

NORTH LIBERTY TRANSPORTATION ASSISTANCE PROGRAM (NLTAP) REPORT September 2021

Webpage link: NORTHLIBERTYIOWA.ORG/NLTAP

Transit Coordinator Angela McConville

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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	MONTH	# NEW	# RENEWALS	# CURRENT
2019	November	51		51
	December	21		72
2020	January	23		95
	February	3		98
	March	3		101
	April	2		103
	May	2		105
	June	2		107
	July	3		110
	August	7**		117
	September	4**		121
	October	0		121
	November	4	28	102
	December	6	7	94
2021	January	2	5	78
	February	3	2	80
	March	3	1	81
	April	2	1	82
	May	2	2	84
	June	7	2	91
	July	1	2	91
	August	5	0**	89
	September	6*	1**	92
TOTAL		162	51	

*0 pending new applicants

** Awaiting return of a few renewal applications of cards that expired in Aug & Sept, grace period is given

Incomplete Applications = 31

These typically begin as a person applying online. Transit Coordinator has sent emails or phone calls to all 31 without any response. They fall into one of three categories:

- 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:

	# CARDHOLDERS	% OF TOTAL	Aug 2020
Category A: No Vehicle	53	53%	61
Category B: Low Income	30	30%	42
Category C: Permanent Disability	13	13%	7
Category D: *Temporary Disability	2	2%	5
Category O: City Employee	1	1%	not available
Category YT: Yellow Transport	1	1%	not available

*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). None are planned.

New Applicant Onboard Mechanism:

Since March 2020, all new applicants have been onboarded through a **home visit appointment**. Appointments are made anywhere from one to ten days after an application was received, depending on availability of the applicant and Transit Coordinator, with the Coordinator being flexible into the evening if an applicant works. The Coordinator encourages partners, or adult friends or children to attend the onboarding appointment, so they know how to be of assistance. The onboarding process takes anywhere between 30 and 60 minutes to complete. If the weather is favorable, the onboarding appointment takes place outside on a porch or picnic table. If inside, the Transit Coordinator was fully vaccinated by March 2021 and face masks are always worn. The Transit Coordinator 1) talks about the purpose of the NLTAP program; 2) uses a sample card to talk about the information shared with Yellow Cab drivers; 3) walks the applicant step-by-step through the User Guide; 4) explains the Code of Conduct; 5) takes the applicant's photo for their ID card (if one wasn't provided prior to the appointment); and 6) hands the applicant a copy of their application & the FAQ. If the applicant was not comfortable filling out the online form, then the Coordinator and applicant fill one out by hand together and a copy is included in the envelope when their NLTAP ID card is mailed to them.

Card Renewal Mechanism:

Approximately eight weeks prior to an expiring card, an **NLTAP Renewal Application** is sent to the cardholder with a self-addressed stamped envelope to return to the Transit Coordinator. If any conditions have changed since the person first applied, then proof needs to be provided. Otherwise, a new card is sent with an updated expiration date and the cardholder is asked to cut up and throw away their expired card.

Age

Aug 2020: Average age of an NLTAP cardholder was 63 years old. Median age was 66.

Aug 2021: **Average age of an NLTAP cardholder is 62 years old. Median age is 66.**

	< 30	30s	40s	50s	60s	70s	80s	90s
Aug 2020	10	12	5	10	32	26	13	7
Aug 2021	10	10	7	10	26	17	17	3

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, immediate changes included:

- Yellow Cab adding PPE and other protective measures for drivers and riders, like physical barriers. Drivers are explicitly given freedom to take time off in the event they are anxious about exposure. This effort is ongoing.
- NLTAP moved to online applications/virtual onboarding for those who are comfortable and have access to adequate technology. This was discontinued when vaccines became available. All new applicants are onboarded at a home visit, as described on the previous page.

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 on August 21, 2020; 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.

Free Vaccine Trips

Once the vaccines became available, to remove transportation as a barrier to vaccination, North Liberty collaborated with the other major cities to use NLTAP as the mechanism to administer free trips using Yellow Cab. From February through August 2021, approximately 20 trips for residents of North Liberty have been used to get to & from vaccinations, with all costs covered by the City of North Liberty. Persons did NOT need to be enrolled in NLTAP to use this service. We appreciate Yellow Cab's flexibility to make this happen.



NORTH LIBERTY RESIDENTS

Residents in need of transportation to a vaccine appointment may call NLTAP coordinator Angie McConville at 319-626-5722. Leave a voicemail message with: name, phone number and address. Allow at least a four hour notice, but no more than 24 hours in advance of vaccination appointment. The call will be returned and a FREE ride will be authorized through Yellow Cab.

