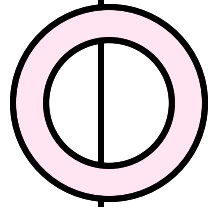


The background of the image is the interior of a bus. It features rows of blue seats with a colorful, abstract pattern. Yellow handrails are visible, extending from the ceiling down to the seats. The bus is moving, as indicated by the blurred background seen through the windows.

EMPLOYEE ACCESS TO TRANSIT

COMMUNITY
TRANSPORTATION
COMMITTEE



Agenda

I. Update on recent transportation developments

II. Local Dynamics: Focus on Employment

III. Discussion on night/Sunday service options

IV. How you can help

○ Iowa City Summer 2021 Changes



Fares & Passes

Effective July 6, 2021

- All passes and single-ride tickets can be used on Iowa City Transit and Coralville Transit
- Transfers allowed at all bus stops in Iowa City, not just the interchange
- Free transfers between Iowa City Transit and Coralville Transit
- Seniors (65+), disabled passengers, Medicare card holders, and SEATS card holders ride for free, any time of day
- Youth fare (5-18 yrs) reduced from \$0.75 to \$0.50
- 31-Day Youth Pass reduced from \$27 to \$16
- ICCSD students to use discounted 31-Day Youth Pass
- Saturday Family Fare no longer offered due to low demand



Transit System

Effective August 2, 2021

- 11 new or modified bus routes with new names, new schedules
- Saturday service on all routes except Downtown Shuttle and Eastside Loop
- Consolidated routes with overlapping service
- Some bus stops consolidated to help improve reliability and on-time performance





Changes to Coralville Transit Service

• **Key Highlights:**

- Increased Compatibility with Iowa City Fares and Passes.
 - All passes will now be transferable.
 - \$0.50 youth fare (ages 5-18).
 - \$2.00 24- hour pass.
 - 10- ride pass for \$8.50.
 - Discontinued 20-rides pass.
 - Youth 31-day pass (ages 5-18) \$16.00
 - Free transit anytime for card holders of 65 +, disabled, Medicare, or SEATS

• **Public Comment:**

- Public Hearing on **Tuesday, May 25, 2021 at 6:30pm**. Request a Zoom invite or submit comments directly to tjohnson@coralville.org no later than 5pm on Tuesday, May 25th 2021
- See Coralville route changes adopted in [October 2020](#)





