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.
Scenario 2: Simplified Coverage

- Coralville Transkit Intermodal Facility
- North Liberty
- Coralville
- Iowa City
- Campus/Downtown

- Fewer overlapping routes serving the same destinations.
- Oakcrest and Towncrest routes operate more frequently on Saturdays.
- Service to lower-ridership neighborhoods is maintained.
- Faster, more direct service on major streets.

- Hawkeye-Hospitals-Pentacrest operates every 15-minutes all day weekdays.
Scenario 3: Restructure & Improve Weekends & Evenings (Iowa City Transit Only)

- Coralville service remains unchanged
- CAMBUS service remains unchanged

On-demand service area
Sundays only, 9:00AM-6:00PM

No changes to existing CAMBUS 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.