JOHNSON COUNTY SEATS

Door-to-door transportation available for free if approved. To determine approval, please call 319-339-6125 at least one day before your COVID-19 vaccination appointment. Please provide the scheduler with your name, phone number, home address and location of appointment.

URBAN AREAS BUS SERVICE

Many vaccine sites are located on the fixed route bus lines. Download and use the Transit App on a smartphone to plan a trip using Iowa City Transit, Coralville Transit or CAMBUS. For assistance learning to use these systems or for support covering fare, contact the Mobility Coordinator at 319-356-6090.

CAMBUS BIONIC BUS

FREE and accessible door-to-door transportation provided for residents of Iowa City and Coralville for a ride to local COVID-19 vaccination sites. Residents in need of a ride should provide at least one day's notice and call Bionic Bus dispatch at 319-335-7595 to schedule. Residents will need to provide name, phone number, home address, vaccine location and time of appointment.

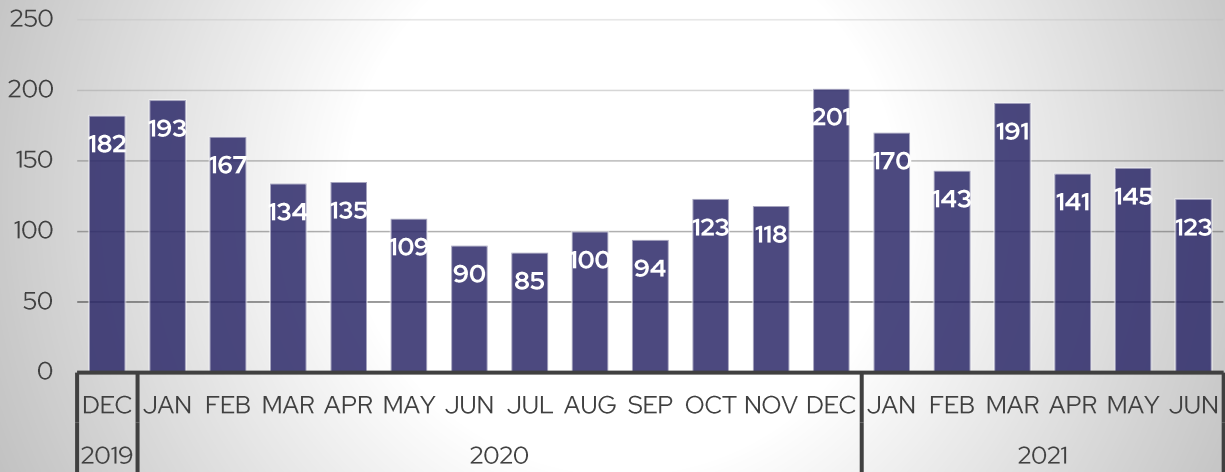
Call Johnson County Mobility Coordinator Kelly Schneider for more information: 319-356-6090



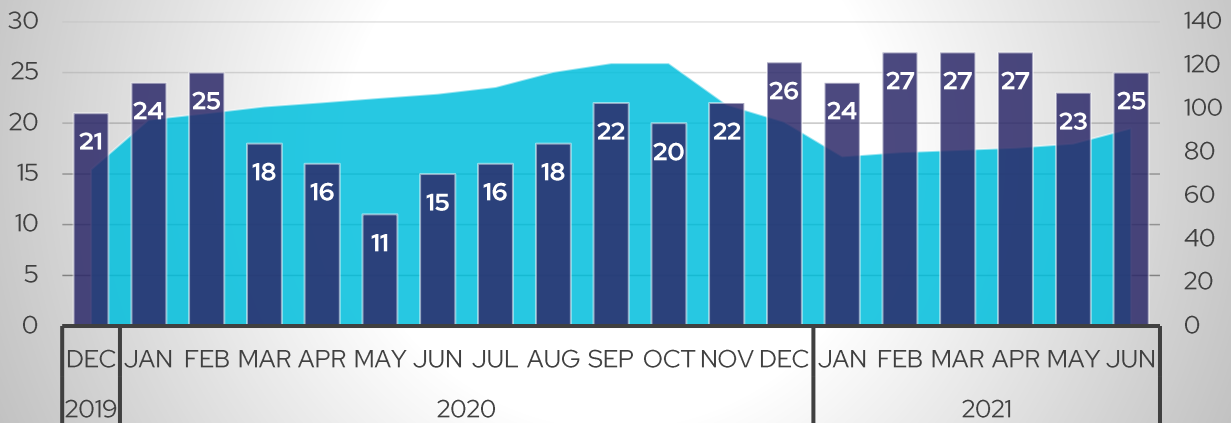
What does NL TAP cost the City?

