



CyRide System Redesign: Final Report

City of Ames

August 2017



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EXECUTIVE SUMMARY

With productivity metrics that rivals and exceeds many urban bus systems, CyRide service functions extremely efficiently. CyRide served nearly seven million passengers in 2015 and serves as a vital transportation service for ISU students, faculty/staff, and Ames residents. The purpose of the System Redesign is to develop a sustainable path for the future of a system bursting at the seams while also examining opportunities to extend transit service to better meet the needs of the community in Ames. Key issues addressed in the System Redesign include:

- **Balancing Coverage and Productivity.** While CyRide is incredibly effective at serving ISU students, there are opportunities to enhance service quality for other members of the community. Development occurring on the city's fringes that is difficult to serve with fixed-route transit service was also evaluated as part of the System Redesign.
- **Examining Constraints.** In addition to financial constraints, CyRide faces very real physical constraints in terms of vehicle storage capacity. This study looks at optimizing use of peak vehicles to limit the use of "extra" vehicles when possible with a goal of relieving stress on the current storage facility and streets on ISU's campus.
- **Managing Demand.** CyRide operates highly efficient service, to the point that even evening service has experienced overcrowding. A thorough, data-driven understanding of ridership patterns allows CyRide to allocate service more effectively to meet demand in the system.

Important steps in the System Redesign process included gathering meaningful stakeholder involvement throughout the project, understanding the market for transit, analyzing strengths and weaknesses of existing service, developing and evaluating service options, and creating implementable recommendations. This Executive Summary provides an overview of the findings and recommendations for CyRide's System Redesign.

SYSTEM REDESIGN GUIDING PRINCIPLES

CyRide's Board of Trustees developed six guiding principles designed to inform the future of transit service in Ames. The six guiding principles are as follows:

- **Financial:** Strive to maintain local funding partner annual increases of no more than 5%.
- **Rider Demographic:** Increase the number of non-student riders within the community.
- **Minimum Service Frequencies:** Strive to maintain peak hour service at 20 minutes (7 a.m. – 6 p.m.), and non-peak hour service at 40 minutes (weekday evenings and weekends).

- **Geographic Coverage:** 85% of Ames residents in transit supportive areas are within ¼ mile of a fixed-route.
- **Travel Time Maximum:** The maximum travel time a customer rides a bus would be 45 minutes (based on sample trips).
- **Safety:** Strive to increase safety and decrease vehicular congestion within the community.

SYSTEM REDESIGN OPERATIONAL GOALS

A series of goals and objectives were established early in the System Redesign process to guide the development of service scenarios and additional recommendations. CyRide's System Redesign goals included the following:

- Improve routing where applicable
- Reduce use of extras and formalize schedules to the extent possible
- Reduce impacts on ISU's campus
- Add capacity where it is needed most
- Improve coverage at ISU Research Park
- Improve service frequency and service span on weekday evenings
- Improve service on South Duff Avenue

THE MARKET FOR TRANSIT

The market analysis reviews demographic characteristics associated with the market for transit ridership, including population, employment, and land use. The purpose of this analysis is twofold: (1) to identify gaps in transit service in areas with high demand, and conversely (2) to identify overserved areas where transit demand is weak. This market analysis assesses 11 demographic characteristics that are commonly associated with demand for transit. The analysis helps understand where people who are likely to use transit live and work. More information about the market for transit is available in Chapter 2.

These are the key findings from the market analysis:

- **ISU is the primary existing market for transit.** Student housing complexes and destinations on ISU's main campus generate huge demand for transit service.
- **CyRide effectively serves areas with high transit demand.** In addition to ISU's main campus, this includes areas southwest of ISU, Downtown Ames, north of ISU, and northeast Ames. Concurrently, CyRide enables increased mobility for zero-vehicle households and other transit dependent populations.
- **There are opportunities to improve service to large employment centers.** ISU Research Park and jobs located in the eastern portion of Ames are a potential market with a limited level of existing service. However, these locations are less dense in terms of land use than other areas in the city and difficult to serve with traditional fixed-route transit service.
- **CyRide may be able to achieve a more balanced system for non-student transit users.** While transit coverage in Ames is extensive, there are opportunities to streamline routing and improve service to meet transit needs for a greater proportion of the community.

PEER REVIEW

Eight peer agencies were selected for CyRide's peer review: Athens Transit System and University of Georgia Transit System (Athens, GA), Champaign-Urbana Mass Transit District (Champaign-Urbana, IL), Chapel Hill Transit (Chapel Hill, NC), Regional Transit System (Gainesville, FL), Iowa City Transit and CAMBUS (Iowa City, IA), CityBus (Lafayette, IN), Citibus (Lubbock, TX), and Centre Area Transportation Authority (State College, PA). Peer agencies were chosen based on the size, organizational structure, and demographic similarity to CyRide. With the exception of one peer (Centre Area Transportation Authority), all agencies in the peer group are either divisions of a city government or are operated by a large university. All of the cities in the peer group are home to a major university.

Overall, CyRide's performance measures demonstrate that the agency provides effective and efficient service, and performs above average when compared with peer transit agencies. Findings from the peer review include the following:

- **CyRide operates with a high degree of efficiency and is extremely productive.** The agency recorded an average 56.9 passenger trips per revenue hour in 2014.
- **CyRide's fleet of vehicles is larger and slightly older than the peer group average.** As CyRide has both high ridership per revenue hour and a large fleet of vehicles, there may be room to optimize routes and service to reduce the number of vehicles needed to meet peak demand.
- **CyRide service is more heavily peak-oriented than some of its peers.** Despite operating 74 vehicles in maximum fixed route service and serving one of the densest service areas included in the peer review, CyRide currently operates fewer annual revenue miles and annual revenue hours.
- **The agency has strong financial performance,** with a farebox recovery ratio of 51%, compared with the peer group average of 45%. This figure includes revenue generated by the agreement with ISU's Student Government, which provides funding through student fees.

Additional information is available in Chapter 4.

REVIEW OF PLANS AND DEVELOPMENT

Transit in Ames exists within a broader planning and development context. The review of plans and development is available in Chapter 5 and addresses three components:

- **Survey Review.** The review presents the results of three surveys that each relate to transit in Ames: (1) the Ames Residential Satisfaction Survey (2015); (2) the Ames Mobility 2040 On-Board Transit Survey (2014); and (3) two CyRide Stoplight Surveys of transit drivers—one from 2013 and another from 2015.
- **Plan Review.** This review evaluates two plan documents that will have an impact on transit in Ames: (1) the Ames Transit Feasibility Study (2007); and (2) the Alternatives Analysis Study: Orange Route Corridor Study (2016).
- **Development Review.** This review summarizes upcoming development in Ames—both residential and non-residential.

Planning issues and anticipated development in the City of Ames will influence future CyRide service. The following are key findings from the plans and development review:

- **Approximately 700 units are anticipated for construction in 2017 alone**, with about 1,000 more to come on-line in 2018 and 2019. Transit demand will inevitably follow given existing activity levels oriented toward ISU, though some housing is geared toward the general workforce due to employment growth at the ISU Research Park, and not students exclusively.
- **New commercial development planned for S Duff Avenue may provide opportunities to better serve non-university trips.** However, much of this commercial development will be big box retail and low density in nature, and therefore may prove difficult to serve effectively with traditional fixed-route transit service.
- **Some development will occur outside the service area or in areas with low levels of existing service.** Additionally, increased demand in existing areas could lead to additional crowding on already-overloaded buses.
- **Additional funding has not been identified to meet increased demand.** If additional vehicles are required for providing service to new development, more financial resources will be required to meet transit needs.

Figure ES-1 provides a summary from the plans and development review.

Figure ES-1 Development Review Summary

Section	Key Findings
Survey Review	<ul style="list-style-type: none"> ▪ The Ames Residential Satisfaction Survey (2015) finds that CyRide is the highest priority for increased spending among 10 ongoing public services in Ames. ▪ The CyRide On-Board Transit Survey (2014) finds: <ul style="list-style-type: none"> – The majority of transit riders reach the bus stop and their destination on foot (84% and 91% respectively). – Three-quarters of transit riders are aged 18 to 24; nine out of 10 are students. – Most transit riders are choice riders: 86% have a valid driver's license and 74% have at least one vehicle in their household. ▪ CyRide drivers are frustrated with scheduling practices for peak demand trips, the lack of online administrative functions, and the way in which CyRide has dealt with growing demand. However, they are eager to help improve operations.
Plan Review	<ul style="list-style-type: none"> ▪ The Ames Transit Feasibility Study (2007) identifies two corridors in Ames that warrant increased transit service: Corridor 1 (between the main ISU campus and ISC), and Corridor 5 (along Mortensen Road in the southwestern part of Ames). ▪ The Alternatives Analysis Study: Orange Route Corridor Study (2016) further assesses the potential for high-capacity transit for the CyRide Orange Route. It recommends: <ul style="list-style-type: none"> – Splitting the route into an inter-residence/ISC circulator and the remainder of the Orange Route; or creating a BRT system along the current Orange Route alignment, including dedicated right-of-way and transit signal priority. A BRT system is the preferred alternative. – Purchasing articulated buses to allow higher on-board loads during peak periods.
Development Review	<ul style="list-style-type: none"> ▪ Eleven apartment complexes are slated for development in the City of Ames between 2017 and 2019. ▪ The City anticipates growth within five key zones: (1) North Ames, (2) Northwest Ames, (3) Southwest Ames, and to a lesser extent (4) Campustown and the Lincoln Way corridor, and (5) Downtown Ames. ▪ New commercial development will likely take place along S Duff Avenue and SE 16th Street in the form of big box retail.

EXISTING TRANSIT SERVICES

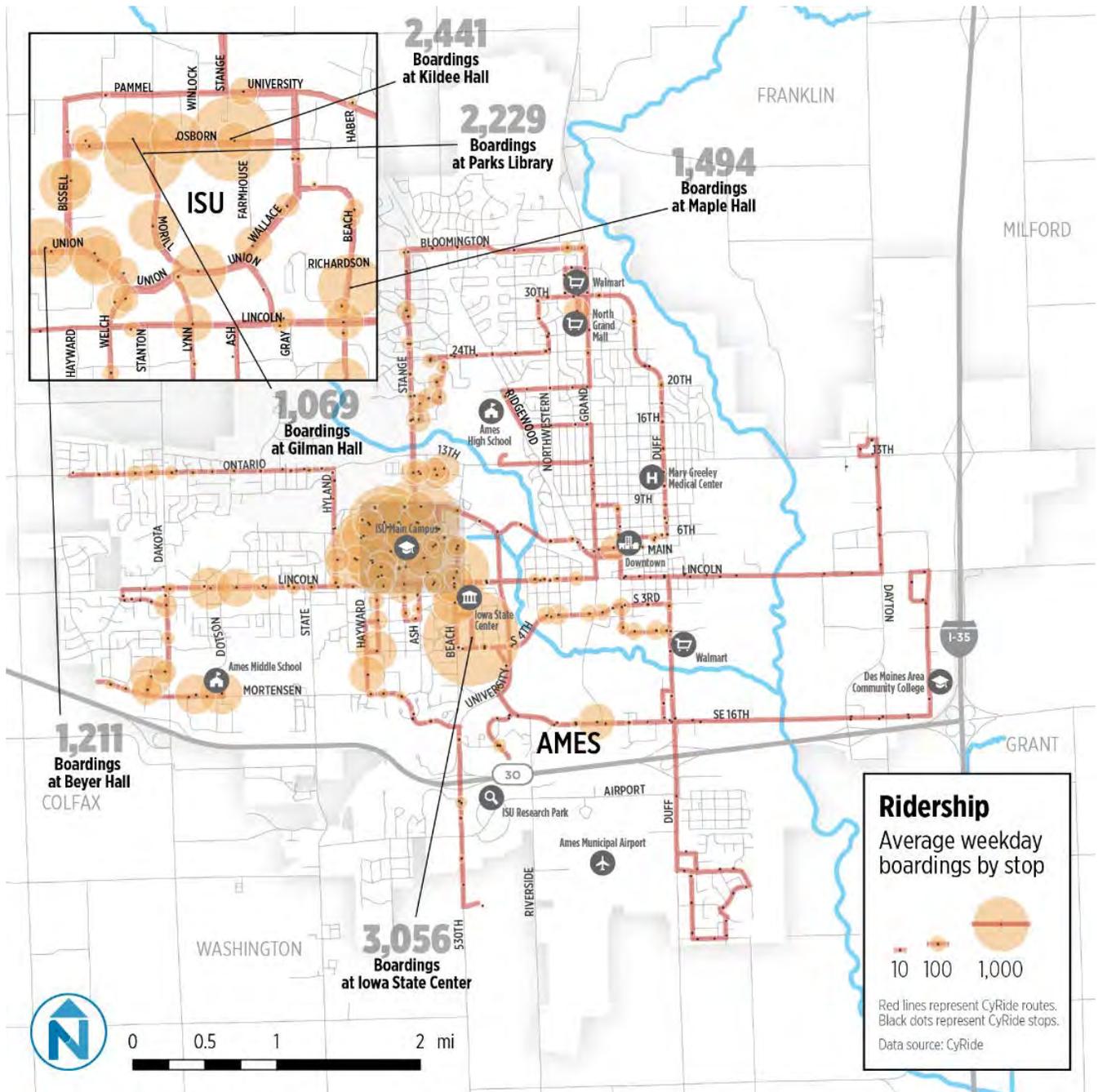
Overall ridership has increased 45% since the ISU student government agreement began in 2002, which allowed for unlimited rides for ISU students.

With this ridership growth in mind, the existing transit service analysis conducted as part of the System Redesign describes CyRide's fixed-routes in detail, including alignment characteristics, service span, headway, destinations served, ridership, and schedule adherence. Systemwide ridership based on data collection conducted in September 2016 is shown in Figure ES-2. Key findings from the existing service analysis include the following:

- **Red and Orange routes** have outstanding ridership.
- **Routes that serve ISU typically have a much higher ridership than those not serving campus.** Routes 5 (Yellow) and 10 (Pink) have extremely low ridership and do not serve ISU. Routes with low ridership that *do* serve ISU are Route 4/4A (Gray), Route 22 (Gold), and Route 7 (Purple).
- **Segments near ISU have higher ridership than segments located farther from ISU**, for routes that serve the main ISU campus (other than the west end of Route 1 Red).
- **Ridership is strongly correlated to class times for routes that serve the main ISU campus.** Inbound segments are more closely associated with ridership in the lead-up to classes, and outbound segments are closely associated with ridership immediately following classes.

Detailed information about CyRide's existing transit routes is available in Chapter 6.

Figure ES-2 CyRide Systemwide Ridership



SYSTEM REDESIGN CIVIC ENGAGEMENT

A primary objective for civic engagement conducted as part of the CyRide System Redesign was to obtain feedback regarding transit needs and potential improvements from a wide range of community members. The target audiences for outreach were transit riders, major stakeholders, ISU students and representatives, and the general public.

While stakeholder opinions varied between groups, many participants identified a core set of themes that are important to the success of the CyRide System Redesign Study. These themes included:

- **Financial Constraint.** CyRide service in the future should be financially sustainable as measured by CyRide's current operating budget and expected future revenues.
- **Balancing Service.** Serving ISU and the residents of Ames are equally important to CyRide's long-term success.
- **Creating Simplicity.** CyRide's current route structure is focused on efficiency; however, a balance of efficiency and effectiveness, through simplifying operational/scheduling practices, will benefit CyRide and the public.
- **Ensuring Accessibility.** An important part of CyRide's mission is providing transportation to residents who have limited mobility or who do not have a car. Ensuring accessibility requires the provision of service to many destinations in the city.
- **Scalability.** As Ames and ISU continue to grow, CyRide will need to accommodate an increasing level of demand.

Civic engagement was conducted in two phases throughout the study. Phase One of public outreach consisted of public meetings, pop-up meetings, an online "Design Your Transit System" tool (with more than 1,700 responses, including approximately 12% of respondents not affiliated with ISU), an on-board survey (with more than 1,400 responses), front line staff and operator outreach, and stakeholder outreach.

The goal of Phase Two public outreach was to receive public input related to two initial short-term service scenarios to assist in developing a preferred scenario. Phase Two consisted of continued stakeholder involvement, public meetings, an online recommendations survey, and pop-up meetings. More than 600 responses were collected as part of Phase Two. Key themes from comments received during this outreach phase included the following:

- Overall, the sentiment is that Scenario 2 makes the most sense for achieving the long-term vision of CyRide and serving the community. Many commenters were excited about the proposed changes.
- Overall, people commented in support of improved frequencies.
- Provide better access to Applied Science Center and throughout Research Park.
- Maintain service to high school at all times, not just morning and afternoon trips. Several people noted that they work irregular hours at the school or take midday trips for classes at ISU from Ames High School.
- Many people commented in favor of retaining Route 1A Red on campus; however, a few noted that they would be happy to see fewer buses on campus.

- People commenting on the proposed Innovative Transit Service zone are generally supportive of the idea or have additional questions about funding, service, and other details of the proposed service.
- People are supportive of improved services in West Ames.
- Requests for service to new areas, including: West Ames, South Duff, Lincoln Way/Wilder, Woodland/West/Oakland Street, Research Park, 13th/Northwestern, Y Ave/Lincoln Way, Mortensen Road, West HyVee, 13th/Ontario.
- Increase span of service later in the evening. Specific requests included Yellow and Blue.

More information regarding civic engagement is available in Chapter 7.

SHORT-TERM RECOMMENDATIONS

Initial Service Scenarios

Two preliminary scenarios were developed to improve CyRide service. Each of these scenarios was fiscally constrained, represented specific service tradeoffs, and focused service on several different locations of emphasis. The initial scenarios were developed based on a combination of public input, market research, and existing operating conditions.

Scenario 1: Modest Changes

Scenario 1 seeks to address capacity issues and adjust service to better match demand, increase the number of scheduled trips to balance demand, adjust bus routing to improve on-time performance, and improve service to Southdale and East Ames. The route structure of Scenario 1 represents an incremental step away from the existing route network. Six routes are modified and two routes are consolidated into others.

Scenario 2: Transformative Change

Scenario 2 takes a more transformative approach to providing transit service in Ames. This scenario seeks to address capacity issues and adjust service to better match demand, increase the number of scheduled trips to balance demand, improve all-day frequency in the highest ridership areas, adjust bus routing to improve on-time performance, and improve service to West Ames, South Duff, Southdale, and East Ames.

Preferred Scenario

Both initial scenarios were presented to the public and key stakeholders at multiple meetings. Based on feedback from the outreach, the Preferred Scenario was created. A summary of the Preferred Scenario is provided in Figure ES-3 and Figure ES-4. Figure ES-5 highlights neighborhood benefits associated with Preferred Scenario service recommendations.

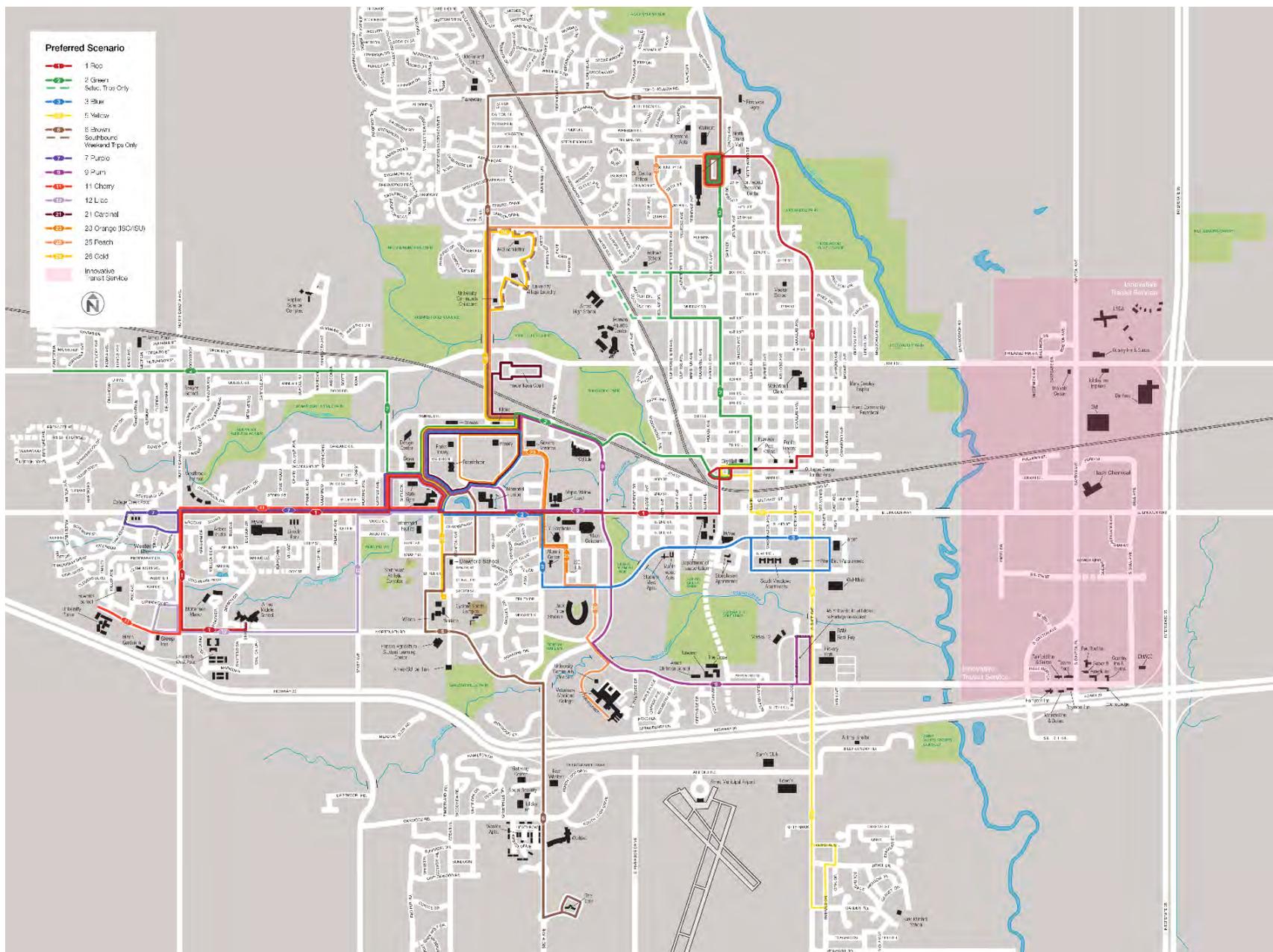
As with the previous scenarios, the Preferred Scenario is fiscally constrained. Goals of the scenario include addressing capacity issues and adjusting service to better match demand; increasing the number of scheduled trips to balance demand; improving all-day frequency in high ridership areas; adjusting routing to improve on-time performance; improving service to West Ames, South Duff, Southdale, and East Ames; and maintaining service quality for existing customers.

Several changes to the Preferred Scenario responded directly to public feedback. These included:

- More frequent scheduled service on Routes 1 Red, 3 Blue, 23 Orange, and 26 Gold.
- Modification of Route 26 Gold to remove segment operating on Hayward Avenue. This requires the construction of a new bus turnaround at The Towers by the intersection of Welch Avenue and Storm Street.
- Route 5 Yellow provides more coverage to the south part of the Southdale neighborhood.
- Innovative Transit Service zone recommended in East Ames.
- New Route 25 Peach operates from Vet Med to North Grand Mall via 24th Street, maintaining coverage currently provided by the Blue Route.
- Twenty-minute service added on Route 6 Brown from 8 a.m.-10 a.m. to respond to anticipated demand.
- More frequent scheduled service on Routes 1 Red, 3 Blue, 23 Orange, and 26 Gold.
- Modification of Route 26 Gold to remove segment operating on Hayward Avenue. This requires the construction of a new bus turnaround at The Towers by the intersection of Welch Avenue and Storm Street.
- Route 5 Yellow provides more coverage to the south part of the Southdale neighborhood.
- Innovative Transit Service zone recommended in East Ames.
- New Route 25 Peach operates from Vet Med to North Grand Mall via 24th Street, maintaining coverage currently provided by the Blue Route.
- Twenty-minute service added on Route 6 Brown from 8 a.m.-10 a.m. to respond to anticipated demand.

More information about short-term recommendations is available in Chapter 8.

Figure ES-3 Preferred Scenario



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Figure ES-4 Preferred Scenario Summary of Changes

Route	Summary of Changes	Frequency (Minutes between buses)		Span	
		Existing (Peak)	Preferred Scenario (Peak)	Existing	Preferred Scenario
1 Red	Operates from Ames Middle School to ISU via Mortensen and S. Dakota (no left turn at Steinbeck/S. Dakota). Operates more frequently during peak periods times.	15 - 20	15	6:21 a.m. - 12:32 a.m. 7:11 a.m. - 10:26 p.m. (Saturday) 8:31 a.m. - 11:40 p.m. (Sunday)	6:30 a.m. - 12:30 a.m. 7:00 a.m. - 10:30 p.m. (Saturday) 8:30 a.m. - 11:30 p.m. (Sunday)
2 Green	Eliminate Ames High School deviation except for school start/end times.	20	20	6:22 a.m. - 11:28 p.m. 7:50 a.m. - 10:32 p.m. (Saturday) 8:33 a.m. - 11:38 p.m. (Sunday)	6:30 a.m. - 11:30 p.m. 8:00 a.m. - 10:30 p.m. (Saturday) 8:30 a.m. - 11:30 p.m. (Sunday)
3 Blue	Truncate to operate between S. Duff and ISU campus. Extend route to serve Target and Walmart more directly. Operate more frequently during peak times.	15 - 20	10 - 15	6:22 a.m. - 12:34 a.m. 7:19 a.m. - 10:27 p.m. (Saturday) 8:30 a.m. - 11:39 p.m. (Sunday)	6:30 a.m. - 12:30 a.m. 7:30 a.m. - 10:30 p.m. (Saturday) 8:30 a.m. - 11:30 p.m. (Sunday)
4 Gray	Eliminate route (new all-day "Innovative Transit Service" zone in eastern Ames).	60 - 120	-	7:22 a.m. - 11:06 a.m. (4) 10:51 a.m. - 2:37 p.m. (4A) 2:05 p.m. - 9:19 p.m. (4)	-
5 Yellow	Provide all-day service from Southdale to Downtown via South Duff.	30-40	30	6:46 a.m. - 10:59 a.m. 3:17 p.m. - 6:52 p.m. 8:57 a.m. - 6:39 p.m. (Saturday)	6:30 a.m. - 7:00 p.m. 9:00 a.m. - 7:00 p.m. (Saturday)
6 Brown	In conjunction with high frequency service on new Gold Route, adjust Brown Route frequency to reflect demand. Operate through campus via Union-Lynn-Knapp-Welch-Storm. Operate later along entire route. Deviate weekend service to Schilleter and University Village in the southbound direction.	15 - 20	20-30	6:25 a.m. - 6:43 p.m. 5:40 p.m. - 10:15 p.m. (6A) 6:34 p.m. - 9:00 p.m. (6B) 8:34 a.m. - 8:15 p.m. (Saturday) 11:00 a.m. - 8:15 p.m. (Sunday)	6:30 a.m. - 9:00 p.m. 8:00 a.m. - 9:00 p.m. (Saturday) 8:30 a.m. - 8:30 p.m. (Sunday)
7 Purple	Improve span and add more trips. Begin route at Todd/S. Dakota; operate on campus via Welch-Union-Hayward in counterclockwise manner.	40 - 60	15 - 30	6:54 a.m. - 8:58 a.m. 3:02 p.m. - 5:25 p.m.	7:00 a.m. - 10:00 a.m. 2:30 p.m. - 5:30 p.m.
8 Aqua	No changes	30	30	12:27 p.m. - 8:17 p.m. (summer only)	12:27 p.m. - 8:17 p.m. (summer only)
9 Plum	No changes are recommended.	20	20	7:08 a.m. - 10:22 p.m.	7:00 a.m. - 10:30 p.m.

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Route	Summary of Changes	Frequency (Minutes between buses)		Span	
		Existing (Peak)	Preferred Scenario (Peak)	Existing	Preferred Scenario
10 Pink	Eliminate route (new all-day "Innovative Transit Service" zone in eastern Ames).	50 - 60	-	7:29 a.m. - 9:46 a.m. 2:55 p.m. - 5:31 p.m.	-
11 Cherry	Rebrand Route 1A Red as Route 11 Cherry. Operate to ISU via Mortensen, S. Dakota, and Lincoln Way and on campus via Welch-Union-Hayward in counterclockwise manner.	8 - 20	7 - 15	7:20 a.m. - 6:59 p.m.	7:30 a.m. - 6:30 p.m.
12 Lilac	New express service from Dickenson to ISU via Mortensen and State; operate on campus via Welch-Union-Hayward in counterclockwise manner.	-	20	-	7:00 a.m. - 10:00 a.m. 2:30 p.m. - 5:30 p.m.
21 Cardinal	No changes are recommended.	8	8	7:10 a.m. - 10:22 p.m.	7:00 a.m. - 10:30 p.m.
22 Gold	Eliminate route (deviate Route 6 Brown to Lynn)	20	-	7:06 a.m. - 5:51 p.m.	-
23 Orange	Show more trips on schedule. No longer serves Vet Med.	10 - 20	4	6:30 a.m. - 10:20 p.m.	6:30 a.m. - 10:30 p.m.
24 Silver	No changes	-	-	6:00 p.m. - 10:00 p.m. (Sunday nights only)	6:00 p.m. - 10:00 p.m. (Sunday nights only)
25 Peach	New route between Vet Med and North Grand Mall via Stange and 24 th Street.	-	60	-	7:00 a.m. - 7:00 p.m.
26 Gold	New high-frequency route serving Schilleter Village, University Village, ISU, and Towers.	-	10	-	7:00 a.m. - 10:30 p.m.
Moonlight Express	No changes	-	-	10:00 p.m. - 3:00 a.m. (Friday and Saturday nights only)	10:00 p.m. - 3:00 a.m. (Friday and Saturday nights only)
Innovative Transit Service	Service between City Hall and pink zone area in East Ames on an hourly basis. Passengers will call CyRide for a return trip from East Ames back to City Hall.	-	60	-	7:00 a.m. - 7:00 p.m.

Figure ES-5 Preferred Scenario Neighborhood Benefits

Neighborhood	Preferred Scenario Benefits
South Duff Commercial Area/Southdale	<ul style="list-style-type: none"> ▪ Evening service, weekend service, all-day 30-minute service, and direct service to Downtown ▪ Extension of service to Target and closer to Walmart
Schilletter/Towers	<ul style="list-style-type: none"> ▪ New 10-minute service between The Towers and Schilletter Village from 7 a.m. to 6 p.m. (30-minute service from 6 p.m. to 10 p.m.)
West Ames	<ul style="list-style-type: none"> ▪ More frequent scheduled service during peak times ▪ New express service
ISU Campus	<ul style="list-style-type: none"> ▪ More scheduled trips will reduce “platoons” of buses on campus ▪ Fewer buses overall on Osborn Drive
Research Park	<ul style="list-style-type: none"> ▪ Service span improved to 9 p.m. on weekdays ▪ Weekend service added
Northeast Ames	<ul style="list-style-type: none"> ▪ Improved speed and reliability by only deviating to Ames High School during school start and end times
East Ames	<ul style="list-style-type: none"> ▪ New flexible service (the Innovative Transit Service zone), where passengers could call or potentially use an app to schedule service to and from DMACC and job centers within the zone

SHORT-TERM RECOMMENDATIONS PHASING PLAN

Anticipated phasing for the Preferred Scenario service recommendations is provided in Figure ES-6. CyRide will continue to evaluate the feasibility of implementing service improvements in West Ames and on Routes 3 Blue, Route 6 Brown, Route 23 Orange, Route 25 Peach, and Route 26 Gold at the same time.

Figure ES-6 Preferred Scenario Phasing Plan

Timeframe	Activity
May 2018	<ul style="list-style-type: none"> ▪ Implement Innovative Transit Service, improvements to Route 5 Yellow, and elimination of Route 4/4A Gray and Route 10 Pink
Summer 2018	<ul style="list-style-type: none"> ▪ Complete construction of bus turnaround for Route 26 Gold
August 2018	<ul style="list-style-type: none"> ▪ Improvements to Union Drive/Bissell Road are anticipated to be complete ▪ Implement West Ames service changes (Route 1 Red, Route 7 Purple, Route 11 Cherry, Route 12 Lilac) ▪ Implement recommended changes for Route 2 Green, Route 3 Blue, Route 6 Brown, Route 23 Orange, Route 25 Peach, and Route 26 Gold ▪ Eliminate Route 22 Gold

LONG-TERM RECOMMENDATIONS

Long-term recommendations for CyRide consist of a series of opportunities and options to enhance existing service levels to meet projected future demand. These recommendations require additional capital and operating resources beyond CyRide's current budget. As such, long-term recommendations should be implemented as CyRide's budget and vehicle capacity constraints allow.

The highest priority recommendations for future implementation are summarized in Figure ES-7. High priority recommendations include improvements to Route 5 Yellow, Route 6 Brown, Route 7 Purple, Route 12 Lilac, and Route 26 Gold, as well as new service to ISU Applied Sciences and Research Park North Loop.

All long-term recommendations (including high priority recommendations) are summarized in Figure ES-8. Themes for improvements include increased frequency, extended hours of service, and new services to meet future demand needs and planned development.

Fare Recommendations

A fare analysis was also conducted as part of the System Redesign. Based on the fare analysis, it is recommended that CyRide consider reducing standard fares to \$1 to ease the logistics of fare collection and increase the attractiveness of service to passengers not affiliated with ISU. More information about the fare analysis is available in Appendix D.

Capital Needs

In addition to service and fare recommendations, several capital improvements are also recommended for CyRide, including the following:

- **Increase the size of the articulated bus fleet**, with a goal of operating articulated vehicles on Route 23 Orange, as well as routes originating from West Ames to the extent possible.
- **Implement all-door boarding on free ISU circulator routes**. This would be facilitated through purchase and installation of Automatic Passenger Counters (APCs) on these routes to ensure accurate passenger counts.
- **Improve bus stop infrastructure**, including installing heated bus shelters at high ridership stops.

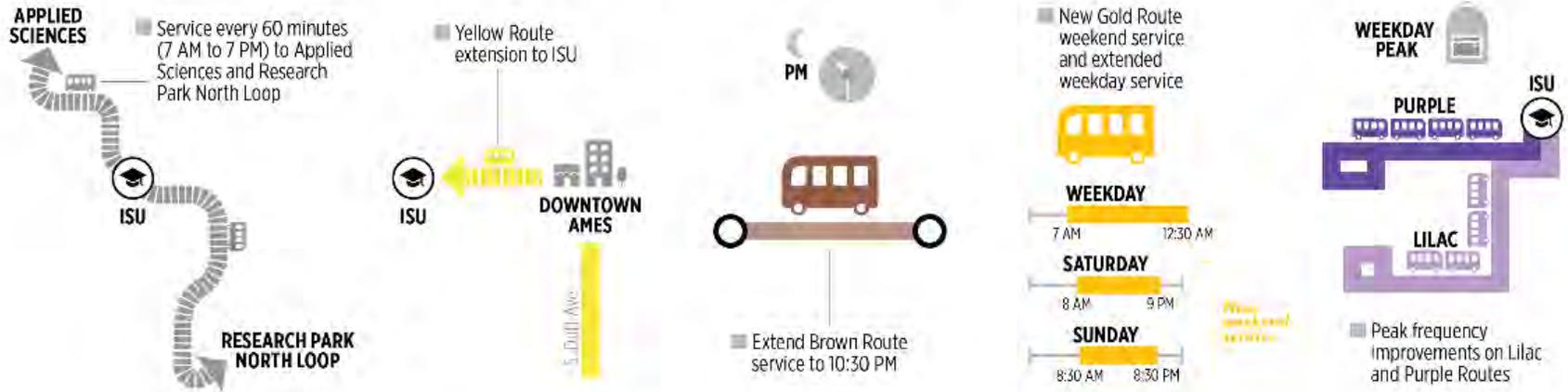
More information about long-term recommendations is available in Chapter 9.

Figure ES-7 Summary of Highest Priority Long-Term Service Recommendations

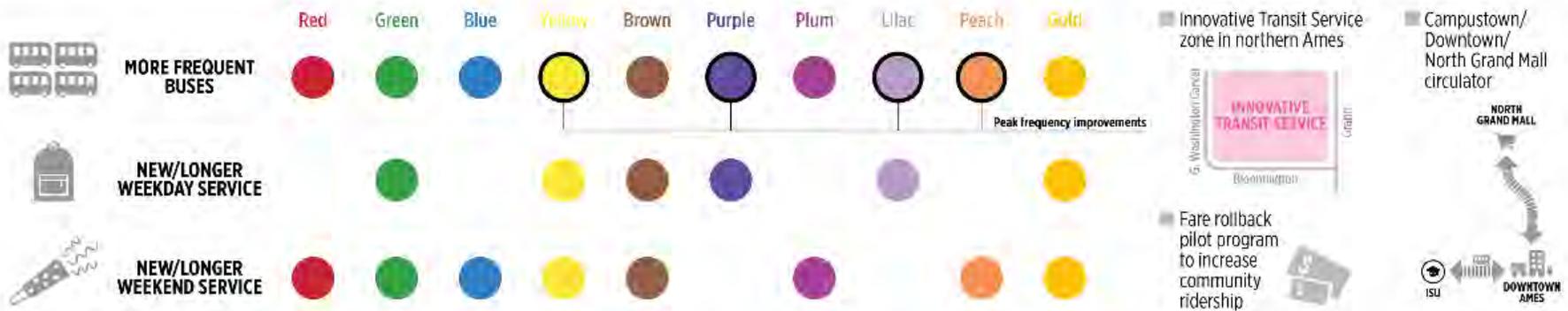
Route	Long-Term Service Recommendations
5 Yellow	<ul style="list-style-type: none"> ▪ Extension to ISU campus
6 Brown	<ul style="list-style-type: none"> ▪ Later weekday evening service (extend to 10:30 p.m.)
7 Purple	<ul style="list-style-type: none"> ▪ Due to new residential development along Lincoln Way, improve frequency from 15 to 10 minute service in the morning period and to 15 minutes in afternoon period
12 Lilac	<ul style="list-style-type: none"> ▪ Due to new residential development along Mortensen, improve frequency from 20 to 15 minute service in morning period and to 15 minutes in afternoon period
26 Gold	<ul style="list-style-type: none"> ▪ Later weekday evening and additional weekend service (weekdays extend to 12:30 a.m., Saturday 8 a.m. to 9 p.m., Sunday 8:30 a.m. to 8:30 p.m.)
New Service: Applied Sciences	<ul style="list-style-type: none"> ▪ New service to Applied Sciences (one new vehicle, 60 minute frequency, operating from 7 a.m. to 7 p.m.)
New Service: Research Park North Loop	<ul style="list-style-type: none"> ▪ New service to Research Park North Loop (60 minute frequency, operating from 7 a.m. to 7 p.m.)

Figure ES-8 CyRide Long-Term Recommendations

CYRIDE HIGH-PRIORITY EXPANSION RECOMMENDATIONS



GENERAL EXPANSION RECOMMENDATIONS



1 INTRODUCTION

The primary goal of the CyRide System Redesign is to create an implementable plan that provides a roadmap to guide CyRide services over the next five years. This System Redesign Final Report provides a summary and documentation of the CyRide System Redesign effort.

Report Organization

The Final Report assesses demographic and socioeconomic characteristics, transit system characteristics and performance, operating context in Ames, a review of peer system performance, civic engagement, and short- and long-term recommendations. The Final Report consists of eight chapters in addition to this Introduction, as well as six appendices. Report chapters include the following:

- **Chapter 2:** Evaluates the socioeconomic and demographic conditions within the CyRide service area to better understand transit demand and service gaps.
- **Chapter 3:** Provides an overview of trends in CyRide fixed-route service, including recent operational and performance data.
- **Chapter 4:** Reviews peer system performance.
- **Chapter 5:** Considers a variety of local planning efforts and upcoming development planned for the City of Ames.
- **Chapter 6:** Provides detailed information for existing CyRide routes.
- **Chapter 7:** Summarizes civic engagement activities conducted throughout the System Redesign process.
- **Chapter 8:** Provides an overview of service scenarios, short-term recommendations, and proposed phasing.
- **Chapter 9:** Summarizes long-term recommendations proposed for implementation as funding allows.
- **Appendix A:** Provides route summary tables and charts that give insight into passenger loads, boardings, alightings, and on-time performance.
- **Appendix B:** Provides additional route-level ridership preferences collected during the on-board survey.
- **Appendix C:** Compiles open-ended comments from the public received during open house meetings and via online surveys.
- **Appendix D:** Describes the fare analysis conducted for CyRide.
- **Appendix E:** Evaluates the costs and operational impacts of passengers currently parking at Iowa State Center (ISC), if they were to use existing fixed-route services.
- **Appendix F:** Provides an overview of impacts on Union Drive, Lincoln Way, and Welch Avenue as a result of short-term recommendations.

2 MARKET ANALYSIS

This market analysis presents demographic characteristics associated with the market for transit ridership. The purpose of this analysis is twofold: (1) to identify gaps in transit service in areas with high demand, and conversely (2) to identify areas where transit demand may be smaller. To do so, it uses a set of 11 demographic indicators typically associated with transit ridership.

Several of the indicators provide the basis for a composite **Transit Demand Index (TDI)**, which in turn highlights the potential for transit demand in Ames.

In addition to traditional transit demand measures, this market analysis focuses on the existing distribution of ISU students, which currently represent the majority of CyRide ridership.

Figure 2-1 lists each indicator included in this analysis, along with (1) whether the data is linked to the place of residence or place of work (2) the unit of measure, (3) the data source, and (4) the geographic level. It also identifies which indicators are used to build the TDI.

Figure 2-1 Market Analysis Indicators

Indicator	Origin	Unit	Source ¹	Geography	TDI
Students	Residence	Students (anonymized)	Iowa State University	Address	No
Population	Residence	People per acre	2010 Census	Block group	Yes
Employment	Work	Jobs per acre	2014 LEHD ²	Block group	No
Low-wage employment	Work	Jobs paying \$1,250/month or less per acre	2014 LEHD	Block group	No
Low income	Residence	People earning less than 200% of the federal poverty line per acre	2010 – 2014 ACS ³	Block group	Yes
People with disabilities	Residence	People with disabilities per acre	2009 – 2013 ACS	Block group	No
Minorities	Residence	Non-white-only population per acre	2010 – 2014 ACS	Block group	Yes
Young adults	Residence	Population aged 18-24 inclusive per acre	2010 Census	Block group	Yes
Older adults	Residence	Population aged 65 and over per acre	2010 Census	Block group	No
Rental units	Residence	Rental units per acre	2010 – 2014 ACS	Block group	Yes
Zero-vehicle households	Residence	Households without access to a vehicle per acre	2010 – 2014 ACS	Block group	Yes

¹ All Census and American Community Survey data was drawn from the Minnesota Population Center's National Historical GIS database at the University of Minnesota (<https://nhgis.org/>)

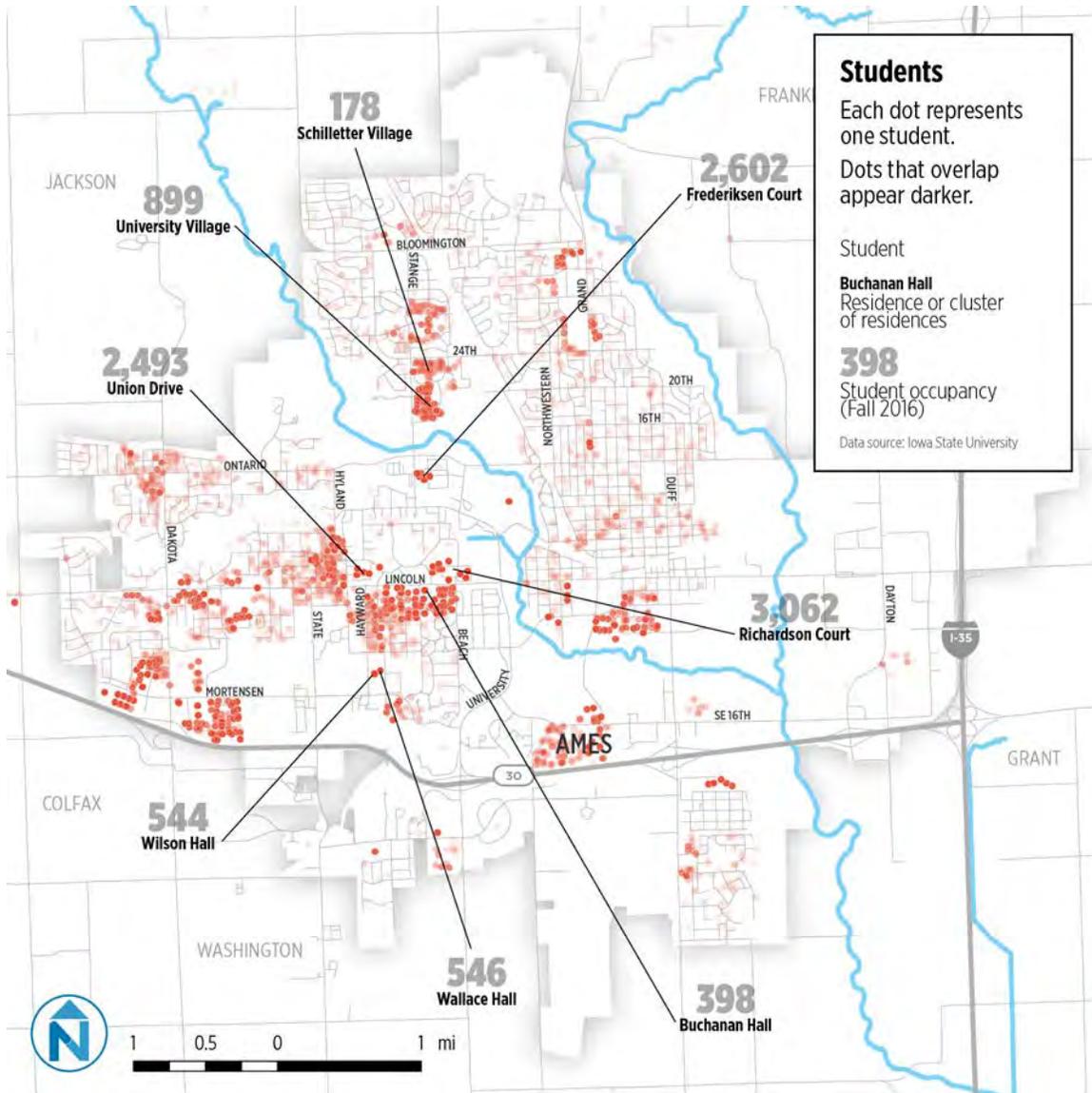
² Job data was taken from the US Census Bureau's Longitudinal Employer-Household Dynamics database.

³ American Community Survey, five-year estimates

STUDENTS

Students comprise the majority of current CyRide riders. As of the Fall 2016 semester, ISU students living in Ames numbered 21,049. Of these, 51% (10,722) live in ISU-owned student housing. The remaining 49% (10,327) live off-campus in housing not owned by ISU. Figure 2-2 maps the density of ISU students in Ames and shows the location of ISU-owned student housing complexes, including student occupancy for the Fall 2016 semester.

Figure 2-2 ISU Students in Ames



ISU Student Housing

Although students live in nearly all parts of Ames, many are clustered into seven student residence zones near or inside the main ISU campus. Figure 2-3 lists the ISU-owned student housing residences in Ames, along with student occupancy for the Fall 2016 semester.

Figure 2-3 ISU Student Housing

Student housing	Type of housing	Description	Number of students
Union Drive	Four traditional residences	Union Drive includes the Eaton, Friley, Helser, and Martin student residences, all of which are located south of Union Drive in the southwestern part of the main ISU campus.	2,493
Richardson Court	Nine traditional residences	Richardson Court includes the Barton, Birch-Welch-Roberts, Freeman, Larch, Linden, Lyon, Maple, Oak-Elm, and Willow student residences, all of which are located near Richardson Court in the southeastern part of the main ISU campus.	3,062
Buchanan Hall	One traditional residence	Buchanan Hall is a student residence south of Lincoln Way near Ash Avenue.	398
Wallace Hall and Wilson Hall	Two traditional residences	Wallace and Wilson Halls are two adjacent student residences located north of Mortensen Road between Hayward Avenue and Welch Avenue.	1,090
Frederiksen Court	Apartment-style housing	Frederiksen Court is a student apartment complex east of Stange Road between the railroad and 13 th Street.	2,602
University Village	Apartment-style housing	University Village is a student apartment complex located north of Squaw Creek on the east side of Stange Road. University Village is immediately south of Schilleter Village.	899
Schilleter Village	Apartment-style housing	Schilleter Village is a student apartment complex bounded by Edenburn Drive on all sides—south of 24 th Street and east of Stange Road. Schilleter Village is immediately north of University Village.	178
Total number of students			10,722

Five neighborhoods in Ames also contain high concentrations of students: south campus area; Westside and Oak-Wood-Forest; near Dakota Avenue at Mortensen Road, Lincoln Way, and Ontario Street; east of the College of Veterinary Medicine; and the southern part of Downtown Ames. Figure 2-4 lists the neighborhoods in Ames with a large student population. Because neighborhood boundaries are not precisely defined, the table presents only the approximate student population.

Figure 2-4 Neighborhoods in Ames with Large ISU Student Population

Neighborhood	Description	Approximate number of students
South Campus Area	South Campus Area is the neighborhood immediately south of the main ISU campus, bounded by Lincoln Way to the north, Hayward Avenue to the west, Beach Avenue to the east, and Mortensen Road to the south.	3,500
Westside and Oak-Wood-Forest	Westside and Oak-Wood-Forest are neighborhoods immediately west of the main ISU campus.	1,000
Dakota Avenue	Several students live in three areas adjacent to Dakota Avenue in the westernmost part of Ames: <ul style="list-style-type: none"> ▪ The neighborhood east and west of Dakota Avenue near Mortensen Road ▪ Southeast and southwest of the intersection of Dakota Avenue and Lincoln Way ▪ West of Dakota Avenue near Ontario Street 	Mortensen: 2,500 Lincoln: 500 Ontario: 500
East of the College of Veterinary Medicine	Neighborhood east of the College of Veterinary Medicine, bounded by South Riverside Drive, South 16 th Street, South Grand Avenue, and Highway 30.	500
South Downtown Ames	The part of Downtown Ames south of the railroad between South Grand Avenue and Duff Avenue is home to a large cluster of students.	500

Other neighborhoods—such as Somerset Village (north of Schilleter Village) and the area near Grand Avenue between 24th Street and Bloomington Road in the north part of Ames—also feature modest but noteworthy student populations: roughly 200 to 350 each depending on where boundaries are drawn.

POPULATION

Population density is a key determinant of transit demand. In Ames, population densities are highest (10 or more people per acre) in the areas surrounding ISU:

- South of Lincoln Way between Beach Avenue and Hayward Avenue
- North of Lincoln Way between Sheldon Avenue and Howard Avenue
- The eastern part of ISU between Stange Road, University Boulevard, and Lincoln Way
- The student housing southeast of 24th St and Stange Road: Schilleter Village apartments and University Village apartments

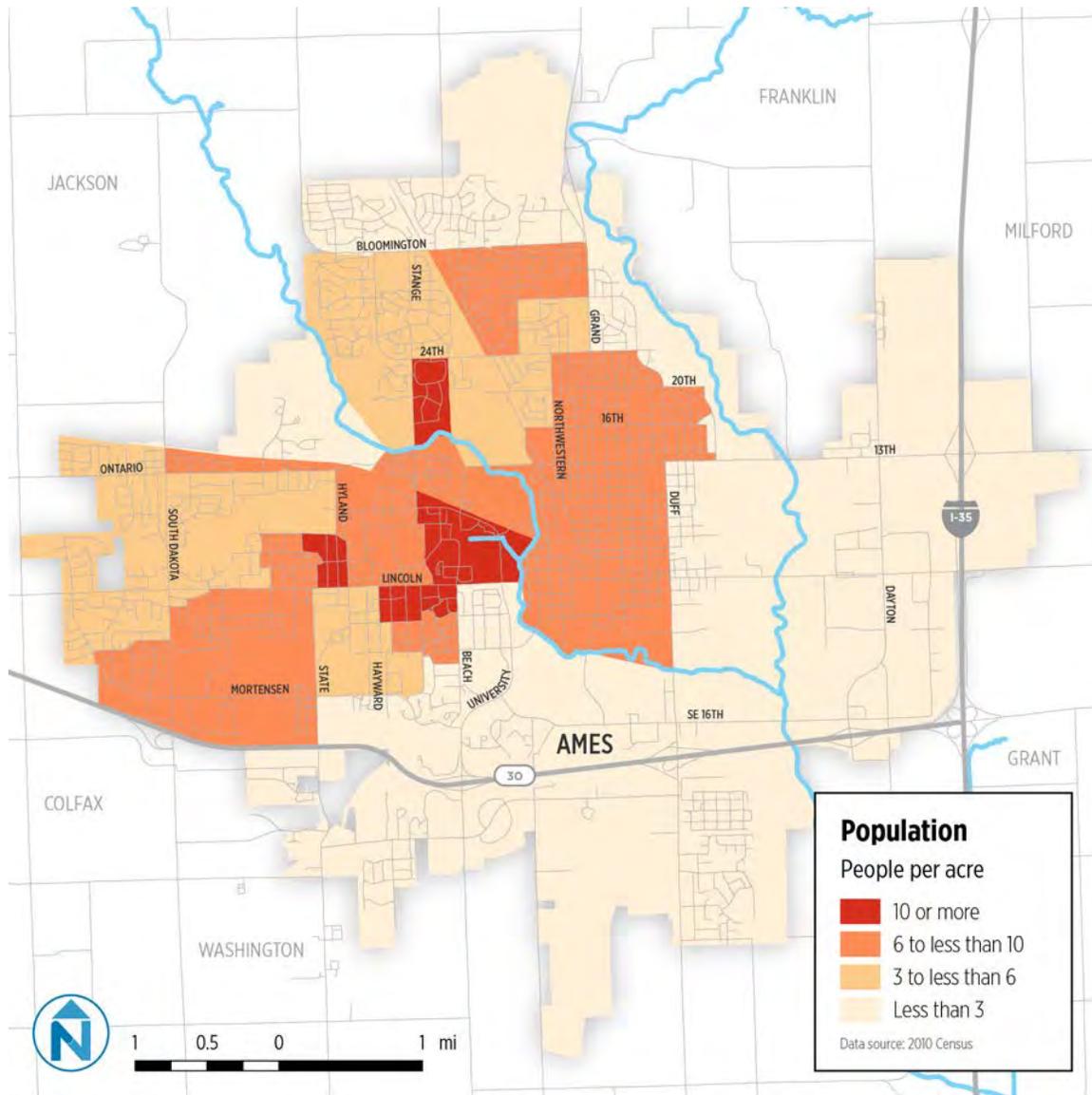
Some other areas have moderate densities (6-10 people per acre):

- ISU campus east of Hyland Avenue, north of Lincoln Way, and west of Stange Road
- The neighborhood southwest of ISU, between South Dakota Avenue and State Avenue, south of Lincoln Way
- The historical part of Ames, bounded approximately by Squaw Creek to the south and west, Duff Avenue to the east, and 13th Street to the north
- West of Grand Avenue and south of Bloomington Road in northern Ames

Figure 2-5 presents population density for block groups in Ames.

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Figure 2-5 Population Density



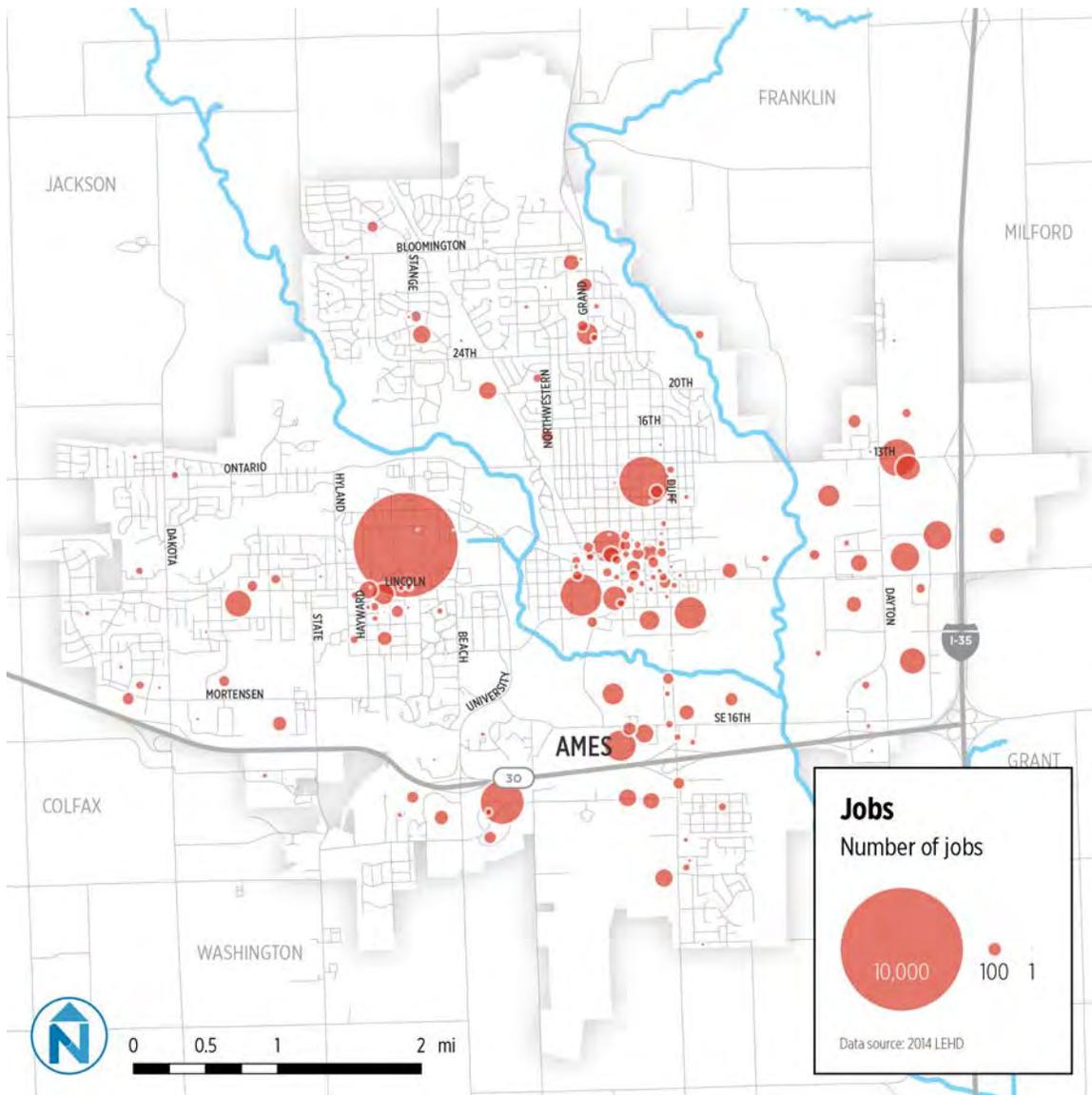
EMPLOYMENT

Employment clusters are largely found in the south and central parts of Ames, including:

- The downtown core and Iowa Department of Transportation
- ISU campus and ISU Research Park
- Mary Greeley Medical Center

Figure 2-6 presents job density according to U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD) data.

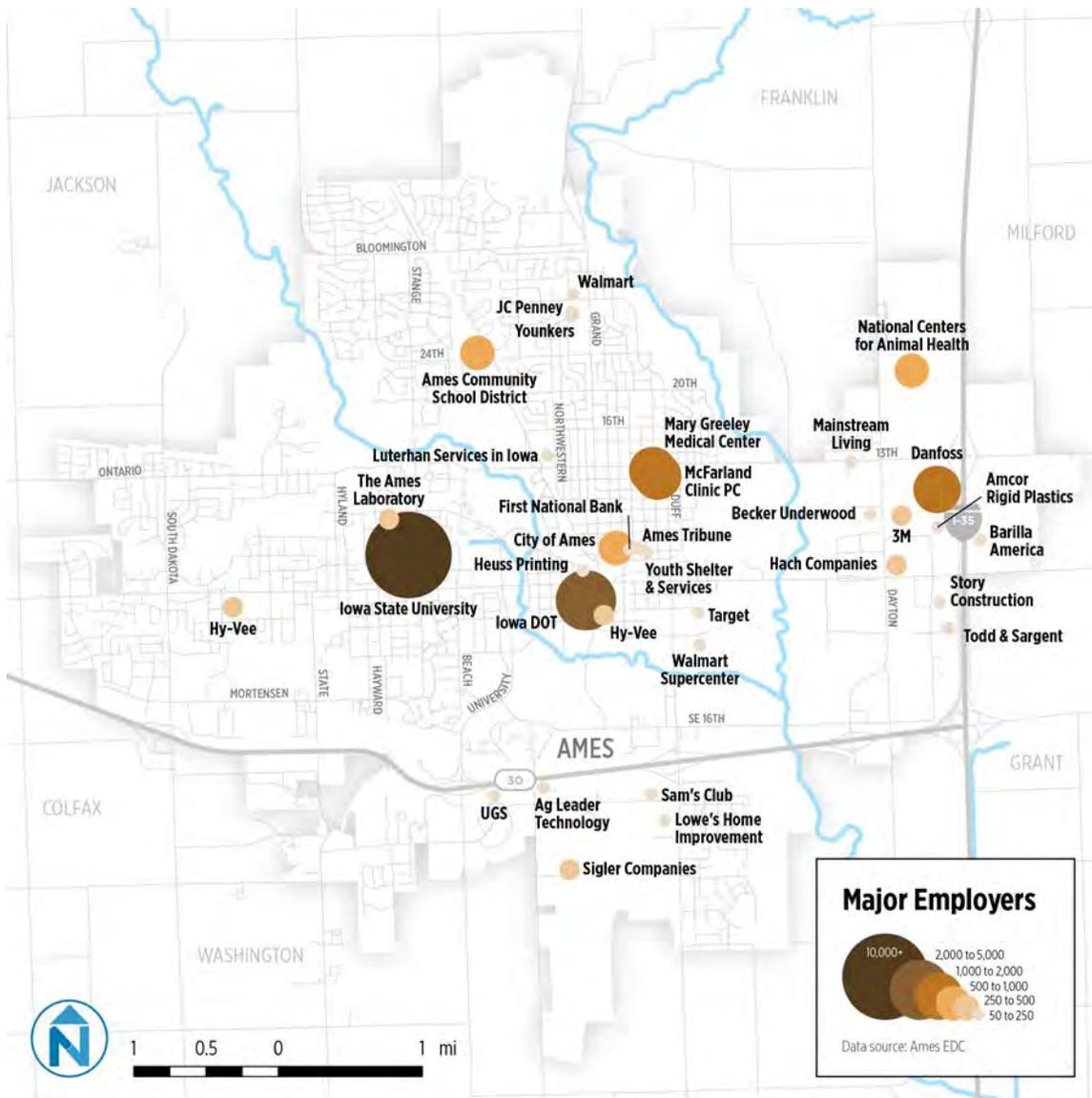
Figure 2-6 Employment Density



Major Employers

The largest employers in Ames (over 2,000 employees each) include Iowa State University (ISU), the Iowa Department of Transportation, the Mary Greeley Medical Center, the McFarland Clinic, and Danfoss. Several other major employers exist in Ames, with a concentration near I-35, Highway 30 between Duff Avenue and University Boulevard, Downtown Ames (including the medical centers on Duff Avenue and 13th Street), and to a lesser extent the retail area near Grand Avenue and 30th Street. Figure 2-7 shows major employers in Ames according to the Ames Economic Development Commission. Employers are organized by the number of employees at each organization.

Figure 2-7 Major Employers in Ames by Employee Ranges



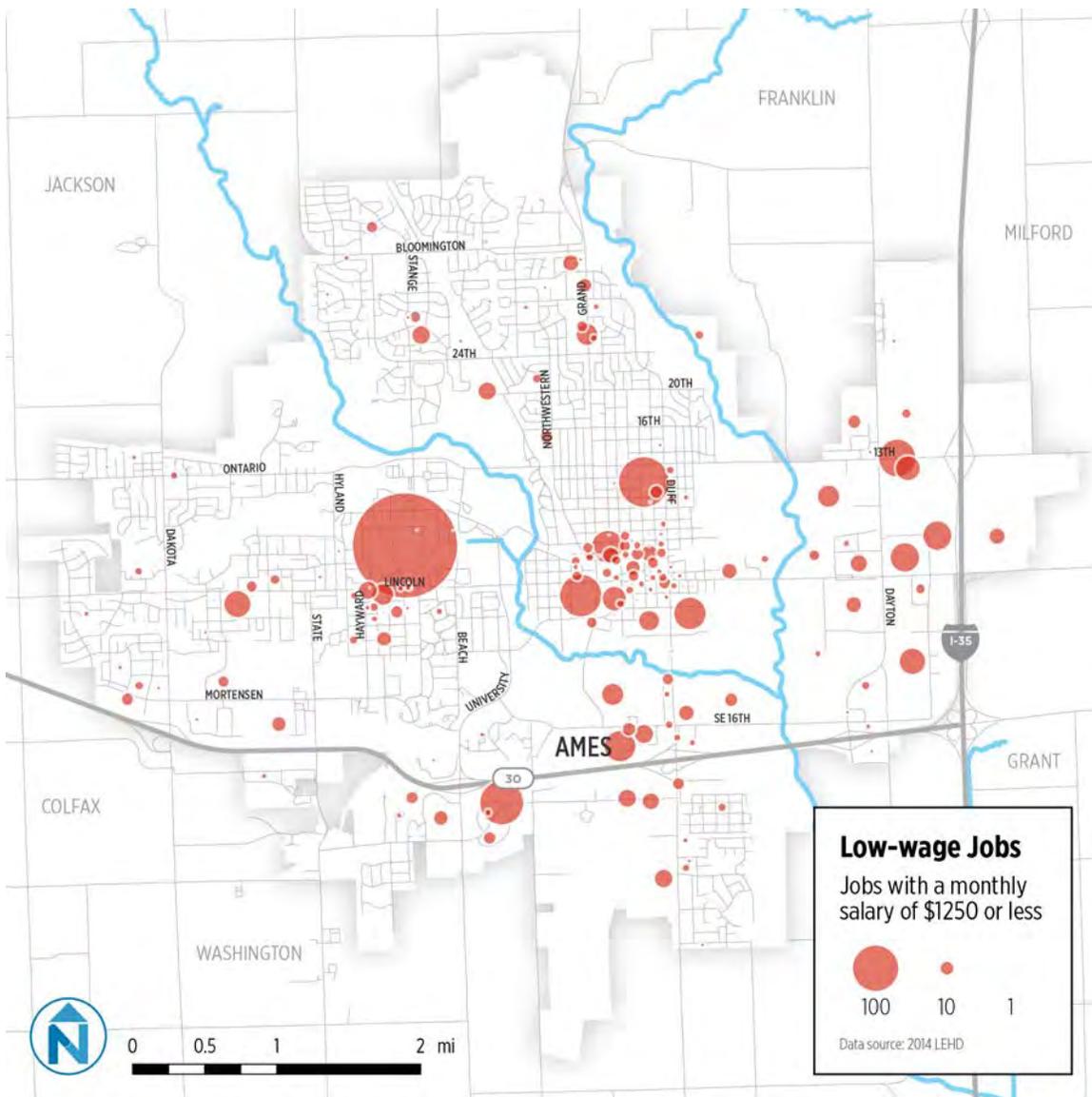
LOW-WAGE EMPLOYMENT

The density of low-wage employment—jobs with a monthly salary of \$1,250 or less—is focused in three specific zones:

- The area north of 24th Street between Grand Avenue and Hoover Avenue
- Downtown Ames, including the neighborhoods south of the railroad between Duff Avenue and Grand Avenue
- The neighborhood south of Lincoln Way between Beach Avenue and State Avenue. A few blocks north of Lincoln Way between Hyland Avenue and Howard Avenue also contain a modest number of low-wage jobs.

Figure 2-8 presents low wage job density according to LEHD data.

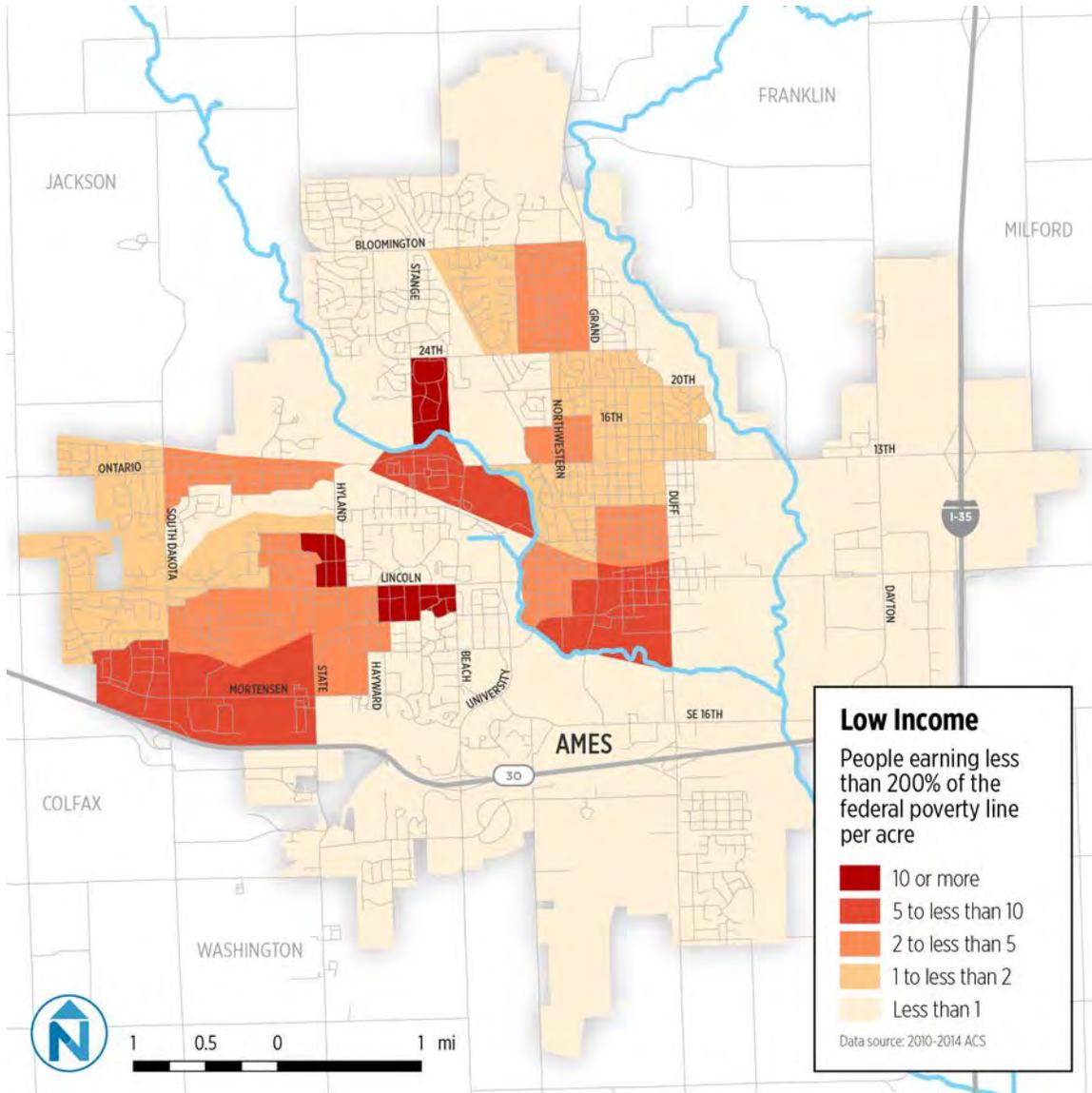
Figure 2-8 Low-Wage Employment Density



LOW-INCOME POPULATIONS

As shown in Figure 2-9, low-income populations are clustered in the neighborhoods immediately south and west of ISU, Schilleter Village, University Village, Frederiksen Court, Downtown Ames south of the railroad tracks but north of Squaw Creek, and the neighborhood west of State Avenue near Highway 30. There is a correlation between low-income areas and student residence locations.

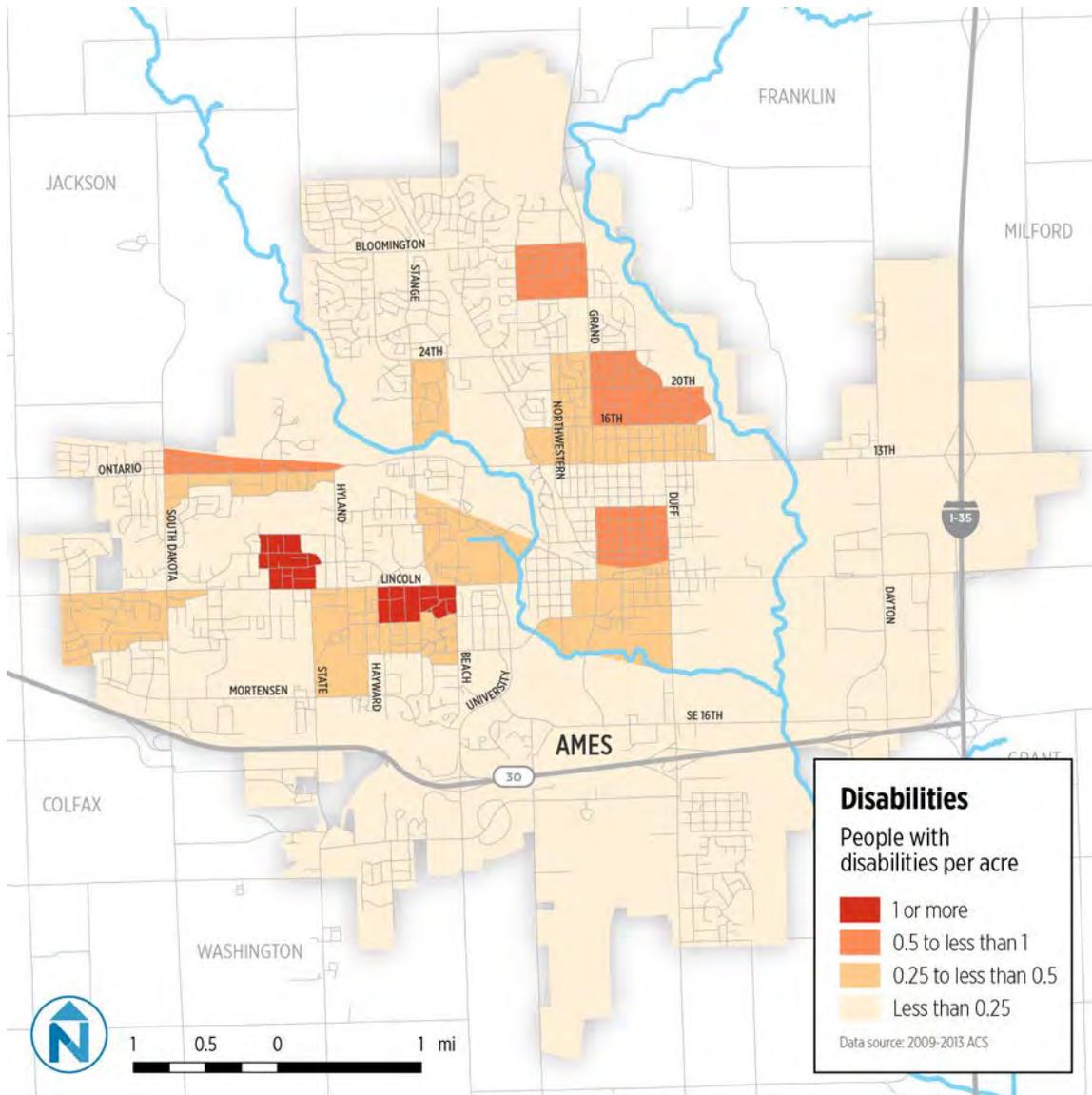
Figure 2-9 Low-Income Population Density



PEOPLE WITH DISABILITIES

Overall, Ames features low densities of people with disabilities. Certain pockets contain more than one person with a disability per acre, including the Census Block Group immediately south of ISU and the Census Block Group between Howard Avenue and Franklin Avenue. Figure 2-10 presents the density of people with disabilities in Ames.

Figure 2-10 Density of People with Disabilities



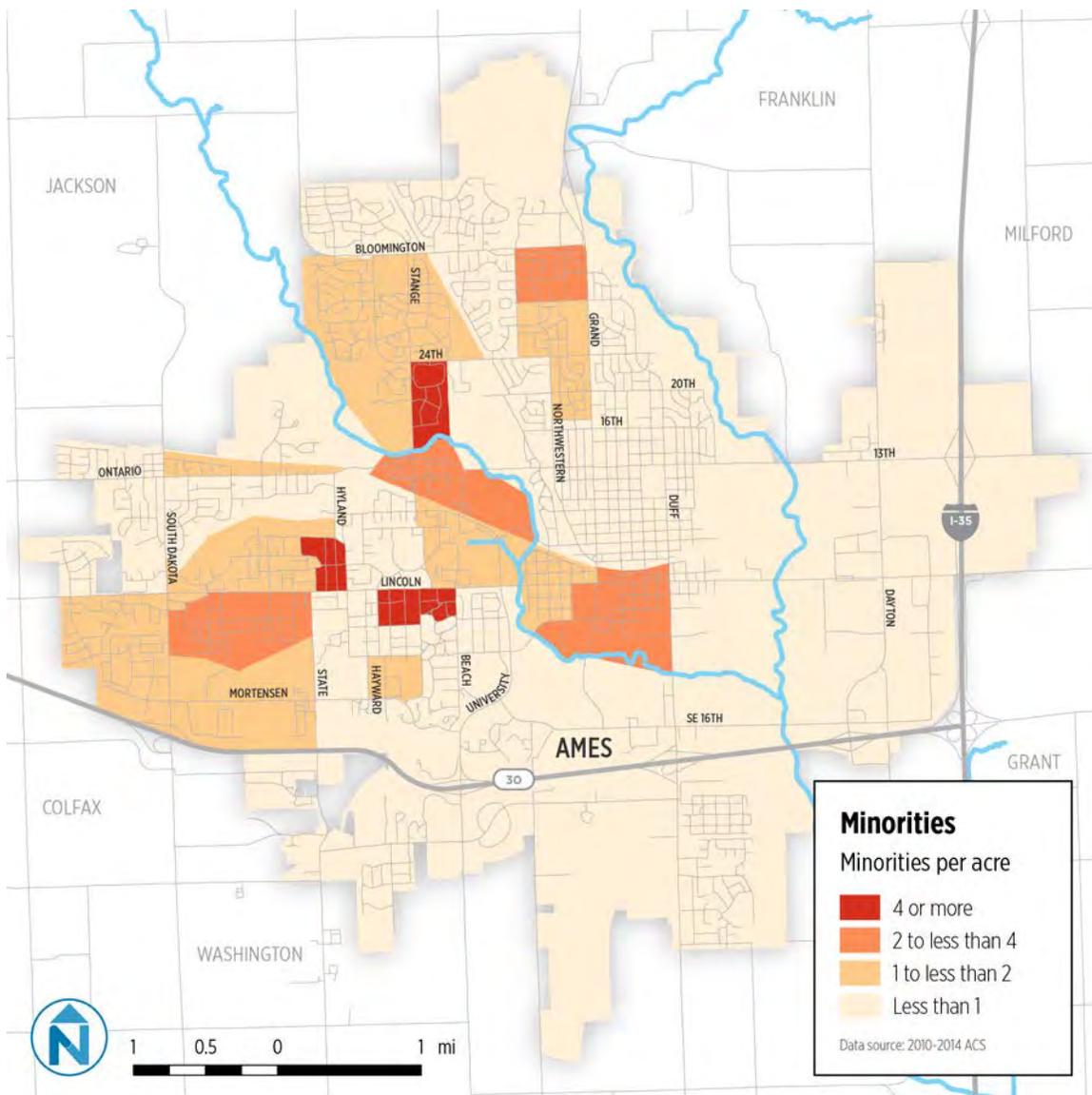
MINORITIES

Residents who are minorities are clustered in three Census Block Groups to the south, west, and north (including University Village and Schilleter Village) of ISU. Despite low overall densities of minorities, certain neighborhoods contain modest densities:

- West of Grand Avenue between 30th Street and Bloomington Road
- Downtown Ames south of the railroad tracks
- South of Lincoln Way between State Avenue and South Dakota Avenue
- East of Stange Road south of Squaw Creek (Frederiksen Court)

Figure 2-11 maps the density of minorities by Block Group.

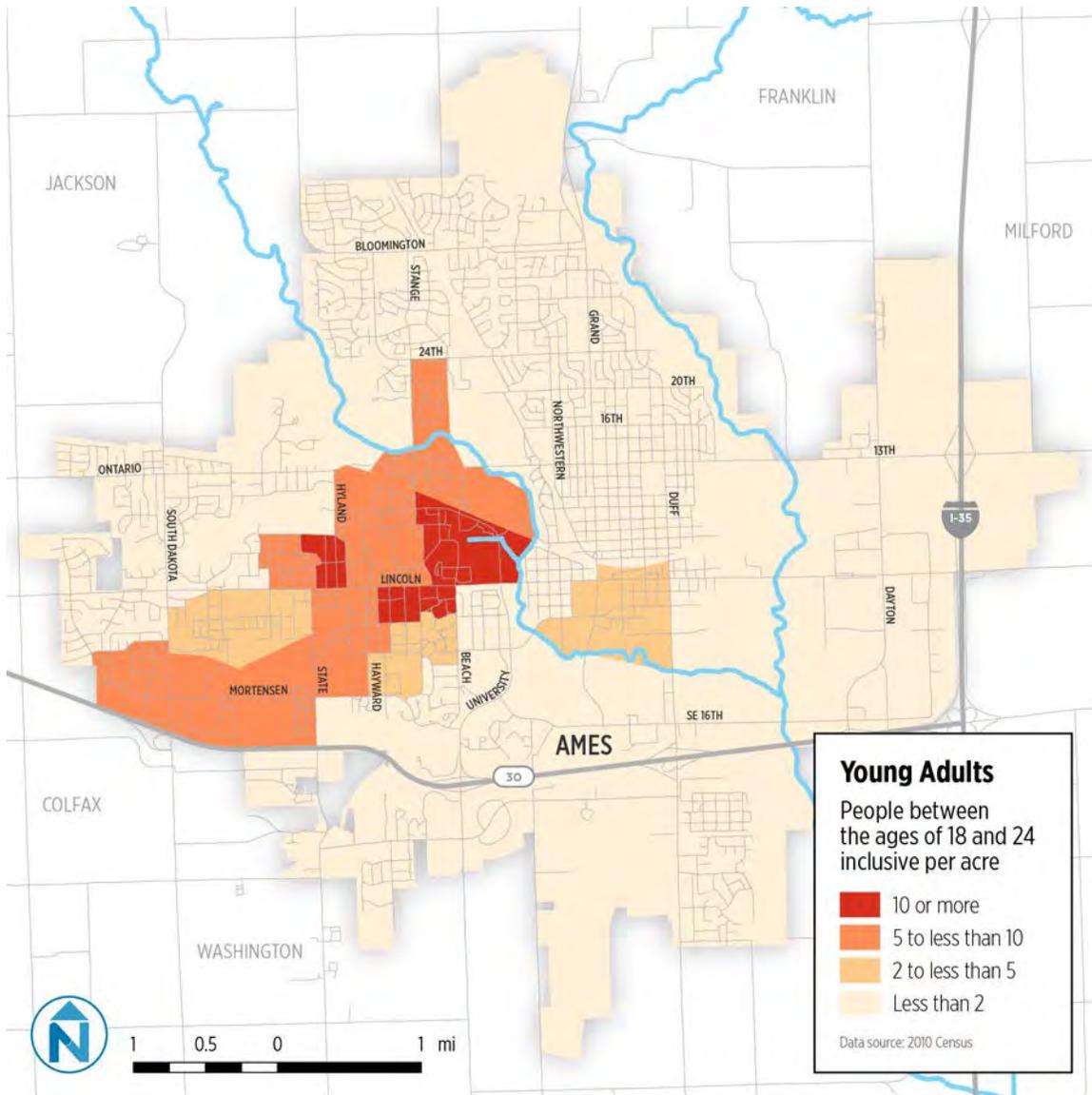
Figure 2-11 Density of Minorities



YOUNG ADULTS

Adults between the ages of 18 and 24 are more likely to take transit than adults over the age of 24. Young adults are concentrated in the neighborhoods immediately surrounding ISU, as well as those adjacent to Mortensen Road. The density of young adults in the other parts of the city is very low. Figure 2-12 presents the densities of young adults in Ames at the Block Group level.

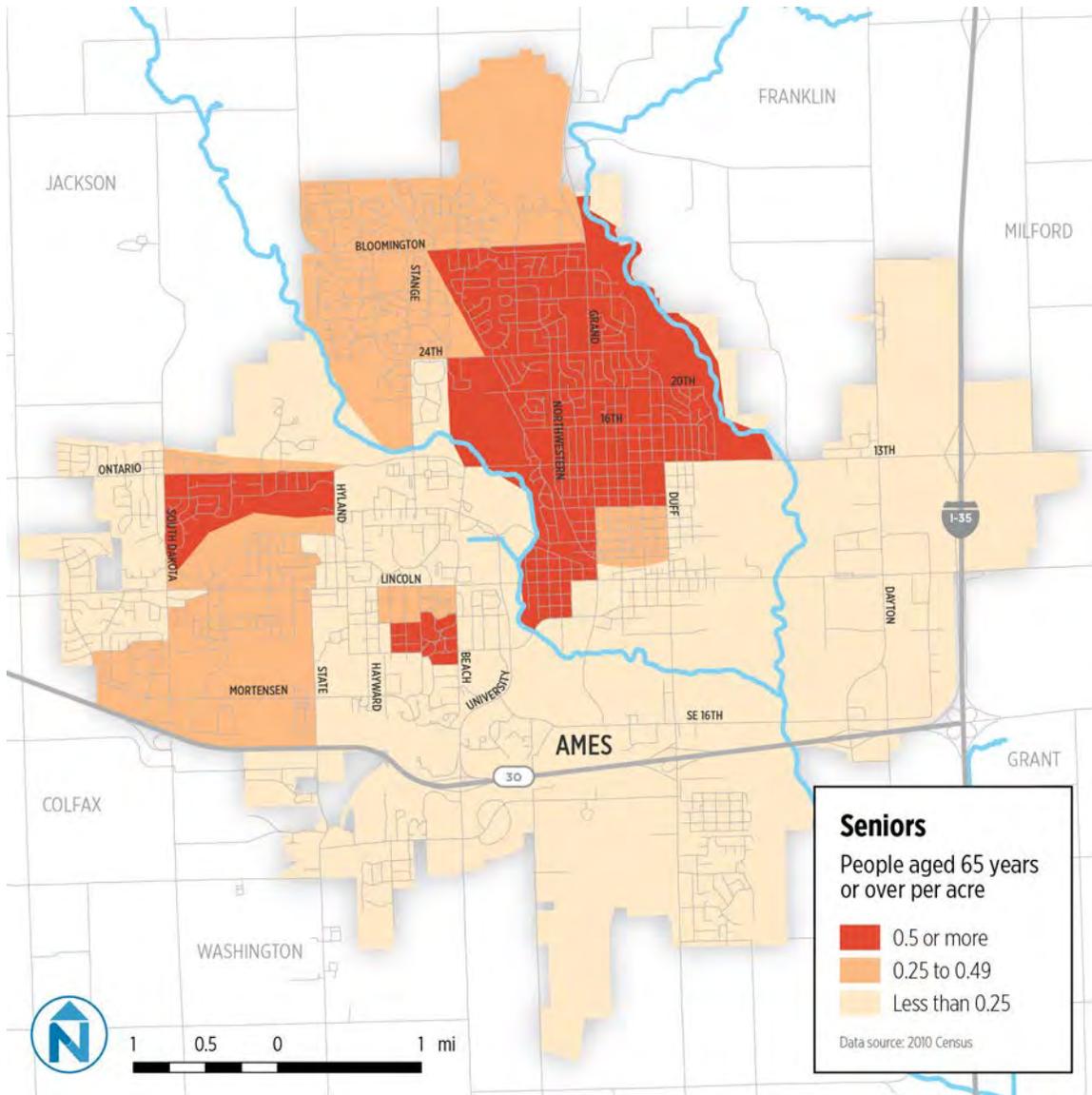
Figure 2-12 Density of Adults Aged 18 to 24



OLDER ADULTS

Ames is a very young city, with relatively few older adults (aged 65 and over) residing in the city. Certain areas—most notably the west, north, and northeast—have higher densities of older adults. However, almost no neighborhoods have more than one person aged 65 or over per acre. Figure 2-13 shows the density of older adults in Ames at the Block Group level.

Figure 2-13 Density of Adults Aged 65 Years and Over



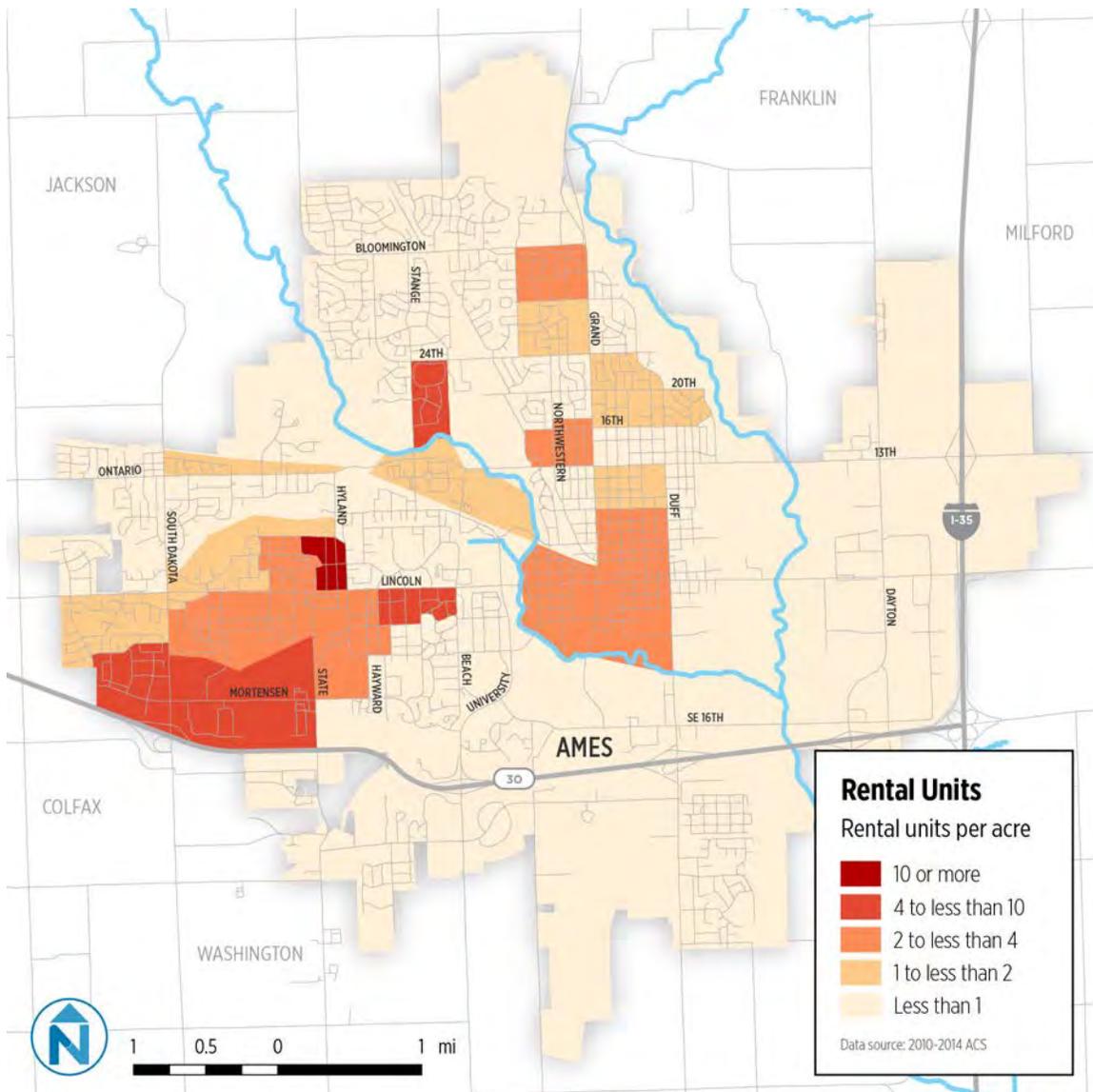
RENTAL UNITS

There is a positive relationship between transit ridership and rental units. Clusters of rental units are distributed in several different neighborhoods throughout the city. Areas with a high density of rental units are:

- Immediately west of ISU along West Street
- Schilleter Village and University Village
- Downtown Ames, and the south of Lincoln Way between Duff Avenue and Squaw Creek
- West Ames in the vicinity of Mortensen Road
- West of Grand Avenue between 30th Street and Bloomington Road

Figure 2-14 displays the density of rental units in Ames at the Block Group level.

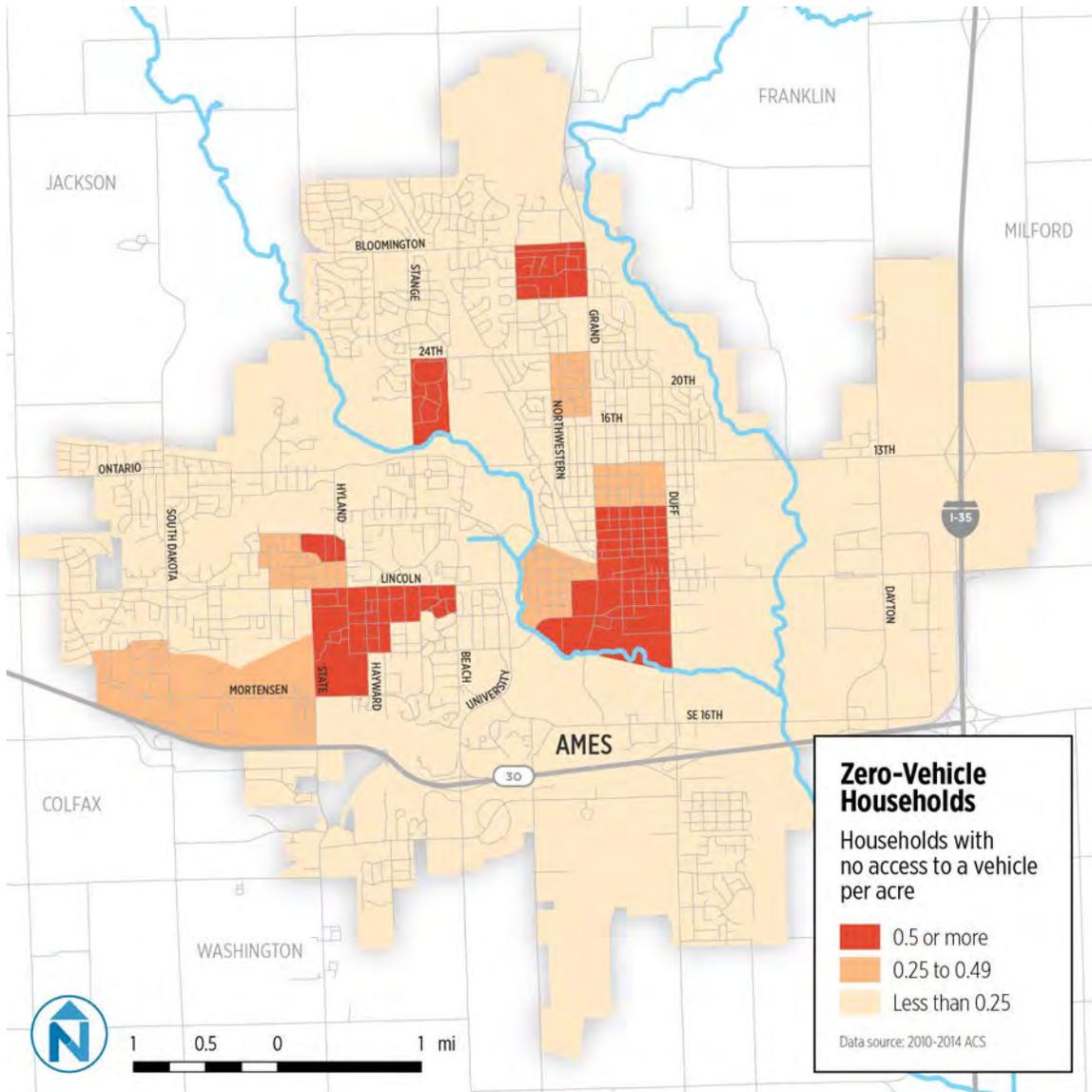
Figure 2-14 Density of Rental Units



ZERO-VEHICLE HOUSEHOLDS

On average, very few households do not have access to a motor vehicle. However, some pockets of Ames have more than 0.5 zero-vehicle households per acre. These include several neighborhoods adjacent to ISU to the south, west, and north, as well as the downtown core and the neighborhood west of Grand Avenue between 30th Street and Bloomington Road. Nonetheless, nearly all Ames households have access to at least one vehicle. Figure 2-15 presents the density of zero-vehicle households at the Block Group level.

Figure 2-15 Density of Households without Access to a Motor Vehicle



TRANSIT DEMAND INDEX

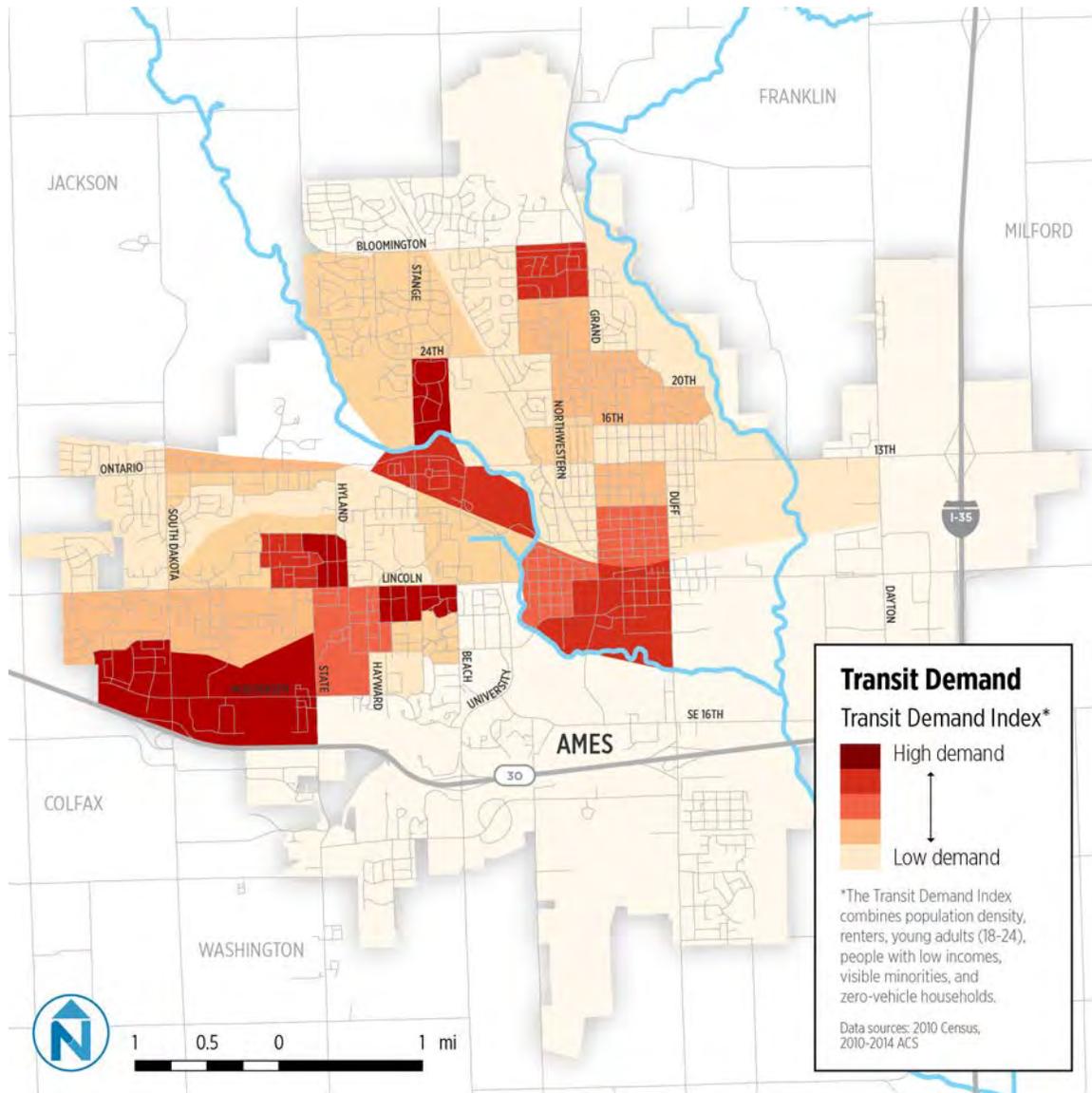
For the purposes of this analysis, demand for transit is based on the density of six indicators: overall population, rental units, young adults (18-24), people with low incomes, minorities, and zero-vehicle households. Each indicator is presented in this section, below.

Based on the TDI, the highest demand for transit is clustered into four zones:

- **Southwest of ISU.** This zone includes the neighborhood flanking West Street, west of the campus, as well as the area immediately south of the campus, and the neighborhood adjacent to Mortensen Road farther southwest.
- **Downtown Ames.** The highest demand is located south of the railroad tracks between Duff Avenue and Grand Avenue. The historic downtown centered on Main Street as well as the area west of Grand Avenue south of the railroad tracks also boast high transit demand.
- **North of ISU.** This zone includes the northern part of the campus (between the railroad tracks and Squaw Creek), as well as the University Village and Schilleter Village student housing.
- **Northeast Ames.** This zone is delimited by Grand Avenue, 30th Street, Hoover Avenue, and Bloomington Road.

Figure 2-16 presents the TDI for Block Groups in Ames.

Figure 2-16 Transit Demand Index



KEY FINDINGS

This market analysis assesses 11 demographic characteristics that are commonly associated with demand for transit. The analysis provides a better understanding of where people who are likely to use transit live and work. These are the key findings from the market analysis:

- **ISU is the primary existing market for transit.** Student housing complexes and destinations on ISU's main campus generate huge demand for transit service.
- **CyRide effectively serves areas with high transit demand.** In addition to the ISU campus, this includes neighborhoods southwest of ISU, Downtown Ames, north of ISU, and Northeast Ames. Concurrently, CyRide enables increased mobility for zero-vehicle households and other transit dependent populations.
- **There are opportunities to improve service to large employment centers.** ISU Research Park and jobs located in the eastern portion of Ames are a potential market with a limited level of existing service. However, these locations are less dense in terms of land use than other areas in the city and are difficult to serve with traditional fixed-route transit service.
- **CyRide may be able to achieve a more balanced system for non-student transit users.** Although transit coverage in Ames is extensive, there are opportunities to streamline routing and improve service to meet transit needs for a greater proportion of the community.

3 TREND ANALYSIS

This trend analysis compares current CyRide performance with past performance. The trends in this section paint a data-driven picture of performance relative to previous years, which helps to shape recommendations for future service improvements.

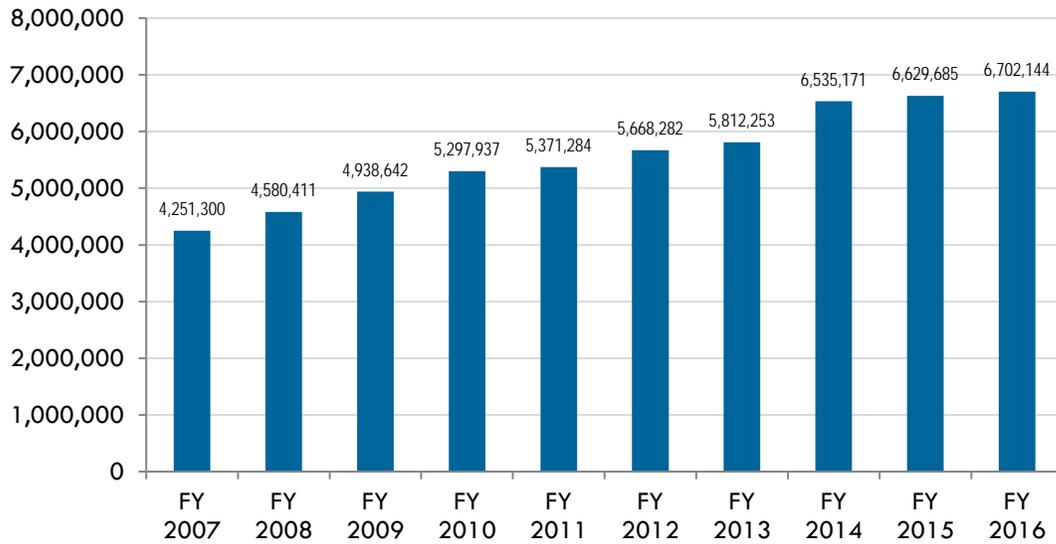
This section assesses nine performance indicators for the 10-year period from Fiscal Year (FY) 2007 through FY 2016. The nine indicators are:

- Annual passenger trips
- Annual revenue hours
- Annual farebox revenue
- Annual revenue miles
- Passengers per revenue hour
- Farebox recovery ratio
- Passengers per revenue mile
- Operating expense per passenger
- Operating expense per revenue hour

Figure 3-1 through Figure 3-9 present these performance indicators for the years specified. The figures reveal the following key findings:

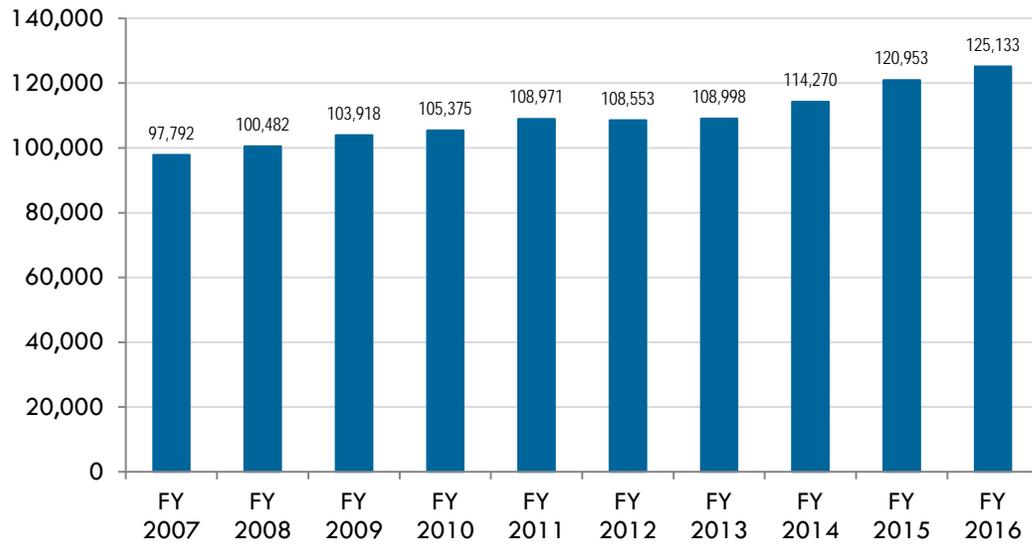
- Annual passenger trips (Figure 3-1) increased dramatically in FY 2014 after slowly increasing between FY 2007 and FY 2013. Ridership has remained consistently high since FY 2014.
- The change in ridership corresponds to a FY 2014 increase in annual revenue miles (Figure 3-4) and annual revenue hours (Figure 3-2). In turn, productivity has increased; passengers per revenue hour and passengers per revenue mile (Figure 3-5 and Figure 3-7) have generally increased year-over-year since FY 2007.
- The number of passengers per revenue hours is high, but it has started to decrease the past two years. This suggests a diminishing number of new passengers per unit of additional service.
- However, as ridership increased in FY 2013, farebox revenue and the farebox recovery ratio (Figure 3-3 and Figure 3-6) both decreased steeply. As these indicators typically increase or decrease together, it suggests that the majority of the ridership increase was due to university-oriented trips. Overall, the farebox recovery level trend will reach a level where collecting fares exceeds the revenues.
- Figure 3-8 shows that CyRide's operating expense per passenger increased by \$0.11 between FY 2007 and FY 2016, which is a relatively small increase given that ridership, revenue hours, and revenue miles all increased dramatically during the study period.
- Figure 3-9 shows that CyRide's operating expense per revenue hour steadily increased over the study period. After reaching a high of \$60.13 per revenue hour in FY 2015, costs slightly declined in FY 2016 to \$59.66. Ridership increased by nearly 50% over the same time period.

Figure 3-1 Annual Passenger Trips



Source: National Transit Database and CyRide

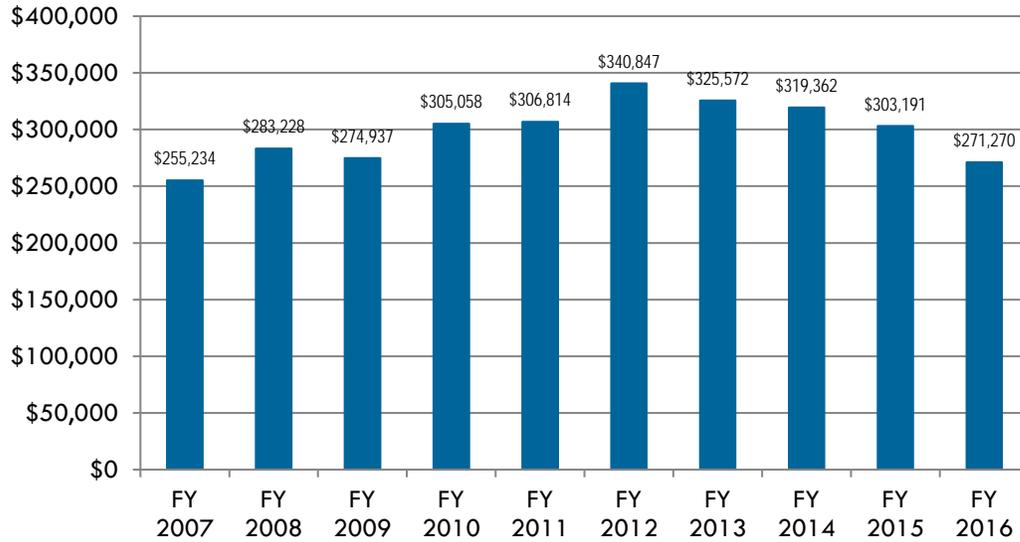
Figure 3-2 Annual Revenue Hours



Source: National Transit Database and CyRide

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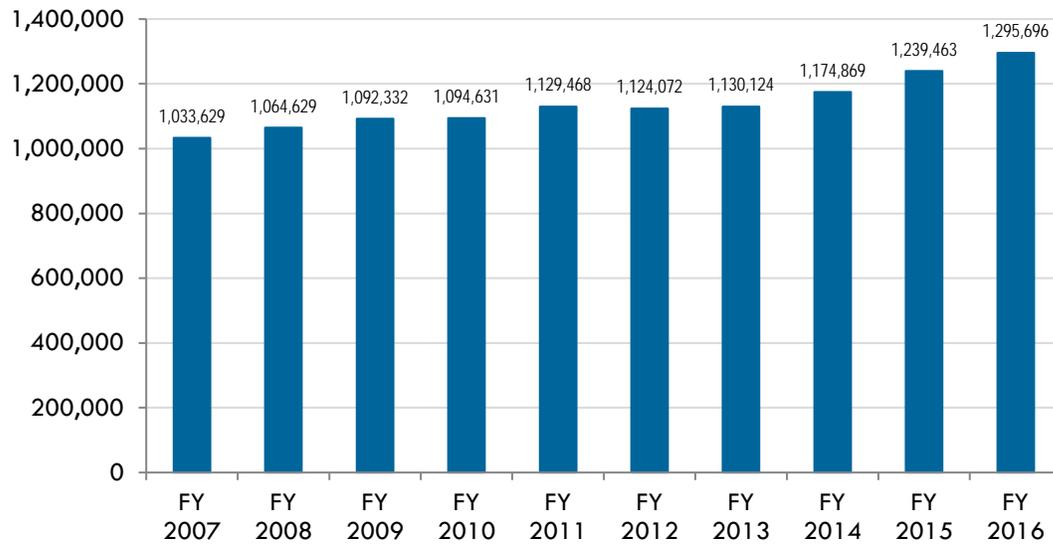
Figure 3-3 Annual Farebox Revenue



Source: National Transit Database and CyRide

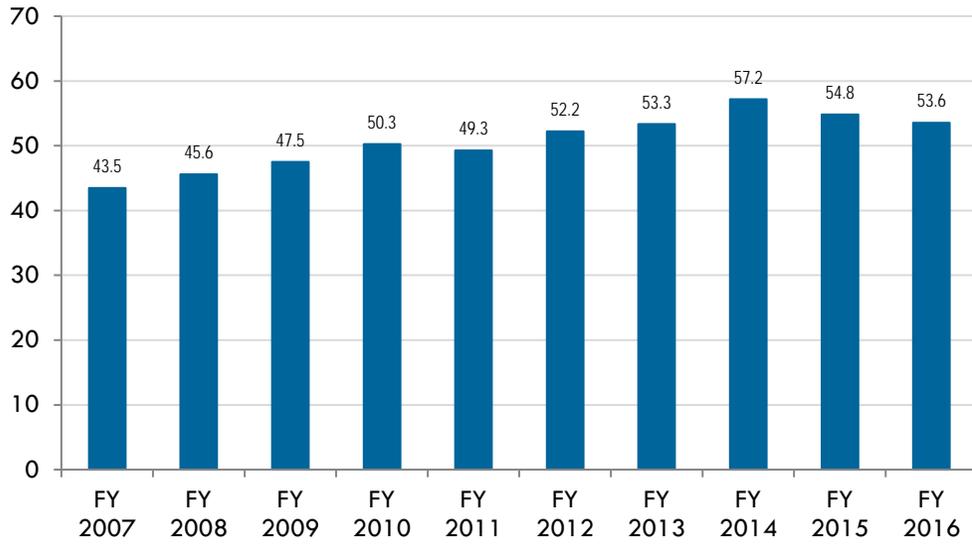
Note: These figures exclude farebox revenue generated by the funding agreement with ISU.

Figure 3-4 Annual Revenue Miles



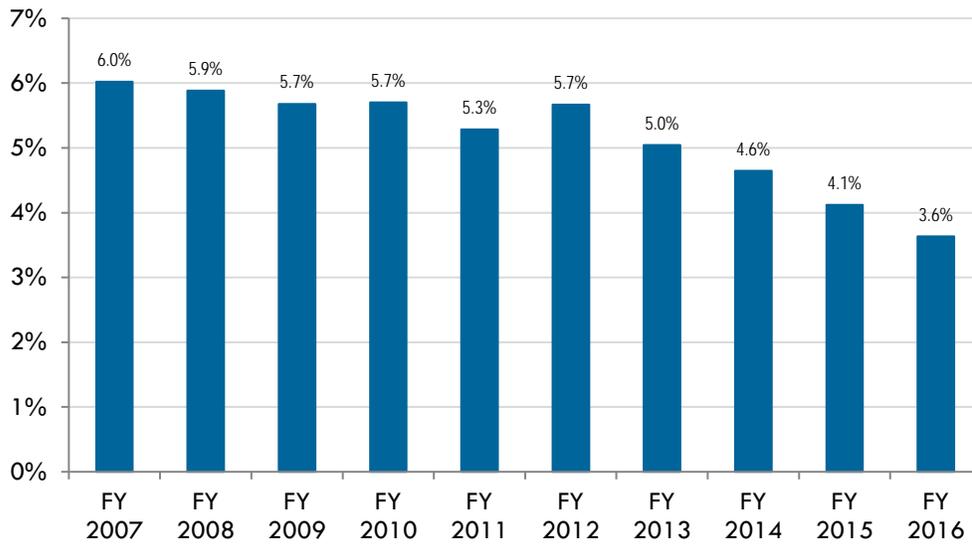
Source: National Transit Database and CyRide

Figure 3-5 Passengers per Revenue Hour



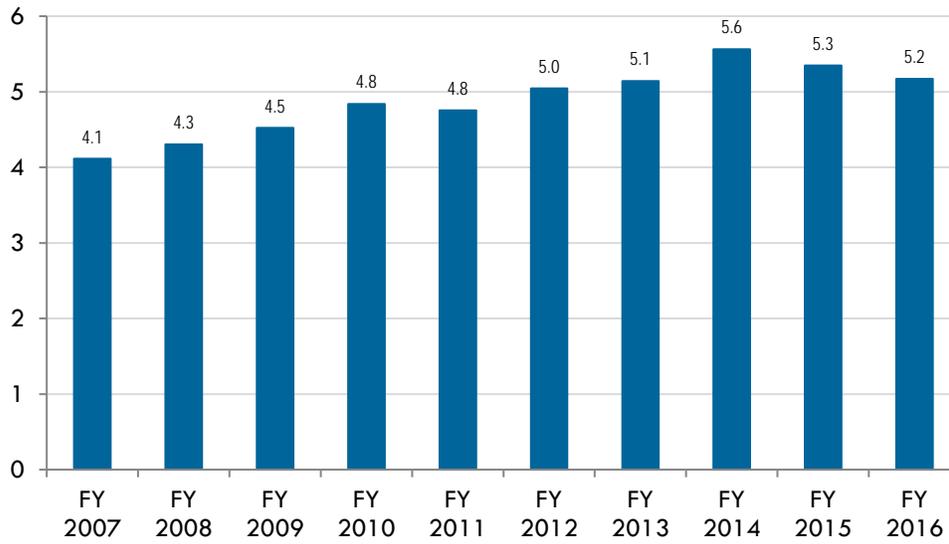
Source: National Transit Database and CyRide

Figure 3-6 Farebox Recovery Ratio



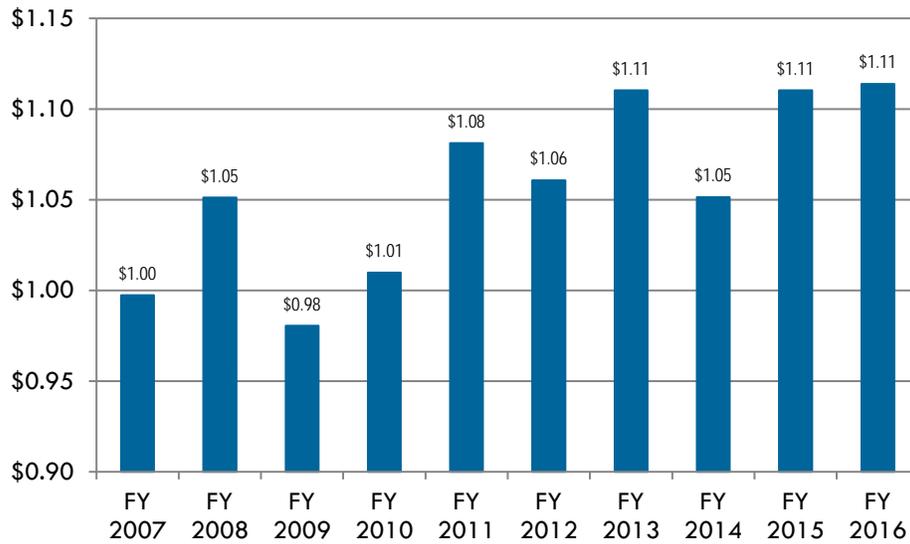
Source: National Transit Database and CyRide

Figure 3-7 Passengers per Revenue Mile



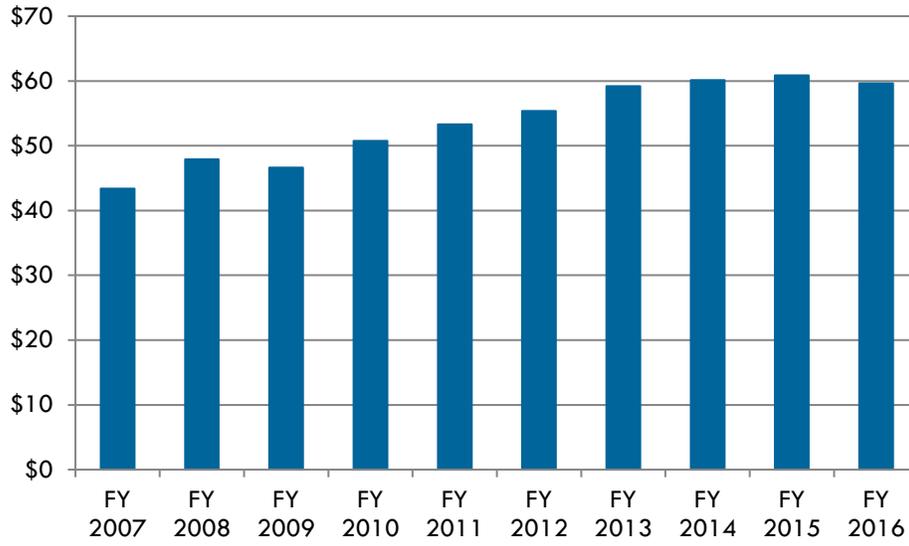
Source: National Transit Database and CyRide

Figure 3-8 Operating Expenses per Passenger



Source: National Transit Database and CyRide

Figure 3-9 Operating Expense per Revenue Hour



Source: National Transit Database and CyRide

4 PEER REVIEW

There are few standards of performance to measure how well public transit agencies perform in comparison to industry benchmarks. This phenomenon is primarily related to the fact that most transit agencies in the United States are in public ownership. As a result, each community chooses to weigh the investment value in this public asset on a different basis. Even so, many transit agencies still seek methods to judge their overall performance against the backdrop of community needs and interests.

Although few transit agencies have twins that operate identically and function as direct side-by-side comparisons, comparing service practices and performance among a group of peer agencies helps facilitate best practices. Most agencies share some characteristics with others, and those common characteristics can form a basis for comparison based on some number of compatibility factors. The federal government has required agencies to report operating data for many years through the National Transit Database (NTD). Data used in this analysis is derived from NTD, with the most recent operational statistics derived from Fiscal Year (FY) 2014. Transit agencies are compared based on performance indicators, effectiveness measures, and efficiency measures.

PEER AGENCIES

Eight peer agencies were selected for this analysis and are shown in Figure 4-1. Peer agencies were chosen based on the size, organizational structure, and demographic similarity to CyRide. With the exception of one peer (Centre Area Transportation Authority), all agencies in the peer group are either divisions of a city government or are operated by a large university. All of the cities in the peer group are home to a major university. The locations of the peer agencies are shown in Figure 4-2.

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Figure 4-1 Peer Review Agencies

Agency Name	System Abbreviation	Location	Organization Type	Major University	Student Population	Urban Area Population	System Type	People per Square Mile	Service Area Size (sq. mi)	Passenger Trips	Peak Vehicles
Ames Transit Agency	CyRide	Ames, IA	City	Iowa State University (ISU)	34,732	94,073	Small Urban	3,873	15	6,711,635	74
Athens Transit System	ATS	Athens, GA	City	University of Georgia (UGA)	36,130	136,979	Small Urban	2,653	44	1,642,202	22
University of Georgia Transit System	UGA		University					1,264	89	10,640,045	43
Champaign-Urbana Mass Transit District	MTD	Champaign-Urbana, IL	City	University of Illinois (U of I)	44,087	141,471	Small Urban	4,716	30	13,137,209	102
Chapel Hill Transit	CHT	Chapel Hill, NC	City	University of North Carolina-Chapel Hill (UNC)	29,135	375,715	Large Urban	1,294	62	6,904,007	73
Gainesville Regional Transit System	RTS	Gainesville, FL	City	University of Florida (UF)	52,519	197,268	Small Urban	3,165	75	10,814,433	104
Iowa City Transit	ICT	Iowa City, IA	City	University of Iowa (UI)	31,387	118,980	Small Urban	2,105	76	1,874,830	21
University of Iowa	CAMBUS		University					1,815	74	4,710,898	26
Greater Lafayette Public Transportation Corporation	CityBus	Lafayette, IN	City	Purdue University (Purdue)	38,770	154,822	Small Urban	2,758	25	5,247,151	50
City Transit Management Company, Inc.	Citibus	Lubbock, TX	City	Texas Tech University (TTU)	35,893	251,335	Large Urban	3,143	14	3,968,653	60
Centre Area Transportation Authority	CATA	State College, PA	Authority	Pennsylvania State University (PSU)	46,000	89,403	Small Urban	2,379	30	7,352,640	58

Source: NTD 2014 Transit Agency Profile

NOTE: UGA/ATS and CAMBUS/ICT are presented as two composite peer agencies in following metrics because they operate in the same geographic location.

Figure 4-2 Geographic Location of Peer Agencies



GENERAL INDICATORS

Performance indicators include service characteristics such as service area population, service area size, and density, as well annual passenger trips, annual revenue hours, annual revenue miles, vehicles operated in peak service, total annual operating expense, and annual passenger fare revenue. Student population is included, as students comprise a large share of CyRide’s core ridership base. CyRide’s performance in relation to the peer group is shown in Figure 4-3 and the performance measures for each agency can be found in Figure 4-4.

Figure 4-3 Demographics and Performance Indicators

Demographic or Performance Indicator	CyRide	Peer Group Minimum	Peer Group Maximum	Peer Group Average	CyRide % From Average
Urban Area Population	65,060	89,403	375,715	173,338	-62.5%
Student Population	34,732	29,135	52,519	42,642	-18.6%
Service Area Population Density	3,873	1,294	4,716	2,477	56.4%
Service Area Size (square miles)	15	14	75	53	-71.8%
Passenger Trips	6,711,635	3,968,653	13,137,209	7,143,120	-6.0%
Revenue Miles	1,234,878	1,521,734	3,428,040	1,880,511	-34.3%
Revenue Hours	116,077	129,118	298,200	146,606	-20.8%
Total Operating Expense	\$8,679,250	\$8,008,361	\$29,999,661	\$11,721,805	-26.0%
Passenger Fare Revenues	\$4,519,823	\$2,782,806	\$14,732,556	\$5,914,867	-23.6%
Peak Service Vehicles	74	47	104	57	30.5%

Source: NTD 2014 Transit Agency Profile

Figure 4-5 to Figure 4-11 show CyRide’s performance characteristics in relation to each peer agency.

- Despite serving a small urban area population (Figure 4-5), the density of CyRide’s service area is 56% higher than the peer group average. This is primarily due to a dense, small service area.
- The density of the service area helps keep operating expenses close to the peer group minimum, which is impressive given that the student population and the urban area population are both small in comparison to the peer group.
- CyRide’s annual passenger trips, annual operating expense, and annual fare revenue were all lower than average (Figure 4-6, Figure 4-9, and Figure 4-10), but vehicles operated in peak service was 30% above average (Figure 4-11).
- CyRide operates the fewest revenue hours and revenue miles of all peer agencies (Figure 4-7 and Figure 4-8). However, it operates the third highest amount of vehicles in peak service, suggesting that many vehicles are used only briefly during peak periods.

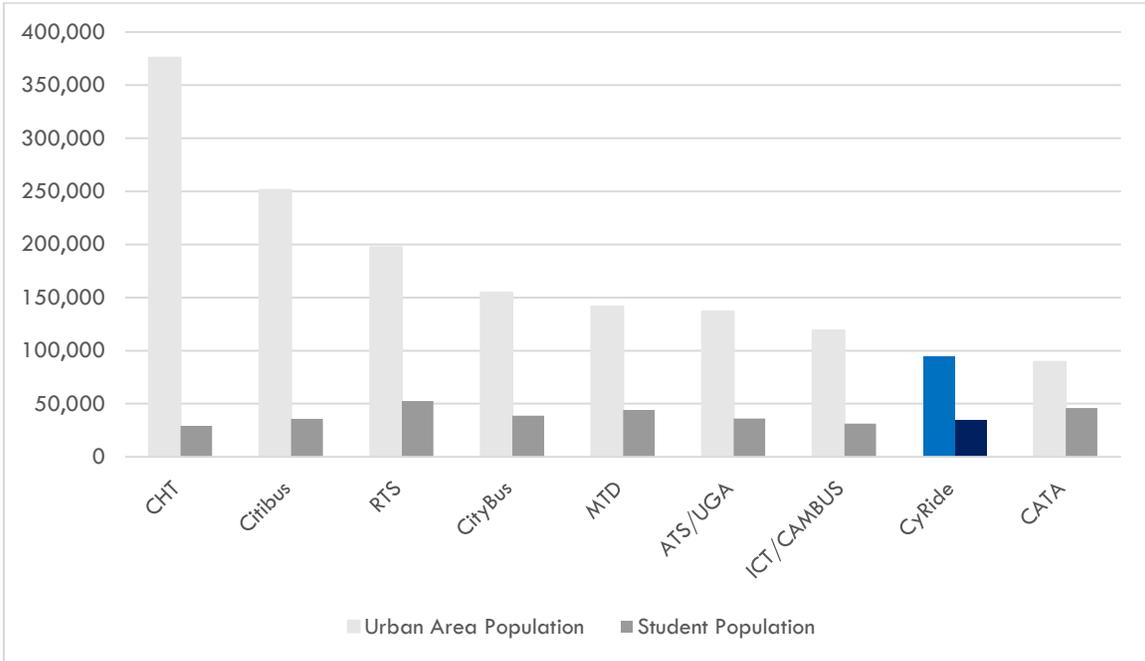
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Figure 4-4 Performance Indicators

Performance Indicator	CyRide Ames, IA ISU	MTD Champaign- Urbana, IL U of I	CHT Chapel Hill, NC UNC	RTS Gainesville, FL UF	CityBus Lafayette, IN Purdue	Citibus Lubbock, TX TTU	CATA State College, PA PSU	ATS/UGA Athens, GA UGA	ICT/ CMBUS Iowa City, IA UI
Passenger Trips	6,711,635	13,137,209	6,904,007	10,814,433	5,247,151	3,968,653	7,352,640	12,282,247	6,585,728
Revenue Miles	1,234,878	3,113,261	2,091,747	3,428,040	1,769,607	2,422,351	2,904,662	1,717,109	1,521,734
Revenue Hours	116,077	257,734	153,501	298,200	131,756	142,202	136,638	181,758	129,118
Total Operating Expense	\$8,679,250	\$29,999,661	\$14,827,216	\$22,633,015	\$10,438,052	\$8,008,361	\$12,721,033	\$10,904,744	\$8,503,031
Passenger Fare Revenues	\$4,519,823	\$7,060,858	\$8,601,522	\$14,732,556	\$2,782,806	\$4,488,810	\$6,899,107	\$8,775,588	\$2,946,698
Peak Service Vehicles	74	95	73	104	50	60	58	65	47

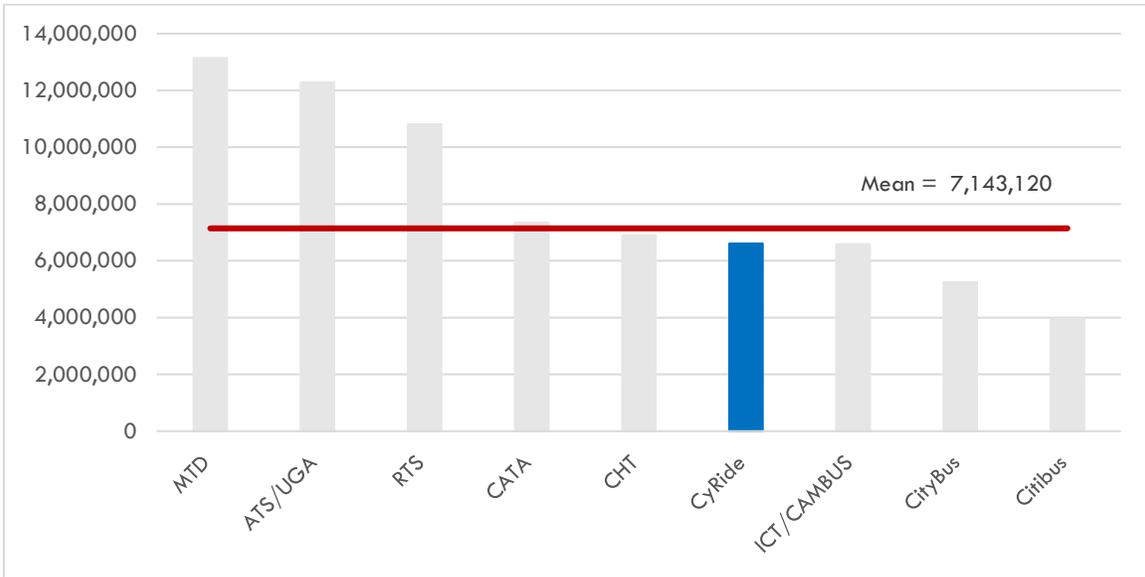
Source: NTD 2014 Transit Agency Profiles

Figure 4-5 Urban Area Population and Student Population (2014)



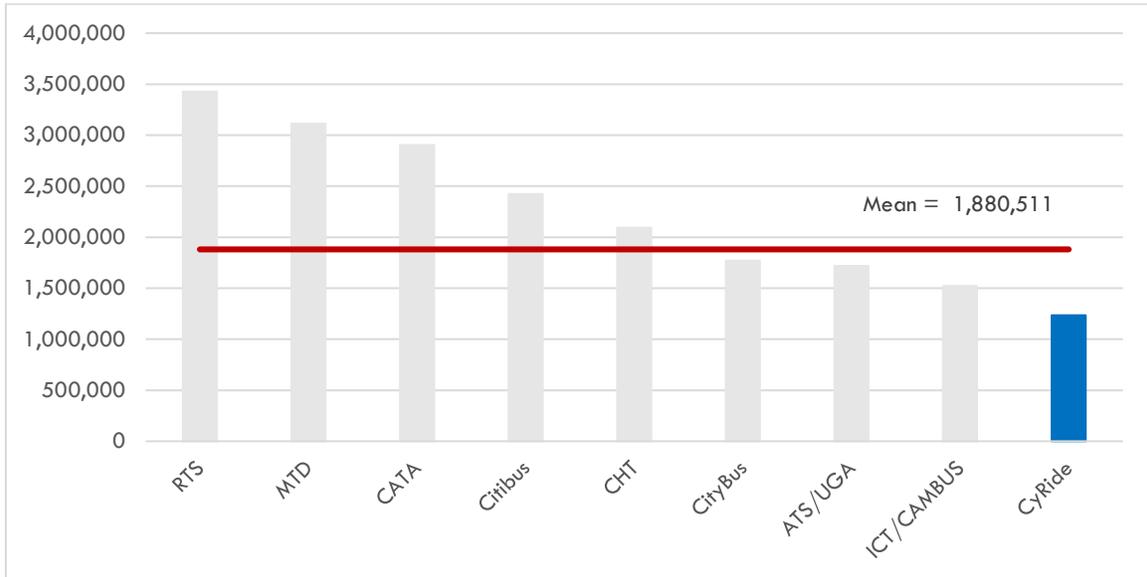
Source: NTD 2014 Transit Agency Profiles

Figure 4-6 Annual Passenger Trips



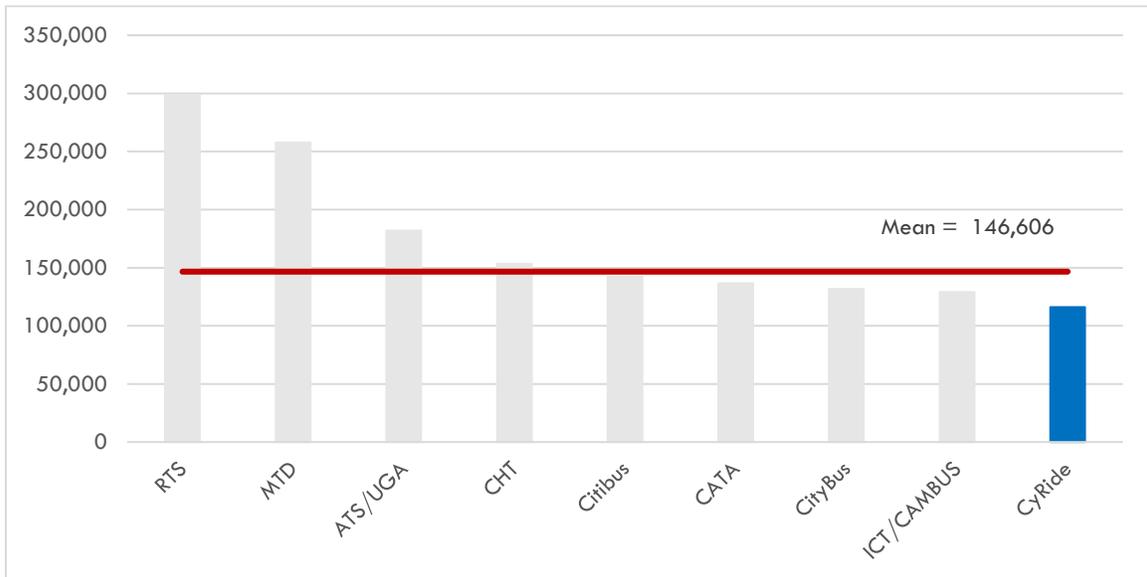
Source: NTD 2014 Transit Agency Profiles

Figure 4-7 Annual Revenue Miles Operated



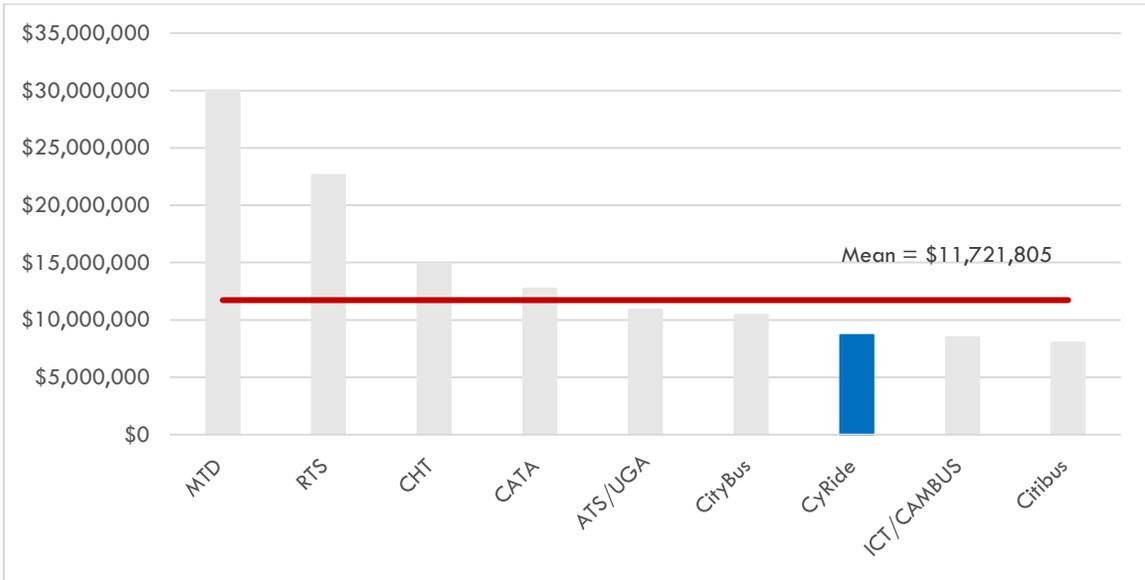
Source: NTD 2014 Transit Agency Profiles

Figure 4-8 Annual Revenue Hours Operated



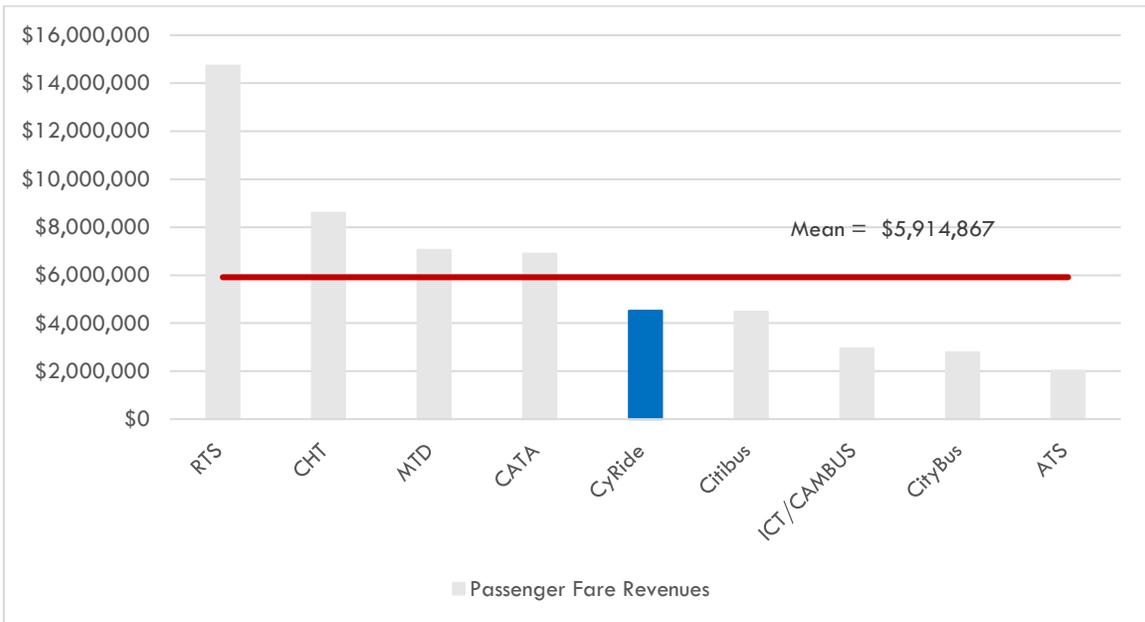
Source: NTD 2014 Transit Agency Profiles

Figure 4-9 Total Annual Operating Expense



Source: NTD 2014 Transit Agency Profiles

Figure 4-10 Annual Fare Revenue¹

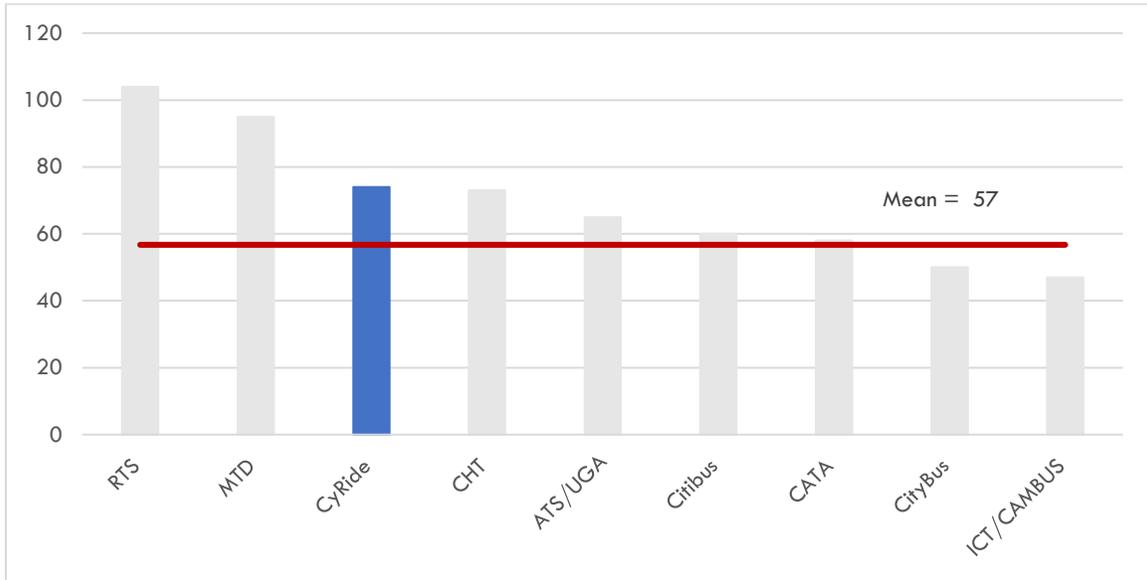


Source: NTD 2014 Transit Agency Profiles

Note: CyRide fare revenue data reported to NTD includes revenue from the agreement with ISU in addition to passenger fare revenue collected on vehicles.

