

# IMPACT OF COVID 19

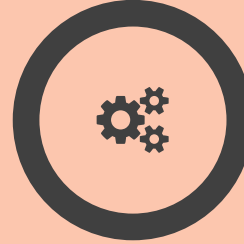


By  
Kelley Deutmeyer  
Executive Director



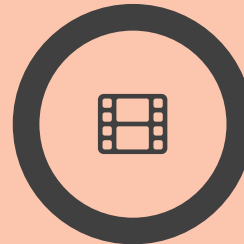
# PURPOSE OF PRESENTATION

To discuss the impact of  
COVID 19 on Regional  
Transit Authority 8.



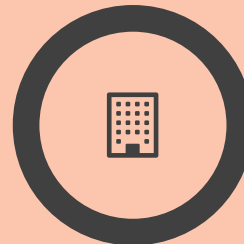
## ISSUES

Issues that RTA faced with COVID 19.



## MEASURES

Measures we took to sustain.



## FUTURE PARTNEHSIPS & PROJECTS

How is this helping with future partnerships  
and relations with members.

# SERVICE AREA



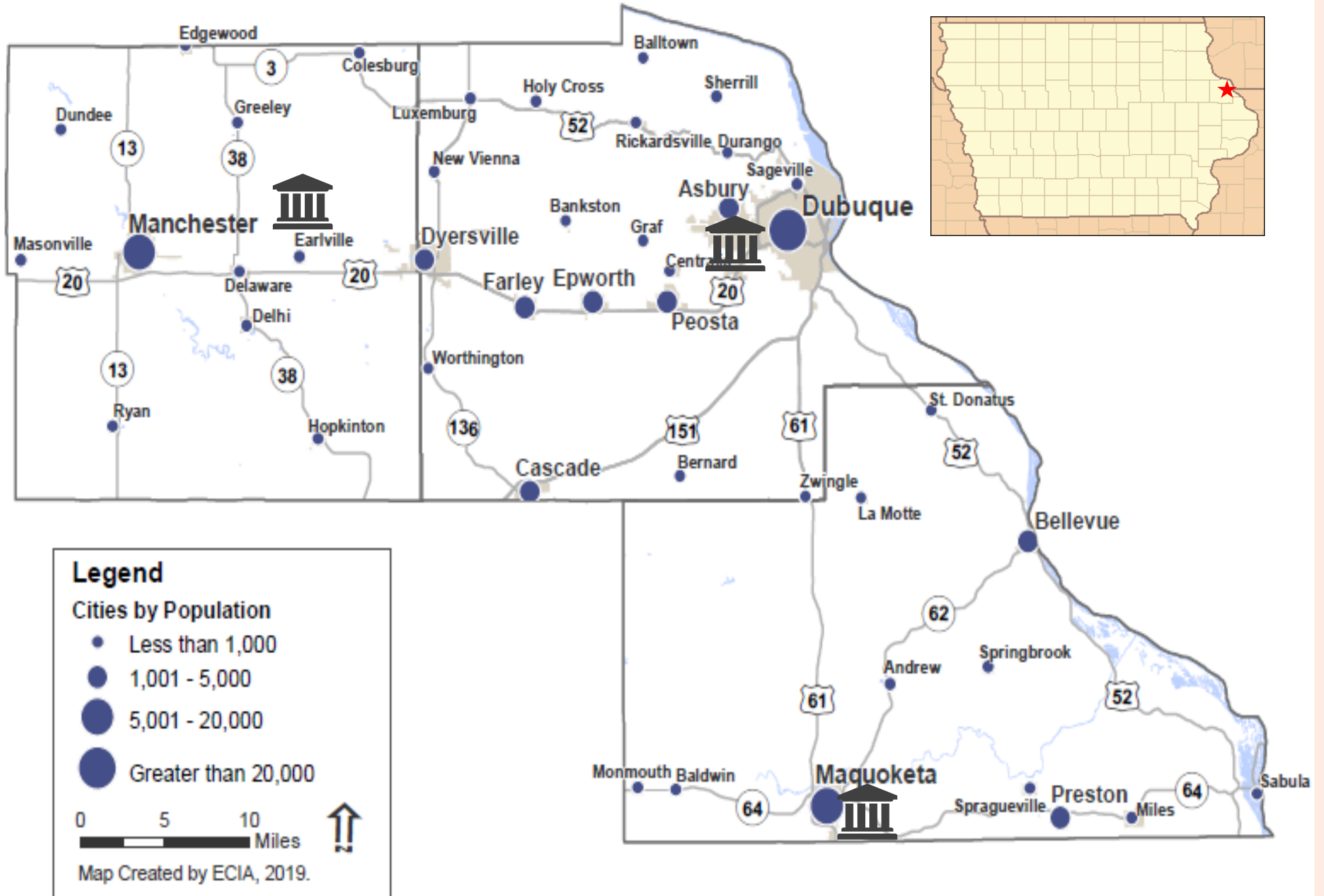
3 Garages



27 Drivers



30 Vehicles



# COVID 19

## ISSUES

# SUDDEN AND FAST

- Fear of using Transit
- Loss of Major Contracts
- Loss of General Public rides
- Obligation to run the system
  - Transit is the only mode of Transportation for specific group of people in our region
- Retain Drivers
  - Drivers not willing to work due to COVID
- No Revenue...How do we Operate?
  - All contracts and rides STOPPED



# HOW DID WE ADDRESS

## ISSUES

- Fear of Transit
  - Adopted cleaning methods
  - Provided sanitizers, gloves and masks to drivers
  - Disseminated information about COVID to drivers
  - Provided gloves and masks to passengers
  - Advertised that transit is safe to ride
- CARES ACT
  - Provided the funds to keep the system running
  - Maintained employment for all staff and drivers
  - Reduced operations hours
- Loss of General Public and contract rides
  - Subsidized costs for general public
    - Ride free for public age 15 and below
    - Dollar ride within the cities except the JULE service area
    - \$2 rides within the counties
    - Free vaccine rides