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	\$ 1,909.75	\$ 0.00	\$ 44,173.50	88.35%
2020 SEPTEMBER	\$ 1,917.25	\$ 0.00	\$ 42,256.25	84.51%
2020 OCTOBER	\$ 2,434.00	\$ 75.65	\$ 39,746.60	79.49%
2020 NOVEMBER	\$ 2,250.50	\$ 0.00	\$ 37,496.10	74.99%
2020 DECEMBER	\$ 3,757.75	\$ 0.00	\$ 33,738.35	67.48%
2021 JANUARY	\$ 3,087.50	\$ 0.00	\$ 30,650.85	61.30%
2021 FEBRUARY	\$ 2,270.75	\$ 0.00	\$ 28,380.10	56.76%
2021 MARCH	\$ 3,264.50	\$ 0.00	\$ 25,115.60	50.23%
2021 APRIL	\$ 2,502.75	\$ 44.85	\$ 22,568.00	45.14%
2021 MAY	\$ 3,272.25	\$ 0.00	\$ 19,295.75	38.59%
MONTH EXPENSE INCURRED	- INVOICE	- SUPPLIES	FY22 \$ REMAINING	
START AT			\$ 50,000.00	
2021 JUNE	\$ 2,102.75	\$ 0.00	\$ 47,897.25	95.79%
2021 JULY	\$ 2,671.00	\$ 154.50	\$ 45,071.75	90.14%
2021 AUGUST	\$ 2,761.25	\$ 0.00	\$ 42,310.50	84.62%
2021 SEPTEMBER	TBD	TBD	TBD	TBD

