A Partnership Between the Coeur d’Alene Tribe, FTA, the State of Idaho, the Local MPO, and Kootenai County
The Citylink system began on the Coeur d’Alene Reservation in Idaho in the Fall of 2004 to assist the public in getting to and from clinics, shopping facilities, recreation and employment sites.

It was expanded in November 2005 through an agreement with Kootenai county to include several North Idaho towns.

Citylink now consists of (3) Urban routes in the cities of Coeur d’Alene, Post Falls, State Line and Hayden. The Link route, and the Rural route. The Link and Rural meet in Worley to Transfer passengers for Worley, Plummer, Tensed & DeSmet.

The system is free to the public.

In March of 2007, it was expanded to 28 stops.

November of 2007 it was divided into three routes and increased to 88 stops. It now has over 100 stops.

Stops located in parking lots were removed. All stops were relocated along main arterials and streets.

There have been minor adjustments to both the Rural and urban areas to provide a better Link between them.
Pictured is: The new bus cut-out at the Post Falls City Hall with new Aero-Elite 32 passenger bus – Mayor Clay Larkin and local journalist Keri Thoreson
The new bus stops in the Urban area have been placed in both residential and business areas to allow more access to the general public.

These changes have generated increases from 8,500 riders per month in November 2005 to as high as 50,868 per month in July of 2010.

Ridership includes: the elderly and persons with disabilities, employees & students, individuals going to & from medical appointments, shopping and recreational activities and entertainment.

The Citylink system has transported 1,960,241 passengers from November 2005 to March 2011. 1,616,280 of those from within the urban area and 343,961 from the rural area.

Citylink is nationally distinctive because there has never been a joint cooperative public transit system developed between tribal and county governments.

Citylink received an Honorable mention on the system in 2006, The Federal Transit Administration Annual Award for Success in Enhancing Ridership in 2008 and The State Of Idaho I-way Leadership Award in 2011.

The next two slides are an example of how we track the growth of the system on a month to month basis as well as over a three year period.
# 2009 to 2010 Comparison

A Route: Post Falls and State Line,  
B Route: Post Falls, Hayden and CDA,  
C Route: CDA and Hayden

<table>
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<tr>
<th></th>
<th>Mar '09</th>
<th>Apr '09</th>
<th>May '09</th>
<th>June '09</th>
<th>July '09</th>
<th>Aug '09</th>
<th>Sept '09</th>
<th>Oct '09</th>
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<td>Link</td>
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<td>39,027</td>
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<td>42,184</td>
<td>45,053</td>
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![Graph showing monthly ridership comparison](image)
# Total Ridership, 2007 to 2010

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<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
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<th>June</th>
<th>July</th>
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<td>2007</td>
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<td>15,083</td>
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<td>18,170</td>
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<td>33,311</td>
<td>38,528</td>
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<td>2009</td>
<td>33,732</td>
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<td>37,054</td>
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<td>39,195</td>
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<td>40,168</td>
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<tr>
<td>2010</td>
<td>45,053</td>
<td>39,250</td>
<td>46,626</td>
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Operational Challenges

The current system in the Urban area is now covering some additional residential and business stops.

- These changes caused sharp increases in ridership. The "C" Route is the largest challenge. Quite frequently we have 60+ passengers which means no seat for riders or waiting for the next bus. Which is 80 minutes later.
- One of the routes has no reverse routing, therefore customers in this area must ride to the start point to get back to their original boarding point. This is caused by the lack of available funds & buses to create this reverse system.
- Other communities want service but there is no funding available to expand the system at this time.
- One of the On Demand Systems that supported our system is no longer providing service. The other is only transporting Medical at Risk Clientele. Because of this, our system now has to be available to deviate more frequently until a new provider can be located. This causes the routes to run off schedule more frequently.
- There are not enough funds to accommodate the demands for any additional growth at this time. No increases in funding are anticipated from FTA and the Tribe is contributing more than double its original agreed upon amount. This could develop into further reductions in service if changes are not made.
Operational Challenges, cont.

- To reduce the cost of operations the Manager’s vehicle is used 3 times a week to collect refuse and clean up around the stops.

- The relief shuttle drivers were eliminated. One run in the evening was removed and a lunch break added to each shift for the drivers.

- Because of this being a resort area, several major events such as parades, running and bicycling events, and street fairs disrupt the ability to access all of the current locations on a regular basis. During these events, alternate routes have been established to accommodate our customers.
Objectives

1) Identify potential sites to locate bus shelters in the Urban and Rural areas. Work with local agencies and FTA to acquire funds to purchase and place benches and shelters at bus stops.

2) The Tribe has received three consecutive 5311 (c) grants. Each grant allows for the purchase of (1) bus, (1) shelter and operations and preventative maintenance funds. The 1st bus has been purchased. All shelters are pending site approval and release by the Tribe.

3) Re-evaluate the current three route urban system and begin planning adjustments in the Kootenai county area when additional funds are made available.

4) Set up meetings with other local providers to establish locations best suited for both passenger pick up and passenger transfer.
• Continue to utilize qualified outside transit consultants to assist with stop selection and operational evaluations.

• Request assistance from the MPO’s, local city councils, planners and engineers to identify key business locations and population centers for stops.

• Work with engineers to create bus cutouts in existing street construction plans.

• Coordinate schedules and service areas with other public transit providers.

• Conduct public forums to solicit comments and support of changes to the current system. (minimum 60 days before changes take place).

• Purchase enough signage to mark any new stops that are approved and coordinate with the local city engineers for placement.

• When changes are requested and approved, begin an aggressive marketing campaign and coordinate the completion of all new schedules and literature at least 60 days prior to the beginning of the new routes.
Objectives (Phase III)

- In the Urban area, we have developed a three route system which needs to be redesigned and separated into four sectors. A new central location has to be determined along with a transfer station location. It is recommended that we draw an imaginary sector boundary dividing the area between North, South, East and West and changing our current transfer location from Riverstone Development to a new location close to I-90 and Ramsey Road.

- The site at the Riverstone Development which has been the Link transfer point for several years, has been changed to a new location within the complex.

- A study has been started for the site selection for an inter-model transit facility in the Kootenai county area. Stimulus dollars have been requested to assist with this project.

- A project to add benches to all of the stops has been completed and several community businesses have purchased benches and had their name inscribed on the bench for placement at a bus stop.
If additional funding is made available, we would like to add a fourth route.

The Tribe received $558,000.00 to build a maintenance garage/storage facility which was considerably less than the $1,000,000.00 requested.

An additional $462,000.00 was requested and approved under the stimulus bill to make up the difference.

All of the studies have been completed and bids submitted. We hope to break ground on the construction of this facility in Plummer, ID. by late April to early May.

The Tribe has also been approved by FTA for an additional $1,000,000.00 to build a Transit Center facility. This will be constructed in the same town as the maintenance facility once all of the plans are submitted and approved.