



Job Access Reverse Commute (JARC) Program

**FY 2010 Service Profiles**

**Region VII**

**Missouri, Iowa, Nebraska, and Kansas**

**October 2011**

**FTA-11-0084**

JARC FY 2010 Service Profiles: Region VII

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# INTRODUCTION

This appendix presents the profiles that JARC grantees submitted as part of the FY 2010 reporting process. For convenience, the findings are presented in ten separate documents, corresponding to the ten FTA regions, as follows:

* Region I – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont
* Region II – New York and New Jersey
* Region III - Delaware, Maryland, Pennsylvania, Virginia, West Virginia, and the District of Columbia
* Region IV - Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, The Commonwealth of Puerto Rico, and the United States Virgin Islands
* Region V - Illinois, Ohio, Minnesota, Wisconsin, Indiana, and Michigan
* Region VI - Texas, Oklahoma, Arkansas, Louisiana, and New Mexico
* Region VII - Missouri, Iowa, Nebraska, and Kansas
* Region VIII - Colorado, Utah, Montana, Wyoming, South Dakota, and North Dakota
* Region IX - Arizona, California, Hawaii and Nevada
* Region X - Washington, Oregon, Idaho, and Alaska

The main report is available from FTA at http://www.fta.dot.gov/funding/grants/grants\_financing\_7188.html

## Document structure

Each volume is organized into two main sections based on the status of the grant recipient:

* **Large Urban Projects**, which includes JARC-supported projects reported by grantees in large urbanized areas. These are generally urban transit agencies, metropolitan planning organizations, and cities.
* **Small Urban/Rural Projects**, which includes projects in small urbanized areas and non-urbanized/rural areas that received JARC funding through a state department of transportation.

This structure reflects the Federal funding process for the JARC program, which allocates funds as follows:

* 60% of funds go to designated recipients in large urban areas with populations 200,000 and more
* 20% of funds go to states for small urban areas under 200,000
* 20% of funds go to states for non-urbanized/rural areas

For each grant recipient, projects are categorized alphabetically by recipient, sub-recipient, and project name.

Recipients and services are uniquely identified with numbers shown in parentheses after the name of the agency or service, e.g. "Metropolitan Washington Council of Governments (1473)" or "Door-through-Door Service (1227).”   
  
These identifiers allow analysts to track profile information back to the underlying database record, even in the case of duplicate service names. For instance, there are numerous services, provided by different subrecipients, named "Mobility manager." This identifying number provides a way to link to a unique database record.   
  
Recipient identification numbers are an FTA designation and equivalent to the 4-digit TEAM identification number. Subrecipeient and service identification numbers pertain only to the FY 2010 JARC/New Freedom evaluation database and do not map to any FTA designation.

## Profile content

Each profile includes the following information:

* **Service area**  – Including the local service area as defined by the recipients, as well as the counties where service touches, as identified by the project team, if necessary
* **Project type** – Grant recipients were asked to categorize each project as trip-based, information-based, capital investment project, or planning/feasibility studies. Within each category, recipients further defined each project (e.g., demand response, mobility manager, or car-sharing).
* **Project goal** – Recipients were asked to select the primary goal for each project from a list

In addition, recipients were asked to provide a general description of service, performance indicators, and a descriptive summary or profile of the service, within each of the categories summarized below:

* **Service Description** - Provide a detailed description (1-2 paragraphs) of the JARC-funded service provided during FY 2010. Please indicate the route name and/or number, if available, and describe the route or service area.
* **Evaluation** – Describe how you have evaluated your project within your agency or organization. Identify relevant performance measures and benchmarks.
* **Accomplishments** – Highlight your greatest accomplishments. Describe any especially successful or innovative elements.
* **Lessons learned** – What advice would you give to someone else starting a service like yours? What do you wish you would had known when you started the service?

While the goal was to present the information as reported by the recipients, some editorial decisions were made for brevity and clarity. Partially blank responses or those marked “N/A,” are represented in this document by the word “None,” and those profiles that were left entirely blank were deleted. In addition, some profiles were removed because they were ineligible (e.g., route was not in service during FY 2010) or the records were duplicative.

# large urban projects

# **Iowa**

### Des Moines Regional Transit Authority (1831)

#### Des Moines Regional Transit Authority

##### Night Service (326)

**Service area**: Des Moines Region (IA: Polk)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

**Service description**:Night Service - In 2000, MTA (now DART) extended its evening hours from 6:45 PM until 11 PM. Numerous employers and potential workers indicated a lack of ability to travel home from employment in the retail and service industries. It was recommended through public meetings and surveys that the transit system should expand service hours until at least 11 PM, Monday through Friday.   
The jobs provided at these times are typical entry-level work that would be available for low income and welfare recipients who are returning to the work force. While there are plentiful jobs during non-traditional times, lack of public transit service make it impossible for people trying to re-enter the job market to access these jobs. Later evening service allows these additional job opportunities to be within their reach.

**Evaluation**:Ridership and public support dictate the continuation of the service.

**Accomplishments**: Ridership increases over the entire system and strong public support for the service.

**Lessons learned:** Success of the service is shown in the overall system, not just the individual route statistics.

##### University Corridor Service (325)

**Service area**: Des Moines Region (IA: Polk)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved system capacity

**Service description**:DART implemented the University Corridor service in August 2002. As employers in the city moved west, they took entry-level job opportunities in growing companies. The solution was to provide better access and reduced travel times in a highly productive and frequent service along University Avenue. This high-frequency corridor connects with nine other DART services, eliminating the need to travel downtown and transfer before continuing to the western suburbs. This service crosses through the heart of the Enterprise Community, which serves the highest population of low income and welfare recipients in the area.

**Evaluation**:Ridership and public support dictate the continuation of the service.

**Accomplishments**: Increased ridership on the route and created support in continuing the concept along a north-south corridor and spurred interest in BRT. Staff is currently conducting a long-range planning and alternatives analysis study.

**Lessons learned:** We planned for the service for a long time; it was not a quick implementation.

## Kansas

### City of Wichita (1824)

#### City of Wichita

##### Access to Jobs (524)

**Service area**: City of Wichita (KS: Sedgwick)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

**Service description**:In FY 2010 we provided a demand response system for low income individuals going to work and back within the City of Wichita, KS. To provide these services 24 hours a day, seven days a week, we used taxis and human service vehicles. We provided 8,739 rides for FY 2010. Our fixed route bus system only operates 12.5 hours during weekdays and 10.5 hours on Saturdays. The fixed route bus system provides no Sunday service. By using taxis and human service providers, the JARC program allowed us to provide rides 24/7 which allowed low income workers to work all three shifts.

**Evaluation**:For seven years, we were able to keep the costs (that we paid our demand response providers) at an average of $12 a ride to any location within the City of Wichita. In 2007 we raised the cost that we paid our largest provider to $15 a ride. Now the average cost of a ride is still $12 because we are sending more rides to the lower cost human service providers.  
We also measure the number of rides per year for evaluation purposed. In FY 2009, we provided 9,223 rides. In FY 2010, we provided 8,739 rides. The decrease is due to the fact that matching funding agencies do not have as much money for the match as they did in the past.

**Accomplishments**: We were able to keep the cost that we paid demand response providers at an average of $12 a ride for ten years.

**Lessons learned:** Now that JARC funds are no longer earmarked, we must compete with other agencies for a smaller and smaller amount of money. The JARC application that our CTD 12 makes us fill out takes a lot of time to complete. This year the completed application was delivered in a stationary box because it was so thick. Applying for JARC funding in the past was quick and simple. Now it takes longer to apply for an ever shrinking amount of money which can be awarded to other agencies. This makes planning difficult.

## Missouri

### Bi-State Development Agency (1830)

#### Bi-State Development Agency

##### Expansion of Fairview Heights - O'Fallon MetroLink Feeder (1806)

**Service area**: St. Clair County

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

**Service description**:This project expands service on the #12 O'Fallon-Fairview Heights bus route. This route is designed to provide service to major employment and shopping destinations within St. Clair County, and to provide connections at key MetroLink stations. The #12 serves the St. Clair Square Mall, several schools, the Green Mount Crossing shopping area and Scott Air force Base. The #12 offers connections at Fairview Heights Station to the MetroLink, the #1 Main St - State St, #13 Caseyville - Marybelle, and #16 St Clair Square. Other connections include the Shiloh Scott MetroLink Station with bus connections to the #15 Belleville Shiloh Scott and the #21 Main & East Base Shuttles.

**Evaluation**:The primary benchmarks used for service evaluation include the overall ridership growth, ridership per hour, on-time performance, and customer satisfaction ratings gleaned from onboard customer survey date.

**Accomplishments**: This route provides service to employment, education, and shopping trips by connecting two MetroLink stations and MetroBus routes with a single route that services major destinations along the way. This has been an effective expansion of service and ridership has increased significantly on this route, and on connecting MetroBus routes.

**Lessons learned:** Metro planning staff worked with large retail establishments along this area to create opportunities for the bus route to pull in to mall or shopping center parking areas. Without this option, transit customers would have to walk much longer distances to reach their destination.

##### West County Reverse Flow Continuation (08/09) (1807)

**Service area**: West St. Louis County (MO: St. Louis)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:The #258 Clayton Chesterfield serves the central corridor of west St. Louis County from Clayton MetroLink Station to Spirit of St. Louis Road in Chesterfield, via Interstate 64, Chesterfield Parkway, and Chesterfield Airport Road. The #258 Clayton-Chesterfield route collects riders from MetroLink and other MetroBus routes at the Clayton MetroBus Center and Ballas MetroBus Transit Center and delivers these riders to residential neighborhoods, jobs, shopping, and other activities throughout Chesterfield. At its origin point at the Clayton Station, this route has access to MetroLink and six connecting MetroBus routes including the #1 Gold, #47 Hanley, #66 Clayton Airport, and #97 Delmar. At the Ballas MetroBus Transit Center, this routes provides access to the #48 South Lindbergh, #49 North Lindbergh, #57X Clayton Road and #158 Ballas West County.  
This route serves several major medical facilities including St. John's Hospital, Missouri Baptist Hospital, Barnes West County, and several extended care facilities. Other major employment centers served by this route are Chesterfield Valley and Spirit of St. Louis Airport. The route also provides access to eastbound commuters via a park-ride lot a Chesterfield Mall.

**Evaluation**:The primary benchmarks used for service evaluation include the overall ridership growth, ridership per hour, on-time performance, and customer satisfaction ratings gleaned from on-board customer survey data.

**Accomplishments**: Ridership on this route has grown steadily, in part due to the effective alignment of feeder routes bringing employees from residential areas north, east and south of the corridor. These customers connect with the #258 at Clayton or Ballas Transit Centers. The hubs provided by these transit centers are critical nodes for making routes like this successful.

