

HIRTA Public Transit

NADTC Presentation



- In 1981, the Heart of Iowa Regional Transit Agency (HIRTAs) was formed under a 28E agreement with the 7 counties in central Iowa.
- Region 11, better known as HIRTAs, was established to provide public transit services in the counties of Boone, Dallas, Jasper, Madison, Marion, Story and Warren.



@RideHIRTAs



@RideHIRTAs



www.RideHIRTAs.com



About HIRTAs

For anyone for any reason

Phase 1



Objective 1: Seek out marginalized voices and perspectives

Objective 2: Communication and education for our communities

Objective 3: Create equitable transit services

Objective 4: Sustainability

Phase 1 Efforts

HIRTA Connections Coalition

- One meeting per month

Surveys

- 73 responses – remained active for 2 months
- Survey fatigue was an issue

Focus groups

- Facilitated by Onelowa

Community meeting

- Held virtual and open to the public

Onelowa Older Adults Conference

The planning phase included ~100 people

Target

- 6% people of color
- 11% people with disabilities
- 22% people over the age of 60

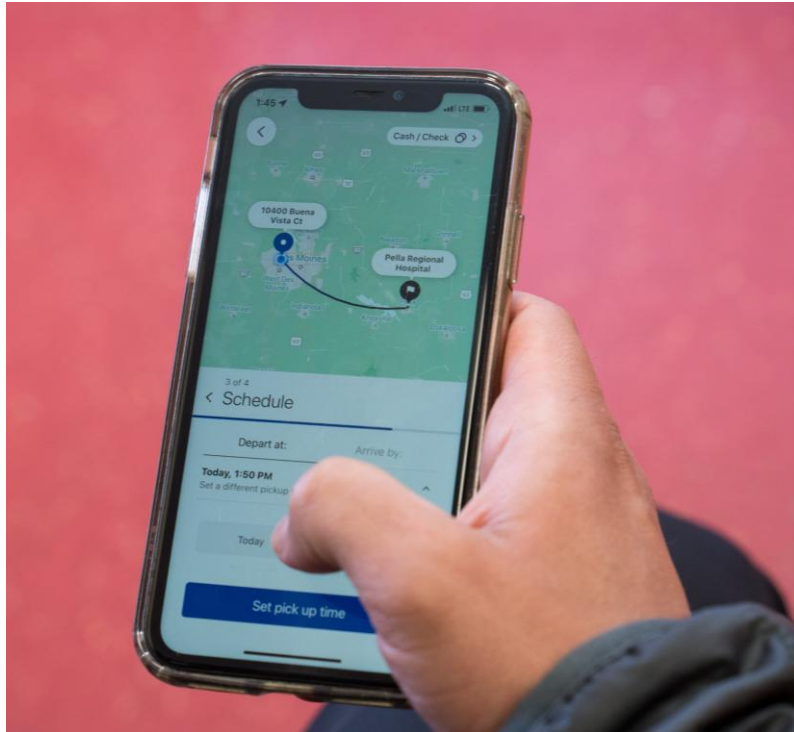
Actual

- 18% people of color
- 14% people with disabilities
- 25% people over the age of 60

Phase 1 Findings

- Barriers for people with limited English Proficiencies
 - Long hold times
 - LanguageLine
 - Facebook page
- Desire for increased service hours and days
- One rider with disabilities said transportation is like a utility, everyone should have access and having service end at 5PM means they have a 5PM curfew.

Phase 2



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

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

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

Utilization FY 24

Who are the riders?

- Ages x – x
- x rides
- x unique riders with a home county of x

National Average HIRTA



Average wait time (in minutes) for an on demand trip



Seat unavailable rate



Average star rating (out of 5 stars)



Quick Facts



HIRTA usage has resulted in an enhanced quality of life for 98% of surveyed riders.



HIRTA must match every Federal dollar received, requiring community contributions to enhance operations and services.



A significant 95% of HIRTA's budget directly contributes to the local community, thereby fostering economic growth.



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



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



Making or spending money constitutes the purpose of 90% of public transit trips.

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.

Questions?



Thank You

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