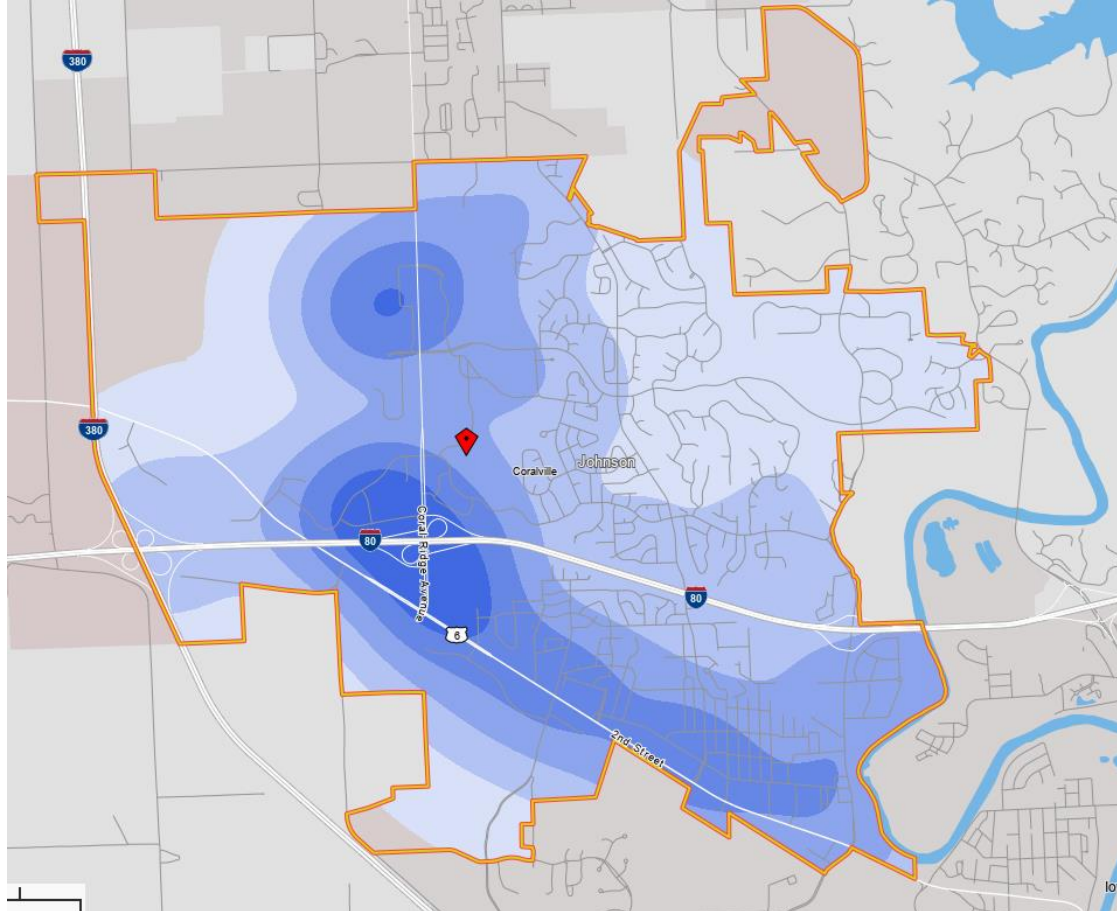
Local Employment Dynamics



- How do workers get around in the region?
 - Gaps in late night and Sunday service
 - The Iowa City/Coralville interface
- Iowa City/Coralville Challenges
 - Until this year, Iowa City and Coralville had different fares and passes, some of which were not transferable.
