

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: R 185-14

Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: October 6, 2014

Re: Adopt the Title VI Program Plan for Columbia Transit

Documents Included With This Agenda Item

Council memo, Resolution/Ordinance, Title VI Program Plan

Supporting documentation includes: None

Executive Summary

Staff is requesting that the the attached Title VI Program plan be formally adopted by City Council in accordance with Federal statute providing that no person shall, on the grounds 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.

Discussion

In January of 2013, staff from the City's Legal department and Transit division began drafting a Title VI Program plan, which includes a Limited English Proficiency plan. Title VI prohibits recipients of Federal financial assistance (e.g., states, local governments, transit providers) from discriminating on the basis of race, color, or national origin in their programs or activities, and it obligates Federal funding agencies to enforce compliance.

The Title VI Program plan has been reviewed by MoDOT and the Civil Rights legal team in FTA Region VII, and many of their suggestions have been included in this plan. While the City already has an approved Title VI plan in place, the attached plan to be formally adopted by City Council is specific to requirements by the FTA.

Fiscal Impact

Short-Term Impact: None

Long-Term Impact: None

Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Community Pride and Human Relations, Governance and Decision Making, Health, Social Services and Affordable Housing, Transportation

Strategic Plan Impact: Customer Focused Government, Health, Safety and Wellbeing, Infrastructure

Comprehensive Plan Impact: Infrastructure, Mobility, Connectivity, and Accessibility, Inter-Governmental Cooperation

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Suggested Council Action

Make a motion to formally adopt the Title VI Program plan for Columbia Transit.

Legislative History

None.



Department Approved



City Manager Approved

Introduced by _____ Council Bill No. R 185-14

A RESOLUTION

adopting the City of Columbia, Missouri "Columbia Transit Title VI Program" plan document.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. The City Council hereby approves and adopts the City of Columbia, Missouri "Columbia Transit Title VI Program" plan document, dated March 31, 2014, a copy of which, marked "Exhibit A," is attached to this resolution.

SECTION 2. The City Manager or the City Manager's designee, is hereby authorized to execute and implement all obligations relating to the administration and reporting responsibilities of the plan document.

ADOPTED this _____ day of _____, 2014.

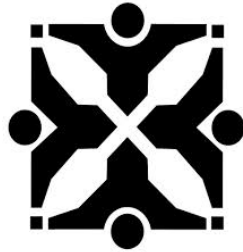
ATTEST:

City Clerk

Mayor and Presiding Officer

APPROVED AS TO FORM:

City Counselor



City of Columbia, Missouri

COLUMBIA TRANSIT

Title VI Program

Date filed with MoDOT Transit Section:

March 31, 2014

Title VI Plan Table of Contents

A. Title VI Assurances	page 1
B. Agency Information	page 2
C. Notice to the Public	page 7
D. Procedure for Filing a Title VI Complaint	page 8
E. Title VI Complaints, Title VI Survey	page 10
F. Public Engagement Plan	page 13
G. Language Assistance Plan	page 17
H. Advisory Bodies	page 22
I. Subrecipient Assistance	page 23
J. Subrecipient Monitoring	page 23
K. Equity Analysis of Facilities	page 23
L. System-Wide Service Standards and Policies	page 24

Appendix

Appendix A – Current Fixed Routes Map	page 26
Appendix B – CoMO Connect Routes Map	page 27
Appendix C – Title VI Complaint Form	page 28
Appendix D – LEP Population Chart by Census Tract	page 30
Appendix E – Population by Language: Asian & Pacific	page 36
Appendix F – Census Tracts Map	page 37
Appendix G – Staff Survey Form	page 38
Appendix H – Language Services Sign	page 39
Appendix I – Advisory Body by Race Survey Form	page 40
Appendix J – CoMO Connect Outreach Efforts	page 41

A. Title VI Assurances

Columbia Transit agrees to comply with all provisions prohibiting discrimination on the basis of race, color, or national origin of Title VI of the Civil Rights Act of 1964, as amended, 42 U.S.C. 200d *et seq.*, and with U.S. DOT regulations, “Nondiscrimination in Federally-Assisted Programs of the Department of Transportation – Effectuation of Title VI of the Civil Rights Act,” 49 CFR part 21.

Columbia Transit assures that no person shall, as provided by Federal and State civil rights laws, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity. Columbia Transit further ensures every effort will be made to ensure non-discrimination in all programs and activities, whether those programs and activities are federally funded or not.

Columbia Transit meets the objectives of the FTA Master Agreement which governs all entities applying for FTA funding, including Columbia Transit and its third-party contractors by promoting actions that:

- A. Ensure that the level and quality of transportation service is provided without regard to race, color, or national origin.
- B. Identify and address, as appropriate, disproportionately high and adverse effects of programs and activities on minority populations and low-income populations.
- C. Promote the full and fair participation of all affected Title VI populations in transportation decision making.
- D. Prevent the denial, reduction, or delay in benefits related to programs and activities that benefit minority populations or low-income populations.
- E. Ensure meaningful access to programs and activities by persons with Limited English Proficiency (LEP).

B. Agency Information

1. Mission of Columbia Transit

To safely transport our Customers to their destinations in a reliable and courteous manner.

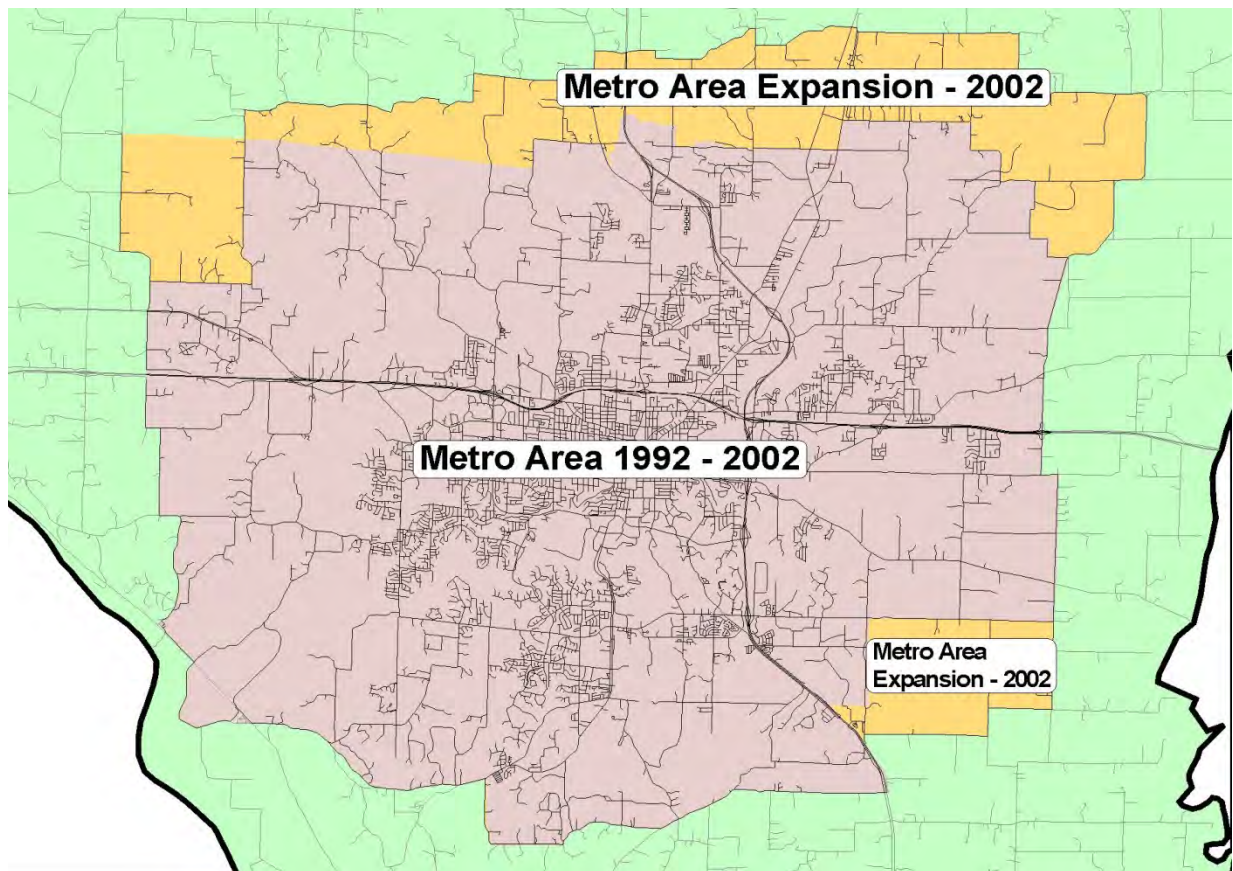
2. History

Columbia Transit began operation on September 9th, 1965 as a Division of the City of Columbia, Public Works Department. Columbia Transit currently operates Fixed Route and ParaTransit service within the City Limits of Columbia, MO. ParaTransit service is offered to the City Limits, exceeding the ADA required $\frac{3}{4}$ of a mile boundary around each Fixed Route. Additionally, Columbia Transit, via an intergovernmental cooperative agreement, operates Tiger Line shuttle services for the University of Missouri, Columbia Campus. This relationship has been in place in some form since the early 1970's.

3. Regional Profile (regional population; growth projection)

Map 1: Columbia Metropolitan Area; shows the City of Columbia and the portion of Boone County addressed by this plan. The Metropolitan Planning (Metro) Area includes the City of Columbia and the surrounding areas in unincorporated Boone County that are projected to urbanize within the next 20 years. The current Metro Area boundary was adopted by the Coordinating Committee in 2002. Transportation Analysis Zones (TAZ's) have been developed for the entire area for eventual traffic analysis. Much of the data found in this report are a mix of Columbia and Boone County statistics which were extracted from 2000 and 2010 Census information or have been developed for the entire area for eventual traffic analysis.

Map 1: Columbia Area Transportation Study Organization – Metro Area Boundary



From 2000 to 2010, the Metro Area population grew by 30,479 people and 29.3%. After considering a variety of potential growth rates, the CATSO Coordinating Committee elected to use a more moderate projection rate than was seen in the previous decade; the chosen projection was based on a percentage of population growth that is near the mid-range of the 1980s (1.15%), 1990s (2.05%), and 2000s (2.93%) Metro Area growth rate.¹ The projection assumes an average effective annual growth rate of 1.5%. The choice of projection rate to forecast population growth for the Columbia Metro Area for the year 2040 was also based on local housing and other demographic data, including data from the 2010 Census, and building permit information from Boone County Resource Management and the City of Columbia.

