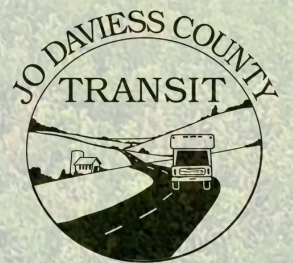


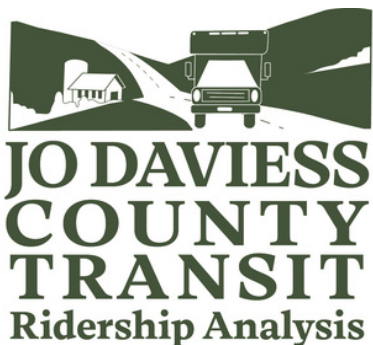
# COMPREHENSIVE RIDERSHIP ANALYSIS

## FINAL REPORT

*February 21, 2025*



*Report prepared by RLS & Associates, Inc.*





# Executive Summary

## Introduction

A Comprehensive Ridership Analysis was conducted to evaluate current ridership patterns and assess market demand for public transportation within the Jo Daviess County Transit service area. The objective of the analysis was to identify opportunities to increase ridership, assess the feasibility of revised service delivery models, and enhance existing programs and services administered by Jo Daviess County Transit. The analysis includes data-driven recommendations to improve public transportation services for residents and visitors of Jo Daviess County.

## Approach

The study effort included a comprehensive analysis of existing services, coupled with a strategic engagement campaign to garner feedback from current customers and community members on transportation needs, service gaps, and the utilization of public transportation services delivered by Daviess County Transit. The methods and strategies employed to achieve the goals and objectives of the study are outlined below:

1. Conduct progress meetings with the Jo Daviess County Transit project management team
2. Convene the Technical Advisory Committee
3. Assess demand for public transit
4. Administer a passenger use and satisfaction survey
5. Develop a methodology, evaluate the feasibility of revised service models, and formulate recommendations
6. Prepare budget projections and identify potential funding sources
7. Present recommendations to local stakeholders and community members for feedback
8. Integrate community input into final report

The analysis also included statewide research on fare structures among transit industry peers. The findings provide context for Jo Daviess County Transit's position within the industry and highlight the cost of transportation services offered by statewide providers.

## Conclusions

### Existing Conditions

Jo Daviess County Transit operates with an annual budget of \$1.33 million and provides approximately 59,000 rides each year. Ridership in fiscal year 2024 surpassed pre-pandemic levels, highlighting an increased demand for transportation services in the community in the post-pandemic era. Additionally, performance metrics, including service effectiveness, defined by the National Transit Database (NTD) as the cost per passenger trip, are in line with or exceed industry standards. Specifically, the agency



recorded 3.1 passenger trips per revenue hour in federal fiscal year 2023, exceeding the industry standard range of 1.8 to 2.5 for demand response service.

Demographic analysis suggests a potentially higher demand for transit in several areas of the county, particularly in the northwestern tri-state region, the central area around Galena, the mid-western region near Elizabeth, the south-central area near Hanover (adjacent to the Carroll County border), and the mid-eastern region around Stockton. This increased demand is attributed to higher poverty rates and lower vehicle ownership in these areas. Galena serves as the county's hub for government and social services. Employment data shows that most job opportunities are concentrated around the county seat, East Dubuque, and Stockton, with both large and smaller employers also located in Hanover.

To better understand the geographic locations of trip generators and the frequent customer destinations, an analysis was conducted of the origins and destinations for trips provided by Jo Daviess County during a one-month sample period. A total of 2,028 one-way trips were completed in that timeframe. Approximately 86 percent of these trips occurred within the county. Of these, the majority (66 percent), originated and terminated within Galena, followed by Stockton, which accounted for 16 percent of trips.

## Customer and Public Input Analysis

The strategic public engagement campaign included a variety of outreach activities, notably a comprehensive public and customer survey. This initiative garnered 1,147 total responses, exceeding the target response rate of 585. Respondents expressed strong support for public transportation services throughout the county, including from community members who do not currently use Jo Daviess County Transit. The most frequently requested and utilized locations for transit services among survey participants are as follows:

- District 2: Vinegar Hill, Council Hill, Rawlins Rice, West Galena, and East Galena Township
- District 4: Elizabeth, Woodbine, Hanover, and Derinda Township
- District 6: Stockton, Wards Grove, Pleasant Valley, and Berreman Township

Respondents also emphasized the importance of connections to key transportation hubs, including Rockford, Dubuque, the Quad Cities, Cedar Rapids, and Chicago. A revised service model was supported by 31 percent of survey respondents. Key aspects such as service predictability and the elimination of the need for advanced reservations were noted as attractive features of a revised delivery model.

Feedback from stakeholders in Jo Daviess County highlights strong support for the essential services offered by Jo Daviess County Transit, along with insightful suggestions for expanding and refining these services to better align with the community's evolving needs. By acting on these recommendations, the transit agency can enhance both operational efficiency and community engagement, focusing on areas such as service availability, marketing, and customer service. These improvements have the potential to significantly broaden the reach and effectiveness of transit services.



# Recommendations

The recommendations represent a broad range of feasible solutions in addressing the need and demand for public transit services under revised service delivery models identified as most feasible for Jo Daviess County Transit. The service alternatives could be implemented as outlined or combined to establish the most appropriate family of transit services for Jo Daviess County. Each alternative should be introduced as a twelve-month pilot program, allowing Jo Daviess County Transit to assess performance based on data gathered under the pilot phase. The alternatives presented below are not intended to expand Jo Daviess County Transit services but to replace the current demand response service operating in the proposed areas.

## Alternative 1: On-demand, Microtransit Service in Galena

The demographic data supports a revised service delivery model within the Galena City limits. Additionally, the primary destination for survey respondents who use have or currently utilize Jo Daviess County Transit is District 2 (Vinegar Hill, Council Hill, Rawlins Rice, West Galena, and East Galena Township). Furthermore, the majority of survey respondents identified District 2 as the desired location for a revised service alternative. An on-demand, microtransit service delivery model is well suited for short trips, at 4 miles or less. Advanced reservation service is appropriate for longer trips, especially those connecting the county seat to more rural, less densely populated areas within the county.

## Alternative 2: Dubuque/East Dubuque/Galena Deviated Fixed Bus Route

Fixed-route bus services operate on regular, scheduled routes with fixed stops and no deviation. Typically, fixed-route service is characterized by printed schedules or timetables, designated bus stops, and the use of larger transit vehicles. Deviated route bus services are a hybrid of fixed-route and demand response. With this type of service, a bus or van stops at fixed points and keeps to a timetable but can deviate its course between two stops to go to a specific location for a pre-scheduled request. The deviated fixed-route under this service alternative would operate as a “commuter shuttle” providing access to the major medical centers and healthcare facilities within each jurisdiction. The service supports integration and collaboration with public transportation providers in Dubuque including the Jule and Region 8 Regional Transit Authority. Passengers traveling to/within Galena would integrate with the microtransit service presented under Alternative 1.

## Alternative 3: Elizabeth/Galena Deviated Fixed Bus Route

This service alternative would provide same-day service via deviated fixed bus route to Elizabeth and Galena. The route would operate as a “commuter shuttle” connecting Galena to Elizabeth. Passengers traveling to/within Galena would integrate with the microtransit service presented under Alternative 1.



## Additional Considerations

### Schedule for Out-of-County Demand Response Trips

In an effort to maximize limited resources, Jo Daviess County Transit should establish a standing schedule for demand response trips performed outside of the county. This is a common practice among demand response providers. Jo Daviess County would provide service to specific jurisdictions on certain days of the week (e.g. every Tuesday or Thursday) or certain days of the month (e.g. every first and third Monday). The schedule for out-of-county transportation services can be developed based on current travel patterns and feedback from passengers who utilize these services.

### Workforce Transportation

The need for transportation services in the Southern portion of Jo Daviess County, along the Illinois Route 84 corridor into neighboring Carrol County, was identified as a need among project stakeholders. Transportation services to Hanover, Savanna, and major employers located south of Savanna would reduce barriers and provide access to employment opportunities for Jo Daviess and Carrol County residents. A workforce transportation “shuttle” could be established under Jo Daviess County Transit’s demand response program in the interim with a potential shift to on-demand, microtransit in the future. Coordination with major employers is required to identify transportation needs and the shift times when employees require transit services. The shuttle could service employers within the Savanna Industrial Park and major employers located along the Route 84 corridor.

Although each alternative focuses on a specific service area, the resulting administrative and operational efficiencies would have a positive impact on Jo Daviess County Transit’s demand response program. The introduction of on-demand, microtransit service under Alternative 1 would allow the agency to build its technology infrastructure, offering passengers an electronic mechanism to reserve trips and receive real-time service updates. Each alternative was designed to be easily replicated following successful outcomes during the pilot phase. Data collected during the pilot phase of any new service offering will be integral to informing future service enhancements for Jo Daviess County Transit.



## Table of Contents

Introduction .....	3
Purpose .....	5
Study Organization .....	6
Existing Conditions .....	7
Administrative Structure .....	9
Financial Overview .....	10
Operational Overview .....	13
Fare Structure .....	13
Service Consumption .....	13
Service Delivery .....	14
System Performance .....	17
Service Effectiveness.....	17
Financial Performance .....	18
Fully Allocated Cost Model .....	19
Travel Patterns .....	19
Major Trip Generators .....	21
Transit Demand Analysis.....	23
Demographic Analysis .....	24
Population .....	24
Historical Population and Projections .....	25
Older Adults and People with Disabilities .....	26
Household Income and Poverty .....	28
Zero Vehicle Households .....	29
Transit Propensity .....	31
Existing Conditions Summary.....	33
Customer and Public Input Analysis.....	34
Survey Deployment .....	34
Overview of Survey Responses.....	35
Survey Response Analysis.....	35
Feasibility Assessment of Revised Service Alternatives .....	47
Demographic Analysis .....	47
Customer and Public Input .....	48
Jo Daviess County Transit Personnel and Community Stakeholder Interviews .....	49
Community Awareness and Perception .....	49
Strengths and Value Added to the Community .....	50
Unmet Transportation Needs and Areas for Improvement .....	50
Customer Service and Technology Enhancements .....	51
Conclusion .....	51
Recommendations .....	52
Alternative 1: Microtransit Service in Galena.....	52
Operational Considerations .....	54
Alternative 2: Dubuque/East Dubuque/Galena Deviated Fixed-Route .....	55
Operational Considerations .....	55



Alternative 3: Elizabeth/Galena Deviated Fixed-Route ..... 57

    Operational Considerations ..... 58

Additional Considerations ..... 60

    Schedule for Out-of-County Demand Response Trips..... 60

    Microtransit Service in Elizabeth ..... 60

    Workforce Transportation ..... 60

Conclusion ..... 61

Fare Structure and Media ..... 61

Marketing and Branding ..... 64

Travel Training ..... 65

Financial Projections ..... 66

    Projected Technology and Capital Costs ..... 66

        Microtransit Service ..... 66

        Deviated Fixed-Route Service ..... 66

        Brand Development and Marketing Materials ..... 66

    Projected Operating Costs ..... 67

    Revenue Sources ..... 68

    Community Feedback on Proposed Recommendations ..... 68

Conclusion ..... 69

Appendix A: Survey Instrument ..... 70

Appendix B: Open Ended Survey Responses ..... 72



# Introduction

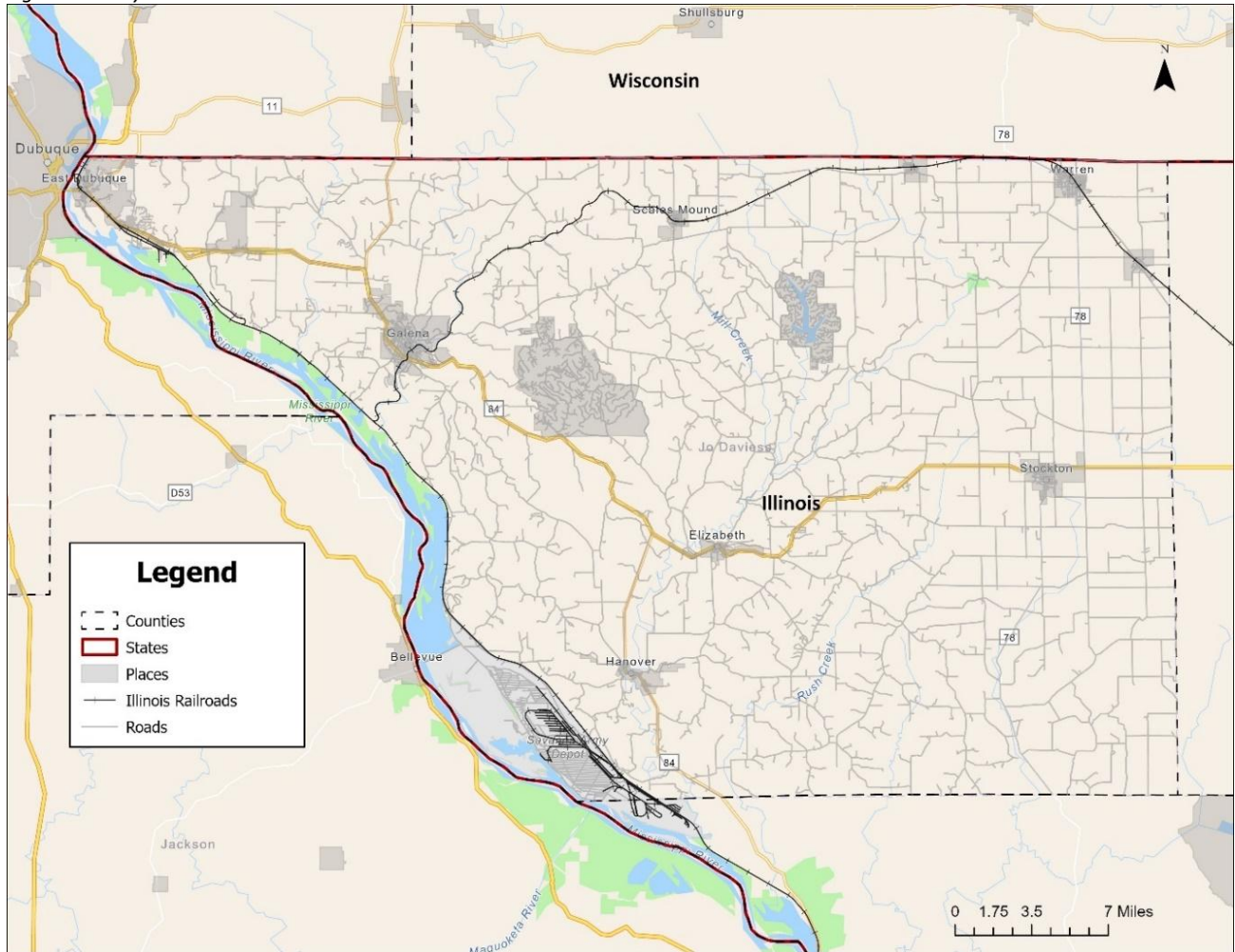
Jo Daviess County is located in the northwest corner of Illinois. As part of the tri-state area, the county is situated along the borderline of Wisconsin to the north and Iowa to the west. The Mississippi River serves as a natural boundary line, separating Jo Daviess County from the neighboring state of Iowa to the west. The county has a total population of 22,035 with a land area of approximately 600 square miles, resulting in a population density of 37 individuals per square mile. The county encompasses 45 municipalities including cities, villages, townships, and 14 unincorporated communities, and is primarily rural in nature. The county's largest jurisdiction, the City of Galena, is the county seat and has a population of just over 3,308 residents. The city's total land area is 4.2 square miles, resulting in a population density of 788 persons per square mile.

Jo Daviess County Transit provides rural general public transportation to Jo Daviess County residents and visitors via demand response service. The majority of transportation services are concentrated within the county; however, the service area encompasses neighboring communities within a 100-mile radius from the Jo Daviess County Transit office located in the City of Galena. The agency's service area is depicted in Figure 1 on the following page. The areas served outside of the county are illustrated in Table 1 (Page 3). Population data for each out-of-county jurisdiction is provided for comparison purposes.





Figure 1. Study Area



Source: RLS & Associates, Inc.

Table 1. Areas Served Outside of Jo Daviess County Including Population

Municipality	State	Area Population	Population Density
Cedar Rapids City	Iowa	137,710	1,945
Davenport City	Iowa	101,724	1,594
Dubuque County	Iowa	99,266	160
Grant County	Wisconsin	51,938	45
Iowa City	Iowa	74,828	2,992
Jones County	Iowa	20,646	36
Waterloo City	Iowa	67,314	1,065

Sources: Jo Daviess County Transit and U.S. Census Bureau



# Purpose

The purpose of the *Comprehensive Ridership Analysis* was to analyze the ridership and ridership markets within Jo Daviess County for the purposes of increasing ridership and enhancing demand response services operated by Jo Daviess County Transit. A third-party consulting team consisting of RLS & Associates, Inc. and R.M. Chin and Associates, Inc. was engaged to perform the analysis.

The study effort included a comprehensive and data-driven analysis of existing services and a strategic engagement campaign to garner feedback from existing customers and community members on transportation needs, service gaps, and the utilization of public transportation services administered by Jo Daviess County Transit. Results from the above referenced initiatives were used to confirm the feasibility of a revised service model and identify opportunities to improve the efficiency and effectiveness of public transportation services delivered by Jo Daviess County Transit. Recommendations were formulated as service alternatives and presented to project stakeholders, including customers and members of the public for input. Feedback received is included in the final report.

A detailed work plan illustrates the methods and strategies utilized for addressing the activities required to meet the goals and objectives of the study effort. The activities, or tasks, presented were designed to ensure the final report reflects the expectations of Jo Daviess County Transit.



# Study Organization

The official kick-off the study effort occurred in August 2024. The scope of services for the seven-month planning endeavor was structured into a total of nine tasks to successfully complete the study effort. The study was organized by the tasks listed below.

- Task 1 | Host Project Kick-off and Progress Meetings
- Task 2 | Convene Technical Advisory Committee
- Task 3 | Analyze Demand for Public Transit
- Task 4 | Conduct a Passenger Use and Satisfaction Survey
- Task 5 | Develop a Methodology, Assess Feasibility of Revised Service Models, and Develop Recommendations
- Task 6 | Develop Budget Projections and Identify Funding Opportunities
- Task 7 | Present Recommendations to Technical Advisory Committee and the Public
- Task 9 | Deliver Final Report

These tasks and associated subtasks were performed to address the ridership analysis and establish recommendations for enhanced public transportation services administered by Jo Daviess County Transit.



# Existing Conditions

Jo Daviess County Transit is the public transportation operator serving Jo Daviess County and surrounding communities within a 100-mile radius of the City of Galena. Jo Daviess County Transit is the county’s transportation program and a function of county government. The agency provides demand responsive, human service agency and general public transportation service, delivering approximately 59,779 rides to Jo Daviess County and surrounding communities annually. Jo Daviess County Transit’s annual ridership has increased approximately 54 percent from 2019 (38,907) to 2024 (59,779). Due to the COVID-19 health pandemic, ridership declined 15 percent from 2019 to 2022; however, ridership trends from 2023 to 2024 have recovered and exceeded pre-pandemic levels. This is contrary to industry trends as ridership for many transit providers across the United States remains below pre-pandemic levels.

Jo Daviess County Transit contracts with a portfolio of community human service agencies, non-profit organizations, local municipalities, and public agencies to provide general public, to provide demand response transportation service. The agency provides non-emergency medical transportation (NEMT) services to Medicaid recipients under formal agreement with a private transportation broker. The local partners and agencies currently under contract with Jo Daviess County Transit for the provision of public transportation service are illustrated in Table 2. Service provided under contract with the City of Galena includes a seasonal shuttle operating on Saturday evenings until 10:00 p.m. The shuttle provides access to Downtown Galena from local hotels and designated parking locations within the city. The service helps to alleviate parking concerns and support economic development in Downtown Galena. The program has achieved notable successes, with ridership increasing to a total of 9,000 in the last fiscal year.

*Table 2. Contracted Services*

Name	Classification
Allure of Stockton	Nonprofit (Public Charity)
ARC of Stockton	Nonprofit
Midwest Senior Care Assisted Living	Nonprofit
City of Galena	Government
Crescent Community Health Center	Nonprofit
East Dubuque School District #119	Government
East Galena Township	Government
Elizabeth Food Basket, Inc.	Nonprofit
Galena ARC	Nonprofit
Galena Foundation	Nonprofit



Name	Classification
Galena Public Library District	Nonprofit, government
Galena Strauss Senior Center	Nonprofit
Jo Daviess Conservation Foundation	Nonprofit
Lena Living Center	Nonprofit (Public Charity)
Medical Transportation Management, Inc.	Private Corporation
Prairie Ridge of Galena	Foundation
Regional Office of Education #8 (ROE#8)	Government
Riverview Center	Nonprofit
Rosecrance	Nonprofit
Stephenson County Senior Center	Nonprofit
Stockton School District #206	Government
The Mop Shop	Nonprofit
The Workshop	Nonprofit
United Churches of Galena Food Pantry	Nonprofit
United Methodist Church	Nonprofit
West Galena Township	Government

Source: Jo Daviess County Transit

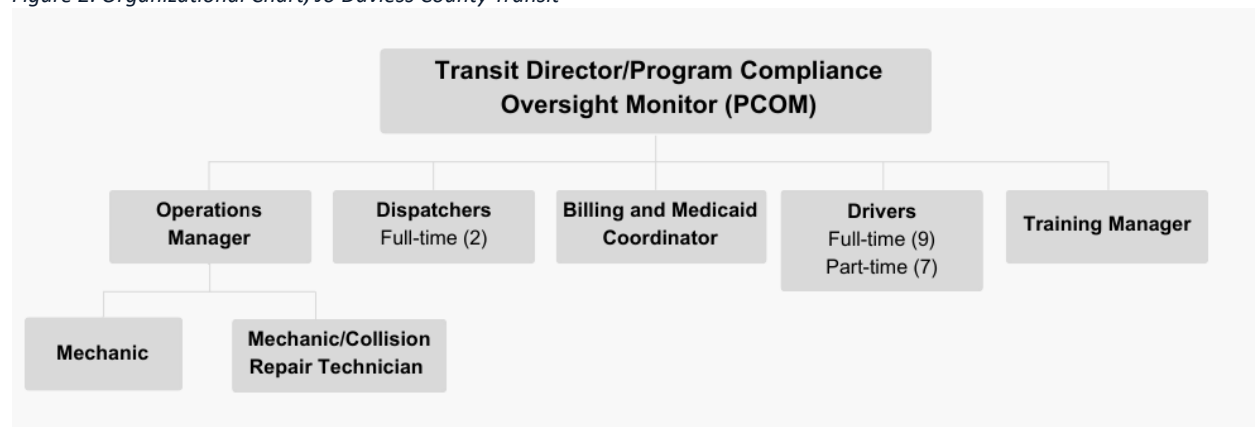
This analysis of existing conditions provides insights on the nature of the existing Jo Daviess County Transit services and community demographics related to transportation needs. The results from this analysis directly informed the recommendations presented under this study. The results of the operational and demographic analysis are presented herein.



# Administrative Structure

Jo Daviess County Transit administers human service agency and general public transportation services as a program and function of Jo Daviess County. The organizational chart presented in Figure 2 reflects the administrative team responsible for overseeing, managing, and supporting Jo Daviess County Transit services. Vehicle maintenance is performed by a team of one full-time mechanic and one full-time mechanic/collision repair technician. Service delivery is performed through a team of 16 operators; nine full-time and seven part-time.

Figure 2. Organizational Chart, Jo Daviess County Transit



Source: Jo Daviess County Transit

The Jo Daviess County Transit office is located at 710 South West Street in Galena, the county seat. The facility houses all transit operations, including maintenance, and has a secure, outdoor parking lot for the provider's fleet. Vehicle maintenance is performed in-house by Jo Daviess County Transit employees.



# Financial Overview

Jo Daviess County Transit’s annual operating budget of approximately \$1.33 million is funded primarily through Illinois Department of Transportation (IDOT) funds and Federal Transit Administration (FTA) formula funds for rural areas. Jo Daviess County Transit received Federal Coronavirus Aid, Relief, and Economic Security (CARES) Act funding to support operations in fiscal years 2020 through 2024. The primary source of local match is contract revenues provided to Jo Daviess County for the provision of general public transportation and Non-Emergency Medical Transportation (NEMT) services to Medicaid recipients. As with many transit systems across the United States today, sustaining sufficient funding from Federal, State, and local sources is paramount to meeting local transportation needs. Jo Daviess County Transit’s revenue sources for fiscal year 2024 are illustrated in Tables 4 through 6.

*Table 3. State Revenue Sources, FY2024*

Funding Source	Total	Percent
Rural Downstate Operating Assistance Program (DOAP) Funds	\$938,481	74.4%
<b>State Assistance</b>	<b>\$938,481</b>	<b>74.4%</b>

*Table 4. Federal Revenue Sources, FY2024*

Funding Source	Total	Percent
FTA Section 5311 Formula Grant Funds	\$210,066	15.9%
FTA Coronavirus Aid, Relief, and Economic Security (CARES) Act Funds	\$10,000	0.8%
<b>Federal Assistance</b>	<b>\$220,066</b>	<b>16.6%</b>

*Table 5. Local Revenue Sources, FY2024*

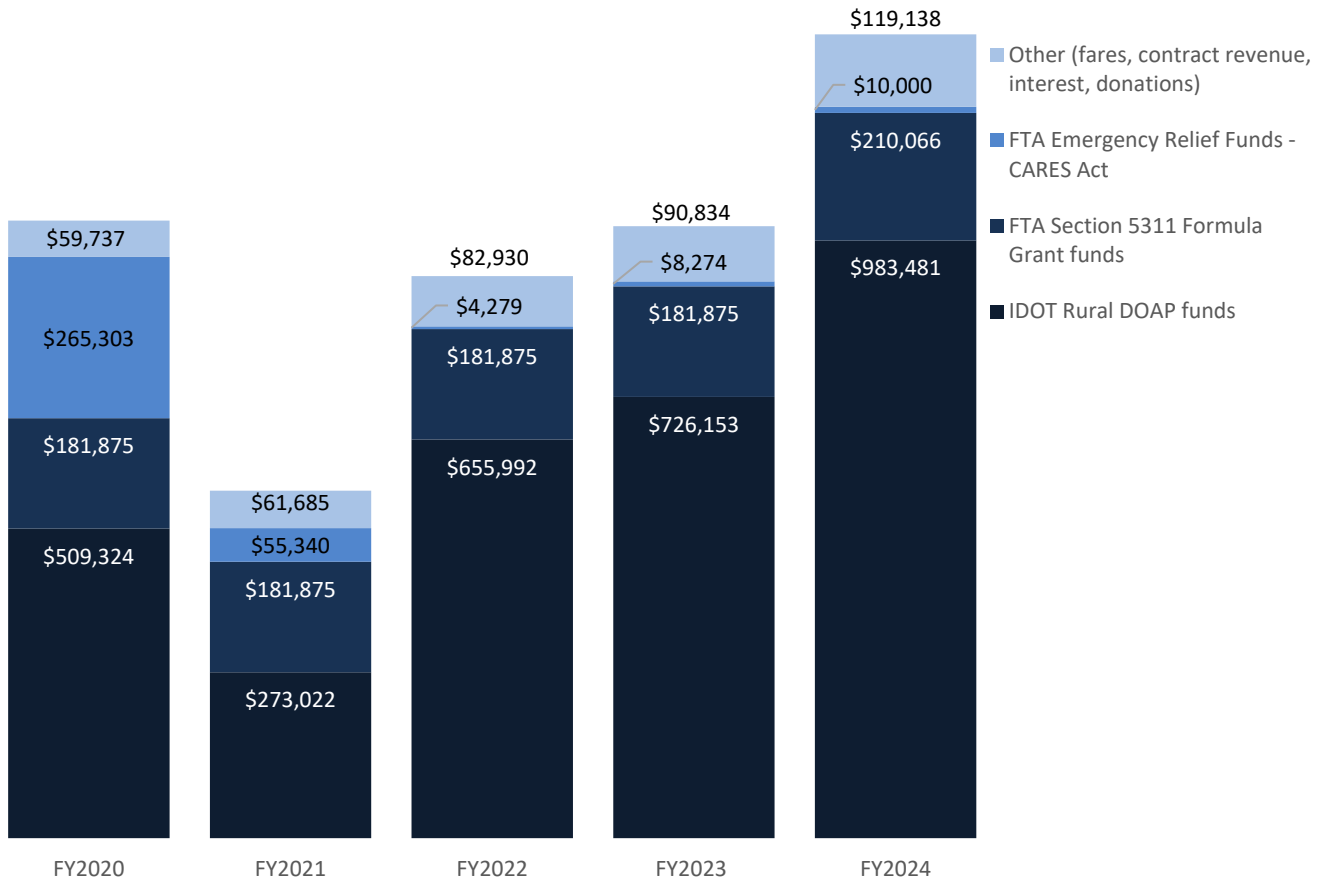
Funding Source	Total	Percent
Fares	\$24,549	1.9%
Contract Revenue	\$80,910	6.1%
Interest	\$6,671	0.5%
Donations	\$7,008	0.5%
<b>Local Support</b>	<b>\$119,138</b>	<b>9.0%</b>

Source: Jo Daviess County Transit

Operating revenues over fiscal years 2020 through 2024 are depicted in Figure 3. Revenue sources and amounts fluctuated during 2021 and 2022 due to the COVID-19 pandemic, which resulted in lower state assistance with the availability of one-time Federal relief funds, which carried no matching requirement.