 - Gaps in late night and Sunday service still make it difficult for commuting workers to get to and from work.



Local Dynamics: Coralville Employers



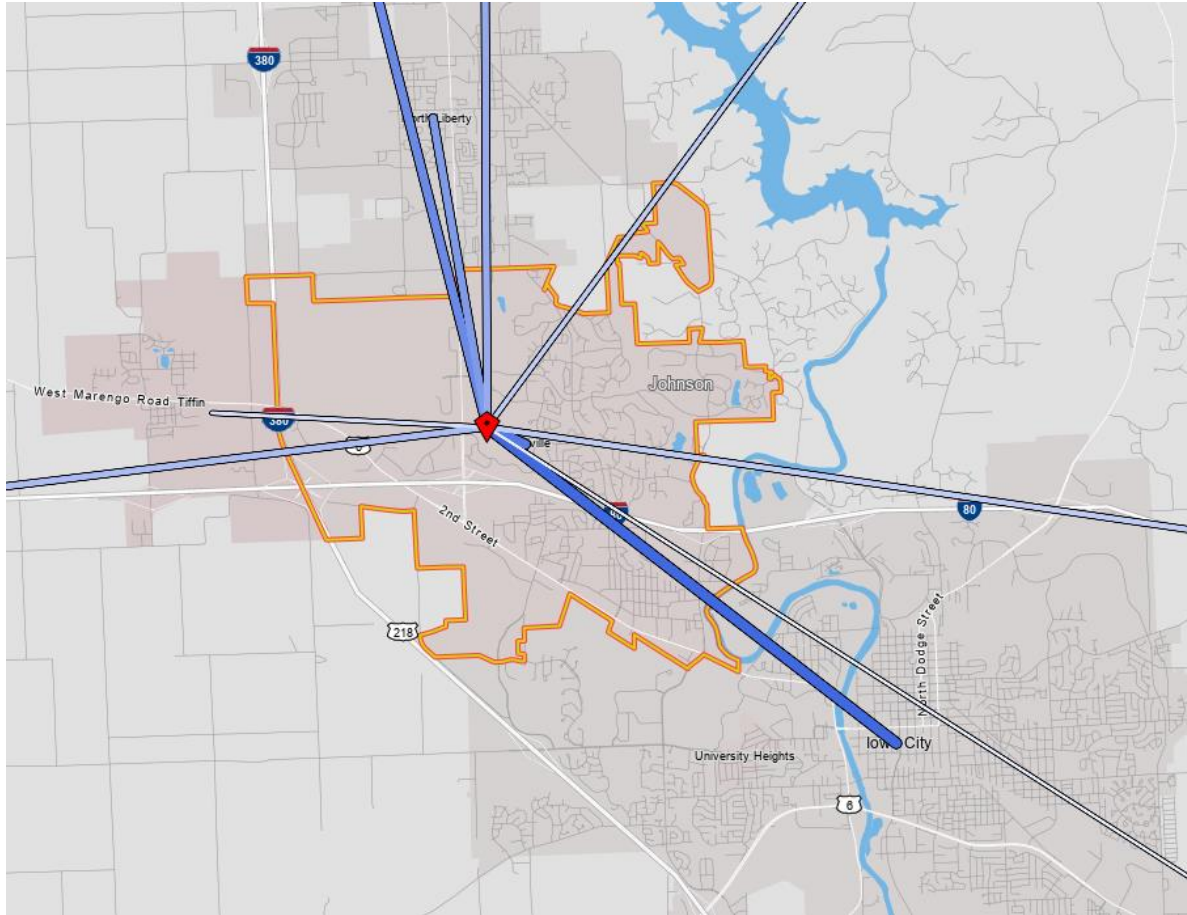
	2018	
	Count	Share
Retail Trade	4,171	24.8%
Accommodation and Food Services	3,130	18.6%
Manufacturing	1,693	10.1%
Health Care and Social Assistance	1,248	7.4%
Professional, Scientific, and Technical Services	1,179	7.0%