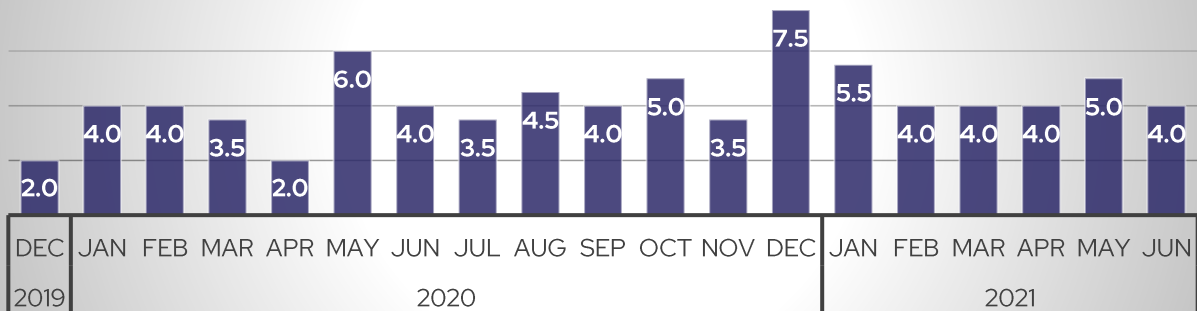
TOTAL NUMBER OF ONE WAY TRIPS/MONTH

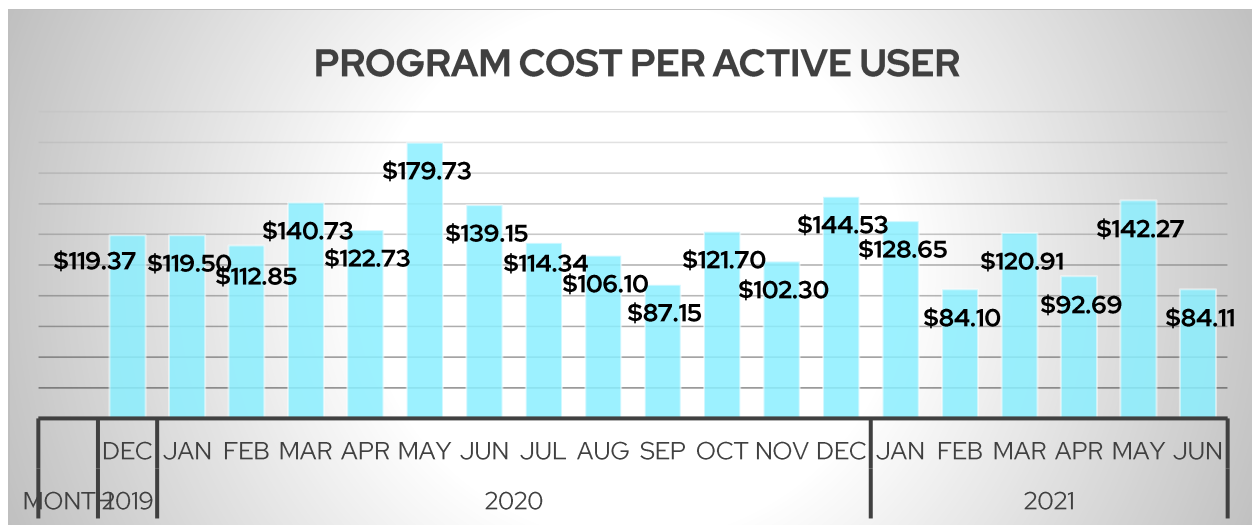


OF ACTIVE USERS (CARDHOLDERS TAKING 1 OR MORE TRIPS/MONTH) AND % OF TOTAL



MEDIAN # OF ONE WAY TRIPS PER ACTIVE USER





Sample of one-way trips and cost

Actual costs 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.

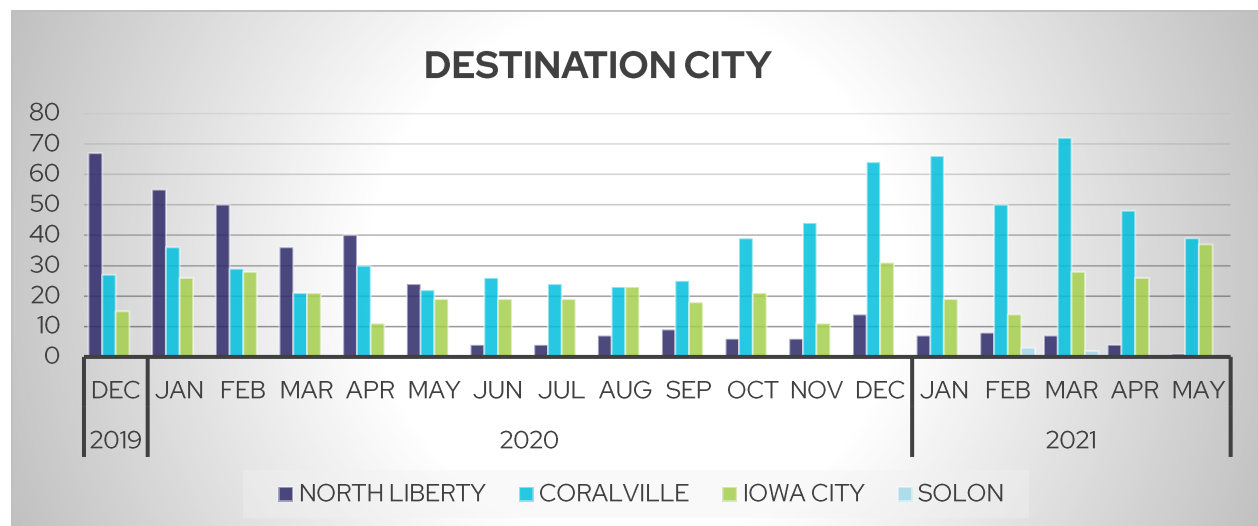
ORIGIN	DESTINATION	COST
Home near Southslope	Crosspark Road HyVee	\$10
Home near East Penn	Walmart	\$15
Home near Ranshaw Way	Mercy Iowa City Hospital	\$27
Home near Café Muse	Iowa River Landing in Coralville	\$30
Home near Fareway	County Administration Building	\$33
Home near Centro	Iowa City Driver's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

All North Liberty to North Liberty trips cost about \$10 each way.

Where are cardholders going?

For all rides taken from December 2019 through May 2021 (not going to cardholder residence):

- 38% were to medical appointments
- 30% were to grocery stores (Fareway, Crosspark HyVee, or Aldis)
- 10% were to pharmacies
- 6% were to connecting bus stops
- 5% were to government buildings
- 5% were to workplaces
- 3% were to the North Liberty Community Center
- 3% were to the North Liberty Community Pantry
- 2% were to banks and credit unions
- 0% were to laundromats
- 0% were to K-12 public schools

