

# TRANSIT SCENARIOS ENGAGEMENT SUMMARY

## COMO Bus Service Evaluation Project

Comment Period: April 20 – May 5, 2017

### Overview

A Public Open House, six Bus Stop Meetings, and a stakeholder meeting with bus drivers were held throughout the day on April 20, 2017 for the *COMO Bus Service Evaluation Project*. The purpose of the events was to:

- Share the following potential bus and paratransit improvement scenarios
- Gather feedback from meeting participants about:
  - o Opinions of Scenarios, A, B, C, and D
  - o Which scenario is the most important for the community
  - o Which scenario is most important for stakeholders individually
  - o Other comments

An estimated 300 people were engaged during the events, including representatives from the PedNet Coalition, Love Inc. of Columbia, Central Missouri Community Action (CMCA), Public Transportation Advisory Committee (PTAC), and City officials and staff. Central Missouri Contracting Enterprises (CMSE) workers, University of Missouri students, residents, transit rides, and others also participated. The meeting scheduled is included on page 18 of this report.

### Notice

Meeting notice was provided via:

- City-issued press releases to news media
- A series of three e-blasts (shown in Table 1)

Table 1 - E-Blast Series

Title	Date	Open Rate	Click-through Rate	Comparison Rate(s)*
April 20: Save the Date for the COMO Bus Service Evaluation Project meetings	Apr. 11	32.6%	1.3%	Government avg. is 22.93% (open); 9.90% (click)
LOCATION CORRECTION: COMO Bus Service Evaluation Project	Apr. 13	31.0%	1.4%	

meetings				
Comment Online: COMO Connect transit improvement scenarios	Apr. 28	33.9%	21.7%	

\*As of August 2016 from <https://support2.constantcontact.com/articles/FAQ/2499>

- Facebook advertising** via a combination of posts and clickable ads served to men and women ages 18 to 65+ who identified themselves as living in Columbia (+ 10 miles), Missouri and had one of the following interests: public health, community issues, Missouri Tigers men's basketball, paratransit, Columbia College, Stephens College, Missouri Tigers football, University of Missouri School of Medicine, public transport, economic development, University of Missouri, cycling, or walkability. Two ads were served during mid-April 2017. Together, they reached thousands of people as shown in Table 2.

Table 2 - Facebook Advertising Results

**COMO Bus Service Evaluation**  
Published by Simple Share by Constant Contact [?] · April 11 ·

See you there! #COMOConnect

April 20: Save the Date for the COMO Bus Service Evaluation Project meetings  
See you there! #COMOConnect  
MYEMAIL.CONSTANTCONTACT.COM [Learn More](#)

1,735 people reached [View Results](#)

**1,735** People Reached

**19** Reactions, Comments & Shares

<b>12</b> Like	<b>5</b> On Post	<b>7</b> On Shares
<b>1</b> Love	<b>0</b> On Post	<b>1</b> On Shares
<b>2</b> Comments	<b>0</b> On Post	<b>2</b> On Shares
<b>4</b> Shares	<b>2</b> On Post	<b>2</b> On Shares

**35** Post Clicks

<b>0</b> Photo Views	<b>21</b> Link Clicks	<b>14</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**COMO Bus Service Evaluation**  
Published by Simple Share by Constant Contact [?] · April 13 · 🌐

LOCATION CORRECTION: COMO Bus Service Evaluation Project meetings on April 20

LOCATION CORRECTION: COMO Bus Service Evaluation Project meetings on April 20  
LOCATION CORRECTION: COMO Bus Service Evaluation Project meetings on April 20

MYEMAIL.CONSTANTCONTACT.COM [Learn More](#)

3,834 people reached [View Results](#)

**3,834** People Reached

**31** Reactions, Comments & Shares

<b>20</b> Like	<b>16</b> On Post	<b>4</b> On Shares
<b>2</b> Wow	<b>2</b> On Post	<b>0</b> On Shares
<b>4</b> Comments	<b>4</b> On Post	<b>0</b> On Shares
<b>5</b> Shares	<b>3</b> On Post	<b>2</b> On Shares

**54** Post Clicks

<b>2</b> Photo Views	<b>39</b> Link Clicks	<b>13</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## Presentation Materials

### Handouts

- Opinion survey
- Project booklet containing transit improvement scenarios A, B, C, and D, along with information on Flex Zones and the University alignment

### Display Boards

- What's Happening / Planning Process
- Results of Community Visioning (in person and online)
- Today's COMO Connect Transit System
- Flex Routes and University Access
- Modified Loops (Transit Scenario A)
- Trunk Routs (Transit Scenario B)
- High Frequency (Transit Scenario C)
- High Frequency with Flex Routes (Transit Scenario D)
- What's Your Opinion?

## Verbatim Comments from Facebook

A project Facebook page was created for the project at [https://www.facebook.com/COMO-Bus-Service-Evaluation-1523732664307371/?hc\\_ref=PAGES\\_TIMELINE](https://www.facebook.com/COMO-Bus-Service-Evaluation-1523732664307371/?hc_ref=PAGES_TIMELINE). The page currently has 123 likes and the following comments on it:

- *Report suggests major changes in Columbia bus system*
  - **Rachel Ruhlen** I'd vote for the most expanded service but I don't know where the funds would come from.
- *LOCATION CORRECTION: COMO Bus Service Evaluation Project meetings on April 20*
  - **Les Raymond Masters** Why bother? They never listen to anyone
  - **Gary Bassett** I had lived in an area that had a bus GPS system "Next Bus" that you could text the bus stop # and get an accurate ETA reply. This is great for people with dumb government or not phones who cannot afford a smart phone.
  - **Gary Bassett** I think the Flex Routes are a great idea but see many likely issues hopefully just initially. The issues I foresee is scheduled pickups being on time to get to appointments and returns that cannot be scheduled at a specific time as in doctor's appointments and job interviews. Even with GPS tracking if on Flex Buses without a smart phone is useless. Many people who ride the bus cannot afford smart phones and only have a government or Obama phone.
  - **Gary Bassett** A Flexbus to COMO airport may increase ridership and make it a viable option.
- *Public comment sessions scheduled for CoMO Connect*
  - **Gary Bassett** Did not know about the free ride day if I did I would have done some needed food shopping otherwise I wait until I absolutely have to. I was on [comoconnect.org](http://comoconnect.org) yesterday for quite some time and did not see it! I am not obsessed social media and do not have a smart phone so I did not see it on FB.

## Verbatim Comments from Opinion Survey

Digital and hardcopy responses to the opinion survey were collected from April 20 – May 5, 2017. A total of 94 responses were collected during the period. The survey included multiple choice and open-ended questions and resulted in the following responses that included on the remaining pages of this report. Graphed responses are attached to this report.

- **Q1 – Flex Routes:** These provide curb-to-curb service in areas with lower transit ridership (flex zones). Riders would call COMO Connect 24 hours in advance for rides within a zone and could transfer to fixed routes. Fares would cost more than fixed route service. What's your opinion of flex routes? Select 1 response.
  - Love it (18 responses)

- Like it (23 responses)
  - It's OK (22 responses)
  - Unsure (22 responses)
  
- Q2 – Route through MU Campus:** The new route would allow buses to bypass heavy pedestrian traffic on Rollins Streets. It would also help buses avoid construction projects that impact Hitt Street. What is your opinion of the new route through MU Campus? Select 1 response.
  - Love it (25 responses)
  - Like it (24 responses)
  - It's OK (17 responses)
  - Unsure (18 responses)
  
- Q3 – Modified Loops Scenario:** This scenario costs about as much as today's system but simplifies it by adding flex routes, changing the alignment of Gold Route #2, and dividing Black Route #1 into two separate routes. It responds to congestion issues and provides 30-minute service. What is your opinion of it? Select 1 response.
  - Love it (8 responses)
  - Like it (26 responses)
  - It's OK (19 responses)
  - Unsure (28 responses)
  
- Q4 – Trunk Routes Scenario:** This costs about as much as today's system but changes it from 1-way loops to 2-way, straighter routes that use the Wabash Station at 10th and Ash Streets, connect to MU Campus, and include flex routes. It provides 30-minute service, improves transfers between routes, and helps with bus driver shift changes. What is your opinion of this scenario? Select 1 response.
  - Love it (22 responses)
  - Like it (34 responses)
  - It's OK (14 responses)
  - Unsure (14 responses)
  
- Q5 – High Frequency Scenario:** This costs about \$800,00 more than today's system. It has some of the same features as the Trunk Route Scenario, e.g. 2-way routes, but it also provides 20-minute service. No flex routes are included. What is your opinion of this scenario? Select 1 response.
  - Love it (9 responses)
  - Like it (19 responses)
  - It's OK (28 responses)
  - Unsure (26 responses)
  
- Q6 – High Frequency (with Flex Routes) Scenario:** This costs about \$1.3 million more than today's system but it changes the system into 2-way routes with 20-minute service. It also includes flex routes. What is your opinion of this scenario? Select 1 response.