**Lessons learned:** Metro planning staff worked with major employers along this route to coordinate the routing and schedule to coincide with major shift times. The route is also time coordinated to other routes at the two transit centers. Both of these efforts make this route reliable for customers, even in a low density service area.

##### West County Service Expansion (06/07) (1642)

**Service area**: West St. Louis County (MO: St. Louis)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:The #258 Clayton Chesterfield serves the central corridor of west St. Louis County from Clayton MetroLink Station to Spirit of St. Louis Road in Chesterfield, via Interstate 64, Chesterfield Parkway, and Chesterfield Airport Road. The #258 Clayton-Chesterfield route collects riders from MetroLink and other MetroBus routes at the Clayton MetroBus Center and Ballas MetroBus Transit Center and delivers these riders to residential neighborhoods, jobs, shopping, and other activities throughout Chesterfield. At its origin point at the Clayton Station, this route has access to MetroLink and six connecting MetroBus routes including the #1 Gold, #47 Hanley, #66 Clayton Airport, and #97 Delmar. At the Ballas MetroBus Transit Center, this routes provides access to the #48 South Lindbergh, #49 North Lindbergh, #57X Clayton Road and #158 Ballas West County.  
This route serves several major medical facilities including St. John's Hospital, Missouri Baptist Hospital, Barnes West County, and several extended care facilities. Other major employment centers served by this route are Chesterfield Valley and Spirit of St. Louis Airport. The route also provides access to eastbound commuters via a park-ride lot a Chesterfield Mall.

**Evaluation**:The primary benchmarks used for service evaluation include the overall ridership growth, ridership per hour, on-time performance, and customer satisfaction ratings gleaned from on-board customer survey data.

**Accomplishments**: Ridership on this route has grown steadily, in part due to the effective alignment of feeder routes bringing employees from residential areas north, east and south of the corridor. These customers connect with the #258 at Clayton or Ballas Transit Centers. The hubs provided by these transit centers are critical nodes for making routes like this successful.

**Lessons learned:** Metro planning staff worked with major employers along this route to coordinate the routing and schedule to coincide with major shift times. The route is also time coordinated to other routes at the two transit centers. Both of these efforts make this route reliable for customers, even in a low density service area.

#### Challenge Unlimited

##### Challenge Unlimited - transportation expansion (2038)

**Service area**: St. Clair County (IL: Madison, St. Clair)

**Type**: Capital Investment Projects/Vehicle for agency

**Goal**: Improved system capacity

**Service description**:JARC funds provided for the purchase of two new 2008 Chevrolet Chassis, Eldorado Aero Elite, 25+4 passenger buses. These vehicles are being used to provide transportation services to persons with disabilities served by Challenge Unlimited who do not have the needed transportation available in order to access the appropriate training and employment services. Three residential programs have requested program and transportation services for their residents, totaling 33 prospective new clients.   
Challenge Unlimited, Inc. serves adult persons with mental, emotional, developmental and physical disabilities. Services are provided five days per week, 52 weeks per year for all enrolled and employed persons. Out of 500 persons served on a daily basis, 150 are transported by our transportation system to and from one of our facilities where they receive training and paid work experiences and 350 persons utilize independent transportation using Madison County and St. Clair County public transportation. Another 75 persons are transported to community integrated activities of a social/recreational, education, medical and employment nature. Madison and St. Clair counties have limited transportation service hours and are not able to provide door-to-door or door-through-door transportation to those whose cognitive abilities preclude their use of public, unsupervised transportation.

**Evaluation**:Evaluation tools include monthly ridership reports and annual satisfaction surveys from riders, partners and various other stakeholders. We have increased ridership as a result of this funding and the satisfaction surveys are very positive of the expanded transportation services.

**Accomplishments**: We have exceeded our original of goal of adding 33 new clients. Through this funding, Challenge Unlimited has been able to offer services to 48 new clients that otherwise would not have been able to participate due to lack of available transportation. Access to transportation has provided these clients an opportunity to participate in our programs and to gain paid shelter work experience. The clients are very excited about being able to participate and earn income.

**Lessons learned:** It helps to have an already established program and network in place that clients can feed into.

##### 

##### Challenge Unlimited - vehicle purchase (2076)

**Service area**: St. Clair County (IL: Madison, St. Clair)

**Type**: Capital Investment Projects/Vehicle for agency

**Goal**: Improved system capacity

**Service description**:JARC funds provided for the purchase of two new 2008 Chevrolet Chassis, Eldorado Aero Elite, 25+4 passenger buses. These vehicles provide transportation services to 33 additional persons with disabilities served by Challenge Unlimited who do not have the needed transportation available in order to access the appropriate training and employment services.

**Evaluation**:Successful receipt of the vehicles was accomplished.

**Accomplishments**: The vehicles were delivered in April 2010 and are providing needed transportation services to Challenge Unlimited clients. Riders are very excited about riding in the "new buses".

**Lessons learned:** It helps to have an already established program in place.

##### 

#### Madison County Transit

##### Fixed Route Service Expansion (1793)

**Service area**: Madison County (IL: Madison, St. Clair)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved access/ connections

**Service description**:Funding from this JARC grant enabled Madison County Transit (MCT) to expand service on two local bus routes, expanding access to employment centers in two Madison County communities. On the #45 Tri-City Regional, MCT added earlier bus service to the Gateway Commerce Center in Pontoon Beach, a growing distribution complex that employs between 1,200 - 1.700 entry level full and part-time positions. On the #15 Collinsville Shuttle, MCT improved frequency in low income areas and added service to the new Collinsville Crossing retail development, where 32 businesses employ a total of 1,000 full and part-time employees.

**Evaluation**:MCT reviews ridership on these routes every month to gauge the success of these improvements. Ridership on both routes increased immediately. In FFY 2010, the #5 continued to be MCT's most productive route, averaging 36,000 passengers monthly, and as many as 39,700 in June 2010. The #15 reported ridership growth in all but one of the twelve months in FFY 2010, growing as much as 20% from March of the previous year to March 2010.

**Accomplishments**: The greatest accomplishment of the JARC grant was creating a constituency for bus ridership at the Gateway Commerce Center on the #5. As a result of these trips, demand for service to the GCC has prompted MCT to create even more trips and ridership has subsequently increased as a result. Working with community leaders allowed MCT to identify residential and commercial areas in both Collinsville and Pontoon Beach that would benefit from additional service. The #15 has proven to be a tremendous success. It continues to be the only shuttle route that was previously declining and has grown steadily month by month since introducing service to new neighborhoods and growing employment centers.

**Lessons learned:** Adding service can create constituency for a corridor and can lead to future service enhancements and increased ridership on a given route. In addition, when developing new routes and making decisions about how and where to utilize resources, it's critical to speak with a community's stakeholders. In this case, input from elected officials, city administrators, business owners and opinion leaders in low income areas were crucial to the success of the #15 Collinsville Shuttle.

##### 

### City Utilities of Springfield (1828)

#### City Utilities of Springfield

##### Continue Expanded Fixed Routes 8, 10, 11, 15 for JARC Service (320)

**Service area**: Springfield (MO: Greene)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:Since 1999, City Utilities has been awarded a JARC grant funded by FTA or through MODOT to continue operating the four bus routes to assist people getting to and from work, job training, school, and childcare facilities by fulfilling major transportation gaps in Springfield. All the bus routes are within the city limits of Springfield covering the northwest, northeast, southeast and south central areas of Springfield. The geographical locations for the four fixed routes are as follows:

Line 8 - Norton covers the northwest part of Springfield by going west on Norton Rd. to west Kearney out to the Partnership Industrial Park West and back east on Kearney and Norton to Glenstone. This route operates Monday through Saturday, on a once an hour schedule and connects to five other fixed bus routes.

Line 10 - Cedarbrook covers the northeast and east central areas of Springfield by going east on Division to Cedarbrook, south to Cherry, west to Glenstone, and north to Kearney. This route operates Monday through Saturday, twice and hour during peak hours in the morning and hourly from 8 AM to 6 PM and once an hour on Saturday.

Line 11 - Ingram Mill covers the southeast to south central areas of Springfield by going south on Ingram Mill, west on Battlefield, north on Golden and Seminole, east on Sunshine to Ingram Mill. The routes connect with four other fixed bus routes.

Line 15 - E. Kearney covers the northeast area of Springfield out to the Partnership Industrial Park East. This route leaves north Glenstone going east on Kearney to the Partnership Industrial Park and other related industries on Kearney and near the I-44 Interstate. This route operates Monday through Friday, with half an hour service during peak morning hours and hourly service from 7:30 AM to 5:30 PM and connects with three other fixed bus routes.

**Evaluation**:The success of these four fixed bus routes is measured by several factors: 1) passenger counts, 2) cost to provide the service either per bus hour, per bus mile, or per passenger, 3) number of low to moderate income passengers served, 4) number of businesses and industries served, 5) number of service agencies served, 6) number of daycare centers served, 7) number of schools and training centers served.  
The estimated number of low to moderate income individuals served on these four routes is 19,387 or 16.4% of 118,374 the total population of these four bus routes. This information was provided by the Ozarks Transportation Organization (OTO) and the 2005-2009 American Community Survey. In FY 2010 the Line 8 provided 42,515 passenger trips, 4,077 bus hours, and 66,469 bus miles; the Line 10 provided 29,737 passenger trips, 2,433 bus hours, and 39,459 bus miles; the Line 11 provided 39,686 passenger trips, 4,028 bus hours, and 61,465 bus miles: and Line 15 provided 13,562 passenger trips, 2,098 bus hours, and 39,224 bus miles for a grand total of 125,500 passenger trips, 12,636 bus hours, and 206,617 bus miles.

**Accomplishments**: Based on 2009 data, these four fixed routes provided connections to over 8,000 businesses with various entry level positions. Of the 8,000 businesses reached by the total bus system, 61% of all major entry level employers for low to moderate income families (57 out of 93 employers for TANF recipients) were served by the CU bus system within a 1/4 mile buffer. Besides the businesses reached, 75% of all supportive service agencies (61 out of 81) of all health care services were served and 73% of all supportive service agencies (317 services out of 436) for low to moderate income families are served by the CU bus system. In order for parents to work outside the home, the total fixed bus routes reached 54% of all childcare providers (119 out of 219). Housing has the greatest percentage of bus service with 96% (27 out of 28) provided within a 1/4 mile buffer of all CU bus routes. Information was provided by the Community Partnership of the Ozarks.  
The businesses and service agencies that have requested bus route service and who have benefited from the partnerships formed to establish these four routes are all very appreciative to have public transportation provided for their employees and customers.

