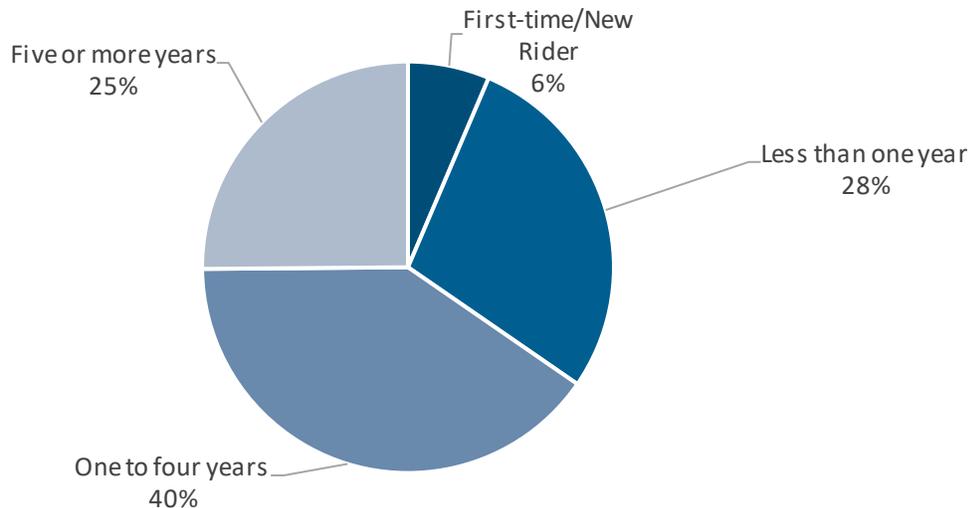
When asked what means of transportation they would have used if the bus route they were currently riding was unavailable, most respondents reported that they would have used another bus route (28%) or driven alone (21%, Figure 8-21). Active transportation options (walking or biking) made up 15% of the responses. About 7% of respondents reported that they would not have made the trip.

Figure 8-21 Respondent Alternative Mode of Transportation (n=392)



Around 40% of respondents reported taking the bus for one to four years, which may be related to the large student population in the area and their typical four-year residence period. Approximately 25% of respondents reported riding Coralville Transit for five or more years.

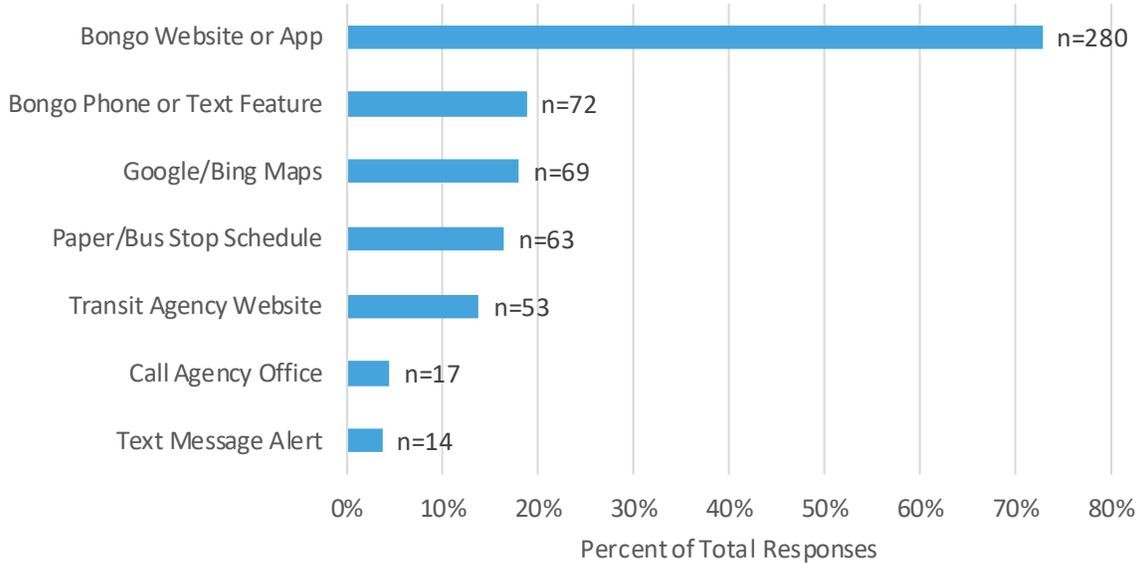
Figure 8-22 Respondent Time Riding Coralville Transit (n=390)





The vast majority of respondents reported using Bongo to access bus schedule or real-time information (Figure 8-23). Calling the agency office and text message alert were respondents' least-used means for accessing this information.

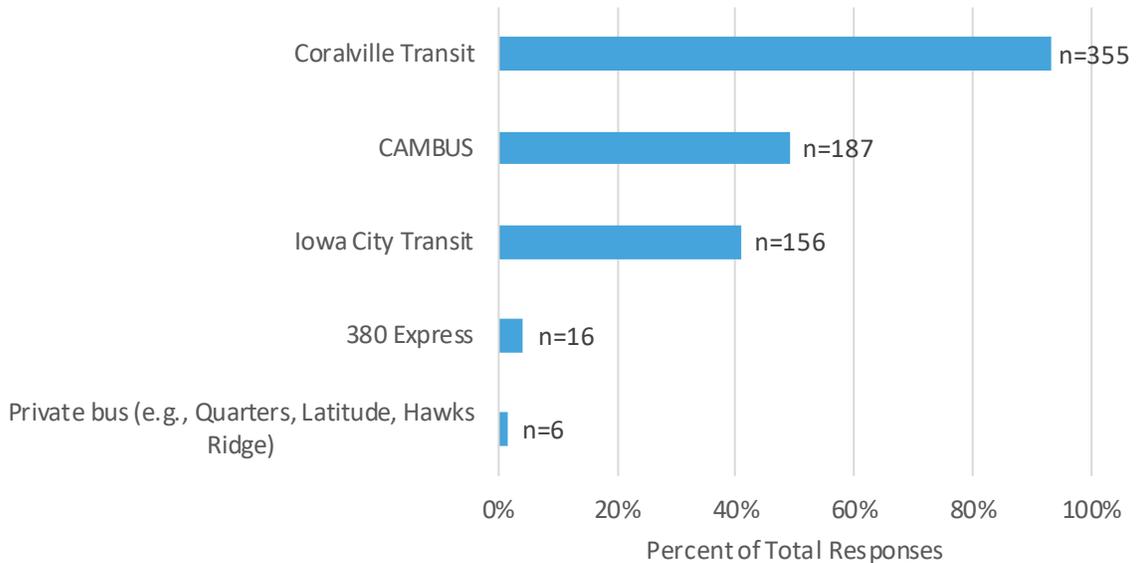
Figure 8-23 Respondent Source for Schedule/Real-Time Information (n=384)



Note: Respondents were able to select more than one answer so percents do not total to 100.

Figure 8-24 shows the different bus services respondents used in the past month. Most respondents (93%) had used Coralville Transit, and 40% to 50% of respondents had used CAMBUS or Iowa City Transit. Very few respondents had used the 380 Express service or a private shuttle bus.

Figure 8-24 Respondent Transit Used in Past Month (n=381)



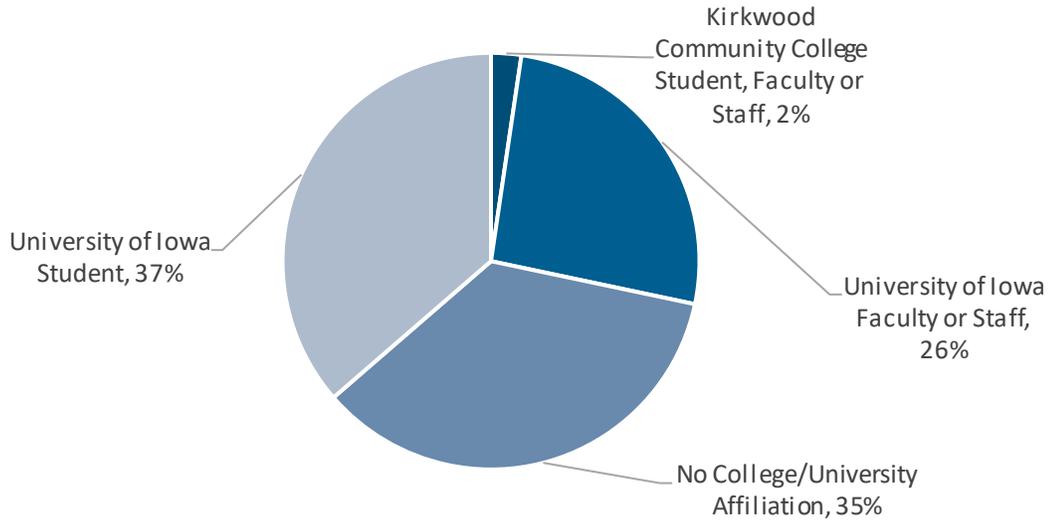
Note: Respondents were able to select more than one answer so percents do not total to 100.



Demographic Characteristics

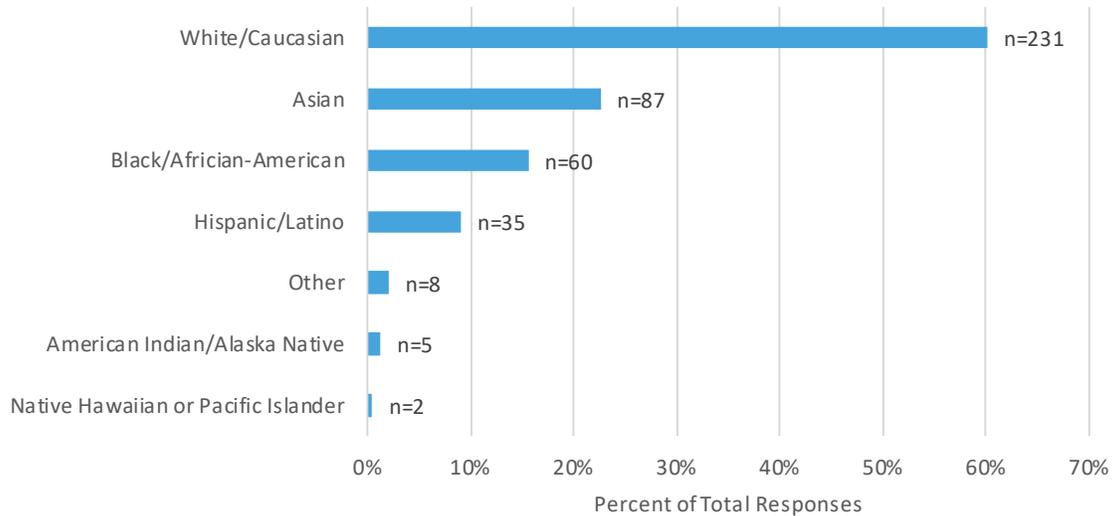
Most respondents who rode Coralville Transit were affiliated with the University of Iowa in some way; 37% were students and 26% were faculty or staff (Figure 8-25). Approximately 37% of respondents were unaffiliated with the University of Iowa.

Figure 8-25 Respondent University Affiliation (n=385)



Most respondents (54%) identified as white/Caucasian (Figure 8-26). Approximately 23% of respondents identified as Asian and 16% as black/African-American.

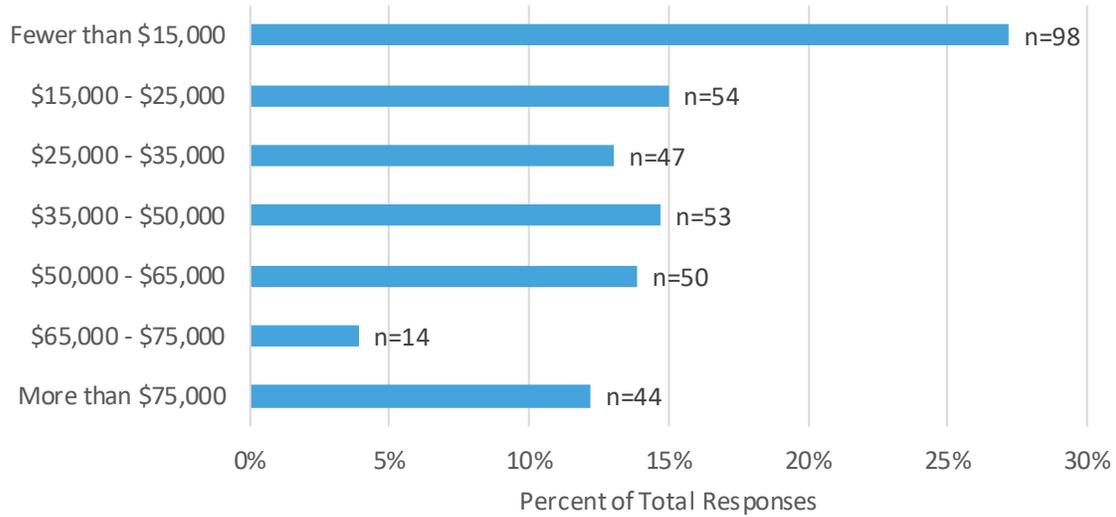
Figure 8-26 Respondent Race/Ethnicity (n=384)





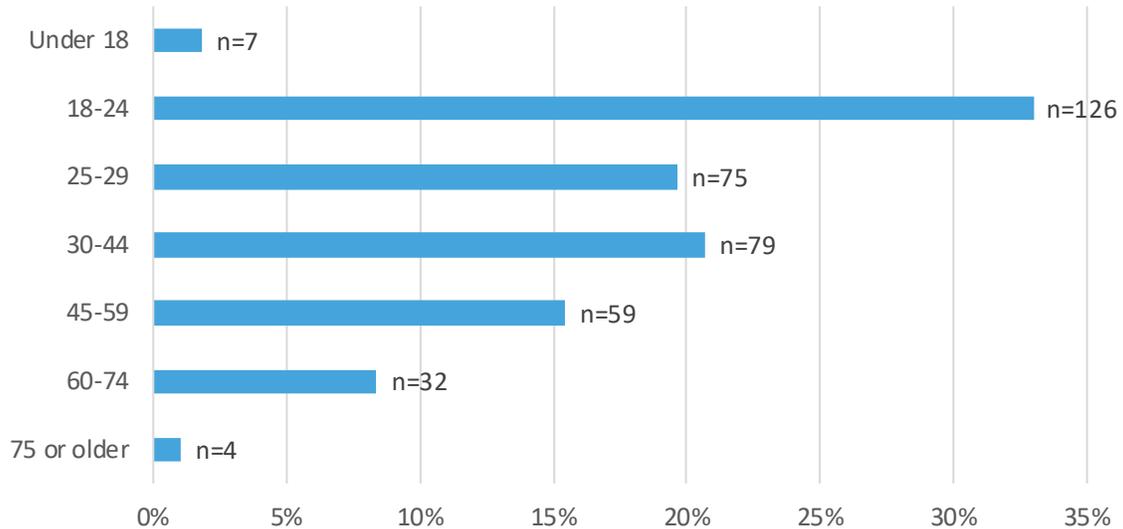
Nearly 30% of respondents reported an annual household income below \$15,000, which may represent the large number of students (approximately 37%, see Figure 8-25) surveyed (Figure 8-27).

Figure 8-27 Respondent Annual Household Income (n=360)



A total of 53% of respondents were age 18 through 29 (Figure 8-28). Although a significant number of respondents were between ages 29 and 75, very few were over age 75 or under age 18.

