

Dubuque KeyLine Comprehensive Operational Analysis

Technical Memorandum #3 Evaluation of Service Options

Prepared for:

City of Dubuque
50 West 13th Street
Dubuque, IA 52001
(563) 589-4393

Prepared by:

LSC Transportation Consultants, Inc.
516 North Tejon Street
Colorado Springs, CO 80903
(719) 633-2868

LSC #085560

June 12, 2009

TABLE OF CONTENTS

Chapter	Title	Page
I	INTRODUCTION	I-1
	Report Contents	I-1
II	TRANSIT SERVICE OPTIONS	II-1
	Introduction	II-1
	Transit Service Options	II-1
	Option 1 - Central Hub	II-2
	60-Minute Headway	II-2
	30-Minute Peak Headway, 60-Minute Off-Peak	II-3
	30-Minute Headway	II-3
	Option 2 - East and West Hubs	II-5
	60-Minute Headway	II-5
	30-Minute Peak Headway, 60-Minute Off-Peak	II-5
	30-Minute Headway	II-6
	Option 3 - Central Hub Hybrid System	II-8
	15-Minute Peak Headway, 30-Minute Off-Peak	II-8
	30-Minute Headway	II-8
	30-Minute Peak Headway, 60-Minute Off-Peak	II-9
	30-Minute Peak Headway, Midday Demand-Response Service	II-9
	Option 4 - Taxi Voucher Program	II-11
	Current Demand	II-11
	Increased Demand	II-12
	Late Nights and Sunday Service	II-12
	Taxi Voucher Examples	II-12
	Iowa City, Iowa	II-12
	Olathe, Kansas	II-13
	Washington County, Maryland	II-13
	Rhineland, Wisconsin	II-13
	Organizational Options	II-14
	Central Dispatch for All Demand-Response Service	II-14
	RTA Operation of All Demand-Response Services	II-14
	ITS Technology Improvements	II-15
	Implementation	II-16
	Passenger Information Signs	II-16
	Real-Time Internet Information	II-17
	Queue-Jump Lanes	II-17
	Signal Priority	II-18
III	MARKETING PROGRAM	III-1
	Current Marketing Program	III-1
	Ride Guide	III-1
	Bus Stops	III-1
	Transit Benefit Program	III-2
	Pass Program	III-2
	Other Transit Incentive Programs	III-4
	Outreach Program	III-4
	Promote Service to Users	III-5
	Re-Branding the System	III-5

IV	EQUIPMENT AND FACILITY NEEDS	IV-1
	Introduction	IV-1
	Vehicles	IV-1
	Facility Requirements	IV-3
	General Bus Stop Guidelines	IV-3
	Bus Stop Areas, Bus Landing Pads, and Accessible Paths	IV-4
	Signs	IV-6
	Passenger Amenities	IV-8
	Shelters	IV-8
	Benches	IV-9
	Trash Receptacles	IV-9
	Lighting	IV-10
	Bicycle Parking	IV-10
	Park-and-Ride/Multimodal Facilities	IV-10
	Industry Standards	IV-11
V	FINANCIAL NEEDS	V-1
	Introduction	V-1
	Funding Gaps	V-1
	Funding Sources	V-2
	Capital Funding	V-2
	Operations and Maintenance Funding	V-3
	Local and Regional Funding Sources	V-4
	General Fund Appropriations	V-4
	Local Transit Levy	V-4
	Advertising	V-4
	Hotel/Motel Tax	V-5
	Local College Funding	V-5
	Federal Transit Funding	V-5
	FTA Section 5309 - Capital Improvement Grants	V-6
	FTA Section 5307 - Public Transportation for Urbanized Areas	V-6
	FTA Section 5316 - Job Access and Reverse Commute Program	V-7
	FTA Section 5317 - New Freedom	V-7
	Transit Benefit Program	V-7
	Transportation and Community System Preservation Program	V-8
	Temporary Assistance for Needy Families	V-8
	Head Start Program	V-8
	Other Federal Funds	V-9
	Funding Summary	V-9

LIST OF TABULATIONS

Table	Title	Page
II-1	Real-Time Information Board Locations	II-17
II-2	Service Operation Summary	II-19
IV-1	Fixed-Route Vehicle Requirements	IV-1
IV-2	Fixed-Route Vehicle Purchases	IV-2
V-1	Operating Cost Comparison	V-2

LIST OF ILLUSTRATIONS

Figure	Title	Page
II-1	Option 1	II-4
II-2	Option 2	II-7
II-3	Option 3	II-10
IV-1	ADA Minimum Dimensions of a Passenger Loading Pad and Shelter . . .	IV-5