**Lessons learned:** When CU started these four routes in 1999 with JARC funding there was more federal funds available to offset the cost of operating these four routes. As the years have passed the funding continues to get less, but CU has continued to provide this vital fixed route bus service to those that are benefiting from the bus coverage. Total costs for all four fixed routes for FY 2010 is approximately $1,064,330 (12,636 bus hours times $84.23 cost per vehicle hour). The amount of federal funding authorized for FY 2010 Section 5316 JARC Grant for Springfield, MO was only $152,032. As you can see the total cost of all four bus routes far exceeds the amount of federal funding that Springfield received for JARC funding.

### Kansas City Area Transportation Authority (1827)

#### City of Olathe Taxi Coupon/Voucher Program

##### City of Olathe Work Taxi Coupon/Voucher Program (2174)

**Service area**: City of Olathe, Johnson County

**Type**: Trip-Based Services/User-side subsidies/vouchers

**Goal**: Improved system capacity

**Service description**:The City of Olathe Work Taxi Coupon/Voucher Program provides transportation for Olathe residents who qualify for low income employment transportation within the city limits of Olathe, Kansas. The program was established in the fall of 2003.

**Evaluation**:Ridership data and passenger surveys

**Accomplishments**: The program continues to provide transportation services to low income citizens and helping them to accomplish their goals of working towards self sufficiency due to the safe, dependable and affordable transportation provided through this program. A new Customer Database program is being used to help staff manage the transportation service in a more efficient manner.

**Lessons learned:** Having the use of a Customer Database has been beneficial to our operations.

#### Full Employment Council

##### FEC Career Transit Program (2157)

**Service area**: Cass, Clay, Jackson, Platte, and Ray Counties

**Type**: Information-Based Services/Mobility manager

**Goal**: Improved access/ connections

**Service description**:The FEC Career Transit Program provides outreach and marketing activities to persons who reside in Cass, Clay, Jackson, Platte and Ray counties in Missouri, who are potential employees without autos, access to job and training opportunities and marketing of program services to employers thereby linking areas occupied by low income residents, with high growth and employment areas. The program focuses on providing placement assistance to persons with disabilities and low income/economically disadvantaged workers. Outreach and marketing activities include provision of monthly bus passes, vans to take employees to employers who are located where existing transportation system does not run.

**Evaluation**:FEC evaluates the program through input from participants, employers, community leaders and partners such as KCATA.

**Accomplishments**: By providing transportation resources such as bus passes and door-to-door cab service to those employed and working in areas where there is no public transportation and funds for gas - helps eliminate transportation barriers for job seekers who are seeking to acquire employment and retain employment. The program continues to reach out to those in the community that can benefit from the program. The contacts we have made utilizing the JARC funds continues to increase each month.

**Lessons learned:** Coordination and partnership with the community is key to a successful program.

##### 

#### Johnson County Transit

##### Route-R Downtown-Olathe;Route I-KCK-Olathe;Route K-Olathe (1463)

**Service area**: Johnson, Wyandotte and Jackson Counties

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved access/ connections

**Service description**:During FY 2010, the following three routes provided Job Access Reverse Commute service:  
Route R – Downtown-Olathe provides service from downtown Kansas City and Crown Center, to downtown Olathe and the Great Mall via I-35. This route has one southbound trip and one northbound trip. Days of operation are Mondays through Fridays from 5:50 AM until 6:29 PM.   
Route I –KCK-Olathe provides service from downtown Kansas City, Kansas and Kansas City, Missouri to Lenexa and Olathe, Kansas. This route has two southbound trips and two northbound trips. Days of operation are Monday through Friday, from 5:35 AM until 6:15 PM.   
Route K – Olathe JoFlex provides service throughout Olathe. Days of operation are Mondays, Wednesdays and Fridays from 8:56 AM to 2:14 PM. The routes were designed to meet the needs of low income or disabled residents who needed transportation to get to work, training, or daily life activities. Route K connects potential employees with a wide variety of retail, factory and other employment opportunities within Olathe. The Super Target, Wal-Mart, Price Chopper and Hy-Vee stores are located along the route. The ridership on Route K has decreased. Due to budgetary constraints, this route will be eliminated in December 2010.

**Evaluation**:JCT surveys the community or service partners on a continuous basis to gain information for route development and to address efficiency. The project is evaluated based on projected and actual ridership and whether it has met the needs of the target community and the general public. As a result, the service is expanded or modified, if necessary, to address the needs of the targeted service as well as the general public.

**Accomplishments**: Provided convenient, reliable, efficient and safe regional mobility options to our customers that constantly exceeded their expectations.

**Lessons learned:** Thoroughly assess the needs of the target group within the community and ensure that the public is included in the process. Evaluate the service to ensure it will meet the needs of the community and consider all types of service (fixed route, route deviation, etc.) during the evaluation process.

#### Kansas City Area Transportation Authority

##### City of Independence Job Access Program (2198)

**Service area**: City of Independence, Jackson County

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved system capacity

**Service description**:Community based local service (route #183 & #285) and regional express service (route #24). The transit service is a fixed route service operating six days per week. Service on #24 provides a minimum of hourly service from 5 AM to 7 PM (Monday through Saturday); extra buses are available in the morning and late afternoon commute times.  
#285 (Blue route) begins service at 5:30 AM until 6 PM with a two hour break from 9 AM to 11 AM, Monday through Friday; Saturday service is available hourly form 9:30 AM to 6 PM. Route #285 connects with the transit hub located at Blue Crossing in Kansas City, Missouri.  
Route 183 (Green route) begins service at 7:30 AM to 6 PM with a two hour break from 9 AM to 11 AM, Monday through Friday; Saturday Service on #183 is available hourly from 9:30 AM to 6 PM.

**Evaluation**:Ridership data and passenger surveys

**Accomplishments**: Dependable transit service is continuing to be provided to low income individuals to employment destinations throughout the City of Independence and Kansas City, connecting to other transit providers in the region.

**Lessons learned:** Work with the community to coordinate service that is beneficial to those we serve.

##### KCK JARC Service (2195)

**Service area**: Kansas City, Wyandotte (KS: Wyandotte; MO: Jackson)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved system capacity

**Service description**:Service operated by KCATA for the Unified Government of Wyandotte County consisted of routes #104 Argentine Avenue and #106 Quindaro Avenue. These routes serve low income individuals seeking employment in the metropolitan Kansas City urban core including Wyandotte County, Kansas. Both routes are fixed route service operating Monday through Friday from approximately 4:30 AM to 11:30 PM and on Saturdays from approximately 6:30 to 8 PM. Route #104, Argentine Ave. provides service between 7th & Armstrong Ave. to 40th & Lawrence Ave. Route #106, Quindaro Ave. provides service between downtown Kansas City, MO (10th & Main) to the Indian Springs Transit Center (47th & State).

**Evaluation**:Service is evaluated using ridership data and passenger surveys. Residents are encouraged to voice their opinions about the service and transportation needs through KCATA's customer service lines.

**Accomplishments**: KCATA continues provide accessibility to jobs via public transportation for low income and transit dependent population.

**Lessons learned:** It is important to work with the communities served to assess their transportation needs in order to provide service that is beneficial to them.

##### 

##### Northland Service (2155)

**Service area**: Clay, Jackson and Platte Counties

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved system capacity

**Service description**:Route #129, I29 Express is a fixed route service which provides reverse commute transportation opportunities to low income individuals residing in the metropolitan Kansas City urban core seeking employment or who are employed along the I-29 corridor to KCI Airport. Regular route buses serve downtown KC, Prairie View Rd. between 56th and Barry Road, the Boardwalk Square MetroCenter and KCI Terminal C. Reverse Commute Trips northbound operate from 6:17 to 9:30 AM, and southbound buses operate from 4:26 to 7:01 PM. Passenger stops are made only at KCI and the Boardwalk Square Metro Center and 10th and Main Transit Plaza Monday through Friday.  
It is important to note that these services are in operation throughout the year and have been in operation for many years. JARC funding only funds three months of service.

**Evaluation**:KCATA use ridership data and passenger surveys to evaluate the service along with input from employers along the corridor to make route adjustments as needed and available funding allows.

**Accomplishments**: The Northland continues to experience growth in population and employment opportunities. KCATA partners with the communities to provide service that is of the greatest benefit to the community with the limited resources available.

**Lessons learned:** It is important to work with the communities that we provide transportation service to assess their transportation needs so that we can provide service that is beneficial to those we serve.

##### 

##### Northland Service - Demand Responsive (2156)

**Service area**: Clay, Jackson and Platte Counties

**Type**: Trip-Based Services/Demand response

**Goal**: Improved system capacity

**Service description**:Route #229, Tiffany Springs MetroFlex is a demand responsive service provided between downtown Kansas City, Missouri (10th & Main Transit Plaza) along the I-29 corridor to the KCI Airport. The majority of the service is provided between Barry Road (south) and Cokingham Drive (north) and approximately within two miles east or west of I-29 with KCI being the most western point. Reverse commute service is provided to low income individuals residing in the metropolitan Kansas City urban core seeking employment or who are employed along the I-29 corridor to the KCI Airport, the Tiffany Springs employment market and other retail and employment centers in north Kansas City. The service also offers transportation services to those working second and third shifts and weekends in the area. The #229 demand responsive service is available from 5:40 AM to 6:05 PM Monday through Friday within the service boundary from KCI to Barry Road. On weeknights from 7 PM to 12 AM and all day on weekends, the service boundary extends to 10th and Main Transit Plaza in downtown Kansas City, Missouri.  
It is important to note that this service is in operation year round but JARC funding only funded three months of service.

**Evaluation**:KCATA uses ridership data and passenger surveys to evaluate the service along with complaints or suggestions that are received by our call center concerning the route. These tools are used to make route adjustments as needed and funding allows.

**Accomplishments**: The Northland continues to experience population growth and increased employment opportunities. KCATA partners with the community to provide service that is of the greatest benefit to the community with the limited resources available.

**Lessons learned:** In order to provide service that is beneficial to those you serve, work with the communities you serve to assess their transportation needs.

##### 

#### OATS, Inc

##### Belton, MO to CASCO Area Workshop (1426)

**Service area**: Belton (MO: Cass)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved system capacity

**Service description**:OATS, Inc has provided safe and reliable transportation to Cass County residents for many years. In FFY 2010 OATS provided service to disabled and low income residents in Belton, MO to and from the CASCO Area Workshop in Harrisonville, MO for employment purposes. OATS is providing service to individuals within the Belton, MO area that rely on transportation because of their disabilities and that do not have any other options for transportation. Funds from MO-37-X036 and MO-37-X038 Job Access, Project E helped subsidize transportation for these individuals. In the past OATS has used JARC funds from previous grants to help subsidize transportation service to and from the CASCO Area Workshop.