- Love it (18 responses)
  - Like it (21 responses)
  - It's OK (18 responses)
  - Unsure (29 responses)
- Q7 – Community:** Which transit scenario is most important for the community? Select 1 response.
- Modified Loops with Flex Routes (17 responses)
  - Truck Routes with Flex Routes (27 responses)
  - High Frequency without Flex Routes (14 responses)
  - High Frequency with Flex Routes (23 responses)
- Q8 - Descriptions** How would you describe yourself? Select up to 4 responses.
- Employee (24 responses)
  - Student (11 responses)
  - Resident (48 responses)
  - Other stakeholder (4 responses)
- Q9 - Commute:** How do you primarily move around Columbia now? Select up to 3 responses.
- Motorist (42 responses)
  - Transit rider (45 responses)
  - Bicyclist/pedestrian (25 responses)
- Q10 –Personal Opinion:** Which transit scenario is most important for stakeholders like you? Select 1 response.
- Modified Loops with Flex Routes (14 responses)
  - Truck Routes with Flex Routes (26 responses)
  - High Frequency without Flex Routes (14 responses)
  - High Frequency with Flex Routes (25 responses)
- Q11 – Comments:** What other comments do you have about the transit scenarios? (61 responses).
- All of these options do away with local routes like the dark green which we used almost daily. Without it we can no longer access South Providence urgent care the grocery store or our bank without requiring considerable pre-planning. We could not use the bus for emergencies which we do now. Also flex routes will cost the rider more but you fail to say how much more. Those of us without cars depend on the bus service. I don't much like the new plans.
  - I think the campus routes (401 402 and 403) need to be looked at too. The schedule in theory works but the drivers don't follow it. They need to be better trained to leave on time and not run behind. Also look for a route for them that also bypasses the busiest parts of campus including

the hospital.

- I wish the bus ran later in the evening and had more weekend hours. I don't own a car and would like to do things downtown at night or on the weekend but the schedule makes it very hard to ever do anything.
- Right now the gold route is very convenient for me to get to and from work. I get on the 2B bus at the stop on Fairview in the morning and get off at Hitt and University. I go the opposite route home. It seems to me like some of the proposals would now require me to transfer or walk further to the bus stop. I don't mind walking a little further to get the bus (if there are more frequent routes since it will take longer to get to the bus stop from work) but I hope this does not make it take longer to get from the west side of town to downtown Columbia and back.
- If I am reading these change proposals correctly the changes would put me out of the routes I need even outside the flex zones. I normally would pick up the Brown line bus at Brown School Rd. and Derby Ridge riding it to Blue Ridge and Providence Rd to take the Black line bus to the Student Center on the MU campus then back again. On returning once I got to Blue Ridge I would usually just get off there and walk back to Brown School Rd. and Derby Ridge rather than ride around the loop again. If I have to walk to a flex zone and call 24-hrs. in advance can I say what time I would like to be picked up and do I have to also state what time I need to be picked up on the return?
  - High Frequency C No High Frequency with flex routes D No
  - Benches at all bus stops !!!!!
  - I wood like to see more of the buses
  - I wood like to see more of the bus es
  - Why don't we get the hate it or NFW option? To be honest I think you will do what you want and say go to hell with what customers want
  - Make transferring easier
  - Quite honestly. None of these solutions are really good. The flex routes aren't very FLEXible if a rider needs to call about it in advance and if it is going to cost more. The trunk routes aren't necessarily bad but they would NEED to be frequent to make up for the need to transfer buses. To move buses away from Rollins because of traffic but increase buses on streets like locust elm etc seems counter productive. Suggestions: Stop thinking of the neighborhoods as these separate entities. Your neighborhood ridership is so low because it is a PAIN to ride a bus in most of a circle so you can connect to another bus to get to the other side of town. The neighborhood routes should not be abandoned instead they should be designed around actually taking people where they want

or at least closer to it without transfers or multiple transfers. In this regard the trunk routes would help if you had more of them basically all your routes going into and out of the city center area. Not all neighborhoods would need to be serviced as they are but at least regionally (SESSWNNEE). Allow someone to hop on a bus in the neighborhoods and just get into the city center or to get to other shopping areas or to work that much quicker.

- I am unsure about any of the suggested changes but I do like the description of the Trunk routes that use the Wabash station like in the past myself. I think that what is a real need is a bus shelter. At Gerbs Grocery that is the one place that comes to my mind waiting right on the side of Broadway Ave. every time I shop there. I have to shop there often because my pharmacy is there no shelter in the wind and rain or cold weather is a bummer.
- Pictures or maps would have been helpful in my assessment of these plans.
- I am somewhat puzzled by the flex routes. For example you have a doctors appointment and schedule the pick-up 24 hours in advance. You do not know when you will be done with your appointment. How do you schedule the trip home? I am a regular user of COMO. I work as a substitute teacher and use the different buses to go to assignments all over the city. I do not see how the flex system can work to get me to the various schools.
- I strongly feel that the bus (likely the gold) should go by the ARC. As the City of Columbias gym I have been surprised that the bus doesn't stop at it. A bus stop there would help me out a great deal.
- The bus service excellent.
- Keep buses along Rollins!
- Arrival times are very inaccurate and I sometimes have to wait 40 minutes or more for a bus.
- I like that your making the bus more easier for people to take and have away around.
- Easier transfers buses running later?
- Drivers very courteous and helpful.
- 20 minute service is critical. Existing total boarding per day stats - people will not start riding the bus until its convenient. I don't think flex routes are the answer - 24 hours advance notifications are not convenient. Given the options presented they seem to be needed. Need to get students taking the buses more rather than driving. I think you are missing routes down Chapel Hill and Nirong. Trunks are a huge

improvement over loops.

- I would like to see much more service than any of the options provide. Flex routes do not allow unforeseen scenarios to arise that require last minute travel. I will happily pay higher taxes for increased transit options and the benefits that come with that.
- Brand awareness is very important. The appearance of the buses is damaged by the advertising - get rid of it!
- No advertising wraps small signs on inside are okay. It looks awful and folks don't identify with the city bus system. Please put the schedule posted at stops.
- Flex concept has some communication challenges. Need to serve lower income properties west of Scott Boulevard.
- It would be better to be able to call for a ride as late as 5:00 pm the previous day. Were I to ride the regular bus I'd like a shelter and a place to sit.
- I bought a transit pass and rode the bus 30 times. Three times the bus broke down. Reliability is also very important. I would love to be able to rely on the bus.
- I like the bi-directional better then the loops like 20 minute routes.
- I like the idea of using Wabash. Nice to get out of weather and easy to get passes if needed. University area: I am concerned that there will no longer be service on College Boulevard for students. This cuts off easy access to Physics Building dorms frats Ag Department etc. I understand the traffic issues on Rollins and Hitt but perhaps you can move a route out to College to get them closer. I love bi-directional routes!! And shorter routes. Love high frequency.
- West side (Ward 1) needs two routes parallel corridor common terminus east and west (Wabash & Hyvee/Walmart) Route 1 Garth/BL-7-/Worey WB/Ash EB. Route 2 Broadway WB/Worley EB. Schedule at 1/2 interval of other routes. This area has highest density of transit riders (current and potential) in the City. Not any of the 4 (BL-70W Worley Ash Broadway) major E-W arterial streets in Col. near west side (downtown/stadium) should be without bus route.
- Need Sunday and night service.
- I think we might be pushing social inequity further with folks without access to phone/internet. We need a lot of options for folks to schedule rides that do not require folks to be enrolled in services. I think it is an unfair assumption to assume all transit dependent folks are connected to human service providers. I know that it might not be possible to find a perfect solution. However I am very concerned about the north flex

- zone.
- o Weekend bus. Constant or more frequent buses.
- o Cosmo Park Love Inc need at least some service.
- o I have a petition with 113 signatures to extend evening hours. Im concerned that this is not being discussed in any plan.
- o Would love a bus stop near Cosmo Park on West Business Loop 70 to better serve clients of Love Inc.
- o Would like for bus to come two times a day out in Greenway Height
- o Should have a services bus. This would go all over (to areas not covered) and transport people once a day to high need services (food bank health center etc.)
- o Would like to use transit if it were adequate.
- o Extend business hours extend the Aqua route further north. Keep Red Route on all scenarios. Flex routes should have a half fare.
- o Move the buses back to the bus station and run on Sunday and longer hours.
- o Well its not a bad idea but what if people don't have a phone and they can't call in or if you living on the street all you're trying to get somewhere and you cant be anything but be stuck
- o I like how it is now.
- o I see there being issues with the implementation at flex routes. Not sure people would call in advance.
- o Put buses back down at Wabash so we riders have safe seating roof over protection bathrooms and access to all different buses and routes. I live on Vandiver and these scenarios take buses away and I don't want to call 24 hours in advance or even 2 hours in advance
- o MU Campus route. Have the bus where it can drop off at the corner of Hitt Street and Rollins or Tiger Avenue and Rollins to avoid driving directly in front of student center.
- o Feel need for Route between Garth and WST Boulevard. Demaret off St. Charles low income area several riders possible to use round about on St. Charles next to fire station.
- o I hope city did not pay much for this survey horribly done without providing details of the scenarios suggested. No option to explain that compared to the scenarios offered current system is the best. Not ideal but better than offered alternatives.
- o I love the idea of flex routes because where I live I am not able to walk to

the fixed bus stop. This would be very helpful at times when I am not able to drive or having car problems. I believe I would use the bus more frequently. Even if it costs more than regular fare I still believe it is more economical than taxi service.

