



HIRTA

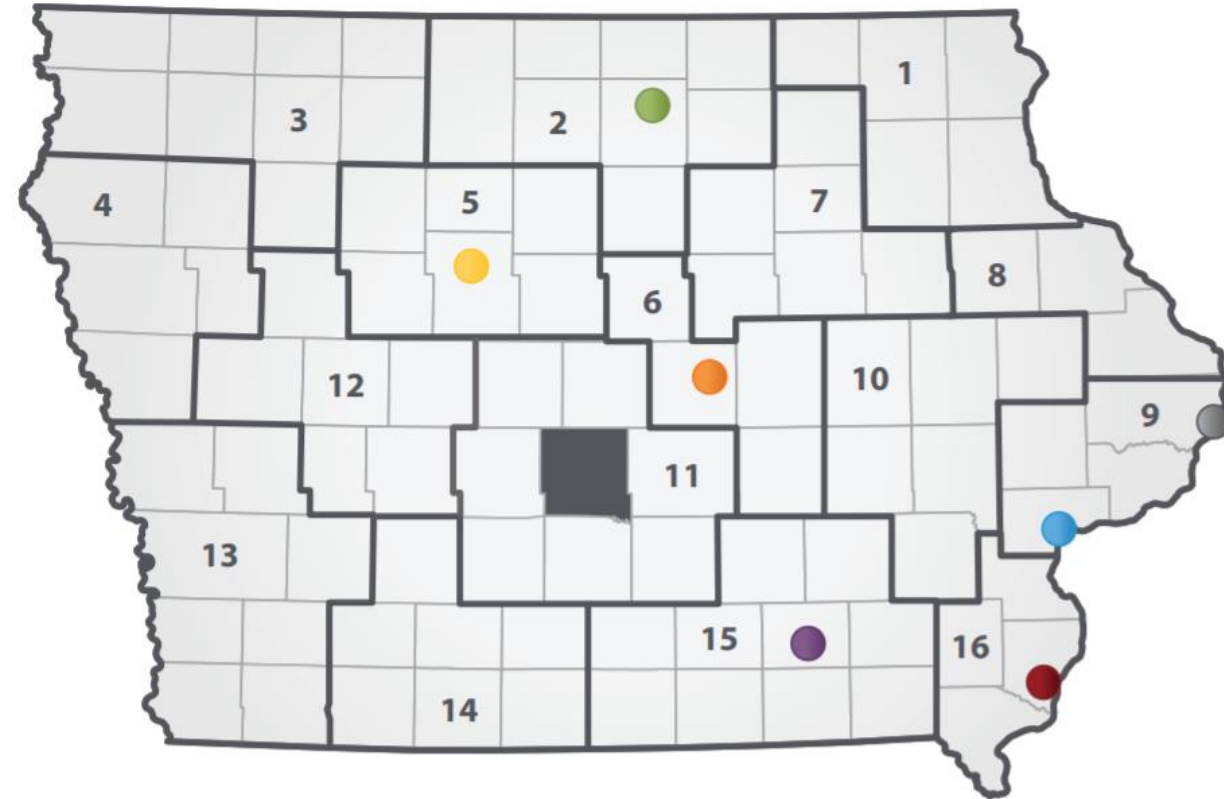
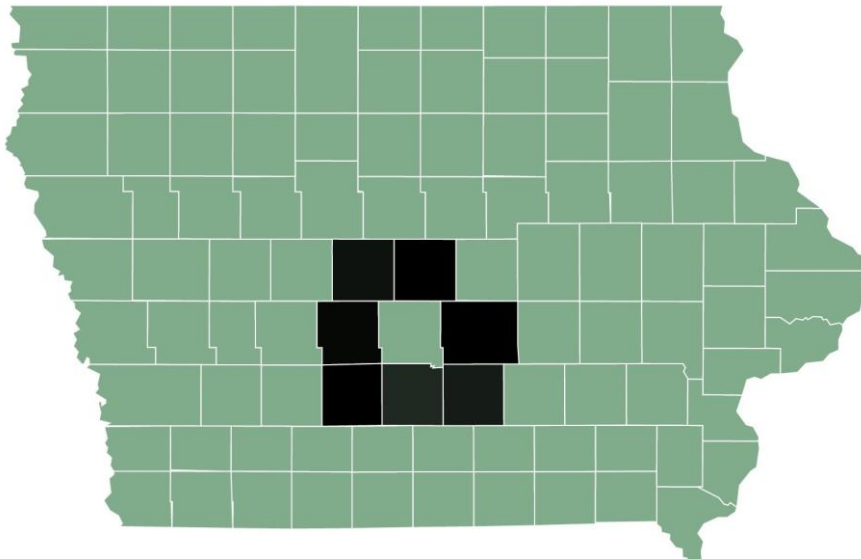
NADTC Final Presentation