**Evaluation**:OATS, Inc currently has a waiting list of nine individuals in the Belton, MO area that need transportation to the CASCO Area Workshop. This list can and does change on a weekly basis. On a regular basis OATS Regional Director meets with CASCO staff to discuss funding options for transportation along with availability at CASCO for these individuals. OATS and CASCO continue to look for additional funding partners to assist in meeting the service demands for the future. OATS Regional Director and CASCO Executive Director participate in the Community Transition Committee for Cass County. This committee consists of high school counselors, special needs teachers, CASCO staff and people from a variety of businesses  
in Cass County.

**Accomplishments**: The greatest accomplishment has been to provide disabled and low income individuals transportation to and from the CASCO Area Workshop for employment purposes. Many of these individuals do not have any other means of transportation to CASCO which would result in them not maintaining the employment skills, childcare and health related resources defining "quality of life".  
To provide employment transportation of riders and allow for transportation services as space becomes available.

**Lessons learned:** OATS, Inc has been providing this type of service to CASCO Area Workshop for Cass County Residents since 1974. I would encourage someone else starting up this type of service to always look for additional funding sources so that all the individual needs are met.   
To participate in Community Transition meetings and fairs to become familiar with the particular needs of individuals and to learn what other resources are out there in the community.

## Nebraska

### City of Lincoln (1896)

#### City of Lincoln

##### Center for People in Need - Driver Voucher Program (1866)

**Service area**: Lincoln (NE: Lancaster)

**Type**: Trip-Based Services/User-side subsidies/vouchers

**Goal**: Improved access/ connections

**Service description**:This service provided by the Center for People in Need reimburses volunteer drivers on a per trip basis for providing eligible, low income workers with transportation to and from employment and employment-related activities. This program is targeted toward eligible, low income workers who will be responsible for locating a driver and making the transportation arrangements that best suits their needs. Program funding will be used to reimburse a volunteer driver on a per-trip basis for car-related expenses. The intent of the program is to provide transportation for low income persons and persons to access employment and job training opportunities. Priority for participation will be given to those who are unable to utilize public transportation and who are not eligible for any other type of funding for transportation.

**Evaluation**:We evaluate the program based on number of rides provided for people to get to work or job training. We also evaluate staff performance through their availability to clients when they walk in, their interactions with the clients (courtesy), and making sure we spend the money allotted each month.  
During Year 2 we distributed 11,030 vouchers to 337 drivers, representing 286 clients.

**Accomplishments**: Our successes lie with the clients who wouldn’t be able to get to work if they didn’t have this program. “People thank us for doing this because without it they wouldn’t be able to get to work,” Christina said. Most of the people she gives the vouchers to work at hotels in housekeeping or at fast food restaurant, with low wages.

**Lessons learned:** Have a database system or method to prevent duplication of vouchers. Also, with the amount of volume we experience it helps to have a person dedicated to organizing the paperwork for the program.

##### Subsidize StarTran JARC Routes (1860)

**Service area**: Lincoln (NE: Lancaster)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:The use of JARC funds are for the continued support of two fixed bus routes that are intended to access additional employment and job training opportunities. Funding is used to subsidize two bus routes resultant from a previous transit study. These two bus routes serve key employment centers such as Wal-Mart, Nebraska Heart Institute, Kawasaki, Pfizer, Verizon, Immigration & Nationalization Services and Lincoln Plating Co.

**Evaluation**:This project will continue to be evaluated against a set of service standards as part of the evaluation process. The evaluation method that will be examined will be productivity (passengers/mile).

**Accomplishments**: Since starting the service to new areas we have received positive feedback from patrons regarding this service and ridership on these two routes has increased.

**Lessons learned:** No lessons learned

##### Transportation Support for New Americans Preparing for Work Entry (1864)

**Service area**: Lincoln (NE: Lancaster)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Improved system capacity

**Service description**:The JARC grant enables us to provide vital training to those who would otherwise be unable to attend, to connect them with employment services, and to help them actually apply for, interview for, and secure jobs. We rely primarily on outcome measures to determine project effectiveness.

**Evaluation**:None

**Accomplishments**: 38% of JARC supported students in our Workforce Readiness English classes secured jobs during FY 2010, compared with just 9.2% of our overall student population.  
**Lessons learned:** Demand for free transportation always exceeds supply, so you need to have a system for determining who is eligible, first of all, and secondly how to ration the service among the eligible. It is important to teach participants to call if they are not going to attend, because otherwise a lot of time and effort will be wasted. Even then, however, it is worth having the coordinator make confirmation calls before giving the driver a route sheet.  
The people who most need our services tend to have young children, so it is vital that transportation services be configured to serve children as well as adults. That means a variety of approved child seats, as well as other preparations. Last but not least, it is important to instruct the riders on safety, including child safety. Many New Americans are unfamiliar with seatbelt laws. They may wish to hold their children in their arms as they ride. It is critical to educate them about both the laws and the realities of safe vehicle travel for children.

### Metropolitan Area Planning Agency (1856)

#### Black Hills Workshop

##### Black Hills Workshop Operating-Year 2 (1386)

**Service area**: MAPA TMA (NE: Douglas, Sarpy; IA: Pottawattamie)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

**Service description**:This service provided demand response rides for employees of Offutt Air Force Base who are members of the JARC population. These employees would be unable to secure transportation to their place of employment without this service. The grant provides operating assistance for the deployment of vans to ferry employees to and from work.

**Evaluation**:None

**Accomplishments**: None

**Lessons learned:** None

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### Omaha Metro Area Transit (1839)

#### Omaha Metro Area Transit

##### Express Route 92 (546)

**Service area**: Omaha (NE: Douglas)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:Route 92 connects the North Omaha Transit Center to jobs in west Omaha via the Central Business District. North Omaha is a poorer area in our community.

**Evaluation**:Performance measures used have been ridership numbers on the route since inception.

**Accomplishments**: This route has enabled people from our north Omaha community to travel on an express bus to and from west Omaha where more jobs have been relocated.

**Lessons learned:** Work with employers to find what the needs of their employees are in terms of transportation to jobs.

##### Route 16 (545)

**Service area**: Omaha (NE: Douglas; IA: Pottawattamie)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:Route 16 connects the North Omaha Transit Center with the Central Business District via the airport, northeast industrial zone and the Open Door Mission. This route provides transportation to jobs and other routes where riders can get to jobs as well as other types of trips.

**Evaluation**:Performance measures used have been ridership numbers on the route since inception.

**Accomplishments**: This route has enable patrons from the Open Door Mission to use public transportation to get to jobs and other services.

**Lessons learned:** Work with human service agencies to determine transportation needs for their clients.

##### 

# small urban/rural projects

## Iowa

### Iowa Department of Transportation (1812)

#### Ames Transit Agency

##### Pink Route (1087)

**Service area**: Ames (IA: Story)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:The #10 Pink Route provides weekday fixed route service to the east side of Ames, to a large commercial-industrial-medical area with approximately 88 businesses along the route with seven heavily utilized medical businesses (Mary Greeley Dialysis Center, Iowa Heart Center, Wolfe Eye Clinic, Pediatric Dentist, Iowa Foot Clinic, Choice Medical Building, Grandgenett Dentistry) consolidated at the end of the route. The service just began mid-August 2010 and therefore only had less than two months of data for this report. Specifically, the route operates from Ames City Hall connecting with three other routes for transfers traveling eastbound along East Lincoln Way, and north on Dayton Road to East 13th St where a medical hub area resides along Philadelphia Road. Representatives developing the coordinated transportation plan ranked this project as their top priority to expand transit service in the Ames community. This is an area where low income/disabled transient individuals cannot access jobs, medical care, and specialized care for the disabled. Consequently, there are three trips in the morning (7:30 AM to 9:45 AM) and three more in the afternoon (2:55 PM to 5:30 PM) to provide service to passengers working at the many small businesses, large factories, medical facilities, and government facilities in the area. Businesses, medical and government employers, and human service agencies were surveyed to determine what times of the day the service should operate in which they chose six peak hour service trips as opposed to six midday trips. The only medical agency that disagreed was the dialysis business but indicated that they could change medical appointments for those that requested times coinciding with bus times.

**Evaluation**:The #10 Pink Route had only operated five weeks as of 9/30/2010. The passengers per revenue hour is only 1.3 which is probably due to the limited service provided. Ridership as of April 2011 is still low, but we expect an increase in the summer of 2011 when a program called ChildServe expects to ride multiple times per day.

**Accomplishments**: The #10 Pink Route is CyRide's first venture into the industrial section of town. There is a core group of about five riders who use it every day and others who try it occasionally. The route also provides access to two large human service agencies (Childserve and Mainstream Living) serving the mentally disabled community. Childserve provides daycare services through 25 years of age as well as specialized medical care and Mainstream Living provides residential and vocational services for the mentally disabled community including: Employment and Learning Center, Home and Community Based Services, Supervised Living Apartments, Supported Community Living Program, Residential Care Facility for Persons with Mental Illness and Transition Age Youth Program. Mainstream is the agency of choice in obtaining living options and successful employment for mentally disabled individuals in Ames and Story County. Both of these organizations have indicated that an accessible bus route has been a wonderful addition to those that need accessibility. CyRide expects that Childserve will utilize the route for fieldtrips into Ames as part of their daycare program. A realtor also requested this service as the project was being developed and wanted to advertise and provide this option for many of his agency’s clients. Therefore, even though ridership is low; it does provide availability to jobs in the east part of Ames that was non-existent prior to this route.

**Lessons learned:** Involvement from the business and human service agencies in planning the service was essential in getting this service started. As the new mall construction east of I-35 (which was driving the thoughts for new bus service to this area) became less apparent, service consequently became a less priority for the local funding bodies especially with the downturn of the economy. The funding board wanted service to the mall on the opening day of the new mall, but only if the mall opened. However, the locally developed transportation plan required that the gaps be identified which highlighted much more than just the mall as a need within east Ames.

##### Summer Weekday Brown (1085)

**Service area**: Ames (IA: Story)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved system capacity

**Service description**:The Brown Route summer service provides 7.5 additional fixed route trips between North Grand Mall to Iowa State University (ISU) campus going through one of the most rapidly growing residential communities in Ames. In 2007, staff identified summer trips having high ridership to appropriately plan for increased frequencies on these particular trips due to multiple requests from the public for additional service. Prior to this service expansion, CyRide's #6 Brown Route operated 40-minute service between ISU campus and North Grand Mall. The summer route increased service to 20-minute frequencies during periods of high activity. The route serves as a traditional route to ISU campus for working/educational opportunities but also as a reverse commute to the commercial district at North Grand Mall.

