

# **HIRTA SERVICE RIDER GUIDE 2026**

HEART OF IOWA REGIONAL TRANSIT AGENCY

06/04/2026

# HIRTA - RIDER GUIDE 2026

<b>GUIDELINES FOR RIDING HIRTA.....</b>	<b>2</b>
<b>SERVICE AREA and FARES .....</b>	<b>3</b>
Service Area.....	3
Boone, Dallas, Jasper, Madison, Marion, Warren.....	3
Story County .....	3
City of Ames: .....	3
Fare: One-way Trip .....	3
In-town     \$3.00.....	3
In-county   \$6.00.....	3
<b>HOW TO SCHEDULE.....</b>	<b>3</b>
Scheduling Options:.....	3
Payment Options.....	3
Pickup and Drop Off: .....	3
<b>CANCELLATIONS-NO SHOWS and SUBSCRIPTION SERVICE.....</b>	<b>4</b>
No Show and Late Cancellations .....	4
Subscription Service.....	4
<b>RIDING HIRTA .....</b>	<b>5</b>
<b>Seat Belt Policy .....</b>	<b>5</b>
<b>Mobility Devices .....</b>	<b>5</b>
<b>Parcel Allowances.....</b>	<b>5</b>
<b>Service Animals.....</b>	<b>5</b>
Respirators and Portable Oxygen Equipment .....	5
Cleaning Fee .....	5
Personal Care Attendant .....	6
Children .....	6
Delayed Vehicles .....	<b>Error! Bookmark not defined.</b>
<b>ADVERSE WEATHER.....</b>	<b>6</b>
Customer's Responsibility .....	6
Winter Riding Tips .....	6
<b>HOLIDAYS – Closed or Limited Service .....</b>	<b>7</b>
<b>WILL CALLS.....</b>	<b>7</b>
<b>REASONABLE ACCOMODATIONS.....</b>	<b>7</b>
<b>COMPLAINT PROCESS.....</b>	<b>7</b>

## Title VI of the Civil Rights Act

Title VI of the 1964 Civil Rights Act provides that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance" (42 U.S.C. Section 2000d).

HIRTA is committed to ensuring no person is excluded from participation in or denied the benefits of our transit services on the basis of race, age, disability, religion, color, sex or national origin, as protected by Title VI of the 1964 Civil Rights Act.

For additional information on HIRTA's nondiscrimination obligations, please contact us:

1 (877) 686-0029 or [info@ridehirta.com](mailto:info@ridehirta.com)

### Filing a Complaint:

If you feel there is a violation of this policy, a complaint may be filed with the CEO by phone at 1 (877) 686-0029 or in writing to:

2824 104th St. Urbandale, IA 50322.

Form located: <https://www.ridehirta.com/policies> under Title VI of the Civil Rights Act.

# HIRTA - RIDER GUIDE 2026

## GUIDELINES FOR RIDING HIRTA

For everyone's safety, customers must abide by the following rules of conduct.

- All HIRTA vehicles are a safe space. Racism, bigotry or discrimination will not be tolerated.
- All passengers must have seat belt, child car seat or wheelchair restraints in use while the vehicle is moving.
- Please do not tamper with vehicle and/or transit equipment, as it may be needed to help you someday.
- For the safety of all riders, please wait until the driver has stopped driving to ask questions.
- Fighting, throwing things, pushing, shouting, spitting, vulgar language, lewd or inappropriate behavior, vandalism, smoking, alcohol, illegal drugs and weapons are prohibited on the bus.
- Your hands and any personal objects are to be kept to yourself. Touching drivers or others is not allowed without their permission.
- Food and drinks must be in a closed spill-proof container.
- Please refrain from eating on the bus, unless medically necessary.
- Reasonable hygiene is expected so as not to cause an adverse effect on HIRTA's ability to provide an acceptable service for the public.
- Aisles are to be kept clear of any obstacles (strollers, packages, etc. must be kept under the seats).
- Parcels/bags are limited to what fits in your seating space.
- Pets must be in a proper carrier. Service animals are exempt as they are not considered pets.
- Do not touch guide dogs or other service animals without the permission of the owner.
- Be polite and limit noise level.

