

**Columbia Transit Perceptions and Willingness to Pay Survey**  
**Ian Thomas' Constituents List**  
**10-Oct-13**  
**137 Respondents**

**1. How often do you use Columbia Transit?**

Most days	1	1%
A few times per week	3	2%
A few times per month	5	4%
A few times per year	28	21%
Never	99	73%
<b>TOTAL</b>	<b>136</b>	<b>100%</b>

**2. How would you rate the service provided by Columbia Transit (CT)?**

CT provides a good service	4	3%
CT provides a reasonable service	27	20%
CT provides a poor service	37	27%
I don't know	67	50%
<b>TOTAL</b>	<b>135</b>	<b>100%</b>

**3. How often would you use Columbia Transit if the service were improved?**

Most days	14	10%
A few times per week	24	18%
A few times per month	32	24%
A few times per year	28	21%
Never	36	27%
<b>TOTAL</b>	<b>134</b>	<b>100%</b>

**4. What do think the mission of Columbia Transit is RIGHT NOW?**

Provide a transportation service for poor people who do not own a car	28	23%
Provide a transportation service for poor people who do not own a car and college students	43	35%
Provide a transportation service for poor people who do not own a car, college students, and people who do not want to be reliant on cars for economic or environmental reasons	41	33%
Provide a healthy, environmentally-responsible, and economical transportation service for everyone	12	10%
<b>TOTAL</b>	<b>124</b>	<b>100%</b>

**5. What do think the mission of Columbia Transit SHOULD BE?**

Provide a transportation service for poor people who do not own a car	6	5%
Provide a transportation service for poor people who do not own a car and college students	6	5%
Provide a transportation service for poor people who do not own a car, college students, and people who do not want to be reliant on cars for economic or environmental reasons	21	16%
Provide a healthy, environmentally-responsible, and economical transportation service for everyone	96	74%
<b>TOTAL</b>	<b>129</b>	<b>100%</b>

**6. How do you feel about the current funding available to Columbia Transit (CT)?**

CT receives too much funding	14	10%
CT receives adequate funding	11	8%
CT receives too little funding	65	48%
I don't know	45	33%
<b>TOTAL</b>	<b>135</b>	<b>100%</b>

**7. Do you support Columbia Transit's proposed cost-neutral reconfiguration of its service routes, known as CoMO Connect?**

Yes	69	53%
Maybe	52	40%
No	8	6%
<b>TOTAL</b>	<b>129</b>	<b>100%</b>

**8. Which of the following improvements to transit service do you think is/are necessary?**

**Check all that apply.**

Provide additional buses so they come more frequently	75	58%
Provide longer service hours in the evening and on weekends	89	68%
Increase route coverage so homes/businesses are closer to a bus stop	86	66%
Add shelters, benches, and other bus stop amenities	69	53%
Provide GIS information on up-to-the-minute bus locations	57	44%
I don't think any of these improvements are necessary	22	17%
<b>TOTAL</b>	<b>130</b>	

**9. Which of the following funding mechanisms for expanding transit service (each of which would increase the transit budget by about 25%) would you support? Check all that apply.**

Sales tax increase of one twentieth of a cent on the dollar	56	42%
Property tax increase of 12 cents per \$100,000 of assessed value	48	36%
Household utility fee increase of \$3 per month	35	26%
Hotel tax increase of 3% (charged to visitors)	58	43%
Student activity fee of \$20 per semester	60	45%
Parking permit fee increase of \$50 per month	45	34%
I don't support additional funding for transit	28	21%
<b>TOTAL</b>	<b>134</b>	

**10. Would you be more likely to support a sales tax, property tax, or utility fee increase if... (check all that apply)**

Improved transit would reduce traffic congestion	74	56%
Improved transit would reduce the cost of maintaining City streets	65	49%
Improved transit would reduce the need to build additional parking garages	75	56%
Improved transit would reduce Columbia's greenhouse gas emissions	71	53%
Improved transit would enable poor people to keep their jobs	85	64%
Transit service would become 'fare-free'	46	35%
I wouldn't support additional funding for transit	32	24%
<b>TOTAL</b>	<b>133</b>	