¹ UGA is excluded from this metric because they are funded entirely through student fees and are not a good peer for CyRide in this regard.

Figure 4-11 Vehicles Operated in Peak Service



Source: NTD 2014 Transit Agency Profiles

EFFECTIVENESS MEASURES

Effectiveness measures include annual passenger trips per revenue mile, annual passenger trips per revenue hour, and average fleet age. The comparison of CyRide’s performance to the peer group is shown in Figure 4-12². Performance indicators for each agency can be found in Figure 4-13.

Figure 4-12 Measures of Effectiveness

Measure	CyRide	Peer Group Minimum	Peer Group Maximum	Peer Group Average	CyRide % From Average
Passenger Trips per Revenue Mile	5.4	1.6	7.2	3.7	46%
Passenger Trips per Revenue Hour	56.9	27.9	67.6	46.5	22%
Revenue Mile per Peak Vehicle	16,688	26,417	50,080	34,878	-52%
Revenue Hours per Peak Vehicle	1,569	2,103	2,867	2,573	-39.05%
Average Fleet Age	8.9	6.9	11.1	8.6	3%

Source: NTD 2014 Transit Agency Profiles

Figure 4-14 to Figure 4-17 illustrate CyRide’s effectiveness measures in relation to each peer agency. CyRide ranked above the average for each indicator.

- For passenger trips per revenue mile (Figure 4-14), CyRide was 46% above the peer group average. CyRide also had above average passenger trips per revenue hour, at 22% above its peers (Figure 4-15).
- CyRide’s fleet is slightly older than the peer group average, as CyRide has continued to acquire used vehicles to meet demand. While the age of the vehicles may not be an issue currently, fleet age should be carefully monitored. Higher average fleet age results in higher maintenance costs and service interruptions. In extreme cases, higher fleet age may necessitate unplanned capital investments to replace broken vehicles.
- CyRide currently operates 52% fewer revenue miles per peak vehicle (Figure 4-16), indicating that vehicles are being used for peak service. This suggests stronger peaking characteristics at CyRide than its peers.

Overall, CyRide operates much more effectively than its peers. It outperforms most of the peer group in terms of trips per revenue mile and trips per revenue hour.

² ATS/UGA and ICT/CAMBUS are grouped together in the charts because they serve Athens, GA and Iowa City, IA respectively. By comparing them as composite agencies, they are more comparable peers for CyRide.

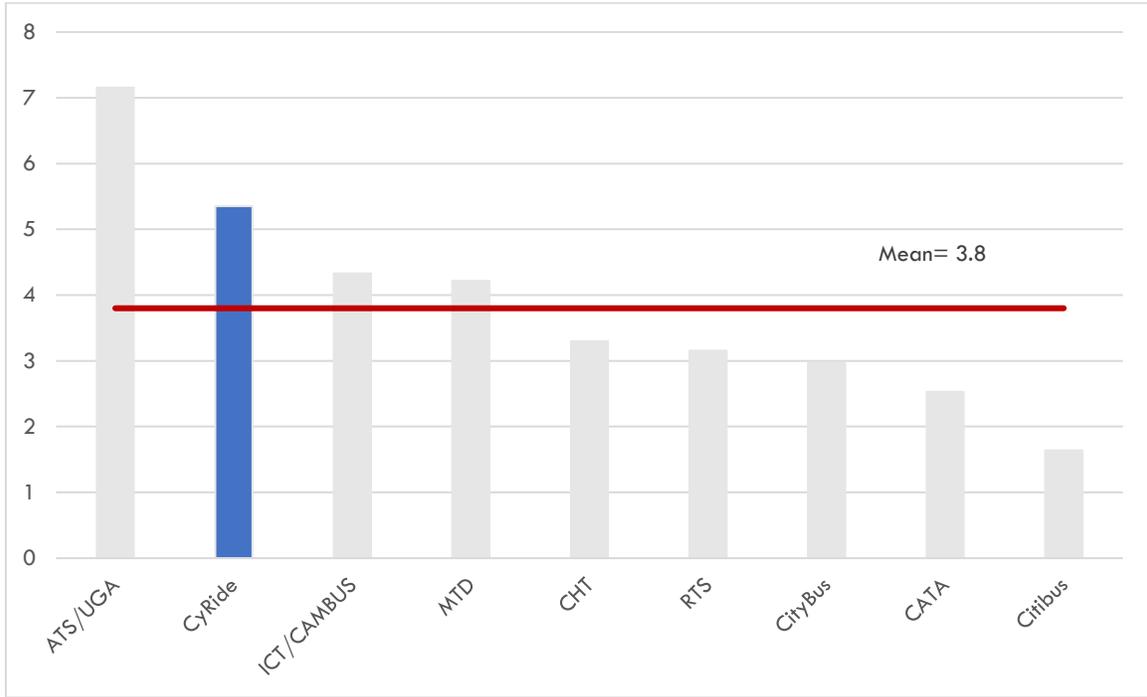
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Figure 4-13 Measures of Effectiveness

	CyRide Ames, IA ISU	MTD Champaign- Urbana, IL U of I	CHT Chapel Hill, NC UNC	RTS Gainesville, FL UF	CityBus Lafayette, IN Purdue	Citibus Lubbock, TX TTU	CATA State College, PA PSU	ATS/UGA Athens, GA UGA	ICT/ CMBUS Iowa City, IA UI
Passenger Trips per Revenue Mile	5.4	4.2	3.3	3.2	3.0	1.6	2.5	7.2	4.3
Passenger Trips per Revenue Hour	56.9	51.0	45.0	36.3	39.8	27.9	53.8	67.6	51.0
Revenue Mile per Peak Vehicle	16,688	32,771	28,654	32,962	35,392	40,373	50,080	26,417	32,377
Average Fleet Age	8.9	6.9	8.5	11.1	10.8	7.0	7.0	8.1	9.2

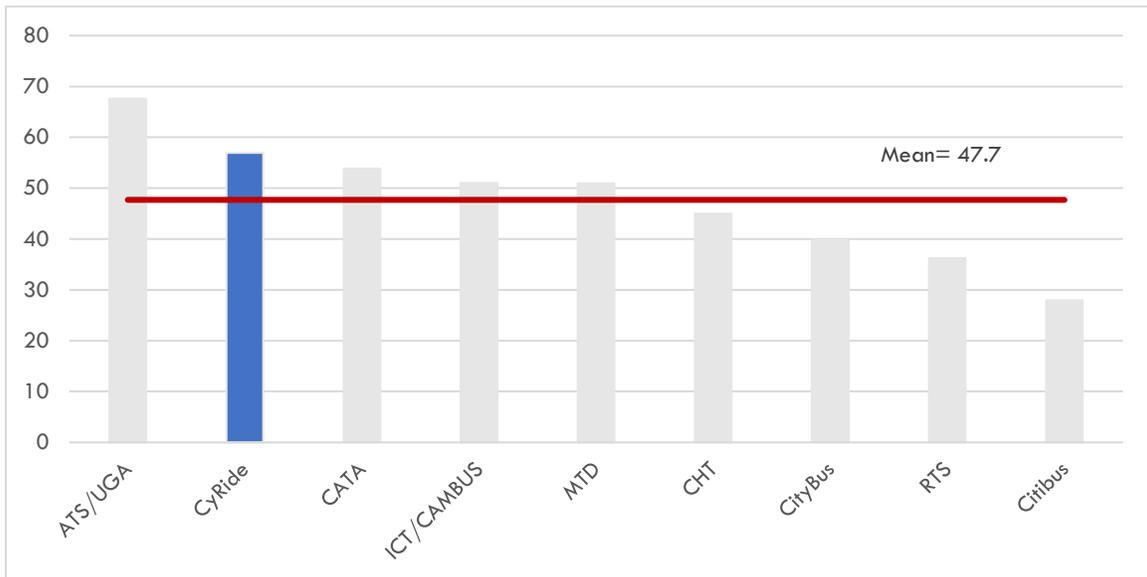
Source: NTD 2014 Transit Agency Profiles

Figure 4-14 Passenger Trips per Revenue Mile



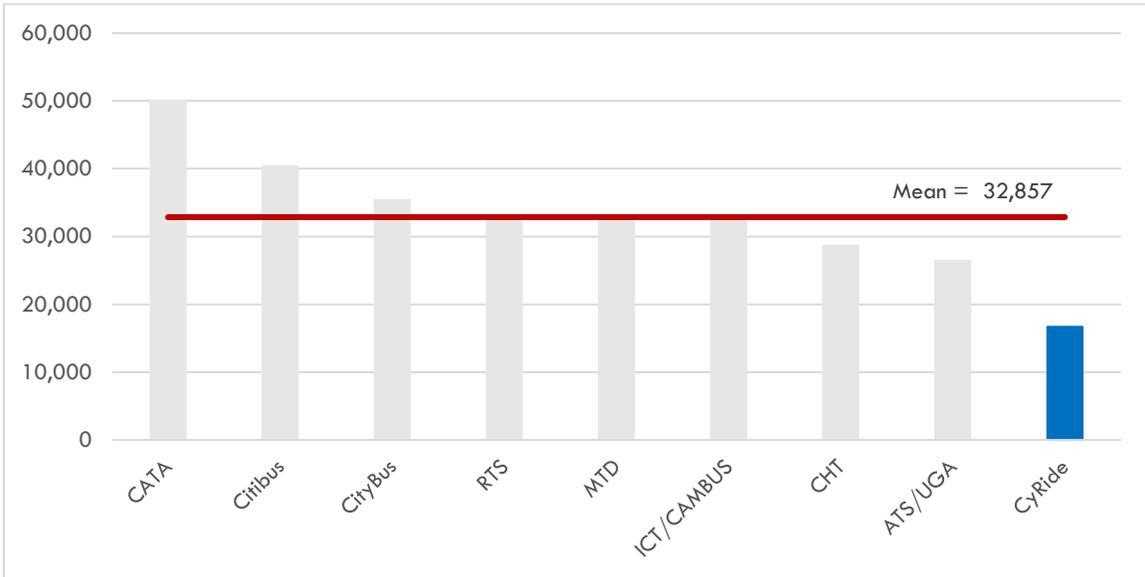
Source: NTD 2014 Transit Agency Profile

Figure 4-15 Passenger Trips per Revenue Hour



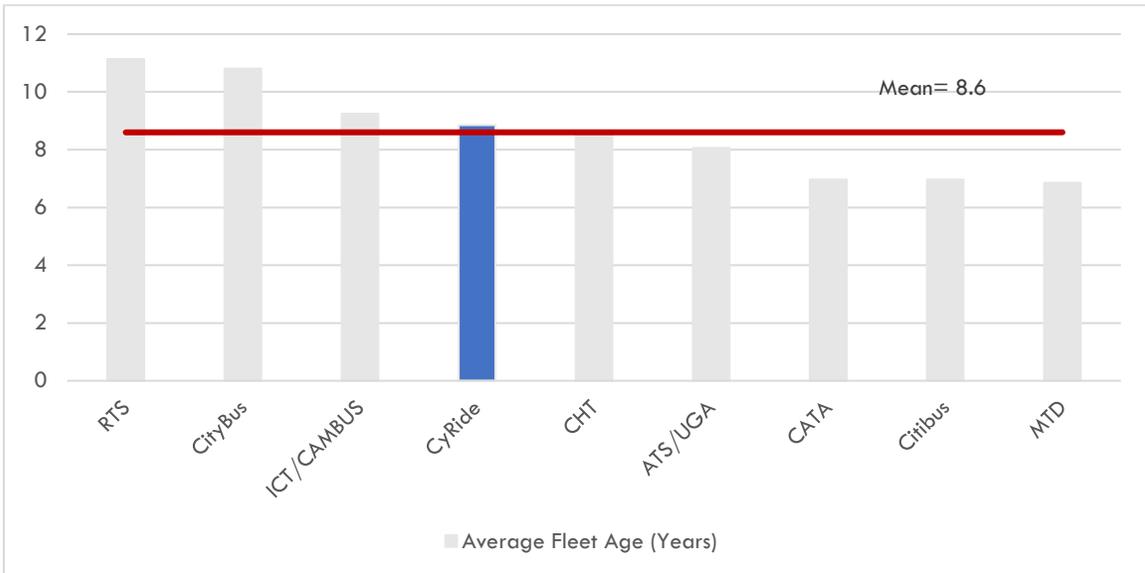
Source: NTD 2014 Transit Agency Profiles

Figure 4-16 Revenue Miles per Peak Vehicle



Source: NTD 2014 Transit Agency Profiles

Figure 4-17 Average Fleet Age (Years)



Source: NTD 2014 Transit Agency Profiles

EFFICIENCY MEASURES

Operating expense per passenger trip, farebox recovery, operating expense per revenue mile, operating expense per revenue hour, subsidy per passenger, and average fare per passenger are all measures of efficiency. For operating expense per passenger trip, operating expense per revenue mile, and operating expense per revenue hour, lower figures represent more efficient service. Thus, when CyRide scores lower than the peer group average, this can be seen as a positive outcome. CyRide’s performance in comparison to the peer group is displayed in Figure 4-18, and the performance measures for each agency can be found in Figure 4-19 and Figure 4-20.

Figure 4-18 Measures of Efficiency

Measure	CyRide	Peer Group Minimum	Peer Group Maximum	Peer Group Average	CyRide % From Average
Operating Expense per Passenger Trip	\$1.31	\$1.29	\$3.21	\$2.10	-37.34%
Farebox Recovery	51%	24%	65%	45%	13.73%
Operating Expense per Revenue Mile	\$7.03	\$3.31	\$9.64	\$6.13	14.69%
Operating Expense per Revenue Hour	\$74.77	\$56.32	\$116.40	\$83.01	-9.92%
Subsidy/Passenger	\$0.63	\$0.73	\$1.99	\$1.17	-46.14%
Average Fare/Passenger	\$0.68	\$0.45	\$1.36	\$0.93	-26.25%

Source: NTD 2014 Transit Agency Profiles

Note: CyRide farebox recovery includes ISU Student Government fees. Fares collected on the vehicles or through pass sales would have less than a 5% farebox recovery. UGA is omitted from these measures because it is funded entirely through student fees and is not a good comparison for CyRide. CyRide fare revenue data reported to NTD includes revenue from the agreement with Iowa State University’s Student Government in addition to passenger fare revenue collected on vehicles.

- **Figure 4-21 to Figure 4-26 show CyRide’s efficiency metrics in comparison to peer agencies. In general, CyRide performs better than peers on these metrics, with the exception of operating expense per revenue mile, where CyRide has a 14% higher cost than the peer group average.**
- **CyRide’s farebox recovery is 51% of operational costs, almost 14% higher than the peer group average (Figure 4-22). Accordingly, the average subsidy per passenger is 46% below average (Figure 4-25). However, it should be noted that farebox recovery includes ISU Student Government fees, not just money earned through on-board fare payment.**
- **Operating expense per passenger trip, operating expense per revenue hour, and average fare per passenger are all below the peer group average (Figure 4-21, Figure 4-24, and Figure 4-26), but operating expense per revenue mile is above the peer group average (Figure 4-23). This indicates that CyRide operates short routes that have relatively high ridership in comparison to the peer group.**

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Figure 4-19 Measures of Efficiency

Measure	CyRide Ames, IA ISU	MTD Champaign- Urbana, IL U of I	CHT Chapel Hill, NC UNC	RTS Gainesville, FL UF	CityBus Lafayette, IN Purdue	Citibus Lubbock, TX TTU	CATA State College, PA PSU	ATS/UGA Athens, GA UGA	ICT/ CAMBUS Iowa City, IA UI
Farebox Recovery	51%	38%	24%	58%	65%	27%	56%	54%	37.04%
Local Revenue	\$4,159,426	\$3,265,742	\$22,938,803	\$6,225,694	\$7,900,459	\$7,655,246	\$3,519,551	\$5,821,926	\$5,556,333
Subsidy/Passenger	\$0.63	\$1.99	\$1.75	\$0.90	\$0.73	\$1.46	\$0.89	\$0.79	\$0.84
Average Fare/Passenger	\$0.68	\$1.23	\$0.54	\$1.25	\$1.36	\$0.53	\$1.13	\$0.94	\$0.45

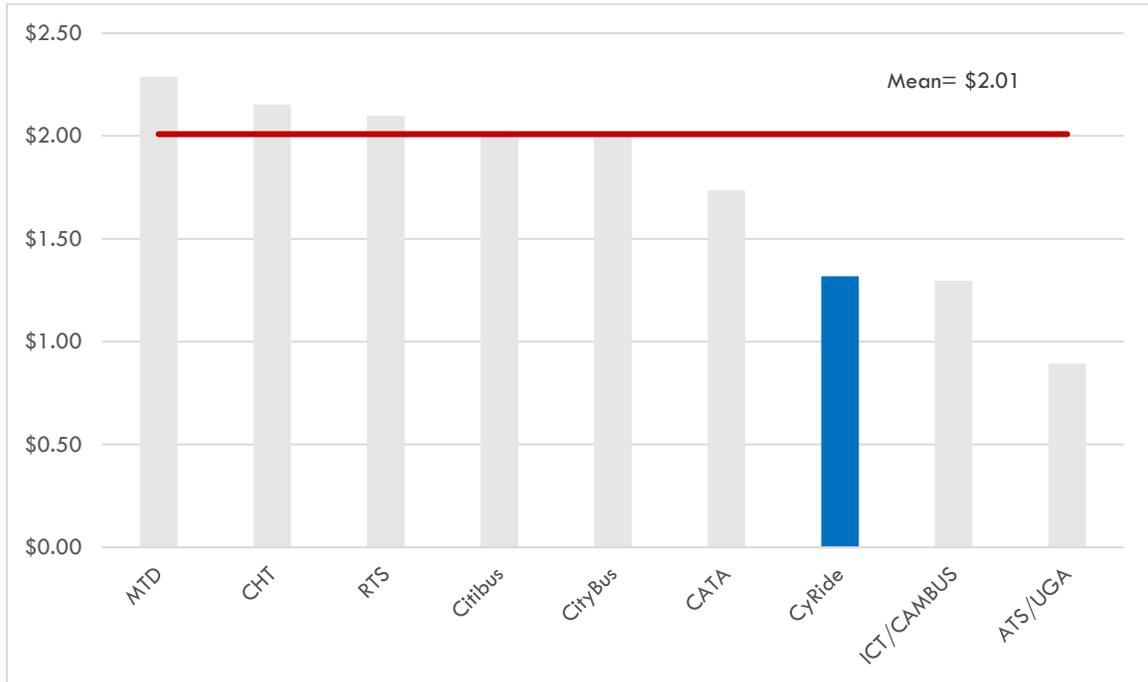
Note: CyRide fare revenue data reported to NTD includes revenue from the agreement with Iowa State University's Student Government in addition to passenger fare revenue collected on vehicles.

Figure 4-20 Measures of Operating Expense

Measure	CyRide Ames, IA ISU	MTD Champaign -Urbana, IL U of I	CHT Chapel Hill, NC UNC	RTS Gainesville , FL UF	CityBus Lafayette, IN Purdue	Citibus Lubbock, TX TTU	CATA State College, PA PSU	ATS/UGA Athens, GA UGA	ICT/ CAMBUS Iowa City, IA UI
Operating Expense per Passenger Trip	\$1.31	\$0.89	\$2.28	\$2.15	\$2.09	\$1.99	\$2.02	\$1.73	\$1.29
Operating Expense per Revenue Mile	\$7.03	\$6.35	\$9.64	\$7.09	\$6.60	\$5.90	\$3.31	\$4.38	\$5.59
Operating Expense per Revenue Hour	\$74.77	\$60.00	\$116.40	\$96.59	\$75.90	\$79.22	\$56.32	\$93.10	\$65.85

Source: NTD 2014 Transit Agency Profiles

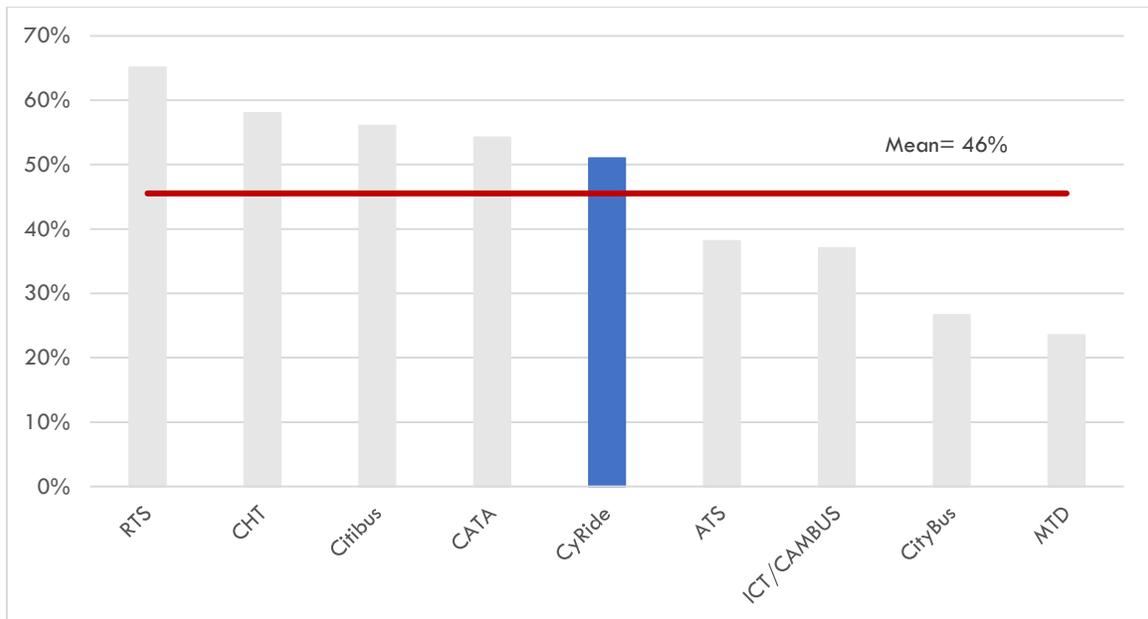
Figure 4-21 Operating Expense per Passenger Trip



Source: NTD 2014 Transit Agency Profiles

Note: UGA is omitted because it receives its funding from student fees and is not a good peer for CyRide for this metric.

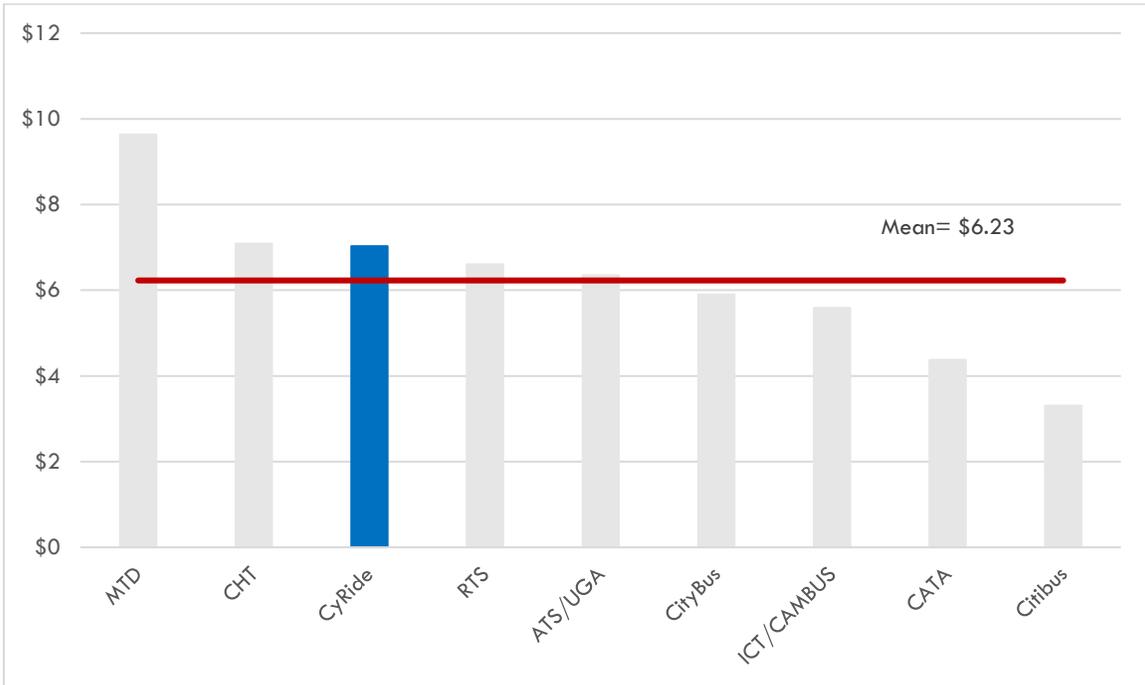
Figure 4-22 Farebox Recovery Ratio



Source: NTD 2014 Transit Agency Profiles

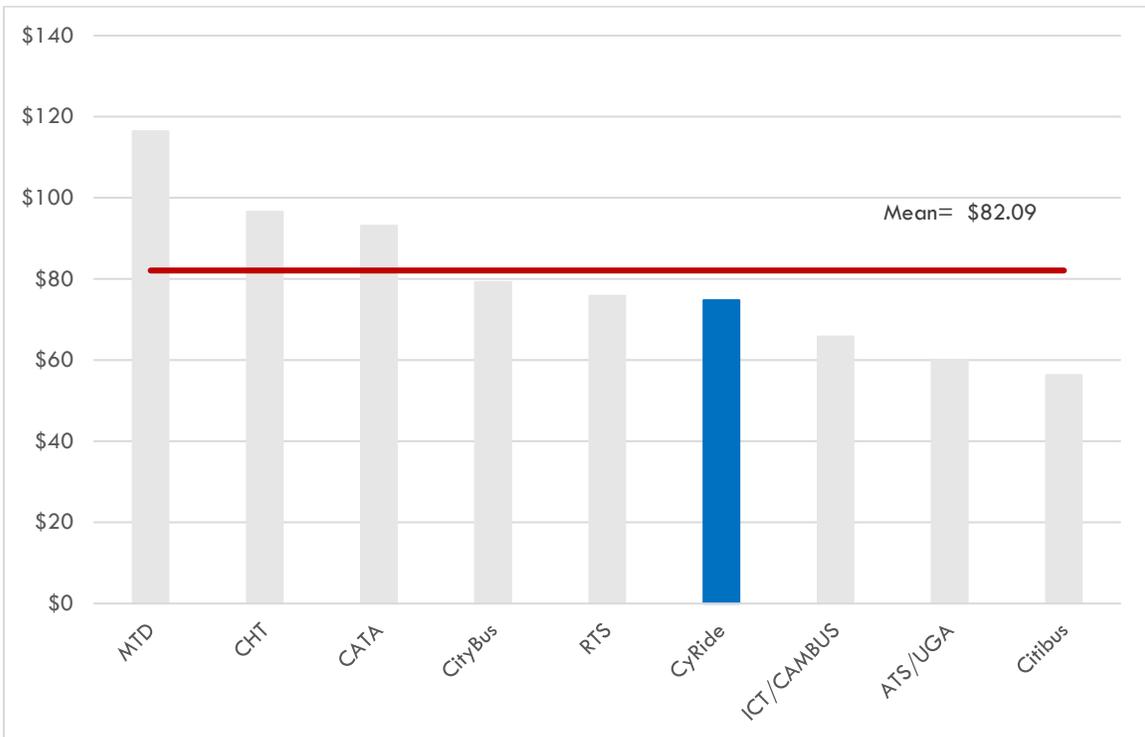
Note: UGA is omitted because it receives its funding from student fees and is not a good peer for CyRide for this metric. CyRide fare revenue data reported to NTD includes revenue from the agreement with Iowa State University's Student Government in addition to passenger fare revenue collected on vehicles.

Figure 4-23 Operating Expense per Revenue Mile



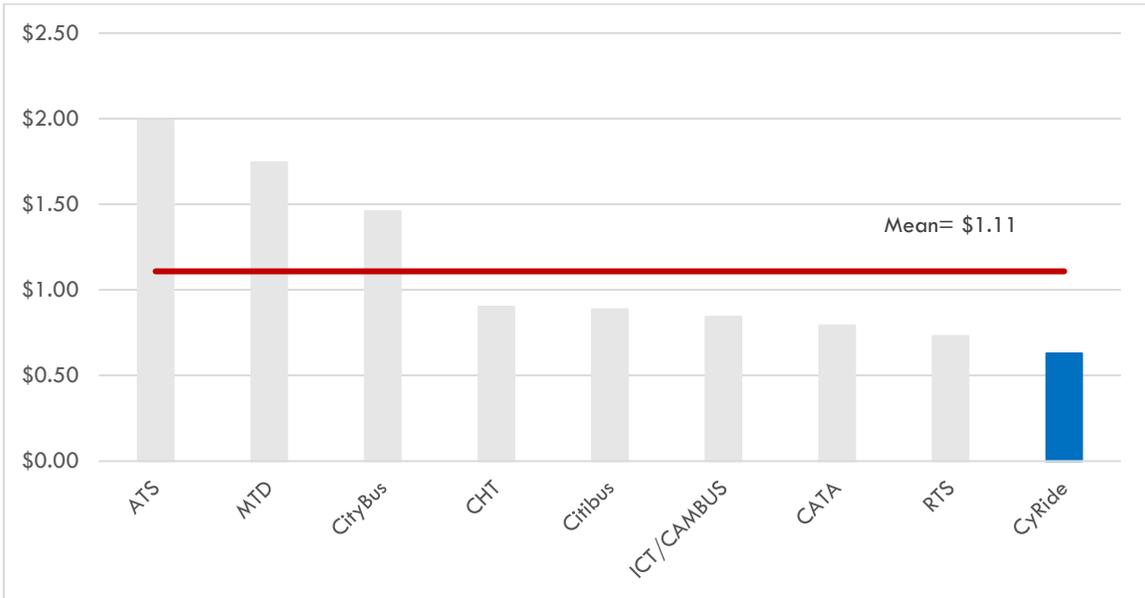
Source: NTD 2014 Transit Agency Profiles

Figure 4-24 Operating Expense per Revenue Hour



Source: NTD 2014 Transit Agency Profiles

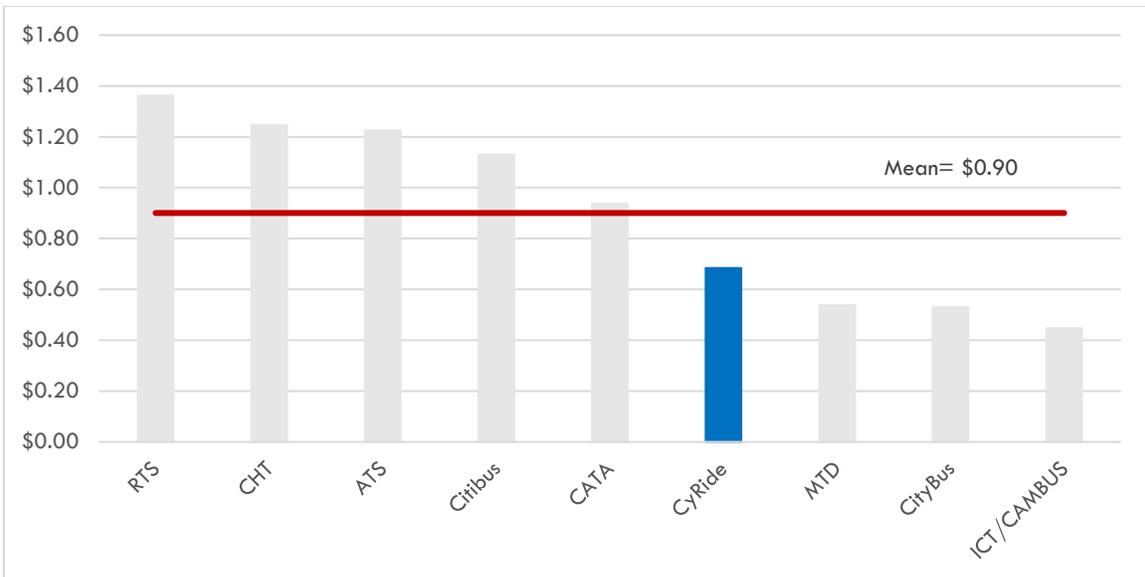
Figure 4-25 Subsidy per Passenger



Source: NTD 2014 Transit Agency Profiles

Note: UGA is omitted because it receives its funding from student fees and is not a good peer for CyRide for this metric. CyRide fare revenue data reported to NTD includes revenue from the agreement with Iowa State University's Student Government in addition to passenger fare revenue collected on vehicles.

Figure 4-26 Average Fare per Passenger



Source: NTD 2014 Transit Agency Profiles

Note: UGA is omitted because it receives its funding from student fees and is not a good peer for CyRide for this metric. CyRide fare revenue data reported to NTD includes revenue from the agreement with Iowa State University's Student Government in addition to passenger fare revenue collected on vehicles.

KEY FINDINGS

Overall, CyRide's performance measures demonstrate that the agency provides effective and efficient service, and performs above average when compared with peer transit agencies. CyRide recorded an average 56.9 passenger trips per revenue hour in 2014, which is excellent. Given that CyRide operates the fewest number of revenue miles and the third fewest number of revenue hours of all agencies included in this peer review, CyRide's high ridership metrics are impressive. The summation of these metrics indicates that the agency operates with a high degree of efficiency and is extremely productive.

CyRide strives to maintain a 20% spare ratio in compliance with FTA standards to ensure peak pull out vehicle requirements. However, CyRide's fleet of vehicles is larger and slightly older than the peer group average. This is problematic because CyRide has historically bought used buses to accommodate demand. While this reduces capital expenses, it leads to higher maintenance costs and service reliability problems as buses are removed from service to fix mechanical issues. As CyRide has both high ridership per revenue hour and a large fleet of vehicles, there may be room to optimize routes and service to reduce the number of vehicles needed to meet peak demand. This will help reduce maintenance costs and will help to improve reliability throughout the system.

CyRide generated the second-highest number of passenger trips per revenue mile and per revenue hour, following the composite score for ATS and the UGA. This is important because CyRide operates the lowest number of revenue miles and revenue hours of any agency included in this peer review. The agency has strong financial performance with a farebox recovery ratio of 51%, compared with the peer group average of 45%. This figure includes revenue generated by the agreement with ISU's Student Government, which provides funding through student fees.

Despite operating 74 vehicles in maximum fixed route service and serving one of the densest service areas included in the peer review, CyRide currently operates fewer annual revenue miles and annual revenue hours. This suggests CyRide service is much more heavily peak oriented than some of its peers.

5 REVIEW OF PLANS AND DEVELOPMENT

Transit in Ames exists within a broader planning and development context. This chapter addresses three components:

- **Survey Review.** This section presents the results of three surveys that each relate to transit in Ames: (1) the Ames Residential Satisfaction Survey (2015); (2) the Ames Mobility 2040 On-Board Transit Survey (2014); and (3) two CyRide Stoplight Surveys of transit drivers—one from 2013 and another from 2015.
- **Plan Review.** This section reviews two plan documents that will have an impact on transit in Ames: (1) the Ames Transit Feasibility Study (2007); and (2) the Alternatives Analysis Study: Orange Route Corridor Study (2016).
- **Development Review.** This review summarizes upcoming development in Ames—both residential and non-residential.

Findings from this chapter will help the redesign of CyRide service better fit community and CyRide priorities, existing planning efforts, and anticipated changes in land use.

SURVEY REVIEW

This section describes the findings from three surveys. The findings from each survey has implications for transit in Ames.

- **Ames Residential Satisfaction Survey (2015).** This survey sheds light on community satisfaction (and in turn, priorities) associated with various public services in Ames—including transit. It is administered annually by the City of Ames.
- **Ames Mobility 2040 On-Board Transit Survey (2014).** This survey gathers information associated with transit riders in Ames to better understand both travel patterns and rider characteristics. It was conducted as part of *Ames Mobility 2040: Ames Area MPO Long Range Transportation Plan*.
- **CyRide Stoplight Survey (2013 and 2015).** This survey, administered to CyRide drivers, helps understand the priorities of drivers and solicits feedback on CyRide service: what works well, and what can be improved.

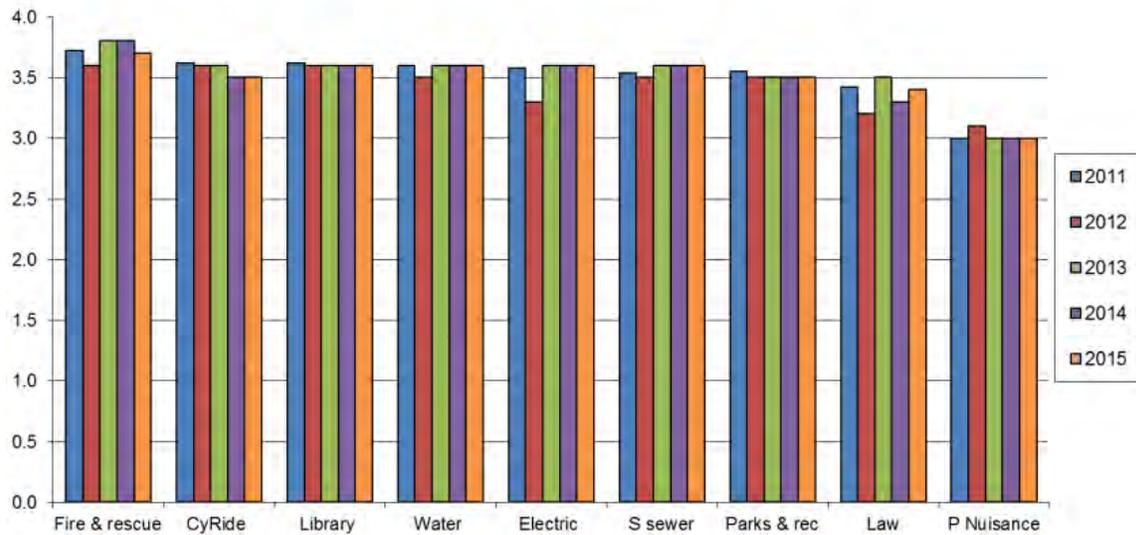
Ames Residential Satisfaction Survey (2015)

The City of Ames conducts annual satisfaction surveys of community residents to gain a better understanding of residents' needs and concerns regarding city services. Survey questions cover multiple city departments and city services, including CyRide's transit service and capital improvement priorities. Key transit-related findings in 2015 include:

- Among 10 ongoing public services¹, CyRide is the highest priority for increased spending.
- Younger residents, ISU students, renters, new residents, and people living with a household income of less than \$25,000 are most likely to support increasing funding for CyRide.
- The majority of frequent transit riders are full-time students (84%).
- The two highest-priority capital improvements in Ames are: (1) reconstructing existing streets, and (2) traffic flow improvements. This is important because safe and efficient CyRide operations depend on high-quality roads.

The survey also tracks residents’ perceived level of satisfaction over time for each of the utilities and services provided by the City. The chart below (Figure 5-1) shows that perceived satisfaction with CyRide has decreased slightly between 2011 and 2015. However, overall satisfaction with the service remains high.

Figure 5-1 Satisfaction Trends for Ames City Services



*1 = very dissatisfied; 2 = somewhat dissatisfied; 3 = somewhat satisfied; 4 = very satisfied

Source: City of Ames Resident Satisfaction Survey (2015)

CyRide On-Board Transit Survey (2014)

The CyRide On-Board Transit Survey was conducted in 2014 to update a regional travel demand model with accurate travel data from transit riders—the first time the model incorporated transit data. The survey gathered origin-destination and demographic data from 3,251 transit riders, including community members and ISU students. Key findings from the survey include:

- Most transit riders (84%) walk to reach the bus from their trip origin. An even greater share of riders (91%) walk from the bus stop to reach their final destination.

¹ The 10 services are: CyRide (public transit), fire protection, recreational opportunities, Ames Animal Shelter and animal control, Human service agency funding (ASSET), law enforcement, parks activities, land use planning, arts programs, and Ames Public Library.

- All transit riders surveyed (100%) ride some form of public transit at least one day per week. Just over half of riders (56%) use it four or more days per week.
- Roughly three-quarters of riders (73%) are between the ages of 18 and 24.
- Nine out of 10 (90%) transit riders surveyed are university students or are studying at local high schools. The remainder (10%) are not students.
- Most riders are choice riders: 86% have a valid driver's license and 74% have at least one vehicle in their household.
- Most riders use transit to travel to or from a school (71%).

CyRide Stoplight Surveys (2013 and 2015)

In 2013 and 2015, CyRide used a survey to solicit feedback from its drivers about what CyRide should start doing, continue doing, and stop doing. Generally, comments from drivers focus on creating better operational efficiencies for driver scheduling, streamlining the vacation time request process, increasing wages, and reducing the overall number of extra trips.

2015 Survey

Responses to the 2015 survey are detailed and specific. In particular:

- Drivers indicate concerns with tight scheduling of buses and scheduling policies. For drivers on busy, late-running trips, the lack of time for resetting and scheduled breaks is a major issue. For drivers working on-call shifts, uncertainty and inconsistent scheduling makes them less likely to pick up shifts or stay at the agency long-term.
- Many respondents note that CyRide has grown substantially, but that its policies and operational practices have not evolved accordingly.
- Several respondents suggest moving driver scheduling and administrative tasks to an online platform to reduce overhead costs and inefficiencies.
- Employees are generally engaged and eager to help CyRide improve operations and working conditions. They feel committed to CyRide's success.

2013 Survey

In general, responses to the 2013 survey were not as detailed as those of the 2015 survey. In the 2013 survey, drivers are similarly concerned with pay, time off, training, and operational efficiencies. Many drivers also comment that two- or three-hour shifts would allow for more flexibility in scheduling around student's schedules and reduce driver fatigue overall.

PLAN REVIEW

This plan review focuses on two plans associated with transit in Ames: the **Ames Transit Feasibility Study (2007)**, and the **Alternatives Analysis Study: Orange Route Corridor Study (2016)**. The former identifies areas in Ames that may warrant increased transit service. The latter focuses on a single corridor: the Orange Route, which has the highest demand of all CyRide routes.

Ames Transit Feasibility Study (2007)

CyRide's high demand for transit service has led to issues surrounding scheduling and overcrowding for the fleet of 40-foot buses. The Transit Feasibility Study assesses whether various high capacity transit options could address these issues. The purpose of the Ames Transit Feasibility Study was two-fold:

1. To analyze the reestablishment of the Dinkey—a steam-powered train connecting Downtown Ames to the main ISU campus early in the twentieth century.
2. To analyze seven transit corridors/study areas in Ames.

Regarding the Dinkey analysis, upon further consideration, it became apparent that a streetcar would not be suitable for all transit corridors in Ames.

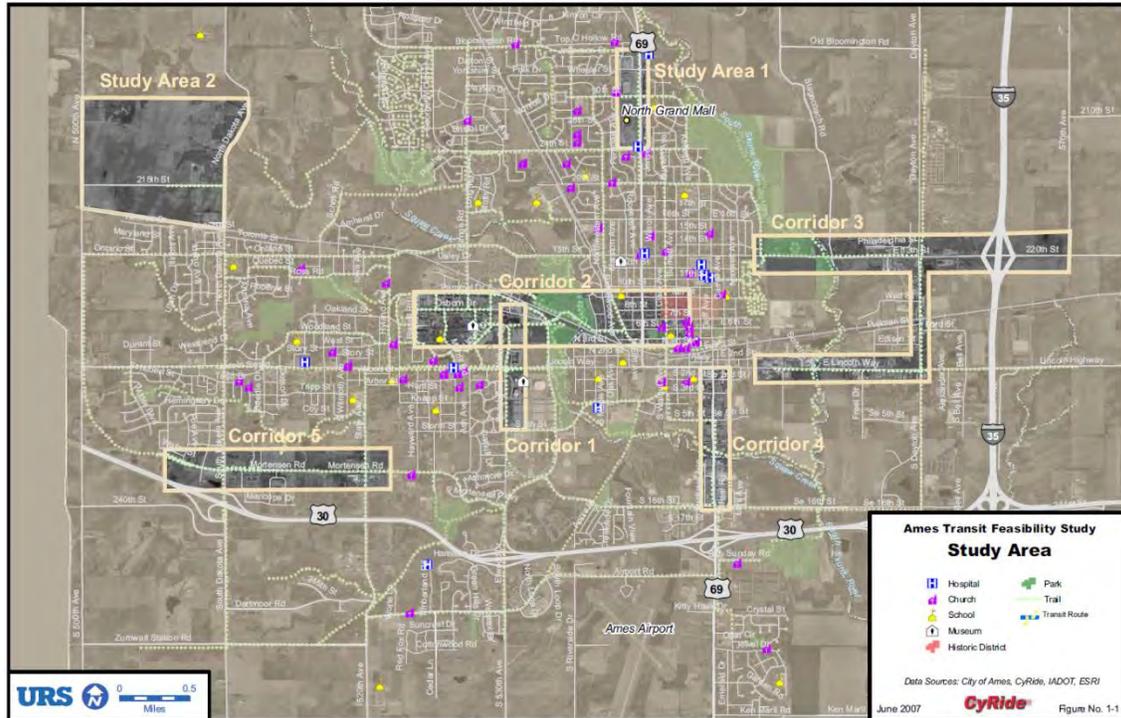
The corridor/study area analysis assessed the feasibility of high capacity transit more broadly-defined than the original rail-based concept. It identified five corridors of interest and two study areas that could potentially benefit from an increase in transit service.

The five corridors and two study areas are:

- Corridor 1: Iowa State Center parking to the ISU campus
- Corridor 2: ISU to Downtown Ames
- Corridor 3: Thirteenth Street, serving the site of the proposed new shopping mall
- Corridor 4: South Duff retail area
- Corridor 5: Future development in the area of Mortensen Road (west Ames)
- Study Area 1: North Grand Avenue and North Grand Mall
- Study Area 2: Northwest Ames planned growth area

Figure 5-2 presents the corridors and study areas on a map.

Figure 5-2 Transit System Study Corridors



Source: Ames Transit Feasibility Study (2007)

Not all corridors were deemed suitable for transit investment; only Corridor 1 and Corridor 5 were ready for immediate transit investment.

Corridor 1, which runs through the ISU campus and has very high peak demand, would be suitable for bus rapid transit (BRT). This project would require receiving a New Starts grant to implement infrastructure changes on the corridor and to construct a new bus barn. The estimated cost for the project was \$16 million. The BRT elements would include:

- Development of an exclusive bus lane along Beach Avenue between the Iowa State Center and Lincoln Way and a designated diamond lane within the Iowa State Center.²
- Transit signal priority at the intersections of Beach Avenue and Lincoln Way, as well as Wallace Road and Osborne Drive. This would include (1) optimization of the traffic signal timing and (2) a leading and/or lagging green for the BRT movements on Beach Avenue and Wallace Road.

Corridor 5 in West Ames currently generates a high demand for “extras”: unscheduled trips that operate in order to meet peak demand. The Transit Feasibility Study recommended that CyRide acquire four articulated buses for this route. Articulated buses accommodate more passengers and would reduce overall operating costs.

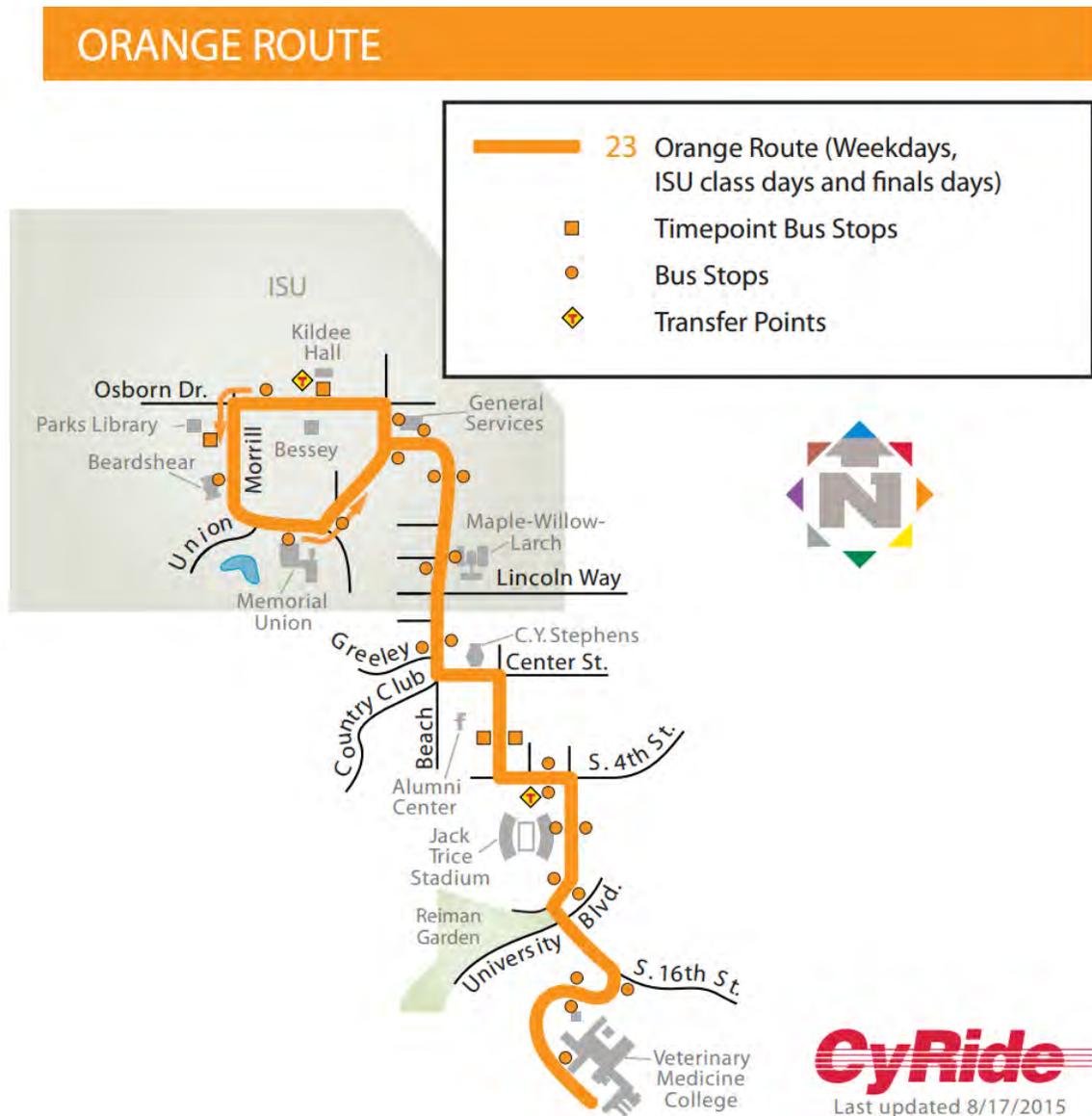
² The combination of these corridor modifications would allow it to meet the criterion requiring 50% of the route as a fixed guideway.

The Transit Feasibility Study found that increasing service to other corridors and study areas was not justified by existing conditions. However, future residential and commercial development in the city may eventually justify further investments in transit service in these places.

Alternatives Analysis Study: Orange Route Corridor Study (2016)

CyRide's Orange Route operates between the ISU main campus, Iowa State Center (ISC), and the ISU Veterinary Medicine College (Figure 5-3). The segment between the main campus and ISC is identical to Corridor 1 in the Ames Transit Feasibility Study, where it was identified as a high priority for increased transit service. As a result, CyRide and the City of Ames selected the Orange Route for an Alternatives Analysis Study.

Figure 5-3 Current CyRide Orange Route Alignment



Currently, the Orange Route has the highest ridership of any CyRide route, carrying nearly two million passengers annually. It operates two variations: one that travels to the ISU Veterinary Medicine College and another that travels to and from the central ISU campus from Iowa State Center (ISC). Unscheduled trips are often added in order to accommodate peak demand. When ISU is in session, this can result in an additional 53 trips per day.

The Alternatives Analysis identified two potential ways to reduce costs and improve efficiencies:

1. Use new technology to better address demand. This would require the addition of articulated buses or a streetcar/BRT system.
2. Modify routes and schedules to better match demand.

After considering different technologies and routing options, the Alternatives Analysis detailed two final options:

1. Create an ISC Lot Express-Maple-Willow-Larch Residence Hall Circulator that would operate along the current Orange Route alignment. Synchronize the Orange Route schedule with the Circulator schedule.
2. Create a BRT system along the current Orange Route alignment, but ending on Osborn Drive with a turnaround at Osborn Drive and Bissell Road via a roundabout. This would require infrastructure improvements in the corridor, including dedicated right-of-way on Osborn Drive and transit signal priority systems, as well as the implementation of articulated buses.

In addition, the Alternatives Analysis recommended both (1) adding more standard buses to the fleet to address the low spare ratio issue, and (2) purchasing articulated buses to allow higher on-board loads during periods of peak demand.

The Transit Board selected the BRT system as its preferred alternative and began working towards this scenario for the future (upgraded stops and articulated bus purchases).

DEVELOPMENT REVIEW

Anticipating growth is critical to CyRide service planning. This section explains where growth is expected within Ames, both in terms of residential and nonresidential development.

Residential Development

In the short term, 11 apartment developments are either underway or in a planning stage within the City of Ames. Figure 5-4 lists these developments, along with their estimated number of units to be constructed between 2017 and 2019. Figure 5-5 presents their location.

In addition to the 11 apartments listed below, the Trinitas Student Cottages development is planned at Lincoln Highway and S 500th Avenue (immediately west of Ames city limits). Trinitas has proposed an 830-bed complex, and is expected to be marketed as housing for university students. This area may be annexed by the City of Ames.

Figure 5-4 Planned Apartment Construction, 2017 – 2019

No. on Map	Description of Apartment	Estimated Number of Units 2017 – 2019
Pending Rezoning Requests		
1	Crane Farm (23 acres, FS-RM) 895 S 500 th	352
2	Village Park (20 acres, RH/FS-RM, workforce) 2110 Cottonwood	250
3	Rose Prairie (13 acres, FS-RM, workforce) Hyde & W 190 th	201*
Pending LUPP Amendment Requests		
4	Brick Towne (40 acres, workforce) S Duff & Timber Creek	750
5	Sheldon/Hyland (1.5 acres, student) Sheldon & Hyland, Campustown	160
Site Plan Approvals		
6	Stadium View (mix) 1206 S 4 th	198*
7	122 Hayward (student) 122 Hayward	45
8	Aspen Heights (10 acres, student) 205 Wilmoth	135
Vacant Zoned Land		
9	S 17 th (12 acres, RH, 525-bed limit, mix) S of S 16 th between S Grand and Golden Aspen	Unknown
10	Quarry Estates (10 acres, FS-RM, workforce) Hyde & W 190 th	80 – 100*
11	North Dakota & Lincoln Way (3 acres, RH, mix) N Dakota & Lincoln	50*
Estimated total number of units		1,712**

* Maximum number of units allowed, actual number planned not known

** Total excludes estimates with an asterisk

In the longer term, the City anticipates growth within five key zones, with a particular focus on the first three (North, Northwest, and Southwest Ames):

- **North Ames.** The area near Hyde Street (formerly Grant Street) and W 190th Street in the northernmost part of Ames is where the bulk of new growth will occur. Roughly 1,000 new homes will be built in this area over the next five to 10 years.
- **Northwest Ames.** The area around N Dakota Avenue between Ontario Street and Cameron School Road in northwestern Ames is a potential area for development. However, this land currently lacks basic municipal infrastructure, e.g., utility connections.
- **Southwest Ames.** The area south of Highway 30 near S Dakota Avenue anticipates roughly 1,300 new units. This area is early in the master planning stage.
- **Campustown and the Lincoln Way corridor.** Development is expected to continue within Campustown and along Lincoln Way, although vacant parcels of land are increasingly rare.
- **Downtown.** Demand for infill housing downtown hasn't yet attracted interest from developers, but this is expected to change as preferences for walkable urban environments increase, and as millennials settle down and start families in increasing numbers.

Commercial Development

In terms of commercial development, City and CyRide staff identified three key points:

- Near-term commercial development will take place primarily along S Duff Avenue and SE 16th Street in the form of big box retail.
- Land is available at E 13th Street and I-35 for a regional mall, but no plans currently exist to build one. This is not expected to change in the short term.
- North Grand Mall will continue to serve as an important retail hub.

KEY FINDINGS

Planning issues and anticipated development in the City of Ames will influence future CyRide service. The following are key findings from the plans and development review:

- **Approximately 700 units are anticipated for construction in 2017 alone**, with about 1,000 more to come on-line in 2018 and 2019. Transit demand will inevitably follow given existing activity levels oriented toward ISU, though some housing is geared toward the general workforce due to employment growth at the ISU Research Park, and not students exclusively.
- **New commercial development planned for S Duff Avenue may provide opportunities to better serve non-university trips.** However, much of this commercial development will be big box retail and low density in nature, and therefore may prove difficult to serve effectively with traditional fixed-route transit service.
- **Some development will occur outside the service area or in areas with low levels of existing service.** Additionally, increased demand in existing areas could lead to additional crowding on already-overloaded buses.
- **Additional funding has not been identified to meet increased demand.** If additional vehicles are required for providing service to new development, more financial resources will be required to meet transit needs.

Figure 5-6 provides a summary from the plans and development review.

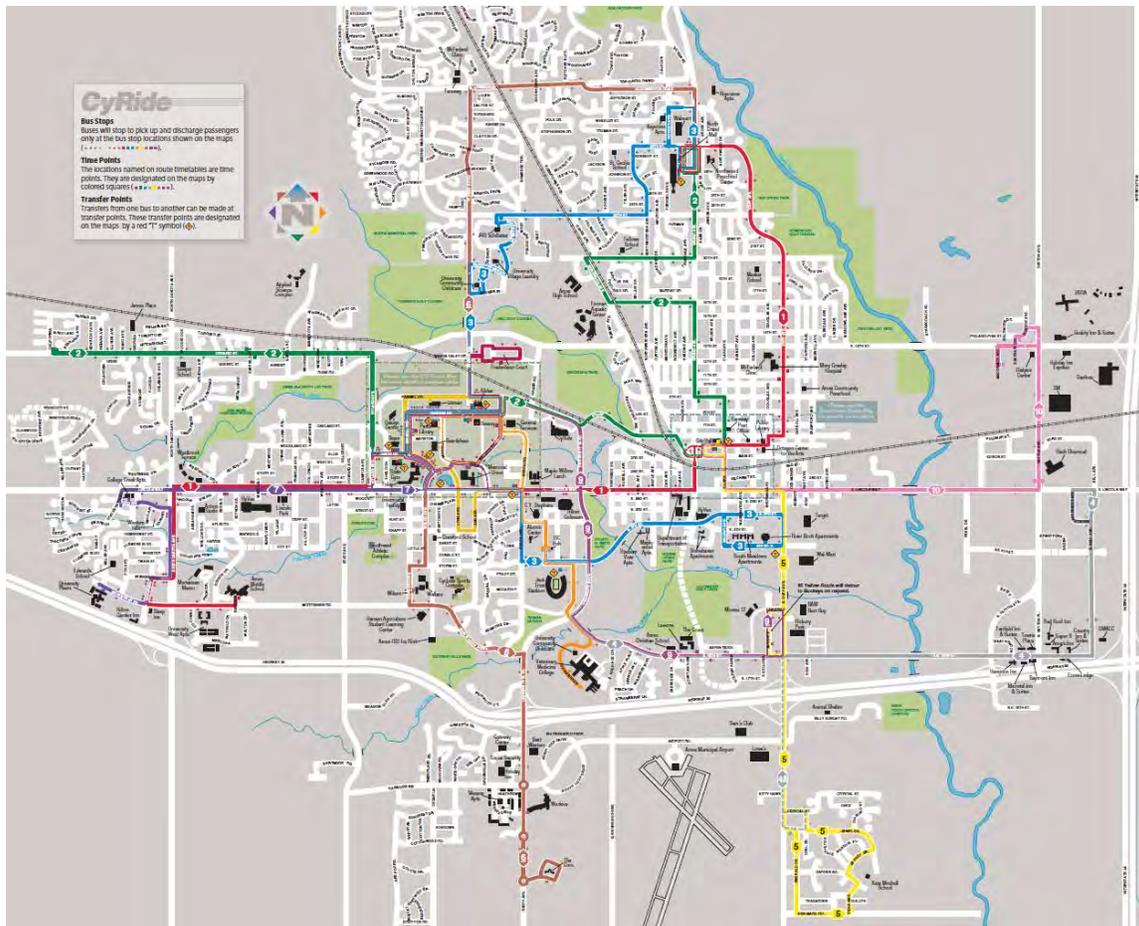
Figure 5-6 Development Review Summary

Section	Key Findings
Survey Review	<ul style="list-style-type: none"> ▪ The Ames Residential Satisfaction Survey (2015) finds that CyRide is the highest priority for increased spending among 10 ongoing public services in Ames. ▪ The CyRide On-Board Transit Survey (2014) finds: <ul style="list-style-type: none"> – The majority of transit riders reach the bus stop and their destination on foot (84% and 91% respectively). – Three-quarters of transit riders are aged 18 to 24; nine out of 10 are students. – Most transit riders are choice riders: 86% have a valid driver's license and 74% have at least one vehicle in their household. ▪ CyRide drivers are frustrated with scheduling practices for peak demand trips, the lack of online administrative functions, and the way in which CyRide has dealt with growing demand. However, they are eager to help improve operations.
Plan Review	<ul style="list-style-type: none"> ▪ The Ames Transit Feasibility Study (2007) identifies two corridors in Ames that warrant increased transit service: Corridor 1 (between the main ISU campus and ISC), and Corridor 5 (along Mortensen Road in the southwestern part of Ames). ▪ The Alternatives Analysis Study: Orange Route Corridor Study (2016) further assesses the potential for high-capacity transit for the CyRide Orange Route. It recommends: <ul style="list-style-type: none"> – Splitting the route into an inter-residence/ISC circulator and the remainder of the Orange Route; or creating a BRT system along the current Orange Route alignment, including dedicated right-of-way and transit signal priority. A BRT system is the preferred alternative. – Purchasing articulated buses to allow higher on-board loads during peak periods.
Development Review	<ul style="list-style-type: none"> ▪ Eleven apartment complexes are slated for development in the City of Ames between 2017 and 2019 (Figure 5-4 and Figure 5-5). ▪ The City anticipates growth within five key zones: (1) North Ames, (2) Northwest Ames, (3) Southwest Ames, and to a lesser extent (4) Campustown and the Lincoln Way corridor, and (5) Downtown Ames. ▪ New commercial development will likely take place along S Duff Avenue and SE 16th Street in the form of big box retail.

6 ROUTE PROFILES

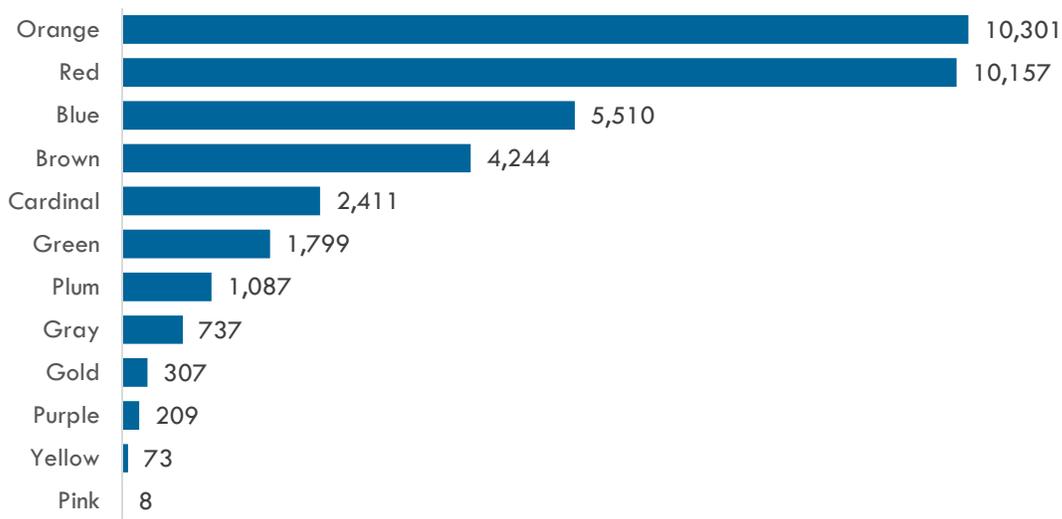
This chapter describes CyRide's fixed routes, including alignment characteristics, service span, headway, destinations served, ridership,¹ and schedule adherence. Figure 6-1 shows the existing CyRide system map, and Figure 6-2 presents average daily ridership for each route.

Figure 6-1 CyRide System Map, Fall 2016



¹ CyRide deploys several unscheduled trips to accommodate peak demand. Unscheduled trips make it difficult to precisely gauge revenue hours in the typical sense. As a result, productivity—in terms of boardings per revenue hour—is not available for any routes. Nonetheless, ridership data is available by trip and by day, both of which allude to a route's productivity.

Figure 6-2 Average Daily Boardings (Monday/Wednesday) by Route



Source: CyRide ride check, September 19 and 21, 2016

Ridership maps accompany each route profile. These maps depict boardings and alightings at each stop for each direction based on a ride check (on-board boarding and alighting survey) collected during Monday, September 19, and Wednesday, September 21, 2016. In cases where routes are complex (e.g., with multiple spurs) a current route map is also shown for reference.

ISU course schedules have an important impact on CyRide ridership. Schedules are different on Mondays, Wednesdays, and Fridays than they are on Tuesdays and Thursdays (Figure 6-3). As such, route profiles in this section also identify instances where ridership differs dramatically between the two sets of weekdays. Trip level ridership collected by operators on Tuesday, September 20, 2016 is used to represent Tuesday/Thursday ridership.

Figure 6-3 Typical Class Periods by Day of the Week

One Hour Periods	75 to 90 Minute Periods
MWF Only	TR Only
8:00 – 8:50 a.m.	8:00 a.m. start; end at 9:15 or 9:20 a.m.
9:00 – 9:50 a.m.	9:30 a.m. start; end at 10:45 or 10:50 a.m.
10:00 – 10:50 a.m.	11:00 a.m. start; end at 12:15, 12:20, 12:25, or 12:30 p.m.
11:00 – 11:50 a.m.	12:40 p.m. start; end at 1:55 or 2:00 p.m.
12:10 – 1:00 p.m.	2:10 p.m. start; end at 3:25 or 3:30 p.m.
1:10 – 2:00 p.m.	3:40 p.m.; end at 4:55 or 5:00 p.m.
2:10 – 3:00 p.m.	4:10 p.m. start; end at 5:25 or 5:30 p.m.
3:10 – 4:00 p.m.	
4:10 – 5:00 p.m.	

Appendix A provides more detailed information associated with each route. Specifically, it includes the following charts and tables for reference:

- Weekday load by stop
- Weekday boarding/alighting profile
- Weekday ridership and maximum load by trip
- Tuesday/Thursday boardings by trip start time
- On-time performance by time period
- Tables summarizing boardings, alightings, on-time performance, and maximum load by direction, segment, and time of day

The CyRide routes analyzed include (in order):

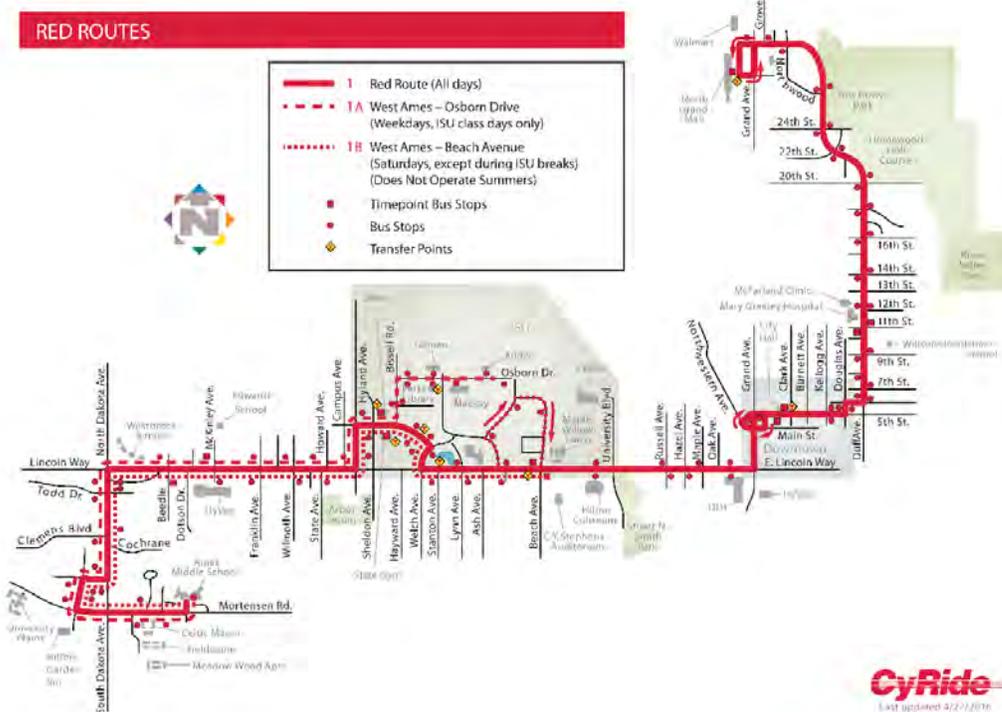
- Routes 1 and 1A (Red)
- Route 2 (Green)
- Route 3 (Blue)
- Routes 4 and 4A (Gray)
- Route 5 (Yellow)
- Routes 6, 6A, and 6B (Brown)
- Route 7 (Purple)
- Route 9 (Plum)
- Route 10 (Pink)
- Route 21 (Cardinal)
- Route 22 (Gold)
- Route 23 (Orange)

ROUTES 1 AND 1A (RED)

The **Red Route** is a set of three overlapping routes: 1, 1A, and 1B. This profile focuses on Routes 1 and 1A, which operate on weekdays. Figure 6-4 presents the route map for the three Red Route alignments.

- **Route 1** operates between Ames Middle School on Mortensen Road, and North Grand Mall, primarily via South Dakota Avenue, Lincoln Way, 5th Street, and Duff Avenue.
- **Route 1A** adds additional in-session weekday service to the western half of the route, with a spur to ISU’s Kildee Hall on Osborn Drive.
 - All unscheduled trips are for Route 1A, not Route 1.
 - Eastbound, scheduled Route 1A trips serve Bissell Road and either Pammel Drive or Osborn Drive. With certain exceptions, scheduled trips typically serve Osborn Drive in the morning and Pammel Drive in the afternoon and evening periods.
 - Westbound, scheduled Route 1A trips during the day always serve Bissell Road and Osborn Drive, but never Pammel Drive. Unscheduled Route 1A trips begin at one of three locations: Kildee Hall on Osborn Drive; Lincoln Way and Lynn Avenue; or Lincoln Way and Beach Avenue. Trips originating from the latter two points do not serve Bissell Road and Osborn Drive.
 - The data suggests that unscheduled Route 1A trips always end their run at the point where they are no longer carrying any passengers—not necessarily at the terminus.
- **Route 1B** provides additional in-session Saturday service to the western half of the route, with a spur to Lincoln Way and Beach Avenue via Union Drive, Wallace Road, and Beach Road.

Figure 6-4 Route Map, Red Route (1, 1A, 1B)



Major Destinations

- Ames Middle School (1, 1A)
- Iowa State University (Main Campus) (1, 1A)
- Campustown (1)
- Downtown Ames (1)
- Mary Greeley Medical Center (1)
- Walmart (1)
- North Grand Mall (1)

Ridership

The Red Route has very high ridership (10,157 daily boardings), second only to the Orange Route. **Its ridership and deployment of unscheduled trips is highly correlated to class start times (eastbound trips) and class end times (westbound trips).**

Scheduled and unscheduled headways are frequent. Route 1 is scheduled for 20-minute service in the morning and 15-minute service for most of the day. Route 1A is scheduled for service every 15 minutes, with additional unscheduled trips. The combination of unscheduled Route 1A trips and scheduled Route 1/1A trips means **the western portion of Route 1 has very frequent service (three – five minutes during class times).**

Route 1, scheduled Route 1A, and unscheduled Route 1A each account for approximately one-third of Red Route trips, both eastbound and westbound. During peak class times, the ratio of unscheduled-to-scheduled trips is very high—sometimes close to 3:1. Eastbound, the last unscheduled trip departs at 12:44 p.m. Westbound, the first unscheduled trip is at 8:59.

For eastbound Route 1A trips that serve Osborn Drive or Pammel Drive, the sum of alightings on those streets typically exceeds that of State Gym (or its westbound equivalent, Beyer Hall). **However, during peak periods, it doesn't appear as though riders forego Route 1 in order to take Route 1A and get closer to their destination on campus.** This suggests that riders *may* be willing to walk longer distances on campus in exchange for more frequent service.

Conversely for westbound trips, the data suggests that **passengers *do* wait to be picked up on Osborn Drive, despite Route 1 and unscheduled Route 1A trips that do not serve Osborn Drive, and may have a lower load.** However, this may not necessarily indicate that

Route Characteristics		
Weekday		
Start Time	6:21 a.m.	
End Time	12:32 p.m.	
Average Daily Boardings	10,157	
Peak Headway (mins)	7 – 10 ²	
Off-Peak Headway (mins)	7 – 10	
Evening Headway (mins)	15 – 40	
Schedule Adherence	On Time	71.6% ³
	Early	25.9%
	Late	2.5%
Saturday		
Start Time	7:11 a.m.	
End Time	10:26 p.m.	
Headway (mins)	20 – 40	
Sunday		
Start Time	8:31 a.m.	
End Time	11:40 p.m.	
Headway (mins)	40	

² Factoring unscheduled trips, peak headways are closer to three – five minutes during peak class times.

³ Because of unscheduled trips, the high rate of early trips on this route is not consequential from the rider's perspective. To illustrate this point: if a bus arrives early during the peak (because it's operating at crush load and skipping stops), another unscheduled bus will hold at the timepoint and arrive on time as far as the rider is concerned.

passengers *would not be willing* to walk to Union Drive from Osborn Drive in exchange for more frequent service.

Eastbound before 10:40 a.m., departures between 20 and 40 minutes *before classes start* are extremely busy: both scheduled and unscheduled trips consistently carry over 40 passengers (sometimes closer to 100 passengers). However, during all other periods in the a.m., and any time after 10:40 a.m., several unscheduled trips carry a max load below 40 passengers, which suggests that certain unscheduled trips are underutilized.⁴

Westbound starting at 10:50 a.m., departures during the 20 minutes *following the end of classes* consistently carry over 40 passengers, and sometimes closer to 100. (This accounts for Route 1 trips reaching the main ISU campus roughly 25 minutes after their departure from North Grand Mall.) During all other time periods before 7 p.m., and any time before 10:50 a.m., several unscheduled trips (and their scheduled counterparts) carry a max load below 40 passengers, which suggests that certain unscheduled trips are underutilized.

Westbound between 7 p.m. and the end of service, scheduled and unscheduled trips for the most part have a max load greater than 40. Evening demand is highest on the segment of the Red Route west of Lincoln Way and Beach Avenue—not the segment through Downtown Ames and Duff Avenue. Neither scheduled nor unscheduled trips in this period provide service on Osborn Drive.

Westbound peaks in ridership are less pronounced—although still visible—on Tuesdays and Thursdays (when class periods end at varying times) than they are on Mondays and Wednesdays (when class periods always end at the same time).

The western part of the Red Route (including scheduled and unscheduled Route 1A) is much more productive than the eastern part. Headways—and to a much greater extent ridership—are more than double between ISU and Ames Middle School than they are between ISU and North Grand Mall. Further, very few riders travel through campus (from west of campus to east/north of campus or vice versa).

Route 7 (Purple) duplicates the western portion of Route 1 as well as Route 1A. There are few Route 7 trips, but they serve a nearly identical market to Route 1.

Schedule Adherence

The Red Route is on time 71.6% of the time. However, in the vast majority of cases where scheduled trips are early, unscheduled trips are dispatched and hold at the timepoint. This makes schedule adherence for this route (and for early trips in particular) of little importance to riders: *perceived* schedule adherence is nearly always on time.

⁴ This pattern of unscheduled trips with low max loads happens as a result of CyRide's ride guarantee policy. Drivers unable to pick up all passengers waiting at a stop (due to a perceived crush load) dispatch an unscheduled trip.

Figure 6-5 Average Daily Boardings, Route 1 and 1A (Red, Combined), Eastbound

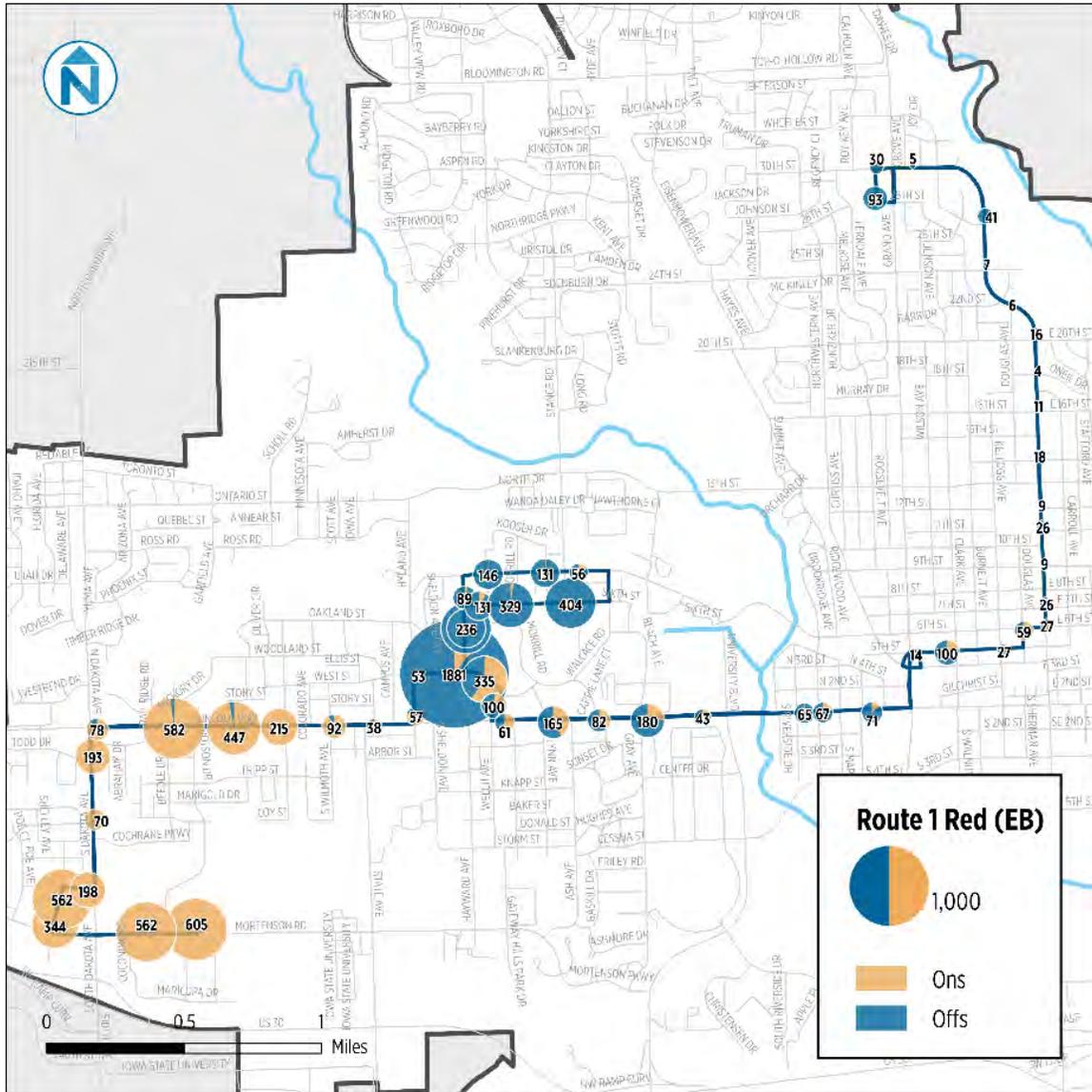
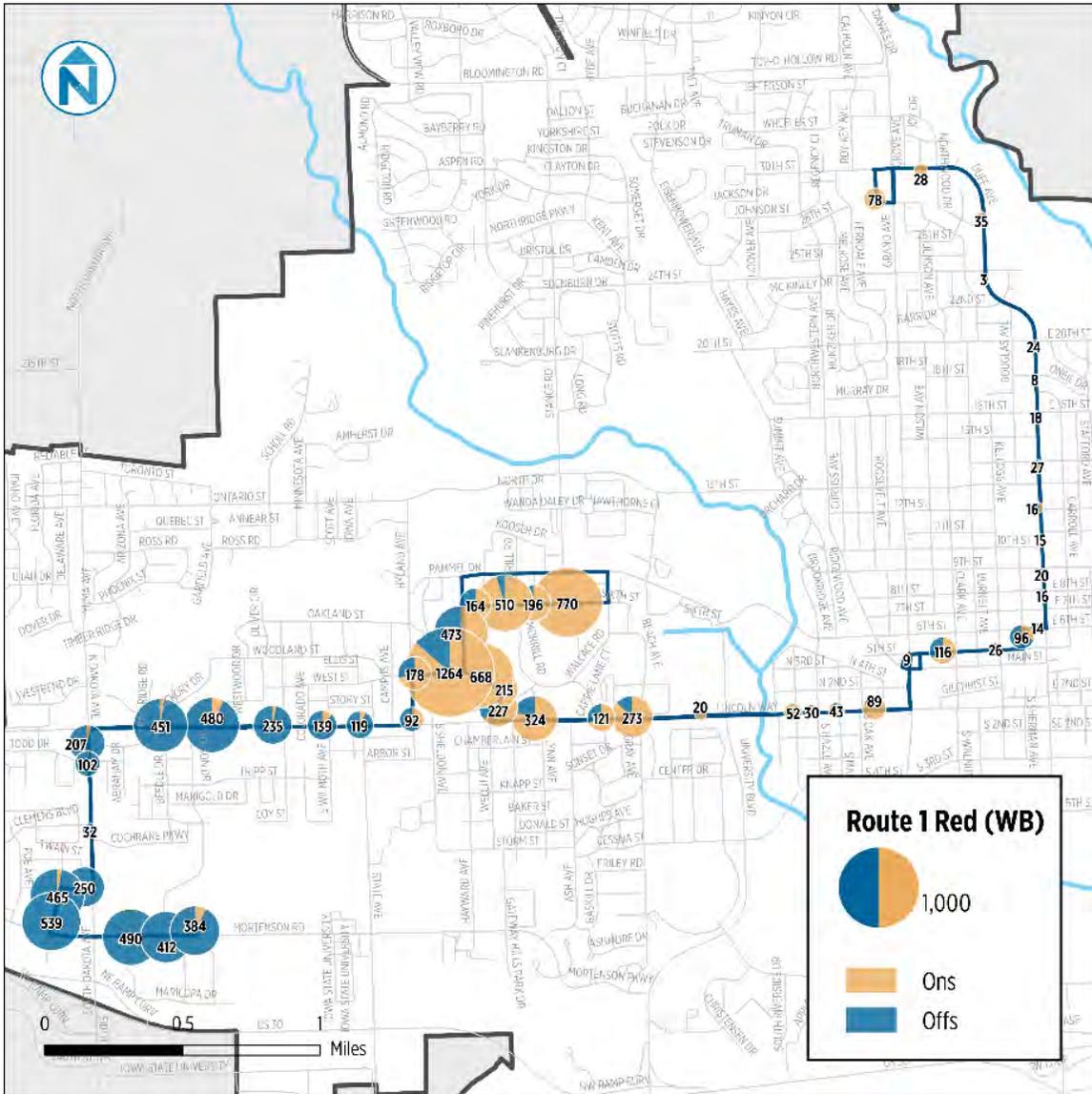


Figure 6-6 Average Daily Boardings, Route 1 and 1A (Red, Combined), Westbound

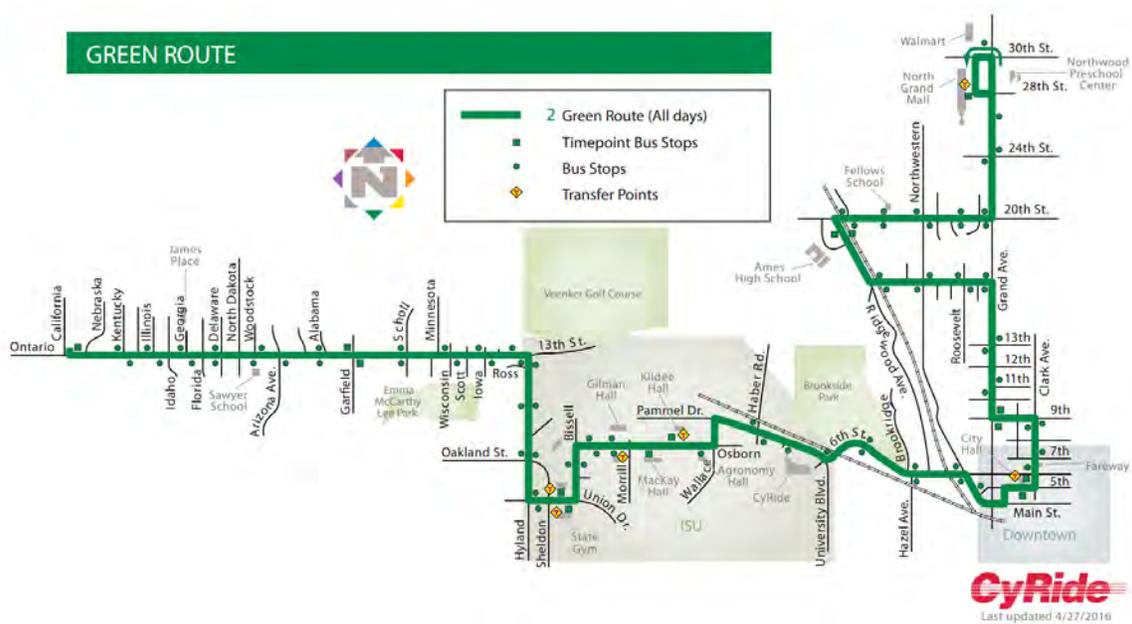


ROUTE 2 (GREEN)

Route 2 operates between the intersection of Ontario Street and California Avenue in western Ames and North Grand Mall (Figure 6-7). It primarily runs on Ontario Street and Grand Avenue. However, it deviates from its general L-shaped alignment to serve ISU, Downtown Ames, and Ames High School along the following alignments:

- **ISU:** N Hyland Avenue, Union Drive, Bissell Road, Osborn Drive, Wallace Road, University Boulevard
- **Downtown Ames:** 6th Street, Northwestern Avenue, Main Street, Pearle Avenue, 5th Street, Clark Avenue, 9th Street, Grand Avenue
- **Ames High School:** 16th Street, Ridgewood Avenue, 20th Street

Figure 6-7 Route Map, Green Route (2)



Major Destinations

- Sawyer School
- Iowa State University (Main Campus)
- Downtown Ames
- Ames High School
- Fellows School
- Walmart
- North Grand Mall

Ridership

Daily ridership for Route 2 (1,654 daily boardings) is roughly in the middle of the pack relative to other CyRide routes. Like most routes, **ridership follows ISU’s class times:** eastbound ridership peaks during the departure roughly *30 minutes before classes start* in the a.m.; westbound ridership peaks during the *first departure after each class time* in the p.m.

Scheduled headways are between 20 and 30 minutes during the day and 40 minutes during the evening. The route deploys approximately one dozen unscheduled trips, combined, in both directions. However, **ridership is not especially high on a per-trip basis:** only one departure (8:31 a.m., eastbound) has a max load that exceeds 40 passengers. This suggests that the roughly half-dozen unscheduled trips in each direction are underutilized.

The majority of boardings occur on Ontario Street and at the main ISU campus. In fact, this western portion of the route experiences approximately three times the ridership (roughly 60 boardings and alightings per stop per day) compared to the eastern portion (roughly 20 boardings and alightings per stop per day).

The deviation to Ames High School, including stops on 16th Street and 20th Street, have a total of 120 daily boardings and alightings in both directions combined (68 eastbound and 52 westbound). These are largely associated with high school start and end times.

Route 2 has almost no overlap with other routes. It is the only route that serves Ontario Street (which has a large student population), Grand Avenue, Ames High School, and Walmart.

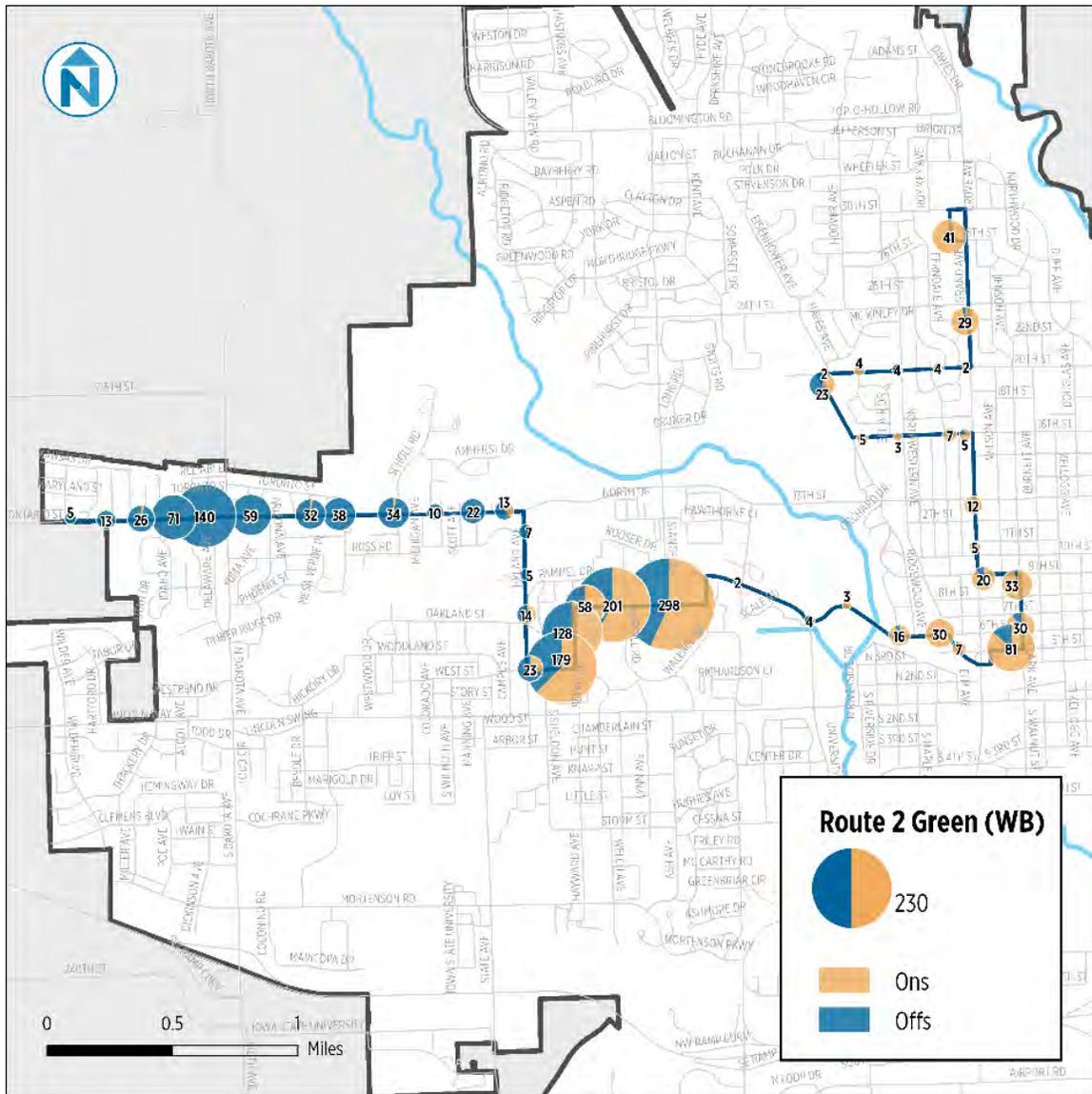
Schedule Adherence

Route 2 is on time 82.7% of the time. The most commonly late segment is between Ames High School and North Grand Mall (eastbound, late 12.1% of the time). In the vast majority of cases where scheduled trips are early, unscheduled trips are dispatched to hold at the timepoint. **This makes schedule adherence for this route (and for early trips in particular) of little importance to riders: perceived schedule adherence is nearly always on time.**

Route Characteristics		
Weekday		
Start Time	6:22 a.m.	
End Time	11:28 p.m.	
Average Daily Boardings	1,799	
Peak Headway (mins)	20	
Off-Peak Headway (mins)	20 – 30	
Evening Headway (mins)	40	
Schedule Adherence	On Time	82.7% ⁵
	Early	13.1%
	Late	4.2%
Saturday		
Start Time	7:50 a.m.	
End Time	10:32 p.m.	
Headway (mins)	40 – 80	
Sunday		
Start Time	8:33 a.m.	
End Time	11:38 p.m.	
Headway (mins)	40 – 80	

⁵ Because of unscheduled trips, the high rate of early trips on this route is not consequential from the rider’s perspective. To illustrate this point: if a bus arrives early during the peak (because it is operating at crush load and skipping stops), another unscheduled bus will hold the timepoint and arrive on time as far as the rider is concerned.

Figure 6-9 Average Daily Boardings, Route 2 (Green), Westbound



ROUTE 3 (BLUE)

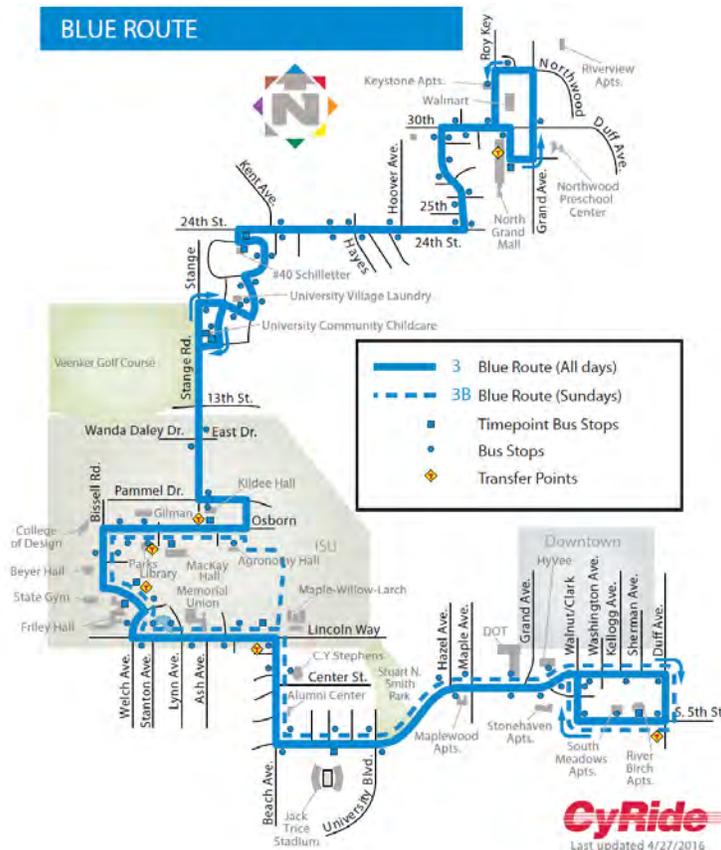
Route 3 operates in a C shape between North Grand Mall and the area south of Downtown Ames via ISU. It runs primarily along 24th Street, Stange Road, Lincoln Way, Beach Avenue, and S 4th Street, with deviations at North Grand Mall, Schilleter Village and University Village, ISU, and south of downtown via the following alignments:

- **North Grand Mall:** Northwestern Avenue, 30th Street, Grand Avenue, Wheeler Street, Roy Key Avenue.
- **Schilleter Village and University Village:** Edenburn Drive, Stotts Road, Blackenburg Drive, Long Road.
- **ISU:** Pammel Drive, Wallace Road, Osborn Drive, Bissell Road, Union Drive, Welch Avenue.
- **South of Downtown Ames:** S 3rd Street, S Duff Avenue, S 5th Street, S Walnut Avenue.

With some exceptions, southbound p.m. extras typically run from Kildee to South Duff. By contrast, southbound a.m. extras typically run from Schilleter Village or University Village to the point of the last alighting.

Northbound a.m. extras typically run from southern terminus (Riverbirch Apartments) until the last alighting—usually around Parks Library. Northbound p.m. extras, on the other hand, typically run from the main ISU campus to North Grand Mall or until the point of last alighting.

Figure 6-10 Route Map, Blue Route (3)



Major Destinations

- Walmart
- North Grand Mall
- Schilleter Village and University Village
- Iowa State University (Main Campus)
- Campustown
- Jack Trice Stadium
- Iowa DOT
- Riverbirch Apartments

Ridership

Ridership on Route 3 (Blue) is the third-highest, behind Route 23 (Orange) and Route 1 (Red), with 5,510 daily boardings. Like most routes, **ridership on Route 3 is highly correlated to ISU class start and end times**. This is the case both for northbound and southbound trips, given that several clusters of students live both south of downtown (Riverbirch Apartments endpoint) and in University Village and Schilleter Village (served by the northern part of Route 3).

Route 3 deploys several unscheduled departures to accommodate peak demand: Over 20 northbound extras, and over 30 southbound extras. During midday and evening hours in both directions, many unscheduled trips have max loads below 40 passengers. This suggests that some if not most extras are underutilized.

In the afternoon, both north and southbound runs have unscheduled trips with high maximum loads, while adjacent scheduled departures carry low or moderate max loads.

Ridership levels are lower north of Schilleter village. Stops on average record fewer than 30 boardings and alightings per day in this segment. All other segments record roughly 100 or more daily boardings and alightings per stop on average, including east of campus on S 4th and 5th Streets as a result of overlap with other CyRide routes.

Route 3 overlaps somewhat with Route 6 (Brown), which provides service along Stange Road, but doesn't deviate into University Village and Schilleter Village. It also overlaps somewhat with Route 21 Cardinal serving Frederiksen Court.

Schedule Adherence

Route 3 is on time 85.7% of the time. When not on time, Route 3 is more often late (10.5%) than early (3.8%). The most commonly late segment is between #100 University Village and North Grand Mall (northbound, late 24.5% of the time). The most commonly late time is during evenings in the northbound direction (late 30.0% of the time).

Route Characteristics		
Weekday		
Start Time	6:22 a.m.	
End Time	12:34 a.m.	
Average Daily Boardings	5,510	
Peak Headway (mins)	15 – 20	
Off-Peak Headway (mins)	15 – 30	
Evening Headway (mins)	20 – 40	
Schedule Adherence	On Time	85.7%
	Early	3.8%
	Late	10.5%
Saturday		
Start Time	7:19 a.m.	
End Time	10:27 p.m.	
Headway (mins)	20 – 40	
Sunday		
Start Time	8:30 a.m.	
End Time	11:39 p.m.	
Headway (mins)	20 – 40	

Figure 6-11 Average Daily Boardings, Route 3 (Blue), Northbound

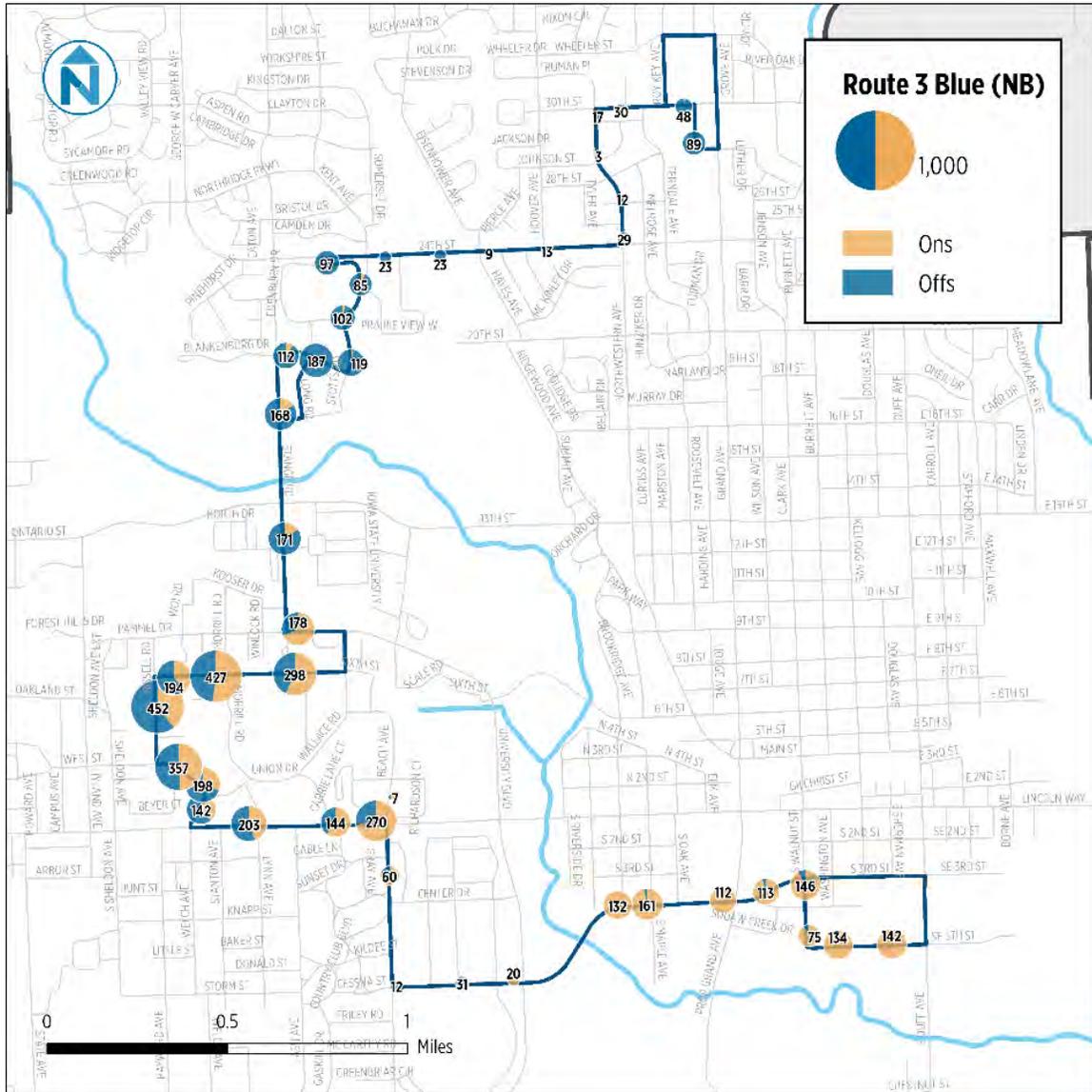
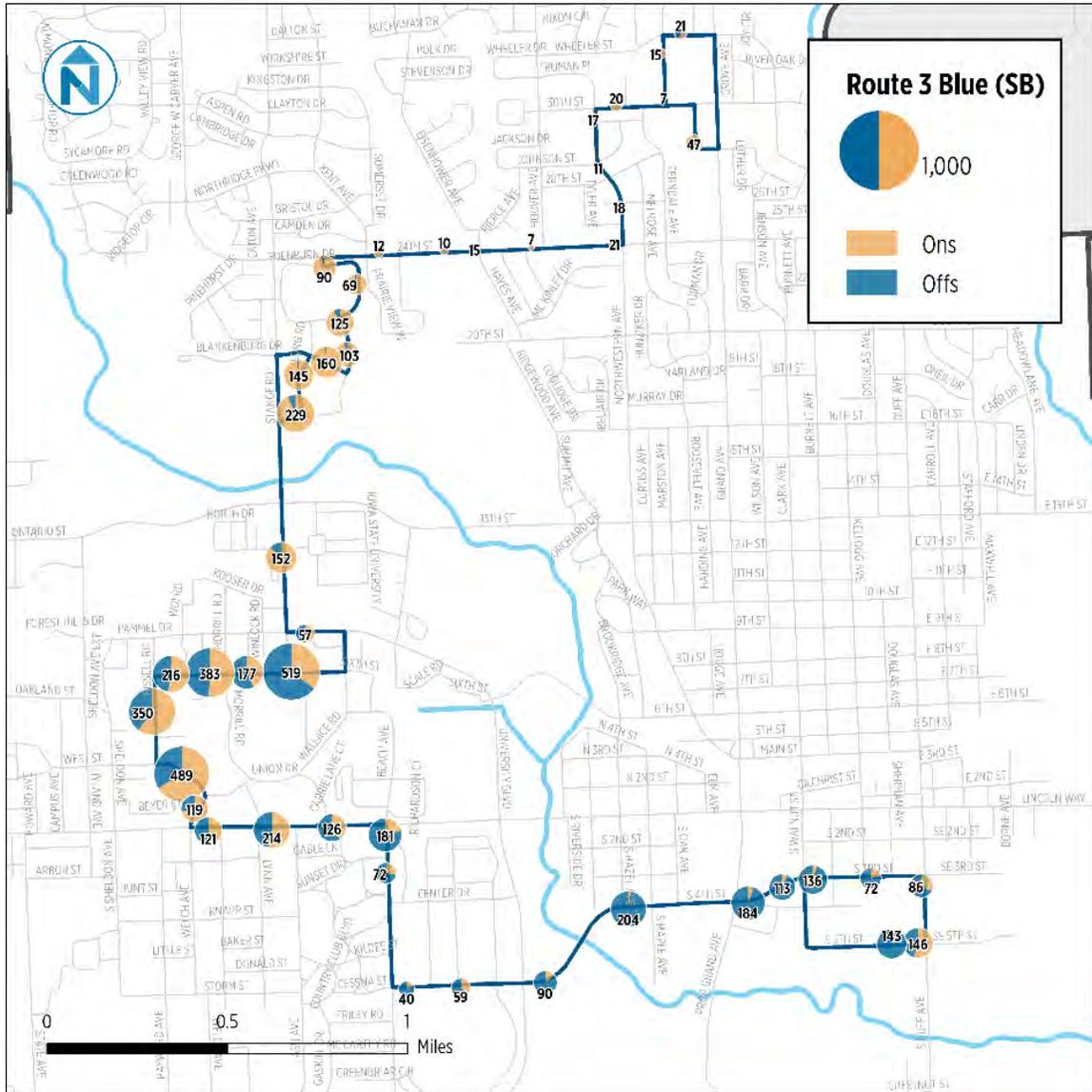


Figure 6-12 Average Daily Boardings, Route 3 (Blue), Southbound

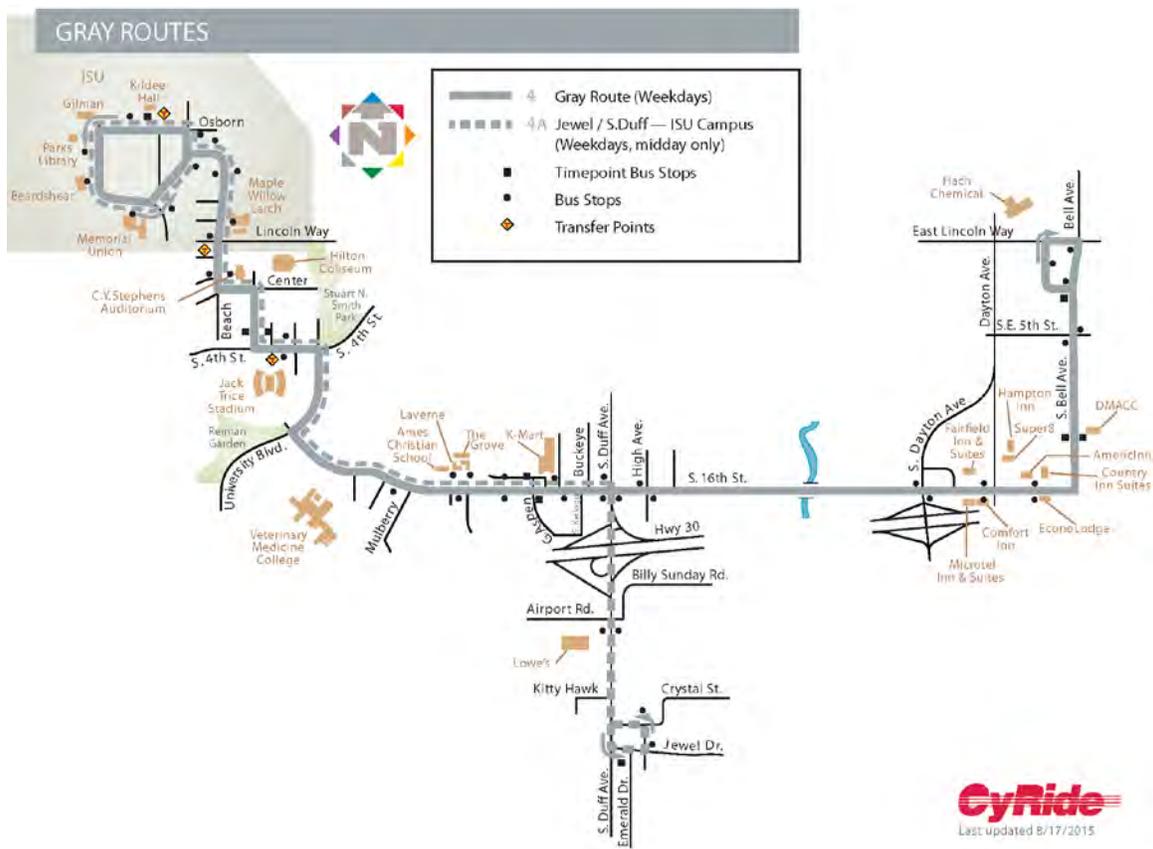


ROUTES 4 AND 4A (GRAY)

Route 4 operates on weekdays only during an extended a.m. and p.m. peak between the main ISU campus and the intersection of Bell Avenue and E Lincoln Way, via Beach Avenue, Center Street, Iowa State Center, S 4th Street, University Boulevard, S 16th Street, and Bell Avenue. At ISU, it runs in a counterclockwise loop from Beach Road along Wallace Road, Osborn Drive, Morrill Road, and Union Drive.

Route 4A follows a similar alignment to Route 4 during midday hours, except Route 4A does not run east of S Duff Avenue on S 16th Street. Instead, it operates south on S Duff Avenue to Jewel Drive.

Figure 6-13 Route Map, Gray Routes (4, 4A)



Major Destinations

- Iowa State University (Main Campus) (4, 4A)
- Iowa State Center (4, 4A)
- Ames Christian School (4, 4A)
- DMACC (4)
- Hach Chemical (4)

Ridership

Routes 4 and 4A (Gray) have an average daily ridership of 737 boardings. Despite a relatively low daily ridership, boardings are relatively high on a per-trip basis during the morning and midday: max loads approach or exceed 40 passengers for all departures until 2 p.m. The five trips that depart after 2 p.m. feature max loads closer to 20 passengers, with the exception of the 4:51 p.m. departure, which records single-digit max loads.

A closer examination of Route 4 and 4A ridership indicates that virtually all ridership occurs in the segment that overlaps the Orange route. **Routes 4 and 4A perform poorly in their unique segments**—along SE 16th Street east of S Duff Avenue (Route 4). There are a total of nine boardings east of S Duff Avenue. Route 4 along S 16th Street (west of S Duff Avenue) also overlaps with Route 9 (Plum), and the S Duff Avenue spur of Route 4A overlaps with the Yellow Route (albeit at different times of day), both of which operate more frequent service and ridership than the Gray Route.

Schedule Adherence

Route 4 Gray is on time 72.8% of the time. Route 4A is on time 85.4% of the time. The prevalence of early trips may be due in part to the very low ridership east of ISC.

Route Characteristics		
Weekday		
Start Time	7:22 a.m.	
End Time	9:19 p.m.	
Average Daily Boardings	737	
Peak Headway (mins)	60 – 120	
Off-Peak Headway (mins)	60	
Evening Headway (mins)	1 departure	
Schedule Adherence ⁶	On Time	72.8% (85.4%)
	Early	23.2% (6.2%)
	Late	4.0% (8.3%)
Saturday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	
Sunday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	

⁶ Route 4A is shown in brackets.

Figure 6-14 Average Daily Boardings, Route 4 (Gray), Inbound and Outbound

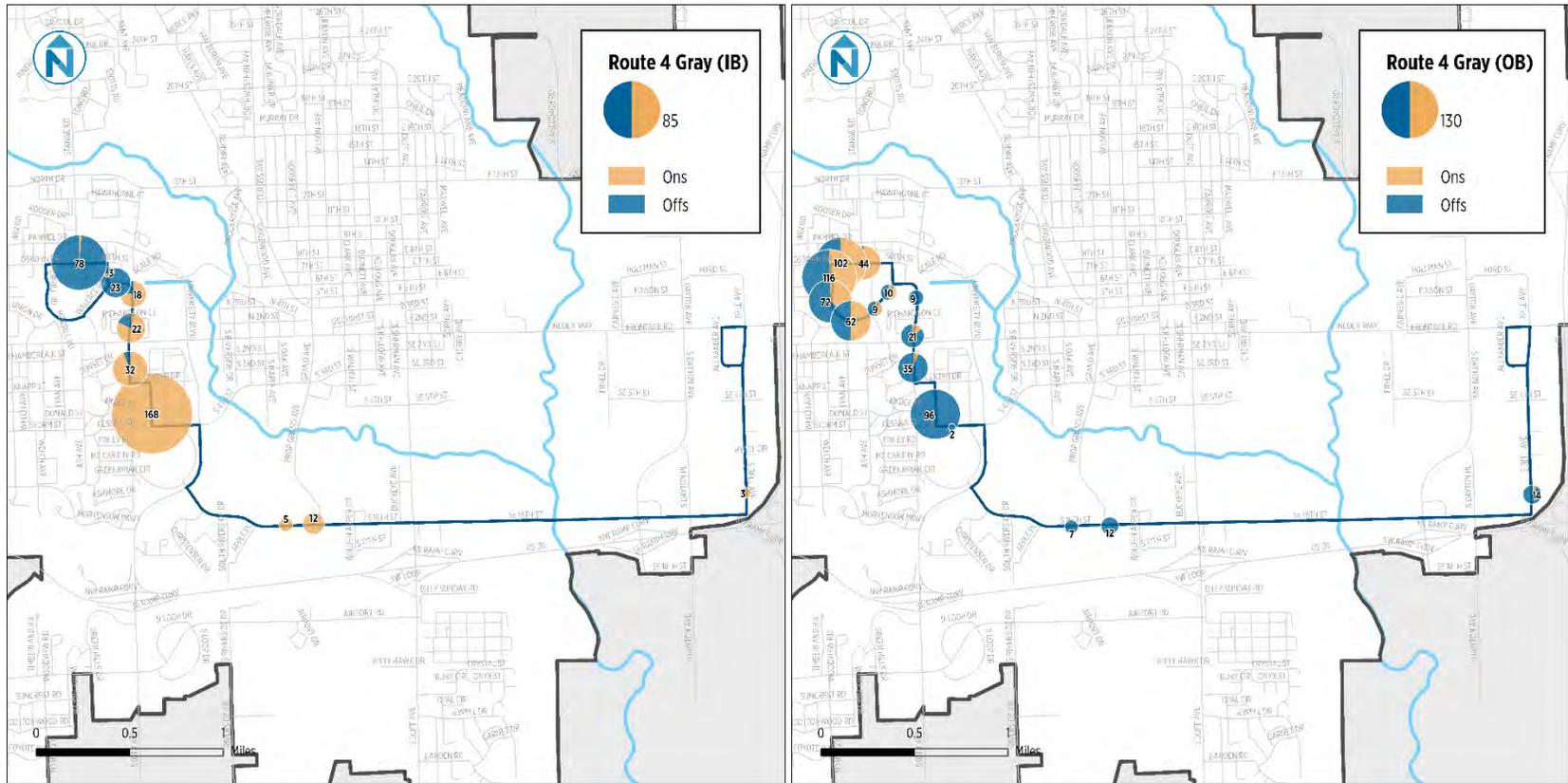
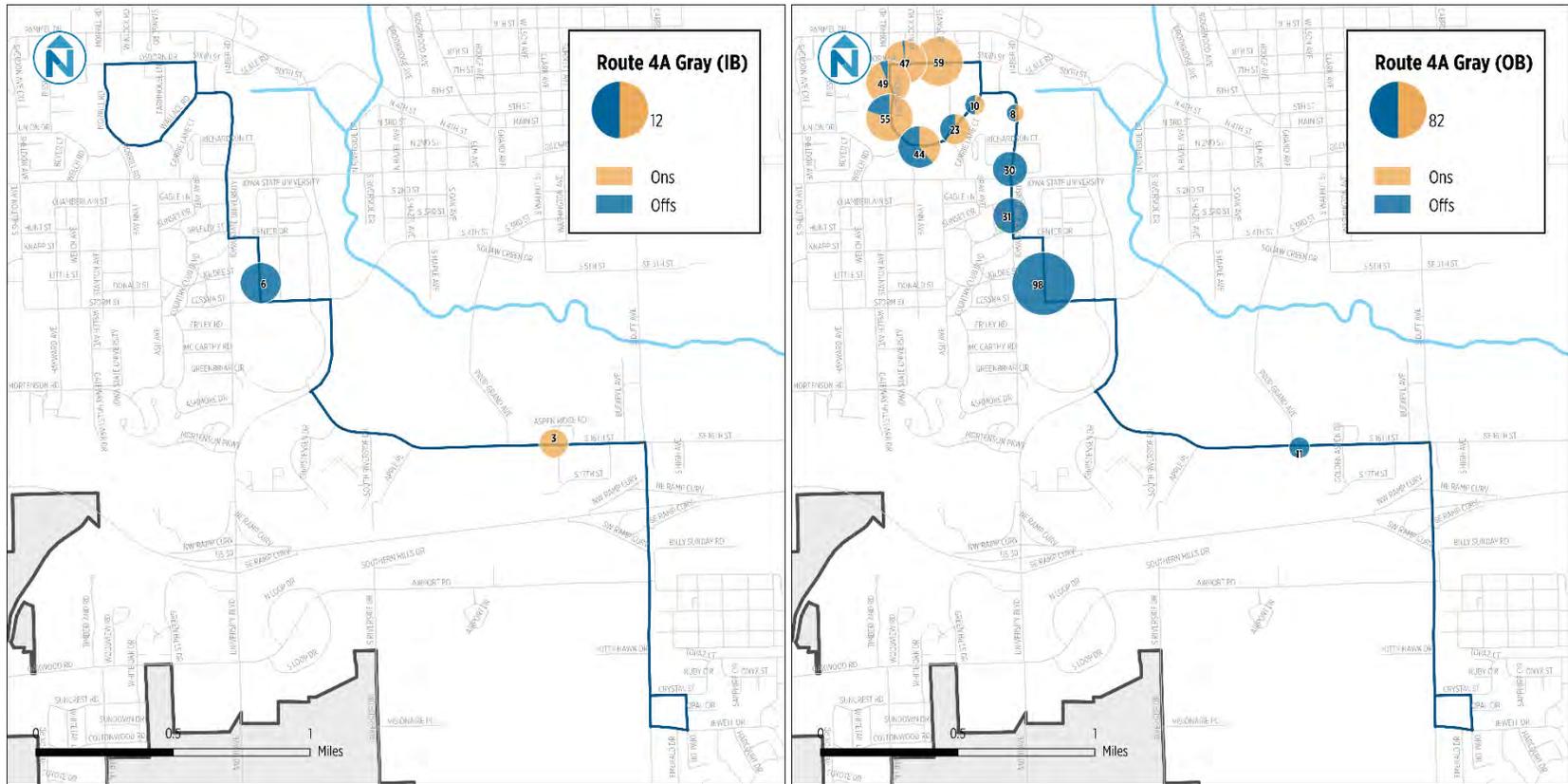


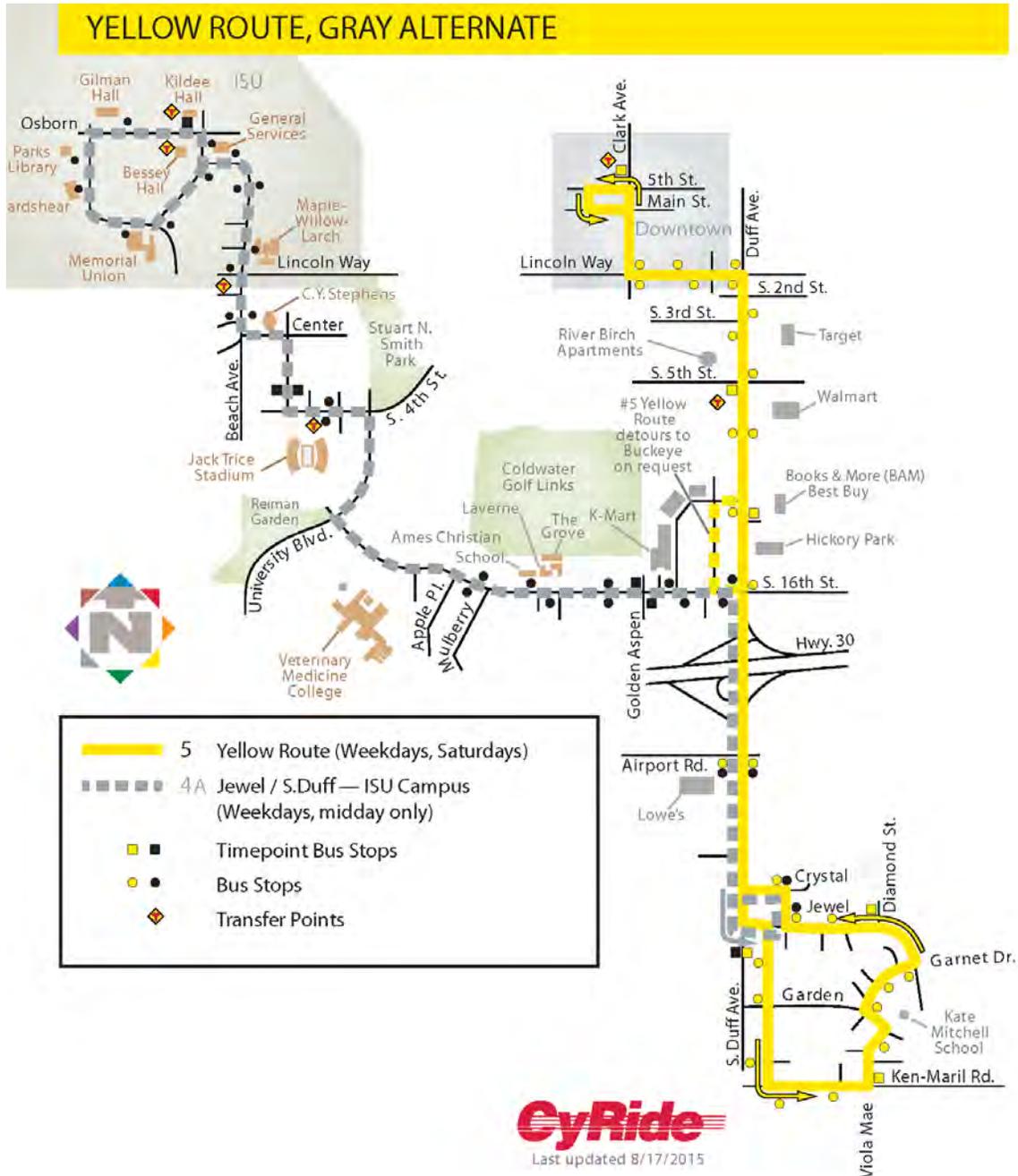
Figure 6-15 Average Daily Boardings, Route 4A (Gray), Inbound and Outbound



ROUTE 5 (YELLOW)

Route 5 operates from City Hall in Downtown Ames to the intersection of Viola Mae Avenue and Ken Maril Road, via Clark Avenue, Lincoln Way, and Duff Avenue. At its southern terminus, it follows a counterclockwise loop along Emerald Drive, Ken Maril Road, Viola Mae Avenue, Garden Road, Garnet Drive, Jewel Drive, Opal Drive, and Crystal Street. Route 5 is one of two routes that does not serve ISU's campus.

Figure 6-16 Route Map, Yellow Route (5)



Major Destinations

- Downtown Ames
- Walmart (S. Duff Avenue corridor)
- Kate Mitchell School

Ridership

Route 5 has the second-lowest ridership in the CyRide system (73 daily boardings), ahead of Route 10 (Pink). **The highest max load, regardless of the time of day, is six passengers.**

The southern part of Route 5 overlaps with Route 4A. Route 5 does not run during midday, while Route 4A only runs during midday.

Route 5 runs infrequently. Buses run every 30 to 40 minutes during an extended a.m. and p.m. peak on weekdays. However, its **low ridership suggests that the entire route is highly underutilized.**

Schedule Adherence

Route 5 has excellent on time performance: it is on time 98.8% of the time.

Route Characteristics		
Weekday		
Start Time	6:46 a.m.	
End Time	6:54 p.m.	
Average Daily Boardings	73	
Peak Headway (mins)	30	
Off-Peak Headway (mins)	30 – 40 ⁷	
Evening Headway (mins)	No service	
Schedule Adherence	On Time	98.8%
	Early	1.2%
	Late	0.0%
Saturday		
Start Time	8:57 a.m.	
End Time	6:39 p.m.	
Headway (mins)	40	
Sunday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	

⁷ No service for this route between 11:00 a.m. and 3:00 p.m.

Figure 6-17 Average Daily Boardings, Route 5 (Yellow), Northbound

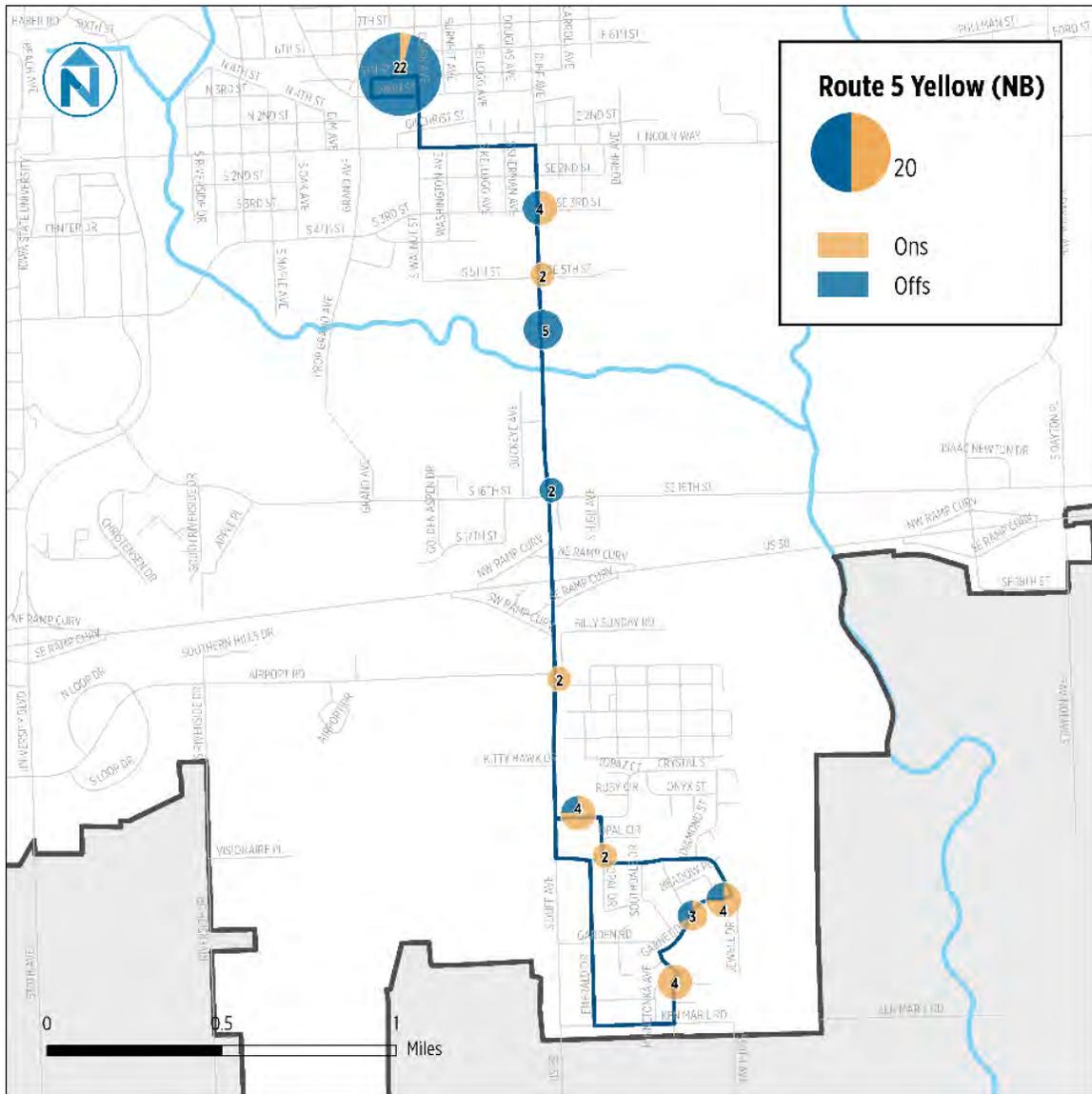
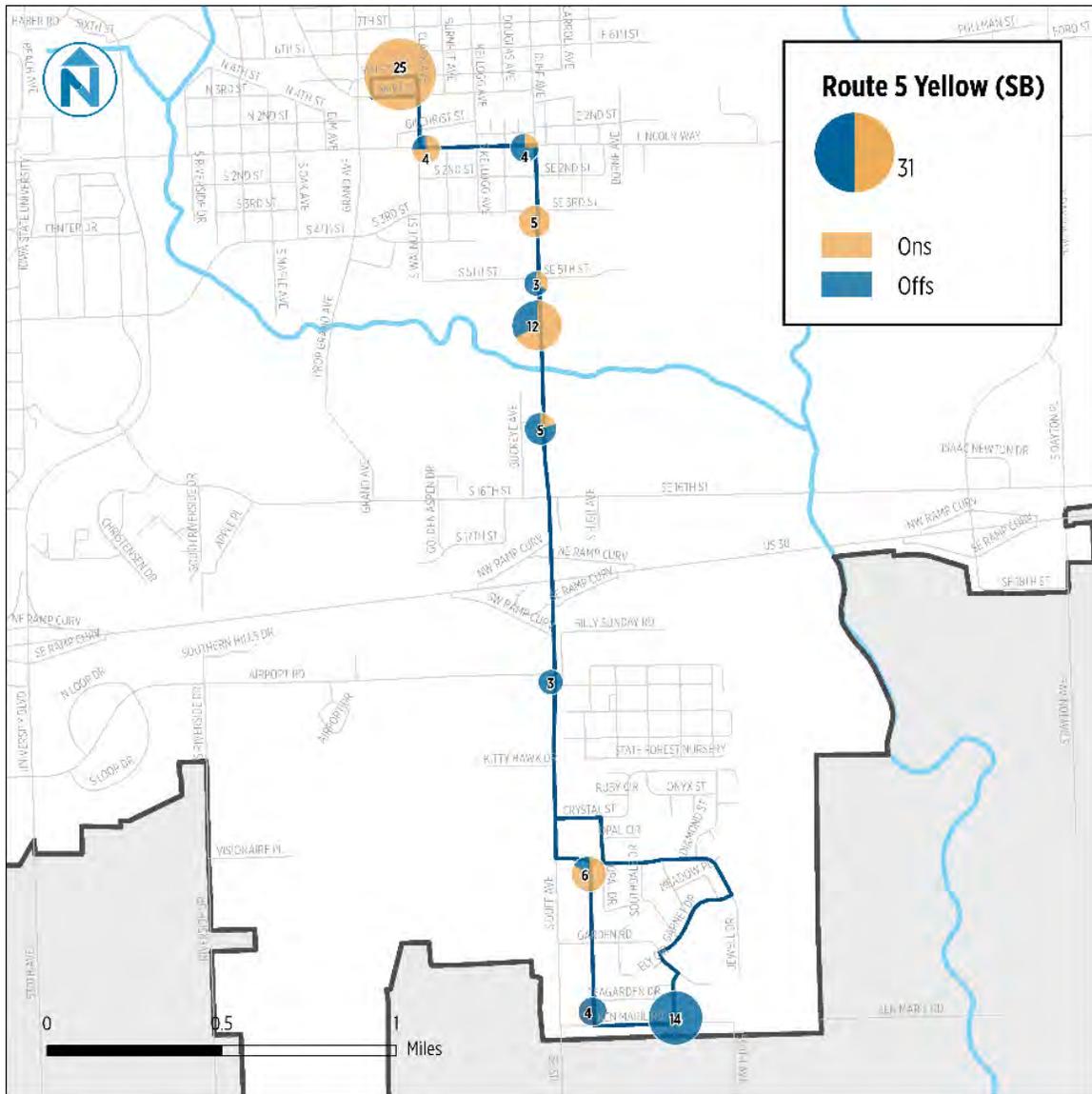


Figure 6-18 Average Daily Boardings, Route 5 (Yellow), Southbound



ROUTES 6, 6A, AND 6B (BROWN)

The **Brown Route** is a set of three overlapping routes: 6, 6A, and 6B. This route profile treats all three routes as evening and weekend variations of a single route.

- **Route 6** operates between the South ISU Research Park and North Grand Mall, primarily via University Boulevard/530th Avenue, Mortensen Road, Welch Avenue, Stange Avenue, Bloomington Road, and Grand Avenue, with deviations at the research park, the main ISU campus, and North Grand Mall. Route 6 operates on weekdays only.
- **Route 6A** is an in-session route that connects the Tower residences with the main ISU campus—a subset of Route 6 with two minor deviations. Route 6A operates during the evening on weekdays and all day on Saturday and Sunday.
- **Route 6B** is a subset of Route 6 that operates between the main ISU campus and North Grand Mall on weekday evenings and all day on Saturdays. It has a slightly different alignment from Route 6 at ISU.

Like other routes with multiple spurs (Gray, Red), the Brown Route may confuse riders with its nomenclature (6, 6A, 6B), complicated alignments, and scheduling patterns.

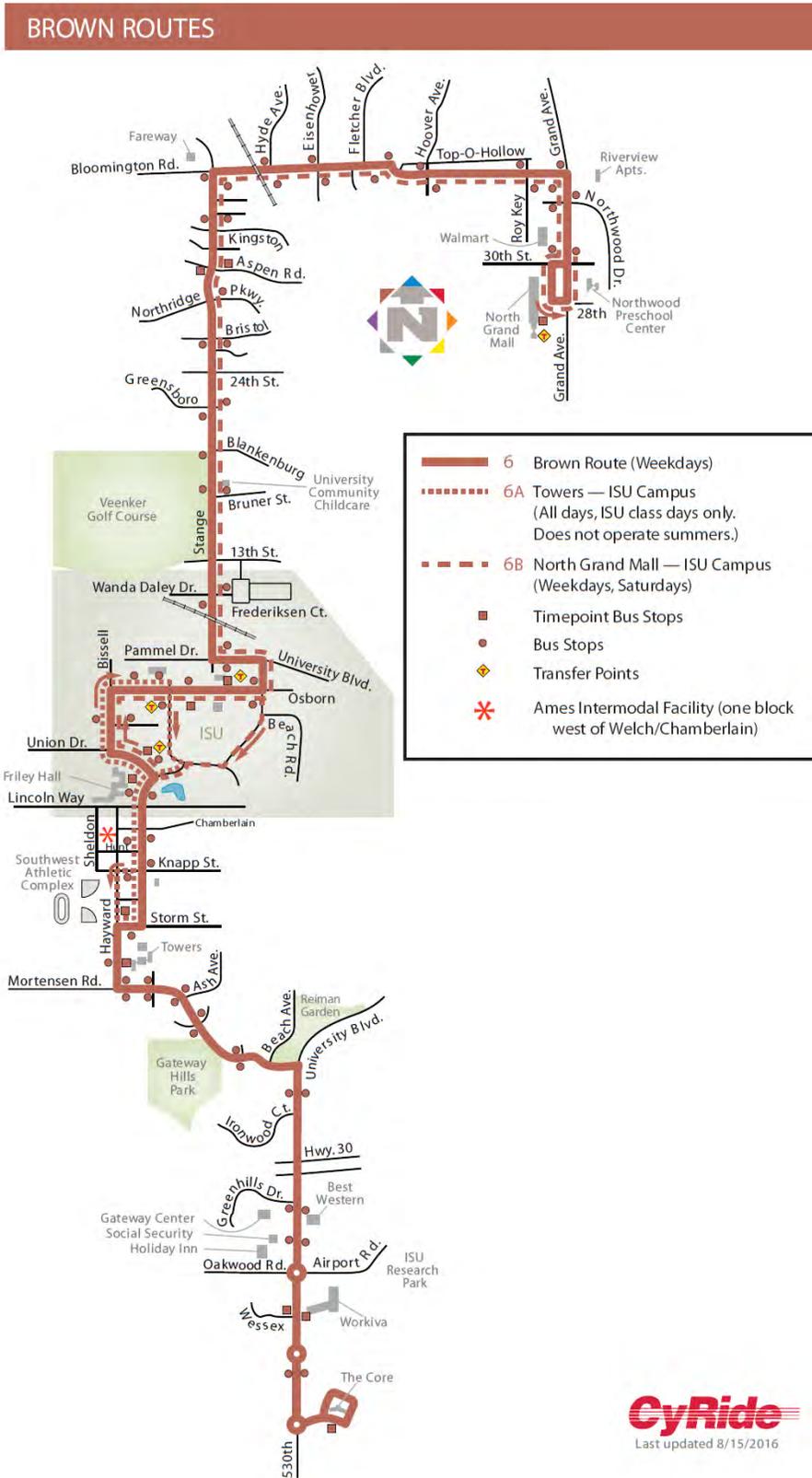
Figure 6-19 presents the route map for the three Brown Route alignments.

Major Destinations

- South ISU Research Park (The Core) (6)
- Social Security Office (6)
- Southwest Athletic Complex (6)
- Campustown (6, 6A)
- Iowa State University (Main Campus) (6, 6A, 6B)
- University Village and Schilletter Village⁸ (6, 6B)
- Walmart (6, 6B)
- North Grand Mall (6, 6B)

⁸ Route 6 (Brown) does not deviate from Stange Road to serve Schilletter Village and University Village directly, unlike Route 3 (Blue).

Figure 6-19 Route Map, Brown Route (6, 6A, 6B)



Ridership

Route Characteristics				
Characteristic		Route 6 Core – ISU – North Grand Mall	Route 6A Towers – ISU	Route 6B ISU – North Grand Mall
Weekday				
Start Time		6:25 a.m.	5:40 p.m.	6:34 p.m.
End Time		6:43 p.m.	10:15 p.m.	9:00 p.m.
Average Daily Boardings		3,835	334	75
Peak Headway (mins)		15 – 20	No service	No service
Off-Peak Headway (mins)		15	No service	No service
Evening Headway (mins)		No service	20	40
Schedule Adherence	On Time	82% ⁹	83%	85%
	Early	11%	17%	5%
	Late	7%	0%	10%
Saturday				
Start Time		No service	11:00 a.m.	8:34 a.m.
End Time		No service	8:15 p.m.	6:27 p.m.
Headway (mins)		No service	20	40
Sunday				
Start Time		No service	11:00 a.m.	No service
End Time		No service	8:15 p.m.	No service
Headway (mins)		No service	20	No service

Route 6 (Core – ISU – North Grand Mall)

The Brown Route is among the mid-range routes in terms of daily ridership, with 3,835 daily weekday boardings. **Ridership for Route 6 is closely associated with class times.** This is the case both for northbound and southbound trips, given that several clusters of students live both south of campus in Campustown (and in particular Wilson and Wallace Residence Halls, the “Towers”) and north of the campus in Frederiksen Court, University Village, and Schilleter Village, as well as the Somerset neighborhood between 24th Street and Bloomington Road.

Route 6 deploys many unscheduled trips to accommodate peak demand: 30 northbound extras, and 25 southbound extras—nearly 50% of all trips. Many northbound a.m. trips between :30 and :45 approach or exceed max capacity (max loads exceeding 40 passengers). **However, all other unscheduled northbound trips, and—with only a two or three exceptions—all**

⁹ Because of unscheduled trips, the high rate of early trips on this route is not consequential from the rider’s perspective. To illustrate this point: if a bus arrives early during the peak (because it is operating at crush load and skipping stops), another unscheduled bus will hold at the timepoint and arrive on time as far as the rider is concerned.

unscheduled southbound trips have max loads below 40 passengers. In large part, most scheduled trips have max loads below 40 passengers as well.

Also, most northbound extras with departures before roughly 9:30 a.m. only operate between Wilson/Wallace Halls and Bessey Hall. Between 9:30 and 11:00 a.m., northbound trips typically begin at The Core, and terminate at the last alighting north of the main ISU campus. In the p.m., northbound trips typically start at Wilson Hall and terminate at the last alighting north of campus.

Southbound extras before 8:49 a.m. typically operate between Stange Road and Aspen Road, and Upper Friley Hall. Between 8:49 and 11:00 a.m., extras vary between departures from Stange Road and Aspen Road, North Grand Mall, and Kildee Hall. In the p.m., nearly all extras depart from Kildee Hall and terminate at the last alighting south of the main ISU campus.

Ridership on Route 6 is notably weak east of Stange Road on Bloomington Road. Stops in this segment have very few boardings and alightings on a per-trip or per-day basis. Similarly, the segments south of Wilson Hall have relatively low ridership by trip and by day. **By contrast, demand is concentrated in a relatively linear path between Bloomington Road and Wilson Hall on Stange Road, ISU, Welch Avenue, and Hayward Avenue.**

The Brown Route overlaps to a certain extent with Route 3 (Blue) north of ISU, which itself deviates into University Village and Schilletter Village in order to make stops on Blankenburg Drive and Edenburg Drive. By contrast, the Brown Route remains on Stange Road and does not make the same deviation.

Schedule Adherence

Route 6 (Core – ISU – North Grand Mall) has slightly lower than average on-time performance (82% on time). In the vast majority of cases where scheduled trips are early, unscheduled trips are dispatched to hold at the timepoint. This makes schedule adherence for this route (and for early trips in particular) of little importance to riders: perceived schedule adherence is nearly always on time.

Route 6A (Towers – ISU) is on time 83% of the time; all other trips (17%) arrive early. Route 6B (ISU – North Grand Mall) is on time 85% of the time; 5% of trips arrive early and 10% arrive late.