- Every bus I see has very few passengers. In my opinion our buses generally are too large given how many riders use the bus transit system. We need to be using smaller buses.
- Connecting bus services to areas with high rider use should be priority. The City I came from had transit lots where users drove biked or walked to them and then caught a bus the rest of the way. Not sure if that works here but it might help on the far ends of the City. It could also help if these lots were also on trailheads.
- I love the bus app which shows you where your bus is. However the schedule is difficult to understand when you are trying to connect one route with another. For instance I needed to go from the VA Hospital to an address at Pershing and Broadway. It appeared that I could do this by taking 10 to Locust and transferring to 2 there. However there didn't appear to be any attempt to ensure that connection could be made. When I got to Locust the app showed that I would have a 40-minute wait for the next 2 bus so I walked. It would help riders if they could depend on connections being available where 2 bus routes cross. Also a larger route map which shows more detail would be helpful even if there was a charge for it. I had a bus driver on the 1 route get cranky with me when I asked whether he stopped near the intersection of Nifong and State Farm Parkway. He handed me a bus schedule which I had already told him I had. A more detailed map would have been helpful to me. However his response was not normal. Bus drivers are usually quite willing to answer questions although riders often know more about how to work the routes to get from one place to another.
- As a middle class person who lives (barely!) within walking distance of my job I would prefer more frequent service. Its usually quicker to walk to work than wait for the bus. HOWEVER I have the option to drive walk or take the bus. So Id say its more important to extend service routes to poorer neighborhoods where people might actually need bus service.
- The Downtown Loop is most important to me and my neighbors who commute to MU and hospitals from central neighborhoods. This loop is the best part of the transit system IMO and should be retained. The flex route idea is redundant given that Uber is available and would probably be most responsive. I question the validity of your survey moreover. Results are skewed to positive responses and thus will be unreliable.
- Based on the total overall cost and low ridership we should ditch the entire system and apply the money towards better roads. Columbia is

not large enough city to justify a bus system at this cost to the tax payers.

- o Low ridership of the outlying neighborhood bus lines is due more to lack of connectivity (i.e. no transfer points or long transfer wait times) to routes that serve major employment and school hubs than it is to interest and need for transit services in these areas. The flex zone concept makes using public transit more difficult and less useful for these residents (myself included). Flex zones would not be useful for a daily rider to and from work/school (scheduling round trip rides every day 24 hrs in advance) but may work for some who have occasional trips to shopping drs appointments etc. Flex zones are made further useless because you can only ride within the flex zone which are small enough geographically to potentially be walking/biking distance. Walking and biking within the flex zone would be more convenient than scheduling round trip rides 24 hours in advance. Instead of investing in a flex zone service it would be better if outlying fixed routes had more connections to core fixed routes. If fixed bus routes are removed from the flex zone areas my access will to useful public transit will be effectively eliminated.
- o I think the Flex Routes are a great idea but see many likely issues hopefully just initially. The issues I foresee is scheduled pickups being on time to get to appointments and returns that cannot be scheduled at a specific time as in doctor's appointments and job interviews. Even with GPS tracking if on Flex Buses without a smart phone is useless. Many people who ride the bus cannot afford smart phones and only have a government or Obama phone. I had lived in an area that had a bus GPS system Next Bus that you could text the bus stop # and get an accurate ETA reply. This is great for people with dumb government or not phones who cannot afford a smart phone. The big issue in Columbia Jefferson City Cole County and Boone County MO is the lack of wide area transportation. If a county connector bus line existed between COMO and JC the two cities bus systems would be connected as would Amtrak MU and Lincoln University it also could connect COMO airport and increase ridership if it stopped along the way. It would give students and the general public access to and from Chicago to COMO by air or train and make it a viable option. The connector could be funded in part by Boone County COMO Connect MU Cole County JC JeffTran Lincoln University Amtrak Columbia Airport MODOT American Airlines and United Airlines. It is a save assumption that United Airline would be interested in increasing passengers on a new service to Columbia MO airport starting on 08/01/17 by making it more convent to 10s of thousands of college students in Columbia and the public it would also be in the interest of American Airlines. Currently almost everyone drives 2 hours or more to STL or KC airports or takes a shuttle for \$40 or more each way rather than utilizes Columbia MO airport. Greyhound connections to JC only run once per day at 12:55 AM arriving in JC at

10:35 AM a 9 hr. 40 min. trip at the minimum of \$15 one-way if available on 4/28 return the same day would be minimum \$20 if available at 1:45 PM and a 6 hr. 45 min. trip both with one transfer. Even better would be connecting a state transportation system at the least connecting KC and STL and stopping in COMO which would then connect the bus systems Amtrak options in both cities Greyhound and transportation to both airports. It would make COMO an Missouri a more viable place for many people to live to have commuter and transportation options.

## Verbatim Comments from Emails

The “comments” option linked to the online version of the opinion survey, yielded the following email comments:

□ **Received April 21, 2017:**

Hello!

I am writing in response to the proposals made to the COMO Connect system by the Olsson Associates in order to address the declining use of many of the systems routes. I am happy to see that an assessment of the system's use was made, as I have felt that discontinuing use of the Wabash Station in favor of having passengers make transfers at curb-side stops instead would lead to dissatisfaction with the system, and decreased use as a consequence. The Wabash Station is an excellent asset to the COMO Connect system that can and should be fully utilized to improve rider satisfaction, allow easier connections to more routes, and increase system ridership overall.

I strongly believe that our transit system should try to serve as many as possible, and to that end I commend the designers of the current system for seeing to it that the goal of serving many was met. Access to public transportation is essential to many going about their daily lives. Having public transit as a viable option improves a community as a whole with reduced traffic congestion, accidents, and pollution, increased economic activity brought by passengers to businesses for employment or patronage, and through a higher quality of life afforded to all of it's residents to enjoy. It makes sense for our city to invest in a good public transit system.

Now is the time to act, and the attention shown from interested parties is an encouraging sign. With some modifications, this system can be a better service to more Columbians. I strongly agree that it is time to end use of the loop routes, and to instead design a system with routes converging or truncating at the Wabash Station, allowing the use of this well built facility to many more of the systems passengers. This is imperative; people want a indoor facility to wait within for transfers, not outside in the elements. Any further thought otherwise will only hurt the system and the city. It must be admitted that people want a bus system to

have a bus station. Access to staff for customer service, to restrooms, and to climate-controlled conditions is a reasonable desire for passengers of any system. Ours should return to that model.

I also admire the idea of flex-route services. I would like to know more of the roll out of that concept in Columbia, what it would look like, when it could be used and how much it would cost to use. I think that reallocating resources to other areas with increased demand or to improve degraded service makes sense. This flexible model is an interesting proposal that deserves more serious consideration. It should be open to most users at times approximate to fixed route operations. It could also be a potential model for or the foundation of a future Sunday service, which many think is something long needed in Columbia.

I would like to see the Forum Boulevard area served by a fixed route of some sort, as this area has many businesses and is a rather significant center of employment and commerce. Perhaps a route that could include this area within its service could be looked into; a route that uses Stadium Boulevard could potentially serve this area.

I am happy to see a real proposition put forward before the Council to address some of the issues that have been hampering the system. and I am especially happy to see the Wabash Station put back to its former use as the hub of public transit. These ideas brought forward by the Olsson Associates are innovative solutions and we should fully contemplate these ideas together as a community. All input should be considered, and the populace given a fair chance to voice their concerns and thoughts. I hope to hear more about these proposals in the coming months. I personally like the concept shown in Option D, although it is more costly and therefore may not be as strongly considered at this time, it shows a vision of what the COMO Connect system could move toward in the future. Any improvements, however, can only make public transit in our city a better service for all, and I undoubtedly support any such changes.

Thank you  
 -John Matticker  
[jmatticker@gmail.com](mailto:jmatticker@gmail.com)

□ **Received April 20, 2017:**

Hi,

I wasn't able to make it to one of your forums today. But I am writing to request a bus stop near Love INC. We are located at 1516 Business Loop 70 W. Across the street from the entrance to Cosmo Park.

I am the Extra Mile coordinator at Love INC. We help people learn how to better handle and manage their money. Many of our clients do not have a car and it is

very difficult for them to get to our office, especially when the weather is cold or rainy.

Thank you for considering this request.

