

Prepared for:
KOOTENAI METROPOLITAN PLANNING ORGANIZATION

Existing Conditions & Needs Assessment Report for Public Transportation in the Kootenai Metropolitan Area



Final Report

July 2004

Submitted By:



Table of Contents

	PAGE
Existing Conditions & Needs Assessment Final Report	
Overview	1
Study Area Description	2
Existing Public Transportation Services	2
Funding.....	9
Demographics, Economics and Development.....	12
Studies and Reports	20
General Public Telephone Survey Summary	24
Peer Review	43
The Peers	43
Stakeholder Interview Summary.....	50
Assessment of Public Transportation Needs & Ridership Potential	60
Next Steps.....	67

Appendix A: General Public Survey Instrument

Appendix B: Summary Results from General Public Phone Survey

Appendix C: Results of PAC User Survey

Table of Figures

	PAGE
Figure 1	KATS Trips by Passenger Classification 3
Figure 2	KATS Passenger Trips by Purpose 3
Figure 3	Public Transportation Revenue 10
Figure 4	Public Transportation Revenues (Federal and Local Match) 11
Figure 5	Population Growth and Age by Location 13
Figure 6	Top Employers 14
Figure 7	Median Income by Location 15
Figure 8	Top Place of Work Destinations and Residence 16
Figure 9	Mode of Travel to Work 17
Figure 10	Residential Densities and Major Employment Locations 19
Figure 11	Respondents City of Residence 25
Figure 12	Adults in Respondent Households 26
Figure 13	Household Members with Valid Driver’s Licenses 26
Figure 14	Number of Operational Vehicles Per Household 27
Figure 15	Respondent Income Levels 27
Figure 16	Number of Round Trips Per Week 28
Figure 17	Primary and Secondary Trip Purpose 29
Figure 18	Primary Travel Mode 30
Figure 19	Commute Trip Distances (One Way Miles) 32
Figure 20	Respondents Use of Public Transportation 33
Figure 21	Use Regular Public Transportation Services if Available 34
Figure 22	Age of Potential Transit Users 35
Figure 23	Frequency of Use 35
Figure 24	Where Would You Like A Bus To Go? 36
Figure 25	Coeur d’Alene / Post Falls Fixed Route Service 37
Figure 26	Rural Bus Service 38
Figure 27	Local Bus Service 38
Figure 28	More DAR Buses 39
Figure 29	Earlier and/or Later DAR Service 39
Figure 30	Weekend Service 40
Figure 31	Local Bus Fares 40
Figure 32	Liberty Lake Connections 40
Figure 33	I-90 Vanpool and Carpool Connections 41
Figure 34	Prioritization of Government Services 42
Figure 35	Peer Summary Table 44
Figure 36	Passengers Per Revenue Hour and Per Capita for Peer Communities 62
Figure 37	Model Inputs for Kootenai County Urbanized Area 64
Figure 38	Estimated Public Transportation Demand for Kootenai Metropolitan Area 65

Existing Conditions & Needs Assessment Report for Public Transportation in the Kootenai Metropolitan Area

Overview

The Kootenai Metropolitan Planning Organization (KMPO) was formed in 2003 to oversee planning and federal funding for transportation projects in the county. The KMPO receives direction from a 10-member board of local elected officials representing the metropolitan area cities and highway districts. KMPO's adopted mission statement is as follows:

To cooperatively develop a transportation plan for the safe and efficient movement of people and goods in Kootenai County.

MPOs are required when an urban area's population exceeds 50,000, as certified by the U.S. Census Bureau. The Coeur d'Alene, Hayden and Post Falls area is home to more than 74,000 people, according to the 2000 Census. The designation of the Coeur d'Alene - Post Falls urban area means it is no longer eligible for rural transit funding; in its place Federal Transit Administration (FTA) Section 5307 (Small Urbanized Area Formula) funds are available for public transportation operations and capital improvements. The Kootenai County Board of Commissioners passed a resolution on June 17, 2003 for the KMPO to apply for FTA Section 5307 funds. The Coeur d'Alene - Post Falls area is eligible to receive approximately \$750,000 in Section 5307 funding annually. The MPO is required to provide 50% local match for operating funds and 20% match for all funds used for vehicle acquisition or other capital projects. Meeting match requirements is a major hurdle for small urban areas in Idaho where there is no local options taxing authority.

The Kootenai MPO Public Transportation Feasibility Study will provide a baseline evaluation of public transportation needs in the Kootenai metropolitan area and recommend fiscally guided alternatives for meeting these needs. The plan will also bring the KMPO into compliance with the Federal Transit Administration requirement that a 20-Year Public Transportation Plan be put in place to guide the use of Section 5307 funds.

This *Existing Conditions and Needs Assessment Report* is the first study deliverable. The report provides:

- A detailed inventory and assessment of existing public transportation services in Kootenai County;
- An overview of current public transportation funding;
- An analysis of study area demographics;

- A summary of survey results from a general public telephone poll on public transportation;
- A review of public transportation services in peer communities;
- A summary of interviews conducted with community stakeholders; and
- An assessment of unmet public transportation needs and an estimation of ridership demand.

Study Area Description

Kootenai County is located in the center of the Idaho panhandle. It comprises 1,240 square miles of scenic mountains, many lakes and a fast growing urban area. Coeur d'Alene is the largest city and county seat, which, along with Post Falls, accounts for 48% of the county population. The Coeur d'Alene – Post Falls area, which also includes the cities of Hayden, Hayden Lake, Dalton Gardens and Rathdrum, is home to most of the county's recent population growth. County and city level demographics are discussed in detail later in this report.

As the county continues to transform from rural in nature to a more urban environment, most of the residential and employment activity is locating along Interstate 90 and US Highway 95. Interstate 90 connects Kootenai County to Spokane, Washington, some 25 miles to the west. Spokane provides a regional airport and metropolitan services to augment the many urban services available in Kootenai County's larger cities. Highway 95 is the major north-south transportation corridor in the panhandle, connecting Kootenai County with Sandpoint to the north in Bonner County, and Moscow to the south in Latah County.

Access to livable communities, reasonable housing costs, and a wide variety of recreational activities continue to fuel population growth in Kootenai County. Economic trends and travel patterns within the county are explored further later in this report.

Existing Public Transportation Services

There are a number of transportation services currently available to residents of Kootenai County. Several of these services provide transportation only to specific client groups or restrict use based on specific eligibility requirements. The KATS/NICE system is the only service open and affordable to all members of the general public. The following sections provide a summary of service currently available in Kootenai County.

KATS/NICE

Kootenai Area Transportation System (KATS) was formed after the designation of the Coeur d'Alene -Post Falls metropolitan area as a Small Urbanized Area, which allows the County to apply for and receive FTA Section 5307 Urbanized Funds. Prior to 2003, KATS

operated exclusively under the name North Idaho Community Express (NICE). Services operating outside the designated urban area still operate under the NICE name.

KATS demand-response service is available in the Coeur d’Alene – Post Falls area on weekdays from 7:00 am until 5:00 pm. A \$1.50 donation is suggested for a one-way trip. Medical facilities at and near Kootenai Medical Center’s (KMC’s) Ironwood Drive location are the predominant trip destination. Other major destinations include Fred Meyer, Safeway and Super 1 grocery stores, downtown Coeur d’Alene and schools/community and senior centers offering adult classes and programs. Regular customers make reoccurring trips, accounting for about 30% of the ride requests. More than 80% of trips transport multiple passengers.

During the 2003-2004 Fiscal Year, KATS provided a total of 44,531 trips or approximately 185 trips per weekday of service.

KATS tracks passenger trips by passenger classification and trip purpose. These breakdowns are shown in figures 1 and 2 respectively. Forty-four percent of KATS trips are general public passengers and 38 percent are ambulatory seniors. Overall trip purpose is relatively well dispersed, with 31% traveling for educational trips, 19% for medical and an additional 19% for employment.

Figure 1 KATS Trips by Passenger Classification

Type of Trip	Percent of Total Trips
General Public	44%
Elderly Ambulatory	38%
Elderly Non-Ambulatory	5%
Handicap Ambulatory	12%
Handicap Non-Ambulatory	1%
Total	100%

Figure 2 KATS Passenger Trips by Purpose

Type of Trip	Percent of Total Trips
Medical	19%
Employment	19%
Nutrition	11%
Social	6%
Education	31%
Shopping/ Personal	12%
TESH	1%
Total	100%

NICE operates an intercity line between Coeur d'Alene and Sandpoint, making three round trips per day. In addition to this fixed-route service, the agency operates on-demand dial-a-ride services for all other general public and service trips in the county. NICE provided 50,140 one-way passenger trips during fiscal year 2003-04 or approximately 209 trips per day of operation.

In county fares for the intercity line are \$4.00 for adults and \$2.50 for seniors 60 and older and those under the age of 17. Inter-county trips cost \$9.00 for adults and \$5.00 for seniors and those under the age of 17. Monthly passes and 20-punch cards are available at discounted rates.

KATS/NICE coordinates with the KMC transportation program and senior facilities to cover any downtime on vehicles. White Tail transportation dispatches NICE rides out of Sandpoint.

Kootenai Medical Center Shuttle

Kootenai Medical Center entered a formal agreement with Kootenai County to operate public transportation services in the urbanized area of the county. KMC operates a Patient Transportation Service, offering transportation to the hospital and KMC-affiliated physician offices in the Coeur d'Alene – Post Falls area. Passengers must be within a five-mile radius of the KMC facility or the Post Falls Health Park.

KMC provides door-to-door services for qualified medical patients with a fleet of three vans, one of which is wheelchair accessible. The service is available between 5:00 am and 5:30 pm weekdays and from 6:00 am until 12:30 pm on Saturdays. There are no fares or requested donations for these services.

Out-of-service KMC van drivers take calls for service directly and coordinate pick-up and drop off times internally. There is no central scheduling or dispatch. 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.

KMC typically provides between 800 and 1,000 rides per month. It costs about \$140,000 annually to operate the service. Private funding from the hospital has covered all of these costs.

KMC occasionally refers passengers to KATS if they are unable to accommodate a trip request. Currently KATS does not refer passengers back to KMC when they are at capacity, in part due to the fact that KMC eligibility is restricted to medical trips. Some riders are referred to White Tail if their trip request cannot be fulfilled, but most are not Medicaid eligible and are not eligible for White Tail's subsidized trips. KMC staff identified Hayden Lake as a community that is underserved by KMC services as well as by other local providers. KMC promotes its shuttle service via flyers at doctor offices but most learn about it by word-of-mouth.

North Idaho College Shuttle

North Idaho College (NIC) operates a fixed-route shuttle service offering transportation to the college from satellite parking facilities in the City of Coeur d'Alene. The remote lots are at the Museum of North Idaho, Memorial Field and River Avenue Annex B. The shuttle serves seven stops on campus. The NIC Shuttle Express operates from 6:45 am to 4:30 pm, Monday through Friday, with no service from 11:15 am to 12:15 pm. The shuttle does not operate when school is not in session. A round trip takes about 15 minutes to complete.

An average of 80 to 90 students, staff and faculty use the shuttle per day. Remote parking has been perceived as a last resort for those driving to the campus and has been underutilized in past years. More and more drivers are starting to use the remote lots and shuttle as the campus population continues to grow and on-campus parking becomes more constrained.

On-campus parking fees are \$20 annually for students and \$25 annually for staff and faculty. NIC sells about 3,500 student and 500 staff permits per year for the roughly 1,700 on-campus parking spaces. The permit allows a vehicle to be on campus but do not guarantee a space. Satellite parking and the shuttle are free to students and staff. It costs the college \$215 per day to contract out the 16-passenger bus and driver from Omnibus. The parking permit program, including recovered fines, has covered these costs. This equates to a cost of roughly \$2.50 per daily passenger served (round trip).

NIC promotes the shuttle at the parking permit point of sale, via shelters on campus, through staff and student newsletters/newspaper and a promotional flyer at the start of terms. The college encourages ridership by placing fruit and snacks on the bus at the start of terms.

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 until 5:30 pm, Monday through Friday. On the 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 multi passengers.

Per Medicaid rules, riders are required to call 24 to 48 hours in advance. White Tail does take same-day ride requests but usually refers these out to taxis and other services.

White Tail has eight vehicles in operation plus some older backup vehicles. Vans range from 6-passenger minivans to 16-seat minibuses with two-wheelchair capacity. Vehicles range from three to six years old.

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 services 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. The service is operated by Valley Vista in conjunction with its transportation service for clients of its social service programs. 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.

Currently only one Kootenai resident is registered with BAT and he or she rides a just a few times a year. Non-Medicaid clients are able to ride but are required to pay the current Medicaid reimbursement rate for rides.

BAT had been trying to start a once a month regular shopping service from southern Kootenai county to Coeur d'Alene or St. Maries but has not been able to find enough interest.

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 \$10.50 each way. Eastbound trips leave Spokane at 9:00 am and 6:15 pm daily. Westbound trips leave Coeur d'Alene at 12:30 am, 8:05 am and 4: 15 pm. Travel east of Coeur d'Alene, within Idaho is limited. Only the 9:45 am service from Coeur d'Alene to Missoula, Montana, makes a limited stop in Wallace. There is no westbound service from Wallace.

STA Vanpools

Spokane Transit Authority (STA) currently administers five vanpool vans operating from Coeur d'Alene/Post Falls into Spokane. Three travel to general downtown locations in Spokane. About 40 people use the downtown vans which start their trips on 30-minute offsets in the morning, resulting in a loose schedule. The other two vans, which go to Triumph (the old Boeing facility) and Sacred Hearts Hospital, operate as employer-based vanpools.

The vans cost 45.3 cents per mile per van, to be split among riders. Therefore a 70-mile roundtrip results in \$666/mo. (21 days) or a \$60/person/month cost if there are 10 riders per

15-passenger van. This is a very cost effective option for regular users, as long as the vans stay relatively full. The STA provides some subsidy for the first few months after a vanpool start-up to allow time to fill seats.

Sacred Heart provides its employees who use alternative modes, including vanpools, with a minimal transportation subsidy.

Other Transportation Providers

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 Coeur d'Alene, Monday through Thursday, and seven on Friday. On Saturday there are eight round trips made between the casino/hotel complex and Coeur d'Alene and on Sunday there are five. 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 also operates a separate service that transports people from Spokane to the Casino in Worley. This service does not currently travel through Post Falls or Coeur d'Alene; however, staff at Tribal Headquarters has indicated that there may be interest in running a service between Worley, Coeur d'Alene, Post Falls and Spokane that is open to the general public as well as casino visitors and workers. Any such service would be contingent on the availability of public funding.

The tribe estimates that the total cost of operations for Kootenai County service is in excess of \$300,000 a year. This cost is likely to be higher in 2004 due to increased fuel prices. Operating costs for the service are supported through tribal funds, generated primarily through gaming.

The tribe has five fleet vehicles dedicated to Kootenai County service. These include three model year 2000 Ford Classic busses with 24 passenger seating capacity. The tribe also operates two model year 2001 Diamond DC buses, which have 36 passenger seating capacity. All vehicles have over 100,000 miles of service logged.

Between October 1 and June 1, 2004, the tribe transported 8,000 riders from Coeur d'Alene to the casino and back. During the same time period 2,000 riders made round trips between Post Falls stops and the casino

Omnibus, Inc.

Omnibus is a charter and shuttle operation, mostly serving the Spokane Airport. The company offers general public rides but charges more than local cab companies and therefore sees little activity in this area. They charge \$35 each way to the airport and \$50 per hour for personal trips. Omnibus operates five vans ranging from 21- to 25-passenger

capability. One is wheelchair accessible and it is used by NIC during regular business hours.

Omnibus is just entering into a trial project for Saint Pius Church in Coeur d'Alene. This new service, arranged through Helping Hand, a local non-profit, would transport parishioners to church one Sunday per month.

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 disabled 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 \$3.50 flat rate for Coeur d'Alene area seniors and disabled residents. Normal fares include a \$3.50 base, \$1.50 mile surcharge and variable pickup fee (\$6 to \$10) if trips do not originate or terminate in Coeur d'Alene. **Taxi by Hall** provides a discount of \$4.00 for senior and disabled residents. Both 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 minivan as well as a 14-passenger, wheelchair-equipped bus. Shopping trips are provided twice a week and regularly scheduled medical trips are made on Tuesdays. The Heritage Van serves Heritage Place and the co-located Coeur d'Alene Homes facility. Between the two, 55% - 60% of the 175 residents use the van service.

Pinewood Care Center has one bus capable of carrying four wheelchairs. It does not operate regularly scheduled trips, other than longer distance excursion trips; the van is scheduled based on demand. Medical trips receive priority over other trip purposes such as shopping and personal errands. About 80% of the center's 75 to 80 residents use the van service.

In general, the Pinewood residential facility vans meet the needs of clients, and residents use NICE and KMC services very infrequently.

Funding

Public transportation services in the Kootenai metropolitan area are supported primarily with FTA Section 5307 Urbanized Area Funds with in-kind and cash match from the five cities in the urbanized area, Kootenai Medical Center, the Agency on Adult and Aging Services and North Idaho College. The Section 5307 program requires a 50% local match for all funds used to directly operate service. Capital and planning dollars received through the program require a 20% local match.

Kootenai County is responsible for submitting an annual application to the Federal Transit Administration for the receipt of Section 5307 funds. In this role the County acts as the primary distributor of public transportation dollars to the various providers. The total projected FY04-05 budget for public transportation in the County is \$486,526. Approximately 60% of this funding comes directly from the FTA's Section 5307 program.

Funding Partners

North Idaho College

NIC is expected to contribute \$36,000 of in-kind matching funds for the operation of its remote parking shuttle during the 2004-05 fiscal year. These match funds provide the County access to an equal amount of available FTA 5307 funds for public transportation in the Urbanized Area.

NIC has inquired about the feasibility of acquiring a 47-passenger bus. The purpose would be to make the bus available for a fixed route, but also to transport their athletic teams. FTA will consider this request in the next funding cycle (fiscal period beginning April 1, 2004). NIC has been informed that this bus would need to meet FTA guidelines, and that a replacement bus would be needed when this one was out of town.

Kootenai Medical Center

KMC is expected to contribute \$125,000 of in-kind matching funds during the 2004-05 fiscal year. These match funds provide the County access to an equal amount of available FTA 5307 funds for public transportation in the Urbanized Area.

Panhandle Area Council (PAC)

PAC is expected to contribute \$24,500 in local match in FY04-05: \$12,500 of this will be used to leverage FTA 5307 Operating Funds at a 50/50 match rate; the other \$12,000 will be used to match FTA 5307 Planning funds at an 80/20 rate. This provides PAC with a total annual planning budget of \$60,000.

Adult and Aging Services (AAS)

AAS is expected to contribute \$30,000 in cash matching funds during the 2004-05 fiscal year. These match funds provide Kootenai County access to an equal amount of available

FTA 5307 funds for public transportation in the Urbanized Area, which is returned to KATS for the operation of its demand-response system.

AAS also contracts with NICE to provide services to senior citizens in the rural area of Kootenai County, Bonner County, and Shoshone County; with Valley Vista Care Services in Benewah County; and with Senior Hospitality, Inc. in Boundary County.

Contributions by Urbanized Area Cities

Five cities in the Kootenai metropolitan area, Coeur d’Alene, Post Falls, Hayden, Dalton Gardens and Huetter, are expected to contribute a total of \$3,919 for the 2004-05 fiscal year, equivalent to their previous year contribution.

Figure 3 provides a summary of projected public transportation revenues for the 2004-05 fiscal year.

Figure 3 Public Transportation Revenue

Revenue Source	FY04-05
FTA 5307	\$291,107
KMC (In-Kind Match)	\$125,000
NIC (In-Kind Match)	\$36,500
Aging/Adult Services (Cash Match)	\$30,000
KMPO Cities (Cash Match)	\$3,919
PAC (In-Kind Match for Planning)	\$12,000

Under its current designation as a Small Urban Area, the KMPO is eligible to receive up to \$750,000 per year from the Section 5307 program. This means that only 39% of total available funds federal funds for public transportation are being leveraged. Since these funds have significant local match requirements, new local sources will need to be identified to take advantage of the full allocation.

Public transportation revenues cover services provided by KATS, KMS and NICE and planning functions provided by the Panhandle Area Council. KATS has the largest annual operating budget, projected at \$172,546 for FY04-05, not including capital expenditures or preventative maintenance costs.

