

# HIRTA

## PUBLIC TRANSIT



# Who we are

- In 1981, the Heart of Iowa Regional Transit Agency (HIRTA) was formed under a 28E agreement with the 7 counties in central Iowa.
- Region 11, better known as HIRTA, was established to provide public transit services in the counties of Boone, Dallas, Jasper, Madison, Marion, Story and Warren.

Facebook: @RideHIRTA

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YouTube: HIRTA Public Transit

Website: [www.RideHIRTA.com](http://www.RideHIRTA.com)



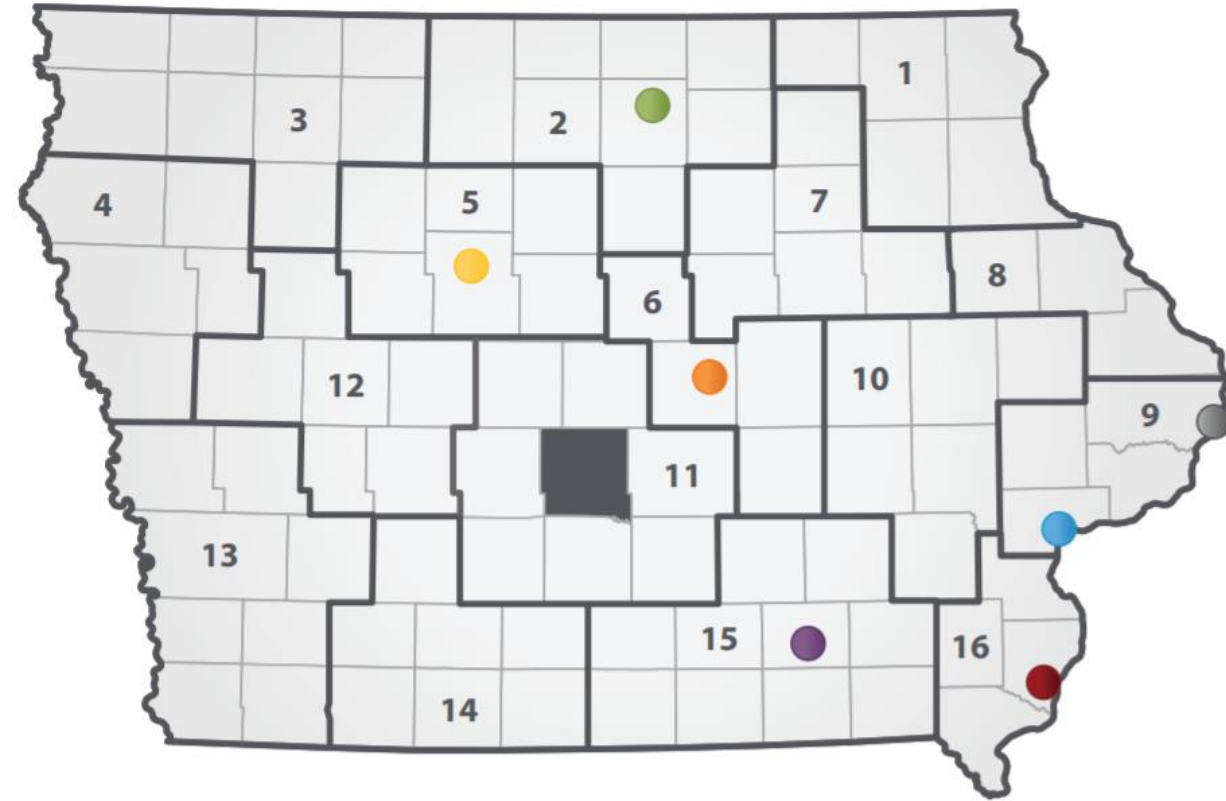
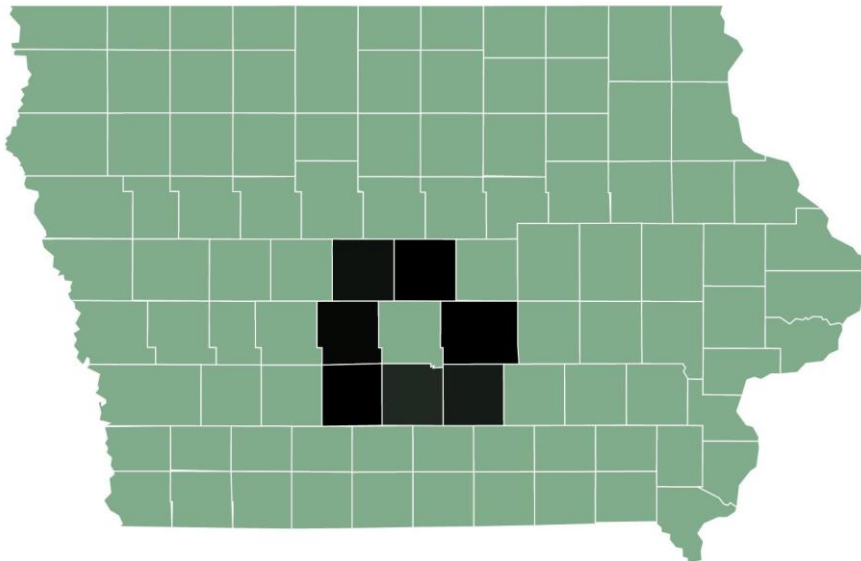
# Iowa's Rural Public Transit Systems