Figure 6-20 Average Daily Boardings, Route 6 (Brown), Northbound and Southbound

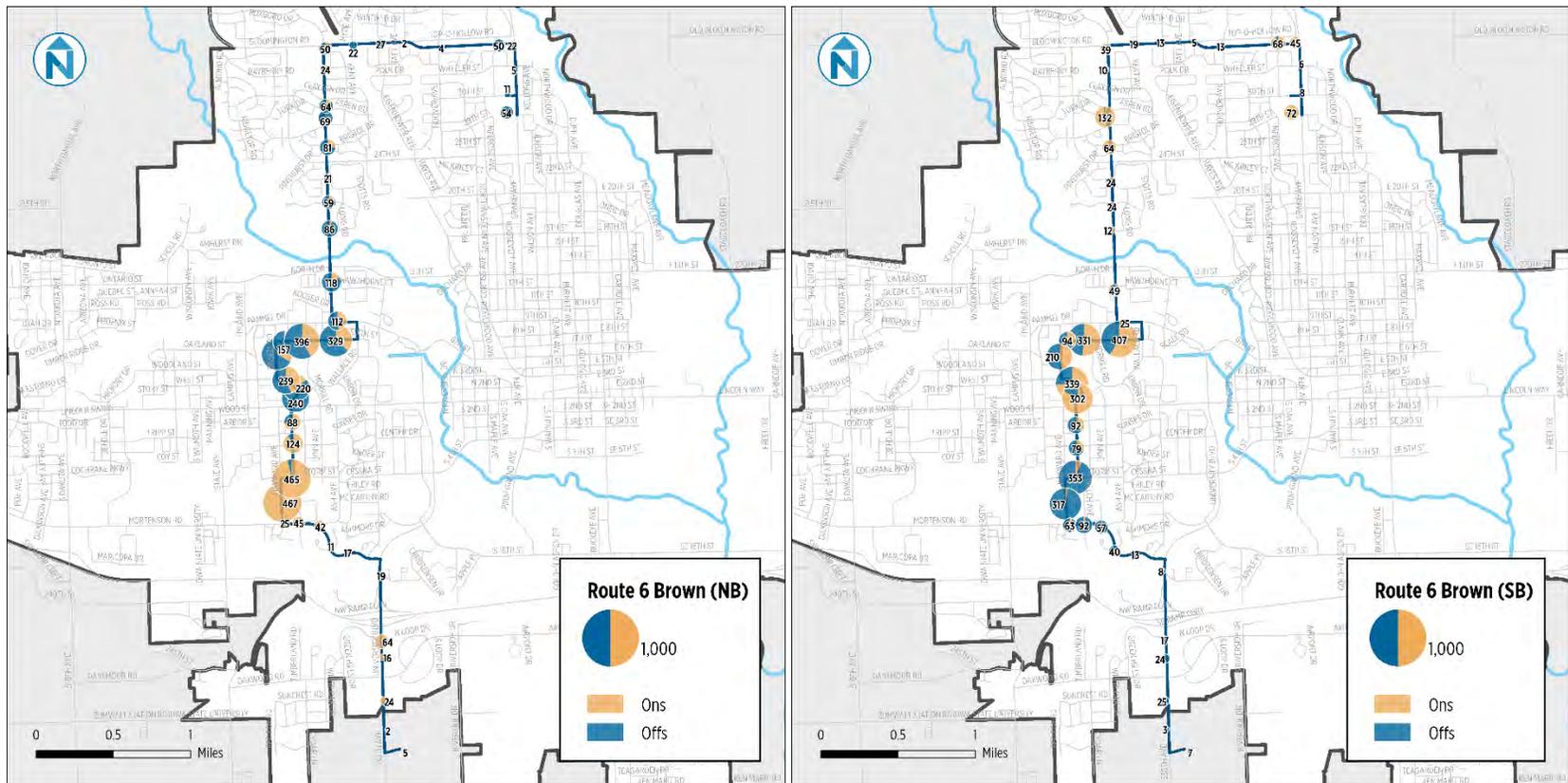


Figure 6-21 Average Daily Boardings, Route 6A and 6B (Brown)

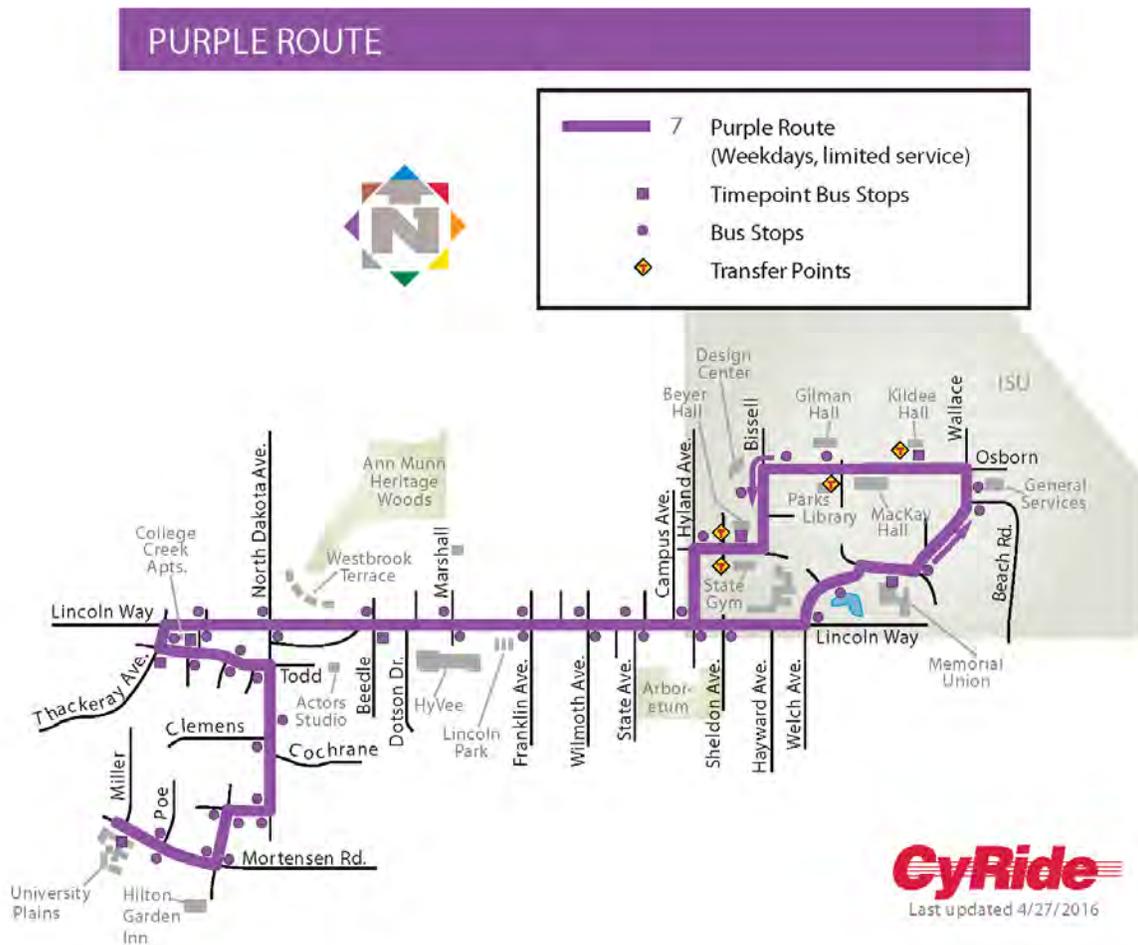


ROUTE 7 (PURPLE)

Route 7 operates weekdays during the morning and afternoon peak times only between University Plains and ISU, primarily via Lincoln Way, North Dakota Avenue, and Osborn Drive. It deviates slightly to reach University Plains and College Creek Apartments, and operates as a loop through the main ISU campus along the following alignments:

- **University Plains:** Mortensen Road, Dickinson Avenue, Steinbeck Street
- **College Creek Apartments:** Todd Drive, Thackeray Avenue
- **ISU:** Welch Avenue, Union Drive, Wallace Road, Osborn Drive, Bissell Road, Union Drive, Hyland Avenue

Figure 6-22 Route Map, Purple Route (7)



Major Destinations

- Iowa State University (Main Campus)
- Campustown

Ridership

Route 7 (Purple) has six scheduled peak-only departures: three during the a.m. peak, and three during the p.m. peak. Route level ridership is low (96 boardings), but the max loads are high (near or exceeding 40 passengers) during the a.m. trips except for the first (6:54 a.m.) departure. Afternoon trips are much less utilized, as max loads are 15 passengers or less on all p.m. trips. The differences in ridership strongly suggest that Route 7 riders use a different route to get home.

Route 7 duplicates large segments of Routes 1 and 1A; it is a Red Route helper. College Creek Apartments and the University Plains apartments are the only destinations that are directly served by Route 7 that are not also served by Route 1/1A.

Route 7 uses two unscheduled trips to double the capacity of the 7:34 a.m. departure, as well as the 8:34 a.m. departure. There are 21 boardings on the 7:35 a.m. extra and 18 boardings on the 8:35 a.m. extra from segments unique to the Purple Route. All other boardings occur on segments duplicated by the Red Route.

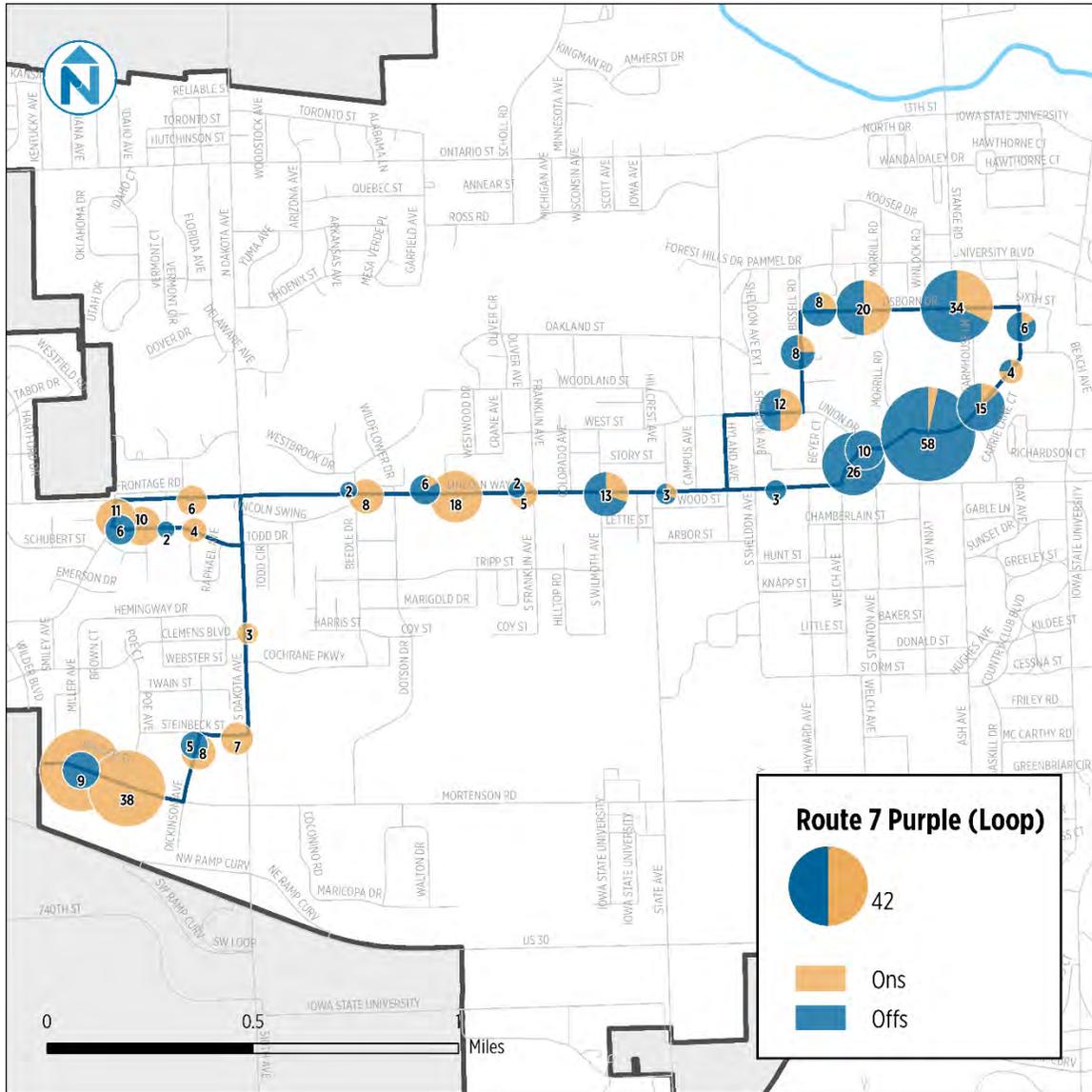
Because of its loop structure and peak service, the Purple Route has lower utilization for half of all trips. **All outbound segments during the a.m. are empty**, and its inbound segments during the p.m. have five or fewer passengers due to the trip purpose of taking students to class.

Schedule Adherence

On-time performance is roughly average: 87% of trips arrive at their timepoints as scheduled. Of the remaining trips, 9% are early and 3% are late. Morning trips have less consistent on-time performance than afternoon and evening trips.

Route Characteristics		
Weekday		
Start Time		6:54 a.m.
End Time		5:25 p.m.
Average Daily Boardings		209
Peak Headway (mins)		40 – 60
Off-Peak Headway (mins)		No service
Evening Headway (mins)		No service
Schedule Adherence	On Time	87%
	Early	9%
	Late	3%
Saturday		
Start Time		No service
End Time		No service
Headway (mins)		No service
Sunday		
Start Time		No service
End Time		No service
Headway (mins)		No service

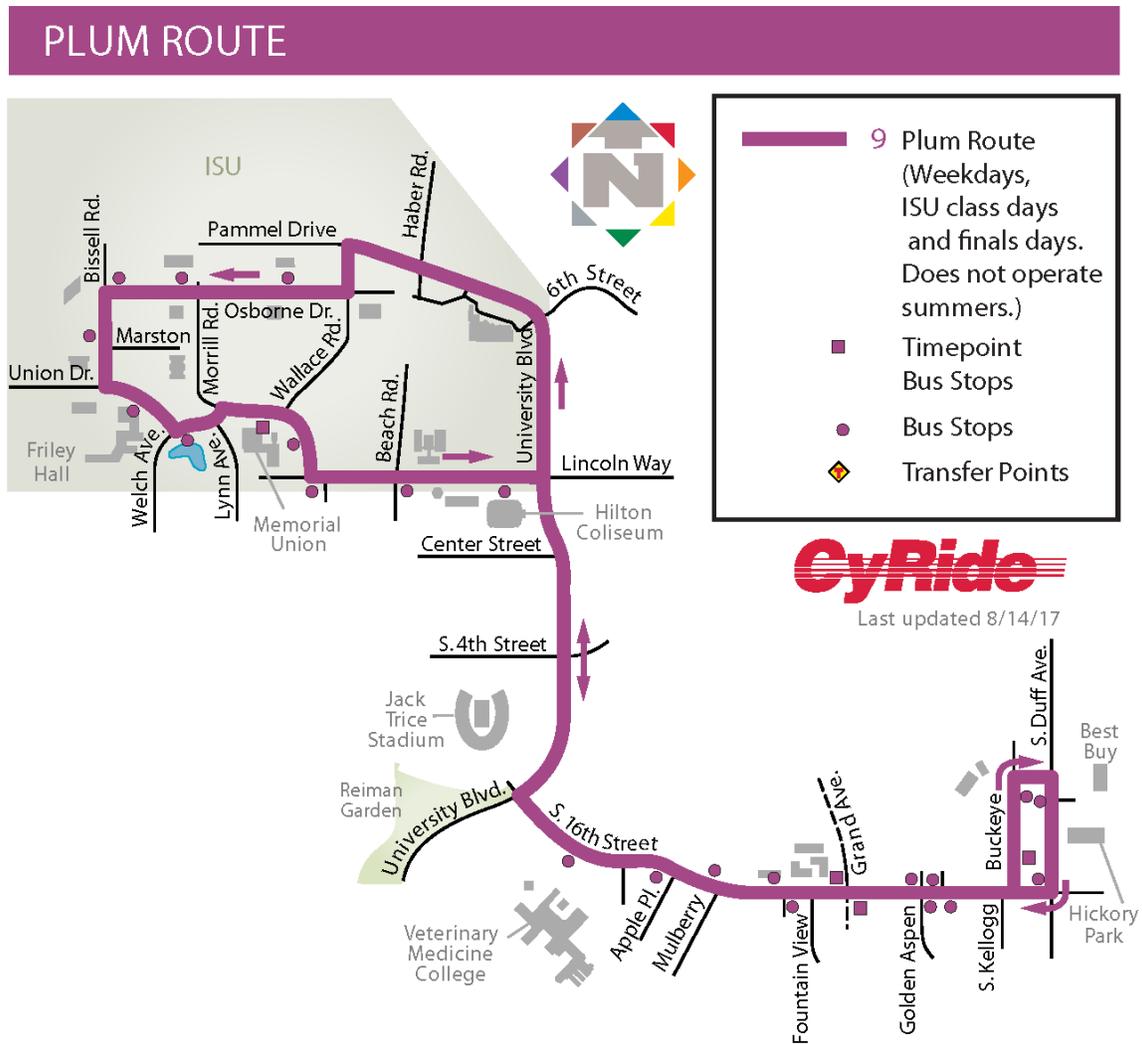
Figure 6-23 Average Daily Boardings, Route 7 (Purple)



ROUTE 9 (PLUM)

Route 9 operates between the main ISU campus and the Best Buy on S Duff Avenue, primarily via S. 16th Street, University Boulevard, and Lincoln Way. At ISU, Route 9 runs in a counterclockwise loop along University Boulevard, Wallace Road, Osborne Drive, Bissell Road, Union Drive, and Lincoln Way. The Plum Route is a weekday route.

Figure 6-24 Route Map, Plum Route (9)



Major Destinations

- Iowa State University (Main Campus)
- Campustown
- Jack Trice Stadium
- The Grove/Copper Beech Apartments
- Veterinary Medicine College

Ridership

Route 9 has 1,087 daily boardings. **On a per-trip basis, the Plum Route has moderate ridership:** max loads range between 10 and 35 for all but four peak trips. These four peak trips carry very high max loads: 7:28 a.m. (66 passengers), 8:28 a.m. (89 passengers), 2:53 p.m. (41 passengers), and 3:53 p.m. (42 passengers).

Like most routes, Route 9 ridership is closely associated with class times, with a particular peak before 8:00 a.m. and 9:00 a.m. classes start, and after 2:00 p.m. and 3:00 p.m. classes end. **Those trips that do not correspond to class beginning and end times often have low max loads (in many cases fewer than 10 passengers).**

Route 9 has one unscheduled trip (9:21 a.m.) with a max load of 29 passengers. Neither the previous trip nor next departure have particularly high loads.

Ridership is especially high between The Grove/Copper Beech Apartments on S 16th Street at S Grand Avenue, and ISU. Segments east of S Grand Avenue record very few boardings and alightings (close to zero).

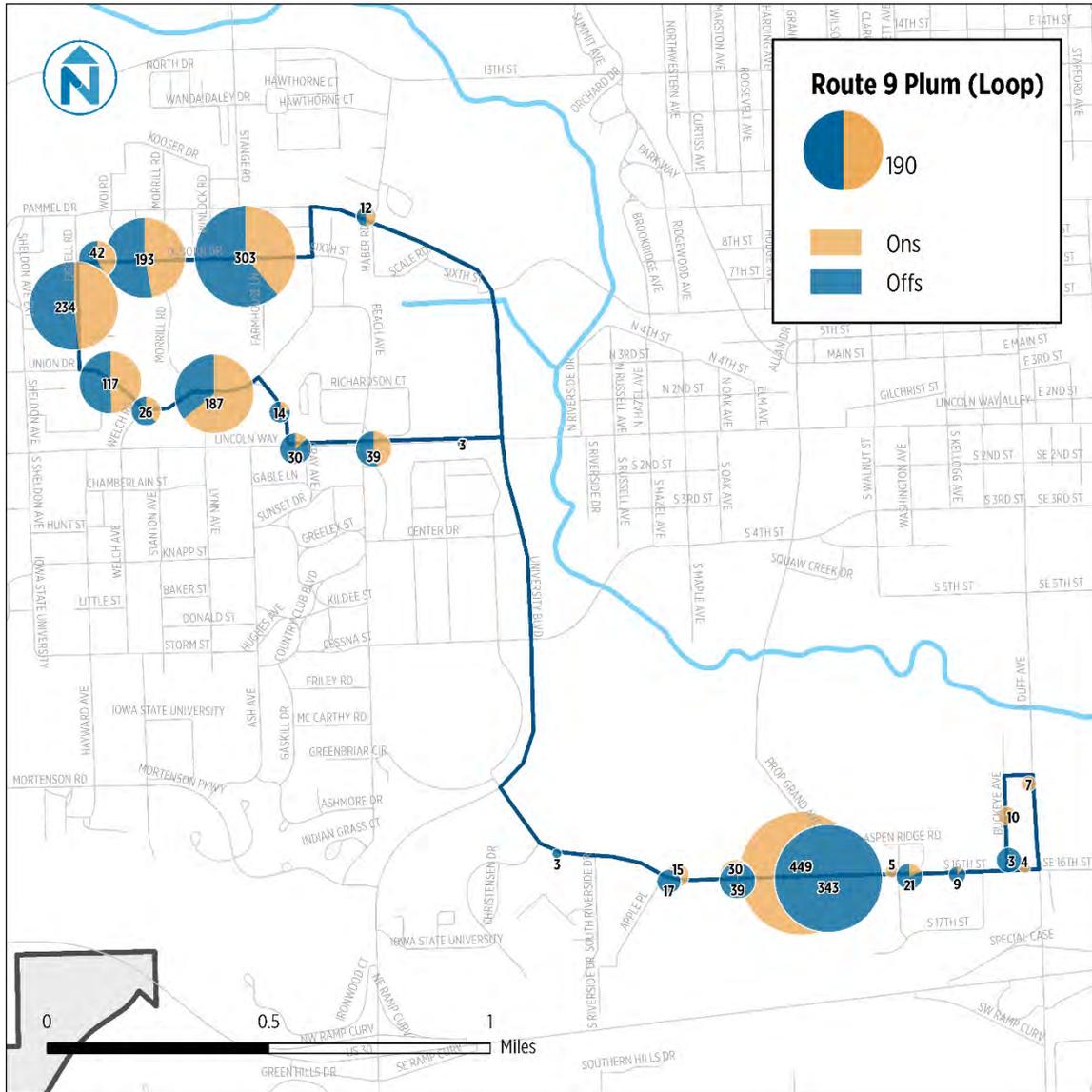
Routes 4 and 4A (Gray) overlap with most of Route 9. The segment between S 4th Street and S Duff Avenue is served by both Gray and Plum routes.

Schedule Adherence

Route 9 enjoys higher-than-average on-time performance: 95% of trips arrive at their timepoints as scheduled. Of the remaining trips, 4% are early and 1% are late. Morning trips have less consistent on-time performance than afternoon and evening trips.

Route Characteristics		
Weekday		
Start Time	7:08 a.m.	
End Time	10:22 p.m.	
Average Daily Boardings	1,087	
Peak Headway (mins)	20	
Off-Peak Headway (mins)	20	
Evening Headway (mins)	40	
Schedule Adherence	On Time	95%
	Early	4%
	Late	1%
Saturday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	
Sunday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	

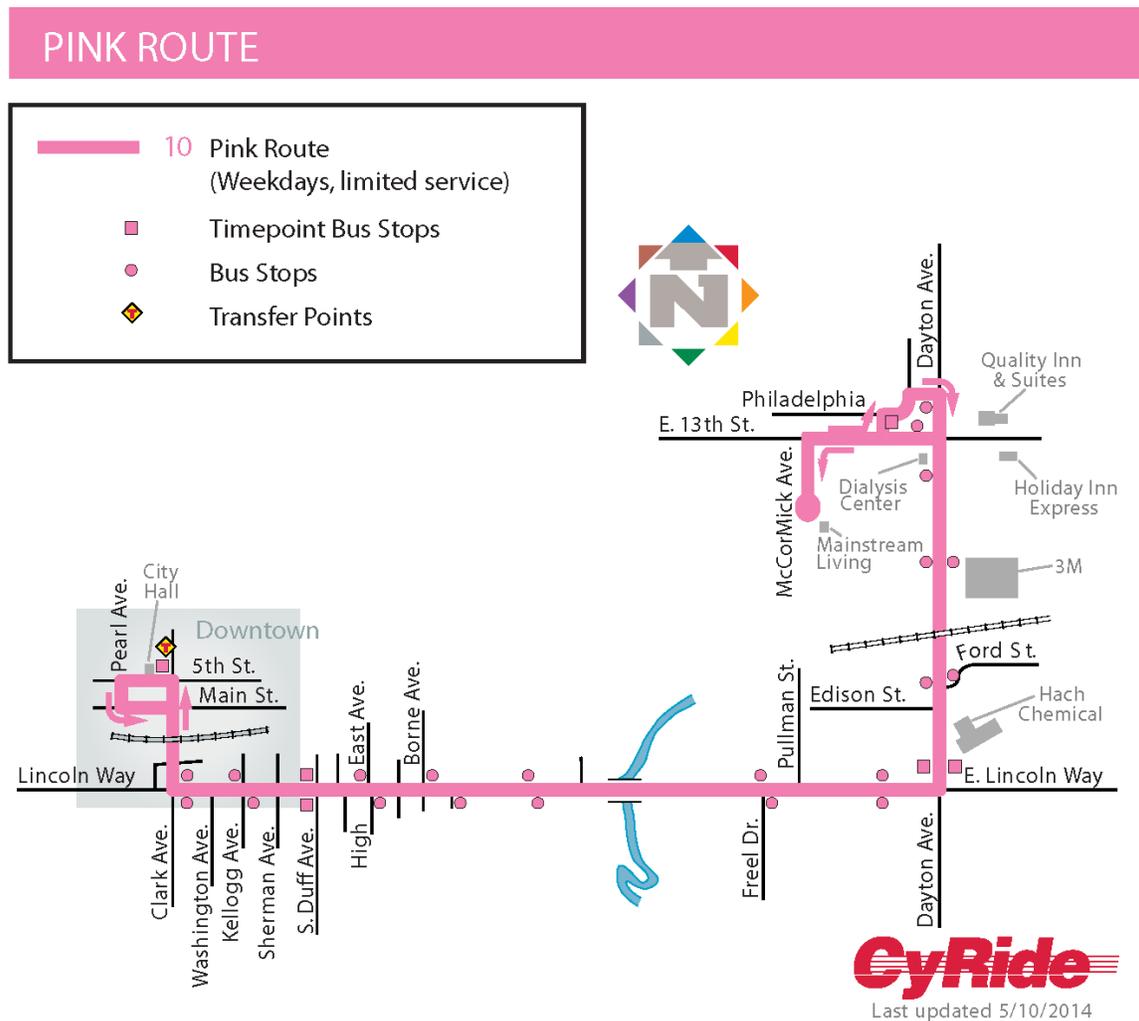
Figure 6-25 Average Daily Boardings, Route 9 (Plum)



ROUTE 10 (PINK)

Route 10 operates between Downtown Ames (City Hall) and the intersection of E 13th Street and McCormick Avenue, primarily via Dayton Avenue and Lincoln Way. It only operates six peak-hour weekdays departures.

Figure 6-26 Route Map, Pink Route (10)



Major Destinations

- City Hall
- Hach Chemical
- 3M

Ridership

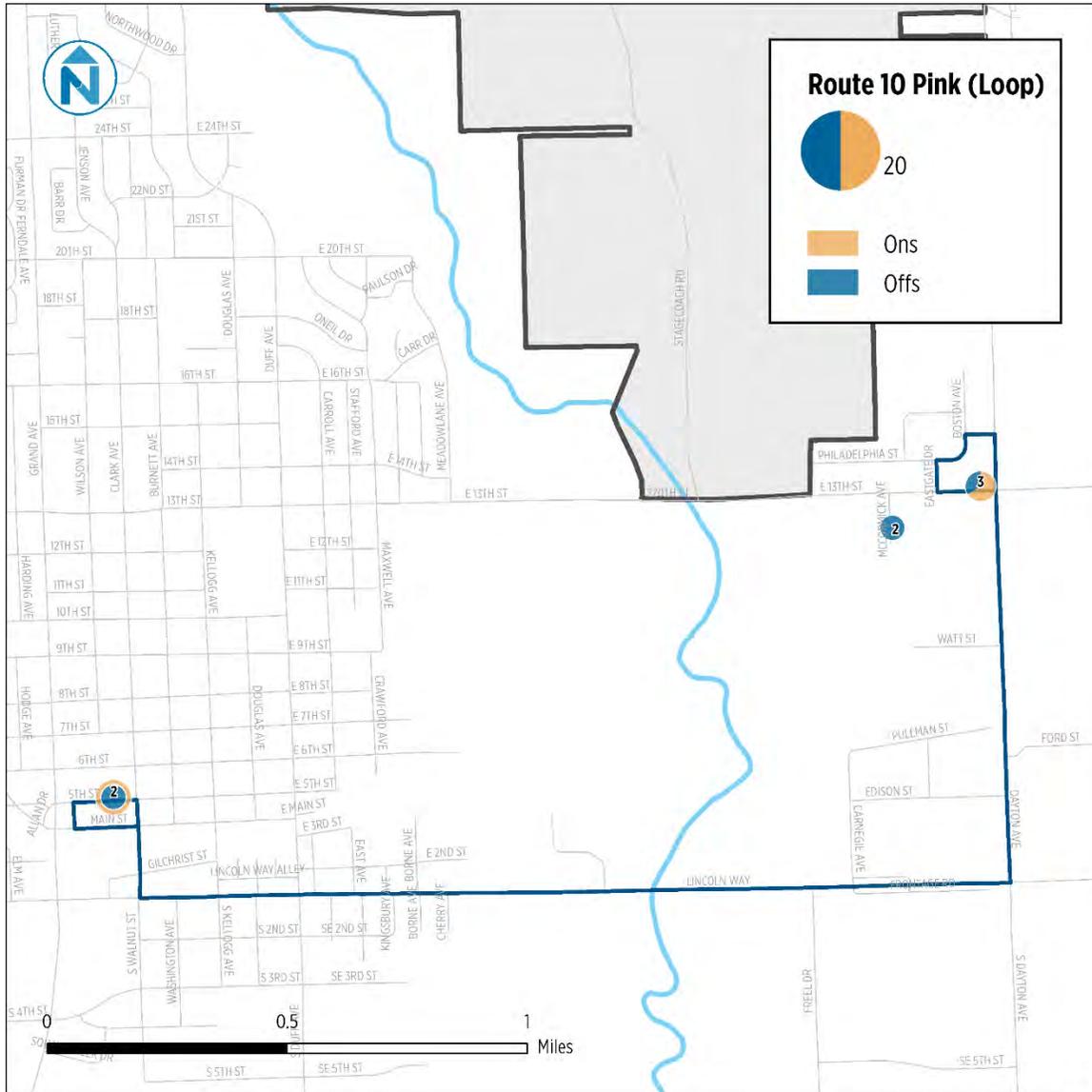
Route 10 has an extremely low ridership on a per-trip and per-day basis. The route has six departures: three during the a.m. peak and three during the p.m. peak. For all trips, the max load doesn't exceed three passengers. One trip (2:55 p.m. departure) ran empty its entire length. In the a.m., all southbound/westbound segments ran empty. In the p.m., all eastbound/northbound segments ran empty.

Schedule Adherence

Route 10 has above average on time performance: 93% of trips arrive at their timepoints as scheduled. Of the remaining trips, 7% are early and 0% are late. Morning trips have less consistent on-time performance than afternoon and evening trips.

Route Characteristics		
Weekday		
Start Time		7:29 a.m.
End Time		5:31 p.m.
Average Daily Boardings		8
Peak Headway (mins)		50 – 60
Off-Peak Headway (mins)		No service
Evening Headway (mins)		No service
Schedule Adherence	On Time	93.3%
	Early	6.7%
	Late	0%
Saturday		
Start Time		No service
End Time		No service
Headway (mins)		No service
Sunday		
Start Time		No service
End Time		No service
Headway (mins)		No service

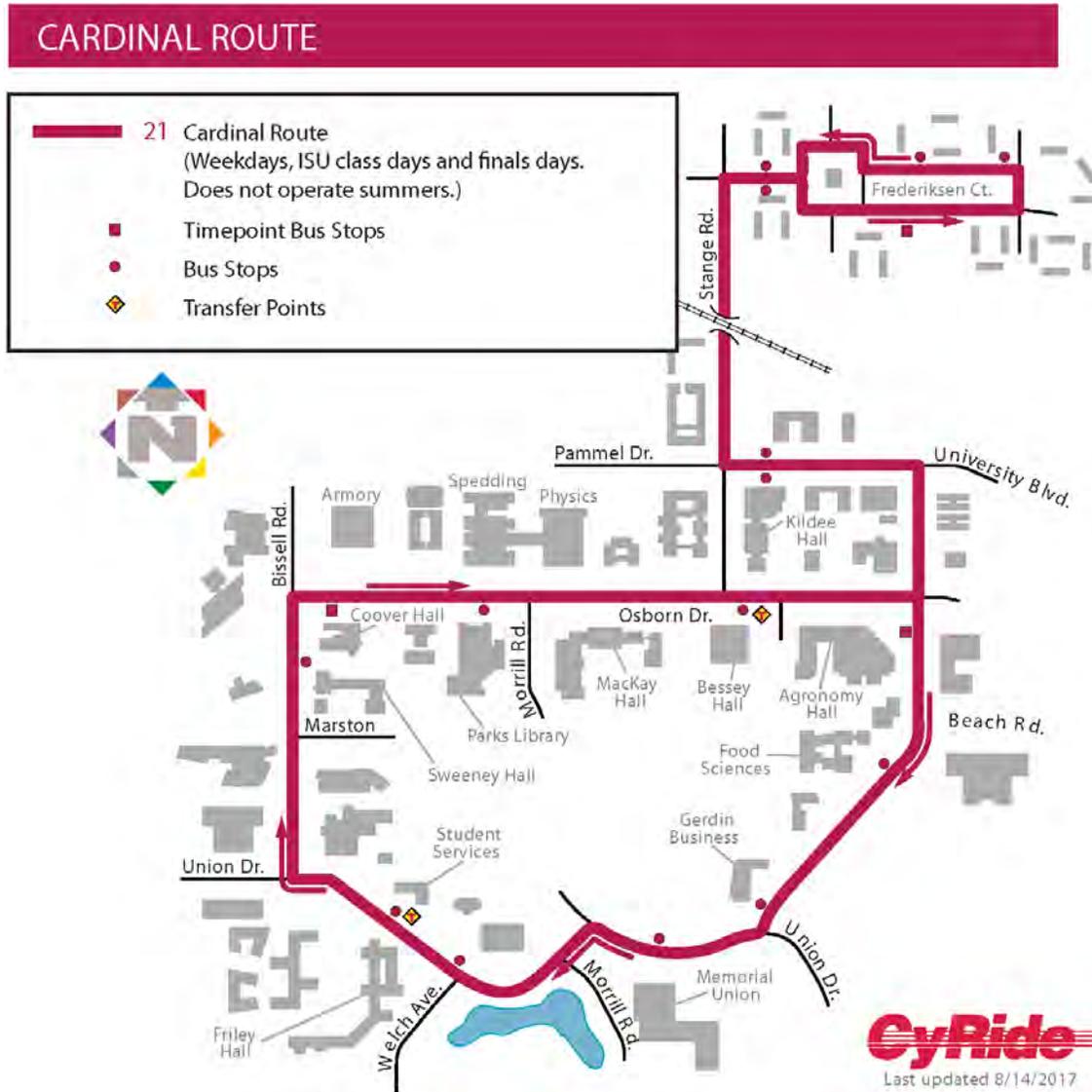
Figure 6-27 Average Daily Boardings, Route 10 (Pink)



ROUTE 21 (CARDINAL)

Route 21 is a campus circulator that operates between Frederiksen Court and the main ISU campus. It runs counterclockwise at Frederiksen Court (Hawthorne Ct Drive), and clockwise for the main ISU campus (Wallace Road, Union Drive, Bissell Road, Osborn Drive). These two loops are connected by Stange Road and University Boulevard. The Cardinal Route operates all day on weekdays when ISU is in session.

Figure 6-28 Route Map, Cardinal Route (21)



Major Destinations

- Frederiksen Court
- Iowa State University (Main Campus)

Ridership

Route 21 has an average daily ridership of 2,411 boardings. At the trip level, its max load is typically in the 30- to 50-passenger range during high-demand times, and in the 10- to 20-passenger range during low-demand periods. Ridership is well-distributed along the route.

Headways for Route 21 are very short: between eight and 15 minutes during the day and 20 minutes in the evening. Route 21 is one of the few routes that relies more on frequency throughout the day instead of multiple extras at key times.

Like most routes, ridership is closely-associated with class times: ridership on southbound segments peak for departures roughly 30 minutes before classes start in the a.m.; ridership on northbound segments peak following the end of each class period in the p.m. **Max loads are frequently under 10 passengers for trips not directly serving class start times in the a.m. or class end times in the p.m.**

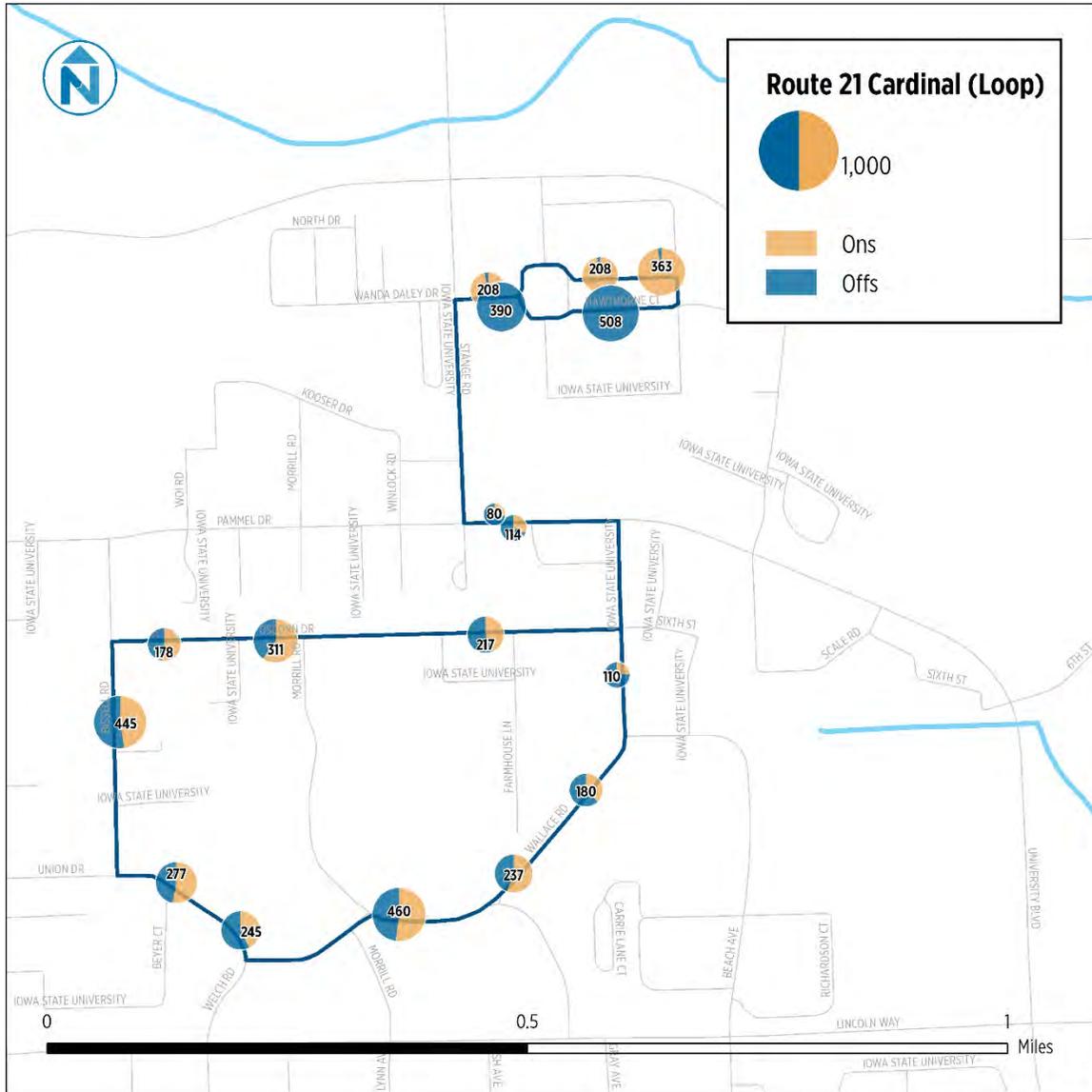
Route 21 deploys roughly 10 unscheduled trips to accommodate peak demand. All unscheduled trips with one exception had a max load below 40 passengers. Further, trips immediately before and after the extras often didn't have dramatically high max loads.

Route Characteristics		
Weekday		
Start Time	7:10 a.m.	
End Time	10:22 p.m.	
Average Daily Boardings	2,411	
Peak Headway (mins)	8 – 15	
Off-Peak Headway (mins)	10 – 15	
Evening Headway (mins)	20	
Schedule Adherence	On Time	93.4%
	Early	1.1%
	Late	5.5%
Saturday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	
Sunday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	

Schedule Adherence

Route 21 has above average on-time performance: 93% of trips arrive at their timepoints as scheduled. Of the remaining trips, 1% are early and 5% are late.

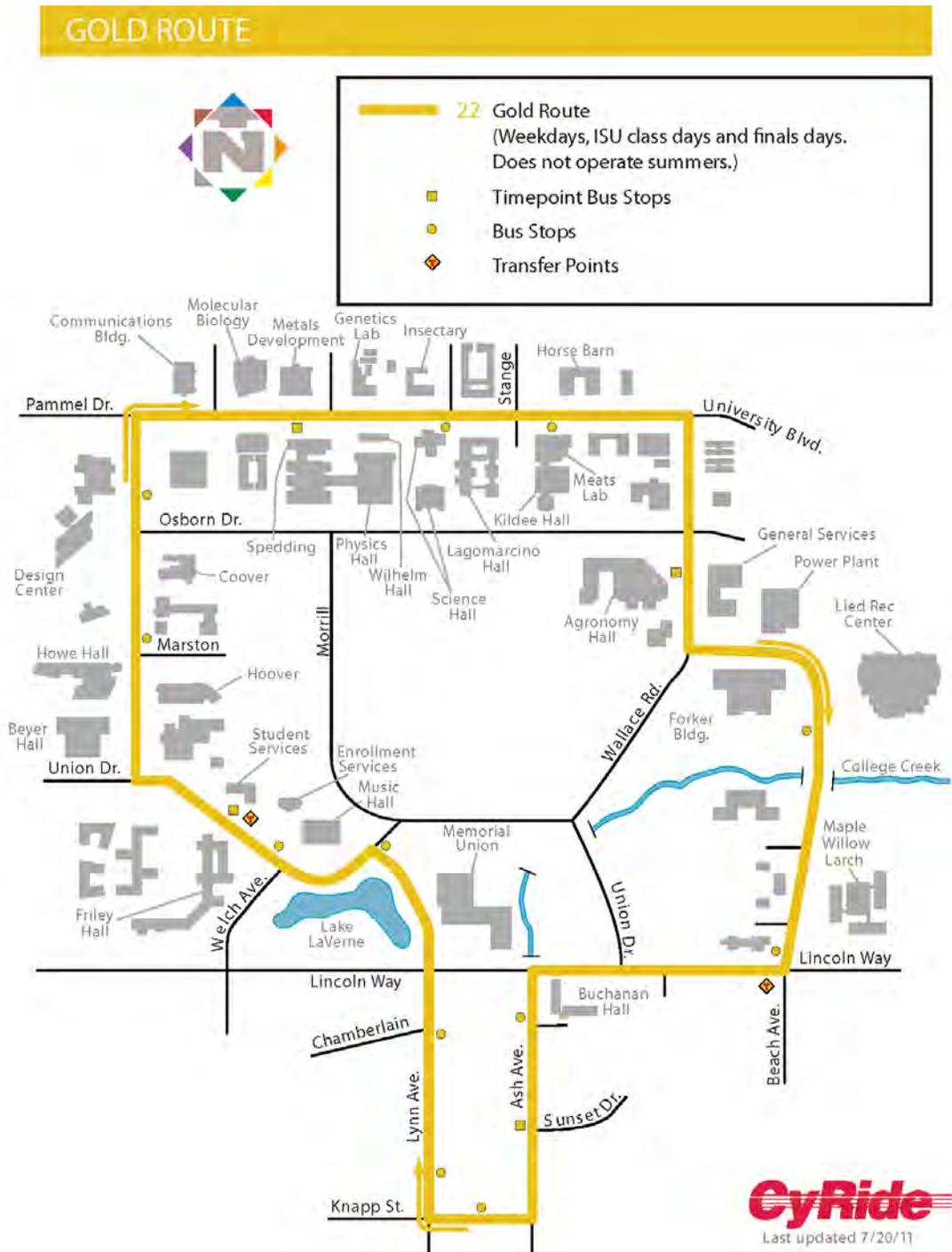
Figure 6-29 Average Daily Boardings, Route 21 (Cardinal)



ROUTE 22 (GOLD)

Route 22 operates a clockwise loop connecting the main ISU campus with Campustown via Ash Avenue, Knapp Street, Lynn Avenue, Union Drive, Bissell Road, Pammel Drive, Wallace Road, and Beach Road. It operates on weekdays when ISU is in session.

Figure 6-30 Route Map, Gold Route (22)



Major Destinations

- Campustown
- Iowa State University (Main Campus)

Ridership

Route 22 has a very low daily ridership (307 boardings), and low per-trip ridership. Max loads during two high-demand trips are approximately 25 passengers. For many trips, the max load drops below 10, with long segments of several trips carrying zero passengers.

Route 22 deploys two unscheduled trips to accommodate high-demand periods. However, the ridership on these extras carried a max load of 14 and two passengers respectively. Trips immediately before and after them carried low loads as well: seven, nine, and five passengers respectively.

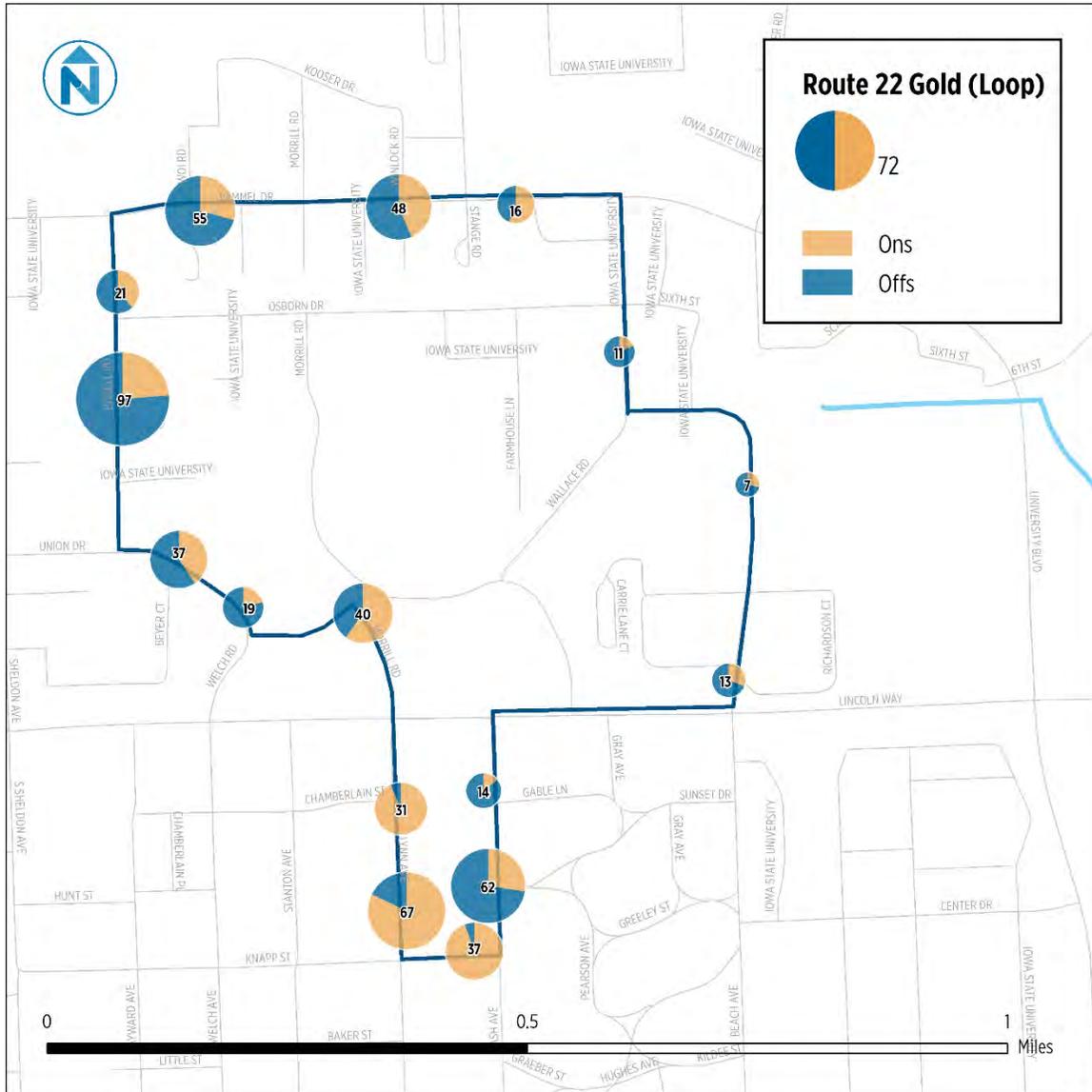
Boardings and alightings are much higher on northbound segments of the loop—from Ash Avenue and Stange Road west—than they are on the southbound segments of the loop.

Schedule Adherence

Route 22 has above average on-time performance: 93% of trips arrive at their timepoints as scheduled. Of the remaining trips, 4% are early and 3% are late.

Route Characteristics		
Weekday		
Start Time	7:06 a.m.	
End Time	5:51 p.m.	
Average Daily Boardings	307	
Peak Headway (mins)	20	
Off-Peak Headway (mins)	20	
Evening Headway (mins)	No service	
Schedule Adherence	On Time	93%
	Early	4%
	Late	3%
Saturday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	
Sunday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	

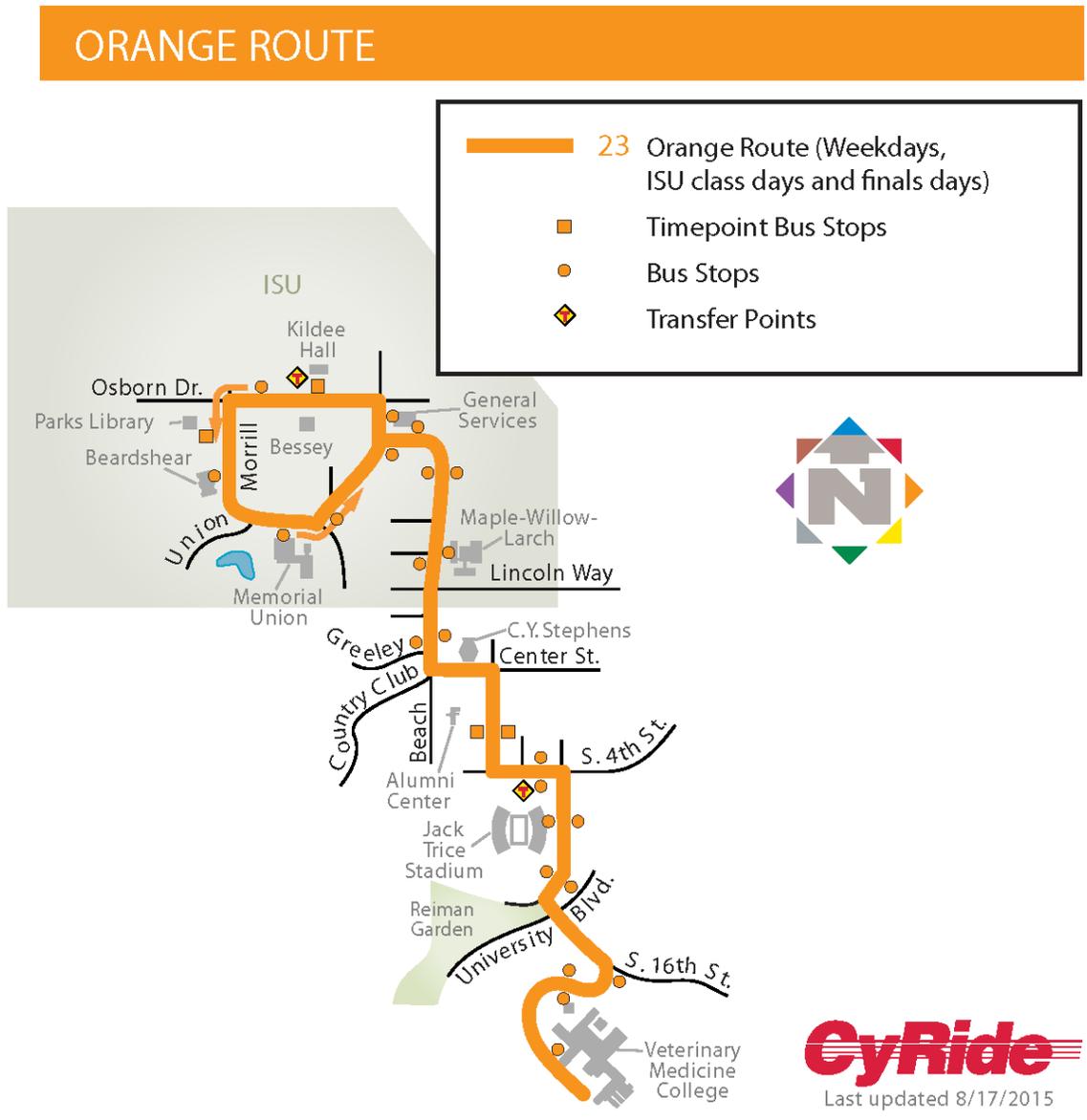
Figure 6-31 Average Daily Boardings, Route 22 (Gold)



ROUTE 23 (ORANGE)

Route 23 operates between the Veterinary Medicine College and the main ISU campus, via Christensen Drive, S 16th Street, Jack Trice Stadium, S 4th Street, Iowa State Center, Center Street, Beach Avenue, Wallace Road, Osborn Drive, Morrill Road, and Union Drive. It operates on weekdays when ISU is in session, and is the most heavily-used route in the system.

Figure 6-32 Route Map, Orange Route (23)



Major Destinations

- Iowa State University (Main Campus)
- Iowa State Center
- Jack Trice Stadium
- Veterinary Medicine College

Ridership

Route 23 has the highest ridership of any CyRide route (10,301 average daily boardings). Its ridership is more than double that of all other routes except for Route 1 (Red) and Route 3 (Blue). Its scheduled headways are between 10 and 20 minutes during the day. In practice, however, buses are continually deployed, unscheduled, roughly every three to five minutes between 7:30 a.m. and 6:30 p.m. The route has approximately 130 daily departures, of which half (65) have max loads that exceed 40 passengers.

Of the 130 daily departures, about two of every three trips is an extra trip that is unscheduled. Extra trips start either at ISC or at March-Willow-Larch.

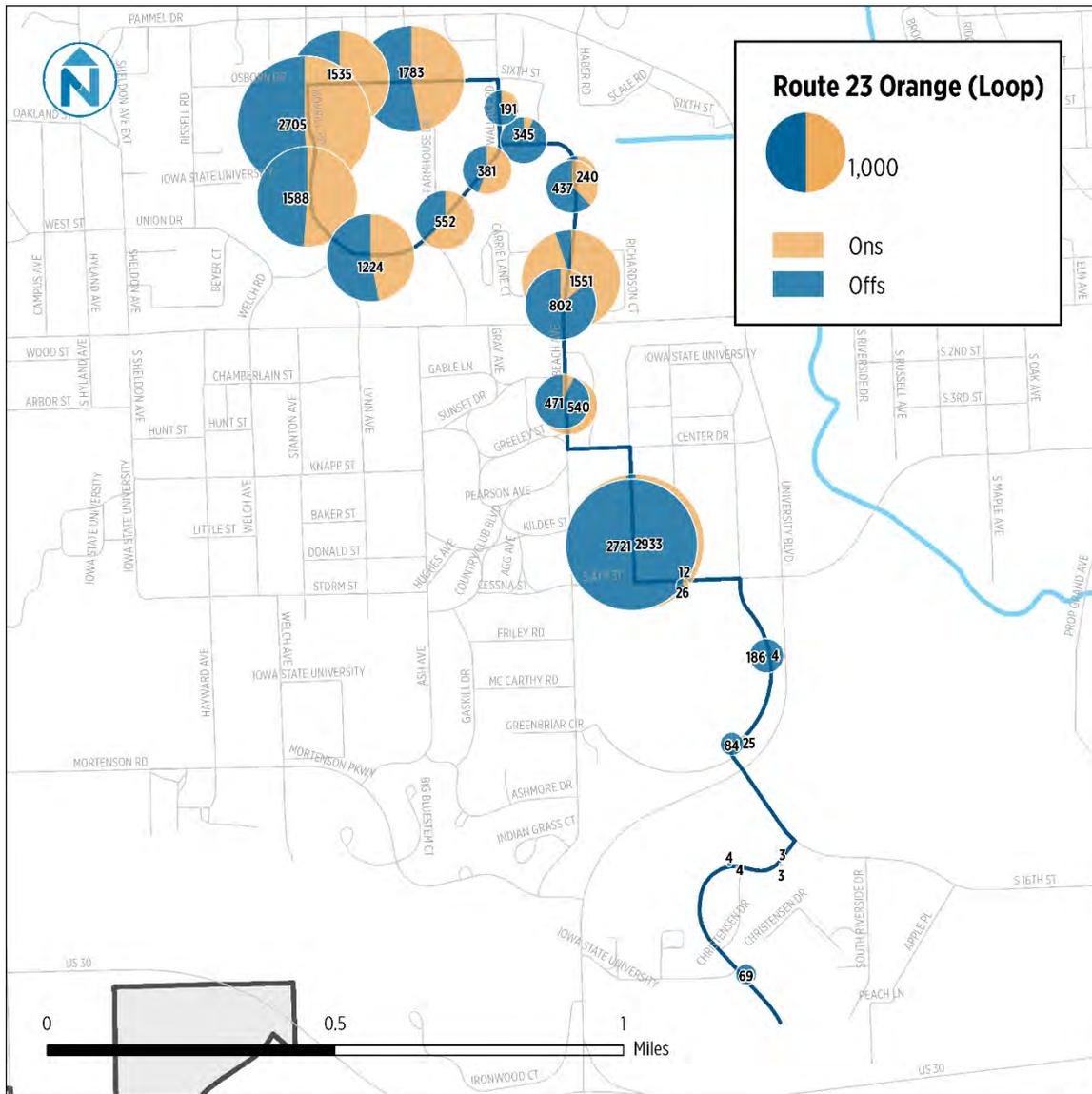
Like most routes, Route 23 ridership is highly correlated to class start times (for northbound segments of the loop) and class end times (for southbound segments of the loop). Trips with departures in the 30 minutes preceding class start times in the a.m., and in the 20 minutes after class times end in the p.m., have a much higher max load (typically more than 40 passengers). At all other times, the max load is often in the 20- to 30-passenger range.

The vast majority of Route 23 trips only serve the main ISU campus and ISC. Few trips extend south to the College of Veterinary Medicine. This segment of the route provides students access to their vehicles parked in the S lots just east of Jack Trice Stadium. The College of Veterinary Medicine stop recorded approximately 73 boardings throughout the day, and all stops south of ISC recorded 116 boardings throughout the day (including Vet Med). **This suggests that Route 23 is primarily an ISC-ISU circulator, and that the spur to the College of Veterinary Medicine meets only the needs of the Vet Med students with less frequent service.**

Route Characteristics		
Weekday		
Start Time	6:30 a.m.	
End Time	10:20 p.m.	
Average Daily Boardings	10,301	
Peak Headway (mins)	10 – 20	
Off-Peak Headway (mins)	20	
Evening Headway (mins)	20	
Schedule Adherence	On Time	N/A ¹⁰
	Early	N/A
	Late	N/A
Saturday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	
Sunday		
Start Time	No service	
End Time	No service	
Headway (mins)	No service	

¹⁰ The data indicates that schedules are not strictly followed for Route 23 in lieu of continual frequent service throughout the day.

Figure 6-33 Average Daily Boardings, Route 23 (Orange)



SUMMARY

This section presents a synthesis of key findings from this chapter. For route-specific findings, refer to the profiles above.

- Red and Orange routes have outstanding ridership.
- Extras for the Purple, Plum, Cardinal, and Gold Routes are underutilized,
- Routes that serve ISU typically have a much higher ridership than those that don't. Route 5 (Yellow) and Route 10 (Pink) feature extremely low ridership and do not serve ISU. Routes with low ridership that *do* serve ISU are: 4/4A (Gray), 22 (Gold), and 7 (Purple).
- Among routes that serve the main ISU Campus (other than the west end of Route 1 Red), segments near ISU feature higher ridership than segments located farther from ISU.
- Ridership is strongly correlated to ISU class times for routes that serve the main ISU campus. Inbound segments are more closely associated with ridership in the lead-up to classes, and outbound segments are closely associated with ridership immediately following classes.
- Few noteworthy differences in ridership exist between Monday/Wednesday and Tuesday/Thursday. However, demand varies according to class schedules, which are different on both sets of weekdays.

7 CIVIC ENGAGEMENT

A primary objective for civic engagement conducted as part of the CyRide System Redesign is to obtain feedback regarding transit needs and potential improvements. The target audiences for outreach are transit riders, major community stakeholders, ISU students and representatives, and the general public. The System Redesign has the following civic engagement goals:

- **Building Consensus among Stakeholders:** Agency representatives, policymakers, business interests, and transportation advocates often have conflicting objectives and competing community goals. Building consensus allows these separate players to view the larger picture by exploring potential tensions and tradeoffs.
- **Education, Outreach, and Public Participation:** A deep appreciation of planning issues can help a community articulate what it really wants to achieve. Stakeholder interviews and community meetings provide opportunities to explore highly contentious and complex issues and generate local enthusiasm for projects.
- **Public Buy-In:** Education strategies ensure that communities understand the planning process. Stakeholder interviews and community meetings provide opportunities to explore potentially contentious and complex issues and generate local enthusiasm for projects.

With these goals in mind, System Redesign civic engagement consisted of Technical and Steering Committees, stakeholder input, public meetings, pop-up meetings, online surveys, and an on-board survey. This chapter provides an overview of activities conducted and identifies important themes that surfaced during the course of the outreach process.

SUMMARY OF THEMES

While stakeholder opinions varied between groups, many participants identified a core set of themes that are important to the success of the CyRide System Redesign Study. These themes included:

- **Financial Constraint:** CyRide service in the future should be financially sustainable as measured by CyRide's current operating budget and expected future revenues.
- **Balancing Service:** Serving ISU and the residents of Ames are both important to CyRide's long-term success.
- **Creating Simplicity:** CyRide's current route structure is focused on efficiency; however, a balance of efficiency and effectiveness, through simplifying operational/scheduling practices, will benefit CyRide and the public.
- **Ensuring Accessibility:** An important part of CyRide's mission is providing transportation to residents who have limited mobility or who do not have access to a personal vehicle. Ensuring accessibility requires the provision of service to many destinations in the city.

- **Scalability:** As Ames and ISU continue to grow, CyRide will need to accommodate an increasing level of demand.

TECHNICAL AND STEERING COMMITTEES

The CyRide Technical and Steering Committees were established at the outset of the System Redesign study. These committees consist of a variety of project partners, including representatives from the City of Ames, CyRide Board of Trustees, ISU representatives, as well as other stakeholders and agency partners. A total of five on-site meetings were held with both committees throughout the duration of the project; two meetings were conducted with the Steering Committee, and three meetings were conducted with the Technical Committee.

Steering Committee Meeting (August 30, 2016)

The Steering Committee met to discuss the results of the peer review of other systems, to identify current successes and obstacles for CyRide's business process, and to determine the goals and objectives for the System Redesign. Attendees discussed the importance of finding a good balance between ISU-centric service and community-centric service.

Attendees agreed that CyRide provides a valuable service to the community by increasing transportation options. The challenge of rising demand and the impact on the City's budget was discussed. Addressing growth with limited resources and within the existing budget was one of the goals that was proposed. Ensuring that services were well utilized was another goal.

The committee discussed CyRide's current service and identified things that CyRide does well and areas where it could improve. There was a general consensus that CyRide enables a car-free lifestyle and increases student mobility and access throughout the community. It also provides good service to health and social services, as well as connects to both ISU and retail services. The Moonlight Express and customer service were also singled out as successes.

Specific areas identified for possible improvement included:

- Reduce the number of buses on campus, and avoid going into the center of campus.
- Add late night service to the library.
- Serve the outlying areas of Ames, including:
 - Ada Hayden Park
 - East 13th Street and North Dayton Road
 - Research Park
- Add additional frequency during non-school months.

The committee also discussed the existing funding arrangements. The increasing costs over the past several years have been shared between the City, ISU, and the ISU student body. Several stakeholders wanted to increase the funding share for students. There is a perception that CyRide caters predominately to ISU. CyRide should better demonstrate its value to the community as a whole to help justify any local tax increases. This impression was countered by others stating that the level of City investment is not as high as the perception.

Technical Committee Meeting (August 30, 2016)

The Technical Committee met to discuss the future of CyRide's service to both ISU and employment areas in the city. The committee agreed that CyRide is beneficial to the community because it offers a convenient transportation option for students and reduces congestion. The Technical Committee voiced support for increasing the level of service to employment centers. Identified goals included:

- Include Uber and Autonomous Vehicles (AV) options in planning effort.
- Ensure that the transit plan will scale to meet projected demand.
- Base recommendations and route changes on current/planned land uses, parking impacts, and ridership impacts.
- Maintain community connections that are not related to ISU.

Specific comments included:

- Service needs to be balanced between ISU service and community service. Identified areas include:
 - Research Park
 - East Ames
 - New employment centers (analysis needed to identify)
- Uber has not dramatically affected ridership on the Moonlight Express.
- Some of CyRide's routes need to be restructured to create simplicity and clarity. Identified routes included:
 - Route 1A Red
 - Route 6 Brown
- Comments regarding service to ISU:
 - The calm college atmosphere of ISU is disrupted by high bus volumes.
 - 44% of students bring cars, but CyRide's service is a huge selling point for new/potential students.
 - 60% of faculty/staff have a parking permit, which is not very expensive.
 - CyRide struggles with providing the right level of service during the first two weeks of school.
 - Additional frequency in late night service and later spans of service should be considered.

Technical Committee Meeting (November 9, 2016)

The Technical Committee met to discuss updates to the CyRide market analysis, results from the on-board survey, and initial results related to system performance. The performance analysis was based on data conducted as part of the ride check, including systemwide ridership, ridership by route, and on-time performance. An observation noted by committee members related to the high number of buses passing through campus on a daily basis.

Technical Committee Meeting (February 28, 2017)

The final meeting of the Technical Committee was held in February 2017 to discuss two service alternatives for future CyRide Service. Technical Committee members commented on the specifics of the two proposed scenarios, as summarized below:

- Scenario 1:
 - Would be an adjustment for West Ames riders, however it's feasible to walk a few extra minutes.
 - Consider the distance people would have to walk from Campustown student housing given the changes to Brown Route.
 - Agreement for Yellow Route aligning with CyRide's service to other residential areas.
- Scenario 2:
 - Support for express service to West Ames.
 - Support for not using Welch.

Steering Committee Meeting (February 28, 2017)

The final meeting of the Steering Committee was held at the end of February 2017 to discuss two service alternatives for future CyRide service. Steering Committee members commented on the specifics of the two proposed scenarios. Specific comments included:

- Route 5 Yellow would need to at least have Saturday service, Sunday service would be ideal.
- Support for Route 4 Gray's more frequent service, even if it is only on weekdays.
- Concern that Scenario 2 doesn't serve the Northcrest retirement community.
- Uncertainty about "Innovative Transit Service."
 - Suggestions include adding an extension to capture human services on S 16th and ending the zone at USDA.
 - Extra time will be required to test this new service.
 - Support for allowing people to set up standing trips.

COMMUNITY STAKEHOLDERS

The goal of meeting with a variety of stakeholders is to gain a clear understanding of how CyRide is perceived, major concerns and issues, and desired transit service outcomes. These stakeholders consist of a variety of community groups, including the CyRide Board of Trustees and ISU. A total of six on-site meetings were held with community stakeholders throughout the duration of the project; four meetings were conducted with the Board of Trustees, and two meetings were conducted with ISU stakeholders.

CyRide Board of Trustees Meeting (August 31, 2016)

Nelson\Nygaard staff met with the CyRide Board of Trustees to discuss the goals and objectives for the CyRide System Redesign study. The meeting covered the initial analysis, which included an analysis of ridership and service trends, an analysis of demographic market trends, and an analysis of peer transit agencies. The meeting covered CyRide's fiscal constraints, the potential for moving to a fare-free service model, the need to better serve employment areas, reduce travel time on existing

routes, improve student outreach, address transit infrastructure needs, and visions for CyRide's future.

The consultant asked the Board of Trustees to share a vision for CyRide's future and to determine how needs should be prioritized and resources allocated. Some of the themes identified in the vision statements included effective service to areas both the ISU campus and to city employment centers, the importance of CyRide to the desirability of Ames, and the importance of high-quality transit to smart growth.

After identifying overarching themes, the consultant asked the Trustees to provide feedback on sets of service alternatives to determine how to best allocate limited resources. This process included a series of trade-off questions that asked Board of Trustees members to decide between issues such as providing extended service to ISU or increasing CyRide's service area. Trustees agreed that a 5% budget increase for CyRide was the largest increase that was politically feasible on an annual basis.

ISU Stakeholders Meeting (September 1, 2016)

Nelson\Nygaard met with senior ISU administrators to discuss CyRide's role in the campus community, goals for the study, and redesigning CyRide's service to more efficiently meet the needs of the ISU campus. The meeting covered both the high-level transportation vision for the university and detail-oriented issues such as the development of new transit infrastructure on campus.

Attendees identified the need to provide better late night and long-distance service to the campus community and noted that finding innovative ways to involve students in the transportation planning process could have benefits. Attendees agreed that service should be streamlined to reduce redundancy while also providing extended hours of service and serving new areas.

Specific improvements that were noted by ISU stakeholders included:

- Research Park needs more frequent and more convenient connections to the ISU campus.
- Private development of off-campus student housing that is farther away from campus will lead to the need to serve different areas of the city.
- CyRide's service needs to run late enough to accommodate labs that end at 10 p.m.
- CyRide should target surveys to faculty and staff.
- Service to Des Moines would increase student mobility and would be a benefit to the community.
- Moonlight Express Service should be extended to Thursday nights.
- Streamlining service will require relieving the bottlenecks on Osborn Drive.

CyRide Board of Trustees Meeting (February 11, 2017)

Nelson\Nygaard met with the CyRide Board of Trustees in February 2017 to discuss two service alternatives for future CyRide service that were then presented to the public in late February/early March. Specific comments included:

- The Board would like to see future service to Research Park as it continues to grow as a community destination.
- ISU is studying the Union Drive corridor by Student Services.

- Need to focus on improving the transit system for people who want to move throughout the community as well as travel through campus.
- Two scenarios and guiding principles will be the focus for public feedback.
- Capital needs may include a new transfer facility.
- General agreement on no longer guaranteeing that a customer can get a ride on a specific trip.

ISU Stakeholders Meeting (March 2, 2017)

Nelson\Nygaard held a final meeting with ISU Stakeholders in March 2017 to discuss two service alternatives for future CyRide service. ISU Stakeholders inquired about blending the two scenarios. They suggested emphasizing the connections between solutions; for example, increased transit volumes on a particular street should be complemented with measures addressing increased congestion. Stakeholders also suggested that ISU should consider conflict management due to increased bus traffic on Union.

ISU stakeholders provided additional information regarding student housing that may be relevant for future CyRide service. ISU will be adding 2,500 beds by 2018, including 300 beds at Stadium View apartments on S 4th Street.

CyRide Board of Trustees Meeting (March 28, 2017)

Nelson\Nygaard held a meeting with the CyRide Board of Trustees in March 2017 to discuss two service alternatives for future CyRide service. Board members commented on the specifics of the two proposed scenarios. Their feedback is summarized below:

- Don't want to increase traffic along Hayward.
- Welch/Lincoln is an unsafe intersection.
- Proposed Gold route should not travel along Hayward.
- Prioritize keeping Southdale coverage.
- Expect more development in the north part of town (Hyde) in the future. The Land Use Policy Plan will be updated.

CyRide Board of Trustees Meeting (May 24, 2017)

The final meeting between Nelson\Nygaard and the CyRide Board of Trustees was held at the end of May 2017 to discuss the preferred alternative for future CyRide service. The group discussed next steps for implementation and project completion. The Board noted that public outreach regarding service changes will be important moving forward and will be led by CyRide. The Preferred Scenario results in significant route changes to be implemented by August 2018. Building the turnaround at The Towers by Summer 2018 will be important for implementing several of the proposed recommendations.

FRONT LINE STAFF INTERVIEWS AND OPERATOR SURVEY

As the front-line staff responsible for delivery of transit services, drivers, dispatchers, and customer service representatives often know more about transit services than anyone else, and nearly always have opinions about how to improve them. Informal interview sessions were conducted with CyRide bus operators and other front line staff to capture feedback regarding

operational challenges/issues, customer requests, scheduling, and service levels. An online survey was also conducted via SurveyMonkey to collect feedback from operators unable to attend in-person interview sessions.

Meeting with CyRide Staff (September 1, 2016)

In order to gain context for how CyRide developed and why some of the service decisions were made, the consultant team met with CyRide's former general manager and planning staff. This meeting focused on identifying variables that have changed in Ames affecting CyRide's ability to deliver high quality and efficient service.

Discussion centered mostly on the challenges of traveling between the various ISU campuses and on the need for a coordinated transfer schedule. Several areas of potential improvements were suggested, including:

- More off-peak travel opportunities
- New or improved service areas like South Duff and the Red West area, possibly with smaller vehicles
- Timed transfers

The consultant suggested considering using Uber to serve areas that generate less than ten trips an hour to reduce operating costs.

Operators Meeting (September 1, 2016)

The consultant met with CyRide drivers to explain the purpose and structure of the study and to solicit feedback on areas that need improvement. Approximately 10 operators chose to attend. Drivers voiced concerns about the difficulty of running unscheduled trips on routes during peak hours and asked that schedules be simplified and pay increased. The consultant also explained the process for the upcoming on board survey and ridecheck.

Operators noted that the transition to a fare-free system for students resulted in a sharp increase in demand. While high ridership is good, funding decisions and efficient allocation of resources is important to ensure that the system is sustainable in the long run.

Operator Survey

Twenty-five operators also provided long-form responses via an online survey that highlights areas where CyRide excels and areas where there is room for improvement. Operators provided feedback about both big-picture operational elements and issues that are unique to particular routes.

property on North Grand Avenue. This would provide a passenger amenity because the facility would be open at all hours and would have better lighting.

Route-Specific Feedback

Operators were given the opportunity to provide feedback about specific routes. Most operators commented on at least two routes; one operator commented on every route. For the most part, operators limited their comments to routes that they frequently drive. Figure 7-1 shows operators' responses to the question: "Which routes do you typically drive?"

Route 1 Red

Operators who drive Route 1 Red were concerned about the safety of the current routing, providing duplicative service, meeting demand for service during peak periods and on weekends, and increasing the legibility of the route. Specifically, drivers highlighted the turns onto South Dakota and 5th & Douglas as visibility issues. Several mentioned that 1 and 1A should be separated. They suggested combining 1A Red with Route 7 Purple to reduce duplication and make them easier to understand. Operators also repeatedly stated that frequency should be increased during peak periods and on weekends to meet customers' needs.

Route 2 Green

Operators were very concerned about this route's time schedule. Several respondents stated that the schedule needs to be adjusted because the time points are unrealistic and impossible to meet. The redesign of the route needs to streamline the alignment and remove stops to reduce dwell time. Operators suggested limiting service to the high school to times when peak commute hours as a way to streamline the route. The ability to transfer to/from Route 2 was also mentioned repeatedly, as the frequency is different than many other routes.

Route 3 Blue

Operators expressed concerns with Route 3 Blue's level of service. Several operators suggested removing the South Duff Avenue and South 5th Street stop and replacing it with a stop at the Walmart or Target locations along South Duff Avenue. They felt that this would improve the route's usefulness to riders and increase safety by reducing conflicts with cars. One operator suggested splitting the route into two separate routes to improve the quality of service and reduce on-time performance issues. Other comments included avoiding Lincoln Way because of high traffic volumes and rerouting to avoid the left turn from 24th Street onto Stange Road because of visibility issues.

Route 4 Gray

Many operators suggested that Route 4 Gray should be eliminated because it is a duplicative service that confuses riders and provides little benefit. Instead, Route 9 Plum service should be upgraded to simplify the system while providing better service to riders.

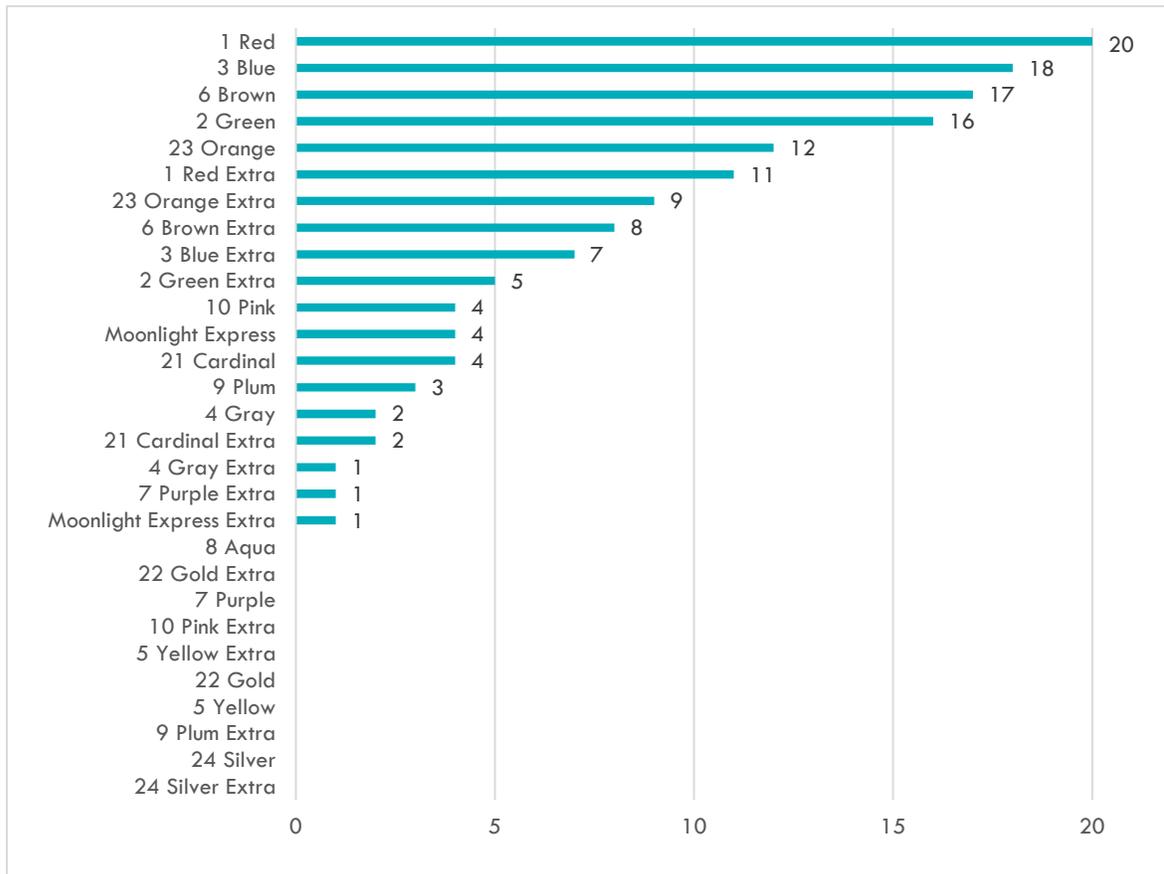
Route 5 Yellow

A common suggestion for Route 5 Yellow was to add midday service to the route by eliminating Route 4 Gray. Operators also suggested moving Route 5 Yellow off of South Duff Avenue and change the routing so that it serves ISU. This would reduce the need for transfers and make the system more legible for riders.

Route 6 Brown

All of the comments for Route 6 Brown deal with removing stops that are unsafe or are too close to other stops. Drivers highlighted the Vet Med stop on University Boulevard as a highly unsafe stop because it requires operators to cut across several lanes of traffic to make a left turn.

Figure 7-1 Routes Driven by Survey Respondents



Route 7 Purple

Several operators suggested the Route 7 Purple run all day and replace Route 1/1A service on Steinbeck. There is a desire to avoid the left turn from Steinbeck onto S. Dakota.

Route 9 Plum

Operators were generally happy with Route 9 Plum. They suggested continuing the route to serve Des Moines Area Community College (DMACC) campus, which is currently served by Route 4 Gray. Many operators suggested increasing the frequency of Route 9 Plum and eliminating Route 4 Gray, as customers riding Route 9 Plum typically transfer to Route 4 Gray to access DMACC.

Route 10 Pink

Only one operator commented on Route 10 Pink. The operator suggested eliminating the route because the route does not generate enough ridership to justify fixed-route service.

Route 21 Cardinal

Operators commented that the level of service provided by the contractor does not match the CyRide standard.

Route 22 Gold

Only one operator commented on Route 22 Gold. The operator suggested extending Route 22 Gold to serve The Towers, which would allow Route 6 Brown to be modified to improve service.

Route 23 Orange

Route 23 Orange is the main route that serves ISU. It generates high ridership and many extra trips during peak periods. Operators suggested splitting Route 23 Orange into two separate routes; one for the residents of Richardson Court and one for the commuters at the ISC/commuter lots. Operators also suggested creating express and local versions of Route 23 Orange service to differentiate between riders traveling in between spaces on campus and riders who need to leave ISU. All operators agreed that Route 23 Orange needs to be redesigned.

Additional Operator Survey Comments

Operators were also given the opportunity to provide unstructured feedback. Operators suggested staggering the timepoints of routes so that transfers are timed correctly. This will eliminate the need for drivers to wait for transferring riders that are on late buses. Operators also suggested increasing frequency on popular routes, which would reduce the need for extra trips. They noted that as service expands, CyRide will need a second bus facility, potentially on the other side of town to facilitate a better service network with a minimal addition of non-revenue miles.

Operator Meetings (March 1 and 2, 2017)

Nelson\Nygaard held a series of meetings with CyRide drivers in March 2017 to discuss the two service scenarios for future CyRide service. Drivers commented on the specifics of the two proposed scenarios, as summarized below:

- Blue should continue serving the Mall north of Schilleter. Many senior citizens live near the mall.
- Green should serve the high school during midday.
- Concern with Scenario 2—Green's existing service area isn't served well in this scenario.
- Beach is an ISU-only street. Due to the presence of Orange and Blue on this street, consider using University instead.
- Knapp and Welch is a very tight intersection with on-street parking—more space and changes would be necessary.
- West Ames is a top priority.
- Gray is really confusing now, even for drivers.
- Support for eliminating Green going to the high school.
- 5th and Duff is a congested corner involving truck traffic.

PUBLIC MEETINGS

As effective as new web-based outreach methods are becoming, traditional public meetings, workshops, or open houses remain essential. The System Redesign included two rounds of public meetings with two meetings each.

The first public meeting series was conducted in November 2016 and was used to gather general input about community needs, goals, and vision for transit. Comments received during the first round of public meetings are available in Appendix C.

The second round of public meetings provided an opportunity to gather input from the public to provide input on preliminary service alternatives, with the goal of incorporating comments into final alternatives. The second round of public meetings was conducted in March 2017. Meetings were held at ISU and at City of Ames Council Chambers. The meeting format was a presentation followed by an open house. Comments received during the second round of public meetings are available in Appendix C.

POP-UP MEETINGS

Pop-up workshops are mobile events that bring the project to the places where people are already gathering, including participation in already-planned local events and meetings sponsored by different local groups, such as community festivals or meetings of community organizations. Pop-up workshops offer the opportunity to gather the opinions of people who might not otherwise attend a public meeting and can include several types of standalone activities that can be completed quickly, such as dot map activities, paper/tablet surveys, sharing of brief educational materials, and gathering comments.

A series of pop-up meetings were conducted in October 2016 and March 2017. These events included three meetings on ISU's campus, one event during an Ames High School football game, at the Hy-Vee store in central Ames, and at the North Grand Mall. The project team set up a table and boards in each location. Boards outlined project goals for participants and offered opportunities for feedback regarding how they would improve the current CyRide system, and what an ideal transit system looks like for them.

Activities at the October 2016 events included the following:

- Ranking possible CyRide improvements by importance.
- Using sticky notes to come up with their own improvements.
- Map exercises to share their favorite places to travel by transit, locations that are hard to get to by the current transit system, as well as their favorite places to travel.
- Cards with a QR code so that they could share their opinions and ideas at a more convenient time through the project survey website.

March 2017 pop-up meetings were used to gather input on two proposed service scenarios. Overall, the project team received nearly 50 written comments and more than 200 sticker engagements. Key themes are identified below and on the following page.

Key Themes: Dot Boards

Dot boards presenting a range of options for potential improvement for CyRide were made available for participants at each pop-up events. Participants could select up to five of 12 options. The most popular options selected during the entire first round were:

- Provide more frequent service on weekdays
- Provide more frequent service on weekends
- Provide services later in the day
- Add more service to the new areas
- Make bus stops more comfortable

Key Themes: Written Comments

Written comments received during all pop-up engagement events were sorted into two broad categories: what users would like to change or improve about the current system and what they appreciate or would like to keep. Several themes emerged in each of the two categories. They are presented below in no particular order.

Opportunities: Suggested Improvements

- *Increase accessibility for all riders:* Mobility considerations for older adults and people with disabilities were mentioned several times. Pedestrians also prefer to have their stops along the sidewalks to aid in multimodal transportation.
- *Enhance bus shelters:* Because Ames is located in a colder environment, several participants mentioned that heated shelters were a top-priority.
- *Invest in physical bus improvements:* More prominent turn signals on the exterior of buses, updated seating, and improved lost and found services.
- *Expand hours of service:* Several riders were frustrated by route times not working for their personal schedule. They offered improvements like running services later after the library closes so that students can work later into the night. Increasing frequency during the winter so riders do not have to wait in the cold was also mentioned.
- *Promote routes to downtown and commercial areas:* Participants stated that their ideal transit system would offer routes that get them safely home and would also provide routes that run to downtown and commercial areas.
- *Promote bus use as safe alternative to driving, especially for those drinking:* Participants recognize that buses are a safe route home after a long night, but also see opportunity to promote buses as an alternative to drunk-driving and adding technology to improve accountability to riders and drivers alike.
- *Update and improve the CyRide mobile app developed by ISU:* The current mobile application for bus schedules is frustrating for some. Riders commented that the application is faulty and wish that it ran off of live-tracking instead of printed schedules.

Assets: Positive Aspects of the Current CyRide System

- *CyRide is a great service:* Many comments received were focused on CyRide as a great service. There were many more positive comments than suggested improvements.
- *Eco-friendly approach is appreciated:* Many comments appreciated how CyRide has offered eco-friendly Hybrid buses. Riders appreciate the efforts so far and encourage CyRide to keep improving eco-friendly buses.
- *A bus system for all:* Riders in Ames are appreciative that the service is open to the public. They understand that fares are needed to generate revenue, but state that if the services were free, they would be more enticed to ride.

DESIGN YOUR TRANSIT SYSTEM

An online survey was conducted to collect information from CyRide riders and non-riders in Ames. The survey consisted of a “Design Your Transit System” tool that presented 21 strategies that could be used to improve the CyRide system. The tool cited the benefits of each strategy in the areas of ridership, speed and availability, access, passenger experience, and environment. The tool also presented relative costs for each strategy, and survey respondents were given a budget of \$20 (virtual) to work with—respondents were instructed to select the strategies most important to them while staying within the budget.

There were 1,725 responses to the “Design Your Transit System” tool. Figure 7-2 ranks the preferences for transit service improvements by percentage of responses. Findings from the survey include the following:

- **Improving bus stop amenities**—such as adding shelters, benches, lighting, LED NextBus signs, and signage—ranked highest among the priorities, with 47% of respondents choosing this option.¹
- As the next priority, respondents chose **expanding service coverage to new areas** (45%), followed by reducing crowding on buses (41%).
- **Improving service on weekday evenings** in terms of frequency and service span also ranked highly (38% each).
- In contrast, respondents placed a lower priority on Sunday service improvements, earlier services on weekdays, and earlier services on Saturdays. While respondents were strongly in favor of capital improvements to improve comfort at bus stops, priority levels were significantly lower related to moving bus stops to the perimeter of campus and adding BRT service on the Orange Route.

A total of 1,653 respondents answered follow-up questions to the Design Your Transit System as part of a survey administered in SurveyMonkey. The survey asked about transit use, ISU affiliation, and demographic characteristics.

According to the results, 66% of respondents use CyRide service once or more per week, as shown in Figure 7-3; approximately 25% of respondents use transit less than once per month or never. More than half of respondents are ISU students, while approximately 30% of respondents are ISU faculty and staff, as shown in Figure 7-4. Among respondents, 12% were non-student, non-ISU affiliated individuals.

Figure 7-5, Figure 7-6, and Figure 7-7 provide demographic information from survey respondents. Open-ended comments received as part of the survey are available in Appendix C.

¹ It is unusual for bus stop amenity improvements to rank more highly than service improvements in a transit preferences survey. It is possible that some respondents interested more specifically in real-time information chose this option due to inclusion of LED NextBus signs in the description. Additionally, bus stop amenity improvements were a low-cost choice listed toward the bottom of the survey, so some respondents may have chosen this option simply to spend down the remainder of their allotted dollars. That being said, “stop” was a frequently-mentioned word in rider comments (see Appendix C)—bus stop improvements are a legitimate concern for many riders, particularly given the cold winter climate in Ames.

Figure 7-2 Design Your Transit System Results: Overall Responses

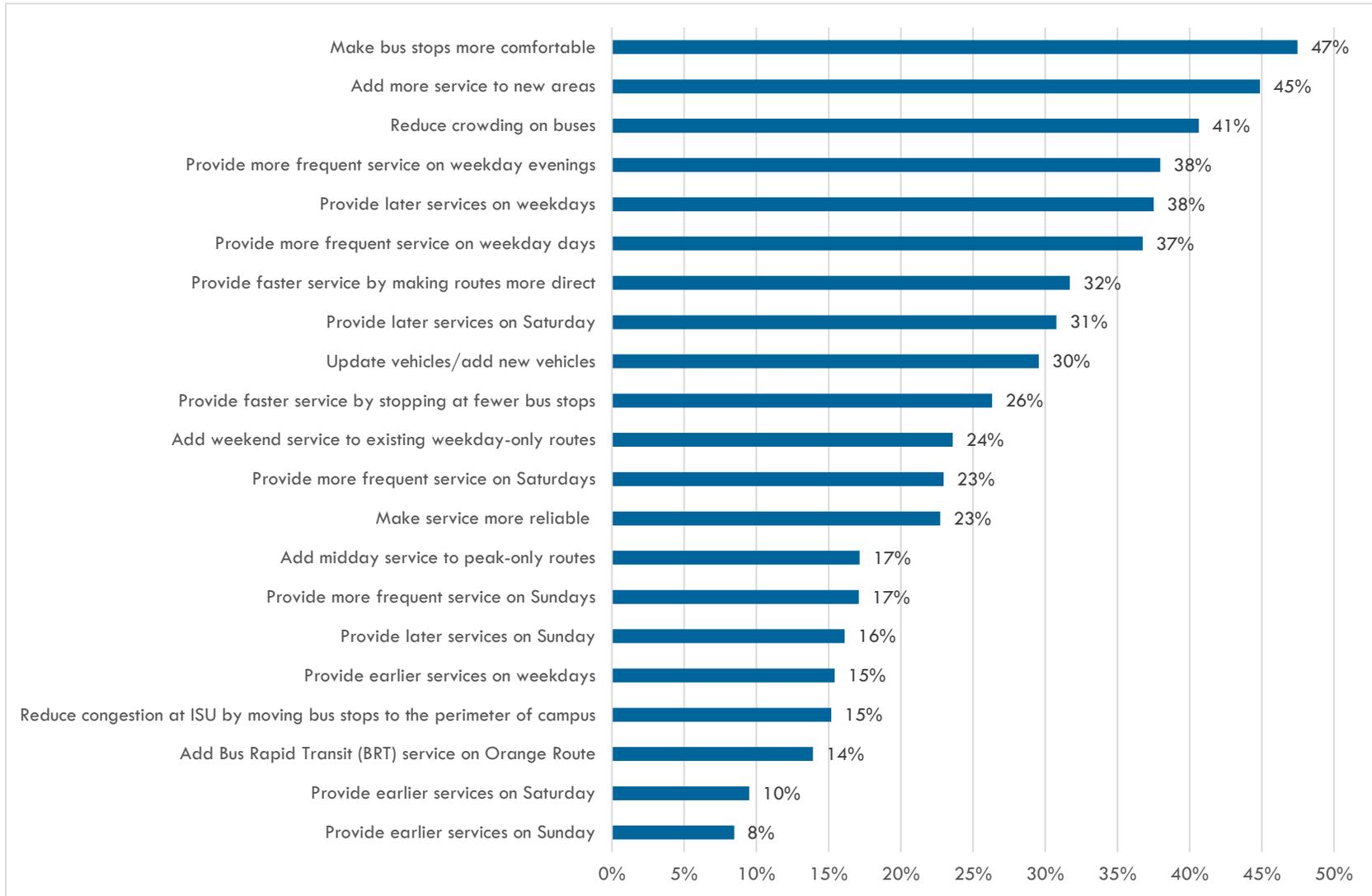


Figure 7-3 Design Your Transit System Results: Ridership Frequency

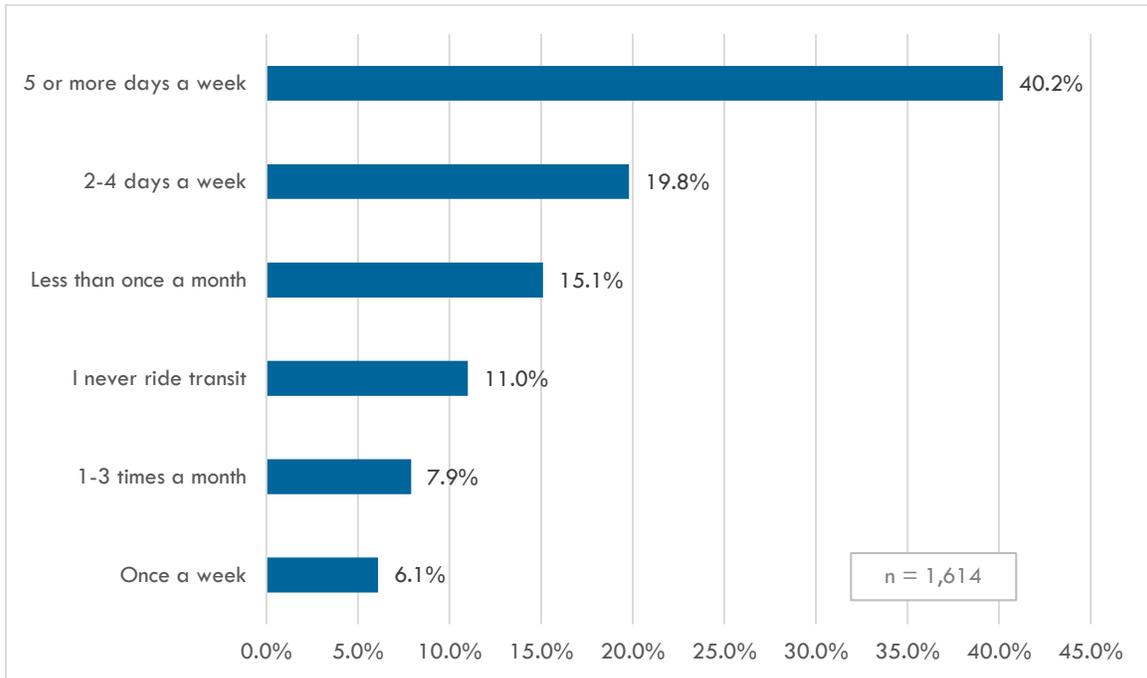


Figure 7-4 Design Your Transit System Results: ISU Affiliation

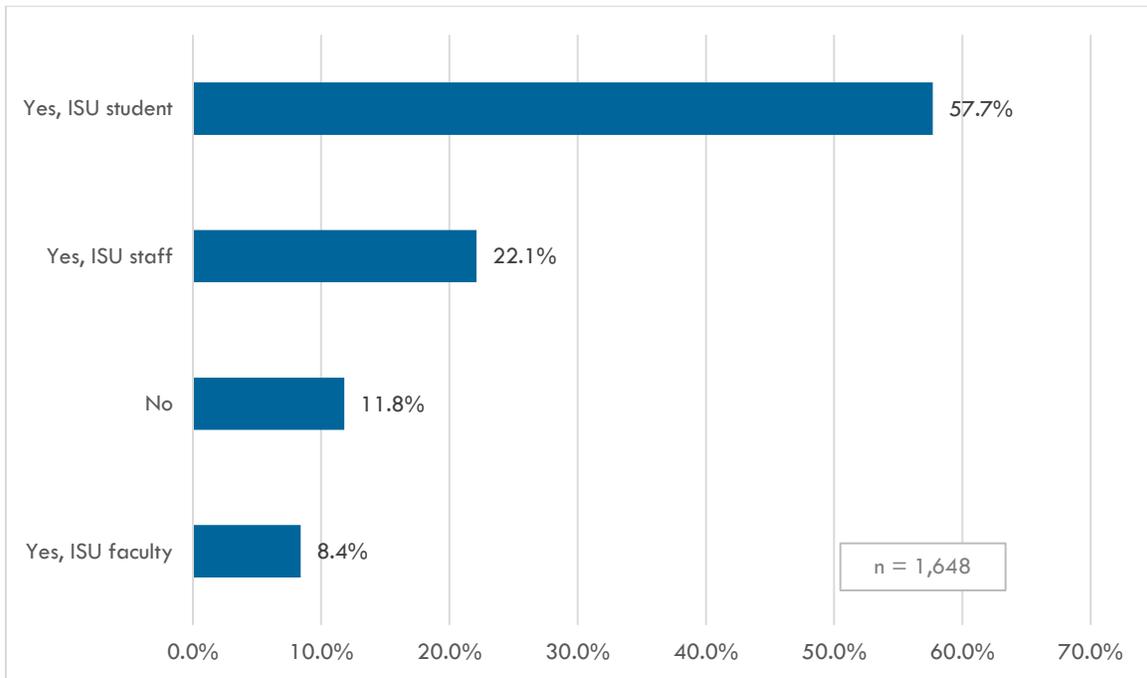


Figure 7-5 Design Your Transit System Results: Racial and Ethnic Background

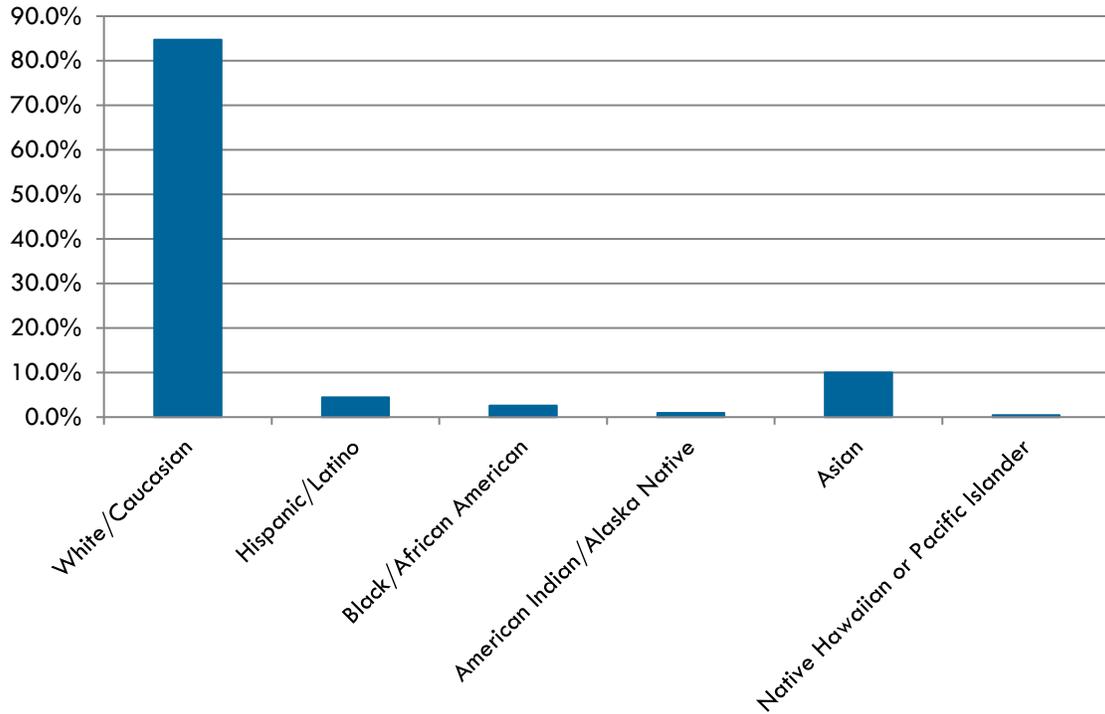


Figure 7-6 Design Your Transit System Results: Household Size

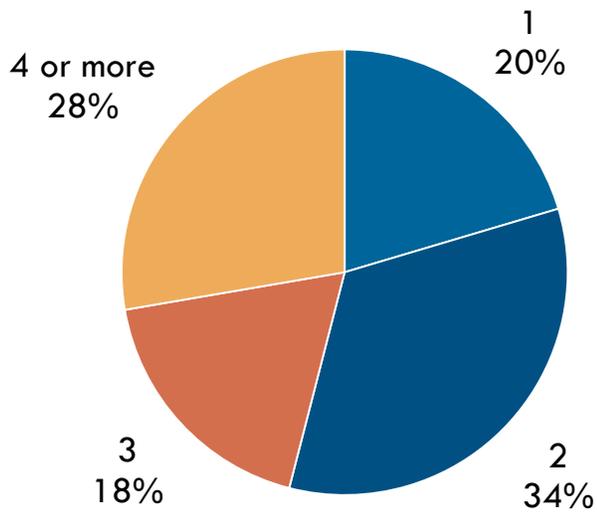
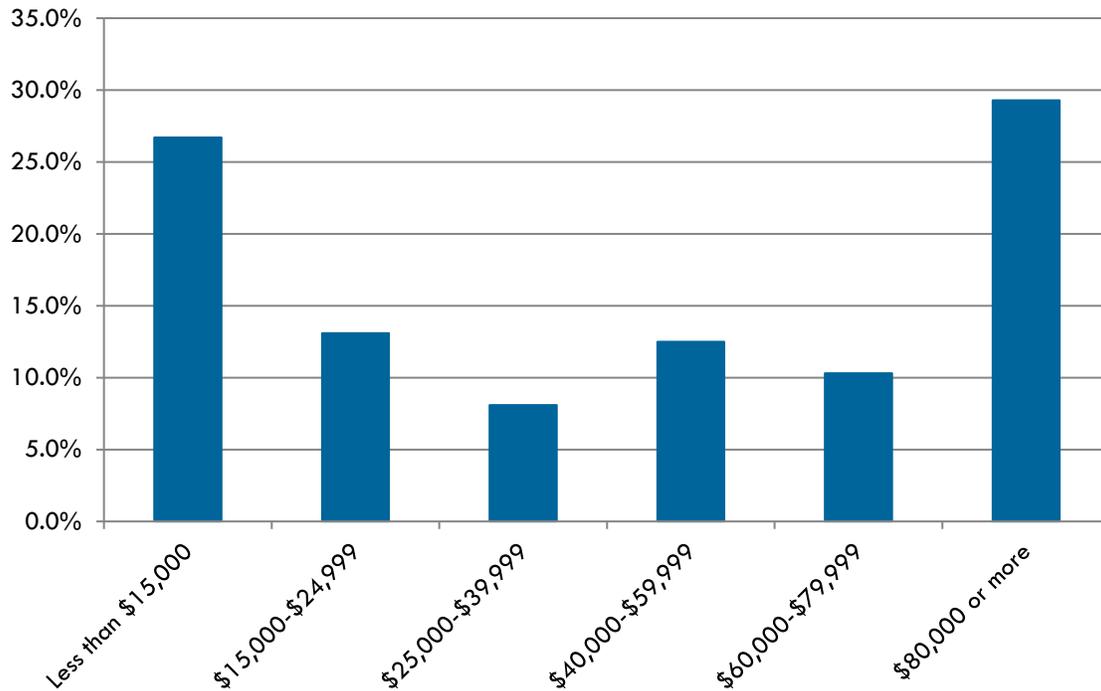


Figure 7-7 Design Your Transit System Results: Household Income



Using information collected as part of the follow-up survey, Design Your Transit System responses were cross tabulated to gain an understanding of transit system preferences for ISU students (Figure 7-8), ISU faculty and staff (Figure 7-9), respondents not affiliated with ISU (Figure 7-10), and non-riders and infrequent riders (Figure 7-11). The following findings resulted from the analysis:

- **All respondents are interested in bus stop amenity improvements.** This was the top priority for ISU students (48%) and the second highest priority for ISU faculty and staff (51%), those with no ISU affiliation (45%), and non-riders and infrequent riders (48%).
- **ISU students prioritized improved service on weekday evenings** in terms of both service span (45%) and frequency (44%).
- **Non-ISU students prioritized adding more service to new areas.** Those with no ISU affiliation chose adding more service to new areas as the top priority by a 20% margin (65%), and 59% of ISU faculty and staff chose this as the highest priority for CyRide.
- **Non-riders and infrequent riders selected adding more service to new areas as their top priority** by a generous margin (61%), followed by bus stop improvements (48%), and faster, more direct service (42%).

Figure 7-8 Design Your Transit System Results: ISU Students

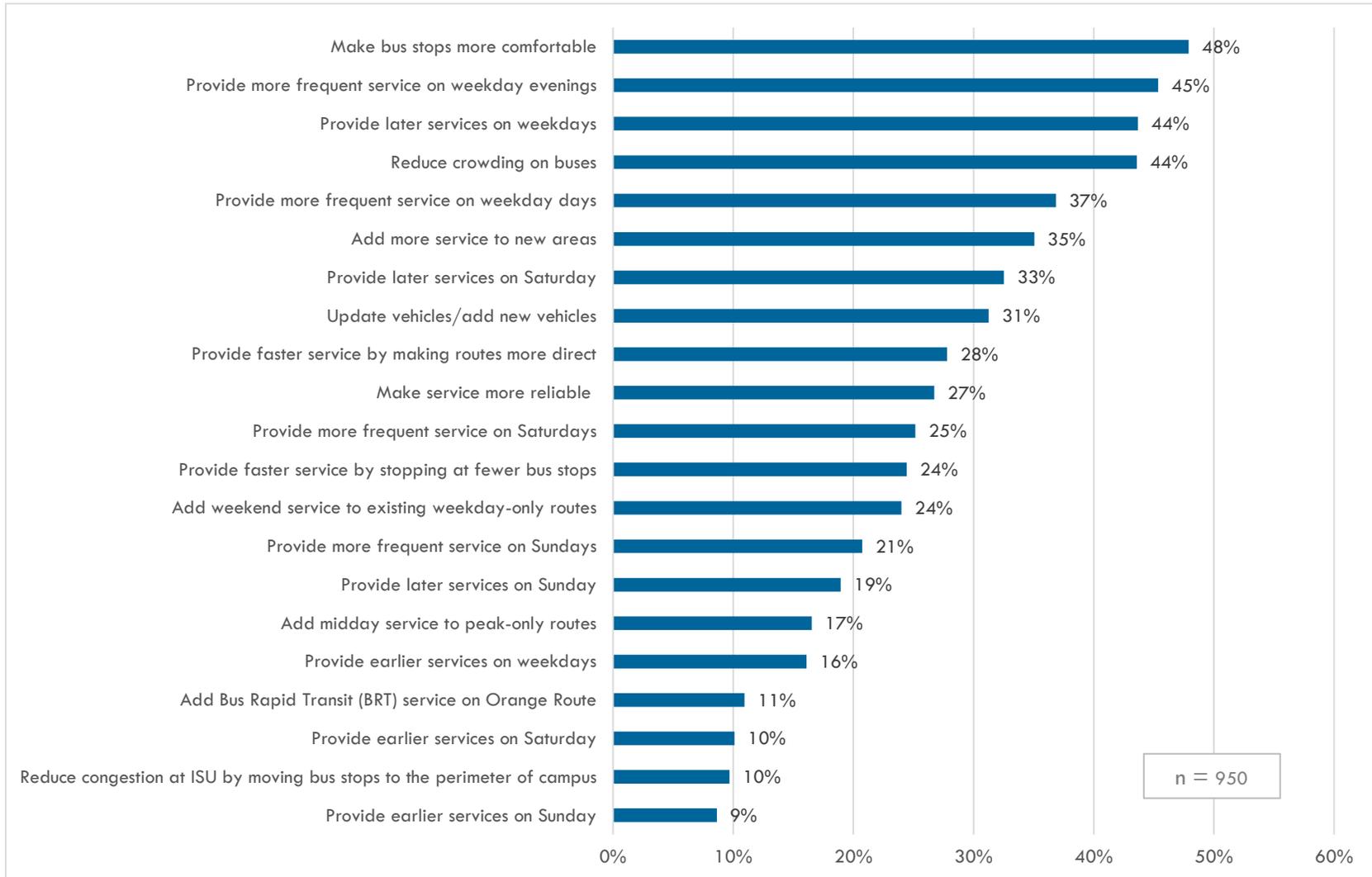


Figure 7-9 Design Your Transit System Results: ISU Faculty and Staff

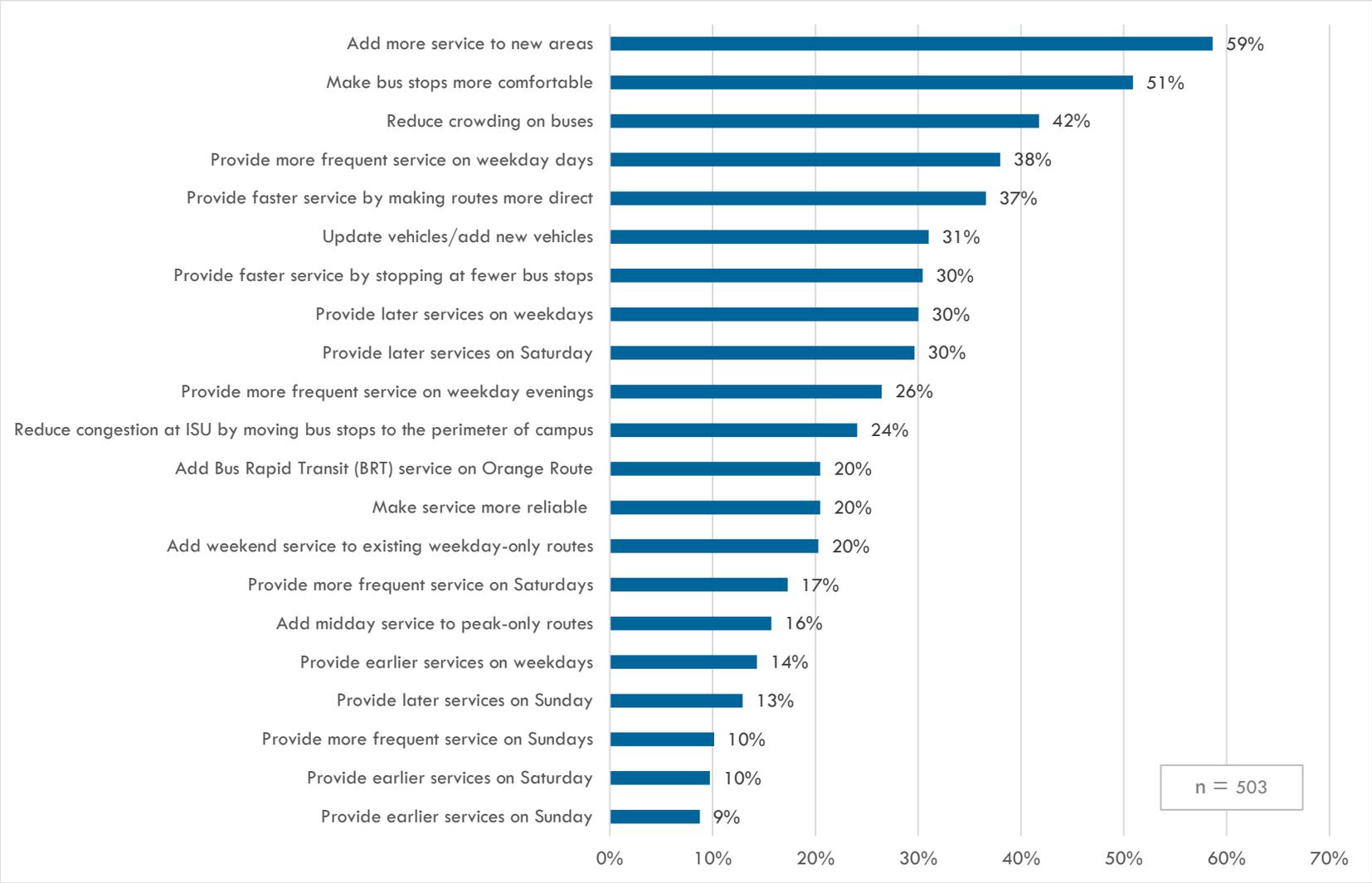


Figure 7-10 Design Your Transit System Results: No ISU Affiliation

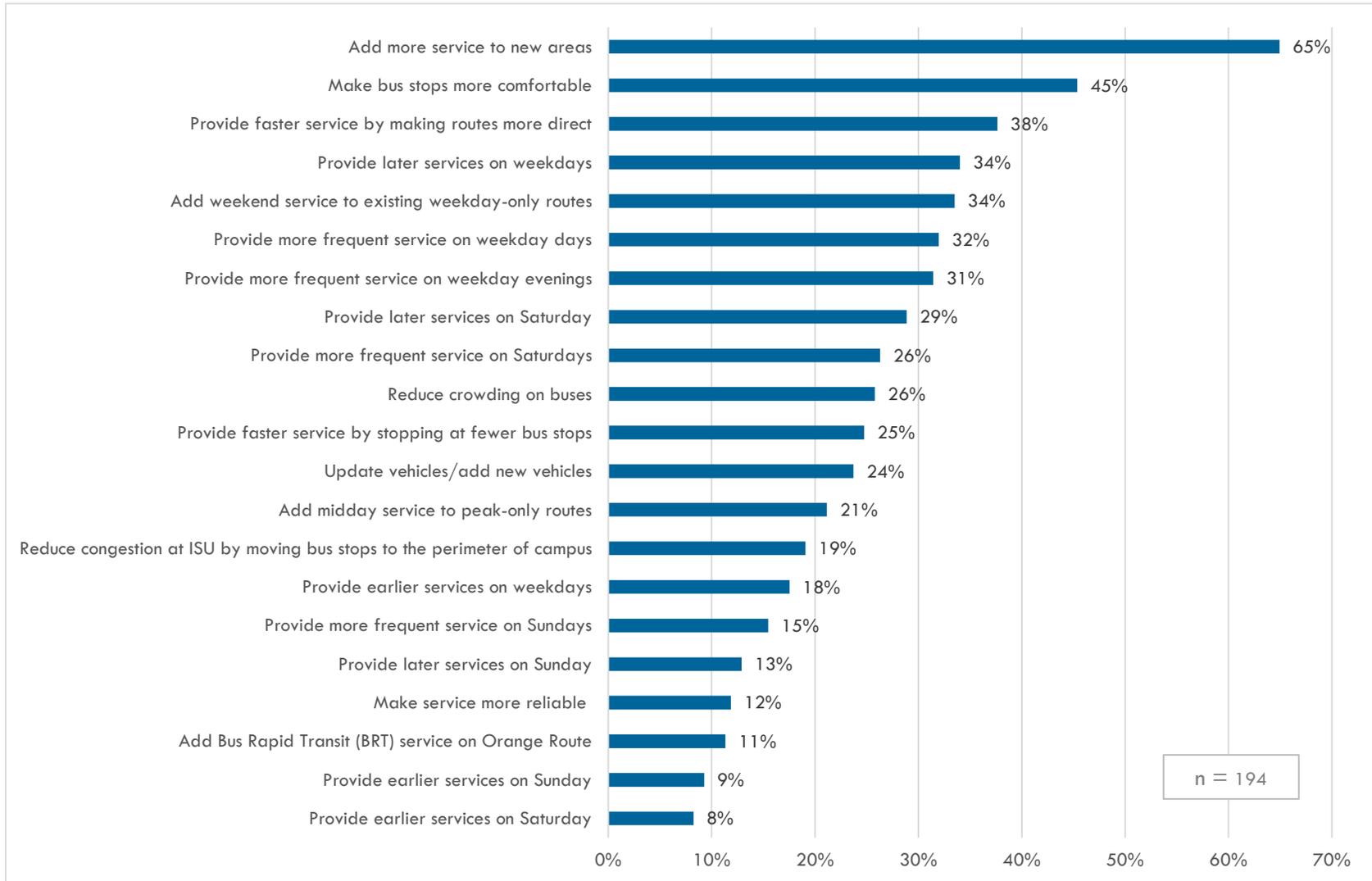
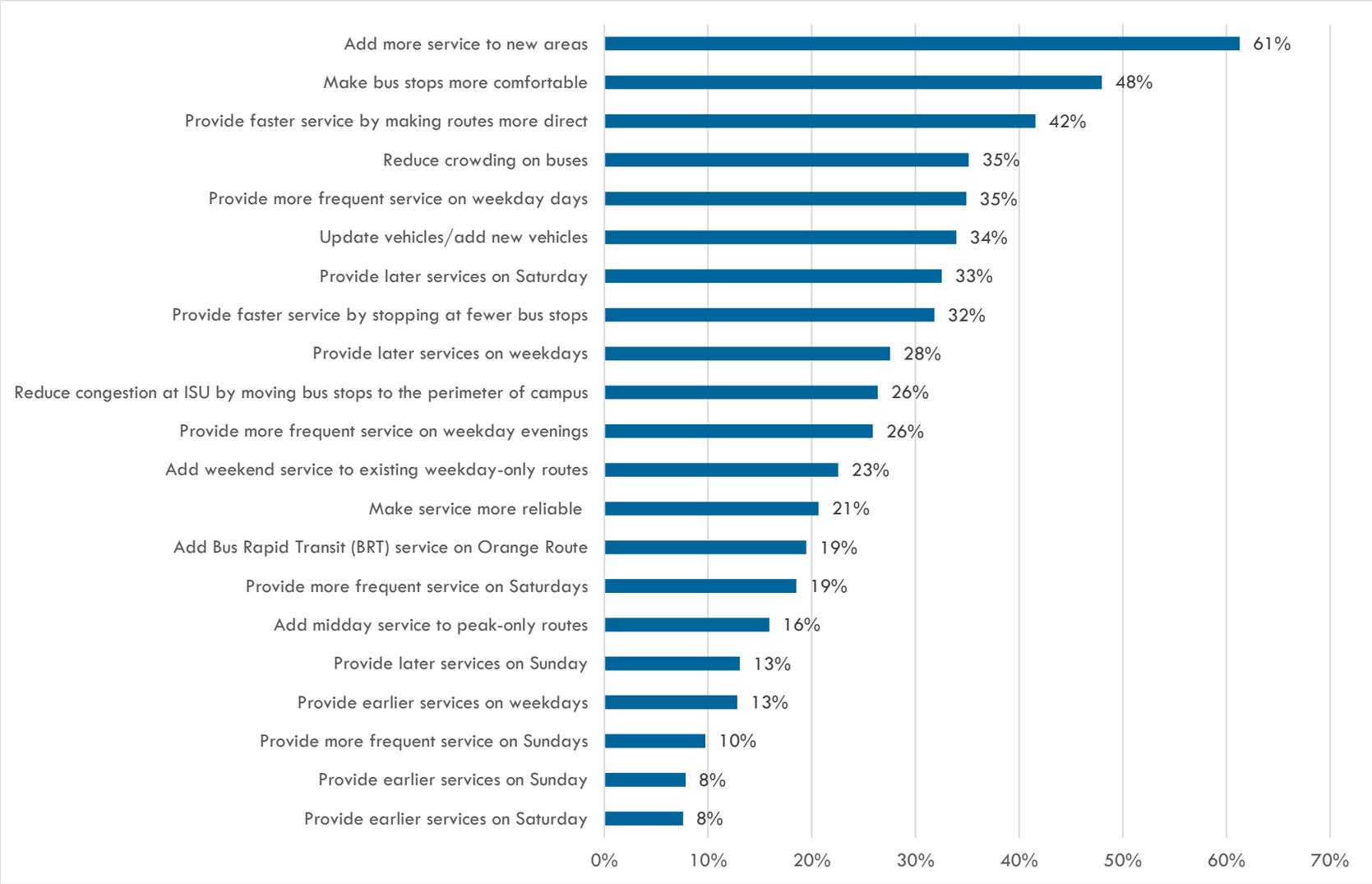


Figure 7-11 Design Your Transit System Results: Non-riders and Infrequent Riders



ON-BOARD SURVEY

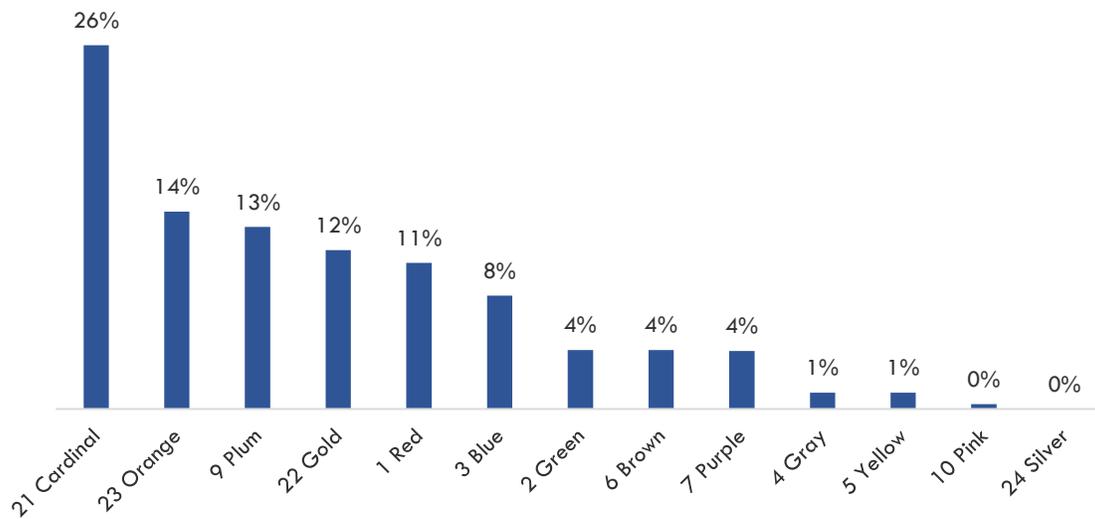
This section summarizes the findings of the CyRide onboard rider survey. A total of 1,421 riders responded to the survey, which was completed on a Tuesday in September 2016. The majority of the survey sampling was done in the late morning to afternoon to avoid the peak morning trip times. Standees and crush loads are common during peak morning trips which creates conditions that reduce the completion rate of on-board surveys.

The survey is intended to help CyRide better understand who uses the transit system, how it is used, and how it can be improved to meet existing and future needs. It asks riders to provide information on trip purpose, preferred improvements, and demographics. This information will help determine how to best improve CyRide's transit system. The CyRide on-board survey instrument is shown in Figure 7-13.

Response Rate

Figure 7-12 shows the number of responses generated by each route. Red and Orange routes are CyRide's busiest routes, but they are also the most likely to have crush loads, which make responding to an on-board survey difficult. Overall, the highest number of responses did come from routes serving ISU's campus.² When looking at priorities, the number of responses from campus-serving routes versus the number of responses from community-serving routes should be noted and incorporated into analysis of rider preferences (see Figure 7-23 and Figure 7-24).

Figure 7-12 Responses by Route



² Route 21 Cardinal is overrepresented in the on-board survey relative to its ridership. However, upon reproducing each table in this section without Cardinal responses, it became clear that its overrepresentation did not skew the results in a meaningful way. Surprisingly, this includes the question regarding alternative travel modes (question #6 in the survey).

Figure 7-13 CyRide On-Board Survey (September 2016)

9/2016



TRANSIT RIDER SURVEY

Please help CyRide improve transit service by completing the survey below.

Sequence Number:

1. Which bus route are you currently riding?
 1 Red 5 Yellow 10 Pink 24 Silver
 2 Green 6 Brown 21 Cardinal
 3 Blue 7 Purple 22 Gold
 4 Gray 9 Plum 23 Orange

2. Which bus routes did you (or will you) ride to complete your trip? (Check all that apply)
 1 Red 5 Yellow 10 Pink 24 Silver
 2 Green 6 Brown 21 Cardinal
 3 Blue 7 Purple 22 Gold
 4 Gray 9 Plum 23 Orange

3. Where did you begin this one-way trip?
 1 Home 4 Shopping/grocery store
 2 Work 5 Medical appointment
 3 School/College 6 Other _____

4. Where is your final destination on this one-way trip?
 1 Home 4 Shopping/grocery store
 2 Work 5 Medical appointment
 3 School/College 6 Other _____

5. What type of fare did you use (or will you use) for your trip? (Check one)
 1 ISUCard or Free
 2 Cash - Regular/Reduced
 3 Ticket - Regular/Reduced
 4 Monthly Pass - Regular/Reduced
 5 Fall Semester Pass
 6 School Year Pass
 7 Other _____

6. If this route didn't exist, how would you have made this trip?
 1 Another existing route 6 Walk
 2 Drive alone 7 Bike
 3 Get a ride/carpool 8 Would not have made this trip
 4 Taxi/Uber 9 Other
 5 Longboard/skateboard/rollerblade

7. Listed below are potential improvements to CyRide service. Please select **three** improvements most important to you.
 1 More frequent bus service
 2 Less crowded buses
 3 Faster service (fewer stops)
 4 Faster service (more direct routes)
 5 Earlier bus service
 6 Later bus service
 7 Saturday service (where/when _____)
 8 Sunday service (where/when _____)
 9 More reliable service (on-time)
 10 More comfortable stops (seating, shelter/bench, etc)
 11 More service to new areas (where _____)

8. Are you an ISU student, faculty, or staff? (Check one)
 1 Yes, ISU student 3 Yes, ISU staff
 2 Yes, ISU faculty 4 No

9. Which best describes your racial or ethnic background? (Check one or more)
 1 White/Caucasian 5 Asian
 2 Hispanic/Latino 6 Native Hawaiian or Pacific Islander
 3 Black/African American
 4 American Indian/Alaska Native 7 Other _____

10. What is your approximate household income?
 1 Less than \$15,000 4 \$40,000-\$59,999
 2 \$15,000-\$24,999 5 \$60,000-\$79,999
 3 \$25,000-\$39,999 6 \$80,000 or more

11. How many people live in your household?
 1 2 3 4 or more

12. How many cars are in your household?
 0 1 2 3 or more

13. The following questions ask your preference. Please check **ONE** box per row only.

Continue to serve mostly ISU trips	<input type="checkbox"/> 1 OR <input type="checkbox"/> 2	Improve access to other employers/areas
More bus stops for shorter walk distance to/from bus stops	<input type="checkbox"/> 1 OR <input type="checkbox"/> 2	Fewer bus stops for faster bus service
More frequent service	<input type="checkbox"/> 1 OR <input type="checkbox"/> 2	Later evening service
Improve existing service	<input type="checkbox"/> 1 OR <input type="checkbox"/> 2	Expand to new areas

Trip Profile

Trip Purpose

The survey asked several questions about the trip that was in progress during the time of the survey. Survey respondents were asked what type of destination they were coming from and where they were traveling to on their trip. The majority (57%) of respondents began their trips at home, while a further 35% began their trips at school or college. Home (68%) and school/college (23%) were also the most frequently cited destinations for riders' trips. Work (2%), shopping/grocery store (1%), and medical appointments (0%) were not strong trip generators (see Figure 7-14 and Figure 7-15). Work (5%) was the third most common destination.

The vast majority of surveyed riders were using CyRide to travel between campus and home. All other trip types were much less common.

Figure 7-14 Origins of Transit Trips

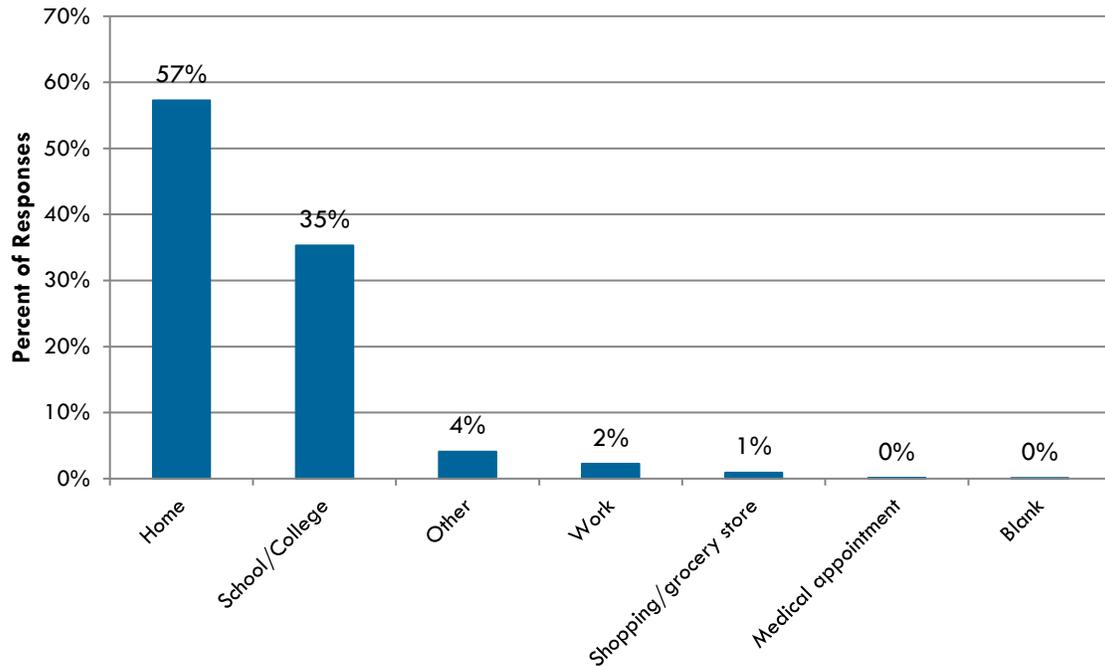
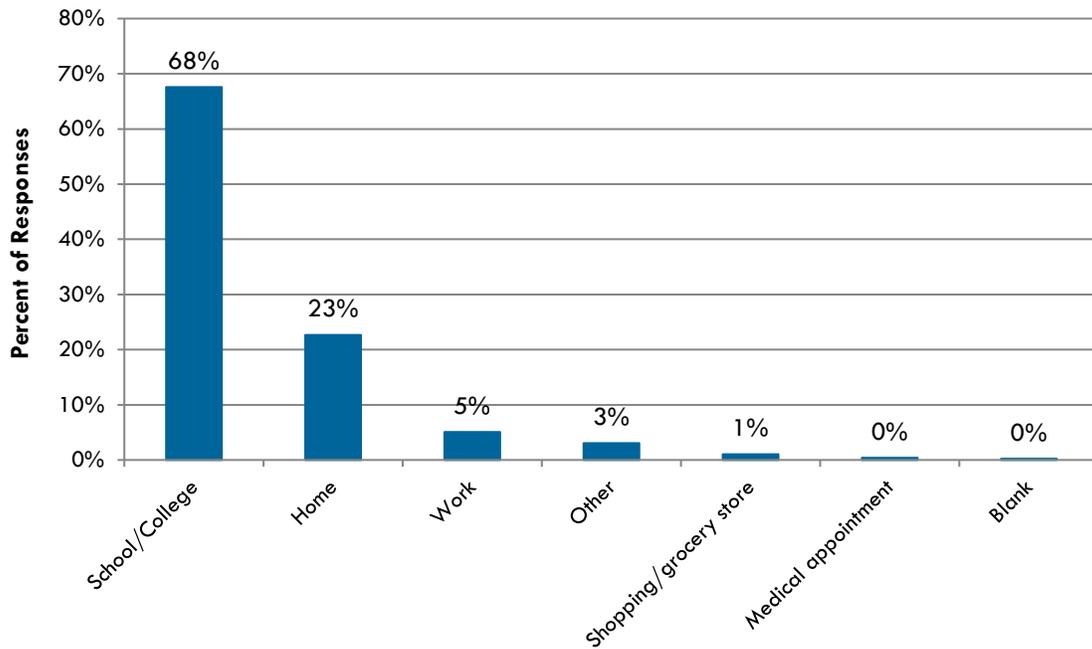


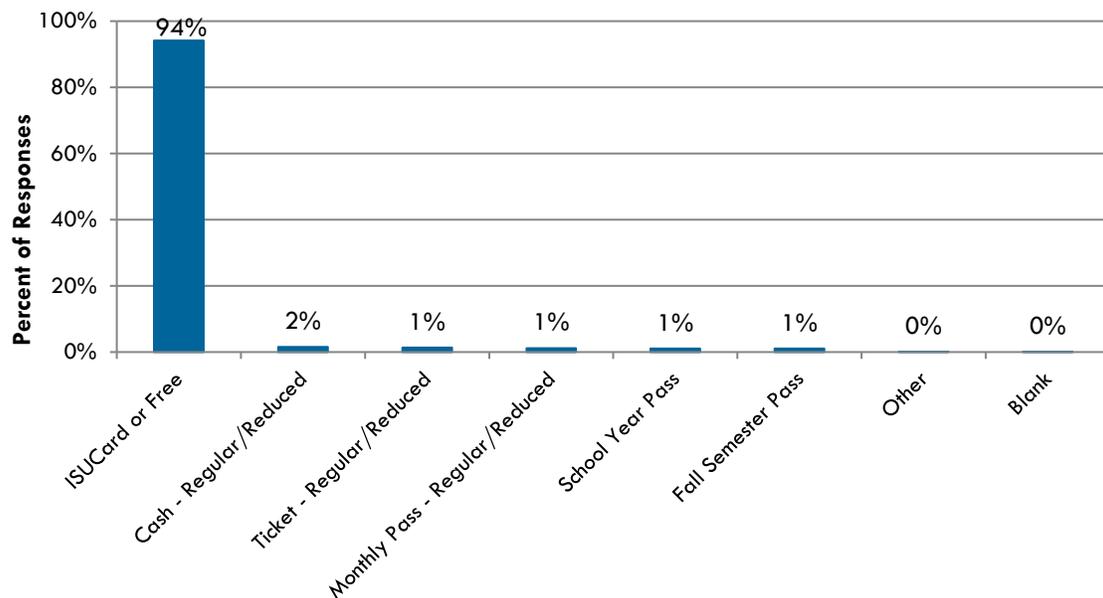
Figure 7-15 Destinations of Transit Trips



Payment Type

The vast majority of riders (94%) indicated that they paid for their trip with their ISU ID card or did not pay for their trip. Only 2% of respondents indicated that they paid in cash. Tickets, monthly passes, and yearly and semester-based student passes were each chosen by 1% of respondents. Figure 7-16 illustrates how the vast majority of survey respondents use their ISU student ID to pay a fare.

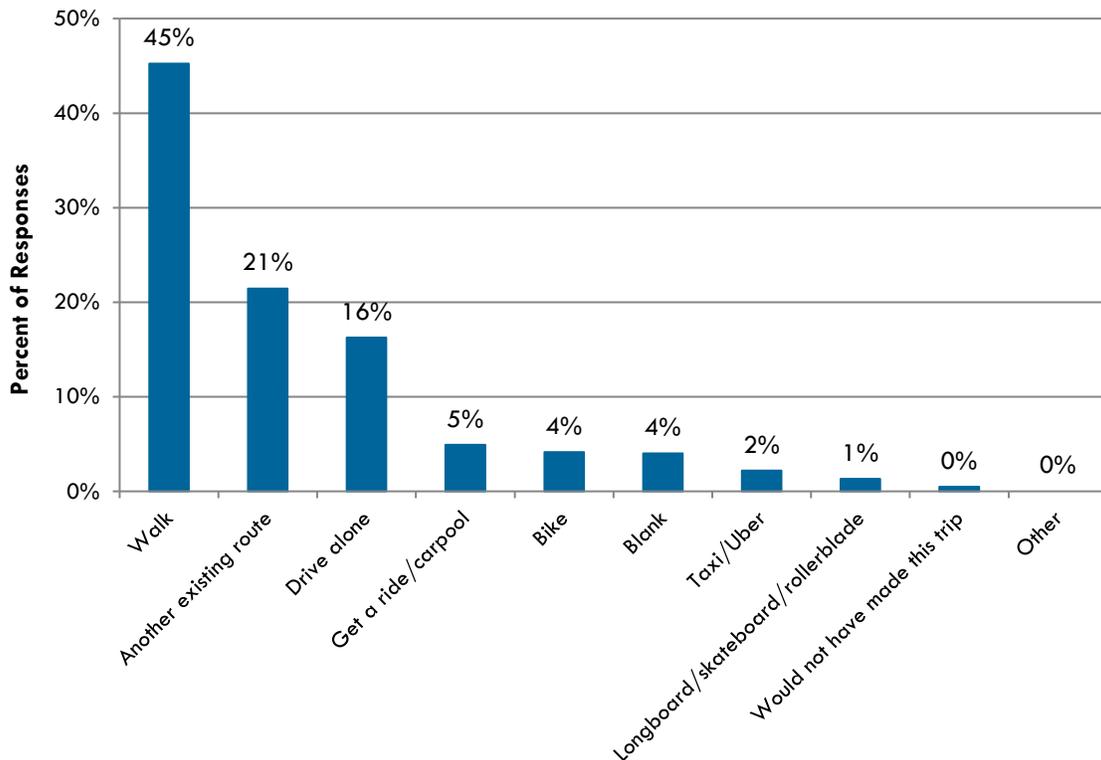
Figure 7-16 Fare Media



Alternate Modes of Travel

Figure 7-17 demonstrates that CyRide is very important to riders. Survey respondents were asked how they would have made their trip if the route they were currently riding did not exist. Walking was the most popular answer (45%). People also indicated that they would use another existing route (21%) or would drive alone to their destination (16%). The fact that 66% of respondents would either walk to their destination or find another way to use CyRide indicates that riders depend on CyRide for transportation solutions. This is further supported by Figure 7-21, which shows that 30% of survey respondents do not have access to a car.

Figure 7-17 Alternate Mode of Travel



Demographics

Demographics are an important part of rider surveys because they help to create a nuanced representation of the ridership base. In this survey, respondents were asked about their affiliation with ISU (Figure 7-18), ethnicity (Figure 7-19), household income (Figure 7-20), household size (Figure 7-21), and about the number of vehicles they have in their household (Figure 7-22).

The majority of survey respondents (94%) are ISU students. A further 2% are ISU staff or faculty. Only 4% of survey respondents were unaffiliated with ISU. Ethnicity was a slightly more diverse indicator. The majority of respondents (70%) were White/Caucasian, but 14% of respondents were Asian, 7% were Black/African American, and 6% were Hispanic/Latino.

Household income was skewed towards the extremes. The most common response (49%) was that the respondent's household income was less than \$15,000 per year. The second-most common response (17%) was that the respondents' household income was over \$80,000 per year.

As 94% of respondents are ISU students, this could indicate that some students chose to answer this question based on their parents' incomes while some chose to answer it based on their own earnings. Because the respondent base is primarily college students, annual household income may not be a true indicator of transit dependency in this situation.

Household size (Figure 7-21) also showed clear patterns of college life. Over 41% of respondents indicated that they lived with four or more people, while 21% of respondents said that they live alone. This pattern continued when respondents were asked about how many vehicles they had access to in their household. The most common response (45%) was two cars, while the second-most common response was zero cars (30%). This indicates that CyRide's ridership is comprised both of choice riders (those who have other viable transportation options) and transit-dependent riders (those who likely take transit or walk for all trips).

