

## **Appendix B**

### **Technical Memorandum #2:**

### **Existing Transit Conditions**



Technical Memorandum #2:

# EXISTING TRANSIT CONDITIONS

May 2005

Submitted to



Submitted by



2400 Pershing Road  
Suite 400  
Kansas City, MO 64108

## URS

700 South Third Street  
Suite 600  
Minneapolis, MN 55415

# Table of Contents

<b>I.</b>	<b>OVERVIEW .....</b>	<b>7</b>
	Introduction.....	7
	Goals and Objectives .....	10
	Summary of Findings.....	11
<b>II.</b>	<b>OPERATING AND FINANCIAL TRENDS.....</b>	<b>19</b>
	Ridership Trends.....	19
	Ridership per Revenue Hour.....	25
	Operating Cost .....	29
<b>III.</b>	<b>DEMOGRAPHIC DATA.....</b>	<b>32</b>
	Population Density.....	32
	Housing Density.....	33
	Senior Citizen Population .....	34
	Household Income and Poverty Status .....	35
	Vehicle Availability.....	37
	Single Parent Households .....	38
	Summary.....	38
<b>IV.</b>	<b>STAFF AND DRIVER INTERVIEWS.....</b>	<b>39</b>
	Bettendorf.....	39
	Davenport.....	39
<b>V.</b>	<b>ON/OFF COUNTS.....</b>	<b>41</b>
	Bettendorf.....	41
	Davenport.....	53
<b>VI.</b>	<b>ON-BOARD SURVEY.....</b>	<b>88</b>
	Bettendorf.....	88
	Davenport.....	89
<b>VII.</b>	<b>TRANSFER SURVEY.....</b>	<b>91</b>

# List of Figures

Figure 1	Transit Route Map.....	7
Figure 2	Bettendorf Monthly Ridership Trend by Fare Type .....	19
Figure 3	Davenport Monthly Weekday Ridership Trend by Fare Type .....	20
Figure 4	Davenport Monthly Saturday Ridership Trend by Fare Type .....	20
Figure 5	Bettendorf Monthly Ridership.....	21
Figure 6	Bettendorf Average Saturday Ridership.....	22
Figure 7	Davenport Weekday Ridership – Routes 1-4.....	22
Figure 8	Davenport Weekday Ridership – Routes 5-8.....	22
Figure 9	Davenport Weekday Ridership – Routes 9-53.....	23
Figure 10	Davenport Saturday Ridership – Routes 1-4.....	23
Figure 11	Davenport Saturday Ridership – Routes 5-8.....	24
Figure 12	Davenport Saturday Ridership – Routes 9-53.....	24
Figure 13	Bettendorf Weekday Riders per Service Hour .....	25
Figure 14	Davenport Weekday Riders per Service Hour – Routes 1-4.....	26
Figure 15	Davenport Weekday Riders per Service Hour – Routes 5-8.....	26
Figure 16	Davenport Weekday Riders per Service Hour – Routes 9-12.....	27
Figure 17	Davenport Saturday Riders per Service Hour – Routes 1-4.....	27
Figure 18	Davenport Saturday Riders per Service Hour – Routes 5-8.....	28
Figure 19	Davenport Saturday Riders per Service Hour – Routes 9-12.....	28
Figure 20	Bettendorf Cost per Rider Trends.....	30
Figure 21	Davenport Cost per Rider Trends .....	31
Figure 22	Scott County Population Density .....	32
Figure 23	Scott County Housing Unit Density.....	33
Figure 24	Scott County Percentage of Population Age 65 and Older .....	34
Figure 25	Scott County Household Income in 1999.....	35
Figure 26	Percentage of Families Living Below Poverty Level.....	36
Figure 27	Percentage of Occupied Housing Units with No Vehicle Available.....	37

## List of Figures

Figure 28	Percentage of Families that are Single Parent Households .....	38
Figure 29	Route 1: Bridge (Red) Route Weekday Outbound .....	41
Figure 30	Route 1: Bridge (Red) Route Weekday Inbound .....	41
Figure 31	Route 1: Bridge (Red) Route Saturday Outbound .....	42
Figure 32	Route 1: Bridge (Red) Route Saturday Inbound .....	42
Figure 33	Route 2: North (Gold) Route Weekday Outbound .....	43
Figure 34	Route 2: North (Gold) Route Weekday Inbound .....	44
Figure 35	Route 2: North (Gold) Route Saturday Outbound .....	44
Figure 36	Route 2: North (Gold) Route Saturday Inbound .....	45
Figure 37	Route 3: Riverfront (Blue) Route Weekday Outbound .....	46
Figure 38	Route 3: Riverfront (Blue) Route Weekday Inbound .....	46
Figure 39	Route 3: Riverfront (Blue) Route Saturday Outbound .....	47
Figure 40	Route 3: Riverfront (Blue) Route Saturday Inbound .....	47
Figure 41	Route 4: Scott Community College (Green) Route Weekday Outbound .....	48
Figure 42	Route 4: Scott Community College (Green) Route Weekday Inbound .....	49
Figure 43	Route 4: Scott Community College (Green) Route Saturday Outbound .....	49
Figure 44	Route 4: Scott Community College (Green) Route Saturday Inbound .....	50
Figure 45	Route 5: 53 <sup>rd</sup> Street/Northeast (Purple) Route Weekday Outbound .....	51
Figure 46	Route 5: 53 <sup>rd</sup> Street/Northeast (Purple) Route Weekday Inbound .....	51
Figure 47	Route 5: 53 <sup>rd</sup> Street/Northeast (Purple) Route Saturday Outbound .....	52
Figure 48	Route 5: 53 <sup>rd</sup> Street/Northeast (Purple) Route Saturday Inbound .....	53
Figure 49	Route 1: Rockingham Route Weekday Outbound .....	53
Figure 50	Route 1: Rockingham Route Weekday Inbound .....	54
Figure 51	Route 1: Rockingham Route Saturday Outbound .....	55
Figure 52	Route 1: Rockingham Route Saturday Inbound .....	55
Figure 53	Route 2: Marquette Route Weekday Outbound .....	56
Figure 54	Route 2: Marquette Route Weekday Inbound .....	56

## List of Figures

Figure 55	Route 2: Marquette Route Saturday Outbound .....	57
Figure 56	Route 2: Marquette Route Saturday Inbound .....	57
Figure 57	Route 3: Fairgrounds Route Weekday Outbound .....	58
Figure 58	Route 3: Fairgrounds Route Weekday Inbound .....	59
Figure 59	Route 3: Fairgrounds Route Saturday Outbound .....	59
Figure 60	Route 3: Fairgrounds Route Saturday Inbound .....	60
Figure 61	Route 4: Brady Street/Harrison Street Route Weekday Outbound .....	61
Figure 62	Route 4: Brady Street/Harrison Street Route Weekday Inbound .....	61
Figure 63	Route 4: Brady Street/Harrison Street Route Saturday Outbound .....	62
Figure 64	Route 4: Brady Street/Harrison Street Route Saturday Inbound .....	63
Figure 65	Route 5A: NorthPark Route Weekday Outbound .....	63
Figure 66	Route 5A: NorthPark Route Weekday Inbound .....	64
Figure 67	Route 5A: NorthPark Route Saturday Outbound .....	65
Figure 68	Route 5A: NorthPark Route Saturday Inbound .....	65
Figure 69	Route 5B: Kimberly DownsRoute Weekday Outbound .....	66
Figure 70	Route 5B: Kimberly DownsRoute Weekday Inbound .....	66
Figure 71	Route 6: Ridgeview Route Weekday Outbound .....	67
Figure 72	Route 6: Ridgeview Route Weekday Inbound .....	68
Figure 73	Route 6: Ridgeview Route Saturday Outbound .....	69
Figure 74	Route 6: Ridgeview Route Saturday Inbound .....	69
Figure 75	Route 7: Bridgeline Route Weekday Outbound .....	70
Figure 76	Route 7: Bridgeline Route Weekday Inbound .....	70
Figure 77	Route 7: Bridgeline Route Saturday Outbound .....	71
Figure 78	Route 7: Bridgeline Route Saturday Inbound .....	72
Figure 79	Route 8: Telegraph Route Weekday Outbound .....	72
Figure 80	Route 8: Telegraph Route Weekday Inbound .....	73
Figure 81	Route 8: Telegraph Route Saturday Outbound .....	74

## List of Figures

Figure 82	Route 8: Telegraph Route Saturday Inbound .....	74
Figure 83	Route 9: Hickory Grove Route Weekday Outbound .....	75
Figure 84	Route 9: Hickory Grove Route Weekday Inbound .....	75
Figure 85	Route 9: Hickory Grove Route Saturday Outbound .....	76
Figure 86	Route 9: Hickory Grove Route Saturday Inbound .....	77
Figure 87	Route 10: Central Park Route Weekday Outbound .....	77
Figure 88	Route 10: Central Park Route Weekday Inbound .....	78
Figure 88	Route 10: Central Park Route Saturday Outbound .....	79
Figure 90	Route 10: Central Park Route Saturday Inbound .....	79
Figure 91	Route 10: Locust Route Weekday Outbound .....	80
Figure 92	Route 10: Locust Route Weekday Inbound .....	80
Figure 93	Route 10: Locust Route Saturday Outbound .....	81
Figure 94	Route 10: Locust Route Saturday Inbound .....	82
Figure 95	Route 61: Route 11 Tripper Route Weekday Outbound .....	82
Figure 96	Route 61: Route 11 Tripper Route Weekday Inbound .....	83
Figure 97	H.D.C. Tripper Route Weekday Outbound .....	84
Figure 98	H.D.C. Tripper Route Weekday Inbound .....	84
Figure 99	Route 12/53: East Davenport/East 53 <sup>rd</sup> Street Route Weekday Outbound .....	85
Figure 100	Route 12/53: East Davenport/East 53 <sup>rd</sup> Street Route Weekday Inbound .....	86
Figure 101	Route 12/53: East Davenport/East 53 <sup>rd</sup> Street Route Saturday Outbound .....	87
Figure 102	Route 12/53: East Davenport/East 53 <sup>rd</sup> Street Route Saturday Inbound .....	87

## List of Tables

Table 1	Bettendorf Transit Operating Statistics – FY 2003-2004 .....	8
Table 2	CitiBus Operating Statistics – FY 2003-2004 .....	10
Table 3	Bettendorf Cost per Rider .....	29
Table 4	Davenport Cost per Rider .....	30
Table 5	Transfer Matrix .....	92

## Appendix

Appendix A	Summary of User Survey Results: Bettendorf
Appendix B	Summary of User Survey Results: Davenport

## I. OVERVIEW

### Introduction

This document presents key information used in assessing the current Bettendorf and Davenport fixed route systems. Included here is a discussion of operating and financial trends, demographic data and other information to evaluate system performance.

#### *Bettendorf*

Figure 1 presents the Bettendorf transit map. Five routes operate in Bettendorf. Service is available every one-half hour from Monday through Friday from 6:00 AM to 6:30 PM, and every hour on Saturday from 8:30 AM to 5:30 PM, except on major holidays. River Bend Transit, under contract with the City of Bettendorf, provides Saturday service.

All Bettendorf routes meet at Duck Creek Mall in a “pulse” scheduling operation. (A “pulse” operation has all routes “meeting” at a common point at the same time.) In addition, the routes operate in a “loop” pattern, with vehicles traversing a route in either a clockwise or counterclockwise direction.

Table 1 presents key operating statistics for Bettendorf Transit based on fiscal year 2003-2004, which covers the period from July 1, 2003 to June 30, 2004. Data in the table includes “Frequency” which is how often buses arrive and depart from each location; “one-way trips” which are the number (in the case of loop design routes) of departures from the starting point made by each route; “daily revenue hours” which are the hours of bus operation for each route; and “riders per revenue hour” which is a measure of system productivity. During this period, Bettendorf Transit served 470 riders per day using five buses. Route 4, which serves Scott Community College, had the highest number of riders per day (127) and number of riders per revenue hour (10.1). The system average number of riders per revenue hour was 8.6. Note that Route 5 (53<sup>rd</sup> Street/Northeast) is a new route which might explain why its numbers are low.

**Figure 1**  
**Transit Route Map**



**Table 1**  
**Bettendorf Transit Operating Statistics – FY 2003-2004**

<b>Route</b>	<b>Frequency (minutes)</b>	<b>Daily One-Way Trips</b>	<b>Daily Revenue Hours<sup>1</sup></b>	<b>Vehicles in Operation</b>	<b>Daily Riders<sup>1</sup></b>	<b>Riders Per Revenue Hour<sup>1</sup></b>
Route 1 (Bridge/Red)	30	49	12.6	1	101	8.0
Route 2 (North/Gold)	30	49	12.6	1	94	7.5
Route 3 (Riverfront/Blue)	30	49	12.7	1	111	8.8
Route 4 (Scott C.C./Green)	30	48	12.6	1	127	10.1
Route 5 (53rd St/Northeast/Purple) <sup>2</sup>	30	48	12.1	1	36	3.0
<b>Totals</b>	N/A	243	62.7	5	470	8.6

Source: Bettendorf Transit data as compiled by TranSystems.

<sup>1</sup> Data represents daily average from July 2003 to June 2004

<sup>2</sup> Data for 53rd Street Route is from July to November 2004

### *Davenport*

Figure 1 also shows the CitiBus transit map. Fifteen routes operate in Davenport including the tripper routes and variations of Routes 5 and 10. Service is available Monday through Friday from 5:30 AM to 6:00 PM, and on Saturday from 9:00 AM to 6:00 PM, except on major holidays. On weekdays, three of the Davenport routes operate every one-half hour, two operate every 40 minutes and nine operate every hour. On Saturday, routes continue to operate at the same intervals but during the shortened hours of operation. On Saturday, Routes 5B, 11 and the H.D.C. tripper do not operate. Although most Davenport routes go through the downtown Ground Transportation Center (GTC), they do not operate on a “pulse” system. However, some routes do depart at the same time from the GTC, including Routes 1 and 8; Routes 2, 7 and 12; and Routes 4 and 9.

CitiBus is owned and operated by the City of Davenport. It operates 20 transit coach vehicles with a seating capacity of 25 to 39 passengers. The vehicles range in age from one year to 11 years. This type of vehicle has a typical useful life of 10 to 12 years.

Table 2 presents key operating statistics for CitiBus based on fiscal year 2003-2004, which covers the period from July 1, 2003 to June 30, 2004. “Frequency” denotes how often buses arrive and depart from each location. “One-Way Trips” indicate the number (in the case of loop design routes) of departures from the starting point made by each route. “Daily Revenue Hours” are the number hours of bus operation for each route. Lastly, “Riders Per Revenue Hour” is a measure of system productivity. During this period, CitiBus served 2,550 riders per day using 17 buses. Route 4, which operates on Brady and Harrison Streets, had the highest number of riders per day (530) and one of the highest number of riders per revenue hour (20.9). Route 7 (Bridgeline) had the highest number of riders per revenue hour at 21.0. The system average number of riders per revenue hour was 15.0.

Note that Route 53 (East 53<sup>rd</sup> Street) is a new route which might explain why its numbers are low.

**Table 2  
CitiBus Operating Statistics – FY 2003-2004**

<b>Route/Name</b>	<b>Frequency (minutes)</b>	<b>Daily One- Way Trips</b>	<b>Daily Revenue Hours<sup>1</sup></b>	<b>Vehicles in Operation</b>	<b>Daily Riders<sup>1</sup></b>	<b>Riders Per Revenue Hour<sup>1</sup></b>
Route 1 - Rockingham	40	36	11.8	1	157	13.3
Route 2 - Marquette	30	39	19.1	2	139	7.3
Route 3 - Fairgrounds	60	26	12.5	1	115	9.2
Route 4 - Brady St/Harrison St	30	52	25.4	2	530	20.9
Route 5			18.8	2	213	11.3
5A - NorthPark	60	25				
5B - Kimberly Downs	60	12				
Route 6 - Ridgeview	60	24	12.3	1	106	8.7
Route 7 - Bridgeline	30	54	13.4	1	281	21.0
Route 8 - Telegraph	40	36	11.9	1	168	14.1
Route 9 - Hickory Grove	60	24	11.7	1	137	11.7
Route 10			24.7	2	396	16.1
10 - Central Park	60	25				
10 - Locust	60	25				
Route 11 - Route 61	30-60	22	6.0	1	78	12.9
Route 12 - East Davenport	60	25	12.1	1	156	12.9
Route 53 <sup>2</sup> - East 53rd St	60	25	12.2	1	75	6.1
<b>Totals</b>	N/A	450	191.9	17	2,550	15.0

Source: Davenport CitiBus data as compiled by TranSystems.

<sup>1</sup> Data represents daily average from July 2003 to June 2004

<sup>2</sup> Data for Route 53 is from July to September 2004

## Goals and Objectives

The Study Advisory Committee (SAC) met on March 8, 2005 and adopted the following goals and objectives for the Iowa Quad Cities Transit Alternatives Analysis:

### *Transportation and Mobility*

- Create transit improvements that add people-carrying capacity as necessary, minimize operating costs and improve operating efficiency.
- Provide an expanded range of transportation choices.
- Augment the Quad Cities' transportation system.
- Expand opportunities for all transit users to move freely to, through and within the Quad Cities.
- Proposed improvements should be fundable and affordable.

- Proposed improvements should make public transit a more attractive option.

#### *Economic Opportunity and Investment*

- Support investments in infrastructure, business and community that sustain the heart of the Quad Cities.
- Promote a reliable transit system that supports an efficient, effective land use development pattern in major activity centers, minimizes parking demand and facilitates the highest and best use of adjacent properties.
- Provide employers with the confidence that their employees have reliable options to travel to and from work.

#### *Communities and Environment*

- Facilitate the preservation and enhancement of neighborhoods in the Quad Cities.
- Acknowledge the individual character and aspirations of each place served, and of the Quad Cities as a whole.
- Support regional goals for cleaner air and water, more efficient energy use, and a safer and healthier environment.

These goals and objectives will be used to develop alternatives and evaluation criteria in subsequent phases of this study.

### **Summary of Findings**

This technical memorandum summarizes the findings from the existing transit conditions assessment for Bettendorf and Davenport Iowa. This document includes a summary of the operational and financial trends, demographic data, staff and driver interviews, on/off counts, an on board survey and a transfer survey. Key observations are included at the end of this document.

#### *Operating and Financial Trends*

Among the Bettendorf routes, the Scott Community College route has the highest ridership with nearly 3,000 monthly riders on average. The lowest ridership for the Bettendorf routes is on the new 53<sup>rd</sup> Street route with less than 1,000 monthly riders. The other three Bettendorf routes have ridership over 2,000 monthly riders. Saturday ridership on the Bettendorf routes shows a downward trend. Davenport routes 4 and 10 have the highest weekday ridership with approximately 500 and 400 respectively and Saturday ridership of approximately 300 and 200 respectively. The lowest weekday ridership for Davenport is 75, 78 and 106 riders on Routes 53, 11 and 6 respectively. The lowest Saturday ridership for Davenport is 45, 48 and 68 riders on Routes 9, 6 and 3, respectively.

Riders per revenue hour weighs the service quantity (revenue hours) put on the street versus its use (riders). Typically, routes with high ridership per hour are well-used and have the least cost per rider. Conversely, routes with low ridership per hour are poorly used and have the highest costs per rider. Of the Bettendorf routes the Scott Community College route has the highest with 10.1 riders per revenue hour and 53<sup>rd</sup> Street/Northeast route has the lowest performance with 3.0 riders per revenue hour. The other three routes perform between 7.5 and 8.8 riders per revenue hour. The average for Bettendorf is 8.6 riders per hour. Davenport routes have a range of 21.0 to 6.1 riders per revenue hour with route 7 performing the best and route 53 performing the worst. Route 2 has 7.3 riders per revenue hour and route 6 has 8.7 riders per revenue hour. Route 4 performs well with 20.9 riders per revenue hour. Other routes operate between 9.2 and 16.1 riders per revenue hour. The average for Davenport is 15.0 riders per hour.

As far as financial trends, the operating cost per rider is important because it shows the relative financial commitment being made and can dictate where resources are directed. As a system Davenport bus services cost about \$5.00 per rider and Bettendorf bus service is about \$6.00 per rider.

#### *Demographic Data*

Mapping and analysis of demographic data show that current routes generally serve the areas of the community most in need of transit. This coverage includes areas with higher percentages of elderly, low income and no vehicle available as well as areas with high population and housing density.

For the most part, current routes serve high population density areas. However, some routes serve the lowest population density areas of the community. In general, the current system does a good job in serving areas with high housing densities. The current route structure serves some areas with high percentage of senior citizens well while other areas such as north central Bettendorf are not served well. Generally, all of the routes serve the low-income areas well. The areas with the most housing units without vehicles tend to be concentrated in the core of each city. Most of the current routes serve this core area. The largest percentage of single parent households is in north central Davenport with medium concentrations at the core and along outlying portions of the community. Most of the current transit routes serve the core of the city and many of the routes connect with at least portions of the outlying areas as well.

#### *Staff and Driver Interviews*

As the drivers and staff interact with the riding customers and operations on a daily basis, their perspective is vital to providing a pragmatic dimension to the foregoing statistical analysis. Drivers and staff interviews provided the following input.

Key issues raised during the interviews for the Bettendorf system were to improve transfers/connections to Davenport buses at Duck Creek Mall for the 12/53 route and in Moline for the Bridge Street route. A suggestion was made for consideration to move the focal point of the routes to 18th and Spruce when Duck Creek Mall construction is completed and transit will no longer be able to access the mall. Other comments included running time problems for the Scott Community College route from too many “bubbles” in the route and dead spots on the Gold route near Crow Creek Road, 29th and Tanglefoot Lane and 29th and Victoria. Respondents also asked for consideration of a half-fare version of the passport and the extension of service to the Dollar Store at 13th Street near Grant Street.

Key issues raised by drivers in Davenport included the lack of riders in the downtown loop, the need for better east-west connections on Kimberly, and the need for better transfer connections between route 12 and Bettendorf route 5. Running time issues raised included the need for at least 5 minutes of recovery time in the schedules, tight running time issues for Route 2 and 10, excess time for Route 7, and running time problems for routes crossing Kimberly.

Davenport staff raised various issues including:

- Need for a “school in” and a “school out” schedule (which changes service levels depending on whether public schools are in session)
- Need for better east-west connections on Kimberly
- Provision of service to the Jersey Ridge area possibly with demand response
- Unproductivity of the downtown loop
- Running time issues with Route 10
- Possibly moving the second bus on Saturdays from Route 2 to somewhere else such as Route 11.

#### *On/Off Counts*

Specific on/off data for each route can indicate portions of a route that are underutilized. A bus stop boarding and alighting count was performed and the data was analyzed for each transit route.

Observations from the on/off counts regarding each route include:

### Bettendorf

Route 1 (Bridge/Red) shows the majority of ons and offs at Duck Creek Mall and at Metro Centre Station in Moline with little intermediate outbound activity along the route. The Saturday boarding and alighting data reflect the same trends. Route 2 (North/Gold) shows most of the boardings and alightings at Duck Creek Mall and at 18<sup>th</sup> Street and Tanglefoot Lane. There is a fair amount of activity elsewhere along the route except along Crow Creek Road where there are virtually no riders getting on or off. Saturday shows very little ridership on the North route with ons and offs only at Duck Creek Mall and at 18<sup>th</sup> Street and Tanglefoot Lane, and only one or two riders getting on or off at other locations. Route 3 (Riverfront/Blue) has activity along the entire route with most boardings and alightings at Duck Creek Mall and at the Isle of Capri. Saturday continues to show activity except on the eastern portion of the route between 28<sup>th</sup> Street and Central Avenue and 28<sup>th</sup> Street and State Street.

Route 4 (Scott Community College/Green) shows that major stops are Duck Creek Mall, Scott Community College and 29<sup>th</sup> Street and Dundee Lane. Elsewhere there is sparse activity along the route. For Saturday, the major stops are at Duck Creek Mall and at the Middle Road Hy-Vee with no activity inbound between Middle Road and Devil's Glen Road and Duck Creek Mall. Route 5 (53<sup>rd</sup> Street/Northeast/Purple) shows no activity outbound on 18<sup>th</sup> Street from Echodale Drive to 53<sup>rd</sup> Street and inbound along Spruce Hills Drive. Major stops are at the 53<sup>rd</sup> Street Cinemas and at Duck Creek Mall. Saturday shows very little activity along the entire route.

### Davenport

Route 1 (Rockingham) has activity along the entire route with major stops at Rockingham Road and Concord Street, Rockingham Road and Fairmont Street and at the Downtown Ground Transportation Center. Saturday continues to show activity along most of the route. Marquette (Route 2) shows activity along most of the route with major stops at NorthPark Mall, Genesis West Hospital and the Downtown Ground Transportation Center. For Saturday, there continues to be some boardings and alightings along most of the route. Route 3 (Fairgrounds) indicates major stops at 18<sup>th</sup> Street and Clark Street, Locust Street and Emerald Drive, Locust Street and Michigan Avenue, and at the Downtown Ground Transportation Center. There is activity along most of the route except between Michigan Avenue and 30<sup>th</sup> Street and Central Park Avenue and Calvin Court where there is only one boarding. Saturday shows little ridership along the entire route with major stops at Locust Street and Lincoln Avenue, Waverly Road and Telegraph Road and the Downtown Ground Transportation Center.

Route 4 (Brady Street/Harrison Street) shows very high activity along the route with several major stops. There is little activity inbound along Harrison Street between 29<sup>th</sup> Street and 16<sup>th</sup> Street. Saturday has generally the same major stops as the weekday. Saturday inbound also has no boardings or alightings along Harrison Street between 32<sup>nd</sup> Street and Hayes

Street and between Dover Court and 17th Street. Route 5A (NorthPark) has sparse activity along most of the route. No boardings or alightings were observed outbound between Grand Avenue and Dennison Avenue and Rusholme Street and Bridge Avenue. For Saturday, major stops continue at the same locations and activity along the route continues to be sparse with little activity outbound between Pershing Avenue and 11th Street and Eastern Avenue and 35th Street and no activity inbound between Rusholme Street and Adams Street and 15th Street and Arlington Avenue. Route 5B (Kimberly Downs) shows little ridership although boardings and alightings are spread along the route except inbound where there are few boardings and alightings along Bridge Avenue, 29th Street and Grand Avenue.

Route 6 (Ridgeview) has some activity along most of the route with several major stops. Saturday shows very limited activity along the entire route with no boardings or alightings outbound from Linwood Avenue and Valley Drive to Pine Street and Northwest Boulevard and inbound from 72nd Street and Jebens Avenue to Division Street and 55th Street. Route 7 (Bridgeline) shows activity along the entire route with most people getting on and off at the Downtown Ground Transportation Center, 4th Street and Harrison Street, 3rd Street and Ripley Street, and the Rock Island Terminal. Saturday shows little activity between the Rock Island Terminal and 3rd Street with major stops at the same locations. Route 8 (Telegraph) has activity observed along the entire route. Saturday has little ridership although it is spread along the route with the most significant stops at Rockingham Road and Ditmer Street and at the Downtown Ground Transportation Center.

Route 9 (Hickory Grove) has limited activity along the entire route with most boardings and alightings occurring at several key locations. Saturday also has ridership spread along the route although there are some dead spots along Gaines Street, Division Street, and Hickory Grove Road. Route 10 (Central Park) shows activity along most of the route with major stops at 16th Street and Main Street, Main Street and Locust Street and at Duck Creek Mall at Kimberly Road. Saturday shows gaps in the on/off data for portions of Locust Street and Central Park Avenue. Route 10 (Locust) has major stops at 16th Street and Main Street, 17th Street and Main Street, Main Street and Locust Street, Locust Street and Michigan Street and at Duck Creek Mall with activity along most of the route. Saturday major stops are at 17th Street and Main Street, Main Street and Locust Street, Emerald Drive and Locust Street and at Duck Creek Mall.

Route 61 (Route 11 Tripper) has major stops at APAC, Goose Creek Americana Park and North Park Mall with little activity elsewhere on the route. The H.D.C. Tripper has stops at Hickory Grove Road and Hillandale Road, Locust Street and Fillmore Lane, 15th Street and Warren Street, and the Downtown Ground Transportation Center. Most riders get on and off at Hickory Grove Road and Hillandale Road and the Downtown Ground Transportation Center. Route 12/53 (East Davenport/East 53rd Street) shows a dead spot on Route 12 between Duck Creek Mall and Jersey Ridge Road for both inbound and outbound trips. Major stops are at NorthPark Mall, the Wal-Mart at Elmore Avenue, the Target off of Elmore

Avenue, Duck Creek Mall and the Downtown Ground Transportation Center. For Saturday there is generally activity along the entire route with the major stops as the weekday in addition to Elmore Circle and Elmore Avenue. Saturday does show some activity at Elmore Avenue between Duck Creek Mall and Jersey Ridge Road.

#### *On-Board Survey*

A transit user survey was conducted to gather input about transit issues in the community. The survey was designed to obtain input concerning the following:

- Demographic characteristics of fixed-route riders
- Origins and destinations of individuals using the service
- Reasons individuals use the service
- Interest in various transit improvements

#### Bettendorf

For Bettendorf, survey responses came from all of Bettendorf routes, representing a good cross-section of riders. Respondents generally rode the system from about 6:00 AM to 2:00 PM. Most riders (54 percent) walked to the bus. About 40 percent transferred from another bus. The main reasons people rode the bus were going to or from work (39 percent) and to or from school (26 percent). Thirty-nine percent of respondents rode the bus because they did not have cars. Approximately 27 percent said they ride for multiple reasons which generally included “not having a car,” “to save money,” or “don’t like to drive.” Survey respondents (57 percent) indicated that they rode the bus more than 5 days per week. About 82 percent of the respondents said they know about the PassPORT monthly pass. Almost half (42 percent) of bus riders said they paid cash. For nine different aspects of the transit service, users were particularly pleased with the helpfulness of the bus drivers, punctuality of the buses, and feeling secure on the buses. The “availability of benches, shelters and sign posts,” received the lowest score. The mean age of the survey respondents was 38.1 years. The median age was 40. The annual household income of half (50 percent) of the respondents was under \$20,000.

#### Davenport

The survey responses came from all of CitiBus routes, representing a cross-section of riders. Respondents generally rode the system from about 9:00 AM to 4:00 PM. Most riders (57 percent) walked to the bus. 31 percent transferred from another bus. The main reasons people rode the bus were going to or from work (32 percent) and going shopping (17 percent). Approximately 53 percent of respondents rode the bus because they did not have cars. About 21 percent said they ride for multiple reasons which generally included “not having a car” as well as “saving money” or “car in shop.” Survey respondents (46 percent) indicated that they rode the bus 4 to 5 days per week. Approximately 75 percent of the respondents said they know about the PassPORT monthly pass. Over half (54 percent) of bus riders said they paid cash. For nine different aspects of the transit service, users were

particularly pleased with the helpfulness of the bus drivers, punctuality of the buses, and feeling secure on the buses with the lowest rated category being the “availability of benches, shelters and sign posts”. The mean age of the survey respondents was 36.4 years. The median age was 35. The annual household income of most respondents (62 percent) was under \$20,000.

### *Transfer Survey*

Transfer data compiled for Davenport and Bettendorf showed the most significant transferring in Davenport occurring to and from routes 4 and 10 with other transferring also occurring on routes 2, 5, 7 and 12. All transfers from MetroLink occurred to Route 7 and most transfers from Bettendorf were to route 10. Bettendorf had most transfers issued from Davenport’s route 10, and within Bettendorf, the Riverfront route issued and received the most transfers. Transfers from MetroLink occurred to the Bridge Route and most transfers from Davenport were from Route 10.

### *Key Observations*

- Evaluate routes with low ridership to determine if they should be eliminated, reconfigured with other routes, or transformed into a new mode such as a flex route. Lowest ridership occurs in Bettendorf on the new 53<sup>rd</sup> Street route and in Davenport on Routes 53 (East 53<sup>rd</sup> Street), 11 (Route 61) and 6 (Ridgeview) during the week and routes 9 (Hickory Grove), 6 and 3 (Fairgrounds) on Saturdays.
- Make minor adjustments to routes as appropriate based on demographic data.
- Consider moving Bettendorf transit center from Duck Creek Mall to 18<sup>th</sup> Street and Spruce.
- Work on running time issues with Scott Community College route.
- Evaluate the North route to remove excessive bubbles and dead spots in the route near Crow Creek.
- Work to improve transfers and connections.
- Review Davenport downtown operations to determine effective routing. Based on staff and driver surveys, routes operating downtown are underutilized.
- Assess running time issues with Route 2 (Marquette) and 10(Central Park/Locust).
- Consider “school in” versus “school out” schedule for Davenport. “School out” would decrease service levels when public schools are out of session (such as during the summer). “School in” would do the opposite.

- Improve east-west connections on Kimberly.
- Determine appropriate service to the Jersey Ridge area if any.
- Consider moving the second bus on Saturdays from Route 2 (Marquette) to somewhere else such as Route 11 (Route 61).
- Evaluate portions of routes with little or no boarding and alighting to determine more productive routing schemes.
- Consider providing additional benches, shelters and sign posts in both Bettendorf and Davenport.
- Consider demand response service for Saturday in Bettendorf.

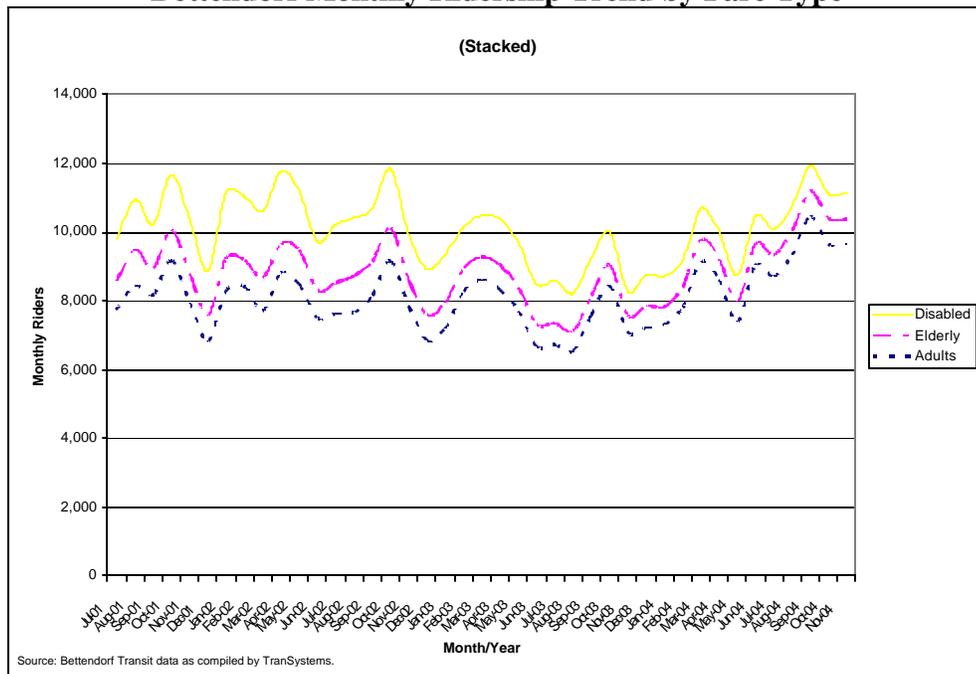
## II. OPERATING AND FINANCIAL TRENDS

A key component in evaluating current service is to determine which routes do well and which need attention. Several data are used to assess the relative success of services. They are ridership, productivity (riders per revenue hour) and operating cost per rider.