2018 Data

Source: <https://onthemap.ces.census.gov/>



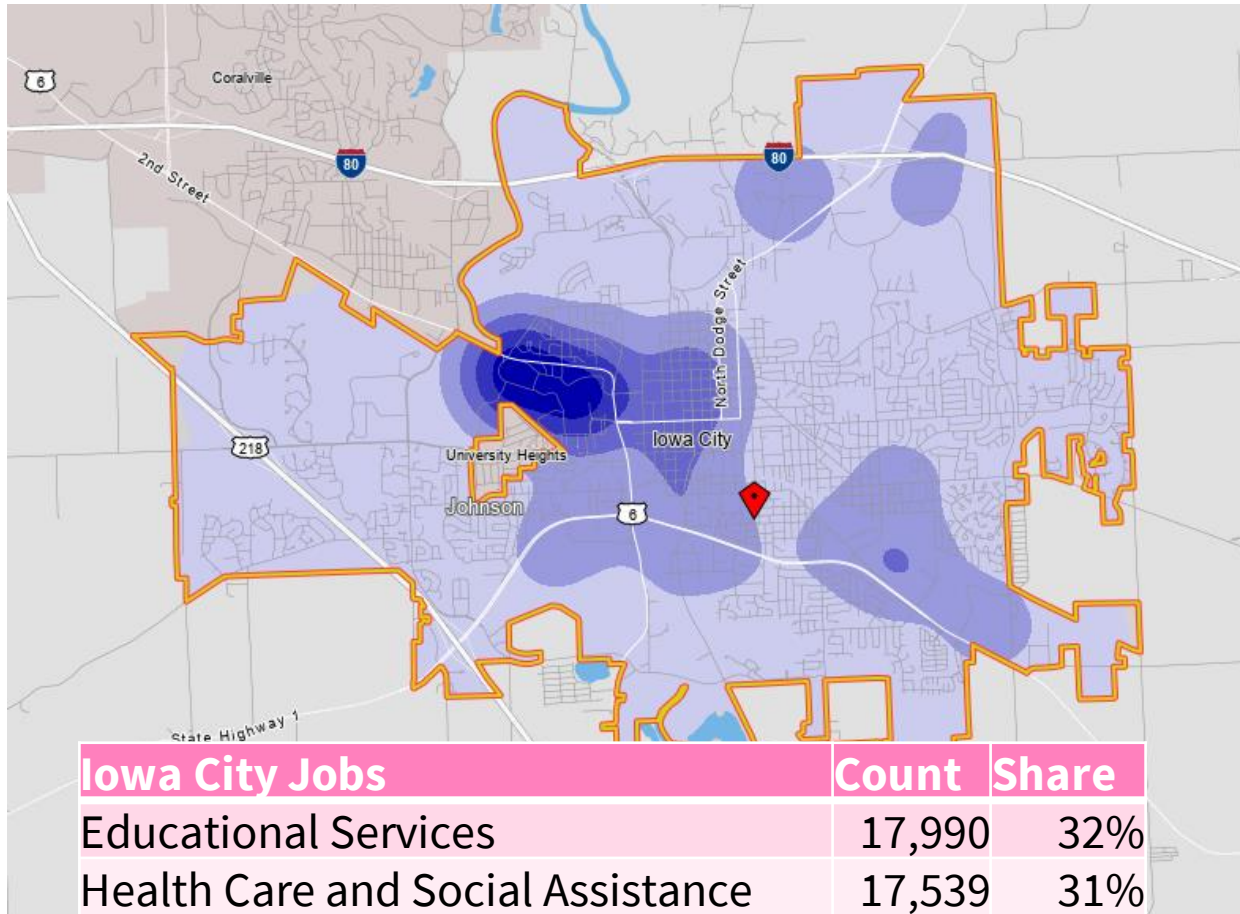
Local Dynamics: Coralville Workers



Places Where Coralville Workers Live				
City	All Jobs		Service Industry	
	Iowa City, IA	2,708	16%	1,887
Coralville city, IA	2,020	12%	1,316	13%
Cedar Rapids city, IA	1,645	9%	933	9%
North Liberty city, IA	1,411	8%	881	8%

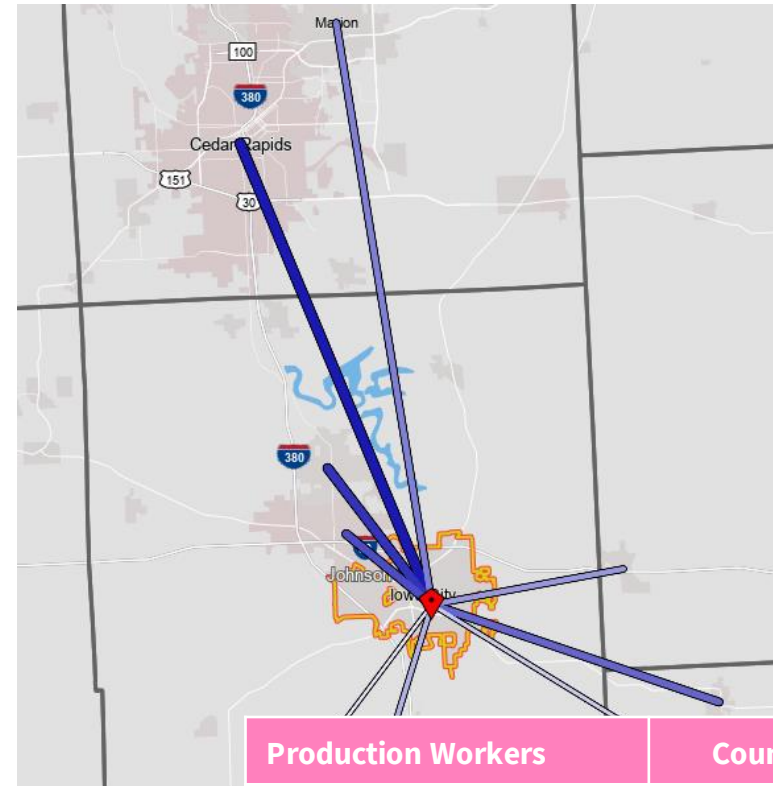


Local Dynamics: Iowa City Workers



Iowa City Jobs	Count	Share
Educational Services	17,990	32%
Health Care and Social Assistance	17,539	31%
Accommodation and Food Services	4,189	7%
Retail Trade	4,074	7%
Manufacturing	2,278	4%

Where do IC Production Workers Live?



