

What's up with
HIRTA



Flex Connect Overview

- A pilot project to test checkpoint-style transit in Perry was identified.
- Riders can still call for door-to-door rides that HIRTA offers, but have a new option of simply showing up at a designated point within Perry to catch a HIRTA bus for in-town transit without a reservation.
- A new checkpoint-style transit service available in the city of Perry allows people to catch a bus at several designated areas to enhance access to healthcare, employment, shopping, education and community services, such as the food pantry or financial assistance.



Why is this needed?

- The Latino population in Iowa is 6.3%.
The Latino population in Perry is 34.9%.
The number who currently use HIRTA is less than 1%.
- 50% of Perry residents stated transportation was needed to improve their health
- Language, cultural differences, poverty, and transportation have been identified as the major barriers to services for Latinos.



Program Details

- Create an educational campaign using numerous media methods designed to reduce stigma and exclusion.
- Create marketing materials such as brochures, advertisements, mailers, etc.
- Connect with new Latino riders to complete a questionnaire about their current lifestyle activity which will be tracked at 6 & 12 months. Allows us to collect ridership numbers, social determinants of health, and quality of life data.





Learn more at
www.RideHIRTA.com/flex

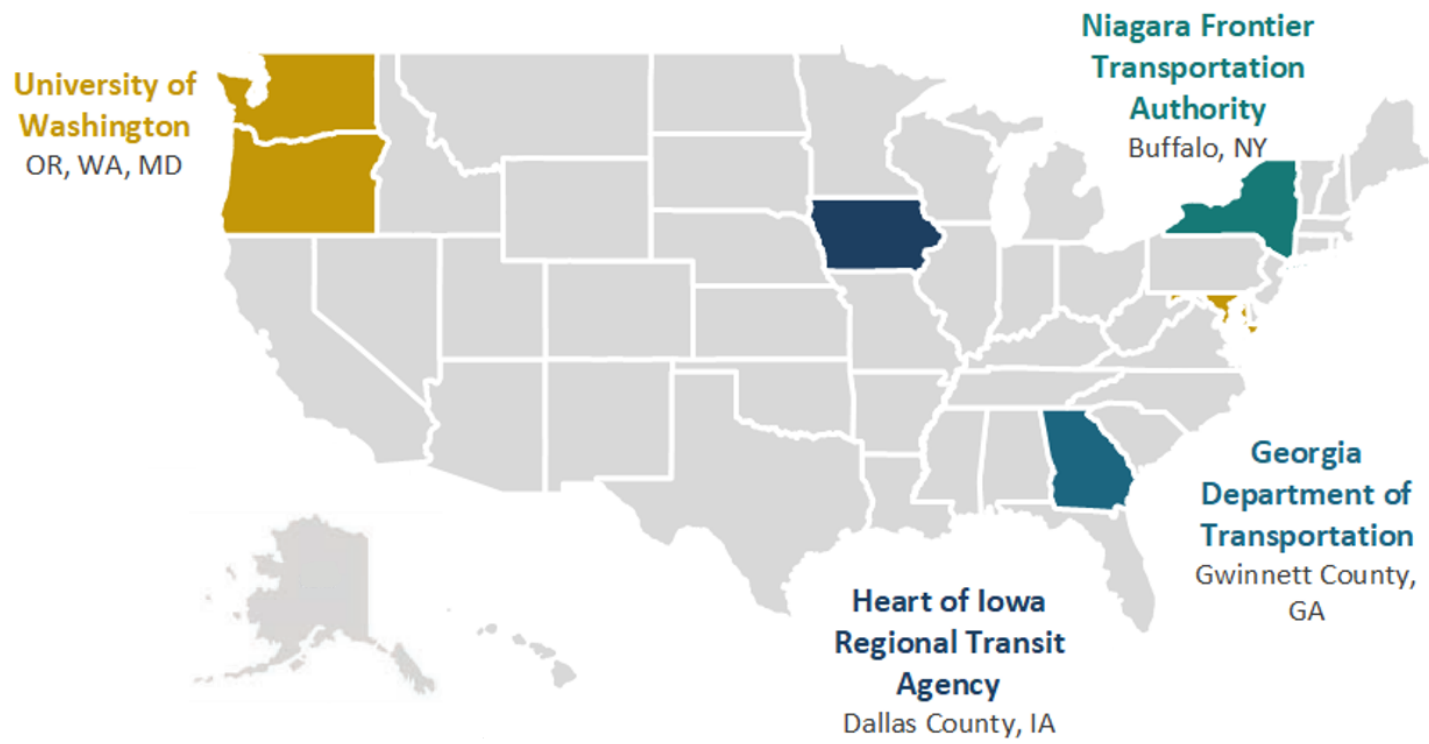
What is the Health Connector

Heart of Iowa Regional Transit Agency (HIRTA) secured funding from US DOT to develop mobility solutions for residents to access health services in Dallas County

In coordination with

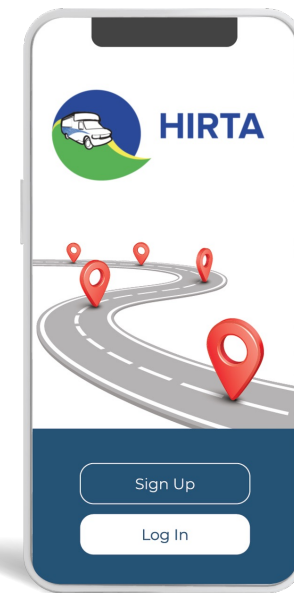
- IBI Group
- Community Transportation Association of America (CTAA)
- Dallas County Health Department
- Capture Management Solutions





Purpose of The Health Connector

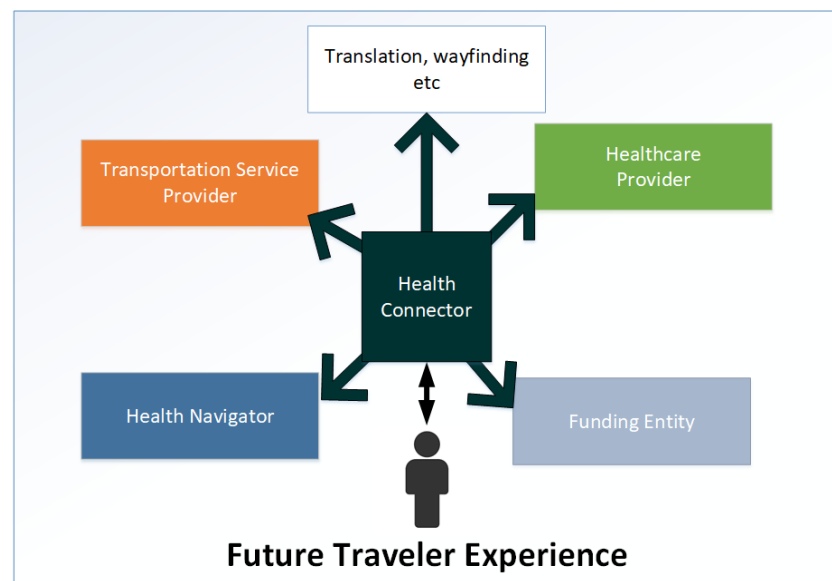
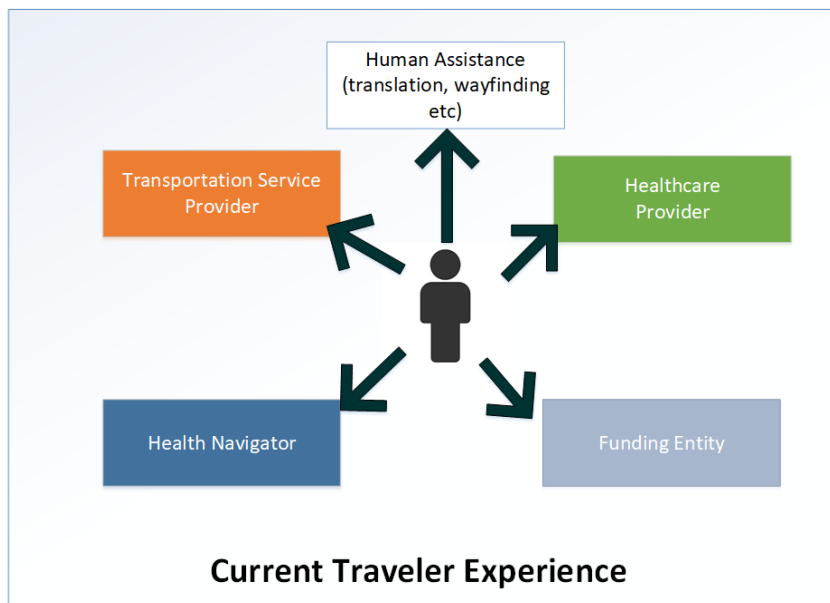
- Schedule and manage medical appointments and transportation services at the same time