- Electronic devices for music, books, etc., should be used with an earpiece to make the noise inaudible to other passengers.
- Service will be denied to any person who poses a potential health threat, including having any bodily fluids such as blood, feces, vomit or urine on clothing, hands, or other exposed areas of the body.
- Reasonable accommodations may be available upon request.
- HIRTA reserves the right to refuse service for violation of policy.
- HIRTA has zero tolerance towards violence and illegal activity. Any overt act of violence or threat of violence will result in immediate suspension.
- Failure to comply with the above expectations or other actions which may distract the driver or create an unsafe environment for passengers, may result in appropriate legal and/or disciplinary actions, including suspension from using HIRTA services.

UPGRADE YOUR RIDE WITH  
**HIRTA ON DEMAND**

Receive notifications when the vehicle is on the way & has arrived

Real-time location updates

Pay directly in the app

Schedule, change, or cancel rides

Download the HIRTA On Demand app on the App Store or Google Play.

1 (877) 686-0029  
[www.RideHIRTA.com](http://www.RideHIRTA.com)

# HIRTA - RIDER GUIDE 2026

## SERVICE AREA and FARES

### Service Area

**Boone, Dallas, Jasper, Madison, Marion, Warren**  
Monday – Friday 7:00AM-4:00PM

**Story County**  
Monday – Friday 6:30AM-4:00PM

**City of Ames:**  
Monday – Friday 6:30AM – 8:00 PM  
Saturday: 7:30 AM- 6:00 PM  
Sunday: 8:30 AM- 6:00 PM

### Fare: One-way Trip

In-town \$3.00  
In-county \$6.00

*There may be various programs for which you may qualify.*

## HOW TO SCHEDULE

### Scheduling Options:

1. **HIRTA on Demand App:** Schedule, cancel and manage your trips 24/7. **General Fare ONLY**
2. **Email: erides@ridehirta.com** Include travel date/time, pickup/drop-off location, and contact information. Once scheduled, you will receive a confirmation email.  
*Reservations by email after hours or on holidays will be processed the next business weekday.*
3. **Call 1 (877) 686-0029**  
Monday – Friday 7:00 AM – 4:00 PM.

### Scheduling Reminders:

- Trips are scheduled as space is available.
- A direct route from the pick-up to drop off does not usually occur, so plan your time accordingly.
- Identify the following when scheduling:
  - Mobility Device
  - Personal Care Attendant
  - Appointment Time (*see page 2 for info regarding Will Calls*)
  - Service Animal



### Payment Options

HIRTA on Demand App: *Download on Apple or Google*

Store Credit Card info on App.

Cash: Exact amount / Drivers do not make change.

Check: Given to your driver/mailed, made payable to: HIRTA. 2824 104<sup>th</sup> St Urbandale, Iowa 50322

**Prepaid rider account balances are non-refundable.**

### Pickup and Drop Off:

- Customer must prepay or pay at time of boarding, and may only pay for one-trip.
- Customer should be at entrance/exit of the pick-up location and **be visible to the transit driver.**
- Drivers may assist riders to the door but are not permitted to enter beyond the threshold.
- Rides are scheduled within a 20-minute pickup window. It is the customer's responsibility to be present at the beginning of their pickup window.

# HIRTA - RIDER GUIDE 2026

## CANCELLATIONS-NO SHOWS and SUBSCRIPTION SERVICE

### Cancellations

- Call, email or use the app, at least one (1) hour in advance of scheduled pickup time to cancel. Leave voicemail if calling after-hours.
- Trip destination and time changes may not be made after boarding.
- Customers should not give cancellations to the drivers.

### No Show and Late Cancellations

Passengers who frequently fail to properly cancel a trip or do not show up in time for their scheduled ride, will be subject to a progressive penalty that may lead to service suspension. The following actions are considered no show occurrences:

- When a vehicle arrives for a passenger inside the trip window and the passenger does not board the vehicle within five minutes;
- When a passenger refuses a scheduled trip at the door (Cancel at the Door);
- Late cancellations made within one hour of the 20-minute window (Late Cancel);

### Passenger Notification

Passengers with chronic or excessive no-shows or late cancellations will be notified of a warning or suspension per HIRTA policy.

