



TRANSPORTATION IN NORTH LIBERTY

WHO

COST

HOW

WHY

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Transit - City of North Liberty



COMMON REASONS WHY PEOPLE NEED OR WANT TO TEMPORARILY LEAVE THEIR HOME

- To sustain physical life: grocery, medical, documentation.
- To make money.
- To gain an education.
- To participate in fun & entertainment.
- To exercise.
- To travel for any reason.
- To clear their mind.

... I'm coming back to this list later.

PANDEMIC

A.O.D.

DRIVE

PANDEMIC CHANGES THE TRAVEL LANDSCAPE

Accelerated the introduction and proliferation of remote accessibility options.

People move differently, now; however, this is a privileged choice. Not all options are open to all people.

AUTO-ORIENTED DEVELOPMENT

As American as apple pie.

Solve congestion problems with more lanes
(adds lengthier crosswalks).

Large commercial setbacks with parking out
front, less inviting/accessible from the sidewalk.

Commercial faces the road and not the
surrounding neighborhoods. Often have visual
and physical barriers in place.

Mindset of retrofitting transit later in response to
need, instead of planning ahead and developing
city around transit.

Densities not high enough for natural bus stops.

Need a map to get from point A to B.

In North Liberty, railroad tracks intersect the
road network, limiting the number of crossings.



REASONS FOR NOT DRIVING PERSONAL VEHICLES

Physical impairment

Fear of driving

No Driver's License

No access to vehicle

Current vehicle needs repairs, unreliable, risky

Personal choice to not drive

FACTORS ENCOURAGING CHOICE TRANSIT

Time savings (*minimum of 15 minutes*)

Financial savings in parking + vehicle wear/tear (*outweighs time cost*)

"First and Last Mile" is a short distance

Personal vehicle or driver not as reliable as transit



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TRANSPORTATION CURRENT STATUS

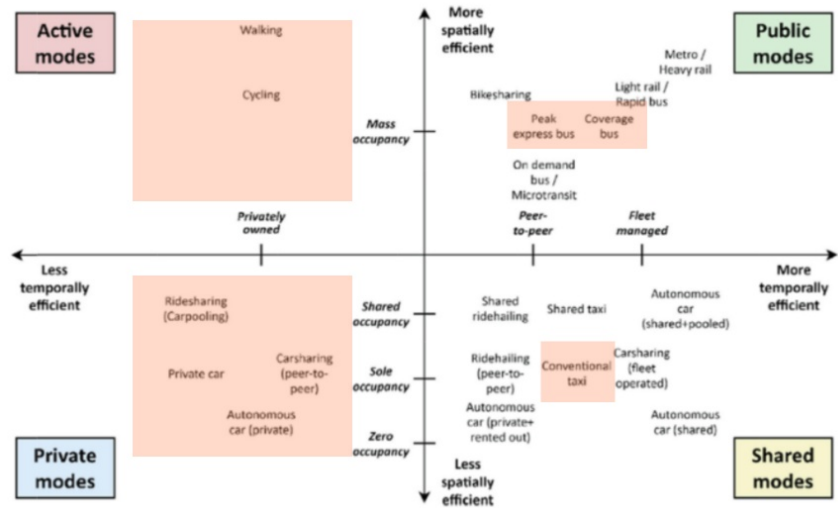


Fig. 1. Spectrum of available modes in the MaaS paradigm (Source: Wong et al., 2020).

TRADITIONAL BUS
(FIXED ROUTE)

UBER & LYFT

PARATRANSIT BUS

CARPOOL

NLTAP

SENIOR SUPPORTS

CORALVILLE TRANSIT - NL ROUTE

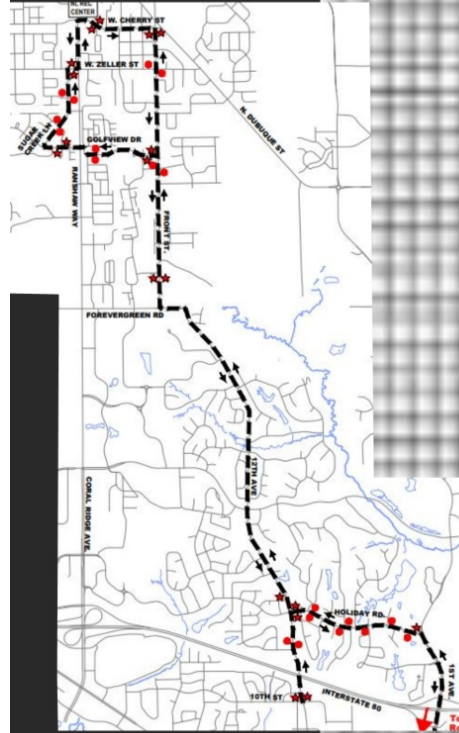
Cost to NL/month	\$7,000
Resident rides/month	300+
Cost to NL/ride	\$27
Resident fare/ride	\$1 (\$0 65+)

Days of operation M Tu W Th F

Hours of operation 6:30 am - 7:30 am; 5:10 pm - 6:00 pm

One bus sweeps through North Liberty in the morning to take people into CV/IC. And then one bus sweeps through CV/IC in the evening to bring them back to North Liberty.

