

## NORTH LIBERTY TRANSPORTATION ASSISTANCE PROGRAM (NLTAP) REPORT AUGUST 2020

New direct webpage link: [WWW.NORTHLIBERTYIOWA.ORG/NLTAP](http://WWW.NORTHLIBERTYIOWA.ORG/NLTAP)

Transit Coordinator Angela McConville

319-626-5722

amconville@northlibertyiowa.org

transit@northlibertyiowa.org

### Card design (has not changed since beginning of program)



#### FRONT

Unique Identifier: used by both Yellow Cab and City

Expiration Date: one year from date application process was completed or – for temporary cards – date doctor says patient can resume driving

Home Address: cab driver uses this to confirm the residential pick up or drop off is their verified home address

Date of Birth: to help confirm identity

Full Name

Both Yellow Cab and North Liberty logos

#### BACK

"If found please return to": helps the finder return the card to the correct location

"In case of emergency": for the cab driver to have a contact person, considering a lot of our transportation is for medical purposes

"Approved dependents": only these children under 18 can ride with cardholder; ages included to help confirm identity

"To book a ride": includes our dedicated NLTAP phone number as a reminder

Magnetic stripe has no information stored in it at this time

## Who applies for the North Liberty Transportation Assistance Program?

YEAR APPLIED	MONTH APPLIED	# NEW CARDHOLDERS
2019	November	51
	December	21
2020	January	23
	February	3
	March	3
	April	2
	May	2
	June	2
	July	3
	August	5
<b>TOTAL</b>		<b>115</b>

**1 pending applicant** with appointment next week.

### Incomplete Applications = 22

These typically begin as a person applying online. Transit Coordinator has sent emails or phone calls to all 22, with notes taken in their manila folder about each contact. Some:

- Are appointment no-shows;
- Have said that, after further information from the Transit Coordinator, the program does not fulfill needs; or
- Have not made follow-up contact to complete the application process.

### Current cardholders qualify under which category:

	# OF CARDHOLDERS	% OF TOTAL
Category A: No Vehicle	61	53%
Category B: Low Income	42	37%
Category C: Permanent Disability	7	6%
Category D: *Temporary Disability	5	4%

*\*temporary = surgery or injury that temporarily impacts ability to drive (usually ~ 3 - 5 months).*

### Registration Drive Results:

11 drives were held from November 2019 to January 2020, and 0 since (due to COVID-19).

CARDHOLDERS JOINED VIA...	
APPLICATION DRIVES	85
INDIVIDUAL APPOINTMENTS (OFFICE OR HOME VISIT)	30

### Age

Average age of an NLTAP cardholder is 63 years old. Median age is 66.

20s	30s	40s	50s	60s	70s	80s	90s
10	12	5	10	32	26	13	7

## How was NLTAP impacted by the COVID-19 Pandemic?

The COVID-19 Pandemic did not cause the NLTAP program to be shut down or even temporarily suspended.

To keep NLTAP running, while being COVID-conscious, changes included (continuing through – at least – the end of 2020):

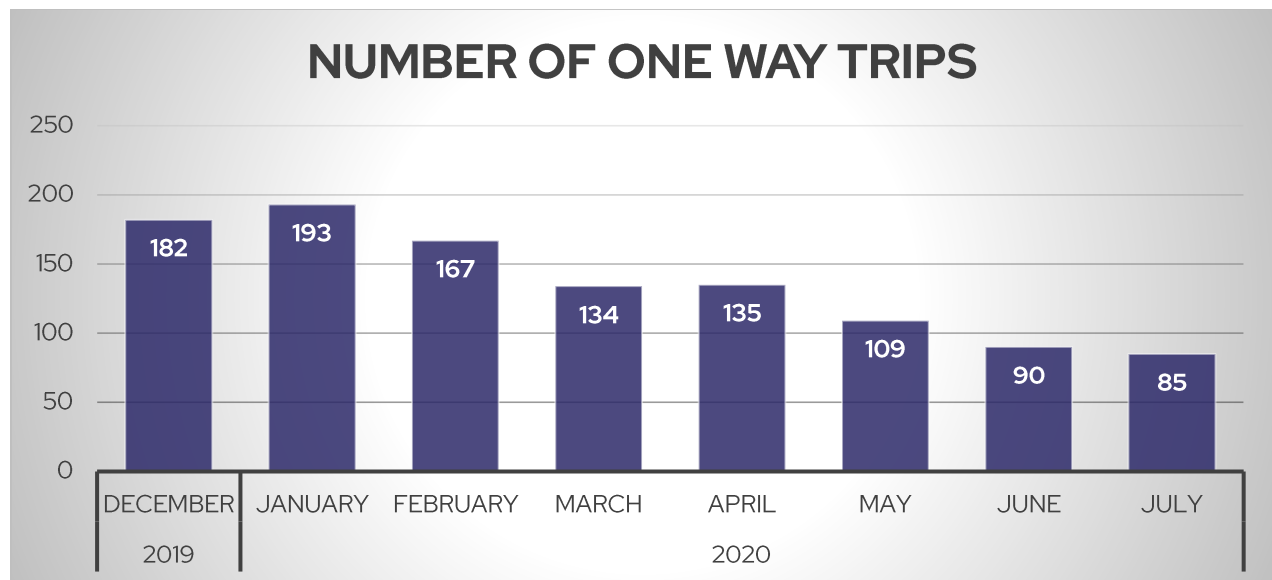
- Yellow Cab adding PPE and protective measures for drivers and riders. Drivers are explicitly given freedom to take time off in the event they are anxious about exposure.
- NLTAP moved to online applications/virtual onboarding for those who have access to technology.
- For those unable to manage the online application, the Transit Coordinator schedules home visit appointments to facilitate the process in person. Everyone has been respectful by wearing a face mask and – where possible – the application process is conducted outside on a porch or patio to maintain a comfortable distance.