([kvando@gmail.com](mailto:kvando@gmail.com))

□ **Received April 23, 2017:**

I am not a bus user, walking works well for me. After reading the Friday story in the Columbia Tribune regarding the proposed bus route changes, and specifically after reading about how the survey was conducted, I would like to say that targeting students -- while they may be your primary ridership -- does not support the larger goal of making Columbia a bus-friendly community. Also, you risk taking the voice away from those least able to defend themselves -- the working poor. Further, the practice of focusing on students for input (un)intentionally disenfranchises socioeconomic groups based on their ridership. The bus system is NOT student transportation, it's COMMUNITY transportation. Think about who you intend to serve, not who is going to pay the bills, otherwise, the students are going to end up with a beautiful bus system and the poor and working class are going to be squeezed out even further. ([norgardp@gmail.com](mailto:norgardp@gmail.com))

□ **Received April 26, 2017:**

It looks like we are going to be in a flex zone. What do we do about round-trips? We don't own a car. We're on the dark green and have learned to make it work for grocery shopping and the South Providence Clinic. Can we still get there -- and back -- using flex service? ([annawhitl@gmail.com](mailto:annawhitl@gmail.com))

## Notes from Bus Stop Meetings

Comments collected via the project team from members of the public include:

- **Resource Center (Riding the Brown Line)**
  - More timely service - Had to wait 3-4 minutes
  - Weekend service - Both Saturday and Sunday (run Saturday service scheduled on Sundays) - Have drivers operate it by seniority
  - Later service, e.g. to 11PM
  - Driver courtesy - Drivers represent the City but some aren't nice and get frustrated when you ask them questions
- **MU Student Center**
  - Scenario A - Want to stay on Rollins and keep the Red Line as it is today
  - Scenario B - Biggest issue is not directly serving the Student Center
  - Tiger Lines - Done behind closed doors (with no consultation with students)
  - 402/Trailridge - Not on time; route should be shorter
  - Overall, buses don't get me to class on time
- **Daniel Boone Regional Public Library (Riding the Gold Line):**
  - System is frustrating - Walking is easier for certain times of the day

- Gold Line works well - Always on time (Robert's a good driver)
- Like the old system
- Metro Link from Downtown to Merrick (sp?)
- Pink to Blue transition is difficult - Wait is an hour (can just walk)
- Purple and Light Green Lines are difficult
- Aqua needs to run more than twice a day
- Too much catering to students
- Want Sunday service - Want to go to church (2-hour work if living "way out" and church is downtown); run until 3-4PM on Sundays or at least 1/2 day
- Flex routes eliminate flexibility, e.g. random trips
- Flex route are okay for pre-planned trips, e.g. to the grocery store
- Like the 10th/Wabash connections
- Gold Lines 2A and 2B are okay
- Route 1B is late and sometimes doesn't come - Makes me late to work, so I have to take the neighborhood orbiter-
- Sometimes the bus passes passengers by who are waiting at the stop because they're driving too fast and don't see waiting passengers
- Not going to like flex routes - Cutting off independence
- Riding the bus is my social life
- Everyone doesn't have a phone and can't call for flex service
- Run longer, e.g. 10 PM
- Run Saturday and Sunday until 12AM/1AM
- Want Sunday service for church and work - Lots of jobs want you to work on Sundays and expect you to take a cab, especially at the CMSE Workshop
- Like the Black Route with 2B bus in each direction
- Follow the St. Louis model - Longer hours; more buses per route
- Run earlier on Saturdays, e.g. same time as Monday - Friday service
- Weekend service would reduce drunk driving
- Better connection to Balinge (sp?) via McKee Street/Clark Lane/Conley
- Really want a bus on McKee Street (connect to New Horizons Apartments)
- Need a bus to pick up at Wabash and take riders to CMSE Workshop
- Have to walk 2-3 blocks - Improve the transfer system
- **Walmart (Riding the Light Green Line):**
  - Scenario D - Like it because I take 3 buses to work at Walmart now (Dark Green to Black to Gold = 1 hour trip in the morning; 1-1.5-hour trip in the afternoon)
  - Driver communication for transfers needs improvement - Dispatcher coordination

## Outreach Schedule

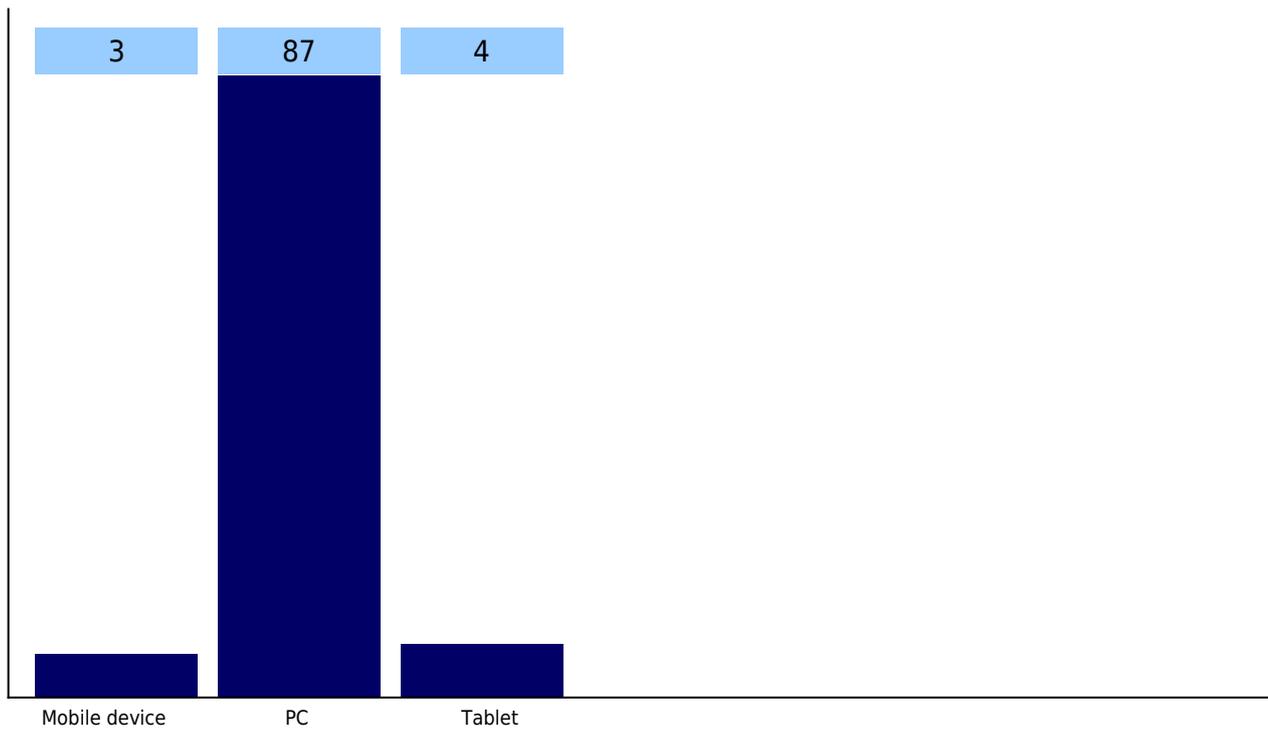
Time	Community	Activity, Location, & Staffing Team
8 – 9:20 AM	Gold Route 2A (south side), :00 and :30 Gold Route 2B (north side), :45 and :15 Purple Route (north side), :30 and :10	Bus Stop Meeting – Team A Columbia/Boone County Public Health and Human Services Department Bus Stop (1005 W. Broadway)
8:15 – 9:45 AM	Orange Route (north side), 7:40, 8:20, 9:00, 9:40, 2:00, 3:40, 4:20 Brown Route (south side), 7:40, 8:20, 9:00, 9:40, 3:00, 3:40, 4:20	Bus Stop Meeting – Team B The Resource Center (1500 Vandiver Drive)
10:30 AM – 12 PM	Multiple routes, multiple times	Bus Stop Meeting – Team B MU Student Center Bus Stop (911 E. Rollins Street)
12:30 – 2:30 PM	Bus drivers	Stakeholder Meeting – Team A Grissim Building
2:45 – 4:15 PM	Gold Route 2A (north side), :25 and :55 Gold Route 2B (south side), :50 and :20 Blue Route 5 (north side), :25 and :00 Pink Route 6 (north side), :25 and :00	Bus Stop Meeting – Team A Hy-Vee Bus Stop (25 Conley Road at the Trimble Road bus shelter)
3 – 4PM	Gold Route 2A (north side), ~:40 and ~:10 Gold Route 2B (south side), ~:30 and ~:05 Purple Route (south side), 2:20, 3:00, 3:40, 4:20, 5:00, 5:40	Bus Stop Meeting – Team B Daniel Boone Regional Public Library Bus Stop (100 W. Broadway)
4:15 PM – 5:15 PM	Gold Route 2A (east side):50 and :20 Gold Route 2B (west side):25 and :55	Bus Stop Meeting – Team B Wal-Mart Bus Stop at (3001 W. Broadway at the Park De Ville bus shelter)
6 – 8 PM	General public	Public Open House – Teams A and B City Hall – Conference Room 1A, 701 E. Broadway, Columbia, MO



## Results for survey: COMO Bus Service Evaluation

This survey is currently **closed**. Open date: 04-20-2017. Close date: 05-06-2017.  
Number of surveys taken: **94**. (excludes tests)

