



Columbians for Modern, Efficient Transit

Community Conversations about Transit

Second Interim Report and Recommendations

Sam Robinson and Ian Thomas, PedNet Coalition, Inc.

Stacia Reilly, Columbia/Boone County Department of Health and Human Services

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2012 Community Conversations about Transit

- Thursday, February 16 (Ward 1): Hosted by **Fred Schmidt** at Russell Chapel CME Church
- Monday, March 12 (Ward 6): Hosted by **Barbara Hoppe** at Unitarian-Universalist Church
- Thursday, April 26 (Ward 4): Hosted by **Daryl Dudley** at Activity and Recreation Center
- Tuesday, May 1 (Ward 5): Hosted by **Helen Anthony** at Alive in Christ Lutheran Church

Executive Summary

Four Community Conversations about Transit were held in the spring of 2012.

These events – hosted by Council Representatives Fred Schmidt, Barbara Hoppe, Daryl Dudley, and Helen Anthony and organized by the Columbians for Modern, Efficient Transit (CoMET) Campaign – drew almost 200 participants from the community. An interactive meeting format yielded intense, focused, and positive discussions, and participants expressed strong support for a twenty-first century transit system that will serve the entire Columbia community. Specific ideas relating to the Vision for transit, Challenges that would have to be overcome to achieve the Vision, and Action Steps that would need to be taken were generated.

Through a transparent and engaging voting process at the end of each meeting, participants registered their preferences among dozens of different ideas developed during the meeting. A detailed, semi-quantitative analysis of all of this public input yielded three high-level recommendations that should be implemented immediately, and which will mature and reap success in the short term, medium term, and long-term.

Recommendation #1 (short-term strategy): Develop more user-friendly information on how to use the bus system;

Recommendation #2 (medium-term strategy): Explore and advance multiple different potential funding sources for ensuring the financial stability of transit services;

Recommendation #3 (long-term strategy): Launch a high-level, multi-jurisdictional transit planning process that includes the City of Columbia, University of Missouri, Columbia Public Schools, Chamber of Commerce, and major employers.

This final recommendation will have the greatest impact by bringing together institutional leaders to develop strategic goals for expanding funding, minimizing redundancies, and developing a transit service that is equally as convenient as private automobiles, so people have a genuine choice.

We would like to recognize CoMET Co-chairs Matt Kriete, Pastor Carmen G. Williams, and Christiane Quinn, as well as the entire CoMET Team and many community partners and student interns, for their hard work with the CoMET Campaign and the Community Conversations about Transit.

Sam Robinson, Stacia Reilly, and Ian Thomas

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Introduction

It has been well established that expanding transit services within any community leads to numerous benefits for individuals, families, businesses, and the community at large. These include improvements in the public health, access to services, local economy, and the environment.

With those benefits in mind, the PedNet Coalition, Columbia/Boone Co. Dept. of Public Health and Human Services, Columbia Public Works, and other partners launched the Columbians for Modern, Efficient Transit (CoMET) Campaign in March 2011 with the following Community Vision:

**A modern, efficient transit system
will enrich the lives and support the success
of all individuals, organizations, and businesses in Columbia,
by providing a reliable, convenient transportation service
that promotes health opportunity and sustainability.**

To date, about 1,500 Columbia residents and 50 agencies, businesses, government departments, university groups, and non-profit organizations have signed up in support of the CoMET Community Vision (see Appendix D).

In late 2011, the CoMET Team decided to hold a series of “Community Conversations about Transit” to engage diverse stakeholders in a vision-focused discussion about expanding transit. In order to ensure the greatest possible range of opinions, each event was hosted by a different member of the Columbia City Council in a different part of town, and strenuous efforts were made to encourage strong participation from a broad range of community residents and institutional partners.

The first four events were held between February and May, 2012, and were hosted by First Ward Council Member Fred Schmidt, Sixth Ward Council Member Barbara Hoppe, Fourth Ward Council Member Daryl Dudley, and Fifth Ward Council Member Helen Anthony. This report documents those four conversations, which had a combined attendance of 183 participants, and makes several specific recommendations based on the public input received.

Initial discussions are taking place to plan future Community Conversations about Transit in the Second and Third Wards, and also a possible Downtown Business Community Conversation about Transit.

Background and Recent History

Even though Columbia Transit has received several state awards for ridership increases over recent years, the agency faces an uncertain financial future.

During the summer of 2011, it became apparent that Columbia Transit had almost exhausted its “reserve fund” because of increased fuel costs and unexpectedly high demand by student riders on the Black and Gold Routes. Through the diligent work of City Council, budget adjustments were made to preserve services at approximately the same level through September 30th, 2012, while applying a fare increase. But, after that date and on into the future, Columbia Transit is facing further budget cuts, service reductions and/or further fare increases unless new funding is identified.

In spite of this gloomy prognosis, there are a number of positive developments and opportunities:

- There is growing national demand for expanded transit services;
- The City of Columbia organized well-attended trips to Ames, IA, Lawrence, KS, and Champaign, IL to learn about successful transit systems in other college towns;
- The Columbians for Modern, Efficient Transit (CoMET) campaign has mobilized about 1,500 individuals and 50 organizations in support of its Community Vision;
- The University of Missouri administration commissioned a transit consultant to conduct student surveys, and develop a report and recommendations;
- The University of Missouri student-led Tiger Transit Movement was formed to ask students what they want from transit, to educate them about what’s possible, and to advocate for student interests;
- There have been discussions about a possible student activity fee, about possibly re-allocating Columbia’s transportation sales tax revenues to provide more funding for transit, about a possible hotel tax increase for the airport with a component for transit system improvements including airport bus service, and about a possible utility fee for transit;
- There have been more than 100 media stories in Columbia about the transit issue in the last six months.