### Bus Route Riders

When the City of North Liberty temporarily suspended the Coralville Transit bus route through North Liberty in the morning/evening, NLTAP adjusted access to absorb the regular riders dependent on the route. City of Coralville staff was asked to refer riders to NLTAP. Changes were made to allow for temporary NLTAP-approval to workplaces. Two bus riders took the opportunity and became new cardholders. Between March 2020 and August 2020, they took a combined 34 NLTAP trips to work. Their access to work through NLTAP expired last Friday, August 21; five days after the bus route resumed operation. Any NLTAP temporary approval requires City coordination with Yellow Cab management and dispatch staff. We experienced no complications on either end of the process and it went smoothly, due – in part – to excellent communication and relationship with Yellow Cab. Both new NLTAP cardholders were appreciative of this quick solution to the bus routes being suspended.

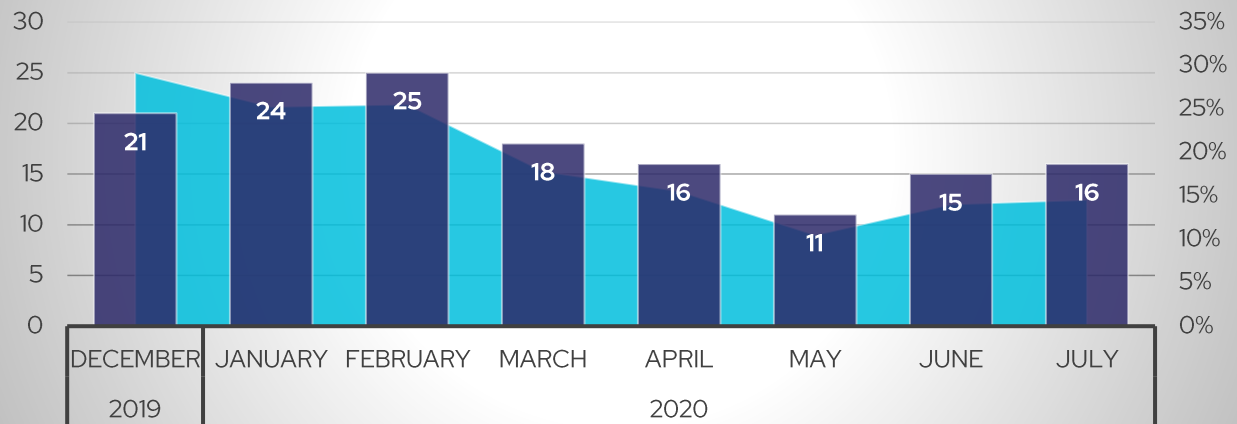
## What does NLTAP cost the City?

