

REGION 8 TRANSIT AUTHORITY



RTTA

Connecting People to Life's Destinations

MARKETING PLAN

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CHAPTER 1 - INTRODUCTION

Purpose of the Marketing Plan

This Transit Marketing Plan for the Regional Transit Authority, Region 8 (RTA 8) was created to provide an efficient and cost-effective marketing program that will serve as a resource for assigning advertising dollars, and bring focus to all marketing efforts. The marketing program will help to increase public awareness of the existing RTA services.

Marketing is a philosophy that stresses the importance of customer satisfaction and includes all of the activities required to implement this philosophy. It involves clearly defining a product or service in order to maximize its potential. Transit marketing involves clearly defining transit service goals and developing strategies to promote those goals to transit customers. A critical component to successful transit marketing is the promotion of services to both potential and existing riders; maintaining long-standing riders is just as, or more important than generating new ridership.

A successful marketing program is built around four focal points:

- *Product*: The features and attributes of a product or service. For RTA this is the friendly, convenient, and economical demand-response service they provide to the public.
- *Place*: Where and how a product or service is delivered. This is RTA's service area (Delaware, Dubuque & Jackson Counties and beyond).
- *Price*: The charge for the product or service. This is RTA's fare structure.
- *Promotion*: Informing customers about the products and services offered. This includes RTA's community outreach and services for special events.

A marketing plan should reflect the role that transit plays in the community and service area by targeting current and potential users. Transit services typically have a very definitive market, defined by the social and economic make-up of the areas they serve, as well as the type of service provided. A marketing plan should focus on community outreach with this transit market in mind. By reaching target markets with published materials and literature the community will gain a higher level of understanding of the transit service provided, and passengers will receive valuable information to assist in their use of the system, potentially leading to an increase in ridership and service productivity.

Marketing Plan Goals

The RTA Marketing Plan was designed to help further the goal of providing a public transportation system that meets a wide variety of travel needs for all residents in the three-county region. It will aid the RTA in the following areas:

- Increase awareness of the transit services
- Expand ridership
- Increase revenue

This Marketing Plan was created to focus resources and efforts on the RTA's target markets within the Region. The data included in this document was collected from a variety of sources including East Central Intergovernmental Association's (ECIA) Regional Planning Affiliation, current and potential RTA passengers, and stakeholders such as service providers and other members of the Transit Action Group (TAG).

Contents of the Marketing Plan

The 2020 RTA Marketing Plan is presented in five sections:

- Chapter 1 – Introduction - This section discusses the purpose of transit marketing, and details the goals of the 2020 RTA Marketing Plan.
- Chapter 2 – Market Assessment - This section provides the basis for the recommended Marketing Plan. It includes a summary of the current transit services provided within Delaware, Dubuque & Jackson Counties, identifies the key issues and challenges limiting the current service, and provides a review of current marketing practices. In addition, this section presents findings of a public needs survey and passenger surveys the RTA has conducted.
- Chapters 3 – Marketing Plan - This section outlines a plan for marketing the RTA transit services. It details the marketing objectives to be addressed by RTA, and identifies the target markets that efforts should be focused on in order to increase ridership and service productivity. This section also provides a menu of marketing strategies that RTA can employ to fulfill their marketing objectives.
- Chapter 4 - Marketing Budget, Impact & Performance Measures – This section outlines the budget for the menu of marketing strategies provided in Chapter 3. Additionally, it provides the number of people each marketing strategy can potentially impact, and the areas of coverage. A five-year budget is included to implement the Marketing Plan.
- Chapter 5 – Guidelines for Content from Members & Process for Approval – This section outlines what content may be included in news articles and the process for approving news articles to be published.

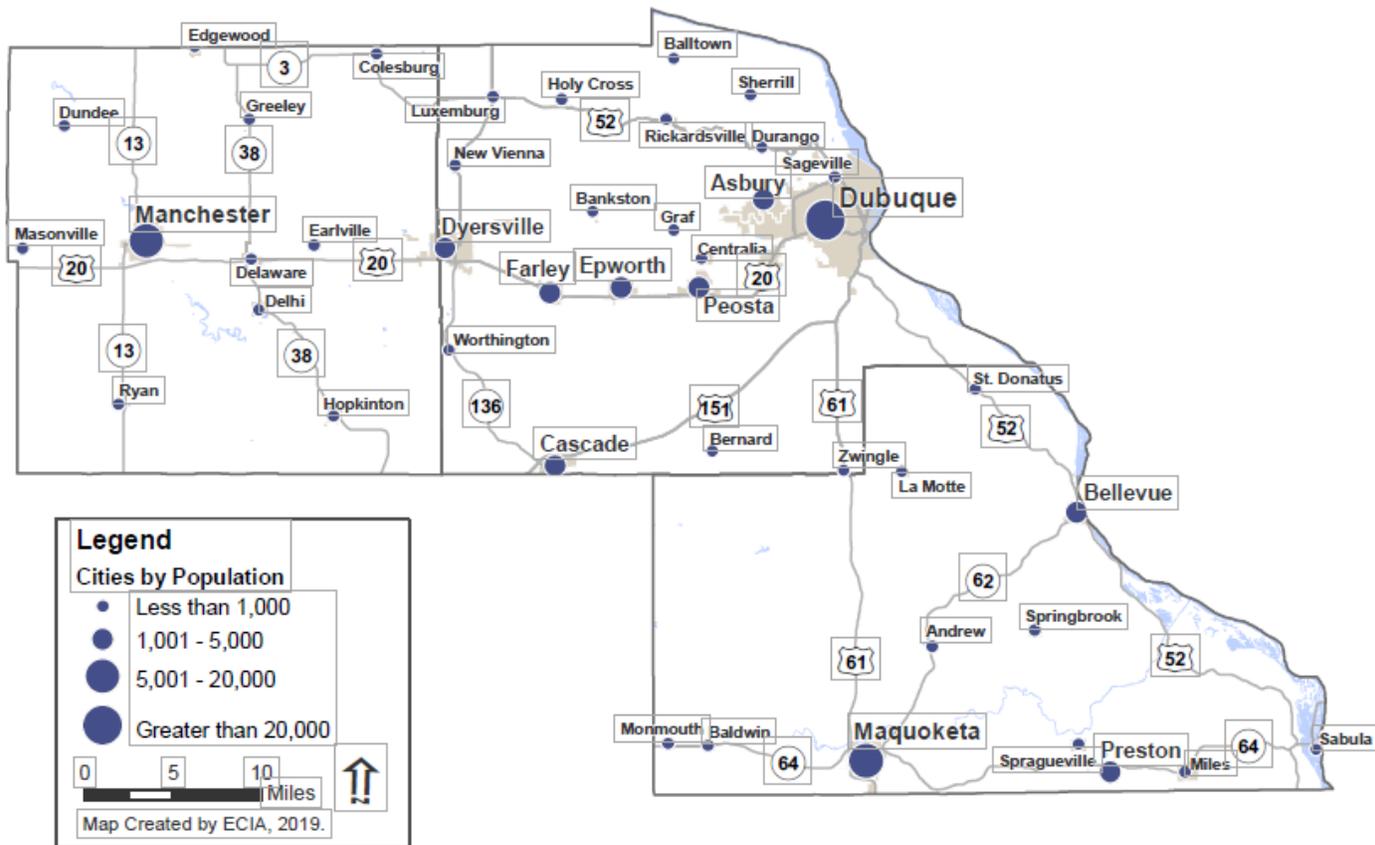
CHAPTER 2 – MARKET ASSESSMENT

Service Area Profile

The Regional Transit Authority, Region 8 (RTA 8) provides services to individuals living in Dubuque, Delaware and Jackson Counties. See Figure 1 for a map of the RTA 8 region.

Region Map

Figure 1 RTA 8 Region Map



The RTA 8 region has a combined population of 130,965. The majority of that population is concentrated in the city of Dubuque and Dubuque County. Other larger cities include Dyersville, Manchester, and Maquoketa. Figure 2 shows the regional population by City and County.

Population

Figure 2 RTA 8 Area Population

Delaware County		Dubuque County		Jackson County	
Colesburg	404	Asbury	4,170	Andrew	434
Delaware	159	Balltown	68	Baldwin	109
Delhi	460	Bankston	25	Bellevue	2,191
Dundee	174	Bernard	112	La Motte	260
Dyersville	179	Cascade	2,159	Maquoketa	6,141
Earlville	812	Centralia	134	Miles	445
Edgewood	864	Dubuque	57,637	Monmouth	153
Greeley	256	Durango	22	Preston	1,012
Hopkinton	628	Dyersville	3,879	Sabula	576
Manchester	5,179	Epworth	1,860	St. Donatus	135
Masonville	127	Farley	1,537	Spragueville	81
Ryan	361	Graf	79	Springbrook	144
Unincorporated	7,861	Holy Cross	374	Zwingle	91
		Luxemburg	240	Unincorporated	8,076
		New Vienna	407		
		Peosta	1,377		
		Rickardsville	182		
		Sageville	122		
		Sherrill	177		
		Worthington	401		
		Zwingle	9		
		Unincorporated	18,682		
Total County	17,464	Total County	93,653	Total County	19,848

Source: U.S. Census Bureau. 2010 Decennial Census

Finding reliable transportation can be difficult for older people. According to the AARP’s Public Policy Institute, “more than 20 percent of Americans age 65 and older don’t drive.” Public transit can help improve quality of life for older people by allowing them to be independent while going about their daily activities.

The city of Maquoketa contains the largest concentrations of 65+ population in the RTA area. Much of the rural areas of Delaware County also have a significant number of residents age 65+.

According to FTA Circular C 4702.1B, “Limited English Proficient (LEP) persons refers to persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English.

RTA 8 does not have a defined LEP population above the Department of Justice’s Safe Harbor threshold. The Department of Justice defines the Safe Harbor threshold as 1,000 persons OR 5% of the total population for a particular language, whichever is less, requiring vital document translation.

Income can greatly affect a household's ability to move around their community. Lower income households may not be able to afford a car and be more dependent on public transit to get to work or school.

In the RTA 8 area, lower household incomes are found primarily in the rural areas of Delaware and Jackson counties, with the highest concentration in the city of Maquoketa.

Current Services

While the Regional Transit Authority operates primarily within Delaware, Dubuque and Jackson Counties, the RTA does offer service beyond its County limits to Iowa City (Johnson County), Cedar Rapids (Johnson County) as well as across state lines to Madison, Wisconsin.

All services are open to the general public, and all RTA vehicles are equipped with a lift and are wheelchair accessible. Most RTA services are door-to-door unless specified. All fares are contingent upon fitting into a current service.

RTA is a contracted provider for the State of Iowa MCO's and in partnership with NEIAAA (Scenic Valley).

RTA provides approximately 100,000 one-way trips per year and is supported by funds from the Federal Transit Administration (FTA), the Iowa Department of Transportation (IDOT) and grants.

Reservations for service are requested 24 hours in advance, with same day service being subject to availability. Dispatch hours are 5am-5pm Monday through Friday.

The RTA fleet consists of 26 light-duty buses; 14 housed in Dubuque, 6 in Earleville and 6 in Maquoketa plus 4 mini-vans between the Counties.

Special Service - Delaware County Connections

Transportation services have been expanded in the city of Manchester and the rural areas of Delaware County, with the help of volunteer drivers. Hours: 7:00am-7:00pm M-F and weekends, pending driver availability

Rate: \$3.00 One way in-town Manchester / \$6.75 One way out-of-town anywhere in Delaware County

Services to Iowa City

Transportation is provided from Dubuque, Delaware, & Jackson Counties to Iowa City.

Contact dispatch for availability and cost (minimum ridership required). Hours: Varying - depending upon passenger appointment times Rate: Contact dispatch

In-Town Dubuque

Transportation is provided in the City of Dubuque Monday through Friday. Hours: 7:00am-9:00am and 10:00am-5:30pm (locations and times vary throughout the Dubuque County area, contact dispatch for more detailed information and availability)

Rate: \$6.75 One way (children 14 and under \$3.25 one way)

Headstart – Dubuque

Transportation is provided in the City of Dubuque, Dubuque County, Epworth and Dyersville for Head Start students. Please contact Headstart for further details and for availability.

All routes are open to the public, contact dispatch for times and rates.

Services to NICC and Peosta

Transportation is provided from the JFK Transfer Station in Dubuque to NICC and the City of Peosta. Hours: Departs at JFK Transfer Station at 8:30am and returns to JFK Transfer Station at 2:30pm

Rate: \$6.75 One way

Epworth/Farley to Dubuque

Transportation is available to/from Epworth and Farley to Dubuque Monday through Friday on a limited basis. Contact dispatch for availability. Hours: Departs Epworth around 8:15am arrives at the JFK Transfer Station around 9:00am. Return transportation is provided at 2:30pm at the JFK Transfer Station

Rate: \$6.75 One way

Dyersville to Dubuque

Transportation is available from Dyersville to Dubuque Monday through Friday. Hours: Departs at 7:40am and returns at 2:30pm from the JFK Transfer Station

Rate: \$6.75 One way

Dyersville to Dubuque

Transportation is available from Dyersville to Dubuque Monday through Friday. Hours: Departs at 7:40am and returns at 2:30pm from the JFK Transfer Station

Rate: \$6.75 One way

Maquoketa in Town

Transportation is available in the city of Maquoketa Monday through Friday. Hours: 8:00am-3:30pm Monday, Wednesday & Friday 9am-3:30pm Tuesdays and Thursdays

Rate: \$3.00 One way

Miles and Preston to Maquoketa

Transportation is available between Maquoketa and Miles and Preston Monday through Friday. Hours: Departs at 6:30am and returns at 2pm

Rate: \$6.75 One way

Bellevue to Maquoketa

Transportation is available between Maquoketa and Bellevue Monday, Wednesday and Friday. Hours: Departs at 6:30am and returns at 2pm

Rate: \$6.75 One way

Baldwin to Maquoketa

Transportation is available between Maquoketa and Baldwin Monday through Thursday. Hours: Departs at 6:30am and returns at 2pm

Rate: \$6.75 One way

Delhi to Manchester

Transportation is available from Delhi to Manchester Monday through Friday Hours: Departs at 7:45am and returns at 3pm. If these hours don't fit within your transportation needs, refer to Special Service - Rides to Wellness / Delaware County Connections for additional availability.