It is sometimes said that a crisis is the perfect time to implement major social changes. There is a rapidly growing awareness of the shortcomings of Columbia’s current transportation policy. Residents are beginning to realize the potential of a modern, efficient transit system to help them meet their need for mobility, while saving money, improving their health, and protecting the environment. Community Conversations about Transit may be the way to unlock that potential and make it a reality.

Goals of the Community Conversations about Transit

The goals of the Community Conversations about Transit were to:

- Engage elected leaders, institutional staff, and community members in a vision-focused discussion about expanding transit;
- Solicit public and institutional input and expand on the existing, high-level CoMET Community Vision for a future transit system in Columbia;
- Identify current and future Challenges to achieving the Community Vision and discuss ways to overcome these challenges;
- Brainstorm short-term and long-term Actions to advance solutions to the Challenges and achieve the Community Vision;
- Develop a long-term strategic Action Plan to maintain momentum towards the Community Vision;
- Publish a report on the Community Conversations to expand community awareness and build support.

This is the Second Interim Report, and it is based on the first four Community Conversations about Transit. Further Interim Reports and a Final Report will be published after additional Community Conversations about Transit have been held.

Format of the Community Conversations about Transit

A combined total of one hundred and eighty-seven (187) Columbia and Boone County residents participated in the four Community Conversations about Transit. Attendance at each event was:

- 16 February, hosted by Ward 1 Council Member Fred Schmidt: 67
- 12 March, hosted by Ward 6 Council Member Barbara Hoppe: 58
- 26 April, hosted by Ward 4 Council Member Daryl Dudley: 30
- 1 May, hosted by Ward 5 Council Member Helen Anthony: 28

Participants represented a wide range of different stakeholders in the transit system, including City Council members; City Board and Commission members; City staff from various departments; University of Missouri staff and students; Columbia Public Schools board members, staff, and students; non-profit and social service agency staff; local business owners; and dozens of community members (see Appendix A).

A “World Café” format was used for the four Community Conversations about Transit. Three questions were discussed simultaneously among small groups (5-8 per group) of diverse stakeholders, for about twenty minutes each. The questions focused on developing a Vision, identifying Challenges, and creating an Action Plan.

Trained Table Hosts facilitated the conversation at each table. They were responsible for ensuring that a vigorous and respectful dialogue took place, everyone’s voices were heard, no one person dominated the conversation, and the question was fully covered during the twenty-minute conversation. Table Hosts also made detailed notes of all of the ideas that came up.

After each discussion, all participants except the Table Hosts moved to different tables to form new groups and discuss the next question. After all three questions had been discussed within the small-group format, the Event Facilitator drew out and compiled all of the main ideas from the individual tables, and facilitated a large-group discussion on these topics.

Finally, all participants were given a certain number of colored stickers, with which they voted for the ideas they supported or felt were most important.

The three World Café questions were:

VISION:

What do we want Columbia Transit to look like in 5-10 years?

CHALLENGES:

What challenges do we face as we try to realize that Vision?

ACTION:

What should we do in the short/long term to overcome the Challenges and achieve the Vision?

A total of eight hundred and eighty (880) votes were cast during the four Community Conversations about Transit. Immediately after each event, the results of the voting were compiled and analyzed, and were presented back to the participants and other interested parties within twenty-four hours, for further comment.

The following section summarizes these results, which are included in full in Appendix B.

Analysis of the Community Conversation Voting Results

The public input from each of the Community Conversations consisted of 10-20 sheets of flipchart paper with specific ideas written on in marker pen, and colored voting stickers affixed which indicated the popularity of each idea. Additional information was contained in the notes recorded by Table Hosts during the conversations and Comment Cards that had been submitted during the evening.

A semi-quantitative analysis process was conducted with the data contained on the flipchart sheets. During the Community Conversations, ideas generated in response to the three questions were collected separately, and so there were three types of flipchart sheets – those with “Vision” ideas, those with “Challenge” ideas, and those with “Action” ideas.

The first task was to ensure the ideas were in the correct category. A fairly common occurrence was that a few items initially classified as Actions would be determined to be Vision Elements – for example, “Design routes to serve high school students.,” or “Add service to Columbia Regional Airport.” While these were Actions that could be taken, they were long-term, big-picture changes – really, elements of a Vision. True Actions were defined as being actions individuals, organizations, or the CoMET Campaign could take – this could include *advocating for* changes like a new airport service.

The second task was to examine the ideas within each of the categories and combine where different ideas (which may have separately received votes) were essentially the same idea. For example “Create additional transfer points” and “Network model with multiple hubs” were considered the same idea. The specific ideas within “Vision,” “Challenges,” and “Actions” were then grouped into sub-categories. Here are some of the most common sub-categories that emerged:

Vision Elements

- System design and level of service
- Jurisdictional collaboration/partnerships
- Public communications/ease of use
- Transit infrastructure

Identified Challenges

- Insufficient funding
- Public perception of transit

Action Plans

- Education campaigns
- Personal behavior changes
- Advocacy actions directed at the City, University, School District, employers
- Research

The final step was to count the votes assigned to each individual idea. There were minor differences in the way the voting was administered at the four events - at one event, participants were instructed only to vote for Vision and Action ideas while they also voted for Challenges at the others; participants were usually given one red sticker for their favorite idea (which counted double points) and 3-5 green stickers for other ideas they supported, although the numbers were not completely consistent. However, these variations did not affect the interpretation of the public input.

The final allocation of votes among specific ideas under the various subcategories of Vision Elements, Identified Challenges, and Action Steps are provided in Appendix B.