**11. Would you support a City Council policy resolution to increase funding for Columbia Transit by 25%/year in each of the next three fiscal years?**

Yes	60	45%
Maybe	40	30%
No	32	24%
<b>TOTAL</b>	<b>132</b>	<b>100%</b>

**12. The average cost of owning a car in the U.S. is \$9000/year for each car owned. If Columbia had an excellent bus service, would you consider:**

Changing from a three-car family to a two-car family	7	5%
Changing from a two-car family to a one-car family	38	29%
Going car-free	10	8%
None of the above	76	58%
<b>TOTAL</b>	<b>131</b>	<b>100%</b>

## Comments

I usually walk instead of either driving or taking a bus. When I must drive, I drive our Prius. My household does not put many miles on our Prius or two other vehicles (20+ years old). Others walk or bike also.

Good luck with this project. We need better public transportation. However, it is a hard sell. Since the current system does not provide great service it will be hard to rally support. It takes experience with a great transit system to understand its benefits. Unfortunately we do not have many great examples in the US. You have to hit the east coast to really experience what public transportation can be or go to Europe. Best of luck.

A quick fix to the current system would be put route info and time tables on the bus signs. Currently, I wouldn't know where the bus is going and what time it will show up. If there would be increase in sales or property tax, all COMO residents should be able to ride the bus for free, but I don't think it will pass with the current bus system. Make the current transit system more efficient and increase rider ship with the current budget before asking for any type of tax increase.

For me, riding the bus doesn't save money because my car is paid for, gets great gas mileage, and is an older model so the taxes and insurance on it are minimal. It's actually cheaper for me to use my car to go to work at the University because I also live in the Old Southwest. However, I would love to be able to take the bus back and forth to work. Considering how many people work at MU, why is that not a primary destination? I grew up in NYC and spent most of my youth in the metro area using public transportation. When I first moved to Columbia, I rode a bike or walked to work at MU. I didn't get a driver's license until I was 33. It is inconceivable to me that people have to wait 40 minutes for a bus here! It should not take two hours to get to work if you live in Columbia and work in Columbia! What does a person's socio-economic background have to do with it? The City should partner with the University and Stephens and Columbia College to provide "designer" public transportation for their employees so they don't have to use their cars and get dropped off very close to their buildings and have frequent stops and take-offs to accommodate more flexibility. And as a property owner, I'm really getting tired of paying for everybody else's problems while my own never get solved.

Please let me know if there is any way I can support expansion and improvement of transit services.

I used to live in Washington, D.C., where they have excellent bus (and metro) service. I did not own a car, but never needed one. I rode the bus or metro everywhere in the district. The bus had "rush hour" times where it came every 10 minutes during the a.m. and p.m. rush. It ran every 20 or 30 minutes during the remainder of the day, and well into the night. While a small city like Columbia cannot afford a system that "good," I know we can do better than we do. I live 3 miles from my office but to take the bus via Wabash station would take more than an hour to get to work, and an hour to get home. Hence, I drive. I look forward to the new system where buses run on the major roads back-and-forth (like D.C. has) because I think this will actually make riding a bus faster. While I can afford to drive and have multiple cars, I am also very concerned about people who are poor and must use the bus out of necessity. They take hours to commute to/from work, even though the actual distances are quite small. We very much need a better system. (I actually would like to see rail trolleys here in Columbia, but that's a future idea that I hope you would consider! Rail trolleys would be spectacular. I'd ride them every day. I love the ones in New Orleans. I'd love to see one run the entire length of Broadway from at least the Broadway Marketplace on the east all the way west down Scott Blvd. on the west. I walk from my house near Shelter Insurance to Hyvee, and it'd be great to occasionally ride a trolley there, or downtown, or to