Figure 3. Revenue Sources, FY2020 - FY2024



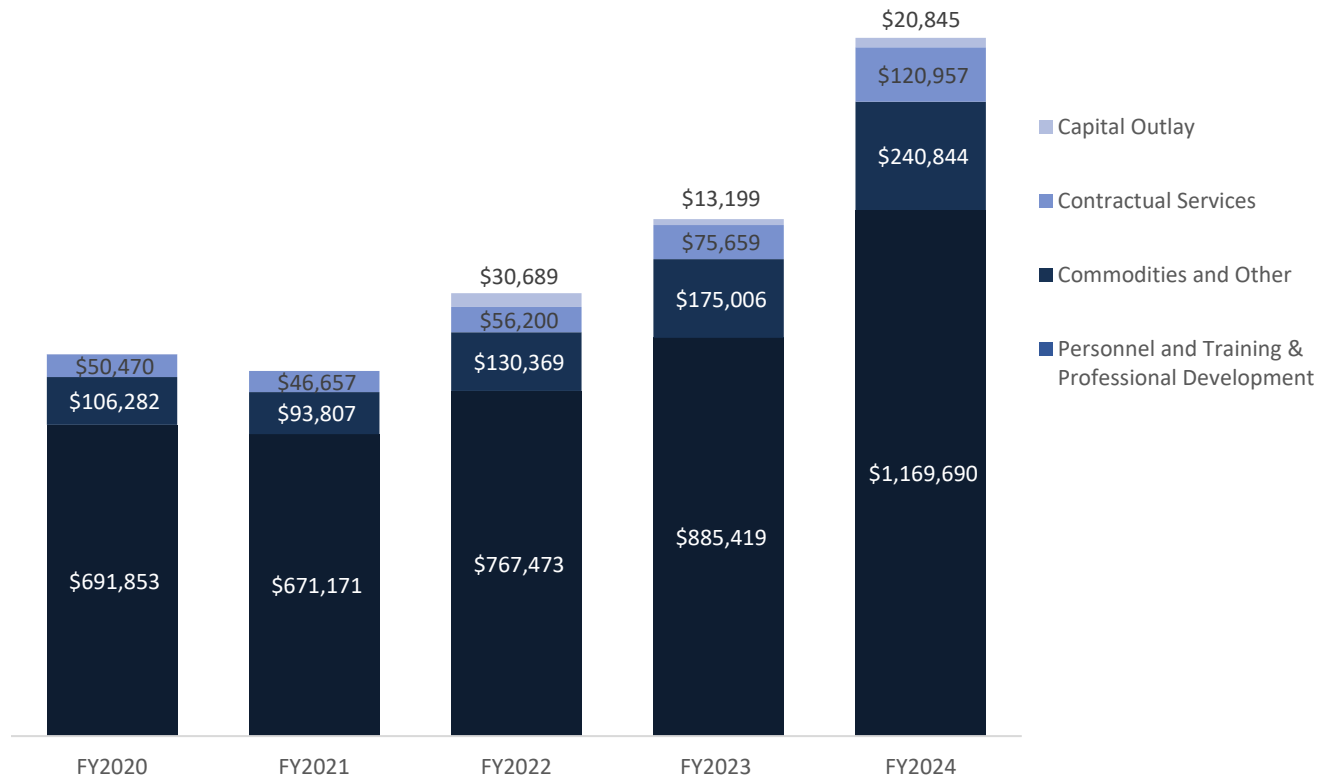
Source: Jo Daviess County Transit

Figure 4 provides operating and capital expenses over six major categories from fiscal years 2020 through 2024. The largest operating cost for Jo Daviess County Transit is personnel, consisting of wages, fringe benefits, and insurance which accounted for 76 percent of the total operating budget for fiscal year 2024. The second largest operating expense is fuel at 10 percent followed by contractual services, consisting of maintenance and professional services; telephone and electronic communications; utilities; printing, publishing and postage; and garbage disposal, at 8 percent of the total 2024 budget. Expenses under the 'Other' category include, but are not limited to, donated rides for veterans, interfund transfer, and reimbursement to public transit provider. Reduced expenses in 2021 reflect service reductions in personnel costs and contractual services response to a decline in demand for services due to the COVID-19 health pandemic.





Figure 4. Total Operating and Capital Expenses, FY2020 through FY2024



Source: Jo Daviess County Transit



# Operational Overview

Jo Daviess County Transit offers general public transportation and coordinated non-emergency medical services to residents and visitors. The agency operates door-to-door (origin-to-destination upon request) service five days a week, Monday through Friday from 6:00 a.m. to 6:00 p.m. Transportation is offered through advance reservation to the central office the day prior to the requested trip. The agency accommodates subscription trips, offering customers the opportunity to reserve transportation services for a specific data of the week for a reoccurring trip, such as work, school, medical appointments, etc. Contract service is provided on Saturdays and Sundays under limited hours.

## Fare Structure

The fare for general public transportation is based on distance travelled. The cost of an out-of-county trip is \$6.00 per hour, calculated form the time of pick-up to drop-off. Jo Daviess County Transit uses a district map to calculate the fare for trips performed within the county. The fare within Jo Daviess County is \$1.00 per trip, plus an additional \$1.00 per district in which the customer travels through. The cost for transportation for Veterans is covered by a third-party entity; therefore, the cost for the trip is free to the Veteran as the end user. Proof of Veteran status required. The current fare structure has remained unchanged since its inception in 1988 (Table 7).

Table 6. Jo Daviess County Transit Fare Structure

Location/Program	Regular Fare	District Pass Through Cost
County-wide	\$1.00 per trip	\$1.00
Out of County	\$6.00 per hour	-

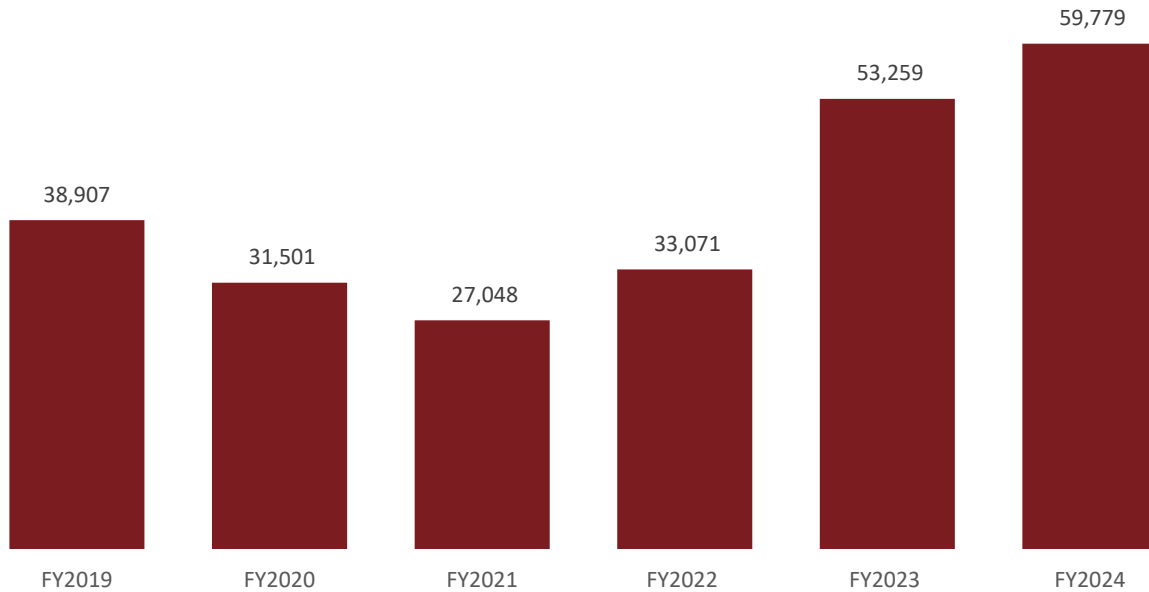
Source: Jo Daviess County Transit

## Service Consumption

Jo Daviess County performed a total of 59,779 trips in fiscal year 2024. The agency has experienced a 54 percent increase in annual ridership over a six-year horizon, increasing from a total of 38,907 annual one-way trips in fiscal year 2019. Contracted trips account for the majority of trips performed by Jo Daviess County Transit. This is important as revenues garnered from providing local contracted and NEMT services can be used as local match to leverage federal assistance for urban providers and state funds for rural systems. Ridership trends over the most recent, six-year period are illustrated in Figure 5.



Figure 5. System Ridership, FY2019 through FY2024



Source: Jo Daviess County Transit

## Service Delivery

Jo Daviess County Transit uses a fleet of approximately 18 wheelchair-accessible vehicles to operate its services. The fleet consists of eleven, 14-passenger Light Transit Vehicles (LTVs) and seven, 6-passenger minivans. The counts referenced reflect the total “active” vehicles in the Jo Daviess County Transit inventory. On average, Jo Daviess County operates a total of 10 vehicles in maximum, or peak, service. Jo Daviess County Transit drivers are not required to maintain a Commercial Driver’s License (CDL) for operation of all revenue vehicles within the agency’s fleet. This is important as larger vehicles utilized for fixed-route service are traditionally larger and heavier and oftentimes require a CDL to operate.

Image: Jo Daviess County Transit Minivans at Facility in Galena

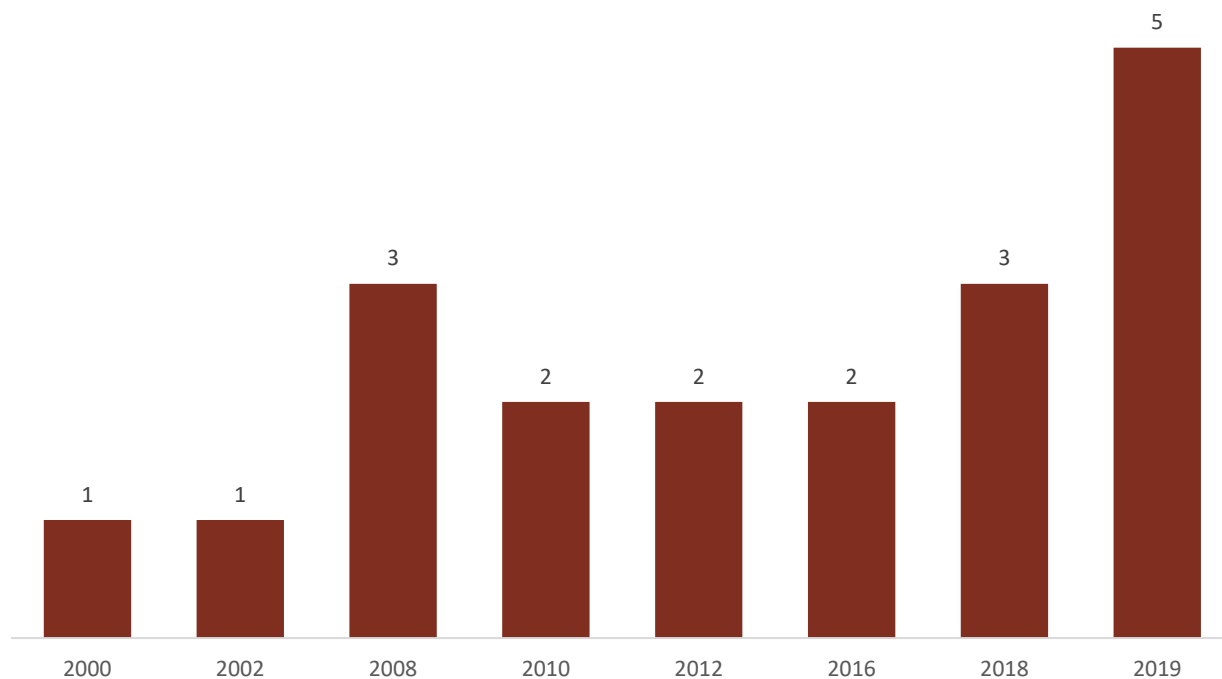


Source: Jo Daviess County Transit



The Jo Daviess County Transit fleet by vehicle age is shown in Figure 5. The FTA-defined useful life of a cutaway transit bus (the majority of the fleet) is seven years, assuming moderate levels of annual mileage; the useful life for a minivan, as defined by FTA, is five years. Jo Daviess County has demonstrated recent investments in capital to replace rolling stock that has exceeded its useful life, investing in fleet upgrades over the past five years. Jo Daviess County Transit placed one new vehicle into revenue service in 2019 and a total of four vehicles were placed into service in 2020. Additionally, Jo Daviess County recently procured 14 new vehicles, 10 LTVs and 4 minivans, to replace and expand its existing fleet. The average age of the Jo Daviess County Transit fleet is 10.8 years.

Figure 6. Number of Jo Daviess County Transit Vehicles by Model Year



Source: Jo Daviess County Transit

Table 7 below illustrates the total annual revenue hours and miles performed by Jo Daviess County Transit for federal fiscal years 2019 to 2023 obtained from the National Transit Database (NTD) as reported by the agency.

Table 7. Revenue Hours and Trips, FFY2019 through FFY2023

Fiscal Year	2019	2020	2021	2022	2023
Revenue Miles	306,322	205,950	182,067	288,606	356,932
Revenue Hours	15,722	13,377	13,985	14,273	17,456

Source: National Transit Database



Jo Daviess County Transit experienced an 11 percent decrease in annual revenue service hours from 2019 to 2021. The decline is attributed to the response to a reduction in the demand for transportation services. However, in 2022, hours saw a 2 percent recovery, as compared to the previous year. The revenue service hours and miles for 2023 exceed pre-pandemic, 2019 service delivery levels. Trends in service delivery are congruent with trends in service consumption. The consistent trend in service delivery levels illustrates Jo Daviess County Transit’s commitment in meeting customer demand and providing transportation services to the community during the COVID-19 pandemic and beyond.



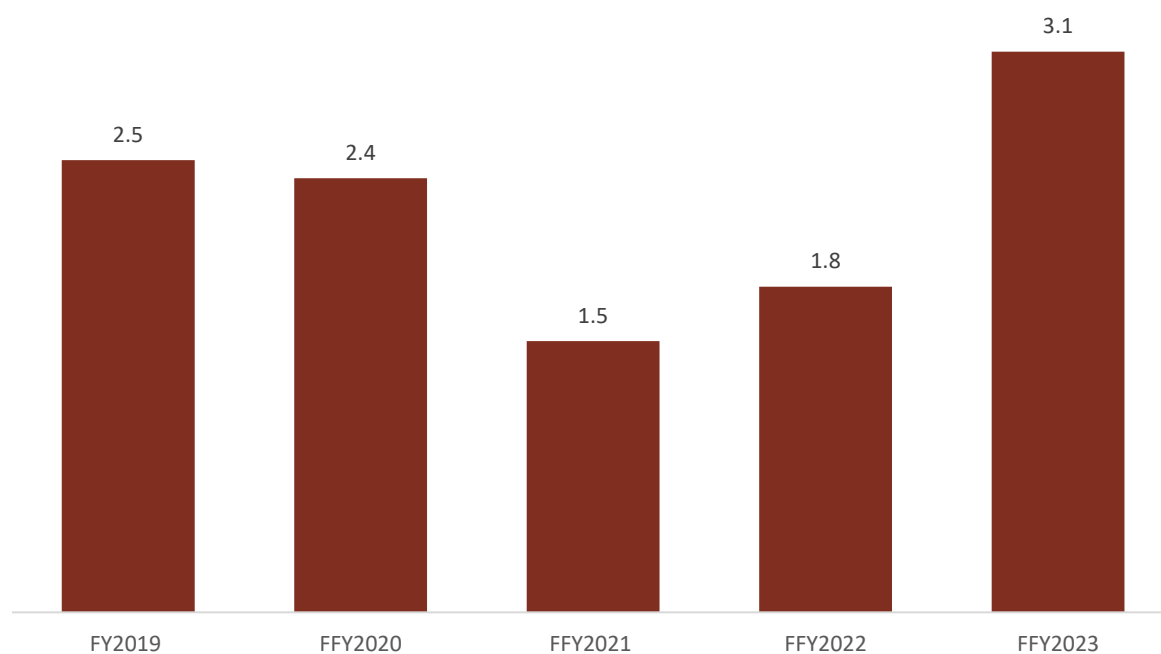
# System Performance

The performance analysis confirms productivity and demonstrates the effectiveness of services delivered by Jo Daviess County Transit. Performance data was obtained from the National Transit Database (NTD) as reported by the agency for federal fiscal years 2019 through 2023.

## Service Effectiveness

Passenger trips per vehicle revenue hour is a measure of service effectiveness. The industry standard for average passengers per vehicle revenue hour for demand response service is between 1.8 to 2.5. The effectiveness of Jo Daviess County Transit service exhibited over the past five years aligns with or exceeds industry standards at 1.8 to 3.1 passenger trips per revenue hour of service. There is one exception for federal fiscal year 2021 in which the effectiveness of Jo Daviess County Transit service fell below industry standards at 1.5 passengers per revenue hour. Ridership levels for 2021 were the lowest recorded (27,048) since the onset of the COVID-19 health pandemic. **Jo Daviess County Transit witnessed a 72 percent increase in passenger trips per revenue hour in federal fiscal year 2023, increasing from 1.8 in 2022 to 3.1 in 2023.** The performance trend for Jo Daviess County Transit services is depicted in Figure 7.

Figure 7. Service Effectiveness, FFY2019 through FFY2023



Source: National Transit Database

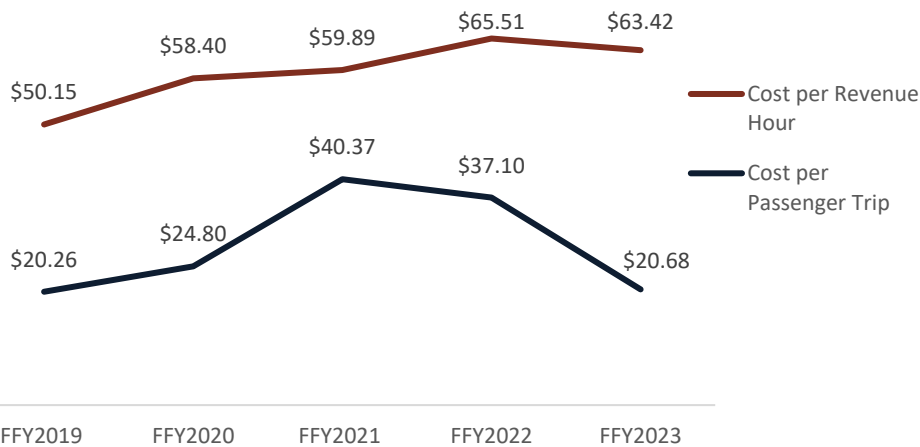


# Financial Performance

Cost efficiency refers to the amount of public transportation services produced for the community in relation to the resources expended. This measure attempts to answer the question *How many resources were expended per unit of public transportation service?* Units of service produced are measured in terms of service outputs such as vehicle hours or vehicle miles. Resources expended include labor, capital, materials, and services. The smaller the number of resources expended to produce a unit of service, the greater the resource efficiency of the public transportation service.<sup>1</sup> The cost per revenue hour increased by 31 percent over the five-year horizon, increasing from \$50.15 in 2019 to \$63.42 in federal fiscal year 2023.

The consumption of public transportation services in relation to the resources expended is referred to as cost effectiveness. This concept attempts to answer the question *How many resources were expended per unit of consumption?* Consumption is measured by passenger boardings, passenger trips, or passenger miles. The smaller the number of resources expended in relation to the service consumed, the more cost-effective the service.<sup>2</sup> **The cost per passenger trip in 2023 was recorded as \$20.68, which represents a 44.3 percent decrease in the cost per hour for 2022 at \$37.10.** Figure 8 depicts the cost efficiency and cost effectiveness of Jo Daviess County Transit services over a five-year period.

Figure 8. Cost per Revenue Hour and Passenger Trip, FFY2019 through FFY2023



Source: National Transit Database (NTD)

<sup>1</sup> This evaluation framework and definitions are derived from Burkhardt, et. al., Financial Management Guidelines for Rural and Small Urban Transportation Providers, American Association of State Highway and Transportation Officials (AASHTO), Washington, D.C., 1992.

<sup>2</sup> Ibid.



# Fully Allocated Cost Model

A *Transit Fully Allocated Cost Model* developed by RLS and Associates is a tool utilized to help Jo Daviess County identify the true cost of providing service. The costs for Jo Daviess County Transit demand response services for fiscal year 2024 were derived from the fully allocated cost model. The fully allocated cost model does not account for revenues. Figures represent the total cost of providing each unit of service. Results are presented in Table 9 below.

*Table 9. Fully Allocated Costs for Jo Daviess County Transit, Fiscal Year 2024*

<b>Fiscal Year 2024</b>	<b>Cost per Hour</b>	<b>Cost per Trip</b>	<b>Cost per Mile</b>
Jo Daviess County Demand Response Service	\$82.52	\$27.19	\$3.51

*Sources: Jo Daviess County Transit and RLS and Associates, Inc.*

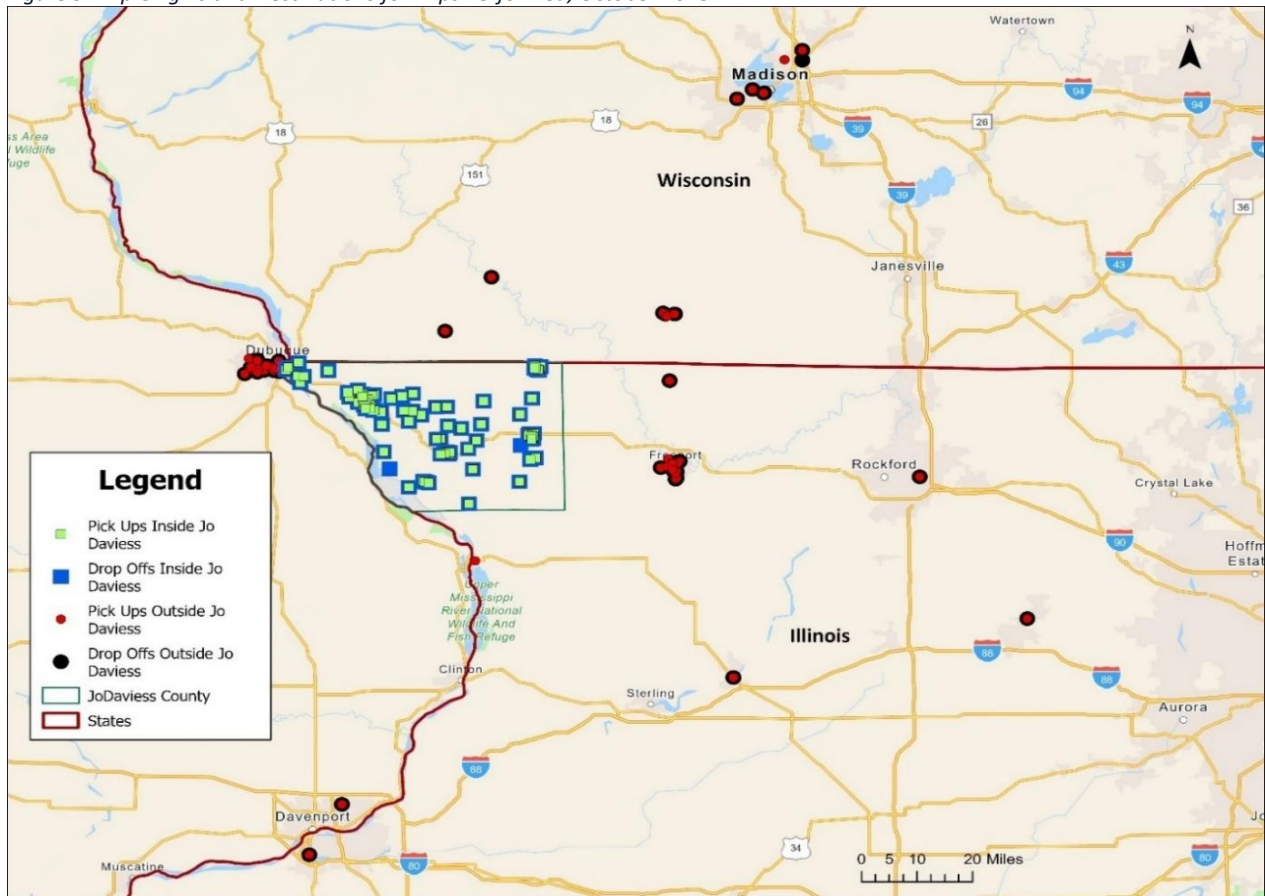
# Travel Patterns

To understand the geographic locations of trip generators and the frequent customer destinations, Jo Daviess County Transit offered a one-month sample of trips delivered during the month of October for fiscal year 2023. RLS analyzed trip origin and destination data for trips performed both in-county and out-of-county to understand current travel patterns. October is one of the most active months within the year for passenger trips. Trip origins and destinations for Jo Daviess County Transit passenger trips within the sample period are depicted in Figure 9 on the following page.





Figure 9. Trip Origins and Destinations for Trips Performed, October 2023



Source: Jo Daviess County Transit

Jo Daviess County Transit delivered 2,028 one-way trips within the one-month sample period, which represents a total of 4,056 origin and destination points for trips performed. A total of approximately 86 percent (1,754) of trips were performed within the county and 14 percent (274) were delivered to locations outside of the county. Table 10 illustrates the top five jurisdictions in which the majority of trips originated or terminated (trip origins and destinations within the sample period total 4,056).

Table 10. Trips Performed by Municipality, October 2023

Location	Total Number of Trip Origins or Destinations within the Jurisdiction	Percentage of Trip Origins or Destinations within the Jurisdiction
Galena	2,662	65.6%
Stockton	632	15.6%
Elizabeth	234	5.8%
Dubuque	176	4.3%
Warren	107	2.6%

Source: Jo Daviess County Transit



# Major Trip Generators

The destinations within Jo Daviess County most frequented by Jo Daviess County Transit customers are presented in Figure 10 and Table 11, respectively. Locations include The Workshop, assisted living, mental health, and healthcare facilities, and recreational centers. The distribution of employers within the study area is depicted in Figure 11. Employers with the highest number of employees, 201 to 390 are located in East Dubuque and the tri-state area, Galena, and Guilford.