Summary of the Community Conversation Voting Results

There were many similarities between the four conversations and a few differences. The following summary focused on specific ideas that received the most votes, and identified the most popular Vision Elements, identified Challenges, and Action Steps from the combined conversations:

Vision Elements

- Network model with multiple transfer points;
- Increased frequency of service, including Sunday Service;
- Scheduling and routes that serve Columbia Public Schools students;
- Scheduling and routes that serve University of Missouri students;
- Better coordination between City, University, and schools;
- High-tech., real-time, GIS-based information about system status.

Identified Challenges

- Insufficient funding;
- Inefficient “hub and spoke” system;
- Inadequate information about how to use the bus system;
- Public perception of transit.

Action Steps

- Work with Columbia Transit to provide better, more user-friendly information on how to use the bus system;
- Implement a campaign to change negative perceptions of transit and build a “transit culture” in which riding the bus is normal;
- Advocate for a high-level, institutional planning process involving City Council, University of Missouri administration, Columbia Board of Education, and major employers;
- Advocate for a range of potential funding sources including a student activity fee, a partnership between Columbia Transit and Columbia Public Schools that creates new efficiencies, a re-allocation of Columbia’s transportation sales tax revenues, a component of a hotel tax increase, a new utility fee for transit;
- Work with Columbia Transit staff to develop conceptual plans for a modern, efficient transit system, that could be achieved with additional funds.

Specific Recommendations

Based on an extensive body of community engagement and data collection work, the CoMET Team has identified *three specific recommendations* for members of the Columbia City Council, other local elected officials, and senior institutional managers.

These recommendations:

- Have strong community support;
- Are achievable in the short, medium, and long term;
- Will advance Columbia’s vision for a modern, efficient transit system;
- Will yield health, economic, and environmental benefits.

Specific Recommendation #1:

Develop more user-friendly information on how to use the bus system

Specific Recommendation #2:

Explore and advance multiple different potential funding sources for ensuring the financial stability of transit services

Specific Recommendation #3:

Launch a high-level, multi-jurisdictional transit planning process that includes the City of Columbia, University of Missouri, Columbia Public Schools, the Chamber of Commerce, and major employers

These three specific recommendations are derived from the summary Action Steps, and are organized as projects that should all be initiated immediately, but whose outcomes and benefits will develop in the short, medium, and long term, respectively.

Recommendation #1 (short-term benefit): Develop more user-friendly information on how to use the bus system

This is an extremely frequent request from citizens who are interested in starting to use the bus system for some journeys, but do not know how. Funding should be allocated immediately to provide better public information about transit in general, how Columbia's system works, and the routes and schedules.

Specific suggestions include:

- Workshops on how to use the bus system;
- Marketing campaign to change negative perceptions of transit and build a culture in which riding the bus is normal;
- Journey-planning booklet (instead of single folded sheet) with a separate section for each route map and schedule, thorough explanations of headways and transfers, and information about the individual and community benefits of transit;
- User-friendly schedule information on every bus stop.

Recommendation #2 (medium-term benefit): Explore and advance multiple different potential funding sources for ensuring the financial stability of transit services.

It is self-evident that Columbia Transit needs additional funding to expand and become a modern, efficient transit system. Similar-sized college towns, such as Ames, Lawrence, and Champagne-Urbana invest up to five times as much in transit as Columbia. While a quick look at the City budget suggests there is no spare funding, a more thoughtful analysis will identify numerous fiscal benefits to increasing transit modeshare. Citizens understand this, and will support public funding options that improve Columbia's overall transportation efficiency.

Specific opportunities include:

- A new sales tax for transit;
- Re-allocation of the existing transportation sales tax revenues;
- A component of a new hotel tax increase being allocated to transit;
- A new utility fee for transit.

Recommendation #3 (long-term benefit): Launch a high-level, multi-jurisdictional transit planning process that includes the City of Columbia, University of Missouri, Columbia Public Schools, the Chamber of Commerce and major employers.

This is the work that will do most to advance Columbia’s vision of a modern, efficient transit system, although it will take several years. Proper and thoughtful collaboration between key institutions will lead to enormous efficiency savings as the current fractured system is streamlined and a community-wide understanding of how transit can carry a much larger load of the transportation burden at a fraction of the cost of private automobiles and with numerous spin-off benefits.

Specific possible outcomes include:

- An activity fee for University of Missouri students so they pay their fare share for transit and reap the benefits of a networked city-wide system;
- A partnership between Columbia Transit and Columbia Public Schools, such that intermediate and high-school students take a public bus to school, saving money for both agencies and reducing teen driving by helping young people grow up as transit users;
- Programs sponsored by the Chamber of Commerce to promote the business benefits of transit, such as improved productivity, reduced health insurance premiums and costs, reduced costs associated with parking, etc.

Conclusions

All citizens of Columbia – schoolchildren, University students and staff, adults with and without a car, families on low and high incomes, business owners, employees, senior citizens, and others – would like to see an expanded public transit system.

According to public input at four Community Conversations about Transit in the spring of 2012, the way to achieve this Vision is to provide better information on how to use the bus system in the short term, explore various public funding options for expanding transit services in the medium term, and launch a high-level, multi-jurisdictional transit planning process that includes the City of Columbia, University of Missouri, Columbia Public Schools, the Chamber of Commerce and major employers in the long term.