Below are employment/educational sites that are now available to areas in North Ames due to this service extension: Iowa State University Campus, Cub-Foods, JC Penney (major North Grand Mall North Grand Mall business), Younkers (major North Grand Mall business), and North Grand Mall businesses (http://www.northgrandmall.comlpages/stores/11.php), Wal-Mart (north - Grand Ave.), Fredrickson Court (high residential housing), University Village (high residential housing) and Somerset Village (high residential housing).

**Evaluation**:CyRide has evaluated the project from the following data: total passengers, revenue miles, revenue hours and cost. Passengers per revenue hour was 17.6 in FFY 2009 and 24.9 in FFY 2010. Like many of our routes, these buses often have standing room only on the busiest trips in the morning. The afternoon routes do not carry as many passengers, but are still well utilized and give much better service to this part of town.

**Accomplishments**: The service travels through three high residential housing areas between two huge traffic generators, ISU campus and the mall. The additional service wasn't especially innovative but it was definitely needed illustrated through large loads CyRide experienced in previous years and through public requests for additional summer service.

**Lessons learned:** The service did what we expected. Prior to adding this service, we had to have a bus available to carry passengers unable to fit on the regular service. Passengers used to have to crowd together to fit. Now they still may have to stand, but they are not packed on the bus.

##### Weekday Yellow Midday (1086)

**Service area**: Ames (IA: Story)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

**Service description**:The Midday South Duff service (Gray #4A) provides three additional fixed route trips to both the South Duff Avenue and South 16th Street, thereby eliminating service gaps identified within transportation coordination plan. The route extends service to one of Ames major commercial districts with numerous restaurants, retail outlets and other businesses as well as a large residential area on the southern most end of the identified gap area. The existing #4 Gray Route was modified to alternate between the current route and traveling south on South Duff to Crystal Street. This would provide service to the Kate Mitchell School residential area thereby restoring a midday service option to this area with 60-minute service. This residential district is less affluent than many other areas of Ames and would connect residents directly to ISU campus providing direct linkage to educational opportunities at Iowa State University as well as employment to campus and South Duff commercial district.

Following are employment/educational/childcare sites that otherwise wouldn't be accessible during the midday by these residents: K-Mart, Borders Book Store, Staples, Best Buy, Earl May, Veterinary Medicine Laboratories, ISU Child Care Center at Veterinary Medicine, Movies 12, Hickory Park Restaurant and Iowa State University Campus. Therefore, the route would serve as a traditional route to ISU campus but also as a reverse commute to the commercial district of South Duff.

The coordinated transportation provider-human service plan identifies the continued need for service to this area to improve the quality of life for Ames residents' low income population. Service prior to this expansion in 2008 left this corridor with large gaps during the mid-day leaving residents without a viable option to travel throughout the community from this area. Specifically, CyRide's #5 Yellow Route only operated one mid-day trip on south Duff to Kate Mitchell School residential area connecting to Ames City Hall. Therefore this one trip was the only midday opportunity for residential customers in this area to access other areas in Ames at their discretion between 10:30 AM and 3:30 PM.

Prior to 2008, CyRide customers complained for additional midday service transit in this area. CyRide identified down-time at the end of an existing service route and incorporated a deviation off of the #4 Gray Route to operate the southern portion of the #5 Yellow Route. The result is a minimal service cost expansion to provide better connections to the commercial district along S. Duff and to the low income residential area of Ames. This area houses primarily Ames citizens as opposed to a high population of traditional ISU students.

**Evaluation**:CyRide has evaluated this project from the following data: total passengers, revenue miles, revenue hours and cost. Passengers per revenue hour were 87.2 in FFY 2009 and 88.5 in FFY 2010, however that is inflated by the trip it makes through Iowa State University before traveling to the South Duff area. The passengers per revenue hour for the portion on South Duff would be about 7.0 per hour. This is the same as the passengers per revenue hour ratio of the rush hour service to the same area.

**Accomplishments**: The service provides connection from a low-density residential community to a major educational destination in Ames while providing improved access to a highly growing commercial area. The additional service wasn't especially innovative other than the route was generated from inefficiencies in another service route to allow opportunities to other low income residents of Ames. The value of this service is not in the passenger numbers but in the available service to those customers living in the southern portion of the #5 Yellow Route. However, the route gains high ridership through ISU students traveling back to the Iowa State Center (commuter parking lot). The section of served by this route is also a low middle income area of town where a second car is not usually available. Adding the midday service gave the residents a way to get home after their part time jobs in the morning. One passenger that works in a school lunchroom used to have to wait three hours for a bus back home before we started this service.

**Lessons learned:** The service has performed as we expected. The area of town served is low density, so ridership was not expected to be high. The service is one that is needed more for social reasons than creating high ridership.

##### Weeknight Brown Route (1084)

**Service area**: Ames (IA: Story)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

**Service description**:The #6 Brown Route weeknight service provides four additional fixed route trips between North Grand Mall and Iowa State University (ISU) campus going through one of the most rapidly growing residential communities in Ames. The additional service operates between 6 and 9 PM, extending the northern portion of the weekday #6 Brown Route. The service operates 40-minute headways to/from campus allowing passengers access along the corridor past 6 PM to educational and work opportunities.

Below are employment/educational sites that are now available to areas in North Ames after 6 PM due to this service extension: Iowa State University Campus, Cub-Foods, JC Penney (major North Grand Mall North Grand Mall business), Younkers (major North Grand Mall business), North Grand Mall businesses (http://www.northgrandmall.com/pages/stores/l1.php), Wal-Mart (north - Grand Ave.), Fredrickson Court (high residential housing), University Village (high residential housing) and Somerset Village (high residential housing).

**Evaluation**:CyRide has evaluated the project from the following data: total passengers, revenue miles, revenue hours and cost. The 18.3 passengers per revenue hour is comparable to our other evening routes and is above the minimum standard of 7.0 passengers per revenue hour we use for new services.

**Accomplishments**: The service travels through three high residential housing areas between two huge traffic generators, ISU campus and the mall. The additional service wasn't especially innovative but it was definitely needed illustrated through large loads CyRide experienced in previous years and through public requests for late night service.

**Lessons learned:** This project has done what we expected it to do. We knew it would not be a heavily used route, but it provides a much needed service (even though it only runs hourly) to a section of town that is rapidly developing. From the first two years ridership levels, I would guess we will have to add more service. We have had requests to run the service later at night.

#### Cedar Rapids Transit

##### NTS (1453)

**Service area**: Cedar Rapids (IA: Linn)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

**Service description**:The Neighborhood Transportation Service (NTS) is a shared ride service that provides curb-to-curb transportation to and from work, school, job training, and life skill classes at night and on weekends primarily when the fixed-route bus service is not in operation. The cost of an NTS ride is $5 anywhere within the city limits of Cedar Rapids, Marion, and Hiawatha.   
There are four components of the NTS service that seek continued JARC funding: 1) Expanded night service from 2 AM - 6 AM, Monday through Friday and 2 AM - 8 AM Saturday and Sunday; 2) Subsidized client co-pays to buy down the cost of a ride for approved riders; 3) Work shuttle to and from REM Services for people with disabilities who are learning employment skills; and 4) a life-skills class shuttle to and from the Young Parents Network.

**Evaluation**:Monthly reports that track the following data:  
1. total riders  
2. number of new riders  
3. childcare stops  
4. training stops  
5. total number of rides  
6. time of day the rides are utilized  
7. Sat. and Sun. rides  
8. total number of weekend rides  
9. cost associated with service  
10. number of jobs reached  
11. actual job sites  
12. number of new job sites  
13. number of rides to new geographical job sites

**Accomplishments**: The numbers speak for themselves. For the period of Oct. 09 - Sept. 10, there were 26,736 rides utilizing this service. There were 2,837 low income people who rode NTS using JARC funds and of those, 322 were new participants. There were 8,570 entry-level jobs reached and 458 employment sites reached. This program continues to grow as the need for night time transportation continues to grow.

**Lessons learned:** Start slow. This program has grown over the past decade to the point of serving as many low income riders as we currently serve.

##### Taxi Service for JARC Participants (1456)

**Service area**: Cedar Rapids (IA: Linn)

**Type**: Trip-Based Services/User-side subsidies/vouchers

**Goal**: Improved access/ connections

**Service description**:The taxi cab and limousine component of the JARC program provides reduced cost taxi rides to JARC participants when the fixed route bus service and night time (NTS) service is unavailable or not feasible. This service provides a critical backup option and ensures transportation services available for JARC participants at all hours of the day. The funding helps buy down the cost of a ride.  
The taxi cab component of the JARC program is essential for low income riders to have available and affordable transportation 24 hours per day, every day of the year.

**Evaluation**:Monthly reports that track the following data:  
1. total riders  
2. number of new riders  
3. childcare stops  
4. training stops  
5. total number of rides  
6. time of day the rides are utilized  
7. Sat. and Sun. rides  
8. total number of weekend rides  
9. cost associated with service  
10. number of jobs reached  
11. actual job sites  
12. number of new job sites  
13. number of rides to new geographical job sites

**Accomplishments**: During the time period of Oct. 09 - Sept. 10, there were 6,769 rides utilized, 957 weekend rides, 474 riders, 3 childcare stops, 6,725 jobs reached, 313 employment sites reached, and 1 new employment site. This component of the program is extremely important and continues to not only grow, but become even more essential as the cities that are serviced are expanding.

**Lessons learned:** Start small and also make sure that the riders are responsible for contributing to the cost of the rides in some way. With our program, the first month is free for the rider, but starting the second month and with the understanding that the first month is to help establish employment, the rider is responsible for contributing as well.

#### City of Muscatine (MuscaBus)

##### JARC for Work (1288)

**Service area**: Muscatine (IA: Muscatine)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved system capacity

**Service description**:JARC for Work operates Monday through Saturday from 5:30 PM - 12 AM. We do not operate fixed route service during this timeframe. During FFY 2010 we provided 6,062 rides within the City of Muscatine. The rides are set up on a demand response basis. Passengers may call up to one week in advance for work or training related rides. If there is space available, the general public can schedule a same day after 2 PM.  
During FFY 2010, we delivered passengers to 53 different locations, representing employers in healthcare, retail, food service, industrial, and hotel sectors. We also transported passengers to schools for training and children of passengers to daycare settings.