We are already a 1 car family and live downtown. My husband rides FastCat more than I do - I do occasionally, we buy a pass currently. He often walks to work because it is more convenient than riding the bus right now. He is more likely to ride it when he goes to the hospital. My first experience with the bus system in Columbia was my car braking - I took it to Sears at the Mall. From my home at the time on Waugh Street, it took me over an hour and a stop at Wabash to get to my car. (A drive that should not take more than 15-20 minutes. I felt like I was trapped on the city bus with a layover at Wabash. Until the FastCat I did not ride the city bus again. I think that some sort of payment that would allow the city bus to be "free" would be the best way to see more people ride it and not just people who do not have any other option. I think it's a good investment in our community. I would be more than willing to pay a couple of dollars a month through some sort of other utility bill or something else to help everyone be able to ride the bus. I think the environment is important but when it comes down to reality convenience rules! I think finding a way to fund the system for everyone is a good idea.

Long-term goal should be that any citizen should be able to reach a bus stop within a 3-5 minute walk.

Get the buses to the County.

#4. Question really should say "some" students. Presently we only provide limited bus service to SOME students, not all students & that service is limited to and from campus. It does not provide service to shopping centers, parks, & work places, etc.

Improved transit is a critical component of fostering progress in Columbia, allowing for equitable growth and to support the connectivity of our citizens to jobs, parks, services and goods.

Since I work in Jefferson City, Columbia bus service would only be meaningful to me personally evenings and weekends. But there are times when I have contemplated taking the bus from our west Columbia neighborhood to downtown and was deterred by the infrequent buses and poor route design. The bus system as presently configured only serves the poor, the disabled, and the student population. A city of this size should be able to fund a well-developed bus system that would be sensible for all, but the University is a key partner in bus services. Since they derive tremendous revenue from their parking permit system, it is my understanding that they are opposed to expanded municipal bus service. This is short-sighted, misguided, and a shame. I hope my understanding is incorrect.

have to have 2 types of vehicles for responsibilities, but only drive one at a time. Funding support depends where the dollars are pulled from.

I like the idea of the city expanding bus service and I think there can be great benefit. It will be hard to change habits and get more citizens to use the bus system. If the system is expanded, there will have to be a major grassroots effort to get those in neighborhoods that do not currently have bus service to use the buses. It will take a buddy system to get riders. I like the idea and am thinking of how I might use it. This will be a major habit/culture change for many.

Along with the city, higher ed institutions and CPS must be brought into "ownership" of the transit system. That includes financial participation.

I ride my bike a great deal...getting to work, running errands, going downtown for events, etc... I would consider using public transportation to grocery shop and do other errands that are farther out, if the system were more reliable and timely.

At the present time I am a one car family. I think that until the police force and fire department have adequate staff, the transit problem is a low priority

I am fond of environmental issues that serve people, but the reality is there is no more room for additional fees and tax increases - in my opinion they are already too high. If you can reasonably increase services and reasonably pay for it without taxes/fees - the people that use it pay for it then I am a clear-cut NO. I recommend the city identify the top priorities and use the current income to pay for them with a reasonable surplus/contingency. In these tough times everyone must tighten the belt and it doesn't appear that our city is capable of making good business decisions. Thanks for asking.

The bus system is not an option for a Realtor who is required to show people houses all over town. When I worked a job when riding the bus would have worked, I found that the days I needed the bus most, during snow days, frequently the buses did not run because of the snow.

I am already a member of a one car household. If transit services were improved I would take the opportunity to use that one car much less. I would like to use the bus to go to the library and to downtown or even for shopping. My husband and I want to reduce our carbon footprint as much as possible. I lived in Portland, Oregon for 4 years and we used the transit system there all the time. I never use it here as it isn't very useful for me. I would need to walk fairly long distances to use it and wait for long periods. I have no idea how much the City of Columbia has spent on downtown parking structures but I am sure it is a lot of money. Some of that money should go to transit. We should also stop pouring huge amounts of money into the so-called regional airport. Air travel is rapidly becoming unsustainable everywhere as we reach the extreme limits of fossil fuel culture. Additionally, perhaps it is time to require corporations such as Walmart and Kroenke's various enterprises to pay their fair share of taxes in Columbia.

