

Introduced by \_\_\_\_\_ Council Bill No. R 15-14

**A RESOLUTION**

setting a public hearing to consider replacement of the current orbital pulse bus system with a networked system of bus routes as outlined in the CoMO Connect transit project.

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

SECTION 1. A public hearing will be held before the City Council of the City of Columbia, Missouri in the Council Chamber in the City Hall Building, 701 E. Broadway, Columbia, Missouri on February 17, 2014 at 7:00 p.m. to consider replacement of the current orbital pulse bus system with a networked system of bus routes as outlined in the CoMO Connect transit project. All citizens and interested persons will be given an opportunity to be heard.

SECTION 2. The City Clerk is hereby directed to cause notice of this hearing to be published in a newspaper of general circulation in Boone County, Missouri.

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

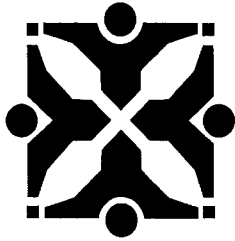
ATTEST:

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
Mayor and Presiding Officer

APPROVED AS TO FORM:

\_\_\_\_\_  
City Counselor



Source: Public Works

To: City Council  
From: City Manager and Staff

Council Meeting Date: Feb 3, 2014

Agenda Item No:

Re: Public Hearing - CoMO Connect

#### **EXECUTIVE SUMMARY:**

Staff has prepared for Council consideration legislation setting a public hearing for February 17, 2014, concerning the replacement of the current orbital pulse bus system with a networked system of bus routes. As outlined in the attached documents, 10 separate public forums have been held and two surveys have been administered to solicit feedback on the proposed changes.

#### **DISCUSSION:**

On May 22, 2013, staff presented to Council a plan to replace the current orbital pulse bus system with a networked system of routes. This project, named **CoMO Connect**, is the result of listening to customer suggestions, and complaints, regarding the current system. While planning by Transit staff has been ongoing, it wasn't until the idea was brought forth to remove the Wabash Station as the primary hub of the system, that the new project took shape.

The new system consists of two core, high efficiency routes, connected to seven neighborhood routes and one downtown orbiter. Additionally, one commuter route is planned to the northern outskirts of the City (see attached maps and route guides.)

As illustrated in the attached documents, significant public input has been solicited via 10 public forums, 12 stakeholder meetings, two surveys and numerous additional public outreach. Overall, there is strong public support for the proposal from both current customers and potential customers.

#### **FISCAL IMPACT:**

The proposal is budget neutral, however some equipment purchases such as new signing and shelters, may require re-appropriation of funds from other capital accounts to allow for local match of federal grant funding. Staff believes that there may be a new grant opportunity soon, but doesn't know the exact funding available, nor the cost for the signing and shelters as the design process has just begun.

#### **VISION IMPACT:**

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

Expand the public transit system, and identify and fill in existing gaps in that system to include longer hours of service, more frequent service, and greater coverage of the city.

#### **SUGGESTED COUNCIL ACTIONS:**

Following Council discussion and public input, Council should make a motion directing staff to proceed with plans to implement the proposed routes and associated changes by August 4th, 2014.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$0.00	Duplicates/Expands an existing program?	Yes	Vision Implementation impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?	No	Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	Yes
One Time	\$0.00	Requires add'l FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	13.4
Operating/ Ongoing	\$0.00	Requires add'l facilities?	Yes	Secondary Vision, Strategy and/or Goal Item #	13.4.4
		Requires add'l capital equipment?	No	Fiscal year implementation Task #	



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# **Project History & Scope**

## **Project History & Scope**

On May 22, 2013, staff presented to Council a draft plan to replace the current orbital pulse bus system with a networked system of routes. This project, named CoMO Connect, was the result of years of listening to Customer complaints and suggestions regarding the current system. While planning by Transit staff has been ongoing, it was not until the idea to remove the Wabash Station as the primary hub of the system was brought forth, that the new project took shape.

**The Current Bus Route System**, termed orbital pulse or “hub and spoke,” relies on a single central transfer location, the Wabash Station. The core fixed routes orbit out from this central hub and return back to the station on a 40 minute loop. Additionally, a fragmented series of routes service student focused apartment complexes in the southern half of the City, but do not connect readily with the rest of the system or the City at large. There are many drawbacks to this design.

As the City has grown outward, it has become nearly impossible to reach destinations at the outer edges in 40 minutes. As a result, significant swaths of the City have remained without public transportation for years beyond their annexation or development, or are serviced inconsistently by the student focused routes which only operate during the academic calendar.

Also, the current system has inherent timing problems. Since all core routes rely on the single transfer location, if one bus is late, all buses are late, as they wait for transfers from the bus that is running behind schedule. For example, this has increasingly become a common occurrence during the evening commute as the route that returns to the station on East Broadway is consistently tied up in traffic congestion.

In addition, the Black and Gold routes which service student apartment complexes, have their own set of problems. These heavily used routes only operate during the academic schedule. Students who remain in Columbia during holidays, academic breaks, and through the summer are left with no public transportation options. The complicated series of contracts and agreements with the apartment complexes has resulted in a segment of routes cut off from the rest of the system, each with differing schedules and service hours.

From a public communication standpoint, It has become difficult to explain, much less

market, a system with so much unnecessary complexity. Maps and schedules are overly convoluted and confusing to the Customer. It has been expressed by numerous citizens that the perplexing maps and schedules are a barrier to riding the bus.

**The New System** consists of two core, high efficiency routes, connected to seven neighborhood routes and one downtown orbiter. Additionally one commuter route is planned to the northern outskirts of the City.

The two core Connector Routes, currently named the Black route and Gold route, are designed to have buses traveling in both directions on the route. With four buses in peak service hours, any given point on the route should see a bus pass by at 15 minute intervals. With buses traveling in both directions, a Customer will not have to ride around the entire route loop to return to their departure point, but will be able to catch a bus going in the opposite direction, shortening overall trip times.

The seven Neighborhood Routes, numbers 3-9, are designed with most necessary destinations on a single route. Each route includes, grocery stores, pharmacies, medical facilities, parks and schools. Customer's may be able to conduct all of their day's business on a single, 30 minute route. The Neighborhood Routes have a single bus during peak service hours and connect to at least one core Connector Route for easy access to the rest of the city. The routes that serve the three High Schools will be color coded to match one of the school colors.

The downtown route, 10 Red, is a true downtown orbiter. Feedback from the downtown specific public forum, CID and DLC meetings, as well as survey results, all pointed to a need to circulate Customers around the District and MU Campus once they have traveled into the central city via one of the Connector Routes. Numerous comments suggested that a core function of this route should be to connect Boone, MU and VA hospitals. Additional emphasis was put on connecting the Benton-Stephens Neighborhood to downtown.

The number 11 Teal route, is a commuter route designed for two trips each in the morning and evening. This route was added as the result of discussions with Boone County officials, City Council members, CoMET and Transit staff when a need was identified to connect Prathersville Road residents and Reality House to the rest of the City.

Route guides for each of these routes is included in this packet, in addition to several maps layered with demographic information.

# Summary of Outreach Efforts

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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.
- Barbara 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 helping 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

# Survey Results

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CoMO Connect Overall Survey

Downtown Route Survey

Ridership and Project Awareness Survey

Other Feedback & Comments

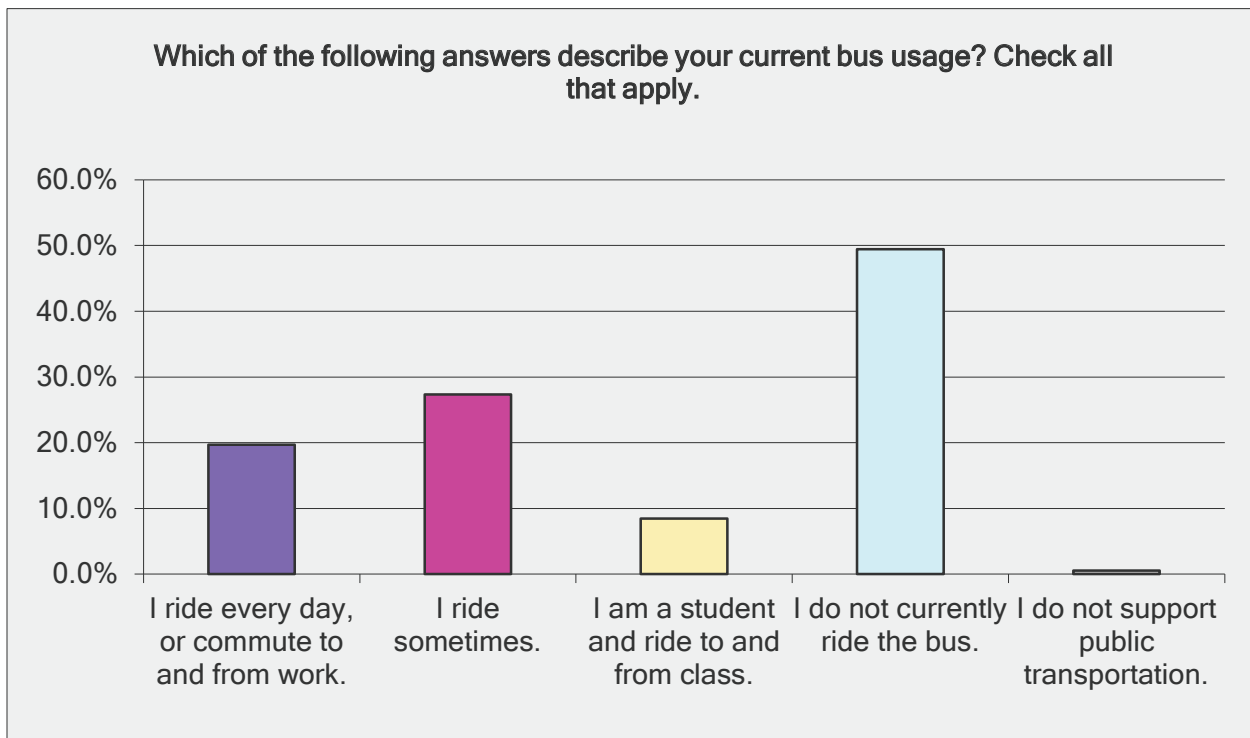
# CoMO Connect Survey



## Question 1:

Which of the following answers describe your current bus usage? (Check all that apply.)

Answer Options	Response Percent	Response Count
I ride every day, or commute to and from work.	19.7%	72
I ride sometimes.	27.3%	100
I am a student and ride to and from class.	8.5%	31
I do not currently ride the bus.	49.5%	181
I do not support public transportation.	0.5%	2
<i>answered question</i>		<b>366</b>



**Top Answer:** I do not currently ride the bus.

**Summary:** Survey respondents were approximately half bus riders, half non-riders.

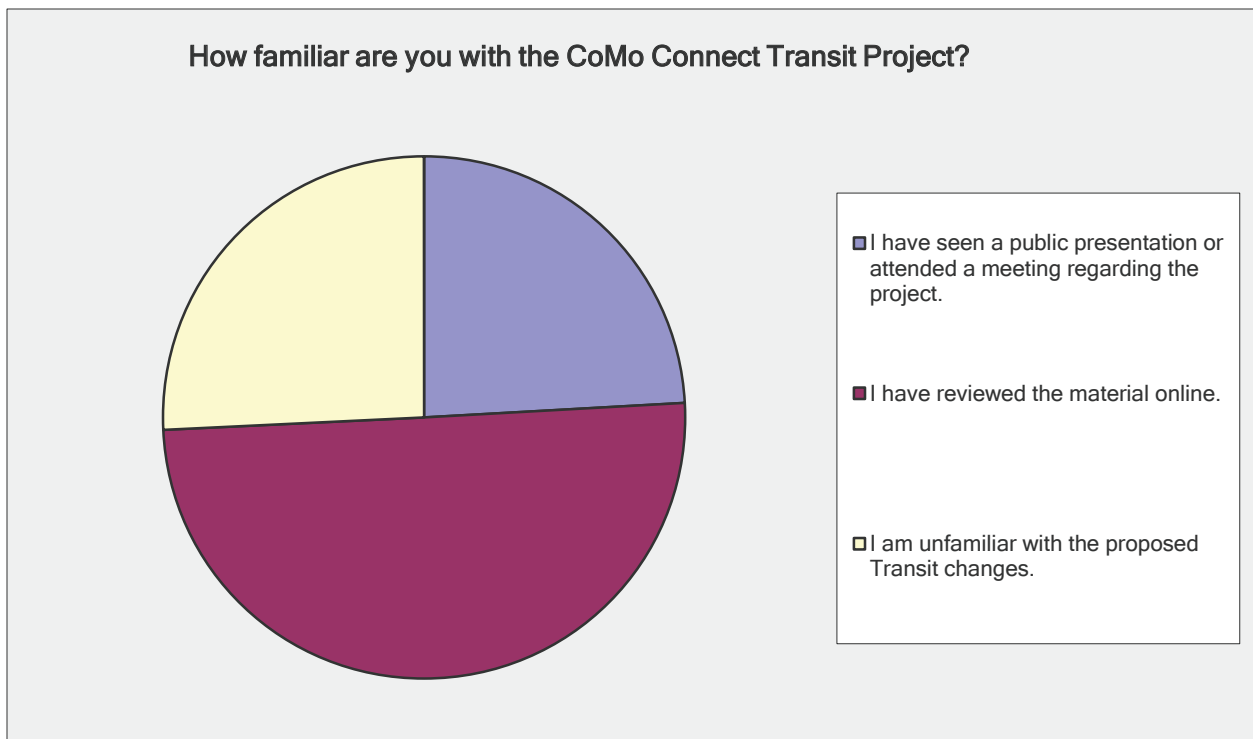
# CoMO Connect Survey



## Question 2:

How familiar are you with the CoMO Connect Transit Project?

Answer Options	Response Percent	Response Count
I have seen a public presentation or attended a	24.5%	87
I have reviewed the material online.	51.0%	181
I am unfamiliar with the proposed Transit changes.	26.2%	93
<i>answered question</i>		355



**Top Answer:** I have reviewed the material online.

**Summary:** Approximately 75% of respondents were familiar with the project.

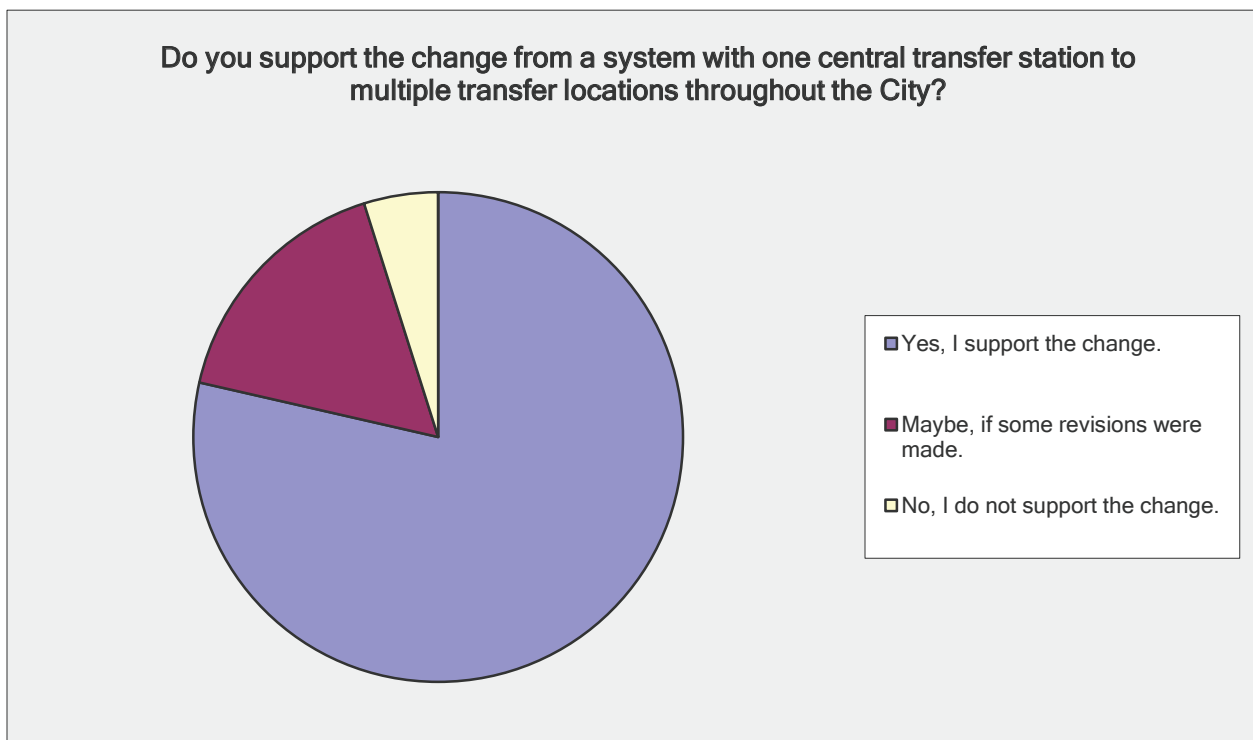
# CoMO Connect Survey



## Question 3:

Do you support the change from a system with one central transfer station to multiple transfer locations throughout the City?

Answer Options	Response Percent	Response Count
Yes, I support the change.	79.5%	209
Maybe, if some revisions were made.	16.7%	44
No, I do not support the change.	4.9%	13
<i>answered question</i>		263



**Top Answer:** Yes, I support the change.

**Summary:** Approximately 95% of respondents either supported the change, or would support it with some revisions.

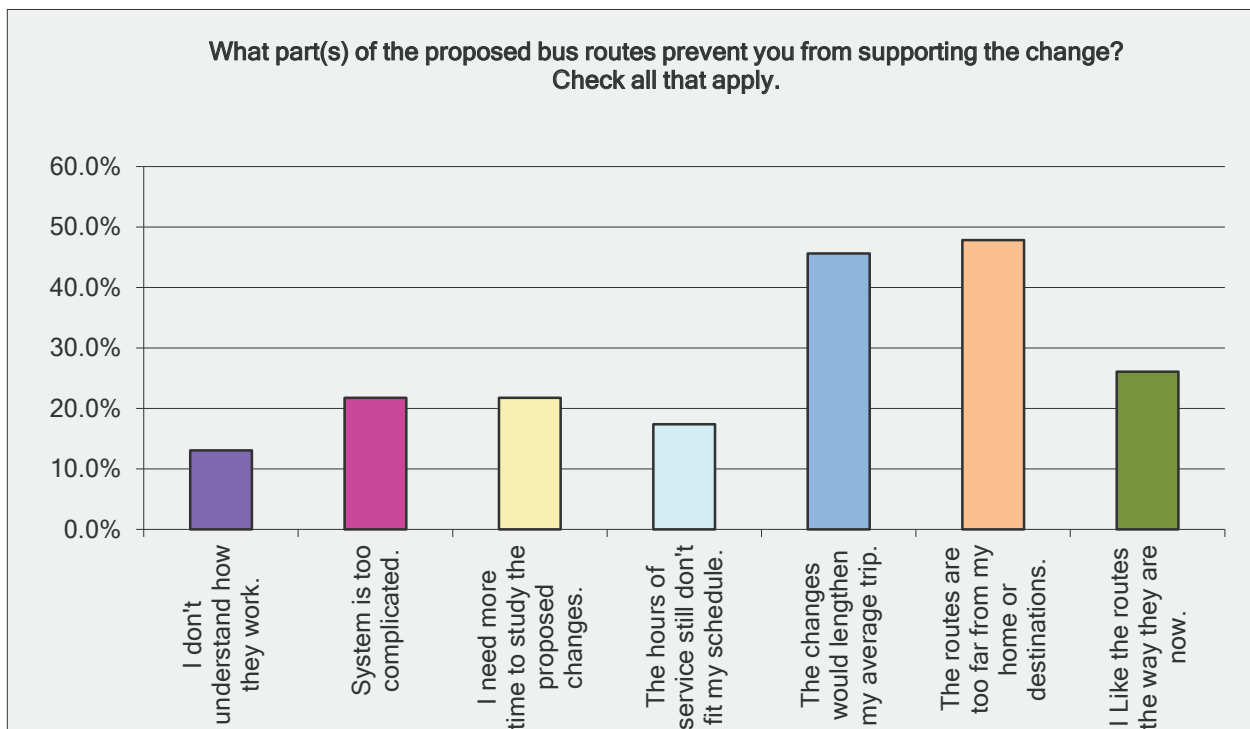
# CoMO Connect Survey



## Question 4: (Follow up from Question 3)

What part(s) of the proposed bus routes prevent you from supporting the change? (Check all that apply.)

Answer Options	Response Percent	Response Count
I don't understand how they work.	13.0%	6
System is too complicated.	21.7%	10
I need more time to study the proposed changes.	21.7%	10
The hours of service still don't fit my schedule.	17.4%	8
The changes would lengthen my average trip.	45.7%	21
The routes are too far from my home or destinations.	47.8%	22
I Like the routes the way they are now.	26.1%	12
Other (please specify)		18
<i>answered question</i>		<b>46</b>



**Top Answer:** The routes are too far from my home or destinations.

**Summary:** 24% of responses naming reasons why they don't support the change indicate riders will just need more information and understanding of the new system. (Answers: don't understand, too complicated, need more time to study.)



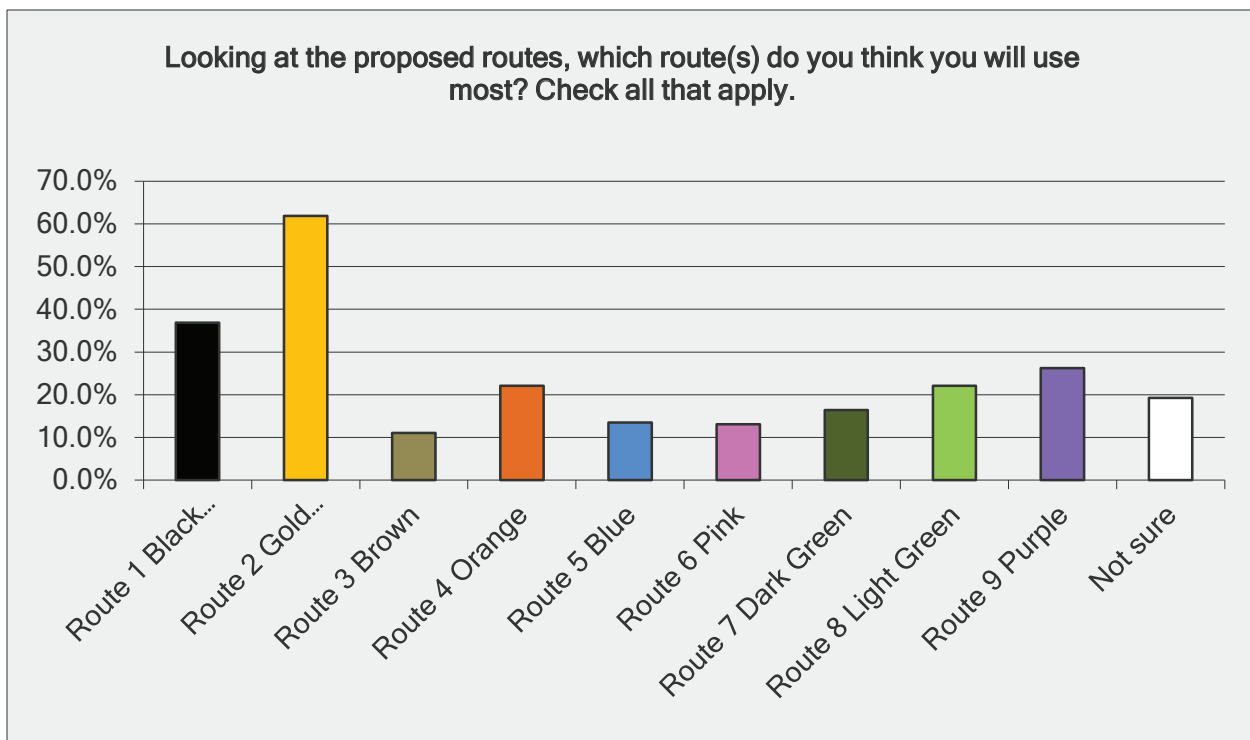
# CoMO Connect Survey



## Question 5:

Looking at the proposed routes, which route(s) do you think you will most? (Check all that apply.)