Production Workers	Count	Share
Iowa City city, IA	904	24.2%
Cedar Rapids city, IA	280	7.5%
North Liberty city, IA	221	5.9%
Coralville city, IA	198	5.3%

Service Times

Coralville Vs Iowa City

Fixed-route Service	Start (w/much variation)	End (w/ much variation)	Fixed-route Service	Start (w/much variation)	End (w/ much variation)
Monday - Friday	6:00am	6:00pm	Monday - Friday	6:30am	7:00pm
Monday – Friday Evening Service	6:00pm	12:00am	Monday – Friday Evening Service	7:00pm	10:30pm
Saturday	7:00am	8:00pm	Saturday	7:00am	7:00pm
Sunday	No Service	No Service	Sunday	Proposed	Proposed

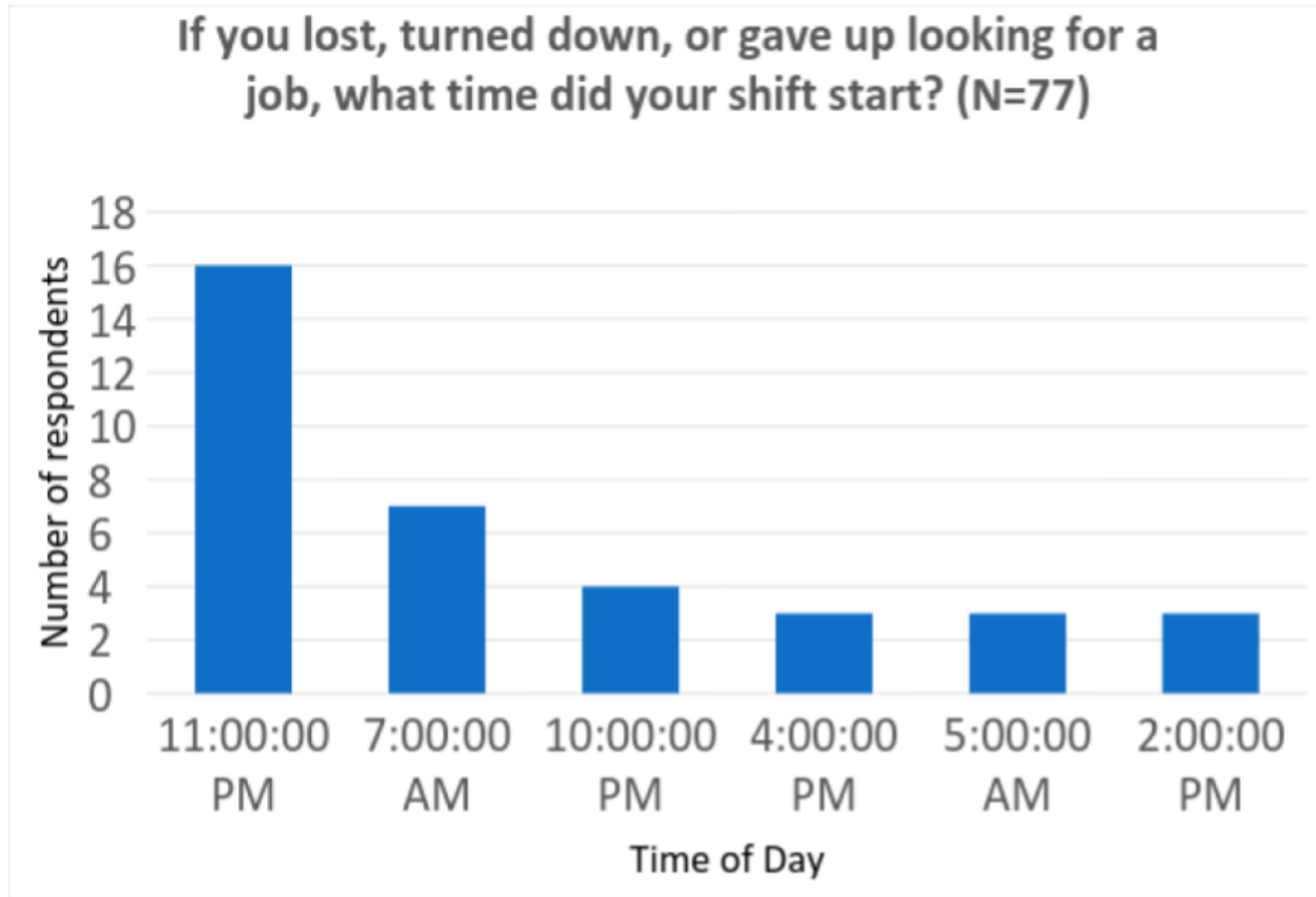
- Thoughts on these service times? Effect on 2nd shift workers? // // // //