Iowa's Rural Public Transit Systems

Iowa Systems

- 35 State Designated Systems
- 16 Rural, like HIRTA
- 19 Urban

More information at:
<https://iowadot.gov/transit>



- Burlington Urban Service
- City of Fort Dodge
- Marshalltown Municipal Transit
- City of Mason City
- City of Muscatine
- Ottumwa Transit
- City of Clinton, Municipal Transit Administration

- Region 1 - Northeast Iowa Community Action Corporation
- Region 2 - North Iowa Area Council of Governments
- Region 3 - Regional Transit Authority
- Region 4 - Siouxland Regional Transit System
- Region 5 - MIDAS Council of Governments
- Region 6 - Region Six Planning Commission
- Region 7 - Iowa Northland Regional Council of Governments
- Region 8 - Delaware, Dubuque, and Jackson County Regional Transit Authority
- Region 9 - River Bend Transit
- Region 10 - East Central Iowa Council of Governments
- Region 11 - Heart of Iowa Regional Transit Agency
- Region 12 - Region XII Council of Governments
- Region 13 - Southwest Iowa Planning Council
- Region 14 - Southern Iowa Trolley
- Region 15 - 10-15 Regional Transit Agency
- Region 16 - South East Iowa Regional Planning Commission

IDEAS Phase 2 Objectives

- Objective 1: Create a more inclusive environment by having our scheduling software available in multiple languages
- Objective 2: Expand service by use of third-party providers
- Objective 3: Implement on-demand services so that people can move around communities like other travelers
- Objective 4: Sustainability

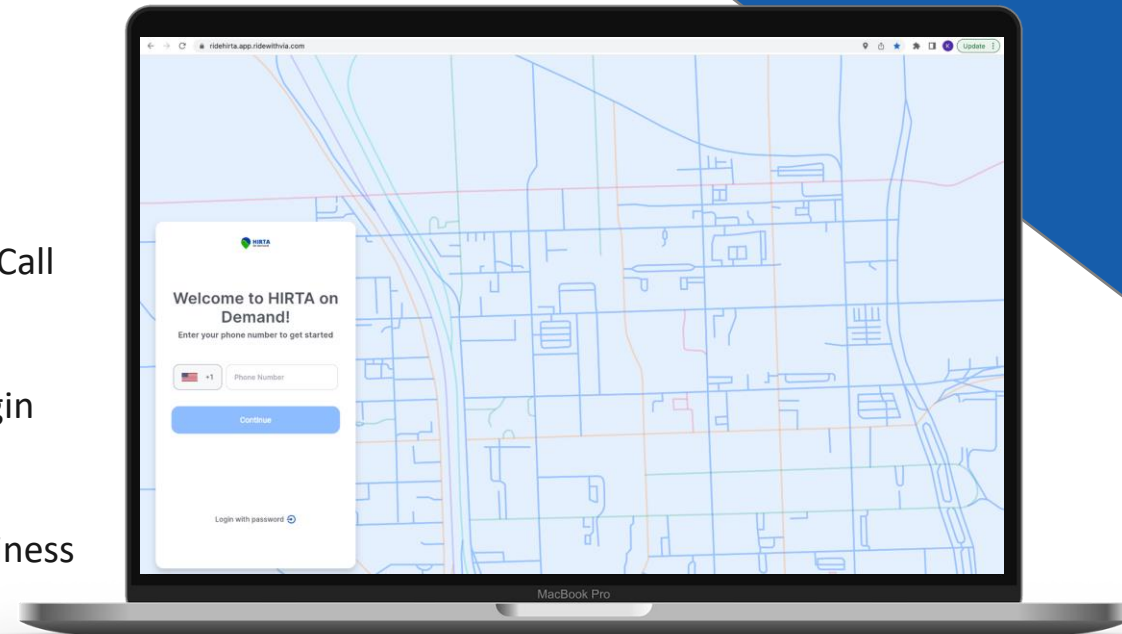
IDEAS Phase 2 Outcomes

- Number of new riders
 - Goal: 1,300
 - Actual: 1219
- New riders over the age of 60
 - Goal: 600
 - Actual: 536
- New riders who report having a disability
 - Goal: 350
 - Actual: 345
- Number of rides taken by new riders
 - Goal: 4,800
 - Actual: 5,171