## Iowa Systems

- 35 State Designated Systems
- 16 Rural, like HIRTA
- 19 Urban

More information at:

<https://iowadot.gov/transit>



- Burlington Urban Service
- City of Fort Dodge
- Marshalltown Municipal Transit
- City of Mason City
- City of Muscatine
- Ottumwa Transit
- City of Clinton, Municipal Transit Administration

- Region 1 - Northeast Iowa Community Action Corporation
- Region 2 - North Iowa Area Council of Governments
- Region 3 - Regional Transit Authority
- Region 4 - Siouxland Regional Transit System
- Region 5 - MIDAS Council of Governments
- Region 6 - Region Six Planning Commission
- Region 7 - Iowa Northland Regional Council of Governments
- Region 8 - Delaware, Dubuque, and Jackson County Regional Transit Authority
- Region 9 - River Bend Transit
- Region 10 - East Central Iowa Council of Governments
- Region 11 - Heart of Iowa Regional Transit Agency
- Region 12 - Region XII Council of Governments
- Region 13 - Southwest Iowa Planning Council
- Region 14 - Southern Iowa Trolley
- Region 15 - 10-15 Regional Transit Agency
- Region 16 - South East Iowa Regional Planning Commission

# Story County Statistics

21,000 rides annually

7% Older Adults

25% People with Disabilities

68% General Public

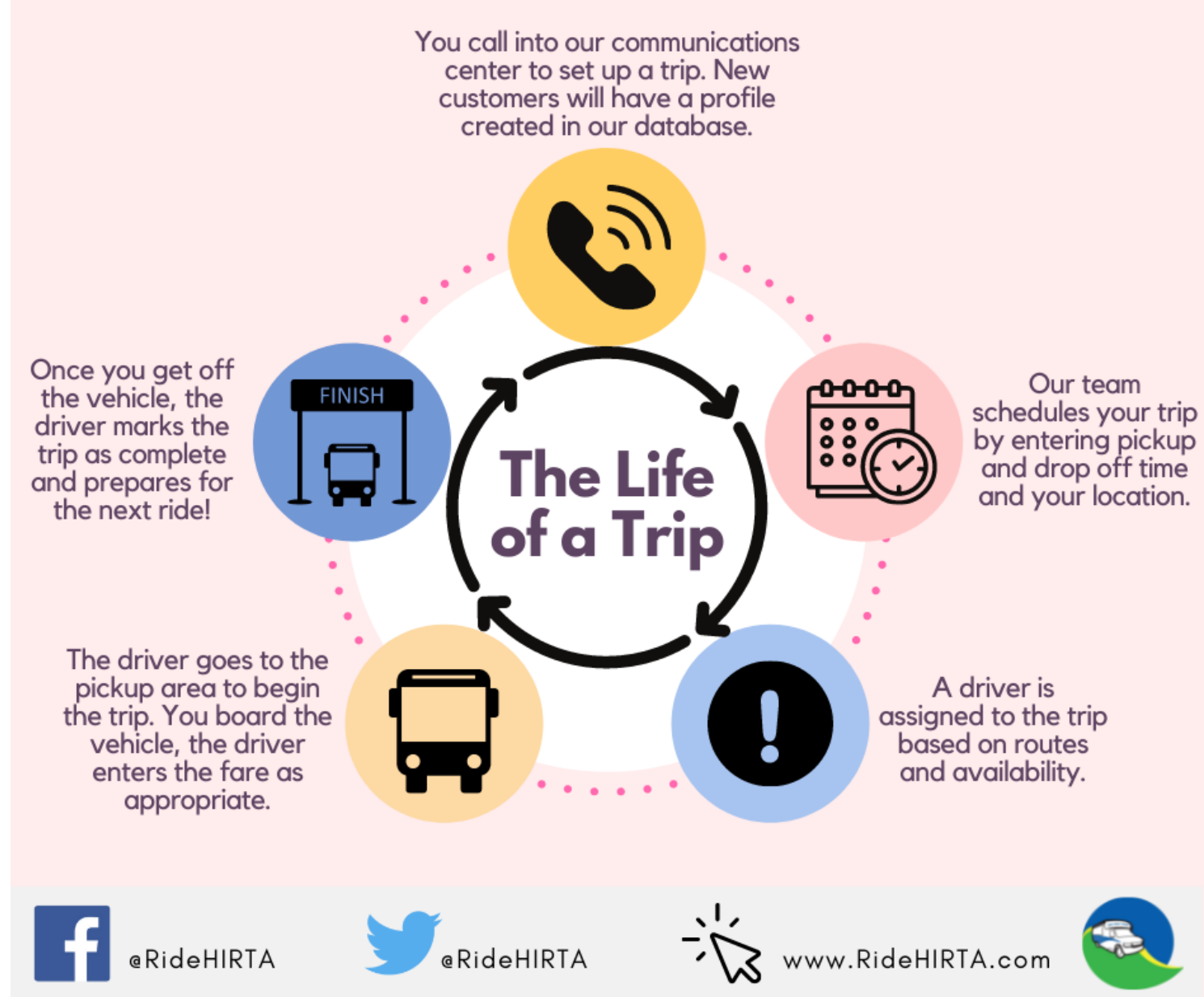
More than  
10,000 driving  
hours per year

Over 145,000  
miles driven  
per year



# Trip Purposes

- Business
- Child care
- Education
- Employment
- Grocery
- Leisure
- Meal site
- Medical / Hospital Release
- Program Services
- Worship