**Evaluation**:JARC for Work began operation in Muscatine during fiscal year 2001. Statistics have been kept since its inception. If we use the years 2002-2010 for comparison, rides provided per evening have ranged from a low of 17.04 per night in 2004 up to a high of 23 rides per night during 2009. During FFY 2010 we provided 19.42 rides per night of operation.   
The current schedule has 28 time slots available in a typical nightly JARC schedule. We schedule in 15 minute increments. Not all locations in Muscatine are accessible in 15 minutes, so we can never fill all 28 slots.   
Statistics for JARC are reviewed minimally on a quarterly basis, typically monthly. We strive to maintain or increase ridership, but are affected by economic conditions.

**Accomplishments**: Successfully delivering 6,062 passengers safely with no accidents and only a single, minor incident where a passenger had fallen before entering the bus.

**Lessons learned:** It is impossible to anticipate the demand for service until you offer it. Don't be afraid to offer something new in your operation.

#### Coralville Transit

##### Midday Express (319)

**Service area**: Coralville (IA: Johnson)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

**Service description**:JARC funding was utilized to extend and close a service gap in the Express route serving areas north of I-80 in Coralville. Over the past several years there has been significant development in this area with transit service available only in morning (6 AM to 9 AM) and evening (2:45-7:30 PM). The location of this development has made it difficult for pedestrians to reach because of heavy traffic (I-80 and Highway 965) with almost no existing sidewalk or trail system. This service, known as the Midday Express, has made it possible for numerous employment opportunities giving individuals the opportunity for transit service to the area from 6 AM to 7:30 PM.   
The Midday Express operates on a half hour headway and connects with the 10th Street and Lantern Park route at the Coral Ridge Mall allowing passengers the opportunity to reach downtown Iowa City or the University of Iowa Campus.  
There are numerous retail stores, fast food restaurants as well as a large manufacturing facility, probation office, and corrections center. The route also covers a large residential area north of I-80. Many of the users are transportation dependent persons often seeking employment opportunities.

**Evaluation**:Coralville Transit takes into consideration performance of the route through ridership as well as the various user groups. We have monitored the bus stops that have the highest boardings/departures.

**Accomplishments**: Coralville Transit recently launched a real time passenger information system that assists passengers in getting information regarding routes and schedules. This system may be accessed via the internet, PDA, cell phone or land line. When implementing the project much emphasis was placed on the operability of the system. It was vital that the system be easily accessible to everyone. This not only been a benefit to the JARC program, but to the system as a whole.

**Lessons learned:** It is extremely important to promote the service and make it as user friendly as possible. Surveying the passengers to get suggestions and information regarding what would make the service more appealing also is significant is sustaining the service.

#### Delaware, Dubuque and Jackson County Regional Transit Authority

##### Dubuque County JARC (1138)

**Service area**: Dubuque (IA: Dubuque)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Improved access/ connections

**Service description**:The Dubuque JARC Route incorporated nine, 16-18 passenger buses, operating Monday through Friday, on split shifts from approximately 7 AM to 9 AM and from 2:30 PM to 4:30 PM, transporting approximately 125 passengers to various job sites including the Vocation Services Center, Can Redemption Center, Dittmer Recycling, Pepsi, Finnin Ford, Colonial Terrace, Dubuque Humane Society, Goodwill Industries, HyVee Foods, Crescent Community Center and Stonehill Care Center. The Dubuque JARC Route also incorporated one, 16-18 passenger bus operated Monday through Sunday, operating on a shift from approximately 8 PM to 10 PM transporting 8-10 passengers to job sites within Dubuque including the Crescent Community Center, Stonehill Care Center and Goodwill Super Center. The Dubuque JARC service is a subscription service predominantly utilized by passengers with developmental disabilities who live below the poverty level.

**Evaluation**:With each year the service has increased in individuals served, businesses served, and rides delivered. With increased emphasis on schedule coordination, the transit service has experienced a 4% decrease in operating costs while at the same time a 9% increase in ridership. As a result, the cost per ride has decreased by 12% over the past year.

**Accomplishments**: With improved coordination of schedules the service has become more efficient, allowing the transit provider to provide more services to more individuals in need of the service even during a time when subsidies have remained relatively flat and in some cases in decline.

**Lessons learned:** Because the service is client centered and for the most part, individually billed, a solid line of communication between the work sites and a sophisticated dispatching center are essential to efficiently and cost effectively deliver service.

#### Iowa City Transit

##### Crosspark Route (2126)

**Service area**: Iowa City (IA: Johnson)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:The Cross Park Route addition is a 30 minute off-peak (9 AM - 3 PM, Monday through Friday) route that provides additional bus service to the social and human service agencies that are located south of the downtown area. These agencies include Johnson County Administration Building, Johnson County Jail, Johnson County Health and Human Services Campus, Everett Conner Center for Independent Living, Crisis Center and Food Bank, Salvation Army, WIC offices, Broadway Neighborhood Center, Goodwill Industries, and the Mayor's Youth Employment Center. Low income housing located in the Broadway/Crosspark area is also serviced by this route.

**Evaluation**:Evaluation has been based on ridership numbers to specified area. From last year to this year we have seen a nearly 20% increase in the ridership on this route.

**Accomplishments**: The route itself has been the greatest accomplishment. It increases accessibility to all of the previously mentioned social service agencies, as well as several temporary employment agencies and other popular commercial areas that provide employment opportunities. Ridership has increased 20% from FY 2009 - FY 2010. Because all of the buses are lift-equipped as well, it increases accessibility for persons with special needs to those areas.

**Lessons learned:** It is very important when developing such a route to be sure that the hours provided coincide with the business hours of the targeted agencies. The goal to offer additional options to access popular areas for our Transit dependent riders has paid off in ridership. These areas were previously serviced hourly during the non-peak hours, but now have access every 30 minutes during what is considered prime business hours for most agencies.

##### Manville Heights Expansion (2125)

**Service area**: Iowa City (IA: Johnson)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:The Manville Heights route extension has expanded the route from 30 to 45 minutes. During weekday service hours Iowa City Transit is now able to provide service to the Peninsula Neighborhood. The Peninsula Neighborhood has ten city-owned subsidized housing units and eight three-bedroom subsidized housing units which are operated by the Iowa City Housing Fellowship. Prior to the expansion of the route both the Iowa City Housing Fellowship and Iowa City Transit had received inquiries from a number of low income individuals. These individuals qualified for subsidized housing in the Peninsula Neighborhood, but were hesitant to move to the neighborhood because the nearest bus stop was twp miles away and they did not own a vehicle. The Peninsula Neighborhood now has service six days per week.

**Evaluation**:It has been difficult to evaluate this route as it is an extension of a currently existing and successful route. While we have seen some increases in ridership, we have had difficulty assessing the performance measures of this service. Recently, we invested in an AVL system which should provide us the opportunity to better assess the usage at each of the added stops.

**Accomplishments**: The benefit of extending service to the Peninsula Neighborhood has been the accessibility it provides to low income, transit dependent individuals living in that area. The route also provides access to Iowa City owned parks and trails that are otherwise unattainable to transit dependent individuals. This increased access is available six days per week.

**Lessons learned:** In the future we will try to be more proactive with developers as they layout their developments. In this case, while the service opens up opportunities for the neighborhood to get access to employment opportunities, it has very narrow streets and traffic calming devices which make it difficult for transit vehicles to pass at times. We could have aided in the layout had we been more active in the early stages of the development.

##### North Dodge Route Expansion (1792)

**Service area**: Iowa City (IA: Johnson)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:The North Dodge Route expansion allows Iowa City Transit to provide direct bus service to a major employment center, the Northgate Corporate Park, and increase daily service to another, American College Testing (ACT). The Northgate Corporate Park is located on the north edge of Iowa City along Highway 1 North. It has experienced continual growth over the past several years and will continue to expand. ACT, one of the largest employers in Iowa City, had direct bus service three times per day. The extension of the North Dodge Route allows Iowa City Transit to add two more direct service times per day. This increase in service is especially helpful to many of ACT's temporary employees who are transit dependant.

**Evaluation**:It has been difficult to evaluate this route as it is an extension of a currently existing and successful route. While we have seen some increases in ridership we have had difficulty assessing the primary impact of this service. Recently, we invested in an AVL system which should provide us the opportunity to better assess the usage at each of the added stops.

**Accomplishments**: With the North Dodge expansion we have provided additional opportunities for transit dependent, temporary employees to commute to ACT. Not only have we increased the number of trips directly into ACT, but we have been able to continue service to the area later into the evening, allowing people the ability to work extended shifts.

**Lessons learned:** With the North Dodge route extension, the challenge of servicing private property that is not specifically designed for 40 foot vehicles became evident. We have learned the importance of maintaining open communication with the entities involved to ensure unobstructed roadways and roundabouts.

#### Metropolitan Transit Authority of Black Hawk County

##### Prime Time (528)

**Service area**: Waterloo, Cedar Falls and Evansdale (IA: Black Hawk)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

**Service description**:The current transportation network within the community is limited after 5:45 PM weekdays and 5:15 PM Saturdays, and all day on Sundays. These are the times when MET fixed route and paratransit services do not operate. MET's existing Prime Time JARC service, operated by the Northeast Iowa Center for Independent Living, operates during this time. Only two taxi cab operations exist in our area. No other transportation providers operate for work-related transportation.

**Evaluation**:Performance Measures: Ridership has remained steady and in most years increased.

**Accomplishments**: Working one-on-one with local employers and city leaders describing the service, it's intent, and the benefits of the program.

**Lessons learned:** Educate the employers on the benefits of public transportation for their business.

##### Route 9 Cedar Falls Loop (529)

**Service area**: Cedar Falls (IA: Black Hawk)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:This route provides access to employment and work-related training with the ultimate objective of enabling persons to become independent contributors to the local economy. This route connects with MET's other fixed routes, providing transportation to the Cedar Falls Industrial Park which has grown to approximately 151 companies and 5,450 jobs. This route also provides access to job training opportunities at the Cedar Falls Hawkeye Community College site and Kaplan College. Route 9 Cedar Falls Loop, operates on a 17 mile round trip route each hour from 7:15 AM to 6 PM weekdays, and from 8:15 AM to 6 PM on Saturdays. MET does not offer Sunday service.

**Evaluation**:Performance Measures: Ridership has remained steady. We continue to market this route as the number of businesses located in this area increases.

**Accomplishments**: Providing service in an area that is very much needed for businesses to attract and retain employees.

**Lessons learned:** Market the service. Get the businesses and the city leaders involved while stressing the importance of the service.