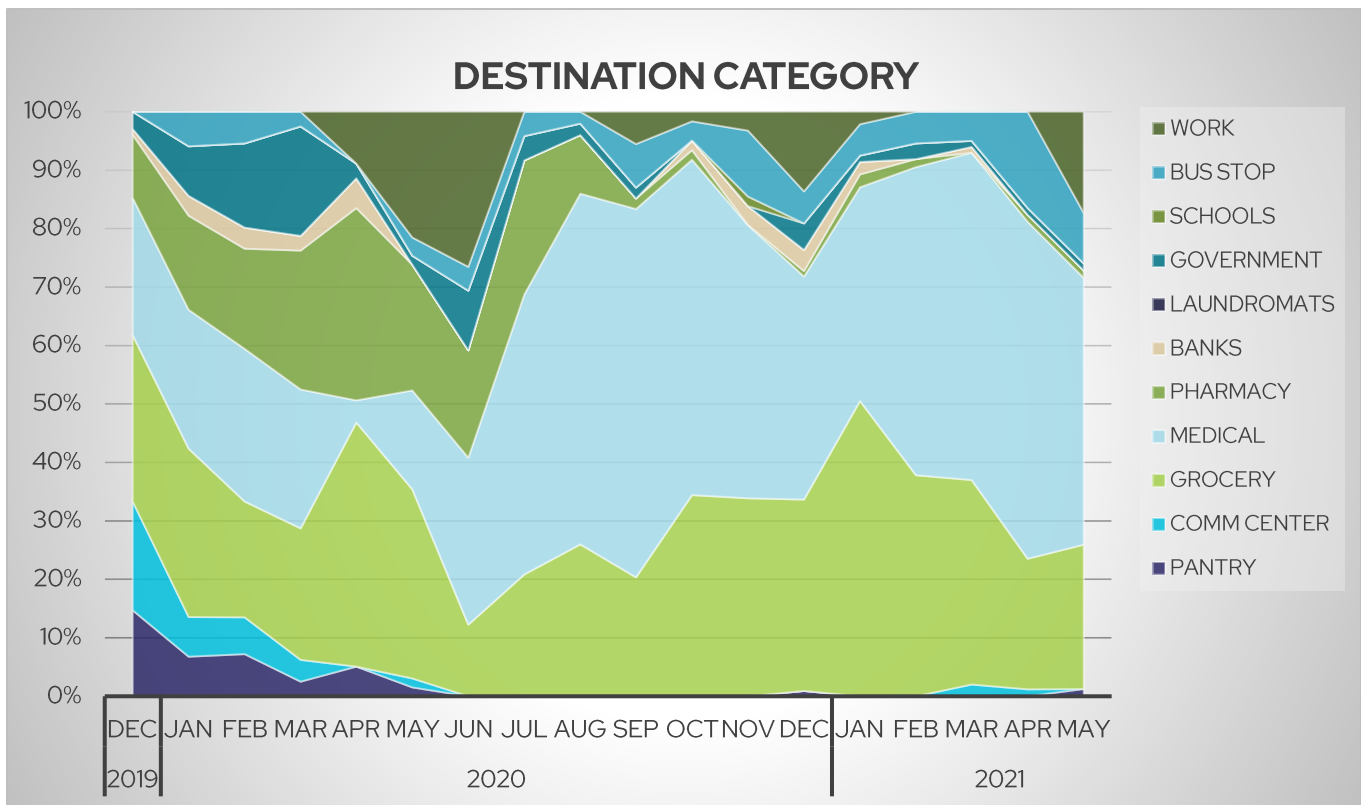


During the pandemic, use has shifted away from the most popular North Liberty destinations. The **Community Center** closed or had limited programs/hours. The **Pantry** began deliveries. **Fareway** was replaced by delivery groceries from HyVee and other services.