PROS: minimal NL staff time spent on this program. Reliable; predictable; low-tech. Designated stops with signage. Accessible.



JOHNSON COUNTY SEATS PARATRANSIT

Cost to NL/month	\$2,600
Resident rides/month	36
Cost to NL/ride	\$76
Resident fare/ride	\$2

Days of operation	M Tu W Th F
Hours of operation	7:00 am, 12:30 pm & 4:45 pm

Rides are limited to persons unable to use the Coralville Transit route. Requires ADA Paratransit eligibility application through the City of Coralville. Can take up to six weeks to process.

PROS: minimal NL staff time spent on this program. Door to door. Quality drivers and vehicles.



NLTAP

Cost to NL/month	\$2,700
Resident rides/month	140
Cost to NL/ride	\$19
Cost to NL/ADA ride	\$50
Resident fare/ride	\$1



Days of operation	M Tu W Th F Sa
Hours of operation	7:00 am - 8:00 pm (M-F); 7:00 am - 3:00 pm (Sa)

City contract with Yellow Cab & Yellow Transport (ADA accessible). Rides are limited to persons who qualify. Destinations are very limited. Cannot use for work, college, or day care. No duplication of responsibility in staff (it's all Angie).

PROS: only about 10 hr/week of Angie's time is spent on this program. Door to door. Great relationship with Yellow Cab staff. Can modify quickly to meet needs. Minimal technology. Angie has the benefit of establishing personal relationships with residents to get them connected to resources they need.

NLTAP

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- To make money.
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- To clear their mind.

UBER & LYFT

Cost to NL/month	\$0
Resident rides/month	?
Cost to NL/ride	\$0
Resident fare/ride	about \$8.00 minimum

Days of operation	ALL	← the only option for late shifts
Hours of operation	ALL	

Availability varies dramatically. Cannot rely on this mode as primary transportation. Fares are based on demand/supply; late night trips can be expensive.

PROS: no limit to destination. Open 24/7. Great when used as a backup.



CARPOOL

Almost all people on NLTA without a personal vehicle rely on friends and family to drive them places. (source: survey)

Drivers & riders without an incentive are not always reliable.

If three people rely on Joe to get to work, then all four people miss work when Joe is sick.

People with a healthcare plan of action (such as living with a cancer diagnosis on a stringent treatment program or a person who requires regular dialysis to live) cannot miss any appointments.... or their prognosis suffers.

Carpool matching apps are cool, but inherently complicated and need constant advocacy or financial incentive to maintain rider/driver interest.

I don't consider carpooling a safe, reliable solution to anyone's transportation problems.

OLDER ADULT COMMUNITY

TRAIL of Johnson County	pay-to-play
Aging Services	only essential trips
RSVP United Way	only medical rides
Free bus rides in CV & IC	first and last mile a problem



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WHY DO/DOES ____ WANT/NEED
MORE TRANSIT?

RESIDENTS

EMPLOYERS

ANGIE!!

THE ENVIRONMENT

SOCIAL SERVICES

"I'm trying to get my (vehicle) fixed, but this one place is a hit or miss and they almost never answer. I'm not sure how I'm going to pay for this. I hope it's simple."

"I am ecstatic about this new found employment opportunity. But I say this with deep sorrow. I have declined the position, until a time when I know that I can do it all on my own. The cure to my issues is to ultimately move to Coralville or Iowa City, giving me better access to the resources I need."

"With no license, it's hard to get anywhere for work when I'm on the opposite side of town from anything. Part time work would help me with mental issues and I wouldn't be home alone all the time. And bored."

"We took NLTAP to the U of I for my chemo. If we would have paid full fare round trip would be \$60 no one can afford that!! Unrealistic for most people especially us on disability."

NLTAP user whose vehicle just broke down and needs to get to work.

NLTAP user who is overeducated and underemployed. Relies on child to get to/from work. Can't drive due to medical condition.

NLTAP user has had trouble maintaining a job because of lack of transportation.

NLTAP user and long time resident of North Liberty, chemo makes it hard to drive.

"90% of our applicants do not have their own vehicle or are unable to drive for whatever reason."

"Companies spend a tremendous amount of money on recruiting and retention. The one problem most of my clients have in common is lack of public transit. This decreases the pool of candidates and makes it very difficult to retain staff."

Local
employment
agency staffing
NL businesses

AREA SOCIAL SERVICES COLLABORATIONS

Current:

Area Senior Coordinators (Aging Specialist)
JoCo Social Services (Mobility Coordinator)
School Family Advocates

Future:

Ranshaw House organizations
North Liberty Medical Hub (UIHC, Mercy & Steindler)

"I lost my card, will you send me a new one."

"I don't like that driver."

"Can I get special permission to go (insert location here)?"