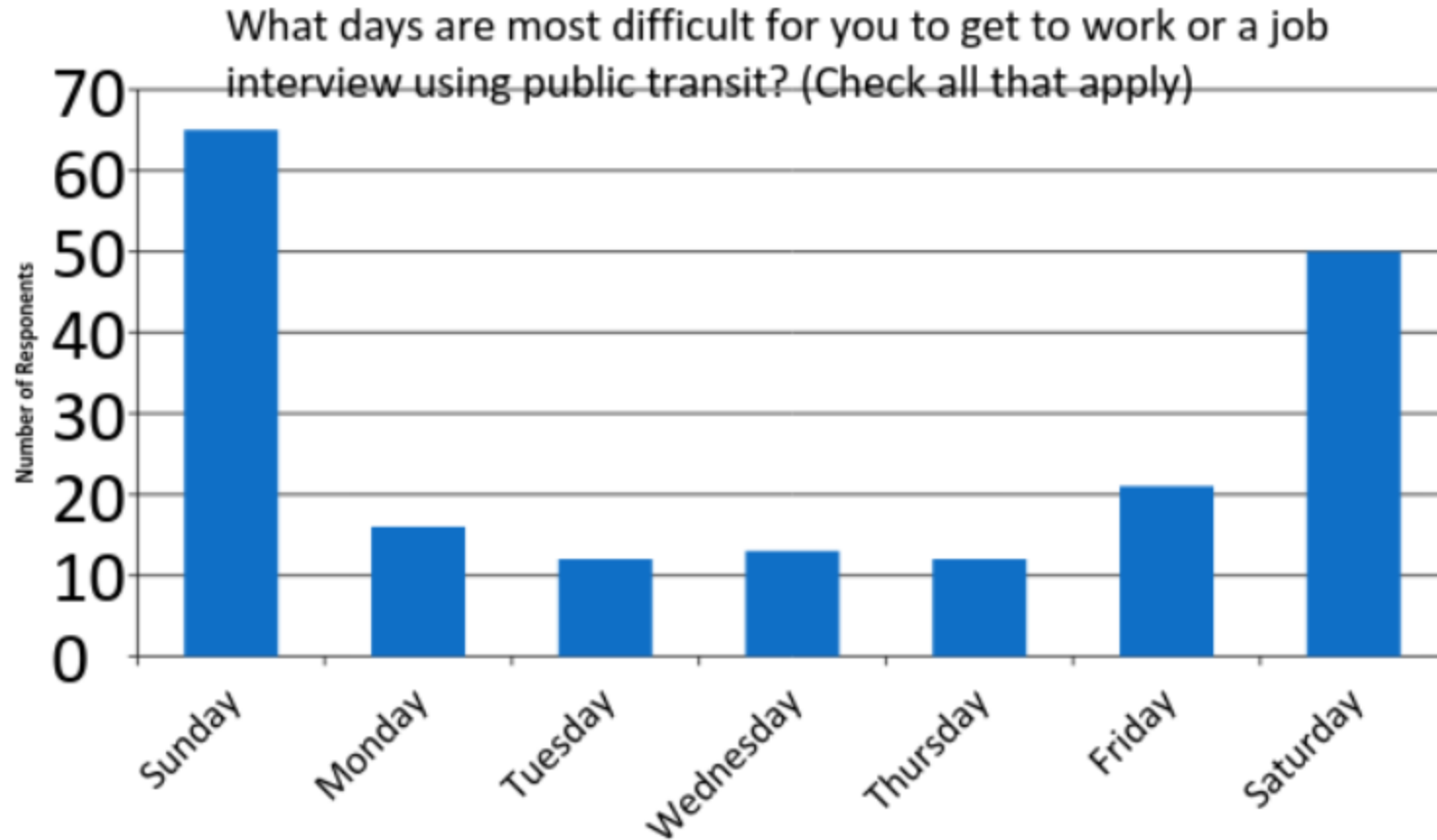
Fixed-route Service	Start	End
Monday - Friday	5:00am	1:00pm
Monday – Friday Evening Service	1:00pm	9:00pm
Saturday	No service	No service
Sunday	No service	No service



