

RTA Service Needs and Projects					
No.	Service Need	Agency(s)	Project	Year Identified	Status
1	Provide affordable transit throughout the region.	Delaware, Dubuque, and Jackson County Board of Supervisors, NEIAAA	Service Improvement Plan: all three counties agreed to subsidize the cost of rides, reducing the cost to the individual riders. All agreed to fund full cost for children age 15 and under, making those free, for as long as designated funding lasts.	2020	Ongoing. Currently funded through FTA funds. Will re-evaluate future funding to help sustain costs.
		RTA, United Way	Seek funding opportunities for seniors	2024	Status as of January 2025. NEIAAA has suspended volunteer program, funding for seniors decreased. Plan on seeking new grants to help keep costs low for senior ridership.
		United Way	Rides for Wellness Ride Vouchers - grant from United Way under Health Pillar	2016	Implemented in FY17, program funded through FY26.
		Area Residential Care, Hills & Dales, Sunny Crest, Imagine the Possibilities	Continue and grow collaboration with human service agencies, dialysis, medical centers, and MCOs for non-emergency medical services	2012	Continue partnership with MCOs for Title XIX medical and waiver trip requests and reimbursement. Educate public of services that are already available and same day trips for medical appointments. Implementation; ongoing
2	Improve attendance and action from the TAG. More accountability and influence as a group	RTA, TAG	Form a TAG Technical Group to identify gaps in transportation within each County, devising strategies to address the gaps, and obtaining funds to support creative transportation solutions.	2019	TAGs created in each county, meets on a quarterly basis.
3	Improve RTA's service	RTA	Conduct a gap analysis.	2024	Status as of January 2025. RTA is seeking funding for a gap analysis that can help identify service gaps, enhance accessibility, improve efficiency and increase ridership through data-driven decision making.
		RTA, TAG	Develop an app, a portal and re-designed website to improve coordination and reduce wait time, show (potentially improve) availability, and provide better communication	2019	Project completed in 2023, continuing to work on improvements.
4	Help provide transportation to community events.	Area farmer's markets, community foundations	Provide transportation to farmer's markets in the region.	2018	Rides to Maquoketa Farmer's Market implemented FY19; continue annually as funding exists. Grant from Maquoketa Community Foundation provided transportation for low-income residents. Program continued until grant funding expired in 2024, seeking alternative funding sources as of January 2025. Will seek similar programs for other area farmer's markets.
5	Enhance RTA's marketing efforts.	RTA	Marketing Plan	2019	Completed in FY21, will consider conducting updates periodically.
		Area businesses	Bus Wraps	2019	Dupaco CCU ended contract, will seek other partners to help fund services.
		Goodwill, ARC , Imagine the Possibilities, Hill & Dales, support groups	Continue Travel Training Program to increase knowledge of available services	2015	Continue with RTA Learn to Ride Courses. Implementation; ongoing

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		TAG	Update Transportation Resource Guide	2015	Find local funding to update and print new Transportation Resource Guides. Update March 2020: Update the pertinent information and include on redesigned website
6	Provide more flexible transit options	RTA, area employers, Enterprise Rent-A-Car	Vanpool transportation for employers	2023	RTA partnered with Enterprise Rent-A-Car in 2024 to provide vanpool transportation to employers in the region. Partnership with University of Dubuque began in FY25, will seek more partnerships.
7	Expand access to rural communities	RTA	Identify potential routes	2018	Status as of January 2025. Currently exploring offering expanded services from Cascade.
8	Work with other agencies within and adjacent to our region	RTA, The Jule	Explore coordination opportunities between The Jule and RTA	2012	Determining need within the area and coordinating with the Jule for city of Dubuque requests. Implementation; ongoing
		Community Action of Eastern Iowa (EARL Transit), MTA and River Bend	Transportation in Dubuque, Delaware, Jackson, Clinton and Clayton Counties	2011	RTA continues to partner with EARL Transit, MTA, and River Bend for transportation requests outside of our region. Implementation; ongoing
		Area economic development agencies	Coordinate with economic development agencies for employment transportation opportunities	2025	Working with Greater Dubuque Development Corporation on implementation of vanpool program.
9	Make services more accessible	Sunnycrest Manor, Senior/Assisted Living Facilities, general public	Provide services on an on call basis	2010	Continue to educate public on availability of services and same day trips Implementation RTA has a contract with Sunnycrest which allows them to use our services as needed. RTA continues to search for other such contracts, as well as explore the feasibility of creating an on-demand service for the general public; ongoing
		Public Input	Expand hours to include late afternoons, evenings, weekends and holidays for all three counties	2007	Project pending due to funding constraints and lack of vehicles. Implementation; pending until further funding for operations and vehicles is available.
		Area Residential Care	Add to wheelchair accessible fleet	2009	Capital replacement ongoing; RTA continues to seek additional grant funding for new buses. As of January 2025 RTA has 26 buses and 5 vans, all of them with lifts and ramps and are up to ADA standards.
		Members of the TAG	Mobility Coordinator project targeting the elderly population, mentally and physically challenged individuals, low income adults and youth, and veterans. Assisting this group of individuals in coordinating with hospitals, clinics, senior centers, wellness agencies, dental offices and food programs	2011	Project Ongoing. Mobility Coordinator position funding expired in FYXX, responsibilities shared by Transit Managers.
		Developing Alternative Choices, Goodwill, Area Residential Care, Region 8 RTA	Driver trainings	2009	Future trainings will be conducted with RTA and Jule drivers as time and funding for training permits. Trainings include CPR, Implementation; ongoing.
10	Recruitment and retention of paid and volunteer drivers	RTA	Continue to recruit paid and volunteer drivers and retain current part time drivers and subs	2015	Project ongoing and efforts continue throughout three county region
11	Continuation funding of State Transit Assistance	Region 8 RTA	Operating Assistance for Day-To-Day Operation	2007	On going

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12	Continuation funding of Federal Operating Assistance	Region 8 RTA	Operating Assistance for Day-To-Day Operation	2007	On going