

Heart of Iowa Regional Transit Agency

HIRTA Public Transit



Brooke Ramsey, Business Development Manager



HIRTA Regional Statistics

264,000 rides annually

13% Elderly

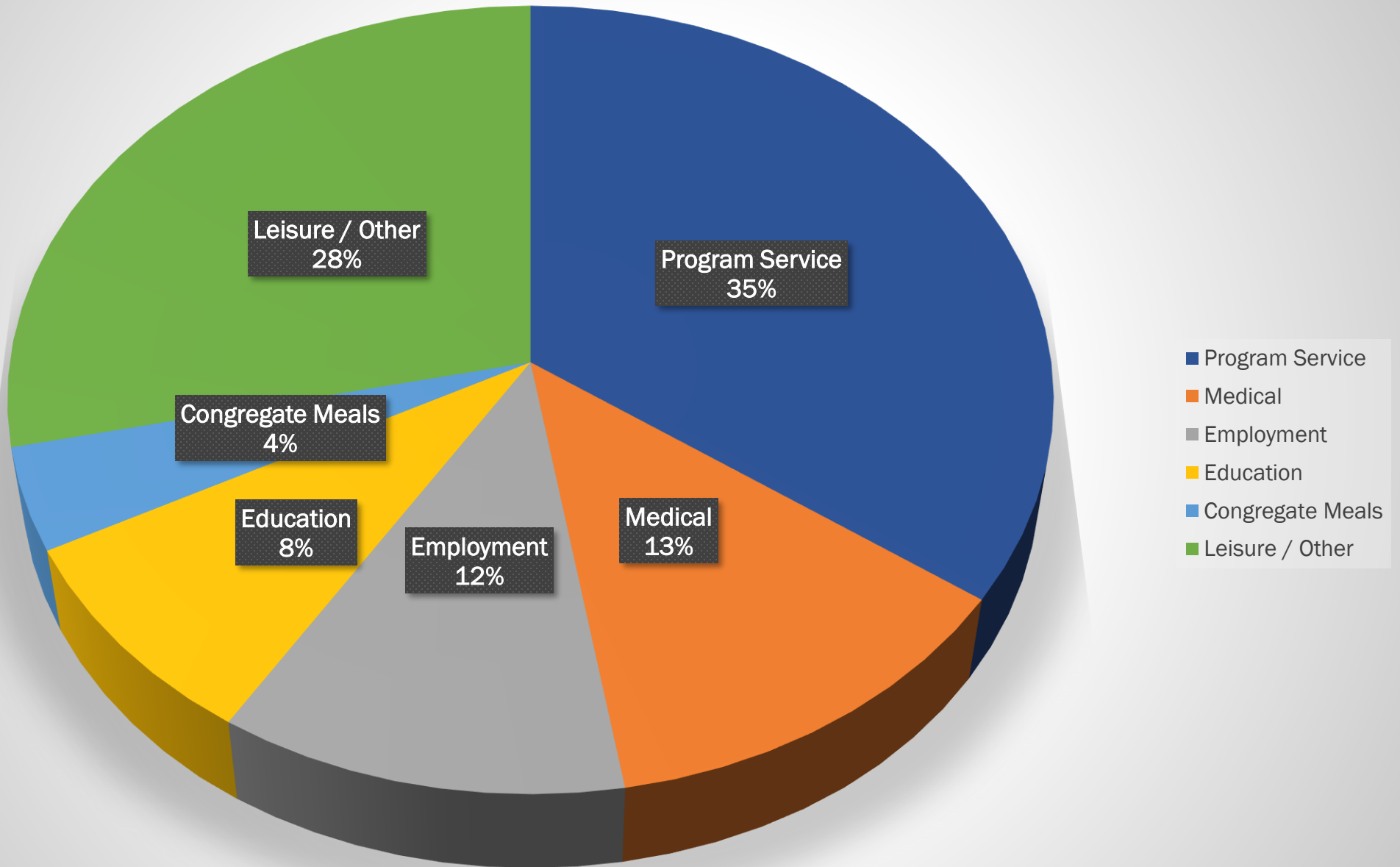
60% Disabled

27% General Public

More than
83,000 driving
hours per year

Over 1.2
Million miles
driven per
year

Trips by Type



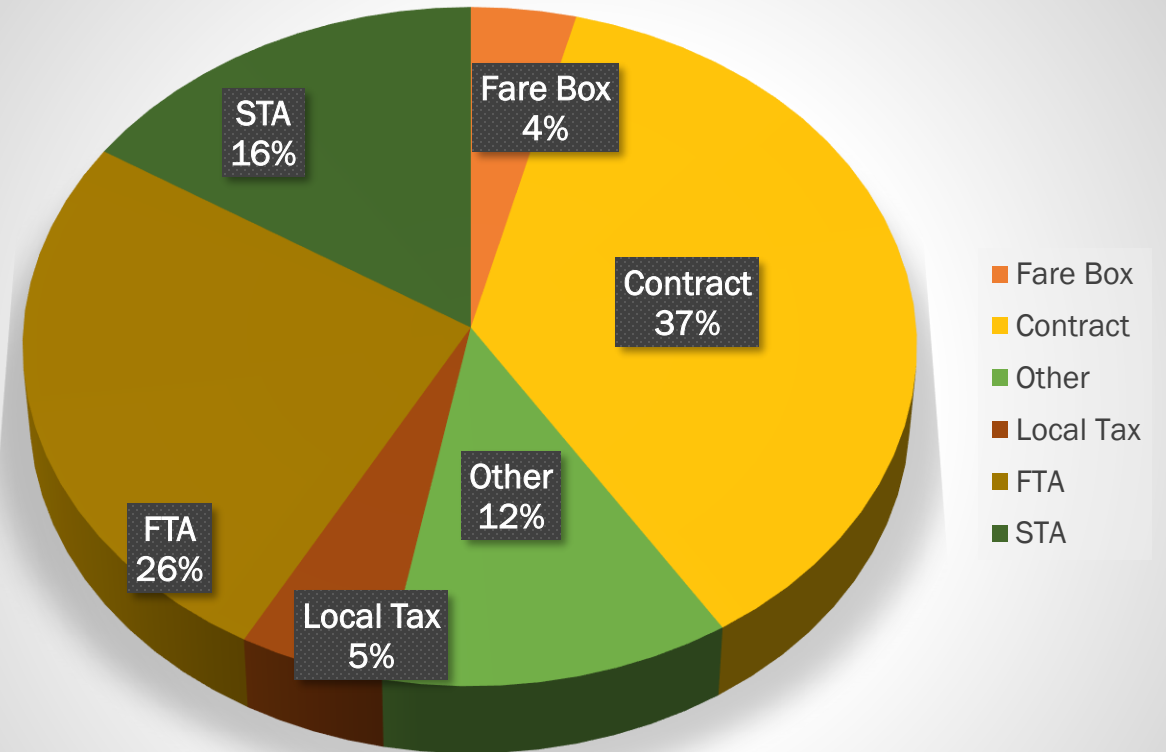
Funding Sources

- Operational

- Contract
- FTA
- STA
- Local Tax
- Passenger Fare / Fare Box
- Other
 - Grants
 - Donations
 - Advertising

- Capital

- FTA
- Local Match



Strategic Plan : GOALS

GOAL 1: Provide an Exceptional Transportation Experience

GOAL 2: Ensure a Culture of Safety

GOAL 3: Ensure Organizational Viability

GOAL 4: Foster Community Partnerships