MONTH EXPENSE INCURRED	- INVOICE	- SUPPLIES	FY20 \$ REMAINING	
START AT			\$ 50,000.00	
2019 NOVEMBER		\$ 270.00	\$ 49,730.00	99.5%
2019 DECEMBER	\$ 2,506.76	\$ 0.00	\$ 47,223.24	94.5%
2020 JANUARY	\$ 2,868.00	\$ 66.12	\$ 44,289.12	88.6%
2020 FEBRUARY	\$ 2,821.25	\$ 0.00	\$ 41,467.87	82.9%
2020 MARCH	\$ 2,533.05	\$ 0.00	\$ 38,934.82	77.9%
2020 APRIL	\$ 1,963.75	\$ 0.00	\$ 36,971.07	73.9%
2020 MAY	\$ 1,977.00	\$ 0.00	\$ 34,994.07	70.0%
MONTH EXPENSE INCURRED	- INVOICE	- SUPPLIES	FY21 \$ REMAINING	
START AT			\$ 50,000.00	
2020 JUNE (billed in July, so FY21)	\$ 2,087.25	\$ 0.00	\$ 47,912.75	95.8%
2020 JULY	\$ 1,829.50	\$ 0.00	\$ 46,083.25	92.2%
2020 AUGUST	TBD	TBD	TBD	TBD

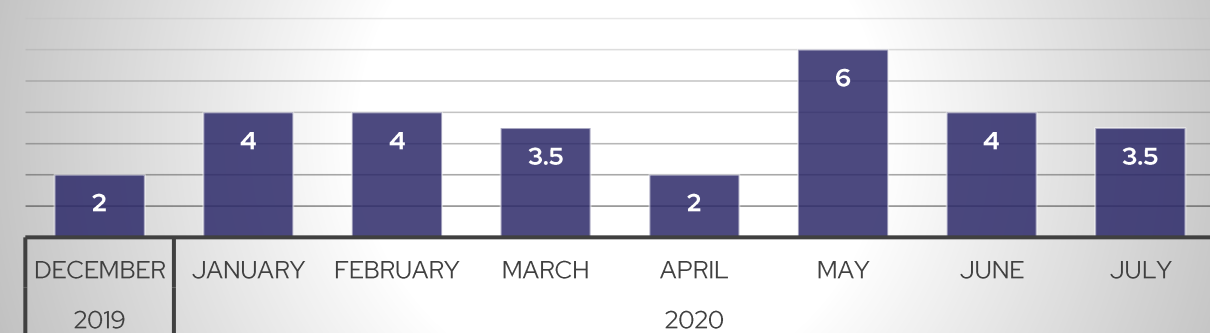


With the onset of the Pandemic, frequency of NLTAP trips started dropping in March. Delivery grocery services, delivery pharmaceuticals, and transition to telemedicine started to replace necessary physical outings. Many cardholders are also seniors who have been diligently isolating.

