



7 SCENARIO DEVELOPMENT

INTRODUCTION

Convenient and cost-effective transit service requires an appropriate balance of coverage, frequency, and service span. Prior to developing any recommendations, this study assessed existing ridership patterns, on-time performance, travel patterns, and demographic data. Public meetings and an online survey indicated that expanding service hours, improving service frequency, and better connecting locations outside of downtown were some of the improvements desired most by riders and non-riders. More information on the community input that was used to shape these scenarios is in Chapter 8.

THREE SCENARIOS WITH DIFFERENT PRIORITIES

As a result of these efforts, the ICATS project team developed three preliminary scenarios to improve CAMBUS, Coralville Transit, and Iowa City Transit service. These scenarios do not increase operating costs (i.e., they are cost-neutral) and each emphasizes different types of improvements and route planning principles:

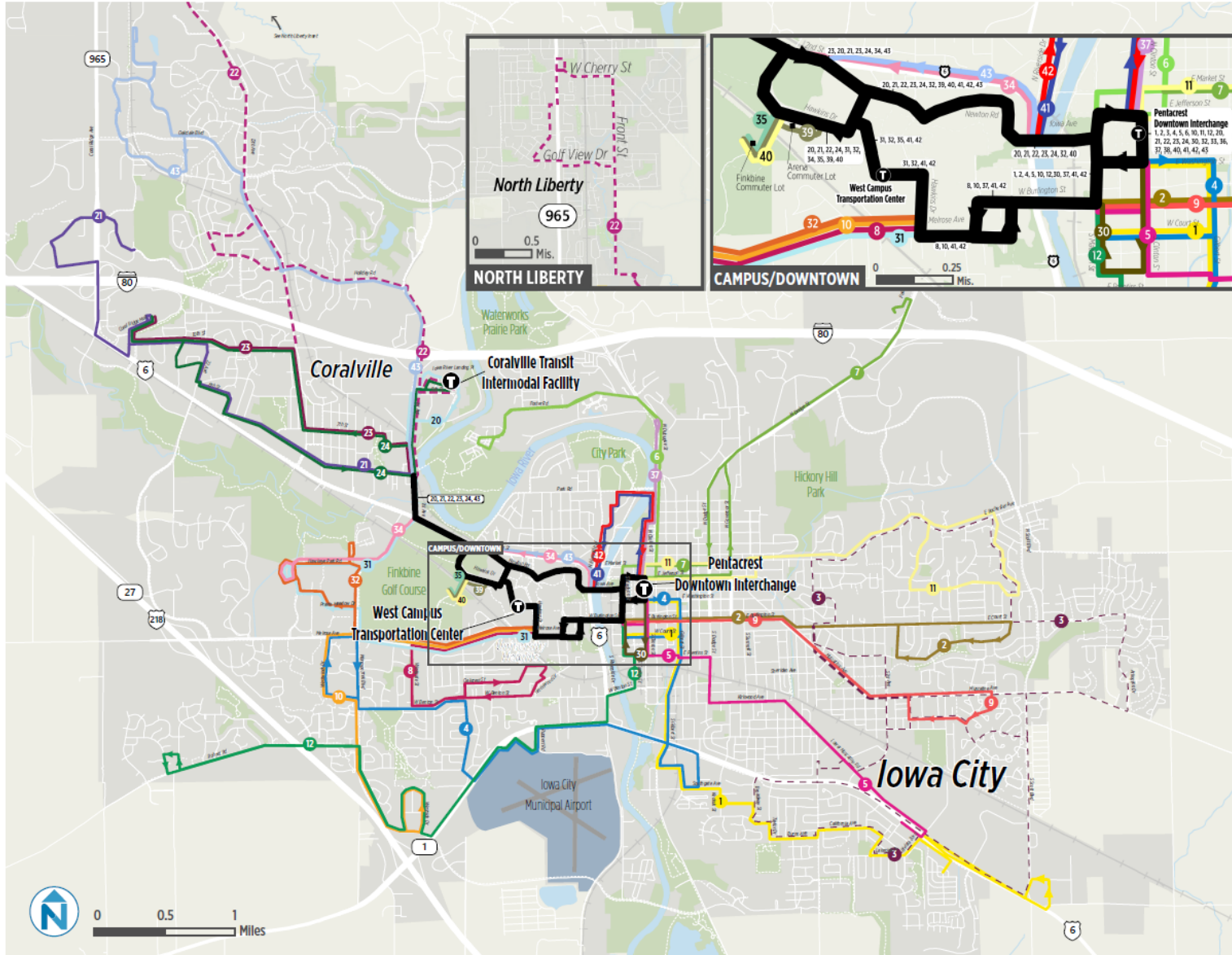
- **Scenario 1** focused on improving frequency on the most popular routes. In addition, it made service more direct and improved speed and reliability. Resources were shifted from lower-ridership routes.
- **Scenario 2** focused on maintaining service coverage, while also improving speed and reliability. This option is most like today's service.
- **Scenario 3** focused on improving weekday evening and weekend service, a top customer priority, by shifting resources from weekday service to weekend service. It also introduced a limited on-demand type service on Sundays. This scenario involves changes to only Iowa City Transit routes.