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

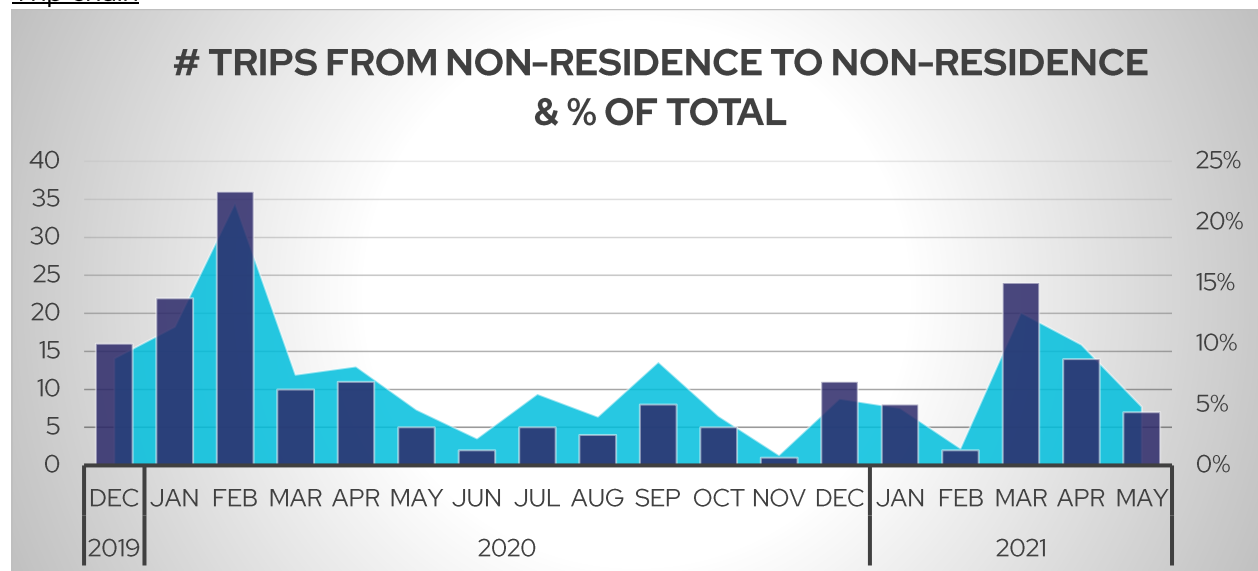
- to walk or ride a bike instead of use NL TAP to get around North Liberty, and
- outdoor exercise instead of the indoor equipment at the Community Center.

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



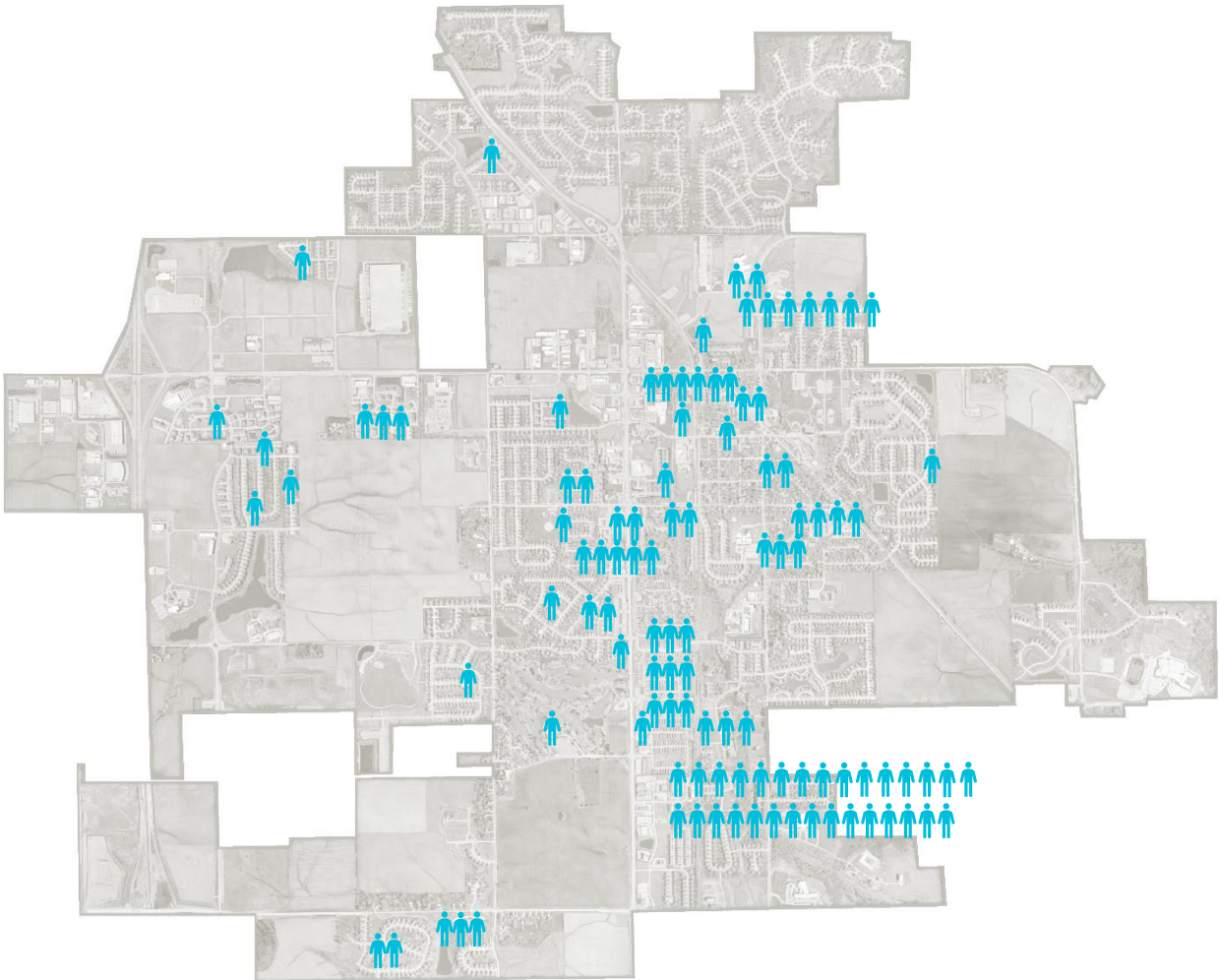
This is further seen in the above image outlining the category of destination. Medical trips have increased and are – typically – the more expensive rides.

