Kootenai MPO

Public Transportation Plan Update

Final Report

AUGUST 2012

Transit Plus
Moving People & Ideas

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CHAPTER 1: INTRODUCTION

OVERVIEW

This study updates the Kootenai Metropolitan Area Public Transportation Feasibility Plan, adopted in 2005. The focus of the original study was on the development of public transportation services. This included short and long-term service options for the community based on conditions at the time and anticipated growth.

Citylink public transit service was initiated in 2005 and ridership quickly grew to over 500,000 annual trips. Citylink is operated by the Coeur d'Alene Tribe and funded primarily by Tribal funds and Federal Transit Administration urbanized area funds. Kootenai County serves as the designated recipient for the FTA funds.

While the focus of the 2005 plan was the feasibility and initial development of transit service, this update identifies the progress made since the last report and emphasizes the institutional and financial structure necessary to sustain the system and provide for a strong and responsive decision-making process.

STUDY GUIDANCE

The Kootenai Metropolitan Planning Organization (KMPO) has contracted for this study as part of their responsibility in overseeing planning and federal funding for transportation projects in the county. KMPO's 11-member board provided guidance at key points in the study and is responsible for adopting the final plan. In addition, a study advisory committee provided more detailed review of work products and additional comments to the consulting team. The consulting team worked closely with Citylink and Kootenai County transit staff in the development of the plan. The members of the study advisory committee are listed in **Appendix A**.

STUDY PLAN

The study includes an update of demographic, economic, and transportation service information. The evaluation of the public transportation services will be a detailed one to assist in guiding the path forward.

The region has identified the need to develop a stable funding source for the system and a governance system that will be effective for the long run. As such, the study plan includes extensive interviews with stakeholders and a survey of the general public in Kootenai County to obtain a wide range of views on this topic.

The following information is covered in each chapter:

- Chapter 1: Project description and study plan.
- Chapter 2: An analysis of study area demographics; a detailed inventory and assessment of existing public transportation services in Kootenai County; and an overview of current public transportation funding;
- Chapter 3: A summary of interviews conducted with community stakeholders; and a summary of survey results from a general public telephone poll on public transportation.
- Chapter 4: Findings and issues are identified with a focus on system performance, service development, governance, and funding issues.
- Chapter 5: Both near-term and 2035 service alternatives are presented.
- Chapter 6: Governance and funding alternatives are identified in this chapter.
- Chapter 7: The preferred alternative is presented as refined

The plan was posted for public review and a public meeting on the plan was held on May 24, 2012. The comments received on the plan have been incorporated into the final document.

CHAPTER 2: REGIONAL CHARACTERISTICS

STUDY AREA DESCRIPTION

Kootenai County is located in the center of the Idaho panhandle and is comprised of 1,245 square miles of beautiful terrain, surrounded by mountains and lakes. The County seat is Coeur d'Alene, on the shores of Lake Coeur d'Alene. The City of Coeur d'Alene accounts for nearly 32% of the population within Kootenai County. The County has seen an unprecedented population expansion in recent years, due in part to the beauty and quality of life in the area. It is also a major and growing tourism destination. Continual transformation from rural to an increased urban environment has created demand for residential and employment opportunities along key corridors traversing through the County. Interstate 90 and Highway 95 are the major transportation corridors, with Interstate 90 traveling west to Spokane, Washington and Highway 95 traveling north-south connecting urban areas in the panhandle of Idaho.

Another important feature of the transportation network is a comprehensive network of multi-use trails that provide important pedestrian and bicycling connections.

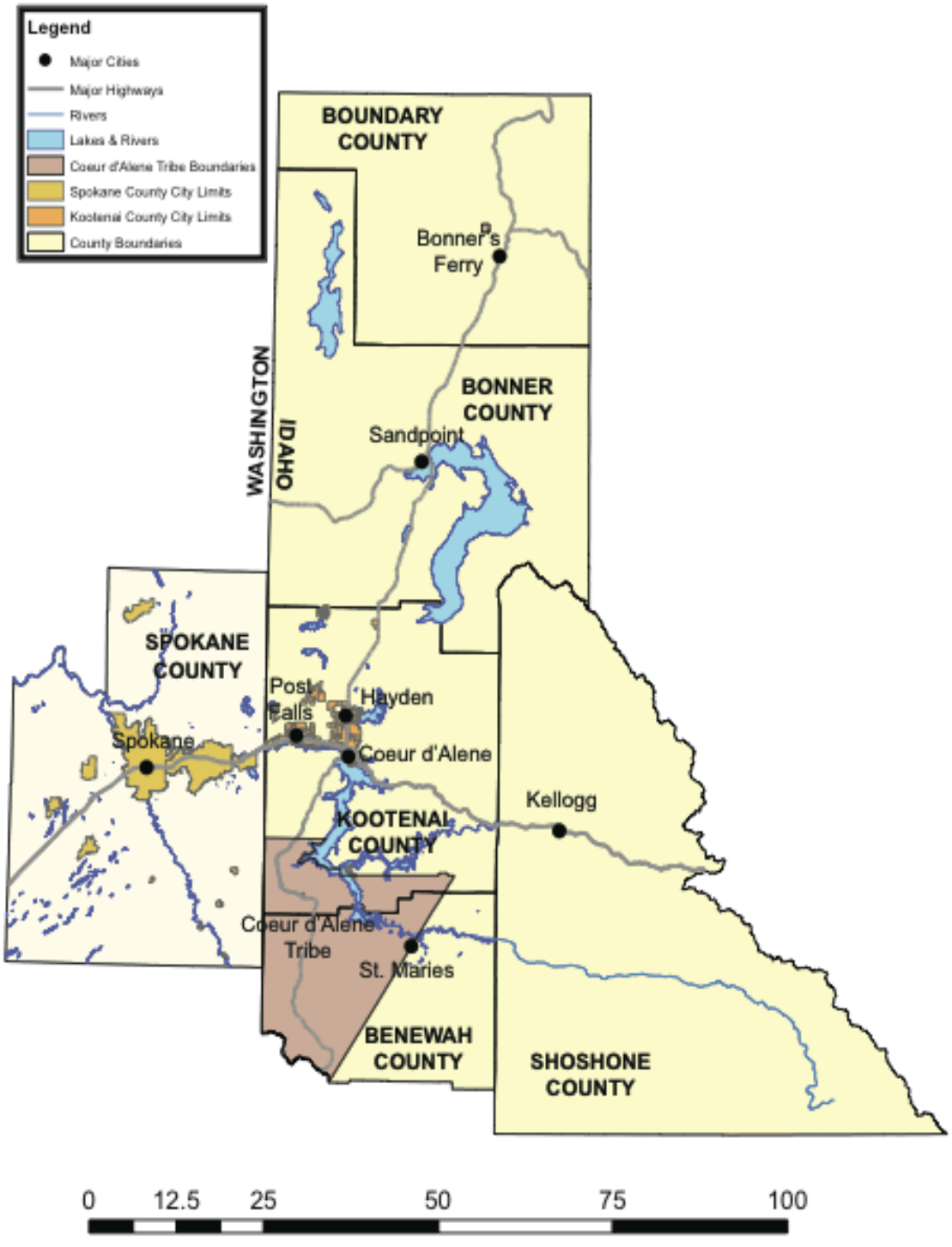
Figure 2.1 illustrates the study area and its relationship to other communities in the region.

This chapter begins with a description of the existing public transportation services. Following this the reader will find updated demographic and socio-economic information.

EXISTING PUBLIC TRANSPORTATION SERVICES

The public transportation network in Kootenai County consists of a variety of public, private, and non-profit providers. Citylink is the public transit provider and this section begins with an in-depth look at Citylink services. Taxi and intercity bus services operate in the study area and are open to the general public. Several human service transportation providers offer transportation only to specific client groups or restrict use based on specific eligibility requirements. Each of these services is described in this section.

Figure 2.1: Study Area



Public Transit Services

Public transit services include Citylink fixed route services, operated by the Coeur d'Alene Tribe, and paratransit services, provided through contracts by Kootenai County.

Citylink service is provided through a unique partnership of the Coeur d'Alene Tribe and Kootenai County. The Coeur d'Alene Tribe (Tribe) operates Citylink service and provides most of the local matching funds. Citylink operations are also supported using Federal Transit Administration (FTA) funds for the urbanized area, also known as Section 5307 funds. FTA funds for rural areas that are managed by the State of Idaho are also used to fund the services operating in the rural parts of the service area. The Coeur d'Alene Tribe contributes more than $500,000 to the bus system every year. The Tribe also operates a range of other transportation services including service between Spokane and the casino that is described later in this chapter.

Kootenai County (County) is the designated recipient for Federal Transit Administration funds in the urban area. As the designated recipient, Kootenai County is responsible for assuring the service is operated safely and that it is in compliance with a wide range of regulations. The County has a contract in place with the Tribe for operation of Citylink fixed route service and payment of Federal funds for a portion of the costs.

Kootenai County also has separate contracts in place for the operation of paratransit services; these are discussed after the section on fixed route service. A grants administrator oversees the Federal Transit Administration (FTA) program for the County.

Citylink Fixed Route Transit Service

Citylink transit, launched in 2005, provides free fixed-route bus service to Kootenai and Benewah counties in North Idaho. Citylink provides fixed-route bus service throughout the metropolitan area of Kootenai County as well as through the rural area south of the urban area. Municipalities linked by the fixed-route service include: Coeur d'Alene, Post Falls, Dalton Gardens, Huetter, Hayden Lake, State Line Village, Fernan, Hayden, Worley, Plummer, Tensed and DeSmet. Five interconnected routes operate seven days a week, year-round, transporting an average of 50,000 people per month. The network covers 200 miles of roads and is comprised of over 100 stops.

Service Characteristics

Citylink has three urban fixed routes and two rural fixed routes as illustrated in **Figure 2.2**. The urban Red Route "A" provides service between the Riverstone transfer station and bus stop at Pointe Parkway in State Line Village where an informal park and ride is located. The route is an express service westbound on I-90.

The urban Blue Route "B" also provides service between Coeur d'Alene and Post Falls, but operates in a loop that services Hayden. Blue Route B operates as a local in the westbound direction between Coeur d'Alene and the Riverstone Center, so that local service is available in both directions between Route A and Route B.

The urban Green Route "C" serves downtown Coeur d'Alene, the North Idaho College, Kootenai Medical Center and Hayden. The three urban routes operate on 85-minute headways.

The rural Brown Route provides service between DeSmet in Benewah County, and the southern transfer station located at the Coeur d'Alene Casino. Rural buses leave the southern transfer station every two hours and serve stops in the towns of Worley, Plummer, Tensed, and DeSmet.

The Link service provides connectivity between the northern transfer station at Riverstone and the southern transfer station located at the Casino. This route is partially funded by FTA Section 5316 Job Access Reverse Commute and is primarily for commute trips. As with the urban service, the Link route operates on 85-minute headways. The rural routes are augmented by a limited amount of on-demand service.

Ridership

Citylink carried over 550,000 passengers in 2010 on the fixed route system and is anticipated to carry approximately 614,000 in 2011. This is an increase of 35% from the 399,000 trips provided in 2008. **Figure 2.3** illustrates the growth in Citylink annual ridership.

Breaking down the ridership by area and route, we see that 61% of the ridership is on the three urban routes while 39% is on the rural routes. An estimated 370,000 urban trips and 240,000 rural trips are provided annually.

The Green Route C, serving Coeur d'Alene and Hayden boasts the highest ridership with 2011 ridership averaging 19,000 trips per month – nearly 38% of the system total. The Link service between the Casino and Coeur d'Alene service provides nearly 25% of the overall trips. **Figure 2.4** illustrates the ridership by route, ridership by route in relation to the area (urban or rural), and ridership by route in relation to the overall system ridership.

Figure 2.2: Citylink Current Route Map

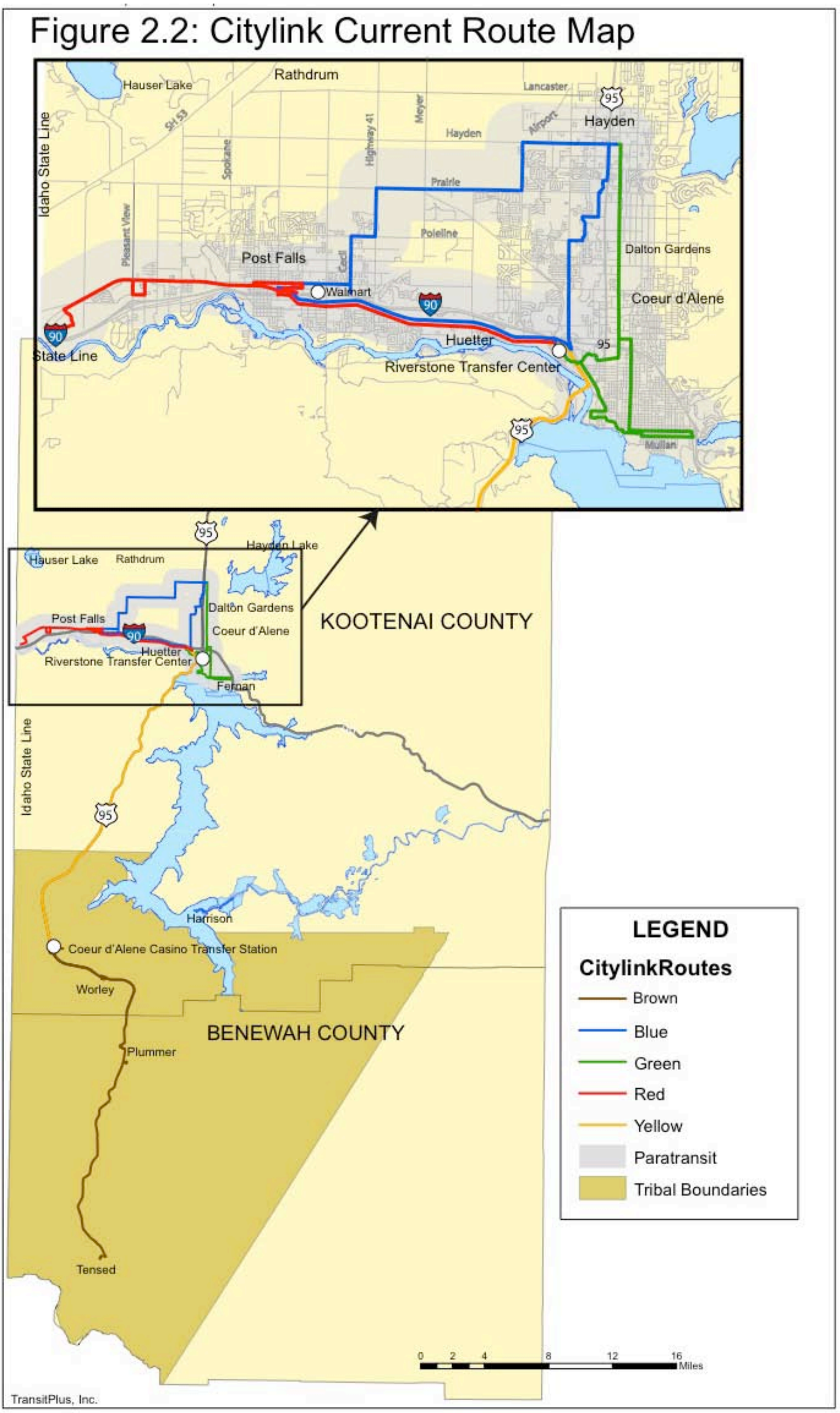
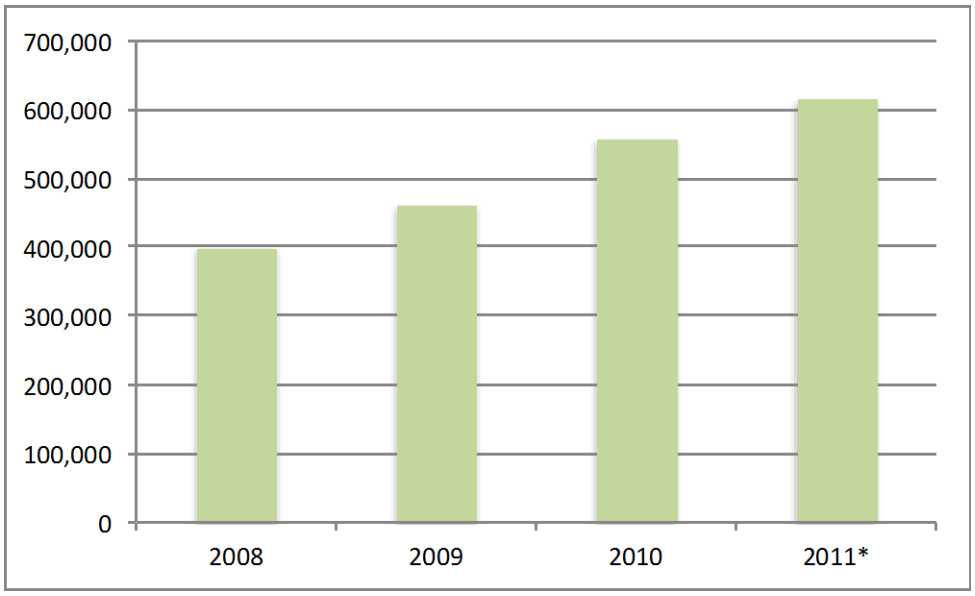
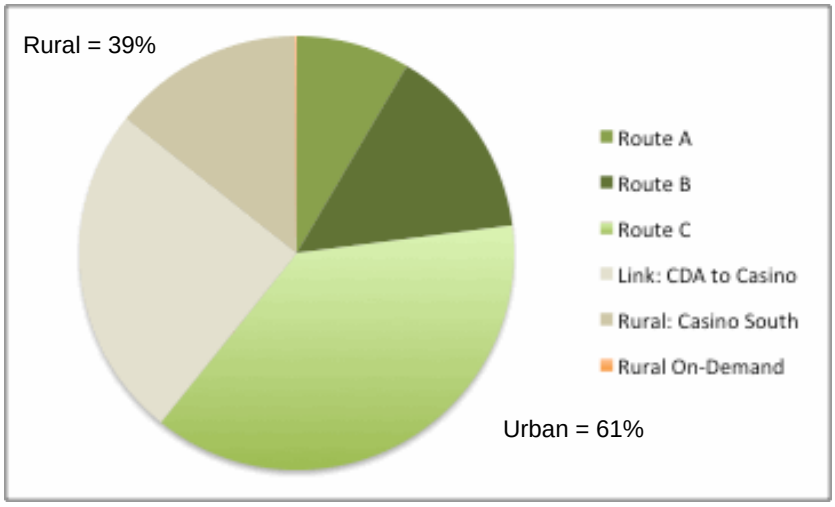


Figure 2.3: Annual Citylink Ridership



*2011 is estimated based on year-to-date ridership.

Figure 2.4: Citylink Ridership by Route

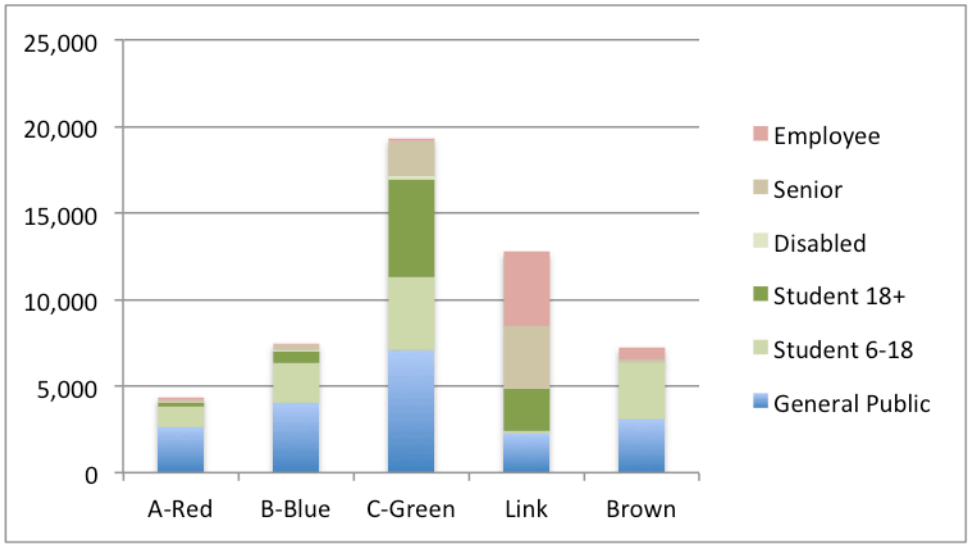


The data in **Figure 2.4** is estimated based on ridership in the first six months of 2011 with detailed ridership by route from a typical month, May, 2011. Ridership statistics are collected by population type, as illustrated in **Figure 2.5**. As no fares are collected, the categories are based on driver observations and trip destinations. They are approximations but useful in understanding the populations served and how they vary among the routes.

Riders are categorized as the general public, students, people with disabilities, seniors, or employees. Citylink statistics also include notations of riders in various categories who use wheelchairs, but these have been combined into the

category of 'disabled". Note that employees are primarily counted on the Link and Brown routes, as these are individuals who are working at the Casino. The funding for the Link route (Job Access and Reverse Commute grant) requests employees be counted.

Figure 2.5: Ridership by Type and Route



Drivers are not able to identify the trip purpose for most general public riders, so others who are going to jobs are simply included in another category.

Students are a very large portion of ridership – both those aged 6-18 and those aged 18 and older. Together they constitute 40% of riders. The college students are served by the urban Green C Route that serves North Idaho College, but also show up on other routes, most notably the Link. Younger students are a significant portion of all the routes except the Link. The largest single group of riders is the general public at 37%. Senior ridership is average for the population at 12%. Senior ridership is highest on the C-Green route and the Link. It is also important to note that the Link route serves a high number of employees – approximately 4,000 trips annually. Some of these trips appear to originate in the urban area, as the casino is a major employer.

Table 2.1: Riders by Type

General Public	37%
Students 6-18	22%
Students 18+	18%
Disabled	1%
Seniors	12%
Employees	11%

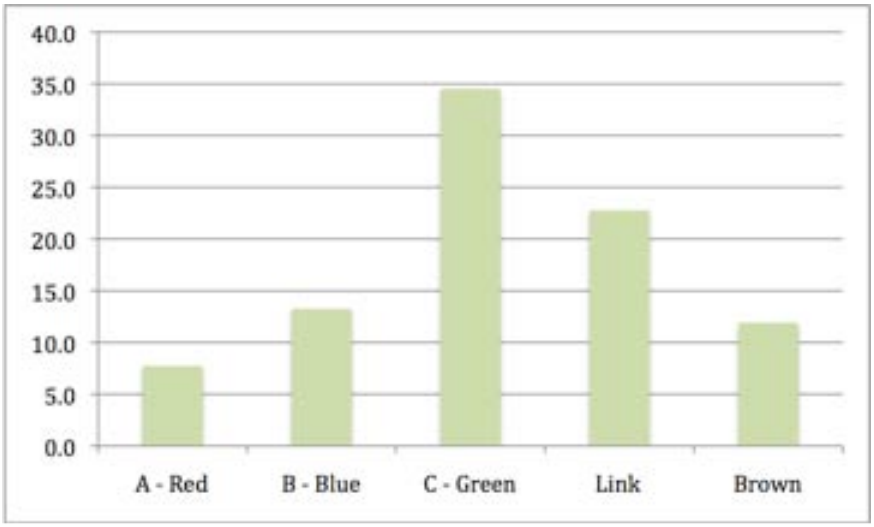
Productivity

Service characteristics and productivity measures are estimated for 2011 as shown in **Table 2.2** and illustrated in **Figure 2.6**. The system-wide productivity is 17.9 riders per hour with the subtotal of the urban routes only slightly more productive than the rural routes. The three urban routes carry a combined average of 18.5 passengers per hour, with route C – Green carrying 34.5 riders per hour and routes A – Red and B – Blue with significantly lower productivity. The Red and Blue routes work together as a pair and together their average ridership is 10.5 riders per hour. The two rural routes average 17.1 passengers per hour, with the Link carrying about twice as many riders per hour as the Brown route.

Table 2.2: Citylink Productivity

	URBAN				RURAL			System Total
	A - Red	B - Blue	C - Green	Subtotal	Link	Brown	Subtotal	
Ridership	52,000	89,000	232,000	373,000	153,000	87,000	240,000	**613,000**
Buses	1	1	1	3	1	1	2	**5**
Hours	6,720	6,720	6,720	20,160	6,720	7,300	14,020	**34,180**
Miles	129,539	103441	82089	315,068	297,000	183,200	480200	**795268**
Riders/Hour	7.7	13.2	34.5	18.5	22.8	11.9	17.1	**17.9**
Avg. Speed	19.3	15.4	12.2	15.6	44.2	25.1	34.3	**23.3**
Riders/Mile	0.40	0.86	2.83	1.18	0.52	0.47	0.50	**0.77**

Figure 2.6: Citylink Riders per Hour by Route



On the basis of ridership and service hours, approximately 60% of the Citylink system is urban and 40% rural. On the basis of mileage, the urban routes require 40% of the service miles while the rural routes use 60%. The rural routes cover more miles, operating at higher speeds, than the urban routes.

These productivity figures are outstanding on two routes: the urban C – Green route and the rural Link route. Both have much higher productivity than is typical. Even the rural Brown route has high productivity for a rural route. These figures illustrate the excellent job that Citylink has done of building ridership in the student market and the high number of employment trips carried.

Fleet and Facility Characteristics

Fleet

Citylink has a fleet of 20 vehicles, and five are needed for peak hour services. Most Citylink buses are equipped with seating for either 30 or 33 people and bicycle racks. All busses are wheelchair accessible. The Citylink fleet roster is attached in **Appendix B.**

Facilities

Citylink currently stores their vehicles in two locations: one in Worley at the casino and one in Post Falls. The drivers of the urban routes report to a leased location in Post Falls and the drivers of the rural routes report to the casino. A facility is also being leased in Fairfield, Washington where all maintenance is performed.

The Riverstone Transfer Station, located in Coeur d'Alene, serves as the main transfer point between the urban and the rural routes. The rural Link route and all urban routes depart the Riverstone Transfer Station at corresponding times to allow for timed transfers. Riders can transfer from the Link route to the rural routes at the Casino.

Citylink is in the process of constructing a maintenance facility located in Plummer behind the Idaho Transportation Department facility and will include three bus bays, a wash bay, and a maintenance and storage facility. This facility is partially funded through FTA Section 5309 and an ARRA grant and is anticipated to be complete in September of 2011.

Construction of a transfer center was anticipated in 2011, however the plans fell through. There is still a need for a transfer station and Citylink will apply for funding in the future.

Financial Characteristics

This section describes the Coeur d'Alene Tribal operating budget for the fixed route network. After the discussion of paratransit services, the combined budget for the total fixed route and paratransit system is presented. The Citylink budget for 2008, 2009 and 2010 is listed in **Table 2.3.** The operating costs for the urban area are at nearly $800,000 a year while the rural operating costs are about $400,000 per year. The capital costs for the system decreased in 2010 because the bus procurement responsibilities switched from the Tribe to the County. The

tribe contributes over $1.1 million per year plus in-kind contributions for maintenance and administrative expenses. FTA grants cover the remainder of the costs.

Table 2.3: 2010 Citylink Budget

2010	
Expenses	
Urban	$1,422,628
Rural	$441,635
Total Expenses	**$1,864,263**
Revenues	
FTA 5307 - Operating	$347,494
FTA 5307 - Capital	$252,643
FTA 5311	$287,644
Total FTA	$887,781
Total Local Match	$528,586
Tribe Overmatch	$447,896
Total Revenues	**$1,864,263**

PARATRANSIT SERVICES

Kootenai County has been in a time of transition in terms of paratransit services. The previous operator, KAT, has ceased to meet the County's needs and new contracts are being developed. The County has relied on Kootenai Medical Center and an interim contract to meet its paratransit obligations.

Presently, paratransit eligibility is determined by Kootenai Medical Center. An application is completed and eligibility determination made by transportation staff. Once a public paratransit system is re-introduced, the service provider will take over the eligibility process and KMC will continue providing medical transportation trips.

As with fixed route services, no fares are charged for paratransit services.

Kootenai Medical Center Shuttle

Kootenai Medical Center (KMC) has had a formal agreement with Kootenai County to operate transportation services in the urbanized area of the County. The KMC transportation service is demand response transportation service that provides medical transportation services to residents of Coeur d'Alene, Post Falls, and Hayden. KMC's Patient Transportation Service offers transportation to the hospital and KMC-affiliated physician offices in the Coeur d'Alene, Post Falls, and Hayden regions. The program is free to residents who live in the city limits of Coeur d'Alene, Hayden, and Post Falls. Service is available Monday through Friday between 6:00 a.m. and 4:00 p.m.

There is one scheduler that takes calls for service directly and coordinates pick-up and drop off times internally. Reservations must be made 24 hours in advance of a trip, but most passengers arrange rides weeks in advance. Many users arrange reoccurring trips for dialysis and/or rehabilitation services.

Service Characteristics

Basic service characteristics and performance measures are illustrated in **Table 2.4**.

Table 2.4: KMC Service Characteristics and Performance Measures

Service Characteristic	2008	2009	2010
Operating Budget	$141,881	$176,595	$241,051
Ridership	9,743	9,959	10,125
Service Miles	52,250	53,091	61,497
Service Hours	6,517	8,111	11,071
Performance Measures			
Cost per trip	$14.56	$17.73	$23.81
Cost per Mile	$2.72	$3.33	$3.92
Cost per Hour	$21.77	$21.77	$21.77
Trips per Hour	1.50	1.23	0.91
Miles per Trip	5.36	5.33	6.07

The costs and productivity are either in the expected range or at the low end of the expected cost range. It is helpful that the average trip length is only 6 miles, keeping costs down, but even so the average cost per trip is almost $24.00. At less than 1 trip per hour there may be opportunities for more grouping of passengers.

Fleet

KMC has a fleet of five vehicles. Three minibuses were funded through AARA and FTA Section 5307. These all are 2010 Ford E450 Cutaways with approximately 18,000 miles on them. The 2006 Ford Windstar has 100,336 miles and was funded through 5307 funds. The 2002 Ford E250 was funded by the KMC. All vehicles are equipped for wheelchairs and Kootenai Health employs all drivers.

Budget

The annual cost of operation for the KMC shuttle was $241,051 in 2010. Private funding from the hospital covers these costs, resulting in free service to the public.

From 2008 to 2010 the operating cost of the service rose by approximately $100,000 and the ridership increased by almost 1,000. During this period the average cost increased from $14.56 to $23.81 per trip.

Many, but not all, of KMC's trips are ADA Paratransit trips. KMC also provides trips to medical appointments for individuals that do not necessarily meet the ADA criteria. The cost per trip remains a good measure of the costs associated with ADA Paratransit service. As this service is stabilized ridership is likely to increase as most urbanized areas have paratransit rates of between .25 and .6 annual paratransit trips per capita. At present, based on an urbanized population of 90,000, the trip rate is less than .15 annual trips per capita. Therefore, using the total budget (including non-ADA trips) will provide a more realistic estimate of costs going forward.

Interim Paratransit Contract

The County has entered into an interim contract for paratransit services to augment the Kootenai Medical Center services so paratransit will be available for all trip purposes. While this contract is too new to have operating statistics, once information is available it will be added to this section.

FINANCING FOR PUBLIC TRANSPORTATION SERVICES

It is useful to combine the fixed route and paratransit budget data to begin to build an understanding of the total costs of the public transportation network and the sources of revenues. Developing a stable, transparent, and equitable financing mechanism is important. This section focuses on the ongoing operational expenses and funding mechanisms.

Operating Budget

Operating expenses are generally paid for by a combination of operating revenues (fares, advertising, and sometimes contract revenues), Federal funds and local funds. For most small urban areas, the challenge is to come up with adequate local matching funds. As urban areas and their transit systems grow, it often is necessary to develop a stable source of funding for financial support. A few definitions and explanations may be useful in understanding the operating budget.

Operating Loss: The total operating expenses less operating revenues. Federal funds generally cover 50% of the operating loss.

Administrative Expenses: Are eligible for 80% Federal funding.

Federal Transit Administration (FTA) 5307 funds: Allocated to urban areas on a formula basis that considers population and population density.

FTA 5311 funds: Funds allocated to states for providing transit services outside urban areas – the rural portion of the service area is eligible for these funds.

FTA 5316 funds: This program, known as the Job Access / Reverse Commute program, is available to urban and rural areas. It supports services that are focused on employment transportation.

FTA 5317 funds: This is known as the New Freedom program and is also available to urban and rural areas. It supports services for people with disabilities and mobility management activities.

FTA 5310 funds: Funds allocated to the states for capital equipment or mobility management activities for services that primarily serve people who are elderly or have disabilities.

As the FTA funds consider the urban area boundaries, it is important to keep these in mind as future financing of the system is considered. At present Citylink is funded by a combination of urban and rural funds.

Table 2.5 provides estimates of the annual expenses for the current transit system and contributions by various funding partners. These budget estimates are based on current levels of expenditures as provided by the operators.

The data in **Table 2.5** is based on a combination of the information compiled for the Federal Transit Administration (FTA) grants and information from the Coeur d'Alene Tribe's Citylink budget. FTA funds public transportation with over $1 million dollars in sections 5311 and 5307 funds. It is important to note that the FTA 5307 urban funds are allocated to the urban area on a formula basis but the 5311 rural funds are distributed through the Idaho Transportation Department on a competitive basis. The Coeur d'Alene Tribe is the primary local funder for public transportation and has paid the entire local match for both rural and urban services. The total local match required is $528,586 with a total of $410,680 for Section 5307 and $117,906 for Section 5311. In addition, the tribe is contributing an overmatch of $600,823 for a total of $1.1 million. Local jurisdictions have funded the match on the paratransit services.

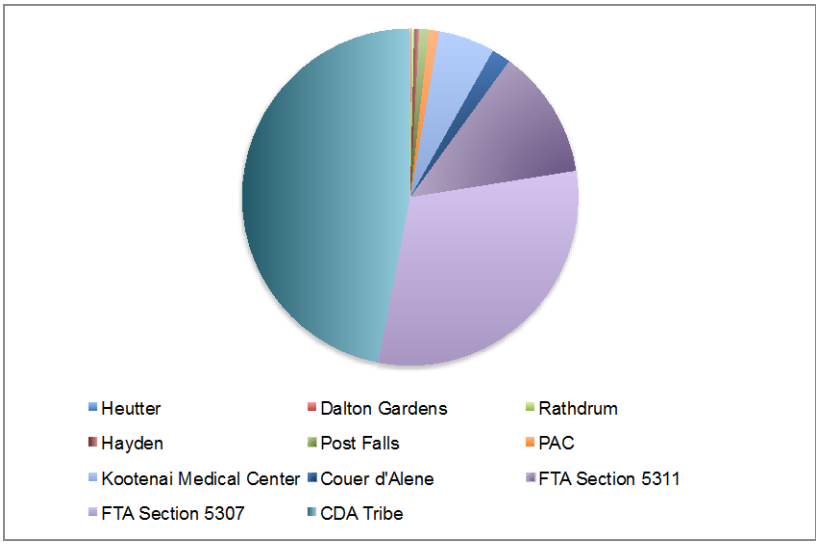
Figure 2.7 shows how revenues are shared between jurisdictions.

Table 2.5: 2010 Operating Budget for Public Transit Services

Expenses	
Fixed Route	
Citylink Urban Services	$1,538,853
Citylink Rural Services	$478,337
Paratransit	
KMC Paratransit Services	$241,051
First Transit PT Services	$198,358
Administration	
PAC Grant Administration	$25,000
PAC Planning	$60,000
Total Expenses	**$2,541,599**
Revenues	
Federal Transit Administration Funds	
FTA Section 5307	$735,456
FTA Section 5311	$287,644
Local Funds	
Kootenai Medical Center	$130,614
CDA Tribe*	$1,277,021
PAC	$24,000
CDA	$43,983
Post Falls	$21,950
Hayden	$11,696
Rathdrum	$6,166
Dalton Gardens	$2,904
Huetter	$165
Total Revenues	**$2,541,599**

* Note: The CDA Tribe revenue includes Tribal match of $16,510 for complementary paratransit operation.

Figure 2.7: 2010 Public Transit Revenues



OTHER TRANSPORTATION SERVICES

A variety of other transportation services are part of the network that serves the area. Some, such as the Spokane Transit Authority vanpools, are funded with public funds and user fees. Others are operated by organizations that are private for-profit or private non-profit.

Spokane Transit Authority Vanpools

Spokane Transit Authority (STA) currently administers eleven vanpool vans operating from Coeur d'Alene and eight vanpools from Post Falls into Spokane. Four travel to general downtown locations in Spokane. The routes and schedule are listed in **Table 2.6**.

Table 2.6: Spokane Transit Authority Vanpool

Origin	Destination	Start	Shift
CDA – Citylink Transfer	South Spokane	7:45 AM	4:45 PM
CDA – Lowes	Downtown Spokane	7:00 AM	7:00 PM
CDA – Lowes	Downtown Spokane	7:00 AM	4:00 PM
CDA – Post Falls	Downtown Spokane	8:00 AM	5:00 PM
CDA – Post Falls	Downtown Spokane	8:00 AM	4:30 PM
CDA – Post Falls – Liberty Lake	East Spokane	8:00 AM	4:30 PM
CDA – Safeway	VA Hospital	7:30 AM	4:00 PM
CDA – Walmart	Sacred Heart	7:00 AM	3:30 PM
CDA – Dalton Gardens – Post Falls	FAFB	7:00 AM	4:30 PM
CDA – Hwy 95 & Appleway – Post Falls	Court House	7:30 AM	4:30 PM
CDA Ramsey Rd & I-90, Centennial Trail	Court House	8:00 AM	5:00 PM
Post Falls – Mullan Ave and Hwy 41	Sacred Heart	7:00 AM	7:30 PM
Post Falls	Sacred Heart	7:00 AM	3:30 PM
Post Falls – Country Chapel	Triumph	6:00 AM	2:30 PM
Post Falls – Super One Foods	Avista	7:00 AM	3:30 PM
Post Falls – Trading CO	Air Guard	6:30 AM	2:00 PM
Post Falls Library	VA Hospital	8:00 AM	2:30 PM
Post Falls Library	VA Hospital	7:30 AM	4:00 PM
Post Falls Library – Valley Mall	Air Guard	6:00 AM	3:30 PM

White Tail Transportation Service

White Tail Transportation Service provides long distance non-emergency medical transportation. White Tail is an approved Medicaid Transportation provider operating wheelchair accessible vehicles. White Tail serves Bonner, Kootenai, Benewah, and Shoshone counties with access to Spokane medical facilities. Vans typically travel south from Sandpoint, serving Clagstone, Rathdrum, Spirit Lake, Coeur d'Alene, and Post Falls.