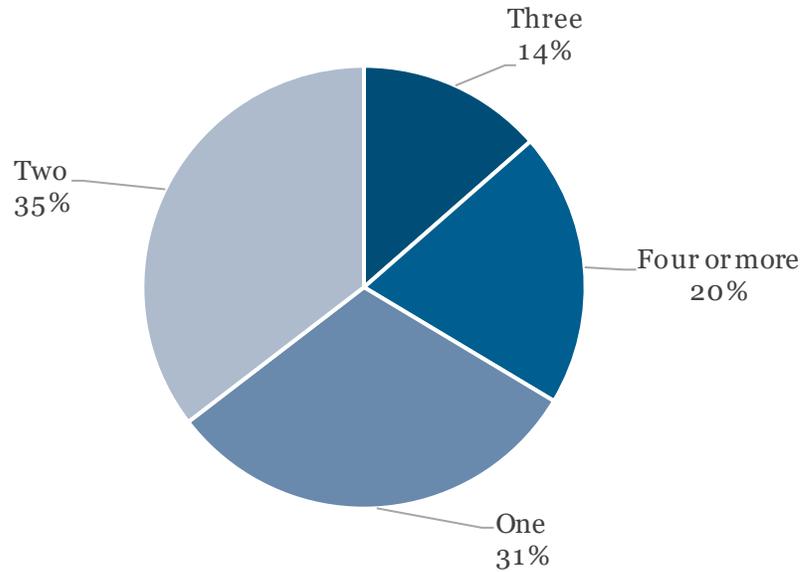
Figure 8-28 Respondent Age (n=382)





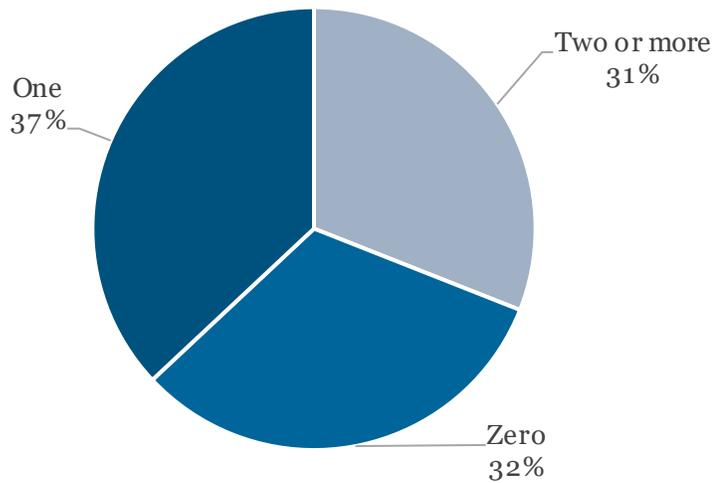
Only 31% of respondents lived alone; 69% of respondents lived in multi-person households (Figure 8-29).

Figure 8-29 Respondent Household Size (n=384)



Approximately one-third of respondents lived in zero-vehicle households (Figure 8-30).

Figure 8-30 Vehicles in Respondent Household (n=384)

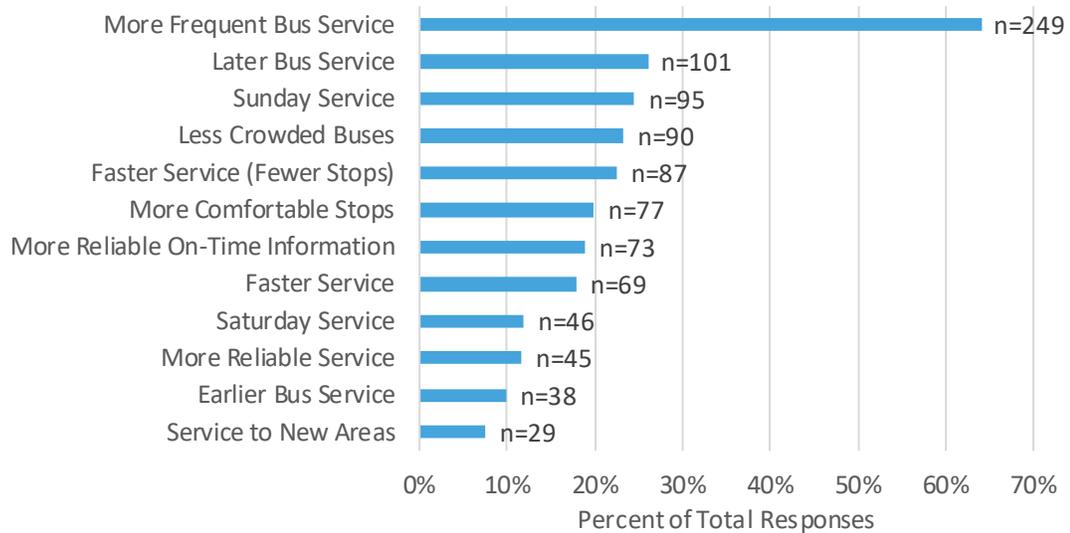




Desired Improvements

When asked to identify the top three service improvements they would like to see implemented, over 60% of respondents selected more frequent bus service (Figure 8-31). The second- and third-most requested improvements were later evening service and Sunday service. Service to new areas and earlier morning bus service were the least-commonly requested improvements.

Figure 8-31 Respondent Top Improvements Desired (n=388)



Note: Respondents were able to select more than one answer so percents do not total to 100.

At the end of the survey, respondents were provided an open-response space and encouraged to leave thoughts or suggestions. Many respondents requested fixes and/or updates to the Bongo app, while others requested improved bus stop amenities, such as shelters or benches. Other respondents requested improved weekend service and improved frequency on all routes.

Summary of Coralville Transit Rider Characteristics

- Approximately 20% of Coralville Transit respondents transferred to either Iowa City Transit or CAMBUS
- Between 40% and 50% of respondents have used CAMBUS or Iowa City Transit in the past month. The majority of trips were either work or school related.
- Almost 50% of respondents paid their fare with a U-PASS and just under 25% paid an adult cash fare
- When asked how they would have made their trip if the bus route they were riding wasn't available, most respondents reported they would have used another bus route or driven alone
- Most respondents (65%) were affiliated with Kirkwood Community College or University of Iowa
- One third of respondents did not have access to a vehicle
- Most respondents desired increased service frequency, later evening service, or Sunday service. Very few respondents desired service to new places.



Iowa City Transit

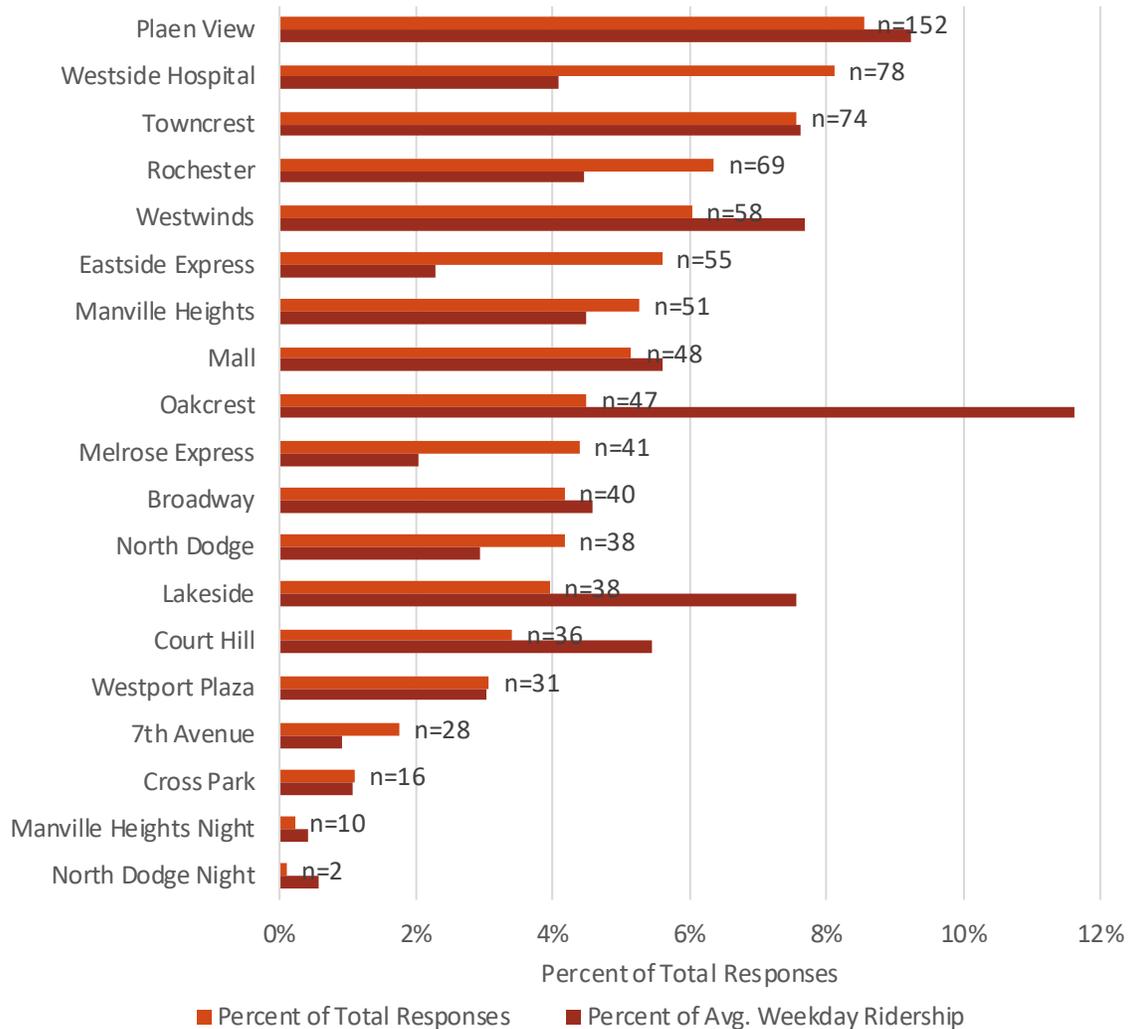
This section analyzes the 962 total survey responses collected on Iowa City Transit trips.

Travel Behaviors

Survey respondents on Iowa City Transit trips were distributed across the routes at proportions roughly similar to the distribution of systemwide average weekday ridership, with the exception of the Oakcrest and Lakeside routes, which were slightly undersampled, and the Melrose Express and Westside Hospital routes, which were slightly oversampled. (Figure 8-32). A total of 152 respondents identified that they were riding an Iowa City Transit bus but did not identify the route they were riding.

The most surveys were collected from the Plaen View and Westside Hospital routes and the fewest surveys were collected on the Manville Heights Night and North Dodge Night routes.

Figure 8-32 Iowa City Transit Route Respondent was Riding (n=913)

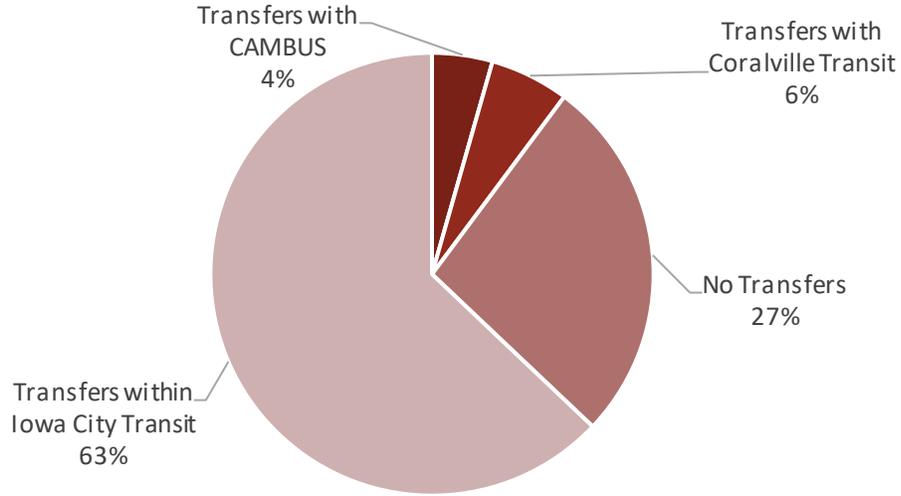


Note: Unidentified routes are not included in this graph.



Approximately 73% of respondents reported making a transfer to a CAMBUS, Coralville Transit, or another Iowa City Transit route (Figure 8-33).

Figure 8-33 Percent of Respondents Transferring to or From Another Route (n=952)

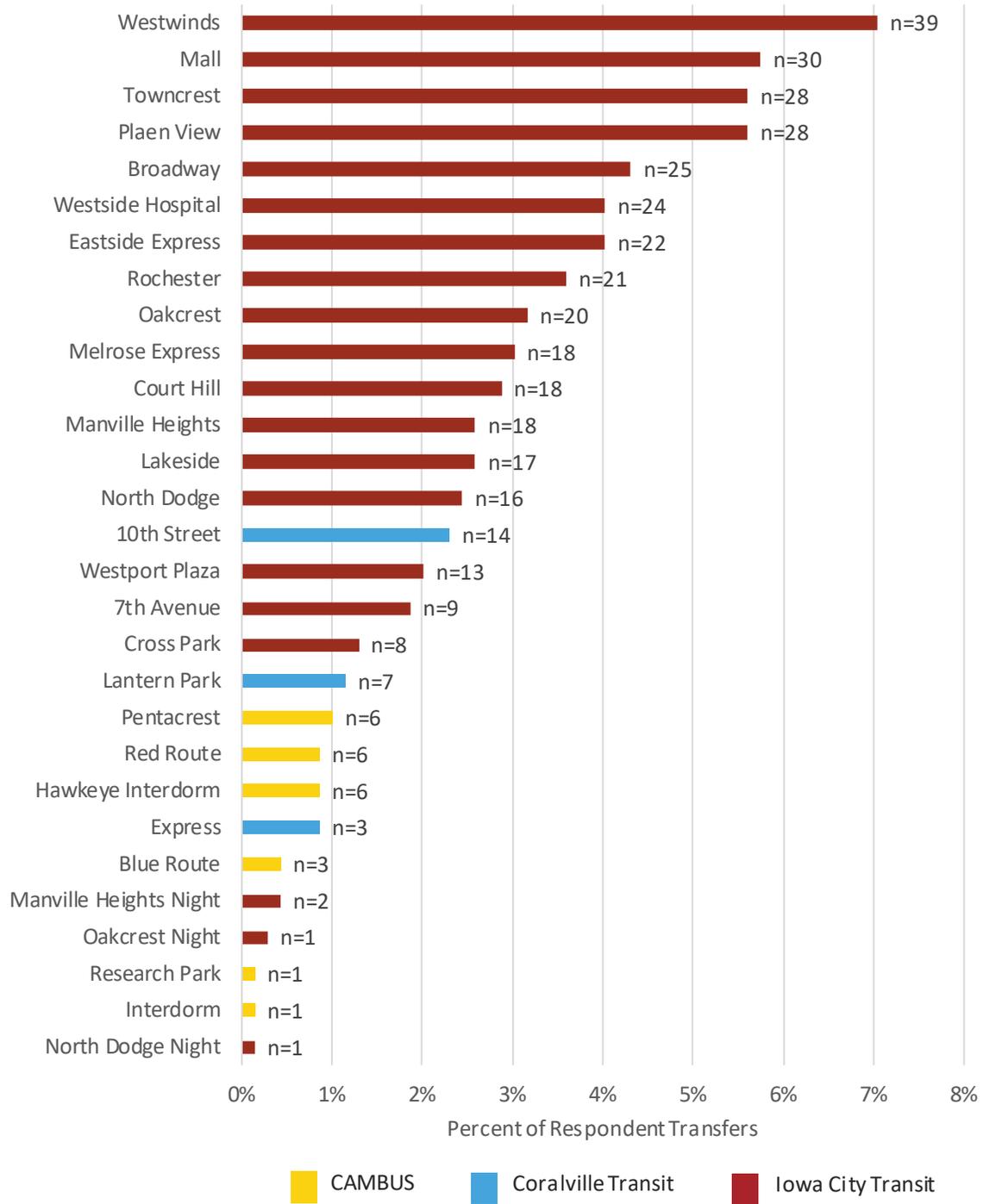


Note: This chart includes online responses.