I do like the hub and spoke plan in which buses leave from Wabash station. When it is cold, dark or raining it is nice to have someplace to wait for buses besides out on the street. I do support having more routes and extended availability. I would be interested to know how spending on transit compares with spending on the Columbia airport.

The first 3 possible responses on items 4 & 5 stipulate "poor" people. If the word "poor" were left out of these options I would have chosen one but I couldn't because of the wording.

I answered none of the above to #12 as my husband and I both work out of town and therefore need two cars. However, we would be happy to ride the bus and reduce our in-town car travel. If the buses came downtown (as I think they should to help support the downtown businesses, transport employees, and alleviate parking challenges) the CID sales tax revenue should also help support the bus system.

I don't own a car and live in ward 1. Tell me how to get to Form in my wheelchair.

Would love to see heavy bus use. Lines to new student housing seems most plausible way to increase ridership in the short term. Possibly also high school students. How did the Hickman experiment go?

There should be shuttle bus rides available during game days with parking available from various places downtown. The game days and parking situations are a mess. The busses to the air show work. I do not ride the busses in Columbia and probably wouldn't. However, I ride them in Chicago during the day every time I go there. There is a perception that the bus system in Columbia is for poor people who have no choice and is not efficient.

I like the idea of the proposed CoMo Connect system. Have everyone ride the system and everyone will benefit. I used to live in Montreal and Toronto. I rode the public transport system in those cities because everyone did. Not just those who are desperate...with no alternative. The system will do well if everybody becomes comfortable riding the transport system. For instance, I hate riding public transport in the U.S. I loved riding the public transport system in Canada. Why? The public system in Canada is for everyone...tailored for everyone. Not just a few.

Thank you Ian. As a Comprehensive taskforce member I truly understand the importance of a good public transportation system. I myself would love to use the bus system, however, the routes and times make it difficult and cumbersome. All I can say is good luck and I am with you. Also, I would like to add, that the idea of an increase in property taxes is going to create a burden for many people I know.

I enjoyed this survey. It taught me alot.

I didn't see a county connection. I also think that it's time to do a show to talk about CoMo Connect. I haven't heard anything about that and I wager lots more haven't.

I did your survey. I certainly support better public transportation in Columbia but significantly increased use of public transit except for off campus students will be a hard sell, however worthy unless it is very inexpensive and very convenient. One thing you can do is expand public education about how very expensive it is to drive cars. There are some logistical issues to reconcile. For example, there is no way I would take a bus to the ARC at 5:30 AM (3.5 miles) for my AM swim unless it were convenient and inexpensive (of course, I should bike it but I am a lazy fellow. Cheers

"Ian ..... Great work my friend!! MJR"

I sold my car before moving to Columbia, due to the cycling community here, but a more reliable bus system would be fantastic particularly for the nasty days of Winter.

I would also recommend more stops along proposed routes.

"Cheryl Price & Joe Alder Great questions Ian and thank you so much for your continued dedication to this issue. We both greatly appreciate it and you!!"

Jeffery Warren Frey - Sid Sullivan should have been elected Mayor. Also, pay attention to people's visioning (they may seem kooky but they're good-hearted).

"GLAD you are helping us -- your constituents, and also the broader public -- think CREATIVELY about all this!

Go, Ian! —DHF"

The rules qualifying people for paratransit are too strict. Anyone who qualifies for a handicap placard should qualify for paratransit. Marybeth Champion-Garthe

Hard choices about how to pay. Maybe share among several sources? I personally would be glad to pay more prop tax but i'm financially comfortable. I've been trying to use the bus on weekends and often decide not to add 2-3 hours to my trip. Trying to schedule around the bus more. It's so complicated to increase service without spending lots of money. Thank you for visionary and bold thinking. It could be great! Dee Dokken

Light rail service from Columbia to Jefferson City would be great!