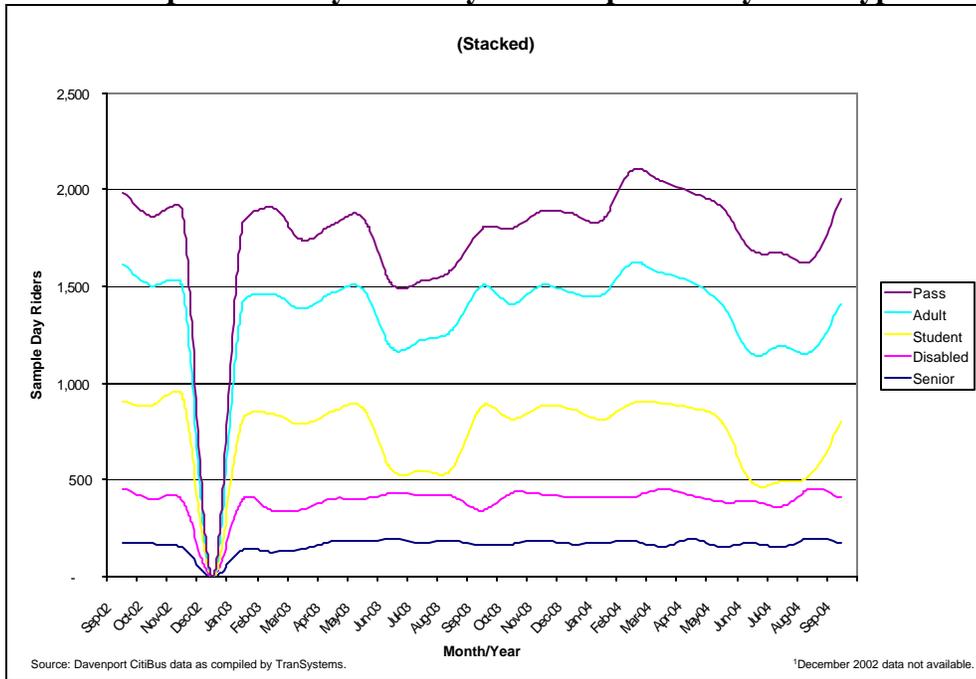
### Ridership Trends

Figures 2, 3 and 4 show the overall trend in system ridership for Bettendorf and Davenport respectively. The figure shows ridership by month and type of fare paid (adults, elderly and disabled for Bettendorf and adults, elderly, disabled, students and passes for Davenport). From July 2001 to November 2004 monthly ridership for all three fare categories for the Bettendorf system has been steady at about 10,000 boardings. This translates into approximately 120,000 annual riders. For Davenport, the sample day had about 1,800 riders for all five fare categories. Note that data were not available for December 2002; hence the value of “0” in Figures 3 and 4. The Davenport system carries approximately 750,000 annual riders.

**Figure 2**  
**Bettendorf Monthly Ridership Trend by Fare Type**



**Figure 3**  
**Davenport Monthly Weekday Ridership Trend by Fare Type**



**Figure 4**  
**Davenport Monthly Saturday Ridership Trend by Fare Type**

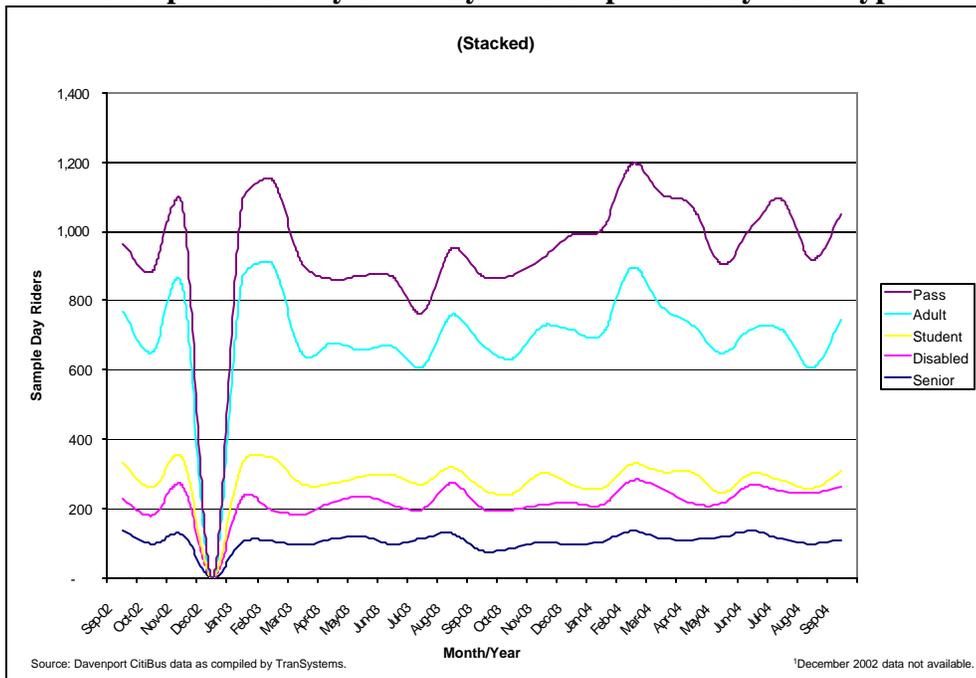
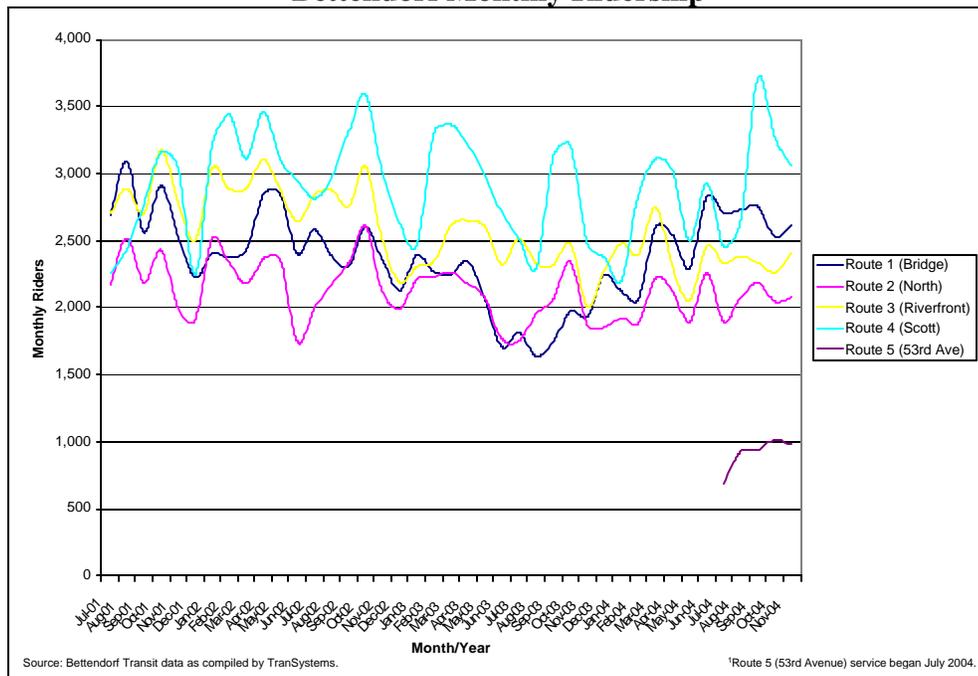
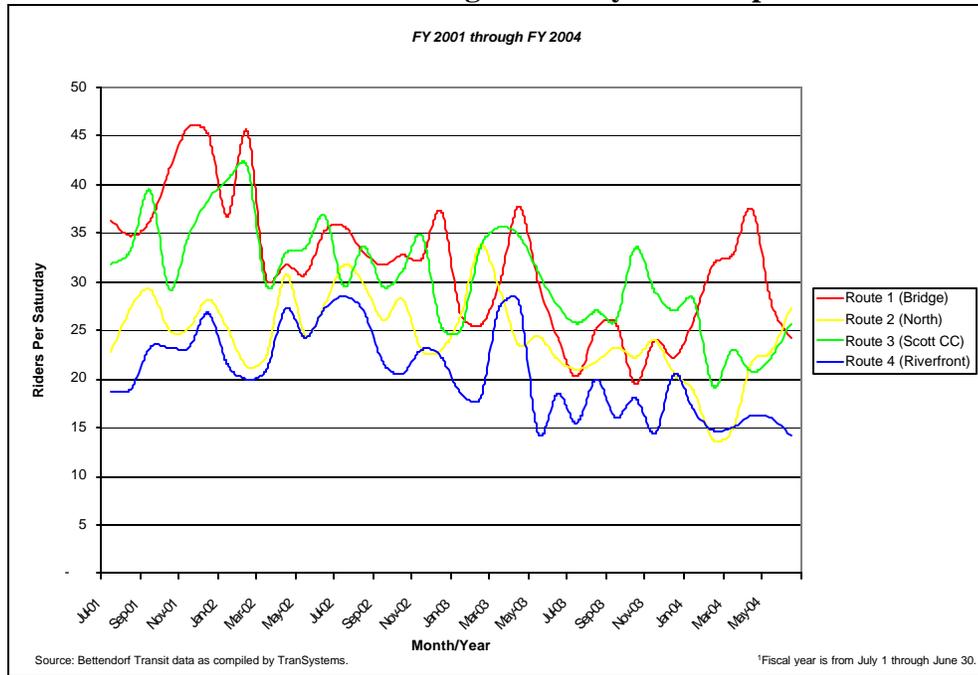


Figure 5 shows Bettendorf monthly ridership trends by route. Figure 6 shows Bettendorf average Saturday ridership by route. Figures 7 through 9 show Davenport monthly weekday ridership by route. Figures 10 through 12 show Davenport monthly Saturday ridership by route. The Scott Community College route has the highest ridership among the Bettendorf routes with nearly 3,000 monthly riders on average. With the exception of the new 53<sup>rd</sup> Street route, each Bettendorf route has ridership over 2,000 monthly riders. Saturday ridership on the Bettendorf routes shows a downward trend. Davenport routes 4 and 10 have the highest ridership with nearly 13,000 monthly riders and 9,000 monthly riders respectively. Weekday ridership for Routes 4 and 10 is approximately 500 and 400 respectively. Saturday ridership for Routes 4 and 10 is approximately 300 and 200, respectively.

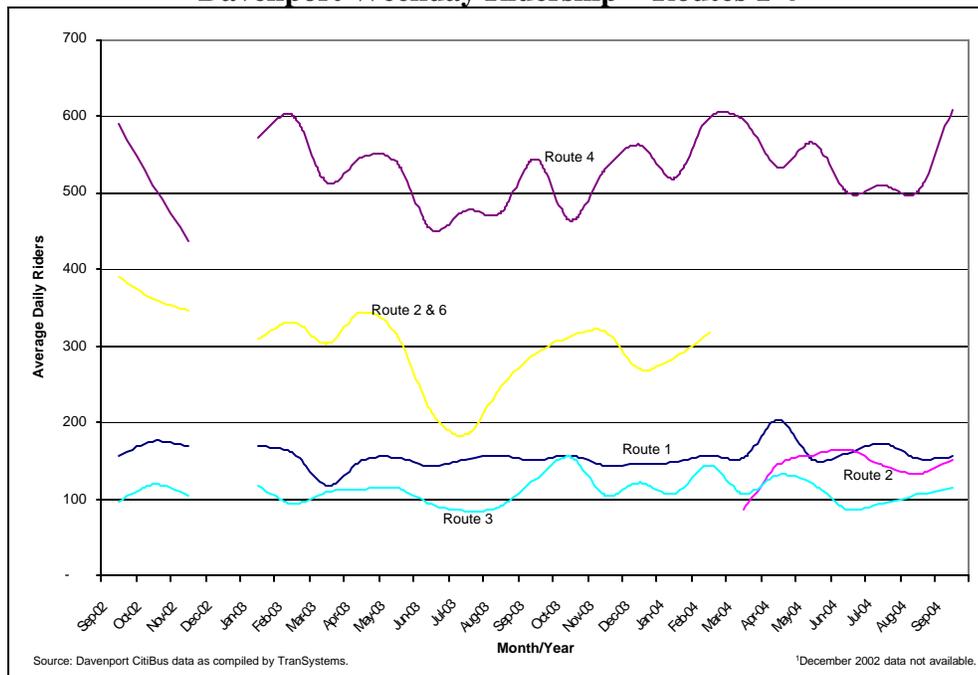
**Figure 5**  
**Bettendorf Monthly Ridership**



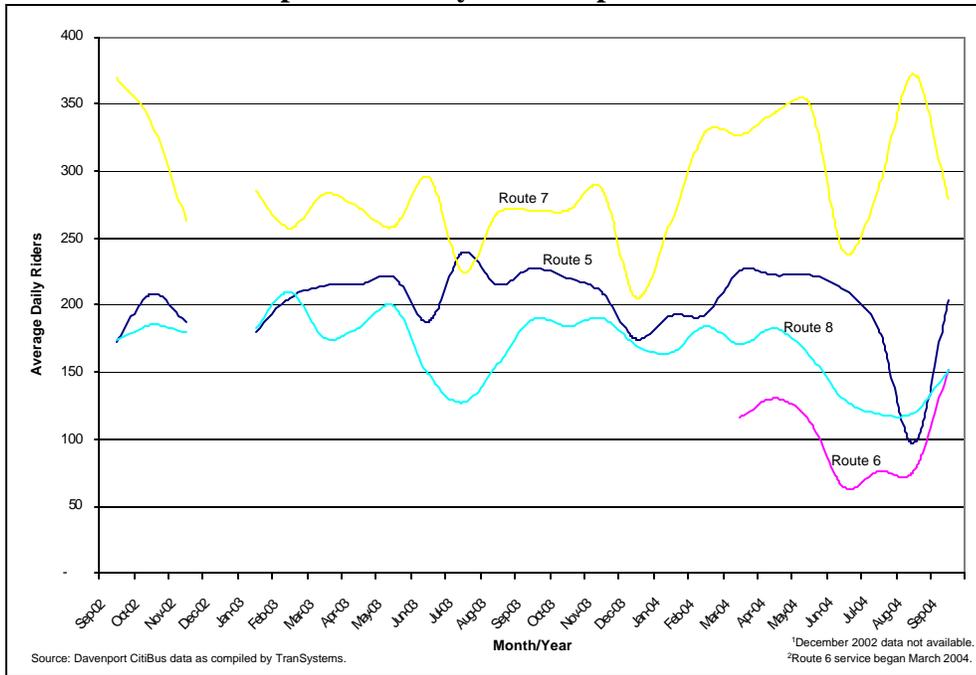
**Figure 6**  
**Bettendorf Average Saturday Ridership**



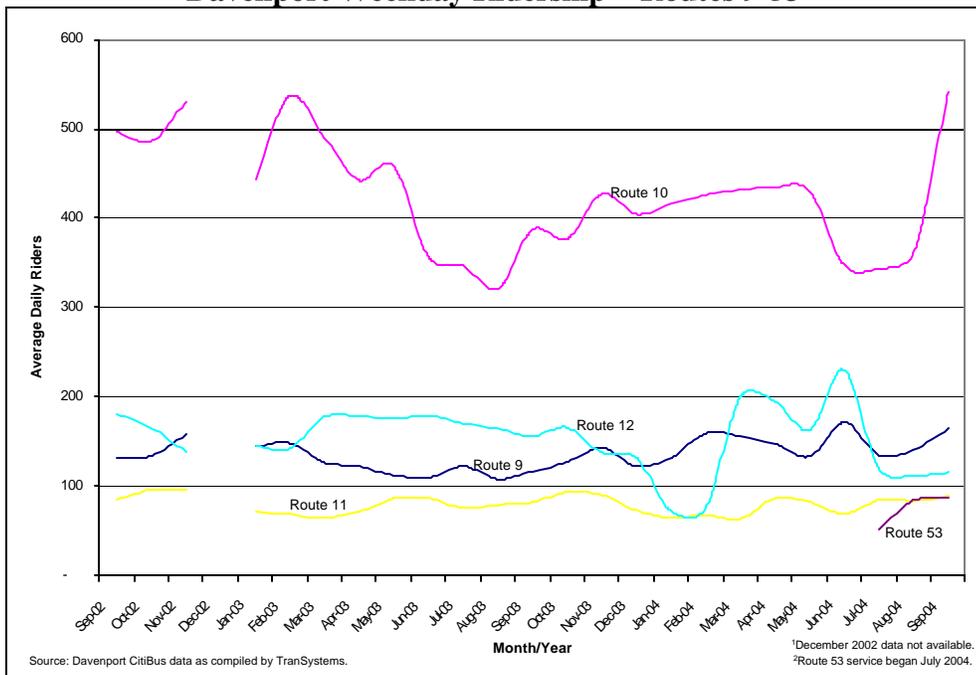
**Figure 7**  
**Davenport Weekday Ridership – Routes 1-4**



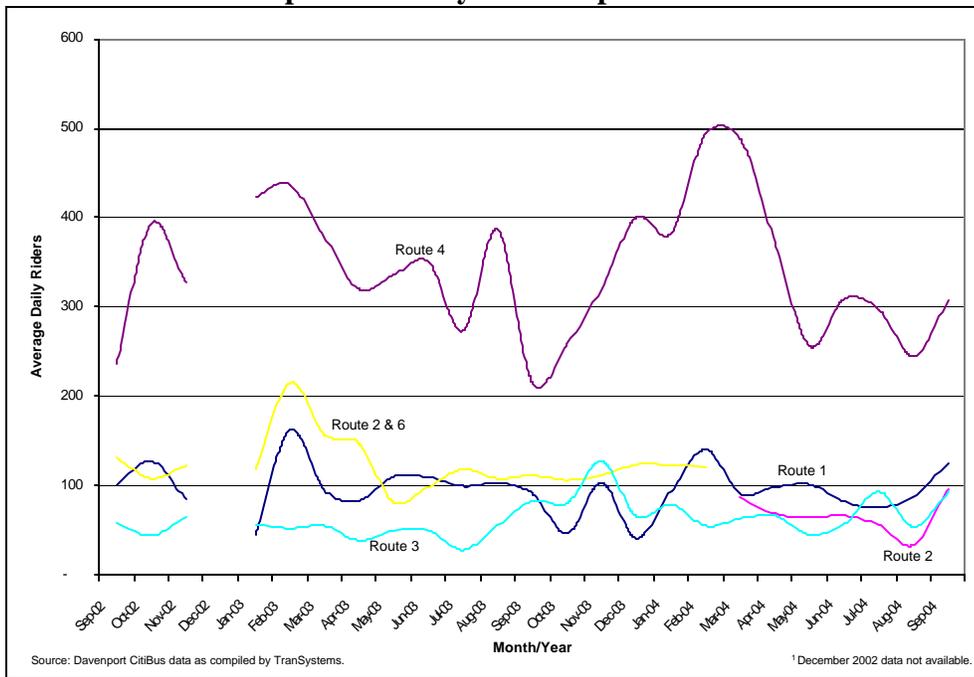
**Figure 8  
Davenport Weekday Ridership – Routes 5-8**



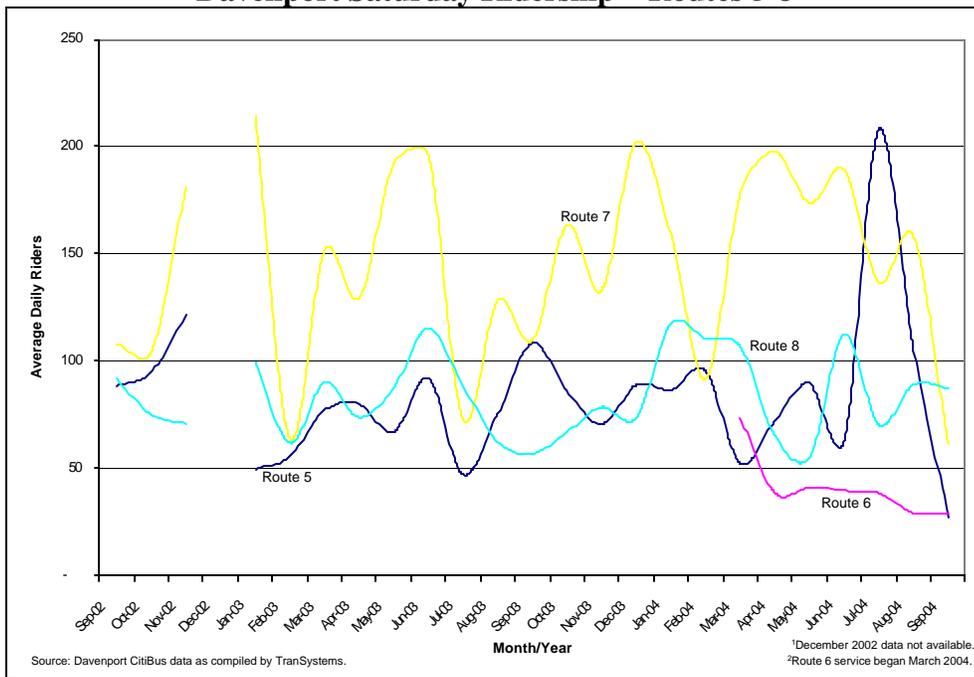
**Figure 9  
Davenport Weekday Ridership – Routes 9-53**



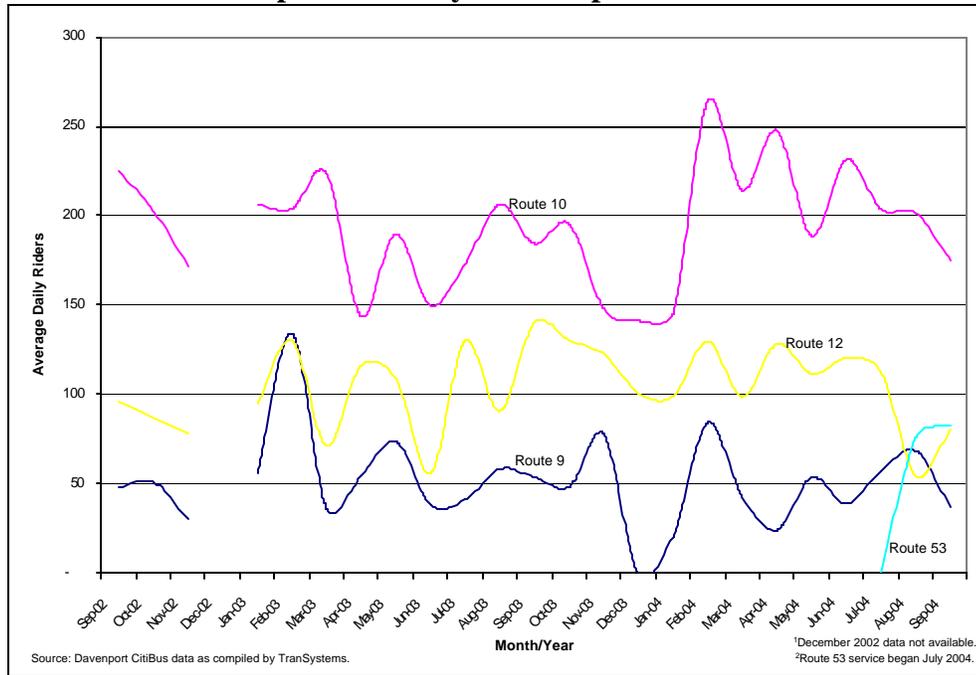
**Figure 10**  
**Davenport Saturday Ridership – Routes 1-4**



**Figure 11**  
**Davenport Saturday Ridership – Routes 5-8**



**Figure 12**  
**Davenport Saturday Ridership – Routes 9-53**

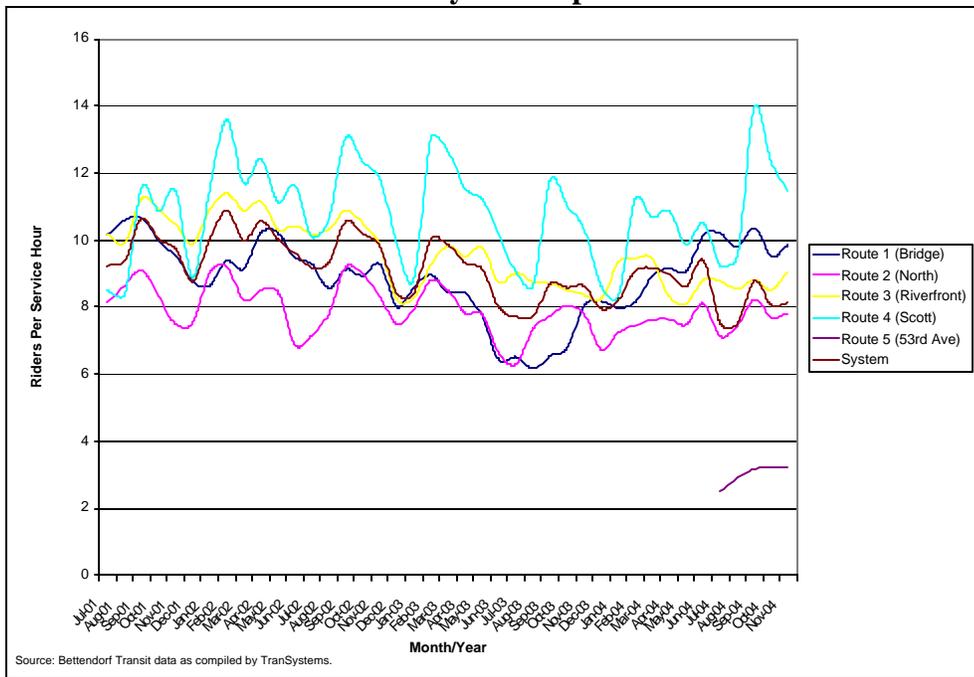


**Ridership per Revenue Hour**

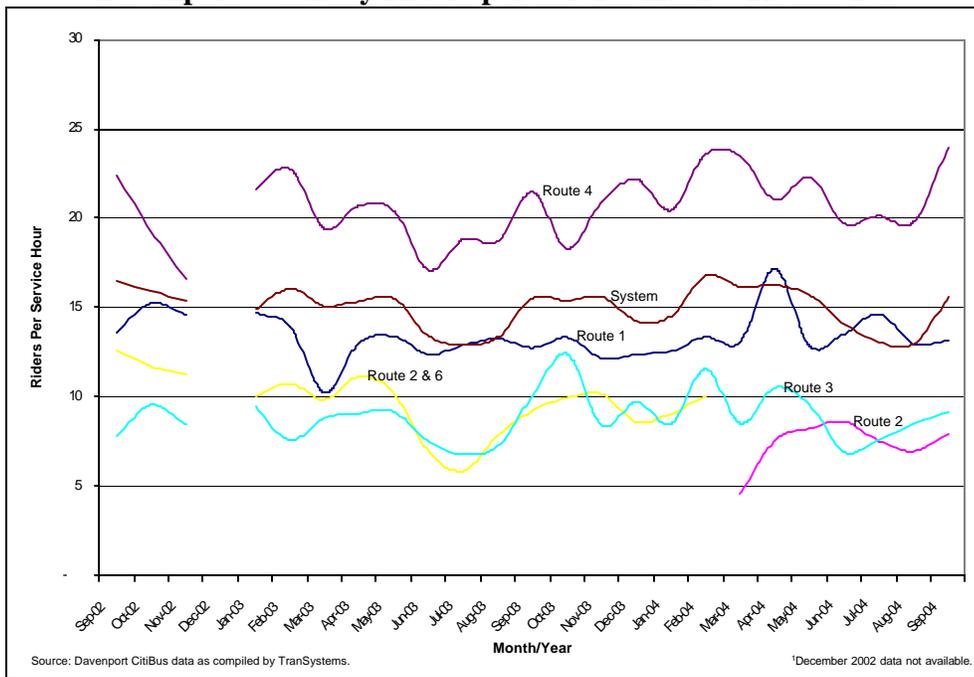
Another measure of efficiency is “ridership per revenue hour.” While ridership is a good indicator of how well a route is being used, dividing the number by hours of service provided on the route weighs the service quantity put on the street versus its use. Typically, routes with high ridership per hour are well-used and have the least cost per rider. Conversely, routes with low ridership per hour are poorly used and have the highest costs per rider.

Figure 13 shows, by route, weekday ridership per revenue hour for the Bettendorf routes for July 2001 to November 2004. Revenue hour information was unavailable for calculation of productivity for Saturday. Figures 14 through 16 show weekday ridership per revenue hour for the Davenport routes from September 2002 to September 2004. Figures 17 through 19 show Saturday ridership per revenue hour for the Davenport routes.

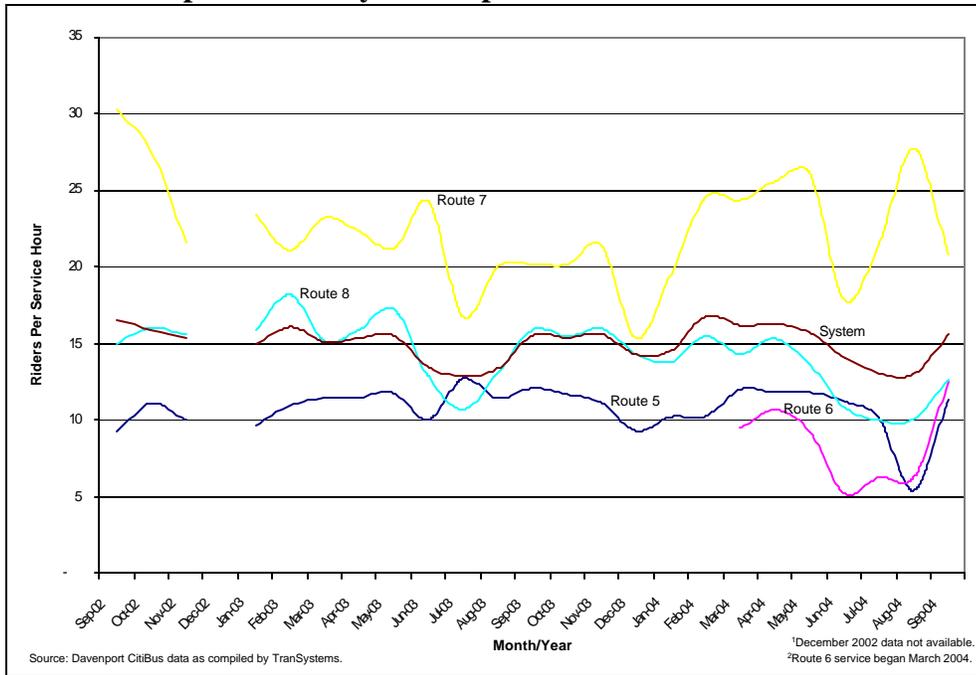
**Figure 13**  
**Bettendorf Weekday Riders per Service Hour**



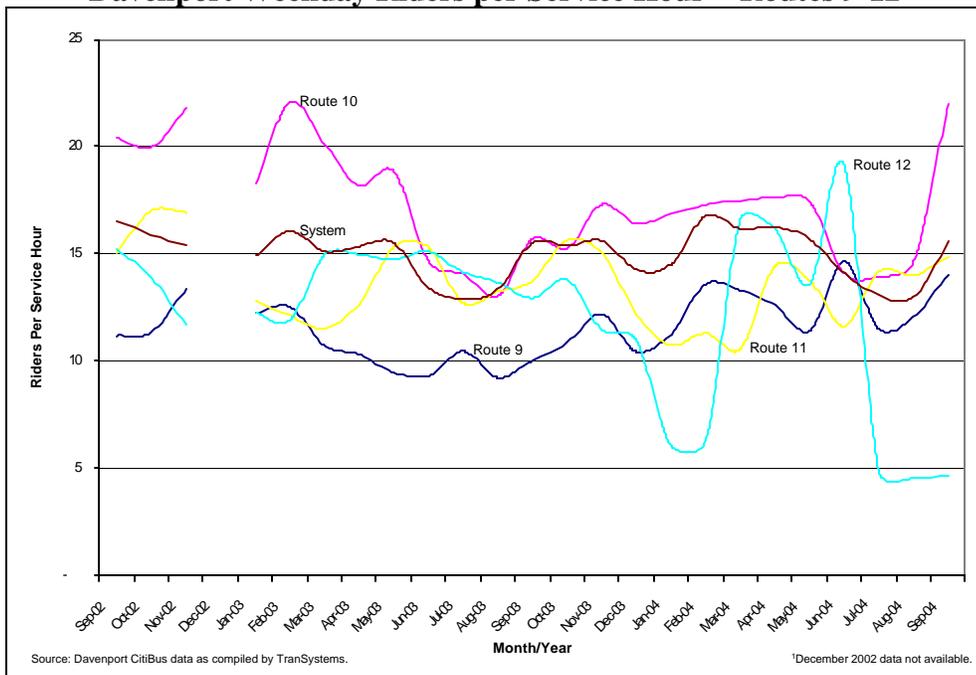
**Figure 14**  
**Davenport Weekday Riders per Service Hour – Routes 1-4**



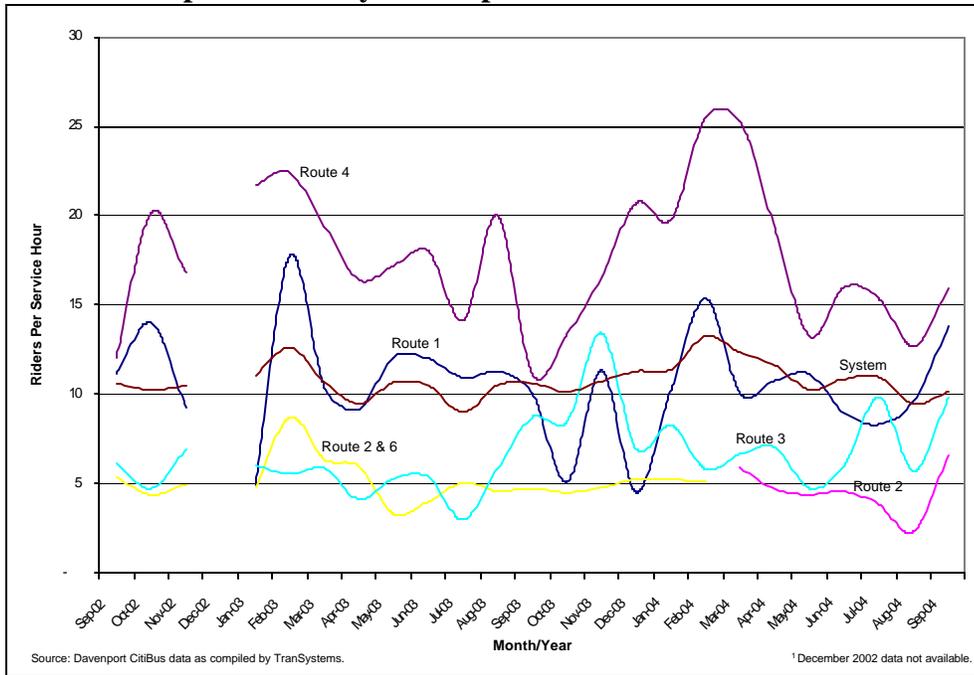
**Figure 15**  
**Davenport Weekday Riders per Service Hour – Routes 5-8**



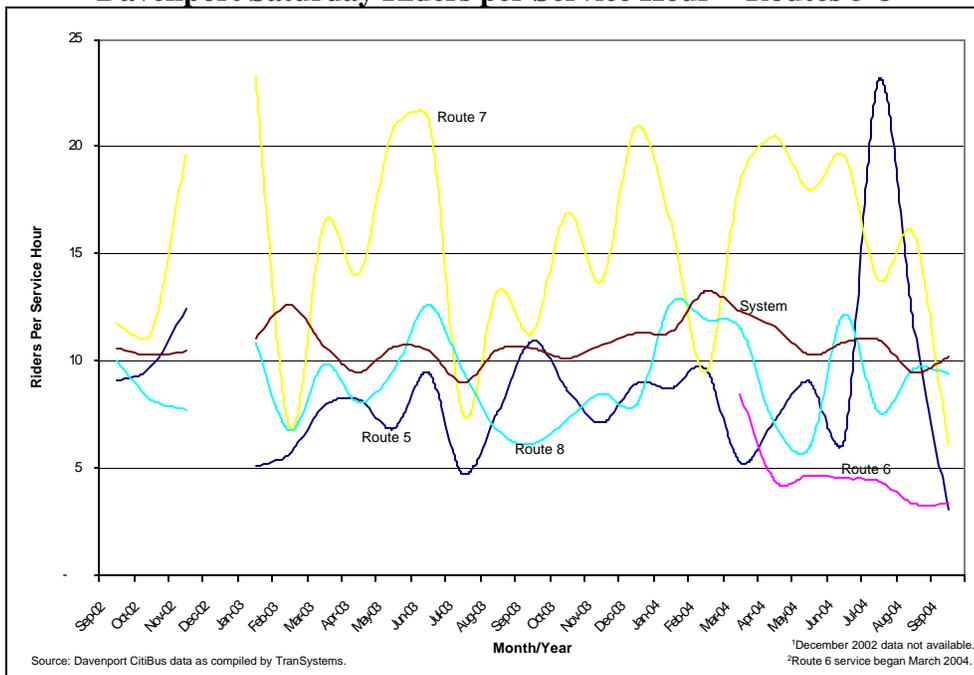
**Figure 16**  
**Davenport Weekday Riders per Service Hour – Routes 9-12**



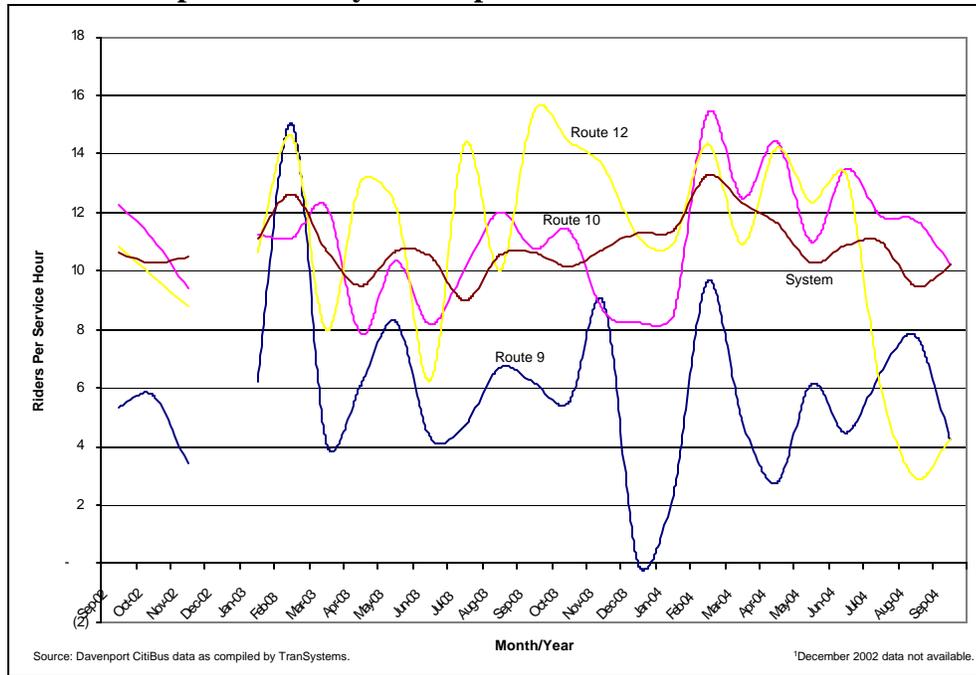
**Figure 17**  
**Davenport Saturday Riders per Service Hour – Routes 1-4**



**Figure 18**  
**Davenport Saturday Riders per Service Hour – Routes 5-8**



**Figure 19**  
**Davenport Saturday Riders per Service Hour – Routes 9-12**



**Operating Cost**

Table 3 shows the Bettendorf operating cost, revenue and cost per rider information for July 2001 through June 2004. Figure 20 shows the Bettendorf cost per rider trend. Table 4 shows Davenport operating cost, revenue, and cost per rider information for October 2002 through September 2004. Figure 21 shows the cost per rider trend for Davenport. Operating cost per rider is important because it shows the relative financial commitment being made and can dictate where resources are directed. As can be seen, as a system, Bettendorf bus service cost about \$6.00 per rider and Davenport bus services is about \$5.00 per rider.