Answer Options	Response Percent	Response Count
Route 1 Black ( <i>previously Gold</i> )	36.9%	90
Route 2 Gold ( <i>previously Red</i> )	61.9%	151
Route 3 Brown	11.1%	27
Route 4 Orange	22.1%	54
Route 5 Blue	13.5%	33
Route 6 Pink	13.1%	32
Route 7 Dark Green	16.4%	40
Route 8 Light Green	22.1%	54
Route 9 Purple	26.2%	64
Not sure	19.3%	47
<b>answered question</b>		<b>244</b>



**Top Answers:** Core Connector Routes

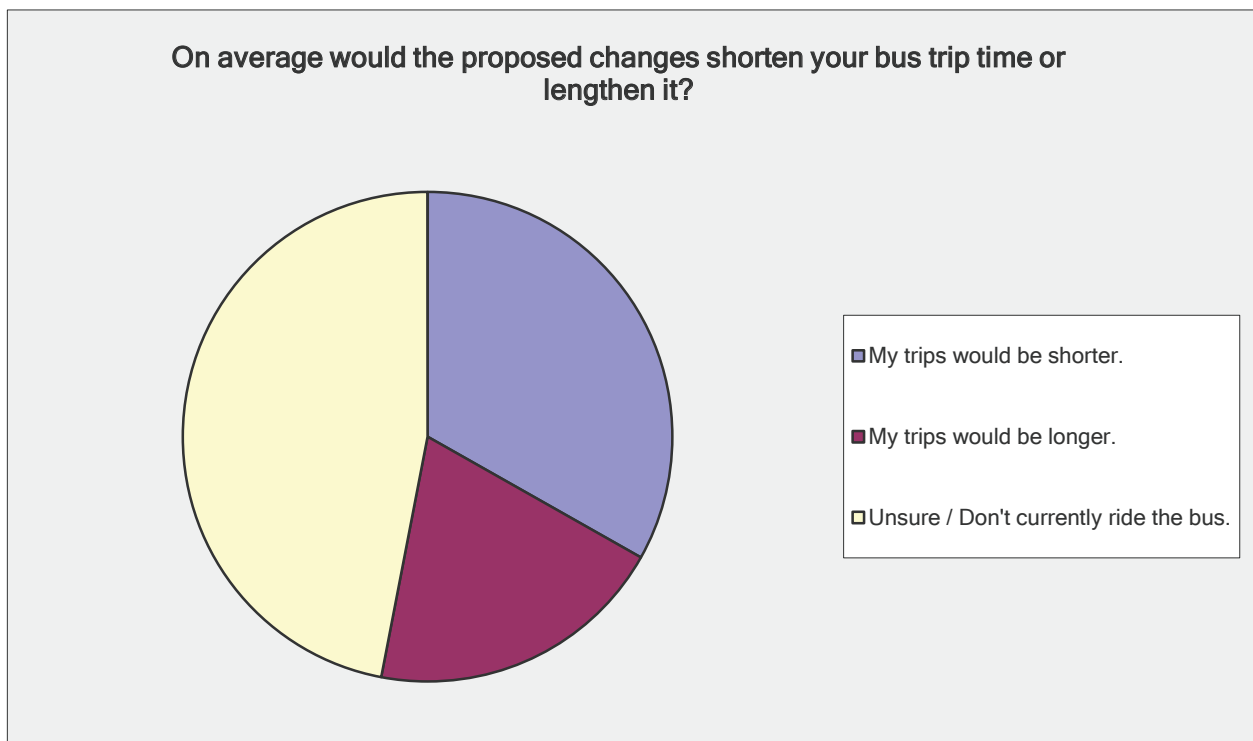
# CoMO Connect Survey



## Question 6:

On average would the proposed changes shorten your bus trip time or lengthen it?

Answer Options	Response Percent	Response Count
My trips would be shorter.	33.5%	82
My trips would be longer.	20.0%	49
Unsure / Don't currently ride the bus.	47.3%	116
<i>answered question</i>		245



**Top Answer:** Unsure / Don't currently ride the bus.

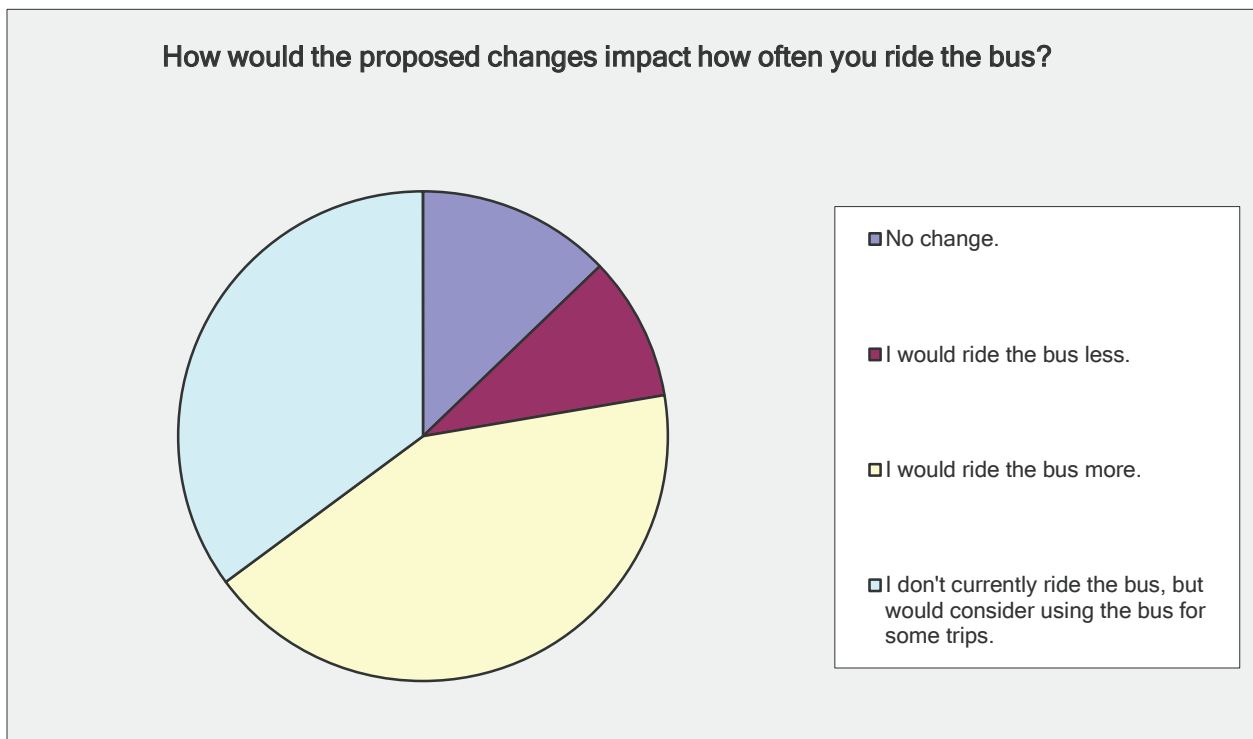
**Summary:** Of respondents that were able to calculate trip time, 63% said their trips would be shorter.

# CoMO Connect Survey



## Question 7: How would the proposed changes impact how often you ride the bus?

Answer Options	Response Percent	Response Count
No change.	12.8%	31
I would ride the bus less.	9.5%	23
I would ride the bus more.	42.4%	103
I don't currently ride the bus, but would consider using	35.0%	85
<i>answered question</i>		243



**Top Answer:** I would ride the bus more.

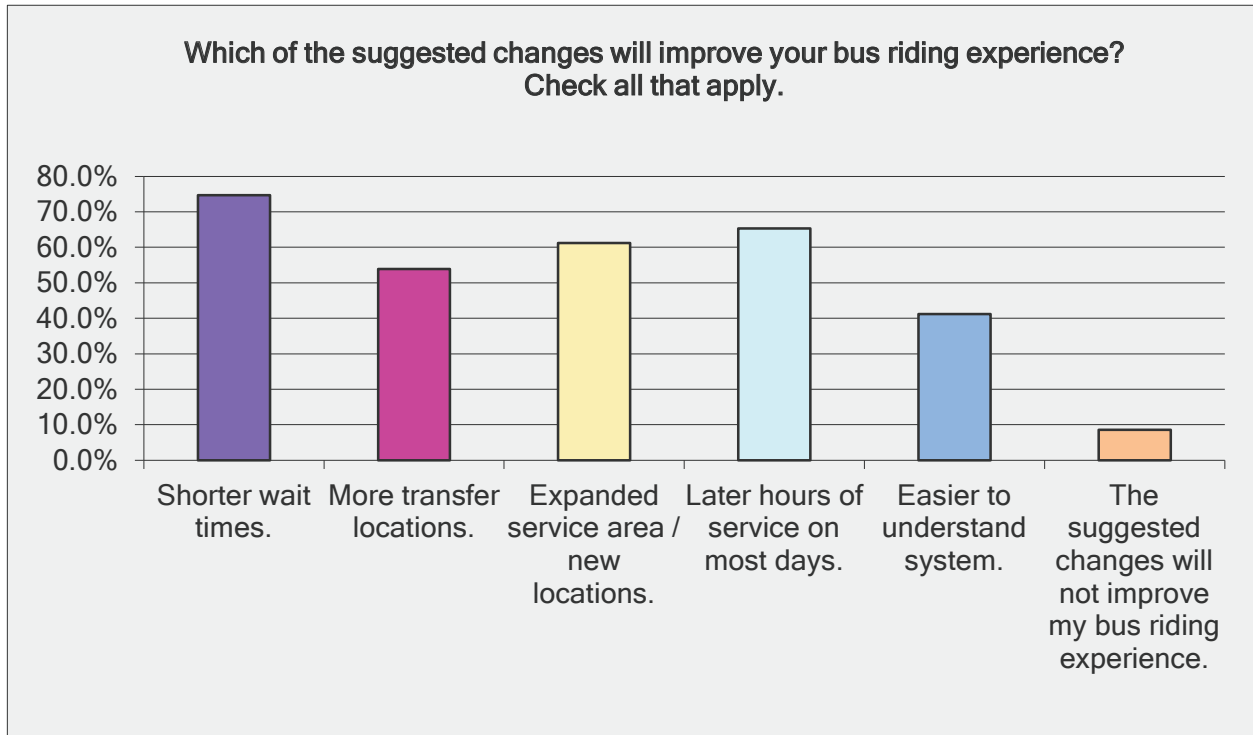
**Summary:** Approximately 77% of respondents reported that the proposed changes would increase their ridership (ride more, or start riding)

# CoMO Connect Survey



## Question 8: Which of the suggested changes will improve your bus riding experience? (Check all that apply.)

Answer Options	Response Percent	Response Count
Shorter wait times.	74.7%	183
More transfer locations.	53.9%	132
Expanded service area / new locations.	61.2%	150
Later hours of service on most days.	65.3%	160
Easier to understand system.	41.2%	101
The suggested changes will not improve my bus riding experience.	8.6%	21
<i>answered question</i>		<b>245</b>



**Top Answer:** Shorter wait times.

**Summary:** 91% of respondents reported the suggested changes will improve at least one aspect of their bus riding experience.

# CoMO Connect Survey

## Downtown Route

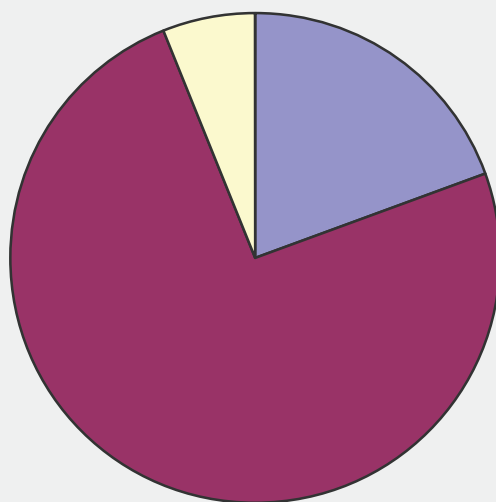


### Question 1:

How familiar are you with the CoMo Connect Transit Project and the proposed downtown routes?

Answer Options	Response Percent	Response Count
I have seen a public presentation or attended a meeting regarding the project.	19.4%	21
I have reviewed the material online.	74.5%	75
I am unfamiliar with the proposed Transit changes.	6.1%	7
<i>answered question</i>		102

How familiar are you with the CoMo Connect Transit Project and the proposed downtown routes?



- I have seen a public presentation or attended a meeting regarding the project.
- I have reviewed the material online.
- I am unfamiliar with the proposed Transit changes.

**Top Answer:** I have reviewed the material online.

**Summary:** 94% of respondents were familiar with the project and proposed routes.

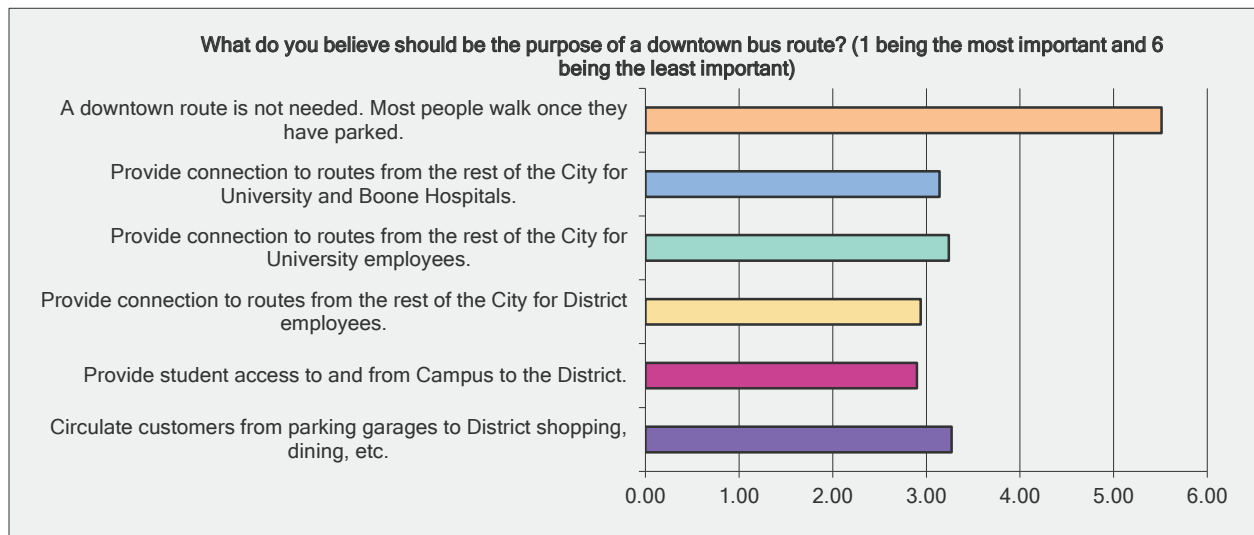
# CoMO Connect Survey

## Downtown Route

### Question 2:

What do you believe should be the purpose of a downtown bus route? (Rank answers from 1 to 6 with 1 being the most important and 6 being the least important.)

Answer Options	1	2	3	4	5	6	Rating Average	Response Count
Circulate customers from parking garages to District shopping, dining, etc.	22	17	7	5	26	9	3.27	86
Provide student access to and from Campus to the District.	16	22	18	19	7	4	2.90	86
Provide connection to routes from the rest of the City for District employees.	15	13	30	19	8	1	2.94	86
Provide connection to routes from the rest of the City for University	10	17	16	28	15	0	3.24	86
Provide connection to routes from the rest of the City for University and	18	15	14	15	24	0	3.14	86
A downtown route is not needed. Most people walk once they have parked.	5	2	1	0	6	72	5.51	86
<i>answered question</i>								<b>86</b>



**Summary:** Little statistical difference between top 5 answers, but it can be concluded that respondents believed some sort of downtown route is needed.

# CoMO Connect Survey

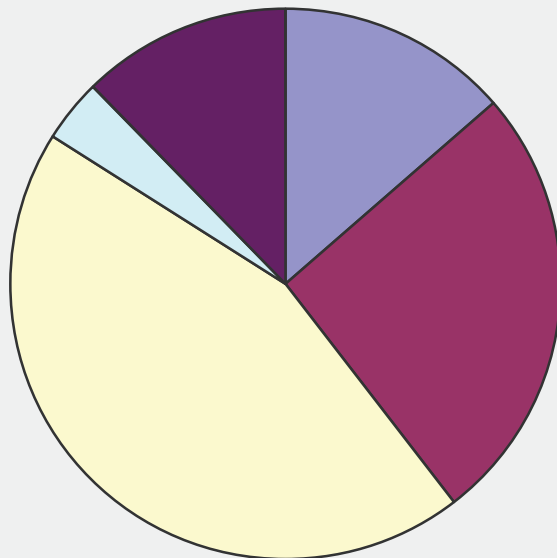
## Downtown Route

### Question 3: Looking at the maps for the three proposed downtown routes\*, which route do you think will best meet the needs of the public?

\*See following pages to reference three proposed routes referenced in this survey question.

Answer Options	Response Percent	Response Count
Route 1	13.6%	11
Route 2	25.9%	23
Route 3	44.4%	37
A downtown route is not needed.	3.7%	4
Other (please specify)	12.3%	10
<i>answered question</i>		<b>85</b>

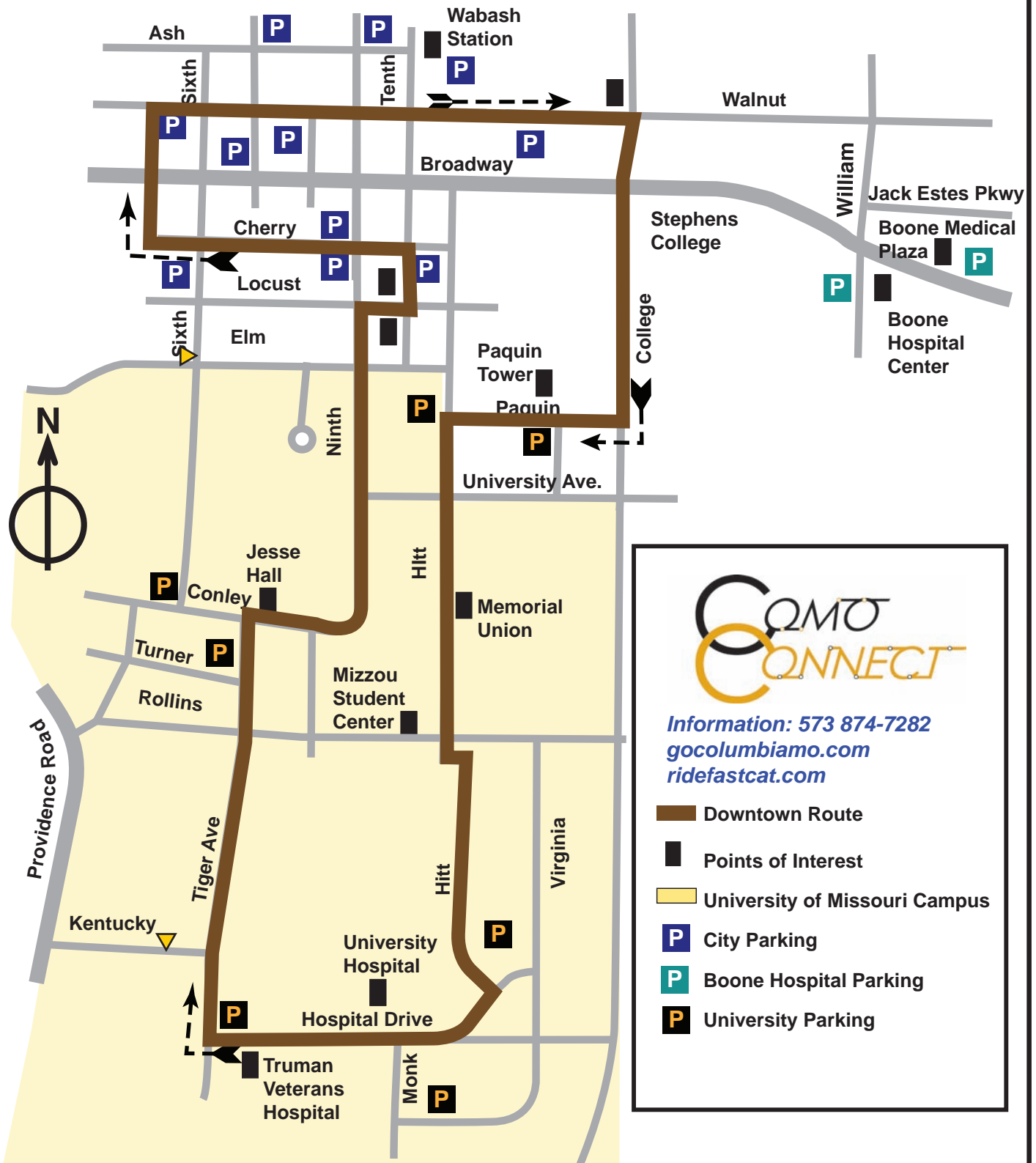
Looking at the the maps for the three proposed downtown routes, which route do you think will best meet the needs of the public?