Rate: \$6.75 One way

Ryan to Manchester

Transportation is available from Ryan to Manchester on a limited basis. Hours: Departs at 7:45am and returns at 3pm. If these hours don't fit within your transportation needs, refer to Special Service - Rides to Wellness / Delaware County Connections for additional availability.

Rate: \$6.75 One way

Earlville to Manchester

Transportation is available from Earlville to Manchester on a limited basis, contact dispatch for more information at 1.800.839.5005 Hours: various times throughout the week. If these hours don't fit within your transportation needs, refer to Special Service - Rides to Wellness / Delaware County Connections for additional availability.

Rate: \$6.75 One way

Manchester in-town

Transportation is available in the city of Manchester every Monday, Tuesday, Wednesday, Thursday, and Friday. Hours: 7:00am-5:00pm. If these hours don't fit within your transportation needs, refer to Special Service - Rides to Wellness / Delaware County Connections for additional availability.

Rate: \$3.00 One way

Strengths & Challenges

The RTA has a number of strengths that will be important for the successful deployment of marketing efforts. Key among these is that it provides quality transit service with a smile. RTA drivers and management staff truly care about their clients, and go out of their way to meet the needs of RTA riders. This high level of service quality is an important factor in providing transit service in a rural setting. Customers must be confident that rural transit providers won't leave them stranded.

Situation

SWOT Analysis:

Strengths:

- Positive/friendly reputation
- Financial assistance
- Door-to-door service

Weaknesses:

- Delays/Reliability
- Wait time at appointments/ride time
- Availability (service area/hours)

Opportunities:

- Over 150 medical and health-related offices
- Agency partnerships
- Tourism

Threats:

- Uber, Lyft, taxi services
- Agencies owning/operating vans
- Medicaid funding changes
- General public misperceptions

RTA also enjoys a loyal, core ridership of seniors and persons with disabilities. This sect of riders depends on public transportation to travel to senior services, day habilitation, work, for personal errands, and to get to medical appointments. Some of these riders have no other transportation options available to them, and many live in remote areas of the Counties.

A limiting factor to increasing RTA's ridership base is its restricted hours of service. Current service hours begin too late, and end too early to accommodate most commuters. Schedule restrictions are further enhanced by the spatial limitations of the system; low population densities lead to long travel distances), which in turn leads to a more costly service, limiting the frequency of service provided. The current service coverage is not consistent enough to make it a viable travel options for many otherwise potential riders.

Adding to RTA's service challenges is a lack of funding. In order to provide the level of service that will satisfy both current and potential riders, RTA will require expanded revenue streams. During this time of funding shortfalls, RTA will need to look at ways of using existing resources more efficiently. In addition, service adjustments must focus on ridership and fare revenue stability. Over the past few years, RTA has experienced a slow but steady decline in ridership. Since 2014, RTA has lost one third of its ridership, dropping from over 150,000 rides in 2014 to 100,000 in 2019.

Finally, the RTA service faces a general lack of community understanding. Many residents are not aware that the local transit service is available to them. There is a common misperception that the RTA is only for elderly or disabled. This problem is compounded by the very nature of demand-response services, which tend to be invisible to non-users. The marketing efforts should focus on making potential riders within a specific service area aware of the public transit service available to them and how to access those services.

Marketing Review

Currently RTA has no formal marketing program, or Marketing Plan. The RTA name and logo have helped to create a visual system identity and brand for the transit system. The swoosh design logo and letters "RTA" are recognizable images to help users and potential users to identify the service. The RTA name and logo appear on the buses, as well as all printed promotions.

Current passenger information consists of 5 ½ by 8 ½ tri-fold service brochures that highlight what the RTA is, types of services offered, basic availability and contact information. This is also available on laminated rack cards. These materials are available at various social service providers and County offices, and are dispersed at presentations and community events.

Passenger & Public Surveys

In 2019, the RTA prepared a passenger transportation survey and met with community stakeholders to uncover barriers and gaps in transportation services. There was an overwhelming response that clients, particularly elderly, disabled and low-income and their caregivers were having issues with RTA's reliability of service and wait times. The proposed solution is the development of an App, a Portal and

re-designed Website to improve coordination and reduce wait time, show (potentially improve) availability, and provide better communication. (See Appendix A)

Additionally, the RTA prepared two separate public transportation surveys for the Dyersville area in Dubuque and Delaware Counties. Both surveys were distributed by representatives for each small City. The first survey was designed to identify whether or not transportation was a barrier to local businesses in finding and retaining employees. The results indicated that a small number of employers did feel they would hire and retain more employees if transportation were made available, and were interested in exploring transportation options.

The second public transportation survey was aimed at Seniors living in the Dyersville area of Dubuque and Delaware Counties. The goal of the survey was to determine if there was a need for transportation that wasn't being met, and where and when the service would be utilized. The results from the survey did not show a large demand for increased transportation services. The survey may under-represent the opinions of the elderly population in the area as all of the responses came from those living in or nearest to Dyersville. (See Appendix B)

CHAPTER 3 – MARKETING PLAN

Marketing Objectives

The Marketing Objectives developed for the RTA transit service focus on achievement of the service goals. The four objectives reflect the mature nature of the services provided and the desire to expand into new market niches. The Marketing Objectives should be reviewed annually and updated as service and ridership changes lead to improved performance.

1. Increase RTA's visibility
2. Build awareness of service capabilities
3. Enhance general public access to services
4. Simplify marketing tools and efforts

Target Markets

The following have been identified as the target groups or markets for RTA. They represent a combination of the historic groups served by the transit service (Seniors and Medical) as well as several new targeted groups (commuters and tourists). Each of the specific target groups are discussed below.

- Commuters
 - Work commuters are a greatly underserved group of potential riders on RTA.
- Seniors
 - Seniors have historically been one of RTA's core group of riders. RTA is committed to continuing to meet the needs of seniors for trips to the Senior Center, medical appointments, shopping and social activities.
- Persons with Disabilities
 - Persons with disabilities are historically a solid constituency for transit. This group includes persons eligible for service consideration under the Americans with Disability Act and potential riders who may have a temporary need for assistance. This group of existing and potential riders cover the entire range of age, trip purpose and income level. As such their service needs include work, school, shopping, medical and recreational. Many of these individuals are or become long term committed riders.
- Transit Dependent
 - The transit dependent group includes a wide mix of people. This includes low income riders who use transit as their primary means of travel. Their trip purpose is also wide-ranging and includes work, school, shopping, medical and recreational. And like persons with disabilities, many of these individuals are or become long term committed riders often riding 3-5 times per week.
- Medical Transport Clients
 - Non-Emergency Medical transportation is a key component of the current service provided by RTA. This type of transit service centers around trips within each of the three Counties as well as to the University of Iowa Hospitals & Clinic

in Iowa City. This is a key group as it provides significant levels of fare revenue, and the service is highly specialized.

- Gatekeepers
 - Targeting “gatekeepers” is a strategy aimed at potential transit riders who are also using the services of another agency or program. Gatekeepers are often interacting with individuals who are transit dependent. Gatekeepers are often in a position to provide targeted marketing and education regarding RTA services. Examples are Hillcrest Family Services, Human Resource Managers for employers, and Assisted Living Facilities/Homes. RTA should implement a program of regular briefings to agency or program staffs to enable these staff members to provide up-to-date information on the transit services provided and how to access them.
- Tourists
 - Efforts should be made to provide service information to the Chamber of Commerce, Park Service, local hotels, restaurants and tour operators/attractions. This will also serve to help modify the community perception of the current services having limited capabilities.

Marketing Strategies

Service Brochures

The RTA service brochure is the most custom piece of marketing material that is produced. This truly represents the signal piece, along with the buses, that forms the community’s impression of the service. Not only does the brochure develop an overall image for the service, it also provides a substantial amount of detailed information on its capabilities. The brochure should be updated annually to reflect changes in the service, fares and schedule. A draft RTA brochure is included as Appendix C.

The brochure was developed to enhance the general public aspects of the service through a simple, easy to use format. Schedule brochure distribution is very critical to the success of the marketing program. “Placement” of brochures in all major retail, office, governmental and social service locations is a must. For the tourist target market, schedules should be available in every hotel in the area. Regular site visits re-stock is also important. Direct-mailings to all Delaware, Rural Dubuque and Jackson County residents through utility bills is also a cost-effective way to mass distribute service information.

Finally, distribution at any event or presentation can provide additional market penetration into potential ridership groups.

Learn to Ride RTA Business Cards

Business cards created specifically for the RTA are a very cost-effective and efficient method for distributing the RTA phone number, website URL and tips for riding the bus. The cards are small enough that they may be kept in a wallet or posted on a refrigerator as a convenient resource. Drivers store

these on their buses and hand out to new and potential riders. Additionally, the cards are made available at community events.

Staff Presentations to Local Agencies & Gatekeepers

One of the most low-cost, effective ways to promote the RTA is by presenting to local groups and organizations, who are seeking or welcome speakers to provide presentations on local services or programs. For example, presenting to a support group for loved ones with Dementia at the Regional Medical Center, or at a meeting of Senior Assisted Living Facility representatives. On a broader scale, participating in Community Hosted Events provides the opportunity to interact with potential clients and their caregivers, as well as to network with various local agencies. Three such events with high traffic are the Dyersville Spring Fling, the Jackson County Senior Expo and the Delaware County Senior Wellness Fair. Materials can be customized for each audience, and staff is best equipped to answer questions and provide details about the service.

Posters

Posters can be used for a number of purposes. The introduction of new service, fares or programs are ideal for dissemination of information via posters. Also, RTA service for special events lends itself to promotion via posters. These types of posters tend to last past the date of the event and therefore provide longer lasting promotion. The following is a list of possible poster themes:

- New Service
- New Fares
- Commuter to Work
- Activities for Youth
- County Fair
- Farmer's Market

Promotional Products; T-Shirts/Pens/Lip Balm/Bags/Magnetic Chip Clips, etc.

These promotional products referred to as "swag", are popular items at any community event; senior wellness fairs, employment fairs, and others. Not only do these give-aways attract potential riders to the event table where staff can explain services and answer questions, they also ensure the RTA name, phone number and website are in that person's possession after they leave the event.

Bus Wraps

Promoting another business on the sides of a bus not only brings in advertising dollars for operational expenses, this strategy can also create interest and a buzz in the community. It can help boost awareness of the service.

Enhanced RTA Website

A fully-integrated marketing campaign should include the RTA website. Updating the RTA site will be completed as part of this Plan update. Updates will include a current downloadable PDF of the RTA service brochure. Maintenance of the site is critical over the life of the Plan to keep information fresh and in synch with the printed material (schedules, etc.). An annual maintenance routine should be incorporated into the schedule/brochure update process.

Additionally, many existing and potential riders obtain their information regarding RTA via the internet. As such linking the RTA site through numerous other sites can further enhance the promotion of the service. RTA should seek out transportation, social service or tourist partners and integrate the RTA link into their websites. Reciprocal linkage with many of these partners should assist with visitors planning trips to the region.

Social Media

Facebook and Twitter can be a low-cost or no-cost advertising method. Creating campaigns and scheduling posts in advance for consistency are effective ways to reach Friends and Followers. Some potential campaigns include “Get to Know Your Drivers” (videos of driver interviews), and “Send your Selfies” for a chance to win a bus pass.

On-Screen Advertising at Castle Theatre (Manchester)

Castle Theatre in Delaware County offers paid advertising on their movie screen prior to every film shown. This onscreen promotion of RTA services is an inexpensive yet effective venue to reach people of all ages and abilities with a brief, static message or video.

Give the Gift of Transit

Promote RTA bus passes as Christmas gifts. To take it a step further, create special passes to clearly identify them as gifts, to convey sentiment and a positive association with the RTA. Connecting with local philanthropists who enjoy sharing their good fortune with the community is a great way to expand the gift giving promotion.

Promotional Events

Events within the communities are an excellent way for RTA to change the perception of potential riders on the service’s capabilities. RTA can, in certain situations, provide for connection to remote parking locations and transit circulation around the community thus providing some relief to event congestion. These events are also a great way to disseminate detailed information on the service. Several events are potential venues for this type of promotion.

Asbury in the Park is a significant annual event that brings large numbers of people into the city of Asbury. This is a classic example of a signature event that RTA should continue to support.

Farmer's Market is a perfect venue to increase RTA's visibility. By securing funding for low-income residents to ride the RTA to Maquoketa's Farmer's Market, RTA is not only helping these individuals access healthy foods and socialization; but also expanding its awareness in the community.

The County Fair is another example of a county-wide event that is potentially an excellent location for RTA promotions. RTA Night at the Fair is one concept for promoting the service and receiving maximum press coverage.

Another promotional event can be the National Try Transit Week in September, Rural Transit Day in July or Clean Air Week in May. These events are intended to garner free advertising/promotion by making it a news event that is covered by the media. These events may be coordinated with the start-up of new or seasonal service or with the arrival of a new bus.

Other large-scale events for which RTA plans to provide public transportation in 2020 include the White Sox vs. Yankees baseball game in Dyersville at the Field of Dreams, and rides from campsites to the city of Maquoketa during the Ragbrai cycling event.

News Releases/Articles

News or press releases can form the key component of a marketing strategy. Often, they can result in free media coverage. News releases along with staff presentations are the most cost-effective way to receive media coverage for transit service. Using this technique for specific events can garner free coverage from the news media, who are often looking for interesting local stories. The strategy should be to develop ongoing relationships with news media representatives and provide them with timely updates as to transit services successes, interesting people stories, milestones, information on new vehicles or service and updates on upcoming event service. These news releases at a minimum should be forward to the Telegraph Herald, Manchester Press and Maquoketa Sentinel-Press. Local and regional radio and television should also be included.