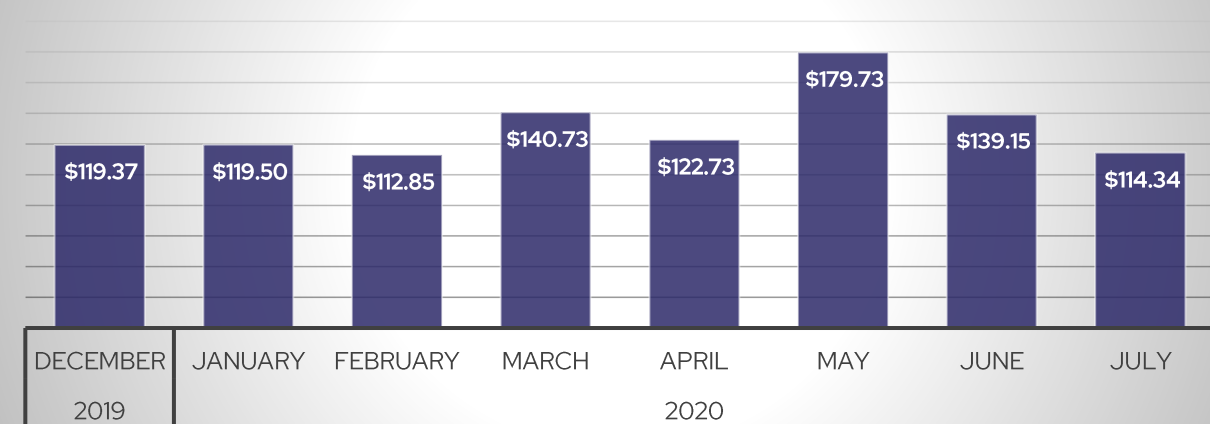
## # CARDHOLDERS TAKING 1 OR MORE TRIPS/MONTH AND % OF TOTAL

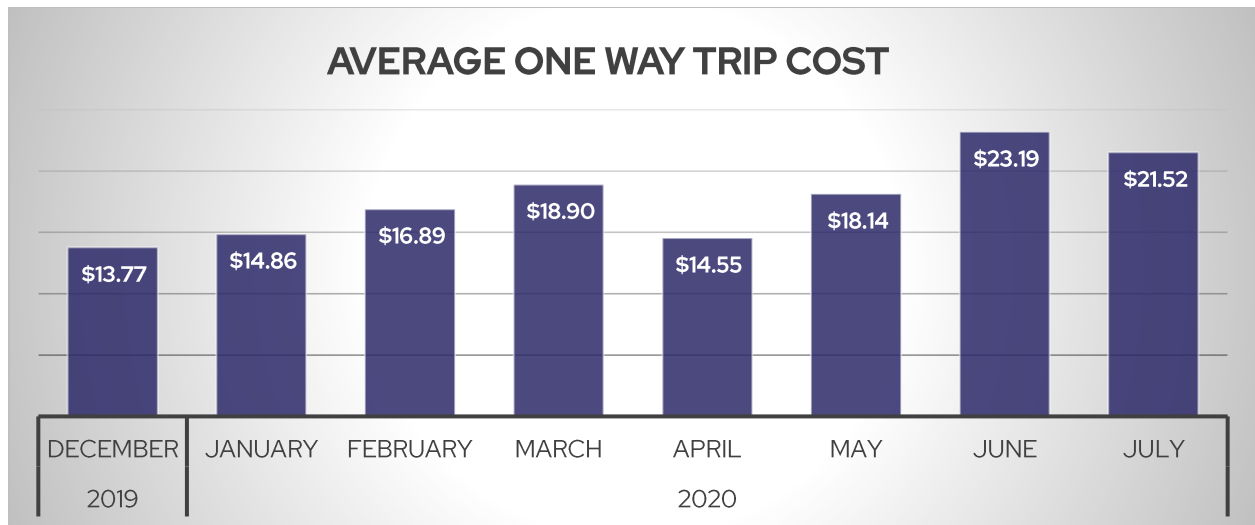


## MEDIAN # OF ONE WAY TRIPS PER ACTIVE USER



## PROGRAM COST PER ACTIVE USER





#### Sample of one way trips and cost

Actual cost will vary on traffic and time of day. Uncontrollable variables can impact cost of trip by as much as \$10 each way. These samples were pulled from the June and July user reports.

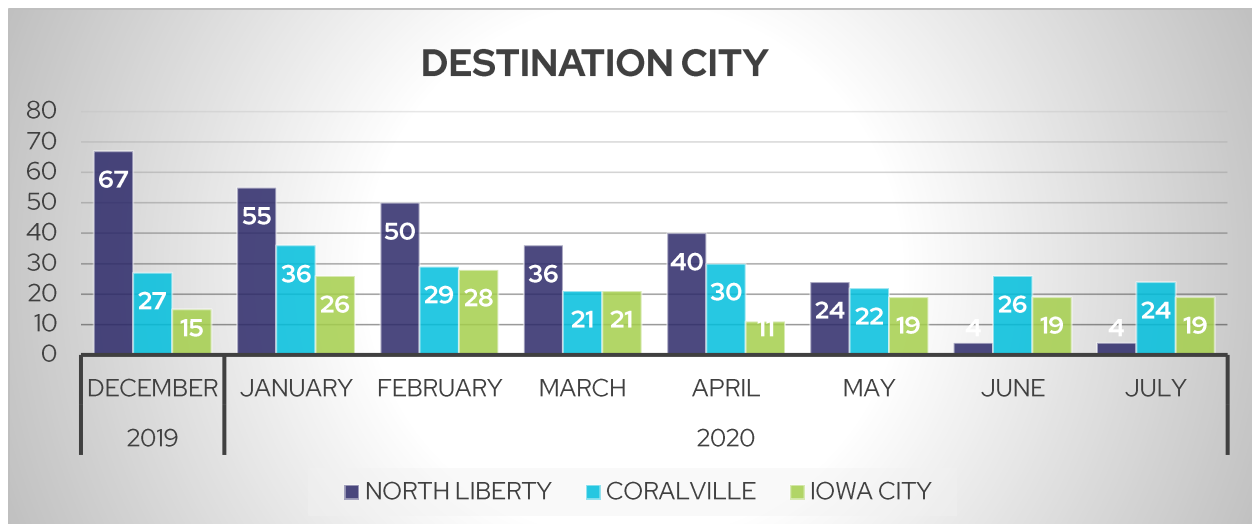
ORIGIN	DESTINATION	COST
Home near Southslope	Crosspark Road HyVee	\$10
Home near East Penn	Walmart	\$15
Home near Ranshaw Way	Mercy Iowa City Hospital	\$27
Home near Café Muse	Iowa River Landing in Coralville	\$30
Home near Fareway	County Administration Building	\$33
Home near Centro	Iowa City Driver's License Station	\$50

All North Liberty to North Liberty trips cost under \$10 each way, with some as low as \$5.