- Route 1
- Route 2
- Route 3
- A downtown route is not needed.
- Other (please specify)

**Top Answer:** Route 3

# Proposed Downtown Route #1



Information: 573 874-7282  
[gocolumbiamo.com](http://gocolumbiamo.com)  
[ridefastcat.com](http://ridefastcat.com)

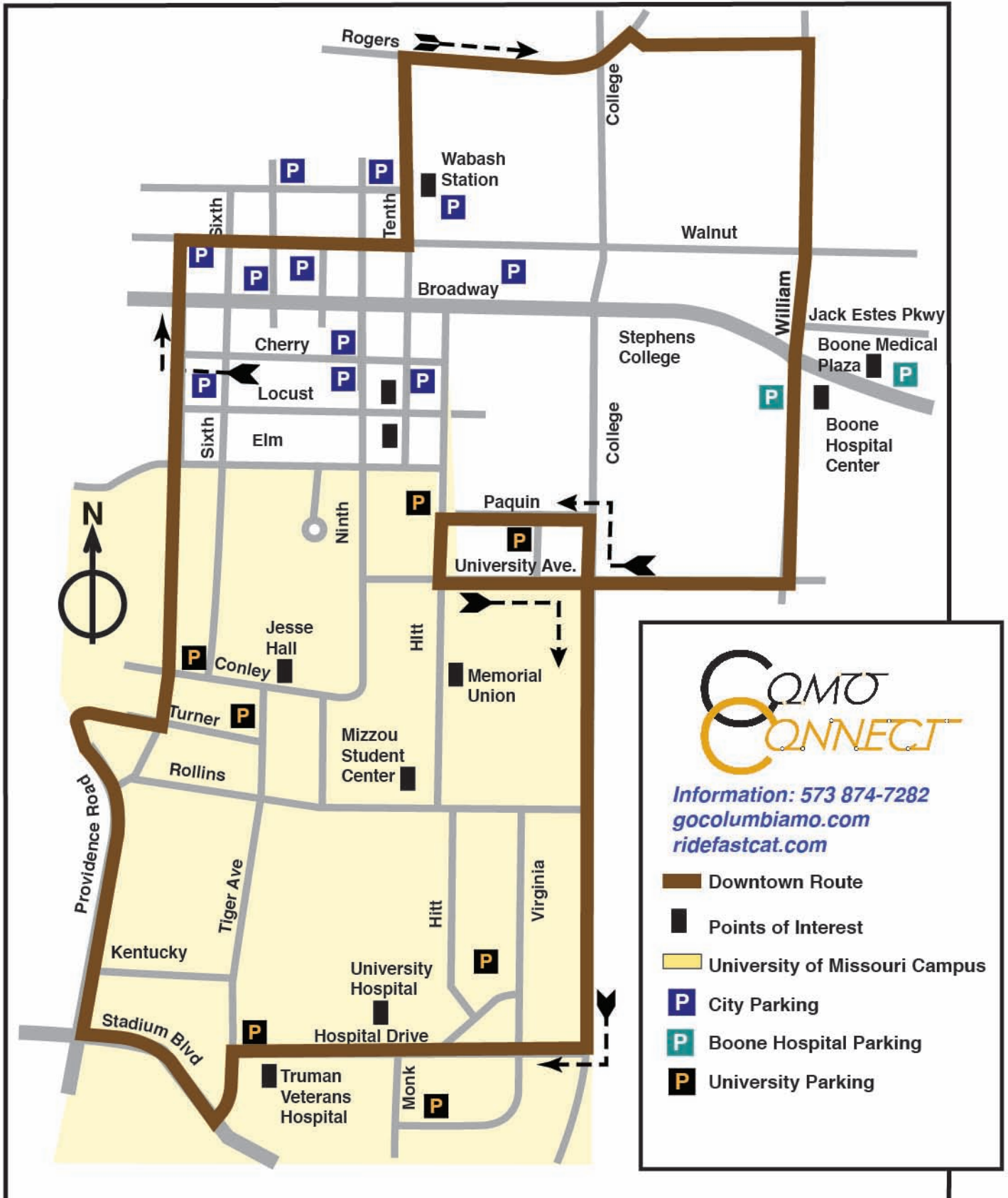
- Downtown Route
- Points of Interest
- University of Missouri Campus
- P City Parking
- P Boone Hospital Parking
- P University Parking



Follow the FastCAT Route with your smart phone or computer at:  
[columbia.doublemap.com](http://columbia.doublemap.com)

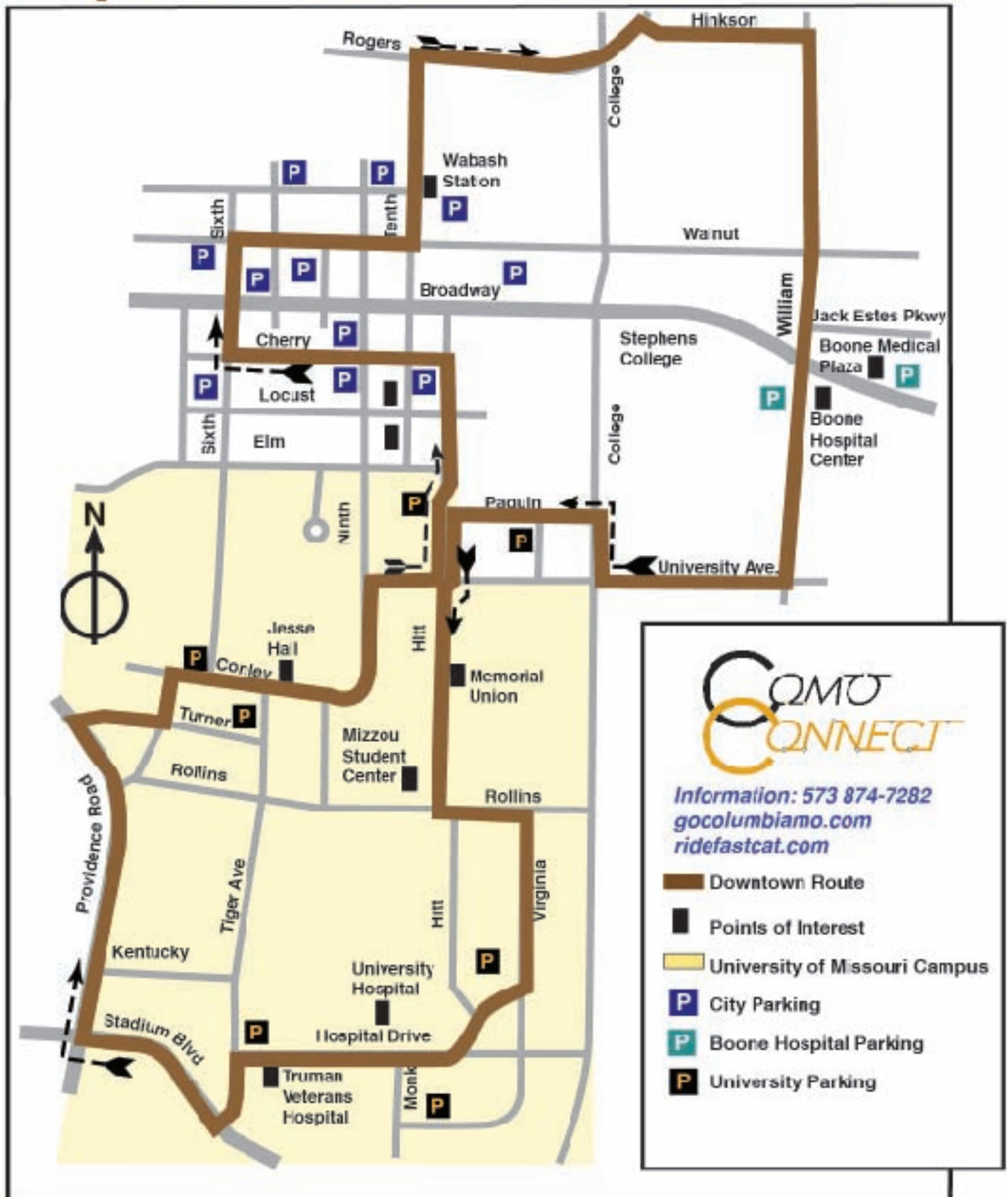


# Proposed Downtown Route #2



Follow the FastCAT Route with your smart phone or computer at:  
[columbia.doublemap.com](http://columbia.doublemap.com)

# Proposed Downtown Route #3



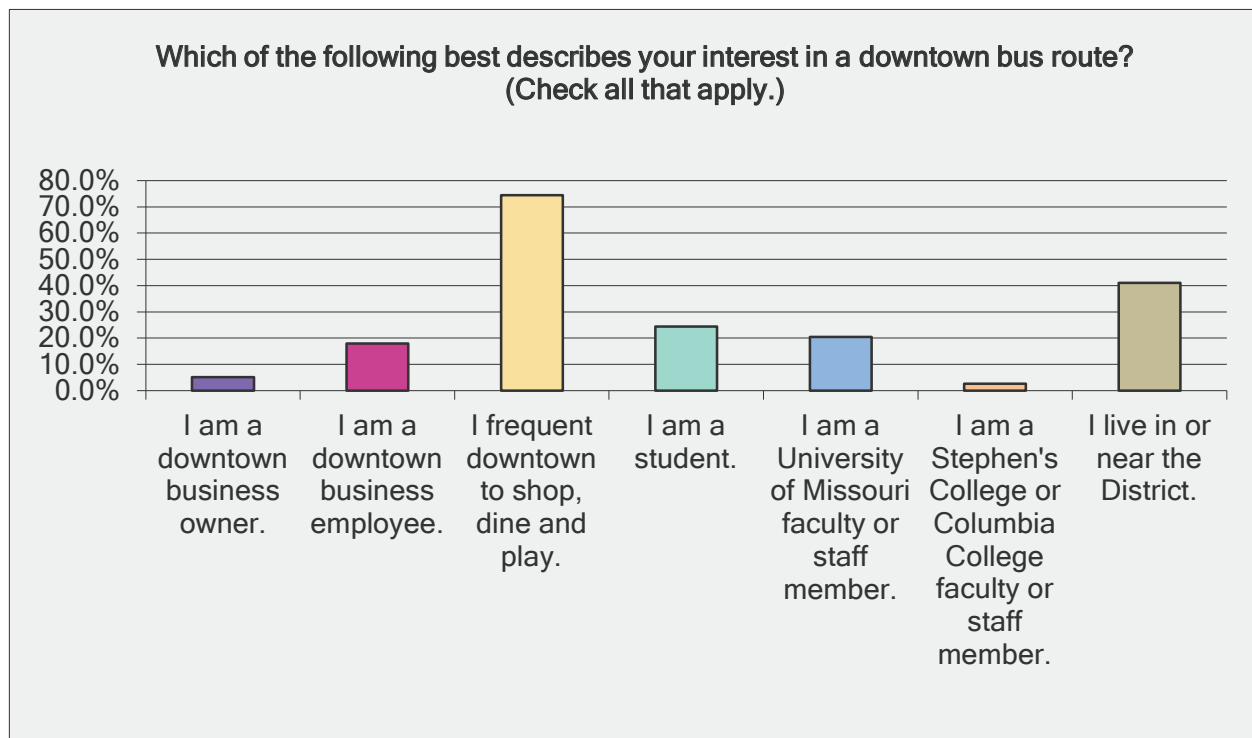
Follow the FastCAT Route with your smart phone or computer at:  
[columbia.doublemap.com](http://columbia.doublemap.com)

# CoMO Connect Survey

## Downtown Route

**Question 4:** Which of the following best describes your interest in a downtown bus route? (Check all that apply.)

Answer Options	Response Percent	Response Count
I am a downtown business owner.	5.1%	4
I am a downtown business employee.	17.9%	16
I frequent downtown to shop, dine and play.	74.4%	60
I am a student.	24.4%	19
I am a University of Missouri faculty or staff member.	20.5%	16
I am a Stephen's College or Columbia College faculty or staff member.	2.6%	2
I live in or near the District.	41.0%	32
<i>answered question</i>		<b>82</b>



**Top Answer:** I frequent downtown to shop, dine, and play.

74.4% of respondents had a recreational interest.

**Summary:** 45.7% of respondents had a business/employment interest.

41% of respondents had a residential interest.

24.4% of respondents were students.

# CoMO Connect Survey

Ridership and Project Awareness - Admin. by CoMET



Which of the following bus or shuttle services do you use at least twice a month? (Check all that apply)				Response Count	Response Percent
	Free Tiger Line bus for campus, parking, and downtown evening shuttles			21	50%
	Black or Gold route from my apartment complex to campus			11	26%
	Downtown FastCAT route			8	19%
	City routes to reach places other than campus, including shopping, football games, or other			2	5%
	I don't use any city bus or shuttle system.			15	36%
<b>Total Answered:</b>				42	

What's your primary reason for riding Columbia Transit? (check all that apply)				Response Count	Response Percent
	Transportation to/from my job			13	33%
	Transportation to/from school/university			39	100%
	Errands, shopping, or appointments			9	23%
	Other (please specify)			0	0%
<b>Total Answered:</b>				39	

How much do you know about the Columbia Transit community project to redesign the bus system, COMO Connect? (circle one)				Response Count	Response Percent
	I've never heard of it.			55	68%
	I've seen posters or heard people talking about it but don't really know m			18	22%
	I know a little. I know there will be big changes in Columbia Transit but d			8	10%
	I'm a COMO Connect expert. I've seen the presentation, seen the new pr			0	0%
<b>Total Answered:</b>				81	

I am:				Response Count	Response Percent
	Under 17			1	1%
	17-24 years old			77	95%
	25-34 years old			3	4%
	35-54 years old			0	0%
	55+			0	0%
<b>Total Answered:</b>				81	

## Summary:

The majority of subjects surveyed were 17-24 years old, used CT for transportation to/from school, didn't use any fixed routes, and had never heard of CoMO Connect. However, exactly 1/2 of subjects would be affected by CoMO Connect changes (reported using Black/Gold, FastCAT, Fixed Routes.) 32% of subjects were at least somewhat aware of the CoMO Connect project and upcoming changes.

# CoMO Connect Survey



## Additional Comments:

On Sat, Jan 18, 2014 at 5:29 PM, roy maloy <[roy.maloy@hotmail.com](mailto:roy.maloy@hotmail.com)> wrote:

hello,

please consider this:

the Fast Cat spends all day just wandering aimlessly around downtown (with no passengers).

please figure out some way to re-route the Fast Cat so it drives right into the parking lot and stops at the front door of the new Lucky's Market, and there might be a chance that you will get some riders if you do this.

thank you,

roy

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Lisa Goldschmidt <[lisa@pednet.org](mailto:lisa@pednet.org)>

Fri, Jan 3, 2014 at 4:09 PM

To: Drew Brooks <[tabrooks@gocolumbiamo.com](mailto:tabrooks@gocolumbiamo.com)>, Teresa White <[thwhite@gocolumbiamo.com](mailto:thwhite@gocolumbiamo.com)>

Drew and Teresa,

I've had several responses to our e-mail blast asking CoMET supporters to complete the CoMo Connect survey. I received the comments below in an email and said I would pass them along to you:

"I took the survey. I forgot to say that 8 pm is ridiculously too early to stop running. I am planning to move from Columbia due to the fact that the town is spread out, decentralized and bad mass transportation. I've know people looking to leave NY due to it's expense, who had asked me about moving to Columbia. I've told them you will hate it here because one must get in a vehicle for everything in this town and the bus system is worthless for a decent life style.

This is a start, but imagine being dependent on mass transportation or better yet, go without a car for three months and only take the bus.

The trend across the country is walking cities and good mass transportation. Young people are moving out of and not into the suburbs. An inversion of poor are being pushed into the suburbs as people in the country are leaving the. The young don't want the expense of cars. I've met four young people who are leaving Columbia because they don't want to own cars and don't want to live without good mass transportation. If mass transportation doesn't make life easy, people will get cars or like me move out of town.

To be honest the change isn't enough to make me want to stay. However, it is a great improvement on what you have now."

Thanks,  
Lisa

Lisa Goldschmidt, M.A., HHS  
CoMET Campaign Coordinator  
[lisa@pednet.org](mailto:lisa@pednet.org)  
(573) 819-1635



# CoMO Connect Survey



## Additional Comments:

chrismo10@juno.com <chrismo10@juno.com>  
To: thwhite@gocolumbiamo.com

Tue, Dec 17, 2013 at 12:29 PM

Hi Teresa,

Below are my comments;

### Route 1

move route from Rollins to the VA and University Hospital  
add Douglas High School the the School box  
why we don't have any transit to Aspen Heights? Is this an apartment complex?

### Route 2

add columbia Mall to the Shopping box

### Route 6

we should have a bus to Lenoir Nursing home, Maplewood Barn or Aspen Heights

### Route 7

this route should go to Gerbes Supermarket and to Rock Brigde Shopping area, plus State Farm office

### Route 9

this route should go on Ash, instead of Worley and pass to the Arc and MBS - very important !

### Downton

take the bus from there, just use a stop point to drop people. It is a small and crowd space and people are use to walk there, specially students. Go around as much as possible and connect to other buses.

Thanks,

Christiane Quinn

## Ridership and Project Awareness Survey - Comments

Love the app, super helpful

### Downtown Route Survey -Question 3 Comments

A combination of Route 1 and Route 2 would be ideal. South of Broadway, Route 1 is the best option because of the direct connection between downtown, the center of campus, and University Hospital. Also, the right turn from College to Paquin will result in fewer delays than the options that require a left turn from College to Paquin. North of Broadway, Route 2 is the best option because it connects neighborhoods to downtown. However, it would be better to turn right from Williams to Broadway, then left to College, then right to Paquin to reduce delays. (Williams south of Broadway and University Avenue in East Campus will already be connected well to downtown and campus by the No. 2 Connector Route.)

Route 1 is best and least convoluted, but should also service Boone Hospital area. Extend the Walnut route east all the way to William, then south back to Broadway and back west to reconnect with the proposed route at College. My only other suggestion would maybe be to run the west part of the route along Sixth instead of Ninth, at least until you hit Elm.

The other routes are bad because you should avoid Providence at all costs unless necessary - the other routes already service it and traffic would just slow down the downtown route.

I like Route 3 best, but what we really need are safer bike routes downtown.

Need a downtown route that doesn't go through campus. If I want to get from a point on the eastern side of downtown, to a point on the western side of downtown, I don't want to take twice as long (or more) getting there by routing through campus. I would just move my car.

Route 3, but with it going down Tiger Ave instead of Providence. I don't see that people would get on an off at Providence.

Route 2 - BUT, the left turn onto Paquin from College is a nightmare. On the old downtown orbiter, I waited several minutes on multiple occasions in the middle of College ave. for the bus to take a left turn. I would suggest that the bus (from University East) continue straight across College and on to University to access Paquin towers / the rest of the loop.

I like a combination of Route 2 and 3. Route 1 just focuses on MU, the other two recognized Columbia College and Stephens college. Favor route 2 of the three options, though would like to see it have the Paquin to Memorial Union to Rollins to Virginia route from Route 3.

Route #1 along with an extension to Providence via Stadium would be helpful.

Columbia needs smaller, more frequent buses. The huge ones lumbering around don't ever have any riders. I think this is partially because of the inconvenience of a limited bus schedule.

not route 2

Rt 2 w/ eastbound University Avenue route moved to Hitt St (S) to Rollins ( E ) to College (S). This will better serve campus better while still serving rest of City

## CoMO Connect Survey - General Comments

How many transfers will be allowed per ticket? Just say, someone was going from the area of the library to work at Parkade School. Can you only use transfers at transfer points? If so, there would be backtracking. I am glad to see a bus down Blue Ridge past the pool and Albert-Oakland Park. Also glad to see a bus to Forum Theater. I really appreciate all the hard work trying to improve our bus service and look forward to using it more. I just hope they do not get rid of the commuter routes/around state farm/rock bridge as I live in that area, shop in that area, but work on vandiver drive---plus it would help for it to run a little longer on at least friday nites so if I wanted shop later I could get home after 545pm, maybe at least until 730pm, all around I believe the Columbia transit system is great, the staff are very nice as well as professional, I used to work in Jefferson City, never took the bus but my clients complained so much, and they can not always be wrong?

My biggest issue with Columbia Transit are the time frames they run. Ending service at 6pm does not allow for you a ride home if you work past 6pm or are still on campus. Coming from St. Louis where the buses run until about 1am this has been a big negative. I'm not saying the buses should run until 1am but at least until 10pm or 11pm would be much more beneficial and it would probably allow for people to work at night if they wanted or I have ridden the bus since I was a teenager and I realize Columbia has grown, but it used to go through Parkade neighborhood and it was incredibly convenient. Now it goes down Texas and down Garth so if you are inside the neighborhood you still have a bit of a walk. With the Brown route, if you live off of Garth, it is pretty convenient, but anywhere else in the neighborhood you would have quite a hike. It is a hilly neighborhood and if you are carrying something, it would be a hassle and a lot of people that ride the bus are people with kids or older people. What a colossal pain. I don't think that anyone who made that route actually rides the bus. Ride the bus in the snow on that route and see how much you like it.

I will have to walk from a stop to work where now I can ride the bus to across the street from work

I'm really pleased with your proposed changes to make the bus system more useful for everyone. And I think decentralizing the system makes a lot of sense. I do have one concern though--I would be very sad to see Wabash station, which has been so beautifully restored and added onto, fall into disuse or sold to a developer, razed and turned into more high-rise housing. I hope there is still some good use that the City can put it to. It is really convenient to have Megabus stationed there. I wish Greyhound were also housed there instead of in its preposterous new location which is not even in Columbia.

A better bus system is good for the city - but I ride my bike.

It would be nice if the schedules for the transfer points were accessible for the blind with the times of transfers and what busses would stop there.

Bus service should run till at least eleven pm every day seven days a week because this is a college town and this access would prevent accidents of the hit and run variety involving walkers. They could then take a bus and not end up at the hospital or morg.

Please make this happen! It's a great plan!

I think this change to the Columbia buses is a great idea. I don't have a car and usually bike or walk but with a more convenient bus system, I would be willing to use it much more often.

I would be very open to riding the bus to the south side when I go out so we don't have to have a designated driver and to downtown. In order to do so however, the bus would have to run a bit later Thurs-Sat, perhaps until midnight. I think this is a good way to market it to college students as well since taxis are often expensive. All of the routes go around downtown, it would be helpful if each of the main connector routes had at least one stop in the middle of downtown instead of at the outside edges.

Need To have shelter for people who ride the bus

I know that having more transfers will be more helpful to the customers, and more will benefit from the changes. That's what we need to promote more business.

It is certainly worth a try. Looks promising.



Thanks.

The website and navigation is still hard to understand. Although the Red Route increase will greatly increase my interest in riding the bus I will have to understand the transfers to make it onto campus...and by the map I was having a really hard time. I downloaded the app and it didn't seem to work. We need bus schedules posted at more stops and clear, understandable map/time programs.

I will say this--again--to anyone who is listening: if you put wi-fi on the buses and at the transfer points, many of us will not care how long it takes to get around. Please!

Places for people with disabilities to be able to sit that can't stand for long periods of time and warm places to go when it is really cold

Outside and for people in wheel chairs

Please please PLEASE work with Jeff City to provide some commuter buses to and from CoMo. I would LOVE not to have to drive 63 every day as would the hundreds of other people who make the commute. Or consider subsidizing Shuttle 63 so they can get a bigger bus and offer cheaper rides. If I could not use my own car to get to work, it would be great. I could walk to a bus stop from my house, ride it to the commuter lot south of town, get on the shuttle to Jeff, walk to work, and then reverse the whole thing. I used to get semester passes when I was a Mizzou student and rode the bus 6 days a week. Now I rely on a car because the bus doesn't go anywhere I need to be.

I hope very much that nothing happens to Wabash Station, even though it will be removed from service (e.g. turned into luxury apartments). It's a great place for Megabus. And it's too bad Greyhound has left Columbia -- it would be a great stop for them, too.

The proposed route 2 seems like it will enable me to get from Clinkscapes & Broadway to MU more directly which is what I need and I will use the bus. However, the return route will take longer for me to get home. I'll have to try it and see how it works. I want to use the bus more and my car less.

Better discounts for bulk purchase would be the number one thing that would get me to ride more.

It's important that the system is easy to understand. Integrating with existing mobile map apps (like google maps) would be a great help, but making the paper and online information simple and direct is also necessary.

The "park and ride" concept is a great idea if

- 1.) the bus system will take people close to where they need to go (which i think is accomplished already in the proposed routes)
- 2.) the bus system will take people when they need to go (8pm is pretty good to cover a lot of the routine needs)
- 3.) there is a place to park where the bus will pick them up

regarding number 3) considering a large number of people live a considerable walking distance from bus routes (existing and proposed), without giving them a place to put their car, how is the bus system going to save them time, cost, effort, or anything of convenience? have you considered establishing parking areas along bus routes so people can drive a short distance and hop on the bus? it would probably have to be offered along with the bus pass and, of course, the public outreach efforts of the Transit department would have to be sure to educate people on their options.

A big factor to me is buses in both directions, preferably simultaneously.

I would think that offering later service on weekend nights would help keep COMO safe.

This sounds amazing! I don't use public transportation now, but if there was an option that a) didn't turn a 10-minute drive into a 30-plus-minute bus ride and b) ran late enough for me to also go home on it, I would definitely consider using the bus when going downtown, out to eat, etc. Thanks for your work on this!

I hope to see this project come through. I believe Columbia has needed a more efficient bus system for several years now. The roads are so congested and having more opportunities to have people ride the bus would create safer, healthier roadways for all.

I like the expanded east side toward Battle HS

Please consider routing the No. 9 via Stewart Road and Garth Avenue. This would maintain much of the service on Stewart now served by the 101 South. Also, please consider a stop for the No. 1 and No. 2 connectors at Providence and Locust to serve the new Lucky's Market. Finally, please consider providing later hours on Thursday, Friday and Saturday and at least limited Sunday service for the No. 1 and No. 2 connectors.

If there is money to do more with the transit expansion I would really like to see an extension of hours to pick up shift workers and secondly, some Sunday hours.

Thanks for what you already plan and hopefully we can do more.

with time, build platforms at key interchanges that allow people to enter the bus at the same level. use these interchanges as focal points in form-based code zones of design. Potential mixed use business also using this space could include local produce vendors, prepared food, coffee, newspaper... and many others.

Also, look at COLT rr as a light rail spur. Id spots for stations and do similar form-based code zones around them. I provide bus information to visitors at a hospital. The current website is difficult to navigate: it would help for me to have an option where I can see all of the different routes throughout the city at once, rather than having to click on individual routes to see if they access the parts of the city our visitors need. If you really want to get fancy, it would be awesome to have a "Map Quest" type option that would allow us to put in a "To" destination and a "From" destination, with a resulting list of bus routes accessing those two destinations along with a schedule of pick up/drop off times. Thanks for your consideration!

I will start riding the bus again when it takes less than a total of 60 minutes to get to and from work. Currently, driving, it is a total of 30 minutes a day.

Consider routes that run both East+West/North+South versus on a "loop" system

Allow purchase of punch cards or monthly passes so no need to have exact change all the time

A big barrier for us is that, since we don't ride often, I am always unsure of how to pay/how much will it cost. I rarely have cash, and am not sure where I can buy a pass (and are are charged for each transfer?). All of this makes it less likely that we will spontaneously decide to ride the bus -it feels like a big project I have to figure out first.