Figure 4 shows projected public transportation revenues and local match contributions. The table also illustrates the formulas with which local match funds are used to leverage federal funding.

Figure 4 Public Transportation Revenues (Federal and Local Match)

		Contract Amount	FTA 5307		Local Match	
			Amount	%	Amount	%
Demand Response:						
KATS	Operating	\$ 172,546	\$ 86,273	50%	\$ 86,273	50%
KATS	Capital - Bus	52,800	42,240	80%	10,560	20%
KATS	Capital -Fac.	15,400	12,320	80%	3,080	20%
KATS	Prev. Maint.	11,280	9,024	80%	2,256	20%
SUBTOTAL		\$ 252,026	\$ 149,857		\$ 102,169	
Other:						
Kootenai Medical	Operating	\$ 125,000	\$ 62,500	50%	\$ 62,500	50%
North Idaho College	Operating	36,500	18,250	50%	18,250	50%
PAC	Operating	25,000	12,500	50%	12,500	50%
PAC	Planning	60,000	48,000	80%	12,000	20%
SUBTOTAL		\$ 246,500	\$ 141,250		\$ 105,250	
TOTAL		\$ 498,526	\$ 291,107		\$ 207,419	

Potential Future Funding Opportunities

This section provides a brief discussion of potential opportunities for funding public transportation in Kootenai County. This is meant as a brief overview, as a later element of this study will provide a more detailed examination of future funding strategies.

Federal Transit Administration

The \$50 billion (transit component for six years) reauthorization of TEA21 now under consideration by Congress could create new funding opportunities for small urban and rural areas such as Kootenai County. Three specific proposals could lead greater access to federal funding:

- Ability to use certain federal source dollars as local match against FTA funding program.
- Ability to match FTA 5307 Small Urbanized funds through local and or federal “coordination” efforts.
- Maintain match requirements for transit funding comparable to highway funds (federal local match requirements of up to 93/7 have been discussed). This is only a proposal and would apply specifically to Idaho and a limited number of other states where local dedicated source options are unavailable.

While the details of these proposals remain uncertain at this time, it is encouraging that considerations are being made to lessen the local burden in matching available federal transit funding. The Department of Health and Human Services (DHHS) and FTA Region 10 (Idaho, Washington, Oregon and Alaska) have forwarded a recommendation to the FTA in Washington, D.C., to seek funding in the new Reauthorization for coordinating services between federal agencies, and allowing some federal dollars to match the FTA Section 5307 dollars.

Local Government Partners

Throughout Idaho's other small urban areas, local government funding partnerships are a key component of local match funding strategies. The most robust small urban transit systems in Idaho today are those that receive the highest levels of operating support from local jurisdictions. For example, the City of Pocatello contributes over \$300,000 from general fund accounts to support transit operations in the city. Pocatello's regional model is unique in that communities and rural areas only receive service if local governments contribute match funds to support the service. This model has been very effective and led to one of the state's most successful transit systems. Placing a local funding requirement on transit expansion may be an important short-term option for Kootenai County.

Local Options Revenue

Idaho is one of only a few states in the nation that prohibit the use of local tax options to support public transportation. However, a group of key transit and political leaders statewide are leading an effort to lobby change in this area. While this proposal did not make it through committee during the 2004 session, a number of key leaders with whom we spoke are optimistic that the State Legislature will approve a local taxing option for transit in 2005 or at the latest within the next 3 years. A local options tax would still need to pass a local vote, no small challenge in an area where transit is not a highly visible element of the local transportation system.

Demographics, Economics and Development

Study Area Demographics

Kootenai County's population has grown at a rapid rate since the late 1980s. It increased an impressive 56% from 1990 to 2000. The state's population growth of 29% made it the fourth fastest growing state. Census Bureau estimates of population show the county's population grew 8 percent from 108,685 in April 2000 to 117,481 in July 2003. (That gives an annual growth rate of 2.4%, which is slower than the 4.5% growth rate the county experienced in the 1990s, but is much higher than the U.S. growth rate between the 2000 Census and July 2003 of 1.0% per year.)

Immigration from other states, especially by seniors, is driving this growth. According to 2000 census data, more than 20% of county residents lived in a different state five years

earlier and 27% lived in a different county. The median age of Kootenai County residents has increased from 30 in 1980 to 35 in 1990 and 36 in 2000. Figure 5 details 2000 population levels, growth over the last decade, and senior population figures for each city in the county. The table illustrates a strong trend toward the urbanization of Kootenai County's population. In 1980 only 48% of the population was classified as urban. This increased to 51% in 1990 and 73% in 2000.

Figure 5 Population Growth and Age by Location

	2000 Population	Growth 1990 to 2000	Percent over 65 Years Old
Kootenai County	108,685	56%	12%
Athol	665	92%	9%
Coeur d'Alene	34,785	42%	15%
Dalton Gardens	2,260	16%	17%
Harrison	276	22%	17%
Hauser	648	71%	10%
Hayden	9,361	92%	14%
Hayden Lake	523	55%	18%
Huetter	96	17%	5%
Post Falls	17,028	132%	10%
Rathdrum	4,891	145%	5%
Spirit Lake	1,351	71%	12%
State Line	19	-27%	0%
Worley	222	22%	22%

Source: 2000 US Census

Economic Trends

Kootenai County's rapid population growth is both a result of economic growth and 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. An influx of call centers, the development of the tourism sector and increases in the manufacturing base have all diversified and expanded employment opportunities during the past decade. And as a result of the population increases, many more jobs were created in the construction, retail, health care, service and government sectors. County employment stood at 55,200 in 2003 as compared to 39,600 in 1993, a 39% increase. The largest and fastest growing sectors were services and retail trade, accounting for one-half of all jobs in 2000.

Most of the County's larger employers are located in the Coeur d'Alene and Post Falls areas, along with the population concentrations and available services needed to support them.

Figure 6 Top Employers

COEUR D'ALENE AREA	
Kootenai Medical Center, Health Care Services	1,600
Coeur d'Alene Resort, Hospitality	1,100
Coeur d'Alene School District, Education	1,340
North Idaho College, Education	1,060
State of Idaho, Government Services	810
Kootenai County, Government Services	560
Verizon Northwest, Call Center & Telecommunications ¹	520
U.S. Government, Government Services	485
City of Coeur d'Alene, Government Services	380
Coldwater Creek, Call Center ²	360
Advanced Input Devices, Computer Component Manufacturing	300
Stimson Lumber, Lumber Sawmill	280
SL Start & Associates, Social Services	250
Fred Meyer, Retail	240
Lowe's, Retail	200
LaCrosse Health & Rehab, Health Care Services	150
Home Depot, Retail	150
Target, Retail	150
Transtector, Electronics Manufacturing	150
Costco, Retail	150
POST FALLS AREA	
Post Falls School District, Education	700
Wal-Mart, Retail	450
Center Partners, Call Center	450
Flexcel-Kimball International, Furniture Manufacturing	370
City of Post Falls	250
Louisiana-Pacific, Wood Products and Manufacturing	150
Red Lion Templin's Hotel, Hospitality	150
Idaho Veneer, Lumber Manufacturing	125
WORLEY	
Coeur d'Alene Tribal Casino, Hospitality	700
RATHDRUM & ATHOL AREA	
Silverwood Theme Park, Entertainment	600
Lakewood School District, Education	550
Louisiana-Pacific, Wood Products and Manufacturing	150

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

¹Verizon NW includes over 300 employees in Hayden Location.

²Employment peaks at 500 during end of year peak.

Kootenai County has a lower than average per capita income. 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 \$24,000 in 2001 as compared to a statewide average of \$24,500 and a national average of \$30,400.

As illustrated in Figure 7, the percentage of residents living below the poverty level is at or below national averages in the Coeur d’Alene – Post Falls area, but is much higher in many rural areas of the county. More than 15 percent of residents in Huetter, Harrison, State Line, and Worley live below the poverty level.¹

Figure 7 Median Income by Location

	2000 Population	Median Household Income in 1999	Percent Below Poverty Level
Kootenai County	108,685	37,754	10%
Athol	665	30,595	14%
Coeur d’Alene	34,785	33,001	13%
Dalton Gardens	2,260	44,559	3%
Harrison	276	35,750	20%
Hauser	648	30,268	11%
Hayden	9,361	37,097	9%
Hayden Lake	523	65,893	8%
Huetter	96	21,250	31%
Post Falls	17,028	39,061	9%
Rathdrum	4,891	41,167	8%
Spirit Lake	1,351	28,854	16%
State Line	19	46,250	26%
Worley	222	27,500	20%
Idaho		37,572	12%
United States		41,994	12%

Source: US Census

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. Glossary (1990 CPH-R-1B), page 44.

Regional Commute and Transportation Trends

According to the 2000 Census, 79% of Kootenai County working residents are employed within the county. Seventeen percent travel to Spokane County in Washington State for employment. The remainder travel to nearby counties. Conversely, approximately 4,000 residents of nearby counties travel to Kootenai County for work. Recently a number of smaller firms have relocated operations from the Spokane area resulting in a number of Spokane County residents commuting into Kootenai County. A business friendly environment in Kootenai County and ability to consolidate operations were cited as reasons for these moves.

Figure 8 Top Place of Work Destinations and Residence

Kootenai County Residents' Work Destinations	Number	County of Residence for Workers in Kootenai County	Number
Kootenai County, ID	38,744	Kootenai Co. ID	38,744
Spokane County, WA	8,190	Spokane Co. WA	2,145
Bonner County, IS	433	Bonner Co. ID	935
Shoshone County, ID	377	Shoshone Co. ID	541
Benewah County, WA	359	Benewah Co. ID	255
King County, WA	230	Latah Co. ID	61

Source: US Census

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. Almost every employer interviewed as part of this study indicated that employees do not currently encounter congestion or parking problems. According to the 2000 Census, 75% of county residents travel less than 30 minutes to work. On the other hand, some of the major streets and freeway interchanges are starting to experience congestion as the region grows. Public transportation does not register as a commute option and very few bicycle or walk to work.

Figure 9 Mode of Travel to Work

	Workers 16 years and over:	Percent By Car	Percent Drive Alone	Percent Carpool	Percent Public Trans	Percent Bicycle	Percent Walk
Kootenai County	49,351	92%	81%	11%	0.25%	0.6%	2.2%
Athol	278	94%	82%	12%	0.00%	0.7%	2.9%
Coeur d'Alene	15,915	92%	81%	11%	0.28%	1.2%	3.0%
Dalton Gardens	1,017	92%	86%	6%	0.49%	0.3%	2.6%
Harrison	127	86%	84%	2%	0.00%	0.0%	10.2%
Hauser	306	91%	76%	15%	0.33%	0.0%	2.0%
Hayden	4,248	93%	84%	9%	0.00%	0.4%	1.9%
Hayden Lake	226	91%	83%	8%	0.00%	0.0%	0.0%
Huetter	30	93%	50%	43%	0.00%	0.0%	6.7%
Post Falls	7,621	94%	83%	12%	0.37%	0.6%	0.6%
Rathdrum	2262	96%	81%	15%	0.40%	0.0%	0.7%
Spirit Lake	464	86%	76%	11%	0.00%	0.0%	3.4%
State Line	15	100%	93%	7%	0.00%	0.0%	0.0%
Worley	84	87%	81%	6%	0.00%	0.0%	10.7%

Source: US Census

Land Use and Development

Recent real estate development in Kootenai County has been suburban and extra urban in nature. Much of the commercial build out is along the major transportation facilities, namely Interstate 90 and Highway 95. There are some concentrations of activity in larger employer campuses and business parks, but these are dispersed throughout the communities. Residential development is focused on single-family subdivisions with a few Planned Urban Developments (PUD) combining single family, multifamily and recreational/retail activities onto larger sites.

The Riverbend Commerce Park along the Interstate in western Post Falls provides a concentration of employment opportunities. Over 500 workers head to one of the over 30 firms leasing business park space each day. This number can swell to over 750 during the summer months. A number of additional firms have developed worksites on land adjacent to the business park.

The Kootenai Medical Center (KMC) and the Northern Idaho College (NIC) create large activity centers within Coeur d'Alene. In addition to its staff of 1600, 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. NIC does not impact the region's residential development patterns as 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.

Increased residential densities along with a co-located mix of commercial and retail activities promote non-automobile travel in the form of increased bicycling, walking and use of public transportation. In an ideal situation, Transit Orientated Development (TOD) calls for residential densities greater than 20 dwelling units per acre in conjunction with the mixed-use development. Lower density residential development can also support infrequent fixed-route bus service if there are some concentrations of residents and street networks conducive to direct travel. The typical large lot suburban development with cul-de-sacs and winding roads are nearly impossible to effectively serve with a fixed-route bus system. Based on the street topography and nature of trip destinations, residential densities in the range of 5-9 dwelling units per acre should support transit. In terms of population density, this is a 13 to 23 persons per acre range based on an average household of 2.5 persons. The following figure shows residential densities in the Coeur d'Alene, Post Falls, Hayden, Hayden Lake and Rathdrum areas. The primary pockets of residential density are in Coeur d'Alene and Post Falls.

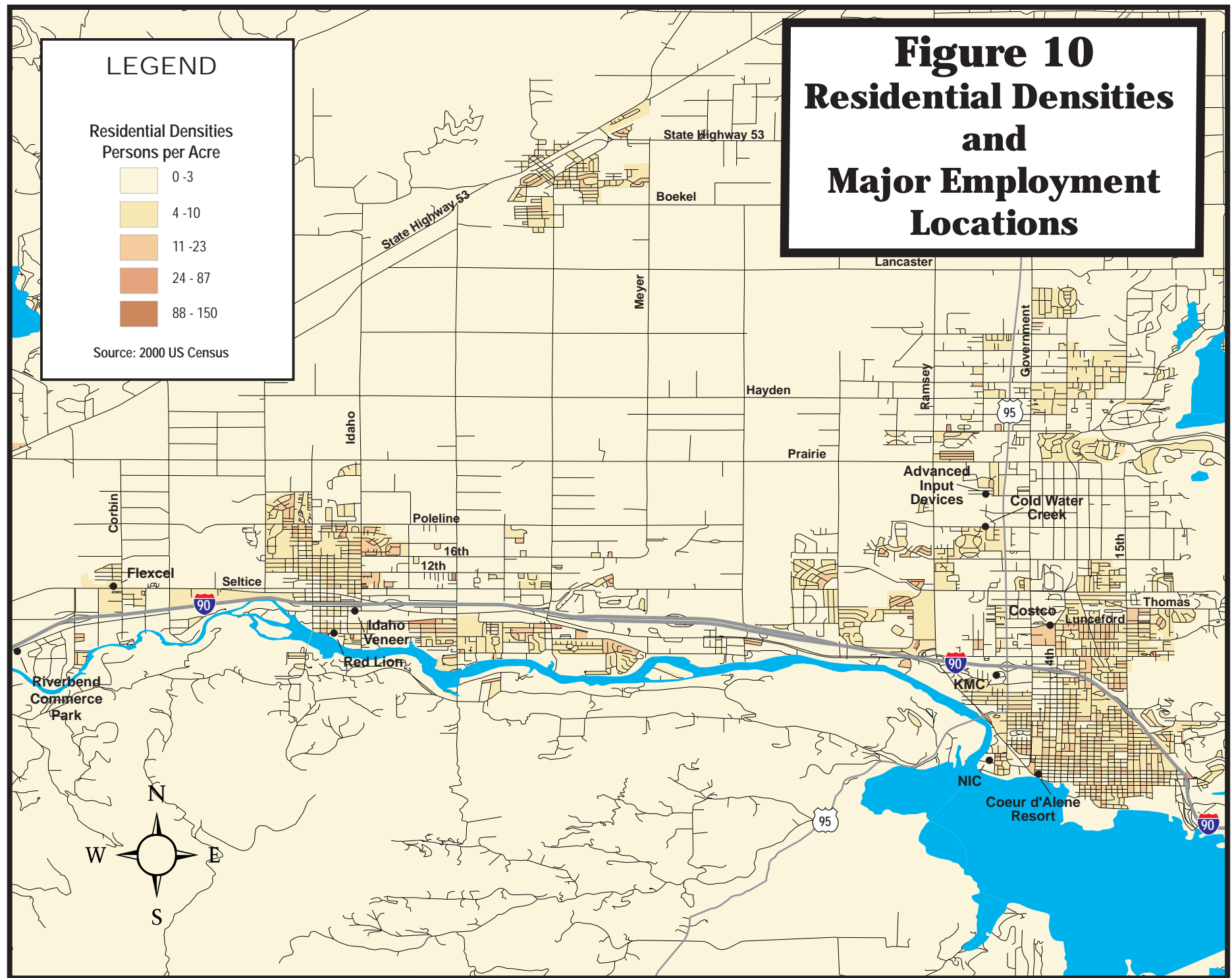
Figure 10
Residential Densities
and
Major Employment
Locations

LEGEND

Residential Densities
 Persons per Acre

- 0 - 3
- 4 - 10
- 11 - 23
- 24 - 87
- 88 - 150

Source: 2000 US Census



Apartment complexes located throughout the area create some of the highest residential densities and are an important indicator of fixed route demand potential. An important anecdote is that more than half of the county's apartment dwellers are in Coeur d'Alene.

A number of current and future developments have the prospect of intensifying residential and employment activities in Post Falls and Coeur d'Alene. Sysco should be breaking ground this spring for a distribution center on Beck Road just north of the Interstate. When completed, this operation should employ another 225 workers in this busy corridor west of Post Falls. Nearby, Buck Knives will open a manufacturing plant employing 250 people in the Riverbend Commerce Park.

In Coeur d'Alene, development continues at Riverstone. This 150-acre development along the river at Northwest and the Interstate will include 350,000 square feet of retail space, an 11- to 14-screen movie theater, 230 condominium units and residential waterfront lots.

Studies and Reports

The following section outlines findings and recommendations from key Kootenai County transportation and land use documents.

Report to Kootenai County Commissioners by the Panhandle Area Council

The following recommendations were made to the Kootenai County Commissioners by the Panhandle Area Council on September 30, 2003. PAC's report included a brief analysis of public transportation resources and opportunities.

Short Term (through March 31, 2004):

a. Coordination:

- Continue to work with the County's current partners, and seek to meet their capital and operating needs for the next FTA application. This would include discussions on expanded funding with the cities in the Urbanized Area.
- Continue to work with KATS to enhance their service delivery.
- Continue to seek additional partners, from assisted-care providers to the local school districts, for the possible coordinated use of their buses.
- Seek funds for future coordination activities, which will be crucial for the sustainability of the current and enhanced public transportation system.
- Work with KMPO's planner to share data and continue the public input process. This will be vital to developing a plan that works over time.

b. Fixed Route:

- Continue discussions with STA on the viability and feasibility of a joint operation, including coordinating fixed routes and sharing resources.
- Meet with other Idaho governments similar to Kootenai County's, to see how fixed routes are integrated with other models, such as fixed route and paratransit.

Long Term (beyond April 1, 2004):

a. Coordination:

- Continue to represent Kootenai County as the KMPO's planner develops a long-range model for approval by the KMPO.
- Work with federal agencies as the FTA Reauthorization is approved in late 2004, especially concerning additional federal dollars to pay for local coordination and to use other federal agencies' transportation funds as match to FTA's Section 5307 urbanized funds.

b. Fixed Route:

- Work with the KMPO planner and KATS to utilize data to develop fixed routes in the Urbanized Area. This would include test routes, as an example, from six fixed points in Coeur d'Alene, Post Falls and Hayden, with a link to STA's Liberty Lake downtown express. KATS, which operated a similar operation a few years ago, stated that for every two riders going west to Spokane from Kootenai County, six wanted to come east to the Coeur d'Alene area from Spokane. This would indicate a demand for commerce and recreation in the Urbanized Area from our Spokane neighbors.

Kootenai County Comprehensive Plan

The Kootenai County Comprehensive Plan Transportation Element recognizes the importance of an integrated multi-modal system serving Kootenai County and its urbanized areas. The plan also recognizes the importance of public transit services in the development of a system that extends mobility benefits to all Kootenai County residents. The County's adopted transportation policy focus is summarized in the plan:

Long-term circulation and land use needs mutually affect each other. Transportation planning must inherently influence land use policies since a major consideration in selecting a particular location for a specific use is the accessibility afforded by the circulation network. Pedestrian, bicycle, private vehicle, public transit, rail, and air transit mode integration is critically important since preservation of mobility produces wide-spread benefits to the community.