### By Device

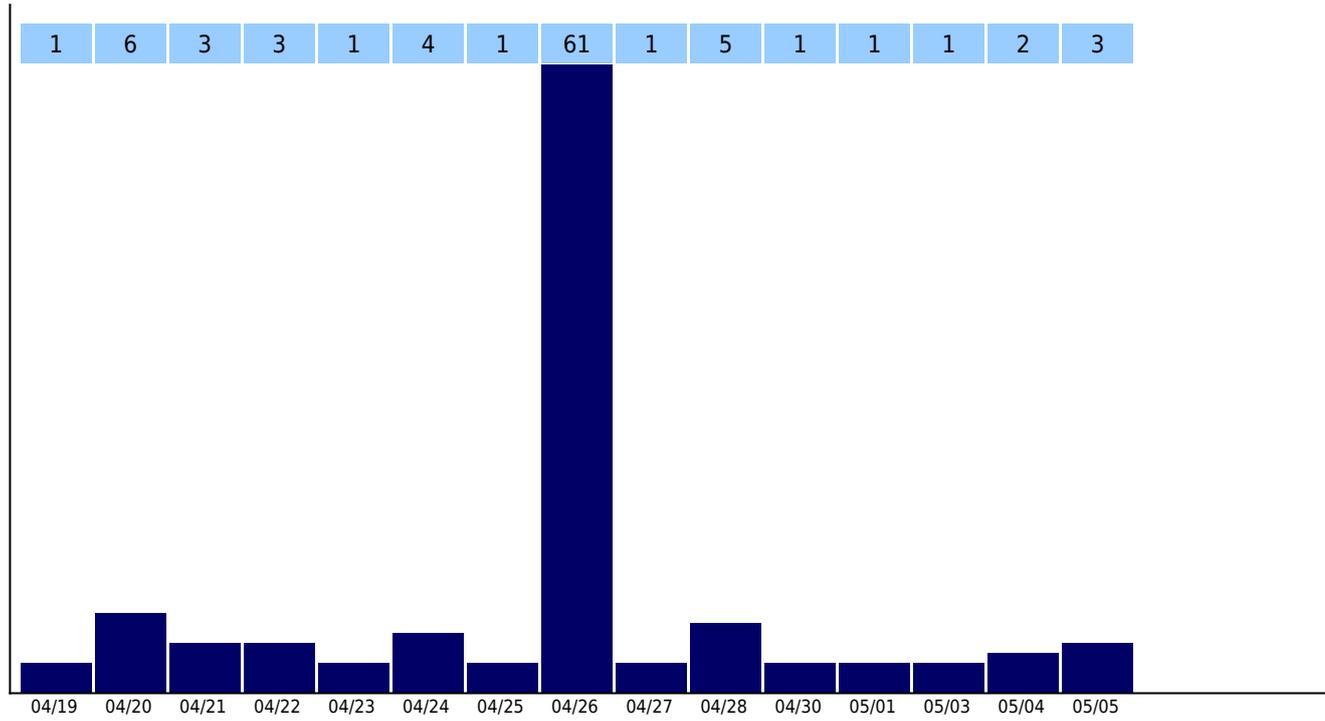




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#### By Date

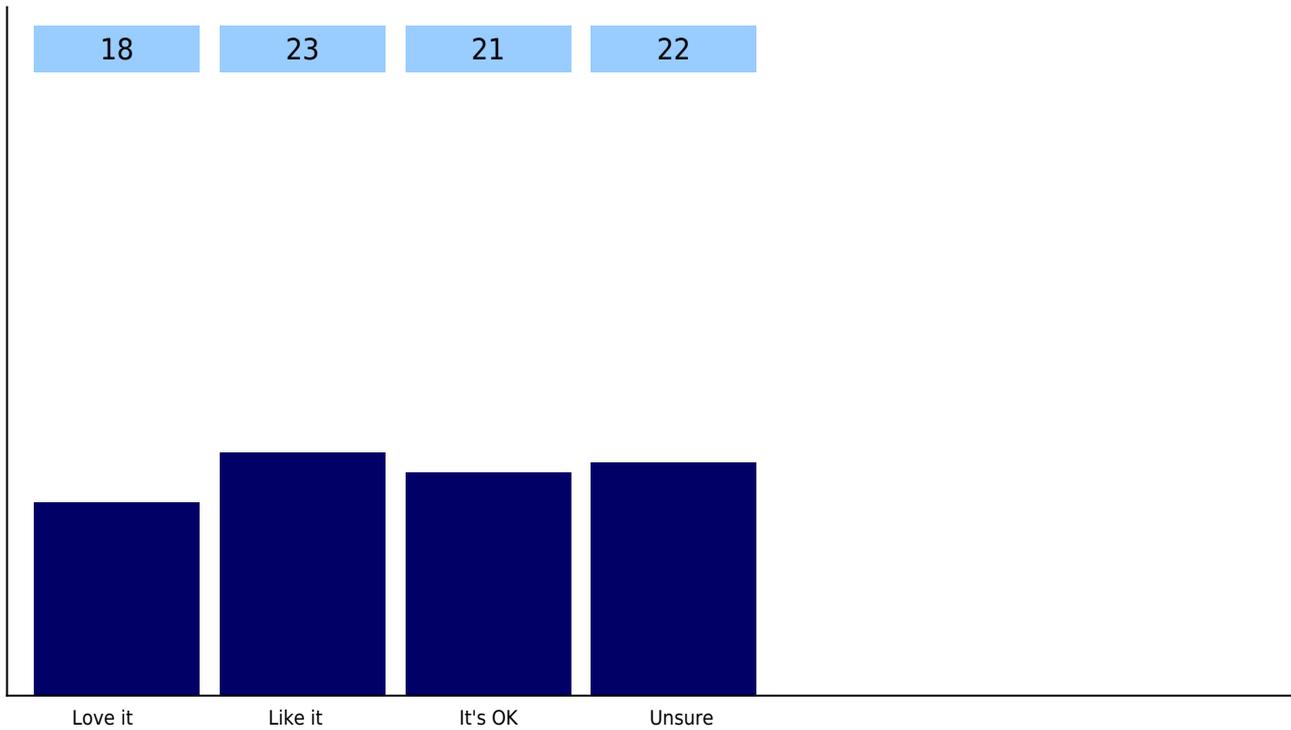




## Results for survey: COMO Bus Service Evaluation

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### 1. Opinions of Flex Routes

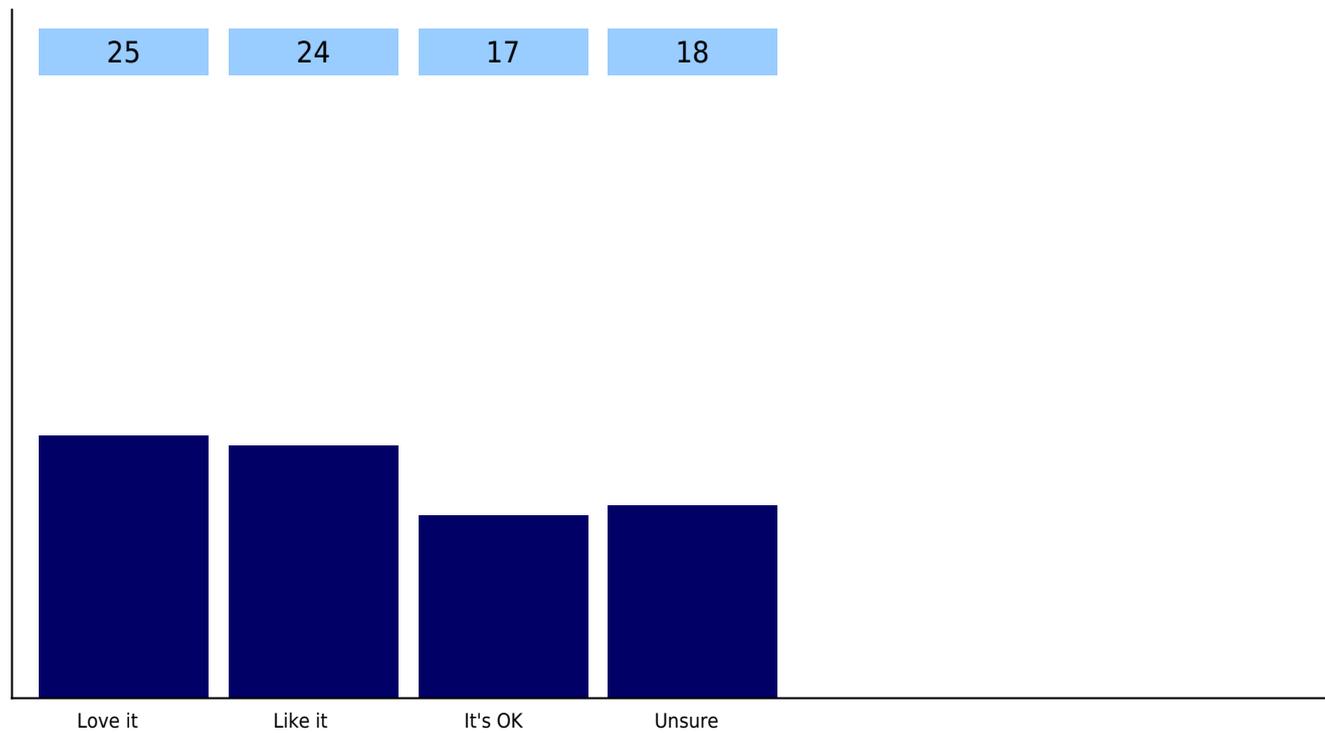




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### 2. Opinions of Route through MU Campus