Route maps for the three scenarios are in Figure 7-1 through Figure 7-3. These scenarios were shared with the public at in-person open houses in January of 2020 and made available for comment via an online survey that was open from January 2020 through March 2020. More information on this outreach is in Chapter 8 of this report.



Figure 7-1 Scenario 1 System Map and Highlights

Scenario 1: Frequency



Scenario 1: Frequency

- | | |
|----------------------------------|-------------------------------------|
| Iowa City Transit | Coralville Transit |
| 1 Broadway | 20 Iowa River Landing |
| 2 Court Street | 21 5th Street |
| 3 Eastside Loop (Peak Trip Only) | 22 North Liberty (Peak Trip Only) |
| 4 Crossstown | 23 10th Street |
| 5 Mall | 24 Saturday & Night |
| 6 Peninsula | CAMBUS |
| 7 North Dodge | 30 East Campus Shuttle |
| 8 Oakcrest | 31 Hawk Lot/Hospital |
| 9 Towncrest | 32 Hawkeye - Hospitals - Pentacrest |
| 10 Plaan View | 33 Hawk Lot - VA Express |
| 11 Rochester | 34 Hospital Finkbine/Arena |
| 12 Westside | 35 Interdorm |
| -- Peak Trip Only | 36 North Hospital Shuttle |
| | 40 Pentacrest |
| | 41 Blue Route |
| | 42 Red Route |
| | 43 Research Park |



Oakcrest, Towncrest, and new Hawkeye-Hospitals-Pentacrest operate every 15 minutes all day on weekdays. Mall route operates every 20 minutes on weekdays.



Connection between west Iowa City and south Iowa City without going downtown.



Faster and more direct service on major streets.



Improved access to Iowa River Landing.