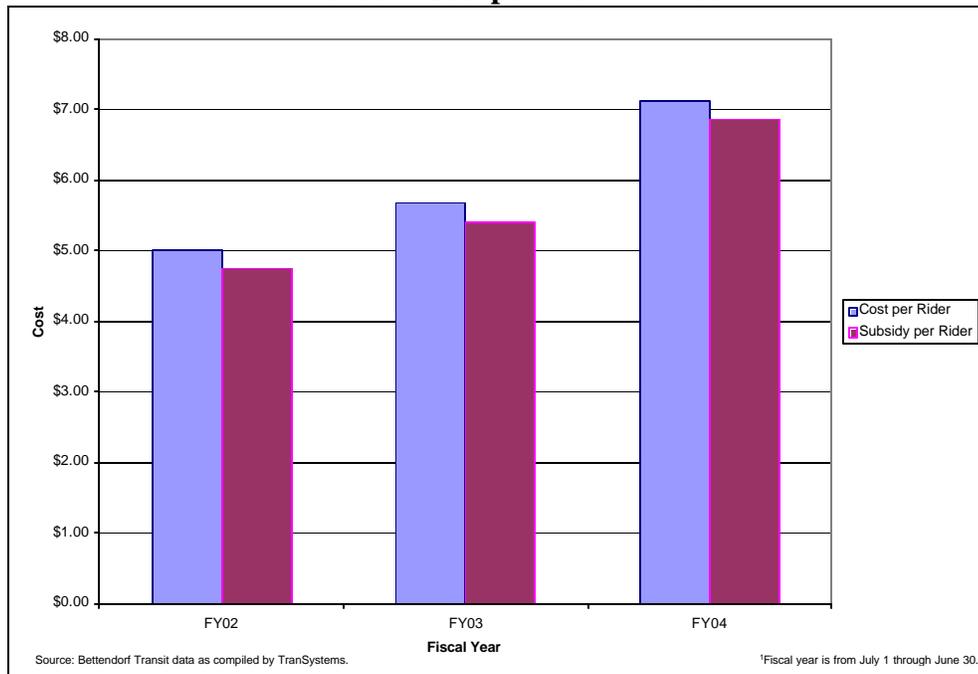
**Table 3  
Bettendorf Cost per Rider**

<b>Fiscal Year<sup>1</sup></b>	<b>Operating Cost</b>	<b>Passenger Revenue</b>	<b>Revenue Hours</b>	<b>Cost per Hour</b>	<b>Riders</b>	<b>Cost per Rider</b>	<b>Subsidy per Rider</b>
<b>FY02</b>	<b>\$638,497</b>	<b>\$34,923</b>	<b>12,862.56</b>	<b>\$49.64</b>	<b>127,396</b>	<b>\$5.01</b>	<b>\$4.74</b>
<b>FY03</b>	<b>\$683,466</b>	<b>\$31,214</b>	<b>12,913.20</b>	<b>\$52.93</b>	<b>120,640</b>	<b>\$5.67</b>	<b>\$5.41</b>
<b>FY04</b>	<b>\$789,881</b>	<b>\$30,366</b>	<b>12,949.84</b>	<b>\$61.00</b>	<b>110,930</b>	<b>\$7.12</b>	<b>\$6.85</b>

<sup>1</sup>Fiscal year is from July 1 through June 30.

Source: Bettendorf Transit data as compiled by TranSystems.

**Figure 20  
Bettendorf Cost per Rider Trends**



**Table 4  
Davenport Cost per Rider**

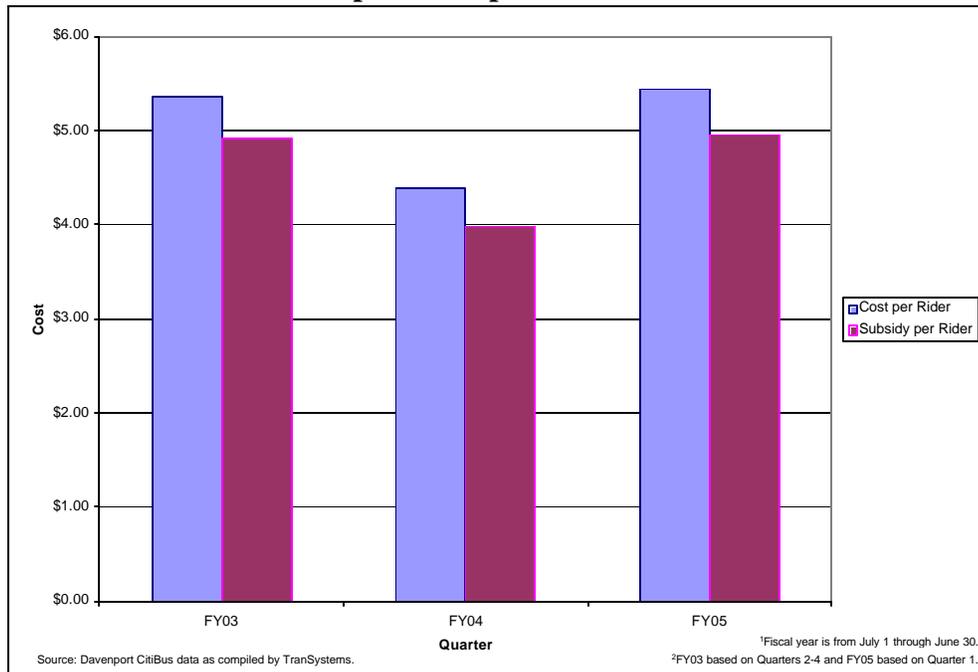
<b>Fiscal Year<sup>1</sup></b>	<b>Quarter</b>	<b>Operating Cost</b>	<b>Passenger Revenue</b>	<b>Revenue Hours</b>	<b>Cost per Hour</b>	<b>Riders</b>	<b>Cost per Rider</b>	<b>Subsidy per Rider</b>
FY03 <sup>2</sup>	1	\$913,848	\$58,499	12,829.85	\$71.23			
	2	\$857,909	\$70,658	13,007.29	\$65.96	131,380	\$6.53	\$5.99
	3	\$849,671	\$73,695	12,829.85	\$66.23	190,426	\$4.46	\$4.07
	4	\$939,832	\$73,279	13,007.29	\$72.25	184,776	\$5.09	\$4.69
			<b>\$3,561,260</b>	<b>\$276,131</b>	<b>51,674</b>	<b>\$68.92</b>	<b>506,582</b>	<b>\$5.36</b>
FY04	1	\$904,830	\$71,851	13,007.29	\$69.56	176,367	\$5.13	\$4.72
	2	\$857,505	\$83,440	13,007.29	\$65.92	190,693	\$4.50	\$4.06
	3	\$801,164	\$78,491	13,007.29	\$61.59	201,903	\$3.97	\$3.58
	4	\$799,947	\$80,881	13,184.73	\$60.67	197,027	\$4.06	\$3.65
			<b>\$3,363,446</b>	<b>\$314,663</b>	<b>52,207</b>	<b>\$64.43</b>	<b>765,990</b>	<b>\$4.39</b>
FY05	1	\$1,021,855	\$90,727	13,859.28	\$73.73	187,901	\$5.44	\$4.96

<sup>1</sup>Fiscal year is from July 1 through June 30.

<sup>2</sup>FY03 Riders, Cost per Rider and Subsidy per Rider is based on Quarters 2-4 only.

Source: Davenport CitiBus data as compiled by TranSystems.

**Figure 21  
Davenport Cost per Rider Trends**



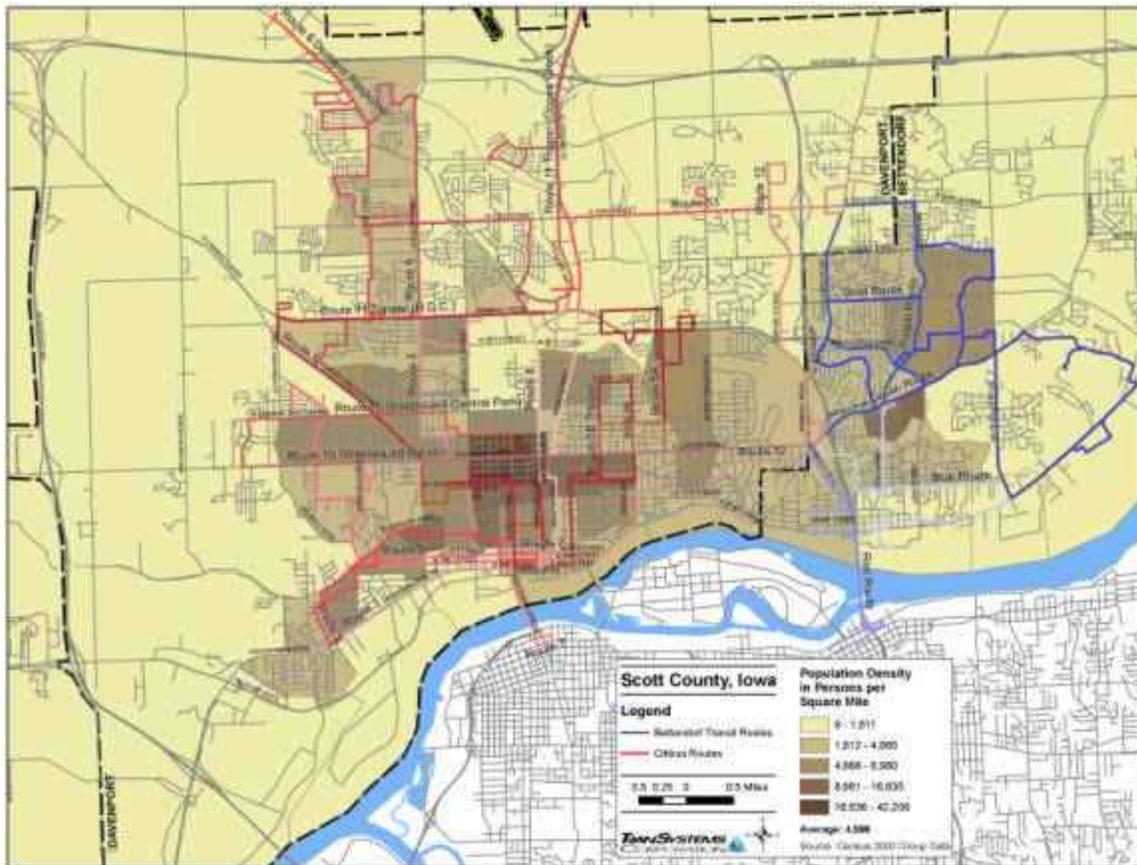
### III. DEMOGRAPHIC DATA

Figures 22 through 28 on the next several pages illustrate several demographic variables that typically indicate a need for transit. The figures overlay the current route structure to show how well the current system serves traditional transit populations as well as to help identify areas that need service. All data in the figures are from the 2000 U.S. Census and are displayed at the block group level.

#### Population Density

Population density is measured in terms of people per square mile. Generally, the higher the density, the better it is for transit. Figure 22 shows the higher density areas in darker shades while sparsely populated areas are in lighter shades. As seen, the densest parts of the urban area are at its core. For the most part, current routes serve high density areas. However, some routes serve the lowest density areas of the community.

**Figure 22**  
**Scott County Population Density**

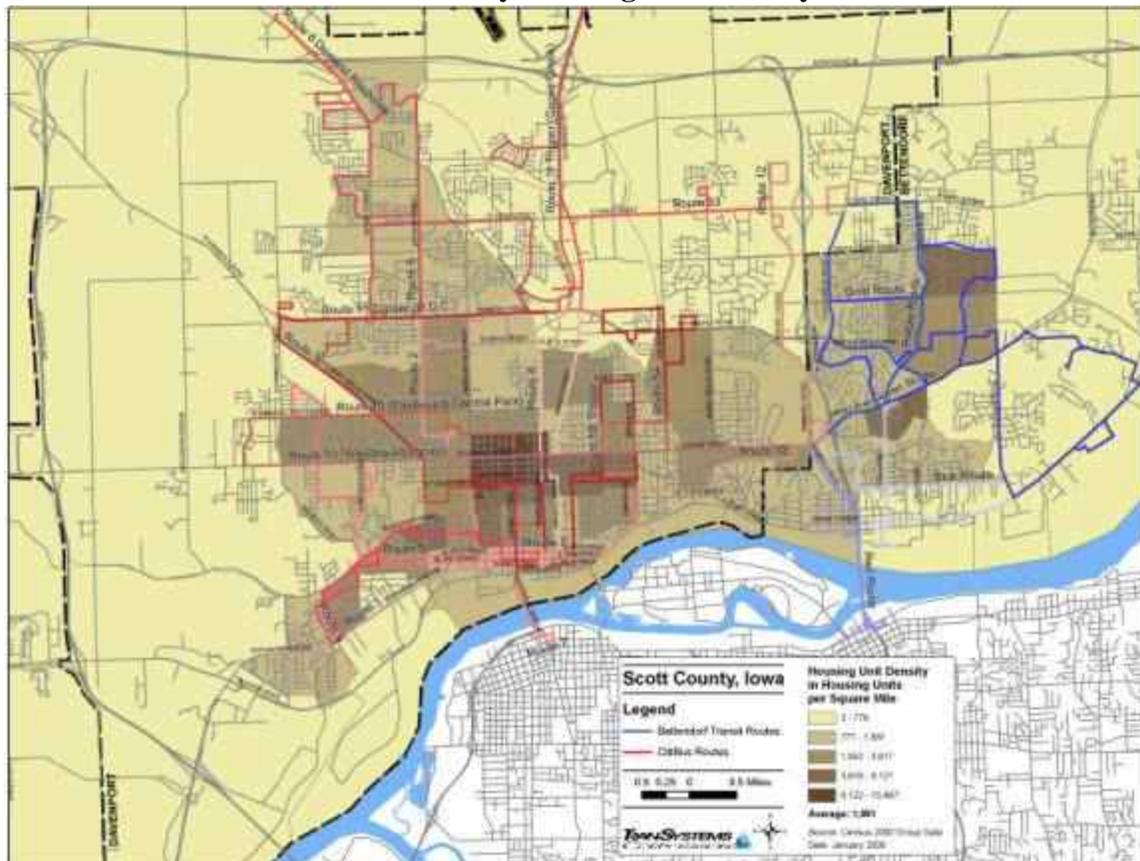


## Housing Density

Figure 23 shows housing density per square mile. Similar to the population density display, the denser the housing units per square mile, the more favorable are the conditions to generating transit ridership.

In general, the current system does a good job in serving areas with high housing densities.

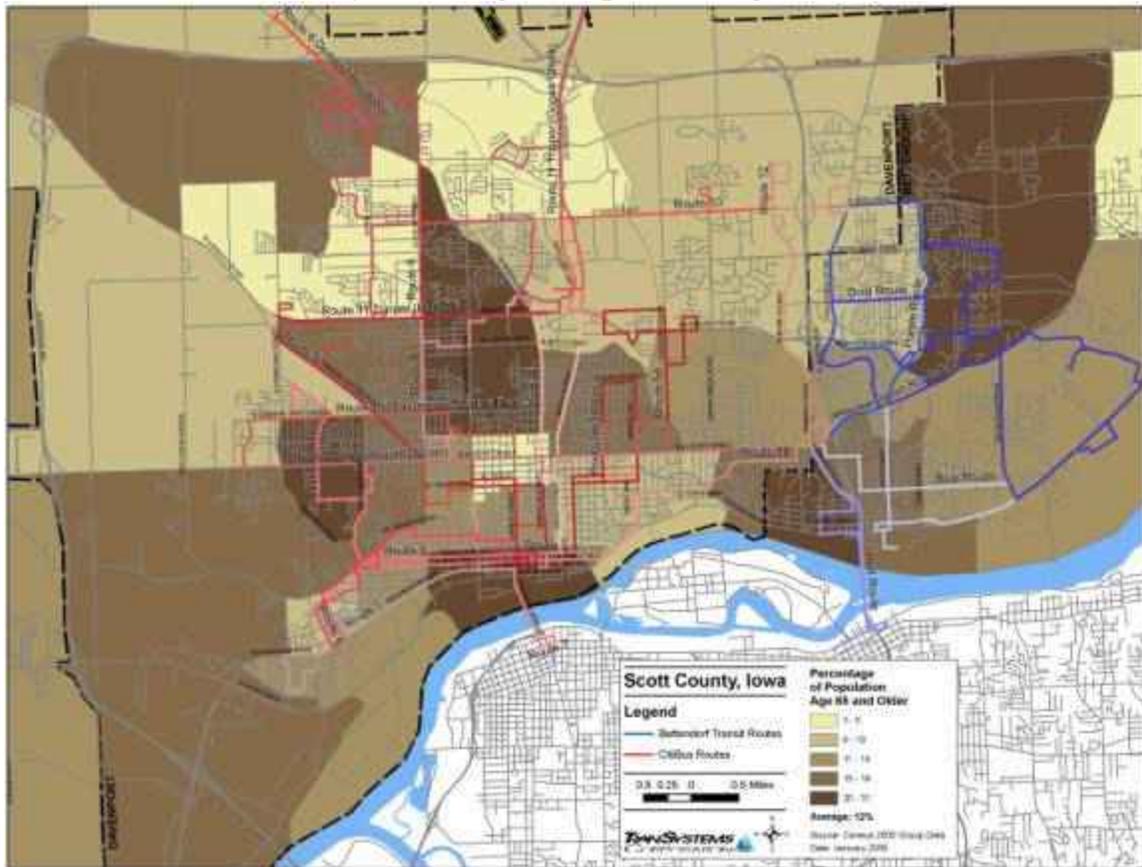
**Figure 23**  
**Scott County Housing Unit Density**



### Senior Citizen Population

Figure 24 shows the locations of people who are 65 years of age and older. Typically, these senior citizens can be a good market for transit to serve. On average, 12 percent of the population of Scott County is senior citizens. The figure shows in the darkest shades those areas that are above this average. The current route structure serves some areas with high percentage of senior citizens well while other areas such as north central Bettendorf are not served well.

**Figure 24**  
**Scott County Percentage of Population Age 65 and Older**

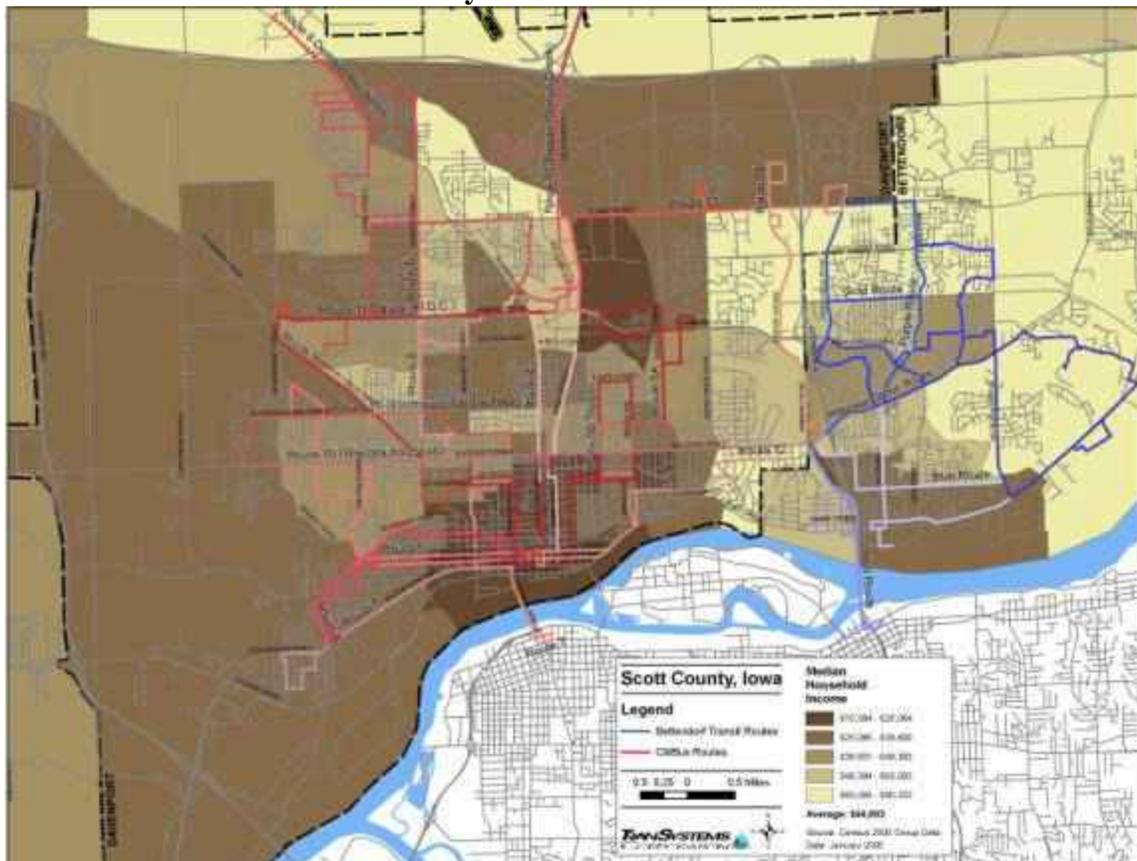


### Household Income and Poverty Status

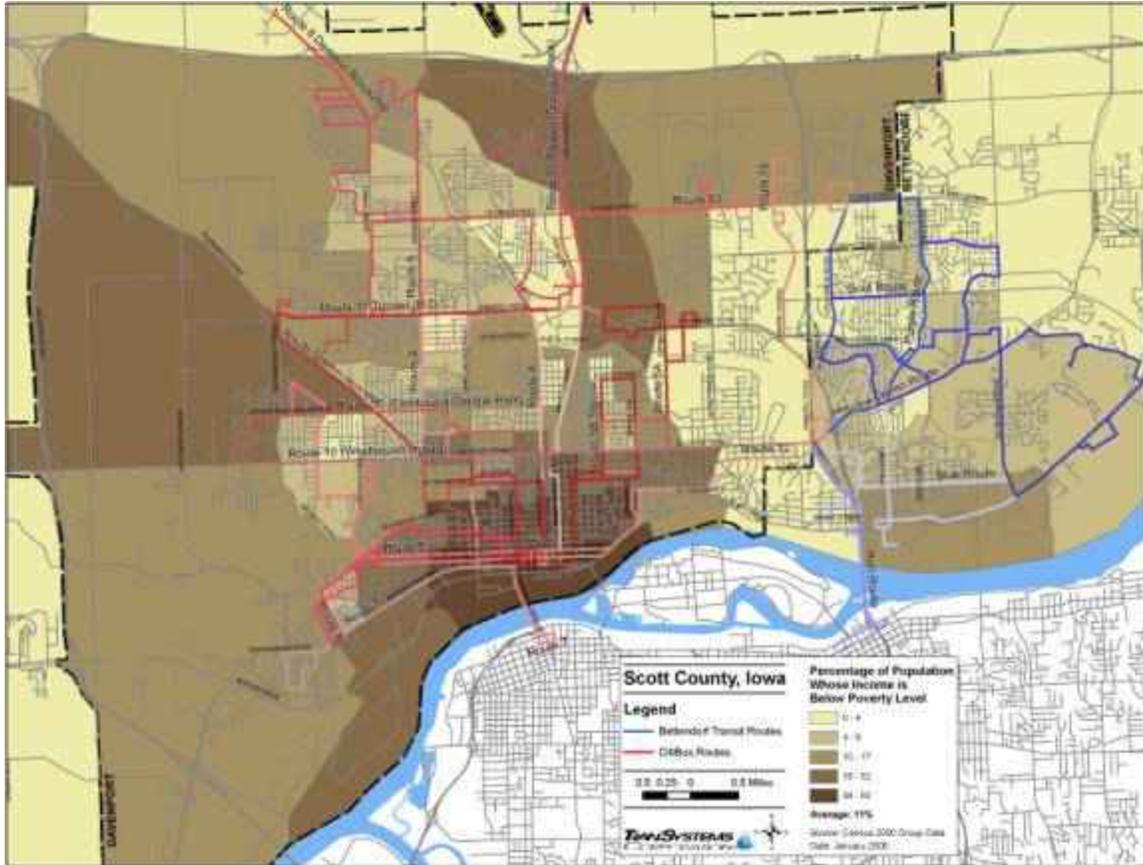
Among the most important factors in determining transit need are household income and poverty status. This relationship is supported by the user survey data collected for this study (see Section VI, On-Board Survey). For each community, the most frequently cited reason for using transit is the lack of a private vehicle. Automobile ownership and household income reflect an inverse relationship; automobile ownership is often used as a surrogate measure of income.

Identifying low-income areas can help identify where service is needed. Figure 25 and Figure 26 respectively show “low income” and “below poverty level” populations. The locations with the high concentrations of low income or below poverty level households are in darker shades. Generally, all of the routes serve these low-income areas well.

**Figure 25**  
**Scott County Household Income in 1999**



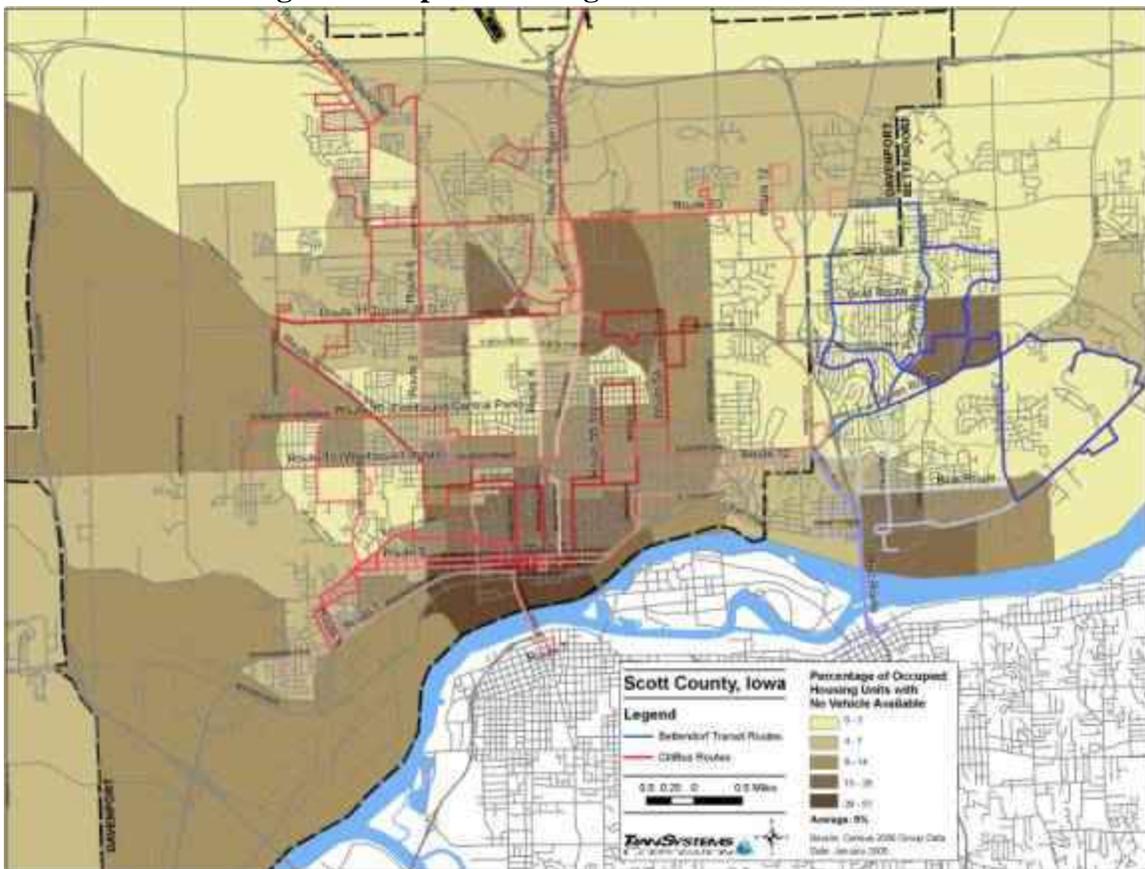
**Figure 26**  
**Percentage of Families Living Below Poverty Level**



### Vehicle Availability

Figure 27 shows the percentage of housing units with no vehicle available. These “automobile-less” housing units are good markets because transit serves people with no other means of travel. Overall, 8 percent of the housing units in Scott County have no vehicle available. The three darkest shades in the figure show areas of the County above average concentrations of housing units without vehicles. The areas with the most housing units without vehicles tend to be concentrated in the core of each city. Most of the current routes serve this core area.

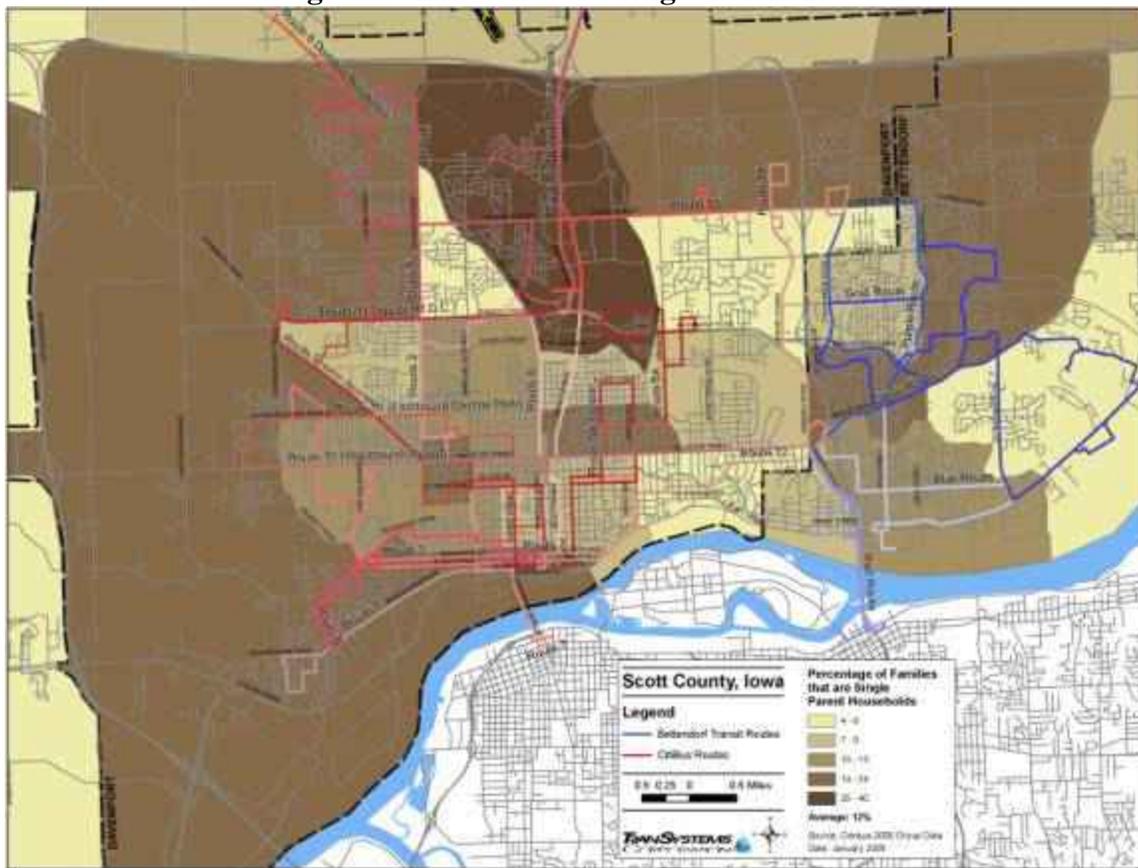
**Figure 27**  
**Percentage of Occupied Housing Units with No Vehicle Available**



### Single Parent Households

Single parent households are selected because they represent, to some degree, lower income locations. As such, they are potential markets for transit service. Figure 28 shows the locations of single parent households. The largest percentage of single parent households is in north central Davenport with medium concentrations at the core and along outlying portions of the community. Most of the current transit routes serve the core of the city and many of the routes connect with at least portions of the outlying areas as well.

