

5. Implementation & Evaluation





5.1. Implementation

Building on the strategies outlined in the previous chapter to help address the needs of public transit, this chapter provides guidance on how we can actually implement them.

To help guide the implementation for this Plan, we will define the key partners who can support and lead strategies.

Implementation Tracking:

Key Partners

A listing of internal and external stakeholder groups that will be contacted to assist with outreach, strategy implementation, and supporting transit operations.

Strategy Tracking

A comprehensive listing of all strategies with the key partners that can lead implementation, as well as approximate time periods that strategies are expected to be implemented by.

Figure 5.1: Diagram depicting the Concept of Implementation



Source: Iowa DOT

Key Partners List

The key partners list represents a consolidated listing of stakeholders who will help implement the strategies and action items of this Plan. These organizations have unique communication channels that can help with outreach and be utilized to gather valuable feedback regarding interests that are impacted by or overlap with public transit. Some of the main participants from the Iowa DOT are the Modal Transportation Bureau (MTB), the Systems Planning Bureau (SPB), and the Research and Analytics Bureau (RAB).

Table 5.1: Key Partners List

Key Partners	Participants <i>Who are the primary organizer and members?</i>	Frequency <i>How often does it occur?</i>	Purpose <i>What is its purpose and how does it relate to implementation of the Plan?</i>
Public Transit Advisory Council (PTAC)	Primary: <ul style="list-style-type: none"> • MTB Members: <ul style="list-style-type: none"> • Transit Agency Representatives 	Quarterly	Members represent Iowa public transit agencies from large urban, small urban, and regional transit systems to provide guidance and recommendations to the Iowa DOT Modal Transportation Bureau regarding public transit funding and policy issues. Relationship to the Plan: Coordinate passenger strategy implementation across transit agencies and review expectations for maintaining minimum level of essential transit service.
Iowa Transportation Coordination Council (ITCC)	Primary: <ul style="list-style-type: none"> • MTB Members: <ul style="list-style-type: none"> • Iowa Department of Public Health (IDPH) • Transit Agencies • MPOs/RPAs • Veteran Affairs • Refugee Services • Epilepsy Foundation • American Association of Retired Persons (AARP) • American Cancer Society 	Bi-Monthly	Discusses issues such as mobility management, accessibility of transportation, State Transit Assistance Special Project applications pertaining to coordination, and the encouragement of state and local agencies' involvement in the passenger transportation planning process. Relationship to the Plan: Coordinate passenger strategy implementation across external stakeholder groups.

Source: Iowa DOT



Table 5.1 (continued): Key Partners List

Key Partners	Participants <i>Who are the primary organizer and members?</i>	Frequency <i>How often does it occur?</i>	Purpose <i>What is its purpose and how does it relate to implementation of the Plan?</i>
Iowa Public Transit Association (IPTA)	Primary: <ul style="list-style-type: none"> • IPTA Executive Director Members: <ul style="list-style-type: none"> • Transit Agencies • MTB • SPB • Vendors 	Three times per year	Trade organization of Iowa’s 35 public transit agencies, advocating for public transit interests and hosting multiple conferences each year to highlight public transit trends, hold discussion on public transit challenges, and champion legislative priorities related to public transit topics. Relationship to the Plan: Coordinate passenger strategy implementation and legislative priorities across transit agencies.
Joint Metropolitan Planning Organization (MPO)/Regional Planning Affiliation (RPA) Quarterly Meeting	Primary: <ul style="list-style-type: none"> • SPB • Metropolitan and Regional Planning Coordinator Members: <ul style="list-style-type: none"> • All MPOs/RPAs • Transportation Development Division 	Quarterly	Provide updates on multimodal transportation planning activities, including coordinated passenger transportation planning programs. Relationship to the Plan: Coordinate passenger strategy implementation across regions.
Transportation Advisory Group (TAG) meetings and Passenger Transportation Plan (PTP) Development	Primary: <ul style="list-style-type: none"> • MPOs/RPAs • Transit Agencies • Human Service Agencies Members: <ul style="list-style-type: none"> • SPB • MTB • District Transportation Planners 	TAG – Two times per year PTP – Every five years	TAGs involve members from public transit agencies, human service agencies, MPOs/RPAs, and interested agencies and residents throughout Iowa. PTPs are updated by MPOs and RPAs at least every five years and are designed to promote joint, coordinated passenger transportation planning programs that further the development of the local and regional public transportation systems. TAGs serve as a forum to discuss these issues on a regular basis, and PTPs serve as documentation of the region’s passenger transportation status, challenges, and needs. Relationship to the Plan: Opportunity for interregional coordination of transit services and implementation of intraregional passenger transportation services and other local-focused strategies and action items from the Plan.

