

Executive Summary

The Community Transportation Association of America (CTAA), on behalf of Cedar City, Utah and the Cedar City Chamber of Commerce, contracted with LSC Transportation Consultants, Inc. to provide Technical Assistance in preparing a transit technical assistance plan. The project focused on transit needs



within Cedar City and Iron County, Utah, and how to effectively provide transit services to meet those needs. This report presents a summary of the existing conditions related to transit services and estimates transit demand for the study area. Information in this report includes a description of the communities and review of the existing transportation providers in the community, including a detailed analysis of the Cedar Area Transportation Service (CATS).

The overall study afforded the leaders and transportation providers of the area an opportunity to take an in-depth look at the transit system currently in place, identify the optimal manner in which transit can meet the public's needs within this dynamic area, and carefully identify where transit resources should be devoted over the plan period.

Cedar City has recognized the need for public transportation in Cedar City and greater Iron County. The report focuses on transportation for the general public, elderly, disabled, and tourists. Currently, general public and specialized transportation service is provided by CATS.

There is a significant level of support within the community. Local businesses, agencies, and governments have expressed support. This is a key component to implement any public transit service. There must be broad-based local support among both the private and public sectors. The current level of support is an excellent foundation upon which to build and indicates a high likelihood of success.

There are existing resources in the area used by human services agencies to provide transportation services for their clients. The existing resources represent a significant investment and may provide some of the resources necessary to enhance public transit service. Coordination and consolidation of services typically allows local entities to provide additional and enhanced service to the community using existing resources. A key issue in the Technical Assistance project was to identify the existing resources which are available and any additional resources which may be needed to enhance public transit service.

STUDY AREA

Cedar City, Utah—the largest incorporated area in Iron County—is located about 170 miles from Las Vegas, Nevada and 250 miles from Salt Lake City, Utah on Interstate 15. The region is surrounded by a wide range of state and national parks including Zion and Bryce Canyon, as well as Brian Head Ski and Summer Resort. Cedar City accounts for the majority (60 percent) of the population within Iron County. According to the US Census, the population of Cedar City increased from 13,443 to 20,527 (a 53 percent increase) between 1990 and 2000.



The colony of Cedar City was founded in 1851 along Coal Creek after iron ore deposits were discovered in the area. This small mining town continued to grow through farming and agriculture. Today Cedar City is home to several national manufacturing and industrial businesses.

TRANSIT NEEDS ASSESSMENT

The assessment of transit needs within the study area was an important aspect of this project. It was necessary to identify the potential users of public transportation and the level of demand which exists. Several different approaches were used to estimate the needs of the different markets.

The transit needs of low-income groups, seniors, and persons with disabilities were estimated using the Transit Cooperative Research Program (TCRP) Project A-3: Rural Transit Demand Estimation Techniques. The potential demand for public transportation was estimated to be about 104 trips per day. The demand for specialized transportation related to specific programs is an additional 488 trips per day.