Figure 10. Major Trip Generators

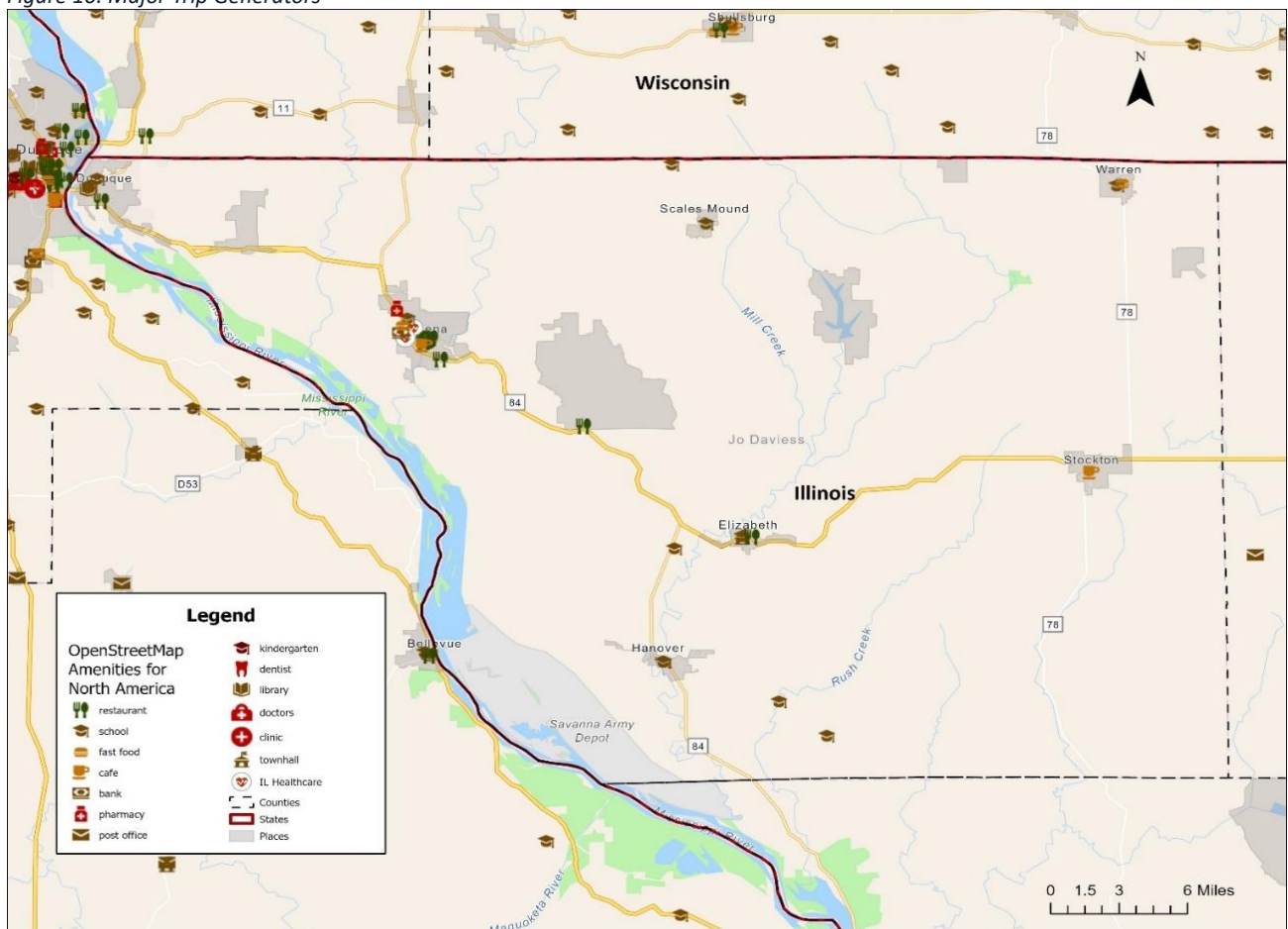


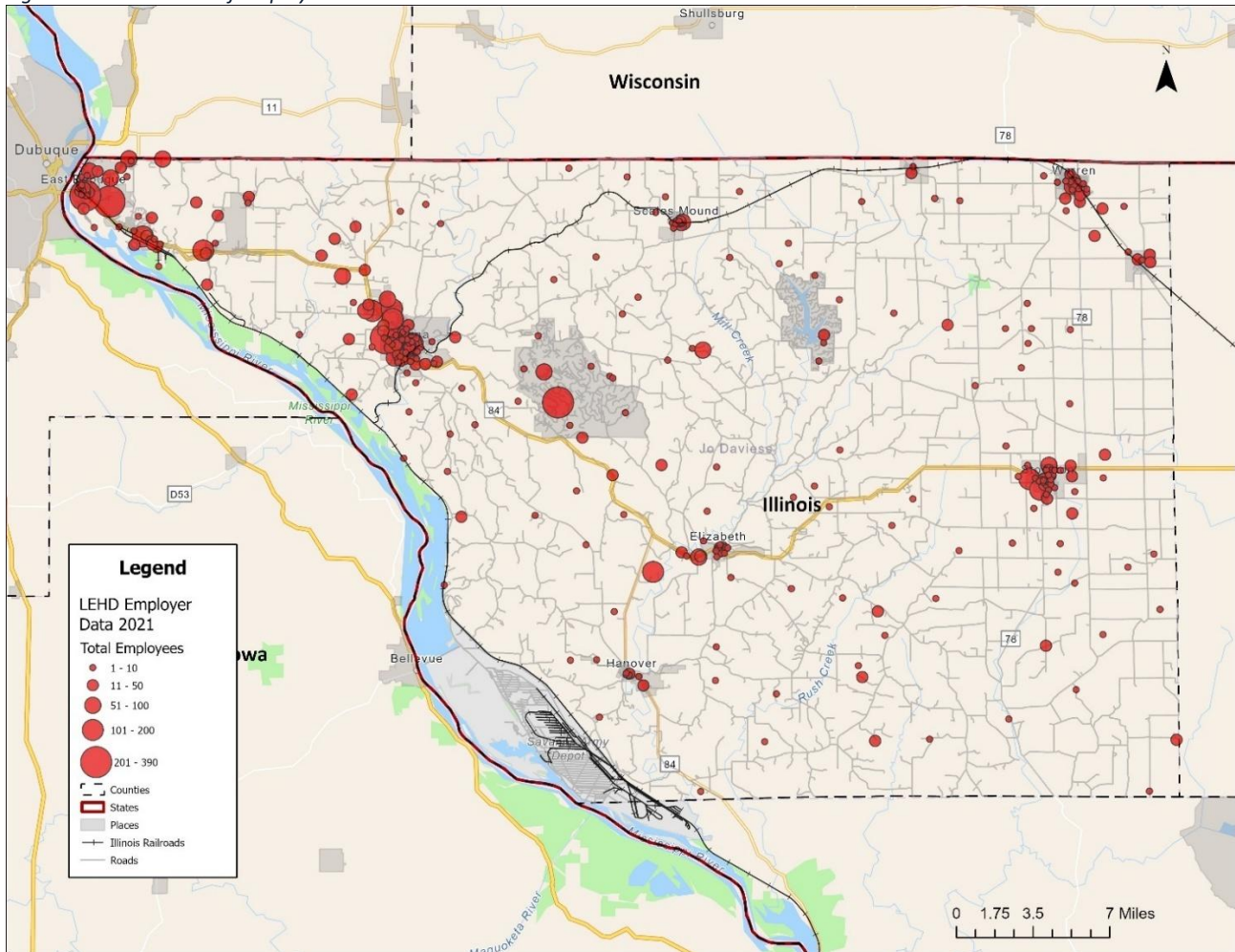


Table 11. Top Five Destinations Most Frequented by Jo Daviess County Transit Customers, October 2023

Location	Jurisdiction	Total Trips	Percentage of Overall Trips
The Workshop	Galena	1,257	61.9%
Rainbow Ridge Rachuy House	Stockton	279	13.8%
Galena Art and Recreation Center	Galena	213	10.5%
Rainbow Ridge West	Galena	133	6.6%
Midwest Medical Center	Galena	126	6.2%

Source: Jo Daviess County Transit

Figure 11. Distribution of Employers





# Transit Demand Analysis

The Transit Demand Analysis is instrumental in understanding the various factors influencing the need for and performance of transportation services offered to residents and visitors of Jo Daviess County and surrounding communities. It is a foundational assessment for *future planning, ensuring that transportation resources align with the community's needs and growth patterns*. The analysis focuses on current trends in population growth, income, and employment and how these trends impact commuting patterns and transportation needs. Additionally, an assessment of current economic conditions within the local market was conducted as part of this effort.



# Demographic Analysis

Jo Daviess County's current demographic conditions were analyzed to help guide the planning process. The results provide the necessary background information to develop recommendations based on existing and projected transit demand. A variety of socio-economic data was compiled and computed on a block group basis and analyzed as part of the transit demand analysis effort. The data consulted as part of this effort is from the U.S. Census Bureau's 2010 and 2010 Decennial Census and 2022 American Community Survey (ACS) Five-Year Estimates. The ACS is an ongoing effort that gathers information from a community through a small sample rather than the extensive 10-year survey with which most people are familiar. ACS Five-Year Estimates have been used to supplement data that is not available through the 2010 and 2020 Decennial Census. As a five-year estimate, the data is subject to a margin of error, and represents a percentage based on a national sample and does not represent a direct population count. Results of this effort are presented herein.

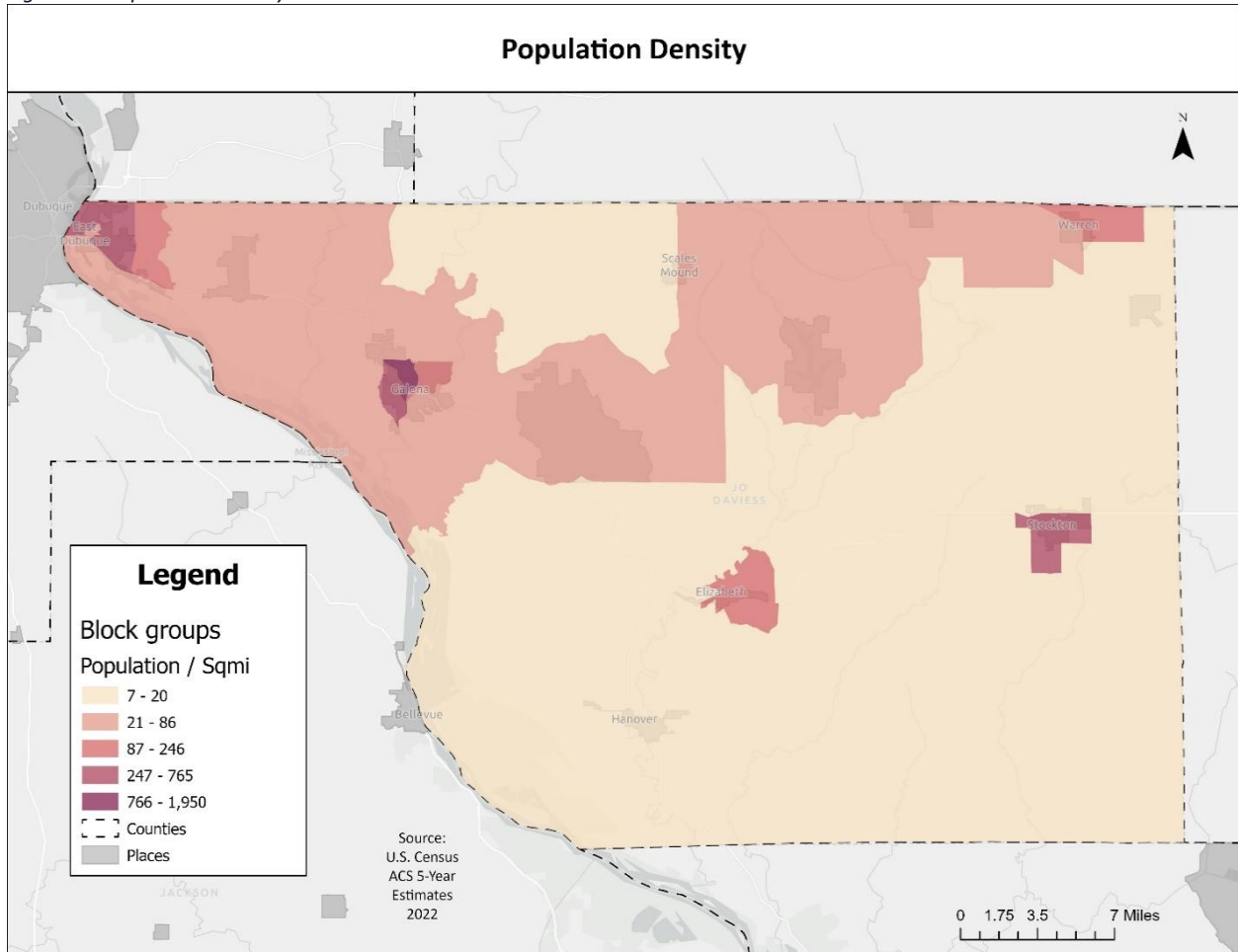
## Population

As of 2020, the county's total population stood at 22,035, showing a slight decrease of 2.8 percent from the 2010 Census. The county has experienced an overall decline since 2010, except for Hanover Township, which experienced population growth at a rate of 2.2 percent between 2010 and 2020.

The distribution of population density within Jo Daviess County is depicted in Figure 12 below. The most densely populated areas are represented in dark purple, symbolizing at least 766 people per square mile. All block groups within the county have densities of less than 2,000 people per square mile, the typical minimal level of population density that will support fixed-route transit service. The block group with the greatest density (766 to 1,950 persons per square mile) is located in Galena. The second most densely populated areas are concentrated in the northwest portion of the county, in the East Dubuque area, and in the eastern portion of the county, in and around Stockton. The population densities represented in the county, outside of the Galena, are appropriate for demand response, or origin-to destination transit service. Block groups within Galena represent population densities that are just below the minimal level of density that will support fixed-route transit service; however, additional data on demographics and community input received through the public and customer survey effort may support a revised service delivery model for this area.



Figure 12. Population Density



## Historical Population and Projections

The county population has decreased since 2000, and this trend is projected to continue in varying degrees to 2035. From 2020 to 2035, the population is projected to decrease by approximately 1,502 residents. This decline is not unique to Jo Daviess County but is reflective of a statewide trend. Table 12 illustrates the population trends for Jo Daviess County and the State of Illinois from 2020 through 2035. The population trends by age range for the county are presented in Table 13. A decline in population is projected for all age ranges with the exception of 20 through 29 and elder populations age 70 and older. The projections were calculated by utilizing population data from the US Census Bureau and the Illinois Department of Public Health, Office of Policy, Planning and Statistics (OPPS), Division of Health Data and Policy.



Table 12. Jo Daviess County and State of Illinois Population Projections

Location	2020	2025	2030	2035	Difference (%) 2020 - 2035
Illinois	12,812,508	12,780,256	12,775,248	12,770,245	-0.3%
Jo Daviess County	22,035	21,617	21,161	20,533	-6.8%

Table 13. Jo Daviess County Population Projections by Age Range

Age Range	2020	2025	2030	2035	Difference (%) 2020 - 2035
0 to 9	2,165	1,801	1,534	1,400	-35.3%
10 to 19	2,569	2,371	2,134	1,884	-26.7%
20 to 29	1,783	1,836	1,857	1,848	3.6%
30 to 39	2,183	2,045	2,097	2,018	-7.6%
40 to 49	2,364	2,313	2,278	2,236	-5.4%
50 to 59	2,990	2,555	2,429	2,485	-16.9%
60 to 69	3,749	3,581	3,081	2,682	-28.5%
70 to 79	2,899	3,403	3,405	3,256	12.3%
80 +	1,414	1,788	2,346	2,724	92.6%

## Older Adults and People with Disabilities

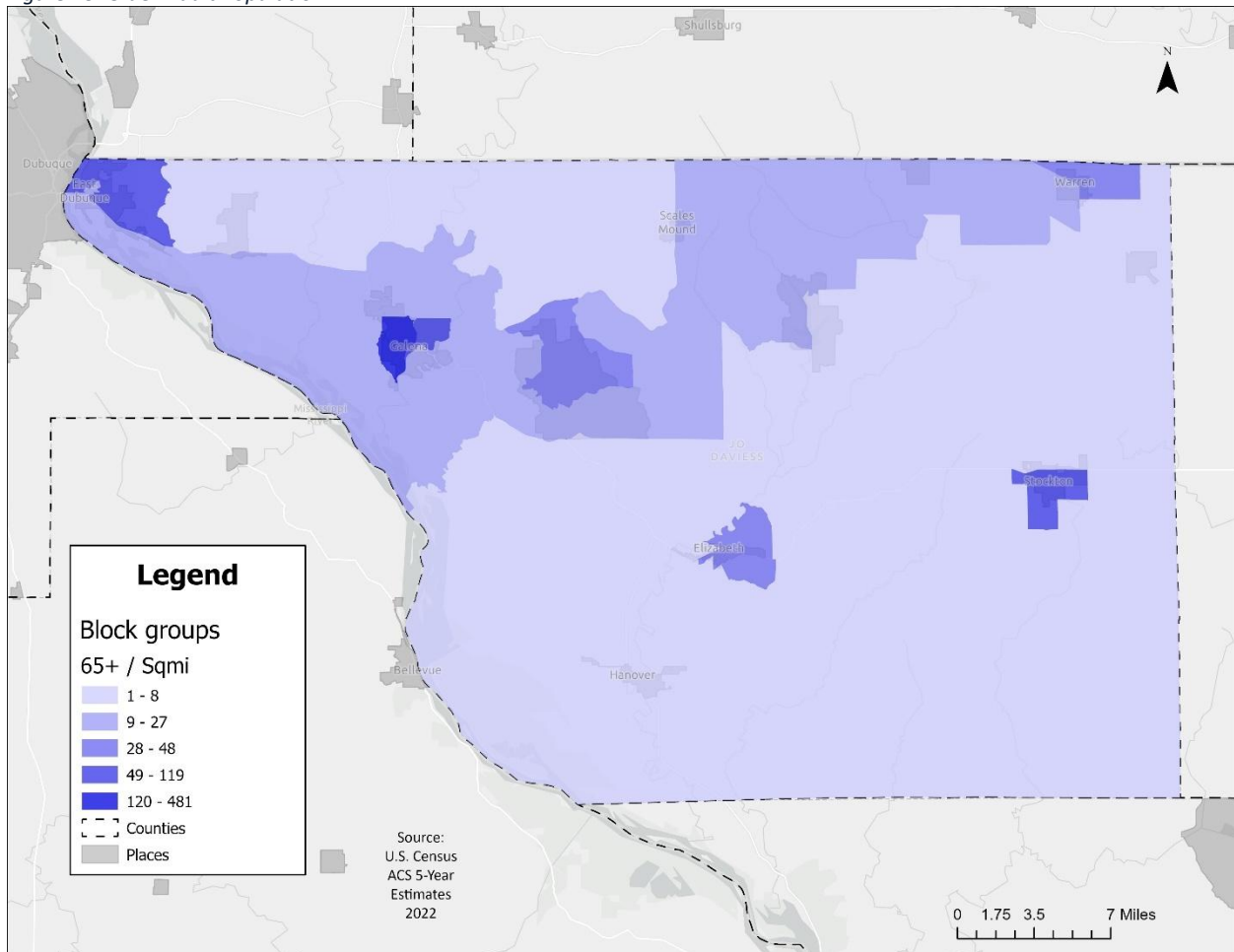
The population across the United States is aging. Most individuals born during the post-WWII “baby boom” era, defined by the Census Bureau as persons born from 1946 through 1964, are now over the age of 65, increasing their likelihood of needing and pursuing alternate transportation options to driving personal vehicles. Survey data reported by the Administration on Aging (U.S. Department of Health and Human Services) confirmed an increase in longevity and health for this demographic group as compared to historical years. Quality of life issues and the desire to live independently place increasing pressure on existing transportation providers to meet the growing demand.

Older adults are most likely to use transportation services when they are no longer able or choose not to drive. Elders are more likely to be on a fixed and limited income, thus making public transportation a more economical option to vehicle ownership. For these reasons, the population of older adults is an indicator of potential transit demand. Older adults, defined as 65 years of age and older, make up 28.8 percent (6,344) of the county’s total population (22,035). This is significantly higher than the state average of 17.6 percent.

Figure 13 illustrates the density per square mile of the population aged 65 years and older by block group. The block groups with the largest densities of older adults are located in Galena and areas surrounding the city to the north, west, and southwest. Other areas with a higher density of older adults include the eastern portion of East Dubuque, Stockton Elizabeth, and in and around Guilford.



Figure 13. Older Adult Population

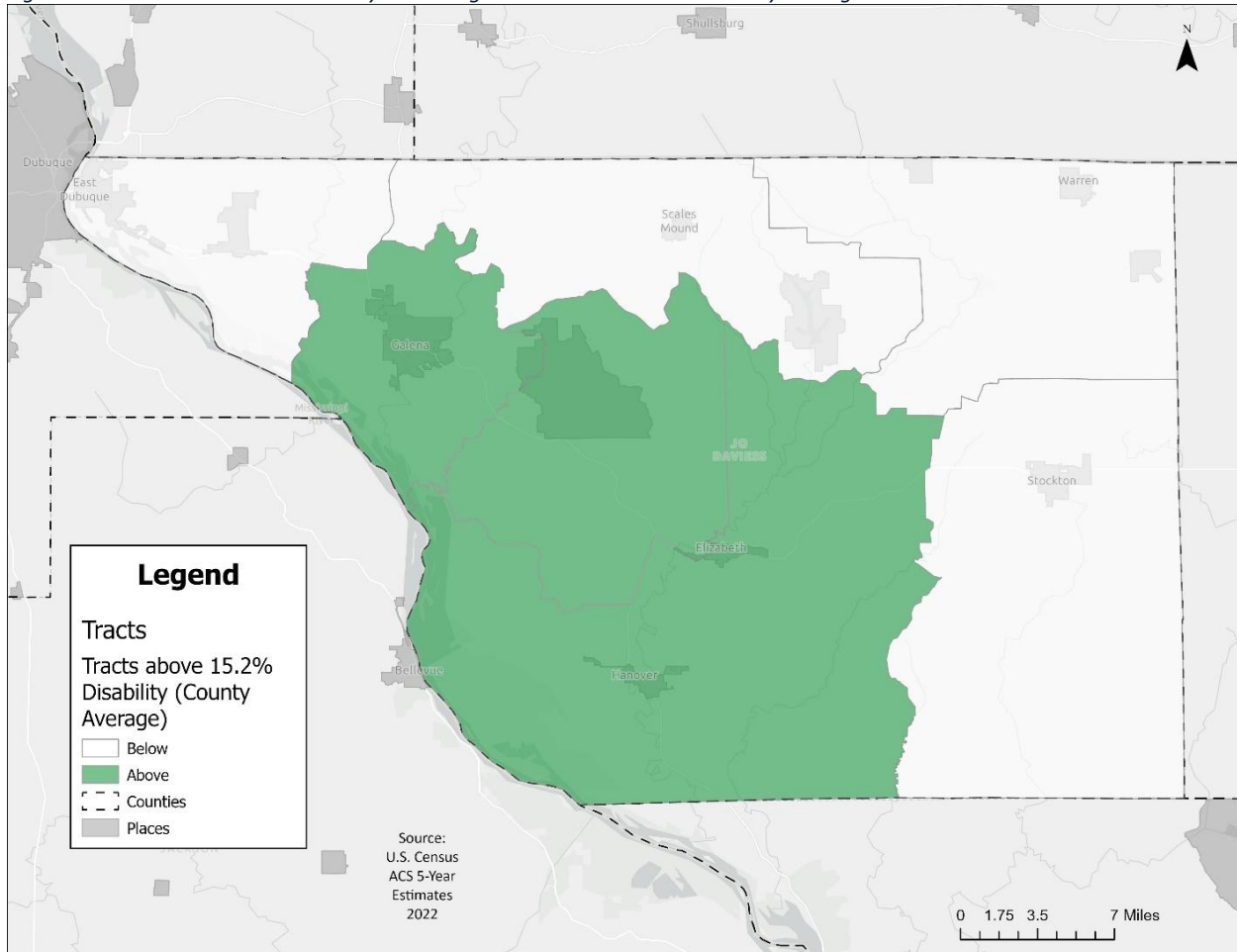


The number of Jo Daviess County residents with a disability totals 3,047. This represents 15.2 percent of the county’s total population (2020), and is approximately 2 percent higher than the state average of 11.9 percent. The total number of individuals with disabilities in the county highlights the need for transportation options that cater to residents with limited mobility. Figure 14 illustrates the distribution of Census tracts that exceed the county average (15.2 percent) of individuals with disabilities. Such tracts are concentrated in Hanover (30.2 percent), Elizabeth (20.2 percent), Apple River (19.3 percent) and Stockton (18.3 percent).





Figure 14. Census Tracts with Disability Percentages Above the Jo Daviess County Average



## Household Income and Poverty

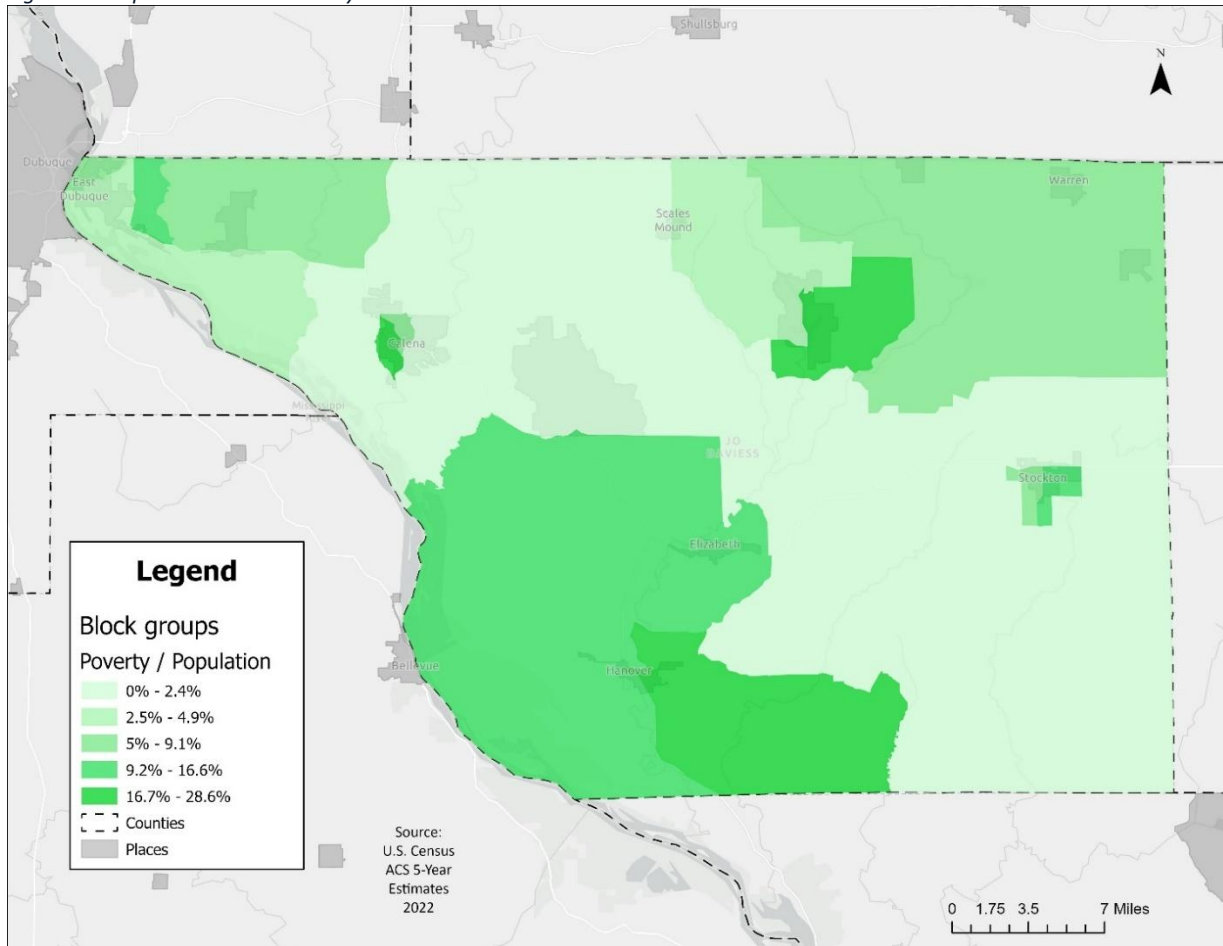
U.S. Census ACS data estimates 10,074 as the total number of households within Jo Daviess County. The median household income is \$67,729. The highest income bracket is \$50,000 to \$74,999, which includes 19 percent of the population, followed by \$100,000 to \$149,999 at 17 percent. The total population making less than \$10,000 per year is 3.8 percent. Roughly 7.8 percent (1,689 residents) of Jo Daviess County residents live below the poverty line. This is less than both the statewide average of 11.9 percent and national average of 12.6 percent.

The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who classifies as impoverished. If a family's total income is less than the family's threshold then that family and every individual in it is considered to be living in poverty.



Figure 15 depicts the distribution of individuals in poverty throughout the county. The block groups that have the highest percent of households in poverty (16.7 to 28.6 percent) are located in western Galena and concentrated in and around Thompson Township. Additional pockets are located in the central to southwestern portion of the county and east Stockton.

Figure 15. Population Below Poverty Level



## Zero Vehicle Households

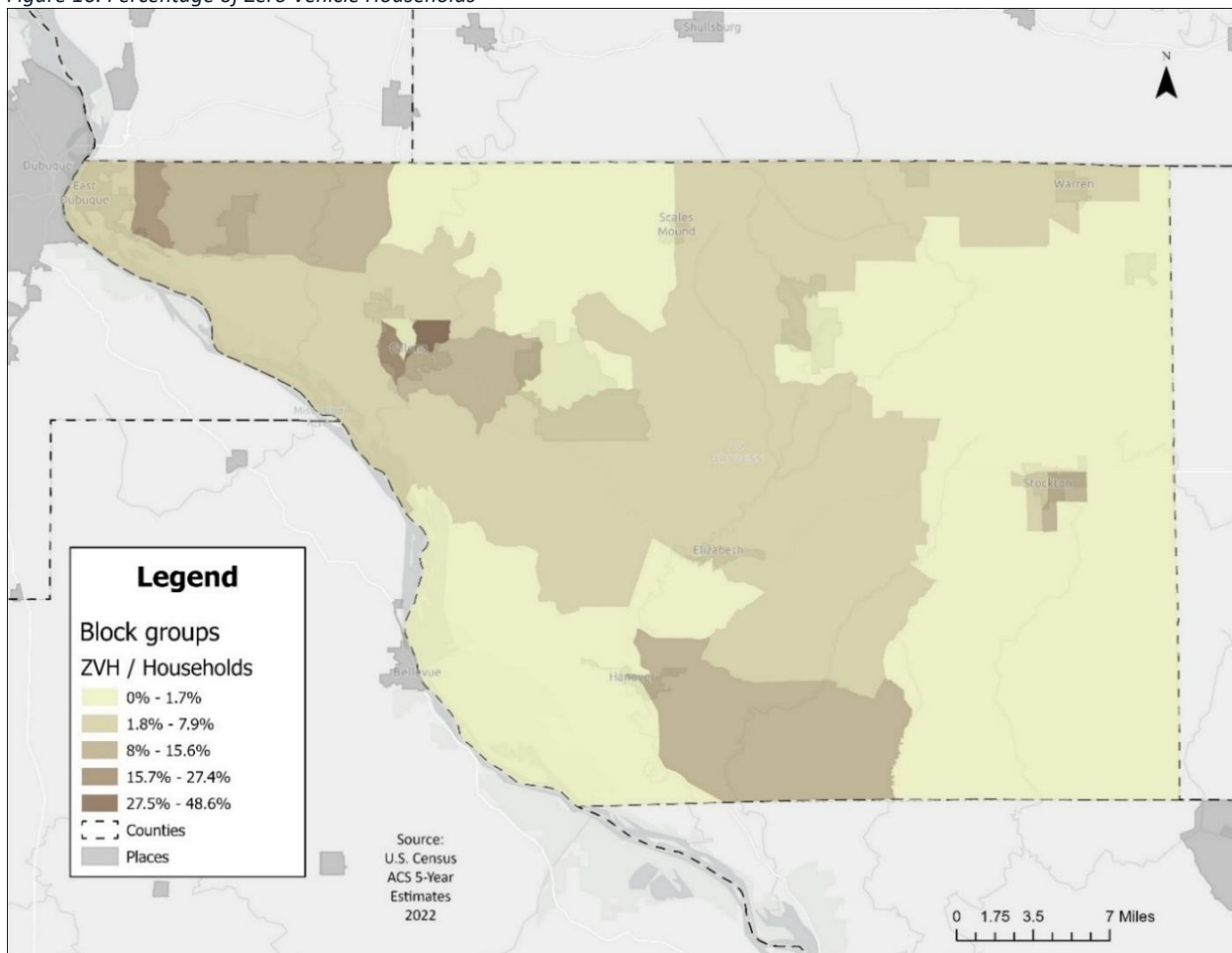
Transportation is traditionally a household's second-largest expense next to housing. The characteristics of the household's neighborhood or community will impact the costs of transportation. Locations that are close to services and employment will allow the household to spend less time, energy, and money on transportation, while locations with greater sprawl may involve higher costs and more time for transportation. The Center for Neighborhood Technology's Housing and Transportation (H+T) Index



calculation for Jo Daviess County is \$15,300 for the typical household's annual transportation spending, an average of 26 percent of household income.