I also sure wish someone would try to figure out how to implement safe bike routes downtown.

I do not use the bus but support its use by all who need it. I hope the number of users increases.

I would indeed use the bus if I could get from my home, Scott & Chapel Hill, to work, Providence & Park. I teach at Douglass HS. On the correct route, stop, or transfer, I could also do my grocery shopping at either Gerbes or HyVee on my way home from school. I would also like to propose that the busses be equip with WiFi if they are not already equipped. This would be most convenient so I could prepare/review (coming or going) for class or get important current news. Good luck and look forward to riding the bus in the future

I have three current issues:

1. You all are consistently awful at communication and customer service. This needs to be addressed and improved drastically. How do you plan to keep customers when your bus drivers are often flat out rude, your employees handling phones are often not capable of telling riders when a bus will get to their stop (and will argue about what time the bus is supposed to get to their stop), and your bus tracker is often broken? Furthermore, delays and buses not running rarely end up on Twitter and FB the way they should be. They NEVER end up on those sites if they occur prior to 7:30 in the morning, and oddly enough, some of us start work prior to that time. (Meaning we kind of need to know that information.) And why is it that these are only ever posted to social media instead of having a place on your site that is updated regularly?

2. Your bus tracker needs to be accessible from the web. Not all of your riders have smartphones. Here is an example of a web-based tracker that can be accessed from a smartphone, which means all riders win:

<http://bustracker.muni.org/InfoPoint/>

3. Your drivers are horribly inconsistent. If a bus is waiting ten minutes at a time point (as 107a does on a near-daily basis), that means that your bus is 10 minutes fast. However, on other days, that same bus only waits 2 minutes or not at all--which means that riders have to build in about 15 minutes of "I think it will be here now..." into their commute. Given that the amount of time spent at time points varies depending upon the driver, it certainly seems to the average rider like specific drivers are going above the speed limit or specifically trying to get to time points early.

I really, really want to like the proposed changes. However, when there are systemic issues that don't ever seem

My only concern with this system is the same concern I have with the regular lines: some of us leave for work very early in the morning, and we tend to have problems with lack of communication, e.g. the buses running on snow schedule when we don't know they will, because Twitter/the Rider Alerts on the site/etc. had no commentary at 6:15 AM. The employee who manages that section doesn't arrive at work until 7. But regular riders \*need to know this\*; my household typically catches the 6:40 101S and transfers to the 7:20 101SW, and life gets very awkward when we don't know what's going on with the buses. Can there please be clearer/more frequent/earlier communication?

Map provided on Survey too small to view. Services on Sunday and holidays are important. Suggested changes are a good start. I am moving from Columbia due to bad transit system/and how the town is spread out. Young people in America are moving to walking cities and good mass transit is important to them. This is why without the students this is becoming an old folks town. (full disclosure, I am an old folk) I've often told people not to move here because it is too difficult to get around. Walking cities and good transit is the new trend people want. Do the research.

I would like the bus to run later than 8pm on Fridays and Saturdays, so that we could use it for transportation from our neighborhood to the restaurants and bars downtown. I wish the number of shelters could be expanded. I also hope that a partnership with CPS will be pursued so that High School students would utilize the city bus instead of school buses. This would be a great revenue source for the public bus system, and would use tax dollars in a way that benefits the entire community. Plus, kids would be automatically introduced to the idea of using the bus as a means of transportation!

I think CoMo Connect will greatly improve the transportation network in Columbia. I look forward to using it!

I tell the drivers that If The City Really Cares, One Fine Day they can Stop writing down our pass types on a freaking Clipboard, because fare boxes will be properly upgraded to recognize All Passes. Make an honest passenger of me. Please.  
Let's make this a reality!!

Wish one of the Broadway Center Gerbes routes would go down the Ash side for Gerbes instead of the Broadway side on both (I believe 2 ?) of the routes that hit it. Wish University Hospital was closer to a route ... a bit of a walk from nearest route, and hosp visits sometimes mean you are ill and not up to longer walk. Initially I despised this idea. I am still not fond of it at all, but pleased to see it wasn't as bad as I had expected. Will the fares be increased? I may curtail bus trips if the fares increase. How will transfers work? Will stops be announced via an onboard marquee?  
An annual pass; free rides when you pay to park in a garage; free friend ride.

Need to work on better shelters once at some point. It is miserable to wait with no shelter in bad weather. have #2 go all the way down Broadway so as to service Downtown, eliminate the Bernadett overlap with #4 by having #2 go east on Worly.

I work at the VA hospital and would prefer to take the bus rather than drive. Currently this is not feasible or practical, so I drive to work. The proposed changes may help, however, I live close to West and Broadway and the red line is not a direct route to the hospital. If you haven't already, I recommend doing a survey of employees of the VA and at the University Hospital and clinics to see how many would take the bus if there were direct routes near their homes and consider this when planning the routes.

I have noticed that the new system incorporates almost all of Columbia. That is fantastic! However, the Northwest area to the west of stadium and north of I-70 has no way to get to town other than car. There are many people in the neighborhoods that would benefit from a route connecting into town south of the highway. Please consider adding a route in the area north of I-70 and west of stadium.

Bravo on making it more simple to understand, and focus on where the bulk of people need to travel between. Focusing more on students, as they are (and should be) heavy users is great; while also considering low-income population at large. Can't be everything to everyone, though.

I think the new plan is a huge step in the right direction and I applaud the efforts of the staff who came up with it. I am much more likely to ride the bus now than I formerly was, especially since I can get on and off the bus at a location near my house.

Thanks for trying to move Columbia into the 21st century regarding mass transportation. I know we can't all stop driving but younger folks are more willing to shift to mass transportation. We're not all regressive 'Fat Cats' like Fred Parry.

Have bus shelters at most of the transfer stops and crub cuts!

The later the service the better. Consider late night service on the gold line like you currently do with the Fast Cat.

The midday wait right now makes it impossible for me to ride the bus to run errands. There are times when the bus doesn't run for hours in the middle of the day, and that has to change for me to be able to ride the bus. The bus that will be going down Brown School Rd, instead of turning at Stark Ln could at least turn onto Greeley Rd then Prairieridge and back up Weymeyer to Brown School then back to Stark....that way I won't have to walk from Stark to Weymeyer along Brown School that has no sidewalks

If you want to make changes, this is great and all but if you have bus drivers and trainers who are unfriendly and just plain rude, how is this going to make anything better? You have a drivers that train newbies, one woman in particular, makes fun of bus patrons and doesn't hide it. How are you going to make this any better at all if problems like these (internal problems) are not resolved? This is why I may stop taking the bus altogether even if you make these amazing changes.

This is an excellent redesign of the system, within current resource limits. Please figure out a way to increase funding so you can expand the hours of service and increase the frequency of the new system over the next few years.

I'm really looking forward to this! I do not currently live in Columbia but have considered moving back. I know transit will be a huge change from my current situation in Seattle, but I hope the new system will encourage more bus commuters!

The transfers as they are now prevent me from using the bus due to it just taking way too long. I look forward to any change in this current system!

Changing the routes is not what Columbia need. Columbia need service to be longer during the days they run and add Sunday service. I know a lot of people who uses Public Transportation. We all gripe about, Working a 3-11 shift. If we get to work then there is noway home. I work 9-5 now, and when I get to the transfer station I wait another 40mins to get home. I know Columbia is not as big as Kansas City or St. Louis, but, There would be more riders if the buses would run longer during the week and on Sundays.

The proposed maps are extremely confusing because they don't have arrows indicating which direction the route is going. I would definitely take the red route if it goes counterclockwise, but if it goes clockwise it would add a half hour to my commute.

There should be day passes. The buses should run every fifteen minutes all day. I don't think the buses should stop running until ten during the week and eleven on weekends. There should also be Sunday bus service until eight at night.

making a transfer location for people with disabilities that cant stand for long periods of time and need places to sit down or that have vision problems and

Please try to implement a fare processing improvement. I suggest a system that can process an ATM swipe or smartcard wave (your presentation shows only a smartphone wave) as the current system often fails and the poor drivers have to take time to try and hand-track fare. In order to save time, riders resort to memorizing the bus numbers to know which current electronic swipe processors work with which tickets and passes - goes awry because repairs are attempted on the buses from time to time. I ride the red route end to end to commute from work most days. I would like to see issuance of a commuter pass and some kind of discount for people 50+ if possible.

Work with P&R to establish routes and stops inside parks for summer/weekend service to COSMO, Twin Lakes, Albert-Oakland, ect.

I hope you would consider to make the bus going around on sunday and make more trips on weekend.

I am a MU student and sometimes i would like to ride a bus. However, I have difficulty to find a bus stop and understand the bus route. I go online to search the route and the phf route map doesn't not quite helps. It would be great to make the bus stop sign more clear and put a sign including all the stops, so that people can understand what is the next stop of the bus and where does the bus go. The different route various by color also confuses me. I cannot remember clearly, maybe to add some names of the route. There is some route only have few stop, it's very unconvinced, maybe add more stops.

I like rlding the busessions

I have a couple of suggestions. I think there needs to be a bus stop at the corner of Ballenger and Timber Lane or at the corner of Ballenger and Wrenwood.

I also think there should be a special pass for families. While I was waiting to catch the 105 bus at Southampton. I was talking with a gentlemen who had a wife and two or three children. He told me that for 1 ride on the bus it might cost him \$5 which if you have to ride the bus a couple of times it might get expensive.

I also think that a good place to sell tickets is at the post office. Everyone goes there for one reason or another and it is in a central location. Although, getting the grocery stores to sell them is a good idea as well.

would you please consider a Bus going pass Boone Hospital Thank You!

The changed routes and schedules are great!

Expanding the night service during the weekdays will allow me to use como connect more. Currently that bus can take me to work, but not home afterward

30 minute operations needed all day

I work at MU. Right now I catch the Orange Line on Forum Blvd in front of US Bank. I can get off the bus on Stewart Road at the stop just before Providence and have a 10 minute walk to my office. Under the proposed changes I would have to take the purple line all the way to Broadway and West Blvd., make one transfer, ride downtown and make another transfer. This will double my trip time. The key issue is that once again the proposed routes ignore people who WORK at MU and LIVE in southwest Columbia or anywhere not on adjacent As a student who lives off campus, making sure I can get to campus easily is my top priority (access to the public library is my second priority). If possible, I think it would be really useful to help apartment communities (in my case, Mills Apartments) to have clear directions on how to use the bus to get to campus - you might sell more bus passes when people have a clear understanding of how easy a bus commute can be!

system map

Run on Sunday's

The images I can find online make it very difficult to evaluate. But from what I can see, the service between The Hollywood Theater area at Stadium and Eastpoint and downtown is being eliminated. That is the last bus route I use several times a week. I used to be able to ride to work on the Red route from the Old 63 and Valleyview stop until that was cut. Now I walk to work. Currently I am able to ride from work to class downtown on the Red route. But it looks that service is being removed as well. If that goes, then my only purpose to ride the bus would be to get from the Stadium and Eastpoint area to Grindstone/Nifong for shopping after work. It looks like I would still need 1 or 2 transfers to get there. Currently I need 2 transfers to get to the Bethel and Diego station. I am excited about the options to improve people's routes and disappointed that mine does not look I like all the suggestions but would like to see a line added around the eagle crest apartments that are south of Broadway. I can't remember the street but there are apartment by a gas station there but no bus line at all or even a close walk. There are a lot of people that live in the area and have no way to use the bus line, I would like to visit my sister who lives there but can't because no bus goes there.

Bus routes from commuter lots on the outside of town might be helpful for car-poolers or people that live too far outside the route areas to bike to the stops.

the downtown orbiter 107 is the best creation in the 25 years that bus service has been my ONLY transportation; I am wheelchair bound. It picks me up one block from Paquin Tower, drops me off at the Walnut columns, two blocks from my bank; or drops me off at the police station and post office. I LOVE THE ORBITER; some days I never need to use another bus. But when I go to Walmart west or Gerbes, the brief wait for the 104, across from the police station FEELS SAFE. Miss Nan

It is very difficult to understand the schedules and routes as is. I've ridden to try to learn it on 2 different occasions and still was confused. Also, for those of us who must be at work early and/or stay late there aren't enough reasonable options. Additionally, I work near Hollywood theatres so would need frequent buses there without an hour ride with transfer time.

Please reinstate stops at the public library

I am sure that whatever you can come up with will be okay. Any bus system needs constant improvement.

1. Routes 9 & 2 both go on the N side of the Columbia mall, and so there's no route that is on the S side to serve the Shoppes (Dicks, Macy's) so I will have much farther to walk to work (I work above Ulta, get on/off at the Sub Shop stop). Can the transfer points between the two routes are not at the Columbia Mall (north side) stop, can one of them go down Worley instead of both going around Bernadette?

Currently, the downtown system (Fastcat) includes two buses that circle the Colleges, Hospitals, and Downtown. I've heard that ridership has decreased with FastCat. There are certain neighborhoods close to downtown (North Central, Benton-Stephens, West of The District/South of Bus. Loop/East of W. Blvd) that are currently on larger, longer routes. I wonder if service industry workers and other residents would use a shorter line that was comprised of these areas. It might take splitting the two current FastCat buses into a West/Northwest and Southeast/East "yin yang" shape might work more for potential Central City bus riders.

I feel the FastCAT provides an important link for Mizzou Students, especially those who live on campus. The FastCAT is a very convenient way for me to get to classes (it saves me a mile of walking in the snow), and a convenient way to get to Wabash.

I would like to see more bus stops. I think there should be an official stop every two blocks. I don't like the current system of guessing where I can and can't flag a bus down to stop.

Also, since Wabash won't be a central location anymore, I would let Megabus know so they can adjust their service accordingly.

a bus down Stadium. there is a lot of traffic from mall to MU and to Hollywood theaters and other locations along Stadium. a bus all the way along Chapel Hill would be helpful too to get from Cherry Hill to Forum Expansion out toward Lake of the Woods and Battle High is huge for my family

Get the routes INTO the neighborhoods rather than around the periphery.

Is it possible to transfer at a non-transfer point? For example if I am just a few blocks from another route which is closer than the transfer points?

Even longer service hours would be better

I have attempted to ride the bus to and from MU football games. There are so many people crammed on to too few busses after the games that I will no longer consider it. I don't understand why more busses are not sent to the stadium. And, if more busses cannot be spared, then why don't they make two runs on the routes to alleviate the massive overcrowding after games? As expensive as parking is at games, I'm sure people would not mind waiting for a second route to come back and pick them up! The massive overcrowding on these busses is dangerous. If the city would actually promote the service more, they could get enough ridership to pay for the extra busses or routes I'm sure! But, as it is now, there is absolutely no room for more ridership. And, most city I could use the bus to get to work if the Discover Ridge Research Park were on the route again.

Solar-powered electric buses

The Downtown Route is both a neighborhood route and a destination route. Neither the FastCast route nor any of the previous downtown/UMC routes will remotely provide the service needed for such a neighborhood/destination route. The key metrics must be that there is a maximum 15 minute wait time to catch a bus anywhere on the route and a 10-15 ride time from any stop to any other stop on the downtown route. To help make these metrics possible, the Downtown CID should initially allocate at least \$250,000 per year to support COMOConnect operations and \$250,000 to construct adequate bus shelters. The amount of annual support should increase substantially over time.

i would like to see them go more on old 63 between stautam and broadway

How does one get from a neighborhood to downtown? Looking at the map, I see at least two transfers to get from my home to my office. That's quite a time commitment, to say the least.

1. please try to lessen the wait time.
2. bus should be free for students
3. there should be more bus on weekends, specially on Sunday.

Get families interested in the bus by offering free "fun days" to introduce people to the system. When my kids were young, it was a really great outing to ride the bus downtown for an adventure. Without Wabash as the main station and later evening hours (an early dinner downtown will be possible) I can see families utilizing this service for fun initially and then for utilitarian purposes.

I would offer single day passes, and 2 days per year where bus rides are free, instead of just one. I have always wanted to try out our buses but it all seems so complicated. If I could buy a one day pass and not have to worry about what constitutes a ride, I could learn the system while relaxed and then I'd be more likely to become a Sheltered bus stops; 'green' buses

Basically it would be almost a mile to either connecting point and to get downtown would be two and possibly three buses. Unless they were incredibly well synchronized it would take a long time from where I live in the NE on Kelsey Dr to get downtown as I would have to change buses 2-3 times if I understand the drawings. Add the mile walk from the house, something I can do by car in 10 minutes would take an hour. When I lived in DSM, I could catch an express bus 5 minutes from home and be at work 15 minutes later almost as fast as I could drive it.

You really need to consider where work places are and where people are coming from to make it convenient for them to use the bus. Run express routes that get people where they want to go at about the same rate as driving (for less cost) and they will use the system.

Most college students living off campus do not have reliable transportation to campus other than a direct bus. We need later weeknight shuttles for extracurriculars and exams/reviews. Please do not complicate the system for us by making the trip more than 10 minutes because most of us take the bus back and forth 3 times a day. Do not change the bus routes. They are fine the way they are. It would be a huge inconvenience to a lot of people, especially college students, who do not have much time anyway.

Columbia is so far behind in public transportation and I am very pleased to see someone has finally stepped forward to help our city become more aggressive in helping our community that does rely on public transportation. Kuddos to you!

I am very impressed by the fresh routes and how easy it is to understand them. I am a huge advocate for alternative transportation and am thrilled this change is happening.

If my connecting bus is late, I have the station I can stay in, I don't want to stand on a corner and wait in the cold. I do have a car, and will drive on rainy days instead of standing in the rain/snow/storms/etc.



The northwest side of town is way under serviced in this plan. Basically no routes west of Garth or north of I-70. Many rental homes/apartments in this area that I would describe as working class neighborhoods. Also have Cosmo Park here that is not served.

Extended evening hours would be very welcomed too.

Overall a very nice plan. Shelters that protect from the elements would be nice.

Thank you!

My stop is on Old Hwy 63 and Stadium near the intersection. Essentially it's a dangerous drop off on the side of the road. Then I have to cross Stadium to get to my apartment in rush traffic. There aren't any other stops in the area that aren't really far, or on a different side of the street. If there was a stop going from Stadium to Broadway, up old 63 that would be so helpful. It doesn't seem far, the the walk from stadium to old 63 is steep and too much to walk to work for a safe bus stop. Sometimes the bus drivers don't even stop for me at Stadium and Old 63 because it's either too dangerous or they cant see the stop.

This system needs to find a way to pay for itself. It benefits way too few people and simply costs too much money to operate.

Replace Ian Thomas and Karl Skala. They are disruptions to the City Council and do not serve the interests of the community as a whole.

i am supportive of public transportation, but not willing to support any tax increase to pay for such changes.

Need to consider the riders paying more.

Thank you for improving the access to the MU campus from W Broadway!

I am thrilled by your efforts to improve bus service in Columbia. I commute by bike but would make good use of the bus system in inclement weather. I would also prefer the bus to driving when going downtown in the evenings.

Any bus system can only be as efficient as traffic flow will allow. I hope you are considering bus-only traffic lanes in congested areas.

I support the changes in general, but I'm looking forward to learning more details. My most frequent trip from home to MU would involve a transfer from Route 9 to Route 2. I am hoping that the neighborhood routes will be scheduled to connect with timed transfers to and from the main Route 1 and Route 2 connector lines. I am hoping that additional signed bus stops will be put in place along the West Boulevard portion of Route 9. Please also post details soon about whether there will be a direct route between downtown and MU to replace the FastCAT. With Route 1 crossing through campus along Rollins and Route 2 crossing along Elm and University, it would be better to have a more direct north-south route, perhaps mostly along Ninth Street, than the current Thank you for changing the red route from the original proposal so that it serves the MU area better while still serving the core downtown. The gold route approaches the campus area on Providence Road and College Avenue where currently there are very few bus stops. It would be better if the gold route could serve a more pedestrian-friendly location to catch and wait for the bus such as Sixth Street. This would improve this route significantly.

Anything is better than the current system, which is horrible and keeps getting worse. Changes can't come soon enough...

Overall, I'm happy that my distance to a bus will go from over a mile to the current nearest route to less than 100 ft. to the new Blue route. With this change, I could conceivably ride the bus to work or to the grocery store without having to walk long distances. I would, however, like to see more overlap between the routes. I work on campus and would have to ride three different routes in order to get closer than Broadway to my workplace. It's only a 15 minutes walk, granted, but in the rain/snow/cold, that's a long 15 minute walk for a person like me who is used to driving! Thanks for your time.

Make sure the transfer locations are safe. I feel like I would feel discouraged to get off of a bus at night and wait 15-30 minutes alone at a bad transfer point. Maybe set up one of the emergency stations at each one just to make riders feel a lot more comfortable.

Express routes go back and forth instead of looping

In a town serious about including a public transit system, we really need to expand the times that our buses are running. We have many plants and facilities that have "night shifts" many of these workers would love to be able to utilize the buses to get to work by 10 and be picked up by 7am. Many of these people are lower income people and would be more likely to ride a bus if given a chance. This would also increase the number of people riding the bus.

Survey Questions misnumbered

Strongly support expanding areas served by buses. I live off Scott Blvd. and the nearest bus stop is miles away.

I am quite concerned about these transfer points and how they will affect me getting to work on time  
Work with the University -- they need to eliminate the apartment complex buses, so that the students would ride the CoMo public buses instead; and make the campus parking much steeper to squeeze employees and students out to use the buses. I am glad you looked at Chapel Hill, NC, example as their system is just fabulous.

While service area is very important, it means little to expand area when service times are lacking. Hours of operation on at least some routes should start earlier and end later until; from 5am-11pm Mon-Thur, 5am-1am Fri, 7am-1am Sat, and 9am-10pm Sun. Not all routes should have the same hours if it isn't feasible, but the more heavily used routes and some of their feeder routes will need extended times.

The neighborhoods off South Hampton including Appletree Court and Appletree Lane include people with developmental disabilities -- three apartment complexes populated by people either vulnerable in long walks to bus stops, or limited in physical ability to make the trek -- please preserve the bus stop on South Hampton, close to Appletree Court. Please. Please. Please.

I like all of the changes except that I need Sunday service. If I could, I would work on Sundays. I work all day Saturday, every Saturday, so I miss all the great weekend events like Roots n Blues and True/False because I can't get to them on Sunday. I am about to decide where I will live for the rest of my life and I want it to be Columbia. But if I can't thrive here, if all I can do is survive, then I can't live here and it breaks my heart!!! I love this town and I love my CoMo family, but I'm a second-class citizen here because I can't drive. If you make these changes and don't give us Sundays, then I can't live here. You have no idea how sad that is.  
Investing in some smaller buses so the large ones aren't running mostly empty of passengers.

Alternative fuel such as used cooking oil, etc.

Keep costs down or completely subsidize it. Make it free to everyone. I'd be more than happy to pay extra in taxes to have a free bus service available for all who need it and/or want to use it.

Shepard Neighborhood has been entirely cut out. Please restore service to Old 63 - from Stadium up to Paris/Bus 70. I wish you would go along Rollins Road too, all the way along from Scott to West Blvd. You'd get a lot more and new ridership from all those neighborhoods, plus goes by Scott's Branch Trail. Also I am wondering, will there be sidewalks built where needed? Along Stadium is always a problem - you just get dropped in the middle of a very pedestrian-unfriendly area. In the winter you're just dumped into a snowbank.

keeping the buses going to Wabash for those with disabilities and wheel chairs so that it is easier to get on and off the bus

I will have a longer walk to catch the bus and a transfer plus a much longer walk after getting off the bus getting off the bus.

Great work! I'm looking forward to using the bus in the future.

In my job I train people how to ride the bus. I would like to see a video on how to use the best system, how to read a map, how to make transfers, etc. I look forward to seeing how this new system or work. Have the bus service as a utility financed by all citizens.

Lets pay for the bus system on our utility bills rather than thru individual fares and then have bus rides be free.

I like the purple 9 as it will allow my mom to access doctors from Chapel Hill

frankly, no route is even as close to my neighborhood as the bus comes now. I would have to walk farther to catch a bus and, except for going downtown, it would take two or three busses for me to get somewhere. It doesn't work for me - too long to ride just to get downtown

This change makes me want to increase my riding of public transit. This change is great! I work with many families who are greatly affected by the current system. This change will allow families to access services more efficiently.