Figure 8-34 shows the routes with the most reported transfer activity (either to or from the route). The Westwinds, Mall, Towncrest, and Plaen View routes saw the highest levels of reported transfer activity. Over 160 respondents identified the agency they transferred to or from (without specifying the route).

Figure 8-34 Reported Transfer Activity (to or from) by Route (n=952)

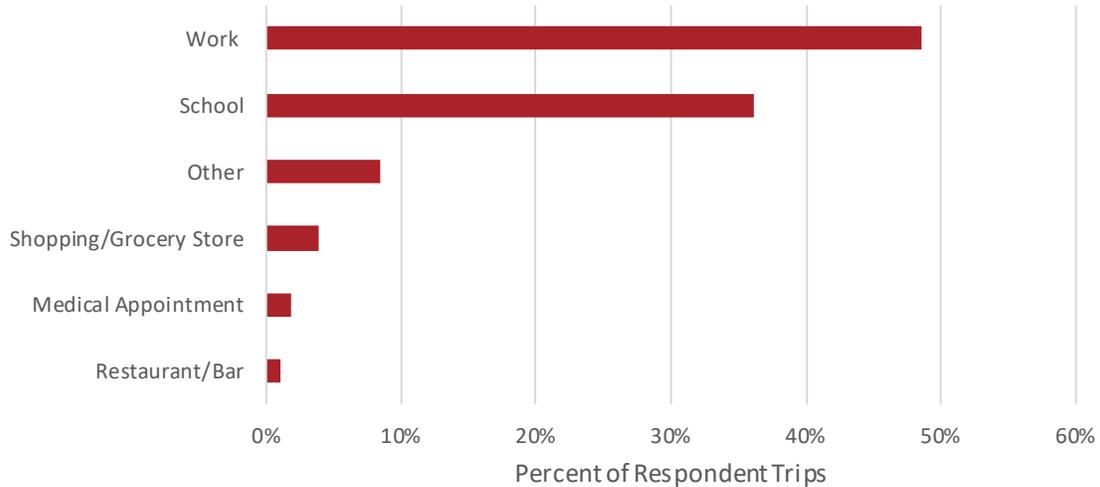


Notes: Unidentified routes are not included in this graph. This chart includes online responses.



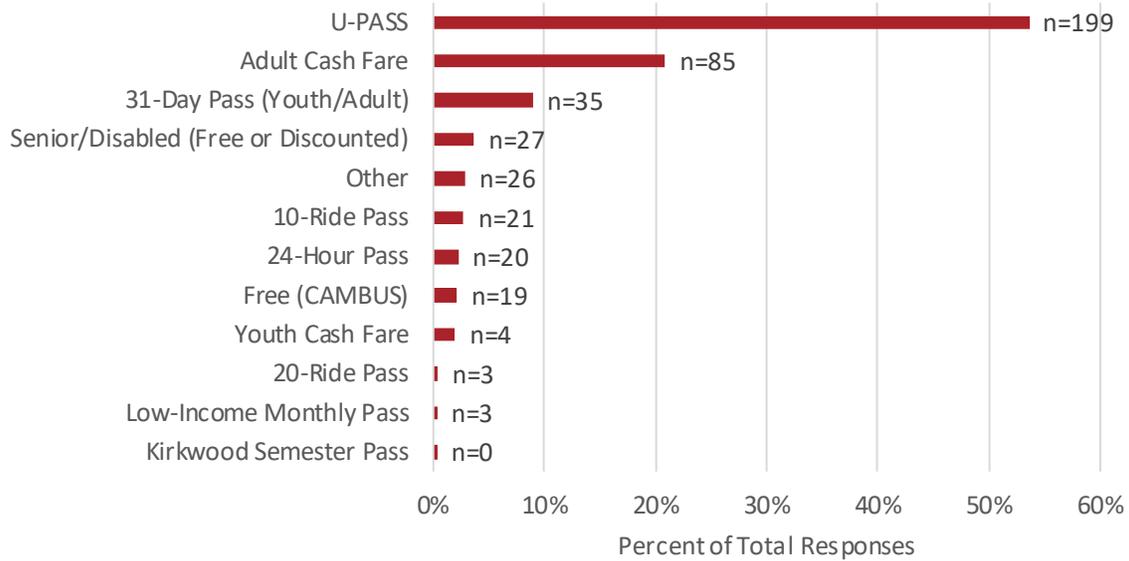
Over 40% of respondents were taking a work or school trip (Figure 8-35). Just under 5% of respondents were taking a shopping trip and very few were taking medical or restaurant/bar-type trips.

Figure 8-35 Respondent Trip Type (n=859)



Most respondents (54%) reported paying their fare with a U-PASS and approximately 20% reported paying with an adult cash fare (Figure 8-36). Very few respondents reported using discounted or other pass types.

Figure 8-36 Respondent Fare Type Used for Current Trip (n=954)





When asked how they would have made the trip if the bus route they were currently riding was not available, most respondents reported that they would have taken another bus route (25%) or driven alone (23%, Figure 8-37). Active transportation (walking and biking) alternatives were reported by 24% of respondents.

Figure 8-37 Respondent Alternative Mode of Transportation (n=948)

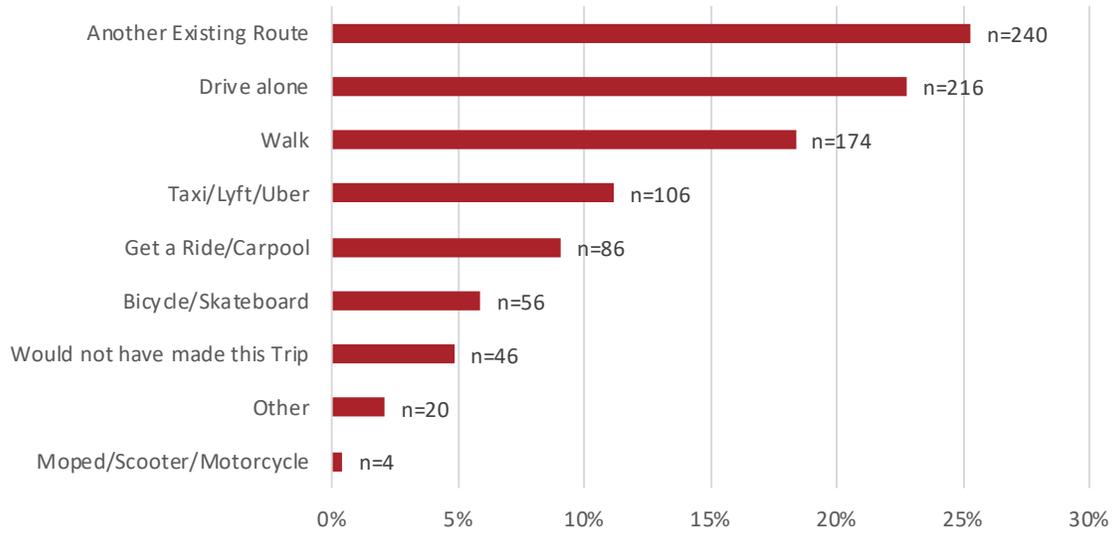
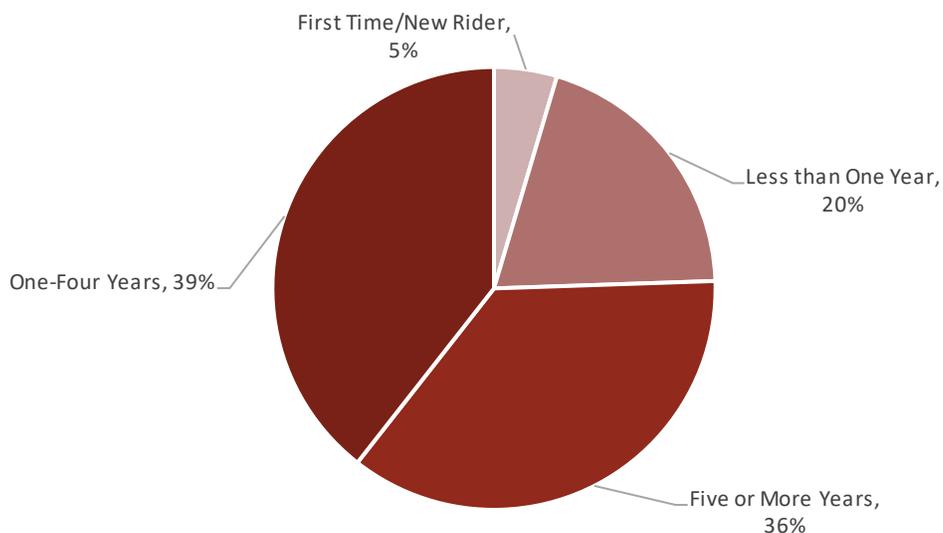


Figure 8-38 shows the number of years respondents have been using Iowa City Transit. Most respondents (39%) have been taking the bus for one to four years, which is likely related to the large college student population in Iowa City and their typical four-year residence period. Respondents who have been taking the bus for five or more years form the second-highest percentage (36%) of respondents.

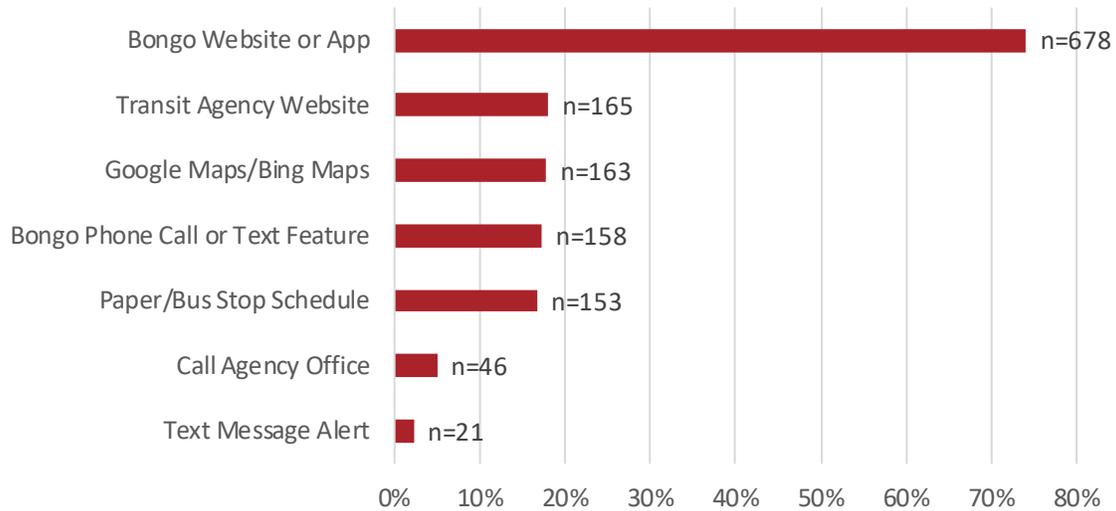
Figure 8-38 Respondent Time Riding Iowa City Transit (n=936)





The vast majority of respondents (74%) reported using the Bongo website or app for checking schedules or obtaining on-time bus information (Figure 8-39). Between 5% and 15% of respondents also reported using paper/bus stop schedules, Google or Bing Maps, the Iowa City Transit website, and the Bongo phone call/text feature. Very few respondents reported using text message alerts or agency office phone calls.

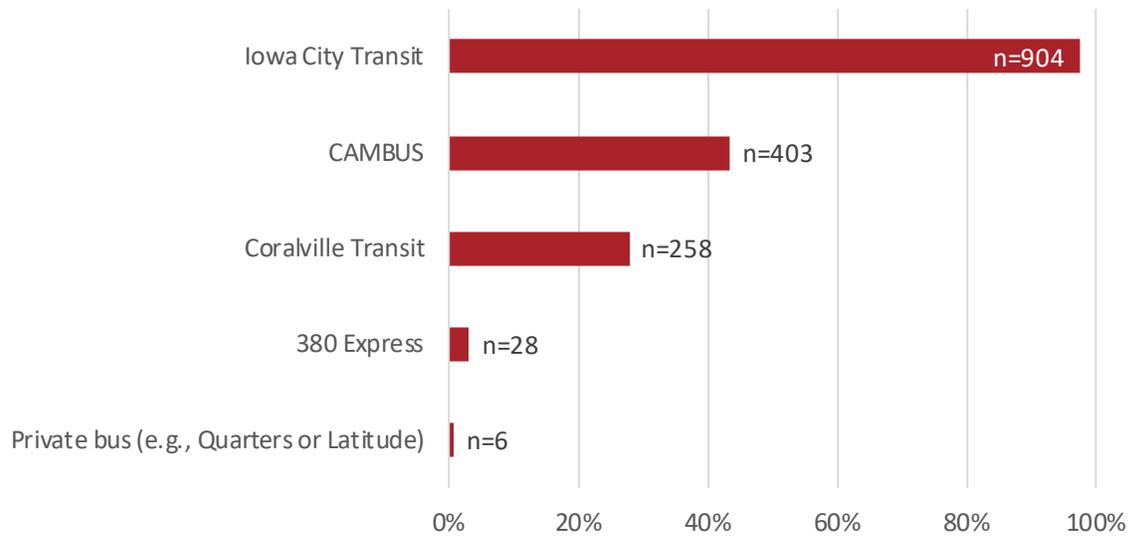
Figure 8-39 Respondent Source for Schedule/Real-Time Information (n=915)



Note: Respondents were able to select more than one answer so percents do not total to 100.

Figure 8-40 shows the different transit services respondents reported using in the past month. Iowa City Transit topped the list, followed by CAMBUS and Coralville Transit. Relatively few respondents used the 380 Express and only six reported riding a private shuttle bus.

Figure 8-40 Respondent Transit Used in Past Month (n=926)



Note: Respondents were able to select more than one answer so percents do not total to 100.



Demographic Characteristics

Most respondents who rode Iowa City Transit were affiliated with the University of Iowa in some way (Figure 8-41). University of Iowa students were 37% of respondents, while 26% of respondents were University of Iowa staff. There was still a significant number of respondents (33%), however, who were not affiliated with the University of Iowa or Kirkwood Community College.