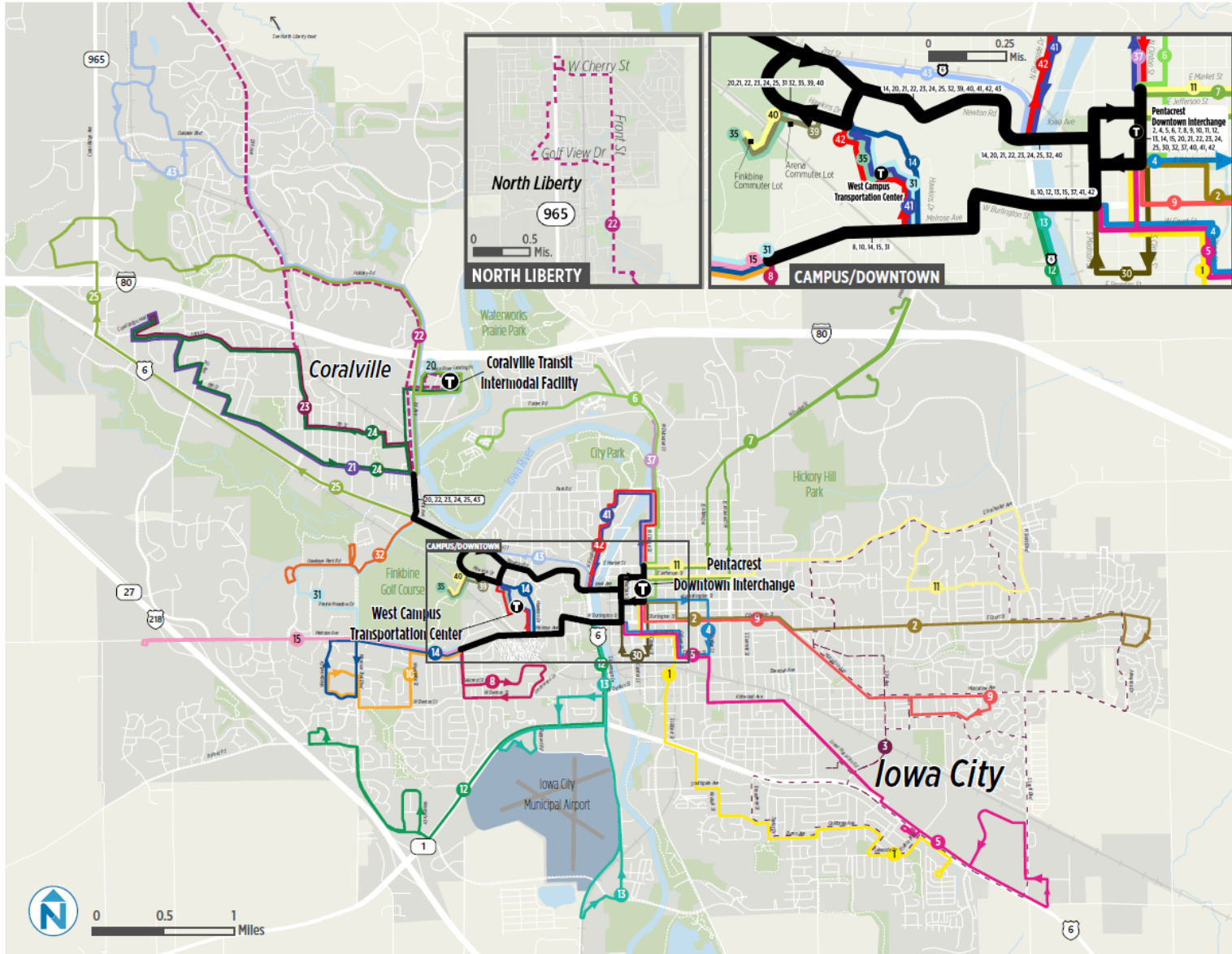


Simplified routes that don't change at night or on weekends.



Figure 7-2 Scenario 2 System Map and Highlights

Scenario 2: Simplified Coverage



Scenario 2: Simplified Coverage

- | | |
|----------------------------------|-------------------------------------|
| Iowa City Transit | Coralville Transit |
| 1 Lakeside | 20 Iowa River Landing |
| 2 Court Street | 21 5th Street |
| 3 Eastside Loop (Peak Trip Only) | 22 North Liberty (Peak Trip Only) |
| 4 Downtown Shuttle | 23 10th Street |
| 5 Mall | 24 Saturday & Night |
| 6 Peninsula | 25 Express |
| 7 North Dodge | CAMBUS |
| 8 Oakcrest | 30 East Campus Shuttle |
| 9 Towncrest | 31 Hawk Lot/Hospital |
| 10 Westside - Downtown | 32 Hawkeye - Hospitals - Pentacrest |
| 11 Rochester | 33 Hospital Finkbine/Arena |
| 12 Walden | 34 Interdorm |
| 13 Westport Plaza | 35 North Hospital Shuttle |
| 14 Westside - Hospital | 40 Pentacrest |
| 15 Melrose Express | 41 Blue Route |
| --- | 42 Red Route |
| | 43 Research Park |