Service to D&H Paris Rd. Splashers Laundry

Worry transfer & walk will lengthen my route. Can't tell what colors are for which routes. I live in Parkade & work downtown. I ride 102N now. I would either catch the bus that goes thru Parkade & transfer to the N/S connector or just catch the N/S connector

What about price? Monthly passes? Discount for seniors, students?, snap (food stamp) participants? Disabled? What are the plans for specific bus stops along a route? A sign post or a shelter or something else? Is there any plans for synergizing pednet type projects (e.g., sidewalks or pedways) to improve access to areas not on a bus route (e.g., providence & niphong) Serve a dinner @ the 6-8 meetings to get better attendance (maybe ask for donations from local businesses, chipotle, panera, etc.) Is there a commuter to Megabus or other intercity transportation? Include a more detailed explanation that there will be (a) downtown route(s). Areas of interest to possibly include -Capen Park entrance off Grindstone Pkwy -Niphong & Providence (west of Niphong -Cosmo changing the route for the workshop by time. Please change and keep the route

Sunday Service - till 10PM service

I am excited about the new system & look forward to being a bus rider! I would be interested in expanding Park & Ride options.

Please pursue a utility fee to provide funding stream. Additionally, please add in the ability to pay sums (follow the Solur1 options that W&L has implemented).

Travelling along edge of city requires several bus changes. There should be a larger outer loop & an inner loop. Also each bus stop should have a schedule w/ cross connection buses & street listings.

get more strict on 1/2 fare eligibility

Keene Medical Clinic

Some 'hub points' > 'long term transfers - heated/cooled (example ARC)

Ability to catch a bus at the waters-moss cons area. Parking areas (free) where I could catch a bus. I would ride the buses if I had closer points where I could catch the bus. I live in the area near the Hollywood Theatres and travel almost daily to the University for classes. What can you do to improve his situation for me?

Bus shelter at SIL. No smoking signs @ bus shelters

10 to 15-min intervall on downtown bus would be nice to allow lunch time trips to downtown.

I have noticed people take advantage of 1/2 Fare. The procedure requirements should be more sturn. Limited income (who can drive) Pay a different Fee then those who are on limited income but w/ medical challenges Will walk further from home to first bus, then will transfer to connect and a downtown rte. Like that you will serve College Park area. Like the many ways to transfer. Will probably retire before new system is implemented, so current needs will change.

#### CoMO Connect Survey - Question 4 comments

Due to transfers, harder to get my teenagers to use it.

For the multiple transfer points to be efficient, you would need more buses to run more frequently. Otherwise it seems like a logistics and travel planning cluster-cuss

why all the overlap where some streets get double service while others are not served at all

The bus I take now to work will stop approximately 2 blocks short of where I need to get off and I will have to walk along a road that has no sidewalks and I'm a senior citizen

It is not so much the routes as it is the hours of operations. The hours need to be longer along with the new routes as well as run on Sundays. Also there should be day passes. That would generate more income for public people with disabilities won't be able to catch the buses anymore

not a bus going past Boone Hospital Center

i FEEL SAFER WAITING AT THE LINKUP ACROSS FROM THE POLICE STATION

I don't like the proposed changes to the FastCAT. Also, a lot of private buses like Shuttle 63 and Megabus use Wabash, so connecting to Megabus would be more difficult.

I note that the College Park area and Russell Blvd. School seem not to exist on your routes.

Changes would increase cost of cross-town rides.

direct from apt to home

I don't want to stand in the rain/snow/storm/cold waiting on the connecting bus

There is no logical way that this doesn't eventually cause large increase to the cost of the system.

I support the changes in general, but would like to see more information about the proposed routes. For example, does the proposed red #2 route loop in only one direction or both directions? What is the off-peak

Need more overlap between routes

currently, no indoor climate controlled facilities have been proposed to replace the central station. i will not support a move away from the Wabash until it is a guarantee that such facilities will exist.

No matter what you do, busses will sometimes run late. If I have to wait for a transfer, I would rather wait in a warm dry station than on a street corner.

# Letter of Support

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From Public Transit Advisory Commission

January 14, 2014

Dear Columbia City Council,

We, the duly appointed members of the Public Transit Advisory Commission, would like to express our support for the changes to Columbia Transit as proposed in this resolution. We have listened to input from the citizens of Columbia, and the majority of our membership agrees that the proposed changes will have a positive impact on most riders and meets almost all of the concerns they have expressed to us. We will be taking the knowledge gained from this experience to continue to work with Columbia Transit, Public Works, the City Manager, and City Council to advance reliable, affordable, and safe transit options for all Columbians in both the coming months and years.



Steven Hanson

Chair, Public Transit Advisory Commission

# Finalized Maps

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Base Map

Connector Routes # 1 & 2

Neighborhood Routes # 3 - 9

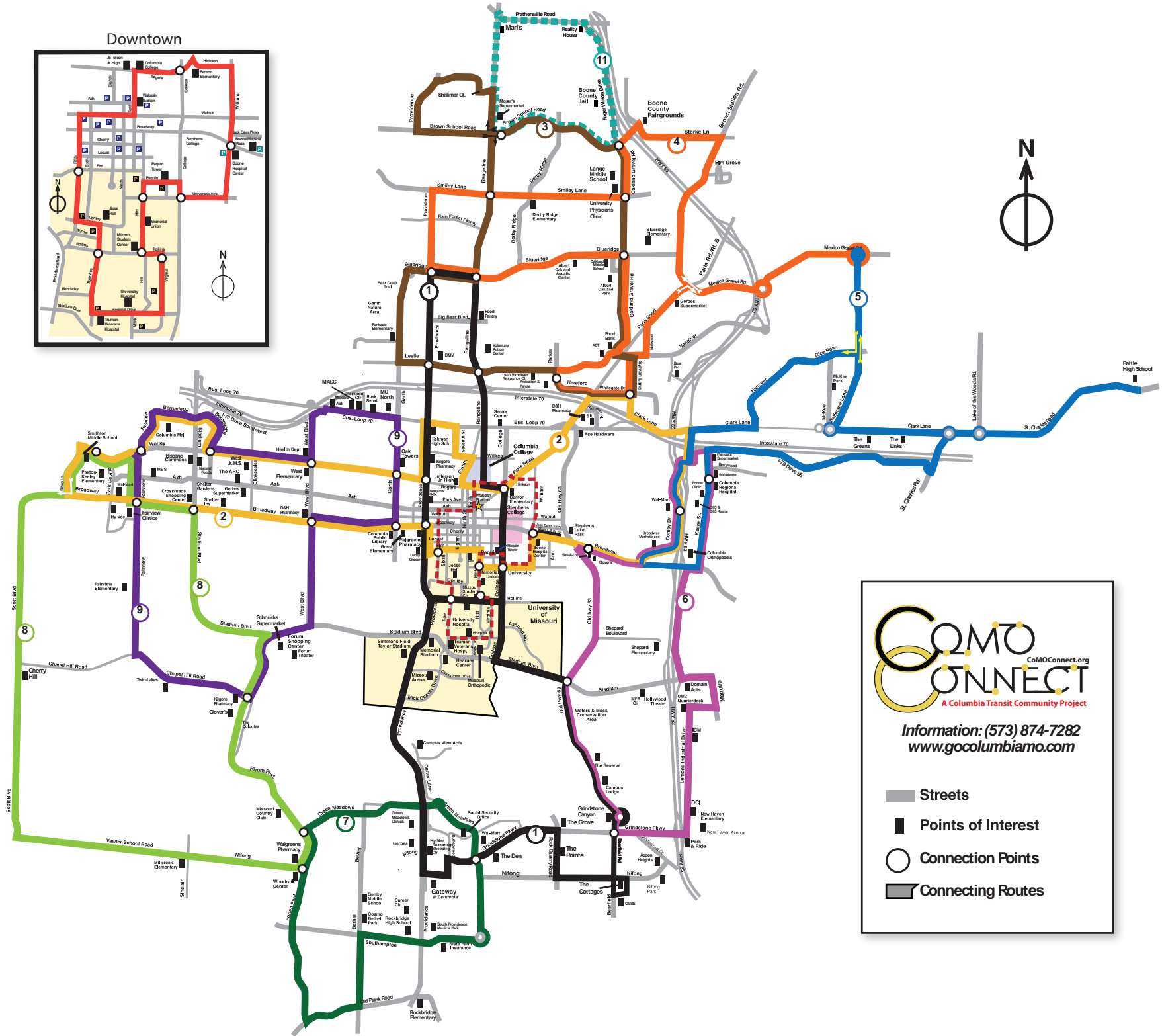
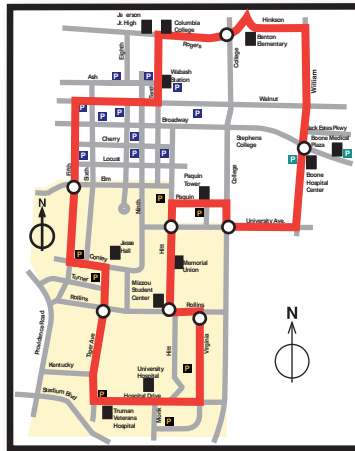
Downtown Route # 10


North Commuter # 11

GIS Maps and Demographic Information



# Downtown





CoMoConnect.org

A Columbia Transit Community Project

Information: (573) 874-7282

[www.gocolumbiamo.com](http://www.gocolumbiamo.com)

Streets

Points of Interest

Connection Points

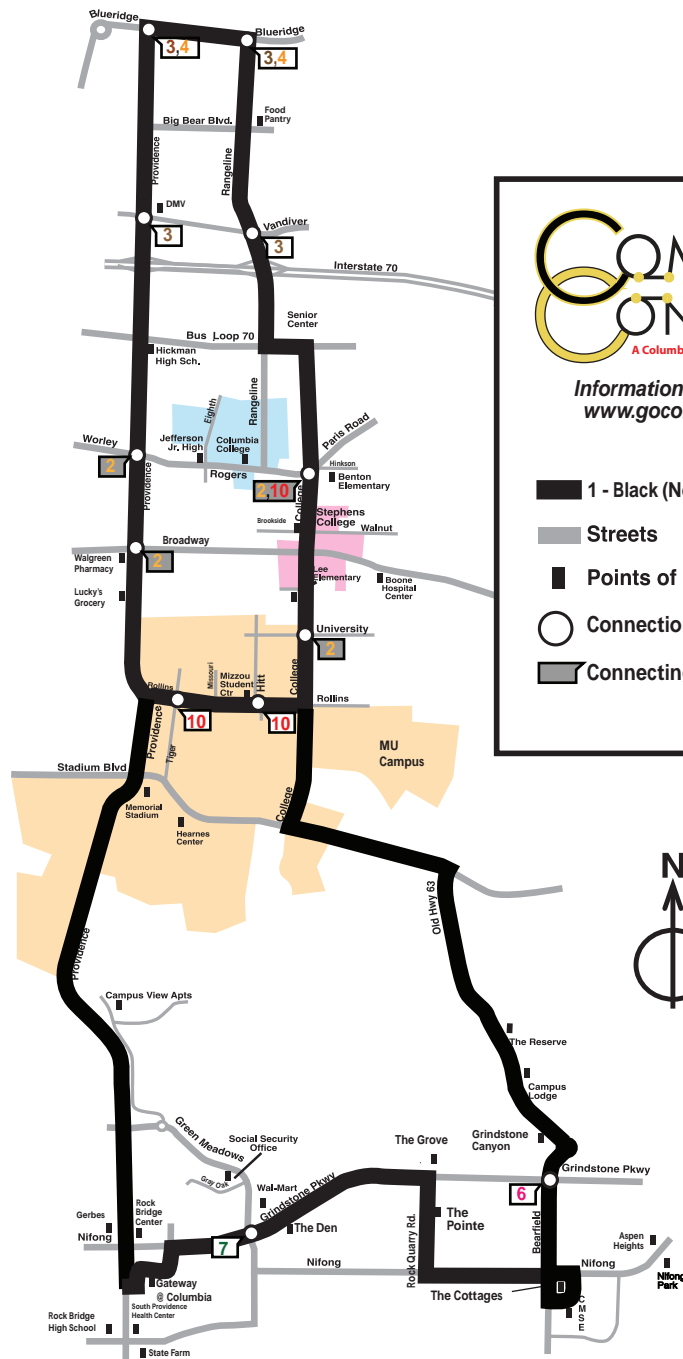
Connecting Routes

1



Information: (573) 874-7282  
www.gocolumbiamo.com

- 1 - Black (North-South Connector)
- Streets
- Points of Interest
- Connection Points-12 total
- Connecting Routes



# Connector Route 1

North-South / Black



15 minute approx.  
interval in peak service



## Shopping

Gerbes - Nifong  
Hy-Vee - Nifong  
Luckys Foods  
Wal-Mart - Green Meadows



## Parks

Grindstone Nature Area



## Schools

Columbia College  
Hickman High School  
Jefferson Middle School  
Stephens College  
University of Missouri



## Medical Services

Family Dental  
Gerbe's - Nifong  
Green Meadows Clinic  
Hy-Vee - Nifong  
University Hospital  
Veterans Hospital  
Walgreen's  
Wal-Mart - Green Meadows



## Banking

Boone County National Bank  
Landmark Bank  
Missouri Credit Union  
River Regions



## Government

Boone Cty Court House (3 Blks)  
Boone Cty Government (3 Blks)  
Post Office (2 Blks)  
Social Security Office



## Neighborhoods

Douglas Park  
Grasslands  
Hunters Gate  
North Central  
Parkade  
Ridgeway

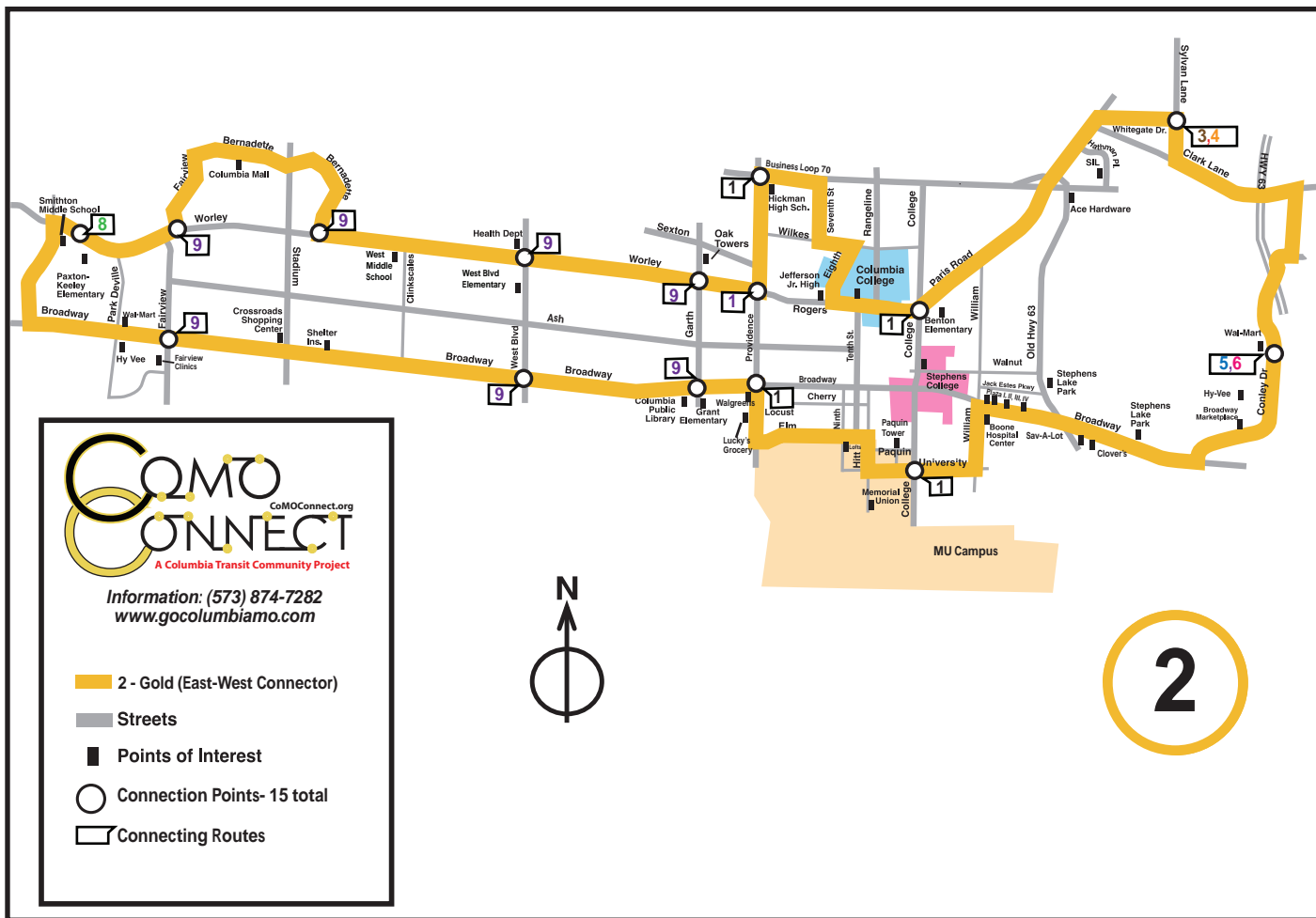


## Route Connections

### CONNECTOR - Route 2 (Gold)

Route 3 (Brown)  
Route 4 (Orange)  
Route 6 (Pink)  
Route 7 (Dark Green)

For more information on Columbia Transit routes, maps, and schedules visit  
[www.COMOConnect.org](http://www.COMOConnect.org)



### Shopping

Clover's Natural Foods  
Gerbe's - W. Broadway  
Hy-Vee - W. Broadway  
Hy-Vee - Conley  
Lucky's Foods  
Natural Grocers - W. Worley  
Wal-Mart - W. Broadway



### Medical Services

Boone Hospital  
Boone Plaza 1, 2, 3 & 4  
D&H Drug - W. Broadway  
D&H Drug - Hathman Village  
Doctor's Park  
Fairview Clinic  
Family Dental  
Family Health  
Flows Pharmacy  
Gerbe's Pharmacy - W. Broadway  
Hy-Vee Pharmacy - W. Broadway  
Hy-Vee Pharmacy - Conley  
Kilgore's - N. Providence  
UMC Diagnostics  
Walgreen's - Providence  
Wal-Mart - W. Broadway



## Connector Route 2

East-West / Gold

15 minute approx.  
interval in peak service



### Banking

Bank of America  
Boone County National Bank  
Callaway Bank  
Commerce Bank  
Landmark Bank  
Missouri Credit Union  
Regions Bank



### Schools

Columbia College  
Grant Elementary  
Hickman High  
Jefferson Middle  
Lady of Lourdes  
Paxton Keely Elementary  
Smithton Middle  
Stephens College  
University of Missouri  
West Blvd Elementary  
West Middle



### Parks

Stephens Lake Park



### Neighborhoods

Historic West Broadway  
Parkhill  
Rockingham



### Government

Boone County Health Dept.  
Daniel Boone Regional Library



### Route Connections

#### CONNECTOR - Route 1 (Black)

Route 3 (Brown)  
Route 4 (Orange)  
Route 5 (Blue)  
Route 6 (Pink)  
Route 8 (Light Green)  
Route 9 (Purple)

For more information on Columbia Transit routes, maps, and schedules visit  
[www.COMOConnect.org](http://www.COMOConnect.org)

# 3



## Neighborhood Route 3

Northwest / Brown



30 minute approx.  
interval in peak service



### Shopping

Dollar General  
Moser's



### Medical Services

Columbia Healthcare  
Smiley Medical Clinic



### Banking

Boone County National Bank  
Commerce Bank  
Landmark Bank  
Merchants & Farmers  
Regions Bank



### Government

Boone County Jail  
License Bureau  
Government Center - Vandiver



### Route Connections

**CONNECTOR - Route 1 (Black)**  
**CONNECTOR - Route 2 (Gold)**  
Route 4 (Orange)



### Parks

Bear Creek Recreational  
MKT Trail access



### Schools

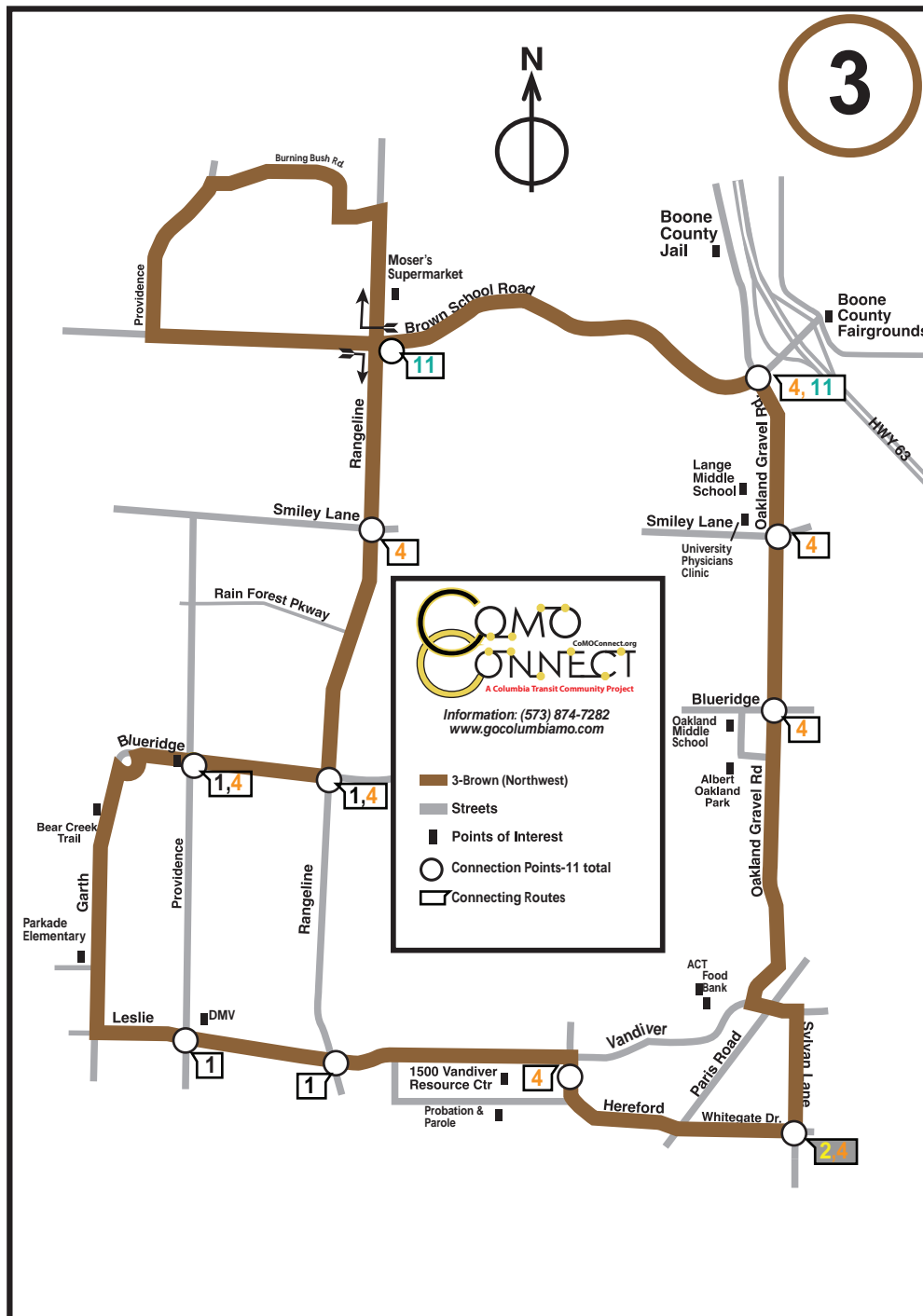
Blueridge Elementary  
Lange Middle School  
Oakland Middle School  
Parkade Elementary