**Figure 28**  
**Percentage of Families that are Single Parent Households**



### Summary

In general, current routes serve the areas of the community most in need of transit. The elderly and low-income areas (including housing units without vehicles) generally are served by the current route structure. Therefore, from a demographic perspective CitiBus and Bettendorf Transit are generally well-positioned.

## **IV. STAFF AND DRIVER INTERVIEWS**

As part of the review of existing conditions, the drivers and staffs of the Bettendorf and Davenport systems were interviewed. The purpose of the interviews was to determine the service issues facing the systems. As the drivers and staff interact with the riding customers and operations on a daily basis, their perspective is vital to providing a pragmatic dimension to the foregoing statistical analysis.

### **Bettendorf**

The Bettendorf staff and drivers were interviewed on January 26, 2005 at the Bettendorf Public Works building located on Devil's Glen Road. Drivers representing morning and afternoon shifts were each interviewed in two separate groups. Two members of the Bettendorf staff joined one of the meetings and presented their views as well.

Key issues raised during the interviews for Bettendorf Transit were the need to improve transfers/connections to Davenport buses at Duck Creek Mall for Routes 12/53 and in Moline for the Bridge Street route. A suggestion was made for consideration to move the focal point of the routes to 18<sup>th</sup> Street and Spruce Hills Drive when Duck Creek Mall reconstruction is completed and adequate space for a transfer station will not be available. Other comments included running time problems for Route 4 (Green/Scott Community College) from too many "bubbles" in the route and dead spots on Route 2 (Gold/North) near Crow Creek Road, 29<sup>th</sup> Street and Tanglefoot Lane and 29<sup>th</sup> Street and Victoria Street. Respondents also asked for consideration of a half-fare version of the passport and the extension of service to the Dollar Store at 13<sup>th</sup> Street near Grant Street.

### **Davenport**

Two separate interviews were conducted for the Davenport system, first with key staff of CitiBus, including the general manager, then with drivers who volunteered to make comments. Both sessions were held on January 27, 2005.

Key issues raised by drivers included the lack of riders in the downtown loop, the need for better east-west connections on Kimberly Road, and the need for better transfer connections between Route 12 and Bettendorf Route 5. Running time issues raised included the need for at least 5 minutes of recovery time in the schedules, tight running time issues for Routes 2 and 10, excess time for Route 7, and running time problems for routes crossing Kimberly Road.

Staff raised issues including:

- Need for a "school in" and a "school out" schedule (which changes service levels depending on whether public schools are in session)
- Need for better east-west connections on Kimberly Road

- Provision of service to the Jersey Ridge area, possibly with demand response
- Unproductivity of the downtown loop
- Running time issues with Route 10
- Possibly moving the second bus on Saturdays from Route 2 to somewhere else such as Route 11.

## V. ON/OFF COUNTS

One of the most important considerations in assessing system productivity was conducting a bus stop boarding and alighting count to determine where activity occurs along each transit route. A checker work force performed the counts. An on/off count was conducted on December 14, 15, and 16 and on Saturday December 11, 2004. The December counts were supplemented by additional counts during the week of March 1 to March 5, 2005. Observations can be made using the available data. The team carried out the count using human checkers by stationing them on buses and having them record the number of passengers getting on or off buses at each stop along the route. In reading the chart data, positive numbers represent passengers getting on the bus and negative numbers represent passengers getting off the bus.

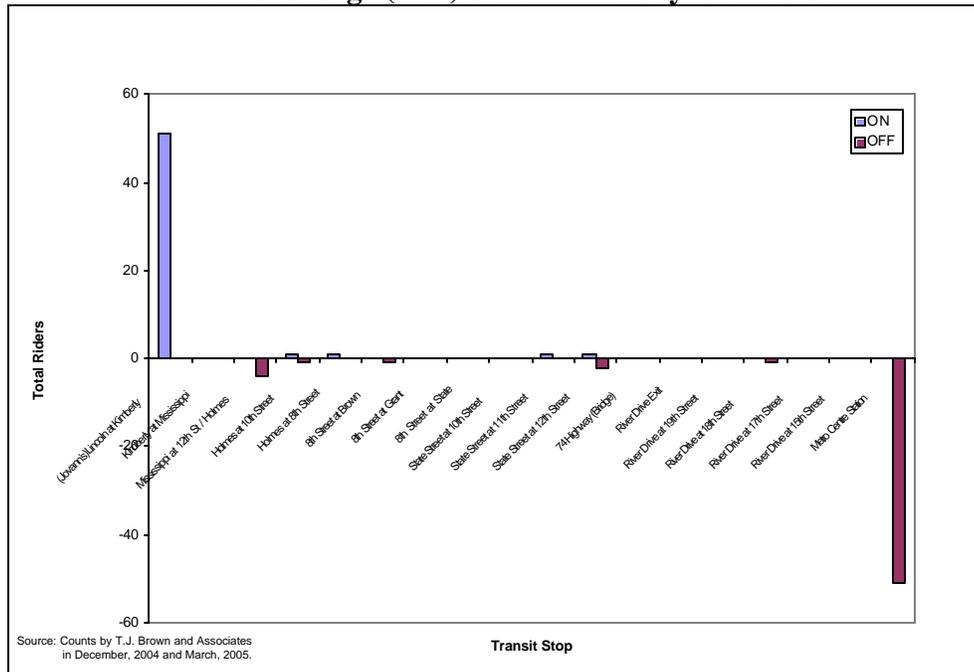
### Bettendorf

Figures 29 through 48 show the on/off counts for Bettendorf.

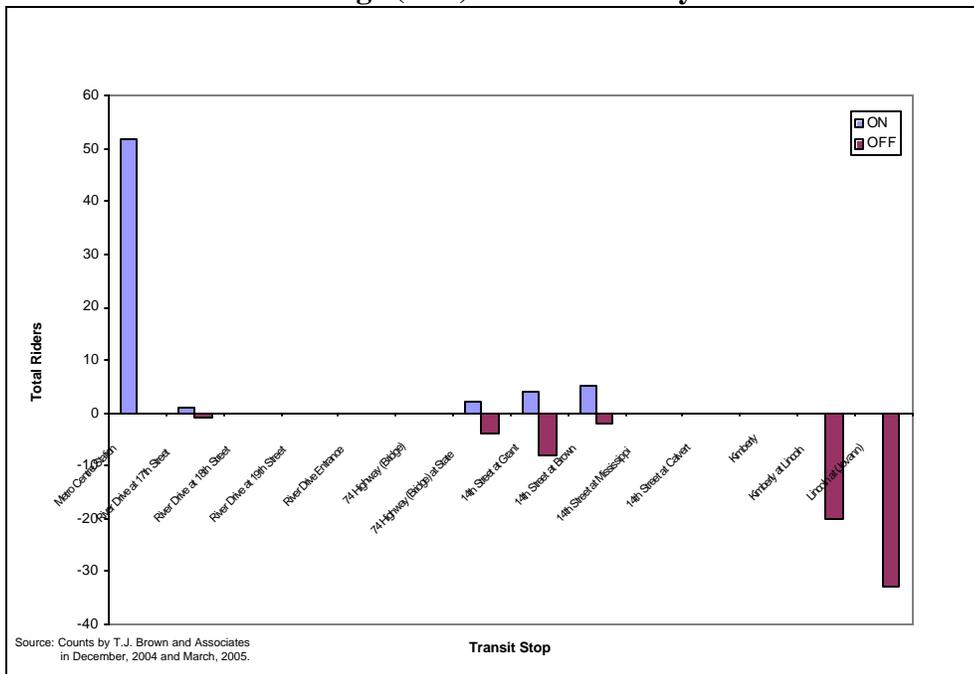
#### Route 1 – Bridge (Red) Route

The data indicate that the majority of boardings and alightings occur at Joevan and the Metro Center station in Moline, as illustrated in Figures 29 and 30. There is little intermediate outbound activity along the route but inbound there is activity along 14<sup>th</sup> Street. The Saturday boarding and alighting data (Figures 31 and 32) reflect the same trends.

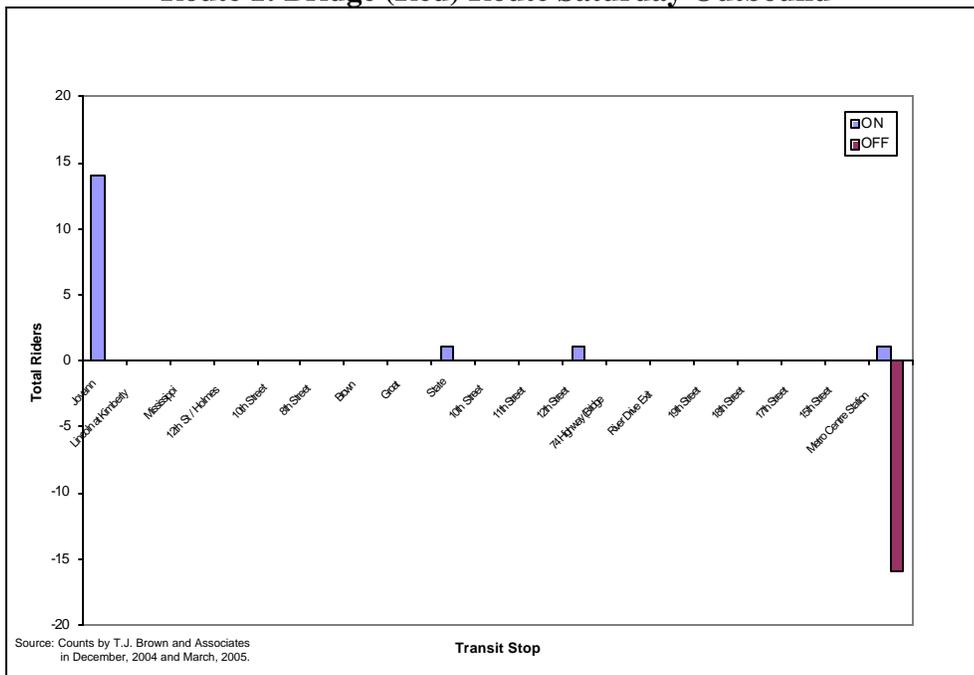
**Figure 29**  
**Route 1: Bridge (Red) Route Weekday Outbound**



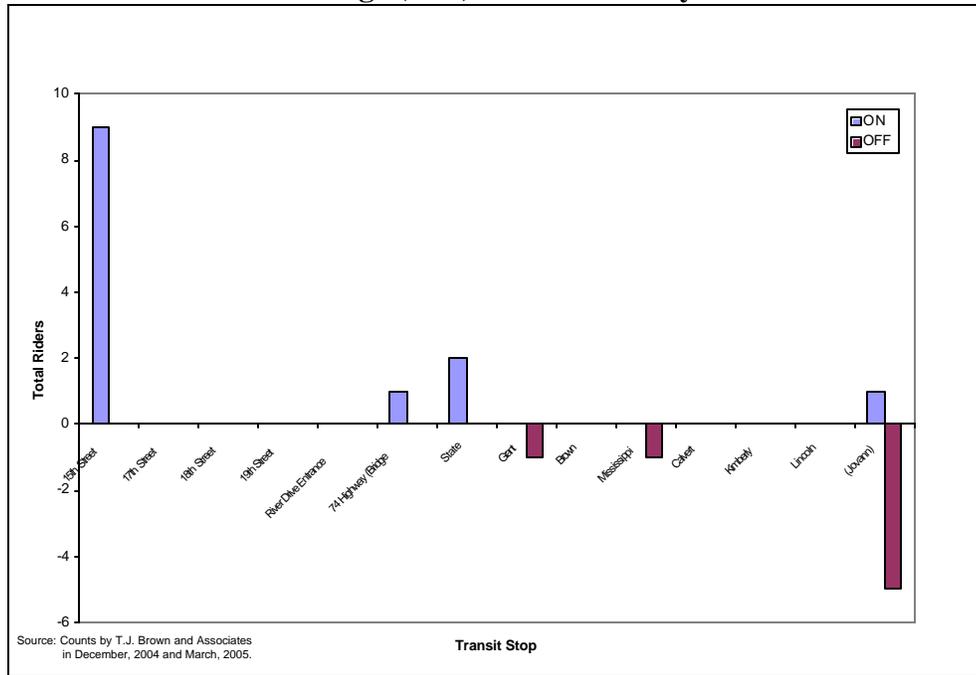
**Figure 30**  
**Route 1: Bridge (Red) Route Weekday Inbound**



**Figure 31**  
**Route 1: Bridge (Red) Route Saturday Outbound**



**Figure 32**  
**Route 1: Bridge (Red) Route Saturday Inbound**



*Route 2 – North (Gold) Route*

The data show that most of the boardings and alightings occur at Jovan and 18<sup>th</sup> Street/Tanglefoot Lane (Figures 33 and 34). There is a fair amount of activity elsewhere along the route except along Crow Creek Road where there are virtually no riders getting on or off. Saturday shows very little ridership on the North route (Figures 35 and 36) with on and offs only at Jovan and at 18<sup>th</sup> Street and Tanglefoot Lane, and only one or two riders getting on or off at Learning Campus Drive, 18<sup>th</sup> Street, 29<sup>th</sup> Street and Tanglefoot Lane, Greenbriar Drive, Hawthorne Drive, Hillside Drive, Magnolia Drive and Oak Park Drive.

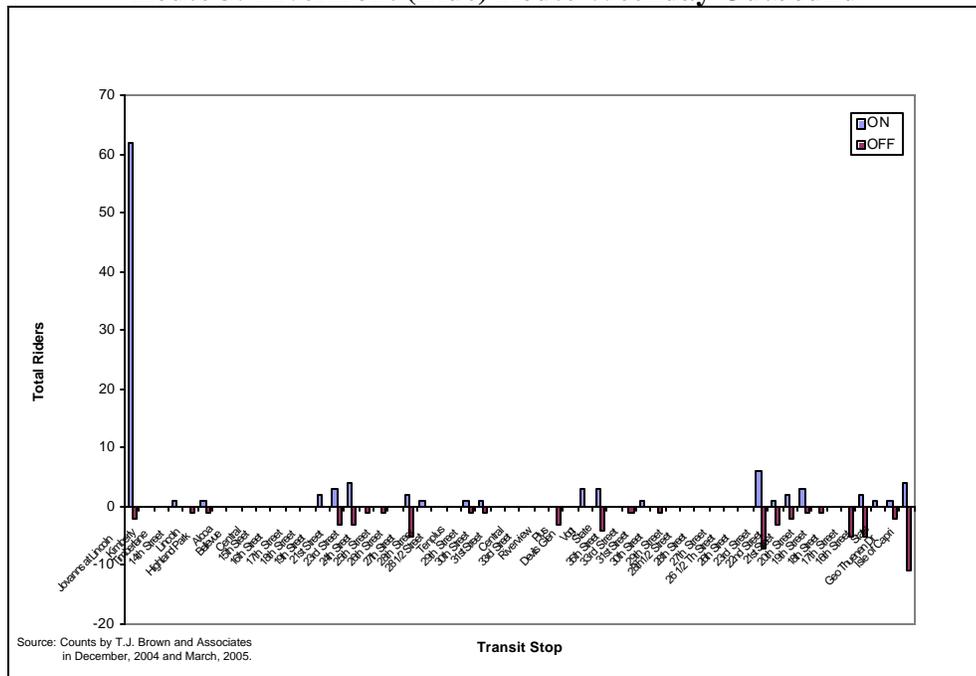




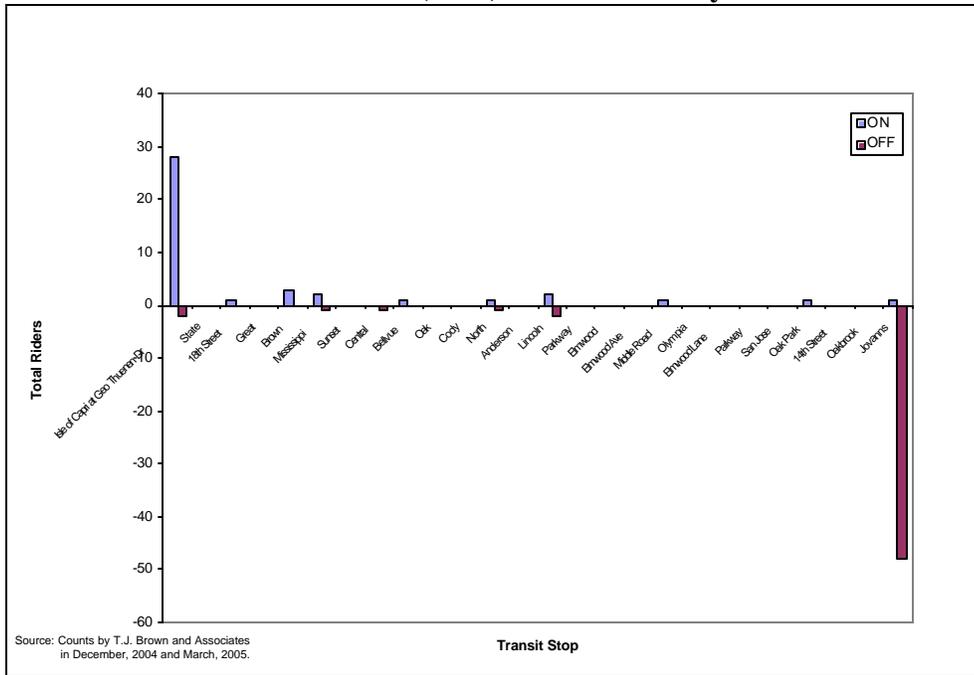
*Route 3 – Riverfront (Blue) Route*

The data shows weekday activity along the entire route with most boardings and alightings at Joevan and at the Isle of Capri (Figures 37 and 38). Saturday continues to show activity except on the eastern portion of the route between 28<sup>th</sup> Street and Central Avenue and 28<sup>th</sup> Street and State Street (Figures 39 and 40).

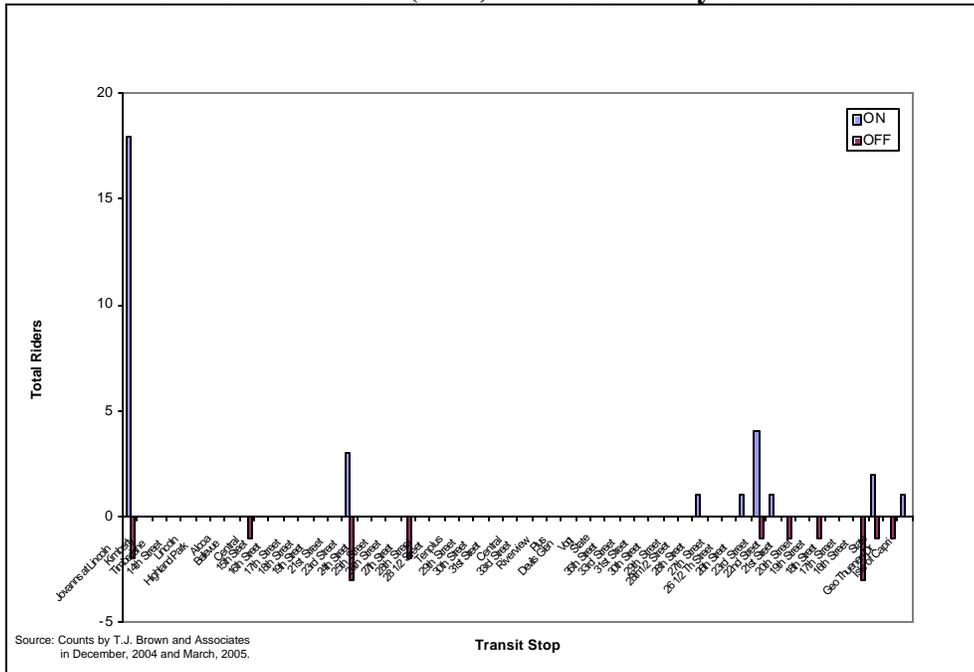
**Figure 37**  
**Route 3: Riverfront (Blue) Route Weekday Outbound**



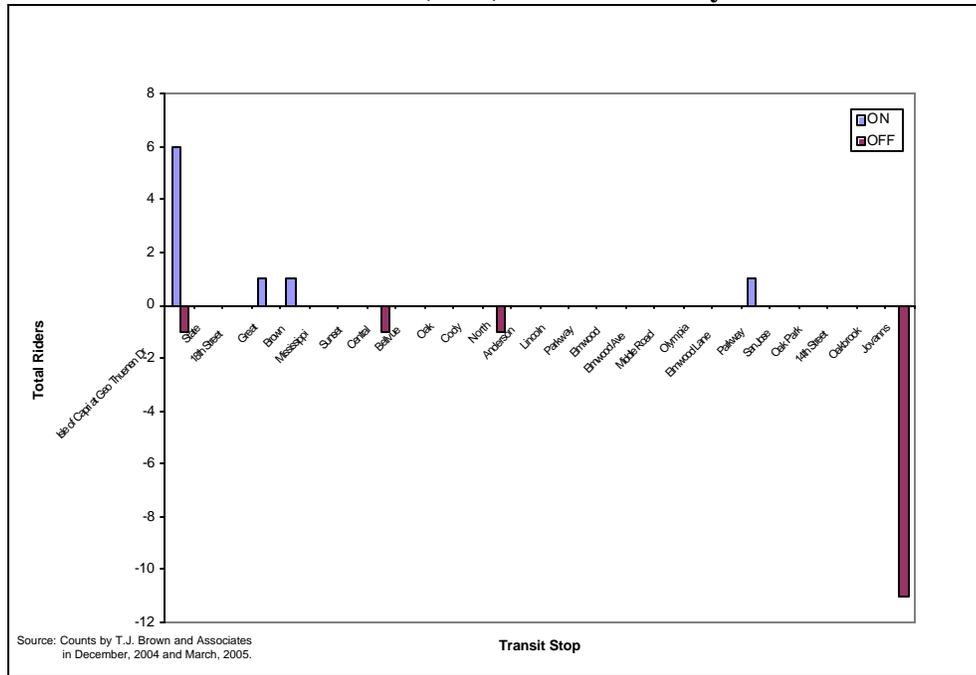
**Figure 38**  
**Route 3: Riverfront (Blue) Route Weekday Inbound**



**Figure 39**  
**Route 3: Riverfront (Blue) Route Saturday Outbound**



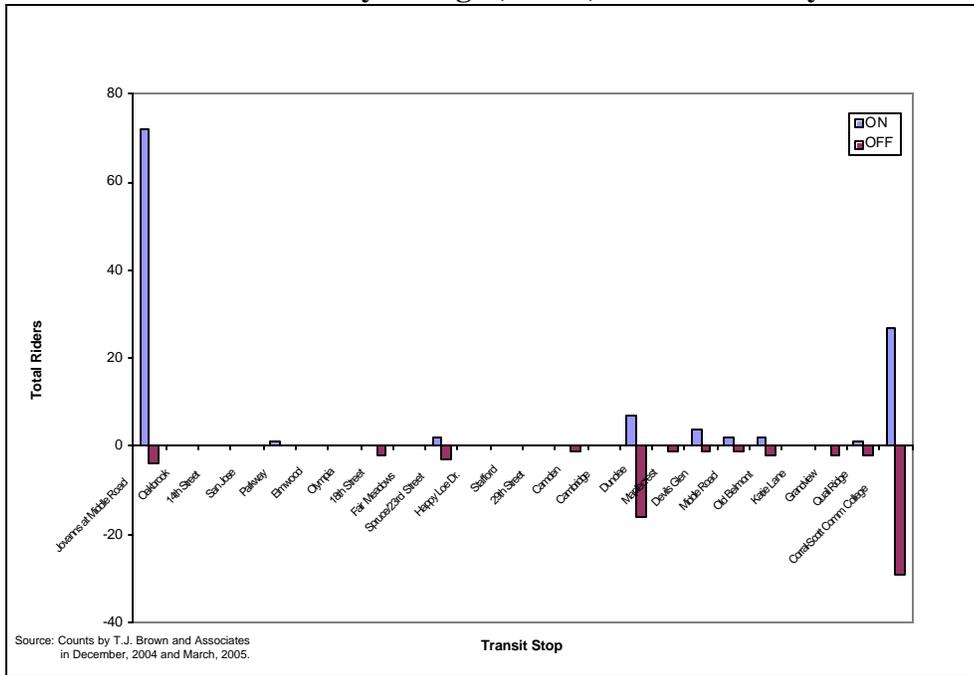
**Figure 40**  
**Route 3: Riverfront (Blue) Route Saturday Inbound**



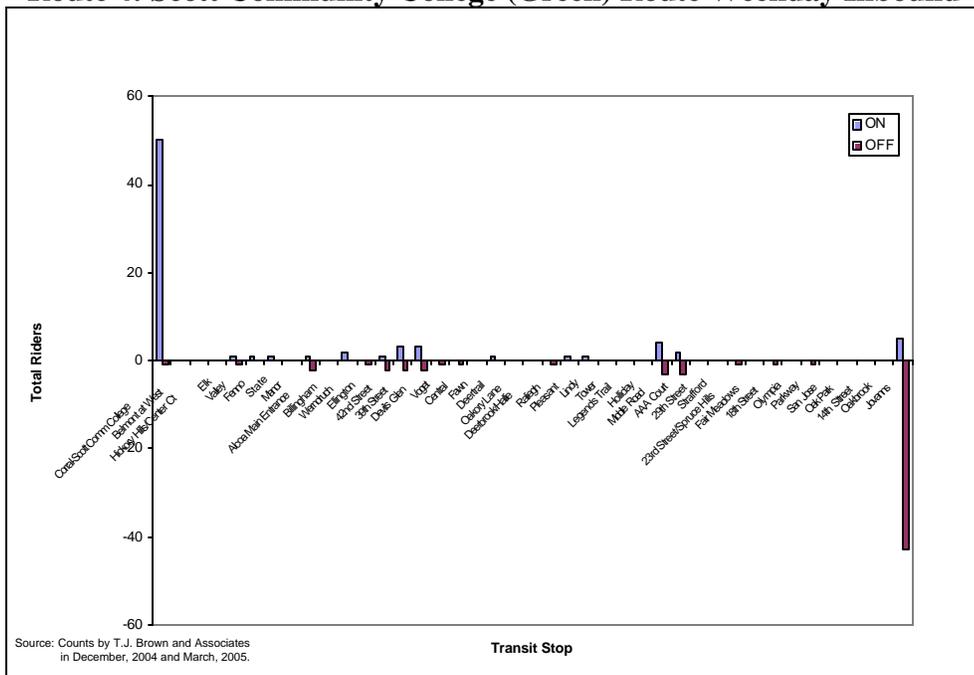
*Route 4 – Scott Community College (Green) Route*

The data indicates major stops at Joevan, Scott Community College and 29<sup>th</sup> Street and Dundee Lane (Figures 41 and 42). Elsewhere there is sparse activity along the route. For Saturday, the major stops are at Joevan and at the Middle Road Hy-Vee with no activity inbound between Middle Road and Devil’s Glen Road and Joevan (Figures 43 and 44).

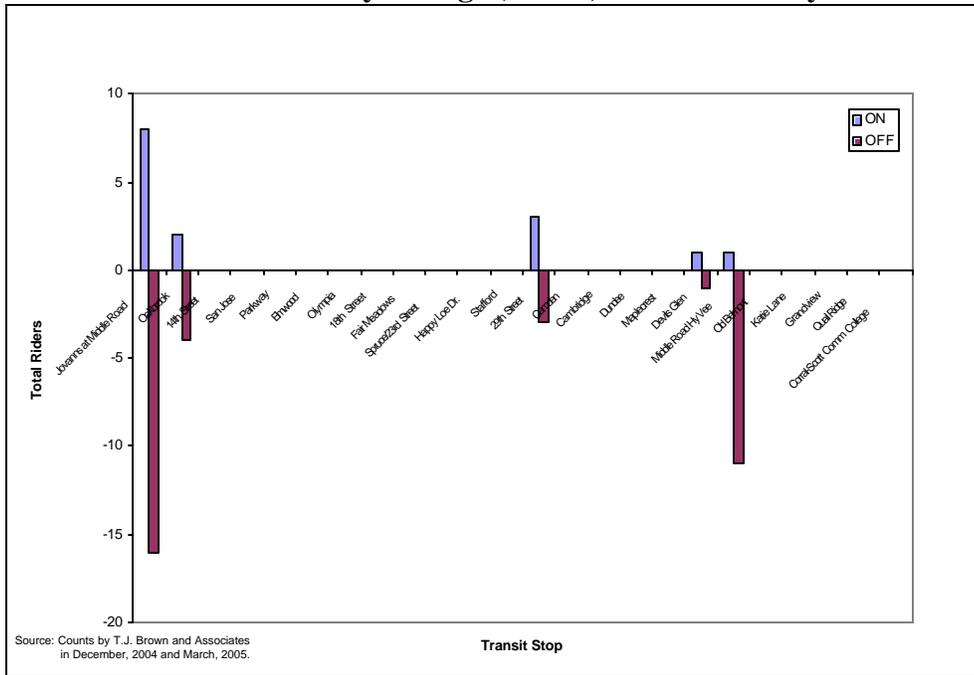
**Figure 41**  
**Route 4: Scott Community College (Green) Route Weekday Outbound**



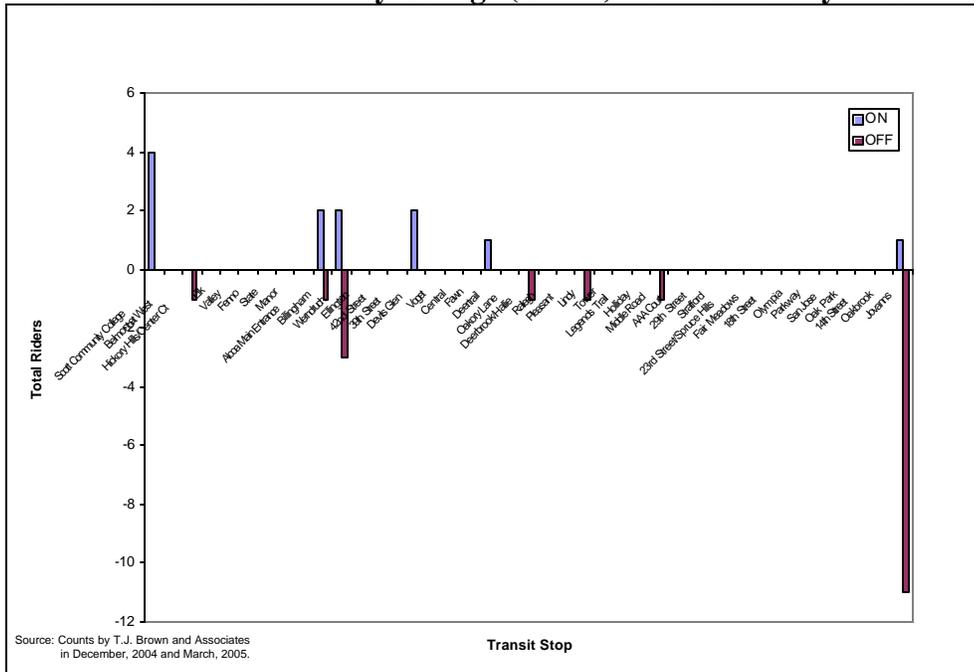
**Figure 42**  
**Route 4: Scott Community College (Green) Route Weekday Inbound**



**Figure 43**  
**Route 4: Scott Community College (Green) Route Saturday Outbound**



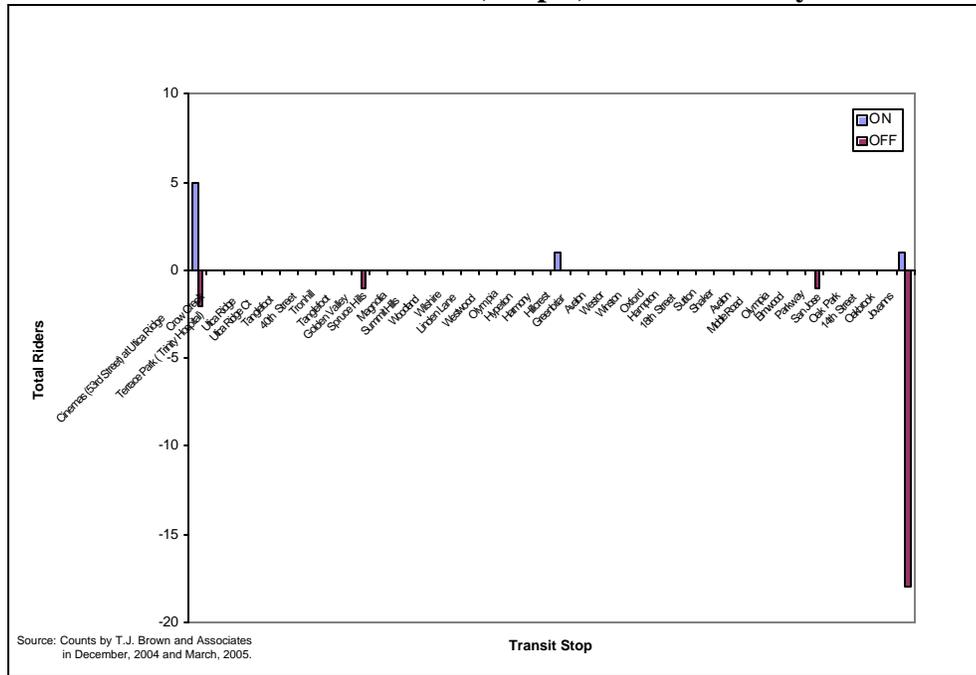
**Figure 44**  
**Route 4: Scott Community College (Green) Route Saturday Inbound**







**Figure 48**  
**Route 5: 53<sup>rd</sup> Street/Northeast (Purple) Route Saturday Inbound**



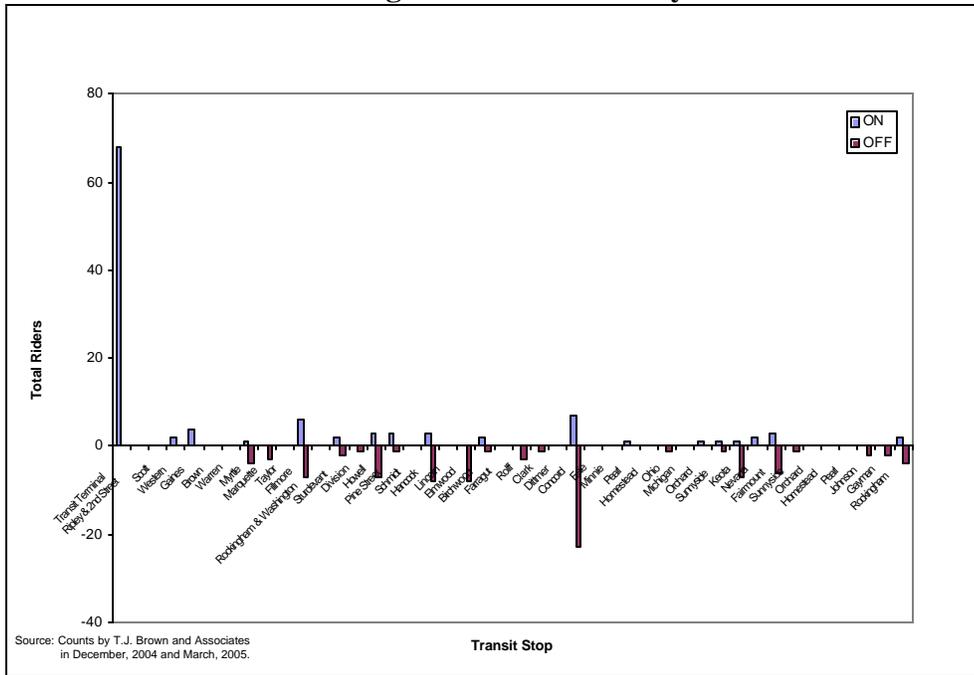
**Davenport**

Figures 49 through 102 show the on/off counts for Davenport.