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Appendix A-1

Community Conversation Participants (16 February, 2012)

City Council Fred Schmidt Barbara Hoppe	MU Staff Charlie Nilon James Quinn	Community Residents Wilma Blair T. Moss J. Smith Carolyn Micklem Darlene Morris Steven Hansen Jodie Lenser Donna Kessell Deb Wende Angela Williams John Conway Ginny Chadwick Cheryl Price Matt Stock Tom Kascoli Toby Mills Joe Adler Pat Kelley Manual Harvey Michael Reilly Virginia Miller Anna Estevez Barb Loch Mary Harris Nick Foster Rhonda Matthews Dawn Zeterberg
City Staff/ Commissioners David Nichols Jill Stedem Mary Ellen Lea Stacia Reilly Steve Saitta Erika VanVranken	MU Students Jennifer Null Anne Ahlvers Alex Gold Derek Grayson Meg McMills Hannah Sims Aamer Trambu Benita Brown	
PedNet/CoMET Ian Thomas Sam Robinson Christiane Quinn Matt Kriete	Middle/High School Students Nakita Cade Sally Kessel Yuan Quinn Francielle Quinn	
Social Service/ Non-Profit Agencies Angela Hirsch Trevor Harris Jack Jenson Dan Cullimore Michael Trapp Adam Saunders	Developers John Ott	
Community Leaders Verna LaBoy Michael Pryor Carmen Williams	Media Andrew Denney Jacob Kirn Elizabeth Miller John Robinson	

Appendix A-2

Community Conversation Participants (12 March, 2012)

City Council

Barbara Hoppe
Helen Anthony
Daryl Dudley

Social Service/Non-Profit Agencies

Darin Preis
Trevor Harris
Dan Murphy

City Staff/Commissioners

David Nichols
Jason Wilcox
Mike Peplow
Mike McCloud
Elizabeth Peters
Lee Henson
Homer Page
Carlos Alvarado
Kathleen Weinshenk
Greg Ahrens
Alyce Turner

PedNet/CoMET

Ian Thomas
Sam Robinson
Christiane Quinn
Barbie Reid
Michelle Windmoeller

MU Students

Jennifer Null
Anne Ahlvers
Rachel Young
Madeline Smith

Business Owners

John Riddick

Media

Jacob Kern

Community Residents

Ann Peters
Leacter Reschly
Dan Marshall
Rachel Brekhus
Julie Helvey
Joyce Snow
Barry Cardwell
Elizabeth Medling
Jeanne Moss
Mike Seat
Mariel Stephenson
Wiley Miller
Don Love
Bill Helvey
Ted Koditschek
Andrew Twaddle
Shawn Hayden
Crystal Hayden
Mike Sleadd
Danielle Eldred
Janet Ballard
Janet Hammen
Roy Hartley
Margaret Tyler
Sarah Wolcott
Jevin Anderson
Jack Clau
McCormack Lising
Ben Early
Joe Silsby

Appendix A-3

Community Conversation Participants (26 April, 2012)

City Council

Daryl Dudley
Barbara Hoppe

City Staff/Commissioners

Tim Teddy

PedNet/CoMET

Sam Robinson
Michelle Windmoeller

MU Students

Jennifer Null
Anne Ahlvers
Rachel Young
Derek Grayson

Media

Jacob Kirn

Community Residents

Beverly Stief
Gina Overshiner
Mary Lehmann
Barbie Reid
Norm Lampton
Chip Cooper
Catherine Parke
Trevor Harris
Richard Dixon
Justin Frick
Marjorie Hunt
Ralph Williams
Carmen Williams
Jeremy Root
Renette Miller
Kristin Bowen
Amanda Hinnant
Doug Hunt
Jeff Ohian
Thomas Weller

Appendix A-4

Community Conversation Participants (1 May, 2012)

City Council

Helen Anthony

Columbia Public Schools

Tom Rose

Community Residents

Paul Green

Trevor Harris

Monta Welch

Tammy Mejia

Mary Heimburger

Shannon Robinson

Sue Young

Matt Kriete

Ellen Thomas

Sarah Klaasen

Leland Harvey

Richard Heimburger

Shonda King

Tamart Grey

Bill Young

Elementary/Middle/High School Students

Erin Robinson

Jack Thomas

MU Students

Jennifer Null

Anne Ahlvers

Rachel Young

Derek Grayson

PedNet/CoMET

Ian Thomas

Sam Robinson

Christiane Quinn

Karl Kruse

Appendix B-1

Community Conversation Voting Results (16 February, 2012)

Vision Elements

- Jurisdictional Collaboration/Partnerships
 - Schedule to serve CPS students (21 votes)
 - Collaboration between Columbia Transit, University of Missouri and Columbia Public School (7)
 - City/County collaboration (5)
 - Partnership with Farmers Market and other organizations (2)

- Level of Service
 - Sunday Service (10 votes)
 - Comprehensive City wide 24/7 service (8)
 - Expanded routes (6)
 - More frequent service (6)

- System Design
 - Network model with multiple transfer points (10 votes)
 - Jefferson City commuter service (7)
 - High-Frequency Broadway and 9th St Routes (6)
 - Express Loops (6)
 - Park and ride commuter lots (2)
 - Serve entire Columbia demographic (2)
 - Serve residential subdivisions (1)
 - Go Beyond City Limits (0)
 - Flexible Timings (0)

- Public Communication and Ease of Use
 - User-friendly, high tech, GIS-enabled information service (10 votes)
 - Marketing targeted to user groups (1)
 - Sell passes at multiple locations (0)
 - Reusable. Rechargeable passes (0)
 - Understandable for visitors (0)

Appendix B-1 (continued)

Community Conversation Voting Results (16 February, 2012)

Vision Elements (continued)

- Transit Infrastructure
 - Visible, accessible stops/shelters with real-time bus status information (3 votes)
 - Wi-Fi on buses (3)
 - Safer better-lit bus stops (2)
 - More, smaller buses (2)
 - Larger, better, more shelters (1)