#### MIDAS Council of Governments

##### Electrolux Shuttle (510)

**Service area**: Hamilton County (IA: Hamilton, Webster)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved access/ connections

**Service description**:Picked up riders in Ft Dodge, IA at 5:15 AM in Big Lots Parking lot and drove them to Electrolux in Webster City, IA. Picked up Electrolux Employees at 3 PM to return to Big Lots Parking lot in Fort Dodge, IA.

**Evaluation**:Large amount of employees used the service and because of this we are seeing if employees at other businesses would also be interested in a similar service.

**Accomplishments**: We averaged 1,414 rides a quarter

**Lessons learned:** I inherited the program and am going through the startup process at this time.

##### 

#### North East Iowa Community Action Corporation

##### JARC Route (340)

**Service area**: Clayton County

**Type**: Trip-Based Services/Demand response

**Goal**: Expanded geographic coverage

**Service description**:Northeast Iowa Community Action Corp. – Transit used JARC funds to assist with the G&G routes throughout Clayton County in RPA 1 area. NRTS will transport riders from their residences to job and job training sites throughout Clayton County in the state of Iowa. This program has been operating in Clayton County since November 2007 and the demand for services remains steady. G&G is very pleased with the services that we are providing with the JARC program, and has for all practical purposes stopped providing transportation for their clients to and from work sites. It is anticipated that G&G and other similar agencies throughout the region will avail themselves of this program on a continuing basis.

**Evaluation**:Through monthly billings and quarterly reports that track rides and miles

**Accomplishments**: The agency gave up four buses that they leased and several vans and cars.

**Lessons learned:** Make sure all that are interested in this type of service have the money for match. Many were at the table but only one would make the match.

#### Ottumwa Transit Authority

##### Ottumwa Job Access Reverse Commute (330)

**Service area**: Ottumwa (IA: Wapello)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

**Service description**:Ottumwa Job Access Reverse Commute provides rides to work within the City of Ottumwa during three shifts, Monday through Saturday. The shifts are 3 AM to 9 AM; 11:30 AM to 4 PM; 7:45 PM to 1:30 AM. The service is demand response. Passengers call in and reserve their rides with the dispatchers. At last count, approximately 30 employment sites were served by this service.

**Evaluation**:Ridership trends are monitored on a monthly basis. The impact of unemployment and reduction in work hours have been noticeable in the ridership trends. In addition, we monitor the costs per ride and costs per hour. Costs have stayed relatively consistent over the years of operation. The final evaluation piece is demand not able to be met with existing service. We are, at this time, preparing an application to expand the service to include the Ottumwa Industrial Airport, an employment center not currently served.

**Accomplishments**: This service has provided access to a variety of work centers. Employers acknowledge the value of this among their entry level employees particularly.  
Human service agencies that work to provide jobs under a supportive employment environment find this service critical to meeting their clients’ needs.

**Lessons learned:** If the service is marketed effectively, it will be well received in the community. The demand for the service far exceeded our expectations.

#### Regional Transit Authority

##### Buena Vista County JARC (1546)

**Service area**: Buena Vista County

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

**Service description**:Buena Vista County JARC route was an extended to the hours of 6 AM to 10 AM in the morning to 2 PM to 6 PM in the evening. We were targeting the individuals going to work on the first shift. This service was considered a demand response program.

**Evaluation**:We decided to end this program on June 30, 2010.

**Accomplishments**: Working with Promise Jobs to provide the trips they needed.

**Lessons learned:** Working with area employers to have a stake in the program.

##### Dickinson County JARC (1545)

**Service area**: Dickinson County

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

**Service description**:RTA provided extended hours both in the morning (6 to 10 AM) and in the evening (2 to 6 PM). This was in an attempt to entice employees to use public transportation during peak hours during the day. This was a demand response type of transportation.

**Evaluation**:We looked at the data and decided to end this project on June 30, 2010. The service didn't seem to work as expected.

**Accomplishments**: Providing the extended hours of service for our passengers

**Lessons learned:** Partner with area employers to ensure a successful program.

#### River Bend Transit

##### River Bend Transit QC JARC (1188)

**Service area**: City: Davenport/Bettendorf (IA: Scott)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved access/ connections

**Service description**:QC JARC is operated River Bend Transit providing demand response employee shuttle operating curb-to-curb Sunday through Saturday. Five ADA equipped transit vehicles provide 22 hours of daily weekday service; two buses provide ten hours of weekend service. JARC provides public transportation to many destinations not served or under served at times when other service is not scheduled.   
JARC helps in breaking down social and economic barriers that prevents WtW families from developing self sufficiency and independence. JARC provides employees safe, on time performance for only $1 one-way.

**Evaluation**:The core agencies that helped in the development of the program continue to work closely in providing support, information, insight and evaluation. A critical path analysis was used to establish benchmarks in the early phase of the program in 1999. Program goals and measurement remain as important today as then to insure continuing success. ITS reports generated by RouteMatch software is used to gage the programs development and compare statistical results.

**Accomplishments**: River Bend Transit's program was Iowa's first program to become   
operational. The FTA recognized and honored RBT with the Administrators Award for outstanding public service at the 16th National Rural Public and Intercity Transportation Conference in October 2004.   
RBT works closely with the Department of Human Services and Iowa Workforce Development in providing public transit for clients going to places and employment. Both agencies have provided essential support and information regarding client transit needs. Working together hundreds of low income people have befitted from the collaboration between these   
agencies and transit.

**Lessons learned:** Consistency in the governance is required. Develop policies and rules that are understood and followed both internally and by riders. This is especially important in the "no show" policy. Go over the program with new riders and get their affirmation and concurrence that they understand and agree to follow the rules as you have described them. Maintain accurate records. Have a manager who serves as central point of contact for questions, concerns and problems at the companies or agencies where referrals are coming. Training and education is never finished.

#### Sioux City Transit

##### Airport #6 Fixed Route Extension (416)

**Service area**: Sioux City (IA: Woodbury)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:The existing Airport Route #6 was extended by one mile, which allows Stream Global Services, Inc. employees to alight at the curb of the employer’s facility in Sergeant Bluff, Iowa, and to board at the same fixed bus stop for the commute home. The route service hours are 6 AM to 6 PM, Monday through Friday and 7 AM – 6 PM on Saturday.

**Evaluation**:The primary performance measure is number of unlinked passenger trips. This performance measure documents access to and utilization of public transit for employment opportunities at this business.

**Accomplishments**: In the first six months of service to Stream Global Services, Inc., the number of passengers increased steadily. A comparison of passenger counts from the first month of service to the sixth month showed an increase of 77%.

**Lessons learned:** Understand the needs of the businesses in the service area, who provide low income individuals with jobs. Also need to understand and know the marginal cost of each route that may be altered for this purpose.

#### Southwest Iowa Transit Agency

##### Red Oak JARC (2016)

**Service area**: Red Oak (IA: Montgomery)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

**Service description**:Service extends taxi services two hours daily

**Evaluation**:Ridership and businesses impacted by the extended hours from Red Oak JARC, increased mobility and job accessibility.

**Accomplishments**: Made it a viable transportation option for those who previously did not have it.

**Lessons learned:** None

#### Ten-Fifteen Transit

##### Vermeer Job Access (519)

**Service area**: Ottumwa (IA: Mahaska, Marion, Monroe, Wapello)

**Type**: Trip-Based Services/Demand response

**Goal**: Expanded geographic coverage

**Service description**:This service is a public - private partnership. Vermeer Corporation of Pella, IA owns and operates the vehicles using employees. When planning this service, there was a financial shortfall between the corporate commitment and employee contribution.   
By using JARC funds, we were able to coordinate services and address an unmet need for employment site transportation.

**Evaluation**:For the financial investment, there has been a lot of service delivered to the customers. Further, the vehicles remain at near capacity at all times. Over the 12 months, employment hours have increased from 24 per week to now operating at 40 or more hours per week. Transportation that is affordable has been a huge aid to those employees that commute a far distance.

**Accomplishments**: Being able to provide transportation to employees who commute a far distance in this time of high fuel prices. It is fairly remarkable that employees want to vanpool from a very rural area and not have the flexibility to have their own vehicle.

**Lessons learned:** It takes a while for this type of service to catch on and become fully utilized in a very rural area.

##### 

#### The Jule

##### West End Tripper (Red Line Extension) (141)

**Service area**: City of Dubuque (IA: Dubuque)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

**Service description**:The route is called the "West End Tripper" (Red Line Extension), and its goal is to provide transit service to the West Dubuque Industrial Center (WDIC). This is done in effort to ensure access to manufacturing jobs at the businesses located in this area for transit-dependent workers. The Rural Transit Authority (RTA) is providing this service on behalf of The Jule (formally known as Keyline Transit). RTA bus connects with The Jule's route, the Red, Grey and Green lines, at the transfer point known as the JFK Circle (the Circle). To travel to work, passengers transfer from The Jule's buses to the RTA bus at the Circle and from there are transported to the WDIC. To return, passengers board the RTA bus out in the WDIC and transfer to The Jule's buses at the Circle.

**Evaluation**:Performance is measured by number of passengers who board and de-board in the WDIC using this service.

**Accomplishments**: Coordination of service between RTA and The Jule (formerly Keyline Transit). Performed extensive marketing to business located in the WDCI.

**Lessons learned:** Do a more thorough study so to ensure actual need is there (instead of perceived need), and to find out what the hours of operation of the targeted area/business are so hours of service can be adjusted accordingly.

#### Western Iowa Transit System

##### Partnership 4 Families (271)

**Service area**: Region (Unidentified )

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved access/ connections

**Service description**:Partnership 4 Families service involves the transportation of pre-school, day care and Headstart children at a subsidized rate to needy families. The service offers affordable transportation to these families that allow the parents to remain at their jobs. Many of these children would not have access to pre-schools, etc. without this service. Service was offered in a number of communities within our six-county region.

**Evaluation**:Our goals were to make sure that every child in our region had access to quality day and pre-school services, as well as allowing their parents to stay at their jobs. JARC funding allowed us to keep this service affordable, even in the face of increased fuel and labor expenses.

**Accomplishments**:

1) Large number of families served  
2) Very affordable rates  
3) Valuable service provided to both employers and employees

**Lessons learned:** None

## Kansas

### Kansas Department of Transportation (1813)

#### Arrowhead West

##### Arrowhead West, Inc. (2068)

**Service area**: Dodge City (KS: Ford)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Extended hours/ days of service

**Service description**:Arrowhead West, Inc. KDOT Transportation Services are regularly provided in Ford County through the use of agency owned vehicles. Routes are setup and requests may be made for transportation with notice. AWI's service hours are Monday through Sunday, from 6 AM to 10 PM. Arrowhead West, Inc. provides transportation services to clients to their jobs or training centers.