The service is available from 7:00 am to 5:00 pm, Monday through Friday. On average, about 150 White Tail clients take between 200 and 250 trips per week. Almost all passengers are Medicaid eligible. Non-Medicaid clients are required to pay the Medicaid reimbursement rate (on the order of $1 per mile), which makes long distance trips cost prohibitive. Most riders are ambulatory and many have cognitive or developmental disabilities. About 85% of trips are subscription or reoccurring trips. Almost all of the van runs carry multiple passengers.

Per Medicaid rules, riders are required to call 48 hours in advance. White Tail does not take same-day ride requests but usually refers these out to taxis and other services.

White Tail Transportation vehicles range from six-seat passenger mini vans to twenty-seat passenger wheel chair equipped Ford 450 diesel and gasoline buses.

The White Tail service is promoted via signage on the vans, coverage in local newspapers, business cards placed with medical staff and word–of-mouth. The lack of service between Blanchard, in Bonner County, and the Coeur d'Alene area was identified as an area of concern by White Tail staff.

Benewah Area Transit

Benewah Area Transit (BAT) operates Medicaid transportation service from the St. Maries area into Coeur d'Alene and Spokane. Curb-to-curb service is available weekdays from 8:00 am until 5:00 pm. Medical transportation is available with prior arrangements to Spokane and Coeur d'Alene. Special arrangements can be made for Saturday transports for medical appointments. The service is operated by Valley Vista Care Services. Funding for transportation is through zone charges, donations, Aging and Adult Services and ITD. Two BAT vans are dedicated to the general public service. Residents in southern Kootenai County, not served by White Tail, may take BAT. These include residents of Harrison, Rose Lake and Medimont.

Non-Medicaid clients are able to ride but are required to pay the current Medicaid reimbursement rate for rides.

Greyhound

Greyhound operates intercity buses into Coeur d'Alene via Interstate 90 to/from Spokane. The running time to Spokane is 45 minutes and a trip costs $14.50 each way. Eastbound trips leave Spokane at 5:50 am, 6:30 am, 9:45 am, 5:10 pm, and 5:25 pm daily. Westbound trips leave Coeur d'Alene at 12:15 am, 7:10 am, 10:35 am, 1:40 pm and 3:00 pm. Travel east of Coeur d'Alene, within Idaho is limited. There are two trips between Coeur d'Alene and Missoula, Montana – one at 8:00 am and one at 10:00 pm. Additionally there are stations in Post Falls, Plummer, Sandpoint, Tensed, and Worley.

Northwest Trailways

Northwestern Trailways serves the Coeur d'Alene area on a route operating between Spokane, Coeur d'Alene, Pullman, Lewiston, and Boise. An eastbound bus departs Spokane daily at 6:15 am, Coeur d'Alene at 6:55 am, and Plummer at 7:35 am. The westbound bus departs Plummer at 3:10 pm, Coeur d'Alene at 4:00 pm, Spokane at 4:45 pm and the Spokane Airport at 5:05 pm.

Coeur d'Alene Tribe Casino Bus

The Coeur d'Alene Tribe operates a gaming casino in Worley, 25 miles south of Coeur d'Alene. The tribe provides daily bus transportation for visitors and workers traveling to the casino. The service makes five daily round trips between the casino and Spokane, Monday through Thursday, and eight on Friday. On Saturday there are eight round trips made between the casino/hotel complex and Coeur d'Alene and on Sunday there are six. The service makes three stops in Coeur d'Alene including the Silver Lake Mall and the downtown area. The tribe's buses also serve two Post Falls stops with seven runs on Friday, eight runs on Saturday and six runs on Sunday.

The tribe estimates that the total cost of operations for Kootenai County service is in excess of $300,000 a year. Operating costs for the service are supported through tribal funds, generated primarily through gaming.

Omnibus Bus Shuttle Tour & Charter Inc.

This transportation service is a charter and shuttle operation that serves individual and small groups within the greater Idaho panhandle region, including transportation to and from Spokane International and Coeur d'Alene airports. The company offers general public rides but all trips vary in fare, depending on distance traveled and the number of passengers. Omnibus operates five vans ranging from 5 to 31-passenger capacity. At this time, wheelchair access is not available on any of these vehicles.

Generally, this transportation service charges more than cab companies in the Coeur d'Alene area and therefore depends mostly on large tours and airport shuttles rather than personal trips.

TAXI SERVICES

Local taxi companies provide local and regional transportation to Kootenai residents. **Ride Away Right Away** provides rides for a flat $5 fare within Coeur d'Alene. Post Falls to Coeur d'Alene or Coeur d'Alene to Hayden Lake trips cost $10 and Post Falls to Hayden Lake cost $15. Senior or disable discounts are not available but multiple trip discounts are available for regular riders. A $25 book of passes comes with one free ride. About 150 trips are made each day during normal business hours. Activity increases in evenings and on weekends. Regular riders go to vocational rehabilitation centers and Goodwill, medical facilities and local middle and high schools.

Sunset Taxi provides a $4.50 flat rate for Coeur d'Alene area seniors and disabled residents. Normal fares include a $4.50 base, $2.00 mile surcharge and variable pickup fee ($6 to $10) if trips do not originate or terminate in Coeur d'Alene. Both Sunset Taxi and **Taxi by Hall** regularly serve the Ironwood Drive medical facilities. Other area taxi providers include **Don's Taxi** of Coeur d'Alene and **Express Taxi** of Post Falls.

Taxis are not wheelchair equipped but many passengers are able to transfer to the taxi and have the wheelchair stored in the trunk. Taxi company staff indicate their clients like the one-on-one service and appreciate the personal services offered, such as help with groceries.

SENIOR RESIDENTIAL FACILITIES

A number of senior residential and assisted living facilities have vans for their clients. **Heritage Place** has a 14-passenger wheelchair-equipped bus that provides trips to medical and shopping sites for their clients. On average the vehicle provides transportation between two and three days a week. The Heritage Van serves Heritage Place and the co-located Coeur d'Alene Homes facility. Between the two, 55% - 60% of the 160 residents use the van service.

Pinewood Care Center has one van capable of carrying two wheelchairs and one passenger. The service operates five days per week during normal business hours. It is available to residents of the facility who need transportation to medical appointments and requires a 48 hour advanced notification. Medical trips receive priority over other trip purposes such as shopping and personal errands. One to two times per month the van is used to provide transportation to activities. Nearly all of the center's 45 residents use the van service.

There is one full-time driver who also serves as the maintenance director. Additionally, a part-time driver works when the full-time employee is unavailable.

In general, the Pinewood residential facility vans meet the medical needs of clients, however they would like to schedule more activities throughout the month, but cannot because of limited capacity on the van. To increase capacity, the

Pinewood Care Center has plans to purchase a 15-passenger vehicle. Residents use KMC services very infrequently because there have been timing issues.

Generations Assisted Living & Wellness in Rathdrum provides their residents with trips to doctor's appointments, shopping and activities. A Honda vehicle and a 13-passenger bus with wheelchair access are used to transport residents. The 13-passenger vehicle is generally used for activity trips since it can accommodate more passengers. The activity trips are scheduled by the facility up to three weeks in advance and residents are able to sign up for the activities of their choice. On average, the senior center provides one activity trip per week to interested residents.

Individual trips may also be schedule on an as needed basis, but are fairly uncommon since the facility houses it's own doctor. Should someone need a trip, they will generally request it a few days in advance and every effort is made by the staff to accommodate the trip.

Both the activity trips and the individual trips are fee-based. The cost of the activity trips are split by the number of riders and the individual trips depend on the needs of those specific trips.

The owner of the center and the Activity Director share in driving responsibilities in addition to their other job functions. As the residential facility seeks to become a non-profit organization, structural changes will be made and transportation services offered may be affected.

DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS

Access to livable communities, reasonable housing costs, and a wide variety of recreational opportunities continue to fuel growth in Kootenai County, one of the fastest growing counties in Idaho between 2000 and 2010. Population, economic trends and travel patterns are of particular importance to transit planning and will be discussed in this section.

POPULATION

According to the 2010 Census, Kootenai County is home to about 138,500 people. Kootenai County's population has grown at a rapid rate since the late 1980s. It increased an impressive 56% from 1990 to 2000. In 2010, the state's population growth of 21% made it the fourth fastest growing state. Census Bureau estimates of population show the county's population grew by 27% from 108,685 in 2000 to 138,494 in 2010.

Immigration from other states, especially by seniors, is driving this growth. According to 2009 census data, more than 5% of county residents lived in a

different state one year earlier and 6% lived in a different county. The median age of Kootenai County residents has increased from 35 in 1990 to 36 in 2000 and 39 in 2010.

Table 2.7 also details 2010 population levels, growth over the last decade, and senior population figures for each city in the county. Among the larger cities, Coeur d'Alene, Post Falls, and Hayden had high growth rates. Post Falls now has 27.574 residents, second only to Coeur d'Alene at 44,137. The table illustrates the trend toward the urbanization of Kootenai County's population. The urbanized area now has a population of more than 90,000 people.

Table 2.7: Population Trends

	2000 Population	2010 Population	Growth 2000 to 2010	Population over age of 65
Kootenai County	108,685	138,494	27%	14%
Athol	665	692	4%	9%
Coeur d'Alene	34,785	44,137	27%	14%
Dalton Gardens	2,260	2,335	3%	15%
Harrison	276	203	-26%	14%
Hauser	648	678	5%	10%
Hayden	9,361	13,294	42%	18%
Hayden Lake	523	574	10%	31%
Huetter	96	100	4%	6%
Post Falls	17,028	27,574	62%	10%
Rathdrum	4,891	6,826	40%	6%
Spirit Lake	1,351	1,945	44%	6%
State Line	19	38	100%	18%
Worley	222	257	16%	11%

Source: 2010 US Census

From a transit planning perspective, the mobility needs of the population aged 75 and above are the most critical. Both individuals and agencies prefer to have elders continue to reside in their own homes, and transportation is often a key to this. **Table 2.8** provides additional information on the number of individuals in each of these age groups for the largest communities in the County.

Table 2.8: Population by Age and Place

Community	2010 Total	2010 65+	2010 75+
Coeur d'Alene	44,137	4,347	2,767
Post Falls	27,574	2,716	1,729
Hayden	13,294	1,309	833
Rathdrum	6,826	672	428

INCOME

Kootenai County has a lower than average per capita income, as shown in **Table 2.9**. This is a result of the low wages associated with service and retail jobs, as well as the decline of the county's resource extraction based economy. According to the Idaho Department of Commerce, the county average income was $23,816 in 2009 as compared to a statewide average of $22,262 and a national average of $39,138. 2010 U.S. Census data further demonstrates this trend, showing that only 16% of Kootenai County residents have an annual income over $35,000. Educational attainment in the County is also interesting as only 22% of residents hold bachelor's degrees or higher compared to the national average of 27%.

Table 2.9: Median Income and Poverty Level by Place

	2010 Population	Median Income in 2009	Percent Below Poverty Level
Kootenai County	138,494	$23,816	11.20%
Athol	692	$20,398	8.60%
Coeur d'Alene	44,137	$21,763	12.30%
Dalton Gardens	2,335	$26,230	9.50%
Harrison	203	$42,000	4.10%
Hauser	678	$23,684	11.60%
Hayden	13,294	$23,888	9.20%
Hayden Lake	574	$25,288	5.90%
Huetter	100	$14,583	42.70%
Post Falls	27,574	$22,319	13.30%
Rathdrum	6,826	$26,611	7.40%
Spirit Lake	1,945	$22,422	15.00%
State Line	38	$2,499	8.70%
Worley	257	$28,214	1.40%
Idaho	1,567,582	$44,644	14.40%
United States	308,745,538	$50,221	14.30%

Source: US Census: American Community Survey, Median Household Income in 2009

The percentage of residents living below the poverty line is at or below national averages for the County as a whole and in the Coeur d'Alene – Post Falls area, but is much higher in some rural pockets of the county.[1]

EMPLOYMENT

Kootenai County's rapid population growth reflects economic growth and for much of the decade was a driving force behind increased economic activity. In addition to the influx of seniors looking to retire in Kootenai County, a number of new residents are following jobs that were created in, or moved to, the area. This includes the development of the tourism sector and increases in the manufacturing base that have diversified and expanded employment opportunities during the past decade. And as a result of the population increases, more jobs were created in the retail, health care, service, and government sectors. County employment stood at 63,496 in 2010 as compared to 55,200 in 2003, a 15% increase.

Many of the County's larger employers are located in the Coeur d'Alene and Post Falls areas, as listed in **Table 2.10**. The location of employers and activity centers are illustrated in **Figure 2.8.**

There are significant employers outside the urbanized area as well, and more developing. These include the Coeur d'Alene Casino, the Cabella's complex at State Line, and the Spokane area where many Kootenai County residents work. With infrastructure improvements at State Line and Liberty Village, the number of jobs in this area will be increasing. North of the urbanized area, near Rathdrum, a K-Tech, a technical school is under construction. The locations of these employment sites reinforce the strong ties between residents and jobs throughout the region.

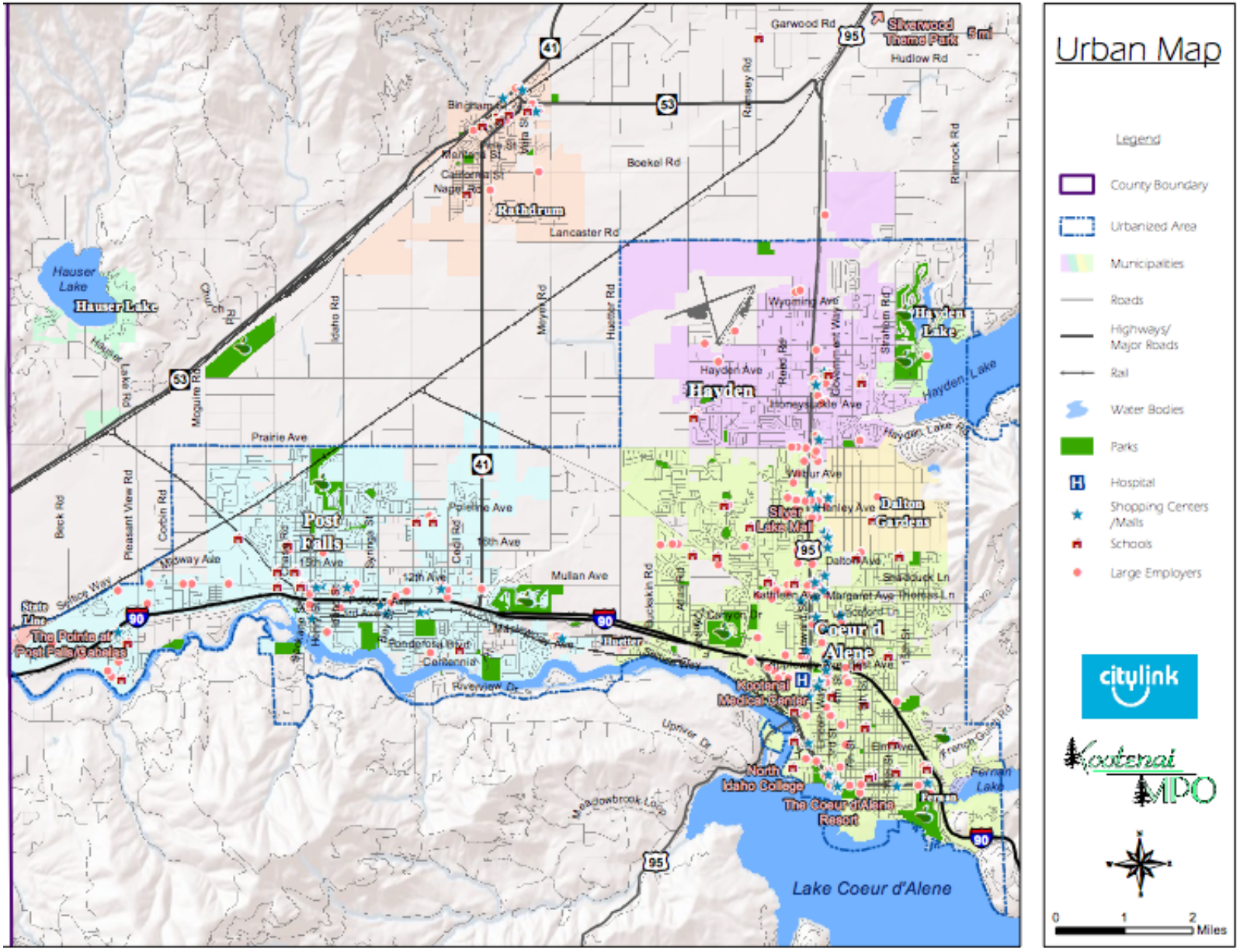
[1] The poverty level varies according to income level, family size, number of children, and age of the householder. If a household receives less income than that defined by the poverty threshold, then it is classified "below poverty level." Persons in poverty are all persons living in households classified as "below poverty level." For detailed definitions, refer to the U.S. Census of Population and Housing Guide, Part B.

Table 2.10: Top Employers

Coeur d'Alene Area	
Kootenai Medical Center, Health Care Services	1,800-1,899
Coeur d'Alene School District, Education	1,000-1,499
Coeur d'Alene Resort, Hospitality	900-999
North Idaho College, Education	800-899
Kootenai County, Government Services	700-799
City of Coeur d'Alene, Government Services	300-399
Esterline Advanced Input Devices, Electronics Manufacturing	300-399
Costco, Retail	200-299
Fred Meyer Shopping Center, Retail	200-299
Integrated Personnel, Employment Agency	200-299
Natural Resources Conservation, Government Services	200-299
Full Life Home Care, Health Care Services	150-199
Transtector Systems, Electronics Manufacturing	150-199
Lowe's, Retail	100-149
Accurate Molded Plastics, Manufacturing	100-149
Department of Health & Welfare, Government Services	100-149
Coeur d'Alene Press, Newspaper Publishing	100-149
Avista Corporation, Public Utilities	100-149
Best Western Coeur d'Alene Inn, Hospitality	100-149
Empire Airlines, Airline & Aerospace Manufacturing	100-149
Humanix Personnel Services, Employment Agency	100-149
Idaho Department of Transportation, Government Services	100-149
Interstate Concrete & Asphalt, Concrete & Asphalt Contractor	100-149
Lake Coeur d'Alene Cruises, Leisure & Hospitality	100-149
Safeway, Grocery Store	100-149
Surgery LLC, Ambulatory Services	100-149
Target, Retail	100-149
Post Falls Area	
Center Partners, Telemarketing	1,500-1,999
Wal-Mart, Retail	700-799
Post Falls School District, Education	600-699
Flexcel-Kimball International, Furniture Manufacturing	300-399
City of Post Falls, Government Services	200-299
Buck Knives, Cutlery Manufacturing	200-299
Worley	
Coeur d'Alene Tribal Casino, Hospitality	800 - 899
Rathdrum & Athol Area	
Lakeland School District, Education	500-599
Silverwood Theme Park, Entertainment	300-399

Source: Idaho Department of Commerce, Idaho Department of Labor and Employer Interviews

Figure 2.8: Regional Employers and Activity Centers



DENSITY OF POPULATION AND EMPLOYMENT

The density of population and employment provides a good indication of the level and type of transit services that an area will support. **Figures 2.9 and 2.10** illustrate this for the region using 2010 data from the current Kootenai Metropolitan Transportation Plan. Generally, areas with 3 or more households per acre or 4 or more jobs per acre are considered supportive of transit services. These areas typically support a minimum of hourly transit service. Much of the urbanized area is in this category for residential density, as is Rathdrum. Along the Interstate 90 and 95 corridors, the employment density is adequate to support transit services simply based on employment. Adding the residential density to the mix helps to explain the relatively high ridership on the system.

Other factors, such as whether the areas are discontinuous and at some distance from similar transit supportive areas, also are important. This may impact the ability to design viable transit services. If distances between transit supportive areas are too great, the cost of providing effective transit services to outlying areas may be prohibitive.

Areas where there are concentrations of jobs include:

- The Riverbend Commerce Park along the Interstate in western Post Falls provides a concentration of employment opportunities. In addition, it includes a Research Park established by the University of Idaho and a Workforce Training Center operated by Northern Idaho College.
- The Kootenai Medical Center (KMC) and the North Idaho College (NIC) create large activity centers within Coeur d'Alene.
  - In addition to its staff of 1,600, KMC attracts hundreds of visitors from around Kootenai and neighboring counties.
  - At NIC, 3,700 students, staff and faculty can be found on campus on any given day. Only 200 students live in the college's sole residence hall. The remainder of the student body consists of commuters traveling all parts of the region without any significant pockets of student residential density in nearby off-campus neighborhoods.
- Coeur d'Alene Hotel and Casino located 30 minutes south of Coeur d'Alene and employs more than 2,000 people. There are six restaurants, one bar, and over 200 hotel rooms on the property.
- Northwest Specialty Hospital in Post Falls employs over 2,000 workers. In addition, outpatients and visitors add to the daily trips made to the facility.
- Cabella's and the surrounding area are anticipating continued growth. There is significant business interest (such as for restaurants) and a special use permit for a multi-family housing project has been approved for the same area.

Figure 2.9: 2010 Population Densities

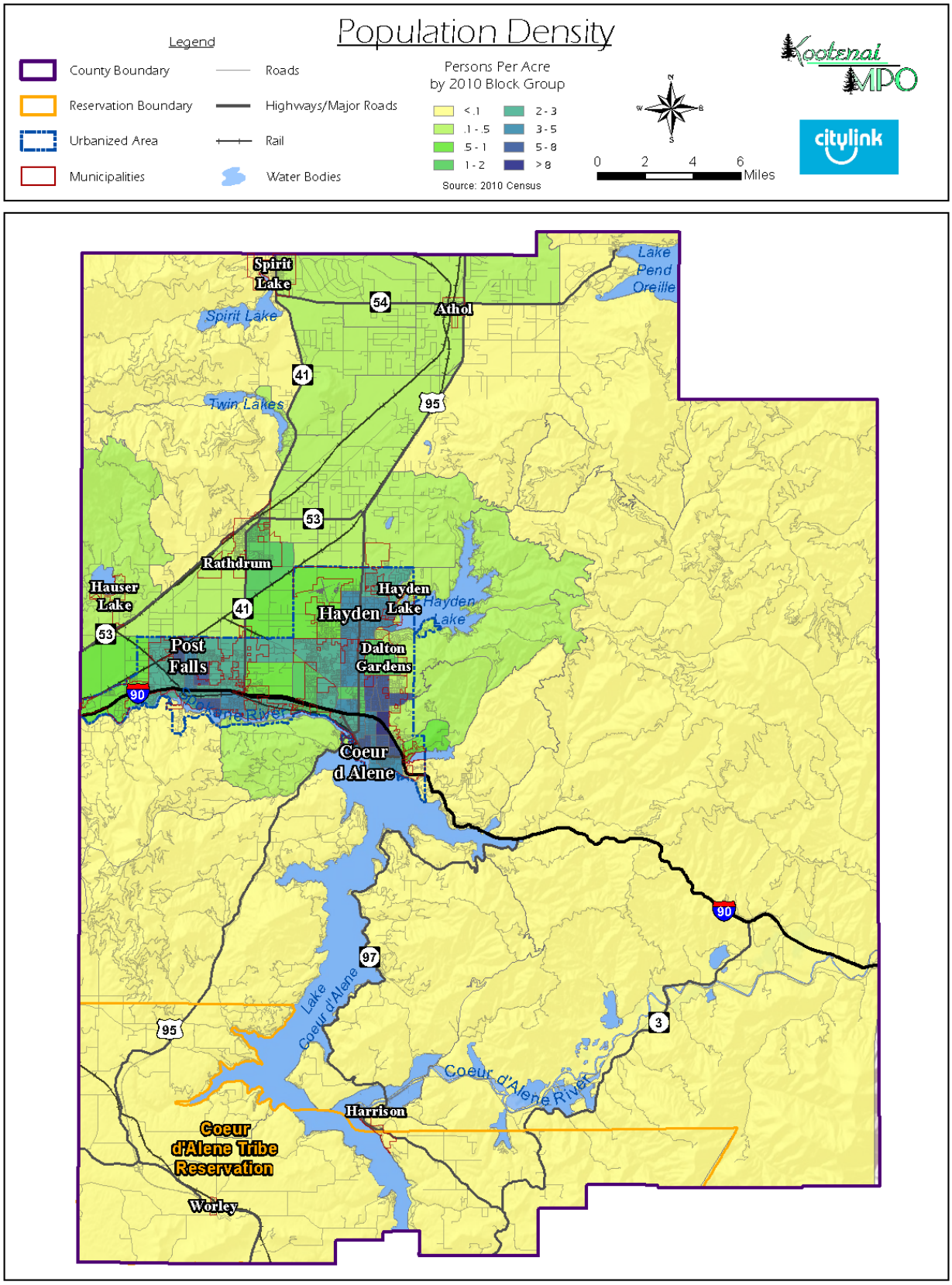
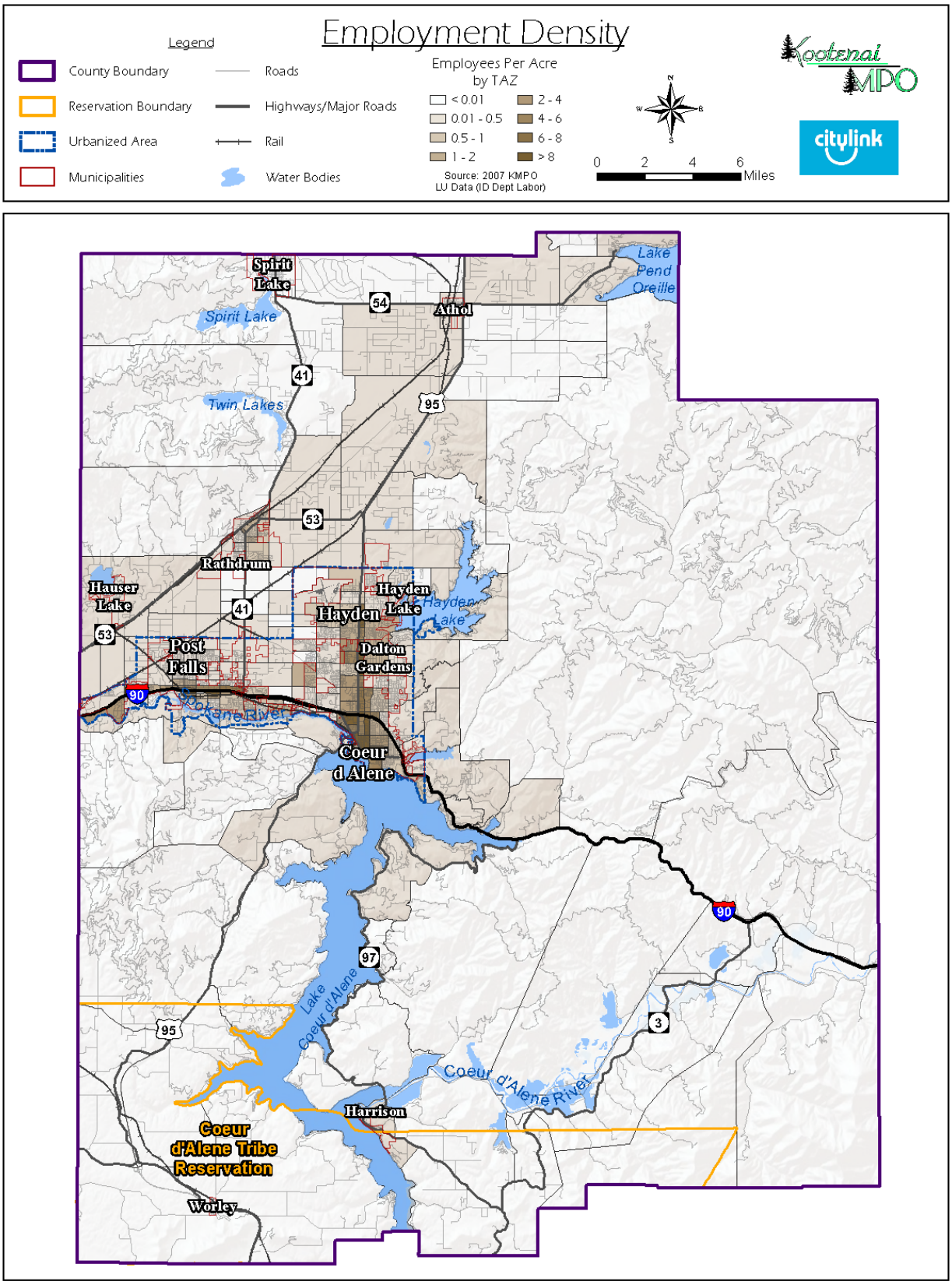


Figure 2.10 2010 Employment Density



The Salvation Army Kroc Center in Coeur d'Alene is an extensive community center with sports, aquatic, and recreation facilities. With extensive after school programs and a full range of programs for residents of all ages, it is a major activity center for residents and a major employment center.

REGIONAL COMMUTE AND TRANSPORTATION TRENDS

According to the 2000 Census, there were 38,744 workers in Kootenai County. **Table 2.11** shows that 79% of Kootenai County working residents were employed within the County and 17% traveled to Spokane County in Washington State for employment. The remainder traveled to nearby counties. Conversely, approximately 4,000 residents of nearby counties traveled to Kootenai County for work.

Table 2.11: Top Place of Work Destinations and Residence

Kootenai County Residents' Work Destinations	Number
Kootenai County, ID	38,744
Spokane County, WA	8,190
Bonner County, ID	433
Shoshone County, ID	377
Benewah County, WA	359
King County, WA	230

County of Residence for Workers in Kootenai County	Number
Kootenai Co. ID	38,744
Spokane Co. WA	2,145
Bonner Co. ID	935
Shoshone Co. ID	541
Benewah Co. WA	255
Latah Co. ID	61

Source: US Census, 2000 County-to-County Travel Flows

The automobile is the dominant mode of travel for Kootenai County workers. Land uses geared toward the car; an abundance of free parking, and relatively unconstrained commutes lead to a high level of automobile ownership and usage. Current commute information is available for Kootenai County as a whole from the Census 2009 1-year estimates from the American Community Survey. While this small sample has a higher margin of error than the data collected in the 2000 Census, it reflects more current conditions. Nearly 90% of workers travel to work in automobiles, with 75.3% driving alone and 14.5% carpooling. Less than 1% are estimated to use public transportation for their work trip. Walking (1.5%) and bicycling (0.6%) are also infrequent travel modes to work.

Table 2.12: Mode of Travel to Work

Mode of Transportation to Work	Kootenai Co.	Margin of Error
Car, truck, or van	89.8%	+/-2.0
Drove alone	75.3%	+/-3.1
Carpooled	14.5%	+/-2.9
Workers per car, truck, or van	1.1	+/-0.02
Public transportation (excluding taxicab)	0.7%	+/-0.5
Walked	1.5%	+/-0.8
Bicycle	0.6%	+/-0.6
Taxicab, motorcycle, or other means	1.9%	+/-0.8
Worked at home	5.4%	+/-1.7

Source: US Census, 2009 ACS 1-year Estimates, Table S0801

Other commute travel information from the American Community Survey shows that commute times have slightly increased. In the 2000 Census, 78% of workers reported a travel time of less than 30 minutes while in 2009 only 73% reported the same. In 2009 the mean travel time was 21.7 minutes.

Automobile ownership remains high. The majority of workers reported owning two or three vehicles (82.8%) while 16.1% reported owning one vehicle. Among workers, 1.1% reported they did not own a vehicle.

FUTURE REGIONAL CHARACTERISTICS

POPULATION GROWTH

The KMPO Travel Model provides projections of population and employment for the region. The draft projections reflect continued growth of both the residential and housing base. The projections identified in **Table 2.13** show that Kootenai County is anticipated to grow from 148,995 in 2010 to 279,572 by 2035. Much of this growth will occur in the Post Falls area, where the population is anticipated to triple from 28,000 to 89,000. Post Falls covers a large geographic area so this population increase will not result in substantial increases in density. Post Falls is anticipated to become the largest city in the County.

The growth in Coeur d'Alene is also expected to be significant, with the population almost doubling to 82,000. Other communities with significant growth rates are Hayden (projected to grow 154% to over 33,000 in population) and Spirit Lake (projected to grow 128% to nearly 5,000 residents).

Table 2.13: Population Projections

	Population			
Location	**2010**	**2020**	**2035**	**2010 – 2030 % Growth**
Kootenai County	138,494	180,500	279,572	102%
Athol	692	708	734	6%
Coeur d'Alene	44,137	56,494	81,808	85%
Dalton Gardens	2,335	2,393	2,484	6%
Hauser Lake	678	688	704	4%
Hayden	13,294	19,296	33,742	154%
Hayden Lake	574	667	835	45%
Post Falls	27,574	44,071	89,050	223%
Rathdrum	7,153	9.674	16,324	128%
Spirit Lake	1,945	2,749	4,620	138%
Other Municipalities*	472	824	483	2%
Unincorporated Areas	39,672	42,936	48,341	22%

* Other municipalities are Fernan, Harrison, and Huetter.

Much of the residential growth is anticipated in the Post Falls area and east to Hayden and the north side of Coeur d'Alene. The Post Falls area that is supportive of transit service will increase significantly, as residential development expands and employment density grows. Employment density is anticipated to grow throughout the urban area, and this will increase the area in which transit service is feasible. Note that the area that is transit supportive also increases in and around Rathdrum.

For Kootenai County, with a population of 138,494, the current overall ridership rate equates to 4.4 trips per capita per year. If applied to the future population, one would anticipate a ridership level of 1,230,000 trips annually. For paratransit services, ridership is expected to range between 70,000 and 140,000 annual trips at per capita trip rates of between 0.25 and 0.50 annual trips per capita.

AGING IN KOOTENAI COUNTY

The consultant team researched the projections of the aging of the population and found the Idaho Department of Commerce and Labor had prepared a projection through 2020. TransitPlus has extended the trend lines to get an order of magnitude projection of the elderly population in 2035. While these consider the aging of each population group, they should not be considered technical demographic projections as they have not considered all of the factors. They are, however, in line with other national projections. **Table 2.14** shows the population aged 75-84 is anticipated to almost triple by 2035 while the population aged 85 and over is anticipated to almost double.

Table 2.14: Kootenai Aging Population Projections

Total Population in Each Age Group Category				
	2000	**2010**	**2020**	**2035**
Population Total	109,528	149,802	186,802	279,572
55-64	10,313	22,049	30,793	46,129
65-74	7,173	13,639	25,159	33,828
75-84	4,653	5,848	8,378	15,376
85+	1,641	2,835	3,233	5,032
Percentage of Total Population for Each Age Group				
	2000	**2010**	**2020**	**2035**
Population Total	109,528	149,802	186,802	279,572
55-64	9.4%	14.7%	16.5%	16.5%
65-74	6.5%	9.1%	13.5%	12.1%
75-84	4.2%	3.9%	4.5%	5.5%
85+	1.5%	1.9%	1.7%	1.8%
Percent Age 65+ of Total Population	12.3%	14.9%	19.7%	19.4%

Data Sources

2000 Census Actual Data.
2000 Census projections calculated by the Idaho Department of Commerce & Labor. The source of this data is the Area Agency on Aging of North Idaho's Area Plan for 2010-2013, page 10.
TransiPlus, Inc. projections, with total population based on traffic model data and age group projections based on 2020 and 2035 draft projections.

SUMMARY COMMENTS

This chapter's review of existing transportation services and demographic characteristics, with a look forward at projections for 2035, has revealed a variety of items that will be important in this transit planning effort.

- Regional Emphasis – The Citylink system covers both urban and rural areas. The demographic data shows an increasing regional flavor to the area, not only within Kootenai County but also to neighboring areas. The projections indicate that this will increase as the population grows, with residents increasingly traveling to other communities for employment and services. This speaks to the importance of transit system development that reflects the travel patterns of the residents and crosses urban and rural boundaries.
- Service Development – There is at present a need to:
  - Address overcrowding on the C-Green route;
  - Increase transit services to rural communities, with routes from the north feeding into the urban area;
  - Change to 60 minute headways; and
  - Provide paratransit services that meet the Americans with Disabilities Act and the needs of the population.

It is anticipated that the system will undergo a process of maturation, whereby services are increased on high performing routes and appropriate levels and types of services are provided in areas where less ridership is generated. These service improvements will require additional financial resources and a process that includes evaluation, planning and implementation. It also will require trade-offs and sometimes hard decisions to be made.

- **Financial Capacity** – As with many urban areas, developing the financial capacity to support the transit system will be critical. While the Coeur d'Alene Tribe has generously provided most of the local financial support to date, an equitable financing mechanism that will enable the system to grow will be needed.
  - The Citylink system has been very successful, with solid ridership, in an area with high automobile ownership. Part of the reason why this dichotomy exists is that many of the jobs in the area are in the service sector and have relatively low wages. Using public transit rather than owning and maintaining a car can save a household over $6,000 annually. Lower income households tend to use transit more frequently than others, even if it simply allows the household to get by with one car rather than two.
- **Governance** – Hand-in-hand with developing financial capacity will be establishing a governance mechanism that will provide for effective decision-making and will result in strong, transparent reporting and a system that provides safe and effective services.
  - At present the governance is split with the Coeur d'Alene Tribe having authority over the services they operate and fund, Kootenai County having compliance responsibility for the system, including responsibility for paratransit services. A single system of governance and decision-making is needed
  - It is important to provide many opportunities to evaluate the effectiveness of decisions regarding transit services.

CHAPTER 3: PUBLIC PARTICIPATION

A variety of activities are included throughout this planning process to involve the stakeholders and the public. Four key activities are:

- A Study Advisory Committee has been established. These stakeholders provide a forum to discuss the issues and findings at meetings held at key points in the planning process. They also will review and comment on technical reports. The members are listed in **Appendix A**.
- Stakeholder Interviews have been held with a variety of community leaders to build an understanding of their views regarding public transit. Through these interviews they shared their views about public transit, including opportunities and concerns. A summary of the interviews is presented below.
- A survey of the public was conducted by Moore Information to identify the public's perceptions and views regarding public transit. The results are presented in **Appendix C**.
- Meetings on transit alternatives will be held for the general public in later stages of the project. Once held, the public comment obtained at these meetings will be documented in this chapter.

STAKEHOLDER INTERVIEWS

Ten agencies participated in stakeholder interviews, with a total of 17 individuals participating as listed in **Table 3.1**. Follow-up contacts with a wide range of other stakeholders (such as other transportation providers) were also made.

At these stakeholder interviews a structured format was used to elicit opinions on items such as the value of public transit and their communities, governance and financing, and issues that need to be addressed in this planning process and the community survey. Each interview also allowed time for the participants to share their perspective on their community or agency and how changing conditions might impact public transportation.

The findings from the interviews are summarized here and woven throughout the first two chapters of this report.