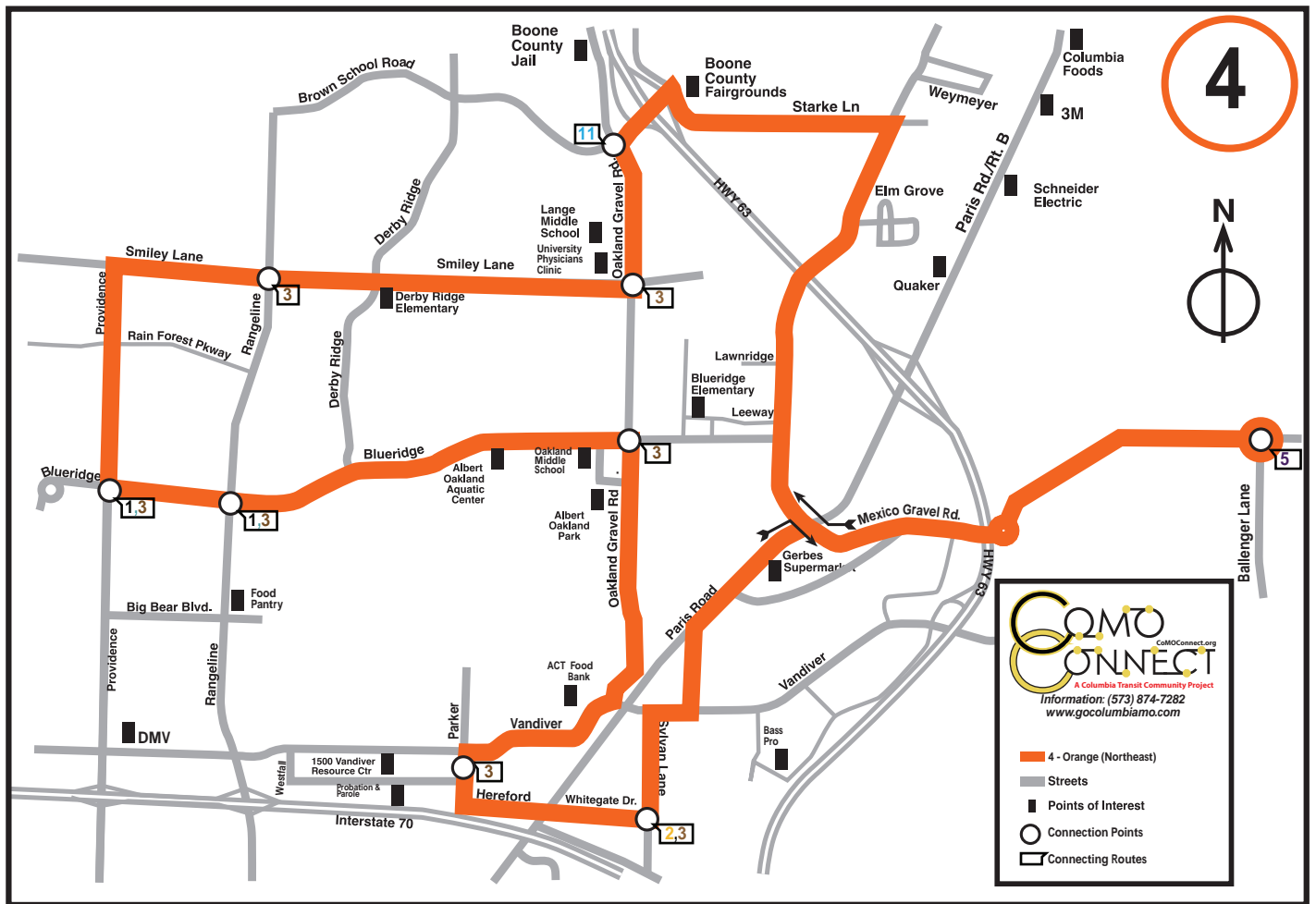


### Neighborhoods

Arcadia  
Bennett Ridge  
Blueridge  
Clearview Estates  
Derby Ridge  
Forest Ridge  
Parkade Subdivision  
Parks Edge  
Shalimar Gardens  
Springdale Estates  
Vandeven Subdivision  
Vandiver Village  
Whitegate

For more information on Columbia Transit routes, maps, and schedules visit  
[www.COMOConnect.org](http://www.COMOConnect.org)





# Neighborhood Route 4

Northeast / Orange



30 minute approx.  
interval in peak service



## Shopping

Dollar General  
Gerbe's



## Medical Services

Columbia Healthcare  
Gerbe's Pharmacy  
Smiley Medical Clinic



## Banking

Landmark Bank  
Missouri Credit Union  
Regions Bank



## Government

Boone County Jail  
Government Center - Vandiver  
Job Point



## Parks

Albert Oakland  
Boone County Fairgrounds  
Lange Park



## Schools

Derby Ridge Elementary  
Lange Middle School  
Oakland Middle School



## Neighborhoods

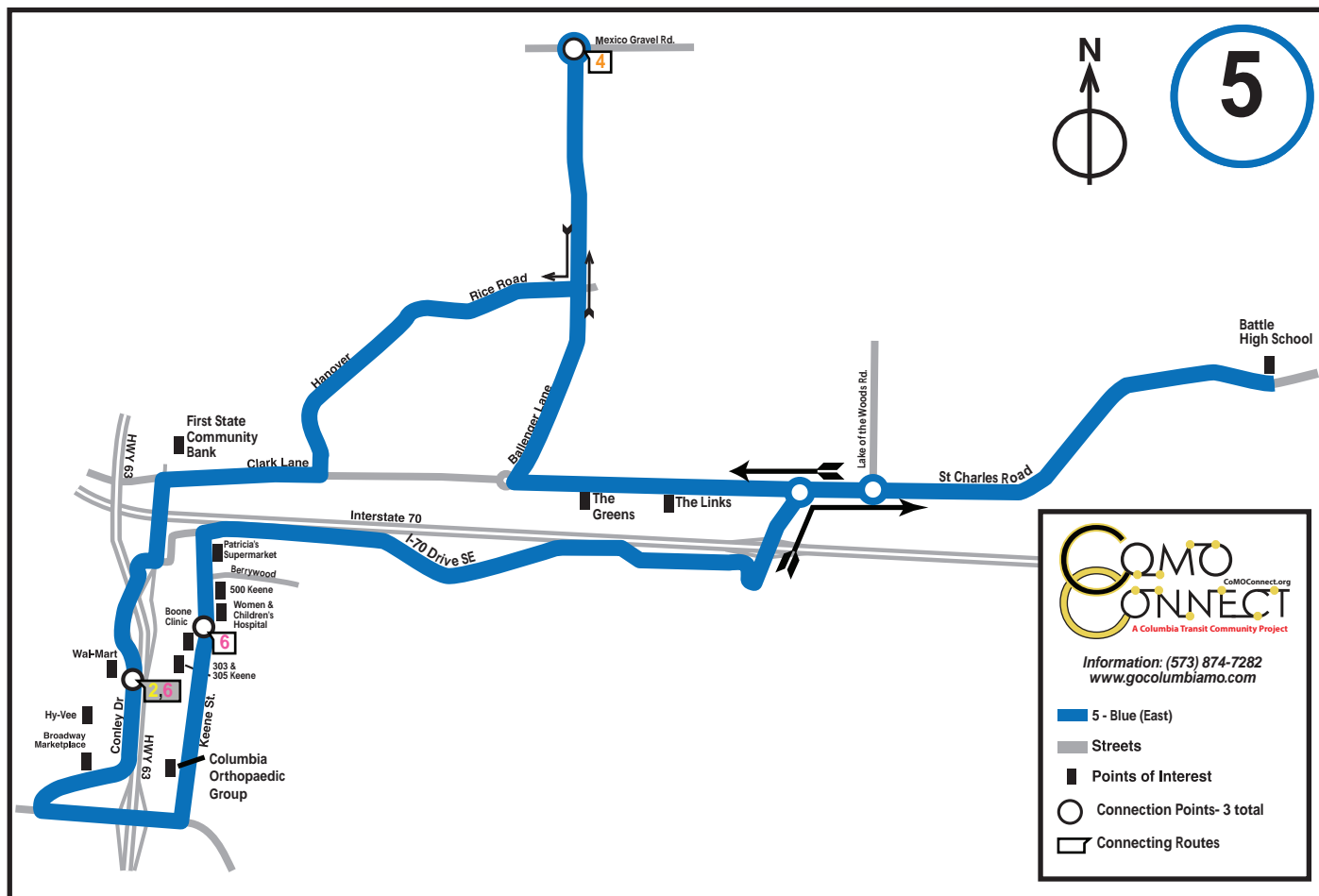
Arcadia  
Springdale Estates  
Wellington Estates  
Whitegate



## Route Connections

**CONNECTOR - Route 1 (Black)**  
**CONNECTOR - Route 2 (Gold)**  
Route 3 (Brown)  
Route 5 (Blue)

For more information on Columbia Transit routes, maps, and schedules visit  
[www.COMOConnect.org](http://www.COMOConnect.org)



## Neighborhood Route 5

East / Blue



30 minute approx.  
interval in peak service



### Shopping

Hy-Vee - Conley  
Patricia's IGA  
Wal-Mart - Conley



### Banking

Boone County National Bank  
First State Community Bank



### Neighborhoods

Fairway Meadows  
The Greens  
Hanover Estates  
Indian Hills  
The Links  
Timber Ridge



### Medical Services

Advanced Radiology  
Berrywood Plaza  
Boone Clinic  
Columbia Orthopedic  
Hy-Vee Pharmacy - Conley  
Keene Medical Building  
Wal-Mart Pharmacy - Conley  
Women & Children's Hospital



### Parks

Lake of the Woods Golf Course



### Schools

Battle High School

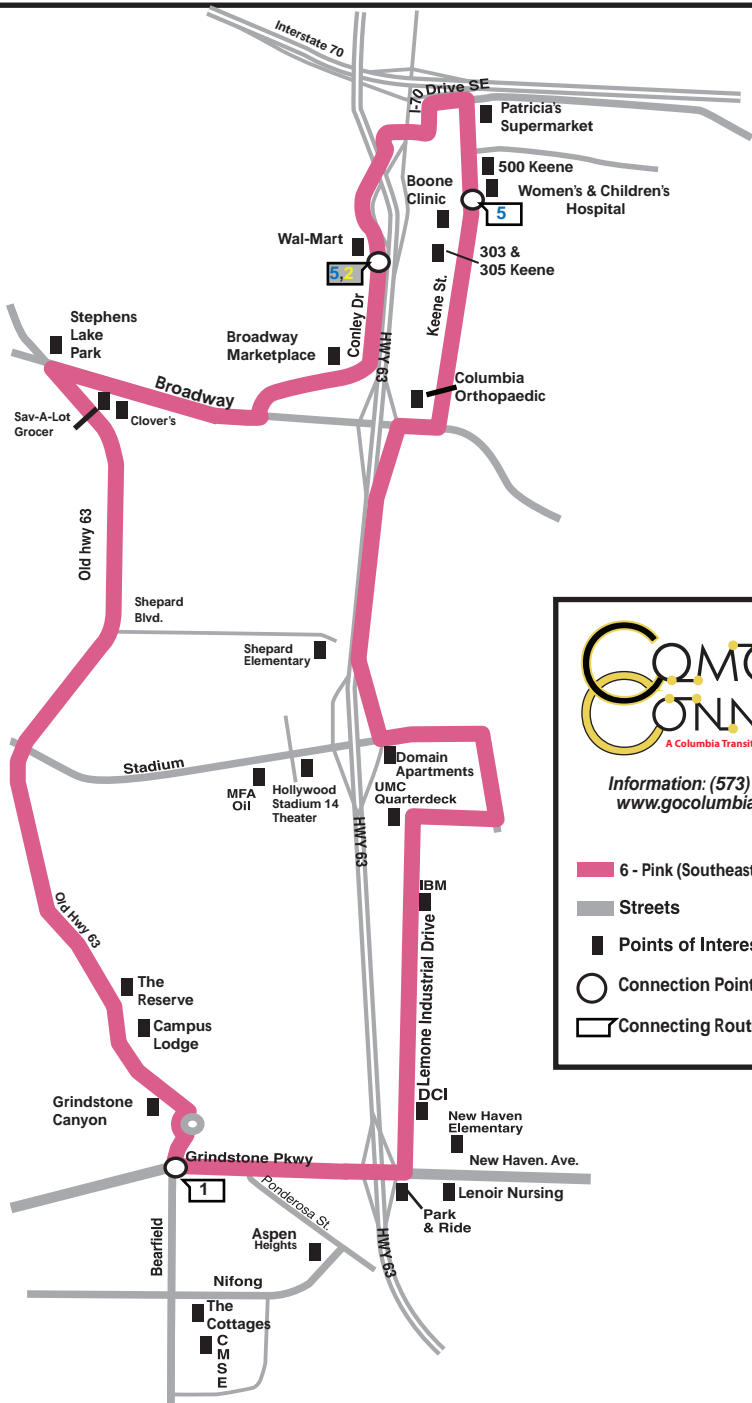


### Route Connections

**CONNECTOR - Route 2 (Gold)**  
Route 4 (Orange)  
Route 6 (Pink)

For more information on Columbia Transit routes, maps, and schedules visit  
[www.COMOConnect.org](http://www.COMOConnect.org)

6



Information: (573) 874-7282  
www.gocolumbiamo.com

- 6 - Pink (Southeast)
- Streets
- Points of Interest
- Connection Points- 3 total
- Connecting Routes



# Neighborhood Route 6

## Southeast / Pink



**30 minute** approx.  
interval in peak service



### Shopping

Hy-Vee - Conley  
Patricia's IGA  
Wal-Mart - Conley



### Parks

Grindstone Nature Area



### Schools

New Haven Elementary  
Shepard Elementary  
William Woods



### Medical Services

Advanced Radiology  
Berrywood Plaza  
Boone Clinic  
Columbia Orthopedic  
DCI Dialysis Clinic  
Hy-Vee Pharmacy - Conley  
Keene Medical Building  
Wal-Mart Pharmacy - Conley  
Women & Children's Hospital



### Route Connections

**CONNECTOR - Route 1 (Black)**  
**CONNECTOR - Route 2 (Gold)**  
Route 5 (Blue)



### Banking

Boone County National Bank  
Landmark Bank



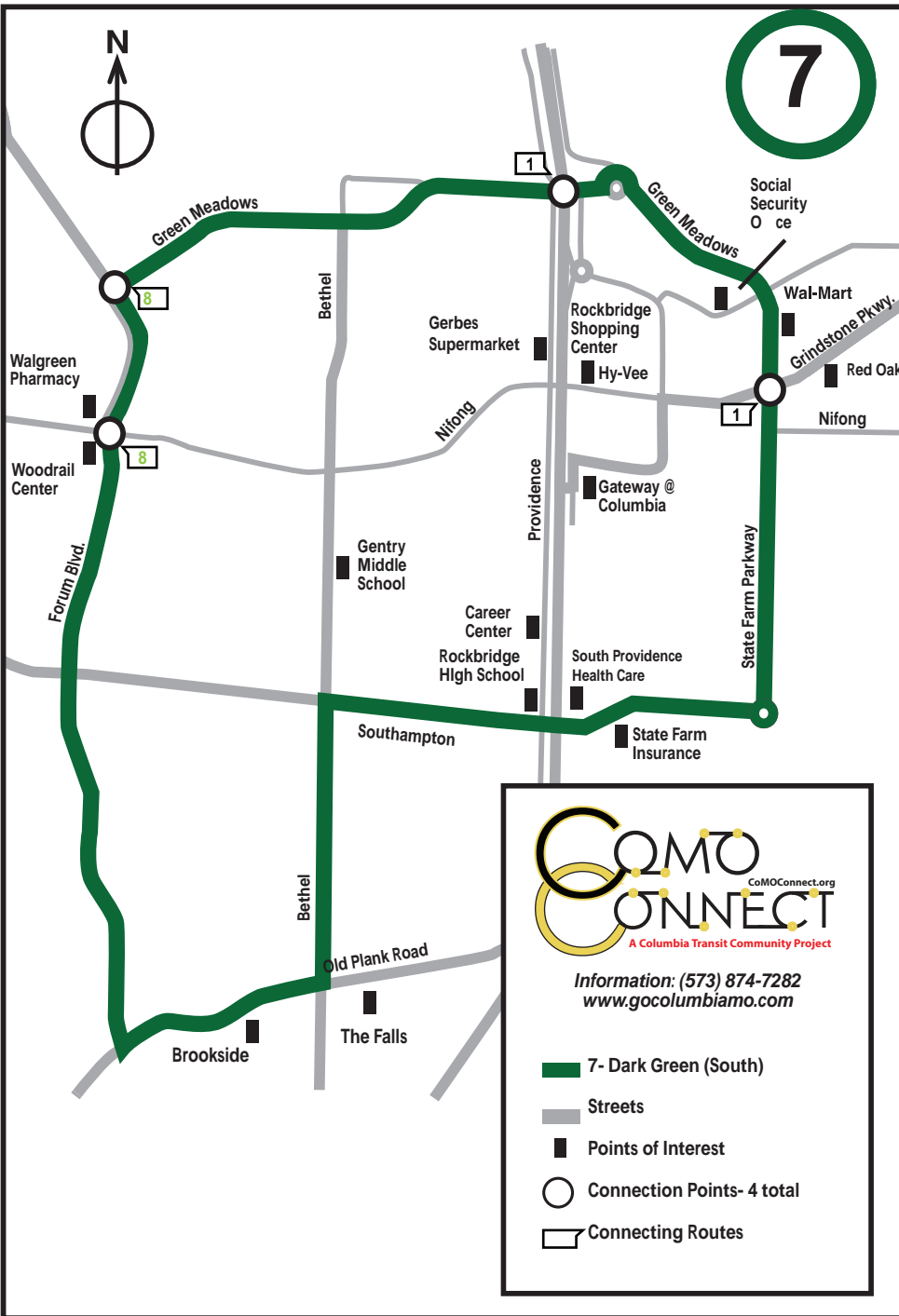
### Neighborhoods

Shepard Boulevard

For more information on Columbia Transit routes, maps, and schedules visit  
[www.COMOConnect.org](http://www.COMOConnect.org)



7



# Neighborhood Route 7

## South / Dark Green



**30 minute** approx.  
interval in peak service



### Shopping

Gerbe's - Nifong  
Hy-Vee - Nifong  
Wal-Mart - Green Meadows



### Medical Services

Gerbe's - Nifong  
Green Meadow Clinic  
Hy-Vee Pharmacy - Nifong  
Wal-Mart Pharm - Green Meadows  
Woodrail Plaza



### Banking

Bank of America  
Bank of Missouri  
Boone County National Bank  
Commerce Bank  
First State Community Bank  
Missouri Credit Union  
Regions Bank  
River Regions Credit Union



### Government

Social Security  
US Post Office - Commerce Bank



### Parks

Bethel - Cosmo Park



### Schools

CORE  
Gentry Middle School  
Rockbridge High School  
University of Missouri



### Neighborhoods

Cedar lake Subdivision  
Crescent Green  
Highlands  
Park-de-Ville  
Woodrail Meadows

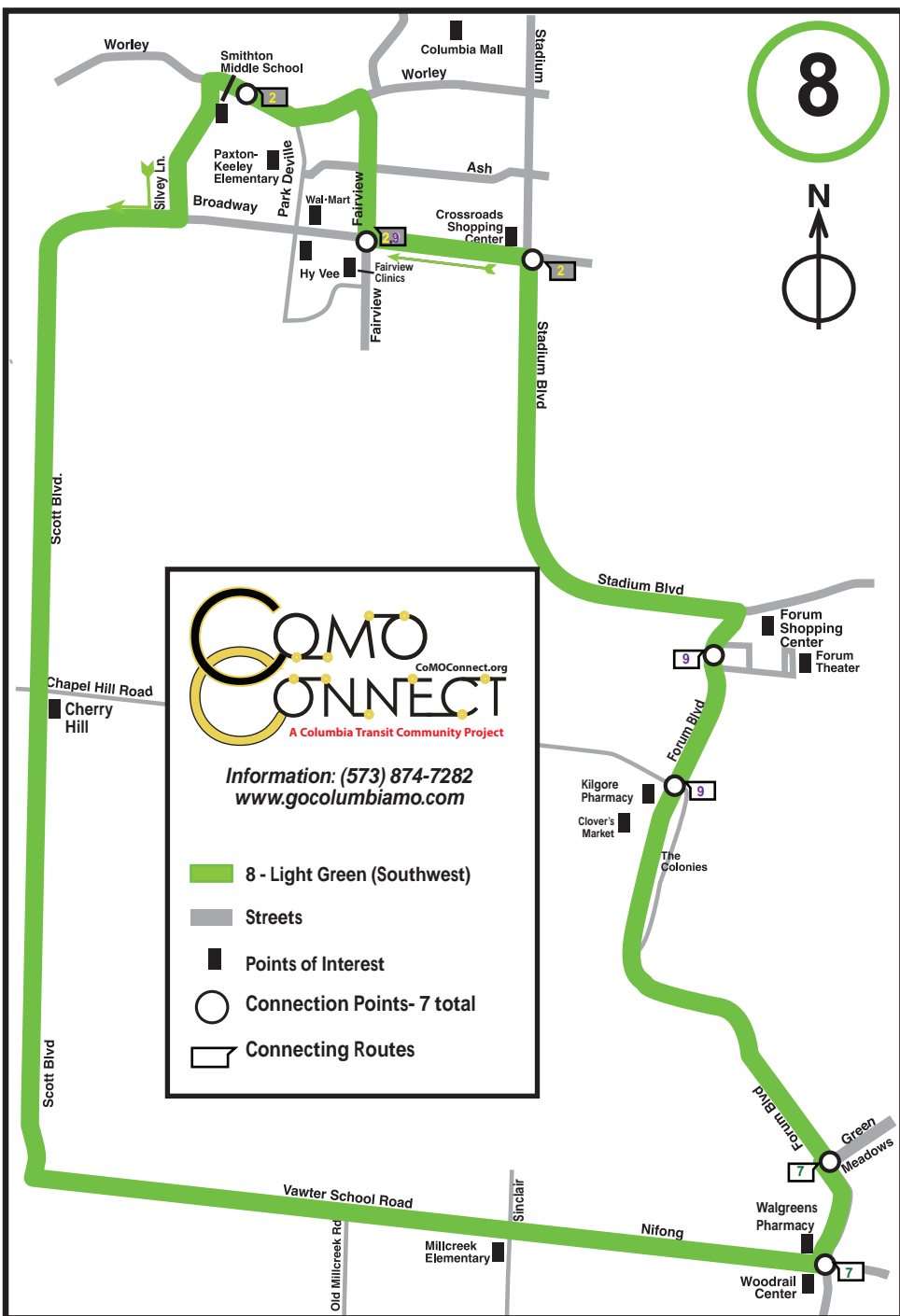


### Route Connections

**CONNECTOR - Route 1 (Black)**  
Route 8 (Light Green)

For more information on Columbia Transit routes, maps, and schedules visit  
[www.COMOConnect.org](http://www.COMOConnect.org)





# Neighborhood Route 8

Scott-Forum / Southwest / Light Green



30 minute approx.  
interval in peak service



## Shopping

Clover's Market  
Hy-Vee  
Schnuck's  
Wal-Mart



## Parks

Forum Nature Area  
Jay Dix Station  
MKT Trail - Scott Blvd Access  
Smithton Park



## Medical Services

Colonies  
Hy-Vee Pharmacy - W.Broadway  
Kilgore's - Chapel Hill  
Schnuck's Pharmacy  
UMC Radiology  
Victoria Park  
Wal-Mart Pharm - Park-de-Ville  
Walgreen's  
Woodrail Plaza



## Schools

Central Methodist - Forum  
Millcreek Elementary  
Paxton-Keeley Elementary  
Smithton Middle School



## Neighborhoods

CopperStone  
Country Hill Subdivision  
Country Woods  
Georgetown  
Germantown  
Hamlet  
Kings Meadow  
Park-de-Ville  
Quail Creek  
Rothwell Heights  
Spring Creek



## Banking

Boone County National Bank  
Callaway Bank  
Hawthorne Bank  
Landmark Bank  
Missouri Credit Union  
UMB Bank  
US Bank