Scheduling through the web portal

1. Visit <https://ridehirta.app.ridewithvia.com/> to book your ride using a computer or iPad/tablet.
2. Select “Don’t have an account yet?” to create your rider account.
3. Enter your name, email address, phone number & payment information.
4. You’ll receive a 4 digit code through text, if you prefer you can choose the Call option to receive a phone call with the code.
5. You can also log in using your email address and password by selecting Login with password.
6. Enter your Location and your Destination by entering the address, the business name or moving the pointer on the map.
7. If you’re traveling with another person indicate this under “Traveling alone?”
8. Indicate the date and either the Arrive by or Depart at time and choose the ride option that best meets your needs by using the pencil edit icon for the proposed departure or arrival time.





NO SMOKING

STAND CLEAR
OF DOOR

Marketing Materials

HIRTA
Open to Everyone
1-877-686-0029
www.ridehirta.com

HIRTA Public Transit
For anyone, for any reason

Rider Input

- “I have been able to make appointments, get groceries, pick up prescriptions and many other important tasks thanks to HIRTA. The staff and drivers are polite and friendly and very helpful to someone new to the area like me. Without HIRTA, I would be in a much more difficult situation.”
- “HIRTA services are outstanding. I wanted to give the drivers, office staff and dispatchers a kudos. I'm very impressed with the kindness of everyone.”
- “I love HIRTA. All the bus drivers are very nice, and I enjoy getting to talk. I would not be able to make it to doctor appointments without HIRTA.”
- “You all and the drivers are doing a great job. I love HIRTA and would be lost without you.”



Solutions & Partnerships

- Writing transportation into grants
- Educating about transit services
- Health Connector
- Creating partnerships
 - American Cancer Society
 - CHA-CHP
 - Do You Have Transportation?
 - Volunteer Transportation
 - Unmet Needs Assessments
 - CTAA
 - HIRTA Connections Coalition
 - Dialysis clinics, Public Health, Riders, City and County Staff



Lessons Learned

- Troubles with third-party providers
 - RFQ was too complicated
 - Solution: HIRTA Helps, still working to gain third-party providers
- Capturing data on people with disabilities, race
 - Our scheduling software does not collect data on people with disabilities or race
 - Solution: Counting riders that need a WAV & riders who completed Social Determinants of Health
- Working with partners
 - Beholden to their timelines



Utilization FY22

- Who are the riders?
 - Ages x-x
 - x rides
 - x unique riders with a home city of x
- Average wait time for on demand trip
 - National average 27 minutes, HIRTA 19 minutes
- Seat unavailable
 - National average 7%, HIRTA 4%
- 4.9 stars average pickup customer ride rating (out of 5 stars)
 - 96% of ratings are 5 stars

Investing in HIRTA benefits the community

1 (877) 686-0029

Boone, Dallas, Jasper, Madison, Marion, Story, Warren Counties

www.RideHIRTA.com



Transit is more than ridership. It is the opportunity, the connectivity and the idea you can build a way for people to transform their lives.



98% of riders surveyed report an increase in their quality of life because of using HIRTA.



9 out of every 10 trips taken on public transit is to make or spend money.



Older adults in rural communities are choosing to 'age-at-home'. This requires more on-demand services so they can live spontaneously.



Everyone benefits from public transit, even those who don't use it. Public transit gets people to work, to community programs, to volunteer opportunities, and to much, much more.



HIRTA must match every dollar received in Federal transit funds. We need community funds to match federal dollars to help us operate and improve our services.



95% of HIRTA's budget stays in the community which helps boost the local economy.



Using public transit, like HIRTA, to get to medical appointments, improves health outcomes and reduces healthcare costs.

Public transit can change the trajectory of lives. It means family and friends can visit one another and curb the risk of isolation. It means a child can get to the library and become inspired. It means providing access to the food bank so families can put food on the table. It means a better life for all.

Thank you!

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www.rideHIRT.com