Additionally, writing quarterly transit news articles that meet the needs of the county in local newspapers, such as Letter to the Editor can be cost-effective advertising.

Newspaper & Radio

Consistent advertising with local and regional newspapers and radio stations is an excellent way to reach the masses, communicating a clear message. These ads when done repeatedly over time, resonate with readers and listeners. Consistency keeps your product and service top of mind so when the reader/listener needs your type of service, they are inclined to *use your service*.

CHAPTER 4 – Marketing Budget, Impact & Performance Measures

	COST	COVERAGE AREA	REACH
SERVICE BROCHURES	\$745	Delaware, Dubuque & Jackson Counties	1,000
RTA BUSINESS CARDS	\$75	Delaware, Dubuque & Jackson Counties	500
STAFF PRESENTATIONS	\$500	Delaware, Dubuque & Jackson Counties	Delaware: 350 Dubuque: 450 Jackson: 150
POSTERS	\$0	Delaware, Dubuque & Jackson Counties	200 per event (this estimate will fluctuate with event location and placement of posters)
PROMOTIONAL PRODUCTS	\$1,000	Delaware, Dubuque & Jackson Counties	900
BUS WRAPS	\$0	Delaware, Dubuque & Jackson Counties	Delaware: 8,732 Dubuque: 46,826 Jackson: 9,924 (based on 50% of total population)
ENHANCED WEBSITE	\$25,000	Delaware, Dubuque & Jackson Counties	All other marketing should direct persons to the website; website traffic will be a portion of this sum. Linkage to partner websites will increase the reach exponentially. Key are those who search the web for transportation services, as well as current RTA clients.
SOCIAL MEDIA	\$0	Delaware, Dubuque & Jackson Counties	500
ONSCREEN ADVERTISING	\$400	Delaware County	29,000 annual attendees, reach estimated at 14,500 unduplicated attendees
GIVE THE GIFT OF TRANSIT	\$40	Delaware, Dubuque & Jackson Counties	150

PROMOTIONAL EVENTS	Costs as outlined if advertise an event. Operational costs \$64/hour if providing “free” service for event.	Delaware, Dubuque & Jackson Counties	Delaware: 4,366 Dubuque: 23,413 Jackson: 4,962 (based on 25% of total population and media coverage – paid advertising and/or free press)
NEWS RELEASES/ARTICLES	\$0	Delaware, Dubuque & Jackson Counties	(see below)
NEWSPAPER	1/4 PAGE AD COST PER ONE ISSUE	COVERAGE AREA	REACH
Delaware County			
Eastern Iowa Media Group (EIMG) discounts for combos:			
Cascade Pioneer (EIMG)	\$246.00	Dubuque County. Official newspaper of Cascade, Bernard, Epworth, Peosta, Dubuque County and Western Dubuque County Community School District (Cascade, Epworth and surrounding areas)	1,800 weekly paid subscribers, over 4,000 readers
Eastern Iowa Shopping News (EIMG)	\$306.00	Delaware County & Clayton County	20,000 weekly FREE-OF-CHARGE non-subscription deliveries. Independently audited by the Circulation Verification Council: Receivership - 98.3% Readership - 77% Those who frequently purchase products or services after reading ads - 77.6% Average readers per edition - 1.70
Dyersville Commercial (EIMG)	\$252.00	Dubuque County & Delaware County. Official newspaper of Dyersville, Earlville, Farley, New Vienna, Worthington, Luxemburg, Holy Cross, Dubuque & Delaware Counties, and Western Dubuque County Community	3,900 weekly paid subscribers, over 9,000 readers

		School District. Covers these area high schools: Beckman, Western Dubuque, Maquoketa Valley and Edgewood-Colesburg	
Manchester Press (EIMG)	\$240.00	Delaware County. Official newspaper of City of Manchester and Delaware County. Covers these area high schools: Edgewood-Colesburg, West Delaware and Maquoketa Valley	2,300 weekly paid subscribers, over 4,000 readers
Edgewood Reminder	\$114.00	Edgewood, Colesburg, Greeley, Strawberry Point	1,212 weekly paid subscribers, 4,865 readers
Delaware County Leader	\$258.00	Delaware County (every town and all rural areas), based in Hopkinton	1,500 weekly paid subscribers
Jackson County			
Bellevue Herald-Leader	\$175.00	Bellevue (more when combo)	2,300 weekly paid subscribers
Maquoketa Sentinel-Press	\$191.00	Jackson County	3,000 weekly paid subscribers
Buyers Guide (ads also run in Sentinel-Press at no xtra charge)	\$257.00	Jackson County	7,000 weekly non-paying subscribers
Preston Times	\$125.00	Jackson County & Clinton County	1,800 weekly paid subscribers
Dubuque County			
Telegraph Herald	\$399.00	Dubuque County and the Tri-State Area	70,465 Sunday Readers (paid subscribers) 59,742 Daily Readers (paid subscribers)
Julien's Journal (lifestyle/event magazine)	\$350.00 (1/3 page)	Dubuque County (north to Guttenburg and south into Jackson County) and the Tri-State Area	4,500 monthly deliveries. 1,125 of which are paid subscribers
Dubuque Advertiser	\$336.00	Dubuque, Durango, Dyersville, Epworth, Farley, Guttenberg, Holy Cross, Luxembourg, New Vienna, North Buena Vista, Peosta, and Sherrill, in Clayton and Dubuque counties, IA. Dickeyville, Fairplay, Hazel Green and Kieler, in Grant	33,000 weekly FREE-OF-CHARGE non-subscription deliveries

		county, WI. East Dubuque in Jo Daviess County, IL.	
RADIO	40 :60 ADS M-F COST/ MONTH	COVERAGE AREA	REACH
Delaware County			
KMCH 94.7	\$648.00	Buchanan, Clayton, Delaware, Dubuque, Fayette, Jones and Linn Counties	Variety (Country, Contemporary, Classic Hits) Power: 6,000 watts Primary Demo: All Ages
Jackson County			
KMAQ 1320 AM / 92.5 FM	\$360.00	Dubuque, Jackson, Clinton, Jones, Cedar and Scott Counties	KMAQ: Country plus Polka Power: 500 watts day / 135 watts night Primary Demo: Adults 35-64 (farming community)
KMAQ-FM 95.1	\$360.00	Dubuque, Jackson, Clinton, Jones, Cedar and Scott Counties	KMAQ-FM: Adult Contemporary Power: 6,000 watts Primary Demo: All Ages
Dubuque County			
KDST 99.3	\$320.00	Delaware County & Dubuque County	Real Country Power: 3,000 watts Primary Demo: Men 35-64
Townsquare Media: (all rates include online commercials)			
WJOD 103	\$1,400.00	Delaware, Dubuque & Jackson Counties and the local Tri-State Area	New Country Power: 6,600 watts Primary Demo: Adults 25-54
KLYV Y 105	\$1,280.00	Delaware, Dubuque & Jackson Counties and the local Tri-State Area	Contemporary Power: 50,000 watts Primary Demo: Women 18-34
KXGE Eagle 102.3	\$480.00	Dubuque County and the local Tri-State Area	Rock (Classic from late 70's through New today) plus Bob & Tom morning show Power: 2,000 watts

			Primary Demo: Men 18-49
WDBQ Q 107.5	\$400.00	Dubuque County, part of Jackson County including Maquoketa, and the local Tri-State Area	Classic Hits Power: 6,000 watts Primary Demo: Adults 35-44
WDBQ 1490 AM	\$400.00	Dubuque County, part of Delaware and Jackson Counties including Maquoketa, and the local Tri-State Area	NewsTalk Power: 1,000 watts Primary Demo: Men 35-54
Radio Dubuque (live streaming available):			
KDTH 1370 AM	\$600	Delaware, Dubuque & Jackson Counties and the local Tri-State Area	Full Service (emphasis on news, weather, sports and farm plus wide variety of music & programs) Power: 5000 watts Primary Demo: Adults 30+
KAT FM 92.9	\$600	The only Regional station in the Tri-State Area, going as far as Grundy County to the west, Clark County, WI to the north, Warren County, IL to the south, and McHenry County, IL to the east.	Adult Contemporary Power: 100,000 watts Primary Demo: Adults 25-54
KGRR THE ROCK 97.3	\$600	Delaware, Dubuque & Jackson Counties and the local Tri-State Area	Rock (Mainstream plus Classic from 80's & 90's) Power: 20,000 watts Primary Demo: Adults 18-49
WVRE The River 101.1	\$600	Dubuque County, Jackson County, part of Delaware County, and the local Tri-State Area	New Country (Hits from 80's, 90's & Today) Power: 20,000 Primary Demo: Adults 25-54

NEWSPAPER	CONTACT	EMAIL	PHONE
Delaware County			
Eastern Iowa Media Group (EIMG):	Penny Goebel, Advertising Representative	penny.goebel@wcinet.com	563.875.7131

Cascade Pioneer	EIMG		563.852.3217
Eastern Iowa Shopping News	EIMG		563.875.7131
Dyersville Commercial	EIMG		563.875.7131
Manchester Press	EIMG		563.927.2020
Edgewood Reminder	Julie Miller, Editor and Owner	edgewood.reminder@yahoo.com	563.928.6876
Delaware County Leader	Mary Helle, Publisher	helle_mary@yahoo.com	563.926.2626
Jackson County			
Bellevue Herald-Leader (combo rates avail)	Dean Upmann, Advertising Sales Director (Sycamore Media)	dupmann@bellevueheraldleader.com	563.872.4159
Maquoketa Sentinel- Press	Jeni Joos (Sycamore Media)	jjoos@mspress.net	563.652.2441
Buyers Guide (ads also run in Sentinel-Press at no xtra charge)	Jeni Joos (Sycamore Media)	jjoos@mspress.net	563.652.2441
Preston Times	Krista Schap, Ad Sales & Layout Designer	kschap@netins.net	563.689.3841
Dubuque County			
Telegraph Herald	Dana Huettman, Ad Executive	dana.huettman@thmedia.com	563.588.5659
Julien's Journal	Gina Siegert	advertising@juliensjournal.com	563.557.1914
Dubuque Advertiser	Greg Birkett	gbirkett@dubuqueadvertiser.com	563.588.0162
RADIO	CONTACT	EMAIL	PHONE
Delaware County			
KMCH	Sarah Meyer, Station Manager	sarah@coloffmedia.com	563.927.6249
Jackson County			
KMAQ	Peggy Flenker, Ad Sales	kmaqpeggyflenker@gmail.com	563.652.2426
Dubuque County			
KDST	Ann Wickman, Ad Sales	annwsales@gmail.com	563.875.8193
Townsquare Media	Dan Sullivan, Market President/CRO	Sully@townsquaremedia.com	563.690.2930

Radio Dubuque	Jim Bardon, Sales & Marketing	jbardon@radiodubuque.com	563.513.7917
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To gain a true understanding of the effectiveness of each advertising method, all RTA staff will need to ask the following question of every new client, “How did you learn about the RTA?” A centrally located accessible tracking document must be kept up to date with all pertinent information. The same question with pre-set response options should be posted to the online ride request form, and those responses electronically fed to the tracking document. Every survey and prize drawing slip that is completed by the public should include this question as well, and the responses documented.

In the case of newspaper and radio advertising, another strategy to measure effectiveness is to incorporate a “call to action” in the message. This can be asking people to go to RTA’s website or call in to register to win a prize giveaway.

RTA will consider individuals with disabilities, and the various languages spoken in the Region when developing and updating marketing materials. For example: the availability of braille; captions for video and the option to resize text on the RTA website; translation services. RTA will make every effort to address accessibility barriers in accordance with Federal Transit Administration (FTA) and Americans with Disabilities Act (ADA) guidelines.

Annual Marketing Plan Schedule

The following schedule is provided as a blueprint for implementation of the Marketing Plan over five years. This schedule is intended as a guidance tool and should be reviewed, modified and updated on an annual basis to take advantage of opportunities that arise.

FY 2020/2021:

- Update Service Brochure
- Distribute Schedule Brochure to outlets
- Update Transit Website
- Develop and implement a newspaper ad
- Annual Staff Presentations to service providers/interagency groups, consumers, schools, Senior Centers, gatekeepers, etc.
- Develop and implement two promotional events (i.e. Shop-on-Us, Fair-Ride, etc.)
- Develop and implement a newspaper ad promoting the use of RTA for a promotional event

FY 2021/2022

- Update Service Brochure (as necessary)
- Distribute Service Brochure to outlets
- Update Transit Website (as necessary)

- Annual Staff Presentations
- Develop and implement two promotional events (i.e. Shop-on-Ups, Fair-Ride, etc.)
- Develop and implement two newspaper ads promoting the use of RTA for each of the promotional events

FY 2022/2023

- Update Service Brochure (as necessary)
- Distribute Service Brochure to outlets
- Update Transit Website (as necessary)
- Annual Staff Presentations
- Develop and implement two promotional events (i.e. Shop-on-Ups, Fair-Ride, etc.)
- Develop and implement two newspaper ads promoting the use of RTA for each of the promotional events

FY 2023/2024

- Update Service Brochure (as necessary)
- Distribute Service Brochure to outlets
- Update Transit Website (as necessary)
- Annual Staff Presentations
- Develop and implement two promotional events (i.e. Shop-on-Ups, Fair-Ride, etc.)
- Develop and implement two newspaper ads promoting the use of RTA for each of the promotional events

FY 2024/2025

- Update Service Brochure (as necessary)
- Distribute Service Brochure to outlets
- Update Transit Website (as necessary)
- Annual Staff Presentations
- Develop and implement two promotional events (i.e. Shop-on-Ups, Fair-Ride, etc.)
- Develop and implement two newspaper ads promoting the use of RTA for each of the promotional events

CHAPTER 5 – GUIDELINES FOR CONTENT FROM MEMBERS & PROCESS FOR APPROVAL

The content of this Marketing Plan has no political affiliations.