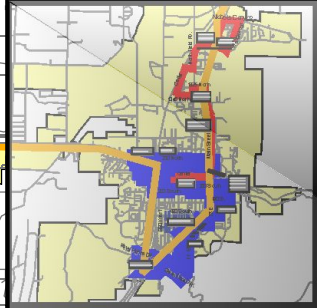
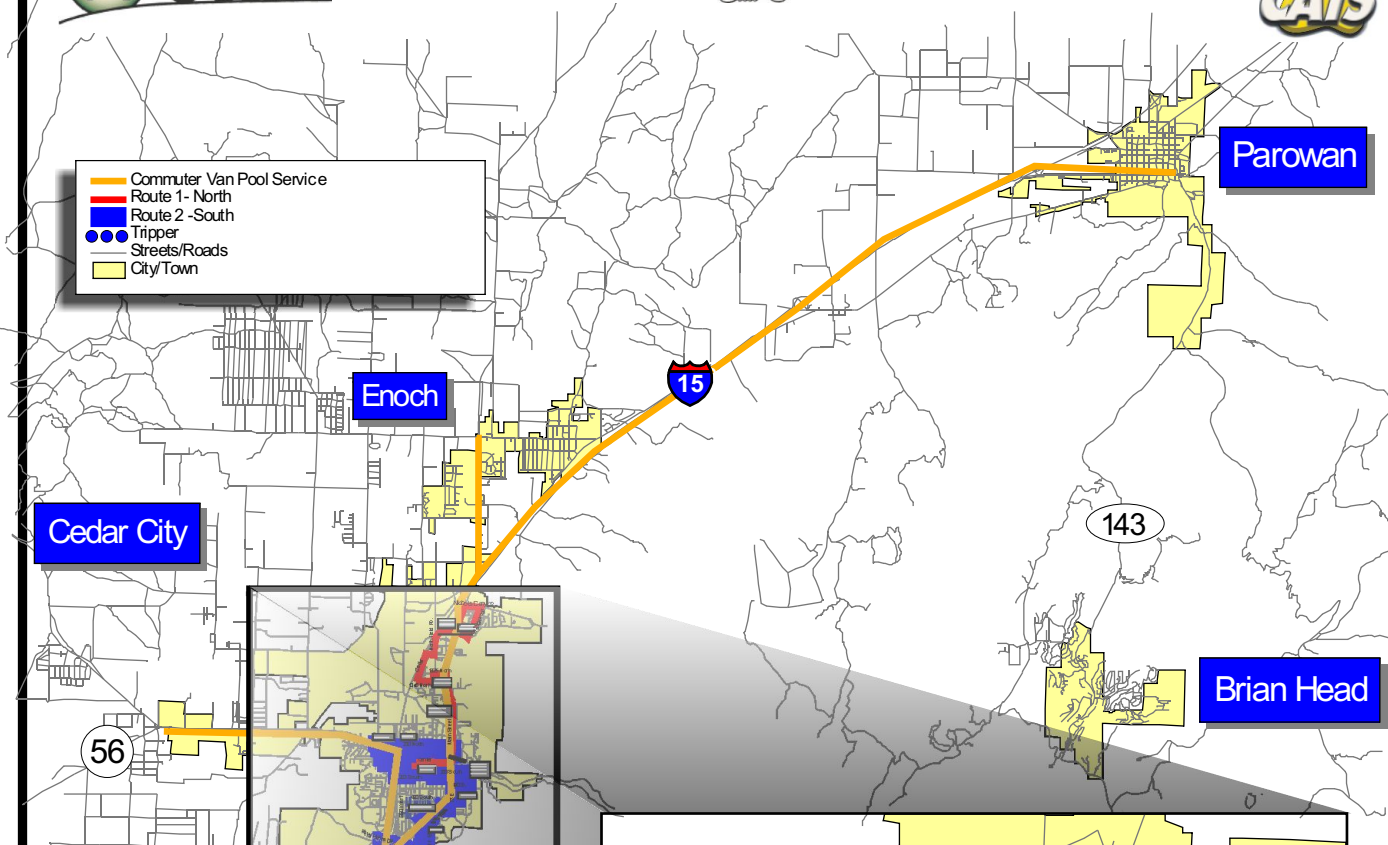
Several other estimation techniques were used including a fixed-route demand method. This model is described in the paper, "Demand Estimation Model for Transit Route and System Planning in Small Urban Areas," Transportation Research Board, 730, 1979. According to this model, approximately 203 daily trips are estimated based upon the current fixed route. These estimates are based on a high level of service and should not be construed to indicate the actual ridership which might occur on any particular service. The actual ridership is a function of the level of service which is provided and includes such factors as frequency of service, schedules, fares, travel time, and the specific route.