Using 2010 Census data as the base population for the Metro Area (134,592) and Boone County (162,642), a 1.5% annual growth rate results in a projection of 210,347 and 254,222 people in the year 2040 for the Metro Area and County, respectively. This is an increase of 75,775 people in the Metro Area over the 30 year planning horizon.

¹According to U.S. Census Bureau data, the estimated population for the Metro Area was 104,093 in 2000.

The Metro Area population has historically been near 80% of the County population (76.9% according to 2000 population estimates, and 82.7% according to 2010 Census data). The Metro Area is expected to retain a similar share of the total county population, with a slight percentage gain possible for Metro Area Boundary expansion over time; other growth trends, such as higher growth rates in the City of Columbia than in Boone County, as was seen over the last decade, may also affect this percentage in either direction (from 2000-2010 the City population grew by 28.3% and the County population grew by 20.1%).

Table 1, presented below, shows population projections for the CATSO Metro Area, the City of Columbia, and Boone County from 2010-2040 using 2010 Census data for the base year, and a 1.5% compounding annual growth rate.

Table 1: Population Projections 2010-2040

	2010	2015	2020	2025	2030	2035	2040
CATSO METRO AREA	134,592	144,994	156,200	168,271	181,276	195,286	210,378
CITY OF COLUMBIA	108,500	116,885	125,919	135,650	146,134	157,428	169,594
BOONE COUNTY	162,642	175,212	188,753	203,340	219,055	235,985	254,222

1.5% Growth Rate

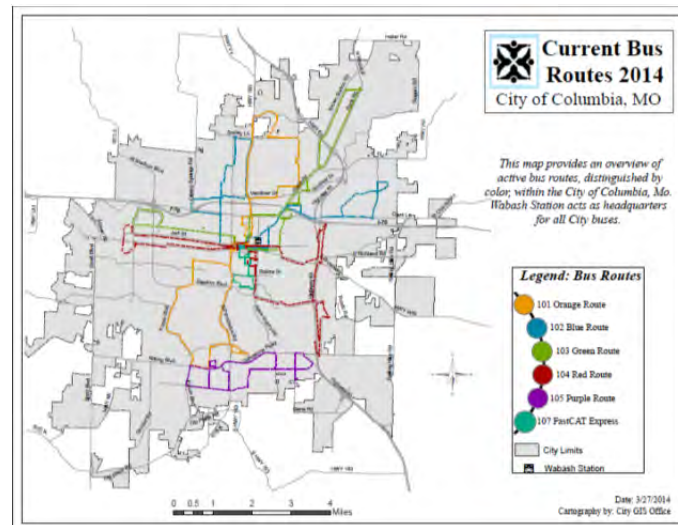
Regular monitoring of local growth trends will allow for the adjustment of these figures over time, and formal adjustment will occur as the transportation plan is updated every 5 years.

4. Population served (in relation to regional population)

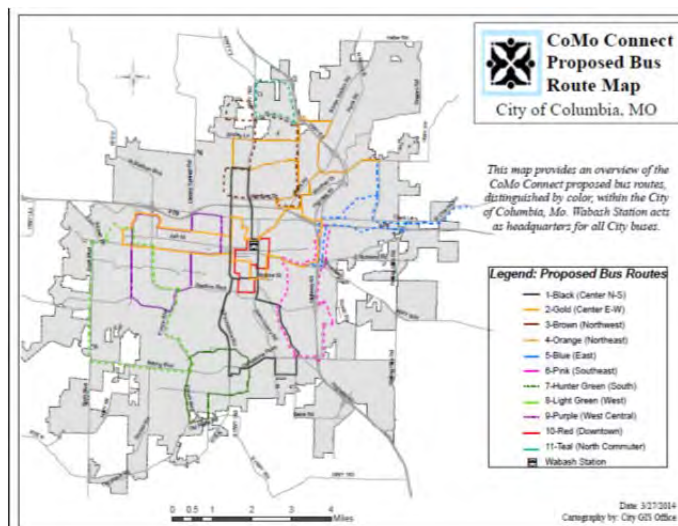
According to the 2010 Census, 93,000 people are within ½ mile of all current bus routes and that number will not change as it pertains to the CoMO Connect routes. This represents roughly eighty-six (86) percent of the population. Columbia Transit does not currently track the number of people that board and exit their buses.

5. Service area

Current service consists of an orbital pulse design of Fixed Routes. These routes use the Wabash Station as a common hub operation on 40-minute headways in peak service. The current fixed routes utilized are illustrated in the map below. [See **Appendix A** for full page map of current fixed routes]



On August 4th of 2014, the current route configuration will be changed to a more networked system of routes. This system will consist of two core connector routes traveling east/west and north/south on 15 minute headways in peak service. Seven neighborhood routes and one downtown orbiter will connect to the two main routes on 30 minute headways in peak service. Additionally, a commuter route will travel into the County with trips in the morning and late afternoon only. The proposed fixed routes are illustrated in the map below and are expected to be in service in August 2014. [See **Appendix B** for full page map of proposed fixed routes]

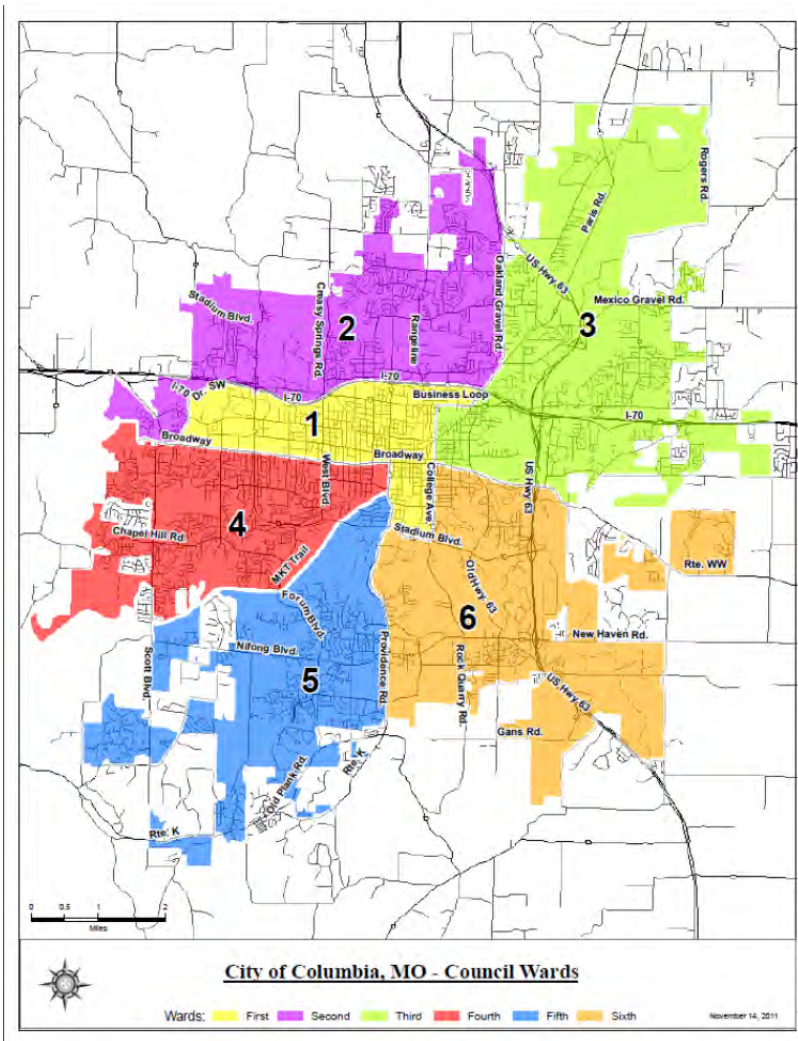


6. Governing body make-up (make-up, including terms of office)

Columbia Transit is a service offered by the City of Columbia, Missouri. Its governing board is the Columbia City Council.

COLUMBIA CITY COUNCIL - 2014

Name	Ward	Term Expires
Bob McDavid	Mayor	April 2016
Fred Schmidt	Ward 1	April 2014
Michael Trapp	Ward 2	April 2015
Karl Skala	Ward 3	April 2016
Ian Thomas	Ward 4	April 2016
Laura Nauser	Ward 5	April 2014
Barbara Hoppe	Ward 6	April 2015



C. Notice to the Public

Notifying the Public of Rights under Title VI COLUMBIA TRANSIT

Columbia Transit posts Title VI notices on our agency's website, in public areas of our agency, in our board room, and on our buses and/or paratransit vehicles.

Columbia Transit operates its programs and services without regard to race, color, or national origin, in accordance with Title VI of the Civil Rights Act of 1964.

If you believe you have been discriminated against on the basis of race, color, or national origin by Columbia Transit, you may file a Title VI complaint by completing, signing, and submitting the agency's Title VI Complaint Form.

How to file a Title VI complaint with Columbia Transit:

1. To request additional information on Title VI or to file a complaint, contact us at (573) 874-7282; email transit@gocolumbiamo.com; or visit our administrative office at Wabash Station, 126 N. 10th St, Columbia, MO 65201. For more information, visit www.gocolumbiamo.com.
2. In addition to the complaint process at Columbia Transit, complaints may be filed directly with the Federal Transit Administration, Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor – TCR, 1200 New Jersey Ave., SE, Washington, DC 20590
3. Complaints must be filed within 180 days following the date of the alleged discriminatory occurrence and should contain as much detailed information about the alleged discrimination as possible.
4. The form must be signed and dated, and include your contact information.

If information is needed in another language, contact (573) 874-7282.

D. Procedure for Filing a Title VI Complaint

Filing a Title VI Complaint

The following complaint procedures apply to the beneficiaries of Columbia Transit's programs, activities, and services.

RIGHT TO FILE A COMPLAINT: Any person who believes they have been discriminated against on the basis of race, color, or national origin by Columbia Transit may file a Title VI complaint by completing and submitting the agency's **Title VI Complaint Form**. Title VI complaints must be received in writing within 180 days of the alleged discriminatory complaint.