## Where are cardholders going?

For all rides taken from December 2019 through July 2020 (not going to cardholder residence):

- 26% were to grocery stores (Fareway, Crosspark HyVee, or Aldis)
- 23% were to medical appointments
- 20% were to pharmacies
- 8% were to government buildings
- 6% were to the North Liberty Community Center
- 6% were to the North Liberty Community Pantry
- 5% were to workplaces
- 3% were to connecting bus stops
- 2% were to banks and credit unions
- *Laundromania was added and announced in July 2020. These new trips will start to show up in next month's data.*

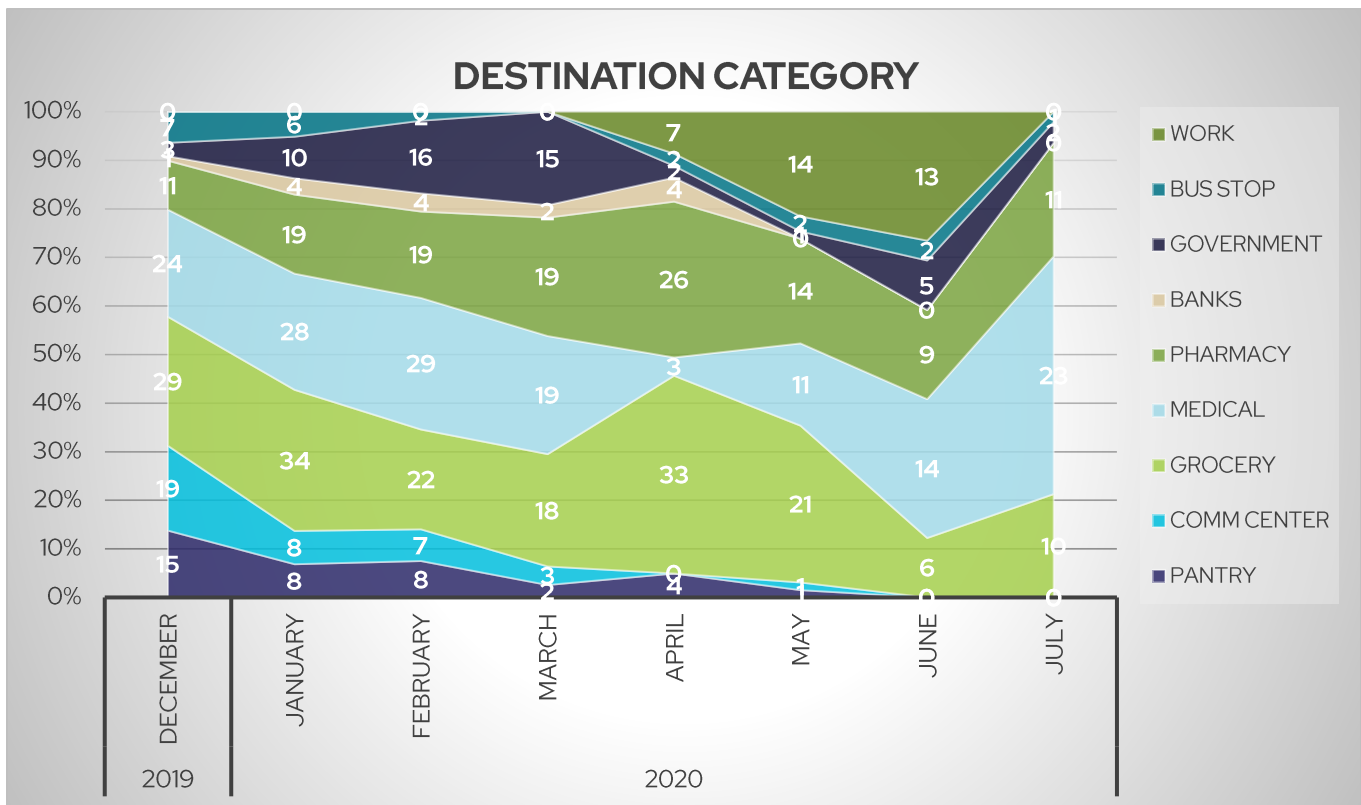


As the COVID-19 Pandemic shut down - or limited access to - a handful of popular destinations in North Liberty, such as the Community Center, modified the pickup process for the Pantry, and increased options for grocery delivery services, trips to North Liberty locations drastically declined.

