

## July/August

## September

## October

## November

### Project Initiation

- Project Work Plan
- Data Collection
- Purpose and Need
- Data Collection
- Peer Review

### Service Assessment

- Previous Studies
- Existing Service Providers
  - Cedar Rapids Transit
  - Neighborhood Transportation Services
  - Coralville Transit System
  - Iowa City Transit
  - University of Iowa, Cambus
  - River Bend Transit
  - East Central Iowa Transit
    - Johnson County SEATS
    - Linn County LIFTS
    - Benton County Transit
    - Iowa County Transportation
    - Jones County Jets
    - Washington County Mini Bus
  - Intercity bus providers
  - Shuttle services
  - Private van pools
  - Volunteer transportation services
- Existing Service
  - Service area
  - Type of passenger transportation services provided
  - Frequency of services
  - Fare structure for all services

### Needs Assessment

- Work Trip Demand
  - Age
  - Income
  - Race
  - Origin and destinations
  - Trip purpose and type
  - Major employers
  - Medical centers
  - Colleges/Universities
- Determine Unmet Needs
  - Seniors
  - People with disabilities
  - School-age children
  - College students
  - Low-income individuals
  - Unlicensed drivers
  - General commuters
  - Recreational users
- Commuter Demand
  - Based on Demand analysis
  - Benchmarked with similar sized communities

### Service Concepts

- Service Options
  - HOV lanes
  - Guaranteed ride home program
  - Park-and-Ride facilities
  - Carpooling
  - Vanpooling
  - Fixed route service
  - Commuter bus service
  - Intercity bus service
- Service Characteristics
  - Potential routes and stops
  - Travel times
  - Service span
  - Service frequency
  - Capital needs and cost
  - Operating cost
  - Governance
  - Funding
- Evaluation
  - Market Analysis
  - Analyze Options
  - Final Recommendations
- Funding Evaluation
  - Fare policy and revenue
  - Funding approaches
    - Local/Regional (RTD)
    - State
    - Federal
    - Private
  - Conceptual level financial plan

### Plan

- Evaluation Summary
- Preferred Concepts
- Financial Plan
- Action Steps

*Information*

*Analysis*

*Opportunities*

*Ideas Solutions*

*Actions*