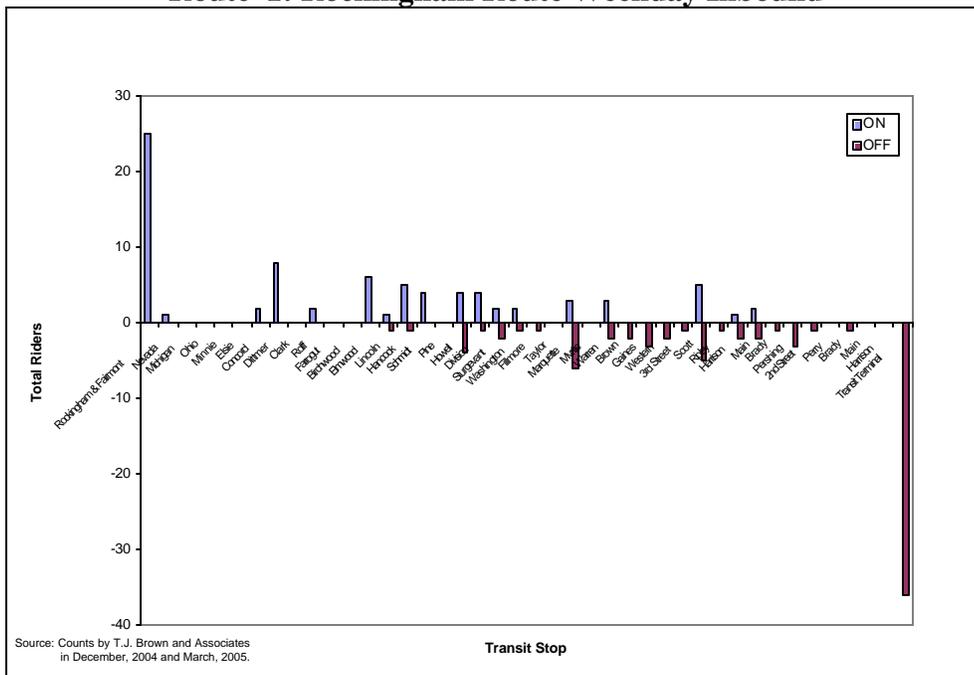
*Route 1 - Rockingham*

There is activity along the entire route with major stops at Rockingham Road and Concord Street, Rockingham Road and Fairmont Street and at the Downtown Ground Transportation Center (Figures 49 and 50). Saturday continues to show activity along most of the route with major stops at Rockingham Road and Concord Street and at the Downtown Ground Transportation Center (Figures 51 and 52).

**Figure 49**  
**Route 1: Rockingham Route Weekday Outbound**



**Figure 50**  
**Route 1: Rockingham Route Weekday Inbound**



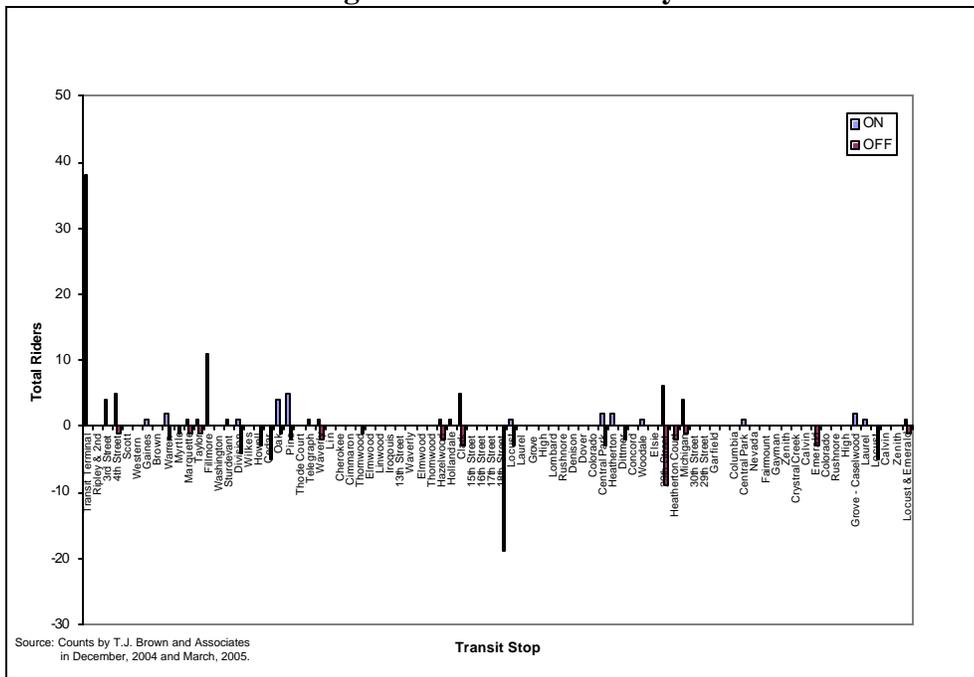




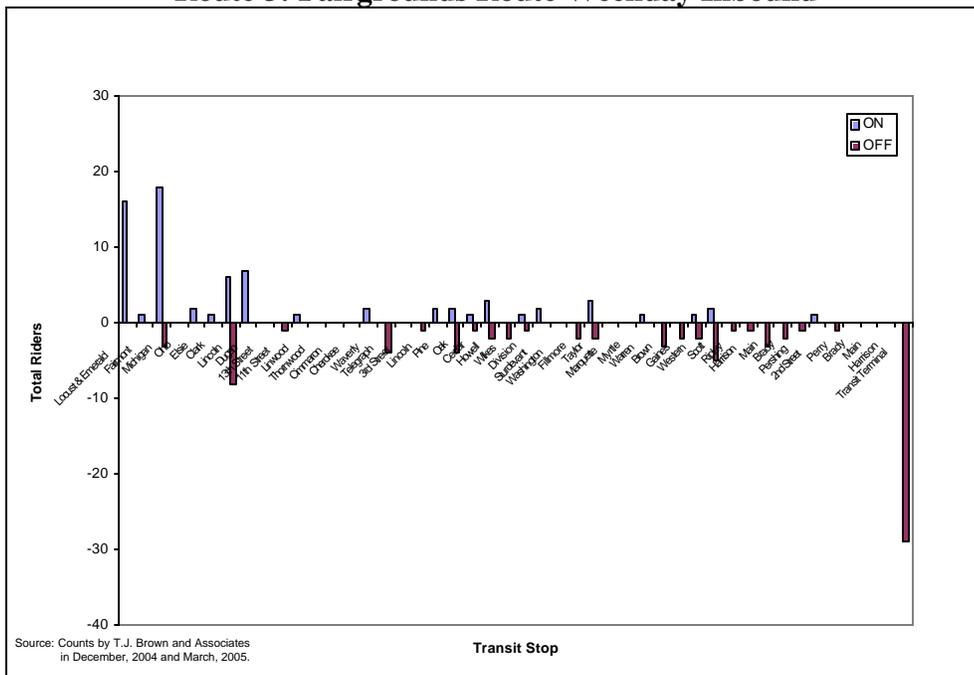




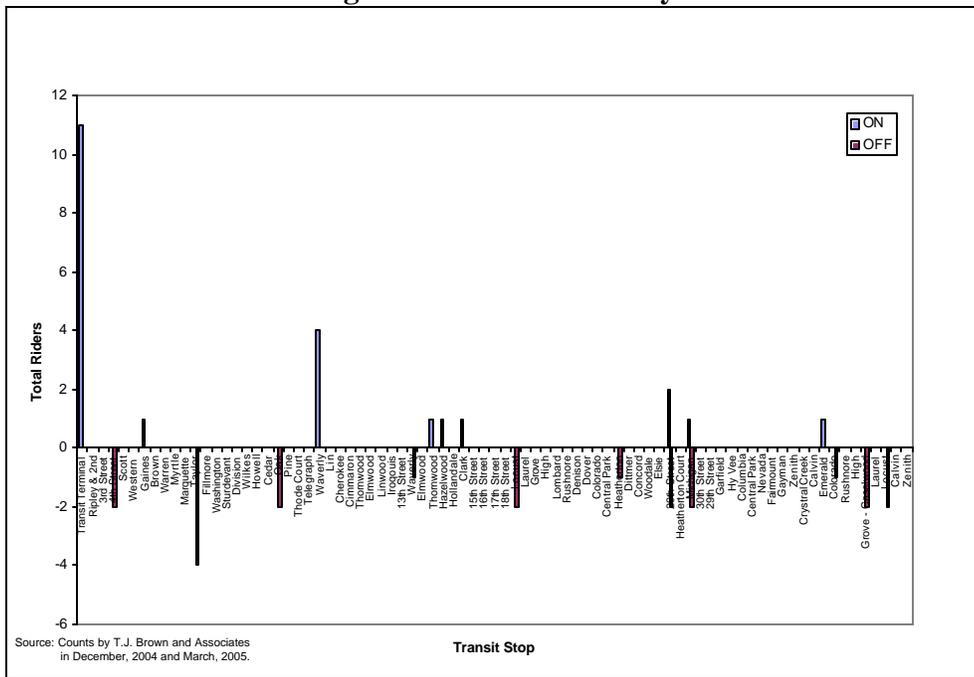
**Figure 57**  
**Route 3: Fairgrounds Route Weekday Outbound**



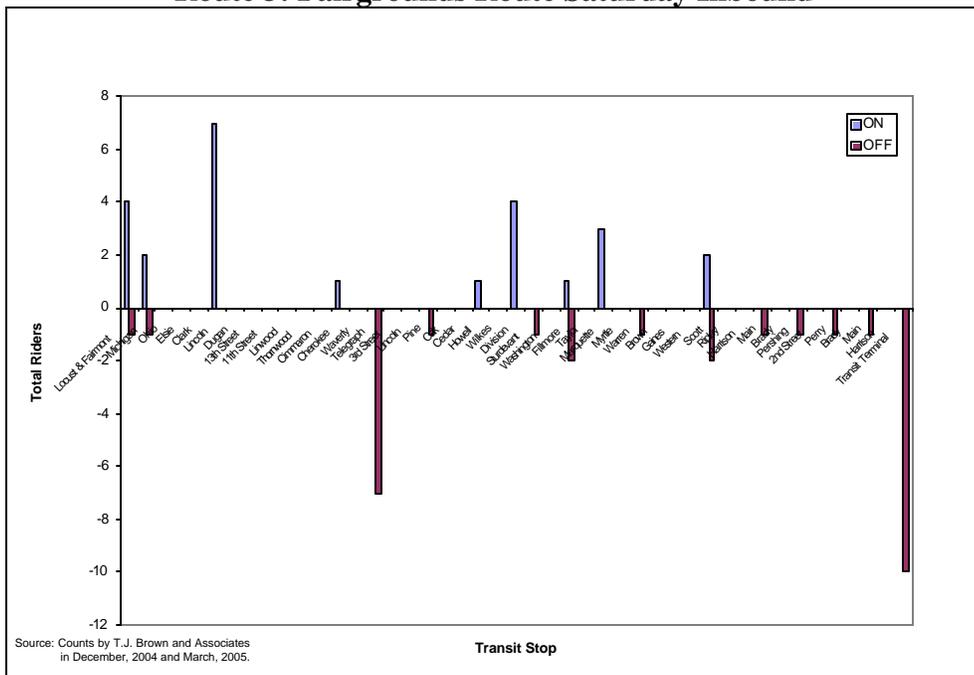
**Figure 58**  
**Route 3: Fairgrounds Route Weekday Inbound**



**Figure 59**  
**Route 3: Fairgrounds Route Saturday Outbound**

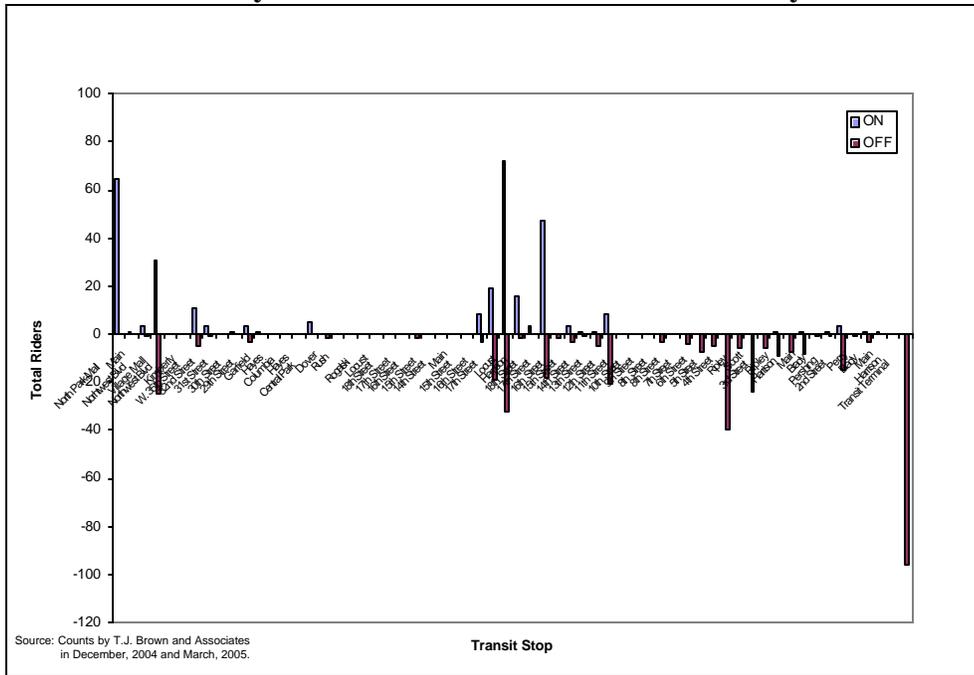


**Figure 60**  
**Route 3: Fairgrounds Route Saturday Inbound**

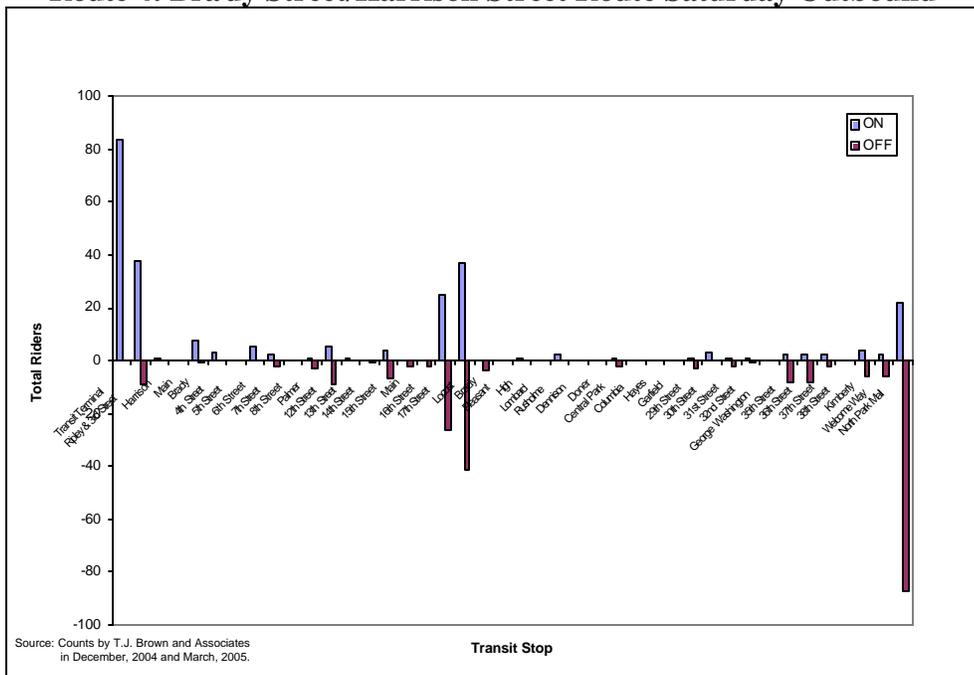




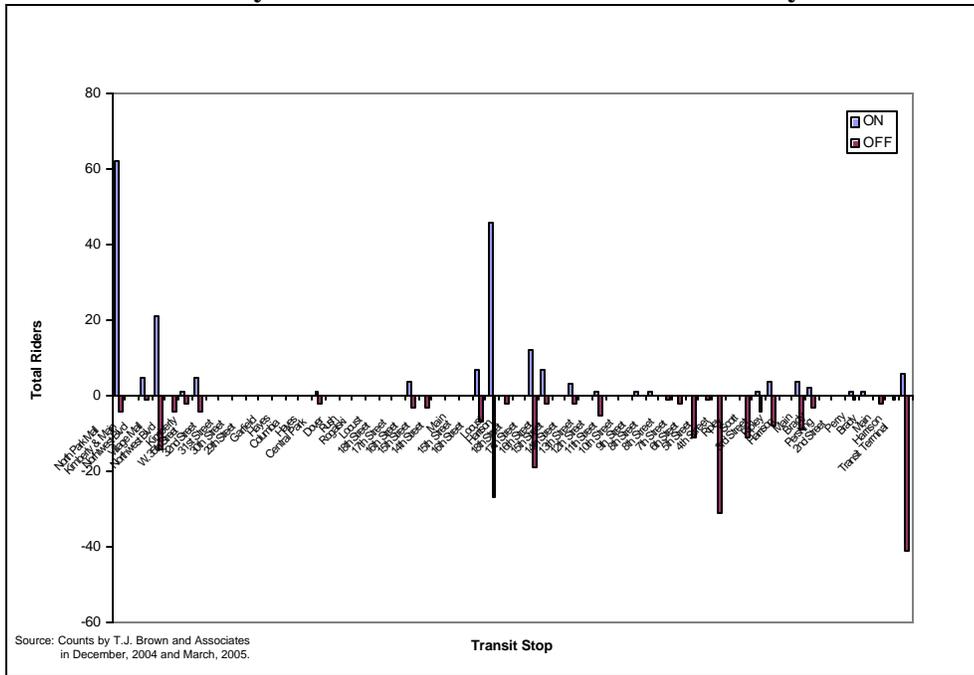
**Figure 62**  
**Route 4: Brady Street/Harrison Street Route Weekday Inbound**



**Figure 63**  
**Route 4: Brady Street/Harrison Street Route Saturday Outbound**



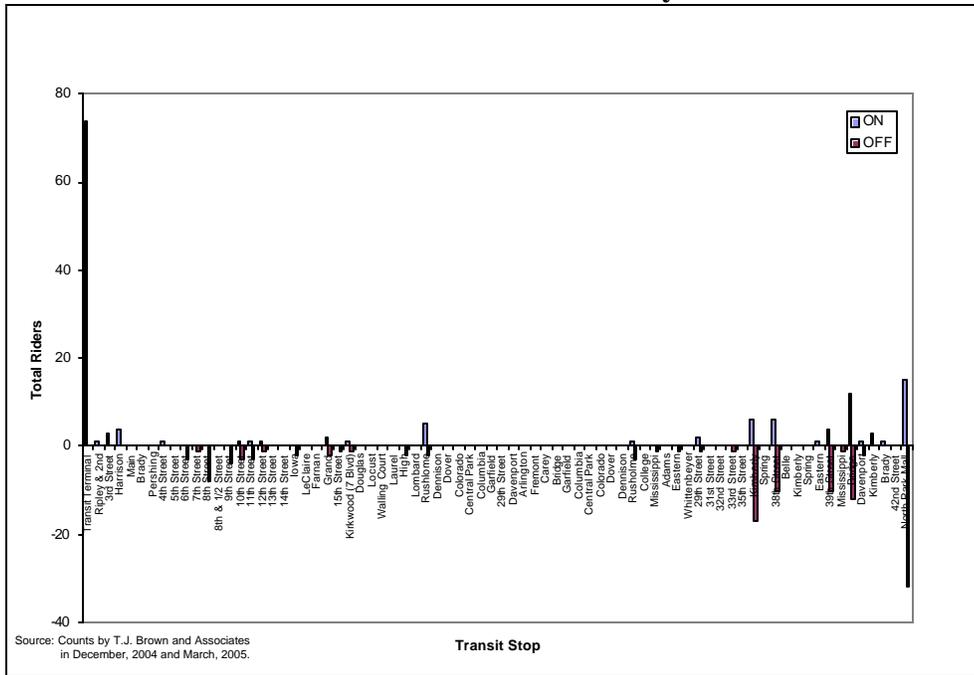
**Figure 64**  
**Route 4: Brady Street/Harrison Street Route Saturday Inbound**



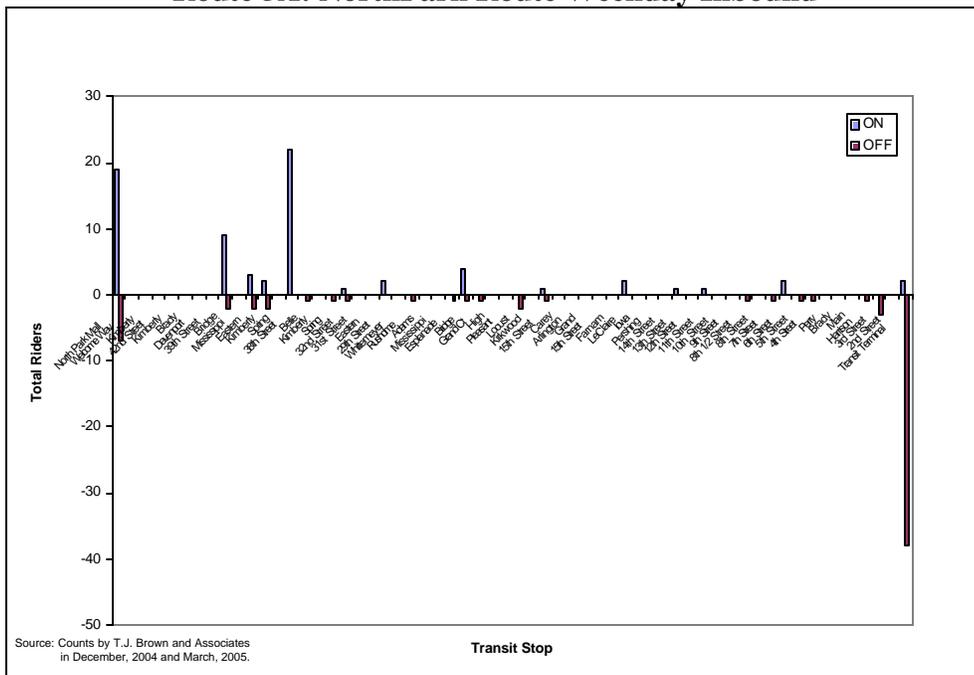
*Route 5A – NorthPark*

The data indicates sparse activity along most of the route. Major stops are at NorthPark Mall, Spring Street and 38<sup>th</sup> Street and the Downtown Ground Transportation Center (Figures 65 and 66). No boardings or alightings were observed outbound between Grand Avenue and Dennison Avenue and Rusholme Street and Bridge Avenue. For Saturday, major stops continue at the same locations and activity along the route continues to be sparse with little activity outbound between Pershing Avenue and 11<sup>th</sup> Street and Eastern Avenue and 35<sup>th</sup> Street and no activity inbound between Rusholme Street and Adams Street and 15<sup>th</sup> Street and Arlington Avenue (Figures 67 and 68).

**Figure 65**  
**Route 5A: NorthPark Route Weekday Outbound**



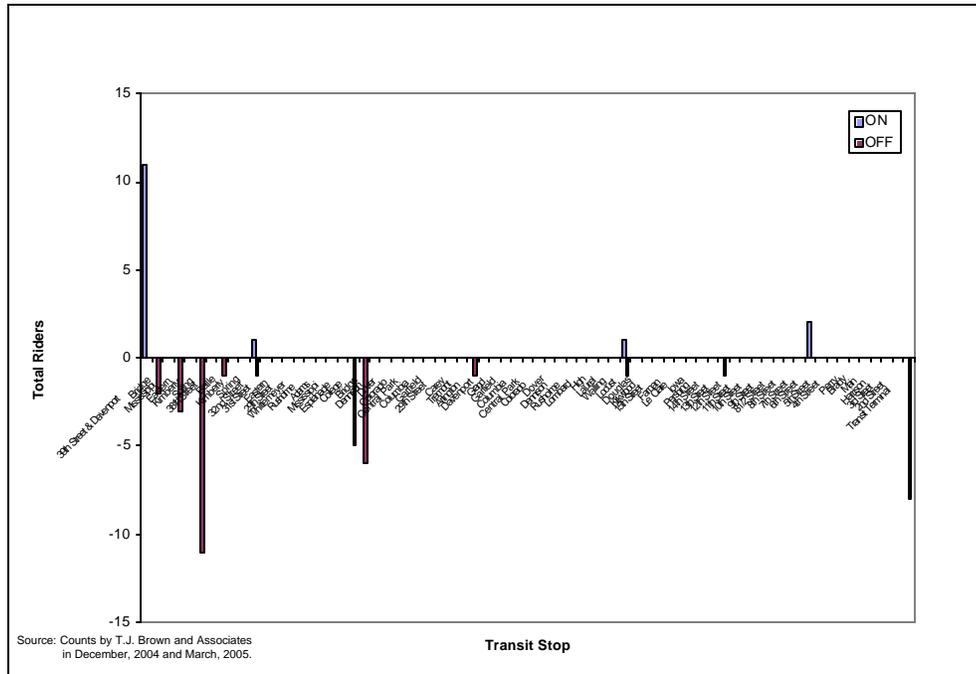
**Figure 66**  
**Route 5A: NorthPark Route Weekday Inbound**







**Figure 70**  
**Route 5B: Kimberly DownsRoute Weekday Inbound**



*Route 6 – Ridgeview*

Data indicates some activity along most of the route with several major stops at NorthPark Mall, 53<sup>rd</sup> Street and Ripley Street, North High School, Division Street and 53<sup>rd</sup> Street, Division Street and 55<sup>th</sup> Street, Hillandale Road and 73<sup>rd</sup> Street, Hillandale Road and 72<sup>nd</sup> Street and Division Street and 59<sup>th</sup> Street (Figures 71 and 72). Saturday shows very limited activity along the entire route with no boardings or alightings outbound from Linwood Avenue and Valley Drive to Pine Street and Northwest Boulevard and inbound from 72<sup>nd</sup> Street and Jebens Avenue to Division Street and 55<sup>th</sup> Street (Figures 73 and 74).

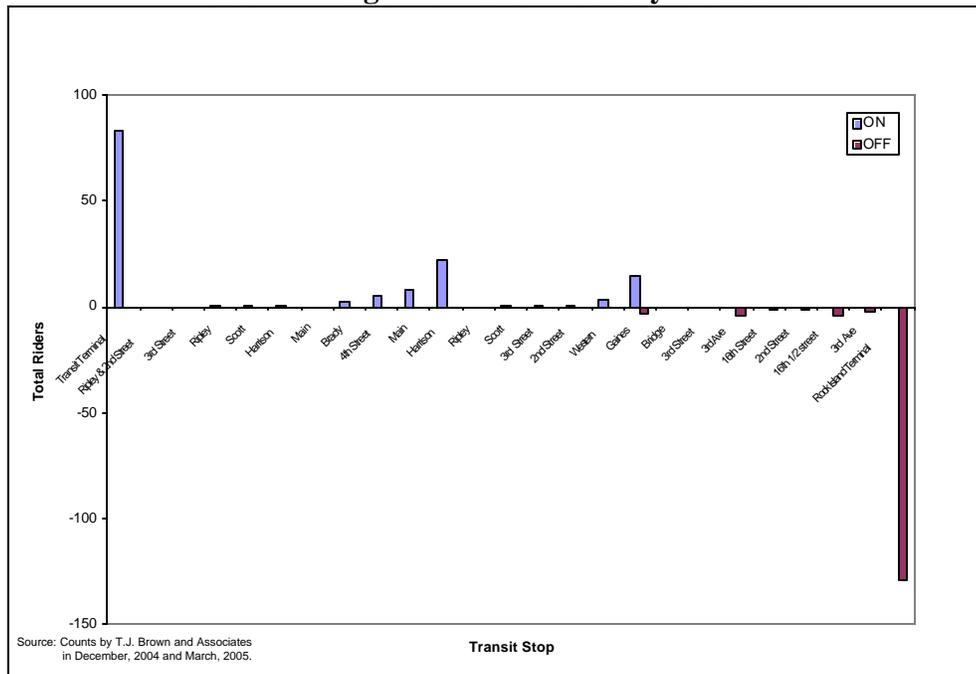




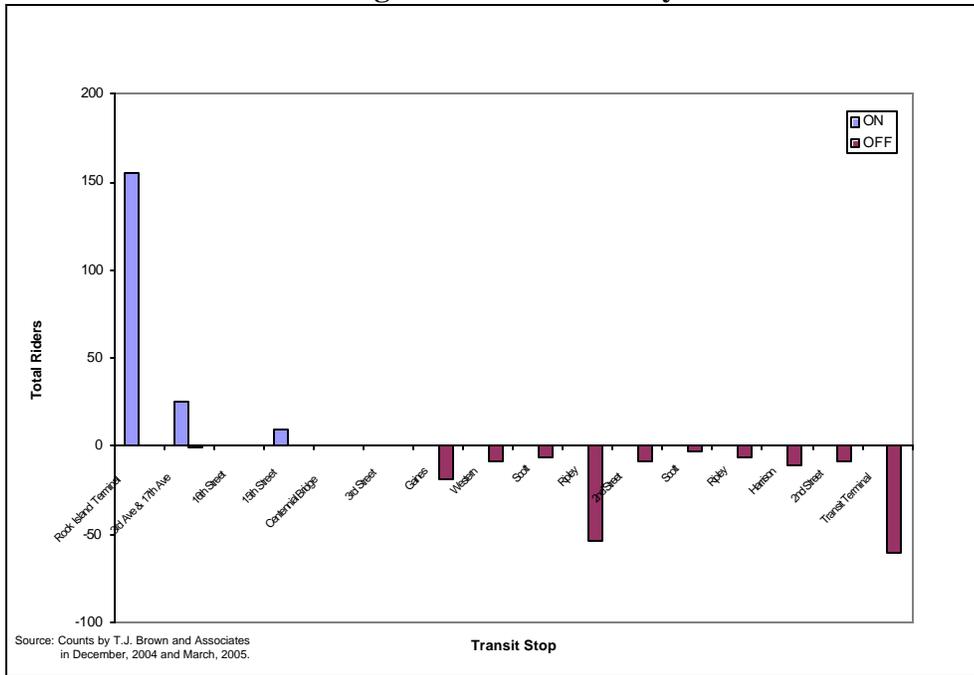
*Route 7 – Bridgeline*

Data shows activity along the entire route with most people getting on and off at the Downtown Ground Transportation Center, 4<sup>th</sup> Street and Harrison Street, 3<sup>rd</sup> Street and Ripley Street, and the Rock Island Terminal (Figures 75 and 76). Saturday shows little activity between the Rock Island Terminal and 3<sup>rd</sup> Street with major stops at the same locations (Figures 77 and 78).