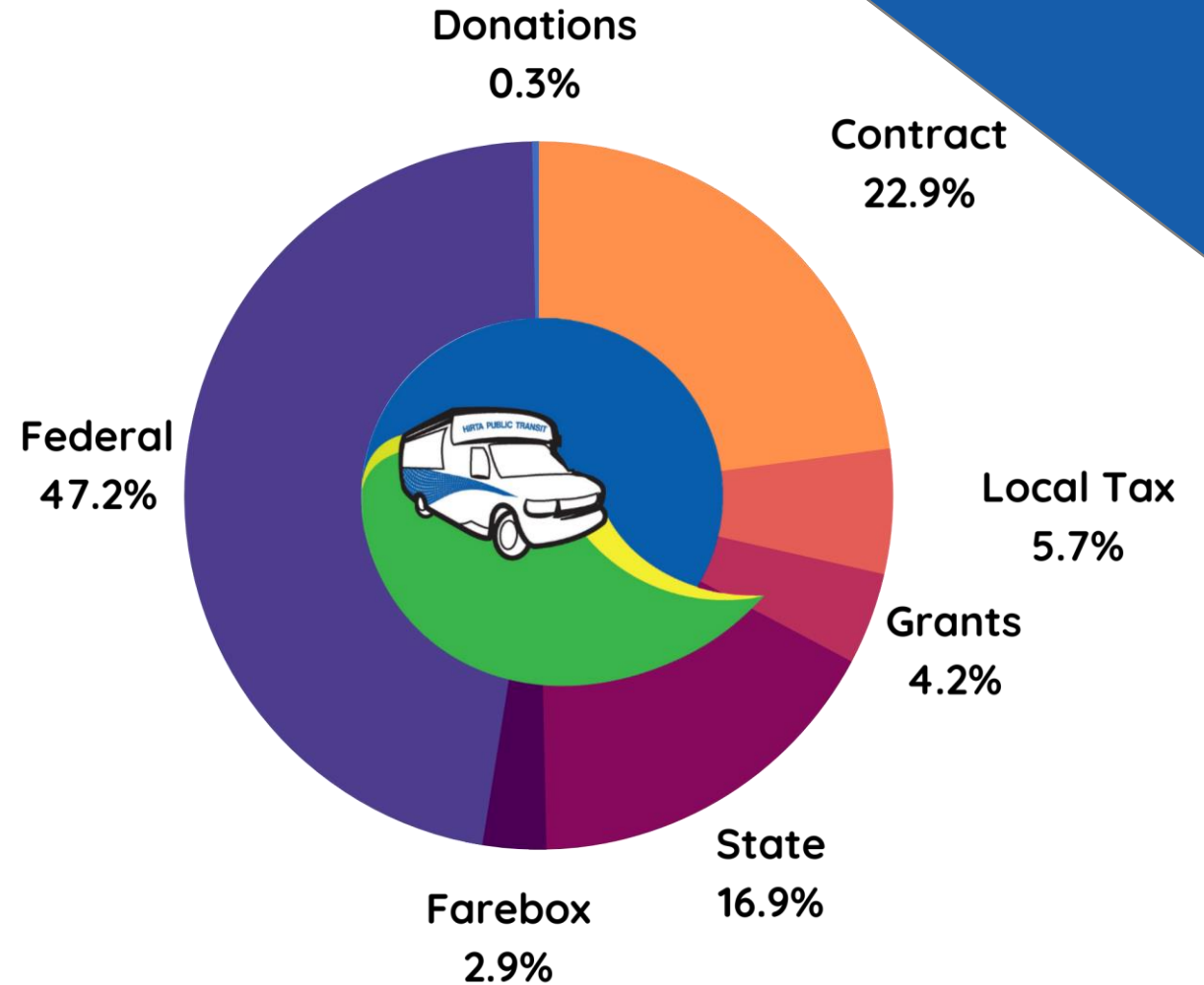
# Funding

- Operational

- Contract
- FTA
- STA
- Local Tax
- Passenger Fare / Fare Box
- Other
  - Grants
  - Donations
  - Advertising

- Capital

- FTA
- Local Match



# Quick Facts

- 98% of riders surveyed report an increase in their quality of life because of using HIRTA.
- 9 out of every 10 trips taken on public transit are to make or spend money.
- 95% of HIRTA's budget stays in the community which helps boost the local economy.
- HIRTA must match every dollar received in Federal transit funds. We need community funds to match federal dollars to help us operate and improve our services.

# Where we're headed



- 2021 and Beyond
  - New business plan adopted 5/2020
  - Focus on sustainability
  - Diversification of service modes
  - More spontaneous services
- Successes
  - On Demand Software
  - IDEAS grant
  - ITS4US Health Connector
  - Re-entry initiative





# Rider Input

- “I have been able to make appointments, get groceries, pick up prescriptions and many other important tasks thanks to HIRTA. The staff and drivers are polite and friendly and very helpful to someone new to the area like me. Without HIRTA, I would be in a much more difficult situation.”
- “HIRTA services are outstanding. I wanted to give the drivers, office staff and dispatchers a kudos. I'm very impressed with the kindness of everyone.”
- “I love HIRTA. All the bus drivers are very nice, and I enjoy getting to talk. I would not be able to make it to doctor appointments without HIRTA.”
- “You all and the drivers are doing a great job. I love HIRTA and would be lost without you.”

# Thank you!

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**HIRTA Customer Service**

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