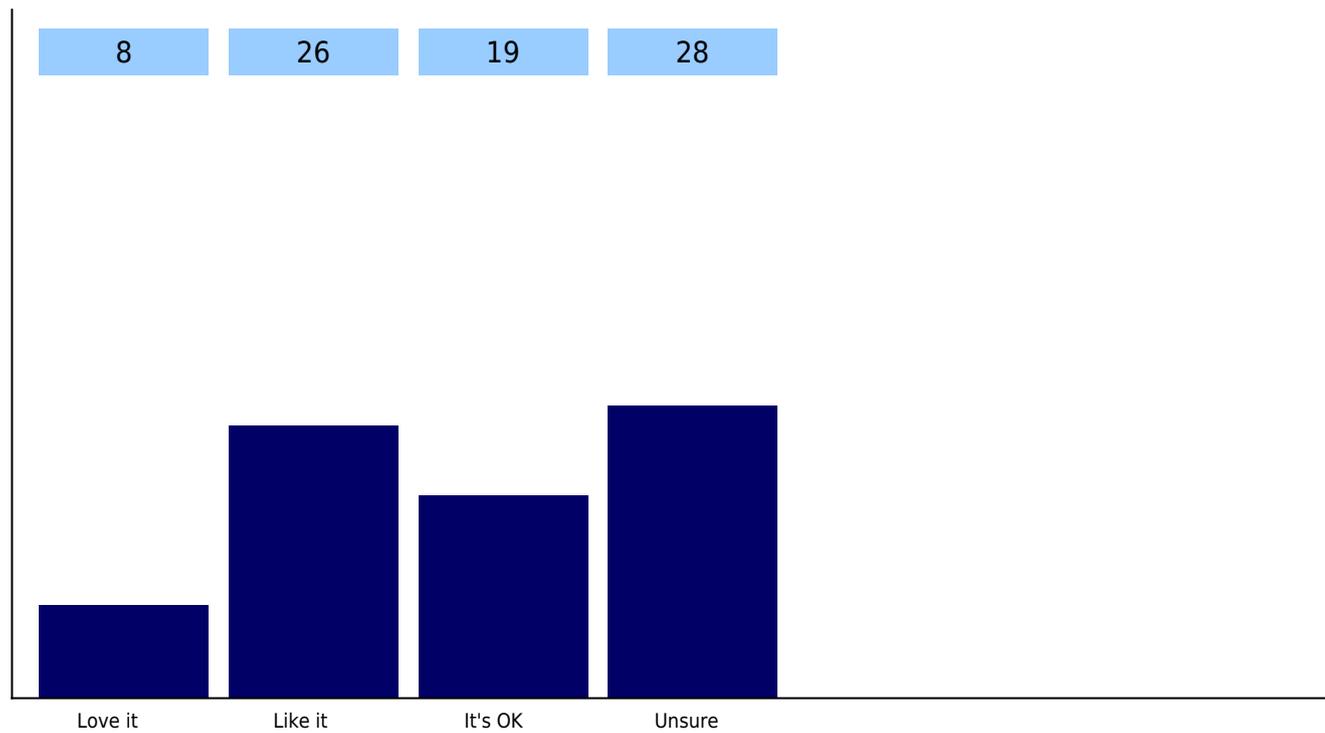




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### 3. Opinions of Modified Loops Scenario

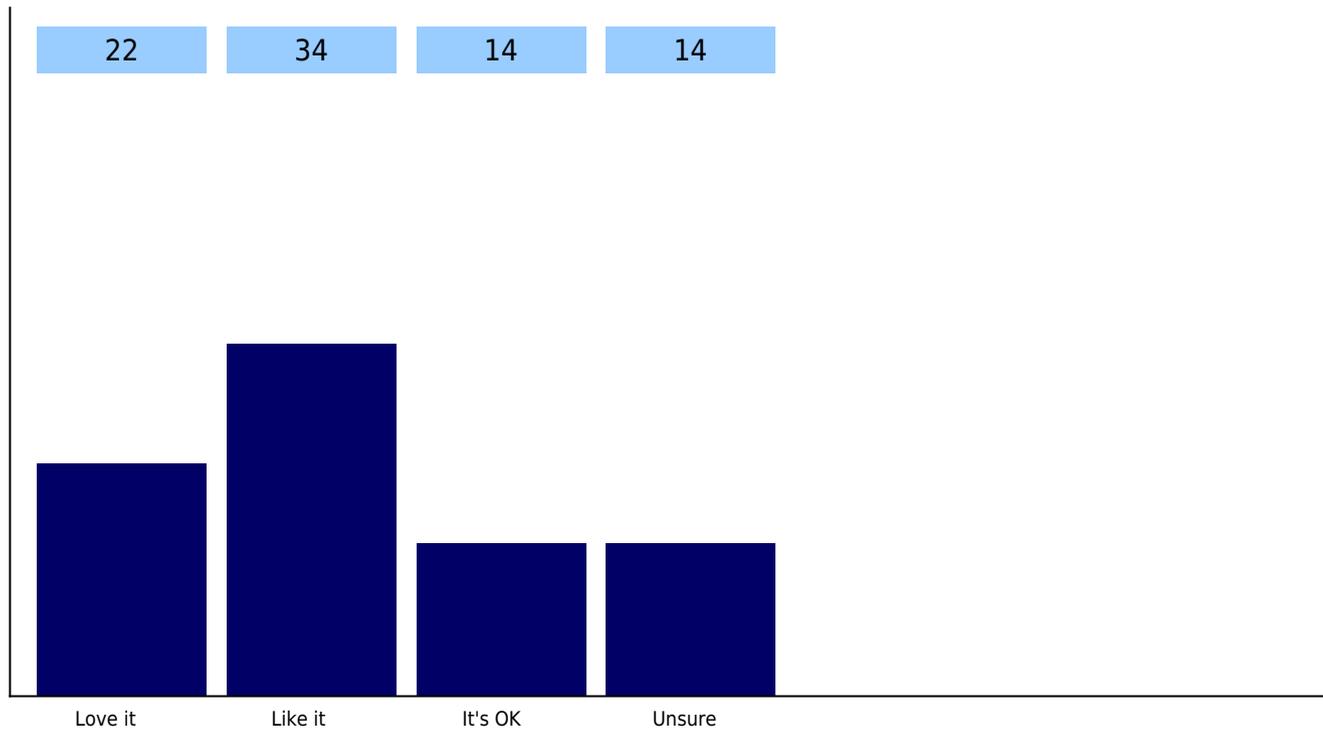




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### 4. Opinions of Trunk Routes Scenario

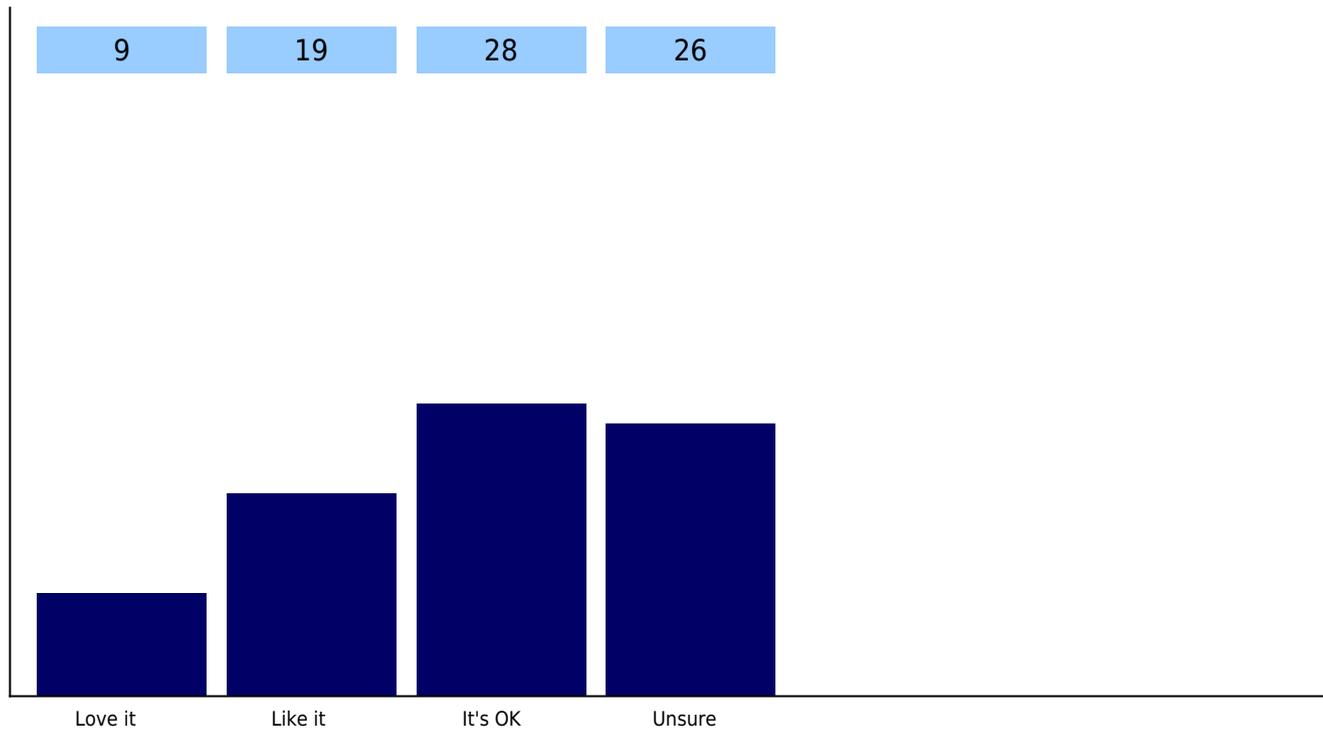




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### 5. Opinins of High Frequency Scenario

