



Cedar County Transit Expansion Project



County Population – 8,700
County Seat = Hartington
Hartington Population = 1,475 (17%)
Agriculture – Primary Industry



Cedar County Transit

- ▶ Demand Response Service for over 30 years
- ▶ Monday – Friday, 6a to 6p
- ▶ (5 yrs ago – 2 vehicles) TODAY = 13 vehicles + 2 more ordered
- ▶ CTS Tripmaster Software
- ▶ Medicaid Provider – (500 trips/yr - 7% of total ridership)
- ▶ New Facility Opened 2021

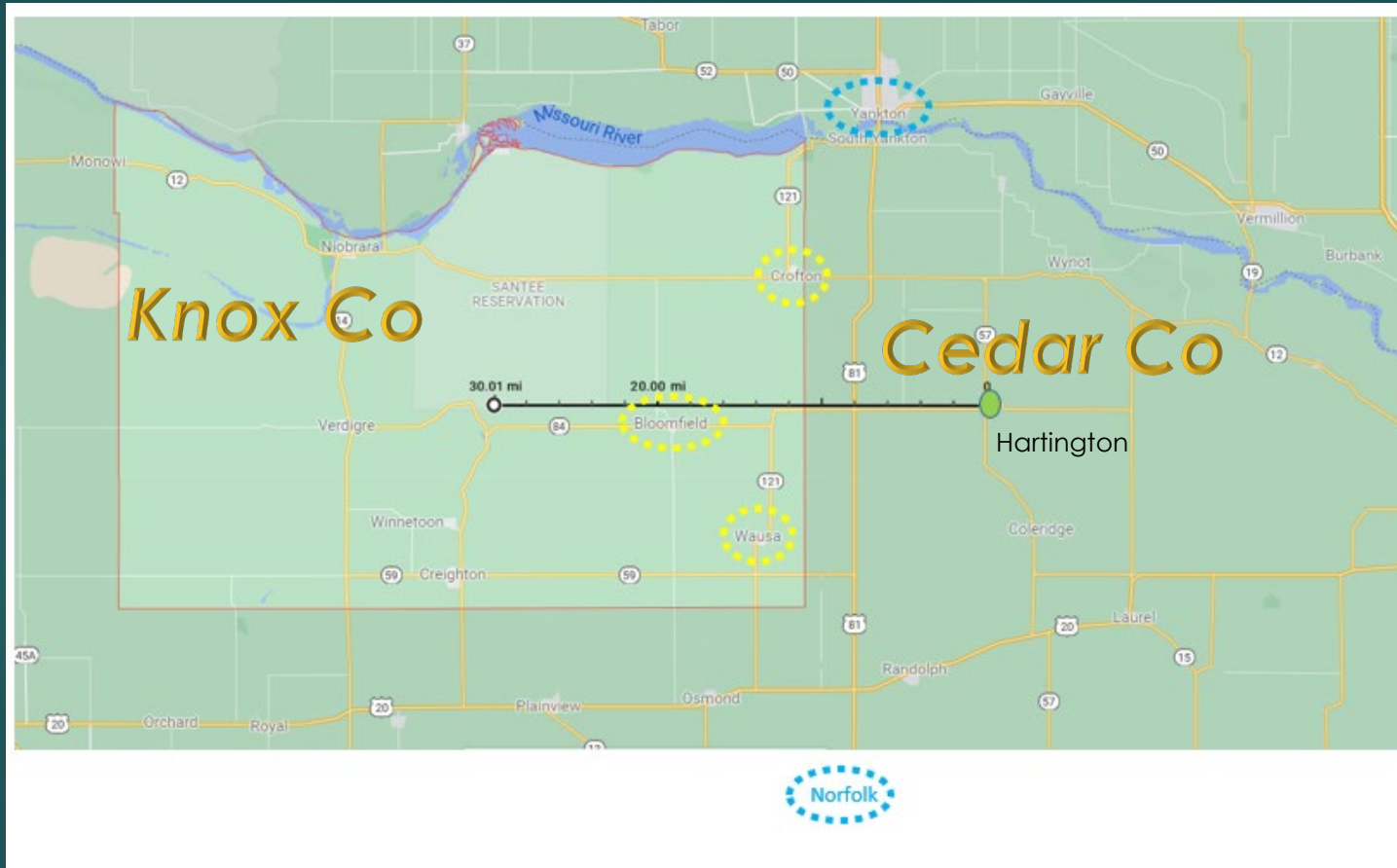


Identified Need

- Surveys, community feedback, information sessions
- Unmet need for affordable transportation – Knox County
- Connect to critical services – clinic, hospital, pharmacy, etc.
- Additional drivers to support expansion