Content for news articles should be provided by both RTA Board Members and RTA staff, and must relate to the RTA. No content is to advertise for a specific sector or business. Content also is not to exceed 500 words.

The Board Members will decide whether an article is to be published as a news article or for the annual report.

APPENDIX A – TAG Survey Form & Summaries

Transit Action Group (TAG) Agenda
Wednesday, September 25, 2019 11am-1pm
ECIA
7600 Commerce Park
Dubuque, IA 52002

Meeting Minutes

Present: Genevieve Heinold (Unified Therapy), Margee Woywood (Goodwill Industries), Jess Bleile (United Way), Ernie Bolibaugh (Dubuque Community School District), Robin Nims (Imagine the Possibilities), Rachel Naderman (ARC), Allen Ward (ARC), Greg Zars (NEIAAA), Michelle Armstrong (Unlimited Services), Bill Stumpf (ICIE), Stacie Speirs (NEIAAA), Jacob Ironside (The Jule), Renee Tyler (The Jule), Kristin Haar (Iowa DOT), Kelly Heysinger (Unified Therapy), Carol Gebhart (Opening Doors), Marilyn Althoff (Hills & Dales), Larry McDevitt (Jackson County Supervisor), Jocelyn Anderson (Hills & Dales), Dave Baker (Dubuque County Supervisor), Stacie Scott (RTA), Michelle Schmitt (Hills & Dales), Kara Huss (Hills & Dales), Peter Buschman (Delaware County Supervisor), Rick Dickinson (GDDC), Dan Fox (ECIA), Chandra Ravada (RTA) & Tricia Wagner (RTA)

Welcome and introductions

Presentation: Chandra Ravada & Tricia Wagner: RTA Operations and Survey Results (PPT slide deck included). Goal was to discuss where should the RTA invest in the next five years, and asking everyone for their input. Goals for the TAG work session: 1. What are existing and future issues in our area? 2. How can we fix the issues? 3. What type of partnerships can we do in the future to help everyone?

Reviewed:

- Difference between The Jule Services (fixed route with paratransit) and RTA (demand response), work together, we don't compete.
- RTA Budget (explanation of FTA and STA funding)
- Data shows cost per ride going up due to number of rides going down (fewer rides increases cost per ride), while cost per mile is the same because we are getting the same miles every year. Revenue hours and miles have stayed the same, but lost 1/3 ridership since 2014. DOT looks at all of this to determine need for funding, and if no rides, is there a need?
- Survey results: cost was not the main concern, rather it was in operations. Three main areas of concern: 1. Communication on delays/reliability 2. Wait time at appointments and ride time on bus 3. Need for more routes

- Overview of RTA's costs and how we can make improvements (i.e. more contracts, more rides, increase revenue miles, etc.)
- Review of suggestions from stakeholder meetings (Improve the Quality of Service):
 1. Delays – we can refer to RouteMatch but it should be a group effort to figure this out
 2. Client updates – updates to agencies regarding their clients on the bus (delays, arrival time), i.e. text messages?
 3. Scheduling - can we coordinate appointments for all clients going to Iowa City for example to shorten wait times?
 4. Coordination - can we pool together and take clients from multiple agencies to community events in one bus?
 5. Information – how RTA works
 6. Outreach – to destination locations (i.e. hospitals, recreational facilities) and coordinate efforts

Small group discussions

Groups reported back the following ideas/recommendations:

- Schedule doctor/dentist appointments around RTA availability
- App to track bus and regular text messages with notifications on arrival (like Jule) – Kristin Haar from DOT said they are planning to discuss with Google how this would work for demand response/on demand (Google is currently experimenting in VT)
- Group meetings with clients and their families for their input/feedback
- Add RTA services to all of the service providers' websites (patient resource tab)
- Be aware if client is more medically complex: time sensitivity - need meals/medicine at certain time, unable to have long breaks between restroom visits, etc.
- Agencies share the bus for outings/local events – suggestion for the RTA to provide a schedule of events and bus schedule to the agencies with number of seats available
- Invite Hillcrest FS and Crescent Health Center to the next meeting
- Build delay factor into the trips (more time allowed for certain trips) – 30 minute window
- Coordinate appointments with medical provider, have them schedule rides – Iowa City for example (Ames/Des Moines area does this). Also maybe pick one day RTA always goes to Iowa City and the other days are based on demand (Riverbend does this)
- Designated day/hour for grocery shopping (especially on weekends)
- Formal policy on notifying clients on delays – what is acceptable and feasible

- Get the Chambers on board to **address individuals with disabilities**, they can fill the unemployment gap. Also, transportation to voting/caucuses (Duride did this) and other special sites – extend hours for those dates
- Store an RTA bus at Jule and Jule bus at the RTA to address early morning trips on opposite end of town
- Schedule trips around down time and how can we increase frequency of services
- Increase relationships with the business sector
- Suggested the RTA talks to the Board to make the TAG a formal technical group who would make recommendations to the Board for services.
- Get Voc Rehab to come to the meetings
- Advertise that WIC checks are accepted at Famer's Market to increase rides for the Farmer's Market in Jackson County and get more people out to the Market – suggestion to get in touch with organization handing out the checks to also hand out a flier on the RTA transportation available - (and do the same in Dubuque if need for this service is identified)
- Daycares – to avoid becoming a charter service, a group like the TAG (as a technical committee) can apply for a grant to fund the service and becomes direct contract which is allowed. Big cities like DART have these technical committees.

Next steps:

- RTA will draft a report
- TAG approves the report or requests changes
- RTA will take the report to policy members for approval
- RTA & TAG will come up with list of projects



Please take 10 minutes to tell us how we can improve our partnership with you!

Welcome to the RTA's survey. We want to know how we are doing and how we can serve our region better. Please submit your survey by X, 2019 so we can incorporate your important feedback into our strategic planning process for the coming years. Thank you for your participation.

Section 1: Contact information. RTA staff plans to meet with....., so we want to be sure we have the correct and current contact info.

Business Name:

Primary Contact and Title:

Direct Dial Phone:

Direct Email Address:

Secondary Contact and Title (if appropriate):

Direct Dial Phone:

Direct Email Address:

Business Mailing Street Address:

City, State, Zip:

Main Telephone:

Web Address:

Do you have a current contract with RTA?

If no, have you had a contract with RTA in the past?

Section 2: Your Business Transportation Needs

1. What type of industry do you represent?
2. On average, how many people do you transport on a weekly basis?
3. On average, how often do you transport people on a weekly basis?
4. Does your business own its own vehicles/fleet for transportation?
5. If yes: Please list:
(If no, Section 3.)
 - a. How many vehicles does your business own and operate?

- b. What type of vehicles are they?
- c. What is the average age of your vehicles?
- d. How would you rate the effectiveness of having your own transportation services?
- e. What is the annual cost to operate these transportation services with regard to:
 - i. Staff (salary & benefits):
 - ii. Operation & Maintenance:
 - iii. Insurance:
 - iv. Training & Special Operating Licenses:
- f. With regard to the coming five years, do you see your business' transportation needs:
 - i. Increasing
 - ii. Decreasing
 - iii. Staying about the same
 - iv. Don't really know
- g. If you see a change in ridership in the coming years, please tell us a little about what will be changing.
- h. Do you have any comments regarding the in-house operation of transportation services?

Section 3: RTA Services

1. How would you rate your past experience partnering with RTA, regarding:
 - a. Quality of Service
 - b. Availability of Routes
 - c. Frequency of Routes
 - d. Days of Service
 - e. Cost of Service
 - f. Other
2. What do your clients say about using the RTA?
3. Do your clients have any obstacles in using the RTA?
 - a. Yes
 - b. no
4. If so, briefly explain obstacles:
5. What could the RTA provide to increase your business usage of its services?
 - a. More convenient routes
 - b. More frequent routes
 - c. Availability of type of vehicle to better fit needs
 - d. Decrease cost of services
 - e. Other
6. How else could RTA better partner with your business?

7. Do you have any other suggestions for the RTA or other businesses/groups that we should be speaking with as we begin our strategic planning?



RTA

TRANSIT ACTION GROUP MEETING

Presentation By:

Chandra Ravada cravada@ecia.org

Tricia Wagner twagner@ecia.org

1

PURPOSE OF WORKSESSION

To discuss results of the survey and seek additional input on the information collected will be used to set priorities, focus energy and resources, strengthen operations for RTA for next five years.

This input will also be used to identify opportunities for coordination, collaboration and cooperation between RTA and partners.



EXISTING & FUTURE ISSUES

Identify existing and future issues.



KNOWLEDGE BASED

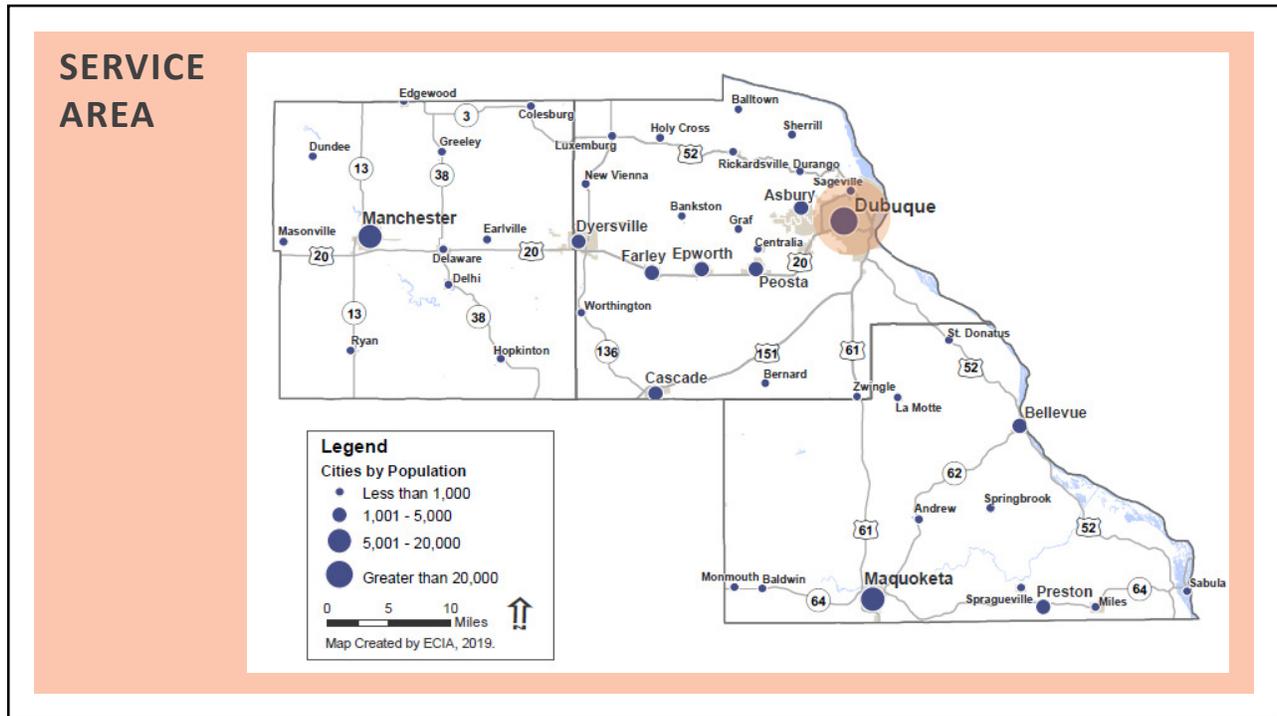
Use knowledge and input from stakeholders to develop solutions.



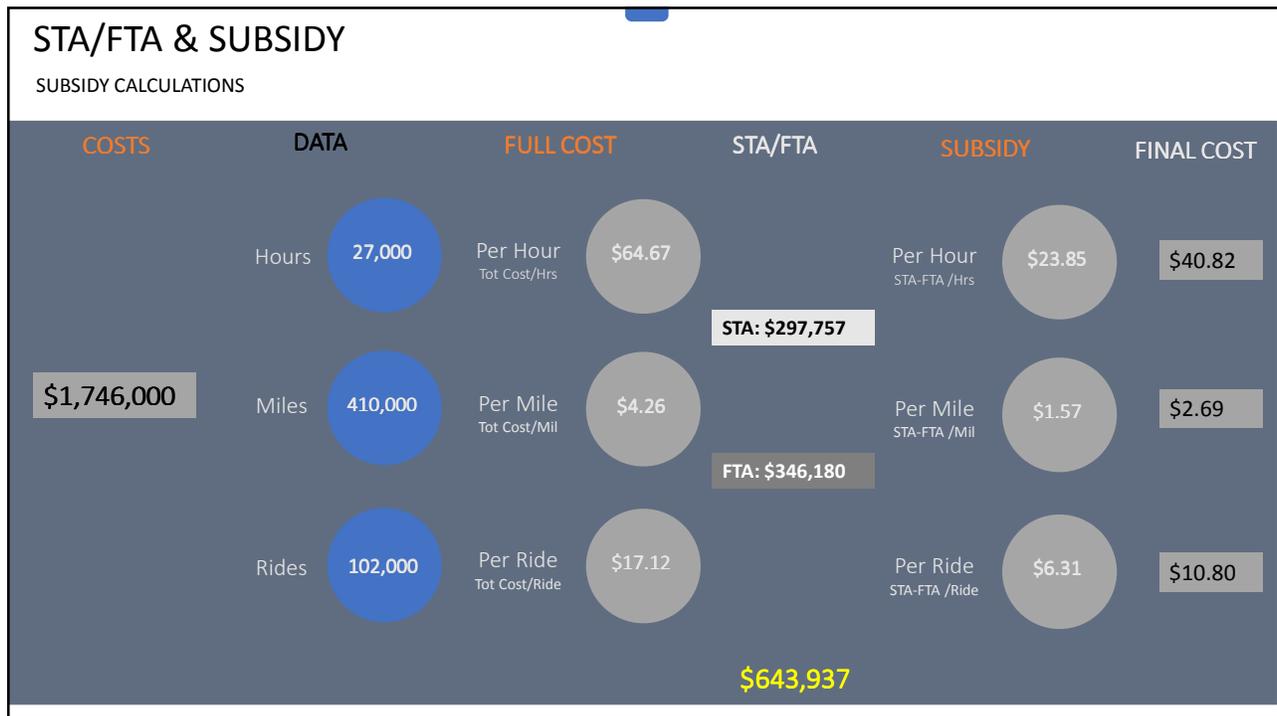
FUTURE PARTNEHSIPS & PROJECTS

Identify projects and partnerships that can address the issues and strengthen the relationship between RTA and stakeholders.