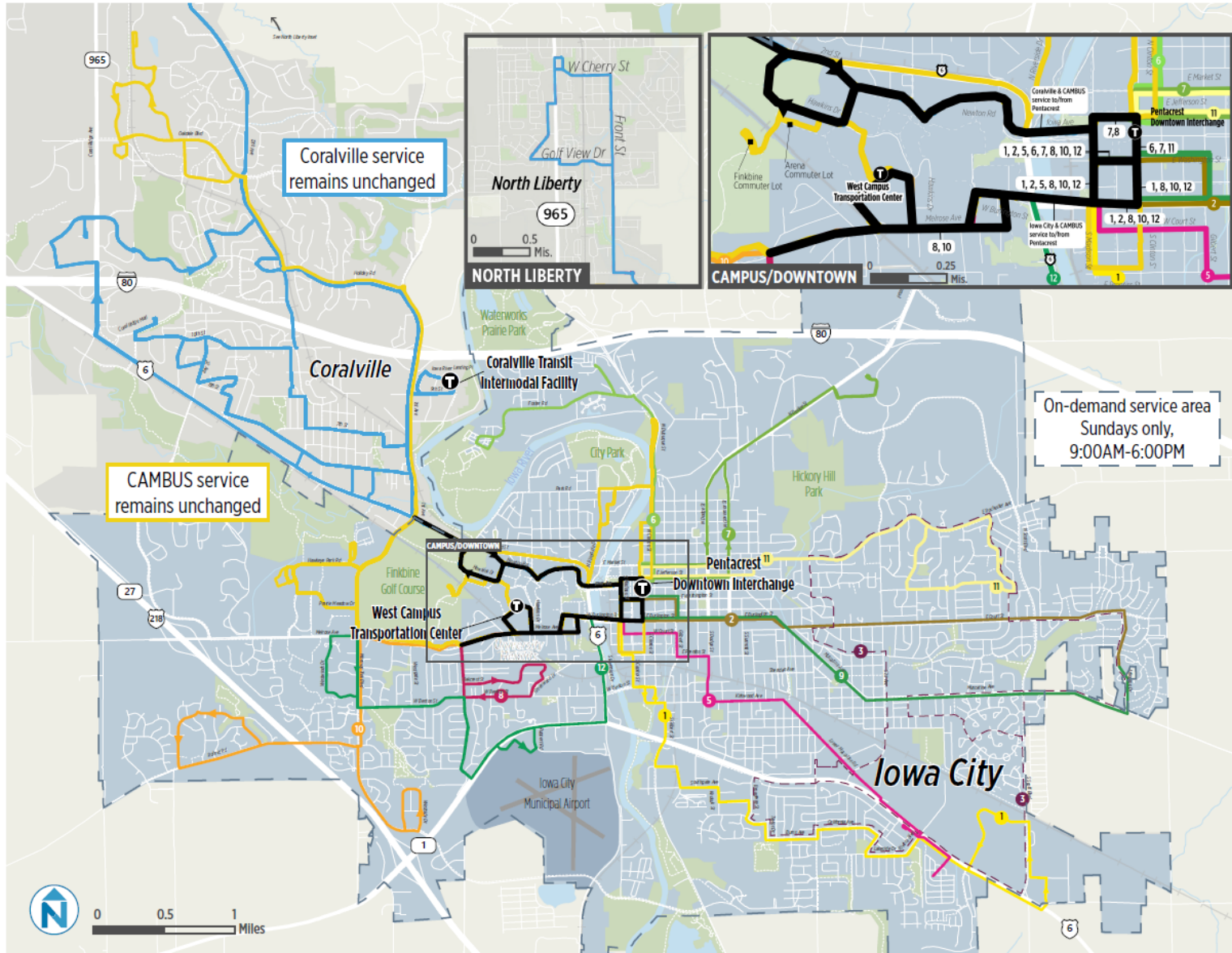
-  Oakcrest and Towncrest routes operate more frequently on Saturdays.
-  Fewer overlapping routes serving the same destinations.
-  Hawkeye-Hospitals-Pentacrest operates every 15-minutes all day weekdays.
-  Service to lower-ridership neighborhoods is maintained.
-  Faster, more direct service on major streets.



Figure 7-3 Scenario 3 System Map and Highlights

Scenario 3: Restructure & Improve Weekends & Evenings (Iowa City Transit Only)



Scenario 3: Restructure & Improve Weekends & Evenings

Weekends & Evenings

Iowa City Transit	CAMBUS
1 South Iowa City	East Campus Shuttle
2 Court Street	Hawk Lot/Hospital
3 Eastside Loop (Peak Trip Only)	Hawkeye - Hospital
4 Mall	Interdorm
5 Peninsula	North Hospital Shuttle
6 North Dodge	Pentacrest
7 Oakcrest	Blue Route
8 Towncrest	Red Route
9 West Iowa City	Research Park
10 Rochester	Hawkeye Interdorm
11 Walmart Westside	Hospital Finkbine/Arena
12 -- Peak Trip Only	Hawkeye Express
	Hospital via Hancher
	Mayflower Shuttle

- 1st Avenue/Iowa River Landing
- 10th Street
- AM Express
- Lantern Park
- Saturday & Night

- No changes to existing CMBUS and Coralville Transit service.
- Improved Saturday service on all regular Iowa City Transit routes.
- Weekday service until 10:00PM on all Iowa City Transit routes.
- On-demand Sunday service in Iowa City and University Heights.
- All ICT routes operate every 30 minutes during weekday peak times. All but three operate every 30 minutes during midday.
- Simplified routes that don't change at night or on weekends.