### Subscription Service

The following guidelines must be met:

- Same pick up location
- Same destination
- Same time of day and day of the week
- At least 3 weeks in a row

Subscriptions will renew automatically every two weeks *unless* rider:

- account is in a **deactivated** status for non-payment or non-use of trip(s)
- has excessive cancellations and/or no-shows. Consistent cancellations or no-shows indicate the subscription trip is not needed.



### What is travel training?

Participants in our Travel Training program are taught how to safely and independently use HIRTA.

Travel Training may be done in person or virtual and in a group or one-on-one. Regardless of which training path is chosen, each training will specifically be tailored to best suit your needs.

### Who is eligible to receive the training?

If you're an older adult, a person with disabilities, a non-English speaking person, or just have a fear or concern about riding public transit, you can receive this free training.



Our Travel Trainer will work with you to develop a training plan.

**Our goal is to make sure everyone feels comfortable enough to ride HIRTA. If there is anything you might be hesitant about, let us know so we can help!**

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### **Contact us**

1 (877) 686-0029  
erides@ridehirta.com  
www.RideHIRTA.com

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# HIRTA - RIDER GUIDE 2026

## RIDING HIRTA

### Seat Belt Policy

Customers and drivers are required to wear approved safety devices or seat belts while riding the vehicle.

### Mobility Devices

- Riders using a wheelchair who do not wish to transfer to a bus seat, may remain in their chair. A lap belt must be worn while riding.
- Wheelchairs should be in good working order with functional brakes.
  - Scooter users should transfer to a bus seat if possible.
  - All electric mobility devices must be powered down while the bus and/or lift is in motion.
  - Some three-wheeled scooters are difficult to secure and some come with a warning from the manufacturer that they should not be used as seats on moving vehicles. For safety it is recommended, anyone using one of these transfer to a vehicle seat.
- Drivers are not allowed to push wheelchairs up or down unsafe inclines or obstructions.
- Mobility Devices we may not be able to safely accommodate:
  - Wheelchair or mobility aid exceeds 30 inches wide or 48 inches long (measured 2 inches above the ground)
  - Weight of the mobility device, when occupied, weighs more than 600 pounds.

### Parcel Allowances

- Customers may carry on only what fits within their seating area and can be carried in a single trip. Multiple trips to load or unload items are not permitted.
- No bags or items may block or protrude into the aisle.
- The driver may only handle packages weighing 20 pounds or less.
- HIRTA drivers are not allowed to enter the customer's residence.

### Service Animals

- Service animals are trained to work or perform tasks for or help a person live more independently.
- Notify us at time trip is scheduled, when a service animal will also be traveling.
- Service animals must be leashed or harnessed and may not pose a threat.
- Service animals may not block or obstruct aisles or doorways.



### Respirators and Portable Oxygen Equipment

- The driver will assist in securing this equipment on the vehicle.
- Drivers are not permitted to assist a customer in using the equipment. If assistance with portable life support equipment is needed, a personal care attendant must ride with the customer.

### Cleaning Fee

We understand personal accidents happen from time to time, however, if a customer has repeated issues with urinating, defecating, vomiting, bleeding, etc., HIRTA may charge a cleaning fee to the customer, family or facility which arranged for person to be transported. Fees are based on the Severity Level.

### Food & Drink

Food and drinks must be in a closed spill-proof container. Unless medically necessary, customers should refrain from eating on the bus.

### Lost and Found

Contact HIRTA immediately if you left something on the bus. Items not claimed within 15 days will be donated to charity or discarded.



# HIRTA - RIDER GUIDE 2026

## Personal Care Attendant

- A Personal Care Attendant (PCA) is someone designated or employed specifically to assist an individual with daily life functions. A family member or friend is not considered a personal care-attendant, unless they act in the capacity of a personal care attendant.
- Individuals who need extensive assistance in traveling, including lifting, carrying, support during the ride, or behavior control, must arrange for a PCA to accompany/assist them.
- A PCA may ride free of charge while accompanying a customer and they must be picked up and dropped off at the same location as the customer. It is strongly recommended if a person who requires a PCA to travel, always travel with their PCA.
- When scheduling a trip, inform HIRTA a personal care attendant is needed and will also be riding.