Source: Iowa DOT

Table 5.1 (continued): Key Partners List

Key Partners	Participants <i>Who are the primary organizer and members?</i>	Frequency <i>How often does it occur?</i>	Purpose <i>What is its purpose and how does it relate to implementation of the Plan?</i>
Planning, Programming, & Modal Division Geospatial Information Systems Meeting (PPM-GIS)	Primary: <ul style="list-style-type: none"> • Cartography & Traffic Team Members: <ul style="list-style-type: none"> • MTB • SPB 	Quarterly	Coordination of GIS and data management activities in the PPM Division. Relationship to the Plan: Source of technology, data, and GIS support for the Division. Supporting effort for transit plan strategy implementation relating to data and technology needs.
Iowa DOT Emergency Management (<i>proposed</i>)	Primary: <ul style="list-style-type: none"> • Transportation Systems Management and Operations (TSMO) Team Members: <ul style="list-style-type: none"> • MTB • District Personnel 	Annually	Tabletop exercises, response plans, and rehearsals used to clarify roles and to identify additional emergency management mitigation and preparedness needs. Relationship to the Plan: Rehearse response to maintain minimum level of essential transit service during natural disasters and other critical or disruptive events.
Iowa Workforce Development (IWD)	Members: <ul style="list-style-type: none"> • Future Ready Iowa • Home Base Iowa American Job Center • Workforce Services 	As needed	State agency that provides employment services for individual job seekers through the IowaWORKS partnership. Connects workers to opportunities and employers to workforce solutions. Administering labor services, workers' compensation, labor market information, and unemployment insurance services. Maintains a statewide delivery system of 15 regional, four satellite, and eight expansion offices to provide services to Iowans in communities demonstrating need. Relationship to the Plan: Coordinate passenger strategy implementation between employers and employees.
Intercity Transit Providers	Members: <ul style="list-style-type: none"> • Greyhound Lines • Jefferson Lines • Dodger Area Rapid Transit (DART) 	As needed	Intercity transit services are an extremely valuable transportation resource for Iowa's residents who do not drive or choose not to drive. This service allows them to reach destinations across the country. Intercity services include stops at non-urbanized locations and make meaningful connections to nationwide networks. Relationship to the Plan: Interregional coordination of transit services and passenger strategy implementation statewide for intercity, interregional, and interstate travel.

Sources: Iowa DOT



Table 5.1 (continued): Key Partners List

Key Partners	Participants <i>Who are the primary organizer and members?</i>	Frequency <i>How often does it occur?</i>	Purpose <i>What is its purpose and how does it relate to implementation of the Plan?</i>
Local Jurisdictions	Members: <ul style="list-style-type: none"> • Counties • Cities 	As needed	Governmental or administrative units smaller than states and regions; mainly consisting of but not limited to counties and cities. Relationship to the Plan: Localized coordination of transit services and passenger strategy implementation .
Iowa Mobility Managers Network (IMMN)	Primary: <ul style="list-style-type: none"> • Statewide Mobility Manager Members: <ul style="list-style-type: none"> • Mobility Managers 	Quarterly	Manages and delivers coordinated transportation services to customers, including low-income individuals, older adults, and persons with disabilities. Bridges the gap between transportation and human service agencies by locating the appropriate transit option within the community. Funded with federal funds through the Iowa DOT and local matching funds, coordinators must have a transit agency affiliation but can be housed within a wide variety of locations (i.e., Area Agencies on Aging, Community Action Programs and regional transit agencies). Relationship to the Plan: Coordinate passenger strategy implementation within and across multiple regions.