"I've been waiting outside for 30 minutes with my groceries. Are they coming?"

"My work is within walking distance, but I can't find nearby daycare because of my infant's special needs."

"The hospital says my elderly mom can't wait inside for her ride home, because of COVID-19 policies. She has been outside for 30 minutes in the cold."

"Yellow Cab needs to change our hours of operation to match our new, more solvent, business plan."

"Why doesn't this take you to the airport? Seniors like to travel."

Angie is on-call 24/7.

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THE ENVIRONMENT

SOCIAL SERVICES



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most
available/
frequent

LYFT/UBER/TAXI

NLTAP

SEATS
PARATRANSIT

CORALVILLE
ROUTE

least
available/
frequent

	Cost to rider per trip	Cost to North Liberty per trip (annual average)	Cost to North Liberty per month (FY21)	Cost to North Liberty annual (FY21)	Individual rides given annual (FY21)	Individuals served
LYFT/UBER/TAXI	\$8.00 minimum	\$0	\$0 (720 run hours)	\$0	unknown	unknown
NLTAP	\$1	\$19	\$2,700 (380 run hours)	\$32,000	1,634	~ 30/month, out of 100 cardholders
SEATS PARATRANSIT	\$2	\$75 (\$28 in FY19)	\$2,700 (32 run hours)	\$33,000	472 (622 in FY19)	unknown
CORALVILLE ROUTE	\$1 (\$0 for 65+)	\$27 (\$8 in FY19)	\$7,000 (80 run hours)	\$77,000 (11 mo, due to pandemic)	3,109 (10,624 in FY19)	unknown

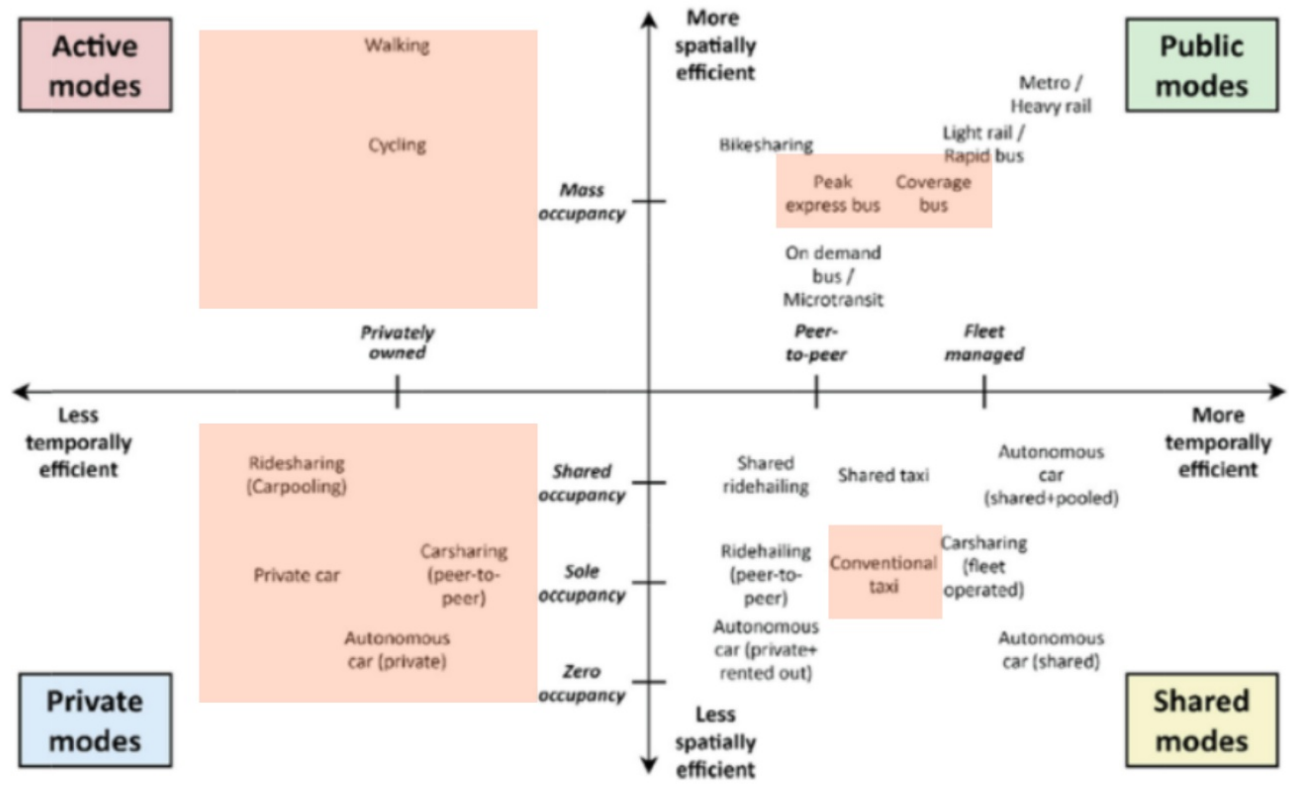


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