HOW TO FILE A COMPLAINT: Information on how to file a Title VI complaint is posted on our agency's website and in public areas of our agency.

You may download the *Columbia Transit Title VI Complaint Form* at www.gocolumbiamo.com, or request a copy by writing to City of Columbia, Transit, P.O. Box 6015, Columbia, MO 65205. Information on how to file a Title VI complaint may also be obtained by calling Columbia Transit at (573) 874-7282.

You may file a signed, dated complaint no more than 180 days from the date of the alleged incident. The complaint should include:

- Your name, address and telephone number.
- Specific, detailed information (how, why and when) about the alleged act of discrimination.
- Any other relevant information, including the names of any persons, if known, the agency should contact for clarity of the allegations.

Please submit your complaint form to Columbia Transit, P.O. Box 6015, Columbia, MO 65205.

COMPLAINT ACCEPTANCE: Columbia Transit will process complaints that are complete. Once a completed Title VI Complaint Form is received, our agency will review it to determine if Columbia Transit has jurisdiction. The complainant will receive an acknowledgement letter informing them whether or not the complaint will be investigated by Columbia Transit

INVESTIGATIONS: Columbia Transit will generally complete an investigation within 90 days from receipt of a completed complaint form. If more information is needed to resolve the case, Columbia Transit may contact the complainant. Unless a longer period is specified by Columbia Transit, the complainant will have ten (10) days from the date of the letter to send requested information to the Columbia Transit investigator assigned to the case.

If the requested information is not received within that timeframe the case will be closed. Also, a case can be administratively closed if the complainant no longer wishes to pursue the case.

LETTERS OF CLOSURE OR FINDING: After Columbia Transit's investigator reviews the complaint, the investigator will issue one of two letters to the complainant: a closure letter or letter of finding (LOF).

- A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed.
- A letter of finding (LOF) summarizes the allegations and provides an explanation of the corrective action taken.

REQUEST FOR RECONSIDERATION: If the complainant disagrees with Columbia Transit's determination, the complainant may request reconsideration by submitting the request in writing to the Title VI Coordinator within seven (7) days after the date of the letter of closure or letter of finding, stating with specificity the basis for the reconsideration. The City of Columbia's Title VI Coordinator will notify the complainant of the decision either to accept or reject the request for reconsideration within ten (10) days. In cases where reconsideration is granted, the Title VI Coordinator will issue a determination letter to the complainant upon completion of the reconsideration review.

A person may also file a complaint directly with the Federal Transit Administration, at the FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.

If information is needed in another language, contact Columbia Transit at City of Columbia, Transit, P.O. Box 6015, Columbia, MO 65205, or at (573) 874-7282.

[See **Appendix C** to view a copy of Columbia Transit's Discrimination Complaint Form]

**E. Monitoring Title VI Complaints, Investigations, Lawsuits
and Evidence of Agency Staff Title VI Training**

Documenting Title VI Complaints/Investigations

All Title VI complaints will be entered and tracked in Columbia Transit's complaint log. Active investigations will be monitored for timely response on the part of all parties. The agency shall designate a Columbia Transit employee to maintain the log.

Agency Title VI Complaint Log

Date complaint filed	Complainant	Basis of complaint R-C-NO	Summary of allegation	Pending status of complaint	Actions taken	Closure Letter (CL)	Letter of Finding (LOF)	Date of CL or LOF

Evidence of Agency Staff Title VI Training

Columbia Transit's staff is given Title VI training, and agency can answer affirmatively to all the following questions:

1. Are new employees made aware of Title VI responsibilities pertaining to their specific duties?
2. Do new employees receive this information via employee orientation?
3. Is Title VI information provided to all employees and program applicants?
4. Is Title VI information prominently displayed in the agency and on any program materials distributed, as necessary?

COLUMBIA TRANSIT

Title VI Self-Survey Form

Date filed with MoDOT Transit Section:

March 31, 2014

Survey Date: March 31, 2014

Period Covered: March 2011 – March 2014

Name of Program/Grant: Urbanized Area Formula Grants / 5307

A. Summary of Complaints, Investigations, or Lawsuits:

No complaints were received for this period.

No transit-related investigations were conducted for this period.

No lawsuits were received for this period.

B. Number of complaints for the period: 0

C. Number of complaints voluntarily resolved: 0

D. Number complaints currently unresolved: 0

E. Attach a summary of any type of complaint and provide:

- Name of complainant, Race, Allegation, Findings, Corrective Action, Identify any policy/procedure changes made as a result of the complaint, provide the date history (date complaint received through resolution)

Columbia Transit received zero (0) Title VI Complaints during the March 2011 to March 2014 period. There were no transit-related Title VI investigations and there were no lawsuits.

Columbia Transit Title VI Self-Survey Form – Page 2

Distribution of Title VI Information

1. Are new employees made aware of the Title VI responsibilities pertaining to their specific duties?

YES X NO

2. Do new employees receive this information via employee orientation?

YES X NO

3. Is Title VI information provided to all employees and program applicants?

YES X NO

4. Is Title VI information prominently displayed in the organization and on relevant program materials?

YES X NO

5. Identify any improvements you have implemented since the last self-survey to support Title VI communication to employees and program applicants.

Columbia Transit improved signing used on the bus and in facilities to include communication in Spanish and Mandarin Chinese. In support of CoMO Connect route project, Transit Staff held over ten (10) public meetings to solicit input on the proposed route changes. Three (3) separate surveys were conducted and fifteen (15) additional stakeholder meetings were conducted.

6. Identify any improvements you plan to implement before the next self-survey to support Title VI communication to employees and program applicants.

Currently additional surveys are planned to see public input regarding funding models and customer service improvements.

7. Identify any problems encountered with Title VI compliance, and discuss possible remedies.

No problems encountered for this period.

Signature: /s/ Drew Brooks
Title: Multi-Modal Manager, Columbia Transit
Date: March 31, 2014

F. Columbia Transit's Public Engagement Plan

Public Engagement Plan Goal

Public participation is a critical component of transportation planning. The Columbia Transit's Public Participation Plan is intended to develop and utilize a plan that provides reasonable opportunities for interested parties to comment on Columbia Transit's services and projects.

Objectives

- To understand the service area demographics and determine what non-English languages and other cultural barriers exist to public participation.
- To provide general notification of meetings and forums for public input, in a manner that is understandable to all populations in the area.
- To hold public meetings in locations that are accessible to all area stakeholders, including but not limited to minority and low income members of the community.
- To provide methods for two-way communication and information and input from populations which are less likely to attend meetings.
- To convey the information in various formats to reach all key stakeholder groups.

Identification of Stakeholders

Columbia Transit stakeholders (those directly or indirectly affected by systems & service plans) include, but are not necessarily limited to, the following:

- Governing Agency
 - Columbia City Council
- Advisory Agencies
 - Columbia Public Transit Advisory Commission
 - Columbia Area Transportation Study Organization (CATSO)
 - Columbia Disabilities Commission
- Columbia Transit Riders & Clients
- City of Columbia Minority & Low Income Populations (including limited English proficient persons)
- Local Jurisdictions and Other Government Stakeholders
 - Federal Transit Authority (FTA)
 - Missouri Department of Transportation (MoDOT)
 - Columbia Housing Authority
- Private Businesses & Organizations
 - Student Population: University of Missouri, Columbia College, Stephens College
 - Taxi Businesses: Taxi Terry, Tiger Taxi, Columbia Taxi, Economy Cab, Rick's Taxi
 - Other Transportation Businesses: First Student Transportation, Mo-X
 - Service Orgs: Boone County Family Resources, ACT, Services for Independent Living, Voluntary Action Center, Heart of Missouri United Way, Phoenix Programs, Rainbow House, Boone County Council on Aging, Boys and Girls Town of Missouri, Job Point, Refugee & Immigration Services

Public Notice

Columbia Transit will make a continuing effort to inform the public and interested parties of Columbia Transit's purpose and responsibilities. The agency will provide this information through handouts including brochures or posters, information on its web page, speaking engagements with business, professional and civic organizations, and periodic press releases.

All meetings for public participation shall be at times and locations that are convenient and accessible to everyone, particularly for minority and LEP communities. Columbia Transit will provide reasonable public notice for meetings and members of the public attending the meetings may offer comments for the record on transportation matters.

Public Engagement Process/Outreach Efforts

Columbia Transit will engage minority and LEP populations in the city, and we will do this by our comprehensive practices and targeted outreach efforts. The current comprehensive practices aim to reach minority and LEP populations to not only provide services but to also receive feedback and to engage them in Transit's planning: Transit provides language line translation services for all persons needing to communicate with staff, this service is advertised on all buses and at the Wabash Station, there are also language cards for drivers and staff to use to help identify the language spoken by the customer. Also, this information and more can be found on Transit's website which can be browsed in several different languages. By providing these notices and services, the goal is for Transit to be open, available and welcoming to all members of the community.

Columbia Transit conducts outreach programs in the community to receive public input on its planning and to raise awareness of its services. As part of the effort to engage the minority and LEP populations in its planning, Transit will target some wards with a higher density of minority and LEP populations. This includes Wards 1 and 3. Transit will host their outreach programs in community buildings of these wards to engage the residents of that ward. Transit will advertise the public meetings and host them at times that are convenient and accessible to everyone.

Transit also works with social service organizations in the community that have more frequent contact with minority and LEP populations. Two of these organizations are Refugee & Immigration Services and the University of Missouri, International Center. These organizations regularly provide services to minority and LEP populations in the community. Columbia Transit has partnered with both to provide orientation to the public transit system for their customers and to provide an easy contact with the organization for easy communication of questions and comments. Transit will continue to have regular contact with the organizations and meet with them throughout the year.

Finally, the CoMO Connect Project, begun May 22, 2013, was the City's most in depth outreach effort to date. The nine (9) month process, detailed in depth on our website at [gocolumbiamo.com](http://www.gocolumbiamo.com)² [See **Appendix J** for a Summary of Outreach Efforts involving the CoMO Connect Project], included extensive outreach in every City Ward and included presentations at

² <http://www.gocolumbiamo.com/Council/Commissions/downloadfile.php?id=12373>

the bus station at various times during a scheduled day, and a public hearing before the City Council. Information for these meetings was posted on buses, in shelters and at the bus station, a variety of social media outlets, personal invitations handed out by bus drivers and notices in the newspaper. In addition, a standalone web page at comoconnect.org continues to provide up to the minute information on the project. In addition, three (3) separate surveys were conducted. Respondents were able to fill out paper or electronic surveys or the survey could be read and conducted by Transit Staff or volunteers.