Also, with the arrival of more temperate months, cardholders may choose:

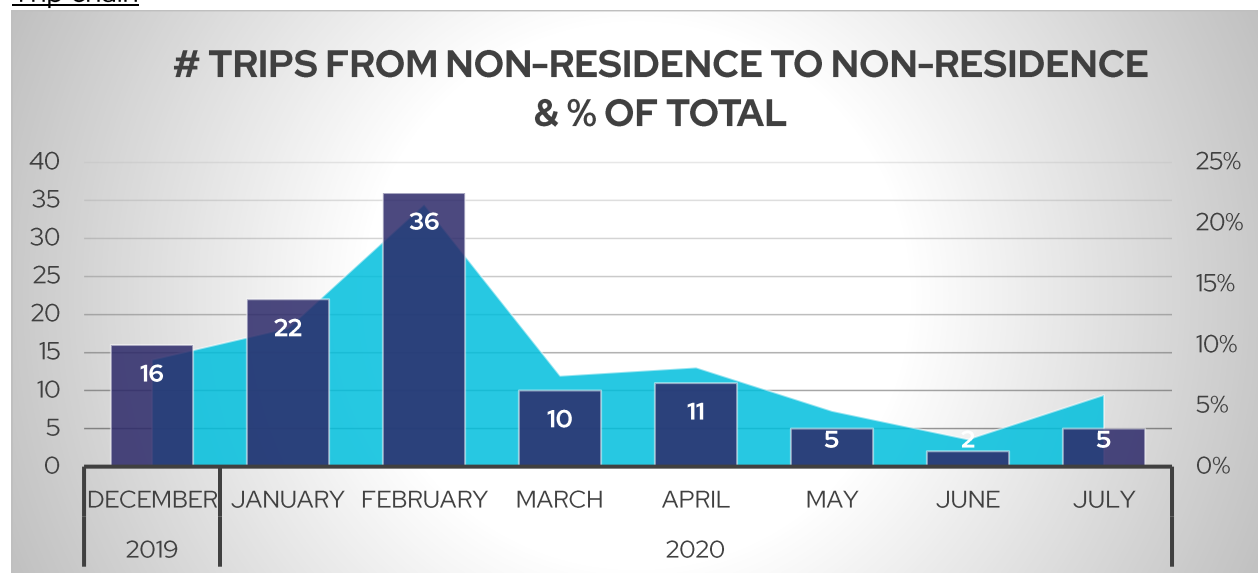
- to walk or ride a bike instead of use NLTAP to get around North Liberty, and
- outdoor exercise instead of the indoor equipment at the Community Center.

NLTAP staff anticipates a lull in the summer months each year, regardless of Pandemic.



This is further seen in the above image outlining the category of destination. Medical trips have increased and are – typically – the more expensive rides.