Source: Iowa DOT

Strategy Tracking

During the development of the Plan, various strategies were identified by federal, state, and local stakeholders, as well as members of the public. These were then validated and refined by key stakeholders, and public feedback was provided on the strategies as part of the public survey. These items collectively represent the actions that will be taken and implemented through this Plan to meet the intent of the vision statement for public transit in Iowa. The following tables list strategies described in Chapter 3 and are broken down into groups to help the plan’s execution in terms of service, partnering, facility-fleet-personnel, and funding goals.

Estimated completion time periods are shown for each item, indicating when it is expected to be implemented given resource constraints. Estimated timeframes include the short-term, which is the next 10 years, and the long-term, which is the period after 2030 until the long-term planning horizon of 2050.

Table 5.2: Service Strategy Tracking (section 1 of 2)

Service Strategy <i>What must be implemented?</i>	Key Partners <i>Who could help implement?</i>	Timeline (years) <i>How long before it will be fully implemented?</i>
Examine the effects of offering fare-free bus service.	<ul style="list-style-type: none"> • MTB • Transit Agencies 	10-year short term objective
Examine bus service hours for people who work nights and weekends.	<ul style="list-style-type: none"> • MTB • Transit Agencies 	20-year short term objective
Prioritize funding applications for communities that improve transit service or access.	<ul style="list-style-type: none"> • MTB • ITCC 	30-year objective
Examine the effects of creating more urban transit services in areas that are currently covered by regional transit services.	<ul style="list-style-type: none"> • MTB • SPB • MPOs/RPAs • Transit Agencies 	30-year objective

Source: Iowa DOT



Table 5.2 (continued): Service Strategy Tracking (section 2 of 2)

Service Strategy <i>What must be implemented?</i>	Key Partners <i>Who could help implement?</i>	Timeline (years) <i>How long before it will be fully implemented?</i>
Continue existing services and establish new interregional services along commuter routes.	<ul style="list-style-type: none"> • Transit Agencies • MPOs/RPAs 	30-year objective
Start a subscription price service that works across all bus services in Iowa and includes bikes, scooter sharing, and parking facilities.	<ul style="list-style-type: none"> • Transit Agencies • IMMN • Local Jurisdictions 	20-year long term objective
Enable all buses and transit agencies in the state to accept digital fares or electronic payment formats, while still allowing for cash payments.	<ul style="list-style-type: none"> • MTB • Transit Agencies • PTAC 	10-year short term objective
Improve accessibility of all transit information, service notifications, and bus route information to ensure they are easy to understand for older adults, multilingual riders, and riders with audio, visual, or cognitive impairments.	<ul style="list-style-type: none"> • TAGs • ITCC • IMMN 	10-year short term objective
Establish standardized data collection and reporting requirements to better understand ridership.	<ul style="list-style-type: none"> • PPM-GIS • MTB 	20-year short term objective
Study how to most effectively implement intercity transit bus systems in Iowa.	<ul style="list-style-type: none"> • MTB • RAB • Intercity Bus Providers 	10-year short term objective
Study and define a statewide minimum level of essential transit service necessary to meet critical needs, particularly in the event of severe and sustained disruptions to demand or service.	<ul style="list-style-type: none"> • MTB • RAB • Transit Agencies • PTAC • Intercity Bus Providers • Emergency Management 	10-year short term objective
Explore replicating successes (e.g. 380 Express on other corridors).	<ul style="list-style-type: none"> • MTB • Transit Agencies • MPOs/RPAs 	10-year short term objective
Explore performance reviews for transit agencies (i.e. not compliance reviews).	<ul style="list-style-type: none"> • MTB • Transit Agencies • MPOs/RPAs 	10-year short term objective