Identified Challenges (votes were not cast for Challenges)

- FUNDING
- Inefficient “hub and spoke” system
- Understanding how to use the bus system
- Negative public perception of transit and transit users
- Perception that cars are better, quicker, more convenient than buses
- Getting school children to use the bus

Appendix B-1 (continued)

Community Conversation Voting Results (16 February, 2012)

Action Steps

- Advocacy Actions Directed at Employers
 - Advocate promotion of bus use at MU and/or other major employers (16 votes)
 - Marketing transit to employers/incentives program (7)
 - Allow transit reimbursement from flexible spending accounts (2)
 - Federal Transit Commute Tax Credit (1)

- Education Campaign
 - “How to ride the Bus” workshop, guide for teens, and resource center at public library (12 votes)
 - Campaign to change perception of transit (10)
 - Education about how transit is funded (6)
 - Education about benefits of transit (2)
 - PSA/marketing on City Channel (0)
 - Promote new Farmers’ Market bus (0)
 - Promote FastPass (0)

- Advocacy Actions Directed at Columbia Transit
 - Advocate for timetables at all bus stops (8 votes)
 - Advocate marketing to target user groups (2)
 - Advocate for more visible buses (1)
 - Park and Ride Midway Express during Stadium Widening (1)
 - Advocate for customer service training (0)

- Personal Behavior Changes
 - Flash Mobs (5 votes)
 - Ride the bus (4)
 - Talk to friends/colleagues about transit (0)

Appendix B-2

Community Conversation Voting Results (12 March, 2012)

Vision Elements

- Level of Service
 - Increased frequency of service (23 votes)
 - Sunday Service (13)
 - Comprehensive City wide 24/7 service (3)
 - Fewer cars on the road result in fewer traffic accidents (2)

- System Design
 - Network model with multiple transfer points (23 votes)
 - Jefferson City and airport commuter service (18)
 - Bus stop at least within ½ mile of every house (12)

- Jurisdictional Collaboration/Partnerships
 - Work with colleges and K-12 schools for integrated passes and funding (22 votes)
 - Create student-centric system (13)
 - Schedule to serve CPS students (3)

- Transit Infrastructure
 - More spaces for wheelchairs on bus (8 votes)
 - More attractive buses (7)
 - Explore light-rail (4)
 - Eco-friendly, alternative fueled buses (2)
 - Shelter amenities (2)
 - 50 more buses (1)

- Public Communication and Ease of Use
 - User-friendly maps and schedules (5 votes)
 - Phone application with real-time GPS tracking information (3)

- Miscellaneous
 - Buskers on bus (3 votes)
 - Transportation district (2)
 - Reallocation of other funds to transit (1)

Appendix B-2 (continued)

Community Conversation Voting Results (12 March, 2012)

Challenges

- Perception
 - “City is pouring \$ into a lost cause” (7 votes)
 - “Transit should be a public utility” (7)
 - “Transit is only for low-income people” (4)

- System Design
 - Inconvenient routes and times (6 votes)
 - System is unpredictable and inconsistent (4)
 - Buses are not scheduled well for after-school activities (2)
 - Difficult transition from free to paid rides for college students (1)
 - Limited room for bikes, luggage, groceries, etc (1)

- Communication
 - Not enough information at bus stops (5 votes)

- Decision-making
 - Decision-makers don’t use the system (2 votes)
 - Sprawl/development not suited to transit use (2)
 - Poor communication among decision-makers (1)

- Funding
 - Money/funding (2 votes)
 - Too expensive for low-income families (1)

Appendix B-2 (continued)

Community Conversation Voting Results (12 March, 2012)

Action Steps

- Advocacy Actions Directed at Columbia Transit
 - Make the system easier to use (21 votes)
 - Increase vendors where passes are sold (7)
 - Commuter parking lots/Park & Ride lots (5)
 - Adjust bus size to service level (3)
 - Short-term reduced rate to promote ridership (4)
 - Add a second bus hub (1)

- Education Campaign
 - Build a transit culture and educate community on how the system works (13 votes)
 - Encourage students to ride other routes besides just black & gold (6)
 - Train/hire adults to ride with/teach children to ride the bus (4)
 - Address “I would like to ride the bus, but...” (2)
 - Educate MU students about other college town bus systems (0)

- Advocacy Actions Directed at Employers
 - Build partnerships with institutions to increase ridership (7 votes)

Appendix B-3

Community Conversation Voting Results (26 April, 2012)

Vision Elements

- Level of Service
 - Increased frequency (14 votes)
 - Extended Service; routes to Cosmo/Rec Area (10)
- Jurisdictional Collaboration/Partnerships
 - Student Centric System (11 votes)
- System Design
 - Park and Ride (6 votes)
 - Regionally Connected to Jeff City (6)
 - Interconnected Loops (4)
 - Door-to-door paratransit (3)
 - Transit Oriented Development (2)
- Public Communication and Ease of Use
 - GPS Tracking (5 votes)

Challenges

- System Design
 - Slimitations of the Hub and Spoke System (16 votes)
- Perception
 - Difficulty of Building a Transit Culture (5 votes)
- Funding
 - Funding (5 votes)
 - MU parking too cheap (2)
- Communication
 - Customer Service (0)

Appendix B-3 (continued)

Community Conversation Voting Results (26 April, 2012)

Action Steps

- Advocacy Actions Directed at Employers
 - Partnership with Chamber of Commerce (8 votes)

- Advocacy Actions Directed at Columbia Transit
 - Design safe routes (7 votes)
 - More commuter routes (3)
 - Ridership incentive program (2)
 - Promotional activities (1)