Public Comment

Formal public comment periods are used to solicit comments on major public involvement efforts around a Columbia Transit service or system change. Comments during these periods are accepted through various means:

- Email: Transit@gocolumbiamo.com
- Mail: City of Columbia, Transit, P.O. Box 6015, Columbia, MO 65205
- Phone: (573) 874-7282
- In person: Wabash Station, 126 N. 10th St, Columbia, MO 65201

Response to Public Input

All public comments are gathered and provided to the Transportation Superintendent and Multi-Modal Manager. When pertinent, a report is presented to the City Council and Public Transit Advisory Commission for their review and input. Comments and suggestions are incorporated into the planning process. For example: Comments and suggestions received during public meetings and via surveys for the CoMO Connect Project resulted in significant changes to the final routes.

Title VI Outreach Best Practices

Columbia Transit ensures all outreach strategies, communications and public involvement efforts comply with Title VI. Columbia Transit's Public Engagement Plan proactively initiates the public involvement process and makes concerted efforts to involve members of all social, economic, and ethnic groups in the public involvement process. Aligned with the above referenced communication tactics, Columbia Transit provides the following:

- Public notices published in non-English publications
- Title VI non-discrimination notice on its website
- Agency communication materials in languages other than English
- Services for Limited English Proficient persons. Upon advance notice, translators may be provided.

2013 – 2016 Title VI Program Public Engagement Process

Columbia Transit will conduct a Public Engagement Process for the 2013-2016 Title VI Program. This process includes Community Meetings to seek input, provide education, and highlight key components of the Title VI Plan. Materials have been created to explain Title VI policies as well as provide education on how they relate to minority populations.

Columbia Transit will provide briefings to the Columbia City Council and Advisory Bodies.

Columbia Transit will conduct a 30 day public comment period to provide opportunities for feedback on the 2013-2016 Title VI Program.

Comments are accepted during the public outreach period via:

- Email: Transit@gocolumbiamo.com
- Mail: City of Columbia, Transit, P.O. Box 6015, Columbia, MO 65205
- Phone: (573) 874-7282
- In person: Wabash Station, 126 N. 10th St, Columbia, MO 65201

Summary of 2010-2012 Public Outreach Efforts

Collaborate with University of Missouri International Center – 2010, 2011, 2012
Introduction to Columbia Transit for International Students
Update All of Language Services Signing – 2012
Annual Tri-Transit Day – 2010, 2011, 2012

G. Language Assistance Plan

Columbia Transit **Limited English Proficiency Plan**

Policy

Columbia Transit strives to ensure that all segments of the population, including LEP persons, are provided with meaningful access to its programs, services and planning. It is the policy of Columbia Transit to provide meaningful access to persons who are limited in English proficiency.

Title VI Responsibilities

This Limited English Proficiency Plan has been prepared to address Columbia Transit's responsibilities as a recipient of federal financial assistance as they relate to the needs of individuals with limited language skills. The plan has been prepared in accordance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination in the level and quality of transportation service based on race, color or national origin..

Differing treatment based upon a person's inability to speak, read, write or understand English can be a type of discrimination. Columbia Transit is dedicated to ensuring that such discrimination does not take place.

LEP Persons

LEP persons are those whose proficiency in speaking, reading, writing, or understanding English, as a result of national origin, is such that it would deny or limit their meaningful access to programs and services provided by Columbia Transit if language assistance were not provided. Columbia Transit assists LEP individuals, as outlined in this plan, in accessing its programs and services and Columbia Transit is committed to continuing to improve this access.

Analysis

Part of Columbia Transit's policy of providing meaningful access to LEP persons is understanding the current conditions surrounding this issue. It is necessary to understand the LEP population in Columbia Transit's service area, to determine the frequency with which LEP persons use its programs and services, to evaluate the importance of the various programs and services, and to consider the resources available.

Number And Proportion of LEP persons eligible to be served by Columbia Transit

Columbia Transit surveyed the LEP population of residents within the Columbia city limits, including some adjacent portions outside of the city limits. [See **Appendix D** for LEP Population Chart by Census Tract, See **Appendix E** for Population by Language: Asian & Pacific, See **Appendix F** for Map of Census Tracts]. A significant majority of people in the Columbia Transit service area are proficient in the English language. Based on the 2010 Census data, approximately 3.8% of the population five years of age and older speak English “less than very well.” See the table below for the populations by numbers and percentage.

	Totals
SERVICE AREA	
Population (5 Years and Over)	125,878
LIMITED ENGLISH PROFICIENCY	
LEP %	3.8%
LEP #	4,721
SPANISH	
Spanish % (5 Years and Over)	2.20%
Spanish #	2,733
Spanish LEP%	0.80%
Spanish LEP#	1,047
OTHER INDO-EUROPEAN (OIE)	
OIE % (5 Years and Over)	2.60%
OIE #	3,221
OIE LEP %	0.50%
OIE LEP #	680
ASIAN & PACIFIC	
Asian & Pacific % (5 Years and Over)	3.40%
Asian & Pacific #	4,228
Asian & Pacific LEP %	1.90%
Asian & Pacific LEP #	2,333
ALL OTHER	
All Other % (5 Years and Over)	1.50%
All Other #	1,871
All Other LEP %	0.50%
All Other LEP #	649

Frequency with which LEP persons come into contact with Columbia Transit

The Columbia Transit staff reviewed the frequency with which office staff, dispatchers and drivers have, or could have, contact with LEP persons. To date, Columbia Transit has had no requests for an interpreter, either in person or by phone during the 2010 to 2012 period (or since).

Columbia Transit surveyed city staff to help determine the frequency with which driver and non-drivers come into contact with passengers who do not speak English or have trouble understanding English when it is spoken to them. See the table below for the results of the staff survey as to the frequency of the contact with LEP persons. [See **Appendix G** for Staff Survey Sample Form].

Staff Surveyed	21 Employees (14 Drivers, 7 Non-Drivers)
Responses to Frequency of Contact with Passengers who do not speak English or have trouble understanding English when it is spoken to them	5 - Daily 6 - Weekly 6 – Monthly 4 – Less than Monthly
Responses to Languages Spoken (in no particular order)	Spanish, Chinese, Bosnian, Korean, American Sign Language, East Asian Language, Swedish, Vietnamese, Serbian, Croatian, Slovenian, African Language, Pilipino (Tagalog), Middle Eastern, Persian
Responses to Translator Requests	Two (2) Columbia Transit employees identified as willing to serve as Translators and one (1) employee identified as maybe: <i>Adnan Halivovic</i> : Bosnian, Serbian, Croatian, Slovenian <i>Cesar Guevara</i> : Pilipino (Tagalog) <i>Shannon Hemenway</i> : Spanish, French [maybe]

Nature and importance of the program, activity

Public transportation is vital to many people’s lives. According to the Department of Transportation’s Policy Guidance Concerning Recipient’s Responsibilities to Limited English Proficient (LEP) Persons, “Providing public transportation access to LEP persons is crucial. An LEP person’s inability to utilize effective public transportation may adversely affect his or her ability to obtain health care, or education, or access to employment.”

Columbia Transit offers fixed route services for everyday transportation needs, paratransit services to provide equal access to persons with disabilities, public meetings to receive public input and outreach events to inform the community of the services. All of these are very important to Columbia Transit’s operations and to the public.

Resources available to Columbia Transit for LEP outreach

Resources that have been, or may be useful in Columbia Transit's LEP efforts include collaborating with service agencies or organizations in the community that have more frequent, personal contact with the LEP population in Columbia. These organizations include, but are not necessarily limited to, the University of Missouri – International Center, Centro Latino, Refugee and Immigration Services. The cost to collaborate with these organizations is low as it only requires staff time. There is benefit to this type of targeted outreach has been significant.

Another resource available to Columbia Transit for LEP outreach is to continue including Language Services information on the information that goes out to advertise an outreach event. The cost to include this information is low and the benefit is significant.

Lastly, targeting outreach efforts to areas where the LEP population is higher. According to our LEP information, the LEP population is greater than 350 people in tracts 5, 7, 14 and 15.04. These areas are in the center of town and in the north of town (North of I-70). Targeted outreach efforts, particularly when it concerns improving LEP related services, to these parts of the community can be beneficial. The cost of these outreach efforts is low and the benefit can be great.

Translation of Written Documents

The translation of written documents may be necessary at times to provide meaningful access to LEP persons. Columbia Transit provides written translation of documents for each eligible LEP language group whose population constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered. Based on the current LEP population in Columbia, the languages that qualify for such written translations are Spanish and Mandarin Chinese.³ Columbia Transit keeps written translations of vital documents in these languages for its customers: vital documents include consent and complaint forms, intake and application forms, and notices of rights. The City is currently working to get these documents translated. Also, Columbia Transit will provide assistance in helping customers understand and fill-in forms when they speak languages other than Spanish and Chinese.

Monitoring, Evaluating and Updating the Language Assistance Plan

Columbia Transit monitors changes in the LEP population, tracks all LEP requests and updates this plan as needed. Every three (3) years this plan will be formally evaluated. In order to do that, Columbia Transit will determine whether there have been changes in the LEP population in Columbia by looking at the most recent census information. It will also gather records all of the LEP requests during the period (these requests will be tracked in a log kept by Transit). Also, Columbia Transit will seek out public feedback on the Language Assistance Plan from all stakeholders including riders, service organizations, general public and staff. Once the information is gathered, the Multi-Modal Manager or Transportation Superintendent, in

³ LEP population that speak Spanish – 1,047 [See Appendix E]; LEP population that speak Chinese – 1,105 [See Appendix F for breakdown of Asian & Pacific LEP Population by language]. It is unknown at this time what percentage of the LEP population that speak Chinese speak which dialect. Mandarin is widely accepted to be the most popular, so that is the dialect that Columbia offers written translations in.

collaboration with the Title VI Coordinator for the City, will evaluate the LEP plan and update the information. This plan is also available to the public on the City's website and upon request. Columbia Transit will accept and record public comment on the plan at any time. Finally the plan will be submitted to our governing body, Columbia City Council, for approval.