RECOMMENDED SERVICE PLAN

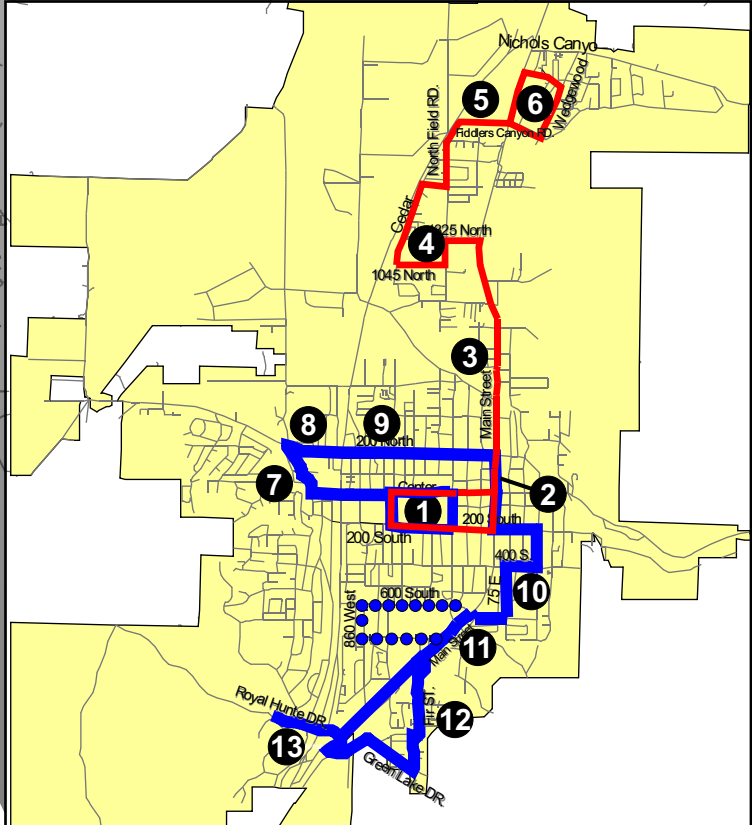
The proposed service is a phased plan with changes occurring incrementally over the next ten to twenty years. The plan incorporates a modified fixed-route system comprised of two routes operating in Cedar City. Subsequent phases include vanpool service and increased headways and service hours during peak visitor times. A rideshare program may be scheduled to begin in 2006-2007 with a vanpool service starting in 2010, after specific demand estimates are made based upon employer/employee surveys, for example. Vanpool service would initially begin with a small fleet of vans, possibly only operating within the immediate Cedar City/Enoch/Parowan area.

The fixed-route service plan would be provided throughout the day, six days per week. Figure ES-1 illustrates this preferred fixed-route within Cedar City, as well as the preliminary vanpool routes which may be implemented in the next ten years.

- Commuter Van Pool Service
- Route 1 - North
- Route 2 - South
- Tripper
- Streets/Roads
- City/Town



1. Southern Utah University
2. City Administration Offices
3. Visitors' Center Chamber Office
4. Valley View Medical Center
5. Canyon View High School
6. Southwest Health Center
7. Sanjac Apartments
8. Steel Building
9. Abbey Inn
10. Care and Share
11. Albertsons
12. S. Fir Street
13. Providence Center



The plan recommends CATS begin an extensive marketing campaign with emphasis on Southern Utah University's student population. This marketing program should coordinate with the university for shared marketing on campus and on the existing buses. To accomplish all the tasks set out in this Plan, it is recommended that additional staff hours be allocated to market, plan, and administer the service. Additionally, an administrative assistant and additional drivers will be required as the need arises in the next ten years.

IMPLEMENTATION PLAN

A detailed implementation plan was provided as part of the Technical Assistance project. Specific implementation steps are described with designated responsibilities. This subcommittee is responsible for the details of implementing the service changes over the next few years. Recommendations are also provided for marketing the service and performance monitoring.

A financial plan was developed for the proposed services. The projected expenses and revenues are shown for the first ten years of the service. Revenue generated from transit operations will **not** cover the full cost of the transit service. This is typical of public transit programs in the United States, all of which require some form of supplemental funding. Refinement of the cost projections will suggest from where the supplemental funding might be derived.