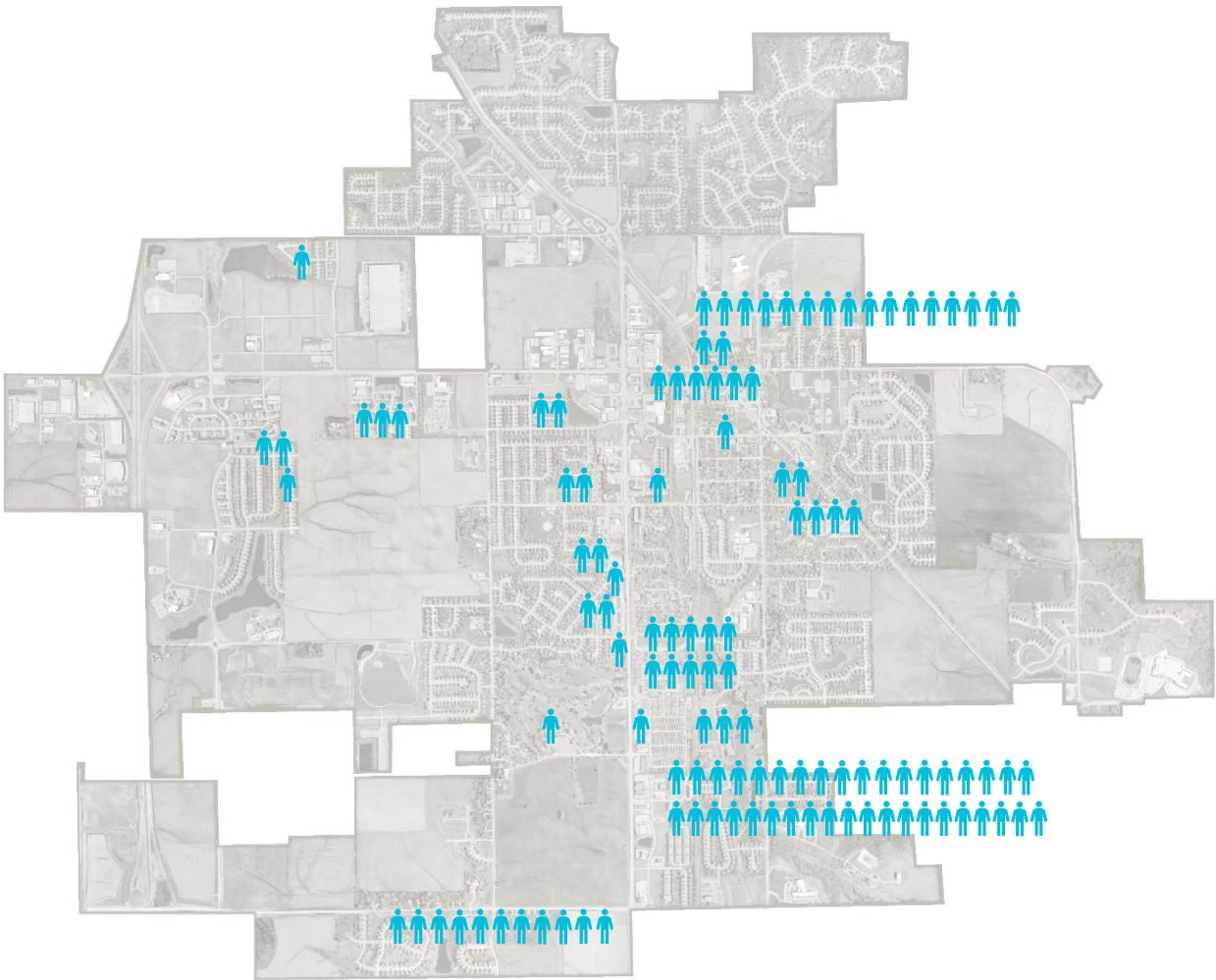
#### Trip chain



Trips taken from one approved non-residence destination to another approved non-residence destination shows that some cardholders are doing **multiple purposes in one outing** before going back home. For example, going from the doctor's office to the pharmacy before booking a ride home. This is called trip-chaining and helps us get the most out of our money.



Where do NLTAP cardholders live in North Liberty?



## **How are we communicating with cardholders?**

Cardholders are informed that they can call NLTAP Program Administrator Angela McConville or Yellow Cab directly to give feedback or report concerns, via phone or email.

### April 2020 Email:

Cardholders with email addresses were sent an email on April 9, 2020 sharing local resources for COVID-19 information, food, mental health, daycare, energy assistance, errands, legal assistance, jobs, and uninterrupted North Liberty services, like Library WiFi and printing.

### July 2020 Letter & Survey:

In early July all cardholders were sent a letter that talked about:

- A survey with a self-addressed stamped envelope to mail it back at no cost.
- COVID-19 protocol during Yellow Cab rides.
- Card renewal process, which will begin in November.
- Using cash to cover the cardholder cost to ride.
- The NLTAP dedicated line.
- Addition of Laundromania to the approved locations list.
- Asking if anyone needs a face mask or face shield.
- Describing the COVID-conscious process for NLTAP applications + how to contact me.

## **How are we communicating with residents and businesses to spread the word?**

Priorities due to multiple crises have shifted focus of Transit Coordinator from NLTAP promotion (hard to do in a Pandemic) to her other roles at the City, like Safety Coordinator (COVID-19 Action Plan) and workplace training (diversity training, countywide collaboration & social equity report).

### Media coverage (since last report):

Interview with Cymphanie from Fox28 scheduled for March was cancelled due to the COVID-19 Pandemic.

### Outreach (since last report):

February 4, 2020 9:30 AM Solon Senior Advocates leadership (Sandy Hanson)

February 24, 2020 1:00 PM Horizons (Mike Barnhart & Kelzye Bedwell)

February 24, 2020 3:00 PM Coralville Transit (Vicky Robrock)

February 26, 2020 10:30 AM Improving Transportation for Cancer Patients Workgroup

No in-person appearances since February, due to the COVID-19 Pandemic.

