



2 INTRODUCTION

This Final Report of the Iowa City Area Transit Study (ICATS) documents the current conditions of transit service in the Iowa City area, analyzes the results of outreach conducted during the study, and describes the Preferred Alternative of recommended changes to CAMBUS, Coralville Transit, and Iowa City Transit systems. Early, context-setting chapters of the report review the existing transportation and land use planning context in the area, review historic operating data for CAMBUS, Coralville Transit, and Iowa City Transit, and assess potential transit demand in Iowa City, Coralville, North Liberty, University Heights, and outlying areas. Later chapters of the report describe ICATS outreach, the initial service scenarios that were shared with the public, and the recommended Preferred Alternative for transit service in the Iowa City area. The final chapters in the report includes area-wide recommendations for improvements to transit infrastructure, and a description of the ICATS long-range ‘Vision for Transit’.

PROJECT GOALS

The overall goal of the ICATS is to provide practical and sustainable recommendations to improve the productivity and reliability of all three public transit systems operating in the Iowa City area. Specific goals and objectives established at the outset of the ICATS are:

- **Increase ridership** to help reduce Iowa City area residents’ dependence on personal autos, and to complement pedestrian and bicycling modes of transportation
- **Work together across agencies** to most efficiently serve the community, and to provide a streamlined experience for riders—particularly those that may use more than one agency’s services
- **Improve communications to riders** so they have complete and up-to-date information on routes, fares, stops, and service alerts
- **Take a regional approach** and look to see if there are options for expanding service outside of the study agencies’ current footprint



REPORT ORGANIZATION

This report assesses fixed-route transit in the four municipalities in the service area of CMBUS, Coralville Transit, and Iowa City Transit: Coralville, Iowa City, North Liberty, and University Heights. This report also assesses the demographic and socioeconomic characteristics of the service area, as well as transit system characteristics and performance. The document consists of 11 chapters, including this introduction, and four appendices, which are summarized below:

- **Chapter 1** is a high-level summary of the ICATS that communicates the most important findings from the report.
- **Chapter 2** is this chapter, which introduces the ICATS Final Report.
- **Chapter 3** considers local planning efforts in the study area.
- **Chapter 4** evaluates socioeconomic and demographic conditions within the study area to better understand transit demand and service gaps.
- **Chapter 5** reviews trends for CMBUS, Coralville Transit, and Iowa City Transit’s fixed-route service, including recent operational and performance data.
- **Chapter 6** provides detailed information for existing CMBUS, Coralville Transit, and Iowa City Transit routes.
- **Chapter 7** summarizes the service scenario development process and identifies the preliminary service concepts that were shared with the public.
- **Chapter 8** summarizes the public outreach and stakeholder engagement processes that occurred over the course of the ICATS.
- **Chapter 9** describes the Preferred Alternative that was developed based on public feedback to the preliminary service concepts. This chapter also details recommended changes in service and alignment for individual routes in the CMBUS, Coralville Transit, and Iowa City Transit systems.
- **Chapter 10** describes best practices for bus stop location and infrastructure, speed and reliability improvements, and zero-emission transit vehicle planning. This chapter also makes planning-level recommendations for improvements to bus stops and transit corridor infrastructure in the Iowa City area.
- **Chapter 11** describes the ICATS ‘Vision for Transit’, which is a series of unfunded service improvements that the ICATS public outreach process uncovered as desired by the community. This chapter describes the Vision for Transit and estimates its capital and operating costs.
- **Appendix A** includes route maps for every study route, showing the alignment, bus stop locations, and average daily weekday boardings and alightings in the inbound and outbound direction.
- **Appendix B** provides route summary tables and charts that give insight into passenger loads, boardings, and alightings.
- **Appendix C** includes the English and Spanish onboard survey instrument used during outreach.
- **Appendix D** is the ICATS Fare Study, which was conducted during the ICATS as a set of analyses complementing existing conditions and service development work. The Fare Study examines various potential changes to transit fares in the Iowa City area and makes recommendations for improving and integrating fares to achieve study goals.