Source: Iowa DOT

Table 5.3: Partnering Strategy Tracking

Partnering Strategy <i>What must be implemented?</i>	Key Partners <i>Who could help implement?</i>	Timeline (years) <i>How long before it will be fully implemented?</i>
Improve bus transfers between regions and counties to support longer and more efficient trips across the state.	<ul style="list-style-type: none"> • Transit Agencies • MPOs/RPAs 	20-year short term objective
Partner with transportation network companies (such as taxis, Uber, Lyft) to support city bus routes and provide more transportation options.	<ul style="list-style-type: none"> • Transit Agencies • ITCC • IPTA 	20-year short term objective
Improve workforce development by partnering with businesses to help employees get to work.	<ul style="list-style-type: none"> • IWD • Transit Agencies • MTB 	30-year objective
Partner with non-profit organizations (such as American Cancer Society, Veteran’s Affairs, and hospitals) to help people get to their medical appointments on time.	<ul style="list-style-type: none"> • ITCC • IMMN 	30-year objective
Partner with other government organizations to increase the number of transportation options for traveling long distances.	<ul style="list-style-type: none"> • MT • Intercity Bus Providers • Transit Agencies • MPOs/RPAs 	20-year long term objective
Work with businesses to create transportation options for their employees by offering subsidies, bus passes, or incentives such as tax breaks.	<ul style="list-style-type: none"> • IWD • Transit Agencies • MTB 	20-year long term objective
Improve sidewalks and connecting infrastructure by working with state agencies, local government, and private organizations to improve access to bus stops and transit services.	<ul style="list-style-type: none"> • Local Jurisdictions • MPOs/RPAs 	20-year short term objective

Source: Iowa DOT

Appendix E in this document includes a comprehensive list of partnering opportunities across the state with major employers and other activity centers. All of these opportunities are derived from the Passenger Transportation Plans from the local planning agencies.



Table 5.4: Facility, Fleet, and Personnel Strategy Tracking

Facility, Fleet, and Peronnel Strategy <i>What must be implemented?</i>	Key Partners <i>Who could help implement?</i>	Timeline (years) <i>How long before it will be fully implemented?</i>
Develop a right-sizing strategy for transit agency bus fleets to decrease costs and better match vehicle sizes to the number of people taking the bus.	<ul style="list-style-type: none"> • MTB • PTAC 	10-year short term objective
Decrease fuel costs for transit agencies by adopting electric, hybrid, or flex-fuel efficient vehicles.	<ul style="list-style-type: none"> • MTB • Transit Agencies • PTAC • MPOs/RPAs 	20-year short term objective
Prioritize transit facilities that are evaluated as being in marginal or poor condition for reconstruction or repair.	<ul style="list-style-type: none"> • MTB • Transit Agencies • MPOs/RPAs 	10-year short term objective
Save costs by encouraging transit agencies and local governments to share facilities and staff.	<ul style="list-style-type: none"> • Transit Agencies • Local Jurisdictions 	20-year long term objective
Address the bus driver shortage by finding candidates to expand potential applicants.	<ul style="list-style-type: none"> • IWD • Transit Agencies 	20-year short term objective
Increase training for bus drivers to better serve mobility, hearing or visually impaired riders, children, older adults, immigrant, and refugee populations.	<ul style="list-style-type: none"> • ITCC • IMMN • Transit Agencies 	10-year short term objective
Identify minimum technology needs for all transit agencies and develop a technology implementation plan.	<ul style="list-style-type: none"> • MTB • RAB • PTAC 	10-year short term objective
Update the Park and Ride System Plan to determine ideal locations for carpooling and ridesharing to support commuting activities.	<ul style="list-style-type: none"> • SPB • MTB • MPOs/RPAs 	10-year short term objective
Improve the coordination of transportation services between transit agencies and other transportation providers by promoting and hiring mobility manager positions to provide statewide coverage.	<ul style="list-style-type: none"> • IMMN • Transit Agencies • ITCC • MPOs/RPAs 	20-year short term objective

Source: Iowa DOT

Table 5.5: Funding Strategy Tracking

Funding Strategy <i>What must be implemented?</i>	Key Partners <i>Who could help implement?</i>	Timeline (years) <i>How long before it will be fully implemented?</i>
Decrease maintenance costs by focusing resources on replacing transit vehicles that are beyond their useful life.	<ul style="list-style-type: none"> • MTB • Transit Agencies • IPTA 	10-year short term objective
Examine alternative ways of funding public transit that do not rely only on existing federal and state sources.	<ul style="list-style-type: none"> • MTB • Transit Agencies • IPTA • PTAC 	20-year short term objective
Conduct a benefit-cost analysis or economic impact study of transit services and projects to measure the impact and overall benefit to social welfare.	<ul style="list-style-type: none"> • MTB • RAB • IPTA 	10-year short term objective
Identify innovative funding sources to help address transit agencies' technology needs (e.g, cybersecurity)	<ul style="list-style-type: none"> • MTB • Transit Agencies 	20-year short term objective