Table 3.1: Stakeholder Interview Participants

Agency	Participants	Titles
City of Rathdrum	Vic Holmes	Mayor
	Brett Boyer	City Administrator
	Chris Riffe	City Planner
	Kevin Jump	City Engineer
Kootenai County	Todd Tondee	Commissioner
	Christine Fueston	FTA Grant Administrator
Citylink	Andrew Murphy	Citylink Transit
	Brian McClatchey	In-House Attorney
	Christine Fueston	FTA Grant Administrator
Coeur D'Alene Tribe	Jim Kackman	Public Works Director
	Lance Mueller	Planning Technician
	Christine Fueston	FTA Grant Administrator
Kootenai Medical Center	Toby Ruhs	Transportation
	Christine Fueston	FTA Grant Administrator
City of Coeur d'Alene	Sandy Bloem	Mayor
KMPO	Glenn Miles	Executive Director
City of Hayden		
City of Post Falls	Clay Larkin	Mayor
Community Transportation Assoc. of Idaho	Clifton Warren	Mobility Manager

SUMMARY OF RESPONSES ON KEY ISSUES

Value of Public Transit

Several participants echoed the sentiment that the Citylink numbers are impressive and show that public transit, as operated today, is very important and brings value to the region. Several elected officials did ask that one of the survey questions request the public to identify how they value transit compared to other services.

One common theme was that it is public transit is valuable to the community as it enables people who are transit dependent to be mobile and access employment and services. It was noted that the service industry workers especially need transportation options. The lack of other options – such as a taxi in many communities – makes transit more important. Similarly, transit was noted as important for retirees and families with only one car.

Several interviewees identified the critical importance of urban/rural connections. While the connections were identified as important today, several noted that this importance will grow based on the anticipated development patterns. The need for connections from the north portion of the County – and beyond – was noted by several respondents. This was identified as important for employment trips and student trips. It was also identified as important for tourists wishing to access the Centennial Trail and Trail of the Coeur d'Alenes. Rathdrum officials wish to replace the service that was lost when KATS went out of business but recognize that another service model may be more appropriate. Similarly, many respondents noted that transit services will be increasingly important for employment trips and for connections between cities in the region and to other regions, including Spokane.

One respondent noted that while one may not hear a lot of vocal support for the service, if the region seriously considered eliminating bus service one would expect to hear, "Don't take transit away from us".

Community Partnerships

There was a consistent recognition of the role of partnerships in providing the existing services, with gratitude expressed for the valuable role the Coeur d'Alene Tribe has served in both the actual operation of the transit service and in their extensive financial contribution. Many noted that without the Tribe, transit service would not exist in the region.

Many also called out the support of Kootenai Medical Center for their provision of medical transportation trips at the hospital's own cost. Finally, there were many ideas for additional partners – from Aging Services to the colleges to the business community.

Need for Public Transit

A variety of specific needs were identified and are listed below. A few respondents also are hopeful that this study will objectively identify the needs and appropriate levels of service in a realistic and practical sense.

Some of the needs in the list below reflect current needs, others focus more on the future (5 or more years out). Post Falls may need its own circulator.

- Need to connect rural Kootenai County and urban areas
  - A connection to Rathdrum was identified by several participants
  - Be open to connections to additional counties
  - When K-Tech is completed there will be a need for transportation to and from vocational school for a wide range of county residents.
- Spokane connections are important; today there are active vanpools and an intercity bus on Hwy 95.

  - Improvements to State Line Bridge and Beck Road interchange will increase opportunities to coordinate with Spokane Transit Authority.
- Increased service on the urban C – Green route to address capacity problems
- Circulators in growing communities. As population increases, the current service plan will need to be revisited.
- Buses running more frequently, especially in peak hours.
- Commuter transportation
- Improved amenities, particularly at transfer points
- A paratransit system that meets the needs of ADA eligible individuals in the Urban Area.
- There needs to be a single source for information. At present there is confusion about what services are available. This was identified by several as an important short-term goal.

Perhaps the items that came up most often were not service needs but rather the need for an adequate governance and financial foundation.

Future of Transit

Key concerns for the future are the financial sustainability of the system and the governance system. Most participants agreed on the issues:

- Sustainability - financing the system for the long-term
- A unified governance and organizational structure is needed

There is not agreement on the solutions and many are looking towards this project to provide a forum for discussion and recommendations.

Most commonly, participants identified that a stand-alone transit system would serve the region well. Most often the Tribe, local jurisdictions, and KMPO were identified as potential partner members. Other ideas on this topic included:

- “An RPTA seems like a solid solution” and the view that “an RPTA would create a new bureaucracy that doesn’t seem necessary”
- The new structure should cover urban and rural areas and have the potential to either provide or contract for services that cross County or state lines
- What will be the role of Kootenai County Commissioners and of the Tribe going forward?
  - The Tribe should be a leading partner as they provide the majority of the local match.
  - It will be important to increase the knowledge base of both groups so they can make informed decisions.
  - At present there is confusion over who does what – this should be cleared up.

Financing was recognized as a problem generally, and also that the RPTA legislation does not include any taxing authority. There was agreement that a sustainable funding source is needed and the options identified by the Governor's Task Force last year might be a starting point. There were several requests that this be explored in the community survey.

- There was recognition that it will be important to address the topic of fares.
    - Would the public be willing to support the taxes for transit service without fares?
    - How can the Tribal concerns regarding fares be addressed? The Tribe has reasonably indicated they do not want members to have to pay, as the Tribe puts up so much local match. Is there a way to address these concerns?

Other Issues

A variety of other issues were identified and are listed here. Most notable is that almost all participants identified a need to improve safety and security issues on board the buses or at waiting areas. The perceived lack of safety causes some people to not ride the bus. Other issues are

- What is the appropriate role of government?
- Competitive applications for rural grant funding could affect the level of FTA 5311 funding available in the region in the future if more transit services are developed in surrounding counties.
- There is a need to look at locations for transfer facilities, their amenities, and their locations relative to current and planned development.

PUBLIC TELEPHONE SURVEY

The consultant team developed a telephone survey designed to measure key views and perceptions related to public transportation services in Kootenai County. It was targeted to assess the public views on the importance of transit service in the region. The resulting survey gathered baseline data on a number of public transportation issues, identified the items that influenced voters to change their positions, and provided ideas used to guide the development of the project alternatives.

Moore Information conducted 250 telephone interviews on July 11 and 12, 2011, among a representative sample of voters in Kootenai County, Idaho. The sampling error is plus or minus 6% at the 95% confidence level.

Overall, Kootenai County voters are cautiously optimistic that things are headed in the right direction. The findings of the telephone survey are summarized here and woven through Chapter 4 of this report. A full telephone survey report is attached as **Appendix C.**

SUMMARY OF RESPONSES ON KEY ISSUES

Transit is Important

Overall, 54% of respondents rated public bus service as important or very important. Seventy-two percent of respondents rated bus service for people who are elderly or disabled as important or very important, with 50% rating it as very important.

Respondents supported transit in Kootenai County most strongly because they agreed that transit is important to serve the needs of students, senior citizens, and disabled individuals, and because travel between communities is important. Key sub-groups who want more public transportation include: women, Democrats, people who indicated the County is on the wrong-track, Coeur d'Alene residents, upper-income households, and those who were dissatisfied with the current system.

Citylink is Providing Good Service

One in five voters has ridden the Citylink service and roughly three in four are aware of the system. The voters who have used the service in the past were asked to rate their experience and 54% responded that they had an excellent or above average experience. Only 5% said they had a below average or poor experience. The people who had never ridden on Citylink buses were asked why and most said it is because they drive themselves.

Respondents who were aware of the Citylink service were asked to rate their satisfaction with the Citylink service. The majority (63%) indicated that they were either fairly satisfied or very satisfied, however 25% of the responding voters indicated that they don't know. Of the "very satisfied" respondents, 38% said the service is reliable and 25% said they have heard good things. Of the 12% of respondents who indicated that they are dissatisfied with the Citylink service, their primary reason was that there are not enough stops.

Public Funding Should be Used to Fund a Public Transit System

Support among respondents for higher taxes and fees to support and retain the existing system showed 50% either willing or fairly willing to pay and 47% either not very willing or not willing at all. Generally respondents agreed that taxpayers in the region should be responsible for a portion of the cost of public transportation. Most agreed that the Coeur d'Alene Tribe should not be expected to pay for transportation services in their entirety. Key subgroups that may support a tax increase and are willing to pay for services include those between 45 and 64; those whose household income is less than $35,000 a year; and those who are not currently Citylink riders.

CHAPTER 4: FINDINGS AND ISSUES

INTRODUCTION

The public transit system in the KMPO region is well used by riders and has a positive impact on the region. The system has grown quickly and faces governance, funding and service issues. Addressing these issues effectively will ensure the system can continue to serve the public.

This chapter presents a summary of how the public transit system is currently performing and compares the system to national standards and experience. It also presents a description of the key issues that need to be addressed in order to ensure the sustainability and future functionality of the transit system. In the ensuing chapters, several alternatives are presented to address these important issues.

SYSTEM PERFORMANCE

The Citylink system is an asset to the region, its residents, and its employers. The Citylink system is quite successful by national standards in terms of ridership and cost efficiency. First, the routes are well used and ridership has shown steady increases over the short history of the system. It is unusual to see a system begin so vibrantly and continue with such strong growth. It is quite common for new transit service to carry an average of 10-12 passengers per hour and build to 15 passengers per hour but Citylink averages 18.5 passengers per hour. Second, Citylink's hourly costs of service are at the low end of national levels. It is not uncommon for transit system costs to be in the range of $70 - $110 per service hour; Citylink is one of a few operating at between $50 and $60 per service hour.

Citylink's ridership and cost efficiencies demonstrate the system's unique characteristics and the role of public transit in the region. The Citylink system serves a wide range of people and businesses in each of the communities where it operates. Ridership figures show that people use Citylink for many travel purposes within each community it serves as well as between communities. Because the region has a college and resort economy, much travel occurs outside the typical peak hour travel times. Citylink has been responsive to the needs of shift workers and provides opportunities for people to conduct routine activities outside of their work hours by operating over a long service day. Many jobs are also at dispersed locations throughout the region, so public transit plays an important role in getting employees who may live 20 or more miles from where they work to their jobs on time at no out-of-pocket cost.

ISSUES

The key issues that must be addressed in order to ensure the continued sustainability of the public transit system in Kootenai County fall into three major categories: governance, funding and service development. Each critical issue area is presented separately below. However, because the issues are interdependent, there is some overlap between the categories.

GOVERNANCE

At present, formal governance responsibilities for public transit in the region are split. Two key areas where this occurs are compliance with Federal regulations and responsibility for service decisions, as described below:

- Split Responsibilities for Federal Compliance

  The Coeur d'Alene Tribe (CDA Tribe) has a dual role as both a provider of service and a recipient of rural and some special program funds. The State is the "Designated Recipient" of Federal Transit Authority (FTA) funding for rural areas and special programs. The Idaho Department of Transportation requires the CDA Tribe to comply with FTA terms through contractual agreements.

  Kootenai County is the "Designated Recipient" for urban area funds and some special program funds. Kootenai County also requires its subcontractors (the CDA Tribe, other providers and recipients of capital funds) to comply with the FTA terms through contractual agreements.

- Split Responsibilities for Service Decisions

  Kootenai County is responsible for service decisions in the urban area while the CDA Tribe is responsible for rural service decisions. However, because the CDA Tribe matches all the Federal rural funds and most the Federal urban funds, in practice they have a significant say in what they are willing to support in the urban area. The Tribe has made many decisions on service provisions that benefit the communities in both urban and rural areas enabling riders to get to their destinations for work, shopping, education, or recreation.

  Kootenai County is responsible for Americans with Disabilities Act (ADA) Paratransit service provisions in the urban areas. Similarly, the CDA Tribe is responsible for meeting the ADA requirements in the Tribal areas. For the urban areas, the amount of ADA Paratransit service provided is determined as follows:

  - Fixed route services operated (Paratransit availability must match the geographic area, hours and days of fixed route services);

- Availability of other providers (Kootenai Medical Center, volunteer driver programs, providers of services for individuals eligible for Medicaid Non-emergency Medical Transportation, services for individuals with developmental disabilities and other human service programs); and
- Demand for services.

Addressing Governance Issues

Ideally, a unified governance mechanism would be in place to guide the management of public transit services inside the service area. Generally a single governance structure is preferred because it aligns control of operations with funding contributions, provides for effective decision-making that is responsive to the changing needs in the region and provides accountability for the decisions that are made. Other benefits of such a structure are that it involves all jurisdictions and provides opportunities for residents and transit riders to be involved in decision-making where appropriate.

Creating and implementing a unified governance mechanism would ensure effective decision-making for service issues, financial issues and for integrating the transit mode with other modes of transportation within the service area. It is important that the decision-making process provide for a cost-effective balance of fixed, flexible and commuter services and supports the development of a wide range of mobility options. In the long run, this is critical for balancing mobility with an investment in the transit mode.

FUNDING

The funding issues that need to be addressed are associated with the sustainability of current funding levels and the sources of the funding for public transit. Current funding is not adequate to cover the cost of public transit services needed today. For example, current funding levels are not adequate to address service overcrowding on the Green Line. Another example is that ADA Paratransit services are anticipated to require additional funding to support the needs of a growing and aging population. Population inside the region is expected to grow by about 75% over the period of this plan so transit services will need to be expanded in order to respond to this growth and related development.

Because current funding is not tied to a specific source such as a sales tax, employee tax or vehicle registration fee, funding will not increase as the regional population grows. Rather, with growth there will be pressure to use the current available funding to pay for other services that could result in more competition for the dollars that are now committed annually to pay for public transit services.

Another critical issue is related to the source of local matching funds. Responsibility for local matching funds is not spread equitably among the

governments in the region. Today, the Coeur d'Alene Tribe provides around 90% of the matching funds for public transit services while local governments provide 10%. While the CDA Tribal employees and visitors do represent a measurable share of ridership, it is estimated at only 20% - 25% of all riders. There are many ways to measure use and benefit of transit service, including total ridership, boardings by area, and miles traveled in different areas that can be explored. The CDA Tribe has wisely recognized that the economy of the region is closely inter-connected and values the partnership it has with other local governments in the region. However, the current structure is not viewed as sustainable nor will it support the expected system growth.

Ultimately, the residents of the area will need to determine the value of public transit services and their willingness to pay for those services. The public opinion survey recently conducted in Kootenai County measured the perceptions of the populace in this regard, as illustrated in **Figures 4.1 through 4.4**. Overall, survey participants indicated support for a tax increase for transit services. The majority of respondents agreed that taxpayers should be responsible for a portion of the cost of public transportation, and that the Coeur d'Alene Tribe should not be responsible for 'footing the bill.' The number of voters willing to pay for transit service after learning more about how the system is currently funded increased by the end of the survey.

Figure 4.1: Willingness to Fund Public Transit Service

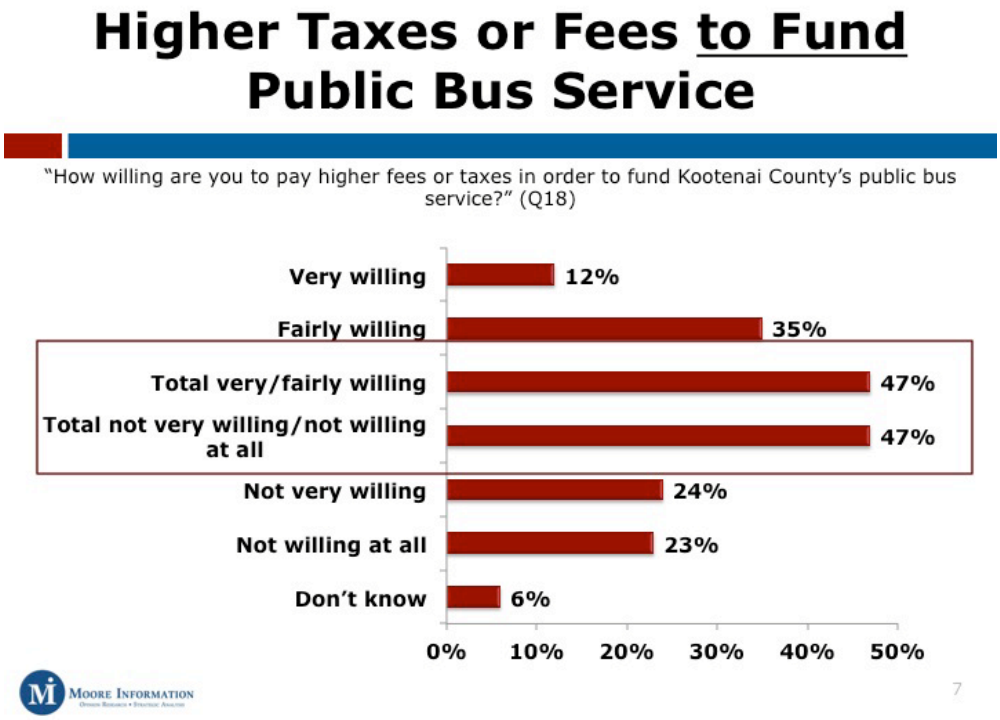


Figure 4.2: Role of Coeur d'Alene Tribe in Funding Transit

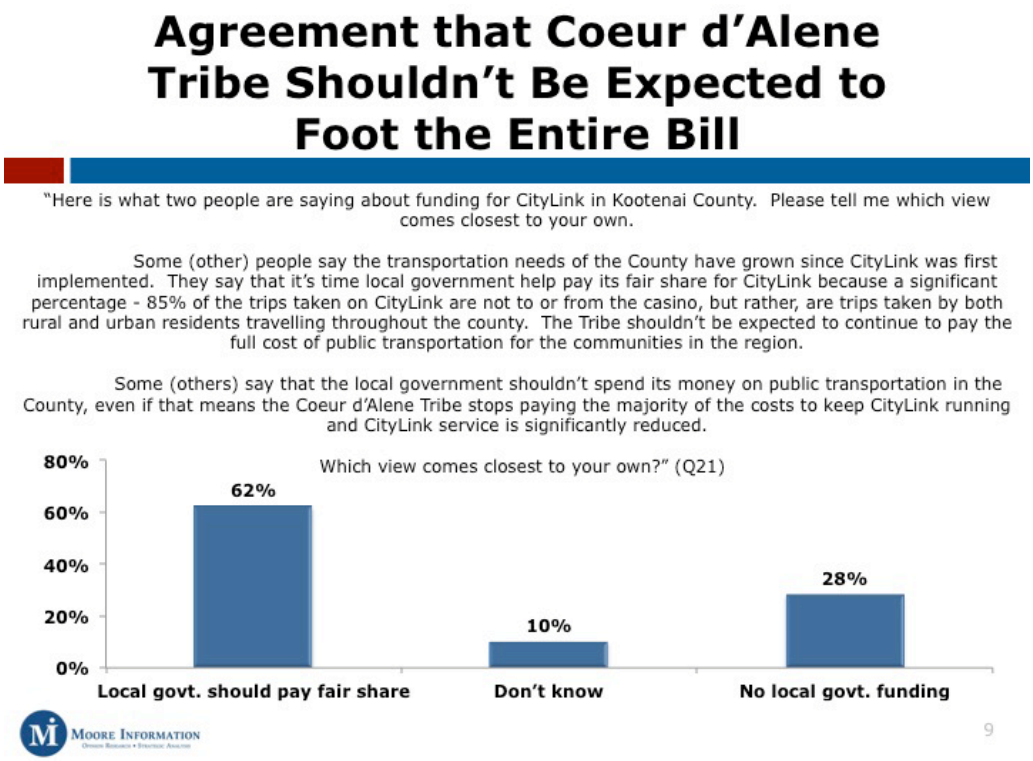


Figure 4.3: Message Testing

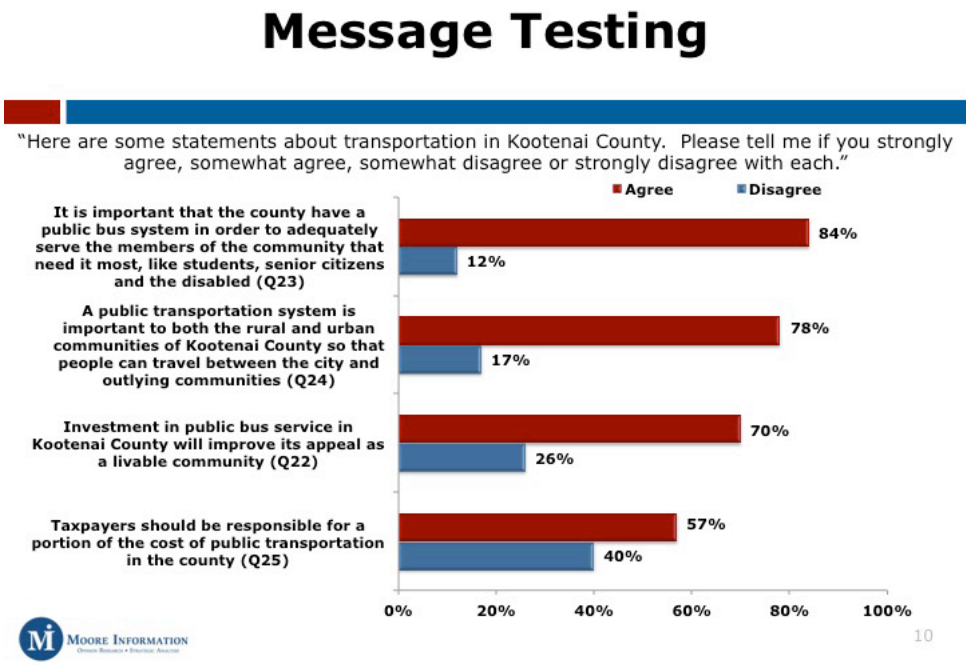
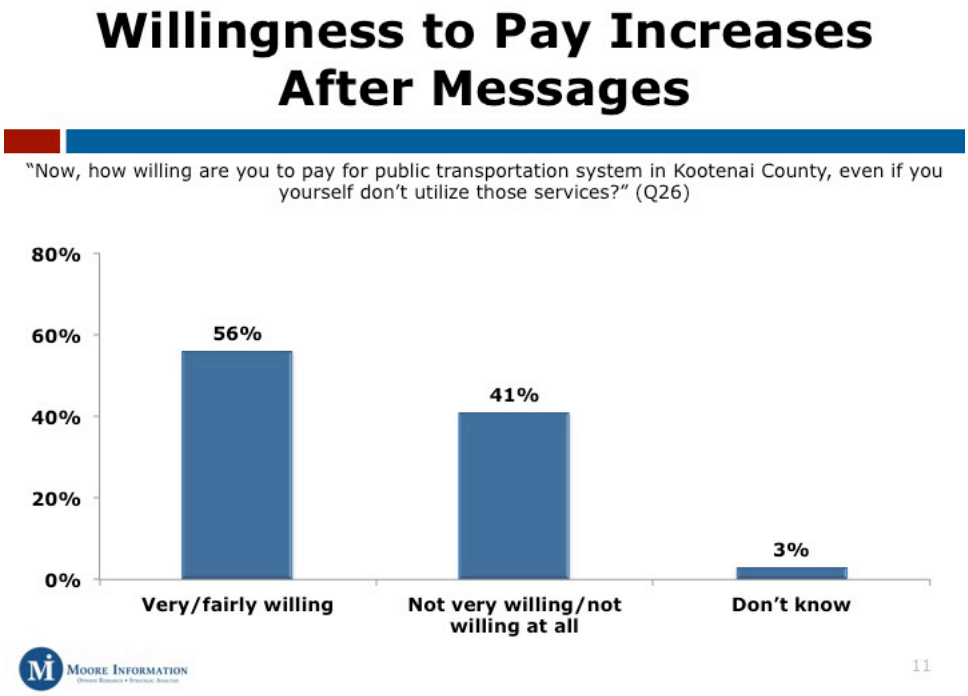


Figure 4.4: Willingness to Pay Increases After Messages



SERVICE DEVELOPMENT

Currently, there are three primary service needs:

- The provision of more extensive ADA Paratransit services, which the County has begun providing through a service contract with a private provider;
- Additional services on the Green Line to address overcrowding issues;
- Improvements to service frequencies. Two frequency improvements are eliminating the break in mid-afternoon that was instituted as a cost-savings measure and increasing the Link, Red, and Green routes to 60-minute frequencies;
- It would also be desirable to streamline the routing design, but again this can only be done if service is increased. The current service plan is one that provides the most access to residents even though the routes are more circuitous than would be desired.

A common theme among key stakeholders is that public transit is valuable to the community as it enables people who are transit dependent to be mobile and access employment, education and services. Urban/rural connections were also identified as being critical to communities within and surrounding Kootenai County.

Survey results indicate that, generally, the public has a positive opinion of Citylink. While stakeholder interviews indicated concerns of safety or security on public

transportation, these issues were not raised by survey respondents in open-ended questions. Voters indicated that among the most important transportation issue facing Kootenai County today is the need for increased public transportation and access to more areas. The majority of voters felt that bus service is important, and an overwhelming majority indicated that bus service for seniors, students and the disabled is very important. These points are illustrated in **Figures 4.5** and **4.6**.

Figure 4.5: Importance of Bus Service

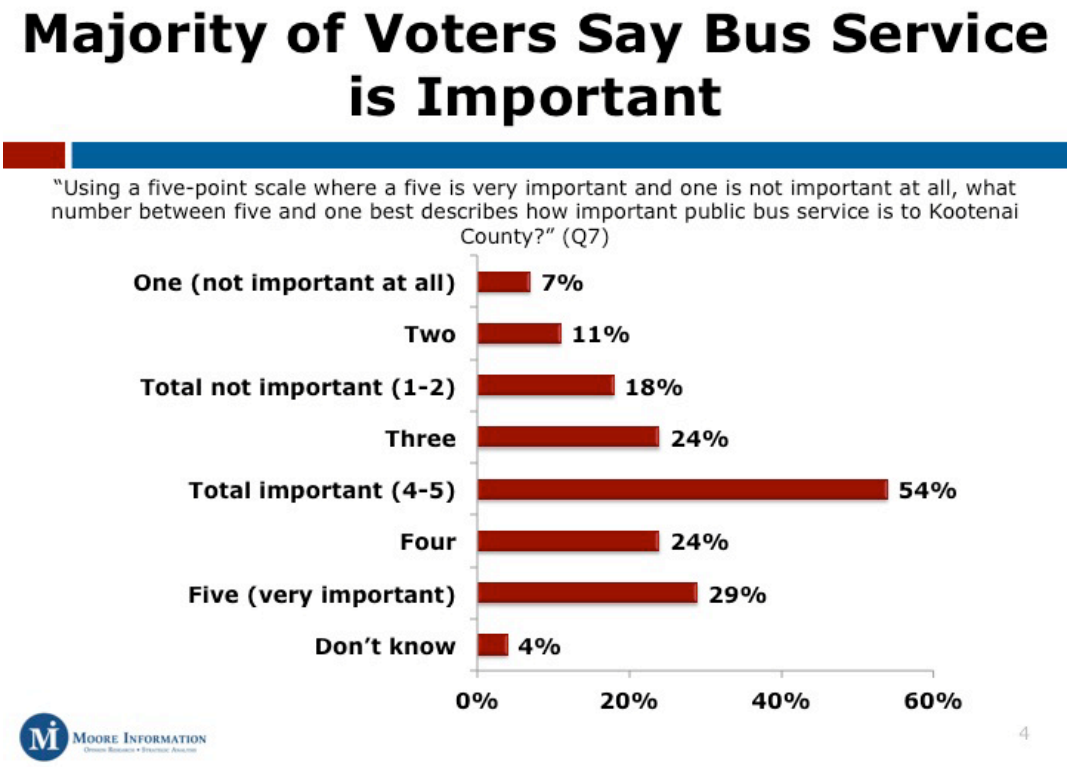
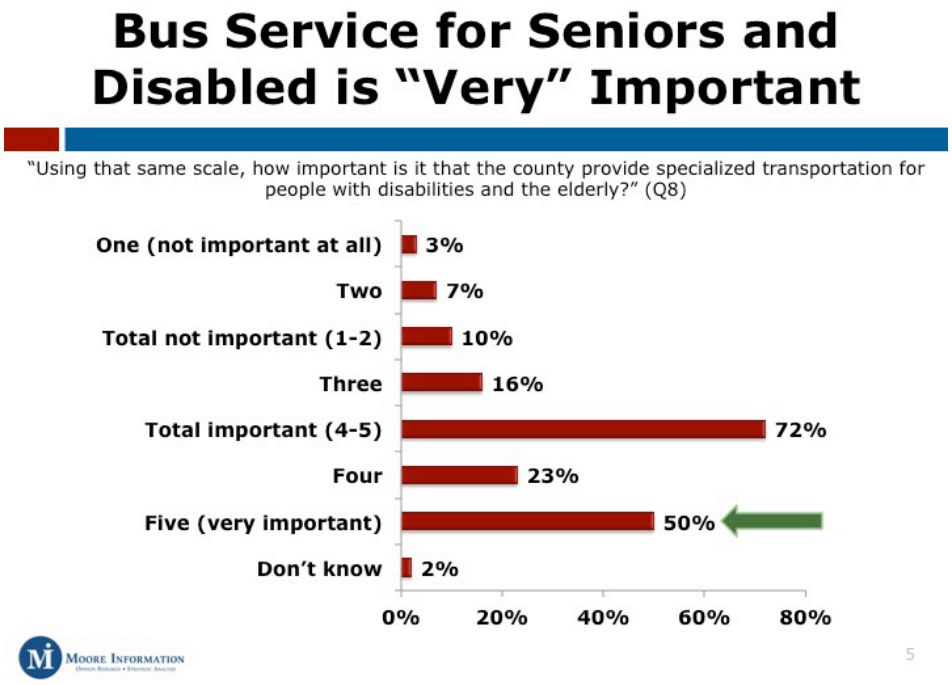


Figure 4.6: Importance of Bus Service for Seniors and Disabled



Summary of Primary Needs

- A **single cohesive governance structure** and decision-making process is needed that will:
  - Support connected rural and urban services;
  - Support cost-effective decisions for fixed, flexible and Paratransit services; and
  - Align funding with service decision-making.
- A **sustainable financing mechanism** is needed for transit services today and in the future as the Kootenai County population increases to 250,000.
- **Service development** needs:
  - Adequate ADA Paratransit services need to be developed in conjunction with transit service development;
  - Expanded services over time to meet the needs of a growing and aging population. Service will need to respond to growth and population changes in cities as well as changes in employment centers and travel patterns.

FRAMEWORK FOR ADDRESSING ISSUES

Governance, funding and service levels are interdependent but it is easiest to begin by discussing service alternatives before continuing with governance and funding. Alternatives are presented in the next two chapters, with Chapter 5 covering service alternatives and Chapter 6 covering governance and funding alternatives.

CHAPTER 5: SERVICE ALTERNATIVES

Transit services provide mobility options and much more. Two key items for the Kootenai County region are that:

- An effective transit system supports a strong economy by:
  - Enabling some families to reduce the number of vehicles they need, thereby reducing transportation expenses;
  - Using less land in congested areas for parking and more for business or dense residential uses; and,
  - Residents can spend the money not spent on transportation in ways that have a positive impact on the local economy. The majority of automobile expenses do not stay in the local economy[1]. When there are lower overall transportation costs the difference is more likely to go into items that impact the local economy - being spent in local businesses or by allowing business wages to be more competitive than otherwise.
- Effective transit services enable a region to meet critical mobility needs of elders and people with disabilities, enabling them to live independently for a much longer period. With an aging population, effective transit services serve dual duty. They increase the quality of life for the elderly and are an effective means of managing public expenses on Medicaid long-term care expenses.

The support for transit services in Kootenai County has been good. This speaks to the value transit has to citizens who ride the bus and business owners whose employees use transit to access their jobs. In developing the alternatives the team has tried to define them so citizens, business owners, and elected officials can identify the role desired for transit services in the future transportation.

Four service alternatives have been designed that consider service needs, financial considerations, and the schedules, connections, and types of transit services needed to provide a viable network. The alternatives are illustrated for current and future conditions in a series of charts and maps. This chapter provides detailed information on what each alternative includes, and describes the capital requirements for each. The alternative means of satisfying those financial needs are explored in the next chapter.

[1] The majority of the initial purchase, insurance, and fuel costs leave the local economy, although a small portion supports local businesses. The labor for repairs, on the other hand, has a strong local component.

POTENTIAL IMPROVEMENTS

A list of potential service improvements was identified through the system assessment, a review of the current plans, and discussion with the Advisory Group.

- Maintain existing services in the urban and rural areas
- Improve services to address identified needs.

Several categories of improvements have been identified and are listed below.

Connectivity between urban and rural areas

In the urban area, this may include expanding urban services to address aging and accessibility issues by actions such as working with aging drivers, providing curb cuts, coordinating specialized transportation services, or other means of improving mobility and access. In rural areas, this may include expanding services to the larger communities in the County, and connecting these to the urban area.

- Provide services between Rathdrum and the urban area first in peak periods and then mid-day.
- Provide services to other rural communities, to enable residents who are unable to drive to access services and to provide a means to access jobs.

Improve urban fixed route services

- Address overcrowding on urban route C: Green
- Improve frequencies to 60 minutes from current 85 minutes
- Improve services in Post Falls and to Riverbend
- Improve services in east CDA and Dalton Gardens
- Improve services to employers in and north of the I-90 corridor

Provide services between Coeur d'Alene and Spokane

- Promote and encourage ridesharing
- Provide commuter first from the urban area (Riverstone and the STA Plaza or Liberty Lake park-and-ride) and then from rural communities.
- Provide commuter services from Spokane to Coeur d'Alene
- Between service centers and Spokane airport

Maintain and expand intercity services

- Between Sandpoint and Coeur d'Alene
- Contiguous service between Bonner's Ferry and Boise
- Between Coeur d'Alene and Moscow

SERVICE DEVELOPMENT STANDARDS

Based on the information gleaned from the population and employment density and other data, service development standards were identified for the area using the concept of transit levels of service (LOS)[1] – where letter grades identify the overall quality of transit service provided. **Table 5.1** identifies the Transit Level of Service standards based on a scale of A through F, with "A" being exceptional service and "F" being poor service. A variety of measures are used and can be applied to different corridors – so one part of a community may have an "A" level of service and another part a "D" level of service.

Table 5.1: Transit Level of Service

Level of Service	A	B	C	D	E	F
Characteristic	Most Suitable for large cities and downtowns		Suitable for small cities, towns, and suburban areas			
Frequency of Bus	< 10 min.	10 - 14 min.	15 - 20 min.	20 - 30 min.	31 - 60 min.	> 60 min.
Operating Hours in a Day	19 - 24 hours Night service provided	17 - 18 hours Late evening service	14 - 16 hours Early evening service	12 - 13 hours Daytime service only	4 - 11 hours Only peak hour or mid-day	0 - 3 hours Very limited or no service
Convenience	Faster by transit than by auto	Transit trip is the same as by auto	Transit is slower, but tolerable for choice riders	Round-trip an hour longer than by auto	Tedious for all riders, but may be best possible in small cities	Undesirable for most riders
Reliability	1 late vehicle every 2 weeks	1 late vehicle every week	3 late vehicles every 2 weeks	2 late vehicles every week	1 late vehicle daily	Greater than 1 late vehicle daily

Table 5.1 illustrates a handful of characteristics. In most cases an "A" level of transit service would be what you would find in very large metropolitan cities, such as New York, San Francisco, and Chicago. It would not be cost effective due to limited customers and high expense to have five or tem minute service frequencies in a small town. However, when looking at a characteristic such as reliability, it is appropriate for small cities to provide "A" levels of reliability. Reliability is more important in a small town where buses run every hour than in large cites where buses run every ten minutes.

[1] The Transit Capacity and Quality of Service Manual published by Transportation Research Board of National Academies as TCRP Report 100, Washington, DC 2003 identifies standard Level of Service measures for fixed route and demand responsive services.

This section begins by describing current services and four alternatives: Reduced Services, Status Quo, Limited Improvements, and Moderate Improvements. The consultant chose not to prepare a "High" service alternative. While the region may, at some future point, decide that more robust transit service is appropriate, an alternative with high levels of transit service does not seem meaningful until basic governance and financing questions are addressed.

These alternatives are defined based on the number of service hours provided both annually and on a per capita basis. That means that a funding source that grows in proportion to both inflation and population growth will be needed. Otherwise, as costs go up over time, there will need to be service reductions to maintain a balanced budget.

Some notes about the estimations for all of the alternatives are important.

- Cost estimates are all based on the current $58.28 average cost per hour incurred by Citylink. This cost does include the CDA Tribe overhead but not the County overhead costs now being incurred.
- The recommendations are estimates or approximations, meant to provide an **order of magnitude** level of service and an understanding of the costs required to support each alternative.
- Detailed routing and service planning for any changes will need to occur, testing to make sure each works well operationally. Some increase in mileage occurs on routes, so timing is an important issue.
- Generally it is recommended that consideration be given to shifting schedules to 90-minute headways, providing a little more time and making the schedule easier to work with.

NEAR-TERM ALTERNATIVES

The first step in developing a long-range plan is to consider the near-term service needs. This is a three-stop process:

- *Step One.* Basic characteristics of each alternative are defined for the near-term: the routes, span of service, frequency, and the number of service hours provided.
- *Step Two*. The growth in population expected through 2030 is applied to the number of service hours in each alternative to identify the amount of service that would be expected under each alternative in 2035.
- *Step Three*. Routes and schedules for each alternative were developed for 2035. The available hours were allocated in response to the anticipated changes in each city (such as the growth in population).

Figure 5.1 gives an overview of the four service alternatives, which are fully explained later in this chapter, based on Transit Level of Service standards. The Reduced and Status Quo Alternatives continue to provide an overall level of

service “F”, the Limited Alternative provides a “D” level of service, and the Moderate Alternative provides a level of service of between “D” and “E.”

In this section, each alternative is described and maps and tables illustrate the details of the service plans for the near-term.

Figure 5.1: Overview of Near Term Alternatives

	Reduced Overall LOS F	Status Quo Overall LOS E-F	Limited Overall LOS E	Moderate LOS D-E
Urban	Routes: Red, Blue, Green Headways: 85 minutes Operates: 13 hrs/day Coverage: Urban core	Routes: Red, Blue, Green Headways: 90 minutes Operates: 4-20 hrs/day Coverage: Includes western Post Falls	Routes: Red, Blue, Green Headways: 60 min. Operates: 4-29 hours/day Coverage: Includes western Post Falls and Rathdrum	Routes: Red, Blue, Green, Post Falls, Hayden, East CDA, West CDA Headways: 60 min. Operates: 7-29 hrs/day Coverage: expands to Liberty Lake and more extensive urban area coverage.
Specialized Services	Urban Paratransit has smaller service area (Within 3/4 mile of fixed routes)	Urban Paratransit covers existing area. (Within 3/4 mile of fixed routes)	Urban Paratransit– same as Status Quo (Within 3/4 mile of fixed routes)	Urban Paratransit – same as Status Quo (Within 3/4 mile of fixed routes)
Rural	Routes: Link and Brown Headways: 85 - 120 minutes Operates: 18-20 hours/day	Routes: Link and Brown Headways: 90 - 120 minutes Operate: 20-21 hours/day	Routes: Link, Brown, and Rathdrum-Post Falls Headways: 60 - 120 minutes Operate: 5-29 hours/day	Routes: Link, Brown, and Rathdrum-Post Falls Headways: 60 - 120 minutes Operate: 6-29 hours/day

REDUCED SERVICES

The Reduced Service alternative provides a picture of how services might be reduced if additional local urban area matching funds are not developed. **Figure 5.2** illustrates the reduced services provided in the urban area. No changes in routes are programmed for the rural services.