While plan objectives do not specifically address public transportation, a policy implementation strategy calls for the County to “encourage alternative transportation forms such as public buses, carpooling, bicycling, and light rail systems.”

Coeur d’Alene Comprehensive Plan

The City of Coeur d’Alene is updating its Comprehensive Plan and expects a fall 2004 release. The January 2000 draft plan is conscious of the new challenges presented by recent acceleration of growth in the city and surrounding areas. While the plan includes several key transportation goals, it also addresses downtown development, community design and other land use and development issues that directly impact the future effectiveness of public transportation. Importantly, the plan encourages the continued development of downtown Coeur d’Alene as a primary commercial retail, office and government service center. Nodal development in secondary activity centers is also encouraged. The ability for the City to achieve these goals will be crucial to the future viability of public transportation, as cost effective and efficient transit service requires dense land use activity and major town/activity centers to anchor routes.

The following plan policies are particularly crucial to the development of public transportation services in Coeur d’Alene:

- **Transportation:** We will begin the process of developing a public transportation system, including the necessary park and ride connections in the City and link that system to key areas outside the City.
- **Transportation:** We will provide for safe and efficient traffic circulation, including bikes and pedestrians.
- **Pedestrian Environment:** We will plan our community so that people will have multiple choices to live, work, and recreate within comfortable walking distances.

The final policy, while it does not directly address public transit, is essential to the future development of an effective public transit system. The development of good sidewalk connections, passable crosswalks and pedestrian oriented development, is vitally important to transit. In areas of new development, especially those areas north and west of the historic street grid, pedestrian access may not be seen as a top priority, since primary access to these areas is currently by private automobile. However, these areas represent key commercial activity hubs that will need to be served by transit in the future. Without good pedestrian facilities transit may not be able to safely serve these areas.

The Coeur d’Alene Comprehensive Plan discusses the importance of higher education facilities in the City’s economic and educational growth. The plan outlines an Education Corridor that would extend along the Spokane River for more than a mile connecting the campus of North Idaho College and a downriver facility used by NIC and possibly Idaho State University in the near future. University and college campuses are major transit demand generators. In small- to medium-sized cities such as Coeur d’Alene, college students often comprise a disproportionately high percentage of transit patrons.

Post Falls Comprehensive Plan

The City of Post Falls is currently in the process of updating its Comprehensive Plan. Draft copies of the nine plan chapters are being reviewed by City Council and will be finalized during 2004. While public transportation is not an element of the plan, various goals and policies promote land uses and transportation elements that may encourage the use of public transportation.

The updated plan does not specifically address residential densities, allowing them to “vary depending on location, traffic impacts, utility service capability, existing and future development patterns, and neighborhood compatibility.” City planning staff cited the use of Planned Unit Developments (PUDs) as a means to direct residential density into targeted developments. These may or may not be appropriate for public transportation based the level of residential, commercial and employment activity at the site along with access to and through such developments.

The plan does contain some land use policy statements that promote the concentration of activities needed to promote the use of public transportation including:

- **Land Use:** Support a Downtown District as a community focal point that combines commercial, civic, cultural residential and recreational uses.
- **Land Use:** Encourage infill development of property within the city.
- **Commercial:** Consider commercial development in areas suitable for mixed uses through a development review process that is performance based.
- **Downtown District:** Encourage mixed residential/commercial development within the district.

Some of the transportation policies acknowledge the need for some non-single-occupancy vehicle (non-SOV) automobile mode choices. In conjunction, they address the requirement for safe and efficient pedestrian access, which is vital for a successful public transportation system. These include:

- **Transportation:** The city should increase opportunities to use alternative modes of transportation (walking, bicycling, rideshare/carpooling, etc.) through improved access, safety, convenience, and service.
- **Transportation:** Continue to review all development proposals to assure the continuity of sidewalks, trails, bicycle paths and pedestrian ways.
- **Transportation:** Encourage land use regulations that promote safe and adequate pedestrian and bike access for school children

General Public Telephone Survey Summary

Overview

During the last week of April 2004, Nelson\Nygaard conducted a random general public telephone survey to assess Kootenai County resident opinions of transportation and specifically public transportation needs and awareness. Using random dial calling, we sampled 402 households in Kootenai County. This level of sampling provides statistically reliable results at a 95 percent confidence interval for dichotomous questions (+/-5% margin of error).

Survey respondents were questioned about their:

- Household demographics;
- Commutes to work and/or school;
- Awareness and use of public transportation;
- Needs for new or improved public transportation services; and
- Importance placed on public transportation, relevant to other local and regional services.

A copy of the survey instrument is available in Appendix A (General Public Survey Instrument).

The following are key findings from the general public telephone survey:

- Reliance on the private automobile is very high. Survey respondent travel was almost exclusively by car.
- Three and one half percent of respondents' primary mode of travel was to "get a ride with someone else." People relying on others to transport them are typically much more likely to switch to public transportation if convenient service is available.
- Just under half (47 percent) of survey respondents were aware that there was an existing general public dial-a-ride service available to residents of Kootenai County. This is a relatively low number compared to comparable sized areas with small transit systems.
- Even though only four percent of respondents currently use public transportation, almost one-half stated they or someone in their household would use such a service if convenient. Furthermore, 76 percent of those potential users said they would use it one or more times each week.
- Three destinations dominated the response to the question, "What locations should transit serve?" They were Kootenai Medical Center, Silver Lake Mall and North Idaho College.
- Between 70 and 80 percent of respondents either strongly agree or agree with the need for new or enhanced services.

- The desire for rural services was only slightly lower than that for urban services and the interest in expanded dial-a-ride curb-to-curb services was marginally lower than in fixed-route service.
- There is considerable support for public transportation services connecting to Spokane and/or Spokane Transit Authority services.
- When rated against six other important government services (schools, streets, parks, etc.), public transportation ranked fourth overall, just slightly behind street paving and maintenance. School, and public health and social services ranked one and two.

Respondent Demographics

Within the random sample of Kootenai County households, efforts were made to ensure that the respondent group was roughly correspondent to the overall level of population of the county’s cities and unincorporated areas. Figure 11 shows respondents’ home city or area, as well as the overall population of each city and unincorporated areas of the county. This figure is slightly distorted by the fact that residents often associate their location based on their post office address, even though they may be outside city boundaries. In other words, the number of unincorporated county respondents is likely deflated because residents have listed the nearest incorporated city.

Figure 11 Respondents City of Residence

City	Respondents	Percent of Respondents	Population	Percent of Population
Coeur d'Alene	147	36.6%	34,785	32.50%
Post Falls	95	23.6%	17,028	15.91%
Athol	19	4.7%	665	0.62%
Dalton Gardens	7	1.7%	2,260	2.11%
Harrison	9	2.2%	276	0.26%
Hauser	4	1.0%	648	0.61%
Hayden	52	12.9%	9,361	8.75%
Hayden Lake	11	2.7%	523	0.49%
Heutter	0	0.0%	96	0.09%
Rathdrum	34	8.5%	4,891	4.57%
Rose Lake	4	1.0%	50	0.05%
Spirit Lake	4	1.0%	1,351	1.26%
State Line	0	0.0%	19	0.02%
Worley	5	1.2%	222	0.21%
Unincorporated County	11	2.7%	34,862	32.57%
Totals	402	100%	107,037	100%

Sixty-four percent of respondents to the survey were female. All survey respondents were 16 years of age or older. The following figure shows the number of adults over the age 16 residing in respondent households. The average number of adults per household for the survey sample was 2.1, slightly higher than national average.

Figure 12 Adults in Respondent Households

Adults in Household	Number of Households	Percent of Total
One	97	24.1%
Two	218	54.2%
Three	58	14.4%
Four	28	7.0%
Five	1	0.2%
Total/Average	402	100.0%

Respondents were also asked to indicate how many household residents had valid driver’s licenses and how many operational vehicles were available in their household. The availability of private vehicles and the number of adults sharing vehicles are secondary indicators of need for mobility services. Put simply, households that have more than one adult per operational vehicle are more likely to require and to use other mobility options.

Of the 402 households sampled, only 14 had more household members with driver’s licenses than operational vehicles.

Figure 13 Household Members with Valid Driver’s Licenses

Household Members with Valid Drivers License	Respondent Households	Percent of Total
One	106	26.4%
Two	228	56.7%
Three	46	11.4%
Four	14	3.5%
Five	1	0.2%
Six	0	0.0%
Seven	7	1.7%
Total/Average	402	100.0%

Figure 14 Number of Operational Vehicles Per Household

Operation Vehicles	Respondent Households	Percent of Total
One	35	8.7%
Two	100	24.8%
Three	137	34.0%
Four	70	17.4%
Five	33	8.2%
Six	28	6.9%
Seven	0	0.0%
Total	403	100.0%

It should be noted that some households have more licensed drivers than they do adults over 16. As a traditionally agricultural state, Idaho allows residents to be licensed at the age of 15.

Respondents were asked if anyone in their household had a disability, or other limitation, that would make using public transportation more difficult than it would for other people. Only 50 (12%) indicated having a household member with such a disability.

The set of respondents represented a broad range of income levels. The largest numbers represent those in middle-income range of \$35,000 to \$75,000. These results compare well with the 1999 median income of \$37,750 for the county as recorded during the 2000 Census.

Figure 15 Respondent Income Levels

Household Income Range	Percent of Respondents
Under \$15,000	8%
\$15,000 - 24,999	12%
\$25,000 - 34,999	14%
\$35,000 - 49,999	21%
\$50,000 - 74,999	20%
\$75,000 - 99,999	7%
\$100,000 or More	5%
Don't Know/Refused	12%

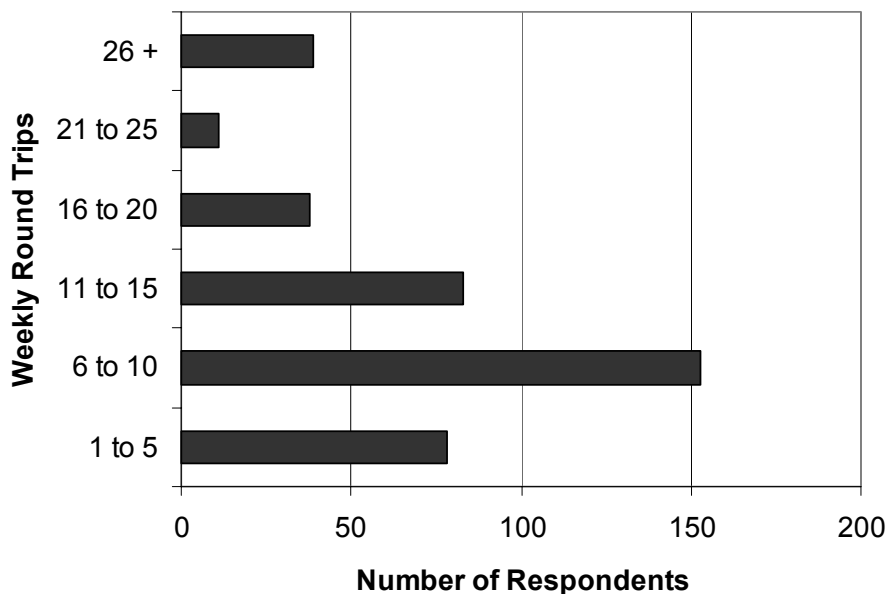
The remainder of this section presents the results of each survey question. While the results are statistically significant for the entire sample, limited sub-sample sizes reduce the significance of some cross-tabulations against the smaller subgroups (i.e., the subset of Post Falls respondents or current transit riders). Where appropriate, we will highlight answers from respondents in these smaller subsets to illustrate important trends. However, those results should not be construed to represent the entire population of the subset.

Respondent Travel

The survey asked a series of basic questions about respondents’ regular travel patterns and mode use. These questions were designed to supplement information available through other sources, such as the US Census.

On average, survey respondents make 12 round trips per week or two round trips per day. The median number of trips made by respondents is slightly lower at 10 per week. Residents who indicated that they, or a member of their household, who had a disability made 15 percent fewer trips per week on average. Interestingly, residents who indicated that the lack of transportation limited their ability to make crucial trips actually made 11 percent more trips than the median respondent. It is not uncommon that low-income and transportation challenged households have more daily trip making needs than more traditional commuter households.

Figure 16 Number of Round Trips Per Week



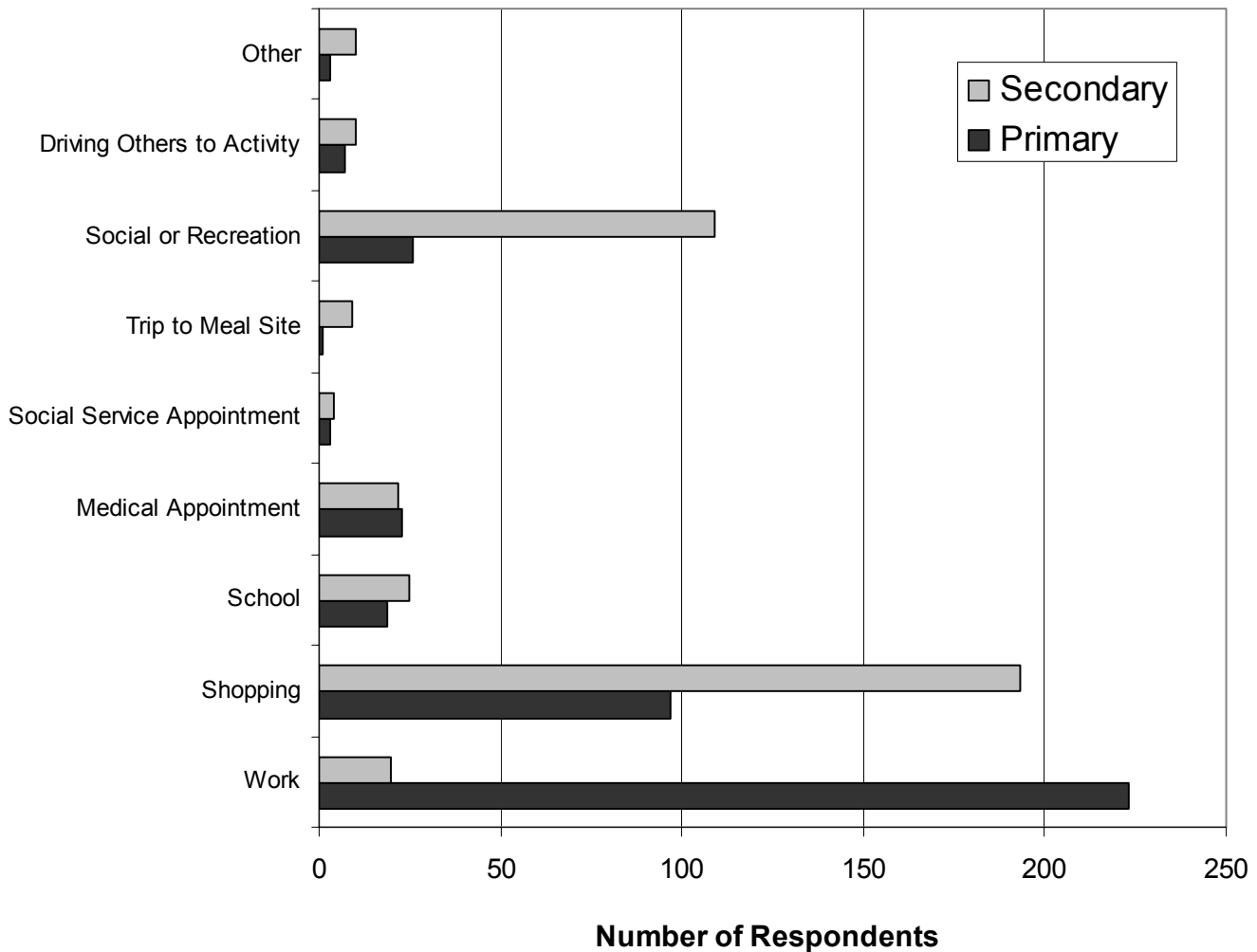
Survey respondents were asked to indicate the primary and secondary reasons they took trips from their home each week. Work was the primary trip purpose for over 55 percent of respondents. Shopping was the highest secondary purpose as well as the next highest

primary purpose. Figure 17 below indicates that work, shopping, and then social/recreation represent the most popular ordering of trip purpose for survey respondents. Medical appointments and school trips were the other most common trip purposes.

We looked at whether trip purpose varied for low income households and households with disabled residents. In the lowest income quintile (\$15,000 and below) respondents were 40 percent less likely to be making work trips. While work and shopping were still the primary trip purposes among this group, medical and social service appointment trips were higher.

Households with disabled residents were three times more likely to list medical appointments as a primary trip purpose (18%).

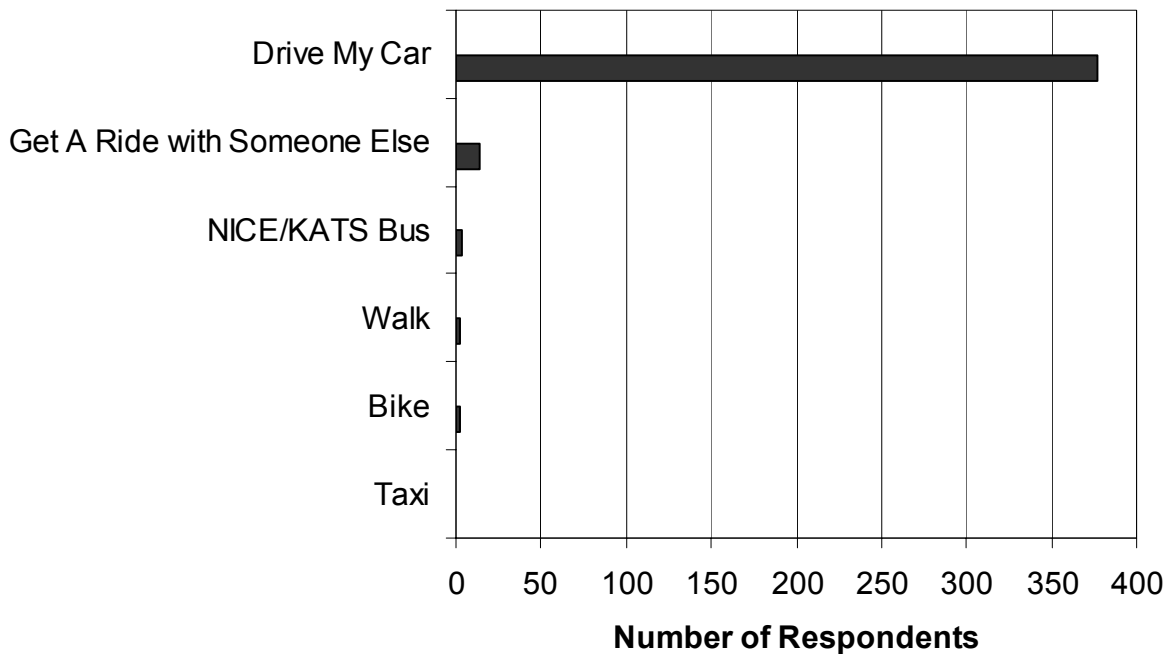
Figure 17 Primary and Secondary Trip Purpose



Survey respondent travel was almost exclusively by private automobile. Ninety-five percent indicated that they drove their car to all their primary and secondary destinations. The second highest travel choice (3.5%) was to get a ride with someone else, an option which also requires the use of a private vehicle. In fact, these types of “chauffeured” trips often require two round trips to get a person to and from their destination. For example, a relative who transports a family member to the local senior center may make one round trip to drop them off and one round trip to pick them up. People currently being “chauffeured” represent the group most likely to switch to public transportation if convenient service is available.

Less than one percent of respondents sampled use KATS/NICE bus service as a primary mode of transportation. Even fewer walk or bike.