Figure 7-18 Affiliation with ISU

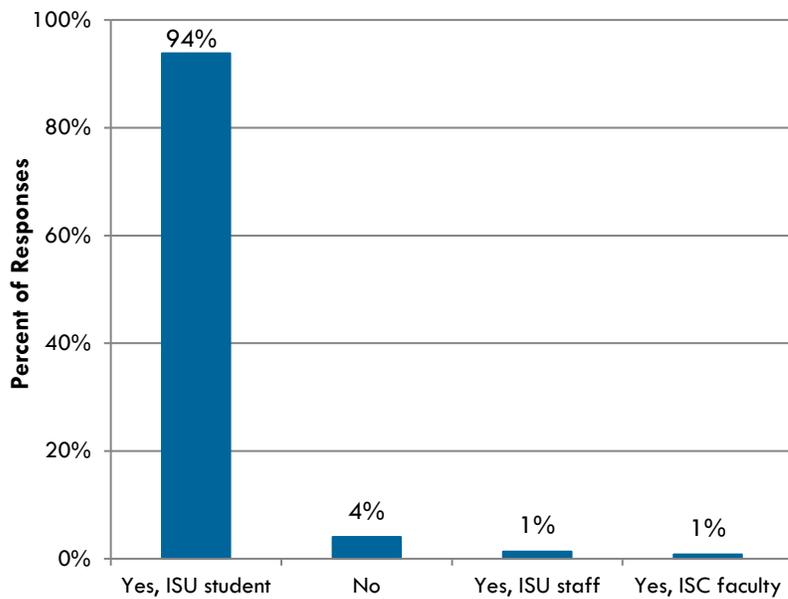


Figure 7-19 Ethnicity

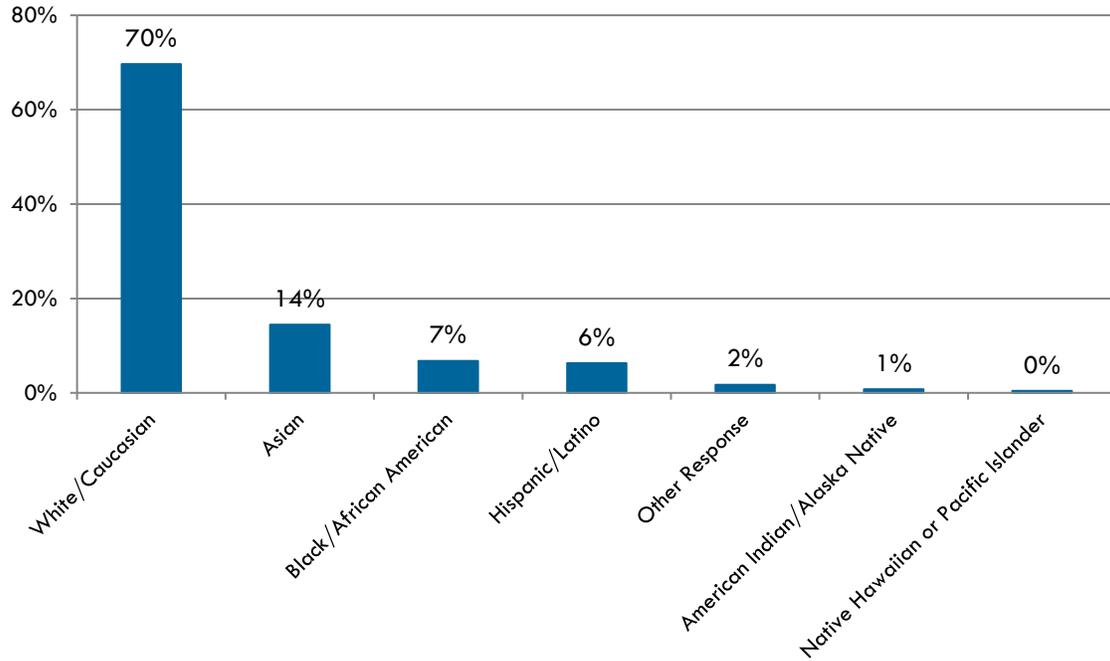


Figure 7-20 Household Income

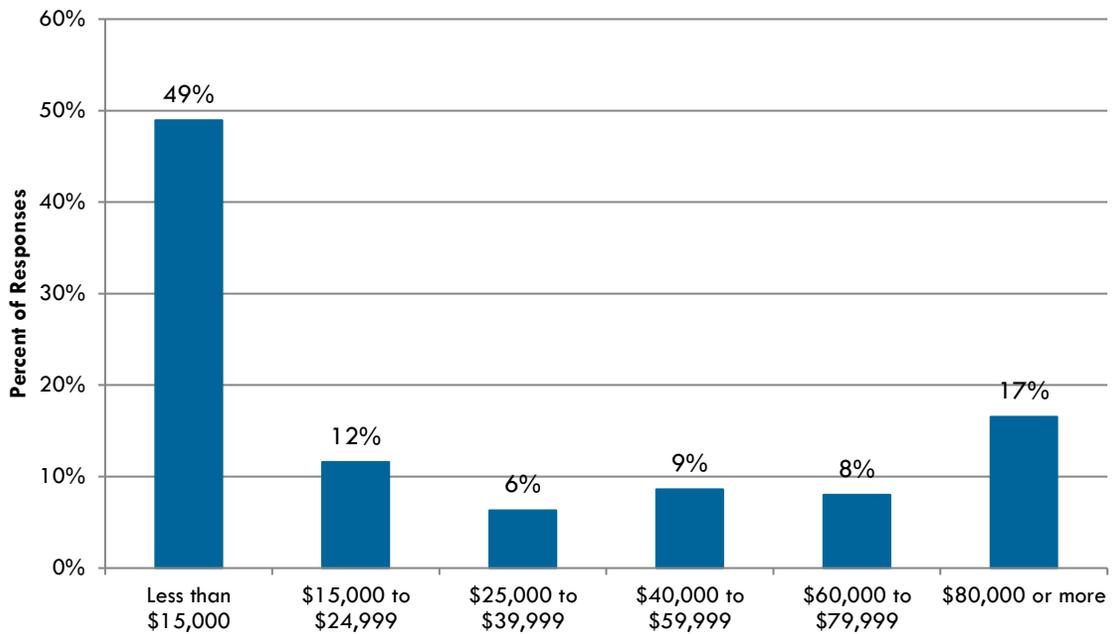


Figure 7-21 Household Size

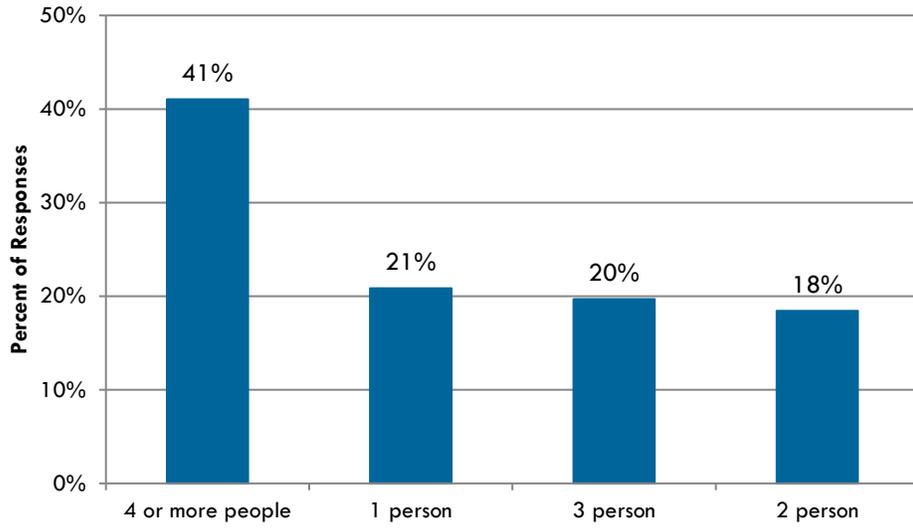
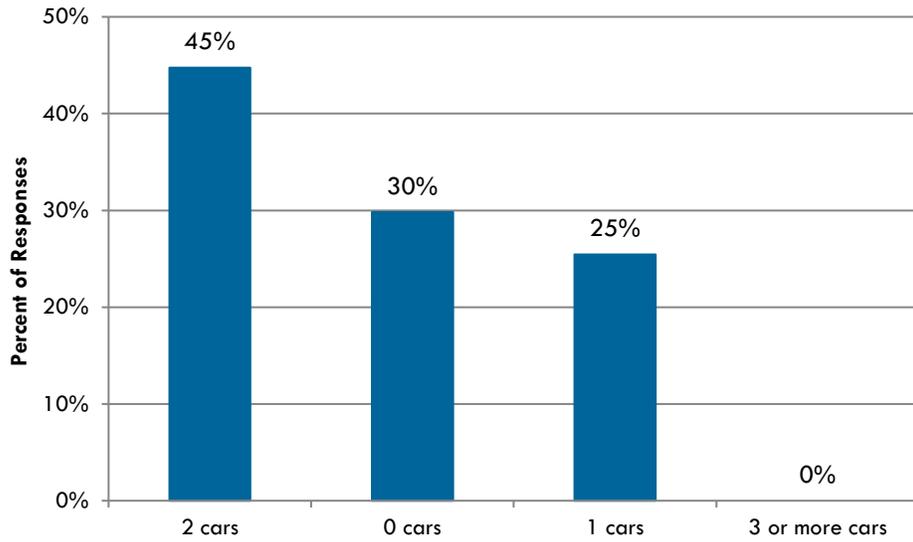


Figure 7-22 Vehicle Availability



Preferences

Figure 7-23 through Figure 7-27 display survey respondents' priorities for transit improvements. Respondents were asked to identify their top three priorities for service improvements and then to decide between sets of alternatives for transit improvement. Asking people to choose between competing priorities helps to determine the top priorities for service improvements.

The top three priorities for survey respondents were more frequent bus service (23%), later bus service (16%), and reducing the overcrowding on buses (13%). The least important priorities were increasing reliability (4%) and extending service to new areas (3%). This result could potentially be skewed by the fact that the majority of survey respondents were traveling on routes that serve the ISU campus and other well-established areas of the city.

However, the desire for more service in already-established service areas was supported by the tradeoff question which asked people to choose between improving service on existing routes and extending service to new areas (Figure 7-26). A full 71% of respondents said that they would prefer service improvements over service expansion. Respondents further narrowed their preferences when asked to choose between improving service to campus and improving service to employment areas (Figure 7-24). For that trade-off, 80% of respondents preferred service to ISU over service to employment centers. Again, it should be noted that 94% of respondents are students, which could be a decisive factor in this result.

Respondents were much more ambivalent when asked to choose between increasing travel speed and decreasing the amount of distance between bus stops (Figure 7-25). While 53% of respondents said they preferred shorter walks, 47% of respondents preferred shorter trips.

This ambivalence was also present when respondents were asked to choose between more frequent service and longer hours of operation (Figure 7-27). A full 46% of respondents said they would prefer longer hours of operation, but 54% of respondents indicated that they would value more frequent service. The near-even split for these questions indicates that both of the elements in each tradeoff are important to riders.

When preference data was cross-tabulated with data regarding ISU affiliation, clear patterns in preference emerged. When asked to choose between serving ISU or other employers, ISU students, faculty, and staff all strongly preferred that CyRide focus services on ISU. However, 78% of respondents who are not affiliated with ISU preferred expansion to other employment centers in the area.

All response groups besides ISU faculty preferred a shorter walk to the bus stop over faster service. This can be seen in Figure 7-29. This pattern also appeared when riders were asked to choose between late night service and frequency improvements. All user groups besides ISU faculty preferred improvements in frequency over improvements in span (Figure 7-30).

All user groups except the ISU faculty preferred improvements in the existing service network over expansion to new areas. The ISU faculty were evenly split between the two options (Figure 7-31).

Figure 7-23 Priorities for Transit Improvements

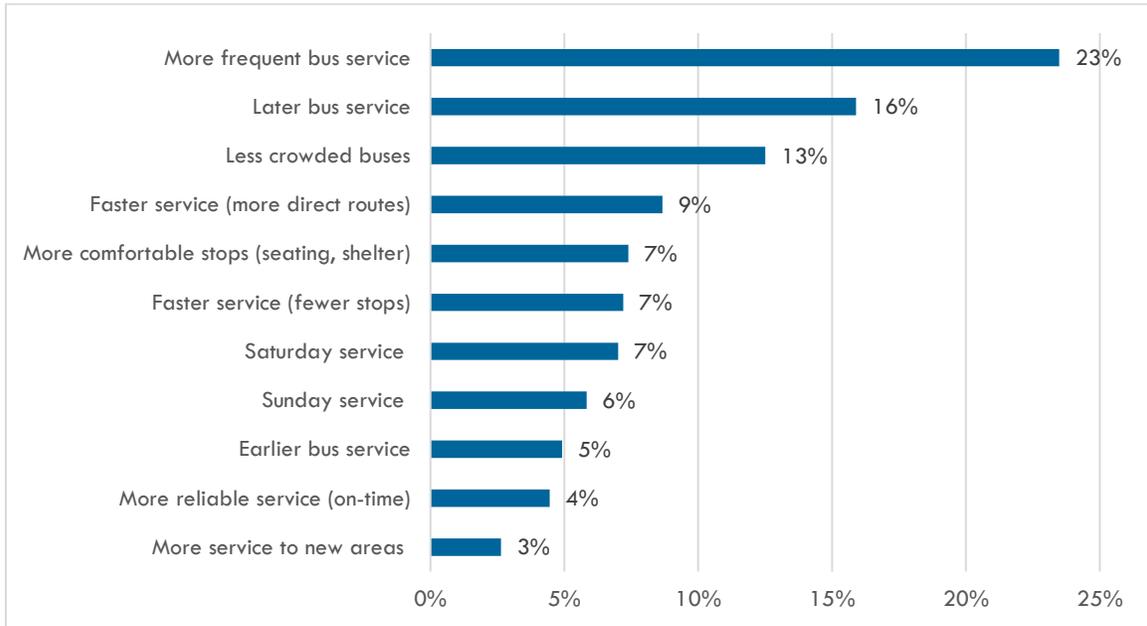


Figure 7-24 Employment Areas vs. Campus Connections Preferences

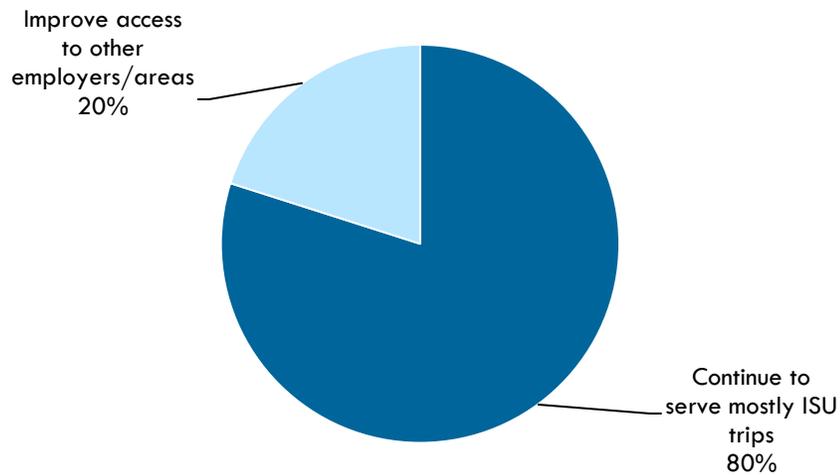


Figure 7-25 Walk Distance vs. Speed Preferences

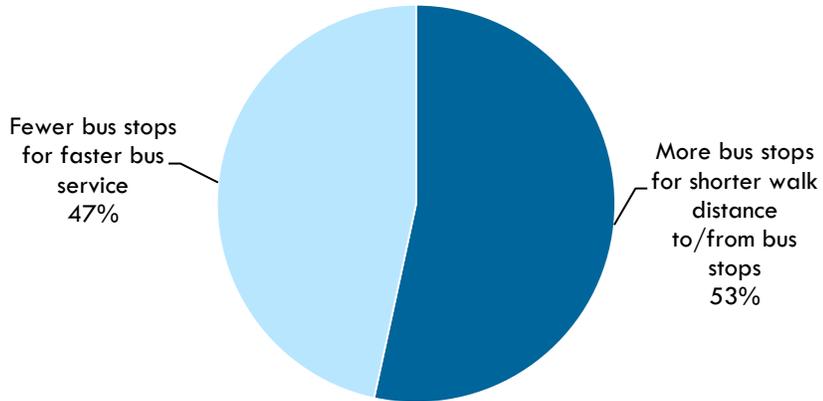


Figure 7-26 Service Expansion vs. Service Improvement Preferences

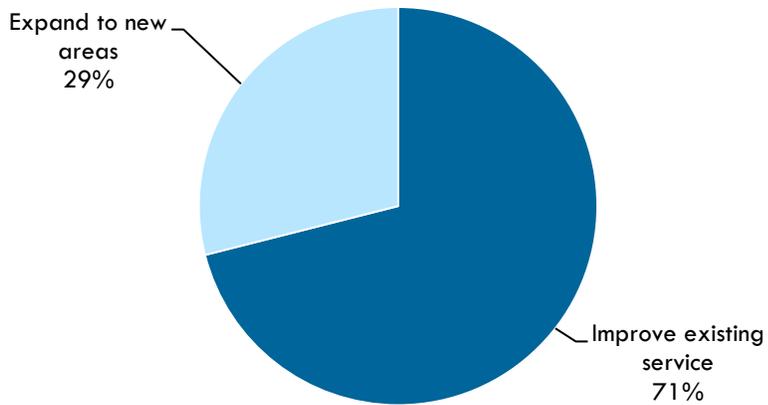


Figure 7-27 Frequency vs. Service Hours Preferences

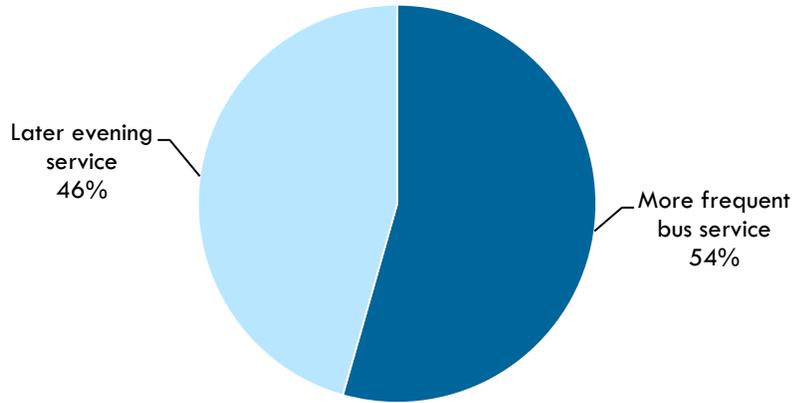


Figure 7-28 Service Area Preferences

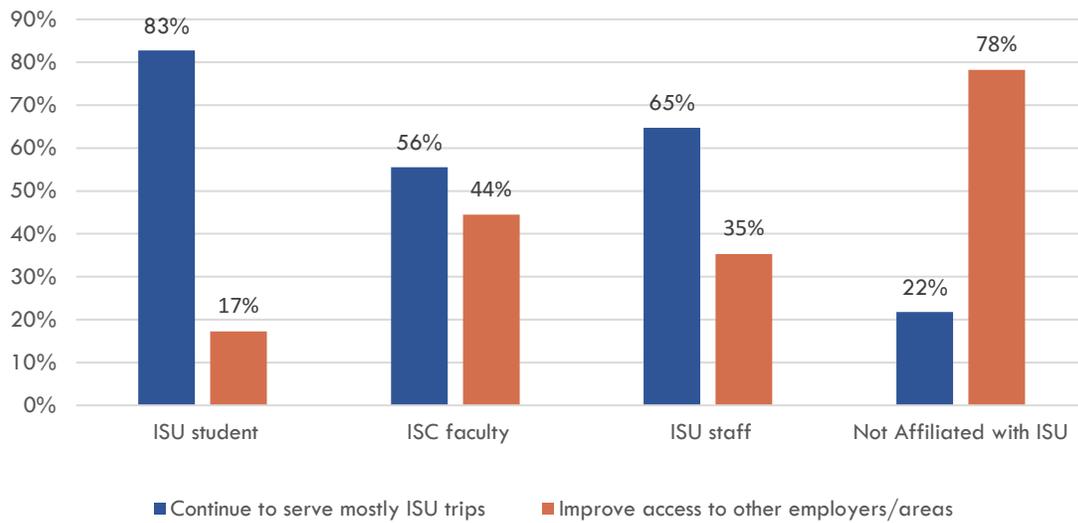


Figure 7-29 Stops vs. Speed Preferences

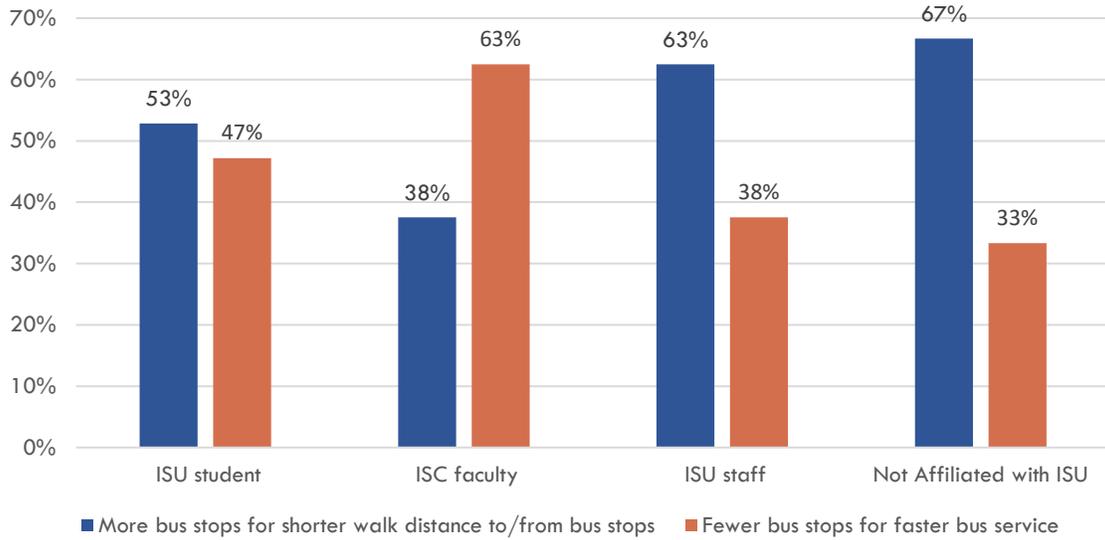


Figure 7-30 Frequency vs. Late Night Service Preferences

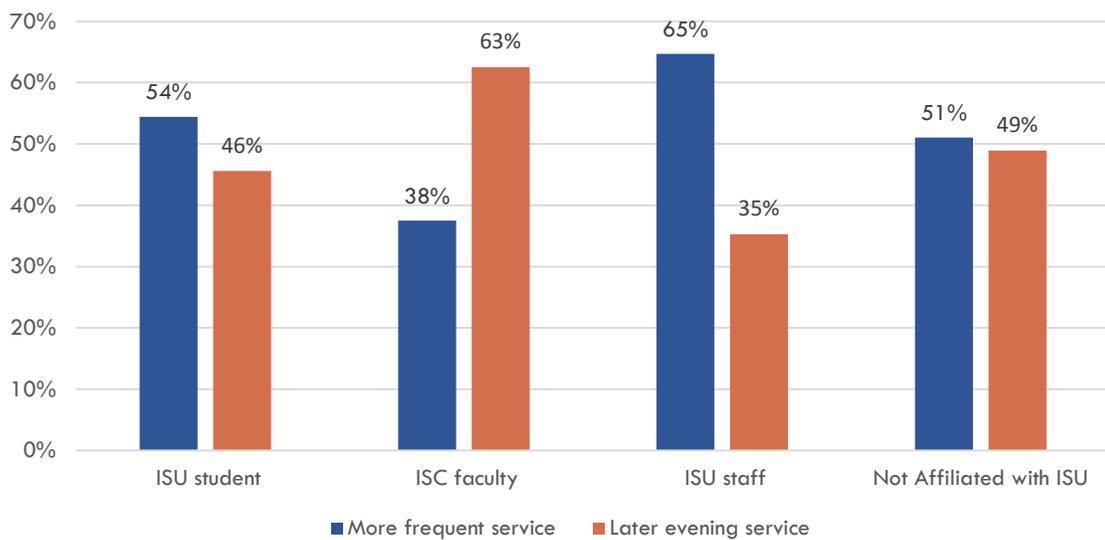
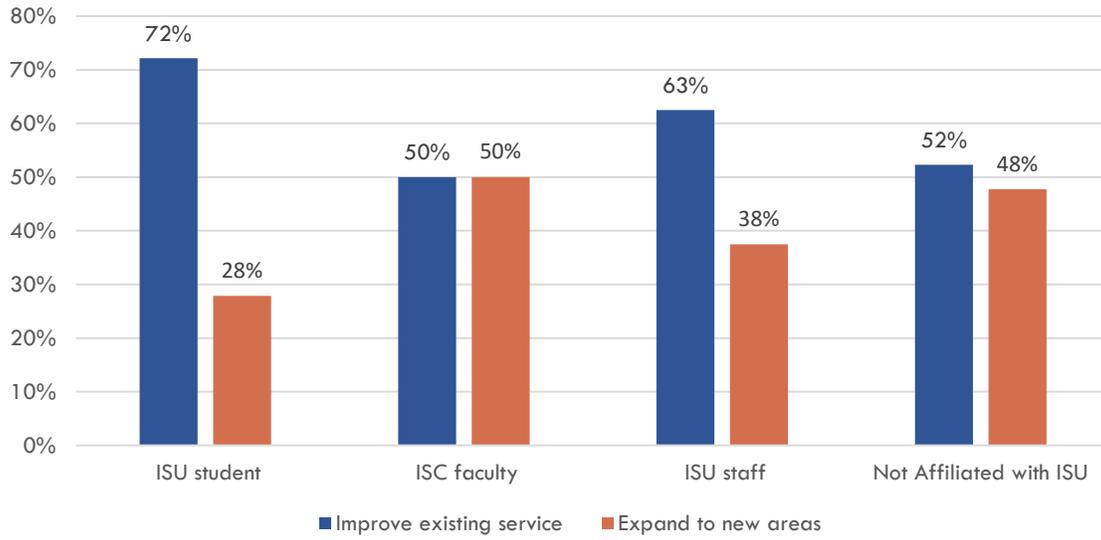


Figure 7-31 Service Improvement vs. Expansion Preferences



ONLINE RECOMMENDATIONS SURVEY

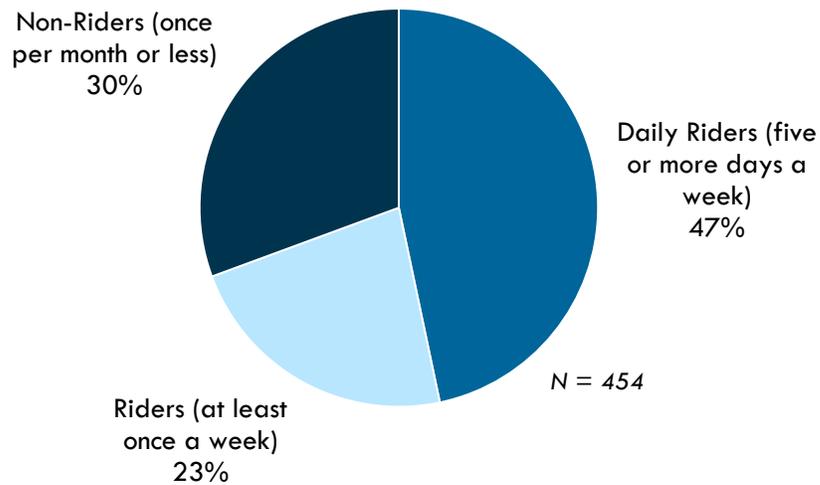
Initial community engagement results informed the two draft scenarios for future CyRide service. In addition to in-person public engagement events and meetings, an online recommendations survey was used to gather public feedback about these draft scenarios. The “Tell Us What You Think about Future CyRide Service” survey was open for public comment from February 14 to March 16, 2017, and gathered over 600 responses. Online survey respondents were asked their opinion on two proposed scenarios for future CyRide service.

Online Survey Respondents

Frequency of Transit Use

The majority of online survey respondents (70%) were current bus riders, indicating that they ride CyRide at least once a week. Almost half of respondents (47%) were daily riders, taking CyRide five or more days a week. Non-riders—those who take CyRide once per month or less—comprised 28.7% of online survey respondents.

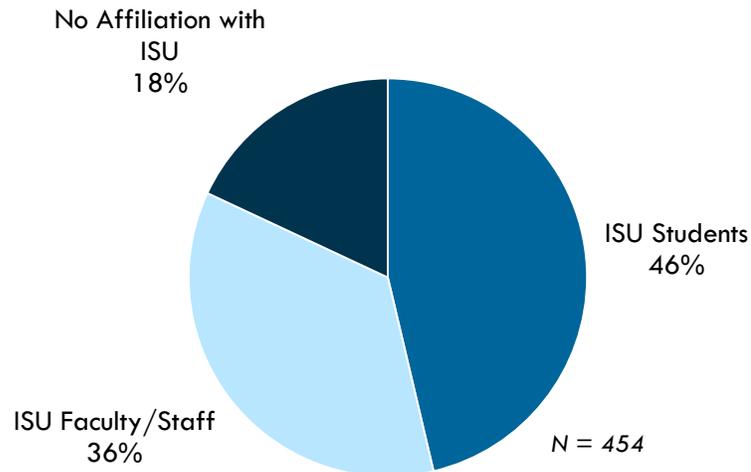
Figure 7-32 Frequency of Transit Use



ISU Affiliation

People without any affiliation with ISU represented 18% of online survey takers. The remaining 81% were affiliated with ISU—students comprised 46% and faculty/staff comprised 35% of online survey respondents.

Figure 7-33 Affiliation with ISU



Overview of Scenarios

People were asked their thoughts on two proposed scenarios for future CyRide service.

Scenario 1 proposed modest changes to bus routing, and aimed to primarily address capacity and adjust service to better match demand. It proposed modifying six routes, eliminating two, and leaving five unchanged. Specifically, under Scenario 1, the following changes would be implemented:

- More frequent scheduled morning service for Route 1 Red.
- More frequent scheduled service for routes 1A Cherry, 3 Blue, and 6 Brown.
- Routes 1A Cherry and 7 Purple would operate via Union Drive rather than circling around campus.
- Route 2 Green would serve Ames High School for school-time trips only.
- East Ames would be served by a restructured Route 4 Gray with all-day service. Route 10 Pink would be consolidated with Route 4 Gray.
- Operate Route 5 Yellow every 30-minutes all day.
- Due to low ridership, consolidate Route 22 Gold with Route 6 Brown, which would deviate to Lynn Ave.

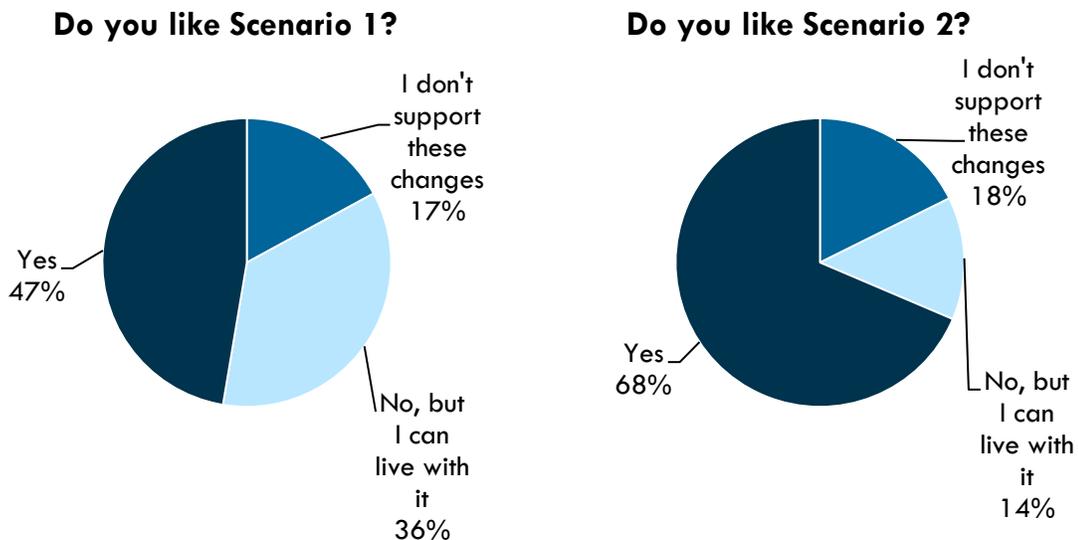
Scenario 2 proposed a more transformative approach, making more aggressive route changes to accommodate areas with high transit demand, in addition to measures aimed at addressing capacity issues and responding to issues received through public input. Specifically, here's what would change under Scenario 2:

- The Towers and Schilleter Village connections to ISU would have more frequent service, including a new Gold Route.
- Route 3 Blue north of ISU would be consolidated with Route 2 Green and a new Gold Route.
- More frequent scheduled service on Red, Blue, Orange, and Gold routes.
- S. Duff Avenue would enjoy evening service, weekend service, all-day 30-minute service, and direct service to ISU.
- Route 2 Green would only deviate to Ames High School for two a.m. and two p.m. trips, resulting in improved travel times and on-time performance.
- A new Route 25 Peach would serve Vet Med, Applied Sciences, and the North Loop in Research Park.
- East Ames would be served by flexible service (the *Innovative Transit Service* zone), where passengers could call or potentially use an app to schedule service to and from DMACC and job centers.
- West Ames would be served by more frequent scheduled service during peak times, including new express services (Route 12 Lilac) and more service on Route 11 Cherry (today's Route 1A) and Route 7 Purple. All service from West Ames to ISU would serve south campus only.

Online Survey Results

Overall, survey respondents preferred Scenario 2, with 68% of respondents indicating that they favor Scenario 2 compared with 47% who like Scenario 1. However, 36% of respondents indicated that they could live with Scenario 1 if implemented. An equal number of people (17-18%) did not support the changes in Scenario 1 or Scenario 2.

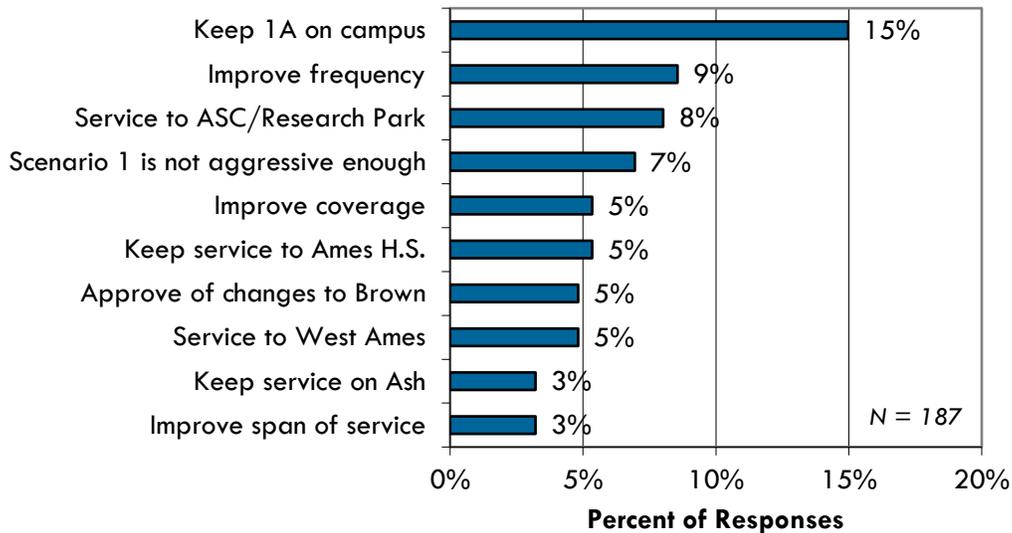
Figure 7-34 Online Survey Results – Scenario Preference



Comments on Proposed Scenario 1

There were nearly 200 comments submitted in response to Scenario 1. The following chart summarizes the major themes of comments as well as the volume of comments received on those issues.

Figure 7-35 Comments on Scenario 1



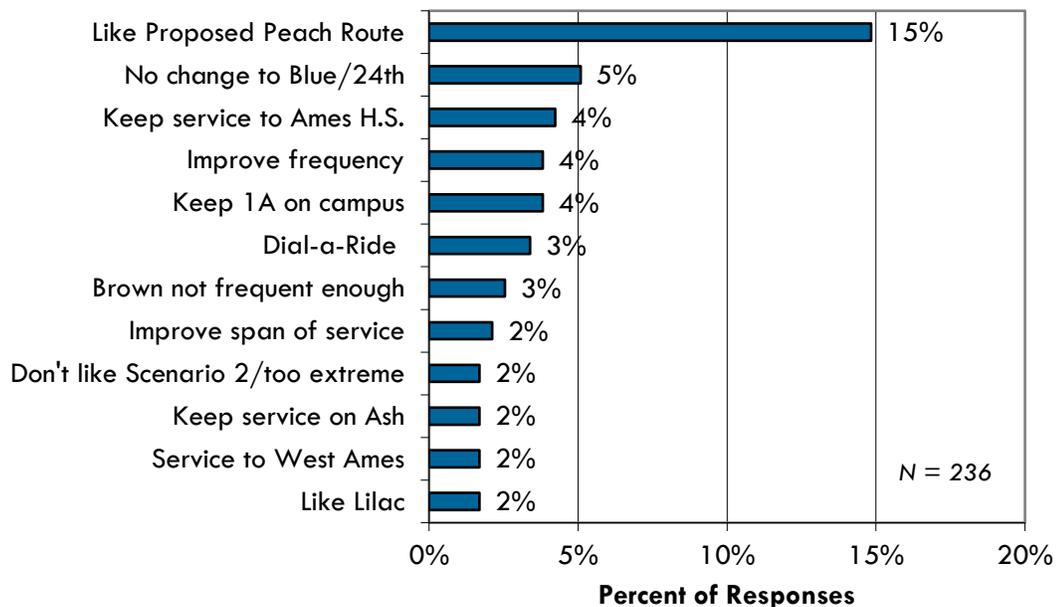
Key themes from 189 public comments on Scenario 1 include (in order of volume of responses):

- Many people commented in favor of retaining Route 1A Red on campus; however, a few noted that they would be happy to see fewer buses on campus.
- Better frequencies on Route 6 Brown, Route 5 Yellow, Route 1A Red, etc., are a popular improvement. There were specific requests for more frequent buses on Route 1 Red during last trips of the day to alleviate crowding.
- Provide better access to Applied Science Center and throughout Research Park.
- Many people noted that Scenario 1 is not aggressive enough or they prefer Scenario 2.
- Maintain service to high school at all times, not just morning and afternoon trips. Several people noted that they work irregular hours at the school or take midday trips for classes at ISU from Ames High School.
- Retain or improve service to West Ames and retain Purple.
- Keep service on Ash (Gold or Brown)
- Requests for service to new areas, especially along Mortensen Road. Other areas requested include: Walmart and Target, East Ames, Duff, Wessex, State Avenue, and Airport Road.
- One commenter noted that this scenario eliminates the only service to the Dialysis Center.

Comments on Proposed Scenario 2

Overall, comments are generally more favorable toward Scenario 2 than Scenario 1. The following chart summarizes the key themes and volume of comments regarding each topic. A full list of comments received from the online survey can be found in Appendix C.

Figure 7-36 Comments on Scenario 2



Key themes from public comments on Scenario 2 are (in order of volume):

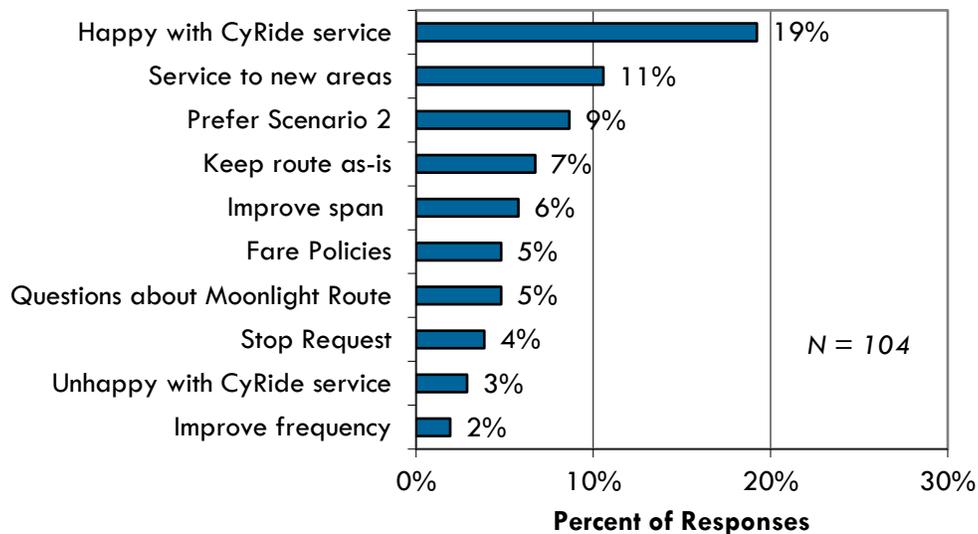
- Overall, the sentiment is that Scenario 2 makes the most sense for achieving the long-term vision of CyRide and serving the community. Many commenters were excited about the proposed changes.
- Many people commented in favor of the addition of the Peach route to Applied Sciences, Vet Med, and the Research Park. However, many also commented that the proposed 60-minute headways for the Peach route are not frequent enough and that ending service at 6:30 p.m. is too early for graduate students and other researchers.
- There are concerns about changing the Blue Route and no longer serving 24th Avenue and North Grand Mall. One commenter noted that the crossing to reach the mall using Brown Route instead does not feel safe for family members.
- Maintain service to high school at all times, not just morning and afternoon trips. Several people noted that they work irregular hours at the school or take midday trips for classes at ISU from Ames High School.
- Many people commented in favor of retaining Route 1A Red on campus; however, a few noted that they would be happy to see fewer buses on campus.
- People commenting on the proposed Innovative Transit Service zone are generally supportive of the idea or have additional questions about funding, service, and other details of the proposed service.

- Overall, people commented in support of improved frequencies, particularly on the Red route. However, many people noted that the Brown route will not be frequent enough.
- People are in favor of the proposed Lilac route.
- Keep a route on Ash Avenue.

Overall Comments

There were over 100 additional comments or suggestions submitted regarding CyRide service at the end of the survey. These comments and suggestions were not necessarily related to the service proposals. The following chart illustrates the key themes of the overall comments, by frequency of response.

Figure 7-37 Overall Comments



Key takeaways were (in order of volume of responses):

- Requests for service to new areas, including: West Ames, South Duff, Lincoln Way/Wilder, Woodland/West/Oakland Street, Research Park, 13th/Northwestern, Y Ave/Lincoln Way, Mortensen Road, West HyVee, 13th/Ontario.
- Encouragement to implement Scenario 2.
- Maintain existing routing. Specific requests included: 1A Red, Blue, Aqua, Green, Purple, and Yellow.
- Increase span of service later in the evening. Specific requests included Yellow and Blue.
- Questions about whether there would be changes to Moonlight Express service.
- Changes to the fare structure—several people commented in favor of providing faculty/staff with a “free” ride with their ISU ID, and several commented in favor of making all routes free.
- Requests for stops at specific locations.

Other notable comments included:

- Consider adding new colors and/or names to help differentiate between the routes.

- One notable comment came from a parent of an Ames High School student requesting that all-day service be retained (presumably on Route 2 Green): “many high school students may need bus service at times other than start/end times. Many students take classes at Iowa State and DMACC, many more are involved in sports and other activities before and after school, and many others have open periods when they are allowed to arrive late or leave school early. Consequently, many students may need transportation to/from the high school throughout the day.”

8 SHORT-TERM RECOMMENDATIONS

Short-term recommendations were developed using public input, market conditions, and existing ridership patterns. Initially, two scenarios were developed that represent different principles of route planning and areas of emphasis. Following the public outreach and comment period, described in Chapter 7, a final fiscally constrained preferred scenario was developed that addressed operational issues, future growth, met industry standard best practices for route design, and met the guiding principles developed by CyRide's Board of Trustees.

BEST PRACTICES FOR ROUTE DESIGN

While it is unlikely that a single service type will meet the competing mobility needs of all transit users in Ames, there are certain best practices that can be applied to nearly all transit services to improve the overall passenger experience.

- **Service should be simple:** First and foremost, service should be designed so that it is easy to use and intuitive to understand. This applies not only to the routing and scheduling of service, but also to the information presented to customers at the stop and on passenger information materials.
- **Routes should operate along a direct path:** The fewer directional changes a route makes, the easier it is to understand. Conversely, circuitous alignments are disorienting and difficult to remember. Routes should not deviate from the most direct alignment unless there is a compelling reason, such as to provide service to a major ridership generator. In such cases, the benefits of operating the route off of the main route must be weighed against the inconvenience caused to passengers already on board.
- **Route deviations should be minimized:** As described above, service should be as direct as possible. Consistent with this idea, the use of route deviations—traveling off the most direct route—should be minimized. However, there are instances when deviating service from the most direct route is appropriate—for example, to provide service to major shopping centers, employment sites, schools, and medical centers. In these cases, the benefits of the deviation must be weighed against the inconvenience caused to passengers already on board. Route deviations should be implemented only if:
 - The deviation will result in an increase in overall route productivity.
 - The number of new passengers that will be served is equal to or greater than 25% of the number of passengers who would be inconvenienced by the additional travel time on any particular deviated trip.

In most cases, route deviations should be provided on an all-day basis. Exceptions are during times when the sites that the route deviations service have no activity—for example, route deviations to major employment centers with shift workers may not need to serve those locations between shift changes.

- **Major routes should operate along arterials:** Key corridor and mainline routes should operate on major roadways and avoid deviations to provide local circulation. Riders and potential transit users typically have a general knowledge of an area's arterial road system and use that knowledge for geographic points of reference. The operation of bus service along arterials makes transit service faster and easier for riders to understand and use.
- **Routes should be symmetrical:** Routes should operate along the same alignment in both directions to make it easy for riders to know how to get back to where they came from. In cases where such operation is not possible due to one-way streets or turn restrictions, routes should be designed so that the opposite directions parallel each other as closely as possible.
- **Service design should maximize service:** The distance and travel time of a route determine how efficiently a bus can operate. Service should be designed to maximize the time a vehicle is in service and minimize the amount of time it is out-of-service. Since the length of the route and the time it takes to make each trip impacts how long of a layover is required at each end and how many buses are needed to provide the service, it is often more efficient to extend a route to pick up a few more passengers and limit the amount of layover time.

These best practices offer a foundation for the improvement of transit service throughout Ames.

SYSTEM REDESIGN GUIDING PRINCIPLES

CyRide's Board of Trustees developed six guiding principles designed to inform the future of transit service in Ames. The six guiding principles are as follows:

- **Financial:** Strive to maintain local funding partner annual increases of no more than 5%.
- **Rider Demographic:** Increase the number of non-student riders within the community.
- **Minimum Service Frequencies:** Strive to maintain peak hour service at 20 minutes (7 a.m. – 6 p.m.), and non-peak hour service at 40 minutes (weekday evenings and weekends).
- **Geographic Coverage:** 85% of Ames residents in transit supportive areas are within ¼ mile of a fixed-route.
- **Travel Time Maximum:** The maximum travel time a customer rides a bus would be 45 minutes (based on sample trips).
- **Safety:** Strive to increase safety and decrease vehicular congestion within the community.

System Redesign Service Recommendation Objectives

To ensure that the short-term recommendations correspond with guiding principles approved by the Board of Trustees, the consultant team and CyRide staff developed a series of System Redesign objectives to guide the development of service scenarios and additional recommendations. System Redesign objectives include the following:

- Improve routing where applicable
- Reduce use of extras and formalize schedules to the extent possible

- Reduce impacts on ISU's campus
- Add capacity where it is needed most
- Improve coverage at ISU Research Park
- Improve service on weekday evenings (frequency and service span)
- Improve service on South Duff Avenue

INITIAL SERVICE SCENARIOS

Two initial scenarios were developed to improve CyRide service. Each of these scenarios is cost constrained and represent tradeoffs and different areas of emphasis. The initial scenarios were developed based on a combination of public input, market research, and existing operating conditions, each of which is summarized in other chapters of this Final Report. Both scenarios are discussed in greater detail below.

Scenario 1: Modest Changes

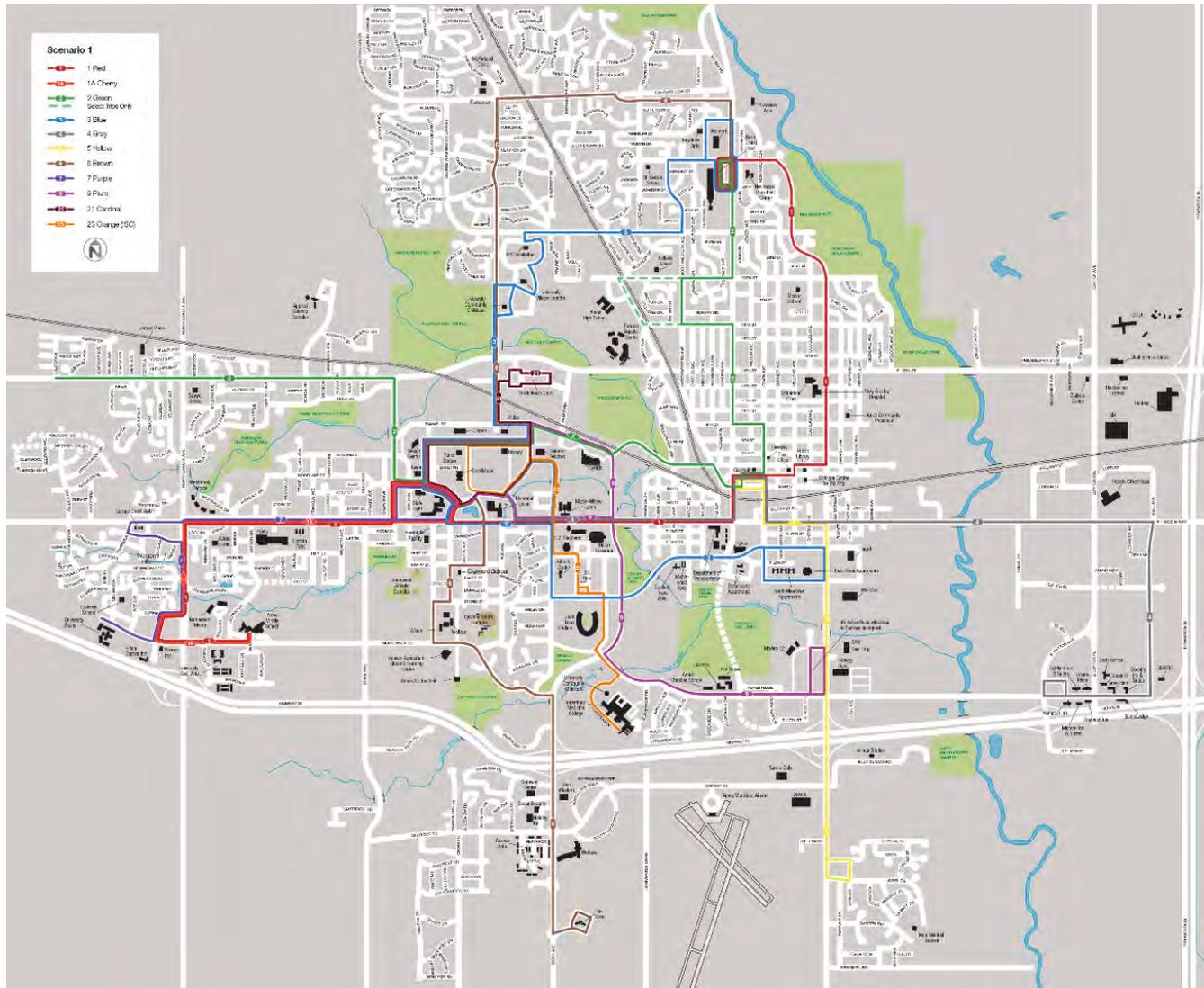
Scenario 1 seeks to address capacity issues and adjust service to better match demand, increase the number of scheduled trips to balance demand, adjust bus routing to improve on-time performance, and improve service to Southdale and East Ames. The route structure of Scenario 1 represents an incremental step away from the existing route network. Six routes are modified and two routes are consolidated into others. Scenario 1 is summarized in Figure 8-1 and Figure 8-2.

What Would Change?

Modest changes proposed in Scenario 1 include the following:

- **Create more frequent scheduled morning service** on Routes 1 Red, 1A Cherry, 3 Blue, and 6 Brown
- **Implement routing adjustments to improve speed and on-time performance.** Routes 1A Cherry and 7 Purple would operate via Union Drive rather than circling around campus, and Route 2 Green would serve Ames High School for school-time trips only.
- **Consolidate Route 22 Gold with Route 6 Brown** due to low ridership. Route 6 Brown would deviate to Lynn Avenue to serve existing 22 Gold passengers.
- **Restructure Route 4 Gray with all-day service to serve East Ames.** Route 10 Pink would be consolidated with Route 4 Gray.
- **Operate Route 5 Yellow every 30-minutes** to provide improved service for the Southdale area and along South Duff Avenue.

Figure 8-1 Scenario 1: Modest Changes



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City of Ames

Figure 8-2 Scenario 1 Summary of Changes

Route	Summary of Changes	Frequency (minutes between buses)				Span	
		Existing (peak)	Existing (midday)	Scenario 1 (peak)	Scenario 1 (midday)	Existing	Scenario 1
1 Red	Operate more frequently during peak times.	15 - 20	15	15	15	6:21 a.m. - 12:32 a.m.	6:21 a.m. - 12:32 a.m.
1A Cherry	Operate more frequently during peak times. Terminate on southwest side of campus on Union (Enrollment Services-Student Services-Beyer).	8 - 20	15	8 - 15	15	7:20 a.m. - 6:59 p.m.	7:20 a.m. - 6:59 p.m.
2 Green	Eliminate Ames High School deviation except for school start/end times.	20	20	20	20	6:22 a.m. - 11:28 p.m.	6:22 a.m. - 11:28 p.m.
3 Blue	Operate more frequently during peak times.	15 - 20	20	10 - 20	20	6:22 a.m. - 12:34 a.m.	6:22 a.m. - 12:34 a.m.
4 Gray	Operate all day from ISU to S 16th via City Hall, Lincoln Way, and Bell; Route 4A would no longer operate.	60 - 120	60	60	60	7:22 a.m. - 11:06 a.m. (4) 10:51 a.m. - 2:37 p.m. (4A) 2:05 p.m. - 9:19 p.m. (4)	7:30 a.m. - 9:30 p.m.
5 Yellow	Operate every 30 minutes all day. End route at Jewell/Duff.	30-35	-	30	30	6:46 a.m. - 10:59 a.m. 3:17 p.m. - 6:52 p.m.	6:30 a.m. - 7:00 p.m.
6 Brown	Operate through campus via Union-Lynn-Knapp-Welch-Storm. Provide later service on all of Brown Route.	15 - 20	20	10 - 20	20	6:25 a.m. - 6:43 p.m. 5:40 p.m. - 10:15 p.m. (6A) 6:34 p.m. - 9:00 p.m. (6B)	6:30 a.m. - 10:30 p.m.
7 Purple	Terminate on southwest side of campus on Union (Enrollment Services-Student Services-Beyer).	40 - 60	-	40 - 60	-	6:54 a.m. - 8:58 a.m. 3:02 p.m. - 5:25 p.m.	6:54 a.m. - 8:58 a.m. 3:02 p.m. - 5:25 p.m.
9 Plum	No change	20	20	20	20	7:08 a.m. - 10:22 p.m.	7:08 a.m. - 10:22 p.m.
10 Pink	Consolidated with Grey Route.	50 - 60	-	-	-	7:29 a.m. - 9:46 a.m. 2:55 p.m. - 5:31 p.m.	-
21 Cardinal	No change	8	8	8	8	7:10 a.m. - 10:22 p.m.	7:10 a.m. - 10:22 p.m.
22 Gold	Consolidated with Brown Route.	20	20	-	-	7:06 a.m. - 5:51 p.m.	-
23 Orange	No change	10 - 20	20	10 - 20	20	6:30 a.m. - 10:20 p.m.	6:30 a.m. - 10:20 p.m.

Scenario 2: Transformative Change

Scenario 2 takes a more transformative approach to providing transit service in Ames. This scenario seeks to address capacity issues and adjust service to better match demand, increase the number of scheduled trips to balance demand, improve all-day frequency in the highest ridership areas, adjust bus routing to improve on-time performance, and improve service to West Ames, South Duff, Southdale, and East Ames. Scenario 2 is summarized in Figure 8-3 and Figure 8-4.

What Would Change?

Transformative changes proposed in Scenario 2 include the following:

- **Provide improved connections between The Towers and Schilleter Village.** Connections from these locations to ISU would be more frequent with a new Gold Route.
- **Provide more frequent scheduled service** on Routes 1 Red, 2 Blue, 23 Orange, and 26 Gold.
- **Improve service in the South Duff corridor.** South Duff Avenue would enjoy evening service, weekend service, all-day 30-minute service, and direct service to ISU on Route 5 Yellow.
- **Create Route 25 Peach** to serve Vet Med, Applied Sciences, and the North Loop in ISU Research Park.
- **Adjust routing north of ISU.** Route 3 Blue north of ISU would be consolidated with Route 2 Green. Route 2 Green would only deviate to Ames High School for two a.m. and two p.m. trips, resulting in improved travel times and on-time performance.
- **Implement an Innovative Transit Service zone in East Ames.** Establish a flexible service where passengers could call or potentially use an app to schedule curb-to-curb service to and from DMACC and job centers within the zone.
- **Provide more frequent scheduled service from West Ames during peak times.** New express service would be offered on Route 12 Lilac, and additional service would be provided on Route 11 Cherry (today's Route 1A) and Route 7 Purple.
- **All service from West Ames to ISU would serve south campus only** to facilitate more frequent service overall.

Figure 8-3 Scenario 2: Transformative Change

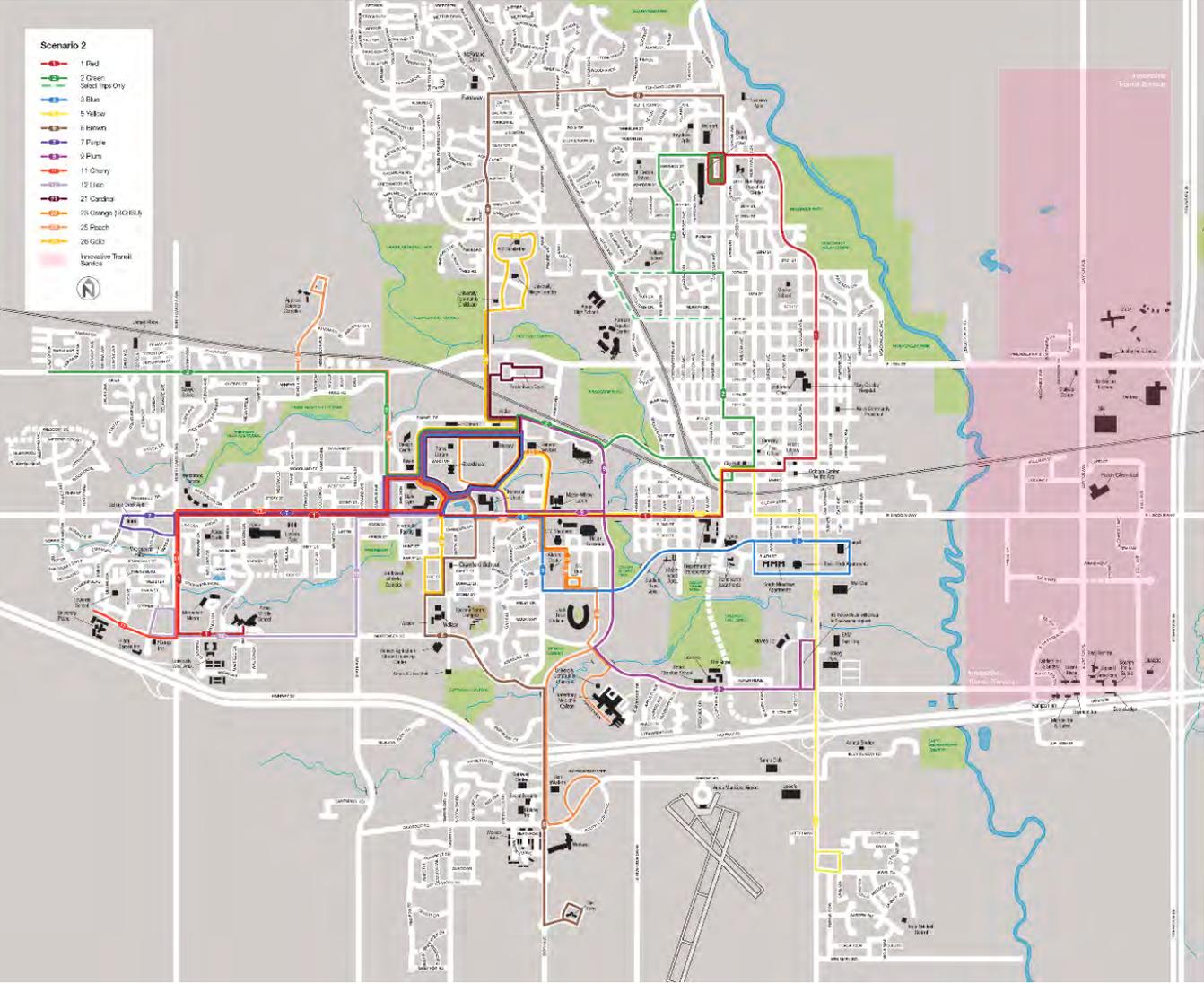


Figure 8-4 Scenario 2 Summary of Changes

Route	Summary of Changes	Frequency (minutes between buses)				Span	
		Existing (peak)	Existing (midday)	Scenario 2 (peak)	Scenario 2 (midday)	Existing	Scenario 2
1 Red	Operate from Ames Middle School to ISU via Mortensen and S. Dakota (no left turn at Steinbeck/S. Dakota).	15 - 20	15	15	15	6:21 a.m. - 12:32 a.m.	6:30 a.m. - 12:30 a.m.
2 Green	Eliminate Ames High School deviation except for school start/end times. Consolidate alignment with Blue Route in North Ames via 30th, Northwestern, 24th, and Grand.	20	20	20	20	6:22 a.m. - 11:28 p.m.	6:30 a.m. - 11:30 p.m.
3 Blue	Truncate to operate between S. Duff and ISU campus. Extend route to serve Target and Walmart more directly. Improve peak frequency.	15 - 20	20	10 - 15	15	6:22 a.m. - 12:34 a.m.	6:30 a.m. - 12:30 a.m.
4 Gray	Consolidate with new all-day "Innovative Transit Service" zone in East Ames.	60 - 120	60	-	-	7:22 a.m. - 11:06 a.m. (4) 10:51 a.m. - 2:37 p.m. (4A) 2:05 p.m. - 9:19 p.m. (4)	-
5 Yellow	All-day service from S. Duff to Downtown and ISU campus. End route at Jewell/Duff.	30-40	-	30	30	6:46 a.m. - 10:59 a.m. 3:17 p.m. - 6:52 p.m.	6:30 a.m. - 7:00 p.m.
6 Brown	In conjunction with high frequency service on new Gold Route, adjust Brown Route frequency to reflect demand. Operate through ISU campus via Union-Lynn-Knapp-Welch-Storm. Operate later along entire route.	15 - 20	20	30	30	6:25 a.m. - 6:43 p.m. 5:40 p.m. - 10:15 p.m. (6A) 6:34 p.m. - 9:00 p.m. (6B)	6:30 a.m. - 10:30 p.m.
7 Purple	Improve span and add more trips. Begin route at Todd/S. Dakota. Terminate on southwest side of campus on Union (Enrollment Services-Student Services-Beyer).	40 - 60	-	15 - 30	-	6:54 a.m. - 8:58 a.m. 3:02 p.m. - 5:25 p.m.	7:00 a.m. - 11:00 a.m. 3:00 p.m. - 6:00 p.m.
9 Plum	No changes are recommended.	20	20	20	20	7:08 a.m. - 10:22 p.m.	7:00 a.m. - 10:30 p.m.
10 Pink	New all-day "Innovative Transit Service" zone service in western Ames.	50 - 60	-	60	-	7:29 a.m. - 9:46 a.m. 2:55 p.m. - 5:31 p.m.	7:00 a.m. - 7:00 p.m.
11 Cherry	Rebrand #1A Red as #11 Cherry. Operate to ISU via Mortensen, S. Dakota, and Lincoln Way, and on campus via Welch-Union-Hayward in counter clockwise manner.	8 - 20	15	8	15	7:20 a.m. - 6:59 p.m.	7:00 a.m. - 6:00 p.m.
12 Lilac	New express service from Dickenson to ISU via Mortensen and State; operates on campus via Welch-Union-Hayward in counter clockwise manner.	-	-	20	-	-	7:00 a.m. - 10:00 a.m. 3:00 p.m. - 6:00 p.m.
21 Cardinal	No changes are recommended.	8	8	8	8	7:10 a.m. - 10:22 p.m.	7:00 a.m. - 10:30 p.m.
23 Orange	Show more trips on schedule. No longer serves Vet Med.	10 - 20	20	4	4	6:30 a.m. - 10:20 p.m.	6:30 a.m. - 10:30 p.m.
25 Peach	New route between Vet Med/Applied Sciences/North Loop Research Park to ISU Campus.	20	20	60	60	6:57 a.m. - 10:00 p.m.	7:00 a.m. - 6:30 p.m.
26 Gold	New high frequency route serving Schilleter Village, University Village, ISU, and Towers.	20	20	10	10	7:06 a.m. - 5:51 p.m.	7:00 a.m. - 12:30 a.m.

PREFERRED SCENARIO

As described in Chapter 7, both scenarios were presented to the public and key stakeholders at multiple meetings. Based on feedback from the outreach, the Preferred Scenario was created. A summary of the Preferred Scenario is provided in Figure 8-5 and Figure 8-6. Route-by-route changes and improvements are also described in this section.

As with the previous scenarios, the Preferred Scenario is fiscally constrained. Goals of the scenario include addressing capacity issues and adjusting service to better match demand; increasing the number of scheduled trips to balance demand; improving all-day frequency in high ridership areas; adjusting routing to improve on-time performance; improving service to West Ames, South Duff, Southdale, and East Ames; and maintaining service quality for existing customers.

Several changes to the Preferred Scenario responded directly to public feedback. These included:

- More frequent scheduled service on Routes 1 Red, 3 Blue, 23 Orange, and 26 Gold.
- Modification of Route 26 Gold to remove segment operating on Hayward Avenue. This requires the construction of a new bus turnaround at The Towers by the intersection of Welch Avenue and Storm Street.
- Route 5 Yellow provides more coverage to the south part of the Southdale neighborhood.
- Innovative Transit Service zone recommended in East Ames.
- New Route 25 Peach operates from Vet Med to North Grand Mall via 24th Street, maintaining coverage currently provided by the Blue Route.
- Twenty-minute service added on Route 6 Brown from 8 a.m.-10 a.m. to respond to anticipated demand.

The preferred alternative is designed to shift CyRide away from less frequent scheduled trip times—such as service every 20 minutes with extra buses assigned to handle loads—to more frequent scheduled service that allows for loads to be distributed. Operating fewer buses has the benefit of reducing the number of bus platoons where more than five buses can be moving back-to-back through ISU's campus on a single route. In addition to reducing the number of bus platoons, a lower reliance on extras can lead to an overall reduced fleet size.

Additionally, concerns regarding the number of buses traveling through the intersection of Lincoln Way and Welch Avenue, as well as along Union Drive, were raised during the planning process. While bus activity will increase as part of the Preferred Scenario, analysis revealed that overall volumes can be accommodated at Lincoln & Welch and on Union Drive. Planned ISU improvements to Union Drive will facilitate increased service in this location from routes originating in West Ames. Additional detail is available in Appendix F.

Figure 8-5 Preferred Scenario

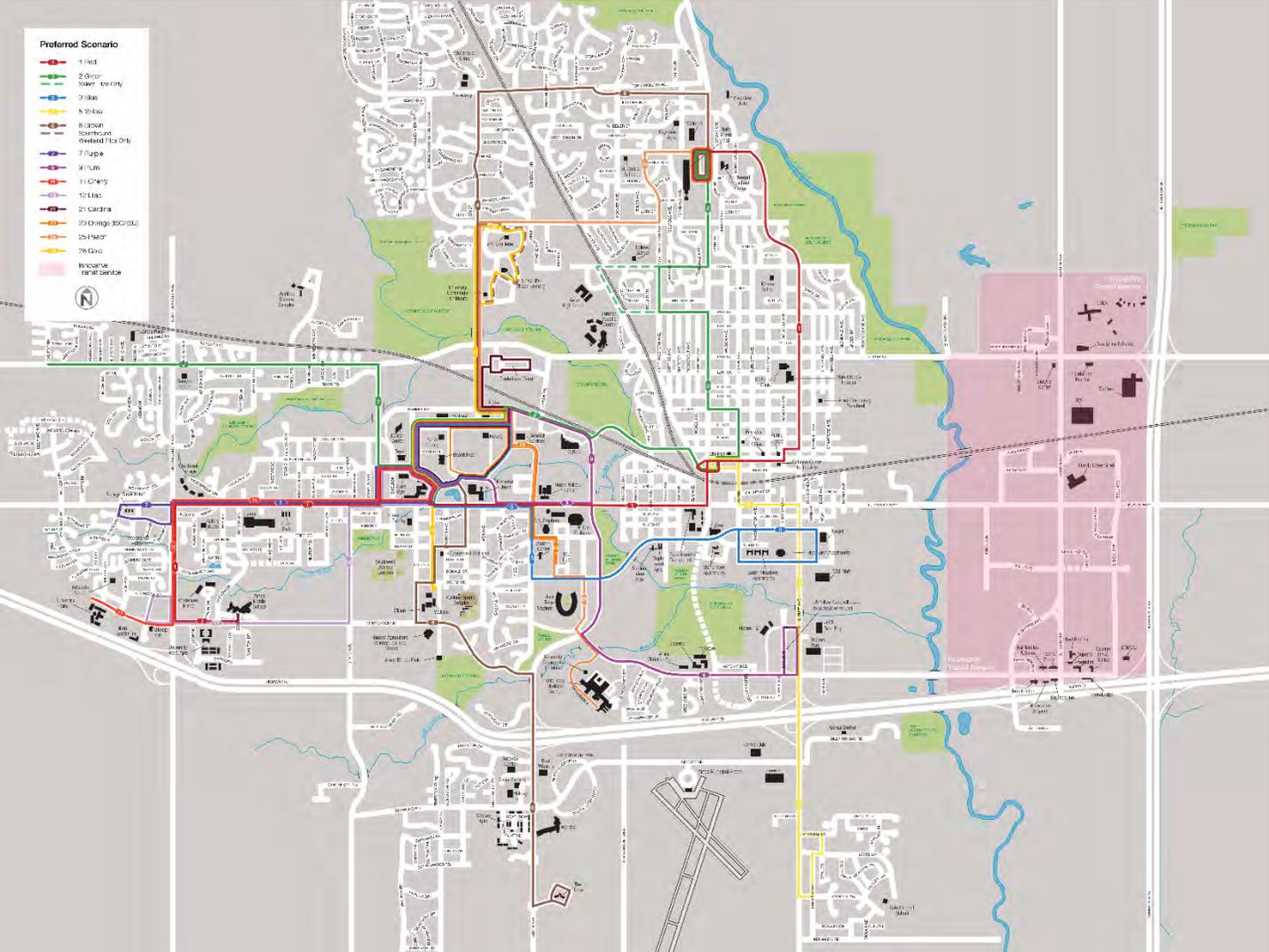


Figure 8-6 Preferred Scenario Summary of Changes

Route	Summary of Changes	Frequency (minutes between buses)		Span	
		Existing (Peak)	Preferred Scenario (Peak)	Existing	Preferred Scenario
1 Red	Operates from Ames Middle School to ISU via Mortensen and S. Dakota (no left turn at Steinbeck/S. Dakota). Operates more frequently during peak periods times.	15 - 20	15	6:21 a.m. - 12:32 a.m. 7:11 a.m. - 10:26 p.m. (Saturday) 8:31 a.m. - 11:40 p.m. (Sunday)	6:30 a.m. - 12:30 a.m. 7:00 a.m. - 10:30 p.m. (Saturday) 8:30 a.m. - 11:30 p.m. (Sunday)
2 Green	Eliminate Ames High School deviation except for school start/end times.	20	20	6:22 a.m. - 11:28 p.m. 7:50 a.m. - 10:32 p.m. (Saturday) 8:33 a.m. - 11:38 p.m. (Sunday)	6:30 a.m. - 11:30 p.m. 8:00 a.m. - 10:30 p.m. (Saturday) 8:30 a.m. - 11:30 p.m. (Sunday)
3 Blue	Truncate to operate between S. Duff and ISU campus. Extend route to serve Target and Walmart more directly. Operate more frequently during peak times.	15 - 20	10 - 15	6:22 a.m. - 12:34 a.m. 7:19 a.m. - 10:27 p.m. (Saturday) 8:30 a.m. - 11:39 p.m. (Sunday)	6:30 a.m. - 12:30 a.m. 7:30 a.m. - 10:30 p.m. (Saturday) 8:30 a.m. - 11:30 p.m. (Sunday)
4 Gray	Eliminate route (new all-day "Innovative Transit Service" zone in eastern Ames).	60 - 120	-	7:22 a.m. - 11:06 a.m. (4) 10:51 a.m. - 2:37 p.m. (4A) 2:05 p.m. - 9:19 p.m. (4)	-
5 Yellow	Provide all-day service from Southdale to Downtown via South Duff.	30-40	30	6:46 a.m. - 10:59 a.m. 3:17 p.m. - 6:52 p.m. 8:57 a.m. - 6:39 p.m. (Saturday)	6:30 a.m. - 7:00 p.m. 9:00 a.m. - 7:00 p.m. (Saturday)
6 Brown	In conjunction with high frequency service on new Gold Route, adjust Brown Route frequency to reflect demand. Operate through campus via Union-Lynn-Knapp-Welch-Storm. Operate later along entire route. Deviate weekend service to Schilletter and University Village in the southbound direction.	15 - 20	20-30	6:25 a.m. - 6:43 p.m. 5:40 p.m. - 10:15 p.m. (6A) 6:34 p.m. - 9:00 p.m. (6B) 8:34 a.m. - 8:15 p.m. (Saturday) 11:00 a.m. - 8:15 p.m. (Sunday)	6:30 a.m. - 9:00 p.m. 8:00 a.m. - 9:00 p.m. (Saturday) 8:30 a.m. - 8:30 p.m. (Sunday)
7 Purple	Improve span and add more trips. Begin route at Todd/S. Dakota; operate on campus via Welch-Union-Hayward in counterclockwise manner.	40 - 60	15 - 30	6:54 a.m. - 8:58 a.m. 3:02 p.m. - 5:25 p.m.	7:00 a.m. - 10:00 a.m. 2:30 p.m. - 5:30 p.m.
8 Aqua	No changes	30	30	12:27 p.m. - 8:17 p.m. (summer only)	12:27 p.m. - 8:17 p.m. (summer only)
9 Plum	No changes are recommended.	20	20	7:08 a.m. - 10:22 p.m.	7:00 a.m. - 10:30 p.m.
10 Pink	Eliminate route (new all-day "Innovative Transit Service" zone in eastern Ames).	50 - 60	-	7:29 a.m. - 9:46 a.m. 2:55 p.m. - 5:31 p.m.	-
11 Cherry	Rebrand Route 1A Red as Route 11 Cherry. Operate to ISU via Mortensen, S. Dakota, and Lincoln Way and on campus via Welch-Union-Hayward in counterclockwise manner.	8 - 20	7 - 15	7:20 a.m. - 6:59 p.m.	7:30 a.m. - 6:30 p.m.
12 Lilac	New express service from Dickenson to ISU via Mortensen and State; operate on campus via Welch-Union-Hayward in counterclockwise manner.	-	20	-	7:00 a.m. - 10:00 a.m. 2:30 p.m. - 5:30 p.m.
21 Cardinal	No changes are recommended.	8	8	7:10 a.m. - 10:22 p.m.	7:00 a.m. - 10:30 p.m.

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Route	Summary of Changes	Frequency (minutes between buses)		Span	
		Existing (Peak)	Preferred Scenario (Peak)	Existing	Preferred Scenario
22 Gold	Eliminate route (deviate Route 6 Brown to Lynn)	20	-	7:06 a.m. - 5:51 p.m.	-
23 Orange	Show more trips on schedule. No longer serves Vet Med.	10 - 20	4	6:30 a.m. - 10:20 p.m.	6:30 a.m. - 10:30 p.m.
24 Silver	No changes	-	-	6:00 p.m. - 10:00 p.m. (Sunday nights only)	6:00 p.m. - 10:00 p.m. (Sunday nights only)
25 Peach	New route between Vet Med and North Grand Mall via Stange and 24 th Street.	-	60	-	7:00 a.m. - 7:00 p.m.
26 Gold	New high-frequency route serving Schilletter Village, University Village, ISU, and Towers.	-	10	-	7:00 a.m. - 10:30 p.m.
Moonlight Express	No changes	-	-	10:00 p.m. - 3:00 a.m. (Friday and Saturday nights only)	10:00 p.m. - 3:00 a.m. (Friday and Saturday nights only)
Innovative Transit Service	Service between City Hall and pink zone area in East Ames on an hourly basis. Passengers will call CyRide for a return trip from East Ames back to City Hall.	-	60	-	7:00 a.m. - 7:00 p.m.

Preferred Scenario Route-Level Recommendations

Route 1 Red

Route 1 Red is one of the highest ridership routes in the CyRide system. It would continue to operate between Ames Middle School and North Grand Mall on Mortensen Road, primarily via South Dakota Avenue, Lincoln Way, 5th Street, and Duff Avenue. The Red Route will have more frequent service during the day—operating every 15 minutes instead of 20—to meet high levels of demand and reduce the use of extra vehicles during peak hours.

The proposed alignment also eliminates an unsafe, unsignalized left turn at Steinbeck Street and South Dakota Avenue. During certain times, delays making the turn onto South Dakota Avenue introduces on-time performance issues—the route instead will turn directly from South Dakota Avenue to Mortensen Road. Passengers along Steinbeck Street will still have service during peak hours by using the new Route 12 Lilac; however, a short additional walk will be necessary to reach service during all other times.

The Route 1A variant that serves the portion of the Red Route from West Ames to ISU will be re-branded as Route 11 Cherry to help passengers differentiate between the services. It is discussed as its own route.

Route 11 Cherry will serve the southern portion of ISU's campus only, meaning that it will share stops along Union Drive with Route 1 Red. As such, passengers no longer have to make a choice whether to take a Route 1 or a 1A trip; they can simply use whichever service arrives at the bus stop first. The benefit of this is to better utilize existing capacity on the Red Route, particularly in the afternoons from campus back to West Ames. The Red Route's schedule will be offset from the Cherry Route, meaning that passengers along South Dakota Avenue and Lincoln Way will effectively have seven-minute or better service throughout the day.

Route 2 Green

The Green Route is currently a solid performer in the CyRide system. In the Preferred Scenario, span and frequency would remain the same as it is today. However, the speed and reliability of the route would be improved by only deviating to Ames High School for two morning and two afternoon trips—these four trips would be served by extra vehicles. Eliminating the route deviation to Ames High School will allow for shorter travel times during all other time periods and improve the route's on-time performance.

Route 3 Blue

In the Preferred Scenario, the existing Blue Route would be divided into multiple separate routes. The primary reason for this recommendation is to better match ridership demand with service levels. For instance, between the North Grand Mall and 24th Street, ridership is relatively low, and the demand may be accommodated by service on the new Peach Route, which will arrive hourly. Between Schilleter Village, University Village, and ISU's campus, demand is significantly higher, and a standalone Route 26 Gold route that operates more frequently throughout the service period is recommended. Between campus and South Duff Avenue, the Blue Route would remain, but operate at a higher frequency (every 10 minutes) to meet demand and reduce the need for extra vehicles. The Blue Route would also serve Target and Walmart more directly. Currently passengers must cross South Duff Avenue to access either of these locations. Service span will remain the same as what exists today.

Route 4 Gray

Due to poor performance in areas south and east of the Iowa State Center (ISC), the Gray Route would be eliminated. A significant portion of the unique service area of the existing Gray Route will still be served through the new, all-day "Innovative Transit Service" zone in East Ames.

Route 5 Yellow

The South Duff Avenue corridor is poised for significant commercial and residential development growth. The Yellow Route has strong existing ridership potential given its alignment along South Duff Avenue, and the short-term recommendations seek to begin building this ridership potential. The proposed Yellow Route significantly improves the quality of service and ease of service understanding along the South Duff Avenue corridor by implementing all-day service operating every 30 minutes from Southdale to Downtown.

A desired future service implementation for the Yellow Route is extending the route from Downtown to ISU's campus. This would provide passengers originating from the South Duff Avenue corridor with a one-seat ride to ISU's campus. This will become an especially important improvement as new development comes on-line along the South Duff Avenue corridor.

Route 6 Brown

Route 6 Brown would continue to operate between ISU Research Park and North Grand Mall. The proposed route alignment would deviate to Lynn Avenue south of the main ISU campus to provide access for passengers along the existing Gold Route that would no longer be served by a stand-alone bus route.

The existing highest ridership areas for the Brown Route are between the Towers, ISU campus, and along Stange Road. The restructured Route 26 Gold will provide service every 10 minutes between the Towers, ISU campus, and University Village, which reduces the need for the Brown Route to operate frequent service levels. The Brown Route's base frequency would be every 30-minutes, which is appropriate for service to ISU Research Park and the residential neighborhoods north of 24th Street. However, due to existing high ridership levels, service would operate every 20 minutes from 8 a.m. to 10 a.m.

The Brown Route currently operates with three variants that are confusing for passengers. The Preferred Scenario proposal would eliminate Route 6A and 6B, and in turn improve night and weekend service for ISU Research Park. Service would operate until 9 p.m. on weekdays, and new weekend service would be added to ISU Research Park where it currently does not exist. On weekends, the Brown Route would also deviate into Schilleter and University Village in the southbound direction as the Gold Route is proposed to operate during weekdays only in the short-term.

Route 7 Purple

The alignment of the Purple Route would be modified to provide service from Thackeray Avenue to the southern portion of ISU's campus. The turnaround on campus would utilize Welch Avenue, Union Drive, and Hyland Avenue. Service would continue to operate during peak times only, and frequency would be improved to every 15 minutes during morning peak hours and every 30 minutes during afternoon peak hours.

Route 7's primary function is to continue to provide more direct service in the morning peak from the apartments along Todd Drive and Lincoln Way to ISU's campus. The existing segments on Mortensen Road, and South Dakota Avenue would continue to be served by other CyRide routes.

Route 9 Plum

No changes are recommended to the Plum Route. It will continue to operate between the main ISU campus and the Best Buy on South Duff Avenue on weekdays.

Route 10 Pink

The existing Pink Route is one of the lowest performing routes in the CyRide system. Operating conditions in East Ames are difficult to serve with fixed-route transit due to low densities and a poor pedestrian environment. The Pink Route is proposed to be eliminated and replaced by a new Innovative Transit Service zone, which would provide all-day service to East Ames.

Route 11 Cherry

The Route 11 Cherry is a re-branded version of the existing Route 1A Red. Changing the name of the route will reduce confusion associated with the route's current name. Route 11 Cherry will operate from University Plains to ISU via Mortensen Road, South Dakota Avenue, and Lincoln Way. The service will operate very frequently, with service every seven minutes during the highest demand time periods of the morning peak. Service would operate every 15 minutes during the midday and afternoon peak periods.

Route 11 Cherry would serve the southern portion of ISU's campus along Union Drive. This corresponds to the proposed operation for all routes originating from West Ames and will allow CyRide to more effectively use existing capacity and reduce the need for extra vehicles. By reconfiguring all West Ames service to use the same stops on Union Drive, passengers can choose to ride the first bus, whether it is a Cherry, Red, Lilac, or Purple route. This will help distribute peak loads and reduce the use of extra vehicles. Additionally, the Cherry and Red Route schedules will be offset so that passengers effectively have at least seven-minute service throughout the day.

Route 12 Lilac

The new Route 12 Lilac provides a more direct, faster connection between ISU and Mortensen Road in West Ames. The alignment would operate from Steinbeck Street to ISU via Mortensen Road and State Avenue, effectively providing express service to ISU's campus. The campus turnaround would be identical to the Purple and Cherry routes, using Welch Avenue, Union Drive, and Hyland Avenue. This would align the route with the rest of the service originating in West Ames and help distribute demand and better utilize the capacity of various services in this area. The Lilac Route would operate every 20 minutes during peak periods only.

Route 21 Cardinal

The Cardinal route is a solid performer and would continue to operate as a campus circulator between Frederiksen Court and the main ISU campus. No route changes are recommended. From a service perspective, extras should no longer be assigned to the Cardinal route unless there are overloads on multiple consecutive trips.

Route 23 Orange

Route 23 Orange is a fantastic performer, with the vast majority of its ridership occurring between ISC and ISU's campus. Several different recommendations are proposed for this route.

The Orange Route would operate only between the ISC and ISU's campus. This will allow almost all trips to use 60-foot articulated vehicles, which can carry 30 or more passengers than a standard 40-foot bus. However, articulated buses are unable to make the turnaround in the Vet Med parking lot. As such, service between the Vet Med buildings and ISC would be provided by the new Route 25 Peach route.

The Orange Route's schedule should also be formalized so that the schedules accurately reflect the service levels being provided. During most of the day, the Orange Route would arrive every four minutes. Additional running time has also been added to proposed Orange Route schedules to ensure that trips start service on time.

Route 25 Peach

Route 25 Peach is a new service that would operate between Vet Med and North Grand Mall via Stange Road and 24th Street. Service would be provided every 60 minutes and would operate with a smaller vehicle. Patrons on 24th Street currently served with Blue Route service would continue to have some service. While this represents a reduction in service for students at Vet Med, improving service frequency on this route to every 30 minutes is included in the long-range recommendations.

Route 26 Gold

The new Route 26 Gold will provide a high level of service to some of the highest ridership areas in Ames on the corridor currently served by the existing Blue and Brown Routes—between the Towers and Schilleter Village. Service would operate every 10 minutes during the day. Evening service would operate every 30 minutes from 6 p.m. to 10:30 p.m. Weekend service along this corridor will be provided via the Brown Route. One of the long-term recommendations is for the Gold Route to operate on weekends, if budget allows in the future.

East Ames Innovative Transit Service

The new Innovative Transit Service zone seeks to provide transit service in the low-density areas of East Ames more effectively. On-demand, curb-to-curb service would operate between City Hall and the zone area in East Ames on an hourly basis—passengers could choose anywhere within the designated zone as their destination. For the return trip from East Ames back to City Hall, passengers would call CyRide for pick-up. While this represents a different service model from anything else currently provided in the system, it will allow for a more effective use of resources to serve passengers in this area. CyRide will also continue to monitor ridership patterns, and if demand is high enough, the potential for re-implementing fixed-route service will be considered in the future.

Alignment with Guiding Principles

The Preferred Scenario was reviewed to ensure alignment with CyRide’s established guiding principles, as summarized in Figure 8-7. The Preferred Scenario either improves or aligns with these principles, with the exception of providing minimum service frequencies—some services will continue to operate less frequently than ideally desired.

Figure 8-7 Preferred Scenario and CyRide’s Guiding Principles

Guiding Principle	Preferred Scenario Impacts	
Financial: Strive to maintain local funding partner annual increases of no more than 5%	Preferred Scenario is fiscally constrained	✓
Rider Demographic: Increase the number of non-student riders within the community	Preferred Scenario emphasizes improved access to South Duff Avenue corridor	✓
Minimum Service Frequencies: Strive to maintain peak hour service at 20 minutes (7 a.m.-6 p.m.), non-peak at 40 minutes (weekday evenings and weekends)	Preferred Scenario adjusts frequency to meet demand levels; some service will continue to operate less frequently than 20 minutes during peak times	—
Geographic Coverage: 85% of Ames residents in transit supportive areas are within ¼ mile of a fixed-route	Preferred Scenario improves coverage in East Ames and makes minor adjustments elsewhere	✓
Travel Time Maximum: The maximum travel time a customer rides a bus would be 45 minutes (based on sample trips)	Preferred Scenario will continue to facilitate timed transfers Downtown and at North Grand Mall	No Change
Safety: Strive to increase safety and decrease vehicular congestion within the community	Preferred Scenario eliminates unsafe left turn from Steinbeck Street and improves access to South Duff Avenue retail stores	✓

Neighborhood Benefits

In the Preferred Scenario, neighborhoods throughout Ames receive service improvements. Figure 8-8 highlights neighborhood benefits associated with the Preferred Scenario service recommendations.

Figure 8-8 Preferred Scenario Neighborhood Benefits

Neighborhood	Preferred Scenario Benefits
South Duff Avenue Commercial Area/Southdale	<ul style="list-style-type: none"> ▪ Evening service, weekend service, all-day 30-minute service, and direct service to Downtown ▪ Extension of service to Target and closer to Walmart
Schilletter/Towers	<ul style="list-style-type: none"> ▪ New 10-minute service between The Towers and Schilletter Village from 7 a.m. to 6 p.m. (30-minute service from 6 p.m. to 10 p.m.)
West Ames	<ul style="list-style-type: none"> ▪ More frequent scheduled service during peak times ▪ New express services
ISU Campus	<ul style="list-style-type: none"> ▪ More scheduled trips will reduce “platoons” of buses on campus ▪ Fewer buses overall on Osborn Drive
ISU Research Park	<ul style="list-style-type: none"> ▪ Service span improved to 9 p.m. on weekdays ▪ Weekend service added
Northeast Ames	<ul style="list-style-type: none"> ▪ Improved speed and reliability by only deviating to Ames High School during school start and end times
East Ames	<ul style="list-style-type: none"> ▪ New flexible service (the Innovative Transit Service zone), where passengers could call or potentially use an app to schedule service to and from DMACC and job centers within the zone

POLICY CONSIDERATIONS

In addition to service scenarios, a series of policy considerations were recommended to improve CyRide operations. The policy considerations were split into three categories:

- **Modifications with the largest effect on costs and operations.** These policies include eliminated weekday daytime timed transfers on ISU campus, implementing all-door boarding where possible, and no longer guaranteeing a ride at scheduled times. These policies are summarized in Figure 8-9.
- **Modifications with a moderate impact on costs and operations.** These policies (Figure 8-10) include no longer stopping for “runners” and implementing a route deviations standard.
- **New policies.** Several new policies are recommended, including park-and-ride management, implementation of zone service in low-density areas, and facilitating integration of private shuttles (Figure 8-11).

Figure 8-9 Policies with Largest Effect on Costs and Operations

Policy	Description	Pro	Con
Eliminate Weekday Daytime Peak Timed Transfers on Campus	CyRide currently guarantees timed transfers on campus, leading to extra buses with few riders	<ul style="list-style-type: none"> ▪ Speed up travel time on most congested segment ▪ Currently delays other buses ▪ Extra buses run mostly empty to carry transfers 	<ul style="list-style-type: none"> ▪ Perception of customer convenience
Implement All-Door Boarding on Circulator Routes and Install Automated Passenger Counters (APC's)	Boarding is currently through front door only; Orange Route is highest priority for short-term implementation	<ul style="list-style-type: none"> ▪ Decreases dwell time ▪ Improves operational efficiency ▪ Provides more complete data for planning 	<ul style="list-style-type: none"> ▪ Requires capital investment/procurement process
No Longer Guarantee Ride at Scheduled Time	Passengers would wait for the next bus on frequent routes	<ul style="list-style-type: none"> ▪ Improves operational efficiency ▪ Reduces need for extras 	<ul style="list-style-type: none"> ▪ Passengers would need to travel earlier or later to guarantee a space on a vehicle

Figure 8-10 Policies with Moderate Impact on Costs and Operations

Policy	Description	Pro	Con
Do Not Stop for “Runners”	On frequent routes, operators would not wait for anyone not at the bus stop	<ul style="list-style-type: none"> ▪ Decreases dwell time ▪ Improves safety ▪ Increases speed through most congested areas ▪ Waiting for runners hurts riders on board 	<ul style="list-style-type: none"> ▪ Perception of customer convenience to the “runner”
Route Deviations Standard	Formalize policy that weighs benefit of those served by deviation with negatively affected passengers	<ul style="list-style-type: none"> ▪ Provides CyRide a method to evaluate the potential success of a deviation 	<ul style="list-style-type: none"> ▪ Some reduction in flexibility in serving specific service requests

Figure 8-11 New Policies

Policy	Description	Pro	Con
Park-and-Ride Management	Consider supporting nominal fee for parking at ISC	<ul style="list-style-type: none"> ▪ Helps manage demand ▪ Source of revenue for O&M costs ▪ Excess free parking counters sustainability goals 	<ul style="list-style-type: none"> ▪ Additional infrastructure costs ▪ Program administration costs
User-Side Subsidy/Zone Service	Formalize policy of serving low-density/ low ridership areas with innovative service types	<ul style="list-style-type: none"> ▪ Fulfill first- and last-mile connections ▪ Fill coverage gaps ▪ Can generate new ridership ▪ Fill temporal gaps (such as late-night) 	<ul style="list-style-type: none"> ▪ Equity for all customers ▪ Service model may not be familiar to current customers
Facilitate Integration of Private Shuttles	Designate specific stops where private shuttles could stop	<ul style="list-style-type: none"> ▪ Additional transportation option ▪ Reduces potential conflicts with shuttles at capacity constrained stops 	<ul style="list-style-type: none"> ▪ None

PHASING PLAN

Implementing a systemwide service restructure can be challenging for agencies with smaller staffs. One of the reasons to consider phased implementation is to allow staff sufficient time to make changes, including scheduling, bus stop placement and signage. Anticipated phasing for the Preferred Scenario service recommendations is provided in Figure 8-12.

The phasing plan shows the three packages of improvements that must be completed together. East Ames service changes are tentatively scheduled for May 2018. CyRide will continue to evaluate the feasibility of implementing simultaneous service improvements in West Ames and on Routes 3 Blue, 6 Brown, 23 Orange, 25 Peach, and 26 Gold.

Figure 8-12 Preferred Scenario Phasing Plan

Timeframe	Activity
May 2018	<ul style="list-style-type: none"> ▪ Implement Innovative Transit Service, improvements to Route 5 Yellow, and elimination of Route 4/4A Gray and Route 10 Pink
Summer 2018	<ul style="list-style-type: none"> ▪ Complete construction of bus turnaround for Route 26 Gold
August 2018	<ul style="list-style-type: none"> ▪ Improvements to Union Drive/Bissell Road are anticipated to be complete ▪ Implement West Ames service changes (Route 1 Red, Route 7 Purple, Route 11 Cherry, Route 12 Lilac) ▪ Implement recommended changes for Route 2 Green, Route 3 Blue, Route 6 Brown, Route 23 Orange, Route 25 Peach, and Route 26 Gold ▪ Eliminate Route 22 Gold

9 LONG-TERM RECOMMENDATIONS

This chapter describes long-term recommendations associated with CyRide service. Long-term recommendations consist of a series of opportunities and options to enhance service levels to meet projected future demand. These recommendations would require additional capital and operating resources beyond CyRide's current budget; as such, long-term recommendations should be implemented as CyRide's budget and vehicle capacity constraints allow.

LONG-TERM SERVICE RECOMMENDATIONS

Long-term recommendations are summarized in Figure 9-2 and Figure 9-3. Themes for improvements include increased frequency, extended service hours on weekdays, new services to meet future demand and planned development, and improved weekend service.

Improved Weekday Evening Service

Improved service span and frequency on weekday evenings was one of the highest-ranked service improvements identified in the public outreach process, particularly for existing customers. Requests for service to/from the library on campus in evenings was repeatedly heard. Upgrades to weekday evening service include the following:

- **Route 1 Red.** Improve service to every 20 minutes on weekday evenings.
- **Route 2 Green.** Improve service to every 20 minutes until 12:30 a.m.
- **Route 3 Blue.** Improve service to every 20 minutes on weekday evenings.
- **Route 5 Yellow.** Extend service until 11 p.m. on weekdays to meet projected demand on the South Duff Avenue corridor.
- **Route 6 Brown.** Improve service to every 20 minutes until 11 p.m.
- **Route 9 Plum.** Improve service to every 20 minutes on weekday evenings.
- **Route 26 Gold.** Extend service until 12:30 a.m. and operate every 20 minutes.

Improved Weekday Service

CyRide's guiding principles contend that all service should strive to be provided at least every 20 minutes during peak times. The long-term recommendations seek to bring CyRide routes more closely in-line with this principle by improving service on routes not currently meeting this standard.

Additionally, significant new development is anticipated throughout Ames, but particularly along the western portion of Lincoln Way, Mortensen Road, and South Duff Avenue. With these new development pressures come the need to provide more frequent connections to ISU's campus.

With CyRide's guiding principles and anticipated new development in mind, the following improvements are recommended:

- **Route 5 Yellow.** Improve frequency to every 20 minutes to respond to additional residential growth on South Duff Avenue. This recommendation is made in conjunction with an extension of the route to ISU's campus.
- **Route 6 Brown.** Improve weekday service frequency to 20 minutes all day.
- **Route 7 Purple.** Begin operating during midday periods due to new development along Lincoln Way. Service would operate all day on weekdays from 7 a.m. to 6:30 p.m. Improve frequency during peak periods to every 10 minutes during the morning peak and 15 minutes in afternoon. Service would operate every 30 minutes during midday.
- **Route 12 Lilac.** Begin operating during midday, so that the weekday span of service extends from 7 a.m. to 6:30 p.m. Due to new development along Mortenson Road, service frequency would improve 15 minutes during peak periods and every 20 minutes during the midday.
- **Route 25 Peach.** Improve the weekday service frequency on this route to every 30 minutes.

Service Expansions to New Areas

Service to new areas—particularly ISU Applied Sciences and the ISU Research Park North Loop—was one of the most highly-desired improvements that arose from the public outreach process. While short-term recommendations focus on ensuring service quality for existing customers, long-term recommendations can help improve transit in areas that are currently underserved or not served at all by CyRide.

In addition to Applied Sciences and the Research Park, several other desired improvements were identified to provide better mobility and connections for the community:

- **Applied Sciences.** Create a new bus route that connects Applied Sciences to the main campus. This new route should operate every 60 minutes from 7 a.m. to 7 p.m.
- **Research Park North Loop.** Create a new bus route that connects the North Loop to the main campus. This new route should operate every 60 minutes from 7 a.m. to 7 p.m.
- **Campustown to North Grand Mall Circulator.** This new service would operate from Campustown to Downtown Ames and North Grand Mall every 60 minutes from 7 a.m. to 7 p.m.
- **Somerset/North Ames Innovative Transit Service Zone.** A new Innovative Transit Service Zone should improve coverage in this growing, but low-density area of North Ames. Service would operate hourly from 7 a.m. to 7 p.m.

Additionally, service should be extended on Route 5 Yellow from Downtown Ames to ISU to better serve the needs of riders on the South Duff Avenue corridor.

The Innovative Transit Service area in East Ames should continue to be evaluated for the potential to re-introduce fixed-route service based on demand.

Improved Weekend Service

According to CyRide's guiding principles, the agency should strive to provide service at least every 40 minutes during non-peak times, including weekends. Improved weekend service was also one of the themes for public outreach. For many strong-performing routes, it is recommended that weekend service be expanded to more closely match some of the service levels offered on weekdays to continue improving mobility in Ames.

The long-term recommendations seek to bring CyRide routes up to standard with guiding principles for service frequency by suggesting the following improvements:

- **Route 1 Red.** It is recommended that weekend service frequency and span on the Red Route be expanded to every 20 minutes, with service operating until 12:30 a.m. on Saturday.
- **Route 2 Green.** Weekend service would improve to operate every 20 minutes, with service span expanded until 12:30 a.m. on Saturday.
- **Route 3 Blue.** Expanding weekend service to operate every 20 minutes is recommended, along with expanding service span to operate until 12:30 a.m. on Saturday.
- **Route 5 Yellow.** Due to anticipated ridership demand associated with new development along South Duff Avenue, it is recommended that weekend hours of service and frequency are improved to provide service every 30 minutes on Saturday from 8 a.m. to 11 p.m. and on Sunday from 8:30 a.m. to 11:00 p.m.
- **Route 6 Brown.** Expand weekend span of service and frequency to every 20 minutes until 11 p.m.
- **Route 9 Plum.** Implement weekend service, with service levels every 20 minutes on Saturday from 8 a.m. to 10:30 p.m. and Sunday from 8:30 a.m. to 10:30 p.m.
- **Route 25 Peach.** Implement new weekend service, operating every 60 minutes on Saturday and Sunday from 7 a.m. to 7 p.m.
- **Route 26 Gold.** Implement weekend service on the Gold Route. Service should operate every 20-minutes from 8 a.m. to 12:30 a.m. on Saturdays and 8:30 a.m. to 11:30 p.m. on Sundays.

FARE RECOMMENDATIONS

A fare analysis was also conducted as part of the System Redesign and is available in Appendix D. The fare analysis reviewed existing conditions and best practices, evaluated the existing agreement with ISU students, documented ongoing costs related to fare collection, and evaluated the ridership and revenue implications of a variety of fare scenarios.

CyRide most recently increased fares in 2012, which included increasing the base fare from \$1 to \$1.25. Based on the fare analysis, it is recommended that CyRide consider rolling back fares to \$1 to ease the logistics of fare collection and increase the attractiveness of service to passengers not affiliated with ISU.

CAPITAL NEEDS

In addition to service and fare recommendations, several capital improvements are recommended for CyRide. In order to meet future needs, CyRide should implement the following:

- **Increase the size of the articulated bus fleet.** The initial goal should be to operate purely articulated vehicles on the highest ridership CyRide routes. Articulated buses can hold up to 40 more passengers than a standard 40-foot bus, and are better suited to handle the tremendous peaking nature of ridership to/from campus. The first route that should operate with all articulated buses is Route 23 Orange. In addition, given ridership loads, the new Route 11 Cherry should also be converted to articulated buses to accommodate demand.

- **Implement all-door boarding on free ISU circulator routes.** Dwell time devoted to loading passengers through the front door at high ridership stops can add several minutes of time to a trip. Allowing all-door boarding is one of the ways to reduce loading time, improve travel time, and reduce schedule variability. The free ISU circulator routes do not require a fare, and thus there is no need to pass by the operator to pay. However, CyRide's operators do count the number of passengers boarding to record total ridership. CyRide can speed up its ISU circulator routes by investing in Automatic Passenger Counters (APCs) for those vehicles, and then allow all-door boarding.
- **Improve bus stop infrastructure.** This includes installing heated bus shelters at high ridership stops.

SERVICE IMPLEMENTATION PRIORITIES

Highest Priority Long-Term Service Recommendations

The long-term service recommendations represent a significant investment in new service. Given the level of investment, it is unlikely that all long-term recommendations can be funded in the near term. Therefore, an assessment of the highest priority long-term recommendations must be made.

Multiple factors were assessed to determine the priority level of long-term service recommendations, including responding to public outreach and future development levels. Overall, each one of the following recommendations are the most likely to produce a positive impact on ridership or engender community goodwill. The highest priority recommendations for future implementation are summarized in Figure 9-1 and described below.

- **Route 5 Yellow.** Nearly one thousand new units of housing are expected to be constructed along South Duff Avenue, and a large number of these residents are likely to have a destination on ISU's campus. To meet this future need, Route 5 Yellow should be extended from Downtown Ames to ISU's campus to provide a one-seat ride. This will dramatically increase the market potential and ridership of the Yellow route.
- **Route 6 Brown.** Research Park does not currently have evening service. As Research Park continues to expand, the need to provide evening service expands as well. The Brown Route should operate on weekdays until 10:30 p.m.
- **Route 7 Purple.** Hundreds of additional apartments are projected to be constructed along Lincoln Way, which will increase capacity needs on multiple routes. Route 7 Purple is the shortest CyRide route, and thus the most cost-effective way to improve capacity on Lincoln Way. To accompany route expansion, service frequencies on the Purple Route should be improved to 10 minutes in morning and 15 minutes in afternoon.
- **Route 12 Lilac.** Due to new development along Mortensen, improve service frequencies on the Lilac Route to 15 minutes in both the morning and afternoon peak periods.
- **Route 26 Gold.** The public outreach suggested a strong desire for later operations and weekend service on the new Gold Route. Route 26 Gold should operate on weekdays until 12:30 a.m., on Saturday from 8 a.m. to 9 p.m., and on Sunday from 8:30 a.m. to 8:30 p.m.
- **Applied Sciences.** Approximately 50 passengers per day currently use the small shuttle vehicle between ISU Applied Sciences and campus. The number of classes at Applied Sciences is anticipated to increase, which is anticipated to grow demand for this

connection. CyRide should be begin operating a connection to Applied Sciences to accommodate and grow this market. Initially, service should operate every 60 minutes from 7 a.m. to 7 p.m.

- **Research Park North Loop.** The Research Park North Loop has employment opportunities that are now a longer walk away from the Brown Route. In order to provide a better connection to all of Research Park, a new service connecting ISU and the Research Park North Loop is recommended. Service would operate every 60 minutes from 7 a.m. to 7 p.m.

LONG-TERM RECOMMENDATIONS COST SUMMARY

Figure 9-4 summarizes anticipated planning-level revenue hours, costs, and vehicle needs associated with long-term recommendations. Approximately \$1 million in CyRide's annual budget would be required to implement the highest priority recommendations. The estimated total annual operating cost for all long-term recommendations is anticipated to be \$3.8 million.

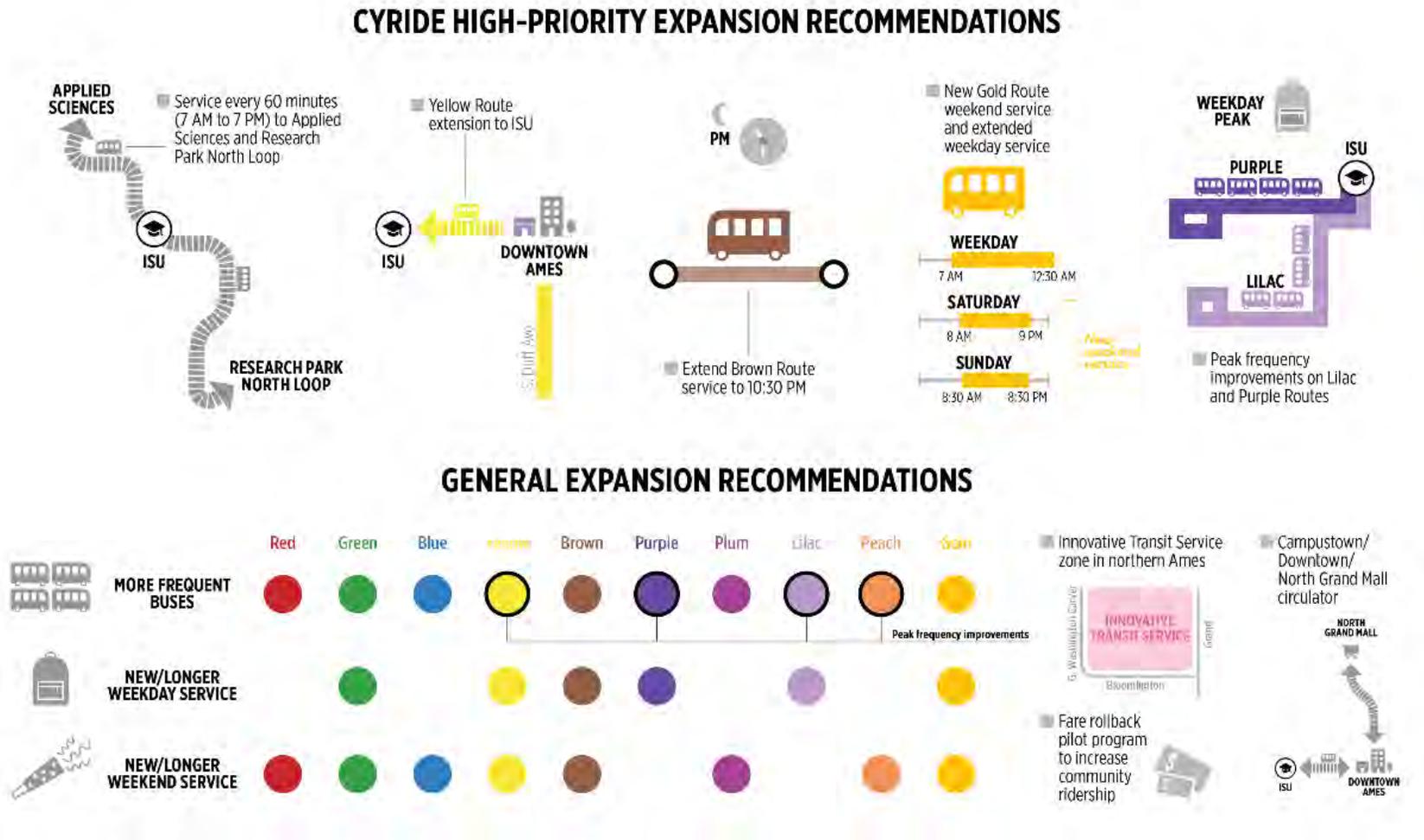
Figure 9-1 Summary of Highest Priority Long-Term Service Recommendations

Route	Long-Term Service Recommendations
5 Yellow	<ul style="list-style-type: none"> ▪ Extension to ISU campus
6 Brown	<ul style="list-style-type: none"> ▪ Later weekday evening service (extend to 10:30 p.m.)
7 Purple	<ul style="list-style-type: none"> ▪ Due to new residential development along Lincoln Way, improve frequency from 15 to 10 minute service in the morning period and to 15 minutes in afternoon period
12 Lilac	<ul style="list-style-type: none"> ▪ Due to new residential development along Mortensen, improve frequency from 20 to 15 minute service in morning period and to 15 minutes in afternoon period
26 Gold	<ul style="list-style-type: none"> ▪ Later weekday evening and additional weekend service (weekdays extend to 12:30 a.m., Saturday 8 a.m. to 9 p.m., Sunday 8:30 a.m. to 8:30 p.m.)
New Service: Applied Sciences	<ul style="list-style-type: none"> ▪ New service to Applied Sciences (one new vehicle, 60 minute frequency, operating from 7 a.m. to 7 p.m.)
New Service: Research Park North Loop	<ul style="list-style-type: none"> ▪ New service to Research Park North Loop (60 minute frequency, operating from 7 a.m. to 7 p.m.)

Figure 9-2 Summary of All Long-Term Service Recommendations

Route	Long-Term Service Recommendations
1 Red	<ul style="list-style-type: none"> ▪ Provide more frequent weekday evening service (20 minutes) ▪ Expand weekend hours of service and frequency (20 minutes, service until 12:30 a.m. on Saturday)
2 Green	<ul style="list-style-type: none"> ▪ Provide later weekday evening service (12:30 a.m.) ▪ Provide more frequent weekday evening service (20 minutes) ▪ Expand weekend hours of service and frequency (20 minutes, service until 12:30 a.m. on Saturday)
3 Blue	<ul style="list-style-type: none"> ▪ Provide more frequent weekday evening service (20 minutes) ▪ Expand weekend hours of service and frequency (20 minutes, service until 12:30 a.m. on Saturday)
5 Yellow	<ul style="list-style-type: none"> ▪ Extend alignment from downtown Ames to ISU ▪ Improve frequency to respond to additional residential growth on South Duff Avenue (20 minutes, one additional vehicle) ▪ Provide later weekday evening service (11 p.m.) ▪ Expand weekend hours of service and frequency (Saturday 8 a.m.-11 p.m., Sunday 8:30 a.m.- 11:00 p.m.)
6 Brown	<ul style="list-style-type: none"> ▪ Provide later weekday evening service (11 p.m.) ▪ Provide more frequent weekday service (20 minutes all day) ▪ Expand weekend hours of service and frequency (20 minutes, service until 11 p.m.)
7 Purple	<ul style="list-style-type: none"> ▪ Due to new development along Lincoln Way, improve frequency from 15 to 10 minute service in morning and to 15 minutes in afternoon ▪ Operate all day on weekdays (7 a.m.-6:30 p.m.)
9 Plum	<ul style="list-style-type: none"> ▪ Provide more frequent weekday evening service (20 minutes) ▪ Add weekend service (20 minutes, Saturday 8 a.m. – 10:30 p.m., Sunday 8:30 a.m. – 10:30 p.m.)
12 Lilac	<ul style="list-style-type: none"> ▪ Due to new development along Mortenson Road, improve frequency from 20 to 15 minute service in morning and to 15 minutes in afternoon ▪ Operate all day on weekdays (7 a.m.-6:30 p.m.)
25 Peach	<ul style="list-style-type: none"> ▪ Increase weekday frequency (30 minutes, one additional vehicle) ▪ Add weekend service (60 minutes, Saturday and Sunday 7 a.m.-7 p.m.)
26 Gold	<ul style="list-style-type: none"> ▪ Expand weekday hours of service (until 12:30 a.m.) ▪ Provide more frequent weekday evening service (20 minutes) ▪ Add weekend service (20 minutes, Saturday 8 a.m. – 12:30 a.m., Sunday 8:30 a.m. – 11:30 p.m.)
Innovative Transit Zone	<ul style="list-style-type: none"> ▪ Potential for re-introducing fixed-route service based on demand at a future date
New Service: Applied Sciences	<ul style="list-style-type: none"> ▪ Applied Sciences service (60 minutes, 7 a.m.-7 p.m.)
New Service: Research Park North Loop	<ul style="list-style-type: none"> ▪ Research Park North Loop service (60 minutes, 7 a.m.-7 p.m.)
New Service: Campustown-Downtown-North Grand Mall	<ul style="list-style-type: none"> ▪ Campustown-Downtown-North Grand Mall service (60 minutes, 7 a.m.-7 p.m.)
New Service: Somerset/North Ames Innovative Transit Zone	<ul style="list-style-type: none"> ▪ New Innovative Transit Service Zone for Somerset/North Ames

Figure 9-3 CyRide Long-Term Recommendations



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Figure 9-4 Long-Term Recommendations Revenue Hours, Costs, and Vehicle Needs

Route	High Priority Recommendations: New Revenue Hours	High Priority Recommendations: Cost	High Priority Recommendations: New Vehicles Required	All Recommendations: New Revenue Hours	All Recommendations: Cost	All Recommendations: New Vehicles Required
1 Red				2,400	\$195,785	
2 Green				4,300	\$350,782	
3 Blue				1,100	\$89,735	
5 Yellow	3,700	\$301,836	1	9,200	\$750,510	2
6 Brown	400	\$32,631		6,800	\$554,725	
7 Purple	1,200	\$97,893	1	1,900	\$154,997	1
9 Plum				2,400	\$195,785	
11 Cherry						
12 Lilac	1,200	\$97,893	1	2,800	\$228,416	1
21 Cardinal						
23 Orange						
25 Peach				2,600	\$212,101	1
26 Gold	2,100	\$171,312		4,400	\$358,940	
East Ames Innovative Transit Service						
New Service: Somerset/North Ames Innovative Transit Service				3,100	\$252,889	1
New Service: Applied Sciences	1,900	\$154,997	1	1,900	\$154,997	1
New Service: North Loop	1,900	\$154,997	1	1,900	\$154,997	1
New Service: Campustown-Downtown-North Grand Mall				1,900	\$154,997	1
Total	12,400	\$1,011,557	5	46,700	\$3,809,654	9

APPENDIX A:

Route Summary Tables and Charts

Notes on Data

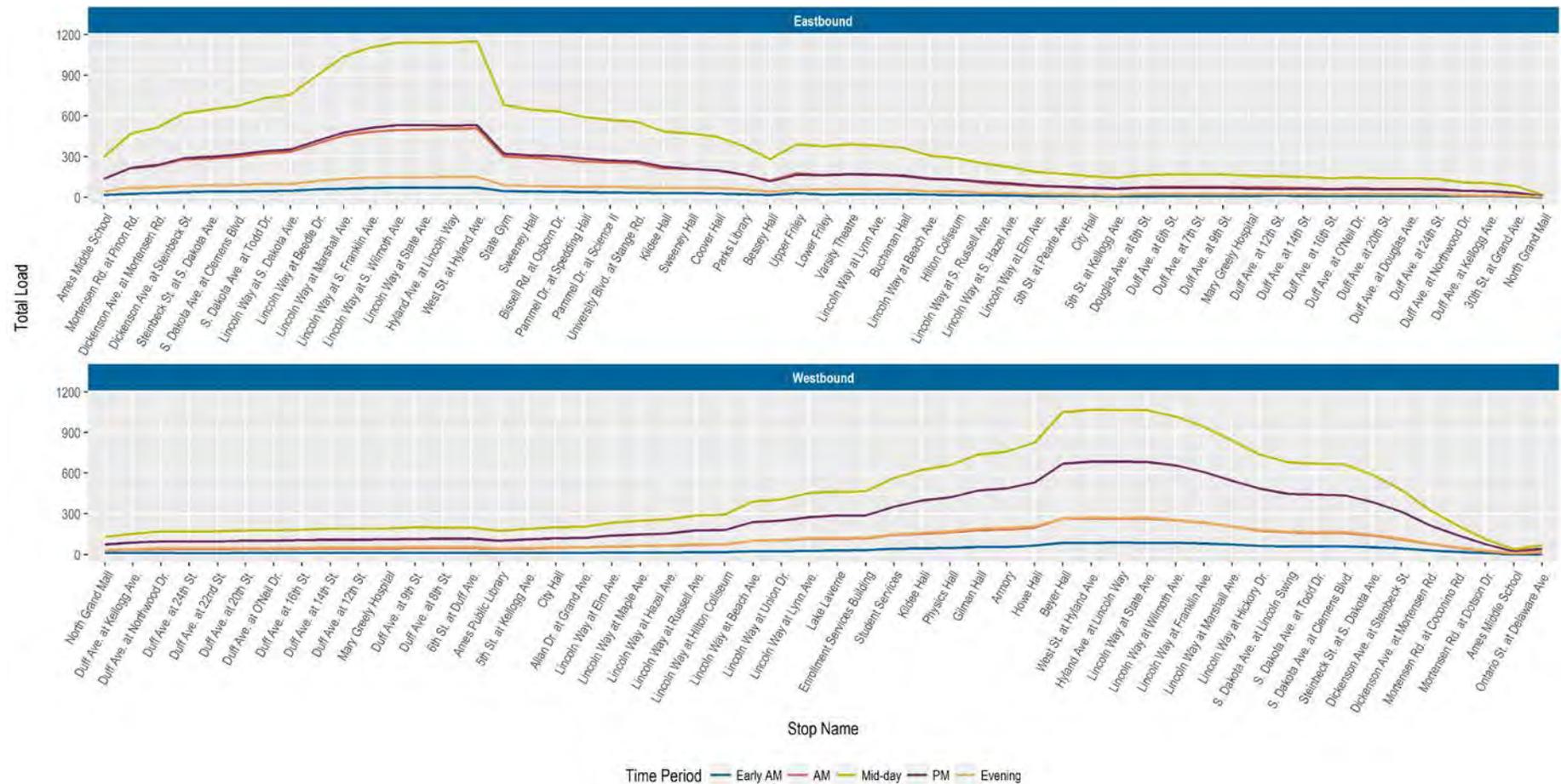
- All figures in this appendix refer to Monday/Wednesday data unless otherwise specified.
- All figures include both scheduled and unscheduled trips.
- Certain data notes about specific routes (Red, Gray, and Brown) are presented in their respective sections within this appendix.
- The data collection process is explained in the beginning of Chapter 6.

ROUTE 1 AND 1A (RED)

Note: Routes 1 and 1A are combined here for two reasons: (1) They were combined in the source data with no reliable differentiating field. (2) Routes 1 and 1A operate concurrently (unlike 4/4A and 6/6A/6B, which operate during different parts of the day).

Summary Charts

Figure 1 Weekday Load by Stop for Combined Routes 1 and 1A (Red)



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Figure 3 Weekday Ridership and Max Load by Trip for Combined Routes 1 and 1A (Red)

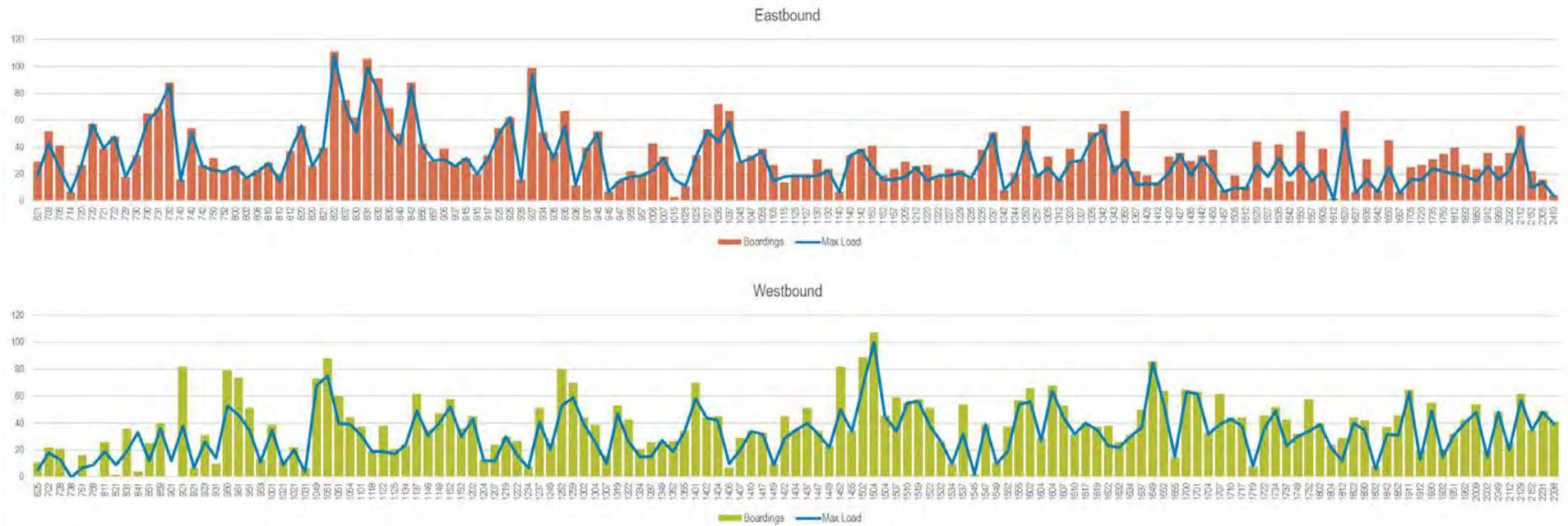


Figure 4 Tuesday/Thursday Boardings by Trip Start Time for Combined Routes 1 and 1A (Red)

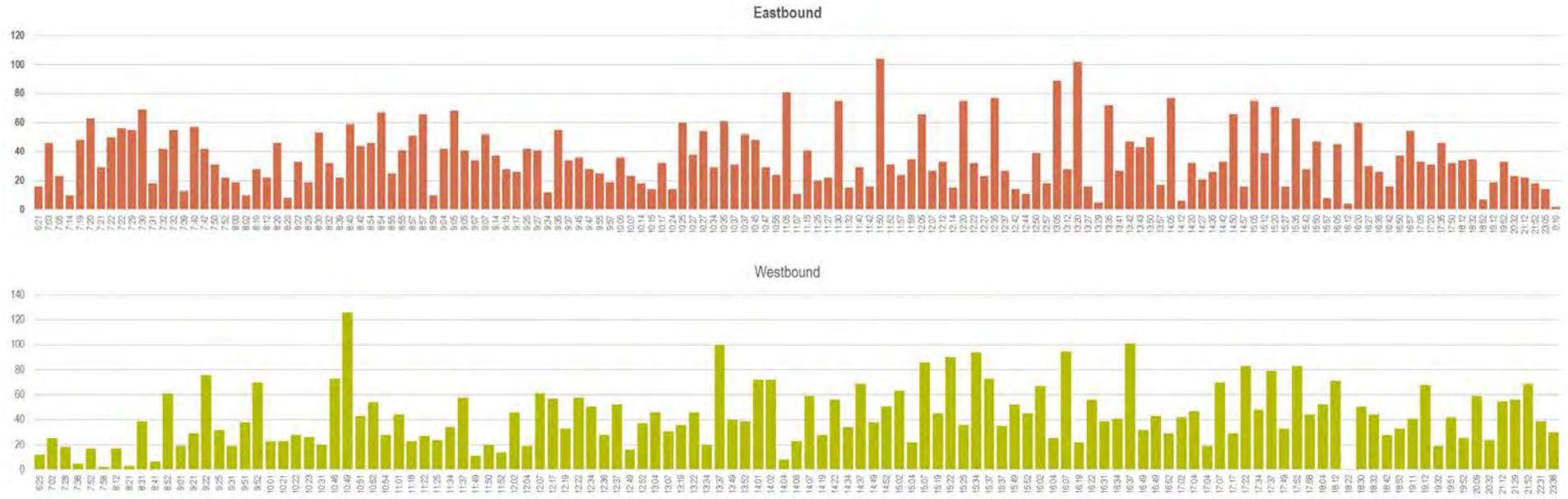
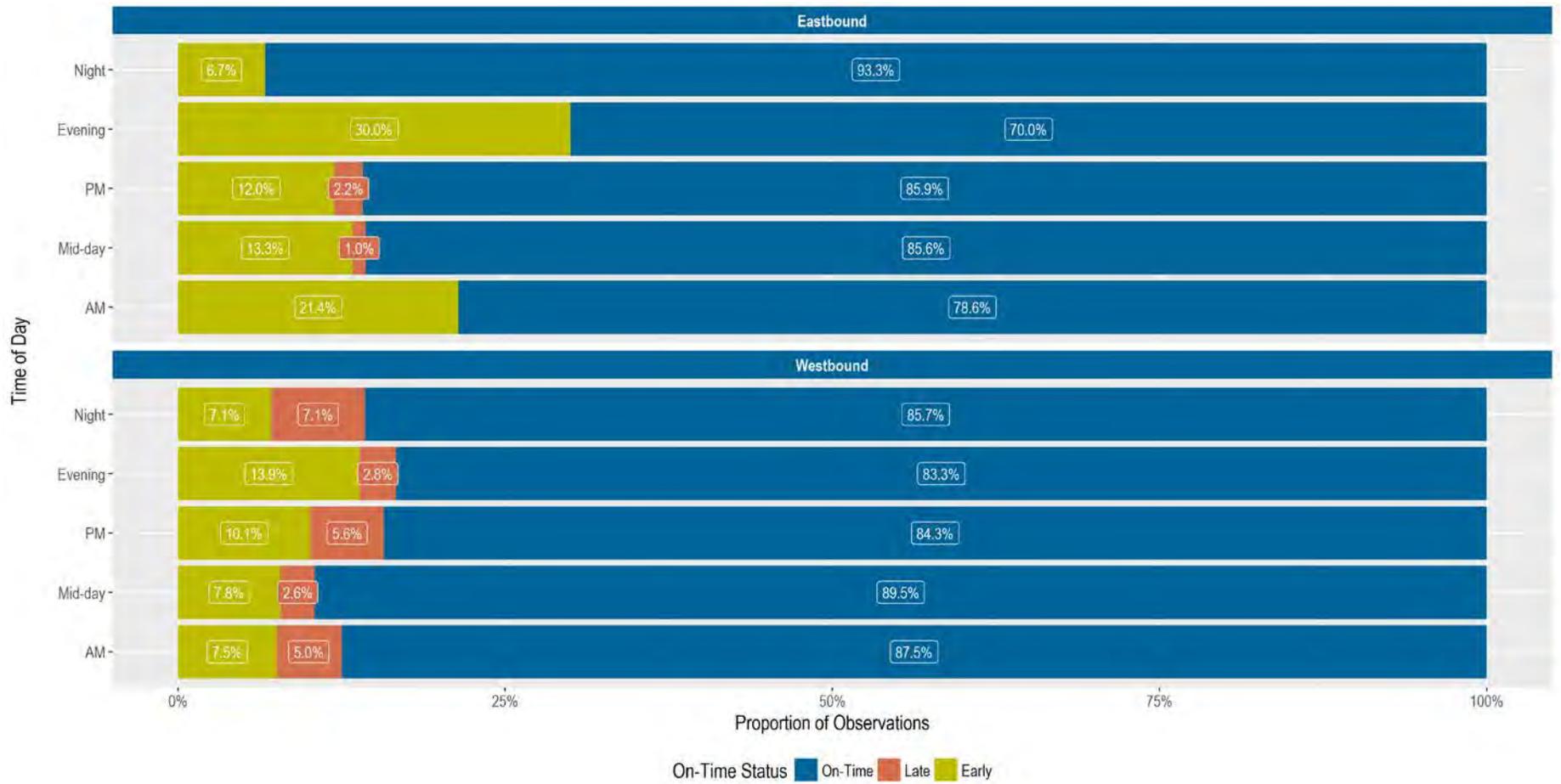


Figure 5 On-Time Performance by Time Period, Combined Routes 1 and 1A (Red)



Summary Tables

Figure 6 Summary by Direction, Combined Routes 1 and 1A (Red)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Eastbound	3451.5	3670.6	83.8%	15.2%	1.0%	36.4	30th St. at Grand Ave.
Westbound	3781.5	3501.4	87.0%	9.0%	3.9%	38.2	5th St. at Kellogg Ave.
Total	7233.0	7172.0	85.4%	12.1%	2.5%	38.2	5th St. at Kellogg Ave.

Figure 7 Summary by Segment, Combined Routes 1 and 1A (Red)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Ames Middle School to Lincoln Way at Beedle Dr.	1961.9	1051.1	30.2	85.3%	14.7%	0.0%	Ames Middle School
Lincoln Way at Beedle Dr. to State Gym	1150.7	1517.1	38.2	75.3%	24.7%	0.0%	Hyland Ave. at Lincoln Way
State Gym to Kildee Hall	648.1	1770.6	22.3	82.1%	17.9%	0.0%	Bissell Rd. at Osborn Dr.
Kildee Hall to Bessey Hall	495.4	886.8	22.2	92.1%	7.9%	0.0%	Bessey Hall
Bessey Hall to City Hall	1290.5	1471.1	17.8	83.1%	13.8%	3.1%	5th St. at Pearle Ave.
City Hall to North Grand Mall	637.1	677.3	11.8	81.1%	14.7%	4.2%	30th St. at Grand Ave.
North Grand Mall to North Grand Mall	106.9	153.0	10.7	83.0%	12.8%	4.3%	North Grand Mall
North Grand Mall to City Hall	598.7	651.9	11.8	78.6%	21.4%	0.0%	5th St. at Kellogg Ave.
City Hall to Kildee Hall	2103.3	1183.1	24.4	77.9%	22.1%	0.0%	City Hall
Kildee Hall to Beyer Hall	1681.6	399.4	33.2	94.3%	4.3%	1.4%	Kildee Hall
Beyer Hall to Ames Middle School	2330.1	2692.6	38.2	88.3%	4.8%	6.9%	Ames Middle School

Figure 8 Summary by Time of Day (APC), Combined Routes 1 and 1A (Red)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Eastbound	AM	737.5	827.1	33.7	78.6%	21.4%	0.0%	30th St. at Grand Ave.
Eastbound	Midday	1647.6	1811.7	36.4	85.6%	13.3%	1.0%	30th St. at Grand Ave.
Eastbound	PM	741.1	812.4	36.4	85.9%	12.0%	2.2%	30th St. at Grand Ave.
Eastbound	Evening	230.3	255.1	32.8	70.0%	30.0%	0.0%	30th St. at Grand Ave.
Eastbound	Night	107.9	123.4	26.6	93.3%	6.7%	0.0%	30th St. at Grand Ave.
Westbound	AM	424.4	396.1	34.0	87.5%	7.5%	5.0%	5th St. at Kellogg Ave.
Westbound	Midday	1711.8	1580.9	38.2	89.5%	7.8%	2.6%	5th St. at Kellogg Ave.
Westbound	PM	1081.9	1000.4	38.2	84.3%	10.1%	5.6%	5th St. at Kellogg Ave.
Westbound	Evening	430.6	398.3	38.2	83.3%	13.9%	2.8%	5th St. at Kellogg Ave.
Westbound	Night	132.9	125.6	23.7	85.7%	7.1%	7.1%	5th St. at Kellogg Ave.

ROUTE 2 (GREEN)

Summary Charts

Figure 9 Weekday Load by Stop for Route 2 (Green)

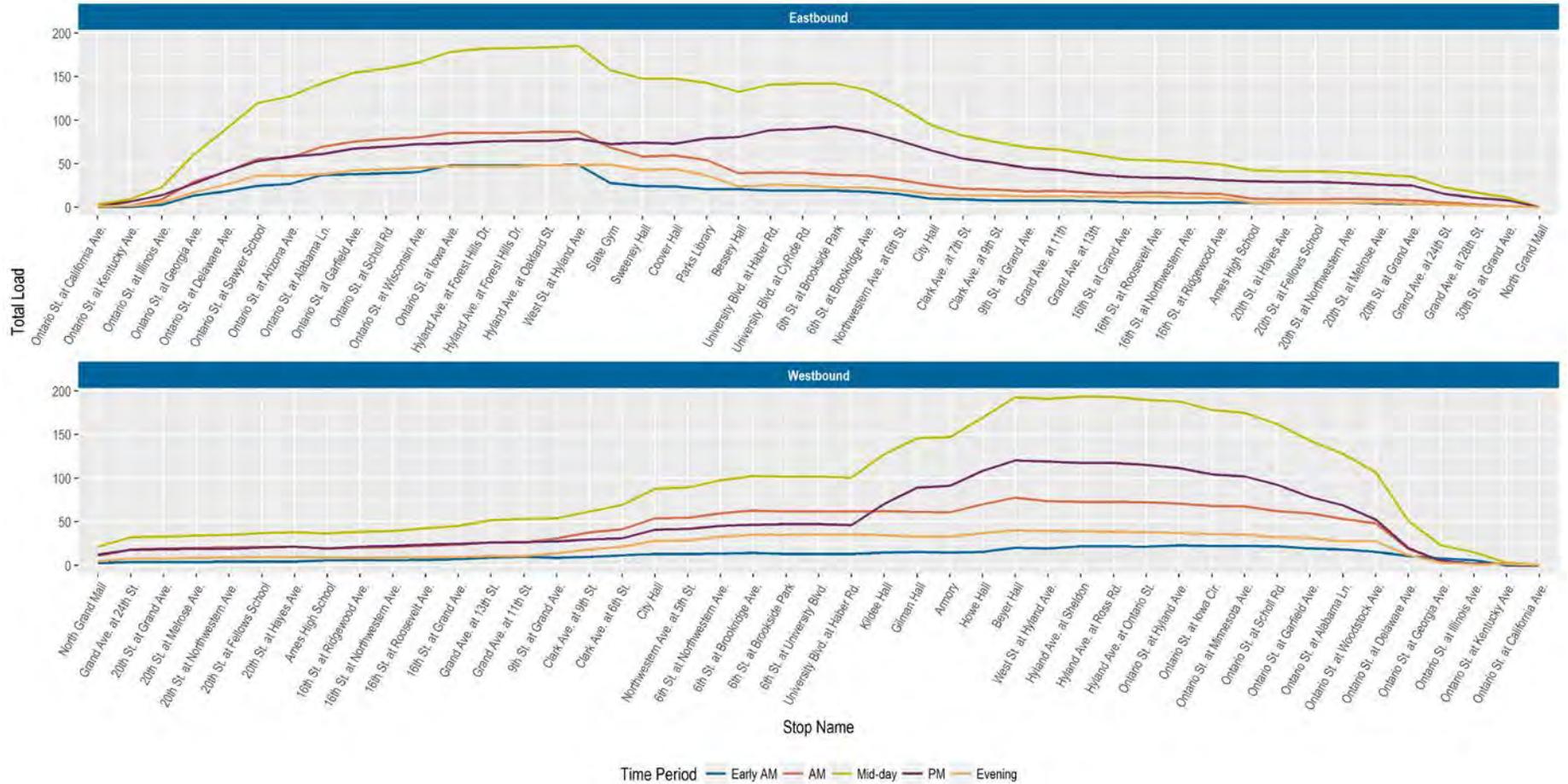


Figure 10 Weekday Boarding/Alighting Profile for Route 2 (Green)

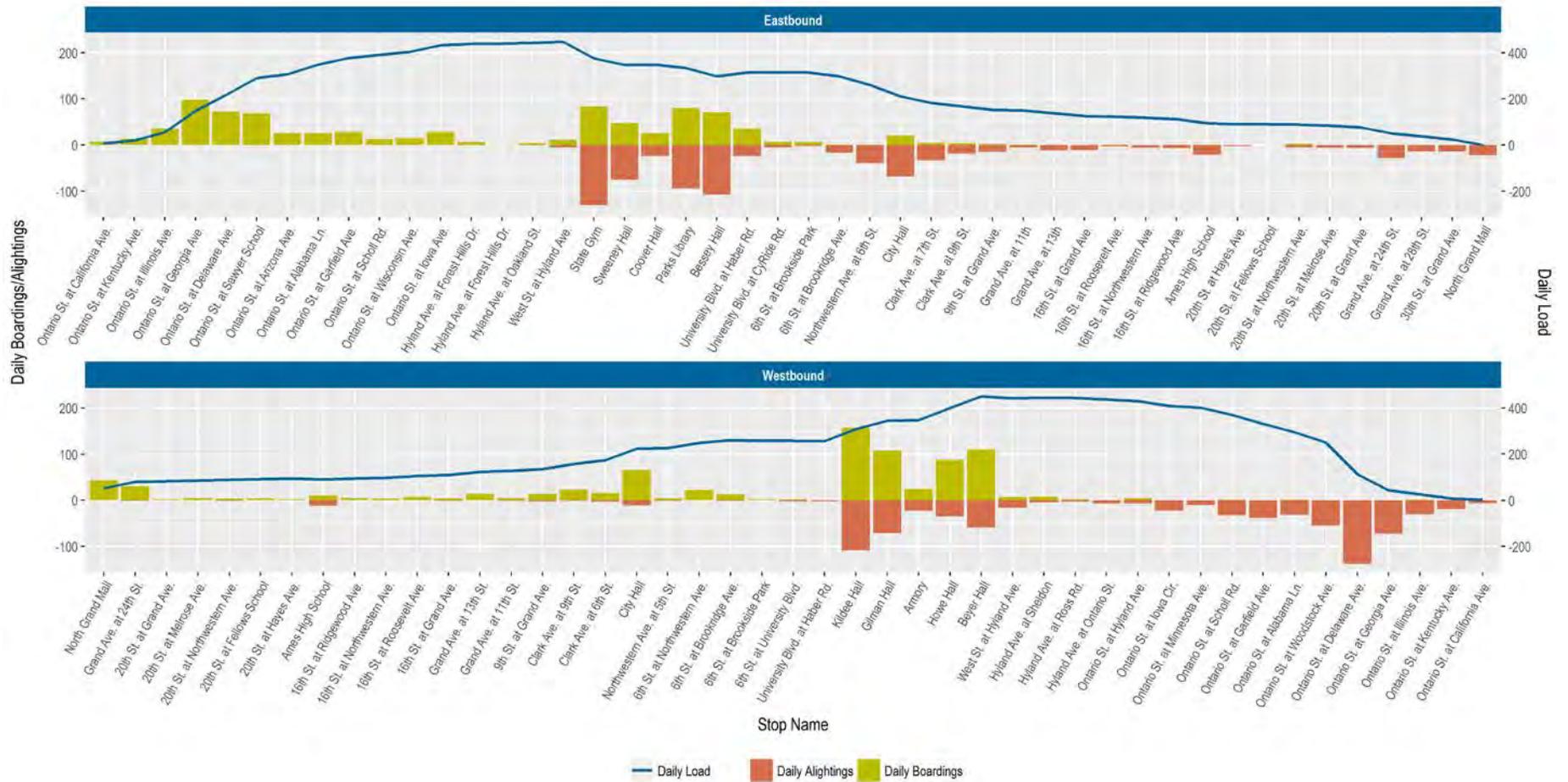


Figure 11 Weekday Ridership and Max Load by Trip for Route 2 (Green)

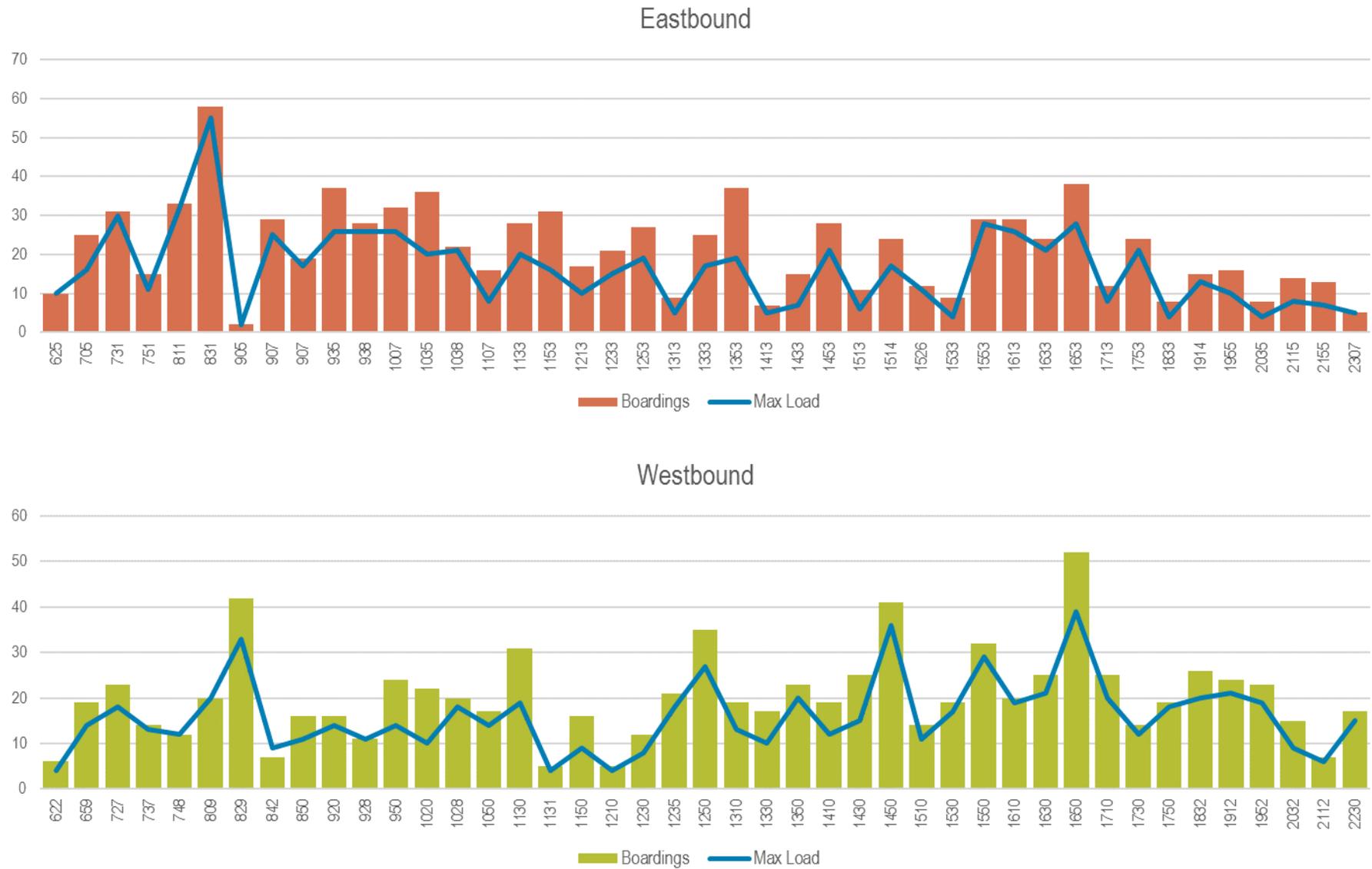


Figure 12 Tuesday/Thursday Boardings by Trip Start Time for Route 2 (Green)

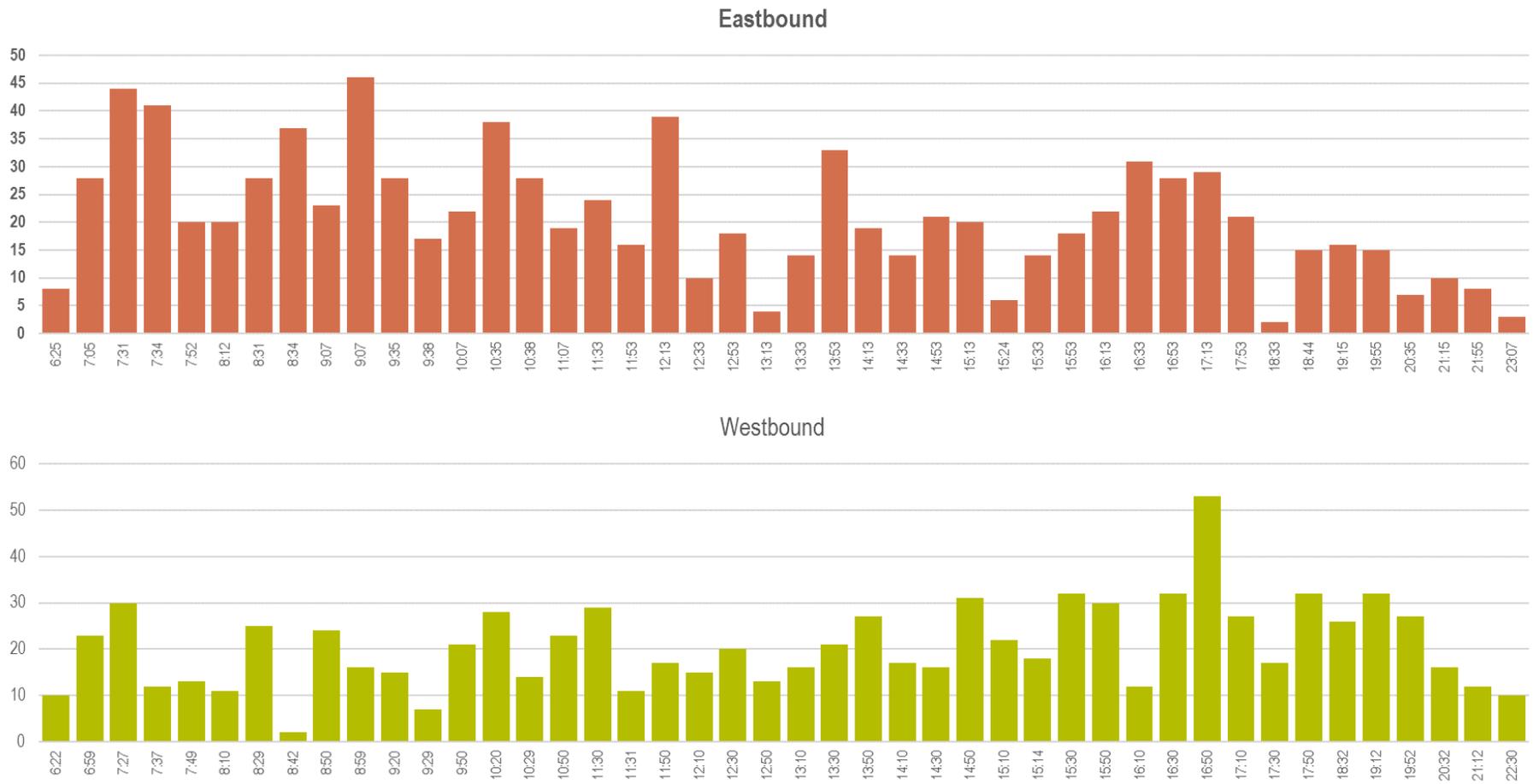
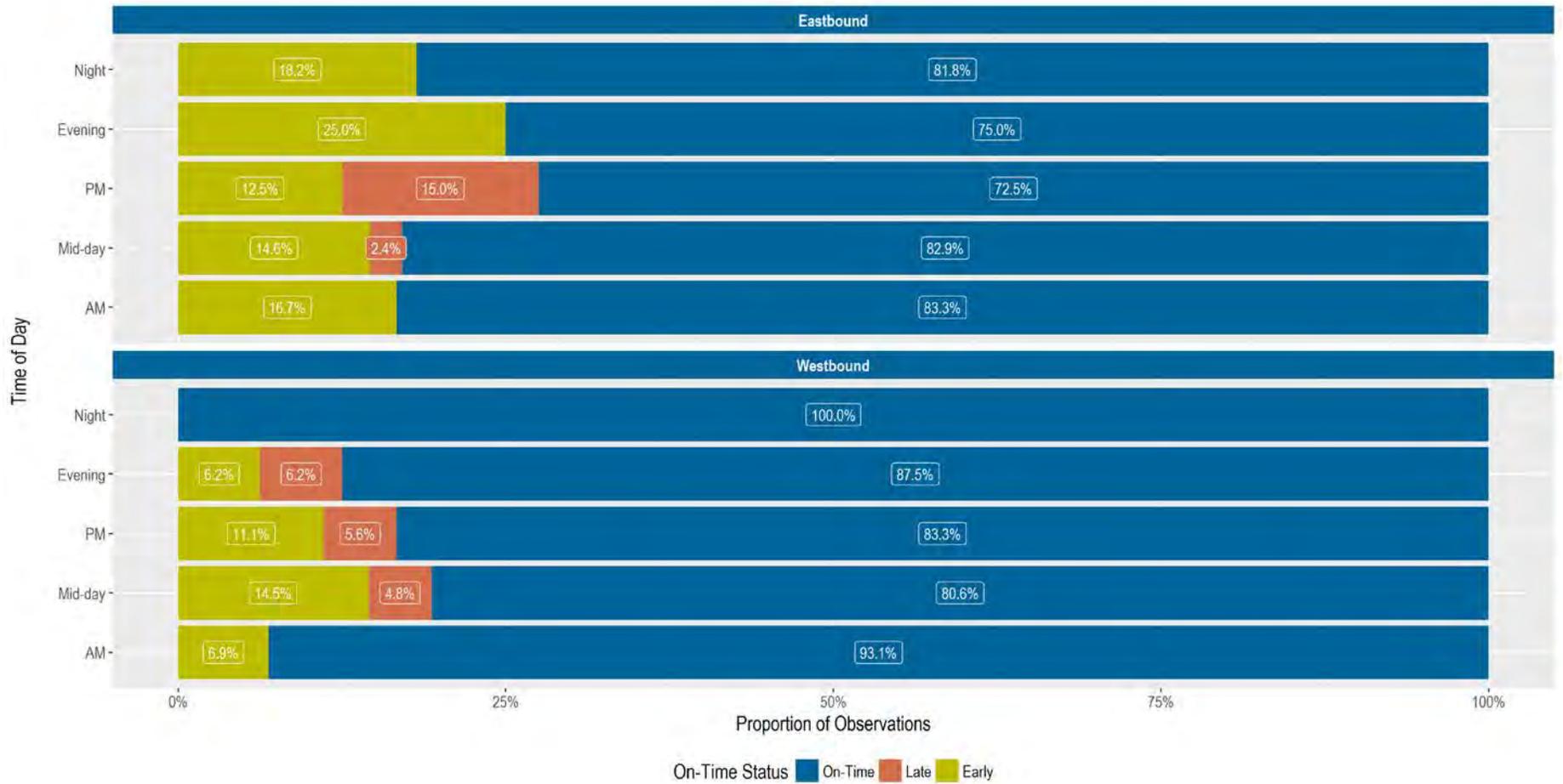


Figure 13 On-Time Performance by Time Period, Route 2 (Green)



Summary Tables

Figure 14 Summary by Direction, Route 2 (Green)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Eastbound	842.7	827.3	79.9%	15.6%	4.5%	29.5	16th St. at Grand Ave.
Westbound	811.0	832.5	85.4%	10.6%	4.0%	22.0	16th St. at Grand Ave.
Total	1653.7	1659.8	82.7%	13.1%	4.2%	29.5	16th St. at Grand Ave.