**Cedar County Transit Expansion –
Affordable transportation to increase access to
healthcare, employment, and essential services**

Cedar County Transit Expansion Pilot



Phased Approach

EXISTING NEEDS / REQUESTS

- ▶ Knox Co areas – Crofton, Bloomfield, Wausa
- ▶ Yankton, SD, Norfolk, Other

Phase 1 (0-6m)

- ▶ Expand - 30-Mile Boundary into Knox County
- ▶ Service Hrs – M-F, 6a-6p

Phase 2 (6m+)

- ▶ Pilot Service Routes

Key Elements for Success

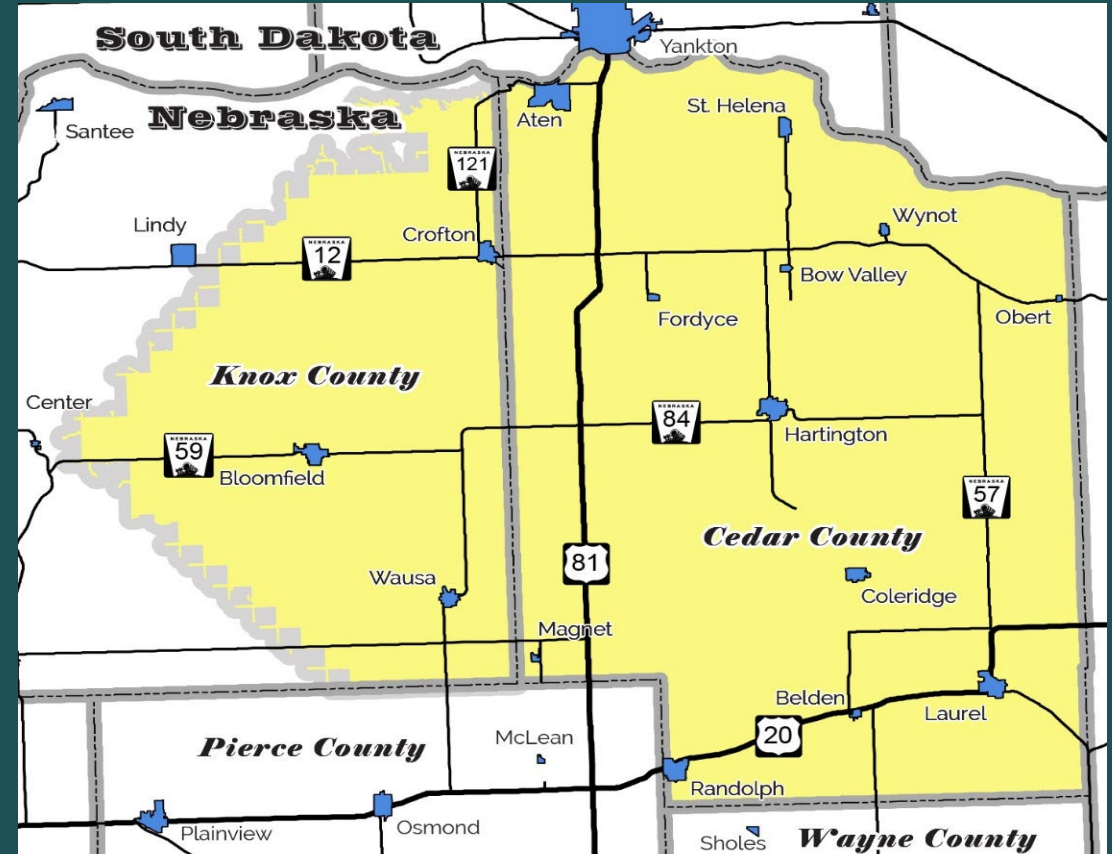
Technical Committee

Members

- ▶ Northeast NE Area Agency on Aging
- ▶ Avera Sacred Heart Hospital – Yankton
- ▶ Cedar County Commissioners
- ▶ Knox County Commissioners
- ▶ NDOT Transit Staff
- ▶ NDOT Statewide Mobility Mgr

Role

- ▶ Discuss transit needs, outreach, review plans, and provide feedback for expanded services.
- ▶ Assist in promoting the new expanded service



Key Elements for Success



Operating Plan

- ▶ Availability of Vehicles/Drivers
- ▶ Determine Schedules

Marketing Plan

- ▶ Vehicle Decals Promoting Both Counties
- ▶ Social media, radio, flyers, the newspaper, community meetings, etc.