Proposed Actions

Columbia Transit strives to ensure that all segments of the population, including LEP persons, are provided with meaningful access to its programs, services and planning. Columbia Transit has adopted this LEP plan to ensure that this goal is achieved in a manner that is both effective and efficient. Consistent with the analysis of the LEP population, Columbia Transit's limited financial resources, and its policy, Columbia Transit offers the following:

Language Assistive Services

Signage describing our language services displayed on all buses and at the Wabash Station. [See **Appendix H** for Signage]. Translation for these signs was provided at no cost by the International Center at the University of Missouri.

All buses contain a language card for Bus Drivers to use to help identify the language spoken by a customer. Drivers are instructed to refer the Customer to a dispatcher who can access the Language Line or a member of staff who speaks the language, if necessary. To date, this has not been necessary. A list of staff who speak various languages and instructions for accessing the Language Line are kept in the LEP log book at the Dispatch Desk.

Annually Transit works with the University of Missouri International Center to provide information on public transportation to their students. Typically, at the beginning of each school year, we provide a short trip from the International Center on the MU campus to our main Customer Service office at the Wabash Station. During the trip a staff member will discuss the basics of the service and answer questions. At the station maps and materials are provided and additional staff are on hand to answer further questions.

Columbia Transit is continually looking for new ways to improve on current processes and outreach. Public feedback is always accepted directly to Columbia Transit or through the Public Transit Advisory Commission, which is continually monitoring services.

Notice to LEP persons about language assistive services

Language Services information is displayed in all Columbia Transit Service vehicles and at the main transfer center in the Wabash Station. [See **Appendix H** for Signage]. This information indicates how interpreters may be requested. Title VI information is also displayed on Columbia Transit's website at gocolumbiamo.com, including Language Services information.

Staff Training

All Columbia Transit staff are trained on LEP procedures in orientation. Refresher training for all staff is administered once each year at all employee meetings.

H. Advisory Bodies

Table Depicting Membership of Committees, Councils, By Race

Committee	Caucasian	Latino	African American	Asian American		Total
Columbia Public Transit Advisory Commission	82%	9%	9%			100%
Columbia Area Transportation Study Organization (CATSO)	100%					100%
Columbia Disabilities Commission	100%					100%

Description of efforts made to encourage minority participation on committees:

- Columbia Public Transit Advisory Commission:** This commission is comprised of eleven (11) members. They advise city staff with regard to transit policy and safety matters, serve as a sounding board for citizen transit issues and make recommendations to City Council. The positions are advertised by the City Clerk and appointed by City Council. Members are appointed without regard to race.
- Columbia Area Transportation Study Organization (CATSO):** This commission is comprised of a Coordinating Committee and a Technical Subcommittee. The Coordinating Committee is comprised of nine (9) members with the option for three (3) ex-officio members. The Technical Subcommittee is comprised of eleven (11) members with the option for four (4) ex-officio members. There is some overlap in that some people serve on both committees within CATSO. The membership is based on professional job positions held with various agencies in the community.
- Columbia Disabilities Commission:** This commission is comprised of twelve (12) members, seven (7) shall be persons with significant disabilities, two (2) shall own or operate a business, and three (3) shall have particular knowledge or experience in providing services to people with disabilities. The positions are advertised by the City Clerk and appointed by City Council. Members are appointed without regard to race.

[See **Appendix I** for Advisory Body Survey Form]

I. Subrecipient Assistance

Subrecipient Assistance

Columbia Transit does not have any subrecipients.

J. Subrecipient Assistance

Subrecipient Assistance

Columbia Transit does not have any subrecipients.

K. Equity Analysis of Facilities

Columbia Transit has not constructed any storage facilities, maintenance facilities, or operations centers in the last three years.

L. System-Wide Service Standards and Policies

SERVICE STANDARDS

Background

FTA requires all fixed route transit providers of public transportation to develop quantitative standards for the following indicators:

- *Vehicle load for each mode*: Generally expressed as the ratio of passengers to the number of seats on a vehicle, relative the vehicle's maximum load point.
- *Vehicle headways for each mode*: The amount of time between two vehicles traveling in the same direction on a given line or combination of lines.
- *On-time performance for each mode*: A measure of runs completed as scheduled.
- *Service availability for each mode*: A general measure of the distribution of routes within an agency's service area.

Vehicle Load Standards

- 40 ft Low Floor Bus – Max Load: 39 Seated, 2 Wheelchairs, 25 Standees
 - 66 total, Max Load Factor 1.38
- 35 ft Low Floor Bus – Max Load: 32 Seated, 2 Wheelchairs, 18 Standees
 - 52 total, Max Load Factor 1.35
- 30 ft Low Floor Bus – Max Load: 25 Seated, 2 Wheelchairs, 15 Standees
 - 42 total, Max Load Factor 1.36
- 27 ft Cutaway Van – Max Load: 8 Seated, 4 Wheelchairs, 0 Standees
 - 12 Total, Max Load Factor 1.0

Vehicle Headway Standards

- Fixed Route service headways are 40 minutes in peak service.

On-Time Performance Standards

- Ninety (90) percent of the City's transit vehicles will complete their established runs no more than five (5) minutes early or late in comparison to the established/published timetables.
- A vehicles is considered on time if it departs a scheduled timepoint no more than one (1) minute early and no more than five (5) minutes late. The City's on-time performance objective is ninety (90) percent or greater.

Service Availability Standards

- Bus Stops will not be more than 1200 feet apart.
- Where available, stops should have sidewalk access and street lights in close proximity.

SERVICE POLICIES

Background

FTA requires that all providers of fixed route public transportation develop qualitative policies for the following procedures.