# MARKETING DURING COVID

01

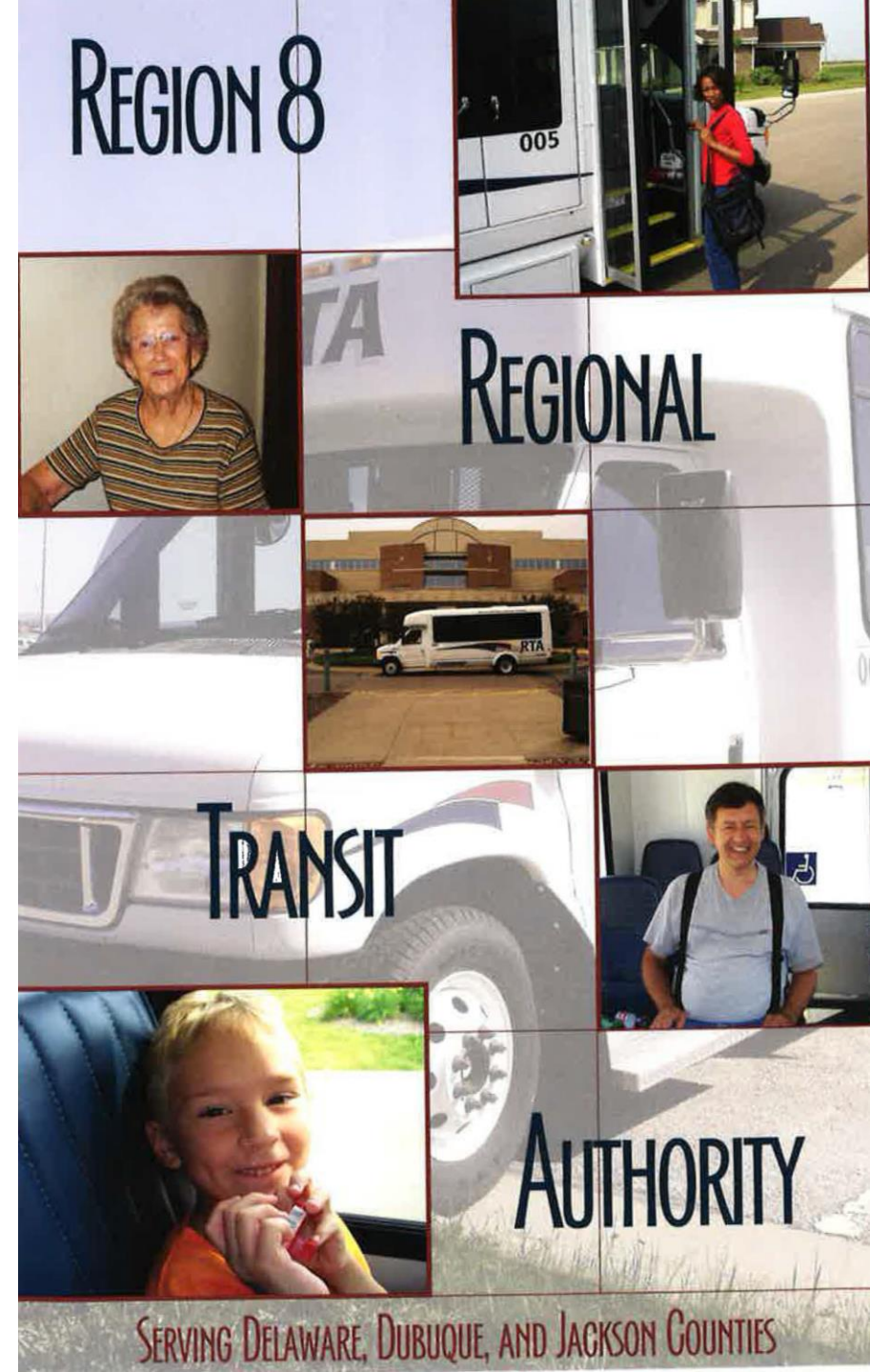
TRANSIT ACTION GROUPS

02

SOCIAL MEDIA

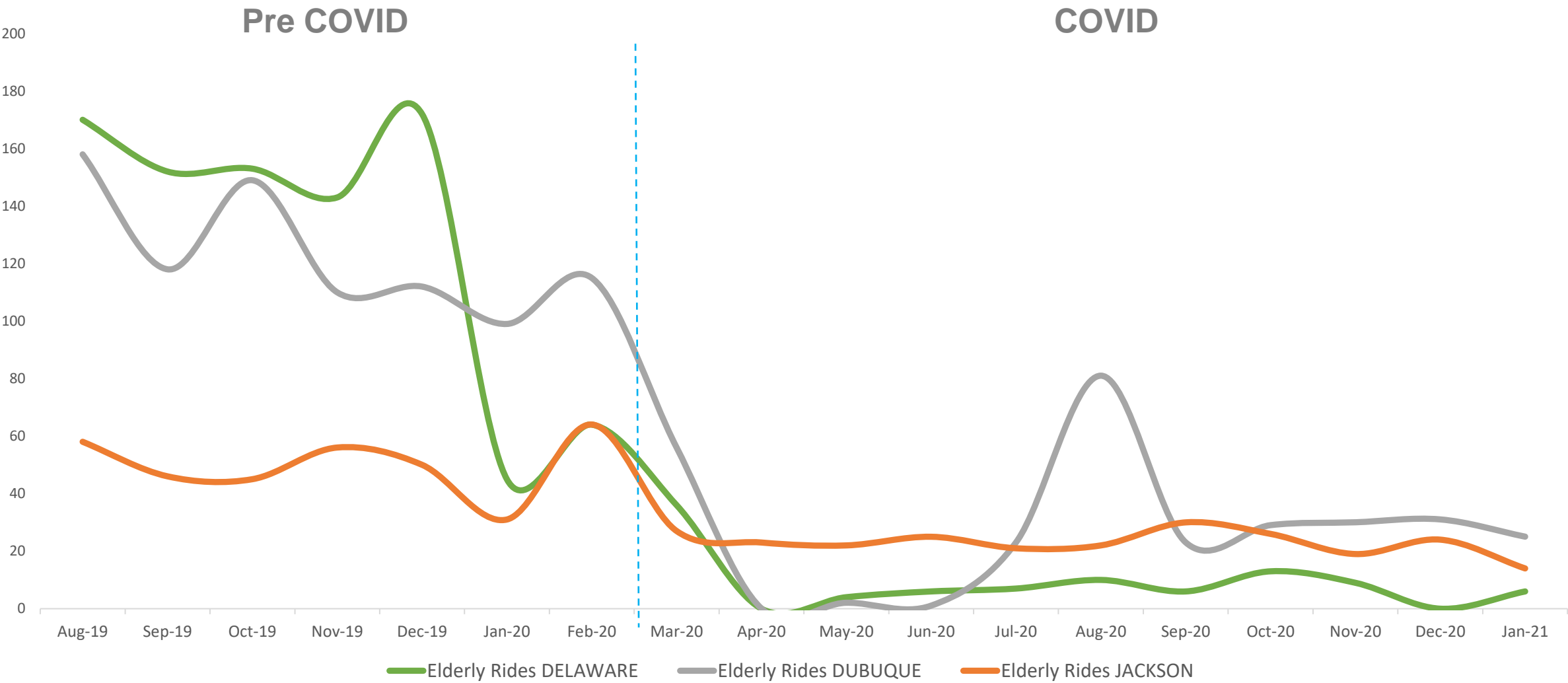
03

PARTNER AGENCIES



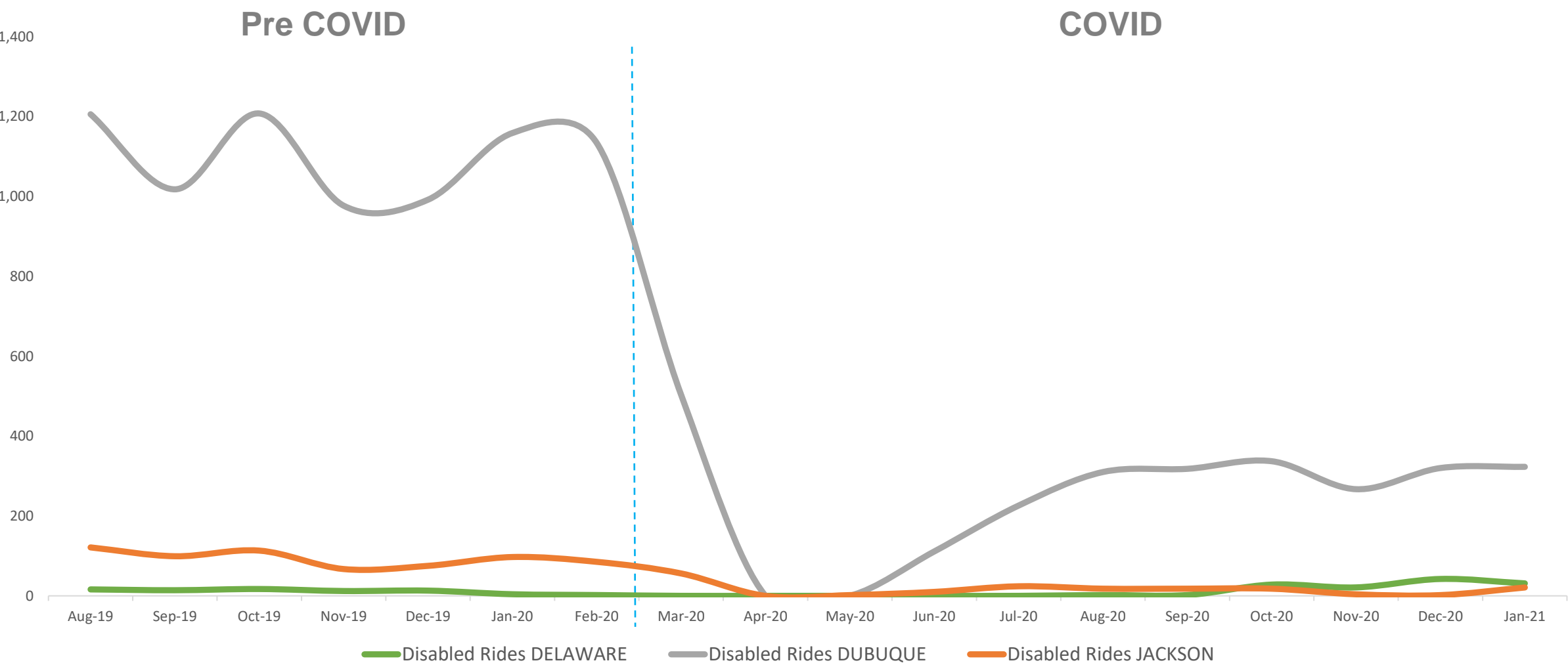
# ELDERLY RIDES

## GENERAL PUBLIC RIDES



# DISABLED RIDES

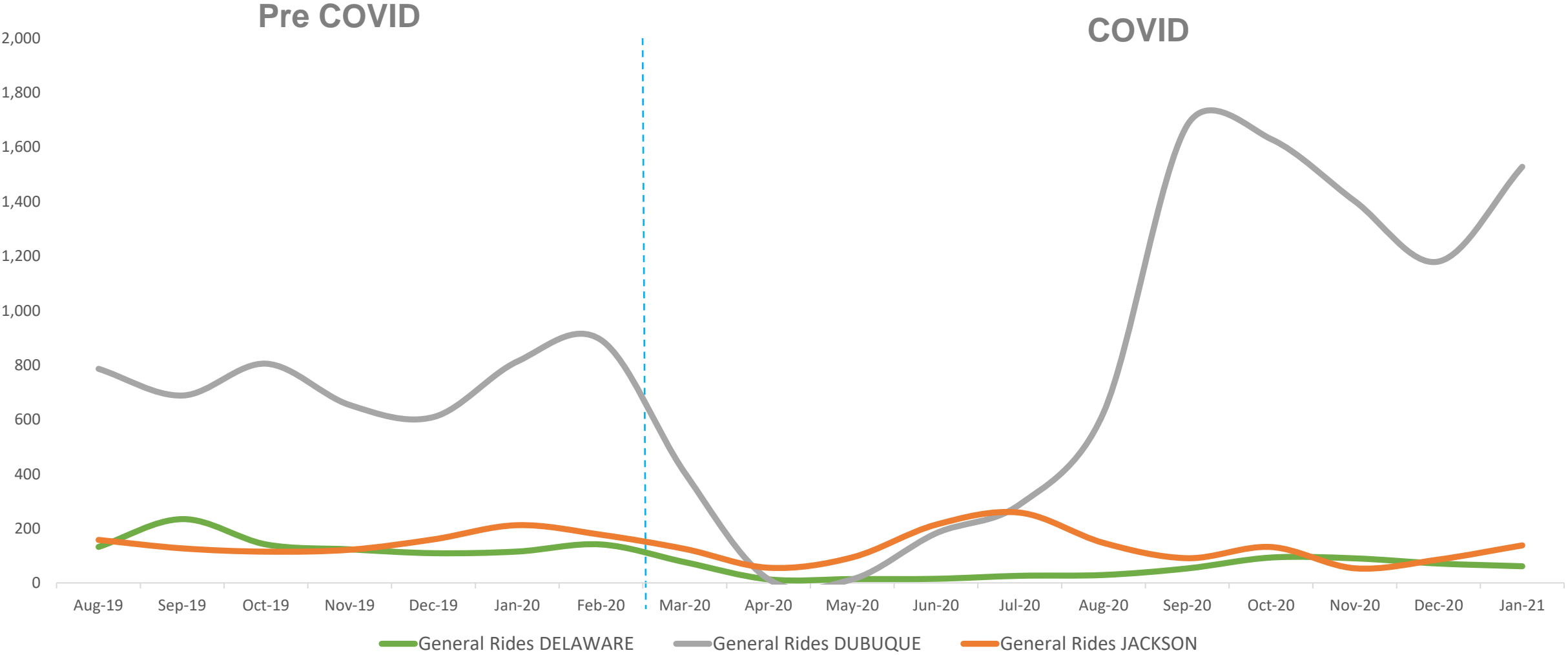
