



# 380 Express Bus Service

MPO/RPA Meeting  
September 20 2023  
Brock Grenis; ECICOG

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# Project Background

- ▶ Began October 2018
- ▶ Funded by DOT as part of I-80/I-380 Reconstruction
- ▶ Contract with Windstar Lines
- ▶ 44 Hours of Bus Service per Day
- ▶ Funding Ends June 2024 2026

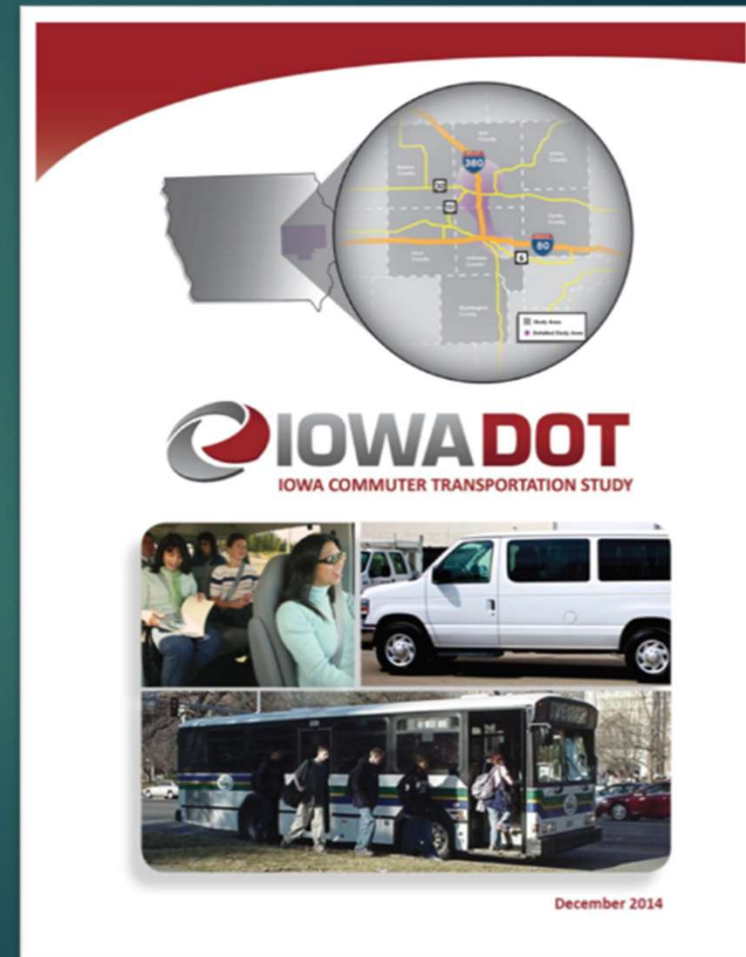


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# How it all started

## Commuter Transportation Study

- ▶ Four Recommendations
  - ▶ Interregional Express Bus Service
  - ▶ Public Vanpool
  - ▶ Public Carpool
  - ▶ Subscription Bus
- ▶ Steering Committee to Implement Recommendations
  - ▶ ECICOG Identified as lead agency to implement and operate services



# Funding and Implementation



## Iowa DOT

- ▶ Existing roadway and interstate network is showing signs of being overcapacity

## Local Stakeholders

- ▶ Seeking solutions for employer's demands for workforce (Transportation)