CTC Transit Survey Results – Transit Gaps

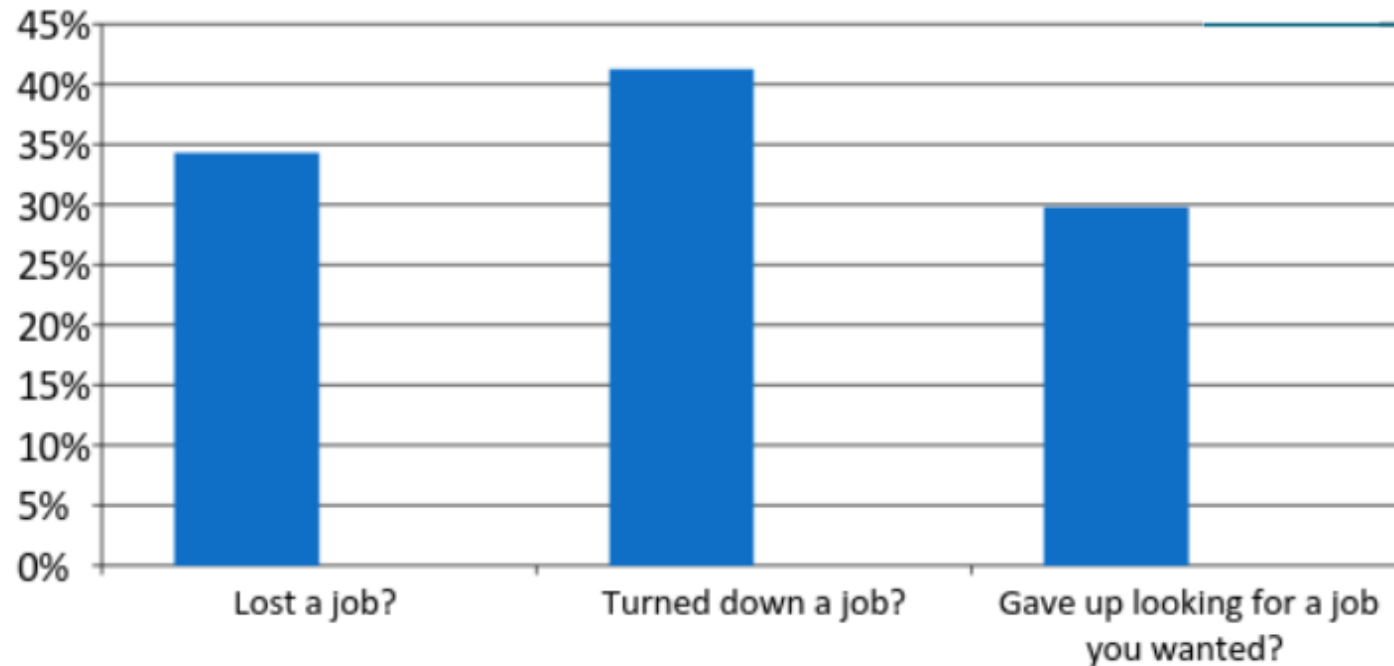


○ CTC Transit Survey Results – Transit Gaps



CTC Transit Survey Results- Lost jobs

In the past year, because of poor transportation options, have you lost a job, turned down a job, or given up looking for a job you wanted? (N=140)



○ Defining Transit Terms

- **Late evening:**

- Service until midnight

- **Night owl service:**

- Midnight to 6am

- **Fixed Route service:**

- City buses that follow routes

- **On-demand Service:**

- Curb to curb service when a rider requests it



○ Evening, late night & Sunday service

- Iowa City is considering a 2-year pilot program to provide fixed route Sunday service and evening/late-night service.
 - Iowa City city council has agreed to move forward with a pilot program offering Sunday service.
 - Proposals for late evening and night service are still in development.
 - TBA at Iowa City Transit Presentation April 29th at 6:30pm
- Coralville transit runs until midnight but there are currently no plans for Sunday service.