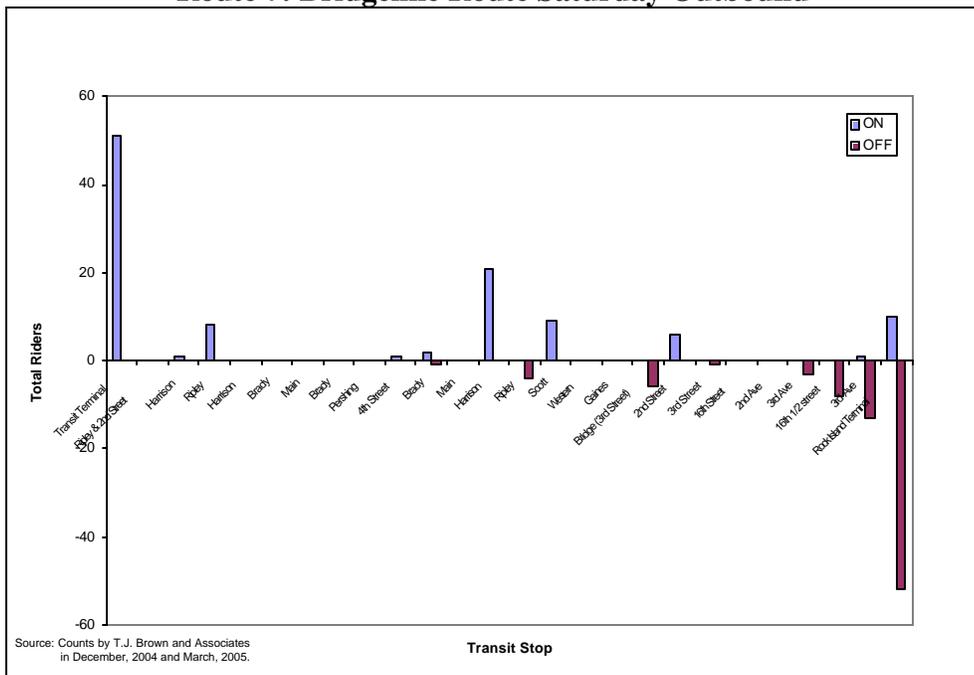
**Figure 75**  
**Route 7: Bridgeline Route Weekday Outbound**



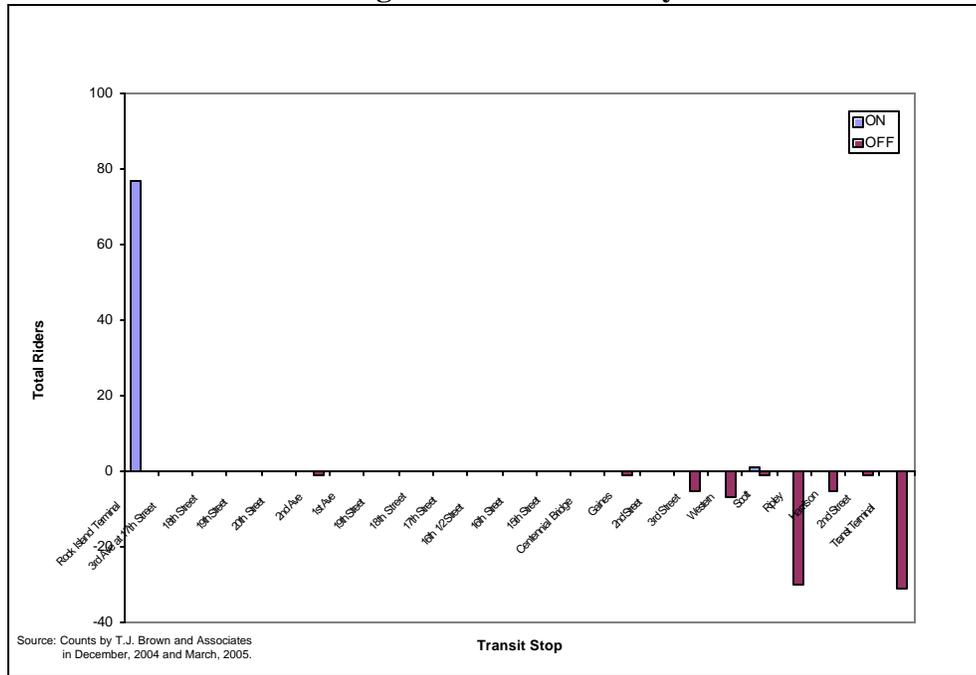
**Figure 76**  
**Route 7: Bridgeline Route Weekday Inbound**



**Figure 77**  
**Route 7: Bridgeline Route Saturday Outbound**



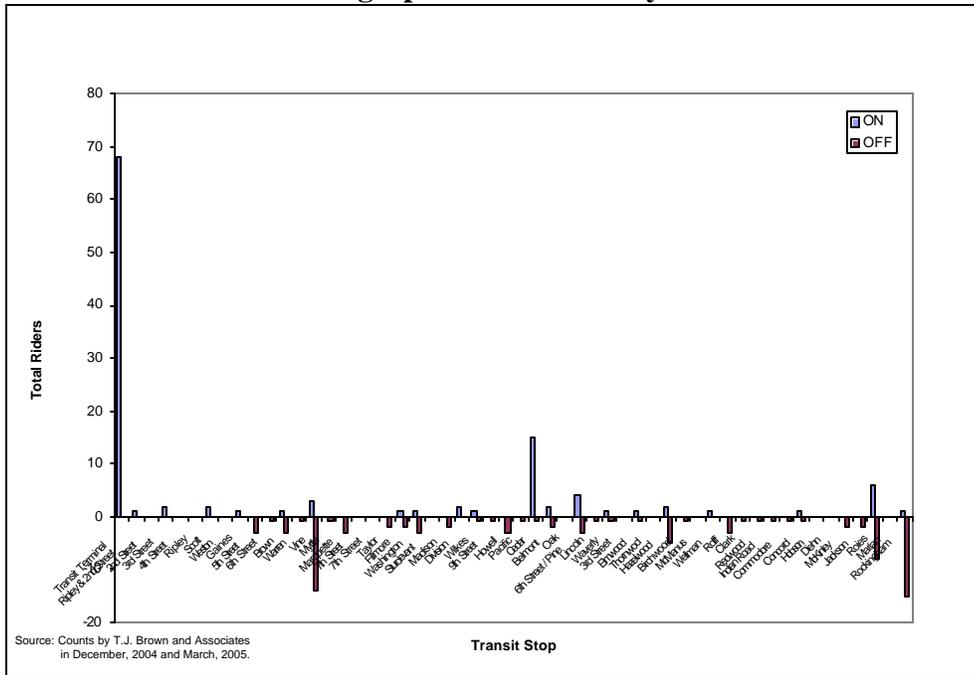
**Figure 78**  
**Route 7: Bridgeline Route Saturday Inbound**



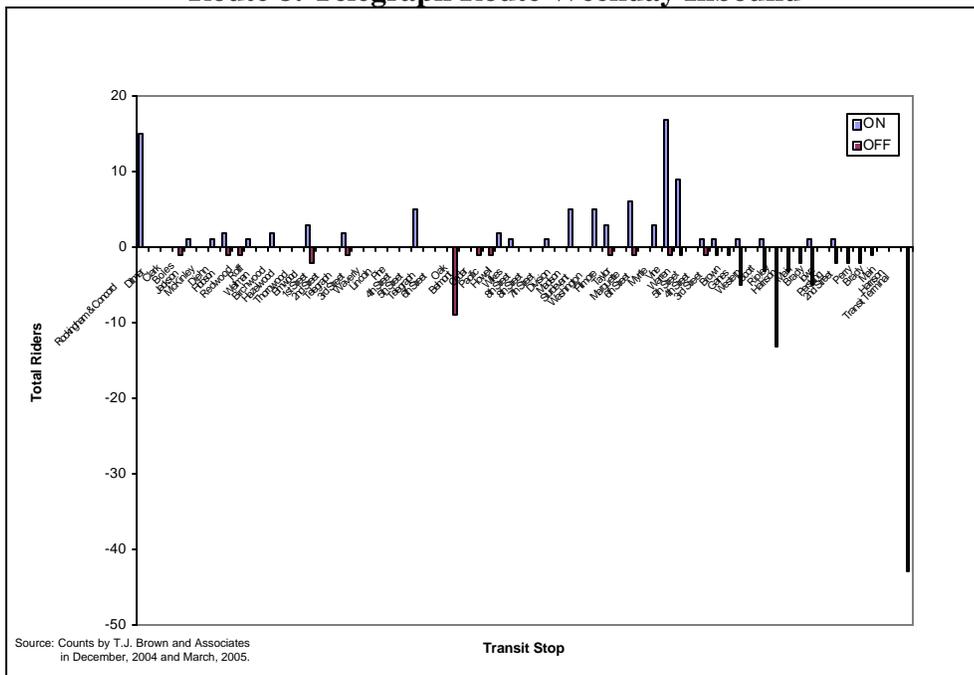
*Route 8 – Telegraph*

The route has major stops at 6<sup>th</sup> Street and Vine Street, Telegraph Road and Cedar Street, 3<sup>rd</sup> Street and Ripley Street, Rockingham Road and Concord Street and at the Downtown Ground Transportation Center (Figures 79 and 80). Activity was observed along the entire route. Saturday has little ridership although it is spread along the route with the most significant stops at Rockingham Road and Ditmer Street and at the Downtown Ground Transportation Center (Figures 81 and 82).

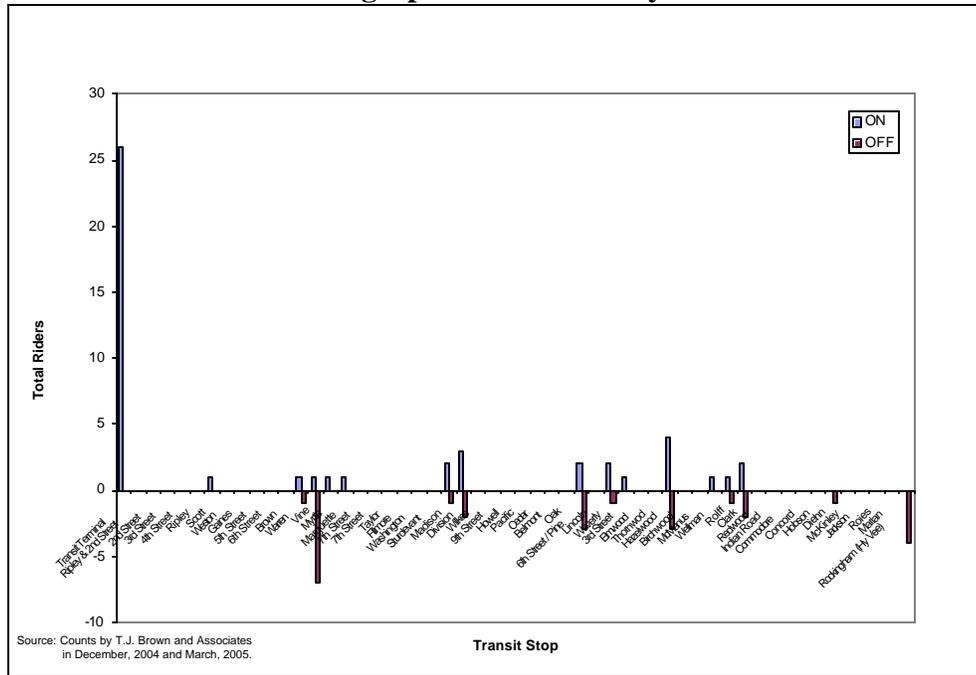
**Figure 79**  
**Route 8: Telegraph Route Weekday Outbound**



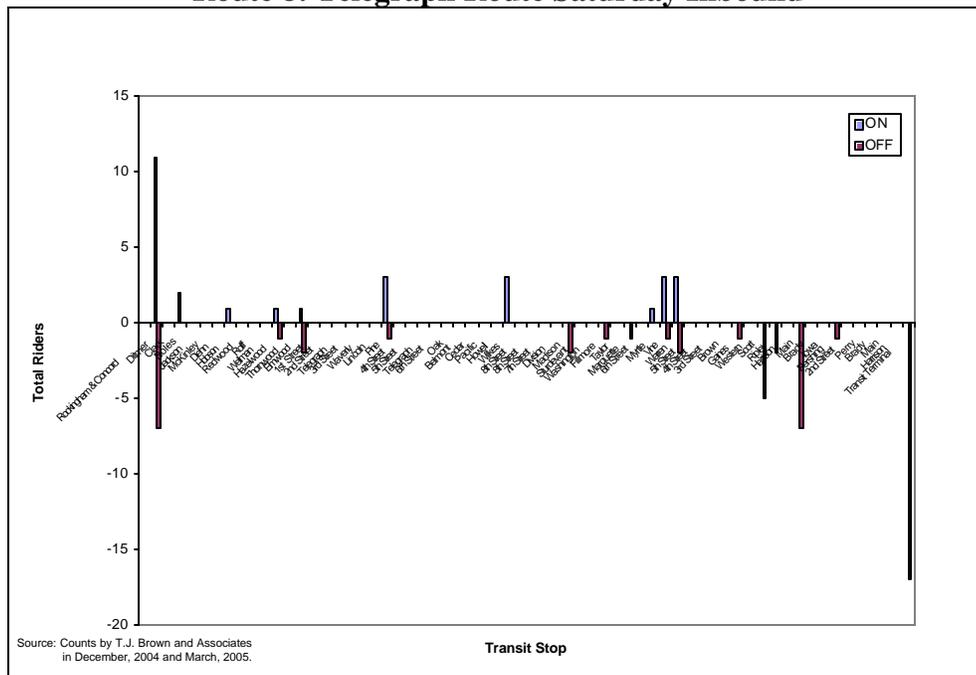
**Figure 80**  
**Route 8: Telegraph Route Weekday Inbound**



**Figure 81**  
**Route 8: Telegraph Route Saturday Outbound**



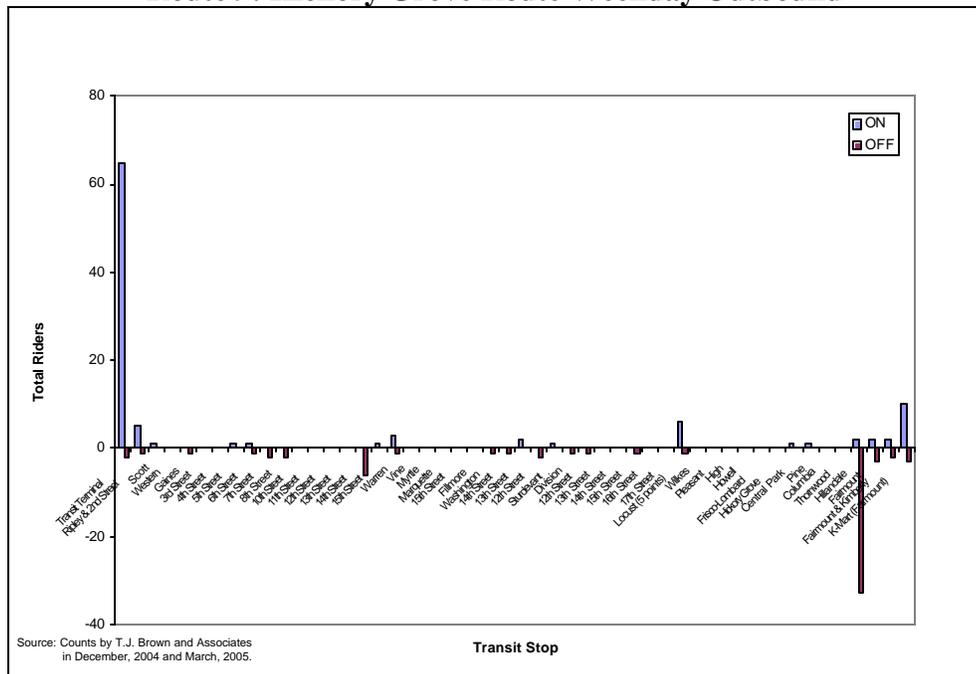
**Figure 82**  
**Route 8: Telegraph Route Saturday Inbound**



*Route 9 – Hickory Grove*

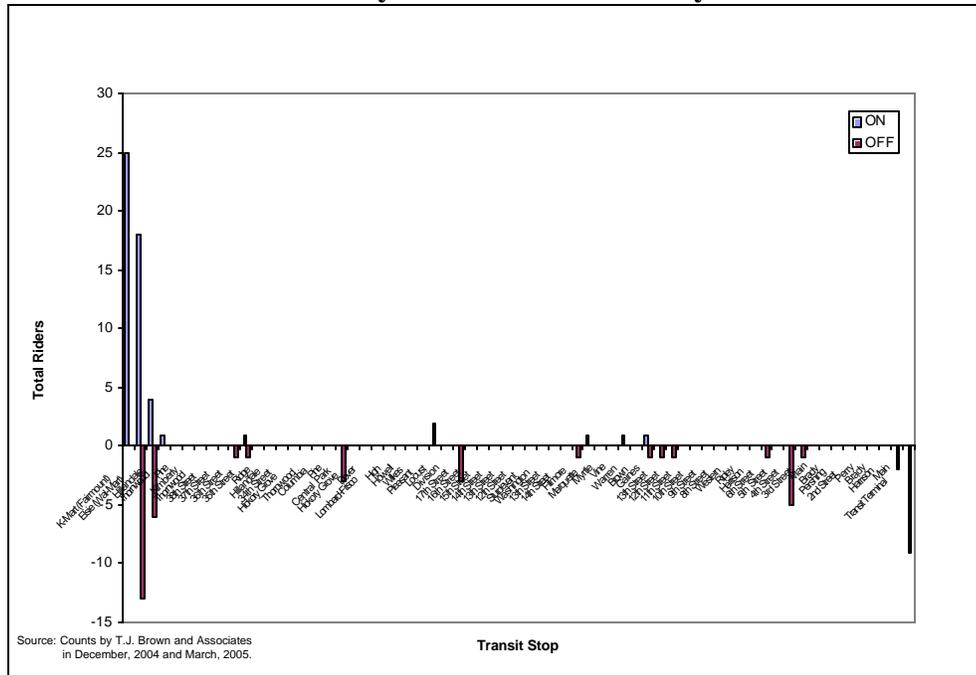
Data shows limited activity along the entire route with most boardings and alightings occurring at Hickory Grove Road and Hillandale Road, the K-mart at Fairmount Street, Hy-Vee/Drug Town at Pine Street, and at the Downtown Ground Transportation Center (Figures 83 and 84). Saturday also has ridership spread along the route although there are some dead spots along Gaines Street, Division Street, and Hickory Grove Road. Major stops for Saturday are at the K-mart at Fairmount Street, the Wal-mart at Elsie Street and the Downtown Ground Transportation Center (Figures 85 and 86).

**Figure 83**  
**Route 9: Hickory Grove Route Weekday Outbound**





**Figure 86**  
**Route 9: Hickory Grove Route Saturday Inbound**



*Route 10 – Central Park*

Data indicates activity along most of the route with major stops at 16<sup>th</sup> Street and Main Street, Main Street and Locust Street and at Joevan at Kimberly Road (Figures 87 and 88). Saturday shows gaps in the on/off data for portions of Locust Street and Central Park Avenue (Figures 89 and 90). Major stops remain the same for Saturday.



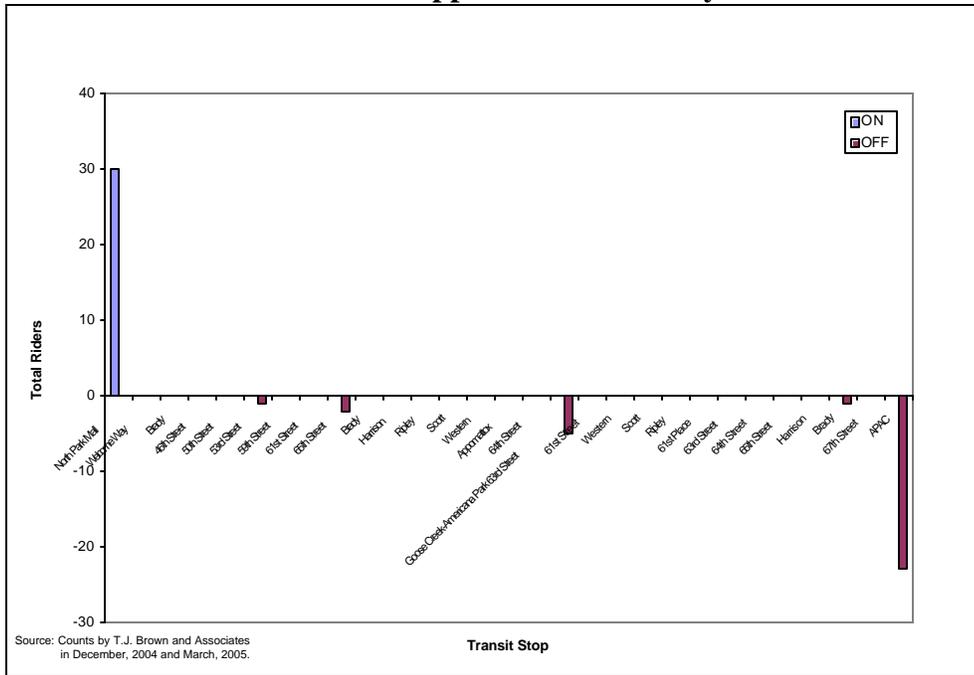




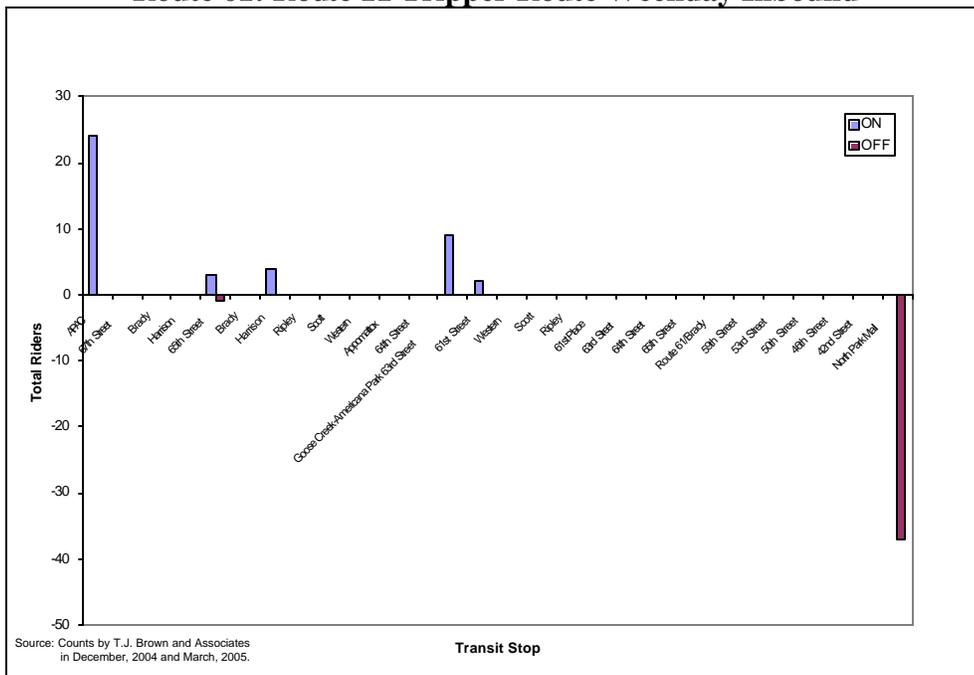




**Figure 95**  
**Route 61: Route 11 Tripper Route Weekday Outbound**



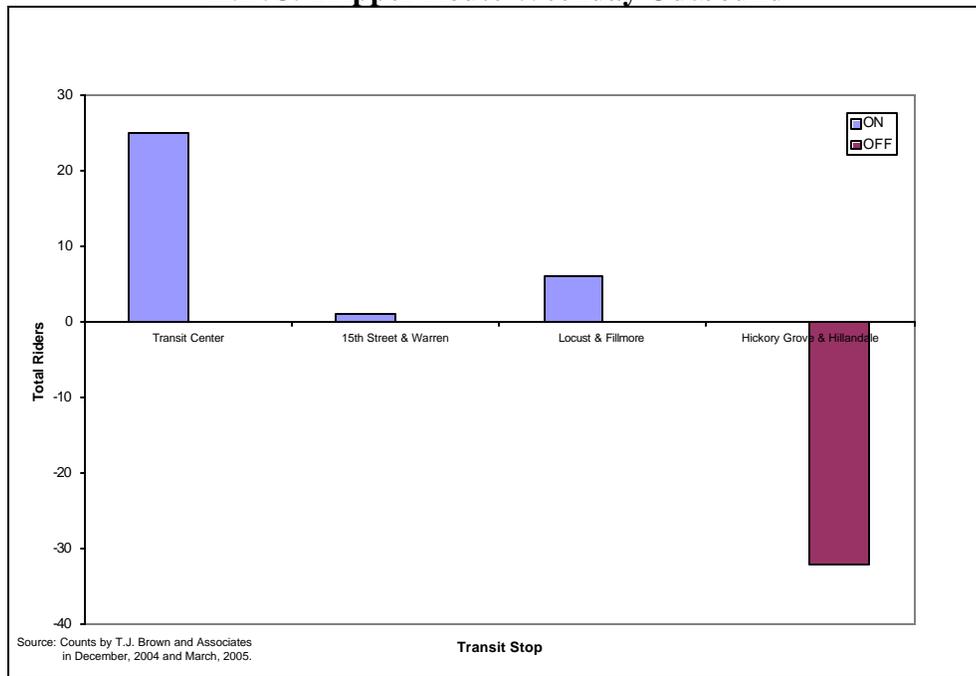
**Figure 96**  
**Route 61: Route 11 Tripper Route Weekday Inbound**



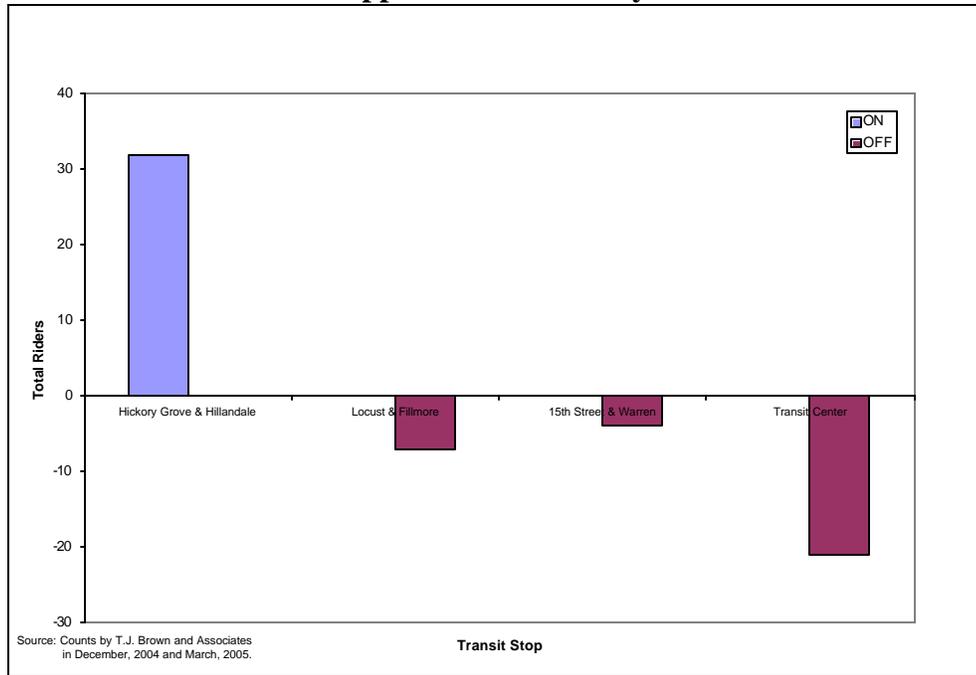
*H.D.C. Tripper*

The route has stops at Hickory Grove Road and Hillandale Road, Locust Street and Fillmore Lane, 15<sup>th</sup> Street and Warren Street, and the Downtown Ground Transportation Center. Most riders get on and off at Hickory Grove Road and Hillandale Road and the Downtown Ground Transportation Center (Figures 97 and 98).

**Figure 97**  
**H.D.C. Tripper Route Weekday Outbound**



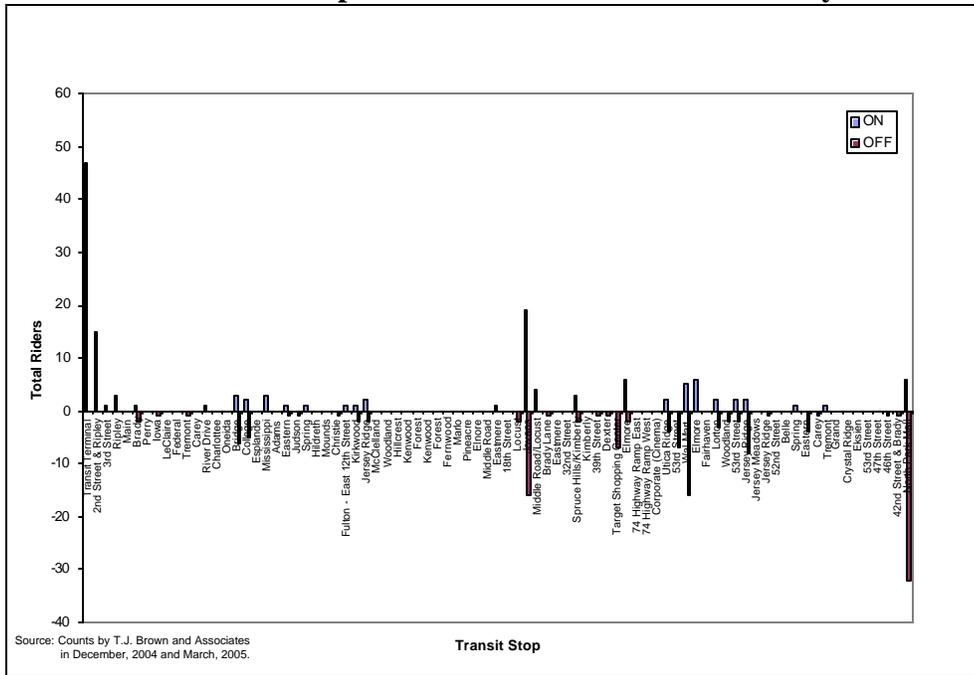
**Figure 98**  
**H.D.C. Tripper Route Weekday Inbound**



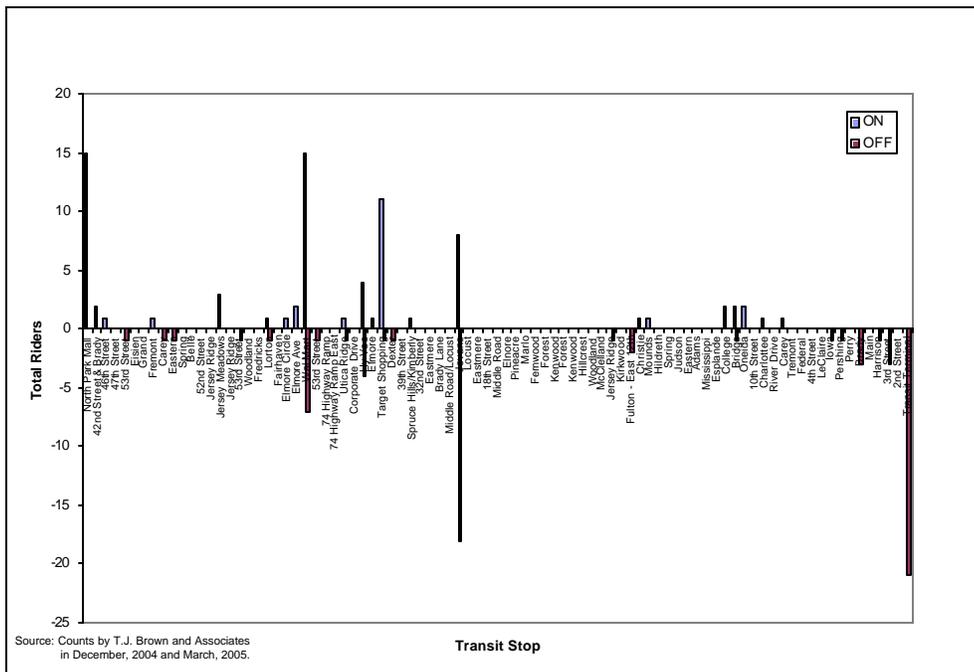
*Route 12/53 – East Davenport/East 53<sup>rd</sup> Street*

Data indicates a dead spot on Route 12 between Joevan and Jersey Ridge Road for both inbound and outbound trips. Major stops are at NorthPark Mall, the Wal-Mart at Elmore Avenue, the Target off of Elmore Avenue, Joevan and the Downtown Ground Transportation Center (Figures 99 and 100). For Saturday there is generally activity along the entire route with the major stops as the weekday in addition to Elmore Circle and Elmore Avenue (Figures 101 and 102). Saturday does show activity at Elmore Avenue between Joevan and Jersey Ridge Road.

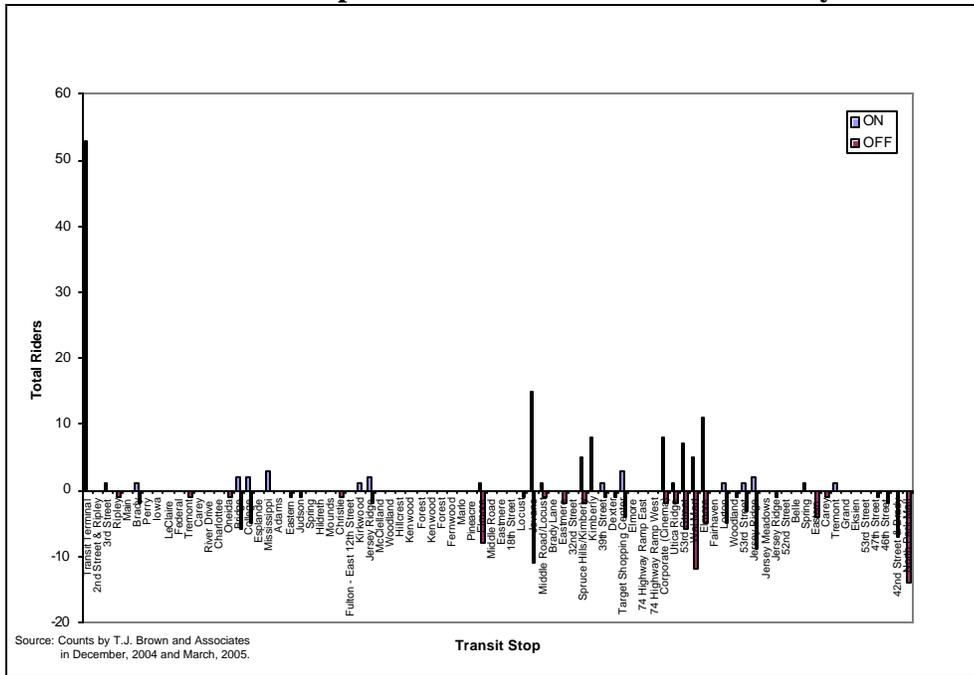
**Figure 99**  
**Route 12/53: East Davenport/East 53<sup>rd</sup> Street Route Weekday Outbound**



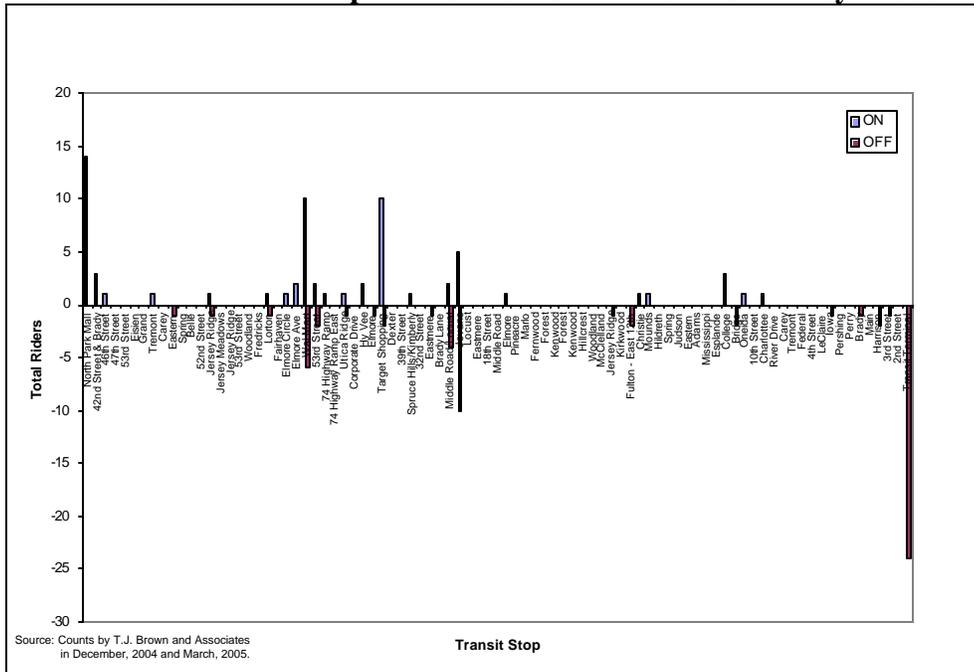
**Figure 100**  
**Route 12/53: East Davenport/East 53<sup>rd</sup> Street Route Weekday Inbound**



**Figure 101**  
**Route 12/53: East Davenport/East 53<sup>rd</sup> Street Route Saturday Outbound**



**Figure 102**  
**Route 12/53: East Davenport/East 53<sup>rd</sup> Street Route Saturday Inbound**



## **VI. ON-BOARD SURVEY**

A transit user survey was conducted on December 15 and 16, 2004 to gather input about transit issues in the community. With input from the Bi-State Regional Commission, Bettendorf Transit and CitiBus, a survey instrument was developed consisting of a two-page questionnaire.

The survey was designed to obtain input concerning the following:

- Demographic characteristics of fixed-route riders
- Origins and destinations of individuals using the service
- Reasons individuals use the service
- Interest in various transit improvements

### **Bettendorf**

The survey instrument was distributed to people riding the Bettendorf system. Riders were asked to only complete one survey. Overall, 229 surveys were distributed with 106 surveys returned for a total response rate of 46 percent. The sample has a precision of plus or minus 8 percentage points at a 90 percent confidence level.

The full report containing the results of each survey distribution along with copies of the survey instrument is attached as Appendix A.

