

HIRTA

PUBLIC TRANSIT



Who we are

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

Facebook: @RideHIRTA

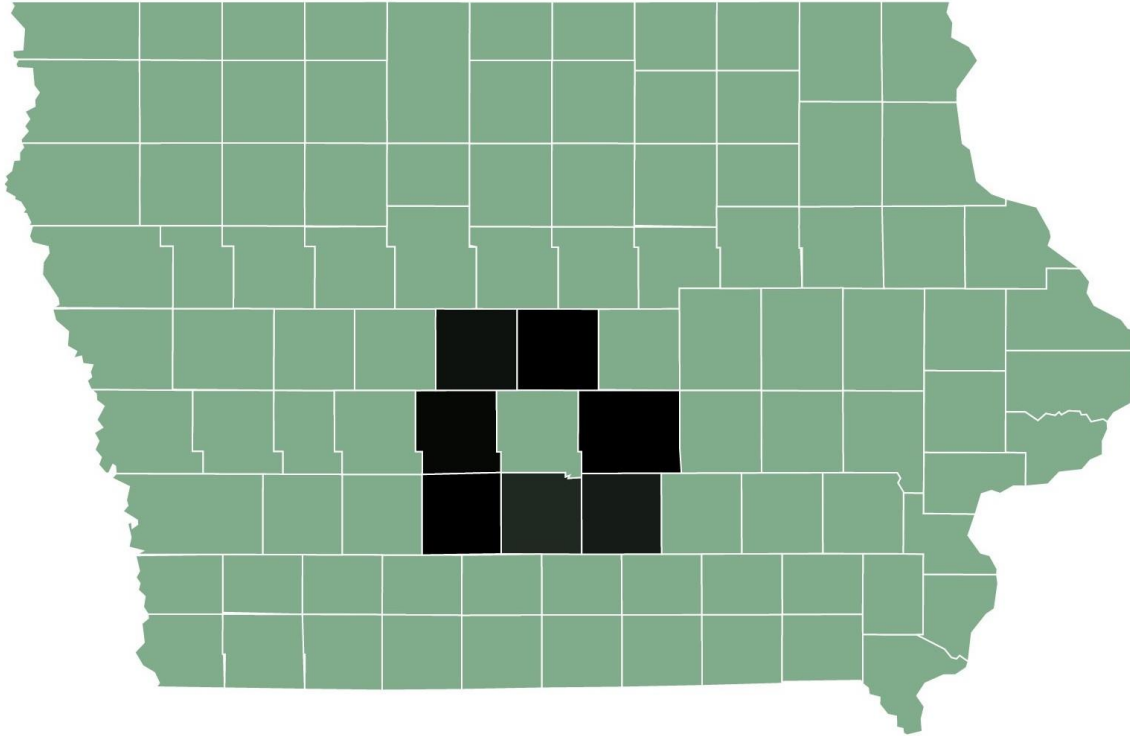
Twitter: @RideHIRTA

YouTube: HIRTA Public Transit

Website: www.RideHIRTA.com

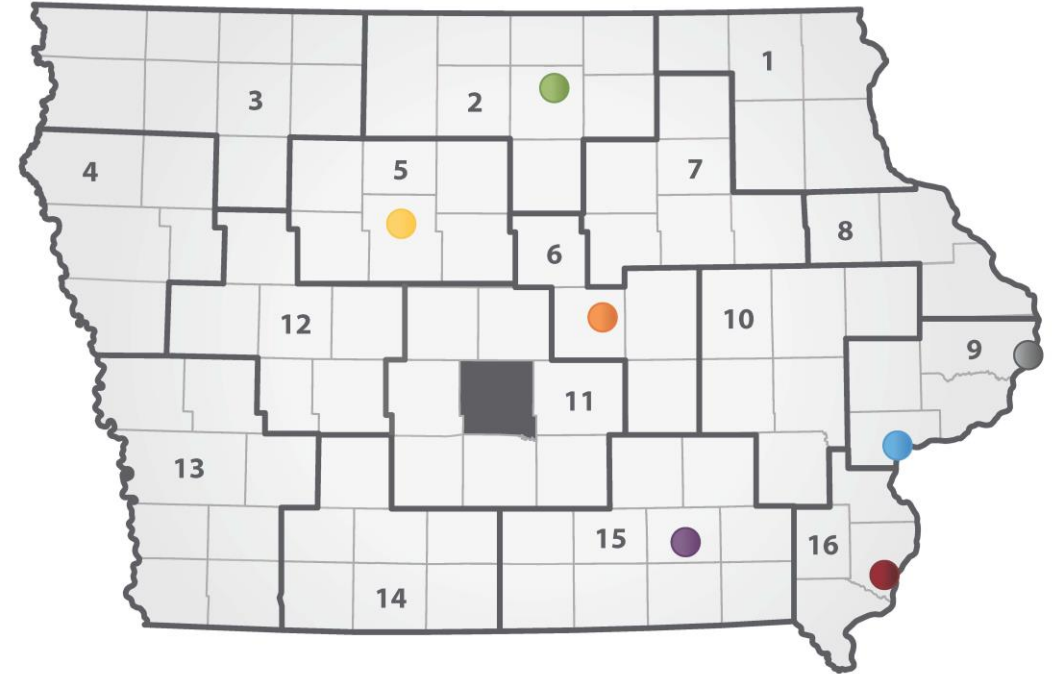


Service Area



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

Iowa's Rural Public Transit Systems



- 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 1 Objectives

- 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

IDEAS Phase 1 Efforts

- HIRTA Connections Coalition
 - One meeting per month
- Surveys
 - 73 responses!
- Focus groups
 - Facilitated by Onelowa
- Community meeting
 - Held virtual and open to the public
- Onelowa Older Adults Conference

IDEAS Phase 1 Efforts

- The planning phase included about 100 people. We achieved the following numbers:

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

IDEAS 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.

Community Input

- “As an individual who is blind, I need reliable transportation for access to every aspect of my life. I have and will continue to be a part of HIRTA’s efforts to improve transportation services, because Accessible and good transportation is so important to me.”
 - Person with disabilities
- “The Developmental Disabilities Council continues to hear from people with disabilities and their families that transportation is very much a barrier to inclusion.”
 - A member of the HIRTA Connections Coalition

Community Input

- “The expansion (by HIRTA and affiliates) of services to the Hispanic (and other) subcommunities in Iowa will benefit the entire state. Your Hispanic clientele in this state often maintain important connections with cultural centers.”
 - HIRTA rider
- “I worked with HIRTA to complete a survey, attended and participated in their community meeting, and focus group to identify needs and continue the work of breaking down barriers. Inclusion is important to everyone, including people with disabilities and their quality of life. I look forward to helping out in Phase 2 of their grant.”
 - HIRTA rider

IDEAS Phase 2

- Objective 1: Create a more inclusive environment by having our scheduling software available in multiple languages
 - Purchase web portal
- 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

Thank you!

Danny Schnathorst, Mobility Outreach Coordinator
DSchnathorst@rideHIRT.com

Brooke Ramsey, Business Manager
Bramsey@RideHIRT.com



@rideHIRT



@rideHIRT



www.rideHIRT.com