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 current 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.

October 2020 Letter:

All cardholders were sent a letter that talked about:

- New destinations, Walmart & K-12 Public Schools.
- FREE rides to polling place, as well as reported each person's polling place, based upon residential address.
- Neighborhood Ambassador program.
- COVID-19 Pandemic information, including contact information for free face masks.
- Medicare Open Enrollment & Senior Squad.

February 2021 Phone Calls:

- Cardholders at least 65 years old were called to set an appointment at the Solon Senior Advocates clinic with free transportation provided by NLTAP.

March 2021 Emails, Texts, Phone Calls:

- Cardholders **with email addresses** were sent invitations to set an appointment for the North Liberty Community Center vaccine clinics.
- Cardholders **without email addresses, but with smart phones** were sent a text on how to set a vaccine appointment for the North Liberty Community Center vaccine clinics.
- Cardholders **without email or smart phones were called on the phone** to set a vaccine appointment for the North Liberty Community Center vaccine clinics.

All vaccine trips are covered free of charge.

August 2021 Letter & Survey:

All cardholders were sent a letter that talked about:

- A survey with a self-addressed stamped envelope to mail it back at no cost.
- Hauling large items.
- Our Code of Conduct.
- Eviction or foreclosure resources.
- Gas/electric bill assistance programs.
- COVID-19 vaccine access.
- Pet licensing.

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

Media coverage (since last report):

September 2021: User video produced by North Liberty Communications, shared in news blurb, social media & added to NLTAP webpage.

Outreach (since last report):

February 2021: joined United Way's RSVP Advisory Council

June 2021: met with Iowa City Transit to share information

October 2021: NL Representative for the County on their NCMM Design Challenge Grant on Human-Centered Design in transportation.

No registration drives since February 2020, due to the COVID-19 Pandemic.

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

Always in communications & often work cases for:

- UIHC social workers
- ICCSD/CCA family advocates
- Johnson County's Mobility Coordinator, Social Services Navigator & Aging Specialist

Listed on the Johnson County Social Services index.

Attends Johnson County Mobility Coordinator Team Meetings, held quarterly.

Attends COVID-19 Older Adult Coordinator countywide meetings, held monthly.

Survey Results

In August 2021, surveys and self-addressed stamped envelopes were sent to 157 current and former cardholders. 31 envelopes were returned unopened (person moved). 42 total – or 33% of received envelopes – returned surveys with answers and commentary.

1.

On average, I leave my house, facility, or apartment to go somewhere off-property...	2020	2021
at least once every day	19%	10%
4-6 days each week	12%	10%
1-3 days each week	27%	45%
less than once per week	42%	35%

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)	2020	2021
Cabs + using my NL TAP card	48%	68%
I drive my own vehicle	48%	43%
A platonic friend drives me	22%	35%
A family member drives me	33%	30%
My significant other/partner/spouse drives me	0%	13%
I walk to a destination (not walking for fitness only)	33%	10%
Public bus transportation (such as a city or university bus)	15%	10%
Private facility bus transportation (such as Keystone)	4%	8%
Other (respondents said "scooter" and "rideshare")	7%	6%
SEATS paratransit bus	0%	5%
My bicycle	11%	3%
Cabs + paying the entire cost of the trip myself	7%	3%
My workplace-provided carpool/vanpool	0%	3%
Cabs + using my Medicare/Medicaid waiver	7%	0%
I borrow a vehicle from a friend, family member, or partner	7%	0%
I use a volunteer driver program (such as TRAIL of Johnson County or RSVP)	0%	0%

Why the low % answers? SEATS has quite the lengthy application process & inconvenient days/times. Coordinated carpools/vanpools don't exist at most businesses. The majority of NL TAP cardholders are not married or are widowed. Volunteer driver programs (mostly, seniors driving seniors) are just restarting after closure due to the COVID-19 pandemic.