Source: Iowa DOT



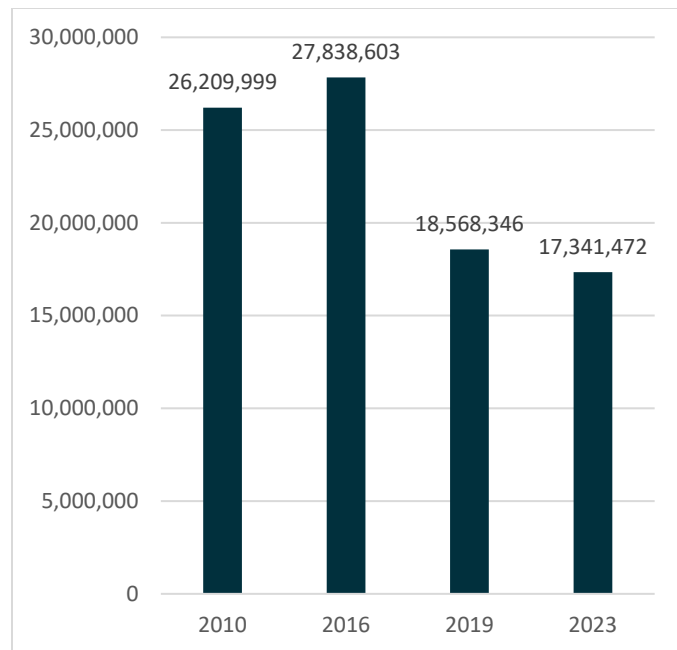
5.2. Evaluation

System Performance Measures

To assess the overall health of the public transit system in Iowa, the Modal Transportation Bureau tracks metrics related to performance, mileage, and condition. Iowa DOT has also implemented its Americans with Disabilities Act (ADA) Transition Plan to bring public facilities within Iowa DOT right-of-way into compliance with federal ADA regulations. As system performance objectives are finalized, key stakeholders will have an opportunity to examine the alignment of this Plan’s performance measures to the Iowa DOT’s new framework.

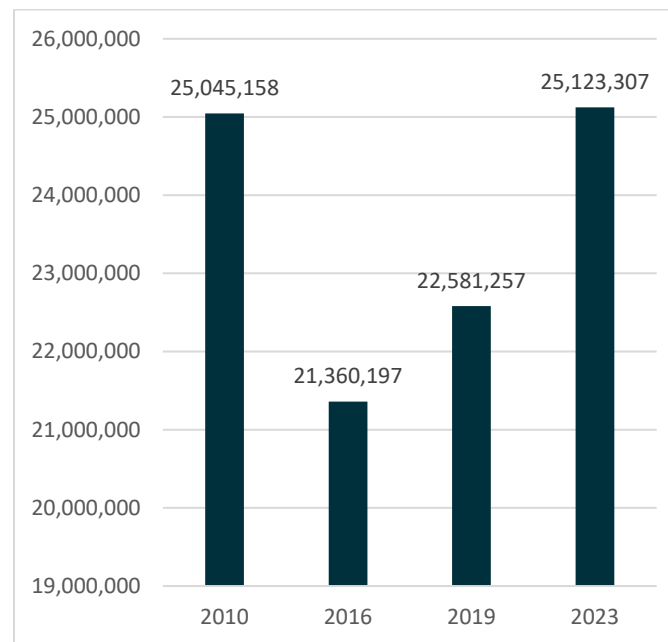
Iowa DOT Public Transit System Performance Measurements

Figure 5.2: Annual Statewide Transit Ridership (Performance)