Figure 15 Summary by Segment, Route 2 (Green)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Ontario St. at California Ave. to State Gym	545.9	523.8	29.5	77.6%	22.4%	0.0%	Hyland Ave. at Forest Hills Dr.
State Gym to City Hall	457.2	602.4	21.0	73.3%	26.7%	0.0%	6th St. at Brookridge Ave.
City Hall to Ames High School	165.6	227.9	14.5	86.6%	7.5%	6.0%	16th St. at Grand Ave.
Ames High School to North Grand Mall	103.9	134.2	6.0	75.8%	12.1%	12.1%	20th St. at Fellows School
North Grand Mall to 9th St. at Grand Ave.	158.0	151.6	9.0	95.9%	4.1%	0.0%	16th St. at Grand Ave.
9th St. at Grand Ave. to Kildee Hall	385.8	278.0	21.0	80.3%	19.7%	0.0%	6th St. at Brookridge Ave.
Kildee Hall to Ontario St. at California Ave.	817.7	798.5	29.5	75.3%	16.9%	7.8%	Ontario St. at Alabama Ln.

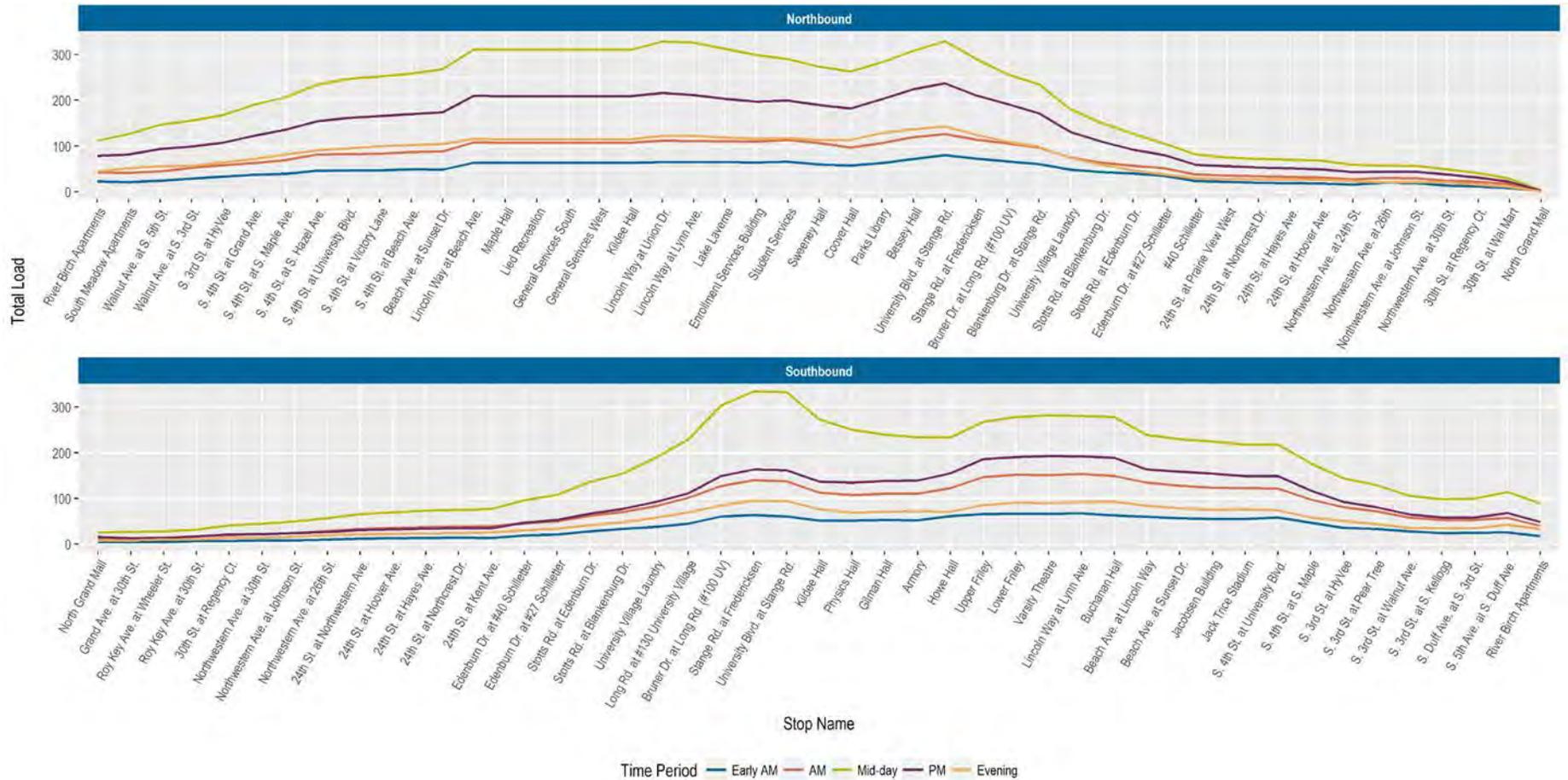
Figure 16 Summary by Time of Day (APC), Route 2 (Green)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Eastbound	AM	134.8	128.7	29.5	83.3%	16.7%	0.0%	16th St. at Grand Ave.
Eastbound	Midday	365.5	359.1	29.5	82.9%	14.6%	2.4%	16th St. at Grand Ave.
Eastbound	PM	192.8	192.8	21.0	72.5%	12.5%	15.0%	16th St. at Grand Ave.
Eastbound	Evening	86.5	83.5	17.7	75.0%	25.0%	0.0%	16th St. at Grand Ave.
Eastbound	Night	66.5	63.7	29.5	81.8%	18.2%	0.0%	16th St. at Grand Ave.
Westbound	AM	152.7	156.5	15.7	93.1%	6.9%	0.0%	16th St. at Grand Ave.
Westbound	Midday	341.8	352.3	22.0	80.6%	14.5%	4.8%	16th St. at Grand Ave.
Westbound	PM	191.7	194.3	22.0	83.3%	11.1%	5.6%	16th St. at Grand Ave.
Westbound	Evening	83.0	84.5	14.7	87.5%	6.2%	6.2%	16th St. at Grand Ave.
Westbound	Night	41.8	44.8	16.7	100.0%	0.0%	0.0%	16th St. at Grand Ave.

ROUTE 3 (BLUE)

Summary Charts

Figure 17 Weekday Load by Stop for Route 3 (Blue)



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Figure 18 Weekday Boarding/Alighting Profile for Route 3 (Blue)

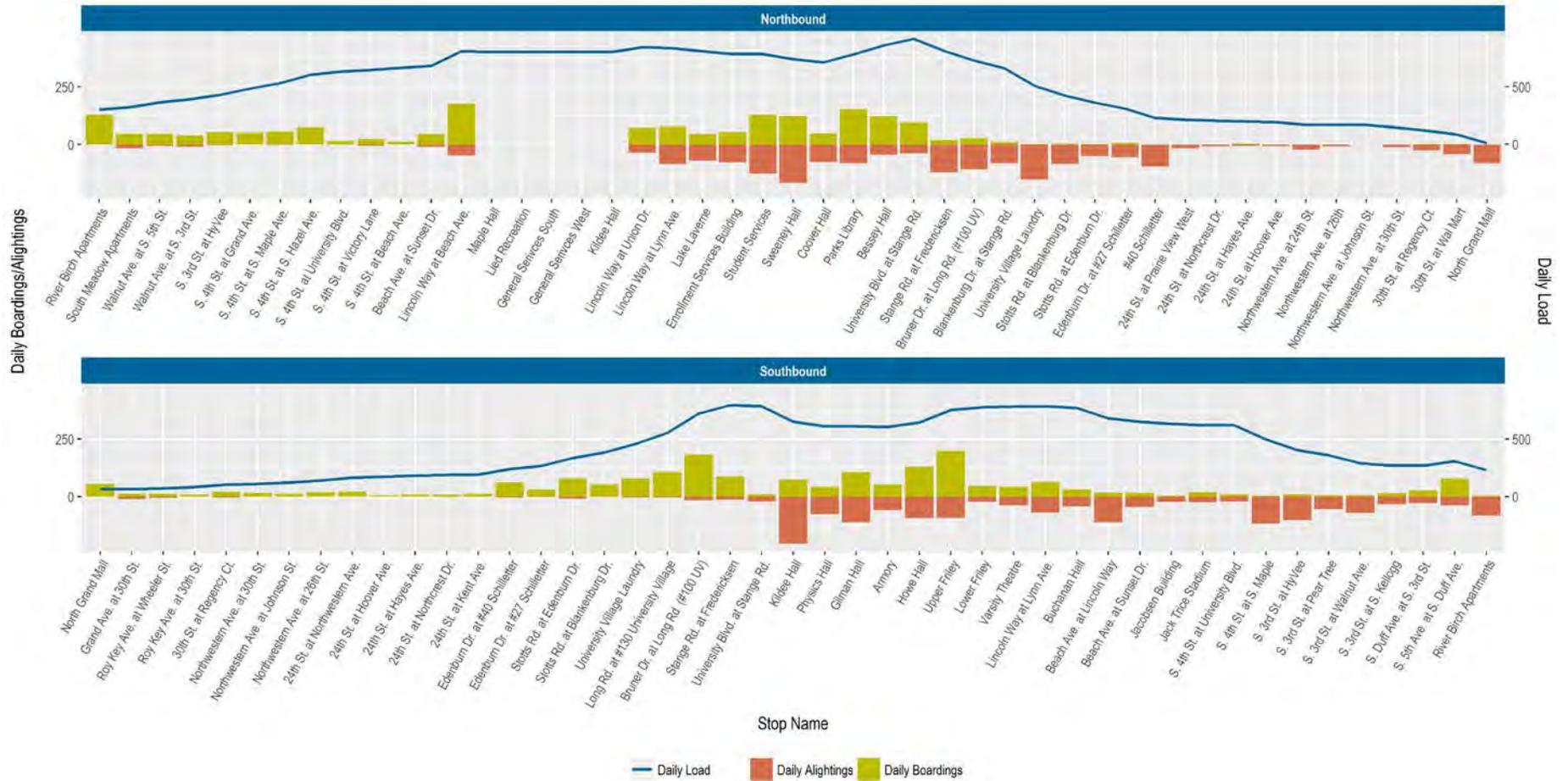


Figure 19 Weekday Ridership and Max Load by Trip for Route 3 (Blue)

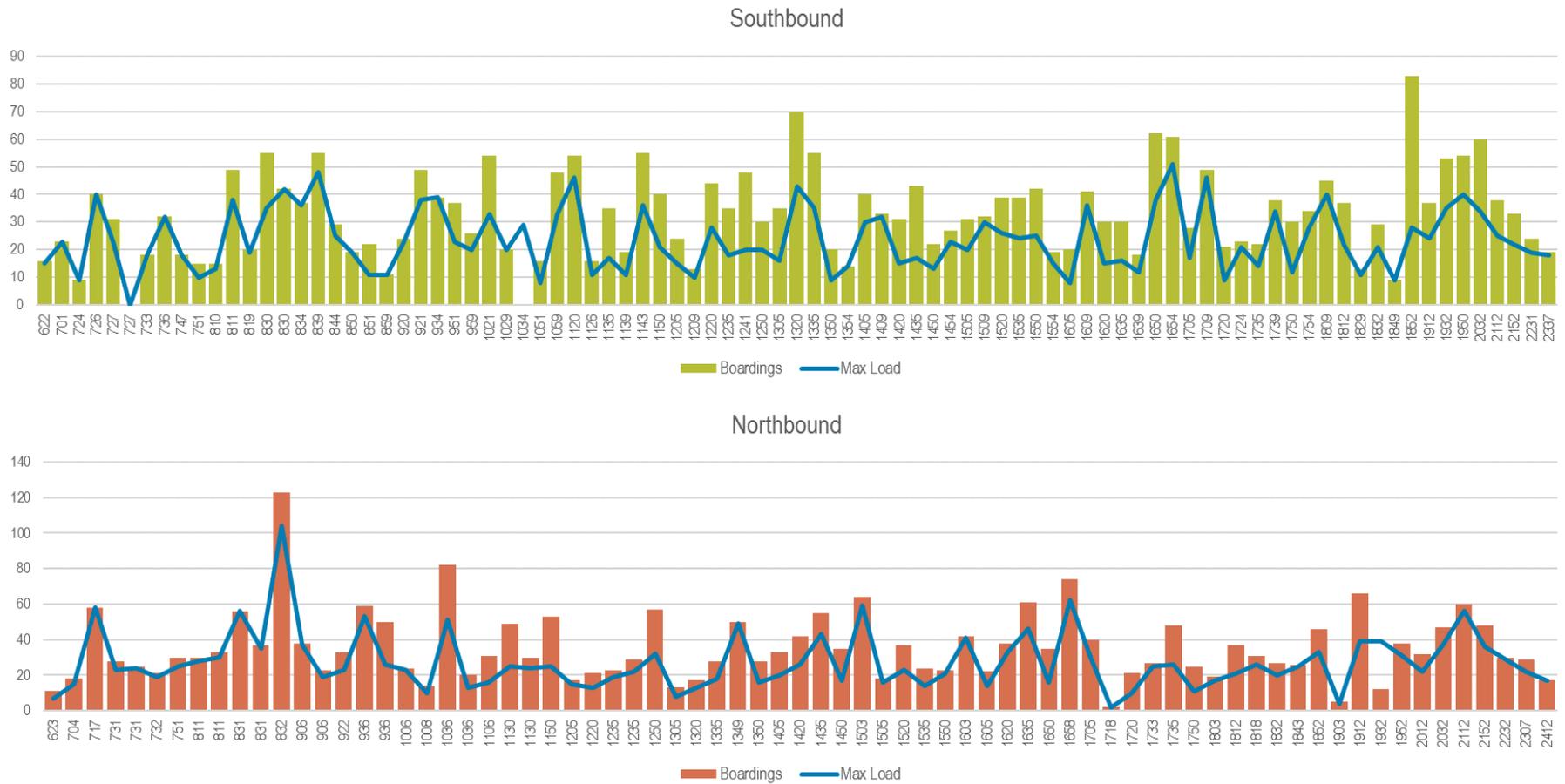


Figure 20 Tuesday/Thursday Boardings by Trip Start Time for Route 3 (Blue)

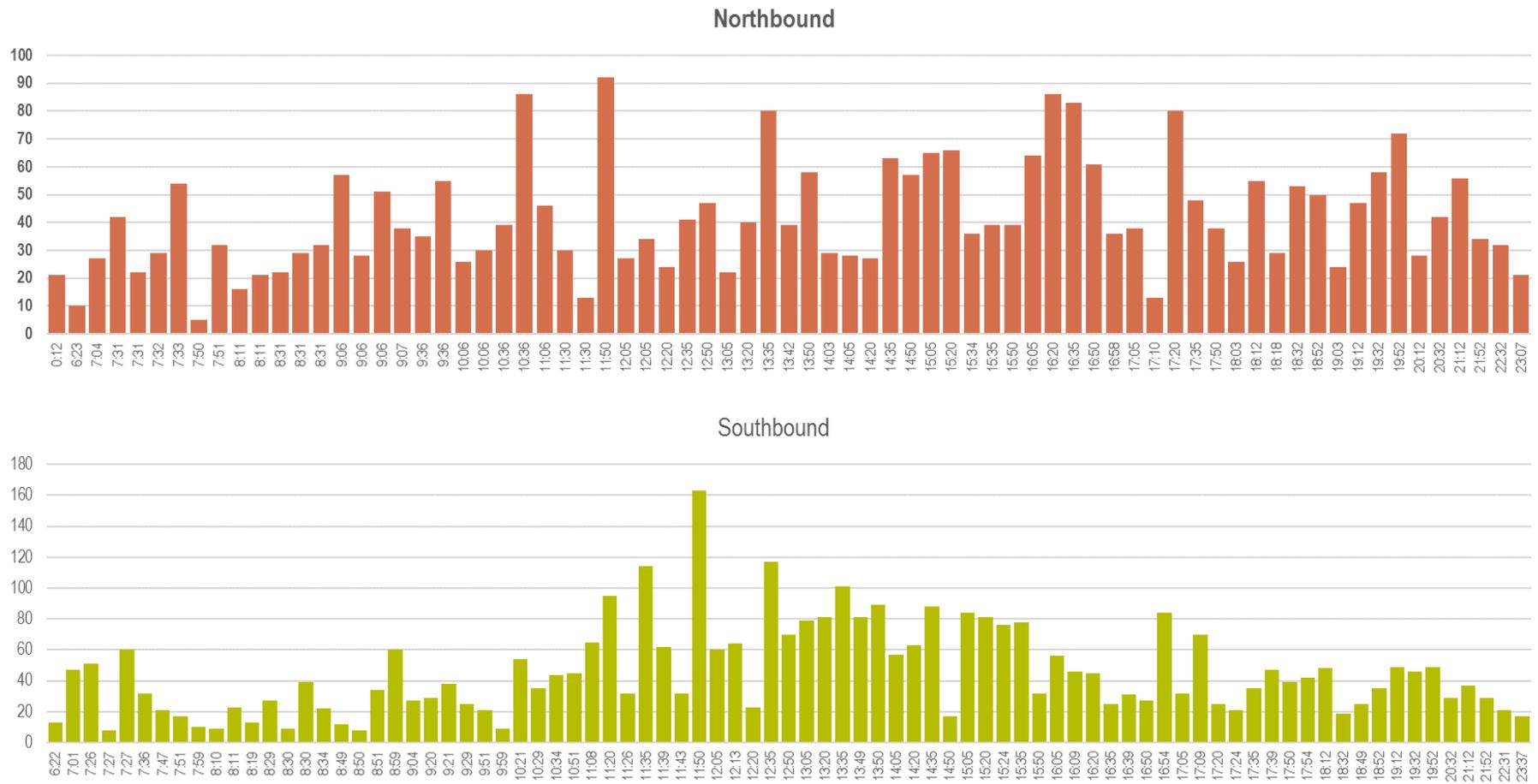
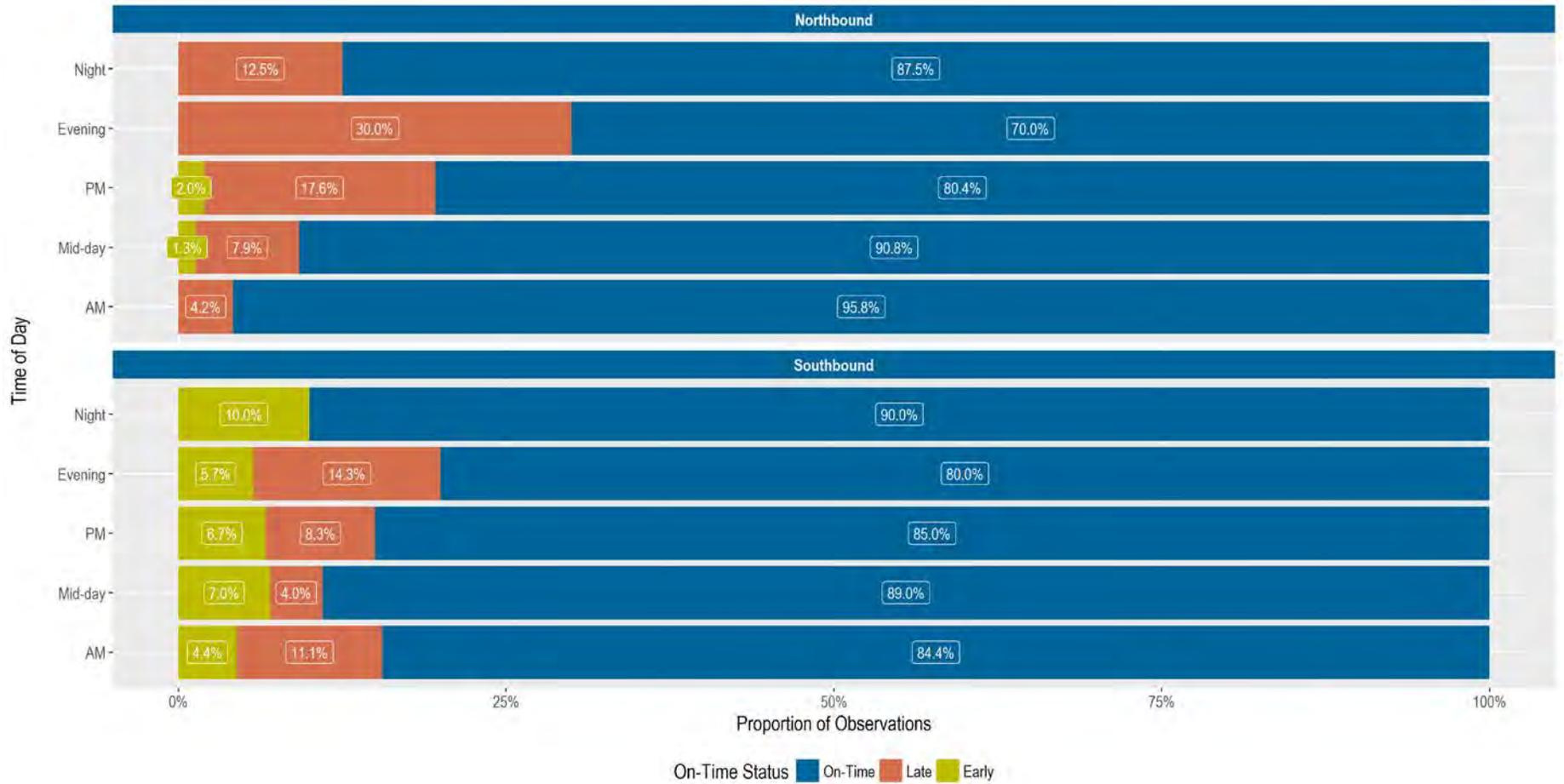


Figure 21 On-Time Performance by Time Period, Route 3 (Blue)



Summary Tables

Figure 22 Summary by Direction, Route 3 (Blue)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Northbound	1748.8	1921.7	85.3%	1.0%	13.7%	32	#40 Schilleter
Southbound	1907.3	1667.7	86.2%	6.5%	7.3%	25	24th St. at Hayes Ave.
Total	3656.2	3589.3	85.7%	3.8%	10.5%	32	#40 Schilleter

Figure 23 Summary by Segment, Route 3 (Blue)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
River Birch Apartments to Beach Ave. at Lincoln Way	0.0	0.0	0	94.9%	2.0%	3.0%	NA
Beach Ave. at Lincoln Way to Bruner Dr. at Long Rd. (#100 UV)	0.0	0.0	0	84.0%	2.0%	14.0%	NA
Bruner Dr. at Long Rd. (#100 UV) to North Grand Mall	419.1	902.5	31	75.5%	0.0%	24.5%	#40 Schilleter
North Grand Mall to Edenburn Dr. at #40 Schilleter	275.7	175.6	12	93.3%	5.8%	1.0%	24th St. at Hayes Ave.
Edenburn Dr. at #40 Schilleter to Kildee Hall	889.5	791.6	32	86.5%	10.8%	2.7%	Edenburn Dr. at #27 Schilleter
Kildee Hall to Jack Trice Stadium	969.8	1112.6	25	86.8%	8.5%	4.7%	Beach Ave. at Sunset Dr.
Jack Trice Stadium to River Birch Apartments	374.0	583.9	20	79.0%	5.0%	16.0%	River Birch Apartments

Figure 24 Summary by Time of Day (APC), Route 3 (Blue)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Northbound	AM	239.8	258.5	32.0	95.8%	0.0%	4.2%	#40 Schilleter
Northbound	Midday	652.0	713.7	32.0	90.8%	1.3%	7.9%	#40 Schilleter
Northbound	PM	452.0	497.5	32.0	80.4%	2.0%	17.6%	#40 Schilleter
Northbound	Evening	253.3	290.0	25.7	70.0%	0.0%	30.0%	#40 Schilleter
Northbound	Night	151.7	162.0	32.0	87.5%	0.0%	12.5%	#40 Schilleter
Southbound	AM	365.0	318.6	21.7	84.4%	4.4%	11.1%	24th St. at Hayes Ave.
Southbound	Midday	738.8	646.4	25.0	89.0%	7.0%	4.0%	24th St. at Hayes Ave.
Southbound	PM	416.0	367.6	22.0	85.0%	6.7%	8.3%	24th St. at Hayes Ave.
Southbound	Evening	244.1	207.9	25.0	80.0%	5.7%	14.3%	24th St. at Hayes Ave.
Southbound	Night	143.4	127.2	20.8	90.0%	10.0%	0.0%	24th St. at Hayes Ave.

ROUTE 4 (GRAY)

Note: Routes 4 and 4A are separated here for two reasons: (1) They were differentiated in the source data (however, this was not the case for Tuesday/Thursday data, and as a result Figure 28 contains data for Routes 4 and 4A combined). (2) Routes 4 and 4A operate at different times of the day.

Summary Charts

Figure 25 Weekday Load by Stop for Route 4 (Gray)



Figure 26 Weekday Boarding/Alighting Profile for Route 4 (Gray)



Figure 27 Weekday Ridership and Max Load by Trip for Route 4 (Gray)

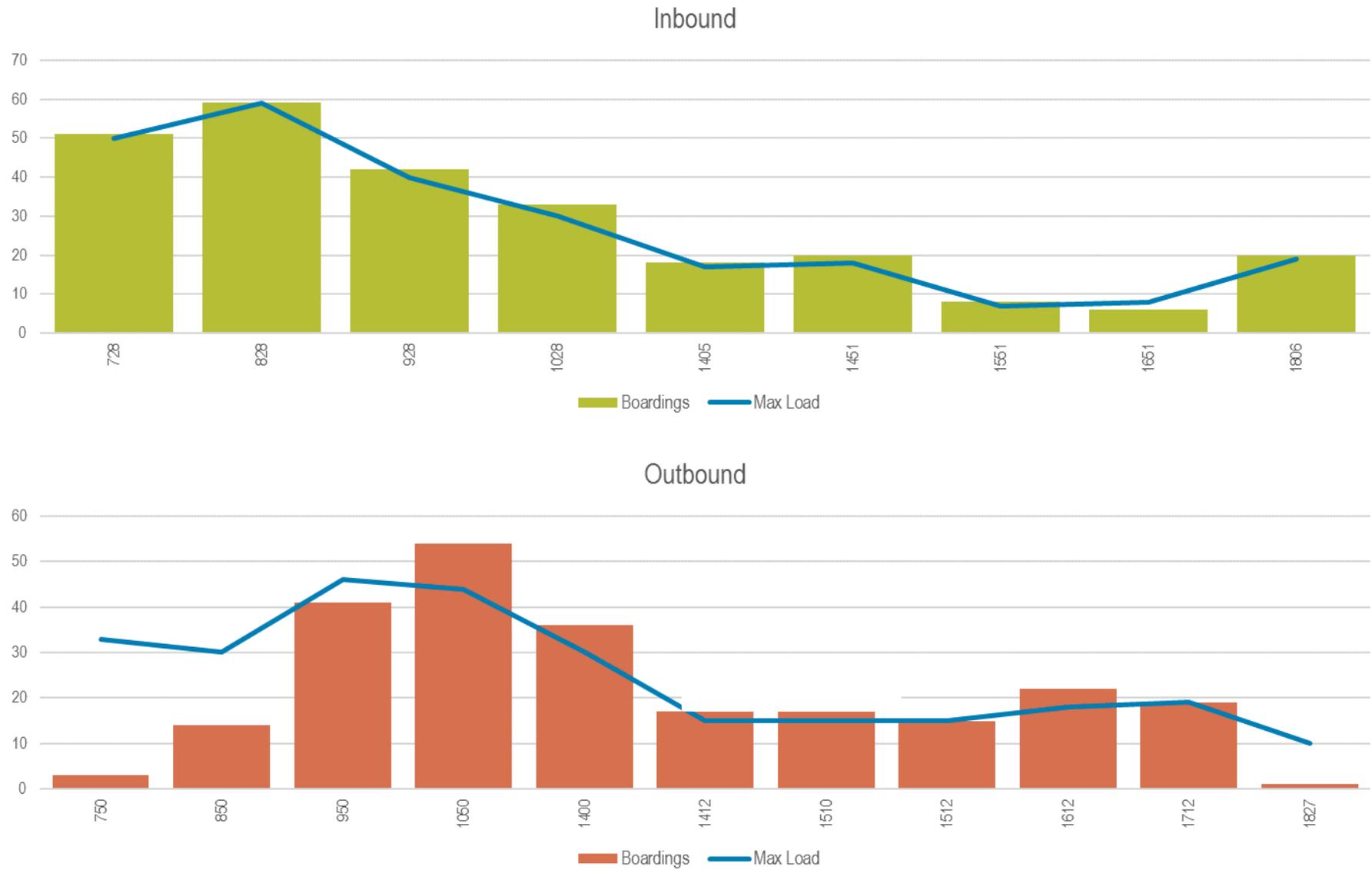
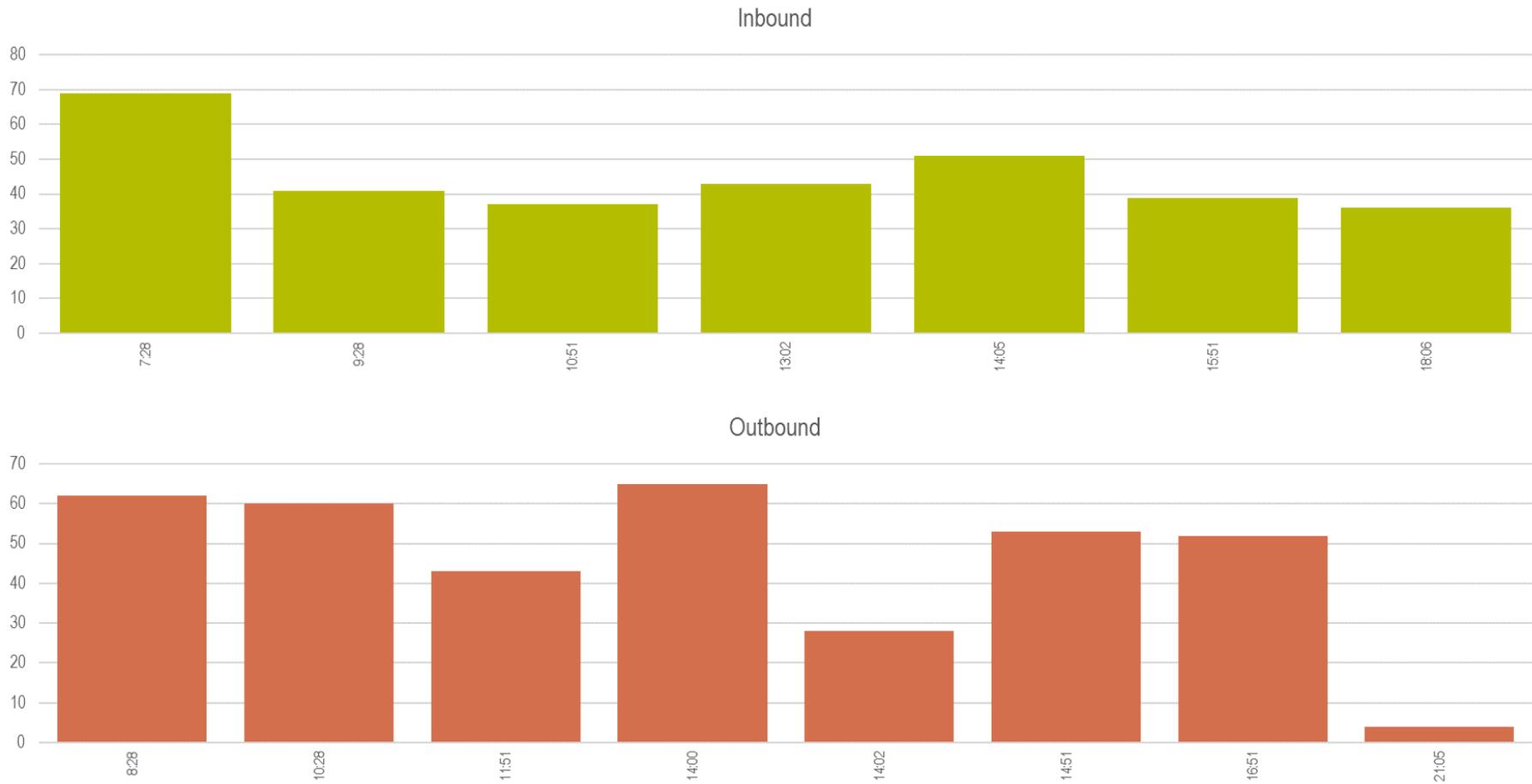


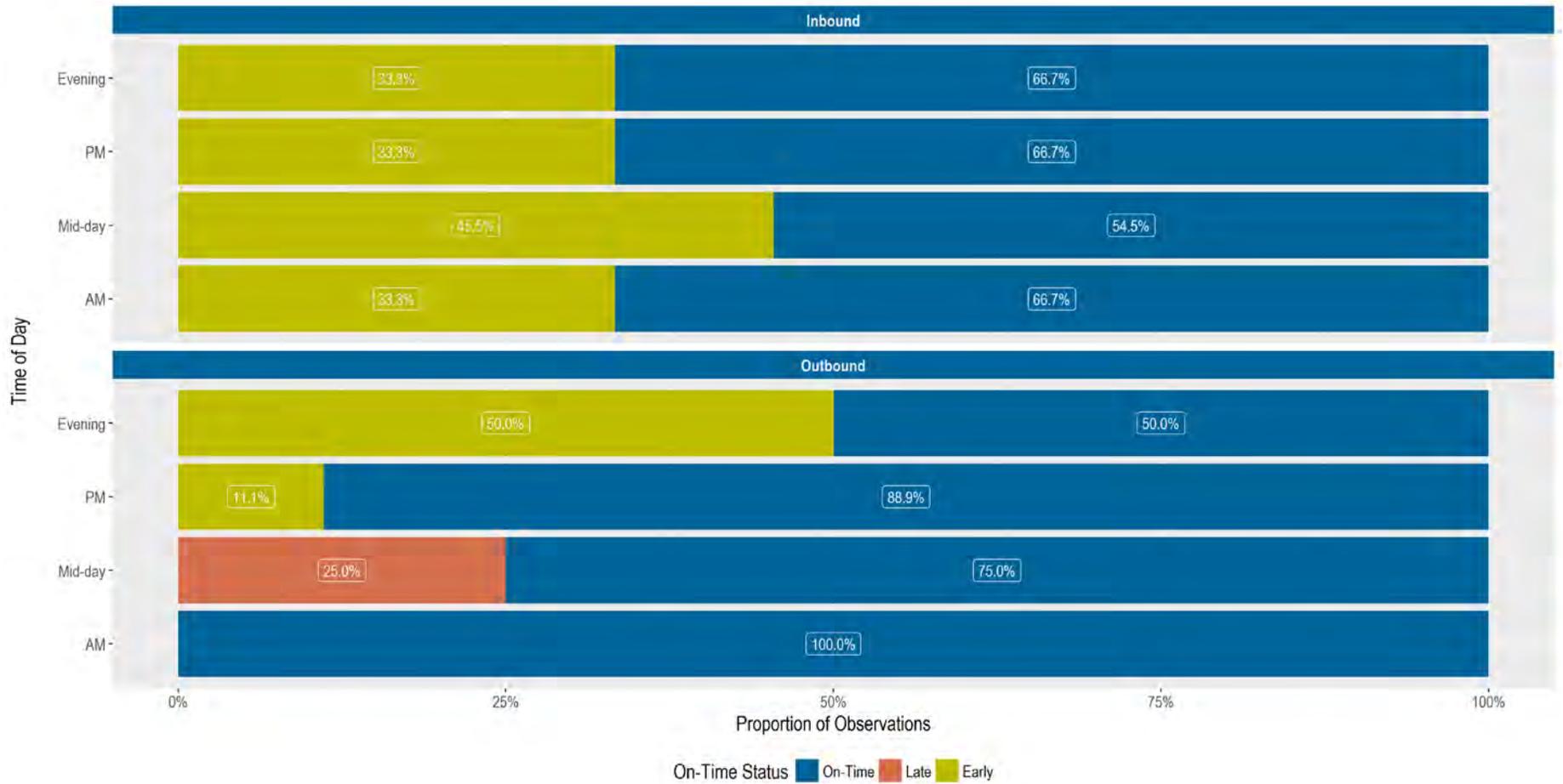
Figure 28 Tuesday/Thursday Boardings by Trip Start Time for Combined Routes 4 and 4A (Gray)¹



¹ In Tuesday/Thursday data, 4 and 4A are combined with no differentiating field. This is not the case for Monday/Wednesday data.

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Figure 29 On-Time Performance by Time Period, Route 4 (Gray)



Summary Tables

Figure 30 Summary by Direction, Route 4 (Gray)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Inbound	256.5	113	61.5%	38.5%	0%	59	Beach Ave. at Sunset Dr.
Outbound	183.5	323	84.0%	8.0%	8%	46	Alexander Ave. at E. Lincoln Way
Total	440.0	436	72.8%	23.2%	4%	59	Beach Ave. at Sunset Dr.

Figure 31 Summary by Segment, Route 4 (Gray)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Kildee Hall to Iowa State Center	376	379	59	83.3%	11.1%	5.6%	Beach Ave. at Sunset Dr.
Iowa State Center to S. Bell Ave. at DMACC	195	91	48	75.0%	12.5%	12.5%	Iowa State Center
S. Bell Ave. at DMACC to Iowa State Center	197	90	48	52.9%	47.1%	0.0%	Iowa State Center
Iowa State Center to Kildee Hall	248	204	59	44.4%	55.6%	0.0%	Beach Ave. at Sunset Dr.

Figure 32 Summary by Time of Day (APC), Route 4 (Gray)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Outbound	AM	17	77	33	100.0%	0.0%	0%	Alexander Ave. at E. Lincoln Way
Outbound	Midday	112	167	46	75.0%	0.0%	25%	Alexander Ave. at E. Lincoln Way
Outbound	PM	56	75	19	88.9%	11.1%	0%	Alexander Ave. at E. Lincoln Way
Outbound	Evening	1	11	10	50.0%	50.0%	0%	Alexander Ave. at E. Lincoln Way
Inbound	AM	110	50	59	66.7%	33.3%	0%	Beach Ave. at Sunset Dr.
Inbound	Midday	113	46	40	54.5%	45.5%	0%	Beach Ave. at Sunset Dr.
Inbound	PM	14	7	8	66.7%	33.3%	0%	Beach Ave. at Sunset Dr.
Inbound	Evening	20	10	19	66.7%	33.3%	0%	Beach Ave. at Sunset Dr.

ROUTE 4A (GRAY)

Note: Routes 4 and 4A are separated here for two reasons: (1) They were differentiated in the source data (however, this was not the case for Tuesday/Thursday data, and as a result Figure 28 contains data for Routes 4 and 4A combined). (2) Routes 4 and 4A operate at different times of the day.

Summary Charts

Figure 33 Weekday Load by Stop for Route 4A (Gray)

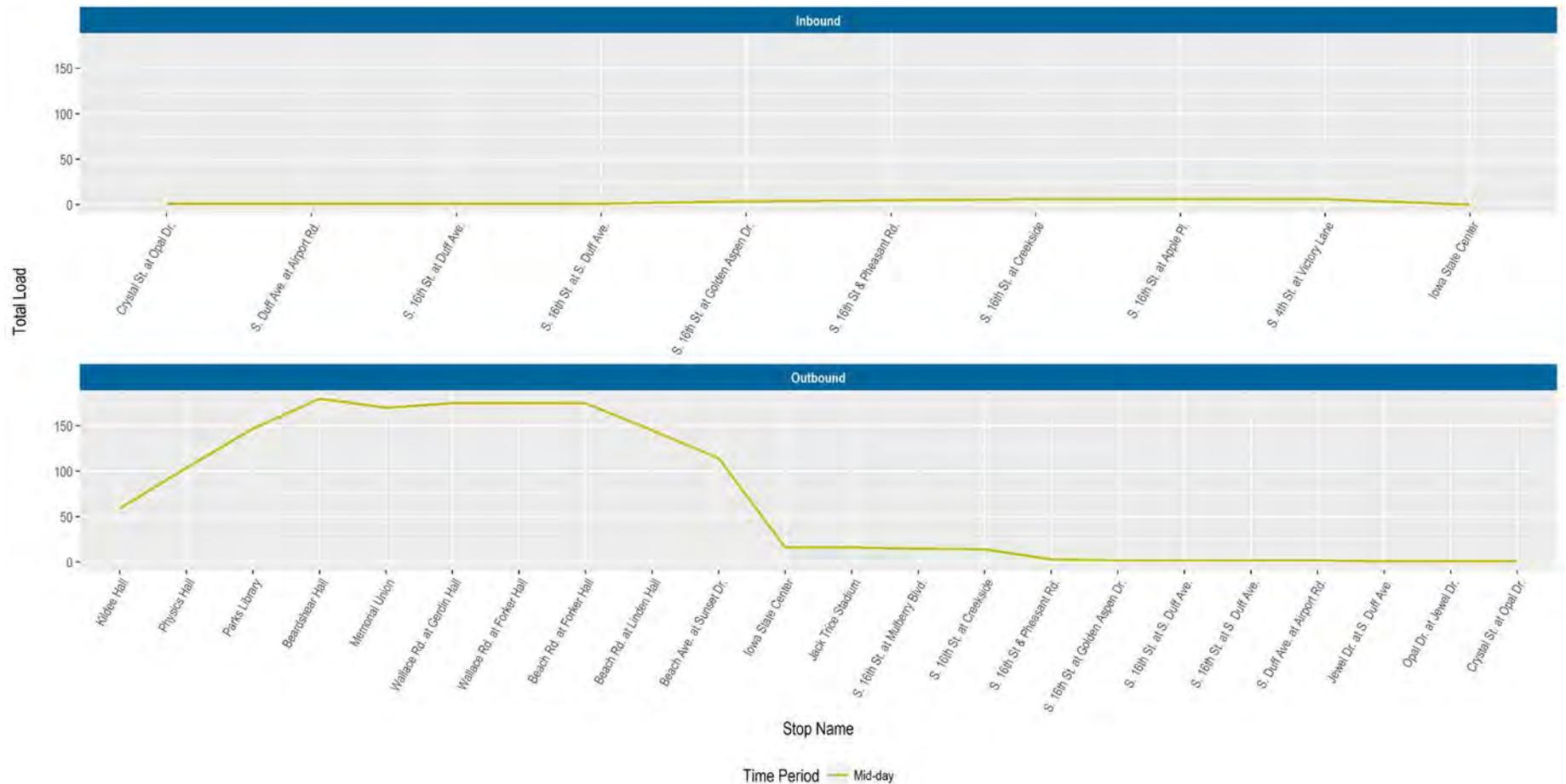


Figure 34 Weekday Boarding/Alighting Profile for Route 4A (Gray)



Figure 35 Weekday Ridership and Max Load by Trip for Route 4A (Gray)

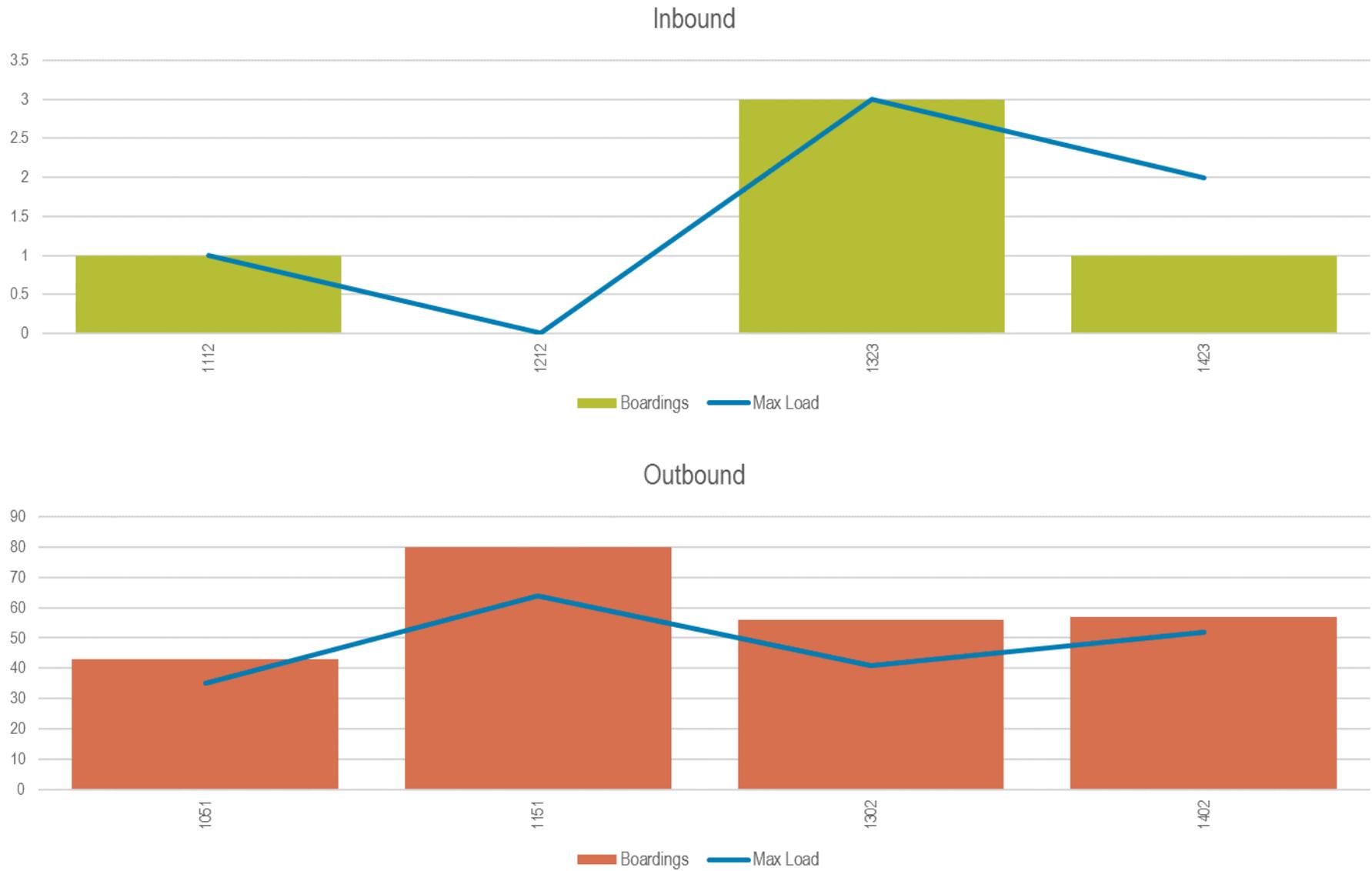
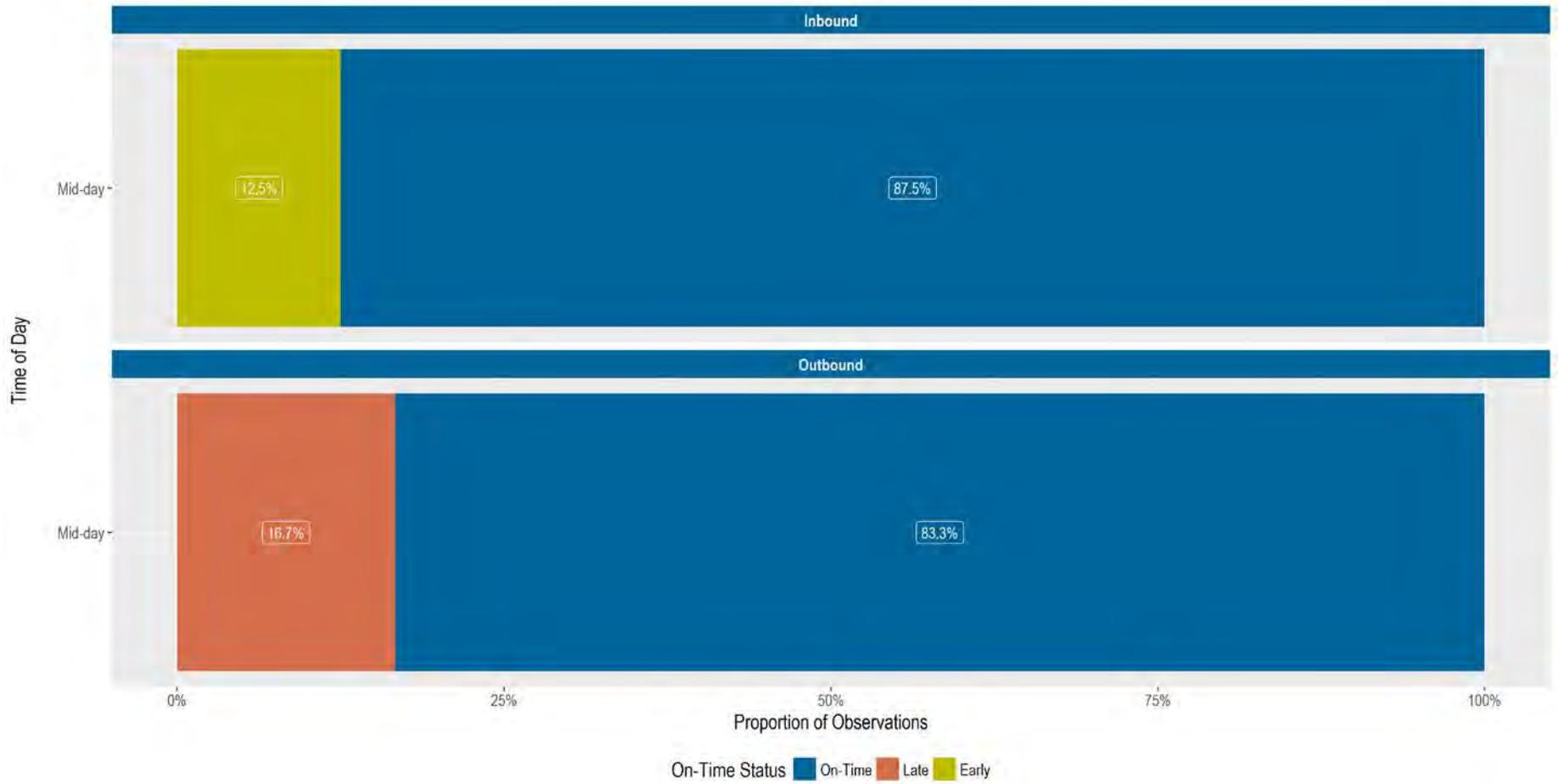


Figure 36 On-Time Performance by Time Period, Route 4A (Gray)



Summary Tables

Figure 37 Summary by Direction, Route 4A (Gray)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Inbound	5	6	87.5%	12.5%	0.0%	3	Crystal St. at Opal Dr.
Outbound	236	235	83.3%	0.0%	16.7%	64	Beach Ave. at Sunset Dr.
Total	241	241	85.4%	6.2%	8.3%	64	Beach Ave. at Sunset Dr.

Figure 38 Summary by Segment, Route 4A (Gray)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Kildee Hall to Iowa State Center	235	225	64	87.5%	0.0%	12.5%	Beach Ave. at Sunset Dr.
Iowa State Center to Jewel Dr. at S. Duff Ave.	5	119	9	75.0%	0.0%	25.0%	Iowa State Center
S. 16th St. at Golden Aspen Dr. to Iowa State Center	5	117	9	87.5%	12.5%	0.0%	Iowa State Center

Figure 39 Summary by Time of Day (APC), Route 4A (Gray)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Outbound	Midday	236	235	64	83.3%	0.0%	16.7%	Beach Ave. at Sunset Dr.
Inbound	Midday	5	6	3	87.5%	12.5%	0.0%	Crystal St. at Opal Dr.

ROUTE 5 (YELLOW)

Summary Charts

Figure 40 Weekday Load by Stop for Route 5 (Yellow)

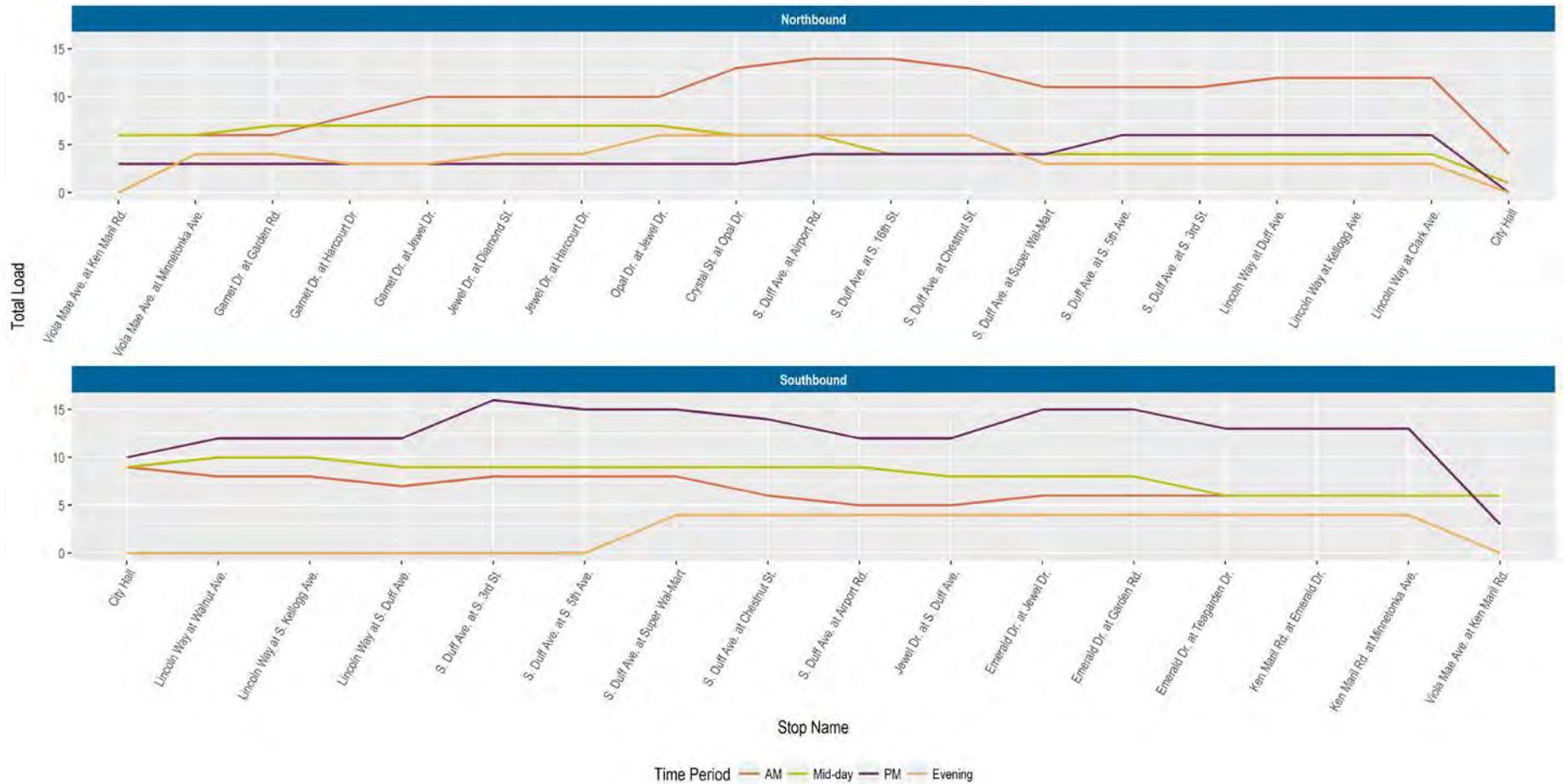


Figure 41 Weekday Boarding/Alighting Profile for Route 5 (Yellow)

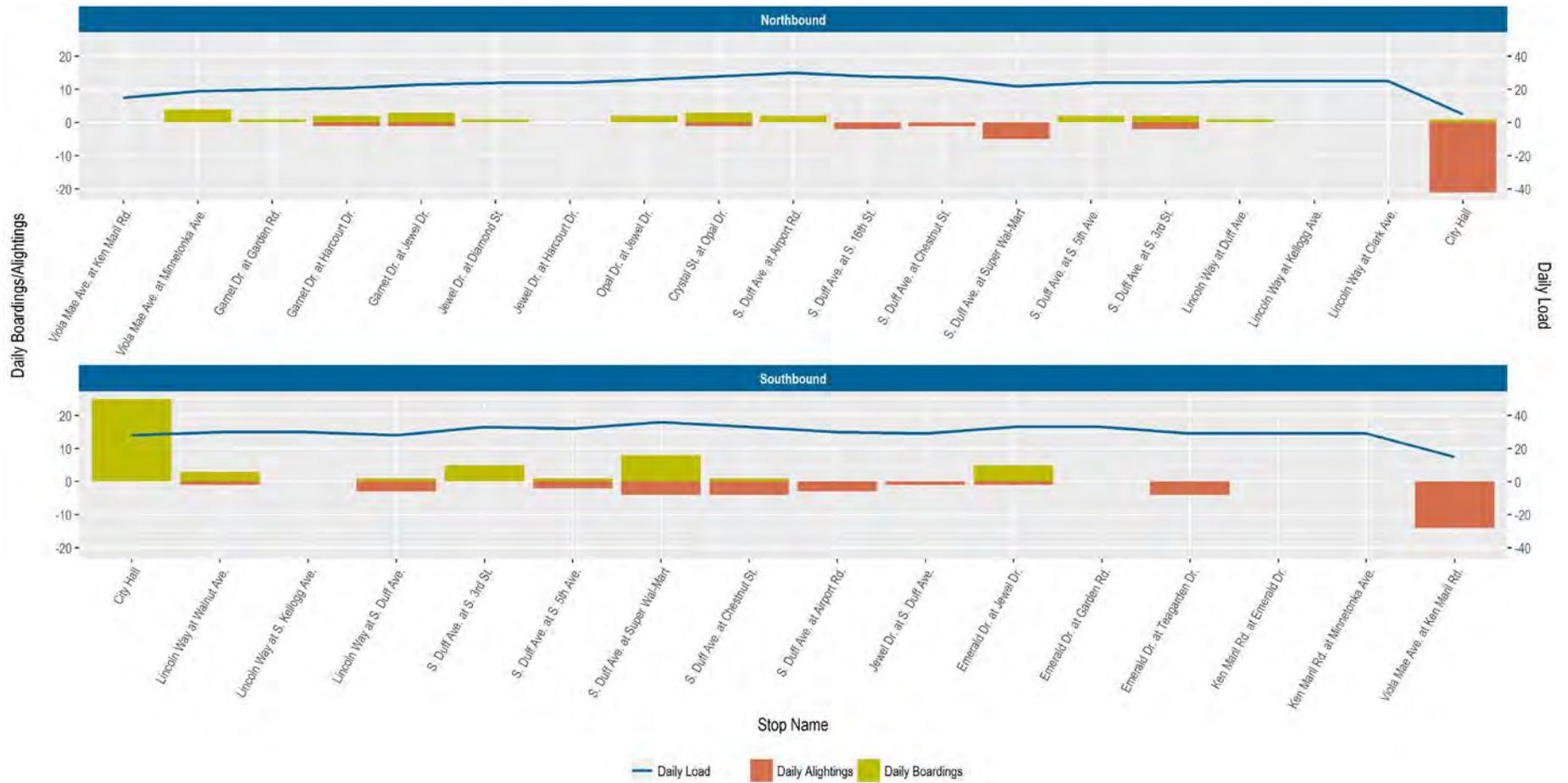


Figure 42 Weekday Ridership and Max Load by Trip for Route 5 (Yellow)

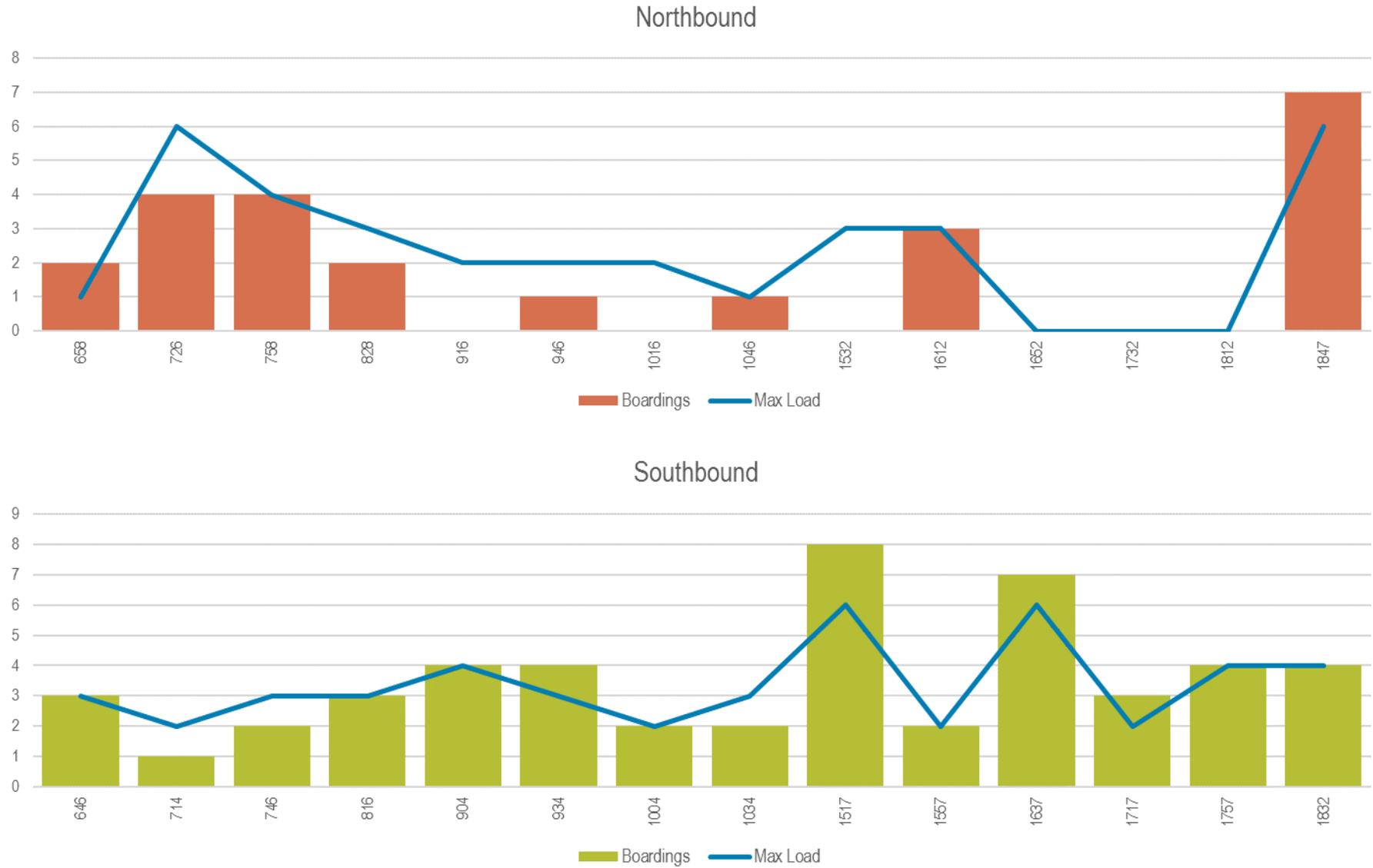


Figure 43 Tuesday/Thursday Boardings by Trip Start Time for Route 5 (Yellow)

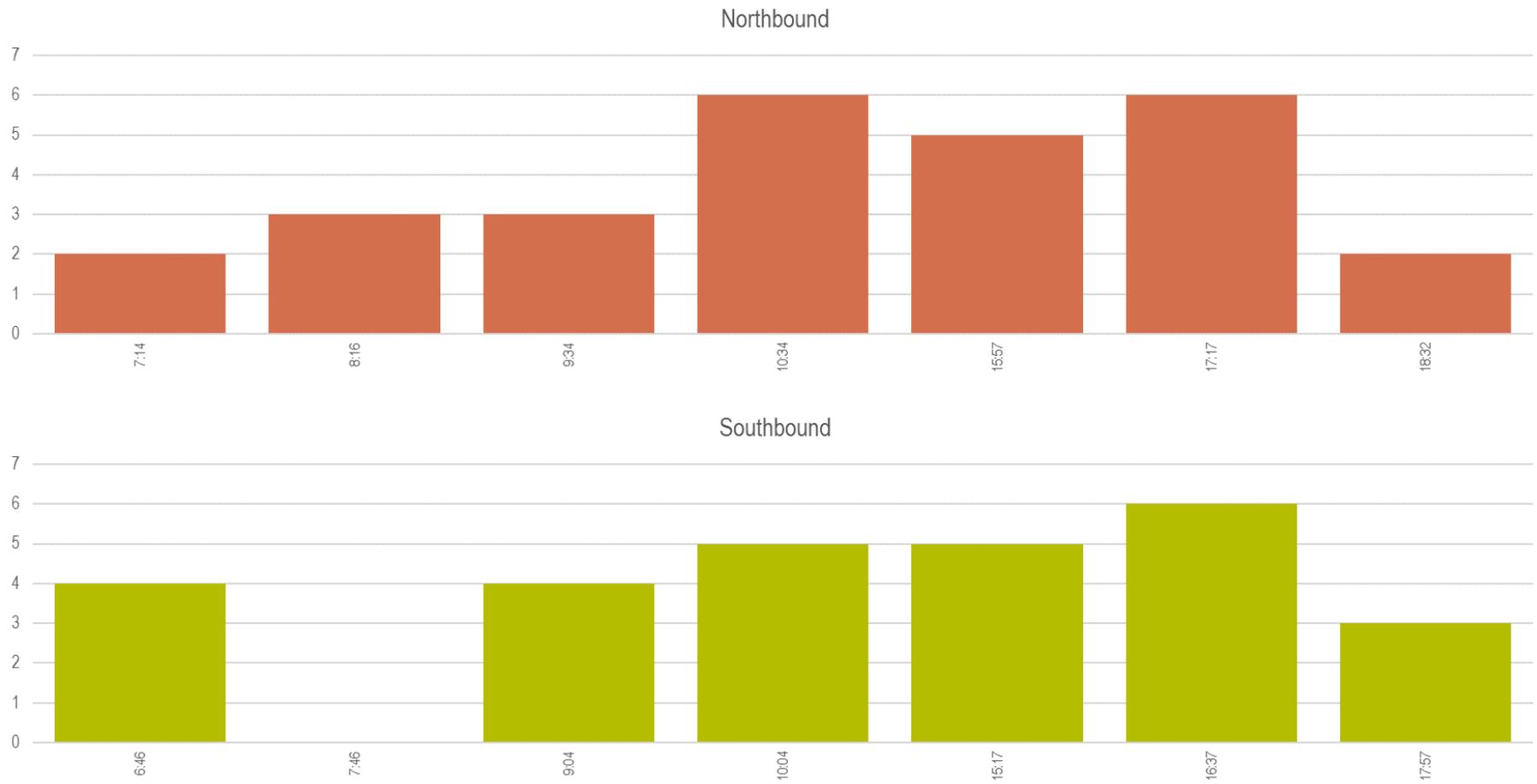
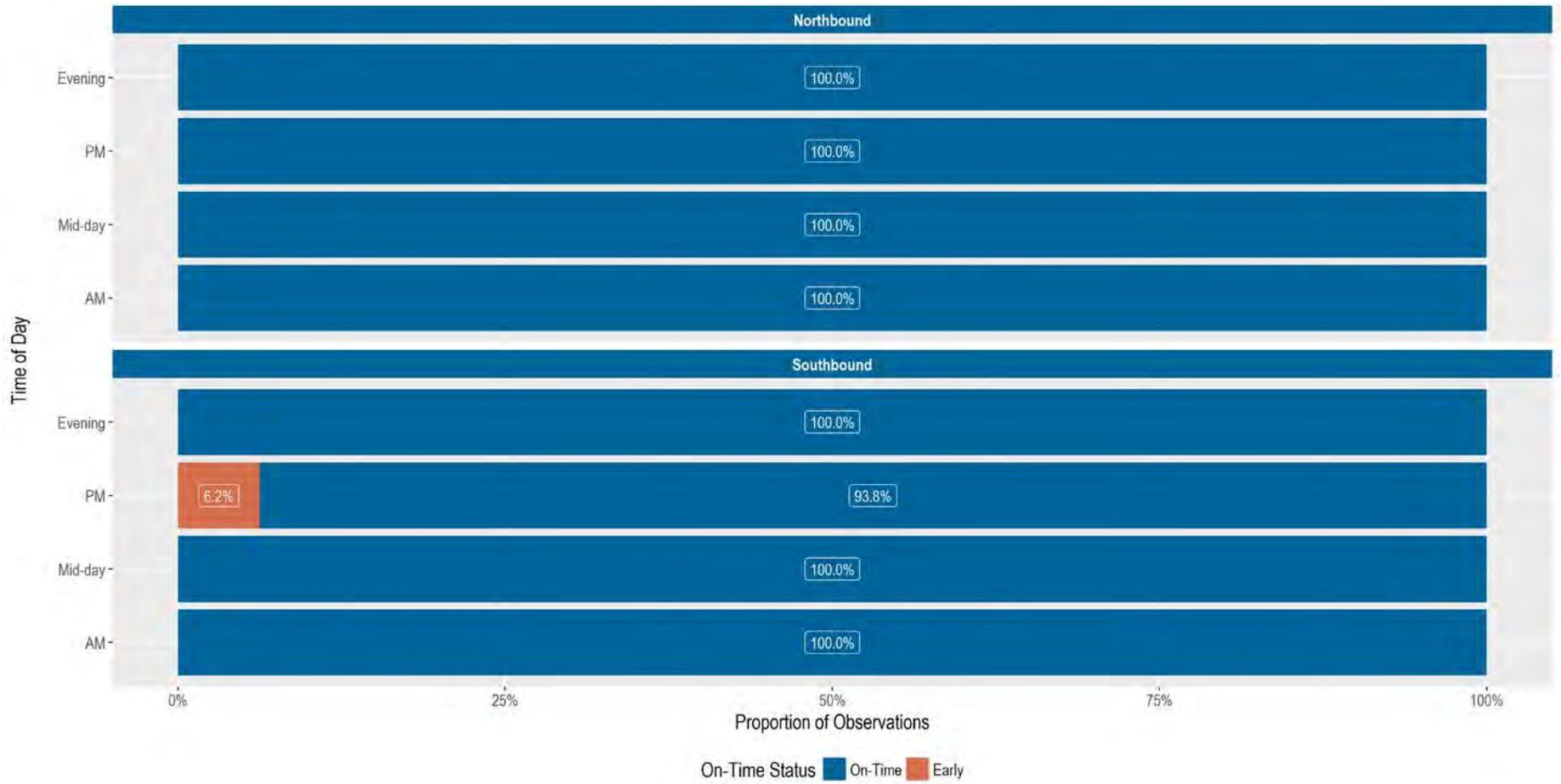


Figure 44 On-Time Performance by Time Period, Route 5 (Yellow)



Summary Tables

Figure 45 Summary by Direction, Route 5 (Yellow)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Northbound	24	34	100.0%	0.0%	0%	6	City Hall
Southbound	49	37	97.7%	2.3%	0%	6	City Hall
Total	73	71	98.8%	1.2%	0%	6	City Hall

Figure 46 Summary by Segment, Route 5 (Yellow)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Viola Mae Ave. at Ken Maril Rd. to S. Duff Ave. at Chestnut St.	19	27	6	100.0%	0.0%	0%	Crystal St. at Opal Dr.
S. Duff Ave. at Chestnut St. to City Hall	46	39	6	100.0%	0.0%	0%	City Hall
City Hall to S. Duff Ave. at S. 5th Ave.	40	29	6	100.0%	0.0%	0%	City Hall
S. Duff Ave. at S. 5th Ave. to Viola Mae Ave. at Ken Maril Rd.	19	39	6	96.6%	3.4%	0%	S. Duff Ave. at Airport Rd.

Figure 47 Summary by Time of Day (APC), Route 5 (Yellow)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Northbound	AM	12	14	6	100.0%	0.0%	0%	City Hall
Northbound	Midday	2	7	2	100.0%	0.0%	0%	City Hall
Northbound	PM	3	6	3	100.0%	0.0%	0%	City Hall
Northbound	Evening	7	7	6	100.0%	0.0%	0%	City Hall
Southbound	AM	9	5	3	100.0%	0.0%	0%	City Hall
Southbound	Midday	12	7	4	100.0%	0.0%	0%	City Hall
Southbound	PM	24	21	6	93.8%	6.2%	0%	City Hall
Southbound	Evening	4	4	4	100.0%	0.0%	0%	City Hall

ROUTE 6 (BROWN)

Note: Routes 6, 6A, and 6B are separated here for two reasons: (1) They were differentiated in the source data (however, this was not the case for Tuesday/Thursday data, and as a result Figure 51 contains data for Routes 6, 6A, and 6B combined). (2) Routes 6 operates at different times of the day from 6A and 6B.

Summary Charts

Figure 48 Weekday Load by Stop for Route 6 (Brown)

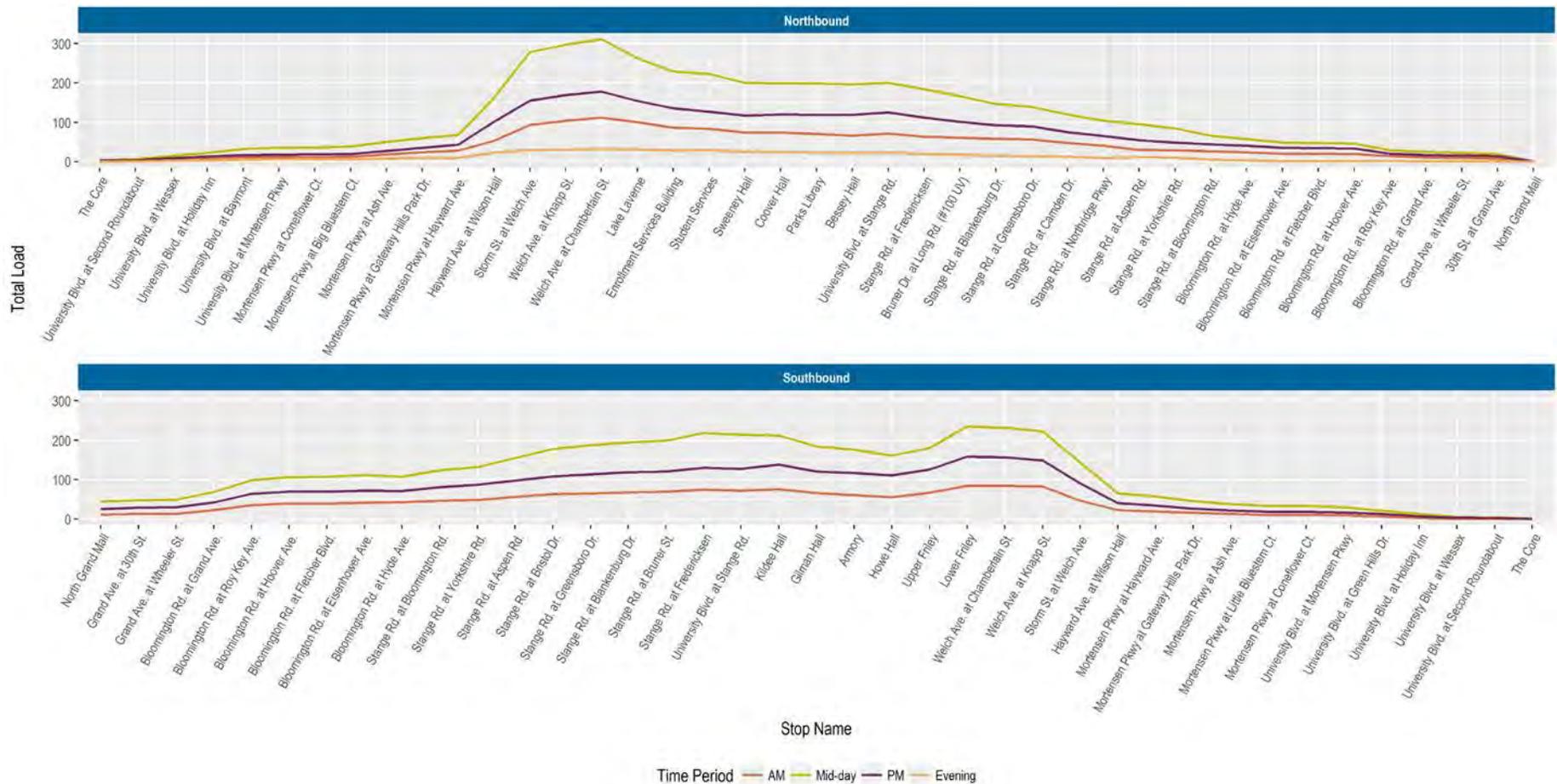


Figure 49 Weekday Boarding/Alighting Profile for Route 6 (Brown)

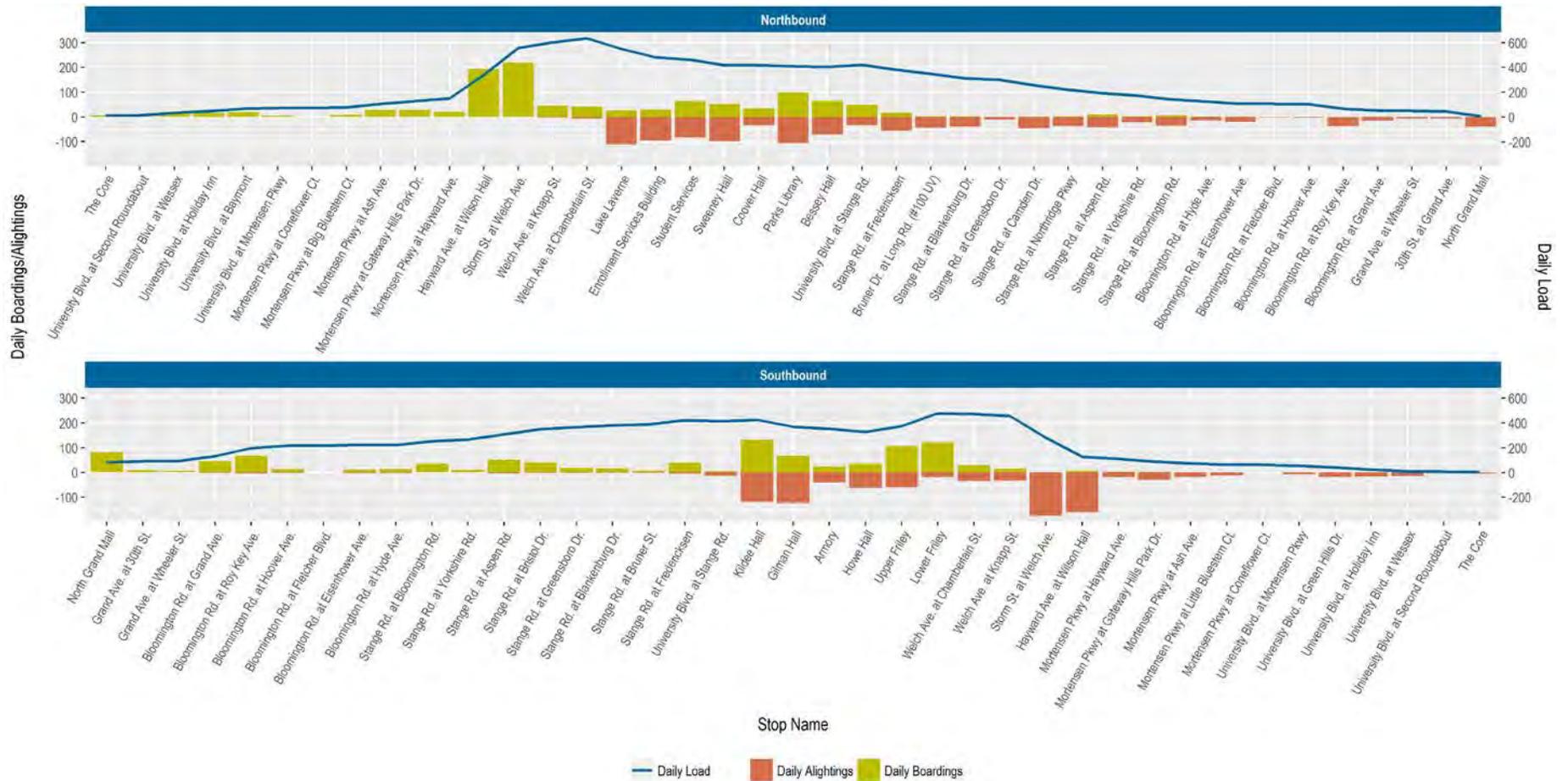


Figure 50 Weekday Ridership and Max Load by Trip for Route 6 (Brown)

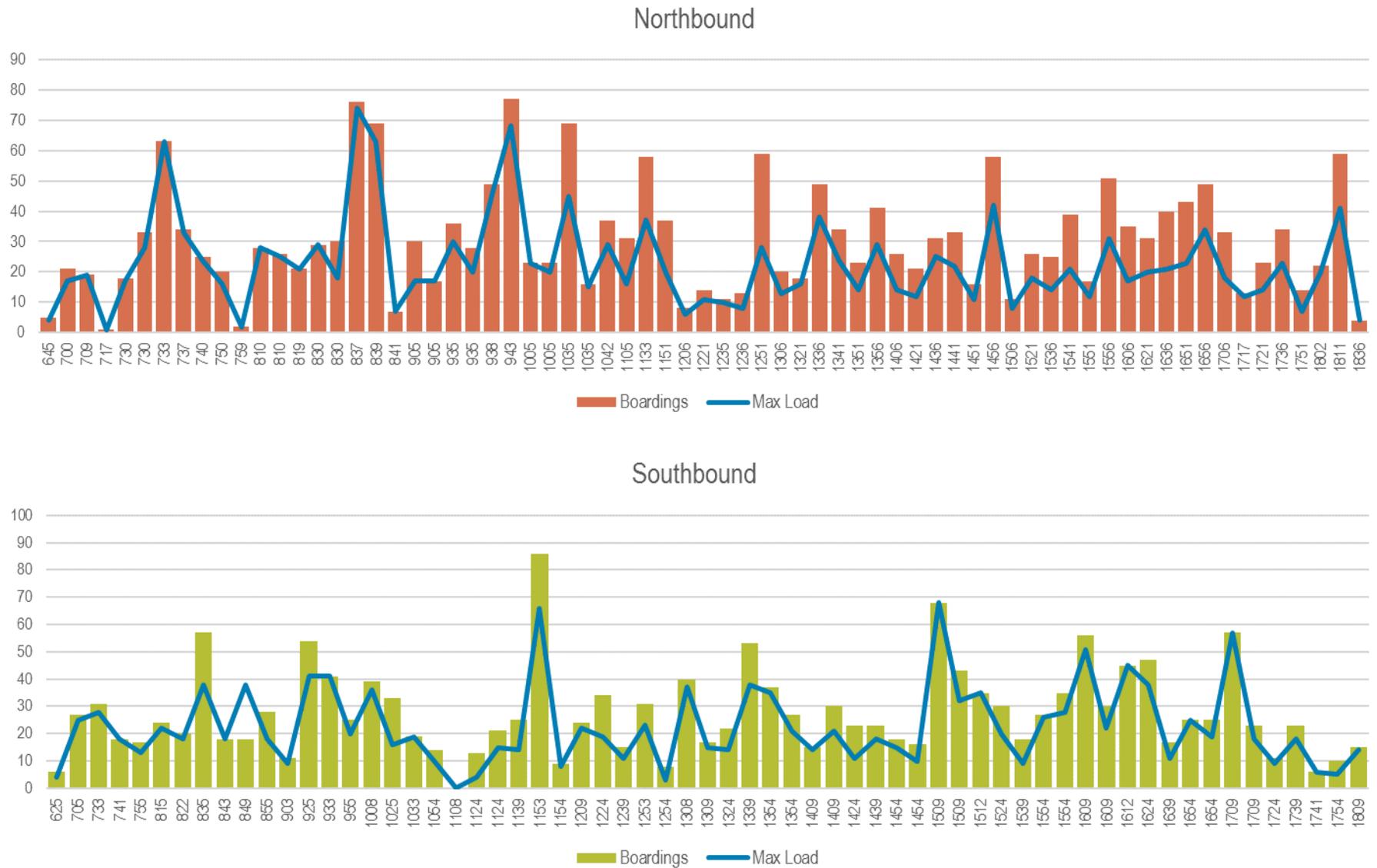
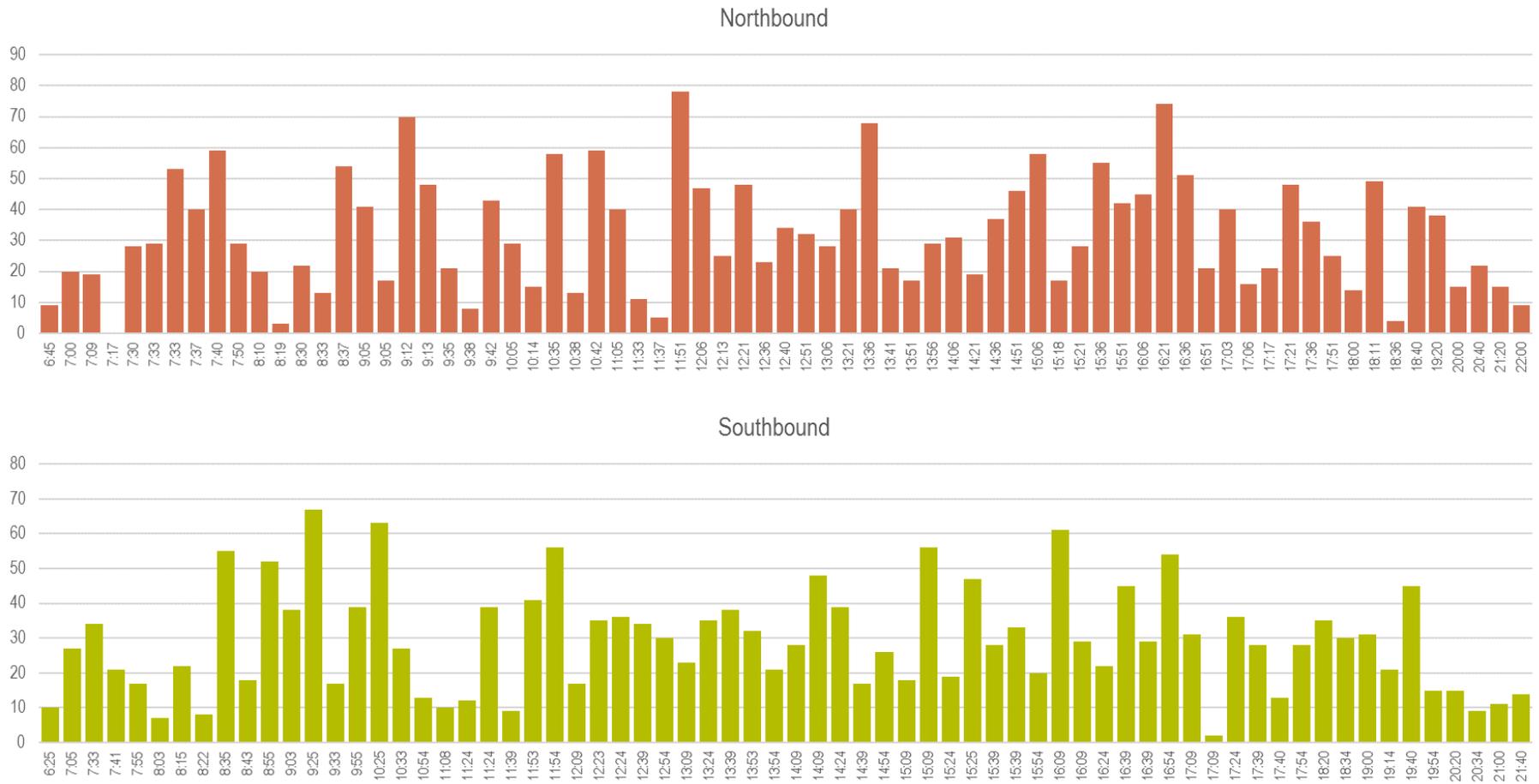


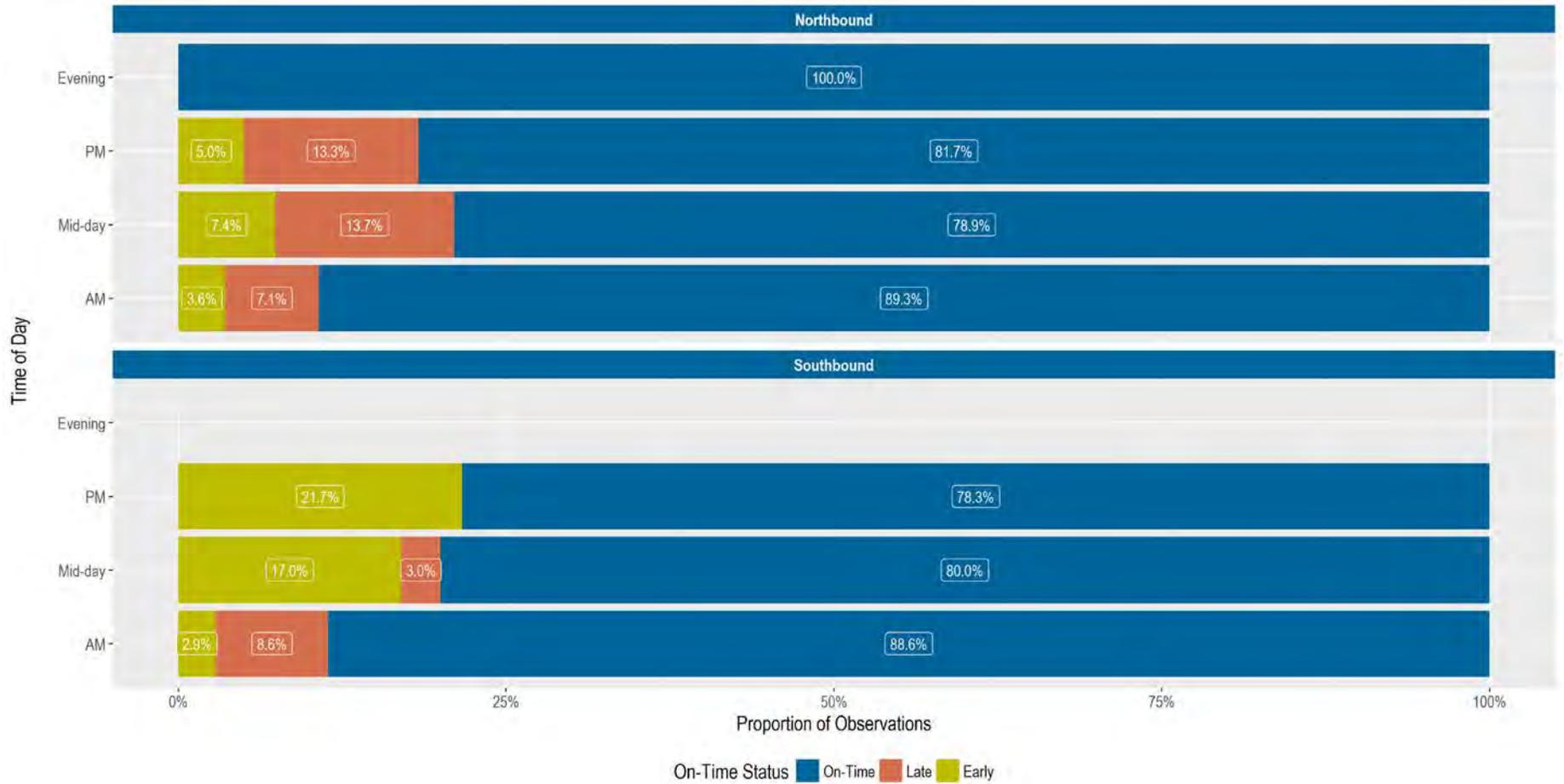
Figure 51 Tuesday/Thursday Boardings by Trip Start Time for Combined Routes 6, 6A, and 6B (Brown)²



² In Tuesday/Thursday data, 6, 6A, and 6B are combined with no differentiating field. This is not the case for Monday/Wednesday data.

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Figure 52 On-Time Performance by Time Period, Route 6 (Brown)



Summary Tables

Figure 53 Summary by Direction, Route 6 (Brown)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Northbound	1119.0	1122.5	82.1%	5.8%	12.1%	27.5	Bruner Dr. at Long Rd. (#100 UV)
Southbound	1022.3	1003.5	81.0%	15.9%	3.1%	21.3	Armory
Total	2141.3	2126.0	81.6%	10.8%	7.6%	27.5	Bruner Dr. at Long Rd. (#100 UV)

Figure 54 Summary by Segment, Route 6 (Brown)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
The Core to Hayward Ave. at Wilson Hall	365.2	272.1	20.5	92.2%	6.5%	1.3%	Hayward Ave. at Wilson Hall
Hayward Ave. at Wilson Hall to Parks Library	855.8	942.2	27.5	86.8%	10.5%	2.6%	Coover Hall
Parks Library to Stange Rd. at Aspen Rd.	378.5	510.5	20.0	81.3%	6.7%	12.0%	Bruner Dr. at Long Rd. (#100 UV)
Stange Rd. at Aspen Rd. to North Grand Mall	355.3	258.5	15.0	68.4%	3.9%	27.6%	30th St. at Grand Ave.
North Grand Mall to Stange Rd. at Aspen Rd.	363.8	251.5	15.0	94.7%	5.3%	0.0%	Bloomington Rd. at Eisenhower Ave.
Stange Rd. at Aspen Rd. to Kildee Hall	389.0	328.5	20.0	85.9%	12.8%	1.3%	Stange Rd. at Aspen Rd.
Kildee Hall to Storm St. at Welch Ave.	837.2	675.6	27.5	86.2%	10.0%	3.8%	Storm St. at Welch Ave.
Storm St. at Welch Ave. to The Core	558.8	476.2	27.0	67.1%	26.6%	6.3%	Hayward Ave. at Wilson Hall

Figure 55 Summary by Time of Day (APC), Route 6 (Brown)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Northbound	AM	192.7	192.3	23.0	89.3%	3.6%	7.1%	Bruner Dr. at Long Rd. (#100 UV)
Northbound	Midday	546.2	548.7	27.5	78.9%	7.4%	13.7%	Bruner Dr. at Long Rd. (#100 UV)
Northbound	PM	322.5	323.0	27.5	81.7%	5.0%	13.3%	Bruner Dr. at Long Rd. (#100 UV)
Northbound	Evening	57.7	58.5	20.0	100.0%	0.0%	0.0%	Bruner Dr. at Long Rd. (#100 UV)
Southbound	AM	179.8	178.3	21.3	88.6%	2.9%	8.6%	Armory
Southbound	Midday	514.7	503.3	21.3	80.0%	17.0%	3.0%	Armory
Southbound	PM	327.8	321.8	21.3	78.3%	21.7%	0.0%	Armory

ROUTE 6A (BROWN)

Note: Routes 6, 6A, and 6B are separated here for two reasons: (1) They were differentiated in the source data (however, this was not the case for Tuesday/Thursday data, and as a result Figure 51 contains data for Routes 6, 6A, and 6B combined). (2) Routes 6 operates at different times of the day from 6A and 6B.

Summary Charts

Figure 56 Weekday Load by Stop for Route 6A (Brown)

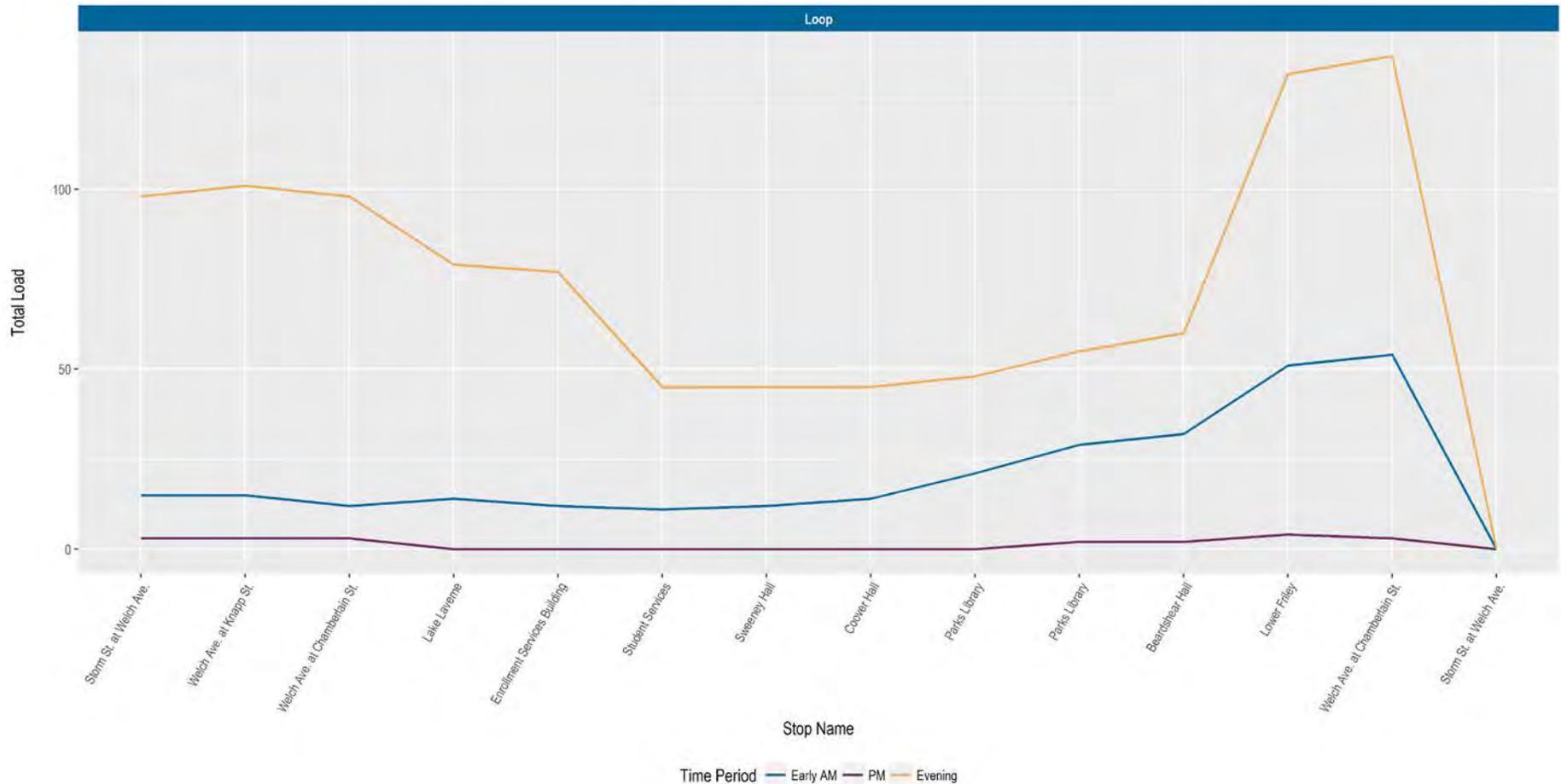


Figure 57 Weekday Boarding/Alighting Profile for Route 6A (Brown)



Figure 58 Weekday Ridership and Max Load by Trip for Route 6A (Brown)

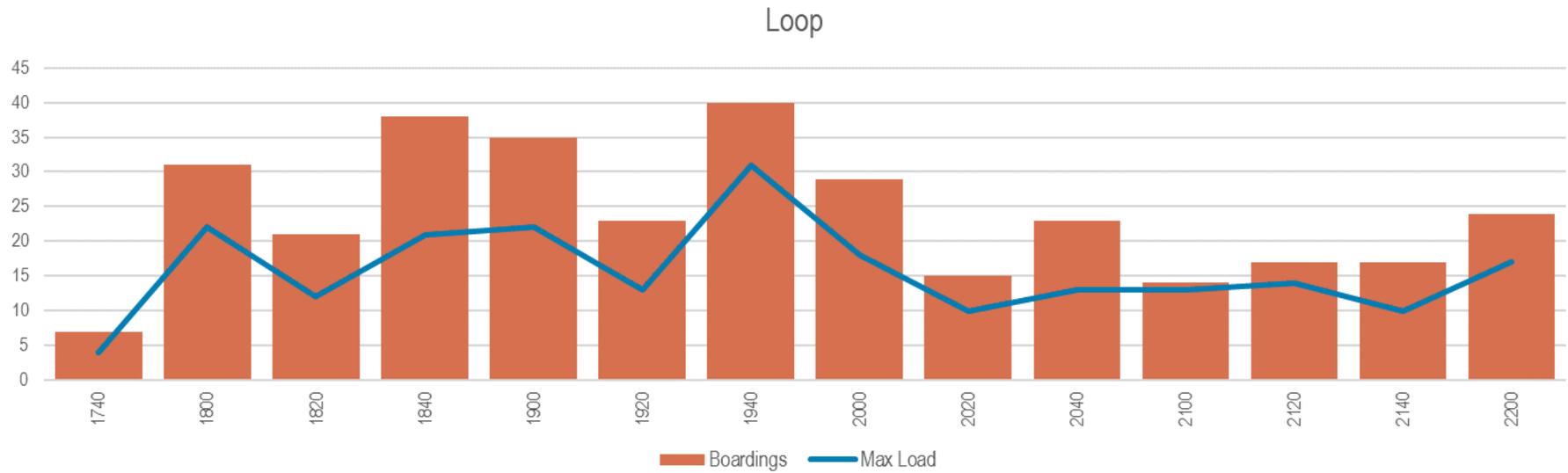
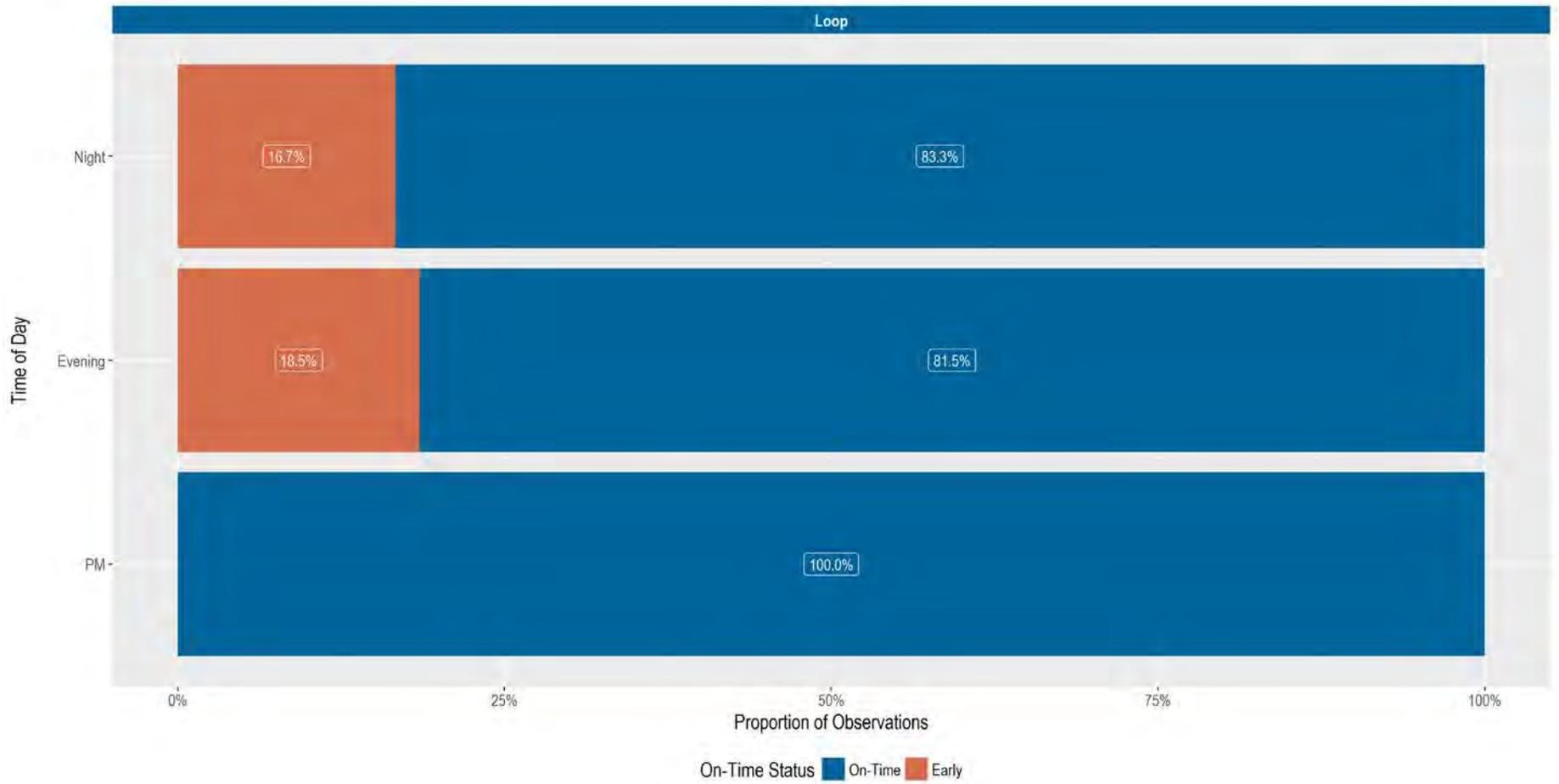


Figure 59 Tuesday/Thursday Boardings by Trip Start Time for Route 6A (Brown)



Summary Tables

Figure 60 Summary by Direction, Route 6A (Brown)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	240.5	215.5	83.3%	16.7%	0%	31	Beardshear Hall
Total	240.5	215.5	83.3%	16.7%	0%	31	Beardshear Hall

Figure 61 Summary by Segment, Route 6A (Brown)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Storm St. at Welch Ave. to Parks Library	334	334	31	75%	25%	0%	Beardshear Hall
Parks Library to Storm St. at Welch Ave.	334	334	31	75%	25%	0%	Beardshear Hall

Figure 62 Summary by Time of Day (APC), Route 6A (Brown)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Loop	PM	7	7	4	100.0%	0.0%	0%	Beardshear Hall
Loop	Evening	255	255	31	81.5%	18.5%	0%	Beardshear Hall
Loop	Night	72	72	17	83.3%	16.7%	0%	Beardshear Hall

ROUTE 6B (BROWN)

Note: Routes 6, 6A, and 6B are separated here for two reasons: (1) They were differentiated in the source data (however, this was not the case for Tuesday/Thursday data, and as a result Figure 51 contains data for Routes 6, 6A, and 6B combined). (2) Routes 6 operates at different times of the day from 6A and 6B.

Summary Charts

Figure 63 Weekday Load by Stop for Route 6B (Brown)

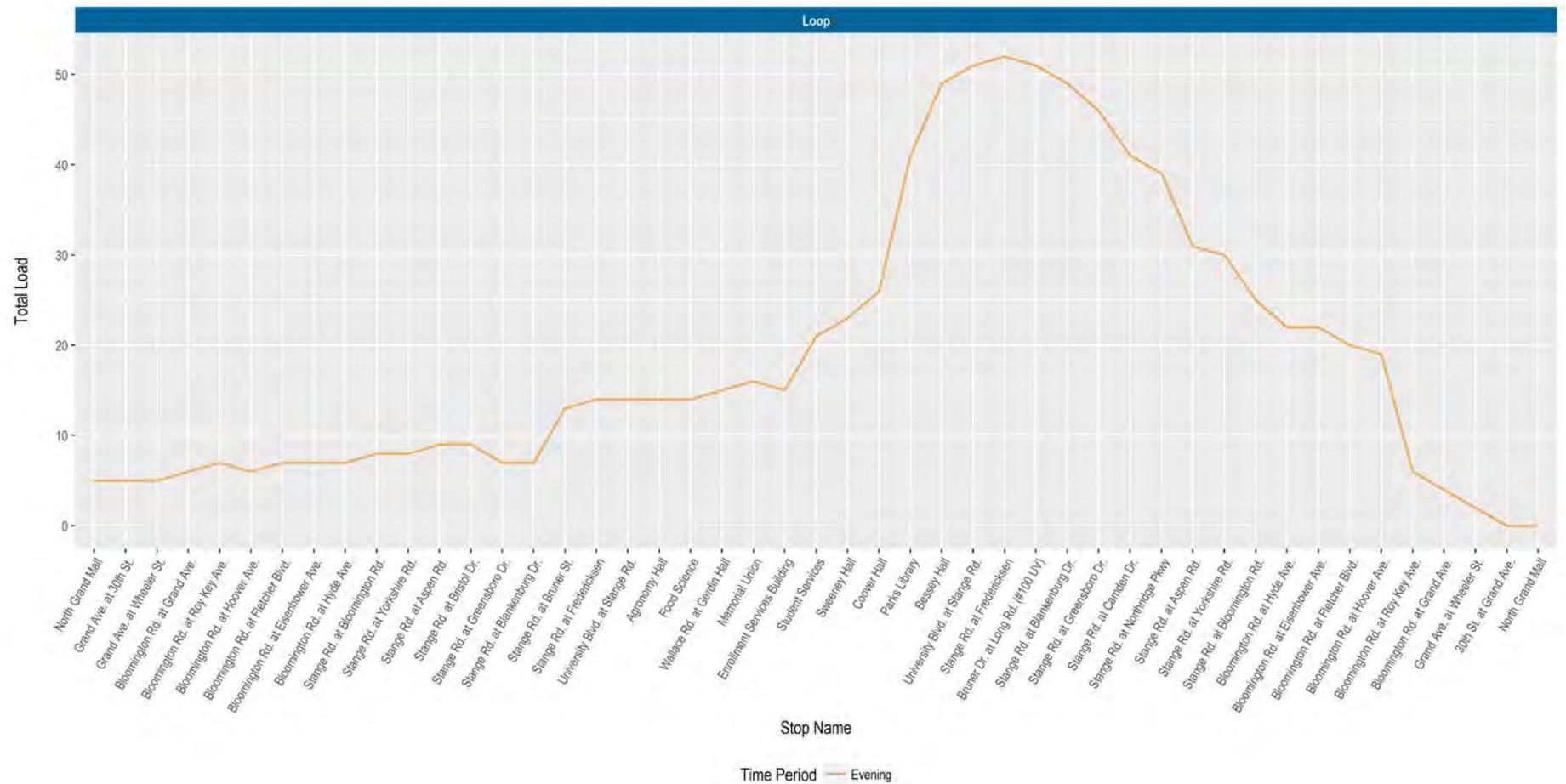


Figure 64 Weekday Boarding/Alighting Profile for Route 6B (Brown)

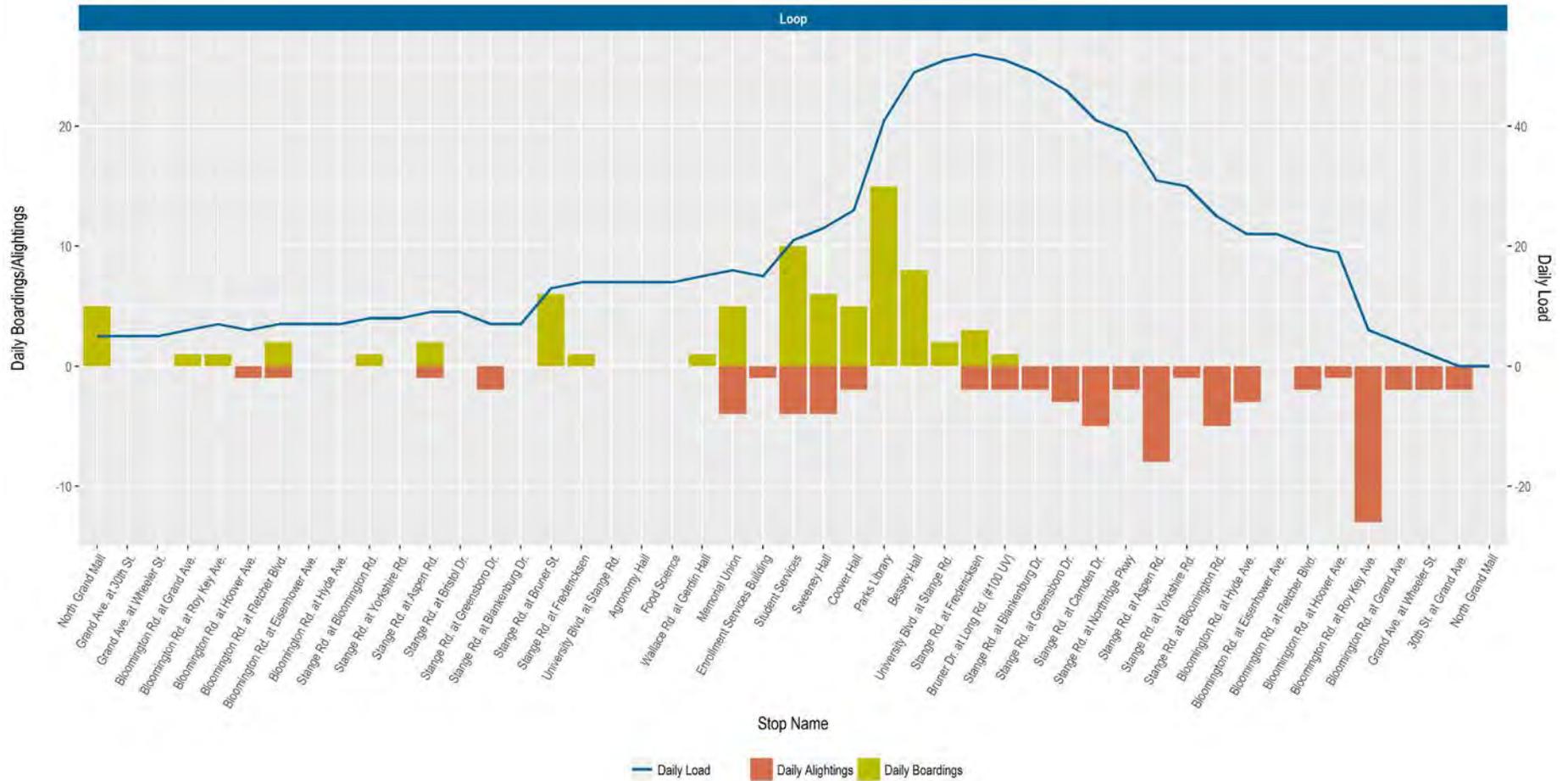


Figure 65 Weekday Ridership and Max Load by Trip for Route 6B (Brown)

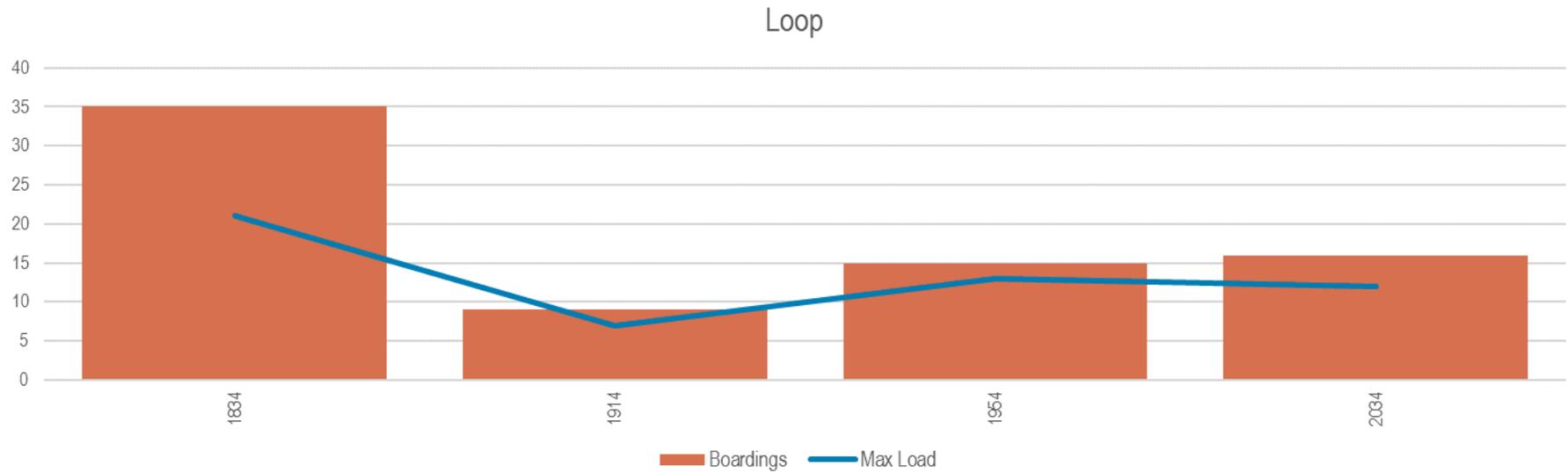
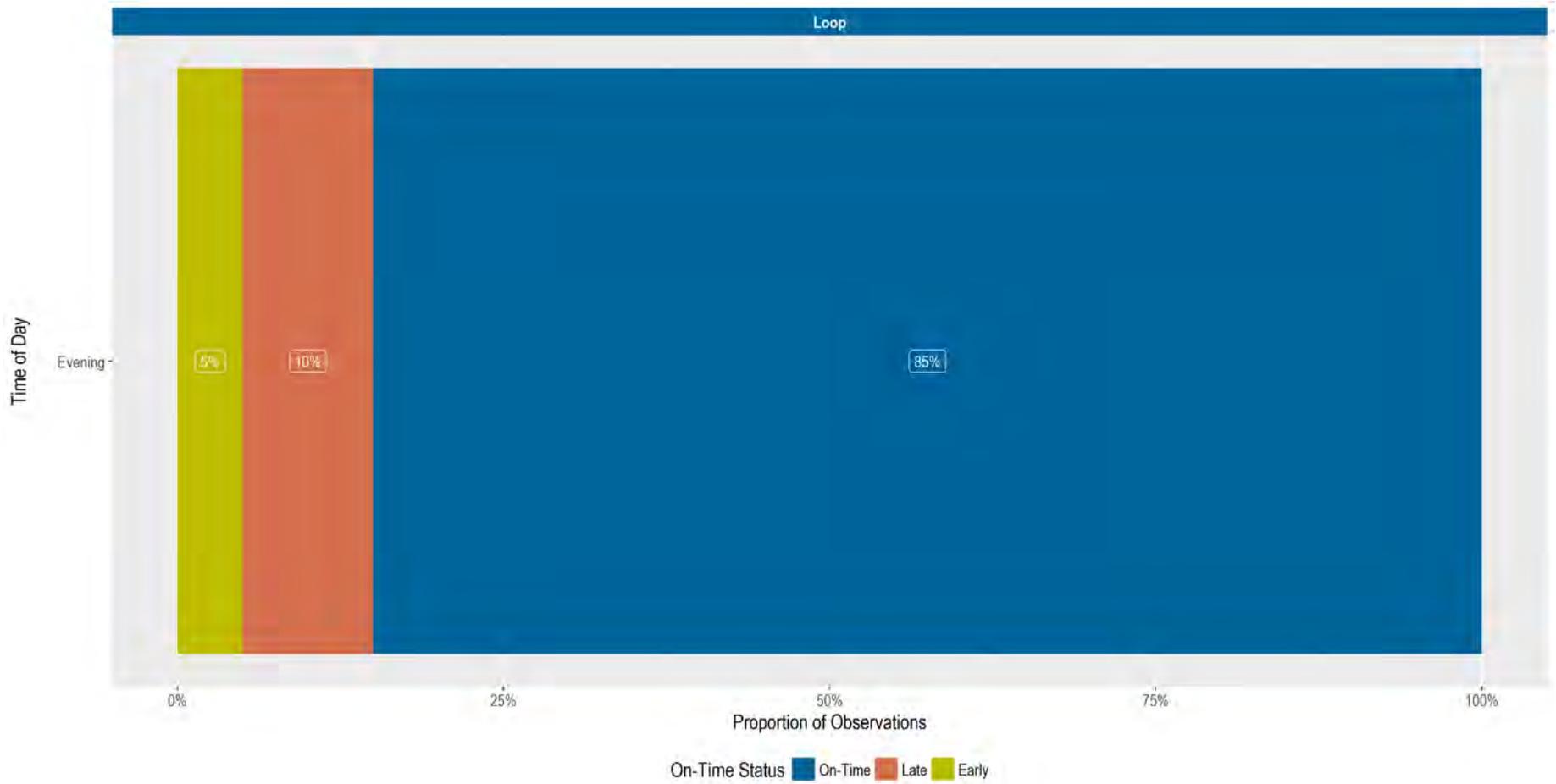


Figure 66 Tuesday/Thursday Boardings by Trip Start Time for Route 6B (Brown)



Summary Tables

Figure 67 Summary by Direction, Route 6B (Brown)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	66	50.5	85%	5%	10%	21	Bruner Dr. at Long Rd. (#100 UV)
Total	66	50.5	85%	5%	10%	21	Bruner Dr. at Long Rd. (#100 UV)

Figure 68 Summary by Segment, Route 6B (Brown)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
North Grand Mall to Stange Rd. at Aspen Rd.	12	42	12	87.5%	12.5%	0.0%	30th St. at Grand Ave.
Stange Rd. at Aspen Rd. to Student Services	30	27	21	87.5%	12.5%	0.0%	Agronomy Hall
Student Services to Stange Rd. at Aspen Rd.	30	27	21	87.5%	0.0%	12.5%	Agronomy Hall
Stange Rd. at Aspen Rd. to North Grand Mall	12	42	12	75.0%	0.0%	25.0%	30th St. at Grand Ave.

Figure 69 Summary by Time of Day (APC), Route 6B (Brown)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Loop	Evening	75	75	21	85%	5%	10%	Bruner Dr. at Long Rd. (#100 UV)

ROUTE 7 (PURPLE)

Summary Charts

Figure 70 Weekday Load by Stop for Route 7 (Purple)

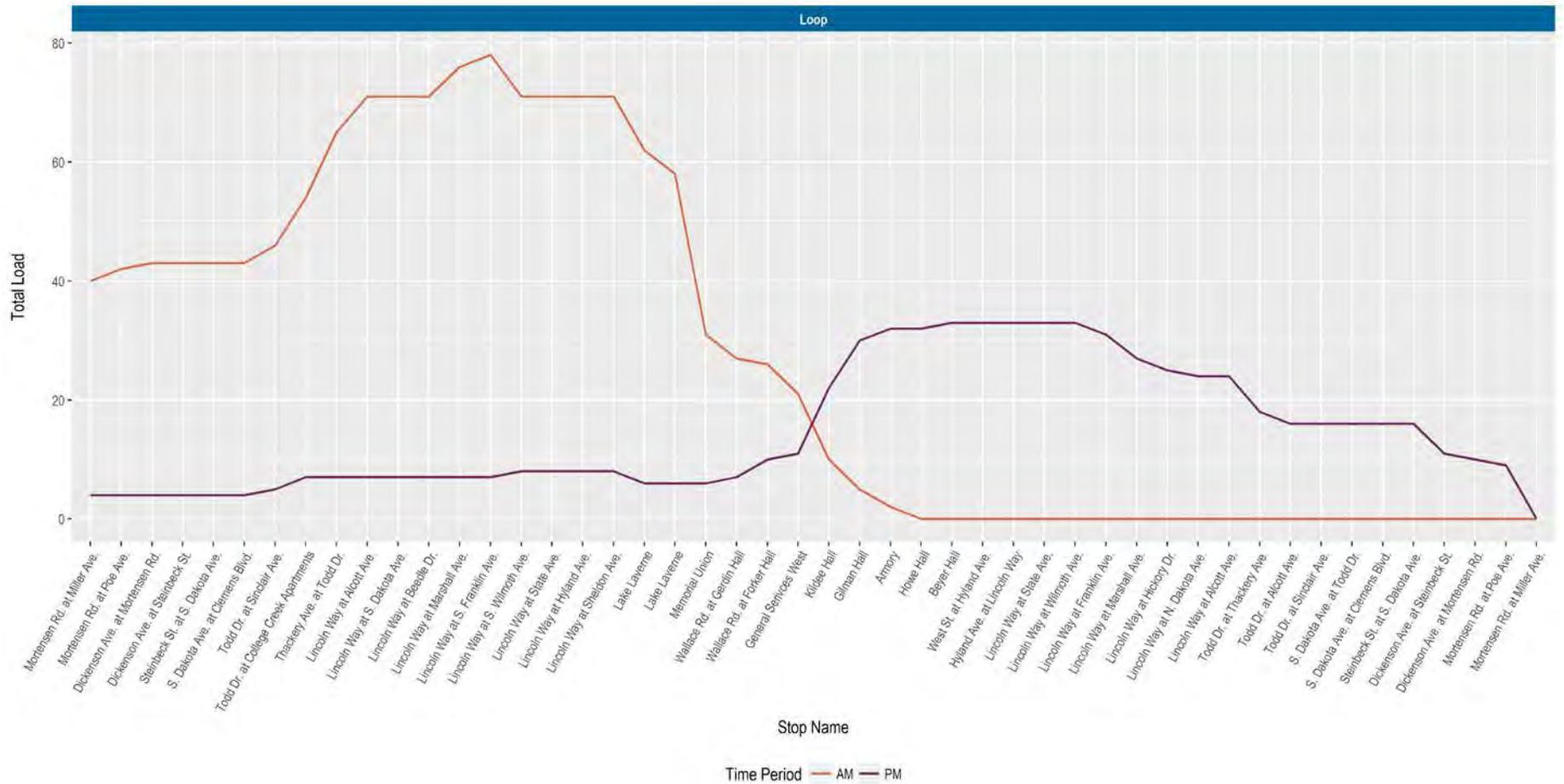


Figure 71 Weekday Boarding/Alighting Profile for Route 7 (Purple)

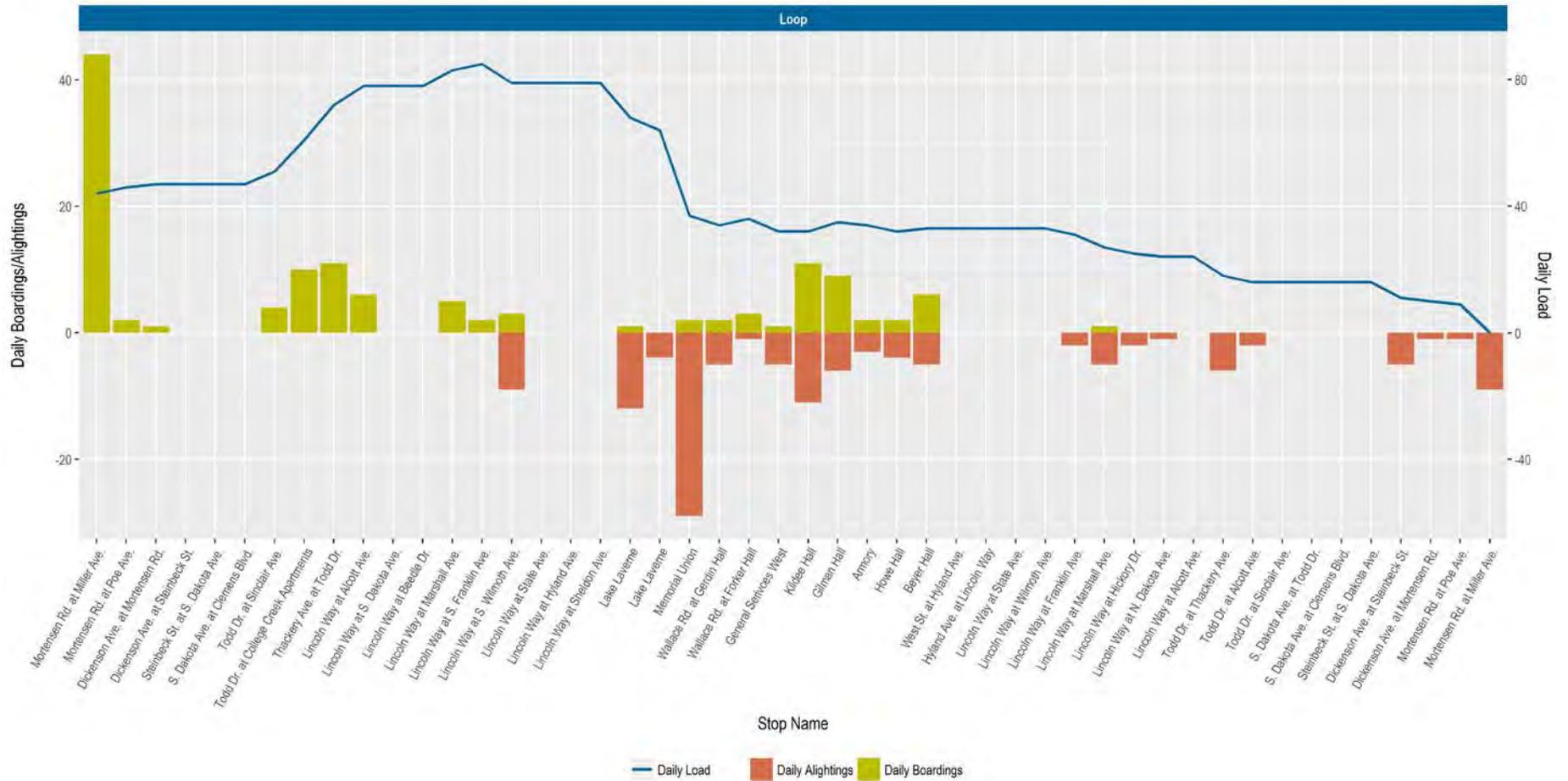


Figure 72 Weekday Ridership and Max Load by Trip for Route 7 (Purple)



Figure 73 Tuesday/Thursday Boardings by Trip Start Time for Route 7 (Purple)

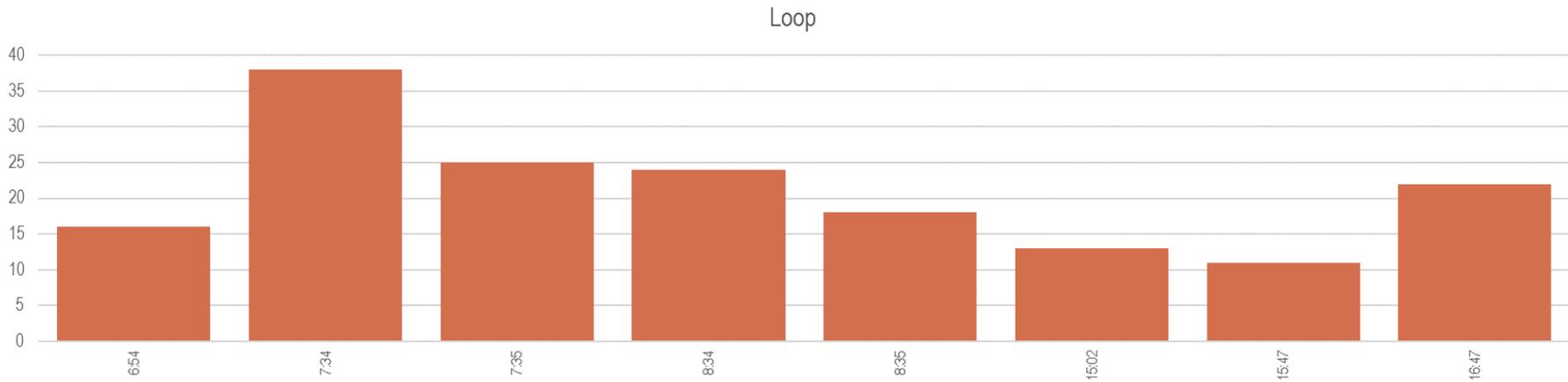
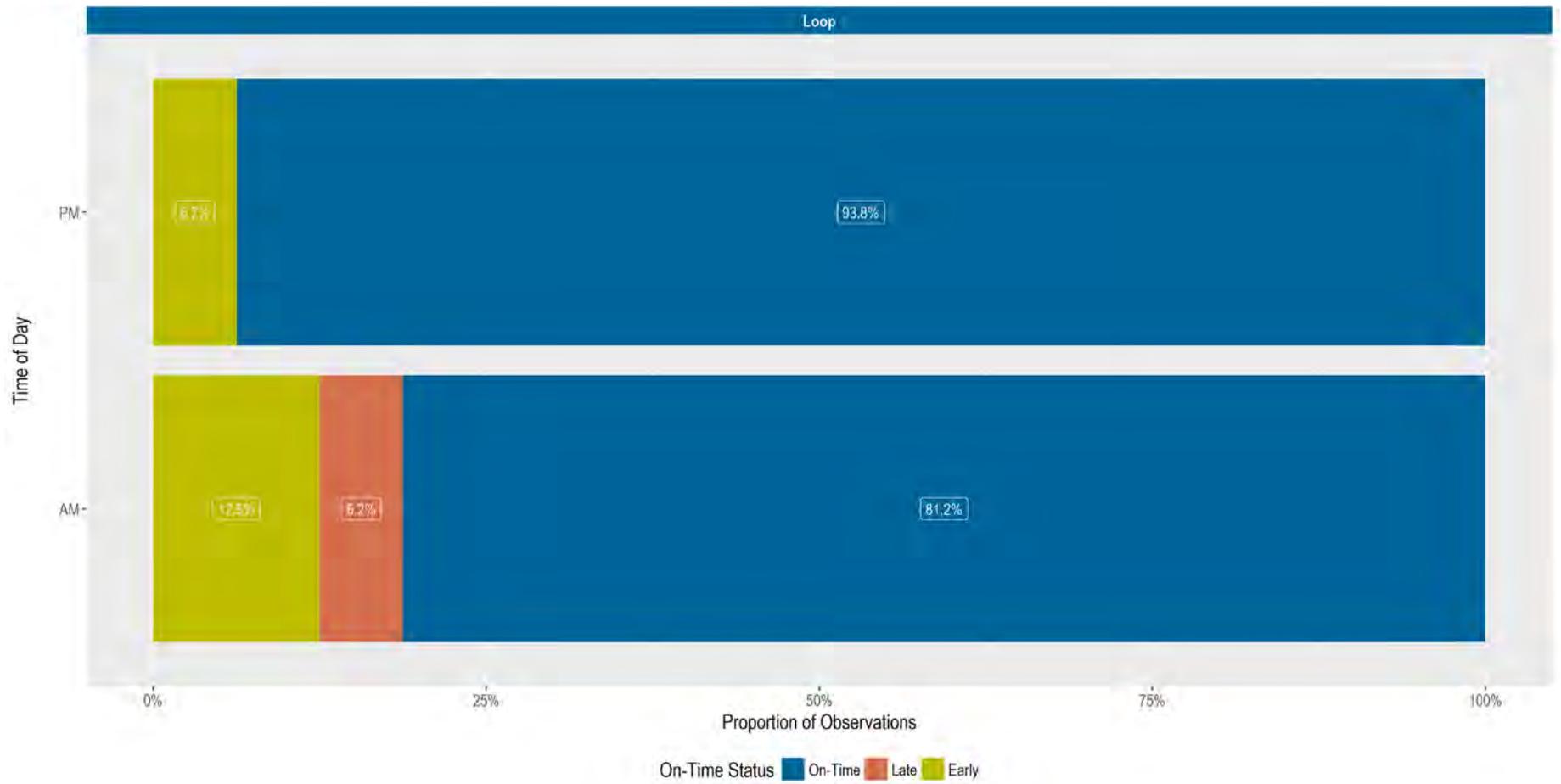


Figure 74 On-Time Performance by Time Period, Route 7 (Purple)



Summary Tables

Figure 75 Summary by Direction, Route 7 (Purple)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	96	109.5	87.5%	9.4%	3.1%	43	Armory
Total	96	109.5	87.5%	9.4%	3.1%	43	Armory

Figure 76 Summary by Segment, Route 7 (Purple)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
North Grand Mall to Todd Dr. at Thackery Ave.	0	0	0	90.0%	10.0%	0.0%	NA
Todd Dr. at Thackery Ave. to Memorial Union	50	85	42	90.9%	9.1%	0.0%	Armory
Memorial Union to Beyer Hall	38	69	14	83.3%	8.3%	8.3%	Armory
Beyer Hall to Thackery Ave. at Todd Dr.	67	99	43	81.8%	9.1%	9.1%	Armory
Thackery Ave. at Todd Dr. to Mortensen Rd. at Miller Ave.	72	16	37	90.0%	10.0%	0.0%	Dickenson Ave. at Mortensen Rd.

