

Participation is the Key!

Valuable insight on transportation and transit issues gained from the four open houses, three focus groups, onboard surveys, interviews, and many comment cards, letters, and phone calls has made the study a success. Public perceptions of the quality of transit service heard throughout the study have played an important role in strengthening the conclusions of the study.

What Did We Hear?

Participants told us their concerns at the January 2005 open houses...And we listened!

Concerns

- Inadequate transit service in evenings and no Sunday service
- Insufficient amenities, such as shelters or benches
- Not enough coordination among transit service providers
- Little information about system
- Long travel times

Proposed Solutions

- Extend service hours
- Improve bus stops
- Enhance marketing of transit service
- Adopt rapid transit system

Transit Rider Survey Yields Surprising Results

Bus Service is Vital to Area Economy

Half of bus riders responded they are traveling to work or school

Bus Service is Vital to Area Residents

Half of bus riders responded they do not have cars

Get on Board

by visiting www.qctransit.com to find out more about the study, or contact your local transit provider:

Davenport CitiBus at 563-888-2151 Bettendorf Transit at 563-344-4085



1504 Third Avenue, Third Floor
P.O. Box 3368
Rock Island, IL 61204



Onboard with the Iowa Quad Cities

May 2006

City of Bettendorf

City of Davenport

The Alternatives Analysis was directed by a Study Executive Committee, comprised of elected officials of the Cities of Bettendorf and Davenport, and was administered by the Bi-State Regional Commission.

The Study Executive Committee was advised by a technical sub-committee composed of:

- *City of Bettendorf*
- *City of Davenport*
- *Bettendorf Transit*
- *Davenport CitiBus*
- *Bettendorf Chamber of Commerce*
- *Davenport Chamber of Commerce*
- *Quad Cities MetroLINK*
- *Rock Island Arsenal*
- *Quad Cities Development Group*
- *Scott County*
- *Iowa Department of Transportation*
- *Federal Transit Administration - Region 7*

The Federal Transit Administration provided a majority of the funding for this study.

Advancing Transit Service for the Area

Improving transportation mobility for residents, employees and visitors was a guiding principle during the 15-month Iowa Quad Cities Transit Alternatives Analysis. The locally-managed study identified and examined alternatives for public transit service within the Iowa Quad Cities. The study also considered connections to the Illinois Quad Cities. The study's goal is to facilitate better mobility, increase ridership in the metropolitan area, and aid congestion reduction.



Imagine what transit could be in the Quad Cities

Key Recommendations Identified

Key study recommendations target enhancements for six priority transit corridors. Improvements include route changes that can be implemented today without increasing cost. For example, Bettendorf Transit is currently restructuring the Green and Gold routes to improve travel time to Scott Community College.

Other enhancements include major capital investments such as new transit centers and express or limited-stop service that would require time to realize.

Please turn the page to learn about the phased strategy that will advance transit service for the Iowa Quad Cities.