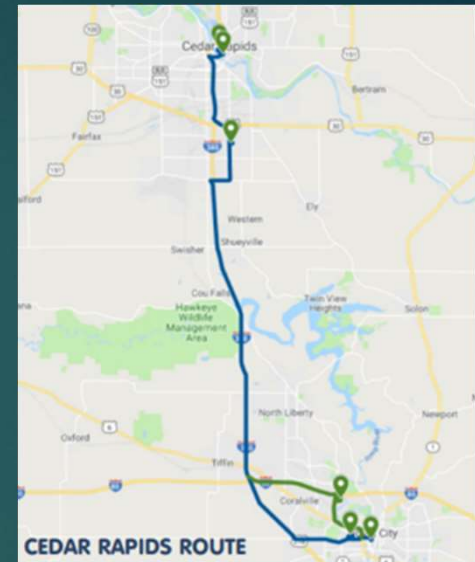
I-380 Multi-Modal and Operations Study

Iowa Commuter Transportation Study

I-380 Planning and Environmental Linkage Study

# Service Launch – October 2018

- ▶ Contract between DOT and ECICOG to Oversee/Administer
- ▶ Windstar Lines selected via RFP
  - ▶ Provide Buses, Drivers, Operations
- ▶ Route, Stops, Service times determined by Study "Big MO" Study
- ▶ All stops located at existing fixed-route bus stops or DOT park and ride lots; schedules aligned with major employers
- ▶ Funded for five years through Primary Road Fund, and FHWA-FTA transfer of I-80/380 Interchange funding for traffic mitigation



Depart Cedar Rapids CTC	Cedar Rapids Lot #8	Kirkwood College	University Hospital WCTC	Iowa City Court Street Center	Coralville Intermodal	Kirkwood College	Active Cedar Rapids CTC
4:52 AM	4:54 AM	5:05 AM	5:30 AM	5:40 AM	6:01 AM	6:27 AM	6:40 AM
5:22 AM	5:24 AM	5:35 AM	6:00 AM	6:10 AM	6:31 AM	6:57 AM	7:10 AM
5:52 AM	5:54 AM	6:05 AM	6:30 AM	6:40 AM	7:01 AM	7:27 AM	7:40 AM
6:22 AM	6:24 AM	6:35 AM	7:00 AM	7:10 AM	7:31 AM	7:57 AM	8:10 AM
6:52 AM	6:54 AM	7:05 AM	7:30 AM	7:40 AM	8:01 AM	8:27 AM	8:40 AM
7:22 AM	7:24 AM	7:35 AM	8:00 AM	8:10 AM	8:31 AM	8:57 AM	9:10 AM
7:52 AM	7:54 AM	8:05 AM	8:30 AM	8:40 AM	9:01 AM	9:27 AM	9:40 AM
8:22 AM	8:24 AM	8:35 AM	9:00 AM	9:10 AM	9:31 AM	9:57 AM	10:10 AM
8:52 AM	8:54 AM	9:05 AM	10:00 AM	10:10 AM	10:31 AM	10:57 AM	11:10 AM
10:22 AM	10:24 AM	10:35 AM	11:00 AM	11:10 AM	11:31 AM	11:57 AM	12:10 PM
11:22 AM	11:24 AM	11:35 AM	12:00 PM	12:10 PM	12:31 PM	12:57 PM	1:10 PM

Depart Cedar Rapids CTC	Kirkwood College	Coralville Intermodal	Iowa City Court Street Center	University Hospital WCTC	Kirkwood College	Cedar Rapids Lot #8	Active Cedar Rapids CTC
1:13 PM	1:25 PM	1:51 PM	2:04 PM	2:15 PM	2:40 PM	2:58 PM	3:02 PM
2:13 PM	2:25 PM	2:51 PM	3:04 PM	3:15 PM	3:40 PM	3:58 PM	4:02 PM
2:43 PM	2:55 PM	3:21 PM	3:34 PM	3:45 PM	4:10 PM	4:28 PM	4:32 PM
3:13 PM	3:25 PM	3:51 PM	4:04 PM	4:15 PM	4:40 PM	4:58 PM	5:02 PM
3:43 PM	3:55 PM	4:21 PM	4:34 PM	4:45 PM	5:10 PM	5:28 PM	5:32 PM
4:13 PM	4:25 PM	4:51 PM	5:04 PM	5:15 PM	5:40 PM	5:58 PM	6:02 PM
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5:13 PM	5:25 PM	5:51 PM	6:04 PM	6:15 PM	6:40 PM	6:58 PM	7:02 PM
5:43 PM	5:55 PM	6:21 PM	6:34 PM	6:45 PM	7:10 PM	7:28 PM	7:32 PM
6:13 PM	6:25 PM	6:51 PM	7:04 PM	7:15 PM	7:40 PM	7:58 PM	8:02 PM
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## RIDE WITH TOKEN TRANSIT