Figure 77 Summary by Time of Day (APC), Route 7 (Purple)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Loop	AM	82	82	43	81.2%	12.5%	6.2%	Armory
Loop	PM	46	46	14	93.8%	6.2%	0.0%	Armory

ROUTE 9 (PLUM)

Summary Charts

Figure 78 Weekday Load by Stop for Route 9 (Plum)

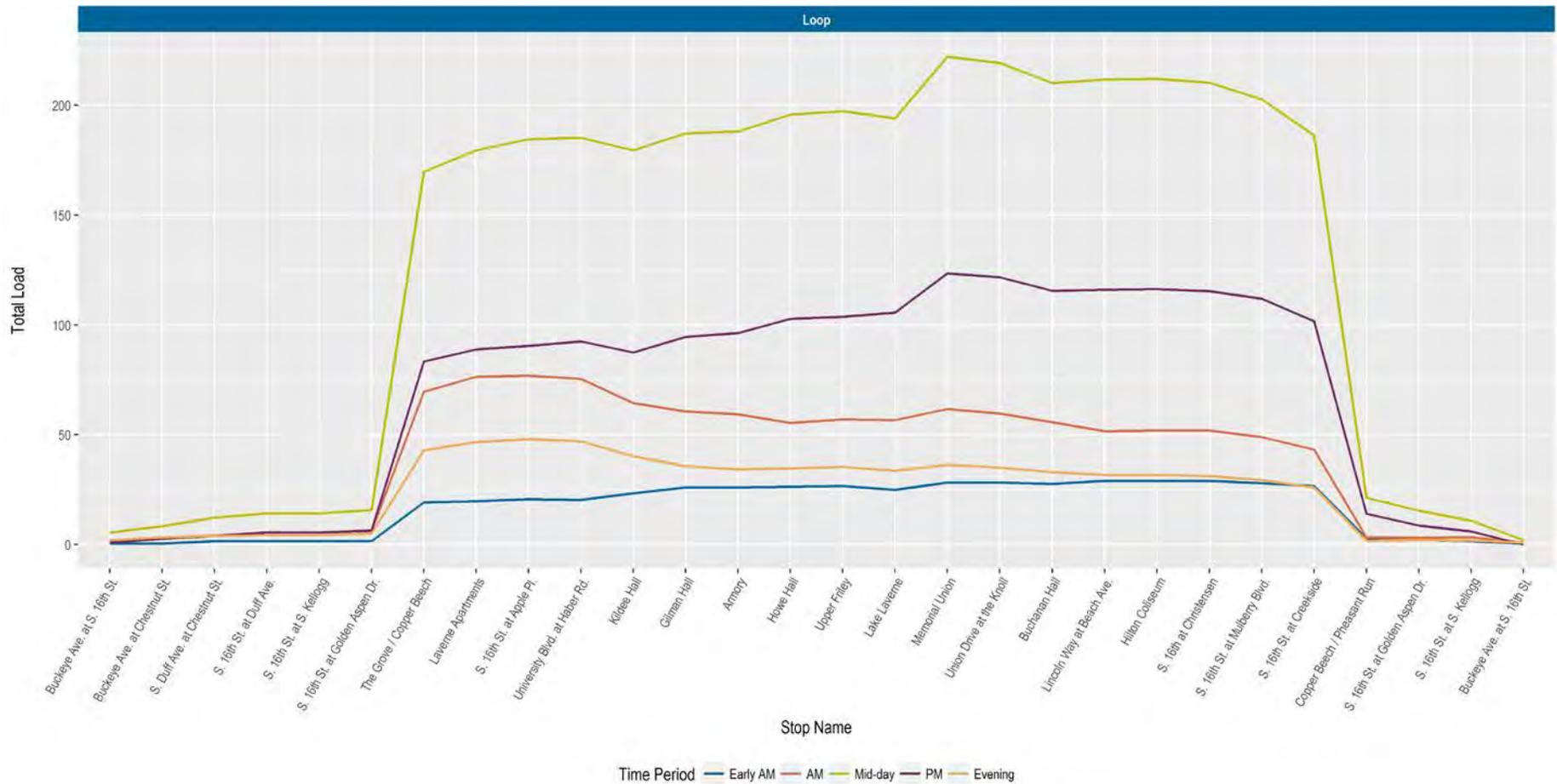


Figure 79 Weekday Boarding/Alighting Profile for Route 9 (Plum)

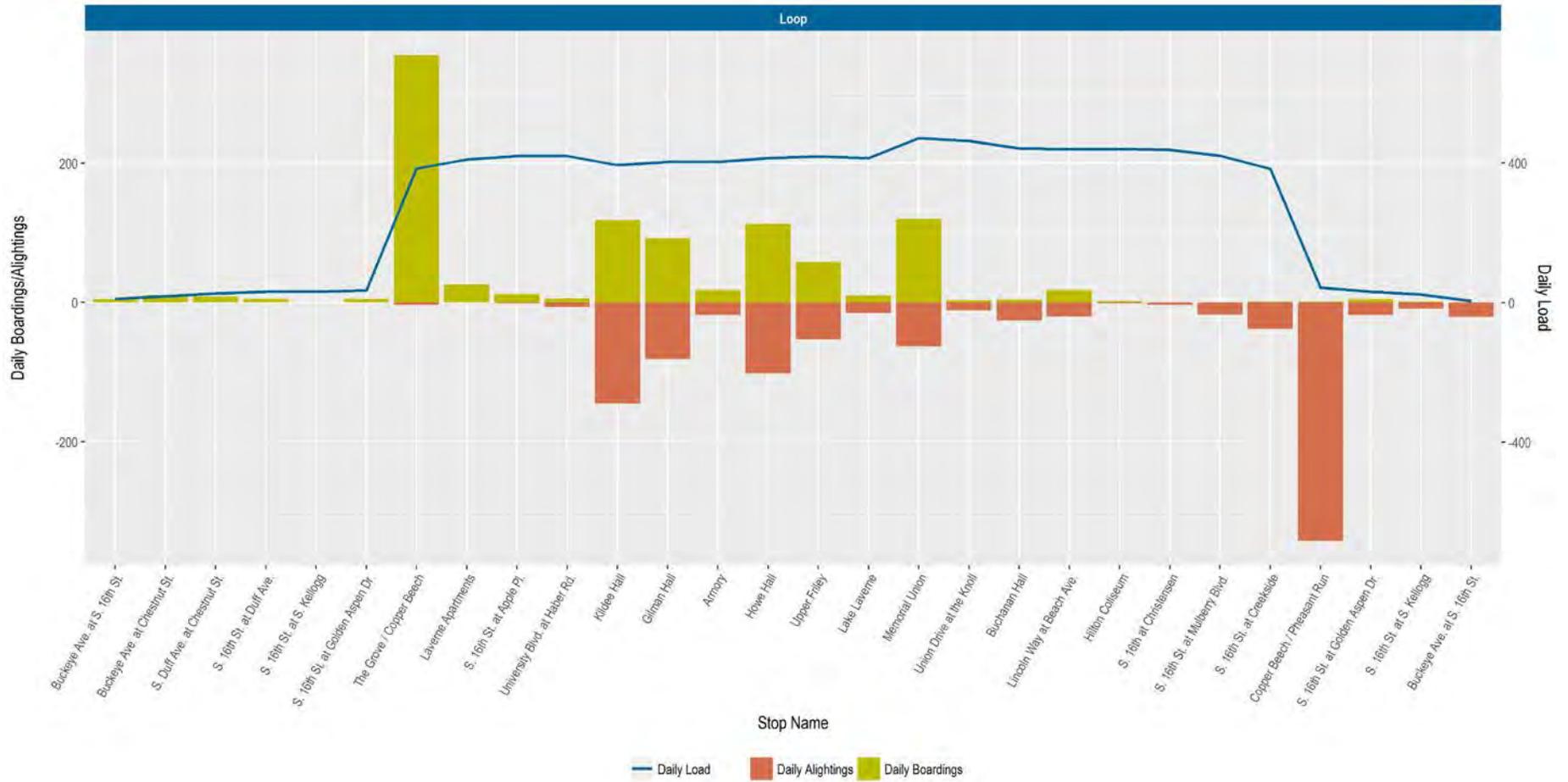


Figure 80 Weekday Ridership and Max Load by Trip for Route 9 (Plum)

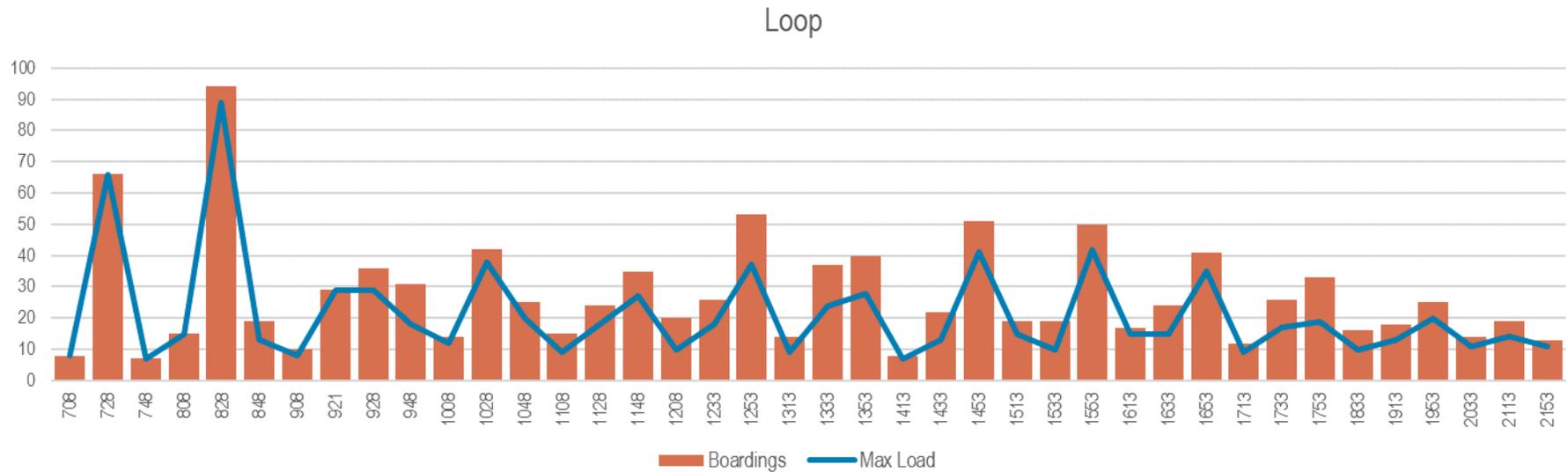


Figure 81 Tuesday/Thursday Boardings by Trip Start Time for Route 9 (Plum)

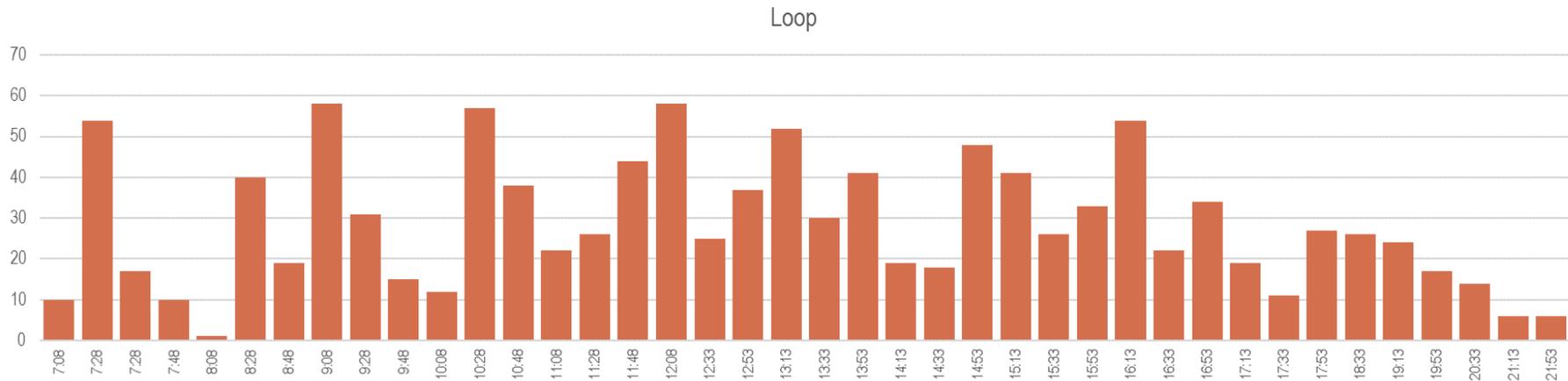
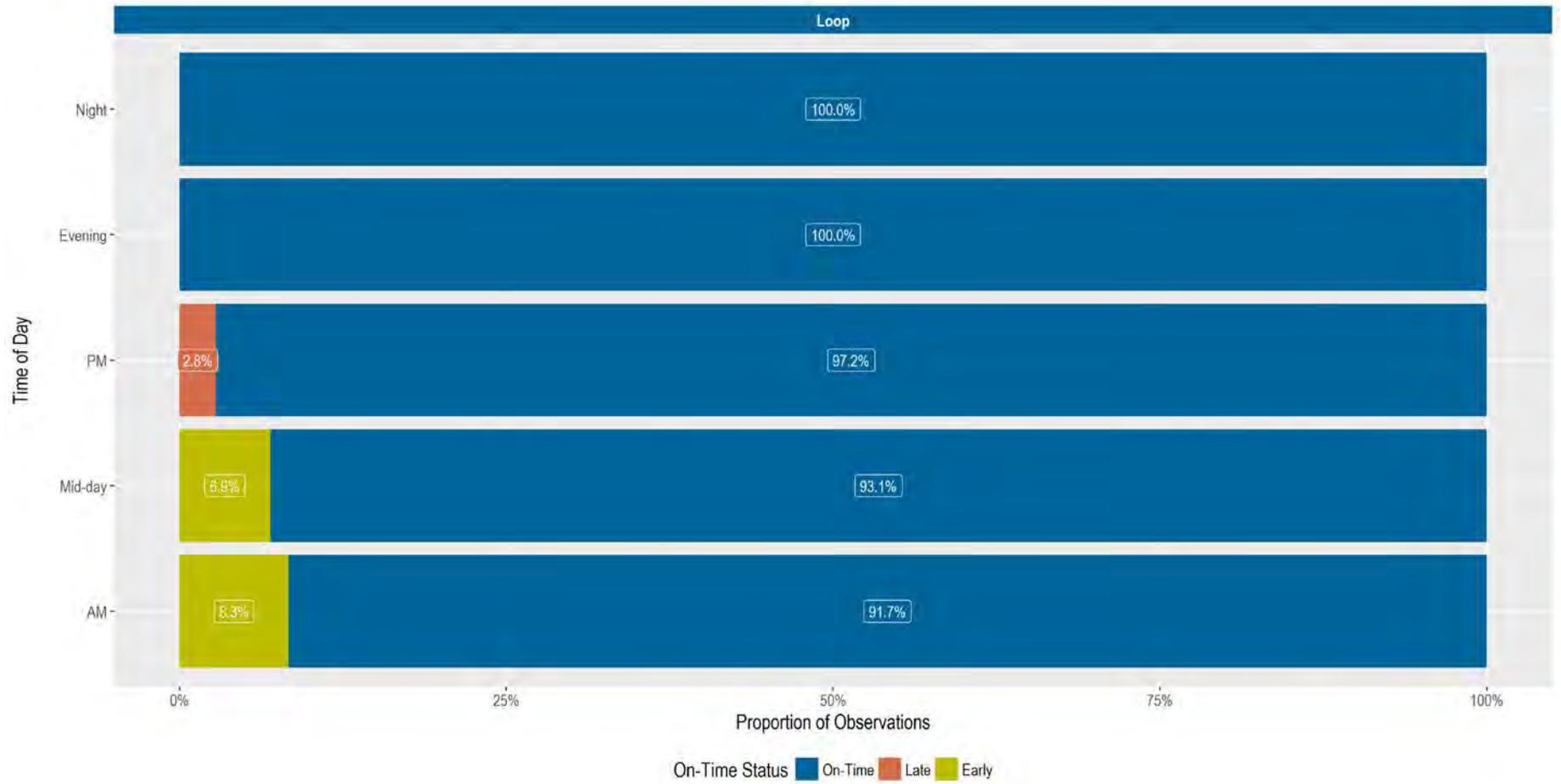


Figure 82 On-Time Performance by Time Period, Route 9 (Plum)



Summary Tables

Figure 83 Summary by Direction, Route 9 (Plum)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	989.9	971.4	94.9%	4.5%	0.6%	31	Armory
Total	989.9	971.4	94.9%	4.5%	0.6%	31	Armory

Figure 84 Summary by Segment, Route 9 (Plum)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Buckeye Ave. at S. 16th St. to Kildee Hall	556.0	202	26.3	96.2%	3.8%	0.0%	Buckeye Ave. at Chestnut St.
Kildee Hall to Memorial Union	529.5	477	31.0	93.6%	6.4%	0.0%	Armory
Memorial Union to Buckeye Ave. at S. 16th St.	967.5	534	31.0	93.6%	5.1%	1.3%	Armory

Figure 85 Summary by Time of Day (APC), Route 9 (Plum)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Loop	AM	155.3	153.2	26.3	91.7%	8.3%	0.0%	Armory
Loop	Midday	454.8	453.8	31.0	93.1%	6.9%	0.0%	Armory
Loop	PM	237.7	237.2	31.0	97.2%	0.0%	2.8%	Armory
Loop	Evening	90.8	90.8	26.3	100.0%	0.0%	0.0%	Armory
Loop	Night	57.8	57.0	21.7	100.0%	0.0%	0.0%	Armory

ROUTE 10 (PINK)

Summary Charts

Figure 86 Weekday Load by Stop for Route 10 (Pink)

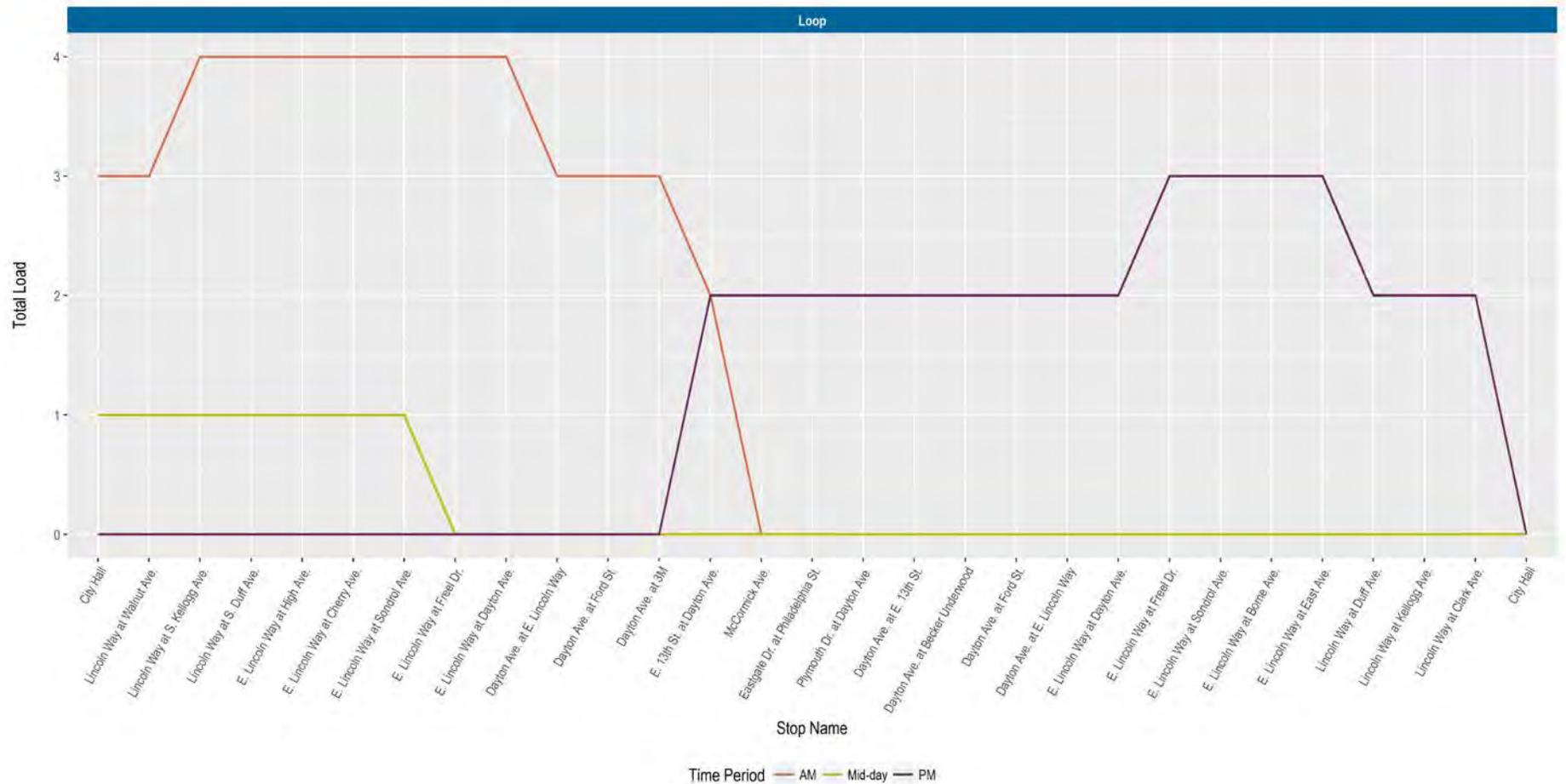


Figure 87 Weekday Boarding/Alighting Profile for Route 10 (Pink)



Figure 88 Weekday Ridership and Max Load by Trip for Route 10 (Pink)



Figure 89 Tuesday/Thursday Boardings by Trip Start Time for Route 10 (Pink)

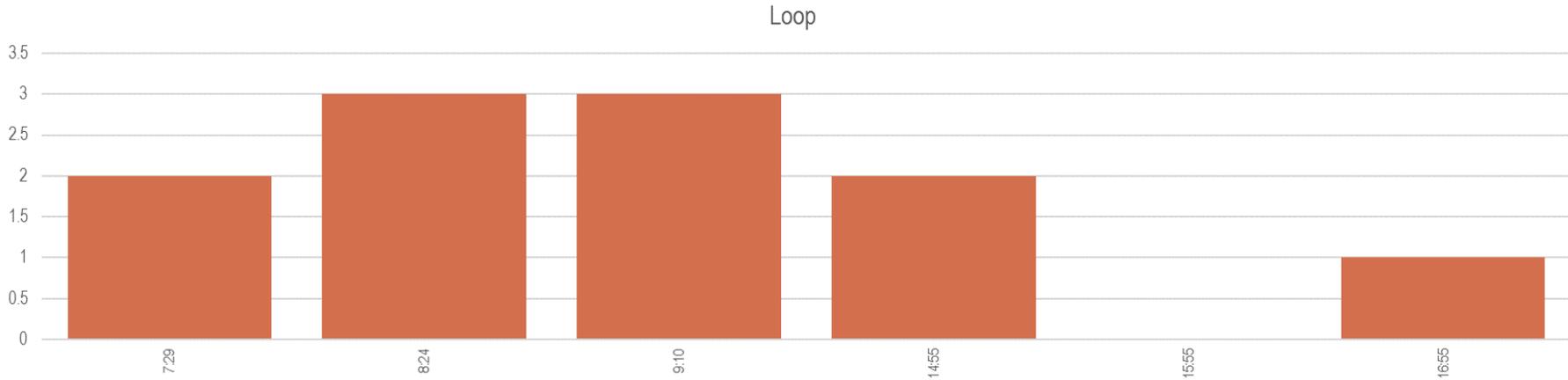
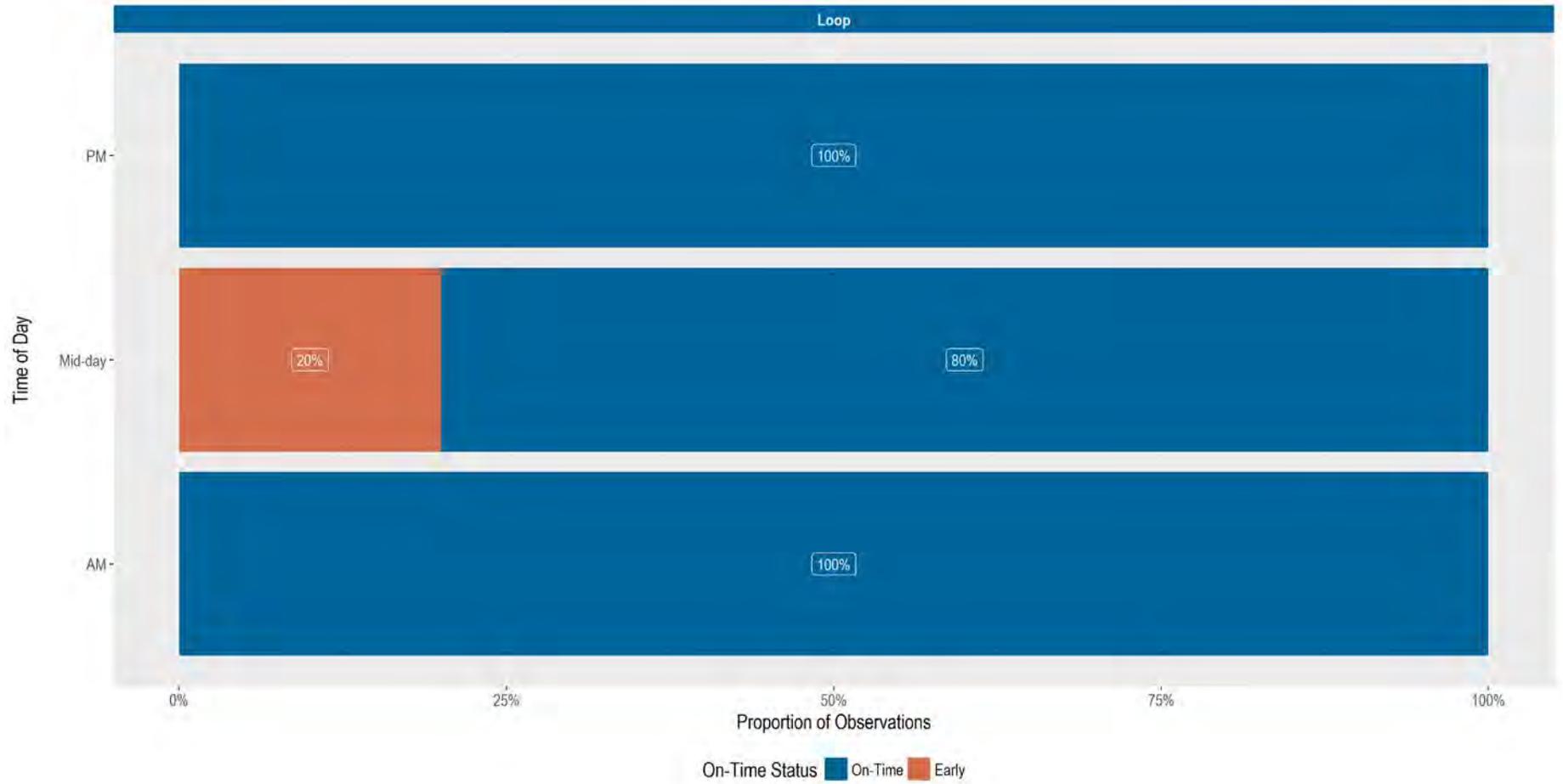


Figure 90 On-Time Performance by Time Period, Route 10 (Plum)



Summary Tables

Figure 91 Summary by Direction, Route 10 (Pink)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	5.5	6	93.3%	6.7%	0%	3	City Hall
Total	5.5	6	93.3%	6.7%	0%	3	City Hall

Figure 92 Summary by Segment, Route 10 (Pink)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
City Hall to E. Lincoln Way at Dayton Ave.	6	4	3	100.0%	0.0%	0%	City Hall
E. Lincoln Way at Dayton Ave. to Eastgate Dr. at Philadelphia St.	2	4	3	100.0%	0.0%	0%	Dayton Ave. at 3M
Eastgate Dr. at Philadelphia St. to Dayton Ave. at E. Lincoln Way	2	4	3	100.0%	0.0%	0%	Dayton Ave. at 3M
Dayton Ave. at E. Lincoln Way to City Hall	6	5	3	83.3%	16.7%	0%	City Hall

Figure 93 Summary by Time of Day (APC), Route 10 (Pink)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Loop	AM	4	4	3	100%	0%	0%	City Hall
Loop	Midday	1	1	1	80%	20%	0%	City Hall
Loop	PM	3	3	2	100%	0%	0%	City Hall

ROUTE 21 (CARDINAL)

Summary Charts

Figure 94 Weekday Load by Stop for Route 21 (Cardinal)

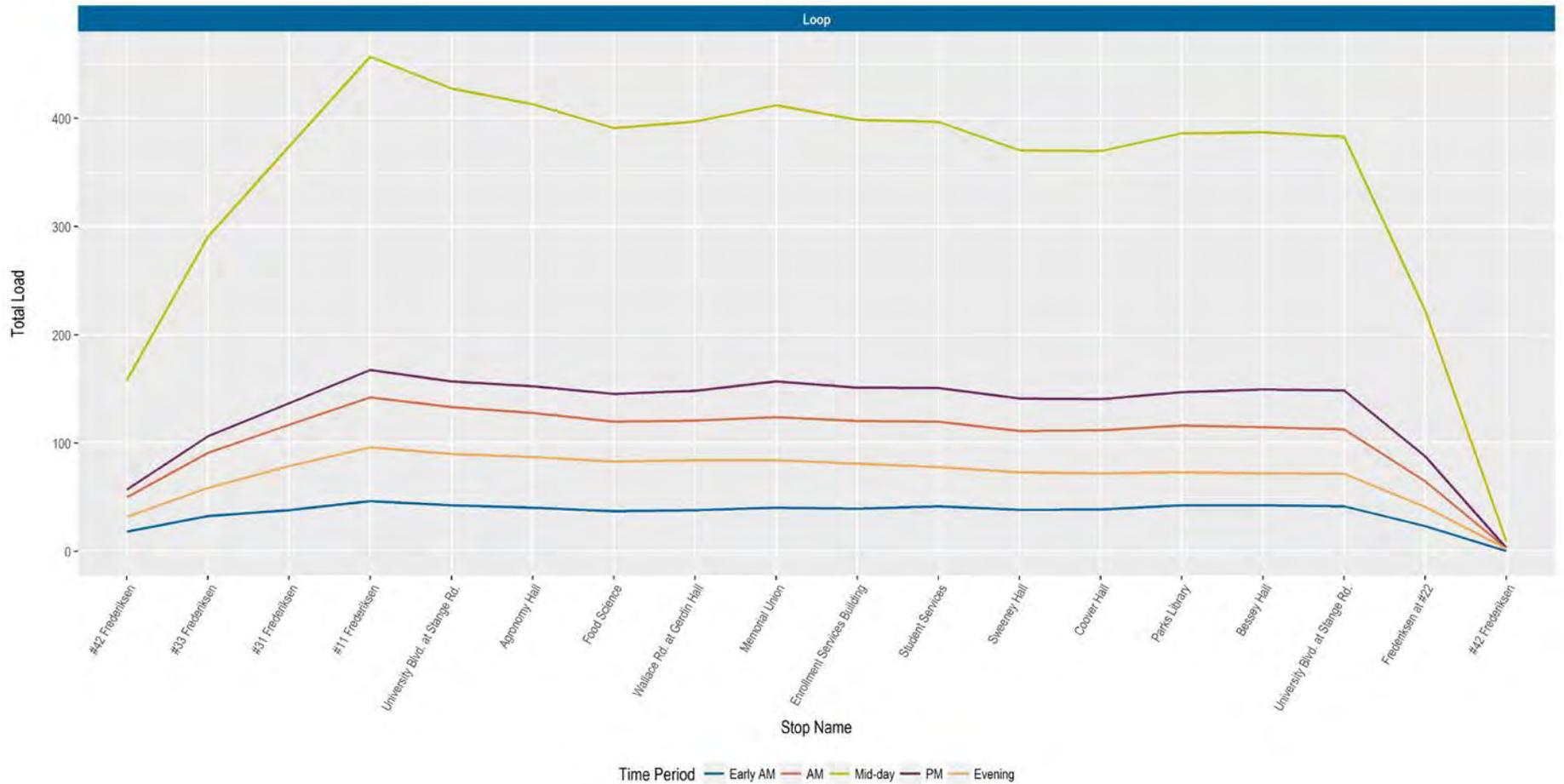


Figure 95 Weekday Boarding/Alighting Profile for Route 21 (Cardinal)



Figure 96 Weekday Ridership and Max Load by Trip for Route 21 (Cardinal)

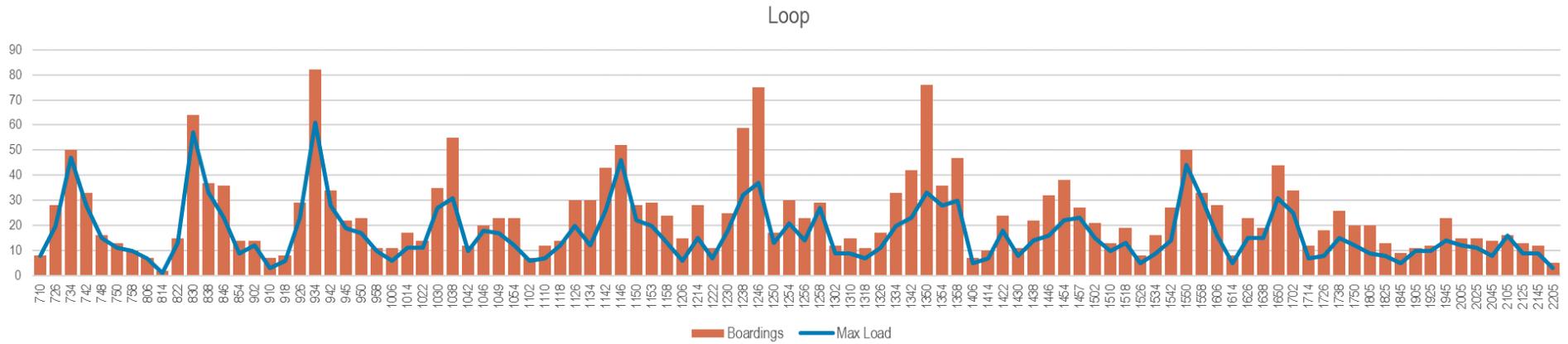


Figure 97 Tuesday/Thursday Boardings by Trip Start Time for Route 21 (Cardinal)

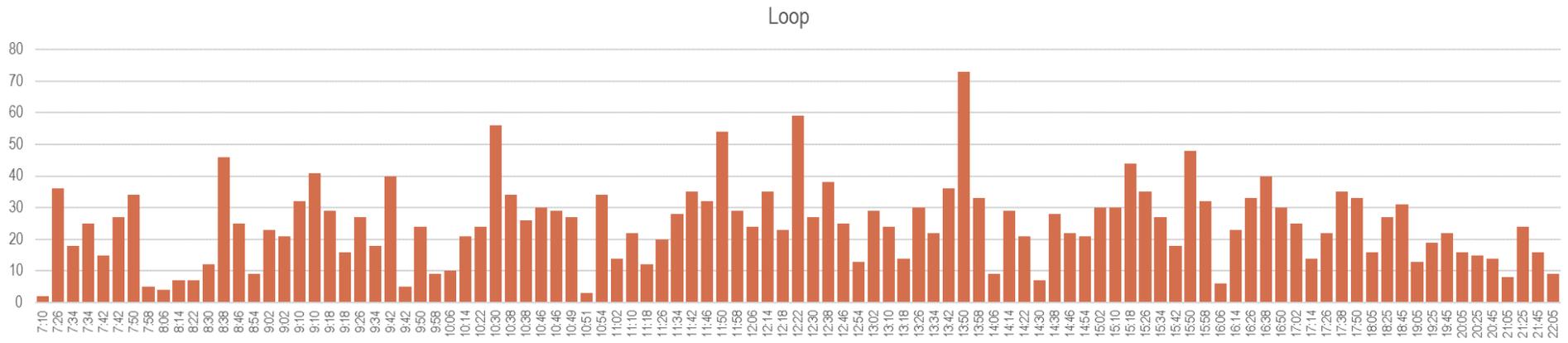
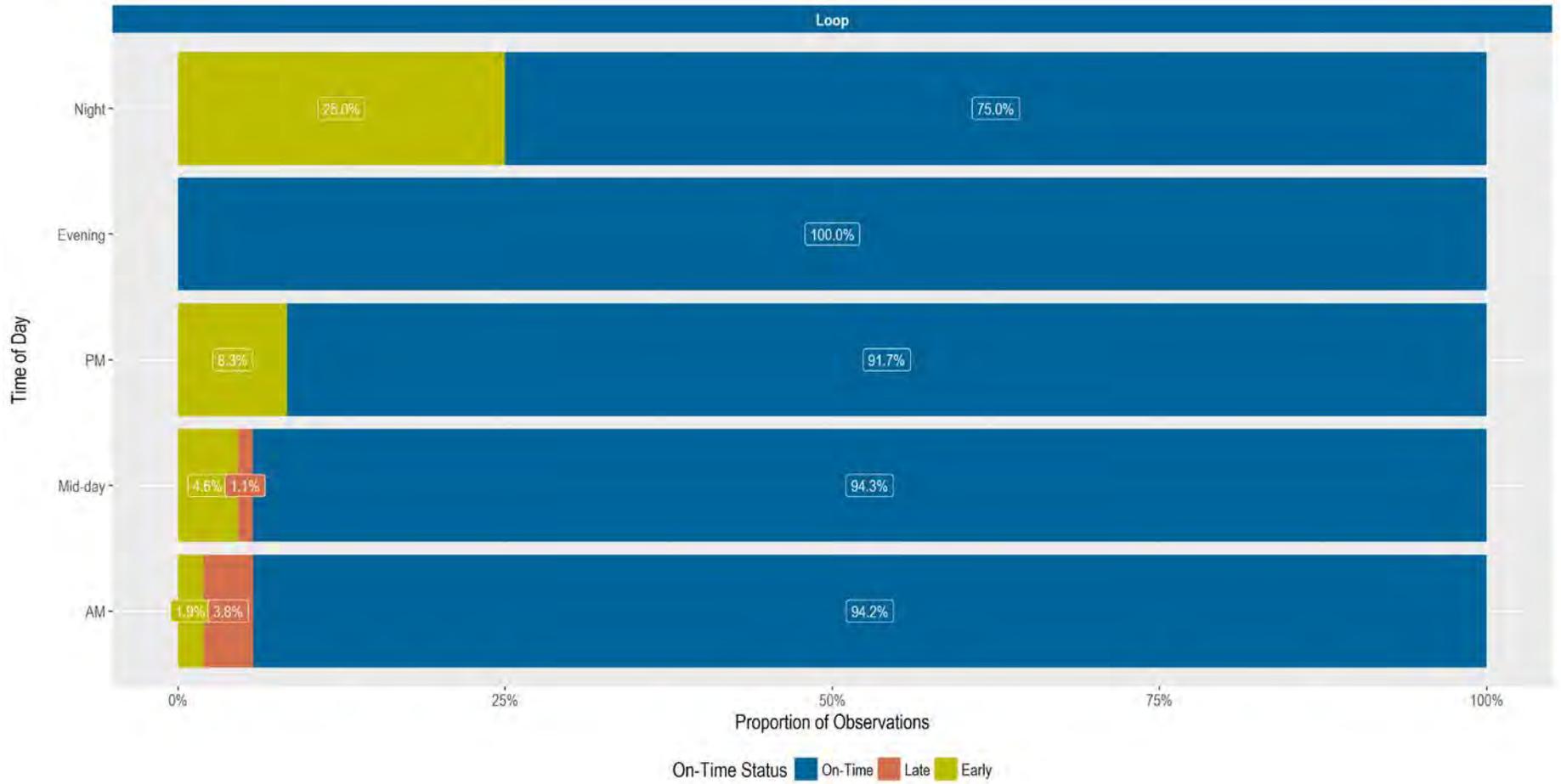


Figure 98 On-Time Performance by Time Period, Route 21 (Cardinal)



Summary Tables

Figure 99 Summary by Direction, Route 21 (Cardinal)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	1821.4	1726.6	93.4%	5.4%	1.1%	18.5	#11 Frederiksen
Total	1821.4	1726.6	93.4%	5.4%	1.1%	18.5	#11 Frederiksen

Figure 100 Summary by Segment, Route 21 (Cardinal)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Frederiksen at #22 to Agronomy Hall	1057.0	1524.6	17.3	98.9%	1.1%	0.0%	Agronomy Hall
Agronomy Hall to Sweeney Hall	746.4	856.6	17.0	91.5%	8.0%	0.6%	Agronomy Hall
Sweeney Hall to Frederiksen at #22	455.6	862.0	17.3	88.0%	9.7%	2.3%	Bessey Hall

Figure 101 Summary by Time of Day (APC), Route 21 (Cardinal)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Loop	AM	305.3	308.3	18.5	94.2%	1.9%	3.8%	#11 Frederiksen
Loop	Midday	999.6	1007.0	18.5	94.3%	4.6%	1.1%	#11 Frederiksen
Loop	PM	374.6	377.6	18.5	91.7%	8.3%	0.0%	#11 Frederiksen
Loop	Evening	200.4	203.0	18.5	100.0%	0.0%	0.0%	#11 Frederiksen
Loop	Night	104.8	103.5	16.3	75.0%	25.0%	0.0%	#11 Frederiksen

ROUTE 22 (GOLD)

Summary Charts

Figure 102 Weekday Load by Stop for Route 22 (Gold)

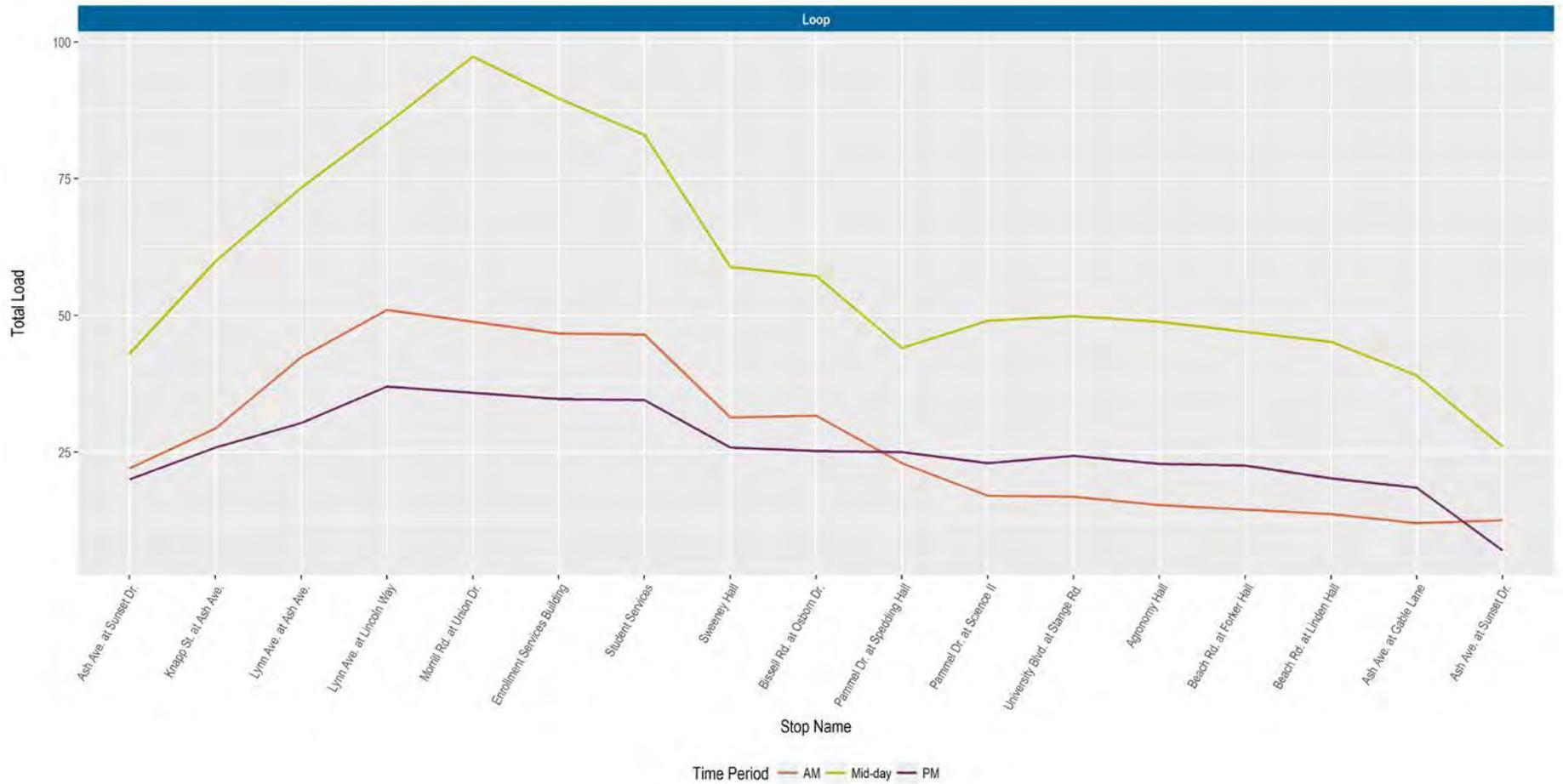


Figure 103 Weekday Boarding/Alighting Profile for Route 22 (Gold)



Figure 104 Weekday Ridership and Max Load by Trip for Route 22 (Gold)

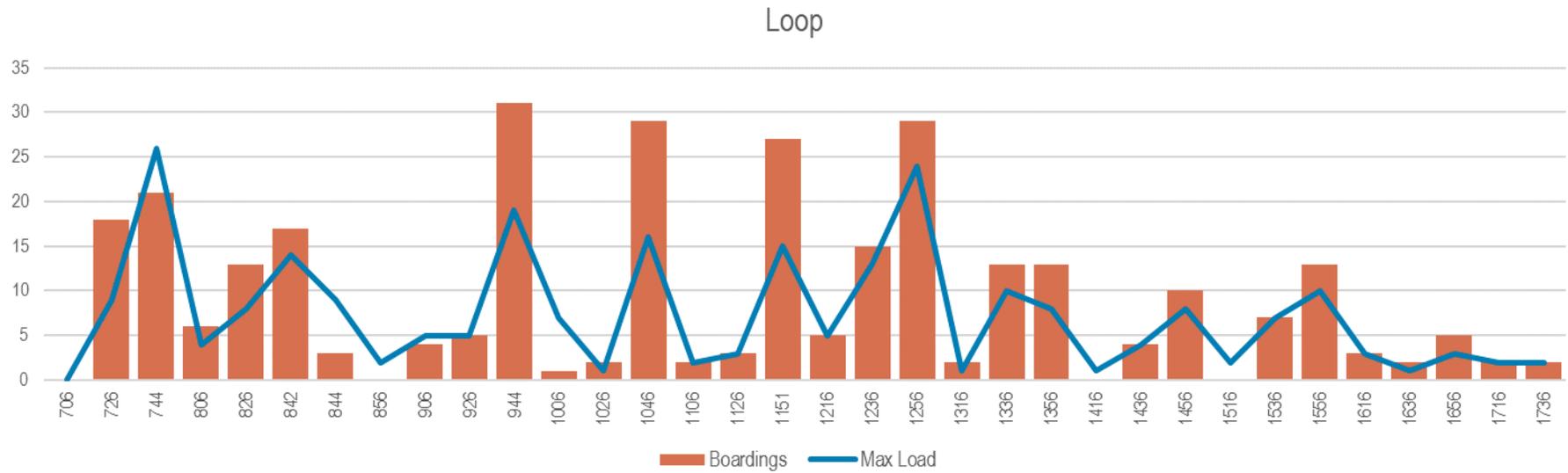


Figure 105 Tuesday/Thursday Boardings by Trip Start Time for Route 22 (Gold)

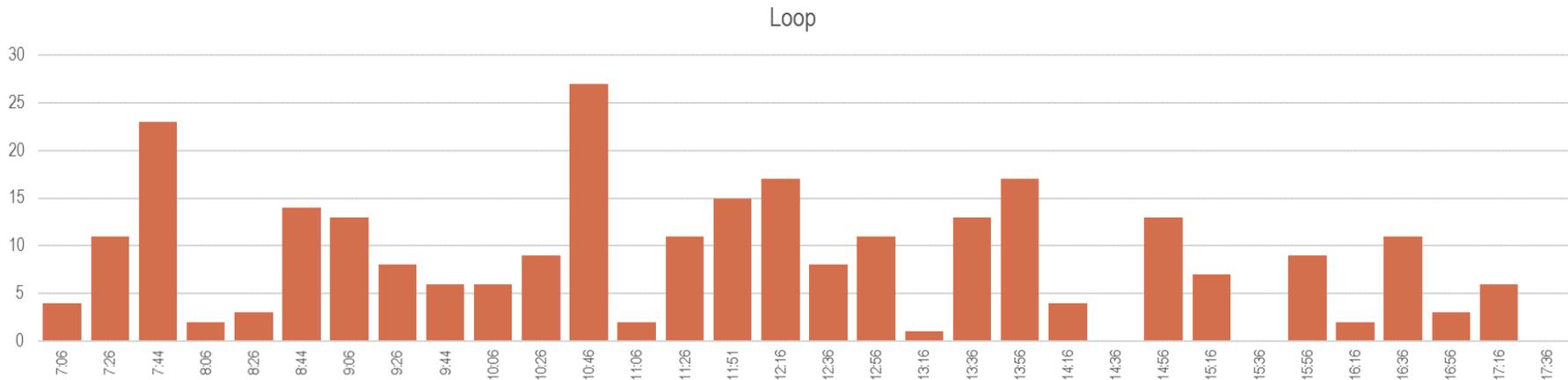
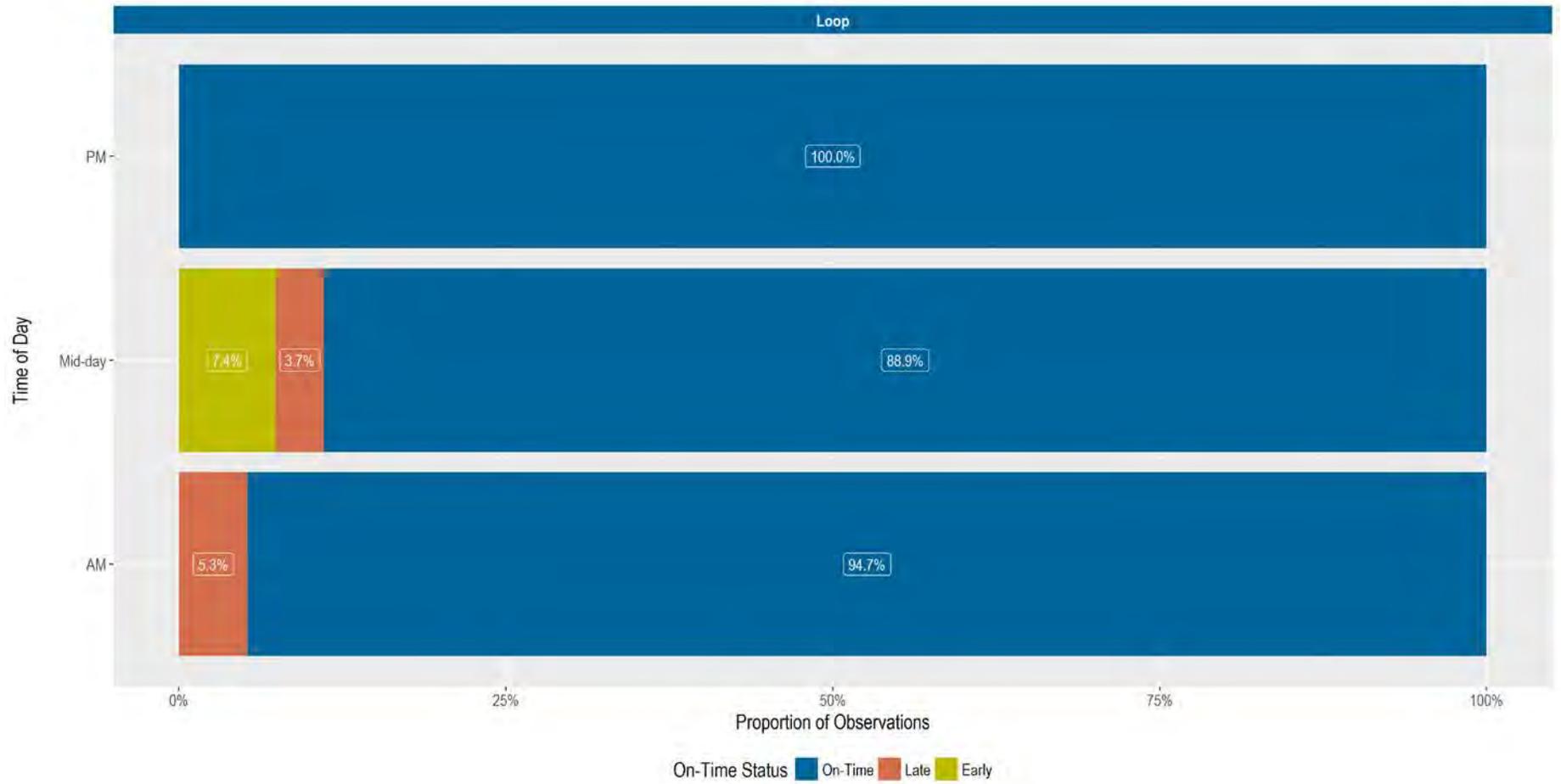


Figure 106 On-Time Performance by Time Period, Route 22 (Gold)



Summary Tables

Figure 107 Summary by Direction, Route 22 (Gold)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	264.4	270.1	92.8%	4.1%	3.1%	13.7	Agronomy Hall
Total	264.4	270.1	92.8%	4.1%	3.1%	13.7	Agronomy Hall

Figure 108 Summary by Segment, Route 22 (Gold)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Ash Ave. at Sunset Dr. to Pammel Dr. at Spedding Hall	255	229	13.7	100.0%	0.0%	0.0%	Ash Ave. at Sunset Dr.
Pammel Dr. at Spedding Hall to Ash Ave. at Sunset Dr.	255	229	13.7	89.2%	6.2%	4.6%	Ash Ave. at Sunset Dr.

Figure 109 Summary by Time of Day (APC), Route 22 (Gold)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Loop	AM	73.2	71.2	13.7	94.7%	0.0%	5.3%	Agronomy Hall
Loop	Midday	158.2	153.7	13.7	88.9%	7.4%	3.7%	Agronomy Hall
Loop	PM	64.7	67.2	13.7	100.0%	0.0%	0.0%	Agronomy Hall

ROUTE 23 (ORANGE)

Summary Charts

Figure 110 Weekday Load by Stop for Route 23 (Orange)

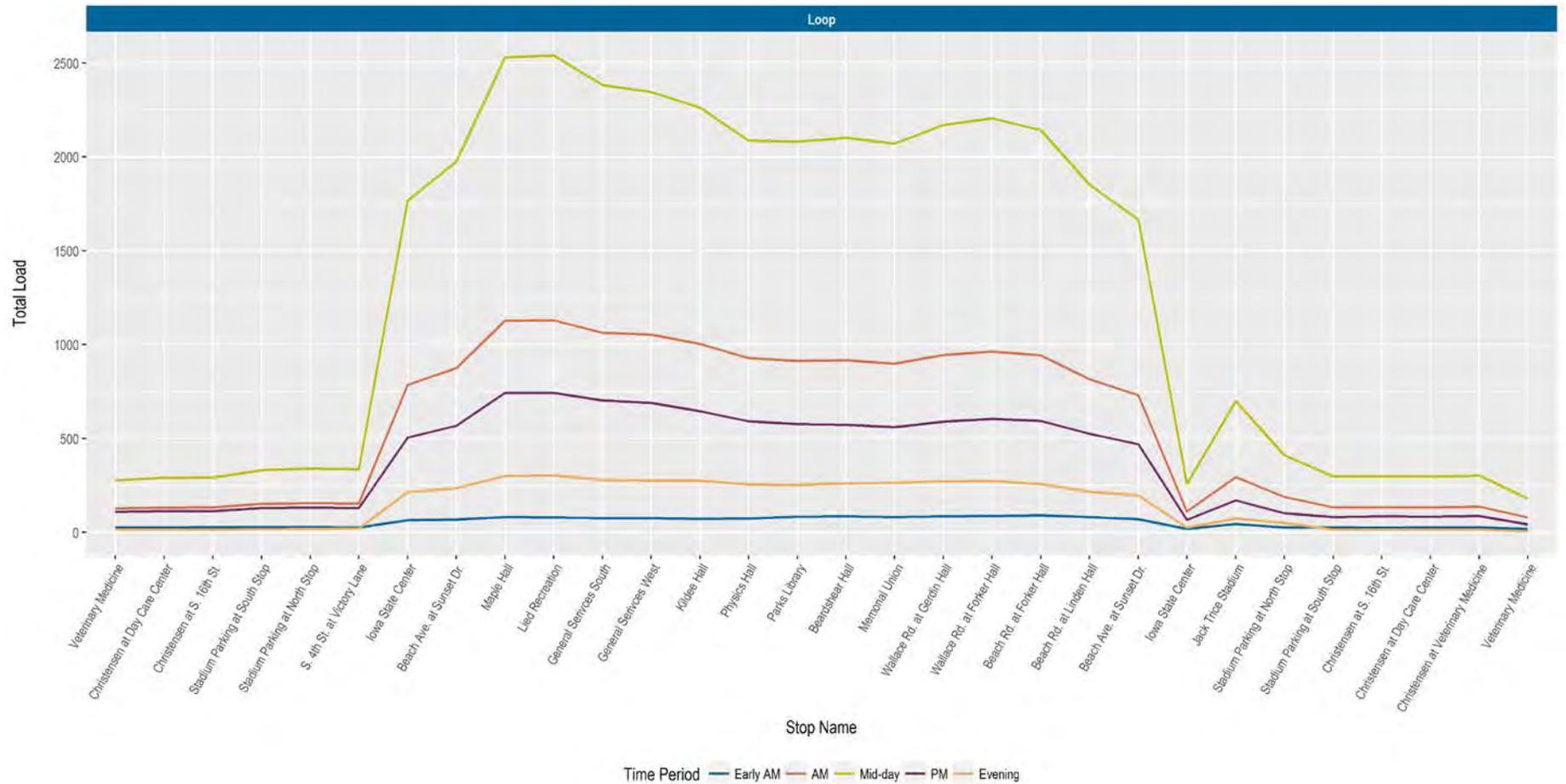
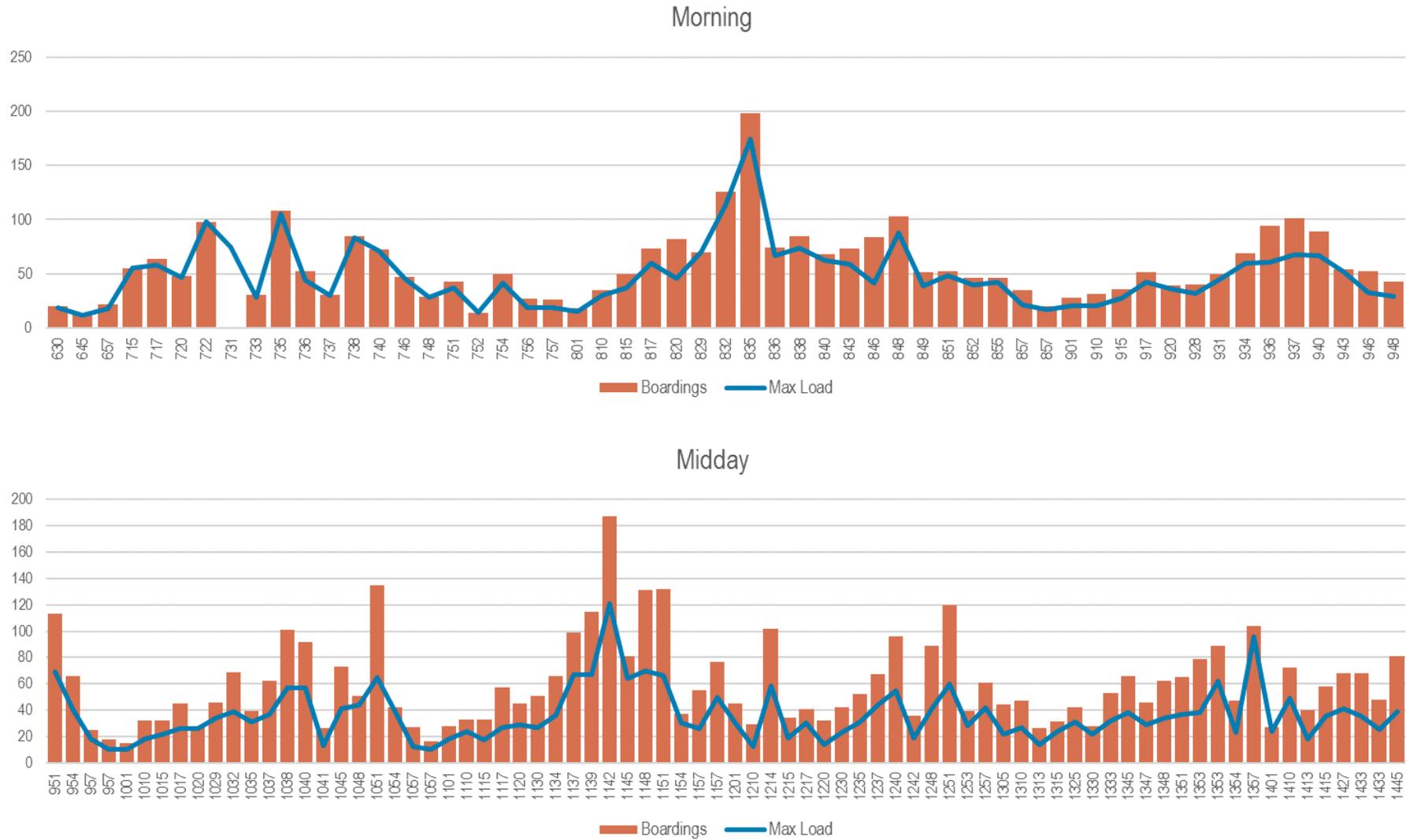


Figure 111 Weekday Boarding/Alighting Profile for Route 23 (Orange)

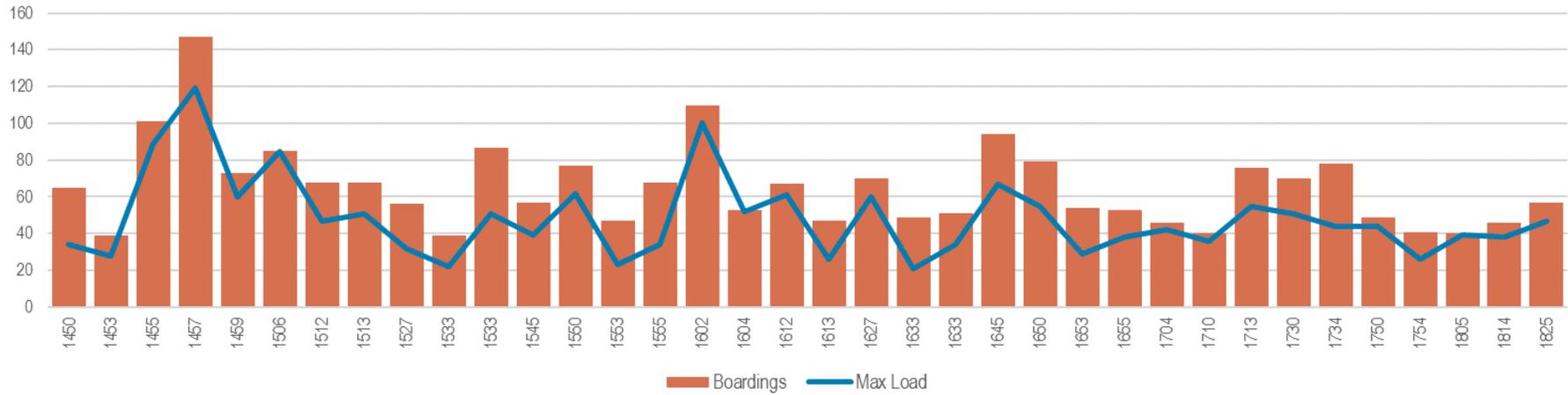


Figure 112 Weekday Ridership and Max Load by Trip for Route 23 (Orange) (Continues on Next Page)



CyRide System Redesign | Final Report
City of Ames

Afternoon



Evening

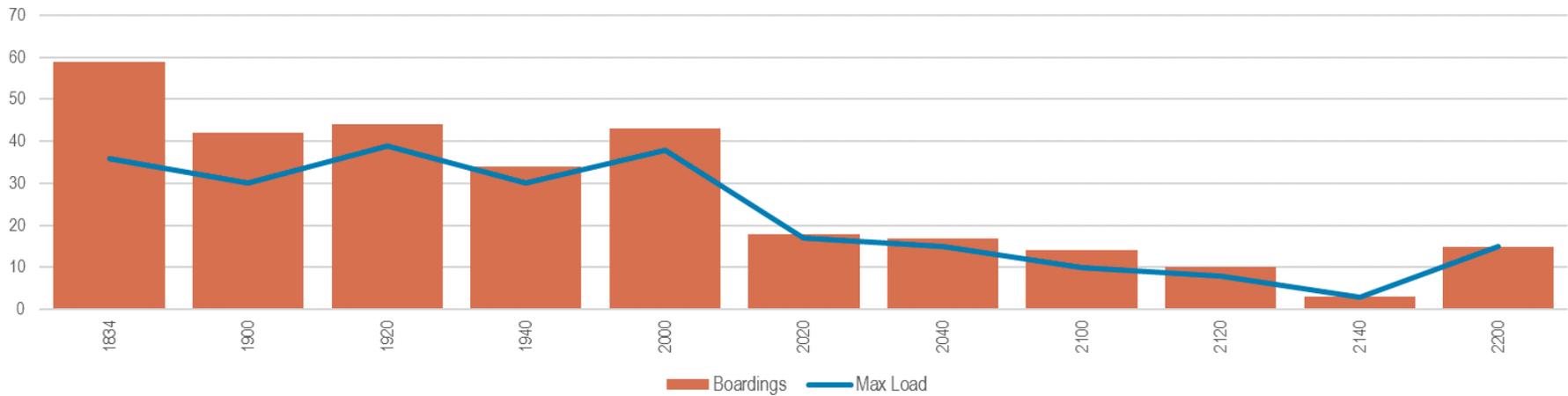
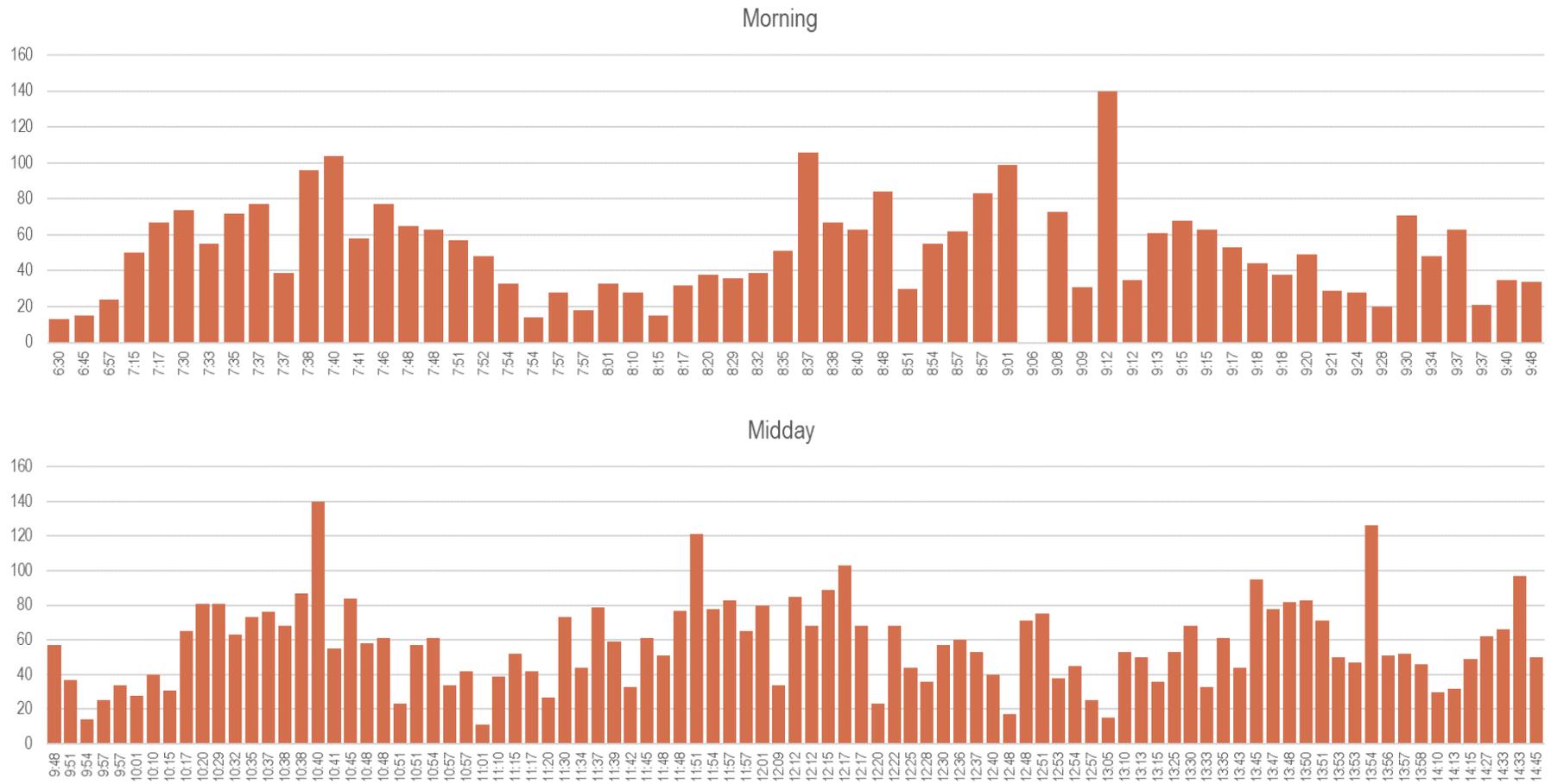
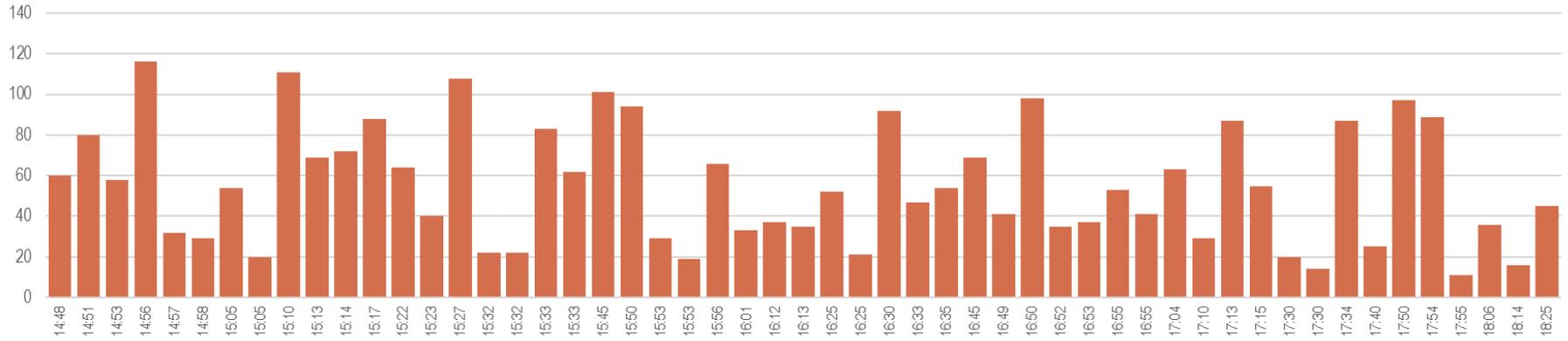


Figure 113 Tuesday/Thursday Boardings by Trip Start Time for Route 23 (Orange) (Continues on Next Page)



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Afternoon



Evening

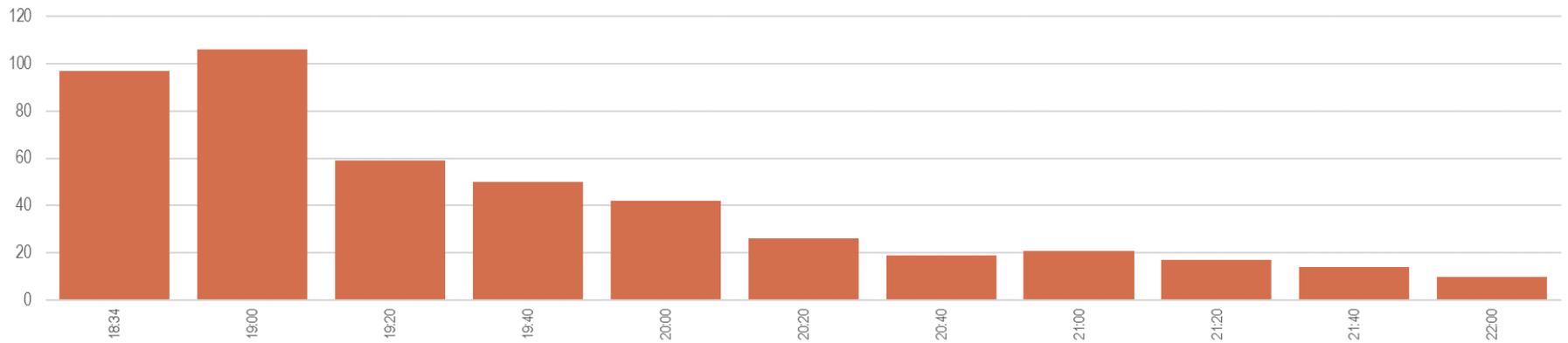
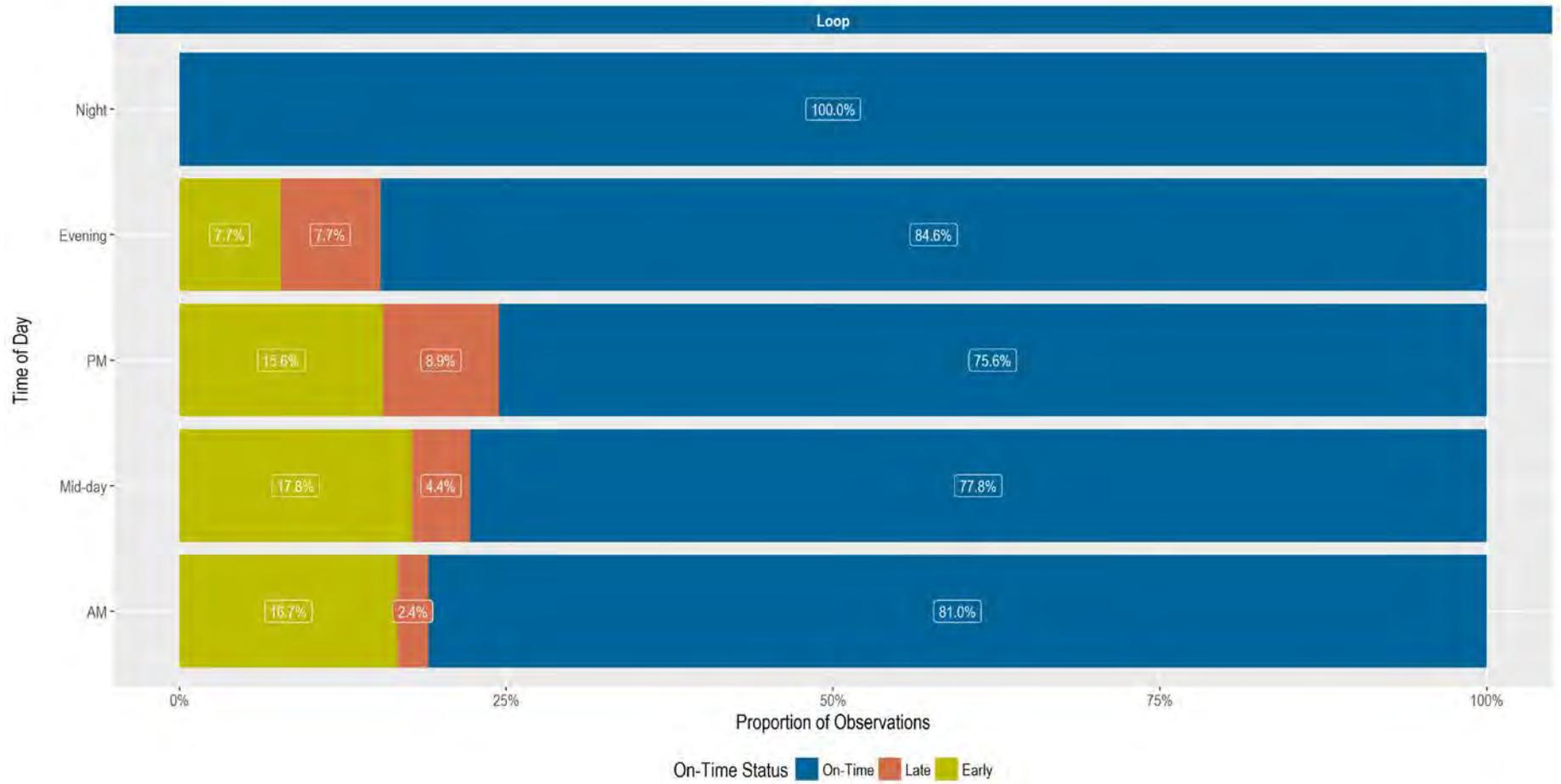


Figure 114 On-Time Performance by Time Period, Route 23 (Orange)



Summary Tables

Figure 115 Summary by Direction, Route 23 (Orange)

Direction	Mean Daily Boardings	Mean Daily Alightings	% On-Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	8547	8823	80.2%	14.7%	5.1%	43.9	Beach Ave. at Sunset Dr.
Total	8547	8823	80.2%	14.7%	5.1%	43.9	Beach Ave. at Sunset Dr.

Figure 116 Summary by Segment, Route 23 (Orange)

Segment Name	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Veterinary Medicine to Iowa State Center	3603.7	3939.4	29.3	70.6%	28.2%	1.2%	Christensen at Day Care Center
Iowa State Center to Parks Library	8107.3	7080.9	43.9	70.8%	26.0%	3.1%	Beach Ave. at Sunset Dr.
Parks Library to Iowa State Center	8107.3	7080.9	43.9	88.5%	5.2%	6.2%	Beach Ave. at Sunset Dr.
Iowa State Center to Veterinary Medicine	3603.7	3939.4	29.3	82.1%	8.3%	9.5%	Christensen at Day Care Center

Figure 117 Summary by Time of Day (APC), Route 23 (Orange)

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Maximum Load	% On-Time	% Early	% Late	Max Load Stop
Loop	AM	2495.2	2542.6	43.9	81.0%	16.7%	2.4%	Beach Ave. at Sunset Dr.
Loop	Midday	5686.5	5782.8	43.9	77.8%	17.8%	4.4%	Beach Ave. at Sunset Dr.
Loop	PM	1600.4	1644.9	43.9	75.6%	15.6%	8.9%	Beach Ave. at Sunset Dr.
Loop	Evening	696.2	702.8	35.6	84.6%	7.7%	7.7%	Beach Ave. at Sunset Dr.
Loop	Night	201.5	212.1	27.2	100.0%	0.0%	0.0%	Beach Ave. at Sunset Dr.

APPENDIX B:

Rider Preferences

RIDER PREFERENCES

The following series of charts summarize the results from the preference questions in the CyRide 2016 on-board survey.

Improvement Preferences by Route

Survey respondents were asked to choose their top three priorities for improvements to CyRide's transit service. The results were examined on a route-by-route basis to provide a more nuanced picture of rider preference. Several routes (Red, Blue, Plum, Cardinal, Orange, and Gold) had a much higher response rate than other routes (Gray, Yellow, and Pink). Separating the results by route ensures that different sampling rates do not affect overall analysis of responses.

Overall, the most frequent improvement requests were for more frequent service and for extended evening service hours. On Route 23 (Orange) the most frequent request was for a reduction in overall crowding on buses (23%). On Route 10 (Pink), respondents requested both earlier service and more frequent service (29%). Respondents on Route 2 (Green) were also interested in improving the bus stop amenities (13%). Results for each route can be seen in Figure 1 through Figure 12.

Trade-off Questions

Riders were asked to choose between a series of service improvement options. The questions help to identify the most important aspects of service improvements for CyRide riders. The four sets of preference questions were:

1. Should CyRide improve access to other employers/areas OR continue to serve mostly ISU trips?
2. Would you prefer more bus stops for shorter walk distance to/from bus stops OR fewer bus stops for faster bus service?
3. Would you prefer more frequent service OR later evening service?
4. Would you prefer improvements to the existing transit service OR expansion to new service areas?

The responses to each question were cross-tabulated by route to better understand rider preferences. This is important, as certain routes serve distinct rider groups in Ames. Analyzing preferences by route helps build a more complete picture of why riders may prefer one service improvement alternative over another. For example, an ISU student who has a late-night lab might care more about improving late night service than improving frequency.

It should be noted that some routes have very low response rates. In particular, Route 4 (Gray), Route 5 (Yellow), and Route 10 (Pink) each received less than 20 responses. The results were not weighted to account for response frequency, so results for those routes should be interpreted with caution.

With the exception of Route 10 (Pink) and Route 5 (Yellow), riders on all routes preferred for CyRide to continue to serve ISU trips rather than increase service to other areas of the city. These results are displayed in Figure 14.

Riders were more ambivalent about the tradeoff between increasing speed or decreasing distance between bus stops. While riders on most routes preferred a shorter walking distance, riders on

Route 1 (Red) and Route 9 (Plum) preferred faster service over shorter walking distances. These results are displayed in Figure 15.

When given the choice between improved frequency and late night service, most riders preferred increased frequency. The exceptions to this are riders on Route 2 (Green), who were evenly split between the two options, and riders on Route 5 (Yellow), who strongly preferred late night service improvements (73% to 27%). These results are displayed in Figure 16.

Riders expressed a clear preference for improving existing service when given the choice between improving existing service and expanding service to new areas. The exceptions to this pattern were Route 5 (Yellow) and Route 10 (Pink), which both had a 60%/40% split in favor of service expansion. However, it should be noted that both of these routes had a low response count when compared to the rest of the sample population. These results are displayed in Figure 17.

Figure 1 Improvement Preferences for Route 1 (Red)

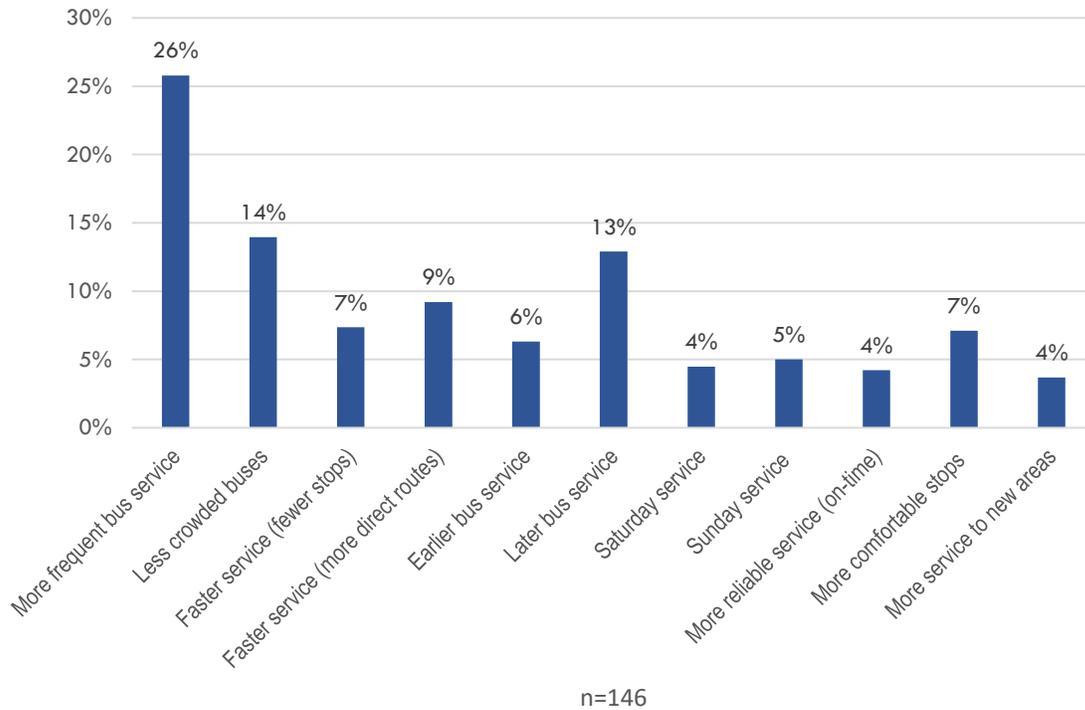


Figure 2 Improvement Preferences for Route 2 (Green)

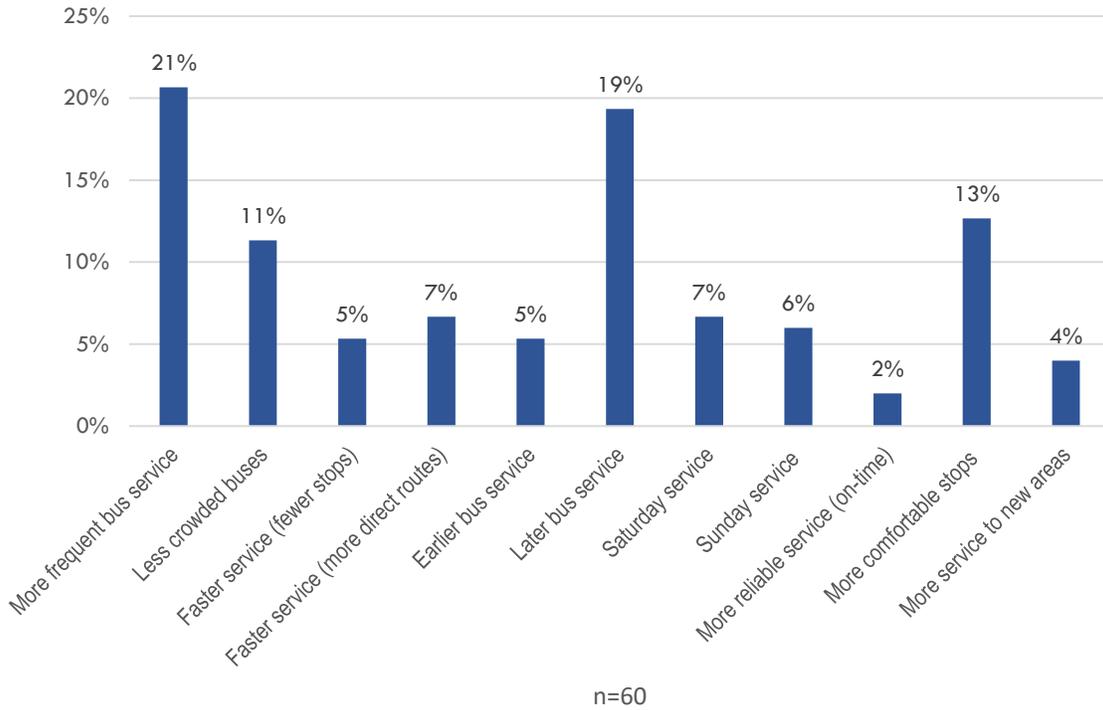


Figure 3 Improvement Preferences for Route 3 (Blue)

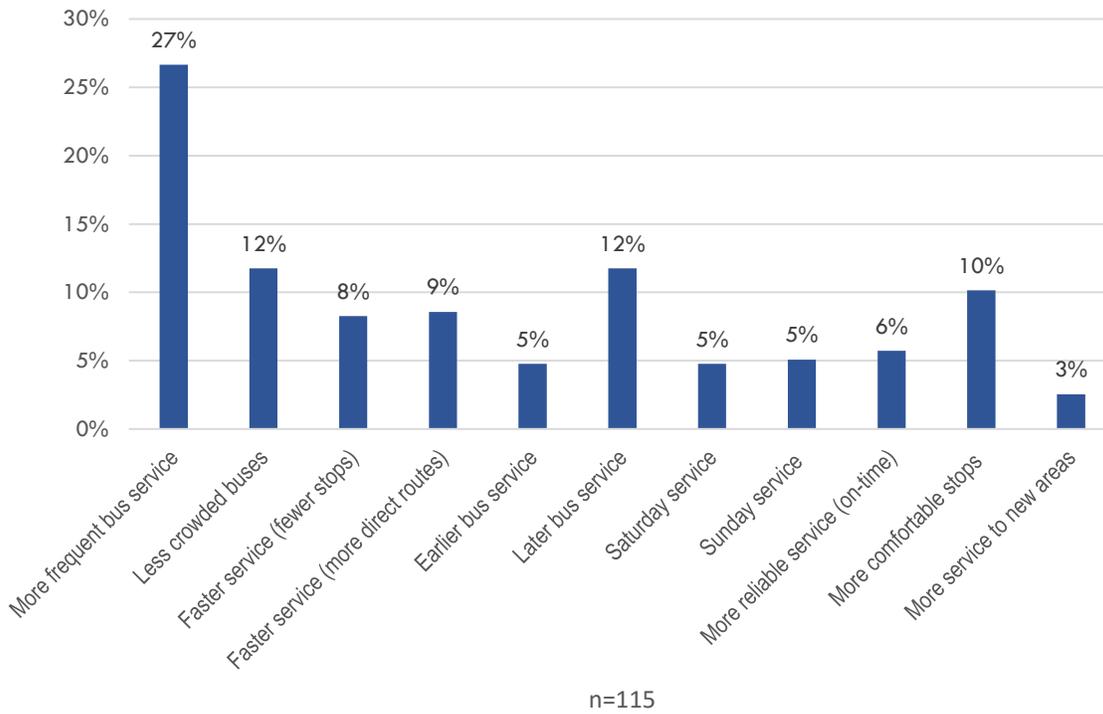


Figure 4 Improvement Preferences for Route 4 (Gray)

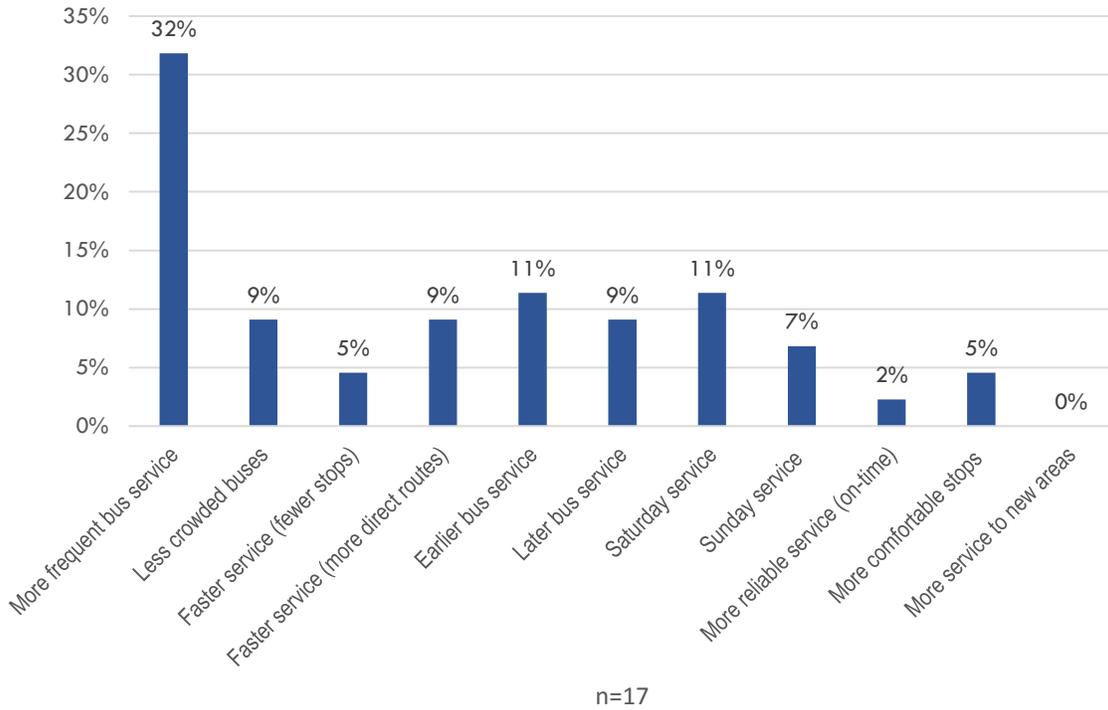


Figure 5 Improvement Preferences for Route 5 (Yellow)

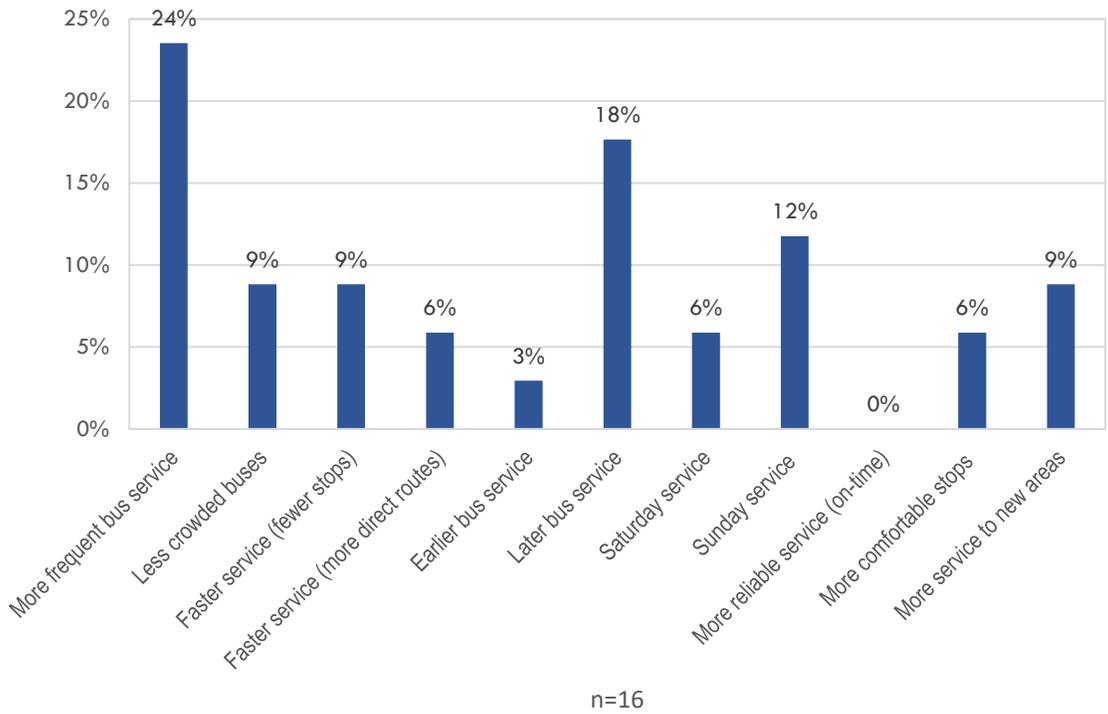


Figure 6 Improvement Preferences for Route 6 (Brown)

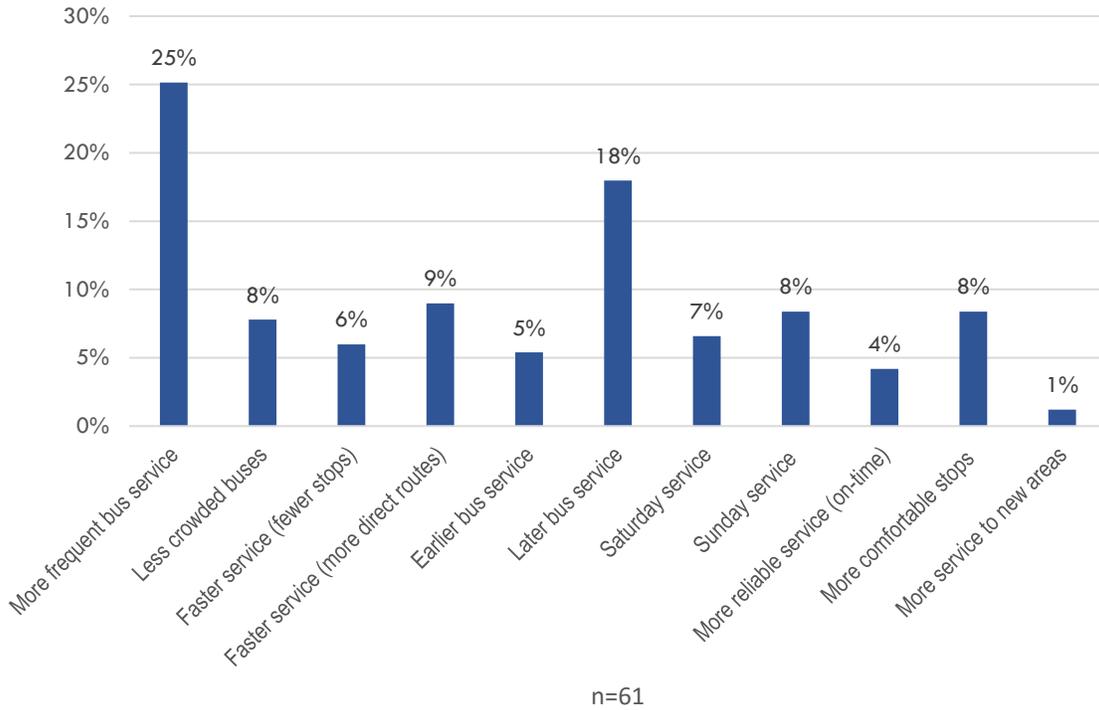


Figure 7 Improvement Preferences for Route 7 (Purple)

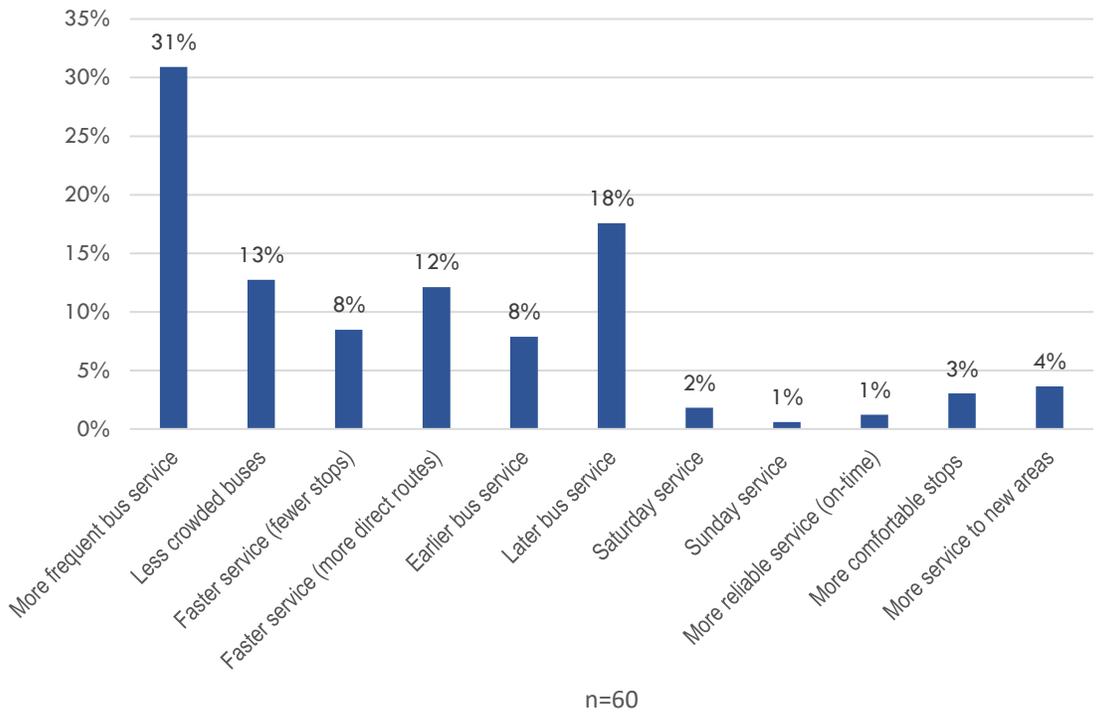


Figure 8 Improvement Preferences for Route 9 (Plum)

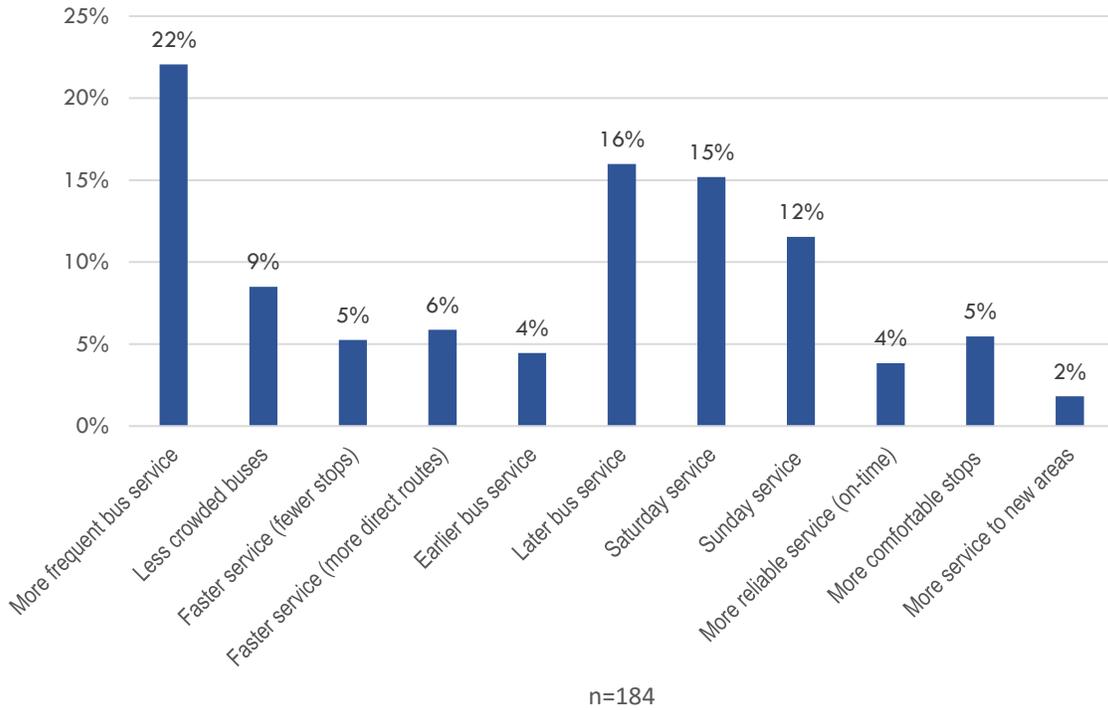


Figure 9 Improvement Preferences for Route 10 (Pink)

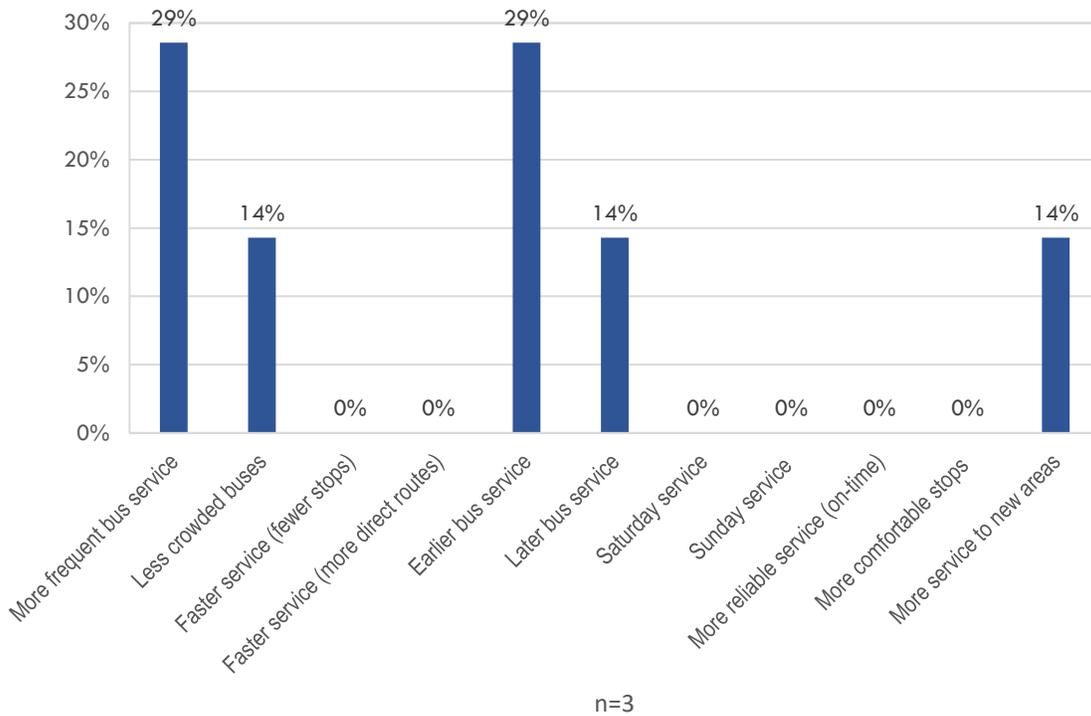


Figure 10 Improvement Preferences for Route 21 (Cardinal)

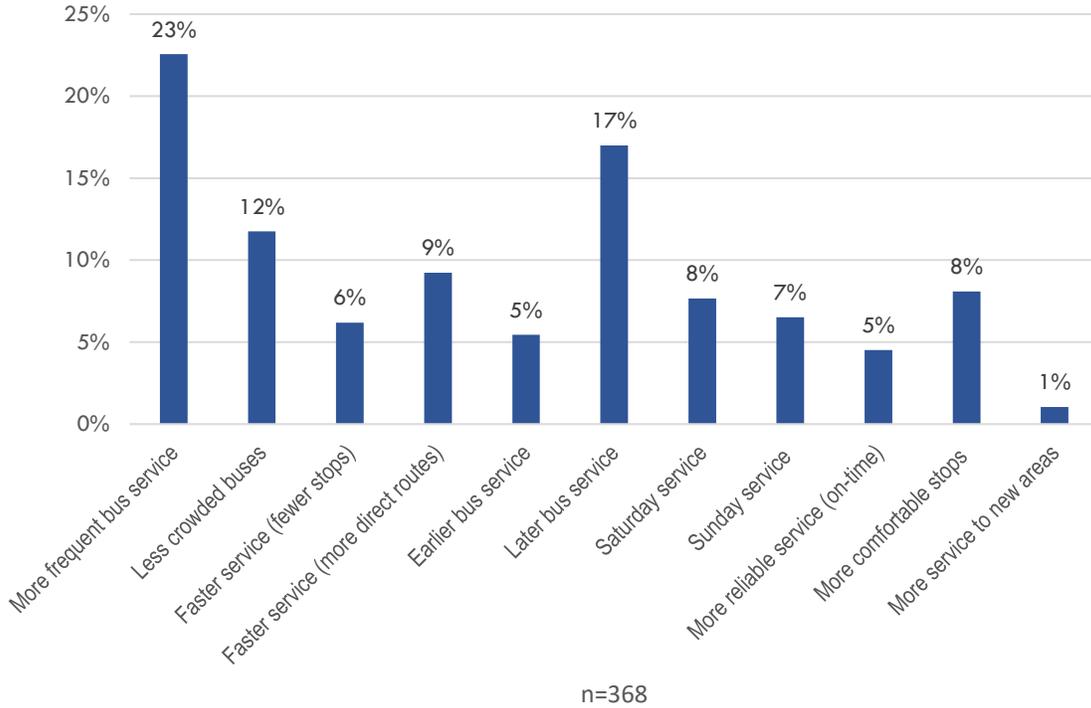


Figure 11 Improvement Preferences for Route 22 (Gold)

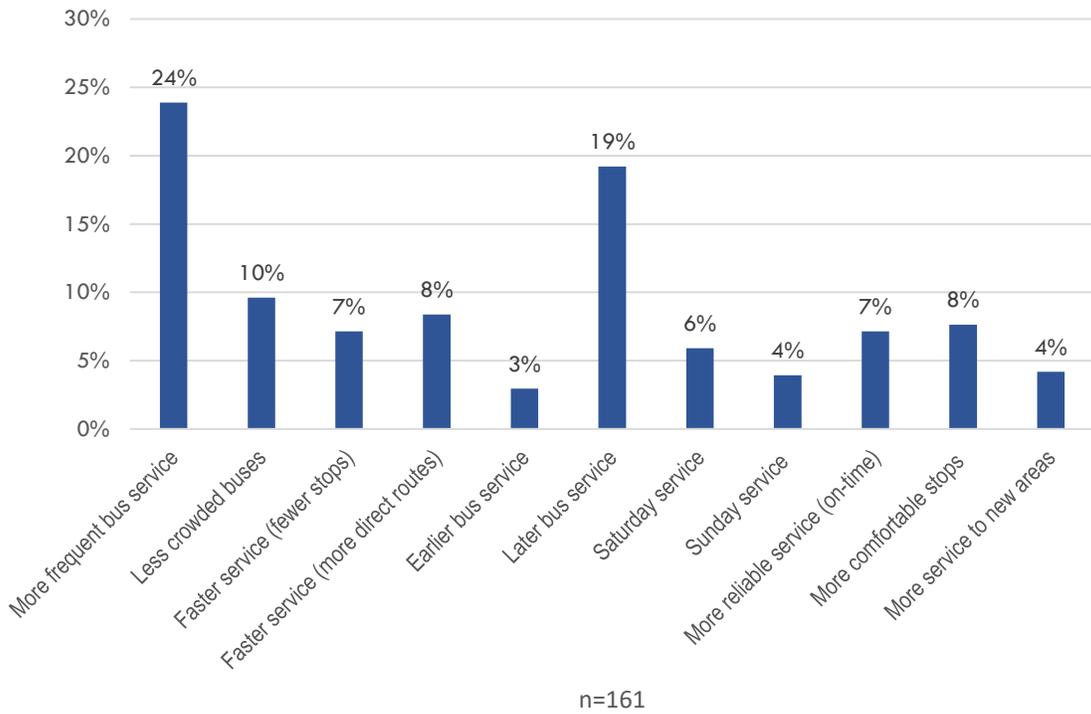
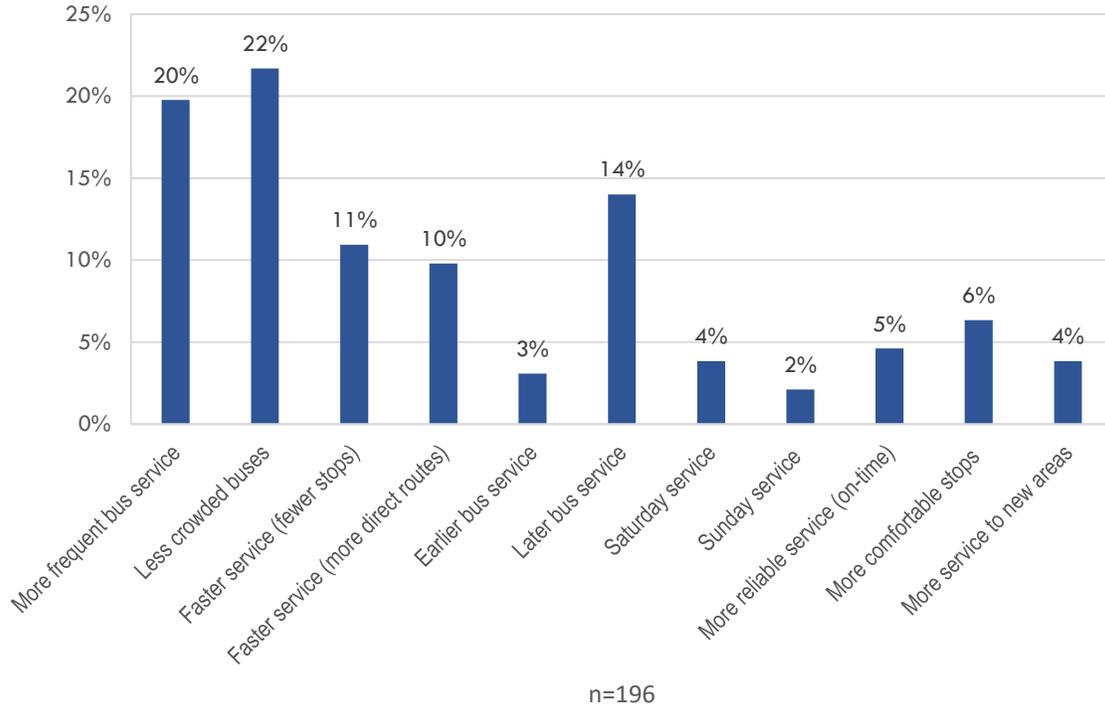


Figure 12 Improvement Preferences for Route 23 (Orange)

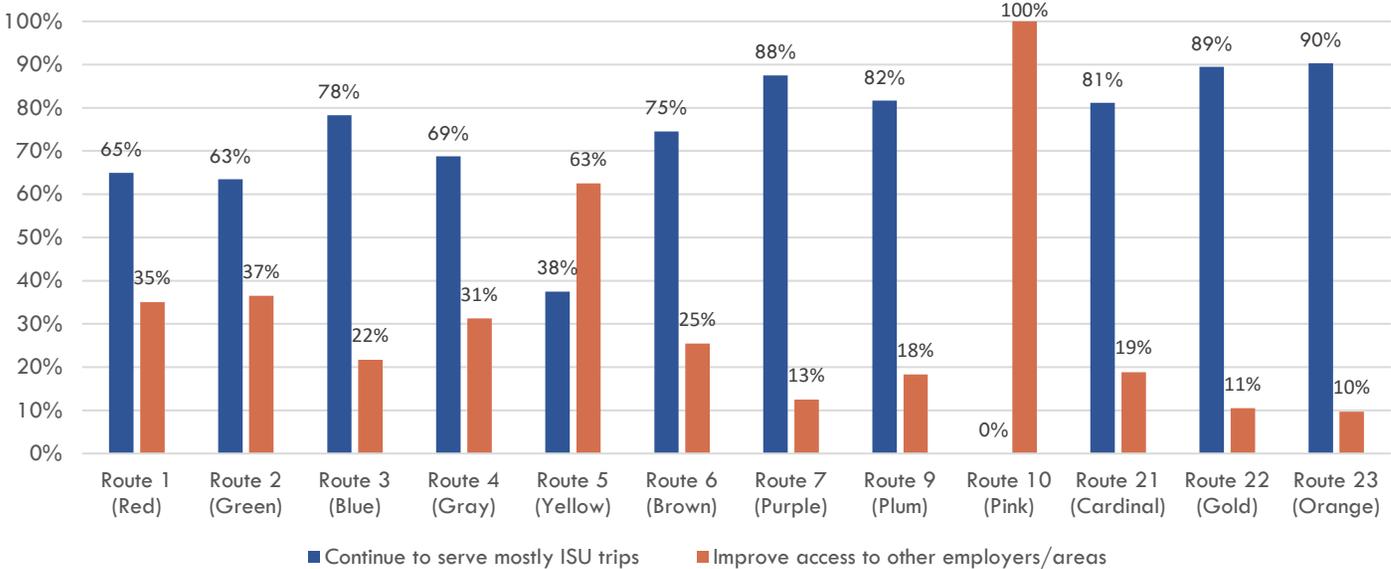


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Figure 13 Response Counts by Route and Question

Route	Response Totals by Route and Question				
	Service Area	Stop vs. Speed	Stop vs. Speed	Frequency vs. Late Night Service	Service Improvement vs. Expansion
Route 1 (Red)	137	133	133	138	136
Route 2 (Green)	52	49	49	52	49
Route 3 (Blue)	106	102	102	106	107
Route 4 (Gray)	16	16	16	16	15
Route 5 (Yellow)	16	15	15	15	15
Route 6 (Brown)	55	55	55	55	55
Route 7 (Purple)	56	57	57	57	57
Route 9 (Plum)	169	167	167	170	168
Route 10 (Pink)	4	4	4	5	5
Route 21 (Cardinal)	350	342	342	345	344
Route 22 (Gold)	152	147	147	151	150
Route 23 (Orange)	186	178	178	183	183

Figure 14 Service Area Preferences



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Figure 15 Stops vs. Speed Preferences

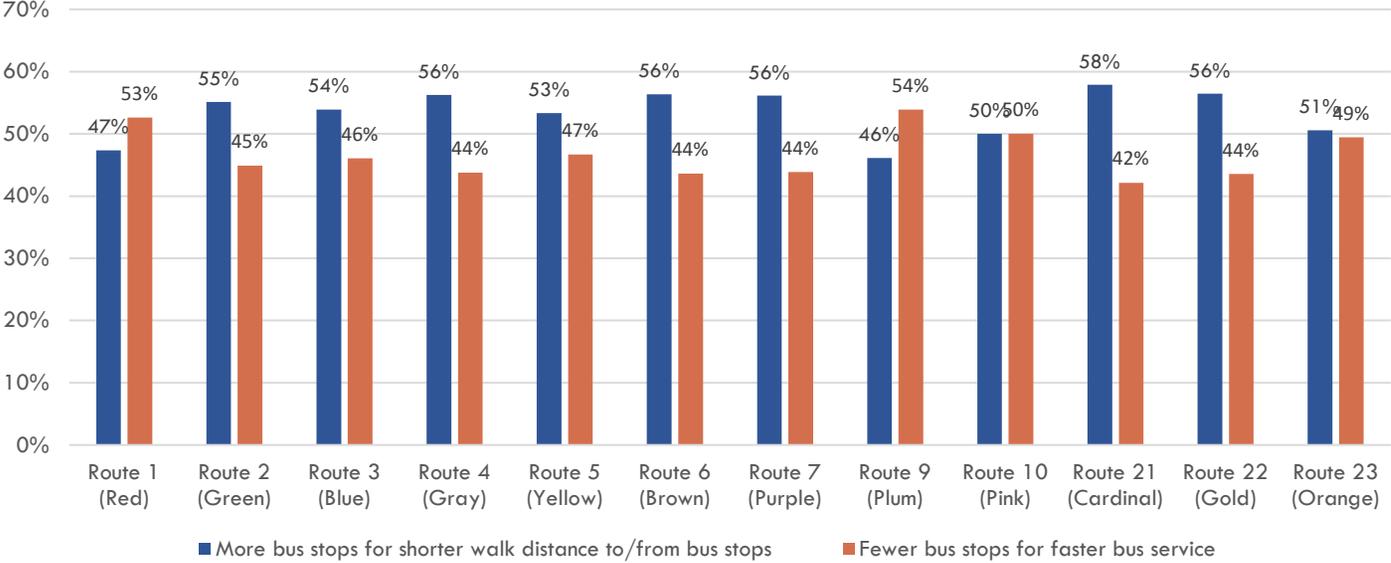


Figure 16 Frequency vs. Late Night Service Preferences

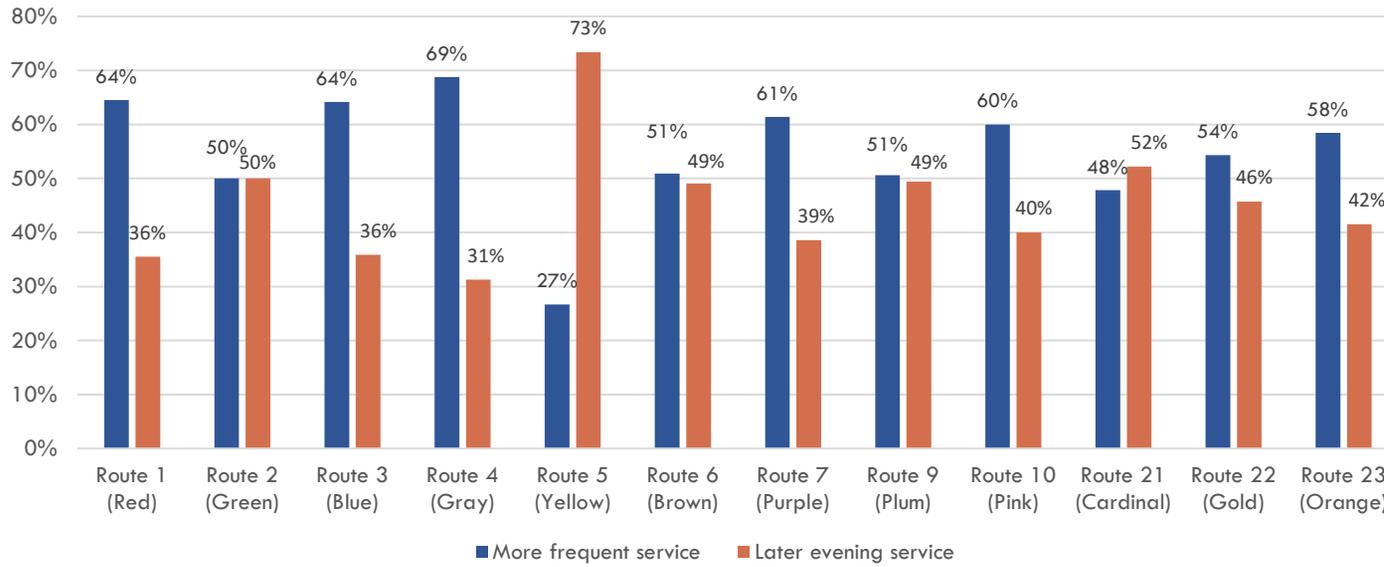
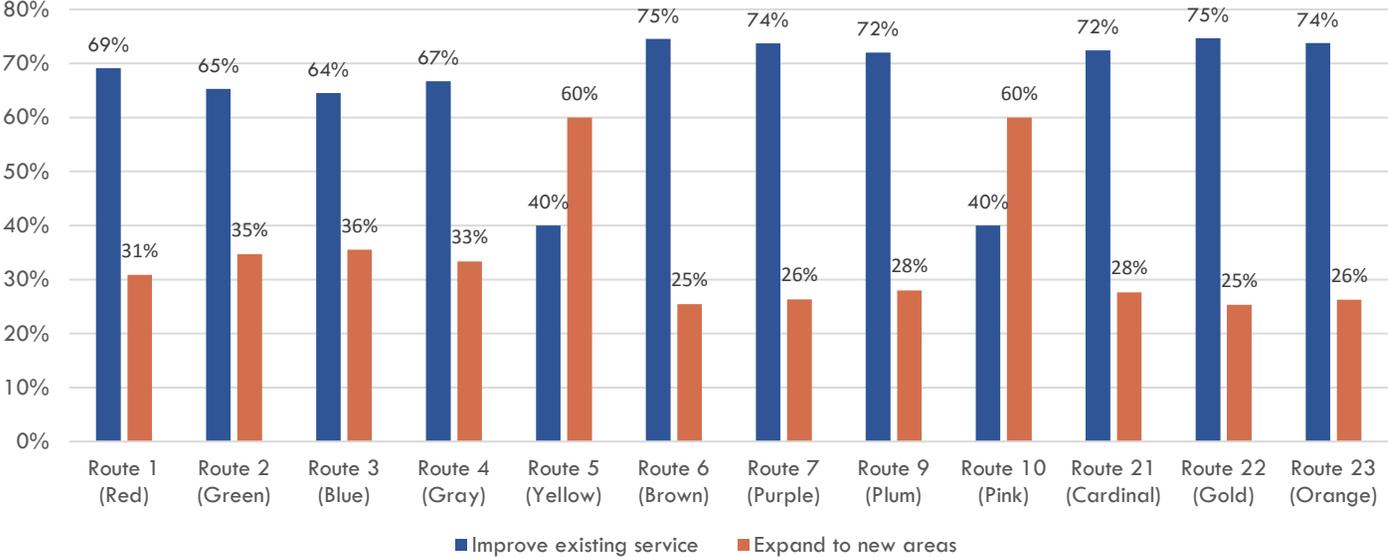


Figure 17 Service Improvement vs. Service Expansion Preferences



APPENDIX C:

Open-Ended Comments

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Public Comments

Great work! Please start the N/S Brown Bus on weekends. It is useful to people who visit Walmart/North Grand Mall. Please also consider an express shuttle from Des Moines to Ames; at least twice a day.

I think it's important to have more buses on the weekend. An express line to Des Moines. Thank you

Look at increasing the frequency of Blue South from River Birch to University campus, especially in the morning timings (from 8 - 10AM) [Because Blue route serves more campus buildings] - so maybe we should look at increasing the frequency to every 15 minutes.

I serve as the Chief Fiscal Officer for the College of Engineering at Iowa State University. We have experienced tremendous growth and request additional transportation to the Applied Sciences Complex to meet the needs of the students and faculty who work and attend classes there.

Growing student, faculty and staff populations at Applied Sciences need a university transportation solution

Dear CyRide, please don't change Red Route because it is the only route that goes by the hospital. Also, when changes are made, how will I know? Thank you

There needs to be more routes that run down Pammel instead of Osborne. Some 1As and the Gold run, but only one direction. There needs to be westbound buses as well. Transfers could be made at the Howe Hall stop because there is a cuout and wouldn't impede traffic as much.

Is the 2 Green running to 16th and Northwestern on school breaks? The whether it runs or doesn't run is confusing. If it is diverted how would we know? There are three riders at my stop when I get on that all live around the 16th and Northwestern intersection.

Love scenario 2 - Peach Route is great! Love look of SUV of Scenario 2.

The buses should be run more in the summer and on school breaks. The people on campus that stay have a hard time getting around when we don't have the consistent service we are used to.

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Design Your Transit System: Open-Ended Comments
Live in the Southdale area - Crystal, Jewel, Diamond and the frequency and times are just not enough to warrant use.
Getting to the East side of town, towards Dayton Ave., is too hard right now. Would like more frequent routes in that direction of town.
If expanding weekday evening service isn't an option, considering staggering schedules of key routes. For example, I can use Blue, Green, or Red to get to the Downtown/Lincoln Center area. At night, all of these buses serve campus within a 10 minute time span. If I miss this slot, it is 40 minutes until the next block of buses comes. Peak only buses like the 10 Pink are not very useful to students. Our schedules are more flexible and sporadic than working professionals. If CyRide is catering to students on these routes, 6x per day is not going to accommodate our needs and we will not use the service.
Generally, everyone is friendly and helpful; however, there is a Blue North driver who has come very close to hitting my husband more than once at the intersection of Marston Ct. and Bissell Dr. about 8 am. This driver accelerates rapidly from the stop sign even when pedestrians are already crossing Bissell and he does not give them any leeway. If the pedestrians should stumble, they WILL be hit.
Need to Serve North neighborhoods better
have more frequent service going to the DMACC center
Later night busses to Somerset and Northridge would be helpful. I live off campus in Northridge and participate in theatre rehearsals which run until 10pm-12am, so I often have difficulty finding transportation home when busses don't run that late. Additional bus stops in the Northridge area would be very helpful! Maybe one near the intersection of Bayberry Rd. and George Washington Carver Avenue. Thank you!
Buses to the Northridge area would be really helpful, especially in the winter (near Bayberry and G.W. Carver). Also, I have struggled the past few years because I ride the bus to school, but often cannot return until past 10 or 10:30 that night because of night classes, rehearsals, performances, etc. Later running times to the Somerset area would be incredibly beneficial.
Wish we could get on a CyRide in Ankeny or Des Moines and get to campus daily.
I live in Des Moines and work in Ames. When I was going to school in Ames (graduated May 2014), I was very impressed with CyRide's service. Making the commute from Des Moines to Ames, I don't have much of a need for the CyRide transit service anymore. I am sure the cost would be great and coordination of such a service would be a lot more complicated, but if there's an opportunity to ever expand to offering a Des Moines < -- > Ames route with park and ride areas along the way, I would definitely utilize it.
I have three college-age children who attend ISU. They do not own cars and rely on the bus system to get to classes, activities, and work. My husband and I also use the busses, especially on campus. There are two upgrades that would make a huge difference for my students, our family, and others who live near us. Please add a brown bus stop at Carver and Bayberry. This would serve residents in the Northridge neighborhood, as well as the residents of Northridge Village (located at that intersection). Currently, my students and others hike to the stop in Somerset, but this can be challenging in the winter and at night. Secondly, please extend the evening service of the brown bus line. Students who have night classes, rehearsals, activities, or work cannot get back to Somerset or Northridge past 9:00 pm (which is when night classes end--and some on-campus activities are just beginning). The blue bus is their only option, but the closest drop off is in the Schilleter Village apartment complex. Student safety would be greatly increased by providing more full and frequent nightly service to more areas. Thank you for keeping this service as a universal benefit for students. It is so important--and even a recruiting asset for the university and Ames!
It is definitely better to take the bus then to walk everywhere, especially now that it is getting colder. Buses to the Northridge area (like Carver and Bayberry/Northridge Village) would be nice, as well as later buses that go to Somerset for those who have work or rehearsals or late night activities.
Maintain and increase the attention to the needs of handicapped riders. The current set of drivers are very attentive to riders and potential riders with some minor exceptions earlier in a drivers career.

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Design Your Transit System: Open-Ended Comments

This is a great transit system. Keep up the high-levels of training and customer service I see with your bus drivers. It would be great to have some mid-day service to west Ames going out to the new developments (College Creek area).

I really appreciate that we have a service that is willing to benefit the community willingly. It is extremely helpful to have reliable transportation so focus on my studies rather than how to get there. I personally would appreciate it is CyRide was able to keep lost-and-found items like keys for a longer amount of time.

Great service, just wish I can have pink run in the evening.

Please put a bus stop near Reiman Gardens!

As someone who serves many students and individuals in the community who do not have access to transportation I think it's great that Ames has public transit options. But it's still a struggle for many to utilize the current transit system so I would like to see it improved so that it's easier for people to use public transit.

Please bring back the ISU Research Park bust stop

When free summer service was offered, I used Cy-Ride to go to work. Except for the transfer wait at the mall, it was a good experience.

In general, I find existing CyRide service to be very reliable. In terms of improvements, what I would most want to see are longer service hours and more weekend/break service.

Brown route south run it atleast 1 hour later and weekends even if it is every hour or so between busses. Disabled should ride for free. Other than that I'm satisfied with the service

I love CyRide, and the senior fare of 60 cents! The current routes serve me well, but the city is growing and those growth areas should be surveyed to see if needs exist.

Parking on campus and around town should cost about 4x what riding the bus does. We aren't going to make this town nicer if we don't get fewer people to drive.

I rode public transit very often while a student at ISU. I have not taken it very often since graduating because it is not convenient for me. I do not live on campus or go to campus very often so most of the routes are not useful to me. To go from home to work requires me to transfer on campus and would take far longer than driving or biking directly to work.

I would like to see free fares to attend events at Iowa State Center. For example, if you have a ticket to a basketball game, concert, or play, you just show your ticket and you don't have to pay to ride to and from the event. This would reduce traffic and parking congestion.

Drivers used to be helpful and friendly. Now they seem to be "just doing the job." Would like to see more smiles, jokes and friendly interaction with passengers from CyRide drivers -- we know they're great people.

I appreciate how clean, safe, and generally reliable it has been for my children

The coverage for routes to important areas in town is excellent. I wish the off campus routes would run later through the week and on the weekend, especially the Somerset route.

I rode as a ISU student but began to bike to campus instead, as rides were long and bus waits were very long. On an average week I would wait 4 hours or more. Brown route was the worst as I had to ride it to work and I missed it by the time I got out of class and had to wait 20 min for the next one. I often ended up walking the 2 miles to work through the blistering cold. I also had to sprint to campus after work in hope that I could get there in time to catch the bus home because if I waited for the brown route bus it would arrive just minutes after green left.

SATURDAY GAME DAY! Parking is atrocious. Add 4x as many as you think after the game is over. It will help traffic by eliminating the number of cars on the road as well.

CyRide is amazing. At times in my life where I didn't have access to a car and didn't live within walking distance of my office, I used it all the time. I recommend it all the time as the most reliable bus service I have encountered.

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Design Your Transit System: Open-Ended Comments
I commonly take the Brown South to get to the ISU Research Park. The change in routes has made it increasingly difficult to get there as I can have problems walking, especially on days where the weather is colder. If possible please reopen or create a closer stop to the old Research Park bus stop locations.
I would like a stop by Molecular Biology.
I live so close to downtown that i walk or ride my bike. my friends from work sometimes have needs for late night or weekend service.
Research park stops have recently been eliminated. Relied on them in winter months. Rationale? What would cyride need to bring them back? I assume ridership did not justify the stops. What's odd is even more growth on north loop and south loop
I live very close to campus so I never need to use the bus. However, I have used it a few times this semester and found that it takes a very long time to travel a short distance due to the large number of stops on its way.
I don't currently ride but I used to ride a lot 5-10 years ago. My main problem was always that some routes (Brown in particular) didn't run late enough, and didn't run often enough in the evenings. Also, as a driver, I wish there were more pull-in bus stops so it is easier to go around the bus while it's stopped. The stop by Friley/UDCC is particularly bad.
Lots of students need stops where service has been discontinued such as ISU Research Park. Some buildings host many students.
More bus shelters are needed. Sometimes, especially on the Red route, one bus is packed full and then 5 more buses come in the next 15 minutes that are mostly empty. The bus drivers don't tell boarding passengers that there's another bus on its way until it's packed. Some bus drivers are very rude and call people back to inspect their student IDs and hold up the line. Buses should run later in a college town. People have to stay on campus or work late and then they're stranded at night, which is especially bad in the winter.
I am a student working the ISU Research Park which has no buses running on weekends and during later part of weekdays. Also the bus stop is quite far away. Please accommodate services to make the adjustments.
The buses need to go into ISU reasearch park like on Airport road. As a student who gets empolyed out there its very hard to walk from the Holiday Inn stop to airport road in Iowa weather conditions.
I used to take Cyride every day to and from campus. But the length of time the ride took and the many times the bus was early or late made Cyride inconvenient. If the services was extremely reliable, faster, and buses came more frequently I would definitely reconsider riding Cyride regularly.
Could we have a bus stop closer to Boehringer Ingelheim? I am an intern there and the walk from the current bus stop to Boehringer Ingelheim is very long.
Adding a stop out to BIVI would be nice. We have a few students here who don't have cars and usually commute by bicycle, but can no longer do this during the winter time.
I really like the reliability in service, but I would like to see better bus stop accommodations and less crowded buses at peak times.
There seems to be ALOT of buses running around town empty. Should smaller buses be utilized during off times or wait times expanded? I think Cy-Ride is a great asset for Ames.
Cyride is a wonderful asset to the Ames community. I rarely use Cyride but love that it is available. Please keep Cyride affordable, reliable, and accessible throughout Ames.
Make ames more accessable for all residents of Ames. I would take the bus a lot more if routes were more frequent and areas of Ames were more accessible.
Don't live in Ames. Commute in. Need to go to campus at odd times. Very hard for us to do this without driving to ISU Center.
When I was a student at ISU I relied heavily on Ames public transit and was very happy in general with the service you provided.
I love Cy Ride, and I wish there was an easier direct route from my home to my office now.

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Design Your Transit System: Open-Ended Comments

Working in the ISU Research Park three times a week this semester, and the four times a week next semester, I really don't want to be walking 10 minutes from the bus stop to my work in the snow and rain. It will make my work more miserable and just make for a bad day overall.

Add more stops towards the ISU research park. The closest stops to it is over by the wessex apartment complex and in front of holiday inn. Adding more stops that go inside the research park would be great if you can.

Please add the South Loop drive bus stop on Brown route. Its very difficult for students working in research park to commute, especially since the temperature is falling down.

I am a student working in InTrans, ISU Research Park. The following services (also selected in the survey) if provided will be helpful to students like us working in InTrans. Brown 6 route towards ISU Research park ends at 6:30 p in weekdays and do not run on weekends. So, if at least some buses are made to run during this period (the frequency might be decreased), then it will be very helpful. Also, another our major need is to restart the bus service to North Loop drive. Otherwise, it becomes very difficult to walk from SSN to InTrans during winter days.

I like it.

I'm answering this survey on behalf of ISU students that work for the Institute for Transportation located on South Loop Drive in the Research Park area. Thanks.

more south side routes would be very beneficial

Cyride's service network is currently very helpful for getting me to where I need to go! However, I think the routes could be optimized to take a more efficient route through Ames.

I work at the research park. Access from the park is not good for our many grad students heading back to campus. They have a 10-minute walk or more to get to a stop. Please consider more stops especially on the south side of the research park. Thank you.

I would consider cy-ride for work commute...but bike is faster.

I would CyRide a lot more often if it came more frequently and/or I could get to the research park faster. I would be willing do pay double the fare for this. Currently I mostly commute by bike to work, but drive in very cold days. Would prefer to use CyRide instead of driving.

I would participate in public transit to events at Jack Trice, Hilton and Stephen's if more convenient. I would prefer not to drive if routes stopped and picked up at venues. Length of transit isn't a concern but direct access is lacking. I.e. if I'm walking excessively to and from bus stops or waiting for a bus then I will just continue to drive which only adds to the congestion.

For the most part, Cyride is an amazing way to get to and from class. Not only is it fast, but also very easily accessible from different places. However, the one main complaint that I have is Cyride's inability to leave from a stop at its allotted time. For example (Or rather, in my case) , whenever I want to take the 3 Blue South bus from the stop next to the Administrative Services Building, I look at the time schedule and it says that the blue is supposed to be there in 5 minutes. I walk outside and i see the bus speeding away. This hasn't happened only once, but consistently for the past 2 months. Even though they're scheduled to be there in 5 minutes, the bus always get there like 5 minutes early then leaves. One time, I had even ran to the bus right as it was about to leave since it had came early and the driver gave me an annoyed look while i was next to the door and i almost had to knock on the door for him to let me in. 5 MINUTES EARLY. I understand that it may be a busy street, but I feel like if Cyride is going to consistently have its bus's arrive and leave 5 minutes early, you need to update your schedules to accommodate for people who are trying to catch the bus but are forced to wait like 15-20 minutes for the next bus, or have to run to their class because they cant wait for the next bus to come. Other than this issue, I have had no problems whatsoever with Cyride and keep up the great work!

CyRide has got to be one of the best public bus systems in the country. The only qualms i have with it are the amount of stops that are so close to each other, i.e. on Union Drive, there are 2 stops on the same road probably within 500-1000 feet and i dont think that's necessary

Keep up the good work!

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Design Your Transit System: Open-Ended Comments
I love having the option of public transit in Ames. Would really like to see it more accessible in the newer development areas (subdivisions out by research park, S. Dayton business area, west Ames)
If the 5 Yellow could operate more frequently, that would be helpful.
I think it is wonderful, it is usually on time and it takes me to most places i need to go, the drivers are usually friendly
I am living in Schilleter Village and working as RA in BIVI (research park). I am wondering if you can provide convenient bus for people like me commuting between campus and research park, between BIVI and Schilleter Vlg. Thanks a lot.
CyRide is a fabulous transportation service in Ames. Although we don't use CyRIDE that frequently, our student employees RELY on CyRide to be able to live and work in Ames. As a parent, I also sincerely appreciate the services you provide to organizations like ACPC. My daughter's favorite thing in the world is to ride CyRIDE - sometimes we take a loop just for the fun experience. CyRIDE is safe, clean and reliable. Nice job, CyRIDE!
Some routes are really confusing. Hard to follow the transfer points if going around Ames. Commuter to lot to campus is AWESOME!!!
need more stops for students that work in ISU reasearch park.
It's a great system and more people (like me) should use it more!
Would love to see an expansion to the research park!!!
I work in the research park and would like service added back on airport road, it is a far walk to get to the stops on univeristy
More stops at the research park
Provide the bus upto research park (INTRANS), Its difficult to travel during Winter.
Increase service frequency can have a significant impact on ridership, especially in a small community where journey times are short to begin with. 20-40 minute bus headways on most routes during weekday service is really unacceptable.
Too student driven, needs to be more inviting to nonstudents.
The public transit system is second-to-none in this community. There are many challenges concerning multiple funding sources and distinct subsets of customers inherent to a college-town transit system. Despite this, the administration and, of course, all staff at CyRide do an exceptional job of making our transit service the best in the state.
I'm self-employed with no car. I often work late and I can't ride my bike between home and work in winter. Later weekday service at the Research Park would allow me more flexible hours when I'm absorbed in my work. Occasional weekend service could also be very helpful.
I work at ACCESS, and majority of my clients use CyRide. There are no bus stops by 1525 Airport road so it is hard for clients to get to our office. some of the bus stops not around campus don't run often during the week and then not at all on weekends so this adds a lot of challenges for our clients to get to work, so an increase in frequency that buses run would be the biggest benefit for our clients. It is great having public transit options in Ames for our clients without vehicles, and I have gotten a lot of feedback that the bus drivers are so nice and helpful so that is great to hear! A lot of these people have never had to ride a bus before so it's great the employees are so kind and patient!
We really need a stop on Airport Road again.
The bus stop located near 1525 Airport Road has been removed. This is a barrier for people to be able to access victim services unless they are able to walk from University Blvd.

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Design Your Transit System: Open-Ended Comments
Provide routes to the research park and have frequent buses in the evening for the brown (6) route. Preferably during the weekends too.
Recently, several bus stops in Research Park has been abandoned, Please reopen these
Increase the brown route frequency. Please.
Currently public transit in Ames is too difficult for working members. I would require more frequent service to areas other than central Ames in order for it to be feasible.
I don't understand the placement of bus stops. They're often immediately past an intersection, which is extremely frustrating when driving behind a bus and it immediately stops and blocks traffic just past a stoplight, especially in this overcrowded and poorly designed town. This is true on Stange and numerous other locations.
I think overall CyRide does a nice job and I am thankful for the services they provide. It would be nice as people increase in certain areas to have access to the bus on the weekends and evenings.
Make sure drivers actually pick up passengers. More than once I have been late due to drivers leaving me at the curb and driving right by, even if the bus is not full or the next bus is not close. Also, please make sure drivers stop at stops when a rider indicates a stop request. Don't appreciate my stop being skipped even after requesting stop. The cyride info on the ia state app is not accurate, doesn't include nearly all the busses.
Great system for students, ok system for general population. We rarely take it when we travel for fun from West Ames to downtown because of the round-a-bout routes it takes to get anywhere (cutting through campus)
I only ride the bus when I have to, usually due to time constraints. If service was more direct and took a shorter amount of time to arrive at my destination I would ride more. When the bus ride takes 2-3 times longer then driving or just as long as walking it's hard to justify riding the bus. The service also needs to service South Duff Ave more frequently, we commonly go to Lowes, Hickory Park and the Movie Theater. It would also be nice to service River Valley Park, this is a major athletic complex and large park within the city.
Very handy when I needed it.
The public transit in Ames is very convenient, especially since my student ID functions as a bus pass. The bus route covers the town well in both a geographic and a time schedule sense. I can't wait to see how you guys make it even better!
I'd like to see a shelter at Workiva/Wessex area. I'd like to see more direct route to downtown Ames from this area as well.
CyRide is one of the finest transit systems I've used--I used many from the east coast to the west coast. 1. It would be convenient if the green route would sequence with the rest of the routes more often. Currently it meets with the other routes only once an hour. 2. It would be convenient if red west could make more timely transfers to the south bound busses at North Grand Mall in the evenings. Currently there is a twelve minute wait.
I like the current route structure. It gets me where I need to go very well, in large part because I considered the route structure in picking where to live.
Ames has a great bus system compared to many other cities :)
Need newer service further in West Ames (close to Y avenue/Lincoln Way junction, which has a few apartments and businesses).
buses should not yield to pedestrians, treat cross sections as stop signs
We think the bus system is great here. One of us works from home and the other bikes to work so we rarely use it. We do have a bus stop near our home and the riders do not seem to give much thought to the nearby property owners. Tossing trash and cig butts everywhere, trespassing in our yards and cutting through our flowers when running late. It would be nice if there was an education piece for your users about being good neighbors.

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Design Your Transit System: Open-Ended Comments
Would like the complete Yellow route to run later at night and through the mid-day.
Keep up the good work, CyRide. Definitely a point of pride for Ames, Iowa, and for Iowa State University.
I don't use it often due to living out of town. As a student, and my kids as students, it is a wonderful service for the community.
I never ride transit because it does not really provide service near my north Ames home. I would have to walk eight blocks to get a stop, which isn't ideal.
I use only occasionally and primarily to get to ISU campus events or activities to avoid parking in area. Would strongly prefer that routes and stops be separated from the more pedestrian campus area. Have seen this done on other campuses and makes for a safer, quieter, pleasant, bike and walking friendly campus.
I would ride if there was a bus going down Eisenhower.
I wish more consideration would go into the bus pickup/drop off locations as many of these stops add to the congestion when they do stop for passengers. Some of these locations are very dangerous and end up slowing down other commuters, which could result in secondary accidents because of stopped vehicles. The best option that seems to work well is the bus cutouts, which gets the bus off of the road why they board and un-board. Thanks for listening to my input and the opportunity to participate in the survey.
I think CyRide does a great job including in the winter or pouring rain. The problem is the City of Ames allows more building of apartments even though studies show ISU's numbers may level off or even decline. The Red Route is especially crowded and that will only get worse with the new 400 people apt complex being built on the old Middle School track site.
Expedite Cherry Ave Extension to allow extension of blue route to circulate around Target via SE 3rd, Cherry Ave, and SE 5th St. Install and utilize bus pullouts to remove buses from the through travel lane when loading/unloading passengers.
It would be nice to have a bus that goes to the hospital in Ames, especially on the weekend and at nights.
Central campus access is important in getting to a place quicker for my work. Have drivers speak more clearly regarding the transfer coming up. Have drivers trained to be proactive (and friendly) in asking all passengers to keep moving back and to make room for others.
You need earlier buses on Sunday mornings for 3B
I would like to see some way to take cards as payments. Even though students don't pay upfront it would allow the students to be marked and give a better look at how the fees for students are being used.
It's a fantastic system, and I miss using it. I moved to a place in town that isn't well-served by the system, and that was a hard decision to make as someone who flirts with the idea of going car-free in life. I wish ISU would subsidize rides for staff like they do for students. Why do students ride "free" but not staff? That sets a bad example.
Buses on campus are a hazard to pedestrians. They must be gotten off of campus streets.
I really like the Cyride system but would like trash cans at all the stop. I get on the 6 bus just beyond Towers by the church... there's no trash can. I also read that Cyride is considering taking out bus lines on Osborn. I would not use Cyride if this happens... that's where all my classes are located and it will really suck walking to class in the blowing snow from so far away.
Originally, I had not had a vehicle in Ames. Cyride was the only way I could get to the hotel that I worked at (Gateway Hotel). However because it runs on limited hours, I would have to walk the two miles back home after my shift because the bus no longer ran. I also understand, in spite of this, that I am one person and there might not be a demand for certain routes because only a few people use these stops.
I feel very fortunate to be able to ride to work at Workiva every day with a minimum of walking, and also to McFarland/Mary Greely for doctor appointments. I typically work on my laptop, so this helps me shorten my workday. For that reason, I would like to have access to free Wi-Fi on the bus, which might encourage more non-student riders as well - think Google Bus :-)

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overall it is pretty good
I used CyRide daily before becoming a parent. Limited service to the public schools in Ames has led to me driving to campus. I would love to see service to and from Ames High School from various parts of town, since busing isn't provided by the school district. It would take nearly an hour from north Ames (Somerset area) for my children to get to AHS (via downtown).
I love Cyride. It is better to take the bus than to fight for a (paid) parking spot on campus. I get motion sick, so I prefer the buses with front-facing seats. I wish there were more. It is awful when I have to stand.
Stop placement and frequency is a top priority, because it's currently out of control. Make those damn lazy students walk an extra block or two. If you improve schedule accuracy and stop shelters while simultaneously removing extraneous stops, your system will improve drastically. Also, don't stop the Orange circulator at M-W-L, only the Gray and Orange to Vet-Med.
I like that it is reliable, clean, and friendly. Thank you.
#2 Green Route that goes through high school area going back to down town does not make sense to me. That bus should go to campus via 13th st., not back to down town.
I've noticed that at some stops several buses will come at one specific time (i.e. if you miss that time you probably have to wait at least 10 more minutes). I think it would be more convenient if those several buses were spaced out so that the buses would come more frequently.
Sometimes the buses will sit across the street instead of going to the stop. It is a little frustrating to sit outside in the cold in the winter time just looking at the bus
Please more frequent time for Brown 6.
Overall, I think Cy-Ride does a great job and your drivers are wonderful. Thank you!
Use it more in the winter than the summer.
Great job. Love the lost and found. I lose stuff almost once a week and always get it back!
I do not own a car, so CyRide is a service that is imperative to my workday. I bus to campus every morning from West Ames. The bus is convenient, comfortable, and runs frequently enough to be very useful to me during any time of day. I ride the red route, and it drops me off very close to where I work, which is very beneficial to me, especially during the colder months of the year. Thank you for your service, and I hope that CyRide continues to increase service hours!
irresponsible that routes primarily focus on ISU. should provide more routes to cover more of Ames, without 40 minute waits--not everyone has access to a car or can drive, such as older or handicapped citizens. their taxes contribute to cy-ride too.
Great service! A few growing pains with the increased student ridership, but a great job done by drivers and staff to accommodate.
CyRide does a better job in assisting passengers than bigger cities...a good and bad thing. But I appreciate CyRide service.
I would always like to see more sustainable methods such as the biobus used in the system.
A subway system would be so future
Ames' bus system is great and the drivers are awesome!
It is set up very well and I haven't seen another public transit system executed quite as nicely and efficiently as Cyride.