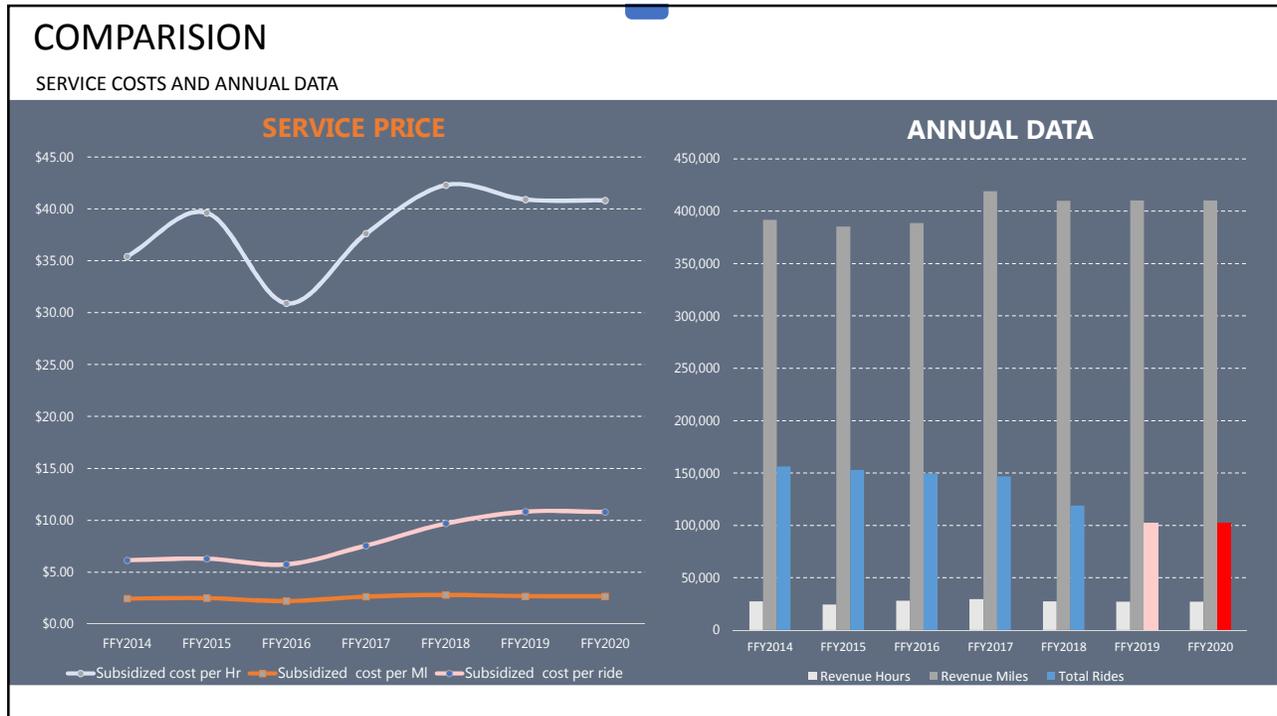
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TAG SURVEY

The goal of the survey is to learn how RTA can better serve our region and improve relationships with stakeholders



STAKEHOLDERS
NEEDS



RTA'S
PERFORMANCE



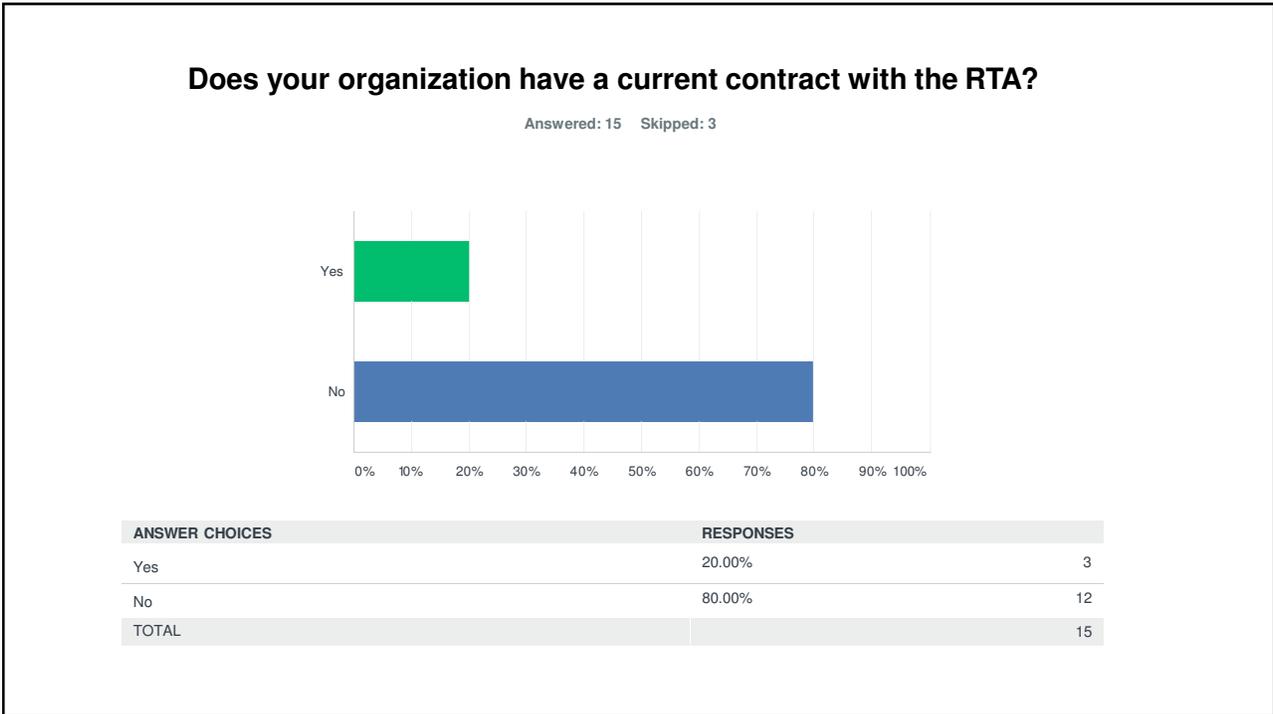
MAJOR
ISSUES

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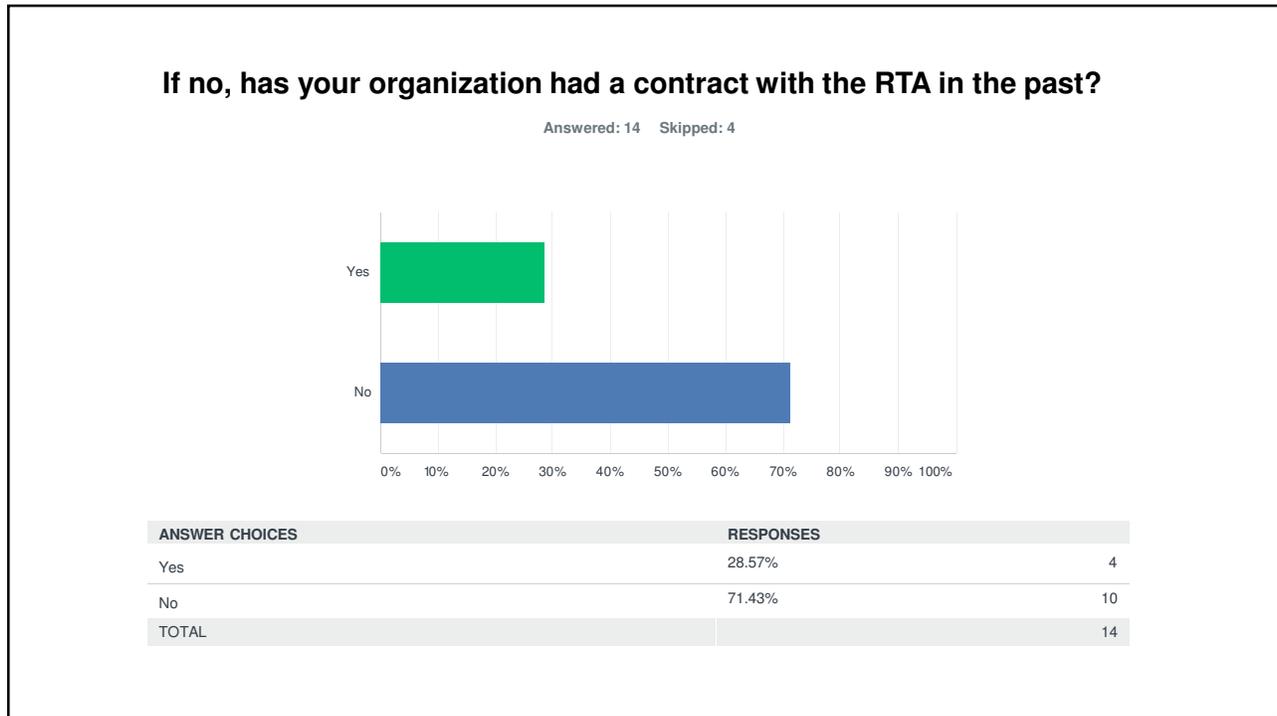
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- Total Responses
- Date Created: Monday, August 26, 2019
- Complete Responses: 14