- Vehicle Assignment
- Transit Amenities

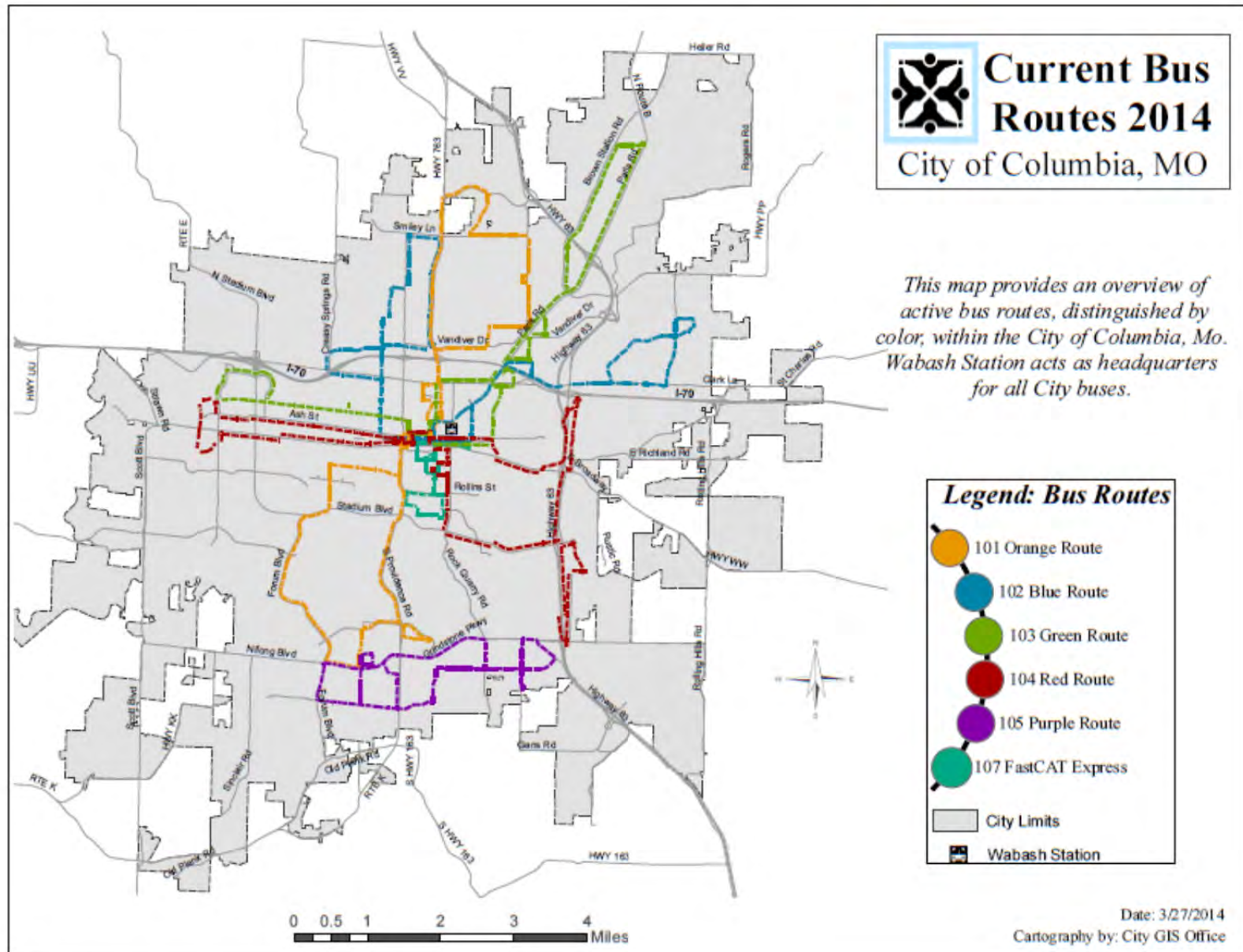
Policies

Vehicle Assignment Policy

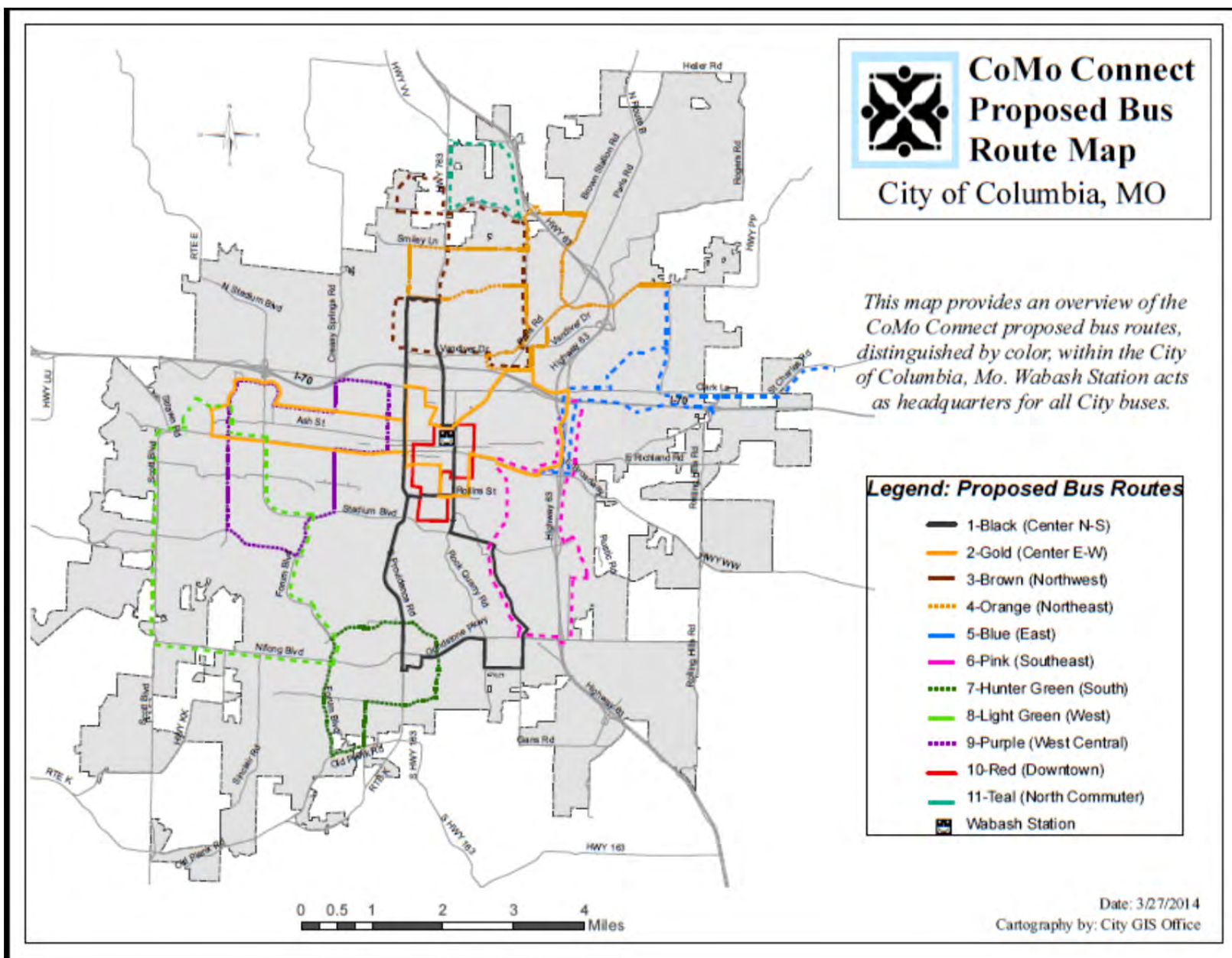
- Buses are rotated on a quarterly basis to evenly distribute mileage.
- Higher capacity vehicles are assigned to heavy use routes as applicable.
- All vehicles will be ADA accessible on all routes.

Transit Amenities Policy

- All bus stops require a bus stop sign. These signs will be upgraded with additional information as part of the CoMO Connect Project.
- Shelters and benches are currently distributed based on passenger volume and customer request. This process will be re-evaluated as the system moves to a network model with multiple transfer locations.
- All bench and shelter locations will have a trash receptacle.



Appendix B



APPENDIX C

COLUMBIA TRANSIT TITLE VI COMPLAINT FORM

“No person in the United States shall, on the basis 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.”

If you feel that you have been discriminated against in the provision of transportation services, please provide the following information to assist us in processing your complaint. Should you require any assistance in completing this form or need information in alternate formats, please let us know.

Please mail or return this form to:

City of Columbia
Public Works, Transit
P.O. Box 6015
Columbia, MO 65205
Transit@GoColumbiaMo.com

PLEASE PRINT

1. Complainant's Name:		
a. Address:		
b. City:	State:	Zip Code:
c. Telephone (include area code): Home () - Cell () - Work () -		
d. Electronic mail (e-mail) address:		
Do you prefer to be contacted by this e-mail address? () YES () NO		
2. Accessible Format of Form Needed? () YES specify: _____ () NO		
3. Are you filing this complaint on your own behalf? () YES If YES, please go to question 7. () NO If no, please go to question 4		
4. If you answered NO to question 3 above, please provide your name and address.		
a. Name of Person Filing Complaint:		
b. Address:		
c. City:	State:	Zip code:
d. Telephone (include area code): Home () or Cell () Work () - () -		
e. Electronic mail (e-mail) address:		
Do you prefer to be contacted by this e-mail address? () YES () NO		
5. What is your relationship to the person for whom you are filing the complaint?		
6. Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party. () YES, I have permission. () NO, I do not have permission.		
7. I believe that the discrimination I experienced was based on (check all that apply): () Race () Color () National Origin (classes protected by Title VI) () Other (please specify)		

TITLE VI COMPLAINT FORM – PAGE 2

8. Date of Alleged Discrimination (Month, Day, Year):
9. Where did the Alleged Discrimination take place?
10. Explain as clearly as possible what happened and why you believe that you were discriminated against. Describe all of the persons that were involved. Include the name and contact information of the person(s) who discriminated against you (if known). <i>Use the back of this form or separate pages if additional space is required.</i>
11. Please list any and all witnesses' names and phone numbers/contact information. <i>Use the back of this form or separate pages if additional space is required.</i>
12. What type of corrective action would you like to see taken?
13. Have you filed a complaint with any other Federal, State, or local agency, or with any Federal or State court? () YES If yes, check all that apply. () NO a. () Federal Agency (List agency's name) b. () Federal Court (Please provide location) c. () State Court d. () State Agency (Specify Agency) e. () County Court (Specify Court and County) f. () Local Agency (Specify Agency)
14. If YES to question 14 above, please provide information about a contact person at the agency/court where the complaint was filed.
Name: _____ Title: _____
Agency: _____ Telephone: () _____ - _____
Address: _____
City: _____ State: _____ Zip Code: _____

You may attach any written materials or other information that you think is relevant to your complaint.

Signature and date is required:

Signature

Date

If you completed Questions 4, 5 and 6, your signature and date is required:

Signature

Date

APPENDIX D

LEP Population Chart by Census Tract

LEP POPULATION IN COLUMBIA TRANSIT SERVICE AREA																									
Census Tract	2	3	5	6	7	9	10.01	10.02	11.01	11.03	11.04	12.01	12.02	13	14	15.02	15.03	15.04	16.01	16.02	17.02	18.05	21	21 Total	
Population (5 Years and Over)	1783.0	3420.0	2939.0	4661.0	3840.0	1389.0	4008.0	6071.0	7841.0	6268.0	9905.0	5563.0	5380.0	3429.0	10148.0	5533.0	3284.0	8078.0	6857.0	3053.0	4249.0	7795.0	3227.0	7157.0	125878.0
LEP %	6.7%	4.9%	16.6%	3.7%	9.5%	1.4%	1.3%	2.7%	3.4%	2.8%	0.7%	3.2%	4.0%	5.2%	5.5%	2.3%	2.2%	6.2%	1.9%	1.3%	3.2%	3.1%	3.7%	2.3%	3.75%
LEP #	119.5	167.6	487.9	172.5	364.8	19.4	52.1	163.9	266.6	175.5	69.3	178.0	215.2	178.3	558.1	127.3	72.2	500.8	130.3	39.7	136.0	241.6	119.4	164.6	4720.7
Spanish % (5 Years and Over)	1.0%	3.0%	1.4%	3.5%	10.1%	3.7%	1.6%	1.8%	2.0%	1.9%	1.1%	0.7%	1.2%	1.5%	3.8%	1.3%	1.1%	0.9%	4.4%	2.9%	2.1%	0.6%	2.7%	1.2%	2.2%
Spanish #	18	102	41	163	388	52	66	108	153	116	105	39	62	52	384	73	35	76	301	88	91	47	88	85	2733
Spanish LEP %	55.6%	11.8%	26.8%	35.6%	63.1%	36.5%	0.0%	33.3%	19.6%	17.2%	0.0%	53.8%	33.9%	34.6%	72.9%	75.3%	48.6%	0.0%	23.6%	27.3%	69.2%	0.0%	31.8%	9.4%	0.8%
Spanish LEP#	10.0	12.0	11.0	58.0	244.8	19.0	0.0	36.0	30.0	20.0	0.0	21.0	21.0	18.0	279.9	55.0	17.0	0.0	71.0	24.0	63.0	0.0	28.0	8.0	1045.7
Other Indo-European %	1.6%	2.5%	9.8%	0.3%	2.0%	0.0%	1.5%	0.6%	1.2%	2.5%	1.9%	6.2%	6.5%	7.0%	3.3%	0.0%	0.1%	1.5%	0.7%	0.5%	3.9%	4.4%	1.8%	2.5%	2.6%
Other Indo-European #	29	87	288	14	78	0	61	38	91	156	184	346	349	240	335	0	4	118	45	15	165	342	58	178	3221.0
OIE LEP %	41.4%	12.6%	37.8%	0.0%	0.0%	0.0%	0.0%	44.7%	27.5%	9.8%	8.2%	5.5%	16.9%	25.8%	47.5%	0.0%	0.0%	28.0%	0.0%	0.0%	43.6%	7.3%	0.0%	26.4%	0.5%
OIE LEP #	12.0	11.0	108.9	0.0	0.0	0.0	0.0	17.0	25.0	15.0	15.1	19.0	59.0	61.9	159.1	0.0	0.0	33.0	0.0	0.0	71.9	25.0	0.0	47.0	679.9
Asian & Pacific %	7.1%	4.3%	17.1%	1.9%	0.8%	0.0%	2.2%	3.1%	5.4%	3.3%	1.7%	2.9%	3.6%	11.2%	2.0%	3.6%	1.3%	4.7%	1.9%	0.5%	0.2%	4.3%	2.9%	1.4%	3.4%
Asian & Pacific #	127	148	504	89	29	0	90	189	427	209	166	162	191	383	208	199	43	379	132	16	8	334	92	103	4228.0
A & P LEP %	77.2%	80.4%	73.2%	92.1%	55.2%	0.0%	32.2%	57.1%	45.0%	67.0%	24.1%	85.8%	59.7%	25.3%	55.3%	9.5%	100.0%	49.1%	43.2%	100.0%	0.0%	64.7%	81.5%	61.2%	1.9%
A & P LEP #	98.0	119.0	368.9	82.0	16.0	0.0	29.0	107.9	192.2	140.0	40.0	139.0	114.0	96.9	115.0	18.9	43.0	186.1	57.0	16.0	0.0	216.1	75.0	63.0	2333.1
All Other %	0.4%	0.7%	0.0%	4.0%	2.9%	0.4%	1.1%	0.0%	0.7%	2.0%	2.5%	3.2%	3.0%	0.0%	0.1%	1.2%	0.5%	5.8%	0.0%	0.0%	0.8%	0.0%	1.9%	0.9%	1.5%
All Other #	7	25	0	187	113	5	46	0	56	125	245	180	161	0	6	67	16	472	0	0	32	0	61	67	1871.0
All Other LEP %	0.0%	100.0%	0.0%	18.2%	91.2%	0.0%	50.0%	0.0%	32.1%	0.0%	7.3%	0.0%	11.8%	0.0%	0.0%	79.1%	68.8%	60.2%	0.0%	0.0%	0.0%	0.0%	24.6%	68.7%	0.5%
All Other LEP #	0.0	25.0	0.0	34.0	103.1	0.0	23.0	0.0	18.0	0.0	17.9	0.0	19.0	0.0	0.0	53.0	11.0	284.1	0.0	0.0	0.0	0.0	15.0	46.0	649.1