- Advocacy Actions Directed at Decision Makers
 - Second transit Hub (4 votes)

Appendix B-4

Community Conversation Voting Results (1 May, 2012)

Vision Elements

- Level of Service
 - Buses every 20 minutes (13 votes)
 - Extended service area to 5th Ward (6)
 - 24 hours, 7 days a week (4)

- System Design
 - Networked system with multiple transfers (18 votes)
 - Regional commuter service (Boone, Callaway, and Cole counties) (14)

- Jurisdictional Collaboration/Partnerships
 - Coordinate bus routes with school schedules (13 votes)
 - Partnerships with major employers (1)

- Public Communication and Ease of Use
 - Better Customer Service (4 votes)
 - Continuous promotion/education of bus service (2)

- Transit Infrastructure
 - More user-friendly bus stops with amenities (8 votes)
 - Dedicated bus lanes (1)

Appendix B-4 (continued)

Community Conversation Voting Results (1 May, 2012)

Challenges

- Funding
 - Lack of funding (11 votes)

- Perception
 - Dominance of car culture (10 votes)
 - Changing existing negative perceptions of transit (5)
 - Perceived to be unsafe for school age children (3)
 - Perceived cost per journey too high (3)

- Communication
 - Challenge to build public support for expanding transit (4 votes)
 - Inadequate communication between CPS/MU/City Officials (2)

- System Design
 - Residential street system design not bus friendly (2 votes)

- Decision-making
 - Limited jurisdiction of Columbia Transit system (1 vote)

Appendix B-4 (continued)

Community Conversation Voting Results (1 May, 2012)

Action Steps

- Advocacy Actions Directed at Columbia Transit
 - Transit staff develop conceptual plans for new routes based on increased funding (14 votes)
 - Remove ads from bus to make them more attractive (3)
 - Partner with commercial bus service for regional route (0)

- Advocacy Actions Directed at Decision Makers
 - Promote discussion between City and CPS about creating seamless transition from school bus to transit (12 votes)
 - Explore partners with neighborhood/homeowners associations (5)
 - Plan for transit in new development plans (1)

- Advocacy Actions Directed at Employers
 - Develop partnerships with major employers (5 votes)
 - “Adopt a bus shelter” program (4)
 - Partner with faith community (4)
 - “Free Ride Weeks” for specific groups/companies, etc. (2)

- Research
 - Identify funding that enables “free at the fare box” service (4 votes)
 - Research privatization of bus system (3)

- Education Campaign
 - Canvass public on a possible utility fee for fare-free transit (4 votes)
 - Address public safety (3)
 - Education campaign about benefits of transit (2)

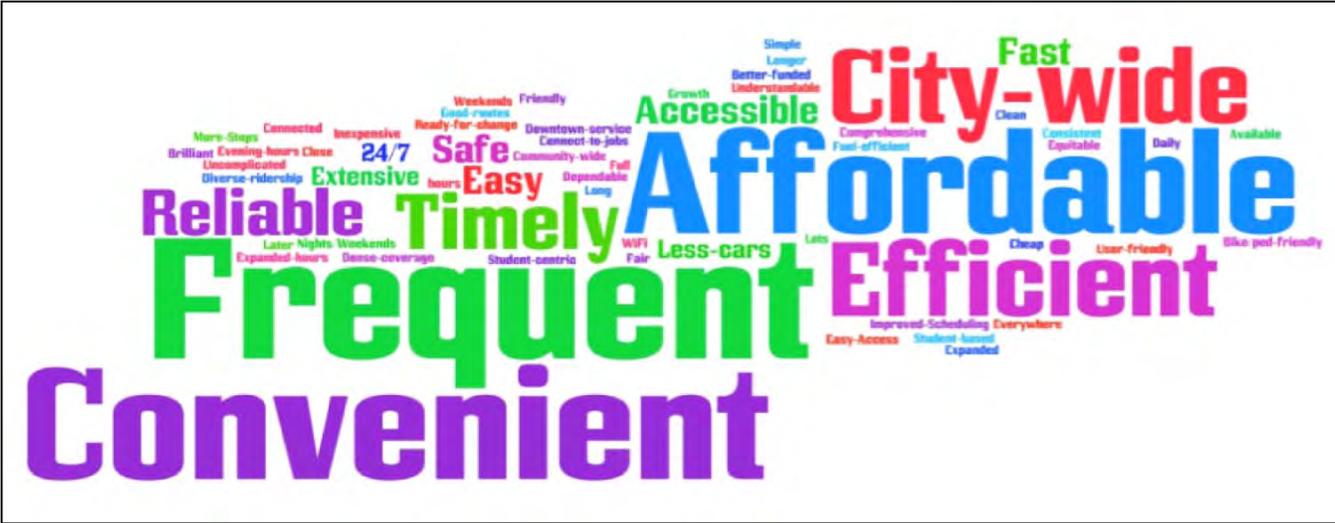
Appendix C Community Wordles

At each Community Conversation about Transit, participants contributed to a “Word Illustration” or “Wordle” by supplying words or short phrases in answer to the following question:

How would you describe your ideal transit system?



First Ward Community “Wordle”



Sixth Ward Community “Wordle”

Appendix C (continued) Community Wordles

How would you describe your ideal transit system?