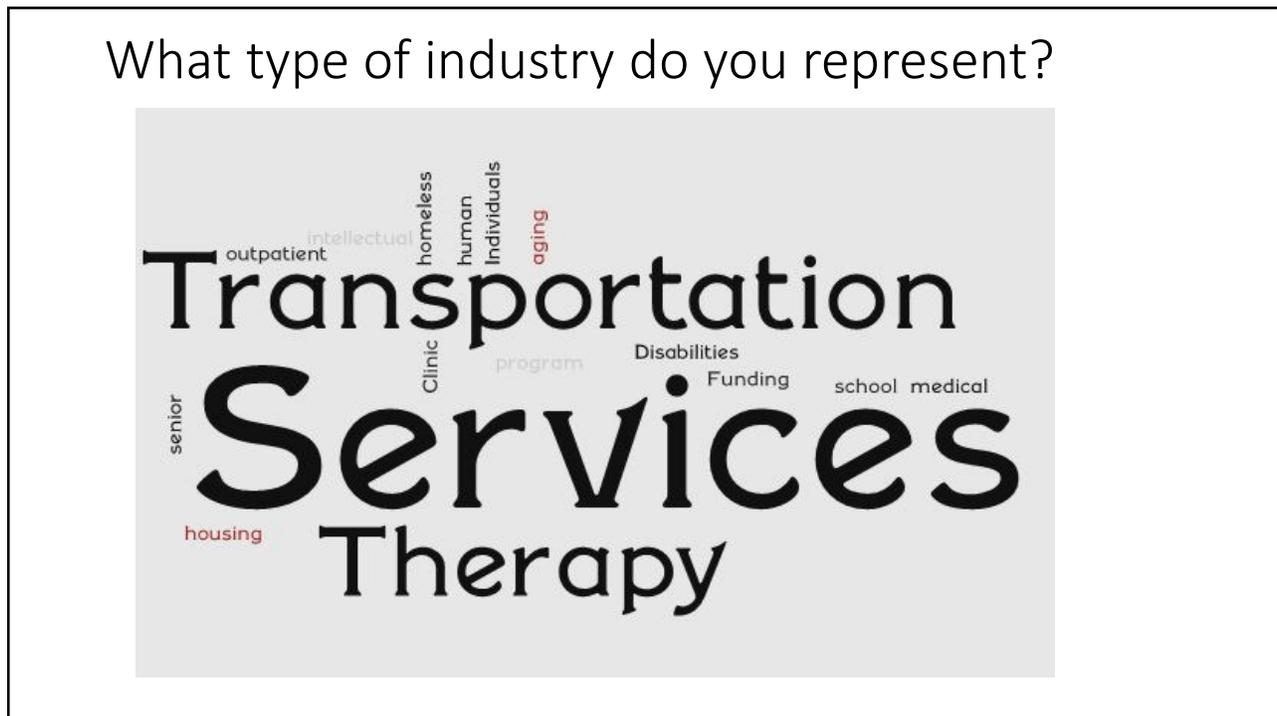
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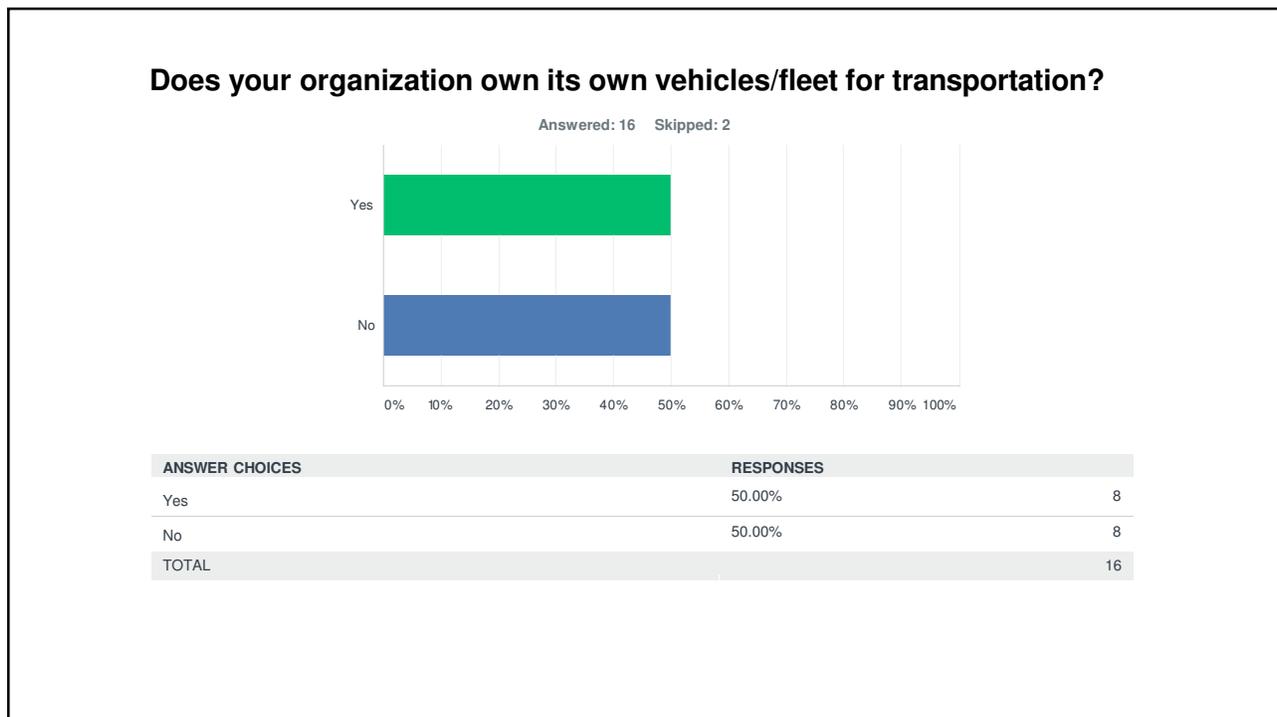
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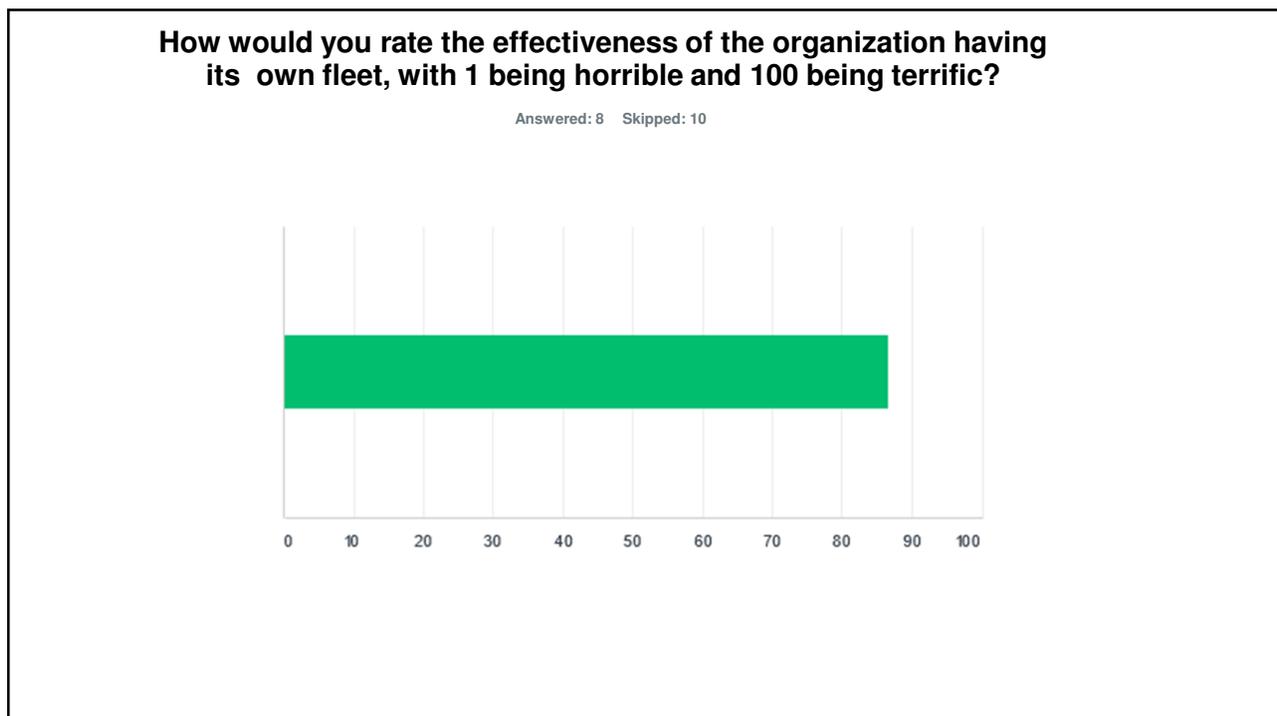
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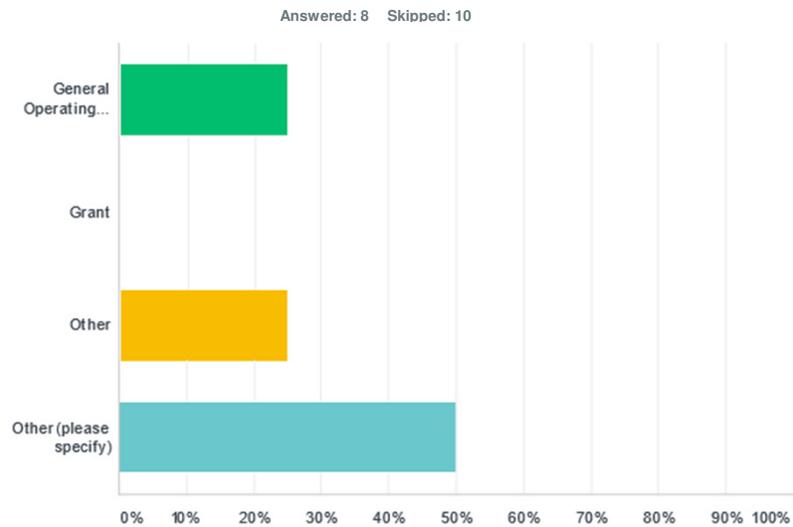


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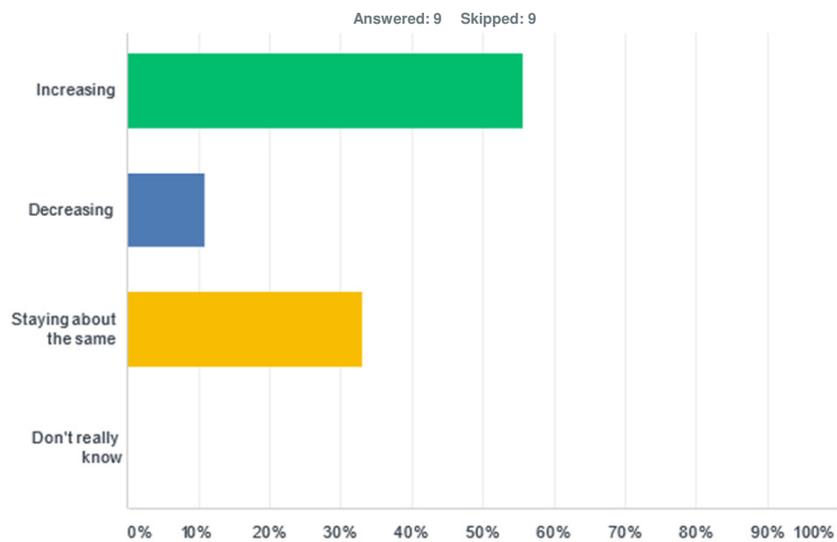
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How does/did your organization originally pay for its vehicle(s)?



13

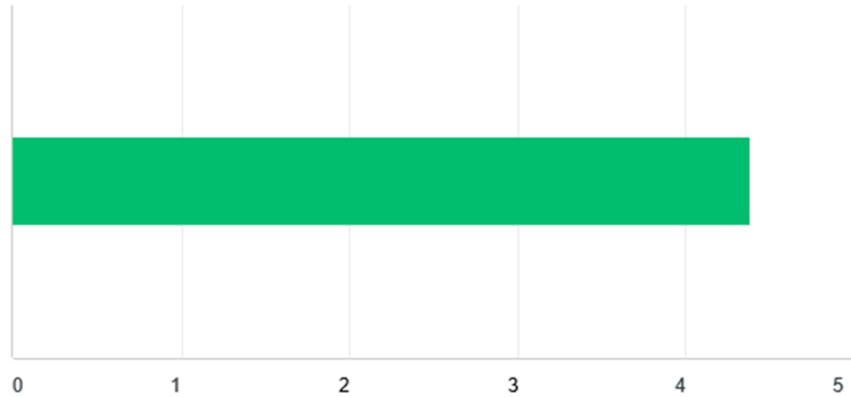
With regard to the coming five years, do you see your organization's needs:



14

In years, what is the average age of the organization's fleet?

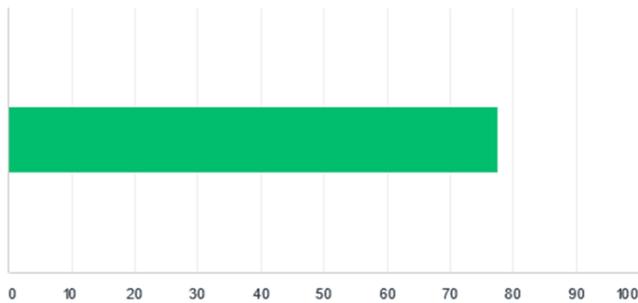
Answered: 9 Skipped: 9



15

RTA Quality of Service:

Answered: 12 Skipped: 6



Ranking RTA Services

With 1 being terrible and 100 being terrific...

Average Score for:

Quality of Service 79

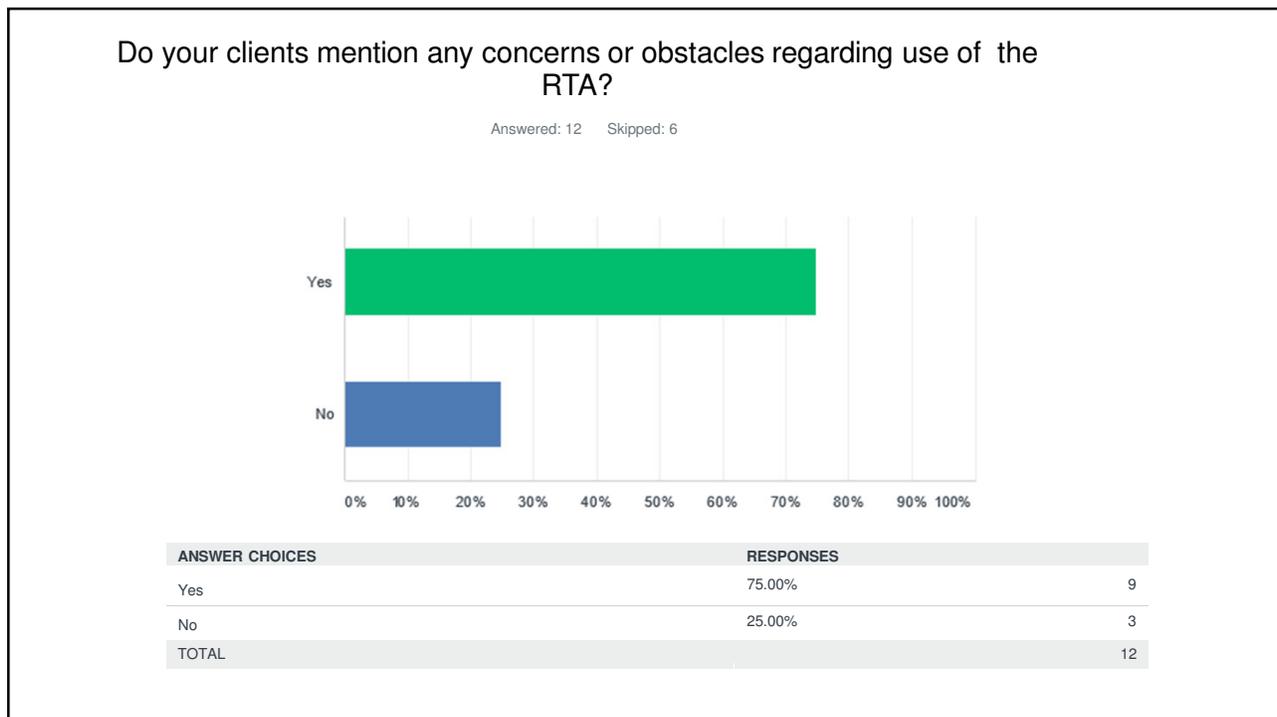
Availability of Routes 68

Frequency of Routes 59

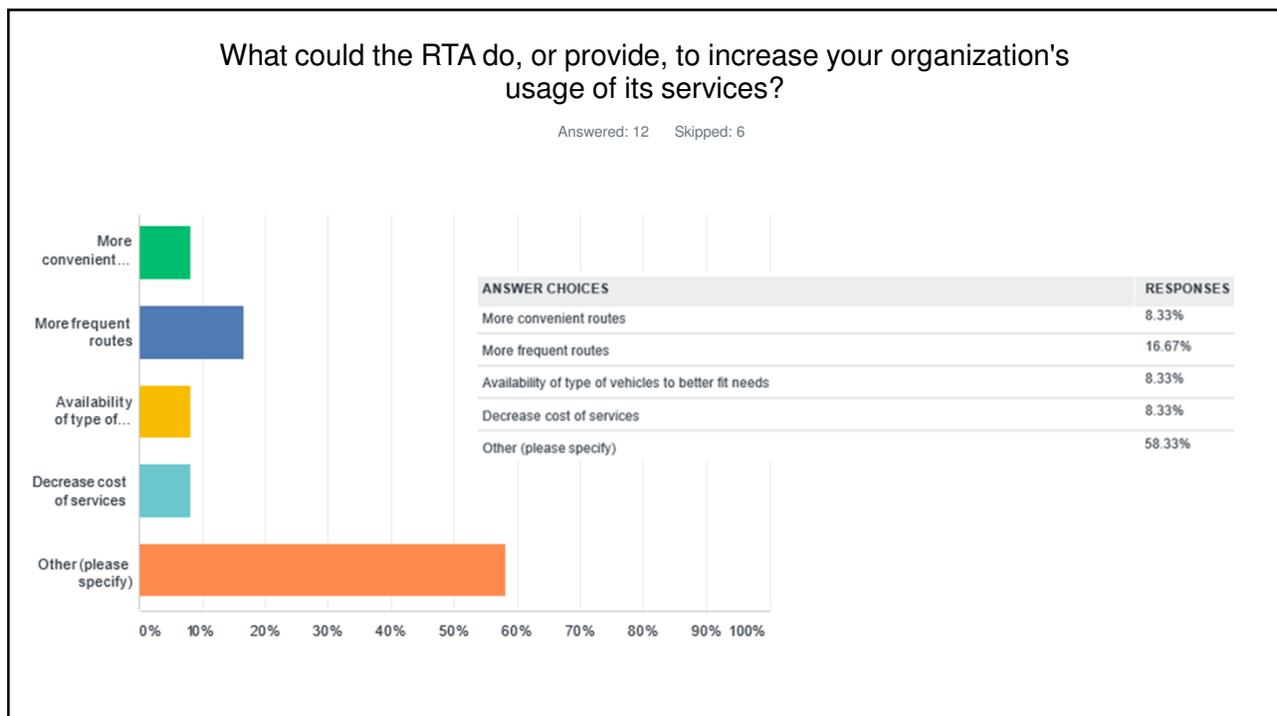
Days of Service 71

Cost of Service 60

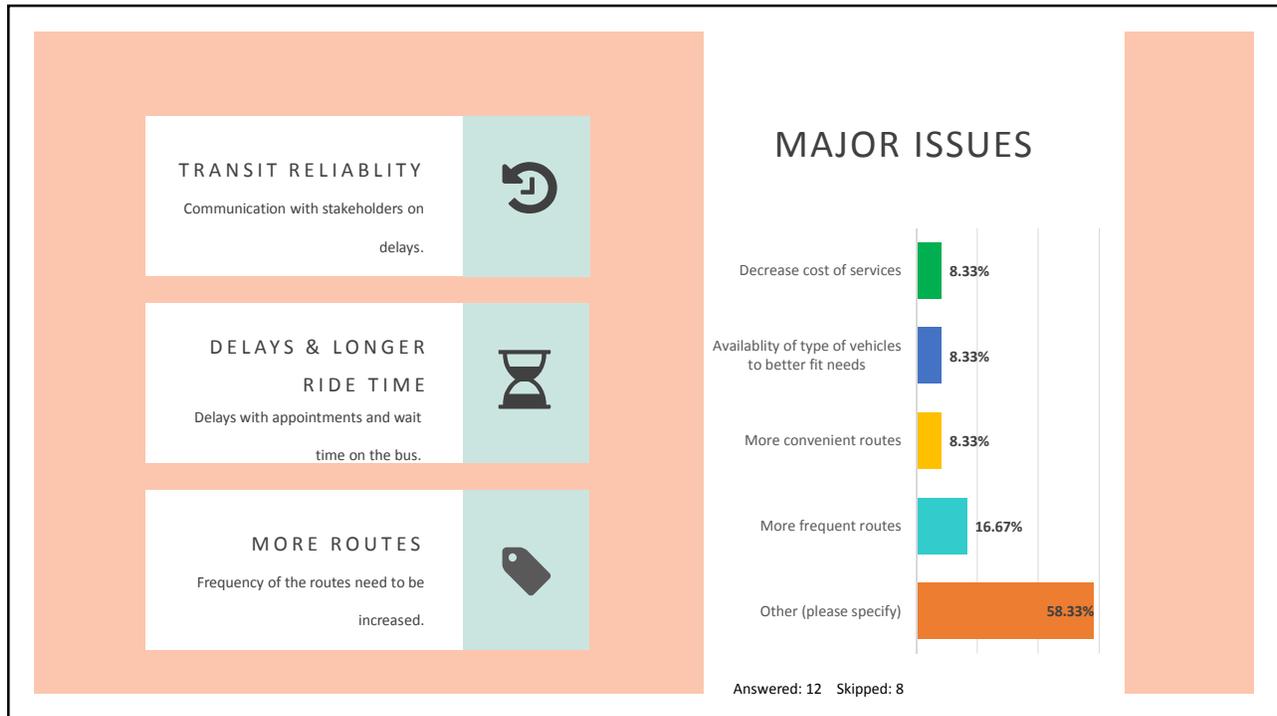
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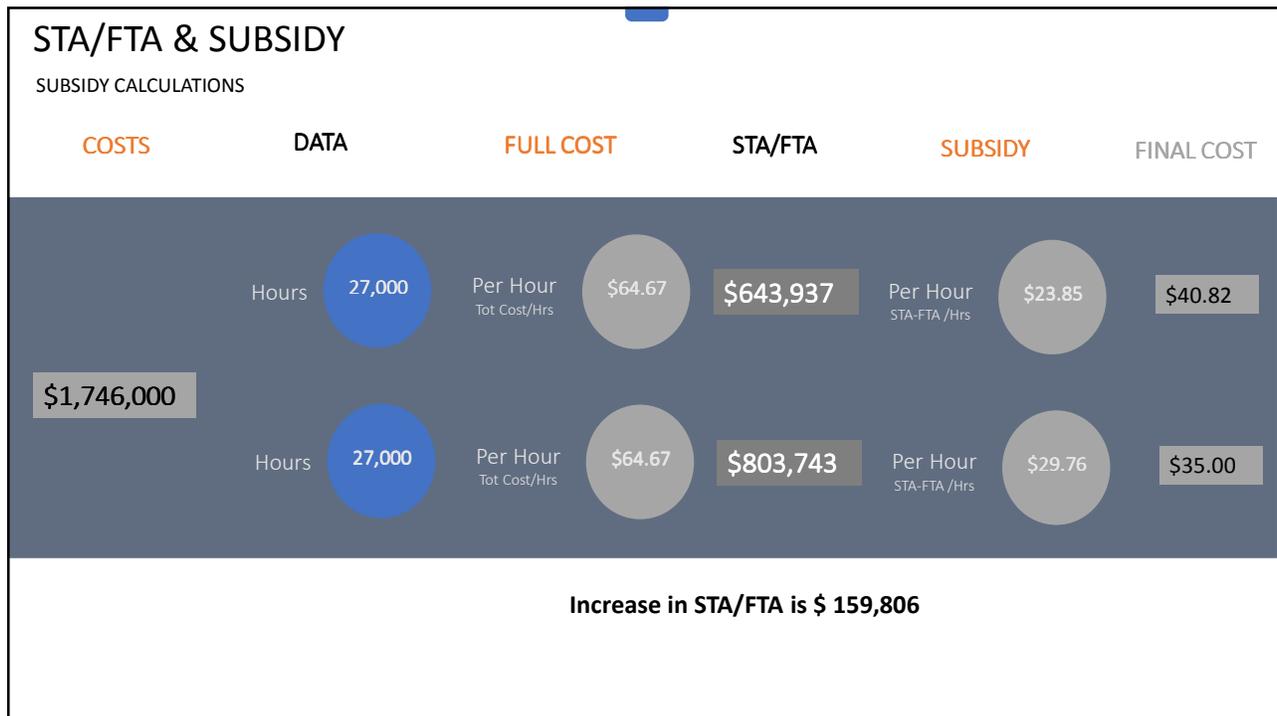
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20

STATE TRANSIT ASSISTANCE

RELATION BETWEEN EXPENSES, CONTRACTS, RIDERSHIP & MILES

Total Operating Expense (TOE)

Local Determined
Income (LDI)

=

$$\frac{\text{RTA Local Determined Income}}{\text{Total Regional Transit Local Determined Income}}$$

Ridership

=

$$\frac{\text{RTA (Ridership / TOE)}}{\text{Total Regional Transit (Ridership / TOE)}}$$

Revenue Miles

=

$$\frac{\text{RTA (Revenue Miles / TOE)}}{\text{Total Regional Transit (Revenue Miles / TOE)}}$$

(Percentage of Rural transit*

$$\left(\left(50\% * \frac{\text{RTA Local Determined Income}}{\text{Total Regional Transit Local Determined Income}} \right. \right. \\ \left. \left. + \right. \right. \\ \left. \left. 25\% * \frac{\text{RTA (Ridership / TOE)}}{\text{Total Regional Transit (Ridership / TOE)}} \right. \right. \\ \left. \left. + \right. \right. \\ \left. \left. 25\% * \frac{\text{RTA (Revenue Miles / TOE)}}{\text{Total Regional Transit (Revenue Miles / TOE)}} \right) \right)$$

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FEDERAL TRANSIT ASSISTANCE

RELATION BETWEEN RIDERSHIP & MILES

Ridership

=

$$\frac{\text{RTA Ridership}}{\text{Total Regional Transit Ridership}}$$

Revenue Miles

=

$$\frac{\text{RTA Revenue Miles}}{\text{Total Regional Transit Revenue Miles}}$$

(Percentage of Rural transit*

$$\left(\left(75\% * \right. \right. \\ \left. \left. + \right. \right. \\ \left. \left. 60\% * \frac{\text{RTA Ridership}}{\text{Total Regional Transit Ridership}} \right. \right. \\ \left. \left. + \right. \right. \\ \left. \left. 40\% * \frac{\text{RTA Revenue Miles}}{\text{Total Regional Transit Revenue Miles}} \right) \right)$$

22

IMPROVE THE QUALITY OF SERVICE

RECOMMENDATIONS FROM RTA STAFF

01

DELAY

What is the overall delay happening by route and how can we reduce it?

02

CLIENT UPDATES

How to improve information about delays on the systems to the clients?

03

SCHEDULING

How can we improve scheduling for medical visits?

04

COORDINATION

How can agencies coordinate for special events and use RTA services?

05

INFORMATION

How can we get information to stakeholders on RTA operations?
RTA downtown and peaks hours etc.

06

OUTREACH

Outreach to destination locations and find out potential events that can help existing stakeholders.

23



RTA

Lunch & Discussion

Presentation By:

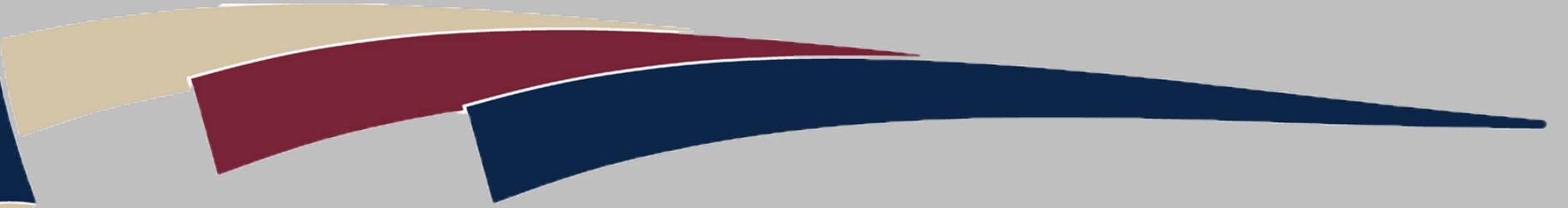
Chandra Ravada cravada@ecia.org

Tricia Wagner twagner@ecia.org

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APPENDIX B – Public Opinion Survey Form & Summary

RTA



Dyersville Area Transportation Needs Employment Survey Results

		Does your business have current/prospective employees with no reliable trans to work? <input type="button" value="v"/>		
* If yes, is it difficult to find/retain employees for this reason? <input type="button" value="v"/>		No	Yes	Grand Total
NA		1		1
Yes			2	2
(blank)		2		2
Grand Total		3	2	5

- Five surveys received
- Two businesses stated they have employees with no reliable transportation to work, and feel it affects their ability to find and retain employees.

	0	approx 15-20	average 20	probably 10+	Grand Total
How many current employees commute to work by sharing a ride?	2	1	1	1	5

- Three businesses responded that they have employees who ride share

Of these employees how many work 1st shift & what days?	
13 Mon-Fri	1
Mon-Sun	1
Mon-Thurs	2
(blank)	
Grand Total	4

2nd shift and days?	
Mon-Sun	1
Mon-Thurs	2
NA	1
(blank)	
Grand Total	4

3rd shift and days?	
Fri-Sun	1
NA	3
(blank)	
Grand Total	4

- One business (Midland OH Door) works M-F only, first shift only with 13 employees.
- Two businesses work first shift 6 AM – 4:30 PM (no indication of number of employees). Both work 2nd shift; Dyersville Die Cast 4:30 AM - 3 AM / Behnke 4 PM – 2 AM
- One business (Farmtek) works M-F both 1st & 2nd shifts, with OT Saturday and Sunday (no indication of number of employees). They also work 3rd shift, Friday – Sunday, 12 hour shifts.

* How often has someone been asked to pick up an employee who's ride fell through? <input type="button" value="v"/>			
How often has he/she not made it work for this reason? <input type="button" value="v"/>	More than 1x/wk	Never	Grand Total
More than 1x/mnth		1	1
Never		2	2
this has happened with several employees over the years	1		1
(blank)		1	1
Grand Total	1	4	5

- One business (Farmtek) reported having to pick up employees who's ride fell through, more than once per week.
- One business (Farmtek) reported that several employees over the years have had times they weren't able to get to work because of this.

		Would your business hire and retain more employees if transportation was made available? <input type="button" value="v"/>		
* Interested in exploring transportation options for your employees? <input type="button" value="v"/>		No	Yes	Grand Total
No		2	1	3
Yes			2	2
Grand Total		2	3	5

- Three business stated they would hire and retain more employees if transportation were made available (Farmtek, Dyersville Die Cast, Spec Cast).
- Two business are interested in exploring transportation options for their employees (Farmtek, Dyersville Die Cast).