Figure 18 Primary Travel Mode



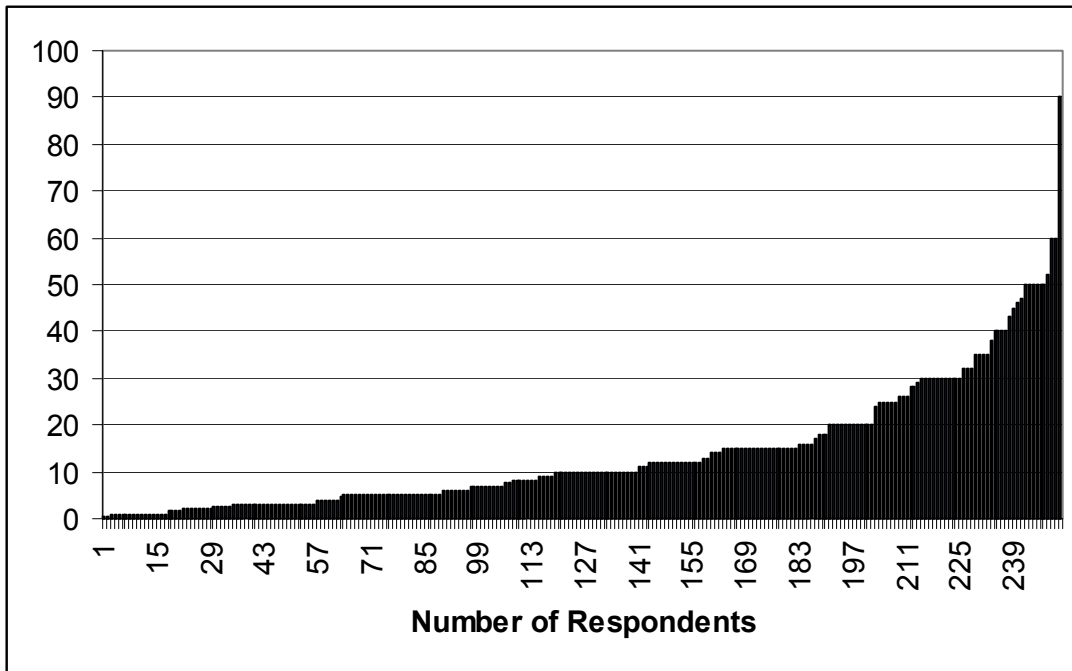
Respondents were asked if any member of their household have or have had difficulty making trips due to a lack of transportation. Sixteen percent of respondents indicated having such difficulties. Impacted respondents indicated problems traveling to Coeur d’Alene and Post Falls.

Current Commute Trips

We asked respondents about their daily commute trips to work and/or school. Approximately 63 percent of the respondents commute to work and/or school on a regular basis.

Most commuters travel during conventional peak periods, adding to local congestion and providing opportunities for public transportation. The average commute is 13.8 miles. Figure 19 shows the respondent commute distances in one-way miles.

Figure 19 Commute Trip Distances (One Way Miles)



The steepness of the relative curve in Figure 19 as it approaches the right is indicative of the fact that most Kootenai County residents travel less than 20 miles to work and/or school. The small plateau at the 30-mile travel distance most likely represents the segment of the population that travel from Coeur d'Alene to the Spokane area to work each day.

Current and Projected Transit Use

Awareness of Public Transportation Services

Just under half (47%) of survey respondents were aware that there was an existing general public dial-a-ride service available to residents of Kootenai County. This is a relatively low number compared to comparable sized areas with small transit systems. Similar surveys conducted by Nelson\Nygaard in other Northwest counties have shown transit service recognition results between 80 and 95 percent.

Use of Public Transportation Services

Survey respondents were asked whether they had used any form of public transportation during the past year. The vast majority of respondents had not made use of any public transportation service; just 4.5 percent had used some service in the last year. Of these users, approximately 57 percent had ridden a KATS or NICE bus, 14 percent used taxi services and 19 percent had ridden Spokane Transit vanpool or bus services.

Figure 20 Respondents Use of Public Transportation

Service	Number of Respondents	Percent of Total
NICE Bus	10	47.6%
KATS Bus	2	9.5%
Taxi	3	14.3%
STA Bus	2	9.5%
STA Vanpool	2	9.5%
Can't Remember	2	9.5%
Total	21	100.0%

Just 16 percent of the respondents who used public transportation did so multiple times per week and over 50 percent indicated that they used it just a few times per year; a further indication of the low level of public transportation use among Kootenai County respondents.

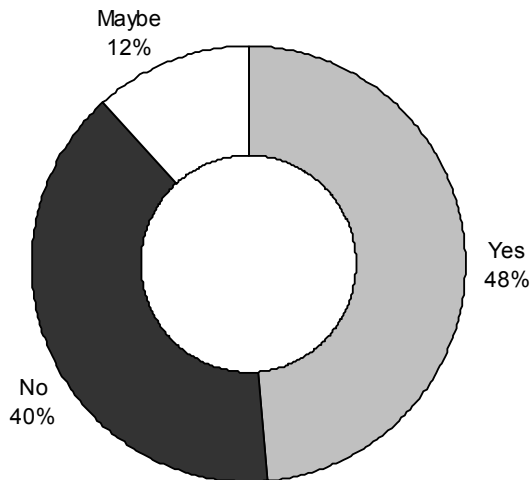
Potential Use of Services

It is not surprising that use of public transportation is very low in Kootenai County given the limited availability of services. The goal of this study, therefore, is to assess the need for new services and/or increased levels of service. The following question was posed to gauge public interest and potential use of new and improved services:

If there was regular transit service to these places and the bus stopped near your home would you or a member of your household use the service?

As highlighted in Figure 21, 48 percent of respondents said that they or a member of their household would use this type of regularly scheduled service if it stopped near their home. An additional 12 percent indicated that they might use bus service. There is a wide gap between the 4 percent of respondents who currently use public transportation service and the 48 percent who indicate that they would use services were they available. This is strong indicator that there is significant latent demand for public transportation.

Figure 21 Use Regular Public Transportation Services if Available



We asked respondents to further define the household member(s) who would use transit and the frequency of their need. Figure 22 shows that breakdown of potential users by age group. The table shows a relatively typical breakdown of transit patrons for small city and rural system, where seniors often constitute 25 to 50 percent or more of the total ridership base.

Figure 22 Age of Potential Transit Users

Age	Number of Respondents	Percent of Respondents
Someone under 16	21	8.7%
16-60	133	55.0%
Over 60	76	31.4%
NA/DK	12	5.0%
Total	242	100.0%

We asked respondents who felt household members would use bus service about the frequency of their need. Over 76 percent of those respondents said they or a member of their household would use the service at least once or twice per week. Forty-one percent said that they or a member of their household would use it daily. It is important to keep in mind that these responses are based on that each household would have “regular transit service to the places they most frequently travel to” and “the bus stops near their home.”

Figure 23 Frequency of Use

Frequency of Use	Number of Respondents	Percent of Respondents
Several Times A Week	100	41.3%
Once or Twice a Week	85	35.1%
Several Times a Month	25	10.3%
Rarely	19	7.9%
NA/DK	13	5.4%
Total	242	100.0%

Assuming survey respondents are representative of the county population, these results suggest an intensive countywide bus system that traveled close to everyone’s home could produce up to 11,000 trips per day.² Of course, it would be tremendously expensive to produce this level of service to everyone in the county. It is also important to keep in mind that survey respondents tend to be much more likely to indicate an interest in using a new service than actually changing travel habits. Nonetheless, the data does suggest that well designed bus service would be productive.

² This assumes that one person from each of the 48% of households that would use transit used the system at the frequency indicated in Figure 23 (Frequency of Use). This is only an assumption. Because the number of respondents to this sub-question is less than the total sample, the question is not statistically representative.

Desired Destinations For Transit

We asked survey respondents where they would most like a local or regional public transit service to go. A few destinations in the Coeur d’Alene – Post Falls area dominated the responses. Specifically these were Kootenai Medical Center, Silver Lake Mall and North Idaho College. As shown in Figure 24, several other destinations received multiple votes from respondents, including the area around Government Way and Apple, downtown Coeur d’Alene, Spokane area destinations and the Spokane Valley Mall. A full listing of responses to this question are provided in Appendix B.

Figure 24 Where Would You Like A Bus To Go?

Destinations with Multiple Responses	Number of Responses
Kootenai Medical Center	46
Silver Lake Mall	45
North Idaho College	20
Government Way & Apple	6
Spokane Area Destinations	5
Spokane Valley Mall	4
Downtown Coeur d’Alene Locations	4
Coeur d’Alene High School	3
Coeur d’Alene Resort	2
Post Falls Outlet Mall	2
Mullan and Highway 41	2
Seltice Way and Highway 41	2
Lake City Senior Center	2
Ironwood Mall	2
Coeur d’Alene Medical Center	2
Fairgrounds	2
Canfield Middle School	2
Fernan Elementary	2
Post Falls Medical Center	2

Need for Local and Rural Intercity Service

All survey respondents provided their opinion about the need for:

- Local fixed-route service in the urban area;
- Rural intercity connections throughout the county; and
- Service within local communities.

Respondents were asked to rate the associated statements from 1 – *Strongly Agree* to 4 – *Strongly Disagree*.

As the following figures highlight, respondents indicate significant support for more public transportation services. Between 70 and 80 percent of respondents either strongly agree or agree with the need for new or enhanced services. The desire for rural services was only slightly lower than that for urban (local) services and the interest in expanded dial-a-ride curb-to-curb services was marginally lower than in fixed-route service.

Figure 25 Coeur d’Alene / Post Falls Fixed Route Service

Coeur d’Alene and Post Falls need fixed route transit service. By this we mean buses that run on regular routes and schedules and connect major retail, business, recreation and residential areas.

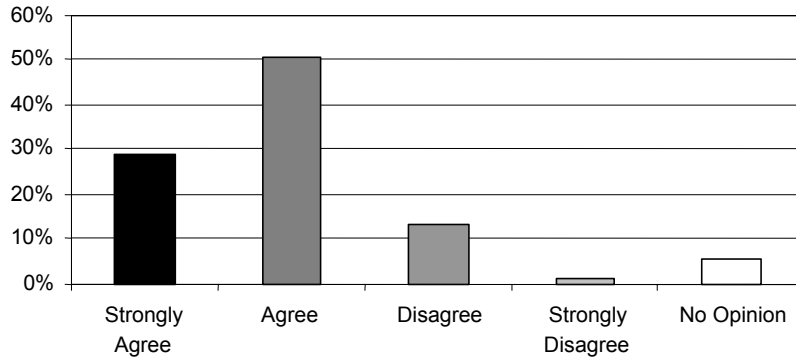


Figure 26 Rural Bus Service

More bus service in rural communities is needed so county residents can travel to and from destinations in Coeur d’Alene and Post Falls.

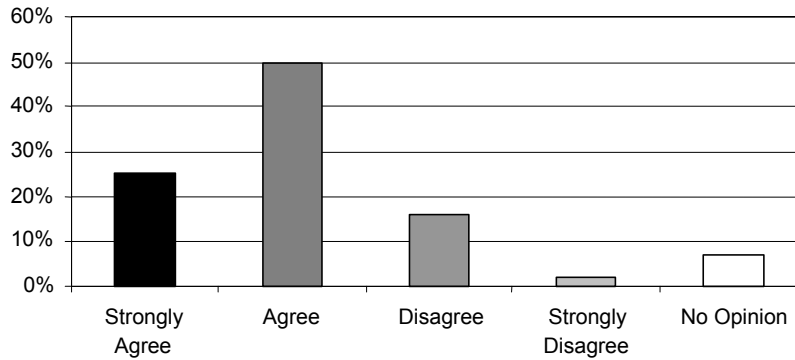
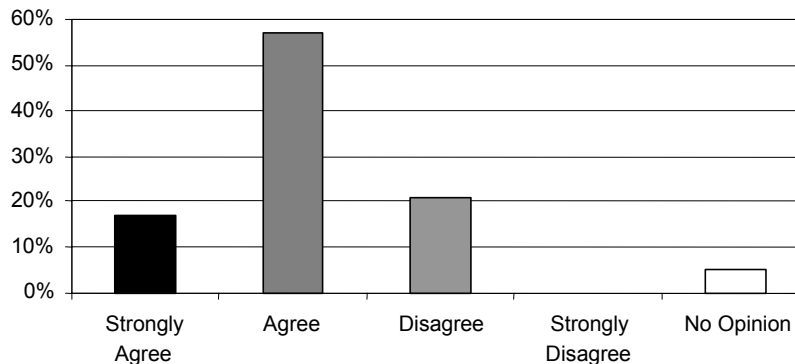


Figure 27 Local Bus Service

Local bus service should be provided within each of the communities and cities in Kootenai County.



Desire for Other Transit Improvements

We asked respondents their opinion about the need for other public transportation improvements. There was agreement that more buses should be provided to make existing services more reliable. Again, over 85 percent of respondents agreed or strongly agreed that weekend service was an important improvement.

Residents tended not to have strong opinions on issues specific to the operation of existing services, such as fares and hours of operation. It appears that many people did not feel qualified to answer these questions due to a lack of awareness and understanding of existing KATS/NICE services.

Over 80 percent of respondents agreed or strongly agreed that there is a need for services connecting Kootenai County to Spokane and/or Spokane Transit. Likewise, over 85 percent supported the development of new park-and-ride facilities near I-90 in Coeur d’Alene and Post Falls that would connect residents to STA vanpools and informal carpools.

Figure 28 More DAR Buses

There should be more buses to make existing curb-to-curb dial-a-ride service more reliable.

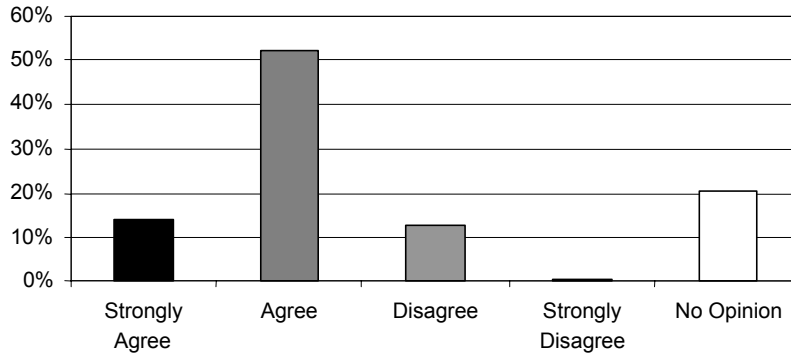


Figure 29 Earlier and/or Later DAR Service

The existing dial-a-ride service should operate earlier in the morning and/or later in the evening.

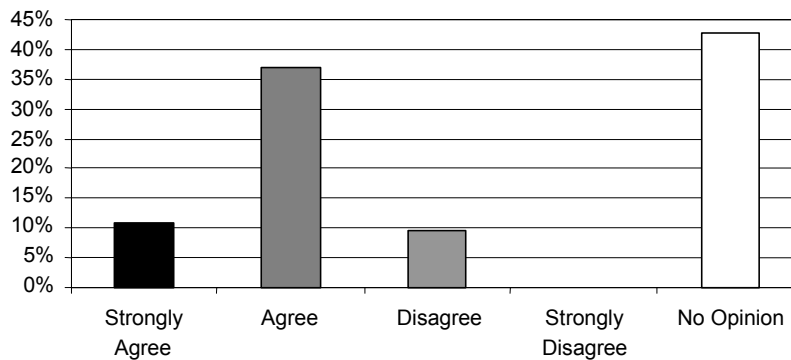


Figure 30 Weekend Service

Public transportation service should be provided on weekends.

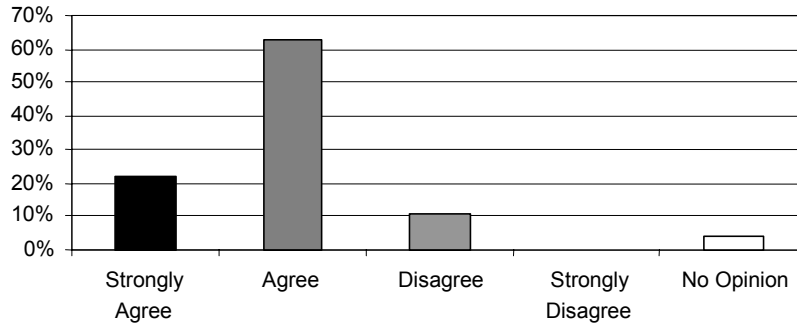


Figure 31 Local Bus Fares

Bus fares for local trips should be lower than they are now.

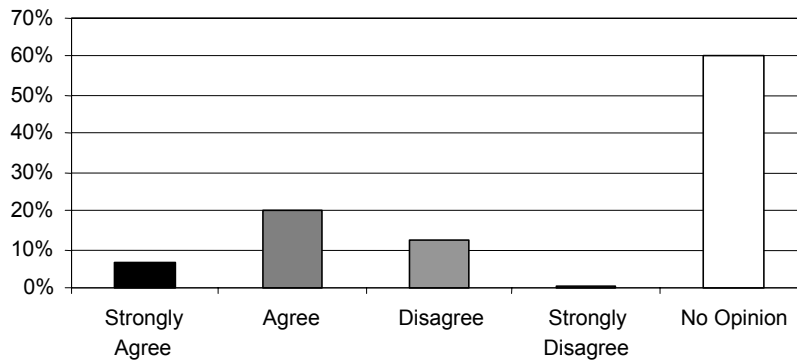


Figure 32 Liberty Lake Connections

There should be connections to Spokane Transit buses at Liberty Lake.

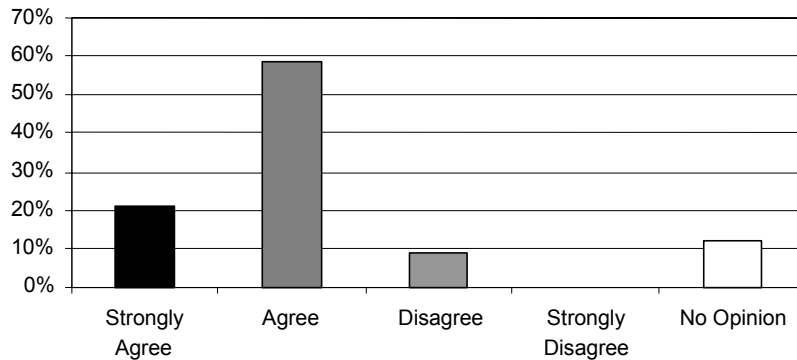
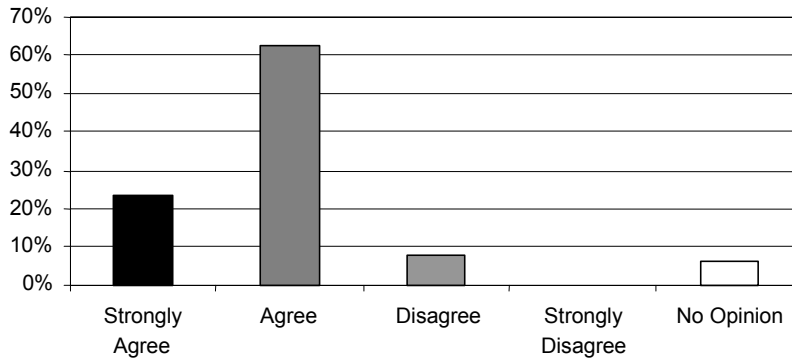


Figure 33 I-90 Vanpool and Carpool Connections

There should be transit connections to park-and-ride locations near Interstate-90 to meet Spokane Transit vanpools or informal carpools.