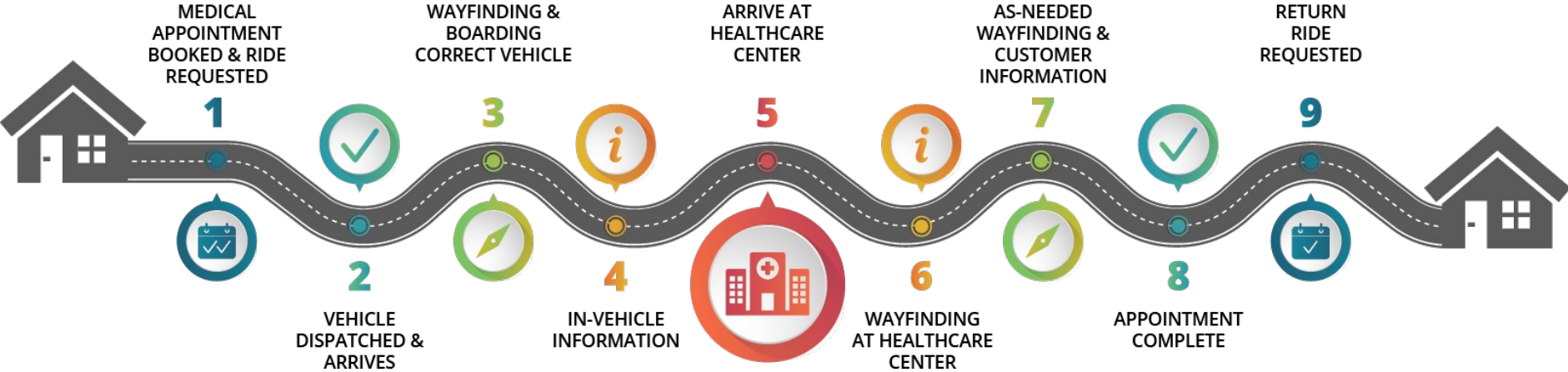


HIRTA and Dallas County Overview

- HIRTA provides demand response services to population in 7 county areas, including Dallas County
- Dallas County grew **36%** in the last decade
- Coordination of medical transportation services for underserved a major challenge



Project Overview



Life of a Trip





Where Are We Heading



Phase 2

- Design, Develop and Test
- Working with broad coalition of community stakeholders and industry partners to understand barriers
- Work with health systems



HIRTA's Health Connector

AN INCLUSIVE MOBILITY EXPERIENCE FROM BEGINNING TO END

What is Health Connector?