More information about the H+T Index can be found on [its website](#). Within Jo Daviess County, there are an estimated 10,074 households, of which 735 households (7.2 percent) do not have access to a vehicle. Figure 16 illustrates the concentration of zero-vehicle households throughout the study area. Areas with the highest percentages of households (between 27.5 to 48.6 percent) with zero vehicles available are located in northeastern Galena. Block groups with the second lowest percentage of households without access to a vehicle are located on the periphery of the county along the northwestern borderline with Wisconsin and the south-central borderline with neighboring Carroll County. Many households rely on carpooling, transit, or active transportation for daily trips, such as employment, in these areas.

Figure 16. Percentage of Zero Vehicle Households





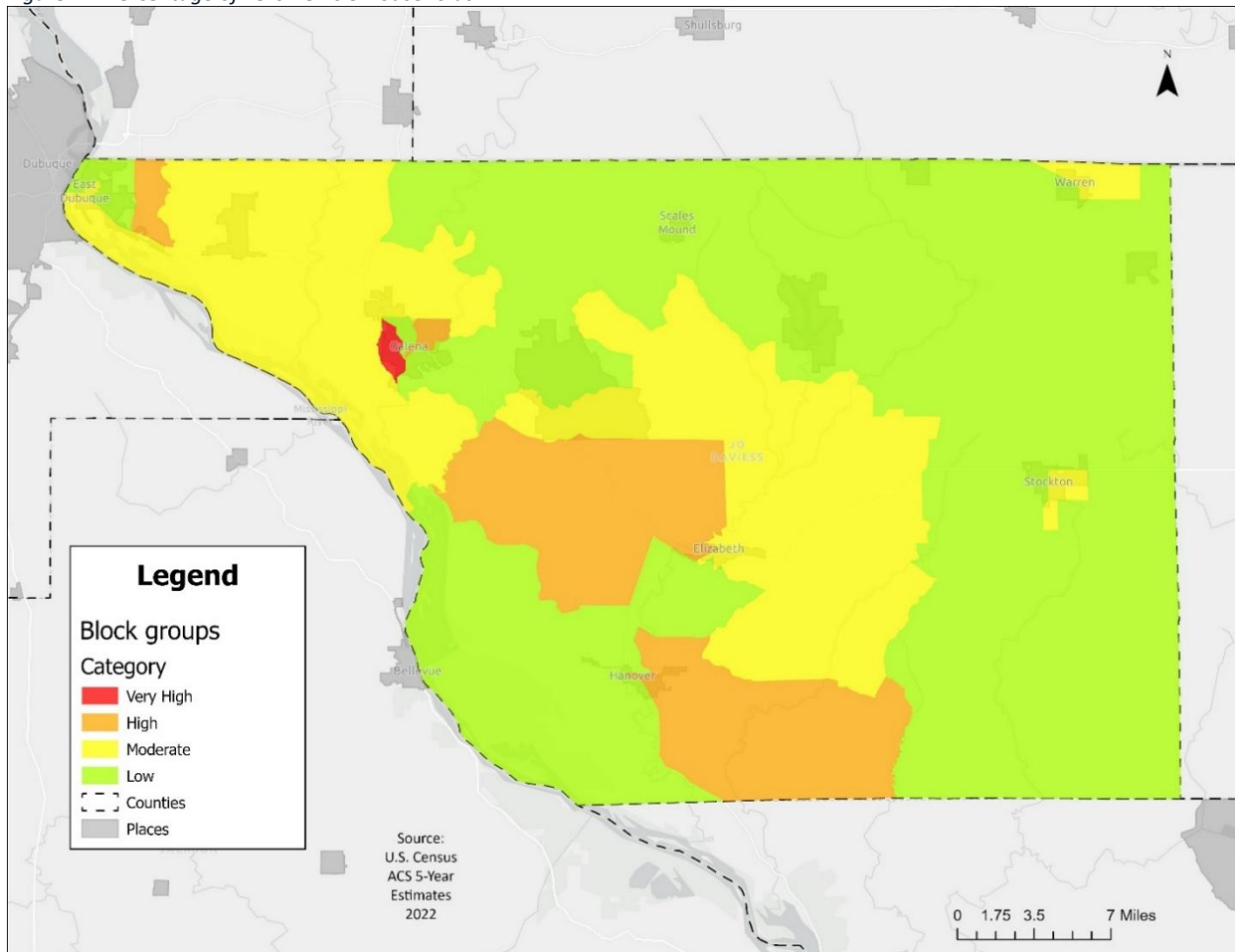
# Transit Propensity

One method of projecting which locations contain residents with the greatest transportation need is to calculate transit propensity. The areas that will maximize benefits and serve the most people with the highest transportation needs are areas with high transit propensity. These are the areas of the county where many people with the greatest needs are concentrated, as they do not have access to a personal vehicle (Zero Vehicle Households) and have economic challenges (Low-Moderate Income).

Transit propensity considers demographic characteristics to measure the likelihood that a local population will use transit service. The model was derived through research completed on transit trip generation. The result is an estimate of the relative propensity for transit per Census block group. To calculate transit propensity, American Community Survey 5-Year Estimates were gathered at the block group level for Jo Daviess County. The data included total population, total households, population below poverty level, number of persons age 65 and older, and the number of households with zero vehicles available. Figure 17 illustrates a comparative analysis of high, moderate, and low propensity. It must be noted that “Very low” and “Low” values do not indicate a lack of need, but a level of need that is below the mean (average) value for the study area. The analysis results indicate that need is spread throughout the county, with concentrations located in the northern, central, and southcentral portions of the county, with a pocket of the highest level of need located in the western portion of Galena.



Figure 17. Percentage of Zero Vehicle Households





## Existing Conditions Summary

Jo Daviess provides advance reservation demand response service, serving Jo Daviess County and surrounding areas within a 100-mile radius of Galena, the county seat. The system operates with a \$1.33 million annual operating budget and provides approximately 59,000 rides per year. Ridership for 2024 exceeded levels experienced prior to the COVID-19 pandemic, demonstrating an increased need for transportation services within the community under a “post-pandemic” landscape.

National Transit Database (NTD) data indicates that Jo Daviess County Transit’s performance in terms of service effectiveness, an average of 3.1 trips per revenue hour, and cost efficiency, with an hourly operating cost per hour of \$82.52 (fully allocated cost model), is in line with and exceeds industry standards for a rural, demand response system.

All block groups within the county have densities of less than 2,000 people per square mile, the typical minimal level of population density that will support fixed-route transit service. However, the block group with the greatest density (766 to 1,950 persons per square mile) is located in Galena, which illustrates potential support for a revised service delivery model. Advanced reservation service is appropriate for longer trips, especially those connecting neighboring states and communities Jo Daviess County and smaller municipalities located within.

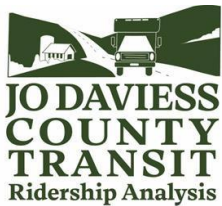
Demographic analysis revealed that there is potentially more demand for transit in the northwestern portion of the county in the tri-state area, the central portion of the county in and around Galena, the mid-west portion of the county, in and around Elizabeth, the south-central portion of the county near Hanover and adjacent to the Carroll County boarder, and the mid-eastern portion of the county in the Stockton area, due to higher poverty and lower vehicle ownership rates. Galena is the county’s hub for government and social services. Employment data reveals the majority of employment opportunities are concentrated in and around the county seat, East Dubuque, and Stockton, with large and smaller employers located in Hanover.



# Customer and Public Input Analysis

This study included a comprehensive and data-driven analysis of existing conditions and a strategic engagement campaign to confirm the feasibility of a revised service model and identify opportunities to improve the efficiency and effectiveness of the transportation services delivered by Jo Daviess County Transit. The strategic public engagement campaign included a portfolio of outreach activities, including a robust public and customer survey effort, detailed below.

## Survey Deployment



In order to meet the unique needs of County residents and meet community members where they are, the public and customer satisfaction survey effort was conducted in three distinct stages including, a digital campaign, mailed physical surveys to 13,215 county residents, and an in-person community engagement event hosted at the Prairie Ridge of Galena.

The survey instrument was provided in both English and Spanish to ensure accessibility for a broader audience (Appendix A), and a unique logo for the survey effort was established to aid in marketing and promotional efforts.

The survey was promoted through the Jo Daviess County Transit website and social media accounts and distributed via agency and community partner networks and distribution lists. Hard copy surveys were distributed on all Jo Daviess County Transit vehicles, with personnel available to assist participants in completing the survey over the phone. This comprehensive engagement campaign, combined with diverse distribution methods, successfully facilitated the collection of valuable community input.

**The public and customer survey effort yielded a total of 1,147 responses with a target response rate of 585.**

Questions on the survey instrument ranged from basic demographic data of respondents to travel patterns, use and awareness of Jo Daviess County Transit service, ease of securing transportation service, and utilization of a revised, fixed-route service alternative.

**JO DAVIESS COUNTY TRANSIT Ridership Analysis**

## We Need YOUR Input

to help shape the future of transportation in Jo Daviess County!

We are conducting a transit survey to gather your feedback and insights on how we can improve the existing transit service and better meet the needs of our community.

Scan the QR code to take the public survey or go to:  
**bit.ly/JoDaviessTransitSurvey**

If you require a printed copy, please contact 815-777-8088  
Si necesita una versión en español, llame a 815-777-8088

**Participate for a chance to win a gift card!**  
Completed surveys will be entered into a raffle for a chance to win a \$50 gift card. Please submit your responses by **October 31, 2024**.  
*One entry per person. This gift card cannot be redeemed for cash.*

www.jodaviescountyttransit.com | TransitAdmin@jodaviescountyt1.gov | (815) 777-8088



## Overview of Survey Responses

Key highlights and takeaways from survey responses are summarized below. For a more detailed analysis, please refer to the sections that follow.

- Approximately 75 percent of respondents do not use the current services; however, more than 30 percent of total respondents would be interested in exploring a fixed-route service option.
- Of 25 percent of respondents that utilize public transit in Jo Daviess County, 16 percent ride often or at least a few times per week.
- Respondents identified key beneficiaries of transit services as the elderly, individuals unable to afford personal vehicles, students, individuals with disabilities, and tourists. **Additionally, many participants expressed the belief that transit services benefit everyone, highlighting the value of Jo Daviess County Transit within the community.**
- Districts 2, 4, and 6 were identified as the most utilized and requested areas for transit services. Additionally, respondents highlighted the importance of connections to key transportation hubs, including Rockford, Dubuque, the Quad Cities, Cedar Rapids, and Chicago.
- The most effective methods for sharing information about public transportation services were reported as newspapers, email campaigns, mail campaigns, and social media platforms.
- **Respondents expressed overwhelming support for transit services throughout the county, including from community members who are not current or expected users of public transit.**

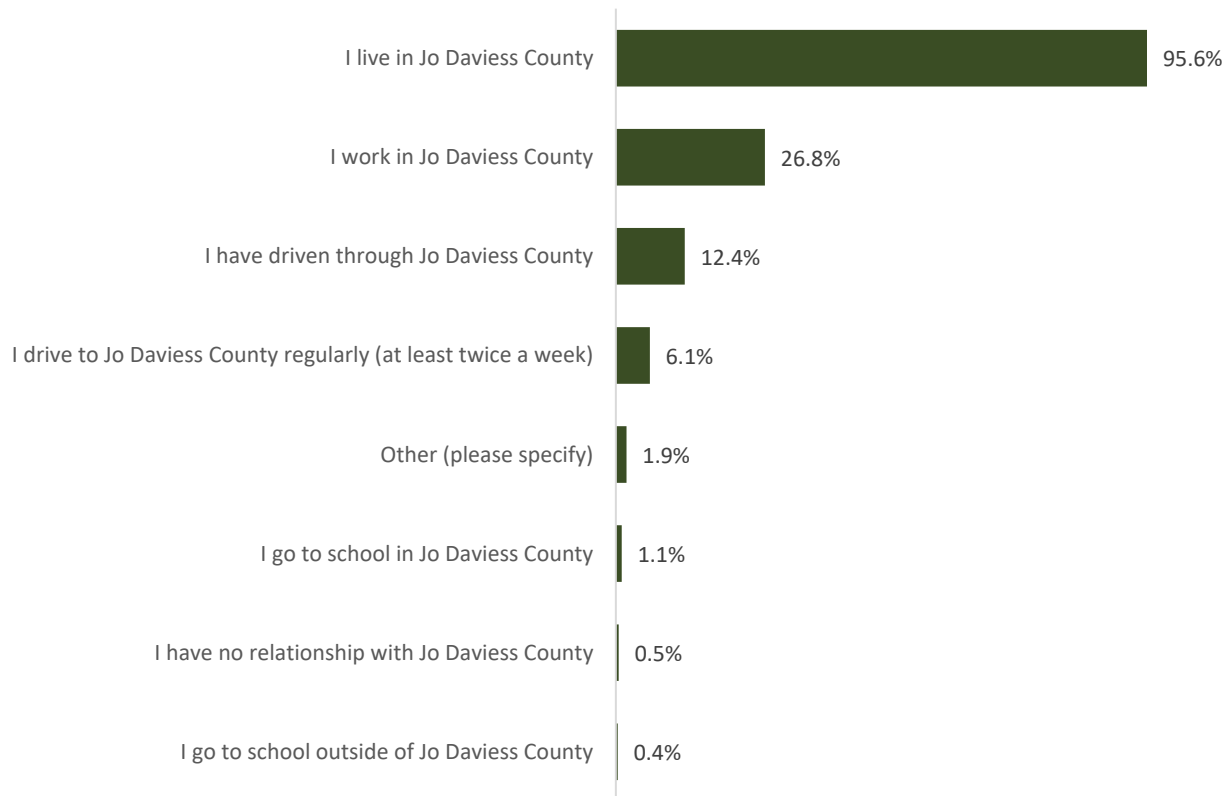
## Survey Response Analysis

The majority of survey respondents (95 percent) reported their relationship to Jo Daviess County as current residents. Of those that indicated additional connections with the county were business owners, relatives, and part-time residents. The relationship status of survey respondents to Jo Daviess County is depicted in Figure 18 on the following page.





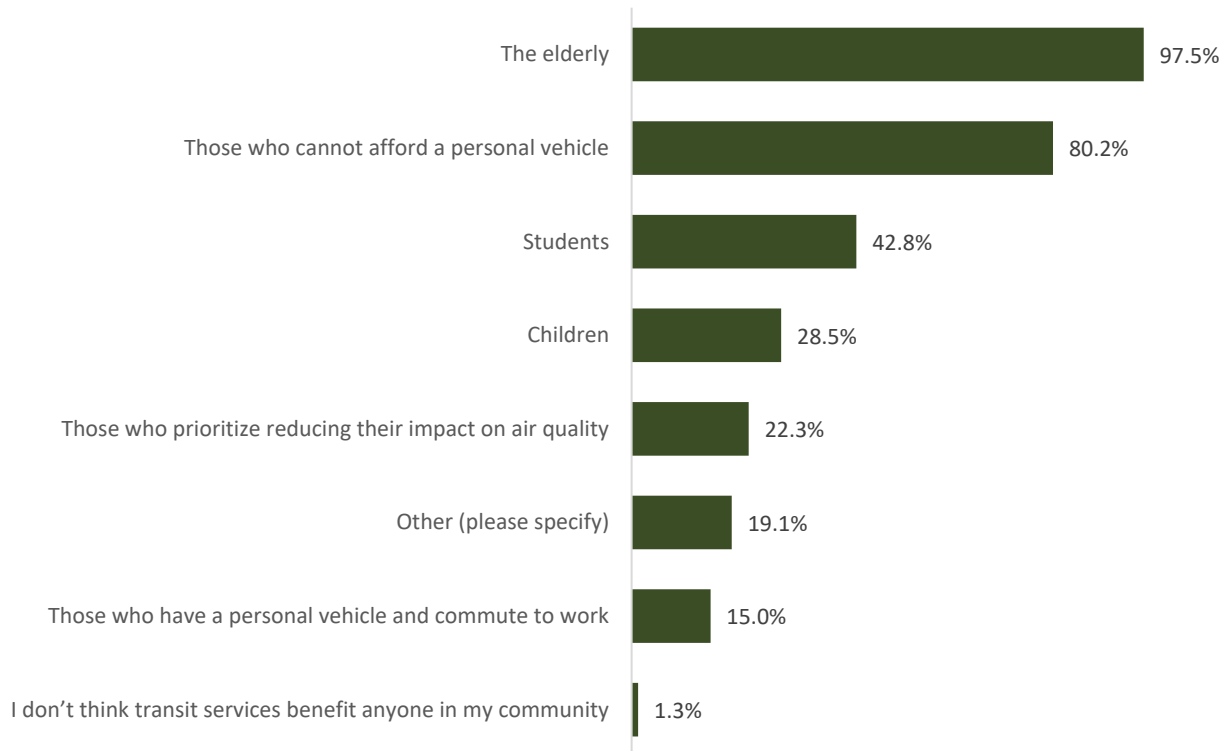
Figure 18: Survey Respondent's Relationship to the County



Survey participants identified Jo Daviess County Transit as a beneficial resource for many community members. Most notably, community members overwhelmingly believe that public transportation benefits the elderly (98 percent), followed by those who cannot afford a personal vehicle (80 percent) and students (43 percent). Individuals with disabilities, tourists, and the broader community were also identified as groups that may benefit from transit services. The results are illustrated in Figure 19 on the following page.



Figure 19: Perceptions of Community Benefits of Transit



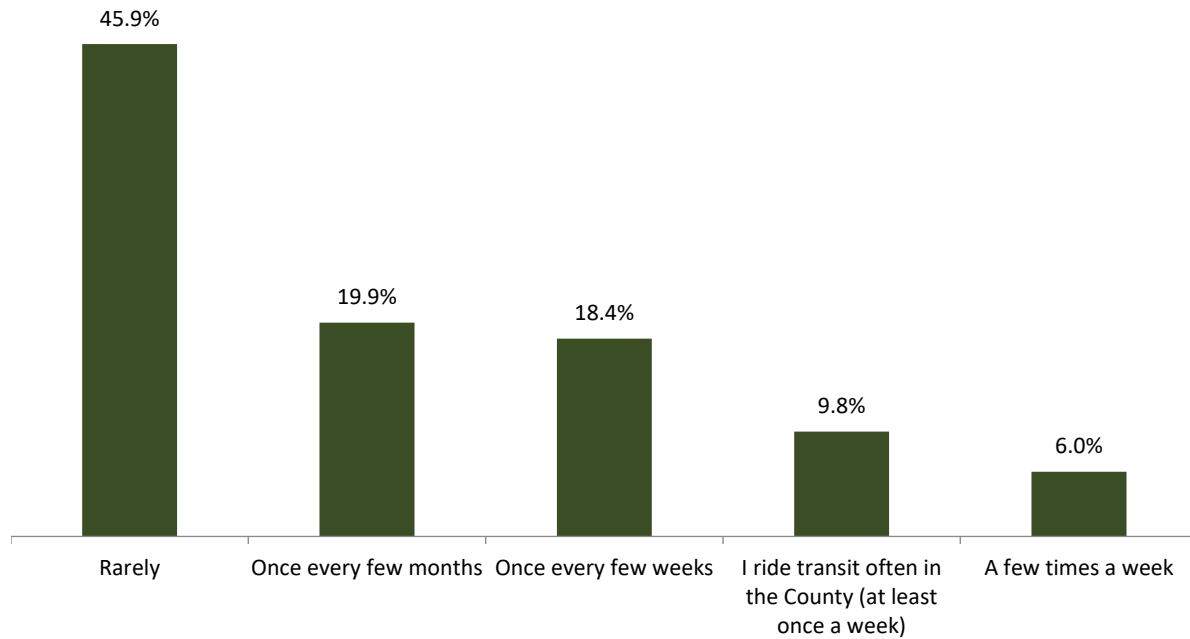
### Utilization of Public Transit in Jo Daviess County

Participants provided insights into the current use of public transportation. Seventy-five percent (693) of survey participants do not actively take transit. Twenty percent (227) have used Jo Daviess County Transit in the past, while approximately 5 percent (53) identify as current riders. Approximately 66 percent (175) of respondents who are current or former users of public transit indicated they ride less than quarterly, while 10 percent (26) ride often, at least once a week. The frequency of use reported by current and former transit users is depicted in Figure 20 on the following page.

Roughly 64 percent (158) of existing and previous riders obtain information about public transportation services through word of mouth. Approximately 41 percent (102) rely on Jo Daviess County Transit printed materials, and another 39 percent (96) depend on the agency's website for information. This information highlights the most effective methods and venues for outreach in educating the community about programs and services provided by Jo Daviess County Transit.



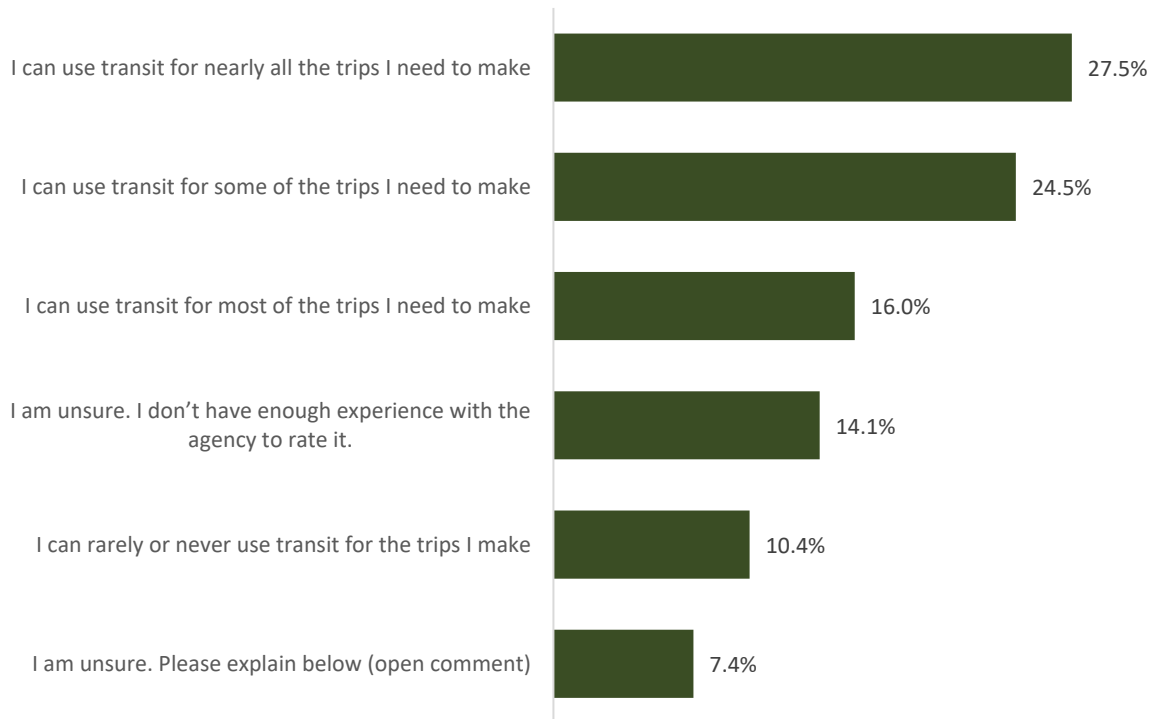
Figure 20: Frequency of Transit Use for Existing and Former Riders



When asked about the usefulness of public transit services in Jo Daviess County, approximately 44 percent (117) of riders indicated they *can* use transit for the majority of the trips they need to make (Figure 21). Roughly 14 percent (38) of respondents who identify as current or former riders were unsure or felt they lacked enough experience to evaluate the usefulness of the service. Among those who reported using transit rarely or only occasionally for their needs, there was a notable desire for expanded service coverage and improvements in scheduling. Schedule improvements were highlighted due to challenges communicated as accidental trip cancellations, miscommunications regarding recurring requested rides, and occasional difficulties in accommodating same-day trip requests. A very small subset of participants noted negative experiences with driver behavior or dispatch reliability.



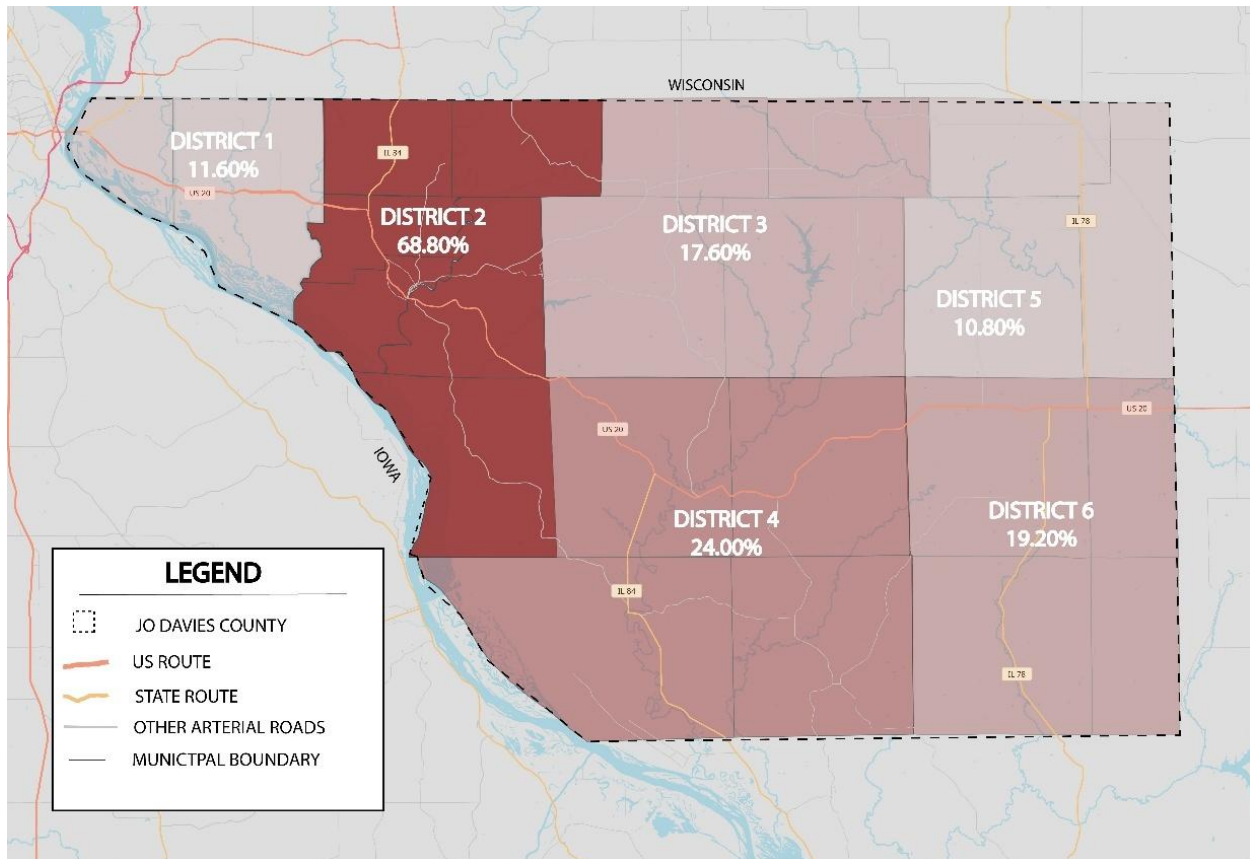
Figure 21: Frequency of Transit Use for Existing and Former Riders



Of the roughly 25 percent (280) of respondents who identified as current or past riders, approximately 67 percent (167) reported using transit service in District 2 (Vinegar Hill, Council Hill, Rawlins Rice, West Galena, and East Galena Township) with 24 percent (60) reported using transit in District 4 (Elizabeth, Woodbine, Hanover, and Derinda Township). These districts contain primary destinations including, areas of commerce, medical centers, and recreational activities (e.g. festivals, fairs, live music, etc.). The district locations in which current and former transit riders have travelled using Jo Daviess County Transit area depicted in Figure 22 on the following page.



Figure 22: Travel Locations for Existing and Former Riders per District



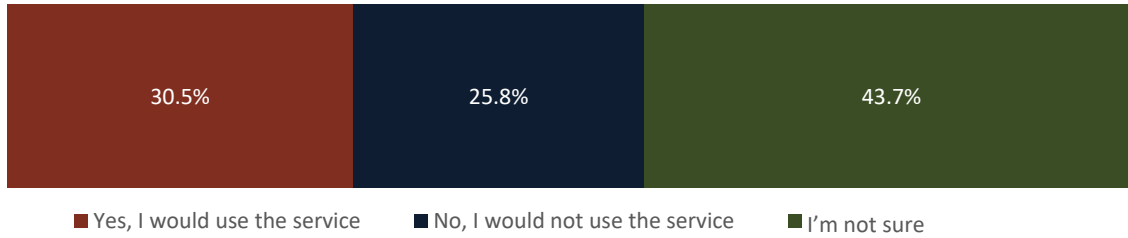
Source: R.M. Chin and Associates

### Opportunities for Increased Use

As noted above, 75 percent (859) of survey respondents are not transit riders. A recurring theme among survey responses is the public's lack of knowledge of available transit services or how to use them. Additional themes identified through the survey responses include the potential for a revised service delivery model and improvements to the efficiency and effectiveness of the transportation services delivered by Jo Daviess County Transit. As illustrated in Figure 23 below, the introduction of a revised, fixed-route service model was supported by 31 percent (330) of survey respondents, with an additional 44 percent (472) of respondents unsure but not adverse to a revised service delivery model. Participants noted that the predictability of service and the elimination of the need to call and schedule appointments were appealing factors when considering the feasibility of implementing fixed-route service.