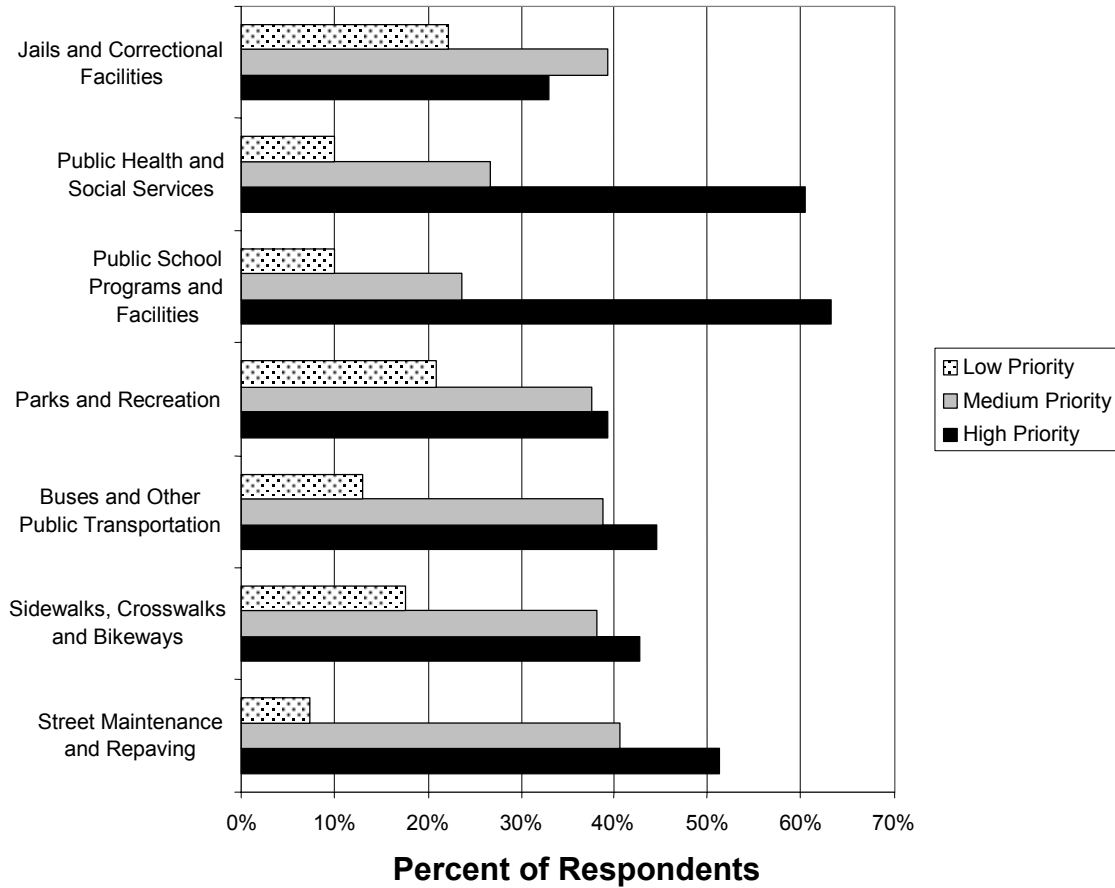


Prioritization of Government Services

Since government resources are limited and residents will ultimately need to support local funding for transit improvements to be a reality, the survey asked respondents to indicate the priority they would give to a number of government services, including public transportation. They were asked to indicate whether each service was a *High*, *Medium* or *Low* priority. The order of these services was rotated randomly for each survey to avoid any influence based on their order of presentation.

The following figure highlights the relative priority place on seven different government services. Respondents gave schools and public health/social services the highest priorities. When combining *High* and *Medium* priority ratings together, street maintenance and repaving is the most desired government service. Public transportation is the fourth most desired service ahead of corrections, parks and pedestrian/bicycle improvements.

Figure 34 Prioritization of Government Services



Peer Review

No two communities or transportation providers are identical; however, an examination of peer operations can provide important guidance during a planning study. The analysis of similar transit agencies can identify applicable attributes including service strategies, performance goals, organizational models and funding mechanisms and levels.

The Peers

The peer communities in this study have the following relevant characteristics:

- Comparable population;
- Western, but not coastal;
- Operating in Idaho or a neighboring state;
- 2000 designation as Small Urbanized Area (50k to 200k population);
- Recent history of rapid growth;
- Recreational tourism; and
- Relevant story for future of Kootenai County.

Based on the above criteria, the following communities are included in this Peer Review:

- Pocatello, Idaho
- Lewiston, Idaho-Washington
- Nampa-Caldwell, Idaho
- Idaho Falls, Idaho
- Bend, Oregon
- Wenatchee, Washington

The following figure compares key demographic, operating and background data for each of the peers. A short summary for each peer follows.

Figure 35 Peer Summary Table

Peer	Urban Area Population	Annual Revenue Hours	Annual Ridership	Percent Urban Ridership	Annual Operating Cost	Fares	Fleet	Governance	Saturday Service
Pocatello	62,498	37,000	502,000	87%	\$1,500,000	\$0.60 \$0.30 students free ISU Campus	13 Fixed Route 22 DAR	City of Pocatello and Intergovernmental agreements	Yes, 2 City Loops
Lewiston	50,317	13,000	101,000	97%	\$750,000	\$1.50 \$0.50 for participating agency clients	11 Urban, 6 in use 8 Rural, 4 in use	City of Lewiston contracted to private-NPO	Yes, Demand Response on critical need basis
Nampa-Caldwell	95,909	9,500	63,200	100%	\$267,000	\$0.75 \$0.25 Sr&Disabled	3 Fixed Route in use	RPTA contracted to private-NPO	
Idaho Falls	66,973	12,000	37,000	100%	\$294,000	\$1.25	5, 4 in use	RPTA contracted to local provider	
Bend	57,525	25,900	95,600	100%	\$1,400,000	\$1.25 \$0.75 Sr&Disabled	30, 17 in use	City of Bend contracted to private-NPO	Yes, Reduced Hours
Wenatchee	55,425	40,000	582,200		\$6,000,000	\$0.50	26 Fixed Route 31 DAR	Public Transportation Benefit Area (PTBA)	Yes

Pocatello, Idaho

Pocatello Regional Transit (PRT) provides service in Pocatello as well as regional service in parts of Bannock, Power, Bingham and Franklin Counties. The City of Pocatello is the service provider and has established intergovernmental agreements with its regional partners to operate the intercity and outlying services.

The urban service in Pocatello accounts for most (over 85%) of the system-wide annual ridership of 480,000. Idaho State University generates about 290,000 annual passenger trips in Pocatello and the urban dial-a-ride services carry another 51,000 riders. The rural dial-a-ride services only carry about 22,000 passengers annually, of which 75% are Medicaid trips.

PRT has an annual operating expense of \$1,500,000 of which about \$1,100,000 is dedicated to the urban services. While the rural services make up just over one-quarter of the operating expenses, they account for the most expensive services on a per passenger basis. On the average, PRT expends \$13-17 per rural passenger versus \$2-3 per urban rider.

PRT works with a number of local partners and generates \$400,000 in matching funds. The City of Pocatello contributes \$300,000 in direct funds and another \$50,000 of indirect support. Other counties and local jurisdictions contribute another \$30,000. ISU provides \$40,000 toward the operating expenses and recently provided a \$22,000 local match in support for CMAQ (Congestion Mitigation Air Quality) grant funding toward a vehicle purchase. The ISU contribution provides for a no-fare zone associated with the campus. PRT staff indicated that the college's annual contribution accounts for only 40% of what is actually needed to provide campus related services. Overall, PRT is able to utilize 75% of its 5307 allocations, the highest percentage among small urban providers in Idaho.

Statewide peers and PRT staff view Pocatello as one of Idaho's more progressive communities. City government values public transportation, leading to the substantial financial commitment and support these services require. The presence of a major university and the transit demand created by this institution is seen as having a major impact on overall public support for transit in Pocatello.

PRT is looking to expand service to six of the seven counties in the regional highway district as part of a Federal coordination project. In conjunction, the agency is adding GPS-based vehicle location and computer aided dispatch (CAD) technologies to its operations. PRT is also looking to obtain approval to cross Utah border.

Lewiston, Idaho

The City of Lewiston provides local service in Lewiston, Idaho, as well as Asotin and Clarkston in Washington, linking Washington residents to jobs and services in Lewiston. Valley Transit, a local 501c3 non-profit organization, operates the services. Valley Transit operates three weekday fixed routes that serve the three primary cities, in addition to a general public dial-a-ride over then entire service area.

Lewiston started fixed-route service at the end of 2002 after becoming an urbanized area. Ridership on the old dial-a-ride system was just under 69,000 in 2002. It grew to over 87,000 in 2003 with the new fixed-route components and is projected at about 101,000 for 2004, as customers become accustomed to the new services. During 2003, the urban fixed-route services accounted for 58% of the ridership with 39% on urban dial-a-ride trips and only 2% on the rural services.

Valley Transit has annual operating expenses of just over \$750,000, of which, about 76% is dedicated for urban services. Lewiston budgets for \$308,000 in FTA 5307 funding. Even with a substantial number of local partners, they are only able to provide about one-half of the needed local match to use all the available 5307 funds. Local partners for urban services include: City of Lewiston (\$37,000), City of Asotin (\$13,000), Nez Perce County (\$51,000), United Way (\$40,000) and Saint Joseph's Hospital (\$13,000). In addition, Lewiston, in conjunction with about 30 community organizations, was awarded a Federal Housing and Urban Development (HUD) Grant (\$83,000) to support urban public transportation services and provide reduced fares to passengers associated with the community organizations.

With grant funding, Valley Transit will provide additional scheduled van services during the weekday, specifically for job-related needs. It will also provide off-hour and weekend, individualized services in response to specific needs. Outside of Lewiston, Valley Transit just started fixed-route service in Moscow.

Nampa-Caldwell, Idaho

Treasure Valley Transit (TVT) operates service in the communities of Nampa and Caldwell. The Nampa urbanized area is roughly 20 miles west of the larger Boise urbanized area. TVT is a private, non-profit organization under contract with the Regional Public Transportation Authority (ValleyRide). Local service includes three hourly fixed routes and ADA complementary paratransit demand-responsive service. Buses are in operation 12 hours each weekday. A local retail mall and strip center are used as transfer locations between the three fixed routes.

TVT's local system has an annual operating cost of \$267,000 of which 93% goes toward the fixed-route services. TVT also operates Treasure Valley Metro, a regional commuter service to Boise from communities to the west. Local cities contribute from their general funds to support these services, including \$112,300 from Nampa (population 51,900) and \$57,500 from Caldwell (population 26,000).

Fares for the local fixed route service in Nampa and Caldwell are \$0.75 adults, \$0.50 youth/students and \$0.25 seniors/disabled. Monthly passes are available for \$20 for adults and \$14 for students, seniors, and disabled.

TVT provides a demand-responsive system offering door-to-door service throughout most of Canyon County. Fares range from \$4 to \$10 per trip depending on the distance traveled.

Idaho Falls, Idaho

CARTs operates service in Idaho Falls under the administration of the Targhee Regional Public Transit Authority. The urban service consists of four flex (deviated fixed-zone) routes in Idaho Falls. Service is primarily within Idaho Falls but extends marginally into nearby Ammon to serve the Wal-Mart. The system basically serves those with special needs. CARTs is working directly with doctors offices to set up appointments.

The Idaho Fall service has an annual operating cost of \$294,000. Local funding sources include the City of Idaho Falls (\$80,000), City of Ammon (\$7,500), the City of Iona (\$1,500) and Bonneville County (\$28,400). The Idaho Falls contribution has been stable for years but is currently under review. The transportation agency is working to build local support for public transportation with economic development interests and the United Way in an effort to sustain the funding from the city.

The agency recently bought 5.5 acres of property from a local trucking company. The location includes facilities for a four bay garage, offices, a maintenance facility and a 5,000 square foot building. The previous owner reduced the selling price and donated 20% of the property's market value as part of the sale. This donation was used as an in-kind match against some of the grant funding. The agency is leasing space to the local school district, a Medicaid provider and other local business. Revenue from the lease goes toward bus operations and is counted toward local match for federal funds.

In the past, the agency was able to sell unused 5307 funds to Valley Ride in Boise for 40 cents on the dollar. This has resulted in roughly \$300,000 on account for the Idaho Falls agency. This generates about \$5,000 per year in interest that goes toward operations, but not available as a match. The agency is considering spending down the account if the City of Idaho Falls' contribution is reduced.

CARTS procured new vehicles in 2002 and now operates the local system with just four primary vehicles and one backup bus. The agency is seeking to purchase an additional backup as the fleet is starting to age.

CARTS also provides extensive rural services including Bonneville, Clark, Custer, Fremont, Jefferson, Lemhi, Madison and Teton Counties. They coordinate with Ride-Link, Pocatello Ridesharing Service (Vanpools) on additional services.

Bend, Oregon

The City of Bend provides on-demand dial-a-ride service to senior and disabled riders as well as to the general public. Public transportation is provided by the City's public works department, which recently contracted service delivery functions to a private non-profit provider, Paratransit Services, Inc. The City originally provided only Senior and Disabled services but added the general public dial-a-ride component in January 2002. Ridership has grown from 70,000 in 2001 to 95,600 in 2003.

In September 2001, a portion of the City's transient room tax was allocated to help expand the current dial-a-ride system to the general public. These funds provide the local match for federal and state operational grants and are estimated at \$130,000. The total FY2003/2004 City of Bend general fund contribution was \$993,000. The City also used \$568,000 from FTA 5307 Grants. The annual operating cost for the system is about \$1.4 million based on the new contract with Paratransit Services, Inc.

The development of a fixed-route system in Bend has been under consideration for a number of years, but the City Council never viewed it as appropriate. However, the Council just voted to send a local option tax to the voters in November 2004 (pending Deschutes County approval) with the intent to offer fixed routes. Bend is seeking a \$0.29 per \$1,000 assessed value property tax transit levy, which would generate \$1.5 million in dedicated revenue for public transportation. Issues that have brought about the change in policy include:

- Ability to retain general fund revenues for other city functions;
- Creation of independent and dedicated funding source for transit;
- Increased prominence of Oregon State University satellite campus and associated demand for service;
- Increase in senior population and growth in medical services;
- Increased residential and commercial densities along what may become transit corridors; and
- Expectations for continued growth, creating future demands for public transportation.

Wenatchee, Washington

Link Transit provides service in the Wenatchee/East Wenatchee urban area as well as to all of Chelan County and western and southern Douglas County in Washington State. Link is a well-established system and is a designated local Public Transportation Benefit Area (PTBA) under Washington law.

Seven of the eight fixed routes operated by Link operate solely in the urban area. The other fixed-intercity routes and three deviated routes serve the rural parts of the two counties and LinkPlus (paratransit) services are available for persons with disabilities who cannot use fixed-route service.

Link has an annual operating budget of \$6.0 million with 65% going toward its fixed-route component. The agency has not yet received any FTA 5307 funding for operation but is eligible to receive \$600,000 starting in 2003 as the 2000 census recognized Wenatchee as a small urban area. A local sales tax is the primary source of local funding. Link collects a 0.4% sales tax, which was voter approved in 1990, and generates about \$5.5 million annually.

Prior to 2000, the state Motor Vehicle Excise Tax (MVET) provided Washington agencies with significant funding for public transportation. In 1999, Initiative-695 removed this

source of funding for transit. Link lost over 45% of its funding as a result. Under Washington law, a PTBA may authorize up to a 1.0% sales tax and many agencies have gone back to the voters asking for sales tax increases to make up for the loss in MVET funds. Link has remained at 0.4% while managing costs and seeking additional funding, including some Job Access and Reverse Commute (JARC) grant funding. The addition of the FTA 5307 funds and future automobile sales tax revenue from the state (estimated at \$300,000) are allowing Link to recover many of their lost services.

Link just started a pilot project to place long distance rural paratransit ride requests on taxis and other contracted services. The preliminary results of the project appear successful in that the agency is able to save costs by minimizing the use of its drivers and vehicles for its most expensive trips.

Conclusions

The desire for dedicated and adequate revenue sources is prevalent across the various peers, particularly the Idaho properties. In the absence of dedicated funding, many peer agencies devote resources to attempting to build or maintain support at the local level and/or to seek additional partners willing to support public transportation in exchange for service. Most peers feel grant funding for operations (with the exception of the FTA 5307 program) are risky as they are not sustainable and/or come with “too many strings attached.”

Based on similar populations, all the Idaho agencies can access about \$700,000 in FTA 5307 funds, but all have a problem raising local matches in order to use all awarded funds. Only Pocatello is able to leverage more than 50% of its available 5307 allocation. Regarding services outside the urban area, there is a feeling among peer staff that regional authorities are not effective in Idaho as the lack of dedicated funding sources results in a gap between services received and financial support among communities served. The Pocatello model of providing specific “contracted” service in return for a local contribution has been the most successful model in leveraging local match requirements, both in the urban and rural areas. It is important to note, however, that Pocatello is home to a major university, which acts as a significant demand generator and provides local match funding.

Stakeholder Interview Summary

During the week of March 15, 2004, Nelson\Nygaard staff conducted a number of on-site interviews with members of the Kootenai County community. Additional interviews were conducted by phone during the following weeks. Many of our interviews focused on individuals or organizations that represent broader groups of existing or potential public transportation users. However, we also spoke with key policy makers, government officials, economic development interests and private employers. While the interviews do not provide a statistically valid representation of community needs, they are an important source of information in determining public attitudes toward transit, opportunities and barriers, service needs and potential financing options.

John Bryson, an expert in strategic planning for public organizations defines a stakeholder as “any person, group, or organization that can place a claim on an organization's attention, resources, or output or is affected by that output.” This broad definition is carried through in our interviews and ultimately includes any and all citizens of Kootenai County who have an interest in KMPO decisions about future public transportation services.

Community members interviewed during this effort include:

- John Bolz, Blind Support Group
- Carol Brown, Coeur d’Alene School District
- Kelly Brownsberger, Post Falls Highway District
- Bob Carter, Vocational Rehab
- David Dean, Panhandle State Bank
- Amy Dreps, Disability Action Center
- Josef Dreps, Coeur d’Alene Concerned Citizen
- Virgil Edwards, PWI/SL Head Start
- Ron Edinger, Coeur d’Alene City Council
- Mark Gibson, Post Falls Mazda
- Molly Habernicht, NICE Board Chair
- Lynn Humphreys, Post Falls Highway District
- John Ingalls, Coeur d’Alene Street Department Superintendent
- Kristy Reed Johnson, Post Falls Concerned Citizen
- Ken Korczyk, TESH
- Jackie McAvoy, Chair, Post Falls Chamber of Commerce
- Mike Miller, River City Plaza
- Sandra Miller – Director, Post Falls Senior Center

- Cindy Nelson, Disability Action Center
- Chuck Neyman, Self Help Hard of Hearing
- Dixie Reid, Coeur d'Alene City Council and Chair, Kootenai MPO
- Connemara Ricesinger, Post Falls Chamber of Commerce
- Hellen Stevens, NICE Executive Director
- Terry Werner, Post Falls Highway District
- Bob Wilbur, Post Falls Highway District
- Gary Young, City of Post Falls

While our conversations with stakeholders covered a wide range of topics related to public transportation and general transportation needs, we did ask a series of pointed questions designed to focus our conversations around important issues. This section provides a summary of our interviews and is organized under the following categories:

- Key regional transportation issues/challenges
- Priority needs for public transportation
- Strengths and weaknesses of existing transportation services
- Funding options for public transportation
- New services/service improvements
- Economic development/tourism
- Political/community support

Key Regional Transportation Issues/Challenges

Stakeholders were asked to identify key regional transportation issues or challenges facing the Metropolitan area and all of Kootenai County. A range of issues were identified, including:

- **Alternative transportation to/from Spokane.** One of the most frequently mentioned issues was the lack of alternatives to the private automobile for Kootenai County residents traveling to and from Spokane. Many stakeholders felt there was a need for some form of regular bus or rail service to Spokane for commuters. Increasing traffic and congestion on I-90 between Coeur d'Alene and Spokane was a common concern. While a few Spokane Transit vanpools currently run between Kootenai County and Spokane, there are no options for others who wish to travel this corridor at off hours or on a less regular schedule. Several stakeholders emphasized the importance of this connection for the many residents who travel to Spokane for medical appointments and services. As the primary regional medical center, Spokane is the destination for residents who need services not provided by Kootenai Medical Center.