## GENERAL PUBLIC RIDES





# GENERAL RIDES

## GENERAL PUBLIC RIDES

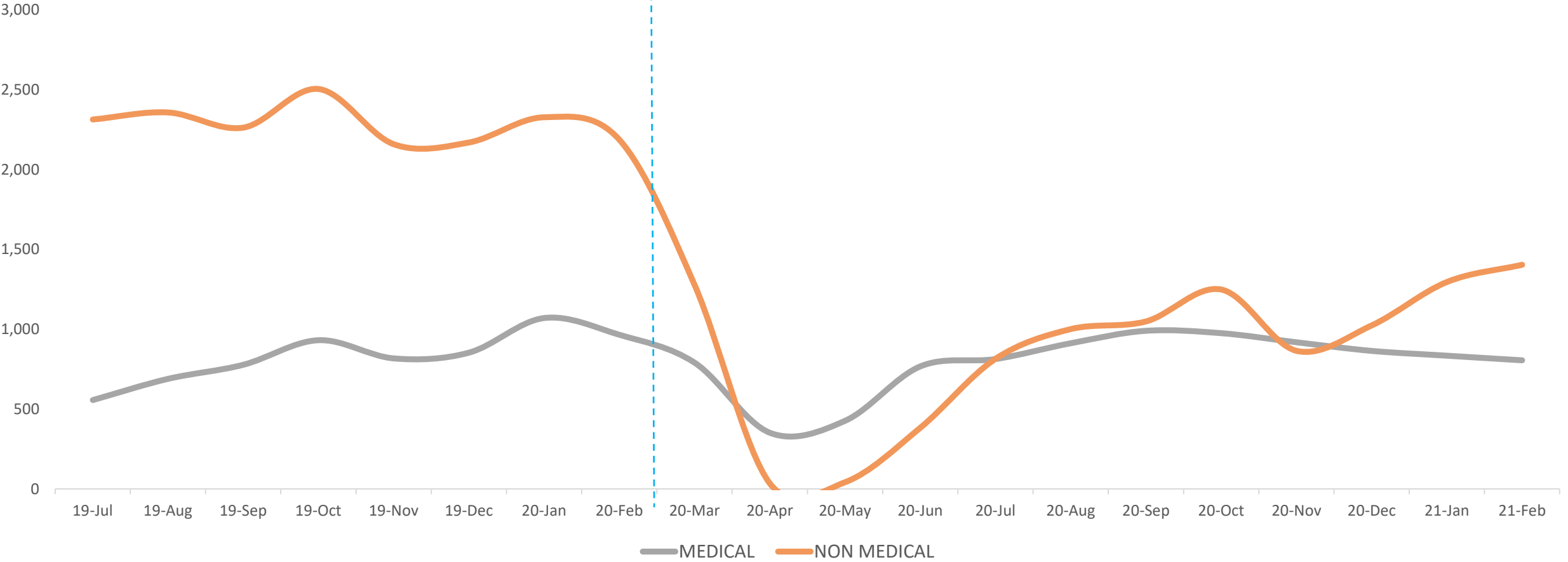


# MEDICAID RIDES

MEDICAL & NON-MEDICAL

Pre COVID

COVID





## MEALS ON WHEELS

RTA partnered with Northeast Iowa Area Agency on Aging (NEI3A) and delivered **5,160 meals** in RTA 8 service area from July 2020 to Jan 2021.



# POST COVID

Adapt to the new normal  
and prepare for future  
emergencies.

WWW.RTA8.ORG



REDUCED PRICE FOR  
GENERAL PUBLIC



KEEP NEW PARTNERSHIP  
INTACT





# ACTIVITIES DURING COVID

RECEIVED **Community Foundation of Greater Dubuque** for senior meal delivery.

**United Way** Funded Partner to assist Income-based ride voucher program



Awarded \$ 120,000  
Improvements include an app with real-time transit information, a scheduling website and an online platform for agencies to coordinate shared trips and reduce duplication of services.

## IMPROVING COORDINATION

REPLACING **15** NEW  
VEHICLES

RECEIVED **IOWA  
DEVELOPMENTAL  
DISABILITIES  
TRANSPORTATION GRANT  
(IDDT)**

Partnered with counties that received COVID State **CDBG** funding to deliver senior meals

RECEIVED **MENTAL HEALTH AND  
DISABILITY SERVICES FOR  
CORONAVIRUS DISEASE 2019  
(COVID-19) RELIEF**



## OUR HEROS

Thank you to our transit director and the RTA team for enduring this past year and keeping the RTA in business!

Thank you to the IADOT and FTA for your guidance and patience as we worked outside of our comfort zone and adapted to the new normal.