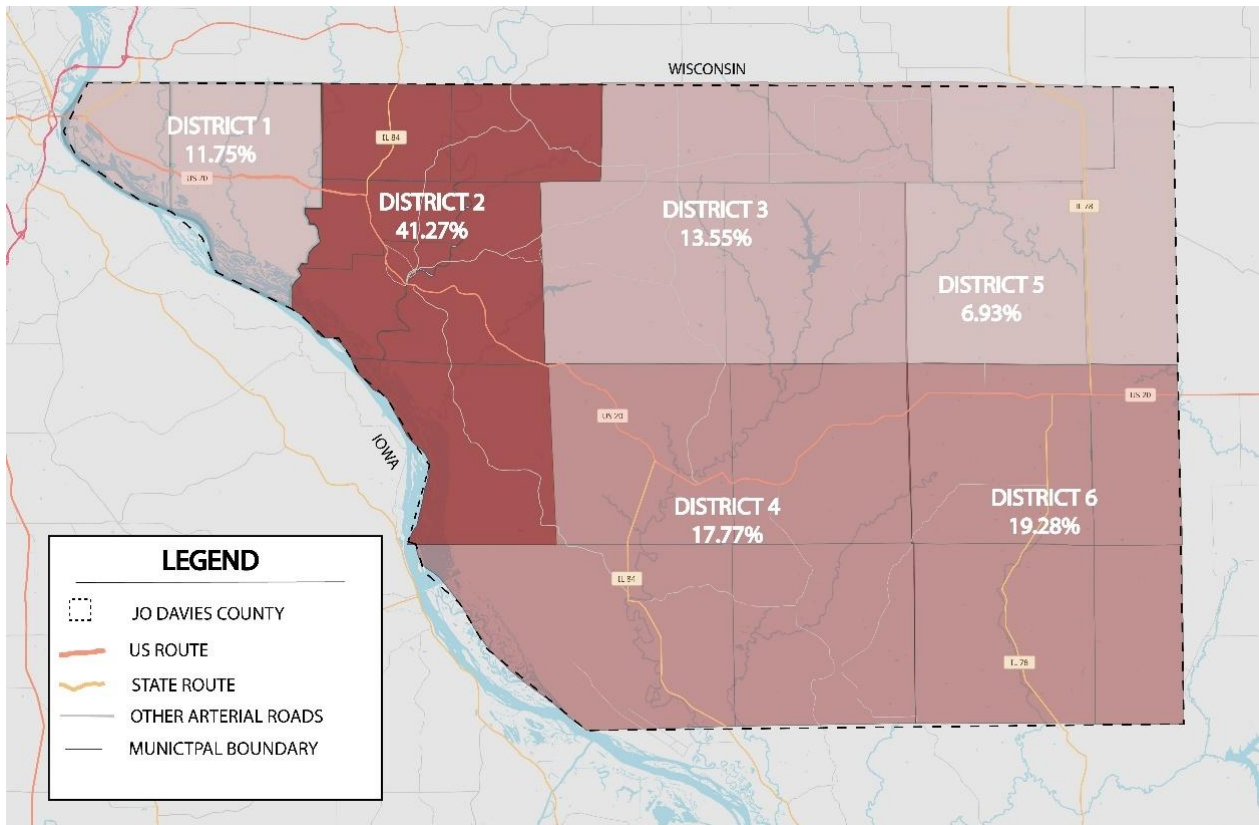


Figure 23: Potential Use of a Fixed-Route Service



Of those interested in the opportunity of a revised service delivery model, 41 percent (137) respondents were interested in travelling to District 2 (Vinegar Hill, Council Hill, Rawlins Rice, West Galena, and East Galena Township), 19 percent (64) reported interest a fixed-route travelling to District 6 (Stockton, Wards Grove, Pleasant Valley, and Berreman Township), and approximately 18 percent (59) to District 4 (Elizabeth, Woodbine, Hanover, and Derinda Township). The results are presented in Figure 24 below.

Figure 24: Desired Destinations for a Potential Fixed-Route Service per District



Source: R.M. Chin and Associates



Respondents were asked which enhancements to transit services would facilitate increased use. Twenty-three percent (222) of survey participants noted that even with service enhancements, they would not use public transit. However, for respondents who expressed interest, system enhancements such as increased weekend service, connections to areas outside the county, and more accessible information on how to use and access transit services were identified as factors that could increase their willingness to use public transportation in the county. Table 14 outlines the portfolio of service enhancement options and associated participant responses.

Table 14: Desired Transit Enhancements

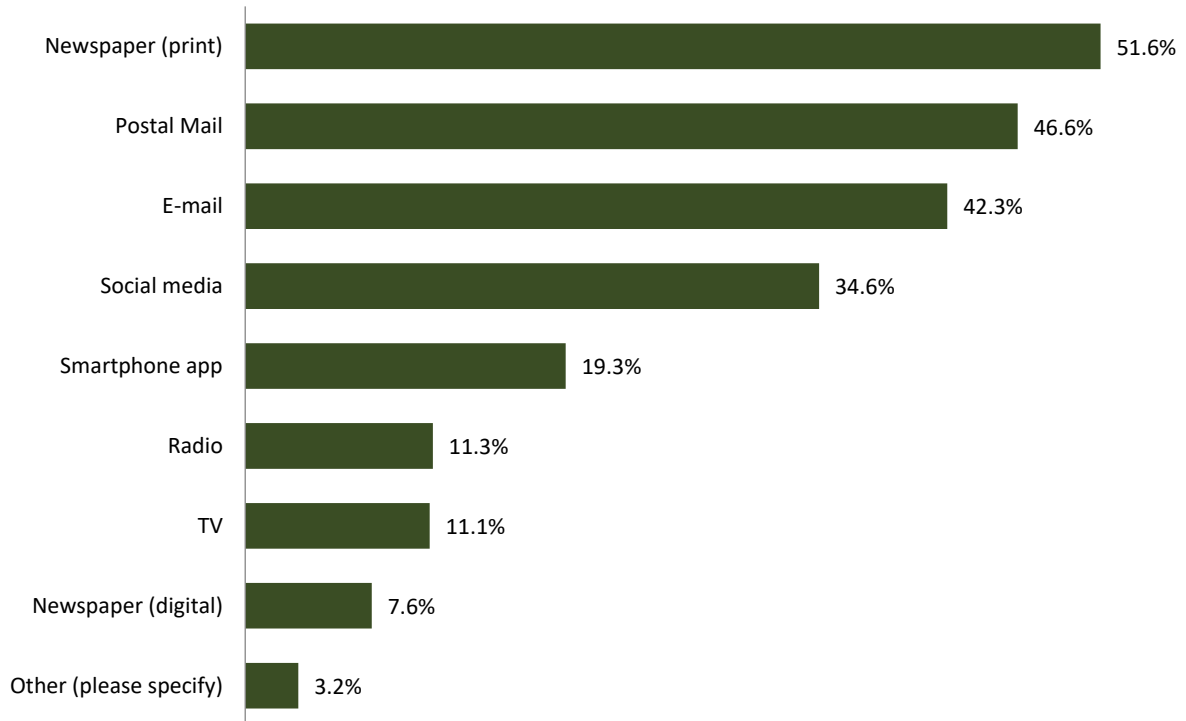
Enhancement Category	Percentage of Responses	Number of Responses
Increased access to location outside of the county	32%	310
Service on the weekends	28%	273
More information on how to access and use transit services	27%	262
A fixed-route option that operates on a pre-determined schedule and service to and from special events	27%	257
Increased access to community employers	22%	215
Service to large commercial centers	18%	177
Evening hours after 6:00 p.m.	15%	149
More frequent buses	14%	139
Increased access to schools and educational centers	9%	90
Morning service before 6:00 a.m.	6%	54

Participants also expressed the need for increased transportation options to transportation hubs, including Rockford, Dubuque, the Quad Cities, Cedar Rapids, Chicago, consistent routes to provide feasible commuting, and increased transportation to educational and medical centers, retail centers and restaurants, and entertainment venues.

The overwhelming support of transit in the county is clear and apparent throughout the survey responses, even by those who do not ride or plan to ride transit. Forty-four (44) percent (466) of respondents are interested in receiving additional information about this project and/or other transportation information in the area. Fifty-two (52) percent of these respondents cited the local newspaper as their preferred method for receiving updates. Additional preferred methods for receiving information about transit services in the county included postal mail (47 percent), e-mail (42 percent), and social media (35 percent). Figure 26 offers a breakdown of the preferred communication methods indicated by survey participants. Responses pertaining to “Other” include the Galena Gazette, the chamber and city websites, and communication through community centers and local churches.



Figure 26: Preferred Communication Methods for Survey Respondents, Number of Responses



### Public Sentiment Toward Transit

Survey respondents had an opportunity to provide open-ended feedback or comments. All comments received and recorded are included in Appendix B. This section includes a sampling of feedback provided by Jo Daviess County Transit customers and Jo Daviess County residents and visitors, organized by common themes.

**Appreciation for Transit Service:** Many respondents praised the service, describing it as great, wonderful, and essential. Many emphasized the staff and drivers' professionalism, friendliness, and helpfulness. Most importantly, many respondents highlighted the importance of the service for those who cannot drive and for providing independence and access to healthcare, shopping, and other necessary services.





---

*“You provide a much-needed valuable service. My husband is wheelchair bound so we use transit for our appts and other needs. Everyone is cheerful, competent and helpful. Thank you. We appreciate the service to veterans and will donate time to time for that.”*

*- Survey Respondent*

---

**Transit Advocates:** Several participants emphasized that transit is essential for community growth and supports various community members. They highlighted the importance of transit for work commutes, grocery shopping, and other daily needs, emphasizing the increased independence it provides for users such as the elderly, individuals with disabilities, and low-income residents. Additionally, a few respondents noted the potential for transit to enhance tourism by offering transportation options for visitors.

---

*“I am a senior and the transit service is greatly appreciated allowing me to maintain some independence and remain in my home. I rely on the service and hope it will continue.*

*I live in a rural area of Galena.” - Survey Respondent*

---

**Need for Increased Community Education and Service Convenience:** Some respondents indicated they were unaware of Jo Daviess County Transit or that its services were available to all community members. Suggested improvements included extending operating hours and increasing service frequency. Additionally, several participants highlighted challenges with securing services in advance and emphasized the need for same-day service options.

---

*“I previously did not know this service existed (although have seen the van around).*

*I would be something I'm interested in using on a somewhat regular basis*

*(about 1-2 times weekly).” - Survey Respondent*

---

**Suggestions for Expansion:** Participants emphasized the need for service expansion to improve access to airports, medical facilities in neighboring counties, and rural areas. Additionally, there was strong advocacy for extending transit service hours, particularly during evenings and weekends.

---

*“I think it is extremely important to continue to offset the service. Though I still drive, I am increasingly struggling with driving after dark and would like to be able to use the service after dark for evening activities. I strongly support increasing this service to evening and weekend hours.”*

*- Survey Respondent*

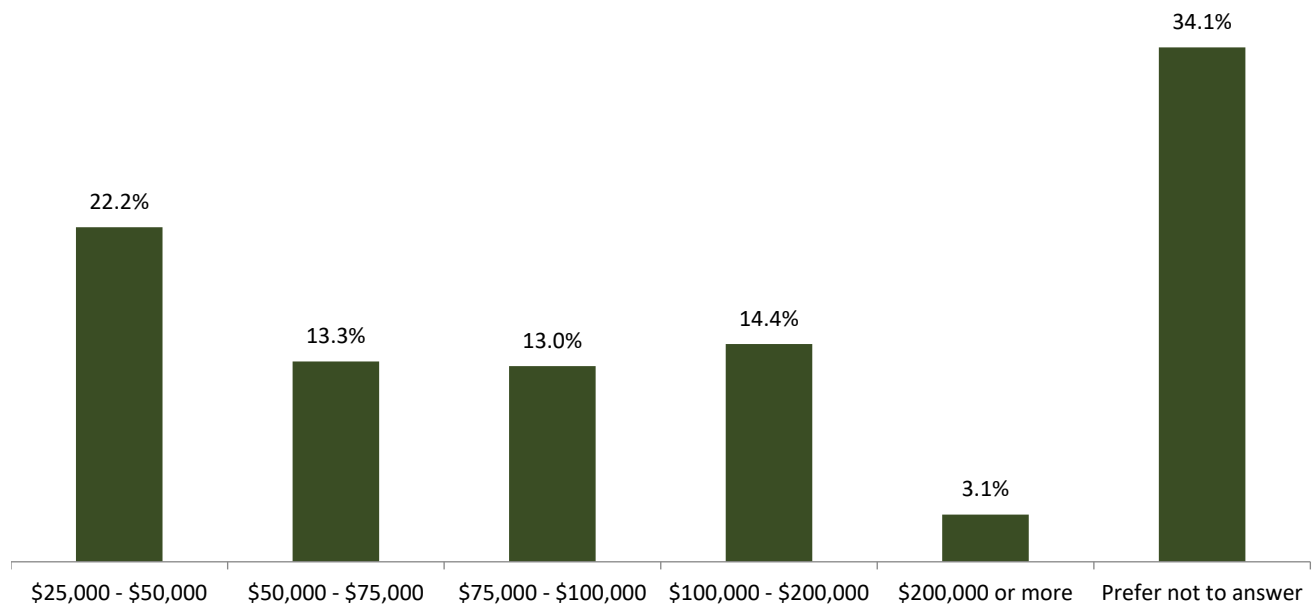
---



## Survey Participant Demographics

Survey participants varied in age and income. It is important to note that the survey participants are a sample of the county population (66 percent older adults (65+)) and do not mirror the county's demographics (37 percent older adults). This is largely due to the targeted audience of the survey being existing and previous riders, who tend to be older adults. The majority of respondents (34 percent) preferred not to provide income information; however, of those that did, there was a relatively even distribution of household incomes ranging from \$25,000 to \$200,000. Figure 27 below outlines the distribution.

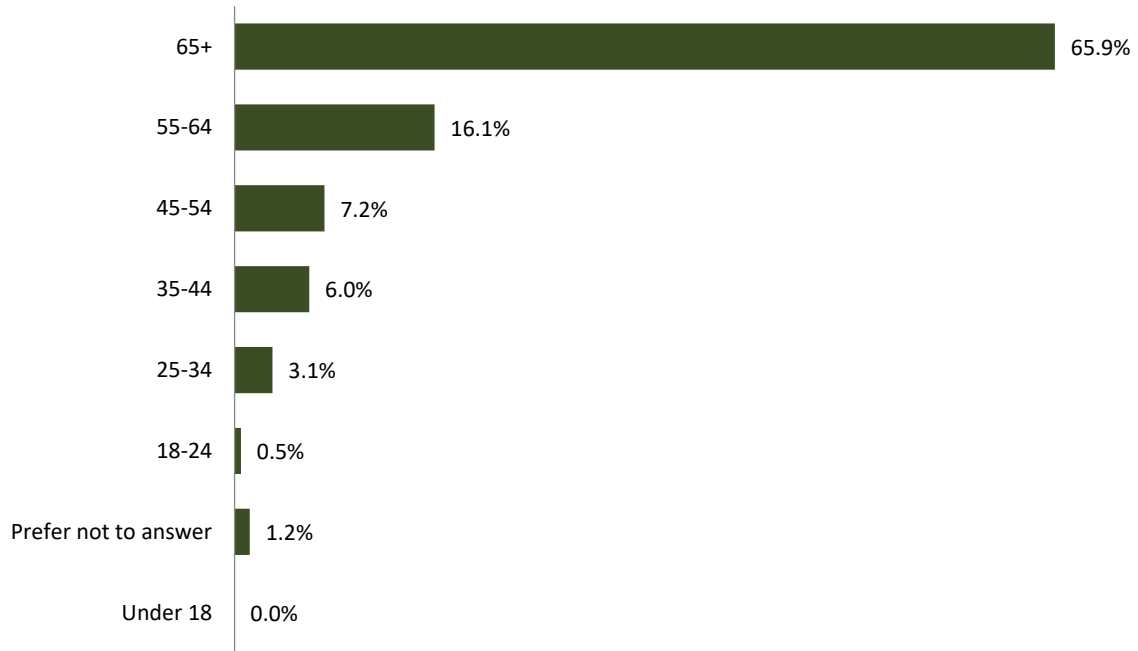
Figure 27: Survey Respondents' Household Income



The majority of survey respondents were 65 years of age and older (66 percent) followed by the 55 to 64 age group (16 percent). The age ranges of survey respondents are presented in Figure 28 on the following page.



Figure 28: Age Ranges for Survey Respondents





# Feasibility Assessment of Revised Service Alternatives

The demographic data analysis, results from the Customer Use and Satisfaction Survey effort, and input gathered from interviews conducted with community stakeholders and Jo Daviess County Transit leadership and personnel were utilized to evaluate the appropriateness of a revised service delivery model and the draft recommendations presented herein.

## Demographic Analysis

Jo Daviess County's current demographic conditions, major trip generators, and destinations within the county most frequented by Jo Daviess County Transit customers, provided the necessary background information to develop service alternatives based on existing and projected transit demand. The following socioeconomic data was compiled and computed on a block group basis and analyzed as part of the transit demand analysis effort:

- Total population and population density
- Older adult (60 years of age or older) populations
- Individuals with disabilities
- Household income and poverty
- Zero vehicle households

Results from the demographic analysis reveal that there is potentially more demand for transit in the northwestern portion of the county in the tri-state area, the central portion of the county in and around Galena, the mid-west portion of the county, in and around Elizabeth, the south-central portion of the county near Hanover and adjacent to the Carroll County boarder, and the mid-eastern portion of the county in the Stockton area, due to higher poverty and lower vehicle ownership rates. Employment data indicates that the majority of job opportunities are concentrated in and around the county seat, as well as in East Dubuque and Stockton. Additionally, Galena is the county's hub for government, social, and healthcare services making it a primary destination point among transit users and county residents.

Population density is a proxy for transit demand. All block groups within the county contain population densities of less than 2,000 people per square mile, the typical minimal level of population density that will support fixed-route service.



However, the block group with the greatest density (766 to 1,950 persons per square mile) is located in Galena, which illustrates potential support for a revised service delivery model.

The majority of trips (66 percent) performed by Jo Daviess County Transit and analyzed during a one-month sample period, October 2023, originated and terminated within the City of Galena. This was followed by Stockton, accounting for approximately 16 percent of trips, and Elizabeth, at roughly 6 percent. Contracted services with The Workshop accounted for 62 percent of the total 66 percent of trips performed within Galena during the sample period.

## Customer and Public Input

The results from the comprehensive public and customer use and satisfaction survey effort illuminated transportation needs, service gaps, the utilization of existing public transportation services administered by Jo Daviess County Transit, and potential use of a fixed-route, or revised, service alternative.

Approximately 25 percent of survey respondents currently or have utilized public transit in Jo Daviess County, with 16 percent of current passengers riding often or at least a few times per week. The majority of survey respondents (69 percent) reported using transit in District 2 (Vinegar Hill, Council Hill, Rawlins Rice, West Galena, and East Galena Township), while 24 percent reported using transit in District 4 (Elizabeth, Woodbine, Hanover, and Derinda Township).

The introduction of a revised, fixed-route service model was supported by 30 percent of survey respondents, with an additional 45 percent of respondents unsure but not adverse to a revised service delivery model. Of those interested in the opportunity of a revised service delivery model, 41 percent of respondents were interested in travelling to District 2 (Vinegar Hill, Council Hill, Rawlins Rice, West Galena, and East Galena Township), 19 percent reported interest a fixed-route travelling to District 6 (Stockton, Wards Grove, Pleasant Valley, and Berreman Township), followed by District 4 (Elizabeth, Woodbine, Hanover, and Derinda Township) at 18 percent. The predictability of service and elimination of the need for an advanced reservation were cited as the primary reasons survey respondents expressed support for a revised service delivery model.

Respondents were asked which enhancements to transit services would encourage increased use. The survey instrument presented a portfolio of ten service enhancement options. Among these, additional information on how to access and use transit services, along with a fixed-route option operating on a predetermined schedule, ranked third in terms of interest, with each enhancement generating 27 percent of survey responses. Participants also expressed the need for increased transportation options to transportation hubs, including Rockford, Dubuque, the Quad Cities, Cedar Rapids, Chicago, consistent



routes to provide feasible commuting, and increased transportation to educational and medical centers, retail centers and restaurants, and entertainment venues.

## Jo Daviess County Transit Personnel and Community Stakeholder Interviews

In-person interviews were conducted with agency leadership and personnel in November 2024. The interview effort encompassed the agency's leadership, management team, support staff, and front-line employees. One-on-one interviews with six community stakeholders were also performed, providing education about the study underway, introducing the prospect of a revised service delivery offering, and garnering feedback on the most pressing transportation needs within Jo Daviess County. Leadership and representatives from the following organizations and community groups participated in the interview effort:

- All Our Kids Early Childhood Networks (AOK Networks)
- Galena Chamber of Commerce
- Galena General Express
- Northwest Illinois Economic Development
- Prairie Ridge of Galena
- The Galena Territory Association, Inc.

The summary below compiles insights from community stakeholders who interact with the transit system reflecting on the service's effectiveness, community impact, and areas for potential improvement. Each stakeholder brings unique observations shaped by their professional and personal experiences with Jo Daviess County Transit. The interviewees' comments, summarized by theme, are presented below.

### Community Awareness and Perception

While awareness of Jo Daviess County Transit programs and services are improving, it remains uneven across different community sectors. Improvements directly correlated with agency efforts including participation in community meetings and events and relationship building with local stakeholder groups and community groups. However, increased promotional efforts, particularly through targeted marketing and community engagement to elevate the service's visibility, were identified during the interview effort. A public outreach campaign is warranted, particular with the launch of any new services and technology enhancements that may result from this study.



The perception of Jo Daviess County Transit is broadly positive, with specific praise for its broad range of services, affordability, and accessibility for individuals with disabilities. However, the perception, as noted by stakeholders and personnel, is that service is primarily for clients of The Workshop or seniors, suggesting a need for broader promotional campaigns to reposition Jo Daviess County Transit as a universal community resource.

## **Strengths and Value Added to the Community**

Jo Daviess County is often the only transportation option in the local area, particularly valued for its role in providing access to essential services for those without personal vehicles. Transportation options in surrounding communities such as Dubuque are plentiful, while Jo Daviess County has limited private taxi and inconsistent ride hailing (Uber/Lyft) services.

Jo Daviess County Transit is seen as an economical transportation alternative, Jo Daviess County Transit is crucial for enabling access to medical facilities, employment opportunities, and other critical services, thereby supporting community members in maintaining independence and engagement. Additionally, Jo Daviess County Transit plays a crucial role in aiding those who are unable to drive or afford personal vehicles.

## **Unmet Transportation Needs and Areas for Improvement**

Stakeholders were asked to provide insights on the current service gaps, including areas of the county with demonstrated needs. The overwhelming consensus was that same-day service is a top priority and a missing component for Jo Daviess County. On-demand, or microtransit, and fixed-route services were suggested to cater to immediate travel needs without the current advance reservation constraints.

With a service area encompassing a 100-mile radius from the county seat, the coverage area for Jo Daviess County Transit was noted as strength among those interviewed. Recommendations for service and system enhancements identified by stakeholders and personnel are presented as follows:

- Enhanced connectivity to rural communities and transportation deserts within the county, particularly those areas situated outside the county seat.
- Increased support of workforce transportation; fixed-route, or same-day, service connecting Hanover to employers in Dubuque and Downtown Galena.
- Increased service and connectivity to low-income housing developments to employment opportunities.
- Increased access for farmers who reside in the less densely populated portions of the county.
- Expanded service hours on weekends.



- Shuttle service to resort towns and recreational sites including Apple Canyon Lake and Chestnut Mountain.
- High priority destinations within Jo Daviess County include Midwest Medical (Galena), MercyOne Medical Center (Dubuque), and UnityPoint Health - Finley Hospital (Dubuque), Walmart, and Piggly Wiggly.
- Out-of-county locations referenced include Monroe Hospital (Wisconsin), University of Wisconsin Hospital and satellite clinics (Madison), and Iowa City Hospital.

## Customer Service and Technology Enhancements

Jo Daviess County personnel provided recommendations for enhancements to both back-end and customer facing technology to increase operational and administrative efficiencies and elevate the customer experience. Suggested improvements include implementing an electronic platform for requesting trips and confirming reservation requests. An automated process will help to ensure timely acknowledgement and receipt of transportation requests for customers. Additionally, the introduction of a prepaid transit pass and/or an electronic fare payment option would increase operational efficiencies by reducing the need for operators to collect fares and handle cash. Streamlining transit fares and contracted service rates would increase administrative efficiencies in the fare reconciliation and invoicing process. An electronic system for operators to receive their trip manifests in advance of their scheduled shift, the day prior, as also recommended.

## Conclusion

The feedback from Jo Daviess County stakeholders indicates a strong appreciation for the essential services provided by Jo Daviess County Transit, coupled with constructive suggestions aimed at expanding and adapting these services to support workforce transportation and better meet the needs of Jo Daviess County. Input from Jo Daviess County Transit leadership and personnel also underscores the positive impact of the agency on the community. By addressing feedback points, Jo Daviess County Transit can enhance its operational effectiveness and community impact, while highlighting areas for improvement in service availability, marketing strategies, and customer service. Addressing these areas could significantly enhance the effectiveness and reach of transit services, ensuring they meet the evolving needs of all community members.





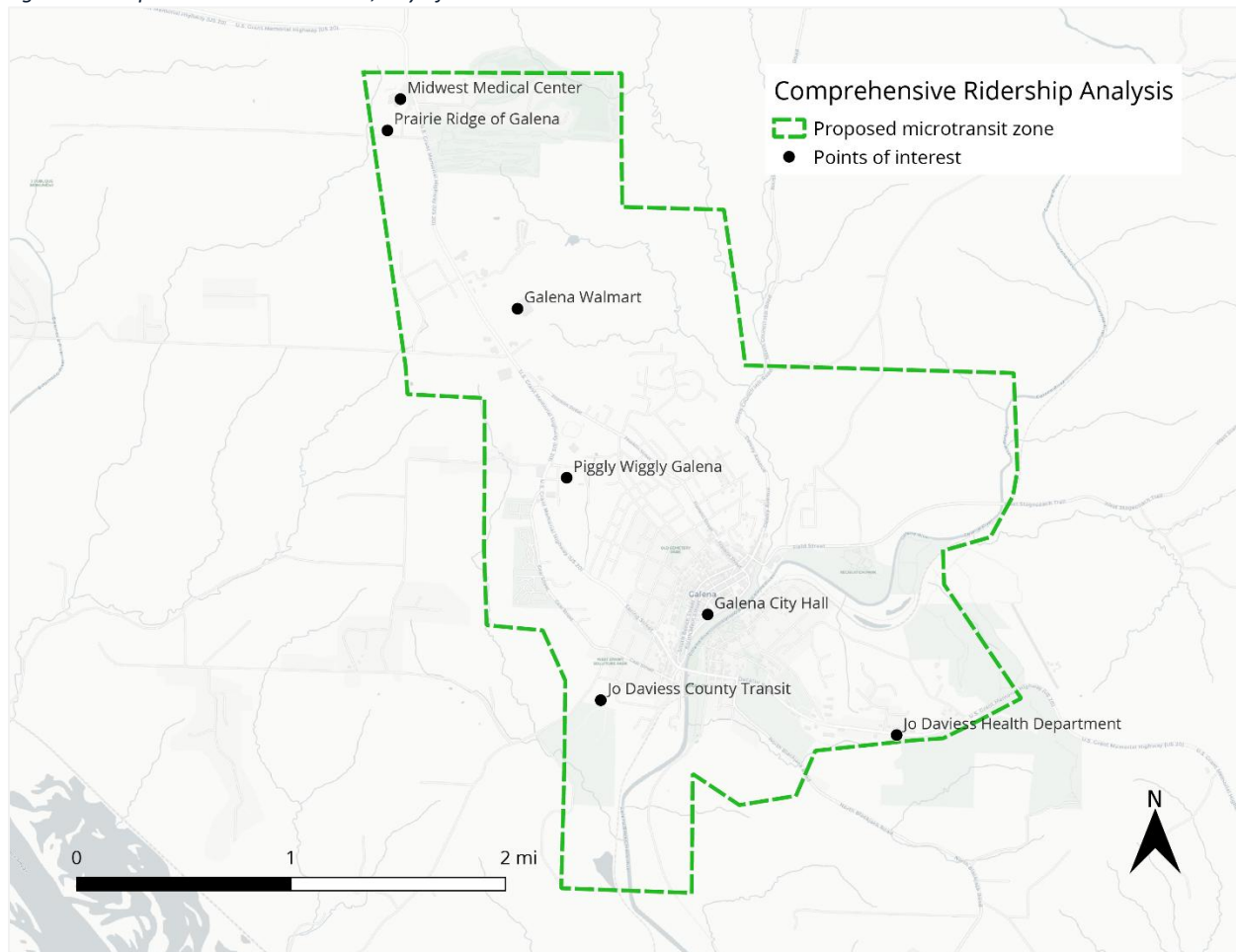
## Recommendations

The following service alternatives represent a broad range of feasible solutions in addressing the need and demand for public transit services under revised service delivery models identified as most feasible for Jo Daviess County Transit. Any of the alternatives could be implemented as they are described or combined to establish the most appropriate family of services for Jo Daviess County. Each alternative should be introduced as and operate under a twelve-month pilot program. This will allow Jo Daviess County Transit to evaluate performance based upon data collected under the pilot phase to determine the viability of a permanent program. The service alternatives do not represent an expansion of Jo Daviess County Transit services but rather a replacement of demand response services presently operating in the proposed service areas. The program design and operational framework for the recommended service delivery models are presented below.