- **Alternatives for low-income and single-car households.** When asked about general transportation issues, the lack of reliable alternatives to the automobile was a common concern. This concern resonated across numerous stakeholder groups, including those involved in social service provision, economic development, tourism, senior services, job placement, and medical services.
- **Ability for tourists to travel within the region.** As a crucial element of Kootenai County's economy, tourist-oriented transportation came up repeatedly during our interviews. Several stakeholders suggested that providing public transportation options that would allow tourists to travel within Coeur d'Alene and to other potential attractions throughout the county were important. During a group interview there was extensive discussion about the use of public resources to serve tourists. While some were in support, many felt that services for local residents should take priority over services designed to serve visitors, particularly if local funding supported these services. Several stakeholders felt that local tourism and development interests should be approached as private funding partners.
- **Road congestion.** Stakeholders were uniformly concerned about rapidly increasing traffic congestion in the Coeur d'Alene – Post Falls area. The general sentiment is that the road network is not keeping up with growth, which is leading to significant increases in congestion. The Highway 95 corridor was a primary area of concern; many suggested that traffic was reaching a “gridlock” level at peak hours. A few other issues or areas of particular concern were addressed by citizens we interviewed:
 - The need to improve north-south roadway capacity through the Coeur d'Alene – Post Falls area.
 - The need to build frontage roads along I-90.
 - Safety improvements at Appleway and Highway 95 are an important issue.
 - Identified congestion corridors include: Highway 95, Government Way and 15th Street.
- **High percentage of adults who cannot drive.** A number of stakeholders indicated that Kootenai County has a high percentage of adults that do not have driver's licenses. According to stakeholders, this is due to a high number of youth with disabilities, juvenile offenders and parolees. Several social service providers identified this issue and the associated challenges of transitioning their clients to stable successful jobs. Several stakeholders described the lack of transportation alternatives as a major obstacle in transitioning clients into stable jobs or life skills programs.
- **Tax revenues.** One of the greatest transportation challenges is the ability to raise tax revenues at the local or regional level. A number of stakeholders felt that there has been a need for tax increases to handle the region's transportation needs, but that the political, economic and regulatory climate makes it very difficult. Several stakeholders felt that even current service levels could not be maintained without new tax revenues.

- **Demand for fixed route.** The majority of the stakeholders with whom we spoke felt that the Coeur d’Alene – Post Falls area has sufficient demand to support some level of fixed-route service. Many people felt that the problems of low reliability and inconsistency, which limit the usefulness of existing services to all but the most transit-dependent, eliminate a significant market of low-income working residents that would be well served by fixed-route transit. Most stakeholders agree that current development patterns only support fixed route services in Coeur d’Alene and possibly parts of Post Falls, Hayden and Dalton.
- **Desire for rail transit.** A small percentage of the stakeholders we spoke with felt that the existing Burlington Northern rail right-of-way between Spokane and Coeur d’Alene should be used to provide a passenger rail connection. The stated needs were commuter connections to the regional employment center in Spokane and public transportation connections to recreational opportunities in Coeur d’Alene.

Priority Needs For Public Transportation

Stakeholders typically felt that public transportation was not a highly visible issue for Kootenai County residents. In other words, it would not be an issue likely to draw significant attention in a local election. However, the groups and individuals with whom we spoke recognized a number of significant public transportation needs, many of which are currently unmet. Two common threads permeated many stakeholder comments:

- Public transportation improvements should focus **inside** Kootenai County, before meeting county-to-county needs.
- The role of transit is to address people with the greatest “need.” Transit is there to provide an option for these people.

We asked stakeholders to share their thoughts about the primary purpose of public transportation in Kootenai County. The majority relayed a common sentiment, saying that public transportation resources should be focused on “moving people who don’t have transportation or cannot drive.” There was wide recognition that county residents who have the option to drive would continue to do so.

The following needs were identified as priorities for public transportation in Kootenai County:

- **Medical/Medicaid transportation:** There is a significant demand for Medicaid transportation in Kootenai County. Stakeholders indicated that this need is relatively well served by White Tail Transportation. Medicaid trips are often better served than other needs, simply because the Medicaid Transportation covers trip costs. Kootenai Medical Center (KMC) provides a shuttle service that meets the needs of many of its patients. However, advanced care facilities are lacking at KMC and many local residents travel regularly to Spokane for medical appointments. These intercounty medical trips were cited frequently as a large unmet need.
- **Job access:** Access to jobs for low-income and disabled residents was a major concern for citizens and social service providers that we interviewed. Stakeholders

indicated that there are a high number of juvenile offenders and young adults on probation in the county, who are unable to drive and have difficulties improving their lives because they do not have reliable access to employment. Many also cited a high number of minimum wage jobs in the retail and tourism sectors. One citizen with whom we spoke said that she had to give up a job because she found NICE to be too unreliable and could not afford the taxi fare to and from the job. We received many other comments that existing services are not reliable enough to serve residents who want to access local jobs. Transportation between lower income rural areas and job centers in Coeur d'Alene – Post Falls was also cited as a priority need.

- **Rural services:** The depressed economy in rural areas of Kootenai County combined with increasing housing prices in Coeur d'Alene and Post Falls has led to increased levels of poverty in rural communities and unincorporated areas. Many of these households cannot afford to operate a car or have only one vehicle for several adults. Connections to shopping, medical services, employment and other services in the urban area are a priority need for this population.
- **Intercounty/interstate and commute transportation:** Stakeholders largely felt that it was most important to look at providing transit service inside the county. However, most were emphatic that “you can’t leave Spokane out.” When asked about connections to other neighboring counties in Idaho, most stakeholders said that transit needs in the Coeur d'Alene – Post Falls area should be the primary focus, inter-county connections to Spokane secondary and other inter-regional needs should take a back seat. One stakeholder said, “The point is to connect the dots within the county. So, focus services in the Coeur d'Alene area, but you need to provide a link to Spokane.”
- **Senior and disabled transportation:** We spoke with several senior center employees and senior citizens about their public transportation needs. They indicated that transportation needs are complicated by the fact that seniors travel to different senior centers on different days for lunch programs. Post Falls, in particular, has one of the fastest growing senior communities in the county, but has no financial support to address transportation needs. The Post Falls Senior Center recently completed a mail out survey about senior services and knowledge of local services. A preliminary evaluation of survey results indicated that lack of transportation was a concern, but did not appear to be a prevalent one.
- **Students:** Public school and college student transportation needs were also identified as unmet or underserved markets in the Coeur d'Alene – Post Falls area. While yellow bus services are very good in the rural areas, many students in the urban areas do not have access to these services. The Director of Transportation for Coeur d'Alene Public Schools indicated that they receive many requests to transport students within the urban area. An upcoming change to district policies that will allow students to attend schools outside their designated attendance area is likely to increase the demand for local school trips. The Transportation Director also indicated that the district is currently able to meet only 50 to 65 percent of the demand for disabled student transportation.

Unmet needs among the college student community were not mentioned frequently by stakeholders. The North Idaho College Shuttle currently meets needs around the College. The larger challenge, identified by a few stakeholders, is for rural residents traveling to higher education facilities in Coeur d'Alene. Stakeholders involved in education expect Coeur d'Alene to develop as a regional center for higher education in the next five to ten years, making public transportation to the NIC area an increasingly important element of the regional transportation picture.

Strengths and Weakness of Existing Transportation Services

During our interviews we asked stakeholders to discuss the strengths and weaknesses of existing public transportation services. These conversations revealed a general sentiment that the existing system grossly underserves existing needs and is useful only to a select few regular users. That said, those who use existing KATS, NICE or White Tail services regularly said that they were vital to their lives or the lives of their clients. NICE/KATS staff and board members were the first to admit that they could not meet local or regional needs with the limited resources currently available to them.

The following are some key concerns or issues raised by stakeholders during these discussions.

- **Level of knowledge.** We asked stakeholders how familiar they were with existing public transportation services. Most knew that NICE existed, and many were vaguely familiar with the services they provided. Only those who used services regularly or had clients that used the service could provide specific information about NICE services. Some stakeholders recognized the existence of KATS, but most were uncertain about how this service is different from NICE.
- **Stakeholders** felt that there is a stigma associated with riding the bus in Kootenai County, one that will need to be eliminated before a local or regional system can be truly successful. One group of citizens felt strongly that “transit should allow flexibility with dignity.” According to stakeholders, people don’t like to have to rely on other people. Having bus service available allows them to maintain their dignity and to make many trips they might not otherwise take.
- **Public information.** Very few stakeholders could identify how to access public information about existing NICE/KATS services. A few who used the service regularly indicated that they knew the dispatch phone number. A few others were aware that there is basic information available on the web. Several stakeholders felt that there was little promotion of existing services, although they understood that this was likely reflective of the lack of resources. One community representative indicated that they had contacted KATS/NICE to request more information or an on-site presentation, but never received a response.

Multiple stakeholders indicated that cost keeps many people off existing KATS/NICE services. Even though the service operates on “donations,” many people either feel obligated to pay or don’t realize that the fare is optional. One stakeholder recalled

an instance when a driver actually demanded a passenger pay the fare. Suggested donations on KATS/NICE are perceived as much higher than comparable services in other cities.

- **Key concerns with services.** *Reliability* was by far the most frequently cited concern related to NICE/KATS services. We spoke with several citizens who had attempted to use or had used NICE at various times. Their experience was that reliability for non-subscription customers was very low and that existing service hours and pick-up windows made it difficult to make any type of time-sensitive trip using the service.

Inconsistency in service was reflected in comments about wide variations in pick-up windows ranging from 20 to 60 minutes. Others cited scheduling problems, including a tendency for drivers to make changes in their own schedule, but not communicate the changes to waiting passengers.

Another common sentiment was that current services are inadequate. People want to be able to travel when they need to travel. Under the current system, there is no ability for spontaneity with regard to using public transit. According to stakeholders, it is difficult to schedule last-minute appointments.

A few stakeholders also indicated a lack of coordination among service providers. Because everyone is working independently (KMC, KATS/NICE, NIC, AAA) many residents do not really know what types of services are available.

- **Strengths.** According to stakeholders, the primary strength of existing services is that they exist. These comments were not intended to be negative. Rather, they were in recognition of the challenges involved in maintaining any service given the lack of available funding.

Funding Options for Public Transportation

We asked Kootenai County stakeholders to express their opinions about the potential for increased public transportation funding. Most stakeholders were cognizant of the fact that resources available for transit are currently very low and are further constrained by statewide regulations that preclude funding transit through local options revenues. Many stakeholders stated simply that there is no broad-based interest in funding public transportation. Their feeling is that measures that improve or widen existing roadways are more likely to receive support than any efforts to remove auto trips from local roadways.

Several stakeholders proposed that transit costs be passed on to those people or groups that use the services. Others realized the limitations of this approach in that per-trip costs are typically highly subsidized and the groups with the highest level of need are also least likely to be able to pay.

Stakeholders from city and county government were skeptical about the ability for various jurisdictions to contribute from General Fund accounts. Some stakeholders felt there may

be some opportunity to increase local funding if it meant major improvements in the level of service available to their residents.

One stakeholder felt that an impact fee on new development was a logical solution for funding public transportation: “Impact fees are a palatable solution because congestion is a result of new businesses and residential development.”

New Services/Service Improvements

Kootenai County stakeholders felt that significant improvements to existing public transportation services are needed to form a system that meets the “major” needs of county residents. However, some also expressed caution about expanding too fast and risking failed services such as the Coeur d’Alene fixed route that operated and was discontinued during the mid 1990’s.

There were several common themes among the suggestions provided by the stakeholder group. The following is a list of the five most suggested service improvements, starting with the most commonly suggested:

1. Fixed route bus service within the City of Coeur d’Alene
2. A transit connection from Post Falls to Coeur d’Alene
3. Transit service from Coeur d’Alene and Post Falls to Spokane or to Spokane Transit connections at Liberty Lake.
4. Bus service from Hayden, Hayden Lake and Rathdrum to Coeur d’Alene.
5. Countywide fixed route or reliable demand-response service focused on getting people to jobs.

Other important suggestions included: providing better public information, developing more park-and-ride capacity for intercounty commuters, running a tourist-oriented trolley (rail or rubber tire) in downtown Coeur d’Alene, providing service on the weekend, and implementing service to better meet rural to urban medical transportation needs.

Economic Development and Tourism

While most people did not link public transportation and economic development, there were a few stakeholders who felt that public transportation was crucial to the economic development of the area. With the decline of the traditional resource-based economy in Kootenai County, government services, retail, health care, construction, call centers, manufacturing and tourism are leading sectors in an increasingly diverse economy.

Many others feel that higher education is also an increasingly important element of the regional economy. The County’s planned development of a higher education corridor including the University of Idaho, Lewis and Clark and Idaho State campuses should

contribute to this growth. This development is planned on the mill site off Northwest Boulevard near Hubbard and is projected to tie into North 4th.

Public transportation needs related to the growing tourism industry are twofold: (1) low-wage workers are needed to fill service jobs at hotels and restaurants and (2) tourists, especially those without cars, look for ways to travel around town and to other recreational sites. Neither of these needs is met by existing services. Like many small tourist-oriented towns, Coeur d'Alene is already facing the challenge of providing affordable housing for low-wage workers near job sites. As home prices rise due to the attractiveness of the community, workers are forced outward and therefore need reliable transportation to make longer commutes.

Stakeholders raised varied ideas about how public transportation could better serve summer tourists. Ideas ranged from a downtown shuttle to an intercity rail line connecting Coeur d'Alene and Spokane. The primary message, however, is that this market must be considered in the development of local public transportation options.

A few other key issues related to local economic development were raised, including:

- The development of Huetter Road between Coeur d'Alene and Post Falls: the County is examining approximately 1,000 acres in this corridor for future development.
- The new hospital now open in Post Falls: transportation to the hospital and other future medical facilities in this area will be important.
- Post Falls is developing a new downtown, which is expected to be a draw for visitors. The new shops, restaurants and activities in this area should be tied to Coeur d'Alene and other regional lodging opportunities.

Political/Community Support

Overall levels of support for public transportation in Kootenai County will ultimately drive the feasibility of various funding options (discussed above) and the development of new services. We asked stakeholders to comment on the perceived level of support for public transit in Kootenai County.

Several stakeholders expressed the sentiment that transit needs to be a countywide service. In other words, there would not be support for a system that is focused on one city or part of the county. One stakeholder felt strongly that the County should be responsible for the operation and administration of the bus system to ensure that it is an equitable, countywide service.

Many others felt that gaining public support for new public transportation services would be difficult for two reasons: (1) the general discontent with existing services has made people skeptical about transit and (2) Kootenai County residents are still very oriented toward driving and have had little education about what good public transportation could mean for the area. One stakeholder felt that it would be very difficult to get the communities

involved in a discussion on public transportation, unless it was controversial or received extensive media exposure.

Some stakeholders suggested that direct outreach at each senior center in the county and at other key service locations could create some interest in public transportation. Others felt the best way to get people to turn out is to have neighborhood-based meetings. According to one stakeholder, "People do want to get involved but you have to give them a reason why it affects them."

Summary

Overall, the stakeholder group felt that there is substantial need for improved public transportation services in Kootenai County and connecting service to Spokane. Increasing population pressures were cited as reasons to invest in transportation alternatives to reduce congestion, as well as to serve the needs of county residents that face regular transportation challenges. That said, most also felt that public transit is not an important issue in the public eye and that significant public education would be needed before any local options funding would be possible.

The following is a summary of key issues raised by stakeholders:

- New fixed route service in Coeur d'Alene and Post Falls would be the most desirable public transportation improvement.
- Better public transit alternatives are needed for commuters and medical patients traveling to Spokane.
- Job access is a major challenge for many low-income residents and the agencies that work to place residents in stable work environments. Increasing housing costs in the urban area have forced many low-income residents to rural areas where housing is cheaper, but transportation challenges are much greater.
- One of the greatest identified transportation challenges is the ability to raise tax revenues at the local or regional level. The current political, economic and regulatory climate provides a particularly difficult challenge for improving public transportation.
- Stakeholders recognize tourism as an important element of the regional economy and see public transportation as crucial to the growth of this industry, both in terms of getting workers to jobs and providing mobility for visitors.
- Increasing congestion due to rapid population growth is a major concern for many Kootenai County residents.
- Those familiar with NICE/KATS are appreciative of the service they provide, but typically view them as unreliable and inconsistent. These services cater largely to subscription riders (those who ride daily at a set time) and sometimes have difficulties meeting non-subscription public transit needs.

- Stakeholders felt that general community support for public transportation is weak due to a lack of education about its benefits and the perceived unreliability of existing services.
- Kootenai Medical Center does a good job meeting medical transportation needs for its clients and White Tail handles Medicaid eligible passengers in the county. However, there is a significant number of medical trips that are not met by these services, including trips to non-KMC facilities and long-distance medical trips to Spokane, which services as the regional medical center for the entire Inland Northwest.
- Identified student transportation needs include local trips for high school and junior high school students as well as transportation for NIC commuters. There is an expectation that demand for transportation for NIC and other college students will increase as Coeur d'Alene increasingly becomes a regional center for higher education.

Assessment of Public Transportation Needs & Ridership Potential

This section takes a two-fold approach to identifying transit needs and ridership potential in Kootenai County. The first section provides a summary of findings from stakeholder interviews and the general public telephone survey conducted in April 2004. Statistically representative results from the telephone survey, which provide the backbone for this analysis, are supplemented with anecdotal findings from our conversations with members of the community. The second section provides a quantitative analysis of ridership demand potential in the Kootenai metropolitan area.

Unmet Needs (Survey and Stakeholders)

The following is a qualitative summary of unmet public transportation needs identified during our evaluation of existing conditions:

- New fixed-route service in Coeur d'Alene and Post Falls is a highly desired public transportation improvement. Approximately 48 percent of survey respondents indicate that they or someone in their household would use a fixed route system that provided service near their home.
- Survey respondents that indicated members of their household would use public transportation typically felt they would use it frequently. Over 75% said they would use transit services one or more times per week. When compared with current levels of use this represents a significant latent demand.
- Better public transit alternatives are needed for commuters and medical patients traveling to Spokane. Over 8,000 commuters travel from Kootenai County to the Spokane area daily, mostly by single occupant auto trips. Additionally, there appears to be a significant demand for travel to Kootenai County from Spokane. Survey

respondents strongly supported intercounty bus connections as well as the development of park-and-rides in Kootenai County to support van and carpool activities.

- There are a number of seasonal transportation needs associated with the tourism industry, both for visitors and for the influx of seasonal labor needed to support this industry.
- Job access is a major challenge for many low-income residents and the agencies that work to place residents in stable work environments. Increasing housing costs in the urban area have forced many low-income residents to rural areas where housing is cheaper, but transportation challenges are much greater. Several social service agencies representatives indicated that Kootenai County has a high percentage of adults and troubled youth that do not have driving licenses and are challenged in returning to productive work environments.
- There appears to be significant unmet need among low-income, youth, and general public commuters who would like to use transit, but are discouraged by the lack of reliability on the existing system.

Ridership Potential

This section presents an analysis of the demand for transit services in Kootenai metropolitan area. Transit demand estimation relies on a number of factors, not all of which can be captured reliably. Rural and small city transit ridership projections are typically more difficult to predict than those in major urban areas, since transit use is more reliant on site specific need rather than overall land use density. This analysis makes use of demographic data and trends as well as the review of peer properties discussed earlier in the report.

We assess ridership using two methods:

1. **Peer Based Estimate:** This is an assessment of ridership potential based on levels of patronage achieved by peer cities given certain service levels and types. This provides a more realistic estimate of ridership levels that could be achieved in the urban area with levels of transit funding comparable to small urban peers.
2. **Small City/Rural Transit Model:** This applies a transit demand methodology developed to estimate countywide ridership for small city/rural systems in Washington State. No comparable model exists for Idaho, so we chose this model as Kootenai County has many demographic and economic similarities to rural eastern Washington. This model estimates the “total need” based on the assumption that transit service would be available wherever need was present.

Ridership Estimate Based on Peer Communities

For each of the peer communities examined earlier in the report, Figure 36 calculates two important measures related to system performance: (1) passengers per revenue hour of service and (2) passengers trips per capita. Since the peer systems operate primarily in

urban areas, we will use system performance in these communities to project ridership potential in the Kootenai metropolitan area.

Figure 36 Passengers Per Revenue Hour and Per Capita for Peer Communities

Peer	Primary Service Type	Urban Area Population	Annual Revenue Hours	Annual Ridership	Passengers Per Revenue Hour	Passenger Trips Per Capita
Pocatello, ID	Fixed Route	62,498	37,000	502,000	13.6	8.0
Lewiston, ID	Fixed Route	50,317	13,000	101,000	7.8	2.0
Nampa-Caldwell, ID	Fixed Route	95,909	9,500	63,200	6.7	0.7
Klamath Falls, OR	Fixed Route	42,000	18,870	262,128	14	6.2
Wenatchee, WA	Fixed Route	55,425	40,000	582,200	14.6	10.5
AVERAGE		61,230	23,674	302,106	11.3	5.5
 						
Idaho Falls	Demand Response	66,973	12,000	37,000	3.1	0.6
Bend, OR	Demand Response	57,525	25,900	95,600	3.7	1.7
Wasco Co, OR	Demand Response	22,000	11,430	32,000	2.8	1.5
Ridgecrest, CA	Demand Response	24,927	9,300	60,000	6.4	2.4
AVERAGE		42,856	14,658	56,150	4.0	1.6

Peer communities reviewed in the table above operate under two different service models – fixed route and general public demand response (flex). Since demand response (curb-to-curb) services such as those currently provided by KATS are inherently less productive than fixed route, we provide a separate projection for each service type.