MARKETING STRATEGIES

■ TECHNICAL COMMITTEE INPUT

- Facebook – Cedar County Transit – Primary Marketing Tool
- Cedar / Knox County
 - Radio
 - Flyers
 - Newspapers
 - TV
- Transit Talk Presentations in the communities
 - Piggy-back off other meetings
- Flyers / Brochures



MARKETING STRATEGIES

- Trifold Flyer
- Flyer w/ Tear-off Tabs
- Business Cards
- Magnets
- First 3 trips = FREE



CEDAR COUNTY TRANSIT WINS NATIONAL TRANSIT GRANT

Cedar County Transit was selected to expand transit services to Cedar County residents and expand 30 miles into Knox County. Cedar County was 1 of 19 transit agencies selected for the award. 76 applications were submitted and 19 were awarded, including Cedar County. The award is for \$97,800 to fund approximately 12 months of expanded services. The pilot program begins January 2022 and the first three rides are free for all new passengers.

Grant Support

The Pilot Project Grant received support from several agencies –

- * Cedar County Commissioners
 - * Knox County Commissioners
 - * Nebraska Department of Transportation
 - * Northeast NE Area Agency on Aging
 - * Avera Sacred Heart Hospital
 - * Yankton Medical Clinic
 - * NE Statewide Mobility Manager
- A Technical Committee meets monthly to review the pilot project transit services. If you are interested in joining the Committee, please contact the Transit Manager.

Thank you for supporting increased transit services in Cedar and Knox County.



Why the Pilot Project?

This Pilot Project creates additional transportation services for residents and visitors in Cedar and Knox Counties, such as trips to the doctors' office, medical clinic, or hospital, or other major activity locations. More transit options for essential trips to the grocery store, pharmacies, local educational campuses, or to/from work. This Project provides an affordable transit alternative for all residents and visitors.

Contact Information:

Transit Manager: Nikki Pinkelman

Transit Scheduler: Ashley Gowery

Office Hours: 8am – 5pm

Phone – 402.640.6147

Email – cedarcotransit@hartel.net

Office Address - 56253 Highway 84



PILOT PROJECT

Cedar County Transit is Expanding Service!

In 2021, Cedar County Transit was awarded a national transit grant to expand general public transportation services for Cedar County Residents and also expand 30-miles into Knox County. Call the office, in advance, to book a trip.



402.640.6147

Every ride MATTERS

[Facebook.com/CedarCountyTransit](https://www.facebook.com/CedarCountyTransit)

February 1, 2022

ROUND-TRIP FARES - CEDAR COUNTY

Within Same Town (Except Hartington): \$5

From and To Hartington (round-trip):

\$3 - Within Hartington
\$5 - rural Hartington to town, Coleridge
Fordyce, Saint Helena, Wynot
\$7 - Belden, Bloomfield, Brookbottom
Crofton, Laurel, Randolph, Wausa

\$8 - Osmond, Wayne, Vermillion, Yankton
\$10 - Norfolk
\$12 - Sioux City, Dakota Dunes
\$25 - Columbus, Sioux Falls
\$30 - Fremont

\$40 - Elkhorn \$50 - Omaha
\$45 - Lincoln \$70 - Kearney

From and To Coleridge (round-trip):

\$5 - Hartington
\$7 - Belden, Bloomfield, Laurel, Randolph, Wausa
\$8 - Osmond, Wayne, Yankton
\$10 - Norfolk, Vermillion
\$12 - Dakota Dunes, Sioux City
\$25 - Columbus
\$30 - Fremont, Sioux Falls
\$40 - Elkhorn \$50 - Omaha
\$55 - Lincoln \$70 - Kearney

From and To Laurel or Belden (round-trip):

\$7 - Hartington
\$8 - Wayne
\$10 - Osmond, Wausa
\$12 - Norfolk, Sioux City, Dakota Dunes, Vermillion, Yankton
\$30 - Columbus, Fremont, Sioux Falls
\$40 - Elkhorn \$50 - Omaha
\$55 - Lincoln \$75 - Kearney