○ Iowa City Late Night/Sunday Service Options

Option	Late Evening <small>(Service until midnight)</small>	Night Owl <small>(Midnight to 6am)</small>	Sunday	Fixed Route	On Demand
Iowa City Transit Fixed Route	\$800,000	---	\$780,000	x	
Horizons NTS	\$357,000	\$321,000	\$92,000		x
JC SEATS	\$361,000	\$241,000	\$172,000		x
Yellow Cab	\$120,000	\$80,000	\$57,000		x
Lyft/Uber+ SEATS paratransit	\$105,300	\$70,000	\$50,000		x
Iowa City Transit on-demand with Via	\$338,000	\$310,000	\$188,000		x

- Preferred service?



○ Impact of transit gaps on employers

- **Low Employee Retention Rates** (SFHRM, 2016):

- On average it costs a company with over 500 employees, \$4,129 dollars to hire a new employee
- It takes an average of 42 days to fill a vacant position

- **Lost Worker Productivity** (Urban Mobility, 2019):

- Disengaged workers can cost your business up to 34% of their salary.

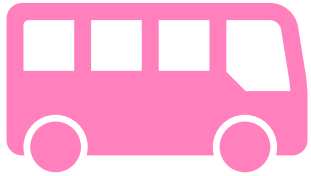
Source: Society For Human Resource Management's *Human Capital Benchmarking Report 2016*.

<https://www.shrm.org/about-shrm/press-room/press-releases/pages/human-capital-benchmarking-report.aspx>

Source: 2019 Urban Mobility Report, <https://blog.arlingtontransportationpartners.com/what-are-your-employees-commutes-costing-you>



○ Ways employers can help employees get home



Consider providing Uber/ Lyft passes or bus passes for 2nd shift employees



Ask your city council members to support late night and Sunday service



Attend our next community meeting-
May 5th @7pm!





Join us in advocating
for late night
and Sunday service

Email your City Council

- Things to write about:
 - How does night/Sunday transportation affect your employees?
 - How would an evening/late night or Sunday service would impact the life of your employees?
 - Which late night service do you prefer?
 - Benefits of Late-Night Service
 - 2nd shift workers can get home safely
 - Increased ridership on public transit
 - Helps reach Climate Action Goals
 - Employees often live in different town from employer



City Council Emails

Coralville

- John Lundell:
 - jlundell@coralville.org
- Jill Dodds:
 - jdodds@coralville.org
- Meghann Foster:
 - mfoster@coralville.org
- Laurie Goodrich:
 - lgoodrich@coralville.org
- Mitch Gross:
 - mgross@coralville.org
- Hai Huynh:
 - hhuynh@coralville.org

Iowa City

- Entire council:
 - council@iowa-city.org
- Laura Bergus:
 - laura-bergus@iowa-city.org
- Susan Mims:
 - susan-mims@iowa-city.org
- Mazahir Salih:
 - mazahir-salih@iowa-city.org
- Pauline Taylor:
 - pauline-taylor@iowa-city.org
- Bruce Teague:
 - bruce-teague@iowa-city.org
- John Thomas:
 - john-thomas@iowa-city.org
- Janice Weiner:
 - janice-weiner@iowa-city.org



○ Messages to Council

- To get you thinking ---->

Dear_ City Council,

My name is _____, and I work at _____. I am writing to you to express my support for evening and late-night transportation in Iowa City. While the Summer 2021 changes are extremely beneficial to our community, we must not leave out our 2nd shift workers. Workers of all shifts deserve adequate and reliable transportation to work. Working at night has many challenges, please don't let transportation continue to be one of them. It would be beneficial for our community to have Coralville Transit and Iowa City align in ending their services at midnight.

We know that the more riders we have, the more robust our transit system can be. If workers can rely on our public transportation to get to work, ridership will go up. Increased ridership helps the city meet its Climate Action Goals. Eventually, fixed-route service at night will be necessary for our community to thrive. For this pilot program, I believe using _____ service will provide the biggest benefit to our community. Workers must be able to get to their jobs wherever they may be. Moving forward, please include a sustainable evening and late-night service in your pilot program.

Thank you,





Get Involved!

Donate to our
Give a Bus Ride
Campaign!

www.ctcjc.org