3.

On average, using my NLTAP card, I take...	2020	2021
5 or more individual \$1 trips per week	4%	0%
1-4 individual \$1 trips per week	15%	17%
Less than once per week (one to three times per month)	37%	51%
Zero trips (I have not used my NLTAP card at all)	44%	29%
Not applicable (I am not a cardholder bc card expired)	n/a	2%

Cardholders clarified their reasons for zero trips, which included:

2020

- 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.

2021

- I have not used the service yet because I haven't had the availability with the times of my appointments.
- I have my own vehicle and am still able to drive.
- Since I can still drive and still have a vehicle, I will drive myself. But want this available in winter for appointments, etc or I am not able to drive myself. Thankful for this.
- I haven't used yet, but want to know I can use it for the future.
- I use the resource carefully. I try to arrange time so my spouse can drive me to buy food.
- I drive myself yet. When I lose my license. I'll use it soon! Thanks!
- I don't use it as much. I have a friend help out when she can. I got tired of the rude drivers and the long wait. They pick up others first, then come late.
- Has not used the taxi service. Is a backup plan if spouse is unable to get me to appointment. So far, fingers crossed, have not needed to use. Spouse and son have been able to provide transportation.
- I have my own car and taking care of a friend.
- My needs have been met. I have transportation here at Keystone and family.
- So far, my car is running.
- My daughter so far has been able to drive me to doctors.

4.

The North Liberty Transportation Assistance Program...	2020	2021
Serves all of my transportation needs	19%	24%
Serves some of my needs	44%	46%
Does not serve any of my needs	11%	5%
No opinion	19%	22%
Not applicable (I am not a cardholder bc card expired)	n/a	2%

5.

Regarding NLTAP program administration, helpfulness & other communication with North Liberty Staff ...	2020	2021
I am happy with City staff.	63%	76%
I am happy with most City staff.	11%	5%
No opinion or not happy/not unhappy.	19%	20%
I am unhappy with City staff.	4%	0%

6.

Regarding NLTAP program knowledge, helpfulness & other communication with Yellow Cab Dispatchers ...	2020	2021
I am happy with all of the dispatchers.	44%	49%
I am happy with most of the dispatchers.	11%	20%
No opinion or not happy/not unhappy.	26%	29%
I am unhappy with most or all of the dispatchers.	4%	2%

7.

Regarding NLTAP ride helpfulness, friendliness & other communication with Yellow Cab Drivers ...	2020	2021
I am happy with all of my cab drivers.	56%	51%
I am happy with most of my cab drivers.	4%	15%
No opinion or not happy/not unhappy.	26%	29%
I am unhappy with most or all of my cab drivers.	0%	2%

8.

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

2020

- 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. *ADDED IN 2020*
- Brown Deer Place, so we could visit our daughter who lives there.
- Walmart (best prices on groceries) *ADDED IN 2020*; work (this would help tremendously with living expenses).
- Walmart, because it has more than just groceries. *ADDED IN 2020*
- 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. *ADDED IN 2020*

2021

- Banks and credit unions in Coralville and Iowa City
- I work part time. I would like to be able to use cab to do that. They charge minimum \$10 one way, so that would be \$20 for one night's work.
- Can't think of anything or any other places. NLTAP taxi takes me most places or close enough to walk rest of way.
- Airport. I like to travel.
- Fast food. Smoking Joes.
- I'd like to see the NLTAP pick up passengers from UI Emergency Care 24/7, because you get released anytime and need a ride home.
- Should have some Sunday services.

What are the Transit Coordinator's hopes and dreams for the future of North Liberty transit options?

Adding to the list of approved NL TAP card destinations:

- **Iowa City/Johnson County Senior Center**

The Senior Center has re-opened to limited access. I consider it to be the hub for senior programs, with the North Liberty Community Center being our spoke. With the majority of NL TAP cardholders being seniors without vehicles, branching into trips for quality of life purposes, quality could increase through access the social and wellbeing programs at the Senior Center. Senior Center Director LaTasha Deloach reached out to propose the idea.

It could be possible to LIMIT a person's number of trips to particular destinations that are more "quality of life" and less "necessities of life," to no more than once or twice per week; then if they need to go more times, they take a cab at their own cost or find a ride.

For the future:

Solve the work, daycare & college transportation issue, which is cost prohibitive under NL TAP. Working on a proposal for MicroTransit through Horizons – called Via – already in place for Cedar Rapids and in development for Marion.