## Government

Postal Express



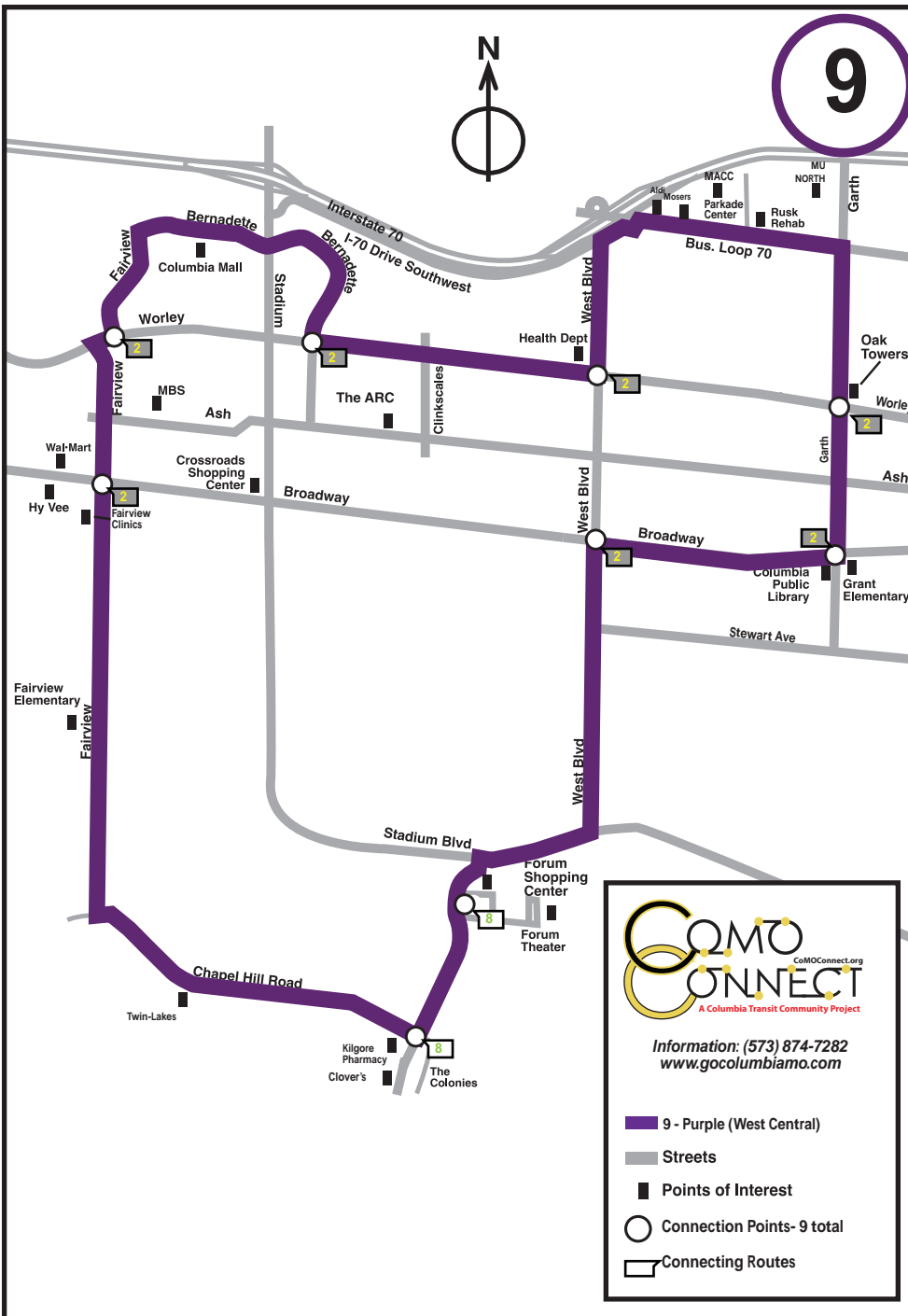
## Route Connections

### CONNECTOR - Route 2 (Gold)

Route 7 (Dark Green)  
Route 9 (Purple)

For more information on Columbia Transit routes, maps, and schedules visit  
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9



# Neighborhood Route 9

## West Central / Purple



**30 minute approx.**  
interval in peak service



### Shopping

Aldi's  
Clovers  
Hy-Vee - W. Broadway  
Moser's - Bus. Loop 70 E  
Natural Grocers  
Schnuck's  
Wal-Mart - Park-de-Ville



### Medical Services

Boone Convenient Clinic  
D & H Drug - W. Broadway  
Doctors Park  
Fairview Clinic  
Family Health  
Flows Pharmacy  
Hy-Vee Pharmacy - W. Broadway  
Kilgore's - Chapel Hill  
Rusk Rehabilitation  
Schnuck's Pharmacy  
Wal-Mart Pharm - Park-de-Ville



### Banking

Callaway Bank  
Landmark Bank  
UMB Bank  
US Bank



### Parks

Fairview Park  
Twin Lakes Recreation



### Schools

Central Methodist - Forum  
Fairview Elementary  
Grant Elementary  
Paxton - Keeley  
Smithton Middle School  
West Blvd Elementary  
West Middle School



### Neighborhoods

Fairview  
Historic Old Southwest  
Historic West Broadway  
Westwinds Park



### Government

Boone County Health Dept  
Postal Express - Forum

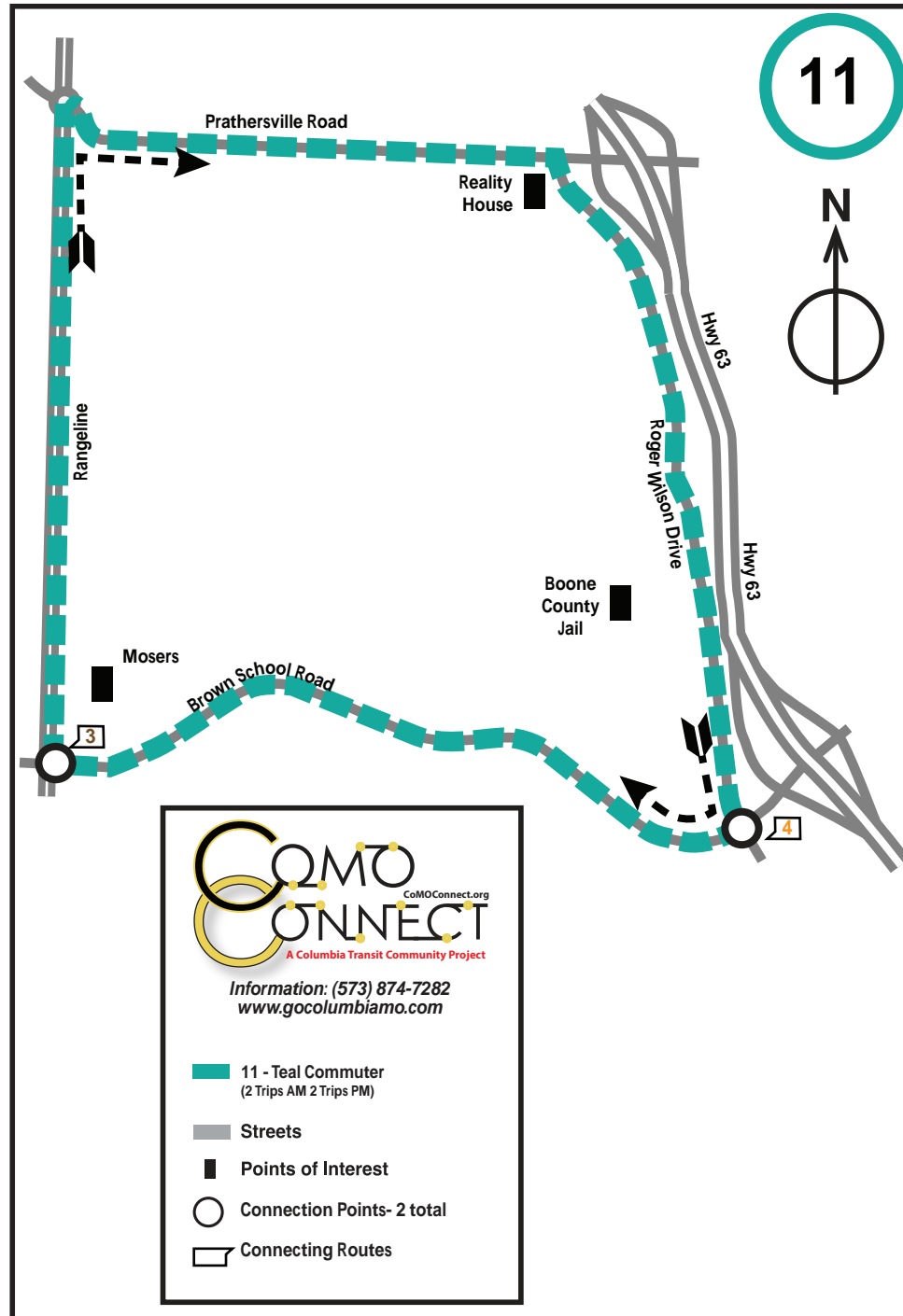


### Route Connections

**CONNECTOR - Route 2 (Gold)**  
Route 8 (Light Green)

For more information on Columbia Transit routes, maps, and schedules visit  
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# Commuter Route

## Prathersville Road / Teal

2 Trips in the Morning / 2 Trips in the Afternoon



### Shopping

Mosers Grocery



### Banking

Commerce Bank



### Government

Boone County Sheriff Office and Jail



### Neighborhoods

Arcadia Subdivision  
Crescent Meadows Mobile Homes  
Derby Ridge Subdivision

### Other

Reality House

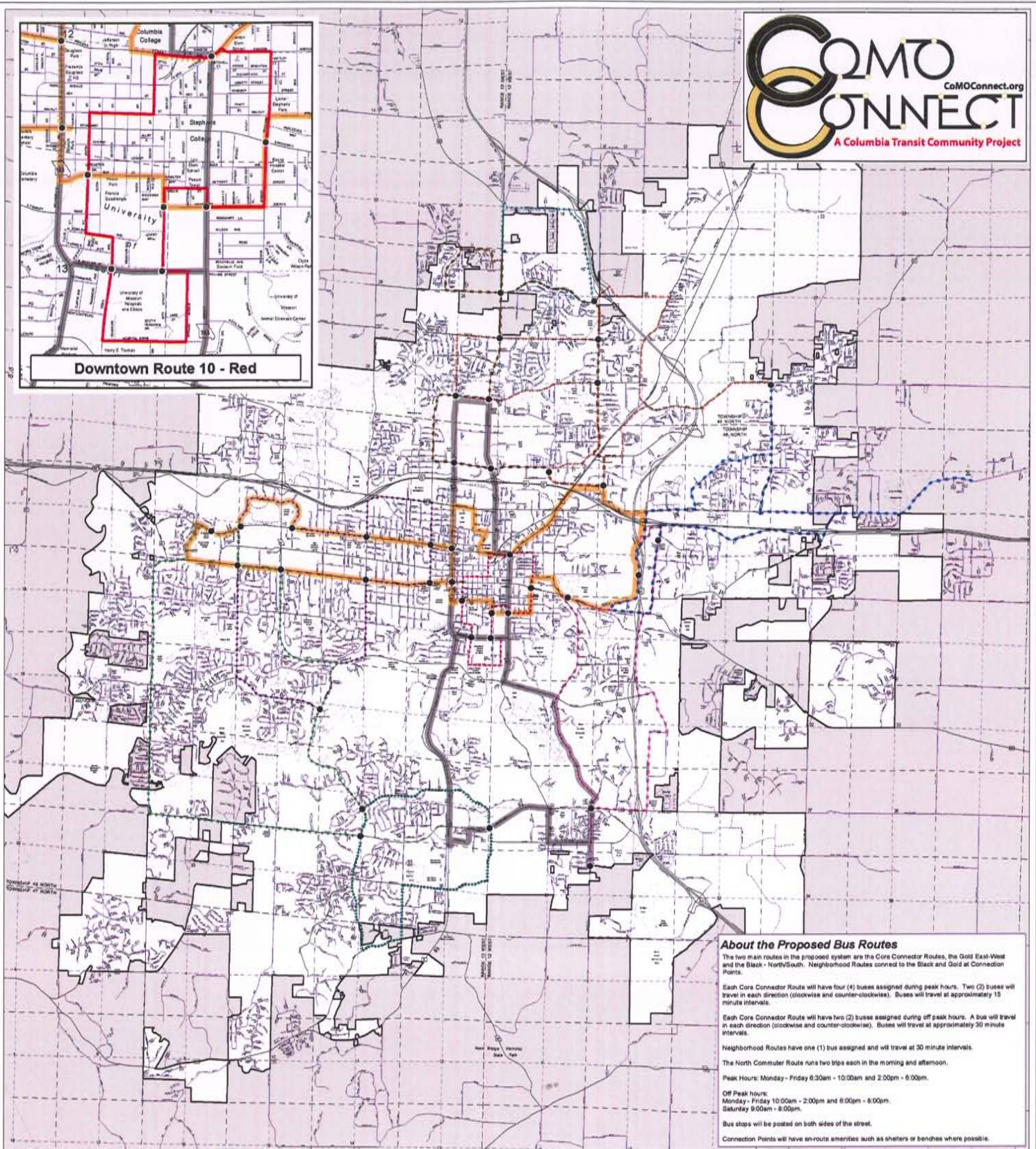
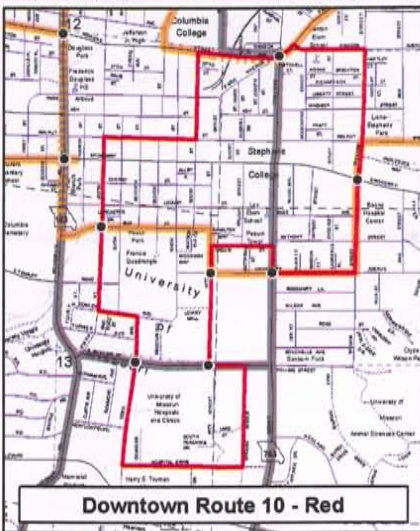


### Route Connections

Route 3 (Brown)  
Route 4 (Orange)

For more information on Columbia Transit routes, maps, and schedules visit  
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#### About the Proposed Bus Routes

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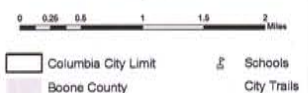
Off Peak hours:  
Monday - Friday 10:00am - 2:00pm and 6:00pm - 8:00pm.  
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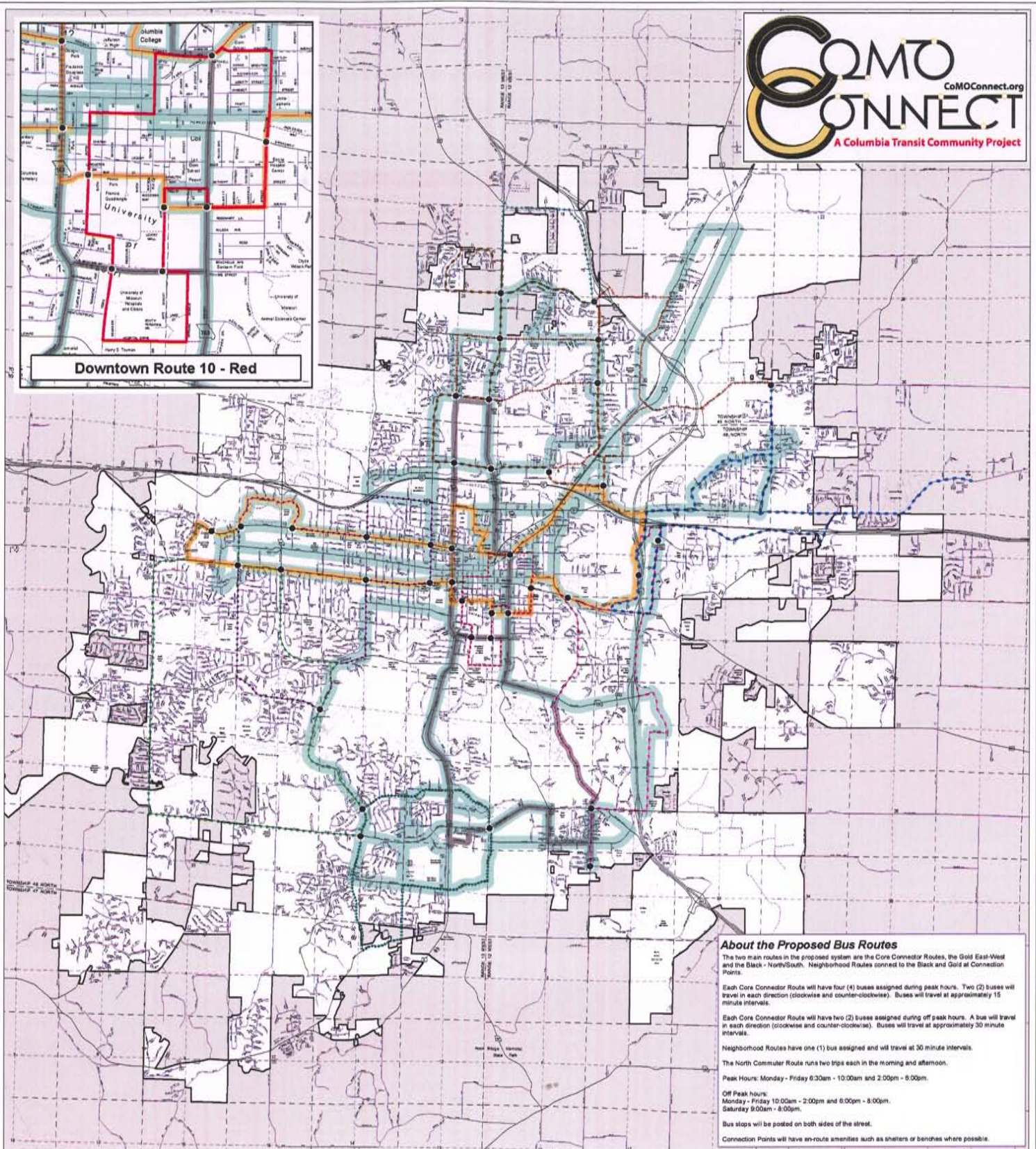
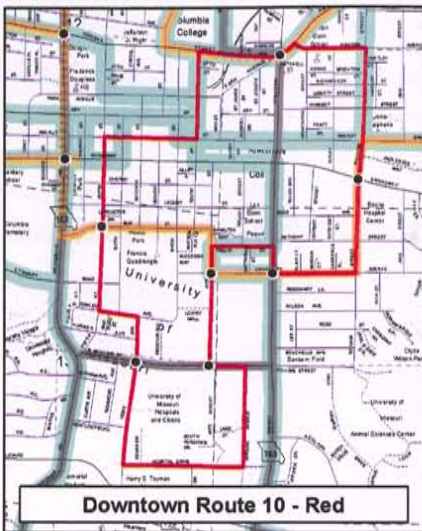
Connection Points will have en-route amenities such as shelters or benches where possible.

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- 2-Gold (Center E-W)
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- 4-Orange (Northeast)
- 5-Blue (East)
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- 9-Purple (West Central)
- 10-Red (Downtown)
- 11-Teal (North Commuter)
- Connection Point

January 21, 2014







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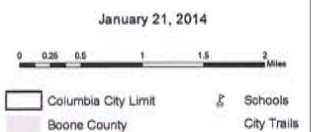
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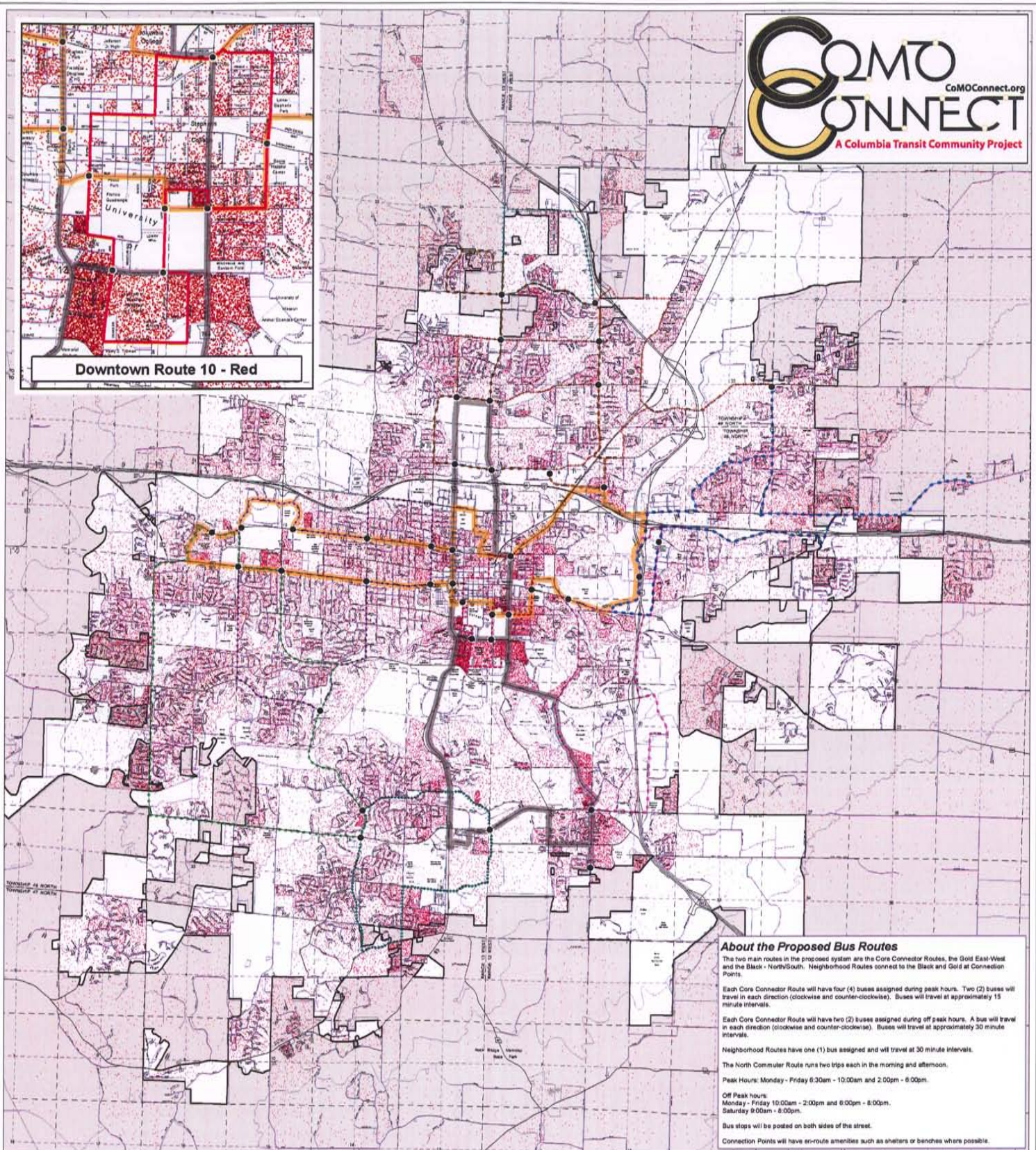
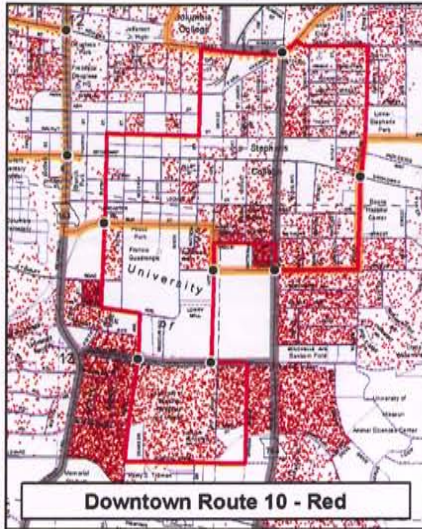
#### Current Bus System

Current Routes

The proposed CoMo Connect route system reaches more than 30 additional miles of road.