Figure 8-41 Respondent University Affiliation (n=948)

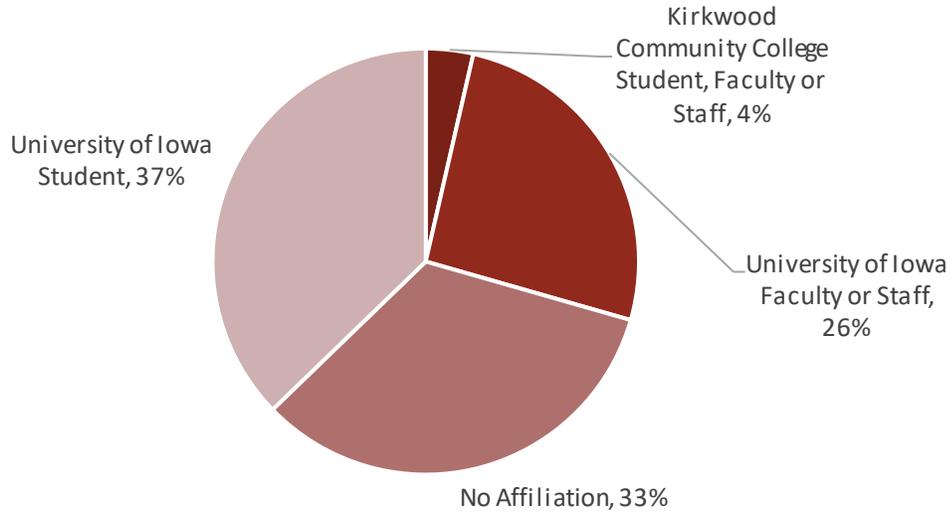
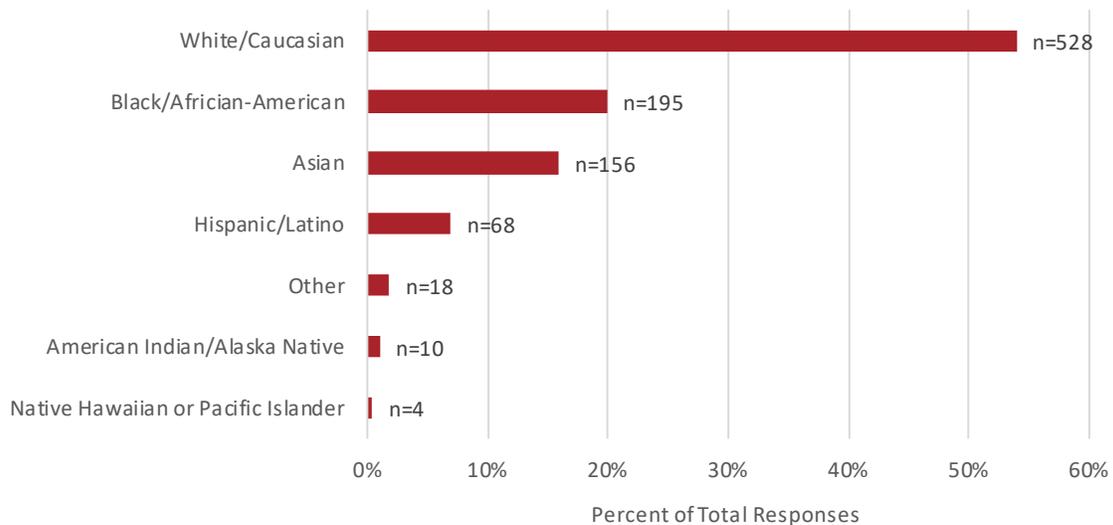


Figure 8-42 shows the racial/ethnic identification of respondents. White respondents were the majority at 54%, followed by black/African-American respondents at 20%.

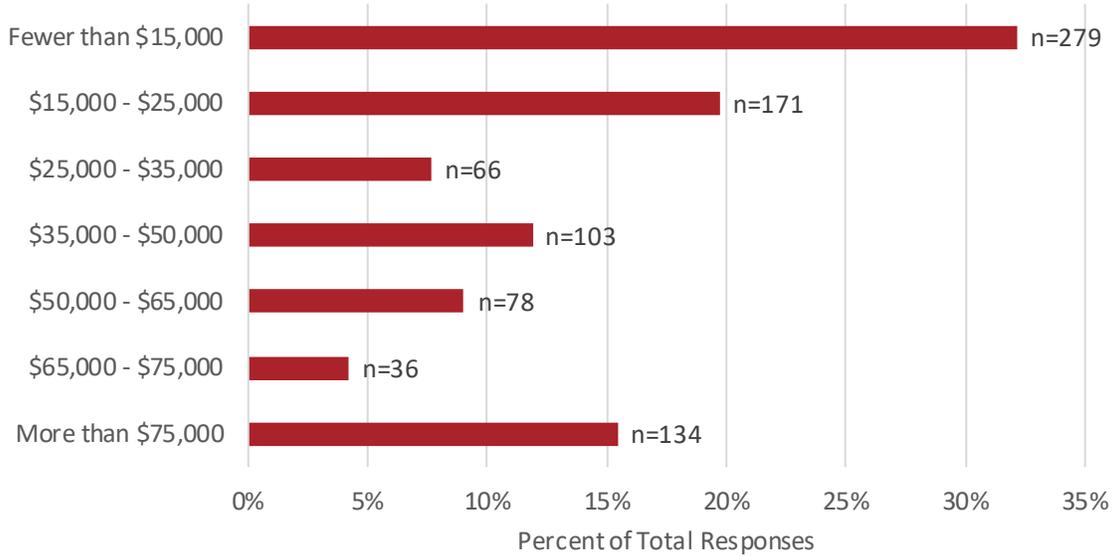
Figure 8-42 Respondent Race/Ethnicity (n=979)





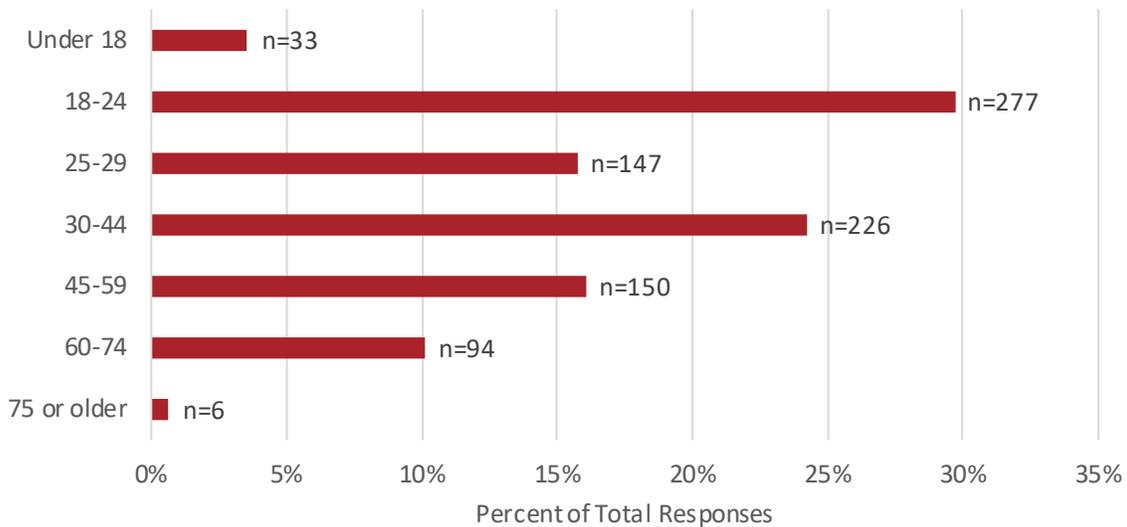
The percentage of respondents reporting an annual household income below \$15,000 was 32% (Figure 8-43), which may be related to the fact that 41% of respondents reported being university or college students. The next-largest group were respondents who earned between \$15,000 and \$25,000 (20%), followed by respondents who earned above \$75,000 (15%).

Figure 8-43 Respondent Annual Household Income (n=867)



Approximately 46% of respondents were age 18 through 29 (Figure 8-44). People over age 75 and below 18 formed relatively small percentages of respondents, although people aged 60 through 74 represented 10% of respondents.

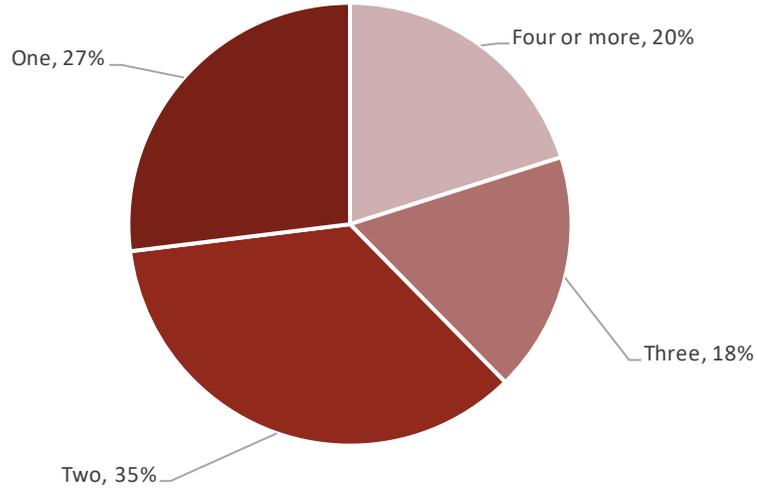
Figure 8-44 Respondent Age (n=933)





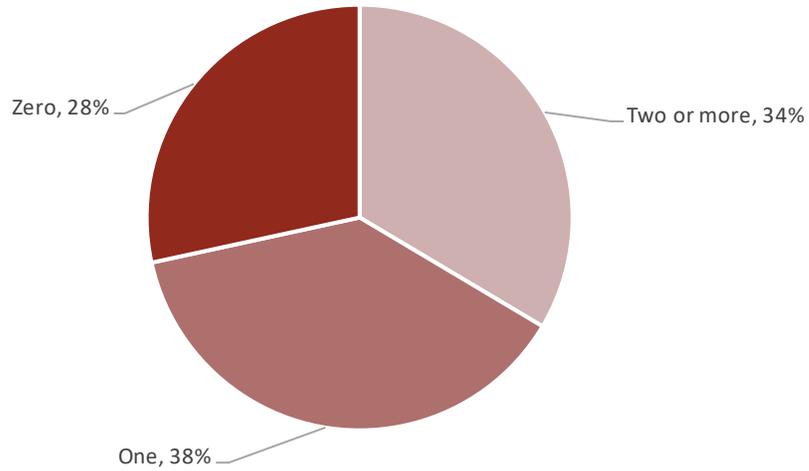
Most respondents (73%) lived with at least one other person and 27% of respondents lived alone (Figure 8-45).

Figure 8-45 Respondent Household Size (n=935)



Most respondents (72%) reported having at least one car in their household (Figure 8-46). Almost 30% of respondents lived in zero-vehicle households.

Figure 8-46 Vehicles in Respondent Household (n=933)

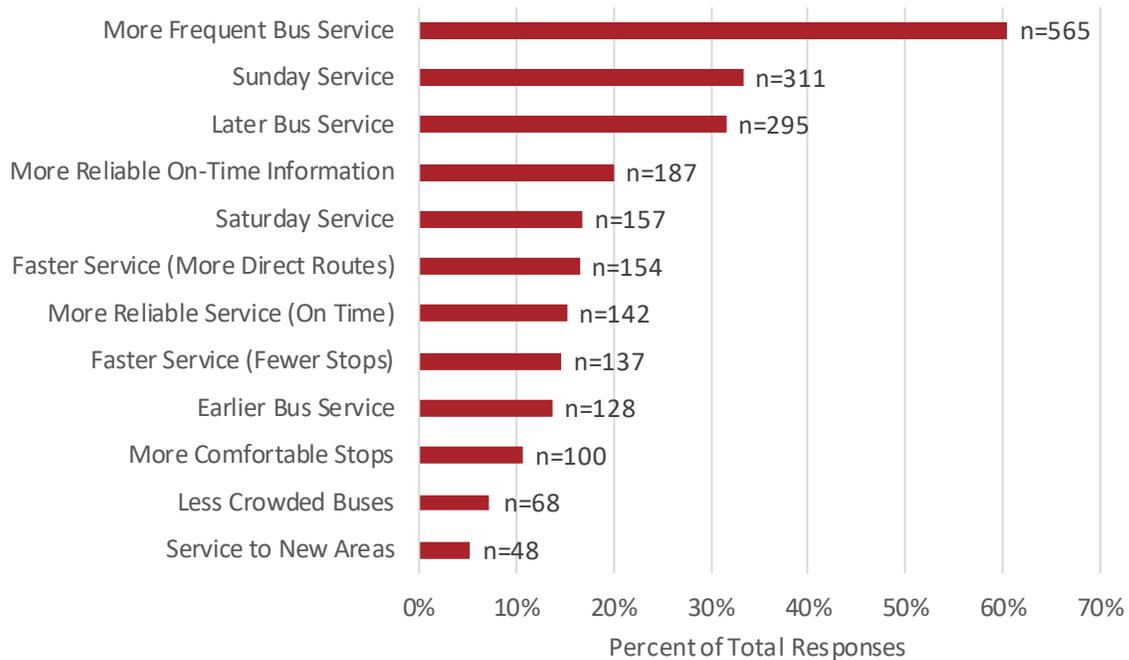




Desired Improvements

When asked to identify the top three service improvements they would like to see implemented, most respondents selected more frequent service, Sunday service, and later evening service (Figure 8-47). Very few respondents requested service to new areas or less crowded buses.

Figure 8-47 Respondent Top Improvements Desired (n=934)



Note: Respondents were able to select more than one answer so percents do not total to 100.

At the end of the survey, respondents were provided an open-response space and encouraged to leave thoughts or suggestions. Most of these comments were directed towards improving the reliability of the Bongo App, which was reported to crash frequently. Respondents also called for an increase in frequency for multiple routes, especially during the weekends, and for more routes that connect to the east side of the Iowa River.

Summary of Iowa City Transit Rider Characteristics

- Only 10% of respondents reported transferring to a CAMBUS or Coralville Transit route
- More than one quarter of respondents had used Coralville Transit and/or CAMBUS in the past month
- Most trips were either work- or school-related
- Over half of all respondents paid for their trip using a U-PASS, and approximately 20% paid an adult cash fare
- Approximately 63% of respondents were affiliated with the University of Iowa
- Just under one third of respondents did not have access to a vehicle
- Most respondents desired more frequent service, Sunday service, and/or later evening service. Very few respondents desired service to new areas.