Business Names & Notes

Behnke Enterprises, Inc

1st shift 6:00AM-4:30PM 2nd shift 4:00PM-2:00AM

Dyersville Die Cast

1st shift 6:00AM-4:30PM 2nd shift 4:30PM-3:00AM

Engineering Services & Products Company (DBA FarmTek)

3rd shift is 12 hours, 1st & 2nd consider Sat/Sun as OT

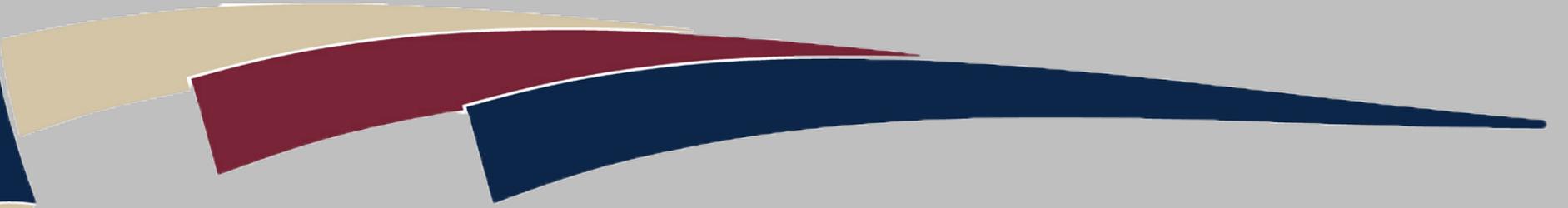
JAM Systems/Midland OH Door

(blank)

Spec Cast

in general having trans avail would help the employees

RTA



Dyersville Area Transportation Needs Senior Survey Results

Do you have a license to drive?				
Age	No	Yes	Grand Total	
40-49	1		1	
60-69	1		1	
70-79	4	5	9	
80+	8	9	17	
Grand Total	14	14	28	

- 29 surveys were received.
- The majority of those surveyed were 80+, and 50% have a driver's license.

If you have a license to drive, do you have access to a vehicle?					
If no, how are you getting to appts?					Grand Total
	NA	No	Yes	(blank)	
Family/Friends	1	6			7
I pay anyone who will take me)	1	1			2
RTA		1			1
(blank)				14	14
Grand Total	2	8	14		24

- 100% of those with a license, also have access to a vehicle. (11 of the 14 stated inclement weather prevents them from driving.)
- Most who do not drive are riding with a family member or friend.

Do you miss appts because of no transportation?			
	No	Yes (blank)	Grand Total
More than 1x/mth		3	3
More than 1x/wk		1	1
Other		1	1
(blank)	18	2	20
Grand Total	18	7	25

- Five reported that they miss appointments due to lack of transportation.
- One individual who rides in-town Dyersville M-F with RTA, would also ride weekends if it were available and willing to pay \$4 per trip.

Would anyone in your home use transportation if available?				
	No	Not regularly but once in a while	Yes (blank)	Grand Total
Medical/Dental Appts	8	6	3	17
Shopping		1	2	3
Visit Friends/Relatives		1	1	2
(blank)	3	1		4
Grand Total	11	9	6	26

- 15 responded they would use transportation if it were available, with 9 stating they would not do so on a regular basis.
- The majority of trips would be for medical and dental appointments. (Four individuals receive Medicaid.)

Primary destination for your rides?	How much would you pay for a one way trip?
Dubuque	4
\$2.00	1
\$4.00	1
Depends where I'm going	1
Unsure	1
(blank)	
Dubuque & Dyersville	6
\$2.00	3
Depends where I'm going	2
Will pay whatever is asked	1
(blank)	
Dubuque & Manchester	1
Should be free for Seniors	1
(blank)	
Dyersville	7
\$2.00	5
\$4.00	1
Unsure	1
(blank)	
Manchester	1
Unsure	1
(blank)	
(blank)	
Grand Total	19

- Nine individuals stated they would pay \$2 per ride.
- Six said the majority of their trips would be to Dubuque and in-town Dyersville.
- Seven would mainly ride in-town Dyersville.
- One individual noted in addition to Dubuque and Dyersville, she would ride to Iowa City.

Are there specific days of the week you would use trans?

Row Labels	Tuesday	Wednesday	Saturday	Depends on appt day/time	Mon-Fri	Mon-Sun	NA (blank)	Grand Total
Afternoon	1	1				2	1	5
All times of day					1	1		2
Evening			1					1
Mid-Day							1	1
Morning							1	1
(blank)						1	3	4
Grand Total	1	1	1	1	1	3	6	14

- Three individuals said they would use transportation Monday through Friday.
- Five would ride in the afternoons.

Which city to you reside closest to? ▼		
Willing to be a volunteer driver? ▼	Dyersville	Grand Total
No	24	24
(blank)	3	3
Grand Total	27	27

- 100% of respondents live in or nearest to Dyersville.
- No respondents are interested in being a volunteer driver.

Notes

"At this point not interested in using the service, but thank you". Lila M. Reiter

91 yrs old. ? next to \$4 & \$6 per trip. Would also use to visit family & friends. Also use on Thurs.

also rides with family/friends (daughter is available). Use to visit her husband. No Sundays.

Also rides with volunteer drivers.

Also rides with volunteer drivers. Would also pay \$4 per trip. Would also ride to go shopping & visit friends/relatives. Would not ride in evenings.

also would ride to get groceries

drives unless it's a distant town.

Julie Penney, walks a lot in town - would also use for visiting friends/relatives and other things - would also go to Iowa City for medical 563-557-8781

mostly need rides to Dbq for Dr. appts

mother 88, lives at Ellen Kennedy Center, only an occasional social outing outside of center is provided. Also would pay \$4 per trip. Would also ride Mid-Day.

Rita Feldmann. Also gets rides from Home Health Providers. Would also ride to shopping & visit friends/relatives. Would also ride to Iowa City.

William Osterhaus

Would also ride for shopping, groceries, hair salon and to visit friends/relatives. Would also go to Iowa City & Cedar Rapids.

Would also ride to Epworth. Would not ride in evenings.

would also use for hair salon and appts. Dubuque for Dr. appts.

would also use Mid-Day

would also use to get groceries

would also use to visit friends/relatives - also Farley - Ralph Fortmann

(blank)

Employment Transportation Needs Survey

Delaware, Dubuque and Jackson County Regional Transit Authority (RTA 8)

The RTA, in partnership with the Dyersville Area Community Foundation, is conducting a transportation survey in an effort to reduce employment transportation barriers in the Delaware and Dubuque County area. Please fill out the survey to help us better plan and meet the needs of your business. Complete surveys will be kept confidential and securely stored. **Please complete the survey by September 23, 2019.** We appreciate your input and your time, if you have questions please contact Tricia Wagner at 1.800.839.5005 or twagner@ecia.org.

1. Does your business have current or prospective employees who do not have reliable transportation to get to work?
 - YES
 - NO

2. If yes, do you find it difficult to find and retain employees for this reason?
 - YES
 - NO
 - Not applicable

3. Of your current employees, how many commute to work by sharing a ride with another?
 - _____

4. Of these employees, please write the number working per day of the week and shift time in the table below:

Days	1st Shift	2nd Shift	3rd Shift
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

5. How often has someone at your business been asked to pick up an employee(s) who's ride fell through?
 - More than once a month
 - More than once a week
 - Never
 - Other, please explain: _____

6. How often has that employee not made it to work for this reason?

- More than once a month
- More than once a week
- Never
- Other, please explain:

7. Do you feel your business could hire and retain more employees if transportation was made available?

- YES
- NO
- Please explain:

8. Would your business be interested in exploring transportation options for your employees?

- YES
- NO

9. Business Name:

10. Business Address:

11. Contact Name, Phone and Email:

Transportation Needs Survey

Delaware, Dubuque and Jackson County Regional Transit Authority (RTA 8)

The RTA, in partnership with the Dyersville Area Community Foundation, is conducting a transportation survey in an effort to reduce transportation barriers in the Delaware and Dubuque County area. Please fill out the survey to help us better plan and meet the needs of your community. Complete surveys will be kept confidential and securely stored. **Please complete the survey by September 23, 2019.** We appreciate your input and your time, if you have questions please contact Tricia Wagner at 1.800.839.5005 or twagner@ecia.org.

1. Do you have a license to drive?

- YES
- NO

2. If yes, do you have access to a vehicle that is running, licensed and insured?

- YES
- NO
- Sometimes
- Not applicable

3. If your answers to 1 & 2 are NO, how are you getting to appointments?

- Family/Friends
- Volunteer Drivers
- RTA
- Taxi
- Other, please specify:

4. Do you miss appointments, social outings or other important activities because you don't have transportation?

- YES
- NO

5. If yes, how often does this happen?

- More than once a month
- More than once a week
- Other, please explain:

6. Does inclement weather keep you from driving?

- YES
- NO
- Not applicable

7. Please check the age range that applies to you:

- 0-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80+

8. Would you or any member of your household use community provided transportation once per week if it was made available?

- YES
- NO
- Not regularly, but once in a while

9. How much would you pay for a one-way trip?

- \$2
 - \$4
 - \$6
 - \$8
 - \$10
 - Other, please specify:
-

10. What would be the purpose(s) for your rides?

- Shopping
 - Medical/Dental Appointments
 - If so, are you a Medicaid recipient: Yes___ / No___
 - Groceries
 - Hair Salon
 - Restaurants
 - Visit Friends/Relatives
 - Other, please specify:
-

11. What would be the primary destination for your rides?

- Dubuque
 - Dyersville
 - Farley
 - New Vienna
 - Petersburg
 - Worthington
 - Cedar Rapids
 - Iowa City
 - Manchester
 - Other, please specify: _____
-

12. Are there specific days of the week you would use this transportation?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- Not applicable

13. Are there specific times of the day you would use this transportation?

- Morning
- Mid-Day
- Afternoon
- Evening

14. Which city do you reside in or closest to?

- Dyersville
- Farley
- New Vienna
- Petersburg
- Worthington
- Other, please specify: _____

15. Address: _____

16. Email: _____

17. Would you be willing to be a volunteer driver?

- YES
- NO
- If yes, please provide your phone number _____

APPENDIX C – Draft RTA Service Brochure

WHERE DOES RTA GO?

RTA provides service to the cities and rural areas of Delaware, Dubuque, and Jackson Counties based on the demand of our clients.

In addition, RTA provides service to Dubuque, Iowa City, Coralville, Cedar Rapids, Waterloo, and the Quad Cities. These destinations must meet minimum ridership guidelines, so advance preparation is suggested to ensure that enough riders are available. The cost of rides vary depending on the destination.



QUICK FACT

Public transit is a critical component of the statewide transportation system.

Iowa's long range transportation plan, Iowa in Motion, recognizes that a roads-only approach to solving transportation needs will not work. It recognizes that public transit has a critical role in meeting future transportation needs.

ABOUT US

The Region 8 Regional Transit Authority (RTA) was formed in the 1970's to improve, consolidate, and coordinate transportation services in the State of Iowa Planning Area 8. This planning area includes Dubuque County (excluding the City of Dubuque), Delaware County, and Jackson County. The RTA contracts with East Central Intergovernmental Association (ECIA), a regional council of governments, for management services and office space. The RTA Corporate Board is comprised of all of the County Supervisors from Dubuque, Delaware, and Jackson Counties. The Board meets every other month to review the RTA's budget and general operating policies.



RTA and ECIA's administration and main dispatch office is located at 3999 Pennsylvania Avenue in Dubuque. A second dispatch office and small storage facility is located at the Maquoketa Senior Center. The Delaware County has a small office in Manchester and dispatching is handled out of the Dubuque office.

QUICK FACT
This brochure was developed using grant funds from the:



1.800.839.5005
3999 PENNSYLVANIA AVENUE, SUITE 200 - DUBUQUE, IOWA 52002

REGION 8

REGIONAL

TRANSIT

AUTHORITY

SERVING DELAWARE, DUBUQUE, AND JACKSON COUNTIES



WHAT IS THE RTA?

The RTA is one of sixteen regional transit systems in the state of Iowa and is a non-profit service organization located in Dubuque. The RTA serves the public transportation needs of residents in Delaware, Dubuque and Jackson Counties. RTA operates a fleet of buses, standard vans, and contracts with privately owned automobiles operated by volunteers.

QUICK FACT

The state of Iowa has 35 public transit systems ranging from small, rural transportation providers to larger, metropolitan providers, like the Des Moines Metropolitan Transit Authority. Iowa transit systems provide access to opportunities that some Iowans might not otherwise have.



DO I HAVE TO QUALIFY FOR A RIDE?

While many riders receive assistance with their RTA fees, you do not need to qualify financially in any way to utilize the services of RTA. RTA services are available to persons of all income levels. If you feel you need assistance with your RTA fees, contact our office at 1.800.839.5005 for additional information on how to access assistance services and agencies.



WHO USES THE RTA?

People from all walks of life ride the RTA for work, school, shopping, daycare, medical appointments, and other errands.

RTA vehicles are equipped to accommodate all people, including children, the elderly and people with disabilities.



QUICK FACT

By 2020 the number of Iowans over the age of 65 will increase by over 20%. With this projected increase, the demand for public transportation will only increase. The availability of transit service increases the self-sufficiency of elderly and disabled persons.

RTA AVAILABILITY

RTA operates daily, Monday through Friday, on a regular basis. RTA may be available on weekends for pre-arranged trips, or for special event transportation service where handicapped-accessibility is required.

QUICK FACT

One out of every 16 Iowa households does not own a vehicle. According to the US Census, out of 1.2 million households in Iowa, 73,000 do not own a vehicle.

Call toll free 1.800.839.5005, for information on specific routes and demand response service



TYPES OF RIDES RTA PROVIDES

- Job Transportation
- Daycare Transportation
- School Transportation
- Group Transportation
- Medical Appointment Transportation

RTA provides service to the cities and rural areas of Delaware, Dubuque, and Jackson Counties. Many cities have daily service within their city as well as commuting to other cities, while other communities have service several times per week. The RTA schedule can be flexible to meet a client's needs. Please contact us at 1.800.839.5005 for specific route schedules as well as for demand response services.



OUR REGION