LEP Population in Columbia Transit Service Area					
Population 5 years and over by language spoken at home and ability to speak English	Census Tract 2	Census Tract 3	Census Tract 5	Census Tract 6	Census Tract 7
Population 5 Years and Over	1,783	3,420	2,939	4,661	3,840
Speak English “less than very well”	6.7%	4.9%	16.6%	3.7%	9.5%
Spanish	18	102	41	163	388
% of Pop 5 & Over	1%	3%	1.4%	3.5%	10.1%
Speak English “less than very well”	55.6%	11.8%	26.8%	35.6%	63.1%
Other Indo-European	29	87	288	14	78
% of Pop 5 & Over	1.6%	2.5%	9.8%	.3%	2%
Speak English “less than very well”	41.4%	12.6%	37.8%	0%	0.0%
Asian and Pacific Island	127	148	504	89	29
% of Pop 5 & Over	7.1%	4.3%	17.1%	1.9%	0.8%
Speak English “less than very well”	77.2%	80.4%	73.2%	92.1%	55.2%
All Other	7	25	0	187	113
% of Pop 5 & Over	.4%	.7%		4%	2.9%
Speak English “less than very well”	0%	100%	0	18.2%	91.2%

LEP Population in Columbia Transit Service Area					
Population 5 years and over by language spoken at home and ability to speak English	Census Tract 9	Census Tract 10.01	Census Tract 10.02	Census Tract 11.01	Census Tract 11.03
Population 5 Years and Over	1,389	4,008	6,071	7,841	6,268
Speak English “less than very well”	1.4%	1.3%	2.7%	3.4%	2.8%
Spanish	52	66	108	153	116
% of Pop 5 & Over	3.7%	1.6%	1.8%	2%	1.9%
Speak English “less than very well”	36.5%	0	33.3%	19.6%	17.2%
Other Indo-European	0	61	38	91	156
% of Pop 5 & Over		1.5%	.6%	1.2%	2.5%
Speak English “less than very well”	0	0	44.7%	27.5%	9.6%
Asian and Pacific Island	0	90	189	427	209
% of Pop 5 & Over		2.2%	3.1%	5.4%	3.3%
Speak English “less than very well”	0	32.2%	57.1%	45%	67%
All Other	5	46	0	56	125
% of Pop 5 & Over	.4%	1.1%		.7%	2%
Speak English “less than very well”	0	50%	0	32.1%	0

LEP Population in Columbia Transit Service Area					
Population 5 years and over by language spoken at home and ability to speak English	Census Tract 11.04	Census Tract 12.01	Census Tract 12.02	Census Tract 13	Census Tract 14
Population 5 Years and Over	9,905	5,563	5,380	3,429	10,148
Speak English “less than very well”	.7%	3.2%	4%	5.2%	5.5%
Spanish	105	39	62	52	384
% of Pop 5 & Over	1.1%	.7%	1.2%	1.5%	3.8%
Speak English “less than very well”	0	53.8%	33.9%	34.6%	72.9%
Other Indo-European	184	346	349	240	335
% of Pop 5 & Over	1.9%	6.2%	6.5%	7%	3.3%
Speak English “less than very well”	8.2%	5.5%	16.9%	25.8%	47.5%
Asian and Pacific Island	166	162	191	383	208
% of Pop 5 & Over	1.7%	2.9%	3.6%	11.2%	2%
Speak English “less than very well”	24.1%	85.8%	59.7%	25.3%	55.3%
All Other	245	180	161	0	6
% of Pop 5 & Over	2.5%	3.2%	3%		.1%
Speak English “less than very well”	7.3%	0	11.8%	0	0

LEP Population in Columbia Transit Service Area					
Population 5 years and over by language spoken at home and ability to speak English	Census Tract 15.02	Census Tract 15.03	Census Tract 15.04	Census Tract 16.01	Census Tract 16.02
Population 5 Years and Over	5,533	3,284	8,078	6,857	3,053
Speak English “less than very well”	2.3%	2.2%	6.2%	1.9%	1.3%
Spanish	73	35	76	301	88
% of Pop 5 & Over	1.3%	1.1%	.9%	4.4%	2.9%
Speak English “less than very well”	75.3%	48.6%	0	23.6%	27.3%
Other Indo-European	0	4	118	45	15
% of Pop 5 & Over		.1%	1.5%	.7%	.5%
Speak English “less than very well”	0	0	28%	0	0
Asian and Pacific Island	199	43	379	132	16
% of Pop 5 & Over	3.6%	1.3%	4.7%	1.9%	.5%
Speak English “less than very well”	9.5%	100%	49.1%	43.2%	100%
All Other	67	16	472	0	0
% of Pop 5 & Over	1.2%	.5%	5.8%		
Speak English “less than very well”	79.1%	68.8%	60.2%	0	0

LEP Population in Columbia Transit Service Area					
Population 5 years and over by language spoken at home and ability to speak English	Census Tract 17.02	Census Tract 18.05	Census Tract 21	Census Tract 22	
Population 5 Years and Over	4,249	7,795	3,227	7,157	
Speak English “less than very well”	3.2%	3.1%	3.7%	2.3%	
Spanish	91	47	88	85	
% of Pop 5 & Over	2.1%	.6%	2.7%	1.2%	
Speak English “less than very well”	69.2%	0	31.8%	9.4%	
Other Indo-European	165	342	58	178	
% of Pop 5 & Over	3.9%	4.4%	1.8%	2.5%	
Speak English “less than very well”	43.6%	7.3%	0	26.4%	
Asian and Pacific Island	8	334	92	103	
% of Pop 5 & Over	.2%	4.3%	2.9%	1.4%	
Speak English “less than very well”	0	64.7%	81.5%	61.2%	
All Other	32	0	61	67	
% of Pop 5 & Over	.8%		1.9%	.9%	
Speak English “less than very well”	0	0	24.6%	68.7%	

APPENDIX E
Population by Language: Asian and Pacific

Population by Languages: Asian & Pacific	2	3	5	6	7	9	10.01	10.02	11.01	11.03	11.04	12.01	12.02	13	14	15.02	15.03	15.04	16.01	16.02	17.02	18.05	21	22	TOTAL
Total:	1782	3,420	2,939	4,661	3,840	1,389	4,008	6,071	7,841	6,268	9,905	5,563	5,380	3,429	10,148	5,533	3,284	8,078	6,857	3,053	4,249	7,795	3,227	7,157	125877
Speak only English	1,601	3,058	2,106	4,208	3,232	1,332	3,745	5,736	7,114	5,662	9,205	4,836	4,617	2,754	9,215	5,194	3,186	7,033	6,379	2,934	3,953	7,072	2,928	6,724	113824
Persian:	0	0	72	0	48	0	0	0	0	0	0	0	31	0	0	0	0	0	0	0	0	0	0	25	176
Speak English "very well"	0	0	72	0	48	0	0	0	0	0	0	0	16	0	0	0	0	0	0	0	0	0	0	10	146
Speak English less than "very well"	0	0	0	0	0	0	0	0	0	0	0	0	15	0	0	0	0	0	0	0	0	0	0	15	30
Gujarati:	0	0	0	0	0	0	0	0	0	0	62	0	0	13	17	0	0	0	0	0	0	0	0	0	92
Speak English "very well"	0	0	0	0	0	0	0	0	0	0	62	0	0	13	0	0	0	0	0	0	0	0	0	0	75
Speak English less than "very well"	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17	0	0	0	0	0	0	0	0	0	17
Hindi:	0	0	106	0	0	0	0	0	39	0	21	0	87	27	0	0	0	0	15	20	62	0	6	6	383
Speak English "very well"	0	0	0	0	0	0	0	0	14	0	21	0	87	27	0	0	0	0	15	10	62	0	6	6	242
Speak English less than "very well"	0	0	106	0	0	0	0	0	25	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	141
Chinese:	98	125	306	82	16	0	61	32	295	155	93	29	16	192	2	112	43	103	0	0	0	138	60	58	2016
Speak English "very well"	0	20	33	0	0	0	61	32	189	69	67	0	10	168	0	112	0	54	0	0	0	83	9	4	911
Speak English less than "very well"	98	105	273	82	16	0	0	0	106	86	26	29	6	24	2	0	43	49	0	0	0	55	51	54	1105
Japanese:	0	9	0	0	0	0	7	0	0	0	15	0	0	34	0	0	0	69	28	8	0	0	0	0	170
Speak English "very well"	0	9	0	0	0	0	0	0	0	0	15	0	0	34	0	0	0	50	13	0	0	0	0	0	121
Speak English less than "very well"	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	19	15	8	0	0	0	0	49
Korean:	0	3	32	0	0	0	22	26	44	54	39	67	33	81	129	21	0	0	8	0	75	15	26	675	
Speak English "very well"	0	0	0	0	0	0	0	12	0	0	25	0	0	24	16	21	0	0	0	0	0	0	0	22	120
Speak English less than "very well"	0	3	32	0	0	0	22	14	44	54	14	67	33	57	113	0	0	0	8	0	75	15	4	555	
Thai:	0	11	44	0	0	0	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0	0	69
Speak English "very well"	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0	0	14
Speak English less than "very well"	0	11	44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	55
Vietnamese:	0	0	45	0	0	0	0	0	0	0	0	66	59	0	44	19	0	64	67	0	0	81	4	19	468
Speak English "very well"	0	0	45	0	0	0	0	0	0	0	0	23	30	0	44	0	0	43	25	0	0	35	0	14	259
Speak English less than "very well"	0	0	0	0	0	0	0	0	0	0	0	43	29	0	0	19	0	21	42	0	0	46	4	5	209
Other Asian languages:	12	0	26	0	0	0	0	0	88	0	0	0	0	33	0	0	0	18	0	8	40	5	0	0	230
Speak English "very well"	12	0	17	0	0	0	0	0	46	0	0	0	0	17	0	0	0	18	0	8	0	0	0	0	118
Speak English less than "very well"	0	0	9	0	0	0	0	0	42	0	0	0	0	16	0	0	0	0	0	0	40	5	0	0	112
Tagalog:	12	0	46	7	0	0	0	37	0	0	19	0	12	43	0	24	0	46	19	0	0	0	8	0	273
Speak English "very well"	12	0	35	7	0	0	0	37	0	0	19	0	0	43	0	24	0	46	19	0	0	0	8	0	250
Speak English less than "very well"	0	0	11	0	0	0	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0	23
Other Pacific Island languages:	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	23	0	0	0	0	0	0	0	0	36
Speak English "very well"	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	23	0	0	0	0	0	0	0	0	36
Speak English less than "very well"	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