Major findings include:

- The survey responses came from all of Bettendorf routes, representing a good cross-section of riders.
- Respondents generally rode the system from about 6AM to 2PM. Responses tended to be proportionally lower during traditional afternoon peak period of 3PM to 6PM.
- Most riders (54 percent) walked to the bus. 40 percent transferred from another bus.
- The main trip purposes of riders were going to or from work (39 percent) and to or from school (26 percent). About 19 percent rode the bus for a variety of “other” trip purposes. These were typically multiple purposes most involving going to the library, with some for work and social reasons.
- 39 percent of respondents rode the bus because they did not have cars. 27 percent said they ride for multiple reasons which generally included “not having a car.” “to save money,” or “don’t like to drive.”

- Survey respondents (57 percent) indicated that they rode the bus more than 5 days per week. Another 13 percent ride 4 or 5 days per week.
- 82 percent of the respondents said they know about the PassPORT monthly pass.
- Almost half (42 percent) of bus riders said they paid cash. 18 percent of riders used a monthly pass with only 8 percent said they used a transfer. The use of transfers is lower than what is indicated earlier about how people got to the bus. This contradiction means it is likely that respondents don't see transfers as a fare payment mechanism for multiple-seat trips.
- Users were asked to rate 9 different aspects of the transit system on a scale of 1 (very poor) to 5 (excellent). Eight of the items were rated 4 or higher. Users were particularly pleased with the helpfulness of the bus drivers, punctuality of the buses, and feeling secure on the buses. The lowest rated category, "availability of benches, shelters and sign posts," received 3.7 out of 5.
- 35 percent of the respondents thought that air pollution in the Iowa Quad Cities was either a serious or somewhat serious problem. The same proportion, 35 percent, either had no opinion, no response, or do not see air pollution as a problem.
- Respondents were slightly more male (51 percent) than female (46 percent).
- The mean age of the survey respondents was 38.1 years. The median age was 40.
- The annual household income of half (50 percent) of the respondents was under \$20,000.

### **Davenport**

The survey instrument was distributed to people riding the CitiBus system. Riders were asked to only complete one survey. Overall, 795 surveys were distributed with 268 surveys returned for a total response rate of 34 percent. The sample has a precision of plus or minus 5 percentage points at a 90 percent confidence level.

The full report containing the results of each survey distribution along with copies of the survey instrument is attached as Appendix B.

Major findings include:

- The survey responses came from all of CitiBus routes, representing a cross-section of riders.

- Respondents generally rode the system from about 9AM to 4PM. Responses tended to be proportionally lower during traditional peak periods of 6AM to 9AM and 3PM to 6PM.
- Most riders (57 percent) walked to the bus. 31 percent transferred from another bus.
- The primary trip purposes of riders were going to or from work (32 percent) and going shopping (17 percent). About 21 percent rode the bus for a variety of “other” trip purposes. These were typically multiple purposes most involving work, school and or shopping reasons for riding.
- 53 percent of respondents rode the bus because they did not have cars. 21 percent said they ride for multiple reasons which generally included “not having a car” as well as “saving money” or “car in shop.”
- Survey respondents (46 percent) indicated that they rode the bus 4 to 5 days per week. Another 17 percent ride 2 or 3 days per week.
- 75 percent of the respondents said they know about the PassPORT monthly pass.
- Over half (54 percent) of bus riders said they paid cash. 23 percent of riders used a monthly pass with only 3 percent who said they used a transfer. The use of transfers is lower than what is indicated earlier about how people got to the bus. This contradiction means it is likely that respondents don’t see transfers as a fare payment mechanism.
- Users were asked to rate 9 different aspects of the transit system on a scale of 1 (very poor) to 5 (excellent). Eight of the items were rated higher than 3. Users were particularly pleased with the helpfulness of the bus drivers, punctuality of the buses, and feeling secure on the buses. The lowest rated category, “availability of benches, shelters and sign posts,” received a “2.3” out of 5.
- Thirty-four percent of the respondents thought that air pollution in the Iowa Quad Cities was either a serious or somewhat serious problem. 40 percent either had no opinion, no response, or do not see air pollution as a problem.
- Respondents were almost evenly male (45 percent) or female (49 percent).
- The mean age of the survey respondents was 36.4 years. The median age was 35.
- The annual household income of most respondents (62 percent) was under \$20,000.

## **VII. TRANSFER SURVEY**

Transfer data was compiled for the Bettendorf and Davenport systems. Transfer data was collected in Davenport on December 16, 2004 and in Bettendorf on December 17, 2004. The most significant transfers in Davenport occurred to and from Routes 4 and 10 with transfers also occurring on Routes 2, 5, 7 and 12. The highest number of transfers between routes occurred from Route 4 to Route 10 and from Route 10 to Route 4 with 100 or more transfers in each case. All transfers from MetroLink occurred to Route 7 and most transfers from Bettendorf were to Route 10.

Bettendorf had most transfers issued from Davenport's Route 10. Within Bettendorf, the Riverfront route issued and received the most transfers. Transfers from MetroLink occurred to the Bridge Route and most transfers from Davenport were from Route 10.

Table 5 shows the transfers as observed on December 16 and 17, 2004.



# **Appendix A**

## **Summary of User Survey Results: Bettendorf**

## **INTRODUCTION**

TranSystems Corporation, in association with TJ Brown Associates and Bettendorf Transit, administered a transit user survey on December 15 and 16, 2004, to gather input about transit issues in the community. A virtually identical survey was administered on about the same days to patrons of the City of Davenport's CitiBus system. TranSystems, with input from the Bi-State Regional Commission, CitiBus and Bettendorf, developed the survey instrument consisting of a two-page questionnaire. The survey was designed to obtain input on the following:

- Demographic characteristics of fixed-route riders
- Origins and destinations of individuals using the service
- Trip purposes of patrons of the system
- Interest in various transit improvements.

The survey instrument was distributed to patrons of Bettendorf Transit. Patrons were asked to only complete one survey. Overall, 229 surveys were distributed with 106 surveys returned for a total response rate of 46 percent. The sample has a precision of plus or minus 8 percentage points at a 90 percent confidence level.

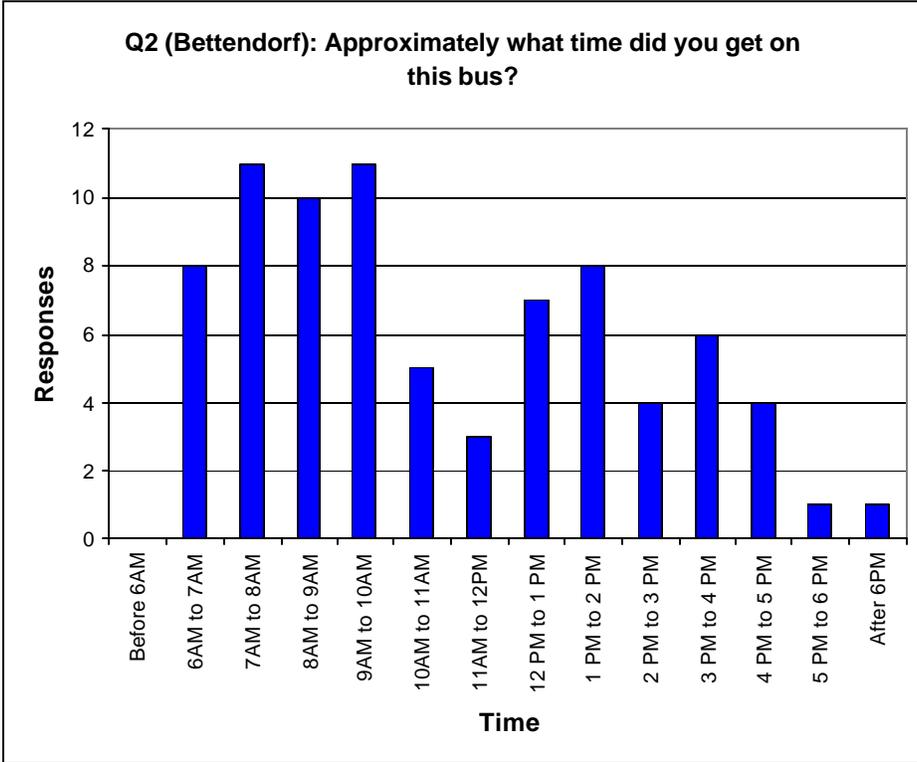
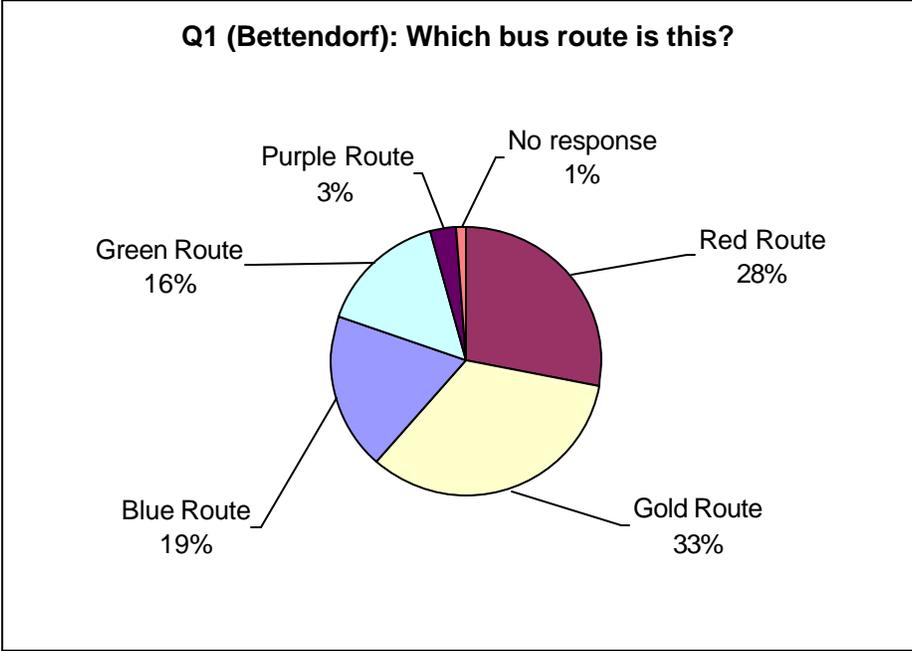
Detailed results the survey and a copy of the survey instrument are included at the end of this document.

## **MAJOR FINDINGS**

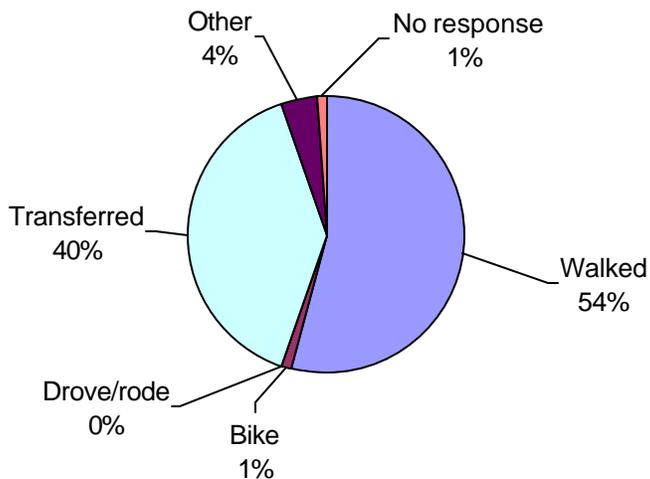
- The survey responses came from all of Bettendorf routes, representing a statistically reliable cross-section of riders.
- Respondents generally rode the system from about 6:00 AM to 2:00 PM. Responses tended to be proportionally lower during traditional afternoon peak period of 3:00 PM to 6:00 PM.
- Most riders (54 percent) walked to the bus. Forty percent transferred from another route.
- The main trip purposes identified by patrons were going to or from work (39 percent) and to or from school (26 percent), for a total of 75 percent of respondents taking the bus for work and school. Additionally, about 19 percent rode the bus for a variety of "other" purposes that included going to the library, with some for work and social reasons. Only seven percent of respondents cited shopping as their main trip purpose.

- Thirty-nine percent of respondents rode the bus because they did own a car. Twenty-seven percent of respondents cited multiple reasons, which generally included “not having a car,” “to save money,” or “don’t like to drive.”
- Sixty percent of respondents indicated that they rode the bus four or more days per week.
- Eighty-two percent of respondents stated they know about the PassPORT monthly pass.
- Almost half (42 percent) of bus riders said they paid for their fare in cash. Eighteen percent of riders used a monthly pass with only eight percent using a transfer. The use of transfers is lower than what is indicated earlier about how people got to the bus. The likely reason is that respondents do not consider transfers as a form of payment.
- Respondents were asked to rate nine different aspects of the transit system on a scale of 1 (Very Poor) to 5 (Excellent). Eight of the items were rated 4 or higher. Respondents were particularly pleased with the helpfulness of the bus drivers, timeliness of buses, and feeling secure on the buses. The lowest rated category was “availability of benches, shelters and sign posts,” and scored 3.7 out of 5.
- Thirty-five percent of respondents thought that air pollution in the Iowa Quad Cities was either a serious or somewhat serious problem. Additionally, 35 percent of respondents either had no opinion, no response, or do not see air pollution as a problem.
- Respondents were slightly more male (51 percent) than female (46 percent).
- The mean age of the survey respondents was 38.1 years. The median age was 40.
- The annual household income of half (50 percent) of the respondents was under \$20,000.

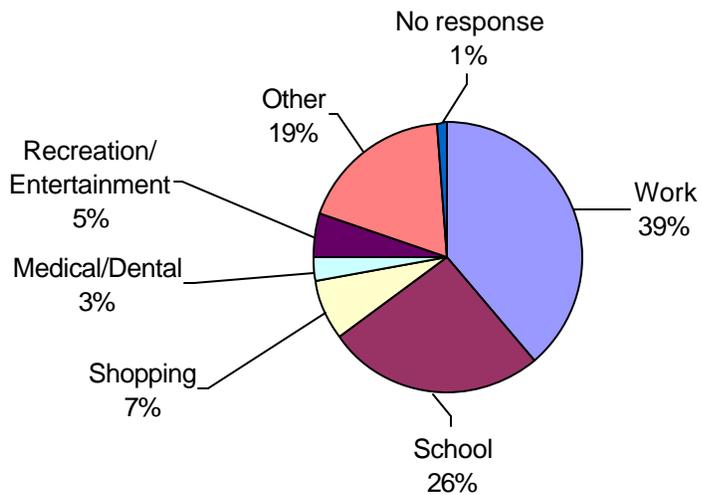
The following charts summarize the findings from the survey responses provided by patrons of Bettendorf Transit. Responses to Questions 4, 5 and 7 are included at the end of this document. Additionally, some respondents provided comments on the surveys, which are also included at the end of this document.



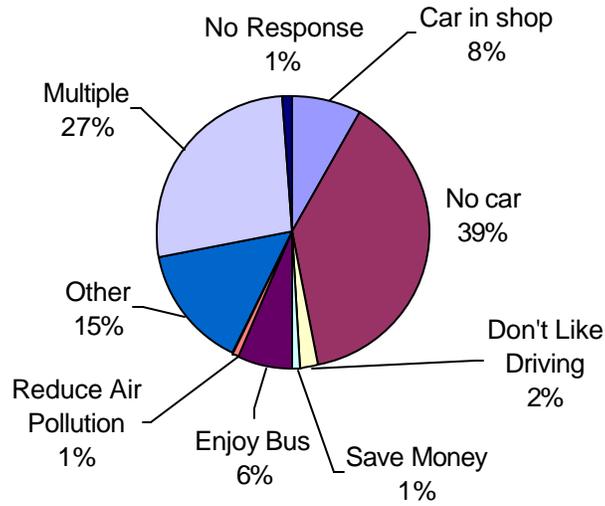
**Q3 (Bettendorf): How did you get to this bus?**



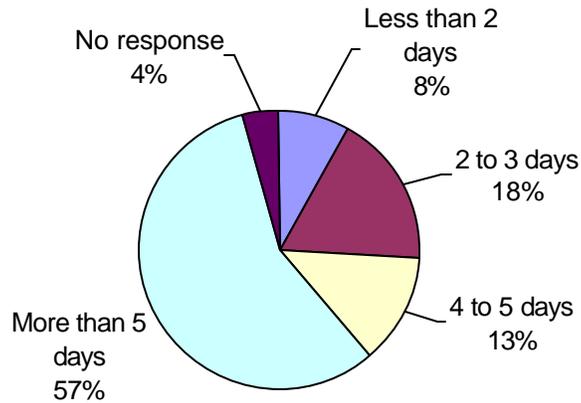
**Q6 (Bettendorf): What is the purpose of your trip?**



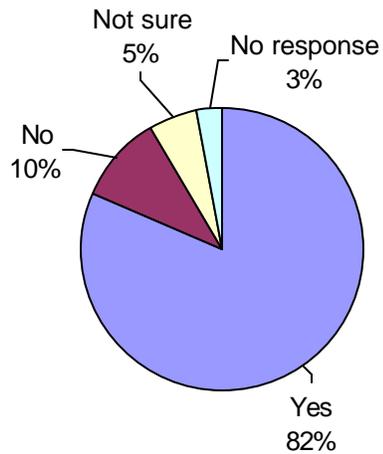
**Q8 (Bettendorf): Why are you riding the bus today?**



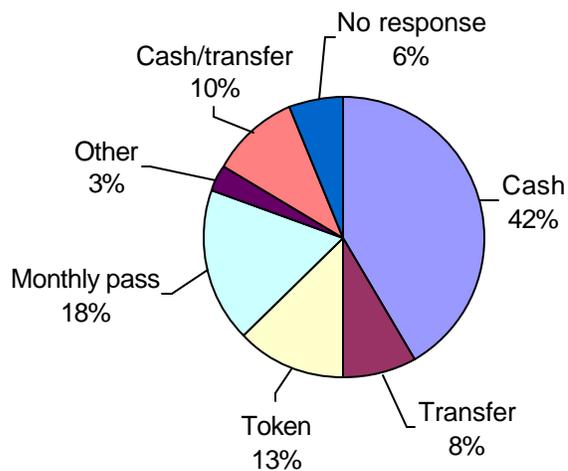
**Q9 (Bettendorf): On average, how many days per week do you ride the bus?**



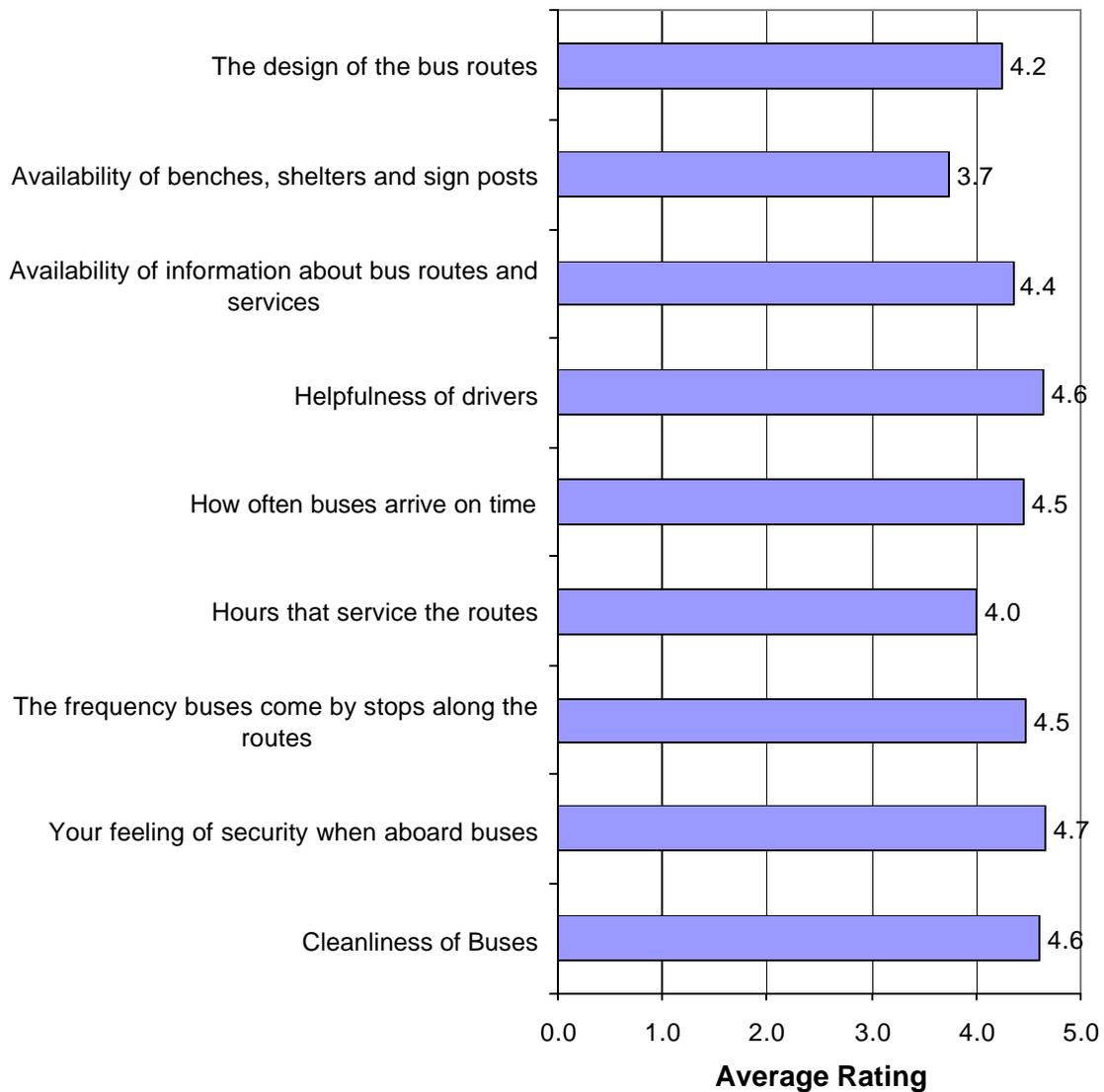
**Q10 (Bettendorf): Did you know about the \$25 montly PassPORT?**



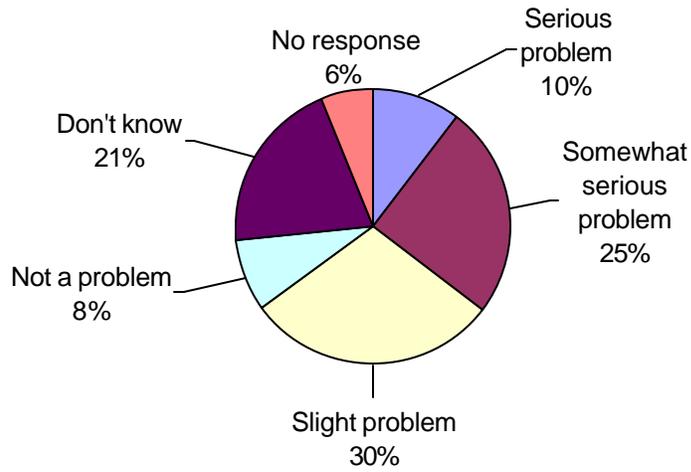
**Q11 (Bettendorf): What method of payment did you use for this trip?**



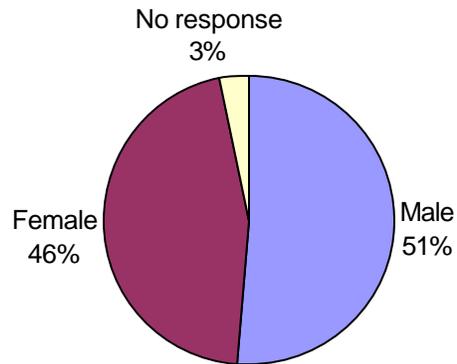
**Q12 (Bettendorf): Using a five-point scale where '5' means "Excellent" and '1' means "Very Poor", please rate each of the following:**



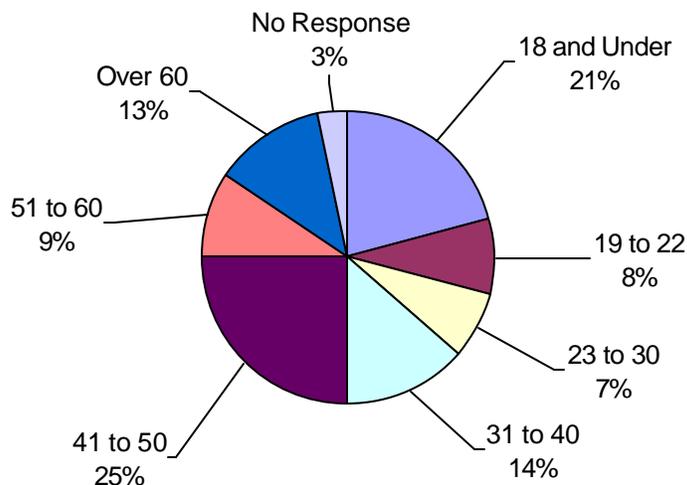
**Q13 (Bettendorf): Do you think air pollution in the Quad Cities is a problem?**



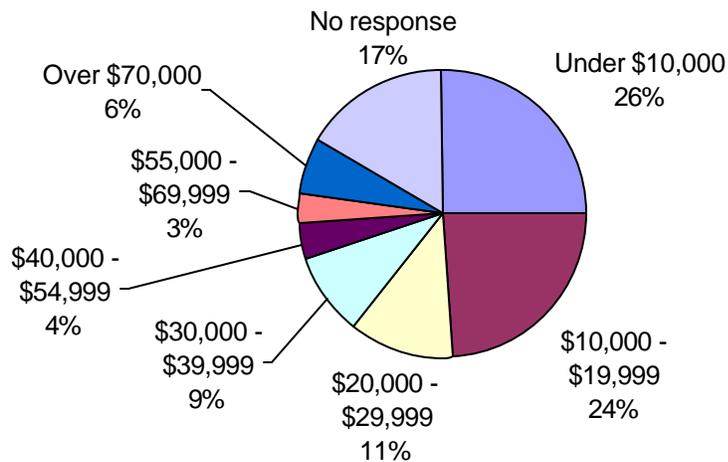
**Q14 (Bettendorf): What is your gender?**



**Q15 (Bettendorf): What is your age?**



**Q16 (Bettendorf): What is your total annual household income?**



## **Attachments**

- **Survey Instrument and Results**
- **Listing of Responses to Write-in Questions**
- **General Comments**

## Iowa Quad City Transit User Survey—Bettendorf RESULTS

Please take a few moments to complete this survey. We are seeking input from all riders. Your responses will be used to plan improvements to our transportation services. When you are finished, please return your survey to the transit employee/driver, or fold and mail. ***IF YOU HAVE ALREADY COMPLETED A SURVEY, PLEASE DO NOT COMPLETE ANOTHER. THANK YOU.***

**1. Which bus route is this? (check selection)**

**a. Davenport CitiBus**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> (1) Rockingham   | <input type="checkbox"/> (5) Eastern    | <input type="checkbox"/> (9) Hickory Grove               |
| <input type="checkbox"/> (2) Marquette    | <input type="checkbox"/> (6) Ridgeview  | <input type="checkbox"/> (10) Locust                     |
| <input type="checkbox"/> (3) Fairgrounds  | <input type="checkbox"/> (7) Bridgeline | <input type="checkbox"/> (11) Highway 61                 |
| <input type="checkbox"/> (4) Brady Street | <input type="checkbox"/> (8) Telegraph  | <input type="checkbox"/> (12)/ (53) E. Dvnprt/E. 53rd St |

**b. Bettendorf**

- |   |   |  |
|---|---|--|
| 28 % <input type="checkbox"/> (1) Bridge (Red) (Purple) | 16% <input type="checkbox"/> (3) Riverfront (Green)             | 3% <input type="checkbox"/> (5) 53 <sup>rd</sup> Ave |
| 33% <input type="checkbox"/> (2) North (Gold)           | 19% <input type="checkbox"/> (4) Scott Community College (Blue) |  |
| 1% <input type="checkbox"/> No response                 |   |  |

**2. Approximately what time did you get on this bus? \_\_\_\_\_ am pm**

**3. How did you get to this bus?**

- |                              |   |
|------------------------------|---|
| 54% <input type="checkbox"/> | (1) I walked. If yes, how many blocks did you walk? _____       |
| 1% <input type="checkbox"/>  | (2) I rode a bike.  |
| 0% <input type="checkbox"/>  | (3) I drove or rode in a car or other personally-owned vehicle. |
| 40% <input type="checkbox"/> | (4) I transferred from another bus. If yes, which route _____   |
| 4% <input type="checkbox"/>  | (5) Other: multiple responses including walking.                |
| 1% <input type="checkbox"/>  | No response   |

**4. Where did you get on this bus? (Please list the nearest intersection or location, such as “2nd and Harrison”, “Middle Road and 18<sup>th</sup> Street” or “Wal-Mart.”)**

See Attachment for Results

**5. Where will you get off this bus? (Please list the nearest intersection or location, such as “2nd and Harrison”, “Middle Road and 18<sup>th</sup> Street” or “Wal-Mart.”)**

See Attachment for Results

**6. What is (or was) the purpose of your trip?**

- |   |  |
|---|--|
| 39% <input type="checkbox"/> (1) Going to/from work   | 3% <input type="checkbox"/> (4) Going to/from a medical/dental appointment |
| 26% <input type="checkbox"/> (2) Going to/from school | 5% <input type="checkbox"/> (5) Recreation/entertainment/out to eat        |
| 7% <input type="checkbox"/> (3) Going shopping        | 19% <input type="checkbox"/> (6) Other: multiple responses including work. |
| 1% <input type="checkbox"/> No response               |  |

**7. Excluding your trip home, where is (or was) your final destination? (For example, if you are using the bus to get to/from work, where do you work? If you went shopping, what was the name of the store and the closest intersection?)**

(A) Name of destination: See Attachment for Results

(B) Closest intersection (if known): See Attachment for Results

**8. Why are you riding the bus today? (Check all that apply)**

- |   |   |
|---|---|
| 8% <input type="checkbox"/> (1) My car is in the shop/needs repair.                       | 1% <input type="checkbox"/> (4) To save money           |
| 39% <input type="checkbox"/> (2) I do not have a car.                                     | 6% <input type="checkbox"/> (5) I enjoy riding the bus. |
| 2% <input type="checkbox"/> (3) I do not like driving.                                    | 1% <input type="checkbox"/> (6) Reduce air pollution    |
| 42% <input type="checkbox"/> (7) Other: multiple reasons, most involving not having a car |   |
| 1% <input type="checkbox"/> No response   |   |

9. On average, how many days per week do you ride the bus? 4.6 days per week (4% No response)

10. Do you know about the \$25 monthly PassPORT which eliminates the need for exact fares or transfers and can be used on and purchased from all three transit systems (Bettendorf, Davenport CitiBus and MetroLINK)?  
 82% \_\_\_ (1) Yes 10% \_\_\_ (2) No 5% \_\_\_ (3) Not Sure 3% No response

11. What method of payment did you use for this trip?  
 42% \_\_\_ (1) Paid cash; how much did you pay \$0.65 (average response) (please specify)  
 8% \_\_\_ (2) Used a transfer 18% \_\_\_ (4) Monthly Pass  
 13% \_\_\_ (3) Token 13% \_\_\_ (5) Other: \_\_\_\_\_  
 6% No response

12. Using a five-point scale where '5' means "Excellent" and '1' means "Very Poor," please rate each of the following? (average score/no response)

	<u>Very Poor</u>	<u>Poor</u>	<u>OK</u>	<u>Good</u>	
	<u>Excellent</u>				
(A) Cleanliness of buses.....	1	2	3	4..5	(4.6/3%)
(B) Your feeling of security when you are aboard buses.....	1	2	3	4..5	(4.7/4%)
(D) How often buses come by stops along this route .....	1	2	3	4..5	(4.5/5%)
(E) Hours that service along this route is provided.....	1	2	3	4..5	(4.0/5%)
(F) How often buses arrive on time .....	1	2	3	4..5	(4.5/6%)
(G) Helpfulness of drivers.....	1	2	3	4..5	(4.6/7%)
(H) Availability of information about bus routes and services.....	1	2	3	4..5	(4.4/6%)
(L) The availability of benches, shelters, sign posts.....	1	2	3	4..5	(3.7/8%)
(M) How are the bus routes designed .....	1	2	3	4..5	(4.2/5%)

13. Do you think air pollution in the Quad Cities is: (check one)  
 10% \_\_\_ (1) Very serious problem ... 8% \_\_\_ (4) Not a problems at all  
 25% \_\_\_ (2) Somewhat a serious problem. 21% \_\_\_ (5) Don't Know  
 30% \_\_\_ (3) Slight problem 6% No response

14. What is your gender? 51% \_\_\_ (1) Male 46% \_\_\_ (2) Female 3% No response

15. What is your age? (average) 38.1 Years (3% No response)

16. Would you say your total annual household income is:  
 26% \_\_\_ (1) Under \$10,000 9% \_\_\_ (4) \$30,000 to \$39,999 6% \_\_\_ (7) \$70,000 or  
 more  
 24% \_\_\_ (2) \$10,000 to \$19,999 4% \_\_\_ (5) \$40,000 to \$54,999  
 11% \_\_\_ (3) \$20,000 to \$29,999 3% \_\_\_ (6) \$55,000 to \$69,999  
 17% No response

**Please Return Your Completed Survey to the Transit Employee/Bus Driver or  
 Fold, tape (no staples) Closed and Mail**





## **Q7A: Excluding your trip home, where is (or was) your primary destination?**

### **Responses:**

- Arch Mirror 2727  
62nd St Crt -  
Bettendorf
- Arsenal
- Arsenal
- Bettendorf High  
School
- Bettendorf Hy-Vee
- Bettendorf Library
- Bettendorf Middle  
School
- Bettendorf Middle  
School
- Big Ten Mart
- Bradly St
- Burger King
- Centre Station  
MetroLINK
- Centre Station  
MetroLINK
- CHS
- City Hall
- Cumberland  
Square
- Duck Creek Mall
- Genesis West  
Hospital
- Good Will  
Industries
- Grafco Industries
- Gregar McDonald,  
D.C.
- Happy Joe's  
Restaurants
- Happy Joe's  
Restaurants
- Hillside / Heather
- Home
- Home
- Home
- Home
- Home
- Hoover School
- Hy-Vee
- Hy-Vee
- Hy-Vee
- Hy-Vee
- Hy-Vee, T.J. Maxx
- Isle of Capri
- Isle of Capri
- Isle of Capri
- Isle of Capri
- John Deere Pl.
- Lincoln Road
- Moline
- North east
- North Park Mall
- Oak Park Drive
- PV High School
- PVHS school
- R.I Arsenal
- R.J. Bohrs - 4901  
Utica Ridge Rd
- RGIS
- Rock Island
- Rock Island
- Ross' Restaurant
- S.S.C.
- School
- SCL
- Scott Community  
College
- Select Impro
- Silvis
- St. Ambrose U.
- Target or Wal-mart
- Train  
Weatherization
- Trinity Medical  
Center
- Ultimate Fitness  
Center
- Village Inn Bett.
- Work
- Work
- Youngstown Café

## **Q7B: Closest Intersection**

### **Responses:**

- 17th Ave / 19th St
- 47th St
- 53rd
- Belmont Road
- Brady Street
- Central Av / 24th
- Central Av / Devil's Glen Rd
- Duck Creek Mall
- E Kimberly Road
- Grant St / 14th
- Grant St / 23rd
- Iowa St / 9th
- Kimberly Rd / Elmore
- Kimberly Road
- KMB
- Lincoln Rd / Kimberly Rd
- Lincoln Rd / Middle Bett
- Locust St / Farnam
- Locust St / Harrison St
- Locust St / Lincoln St
- Main St / 12th
- Main St / 6th
- Maplecrest Rd / 18th
- Middle / Belmont
- Middle Rd / 18th
- Middle Rd / 18th
- Middle Rd / Devil's Glen Rd
- Middle Rd / I-74
- Middle Rd / Spruce Hills
- Not known
- River
- River Dr / I-74
- Rockingham / Minnie
- Spruce Hills / 18th
- State St / 12th
- State St / 62nd St Crt
- State St / 62nd St Crt
- Tanglefoot Ln / Golden Valley Dr
- Utica Ridge Rd / 53rd
- Utica Ridge Rd / 53rd

### **General Comments:**

- "I ride the bus 1-2 times a week. I am a member of RSVP and get reimbursed for bus fare (\$0.70 round trip.)"
- "Davenport City Buses do not always make good time. Can be tricky to use. There is room for improvement."
- "I know there is a pass but not where to get it or how long it is good for"
- "Bett. Transit need[s] to extend hours beyond 6pm to 9pm and more services on Saturdays and Sundays"
- "some (buses) are better than others and some don't know routes"
- "Bus need to run later and on Sunday"
- "Our buses do not run long they stop at 6pm, don't run on Sundays"
- "Bus stop to soon daily at 6pm. No bus on Sundays"
- "I just want to add that Davenport Buses are fine. The Bettendorf buses during the week are fine, Saturdays are the worse. I do feel that buses should run later at night and on Sundays."