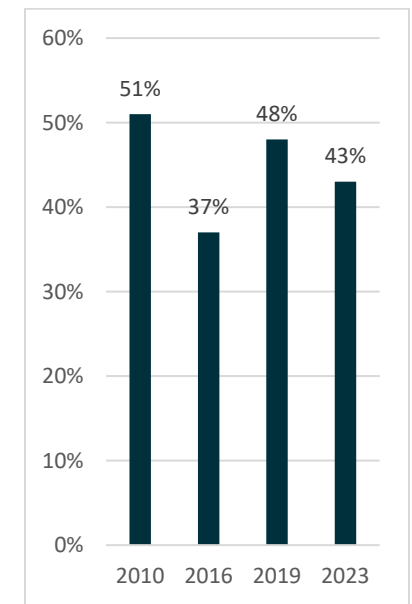
Source: Iowa DOT

Figure 5.3: Total Distance Traveled by Transit Revenue Vehicles While Operating Service Routes and Pick-ups (Mileage)



Source: Iowa DOT

Figure 5.4: Percentage of Transit Fleet Operating Within Federal Transit Administration’s Normal Useful Life Standards (Condition)



Source: Iowa DOT

In addition to the performance measures identified by the Modal Transportation Bureau, there are federally required measures for transit asset condition, which are discussed in the Transit Asset Management Group Plan. These performance measures were identified as part of the Group Plan in 2018, and statewide targets for small urban and regional systems continue to be set annually. The performance targets set a goal for what percent of revenue and non-revenue vehicles will exceed their useful life benchmarks (ULB) by the end of 2020. ULBs represent the expected life cycle of a capital asset. In addition, a target is set for what percent of facilities will be rated as less than adequate on the Transit Economic Requirements Model (TERM) scale, which provides a numerical score ranging between 1 (Poor) and 5 (Excellent) for each facility.

Table 5.7: Performance measures established for transit asset management for States, public transit providers, and MPOs, and Iowa's 2023 targets for small urban and regional transit agencies

Performance Measure	Current Status	2023 Target	Target Status
Percentage of Automobiles revenue vehicles met or exceeded ULB	55% of fleet exceeds ULB of 8	35%	Needs Addressed
Percentage of Buses revenue vehicles met or exceeded ULB	45% of fleet exceeds ULB of 14	11%	Needs Addressed
Percentage of Cutaway buses revenue vehicles met or exceeded ULB	65% of fleet exceeds ULB of 8	38%	Needs Addressed
Percentage of Trolley revenue vehicles met or exceeded ULB	0% of fleet exceeds ULB of 13	0%	Meeting Target
Percentage of Vans revenue vehicles met or exceeded ULB	42% of fleet exceeds ULB of 8	35%	Needs Addressed
Percentage of Minivans revenue vehicles met or exceeded ULB	59% of fleet exceeds ULB of 8	25%	Needs Addressed
Percentage of non-revenue Automobile vehicles met or exceeded ULB	20% of non-revenue service vehicles exceeds ULB of 8	18%	Meeting Target
Percentage of non-revenue Other rubber tire vehicles (tractor) met or exceeded ULB	29% of fleet exceeds ULB of 14	40%	Meeting Target
Percentage of assets with condition rating below 3.0 on FTA TERM Scale	0% of facilities rated under 3.0 on TERM scale	0%	Meeting Target

Source: FTA final rule: Transit Asset Management; National Transit Database; Iowa Performance Targets for January 1, 2023

Federal rules for transit safety were published in July 2018 with the intent that public transportation agency safety plans and targets are in place by July 2023 for each individual transit agency that receives Section 5307 funding. All safety plans will incorporate measures on fatalities, injuries, safety events, and system reliability. Public Transportation Agency Safety Plan (PTASP) regulations also establish seven individual safety performance targets.



FTA Transit Safety Performance Measures

Public transportation providers that receive 5307 funding are subject to the Public Transportation Agency Safety Plan (PTASP) regulation. In Iowa, this includes large urban providers that serve Metropolitan Planning Organizations (MPOs). These transit providers must develop a PTASP that includes safety performance measures outlined in the National Public Transportation Safety Plan. The PTASP is updated annually. MPOs must also establish targets for their planning areas and can update targets as appropriate or as outlined in any agreements between the MPO and transit provider. Examples include updating MPO targets following the transit provider's annual PTASP update, or during Transit Improvement Plan (TIP) or Long-Range Transportation Plan (LRTP) development.