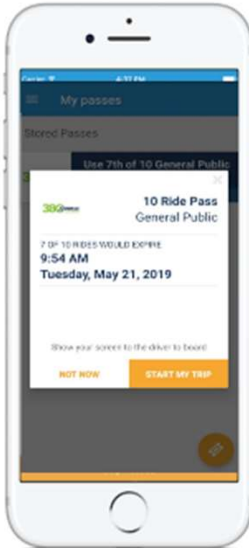
### 1. Purchase

Select any fare type you like, from a single ride to a monthly pass.



### 2. Activate

When you are ready to ride, tap your pass to activate. Your phone holds all your passes.



### 3. Ride

As you board the bus, show the driver your digital ticket.



# Rider Experience

- ▶ No Fareboxes – all cash or Mobile Ticketing
  - ▶ One way Fare \$3.50
- ▶ University of Iowa Students, Faculty, Employees get ½ Price Fares
- ▶ Kirkwood Provides Monthly Passes for Students
- ▶ Became a Relied Upon Commuter Option
- ▶ Feedback on Concern with Service Ending
  - ▶ U Iowa Employees Canceled Parking Passes

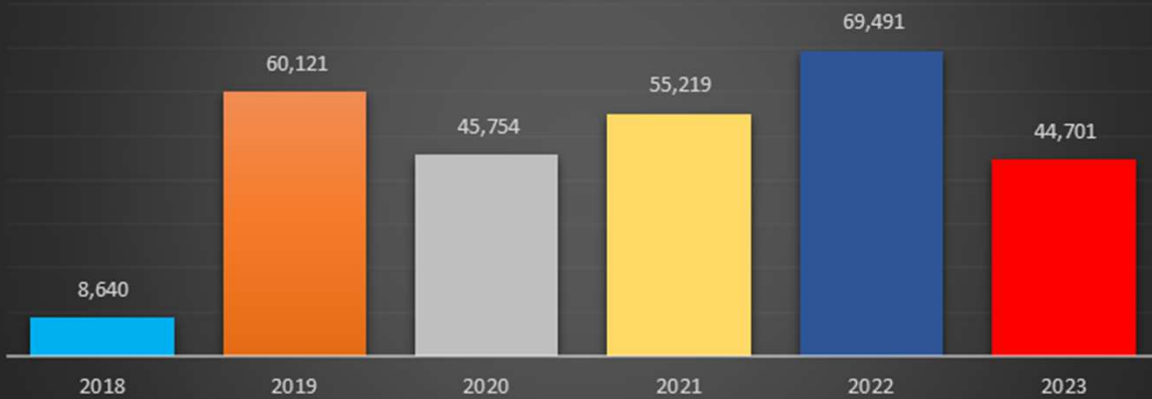


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### 380Express Monthly Ridership By Year



### Yearly Passenger Count



- ▶ 350+ Riders/Day
- ▶ 70% Travel Southbound in AM
- ▶ Peak ridership 7:00 AM and 4:00 PM
- ▶ 64% Trips Work Related; 16% School
- ▶ Over 125 Rides/day During Pandemic
  - ▶ Strong Rebound since

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# Financial Outlook

- ▶ Current Service Level cost \$1.3 million/year
  - ▶ \$235,000 in Passenger Revenue annually
- ▶ DOT Funding Until 2026
- ▶ Beyond 2026 will Require Local Funding
  - ▶ Difficult Because no True "Local Government" Supporting
- ▶ Priority to Keep Peak Service Times
  - ▶ Likely will utilize Region 10 FTA/STA funds

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# Next Steps

- ▶ Continue Monitoring Service for Adjustments
- ▶ Discussions with Local Agencies on Importance
- ▶ Marketing and Promotion
- ▶ Plan for Service Levels based on Potential Funding



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## 380 Express should continue

Bus started to ease congestion during Interstate reconstruction has proven itself

The Gazette

Mon, 18, 2023 9:00 am





Questions?