Fourth Ward Community "Wordle"



Fifth Ward Community "Wordle"

Appendix D-1:

Individual Supporters of the CoMET Community Vision

Alberto A, Glenn Adams, Heather Adams, Emily Adams, Yinka Ade, Anne Ahlvers, Greg Ahrens, Tunde Akinmoladen, LaShonna Alexander, Darien Allen, Zavien Allen, Kurtis Altis, Mary Alvgez, Mary Claire Amann, Mark Anderson, Emily Andsager, Steve Andsager, Nina Angelillo, Gary Anspach, Stephanie Ararvat, rebecca arce, Joseph Armor, Alicia Armstrong, Carol Arnold, Jan Arnold, Shari Arnold, Liz Aronson, Jane Ellen Ashley, Sarah Ashman, Kathy J Ashton, B Awatef, Dwayne B, Tim Bach, Rachel Bacon, Micah Bacus, Doug Badeker, Valerie Bader, Julie Baka, Tracy Baker, Virginie Balas, Abby Balthazor, Carey Balthazor, Joseph Balthazor, Troy Balthazor, Dave Bandy, Barbie Banks, Alexandra Banlestan, Lauren Barlow, Alex Barnhardt, Rob Bartel, Meg Bartlett, Bridgett Barton, Tom Barton, Barbara Bassett, Eric Bast, Karen Bataille, Ray Batt, Jessica Bauchum, Stephanie Bauchum, John Bauer, Kristi Bauer, Shari Bauer, Lorando Bean, Shelby Beasley, Chris Becker, Eric Beder, Latoyia Belcher, Chrissy Bell, G. W. Bell, Jasmine Bell, Katelyn Bell, Mike Bellman, Mark Bendel, Marla Bennett, jim berchek, Marigold Bernhardt, Steve Bertani, Corey Best, Rodney Best, Matt Bethurem, Alison Beuer, Claire Bevikacqua, Priscilla Bevins, Odette Bihomora, Heidi Biovus, Melissa Birdsong, Darrell Black, Doris Black, Phyllis Black, Wilma Blair, Alexis Butler, David W Blake, Dulisha Bland, susan Bliss, Jessica Blome, Dennis Blust, Judy Bock, Ana Boettcher, Joe Boettcher, Tracy Bohannon, Faith Bojorquez, John Bolarka, Sharonda Bolden, Silvia Bompadre, Dave Bondy, Sherman Booker, Gary Boone, Ryan Booth, Cara Bopp, Louis Bottoms, Janie Bowen, Robin Bowman, Amanda Boyd, Amy Boyd, Elke Boyd, Bradford Boyd-Kennedy, Vicki Boyd-Kennedy, Liz Boyle, Elizabeth Braaten Palmieri, E Bradford, Gayner Bradford, Mary Bradford, Sherry Bradford, Bob Brady, Kevin Braman, Ron Brammer, Don Branch, Sherry Brandis, Linda Brandt, Stephanie Branham, Kenneth Brantly, Elizabeth Braten Palmieri, Maura Breting, Arionra Brewster, William Brightwell, Trey Bristow, Kay Britton, Sarah Broadbear, Debris Broaders, Christy Brookins, Drew Brooks, Darlene Brown, Heather Brown, Sarah Brown, Sean Brown, John Browning, Kaitlyn Browning, Stephanie Browning, Sierra Brown-Kay, Alruekia Brown-Wells, Raquel Brown-Wells, Johann Bruhn, Mack Brushwood, Diana Buckner, Sabra Buckner, Tiffany Bueler, Barbara Buffaloe, Dan Bugnitz, Steve Burch, Mike Burden, Bob Burg, Alisha Burger, Tom Burnton, Chris Burrows, Michelle Busby, Francis Bush, Kylin Butler, Alexis Butler, Eli Byerly-Duke, Peggy Byland, virginia bzdek, R. M. C, Nakita Cade, LySaundra Campbell, Sukine Campbell, Dee Campbell-Carter, Mayra Canales, Barry Candwell, Chad Canfield, Lily Canfield, Pete Canfield, Shannon Canfield, Kate Canterbury, Michael Caplan, Ron Carte, Elizabeth Carter, Linda Carter, Rebecca Carter, Rex Carter, Tametra Carter, Tina Casagrand, Wanda Cason, Bonnie Cassida, Visctor Castillo, Karen Castner, Rosa Caubet, Ginny Chadwick, Amanda R. Chalarpka, Nicole Chaney, Linda Chapman, Stephanie Charat, Crystal Childers, Teinnille Chiles, Ene-Kaja Chippendale, Joel Chrisman, Anthony Christian, K Christian, David Clague, Anton Clark, Arlean Clark, Eric Clark, Boris R Claros, Adrian Clifton, Karen Cline, Gloria Coats, Justin Cobb, J. B. 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Doleny, David Dollens, Ariel Dombroski, Meredith Donaldson, Amy Dove, Tanya Dowell Leegarden, David Drum, Ola Duncan, Stephanie Duncan, B Dunder, Nicholas Duvall, Julie Dwyer, Derrick E., Tyler Eads, Laura Ebone, R Edwards, meghan eldridge, West Elewz, Carol Elliott, Donna Ellison, Jerry W. 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Leon Hughes, Josh Hulen, Kariella Hunt, DJ Hunter, Sheryl Hupquin, Chris Hurt, Mary Hussmann, Nia Imani, Dirce Inglesias, ila irwin, Christina Isham-Walsh, Diana Isom, Darryl Jackson, Valarie Jackson, Will Jackson, Kelly Jackson, Jodie Jackson Jr., Cortne Jai Winegard, Davion Janders, Maroua Jawadi, Eliana Jeanetta, Taylor Jears, Taylor Jeeves, Marjerie Jefferson, Veronica Jenkins, Jack Jensen, Mark Jeter, Lauren Jin, Bert Johnson, C Johnson, Consuela Johnson, Diana Johnson, Dreana Johnson, Faith Johnson, JOhn Johnson, Michael T Johnson, Nancy Johnson, Terrence Johnson, Elizabeth Johnson, Allen Johnson, Cameorn Jones, Caroline Jones, Chirs Jones, Kenly Jones, Olanda Jones, Ralph Jones, Richard Jones, Rosalee Jones, Tammy Jones, Sherry Jones, A Jordan, James Jordan, Tenniel Jordan, Mary Catherine Jurczyk, Thomas Jurczyk, Annika Jurczyk, Michael Jurczyk, Michelle Kaiser, Winnie Kalc, Shari Karthuis, Tom Kascoli, Cory Keck, Abigail Keel, Gary Kelley, Patricia Kelley, Richard Kelly, Kathryn Kelly, Ana Kely, Lanete Kemp, Devontre Kennedy, Doris A Kenney, Donna Kessell, Teresa Kidwell, Cynthia Kilfoyle, Richard KING, Patrick KING, Nick KING, Patty KING, Robert King, Brittni Kinney, Kristine Kippley, Jessica Kirehhofer, Tanna Klein, Jane Klich, Herb Knox, Judy Knudson, Kristin Kopp, Shari Korthuis, Ljondera Kradisha, Daniel Kramer, Ben Kreitner, Matthew Kriete, Ken Kroll, Stormy Krona, Rick Kuda, Gil Laboy, VERNA LABOY, Bill Lamberson, Liz Lance, Alicia Lang, Katie Lappe, Jewel Larkins, Jon Larsen, Arnold Larson, Lorenzo Lawson, Bareian laxley, Thanh Le, Lisa Lee, Nam Lee, James Lee, Sidlee W Leeper, Neda Leggs, Emily LeGrand, Mary Lehmann, Joseph Lemaster, Jodie Lenser, Greg Leonard, Qan Leonard, Ashlie Lester, Dan Lester, Joseph Lester, S Levon, Carl Lewis, Cristli Lewis, Curtis