Fixed Route

We estimate that a fixed-route system operating exclusively in the Coeur d’Alene – Post Falls area could achieve:

- **10 – 12 passenger boardings per revenue hour of service:** this assumes a route network designed to serve the corridors with the densest population and employment. Productivity of service is relative to the amount of service deployed and the extent of the total service area served. For example, a single route that traveled frequently along the densest corridors in Coeur d’Alene could exceed 12 boardings per hour, but would not achieve significant geographic coverage. Conversely, a route structure that reached every part of the community with the same

number of revenue hours would be less frequent and would carry significantly fewer passengers per hour of service.

- **5 – 6 passenger boardings per capita per year:** given an urban area population of 74,000 this is equal to 370,000 to 440,000 passenger trips per year.

Demand Response

KATS currently operates demand response service in the Coeur d’Alene – Post Falls area, providing a working indicator of the demand levels. However, our service review indicates that there may be substantial unmet demand and that many potential passengers are not using the service due to perceived unreliability. Therefore, existing ridership may be a poor indicator of the potential that exists for an efficient demand response service.

We estimate that a demand response system operating exclusively in the Coeur d’Alene – Post Falls area could achieve:

- **3 to 4 passengers boardings per revenue hour of service:** this assumes a general public demand response service with resources focused on serving the Coeur d’Alene – Post Falls urban area. Demand response service to rural areas is intrinsically able to carry fewer passengers per hour of service. As more resources that are transferred to rural service and away from service in the urban area, productivity (passengers per hour of service) will decline.
- **Between 1 and 2 passenger boarding per capita:** given an urban area population of 74,000 this is equal to approximately 74,000 to 148,000 passenger trips per year.

The Tradeoff

A fixed route service model offers much higher potential to build a strong ridership base, particularly in the Coeur d’Alene – Post Falls urban area. It is also likely to be the preferred model for environmental advocates interested in auto trip reduction goals and for fiscal conservatives who are interested in achieving the highest possible level of farebox return (fares as percent of total operating revenue).

While a demand response service would likely attract less than half the number of annual riders as fixed route, it would provide greater geographic coverage. This is particularly important for the transportation disadvantaged who rely on public transportation to make important medical, shopping and social service trips. Even under a fixed-route scenario eligibility limited paratransit service would be available. The Americans with Disabilities Act (ADA) requires that demand-response service is available for passengers unable to access fixed route bus service within $\frac{3}{4}$ mile of a fixed line.

Ridership Potential Based on Washington State Small City/Rural Demand Estimation Model

The Total Transit Demand-All (TTD-ALL) uses average values for ridership by population subgroup from regional transportation systems in Washington to predict ridership for other

areas. The model is developed based on a review of small city/rural systems for communities under 100,000 population. Data needs for the model consist of total population for the county, population aged 65 and over, the number of mobility-limited individuals, and the number of people living below the national poverty level. Of course, mobility needs vary from county to county and no model can capture all aspects of demand. For example, a specific human service program site, such as TESH in Coeur d’Alene, can create significant daily demand that is difficult to capture in a regional demand estimation.

Projected countywide ridership is based on the following formula:³

$$\text{Predicted Rides Per Capita Per Year} = 0.53 \times \frac{(6.4 \times \text{Elderly Population} + 12.5 \times \text{Total Population} + 120(\text{Mobility Limited 16-65} + \text{ML Over 65}))}{(\% \text{Population above Poverty} \times 1.7)}$$

Figure 37 Model Inputs for Kootenai County Urbanized Area

Model Input	Total	Percent of Total
Total Pop	74,000	100%
Elderly 65+	8,880	12%
Mobility Limited 16-65	13,320	18%
Mobility Limited 65+	28,860	39%
Pop Above Poverty Level	66,600	90%

This model provides an estimate of per capita⁴ ridership potential based on the assumption that high quality transit service is available throughout the area. While this does not include a specific definition of service levels, it can be assumed that to achieve this level of ridership regularly scheduled route service would be need to available on all major rural corridors and that fixed-route service would be available throughout the Coeur d’Alene – Post Falls area at 30 to 60 minute frequencies.

The model estimates a demand of 11.1 annual public transportation trips per capita. This model is developed based on fare levels in Washington State, which tend to be lower than the national average and significant lower than those currently than those charged for both local and rural intercity trips in Kootenai County. We propose a fare based correction to this model of approximately –0.25%, based on the assumption that fare disincentives are

³ Demand Forecasting for Rural Transit. Washington State Transportation Center. August 1998. <http://ntl.bts.gov/DOCS/ruraldemand.html>

⁴ Per capita for persons over the age of 14. While some percentage of this group may ride, transit consumption in these age groups is typically low.

more likely to discourage rural passengers who pay higher fares from using services.⁵ The adjusted demand estimate is 8.4 passenger trips per capita.

Unmet Demand

Based on the model use above, we estimate that there is a latent demand for approximately 341,000 trips in the Kootenai metropolitan area. This represents demand for general public and programmatic trips, so it is not expected that a single public transportation service would meet the entirety of the demand.

Figure 38 Estimated Public Transportation Demand for Kootenai Metropolitan Area

Service	Monthly Trips	Annual Trips ¹
KATS	3,710	44,520
White Tail	1,000	12,000
KMC Patient Transport	900	10,800
NIC Shuttle	1,870	22,440
Taxi ³	33,000	39,600
Other Private Providers	660	7,920
Total Trips Provided	41,140	137,280
Total Estimated Demand²		478,632
Total Unmet Demand		341,352
<i>% Demand Unmet</i>		<i>71%</i>

1. Annual estimates based on 240 weekdays of service for KATS/NICE; 254 for White Tail and KMC and 160 weekdays of service for the NIC shuttle).
2. Based on estimated 8.4 trips per capita for urban area population over 14 years of age. This is meant to represent total maximum demand for all general public, medical and programmatic transportation needs.
3. Based on estimates provided by local taxi providers.
4. Based on estimates provided by senior and residential care facilities operating van services.

Overall, we estimate that roughly 71% of total public transportation demand remains unmet in the Kootenai metropolitan area.⁶ Another 50,000 trips are provided each year by NICE in rural Kootenai and surrounding counties. Many of these trips either start or end in the Coeur d’Alene – Post Falls area and may account for some of the estimated unmet demand.

Barriers To Meeting Needs

It is rare that small urban and rural areas are able to meet all general public and program transportation needs. As described above, challenges in Idaho tend to be even more

⁵ This is based on a 70%/30% urban rural population split in Kootenai County and a coefficient of 1.7 developed by TTD modelers to account for the impact of fare differences on populations served by various countywide systems.

⁶ This level of unmet demand is not uncommon for areas of comparable size with limited public transportation services available.

dramatic than many others states where public transportation providers collect local options revenues. Several key barriers stand in the way of meeting identified public transportation needs in Kootenai County. The most significant of these include:

Funding Availability

The primary challenge facing Kootenai County and public transportation providers throughout Idaho is the inability to levy local options revenue for transit. As describe earlier in this report, a statewide task force is lobbying the state legislature to lift these restrictions and local options taxing may be an option within the next two to three years. Until legislative action is taken on this item, contributions from local funding partners will need to serve as the primary local match source to leverage Federal Transit Administration 5307 funds available to KMPO. Currently local match funding from Kootenai Medical Center, North Idaho College and the Area Agency on Adult and Aging Services allows the KMPO to receive less approximately 39% of available federal funds, much of which is used to support service specific to partner clients, not the general public.

Coordination of Services

One of the challenges facing Kootenai County providers is the lack of an obvious central department that manages funding, administration and planning efforts for public transportation. A number of studies, including two recent Transit Cooperative Research Program studies on coordination (TCRP B-24 and H-26), cite a stable clearinghouse as a crucial element of effective coordination.⁷ In Kootenai County functions are divided across a number of agencies and organizations. Service provision, administration of funds, and planning work have traditionally been handled by separate agencies or contractors. Potential lead agencies on coordination are often lack the resources to dedicate significant staff time to building coalitions among potential transportation partners.

On the up side, there have been efforts within the county to maximize the use of federal funds available for operation and capital through coordinated funding programs, particularly with Kootenai Medical Center, North Idaho College and the Area Agency on Adult and Aging Services. In addition, some informal coordination of service does occur between KATS/NICE and White Tail and Kootenai Medical Center.

Perception and Awareness of Existing Services

Just 47% of respondents to the general public telephone survey were aware that there were general public dial-a-ride services available in Kootenai County. This is a very low number in comparison to transit service recognition figures from comparable surveys Nelson\Nygaard have conducted in small communities and counties. This overall lack of recognition is an obstacle to building ridership and support on existing services and to gaining political support for future transit measures.

⁷ These two studies, *Economic Benefits of Transit and Human Service Transportation Coordination and Benefits if Rural Coordination*, are still in draft form and may not yet be available on from TCRP. Nelson\Nygaard co-authored both of these studies and can provide relevant information as needed.

Those who have used KATS/NICE or are associated with transit customers tend to have a strong perception that the service is unreliable. In many cases people we spoke with indicated they had tried to use the service, but quickly discontinued their use because it did not meet their needs. KATS/NICE staff indicated that they do not have sufficient operating resources to meet all local demand and that they are forced to prioritize trips based on need, causing potential customers to fall through the cracks.

Land Use Patterns

The nature of rural land use patterns in the United States means that mobility needs are largely met by personal private automobile use. High levels of auto ownership and reliance have reduced the availability and perceived need for public transportation in many rural areas throughout the Idaho and the nation. However, rural residents often operate on lower incomes than city dwellers and often have less operable vehicles per adult than comparable urban households. This is particularly true in Kootenai County where poverty levels are much higher in rural areas due to the decline of the resource-based economy. In addition, many residents employed in low-wage positions in the urban areas have been forced to move to rural communities to afford housing.

While it will always be harder to serve rural passengers efficiently, current real estate and economic trends point to increasing demand for services to and from the rural areas of Kootenai County.

Increased coordination between transportation providers and local land use agencies should be an area of further focus of this study to ensure that future comprehensive and short-term planning efforts consider the specific land use requirements necessary to support effective transit services.

Next Steps

This *Final Existing Conditions and Needs Assessment Report* provides a baseline analysis of existing public transportation services available in Kootenai County, summarizes the funding and use of those services, outlines public perceptions and awareness of public transportation, and estimates overall levels of unmet demand. The findings of this report will be presented to staff and to the Public Transportation Feasibility Study Strategic Advisory Committee (SAC) before the report is finalized.

Next steps in the study process include:

- **The formation of a Core Focus Group** that will convene at key junctures throughout the process to provide input from the perspective of the “average citizen” on study findings, service alternatives and funding options.
- **The development of service alternatives** that are responsive to identified demand and expressed community needs. Public outreach meetings will be held to provide an open discussion about various service alternatives.

- **An organizational analysis** will be completed to determine the optimal model for administration and governance of public transportation services in the Kootenai metropolitan area.
- **A financial analysis and funding plan** will be developed to clearly portray the costs and benefits of providing public transportation services in the Kootenai metropolitan area and to outline a sustainable funding strategy for the next five years.
- **A draft and final Public Transportation Plan** will be developed providing comprehensive short-term (5-year) and long-term (20-year) recommendations for public transportation services and administration.

The SAC will continue to meet regularly throughout the project and presentations will be made to the KMPO Board at key times during the study.

Appendix A: General Public Survey Instrument

This appendix contains a copy of the general public telephone survey instrument presented in CATI format, the format used by the call center to implement the survey.

Existing Conditions & Needs Assessment • Appendix A

KOOTENAI METROPOLITAN PLANNING ORGANIZATION

QUESTIONNAIRE WITH SKIP PATTERNS

(11:47:22 21 APR 2004)

QUESTIONNAIRE = ID
VERSION : 1.5

```
*****
*
*
***** * _____ APPROVED AS IS
*
* CODE BOX * *
*
* * _____ APPROVED WITH CHANGES AS NOTED
*
* LT = LESS THAN ( < ) * *
*
* GT = GREATER THAN ( > ) * * _____ SEND ANOTHER DRAFT
*
* EQ = EQUALS ( = ) * *
*
* NE = NOT EQUAL TO ( # ) * *
*
***** * _____
*
* SIGNATURE
*
*****
```

HELLO, MY NAME IS _____. I'M CONDUCTING A SURVEY FOR KOOTENAI METROPOLITAN PLANNING ORGANIZATION. WOULD YOU BE WILLING TO ANSWER A FEW QUESTIONS TO HELP US TO UNDERSTAND YOUR NEEDS AND OPINIONS ABOUT TRANSPORTATION ? ALL ANSWERS WILL BE KEPT STRICTLY CONFIDENTIAL. THE SURVEY WILL TAKE BETWEEN 8 AND 10 MINUTES.

```
*****
1. FIRST OF ALL, ARE YOU AT LEAST 16 YEARS OLD ?

1. YES
2. NO
```

SURVEYOR NOTE: IF NO, ASK FOR SOMEONE OVER 16

SKIP AFTER Q1 IF Q<1> EQ 2 THEN GO END

2. WHICH COMMUNITY DO YOU LIVE IN?

- 1. COEUR D'ALENE
- 2. POST FALLS
- 3. ATHOL
- 4. DALTON GARDENS
- 5. HARRISON
- 6. HAUSER
- 7. HAYDEN
- 8. HAYDEN LAKE
- 9. HEUTTER
- 10. PINEHURST
- 11. RATHDRUM
- 12. ROSE LAKE
- 13. SPIRIT LAKE
- 14. STATE LINE
- 15. WORLEY
- 16. OTHER

OTHER LINE = 100

(DON'T READ PRECODED RESPONSES)

3. WHAT ARE THE CROSS STREETS AT THE INTERSECTION NEAREST YOUR HOME?

SURVEYOR NOTE: USE '&' TO SEPARATE STREETS, AND HAVE RESPONDENTS SPELL STREET NAMES!

IF THEY ONLY GIVE ONE STREET ASK FOR CLOSEST KNOWN INTERSECTION (MAY POSSIBLY INCLUDE I-90 FWY)

4. INCLUDING YOURSELF, HOW MANY PEOPLE OVER 16 YEARS OF AGE LIVE IN YOUR HOUSEHOLD?

- 1. ONE
- 2. TWO
- 3. THREE
- 4. FOUR
- 5. FIVE
- 6. SIX OR MORE

5. HOW MANY PEOPLE IN YOUR HOUSEHOLD HAVE A VALID DRIVER'S LICENSE?

- 1. ONE
- 2. TWO
- 3. THREE
- 4. FOUR
- 5. FIVE
- 6. SIX OR MORE

Existing Conditions & Needs Assessment • Appendix A

KOOTENAI METROPOLITAN PLANNING ORGANIZATION

6. HOW MANY OPERATIONAL CARS, TRUCKS, VAN AND MOTORCYCLES DO THE PEOPLE LIVING IN YOUR HOUSEHOLD HAVE IMMEDIATE ACCESS TO?

- 1. NONE
- 2. ONE
- 3. TWO
- 4. THREE
- 5. FOUR
- 6. FIVE OR MORE

7. IN A TYPICAL WEEK, HOW MANY ROUND-TRIP TRIPS OF MORE THAN 1/4 MILE DO YOU MAKE FROM HOME TO PLACES IN KOOTENAI OR NEIGHBORING COUNTIES? THESE TRIPS CAN BE BY CAR, BUS, BIKE, OR WALKING.

(FOR EXAMPLE, YOU SHOULD COUNT GOING TO WORK OR TO A RESTAURANT AS ONE ROUND-TRIP FOR EACH DAY YOU DO IT)

- | | | | |
|--------|--------|--------|-----------|
| 1. 1 | 11. 11 | 21. 21 | 31. NONE |
| 2. 2 | 12. 12 | 22. 22 | 32. OTHER |
| 3. 3 | 13. 13 | 23. 23 | |
| 4. 4 | 14. 14 | 24. 24 | |
| 5. 5 | 15. 15 | 25. 25 | |
| 6. 6 | 16. 16 | 26. 26 | |
| 7. 7 | 17. 17 | 27. 27 | |
| 8. 8 | 18. 18 | 28. 28 | |
| 9. 9 | 19. 19 | 29. 29 | |
| 10. 10 | 20. 20 | 30. 30 | |

SKIP AFTER Q7 IF Q<7> EQ 31 THEN GO 13

8. WHAT IS THE MOST FREQUENT PURPOSE OF THESE TRIPS? (IN OTHER WORDS, DURING A TYPICAL WEEK, WHAT IS THE PRIMARY REASON YOU LEAVE YOUR HOUSE TO GO SOMEWHERE ELSE?)

- 1. WORK
- 2. SHOPPING
- 3. SCHOOL
- 4. MEDICAL APPOINTMENT
- 5. SOCIAL SERVICE APPOINTMENT
- 6. TRIP TO MEAL SITE
- 7. SOCIAL OR RECREATION
- 8. DRIVING SOMEONE ELSE WHERE SHE/HE NEEDS TO GO
- 9. OTHER

OTHER LINE = 101

(DON'T READ PRECODED RESPONSES)

Existing Conditions & Needs Assessment • Appendix A

KOOTENAI METROPOLITAN PLANNING ORGANIZATION

9. WHAT IS THE SECOND MOST FREQUENT PURPOSE OF THESE TRIPS?

- 1. WORK
- 2. SHOPPING
- 3. SCHOOL
- 4. MEDICAL APPOINTMENT
- 5. SOCIAL SERVICE APPOINTMENT
- 6. TRIP TO MEAL SITE
- 7. SOCIAL OR RECREATION
- 8. DRIVING SOMEONE ELSE WHERE SHE/HE NEEDS TO GO
- 9. OTHER

OTHER LINE = 102

(DON'T READ PRECODED RESPONSES)

10. HOW DO YOU MOST FREQUENTLY MAKE THESE TRIPS?

- 1. DRIVE MY CAR
- 2. GET A RIDE WITH SOMEONE ELSE
- 3. NICE/KATS BUS
- 4. WHITE TAIL BUS (MEDICAID)
- 5. WALK
- 6. BIKE
- 7. TAXI
- 8. OTHER

OTHER LINE = 103

11. DO YOU MAKE REGULAR COMMUTE TRIPS TO WORK OR SCHOOL?

- 1. YES
- 2. NO

(DON'T READ PRECODED RESPONSES)

SKIP AFTER Q11 IF Q<11> EQ 2 THEN GO 13

12. WHAT IS YOUR AVERAGE ONE WAY COMMUTE DISTANCE? (MILES)

Existing Conditions & Needs Assessment • Appendix A

KOOTENAI METROPOLITAN PLANNING ORGANIZATION

13. WHAT THREE PLACES DO YOU THINK MOST NEED TRANSIT SERVICE? PLEASE BE AS SPECIFIC AS POSSIBLE.

- 1. OTHER (NAME THREE PLACES)
- 2. NO RESPONSE/NO OPINION

SURVEYOR NOTE: ENTER CHOICES IN ORDER RECEIVED SEPARATED BY COMMAS
TRY TO GET SPECIFIC LOCATIONS LIKE A PARTICULAR SHOPPING CENTER, MEDICAL CENTER AND TOWN ITS IN.

OTHER LINE = 104

(DON'T READ PRECODED RESPONSES)

14. IF THERE WAS REGULAR TRANSIT SERVICE TO THESE PLACES AND THE BUS STOPPED NEAR YOUR HOME WOULD YOU OR A MEMBER OF YOUR HOUSEHOLD USE THE SERVICE?