The current National Public Transportation Safety Plan (NPTSP) established 14 performance measures for all agencies subject to the PTASP requirement.

1. Major events
2. Major event rate
3. Collision rate
4. Pedestrian collision rate
5. Vehicular collision rate
6. Fatalities
7. Fatality rate
8. Transit worker fatality rate
9. Injuries
10. Injury rate
11. Transit worker injury rate
12. Assaults on transit workers
13. Rate of assaults on transit workers
14. System reliability

Agencies subject to the PTASP requirement in urban areas over 200,000 in population are also required to have a safety risk reduction program, with the following eight targets set by the Safety Committee. Some of these measures overlap with the 14 measures required by all agencies.

1. Major events
2. Major event rate
3. Collisions
4. Collision rate
5. Injuries
6. Injury rate
7. Assaults on transit workers
8. Rate of assaults on transit workers

5.3. Next Steps

Monitoring Implementation

The performance measures and triggers described in the previous sections will be reviewed over time. The purpose of a periodic review is to bring the Plan into a more focused short-term perspective while providing more detailed information to decision-makers. This review or running assessment will be an additional planning tool representing a continual review of the current situation, incorporating lessons learned from the implementation of action items up to that point. This running assessment can alert decision-makers to potential adjustments that should be considered for planned future strategy implementation. This assessment can consider all elements affecting investment in the public transit system, not just the specified indicators, triggers, and performance measures that were defined.

Future Studies

In addition to implementing strategies and monitoring their impacts, several studies were specifically noted in the action items. Depending on the results, these studies could potentially affect the monitoring of other action items by modifying their implementation or adding or removing efforts entirely, based on the results. Studies that are considered “specified” are those that specifically state ‘study’ in the strategy description and tend to focus on methodology and processes that arrives at a particular conclusion or result. Some strategies may not result in a dedicated study but may nonetheless require some analytical effort to influence a decision, strategy, or implementation. These “implied” studies focus mainly on effects rather than the methodology that produced the results.

Studies *specified* in the Plan strategies:

- Study how to most effectively implement intercity transit bus systems in Iowa (Service)
- Study and define a statewide minimum level of essential transit service necessary to meet critical needs, particularly in the event of severe and sustained disruptions to demand or service (Service)
- Conduct a benefit-cost analysis or economic impact study for all transit services and projects in order to measure the impact and overall benefit to social welfare (Funding)

Studies *implied* in the Plan strategies:

- Examine effects of offering fare-free state-wide bus service (Service)
- Examine bus service hours for people who work nights and weekends (Service)
- Examine effects of creating more urban transit services in areas that are currently covered by regional transit services (Service)
- Examine alternative ways of funding public transit that do not rely only on existing federal and state sources (Funding)