# **Appendix B**

## **Summary of User Survey Results: Davenport**

## **INTRODUCTION**

TranSystems Corporation, in association with TJ Brown Associates and CitiBus, administered a transit user survey on December 15 and 16, 2004, to gather input about transit issues in the community. A virtually identical survey was administered on about the same days to riders using the Bettendorf system. TranSystems, with input from the Bi-State Regional Commission, CitiBus and Bettendorf, developed the survey instrument consisting of a two-page questionnaire. The survey was designed to obtain input concerning the following:

- Demographic characteristics of fixed-route riders
- Origins and destinations of individuals using the service
- Reasons individuals use the service
- Interest in various transit improvements

The survey instrument was distributed to people riding the CitiBus system. Riders were asked to only complete one survey. Overall, 795 surveys were distributed with 268 surveys returned for a total response rate of 34 percent. The sample has a precision of plus or minus 5 percentage points at a 90 percent confidence level.

The results of each survey distribution along with copies of the survey instrument are provided in the Attachment, located at the end of this report.

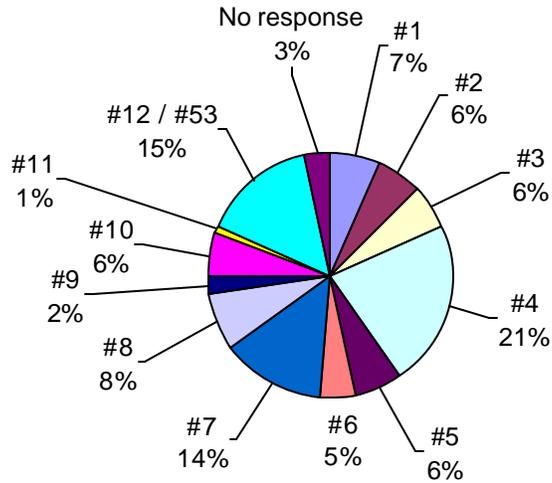
### **Major Findings**

- The survey responses came from all of CitiBus routes, representing a cross-section of riders.
- Respondents generally rode the system from about 9AM to 4PM. Responses tended to be proportionally lower during traditional peak periods of 6AM to 9AM and 3PM to 6PM.
- Most riders (57 percent) walked to the bus. Thirty-one percent transferred from another bus.
- The main reasons people rode the bus were going to or from work (32 percent) and going shopping (17 percent). About 21 percent rode the bus for a variety of “other” reasons. These were typically multiple purposes most involving work, school and or shopping reasons for riding.
- Fifty-three percent of respondents rode the bus because they did not have cars. Twenty-one percent said they ride for multiple reasons which generally included “not having a car” as well as “saving money” or “car in shop.”

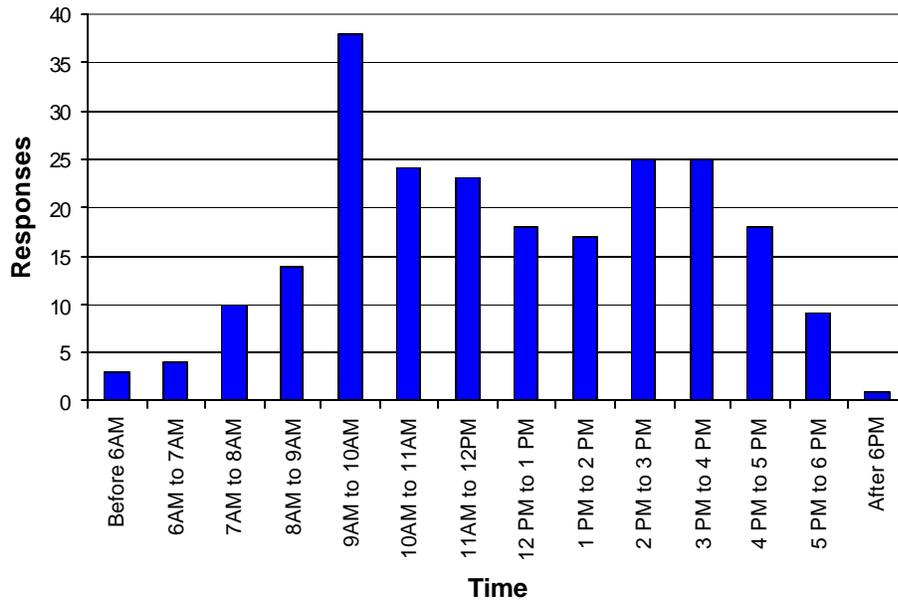
- Survey respondents (46 percent) indicated that they rode the bus 4 to 5 days per week. Another 17 percent ride 2 or 3 days per week.
- Seventy-five percent of the respondents said they know about the PassPORT monthly pass.
- Over half (54 percent) of bus riders said they paid cash. Twenty-three percent of riders used a monthly pass with only 3 percent said they used a transfer. The use of transfers is lower than what is indicated earlier about how people got to the bus. This contradiction means it is likely that respondents don't see transfers as a fare payment mechanism.
- Users were asked to rate 9 different aspects of the transit system on a scale of 1 (very poor) to 5 (excellent). Eight of the items were rated higher than 3. Users were particularly pleased with the helpfulness of the bus drivers, punctuality of the buses, and feeling secure on the buses. The lowest rated category, "availability of benches, shelters and sign posts," received a "2.3" out of 5.
- Thirty-four percent of the respondents thought that air pollution in the Iowa Quad Cities was either a serious or somewhat serious problem. Forty percent either had no opinion, no response, or do not see air pollution as a problem.
- Respondents were almost evenly male (45 percent) or female (49 percent).
- The mean age of the survey respondents was 36.4 years. The median age was 35.
- The annual household income of most respondents (62 percent) was under \$20,000.

The following charts and graphs summarize the findings from the survey responses provided by CitiBus riders. Responses to questions 4, 5, and 7 are included at the end of this document. Additionally, some respondents provided comments on the surveys, which are also included at the end of this document.

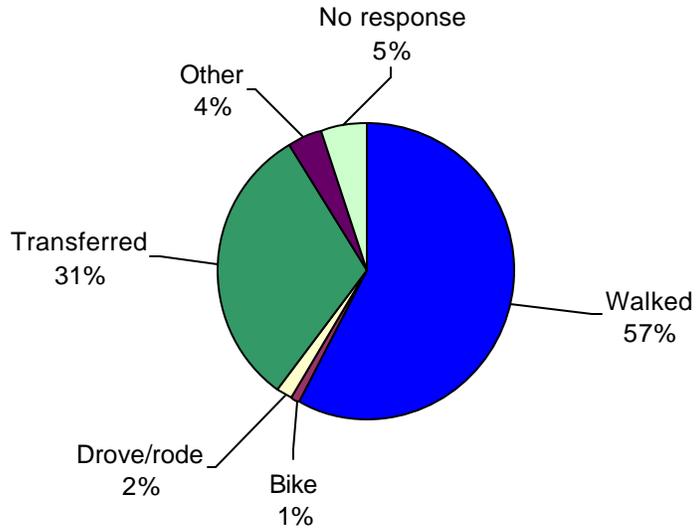
**Q1 (CitiBus): Which bus route is this?**



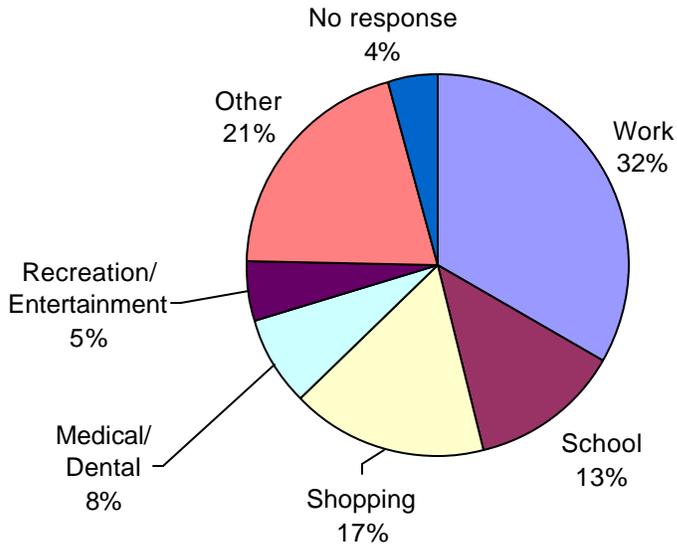
**Q2 (CitiBus): Approximately what time did you get on this bus?**



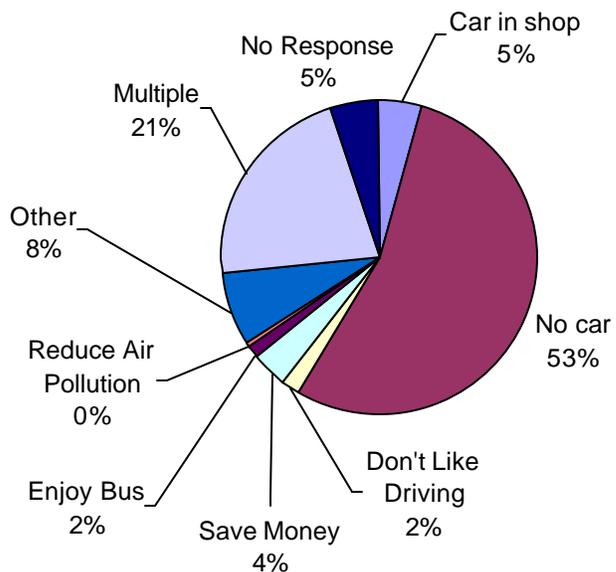
**Q3 (CitiBus): How did you get to this bus?**



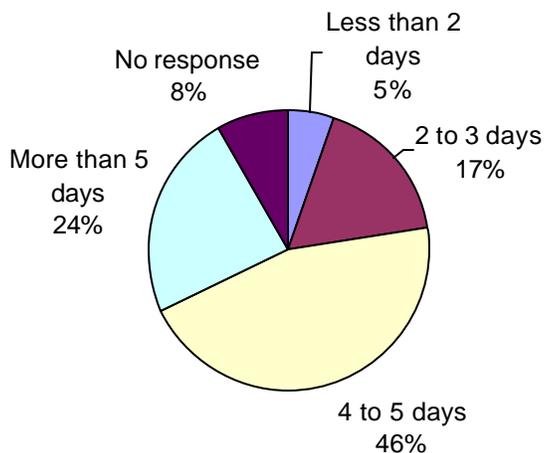
**Q6 (CitiBus): What is the purpose of your trip?**



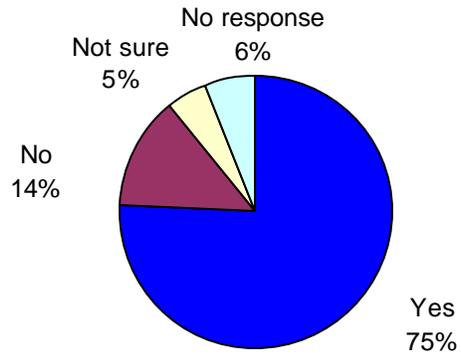
**Q8 (CitiBus): Why are you riding the bus today?**



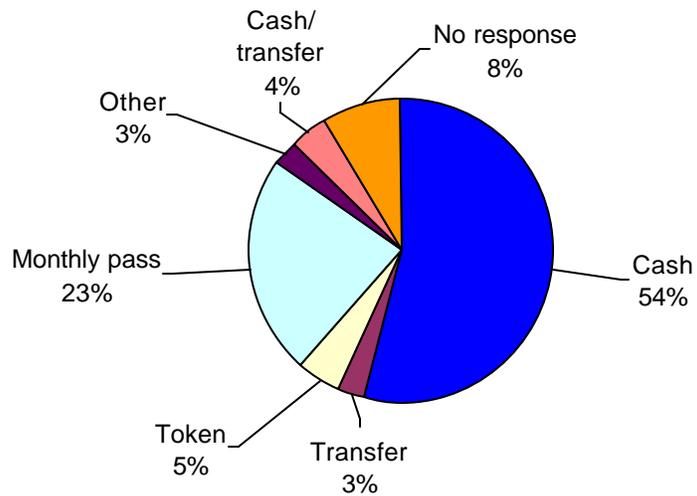
**Q9 (CitiBus): On average, how many days per week do you ride the bus?**



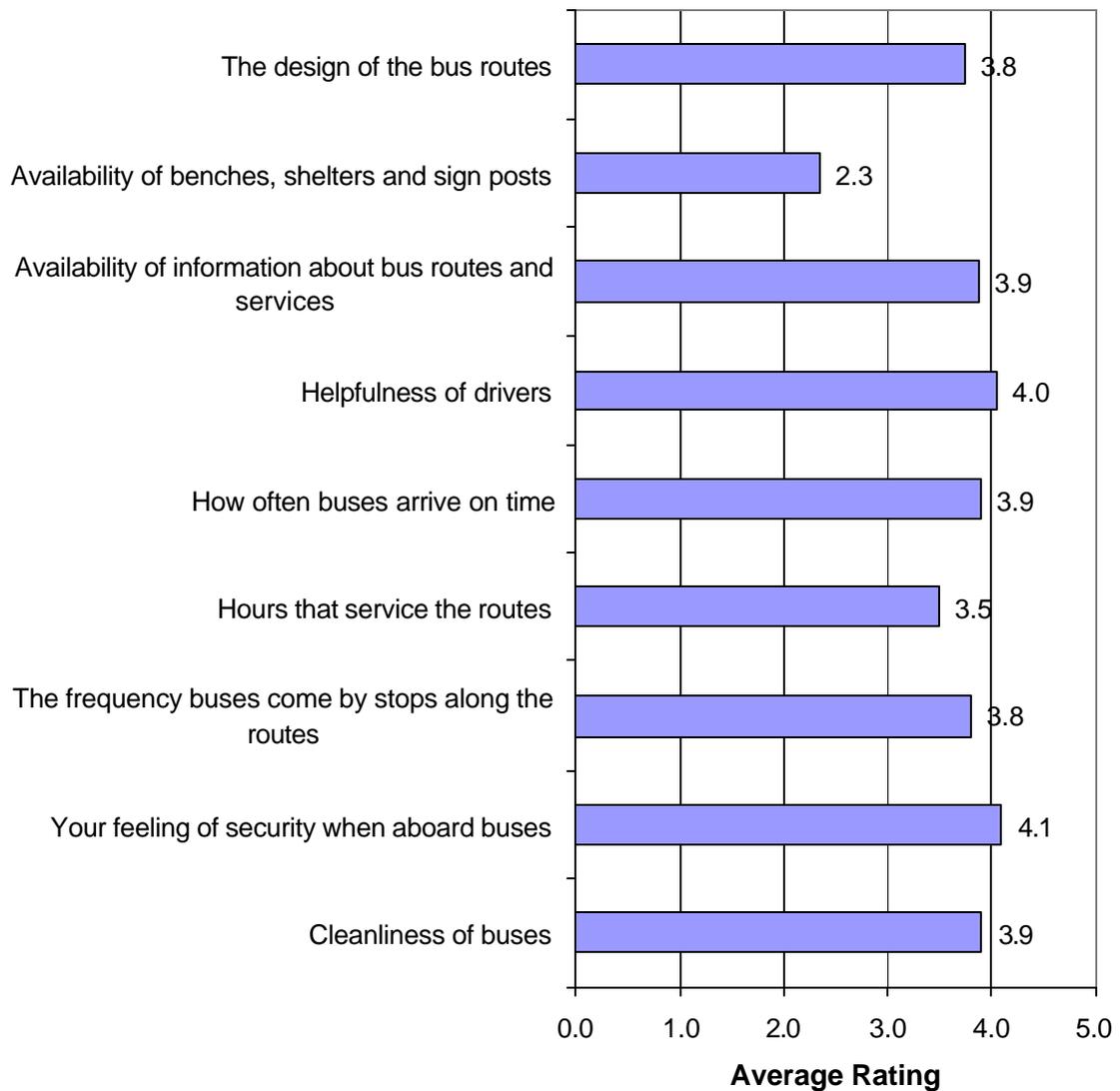
**Q10 (CitiBus): Did you know about the \$25 monthly PassPORT?**

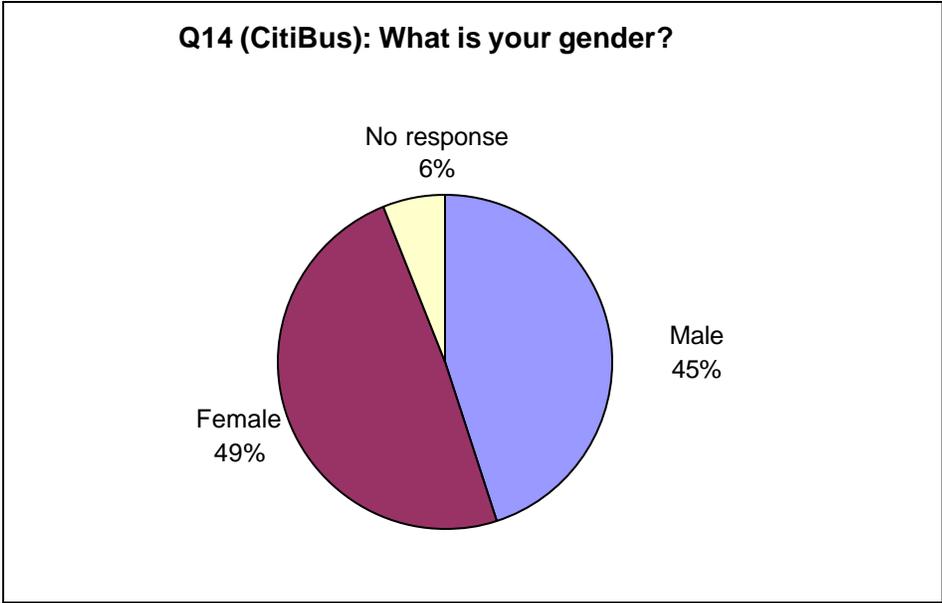
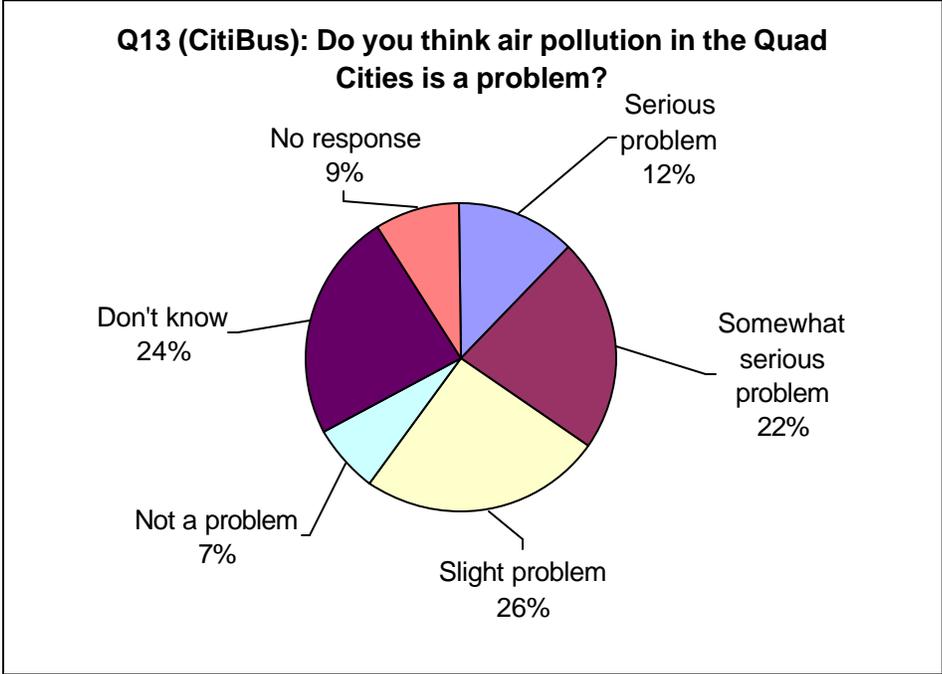


**Q11 (CitiBus): What method of payment did you use for this trip?**

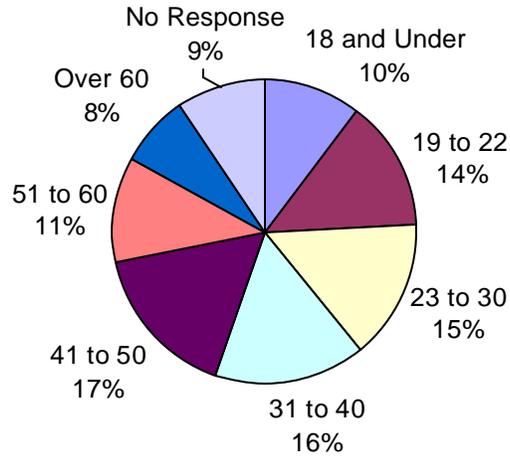


**Q12 (CitiBus): Using a five-point scale where '5' means "Excellent" and '1' means "Very Poor", please rate each of the following:**

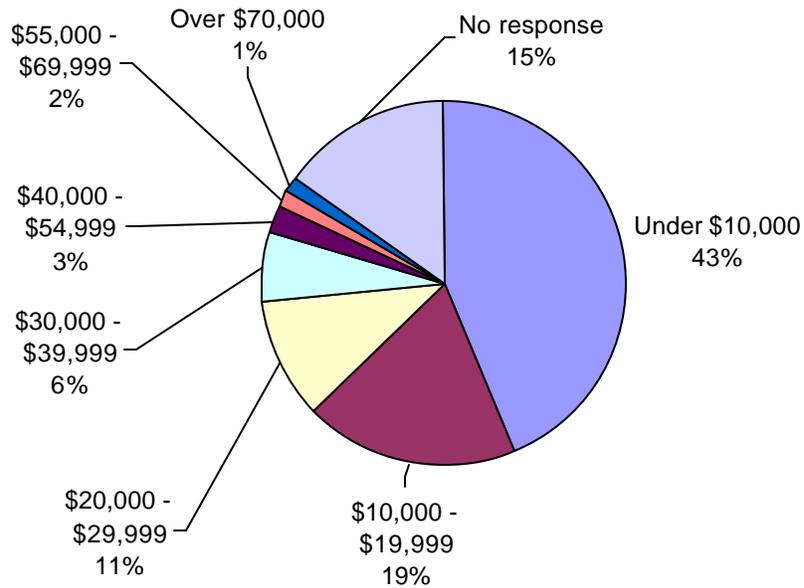




**Q15 (CitiBus): What is your age?**



**Q16 (CitiBus): What is your total annual household income?**



## **Attachments**

- **Survey Instrument and Results**
- **Listing of Responses to Write-in Questions**
- **General Comments**

## Iowa Quad City Transit User Survey—CITIBUS RESULTS

Please take a few moments to complete this survey. We are seeking input from all riders. Your responses will be used to plan improvements to our transportation services. When you are finished, please return your survey to the transit employee/driver, or fold and mail. **IF YOU HAVE ALREADY COMPLETED A SURVEY, PLEASE DO NOT COMPLETE ANOTHER. THANK YOU.**

### 1. Which bus route is this? (check selection)

#### a. Davenport CitiBus

7% \_\_\_ (1) Rockingham      6% \_\_\_ (5) Eastern      2% \_\_\_ (9) Hickory Grove  
6% \_\_\_ (2) Marquette      5% \_\_\_ (6) Ridgeview      6% \_\_\_ (10) Locust"  
6% \_\_\_ (3) Fairgrounds      14% \_\_\_ (7) Bridgeline      1% \_\_\_ (11) Highway 61  
21% \_\_\_ (4) Brady Street      8% \_\_\_ (8) Telegraph      15% \_\_\_ (12)/ (53) E. Dvnprt/E. 53rd St  
3%      No response

#### b. Bettendorf

\_\_\_ (1) Bridge (Red)      \_\_\_ (3) Riverfront (Green)      \_\_\_ (5) 53<sup>rd</sup> Ave (Purple)  
\_\_\_ (2) North (Gold)      \_\_\_ (4) Scott Community College (Blue)

### 2. Approximately what time did you get on this bus? \_\_\_\_\_ am pm

### 3. How did you get to this bus?

57% \_\_\_ (1) I walked. If yes, how many blocks did you walk? \_\_\_\_\_  
1% \_\_\_ (2) I rode a bike.  
2% \_\_\_ (3) I drove or rode in a car or other personally-owned vehicle.  
31% \_\_\_ (4) I transferred from another bus. If yes, which route \_\_\_\_\_  
4% \_\_\_ (5) Other: multiple responses including walking.  
5%      No response

### 4. Where did you get on this bus? (Please list the nearest intersection or location, such as "2nd and Harrison", "Middle Road and 18<sup>th</sup> Street" or "Wal-Mart.")

See Attachment for Results

### 5. Where will you get off this bus? (Please list the nearest intersection or location, such as "2nd and Harrison", "Middle Road and 18<sup>th</sup> Street" or "Wal-Mart.")

See Attachment for Results

### 6. What is (or was) the purpose of your trip?

32% \_\_\_ (1) Going to/from work      8% \_\_\_ (4) Going to/from a medical/dental appointment  
13% \_\_\_ (2) Going to/from school      5% \_\_\_ (5) Recreation/entertainment/out to eat  
17% \_\_\_ (3) Going shopping      21% \_\_\_ (6) Other: multiple responses including work.  
4%      No response

### 7. Excluding your trip home, where is (or was) your final destination? (For example, if you are using the bus to get to/from work, where do you work? If you went shopping, what was the name of the store and the closest intersection?)

(A) Name of destination: See Attachment for Results

(B) Closest intersection (if known): See Attachment for Results

### 8. Why are you riding the bus today? (Check all that apply)

5% \_\_\_ (1) My car is in the shop/needs repair.      4% \_\_\_ (4) To save money  
53% \_\_\_ (2) I do not have a car.      2% \_\_\_ (5) I enjoy riding the bus.  
2% \_\_\_ (3) I do not like driving.      0% \_\_\_ (6) Reduce air pollution  
21% \_\_\_ (7) Other: multiple reasons, most involving not having a car  
5%      No response

### 9. On average, how many days per week do you ride the bus? 4.6 days per week (8% No response)

**10. Do you know about the \$25 monthly PassPORT which eliminates the need for exact fares or transfers and can be used on and purchased from all three transit systems (Bettendorf, Davenport CitiBus and MetroLINK)?**

75% \_\_\_ (1) Yes 14% \_\_\_ (2) No 5% \_\_\_ (3) Not Sure 6% No response

**11. What method of payment did you use for this trip?**

54% \_\_\_ (1) Paid cash; how much did you pay \$0.70 average of responses (*please specify*)  
 3% \_\_\_ (2) Used a transfer 23% \_\_\_ (4) Monthly Pass  
 5% \_\_\_ (3) Token 7% \_\_\_ (5) Other: \_\_\_\_\_  
 8% No response

**12. Using a five-point scale where '5' means "Excellent" and '1' means "Very Poor," please rate each of the following?(average score/no response)**

	<u>Very Poor</u>	<u>Poor</u>	<u>OK</u>	<u>Good</u>	<u>Excellent</u>	
(A) Cleanliness of buses.....	1	2	3	4	5	(3.9/3%)
(B) Your feeling of security when you are aboard buses.....	1	2	3	4	5	(4.1/7%)
(D) How often buses come by stops along this route .....	1	2	3	4	5	(3.8/7%)
(E) Hours that service along this route is provided.....	1	2	3	4	5	(3.5/9%)
(F) How often buses arrive on time .....	1	2	3	4	5	(3.9/9%)
(G) Helpfulness of drivers.....	1	2	3	4	5	(4.0/14%)
(H) Availability of information about bus routes and services.....	1	2	3	4	5	(3.9/8%)
(L) The availability of benches, shelters, sign posts.....	1	2	3	4	5	(2.3/10%)
(M) How are the bus routes designed .....	1	2	3	4	5	(3.8/10%)

**13. Do you think air pollution in the Quad Cities is: (check one)**

12% \_\_\_ (1) Very serious problem ... 7% \_\_\_ (4) Not a problems at all  
 22% \_\_\_ (2) Somewhat a serious problem. 24% \_\_\_ (5) Don't Know  
 26% \_\_\_ (3) Slight problem 9% No response

**14. What is your gender?** 45% \_\_\_ (1) Male 49% \_\_\_ (2) Female 6% No response

**15. What is your age?** (*average*) 36.4 Years (9% No response)

**16. Would you say your total annual household income is:**

43% \_\_\_ (1) Under \$10,000 6% \_\_\_ (4) \$30,000 to \$39,999 1% \_\_\_ (7) \$70,000 or more  
 19% \_\_\_ (2) \$10,000 to \$19,999 3% \_\_\_ (5) \$40,000 to \$54,999  
 11% \_\_\_ (3) \$20,000 to \$29,999 2% \_\_\_ (6) \$55,000 to \$69,999  
 15% No response

**Please Return Your Completed Survey to the Transit Employee/Bus Driver or  
Fold, tape (no staples) Closed and Mail**



- Downtown GTC
- Duck Creek Mall
- East Shopping Center
- East Shopping Center
- Emerald Drive
- Fairmont Street
- Farnam St / Locust St
- Fire station
- Genesis West Hospital
- Genesis West Hospital
- Genesis West Hospital
- Genesis West Hospital
- Handicapped Development Center
- Handicapped Development Center
- Harrison St
- Hayes / Harrison St
- Hy-Vee
- Hy-Vee
- Hy-Vee
- Hy-Vee
- Kimberly Jersey Ridge
- Kimberly Rd
- Kimberly Rd / Eastern Av
- Kimberly Rd / Sprins
- K-mart
- Lincoln Av / Elmwood
- Locust St / Belle Av
- Locust St / Bridge Av
- Locust St / Cedar
- Locust St / Grand Av
- Locust St / Main St
- Locust St / Spring St
- Locust Street
- Locust Street
- Locust Street
- Lombard St / Gaines St
- Main Street
- Middle Road
- Mississippi Valley Fairgrounds
- Moline Station
- North High School
- North High School
- North High School
- North High School
- North Park Mall
- Oscar Mayer
- Redwood / Elmwood
- Rock Island
- Rockingham Rd / Washington St
- Rockingham Road
- Rockingham Road
- St. Marks - transfer to Brady St Bust
- State Street
- Station
- Telegraph Rd / Clark St
- Telegraph Road
- The District
- Transfer point
- Transit Center
- Transit Center
- Village Shopping Center
- Village Shopping Center
- Ville - 53rd
- W. Central Pk Av / Nevada
- Walgreens
- Wal-Mart
- Wal-Mart
- Washington Street
- Welcome Way
- West High School
- YMCA









## **Q7B: Closest Intersection**

### **Responses:**

- 2nd / Harrison St
- 2nd / Pershing Av
- 2nd / Pershing Av
- 2nd Street
- 3rd / Brady St
- 3rd / Cedar
- 3rd / Harrison St
- 3rd / Main St
- 3rd / Main St
- 3rd / Ripley St
- 3rd / Scott
- 3rd / Scott
- 3rd Street
- 4th / Main St
- 5th / Brady St
- 5th / Harrison St
- 5th / Ripley St
- 5th / Vine
- 6th / Brady St
- 6th / Gaines St
- 6th / Harrison St
- 6th / Marquette St
- 7th / Acklawn E.M.
- 7th / Madison
- 7th Street
- 12th / Davison St
- 14th / Gaines St
- 14th / Iowa
- 14th / Mytle
- 15th / Brady St
- 16th / Harrison St
- 18th / Harrison St
- 35th / Harrison St
- 53rd / Division St
- 53rd / Elmore
- 53rd / Jersey
- 53rd / Jersey Ridge
- 53rd / Ripley St
- 53rd / Ripley St
- 53rd / Ripley St
- 53rd / Villa
- 53rd Street
- 65th / Harrison St
- 67th / NW Blvd
- 72nd / NW Blvd
- 73rd / NW Blvd
- 4419 N Lincoln Av
- Belmont Road
- Belmont Road
- Brady Street
- City Line Plaza
- District
- Downtown GTC
- Duck Creek Mall
- E 15th / Iowa
- E Locust / Bridge Av
- E Locust / Bridge Av
- Federal / River Dr
- Heatherton Dr / Clark St
- Heatherton Drive
- Highway 61
- Highway 61
- I-74 / Utica Ridge
- Jersey Ridge
- Johnson Av / Gayman Av
- Kennedy Rd / 42nd Av
- Keota Av / Fairmont St
- Keota Av / Fairmont St
- Kimberly Rd / Brady St
- Kimberly Rd / Bridge Av
- Kimberly Rd / Division St
- Kimberly Rd / Harrison St
- Kimberly Rd / Harrison St
- Kimberly Rd / Hickory Grove
- Kimberly Rd / Marquette St
- Kimberly Rd / NorthPark Mall
- Kimberly Road
- Kimberly Road
- Kimberly Road
- Kimberly Road
- Kirkwood
- K-mart / Wal-mart
- Locust St / Brady St
- Locust St / Brady St
- Locust St / Bridge Av
- Locust St / Bridge Av
- Locust St / Division St
- Locust St / Eastern Av
- Locust St / Emerald Dr
- Locust St / Gaines St
- Locust St / Highway
- Locust St / Jebens
- Locust St / Main St
- Locust St / Main St
- Main/Locust
- Ripley St / Harrison St
- River Dr / Gaines St
- River Drive
- River Drive
- River Drive
- Rockingham Road
- Target
- Target
- Target / Wal-Mart
- Telegraph Rd / Lincoln Av

- Telegraph Rd / Rockingham Rd
- Tyson / Joslin
- Victoria St / 6th St and Harrison St
- W 4th
- W Kimberly Rd / Pine St
- W Kimberly Road
- W14th / Harrison St
- Work

**General Comments:**

- "Buses should run 7 days a week and have later hours of operation"
- "later hours and Sunday service like in Illinois"
- "need to stay open later"
- "Needs Sunday Service"
- "not at this bus, but other buses are never on time and there is no shelter"
- "Public transportation in Davenport is the pits!"
- "shelters need cleaning"
- "Some drivers have a bad attitude"
- Need Change on Bus
- Response to helpfulness of drivers, "Some drivers"
- Response to knowledge of PassPORT, "Yes" "I don't know where to get one though"