In the Reduced Service Alternative, service is focused on the core of Post Falls, CDA, and Hayden, where most ridership exists today.

- The Red route is discontinued and the Blue route is restructured to operate both directions on Seltice, from Post Falls to Riverstone. This increases the

round-trip miles to 28 miles so it will travel with an average speed of 18 miles per hour. If there are difficulties in maintaining the schedule, the area the route serves in Post Falls may need to be adjusted somewhat, and it may need to travel on some streets where average speeds are higher.

- Nighttime hours are eliminated, so trips on the Blue and Green routes that begin at 6:55 pm, 8:50 pm, 10:15 pm; and 11:40 pm are dropped.
  - o An alternative is to discontinue service on Sunday (or Sundays and holidays) and drop only the last three trips on the Blue and Green routes.
  - o Other alternatives might consider serving more of Post Falls, taking route to Idaho Street, but streamlining the Green and Blue routes by not traveling as far north in Hayden and/or streamlining service at North Idaho University.

As **Table 5.2** illustrates, this alternative reduces the cost of the urban area fixed route system by approximately $623,000 or 10,700 annual service hours. One less fixed route bus would be required.

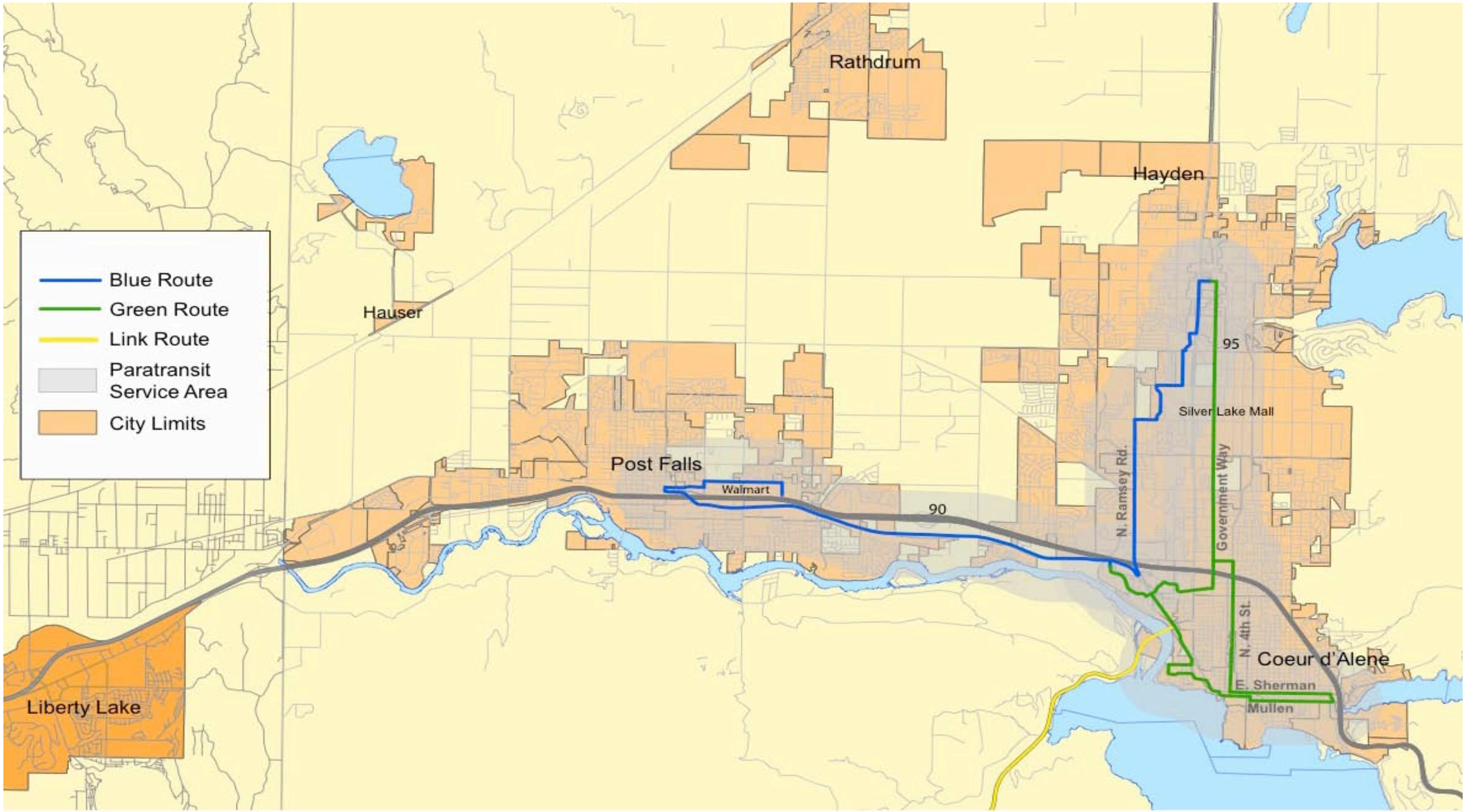
Table 5.2: Reduced Service Levels

	Route Miles	Hours / Trip	# of Trips	Frequency	FR Peak Vehicles	Daily Miles	Daily Hours**	Annual Miles	Annual Hours**	Annual Cost
Red Line	0	0	0	0	0	0	0	0	0	$0
Blue Line	28	1.42	9	85	1	252	13	92,000	4,700	$273,900
Green Line	18.4	1.42	9	85	1	166	13	60,400	4,700	$273,900
Urban PT*	n/a	n/a	n/a	n/a		360	30	131,400	10,000	$582,800
Urban Subtotal					2	778	56	283,800	19,400	$1,130,600
Link	48	1.42	13	85	1	624	18	227,800	6,700	$390,500
Brown Line	56	2	10	120	1	560	20	204,400	7,300	$425,500
Demand Response	n/a	n/a	n/a	n/a		36	3	13,100	1,100	$64,100
Rural Subtotal					2	1,220	41	445,300	15,100	$880,100
System Total					4	1,998	97	729,100	34,500	$2,010,700

* Paratransit numbers are estimated based on best available data.
**The service hours are only those hours when service is available for passengers; total pay hours are approximately 15% higher.

The Paratransit service area is also significantly reduced as only ¾-mile on either side of the routes needs to be provided with ADA Paratransit service. The cost estimates have been reduced somewhat as a result of the more constrained service area. Additional funding is still programmed to meet the accessibility requirements under the ADA.

Figure 5.2: Near Term Reduced Service Alternative



This Reduced level of service eliminates the overmatch the CDA Tribe is presently providing for urban services. If the urban jurisdictions take full responsibility for funding the services within the urban area, they would need to fund this system at a level of approximately $1.2 million annually, with about half going for Paratransit services and half for fixed route services.

The Paratransit costs are not yet at the level indicated in the budget and at present the CDA Tribe is covering the fixed route matching funds. The balance of funding is from FTA 5307 funds. The CDA Tribe would remain responsible for matching the funds for rural and Link route, and for deciding if the Link route should be reduced to match that of the urban area routes.

STATUS QUO ALTERNATIVE

This alternative generally provides the same level of service as today, although some changes are suggested as the region works to provide cost effective services that meet the requirements of the ADA. Because stable funding will need to be developed to maintain service at this level, it was decided to put some necessary and recommended improvements into this alternative while keeping the overall expenditures as close to 2011 levels as possible.

The fixed route service level is 10% higher with 2,300 additional service hours – 1,500 to address overcrowding problems on the Green route and 800 for the switch to consistent 90-minute headways. The four routes could have the first trip at 5:40 am and the last trip at 11:40 pm, with 13 trips total as now operate, but there would not be a break in the middle of the day. A total of 22,300 annual urban fixed route service hours and 15,000 rural fixed route hours are included. One additional peak hour bus is required for the peak service includes:

- ADA Paratransit service is included at 11,0000 service hours per year.
- The portion of the Red line operating west of Post Falls has been changed from local service to commuter service. Also, one night trip on the Red route was dropped to offset other increases. This begins to transition the route to one that will connect with commuter services operated by Spokane Transit Authority and it eliminates the need for Paratransit on the west side of Post Falls. Until more funds are available for restructuring the routes, there will not be time in the schedule to extend the route to Liberty Lake.
- An additional 4 hours of service per day to address overcrowding on the Green Line.
- A mobility manager and call center are also recommended because this will be the best way to reduce long-term Paratransit costs and develop a wide range of specialized transportation options. Also, a vanpool program is recommended. These costs do not show up on the service table but will be reflected in financing and capital plans.

As the Status Quo alternative does not change the routing, please refer to the map of current services **Figure 2.2** in Chapter 2 to see the routing for this alternative.

Table 5.3: Status Quo Alternative

	Route Miles	Hours / Trip	# of Trips	Fre-quency	FR Peak Vehicles	Daily Miles	Daily Hours**	Annual Miles	Annual Hours**	Annual Cost
Red Line	28.2	1.5	12	90	1	338	18	123,500	6,000	$349,700
Blue Line	23	1.5	13	90	1	299	20	109,100	7,100	$413,800
Green Line	18.4	1.5	13	90	1	239	20	87,300	7,100	$413,800
Peak Hour Svc.	22	1	4	n/a	1	68	4	24,800	1,500	$87,400
Urban PT*	n/a	n/a	n/a	n/a	n/a	360	30	131,400	11,000	$641,100
Urban Subtotal					4	1,305	91	476,100	32,700	$1,905,800
Link	48	1.5	14	90	1	672	21	245,300	7,700	$448,800
Brown Line	56	2	10	120	1	560	20	204,400	7,300	$425,500
Demand Response	n/a	n/a	n/a	n/a	n/a	36	3	13,100	1,100	$64,100
Rural Subtotal					2	1,268	44	462,800	16,100	$938,400
System Total					6	2,573	135	938,900	48,800	$2,844,200

* Paratransit numbers are estimated based on best available data.

**The service hours are only those hours when service is available for passengers; total pay hours are approximately 15% higher.

Note that for this alternative as well as for the Limited Increase and Moderate Increase alternatives, headways are switched from an 85-minute frequency to a 90-minute frequency. This does several things. First, for the Status Quo alternative it allows for the likely traffic congestion that will occur over time. It also gets the schedule onto easier to remember "even" schedules. For the other alternatives, this change will make it easier to switch to 60-minute headways as demand warrants this change. However, it also increases costs slightly.

LIMITED SERVICE INCREASE ALTERNATIVE

The Limited Service Increase Alternative builds on the changes included in the Status Quo Alternative. It increases the service frequencies to every 60-minutes and adds peak hour service to Rathdrum.

Increasing service on the Green and Link routes would address capacity problems on these two routes. With more frequent service there would be more seats available to passengers. As the basic route structure does not change, **Figure 5.3** only illustrates the Rathdrum – Post Falls route that would be added.

The new service to Rathdrum can be developed over time. The region may wish to start with "lifeline" service operated 1-3 days a week with trips in the AM, mid-day, and PM or regular Monday-Friday service during peak hours that will serve

students, employees, and seniors. The budget for the near-term service plan includes five hours per weekday (or 25 hours per week) operating between Rathdrum and Wal-Mart in Post Falls where passengers can access local businesses or transfer to the Blue route. This route would have flexible service in Rathdrum for those who cannot access the bus stop.

The Limited Service Increase Alternative requires and additional 10,500 hours annually, with most of the hours (9,200) required so the four core routes can operate on 60-minute frequencies. This also requires two additional vehicles.

The Limited Alternative has much to recommend it: moving to 60-minute frequencies is an important step in improving transit services. Service every 60-minutes is appropriate today on the Green, Link, and Blue routes. While ridership on the Red route does not require additional service, it is likely that it too would benefit from more frequent service.

However, what is actually needed to improve the performance of the Red route and improve the viability of the overall transit network is a restructuring of the routes to operate more directly, and in both directions rather than in large one-way loops. This will take additional service hours and is reserved for the Moderate Alternative.

Table 5.4: Limited Service Increase Alternative

	Route Miles	Hrs / Trip	# of Trips	Fre-quency	FR Peak Vehicles	Daily Miles	Daily Hrs**	Annual Miles	Annual Hours**	Annual Cost
Red Line	28.2	1.5	12	60	1.5	338	18	123,500	6,600	$384,700
Blue Line	23	1.5	19	60	1.5	437	29	159,500	10,400	$606,100
Green Line	18.6	1.5	19	60	1.5	353	29	129,000	10,400	$606,100
Peak Hour Svc.	22	1	4	n/a	1	68	4	24,800	1,500	$87,400
Urban PT*	n/a	n/a	n/a	n/a	n/a	360	30	131,400	11,000	$641,100
Urban Subtotal					5.5	1,557	109	568,200	39,900	$2,325,400
Link	48	1.5	19	60	1.5	912	29	332,900	10,400	$606,100
Brown Line	56	2	10	120	1	560	20	204,400	7,300	$425,500
Rathdrum-Post Falls	15	1	5	varies	1	75	5	19,600	1,300	$75,800
Demand Response	n/a	n/a	n/a	n/a	n/a	36	3	13,100	1,100	$64,100
Rural Subtotal					3.5	1,508	52	570,000	20,100	$1,171,500
System Total					9	3,065	161	1,138,200	60,000	$3,496,900

* Paratransit numbers are estimated based on best available data.

**The service hours are only those hours when service is available for passengers; total pay hours are approximately 15% higher.

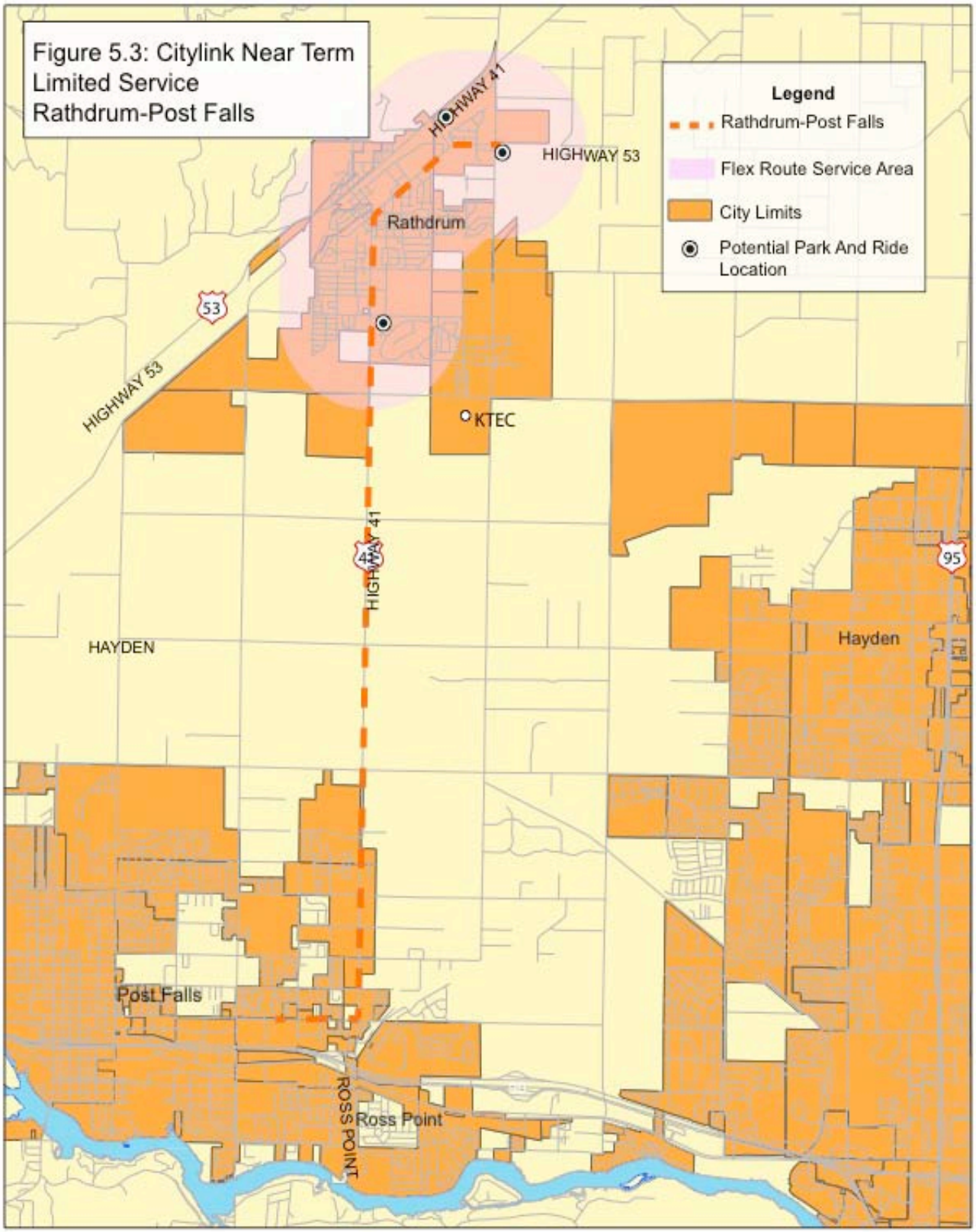


Figure 5.3: Citylink Near Term
Limited Service
Rathdrum-Post Falls
Legend
Rathdrum-Post Falls
Flex Route Service Area
City Limits
Potential Park And Ride Location
HIGHWAY 41
HIGHWAY 53
Rathdrum
53
HIGHWAY 53
KTEC
41
HIGHWAY 41
95
HAYDEN
Hayden
Post Falls
ROSS POINT
Ross Point

MODERATE SERVICE ALTERNATIVE

In the Moderate Service Increase Alternative the transit network is restructured so it will support the region's growth over time.

For a transit route network to be effective, the various routes or segments of routes need to fit together like a puzzle. The buses need to provide reasonable connections to each other and finish one route in position so each is on time and in the right place to start out on its next route. A popular route structure is one where routes radiate out of a central hub (usually downtown or a university campus) and travel out and back, returning every 30-minutes or every 60-minutes to start routes again.

The land use patterns in Kootenai County are not conducive to such a system. The region has multiple centers of activity and employment, with two of the largest employment centers at the Casino and along the I-90 corridor in Spokane, Washington. While a "hub and spoke" system has developed, it is based on 85-minute routes rather than on 30 or 60 minutes schedules. The key distance and unit of time is that required to travel from CDA to the Tribal Casino. This distance sets the cycle that is used for the network, with each of the routes operating on a route of the same distance so that all buses meet each trip and passengers can readily transfer between routes.

The challenge is to create a network in which routes can be of varying lengths and still provide convenient transfers to passengers. The need to provide an effective connection to Spokane is an example: Liberty Lake park-and-ride is too far to accommodate within the current schedule. Similarly, the Green route often runs late as 85 minutes is not quite enough time for this route and the passenger loads and traffic that it faces. So a key objective is to create a network that addresses these issues and builds in the flexibility to address new challenges as they occur.

The distance between CDA and the Casino remains a key one, and a workable one. However, to build in flexibility it is important to move to units that are even divisions or multiples of an hour – thus the recommendation to move to 90-minute frequencies.

While in the Limited Alternative the four core routes are all increased to 60-minute frequencies, in the Moderate Alternative we begin to restructure and pair the routes so they can begin operating independently. The Green route and the Link route are paired, and continue to be dependent on each other. The Blue and Red routes are paired. They too will continue to operate together, but can be separated from the Green and Link routes. **Table 5.5** shows the characteristics of each route in the Moderate alternative.

Table 5.5: Moderate Service Increase Alternative

	Route Miles	Hrs / Trip	# of Trips	Fre-quency	FR Peak Vehicles	Daily Miles	Daily Hrs**	Annual Miles	Annual Hrs**	Annual Cost
Red Route	34	1.5	12	60	1.5	408	21	148,900	7,600	$442,900
Blue Route	19.2	1.5	19	60	1.5	365	29	133,200	10,400	$606,100
Green Route	18.6	1.5	19	60	1.5	353	29	129,000	10,400	$606,100
Post Falls Circulator	14	1	13	60	1	221	13	80,700	4,700	$273,900
Hayden	15	1	7	varies	1	105	7	27,400	1,800	$104,900
E. CDA/Silver Lake	12.4	1	13	60	1	221	13	80,700	4,700	$273,900
West CDA/ Silver Lake	14	1	13	60	1	221	13	80,700	4,700	$273,900
Urban PT*	n/a	n/a	n/a	n/a	n/a	360	30	131,400	11,000	$641,100
Urban Subtotal					8.5	2,254	154	812,000	55,300	$3,222,800
Link Route	48	1.5	19	60	1.5	912	29	332,900	10,400	$606,100
Brown Route	56	2	10	120	1	560	20	204,400	7,300	$425,500
Rathdrum- Post Falls	15	1	6	varies	1	90	6	23,500	1,600	$93,300
Demand Response	n/a	n/a	n/a	n/a	n/a	36	3	13,100	1,100	$64,100
Rural Subtotal					3.5	1,598	58	573,900	20,400	$1,189,000
System Total					12	3,852	211	1,385,900	75,700	$4,411,800

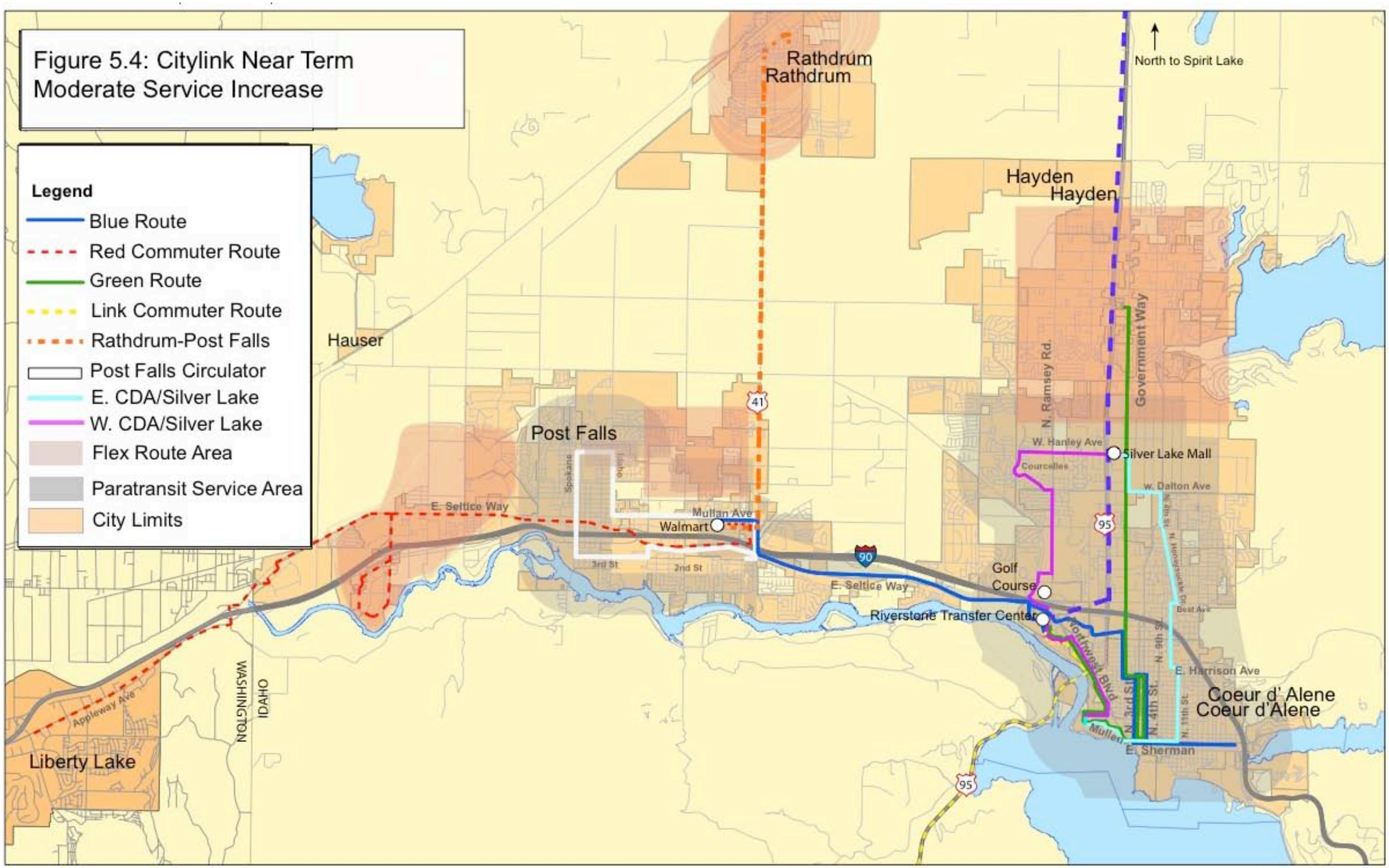
* Paratransit numbers are estimated based on best available data.

**The service hours are only those hours when service is available for passengers; total pay hours are approximately 15% higher.

Figure 5.4 illustrates the restructuring of the routes and the addition of new routes. With this restructuring, the routes generally operate in both directions along roadways rather than in large one-way loops, dramatically improving the travel time for passengers. The changes are summarized here:

- The Link route remains as it is today, but is paired with the Green route. Three buses are required to operate the Link and Green routes every hour, and they are "interlined" so that any given vehicle first does a Link route and upon returning to the Riverstone Transit Center then continues on to the Green route. Upon returning to the transit center it then becomes a Link bus. Each bus alternates in this manner throughout the day.
- The Green route no longer travels to east CDA, but instead travels both directions operating generally on Northwest Boulevard, 3rd/4th, and Government Way.
- The Blue route becomes an east/west route operating between Post Falls and east CDA, picking up that portion of the current Green route on Mullen and Sherman streets. It is paired with the Red route.

Figure 5.4: Near Term Moderate Service Increase



- The Red route becomes a commuter bus operating between Post Falls and Liberty Lake. It is paired with the Blue route, but does not operate out of the Riverstone Transfer Center. It starts in Post Falls.
- Both the Red and Blue routes are simplified in Post Falls no longer circulating through town. A separate circulator is set up for Post Falls. This provides passengers with more direct service and enables more Post Falls residents to have access to bus service.
- New routes are established in the CDA and Hayden areas.
    - One serves Ramsey, the Kroc Center, and Lake City High School, picking up areas formerly covered by the Blue route. There remains a loss of coverage along Atlas and Prairie in the rural area.
    - Another route serves North Idaho College, east CDA and Dalton Gardens. They meet at the Silver Lake Mall. These routes are also paired and interlined. One bus operates in a clockwise direction while the other operates in a counter-clockwise direction. It takes two vehicles to operate these routes, and each loop takes 60-minutes to complete.
    - A flexible route is established in Hayden first for peak hours and later growing to all day service.

This routing pattern considers both the current routes that are operated and the network recommended in the previous Public Transit Plan. These latter two routes are similar to ones recommended in the former transit plan, and are important in that they allow the creation of the Blue route as an east-west route and provide an alternate means for passengers to access popular destinations. They will serve additional residents at the same time that they provide 30-minute service between key destinations. These new routes will be scheduled to arrive at Riverstone Transfer Center 30 minutes after the Green route, effectively providing 30-minute service between Riverstone Transfer Center, NIC, and downtown CDA. This also provides more direct connections with the east-west service on the Blue route. Note that additional service is provided for peak hour flexible service in Hayden – providing an alternative service in the area that was previously covered by the Blue route.

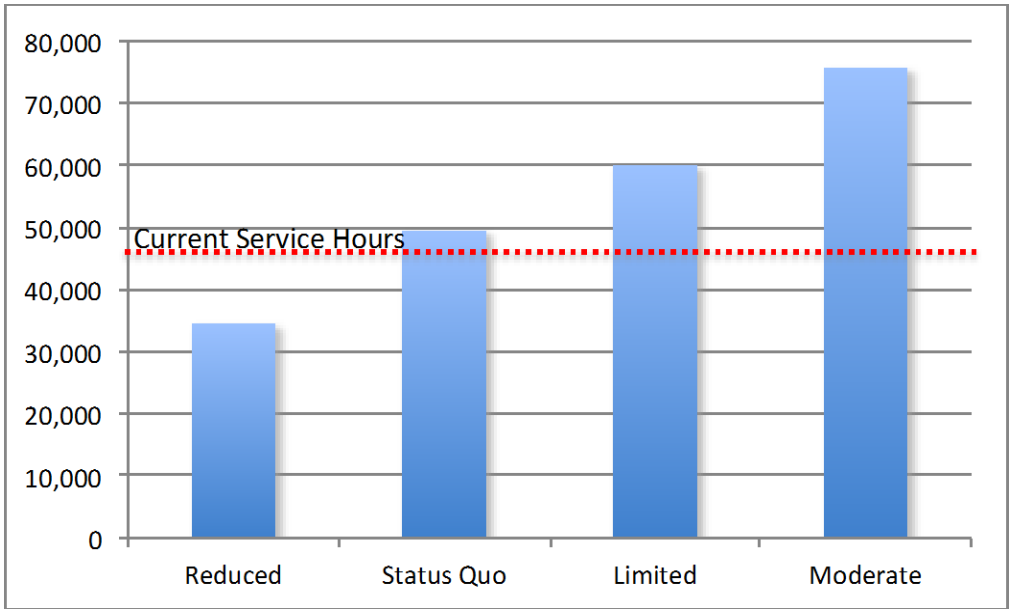
Four additional vehicles are needed, one each for the Post Falls Circulator, Hayden Flex Route, West CDA, and East CDA routes. Together the changes increase services by 14,900 annual service hours, mostly in the urbanized area.

Note that at a moderate level of service, the transit network will still primarily meet the travel needs of people who do not have access to an automobile or prefer to limit transportation expenditures. A moderate level of transit service will not provide a noticeable reduction in traffic congestion.

COMPARISON OF ALTERNATIVES

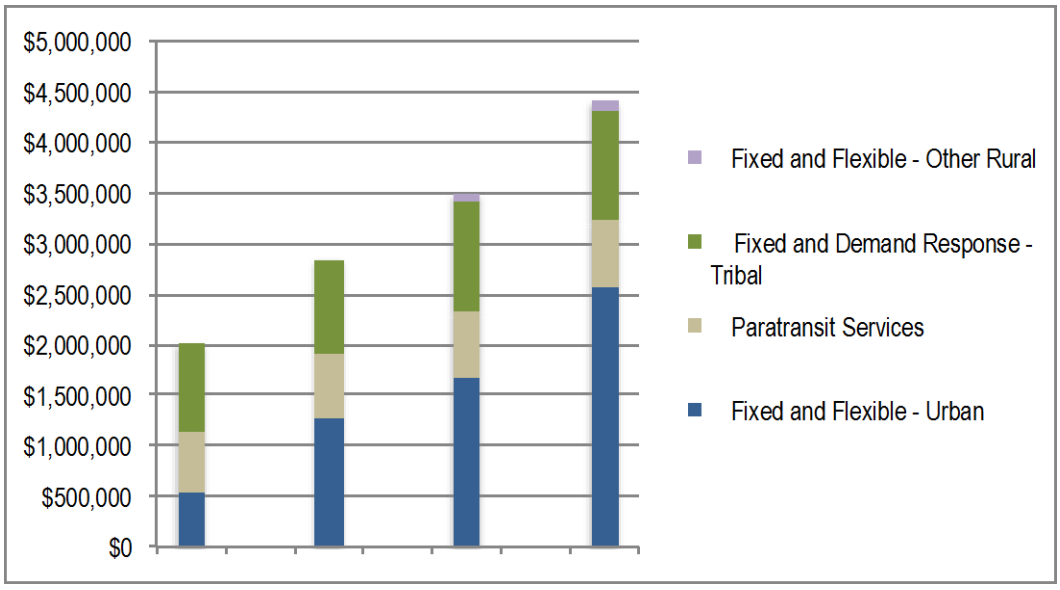
Now that each alternative has been described, a comparison is useful**. Figure 5.5** illustrates the number of service hours in each alternative while **Figure 5.6** compares budget characteristics.

Figure 5.5: Service Hours for Near-Term Alternatives



Each alternative shows a steady growth in service hours as compared to the current service level. In calculating the peak buses needed for each alternative, the urban Paratransit was estimated at two vehicles in each alternative while one peak vehicle was assigned to the rural Paratransit. All costs are based on the current Citylink hourly rate of $58.28, based on 2010 budget information.

Figure 5.6: Summary of Alternative Costs



The Paratransit, urban, rural, and tribal costs are broken out separately. For the Paratransit portion of the costs the same estimate is used for all but the Reduced alternative. In the Reduced alternative the service area is smaller than in the other alternatives so the cost is lower. Also, this is an estimate of costs that might be expected in the near-term, but are not being incurred today. In addition to the growth in cost for fixed route service as illustrated for each alternative, some portion of the Paratransit cost will likely need to be funded.

Each of these alternatives is considered a "near-term" alternative that could be implemented as soon as funds and vehicles are available. The Reduced and Status Quo alternatives could be implemented immediately, while additional vehicles would need to be obtained for the Limited and Moderate alternatives. All but the Reduced alternative would require additional funding.

GROWTH OF SERVICE – THE 2035 ALTERNATIVES

For the 2035 alternatives, a growth rate of 75% has been applied to the fixed and flexible route service hours in each alternative. While the anticipated growth of the County between the 2010 Census and the 2035 population projections from the regional travel model is estimated at 100%, it may not be necessary to increase service frequencies in direct proportion to the population increases as the current service covers much of the populated area. The Consultant team has selected a conservative estimate as neither the governance nor the funding structures are in place to support a substantial increase in service levels.

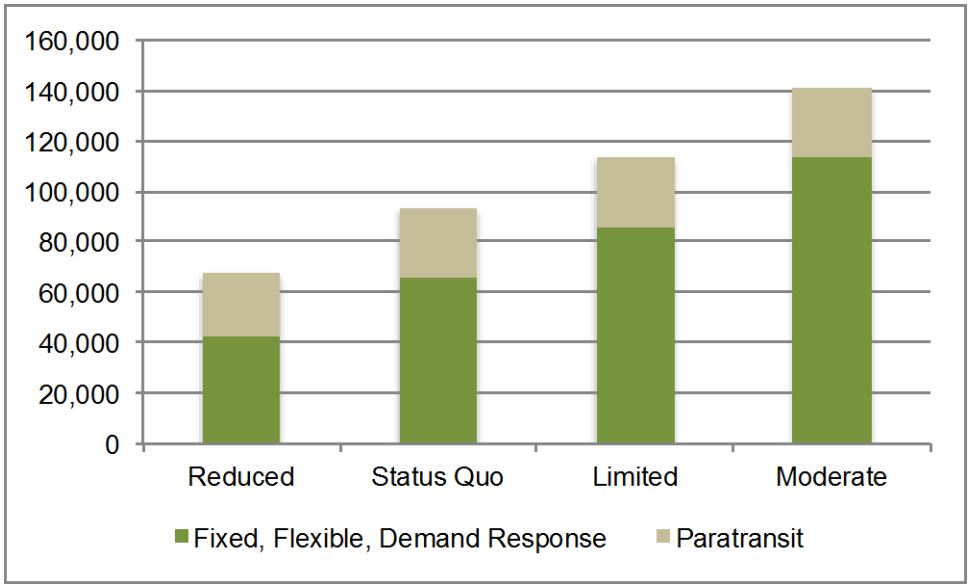
For Paratransit services, the aging projections show that growth in the age categories for age 65 to 74, 75 to 84, and 85 and over is substantially higher than the region as a whole. These age groups are expected to have a 200% to almost 300% increase in population by 2030, in Kootenai County as well as across the nation. As a result, the Paratransit service hours have been increased by 150%. As people age, the rate of disabilities increases many-fold. While the rate of disabilities for the population as a whole may be in the range of 5% for the general population, it is common to have it at 35% for seniors. Communities find that it is individuals who are age 75 and over who depend on specialized transportation in order to remain independent in their homes. Regions with good access to specialized transportation have lower rates of individuals living in nursing homes than in areas with poor transportation services.

Table 5.6 shows how these increases in service hours play out for each of the four basic alternatives. Each of the 2035 alternatives is described in the following pages. In many cases they reflect a similar service plan as shown in previous service plans, so only the changes in operating hours or service frequency is listed in tabular form.

Table 5.6: Growth in Annual Service Hours by Alternative

	Fixed, Flexible, and Demand Response			Paratransit			Total	
Alternative	Current Annual Service Hours	75% Increase	2035 Annual Service Hours	Current Annual Service Hours	150% Increase	2035 Annual Service Hours	2035 Service Hours	Cost in 2011 Dollars
Reduced	24,500	18,000	42,500	10,000	15,000	25,000	67,500	$3,934,000
Current	35,200							
Status Quo	37,800	28,000	65,800	11,000	16,500	27,500	93,300	$5,438,000
Limited	49,000	37,000	86,000	11,000	16,500	27,500	113,500	$6,615,000
Moderate	64,700	49,000	113,700	11,000	16,500	27,500	141,200	$8,229,000

Figure 5.7: 2035 Annual Service Hours by Alternative by Type



2035 REDUCED SERVICE ALTERNATIVE

By 2035, the Reduced Alternative has 42,400 non-Paratransit service hours, so it is fairly similar to the Near-term Status Quo Alternative. **Table 5.7** illustrates the service characteristics of the 2035 Reduced Alternative. This has 90-minute frequencies on the core routes and service is operated one additional hour each day. Most of the increased service hours fall into the Paratransit category as this has been increased to 25,000 hours annually. Eight vehicles are required for the fixed and flexible routes in this alternative.

Table 5.7: 2035 Reduced Service Alternative

	Route Miles	Hrs / Trip	# of Trips	Fre-quency	FR Peak Vehicles	Daily Miles	Daily Hrs**	Annual Miles	Annual Hrs**	Annual Cost
Red Route	28.2	1.5	10	90	1.5	282	15	102,900	5,500	$320,500
Blue Route	23	1.5	15	90	1.5	345	23	125,900	8,200	$477,900
Green Route	18.6	1.5	15	90	1.5	279	23	101,800	8,200	$477,900
Urban PT*	n/a	n/a	n/a	n/a	n/a	360	30	131,400	25,000	$1,457,000
Urban Subtotal					4.5	1,266	90	462,000	46,900	$2,733,300
Link Route	48	1.5	16	60	1.5	768	24	280,300	8,800	$512,900
Brown Route	56	2	10	120	1	560	20	204,400	7,300	$425,500
Rathdrum-Post Falls	15	1	7	varies	1	105	7	38,300	2,600	$151,500
Demand Response	n/a	n/a	n/a	n/a	n/a	60	5	21,900	1,800	$104,900
Rural Subtotal					3.5	1,388	49	544,900	20,500	$1,194,800
System Total					8	2,654	139	1,006,900	67,400	$3,928,100

* Paratransit numbers are estimated based on best available data.