### Alternative 1: Microtransit Service in Galena

The demographic data supports a revised service delivery model within the Galena City limits. Additionally, the primary destination for survey respondents who use have or currently utilize Jo Daviess County Transit is District 2 (Vinegar Hill, Council Hill, Rawlins Rice, West Galena, and East Galena Township). Furthermore, the majority of survey respondents identified District 2 as the desired location for a revised service alternative. A microtransit service delivery model is well suited for short trips, at 4 miles or less. Advanced reservation service is appropriate for longer trips, especially those connecting the county seat to more rural, less densely populated areas within the county. The recommended microtransit service zone is concentrated predominately within the Galena City limits. The proposed service zone, totaling 6.3 square miles, is depicted in Figure 29 on the following page.

Figure 29. Proposed Microtransit Zone, City of Galena



Trip reservations made through the customer-facing app or weblink would go directly into the agency’s backend software. The dispatch office would receive real-time notifications of trip reservations performed electronically by passengers. Parameters within the software do not allow bookings for trips originating or terminating outside of the established service zone.

Although the technology infrastructure supports reserving and paying for transportation services, the need for Jo Daviess County to offer a low-tech option for trip reservation and payment is recognized. Trip reservations could be made via phone and fares paid upon boarding.



## Operational Considerations

### Target Response Time

The response time refers to the length of time customers have to wait after reserving a trip by phone through the main office or electronically through the customer-facing app or weblink. Response times vary by community and the size and characteristics of the service zone. Establishing a target response time will help set expectations on service delivery for current and prospective customers, and it serves as a measure of program performance. It can enhance the agency's marketing efforts, highlighting the benefits and convenience of the new service offering.

A target response time of one hour is recommended at the start of the pilot. The response time could be adjusted based upon data collected within the first few months of implementation. When customers reserve a trip, the software will seat that trip on the next or closest available vehicle. Response times could be greater than or less than the target response rate based upon travel time and availability of resources. The software also permits advanced booking for on-demand, microtransit service.

### Service Schedule

Service would be delivered Monday through Friday from 6:00 a.m. to 6:00 p.m. The annual revenue service hours under the proposed operating schedule are projected to total 6,048. The revenue service hours for Jo Daviess County Transit's demand response service totaled 19,698 for fiscal year 2024. The total annual service hours for microtransit, under the proposed operating schedule, represents approximately 30 percent of the agency's total annual revenue service hours for fiscal year 2024.

### Stops

Some agencies offer *curb-to-curb* service in which customers are picked-up and dropped off at the address indicated when reserving the service. Other providers offer *corner-to-corner* service in which customers are picked up and dropped off at the nearest corner or "virtual stop". The *curb-to-curb* model is consistent with Jo Daviess County Transit's demand response service. The congruency is helpful in educating passengers on how to utilize the new service. However, the *corner-to-corner* model minimizes travel time in residential areas creating operational efficiencies and decreasing passenger wait time.

### Vehicle Selection

As noted, Jo Daviess County Transit uses a fleet of approximately 18 wheelchair-accessible vehicles to operate its services, with 10 vehicles operating in maximum, or peak, service. The fleet consists of eleven, 14-passenger Light Transit Vehicles (LTVs) and seven, 6-passenger minivans. Jo Daviess County



Transit has recently invested in 14 vehicles, 10 LTVs and 4 minivans, to replace and expand their fleet. In order to meet projected demand and maintain the established target rate for response time, the utilization of two wheelchair-accessible LTVs within the current fleet is recommended for the microtransit pilot program. This number may be adjusted based on demand, particularly during peak travel times. The smaller transit-style, wheelchair-accessible van commonly used for microtransit services is not presently available on the Illinois state contract. It is recommended that Jo Daviess County Transit consider this vehicle replacement option should it become available in future years.

## Alternative 2: Dubuque/East Dubuque/Galena Deviated Fixed-Route

Fixed-route bus services operate on regular, scheduled routes with fixed stops and no deviation. Typically, fixed-route service is characterized by printed schedules or timetables, designated bus stops where passengers board and alight, and the use of larger transit vehicles. Deviated route bus services are a hybrid of fixed-route and demand response. With this type of service, a bus or van stops at fixed points and keeps to a timetable but can deviate its course between two stops to go to a specific location for a pre-scheduled request. Deviated route service is often used to provide accessibility to people with disabilities. This service alternative would provide same-day, commuter service via deviated route bus service to Dubuque, East Dubuque, and Galena. The operational considerations associated with this service alternative are outlined below.

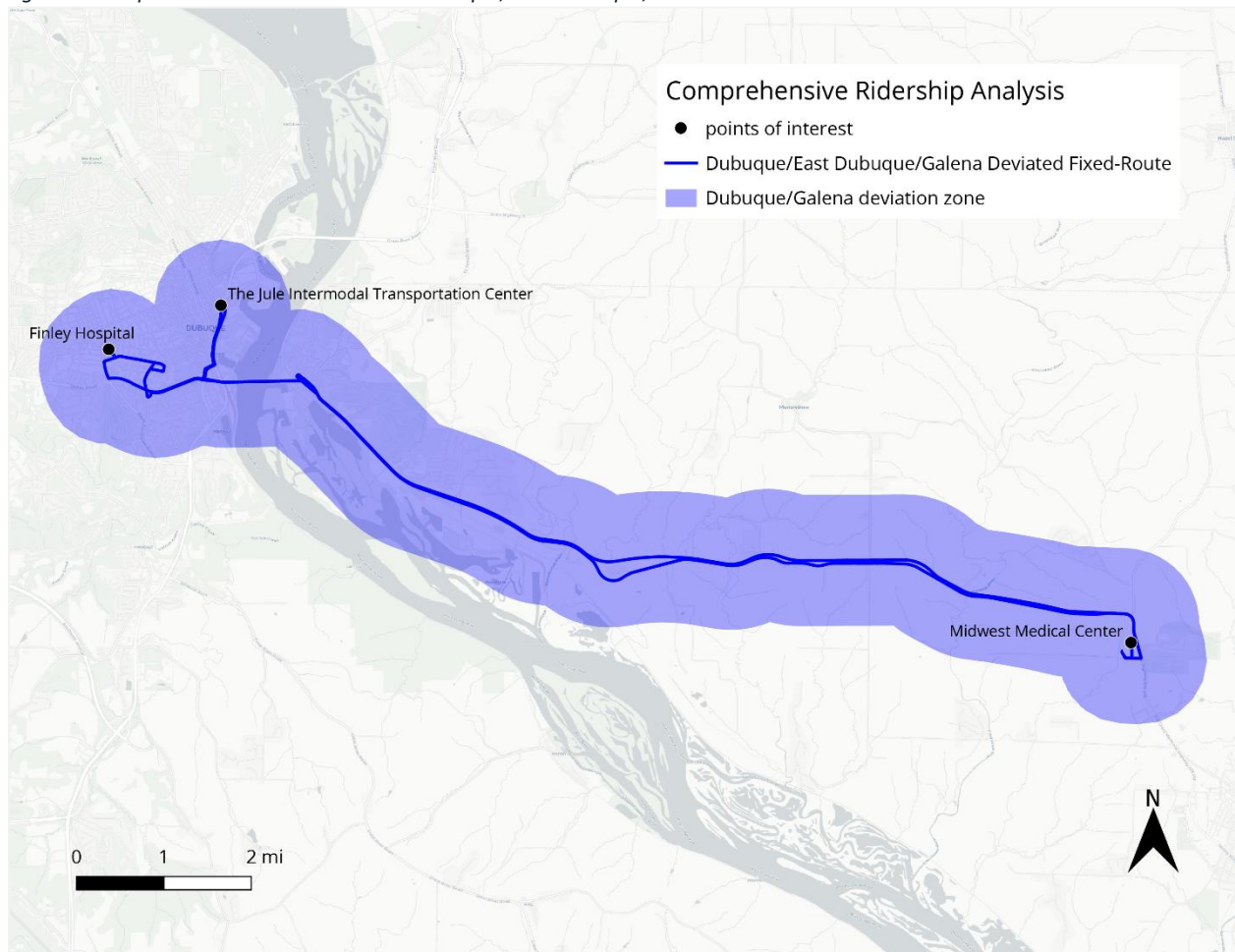
### Operational Considerations

#### Route Description

One local deviated fixed-route providing service along U.S. Highway 20 from UnityPoint Health - Finley Hospital in Dubuque to Midwest Medical Center in Galena. The route would operate as a “commuter shuttle” providing access to the major medical centers and healthcare facilities within each jurisdiction. The service supports integration and collaboration with public transportation providers in Dubuque including the Jule and Region 8 Regional Transit Authority. Passengers traveling to/within Galena would integrate with the microtransit service presented under Alternative 1.

The total route length is 34.5 miles round trip. The recommended route network, including the deviation buffer, is depicted in Figure 30 on the following page.

Figure 30. Proposed Deviated Fixed-Route: Dubuque, East Dubuque, and Galena



## Stops and Primary Destination Points

The route would contain up to 10 stops located at primary destinations along the published route. The route would operate on an advertised schedule with timepoints at established bus, or shuttle, stops. Riders would be permitted to call Jo Daviess County Transit the day prior to request deviations to locations within a ¾ mile radius of the established bus route. The majority of trips performed in Dubuque and East Dubuque by Jo Daviess County Transit during the one-month sample period, October 2023, were within the proposed deviation buffer zone. Jo Daviess Transit may limit the number of route deviations per jurisdiction or per trip (e.g. two deviations per trip) to ensure adherence to the published schedule. Stops would be established at primary destination points presented below:

- UnityPoint Health - Finley Hospital
- MercyOne Dubuque Medical Center
- Wall Street (East Dubuque)



- Sinsinawa Avenue (East Dubuque)
- The Jule - Dubuque Public Transit Intermodal Terminal (could be advertised as a route deviation stop)
- Prairie Ridge of Galena
- Midwest Medical Center

## **Service Schedule and Frequency**

The route would operate Monday through Friday, 6:00 a.m. to 6:00 p.m. The frequency is projected to be approximately 80 minutes round trip. However, the frequency and timepoints for established bus stops would need to be confirmed through field testing conducted with the recommended service vehicle. The operation of two vehicles during the span of service would increase the frequency to approximately 40 minutes. The revenue service hours for Jo Daviess County Transit's demand response service totaled 19,698 for fiscal year 2024. The annual service hours for this alternative, under the proposed operating schedule, are projected to total 5,880. This represents 30 percent of the agency's revenue service hours for fiscal year 2024. The recommended schedule can be modified to provide service on specific days and times based on resources and demand.

## **Vehicle Selection**

In order to provide a service frequency that is convenient for passengers under the recommended service schedule, the utilization of two, 14-passenger wheelchair-accessible Light Transit Vehicles (LTVs) within the current fleet is recommended. The LTVs within the agency's current fleet do not require a Commercial Driver's License (CDL) to operate and would accommodate the numbers of passengers that would use the service in its initial pilot phase of operation. However, a larger, low-floor vehicle with a ramp allows for a quicker boarding experience for passengers with mobility limitations that require the use of wheelchair or a walker, or who are unable to climb steps. A ramp takes less time to deploy than a hydraulic wheelchair lift. Consideration should be granted to a revised, low-floor vehicle option to operate service under an established program, beyond the pilot phase.

## **Alternative 3: Elizabeth/Galena Deviated Fixed-Route**

This service alternative would provide same-day service via deviated fixed bus route to Elizabeth and Galena. The operational considerations under this service alternative are outlined below.

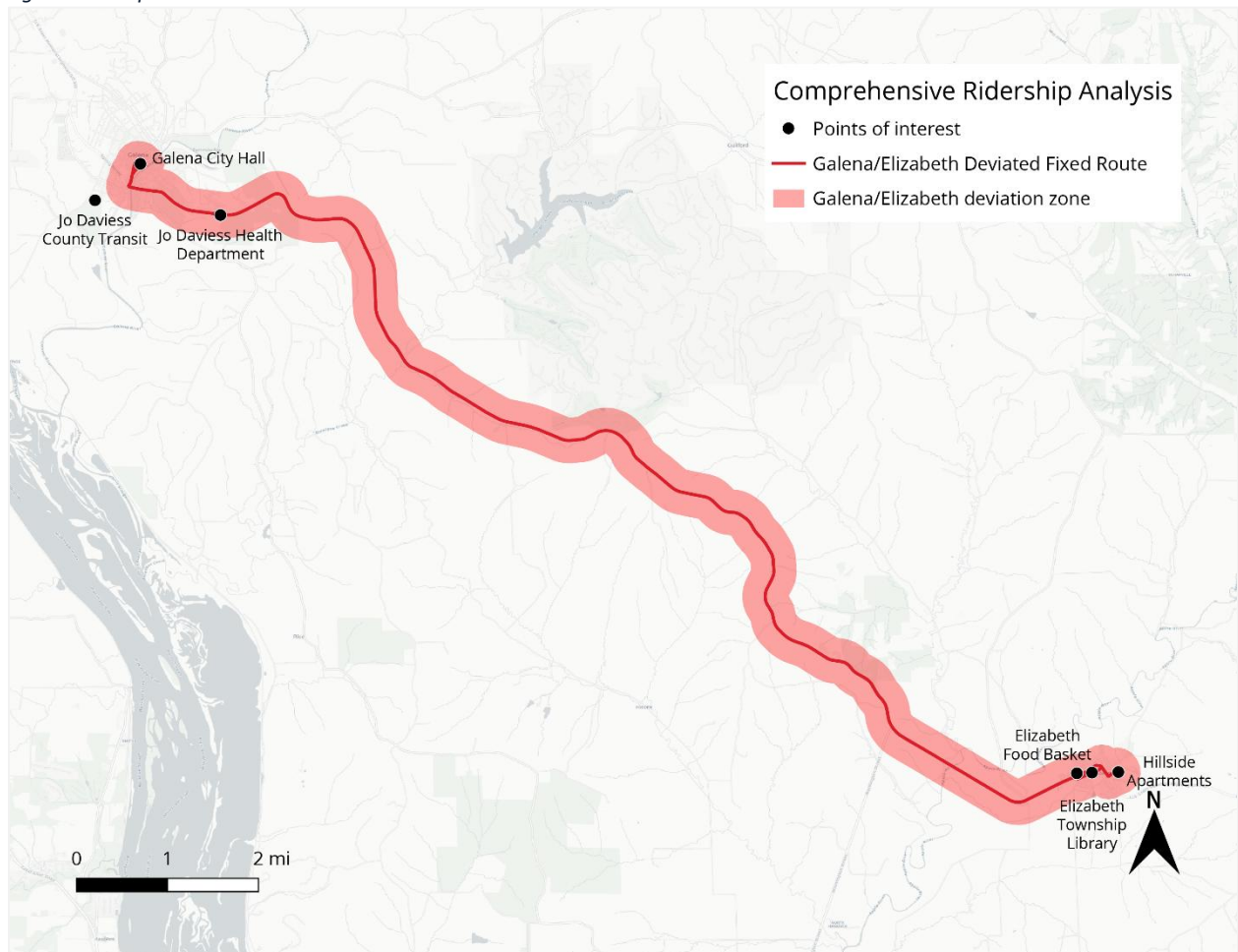


# Operational Considerations

## Route Description

One local deviated fixed-route providing service along U.S. Highway 20 from Downtown Galena to the Hillside Apartments in Elizabeth. The route would operate as a “commuter shuttle” connecting Galena to Elizabeth. Passengers traveling to/within Galena would integrate with the microtransit service presented under Alternative 1. The total route length is 30.2 miles round trip. The recommended route network, including the deviated buffer, is depicted in Figure 31 below.

Figure 31. Proposed Deviated Fixed-Route: Elizabeth and Galena





## Stops and Primary Destination Points

This route would also contain up to 10 stops located at primary destinations along the published route. The route would operate on an advertised schedule with timepoints at established bus stops. Riders would be permitted to call Jo Daviess County Transit the day prior to request deviations to locations within a half-mile radius of the established bus route. Jo Daviess Transit may limit the number of route deviations per jurisdiction or per trip to ensure adherence to the published schedule. Stops would be established at primary destination points presented below:

- Elizabeth Township Library
- Elizabeth Food Basket (route deviation stop based on limited operating hours)
- Galena City Hall (Downtown Galena)
- Jo Daviess County Health Department

## Service Schedule and Frequency

The route would operate Monday through Friday, 6:00 a.m. to 6:00 p.m. The frequency is projected to be 80 minutes round trip. However, the frequency and timepoints for established bus stops would need to be confirmed through field testing conducted with the recommended service vehicle. The operation of two vehicles on route during the scheduled operating hours would increase the service frequency to a projected 40 minutes. The revenue service hours for Jo Daviess County Transit's demand response service totaled 19,698 for fiscal year 2024. The annual service hours for this alternative, under the proposed operating schedule, are projected to total 5,897. This represents approximately 30 percent of the agency's total annual revenue service hours for fiscal year 2024. The recommended schedule can be modified to provide service on specific days and times based on resources and demand.

## Vehicle Selection

In order to provide a service frequency that is convenient for passengers, the utilization of two, 14-passenger wheelchair-accessible Light Transit Vehicles (LTVs) within the current fleet is recommended. The operation of two vehicles on route during all operating hours would increase the service frequency to a projected 40 minutes. The LTVs within the agency's current fleet do not require a Commercial Driver's License (CDL) to operate and would accommodate the numbers of passengers that would use the service in its initial pilot phase of operation. However, a larger, low-floor vehicle with a ramp allows for a quicker boarding experience for passengers with mobility limitations that require the use of wheelchair or a walker, or who are unable to climb steps. A ramp takes less time to deploy than a hydraulic wheelchair lift. Consideration should be granted to a revised, low-floor vehicle option to operate service under an established program, beyond the pilot phase.





## Additional Considerations

### **Schedule for Out-of-County Demand Response Trips**

In an effort to maximize limited resources, Jo Daviess County Transit should establish a standing schedule for demand response trips performed outside the county. This is a common practice among demand response providers. With a vast service area of a 100-mile radius from the county seat, Jo Daviess County Transit provides services to many jurisdictions outside of the county and into neighboring states. During the one-month sample period (October 2023), approximately 14 percent of trips were out-of-county. Dubuque, Freeport, and Madison were among the most frequented destinations outside of Jo Daviess County during the sample period. Alternative 2 will address the need and demand for out-of-county trips to Dubuque and East Dubuque. However, establishing a schedule for delivering out-of-county trips to alternate, primary locations under the agency’s demand response program is recommended. Jo Daviess County would provide service to specific jurisdictions on certain days of the week (e.g. every Tuesday or Thursday) or certain days of the month (e.g. every first and third Monday). The schedule for out-of-county transportation services can be developed based on current travel patterns and feedback from passengers who utilize these services. The schedules, once established, would be published and communicated to passengers and respective stakeholders and organizations, as identified.

### **Microtransit Service in Elizabeth**

The on-demand microtransit service model can be replicated in other areas following demonstrated successes under the pilot program (Alternative 1). For example, a microtransit service zone could be established in Elizabeth. The deviated fixed-route proposed under Alternative 3 would continue to operate, providing connectivity between Elizabeth and Galena. One vehicle could be used to operate route deviation service between Downtown Galena and a designated point in Elizabeth. The second vehicle recommended under Alternative 3 could be reallocated to provide on-demand, microtransit service within Elizabeth during peak travel times.

### **Workforce Transportation**

The need for transportation services in the Southern portion of Jo Daviess County, along the Illinois Route 84 corridor into neighboring Carrol County was identified as a need among project stakeholders. Transportation services to Hanover, Savanna, and major employers located south of Savanna would reduce barriers and provide access to employment opportunities for Jo Daviess and Carrol County residents. A workforce transportation “shuttle” could be established under Jo Daviess County Transit’s



demand response program in the interim with a potential shift to on-demand with the potential introduction of same-day service. Coordination with major employers is required to identify transportation needs and the shift times when employees require transit services. The shuttle could service employers within the Savanna Industrial Park and major employers located along the Route 84 corridor including, but not limited to:

- Quality Concrete
- Elkay Manufacturing
- Mills Machine
- Metform

Jo Daviess County Transit could collaborate with business development groups to establish a consortium of interested employers for the creation and operation of a workforce transportation shuttle.

## Conclusion

Each service alternative provides same-day service to areas with the highest projected demand based on data collected under the study effort. Although each alternative focuses on a specific service area, the resulting administrative and operational efficiencies would have a positive impact Jo Daviess County Transit's demand response program. The introduction of on-demand, microtransit service under Alternative 1 would enable the agency to build its technology infrastructure, offering passengers an electronic mechanism to directly reserve trips. This infrastructure will also support the seasonal Saturday service provided under contract with the City of Galena. Each alternative can be easily replicated following demonstrated successes during the pilot phase, defined as a twelve-month period. Data collected during the pilot phase will be integral to informing future service enhancements for Jo Daviess County Transit.

## Fare Structure and Media

The current fare for general public, demand response service is based on distance traveled. The cost of an out-of-county trip is \$6.00 per hour, calculated from the time of pick-up to drop-off. Jo Daviess County Transit uses a district map to calculate the fare for trips performed within the county. The fare within Jo Daviess County is \$1.00 per trip, plus an additional \$1.00 per district in which the customer travels through. The cost for transportation for Veterans is covered by a third-party entity; therefore, the cost for the trip is free to the Veteran as the end user.



As noted, the agency's fare structure, established in 1988, has remained unchanged since its inception. The agency's farebox recovery ratio for fiscal year 2024 was recorded at 1.9 percent, which is well below the industry standard of 7 percent. The fare structure for demand response services for peer providers in Illinois is presented in Table 15. The data presented provides context on the cost of transit service in neighboring communities.

Table 15. Fare Structure for Demand Response Providers in Illinois

Agency	Location (County)	Children	Adults	Older Adults (60+), Persons with Disabilities, and Veterans
<b>Bureau and Putnam Area Rural Transit (BPART)</b>	Bureau and Putnam			
	In-town	Free (12 and under)	\$2.50	Donation for older adults suggested based on standard fare
	In service area		\$4.00	
	Out-of-county		\$4.50	
Trips to Peoria and Ottawa (available specific days of the month)		\$15.00		
<b>Reagan Mass Transit District (RMTD)</b>	Lee			
	In-town	\$1.00 per trip (5 and under)	\$2.00 per trip	\$1.00 per trip
	Out-of-town	\$0.35 per mile (5 and under)	\$0.35 per mile	\$0.35 per mile (capped at \$5.00)
<b>Fulton County Rural Transit</b>	Fulton			
	Canton		\$2.00 per trip	\$1.00 per trip
	Fulton County		\$5.00 per trip	\$2.50 per trip
<b>Monroe Randolph Transit District (MRTD)</b>	Monroe and Randolph		\$6.00 per trip	
		<i>Half fare of \$3.00 per trip for participating municipalities</i>		
<b>Central Illinois Public Transit Program</b>	Christian, Clay, Effingham, Fayette, Montgomery,			



Agency	Location (County)	Children	Adults	Older Adults (60+), Persons with Disabilities, and Veterans
	Moultrie, and Shelby			
	In-county	Free with fare paying adult (5 and under)	\$2.00 per trip	Senior transportation is available with a suggested donation of \$1.00 per trip
	Out-of-county		\$1.00 per mile <i>(available on a limited basis)</i>	
<b>Douglas County Transportation</b>				
	Within city limits or rural town within county	Free (5 and under) \$1.00 per trip (6 to 10)	\$2.00 per trip	Suggested donation of \$1.00 per trip for adults over 60
	Outside city limits or rural towns within the same county		\$4.00 per trip	\$4.00 per trip
	Out-of-county		\$7.00 per trip	\$7.00 per trip

The fare for deviated fixed-route service is traditionally lower than the fare for a more personalized, origin-to-destination (demand response) service. Additionally, fares for an on-demand, microtransit service are inherently higher than traditional transportation services due to the increased level of service. Further evaluation of fares for current and any potential future transportation services that may result from this study is recommended.

Fares under each alternative could be implemented through a phased approach. As a courtesy to passengers and marketing strategy to promote and encourage use, Jo Daviess County should consider delaying implementing fares through the initial launch, or Phase I, of any new services. Phase I could be defined by a specific time period (e.g. seven days) or number of rides (e.g. first 10 rides). In Phase II, Jo Daviess County would introduce a reloadable fare card for both microtransit and demand response services, and a cash fare or pass option for route deviation services. In Phase III, an electric fare payment option and a multi-trip pass offered at a reduced rate would be introduced for all modes of service.

Table 16 reflects the fare structure under the phased approach, as outlined. A discount program for individuals with disabilities and seniors (65 years of age and older) and free fare program for Veterans could be implemented during the pilot or under an established program.



Table 16. Phased Approach to Trip Payment for Twelve-Month Pilot Program

Phase	Duration	Description
Phase I	Within the first seven days to two-weeks following program launch	Fares suspended as a customer courtesy and promotional effort
Phase II	Close of Phase I to 6 months	Introduction of a reloadable fare card and multi-trip pass
Phase III	6 to 12-months	Introduction of electronic fare payment

## Marketing and Branding

A recurring theme among survey responses was the public’s lack of knowledge of available transit services or how to use them. This was reinforced by the majority of community stakeholders engaged in the interview effort. The preferred method for receiving information about Jo Daviess County Transit services among survey respondents was print media, followed by mail and e-mail. The data confirms the methods and platforms most effective for providing education and information about Jo Daviess County Transit services, including the potential introduction of new service options.

Extensive community outreach and customer education is imperative to the success of new service alternatives introduced by Jo Daviess County Transit. It is often difficult for current and potential customers to translate the new service into a positive experience. A strategic marketing and promotional effort is recommended to ensure the community (a) is aware of new service offerings, (2) understands the benefits of same day service offerings, and (3) are informed on how to secure and navigate transportation services under any new model. In addition to a comprehensive marketing campaign, travel training during the initial launch of program and beyond should be provided to current and prospective customers.

The development of a distinct program name and brand for microtransit and deviated-fixed route services will aid in marketing efforts. Brand recognition will help increase community awareness and assist in outreach efforts to promote the new service offering. Jo Daviess can engage a third-party vendor for brand development, engage local educational institutions for assistance from graphic design or arts major students, or elect to perform in-house. A community branding effort would help bring awareness to new service offerings. The program branding should be represented on vehicles, service brochures, rider guides, fare media, and bus stops. National RTAP’s [Marketing Toolkit](#) is a free resource providing valuable information on marketing activities for different service modes.



# Travel Training

Travel training, including classroom and field training, are critical to bring awareness to and promote new services to the community. Jo Daviess County could offer a training program to include a standing “Transit 101” educational effort that is offered in-person or via social media. The creation and publication of a *How to Ride* video could be created, published, and distributed for promotional purposes. Training and educational materials are recommended for development and distribution in print format. Ongoing engagement and standing travel training sessions should be established with the local school systems, hotels, health and human service agencies and senior centers, major employers, and/or primary housing complexes. Travel training opportunities will educate the community on how to access and successfully navigate current and new services.



# Financial Projections

## Projected Technology and Capital Costs

### Microtransit Service

To support a microtransit pilot program proposed under Alternative 1, Jo Daviess County Transit would need to acquire the following back-end and customer-facing technology solutions: (a) an automated scheduling feature, (b) same-day, microtransit suite that supports electronic trip reservations, and (c) a reloadable fare card option. Ideally, the platform would be able to accommodate and track route deviation requests to support Alternatives 2 and 3. Pricing for backend scheduling and dispatch software is customized to meet the needs of the agency. Therefore, no technology solutions of this nature are available on the Illinois state contract. Pricing would need to be secured through direct engagement with technology vendors or a formal procurement effort initiated by Daviess County Transit. An additional capital cost for scheduling and dispatch software that supports same-day, microtransit service is estimated at \$30,000 to \$40,000.

### Deviated Fixed-Route Service

In order to support operations Alternatives 2 and 3, Jo Daviess County Transit should acquire software that includes customer-facing technology that would allow riders to plan their trips on an app, view live bus locations, and pay fares with an account-based system. While automated passenger counting (APC) technology would be cost prohibitive, the software should offer a tablet-based interface for drivers to easily track passenger boardings. Examples of vendors include Passio, ETA, and GMV Syncromatics. Announcement of published stops performed by the operator or an on-board, Automatic Voice Announcement (AVA) system is not required by the ADA for route deviation services. The capital cost for technology software is estimated at \$30,000.

### Brand Development and Marketing Materials

The development of a district brand is essential for the success of new public transportation offerings in Jo Daviess County. A strong, recognizable brand establishes trust, increases visibility, and promotes the value of transit services administered by Jo Daviess County Transit. By fostering public awareness and reinforcing a positive perception of transit, brand development encourages increased ridership and community engagement. Additionally, it will ensure consistency in messaging across all platforms, from advertising to customer service, which is critical in building credibility and reliability. An effective brand will increase public awareness and strengthen the program's connection with community stakeholders.



Jo Daviess County Transit may elect to engage a third-party vendor for brand development or pursue a low-cost option by addressing in-hour or through a community engagement effort. The estimated cost of brand development ranges from \$750 to \$2,500.

Marketing and educational materials including service schedules and rider guides would need to be created for any new programs and services. Program branding would be applied to such materials, vehicles utilized for service, and bus stops, if applicable. The estimated cost of marketing and promotional materials and vehicle branding (print and installation of vinyl graphics) is \$7,000 to \$10,000. Jo Daviess County may secure sponsors from community organizations to help mitigate print costs.

