

GAINESVILLE RTS: Title VI Program **2013**

Table of Contents

| | |
|---|------|
| List of Acronyms..... | ii |
| 1 Executive Summary..... | 1 |
| 2 Data Collection and Reporting Requirements | 2 |
| 2.1 Objectives..... | 2 |
| 2.2 Definitions..... | 3 |
| 2.3 Title VI Program Reporting Requirements..... | 7 |
| Appendix A. RTS Title VI Notice to the Public..... | A-1 |
| Appendix B. RTS Title VI Complaint Procedure | B-1 |
| Appendix C. RTS Title VI Complaint Form | C-1 |
| Appendix D. Public Involvement Plan..... | D-1 |
| Appendix E. Public Outreach Activities | E-1 |
| Appendix F. Limited English Proficiency (LEP) Plan..... | F-1 |
| Appendix G. Facility Assurance..... | G-1 |
| Appendix H. RTS System-wide Service Standards and Policies | H-1 |
| Appendix I. City of Gainesville City Commission Review and Approval | I-21 |

GAINESVILLE RTS: Title VI Program **2013**

List of Acronyms

- AA Alternatives Analysis
- ACS American Community Survey
- ADA Americans with Disabilities Act
- BRT Bus Rapid Transit
- CAB Citizen’s Advisory Board
- CRA Community Redevelopment Agency
- DBE Disadvantaged Business Enterprise
- FDOT Florida Department of Transportation
- FPTA Florida Public Transportation Association
- FTA Federal Transit Administration
- GRU Gainesville Regional Utilities
- LEP Limited English Proficient
- MTPO Metropolitan Transportation Planning Organization
- RTS Gainesville Regional Transit System
- SFC Santa Fe College
- TDP Transit Development Plan
- UF University of Florida
- UZA Urbanized Area

GAINESVILLE RTS: Title VI Program | 2013

1 Executive Summary

Federal Regulations require that applicants for and recipients/subrecipients of transit funding administered by the Federal Transit Administration (FTA) report, on a triennial basis, information which is used to determine compliance with Title VI of the Civil Rights Act of 1964. The following report is due to FTA on October 1, 2013.

Title VI Program compliance approval is based upon a system of requirements, procedures, actions and sanctions which ensure that federally supported transit services and related benefits are distributed by applicants, recipients and/or subrecipients of FTA assistance in a manner that is consistent with Title VI of the Civil Rights Act of 1964, as amended and Federal regulations issued by the U.S. Department of Justice (DOJ) and the U.S. Department of Transportation (DOT) which implement the Act.

Section 601 of Title VI of the Civil Rights Act of 1964 states its purpose as follows:

“No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”

GAINESVILLE RTS: Title VI Program **2013**

2 Data Collection and Reporting Requirements

2.1 Objectives

The following objectives are the basis of the FTA Title VI Program. The City of Gainesville Regional Transit System (RTS) has adopted a Title VI compliance program that is consistent with these objectives:

1. Ensure that the level and quality of public transportation service is provided in a nondiscriminatory manner;
2. Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin;
3. Ensure meaningful access to transit-related programs and activities by persons with limited English proficiency.

GAINESVILLE RTS: Title VI Program | 2013

2.2 Definitions

The following definitions apply to the terminology used in this report:

1. Applicant means a person or entity that submits an application, request, or plan required to be approved by the FTA Administrator or by a primary recipient, as a condition of eligibility for financial assistance from FTA, and “application” means such an application, request, or plan.
2. Demand response system: Any non-fixed route system of transporting individuals that requires advanced scheduling including services provided by public entities, non-profits, and private providers. An advance request for service is a key characteristic of demand response service.
3. Designated recipient means an entity designated, in accordance with the planning process under sections 5303 and 5304, by the Governor of a State, responsible local officials, and publicly owned operators of public transportation, to receive and apportion amounts under section 5336 to urbanized areas of 200,000 or more in population; or a State or regional authority, if the authority is responsible under the laws of a State for a capital project and for financing and directly providing public transportation.
4. Discrimination refers to any action or inaction, whether intentional or unintentional, in any program or activity of a Federal aid recipient, subrecipient, or contractor that results in disparate treatment, disparate impact, or perpetuating the effects of prior discrimination based on race, color, or national origin.
5. Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient’s policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.
6. Disparate treatment refers to actions that result in circumstances where similarly situated persons are intentionally treated differently (i.e., less favorably) than others because of their race, color, or national origin.
7. Disproportionate burden refers to a neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the recipient to evaluate alternatives and mitigate burdens where practicable.
8. Federal financial assistance refers to
 - grants and loans of Federal funds;
 - the detail of Federal personnel;