**The service hours are only those hours when service is available for passengers; total pay hours are approximately 15% higher.

2035 STATUS QUO ALTERNATIVE

By 2035, this alternative has 67,100 fixed and flexible route hours making it roughly equivalent to the Near-term Moderate Alternative. It includes restructured routes and a span of service equivalent to that operated today. **Table 5.8** illustrates the characteristics and shows the additional Paratransit service hours anticipated to be needed by 2035. Rural demand response service is also doubled. Eleven vehicles are required for this alternative.

Table 5.8: 2035 Status Quo Alternative

	Route Miles	Hrs / Trip	# of Trips	Fre-quency	FR Peak Vehicles	Daily Miles	Daily Hrs**	Annual Miles	Annual Hrs**	Annual Cost
Red Route	34	1.5	12	60	1.5	408	21	148,900	7,600	$442,900
Blue Route	19.2	1.5	19	60	1.5	365	29	133,200	10,400	$606,100
Green Route	18.6	1.5	19	60	1.5	353	29	129,000	10,400	$606,100
Post Falls Circulator	14	1	13	60	1	221	13	80,700	4,700	$273,900
East CDA / Dalton Gardens	12.4	1	13	60	1	221	13	80,700	4,700	$273,900
West CDA / Silver Lake	14	1	13	60	1	221	13	80,700	4,700	$273,900
Urban PT*	n/a	n/a	n/a	n/a	n/a	360	30	131,400	27,500	$1,602,700
Urban Subtotal					7.5	2,149	147	784,600	70,000	$4,079,500
Link Route	48	1.5	19	60	1.5	912	29	332,900	10,400	$606,100
Brown Route	56	2	10	120	1	560	20	204,400	7,300	$425,500
Rathdrum - Post Falls	15	1	13	varies	1	195	13	71,200	4,700	$273,900
Demand Response	n/a	n/a	n/a	n/a	n/a	72	6	26,300	2,200	$128,200
Rural Subtotal					3.5	1,544	55	634,800	24,600	$1,433,700
System Total					11	3,693	201	1,419,400	94,600	$5,513,400

* Paratransit numbers are estimated based on best available data.

**The service hours are only those hours when service is available for passengers; total pay hours are approximately 15% higher.

2035 LIMITED SERVICE INCREASE ALTERNATIVE

By 2035, the Limited Service Increase alternative has 86,300 fixed and flexible hours, allowing increases in service areas and types. This alternative begins to have 30-minute headways in the peak periods, with the longest peak periods programmed for the Green and Link routes. It also shows new routes, so a map is provided to illustrate where additional service is recommended. The service additions lean heavily on flexible routes to serve individuals who are ADA eligible, thereby providing accessibility while moderating costs for Paratransit services.

Figure 5.8 illustrates the route network while the characteristics are listed in **Table 5.9**. As with the 2035 Status Quo alternative, the 2035 Limited Service Increase alternative is based on the restructured route system. It also increases the primary routes to 30-minute frequencies in peak hours and adds more routes in the urbanized area to serve the growing population and their travel needs. This alternative requires 19 vehicles for the fixed and flexible routes.

Table 5.9: Limited Service Increase Alternative

	Route Miles	Hrs / Trip	# of Trips	Fre-quency	FR Peak Vehicles	Daily Miles	Daily Hrs**	Annual Miles	Annual Hrs**	Annual Cost
Red Route	34	1.5	15	30/60	3	510	26	186,200	9,400	$547,800
Blue Route	23	1.5	15	30/60	3	345	23	125,900	8,200	$477,900
Green Route	18.6	1.5	28	30/60	3	521	42	190,100	15,300	$891,700
Post Falls Circulator	14	1	13	60	1	221	13	80,700	4,700	$273,900
Post Falls Flex Route	14	1	13	60	1	221	13	80,700	4,700	$273,900
CDA Westside Flex Route	14	1	13	60	1	221	13	80,700	4,700	$273,900
E. CDA/Dalton Gardens	14.6	1	13	60	1	221	13	80,700	4,700	$273,900
Hayden Flex Route	14	1	13	60	1	221	13	80,700	4,700	$273,900
Urban PT*	n/a	n/a	n/a	n/a	n/a	0		0	27,500	$1,602,700
Urban Subtotal					14	2,481	155	905,700	83,900	$4,889,600
Link Route	48	1.5	28	30/60	3	2,688	42	981,100	15,300	$891,700
Brown Route	56	2	10	120	1	560	20	204,400	7,300	$425,500
Rathdrum-Post Falls	15	1	14	varies	1	210	14	76,700	5,100	$297,200
Demand Response	n/a	n/a	n/a	n/a	n/a	36	6	13,100	2,200	$128,200
Rural Subtotal					5	3,284	68	1,275,300	29,900	$1,742,600
System Total					19	5,765	223	2,181,000	113,800	$6,632,200

* Paratransit numbers are estimated based on best available data.

**The service hours are only those hours when service is available for passengers; total pay hours are approximately 15% higher.

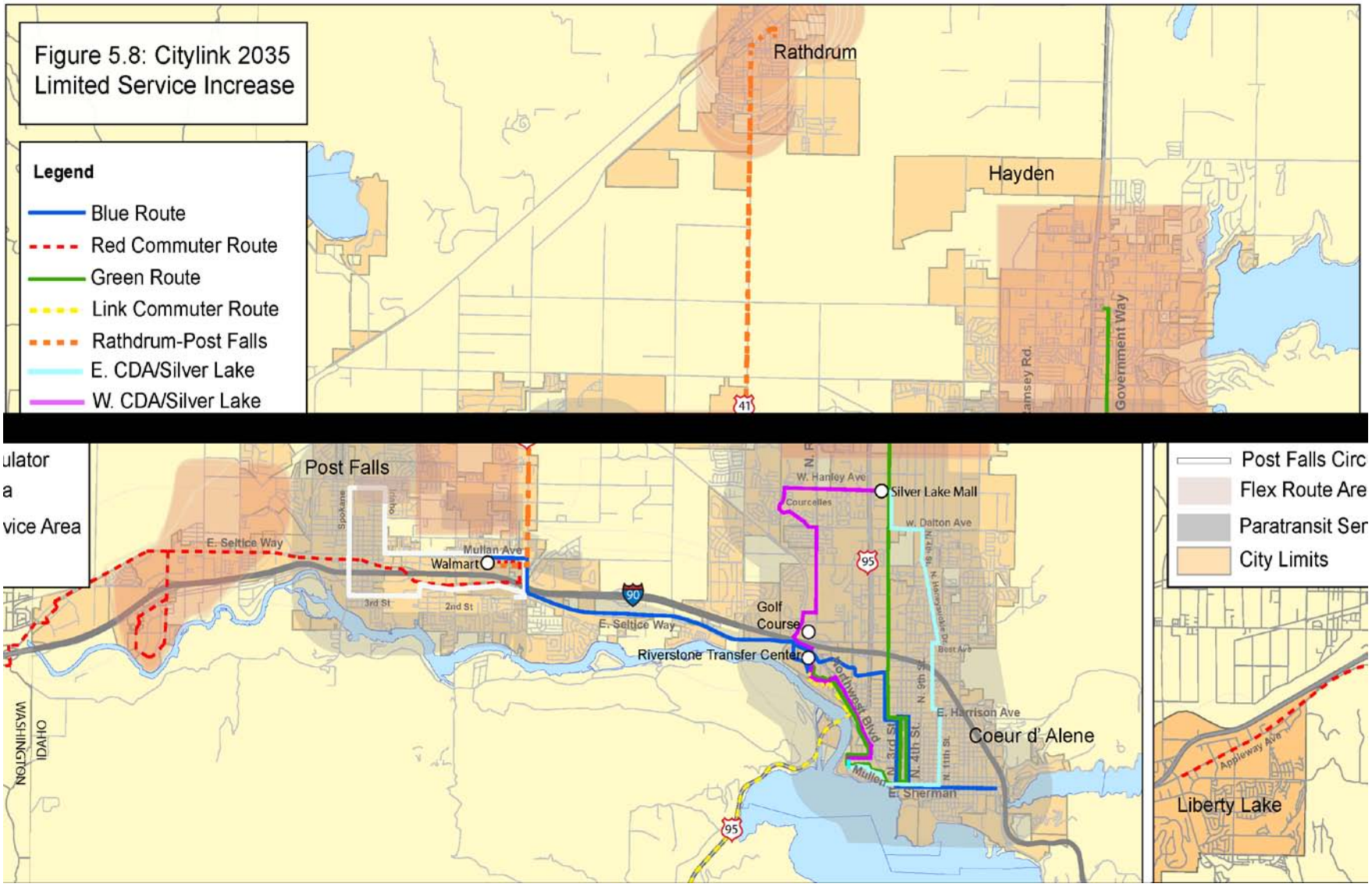


Figure 5.8: Citylink 2035
Limited Service Increase
Legend
Blue Route
Red Commuter Route
Green Route
Link Commuter Route
Rathdrum-Post Falls
E. CDA/Silver Lake
W. CDA/Silver Lake
Rathdrum
Hayden
Government Way
41
ulator
a
vice Area
Post Falls
E. Seltice Way
Mullan Ave
Walmart
3rd St
2nd St
Spokane St
Ohio
90
E. Seltice Way
Golf Course
Riverstone Transfer Center
W. Hanley Ave
Silver Lake Mall
Courcelles
w. Dalton Ave
95
N. 4th St
Best Ave
N. 9th St
Northwest Blvd
N. 3rd St
N. 4th St
N. 11th St
E. Harrison Ave
Coeur d' Alene
Mullen
E. Sherman
95
WASHINGTON
IDAHO
Post Falls Circ
Flex Route Are
Paratransit Ser
City Limits
Appleway Ave
Liberty Lake

2035 MODERATE SERVICE INCREASE ALTERNATIVE

The 2035 Moderate alternative is similar to the previous alternative (2035 Limited) but increases the number of trips operating at 30-minute headways and adds an additional flexible route in Post Falls. It also adds commuter service from Spirit Lake operating to Coeur d'Alene.

It also has one "to-be-determined" route for rural flexible service as a placeholder. It is just as likely that additional peak hour service might be needed in an urban community or stronger commuter services as an additional rural flexible route. Remember that this is still considered a moderate service level for a population of nearly 250,000 and there will be many opportunities to select from in deciding how to allocate resources.

This alternative requires 22 vehicles for the fixed and flexible routes.

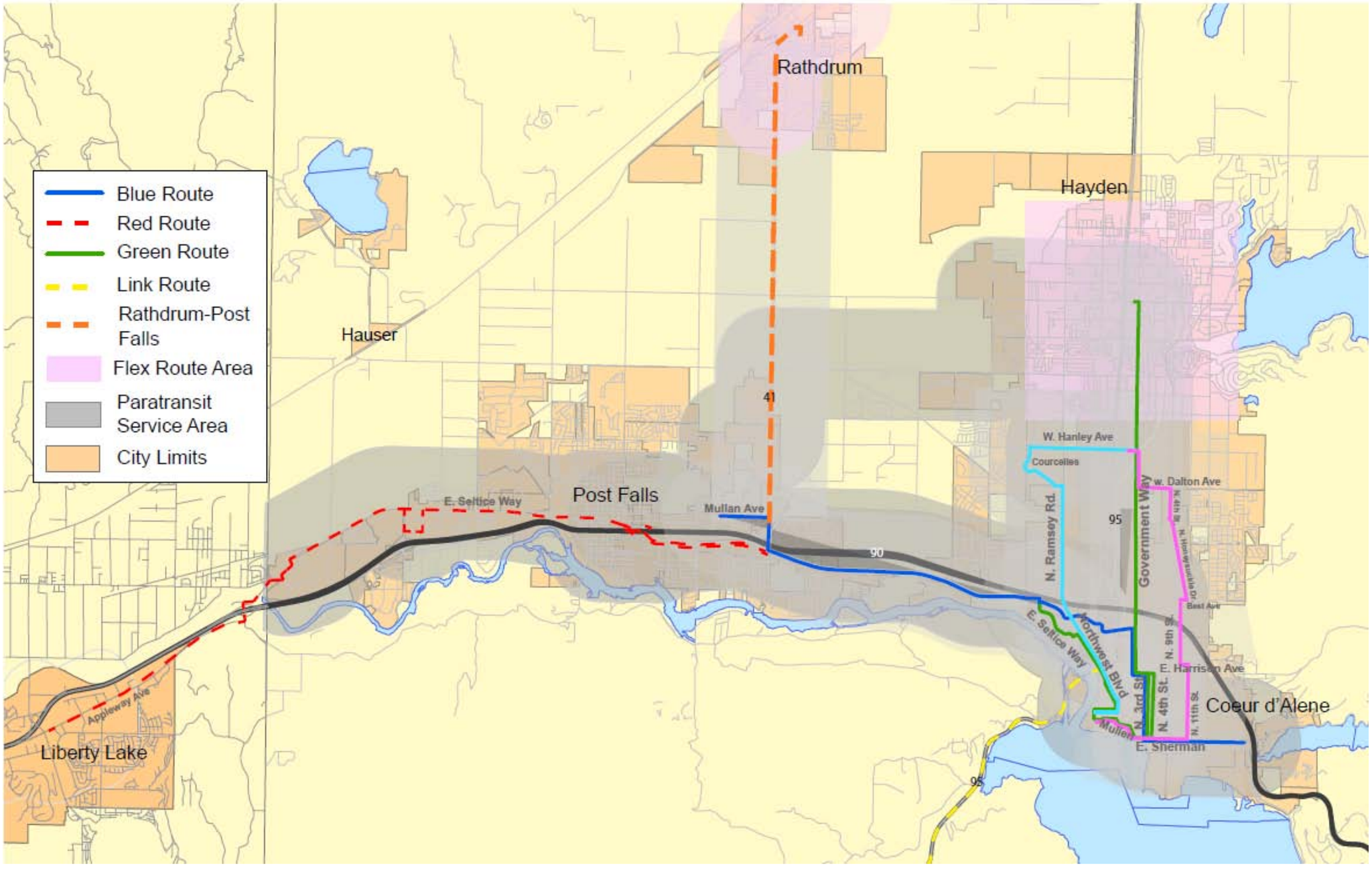
Table 5.10: 2035 Moderate Service Increase Alternative

	Route Miles	Hrs / Trip	# of Trips	Fre-quency	FR Peak Vehicles	Daily Miles	Daily Hrs**	Annual Miles	Annual Hrs**	Annual Cost
Red Route	34	1.5	16	30/60	3	544	28	170,300	8,600	$501,200
Blue Route	23	1.5	17	30/60	3	391	26	142,700	9,300	$542,000
Green Route	18.6	1.5	30	30/60	3	558	45	203,700	16,400	$955,800
Post Falls Circulator	14	1	14	60	1	238	14	86,900	5,100	$297,200
Post Falls Flex Routes	28	1	26	60	2	442	26	161,300	9,500	$553,700
CDA Westside Flex Route	14	1	14	60	1	238	14	86,900	5,100	$297,200
Rural Flex (TBD)	14	1	13	60	1	221	13	80,700	4,700	$273,900
E. CDA/Dalton Gardens	14.6	1	14	60	1	238	14	86,900	5,100	$297,200
Hayden Flex Route	14	1	16	60	1	272	16	99,300	5,800	$338,000
Urban PT*	n/a	n/a	n/a	n/a	n/a	360	30	131,400	27,500	$1,602,700
Urban Subtotal					16	3,502	225	1,250,100	97,100	$5,658,900
Link Route	48	1.5	30	30/60	3	2,880	45	1,051,200	16,400	$955,800
Brown Route	56	2	20	60	1	1,120	40	408,800	14,600	$850,900
Rathdrum- Post Falls	15	1	24	varies	1	360	24	131,400	8,800	$512,900
Spirit Lake Commuter	50	2	8	varies	1	400	16	104,400	4,200	$244,800
Demand Response	n/a	n/a	n/a	n/a	n/a	36	6	13,100	2,200	$128,200
Rural Subtotal					6	4,036	91	1,604,500	46,200	$2,692,600
System Total					22	7,538	316	2,854,600	143,300	$8,351,500

* Paratransit numbers are estimated based on best available data.

**The service hours are only those hours when service is available for passengers; total pay hours are approximately 15% higher.

Figure 5.9: Citylink 2035 Moderate Service Increase



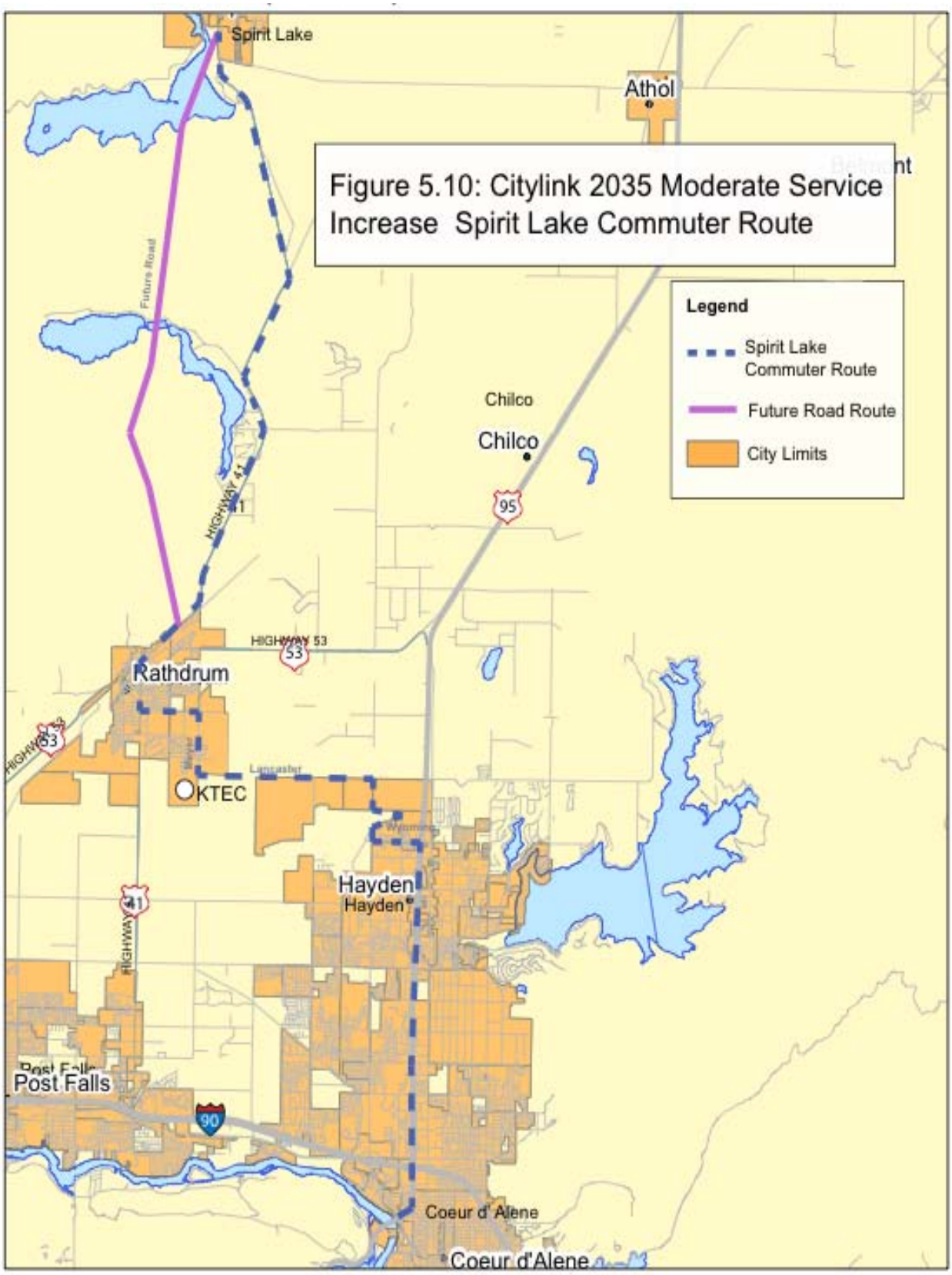


Figure 5.10: Citylink 2035 Moderate Service Increase Spirit Lake Commuter Route
Legend
Spirit Lake Commuter Route
Future Road Route
City Limits
Spirit Lake
Athol
Chilco
Chilco
Future Road
HIGHWAY 41
95
HIGHWAY 53
53
Rathdrum
KTEC
Hayden
Hayden
41
Post Falls
90
Coeur d' Alene
Coeur d'Alene

CONCLUSION

The alternatives reflect four different futures for the transit network in the region. Each alternative considers the entirety of the urban and rural network, even though the focus of this planning effort is on services in the urban area and Kootenai County. This perspective is helpful as the region strives to provide a seamless transportation network that serves both the urban and rural areas.

The next chapter considers the governance structure and financing necessary to support these service alternatives. Both governance and financing need to be addressed in order to maintain existing services and potentially expand service over time.

CHAPTER 6: GOVERNANCE AND FUNDING

INTRODUCTION

This chapter addresses issues surrounding governance and funding. The information in this chapter outlines a pathway to achieve a unified governance structure and adequate financing for the preferred alternative. The goals for each area are:

Governance: To establish a unified governance structure for public transportation services in Kootenai County.

Funding: To provide the local financing necessary to maintain the level of public transportation services desired by the citizens of Kootenai County.

The alternatives presented here are "No Change," "Gradual Development" and "Immediate Action."

- The "No Change" alternative would keep two parallel governance structures; Kootenai County for the urbanized area and the CDA Tribe for the Tribal lands. While Kootenai County is, in theory, responsible for the level of service provided as long as the CDA Tribe is paying the local match, the Tribe makes the final decision on what they will fund. The County is, however, responsible for paying for the required ADA Paratransit services to assure that transit services are accessible. At present, there is not adequate local funding from the urban area cities and county to match the available Federal Transit Administration (FTA) funds for urban area transit services. The Couer d'Alene Tribe has been providing the balance of the match and overmatch so all FTA funds can be accessed. This is not a sustainable course of action to follow.
- The "Gradual Development" alternative would move step-by-step toward the development of more sustainable governance and funding mechanisms. This alternative has the advantage of providing steady progress toward meeting the governance and funding goals. A disadvantage of this alternative is that without firm deadlines for elected officials and voters to take action, it will be difficult to move forward as other crises may very well move to the top of the priority list. This alternative will be constrained by time: how long can the County cover Paratransit costs and how long will the CDA Tribe be willing to cover Citylink costs before one or the other decides it is no longer tenable? Alternately, how much time is needed to build credibility with the voters?
- The "Immediate Action" alternative would set deadlines for taking the questions of governance and funding to the voters, aiming towards the earliest dates possible to put the questions on the ballot. An advantage of this alternative is that long-standing questions would be answered more

quickly. A consideration to note is that with this alternative comes the need for a solid campaign to help the public understand why they should support the recommended governance option and vote to fund the system, which requires both time and money.

The only viable approaches are the "Gradual Development" and "Immediate Action" alternatives. The challenge will be to craft a path that lies somewhere between the two that will enable the region to maintain existing transit services until the voters can decide what they are willing to support over the longer term.

The following sections identify the characteristics and components to consider in establishing viable governance and funding structures for long-term transit services in the region. These characteristics and requirements can be paired with the funding levels required for each of the service alternatives in determining the preferred alternative.

GOVERNANCE

Governance is a term that is used here in a broad sense. First, it covers the institutional structure that is used to make decisions about and provide for services. Governance also covers the procedures and protocols used to assure transparency, accountability and effective decision-making. While establishing the governance structure may require a vote of the people, many protocols and procedures can be put in place at the direction of elected officials. This section will address both the formal institutional structure and the protocols that will need to be established.

INSTITUTIONAL STRUCTURE

The KMPO Public Transit Feasibility Study recommended a Regional Public Transportation Authority (RPTA) after reviewing several other options, such as an operation led by the County or primary City and intergovernmental or joint powers agreements. A white paper prepared by KMPO evaluated the options in more detail and also recommended an RPTA. The RPTA structure is one that has the flexibility to meet the needs of the region, is accountable to the public and is a recognizable structure within Idaho state law. The other options have no advantages over the RPTA for the long-term governance of services. As such, establishing an RPTA remains the recommended course of action.

An RPTA will address the primary governance issues facing the region. It will enable the region to establish a single structure that aligns control of service decisions with funding, provide representation from all entities within the region and provide a framework for effective decision-making. As an RPTA does not have the authority to levy a tax, the issue of how to fund such an operation must be addressed separately.

Developing a Regional Public Transportation Authority

Several steps are necessary in order to develop an RPTA, which will require the active involvement of elected officials from member jurisdictions. There are two key components of developing an RPTA. First, those parties which will be a part of the RPTA need to work towards defining the future organization and address key questions about its Board, anticipated activities, temporary and permanent funding, transfer of assets and similar items. The "Governance Characteristics" listed in the text box on the following page provide a list of desirable characteristics. Second, a new structure will need to be well defined before the current lead agencies (Kootenai County and CDA Tribe) will be willing and able to transfer responsibilities to the new organization. It is likely that a transition period will be needed to assure that the new organization is able to receive and capably carry out its responsibilities.

A path to follow in developing an RPTA might include:

- Interested political jurisdictions establish a process that authorizes a representative of each to negotiate, on their behalf, the finer details of the RPTA structure. This might be done by a resolution or a Memorandum of Understanding, but the key is that each organization needs to define the authority of the negotiator and the points at which the negotiator will return to the elected officials for review, discussion and decisions the entire Board or Council needs to approve. Each negotiator needs to have similar authority.
- An Intergovernmental Agreement (IGA) is negotiated to serve as an interim mechanism for making joint decisions regarding transit services and to provide for initial management and funding of services until an RPTA can be established by the voters.

An interim agreement would provide a foundation for the entities to begin making joint decisions, identify sticking points and work to resolve differences. This would help to build the joint decision-making capacity of the member agencies and credibility among the voters.

If it is decided to go to the voters in 2012, the interim agreement would cover the period through the end of 2012. It may be that an interim mechanism may be needed for a longer period, depending on the outcome of negotiations and election results.

Governance Characteristics

These characteristics can guide the development of governance for transit services:

Unified: A single organization is responsible for public fixed route, paratransit and vanpool services in the urban and rural areas.

Coverage: It covers all of Kootenai County and the Coeur d'Alene Reservation could be expanded (later) to include other counties.

Accountability/Transparency:

Common reporting practices are in place for revenues and expenses, ridership, service, and safety characteristics for all transit services (urban, rural, Tribal, County, fixed route and paratransit).

Decisions on budgets, services provided (type, frequency, routing, span, etc.) and capital expenses are made in a unified and transparent manner.

Control/Responsiveness:

Decision-making control is aligned with funding.

The system is responsive to changing conditions, including economic conditions and development.

Management: Supports services that are safe, reliable, in compliance with regulations, efficient and have good quality and well-maintained vehicles, stops and customer service.

Coordination: Transit services are coordinated across:

- Geographic and political boundaries.
- Modes (transit, paratransit, community service transportation, Medicaid Non-Emergency Medical Transportation, intercity bus, bicycle, pedestrian, rideshare and auto [park-and-rides].)
- Program boundaries (FTA urban and rural funding as well as programs managed by the State, Tribe and MPO).
- Types of programs, including economic and housing initiatives.

Some key questions are:

- What will be the role of the CDA Tribe in decision-making and funding? Will the CDA Tribe continue to apply separately for rural funds, and will the RPTA apply for rural funds on behalf of the rural members of the RPTA? At a minimum, coordination between the applications will be needed and it is likely that a transitional period will be needed to ascertain the best way to pursue rural funding for the region. The goal is that all rural and urban services be well coordinated at an operational level.
- Who will own and be responsible for vehicles and facilities? Is any transfer of existing assets necessary or will ownership change over time as new assets are acquired and old assets retired? The answers to these questions will depend in part on the funding sources used to acquire specific assets and responsibilities for assuring solid management control.
- What level of management will be necessary for the RPTA and how will management responsibilities be consolidated? How will the organization provide for accountability, effective management control, customer service, communications, planning for future needs, and so forth?

PROTOCOLS AND PROCEDURES

Needed processes and procedures can be defined based on what is known now, including what both Kootenai County and the CDA Tribe presently have in place in order to manage their services and comply with Federal requirements. A staff-level working group can begin this process, determining what they can do administratively, where decisions are needed by elected officials, what can occur within an interim structure and what will need to wait for a permanent structure and funding.

For example, common record-keeping and monthly reports covering system performance, costs, and factors such as safety or customer service can be compiled at the staff level. At the other extreme, accounting protocols are something that will not be established until a permanent organization is in place; the existing agencies have these in place for the individual organizations. A variety of items fall into a middle area where joint projects could get underway with limited funding prior to going to a full vote. For example, the agencies could undertake a project to establish a single call and customer information center that would cover Paratransit, other specialized transportation and Citylink services. Such a center could be responsible for the website, for providing information about mobility options and even scheduling of demand response services.

FUNDING

A stable source of local funding is needed for urbanized services for all options. As with service planning, when discussing funding it is important to recognize the tight economic interconnections in the region. The CDA Tribe, Kootenai County and the Spokane region are tightly linked in terms of workforce, employers and service and activity centers. This must be considered when thinking about how to achieve equity and balance in funding transit services.

Desirable funding characteristics are listed in the text box below. While some sort of local option tax will likely be needed for the Status Quo, Limited Increase and Moderate Increase alternatives, it is particularly important that the funding base be broad. Across the nation, transit systems with the broadest funding base are those that have the most stability and are best able to serve as effective community partners.

Funding Characteristics

These characteristics can guide the development of transit funding:

Equity:	Local funds will be provided to cover the transit and paratransit services within communities and a share of services operated between communities and the related capital expenditures. Services are proportional to funding levels.
Leverage:	Adequate local funds will be available to leverage available federal funding.
Broad-based:	Funding will be sought from many sources, providing a broad and stable base of financing. (Wide range of federal programs, direct and through the state or Tribe; business and community support, partnerships with for profit and non-profit entities, colleges and as providers of related services such as human service or employment transportation).
Sustainable:	Funding sources will grow as the population grows.
Dedicated:	Funding sources do not rely on annual appropriations but rather are automatic and dedicated to the transit mode, allowing for long-term planning and a stable part of the infrastructure.

LEVEL OF FUNDING FOR EACH ALTERNATIVE

In Chapter 5, an estimated level of funding was identified for the operating costs of each alternative. In addition, management and capital costs must be included.

In discussing the level of funding needed for each alternative, it is understood that some functions are already funded through the CDA Tribe, the County or individual jurisdiction. It will take time to determine what can be combined and what is best left separate. This plan recommends consolidating where it makes good management sense to do so.

Table 6.1 illustrates the various capital projects that are included in each of the alternatives. The solid circles are recommended items for each alternative while the open circles are items that may be considered, particularly for the out-years. Additional items may need to be included in budgets and grant applications (such as upgrades to the communications network, non-revenue vehicles or office equipment). These are items that are dependent on year-to-year needs and some may be considered contractor responsibilities. An open capital line item is included in each alternative to account for such projects. Similarly, an open line item is needed for planning.

Table 6.1: Capital Projects by Alternative

ITEM ALTERNATIVE:	REDUCED	STATUS QUO	LIMITED	MODERATE
Transit Bus Replacement	●	●	●	●
Paratransit Replacement	●	●	●	●
Customer Service Center		●	●	●
IT Improvements / Scheduling Software		❍	●	●
Riverstone Transit Center		❍	●	●
Improvements to other Transfer Centers		❍	●	●
Upgrades to Signs, Benches, Shelters		❍	●	●
Fareboxes		❍	●	●
Vanpool Program	❍	●	●	●

The amounts budgeted for management, planning, and each capital item are listed in **Table 6.2** for the near-term alternatives. Note also that costs may be annual, such as operating, vehicle replacement or overhead. They may also be one-time costs, such as the cost of a transit facility or the purchase of fareboxes.

Table 6.2: Total Costs by Alternative

	Reduced	Status Quo	Limited	Moderate
Operating Costs for Near-term				
Fixed and Flexible - Urban	$547,800	$1,264,700	$1,684,300	$2,581,700
Paratransit Services	$582,800	$641,100	$641,100	$641,100
Fixed and Demand Response - Tribal	$880,100	$938,400	$1,095,700	$1,095,700
Fixed and Flexible - Other Rural	$0	$0	$75,800	$93,300
	$2,010,700	$2,844,200	$3,496,900	$4,411,800
Management Overhead	$201,000	$284,000	$350,000	$441,000
Planning and Marketing	$40,000	$85,000	$105,000	$132,000
Customer Service Center	$20,000	$57,000	$70,000	$88,000
IT for Paratransit vehicles	*$10,000*	*$10,000*	*$10,000*	*$10,000*
Scheduling Software	*$60,000*	*$60,000*	*$60,000*	*$60,000*
Vehicle Replacement Costs				
Transit coaches	$117,000	$175,000	$263,000	$321,000
Paratransit vehicles	$90,000	$90,000	$108,000	$108,000
Vanpool Program Costs	TBD	TBD	TBD	TBD
Facilities				
Riverstone Transit Center	*$0*	*$4,600,000*	*$4,600,000*	*$4,600,000*
Other Transfer Centers	$0	$25,000	$50,000	$75,000
Signs, benches, shelters	$25,000	$25,000	$50,000	$50,000
Fareboxes	*$0*	*$90,000*	*$135,000*	*$165,000*
Surveillance System (Bus)		*$80,000*	*$110,000*	*$130,000*
Subtotal Annual Operating	$2,271,700	$3,270,200	$4,021,900	$5,072,800
Subtotal Annual Capital	$232,000	$315,000	$471,000	$554,000
	$2,503,700	$3,585,200	$4,492,900	$5,626,800
Subtotal One-time Capital	*$70,000*	*$4,670,000*	*$4,670,000*	*$4,670,000*
Estimated Revenues for Annual Costs – 2011 Dollars				
URBAN AREA & NORTH KOOTENAI COUNTY				
Federal funds (estimated)	$750,000	$750,000	$750,000	$750,000
Local urban funds required (estimated)	$657,600	$1,702,600	$2,317,200	$3,442,100
RURAL TRIBAL AREAS				
Rural Federal funds (estimated)	$500,000	$500,000	$500,000	$500,000
Rural local funds required (estimated)	$596,100	$632,600	$925,700	$934,700
TOTAL SYSTEM	$2,503,700	$3,634,000	$4,467,900	$5,576,800

Regular text = annual expenditures; *Italicized text = one-time capital costs*

Remember that as this is a long-range plan with relatively high levels of planning, the costs are identified only with a level of detail necessary to determine the order of magnitude of the expenses. Examples are:

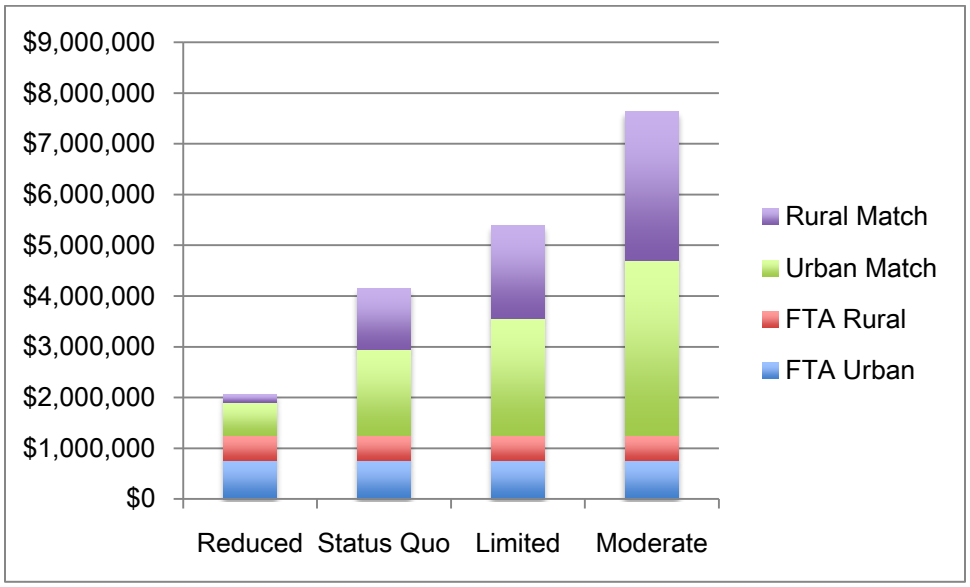
- Management costs are identified as a percent of total costs. For the selected alternative, additional details will be provided in the implementation plan. As a general rule, 10% overhead costs will be considered for the outlying years. For the Reduced and Status Quo Alternatives a 15% overhead rate will be included as these alternatives have a smaller base over which to spread necessary costs. A minimum of one management staff person is needed to provide management oversight and compliance with regulations.
- Vehicle costs are based on depreciated costs of a $350,000 transit coach with a 12-year useful life for the primary bus operations and as a $90,000 body-on-chassis vehicle for Paratransit services. There are a variety of choices for vehicles, each with advantages and disadvantages. These estimates are meant to assist in understanding the order-of-magnitude funding requirements. Individual decisions on the size, type and characteristics of vehicles purchased will depend on local considerations. The funding requirements only identify the amount that should be set aside annually, but the timing of purchases will depend on the age of existing vehicles and the availability of local and federal capital funds.
- A percentage of service costs was applied to the management, planning and annual capital costs to estimate the amount attributable to the urban and northern Kootenai County portion and to the rural Tribal portion of the service area. In the Reduced alternative, 56% of the costs are attributed to urban/North Kootenai County. With each alternative the percent increases as the service in the urban area increases, relative to the total system. In the Moderate alternative, 75% of the costs are attributed to the urban area.

SOURCES OF FUNDING

For the four alternatives, the approximate level of ongoing funding is shown in **Figure 6.1**. As funding sources are explored, the region should be looking for stable, on-going funding for annual operating expenses and the ability to fund the one-time capital expenses over time with a combination of local match and Federal funds.

Federal funds are estimated based on current annual awards, including annual urban area apportionments (approximately $750,000 annually); and grants received through the Idaho Transportation Department (ITD) by the Coeur d'Alene Tribe (about $500,000 annually). Occasional awards such as the ARRA funding received by the Tribe have not been included.