FALL/WINTER 2019 DESIGN YOUR OWN SYSTEM SURVEY

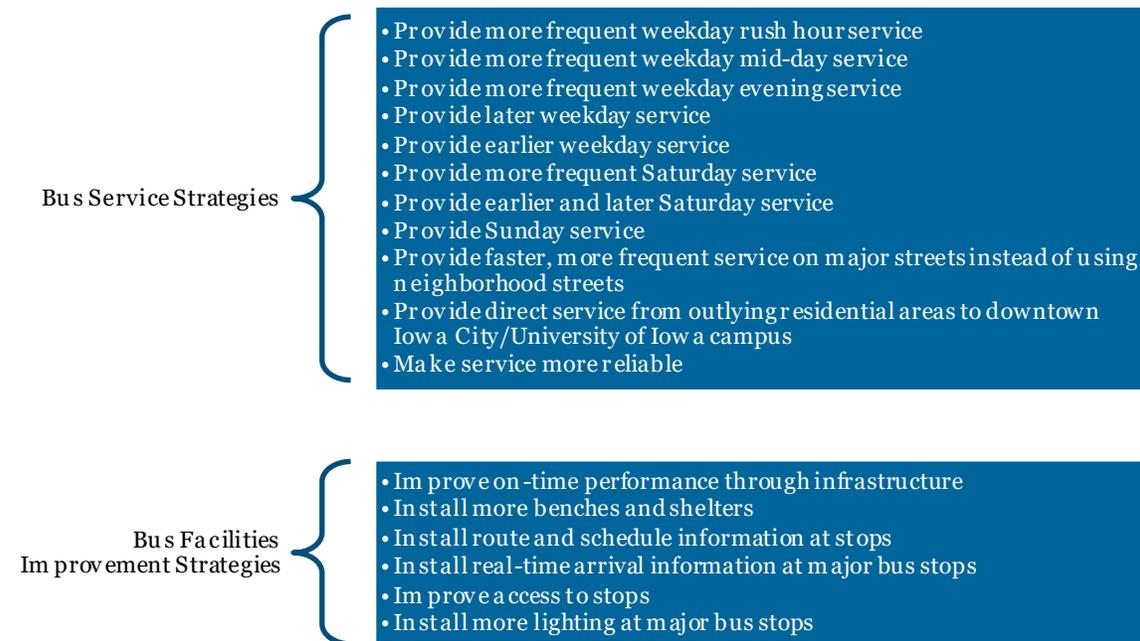
Introduction

This section of the chapter summarizes the results of the online Design Your Own System (DYOS) survey. The survey was conducted from October through December of 2019 as part of the ICATS and collected information on respondent demographics and transit improvement preferences.

In the DYOS, community members were given a limited, fictional budget of \$20 and asked to use these funds to select improvements to Iowa City-area transit infrastructure and service. Each improvement cost a certain amount of ‘dollars’. After completing the budget game portion of the survey, respondents were given the option to answer demographic questions.

The potential transit improvements that respondents could choose from are in Figure 8-48.

Figure 8-48 DYOS Transit Improvement Options and Categories



A total of 1,325 respondents completed the budget game portion of the survey and approximately 95% of these respondents chose to answer the demographic questions. The Johnson County Mobility Coordinator and Community Transportation Committee conducted approximately 125 surveys with mobility challenged or transit-dependent area residents.



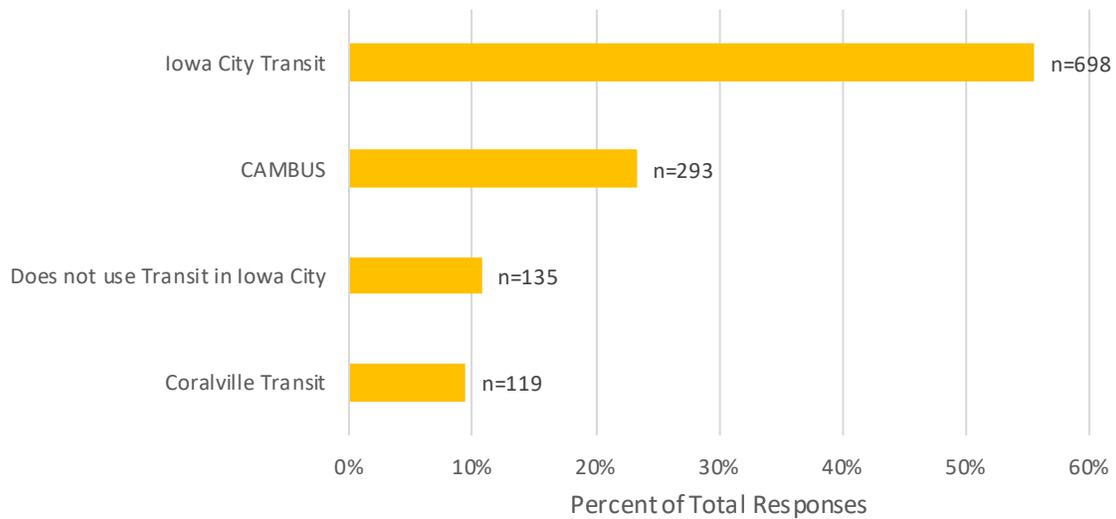
Key Findings

- Overall, most respondents desired Sunday service and both earlier and later Saturday service.
- Most respondents who ride Iowa City Transit and Coralville Transit desired Sunday service and earlier or later Saturday service. CAMBUS riders' top desired service improvement was direct service to outlying residential areas.
- Respondents that ride transit both frequently and infrequently primarily desired Sunday service.
- Respondents that were both affiliated and unaffiliated with the University of Iowa and Kirkwood Community College primarily desired Sunday service, although affiliated respondents' top desired improvement was frequent rush hour weekday service.
- Respondents who lived in Iowa City/University Heights primarily desired Sunday service while those living in Coralville/North Liberty primarily desired more lighting at major stops, frequent rush hour service, and direct service from outlying areas. Respondents living in University of Iowa residence halls primarily desired frequent Saturday service.

Respondent Demographics

Figure 8-49 shows the transit system most frequently used by respondents. Most respondents (56%) reporting using Iowa City Transit most frequently, followed by CAMBUS at 23%.

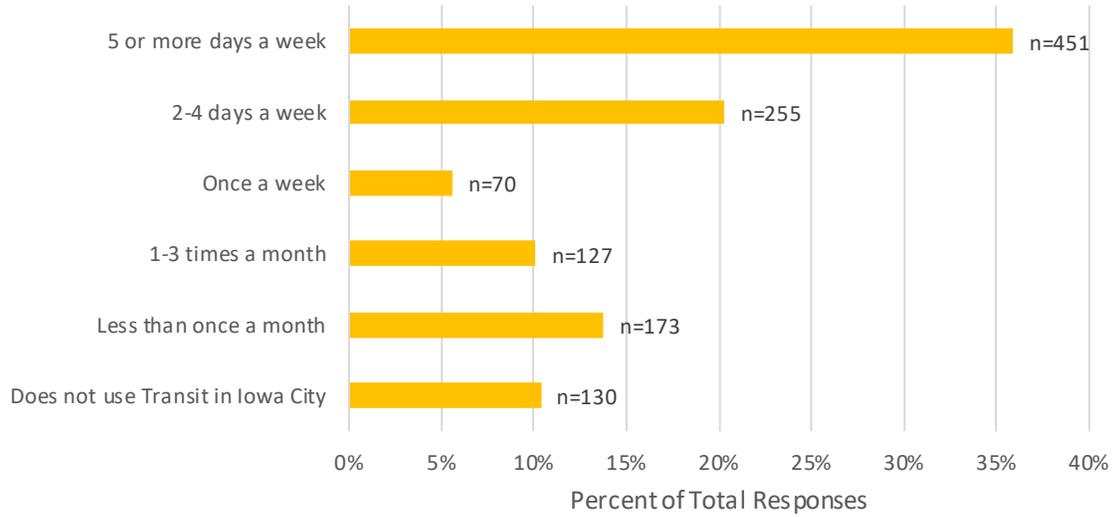
Figure 8-49 Most-Frequently Used Transit System (n=1,245)





Most respondents were frequent transit riders, with 56% riding the system two or more days a week (Figure 8-50). Approximately 24% were infrequent users, riding the system three times each month or less.

Figure 8-50 Frequency of Transit Use (n=1,206)



Most respondents were affiliated with the University of Iowa in some way; approximately 22% were students and 31% were staff (Figure 8-51). Approximately 42% were not affiliated with the university or Kirkwood Community College.

Figure 8-51 University Affiliation (n=1,235)

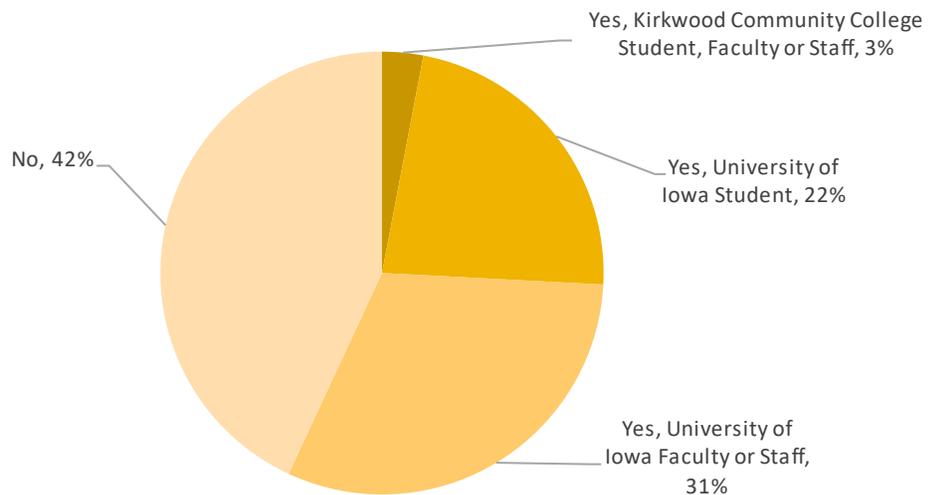




Figure 8-52 shows the distribution of respondents' home locations in the Iowa City area. Most respondents (74%) lived in Iowa City/University Heights, followed by Coralville/North Liberty (16%). Although 22% of respondents were University of Iowa students, only 2% of respondents lived in campus residence halls.

Figure 8-52 Residence Location (n=1,238)

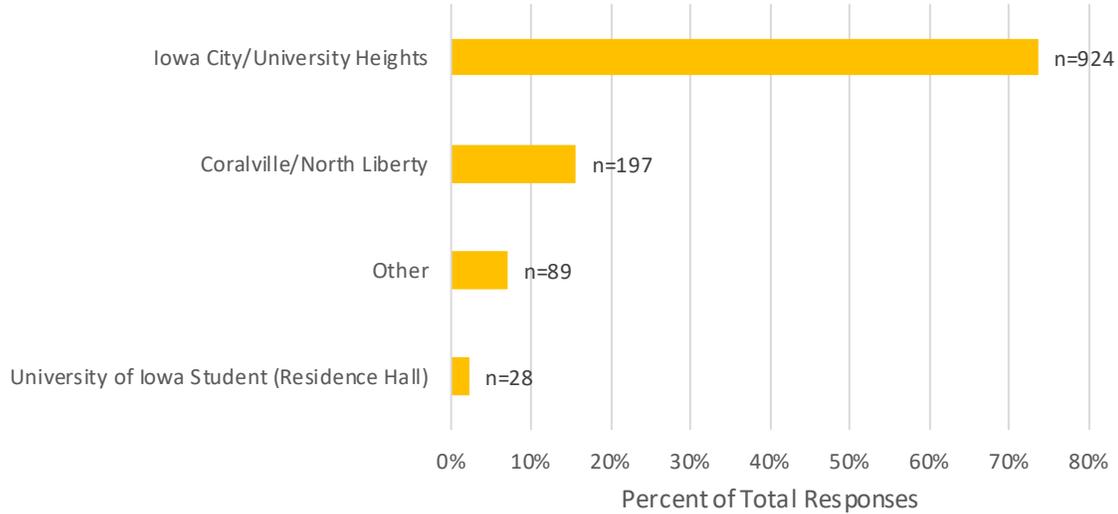
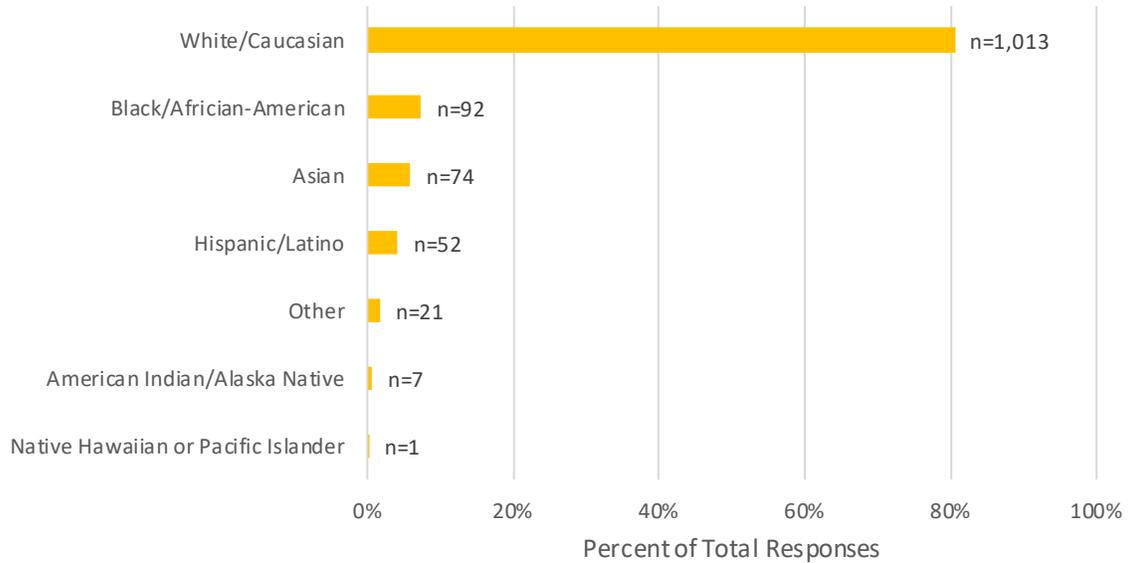


Figure 8-53 shows the race/ethnicity of respondents. The vast majority identified as white/Caucasian. Black/African-American respondents were the largest racial/ethnic minority group (7%), followed by those identifying as Asian (6%).

Figure 8-53 Race/Ethnicity (n=1,260)

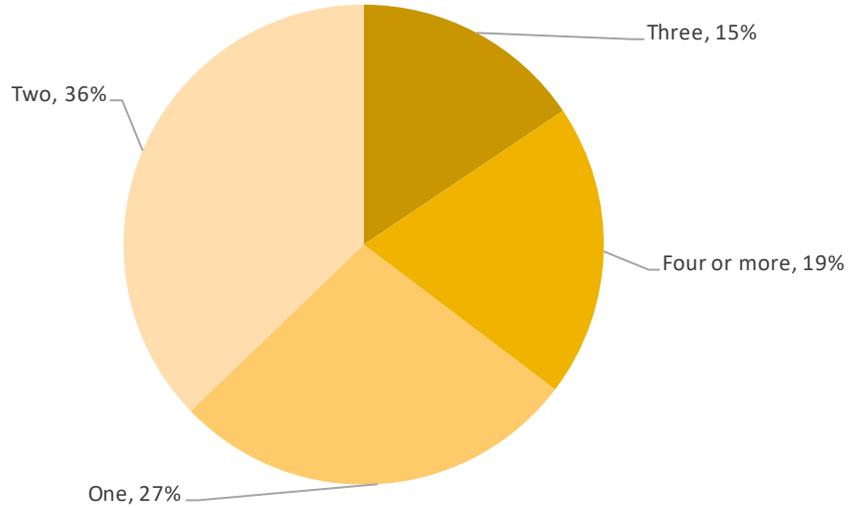


Note: Respondents were able to select more than one answer so percents do not total to 100.