## Children

- Infants or small children need to be securely fastened in a car-seat or by a seatbelt.
- For safety reasons, children must transfer to a seat, as strollers are not permitted to use securement devices.
- Children under age 3 must be accompanied by a child (+12) or adult.
- When dropping a child off, if no adult is at the destination to accept the child (under 10 years of age), the child will NOT be left at the drop off location. HIRTA staff will attempt to contact the responsible party, and if no contact is made, driver will be instructed to deliver child to the local police station.
- Children 5 years and younger riding with parent or guardian may ride at no cost (maximum of 3 children per adult).

## DELAYED VEHICLES

HIRTA buses are subject to traffic and weather delays. If your vehicle has not arrived by the end of your 20-minute pick-up window, please call our office for an estimated arrival time.

## ADVERSE WEATHER

HIRTA will make every effort to provide service, however in the event extreme weather conditions exist and make travel unsafe, we reserve the right to discontinue services until conditions are more favorable. If service is temporarily discontinued, all rides, regardless of trip purpose, may be cancelled.

HIRTA will place cancellation announcements on our website and social media outlets.

The following may occur when hazardous road conditions exist:

- Travel time may increase.
- Trips may be cancelled.
- Service hours may be shortened.
- Bus service may be cancelled on non-plowed or untreated roads.
- Customers may be taken home immediately.

## Customer's Responsibility\Driver Safety

Pickup location must be safely accessible to HIRTA drivers. This includes snow removal, ice treated sidewalks, etc. Due to safety risk, drivers are not allowed to assist customers through snow or on ice covered walkways or driveways. If driver determines unsafe conditions, they may refuse the pickup.

## Winter Riding Tips

- Keep current on local weather conditions, which may affect transit services.
- Clean footwear of snow and slush before boarding so it does not gather on the steps and floor of the bus, posing a slipping hazard.
- Wait until the bus comes to a complete stop before leaving your seat and before boarding.
- Be prepared for sudden stops while riding the bus.
- Watch your step and wear your seatbelt.
- Customers/Care attendants are responsible for ensuring suitable dress for the weather conditions. This includes proper coats, hats, gloves, and footwear. Drivers cannot assist customers with their clothing.

# HIRTA - RIDER GUIDE 2026

## HOLIDAYS – Closed or Limited Service

**HIRTA does not operate on the following Holidays**  
(Exceptions may apply)

- New Year's Day
- Memorial Day
- Independence Day (July 4)
- Labor Day
- Thanksgiving Day
- Christmas Day

HIRTA provides limited service on the following days:

- Day after Thanksgiving
- Christmas Eve
- New Year Eve

## WILL CALLS

If it is not possible to schedule a time for your return trip you can schedule a Will Call. With a Will Call you call when you are ready to leave your appointment. Will Calls are for return trips only. Although will calls can usually be accommodated within 30 minutes, waits may exceed one hour during high volume service times.

**Will Call service is offered for in-town medical appointments only on Mondays-Fridays and must be requested before 4pm.**

For the best service experience, we recommend scheduling a specific return time and using Will Call pickups only when necessary.

## REASONABLE ACCOMODATIONS

The US DOT issued a Final Rule under the American Disability Act (ADA) and Section 504 of the Rehabilitation Act of 1973 effective July 13, 2015, and can be found at on the HIRTA website. [www.ridehirta.com](http://www.ridehirta.com). Per this rule, HIRTA is required to make reasonable modifications or accommodations to our policies and practices to ensure individuals with disabilities have equal access to HIRTA's transit programs and services.

## COMPLAINT PROCESS

HIRTA is committed to providing safe, reliable, and affordable transportation. Customers and concerned citizens are encouraged to report any unsafe driver behavior or unsatisfactory service. When filing a complaint, please provide the time, location, and vehicle number to assist with our investigation.

- Contact HIRTA at 1 (877) 686-0029 or at [info@ridehirta.com](mailto:info@ridehirta.com) and explain concern/complain.
- A complaint form will be completed and given to a HIRTA Supervisor for review.
- The Supervisor will research and conduct a follow-up within 2 business days.
- Most complaints can be handled this way, however, if there needs to be formal complaint, especially if it violates Title VI or Reasonable Accommodations request, then proceed with our formal complaint procedures which can be found on our website at [www.ridehirta.com/policies](http://www.ridehirta.com/policies)



Is someone acting suspicious?

Do you smell smoke?

Did you witness or hear something unusual?