Figure 6.1: Estimated Annual Expenses by Alternative



At present, Federal funding sources cover about half of total annual expenses, with local governments covering the remaining balance. The CDA Tribe has been paying the vast majority of this, with other local governments funding approximately $100,000 annually. The CDA Tribe has indicated they are willing to continue participating in the funding of urban transit services, but it is their desire to reduce the portion they are contributing by approximately $600,000 annually.

The matching costs can be covered by a combination of general funds from local and Tribal governments and from other traditional funds such as fares, advertising and business or college contributions. The primary funding sources that have not yet been used are fares, advertising and other operating revenues and revenues from businesses or colleges.

The level of tax funding that is needed depends on the recommended alternative, the various funding sources that are used and the role of the CDA Tribe in any continued funding of the urban area system. It is at this point that we return to the fact that the communities and the Tribe are a connected economic unit. The ultimate decision on how much funding each provides towards these services will depend on political negotiations.

In this draft, only the near-term alternatives are considered. Once comments are received on the information and approach in this draft, the analysis can be extended to the long-term alternatives.

PREFERRED ALTERNATIVE

Coming to a decision on the governance structure and funding package will be an iterative process that involves conversations with the public, elected officials and other interested stakeholders. The region and its governments will need to address what constitutes an equitable distribution for funding and services and, even more fundamentally, the level of public transit services that the community is willing to support.

Based on current conditions, the following is recommended as the preferred alternative and comments are solicited on this choice.

SERVICE ALTERNATIVE

The Moderate alternative is desirable, but not feasible until there is sustainable funding. The Reduced alternative is the only practical option at present, with plans to restore and improve services as funding is available. The recommended alternative is Reduced Service, with development to Moderate Service levels once funding is obtained.

GOVERNANCE

It is recommended that the region move towards establishing a Regional Public Transit Authority as soon as feasible with a target of putting it on the ballot in the fall of 2012.

FUNDING

It is recommended that the region actively pursue the authority to ask voters to pay for the Moderate Service Level alternative. Once authority is granted, the question can be taken to the voters at the earliest practical time.

REGIONAL PLANNING

Over the last year, changes have occurred in the Idaho Department of Transportation processes for planning and funding rural transit services. It is the intention of the KMPO Board that the projects included in the preferred alternative be eligible for rural transit funding. In compliance with state requirements, a listing of projects by

CHAPTER 7: REFINED ALTERNATIVE

STEPS IN REFINING ALTERNATIVE

Local transit staff developed service options for the preferred alternative that considered the operating and financial constraints, ridership by route and stop, and travel patterns of current riders. The refined alternative is structured around the Reduced Service Alternative, but also moves to increase headways to 60-minutes on remaining service so the system will be poised to expand to the Moderate Service Alternative when funding is available.

This proposed service alternative has been posted for public comment, with a hearing planned for April 17, 2012. Once comments are received, final adjustments will be made.

PROPOSED SERVICE ALTERNATIVE

The selected alternative includes three routes – one to Post Falls, one in downtown Coeur d'Alene, and the rural route **(Figure 5-11).** Major service changes, as described in the public notice, are as follows:

- Citylink bus and Paratransit services will end at 10 p.m., seven days a week.
- The "A" route, which currently runs out to Stateline, will be eliminated.
    - The "B" route will be reconfigured to pick up many of the riders who used to rely on the "A" Route.
    - Citylink will still serve Post Falls from Riverstone on Seltice and Mullan Avenue north and south of Interstate 90.
    - Service will be expanded north of Mullan Avenue on Idaho Street to Poleline Avenue, then Poleline Avenue to Spokane Street to serve the residential area and to access the Post Falls Library.
- Two-way service will be provided between Post Falls, Coeur d'Alene and Hayden eliminating much of the current loop routing.
- More bus stops will be added along the routes, which will make transit access more convenient for riders.
    - By providing more stops along the fixed routes, this may decrease the distance riders have to walk to their final destination and provide better access to service.
    - With more stops, the ridership may also redistribute to the new bus stops, thereby making loading and unloading at each stop quicker and easier.
- Buses will no longer go directly into the NIC campus. Transit stops will be provided on Northwest Boulevard at Hubbard, Garden, and Mullan Avenues.
- We have increased the frequency of the routes to provide hourly service as opposed to the current 85 minutes per trip.

- The Link Route will provide easy two-way (both inbound and outbound from Riverstone) access to the Kootenai Medical Center campus.
- Citylink routes and stops will no longer use private property, which reduces potential liabilities, and travel time.
- With the reduction in transit service area, the boundary of the Paratransit service area will also be reduced to coincide with the changes in routing and hours of service. This change will impact some current users of the paratransit service.
    - If you do not live within the new paratransit service area, but are eligible for paratransit service, you may still use the service if you are able to get to a connecting location within the paratransit service area. Please note that your ride outside of the paratransit service area will need to be your responsibility.
- There are no changes contemplated for the Kootenai Medical Center transit service.

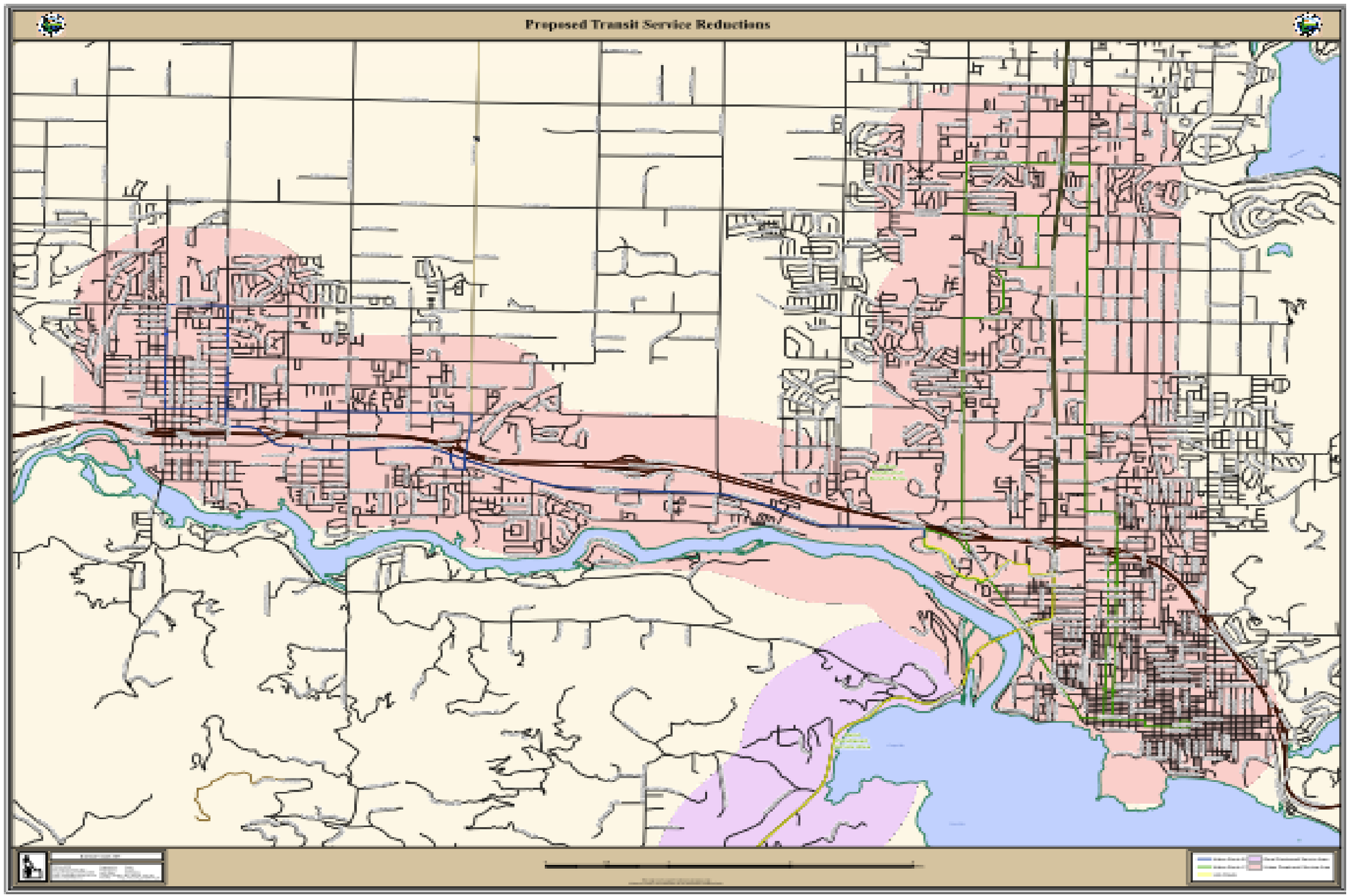
These proposed changes allow the system to achieve the required cost savings while maintaining as much service as possible in the highest population centers. Using what has been learned over the past several years, system improvements also include:

- Adding more bus stops to the system
- Adding more two way service on the routes
- Decreasing wait time for riders by providing more frequent service

Again, it is important to remember that this will be a sustainable building block upon which the system can grow as more funding becomes available. It may be some time before funding is available to add any more service, as two important activities need to occur to raise additional revenue. First, it will be dependent on obtaining the legal authority to request voters in the region approve a tax that can be used for transit services. Second, the voters will need to approve such a tax.

Comments on the refined service alternative will be used to make final decisions on the routing and schedule changes. These changes will be implemented as soon as feasible after the public hearing and final decisions are made.

Figure 7.1: Refined Alternative



PROPOSED GOVERNANCE AND FINANCIAL ALTERNATIVE

The preferred governance and financial alternative includes:

- Establishing a Regional Public Transit Authority as soon as feasible; and
- Actively pursuing the authority to ask voters to pay for the Moderate Service Level alternative.

REGIONAL PUBLIC TRANSIT AUTHORITY

Establishing a Regional Public Transit Authority (RPTA) will provide a solid foundation for the long-tern development of public transit services. This will need to be placed on the ballot for voter approval.

This has been identified as desirable as soon as it is feasible to go to the voters. Having an RPTA in place will provide a basis for the various member agencies to develop the policies, protocols, and practices needed to manage a regional transit network. Building such a foundation and tracking progress and system needs will help to build credibility among the voters.

Existing Idaho legislation for establishing an RPTA does not include any authority to levy taxes. The region also does not have legislative authority for a local option tax for this purpose. This presents two challenges to obtaining the funding needed to implement the Moderate Service Level alternative: legislative authority and voter approval. The first step will be to work with entities facing similar issues to obtain legislative authority to be able to ask the voters to establish a tax to be used for transit services. Once this is obtained, the region can go to the voters to seek their approval.

AUTHORITY FOR LOCAL OPTION TAX

Efforts to obtain authority for a local option tax through legislative action have so far not been successful. A group of Idaho businessmen, community leaders and elected officials supporting a local option authority for counties and cities are targeting 2014 to place a statewide local option voter initiative on the ballot. The objective of this effort is to allow local voters to decide for themselves how they want to pay for basic services and infrastructure needed for their community.

If voters approve the statewide local option initiative, then voters in the KMPO region could be presented with a local option tax for the RPTA. It could be 2016 before the region is ready to place a local option tax for transit before the voters, (assuming approval of the statewide initiative in 2014).

Activities that are anticipated prior to going to the voters include:

- Developing the economic and market research to determine the amount needed and to show the value of such a tax.

- Updating the service improvements proposed for funding through the revenue initiative. Such work may include reflecting development that has occurred, assessing current capital needs, and refining the financial needs over a ten or twenty-year period.

Having a clear description of what will be funded and the value of the improvements to the region will be important so voters will understand what they will receive if they vote for a local option initiative.

APPENDIX A: MEMBERS OF STUDY ADVISORY GROUP

Name	**Organization**
Pearl Bouchard	Area Agency on Aging/NIC
Andrew Murphy	Citylink Transit
Clif Warren	CTAI
Bill Brannan	Intercity Bus Consultant
Laurie Hassell	Citizen at large
Donna Montgomery	KMPO
Don Davis	ITD
Ryan Stewart	SRTC/KMPO
Jennifer Wash	SRTC
Craig Wilcox	D.A. Davidson
Toby Ruhs	Kootenai Medical
Christa Thompson	Kootenai Medical
Chris Riffe	City of Rathdrum

APPENDIX B: CITYLINK FLEET ROSTER

Fleet #	Assignment	Mileage	Year	Model	Fuel	Seats	Lift	Bike	VIN
23	Rural	21,127	2009	Chevrolet Goshen Pacer	Diesel	16	Yes	Yes	1GBJG316181115141
25	Rural	217,430	2004	Ford Goshen	Gas	14	Yes	Yes	1FDXE45SX4HA58654
26	Rural	477,945	2007	International Aero Elite 3200	Diesel	33	Yes	Yes	1HVBTAAM37H457205
27	Rural	296,280	2009	Chevrolet Goshen Pacer	Diesel	33	Yes	Yes	1HVBTAAM59H040008
28	Rural	2,794	2011	Ford E-650 Glaval	Diesel	30	Yes	Yes	3FRNF6FC0BV393908
29	Rural	2,999	2011	Ford E-650 Glaval	Diesel	30	Yes	Yes	3FRNF6FCXBV393916
53	Northern	6,742	2010	Ford E-450	Diesel	16	Yes	Yes	1FDFE4FP5ADA33248
54	Northern	482,007	2006	International Aero Elite 3200	Diesel	33	Yes	Yes	1HVBTAAM96H254396
55	Northern	506,671	2006	International Aero Elite 3200	Diesel	33	Yes	Yes	1HVBTAAM06H254397
56	Northern	497,643	2006	International Aero Elite 3200	Diesel	33	Yes	Yes	1HVBTAAM26H254398
57	Northern	505,301	2006	International Aero Elite 3200	Diesel	33	Yes	Yes	1HVBTAAM46H254399
58	JARC	324,491	2008	International Aero Elite 3200	Diesel	33	Yes	Yes	1HVBTAAM79H040009
59	JARC	421,010	2008	International Aero Elite 3200	Diesel	33	Yes	Yes	1HVBTAAM59H040008
60	Northern	56,135	2010	Ford E-650 Glaval	Diesel	30	Yes	Yes	3FRNF6FC5AV275934
61	Northern	44,076	2010	Ford E-650 Glaval	Diesel	30	Yes	Yes	3FRNF6FC7AV275935
62	Northern	33,212	2010	Ford E-650 Glaval	Diesel	30	Yes	Yes	3FRNF6FC5AV276095
63	Northern	27,336	2010	Ford E-650 Glaval	Diesel	30	Yes	Yes	3FRNF6FC4AV274340
64	Northern	30,845	2010	Ford E-650 Glaval	Diesel	30	Yes	Yes	3FRNF6FC6AV274341
65	Northern	19,586	2010	Ford E-650 Glaval	Diesel	30	Yes	Yes	3FRNF6FC8AV274342
66	Northern	30,189	2010	Ford E-650 Glaval	Diesel	30	Yes	Yes	3FRNF6FC1AV274344

APPENDIX C: PUBLIC SURVEY RESULTS

MOORE INFORMATION
OPINION RESEARCH • STRATEGIC ANALYSIS

Kootenai County Voters and Public Transportation

For: Kootenai Metropolitan Planning Organization

July 2011

Methodology

Sample

250 interviews among a representative sample of voters in Kootenai County, Idaho

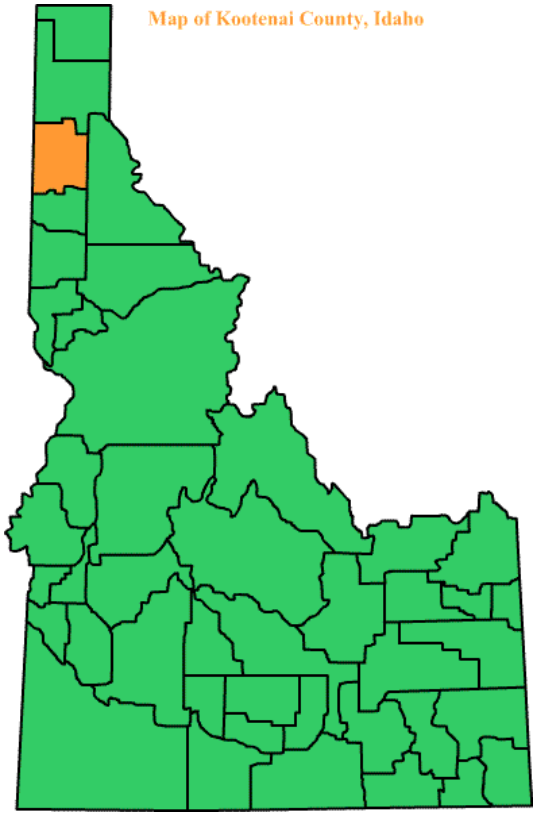
Method

Telephone interviews conducted July 11-12, 2011

Sampling Error

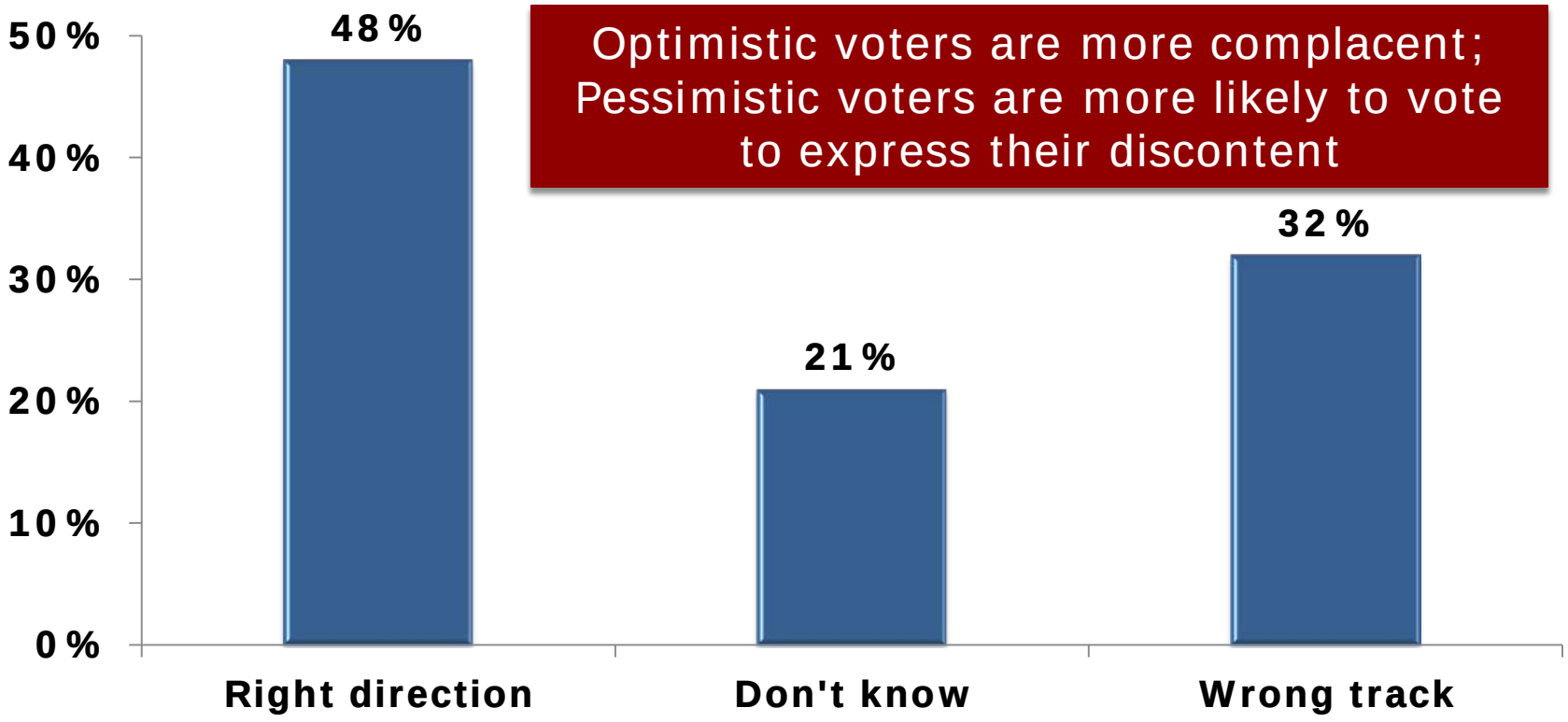
Plus or minus 6% at the 95% confidence level

Political Environment



Kootenai County Voters are Cautiously Optimistic

"In general, do you believe things in Kootenai County are headed in the right direction, or would you say things have pretty much gotten off on the wrong track?" (Q1)



Moore Information
Opinion Research • Strategic Analysis

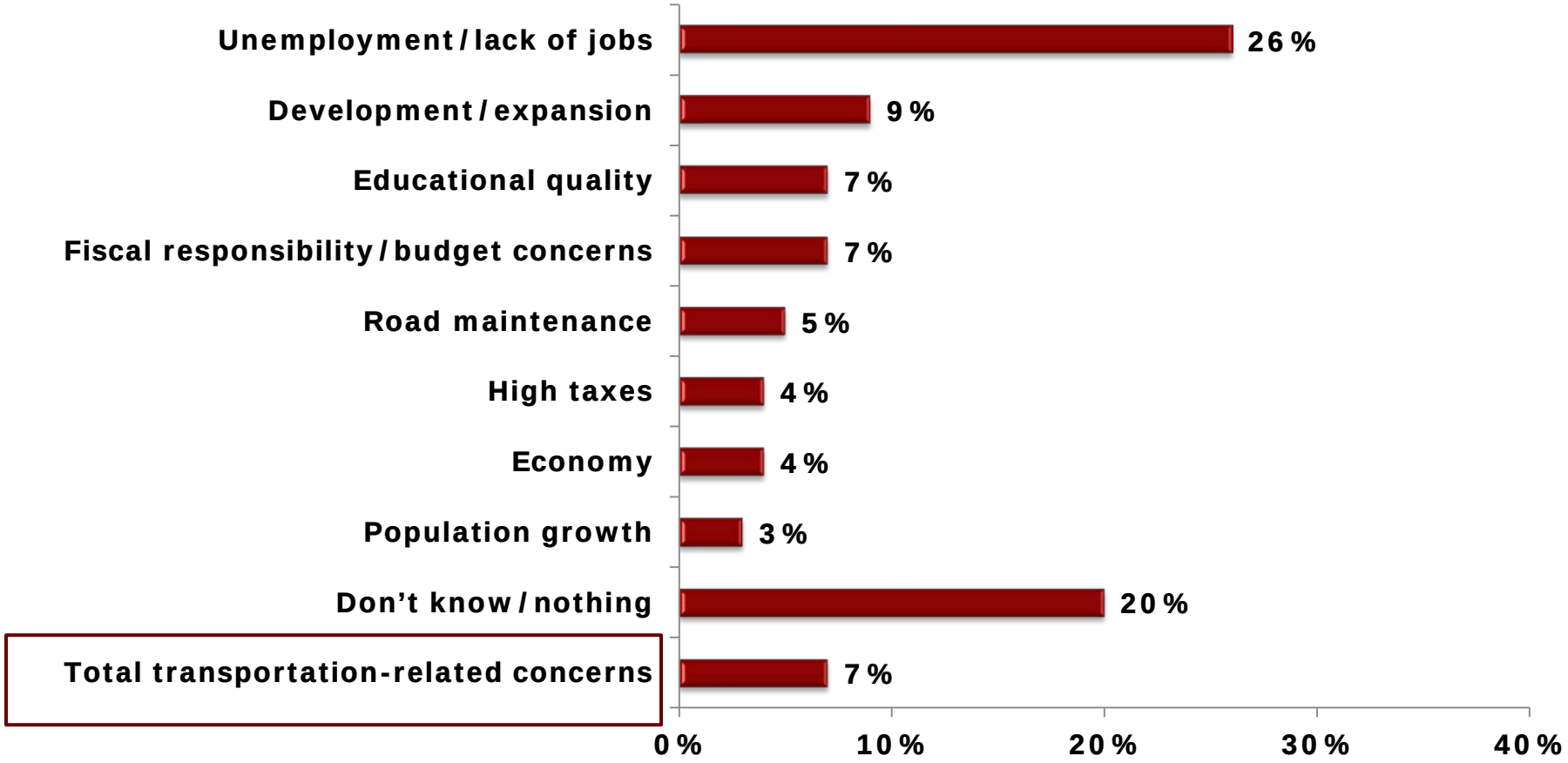
Voter Mood: *Key Subgroups*

	Right direction	Don't know	Wrong track	Net right direction
All voters	48%	21%	32%	+16%
Age				
18-44	55%	21%	24%	+31%
45-64	42%	19%	39%	+3%
65+	47%	24%	29%	+18%
Party affiliation				
Republicans	53%	21%	26%	+27%
Independents	39%	21%	39%	--
Democrats	44%	20%	36%	+8%
Transportation system rating				
Excellent/above average	64%	12%	24%	+40%
Average	44%	27%	29%	+15%
Below average/poor	20%	20%	60%	-40%

Pessimistic voters are not impressed with transportation system – this group could be key to grassroots efforts to improve transportation options

Number One Issue Concern: *Jobs*

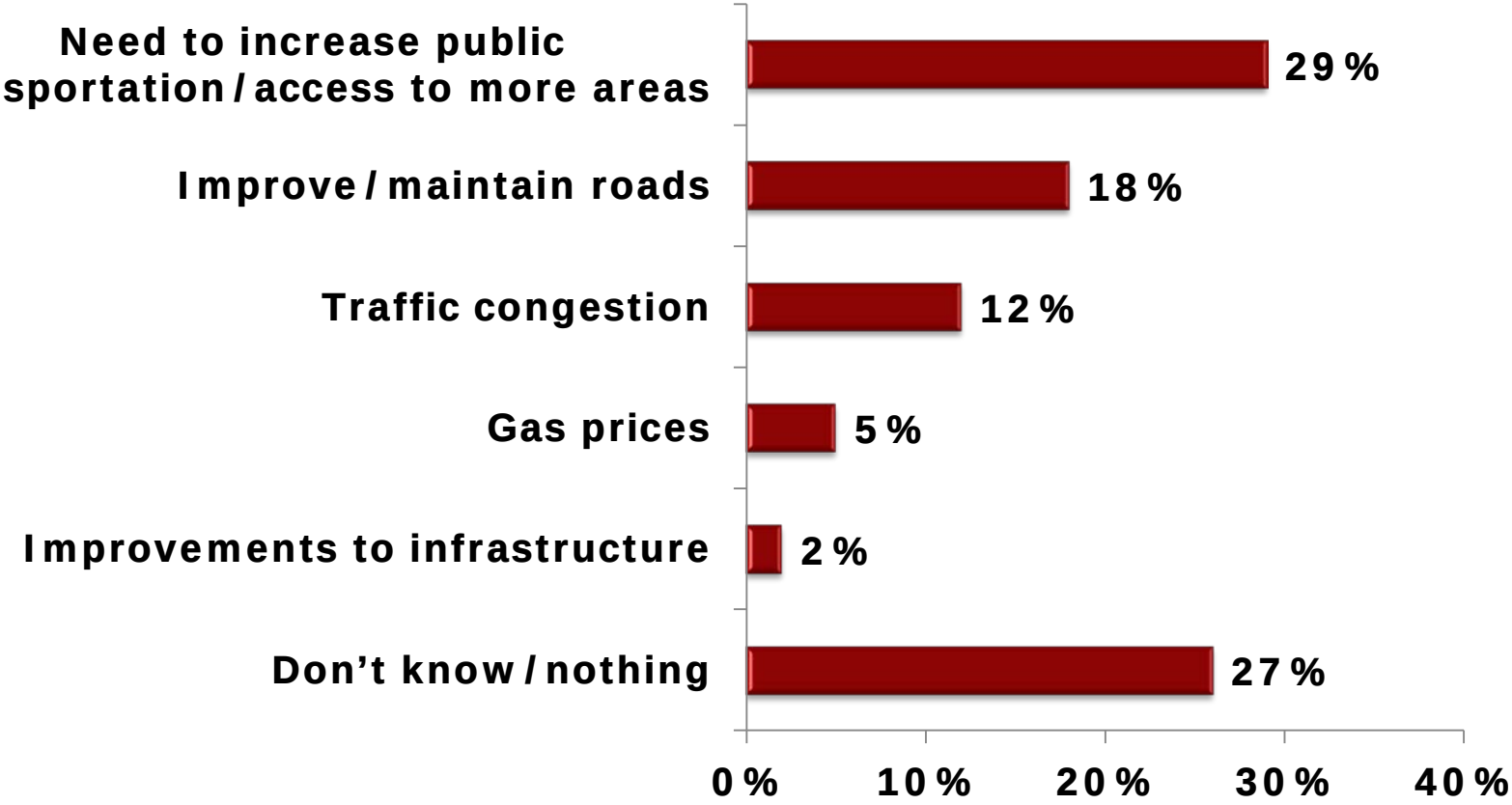
"What do you believe is the most important issue facing Kootenai County today?" (Q2)



Current Transportation Overview

Transportation Issues: *Forced Choice*

"And in your opinion, what is the most important transportation issue facing Kootenai County today?" (Q3)

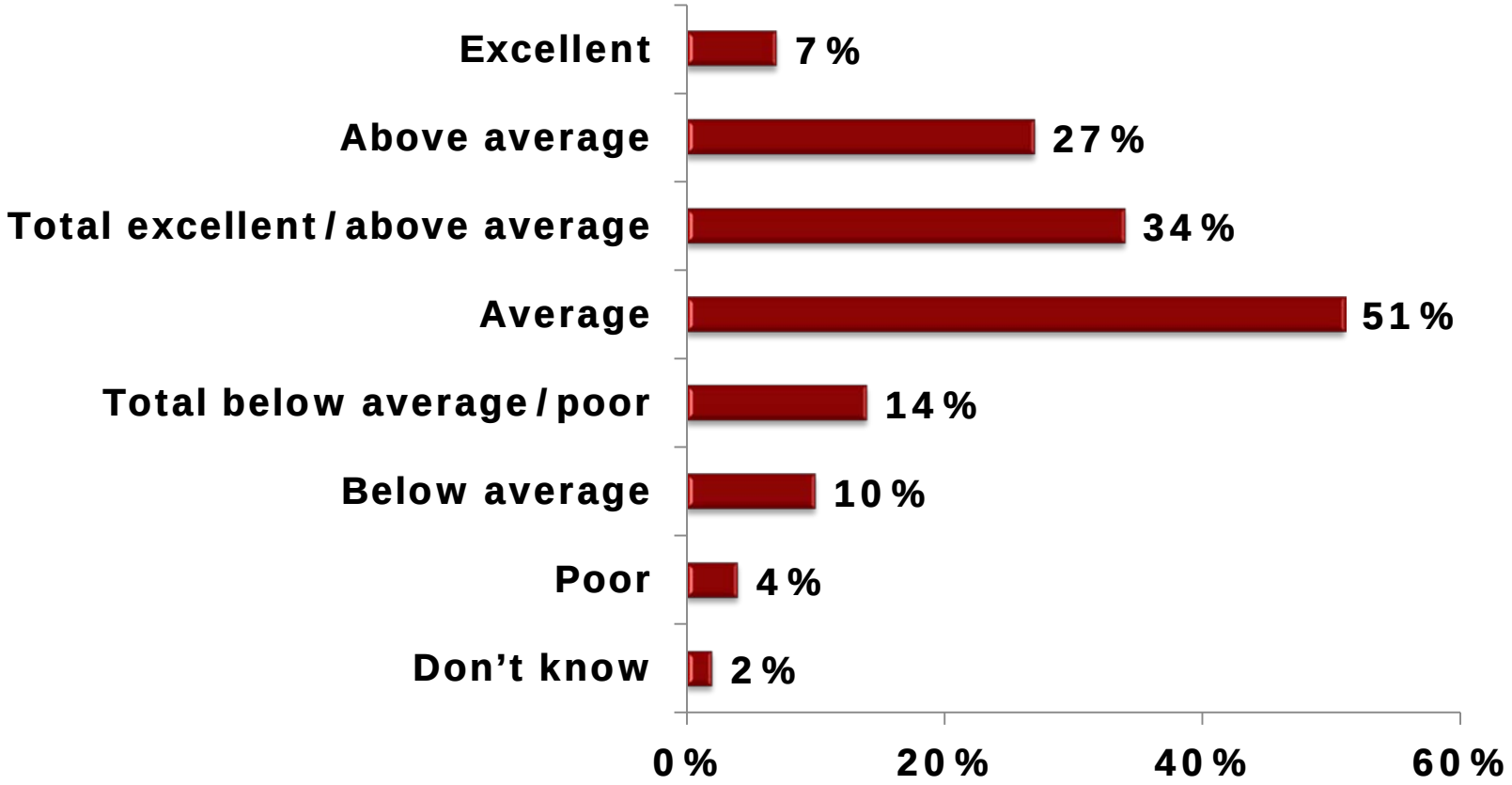


Who Wants More Public Transit?
Key Subgroups

- Women
- Democrats
- Wrong-trackers
- Coeur d'Alene residents
- Upper-income households ($75K+)
- Dissatisfied with current transportation system
- Think public transportation is important

Perceptions of Transportation System: *More Positive than Negative, but Majority Say Average*

"How would you rate the transportation system in Kootenai County today, by that I mean roads, highways, bikeways, sidewalks, trails, public transit, rail, aviation and freight routes?" (Q4)



Perceptions of Transportation System: *Region and Age*

		Region		
	All	Coeur d'Alene	Post Falls/ Hayden	Elsewhere
Excellent/above average	34%	39%	32%	26%
Average	51%	43%	58%	51%
Below average/poor	14%	15%	9%	23%

		Age		
	All	18-44	45-64	65+
Excellent/above average	34%	36%	31%	36%
Average	51%	52%	47%	56%
Below average/poor	14%	12%	20%	7%

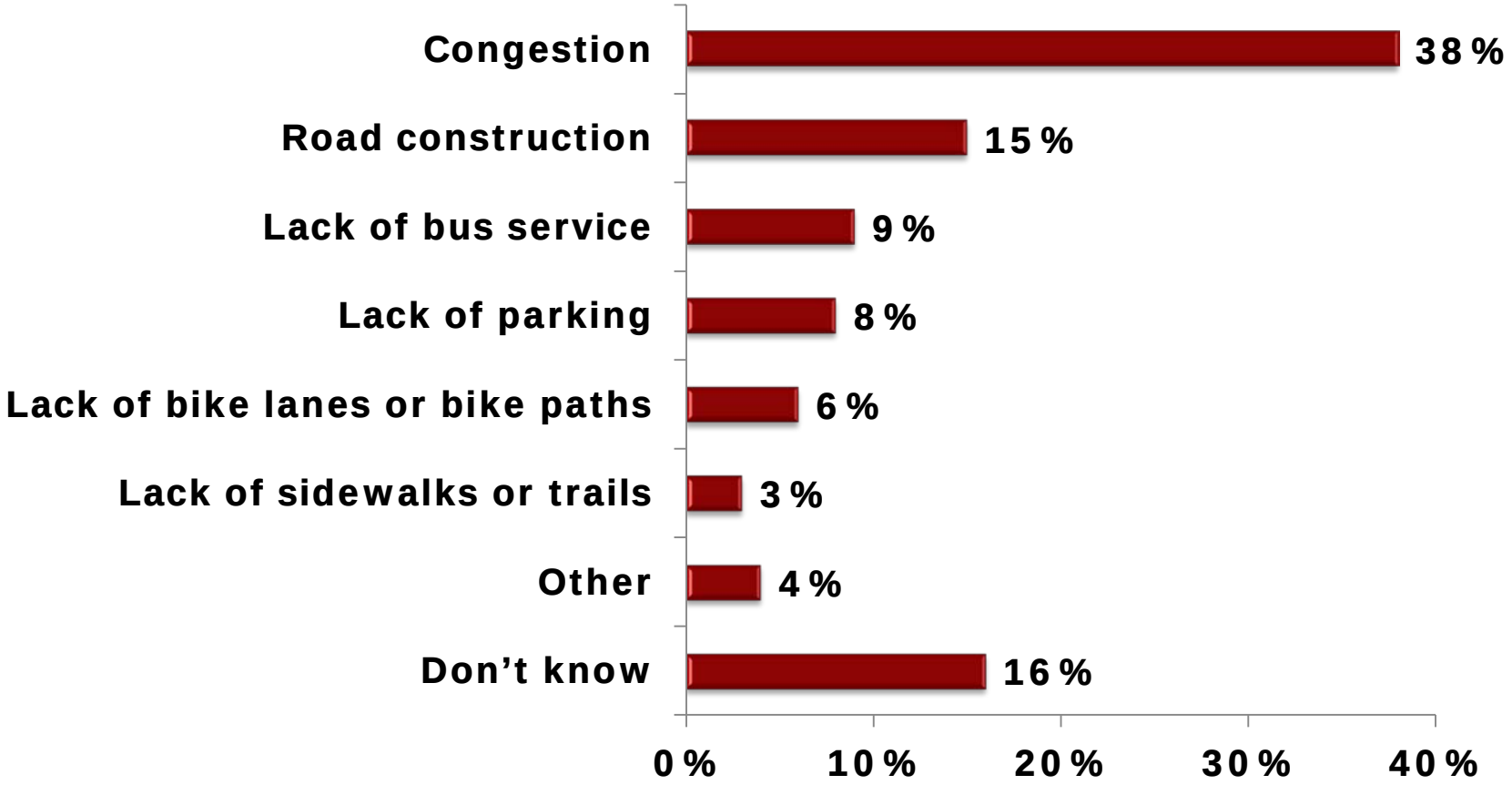
Perceptions of Transportation System: *Party and Ridership*

		Party affiliation		
	All	GOPs	DEMs	INDs
Excellent/above average	34%	37%	30%	30%
Average	51%	51%	52%	48%
Below average/poor	14%	11%	17%	18%

		Ridership	
	All	No	Yes (N=41)
Excellent/above average	34%	38%	41% (N=17)
Average	51%	53%	41% (N=17)
Below average/poor	14%	8%	15% (N=6)

Congestion is the Biggest Transportation Struggle for Kootenai County Voters

"Thinking now from a personal standpoint, which one of the following is the biggest problem for you when getting from one place to another in Kootenai County?" (Q5)