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One of the major things I think needs to happen which was reflected on my survey is to move the buses to the perimeter of campus and have longer distances between stops. For example, on the Orange route, take out all Morrill Road stops (especially since it's one way) and have the one near Physics and then the MU. That's still a very easy walking distance. I do think CyRide provides a very good service. Thank you!
Thanks for checking with the community. Interesting idea on survey as "spending money." Before I got a parking permit, I rode orange route from from Iowa State Center to central campus. I think it's important to have that route continue. Might be too confusing to have multiple routes between ISC and main campus, but maybe that's an option for reducing bus traffic on central campus? Maybe something like the route to inner campus runs hourly and a route around perimeter runs every 20 to 30 minutes?
CyRide is awesome. I love the fact that you can get just about anywhere in Ames reliably and conveniently. As buses are updated, I hope to see more fuel saving technology implemented.
The bus drivers are friendly.
I am satisfied with the cyRide transit system.
Often the drivers brake too hard, especially when there are many passengers standing. I'd be much happier if the ride took a few minutes longer, rather than hanging on for dear life.
- Please expand the Brown route services! A lot of people now live on this route and would find it really helpful - The Blue route stop that is near Chipotle (S. Duff) is a weird one because it always blocks traffic, and the final stop is at Riverbirch w
It's been an invaluable resource for my middle school-aged son. I'm going to have him take the survey himself since he's a regular traveler!
Buses should space their timing better so there are fewer back ups.
Have a Thursday night drunk bus for West Ames
Students should have to pay for rides beyond a set number. Give them a punch card or set a number on the ISU Card for use on buses. The rest of Ames shouldn't have to pay so much to ride on buses crammed with students who are paying much less on average per ride. I don't ride CyRide because the bus is always too full.
Provide difference in 23 orange campus vs vet med on iowa state app
All I really want you to know is you need to make sure your bus drivers aren't slamming on the brakes or flying out of stops, especially when there are standing passengers.
Need more outlaying routes for the students since more are living further off campus due to enrollment levels.
Create a bus route that would run from Jack trice or Hilton area on the weekend directly to the dorms after an event is completed.
Freddy needs buses running more often, and it would be preferable to have a route that goes to Town Engineering
Buses running from West Ames used to run often, now they run in groups of three or so with 3x the time between them. Standing late for class and staring at the three buses just standing and waiting is a slightly confusing and aggravating.
Be more dependable.
More buses are needed in West Ames.
I live on the north side of Ames near Ada Hayden. The stops in this area are on Bloomington, which is a half mile or more away from my house. If the stops were closer, I would love to take advantage of the public transit services.

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Design Your Transit System: Open-Ended Comments
I really like it, very convenient!
I am a 5th year. Buses are great. Biggest wants after all these years is 1. Earlier times and 2. more comfortable stops, because most stops don't have wind protection I run from a building with warmth, but buses only stop if someone is there, and they don't always see you.
The city needs more cross walk lights to signal cars that pedestrians are crossing the road. Crossing the road to CyRide stops can be scary unless it is close to campus. Please think about the apartments having students cross busy roads to get on the bus.
Need later services on Wednesdays and Thursdays nights. Because these are days where many students frequent the bars, it would be a good idea to provide Moonlight Services on these days so students have a safe and reliable way to get home.
What do ethnicity and income have to do with this survey?
Cyride is the best!!
The buses are very loud. I live in Freddy court and I can barely have my window open without the buses parked outside waking me up.
It would be nice if 23 would have an express route between the commuter parking lot and 1 or 2 points on campus.
There are a few buses that the handicap accessibility is terrible and there are several drivers that have no idea how to work the lifts. However, there are a lot of drivers that are super friendly and do a wonderful job when using the lifts and ramps.
I think this is a fantastic service for ISU as well as the city of Ames. It provides transportation for individuals that have no other means of transportation. I would like to say that the service needs to provide stops on E Lincolnway by Bell Ave and as far as Barilla for individuals that work out that way.
Y'all do a fantastic job! I hope you continue to be a great employer and transit system for the city. Its so great to know that you are making efforts to improve and make Ames more connected and taking into account efficiency and the impact on people as well as the environment. Thank you!
Re question 1: I am retired, but I answered in terms of my experience of using the bus twice a day almost every weekday in winter or bad weather (when I did not walk or ride a bicycle).
it's a wonderful service for the entire community
I used to live in the apartments in west Ames, the bus route and stop at the middle school was very far from where most of the apartments are being built. Reiman Gardens is a premier attraction for Ames and it is difficult to get to using the bus system. I would utilize the space more for class activities if it were easier for students to get there from campus.
Interval between buses is too long
I am a student at Ames High School; however, I take classes at ISU as well. It would be great to have an express route to ISU from the high school, if possible.
I do not live in Ames and I have never ridden CyRide.
The carpeted seats are really uncomfortable on bare skin.
There is no bus at all in my area (south 16 street) during the weekend, and I don't have a car right now, so I can't go anywhere without help from friends
I would like to see additional service on the weekends
please make the brown route better by: 1-providing service on weekends 2-including the research park

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Design Your Transit System: Open-Ended Comments
It's awesome!!!
More routes, especially to different places in town is the most important thing. It would be really cool if there were buses to boon and des moines once in a while.
It is a good service. Drivers are kind and patient.
It is very useful, but it is also very hard.
I would really like to see weekend routes that are open longer and LATER. Weekday routes that are open longer and later would be a great plus as well.
I used to ride regularly and had a very positive experience. I now live outside Ames and don't have access. If I still lived in Ames, I would certainly use Cyride more.
Thankful to have such a great system in our community!!
I used it every day when I lived in west Ames and the biggest issue I had was working at campus later than the buses ran.
Overall I am very pleased with CyRide's service in Ames. There are probably changes that could be made to improve it but I believe that the changes should be cost neutral, meaning that the university, city or riders should not have to pay more because services will be changed. Thus cuts should be made in some areas to make improvements in others.
Make ISU research park more accessible through bus. Keep up the good work.
I used to frequently use the Brown route to get to the research park, however, recently the route has been reconfigured an no longer serves my needs as well as it used to.
Line 6 to research park
I am thankful for the wonderful transit service we have here in Ames even though I do not use it. I had to use it once years ago when my husband had driven me to work on a snowy day and ISU closed in the afternoon and was unable to reach my husband to come and get me. I was able to get home by bus with assistance from the driver how to get there. I do find the route guides a little confusing to read when students ask me if I know how to get where they want to go. Keep up the great work!
I appreciate having this safe option available to ISU and the Ames community.
There should be a route that goes down Mortensen towards West Ames, especially during evenings.
I think that cyride is phenomenal. I am not able to use it for my commute because i live off of south duff (off Jewel) and my commute would be over an hour by the time i change buses and get to campus. However, as ISU grows, I would appreciate expanded bus routes to cut down on the cars that need to park on campus.
Overall good, it would just be nice to see more buses coming through so I wouldn't have to structure my schedule around buses as much
I think some new bus routes to nearby cities should be introduced. Cities I would suggest are Nevada and Boone. That can solve housing problems during some school years to a certain extent as well.
Thank you for providing it and working to improve it
I really enjoy CyRide, I just wish it sometimes would come more frequently for some bus routes.
I think the Orange circulator is the stupidest route ever. I can walk across that route faster than the bus. That route covers such a small area it isn't worth it. People can walk that far.
Orange 23 needs to be improved with more buses through the morning and through the afternoon. I feel like at 12-3:30 it's still is packed but there isn't enough buses at that time.

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What I really wish is that whenever redesign of bus stop areas is undertaken that pull-off areas are allowed for the bus so traffic doesn't get backed up behind the bus. It doesn't matter if it is on campus or a city street, some stops simply shouldn't be in the middle of the lane.

You are already awesome! Thanks for trying to make a great service even better! Keep up the good work!

I really appreciate having it so I don't have to drive as much. Also the 4A Gray schedule is so weird. Lots of students live where the Yellow line runs on South Duff, and that 4A Gray would be more convenient if it ran all day not just during the noon hours.

I stopped using the bus system when my office moved from campus to Vet Med. This is because one of my trips would take 50 min one way and 30 min the other. Driving takes less than 10 minutes.

I live on the 1 red route, and it has been ridiculously crowded since some of the apartments on Mortenson became university housing. There should be a separate route for serving university housing that passes by the dorms and the university apartments and does directly to campus so that there is less crowding on the other bus routes.

More buses on the weekend, 9 Plum route needs to run on Saturday and Sunday.

It's super convenient as a student, but seems like there are too many buses going the same route at the same times, which seems inefficient.

My kids use it. But it would be nice with some "circle" routes further out.

By and large, I think CyRide does a fantastic job serving Ames. I work in the new EDCF at the south end of the research park, and live on the north part of Ames. The duration of the ride from home to work really a disincentive to riding to work (I can ride my bike in about ten minutes shorter of a time), but would strongly consider riding if the ride duration could be decreased.

I think improving bus stops with shelters or at least ways to reduce wind would be a good move for bus riders during Iowa's harsh and windy winters. It would also help to protect from elements such as rain when having to wait for a bus.

Please make the 9 plum or 4 grey routes run on weekends, I spend hundreds in transportation every year because of this and I know many who have the same issue.

I would like to see CyRide reach out to surrounding communities that have high student and employee populations to alleviate congestion in Ames and reduce emissions from individuals driving to campus

I wish staff and faculty could purchase reduced price passes to encourage staff ridership in town.

I appreciate the time stops that are included in the routes to keep the buses on time. However, I would encourage you to look at where these stops are and how having a bus stopped there can impact other traffic. There have been many times I have been driving and gotten stopped behind a bus that take up the entire lane but I can't pass them because it is peak traffic time.

I think CyRide is amazing but it would be nice if there were more stops throughout all the housing just south of campus or one that circled the perimeter (i.e. Martin to MWL to Pammel/Osborn)

I think the public transit system in Ames is awesome. I worry about people who may not live on a CyRide route and who can't afford to own a car. Does CyRide serve these populations?

The bus system as it is is very nice, but I think more buses would be helpful (and newer buses for lower emissions).

I think all buses should be handicap accessible. When on crutches some buses only had the steps which made it difficult to get on and off the bus.

Buses have to run on time. If they are too late, or too early, the system doesn't work.

I have not used the bus service because I don't know how to use it.

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Design Your Transit System: Open-Ended Comments
I love CyRide! Very convenient!
I used to ride the bus, but it took a long time to reach my destination and restricted the times I could go to campus/leave campus
It would be great if ISU Faculty/staff could get some sort of discount, but I understand that's not always reasonable.
More benches/amenities at bus stops.
It is a great resource and important to the community..thanks!
I am really glad that Ames has public transit
a more accurate system of where the bus is at on its route
move the bus stops away from intersections to increase safety. 13th and grand, 16th and grand 20th and grand etc...congestion increases.....jsut move them down 100 ft or so sheesh
I would ride the bus again if there was a stop within a few blocks of my house, if buses were more frequent, and if I could get to and from campus in less time--every ride takes 20-30 minutes at least, and I only live 2 miles from campus. The nearest bus stop to my house is a 10 minute walk, so if I don't time it out just right and miss it, it's another 20 minutes before the next one. One thing that has been an issue: bus stops that are right around corners or just past a stop sign/light nearly cause accidents, because all of a sudden everyone is jammed up behind them in the middle of the intersection or trying to turn. On the plus side: buses are clean, drivers are very good, and I've never had a bad experience on CyRide.
My experience is limited to a year or so of riding from the commuter lot to Parks Library. Crowding was typically an issue. In other respects I was satisfied.
I live in Nevada, so I only really use the busses when I have to get my vehicle serviced. Are there any future plans for a Nevada to Ames bus service, or Boone to Ames? I realize there may be some van service options, but I wondered if there could be some bus service options available in the future.
As a Postdoc in ISU, I hope we could have more discount on bus ticket.
I am a full-time ISU employee and a graduate student
I loved everything about Cyride and believe it works well. The biggest area of improvement to the community would be to operate later hours on weekends. Many students only use Cyride to commute to and from the bars. When the buses stop running routes late at night I've seen people decide to drive drunk, or they walk drunk home. This opens the door for incidents and accidents to happen. There are few things sadder than just missing the last moonlight bus, and watching it disappear into the distance as you stand there in the cold.
Great job--great survey idea as well.
As an ISU Staff member I thought I was able to ride CyRide for free. I was quite surprised when I was nearly kicked off because I didn't have a bus pass. I know there's a reduced fee for ISU Faculty/Staff, but could this be something that is analyzed again and offered free of charge as an incentive for working on campus?
I believe that it could be a better service if some areas adjacent to the north of Ames had a route so that residents in this area- particularly Skycrest north and south could take advantage of the service. Will the design study look at the feasibility of adding routes to divisions adjacent to the north of Ames?
There's a decent graduate student, post doc, and faculty population in Ames, and they need to get back and forth to the airport in Des Moines on a semi-regular basis. Some sort of charter service for them would be nice. I'd (conservatively) estimate most grad students will fly out to at least one conference in their career, so about one fifth of the grad student population is traveling to the airport per year. Maybe it's too small to be economical, but it would be convenient for them.

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I've been considering riding the bus, but have not been able to justify the cost (minimum of ~ \$2.40 per day) since I'm already paying for ISU parking. Currently there is not a good option for ISU staff who would ride the bus 50% of the time and drive the other 50%. Note that as a working woman, I don't have much spare time. Thus it is more efficient to drive occasionally to run errands on the way home and/or get to appointments mid-day. In this scenario, there is no cost benefit to the ISU subsidized semester pass. Subsidized ticket books would be a better option.

I used to ride CyRide when I was a graduate student. Currently the nearest stop to my house is 1/2 mile away. I live on N. Dakota and there is a stop at Sawyer and one at Lincoln Way (equal distance from my house). I consider that too far to walk when it is hot and sticky out or bitter cold in the winter so I drive everyday.

I try to use Cyride for trips around town, however, usually when I get to a bus stop there is not one available. I then usually walk the route to where I'm going thinking a bus will eventually catch me, but they rarely do.

Create more exclusive bus roads on campus to reduce congestion and promote public transit

As campus overcrowding and need for space continues to be problematic, more research labs, graduate students, and other faculty are being moved to off campus locations. Public transport services between these locations and campus is infrequent. Can we increase service frequency to these locations and anticipate the need for new stops based on growth of off-main campus academic activities? The location that particularly comes to mind is Applied Sciences. I have many friends who have graduate student offices here, class/research here. The shuttle b/tw here and campus does not run frequently enough to be convenient for students to come to campus for other classes, etc. There are likely other locations that are problematic as well.

Bus drivers need to be more respectful of the other traffic on the streets.

The transit system is incredible in Ames. However, it would be of great help if all routes could run on the weekends if possible. For example, people that live at the grove but have no cars can not go to campus on the weekends because there are no buses.

I find CyRide very convenient as an ISU student, and appreciate its services.

I have to park my car at the towers parking lot. This means when the buses aren't running or they are 30 minutes apart I have to walk back to my dorm. As you woman walking through the bar side of town at night I am extremely worried and honestly creeped out. I feel like if Iowa State is trying to protect against rapings and other misconduct they should not put an unarmed 18 year old female in this position. I wish this would change because it is not only inconvenient for me as a student that parks their car there, but also to the students that live in the towers.

Busses are pretty reliable. I love the NextBus service because I spend less time waiting when it's cold outside. Bus shelters are something which I would appreciate. Being on Blue south, the stop I use doesn't have them. I'm not looking forward to the winter.

I would like to see the plum route operate on weekends. Me and two friends wanted to look into living at Copper Beach or the Grove but one of my friends does not have a car so we couldn't live there because she needs a bus to be available to her on the weekends.

I think there should be more stops near places of business, such as shopping and restaurants. I sometimes wish for a stop near restaurants on Lincoln Way or Duff.

I would be happy to use CyRide, but usually am on campus weekdays until some time between 7 and 10pm so it is nearly impossible to get home on the Yellow route.

I would love to see an alternate orange route that takes a left by forker and then follows the cardinal route until it gets to the library, at which time it would continue following the original orange route.

I love CyRide. You provide an exceptional service, except for the one occasion I saw a bus driver leave when I am confident they saw a girl running toward the bus waving her hands. The girl was probably 10 seconds away from reaching the bus, it looked like the driver made eye contact but closed the door and started going anyway. That frustrated me. But besides that, I'm appreciative of CyRide and feel like we have it pretty good compared to a lot of other towns/cities. I depend on it to get to work/school every day in the winter since I don't own a car.

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Design Your Transit System: Open-Ended Comments
Has not grown with the city. Has anyone considered bringing back the Dinkey Train?
Make the transit great again.
If I could put my entire 20 dollars in the category "increasing weekday service of peak-only routes", I would. The way in which west Ames is ill-served is terrible. The purple bus operates much too infrequently, which makes life difficult for people who live west of the South Dakota red bus stop, especially in winter, when the streets are icy and dangerous. You should add some purple buses during the day and at least one beyond the current last bus of the afternoon.
I think just a few small improvements could go a long way. No huge overhauls; the Cyride system is already pretty great.
I personally ride the red route on a daily basis. There are a couple things that I notice that are kind of... not beneficial... 1. On peak times, they sometimes send up to 5 busses at times resulting in at least 2 of them to have less than 5 or so riders on them. To me cyride is trying to push the 'green' but I don't honk that is very environmentally friendly. 2. Something that would be awesome to be implemented on the red route, because there are a lot of people on the route would be the larger busses that are used for the orange route, not only would it save on busses going through the red route, but also save money, in fuel, etc.
My elderly parents usually take the bus to go to the library
I love it but finding public transportation during the evening or weekends (especially during summer) is hard. I have to rely on my bicycle on the warmer months.
it is a good idea to keep Cyride healthy
Though I don't currently ride often, I appreciate the service Cyride provides!
I appreciate the work that's being done. keep up the good work!
I just use to to get to Vet Med and back. It is very convenient, and works well. Of course, I would love to see a bus circulate through Vet Med more frequently, but I don't imagine your overall demand would justify that.
the bus system in Ames is very good. Buses are clean and on-time.
THE BUSES ARE NEVER ON TIME ALWAYS LEAVE TOO SOON CONSTANTLY MISS THE BUS BY MINUTES
I wish buses would come more frequently midday during the week.
The community service is a huge benefit when recruiting staff with children and was a big draw for me to live in Ames (and pay Ames housing prices), rather than a surrounding community. Would love a stop at Story Theater Company at 615 S. Dayton to serve theater kids until 9pm M-Sa.
I wish more busses came in the mornings; usually if I'm running a little late and miss the 7:45 bus, I'm simply not making it to class on time
The bus stops should have heating at least the main bus stops. Green route through Ames high school should be replaced with an additional shuttle within Grand avenue to 20 th street. It would make green bus route faster and may be cheaper. Riders within the 20 th street can request a shuttle and the shuttle can operate only at a request , taht would make it cheaper
PLEASE, PLEASE, PLEASE make your system more pedestrian-friendly. I walk to work and your buses are the biggest single menace that I face every day! A simple and very valuable change would be to adjust your bus stops so that buses do not obstruct cross walks when they are halted there. This would make it MUCH safer for your riders and other pedestrians.
very good cyride....thanks
Add route between ASC buildings and main campus.

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You often see buses doubled and then separated by 40 minute delays. This is very frustrating if you miss your bus. Those buses should be split to make a more even, and frequent service. Frequency is the most important for a bus service than maintaining a schedule since if you go to the store, for example, you cannot schedule the time when you will be done and don't want to wait 40 minutes at Fareway either. As it stands, using Cyride is an inconvenience since you aren't truly freely mobile unless you can come and go as you please.

The red line needs serious help, I don't have as much experience with the others but everyone I know hates the current state of it with overcrowding and often unpredictable schedules

Ames already has a pretty great public transit system. I don't understand why people piss and moan as much as they do.

We need a proper shelter at the Jack Trice stadium bus stop from where people go to Vet med through number 23 bus. During winter there is no shelter there and it is extremely cold and painful to wait there, specially if you are vet med student who wants to take the number 3 blue south to home.

If there was more direct service to ASC and the research park, it would allow me to use the bus more regularly instead of my car.

I would appreciate if the buses came at the time the schedule says they will come. I have lost count of how many times I am standing waiting for a bus that never shows, so I just stand there for an hour, or buses come 10-20 minutes late. It seems that when this happens, two buses then come back to back. That doesn't solve the problem that a bus went missing and never came at a scheduled time. Additionally, I would like the CyRide App to be updated. One in every 6 or more buses is actually accounted for in the morning and it does not help with transit planning so you just have to walk to the bus stop and hope for the best.

there is a lot of areas that are nor reachable by bus

Improve customer service

I moved this year to live in west Ames, where CyRide service is excellent. Last year, however, I lived by the hospital in on Duff off the red line, where buses ran less frequently. At that time, I probably would have taken the bus more had I been able to have better freedom/control of when I could leave and arrive at home.

I work and attend classes on the Vet College campus (I am a graduate student). I would like to see the shuttle service between the two campuses and the commuter lot strengthened. This could be by increasing the number of Orange 23 buses that go there or increasing the time that buses travel between the two campuses (currently I believe the Orange 23 route stops at 6 pm for the Vet College).

Having lived most of my life in Iowa City, but also compared to other places I've lived, CyRide rocks.

CyRide is a wonderful system and a huge selling point to potential hires. You have responded brilliantly to the increase in student population. Many staff and students rely on CyRide to get them around town. Please do not restrict service on campus to the perimeter, some staff cannot walk that far from central campus. Increased service during semester breaks (run more frequently during peak hours until at least 6:00) to commuter lot would be greatly appreciated especially during winter months. Can you branch out and add a lightrail service to/from Des Moines (wishful thinking)?

Removing the buses from campus is a bad idea. I ride the bus to get to where I need to go ON campus. I do not want to have to walk clear into the heart of campus. Right now the stops are very convenient. Campus is so large that having busses only go around the edge is counter productive to passengers.

good job guys

Busses on the brown route need to come far more often. Wallace and Wilson halls are farther away from campus than any other dorm and we get the least amount of busses. If I miss a bus by 1 minute in the morning which has happened many times, I have to either wait 30 minutes for the next one or walk 25 minutes to my class and I think that is ridiculous.

I wish the purple route ran 6 days a week

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Design Your Transit System: Open-Ended Comments
Although I do not use the bus frequently, I would use it more often if it were more convenient. Also, my son depends on the bus to get to and from work and the lack of mid-day hours and lack of service on Sunday are a problem in our area. We live in an area served by yellow and gray routes.
We would appreciate more frequent buses from 6:15 to 8am and from 5 to 7pm. We ride to/from campus and the north side of town. We often end up driving b/c the bus times are too far apart and don't meet our needs.
Please offer a stop at Reiman Gardens. This would help students and staff greatly.
People need to know to stop and let buses and other vehicles through intersections and passed cross walks.
Its very important to me.
Cyride is a great way to get around Ames. When going anywhere around campus, Cyride is usually the fastest and most efficient way to go.
It is good.
The green line at peak ISU times becomes a safety hazard with the drivers sometimes saying "I guess we can fit one more on" and requesting riders to "take your backpacks off, we need to squeeze together." I think the drivers are at their wits ends, not wanting to report and get into trouble due to over-capacity and also not wanting to turn students away. With student fees I am paying, I shouldn't have to feel like I'm riding in a 3rd world country. Get a clue Cyride and execs: stop padding your wallets...you'll lose it when the lawsuits start coming in.
more direct routes from community to campus would enable me to ride to work rather than drive
I live in Frederiksen court. Due to the congestion on campus with crosswalks(mainly the MU and Osborne Drive), it takes 20 minutes by bus to go anywhere that I would want to(by bus). There is no time based incentive for me to ride the bus, which is why i always walk to class. I'll still walk to class when the weather gets bad. It takes me just as long to get to class walking as it does by bus, and I'm not okay with that.
1. I'm impressed by the excellent on-time performance of buses. And I love the app for tracking bus location on my iphone. 2. As a car driver, it would be good to have more pull-outs for buses so they don't block traffic when they stop. Such as on Beach Ave south of Lincolnway and on Stange Rd by University Village. 3. As a bike rider, there are WAY TOO MANY buses on campus. Students ride free so they take bus one or two blocks when they could easily walk or ride bike. So charge per bus ride? Campus needs to be improved to be more bike-friendly which would replace need for so many buses. Or install a tram system?!
Provide more motivation to faculty and staff to ride the bus. So for example allow 10-20 premium parking spots per year for free with a yearly bus pass
Cyride drivers are great!
Make 22 gold run more often since it's a good bus for people who live in greek land
The buses on the red route get very packed in the morning and evening which makes the ride much less enjoyable when you are packed into an overcrowded bus.
It is already amazing! I think you are doing a fantastic job as is. I do feel like showing an ID can be a bit redundant.
Please send either red or green route out to west field apartments: 90% of occupants are students (about 60 apartments) and park at hyvee daily to catch red east. This would help many tremendously.
add rapid transit to Route 6
The buses run around on campus a lot but they never seem to be off of campus out where I live. People can walk from Kildee to Gilman, people can't walk from the towers to Gilman.

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Design Your Transit System: Open-Ended Comments
Put less busses on 1 Red route as they end up in line when others need other buses such as 2 Green or other less frequent busses.
THE reason I don't ride Cyride in Nov-March is the lack of shelters and not being able to know exactly when the bus will come. Iowa is too cold to wait outside in the wind chill.
The system is already great, thanks for striving to improve even more.
Generally the bus system is pretty good, but if we study late on campus, it will be a long wait to get on a bus. This is the biggest problem for me.
Not necessary to run the heat when it's above 50 degrees out. Buses get really hot once passengers cram on and the heat is on!
Ames needs to investigate grade separation for rail services. Ames needs to partner with Des Moines to provide rail access to downtown Des Moines.
Ames is too cold. I really wish the bus stop has a room can stop wind and benches that are not metal freezing.
Train people to move to the back of the bus when they get on. It takes forever to get people loaded because they slowly shuffle back as more people get on.
no more middle school stop. How about a few stops in the apartment loop.
CyRide is an incredible resource in Ames. To get folks who are not students to use it, I believe it is important to make express routes. For example, people at the southwest end of the red route drive to campus because the bus is not express and makes so many stops. I live off of the green route and use it when weather is bad and I can't ride my bicycle to work. It is an important asset.
Fire Michael Halvcheck
some form of heating in bus stops for winter would be the greatest gift to the people.
I have students working in applied science complex (ASC) where there currently is no bus stop. Having bus service directly to the will be convenient. There are no street lights and paved walkway from ASC to the bus stop on Ontarios, which makes it unsafe when weather is bad or during evening hours.
Would like an additional bus stop near Oakwood Road and Cedar Lane.
I would ride CyRide even more if the prices were lower for ISU staff. With parking being scarce and expensive, I would think the University would want to encourage CyRide usage even more by lowering the price for semester passes.
CyRide is a great resource! I typically use the Orange route from the commuter lot to campus and then several on-campus bus routes throughout the day for travel from east to west campus. It would be great to have even more/more frequent options for travel from Bessey/Kildee to Howe Hall/Sweeney Hall. The Orange bus is often overcrowded. I would consider purchasing a pass/paying more for the bus system if additional changes were made that needed financing; it would have to be less than the cost of the parking passes.
Overall love it!
I work at the Applied Science Complex (ASC) under Iowa State University. I do not own a car and depend completely on CyRide for all of my commutes around Ames. There is no direct CyRide connection to ASC. It is in the Green Route but the nearest bus stop is a 10 minute walk away. Walking that distance in the winter is extremely difficult for a person. There is an ISU shuttle service that runs between Howe Hall and ASC. The frequency of this service is once every hour. Also the last shuttle of the day is at 6 pm and no shuttle on weekends. So normally, I have to limit my working hours to weekdays 8 am-6 pm. It would be appreciated if there is a direct CyRide bus that stop at the ASC. Suggestion: You could extend the Green route to include a bus stop at ASC. Although it would increase the length of the route and total time, this inclusion will be a blessing to all those students who has to come to the ASC everyday and wants to work late. Instead of waiting for the shuttle, we can just take the Green bus!
Thank you for providing this service! I was wondering if you considered adding a regular service (3-5 buses) to Des Moines on weekends (for a reasonable price, let's say for \$5 one way)

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Design Your Transit System: Open-Ended Comments
I think Cy-Ride does a FANTASTIC job!
For me is really important to have the service during the weekends earlier in the morning and later in the night. Finally, I did not find any bus going to the north to university village in the midnight express, that day I had to walk at 1 am from memorial union to SUV.
The "Remember to smile" and "call mom and dad" and "cyride" are not helpful at all. I just want to know what route the bus is going and if it is picking up any more people. I have also seen like 3 buses with the same route stop within 20 seconds at the same stop and then no busses show up for 7 minutes. There are plenty buses they are just not spread out well in the evening. The bus stop by the udc has broken wi-fi too.
Service between the west side of ISU campus and the Applied Science Complex would be appreciated.
Better service to the Applied Sciences Center would be good.
It is always crowded by LeBaron at noon time on weekdays. I usually have to wait for a semi-empty orange 23 for over 15-20 min before one comes.
Please make a route that includes ASC labs.
I believe some areas of Ames are under served, including the mobile home parks along South Dayton, where I live.
More frequency means knowing that you'll get a bus in a reasonable amount of time (less than 10 minutes) no matter what. You don't even need to know the schedule.
Spread out the arrival time between the blue and brown at Frederiksen Court. The blue and brown arrive only one minute apart, both buses go to identical stops on campus till Friley. If a person misses the brown then there is a good chance they will also miss the blue bus since comes right after it. Even if the times were separated by five minutes it would increase reliability of catching a bus at Frederiksen along with other stops on the routes.
Love Cyride! A 13th street route would be nice.
As an FYI, I am new to ISU and Ames.
I like the fresh air, so I almost always walk
I think it is great to have CyRide available in Ames!
I love CyRide; but I need to take the Orange bus because the gray route doesn't go by the stop closest to me before I need to be on campus. And: I'm concerned about having the bus not go through campus because I get dropped off at 6:30am on campus at the library stop. That seems dangerous and unsafe in the winter when it is dark outside in the morning.
it would be nice to take the bus from my house to the office but I need to take 2 busses from south Dakota to ASB
You have a great service. It really does not need improving. When I went to ISU as a student, there was no bus system and we got along just fine. Students need to learn to walk more and not be so dependent on buses.
CyRide online apps are unreliable for estimating arrival times. Also transfer points need improvement; recently was on a red bus that arrived right behind a green bus at city hall but the green bus left before we could transfer.
I don't take CyRide often, only when my car is in the shop, due primarily to the fact that CyRide doesn't come frequently or early enough for me to get to work by 7am and also because during the school year the bus is far too crowded for my commute home around 4 in the afternoon.
Busdriver's Lives Matter

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Design Your Transit System: Open-Ended Comments
There needs to be more blue buses running.
It would be nice to have a bus that went into the stadium more often or have it be specified on the app that it's the vet med bus, because we pay to park there and there is hardly ever a bus that goes out there
I would love to have better both way Cyride service on Pammel Drive.
The buses with multiple tiers in the back and the red forward facing two wide seats are not very good space-wise.
Busses should start at earlier times in the morning on weekdays. At the furthest stops from campus, the earliest bus that comes is not even enough to get to an 8am class, depending on the route. Extra early routes at 5-6am would greatly benefit many students and teachers/TAs that need to get to class even earlier than 8am. Also, some people like to go to the gym early in the morning and that is impossible to do before your classes if you have to take the bus.
It is very important to have in the community. Some of our new faculty and students do not drive, for various reasons, so critical for them.
I would just like to emphasize the need for more buses at the times that you generally see more students trying to ride the bus.
It's already quite reliable and I don't believe that it needs any improvement. I think one of the greatest needs of CyRide is reliable staff. I constantly see hiring signs. Perhaps if there was a commuter bus between Des Moines and Ames, you could attract more candidates possibly with more vested interest in a reliable job.
The drivers are customer friendly.
Make it cheaper for staff
the Orange commuter bus is extremely busy during rush hour in the mornings before 8am. Would be nice to have all accordion buses service the main commuter lot by Jack Trice during high traffic times
Once in a while, I would like to take the public transit in Ames.
Although I currently don't use the transit system, if it were extended to my neighborhood in north Ames and the stop was convenient, I might use it. I believe it's a great asset to the community.
I really appreciate the "friendly" appearance of CyRide buses compared to most buses in larger cities, and I'm glad that we're starting from a service that is already good and reliable.
There should be more 747s transferring people
I'm not riding now because of childcare duties, but was a regular rider for 16 years. We still rely on the bus to be our second car, and my husband rides at least 5 days a week.
Work with the city to provide straighter lines for the buses. For instance, red travels from city hall to the library down 5th street, where turning onto Clark and then traveling on 6th would be easier for the driver and likely safer. I like the idea of having bus travel through campus, but the falloff in number of buses is extreme after 5. If I work until 5:00 and then get delayed for any reason, I have to wait a half an hour for the next bus to come by instead of maybe 10-15 minutes (Green Route). If the day routes could run until 6:00 PM instead of 5:00 PM, that would be very helpful.
I would like to see expansion of Cyride to areas of town not currently served, e.g., northwest Ames, as well as increased service to underserved areas, e.g., yellow route - southeast Ames.
I think that the routes during finals week should accommodate the finals schedule. Living on the blue route and having a 7:30 a.m. final meant I had to catch the bus about an hour early; I know people on other routes had similar issues. I think that changing the bus's schedule to one that better caters to the finals schedule for those weeks only would have a very positive impact for students.

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Design Your Transit System: Open-Ended Comments
It would be great if staff was able to ride Cyride for the reduced rate.
I appreciate the transit system. It is reliable, inexpensive, and convenient. Thank you.
Would utilize CyRide from Applied Sciences Complex/Scholl Road to campus and back on a daily/weekly basis. This area would be a great place for a second commuter lot as well.
I think it's really congested at times and unreliable at others
Would like Applied Sciences Complex,Scholl Rd to be included in CyRide route. Often have meetings on campus and parking is very difficult so would utilize bus service. We also have many students and grad students at ASC who could benefit from service.
Far too many stops in Central campus. Stops are easily within walking distance of each other. Drivers are aggressive at stop signs trying to remain on time. It would be safer and more efficient to work with the university to install more pedestrian crossing lights.
LED arrival times at more bus stops would be great. I have lived in Willow, The Grove, In Greekland, and on welch/campustown. I think when busses do not run on time is a problem and decrease efficiency, but in a different way. When a bus says it should be at a stop at 7:40am (brown north) then it shouldnt be leaving the bus stop headed for campus at 7:35am, especially off campus busses. I almost missed a test because I got to the bus stop at 7:39, but the bus didn't come until 8. This scenario could be on any bus stop.
I would ride the bus if Faculty could ride for free. Why not make this a Faculty benefit. This may reduce traffic on campus and free up parking spots.
CyRide is a wonderful service!
Expand the west Ames purple route so there are bus stops all along Wilder, both south and north of Lincoln Way. Make the purple route full service so we rely on it to get both into and out of the west Ames neighborhoods.
It's pretty good as is. There is always improvements, but overall pretty good.
I would like to see services which are important to me. I work in ASC (north of Ontario across the railway track). The bus service there will allow me take bus and not drive car.
I'd like to ride a bus rather than using my vehicle to commute to work on campus every day, however your routes do not service area(s) where I reside. The size of this city also does not allow to put more vehicles on our main roads that are already congested by cars and bus traffic coming into campus in early morning/late afternoon hours, however having less bus stops or more direct "express" routes might help to ease traffic. Personally, I'd prefer to rely on a bus transit system to use to work rather than utilizing my own vehicle, but this is coming from a person raised on a public transit system :) Best of luck with your redesign to improve your service for all.
Quit closing the doors and leaving when I am right there. Also stop overcrowding the busses.
Amazing service, but weekends are tragic for people that do not have a car.
Buses get way to crowded, especially in the morning heading into campus.
I think CyRide has honestly made great strides since my freshman year. I would say make the changes only if we have the funding to do so because I feel it runs smoothly now and might not *need* the changes. But obviously if there is a ton of demand and we have the means to do so, then I think making the changes is a great idea! Thanks for asking for feedback!
Please add a route that goes from the residential area around Reiman Gardens all the way across Mortensen to the schools.
Overall, I would like to congratulate CyRide on the quality of service they provide. Their drivers are very pleasant and helpful.

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Design Your Transit System: Open-Ended Comments
I commonly ride the green route which serves me really well. The frequency and usage is very reasonable (e.g. not overcrowded like other routes). I would hate to see frequency of this route go down.
It is a valuable service that my family uses even more than I do alone personally. As a student I relied on the bus and as a staff member here at ISU I appreciate the bus system immensely. I have witnessed it's need for many students who live off and on campus. Whenever I travel away from Ames, I always share our transit system with others as a source of pride in our city. Cyride is part of what makes living in Ames great!
Bus stops in general need to be relocated so they are not so close together. Stops need to be nicer and LARGER than they are. Often time they do not even hold all that are waiting to get on the bus.
I would like to see service added to Applied Sciences Complex on Scholl Road and to the Riggerberg Park subdivision.
Bus should become free to faculty as well by charging some annual fee to all faculty and staff. Or the money can come from the city tax.
Try smaller busses to increase the frequencies.
I would probably make more use of the public transit system if Cyride serviced some of the communities outside of Ames (e.g., Gilbert, Story City, Nevada, Boone, Huxley).
Currently CyRide does not come near our developing neighborhood. I would ride regularly if it came to my area: Sunset Ridge, far west Ames.
Need to have designated stopping areas where busses can be safely passed when stopped.
CyRide is a great system and I do not think that there need to be a large amount spent on it. Just add some more direct routes, update buses, and increase reliability.
There was an option for making buses stop at the edge of campus. An idea I have is to make more of campus bus only (like Osborn) during the peak school hours. This would cut down on traffic, making the bus system faster and more reliable. It would also make campus safer for pedestrians and bikers because there would be fewer cars on campus.
Bus to CNDE - Applied Science Complex is a MUST
I used to ride, but the timing and frequency did not work with my work schedules.
The number of busses operating on Central campus can sometimes make crossing the street difficult and otherwise make the streets congested.
Most bus drivers are friendly which is nice.
I commute, so this may be a little biased towards my experience, but direct routes for the orange route to central campus would be great. Especially in the morning/afternoon during the peak periods.
Currently the Cy Ride is fine for getting from most parts of town to campus or downtown, but not from a given point A to point B - somebody living in Ontario is going to have a hard time getting to a grocery store on the bus. The lack of late buses makes it hard to safely enjoy the weekends.
I really appreciate the transit system in Ames. If there are ways to make it more green - electric/natural gas, etc., that would be my most urgent concern. Also - how about the university reduces parking but instead subsidizes faculty bus tickets?
Applied Sciences Center (off Ontario) needs service to campus. Use is increasing.
it would be great if you could work out some sort of transportation between here and Des Moines that didn't require a Trailways ticket.

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Design Your Transit System: Open-Ended Comments

It is time for light rail

Needs more "go with the flow" routes, less waiting on crossing busy streets with no controls, (no stop signs/lights)

Please do not move the bus stops to the perimeter of campus. The majority of rides I take are across the massive Iowa State campus, and these rides ensure that I can make it to my classes on time. If the bus stops were moved, they would no longer provide the benefits that I, and many other students, need.

We love CyRide. My husband works at ISU and when I was a stay-at-home mom, we were able to only have 1 car for nearly 8 years because he could take the bus to and from work. It was great. Now I work full time at Iowa DOT and am a part-time grad student so I use the bus to get to campus for classes and some for going to work too. I would use it more often but I have to be at work at 6:15 am and nothing is running that early. Taking kids to school and picking them up makes it difficult also but I would love for both my husband and I to be able to use CyRide for our commute every day once our kids get a little older. Good luck with the survey!

I really appreciate the bus and enjoying taking the bus to work at ISU and back. There is no parking on campus so taking the bus is very helpful. I would like to take the bus more often during the winter and weekends - but there is very limited or no service in my area during the weekends.

I would ride more often if the brown south ran later on weekdays (until 9 pm) and ran to Wessex on weekends.

Knowledgeable drivers make riding the bus so easy. When I ask people why they never ride the bus, they often reply that they don't know how. I wish people who live in Ames and have never ridden the bus would give it a try.

Reliability of Cyride is excellent compared to other bus systems I have used. It is great for getting to and from campus on weekdays when ISU is in session. It is less than optimal for other purposes. I would most like to see service near the intermodal facility when the Trailways/Jefferson lines buses get in. The text message alert system is sometimes a problem as it frequently does not seem to include all buses.

It works well for the University as a hub and spoke system which makes sense given that 93% of the riders are students. There are some areas that could use extended hours such as Somerset (I lived there while in grad school but now live along the red line in West Ames and work at the DOT). There is probably enough demand to extend some of the peak only routes (purple and gray) to serve all day, maybe with a minimum 30-minute headway too.

It would help a lot of people if CyRide service extended west on Lincoln to Wilder Blvd. Wilder is currently being extended to connect directly to the apartments on Mortensen, and buses could make a loop down Wilder. Lincoln Way does not have sidewalks that connect to Wilder, and the road is unsafe for bicyclists too, so every day I see those sad-looking people walking in the ditch to get to and from their home. The city of Ames doesn't care enough about them to pave a sidewalk or a bike-lane, but maybe CyRide could give them an option.

need better frequency during summer and on breaks for those of us who live here full time. Also need good service to Nevada and Des Moines

I would like to see service on the brown route for Saturday until 8 p.m. and service on the brown route for Sunday between 8 a.m. and 6 p.m. Currently, there is no service on brown route on Sunday. I would also like to see the brown route run until 10 p.m. on weekdays.

I didn't see an option for reducing cost. Why wasn't that on there?

I LOVE CyRide!! Friendly & helpful drivers, clean buses, and reliably on time! The other goal that I would have for CyRide (that wasn't on this survey) is to keep its price affordable for non-students--keeping the price where it's at as long as possible (by supplementing funding through other venues); I would even love to see the price go down!

It's an awesome service that is available to students. I would like to see the bus system run later at night for students to safely get home from either studying late on campus or going to the bars. I believe the buses should run until at least midnight or 1am on weekdays. It would help to keep students from walking home alone late at night.

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Design Your Transit System: Open-Ended Comments
I would ride 5+ days/week if 3 blue north stopped at the "S. 4th St. at S. Hazel Ave." stop at 7:30 AM EVERY MORNING instead of only a couple times a week.
Run a bus on North Dakota Ave.
Only downfall is I have a long walk to the nearest stop
Please stop blocking intersections by putting bus stops at beginning of block. The ones at the intersection of Grand and 13 (bus heading north) and Duff and 4th? (bus heading west), for example, can block busy intersections for a full (long) light cycle. Move bus stops to the middle or end of blocks.
Yes, I have three specific recommendations. Traveling west on Lincoln Way, there is a bus stop just past State Street. This is hazardous and has caused (actual and many near) accidents. Drivers will weave between lanes, rather than stop for the traffic light or the bus. I would recommend that you remove this bus stop since there is another bus stop nearby, further west. I would like to also recommend that CyRide route farther west on Lincoln Way to Wilder. Neighborhoods north and south of Lincoln Way on the west side of town are currently not being served by Cy Ride. Nor do they have alternatives for driving, such as sidewalks or bicycle lanes for residents to travel safely east. And finally, I would like to suggest that CyRide route closer to the Applied Science Complex, as students/faculty/staff travel to this extension of campus and need alternative forms of transportation.
I really think its a great way to get from apartments to campus and I would really hate it if it dropped me off at the perimeter of campus. I would not feel safe leaving campus later at night and having to walk to the perimeter of campus just to wait for the bus and then get home.
Bus service south of 30 is lacking overall. The bus stop that used to be at Wessex is now just in a grassy plot on either side of the street. Furthermore, there is no easy way to actually cross the road from Workvia to Wessex to catch the bus; you end up just crossing the road and having to frogger between cars that are driving way too fast.
In the past I was a daily cyride commuter when living on the red route however now that I am at the end of the Brown route (Wessex) I am forced to commute by car due to low frequency of busses and how early they stop running from Agronomy Hall where I work because I often work past 6.
Congestion on West Lincoln Way is miserable due to CyRide busses parking on the street for several minutes AND numerous busses operating in concert basically eliminates the second lane on Lincoln Way turning it into a one lane road.
Get the busses off of Lincoln Way from west Ames during rush hour...Numerous times there is a lot of vehicular traffic, however only one lane can be used as there are 4-5 busses in tandem. Do not allow busses to park on Lincoln Way with their flashers on EXCEPT to pick up passengers (busses sometimes are ahead of schedule and park on Lincoln Way blocking traffic.
I would like to see a bus route or two that services Reiman Gardens. Students are not able to easily visit the gardens during the day and I would also like the option of riding the bus to work every day.
I find the Cyride system very convenient and a great service to those that go to Campus.
I appreciate the three free circular routes. Thank for them!
I would use the public transit if it served areas needed. Riggerberg Park subdivision Applied Sciences Complex (1925 Scholl Road)
We would use the public transit system if it had service in areas needed
I would love to see pets allowed on CyRide and a bus that goes to the dog park. This would allow us to go down to just one vehicle in our household.
If service was more accessible in my area, I would use it more. It is about a 15 minute walk to the nearest bus stop. I would suggest coming into the Bloomington Heights/ Northridge Heights. Maybe use more small buses on roads that may not work for large buses.

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Design Your Transit System: Open-Ended Comments

I think it would be a terrible idea to move bus stops to the perimeter of campus. I sometimes ride the bus on wintery days and like that I can get closer to my work as the sidewalks are usually in poor condition. Also, in regards to students--what would be the purpose of the orange route? What about their safety at night? I think most pedestrians can learn to cross Osborn Dr. if they look both ways.

I honestly think that one of the best solutions ISU could have for improving CyRide is if there was auxiliary branch added on to the public transit that implemented the CyBike program that has been in development and is going before StuGov soon. I'd spend all the budget's \$20 just to get that bike sharing service on campus!!!

Love CyRide but drivers should always stop at crosswalks - pedestrians shouldn't have to guess if this driver will stop or not. Pedestrian congestion is just terrible during peak class changing times. Route does not need to come down Morrill Road. Riders should be dropped on perimeter streets and walk.

Keep the green route, please! Overall, I think Cyride is fantastic for a city the size of Ames. I think improved service to S 16th apartments/trailers would be good.

It would be nice if transferring would match up for going to the high school. As it is now my 2 HS students have a 50/50 chance of making it to school on time because they need to transfer from the red to green and the red arrives at the transfer points 1 minute after the green drivers try but 1/2 the time they don't connect. Also reduced youth passes would be nice. It's almost impossible for kids to keep track of many tickets, one pass would be much better.

please train your drivers to be polite and non-discriminatory

I really appreciate the ability to lower the steps getting on and off the bus (think this is called kneelers)? I think it is available on most of the buses. Great service and drivers!

I'm really happy that it exists, it makes not having a car possible.

I really like CyRide - it is on time, it is safe, and, in general, it works for my schedule. I recently moved to an area that is not serviced by cyride (off of Lincoln way in far west Ames), and I am sorry I can't use it anymore. I used to live on the Red route by the Middle School I really liked that the buses came often, but it did take a while to get to and from campus because the route is pretty long and so many people ride it, each stop takes a long time for loading/unloading. I also used to live out of town and parked at the commuter lot. I also really enjoyed the fact that the buses serviced that lot frequently, but it suffered the same problem as the red route. It took quite a while to get to and from the lot because we made a lot of stops and it took a long time for people to get on and off at stops because the buses were so crowded. Thanks! And good luck coming up with new plans!

Clear bus stops in winter especially in residential areas. As a disabled person it is very hard to "tramp" thru the snow/ice to get to and off the bus. How can bus signage be contrasted and/or enlarged for better visibility for those with poor eyesight?

CyRide is a fantastic service that allows us to travel throughout Ames frequently without having to rely on a personal vehicle, including to and from work.

please expand in newer north Ames residential areas that are now not served at all.

Of the public transit systems I've used CyRide is the best of them. One suggestion I would make that may increase the efficiency of service is to reduce some of the stops that can be redundant. For instance, there are two stops within a couple of hundred feet at most on the north side of Union Drive. One is at the Enrollment Services building and the other is at the Student Services building. I think eliminated one of these stops would be a big time saver in the long run.

I'm very grateful for Cy-Ride!

Most of the time, the busses are timed so that I cannot reach them in time after a class.

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Design Your Transit System: Open-Ended Comments

I am extremely concerned about the placement of so many newer bus stops, namely on west Lincolnway. The stops are too close to the intersections!!! This causes a backup of cars in the intersection, drivers changing lanes in the intersection (which is illegal), drivers turning right on red onto Lincolnway often don't see the parked Cyride around the corner and come close to rear-ending it. The bus stops should be placed in the middle of the block not near the intersection. It is really causing a hazardous situation in multiple places throughout the city. Three of the worst are all on west Lincolnway....at Dakota, Beedle, and Marshall (?) (in front of the Sports Page Restaurant). Please take time to observe this, especially during the morning commute between 7:30-8am. Also, why does there need to be so many stops so close to each other? Once again, Lincolnway from Dakota to campus.

CyRide is the best transit system I've ever dealt with, especially for a town of Ames's size. A lot of the changes I'd propose don't really fit with the choices on the survey. There are a bunch of places in Ames where we get two stops a block or so apart where it seems like service would be faster and simpler (without anyone having to be much farther from a stop) if one were eliminated. And for expanding the times of various routes, really I'd find it most useful if the green and brown route service had hours closer to the red and blue routes': the later Saturday start and early evening stops are sometimes inconvenient when I am trying to use them.

Please don't move the bus stops away from central campus. That would make the buses unusable because there is no way to get to the stops in time to make it to class or to get to the stops after class in time to catch the bus. I'm really worried you are going to move all bus traffic to the periphery of campus and I would probably stop taking the bus if you did that.

I don't own a car so the only way i can get around is either by bus or by nagging my friends. Plus the only time I can run errands or the like is on weekends because of how busy my schedule is. that's why I'd really really appreciate more service on weekends.

3 Blue North route runs 2-3 buses in a row with 30 mins waiting time till next bus and that is on the weekday mornings 8-11 am when most of students take a ride to campus. Could you please consider make it more frequent instead of running 3 buses in a row. Thank you!

If transit cost less than driving and parking on campus as a staff member and ran more frequently, I would be more likely to use it which would alleviate some of the traffic around campus. Also offer pretax bus passes that can come out of ones check for faculty and staff on campus or even businesses in Ames similar to large cities and paid ridership may increase and congestion in town would decrease.

Develop a route from west Ames to the commuter lot via mortenson (perhaps only in morning if on tight budget).

Overall a great service and much better than other cities.

It's great, we are so lucky to have this service

Please add a stop at Reiman Gardens to make it easier for both students and Ames residents to get to the Gardens.

You do a great job. I took this survey on behalf of my disabled son who rides Cy-Ride every day.

The outer fringes of Ames still lack bus access and work-friendly operating times. West Ames needs extended service closer to Lincoln Way, to accommodate the growing neighborhood there and to accommodate the low-income residents in two mobile home parks. The low-income residents really need better bus access. I no longer think we need to have multiple routes converging frequently on the North Grand Mall, which is a less-important shopping venue nowadays.

WTF, no options for reducing service that replaces walking and cutting mandatory fees. Who designed this survey? Have they stopped beating their spouse yet? Extremely disappointed, university city and university sponsored system should have a better designed survey.

I like the text capabilities. Seems every stop has red laser code but the one east bound in front of Hilton. I use your service to get to ISU football and basketball games.

I don't think Cyride is currently covering all campus locations, such as ASC Complex. Maybe, Cyride can extend its Free Circulator services to stop at ASC Complex, at least for the weekdays in working hours (8am-5pm)

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Design Your Transit System: Open-Ended Comments
cyride is a great transportation service and I enjoy the company of the new people and Isu students on the bus and the drivers are friendly, helpful and reliable
Yes, it would be very helpful for me and my colleagues if there would be a more convenient bus stop near (or preferably at) Reiman Gardens. It would be good for tourism, too.
It is reliably one minute late.
Development of bus stops with turnoffs like the ones on Lincoln Way at the intersection of Beech would be nice if the land can be acquired so traffic on major streets is not backed up behind buses and I feel it would be safer for everyone involved.
I appreciate it so very much!
I pay for a parking spot at 40 Schilleter Vlg which is also used by Cyride and the Ames public school system as a bus stop. This severely limits access to my vehicle. Drivers won't even move 3 feet to allow me access. I wish the bus stop was not blocking my and my neighbors vehicles. Also, riders wait inside my building blocking the doors, leaving their trash in my hallway, making noise etc. A comfortable place to wait, with a trash can and not directly in front of a residential building would be nice.
Make it so you only have to show your student ID off campus.
There should be a stop directly at Reiman Gardens, which will serve both the students and ISU faculty/staff as well as residents of Ames.
We need a bus stop in front of Reiman Gardens
It should be less expensive for faculty and staff to use transit than to park on campus. Faculty and staff at other institutions get free campus bus passes. This should be explored as an option to reduce campus congestion, alleviate parking issues, and increase ridership. I would prefer a free bus pass over paying to park.
I love that we have this great amenity! If I could ask, with the great renovation of the South part of the stadium and Reiman Gardens, could we add another stop to the Orange route, at Reiman Gardens? It is such a great place for students to learn and grow, not to mention it is free for them with their IDs! And they hardly even know that it is there.
CyRide is a great service. My only uncertainty relates to how much a ride would be and how I can pay for it (when I'm not taking a bus on campus).
CyRide is great, but I live in West Ames in the "states" and the only option is a fairly long walk to Ontario. I'd like to see a bus on North Dakota.
Provide discounts to ISU employees
1. It has come a long way in the past 35 years. Thanks. 2. I think there should be a bus that goes to the Duff Target/Walmart so all the carts don't end up on the street. There is a stop at the mall, why not at the other shopping center? 3. My route from south Ames gets me to campus just as fast as I can drive here in the morning, but going home at the end of the day takes twice as long. That's the main reason I don't want to ride it (getting home later).
Would like a stop at Reiman Gardens
Please add a bus stop AT Reiman Gardens to make this great community asset more accessible for all community members.
I'd like to add a stop at Reiman Gardens on the orange route.
We would really love the ability to be drpped off at Reiman Gardens.
I would use a bus more if it stopped by the Ringgenberg Park area on the south side of Ames.
I'd like to see a route extend to at least the west city limits (on Lincoln Way).

Design Your Transit System: Open-Ended Comments

The public transit system in Ames is wonderful. It operates efficiently and dependably. The one suggestion I have is to offer free or reduced pricing on bus passes to staff. I am currently a full-time staff member and also a part-time grad student so I get to ride for free with my ID, but after that is no longer an option, I am far more inclined to drive than to take the bus when the bus pass costs more than a parking permit (\$230+/year for bus vs. \$170/year for parking pass) without the convenience of being able to come and go as I wish. Staff are frustrated by the lack of nearby parking options, and providing this incentive could help reduce that frustration as well as reduce congestion in parking lots that are constantly full, which force staff to park very far away from their buildings if they don't come early in the morning to get a good spot.

A tremendous community resource. Would like to see continued effort exploring how cyride can support county transportation

Very thankful for this service, thank you CyRide!

Mon-Wed between 7:30-7:45 is a very busy time at the commuter lot for buses. Often times having to wait for multiple buses or wait in line for 10 minutes. I think it would be beneficial to have more buses waiting at the lot in the morning, especially with winter coming. Beardshear stop every day at 5 pm is also a very busy time. Many times I have to wait for 3 buses before I am able to get on a bus. It's not near any type of shelter so rain and snow make for a long mess. So multiple buses running right after each other would be great instead of having to wait 5-10 minutes between each bus that drives right by because it's full.

I am both a student and full time staff.

We need to provide more service to working people and the aged, blind and disabled by adding holiday limited service. It is obscene that we do not.

Overall, I think CyRide is a great system. Love the fact that drivers will help ensure we make transfer connections. Just wish the routes were more direct so that it would not take a 1/2 hour to go from one to the other. There have been cases where I have rode my bike instead of taking CyRide because it was faster to do so. A more efficient west-east route is what I would most like to see.

The University should increase the subsidy for employees that take the bus to work.

Is there a possibility of having an ISU faculty/staff "card swipe" system for ride fares? It could be either setting up an account online from which the fare is deducted or a "pay-as-you-ride" with the fare charged to payroll (U-bill) account.

On some of the high traffic roads in Ames, is it possible to look into building an "off shoot" or creating a "no parking zone" where buses can pull into for stops instead of blocking traffic? Ex: 6th Street by park, 9th Street, Northwestern,

We need a trolley-looking (wrapped) set of buses called the "dinkey line", with 3 and ONLY 3 stops. 1. at a nice water side bus station at Lake Laverne, 2. at the Iowa State Center with easy access to all of the venues, 3. near the middle of mainstreet. This service will link down- and campus-town and the events center. I could rely on this for a few scenarios. 1. To catch lunch on main street from ISU campus. 2. To have dinner on main street, then catch a show or basketball game. 3. To get sports/theatre traffic from the venues to downtown or campus town. The result would be that students and faculty will use downtown venues ... business owners/locals will make their way to events or campus town eats. This limited set of busses would look like a trolley or train via a simple 'wrap' and be a noticeable different option with expedited transit times, if possible, maybe a nicer interior that reminds us of a trolley/train. It may appeal to the blue-chip alums that know the dinkey story... It could command a more profitable fair for each ride, being seen as a higher end service.

It would be great if busses would stop @ Beardshear shortly AFTER 5 so I could catch a bus when I get off WORK. Also, when I am @ a bus stop when a bus is scheduled to stop, I should be able to GET ON THE BUS. CyRide needs to deploy more busses @ peak times!

While I don't use public transit in Ames, I have to deal with it during my commute. I have never understood why the free bus #23 stops at apartment buildings and dorms on both sides of Lincoln Way. These locations are served by other routes. These stops cause a lot of congestion at Beach and Lincoln Way. These stops really slow down what I thought was supposed to be more of an express bus for commuters to get in and out of central campus.

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Design Your Transit System: Open-Ended Comments
The route from the Southdale area (southeast of Lowe's) is not at all workable to go from there to campus, if it were, riding the bus would be an option for me.
I might take it more if there were routes closer to my home.
While CyRide strives for a good experience, there are a lot of things that need improvement. A number of buses are very old and smell. Routes are congested and buses get delayed. Buses are overcrowded at peak times (especially the 21 and 23 routes). RBT would be beneficial for the circulator routes. Converting buses to LNG or other hybrids would help the environment.
I have always liked the CyRide system since I've moved to Ames. And I'm glad to see that CyRide is planning ahead. One specific issue that I have been frustrated with was the changing of the weekday 6 Brown's route to the Research Park. I understand the need to get passengers all the way out to the new Core facility, but there is still quite a number of students and staff along Airport Road in the "original research park" that now must walk all the way out to University Blvd to catch the bus since the change this August.
I would take it on weekdays but it doesn't come within a mile of my house and if I drive to a bus stop I might as well drive to campus. And as it is, it's not convenient if I need to leave campus and come back in the middle of the day.
Add a bendy bus to the 1A Red routes all days of the week. This would improve congestion and bus availability problems
It's been very convenient
Ames needs fewer bus stops, but better bus stops. Ames also needs better crosswalks with intermittent LED warning lights (Mary Greeley Hospital, for example). CyRide needs to have a simpler, more consistent system. For example, it would be very helpful if the four fixed routes left North Grand Mall with a 20-minute frequency schedule all year round and meeting at transfer points in a consistent way on each and every trip.
I would use public transit more if it went further into the residential neighborhoods. In fact, I would prefer to use public transit over driving if I didn't have to walk so far to a bus stop.
My wife usually bikes to work and I walk to work now, but she rides CyRide during inclement weather and especially during the snowy parts of the year. Additionally, I drove for CyRide a season. As a former driver I would say that more "Extras" could help clear through route congestion especially through ISU. Additionally, I would support added service to low-income areas of Ames by adding more consistent service to Yellow and Gray and Plum routes because those folks don't have many, if any, alternatives for transportation.
I feel obligated to use my personal vehicle because the bus does not stop at ASC II on the ISU campus, where my office is. If there were a stop close enough, I would ride the bus every day.
I don't currently use CyRide much as we have two daughters and it is hard to take them to and from day care on the bus. I use it occasionally when a car is in the shop for repairs/service. I anticipate using it or having our daughters use it more as they get older.
Please provide Cyride service between ASC and campus either by modifying the green route or by running a special service (particularly in the hours when the IPRT shuttle is not running) between these two locations.
CyRide is an excellent Ames-area benefit
We really really need service from ISU main campus to the Applied Sciences Complexes.
Providing the Scholl Road area with transit service during the weekdays would benefit not only the university, but the kingman area neighborhood as well.
I love Cyride -- it's the best public bus transit system I've seen in medium-sized towns around the US. Please keep up the great work.
Where I live on Wilmoth in West Ames the bus never arrives at a convenient time to justify taking it rather than walking or driving. In the mornings when I leave (~7:30) I land just about between the bus before and the bus after so I usually just drive and use the meters around campus. On nice days I'll walk which is fine but in the winter that's going to be impossible.

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Design Your Transit System: Open-Ended Comments
Please provide direct service to the applied science complex (ASC) from the main part of campus.
I would like ride Cy-Ride to work daily, but there is no route that can accommodate a more efficient and timely way without going through campus.
Lots of full buses on 1 Red route everyday. Buses are dangerously full.
The my state app isn't accurate. This is the biggest issue with the system
You guys rock!
Great Service! I love it and was pleasantly surprised at cleanliness, ease of use, and bus times after growing up using St. Louis Transit system.
As the student body has grown, Cyride service on campus has not grown with it, with the exception of larger buses. Especially given the lack of on-campus parking, it's disturbing that removing Cyride service from all but the perimeter of ISU is an option that is on the table. Also, more and more people (students, faculty and staff) are using commuter parking, but the commuter lots have actually shrunk with the addition of the new building on the west side and its reserved spots. We are all having to park farther and farther from the only stop available. Adding another stop or two at other parts of the commuter lots would help a lot (especially for those of us who suffer from arthritis in the winter).
Please please please add service to Reiman Gardens!!!!
This is a great service to the City of Ames. I would, however, add shelters and/or benches at the stops that have a large number of riders waiting, ie: Gilman Hall
Drivers are rude and often times rush the riders. Often times in the morning, I wait for 10-15 minutes, and then 3 buses come at once. Simply scheduling yourselves better would make your service usable.
As System Redesign is the topic, why not fundamentally change transportation in Ames and add a "metro-rail" or "light-rail"; comparable to European cities. You could have stops throughout the city (i.e.- Main Street, Hospital, Various stops on Campus, Campus-town, West Ames, and North Ames), imagine the peaked interest and generated revenue, not to mention connecting residential, commercial, and entertainment districts to reduce traffic congestion; it'd be a model for other cities.
Only two routes operate from near my apartment, and they are both not full service, so I end up having to drive to somewhere I can get better coverage and take the bus from there.
I think Cy-Ride is a fantastic benefit to Ames. I think some routes could be redesigned to consider changing population and traffic patterns, but please consider that some people chose to live where they do because of proximity to bus stops--it would be very frustrating for significant changes in stop locations to occur.
It is a good system. I like it. It is efficient. More direct routes with fewer stops could be beneficial, also, during peak hours increasing the frequency of the rides would be good.
Living at Copper Beech, I have been stranded on the weekends. I have had to walk to Main Street and to campus to meet friends or attend required events. Especially in winter, this is not a comfortable scenario.
Connection to DART (Des Moines) would be my highest priority.
Line 6 only have a few buses in the morning and tough to get it in summer set area. They are stoped really early and only a few on Saturday too. There is no bus on Sunday. It is in credibly inconvenient. Also, there should be more stops in summer set area in order to help us across the freezing winter.
Currently the towers route does not run saturday or sunday morning or night, at least it doesnt seem like it does, so it makes it hard for someone who parks in the towers lot to get to work in the morning from union drive
Service is good, could come out to Copper Beech (Plum or Gray routes) earlier in the day so that students who have earlier schedules can get there before class.

Design Your Transit System: Open-Ended Comments

It would be nice to have more frequent busses in the morning for 8 am classes

I like taking the bus. I personally live next to Wallace and Wilson residence halls. I would like to see a change in how often our buses come here and how many come. Right now, there are plenty of buses, but because they come only during peak times, the buses congest campus and I am late to classes. I would like to see the same amount of buses, but have them distributed over a period of time. It would be more convenient for us if we have class at 10 to have the 9:12 time and the 9:42 time, but also add in a 9:28 time. It would decongest campus area and make riders happier without having to decrease buses. I also don't like the fact that since there are so many buses, some of the buses skip stops and then I have to wait longer for a bus and also wait for others at other stops. It is inconvenient and also makes others late for class.

I love Cyride, I think they need to address the issue of busses getting congested on central campus but the 21 cardinal route is great please don't change it!!

Right now I have to get on a bus at 7:03 to get to my 8:00 am class, because the next bus on the Blue route North is not until close to 8:00 (I live on S. 5th St. by the River Birch apartments). So more weekday morning buses would make my life a lot better.

I would like to use CyRide more, especially for running errands around town. However, having to go to campus to transfer greatly lengthens ride time. I wish there were additional options for getting from South University Blvd to downtown and the mall, especially Mon through Sat, without waiting so long for buses. I am not affiliated with ISU.

Bus service seems to all but stop on the weekends, makes it very hard to get around when located off campus

Rather than use "extras" which are hard for passengers to understand ("why does the bus skip me and I have to get on the 4th bus that drives by?"), increase the frequency of the main routes so they come more than every 20 minutes. A 5, 7, or 10 minute headway would reduce the need for extras and be much more convenient for a riding population that is primarily students and want to get to and from campus multiple times a day.

Currently the towers route does not run Saturday or Sunday morning or night, at least it doesn't seem like it does, so it makes it hard for someone who parks in the towers lot to get to work in the morning from Union Drive

I work in the research park, and getting here is terrible. Bus service is bad, I'm basically forced to drive. I can sometimes bike in the summer and fall, and biking from downtown is faster than taking the bus here. The brown route doesn't transfer properly from the Green route (which runs closest to my house) and I'm forced to transfer twice (green, to red, to brown) and it takes like 45 minutes to take what is a 15 minute bike trip down the trail from HyVee to VetMed to the Research park (which should really be paved!). Get transit priority on major signals so buses can shorten reds and lengthen greens to speed up service! This is no brainer stuff! Maybe route busses around campus for the long haul routes, but keep transfer points to the circulators or something that way students don't stop seeing the bus as a good way to get to Campus. That would be really bad for traffic.

Adding an additional small loop onto Scholl Road to the Applied Science Complex would be a very small change to current bus routes that already go along 13th Street, but would have a major impact on students. There is currently a shuttle which only runs from campus to ASC at limited times and frequencies. ISU students and faculty would greatly benefit from this addition.

Ensuring Ames wide rapid and frequent service in my mind is essential. Other cities, for example Houston, are finding great successes in reducing the number of stops and locations but increasing frequency making bus service more reliable and more usable for more riders. It takes 20 minutes for me to bike from my home in Old Town to the Research Park. It didn't take much longer when I lived in Summerset. It took me 30 minutes to ride the bus from Summerset and takes over 40 to ride the bus from Old Town to the Research Park. Support for Cyride is contingent on people seeing it as an essential part of our transportation system and I really fear that is slipping with more new apartment complexes not being served and full time workers in growing employment centers like the Research Park not using CyRide.

We are so very fortunate to have this excellent bus service. There are 2 stops on North Duff Ave at the golf course and near Inis Grove Park with poor access to the stops (very unsafe to cross Duff to access them and no side walk access).

Please include the Scholl Road loop to ASC in CyRide's routes. I do research at Applied Science Complex (ASC). We have to walk 15 minutes to get to the nearest green bus stop. This is difficult in winters.

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Design Your Transit System: Open-Ended Comments

Adding a bus route to 13th St that went to campus would be very beneficial for Ames. As a landlord who rents to students, all of them who live on 13th wish they could ride to campus via cyride. Additionally 13th st has many rentals which would benefit from year round cyride service on that street.

I work at the research park and live on South Duff. If I wanted to ride the bus to work, I would have to take a bus to city hall, transfer and ride to campus, then transfer and ride to the research park. I am pretty sure this would take over an hour. Possibly closer to two hours. Bus service along airport road / south duff would be very useful I think. Currently you can't feasibly go anywhere south of Walmart on the bus. That leaves out a lot of businesses and residents. I don't ever end up on Campus, so I have no incentive to ride the bus, even if I would like to.

Ames needs to work with DART to provide service to Des Moines, and needs to begin planning to add rail service in town. Most European cities the size of Ames have successful light rail projects which have also improved the local business climate, and attracted young professionals and tech jobs.

I think it is very convenient.

I want to stress the necessity of weekday routes becoming available on weekends. A lot of the people I know do not have their own vehicle which makes travel to campus on weekends very difficult when you live off campus.

I primarily use to get to campus or sports venues to avoid parking and traffic congestion. Service after basketball games for example is very infrequent. I walk or ride once I get to the general area, unfortunately on campus, CyRide has made these forms of transportation less desirable.

I love taking CyRide, it makes it so much easier to get around campus than trying to drive. Thank you for all you already do!

Add more direct routes

Routes don't run frequently enough on the weekends. I feel trapped at my apartment during Saturday and Sunday. I also feel a lot of routes service campus but very few routes service the rest of Ames and when they do, it is at very spread out times.

its pretty good.

The most important thing to me is making the bus stops more comfortable. In Ames winters, it regularly drops to miserably cold temps (esp. considering wind chill). We need heated stops desperately, and better information (LED panels or improving bus tracking on the mystate app) on expected bus timings.

Less stops. Some routes seem to have them every block. People can walk. Keep multiple in areas where there is demand for with people with disabilities.

There is no bus at all in my area during the weekends or Spring break or Thanksgiving break, so I can't come to school.

I am generally satisfied with the public transportation system here in Ames. I do wish there were more frequent buses at night. I do not feel safe/comfortable waiting up to 30 minutes for the next bus to arrive when I get out of class.

I am a long-time resident and have a very fond appreciation for Cy-Ride and the entire Ames community. Thank you for your efforts and excellent service that you do provide, and for continuing to improve on an already excellent and superior transit system! Cy-Ride is a point of pride for me and should be for all.

Would love to see a bike ride share program throughout Ames.

I think the public transit system does a remarkable job with limited resources.

I answered the questions with regard to the experience I had as a student about five years ago. While my experiences may not be timely, I want you to know that I answered what I would have wanted when CyRide was my only means of transportation.

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Design Your Transit System: Open-Ended Comments

I would like earlier service and more frequent service, so - I could use the various exercise facilities in the community and still get to work without having to drive. - go to appointments/meetings in the community and return to campus without long mid-day delays. Additional shelters and benches would be nice, especially in the winter and when it rains. Thank you for the opportunity to comment.

I take public transit because it does come on campus and drops me off within a five minute walk to the office. When buses have been on the outskirts of campus because of road construction, I have to run to get to work on time and run to catch the bus to go home. With classes spread all over campus, I would think that students and instructors use the on campus buses to get to their classes. Do not remove the buses from on campus.

It would be nice if more routes could go by memorial union.

Solid service. Electronic ticketing would be great

more bus stops needed move routes away from major busy streets to stop more on side streets so passengers don't have to stand by high speed traffic DO NOT MOVE BUS STOPS FURTHER FROM CAMPUS add more inside campus please more frequent busses make sure at least every 20 minutes no more skipping busses in midmorning/lunch time please WIFI ON THE BUS make the busses not smell of alcohol ever less crowding sometimes no minibusses please most of the expenditure suggestions seemed foolish and not very helpful to riders add shelter to town hall hub stop

Please don't stop central campus bus stops altogether. My building is in the middle of campus and it would be a long walk if I could only take the bus to the perimeter of the campus

The published summer schedule did not match actual bus service. I stood on a street corner for 45 minutes, watching buses go by, but none of them on the route I needed. I finally asked a driver where the bus I needed was, and she said that route wasn't running after noon. The schedule said otherwise. I had a long walk that day to get my car from a service station, after I'd already wasted nearly an hour waiting.

Is Midnight Express still a thing? I think I would use the bus more to get downtown on weekend nights if there was better access.

CyRide is an absolutely invaluable service to Ames, and it has made my life as both a student (2008-2011) and a faculty member (2012 to present) so much easier. I look forward to hopefully seeing changes in earlier weekday routes and more frequent stops for certain routes!

In general, I have been very pleased with Cy-Ride!

I commute from Des Moines: the service on the orange route is wonderful, but streamlining it, somehow reserving parking at the ISU Center for those of us who are true commuters, would be great. And having an express route that skips the dorms would be great too.

I recently moved to Ames and really like the public transit system. I take it to and from work at ISU every week day as well as take my son around town on the weekends. Thanks for all the work your team does for us!!

Please have the buses run on holidays.

I would like a bus stop west of South Dakota on Lincoln Way.

CyRide does a fantastic job reaching the entire community, however, there needs to be improvement with the commuter lots and Orange Route. Might I suggest working with the school to sell commuter parking passes (minimal cost) to assist in supplementing operational costs. This would not only cut down on commuters looking for a free and easy option, but will give CyRide more revenue.

Due to the growth of residences and churches on/near Bloomington Road, I would like to see the #6 Brown Route add Sunday service from 7 a.m. to 10 p.m. I also would like to see more frequent service on east 13th Street to the medical establishments located there such as Wolfe Eye Clinic, Iowa Heart Center, Mary Greeley Dialysis, etc.

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Design Your Transit System: Open-Ended Comments

CyRide is an awesome service. The only reason I don't use it more often is that I'm spoiled by having a car and free parking at my job. If for some reason I don't have access to my car, it's always so handy to have CyRide available. Having lived in cities with limited bus service (few routes/poor schedules), I recognize the invaluable service CyRide provides. Thank you!

Please add BRT to the 23 Orange.

I have seen several times that when there are two or more buses at the same time during peak times, usually the first one is full but the other some times even have empty seat. I think if drivers communicate with each other, they can distribute passenger among buses in a more efficient way

First of all I think you guys do a great job! During the weekday I just take to the bus to work (ISU) and back. During the weekend I take the buses to the Mall or other places. Except on Sunday because there are no buses in my area on Sunday. I would also love a bus to the movie theatre but I know how expensive that could be. And a comment about the idea of buses not going through campus -- BAD idea!! Tell President Leath if he wants the buses to go around campus to pay his employees more. Tell President Leath that the majority of his employees can not afford a parking space. And if he wants to destroy the major route that his employees take to get to work - tell President Leath to pay his employees more.

The Gray and Plum route needs to be better during the summer and ISU breaks.

I've used every single CyRide route over the course of my years living in Ames and I try to assist as many friends, community members, and kind strangers out when they need help. It's been a privilege seeing how CyRide has grown the way it has. I seriously only hope it continues to be one the nation's best transit systems in the country for its simplicity, friendliness, environmental impact, and top-notch performance. It has never failed me! Thank you for all you have done!

Public transit has greatly degraded the pedestrian/bicycle feel of the ISU Campus area. One of the benefits of public transit is to reduce the number of vehicles on the road not increase, and that is what has happened on the ISU campus. Another benefit of a good transit system is to replace other fossil fuel burning forms of transportation. It appears to me that much of the CyRide system replaces walking and cycling which are great for the environment and public health. The primary means of transportation on campus should return to walking or cycling, lowering costs, improving the environment, and health of ISU students.

Work in a business on the pink route. People cannot easily get to us mid-day.

Buses are fairly clean and fun to ride

Why are buses the only option here? Why not rail (under ground, above ground, through campus). At least the circulator-route could be an automated rail car like in large airports. Sky-walks between close proximity buildings? Let's get creative before it's too late.

It would be nice if the Green route ran at same interval as the other routes. This would make transfers between the Green route and other routes more timely.

I would like to talk about the temporary bus stop for bessey hall. That stop is just couple of feet away from the library stop (it does not make any sense) and too far from bessey . I am fine with it being at mackay hall but I would strongly urge cyride to move that stop more towards/near bessey hall. Please. It is extremely inconvenient and does not make sense to me.

Former employee here & no longer an Ames resident. Still commuting to school for a while, though. I know CyRide does a great job at managing the routes and whatnot, but orange still isn't as efficient as it could be. I know you're working on it, though. I'd like to see CyRide work with Public Works on coming up with ways to fix some of the traffic grid problems Ames has (we all know there are a lot). This would help both the CyRide system and other drivers not only with driving time but also with safety.

Get rid of the 23 Orange route. Reimagine the "Dingy", and create an automated railed shuttle like at airports that follows the current Orange route. It would be elevated and free up traffic as well as create a unique campus and be greener then current 23 orange bus emissions.

Reconfigure seating on Minneapolis-sourced Gillig high floors to allow two abreast standing in aisles. Current configuration is a nightmare for backpack toting riders trying to get out of their seats with a fully occupied aisle.

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Run more buses from the commuter lot to campus to prevent over crowding. When the bus is packed full with people standing it makes it hard to get off. It is annoying to watch the crowded buses by-pass stops on campus at the 5pm hour.

Online Survey Open Ended Comments on Scenario 1

1A should go to downtown every 15 minutes

6 brown could be made available until later in the night

6 Brown could use more frequent service Northbound into Campus in the morning rather than having 3 buses show up at the scheduled time. Would make it so I don't get to class 25 minutes early every day.

Add 1A service back to circulating around campus .

Add a brand new route, called the "dinkey route". Have a couple buses, with graphic wraps that make them look like trolleys or trains. These buses would have 3 and only 3 stops: 1. Lake laverne at a nice covered shelter, 2. Iowa State Center for art and sport events, and 3. Right in the middle of main street downtown. This would be a paid route, (\$1/ride) that would allow campus folks to eat downtown for lunch...sports fans could park downtown, have dinner, and then catch a show at stephens...etc. Campus town and Main street suffer from blight, and some of that is the disconnect between them and lack of "adults" using campus town, and "isu fans" visiting downtown. Just a dream, for what it's worth.

Add a direct bus route from the West Ames route to the East side of campus. Currently the buses, like 7 purple, only reach the western side of campus and there is no circulator to reach from Friley to east campus buildings like Gerdin.

Add more 21 buses

Add more frequent routes to Vet Med. I sometimes have to take the bus there and it does not come very often making it hard to get to class on time

All the buses that come out west just go to state gym causing everyone to transfer to go farther into Campus. This will be a problem with the mass of people trying to transfer. Bad idea. Make more buses go through Campus from the west.

Are the stated times only for weekdays? What are the weekend schedules going to look like? Can the brown route run on Sundays?

As a person with a disability who lives in North Ames, I strongly support this scenerio.

As always Cyride is very un-city friendly and their only concern is for the university. With 2 in high school, if they miss the school bus they are guaranteed late. Right now route 1 is scheduled 1 minute after route 2 leaves campus so they need to wait 27 minutes and be late or be an hour early for school.

As an engineering student living in west Ames I take 1A a lot and rely on it to take me into campus up towards the armory and Coover. It would be a real shame if the 1A quit going into campus.

As someone who attends ISU and lives in the West Ames area, I would prefer it if the 1A Red continued further into campus as it currently does. Being able to take the bus further into campus has saved me time, and I especially rely on this service when the weather is unpleasant (e.g. during freezing temperatures). I would be disappointed if this route were shortened.

As someone who lives in ISU West Apartments AND is a CA to many residents, I know for a fact that most of them benefits from the current 1A Red bus route. Having it circle campus is extremely beneficial. If you remove the 1A Reds circle, many (IF NOT ALL) students will be negatively affected. No other bus route visits Ames middle school bus stop and then takes us to campus. Do not change 1A Red

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Being legally blind and using the Green Ames High deviation, I would have a hard time crossing the street on Grand.
Campus access from West Ames is cut off with the new 1A cherry route. There should be at least one consistent route that services West Ames to campus.
Concerned about the students who have altered start/end times at the high school.
Could increase the frequency of the last few buses of the red line as buses tend to be full at state gym when everyone tries to catch the last bus
Definitely like the more frequent times on Red, and the elimination of most high school routes on Green.
DO NOT ELIMINATE SOUTH SIDE OF CAMPUS!!! So many people use 1A by Gilman and the 1As are already less frequent there that as soon as one pulls up it's a full bus. Student services is what riding regular 1 is used for. There are too many classes/buildings on the south side of campus to screw those riders out of a stop. 100% I think that would be a huge loss and upsetting for ALL 1A riders (who are mostly students, and most get off on Osborn)
Do not move Gold route off of Ash Ave! Iowa State has 5000+ greek students, and many of them either live or frequently come to the center of greek community, either on or east of Ash Ave.
Do not move Gold route off of Ash Ave! Iowa State has 5000+ greek students, and many of them either live or frequently come to the center of greek community, either on or east of Ash Ave.
Does not get to ASC
Doesn't connect west side of town to the east side where many classes are. Too limited.
Don't get rid of 22 gold
Dont get rid of brown stops, this is the only bus that runs past 24th in north ames to campus
Elimination of route 2 will isolate parts of the Iowa State campus, especially the ASC.
Extend Blue across Duff.
Extend red 1A further west on Mortensen, please.
For the charges for non-isu students, increase charge but give a day pass instead of 1 transfer sheet. That way, people can travel without restrictions to and fro and not having to pay \$5 for every day they ride Cyride
Further east coverage is still needed. Particularly, a route needs to go out towards I-35 on 13th. Encouraging Danfoss and 3M employees to use it would save a lot of traffic congestion.
Generally good improvements - no complaints or concerns, but I like Scenario 2 more.
good change for the 2 green
green route 20m frequency should be extended until 6:30/7 PM. As it currently stands, it switches to low frequency way too early.
hard to say without knowing scenario 2, I am more for a transformative approach
Have the brown still go through campus, its the only bus i can take from my apartment and it already takes long enough as it is
Have the yellow route run until 10 PM - otherwise, I won't be able to use it for night exams. I do very much appreciate having yellow run more often, though.

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I am concerned about the changes to the Green route. Cyride for some High School Students is the only form of transportation that they have to get from school to home. If students have before or after school activities they have no way to get home as the bus would not run by the school. Also, with the High School, early outs would be an issue as the bus would not run by.

I am filling out this survey because I want Scenario 2 to be implemented.

I am happy that CyRide is improving service to other areas and consolidating low-ridership routes, but I strongly dislike the change to the "West Ames" routes (7 and 1A) because they would only service the SW corner of campus. I use the Osborn 1A stop every day.

I am most interested in the brown route staying open longer and running more frequently as that is the only route I use now.

I am not sure the changes proposed are dramatic enough to address current or future problems. It does not really address specific problem areas where traffic tends to dramatically impact the route. Eliminating pink also takes away service from NE Ames and that leaves the people who work in that area without any bus service at all.

I can only speak about red, purple cherry and green routes. Support changes to red, cherry and purple, but am very concerned about the changes to the green route to the high school. Have you considered late starts and early dismissal days (both scheduled and unscheduled due to weather, etc)? Also, many HS students have after-school activities and depend on Cyride to get home afterwards. Will there be service for a few hours around dismissal time for them?

I can support these except for the 1 and 1A changes. They should continue through campus.

I do not believe that this scenario adequately addresses one of the biggest issues the bus system faces today which is congestion from west ames (Purple and red route). I do approve however of the extended brown route hours which end too soon currently.

I do not see these changes as sustainable for years to come. While modest the cyride transit map needs a larger overall to serve the growing community longer than what this scenario offers.

I do not think it does enough, and what it does do is eliminate a route that I have frequently used (22 Gold), and make others less convenient.

I don't like how the neither of the red buses will go north into campus.

I don't see significant increase in bus frequency for the 1 and 1A

I feel that these changes are not significant enough to appropriately serve the Ames community. With 90%+ of the transit riders students, it is essential that we do fulfill their needs first and foremost and then the transit dependent community will benefit as well with more frequent service to the markets that need it which is the student residential areas and apartment complexes.

I hope that the green bus can pass the applied complex science building

I just would like to mention that in our neighborhood (Ross Road, Wisconsin, Scholl, Garfield, Iowa, etc.), we've had some babies born and kids move in. The neighborhood is changing and becoming younger, so having the Green Route available to them once they reach high school will be a big deal. That's a couple years away but something to keep in mind.

I like it but it is not worth more money

I like more red stops, but don't like purple and cherry operating around union rather than campus. I use purple and red very often being a student from West Ames. I wouldn't like to see a wait time at stops either for red as addressed in article, including the part where a ten minute wait was mentioned. No thank you.

I like scenario 1, but I really worry about the idea of having to wait another 10 minutes for a second bus on Brown if the first one is full. I support more frequent Brown service, but I only live 1.5 miles from campus- it isn't worth it to me to wait for another bus and be late. If it was consistent that I had to miss my bus due to overcrowding, it would not be a positive change.

I like some of the changes, but I don't think it is enough to notice a real difference overall operation of the system.

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I like that Red, Blue and Brown would have more frequent service and that Yellow and Gray would have all-day service.
I like that this route still goes to Steinbeck in west Ames, as I use this stop daily. Many students live in apartments on this side of town, and having a convenient stop there is important.
I like the 1A Red to Campus (Kildee/Beasley) route and I don't see that one this map.
I like the Brown route jogging to the east at Knapp Street and staying off of the 100 and 200 blocks of Welch Ave.
I like the expansion in the service times for the brown route. I would only add that the full brown route should also be expanded on the weekends to support the research park and new housing development going in on Mortensen.
I like the more frequent service on the 1 red, 1A cherry, 3 blue, and 6 brown routes. I like the later service times on the 6 brown route.
I like the thought of consolidating some routes to make it easier to navigate. Overall the changes don't seem too drastic. I like the thought of lessening the congestion in campus by operating 1A and 7 only to the SW side, though I would hope that transfer times between these routes and 2 (or others that go into campus) would be completely in sync (compared to now where sometimes 1 is on a 15 min schedule but 2 is on a 20 min schedule so they only really meet up once an hour, annoying).
I live in SW Ames (non-student). This scenario won't do much to reduce the 'sardine in a can' stuffing of the buses on the red route.
I live in West Ames in Sunset Ridge subdivision. There are multiple mobile home parks and residents in West Ames that still do not have bus routes that extend to this part of the community. Many people walk and/or bike to bus stops on the highway or try to go on the grass to get to the buses and due to the speed on the road in this area and lack of visibility during low-light times it can be very unsafe.
I live in West Ames, Fountain View, and it is pretty easy to catch a bus at the Middle School stop, however it fills up pretty fast at the X:30 times.
I love the idea of more often red and blue line buses unstead of just four buses back to back all at one time.
I need transportation that get me and clients close to our office at 1525 Airport Road. Some clients are college students who attend sessions that end at 9:30 PM. It feels very unsafe to have to walk so far for the bus at that hour.
I rather have easy access to things than just modifications and added times
I really appreciate the effort to balance spread with efficiency.
I really like the idea of more frequent 6Brown. With so many more people now living in somerset and also students like me working in research park that is a must.
I said Yes because there was no option for 'I don't know or no opinion'
I take the blue bus daily to work at ISU and back home.
I take the blue line from 24th and Hoover to and from work 5 days a week. It is the line I rely on. On weekends, my son and I take t he blue line to the mall and to the game store in Campus Town. We also use it to transfer to other lines to get downtown.
I think it makes some sense
I think it's important for 3 blue to continue servicing 24th street
I think it's important for 3 blue to continue servicing 24th Street.

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I think the changes are pretty sensible. Though it is not clear what changes would happen during weekends. But overall this is better than scenario 2.
I think there could definitely be more changes to the schedule as well as the map. Things are missing from this scenario
I thought 22 Gold was paid for by the Greek system, irregardless of how many riders it may have any particular year... Sometimes dependent on the weather...
I use route 22 several times a week, but I recognize that it has a low level of riders.
I use the 1A stops on Osborn every day. It's not clear from the description if that will change, but I strongly oppose removing the 1A routes from Osborn.
I would have to change busses on campus
I would like better service for the research park
I would like to keep yellow route the way it is.
I would like to see some transportation to ASC.
I would love to see Cy-ride drop by the front door of Wal-mart on the way back to campus. Students, international students, new students would benefit greatly by having a pick-up at Super Wal-Mart South and maybe also North.
I would really appreciate more frequent operation of the 3 Blue route during peak times.
If I take cherry, then I'd have to prossi transfer at state gym for a bus through campus. It would take more time and negate the faster routes for red cherry from Ames middle school
I'm a green route rider to and from ISU, so I don't think this affects me.
Improved frequency to Towers (brown) would be nice. In example, a lot of student park cars out there if they live in a residence hall without parking and then take Brown South on Friday/Weekends to get their vehicle. Also students living in the Towers use the bus extensively.
In the future, I would like to see earlier routes for many of the lines.
Increase frequency of last few bus timings on red line as buses tend to be full as everyone tries to catch the last bus at state gym
Increase in yellow coverage seems to be a high need
Increasing Red service to match that of Blue and Brown makes sense. Increased Blue frequency is a huge plus, even with 15 min service, Campus-Walmart segment is very busy. Gray Route changes are very useful. I have always found it difficult to go over to East Ames on Cyride. I've never trusted Pink because of the split service times, same with 4 vs. 4A. All day Gray service would enable more security taking the bus to East Ames. I also like routing Gray via City Hall. Operating 5 Yellow all day is critical, I know people that live down on S Duff and they wish they could take the bus. All day service would definitely increase ridership. Routing the Brown along the Gold Route makes total sense.
It does become slightly inconvenient to get on a 1A bus to go west now if I start in northeast campus.
It does not balance service with demand. West Ames needs more trips and routes to carry the number of people wanting service.
it does not help me at all. Do not improve anything.
It does not support an essential student need which Scenario 2 does.

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It doesn't make sense to not have a Red 1A type bus which takes people from west side of town to north campus. They would be forced to walk out in the cold during the winter time or forced to transfer. I don't see how removing the Red 1A does any good for the people on the west side of town.

It is better than 2, but not as good as what is now.

It is not as comprehensive as Scenario 2 but it maintains the Grey Line which I see as valuable as Ames seeks to draw in more conferences. There is a lot of lodging out that way that should be tied into the city by this form of transportation.

It looks like only 2 Green will be going from State Gym/Beyer Hall to campus till Kildee. It might be inconvenient for people getting down there considering there are so many buildings on that route (the one that looks like being cut for current 1A red): Hoover, Sweeney, Coover, Gilman, Science, Kildee etc.

It provides no access to the Applied Science Center

It would be nice if the 22 Gold / 6 Brown route could utilize Ash or streets with more fraternities. Also, from my understanding, 1A will not go to Kildee Bessey any more (?) That is very inconvenient.

It would be nice to see the 6 brown route by the research park go through the rest of the research park. This route leaves 15-20minute+ walks from parts of the research park to CyRide. I know this is a major problem for us as employer and our full-time staff have begun giving rides to our interns because of it.

It's fine & doable. I wish green would come more often. I think it's silly for 1a to not do the upper loop. It was one of the ONLY way to get from certain parts of campus to others. I only used that route within campus and other busses don't do the same thing. I don't use it often enough I guess for it to supermatter, but it gave you better more frequent options.

It's unclear what the students on Stienbeck and Dickinson have to do to get to class

Keep 1A going all the way through campus

Keep gold or a bus line on Ash

Keep Gold route back Ash Ave like it is now. We have a few thousand greek students and many of them live in this area. Dont move it!

Keep green 2 running to the high school. Several high schoolers use that throughout the day and that is the only way for me to get to work in the afternoon and get home. I work at the high school in the middle of the day not at the start/end.

Keep the 22 Gold or at least have a route that runs through Greekland (ash ave). 22 gold is the primary way I get to class everyday. The low ridership of the 22 gold is primarily due to the my State app not working correctly (tracking the bus), so the only way to effectively guess where this bus is is to memorize the schedule. I would recommend you fix the problems with the app before deciding to delete the entire route.

links to North and South Ames are very sparse

Making sure 1A cherry goes down Bissel/Osborn in order to get directly to campus

Many of CyRide's bus stops present real hazards to pedestrians that could easily be corrected. Please take the opportunity to identify and correct hazards such as bus stops where the halted buses obstruct pedestrian crosswalks. There are many examples of this with the longer buses now in use.

Maybe extend Route 5 to campus.

More Access to the Research Park and Applied Science Complex would be beneficial. Possibly one could add on to the 2-Green and 6-Brown routes to accommodate stops.

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More frequency & mid-day service for Yellow route has been needed For a long time.
More frequent 1A red would be amazing.
More service for Route 2.
My biggest problem with Cy Ride has always been that service where there are multiple routes, especially along Lincoln Way, is clumped, e.g. 2 buses at once every 15 minutes instead of staggered schedules with gaps of five and 10 minutes.
My only comment/concern would be regarding the elimination of the Ames High deviation, Green 2, and if people utilize CyRide to attend extra-curricular events. It is difficult, for me to understand the timing of the changes for scenario 1, to the green route, since the "existing" column and "scenario 1" column state the same times, only summary of changes states something different. So, my suggestion would be to maintain the deviation, 6:22am to 10pm, September-June.
My only hold up would be the availability of upper campus to those of us living in west ames affected by the changes for 1A cherry
Myself and countless other residents of West Ames rely on the 1A route to get to and from campus in a timely manner. Removing this route would negatively affect many who use the system every day.
Need better ASC access
Need more than just the brown route headed towards Wessex
Need service along State Ave. Good to keep routes off Welch in CAA district. Need service to E 13th and Dayton areas. Important medical and job centers in those areas
new apartments west of mortansen and Dickinson should support pushing bus stops further out that way
No
No
No.
None of the West Ames routes go past student services. This is incredibly inconvenient for business majors. We already live so far away and we'd have to walk a long distance to Gerdin and purple barely gets me to class on time as is with walking I'd be late.
Not as progressive or enough change for what CyRide needs.
Not extensive enough in addressing non-ISU based public transit needs.
Offer at least one Moonlight route Wednesday and Thursday nights in addition to Friday and Saturday
On the whole, I like the expanded times, especially for the 4 Gray, 5 Yellow, and 6 Brown route. There seems to be quite a lot of bus travel on Union Drive, which may cause issues since it is also has quite a bit of pedestrian traffic. Scenario 1 also seems to be underutilizing Morrill Road, which has high traffic for 23 Orange. I don't want to add another route where it's not needed, but it would be nice to have a free circulator going the opposite direction as 21 Cardnial and 23 Orange, since 22 Gold will be consolidated with Brown.
Overall, sounds pretty good, but as a parent of a high school student I know many high school students may need bus service at times other than start/end times. Many students take classes at Iowa State and DMACC, many more are involved in sports and other activities before and after school, and many others have open periods when they are allowed to arrive late or leave school early. Consequently, many students may need transportation to/from the high school throughout the day.

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People who live in west Ames have rights too! Elimination of the purple route in west Ames essentially leaves people west of South Dakota with no bus service.
Personally, this scenario will not disrupt daily CyRide accessibility as the routes removed are followed by their consolidated routes. I feel this will have the least impact on students and community members that use CyRide on a daily basis.
please change blue route. on south 3rd, skip s duff, continue east to Target then south to WalMart, then west on se 5th to s 5th Riverbirch apartments. this would pick up people from Target and Walmart so they don't have to walk to s duff and then the bus would not need to make a stop just after turning off s duff on s 5th causing traffic being blocked on s 5th and backed up onto s duff causing accidents and near accidents
Please keep 1A red as it is. Please don't terminate on Beyer hall.
Pretty similar to the existing network minus the 10. I like the yellow running at 30-minute headways all day given the growth in south Ames.
Purple should continue to do the whole loop. Neither bus from West Ames goes to Gerdin.
Purple shouldn't change; there wouldn't be a route to get from West Ames. As a business major in west ames I rely on purple route to get me to gerdin. If i had to walk from the student services center I'd be late everyday
Put Gray all the way back across South 16th please.
Route 6 does not adequately service the research park.
Run the purple route south through Thackeray, Welch, Clemens and Miller ave to University Plains and then back up North through South Dakota. South Dakota is already served very well and doesn't need purple route to go south down that way. However, you should try to make your buses more quiet. The hybrid ones already make a lot less noise on start-up and more sound deadening around the engine compartment shouldn't be too difficult. It would make a big difference for both riders and people who live on your routes.
Scenario 1 doesn't make enough changes. I think that the few things that it does change will help CyRide's current issue, and would be sustainable for 3-5 years tops.
Scenario 2 appears to offer higher coverage.
See next page.
Since this project has taken a considerable amount of resources already these small changes will not justify the cost.
Some 1A bus cannot be seen on MyState APP
Still no route to industrial and fast food on east 13th. I like gray being expanded
The green route needs additional frequency given the residential area that it covers. Loop through the Applied Science Complex.
The intra-campus bus can be useful for freshmen and sophomores who have classes all over the place, but we don't really need more busses allocated to that demographic. ISU has the most in shape student populace for a reason! Extra drivers would better be suited serving other routes.
The modified Red1A should continue to circulate campus to eliminate unnecessary transfers.
The Red and or Purple route need to be adjusted to run up Wilder to Mortensen Road. Mortensen Road has been extended to Wilder and will open up southwestern Ames to service and will give better service to the new apartments at the west end of Mortensen. To make things safer all pick up locations should have curb cut outs. Put a pickup location at Daley Park.

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The Red route is absolutely ridiculously packed and when those new apts are open on L'way (400? students), it will be awful since students can't walk 4 blocks. More 1A's will help.
The turn between Welch and Knapp on the brown route in both directions will not be very safe or convenient. It would be better to have the brown route go straight up and down Hayward between Lincoln Way and Mortensen in both directions. This will also give the added bonus of servicing the Intermodal Facility!
There is no route that covers Airport Road. Our bus clients and volunteers have to walk a half mile.
There needs to be a bus going from west Ames to campus and through bissel and Osborn. The buses are already terrible enough for the thousands of students in west Ames and this scenario makes it worse.
There needs to be a shuttle to the applied sciences complex as more classes will be held out there due to nuclear engineering being destroyed.
These changes are good ideas based on the growth. Eliminating/consolidating underused routes is smart. Seems like a natural progression for growth. ISU has more students getting students to campus efficiently and where they need to go without blocking traffic should be the mantra of the changes. This scenario ignores the needs of students who need an efficient way to go to and from the research park.
These changes don't overly impact the way I use CyRide. I like the proposal to add more frequent Blue and Red route trips as those are currently the two lines that would most efficiently take me from my home to work.
This scenario doesn't affect me.
This Scenario looks very good. I use 1A and 6 regularly. This scenario will help me in both the routes.
Too much traffic through campus. Transit not environmentally friendly, replaces walking vs replacing driving.
Two routes (1A and 7) that I use (if occasionally) become unusable for me. Improves another route (6) that I use by extending hours.
We need a bus top at Mortensen and State Ave where there is a major employer of students, the Plant Introduction Station
We see that you are only interested in servicing ISU students and high density apartments - not the community (as a whole) by the changes indicated. I cannot support what you are suggesting.
Weak for the applied sciences complex, does not account for the growth to the north and west
What about the businesses on East 13th Street that were previously served by the Pink Rte?
What about when Ames schools are not in session, will the green route still offer an Ames high school deviation.
What is the point if you are barely going to make any changes?
When would it take place? If it's next semester, then I'm not really bothered b/c I'm graduating :)
With increased housing built to the west of Mortenson and Dickinson, 7 should run more frequently
With the growth of churches and businesses on Bloomington Road, I would like to see Sunday Brown service for Bloomington Road.
With this scenario, you are eliminating the route that goes by 3M and the Dialysis Center. This is the closest route that we are Danfoss would utilize if we could get a bus stop at our location.
work with the high school on the latest times for stops ie you dont need hs service past the times the pool closes to the public

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Online Survey Open Ended Comments on Scenario 1

Would appreciate later service to VetMed via the Orange Route.

Would like to see less buses on ISU Campus.

Would not connect ASC to campus

Yellow route changes are awesome!

Yellow Rute until 9:00 pm?

Yes add more red buses more frequent

Yes I have strong disapproving opinions about Scenario 1. First of all, those who take the 1 red and 1A red buses now, would have to make a transfer at state gym. If they were to have class further in to campus, such as on Osborne Dr they would have to wait for the 2 green bus. Second, when trying to get home, the 1A bus is full by the second stop at Gilman. Eliminating the route for 1A down Osborne would create a mob of students waiting to take the 2 green back to state gym, therefore taking up seats for those who normally ride 2 green. Either way, students are stuck waiting for a bus to get home. Add more 1A bus's to accommodate those who live in west Ames.

Online Survey Open Ended Comments on Scenario 2

11 cherry doesn't go down Bissell or Osborne. Neither does lilac. So everyone living by the middle school will have to transfer. 1A red this year is packed to the max so can you imagine everyone getting off Cherry or Lilac trying to transfer onto another bus. It'll be too full. Will not work. Let either Cherry or lilac go down bisell and Osborne. Doesn't make any sense to have all of the buses from the west just drop off on union drive. My suggestion would be to add more buses to 1A red.

11 Cherry is not usable for me, but the existing 1A is something I occasionally ride.

11 cherry needs to go down Bissel and Osborn like the 1A bus did. The thousands of students in West Ames get shafted by both edits because there is no single bus to get us from West Ames to and through campus.

A bus only going to Vet Med every 60mins is inconvenient for those students who have to travel to main campus for classes and meetings.

A lot of people live in west Ames. Similar to the last one why are you getting rid of the routes that bring us into campus

Access to Ames High School should not be restricted to school start/end times. Especially on weekends the green bus should continue to go by the high school.

Access to ASC and research park are forward-thinking as ISU continues to grow.

Accommodates the Applied Science Complex and Research Park which I would consider forward thinking.

Add the peach route. A dial-a-ride service sounds expensive for tax payers- can it be run at a lower total cost than Uber?

Addition to the Applied Science Center will be very useful for students.

Again the purple route #7 does little for Ames residents who need to access more than the university campus.

Again what about when Ames public school is not in session, would green route still operate?

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Online Survey Open Ended Comments on Scenario 2

<p>Again, I worry about people traveling to the high school, or home from, on route 2 Green. However, I think it is excellent that route 3 Blue will be merging with route 2 Green, I have thought that was needed for quite some time. This scenario seems like a bigger undertaking, but very logical.</p>
<p>Again, it would be a considerable inconvenience for me and many other students living in the West Ames area if the 1A Red were shortened. I would prefer it if it continued further into campus, as it does now. I also think having the 1A Red go through Dickinson Avenue (as it currently does) is a better choice because it caters to the students living across the street from the middle school as well as those living near, for example, Poe Avenue. For similar reasons, I think the Purple Route is ideal the way it is, but I can live without it extending all the way to the Memorial Union. Granted, I don't live near Poe Avenue or near Todd Drive, so perhaps those who live in these areas should provide their input. I like the idea of rebranding 1A Red as "11 Cherry". It would save some confusion when trying to explain the differences between the two routes. I like the idea of the 3 Blue line coming closer to Walmart and Target, but I would prefer it if it continued to the mall as it currently does. However, I can live with it as there are three other buses that travel to the mall. I love the idea of having the Yellow 5 extend to campus all day. This will make it much more convenient for students (including myself) who would like to visit Duff more often but have no way to get there conveniently. I think the Green route should at least extend to Northwestern Avenue for better access to the high school/Ames Municipal Pool and the Furman Aquatic Center. I will be able to live without it, though. Other than that, I think this scenario looks pretty good. It's nice to see that it will potentially expand to serve other apartment communities and such in Ames.</p>
<p>Again, the Red route is overcrowded. The Lilac would be great and get the students directly to campus quickly and less the Red route. It's still going to be crazy since Ames thinks adding more apts is the way to go (enrollment will level off sometime).</p>
<p>Again, the Ross Road, Iowa, Scholl, Wisconsin neighborhood is becoming younger. Just have to mention that with the proposed reduction of Green Route to the high school.</p>
<p>An increase in the Peach would be nice for students/faculty that need to get to Vet Med.</p>
<p>As a resident living in West Ames, I think that 12 Lilac would be really nice to implement to allow for busses that are less crowded.</p>
<p>As a user of green route who lives in east Ames, both scenarios are very similar to the current one which I find quite satisfactory.</p>
<p>as before, increase the amount of time green route has 20m frequency until 6:30/7 PM</p>
<p>ASC Access is very important!</p>
<p>awful, just add more routes to cover instead of redoing everything, the new peach looks awful, getting stuck by a train on the northside of the tracks would be a disaster for cyride as those trains sometimes stop for extended periods of times... you should consult with railroad about that... When I drove Green I mite have had 1 person a week head out to the Applied Science area, is there really the demand to go there?</p>
<p>Blue should go past Frederiksen Court</p>
<p>Bus to ASC is GREATLY needed!</p>
<p>Campus access from West Ames is cut off with the removal of the 1A route. There should be at least one consistent route that services West Ames to campus.</p>
<p>Concerns about the green route service to the high school</p>
<p>Connection to Applied Science and Research Park are very important.</p>
<p>Consider a few more trips to the high school area not just at the start/end of school day.</p>
<p>Desperately need connection to outlying locations, such as Applied Sciences.</p>
<p>Divert Brown through Schilleter Village so international students have way to get to Walmart easier.</p>

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Online Survey Open Ended Comments on Scenario 2

Do not like elimination of Blue Route to Mall. Love the Gold, Yellow and Blue Route changes as well as Lilac.
Do not move Gold route off of Ash Ave! Iowa State has 5000+ greek students, and many of them either live or frequently come to the center of greek community, either on or east of Ash Ave.
Do this one
Do you really need 2 different routes going past towers? We should reroute the brown to go through ash ave if there would be a new gold route going to towers as well.
East Ames businesses are left out.
Eliminating service to east Ames, which is already a poorer area, seems likely to worsen the economy of that part of town.
Even if the scenarios are combined, I strongly support the addition of the peach route with Scholl Road loop as Applied Sciences Complex continues to grow and many students, international visitors, faculty and staff would benefit from this addition!!
Even more so, it clearly shows that you are only interested in servicing ISU students and not the community (as a whole) by the changes indicated. I cannot support what you are suggesting.
Excellent. The peach is very important.
Existing routes on Ash & Lynn provide good service to the high-density fraternity/sorority district which seems to be completely cut out of both Scenarios, but this one provides a little bit more service at the edges of that neighborhood.
Fantastic plan, it's about time this was done ... long overdue.
GIVE STUDENTS IN WEST AMES A BUS THAT ACTUALLY GOES INTO CAMPUS. THOSE WHO USE THE AMES MIDDLE SCHOOL BUS STOP USE 1A THE MOST, WHY WOULD YOU GET RID OF IT
Glad this at least considers east Ames. Seems like there is a lot of overlap though.
Good access for people living in towers. Only having one bus was horrible while living in towers.
Great for MRC people!
Great job with the SW student growth!
Having 5 yellow going to campus would save my life
Having less trips to the high school really sounds like something that will help the city. Why not just make it so the busses are just for ISU students?
Huge improvements but might be difficult for people to re-learn.
I am a researcher at applied science complex. Many thanks for adding peach (25) route. It will really help us a lot to work till late and we dont have to walk in snow to take the green bus.
I am a resident of West Ames and for me, this is at best breaking even in terms of improvement. I understand removing the left turn onto S. Dakota from Steinbeck, and I think that is a smart move, as long as the 11 and 12 make up for losing 1 in the residential area over there (although small on the map, it is a long walk, especially in the cold). I do strongly dislike that these West Ames routes would only serve the SW corner of campus however. Unless switching buses to go onto Osborn becomes much easier, this change will make it more difficult to get to class and work. I use the Osborn stop every day, and will continue to do so for the foreseeable future. This will be met with negative reaction because you are taking away service that already exists, no matter what your reason is.

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Online Survey Open Ended Comments on Scenario 2

I am concerned that a large segment on grand avenue is not being served by the green route changes.

I appreciate the applied sciences addition and the more extensive re-working to optimize the other routes. More frequent services and on time services are always preferred.

I believe there needs to be more trips for the 7 purple, I think that would increase the awareness of people knowing about where it goes and that it stops on Red Routes.

I believe you still need an actual route that serves east Ames.

I could live with most of these changes, except for the consolidation of 3Blue with Green. Eliminating the Blue bus along 24th Street would be a great inconvenience to me and my family. We purchased our home based on the location of the bus route. If this scenerio is chosen and the 24th Street routes are eliminated, then the city will have to put in crossing lights on Stange Road. It is extremely dangerous for three of my family members to cross Stange to use the Brown route. You can't eliminate the easiest and safest route for us to get to the mall and Walmart.

I do mostly like abandoning the system of 1A, 4A, 6A, etc., though I'm not sure that, while rethinking the system, retaining so much overlap between so many separate routes makes sense. It's not obvious to me why, say, West Ames needs three distinctive routes that all terminate on central campus. Couldn't at least one continue to become the Plum Route (if it continues to exist) or Cardinal or even take on the Schilletter loop that's here assigned to Gold? I do get that more-frequent service is usually the key thing in a transit system (I read Jarrett Walker too) but it happens that most of the routes that get expanded service are the ones less important to me personally.

I do not appreciate the reduction in stops/routes in the north Ames area, especially along 24th.

I don't agree with the elimination of the Blue Route at the Mall

I don't like the increase in time in between brown buses

I don't support if the 1A red doesn't stop at convenient on-campus locations. I don' know what union-howard-welch entails.

I don't understand the reluctance to put a real route in the "Innovative Transit Service" Zone. There are businesses, restaurants and hotels out there that could benefit from the service. Additionally, there are two businesses that serve individuals with special needs that could really benefit from service to this area without having to dial-a-ride.

I feel like it would all be too much change at once. I also think that Kildee and the Memorial Union should have access to most routes.

I feel like the added routes will make it much easier to reach a lot of places that require bus-hopping and walking to get to currently

I feel these more dramatic changes would really impact daily CyRide commuters much more than scenario 1.

I feel this is a dramatic improvement to the congestion seen at the end of red route/purple route and would allow students to get to campus much quicker. It also improves the brown route dramatically by having it go until 10:30 at night.

I like how scenario 2 improves service to areas often assumed to be car-oriented. For example, some people take the bus as far as possible and walk to Target/Wal-mart. I believe if access to those stores from the bus was imporoved, there would be more riders.

I like PEACH Cyride route

I like the 12 route as it seems like a nice, fast way to get to campus.

I like the applied science route

I like the ASC route. I don't like Brown gong to 30 minutes. It seems as if that route can get very full at peak times. 30 minutes would seem to make it worse.

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I like the better support of ASC
I like the changes in the blue route, I had comments on scenario 1 before I knew about 2 sorry.
I like the creation of the Peach route that helps connect Vet Med, the Research Park, and Main Campus. I like the fact that it will be a dedicated route as opposed to being an alternative of an existing route as it is now (currently it is a subset of the Orange route buses).
I like the idea of having route 5 via ISU campus.
I like the idea of new/more frequent routes near busy areas
I like the indicative service area
I like the Innovative Transit Service zone, especially since Wolfe Eye Clinic and other medical facilities are in it.
I like the red/cherry routes with more service to West Ames
I like the service to the research park. I like the idea of expanding service on South duff too.
I like the service to west Ames. This seems more adequate than what has been provided the past few years. Also, connecting all ISU owned properties helps tremendously considering I work for ISU and frequent multiple locations and parking is mediocre.
I like this Scenario better than Scenario 1. This one reaches further out including the ISU Research Park where more students should be able to find part-time jobs.
I like to see line Peach 25 running
I love the idea of changing the 5 route. I hope that it goes by Lied Rec Center to provide a route bus that goes by it instead of most route buses going to State
I not a fan of the cherry not going by my apartment.
I only like this scenario if the 25 gold route will be running through S. Village more frequently then the 3 blue is
I really don't like the change in frequency for the brown route. The brown route services the research park and high density housing on Mortensen. It's pretty critical to keep service accessible to these areas.
I really like all of this scenario. I've talked to some people myself and it seems to me that the only thing people don't like is that there would be change and they would have to learn a new system. Overall I really like this one.
I really like making new names, especially creating a 25 because I currently always get on the vet med bus because I just see 23 and think it's going to commuter. I like the 11, 12, 26 options as well.
I really like the gold route to cater to SUV residents
I strongly prefer this route to Scenario 1
I think 90% of this is right on point for the changes CyRide needs. Many of the changes address the capacity demands that are hindering CyRide's customer service standards.
I think a bus connecting Applied Sciences and Vet Med will be great!

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I think if ridership is not served in east ames, It is super smart to just do dial a ride there. This is a great way to use resources. I hope this plan is used.

I think it serves the most populated/highest ridership areas with the best service possible.

I think Scenario 2 is a bold, exciting approach that offers a lot of needed improvements to the system. Though there are some trade-offs involved in this scenario, I see merit in all the changes and find very little to complain about.

I think this is the best option. More residents will be impacted. I still feel CyRide should operate later to accomodate students & staff who are on campus late, work late, or to provide a safe ride home when out on weekends. I also feel the purple or red route should extend to county line road. More and more housing is going up in that area and with no sidewalks to get to the closest bus stop, it makes it very dangerous for pedestrians and drivers.

I think this much better addresses the need than Scenario 1

I think this one is my favorite

I welcome the route to the Applied Science Center

I will have more options.

I work in the applied science complex. One of the biggest problem I have is that how i can get to the campus. I can drive my own car to campus, but it is very difficult to find a parking lot. I can also take the 2 Green bus, but it requires about 15 minutes to walk from applied science complex to the 2 Green bus station, which it is horrible during the winter time.

I would absolutely love to have Yellow Route go all the way to campus, but I would also like it if the route ran even later into the night (similarly to the other routes) so that I would be able to take the Yellow Route for night exams.

I would like a route that stops at the airport. Right now it's a mile from the closest stop. The orange route on this plan is closer, but still not all the way.

I would use the 25 Peach multiple times a week. Please add this route for my research abilities!

If you select this option I would have to quit using CyRide

I'm concerned by the lack of service for 24th St between Stange Rd and Northwestern Ave.

In the future, I would like to see earlier routes for many of the lines, including the Green line.

Increase the frequency of service for Route 25 Peach.

Increased housing to the west of Dickinson and current frequently packed buses along the red route justify the implementation of 11 cherry and 12 lilac. I like this a lot

It gets us out to the microelectronics research center, which is critical for us.

It includes service to more off-campus academic buildings, such as ASC and Research Park. I like the idea of the ITS Dial-a-ride.

It is more efficient than Scenario 1 and the existing route structure.

It is very important to check whether the service to ASC could impact the sensitive instruments located there. Buses cause enough vibration to cause problems in many cases, and some testing would be advisable.

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It seems like a lot of changes, but they all seem to make sense. I like them, even if it is a bit confusing at first to see so many differences. I especially like the added service to the research loop, applied sciences, and express route to campus from west Ames.
It would be really nice to have a bus which services APSC because th shuttle is full when trying to get to class
It would be very helpful to link ISU to the vet med campus. Our students would greatly benefit.
It would enable students to get to the Applied Science Complex and the Sensitive Instrument Facility.
It would get me to ASC - peach route. Connects campus to ASC.
I've been suggesting the Lilac route for years, I called it 7B. Glad to see it. I suggested 7A (express purple) to go from UP to beach on mortensen and pick up at Maple to help with that.
Keep a route on ash avenue
Keep existing Blue route to North as in scenerio 1, by passing UV and Schilletter but going up to the mall.
Leaves a pretty big transit desert in Somerset and east to the Mall between 24th and Bloomington. Granted probably not a lot of students living there but something to consider. How much would the dial-a-ride service cost? I think you would be better off offering frequent service to east Ames than this innovative thing. Uber is subsidized too much to last with their current business model and paratransit is very inefficient. You'll have to make an easy transfer system with this. Someone from Somerset to South Duff would need to transfer on campus, could get tricky off-peak or on weekends.
Like the addition of Applied Science Complex added to route and Research park
Like this better than Scenario 1.
Lilac route is genius! Orange route is good
Lilac route is very thoughtful. But the service truncation of 23 Orange to vet med is bad. 25 Peach will go once in an hour! People have a lot of classes there. And for whoever doing animal studies, time is very crucial. The current frequency is good.
Lining peach route times up with ISU class schedules is very important. Demand will be emerging on this route as ISU moves more facilities to ASC and the research park
Link to ASC will be very important
links to VetMed and industrial park are better than in 1.
Love addition of innovative transit zone and realize the need to sacrifice in other ways to make it feasible but some concerns with some of the sacrifices.
Love that it's goes to ACCESS
love the connection between applied sciences complex, vet med, and the research park love the idea of the East Ames coverage
Love the idea of express routes as I feel this will cut down on overloads on the other parts of that route. I also greatly support trying to have fewer buses coming through central campus. Right now there are so many buses that even without parking being allowed there is severe congestion that slows everyone down.
LOVE THIS NEW ROUTE! MUCH NEEDED FOR ASC!!
Makes it too difficult to get to/from vet med might overcrowd already crowded green with no increase in service.

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More service for Route 2.
Move out of central campus area. Set a purpose, goals, cost and service level for transit that community agrees on and set routes to meet vs. current mess of simply chasing demand.
My son walks me to the blue line bus stop on 24th and Hoover every morning as it is only a few houses down from ours. I take the blue line to and from work (ISU) 5 days a week. My son and I take the blue line to the game store in campus town on weekends and also use it to transfer to other lines to get downtown. If the blue line north of ISU is removed, I will no longer be taking the bus to work and I will no longer purchase year round bus passes. My wife will begin driving me to work which will cause more traffic on Stange road. The south blue line already has issues making that left turn out of Schilliter onto Stange. Removing the blue line will increase traffic up and down Stange.
Myself and countless other residents of West Ames rely on the 1A route to get to and from campus in a timely manner. Removing this route would negatively affect many who use the system every day.
Need 11 cherry to service Osborn drive
Need service to ASC - this is great!
No
No buses go directly from west ames to the east side of campus. This is really important to business majors who need to get to gerdin.
No way to reach Northcrest Retirement Community via transit. Like Blue extension east of Duff. How much capacity for "Innovative Transit Zone"?
Once again this plan eliminates the route through campus. Also, it's literally only taking students to state gym. Where once again they would need get a transfer. As a student who has classes a majority of the time down Osborne Dr it already takes me 30 minutes to get to class without having to wait for a transfer. ADD MORE 1A RED BUSES!!
Once per hour to vet med is not enough and this would further isolate Vet Med and collaborating students from the remaining campus.
Operate the brown on weekends
Overall, I like it. I really like the adjustment of the 3 Blue route to serve Target and Walmart. I also like the addition of the 26 Gold to serve SUV, since right now, people are crossing Stange to catch the 3 Blue, which is a bit dangerous, since there are no crosswalks. As with Scenario 1, there seems to be a lot of traffic on Union Drive, which also has high pedestrian traffic - this might cause some issues. This plan still underutilizes Morrill Road. The bus to ASC is awesome. I also like the idea of an Express route from University West to campus. As I mentioned in Scenario 1, it would be nice to have a free circulator bus going the opposite direction of 21 Cardinal and 23 Orange. As a side note, that doesn't really have to do with the routes themselves - there seems to be a lot of red/purple colors (Red, Cardinal, Yellow, Cherry, Orange, Peach, Gold, Plum, Lilac). It might be worth finding a few blue or green colors to differentiate the routes a bit. With these big changes, I think you'll find a lot more people having to switch buses to get where they need to be - that might be something to consider. Coordinating transfers might be a bit difficult.
Overall, sounds pretty good, but as a parent of a high school student I know many high school students may need bus service at times other than start/end times. Many students take classes at Iowa State and DMACC, many more are involved in sports and other activities before and after school, and many others have open periods when they are allowed to arrive late or leave school early. Consequently, many students may need transportation to/from the high school throughout the day.
Peach 25 must run more frequently than 1 per hour or there is no point in having it. It should run at most every 30 minutes.
Peach 25 really needs to be as often as possible on Airport Road throughout the business day.
Peach route covers an important daytime need for select student groups, which is pragmatically unserved at this time.
Peach route would be very helpful!

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Online Survey Open Ended Comments on Scenario 2

Please create a new Route 25 Peach I frequent Vet Med.
Please do not move the green route to behind the mall. Keep it on Grand. Have you checked exit statistics. There are usually 4-8 people disembarking from the bus at First National Bank and the brown apartments (between 24th and the mall) when I ride home between 5 and 6. There are even some older/disabled folks that get off there.
Positives are better service to S. Duff for people shopping and restaurants and the all-day service on yellow. However, with more frequent service on yellow, it could go west via S. 16th street and help provide more frequent service that way, past Vet Med, Hilton, etc.
Pro: it is more detailed, more frequent rides, and well organized. Cons: it increase the translation frequency for normal cyriders, but people can live with it. the major problem with this scenario is the 25 Peach. it is an important route for the vet med student. we do not have any other route connect us with the main campus. 25 run each hour and till 6:30 pm. what student can do if they have multiple classes on campus? we live with the current 23 orange hardly. what we should do with 25 Peach. also what student can do if they get class or duty later of 6:30pm? usually we feel safe because the is another bus at 10:30 pm. with the 25 Peach, it will be very hard and inconvenient. I appreciate your work for better routes.
Put Gray back on S 16th Please.
Really like the increase in times of Blue and Gold! Very helpful and definitely missing from the current schedule.
Removing the blue route along 24th is a bad idea.
Route 25 peach is great
Route 3 Blue North of ISU is a route that we need to remain running as we have individuals who ride the bus from campus to the area near the Northern Lights shopping center. Furthermore Brown 6 would only run every 30 minutes to this area. This would negatively impact ISU student's ability to get to our office for the services they greatly need.
Route specific comments follow. Generally provides broader service than Scenario 1
Scenario 2 is more efficient and better serving the needs.
Scenario 2 is wonderful--I especially like the high frequency Gold route serving Schilletter and University villages and the extended Blue and Yellow routes to gain better access to the South Duff area.
Scenario 2 seems to be way better than Scenario 1.
See next page.
See route specifics
Seems extremely difficult to implement
Similar to scenario 1, I live in west and appreciate the current ability to ride 1A to north campus. If there are more options to reach north campus from state gym or from Union drive then I can manage
Since the Brown route will be reduced to service every 30 minutes, will the Gold Route have a bus stop at Greensboro?
Specifically, the new "Pink" route will not support the student population that uses Vet Med. In particular, this would adversely affect international graduate students and undergraduates that work at Vet Med. Terminating Service at 6:30 for the proposed "Pink" line is unreasonable for many graduate students whose day does not end with the end of classes. Keep in mind that many

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international students do not have vehicles. If this change is made, then there needs to be allowances made to allow undergraduates to drive to and park at Vet Med so that they can get to work. Staff and faculty would never use the bus to get to meetings/events on campus with a 60 cycle!!!

Students need transportation to Applied Sciences!

The 12 Lilac would be a nice edition

The addition of the Peach Route to the ASC buildings and the Research Park would be a great asset to our students whose clubs have moved out to the ASC area.

The addition to more timely spaced buses and better layout of west ames buses is a great addition. This is the overhaul that needs to happen. The current bus routes and scenario one keep ames stuck as if the resident still live desnly in certain area, when I fact that ames is growing much faster and these new routes and time will help sustain a healthy bus line for years to come.

The big problem I see here is the difficulty and indirectness of the connections between North Grand Mall and campus. Also, there are large areas near 24th Street that are no longer within easy bus access. I have often taken buses from 24th Street near Stange to the mall, then transfered to get to downtown Ames, rather than going south through campus.

The brown needs to come more often than it currently does, especially in the mornings, I don't like waiting a half hour for a bus when it takes 15 minutes to get back to my apartment

The brown route it too infrequent in this plan. Also, there is a section of 24th street no longer serviced.

The brown should come more frequently than once every 30 minutes

The campus has grown significantly and it seems appropriate to look a transformative change.

The current proposed time to Vet Med every 60 minutes is abysmal. Ridership is currently low because many students (myself included) are unwilling to wait every 20 minutes for a bus. The peach route is absolutely a step in the wrong direction.

The expanded service time of the brown route and additional route for closer service to South Loop Research Park is a great addition.

The Innovative Travel Service zone is an intriguing concept but I feel like I need to know more about it. Would like to see a stop at Reiman Gardens. Or could the Dial-a-Ride service for the ITS zone apply to RG as well?

The new 25 Peach route is desperately needed. The research & student/faculty activity at the Applied Sciences Complex is picking up substantially due to relocations of labs and faculty and student offices (due to lack of space on campus). We desperately need a good bus connection out there since there is no student parking and limited faculty/staff parking at ASC.

The new lilac line is a good idea. It will cut short the travel timings for those staying at mortensen

The new Peach line would not work for many of the individuals that need bus service to Vet Med. For example, many international students use the bus system to get to and from campus and Vet Med. Having a 1 hour cycle is not workable. Terminating the service at 6:30 would not service graduate nor undergraduate students working in labs at Vet Med. The service may not need to run until 10:30, but terminating at 6:30 is too early. If this change was implemented, there would NED to be a policy change to allow undergrads and others to drive their cars to and park at Vet Med. With a 1 hour cycle, the bus service would never be used by faculty and staff. There are a variety of courses taught at Vet Med, and a 1 hour trip cycle for the Peach Line would not work of graduate students using the bus system. There are a variety of graduate students from departments on campus that collaborate with and work in labs at Vet Med, this change would significantly affect these students.

The new Peach route looks good

The new Route 25 Peach is very much needed!

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Online Survey Open Ended Comments on Scenario 2

The Peach Route does not run often enough in this scenario, and a 6:30PM termination is too early. This is not ideal for graduate students and anyone at vet med collaborating with on campus labs or on campus labs collaborating with vet med labs. Once per hour is not enough. If you implement this scenario, you need to allow vet med commuters to park on the main campus and vice versa.

The peach route supports growing research in the Applied Sciences, Vet Med and the Research Park. There is growing use of Applied Sciences by undergrad, grad, faculty and staff of the College of Engineering and Ames Lab at Applied Sciences Center and this provides a needed transportation connection to campus.

The red bus would no longer go around Steinbeck and I would not have easy access to Cyride.

The Red, Cherry and or Purple route need to be adjusted to run up Wilder to Mortensen Road. Mortensen Road has been extended to Wilder and will open up southwestern Ames to service and will give better service to the new apartments at the west end of Mortensen. To make things safer all pick up locations should have curb cut outs. Put a pickup location at Daley Park.

The Route 3 Blue is very important for North Ames residents (especially students). It's essential that it arrives and departures from the mall. Having more alternatives of buses is a must for North Ames economy. Also Walmart is reopening a new store and the bus stop is perfect for both Ames residents wanting to go there.

The same problem with the west side of town as in scenario 1. There is no way to go from west side to north campus without walking or transferring. What's the point of the 11 Cherry then? It still adds nothing that the 1 Red can't do.

The Steinbeck stuff has too many students to not have a frequent bus running all day

The turn between Welch and Knapp on the brown route in both directions will not be very safe or convenient. It would be better to have the brown route go straight up and down Hayward between Lincoln Way and Mortensen in both directions. This will also give the added bonus of servicing the Intermodal Facility!

The two scenarios for yellow route are the same. Do we have no choice?

There are no direct buses from the West Ames Area, to east campus buildings.

There are people at the High school that use that Green route more than just before and right after school. I am very concerned about the Green.

There is a large population of adults with intellectual disabilities that live in North Ames area. If the "dial a ride" option would be available in this area as well, it could greatly improve many individuals quality of life.

There is a need for more service to the Applied Sciences Complex.

There is a need for the Peach Route to come to Applied Sciences Complex.

These routes are too drastically changed.

This best serves the research park.

THIS IS GOOD: S. Duff Avenue would enjoy evening service, weekend service, all-day 30-minute service, and direct service to ISU.

This is much better than Scenario 1.

This just breaks the whole dynamics that currently exists. I am not sure the trade off between availability and frequency of buses is really worth it. My suggestion is don't break something that is not broken. The current system is working fine and it can be improved with some changes but not this kind of overhauling.

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Online Survey Open Ended Comments on Scenario 2

This makes much more sense for the long-term vision that CyRide needs to have. It fixes scheduling issues as well as provides better and in some cases, more specific service to our passengers. In my mind, this plan would help future-proof CyRide for the next 5-10 years +.
This option seems like it would better serve the campus populations and make CyRide generally a more accessible option for all Ames residents, not just students. This does give me a little bit longer commute to work through Red route, but overall, I think this option would better serve the Ames community.
This route does not provide enough service to those neighborhood along 24th street. I like many of the other changes. Is there a senerio that keeps some 24th street access.
This seems to address many issues very well and sounds like a good overhaul of the system. That being said, I would like to see the number of routes running through Welch Rd decrease, as this is a high pedestrian area.
this serves a critical need for ASC complex,a need that is not served right now. 100 students will benefit.
This serves the Ames market better which is primarily students. The community benefits with faster service to core routes from students living throughout Ames. It's a win win with this scenario.
This serves the riders in West Ames much better where a great deal of people have to walk several blocks to reach service.
This solution deals with south-west Ames better. Going behind Target and Walmart will better serve our cusomers.
This will force a solution the intersection of Moretnsen and State..ie a stop light. Still has not accounted for the very near term growth in the animal science corridor south on state and s Dakota.
To many buses on ISU Campus
Ubering would not work
We don't need to add new routes. Simply more busses to certain routes. Keep green on it's normal route by the high school.
We have many students, faculty and staff that travel during the day between Applied Sciences and campus, with more to be moved there. The peach route is needed. Also people in the area have complained about increased traffic in the neighborhood. A CyRide route would be very helpful.
We need a scenario that better addresses public transit for the region, including Ames-based rail service to accommodate growing needs in the metro area and build a system capable of addressing current needs sufficiently. We also need a solution which addresses the commuter corridor of Ames <--> Ankeny <--> Des Moines. There are currently no viable public transit options for this corridor despite the growing population commuting along this corridor, the large number of dual-career families with one partner working in Ames, the other in Des Moines, or the necessity of connectivity to Des Moines for Ames' future.
Well, it appears that I will be driving my own car more to campus because the distance I will need to walk to a bus stop will increase.
West Ames needed improved transportation and I like these plans a lot.
West Ames needs better service. People who live in this section of town pay taxes too and require decent service, particularly in the winter when the streets are icy and they can't walk to the nearest red route stop. I support any changes that will increase service to this part of town.
West Mortensen houses a large number of students who would really appreciate and benefit from Scenario 2.
While scenario 1 is an improvement, I think scenario 2 looks to be an even better.
With addition of the Mortensen heights apartments, there should be an increase in buses on the southwest side.

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Online Survey Open Ended Comments on Scenario 2
Would potentially let me use a bus between ASC and Research Park
Would the Innovative Transit Service cost similar to what it costs Ames residents to ride Cyride?
Yellow route changes are super duper!
Yes - having only one bus go to Vet Med and only once every hour is extremely inconvenient for all the students who rely on this transportation. This is the only modification of Scenario 2 that concerns me, and I very strongly oppose it.
yes the routes benefit the bus traffic from the new apartments west of mortansen and Dickinson
Yes we need to get students to Mortensen and State from campus, so this is good. Many ISU students work there at the Plant Introduction Station
Yes, it allows much higher connectivity and choices

Online Survey Open Ended Comments on CyRide Service
:)
Again, I would love it if the yellow route ran later at night.
Anything changing with the moonlight routes?
Are we going to have moonlight express to the grand mall?
Are we serving the people of the community or just ISU students?
Both routes are good, but I think scenario 2 is much better for the students.
Can you add ASC to 2 green route? Can you have 9plum running during the weekend? Sometimes we have to get to campus on weekend but there is no bus to take, which makes it very unconveient.
Cyride is an amazing service and it is greatly appreciated. The drivers and generally friendly and helpful. In particular, Glen of Brown (6) route is a great driver.
CyRide is great!
Cy-Ride is great. It compares favorably with some of the better suburban transportation systems in much more populated areas. When I was growing up in Ames there was nothing. I am sure Cy-Ride contributes positively to the Town & Gown relationship, which is much better in Ames than around most colleges.
Don't change purple. Pls
Don't eliminate the Blue route from the Mall
Don't forget that you are well liked at this point in time, so there is a downside risk to this changeup.
Don't try to fix what isn't broken.
Even though I don't ride cyride, I rely on students who do.

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Online Survey Open Ended Comments on CyRide Service

Even though I don't ride it often, I feel very fortunate to live in a city with such great transit service. I'm all for anything that keeps it going.

Former driver, not faculty, but work/hold officer hours on campus, so on campus regularly, obsessed with route patterns/times/numbers.

Glad to have such an excellent public transportation system available in Ames. Thanks for seeking input on serving the community even better. This service is especially important to our international scholars who are often here for short periods during which they have to rely on public transportation to get around campus and town.

Have you thought about making the service free for everyone? CyRide had a free summer once and I know that was a hit. It seems like cash and pass riders generate so little income for CyRide (and already pay for it with property taxes) that it would just make sense to be free. Then students wouldn't have to dig around and waste everyone's time looking for their student ID. I'm also wondering if CyRide is considering adjusting the timing on the schedules. Maybe transfers would be easier if there was an extra minute or two of padding in the schedule, or maybe loads wouldn't be a problem with more time. I've had an almost empty bus manage to run behind schedule as a rider before and it just seems like that can't possibly be enough time for the driver to get where they are supposed to be. And students. Man. They are bad. What about Iowa State getting stricter on jay walking? Are they willing to partner to increase student responsibility in that area? To increase awareness about personal safety and when it is ok to walk in the street and when it is not? Or maybe CyRide could never go through campus during class change? All those students really slow things down by just walking out into traffic without looking. I've also had the bus run late because the driver won't stop waiting for people who are late and running. I have places to be and I need to be there on time. I shouldn't have to be late because someone else can't plan ahead. Please stop punishing the majority of your riders by making them late by requiring your drivers wait. That's so silly. We are out here and we want to be on time! I know, I know, customer service, blah, blah, but I'm a customer and I want to get where I'm going in a timely fashion and the people who are late can just wait for the next bus.

Having lived in larger cities, I feel CyRide needs to run later at night or have more express routes. This could assist with heavy traffic on certain routes. If you are looking to increase ridership among faculty and staff at the university, working with the university to allow us to get our fares taken out of our check pretax and also making it more cost effective. Currently I can pay less to park on campus than take CyRide.

How does collecting this information assist with the CyRide Route survey??

I am a CyRide employee, and used to be a student that rode the bus daily. I think that CyRide can be much bigger and better than what it currently is. Option 2 should be what we are all aiming for, and I think that if we don't successfully implement the vast majority of option 2, then I don't think that this study was money well spent.

I am glad to see that the Green Route in northwest Ames (Ontario-California St.) will not change in commuting to N. Ames, with transfer to Red Route.

I am happy to see more service to South Duff down by the movie theater. I moved to Ames with the determination to remain car-free; and would like to be able to catch CyRide to the movies during the winter months.

I appreciate you allowing public input into the potential changes.

I commute but take the bus occasionally as I carpool to Ames. Overall, scenario #2 will be great for the Ames community as they move into the future!

I don't know the data but removing a route from 24th street in option two appears to leave a large area where CyRide would no longer travel, where route 3 blue did before.

I don't ride it because it does not go where I need it to go.

I don't use CyRide personally but have several clients who use it exclusively for transportation. I remain impressed with the quality of service provided to our community. Good luck with the changes ahead. I am sure you will use input to meet the greatest need for service. Thank you!

I feel that the main issue needing solution for Cy Ride is the very poor and hazardous placement of bus stops, and the failure to install bus cutouts when streets are updated. Its only a matter of time before these items cause another death or injury associated with Cy Ride.

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Online Survey Open Ended Comments on CyRide Service

I have many students who use CYRide - and it is very important to them and to our department

I just wanted to say thank you for providing the opportunity to give input. I wish that ISU parking still supplemented a CyRide pass, I feel I would use it more often if they did.

I like that Cy Ride is looking to make improvements. Because ISU is the primary ridership, the focus will always be on them however, I am concerned about the residents who work in industry on the East side of Ames. Attaching ridership numbers to this survey would have been helpful as seeing the number of people who ride an existing line would help a person taking a survey understand why the change needs to be made and to help make a better decision on which option makes the most sense.

I like the service and over the years I have gotten to know many of the drivers. They are quality people and provide a great service. I want to continue to use your services but I can't if you use option 2.

I love CyRide and appreciate their services! Have been very convenient for me till now.

I responded to this in terms of my family not just myself. I have two kids- one who would take the bus to Ames high if it serviced my neighborhood and myself who would take it to work if it gave me a direct route to my work rather than just ISU campus. Currently I don't use the buses because their routes are simply not convenient to me or designed with my needs in mind.

I spend most of my time at the research park. I would use Cyride more frequently if the routes were more frequent and direct.

I think it's awesome that you are all so forward thinking in planning out the CyRide routes. As a frequent rider, I really appreciate having the option to commute via CyRide instead of having the hassle of parking on campus. Overall, keep in mind overlap and use of roads (Union Drive is going to get very busy in both scenarios!). Thanks for all your hard work!

I think the drastic overhaul caters to the students and negatively impacts students. I would urge the city to demand more support from the university if this scenario comes to fruition. You would be taking away a route I've used daily for 15 years.

I think there should be a few more updates on the App, and potentially just make a new CyRide App, because the rest of the things on the IAState App are not useful. Fix the Gold Route on the App. Adding more Gold busses will be helpful. It is very difficult to get around in the opposite way of 23 Orange. If only there was a way to have a directly opposite 23 Orange... But I think Gold will be a good change.

I thought this survey was much improved over the first survey and love scenario 2 from these proposals. I feel like it addresses many (if not all) of the issues I heard brought up during the information sessions

I urge you to not let the fear or change to stop you from making changes. I really like the second scenario and I think it would be good for Ames and Iowa state.

I would be more likely to use CyRide if it provided the routes listed in scenario two.

I would be nice to have one stop further down Lincoln way near Wilder.

I would like to make sure that the Aqua route will still run during the summer months. Also, as a part-time student who is also staff at Iowa State it would be great if we had easier access to CyRide. Taking my schedule to CyRide offices to get a pass dissuades me from riding. I'm paying student fees and would like to ride the bus. If we could arrange something via e-mail that would be much nicer!

I would like to take the bus to work but at the moment that is not possible.

I would love to see more frequent service at night. After 8pm, all routes to City Hall/Lincoln Center (where I live) run on 40 min service or greater. I don't think more service is justified, but there are 3 routes that service this area. If Red ran 20 minutes different than Blue, there would be a bus that departed campus for City Hall/Lincoln Center every 20 mins, rather than 3 that depart every 40. I know this is difficult to do given the current model, but definitely something to consider.

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Online Survey Open Ended Comments on CyRide Service

I would use the transit more if scenario 2 were in place.

If you are committed to making a change, make a significant change that will make the system much more efficient. It will also bring the system up to date.

I'm hearing increasing complaints from those who need lifts for wheelchairs; drivers who don't know how to operate them and lifts that don't work. Overall I'm a strong supporter of CyRide and feel it's the best system in the state. I also feel it's a great employer in supporting and accommodating employees, but as it continues to grow I hope the quality of services continues, especially for those who rely on accessible transportation.

I'm taking this survey as we have 90+ ISU students that work for our entity and bus transit is used by our student employees.

ISU is 90+% of your usage. They should pay more of the operating costs.

It may be time to start giving up the colors. I like them, but the colors of 7, 9, and 12 are opening the door for confusion.

It would be great if faculty could ride "free" with their ISU IDs. It seems that that could happen because it is probably hard for drivers to check. I pay when I ride, but it would be considerably more convenient to use my faculty ID. How about letting faculty and staff ride and paying for this by adding a fee to campus parking passes? I think this has been done at other universities that wanted to reduce auto traffic on campus and encourage use of mass transit.

It would be nice to see some transit in the Woodland, West, and Oakland St neighborhoods

It would be nice to see the 6 brown route by the research park go through the rest of the research park. This route leaves 15-20minute+ walks from parts of the research park to CyRide. I know this is a major problem for us as employer and our full-time staff have begun giving rides to our interns because of it.

Just remember that ISU has an OnCampus community across from Ames Middle School and that majority of those students rely on the 1A Red bus to get them ON CAMPUS instead of just dropping them at Beyer. PLEASE reconsider

Keep greens route! Do not change this route!

Keep up the excellent service! Ames can be very proud to have a top-notch transportation service of the caliber of Cy-Ride. Thank you!

Lived in Ames for 6 years grad school and a job. Lived in Somerset during grad school (used Blue and Brown to get to campus) and West Ames while working at the DOT. Took the 1 bus to work in the winter while at the DOT. Just moved to Philadelphia to work as a Sr. Transit Data Analyst at SEPTA. Would love to see a better CyRide system even though it is overall really good. Best of luck with the system redesign! Steven LaBedz Sr. Transit Data Analyst Service Planning SEPTA slabedz@septa.org 215-580-8883

Longer operating hours, early morning for early job starts.

Make all routes free fare. Collecting fares or checking Student ID cards creates delays and causes unnecessary stress. Very little NET income is created by the few passengers that pay a fare or buy a paper pass. Do not guarantee transfers on campus during class days because that causes numerous traffic bottlenecks.

Moonlight bus schedule?

My dream is to have a stop at 13th and northwestern that goes directly to campus

My students use CyRide.

Myself and countless other residents of West Ames rely on the 1A route to get to and from campus in a timely manner. Removing this route would negatively affect many who use the system every day.

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Online Survey Open Ended Comments on CyRide Service
n/a
No
NO, thanks
Options for those who arrive at the intermodal facility around midnight and needing affordable transportation.
peach route is of particular interest. Have used cyride in past, walking from Ontario to ASC1, but difficult in cold or rainy weather.
Perhaps introduce 2 level cyride busses to accommodate growing Ames population
Please add a route, or amend an existing route to go directly from West Ames to east campus, much like purple does now.
Please add a stop at Y ave. and Lincoln Way.
Please consider how the buses affect students, it makes getting to campus so helpful. Although there are some great ideas (i.e. More buses more frequently, added routes) some would do more harm than good. We as students want the change to be for the better not to make it more complicated or more of a hassle than it's worth.
Please consider increasing evening / night service on the blue route.
Rather than just focusing on the bus service, please also focus on building some bus shelters. Specially, there is a real necessity for a bus shelter in front of Jack trice stadium for the 3 blue south service. It is really painful to wait there during winter without any kind of shelter.
Scenario 2 is bold, but I think it has so many things right with it and better matches the needs and demands of the community it serves. Please heavily consider implementing most of it. Even positive change is hard, but I think it will be worth it and better allow CyRide to grow and change with Ames/ISU. CyRide does a great job!
Some busses that pull up to stops don't have any information displayed about the route. Sometimes they just say "Cyride" or fun messages. If you guys could just have "Out of Service" or the route info cycle with these messages instead of just the messages, it would reduce (my) confusion. Thanks.
Some drivers are starting to be rude with students and there have been more curb shots lately
Thank you for asking for input in making these decisions.
Thank you for providing opportunities for input!
Thank you for taking the time to conduct this audit and allow riders and community members to provide feedback. I come from the RDU/Chapel Hill area and frequently used public transit to get to work each day. It provided me time to read and relax on my way into work each day. I miss that. This overhaul of the CyRide system seems poised not only to handle the needs of the Ames community as it stands today, but is looking forward to ensure CyRide is adequately serving Ames in the future. I commend the effort to make public transit a more feasible option for Ames residents.
Thank you for your service (reliable schedule and friendly/helpful drivers) and for your wiliness to collect information from your riders!
Thank you!!! I like scenario 2 better, but they are both great improvements!
Thanks for seeking ideas and input! I had heard buses weren't going to go by Gilman anymore, but I see that's not the case.
thanks for your input though :)

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Online Survey Open Ended Comments on CyRide Service

The aqua route to Furman needs to be returned to both scenarios. Every time I was there this summer, the buses were full of kids who had no other way to get to the pool safely.