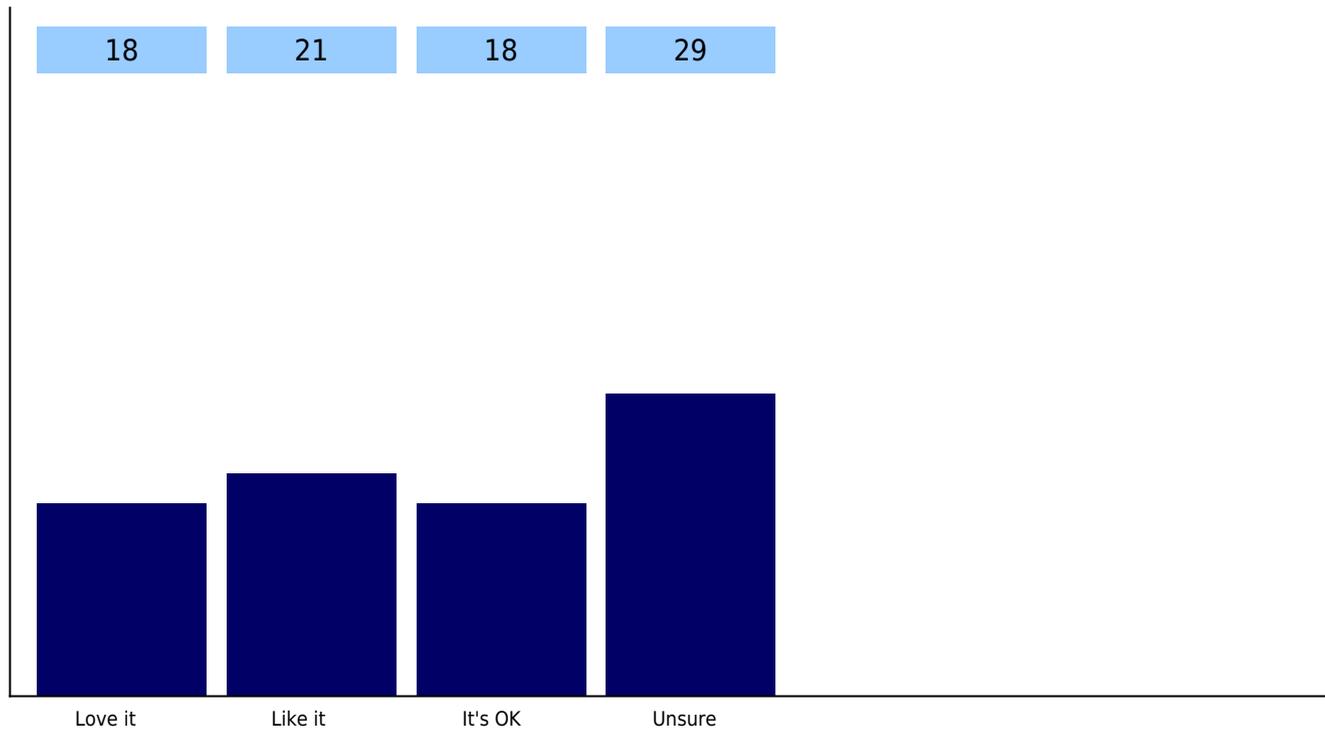




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### 6. Opinions of High Frequency (with Flex Routes) Scenario

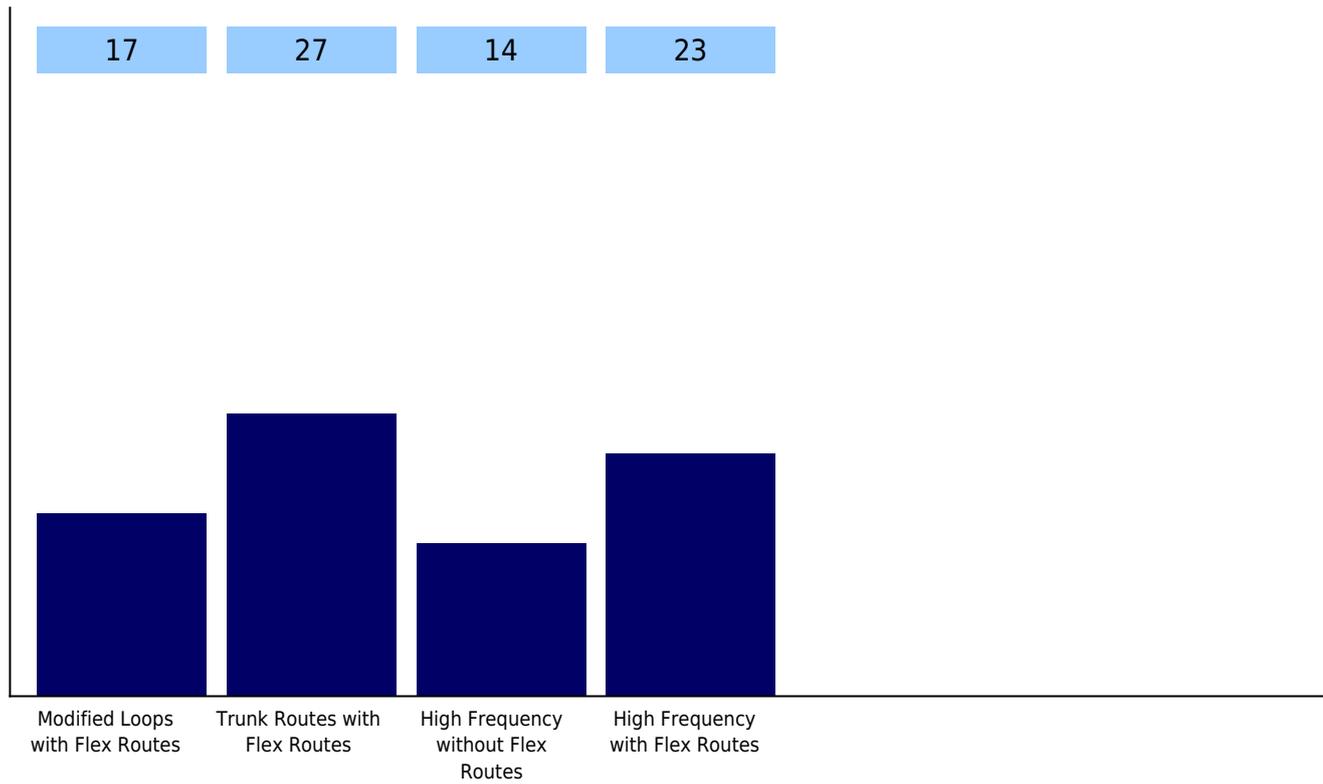




## Results for survey: COMO Bus Service Evaluation

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### 7. Opinions on the Best Transit Scenario for the Community