Heart of Iowa Regional Transit Agency (HIRTA), in partnership with Arcadis IBI Group, Community Transportation Association of America, Dallas County Health Department, and Capture Management Solutions were successful in securing funding from the U.S. Department of Transportation to develop mobility solutions for our residents to access health services in Dallas County.

This will enable users to:

Schedule and manage medical appointments and transportation services at the same time.

This will provide the following:

Enhanced access to healthcare options for all travelers in Dallas County, Iowa with a specific focus on people with disabilities and other underserved communities.

IMAGINE IF YOU COULD BOOK YOUR
MEDICAL APPOINTMENT
+
TRANSPORTATION
AT THE SAME TIME



**No smartphone?
No problem!**

You can phone one number to do the same thing.

39% of survey respondents cited missing at least one healthcare appointment due to the lack of available transportation options.



Underserved populations face barriers such as a lack of information on transportation options to access healthcare, clinical services, or accommodations available at the facility being visited, information in accessible formats, the ability to locate the vehicle or destination facility, and other issues.



STEP 1
Book medical appointment. Request ride.

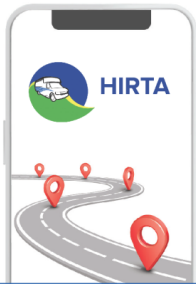
STEP 2
Board correct vehicle.

STEP 3
Arrive at healthcare center and easily navigate to correct area.

STEP 4
Complete appointment and request return ride, including stops needed along the way.

STEP 5
Board the correct vehicle and complete return trip.

The Health Connector solution seeks to engage a broad coalition of community stakeholders and industry partners to understand transportation barriers to healthcare in Dallas County and explore how emerging technologies can address those.



Find Out More

www.transithealthconnector.org

IDEAS Grant

- HIRTA was awarded grant from the NADTC to support the development of a new equitable program to meet the needs of underserved populations specifically focused on improving transportation for people with disabilities, older adults, and marginalized populations.
- HIRTA was one of 9 grantees to receive the funding and has been awarded a grant for phase 2.
- Our goal is to make sure all underrepresented populations be more fully engaged and has a seat at the table to build on current planning efforts.

IDEAS Phase 1 Findings

- Barriers for people with limited English Proficiencies
 - Long hold times
 - Language Link
 - Facebook page
- Desire for increased service hours and days
- One rider with disabilities said transportation is like a utility, everyone should have access and having service end at 5PM means they have a 5PM curfew.

IDEAS Phase 2 Objectives

- Objective 1: Create a more inclusive environment by having our scheduling software available in multiple languages
 - Coming mid-May
- Objective 2: Expand service by use of third-party providers
 - Meeting third-party providers now
- Objective 3: Implement on-demand services so that people can move around communities like other travelers
- Objective 4: Sustainability

Investing in HIRTA benefits the community

1 (877) 686-0029

Boone, Dallas, Jasper, Madison, Marion, Story, Warren Counties

www.RideHIRTA.com



Transit is more than ridership. It is the opportunity, the connectivity and the idea you can build a way for people to transform their lives.



98% of riders surveyed report an increase in their quality of life because of using HIRTA.



9 out of every 10 trips taken on public transit is to make or spend money.



Older adults in rural communities are choosing to 'age-at-home'. This requires more on-demand services so they can live spontaneously.



Everyone benefits from public transit, even those who don't use it. Public transit gets people to work, to community programs, to volunteer opportunities, and to much, much more.



HIRTA must match every dollar received in Federal transit funds. We need community funds to match federal dollars to help us operate and improve our services.



95% of HIRTA's budget stays in the community which helps boost the local economy.



Using public transit, like HIRTA, to get to medical appointments, improves health outcomes and reduces healthcare costs.

Public transit can change the trajectory of lives. It means family and friends can visit one another and curb the risk of isolation. It means a child can get to the library and become inspired. It means providing access to the food bank so families can put food on the table. It means a better life for all.

HIRTA Funding One Pager

Thank you!

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