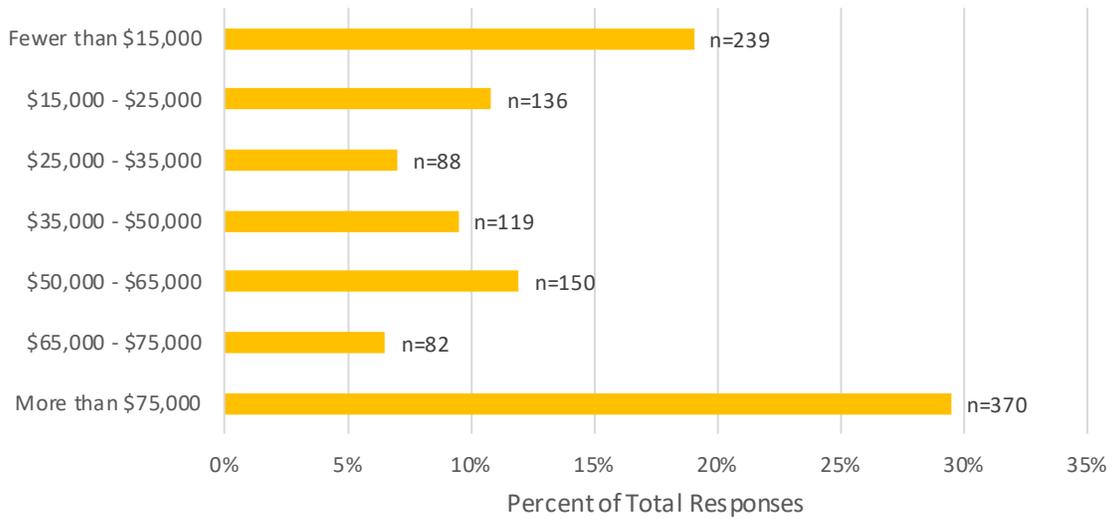
The vast majority of respondents (71%) lived in multi-resident households. Around 27% of respondents lived alone (Figure 8-54).

Figure 8-54 Household Size (n=1,226)



Most respondents lived in households (29%) that earned more than \$75,000 per year (Figure 8-55). The next largest group were respondents who earned fewer than \$15,000 (19%).

Figure 8-55 Household Income (n=1,184)

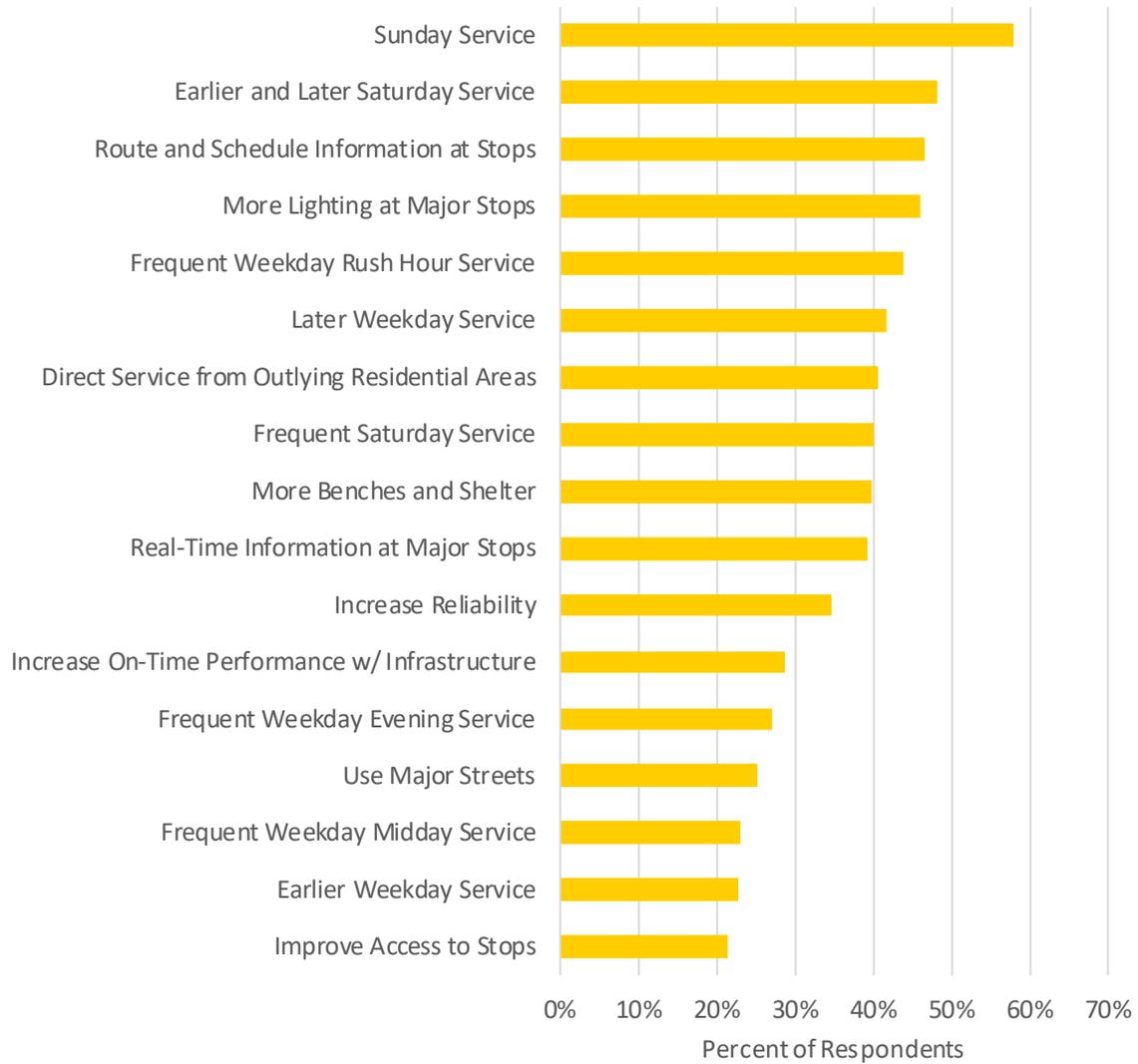




Respondent Desired Improvements

When asked to prioritize potential transit service improvements in the budget game portion of the survey, most respondents selected Sunday service, followed by earlier and later Saturday service. The top physical improvements selected by respondents were route and schedule information and more lighting at major stops. Some of the least-desired improvements were improving access to stops and earlier weekday service. By and large, the desired improvements selected by DYOS respondents were similar to the improvements selected by ICATS on-board survey respondents.

Figure 8-56 Desired Improvements (n=1,325)



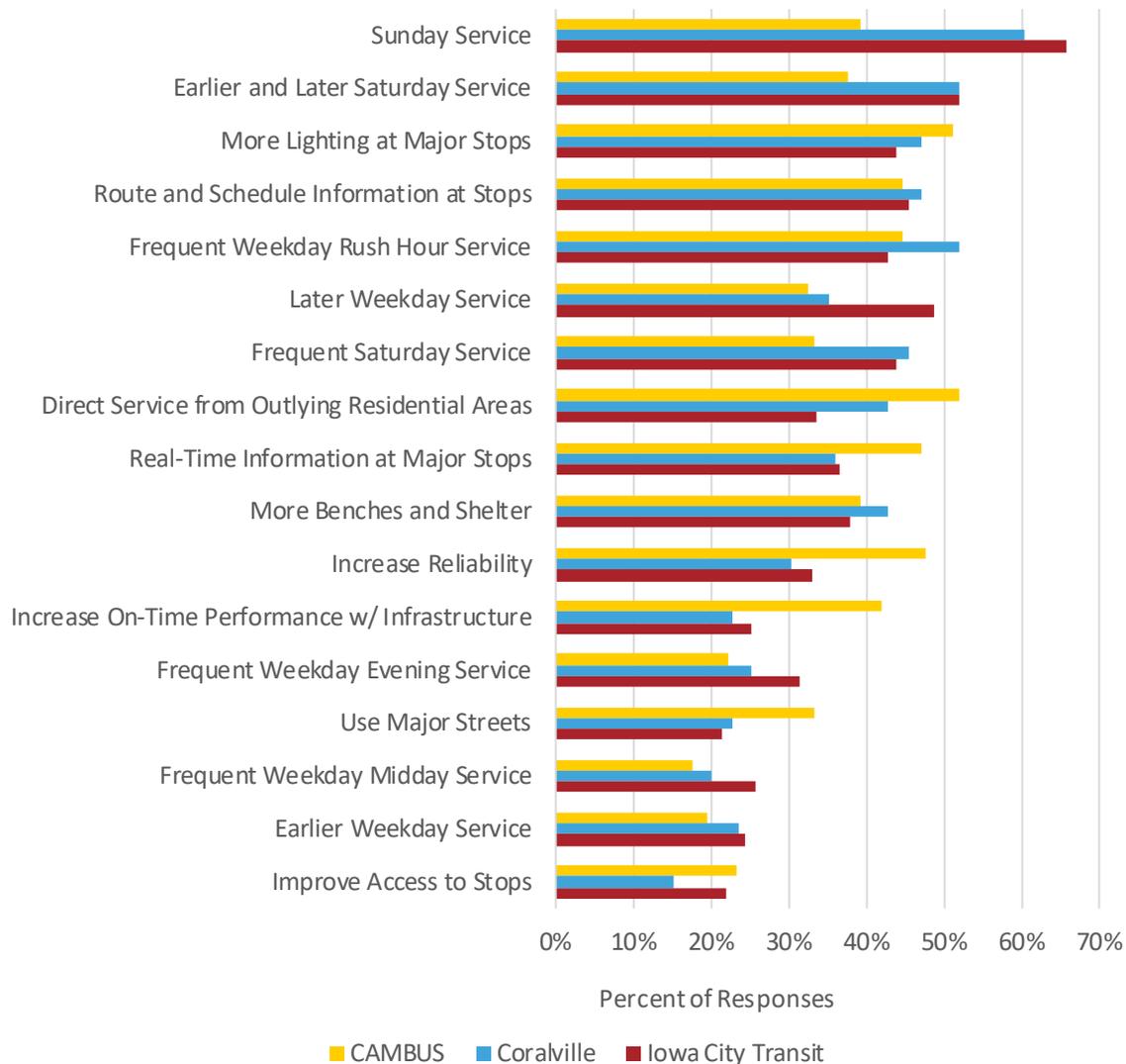
Note: Respondents were able to select more than one answer so percents do not total to 100.



Overall desired transit improvements are cross-tabulated in the following charts to help identify differences in desired improvements by respondent university affiliation, home location, frequency of transit ridership, and transit agency most frequently used.

Figure 8-57 shows the desired improvements of respondents who rode the three transit agencies in the Iowa City area. Sunday service was the most desired improvement for both Coralville Transit and Iowa City Transit rider respondents. Earlier and later Saturday service was selected the most by respondents who rode Coralville Transit and Iowa City Transit. Respondents who rode CAMBUS mostly asked for direct service from outlying residential areas and more lighting at major stops.

Figure 8-57 Desired Improvements by System used by Respondent

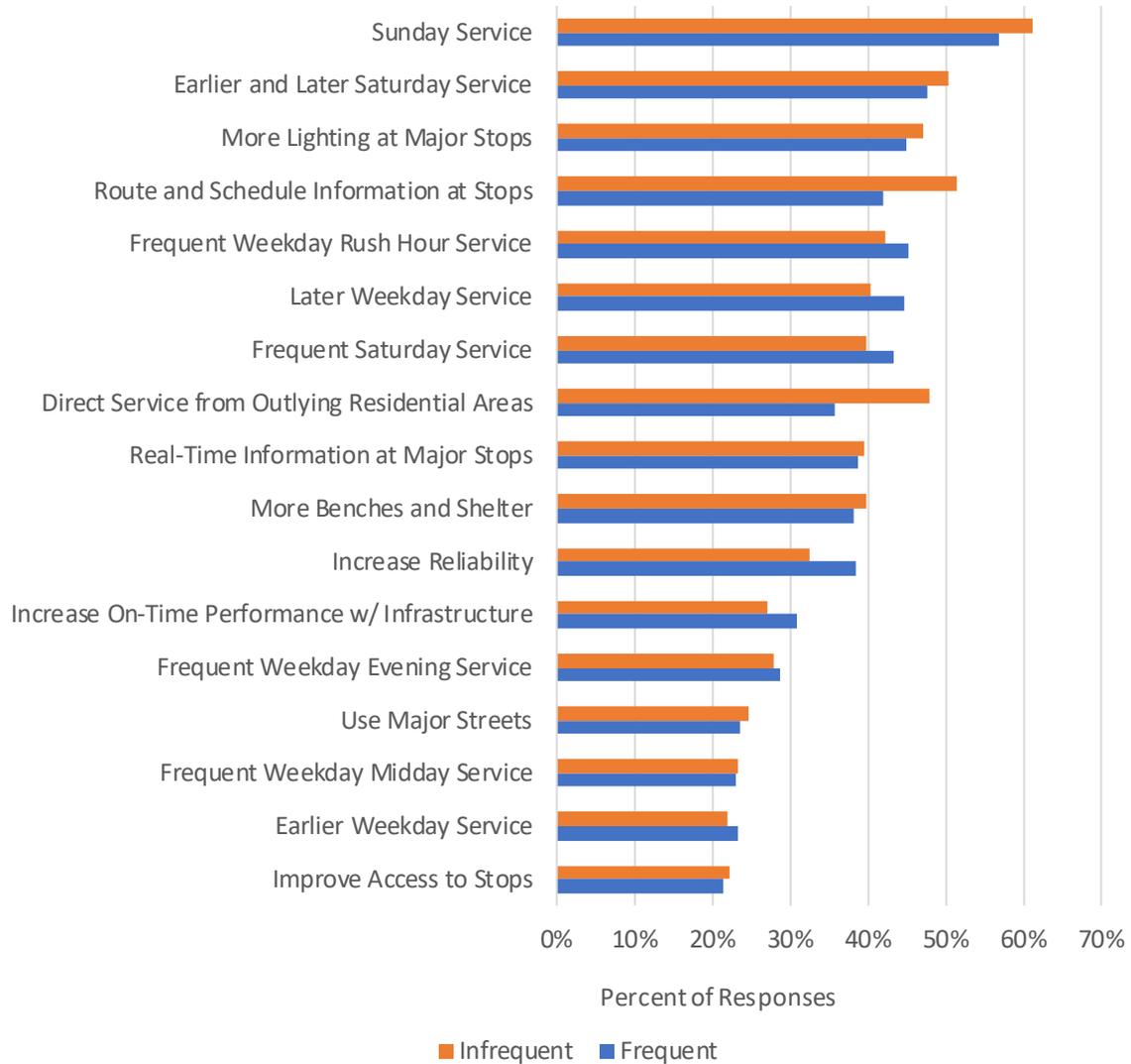


Note: Respondents were able to select more than one answer so percents do not total to 100.



Figure 8-58 compares the desired improvements of frequent and infrequent transit rider respondents, with frequent riders defined as those who ride more than once a week and infrequent riders defined as those who ride once a week or less. By and large, frequent and infrequent rider respondents desired similar improvements, although infrequent riders were more likely to choose route and schedule information at stops and direct service from outlying areas. Frequent riders were more likely to desire increased reliability than infrequent riders were.