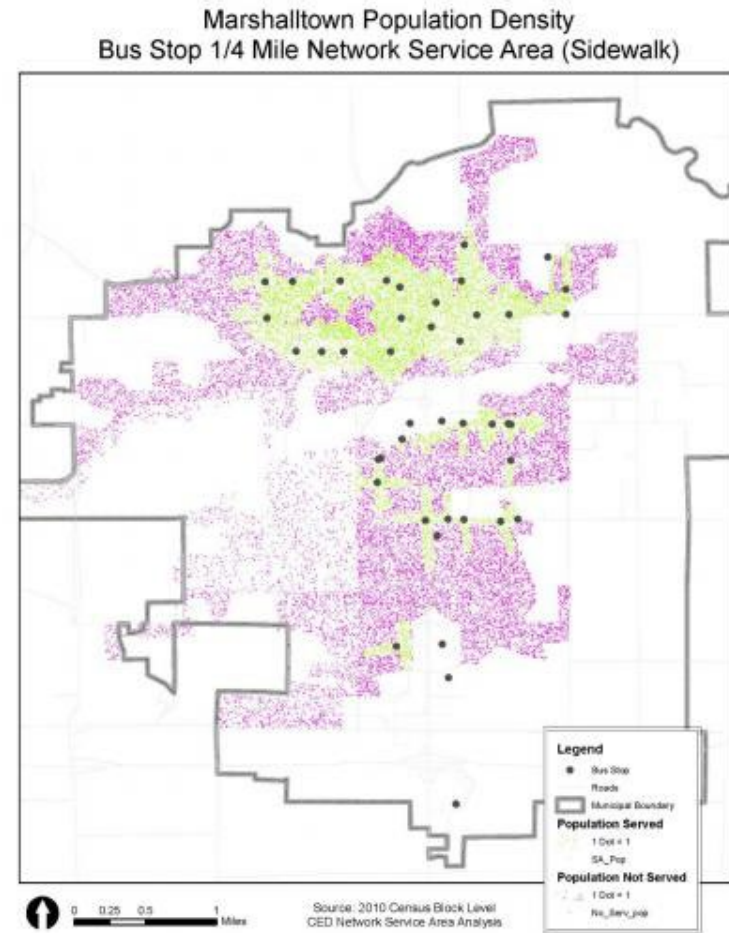


Transit Accessibility Analysis

The Transit Accessibility Analysis discussed in Chapter 3 is an existing and ongoing effort that impacts public transit decision-making. This analysis can be continually developed through conversations with transit agencies regarding service enhancements or outreach to demographic groups in efforts to increase transit ridership. This effort could also serve as a prediction or forecast that could lead to implementation of a follow-on study.

One such follow-on study to the Transit Accessibility Analysis could be similar to the transit optimization study conducted by Iowa State University (ISU) Extension and Outreach. Expanding on the demographic data such as that used in the Transit Accessibility Analysis and available through the U.S. Census Bureau, ISU's approach goes into greater detail and focuses on factors that are specific and unique to a transit system. Through the examination of land uses, existing routes, and anticipated growth patterns, ISU's effort takes the identified need areas or gaps and seeks to implement solutions to expand transit service and increase ridership.

Figure 5.5: Transit Optimization Product Example



Source: Iowa State University Extension and Outreach

Minimum level of essential transit service

Defining a minimum level of essential transit service for public transportation will be among the first items examined, an essential step before any agreed upon emergency measures can be drafted. Determining this level of service may involve some of the inputs or findings of the Transit Accessibility Analysis, population density and distribution, employment density and type, and transportation mode availability and infrastructure. Additionally, the criteria that trigger decisions for prioritizing the maintenance of minimum service levels may also need to be incorporated into any existing response plans or emergency management processes that pertain to the preservation and sustainment of transportation systems.

Marketing and Outreach

Given the relationship between the Iowa DOT and the transit agencies, most marketing efforts will likely be geared toward encouraging public support for and utilization of Iowa's public transit services. Additionally, a variety of existing stakeholder groups and organizations will continue to be leveraged to better coordinate passenger transportation services across the state.

Outreach for this Plan will utilize several different lines of communication, both with key stakeholders and users of public transit services. While a website has already been established and will continue to be utilized for the dissemination of Plan-related information, other channels such as the Iowa DOT's blog and social media outlets will also be used to promote the awareness of this Plan.

This Plan will also be made available to the public in an accessible and interactive format through Esri's story mapping capabilities. Story maps are a combination of traditional text and graphic products, combined with maps and charts, to produce a content-rich user experience that highlights the key aspects of the Plan without having to search through a multi-page document.

Moving Forward

Iowa has a long history of providing public transit for its residents to access work, school, medical appointments, and social activities. This Plan's intent is to build on that history by providing a framework for the Iowa DOT and its partners to support the public transit system envisioned for the state. The investigation and analysis conducted throughout development of the Plan has led to the following general conclusions.

- Public transit services will need to adjust to effectively operate alongside emerging transportation and micro-mobility options
- There is a critical funding shortfall that will worsen if action is not taken to identify new or additional financial resources
- As the state recovers from COVID, the resulting long-term changes to transportation user preferences will need to be monitored considering their impact to public transit service

Implementation of the Plan, monitoring its performance, as well as sharing and gathering information or feedback will be a continuous effort in the years following the publication of this Plan. Collectively, these activities of execution, monitoring, and receiving feedback will be instrumental as inputs for the next Plan update, which is anticipated to follow a five-year cycle. It is through these efforts that the Plan seeks to carry out its mission of supporting the wellbeing of all Iowans.



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