## **Bus Stops**

With the introduction of deviated fixed-route service, Jo Daviess County Transit will need to purchase a vehicle and install bus stops. The estimated capital cost for bus stops is approximately \$400 per stop. The cost includes sign design and printing, galvanized steel post and hardware, and installation. After a successful pilot of the route, Jo Daviess County Transit should evaluate high-traffic bus stop locations and local infrastructure to determine the feasibility of installing concrete pads for wheelchair accessibility or amenities such as seating or a covered shelter. Jo Daviess County can partner with local municipalities and stakeholder groups to sponsor passenger amenities at identified bus stop locations.

## **Projected Operating Costs**

An increase in personnel capacity is not required to support or deliver services under each alternative. However, it is recommended that Jo Daviess County Transit engage a part-time or full-time Mobility Coordinator to support marketing and community education efforts and establish a formalized travel training program. This would meet a primary need identified by the community through public engagement efforts and to ensure the success of any new programs or services that may result from this study effort.

The total annual cost for a part-time position is estimated at \$33,743, or \$21.63 per hour, for 30 hours per week. Option A would increase labor costs by approximately 3 percent. The anticipated cost for a full-time position is \$64,000, which includes a base salary of \$45,000 and benefits. Option B would increase labor costs by approximately 5 percent. The anticipated increase in labor costs for each option is based on FY2025 budget figures.





## Revenue Sources

Jo Daviess County Transit should engage IDOT to determine the amount of available Federal or state revenue for the implementation of service alternates, including capital, technology, and operating costs. Potential local sources of revenue include, but are not limited to, local municipalities, local healthcare systems, business development groups, and employers. UnityPoint Health - Finley Hospital, MercyOne Dubuque Medical Center, and Midwest Medical Center are key trip generators that will be accessible through transit under specified service alternatives.

## Community Feedback on Proposed Recommendations

The draft recommendations were presented to project stakeholders and the public for input. Two community meetings were held on Wednesday, February 19, 2025 at the Elizabeth Community Building. Feedback was provided by nine attendees, including citizens, a member of the project’s Technical Advisory Committee, community partners, and a representative from Pretzel City Transit, the public transportation provider for the City of Freeport and Stephenson County. Jo Daviess County Transit personnel and the RLS & Associates, Inc. project manager offered education about the study effort, data utilized to formulate recommendations, and the resulting options for service and system enhancements.

Input provided by attendees aligned with themes identified from the customer use and satisfaction survey effort and one-on-one interviews with Jo Daviess County Transit personnel and community stakeholders. A primary theme was the need for increased education and awareness of transportation services administered by Jo Daviess County Transit. Recommended platforms for community education included newsletters and print media, billboards, local community groups, and church networks. Jo Daviess County Transit is pursuing the majority of the opportunities referenced by community members. However, a Mobility Coordinator, as recommended, will increase these efforts and expand the agency’s reach within the community. Attendees expressed support for a same-day service offering. The ability for passengers to schedule trips directly via mobile app or weblink under the Alternative 1 was noted as a plus. Additionally, attendees were in favor of an account-based, electronic platform for customers to pay for services.

**JO DAVIESS COUNTY TRANSIT**

# COMMUNITY MEETING

Help shape the future of public transportation in Jo Daviess County! Share your thoughts on proposed service and system improvements for Jo Daviess County Transit.

**ELIZABETH COMMUNITY BUILDING**  
402 West Street  
Elizabeth 61028

**WEDNESDAY, FEBRUARY 19TH**

**Drop-in Times**  
12:30 p.m. to 2:00 p.m. & 5:30 p.m. to 7:00 p.m.

Need a ride to the meeting? Contact Jo Daviess County Transit at 777-8088 by 12:00 p.m. Feb. 17th. Need translation services or materials in a different format? Contact Jo Daviess County Transit on or before Feb. 14th.



## Conclusion

This study contains recommendations for a same-day service offerings identified as most appropriate for Jo Daviess County Transit. The alternatives will reduce barriers and increase customer service in the proposed service areas by eliminating the advanced reservation requirement. An on-demand, microtransit service delivery model is well suited for short trips, at 4 miles or less. Advanced reservation service is appropriate for longer trips, especially those connecting the City of Galena to the more rural, less densely populated areas. Alternative 1: Microtransit Service in Galena represents an improvement in both operational and administrative efficiencies. An increase in ridership is expected due to microtransit's ability to support more short-distance trips while demand response can concentrate on longer-distance rides. Additionally, this alternative reduces the passenger wait time and provides an electronic platform for booking trips and receiving real-time service updates. As a result, the reduction in call volume through the Jo Daviess County Transit office will make the dispatch team more readily available to provide customer service.

Introducing a revised fare payment option, such as a reloadable fare card or an electronic payment platform, will streamline administrative processes related to fare reconciliation. The shift to same-day service offerings for demand response, along with a more strategic approach to scheduling out-of-county trips, will enhance the productivity and efficiency of all programs and services administered by Jo Daviess County Transit.



# Appendix A: Survey Instrument



## Take Our Public Survey!

Jo Daviess County Transit wants your feedback and perspectives to help improve the existing transit service, and continue to increase ridership and demand. This mailer contains a printed survey inside. Fill out the survey and place in the enclosed return envelope with pre-paid postage to share your feedback. Your voice matters!

Want to take a digital version of the survey? Scan the QR code or go to: [bit.ly/JoDaviessTransitSurvey](https://bit.ly/JoDaviessTransitSurvey)  
Si necesita una versión en español, llame a XXX.XXX.XXXX

### Participate for a chance to win a gift card!

Completed surveys will be entered into a raffle for a chance to win a \$50 gift card. Please submit your responses by October 21, 2024.

*One entry per person. This gift card cannot be redeemed for cash.*



The following questions are optional but provide helpful demographic info:

#### 10. Which of the following best describes your age group:

- a. Under 18
- b. 18-24
- c. 25-34
- d. 35-44
- e. 45-54
- f. 55-64
- g. 65 or above
- h. Prefer not to answer

#### 11. Which category best describes you?

- a. American Indian and Alaska Native
- b. Asian
- c. Black or African American
- d. Hispanic or Latino
- e. Middle Eastern or North African
- f. Native Hawaiian or Other Pacific Islander
- g. White
- h. Multi-ethnic
- i. Prefer not to answer
- j. Other (please specify)

#### 12. What is your highest level of education achieved?

- a. High School
- b. Bachelor's degree
- c. Master's degree
- d. Doctoral degree
- e. Prefer not to answer
- f. Other (please specify)

#### 13. What is your annual household income?

- a. \$25,000 - \$50,000
- b. \$50,000 - \$75,000
- c. \$75,000 - \$100,000
- d. \$100,000 - \$200,000
- e. \$200,000 or more
- f. Prefer not to answer

#### 14. How would you describe yourself?

- a. Male
- b. Female
- c. Non-binary
- d. Prefer not to answer
- e. Other (please specify)

#### 15. Are you interested in entering a drawing to win a \$50 gift card?

- a. Yes
- b. No

If you selected yes for question 14, please provide the information below:

Full Name:

Email address:

Phone number:

### Participate for a chance to win a Visa gift card!

Please submit your responses by October 21, 2024.

#### Questions? Contact Us!

- [www.jodaviesscountytransportation.com](http://www.jodaviesscountytransportation.com)
- [transitdispatch@jodaviesscountyil.gov](mailto:transitdispatch@jodaviesscountyil.gov)
- (815) 777-8088

Printing in this area is not allowed. Reserved for addressing/postal mailing purposes.

Permit # Goes Here

Jo Daviess Transit  
710 S West St  
Caldwell, IL 61036



Si necesita una versión en español, llame a xxx.xxx.xxx

Please answer the following questions:

**1. What is your relationship to Jo Daviess County, Illinois? (select all that apply)**

- a. I live in Jo Daviess County
- b. I work in Jo Daviess County
- c. I go to school in Jo Daviess County
- d. I go to school outside of Jo Daviess County
- e. I drive to Jo Daviess County regularly (at least twice a week)
- f. I have driven through Jo Daviess County
- g. I have no relationship with Jo Daviess County (if selected, no need to proceed further)

**2. Who do you think transit service benefits in your community? (select all that apply)**

- a. The elderly
- b. Students
- c. Children
- d. Those who cannot afford a personal vehicle
- e. Those who have a personal vehicle and commute to work
- f. Those who prioritize reducing their impact on air quality
- g. I don't think transit services benefit anyone in my community
- h. Other, please use the below box to share your thoughts on the benefits of transit service in your community:

**3. Would you be comfortable with us contacting you about your transit experience?**

- a. Yes, my email is:

- b. No, don't contact me
- c. I do not ride transit

**4. How would you describe your use of public transit in Jo Daviess County? (select one)**

- a. I ride transit in the County
- b. I have used transit in the County
- c. I do not ride transit

If you chose letter a for question 4, proceed with questions 4a-4d. If you chose letter c, proceed with question 5 on page 2.

**4a. How often do you use public transit in the County (select one)**

- a. I ride transit often in the County (at least once a week)
- b. A few times a week
- c. Once every few weeks
- d. Once every few months
- e. Rarely

**4b. Please select the districts where you have used Jo Daviess transit (select all that apply)**

- a. District 1 (Dunelith, Menominee Township)
- b. District 2 (Vinegar Hill, Council Hill, Rawlins Rice, West Galena, East Galena Township)
- c. District 3 (Scales Mound, Apple River, Guilford, Thompson Township)
- d. District 4 (Elizabeth, Woodbine, Ilanover, Derinda Township)
- e. District 5 (Warren, Rush, Nora Township)
- f. District 6 (Stockton, Wards Grove, Pleasant Valley, Berreman Township)

**4c. Where do you find information about the transit services Jo Daviess County provides? (select all that apply)**

- a. Printed materials from the transit agency
- b. Transit agency's website
- c. Third party website or smartphone (e.g., Google Maps or Transit App)
- d. Word of mouth
- e. N/A
- f. Other (please specify)

**4d. How useful do you find your local transit agency's services? (select one)**

- a. I can use transit for nearly all the trips I need to make
- b. I can use transit for most of the trips I need to make
- c. I can use transit for some of the trips I need to make
- d. I can rarely or never use transit for the trips I make
- e. I am unsure. I don't have enough experience with the agency to rate it.
- f. I am unsure. Please explain below:

1 of 3

**5. If Jo Daviess County implemented a fixed-route service (predetermined route with a predetermined schedule), would you utilize and where would you like to travel to? (select one)**

- a. Yes, I would use the service
  - i. District 1 (Dunelith, Menominee Township)
  - ii. District 2 (Vinegar Hill, Council Hill, Rawlins Rice, West Galena, East Galena Township)
  - iii. District 3 (Scales Mound, Apple River, Guilford, Thompson Township)
  - iv. District 4 (Elizabeth, Woodbine, Ilanover, Derinda Township)
  - v. District 5 (Warren, Rush, Nora Township)
  - vi. District 6 (Stockton, Wards Grove, Pleasant Valley, Berreman Township)
- b. No I would not use the service
- c. I'm not sure

**6. What enhancements to transit services would facilitate you using transit (more) in Jo Daviess County? (select up to three)**

- a. More frequent buses
- b. Morning service before 6:00 a.m.
- c. Evening hours after 6:00 p.m.
- d. Service on the weekends
- e. Increased access to locations outside of the County including but not limited to, Dubuque, Hazel Green, Lena, Lake Le-Aqua-Na State Park, Blackhawk Battlefield Park, Pearl City, Mississippi Palisades State Park, and Sivanua
- f. A fixed-route option that operates on a predetermined schedule Service to and from special events
- g. Service to large commercial centers
- h. More information on how to access and use transit services
- i. Increased access to community employers including, but not limited to, Amerisold Logistics East Dubuque, Walmart, Midwest Medical Center, FHN Jo Daviess Family Healthcare Center, and FHN Memorial Hospital
- j. Increased access to schools and educational centers including, but not limited to, Loras College, University of Dubuque, Northeast Iowa Community College, Capri College, and Jo Daviess Carroll CTE Academy
- k. Even with the service enhancements, I would still not use public transit
- l. Other (please specify)

**7. What is your preferred outlet(s) to receive news/updates regarding Jo Daviess County information? (select the top three that apply)**

- a. Newspaper (print)
- b. Newspaper (digital)
- c. Email
- d. Postal Mail
- e. TV
- f. Radio
- g. Social media
- h. Smartphone app
- i. Other (please specify)

**8. Please any additional comments related to Jo Daviess County Public Transportation below, such as any challenges in your ability to use the service, thoughts on expanding the service, thoughts on continuing to provide the service, and any other information you would like to share with the project team:**

**9. Would you be interested in receiving more information about this project or other transportation information in the area?**

- a. Yes (If yes, please provide your preferred email address in the box below)

- b. No

2 of 3



# Appendix B: Open Ended Survey Responses

## Positive Comments, Appreciation for the Service, and Feedback from Vulnerable Populations:

- Only used it to get to a doctor's appointment - car repair
- Used it when needed
- I only used transit to accompany my elderly mother to a doctor's appointment when she was alive.
- It depends on whether or not we have car trouble
- I think it's very useful in general but I really don't use it personally.
- I no longer need the services, but I would highly recommend them
- I do not personally utilize transit in my current professional role but utilized it regularly in the past with no issues to report.
- Yes, I would use the service
- I live in Elizabeth and work in Galena I would like to use it 2 or 3 days a week to save of car/gas expenses
- I think transit is a great service
- No personal vehicle so utilize transit service
- Those who don't want to drive
- When I had my knee and hip replacement I could not drive. I depended on transit to get to my PT and appointments
- People can be productive
- I think it is great
- Those who can no longer driver. Those who can't drive
- Veterans!
- MD and health care appointments
- Individuals with disabilities. This is so important.
- I plan to use the transit service when I am no longer able to drive.
- People who have doctor's appoints or need to get to the airport
- The disabled that have to live alone and need transportation that accommodates a wheelchair
- Those who are sick at a moment and need to get to doctors appointments
- Anyone who doesn't have a form of transportation to MDD or grocery store
- People who rarely need to be driven anywhere who like to save money
- Those who are unable to drive to go to Dr. appts
- Benefits - someone who has had surgery and can't drive. Help to doctor's appointments etc.
- Handicapped/ special needs
- Can certainly be a great help for the elderly, especially if they no longer can drive
- I think that's great
- People with health problems
- I think it's wonderful



- Elderly have no transportation
- The mentally challenged
- Physically challenged, mentally challenged
- Those with special needs
- If I lived there full time I would need help with groceries very isolated farm
- Those who need medical care at Iowa City or Madison but are uncomfortable driving there
- Perhaps students, children. I don't really know
- Benefit handicapped/disabled
- I think all of our community will benefit from it.
- Seniors
- Those with disabilities, veterans
- Those who cannot drive due to license revoke
- Drs appointments especially outside the county
- Wonderful
- People with disabilities that prevent them from driving
- Transit great for old like me
- Handicap people
- Individuals with disabilities and who are unable to drive for any reason
- People who need help getting to doctor appointments
- Those that can not drive
- Those who cannot drive themselves
- people with disabilities
- For the people in a nursing home
- special needs people
- Handicapped
- Transit also helps the handicapped who cannot travel in standard vehicles and those who need medical appointments
- disabled community
- Because of my age I prefer to use the Transit for more than ever
- People that need transportation
- Those who don't have a drivers license anymore
- Doctors appointments
- People who cannot drive
- Handy for PT
- I think this is a wonderful service to offer people.
- Those who are disabled to drive
- unable to drive a car or do not have a license
- Lots of retired people. some will benefit for doctors appointments and rides to rockford to catch bus
- Persons with limited mobility or disabilities
- Its for people who can no longer drive.
- Anyone that is in need of transportation
- Those unable to drive themselves due to health issues
- Need to benefit everyone!
- veterans



- workshop
- someone who doesn't drive and has to go elsewhere for doctor, groceries
- Those trying to save money
- Those who don't know how to drive
- medically needful, those who lost their driver's license
- ride to stores and doctors appointments
- People with disabilities or need rehab
- Assisting the handicapped
- If one cannot drive, or has no car transit service is mandatory if one is to live anyone in the county.
- For medical services that are far away or I am unable to drive afterward.
- Those people who have a temporary medical issue and can't drive
- Our all inclusive community
- The consumers of the workshop
- Those with disabilities
- Those on public aide. those who do not have a license
- All people for doctors appointments
- Those unable to afford a taxi
- Those who have medical needs unable to drive
- Veterans to and from their appointments. sometime i will have 3 appointments in a week and its extremely helpful.
- elderly to get to grocery store, walmart, doctors appointments, and therapy
- taking elderly and disabled to doctors appointments or hospital
- Handicapped with wheelchair
- Those who's car is being repaired
- People traveling to the county
- This benefits anyone who lives in Jo Daviess County
- Workers to the workshop and seniors who can't drive
- May use it now that I know about it
- It's great, available for everyone
- those who may have a disabled vehicle
- Anyone is the JoDaviess area.
- If you only have 1 car and you need transportation while the car is being serviced
- Local residents traveling in need of transport to bus terminals
- All
- Special needs persons
- The work shop employees
- All of the above
- Everyone!!
- People who are mandated for services, but have no transportation.
- Members of the community who are visually impaired
- I have used transit for personal and medical appointments, they have been over the top caring, helpful and sometimes working with me for appointment s.
- The handicapped who can't drive and those who have medical procedures that make them unable to drive home.



- Everyone, it benefits both those that use it, in an obvious sense, and even those that don't, in the drivers it take off the road, clearing the road for the ones remaining.
- Those who cannot drive due to a medical condition. Mine was epilepsy. I wasn't allowed to drive for 8 months and relied of this service to get me to work and to my doctor appointments. it was a huge help to me.
- I greatly appreciate all the rides I have taken to Rockford to take there bus to airports
- People can be productive
- Everyone. At some point, we've all been without a vehicle for one reason or another.
- Those who cannot drive and don't have friends or relatives available to take them somewhere.
- Those who are unable to have a vehicle.
- Providing an additional option for visiting family & friends in Chicago and Suburbs.
- Some people with disabilities
- Those of any age whose physical impairments do not allow them to drive.
- individuals with special needs
- And people with disabilities. I happen to have a hearing loss disabilities. Due to my vertigo/unbalanced.
- Those that are physically unable to drive
- Those who are unable or find it difficult to drive.
- Those who are disabled and cannot drive due to physical or mental impairment.
- Handicapped
- People who do not drive due to disability or other reasons.
- Option if car trouble
- Individuals with developmental disabilities
- Those who are disabled.
- Benefit those whose medical issues may be temporary after a surgery when driving is restricted.
- The disabled
- Only if I had no personal vehicle
- In the future I would use
- Personally do not service, but know many benefit from service!
- You are doing a good job
- I hope to move to Coatsworth building and would use service more
- I have a family to give transportation, but if I didn't I would want it
- I think its a great service but I do not need it at this time
- When I have need in future couple years
- Residents in the senior community would benefit from all of the above.
- My children would use it for sure!
- I grew up using a transit system in a fairly rural area: used the bus for after school sports, then AM/PM work. It would be nice to see something in place to alleviate traffic. We live off Blackjack and the Parker is going to make "quick" downtown runs impossible.
- I have seen this service work well for community members that cannot drive due to injury or do to age. The ability to go grocery shopping or to a medical appointment at scheduled times would be best. I also think due to the lack of parking downtown, a schedule around events would be good as well.





- Affordable public transportation is a much-needed service in JDC. I know several people who rely on this for doctor appointments, work, groceries and other needs. At this time, I am fortunate to have family but since I may need transportation in the future. Thank you.
- If a loop were provided, I would still need to get to a location stop but this would help if I want to go to downtown Galena and don't have to worry about parking.
- I use the transportation provided by Prairie Ridge, but if they are unable to help me, I will contact the County Transit
- It is a great service if you would need it.
- It was great to get a ride to Iowa City for a doctor's appt.
- I will need it within the next year. I do not use it now because I still drive. I am 88 and will need it when I can no longer drive.
- I work in healthcare. Seems like transportation is a problem for people to get to medical appts.
- I think transit is a wonderful opportunity for Jo Daviess Co. So thankful - even though I have not used it yet.
- Because of the limited public transport in Jo Daviess, I appreciate the team pursuing information to determine whether there is an actual interest/ need in enhancing these services!
- I still am able to drive my car but for future I hope JDC Transportation is available.
- I do not use transit but if it ever comes to that I think it is a great service and benefits many. I do hope it is able to continue well into the future!
- We don't but rarely if ever use the transit now, but we are older now and may need it more as we age.
- We recently learned that we can use JDC Transit for rides to area/ regional airports. That is an excellent service and we definitely plan to use it in coming months.
- Jo Daviess County Public Transportation is excellent. The drivers are very friendly and helpful. Great for doctor appointments please keep the transit.
- My late husband, who was disabled, and I used the transit a lot for doctor appointments both in and out of Galena. I have used it myself for out-of-town medical appointments. It is a very good useful service and all the drivers were very helpful and courteous. It is a god send for elderly and disabled people. As I am older, I may need to use it more as time goes on.
- Always ready to help me
- I believe the transit is a great service in the county and I may need the service if I can no longer drive.
- Think it is a great service and hope it continues to benefit all who need help in transportation in our rural areas and small towns!!
- I believe the elderly and patrons with health disabilities greatly benefit from this service. I would like this service to continue. I will use this benefit in the future. I would like to see this service for medical appts and shopping in Monroe, Freeport, Galena, IL and Dubuque, Iowa. Thank you for doing this service!
- I work for a home health agency (24 hours Core LLC), we frequently refer our patients to transit and also assist patients in setting up transit for our patients. This is such a great asset to our community especially with the increasing elderly population. Thank you for the service!
- I think it is one of the best things implemented in Jo Daviess. It helps so many people get to appts and shopping. But I don't have a car and have to depend on family and friends this offers me a freedom and able to feel free and normal again.



- Very grateful for the service! I resisted using it for a while because I was afraid I would be taking spots needed by elderly and disabled people. I may ride it more in the future to just explore and do fun things.
- I currently don't have a need for transit services but I think it is a wonderful and much needed service. I know numerous people who use it. I would not want our community to lose this service.
- Some sort of disability access
- To date, have not had the need to utilize this service. BUT appreciate the opportunity to utilize should the need arise in the future. \*Very Important to this Area
- I have my own vehicle hence, I don't use very often. Had surgery recently, can't drive for 8 weeks. So would like to use for doctor appts, etc. also thru church, acquaintances there are a lot of older people
- Transit is a necessary service for Jo Daviess County. I hear only good things from those who use it.
- I drive now - but want it there when I can't. My mother used the transit often from age 80 on (to 91). This kept her independent, active, and proud of her ability to get around on her own. I hope I will have the same opportunity.
- I have heard nothing but good about the transit. But as long as I am able to drive, I wouldn't be using it.
- While I currently do not use the public transit system, I foresee a day in the coming decades where I can no longer drive and it will help me continue living in the county. Please keep the service going. Thank you!
- Though I don't personally use the transit system I do know a number of people who do and for them it is a vital service. I recognize that at some point I too many need it and it would be nice to know it will be there.
- I don't use the transit but I volunteer for many non-profits who serve the needy. They need rides to their employers on a daily basis
- We are glad that it is available for those who need it.
- Retired and able to drive
- I do not use the service but many of my patients do. I do in home physical therapy. Are there flyers available to hand out to people who could use the service?
- Using wheelchairs
- I was to use the transit when I was manager at Prestwood Apts. We would go to the hospital for luncheons. It was very nice and having for those in wheelchairs to be able to go with us. Thank you.
- I live in the Territory and have not used the service. We appreciate that it is available for many. Thank you
- I think it is extremely important to continue to offset the service. Though I still drive, I am increasingly struggling with driving after dark and would like to be able to use the service after dark for evening activities. I strongly support increasing this service to evening and weekend hours.
- My mother uses the service to go to her Dr. appointments. The drivers she had in one instance did not take her to correct location or pick her up at correct location. I had to assist them both times
- I am 98 and do no longer go much - but to Lena and Freeport. When I did use your service it was great!



- I think it is a valuable service unfortunately I do not use it.
- I am a health care provider and my clients use Jo Daviess Transit to get to and from appointments. It is a great service, decrease wait times between riders would benefit my clients.
- This service would be great to stay out later in downtown Galena to avoid drunk driving
- No necessarily for myself, but the transit is very helpful for the community and tourist. My only thought is: Make everyone aware of what the transit is and what it can offer. Maybe thru extra efforts through communications and marketing.
- Thanks for the great service! Would love expanded evening and or weekend options
- Currently have not used the service but may in the future. I have heard good/positive on the service.
- I don't really travel many places but ever the need arises I am glad it is available.
- Actually a Wonder Woman just told me how it works and I was very impressed. I did not know about the program. A older woman told me recently, she takes it to DBQ for care or the hospital everyday. I as extremely impressed and since I am older I was very impressed with what she told me. It sounds like a wonderful service.
- I am a strong advocate for public transit. I would like train service to Stockton
- I would use this service more if available in my area
- I don't currently use this service but will likely need to due to age and health in the future. Knowing it is available allows me to plan on aging in my own home. I am happy to have my tax dollars used for this service now and in the future.
- I think this is an INVALUABLE service. I know many people who use it. I thought about it hour could some people go to their medical/dental appointments or to the Food Pantry and many other places rich and poor alike can use this service. No discrimination. I think this is a VITAL asset to Jo Daviess County
- You provide a much needed valuable service. My husband is wheelchair bound so we use transit for our appts and other needs. Everyone is cheerful, competent and helpful. Thank you. We appreciate the service to veterans and will donate time to time for that.
- We could use especially for the seniors going shopping, to the doctor and dentist appointments, going to visit in Madison, WI, going to vet, seniors going to grocery story, etc.
- I like knowing the service is available should I need it. We have one vehicle, my wife works but I am retired. When I need to go somewhere when my wife is at work, I walk or take my bicycle. 2 miles to hospital, 3 to the credit union, and 5 to the post office. I would love a bicycle lane between the hospital and Galena as well as along IL 84 north to the Wisconsin boarder
- i think its a MUCH NEEDED service (even though I have not had to use it, I may well have to in the future). PLEASE keep this service funded and running!!
- Please continue service. Its been extremely important to access medical appt's since I use a wheelchair. The drivers are always helpful and nice. Received this survey by mail too late to return by Oct 31.
- I may use it when I am much older and can't drive
- Jo Daviess Transit is run by dedicated, knowledgeable, honest people. It is an asset to our community. A GREAT asset. I see their buses daily throughout JDC. Their imprint is positive and comforting, to know they ARE there - if needed.
- Transit is much needed. Please keep offering this service to our community
- I think it is a great service although I have not used the service it is a great asset to the area. However, I am guessing at least 50% of the people I know are totally unfamiliar with the service.



- I have utilized the transit for airport pick up in Cedar Rapids. My experience was wonderful! It was very easy and convenient. If extended hours, after 6pm and weekends were available I would have been able to use the service more
- in 2006 through 2008 I was activity director of Elizabeth Nursing home. The transit provided numerous services and outing including going out to eat, sightseeing, parades, too many to mention. As time goes on my body wore out. My husband has a heart condition with many appointments for both of us in in bartington, Honroe, and Madison. We do not have a running reliable vehicle at this time and have to retreat to using a neighbors vehicle up the street. I am sure we will be using the transit more often. Thank you for all you do and your service.
- My children cannot drive due to their neuro-divergence and need to travel when they can't be driven. I would be nice to have access to public transit for them to travel and do it independently
- If I live in my home and can no longer drive, I would be interested for doctor appointments
- Great to help so many of us. Great for us old people. I have used - always well done very good for me - I am 80+ - no drive - transit helps - people are great
- I feel I will use the transit in the future when driving becomes too challenging - especially would be convenient for doctors.
- When son cannot take me, I ride to therapy
- I am a senior and the transit service is greatly appreciated allowing me to maintain some independence and remain in my home. I rely on the service and hope it will continue. I live in a rural area of Galena
- I think the transit services are great, but do not have a need at this time
- You do an awesome job, I work at Midwest Medical Center - Thank you for helping the patients get to appointments
- Not needed currently but I think this is an excellent service
- I work with people who need this service to be improved and recommend it to those who are unfamiliar with the service that is provided and could use improved
- I am very glad you're providing these services... I just don't need them myself yet
- Service was great and on time. Employees were friendly, kind, and helpful
- I can see using the transit once I can no longer drive.
- "I can still drive my car but when I cannot I will be using it. If I needed an out of town I would use it. I know of several people using the service and love it and so appreciate.
- I think it is a fantastic service for so many people. "
- I believe its a much needed service. Some day I might need it. I know people who do use it and rely heavily on it. Thank you.
- Its great! When our one car is in the shop it provides us transportation. So far, we only need it if our car is in the shop. We last used the transportation about two years ago and found the seats very uncomfortable. When upgrading your buses maybe upgrade the seats and/or have foot rests. Thank you!
- I support JDCPT because at some point I will access it and having this program will allow me to remain in my home.
- We do not need or use transit at this time But people we know do and we may need to in the future. It is a much needed and useful service. Many people in area us it! None of us know if we need it.
- Great service for the county. I don't use at this time.