From and To Randolph (round-trip):

\$7 - Hartington, Laurel
\$8 - Osmond, Wausa
\$10 - Norfolk, Wayne, Yankton
\$15 - Sioux City, Dakota Dunes
\$30 - Fremont, Sioux Falls
\$45 - Elkhorn \$60 - Omaha
\$60 - Lincoln \$70 - Kearney

From and To Bow Valley (round-trip):

\$5 - Hartington
\$8 - Vermillion, Yankton
\$17 - Norfolk, Sioux City, Ames
\$25 - Sioux Falls
\$30 - Columbus \$55 - Omaha
\$35 - Fremont \$60 - Lincoln
\$45 - Elkhorn \$75 - Kearney

From and To Wymot, Fordyce or Saint Helena (round-trip):

\$5 - Hartington
\$8 - Vermillion, Yankton
\$10 - Wayne
\$12 - Norfolk, Sioux City, Dakota Dunes
\$25 - Sioux Falls
\$30 - Columbus \$55 - Omaha
\$35 - Fremont \$60 - Lincoln
\$45 - Elkhorn \$75 - Kearney

From and To Brookly Bottom (round-trip):

\$8 - Vermillion
\$10 - Yankton
\$12 - Sioux City
\$15 - Norfolk
\$30 - Sioux Falls
\$55 - Omaha
\$60 - Lincoln

From and To Wausa (round-trip):

\$7 - rural Wausa to town
\$8 - Bloomfield, Crofton, Osmond
\$10 - Norfolk, Plainview, Randolph, Verdigris, Yankton
\$12 - Niobrara, Wayne
\$25 - Sioux City, IA
\$45 - Fremont
\$65 - Lincoln, Omaha

Within Same Town: \$5

From and To Crofton (round-trip):

\$7 - rural Crofton to town, Fordyce, Hartington, Saint Helena
\$8 - Bloomfield, Wausa, Wynot, Yankton SD
\$10 - Creighton, Niobrara, Osmond, Verdigris, Vermillion SD
\$12 - Norfolk, Randolph
\$15 - Wayne
\$20 - Sioux City IA, Dakota Dunes SD
\$30 - Sioux Falls, SD
\$50 - Fremont
\$65 - Omaha
\$70 - Lincoln

From and To Bloomfield (round-trip):

\$7 - rural Bloomfield to town
\$8 - Crofton, Wausa, Osmond
\$10 - Creighton, Niobrara, Plainview, Randolph, Verdigris, Wynot, Yankton SD
\$12 - Norfolk
\$15 - Wayne
\$25 - Dakota Dunes, Sioux City, IA
\$40 - Sioux Falls, SD
\$50 - Fremont
\$70 - Lincoln, Omaha



Cedar County Transit

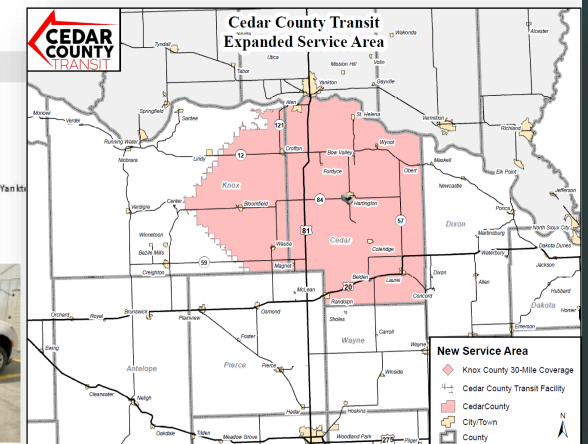
* Service available: Monday-Friday,
6am – 6 pm

* We accept Nebraska Medicaid – United
Healthcare and Heritage Health/Nebraska
Totalcare

* Fares are based upon mileage from
Hartington. Call office for towns not listed.

* All services available to the general public,
including persons with disabilities. Wheelchair
accessible vehicles are available.

* Call in-advance to book a ride.