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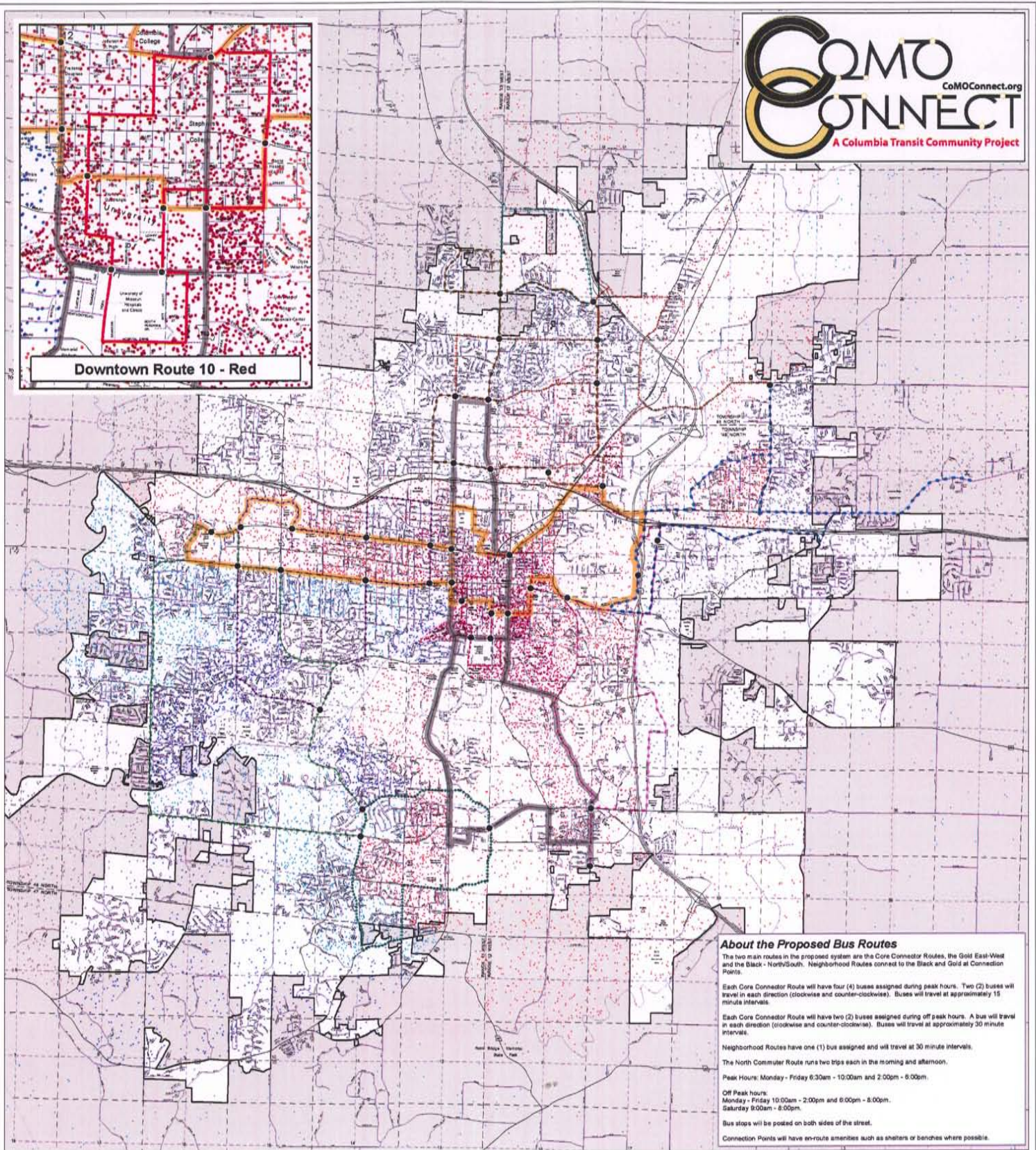
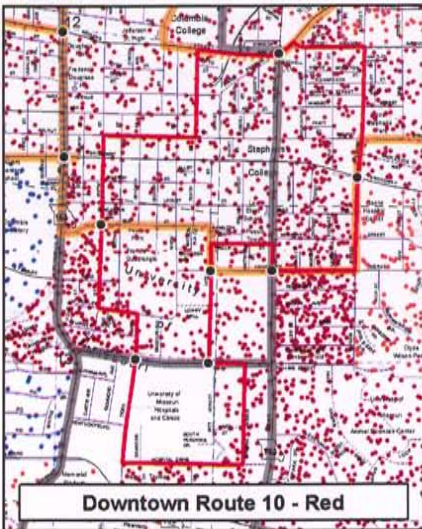
1 Dot = 1 person according to the 2010 US Census at the block level.

January 21, 2014

0 0.25 0.5 1 1.5 2 Miles

□ Columbia City Limit  
□ Boone County  
⚡ Schools  
City Trails





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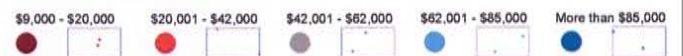
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- Connection Point

1 Dot = 5 persons according to the 2010 US Census 5-year American Community Survey at the block group level. Dot color represents the block group median household income, where:

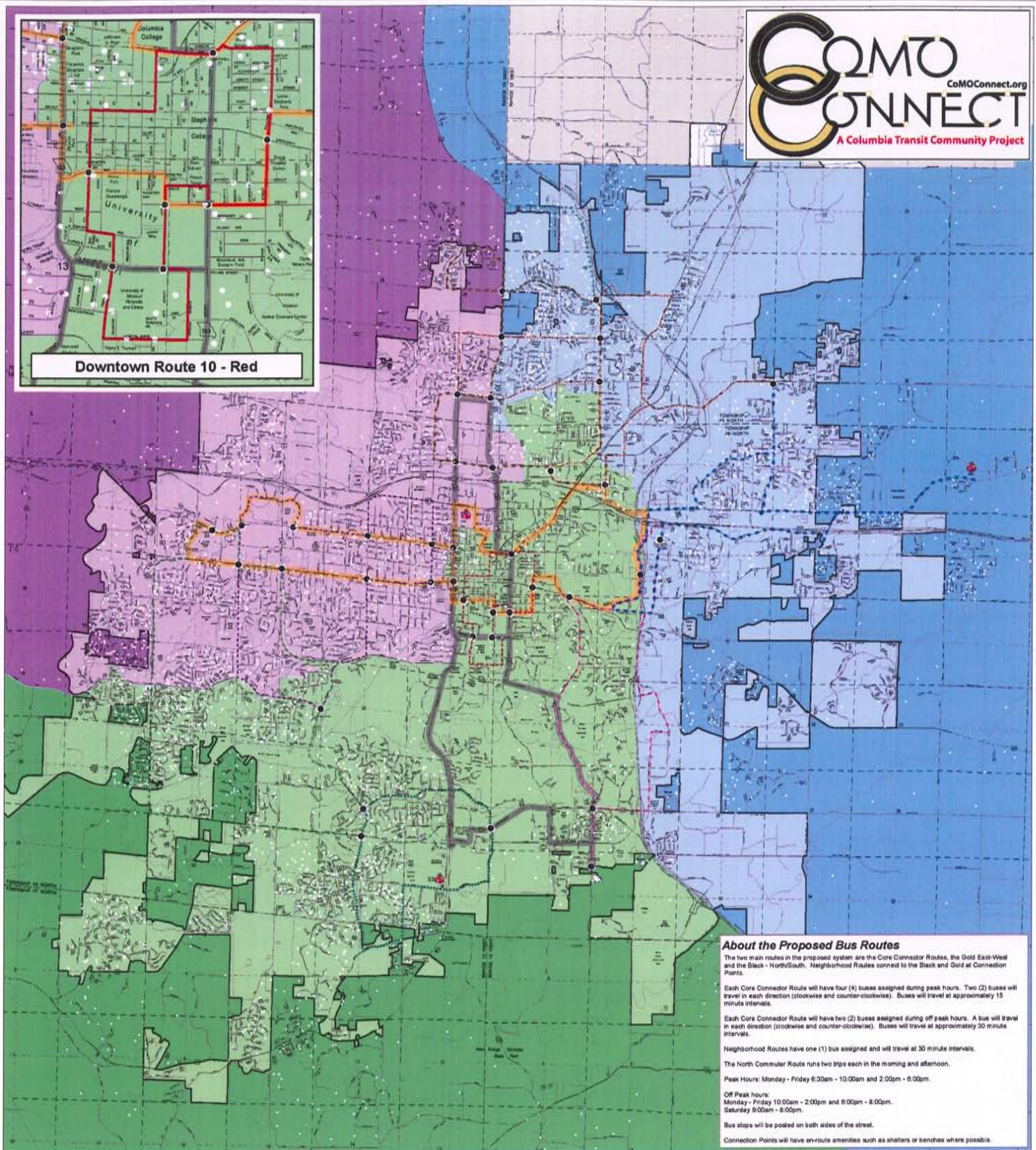


January 21, 2014  
0 0.25 0.5 1 1.5 2 Miles

□ Columbia City Limit  
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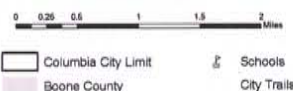
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- Connection Point
- High School Location

#### High School Attendance Areas

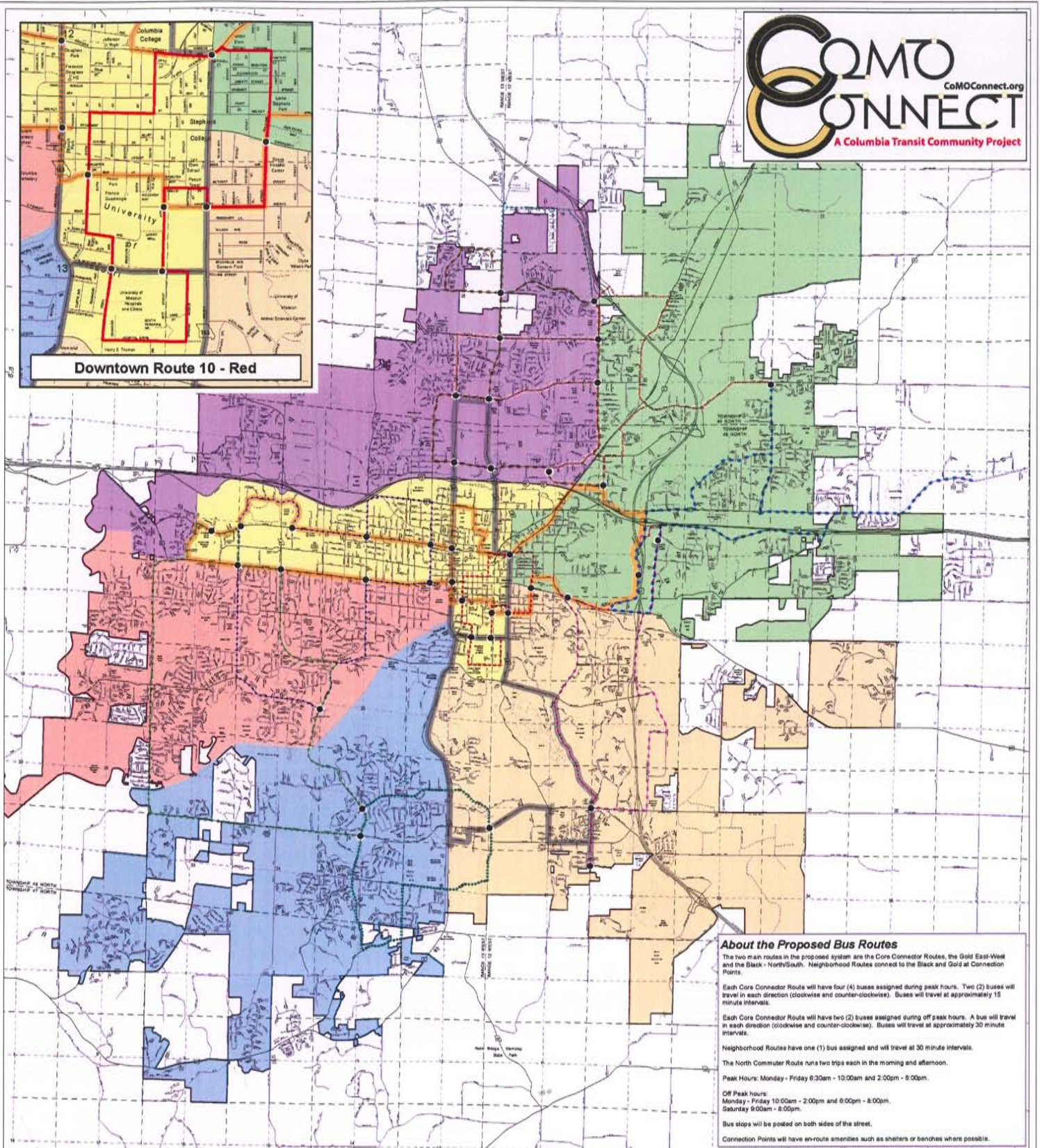
- Battle High School
- Hickman High School
- Rock Bridge High School

1 Dot = 1 person aged 15 to 17 according to the 2010 US Census at the block level.

January 21, 2014







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- |                         |                        |                                |
|-------------------------|------------------------|--------------------------------|
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#### Wards

- |        |        |
|--------|--------|
| First  | Fourth |
| Second | Fifth  |
| Third  | Sixth  |

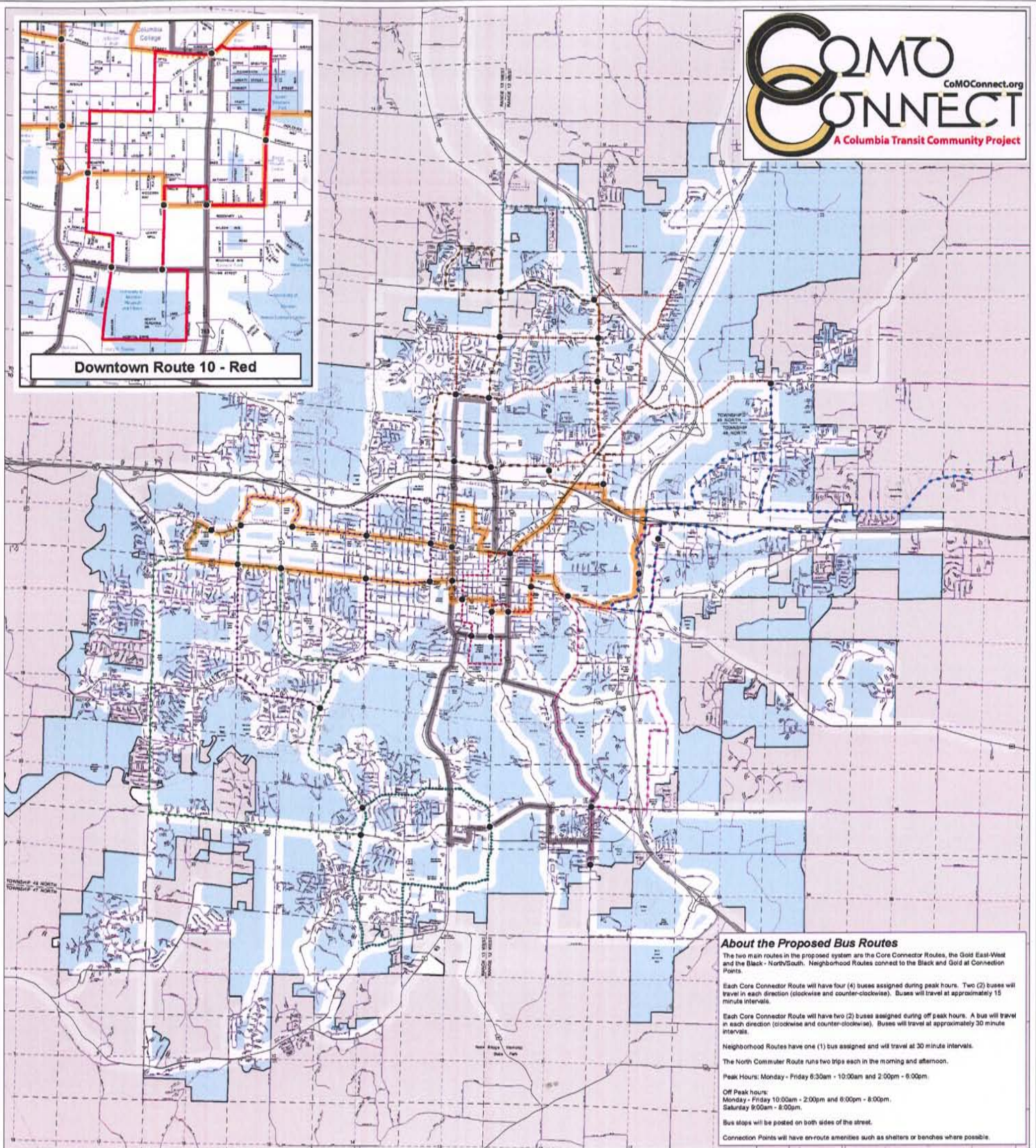
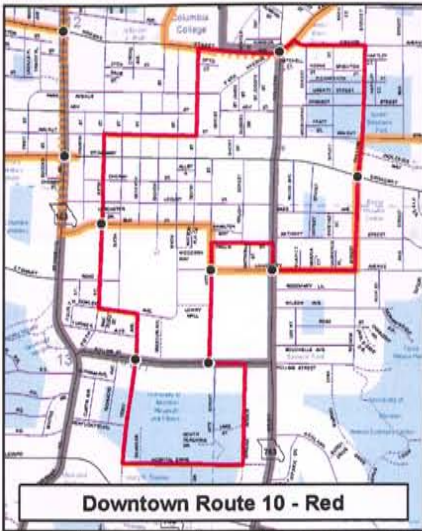
January 21, 2014

0 0.25 0.5 1 1.5 2 Miles

Schools  
City Trails







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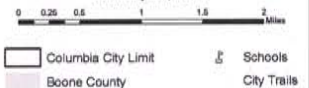
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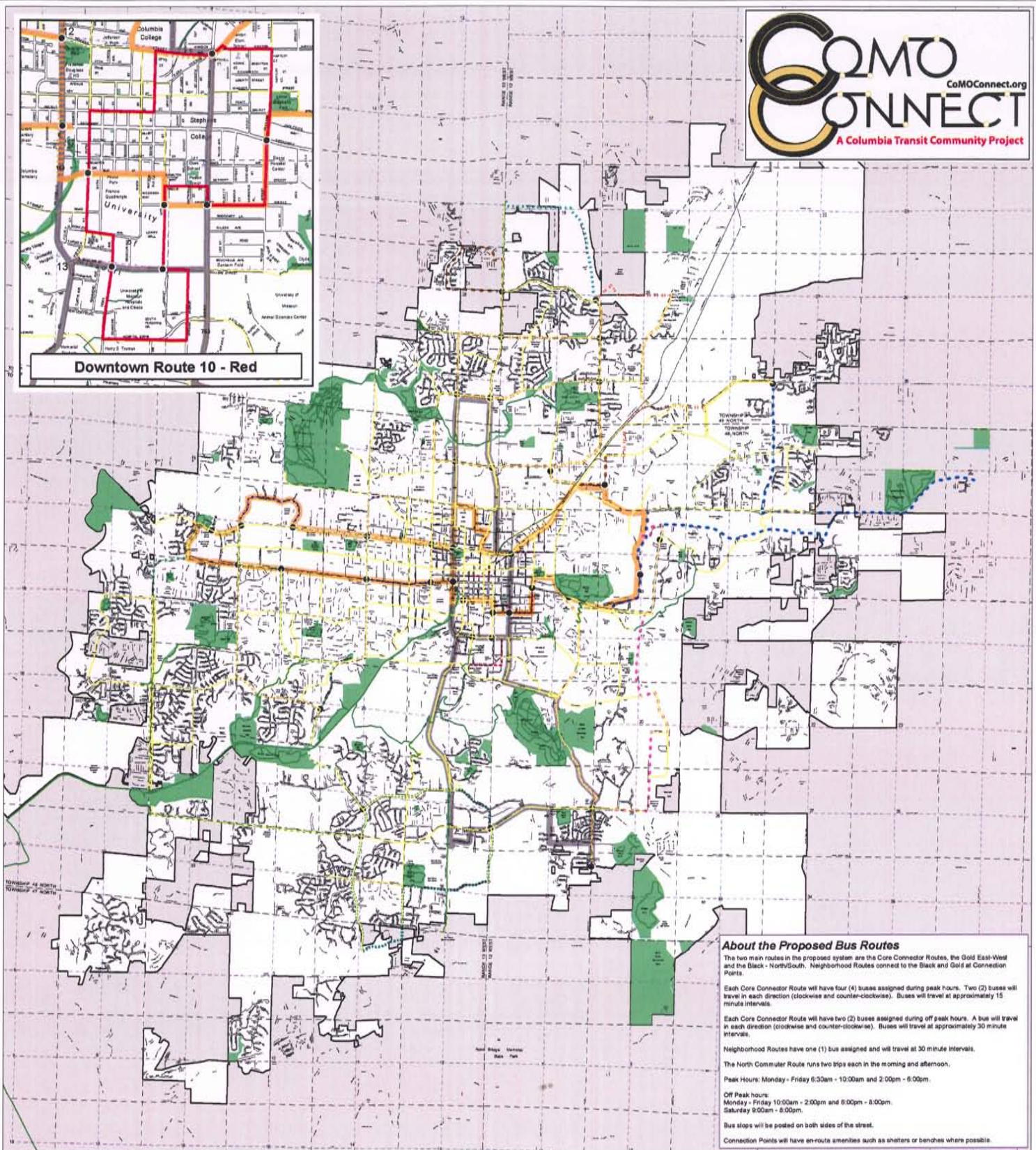
Areas within 500 feet of a City priority route or State-maintained road.

Areas further than 500 feet of a City priority route or State-maintained road.

January 21, 2014







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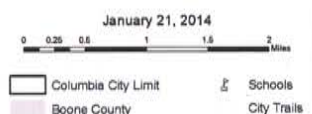
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- |                         |                        |                              |
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| 9-Purple (West Central) | 10-Red (Downtown)      | --- 11-Teal (North Commuter) |

#### Non-Motorized Transportation Infrastructure

- Bike System
- Sidewalks
- City Trails
- City Parks



# **Collaborative Projects**

## Collaborative Projects

Several projects within CoMO Connect are joint projects with other groups. These include:

- Bus Shelter Design Project - The *Sustainable Technologies* class at MU will take on a complete design of bus shelters as their course project this semester. Transit Staff have provided design criteria for the shelters including: cost, ADA compliance, sustainability and many other requirements. The goal is to have several designs to choose from before the end of the semester, May 2014.
- GIS Bus Stop Placement - A group of *GIS 1 Course* students at MU will be taking on the realignment of bus stops for the new system. Transit Staff will provide a core criteria for bus stop placement for the students to work with when plotting new bus stop locations. The goal is to have a comprehensive bus stop list by latitude and longitude before the end of the semester, May 2014.
- Marketing & Rebranding Plan - A group of Marketing students at Stephen's College will take on a full marketing and rebranding of Columbia Transit as their *Creative Ink* project for this semester. The goal is to have several logos to choose from, as well as a complete branding and marketing style guide before the end of the semester, May 2014.
- Education & Outreach - Working with CoMET, Columbia Transit Staff will develop a comprehensive "How to Ride the Bus" class. As we move forward with the new routes, it will be critical to have many avenues for current and new Customers to learn the new system. The goal is to have a class curriculum before the end of May 2014.

# Next Steps

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## **Next Steps**

### **Operational**

- Continue to analyze Passenger Counter Data on current routes to identify any areas of higher than expected ridership, that may require retooling of the new routes.
- Obtain necessary Right of Use approvals for new shelter locations.
- Design, bid and implement new bus stop signage.
- Design, bid and implement new shelters.
- Update and Publish routes in DoubleMap.
- Extensive Driver Training.
- Establish Pass sales locations.
- Establish shift change and break locations for Drivers.
- Move old signs, benches, shelters and enroute amenities to new locations.

### **Educational**

- Work with the City Channel to develop an instructional video that explain how to use the new system. This video would be used in all educational presentations and could be played in the Wabash Station Lobby, City Hall and wherever appropriate.
- Schedule and execute informational presentations for Ward specific forums and stakeholder groups.
- Develop and schedule “How to Ride the Bus” classes.
- Attend and present information at MU Summer Welcome events.
- Schedule trip planning days at the Wabash every two weeks beginning in May.
- Continue to make presentations to, and obtain buy-in from, large employers, apartment complexes and institutions.

### **Marketing**

- Design and reprint maps and schedules in booklet format.
- Plan, schedule and implement a “Kick off” event.
- Implement a marketing plan targeted at new service areas.
- Implement a marketing plan targeted at areas no longer serviced.