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Lewis, Davis Lewis, Deborah Ann Lewis, Iual Lewis Sr, Danell Lhye, Marla Lhye, M. Kay Libbus, David Lile, Lawrence Lile, LeAnn Lineak, Jerome Link, Suzanna Lippard, Barb Loch, Leigh Lockhart, Ronnie Loewenstein, John Lofton, Arnold Logan, Edward Logan, John Logan, Juanita Logan, Lynda Logan, Phylis Lolder, Ann Marie Long, Desi Long, Dianna Long, Desiree Long, Melanie Loth, Millie Lovett, Jamine Lowe, Kelley Lucero, Marcie Luebbert, Ray Luniel, Chris Lutsil, Ron Lyles Jr, Elodie M, Luke M, Margot Ma, Joe Montgomery, Jessica Macy, Kendra Madison, Roberta J Mahannah, Angela Malone, Andrew Mandy, Jane Clare Maners, Anna Maness, Kim March, Hunter Maret, Jessica Maret, Amanda Maret, Pamela Maret, Hunter Maret, Becky Markt, Alex Martin, Charles Martin, Doug Martin, Gary Martin, James C Martin, Marylia Martin, Alex Martin, Carlos Martinez-Vollar, Matthew Marx, Cassi Mason, Kiana Mason, Vera Massey, Carolyn Mathews, Becky Matsieger, Rhonda Matthews, Aurelien Mauxion, Owen Mauxion, Dave Maxwell, Renee Maxwell, Rio Maxwell, Damen Mays, Simon McCabe, Pat McCat, Anne McCauley, Michael McCloud, John McClure, Molly McConnell, Maryann McCormick, Brian McCurdy, Lori McCurdy, Trevez McDaniel, Pat McDonald, Kevin McDowell, Caitlin McEwen, David Mcgee, Amber McIntosh, Bill McKelvey, Matt McKenna, John McNail, Karen McNeal, Wilson McNeary, John McZielinski, Noah Medling, Diane Meeker, Anil Menta, Hosla Meriweather, Scout Merry, Tricia Meyer, Carolyn Micklem, Ken Midkiff, A Miia, Mark Milanick, Margaret Millanick, Amanda Miller, Angie Miller, Eugene Miller, Jay Miller, Jen Miller, John Miller, Rambis Miller, Greg Miller, Virginia Miller, Elizabeth Miller, Wiley Miller, Shane Minzes, Cale Mitchell, Ronda Mitchell, Katelyn M'Lam, Jehiti Molavali, Nicole Monnier, Janice Monroe, Bobby Moore, Darlene Morris, Randy M Morrow, Mark Mow, Steve Mudrick, Caitlin Mueller, Henry Muller, Lucy Muller, Virginia Muller, Cliff Muncy, Anthony Munzo, Dan Murphy, Dennis Murphy, Jeanne Murphy, Marquette Murrell, Rune Mussett-Sharp, Cindy Mustard, Henda Nabli, Frank Nacarato, Jr., Henda Naje, Jeremy Nash, Verdell Nash, Sam Neal, Peter Neely, Cindy Nelson, Rosetta Nelson, Pat Nelson, Dale Nelson, Lori K. 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Appendix D-2: Organizational Supporters of the CoMET Community Vision



Public Health
Prevent. Promote. Protect.
Columbia/Boone County
Public Health & Human Services



Accounting Cycle
Clarity brings peace of mind



Interfaith Care for
Creation



FRANK L. MITCHELL JR., MD
TRAUMA CENTER

GRAPHIC
ILLUSTRATIONS



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FARMERS MARKET



CITY OF COLUMBIA OFFICES AND COMMISSIONS



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Public Transportation Commission
Energy and Environment Commission
Disabilities Commission
Bicycle and Pedestrian Commission
Downtown Columbia Leadership Council