The blue line is vital to 24th st. I have met many neighbors that I would not normally have met because we all take the blue line. Removing the blue line would force me to drive around town instead of utilizing Ames transit.

The issue that I have with the changes are being able to get from West Ames to the East side of campus in a reasonable amount of time. Right now I depend on 1A to get to my classes within a reasonable amount of travel time. The regular red and purple are livable choices for me although not preferable. With all of the proposed changes I would have a lot of additional walking to get to my classes that would add an extra 10-15 minutes to my commute. I would suggest possibly a transfer somewhere near Beyer Hall or the enrollment services to get students from West Ames to the east side of campus. Right now the 23 orange is a possibility although quite a walk in the cold and is usually full after the Parks library stop. I'd more likely end up walking 15-20 minutes to my classes from Beyer Hall. The biggest problem I have is getting to the east side of campus from the current routes and especially the proposed routes. I think there needs to be a transfer point from the red and purple lines to get to the east side of campus.

The only comment I have, from what I have noticed, is that the 1 red bus at the mall seems empty, especially in the summer.

The places I go are ASC, main campus and research park. This option could potentially let me use a bus for some trips

The pricing of bus passes for ISU staff needs to be more competitive. It is cheaper for me to get a parking pass on campus for one year (\$170) than it is to get a bus pass (i.e. school year pass \$230). Increasing parking rates and dropping staff season passes would decrease unnecessary commuters who live in Ames driving to campus.

The Red, Cherry and or Purple route need to be adjusted to run up Wilder to Mortensen Road. Mortensen Road has been extended to Wilder and will open up southwestern Ames to service and will give better service to the new apartments at the west end of Mortensen. To make things safer all pick up locations should have curb cut outs. Put a pickup location at Daley Park.

There are a lot of people use the bus stop in West Hyvee, but most people coming from residential areas in the south of West Hyvee. I suggest to change route 1 or 1A and add one or two bus stops in Tripp St. rather than in Lincoln Way. Thus it will be more convenient and safer to people live in here.

These proposals are horrible. Both of them.

This redesign still doesn't seem to fully address anyone other than students. I don't ride the bus as much as I want because it takes 3-4 times longer because everything has to go through campus and city hall. To increase ridership routes have to be more efficient. A common drop spot for the campus circulators would be nice and reduce travel times for other Ames residents.

To repeat: both plans sound pretty good, but as a parent of a high school student I know many high school students may need bus service at times other than start/end times. Many students take classes at Iowa State and DMACC, many more are involved in sports and other activities before and after school, and many others have open periods when they are allowed to arrive late or leave school early. Consequently, many students may need transportation to/from the high school throughout the day.

We have greatly expanded transit without a plan, definition of service, and costing. Transit should focus on replacing other forms of fossil fueled transportation (cars) and not walking biking etc. We have a growing obesity problem especially in Iowa, not to mention environmental and climate issues. CyRide should contribute to reducing, not increasing these issues. I am terribly disappointed by the lack of vision and imagination in this planning process.

We used to live one block from the red route and my wife would ride it to campus for work several times a year. Now, we live 7 blocks from Purple and it is far to walk, especially in bad weather, which is when we would be most likely to use the bus. Also, to send Purple all the way out west in Ames, without using it to alleviate the red route doesn't seem to make sense.

West Ames people need to go to other parts of campus than just Union Drive! I like the route to Applied Sciences!

While I don't ride CyRide, it is very beneficial service to my students.

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Online Survey Open Ended Comments on CyRide Service

Why does 13th street/Ontario get no love from CyRide? Why can't we have a line that runs from USDA by I-35 to the west end of Ontario? There are major employers (ISU, USDA, MGMC), housing (ISU student apartments), and destinations (Furman Aquatic Center, River Valley parks) along this road. Personally, I wish I didn't have to detour through downtown on either red or green to get to my job at ISU. I'd be happy to have a stop at 13th & Stange and walk the rest of the way so I could get to campus faster.

Will Cyride tickets sold at Ames New WalMart?

Will there still be a moonlight express? And also, please please please rethink the Green route changes. It is very important to me as I am a High School Student.

Would like to see more buses more often to and from the commuter lot and campus (all day).

Yeah, can you split 21 Cardinal into an East and West route, each taking the normal route around campus, just one of them being in the opposite direction

Yellow going to campus all the way!

You failed to provide an option for riders with disabilities.

You seem to have missed the non ISU students in Ames.

You shouldn't have to show your ID when catching buses on campus. For example, catching the Red at State Gym, like 99% of these riders are students anyway. But if you catch the Red somewhere else, like on Lincoln Way, then you show your ID.

your schedules failed to show evening when some busses come only 40 mins instead of 20. I wondered if that would change. The overpacked and sometimes tiny busses running at night are not fun. Don't do that. Just run them all at same or higher frequency. Without the schedules, it is also not possible to know how the proposed changes might affect us. The timing of busses is also critical.

APPENDIX D:

Fare Analysis

1 FARE ANALYSIS INTRODUCTION

More than 90% of CyRide's transit trips are paid through a universal pass agreement with Iowa State University's (ISU) Student Government. ISU students also comprise the majority of CyRide's systemwide ridership. Given this ratio, CyRide is interested in evaluating the current fare structure and fare policies, including potentially transitioning to fare free operations across all aspects of the transit service.

Charging a fare—or not charging a fare—encompasses a wide range of costs and benefits. Some of the key benefits associated with collecting a fare include generating revenue, reducing reliance on federal and state funding, and supporting the perception that the public helps pay for public transportation services. Concurrently, there are costs associated with charging a fare. Operating fare free is less complex because it simplifies accounting systems and reduces the need for secure storage of cash; additionally, management and distribution of fare media are not required. Additional benefits of operating fare free include the potential for increased ridership and enhanced operating efficiency.

This fare analysis seeks to:

- Review existing conditions and best practices
- Evaluate the existing agreement with ISU students
- Document ongoing administrative, operating, and capital costs related to fares
- Evaluate the ridership and revenue implications of different fare scenarios, and
- Develop a cost-benefit analysis for systemwide fare free operations

2 EXISTING FARE STRUCTURE

This section discusses the existing structure of CyRide's fare options, including fare categories and structure.

FARE CATEGORIES

There are five main categories for CyRide fixed-route transit fare products: regular fare, children, reduced fare, student, and faculty/staff. Each is described briefly below:

Adult

Adult fares are a full-fare category and do not require any additional identification beyond valid fare payment.

Children

Children five years and younger (maximum of three children per passenger) ride free.

Reduced

Reduced fares are available for K-12 students, Medicaid/Medicare cardholders, seniors (ages 65 and above), and people with a disability. The reduced fare is \$0.60 for fixed-route services.

Student

Iowa State University (ISU) students with a current ISUCard ride free.

ISU Subsidized

ISU faculty and staff are eligible for subsidized rates on unlimited ride passes. The subsidized passes are available at the University Bookstore, at the CyRide office, or by mail. Riders must show a Staff/Faculty ID card or a current ISU pay stub to be eligible for the subsidized pass.

FARE STRUCTURE

CyRide offers several fare and pass options for riders. These options are single ride fares, ticket books, and unlimited ride passes. The current CyRide fare structure is detailed in Figure 2-1.

Figure 2-1 CyRide Fare Structure

Fare Type		Price
Regular Fare		\$1.25
Reduced Fare		\$0.60
Transfers		Free
Passes		
10-Ticket Book	Regular Fare	\$12.00
	Reduced Fare	\$6.00
Monthly Pass Valid for a calendar month	Regular Fare	\$40
	Reduced Fare <i>Not available for K-12 students</i>	\$20
Summer Pass May to August	Regular Fare	\$100
	Reduced Fare	\$50
	ISU Subsidized Fare	\$70
Fall Semester Pass August to December <i>Prices drop in September</i>	Regular Fare	\$160/\$120
	Reduced Fare	\$80/\$50
	ISU Subsidized Fare	\$115/\$85
Winter Pass November to March <i>Prices drop in December</i>	Regular Fare	\$150/\$100
	Reduced Fare	\$75/\$50
	ISU Subsidized Fare	\$105/\$70
School Year Pass August to June <i>Prices drop in September, December, and February</i>	Regular Fare	\$320/\$280/\$160/\$120
	Reduced Fare	\$160/\$140/\$80/\$60
	ISU Subsidized Fare	\$230/\$200/\$115/\$85

Single Ride Fares

One-way single fare is \$1.25 for fixed-route service.

The fare structure offers a reduced fare for eligible customers, which include senior citizens, individuals with disabilities, Medicare card holders, and K-12 students. Reduced fare is \$0.60 for one-way fixed-route service.

Transfers

Paper transfer slips are available onboard CyRide fixed-route services and are issued by the driver when a cash or ticket fare is paid. There is no additional charge for a transfer slip.

Pass Products

CyRide offers numerous transit pass options including multiple-ride and unlimited-ride products, described in the following section. Pass prices are discounted over regular cash fares for regular and express services, though the amount of the discount varies by pass product. Figure 2-2 shows the “multiplier” for each of CyRide’s pass products—in other words, the number of one-way rides that a customer would have to take to break even using the pass product—as well as the number of times per weekday a customer would have to ride transit to break even and the discount from the base fare, if applicable.

Figure 2-2 Pass Products

Pass Product		Price	Multiplier/Discount	Uses per Weekday to “Break Even”
10-Ticket Book	Regular Fare	\$12.00	4% discount	1.9
	Reduced Fare	\$6.00	No discount	2.0
Monthly Pass	Regular Fare	\$40	32	1.6
	Reduced Fare	\$20	33	1.7
Summer Pass	Regular Fare	\$100	80	0.9
	Reduced Fare	\$50	83	1.0
	ISU Subsidized Fare	\$70	56	0.7
Fall Semester Pass	Regular Fare	\$160/\$120	128/96	1.3
	Reduced Fare	\$80/\$50	133/83	1.3
	ISU Subsidized Fare	\$115/\$85	92/68	0.9
Winter Pass	Regular Fare	\$150/\$100	120/80	1.3
	Reduced Fare	\$75/\$50	125/83	1.4
	ISU Subsidized Fare	\$105/\$70	84/56	0.9
School Year Pass	Regular Fare	\$320/\$280/\$160/\$120	256/224/128/96	1.2
	Reduced Fare	\$160/\$140/\$80/\$60	267/233/133/100	1.3
	ISU Subsidized Fare	\$230/\$200/\$115/\$85	184/160/92/68	0.9

10-Ticket Book

Regular and reduced fare tickets are available in a 10-ticket booklet for fixed-route services only. In addition to providing a convenient method of payment, the 10-ticket booklets provide a \$0.50 discount to regular fare paying riders compared to the cost of purchasing 10 individual fares.

Monthly Pass and Reduced Monthly Pass

Similar to many transit agencies, CyRide offers frequent riders a monthly pass and a reduced rate monthly pass. The pass is based on the calendar month, and can be purchased on the 20th of the previous month.

The multiplier for the Monthly Pass is 32 trips, and for the Reduced Monthly Pass is 33 trips. This means that an employee using transit to travel to work must take, on average, 1.6 rides per day for a pass to “break even.” Essentially, if a person were to take four days off per month, the cost of the monthly pass would still be worthwhile.

Summer, Fall, Winter, and School Year Passes

CyRide offers a variety of unlimited ride passes based around the ISU academic calendar. These include:

- **Summer Pass:** May 1 to August 31
- **Fall Semester Pass:** Early August to December 31
- **Winter Pass:** Early November to Mid-March
- **School Year Pass:** Early August to June 1

The prices for Fall and Winter Passes drop part-way through the semester. The prices for the School Year Pass drops in September, December, and February. This may be to encourage customers to purchase a pass later in the semester if needed.

For Regular Fare and Reduced Fare paying customers, the weekday “break-even” rate for these pass products averages 1.3 rides per day (and just one ride per day in the summer). This means that an employee using these pass products only needs to take transit 65% of the time to make the purchase of a pass worthwhile.

For ISU faculty and staff members, the incentive is even greater. ISU faculty and staff are eligible for subsidized rates on unlimited ride passes, a perk provided by ISU Parking Systems. An ISU faculty or staff member using transit to travel to work must only take, on average, 0.9 rides per day for a pass to “break even” (and just 0.7 rides per day in the summer). Essentially, the cost of the seasonal pass is worthwhile for ISU faculty and staff if they take transit for less than half (45%) of their trips to work.

Iowa State University Student ‘Fare Free’

Students at Iowa State University (ISU) ride free on CyRide fixed-route transit routes. The “fare free” universal pass agreement between ISU’s Student Government and CyRide has been in place since 2002.

ISU students effectively pay about \$0.70 per trip (or a 44% discount off the full cash fare). Trends in student ridership and revenues received from the ISU Student Government are discussed in the following section.

3 REVENUES AND RIDERSHIP TRENDS

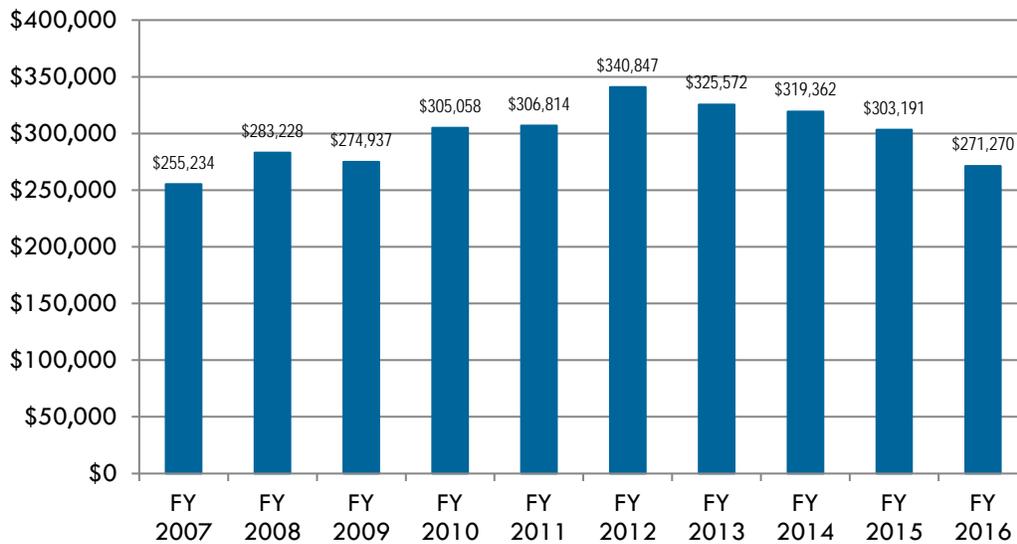
FAREBOX REVENUES

This section provides an overview of fare revenue and ridership trends.

Annual Farebox Revenue

Annual farebox revenues rose from 2007 to 2013 and declined from 2013 to 2016. Growth in farebox revenue from 2007 to 2016 is just 6.2%. At the beginning of 2012, CyRide increased cash fares from \$1 to \$1.25. Revenues have declined since the fare increase.

Figure 3-1 Annual Farebox Revenue

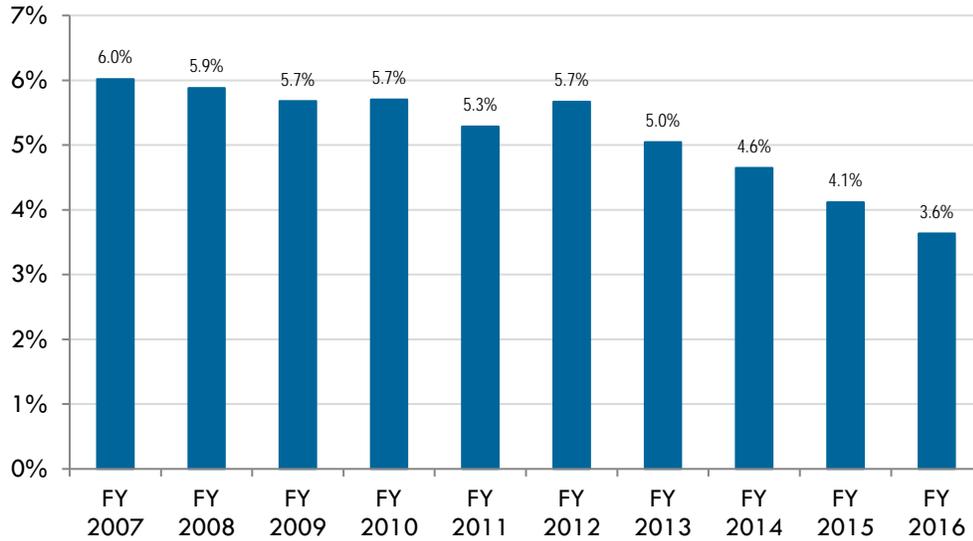


Note: These figures exclude farebox revenue generated by the funding agreement with ISU.

Farebox Recovery Ratio

Farebox recovery ratio is a measure of the percentage of agency funds that come from fare-paying customers. From 2007 to 2016, CyRide’s farebox recovery ratio fell by 40%, from 6% in FY07 to 3.6% in FY16.

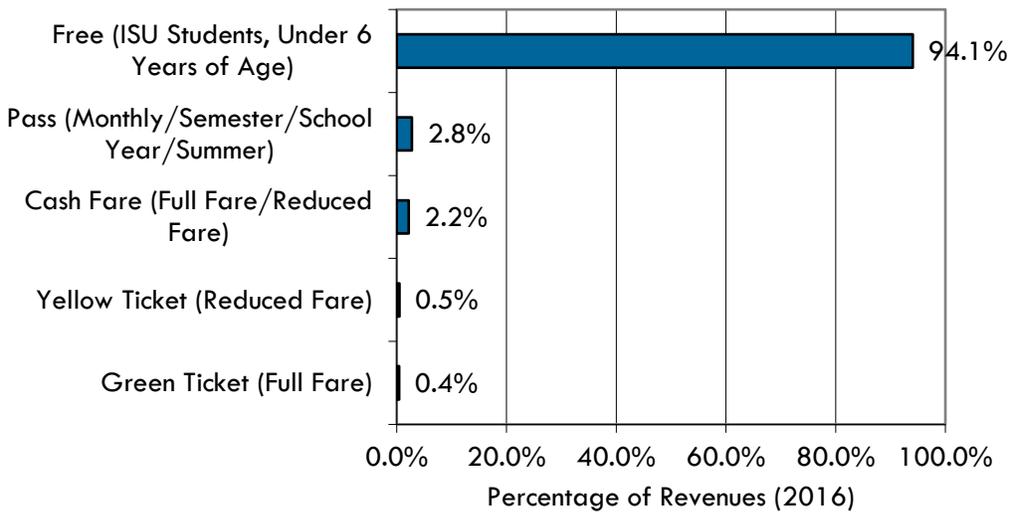
Figure 3-2 Farebox Recovery Ratio



Farebox Revenues by Type

Figure 3-3 shows a breakdown of farebox revenues by fare type. This is based on FY 2015/2016 data collected from CyRide. The highest share of CyRide farebox revenue is from student fares from the agreement with ISU (94%). The next highest shares of farebox revenues (2.8%) is from passes, followed by cash fares (2.2%).

Figure 3-3 Farebox Revenues by Fare Type (FY 15/16)



Ridership by Fare Type

A similar breakdown of CyRide ridership by fare type can be seen in the following figures. Figure 3-4 shows ridership by fare type, including transfers and ISU students. In terms of overall boardings, the bulk of all riders (93.8%) ride free because they are ISU Students or children under six years of age. People paying with passes, cash fare, Moonlight Express, transfers, and Green and Yellow tickets combined account for just 6.2% of overall ridership.

Figure 3-4 Ridership by Fare Type Including Transfers

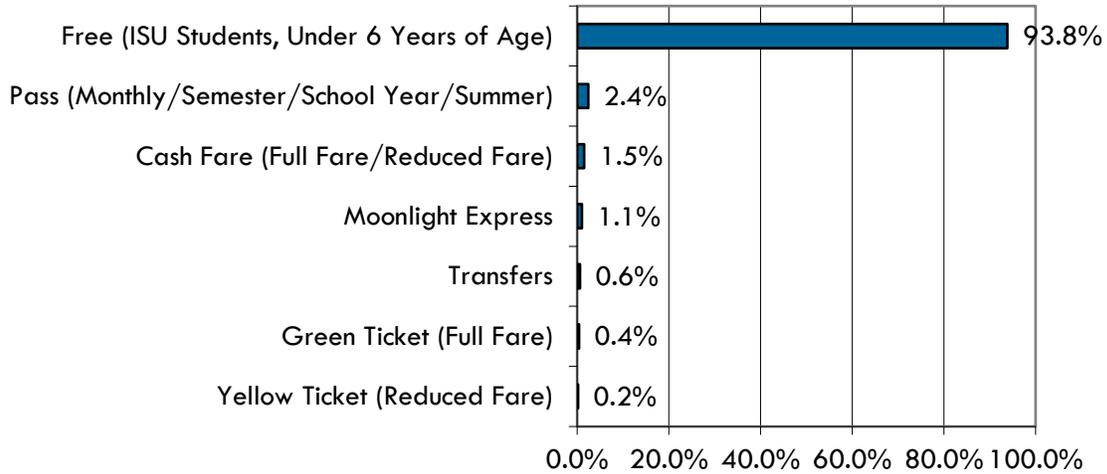
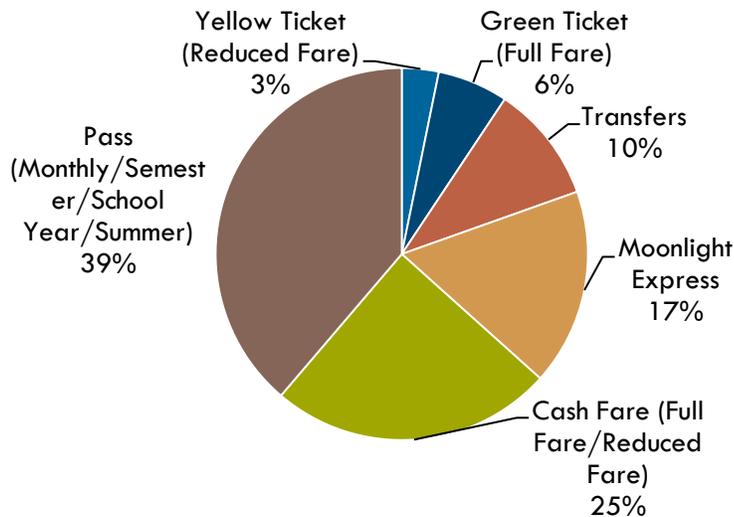


Figure 3-5 shows a breakdown of ridership by fare type excluding those riding free (ISU students and children under 6). Of those that pay a fare, 39% pay with a monthly, semester, school year, or summer pass product. Another 25% pay either a full or reduced cash fare.

Figure 3-5 Paid Fare Ridership

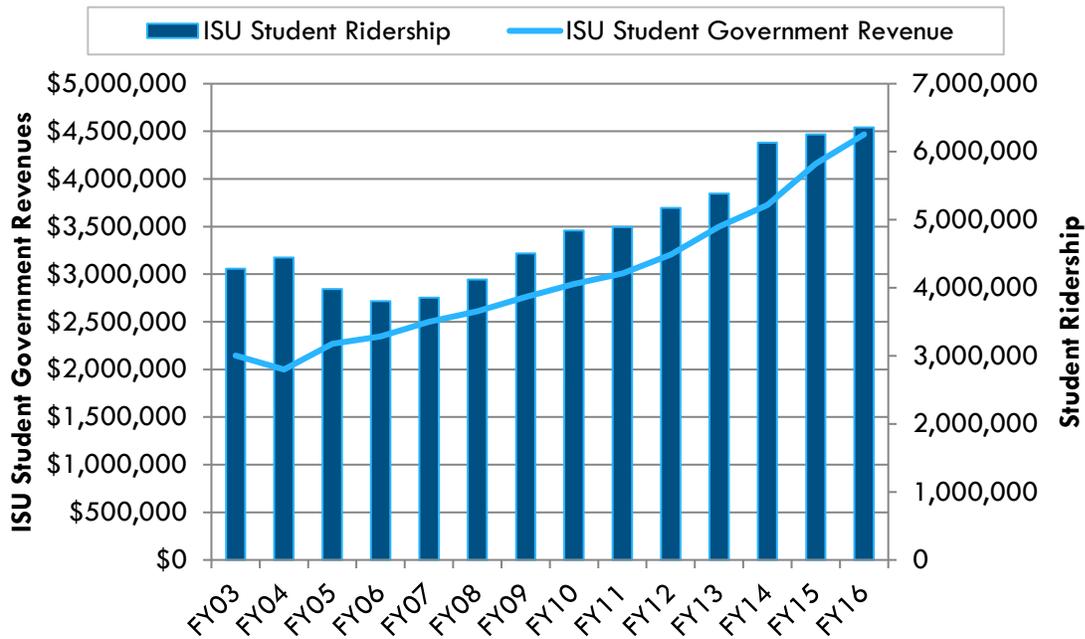


ISU REVENUE AND RIDERSHIP TRENDS

ISU Revenue and Ridership Trends

ISU student revenue and ridership trends are compared in Figure 3-6. Revenues from the agreement with ISU Student Government have risen steadily since FY 2003 when the agreement began. Student ridership has been rising since FY 2006. It is important to note that student ridership figures are considered “free” in CyRide’s revenue tracking database, therefore this number includes other passengers who ride free such as children under the age of six.

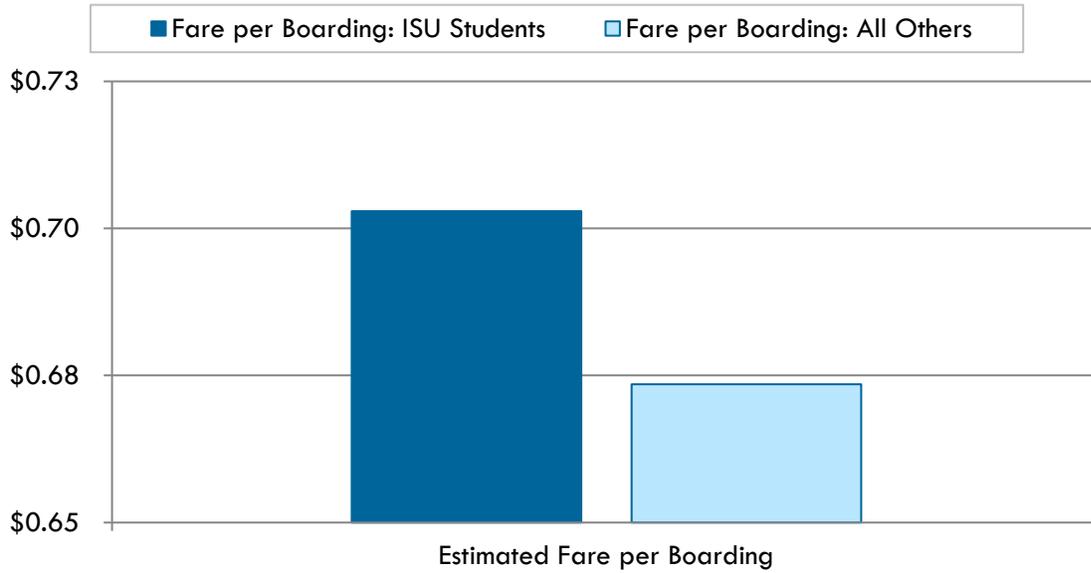
Figure 3-6 Student Revenue and Ridership Trends (FY03 to FY16)



ISU Student Fare per Boarding

The average fare that ISU students pay per boarding is comparable to non-campus riders. This figure is derived by dividing the farebox/fee revenue received from the agreement with ISU by student ridership. Non-campus riders pay slightly less on average per trip than ISU students—\$0.67 per boarding compared with \$0.70 for ISU students.

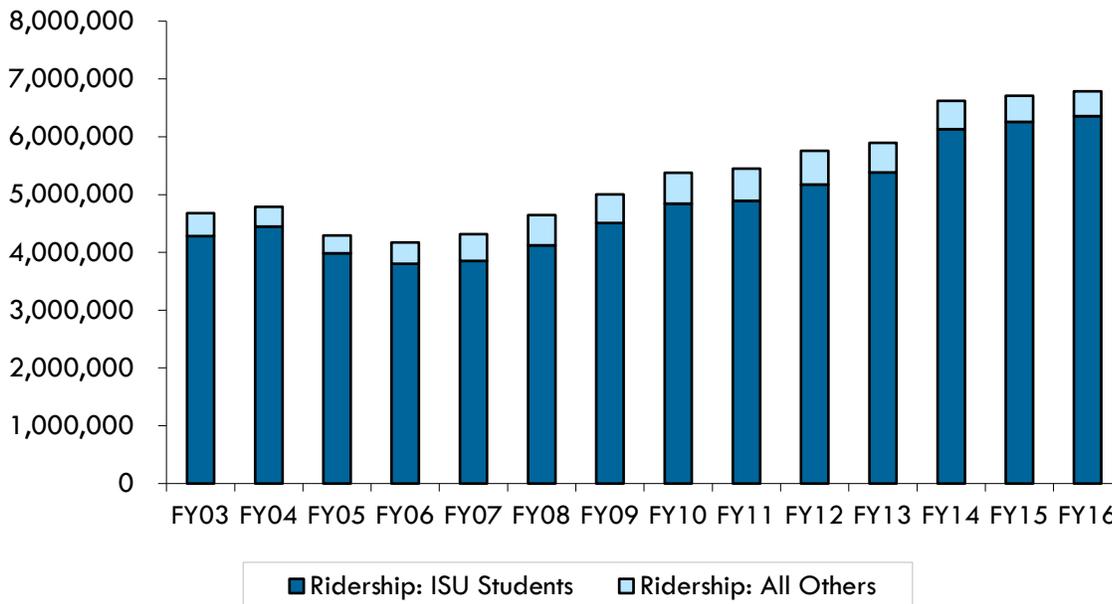
Figure 3-7 ISU Student Estimated Fare per Boarding



Ridership before/after ISU Student Government Agreement

Overall ridership has increased 45% since the ISU student government agreement began in FY 2003. ISU Students now comprise the majority of CyRide ridership, as shown in Figure 3-8.

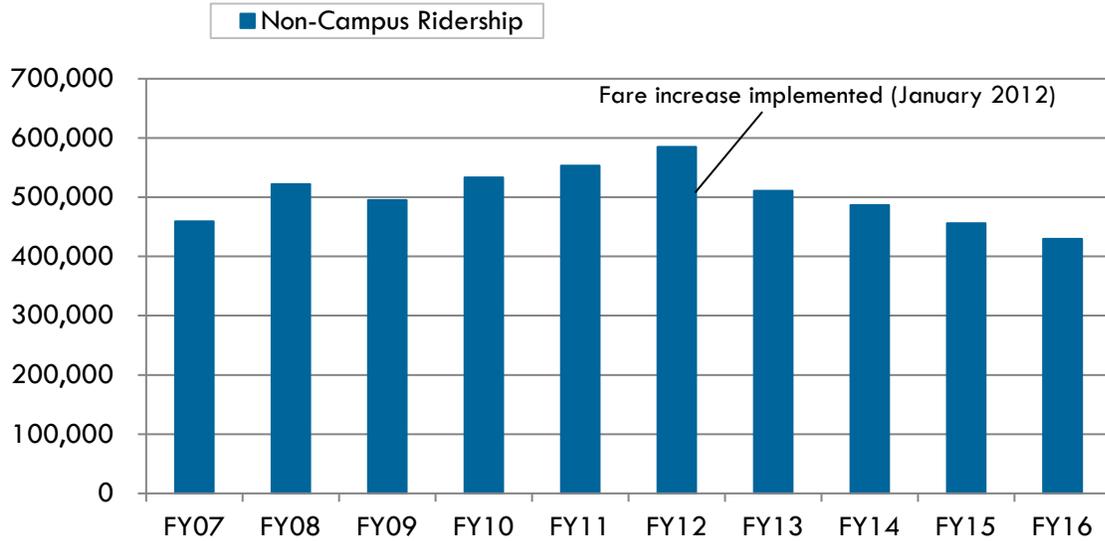
Figure 3-8 ISU Student Ridership



Non-Campus Ridership

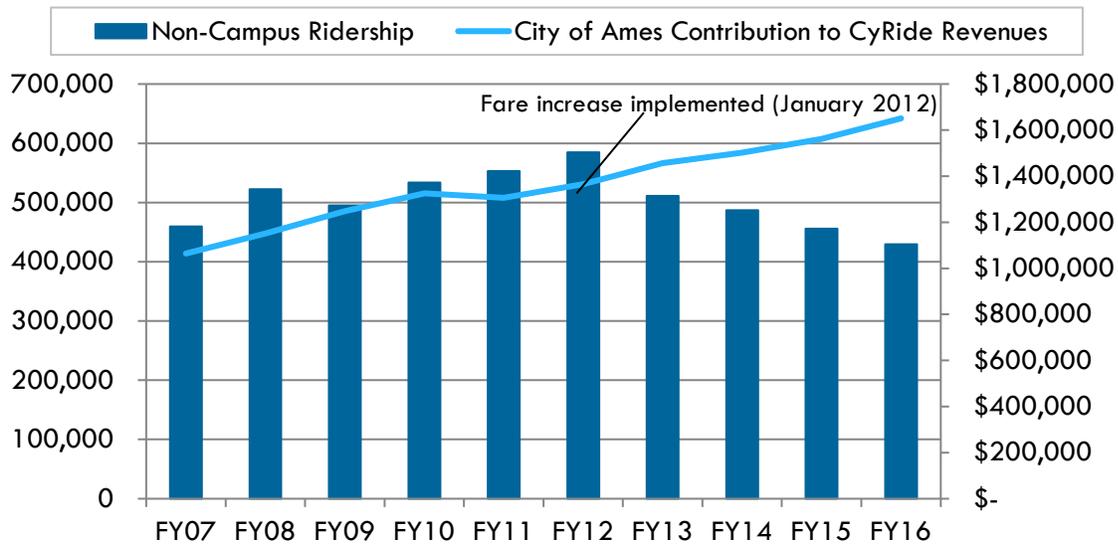
Non-campus ridership has been declining since 2012. This decline has coincided with a fare increase that was implemented in January 2012. The 10-year trend shows a 6.5% decline in non-campus ridership since 2007.

Figure 3-9 Non-Campus Ridership



Additionally, a decline in non-campus ridership means that the City of Ames is effectively paying more per trip. The following figure compares non-campus ridership trends with the City of Ames contribution to CyRide revenues over the previous 10 years.

Figure 3-10 Non-Campus Ridership and City of Ames Contribution

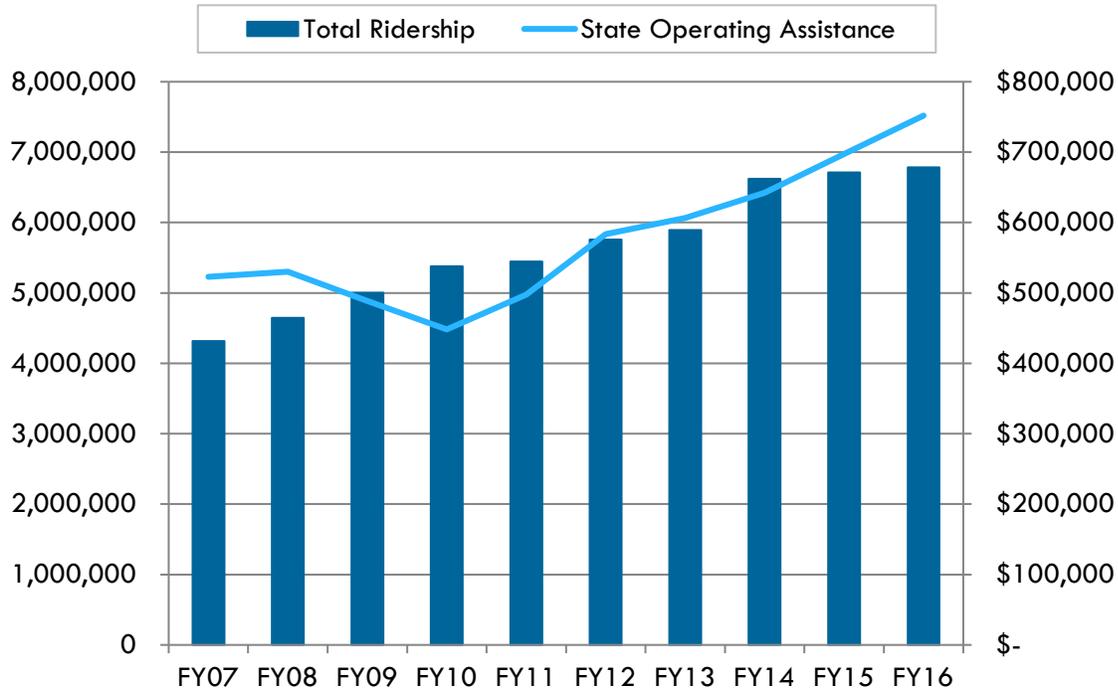


STATE, FEDERAL, AND LOCAL REVENUE TRENDS

State Revenue Trends

Ridership has an influence on state funding levels. Figure 3-11 shows CyRide’s 10-year trends in revenues from state operating grants. Overall, state revenues have been increasing. State operating funds declined from FY 2006 to FY 2010, then rose from FY 2010 to FY 2016.

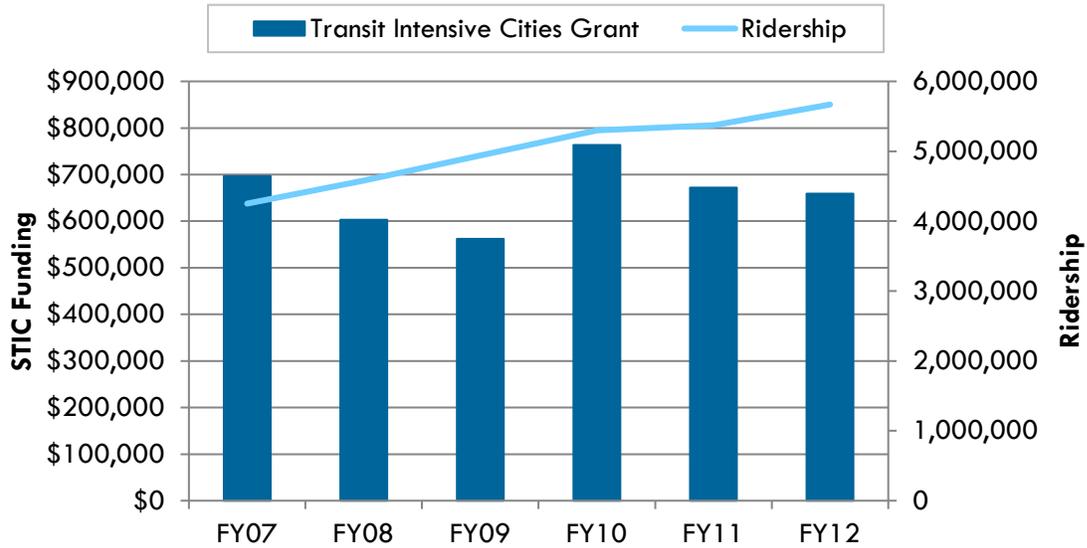
Figure 3-11 State Revenue Trends and Total Ridership (FY06 to FY16)



Federal Revenue Trends

CyRide receives grant funding from the Federal Transit Administration (FTA)’s Small Transit Intensive Cities (STIC) program. Since 2007, CyRide has received between \$550,000 and \$763,000 annually, in addition to FTA formula funding through Sections 5307 and 5310. Figure 3-12 shows trends in STIC grant funding and total ridership from FY 2007 through FY 2012. Figure 3-12 shows trends in STIC grant funding and total ridership from FY 2007 through FY 2012. Ridership influences federal funding levels for Small Transit Intensive Cities grants.

Figure 3-12 FTA Small Transit Intensive Cities Grant Funding and Ridership Trends



Federal funds account for roughly \$1.9 million (about 18%) of CyRide’s revenues annually. Figure 3-13 and Figure 3-14 illustrate the 20- and 10-year trends in CyRide’s Federal Transit Administration (FTA) Section 5307/5310 funding. Federal revenues declined in FY 1998 and again in FY 2005. Overall, federal formula funding has been increasing steadily since FY 2006.

Figure 3-13 CyRide 20-Year Federal Revenue Trend

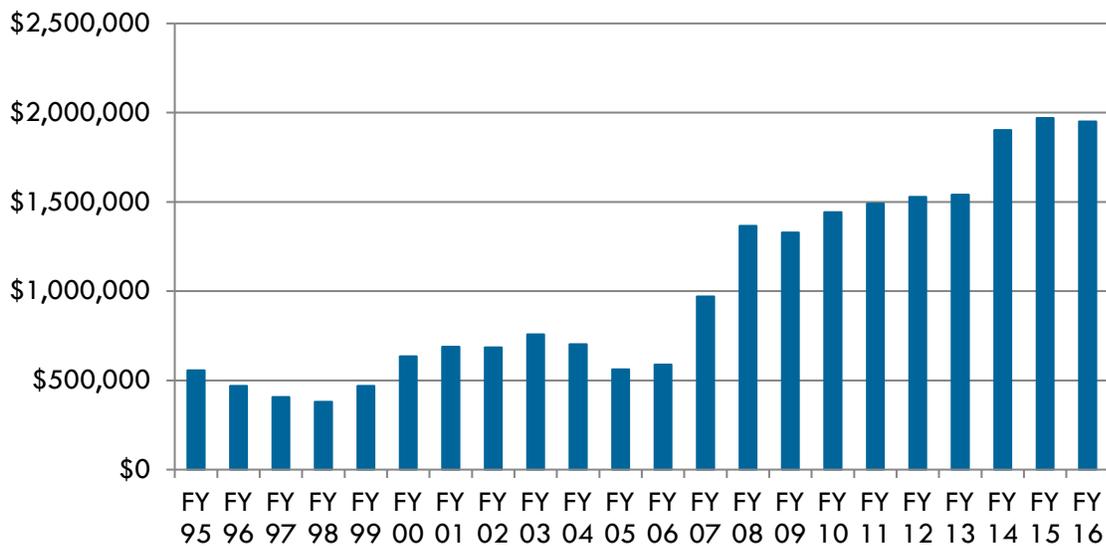
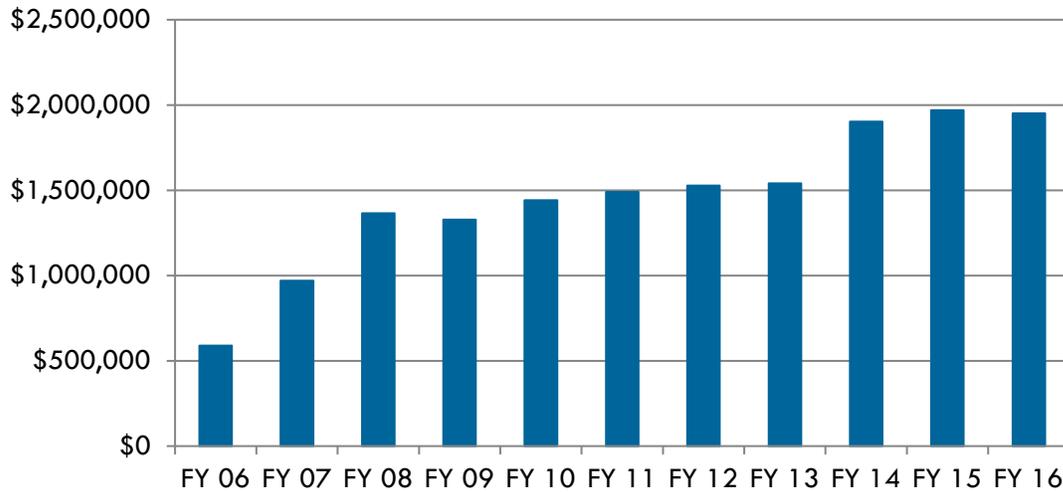
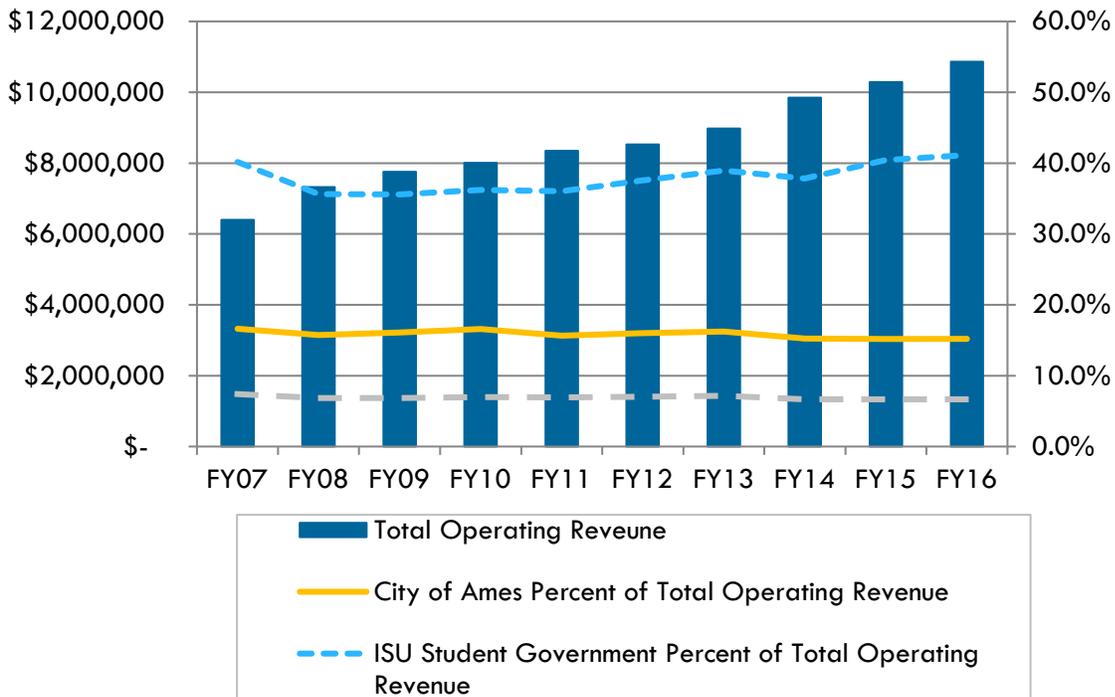


Figure 3-14 CyRide 10-Year Federal Revenue Trend



Local Revenue Trends

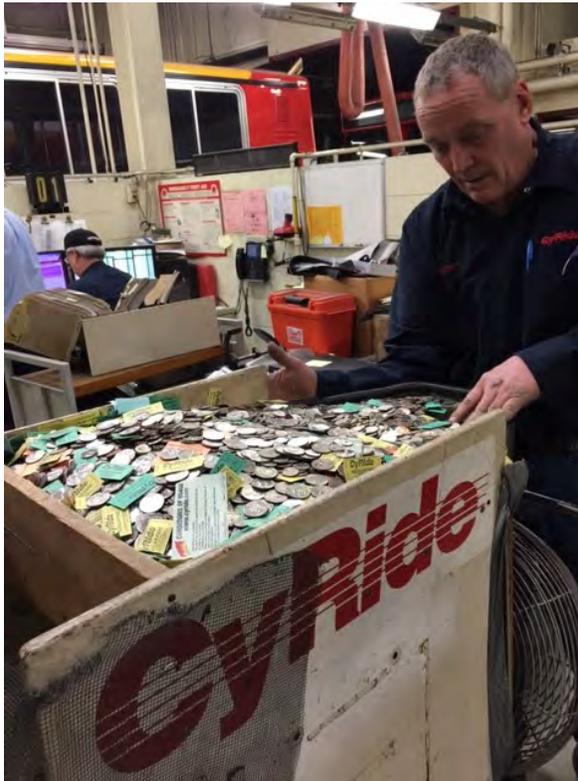
Although CyRide’s total operating revenues have been increasing, the proportional contribution of total operating revenues from ISU and the City of Ames have remained relatively constant. On average, the City of Ames contributes just under 20% of total operating revenues to CyRide, the ISU Student Government contributes roughly 40%, and general ISU contributions are less than 10%.



Every other week, CyRide staff count and reconcile collected fare by hand. This labor-intensive process requires five mechanic and seven operations staff members for a total 12 hours of staff labor, in addition to lane workers who remove the boxes from the bus for an additional 4.6 hours of labor (see images below). The total cost per year to CyRide for dropbox counting and reconciliation is \$14,992. The current fare reconciliation process is cumbersome, and leaves potential for fraud and human error.

Figure 4-2 Estimated Annual Fare Collection Costs

Estimated Annual Fare Collection Costs	
Administrative	\$15,000
Fare Media	\$2,500
Farebox Maintenance	\$14,000
Total	\$31,500



CyRide's current fare collection system results in a labor-intensive process of CyRide staff manually sorting dropbox collections. Images from CyRide

OPERATIONS AND CAPITAL

Fare payments on buses inevitably create boarding delays. These delays are related to passengers paying their fares as well as asking questions and talking to the driver. For a single stop, these small delays may seem insignificant. However, over the course of a full route, they can aggregate and create noticeable issues with on-time performance and schedule adherence. Operating fare free also avoids disputes between operators and passengers regarding properly-paid fares.

Additionally, fare collection requires capital equipment such as fareboxes, spare parts, and specialized hardware. Eliminating fares would result in future cost savings since fare-related capital purchases would no longer be required.

As illustrated in the images above, CyRide's current fare collection boxes (dropboxes) result in a pile of fares that must be sorted and reconciled by hand. Upgrading the current dropboxes with fareboxes with more functionality would cost more than \$1 million. The following table summarizes the low, high, and average costs of installing and maintaining a magnetic farecard system, a low-end farebox technology upgrade that CyRide could consider.

Figure 4-3 Costs to Upgrade to Magnetic Farecard System

Magnetic Farecard System	Low	High	Average
One-Time Costs			
Electronic farebox with card processing unit	\$ 752,000	\$ 940,000	\$ 846,000
Revenue equipment (vaults, bins, etc.)	\$ 40,000	\$ 65,000	\$ 52,500
Garage hardware/software	\$ 30,000	\$ 70,000	\$ 50,000
Attended farecard issuing device	\$ 25,000	\$ 50,000	\$ 37,500
Spare parts	\$ 75,200	\$ 141,000	\$ 108,100
Support services	\$ 75,200	\$ 141,000	\$ 108,100
Installation/nonrecurring engineering	\$ 22,560	\$ 94,000	\$ 58,280
Fare media costs (magnetic cards)	\$ 3,984	\$ 7,969	\$ 5,976
Contingency costs	\$ 6,984	\$ 18,600	\$ 12,792
Total One-Time Costs	\$ 1,030,928	\$ 1,527,569	\$ 1,279,248
Ongoing Costs			
Equipment maintenance costs	\$ 45,120	\$ 65,800	\$ 55,460
Software licenses/system support	\$ 2,250	\$ 7,000	\$ 4,625
Revenue handling costs (cash)	\$ 6,260	\$ 10,433	\$ 8,346
Revenue handling costs (farecards)	\$ 5,309	\$ 10,618	\$ 7,964
Contingency costs	\$ 1,430	\$ 4,313	\$ 2,871
Total Ongoing Costs	\$ 60,369	\$ 98,164	\$ 79,266
TOTAL FIRST-YEAR COST	\$ 1,091,297	\$ 1,625,732	\$ 1,358,515

5 BEST PRACTICES

This chapter provides an evaluation of fare policies and best practices across the transit industry. CyRide receives revenues from both federal and state formula funding programs and federal grants. The first section of this chapter explains the correlation between ridership and formula funding, to determine what, if any, impact an increase or decrease in CyRide ridership would have on agency revenues. Next, this chapter presents lessons learned from fare free agencies, including Cache Valley, UT, Missoula, MT, and Chapel Hill, NC. Finally, programs that provide transit passes to residential areas or buildings in cities with similar sized universities are discussed.

FEDERAL AND STATE FORMULA FUNDS

Federal Formula Funds

The Federal Transit Administration (FTA) administers approximately eight programs, roughly half of which are formula programs that provide basic financial support for transit services. Federal funds account for roughly \$1.9 million (about 18%) of CyRide's revenues annually.

The majority of these funds are administered through the Federal Transit Administration (FTA) Section 5307/5310 program, which distributes resources based on formula set by law. For areas with populations of 200,000 and under, the formula is based on population and population density. For areas with populations of 200,000 and more, the formula is based on a combination of bus revenue vehicle miles, bus passenger miles, fixed guideway revenue vehicle miles, and fixed guideway route miles, as well as population and population density.

FTA 5307 grant funds are made available to designated recipients with the legal authority to receive and dispense federal funds, such as governors, local officials, and publically owned transit operators. For urbanized areas with 200,000 people or fewer, funds are apportioned to the governor of each state for distribution. For urbanized areas with 200,000 people or more, funds are allocated directly to the recipient.

Section 5307 grant funds can be used for planning, engineering, studies, and capital investments in vehicles or facilities. They can also be used for operating assistance in urbanized areas of 200,000 or less. Funds used in this manner must be matched by nonfederal funds (other than passenger revenues) on a dollar-for-dollar basis.

In urban areas with populations over 200,000 people, Section 5307 funds are allocated in part based on system-wide ridership. A change in ridership can sometimes result in a change in federal formula funds received. Ames, Iowa has an estimated population of 62,815 as of 2015; therefore, CyRide is not at risk of losing federal formula funds based on ridership changes.

State Funds

The State of Iowa provides funding for public transportation services. The State Transit Assistance (STA) program, the largest of these programs, provides funds for operating, capital, or planning expenses for transit systems in Iowa. Allocations are based on a formula that reflects each transit system's performance during the previous year in terms of rides, miles, and local funding support. In FY 2015/2016, CyRide received \$751,915 (about 7% of total revenues) from the STA.

Key Lessons for CyRide

A change in ridership can sometimes result in a change in federal formula funds received. However, because Ames, Iowa has an estimated population below 200,000 (62,815 as of 2015), CyRide is not at risk of losing federal formula funds based on ridership changes.

FARE FREE AGENCIES

Charging a fare—or not charging a fare—encompasses a wide range of costs and benefits. Some of the key benefits associated with collecting a fare include generating revenue, reducing reliance on federal and state funding, and supporting the perception that the public helps pay for public transportation services.

At the same time, there are costs associated with charging a fare. Operating fare free is less complex because it simplifies accounting systems and reduces the need for secure storage of cash; additionally, management and distribution of fare media are not required. Additional benefits include the potential for increased ridership and enhanced operating efficiency. This section provides key lessons learned from agencies that are operating fare free.

Cache Valley Transit District (Logan, UT)

The Cache Valley Transit District (CVTD) has operated a fare-free system for more than two decades in Logan, Utah, and the surrounding region. In 2012, CVTD conducted a study to determine whether or not they should remain fare free. The study identified the following benefits and challenges of collecting a fare:

Benefits of Implementing a Fare

- Increasing revenue to help close a funding gap or backfill loss of funding
- Reducing reliance on federal funding
- Helping reduce or prevent service reductions through increased revenues
- Potentially increasing service, if increased revenues are substantial
- Supporting the perception that the public helps pay for public services (addressing the question: why should transit riders get a “free ride”?)
- Addressing potential problems with individuals who may ride the bus seeking shelter or for other non-transportation reasons

Challenges Associated with Collecting a Fare

- Investment in hardware and physical space necessary to collect fares, including;

- Fareboxes on buses
- Secure space for accounting, auditing, and fare reconciliation
- Vault for secure money storage
- Ticket vending machines (TVMs)
- Increase in staff resources
 - Accounting, auditing, fare reconciliation
 - Additional marketing and customer service responsibilities to convey and educate passengers and drivers alike about the fare structure and policies
 - Point of sale administration/staffing (selling passes at CVTD and distributing passes to retail locations and TVMs)
 - New and increased responsibilities for drivers in operating the farebox and conducting fare enforcement
 - Resources needed to conduct public outreach around introductions of fares and future increases in fares
 - Additional responsibility for maintenance/administrative staff to “empty” fareboxes and count fares
 - Maintain fareboxes and ticket vending machines
- Operational challenges
 - Increased dwell times (additional boarding time at bus stops), operational delays associated with collecting a fare, and the resulting interactions between operators and passengers.
- Increased responsibility for operators to oversee fare validation and enforce policies.

CVTD leadership considered the results of the study and voted to remain fare free, but continues to face pressure from members of the public to charge a fare. Many of CVTD’s riders are students at Utah State University and there is a perception by some community members that the public dollars used to fund transit are benefitting only a portion of the population. In 2014, CVTD considering proposing a tax increase to fund transit operations but ultimately decided not to put it on the ballot. Though not necessarily the determining factor in whether to put the tax levy on the ballot, the fare-free system was brought up by members of the public in opposition to the levy, arguing that CVTD should charge a fare before asking the community to contribute more tax dollars.

Though public opposition to the fare free system has had some impact on CVTD’s ability to be supported by the community, CVTD is overall an efficient and effective system, which may be related to the benefits of a fare free system.

Missoula Urban Transportation District (MUTD) (Missoula, MT)

From 1976 (when the agency was created) through 2015, Missoula Urban Transportation District (MUTD) charged fares for the majority of its fixed-route transit (Mountain Line). In January of 2015, all fares on Mountain Line were eliminated for a three year zero-fare demonstration project. Prior to the zero-fare demonstration project, fixed-route regular fare was \$1.

Since September 1990, the University of Montana Office of Campus Safety has contracted with MUTD to provide subsidized (fare free with ID) transportation on all services to students, faculty, and staff. In addition to using Mountain Line services, the University of Montana provides its own

shuttle service to park-and-ride lots, dorms, and an evening shuttle to downtown Missoula. In November 2013, MUTD voters passed a \$1.7 million levy to expand Mountain Line services to fund service increases, which included an additional 15-minute frequency Bolt! Route, and late evening service until 10 p.m. In addition, Route 2 service was upgraded to Bolt! Service, and service on Routes 1, 2, 6, and 7 were extended until 10 p.m. in 2015.

Before the zero-fare demonstration project, MUTD considered its overall goals, and the complex issues that would arise in transitioning from a paid-fare to a fare-free system. Ridership gains were estimated to be about 25% based on an elasticity factor supported by research on other fare-free demonstration projects. Additionally, travel time impacts were estimated based on a reduction in boarding time if passengers did not have to pay a fare. Estimated travel time for the system was calculated at a savings of 280 annual service hours, or just under one percent of the total system. The busiest routes were expected to benefit from decreasing dwell time. Routes that had heavy loads on peak trips, such as those associated with the University of Montana or school “bell times” were expected to experience time savings and improve schedule reliability.

Other potential benefits MUTD expects from the zero-fare demonstration project are achievements in livability and public health objectives, reduction in administrative expenses for the transit agency, more repeat riders and mode share shifts, increase in community recognition and pride, increased productivity of public investment, and increased support from bus operators.

Community investment from numerous partners, along with the City of Missoula, replaced the majority of fare revenue. The growing list of community partners include:

- The University of Montana
- Associated Students of the University of Montana
- City of Missoula
- County of Missoula
- Missoula Metropolitan Planning Organization
- St. Patrick Hospital
- Community Medical Center
- Missoula County Public Schools
- Missoula Aging Services
- Missoula Downtown Association
- Missoula Parking Commission
- Missoulian
- Southgate Mall
- Destination Missoula
- Homeward, Inc

After community investment replaced fare revenue, and fares were eliminated, ridership has increased about 30-40%. MUTD continues to gather data and study the benefits and challenges of the zero-fare demonstration project.

Chapel Hill Transit (Chapel Hill, NC)

Chapel Hill Transit (CHT) transitioned from charging fares to operating fare free in 2002. Shortly after this change, annual ridership began to increase and ultimately grew from approximately 3.5 million to nearly seven million between 2002 and 2012. CHT credits this growth—in part—to its decision to operate fare free.

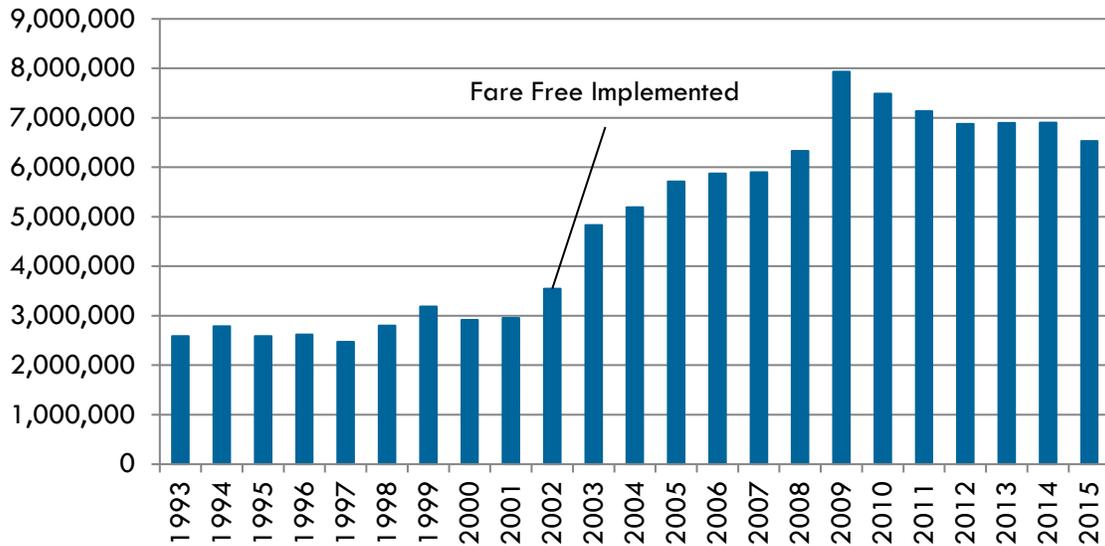
In 2015, financial constraints led CHT and the CHT Partners¹ to re-evaluate the potential benefits and costs associated with re-instituting fares, including:

- Policy and administrative implications associated with charging a fare
- Estimated capital and operating costs and benefits
- Expected ridership and revenue impacts raised by different fare scenarios
- Estimated return on investment associated with charging a fare

Ridership Before and After Fare Free

Chapel Hill's ridership increased dramatically between 2002 and 2003, and continued to increase steadily in the years following the switch to fare-free. Chapel Hill Transit ridership trends before and after the switch to fare-free are shown in Figure 5-1.

Figure 5-1 Chapel Hill Transit Ridership Trends (1995-2015)



Source: NTD 1993-2015

Paratransit and Fare Free Systems

Agencies studying fare-free operations are often concerned that paratransit costs could increase due to increased demand for free service. Further, if the neighboring service area has a different fare system, there can be complications, especially with transfers.

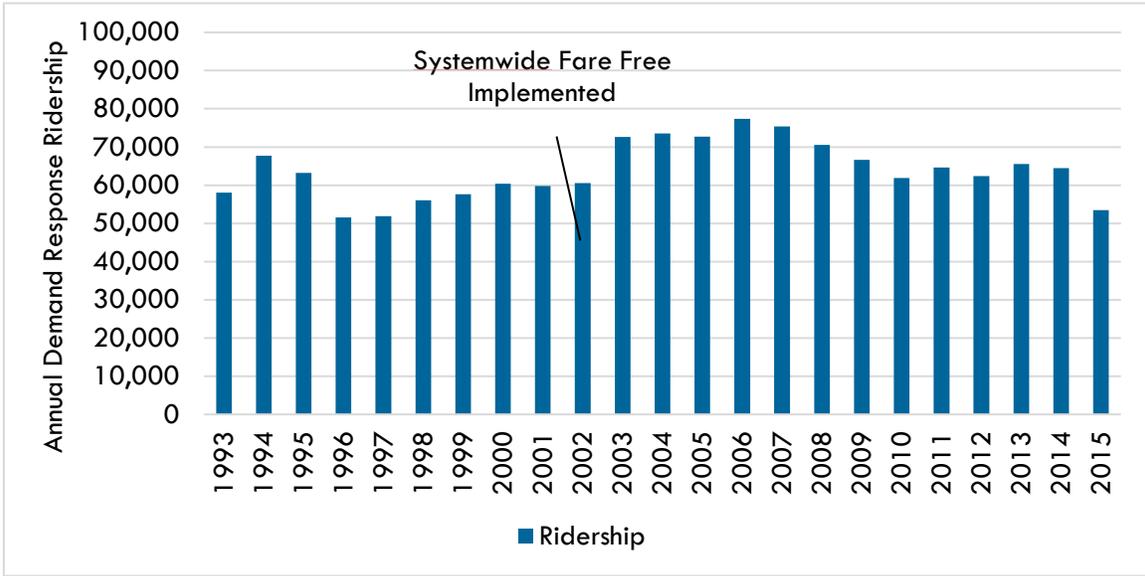
By law, 100% of demand for paratransit service must be met, regardless of cost. In a fare-free system, this can result in high costs to the transit provider. Fare-free paratransit is attractive and can become costly to provide.

Chapel Hill Transit implemented a systemwide fare free structure in 2002. Neighboring service areas, including GoTriangle Transit and Chatham Transit, continue to charge a fare. Figure 5-2 shows demand response ridership trends before and after fare free implementation. CHT

¹ Includes representatives from the Town of Chapel Hill, the Town of Carrboro, and the University of North Carolina-Chapel Hill.

experienced a 20% increase in demand response ridership from 2002 to 2003. However, demand response ridership is currently declining—the trend shows a 0.6% average annual decline in demand response ridership from 2003 to 2015.

Figure 5-2 Chapel Hill Transit Demand Response Ridership Trends Before/After Fare-Free Implementation



Federal Funds and Fare Free Systems

Figure 5-3 compares federal funds earned, ridership, and service hours for three fare-free agencies—Cache Valley Transit District (Cache Valley), Chapel Hill Transit, Missoula Urban Transportation District (Mountain Line)—as well as CyRide.

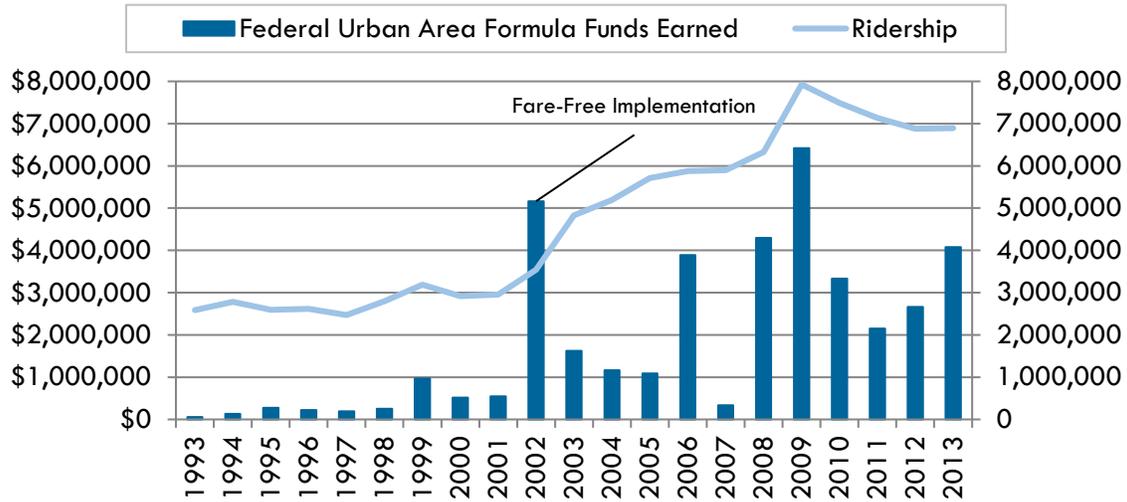
Figure 5-3 Ridership and Federal Funds at Fare-Free Systems (2013)

	Ridership	Passenger Miles	Federal Formula Funds
CyRide	5,876,422	9,925,533	\$1,540,702
Cache Valley	1,978,002	7,241,515	\$1,656,082
Chapel Hill Transit	6,893,972	15,017,145	\$4,080,564
Mountain Line	886,049	2,055,084	\$1,993,333

Source: NTD 2013 (Note that 2013 was most recently reported Federal funding number)

Figure 5-4 shows 20-year trends in ridership and federal formula funds earned at Chapel Hill Transit. Chapel Hill went fare-free in 2002, resulting in a steep increase in both ridership and federal formula funds earned. However, federal formula funds reported to NTD have been uneven.

Figure 5-4 Chapel Hill Transit Federal Formula Funds and Ridership Trends (1993 to 2013)



Key Lessons for CyRide

- 100% fare free benefits include simplified administration and ridership increases
- Additional local partnerships and demand response eligibility are important considerations for managing demand
- Chapel Hill Transit’s fixed route ridership doubled from 2002-2012
- While the success of these fare free systems in terms of ridership make a strong case in favor of eliminating fares, there are political implications that may have long-term impacts on a transit system due to a belief among members of the community that transit riders should pay a share of the cost of transit through the farebox.
- MUTD has preempted criticism by using local partners, such as the University of Montana, to replace fare revenue, rather than relying on tax dollars to fund the fare free transition.
- CVTD does not have local partnerships to point to as a source of revenue and gets criticized for serving its largest ridership market, Utah State University.
- As CyRide considers going fare free, local partnerships could play a key role in facilitating a smooth transition.
- Federal formula funds are not threatened by a switch to a fare free system, in fact, as evidenced with Chapel Hill Transit, a move to fare free can result in increased ridership and a subsequent increase in federal formula funding.

RESIDENTIAL PASS PROGRAMS

King County Metro Transit, RTD, and the Centre Area Transportation Authority (CATA) are implementing or piloting residential, non-employer pass programs. Residential pass programs are intended to be geared towards bulk pass or fare product sales to help encourage ridership and provide developers or other organizations options for expanding resident or member transportation benefits.

King County Metro Transit (Seattle, WA)

King County Metro Transit is currently developing the ORCA Multifamily Development Passport as an annual transportation pass that property owners can offer to residents. This pass provides residents with access to bus, light rail, streetcar, commuter rail, and some ferry services, much in the same way a U-Pass or Employer Pass works. Participating property managers purchase pre-loaded ORCA smart cards to offer to their residents. The pass must be offered to every residential unit, and the cost to the property manager for the first year is calculated by the existing transit use in the surrounding neighborhood. The cost in subsequent years will likely be based on actual transit use for the Passport in the building. Property managers are able to market this amenity in a competitive real estate market to prospective residents, who may want to be a car-lite or car-free household.² The program is still in development and will be conducting pilots soon.

RTD (Denver, CO)

Denver RTD currently offers a new pass called the Neighborhood EcoPass, which is a discounted pass, purchased by neighborhoods inside the RTD district for all its residents. The Neighborhood EcoPass program can be started by any contiguous group of residences (houses, condominiums, apartments, etc.); residents are issued an EcoPass smart card valid for up to one year of unlimited rides on all Local, Express, and Regional bus and rail service. To be eligible for the neighborhood EcoPass program, the neighborhood must be represented by either a county or city government entity or a registered homeowner association and must meet the following criteria: neighborhood must be located within the Regional Transportation District area, all homes must be included in the contract, and residents holding the pass must reside in the specified neighborhood.³ There is no minimum or maximum size for a neighborhood, and all full-time members of a household are eligible to receive the EcoPass.

Pricing for the Neighborhood EcoPass program is determined by a direct mail RTD survey that reviews the neighborhood's current level of RTD ridership. Based upon the survey results, a per-household rate is determined and ranges from \$80-\$250 per household. The per-household rate is then multiplied by the total number of households to determine a final contract price. Smaller neighborhoods are subject to a contract minimum of \$8,494.

RTD recommends starting the program with 30 to 70 households in the first year and expanding in subsequent years. As with their Business EcoPass program, new Neighborhood EcoPass contracts in their first year are eligible for a 60% subsidy through Boulder County and a 30% subsidy in the second year of the program.

CATA (State College, PA)

Centre Area Transportation Authority (CATA) serves six Centre Region municipalities and Pennsylvania State University (Penn State). Starting in the late 1980s, CATA created a system of apartment passes for off-campus multifamily complexes beyond walking distance to campus, where many students live. The multifamily complexes offer residents a pass that allows them to take CATA service to campus on one or two nearby routes for free. The pass works only for those

² For more details on King County Metro Transit's ORCA Multifamily Development Passport, visit the program website: <http://metro.kingcounty.gov/programs-projects/orca-multifamily-passport/>

³ For more information on Denver RTD's Neighborhood EcoPass program, visit the website: <http://www.rtd-denver.com/Neco.shtml>

routes that are in proximity to the multifamily complex that travel to campus. Property managers use different ways to pay for this benefit; some complexes include it as an optional activity fee, and some bundle it with rent.

Residents can sign up for the pass online, and CATA verifies requests with lists that participating complexes provide. Using GFI fareboxes, CATA provides each qualifying resident with a magnetic strip pass that includes their photo. Trips are recorded by each pass that is linked to a multifamily complex account, and each complex is billed at the end of the month at a rate of 90% of cost per passenger per route. Twenty-three complexes are participating in this program, and all complexes are on the same handful of routes. Though cost per passenger varies slightly depending on the route, CATA charges all complexes the same rate.

In discussion with the Information Services Department at CATA, planners estimate on a typical weekday their system sees 40,000 trips, which includes about 15,000 on the free campus circulator. Of the remaining 25,000 community trips, about half are generated by the apartment pass program.⁴

Key Lessons for CyRide

- Bulk passes can be offered to multifamily apartment buildings or entire neighborhoods as a new way to coordinate transit usage beyond the traditional model of employers and universities.
- Neighborhood bulk pass rates can be determined by assessing an area's current level of demand through ridership surveys or market analysis.
- Local planning is key to running service efficiently in State College to be able to charge a rate that attracts off-campus multifamily complexes to their pass program. CATA notes that it would be challenging to provide the same service if the multifamily complexes were developed outside of the growth boundary, away from existing transportation infrastructure.

⁴ For more information on the CATA apartment pass see, <http://www.catabus.com/test/FareTypeRidership.html>.

6 PEER REVIEW

Peer reviews are a useful technique to understand the “state of the practice” with regard to fare levels, structures, and policies. A peer review was conducted for this fare analysis and includes a comprehensive evaluation of other transit agencies comparable in size and scope to CyRide. This peer review identifies and describes emerging trends and best practices in setting fares and fare policies for mid-sized transit agencies, including a review of university ridership and revenues at peer agencies.

Nine peer agencies were chosen as part of this analysis and are consistent with the Peer Review conducted for the State of the System report. Peers were chosen based on the size, organizational structure, and demographic similarity to CyRide. With the exception of one peer (Centre Area Transportation Authority), all agencies in the peer group are either divisions of a city government or are operated by a large university. All of the cities in the peer group are home to a major university. The nine agencies in this peer review are:

- Ames Transit Agency, Ames, Iowa (CyRide)
- Athens Transit System and University of Georgia Transit System, Athens, Georgia (ATS)
- Champaign-Urbana Mass Transit District, Champaign-Urbana, Illinois (MTD)
- Chapel Hill Transit, Chapel Hill, North Carolina (CHT)
- Gainesville Regional Transit System, Gainesville, Florida (RTS)
- Iowa City Transit and University of Iowa, Iowa City, Iowa (ICT)
- Greater Lafayette Public Transportation Corporation, Lafayette, Indiana (CityBus)
- City Transit Management Company, Inc., Lubbock, Texas (Citibus)
- Centre Area Transportation Authority, State College, Pennsylvania (CATA)

SYSTEM REDESIGN | FARE ANALYSIS

CyRide

Figure 6-1 Peer Review Agencies

Agency Name	Abbreviation	Location	Organization Type	Major University	Student Population	Urban Area Population	System Type	People per Square Mile	Service Area Size (sq. mi)	Annual Passenger Trips
Ames Transit Agency	CyRide	Ames, IA	City	Iowa State University (ISU)	34,732	94,073	Small Urban	3,873	15	6.7 million
Athens Transit System	ATS	Athens, GA	City	University of Georgia (UGA)	36,130	136,979	Small Urban	2,653	44	1.6 million
University of Georgia Transit System	UGA		University					1,264	89	10.6 million
Champaign-Urbana Mass Transit District	MTD	Champaign-Urbana, IL	City	University of Illinois (U of I)	44,087	141,471	Small Urban	4,716	30	13.1 million
Chapel Hill Transit	CHT	Chapel Hill, NC	City	University of North Carolina-Chapel Hill (UNC)	29,135	375,715	Large Urban	1,294	62	6.9 million
Gainesville Regional Transit System	RTS	Gainesville, FL	City	University of Florida (UF)	52,519	197,268	Small Urban	3,165	75	10.8 million
Iowa City Transit	ICT	Iowa City, IA	City	University of Iowa (UI)	31,387	118,980	Small Urban	2,105	76	1.8 million
University of Iowa	CAMBUS		University					1,815	74	4.7 million
Greater Lafayette Public Transportation Corporation	CityBus	Lafayette, IN	City	Purdue University (Purdue)	38,770	154,822	Small Urban	2,758	25	5.2 million
City Transit Management Company, Inc.	Citibus	Lubbock, TX	City	Texas Tech University (TTU)	35,893	251,335	Large Urban	3,143	14	3.9 million
Centre Area Transportation Authority	CATA	State College, PA	Authority	Pennsylvania State University (PSU)	46,000	89,403	Small Urban	2,379	30	7.3 million

Source: NTD 2014 Transit Agency Profile

NOTE: UGA/ATS and CAMBUS/ICT are presented as two composite peer agencies in following metrics because they operate in the same geographic location.

PERFORMANCE INDICATORS

The CyRide State of the System Report compared performance indicators at CyRide with performance of peer agencies. Figure 6-3 summarizes performance indicators for all agencies. The peer analysis revealed the following key findings relevant to this fare analysis:

- CyRide's farebox recovery is 51% of operational costs⁵, almost 14% higher than the peer group average. Accordingly, the average subsidy per passenger is 46% below average.
- Operating expense per passenger trip, operating expense per revenue hour, and average fare per passenger are all below the peer group, but operating expense per revenue mile is above the peer group average. This indicates that CyRide operates short routes that have relatively high ridership in comparison to the peer group.
- CyRide generated the second-highest number of passenger trips per revenue mile and per revenue hour, right after the composite score for ATS and the UGA. This is important because CyRide operates the lowest number of revenue miles and the second lowest number of revenue hours of any agency included in this peer review.
- CyRide has strong financial performance with a farebox recovery ratio of 51%, compared with the peer group average of 45%. This figure includes revenue generated by the agreement with Iowa State University, which provides funding through student fees.

⁵ This figure includes revenue generated by the agreement with Iowa State University, which provides funding through student fees.

SYSTEM REDESIGN | FARE ANALYSIS

CyRide

Figure 6-2 Performance Indicators

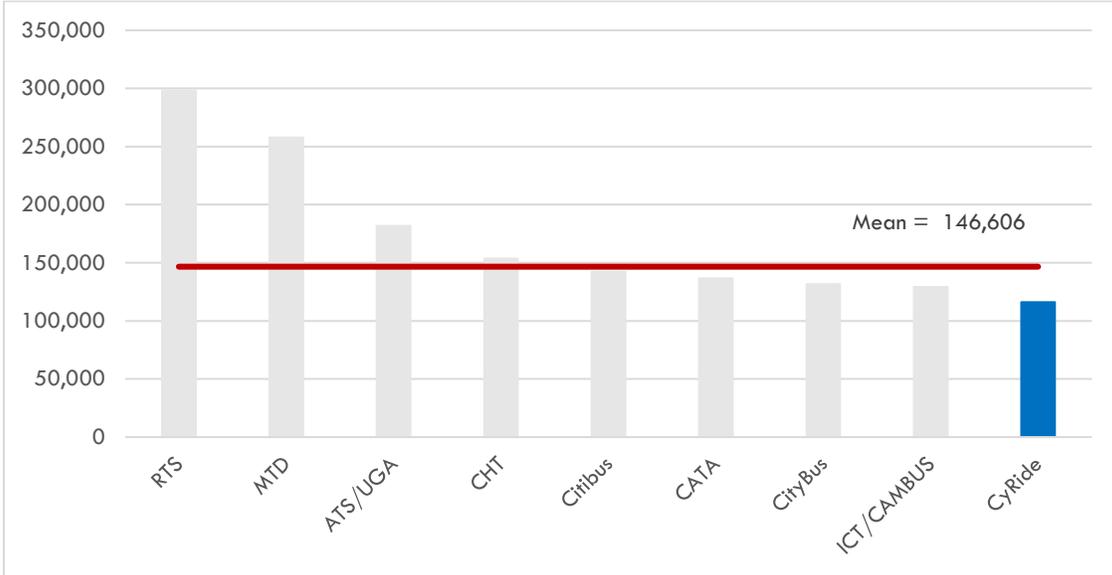
	CyRide Ames, IA ISU	MTD Champaign- Urbana, IL U of I	CHT Chapel Hill, NC UNC	RTS Gainesville, FL UF	CityBus Lafayette, IN Purdue	Citibus Lubbock, TX TTU	CATA State College, PA PSU	ATS/UGA Athens, GA UGA	ICT/ CMBUS Iowa City, IA UI
Passenger Trips	6,711,635	13,137,209	6,904,007	10,814,433	5,247,151	3,968,653	7,352,640	12,282,247	6,585,728
Revenue Miles	1,234,878	3,113,261	2,091,747	3,428,040	1,769,607	2,422,351	2,904,662	1,717,109	1,521,734
Revenue Hours	116,077	257,734	153,501	298,200	131,756	142,202	136,638	181,758	129,118
Total Operating Expense	\$8,679,250	\$29,999,661	\$14,827,216	\$22,633,015	\$10,438,052	\$8,008,361	\$12,721,033	\$10,904,744	\$8,503,031
Passenger Fare Revenues	\$4,519,823	\$7,060,858	\$8,601,522	\$14,732,556	\$2,782,806	\$4,488,810	\$6,899,107	\$8,775,588	\$2,946,698
Farebox Recovery Ratio	51.0%	23.5%	58.0%	65.1%	26.6%	56.1%	54.2%	79.2%	37.0%
Cost/Revenue Hour	\$74.77	\$116.40	\$96.59	\$75.90	\$79.22	\$56.32	\$93.10	\$60.00	\$65.85
Cost/Passenger	\$1.29	\$2.28	\$2.15	\$2.09	\$1.99	\$2.02	\$1.73	\$0.89	\$1.29
Passengers/Revenue Hour	58	51	45	36	40	28	54	68	51
Subsidy/Passenger	\$0.62	\$1.75	\$0.90	\$0.73	\$1.46	\$0.89	\$0.79	\$0.17	\$0.84
Average Fare/Passenger	\$0.67	\$0.54	\$1.25	\$1.36	\$0.53	\$1.13	\$0.94	\$0.71	\$0.45

Source: NTD 2014 Transit Agency Profiles

Annual Revenue Hours Operated

CyRide operates the fewest annual revenue hours among peer agencies.

Figure 6-3 Annual Revenue Hours Operated

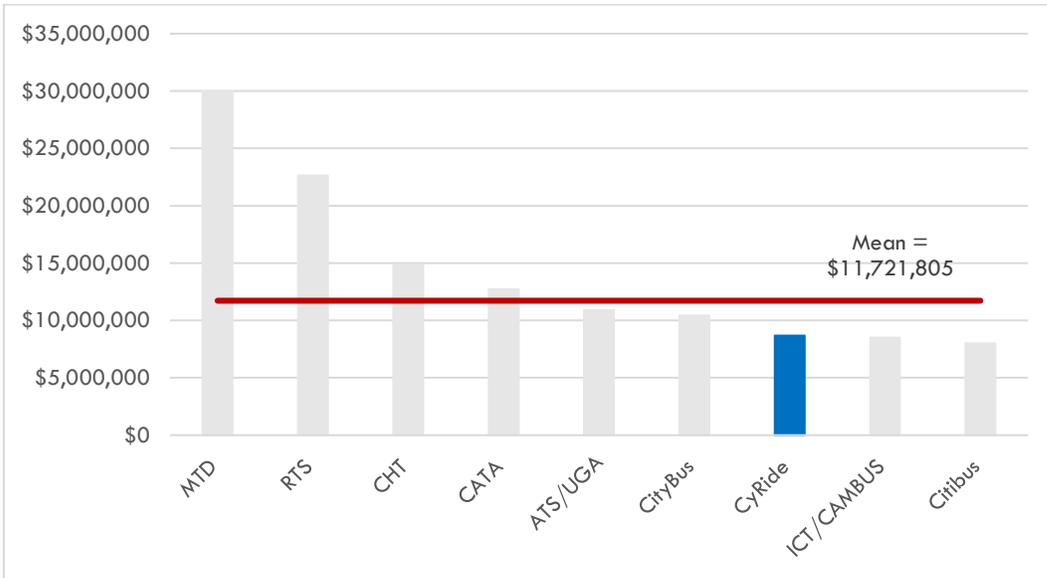


Source: NTD 2014 Transit Agency Profiles

Annual Operating Expense

CyRide's operating expenses are less than the average among peer agencies.

Figure 6-4 Total Annual Operating Expense

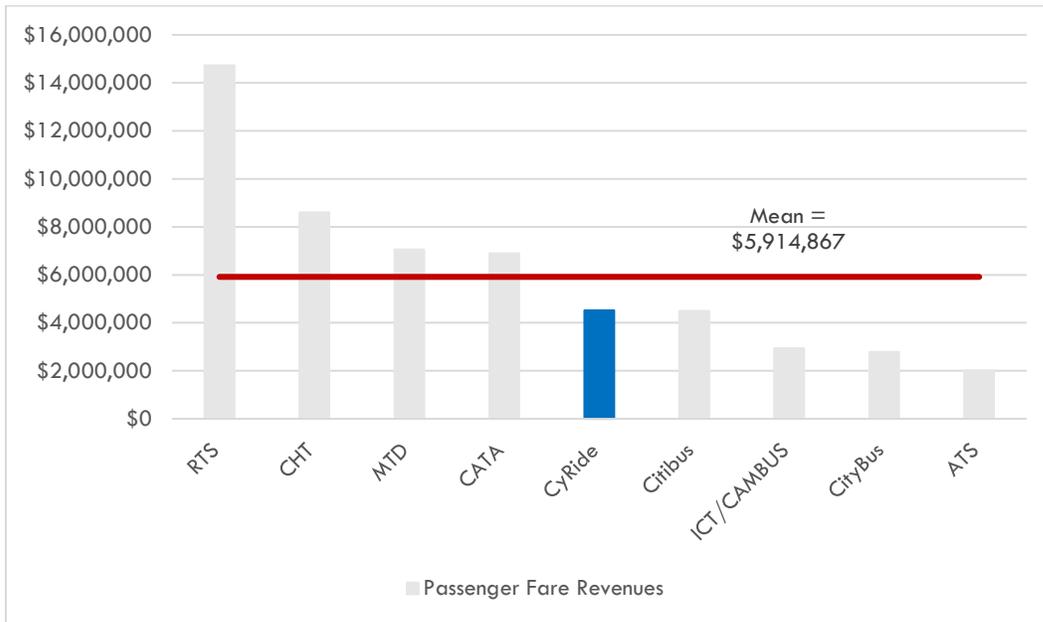


Source: NTD 2014 Transit Agency Profiles

Annual Fare Revenue

CyRide’s annual fare revenues are less than the peer average. However, RTS collects nearly double the annual fare revenues compared with other peer agencies. When RTS’ annual fare revenues are ignored, CyRide fare revenues (which include revenue from the agreement with ISU in addition to passenger fare revenue) are in the middle among peer agencies.

Figure 6-5 Annual Fare Revenue⁶



Source: NTD 2014 Transit Agency Profiles

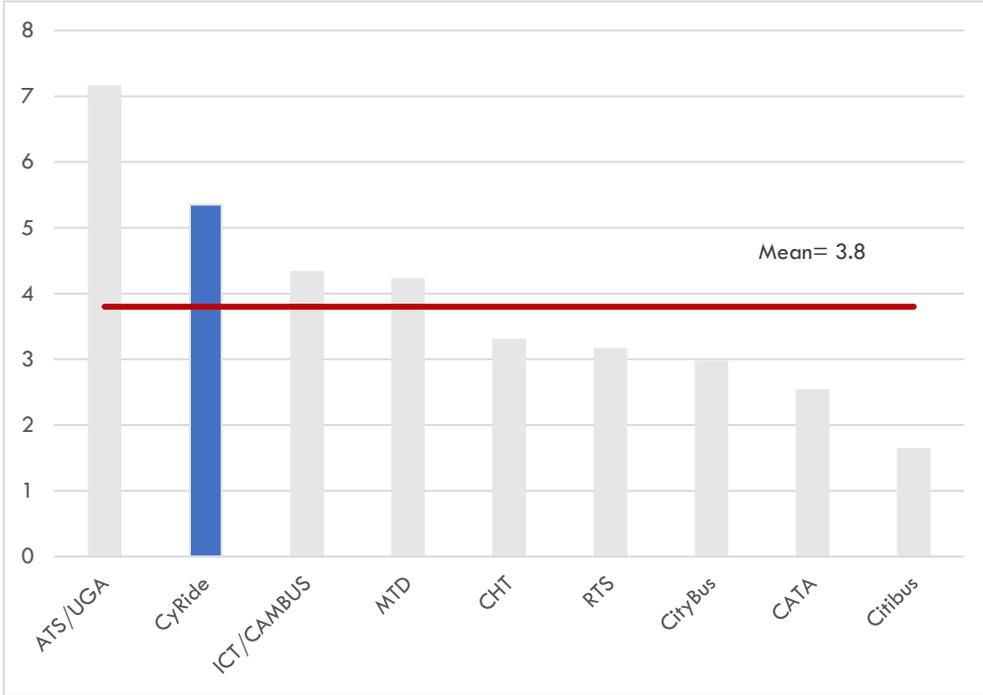
Note: CyRide fare revenue data reported to NTD includes revenue from the agreement with ISU in addition to passenger fare revenue collected on vehicles.

⁶ UGA is excluded from this metric because they are funded entirely through student fees and are not a good peer for CyRide in this regard.

Passenger Trips per Revenue Mile and Revenue Hour

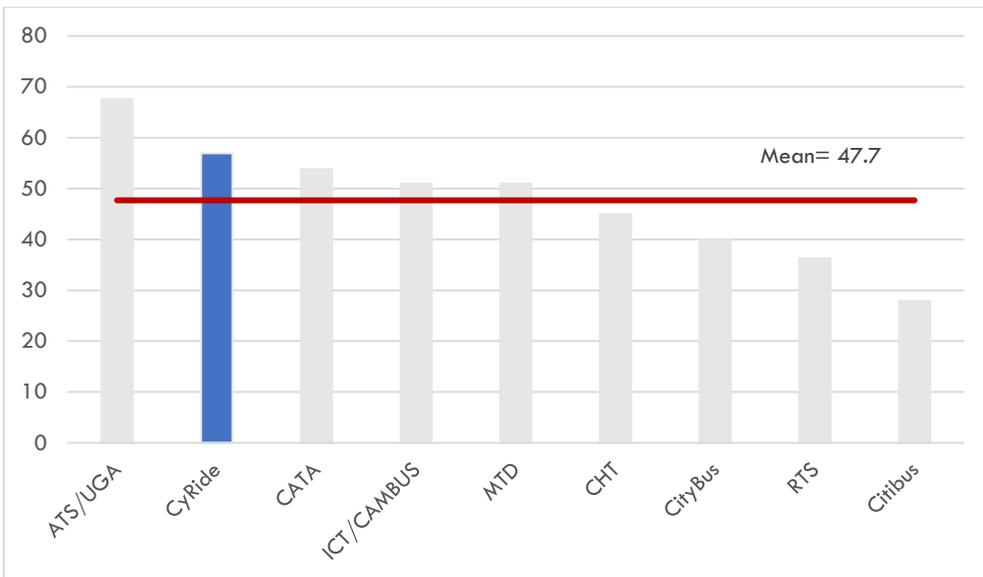
Passenger trips per revenue mile and revenue hour are measures of performance efficiency. CyRide performs well compared with peer agencies in terms of passenger trips per revenue mile and revenue hour, with the second-highest average on both metrics among peers.

Figure 6-6 Passenger Trips per Revenue Mile



Source: NTD 2014 Transit Agency Profile

Figure 6-7 Passenger Trips per Revenue Hour

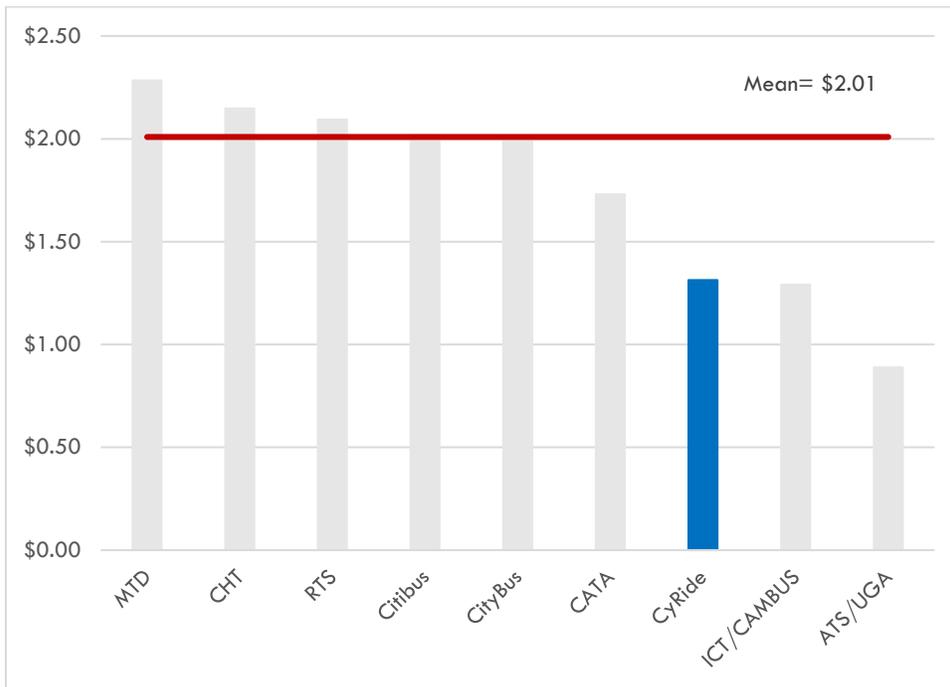


Source: NTD 2014 Transit Agency Profiles

Operating Expense per Passenger Trip

Operating expense per passenger trip compares the cost of providing transit service to the level of ridership. In 2014, it cost CyRide \$1.31 in operating expenses for each passenger trip taken. CyRide's operating expenses per passenger trip are lower than the average among peer agencies, which is good.

Figure 6-8 Operating Expense per Passenger Trip



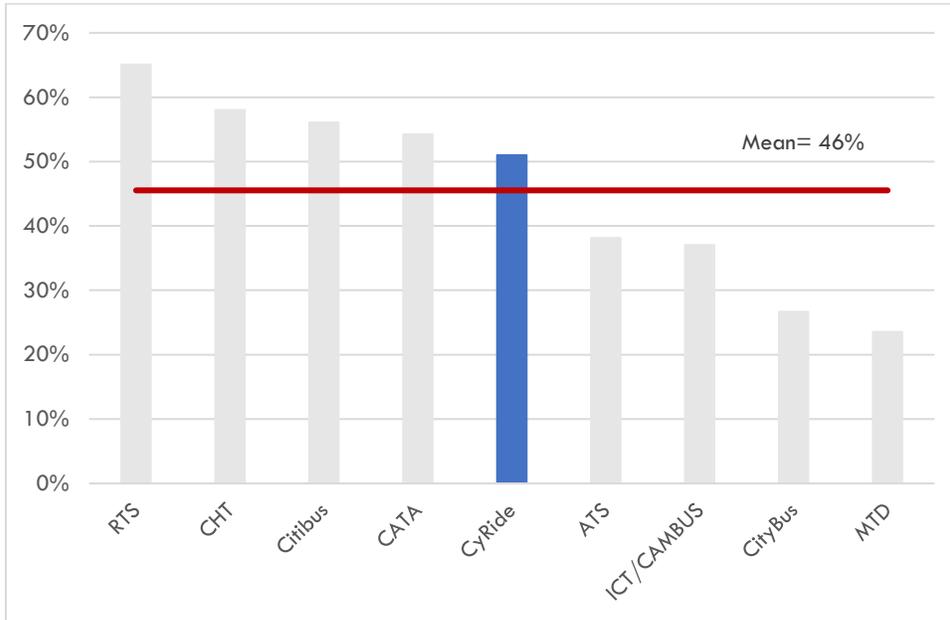
Source: NTD 2014 Transit Agency Profiles

Note: UGA is omitted because it receives its funding from student fees and is not a good peer for CyRide for this metric.

Farebox Recovery Ratio

This is a measure of the share of operating expenses that are recovered by farebox revenues. CyRide recovers just over half (51%) of its operating expenses through farebox revenues, which includes revenue from the agreement with Iowa State University's Student Government in addition to passenger fare revenue collected on vehicles. This is higher than the peer average.

Figure 6-9 Farebox Recovery Ratio



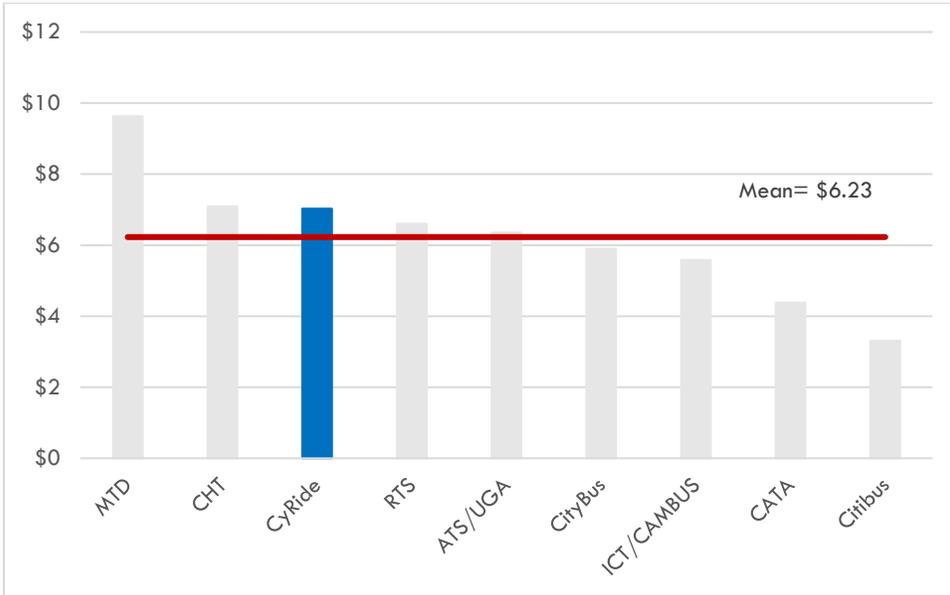
Source: NTD 2014 Transit Agency Profiles

Note: UGA is omitted because it receives its funding from student fees and is not a good peer for CyRide for this metric. CyRide fare revenue data reported to NTD includes revenue from the agreement with Iowa State University's Student Government in addition to passenger fare revenue collected on vehicles.

Operating Expense per Revenue Mile and Revenue Hour

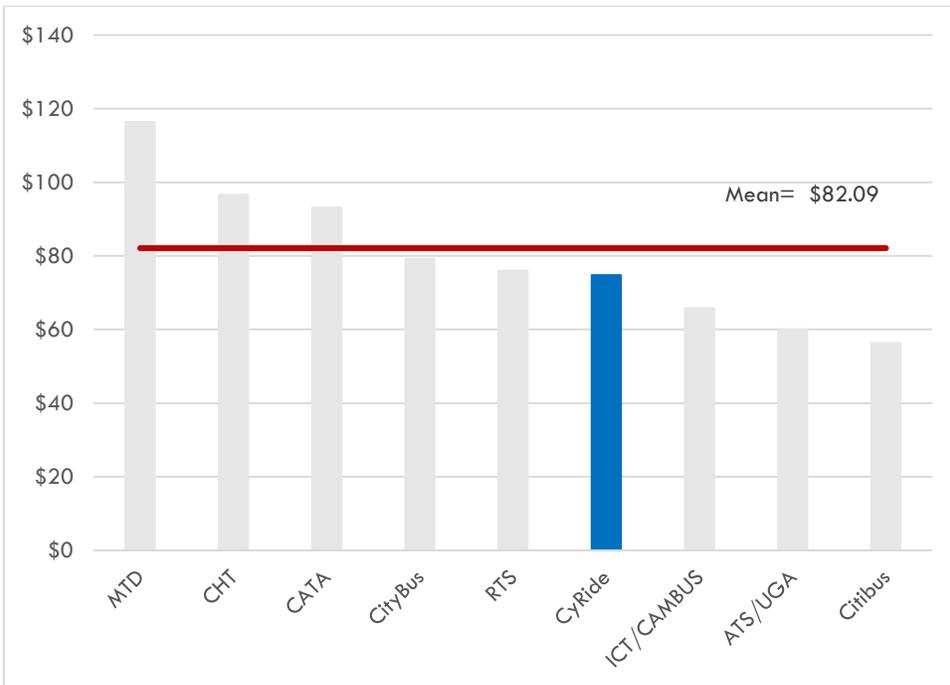
Operating expense per revenue hour is below the peer group, but operating expense per revenue mile is higher than the peer group average.

Figure 6-10 Operating Expense per Revenue Mile



Source: NTD 2014 Transit Agency Profiles

Figure 6-11 Operating Expense per Revenue Hour

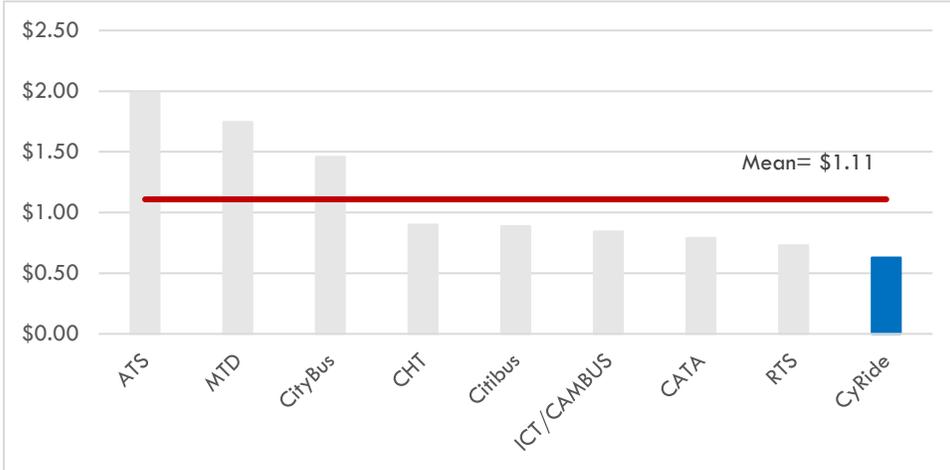


Source: NTD 2014 Transit Agency Profiles

Subsidy per Passenger

The subsidy per passenger is the difference between average fare revenues per passenger and the operating cost per passenger trip. CyRide’s subsidy per passenger is the lowest among peer agencies at \$0.63.

Figure 6-12 Subsidy per Passenger



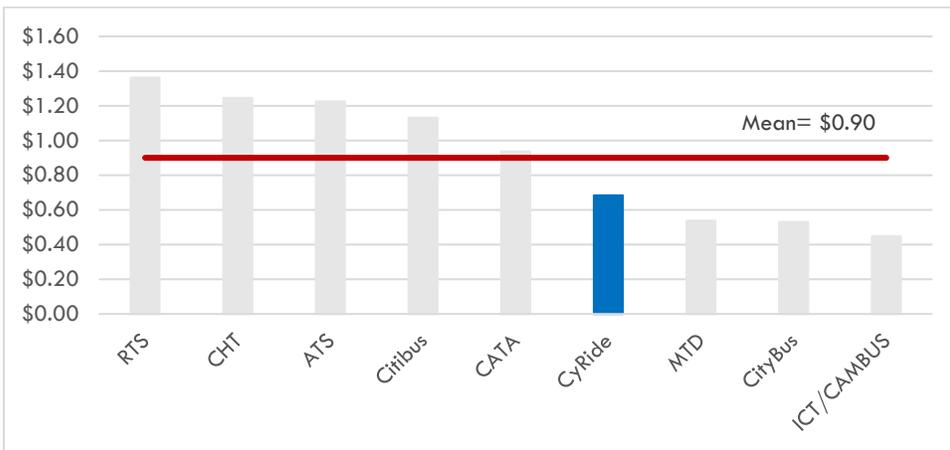
Source: NTD 2014 Transit Agency Profiles

Note: UGA is omitted because it receives its funding from student fees and is not a good peer for CyRide for this metric. CyRide fare revenue data reported to NTD includes revenue from the agreement with Iowa State University’s Student Government in addition to passenger fare revenue collected on vehicles.

Average Fare per Passenger

The average fare per passenger for CyRide includes fare revenues from the agreement with Iowa State University’s Student Government as well as fares collected on vehicles. CyRide’s average fare is lower than the peer group average.

Figure 6-13 Average Fare per Passenger



Source: NTD 2014 Transit Agency Profiles

Note: UGA is omitted because it receives its funding from student fees and is not a good peer for CyRide for this metric. CyRide fare revenue data reported to NTD includes revenue from the agreement with Iowa State University’s Student Government in addition to passenger fare revenue collected on vehicles.

PEER AGENCY FARE STRUCTURE

CyRide offers several fare and pass options for riders. These options are single ride fares, ticket books, and unlimited ride passes. Peer agency fare structures are generally similar to CyRide's fare structure. All peers offer a standard fare and a discounted fare for people over 65 or with a disability. Most offer a variety of pass products including a monthly pass. The fare structures of peer agencies are detailed in Figure 6-15. The following section compares the CyRide fare structure and fare products with peer agency structures in more detail.

Cash Fares

ICT, CityBus, and MTD offer the lowest cash fares (\$1 for local routes) among peer agencies. The highest cash fares are offered by Citibus, CATA, and ATS, at \$1.75 for local routes.

It is common practice to offer higher fare for express services, specialized services, or service to other counties. Chapel Hill Transit, which does not charge fares for local services, charges \$4 for Pittsboro Express service.

Peer agencies typically require exact change when paying a cash fare. Several offer tickets or tokens that are valid for one-way fare including CyRide (tickets), CityBus, and CATA.

Transfers

Many peer agencies offer free transfers on local routes for the completion of a one-way trip, including CyRide. Others offer daily passes in lieu of transfers, including MTD (weekends only), RTS, CityBus, Citibus, and ICT.

Pass Products

Day Passes

Day passes are available for half of the peer systems, including MTD (weekends only), RTS, CityBus, Citibus, and ICT. Most agencies offering a day pass also offer a discounted day pass for students/youth, seniors, and people with disabilities. Day passes are priced between two and three times the price of a single ride fare.

Multi-Trip Passes

Most agencies offer discounts for 10 or 11 rides, including CyRide. Uniquely, ATS only offers multi-trip passes and does not offer any unlimited passes.

Monthly Passes

Monthly passes are available for nearly all peer systems, with prices ranging from \$20 for MTD to \$69 for CATA. CyRide monthly passes cost \$40. Most peer agencies offer discounts for seniors and people with disabilities. Additionally, ITS offers a discounted monthly pass for qualified low-income persons.

Quarterly Passes

CyRide, Citibus, CATA, and ICT offer quarterly, semester, or seasonal passes.

Other Fare and Pass Options

Peer agencies also offer several unique fare and pass options for riders:

- Iowa City Transit (ICT) offers a discounted U-Pass to students, faculty, and staff if they do not have a university parking permit. This policy incentivizes the use of transit and other alternative modes to campus.
- ICT offers a family pass for weekend transit rides for up to two adults.
- ICT partners with downtown merchants to offer a free one-way fare to shoppers who spend \$15 at participating merchants.
- Citibus in Lubbock, Texas, offers students a discounted Semester Pass for unlimited rides. Other agencies offer students unlimited rides through an agreement with the university or student groups.
- Chapel Hill Transit offers free rides on all fixed-route transit (except for express service). CHT's fare structure may provide lessons for CyRide as they consider going fare-free for all riders.

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CyRide

Figure 6-14 Peer Agency Fare Structures

Agency	One-Way Cash Fare	Discounted Fare for People +65 and with a Disability	Other Fare Categories	Pass Types	Transfers
CyRide	\$1.25	\$0.60	N/A	10-Ticket Book \$12.00 Monthly Pass \$40 Summer Pass \$100 Fall Semester Pass \$160 Winter Pass \$150 School Year Pass \$320	Free
Champaign-Urbana Mass Transit District (MTD)	\$1.00	\$0.50	N/A	Day Pass \$2 (weekends only) Monthly Pass \$20 Annual Pass \$84	Free
Chapel Hill Transit (CHT)	Free	Free	N/A	N/A	N/A
Gainesville Regional Transit System (RTS)	\$1.50	\$0.75 Also applies to City College and K-12 Students	N/A	Day Pass \$3 Monthly Pass \$35 Discounted Monthly Pass \$17.50	No
Lafayette Public Transportation Corporation (CityBus)	\$1.00	\$0.50	N/A	10 Tokens \$7.50 Day Pass \$2.00 31-Day Pass \$28.00 Discounted 31-Day Pass \$14.00 Annual Youth Bus Pass \$2.00	Free
Citibus Lubbock (Citibus)	\$1.75	\$0.85	NiteRide \$4.00	Day Pass \$3.50 Weekly Pass \$14.50 Monthly Pass \$50.00 Citibus U Pass (Semester) \$52.50 Citikids Pass \$52.50	No

SYSTEM REDESIGN | FARE ANALYSIS

CyRide

Agency	One-Way Cash Fare	Discounted Fare for People +65 and with a Disability	Other Fare Categories	Pass Types	Transfers
				CitiSummer \$52.50	
Centre Area Transportation Authority (CATA)	\$1.75	\$0.85	N/A	20 Tokens \$34.00 Monthly Pass \$69.00 Four Month Pass \$268	Free up to one hour
Athens Transit System (ATS)	\$1.75	\$1.00 Peak \$0.85 Off-Peak	N/A	22 Ride Smart Pass \$31.00 Reduced 22 Ride Smart Pass \$18.00 Youth 22 Ride Smart Pass \$28.00	Free
Iowa City Transit (ICT)	\$1.00	\$0.50 Free for disabled/low-income elderly	Saturday Family Fare \$1 per Family (two adults max) Youth (K-12) \$0.75 Field Trip Pass (rate varies) Bus and shopping coupon for one free ride with \$15 purchase from participating merchant	Day Pass \$2 10-Ride Pass \$8.50 31-Day Pass \$32 31-Day Youth Pass \$27 University of Iowa U-Pass \$240/\$168 without University Parking Permit Kirkwood CC Semester Pass \$100 Youth (K-12) Semester Pass \$100 UI Faculty/Staff Annual Pass \$28 per month/\$15 without parking permit Low-income Monthly Pass \$27	N/A

UNIVERSITY RIDERSHIP AND REVENUES

Student pass programs can be mutually beneficial partnerships for both transit agencies and institutions of higher education. For transit agencies, these partnerships can effectively boost ridership and guarantee a relatively steady stream of funding. Conversely, colleges and universities are able to market the program to students as a convenient and cheaper alternative to driving and parking, and as a way to improve livability by reducing congestion on campus. For many universities, campus transit services are a sustainable and economic alternative to providing parking.⁷

All of CyRide’s peer agencies serve a major university. Figure 6-16 summarizes the estimated university-based revenues and ridership at several peer agencies, based on available data. Based on this sample, CyRide has higher than average annual student ridership, and the highest proportion of student riders. The university contribution is slightly less than the average, as is the estimated fare paid per boarding, leading to a higher discount for ISU students compared with peer agencies. University contributions constitute a similarly high percentage of revenues for both CyRide and Chapel Hill Transit (above 90%). CyRide is also similar to peer agencies in terms of the percentage of operating expenses covered by university contributions.

Although the cost per student ride on CyRide is lower than the peer average at \$0.70 per ride, the estimated discount of 30% off the base fare is close to the peer average of 25%. This indicates that compared with its peers, CyRide and ISU benefit equally from their existing financial arrangement.

Figure 6-15 Estimated University-Based Annual Revenues and Ridership at Peer Agencies

Agency	Annual Student Ridership	% of Annual Ridership	Estimated Fare per Boarding	Estimated Discount	University Contribution	% of Revenues	% of Operating Expenses
CyRide	6.4 million	94%	\$0.70	-30%	\$4.5 million	94%	51%
MTD	8.5 million	65%	\$0.71	-29%	\$6.1 million	86%	20%
CHT	4.1 million	60%	\$1.89	189%*	\$7.8 million	91%	53%
RTS	8.1 million	75%	\$1.52	2%	\$12.3 million	84%	55%
CATA	3.2 million	44%	\$0.75	-57%	\$2.4 million	28% of 2016 operating revenues	19%
ATS	1.1 million	60%	\$0.99	-43%	\$1.1 million	60%	10%
ICT	4.5 million (CAMPUS)	68%	\$0.98	-2%	\$4.4 million	N/A	52%
Average	5.1 million	67%	\$1.10	-25%*	\$5.5 million	63%	37%

Sources: [ATS/UGA Ridership by Fare Category](#)

*Notes: Average estimated multiplier/discount excludes Chapel Hill transit, which does not charge a fare.

⁷ The national average for structured parking construction is \$19,000 per space (Carl Walker, 2016, *Mean Construction Costs*, Carl Walker Consulting)

7 RIDERSHIP AND REVENUE SCENARIO ANALYSIS

The purpose of this section is to introduce a range of fare concepts for further analysis and review. Fare concepts are strategies that may be used to meet the goals and objectives described earlier in this chapter. However, concepts are preliminary. Some concepts may continue to be further refined as part of an alternatives package while others will not.

Fare scenarios are more specific and combine select concepts that can be compared against one another. This chapter describes three specific scenarios. This analysis demonstrates the ridership and revenue impacts of three potential fare structures.



Fare Concepts

Maintaining the fare analysis goals, the following fare concepts were considered as part of the evaluation process in this study:

- Encourage Non-Student Ridership Growth.
- Evaluate Revenue Implications of Rolling Back Fare Pricing.
- Evaluate Ridership and Revenue Implications of Systemwide Fare Free Operation.
- Increase Fare Revenue Generated from ISU.

Fare Model Approach and Assumptions

Specific concepts related to potential fare structure and pricing changes were developed to evaluate potential impacts to CyRide ridership and revenue. The fare model developed for this project is based on existing ridership and revenue data (FY 2016) and assumptions on average fare per passenger for each CyRide fare product. This information is then used as a baseline to understand order of magnitude changes to fare revenues as a result of pricing changes.

Consumption of transit, like other goods and services, reacts to cost. Significant research over time has examined the sensitivity of transit ridership to fare increases. In transit, the standard measurement of sensitivity to fare changes means that for every 10% increase in fares, ridership will decrease by 3% (and vice-versa).

As such, elasticity factors are common in fare modeling, as they define the price sensitivity of riders to fare changes. An elastic factor suggests a larger change in ridership relative to a fare change. An inelastic factor suggests a relatively small change in ridership relative to a fare change. The model accounts for three elasticity factors⁸:

- A relatively inelastic factor (-0.33), which is consistent with industry standards for regular fares
- A “reduced” elasticity factor (-0.21) to account for observations associated with student, elderly, and people with disabilities
- A “fare free” elasticity factor (-0.52) to account for the higher attractiveness of fare free service

Using these elasticity factors, ridership changes (on a fare product basis) are determined from the proposed fare increase or decrease. A new average fare for each fare product is also calculated from the percentage change in the fare product price. Finally, multiplying the new ridership estimate by the new average fare produces a revenue estimate for that fare product.

It should be cautioned that any estimation model is an approximation based on a set of assumptions and is highly dependent on accurate data inputs to ensure quality outputs. The fare model bases ridership and revenue changes strictly on price variation. Qualitative factors such as customer simplicity or other factors are not considered here, but are certainly factors in reality that influence ridership and revenue levels. Based on the perceived simplicity gains, it is likely that ridership benefits in each alternative are understated. As a result, the findings in this memo are simply estimates but offer a valuable means to compare different alternatives against one another.

⁸ Source: TCRP Report 95, Chapter 12, *Transit Pricing and Fares*.

Fare Scenarios

Scenario 1: Fare Pricing Rollback

This scenario evaluates the ridership and revenue impacts of rolling the base fare back to \$1. The Scenario 1 fare structure is shown in Figure 7-1.

Figure 7-1 Scenario 1 Evaluation Fare Structure

Fare Category	Existing Fare	Proposed Fare
Cash Fare (Full Fare/Reduced Fare)	\$1.02	\$0.76
Free (ISU Students, Under 6 Years of Age)	\$0.70	\$0.70
Transfers	\$0.00	\$0.00
Moonlight Express	\$0.00	\$0.00
Green Ticket (Full Fare)	\$1.20	\$1.00
Yellow Ticket (Reduced Fare)	\$0.60	\$0.50
Pass (Monthly/Semester/School Year/Summer)	\$0.82	\$0.61

Scenario 2: Systemwide Fare Free

In this scenario, all fare categories are free, and the agreement with ISU Student Government remains constant. The Scenario 2 fare structure is shown in Figure 7-2.

Figure 7-2 Scenario 2 Evaluation Fare Structure

Fare Category	Existing Fare	Proposed Fare
Cash Fare (Full Fare/Reduced Fare)	\$1.02	\$0.00
Free (ISU Students, Under 6 Years of Age)	\$0.70	\$0.70
Transfers	\$0.00	\$0.00
Moonlight Express	\$0.00	\$0.00
Green Ticket (Full Fare)	\$1.20	\$0.00
Yellow Ticket (Reduced Fare)	\$0.60	\$0.00
Pass (Monthly/Semester/School Year/Summer)	\$0.82	\$0.00

Scenario 3: Tiered ISU Fare Zones

This scenario evaluates the ridership and revenue impacts of implementing two-tiered on-campus and off-campus ISU fare zones for students living on- and off-campus. The Scenario 3 fare structure is provided in Figure 7-3.

Figure 7-3 Scenario 3 Evaluation Fare Structure

Fare Category	Existing Fare	Proposed Fare
Cash Fare (Full Fare/Reduced Fare)	\$1.02	\$1.02
ISU On-Campus Tier	\$0.70	\$0.70
ISU Off-Campus Tier		\$0.80
Transfers	\$0.00	\$0.00
Moonlight Express	\$0.00	\$0.00
Green Ticket (Full Fare)	\$1.20	\$1.20
Yellow Ticket (Reduced Fare)	\$0.60	\$0.60
Pass (Monthly/Semester/School Year/Summer)	\$0.82	\$0.82

Fare Scenario Summary

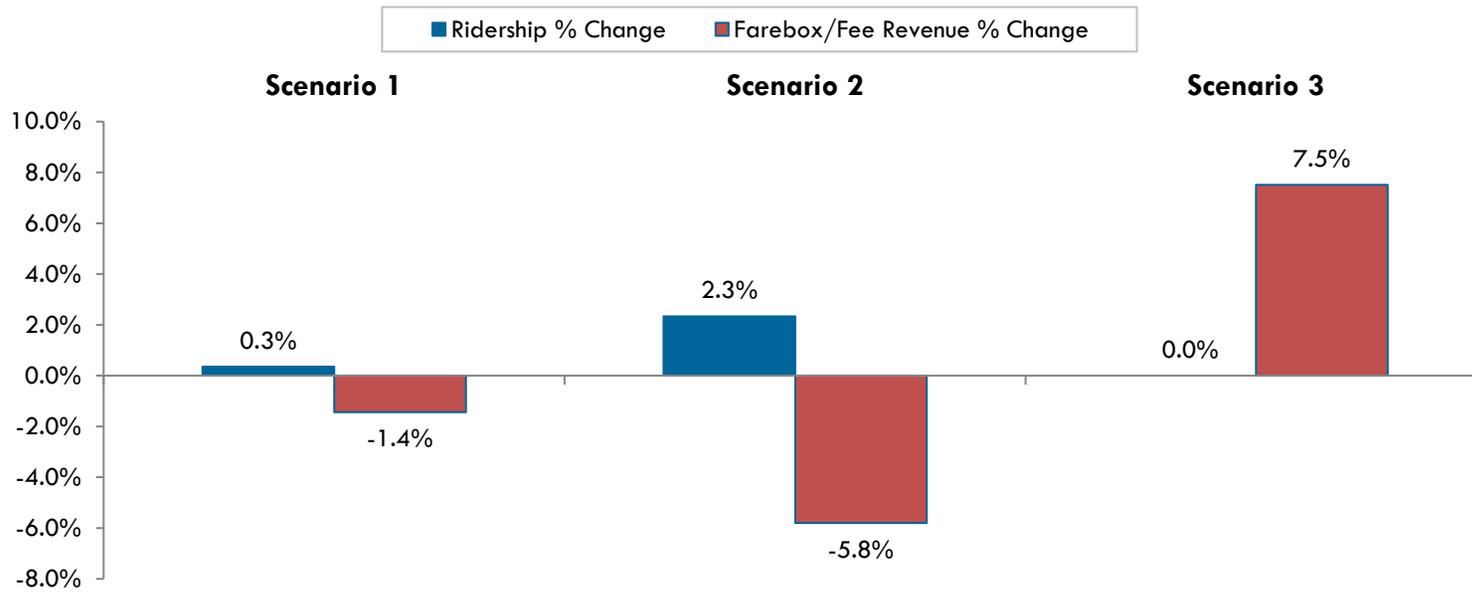
A summary of estimated ridership and revenue impacts for each scenario is shown in Figure 7-4 and Figure 7-5. Systemwide Fare Free (Scenario 2) would provide the largest increase in non-campus ridership, and a moderate loss of annual fare/fee revenues (5.8%). Fare Pricing Rollback (Scenario 1) would also result in a slight increase in non-campus ridership, but would reduce total annual fare/fee revenues by just 1.4%. In contrast, Tiered ISU Fare Zones (Scenario 3) results in no anticipated ridership changes, and a slight increase in fare/fee revenues.

Figure 7-4 Estimated Revenue Impacts

Fare Category	Existing	Scenario 1: Fare Pricing Rollback	Scenario 2: Systemwide Fare Free	Scenario 3: Tiered ISU Fare Zones
Cash Fare (Full Fare)	\$1.25	\$1.00	\$0.00	\$1.25
Cash Fare (Reduced Fare)	\$0.60	\$0.50	\$0.00	\$0.60
Free (ISU Students, Under Six Years of Age)	\$0.70	\$0.70	\$0.70	-
ISU Student On-Campus Tier	-	-	-	\$0.70
ISU Student Off-Campus Tier	-	-	-	\$0.80
Transfers	\$0.00	\$0.00	\$0.00	\$0.00
Green Ticket (Full Fare)	\$1.20	\$1.00	\$0.00	\$1.20
Yellow Ticket (Reduced Fare)	\$0.60	\$0.50	\$0.00	\$0.60
Pass (Monthly/Semester/School Year/Summer)	\$0.82	\$0.61	\$0.00	\$0.82
Total Annual Fare/Fee Revenue	\$4,749,000	\$4,680,832	\$4,474,000	\$5,105,000
Change in Fare/Fee Revenue	-	(\$68,095)	(\$275,000)	\$356,000
Total Annual Ridership	6,773,322	6,797,027	6,931,184	6,773,322
Change in Annual Ridership	-	23,705	157,862	-

SYSTEM REDESIGN | FARE ANALYSIS
CyRide

Figure 7-5 Scenario Ridership and Revenue Impacts



8 FARE RECOMMENDATIONS

This fare analysis reviewed existing conditions and best practices, evaluated the existing agreement with ISU students, documented ongoing costs related to fare collection, and evaluated the ridership and revenue implications of a variety of fare scenarios. Based on the results of this fare analysis, it is recommended that CyRide consider implementation of Scenario 1 – Fare Pricing Rollback. CyRide most recently increased fares in 2012, which included increasing the base fare from \$1 to \$1.25. This recommendation rolls back the base fare to \$1, and is evaluated in the previous chapter as Scenario 1: Fare Pricing Rollback. Figure 8-1 summarizes the recommended fare structure for CyRide.

Figure 8-1 Recommended Fare Structure

Fare Category	Existing Fare	Proposed Fare
Cash Fare (Full Fare)	\$1.25	\$1.00
Cash Fare (Reduced Fare)	\$0.60	\$0.50
Free (ISU Students, Under Six Years of Age)	\$0.70	\$0.70
Transfers	Free	Free
Green Ticket (Full Fare)	\$1.20	\$1.00
Yellow Ticket (Reduced Fare)	\$0.60	\$0.50
Pass (Monthly/Semester/School Year/Summer)	\$0.82	\$0.61

The recommended scenario results in a minimal increase in non-campus ridership (0.3%) and would reduce total annual fare/fee revenues by just 1.4%, as shown in Figure 8-2. In addition to being relatively neutral in terms of ridership and fare/fee revenues, implementation of the recommended scenario would benefit both passengers and CyRide, easing the logistics of fare collection and increasing the attractiveness of service to passengers not affiliated with ISU.

Figure 8-2 Recommended Scenario Ridership and Revenue Impacts

	Existing	Proposed
Total Annual Fare/Fee Revenue	\$4,749,000	\$4,680,832
Change in Fare/Fee Revenue	-	(\$68,095)
Percent Change in Fare/Fee Revenue	-	(1.4%)
Total Annual Ridership	6,773,322	6,797,027
Change in Annual Ridership	-	23,705
Percent Change in Annual Ridership	-	0.3%

APPENDIX E:
Orange Route/Iowa State Center
Analysis

ORANGE ROUTE/IOWA STATE CENTER ANALYSIS

The Orange Route has the highest ridership of any CyRide route, carrying two million passengers annually. It operates multiple variations, including one that travels to the ISU Veterinary Medicine College, one that begins at the Iowa State Center (ISC) park-and-ride, and a third that starts at Maple-Willow-Larch. All variants travel to and from the central campus. Anecdotal evidence suggests that many current Orange Route patrons live in Ames and drive to the park-and-ride instead of utilizing existing bus service that serves their neighborhood. These riders are attracted to the Orange Route by the higher frequencies (a bus every four minutes or so) compared to what is offered on their local routes.

ISU students, faculty, and staff need to get to campus. This analysis is designed to ascertain the number of passengers using the park-and-ride lots, what alternatives these patrons have, and whether it is more cost effective for CyRide to serve these patrons via the park-and-ride or via expanded local service.

This analysis answers the following question: What would be the impact to CyRide if Ames-based ISC lot users switched to local bus routes for their entire trip to ISU? More specifically it answers:

- How would this increase ridership on other local routes?
- How would this reduce ridership on the Orange Route?
- What are the cost implications of both changes?

Evaluating the Orange Route and ISC park-and-ride consisted of a route-by-route analysis and vehicle needs analysis.

METHODOLOGY

As mentioned previously, the Orange Route is a circulator that connects the main ISU campus with the ISC commuter park-and-ride lot. Depending on the campus destination, the distance between ISU and ISC can range between one-eighth mile and one mile. For certain trips, the Orange Route also connects ISU and ISC with the College of Veterinary Medicine (Vet Med) roughly one mile south of ISC; parking at ISC is free.

In 2013, CyRide conducted an intercept survey at ISC to see where patrons were coming from and determine home locations. The survey was completed by 633 total respondents (501 based in Ames). A multiplier was used to reflect actual Orange Route ridership from ISC. Additional steps included the following:

- Estimated extra ridership for non-Orange routes
 - Assigned respondents to highest-ridership route within ¼ mile of their home

- Analysis conducted on hour-by-hour basis for a.m. inbound trips
- Determined where capacity issues would occur
- Estimated reduction in ridership for Orange Route based on riders switching to local routes
- Analyzed impact on trips, service hours, and costs

AMES-BASED ISC COMMUTER LOT USERS

Results indicate that many Orange Route riders live in Ames near existing bus routes. These riders travel by car to the ISC commuter park-and-ride lot and use the bus to reach the main ISU Campus. Additional findings from the analysis included the following:

- The survey included 467 responses based in Ames that were possible to geocode
- The majority of Ames-based respondents began their journey at the following locations:
 - Near Mortensen Road west of Ames Middle School
 - Near S. 16th Street between Apple Place and Golden Aspen Drive (east of Vet Med).
 - Near the intersection of S. 4th Street and S Grand Avenue

Figure 1 shows origin locations of survey respondents. Figure 2 and Figure 3 represent additional demand at corresponding bus stop locations on local CyRide routes all day and during the morning peak period.

Figure 1 Origin Location of Ames-Based Respondents to Orange Route Survey

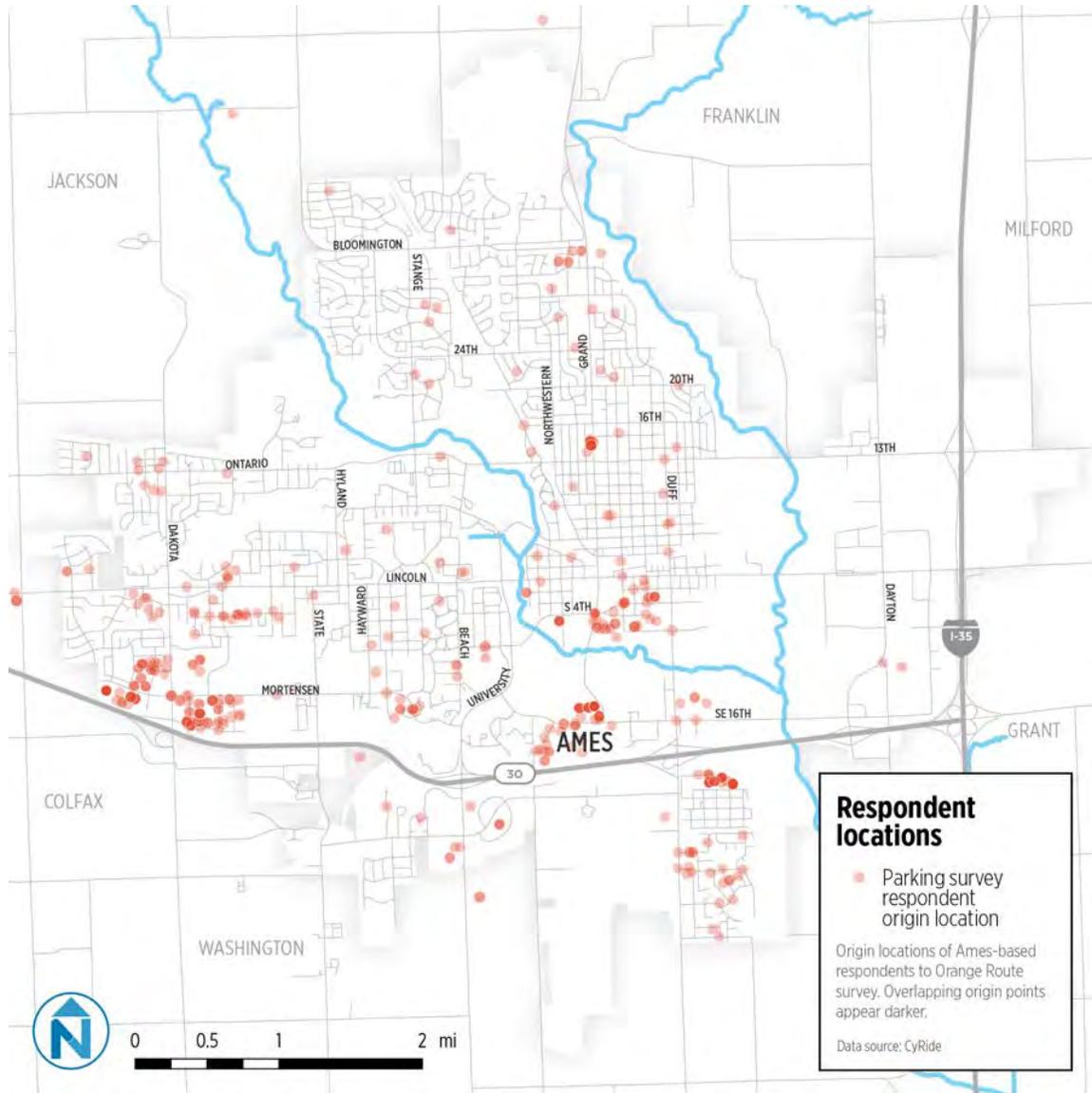


Figure 2 Estimated Additional All-Day Transit Demand by Stop



Figure 3 Estimated Additional Morning Peak Transit Demand by Stop

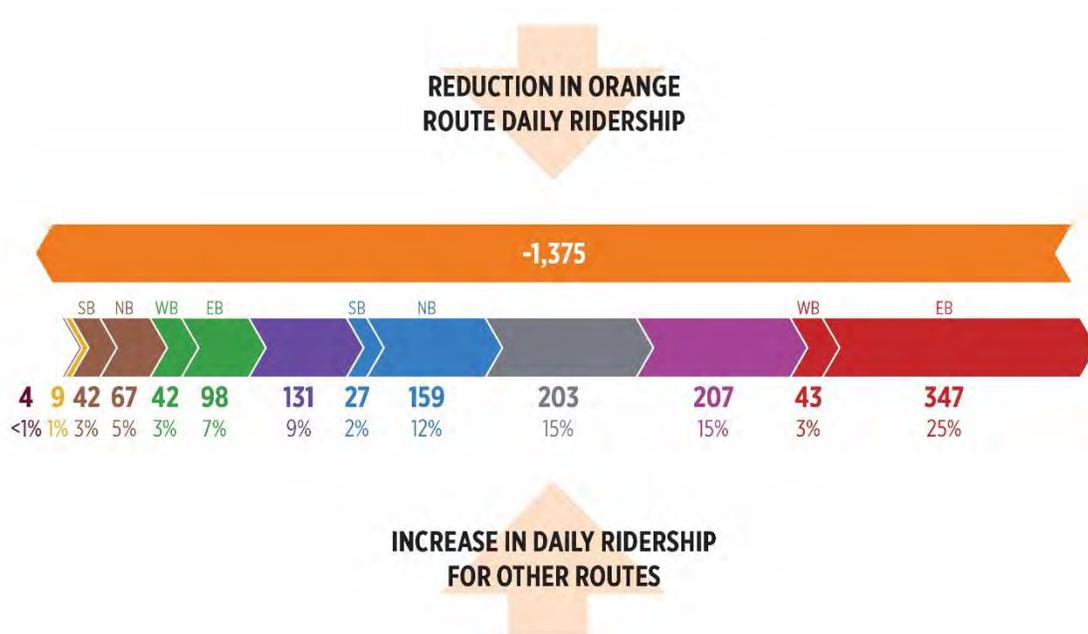


IMPACTS ON CYRIDE

Figure 4, Figure 5, and Figure 6 summarize the ridership, vehicle, and operating cost impacts for CyRide if customers switched from riding Orange Route to their nearby local route. Costs and vehicle needs were calculated based on the morning peak period—the time period with the most transit demand throughout the day.

While the Orange Route would decrease in total revenue hours, service would correspondingly increase on eight other routes to meet ridership demand from residents switching to their local route (Figure 4). Although five fewer trips would operate in total (Figure 5), costs would increase by more than \$40,000¹ per year, as other routes in the system are more expensive to run than the Orange Route (Figure 6).

Figure 4 Ridership Impact (Morning Inbound)



¹ Estimated change in operating costs, by route, assuming 100% of Ames-based ISC lot users within one-quarter mile of a bus stop switched from the Orange Route to another local route. Morning inbound trips only.

Figure 5 Vehicle Impact (Morning Inbound)



Figure 6 Operating Cost Impact (Morning Inbound)



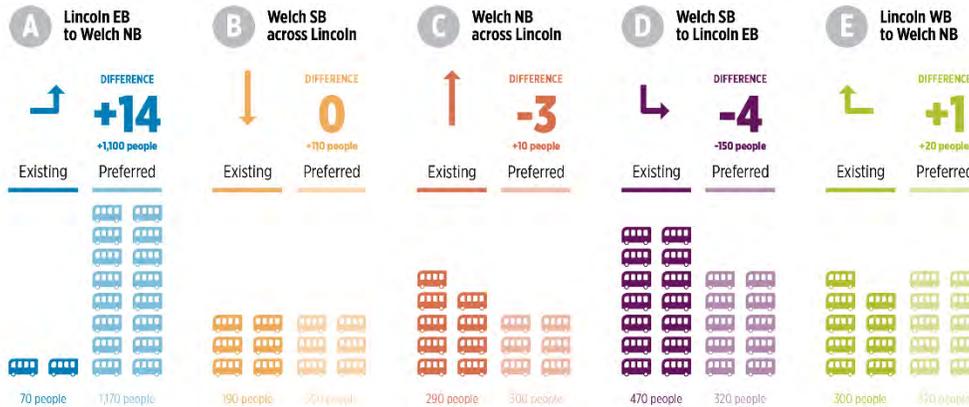
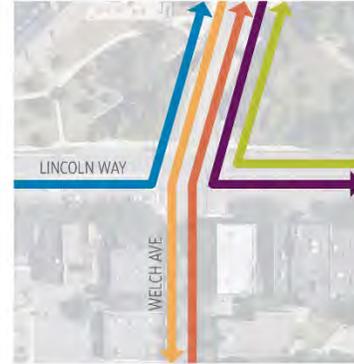
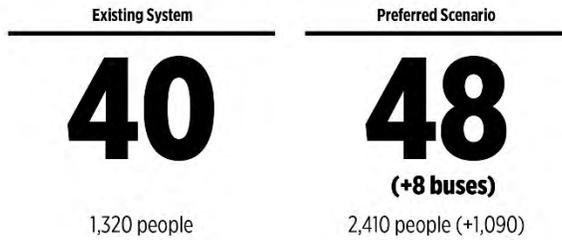
**APPENDIX F:
Lincoln Way, Welch Avenue, and Union
Drive Concepts**

LINCOLN WAY AND WELCH AVENUE

Figure 1 Lincoln Way And Welch Avenue Peak Period Bus Activity

LINCOLN-WELCH BUS ACTIVITY (AM PEAK)

Number of buses crossing the intersection of Lincoln Way and Welch Ave between 8:00 a.m. and 9:00 a.m. based on the existing system and preferred service scenario.



UNION DRIVE

Figure 2 ISU Plans for Union Drive

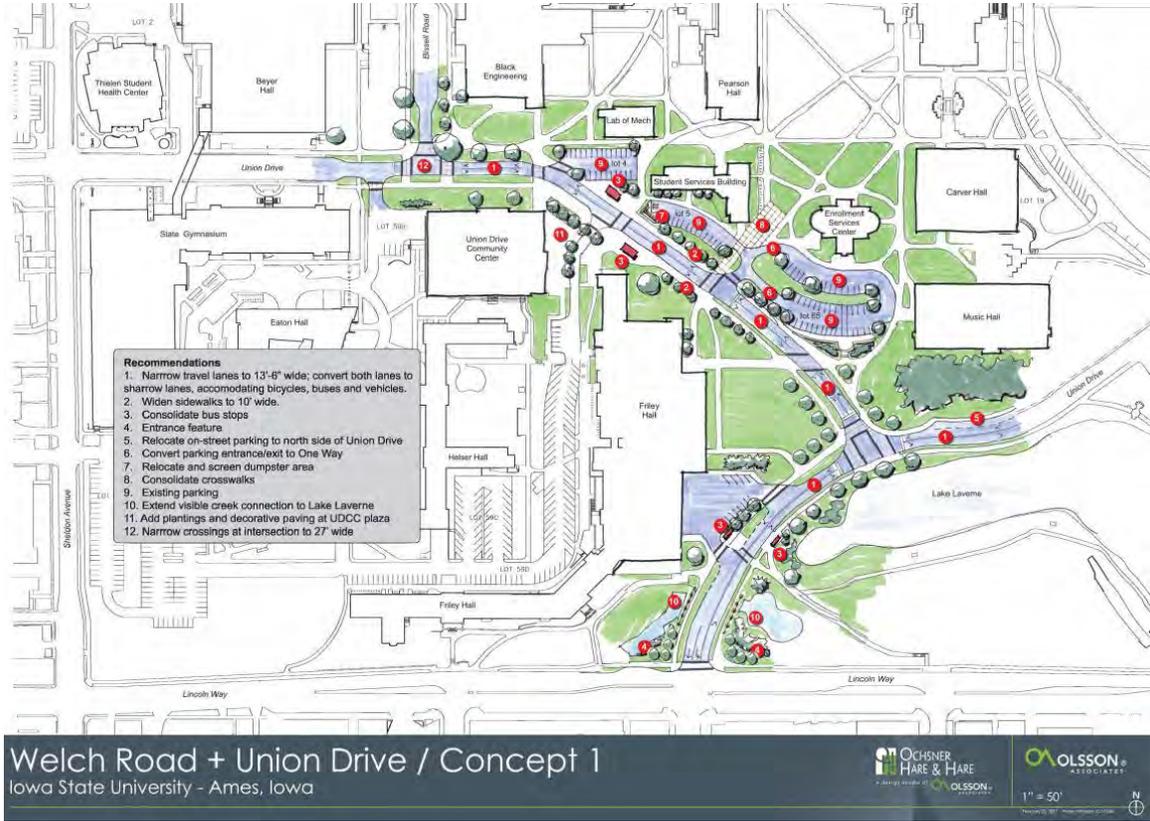


Figure 3 CyRide Schedules and Anticipated Peak Period Buses on Union Drive

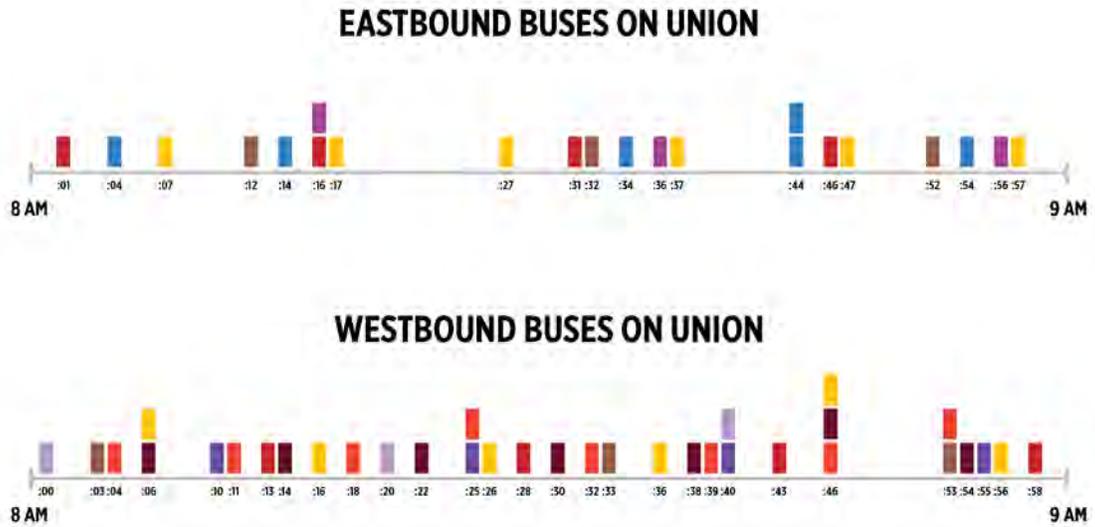


Figure 4 Union Drive Bus Stop Concepts