- Good for getting to appointments when you cannot drive home.
- So grateful to be able to take advantage of this service when we were doctoring in Madison. Drivers did great job and we were totally happy with the whole days service.
- I used transit with my former job assisting the elderly for trips to doctor, shopping, etc. I personally do not use it anymore, however, I do think JDCT is a WONDERFUL service for JDC as it benefits many people. I do know MANY people who do rely on your services!!
- This service is very important to our area. We never know when we may be in need of a ride as we get older. My mother used the service when she was alive.
- It is an extremely well run asset of the county
- I am approaching the age where I will need this service. I still can drive but not at night. My husband cannot drive at all and needs this service in a handicapped vehicle.
- Thank you for rides to VA in Iowa city and VA in Madison
- I would use it if I was too old to drive or became homebound
- As long as I am able to drive myself, I am going to. If and when the time comes that I can no longer drive I will then be looking more at the services transit providers
- My dad rode transit once a week to senior day care and I have friends who use transit frequently. I have assisted several Hanover area residents with rides to medical appointments when transit could not accommodate them. I also hear about how helpful transit is for them to do errands and shopping in Galena. It is difficult to spend a while day in Galena when there are later schedules to accommodate. Personally, whenever I called transit to schedule a ride I was given great service.
- Being picked up and returned to my home is wonderful. I now use a walker or a cane briefly and a fixed route would not work for me but I am so happy to ride transit when I want to travel a good distance - doctor or therapy or groceries.
- I don't use now because I can still drive but may need in future or winter. I have several friends who use often or exclusively for their needs. It would be missed by many if not available.
- You provide a very valuable service to JDC! When we were directing my brother-in-laws care, your service was a big help to us. As we boomers age, I think more and more of us will use this service.
- The staff is great, drivers are so nice. They know the directions beforehand. They really care and seem to love their work.
- I have never used the service but regard it as VERY critical and important to residents of Jo Daviess County
- I'm glad there is service for those who need it. I've seen it several times.
- Pretty soon I may have to give up my car keys, then I see myself using the transit system. When you take people doctor visits, do you wait with them or come to pick up after calling I am finished.
- I think its a great that this service is here for the people who need it.
- i think this is a great service to offer the people in the community. I have not used the service yet but am glad its available if and when I need it.
- I have employees that I know would use the service if it were on a set route. I recently learned that transit does a lot more than I ever thought. I'm not sure how to get the word out though.
- If I couldn't drive, I would use this service all the time. Its just more convenient to drive at this time.
- I do not use it YET. I think when I'm unable to drive it will be great. We need this service.



- I think it is a wonderful service for Jo Daviess County
- I used transit once for a doctor's appointment in Dubuque. As long as I can drive my car I will probably do so. When I am unable to drive I would use the transit. My one experience was positive.
- At present time we are able to drive and that's our preference. In the future, if unable to do so, we would not hesitate to use JD County Transit
- Not yet but future if I can't drive. I know two friends that have macular degeneration that need a driver to doctors appointments. our population in the Galena territory keeps growing so as time goes by there is a greater need. Over 800+ full time. 16+ new homes in 2024
- Public transit is a huge benefit for the elderly with or without cars. My grandmother uses them when the weather is bad or her car is in the shop. Traffic and parking just seems to be getting worse. Please provide more opportunities for public transit. Some folks are in danger of losing touch with their support systems due to lack of vehicles.
- I have used transit with my father and with workshop outing. I do not frequent transit to make a justifiable decision. This is a great service to the community and it should definitely continue. I love the idea of fixed route options. I like the idea of evening hours after 6pm and morning hours before 6am for those in need.
- Moving to shadow bluff this year..... I do not own a car because I have epilepsy from stroke damage no drivers license I live in menominee until then.
- I drove for transit all of my riders would have never received the treatments they needed without the transit
- Haven't used in some time. What are the current rates? (Oh, its on the website :))
- I use transit to go to Iowa city VA
- I think its a great idea!
- My driving was stopped for medical reasons. I used it when I could not drive. I can drive myself again
- When I go to doctors appointment in DBQ have the bus/van wait
- I will drive until I am told not to do so. After that, I would use this service. I really don't know too much about it, but I'm sure if I need to use it, I could contact someone to find out specifics.
- This is an exceptional service. If I need it. I know its there for me
- It is nice and great to have this transit though I haven't used yet. When I no longer drive, I will use all the time. Thank you for being there or here
- I think its a wonderful service that we have in Jo Daviess County. I view it as very helpful for our seniors to get them to appointments and shopping. It is a blessing to have. I work in Jo Daviess County - about 8 miles from my home and I drive due to my erratic hours.
- Do not utilize at this point but feel it is a great service that our county needs
- We need public transit!
- I'm 91. My husband and I both have drivers licenses. I have 2 children (note past 60!), who live, drive in Galena. In the future I might want to use public transportation
- At 90 I am happy to have the service available.
- Feel it is an important, needed service in our community. Would use as needed.
- I'm glad to have your services. I only have a landline
- I am not using service now, but as I age I will need to use it.
- I think it is a gift for the sick to be driven to doctors! Great transportation. I would use transit



differently if I couldn't drive.

- I have used the service one time, my wife and I road to Iowa City for a medical procedure for me. Crystal was the driver, she is a good driver, very polite, and nice person. I definitely will keep using the service, I am a veteran and very appreciate for your service.
- I am planning to ride in the future. Transit is a key component
- I am planning for the future. I will ride transit in the future. Transit is a key component.
- I am aging (82) but still drive but that could change. Hope to stay in my own home as long as possible .....live in territory so transport is a must.
- I think your service is excellent. Always on time. The transport is very comfortable and the drivers and office personnel are very professional and friendly.
- I usually use the bus to go into Dubuque Iowa to go to uncle Ike's music store on Radford.
- Please continue this wonderful service! All good experiences; would like to get to airports (Dubuque, C. Rapids) and Rockford bus station if like 5:00am or returning 6- 9pm.
- Thank you for all the times you have helped me. I really appreciate it very much! ~Steve
- I've used the transit with my mom when she was in the nursing home and had doctor's appointment in Galena or Dubuque. They are wheel chair accessible and it is great for my elderly aunt and uncle for the same reason, doctor's appointments in Dubuque.
- Good service, please continue especially for clinics, hospital, walmart, McD, locally and out of town to Rockford bus station, C. Rapids airport, maybe Quad Cities airport.
- I plan on using transit more next year, especially to Dubuque. I encourage expansion and districting.
- At this time, I drive myself but I'm sure there will be a time when I will use the transit service. I know people who do are it and are very thankful for it, so keep up the good work. I do not drive at night so that is a concern for me, limiting my activities.
- They do a good job.
- Although I have not used it, I fully support your service and am pleased to see some of my dollars used to support the service.
- I know someone personally that has used the transit for a very-very long time. I really appreciate all that you do. Especially for the elderly and the workshop clients. Thank you and God Bless.
- As I age, I believe I will be using the transit often. I have used transit twice and was very satisfied.
- I think the transit is a needed service and when i no longer can drive myself, I plan to use it.
- Continue to work on programs and grants to lower the cost for the elderly and all- inclusive riders. The voucher program that the west Galena Townships, Galena, Il does is a great example.
- If I didn't have a vehicle, I would use
- Am still able to drive but very interested when in a few years will not. Will be interested in transportation to DBQ doctors and hospitals.
- Even thought I don't use it, I think its an essential service for those who have no other alternative.
- I have not had occasion to use the transit at this time, but have friends who do. It is a good service of transportation for them and there is a need for it!!
- I am 83 and still drive. Will need this service in the future.
- At this time I do not use JDCPT. As I age that may change
- I do not use this service but will in the future
- It MUST be continued for the poor and needy. Also people who don't drive anymore. Common sense should prevail. Could expand only of the needs of the elder etc. are taken care of first.



riders should feel safe and not scared of "hurrying, speeding, and careless drivers" I haven't taken transit but might.

- Need more for old people
- This is a necessary service and NEEDS to continue. As we age, it is nice to know transit is available.
- I'm not in a position where I need JCPT yet, but I am looking at the future as I get on in years. It looks like something that would be valuable for me. Doctors appointments physical therapy and grocery store outings.
- Very goo, I hope it is not dropped
- If we continue to live in our current home my husband and I will need transportation to doctors in Freeport as well as transportation to the doctor and grocery in Stockton.
- At this point in my life, I don't use your service but I know that there are people in this county that use it and need it. I would hate for this county to lose your services.
- My wife and I are still able to drive anywhere we would like to go. However, in the future if we cannot we would like this service.
- I wouldn't use at this time but who knows about the future
- Due to age, ability and the ownership of a personal car, at this time I do not have the need for JDC public transit. BUT the time may/will come when that will be a very valuable option. My sister used the transportation to get to the Workshop and it was a blessing.
- Right now I am married, so my husband takes me. When he's gone I don't drive so I'll need your service more.
- It would be greatly appreciated
- Haven't had the chance to use, but definitely feel its a great service to our area
- Rural, tax supported, transportation is essential for citizens
- The transit was so easy to use and staff was all so helpful and friendly. I will use it again when I visit the county! Thank you for providing this service.
- I don't use it often, but could alright. Open on election day and veterans day
- I think Jo Daviess Transit is wonderful. At this time we are still able to drive our own vehicle.
- At this time I don't need/use your service but I am so glad you are available. I know elderly and others who do not drive who could really use your services.
- I wouldn't personally use transit; however, my employer uses transit regularly for our residents.
- I don't personally use transit; however, do use it daily for residents at the senior community I work at. This is a great service for our clients!
- I previously used the transit service and experienced mostly positive service except for one time when they accidently canceled my trip. However, I now have a driver service for all of my transit needs.
- I work at a Senior Community. The transit is VERY important to us. Weekend service will also help
- I believe this is a very important service in this area for many.
- Expanding service sounds like a great idea!
- Your service is invaluable to us, as we need help - as wheelchair and walker users - ambulating. a service such as a bus with a regular route would not benefit us, but would benefit the county as a whole.
- I have employees that I know would use the transit if there was a daily set route.
- I have used transits for medical purposes drivers very gracious
- Fortunately I have a car and Don't yet need this service. As I age I may need it.





- I think it's a great service to the community and surrounding areas and should be utilized as much as possible. I have a personal vehicle so I wouldn't utilize the service but I think it's important to those who do!
- It's not for me (yet) but I love that it exists and I recommend it to people.
- I am still able to drive, but once I can't I would greatly appreciate this service to local services in and around Galena.
- I think it is a great service! Keep up the great work! It is just something I am not able to use at this time with having very young children.
- I've never used the service, but appreciate that it is available.
- So grateful to see Jo Daviess County Transit expanding services to after 5 and the weekends. This is so wonderful and useful to everyone!
- The services are desperately needed
- While I don't currently use the service, I expect to utilize it a lot when I'm no longer able to drive. Having it available will be a factor in whether we decide to stay in Galena or move to another place that has this service
- I expect to age into needing your services.
- I like that there's the option for seniors, etc. I wonder if a bus shuttle to Eagle Ridge, Chestnut, etc would help employees.
- I plan on using the service to and from Rockford for their bus to o'hare airport
- My husband and I will be relying on your services more & more for our medical services in Galena & Dubuque. It would be good to have some flexibility in your schedules for unexpected needs.
- Transit is important. Would love to see a route specifically dedicated to DT Chicago
- Great service. Both my grandma use it. Thanks for doing what you do.
- I think the service is great for Jo Daviess County. Isn't DAVIESS How do you spell. I have used it several times for in town also Med Associates and several trips to Madison hospital.
- It's a great service that I think is underutilized because people don't think about it because in the past it has been thought to be for workshop use not necessarily for everyone.
- I think helping seniors, the injured, and the underemployed get to where they need to go is the best use of this service.
- I think it's a great service.
- I love riding the transit bus.
- My mom uses transit frequently and it is a lifesaver for her. She would benefit from fixed routes also.

## Challenges and Areas of Improvement

- I can rarely or never use transit for the trips I make. Use it to go to UW, Madison my husband is a veteran
- I myself have never ridden on the transit, but my two visually-impaired (and one regular-sighted!) children had been using it quite regularly. They used it an entire track season to get to where they needed to go! Lately, however, it has been extremely unreliable with people claiming they can't find our address when we live on a street with ONLY three houses and saying that they called and spoke to my daughter to say they were out in front when I was able to prove that my



daughter had never even received a call by pulling up her call history and that it was the transit's error, but yet we received no apology. Years ago, I couldn't say enough good things about the transit, but lately, we have had one issue after another and no longer feel it is reliable or pleasant enough to use, sadly. I do not recommend it as an option to my children anymore.

- No clue how the Jo transit works
- I understand you can take and pick up in Cedar Rapids but unsure how to do it. I commute there often.
- I am just learning about it and think it is wonderful!
- I don't know of any transit services in my community
- Honestly, don't know who the service can serve
- I didn't know there was a transit service in Jo Daviess, I imagine it could help A through F if they knew about it.
- We ALL pay higher taxes for these programs that benefit few people.
- Need more
- I need a way to get from regional airports (Cedar Rapids, Madison, Moline) to Galena without renting a car.
- Truthfully, I'm not sure what the service provides.
- Set up ride along person for 92 year olds
- As long as I can drive myself, I would not use.
- Not using transit at this time
- I do not use transit
- Because my husband and I are both able to drive we do not need public transit at this time.
- As long as I can drive I would not use it... but as I age I might.
- I don't expect to use transit until I can no longer drive my own vehicle
- At this time in my life I don't need it. Yet anyway
- don't need it
- Not being able to drive at some point
- I use personal vehicle
- I still drive to everywhere unless I can't
- Only if I cannot drive
- I would use it when I needed it.
- Unsure, no idea
- currently do not need this service. But there may be a time that I would, and for others, all of the above.
- won't use at this time
- I do not have the need for public transportation at this time
- At this time I do not need transit but am hopeful it will be here for my future possible needs.
- Not the way it's being now
- No longer needed
- Currently I have no need for transit but believe it is a great benefit for our community. My mother uses it and found it easy.
- I use a walker
- I am still able to drive. I will soon not be able. I want to know how I can use transit to travel to airports, hospitals, etc.



- I previously did not know this service existed (although have seen the van around). I would be something I'm interested in using on a somewhat regular basis (about 1-2 times weekly).
- My 95 year old aunt has a weekly hair apt. The problem is it is difficult for her to get from her house to the driveway without assistance. It would be so helpful if it could be arranged for the driver to walk her to the vehicle. I could have used more help after my replacements. :)
- I use Jo Daviess Transit for doctor's appointments and treatments. The hospital is a 2- hour trip and our car is old. I have to give Jo Daviess Transit at LEAST a 2-week notice for pick-up which I can't always do. They need to make more drivers take these routes besides these dozens of daily walmart trips. At times we don't know what to do.
- My farm would not accommodate a fixed route/ rate service. I represented gray lines tour in Boston before the ICC. I have had bus clients. Public transit's more problematic aspect is funding. Even in dense urban areas funding by any rational rate structure allowing the demographic that would use a public transit is very difficult. 1) so, funding where public funds subsidize the inadequate rates that would allow use by individuals that need the transit systems is the basic critical consideration. 2) The fact that much of the service area is rural results in a demographic that cannot use scheduled routes. The transit must be on call. This requires a diligent dispatch. This requires a broad service including wheelchair and other disabled pick up . This service cannot be premised on a requirement or belief that it will ever be self supporting. My wife is 84 and fatally disabled
- I tried to use once and was denied. Pick up and drop off permanent locations.
- If goal is to increase ridership who are you trying to serve? Kids, visitors, people commuting to work?
- We think this project is unnecessary. Spend the extra money on parking at the courthouse and road repairs.
- The drivers are some of the worst I ever seen. They go way over the speed limits, don't signal when turning and just pull out in front of you with no room to spare. Thank God I'm a vigilant driver because one of the drivers almost caused a bad accident one day when I was on teh street.
- Not used at this time
- Not needed at this time for me
- I didn't know there was any public transportation in JDC. Am interested in the Chicago to DBQ rail being restored.
- I live in the county would I be able to ride?
- My mom lives in rural Elizabeth - she was told years ago the transit would not go down her long (over 1/4 mile on a hill) driveway to get her at her house. Has this policy changed? If not, I would suggest that change would help us.
- Biggest challenge: I have to give 2-3 weeks notice for doctor's appointments. This is not always possible when Dr. wants to see me quickly
- At this time we are able to drive our own vehicles.
- I have not yet used the transit. I feel you charge too much to use the transit for doctor's office calls. \$6.00 an hour is way to much when it doesn't wait for you and goes on another call. Remember you are usually taking passengers on a limited budget and paying
- \$6.00 is way over their limit. When the workshop took people to doctor it was \$6.00 for the entire service to and back and they were making money. You are robbing the elderly and I may soon be one of them.



- Honestly, I was not even aware that Jo Daviess Co had a transport service from freeport to Galena via US 20. Might be helpful to multiple community members.
- I know they don't drive on Sundays, I have used the transit for medical reasons to Iowa City and back. I am still able to drive locally so don't use the transit yet.
- I have seen the vans driving around but don't know much about the program. I assumed they were a free/reduced way for sick or elderly to get to appointments
- Tell them your timeline earlier so you get there on time for appointments
- I am considered county and not aware of the services. Please send information via my email provided.
- I think most Jo Daviess County residents outside of Galena think its only for people in the Galena area
- I have a car and usually can drive myself. I am 70 and have some medical conditions so this could change at any time. I live along in rural East Galena and I could see myself using your service in the future. We tried using your service when my mom was still alive but you were not available to take her to her doctor's appointments in Galena!!
- I've had to reschedule doctors appointments because I couldn't get transportation, the rides were full. I would be nice if a bus would go from Downtown up to Dupaco, Walmart, and Piggly Wiggly. It would make going to the store much easier. Especially if its a last minute decision and you didn't need to call for a reservation. P.S. all of the drivers and people who take reservations are pretty amazing. Thank you.
- I never knew there is transit service.
- No thanks
- Please tell your drivers to use more caution. I was going to work and I had a bus going 75 riding me in the passing lane with passengers on it. They drive WAY too fast.
- My last trip was supposed to be no charge and I was charged. Drivers drive too dangerously.
- It would be much beneficial if they employed people with no really bad attitude and bigotted agendas. I had put "rarely", but I used to TRY to use the bus more. Then these bad experiences started being done to me. One day, the bus left me at Walmart and the driver would go by me and NOT pick me up. 2 shoppers drove me home. My maintenance lady told me they left a neighbor in Dubuque Iowa. Repeatedly, they would 'log' my advance notice ride appointments, then the morning I wait, turns out I was NOT logged. Every Time like a bad prank. Dispatch was an older man with somewhat higher voice. One day, I put on their facebook, they are 'racists' but I learned they just have malicious attitudes. I since deleted the comment. These are terrible transit personnel.
- I don't need this now
- Programs like this just raise taxes on others so democrats can feel good about themselves. Screw this public transport! If you can't get around move to the city that has all your transport NEEDS! Its easy for democrats to spend other people's money but they are the cheapest people when its their money.
- I thought it was for handicapped. I don't know how to take it or where it goes or how much it costs.
- Last I had asked. I was told it was just for medical appointments not rides to work or shopping. Also, that those on state aid had preferential appointments. My car was in the shop and I needed a ride to get to work. No rideshare or taxi services means loss of employment.
- Don't use yet, but maybe later in life when I get older. Who pays for this? People using this



service probably low income "cheap skates", in poverty, only have Social Security and expect the government to give them everything free. Many are just plain lazy and need to get a job. Middle class needs help, most just lazy low income families.

- I work in Stephenson County. My shift end time is always different. It just isn't feasible to use transit. I am, however, very glad it is available. I know quite a few senior citizens using it. My father has also discussed it. His eye sight is getting worse and soon probably wont be able to drive.
- Town too small for bus service, overhead more than fair to ride collected
- I tried to help a young woman with transit in JDC and it was an awful experience
- The biggest challenge is letting your customers know about your service. So many, including the elderly, are hard to get information to.
- I have my own car and still drive
- Need to have more information so more residents are aware of this service. I.e., more publicity
- I've tried using Jo Daviess Transit. I live in East Galena on the edge of the Galena Territory. Both times I needed a ride they said if you lived in town we'd help but we can't drive all the way out there. They asked me why I couldn't find someone with a car to drive me. Then they suggested I pay for a cab or ride service. It was frustrating because there's a line item on my tax bill that says Jo Daviess County Transit. They've made me feel like I'm not entitled to use the service if I don't live in Galena center. I stopped calling. I believe public transportation would assist people with employment, school and make Galena a helpful place.
- Currently not needed the service
- I'm not sure who all qualifies for the service . Our household we both have medical issues. My wife is on Medicaid
- Near impossible to get public transit to/from Galena & any City w commercial airport
- Jdc is so isolated, once you are there you can fet around, but getting there is a challenge with no buses or trains
- I had heard from a trusted source at my children's school that changes were being made to try and improve services with the transit. I really hope that's the case and that all the issues we've had can be put in the past. I'm still disappointed in how my situation was handled--it involved teenagers who were trying to get specific places, and they deserved better treatment. I felt we were all owed an apology, but instead were treated very rudely. A fixed route would be a step in the right direction rather than us setting up an appointment and hoping the drivers and dispatchers can get it right this time. We can't gamble like that anymore.
- County never going to allow it
- I misunderstood that the service was not be more long distance
- Availability of buses that can accommodate a wheelchair passenger
- I would love to utilize this service more. I tried to use it once when I needed to go to a medical appointment at MWM and wasn't able to drive due to a recent surgery. It wasn't available. I would like more clarity on when/how to utilize this service.
- Need to overcome the stigma that you only service the schools, the elderly, and those who can't afford their own vehicle.
- Definitely need more information to the public. I might be interested, or have friends that might be interested.
- Operate more on weekends



## Suggestions for Expansion and Service Enhancements

- Need person to go with at age 92
- I use it with field trips for NWA. I am interested in service to Rockford bus station to get to Chicago airport
- I would like to see the transit make stops in the Galena Territory
- Dubuque
- Rockford, Van Gelder, ORD
- Rockford, DBQ
- Rockford
- Dubuque (Hy-Vee and colleges)
- Dubuque
- Chicago o'hare Airport; Dubuque airport
- Rockford bus terminal
- Chicago
- Dubuque and/or other scheduled routes to connect with bus or airport services in other cities
- Would you consider going to Monroe?
- I do not know what the rides into Rockford entails
- East Dubuque
- Rockford area, Quad cities, Western suburbs
- To the bus station in Rockford, maybe to doc appt in Dubuque
- Cedar Rapids Airport
- Iowa City Medical Center
- Dubuque
- Chicago route
- Galena businesses
- The city of Galena
- Tourists on the weekend visiting Galena
- Weekend transit for tourist!
- Travelers who don't want to leave their vehicle at an airport or bus hub
- option for big events that has traffic and parking issues
- Visitors to town who do not wish to drive during their visit
- Tourists on the weekend visiting Galena
- Transport from The Galena Territory into downtown to minimize parking congestion, etc.
- Church
- For medical appointments in Madison, WI or Rockford, IL
- Galena Territory
- Service to O'Hare, I'd pay a fee
- Options to eliminate impaired driving (late night and/or weekends)
- All of the above and the VA, Dubuque, Iowa City, and Madison
- More service outside the county.
- Highland College
- Freeport/Rockford
- Monroe Doctors



- I would utilize if I could ride to Rockford airport
- I don't have a smartphone so it makes scheduling hard
- Service to Rockford or Chicago
- Rockford, ORD
- I don't personally foresee using the service but I think increased access to other locations would be a benefit to others.
- Pick up in Rush Township
- Midwest Medical Center
- Dial a Ride type transit
- Highland community college for the athletics complex and library
- Freeport, Illinois. Honroe, Wisconsin
- Amtrak stop to Chicago
- Local airports, Rockford, O'Hare
- More drivers and vans for access to medical services
- Medical Appointments
- east Dubuque to Dubuque, Walmart
- More drivers for medical appointments in Freeport and Rockford
- access to Dubuque, IA
- Special events in Iowa
- sport and concert transportation
- Service to Dubuque, IA
- Connection to buses to Chicago area
- to and from Rockford bus station on Walton early/late
- to and from Walton street bus early and late
- Dubuque Medical Assoc.
- airport destinations - you would pull DBQ sidings. Social media.
- a second licensed driver in case driver becomes ill on bus. careful drivers.
- Highland Community College
- I go to Starlington, for doctor visits. Do you go there?
- Access to/from metro area airports or larger communities with car rental to airports like Madison, Cedar Rapids, Rockford, Chicago
- Scheduled or reservable reasonably priced airport shuttle service
- Moline or Cedar Rapids airport or Rockford
- Taking animals to vet
- Service to regional airports
- I would totally use Transit in lieu of driving to work if it was guaranteed that I would not arrive at work late - and I could get a ride home immediately following the end of the workday.
- A route to the Chicago airport (which I assume would be a paid trip).
- Transportation route to downtown Galena to help with parking issues
- CID Airport
- Service evenings both during the week and on weekends would benefit restaurants & entertainment venues (Center for the Arts, Turner Hall, etc.) in Galena, Elizabeth, East Dubuque & Dubuque.
- Service to regional airports
- Dubuque Airport, Rockford Bus Terminal



- O'Hare transit...
- Access to services in the Galena Territory
- Medical appointments in Dubuque
- Access to Chicago area
- Maybe weekend shuttle service to regional airports.
- To airports such as Rockford or train when it is available
- Highland Community College
- available evenings and weekends
- available evenings and weekends
- None keep in mind I am 92. Don't always have a person to accompany me. That's exactly why I need it. I am blind and in a wheelchair with one leg.
- I don't drive at night so transportation to evening activities would be nice
- We are interested in rides to Rockford bus station to get to O'Hare airport
- Consistent route, consistent schedule
- Need after hour answering service
- My main interest is in transportation to medical and other appointments during the days - mainly Galena and Dubuque
- Could part of the county public transport act as a bus service.
- "1) Method to contact Transit without calling (i.e., texting, website/online form) for nonverbal or ESL speakers.
- 2) Possibly non-compatible with privacy, but it would be useful to see the general operating schedule so users can confirm if a bus is available. "
- I would love to use the transit service to get to Rockford bus station and back. And I think that is offered?
- I'd love having more service to Chicago and the suburbs. But I'm not sure the County Board has any impact on that happening.
- I live in the Galena Territory. I do not own a car and my husband commutes back and forth from Columbus, OH. While I am self sufficient and don't need to get around much, transit would be a great option if I did need anything. Evening service would also be great to and from downtown Galena to cut down on people driving intoxicated, which would further support the community by allowing people to stay out long. Finally, the other major need is transit to Rockford to pick up the bus to O'Hare. If something were to happen and I needed to get to OH, it would take days to figure out how to get down there or cost a lot to hire a black car service.
- Would be great if we had service to O'Hare
- I think a transit service is definitely needed in the area especially with Elizabeth Nursing Home and Assisted living closing down. Many senior citizens are not able to drive more people could get to work.
- AS a former resident of NYC and Chicago, I'm all in for public transit. That said, driving my car to walmart, etc. is just easier. However, I'd LOVE train service to Chicago!!! (Not your area I know)
- It would be awesome if a service ran to downtown Galena on a fixed schedule for those that work downtown and those that want to shop/dine but are overwhelmed by the lack of parking. Shuttles are widely used for specific events (parade, country fair) and would be a huge benefit Thurs-Sun on average weekends
- Airport service would be nice!
- A service to O'Hare airport would be beneficial.





- we feel service would be better for elderly if the driver could still assist a person in the door of facilities for appointments.
- Service on weekends, longer hours (not 4pm but 8pm)
- more service from Chicago to Dubuque via JDC
- Regularly scheduled trips to Midwest health clinic/center in the AM and PM each day would be advantageous and quite helpful. Survey should include questions about how many in your household it appears more related to an individual rather than a family
- I will use the ride from Galena to the Rockford bus that goes to Chicago ohare
- I think a regular service on week days - even if only 2-3x/wk would be beneficial to the senior population for shopping and appointments
- Would like to see the elderly have the ability to bring their pet to the veterinary office for the pet's care!
- Not available in Stockton that I am aware of. Only thing that comes to mind is, I am 72 and legally blind. Especially in bad weather I would not be able to walk to a bus stop. I'm afraid I would need home pick up. Plus I have a service dog.
- Travel to East Dubuque to Galena and out of town trips
- Have ride scheduling partnership with healthcare
- A train line public transportation from Dubuque to Chicago lines, stops to all small town on weekends. More people will explore rural towns, might move to small towns.
- Do you go to the library?
- Treat it like an uber service for those people that NEED it! Question 2 is the only relevant question to me.
- At this time I am able to use my own transportation. I think social media is a great way to get information out. A regular trip to an airport could be a great way to expand service - e.g., Cider Rapids, Moline, Madison.
- This is a great service to area airports. Could you include O'Hare as a destination?
- Get more service in the Galena Territory
- Something for the low income folks
- Work for a hotel and a weekend shuttle going until 1:00am is highly needed!
- If you pick up a airport route, keep it just to the route with no additional stops (like dropping people off at a Dr. office)
- I feel addition of employer sponsor transportation to reduce parking issues. More rides to medical facilities. Evening schedules.
- My main interest is a daily option to go to and from work a few days a week.
- Expand Transit to include weekends/holidays/evenings, overnight
- transportation to Rockford, Dubuque and O'Hare Airports
- Public transportation near off street parking lot would be useful.
- Provide door to door transportation to airports within your 100 mile radius ruling
- Given the high volume of traffic in downtown Galena, and the lack of parking, a weekend shuttle service from both East and West of downtown would be useful.
- It would be great if they could put back passenger train service in Galena that would go to major cities like Dubuque Iowa/Chicago/Iowa City.
- I really believe the elderly and tourists should be focused on. Build off that..
- Transit to Rockford and Dubuque airports would be much appreciated by many.
- Pick up at house or safe place to leave my car



- Have buses going to/from O'Hare airport
- City/county should look at parking ramp somewhere and use transit to move people.
- The US need to over bus services like they do in the UK. All over the UK you can get anywhere by bus or train.
- I am not aware of how or who can use it
- Some vehicles need new shocks and struts
- Use several times but usually when I call and I only know at the last minute and nothing is available.