This map displays the census tracts of Columbia, Missouri, and the corporate limits of the City of Columbia. The city's corporate limits are outlined in blue. The census tracts are shaded in yellow. The map includes a legend in the bottom left corner with the following information:

- Census Tracts**
- Columbia, MO**
- Census Tract**
- City of Columbia Corporate Limit**

The map shows the following census tracts and their corresponding population values (in red boxes):

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APPENDIX G
Columbia Transit – LEP Staff Survey Form

Columbia Transit - LEP Staff Survey Form

Columbia Transit is studying the language assistance needs of its riders so that we can better communicate with them if needed.

_____ Driver

_____ Non-Driver

1. How often do you come into contact with passengers who do not speak English or have trouble understanding you when you speak English to them? (please circle one)

DAILY WEEKLY MONTHLY LESS THAN MONTHLY

2. What languages do these passengers speak?

3. What languages (other than English) do you understand or speak?

4. Would you be willing to serve as a translator when needed? (If yes, please print name)

Frequency of Contact with LEP Persons by Language	
Frequency	Language Spoken by LEP Persons
Daily	
Weekly	
Monthly	
Less frequently than monthly	



Hablamos su idioma. 我们会用您的语言与您沟通。 We speak your language.

Verbal language services are available at Wabash Station for 175 different languages.

Servicios de idiomas están disponibles en la estación de Wabash en 175 idiomas diferentes.

在我们的Wabash车站，我们有 1 7 5 种语言服务。



573-874-7282



transit@
gocolumbiamo.com



@Columbia_MO_Bus



/ColumbiaTransit

APPENDIX I
Columbia Transit – Advisory Body by Race Survey Form

Columbia Transit – Advisory Bodies

As part of the reporting requirements for Title VI, Columbia Transit is requested to provide information on the membership of its advisory bodies relating to race. For this reason, Columbia Transit respectfully requests that you complete this survey. If, for any reason, you are not comfortable identifying your race, then please check the box at the bottom.

Advisory Body: _____

_____ Caucasian

_____ Latino

_____ African American

_____ Asian American

Other: _____

☐

I choose not to identify for purposes of this survey

Appendix J

Columbia Transit – CoMO Connect Outreach Efforts

Summary of Outreach Efforts

Public Forums

Stakeholder Meetings

Mass Media

Additional Outreach

Surveys

Public Outreach

Public Outreach planning began in earnest over the summer of 2013. Ten public forums were conducted in the Fall and presentations were made to numerous stakeholder groups. Three different surveys were administered both online and in paper format, soliciting feedback from all interested parties. Staff marketed the project and the associated meetings through numerous media including: press releases, social media, leaflets, flyers, posters and invitations given out to Customers on targeted routes. A detailed list of these efforts, as well as the survey results is included in this packet.

A Multi-Faceted Approach was taken with this project throughout the City. Many Divisions and Departments, outside organizations and volunteers provided outstanding support for Transit in this effort:

- Liz Fornango and the City Channel staff developed a 7 minute video that was instrumental in conveying a consistent message at every public presentation and stakeholder meeting. Feedback was consistent that this video was easy to understand and clearly conveyed both the objectives of the project and the details of how the new system would work.
- Dr. Matt Gerike and the GIS Department were instrumental in providing demographic information that helped shape these routes. GIS staff produced detailed maps that overlaid the proposed routes with population, income, High School boundaries, snow routes and countless other information that aided in making critical decisions.
- Mike Sokoff and the staff of the MU Parking and Transportation have collaborated throughout the project, providing feedback at various stages.
- Barabara Buffaloe and the Office of Sustainability wrote grants and fostered relationships with a variety of community stakeholders.
- Sam Shelby and IT Staff helped to develop a CoMO Connect specific website that provided the online face of the project.
- Street and Traffic Engineering staff helped Transit to identify street and signal projects that might impact the new routes.
- The Public Transit Advisory Commission helped Transit network with stakeholders, schedule meetings and give feedback on the project.
- Jason Wilcox, Stacia Riley and the Health Department staff developed two Health Impact Assessments that guided decisions in route placement in regards to access to Health Care and healthy food options. Health Department staff have provided feedback at all stages of the project.
- Rachel Bacon and Mitch Skov in Community Development guided Transit in including this project in long range planning models and helped identify potential funding streams for various aspects of the project.
- Lisa Goldschmidt and the CoMET campaign spent countless volunteer hours helping Transit network with stakeholders, schedule meetings and give feedback on the project. CoMET has been an active promoter of the project through their Social Media and outreach efforts.
- Countless Public Works staff were on hand to help with every aspect of the project.



CoMO Connect Outreach



Public Forums: Administered October - December 2013

Total Attendance = 165

First Ward: Nov. 14, 2013, 6:00pm

Second Ward: Nov. 21, 2013, 6:00pm

Third Ward: Oct. 12, 2013, 10:00am

Fourth Ward: Oct. 24, 2013, 6:00pm

Fifth Ward: Oct. 17, 2013, 6:00pm

Sixth Ward: Nov. 7, 2013, 5:30pm

Downtown: Nov. 12, 2013, 6:00pm

Wabash Bus Station: Dec. 18, 2013, 7:40am

Wabash Bus Station: Dec. 18, 2013, 12:25pm

Wabash Bus Station: Dec. 18, 2013, 4:25pm



CoMO Connect Outreach



Stakeholder Meetings: Administered August 2013 - January 2014

**Presentations to
Local Stakeholders = 15**

Environment & Energy Commission: Aug. 27, 2013

Disabilities Commission: Sept. 12, 2013

Rock Bridge High School Administration: Oct. 2, 2013

Healthy Community Partnership: Oct. 3, 2013

MU Student Union Staff Meeting: Oct. 11, 2013

MU Parking & Transportation Committee: Oct. 16, 2013

Battle High School Administration: Oct. 20, 2013

Downtown CID: Nov. 12, 2013

Lion's Club: Nov. 26, 2013

The Reserve Apartments: Nov. 26, 2013

Mule Skinners: Dec. 6, 2013

Downtown Leadership Council: Dec. 10, 2013

The Community Group: Dec. 12, 2013

City Employees: Jan. 7, 2014

Services for Independent Living Board: Jan. 22, 2014



CoMO Connect Outreach



Media Coverage: May 2013 - January 2014

Mass Media Stories = 17

Missourian Article: May 22, 2013

Tribune Article: Aug. 13, 2013

Missourian Article: Oct. 4, 2013

KFRU Interview - Morning Meeting: Oct. 4, 2013

KOMU Story: Oct. 21, 2013

Missourian Article: Oct. 25, 2013

KOMU Story: Oct. 29, 2013

Tribune Article: Nov. 8, 2013

Missourian Article: Nov. 11, 2013

Tribune Article: Nov. 13, 2013

Missourian Article: Nov. 18, 2013

Missourian Article: Nov. 18, 2013

KOMU Story: Dec. 10, 2013

Tribune Article: Dec. 12, 2013

Tribune Article: Dec. 13, 2013

Tribune Article: Dec. 13, 2013

KBIA - The Intersection: Jan. 6, 2014



CoMO Connect Outreach



Additional Marketing: August 2013 - January 2014

Posters/Signage

On-Board Signage: 90
Posters at Wabash Station: 9
Personal Hand-outs from Drivers: 1400
Posters on Bus Shelters: 25

Social Media

Twitter Impressions: 69,784
Facebook Impressions: 7,055
YouTube Impressions: 257
Pinterest Impressions: 168

City Website

Banner Ad on site October 2013
Banner Ad on site January 2014
Launch of CoMOConnect.org website
Link from Transportation Home Page

Email to All City Employees

December 23, 2013: Approx 1300 Impressions
January 6, 2014: Approx 1300 Impressions

DoubleMap App Announcements

8 Project Announcements to Riders

Hickman High School Program Ad

Premium Ad running Nov. 2013 - May 2014

City Hall Lobby Display

November 2013- February 2014



CoMO Connect Outreach



Surveys:

Administered October 2013-January 2014

Total Surveys Taken = 558

CoMO Connect

Online Survey: 337

CoMO Connect

Paper Survey: 31

Downtown Route

Online Survey: 99

Downtown Route

Paper Survey: 4

Ridership and Project

Awareness Survey: 81 Other

Surveys: 6

Additional Comments Collected: x