- 1. YES
- 2. NO
- 3. DON'T KNOW/MAYBE

(DON'T READ PRECODED RESPONSES)

SKIP AFTER Q14 IF Q<14> EQ 2 THEN GO 17

15. WOULD IT BE . . . ?

- 1. SOMEONE UNDER 16
- 2. SOMEONE 16-60, OR
- 3. SOMEONE OVER 60
- 4. NO ANSWER/DON'T KNOW

(READ PRE-CODED RESPONSES-EXCEPT FOR 'DON'T KNOW', 'REFUSED', ETC)

16. DO YOU THINK THEY WOULD USE IT . . . ?

- 1. SEVERAL TIMES A WEEK
- 2. ONCE OR TWICE A WEEK
- 3. SEVERAL TIMES A MONTH, OR
- 4. RARELY
- 5. NO ANSWER/DON'T KNOW

(READ PRE-CODED RESPONSES-EXCEPT FOR 'DON'T KNOW', 'REFUSED', ETC)

17. PRESENTLY DIAL-A-RIDE SERVICE IS AVAILABLE FOR SENIORS, PERSONS WITH DISABILITIES AND THE GENERAL PUBLIC IN KOOTENAI COUNTY. ARE YOU AWARE OF THIS SERVICE?

- 1. YES
- 2. NO

(DON'T READ PRECODED RESPONSES)

Existing Conditions & Needs Assessment • Appendix A

KOOTENAI METROPOLITAN PLANNING ORGANIZATION

18. HAVE YOU RIDDEN PUBLIC TRANSPORTATION LOCALLY IN THE LAST YEAR?

- 1. YES
- 2. NO
- 3. DON'T KNOW/DON'T REMEMBER

(DON'T READ PRECODED RESPONSES)

SKIP AFTER Q18 IF Q<18> GE 2 THEN GO 21

19. WHAT SERVICE OR SERVICES DID YOU USE?

- 1. NICE
- 2. KATS
- 3. KOOTENAI MEDICAL CENTER VAN
- 4. WHITE TAIL TRANSPORTATION
- 5. NORTH IDAHO COLLEGE SHUTTLE
- 6. TAXI
- 7. SPOKANE TRANSIT BUS SERVICE
- 8. SPOKANE TRANSIT VANPOOL
- 9. CAN'T REMEMBER
- 10. OTHER

OTHER LINE = 75

(DON'T READ PRECODED RESPONSES)

20. HOW OFTEN DO YOU, OR DID YOU RIDE?

- 1. 5 OR MORE TIMES/WEEK
- 2. 2-5 TIMES/WEEK
- 3. 2-4 TIMES/MONTH
- 4. ABOUT 1 TIME/MONTH
- 5. A FEW TIMES PER YEAR

(READ PRE-CODED RESPONSES--EXCEPT FOR 'DON'T KNOW', 'REFUSED', ETC)

21. NOW I AM GOING TO READ YOU TWO STATEMENTS. FOR EACH ONE, PLEASE TELL ME IF YOU STRONGLY AGREE, AGREE, DISAGREE, OR STRONGLY DISAGREE WITH THE STATEMENT.

SURVEYOR NOTE: ENTER 'XX' TO CONTINUE

QUESTIONS 22-23 ARE RANDOMLY ROTATED

22. COEUR D'ALENE AND POST FALLS NEED FIXED ROUTE TRANSIT SERVICE. BY THIS WE MEAN BUSES THAT RUN ON REGULAR ROUTES AND SCHEDULES AND CONNECT MAJOR RETAIL, BUSINESS, RECREATION AND RESIDENTIAL AREAS.

- 1. STRONGLY AGREE

Existing Conditions & Needs Assessment • Appendix A

KOOTENAI METROPOLITAN PLANNING ORGANIZATION

- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

23. MORE BUS SERVICE IN RURAL COMMUNITIES IS NEEDED SO COUNTY RESIDENTS CAN TRAVEL TO AND FROM DESTINATIONS IN COEUR D'ALENE AND POST FALLS.

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

24. NOW I WOULD LIKE TO GAUGE YOUR SENSE OF HOW PUBLIC TRANSPORTATION COULD BEST SERVE YOU AND THE COMMUNITY IN THE FUTURE.

AGAIN, PLEASE TELL ME IF YOU STRONGLY AGREE, AGREE, DISAGREE, OR STRONGLY DISAGREE. WITH EACH STATEMENT.

SURVEYOR NOTE: ENTER 'XX' TO CONTINUE

QUESTIONS 25-32 ARE RANDOMLY ROTATED

25. THERE SHOULD BE MORE BUSES TO MAKE EXISTING CURB-TO-CURB DIAL-A-RIDE SERVICE MORE RELIABLE.

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

26. THE EXISTING DIAL-A-RIDE SERVICE SHOULD OPERATE EARLIER IN THE MORNING AND/OR LATER IN THE EVENING.

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

27. PUBLIC TRANSPORTATION SERVICE SHOULD BE PROVIDED ON WEEKENDS.

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

28. BUS FARES FOR LOCAL TRIPS SHOULD BE LOWER THAN THEY ARE NOW.

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

29. THERE SHOULD BE CONNECTIONS TO SPOKANE TRANSIT BUSES AT LIBERTY LAKE.

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

30. THERE SHOULD BE TRANSIT CONNECTIONS TO PARK-AND-RIDE LOCATIONS NEAR INTERSTATE-90 TO MEET SPOKANE TRANSIT VANPOOLS OR INFORMAL CARPOOLS.

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

31. THERE SHOULD BE MORE SERVICE BETWEEN COMMUNITIES AND CITIES IN KOOTENAI COUNTY.

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

Existing Conditions & Needs Assessment • Appendix A

KOOTENAI METROPOLITAN PLANNING ORGANIZATION

32. LOCAL BUS SERVICE SHOULD BE PROVIDED WITHIN EACH OF THE COMMUNITIES AND CITIES IN KOOTENAI COUNTY.

- 1. STRONGLY AGREE
- 2. AGREE
- 3. DISAGREE
- 4. STRONGLY DISAGREE
- 5. DON'T KNOW / NO RESPONSE

33. OK, WE'RE ALMOST DONE.

DO YOU OR ANYONE IN YOUR HOUSEHOLD HAVE A DISABILITY OR ANY OTHER LIMITATIONS THAT WOULD MAKE USING PUBLIC TRANSPORTATION MORE DIFFICULT THAN IT IS FOR OTHER PEOPLE?

- 1. YES
- 2. NO

34. DOES ANYONE IN YOUR HOUSEHOLD HAVE CONDITIONS ASSOCIATED WITH AGE THAT CAUSE THEM DIFFICULTY DRIVING OR HAVE CAUSED THEM TO REDUCE OR ELIMINATE DRIVING ALTOGETHER?

- 1. YES
- 2. NO

35. DO MEMBERS OF YOUR HOUSEHOLD HAVE DIFFICULTY GETTING SOMEWHERE BECAUSE OF A LACK OF TRANSPORTATION?

- 1. YES
- 2. NO

SKIP AFTER Q35 IF Q<35> EQ 2 THEN GO 39

36. IS THAT WITHIN KOOTENAI COUNTY?

- 1. YES
- 2. NO

37. IN WHICH COMMUNITY IS THE DESTINATION ?

- 1. COEUR D'ALENE
- 2. POST FALLS
- 3. ATHOL
- 4. DALTON GARDENS
- 5. HARRISON
- 6. HAUSER
- 7. HAYDEN
- 8. HAYDEN LAKE
- 9. HEUTTER
- 10. PINEHURST
- 11. RATHDRUM

- 12. ROSE LAKE
- 13. SPIRIT LAKE
- 14. STATE LINE
- 15. WORLEY
- 16. OTHER

OTHER LINE = 78

SKIP BEFORE Q37 IF Q<36> EQ 2 THEN GO 38
SKIP AFTER Q37 GO 38

38. IN WHICH COMMUNITY IS THE DESTINATION ?

- 1. SPOKANE
- 2. MOSCOW
- 3. SANDPOINT
- 4. LIBERTY LAKE
- 5. OTHER

OTHER LINE = 77

39. NOW I AM GOING TO READ YOU A SHORT LIST OF GOVERNMENT SERVICES. FOR EACH ONE, PLEASE TELL ME IF THE MAINTENANCE AND IMPROVEMENT OF THE SERVICE SHOULD BE A HIGH, MEDIUM OR LOW PRIORITY IN YOUR CITY DURING THE NEXT FIVE YEARS.

SURVEYOR NOTE: ENTER 'XX' TO CONTINUE

QUESTIONS 40-46 ARE RANDOMLY ROTATED

40. STREET MAINTENANCE, AND REPAVING

- 1. HIGH PRIORITY
- 2. MEDIUM PRIORITY
- 3. LOW PRIORITY
- 4. DON'T KNOW/NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

41. SIDEWALKS, CROSSWALKS AND BIKEWAYS

- 1. HIGH PRIORITY
- 2. MEDIUM PRIORITY
- 3. LOW PRIORITY
- 4. DON'T KNOW/NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

42. BUSES AND OTHER PUBLIC TRANSPORTATION SERVICES

- 1. HIGH PRIORITY

- 2. MEDIUM PRIORITY
- 3. LOW PRIORITY
- 4. DON'T KNOW/NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

43. PARKS AND RECREATION FACILITIES

- 1. HIGH PRIORITY
- 2. MEDIUM PRIORITY
- 3. LOW PRIORITY
- 4. DON'T KNOW/NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

44. PUBLIC SCHOOL PROGRAMS AND FACILITIES

- 1. HIGH PRIORITY
- 2. MEDIUM PRIORITY
- 3. LOW PRIORITY
- 4. DON'T KNOW/NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

45. PUBLIC HEALTH AND SOCIAL SERVICES

- 1. HIGH PRIORITY
- 2. MEDIUM PRIORITY
- 3. LOW PRIORITY
- 4. DON'T KNOW/NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

46. JAILS AND CORRECTIONAL FACILITIES

- 1. HIGH PRIORITY
- 2. MEDIUM PRIORITY
- 3. LOW PRIORITY
- 4. DON'T KNOW/NO RESPONSE

(PROMPT ONLY IF NO ANSWER)

47. DO YOU HAVE ANY ADDITIONAL COMMENTS ABOUT PUBLIC TRANSPORTATION NEEDS IN KOOTENAI COUNTY?

- 1. YES
- 2. NO

OTHER LINE = 79

48. I'M GOING READ A LIST OF HOUSEHOLD INCOME RANGES. HOUSEHOLD INCOME IS THE TOTAL INCOME OF ALL HOUSEHOLD MEMBERS. PLEASE STOP ME WHEN I READ THE INCOME RANGE THAT CORRESPONDS TO YOUR HOUSEHOLD. THIS INFORMATION IS CONFIDENTIAL, AND USED MAINLY TO DETERMINE THAT WE'RE HEARD FROM PEOPLE IN ALL INCOME RANGES.

- 1. UNDER \$15,000
- 2. \$15 - 24,000
- 3. \$25 - 34,000
- 4. \$35 - 49,000
- 5. \$50 - 74,000
- 6. \$75 - 99,000
- 7. \$100,000 OR MORE
- 8. DON'T KNOW/REFUSED

SURVEYOR NOTE: IF RESPONDENT SPECIFIES BETWEEN \$24,000 AND \$24,999, CODE IN \$15 - 24,000 CATEGORY

(READ PRE-CODED RESPONSES--EXCEPT FOR 'DON'T KNOW', 'REFUSED', ETC)

49. THAT'S THE END OF THE SURVEY. THANK YOU VERY MUCH FOR YOUR TIME

SURVEYOR NOTE: ENTER 'XX' TO CONTINUE

50. RECORD RESPONDENT'S GENDER.

- 1. MALE
- 2. FEMALE

(DON'T READ PRECODED RESPONSES)

51. SURVEYOR COMMENTS/UNUSUAL CIRCUMSTANCES/NOTES:

- 1. NO
- 2. YES

OTHER LINE = 76

Appendix B: Summary Results from General Public Phone Survey

Where Would You Like A Bus To Go?

Destination	Number of Responses
Kootenai Medical Center	46
Silver Lake Mall	45
North Idaho College	20
Government Way & Apple	6
Spokane Area Destinations	5
Spokane Valley Mall	4
Coeur d'Alene High School	3
Coeur d'Alene Resort	2
Post Falls Outlet Mall	2
Mullan and Highway 41	2
Seltice Way and Highway 41	2
Lake City Senior Center	2
Ironwood Mall	2
Coeur d'Alene Medical Center	2
Fairgrounds	2
12 th to 15 th and Sherman in CDL	2
Canfield Middle School	2
Fernan Elementary	2
Post Falls Medical Center	2
Spokane College Campuses	1
Coeur d'Alene Casino	1
Prairie and Highway 95	1
Benewah Market	1
Post Falls Wal Mart	1
Tidyman's Shopping	1
North Idaho Imaging Center	1
Silverwood Shopping Center	1
Hayden Library	1
Highway 95 and Northwest Blvd.	1
Albertsons (Ironwood)	1

Destination	Number of Responses
Apple Way in Spokane	1
Seltice Corridor	1
Post Falls High School	1
Hanley and Ramesy	1
Highway 95 and Government Way	1
Coeur d'Alene and Highway 95	1
Interlake Medical Center	1
VA Hospital	1
University of Idaho	1
Coeur d'Alene Library	1
Workforce Training Center	1
Hayden Library	1
Lincoln and Ironwood	1
Deconess Medical Center	1
Leesher Park in Hayden	1
Best Ave and 4th	1
Downtown Spokane	1
Highway 90 and Highway 3	1
Woodland Middle School	1
Fairwinds Retirement Center	1
Route 95 and I-95	1
Hayden Immediate Care	1

Write In Comments

- 1 Are they going to try and get service to post falls and Coeur d'Alene. Why haven't I seen something about this survey in the local paper
- 2 Coming from south Coeur d'Alene, the bus that goes to the casino should make residential pick-ups
- 3 Connection between Kootenai and Spokane
- 4 Dial-a-ride needs more advertisement
- 5 Don't raise taxes higher than they are already. Buses should have a higher fare to avoid increasing taxes
- 6 I am 80 years old and without a ride after 2:30pm. Dial-a-ride does not work passed 2:30pm. My doctor was held up at the hospital and I didn't have a chance to see him one day. I wasn't sure how to get home that day. Seniors don't get enough consideration and we deserve some assistance
- 7 I am concerned about transportation connecting with Spokane transit
- 8 I am not happy with the way they throw money away. An intersection near my home has been done twice and very little was accomplished
- 9 I don't like having to call a week in advance to get a ride
- 10 I have never seen a bus here
- 11 I would like a bus to go to the airport and more advertising about dial-a-ride
- 12 I would like more afternoon service. Crosswalks that go over hwy 95 and overpasses so i could walk more
- 13 I would like to have more customized vans to customized to the individual
- 14 I would like to see a train between and Coeur D'Alene
- 15 I would like to see bus service to the downtown area in the near future
- 16 I would like to see light rail in the future connecting Kootenai county and Spokane
- 17 I would like to see more information to see what they have in mind
- 18 I would use transit to save the environment
- 19 It needs to be more reliable
- 20 It would be a good idea to establish service in rural counties
- 21 It would be great if there was public transit from Coeur D'Alene to Spokane
- 22 It would be great to have economical bus service
- 23 It's a service that's needed
- 24 Keep cost down
- 25 Keep it cost effective
- 26 Keep the cost down
- 27 Keep up with all the people
- 28 Kootenai county first needs better road maintenance
- 29 Needs will increase because of the elderly in the area. I would rather pay a bus fare than trouble a neighbor when i lose independence of driving myself

- 30 People who do need service don't have a lot of options. People without family are in trouble and won't ask for help
- 31 Public transit around here seems to be non-existent
- 32 Public transit needs to be privately owned so that tax payers don't have to pay for it
- 33 Put a cap on people moving in because there isn't enough roads
- 34 Spirit lake and twin lakes should have connections to Coeur D'Alene
- 35 Street and highway improvements should be the highest priority on north i-95
- 36 The buses should either be electric or run on steam. Otherwise the buses are stinky and dirty
- 37 The communities are too spread out and it will not work. I would like Amtrak to go through here
- 38 The cost for improvements should come out of the people who use the service and not through general taxes
- 39 The county needs to advertise transit system information. Transit methods need to interconnect cities and counties
- 40 The kids really need service to silver wood
- 41 The roads are totally inadequate
- 42 The roadways need a lot of help
- 43 There is not enough transportation currently
- 44 They need to do something with i-90 through government way. Maybe do away with left-hand turns. They could turn government way into an access road
- 45 They need to have a lot more service so that rural communities can benefit from it
- 46 They need to have better service to Rathdrum
- 47 They need to have buses in post falls
- 48 They need to have high speed corridors without stop lights or signs to move people around
- 49 They need to improve public transit
- 50 They need to keep up with the amount of people in town
- 51 They need to raise the speed limit from 25 to 35 miles per hour
- 52 They need to widen hwy 95 to Sandpoint
- 53 They need to work with low income people that can't get employed because of a lack of transportation
- 54 They should be more available than they are now
- 55 They should have light rail instead
- 56 They should have more accommodation for the handicapped on buses
- 57 They should have more information on public transit for the blind
- 58 They should have more public transit around hwy 95 near the casino
- 59 They should have short run routes for the elderly
- 60 They should help reduce some of the traffic overflow. For example on ironwood
- 61 Transit must be more reliable

- 62 Transit services would only be effective when joined with Spokane transit services
- 63 Transportation is really needed
- 64 Transportation needs to keep up with rapid building taking place, especially for seniors
- 65 We need a green ferry overpass over i-90 in post falls and hwy 41. I-90 interchange is dangerous beyond belief, it needs to be re-done before someone gets killed
- 66 We need a light rail system installed
- 67 We need better transit service at a lower cost
- 68 We need better transportation for the elderly and school kids. Also for people without cars
- 69 We need dial-a-ride as much as possible
- 70 We need more affordable public transit
- 71 We need transportation services during the hours of 2:00 p.m. to 10:00 p.m.
- 72 We really need a transit system to help people with disabilities in Kootenai county
- 73 Weekends should have a limited schedule. I also think that buses should go from Spokane to liberty lake
- 74 Wheelchair access to transit services
- 75 Widen all the major streets
- 76 Wish they had something from here to Spokane across the state line. A bus line that goes to the airport in Spokane

Appendix C: Results of PAC User Survey

The following is a summary of the results of a user survey of customers on the Demand Response system conducted during the summer of 2003. This information is reported in the PAC's September 2003 report to the Kootenai County Commissioners. These results represent the responses of 54 customer respondents. It is important to note that the results of this survey do not constitute a statistically valid sample due to the small sample size and distribution method. The survey does provide anecdotal information about customers' use of the service and perceived strengths and weaknesses.

- The average user makes 2.74 trips per week.
- The reasons given for using the service:
 - 45 (83%) said they don't own a vehicle or they can't drive.
 - 24 (44%) said it was for the convenience.
 - 18 (33%) said it was for the low cost.
- The usual destination is:
 - 35 (77%) said it was for medical reasons.
 - 29 (54%) said it was for shopping.
 - 12 (22%) said it was to go to a Senior or Community Center.
 - 9 (16%) said it was for work.
 - 7 (13%) said it was for visiting others.
- 70% of those surveyed made a donation, 30% did not
- The average donation of those returning a survey was \$1.88 per trip.

The following S.W.O.T comments were received:

- Strengths:
 - 25 (46%) said nice, helpful drivers were a strength.
 - 7 (13%) said the service was on time.
 - 5 (9%) said the service was good to have, inexpensive and has served the community well for many years.
- Weaknesses:
 - 7 (13%) said KATS needed more buses to be on time.
 - 6 (11%) cited low driver pay, empty buses, no fixed or Spokane route.
 - 5 (9%) said KATS was not on time.
 - 2 (4%) said smaller vans are needed.
- Opportunities:
 - 4 (7%) said the County was missing an opportunity by not having fixed routes.
 - 2 (4%) said KATS needed more buses to accommodate the demand.
 - 2 (4%) said Saturday service and better access were needed.
- Threats:
 - 3 (6%) said losing the service or funding was a threat.
 - 2 (4%) said needing more drivers or having an accident were threats.

Other Comments:

- 7 (13%) said that the service was great, or that it worked well.
- 4 (7%) said there was a need for more buses or to run 7 days a week
- 2 (4%) said they feared losing the service; it was cheaper than a taxi.
- 1 (2%) said they would lose their job without the service.
- 1 (2%) said they missed a doctor's appointment when KATS was late.