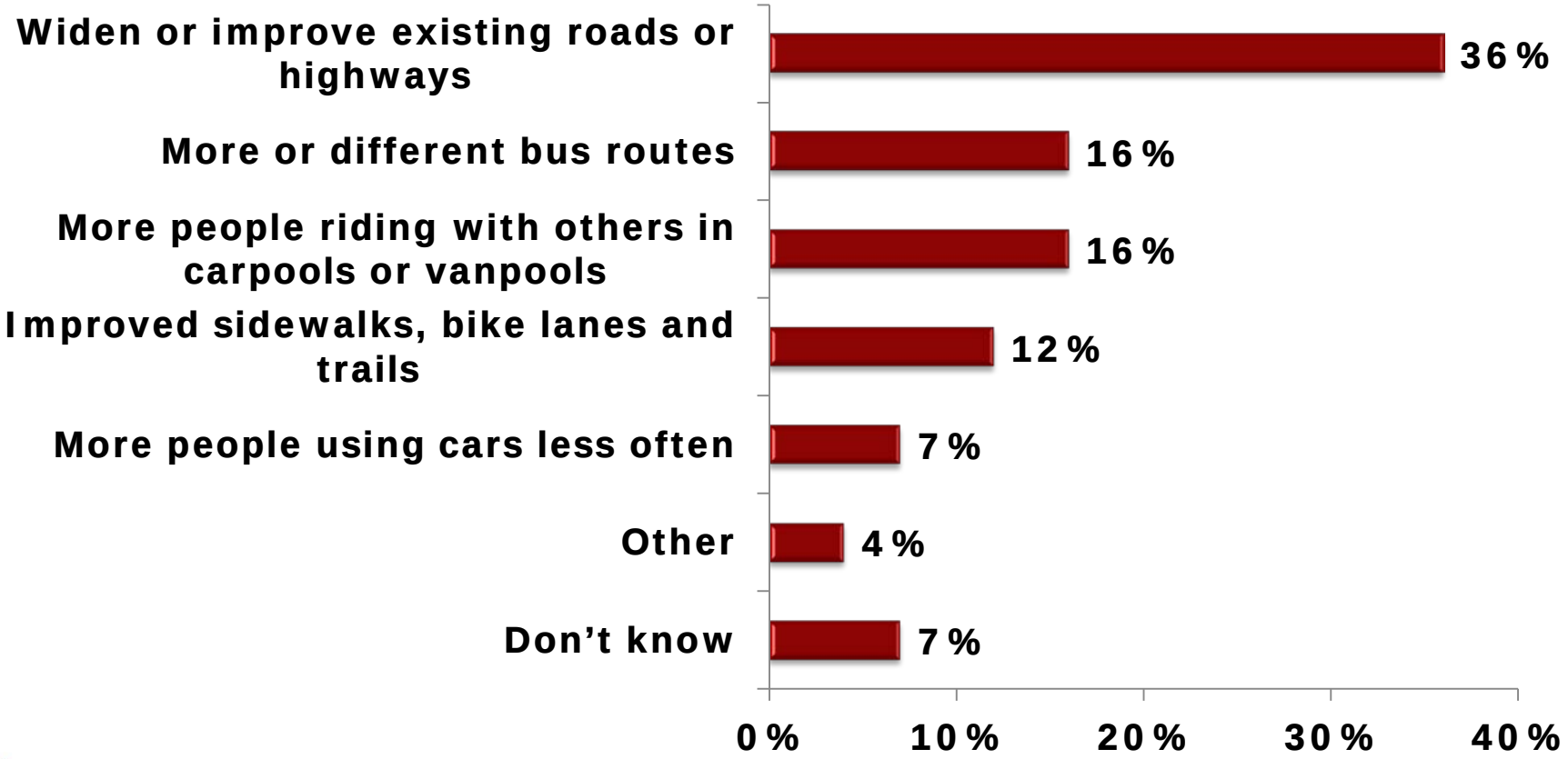
Who is Most Concerned About Congestion? *Key Subgroups*

- Age 45-64
- Democrats
- Wrong-trackers
- Middle-income voters ($35-74K)
- Long-time residents (20+ years)

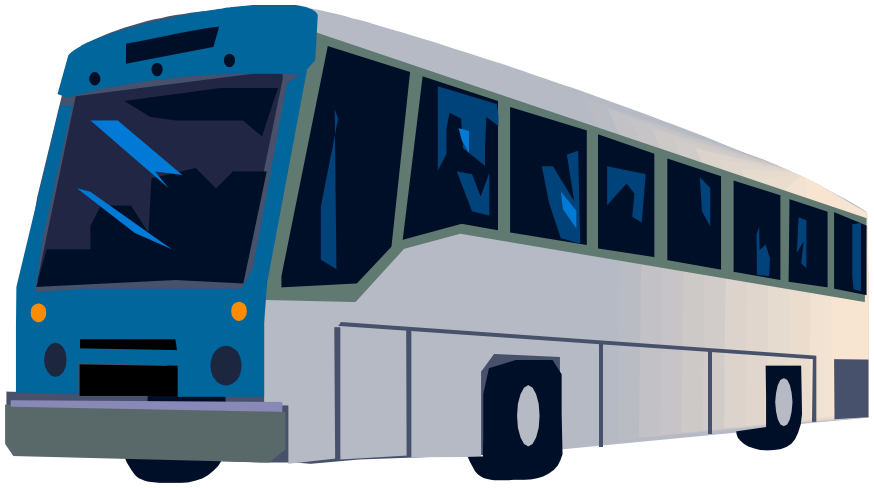
Congestion voters are not overly willing to pay for higher taxes for public transportation
(43% are willing, 52% are not)

Addressing Transportation Issues: *Widening Existing Roads is Most Preferred*

"Which one of the following do you believe would be most helpful in addressing the transportation problem you are most concerned about?" (Q6)

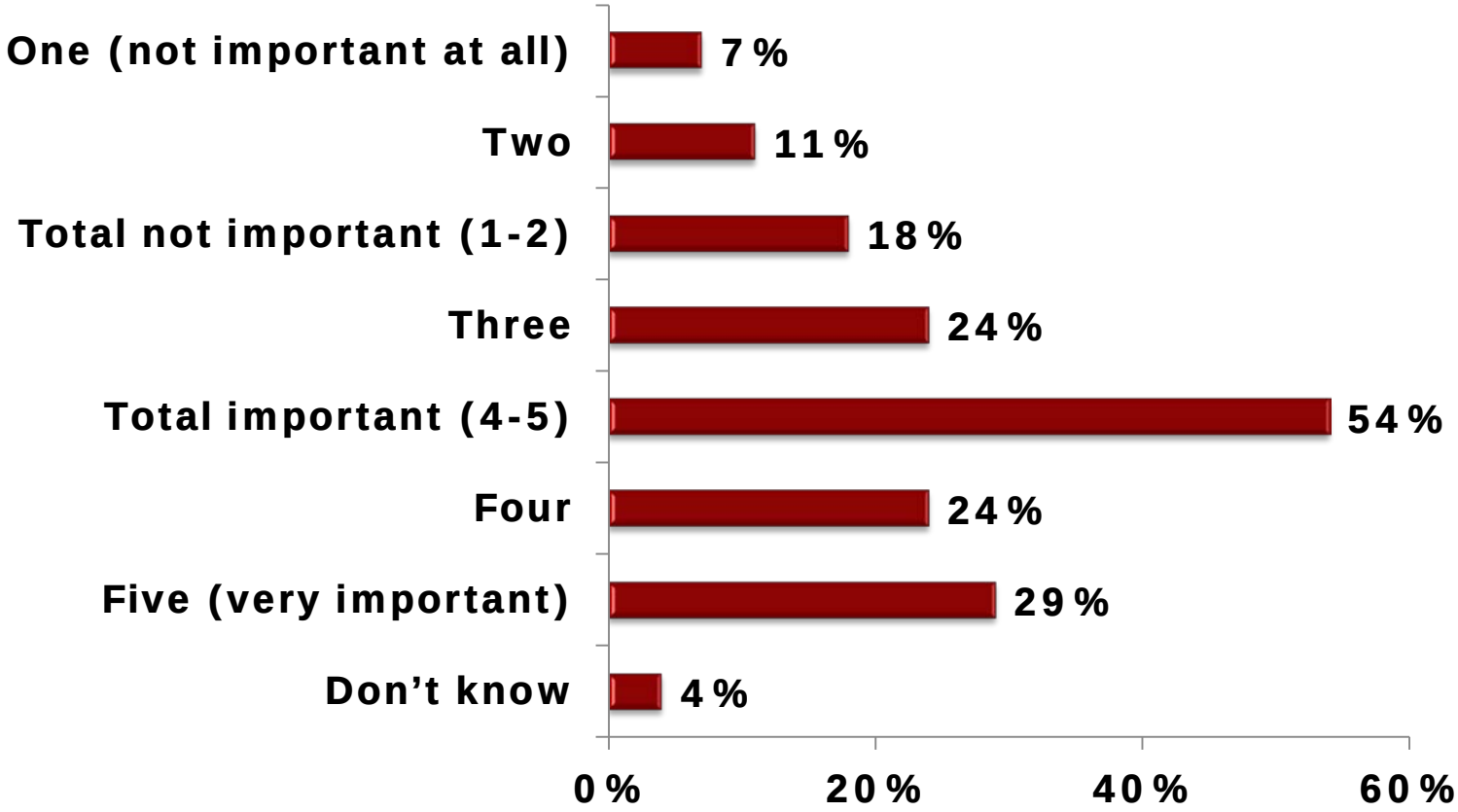


Importance of Bus Service



Majority of Voters Say Bus Service is Important

"Using a five-point scale where a five is very important and one is not important at all, what number between five and one best describes how important public bus service is to Kootenai County?" (Q7)



Importance of Bus Service: *Region and Gender*

		Region		
	All	Coeur d'Alene	Post Falls / Hayden	Elsewhere
Not important (1-2)	18%	11%	21%	23%
Three	24%	21%	23%	32%
Important (4-5)	54%	65%	51%	38%

		Gender	
	All	Men	Women
Not important (1-2)	18%	23%	13%
Three	24%	31%	18%
Important (4-5)	54%	41%	64%

Importance of Bus Service: *Party and Income*

		Party affiliation		
	All	GOPs	DEMs	INDs
Not important (1-2)	18%	29%	8%	4%
Three	24%	25%	25%	20%
Important (4-5)	54%	43%	62%	68%

		Income		
	All	Less than $35,000	$35,000-$74,999	$75,000 or more
Not important (1-2)	18%	10%	18%	33%
Three	24%	24%	25%	19%
Important (4-5)	54%	63%	53%	47%

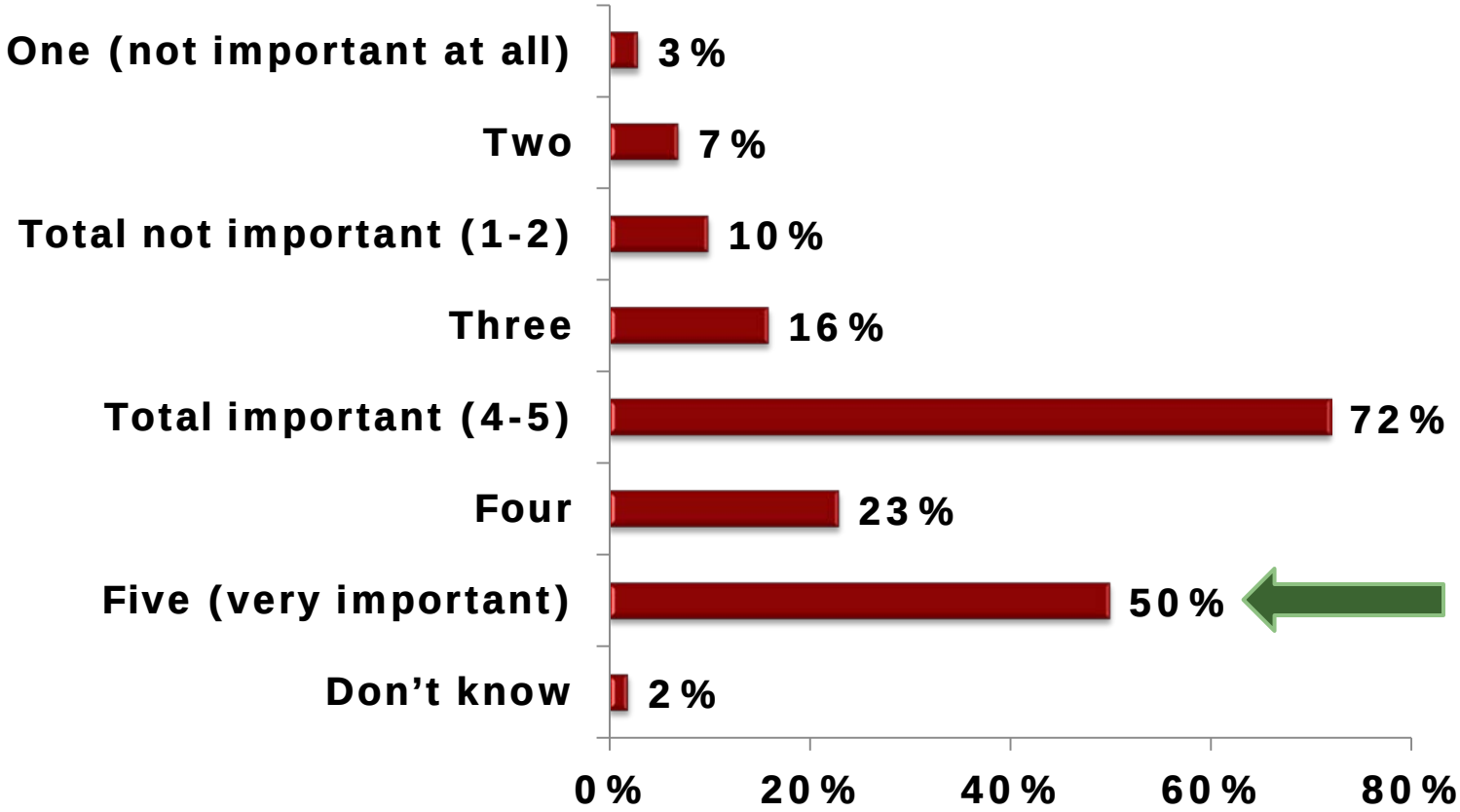
Importance of Bus Service: *Ridership and Willingness to Pay Higher Taxes/Fees for Busses*

		Ridership	
	All	No	Yes (N=41)
Not important (1-2)	18%	19%	10% (N=4)
Three	24%	25%	20% (N=8)
Important (4-5)	54%	53%	66% (N=27)

		Willingness to pay for busses	
	All	Willing	Not willing
Not important (1-2)	18%	12%	25%
Three	24%	26%	24%
Important (4-5)	54%	60%	46%

Bus Service for Seniors and Disabled is "Very" Important

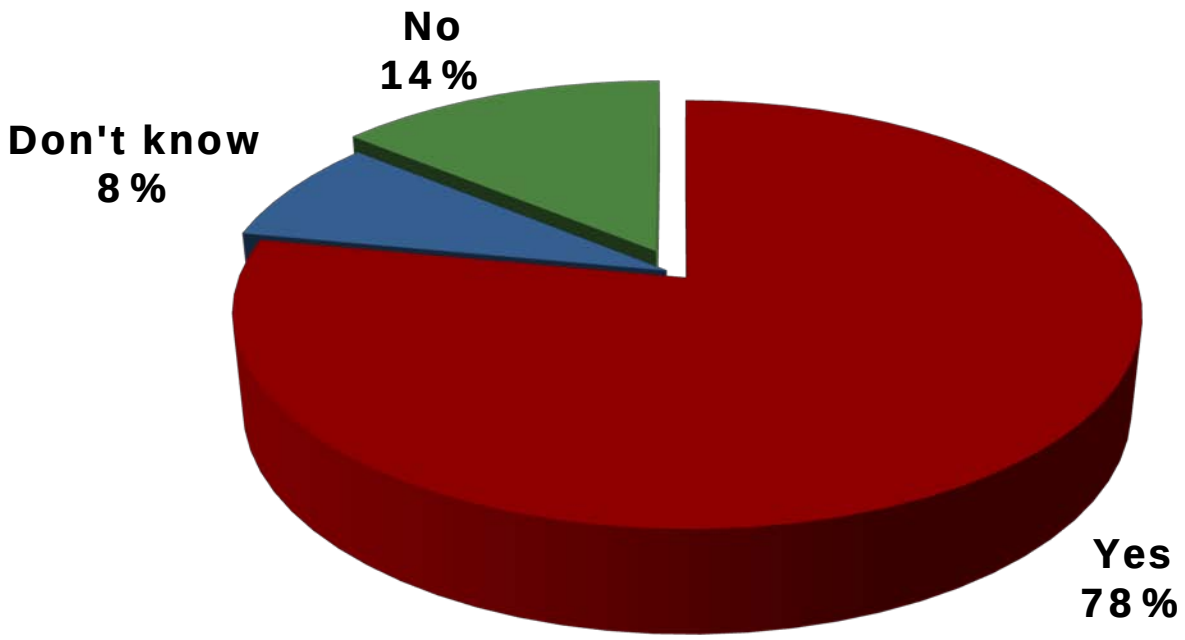
"Using that same scale, how important is it that the county provide specialized transportation for people with disabilities and the elderly?" (Q8)



Perceptions of Public Transportation in Kootenai County

Roughly Three-in-Four are Aware County Has Public Transportation System

"To the best of your knowledge, does Kootenai County have a public transportation system, or not?" (Q9)

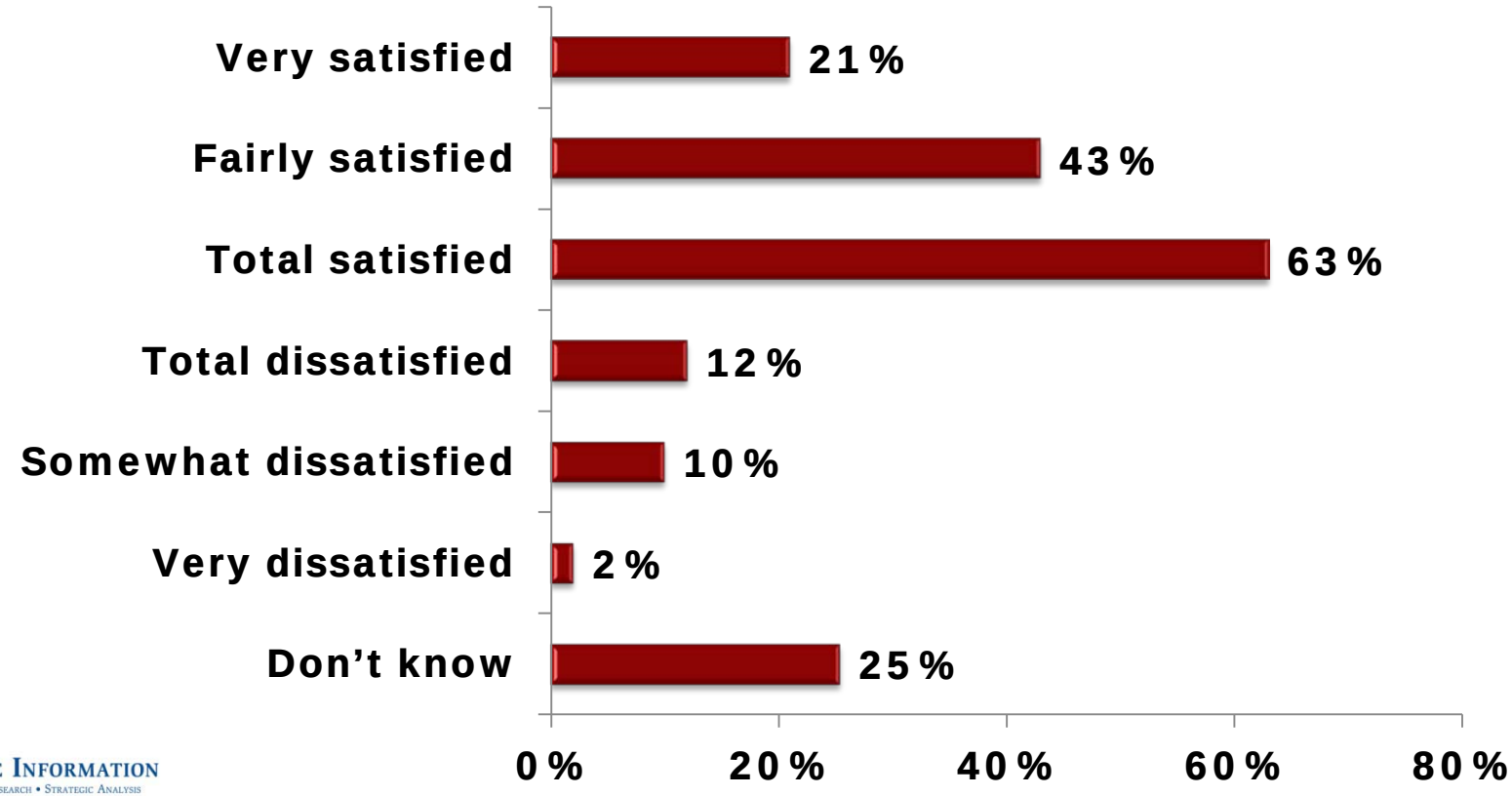


Awareness of County Public Transportation System: *Key Subgroups*

	% Aware
All voters	78%
Gender	
Men	72%
Women	83%
Age	
18-44	90%
45-64	78%
65+	67%
Transportation system rating	
Excellent/above average	89%
Average	78%
Below average/poor	51%

CityLink: *Majority are Satisfied; One-in-Four Have No Opinion*

IF AWARE OF COUNTY TRANSPORTATION SYSTEM: "CityLink is the public bus service for the urbanized portions of Kootenai County. Based on what you know or have heard, how satisfied are you with the service provided by CityLink in Kootenai County, very satisfied, fairly satisfied, somewhat dissatisfied or very dissatisfied?" (Q10, N=195)



CityLink: *Gender and Ridership*

	Gender	
	All	**Men**	**Women**
Total satisfied	63%	70%	58%
Total dissatisfied	12%	8%	14%
Don't know	25%	22%	28%

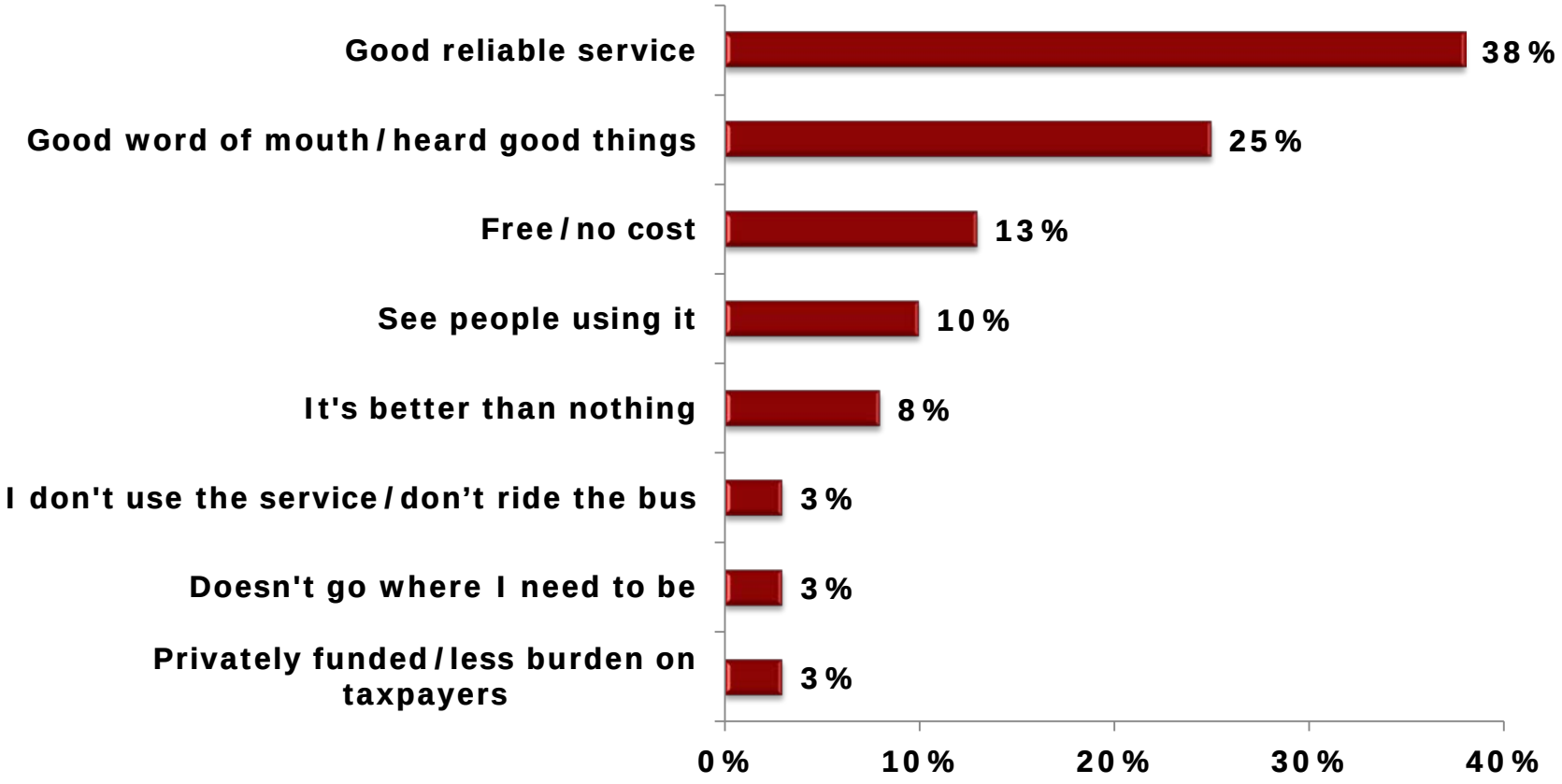
	Ridership	
	All	**No**	**Yes (N=41)**
Total satisfied	63%	58%	80%
Total dissatisfied	12%	11%	15%
Don't know	25%	31%	5%

CityLink: *Importance of Bus Service*

		Importance of bus service		
	All	**Not important (1-2)**	**Three**	**Important (4-5)**
Total satisfied	63%	55% (N=18)	57% (N=27)	71%
Total dissatisfied	12%	9% (N=3)	13% (N=6)	12%
Don't know	25%	36% (N=12)	30% (N=14)	17%

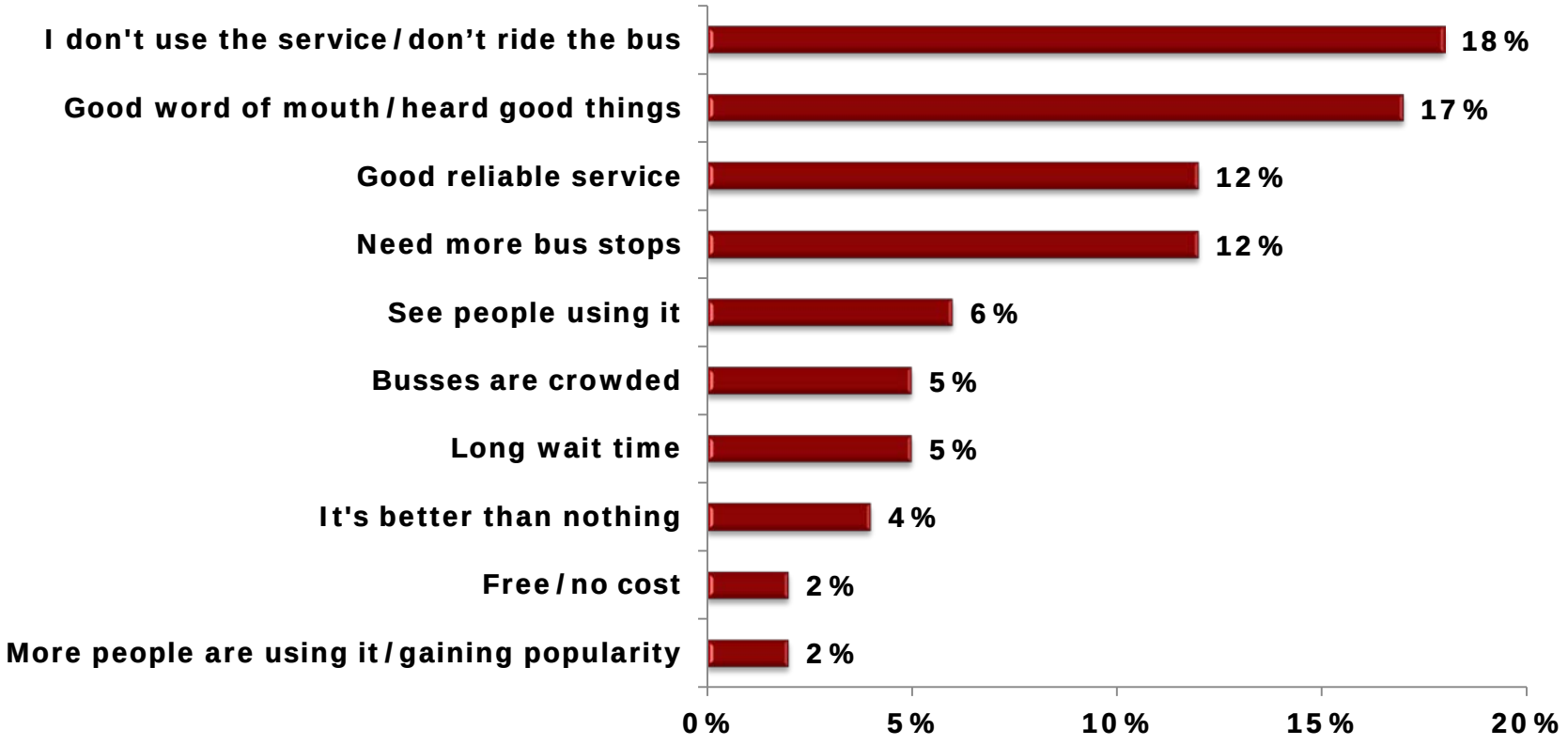
Reasons for "Very" Satisfied Response

IF VERY SATISFIED WITH CITYLINK: "Why do you say that?" (Q11A, N=40)



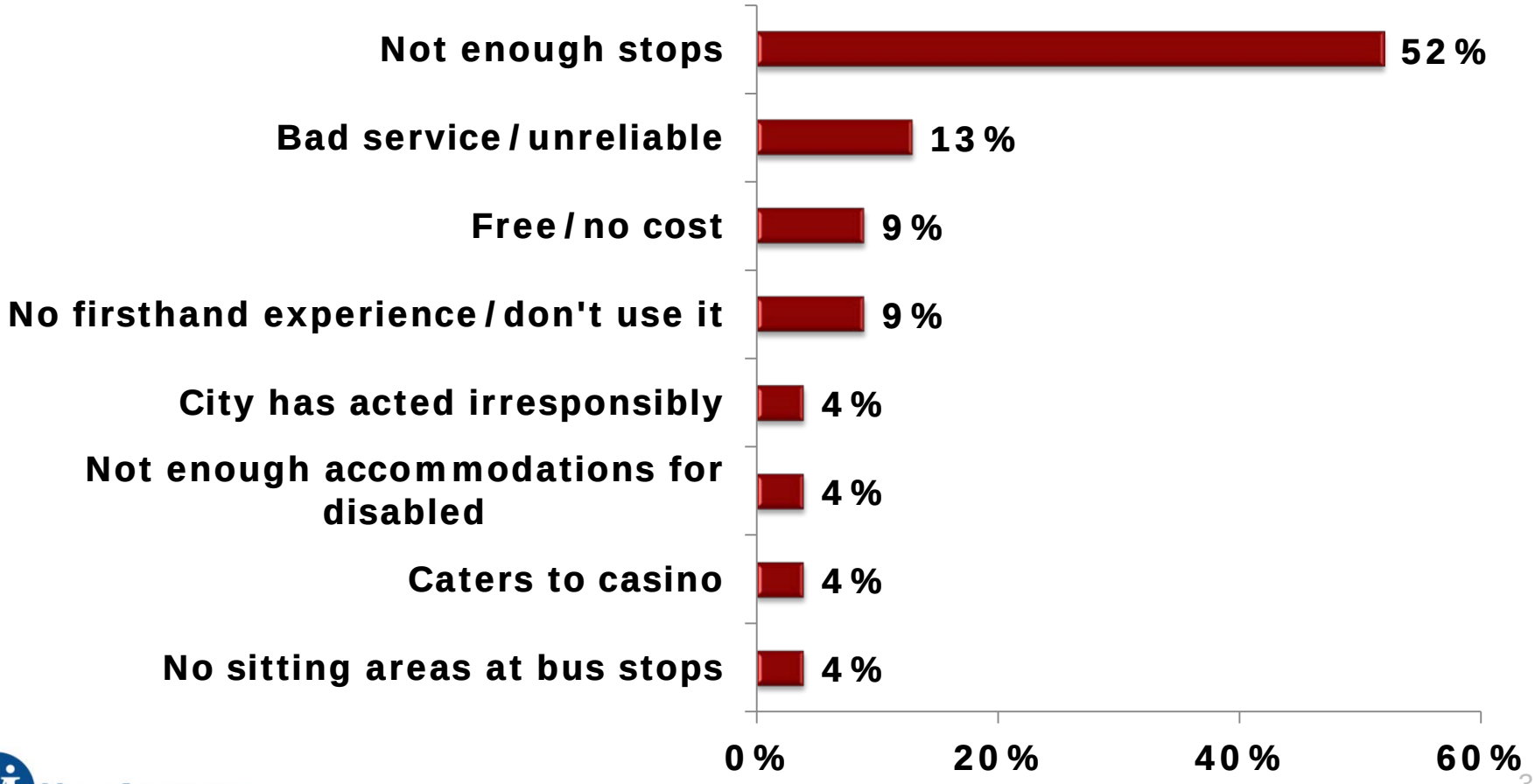
Reasons for "Fairly" Satisfied Response

IF FAIRLY SATISFIED WITH CITYLINK: "Why do you say that?" (Q11B, N=83)



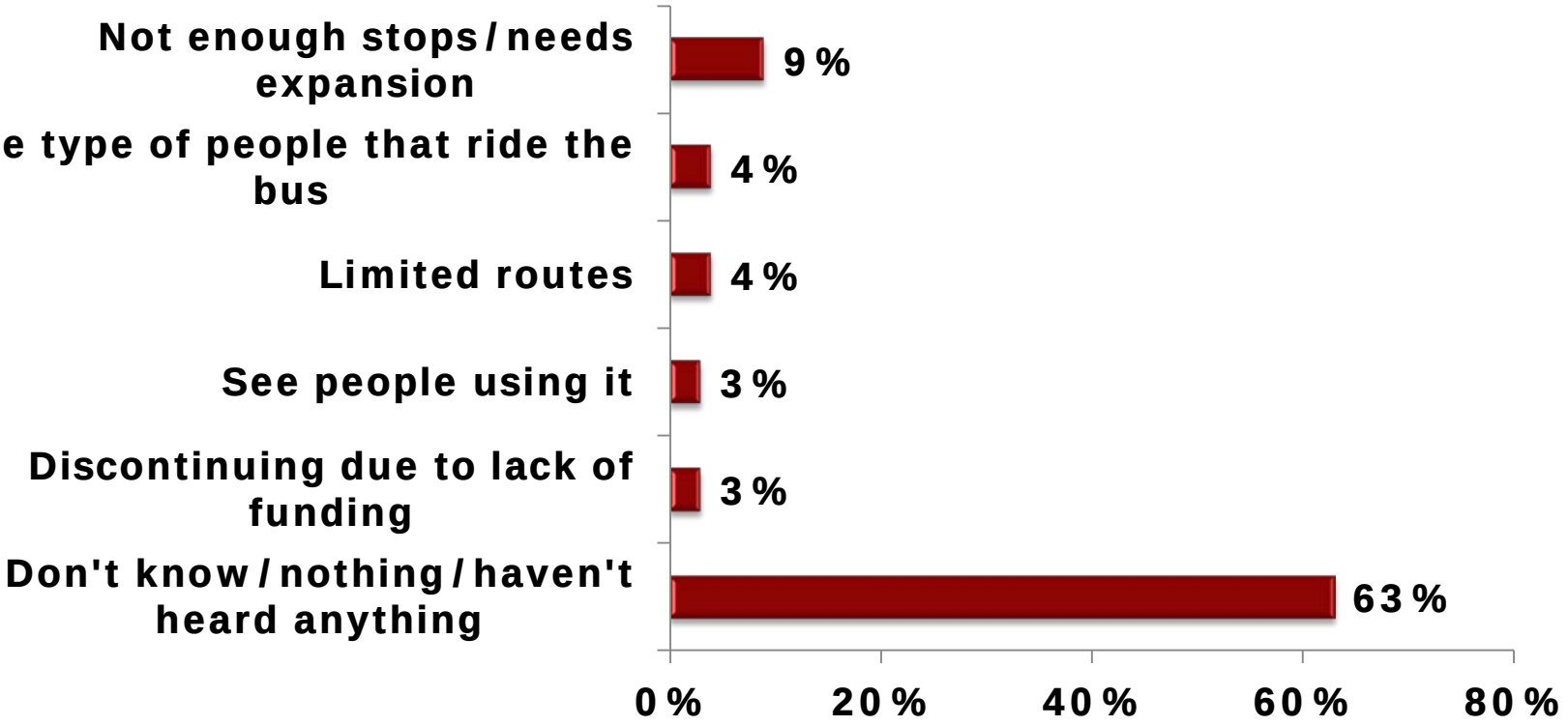
Reasons for Dissatisfaction: *Not Enough Stops*

IF DISSATISFIED WITH CITYLINK: "Why do you say that?" (Q12, N=23)