Figure 8-58 Desired Improvements by Respondent Frequency of Transit Use



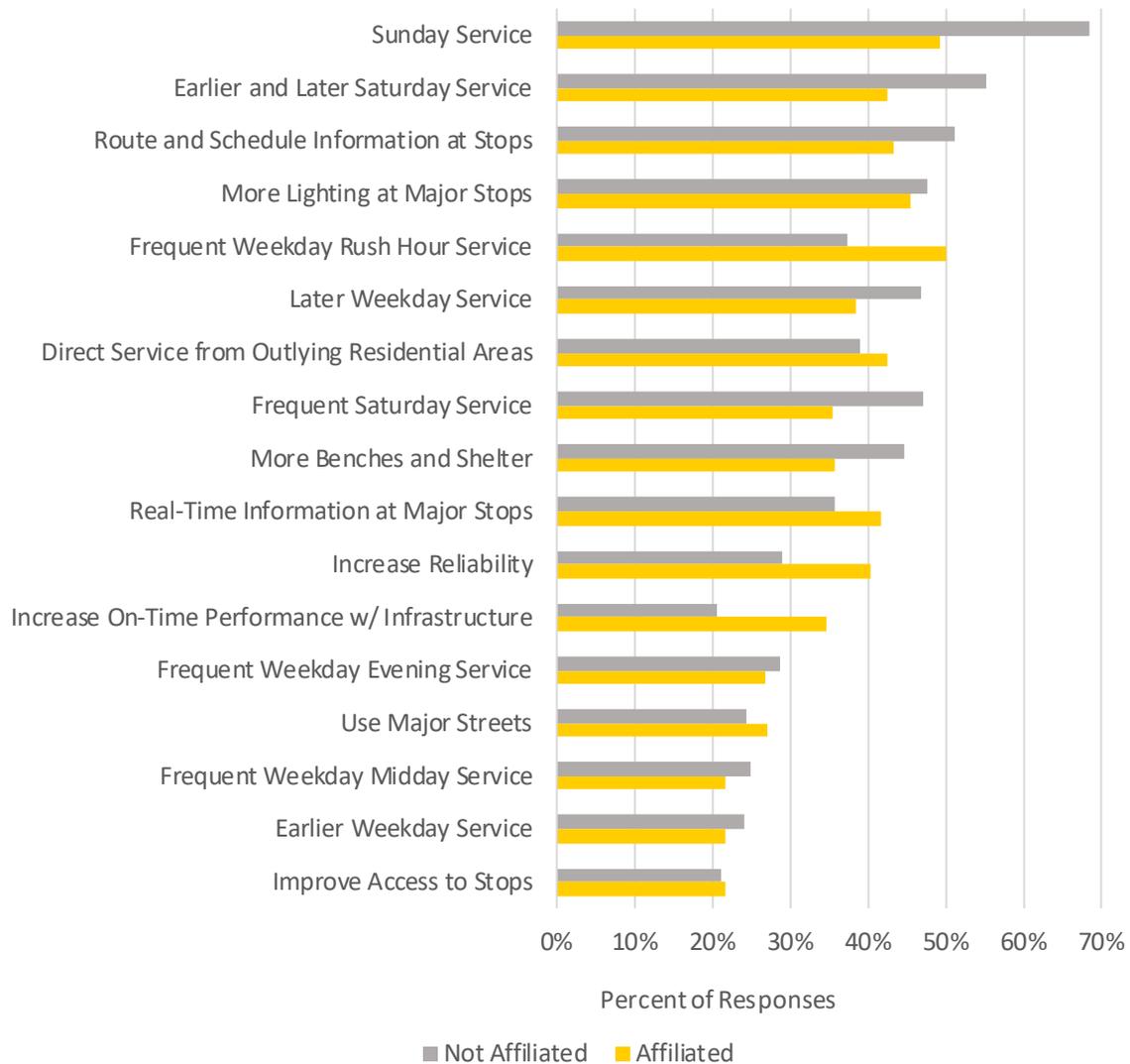
Note: Respondents were able to select more than one answer so percents do not total to 100.



Figure 8-59 shows desired improvements by respondent affiliation to the University of Iowa or Kirkland Community College. The top desired improvement of university-affiliated respondents was frequent weekday rush hour service, followed by Sunday service. Non-affiliated respondents were most likely to desire Sunday service and earlier and later Saturday service.

Overall, university-affiliated respondents were more likely to desire frequent weekday rush hour service, increased reliability, and increased on-time performance than unaffiliated respondents. Non-affiliated respondents were more likely to desire Sunday service, earlier/later Saturday service, and frequent Saturday service than affiliated respondents.

Figure 8-59 Desired Improvements by Respondent University Affiliation

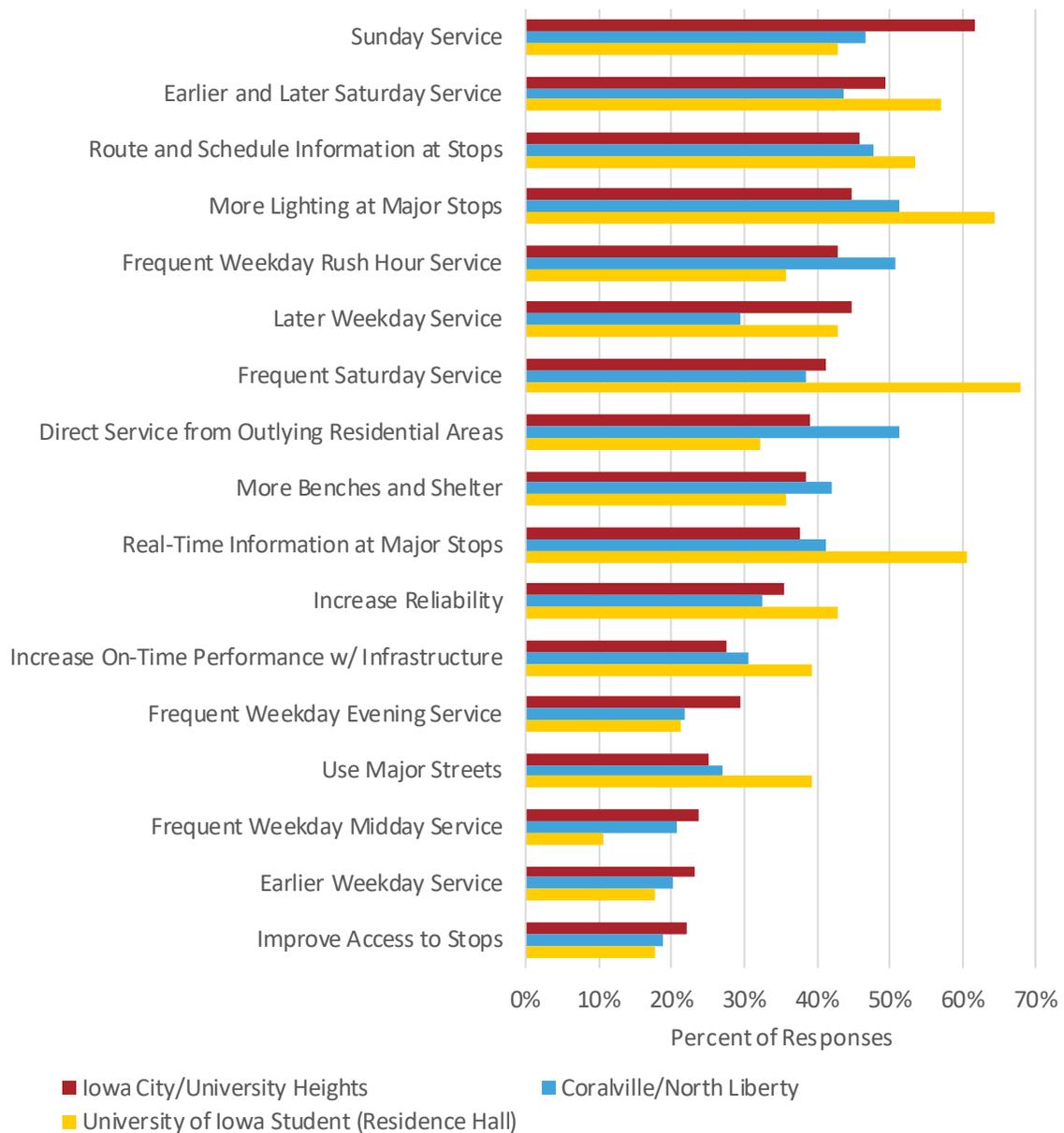


Note: Respondents were able to select more than one answer so percents do not total to 100.



Figure 8-60 shows desired improvements by respondent home location. The top desired improvements for Iowa City resident respondents were Sunday service and earlier/later Saturday service. The top improvements desired by Coralville resident respondents were more lighting at bus stops, direct service from outlying residential areas, and frequent weekday rush hour service. For University of Iowa student respondents living in residence halls, top desired improvements were frequent Saturday service, more lighting at major bus stops, and real-time information at major stops.

Figure 8-60 Desired Improvements by Respondent Residence



Note: Respondents were able to select more than one answer so percents do not total to 100.



NOVEMBER 2019 OUTREACH

Introduction and Key Findings

This section of the chapter summarizes public outreach conducted by the ICATS team in November 2019. The purpose of the outreach was to understand local transit improvement priorities. Outreach consisted of open houses, stakeholder meetings, and operator interviews and direct outreach to underserved populations through community partnerships. Key findings from the outreach are:

- Stakeholders and members of the public desire increased frequency, Sunday service, and later evening service. Early morning service was not frequently mentioned.
- The lack of fare integration and service legibility across systems is frustrating for many riders and may be a barrier to mobility for certain people.
- Many people and stakeholders are interested in the idea of a crosstown route that allows riders to avoid transfers at the Pentacrest.
- Improved service to North Liberty has broad public and stakeholder support.
- Reducing greenhouse gas emissions from public transit is important to many riders and community members.



Open Houses

Three open houses were held during the ICATS November outreach week. At each open house, poster boards with project information were set up for public viewing, consultant and project partner staff were present to answer questions and receive comments about the ICATS, and comment cards and paper versions of the Design Your Own System survey were available for attendees to complete. Attendees at the open houses were riders, interested stakeholders, and non-rider community members.

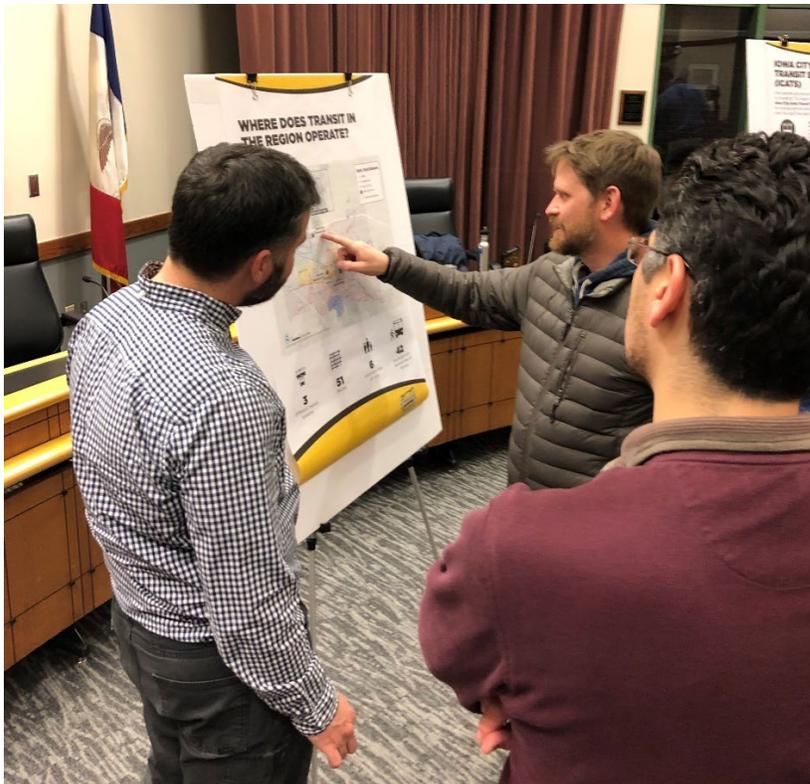
City of Coralville

The City of Coralville open house was held at Coralville City Hall on November 14, from 6:30 p.m. to 8:30 p.m. More than 20 people attended the meeting.

Comments received at the meeting included support for Coralville Transit's current connections to downtown Iowa City and the University of Iowa. Riders at the meeting valued Coralville Transit, as it allows them to commute without automobiles and avoid traffic and parking congestion. Some infrequent riders explained that they might ride more often if routes were not one-way loops that forced them to spend extra time on the bus.

Two representatives of Integrated DNA Technologies, a large Coralville business, expressed interest in operating a shuttle service on their campus and shared these concepts with project partners. Some meeting attendees explained how it was somewhat confusing to plan transfers because of fare structure incompatibilities and service legibility issues across various operators.

Figure 8-61 November 14, 2019 Coralville Open House



Source: Nelson\Nygaard



City of Iowa City

The City of Iowa City open house was held at the Iowa City Public Library on November 13, from 6:30 p.m. to 8:30 p.m. More than 50 people attended the meeting and 16 comment cards were turned in. Zero-cost rides home for attendees were provided by Iowa City Transit. Three laptops were set up for attendees to complete the online Design Your Own System survey.

Many of the comments submitted at the open house were requests for additional service in the form of Sunday service, greater frequency, and evening service. Other comments were in favor of electric buses, improvements to the Bongo app, better pedestrian access to bus stops, and more comfortable bus stops. Some open house attendees expressed an interest in streamlining service by reducing the number of stops on each route to allow for faster trips. Other attendees raised equity concerns about the geographic distribution of service and the importance of providing good options for low-income communities and communities of color.

Figure 8-62 November 13, 2019 Iowa City Open House



Source: Nelson\Nygaard



University of Iowa

The University of Iowa open house was held at the Iowa Memorial Union, in the Historic Iowa River Room, on November 12, from 5:00 p.m. to 7:00 p.m. More than 20 people attended the meetings and two comment cards turned in.

Comments received at this open house included requests for Sunday service, additional service to the Latitude apartment complex, and a greater focus on the environmental sustainability of CAMBUS operations. Community stakeholders at the open house highlighted the importance of connecting campus with areas of high-density student housing. Riders with visual impairments requested greater accessibility of outreach materials.

Figure 8-63 November 12, 2019 University of Iowa Open House



Source: Nelson\Nygaard



Operator Interviews

The consultant team conducted drop-in operator interviews at each of the three ICATS partner agencies. These interviews were held informally in operator break areas. Snacks were provided, and comment cards were available for operators who did not have time to or feel comfortable providing in-person comments.

CAMBUS

Operator interview sessions were held on November 14. A morning session was held at the CAMBUS maintenance facility, at 517 S Madison Street, from 6:00 a.m. to 7:30 a.m., and an afternoon session was held at the CAMBUS offices in the West Campus Transportation Center from 3:30 p.m. to 6:00 p.m.

During these meetings, operators expressed general contentment with CAMBUS' current service, although some reported on-time performance could be improved. Operators explained that many students would like to see CAMBUS go to more high-density student housing and shopping areas, because riders like the fare-free nature of CAMBUS.

Some operators were concerned about pedestrian-bus conflicts, especially at the Pentacrest and Rienow Hall stops. Other operators shared thoughts about reducing redundancy in the CAMBUS network, and having fewer routes operating on the same corridors.

Coralville Transit

The Coralville Transit operator interview session was held at the Coralville Transit facility at 900 10th Street in Coralville, on November 13, from 2:30 p.m. to 3:10 p.m.

Coralville Transit operators thought the current route alignments, although sometimes challenging to drive, serve community needs well. They unanimously agreed that the greatest impacts to their on-time performance were caused by traffic on Hawkins Drive and on Highway 6 in the p.m. commute period. Operators were also frustrated by the pedestrian and auto traffic at the Pentacrest, which delays their trips and can be unsafe. Operators reported that some riders are frustrated and confused by the different passes and fare structures across systems.