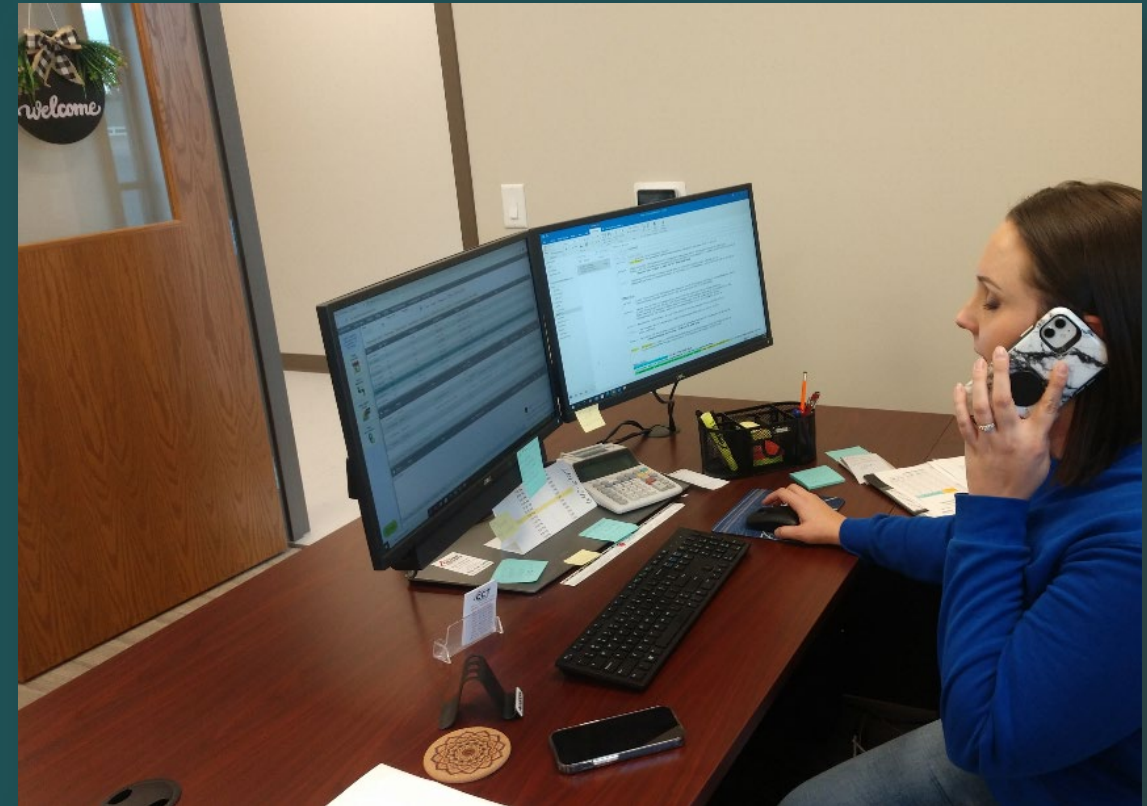
GoLive – January 2022

- ▶ Brief Ceremony
Recognizing Partner
Agencies
- ▶ Open House in New Facility
- ▶ Facebook Live Presentation
- ▶ Media Press Release / Invite



Performance Measures

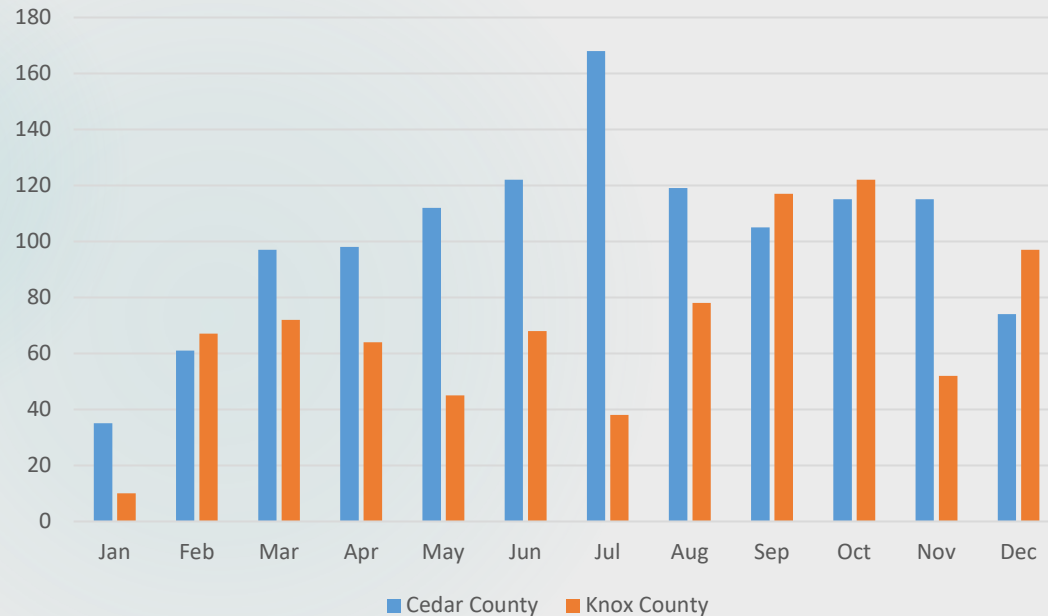
- **Partner participation** – a critical grassroots measure showing the needs for public transportation from community input, major activity centers and business input, local city/county staff input, and from elected officials.
- **Ridership** – growth measured throughout the life of the project and details of where ride requests come from.
- **Marketing Efforts/Outreach** – measurement of how outreach is conducted to market this project and how project partners are assisting in outreach