**Evaluation**:We set and met the goal to minimize client complaints. We also met our goal of zero passenger injuries.

**Accomplishments**: Besides RTAP training, drivers are now required to attend Mandt training courses which consists of alternative methods used to deal with people to protect the caregiver and client from injury. The College of Direct Support, a computer based multimedia training program designed for direct support professionals is also an option available to the drivers. All drivers are trained in wheelchair safety and transfers.

**Lessons learned:** Have all your drivers and vehicles in place before starting a service. All training should be done in advance of starting.

#### Big Lakes Developmental Center Inc

##### Big Lakes Developmental Center Inc (1938)

**Service area**: Pottawatomie County (KS: Clay, Geary, Riley)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved access/ connections

**Service description**:Big Lakes Developmental Center, Inc. transportation service encompasses a modified demand response/route system in the four counties we serve (which is modified as needs are identified). Transportation is provided primarily to and from our training centers located in Manhattan and Clay Center. The semi-fixed route schedule runs Monday through Friday, early morning and late afternoon. Transportation services in the city of Manhattan and Clay Center run daily on various schedules depending upon demand/request for services and service availability.  
Four routes:  
1) Riley County Route – Originates in Manhattan and includes the city of Manhattan, rural Riley County and portions of rural Geary County. This route runs from 6:30 AM to 8:45 AM and 3 to 5:45 PM, Monday through Friday.  
2) Pottawatomie County Route – Originates in Manhattan and includes the towns of Randolph, Westmoreland, Louisville, St. George, St. Mary’s, Wamego and rural Pottawatomie County. This route runs from 5:30 AM to 9 AM and 2 PM to 5:30 PM, Monday through Friday.  
3) Geary County Route – Originates in Manhattan and includes the towns of Junction City, Fort Riley, Milford, Ogden and rural Geary County. This route runs from 5:30 AM to 9 AM and 2 PM to 5:30 PM, Monday through Friday.  
4) Clay County Route – Originates in Clay Center and includes the town of Clay Center, Green, Wakefield and rural Clay County. This particular route runs from 5:30 AM to 8:30 AM and 3:15 PM to 6 PM, Monday through Friday.

**Evaluation**:Our JARC program is relatively new. For the purposes of this service form, we have only had the program in operation for three months. Evaluation of the program is in progress.

**Accomplishments**: Currently the greatest accomplishment is having the grant to provide the transportation for individuals to and from work.

**Lessons learned:** None at this time. The JARC program is new.

##### 

#### Flint Hills Area Transportation Agency

##### aTa Bus (2188)

**Service area**: Manhattan-Riley County (KS: Riley)

**Type**: Information-Based Services/Mobility manager

**Goal**: Improved access/ connections

**Service description**:aTa Bus has been working with the Kansas Dept. of Transportation to develop new models for the provision of rural public transit services in the state. The agency has been identified by KDOT as the "lead agency" in one of three pilot projects across the state. During the reporting period, we were planning for the expansion of service into Geary County, Kansas, the Green Valley area of Pottawatomie County, Kansas and we were planning to provide transit services on Fort Riley, Kansas. We have been working with local governments, the military, businesses, schools and social service agencies to plan for and identify transit needs. We have also implemented the use of computer aided dispatching software which is a critical component in the development of a regional approach to rural transit services.   
Beyond these three counties, future planning will examine opportunities to provide and facilitate rural transit services throughout the seven counties surrounding the Fort Riley military reservation.  
In addition we have been working to develop the use of service contracts. The first major service contract was developed in this reporting period with Kansas State University to provide a weekend "SafeRide" fixed route service. We have also been working with the city of Manhattan, Kansas, Kansas State University, and Riley County, Kansas to develop a citywide fixed route service.

**Evaluation**:During the reporting period, this project was in the planning stages and initial implementation phase. Performance measures are now being applied to the data that is available and is being reviewed. The planning process itself has been judged to be largely successful and will be used as a model for further development of rural transit services in the Flint Hills area. We have received positive feedback from the partners who have participated in the pilot planning project and have received queries from others in the region who would like to participate in future planning efforts.  
One of the primary efforts during this planning process was centered upon the hypothesis that the need for work force related transit services were significant in this region and needed to be addressed as part of the development of this regional model.  
During the reporting period the agency continued to see a record increase in ridership and in the demand for service. During the reporting period the general public use of the service exceeded 50% of total ridership. Trips for employment purposes were the number one reason that demand response services were utilized by riders. This data confirms the hypothesis that in the Flint Hills region the demand for employment related transit services is both widespread and multidimensional.

**Accomplishments**: Prior to the regional transit pilot projects, service contracts were not used in Kansas. Finding new and innovative ways for transit providers to meet local match requirements that extend beyond traditional local funding sources is critical. The burden on local governments to be the primary or sole source of local match funding is challenging given the economic uncertainties currently faced by many local governments.  
The Kansas State University "SafeRide" service contract is the first time that this agency has had a major non government local match resource.   
Kansas State University will continue to play a major role in meeting the local match requirements in the implementation of Manhattan citywide fixed routes. This model can be used by other providers throughout the state as they look for non traditional ways of securing those local match dollars. The service contract in Kansas has the potential to be a game changer for providers looking to both sustain current levels of service as well as expanding services.

**Lessons learned:** The utilization of the mobility manager has been very useful in facilitating the development of a regional transit model. The mobility manager articulates the vision of transit services and brings groups together that otherwise might not have common ground. The mobility manager is a facilitator and problem solver. The mobility manager needs to network with other transit providers and state transit officials. Additionally, the mobility manager needs to be able to provide outreach to the community at large to provide information about transit in general and the specifics of the given service. The mobility manager can also serve an important role in developing an effective marketing strategy for transit programs. In this specific case the mobility manager was also responsible for writing the grants that secured funding for this service.  
The process of developing a regional transit model for the Flint Hills region has come with challenges, the biggest of these has revolved around change. Mobility managers must think outside the box to expand service and increase access to service and this necessarily involves change. It is important to anticipate resistance to change but do so proactively and not defensively. During the planning process include those who might not be eager for change, help them to become part of the process and not excluded by it.

#### Multi Community Diversified Services

##### Multi Community Diversified Services (2074)

**Service area**: City of McPherson and McPherson County (KS: McPherson)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved system capacity

**Service description**:Employment routes including picking people up at their homes taking them to and from work at John-Manville, Hospira Laboratories, Central Plastics, Cartridge King of Kansas, McPherson Senior Center, McPherson Industries, Lincoln Grade School, Washington Grade School, Eisenhower Grade School, Disability Supports, fast food outlets, etc. This involves five vehicles running deviated routes based on ridership. We require advance notice for a ride. Some riders are every day. Some on a will call basis.

**Evaluation**:

1) Number of rider formal complaints  
2) Acct. Receivable Aging  
3) Budget versus actual  
4) Overtime indicators  
5) Cost per mile and cost per rider

**Accomplishments**: Coordination with our local Vocational Rehabilitation office. Voc Rehab has called on us several times to provide to work rides to low income riders.  
Meeting the various employers arrival/departure times, in concert with rider pickups and drop offs.

**Lessons learned:** Be aware of funding gaps between your resources.   
As always, rising and or fluctuating fuel and maintenance costs can drastically effect your program. JARC ridership is based on low income ridership, so collections can be an issue.

#### Prairie View

##### Prairie View JARC Service (1528)

**Service area**: Harvey County

**Type**: Capital Investment Projects/Vehicle for agency

**Goal**: Improved system capacity

**Service description**:The Service area is roughly a 20-mile radius around the city of Newton, KS (Harvey County). Specific transportation routes are dependent on job location(s). This demand response project provides extended hours including weekends of service in order to accommodate people working evening and weekend shifts. The clientele is classified as either disabled and or low income.  
As Prairie View has shifted to provide more employment services for person with serious mental illness, we have experienced a higher demand for transportation for this population and their goals. Many clients are unable to transport themselves and rely on others. Often people have elected to accept employment at a location near home, so that it could be accessed by walking. That has kept some people working at low paying, part-time jobs.

**Evaluation**:We routinely focus our energies on communication. Whether its communication with the ridership, the driver and or with the community. The goal for now is to educate and empower people about JARC. Management meets monthly if not weekly to review the ridership and account for fees generated. Prairie View has also recently added additional staff that routinely documents (statistical charts) ridership which is distributed to management and program. This "visual tool" has helped the JARC program understand the JARC ridership to help forecast future months and program success. It should be noted that the addition of another staff member has also helped with our own auditing standards to make sure we are report accurately and accountable for our ridership service.

**Accomplishments**: During this reporting period Prairie View (JARC) provided more than 1,000 rides. For a small community program this was a great accomplishment. Because of JARC we also see other programs flourish. For example the Prairie View Vocational program has had greater success and more income generated because of the JARC program. Demand has also been taken away from staff the normally would have provided transportation.   
Currently the largest city (Newton) within the county does not have public transportation after 6 PM and or on the weekends. Because of this, JARC has made a great impact on successfully helping people reach their vocational goals.

**Lessons learned:** Develop a strong relationship with your state transportation department. Educate you local and county officials about services. Have a good marketing department to help you advertise. Do not be afraid to ask questions or clarify your ridership. Empower and educate your clientele  
More information about area demographics. More knowledge about transportation in general.

#### Tri-Valley Developmental Services, Inc.

##### Tri-Valley Transportation (2111)

**Service area**: Chanute, Neosho (KS: Allen, Bourbon, Neosho, Woodson)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Improved system capacity

**Service description**:Our service area demands are getting our Tri-Valley clients to and from workshops and employment sites. Each vehicle is utilized out of town three of four hours per day. All of our clients are low income or Medicaid-eligible individuals with developmental disabilities.  
There are four point deviation routes that travel to Yates Center, Humboldt, Moran, LaHarpe, Gas and Lola that arrive in Chanute at approximately 8:45 AM and leave Chanute at approximately 3 PM, Monday through Friday. There are three point deviation routes to Fulton, Uniontown and Fort Scott that arrive in Fort Scott at approximately 8:45 AM and leave Fort Scott at approximately 3 PM Monday through Friday.

**Evaluation**:Tri-Valley Developmental Services, Inc. has set up a committee to develop a long range plan that will benefit our transportation clients in our area as well as expanding our services to other locations. We have examined the possibility of expanding our services, but funding is hindering this expansion. Each year the plan is revised and transportation needs are looked at.

**Accomplishments**: We consider it a great accomplishment to be able to provide services for the MR/DD population. We are able to provide a location for them to work at our workshops and are also able to help them integrate into society with other off site jobs.

**Lessons learned:** There is a lot of paperwork and documentation required for providing transportation. Having a good tracking system is essential.

##### 

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