Goal 5: Increase Use of Technology

Goal 6: Dedicated Focus on Marketing

Goal 7: Improve Connectivity

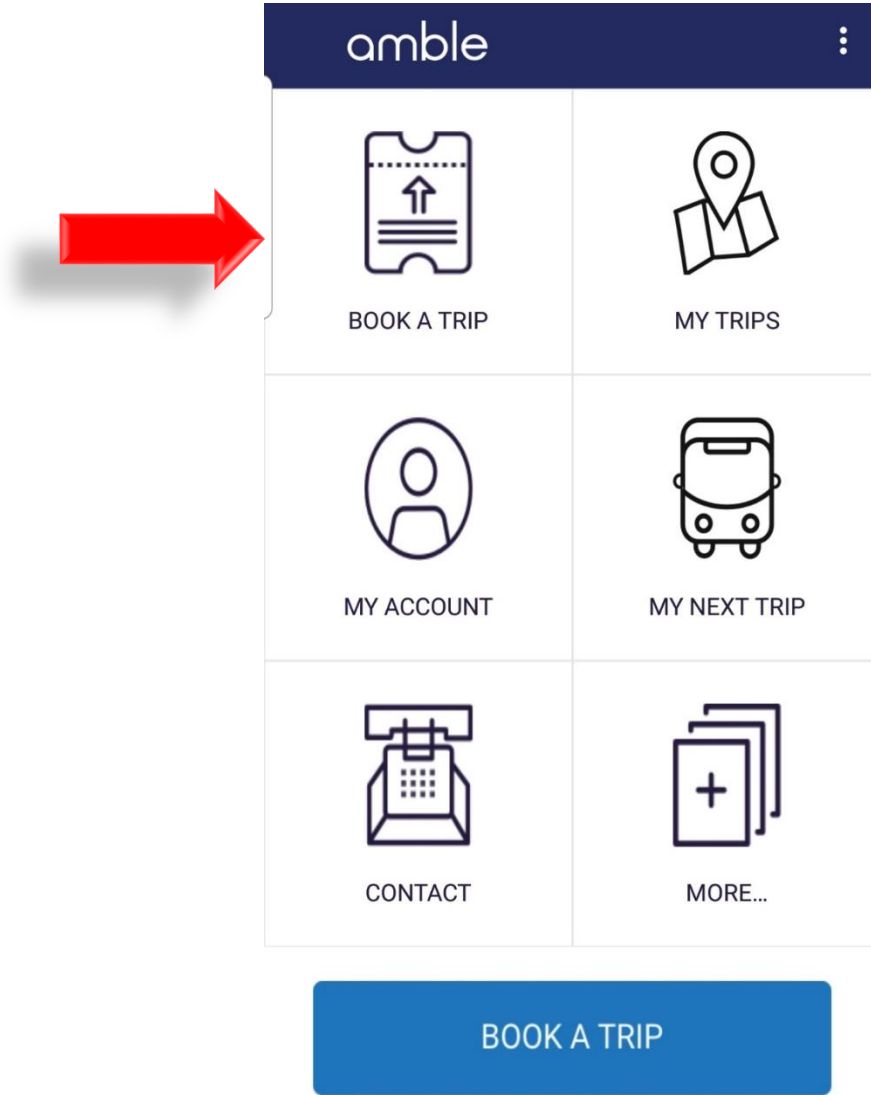
Goal 8: Build an inclusive culture of excellence through a talented and engaged workforce

Goal 9: Reduce reliance on federal grant programs

Goal 10: Improve and Promote Environmental Sustainability



There's an App for that!



FY2020 Updates

- Direct Service through out the entire region
- Increase NEMT service
- Increase employment transportation
 - HIRTA JobLink
 - HIRTA Works
- HIRTA HopeLink
- Service redesign

Thank you!

- Questions?

HIRTA Contact Info

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To schedule a ride:

call 1-877-686-0029

Email erides@ridehirta.com

Download Amble on Apple or Google for Free!

THANK YOU!