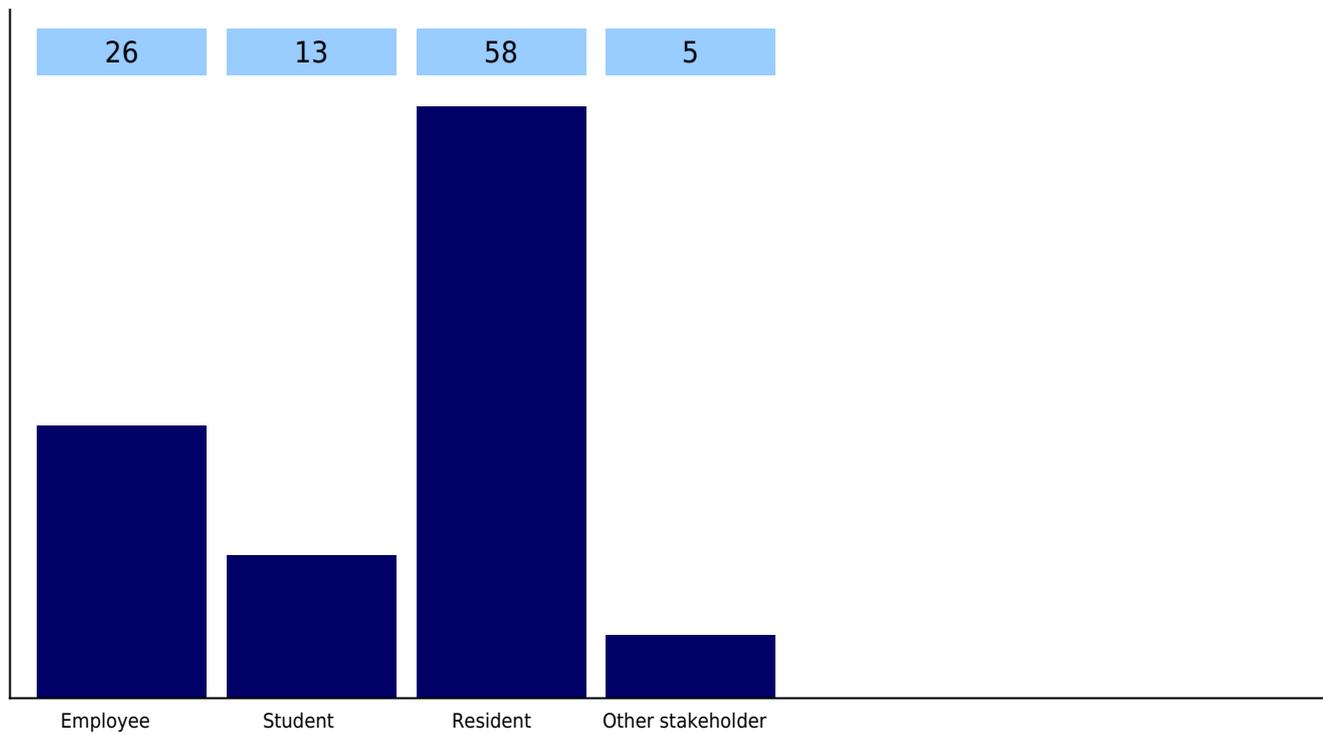




## Results for survey: COMO Bus Service Evaluation

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### 8. Self Descriptions

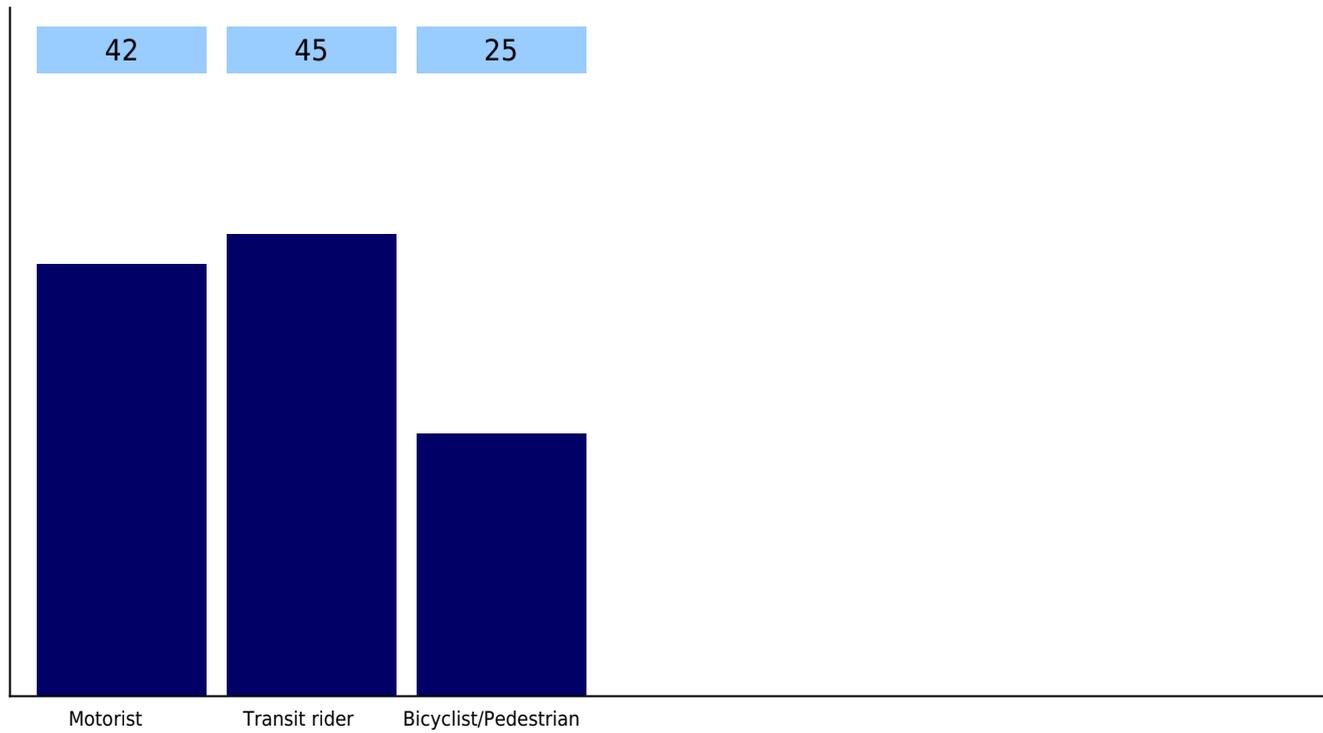




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### 9. Commute - Mode of Transportation

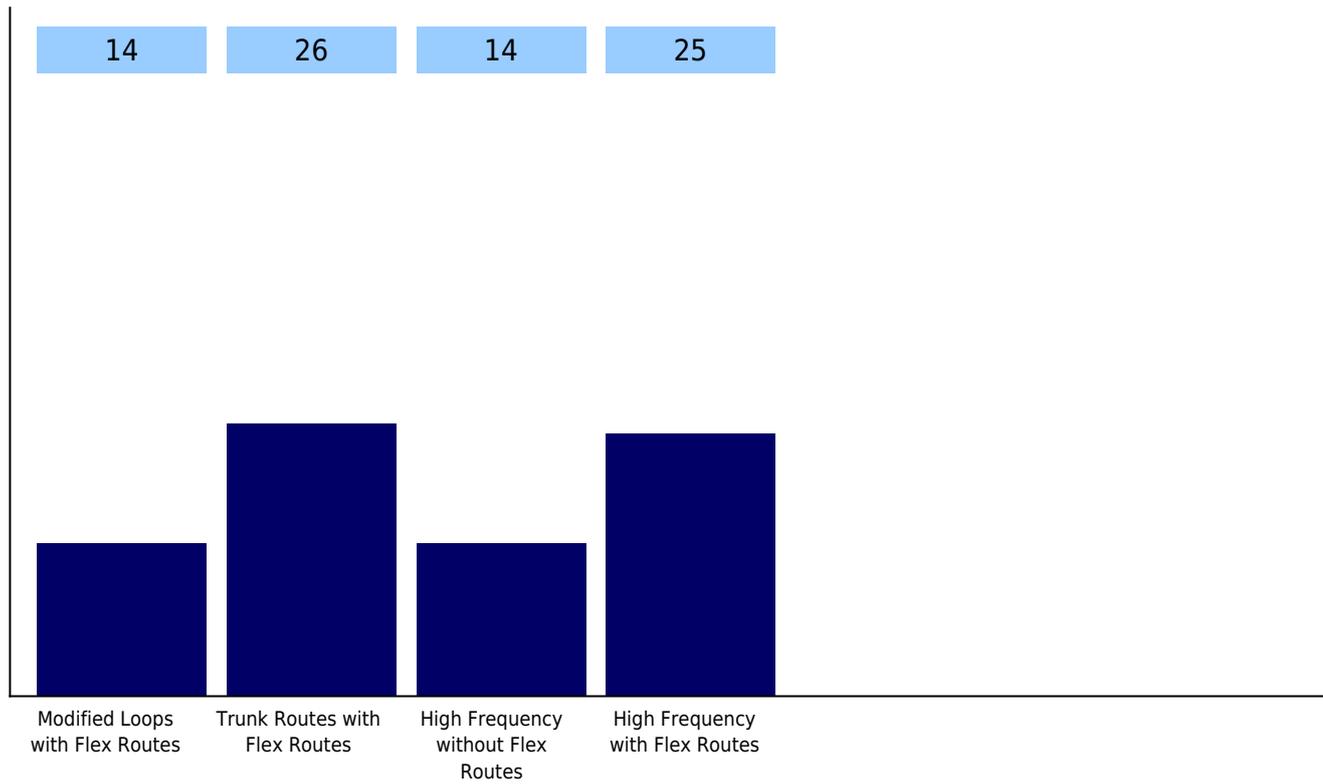




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### 10. Opinions of the Best Transit Scenario for Specific Stakeholders





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**11. Comments: What other comments do you have about the transit scenarios? Type them in the space below. Then touch the NEXT button.**