I think the university and private contractors should handle university student transportation, but since those options don't seem to be effectively in play it makes sense for Columbia to provide student bus service, as long as student fees are assessed to pay for it.

"Our son, who is a low-wage earner, uses the bus system on a regular basis. Because of limited weekend hours he needs a friend or family member to transport him in a car early Saturday morning and on Sundays..

I am 66 years old and might use the bus system if stops were closer to our home on Wynfield Drive. Judy Bock"

I would support the transit system in Columbia only if it was self sustainable through advertising used on the sides of buses (at bus stops also) or through private charity. It is not my job (as a taxpayer in Columbia) to fund the movement of others around the city. It's irresponsible for the city to demand money of hard working folks to fund those that don't. Typically folks that work long hours to support their families don't have the time or energy left to get in the ear of their council person, but this constant drum beat of "more for the poor" will not help them overcome their circumstances. Allowing them to become self reliant by not giving them everything they ask for will. Think about it like raising a child, you don't give them everything they ask for, because it's a bad habit for them to get into. You know it's harder for you to deny them something, but overall their development as a responsible human being will be increased. Thank you for your time.

"The City Council should focus all of its energies on public safety. Why would I want to ride public transit when violent crime is rising? I'm not willing to see my money go to public transit until you've done something about crime. Then I think you need to work on zoning and planning ordinances. Without better planning and zoning, the population density in various parts of the city will require you to quickly rethink routes. Also, the way you are letting large apartment projects dominate downtown in such an uncontrolled manner is a disgrace and a danger. If the Council can do nothing about crime and about out-of-control development, its other plans are worthless. Guy Wilson"

"simplify routes.

You can't cover everywhere within a few blocks.

Targeting MU campus, and regional connectors is great!"

I don't ride the bus but my son would've ridden it to Rock Bridge from Stewart last summer to attend the Career Center. However, there was no service to the career center. J

No More property taxes. The property owner bears to great a burden already, given escalating school improvement costs etc. Council should NOT be looking for ways to ever increase taxes. Mark A. Foreman/ age 82

Improve our roads so folks can drive to work. I would pay more for that but not another penny for bike paths or the empty busses except to make them natural gas to save \$ in the long run.

To be car-free, we would need daily commuter service from Broadway & Stadium out to the Lemone Industrial area (specifically, Carfax). Or even part-way to reduce the 6-mile commute. Right now, there is no combination of buses that would serve that route. Dan Harder,

Unfortunately, my job requires that I use a car all day long. However, I used to live in a ski resort town in Colorado that provided great bus service, and lots of people took advantage of it every day. It only made practical sense. I can notice an increase in traffic and traffic times here in town. At some point, we will meet a turning point and people will say, it is more of a hassle to drive and park in a lot of their daily situations. Parking still is not a terrible problem in a lot of areas of town. But once it becomes one, we will need to look towards public transit. It would be nice to have it ready when it is needed by more people here in town. Dan Harder"

Raise bus fares like they do everthing else

"I believe the entire transit system is a huge waste of tax money. These huge busses blast around the streets with one or two passengers most of the time.

Some of the survey questions have no responses that suit my opinions. It is a worthless survey in that respect."

I am retired, but have a part time job. I haven't ridden the city buses in many years, so I'm not up on problems of the bus system except what I read in the paper.

This is a poorly designed and poorly written survey. If this is representative of our council we are in deep trouble. I see so many empty buses traveling throughout the city each day.... And you want to expand this service! I thought the delux bike paths were over the top. I guess I underestimated you. Not on my dime. The city needs to get out of the bus business and let the private sector handle this issue.

Make the bus system pay as you go, raise fares as is needed.

This survey doesn't address the actual or anticipated costs for any of the options. Therefore, there is no way to intelligently answer the survey.

"I have a disability, which necessitates my use of a manual wheelchair. I think your survey doesn't address all the issues, so I plan on attending meetings about this and other issues. I really opposed to raising taxes, which already are burdensome to me.

Sherry Berry Berrysm@centurytel.net"