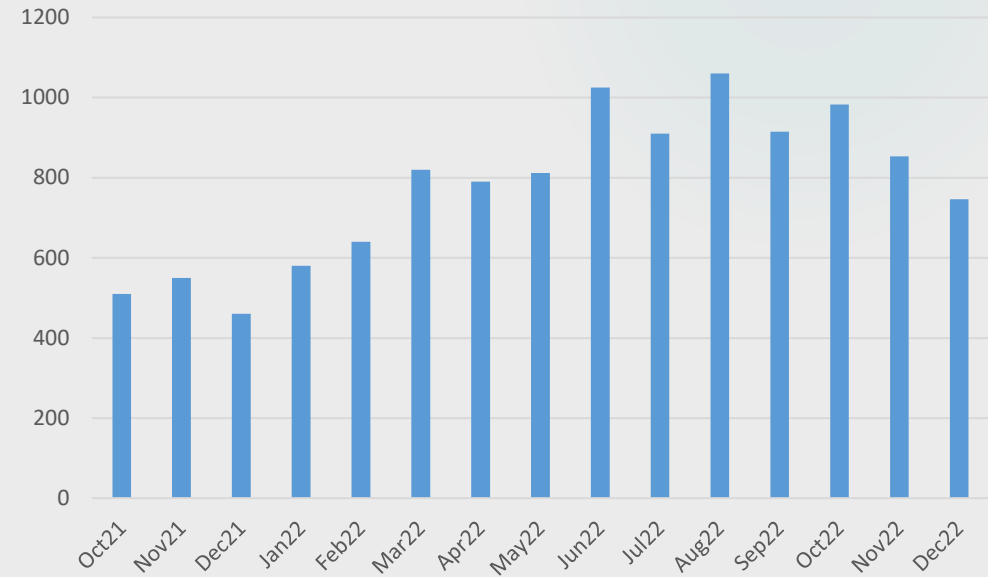
Ridership Performance

- 2021 Average Ridership = 520/month
 - 6,200 annual trips
- 2022 Average Ridership = 971/month
 - 10,000 annual trips
 - **221 total new riders**

New Passenger Trips - After an 2022 GoLive



Ridership by Month - Cedar Co Transit



Testimonials

"This is a very much needed service to our area."

"The transit service is wonderful for appointments."

"Several ladies were talking about how they had used this service and how wonderful it was! They would otherwise not be able to travel to appointments without trying to find a family member or someone to drive them."

"She is legally blind so transportation is important so she can be independent."



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- A word cloud composed of various educational terms such as 'EDUCATE', 'TEACH', 'LEARN', 'SUCCESS', 'STUDY', 'KNOWLEDGE', 'TASK', 'COLLEGE', 'DISCIPLINE', 'PRACTICE', 'COMMUNITY', 'PROGRAM', 'TRAINING', 'INFORMATION', 'BOOKS', 'LESSONS', and 'LEARNED'. The words are in different colors (yellow, green, blue) and sizes. A magnifying glass with a black handle is positioned over the center, focusing on the words 'LESSONS' and 'LEARNED' which are the largest and most prominent.

Project Sustainability

Funding secured for 2023!

Agreement reached between Cedar and Knox Counties.

Contract will be renewed annually.