Coralville Bus riders were given information about NLTAP while route was suspended.

Always in communications with Social Workers & County Coordinators about program.

Listed on the Johnson County Social Services index.

And into the FUTURE of communications through the NL Great Neighborhoods Initiative!

## Survey Results

In July 2020, surveys and self-addressed stamped envelopes were sent to 107 cardholders, including the five individuals who had expired temporary disability NL TAP cards. 27 total – or 25% of cardholders – returned surveys with answers and commentary.

1.

On average, I leave my house, facility, or apartment to go somewhere off-property...	
at least once every day	19%
4-6 days each week	12%
1-3 days each week	27%
less than once per week	42%

*NL TAP cardholders stretch the gamut of life from young people with children working in the area... to seniors living in facilities where everything they need is around them.*

2.

I use the following methods of transportation... (respondents picked all that apply)	
I drive my own vehicle	20%
Cabs + using my NL TAP card	20%
I walk to a destination (not walking for fitness only)	14%
A family member drives me	14%
A platonic friend drives me	9%
Public bus transportation (such as a city or university bus)	6%
My bicycle	5%
Cabs + using my Medicare/Medicaid waiver	3%
Cabs + paying the entire cost of the trip myself	3%
I borrow a vehicle from a friend, family member, or partner	3%
Other (respondents said "rent a car" and "emergency response vehicle")	3%
Private facility bus transportation (such as Keystone)	2%
SEATS paratransit bus	0%
My workplace-provided carpool/vanpool	0%
My significant other/partner/spouse drives me	0%
I use a volunteer driver program (such as TRAIL of Johnson County or RSVP)	0%

*Why the 0% answers? SEATS has quite the lengthy application process. Coordinated carpools/vanpools don't exist at most businesses. The majority of NL TAP cardholders are not married or are widowed. Volunteer driver programs are not currently operating due to COVID-19... as the volunteers themselves are seniors helping seniors, so all are in isolation.*

3.

On average, using my NLTAP card, I take...	
4 or more individual \$1 trips per week	4%
1-3 individual \$1 trips per week	15%
Less than once per week (one to three times per month)	37%
Zero trips (I have not used my NLTAP card at all)	44%

Cardholders clarified their reasons for zero trips, which included:

- I drive myself.
- I am happy to know that I have this card for emergency transportation.
- I have been unable to use my card because my doctor's appointments were cancelled due to COVID-19.
- I have always had access to other transportation.
- I need rides to work and NLTAP does not offer that.
- COVID-19 hit, so I feel safer having a family member drive.
- Have not been out of my house, doctor's orders.
- I have my own car and do not need at this time.

4.

The North Liberty Transportation Assistance Program...	
Serves all of my transportation needs	19%
Serves some of my needs	44%
Does not serve any of my needs	11%
No opinion	19%

5.

Regarding NLTAP program administration, helpfulness & other communication with <b>North Liberty Staff</b> ...	
I am happy with City staff.	63%
I am happy with most City staff.	11%
No opinion or not happy/not unhappy.	19%
I am unhappy with City staff.	4%

6.

Regarding NLTAP program knowledge, helpfulness & other communication with <b>Yellow Cab Dispatchers</b> ...	
I am happy with all of the dispatchers.	44%
I am happy with most of the dispatchers.	11%
No opinion or not happy/not unhappy.	26%
I am unhappy with most or all of the dispatchers.	4%

7.

Regarding NLTAP ride helpfulness, friendliness & other communication with <b>Yellow Cab Drivers...</b>	
I am happy with all of my cab drivers.	56%
I am happy with most of my cab drivers.	4%
No opinion or not happy/not unhappy.	26%
I am unhappy with most or all of my cab drivers.	0%

8.

List destinations you think we should allow with the NLTAP card and explain why.

Answers included:

- Smokin' Joes. And the cab should wait. It doesn't take long to buy cigs.
- Trader Joe's and Farmer's Markets both handle product staples not available at the other places.
- Kirkwood Community College. It would help with getting to school.
- Walmart and the mall.
- Brown Deer Place, so we could visit our daughter who lives there.
- Walmart (best prices on groceries); work (this would help tremendously with living expenses).
- Walmart, because it has more than just groceries.
- CID Airport. A lot of seniors travel.
- My helpers don't work on weekends, so when I need to go to work and back, I have to get a cab and pay full price.
- North Liberty schools for teacher and parent meetings and picking up sick kids.