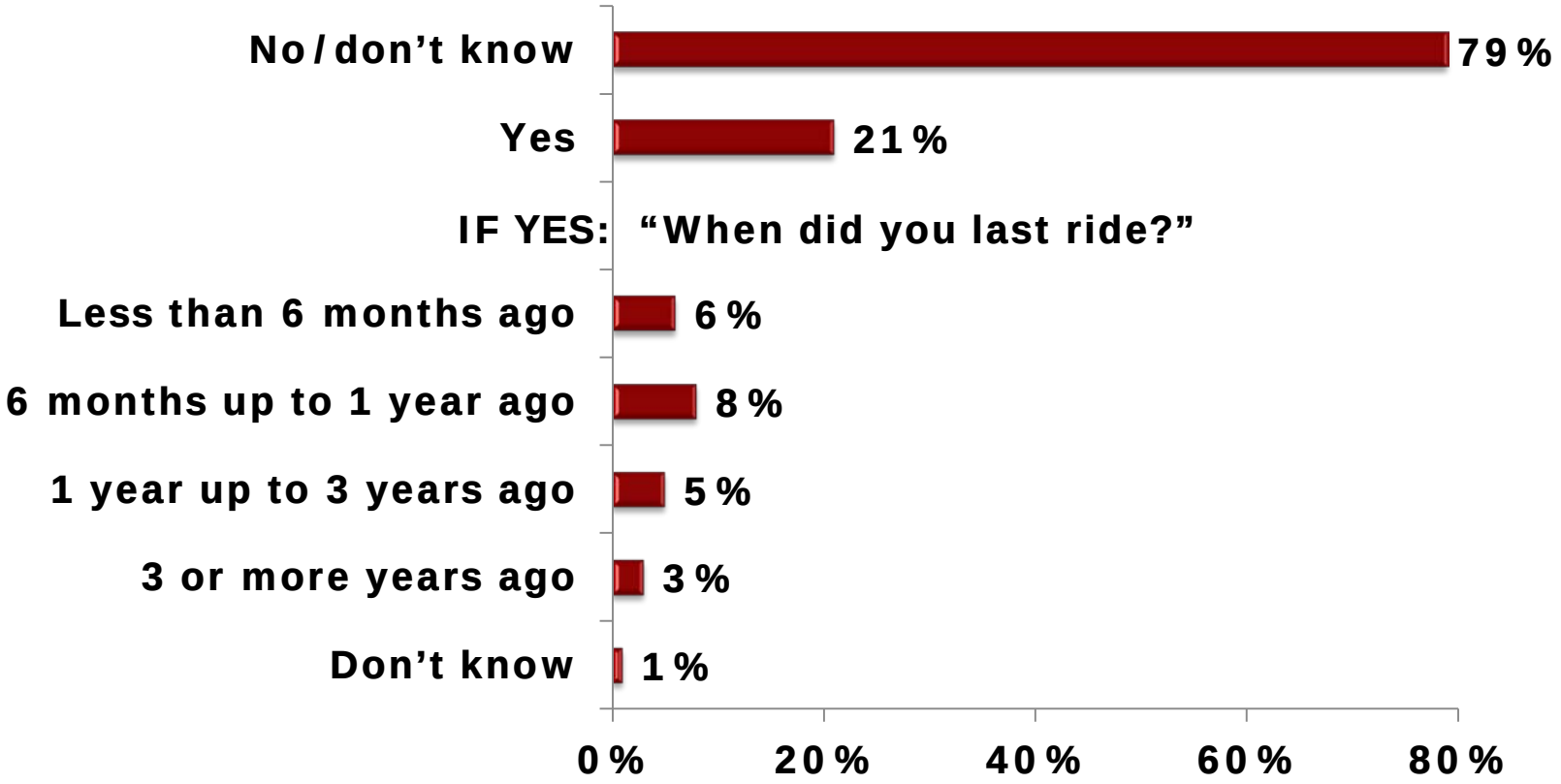
Concerns about CityLink: *Most Have No Concerns (Among Those Aware of CityLink)*

IF AWARE OF BUS SERVICE IN KOOTENAI COUNTY: "What concerns or issues do you have or have you heard about CityLink bus service in urbanized portions of Kootenai County?" (Q13, N=194)



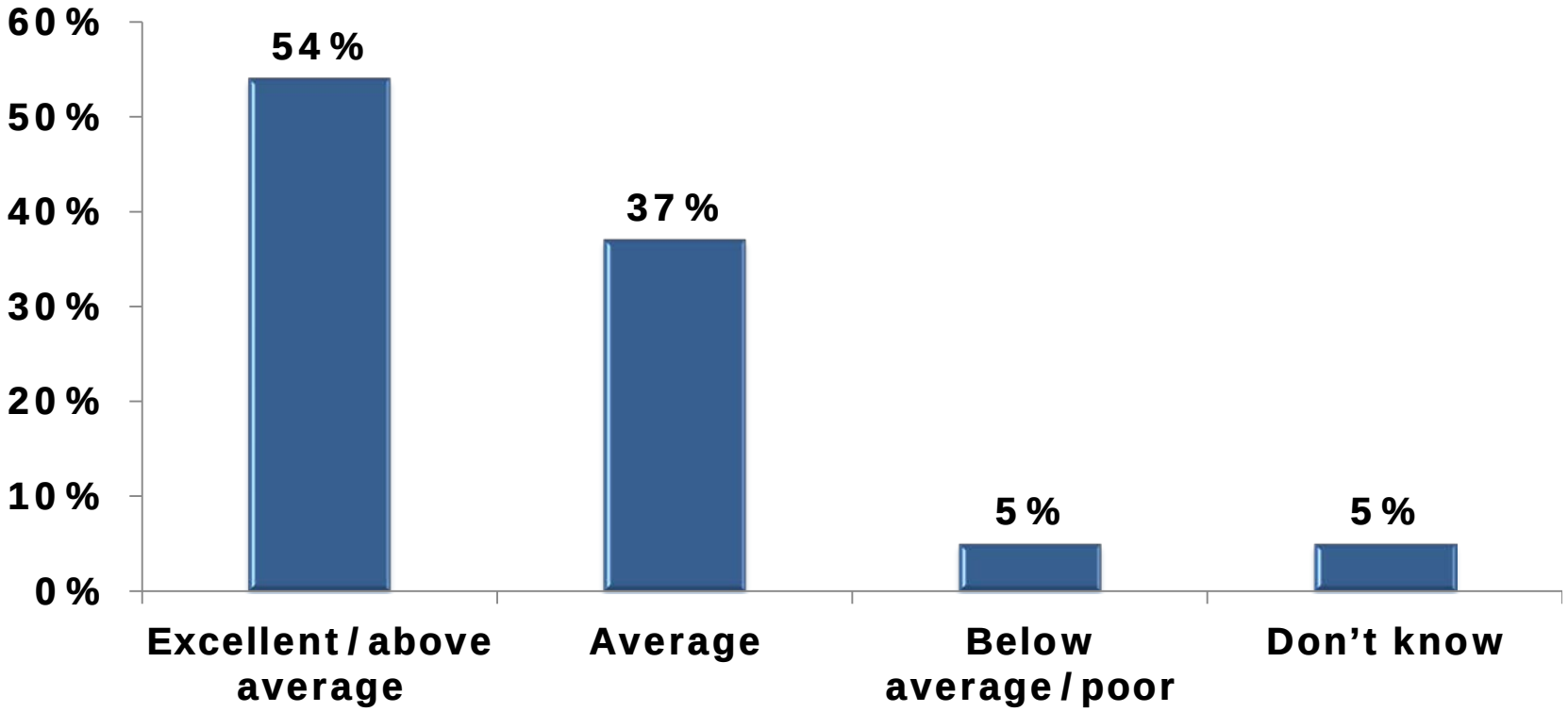
CityLink Ridership: *One-in-Five Have Ridden*

IF AWARE OF COUNTY TRANSPORTATION SYSTEM: "Have you ever ridden on CityLink busses in the past?" (Q14, N=195)



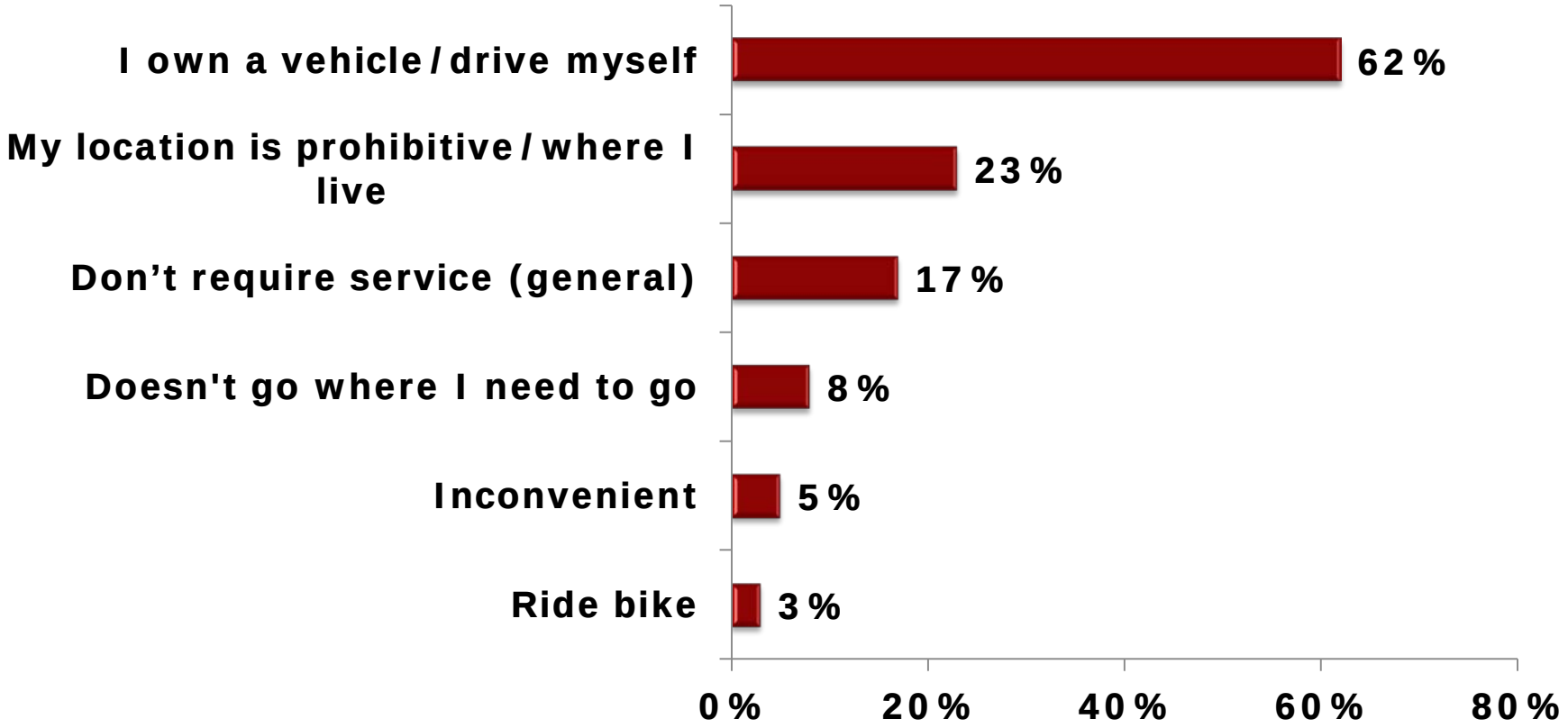
CityLink Ratings (Among Riders)

IF RIDDEN ON CITYLINK BUSSES IN THE PAST: "How would you rate your experience?" (Q15, N=41)



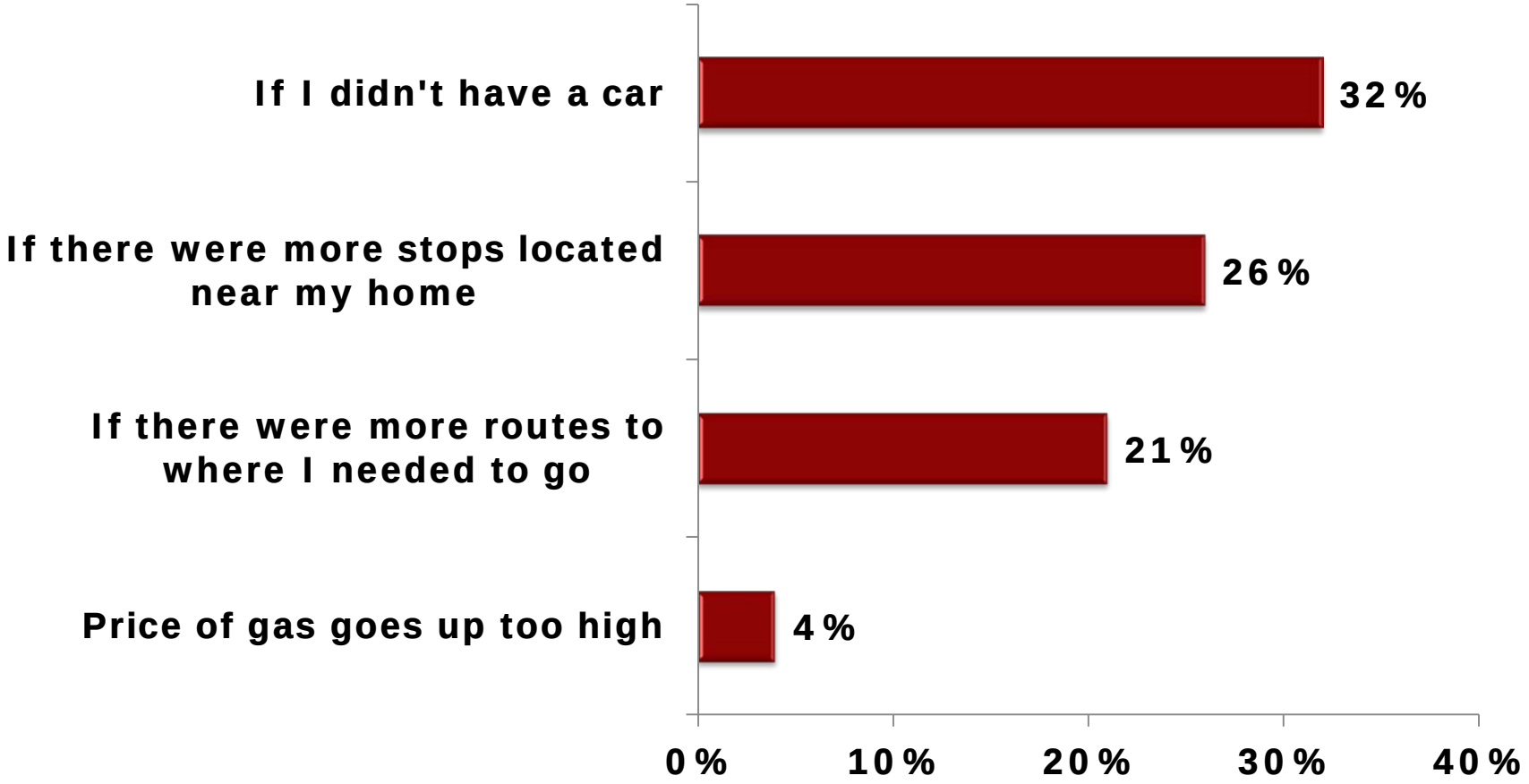
Barriers to Riding CityLink

IF HAVEN'T RIDDEN ON CITYLINK BUSSES IN THE PAST: "What is the major reason you do not ride CityLink?" (Q16, N=154)



Public Transportation Motivators

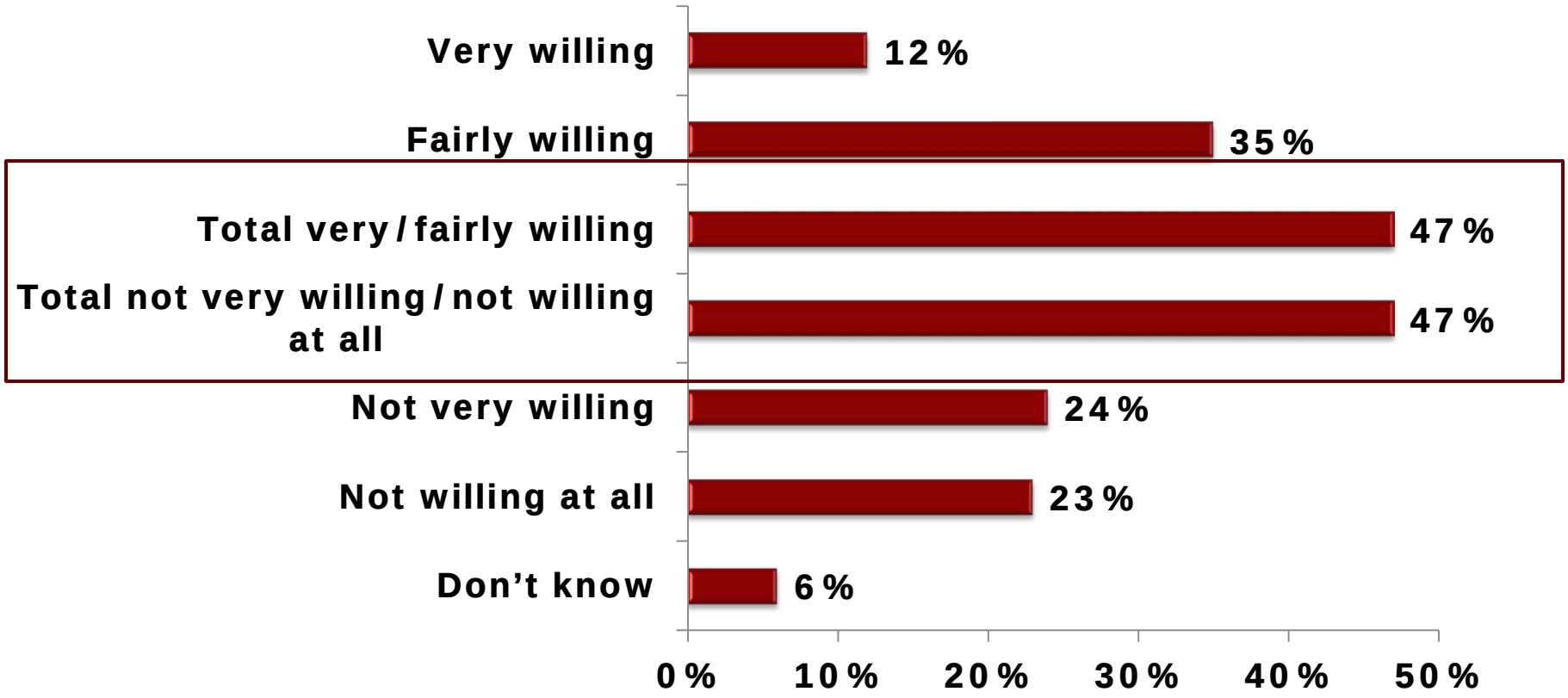
"What, if anything, would make you more likely to ride the bus in the future?" (Q17)



Funding Kootenai County Public Transportation

Higher Taxes or Fees to Fund Public Bus Service

"How willing are you to pay higher fees or taxes in order to fund Kootenai County's public bus service?" (Q18)



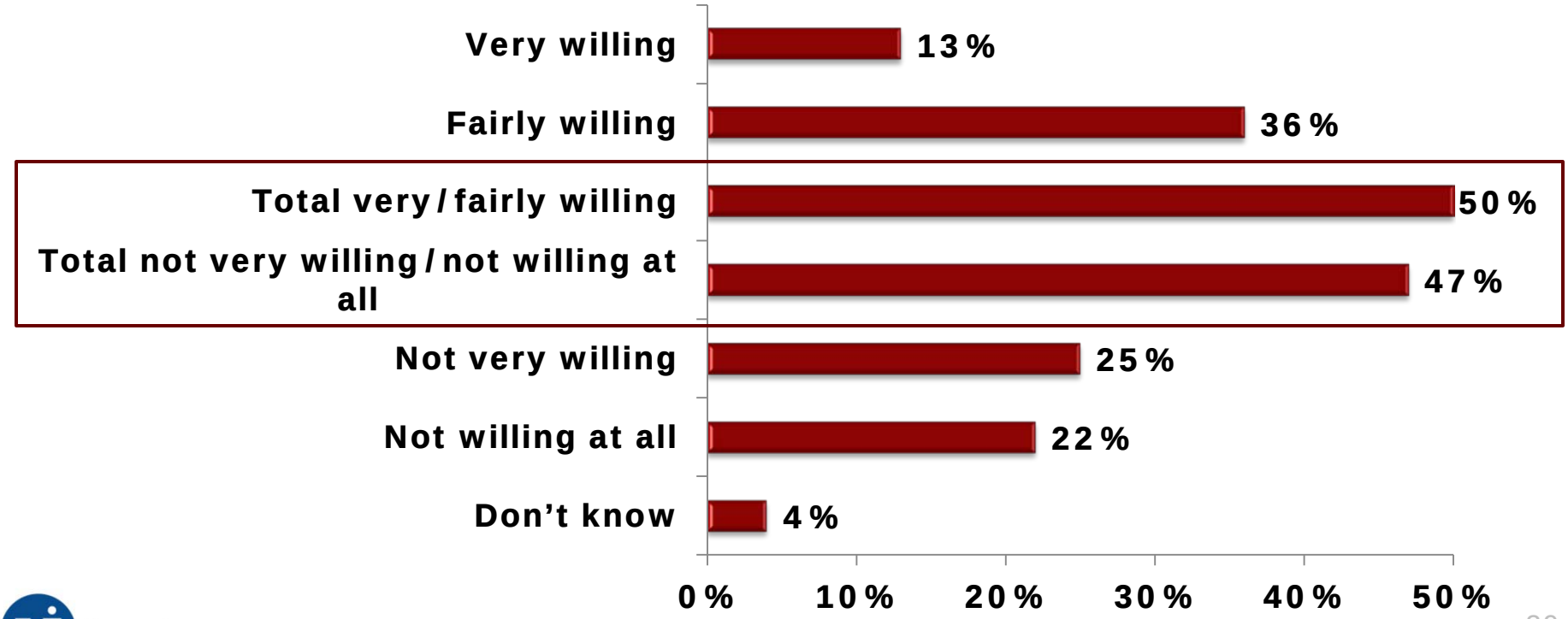
Who is Most Willing to Pay?
Key Subgroups

- Democrats
- Upper-income households ($75K+)
- Women
- Voters age 18-44
- Satisfied with current transportation system
- Think public transportation is important

Higher Taxes or Fees to Fund and Retain Public Bus Service

"As you may know, the bus service in Kootenai County began in 2005, funded primarily by the Coeur d'Alene Tribe and federal funds. The Tribe still pays the majority of the cost of operating public bus service in the county, although service has been expanded to five bus routes operating seven days a week. This bus service is free to the public and serves over 500,000 trips annually for local residents.

After hearing this, how willing are you to pay higher taxes in order to fund and retain public bus service in Kootenai County?" (Q19)



Higher Taxes or Fees to Fund and Retain Public Bus Service: *Region and Gender*

		Region		
	All	Coeur d'Alene	Post Falls/ Hayden	Elsewhere
Very/fairly willing	50%	53%	48%	47%
Not very willing/not willing at all	47%	39%	51%	53%

		Gender	
	All	Men	Women
Very/fairly willing	50%	46%	53%
Not very willing/not willing at all	47%	50%	44%

Higher Taxes or Fees to Fund and Retain Public Bus Service: *Age and Party*

	Age			
	All	**18-44**	**45-64**	**65+**
Very/fairly willing	50%	57%	50%	43%
Not very willing/not willing at all	47%	43%	48%	49%

	Party affiliation			
	All	**REPs**	**DEMs**	**INDs**
Very/fairly willing	50%	38%	69%	52%
Not very willing/not willing at all	47%	58%	28%	44%

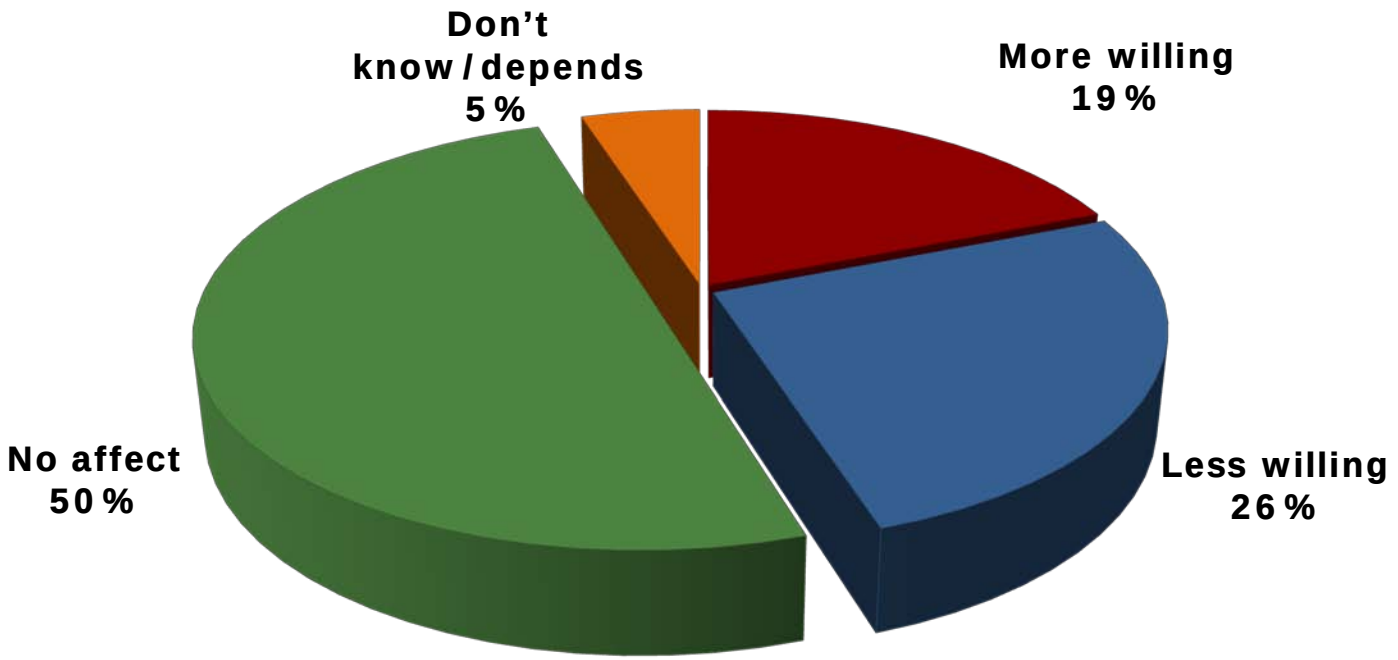
Higher Taxes or Fees to Fund and Retain Public Bus Service: *Ridership and Transportation System Rating*

		Ridership	
	All	No	Yes (N=41)
Very/fairly willing	50%	50%	63% (N=26)
Not very willing/not willing at all	47%	45%	37% (N=15)

		Transportation system rating		
	All	Excellent/ above avg.	Avg.	Below avg./ poor
Very/fairly willing	50%	55%	49%	40%
Not very willing/not willing at all	47%	40%	48%	57%

Fares Would Have Little Impact on Willingness to Pay Higher Taxes

"If passengers of public bus service were also required to pay a fare for using transit, would you be more willing to pay higher taxes, less willing, or would this not affect your willingness to pay higher taxes for public bus service?" (Q20)

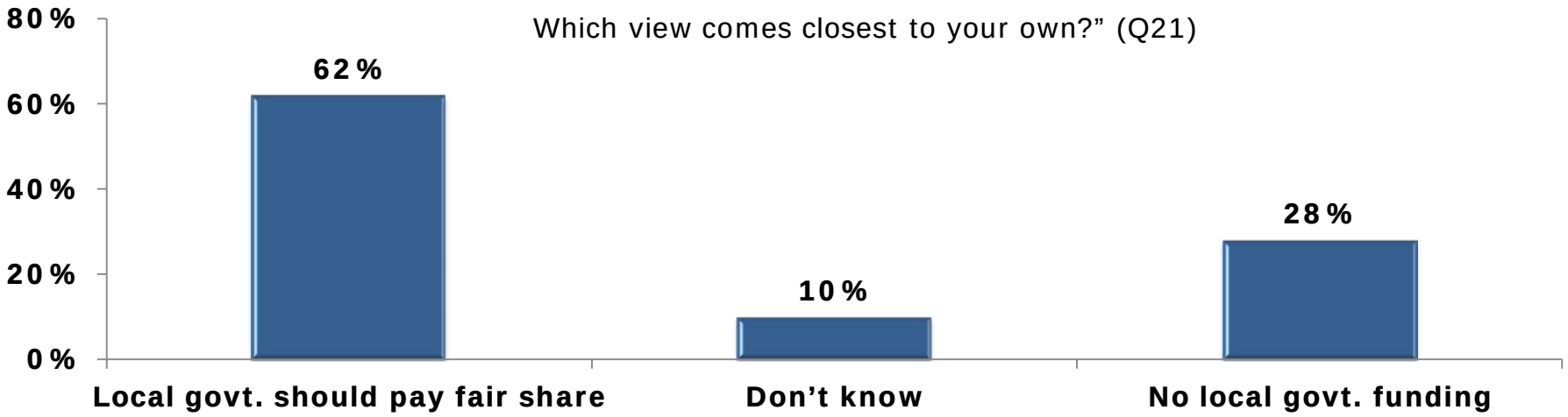


Agreement that Coeur d'Alene Tribe Shouldn't Be Expected to Foot the Entire Bill

"Here is what two people are saying about funding for CityLink in Kootenai County. Please tell me which view comes closest to your own.

Some (other) people say the transportation needs of the County have grown since CityLink was first implemented. They say that it's time local government help pay its fair share for CityLink because a significant percentage - 85% of the trips taken on CityLink are not to or from the casino, but rather, are trips taken by both rural and urban residents travelling throughout the county. The Tribe shouldn't be expected to continue to pay the full cost of public transportation for the communities in the region.

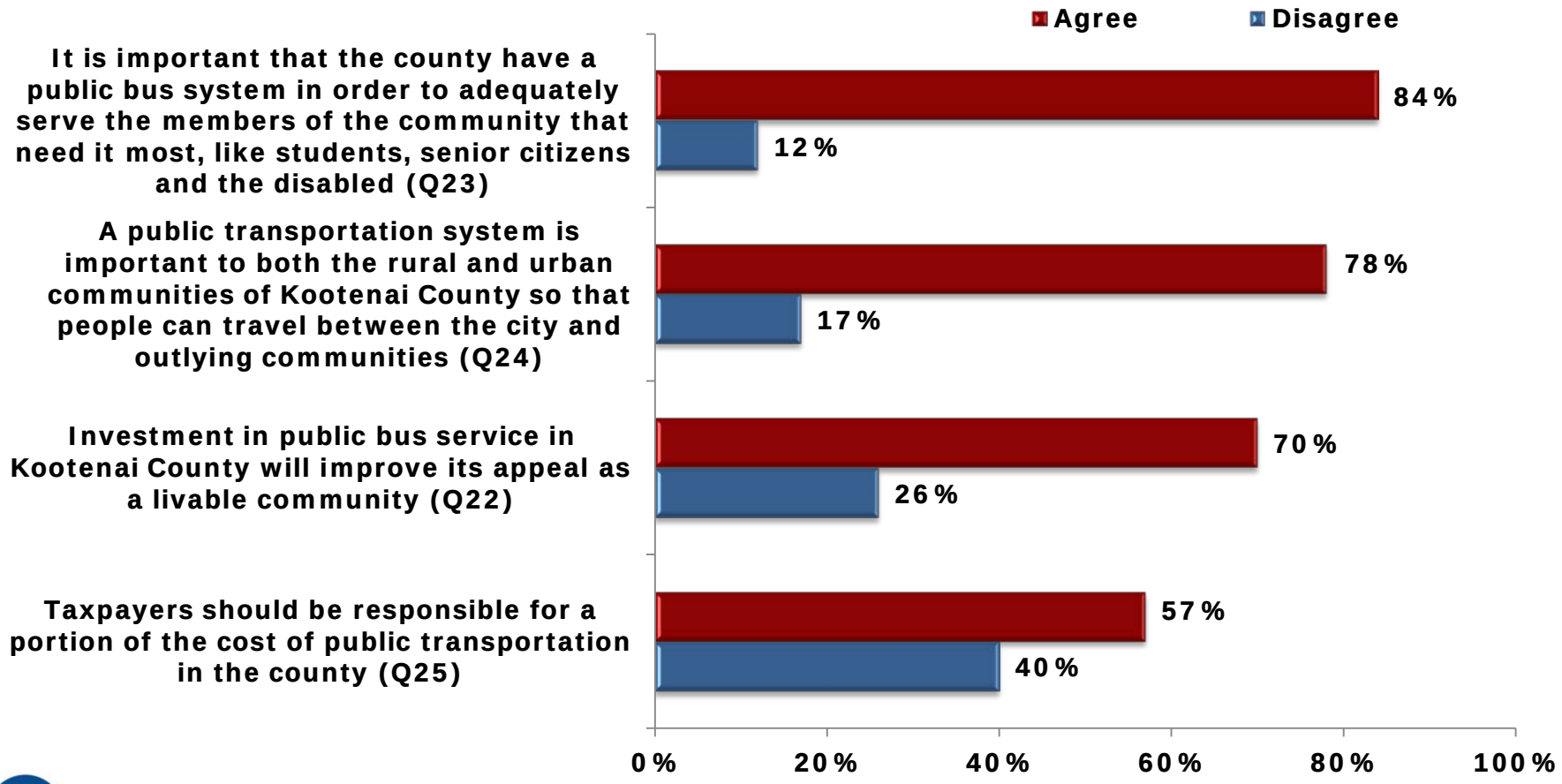
Some (others) say that the local government shouldn't spend its money on public transportation in the County, even if that means the Coeur d'Alene Tribe stops paying the majority of the costs to keep CityLink running and CityLink service is significantly reduced.



Message Testing

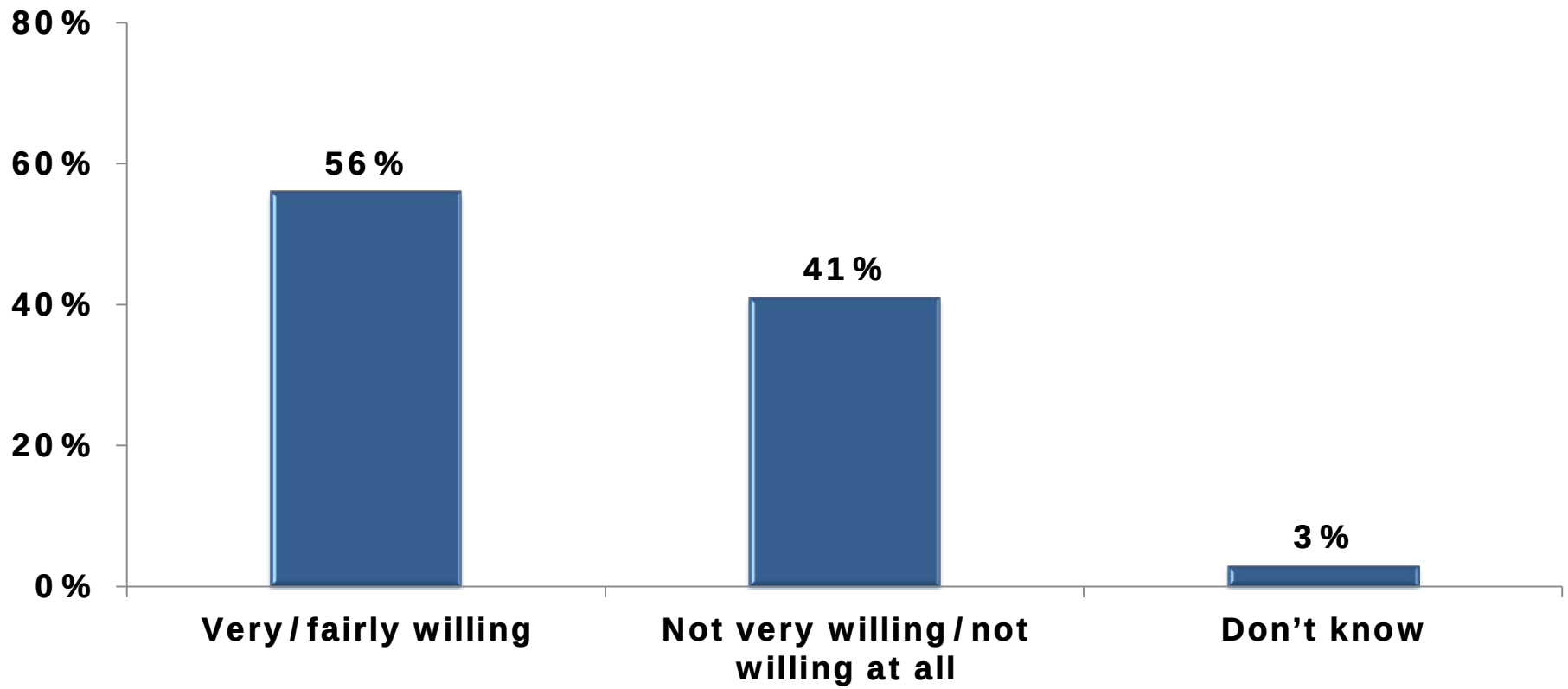
Message Testing

"Here are some statements about transportation in Kootenai County. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each."



Willingness to Pay Increases After Messages

"Now, how willing are you to pay for public transportation system in Kootenai County, even if you yourself don't utilize those services?" (Q26)



Who is Most Willing to Pay?
Key Subgroups

- Coeur d'Alene residents
- Women
- Democrats
- Voters age 18-64
- CityLink riders
- Optimistic voters (right direction)
- Rate transportation system as "average"
- Think public transportation is important

Shift in Willingness to Pay: *Key Subgroups - 1*

	% willing Q8	% willing Q26	Net shift
All voters	47%	56%	+9%
Gender			
Men	43%	51%	+8%
Women	50%	61%	+11%
Age			
18-44	57%	61%	+4%
45-64	49%	58%	+19%
65+	35%	50%	+15%
Zip Code Area			
Coeur d'Alene	50%	60%	+10%
Post Falls/Hayden	48%	54%	+6%
Elsewhere	40%	55%	+15%

Shift in Willingness to Pay: *Key Subgroups - 2*

	% willing Q8	% willing Q26	Net shift
All voters	47%	56%	+9%
Party affiliation			
Republicans	33%	45%	+12%
Democrats	70%	75%	+5%
Independents	50%	60%	+10%
Household income			
<$35,000	44%	60%	+16%
$35-$74,999	46%	55%	+9%
$75,000+	67%	65%	-2%
CityLink rider?			
Yes	56%	56%	--
No	48%	68%	+20%

Shift in Willingness to Pay: *Key Subgroups - 3*

	% willing Q8	% willing Q26	Net shift
All voters	47%	56%	+9%
Transportation system rating			
Excellent/above average	54%	55%	+1%
Average	46%	60%	+14%
Below average/poor	34%	46%	+12%
Importance of bus service			
Very/fairly important (4-5)	52%	63%	+11%
Three	52%	60%	+8%
Not important (1-2)	31%	38%	+7%
Mood			
Right direction	44%	60%	+16%
Wrong track	47%	54%	+7%

APPENDIX D: LOCAL MOBILITY MANAGEMENT NETWORK 1C

List of Rural Projects from Preferred Plan

1C.L001	Service between the urbanized area and the Coeur d'Alene Casino
1C.L002	Service between the Coeur d'Alene Casino and DeSmet
1C.L003	Provide services between Rathdrum and the urban area first in peak periods and then mid-day
1C.L004	Provide service to other rural communities, to enable residents who are unable to drive to access services and jobs.
1C.L005	Commuter service to Spirit Lake
1C.L006	Service between Sandpoint and Coeur d'Alene
1C.L007	Contiguous service between Bonner's Ferry nd Boise
1C.L008	Contiguous services between Coeur d'Alene and Moscow
1C.L009	Capital associated with strategy 1C.L001
1C.L010	Capital associated with strategy 1C.L002
1C.L011	Capital associated with strategy 1C.L003
1C.L012	Capital associated with strategy 1C.L004
1C.L013	Capital associated with strategy 1C.L005
1C.L014	Capital associated with strategy 1C.L006
1C.L015	Capital associated with strategy 1C.L007
1C.L016	Capital associated with strategy 1C.L008
1C.L017	Capital associated with bus stops in rural areas (signage, facilities, amenities, etc.
1C.L018	Capital associated with maintenance of rural transit services (equipment, facilities, etc.)