**Phase 1
Platform for
Progress
2006 to 2011**

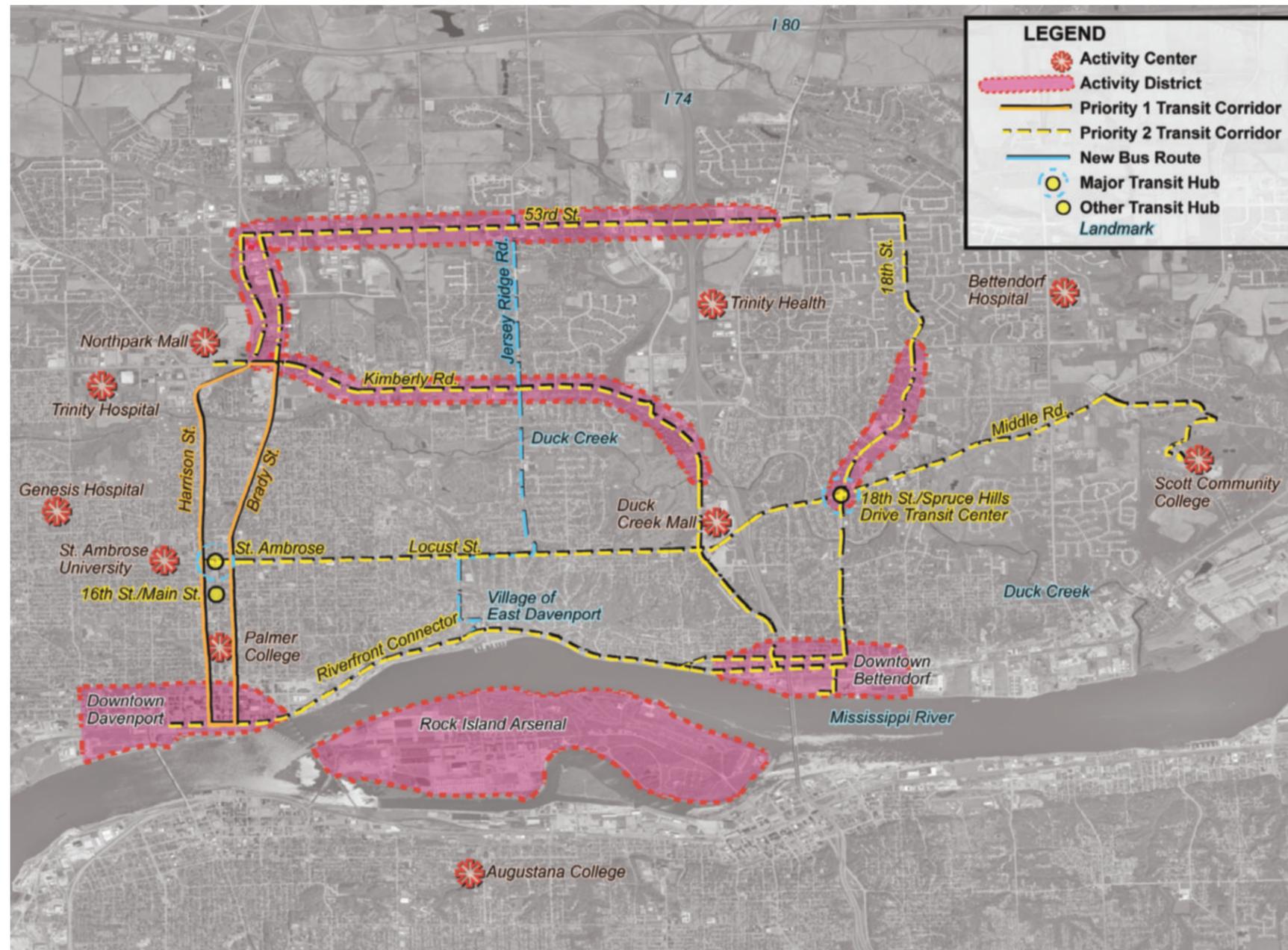
- Improve Efficiency of Bettendorf Transit and Davenport CitiBus Systems
- Shorten Trip Times to St. Ambrose, Scott Community College, Downtown Davenport
- Improve Amenities at Existing Bus Stops
- Implement Uniform Fare Structure for Bettendorf Transit and Davenport CitiBus
- Adopt Transit Priority Corridors
- Create Development Standards for Transit Priority Corridors
- Sell Discount PassPORT to Students and Government Employees
- Coordinate with Visitors Bureau and Chambers of Commerce

**Phase 2
Building
Momentum
2009 to 2019**

- Construct New Transit Centers at St. Ambrose and 16th/Main Streets in Davenport and 18th Street/Spruce Hills Drive in Bettendorf
- Extend Hours of Service
- Extend Weekend Service
- Serve Jersey Ridge Area
- Continue Planning for Rapid Transit Service on Transit Priority Corridors
- Intensify Development Density at Downtowns and on Transit Priority Corridors
- Expand Sales of PassPORT to Other Employers

Transit Priority Corridors

Six transit priority corridors include rapid transit service, commuter service, or express service. Designating transit priority corridors will guide future capital improvements for transportation facilities.



**Phase 3
Get On Board!
2015 and Onward**

- Begin Rapid Transit Service on Brady/Harrison with Special Vehicles
- Expand Rapid Transit Service to Other Priority Corridors
- Build Park-and-Ride Lots
- Build Additional Transit Centers
- Establish Scott County Regional Transit District

Refining the recommendations will continue as the Iowa Quad Cities reach certain milestones. Recommendations for a locally preferred strategy for improving transit service in the Iowa Quad Cities would not preclude implementation of a fixed-guideway system in the future.

**Elements of
Rapid Transit**

Rapid transit combines flexible, reliable service with new technology to improve customer convenience. Some elements include:

Fixed Guideway

Travel in Exclusive Lanes or in General Traffic

Stations

Conveniently Located Near Services

Vehicles

Easy to Board - Comfortable - Cleaner Fuels

Fare Collection

Simple - Fast

Advanced Information Technologies

Real-time Passenger Information
Reliable Transit Service

Create Transit-Oriented Development on Priority Corridors



Transit centers with connectivity



Diversity and mix of uses



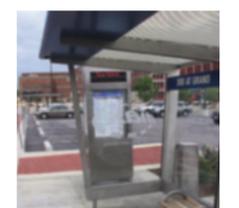
Pedestrian-friendly design



Compact and efficient land use



Cleveland, OH
rapid transit vehicle



Kansas City
MAX line shelter