One operator, who also serves as a dispatcher, explained that they field regular phone calls requesting additional service to North Liberty.

Iowa City Transit

The Iowa City Transit operator interview session was held in the Iowa City Transit base operator break room, at 1200 S Riverside Drive, in Iowa City, from 1:30 p.m. to 2:45 p.m. on November 12. Iowa City Transit operators also submitted 10 comment cards.

Many operators complained about the difficulty of operating at the Pentacrest. Auto and pedestrian traffic were frequently mentioned as delaying trips, particularly when classes are changing. Operators raised safety concerns regarding people walking in front of general purpose and bus traffic in this area.

Some operators expressed concerns about operating on small, neighborhood streets—particularly those with steep grades that are not well-salted in winter. They also explained that many riders are confused by routes' transitions to 'night and weekend' alignments, as well as transfer policies and the lack of fare integration across systems.



Operators also commented on the need for more layover/recovery time on routes, and for better outreach/marketing to encourage good rider behavior. Some operators noted that there is significant shopping- and employment-based demand for transit on the Highway 1 commercial corridor west of the Iowa River.

Stakeholder Meetings

Thirteen meetings were held with community stakeholders as part of this outreach process. A complete list of these meetings is in Figure 8-64, followed by summaries of concerns and comments from each meeting.

Figure 8-64 Stakeholder Meeting List and Schedule

Organization(s)	Attendee(s)	Date/Time
Goodwill of the Heartland	Stefanie Throckmorton	11/12/19 10:00 a.m. – 10:30 a.m.
Community Transportation Committee	Jeremy Endsley	11/12/19 10:30 a.m. – 11:00 a.m.
Iowa City Chamber of Commerce	Jennifer Banta	11/12/19 10:45 a.m. – 11:15 a.m.
Johnson County Mobility Coordinator	Kelly Schneider	11/12/19 11:30 a.m. – 12:00 p.m.
Hawk's Ridge Apartments	Teddy Abdelmalek	11/12/19 2:45 p.m. – 3:15 p.m.
Center for Worker Justice	Rafael Morataya	11/13/19 10:00 a.m. – 10:30 a.m.
The Quarters Apartments	Drew Coffin	11/13/19 10:45 a.m. – 11:15 a.m.
Iowa City Downtown District	Nancy Bird	11/13/19 11:30 a.m. – 12:00 p.m.
Community Transportation Committee Johnson County Livable Communities Transportation Committee Johnson County Paratransit Advisory	Apprx. 25 attendees	11/13/19 1:00 p.m. – 2:15 p.m.
Kirkwood Community College	- Kristie Leeman - Mark Butland - Nick Borders	11/14/19 9:00 a.m. – 9:30 a.m.
Iowa City Community School District	- Chace Ramey - Esme Davis	11/14/19 10:00 a.m. – 10:30 a.m.
Neighborhood Centers of Johnson County	Chastity Dillard	11/14/19 11:00 a.m. – 11:30 a.m.
Access to Independence Systems Unlimited	- Gerald Rath, Access to Independence - Josh Super, Kristin Rankin, Mallory Moore, and Steve Oulman from Systems Unlimited	11/14/19 1:00 p.m. – 1:30 p.m.



Goodwill of the Heartland

Goodwill assists approximately 145 local workers in their area-wide supportive employment program. For many of their clients, transferring at the Pentacrest extends their trip times and can be challenging, especially if multiple schedules and fares must be used to plan the trip. Goodwill's clients would benefit from added service to North Liberty and a more user-friendly disabled bus pass. Many of their clients currently use SEATS but might use fixed-route service if it were easier to understand the routes and pay fares.

Community Transportation Committee

The Community Transportation Committee (CTC) reported that many workers in the area have quit or turned down jobs because of a lack of bus access. In many of these cases, jobs were starting earlier or ending later than bus service operates. For many of these people, Sunday and later evening service would unlock significant employment opportunities. The CTC also reported that the lack of fare integration and a customer service center at the Pentacrest presents challenges for many riders. Other concerns and comments from the CTC included:

- There is a lack of service to mobile home communities
- Afterschool activity service for students would be beneficial
- Improvements could be made to pass structures for seniors and low-income riders
- There is an opportunity for a demand-response late-night service for workers
- More service is needed in North Liberty
- Both loop routes and downtown transfers extend trip times for many riders

Iowa City Chamber of Commerce

The Iowa City Chamber of Commerce reported concerns from both Chamber staff and member businesses. The Chamber's concerns were generally related to span of service. The lack of late-night service was reported as affecting employee access for businesses, and also contributing to parking challenges. Likewise, workers with weekend shifts face similar transit access challenges. The relatively low frequency of existing service was also cited as a challenge for member organizations, particularly Kirkwood Community College.

The Chamber also expressed an interest in improving transit access to North Liberty and its employment opportunities, and in experimenting with smaller vehicles and demand-response service in places and times that may not warrant fixed-route service.

Johnson County Mobility Coordinator

This meeting focused on mobility challenges for Johnson County residents and particularly those residents with low incomes, with disabilities, and who are over the age of 65. A number of concerns with current transit operations were raised, including:

- The current fare structure makes transferring difficult to understand and intimidating for some riders
- Challenges with bus stop maintenance and snow clearance, particularly affecting riders with disabilities
- Limited mobility options late at night and to North Liberty



Hawk's Ridge Apartments

Hawk's Ridge management described the operations of their resident shuttle bus service and expressed interest in exploring some type of partnership with public transit agencies in the area.

Center for Worker Justice

The Center for Worker Justice (CWJ) stakeholders primarily raised concerns about transit's role in providing equitable access to employment opportunities. The CWJ is supportive of Sunday service and better late-night service, primarily to support people working jobs outside of the 9:00 a.m. to 5:00 p.m. window; hotel jobs in Coralville were called out as a specific area of need. Concerns about necessary transfers and loop routes causing riders to travel for long periods of time out-of-direction were also raised.

Other issues of note for the CWJ were:

- Improving frequency on existing routes
- Connecting SE Iowa City to shopping opportunities
- Developing a mini-transfer center at the Iowa City Marketplace

The Quarters Apartments

Management staff from The Quarters described the operations of their resident shuttle bus service and expressed interest in exploring some type of partnership with public transit agencies in the area.

Iowa City Downtown District

Representatives from the Iowa City Downtown District (ICDD) were generally supportive of Sunday service and fare-free transit. The ICDD is supportive of provision of better options for people to access downtown without autos.

The ICDD is also interested in ensuring public transit works for middle and high school students, as well as more involvement from North Liberty in the ICATS. The lack of shelter and transit resources for riders at the Pentacrest was also raised as a problem.



Paratransit Advisory, Livable Community, and Community Transportation Committees

This stakeholder meeting was the largest held during the outreach week. It had approximately 25 attendees and involved an initial presentation by Iowa City Transit and consultant staff, along with an extended question-and-answer-style discussion.

Attendees expressed a clear desire for Sunday and late-evening service. Attendees also voiced support for routes that connected neighborhoods to work and shopping destinations without a downtown transfer.

Other comments raised at the meeting included:

- Greater accessibility of bus passes for people with low-incomes and/or experiencing homelessness
- Need for translation of outreach and rider materials into additional languages, specifically Arabic
- Need for better service to North Liberty
- Frustration with the number of fare types and lack of integration of fares across systems
- Interest in experimenting with demand-response options and public-private partnerships

Kirkwood Community College

Three stakeholders from Kirkwood Community College's (KCC) Iowa City campus joined this stakeholder meeting and highlighted the important role public transit plays in connecting people to educational opportunities. The Iowa City Marketplace was discussed as a potential transfer hub that could play a role in providing more robust transit connections between KCC Iowa City, KCC Cedar Rapids, and the University of Iowa.

The lack of fare integration across transit providers was raised as a barrier for some KCC students, along with reduced service on nights and weekends (KCC offers Saturday classes). The KCC representatives also identified the cost of public transit as a challenge for many students and expressed interest in being a part of a fare-free transit coalition.

Iowa City Community School District

Iowa City Community School District (ICCSA) representatives were primarily concerned with ensuring public transit service's compatibility with local educational opportunities. Concerns raised by ICCSD included:

- Eastside Loop operating hours have not adjusted to accommodate changing bell times¹
- Providing direct access to schools, particularly new schools and schools in Coralville
- Parking problems at the high schools that could be alleviated by better transit service
- Making low-income student or general student bus passes available²

The ICCSD also noted that they would be supportive of a fare-free policy for students and potentially for all riders.

¹ The Eastside Loop has been adjusted to accommodate changing bell times.

² Youth passes are available and are functionally equivalent to an ICCSD student pass.



Neighborhood Centers of Johnson County

Although this meeting took place at the Pheasant Ridge Neighborhood Center, the discussion related to all Johnson County Neighborhood Centers (NCJCs). Service to North Liberty and more direct service to Coralville were raised as opportunities to provide better access to employment. Sunday service and increased frequency were also raised as important improvements for shopping, recreation, and employment access.

Translation of rider materials into additional languages was highlighted as an opportunity area for local transit agencies to grow ridership.

Access to Independence and Systems Unlimited

This meeting included four stakeholders from Systems Unlimited and one from Access to Independence. Throughout the meeting, concerns were raised about fixed-route transit's accessibility for people with disabilities. Several concerns regarding operator training and courtesy were raised and highlighted with anecdotes of distressing operator interactions with people with disabilities.

Specific concerns were raised about the lack of accessibility of fixed-route bus stops for people using mobility devices, including lack of sidewalks, curb ramps, and shelters. Access to recreational opportunities at places such as Terry Trueblood Recreational Area was raised in the context of service expansion discussions. Better service to North Liberty was also requested.

Stakeholders at this meeting also expressed support for Sunday and fare-free service. The bright red "disability passes" were discussed as a stigmatizing physical fare medium, and a need for fare vending machines at the Pentacrest and other major stops was discussed.



JANUARY 2020 OUTREACH – FEEDBACK ON SCENARIOS

Introduction

The ICATS project team held three open houses, two operator meetings, and two key stakeholder meetings as a part of January 2020 outreach. The purpose of this outreach was to receive feedback on three proposed service scenarios.

Open Houses

Three open houses were held during the week of January 26. These events were open to the public and included poster boards that showed three service scenarios proposed for ICATS partner agencies. Each open house also included a brief presentation by ICATS project staff on study process and next steps. Staff answered questions and discussed the scenarios with the public at project poster stations. One open house was held in the City of Iowa City, one in Coralville, and one on University of Iowa campus.

City of Coralville

A public open house was held at Coralville City Hall at 5:30 p.m. on January 30. Over 30 community members attended for a presentation by the ICATS team and to discuss service scenarios. Comment cards were available for community members to submit written comments.

Comments received during the Coralville open house included concerns about a proposed Iowa City Transit Westside-Hospital route not serving the Newton Road corridor, support for the Coralville Transit 5th Street route extending to Walmart, and concern about the Iowa City Transit Melrose Express route being eliminated. Some riders were interested in being able to board CAMBUS vehicles on Melrose Avenue and in Coralville Transit operating Sunday service. One attendee was adamantly opposed to zero-fare bus service and one commenter requested that Coralville Transit’s span of service extend later into the evening to allow for evening shopping.

Figure 8-65 January 30, 2020 Coralville Open House



Source: Nelson\Nygaard



City of Iowa City

The Iowa City public open house was held in the Iowa Public Library Meeting Room A on January 28 at 5:15 p.m. The event was well-attended, with over 70 community members signing in at the front door. Staff from the ICATS presented information on study process and then made themselves available to the public for questions and comments at poster stations in the meeting room. Comment cards were available for community members to submit written comments.

Comments received included general support for increased frequency on Iowa City Transit routes and compliments on Iowa City Transit operators' courtesy and professionalism. Meeting attendees expressed concerns with the proposed elimination of the Iowa City Transit 7th Avenue route, as well as the proposed re-alignment of the Court Hill route off Friendship Street. Some community members were concerned about the proposed elimination of the Melrose Express.

Meeting attendees also shared ideas for the Iowa City area transit system, such as developing a network of park-and-ride lots. One community member was surprised to learn that CMBUS was a zero-fare service for everyone and not just for students.

Figure 8-66 January 28, 2020 Iowa City Open House



Source: Nelson\Nygaard



University of Iowa

A public open house was held on University of Iowa campus in the Iowa Memorial Union room 355 on January 29. This event included a brief presentation by project staff on the ICATS process and proposed service scenarios, as well as time for attendees to ask questions and discuss proposed service scenarios at poster stations. Comment cards were available for community members to submit written comments. Over 30 people attended the event.

Attendees at this public meeting were supportive of the proposed route numbering concept and for increasing frequency on the Iowa City Transit Oakcrest route. Community members were concerned about routes not serving the Newton Road corridor, as many people used these routes to commute to University of Iowa hospital facilities. Some community members said they had hoped to see more improvements and asked about what a fiscally unconstrained scenario for improving Iowa City area transit might look like.

Figure 8-67 January 29, 2020 University of Iowa Open House



Source: Nelson\Nygaard



Operator Interviews

ICATS staff members conducted two interview sessions with Iowa City Transit bus operators on January 28, at 9:00 a.m. and 12:30 p.m. The purpose of these interviews was to solicit feedback on the proposed service scenarios for Iowa City Transit. The interviews were conducted in a casual, focus group-type format, with operators able to chat with ICATS staff before and after operating shifts ended, for as long as they felt comfortable.

Feedback received from the operators included concerns about continuing to serve the Forest View mobile home community (turning around there is dangerous) and not serving Concord Terrace apartments, given the riders with disabilities and older people that board the bus there. Operators also shared that serving Newton Road was important for commuters that worked at the hospital, and that increasing frequency on the Oakcrest and Towncrest routes was a good idea. Operators supported a reduction in the number of stops on most routes.

Stakeholder Meetings

Two stakeholder meetings were conducted at the Johnson County SEATS facility to share ICATS updates and solicit feedback on the proposed service scenarios. One meeting was held on January 29 at 10:30 a.m. with SEATS staff to discuss the paratransit implications of potential service changes. This meeting's purpose was primarily informational.

A second meeting was held in the SEATS facility meeting room on January 30 at 10:45 a.m. and was attended by members of the Paratransit Advisory Committee, Livable Community Transportation Committee, and Community Transportation Committee. This meeting involved a discussion of the proposed service scenarios, as well as information sharing on the status of the ICATS project. Comments received from meeting attendees included support for adding Sunday service and for numbering bus routes. Attendees also expressed support for simplifying fares and integrating them across systems.



WINTER/SPRING 2020 ONLINE SURVEY

Concurrent with the public meetings in January 2020, an online survey was publicized and made available to the public through March 2 of the same year. This survey asked respondents to comment on which service scenario they preferred and provide feedback.

Scenario 1 received the highest percentage of supportive survey responses while scenario 2 received the lowest percentage of supportive responses (Figure 8-68). Scenario 1 was also the most polarizing scenario, with the highest percent of respondents believing both that these responses were good and bad, and the lowest percent of respondents who were unsure. Overall, no single scenario was rated by respondents as drastically better or worse than the others.

The survey also included multiple comments for each potential route recommendation. Respondent concerns about not having service to Newton Road or needing to transfer downtown were two common themes.

Figure 8-68 Respondent Opinion on Service Scenario