GAINESVILLE RTS: Title VI Program | 2013

- the grant or donation of Federal property and interests in property;
 - the sale and lease of, and the permission to use (on other than a casual or transient basis), Federal property or any interest in such property without consideration or at a nominal consideration, or at a consideration which is reduced for the purpose of assisting the recipient, or in recognition of the public interest to be served by such sale or lease to the recipient; and
 - any Federal agreement, arrangement, or other contract that has as one of its purposes the provision of assistance.
9. Fixed route refers to public transportation service provided in vehicles operated along pre-determined routes according to a fixed schedule.
10. Limited English Proficient (LEP) persons refers to persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. It includes people who reported to the U.S. Census that they speak English less than very well, not well, or not at all.
11. Low-income person means a person whose median household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines. Recipients are encouraged to use a locally developed threshold, such as the definition found in 49 U.S.C. 5302 as amended by MAP-21: “refers to an individual whose family income is at or below 150 percent of the poverty line (as that term is defined in Section 673(2) of the Community Services Block Grant Act (42 U.S.C 9902(2)), including any revision required by that section) for a family of the size involved” or another threshold, provided that the threshold is at least as inclusive as the HHS poverty guidelines.
12. Low-income population refers to any readily identifiable group of low-income persons who live in geographic proximity, and, if circumstances warrant, geographically dispersed/transient persons (such as migrant workers or Native Americans) who will be similarly affected by a proposed FTA program, policy or activity.
13. Metropolitan planning organization (MPO) means the policy board of an organization created and designated to carry out the metropolitan transportation planning process.
14. Minority persons include the following:
- American Indian and Alaska Native, which refers to people having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.

GAINESVILLE RTS: Title VI Program | 2013

- Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
 - Black or African American, which refers to people having origins in any of the Black racial groups of Africa.
 - Hispanic or Latino, which includes persons of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
 - Native Hawaiian or Other Pacific Islander, which refers to people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
15. Minority population means any readily identifiable group of minority persons who live in geographic proximity and, if circumstances warrant, geographically dispersed/transient populations (such as migrant workers or Native Americans) who will be similarly affected by a proposed DOT program, policy, or activity.
16. Minority transit route means a route that has at least 1/3 of its total revenue mileage in a Census block or block group, or traffic analysis zone(s) with a percentage of minority population that exceeds the percentage of minority population in the transit service area. A recipient may supplement this service area data with route-specific ridership data in cases where ridership does not reflect the characteristics of the census block, block group, or traffic analysis zone.
17. National origin means the particular nation in which a person was born, or where the person's parents or ancestors were born.
18. Predominantly minority area means a geographic area, such as a neighborhood, Census tract, block or block group, or traffic analysis zone, where the proportion of minority persons residing in that area exceeds the average proportion of minority persons in the recipient's service area.
19. Primary recipient means any FTA recipient that extends Federal financial assistance to a subrecipient.
20. Provider of fixed route public transportation (or "transit provider") means any entity that operates public transportation service, and includes States, local and regional entities, and public and private entities. This term is used in place of "recipient" in chapter IV of FTA Circular 4702.1B and is inclusive of direct recipients, primary recipients, designated recipients, and subrecipients that provide fixed route public transportation service.
21. Public transportation means regular, continuing shared-ride surface transportation services that are open to the general public or open to a segment of the general public defined by age, disability, or low income; and does not include Amtrak, intercity bus service, charter bus service,

GAINESVILLE RTS: Title VI Program | 2013

school bus service, sightseeing service, courtesy shuttle service for patrons of one or more specific establishments, or intra-terminal or intra-facility shuttle services. Public transportation includes buses, subways, light rail, commuter rail, monorail, passenger ferry boats, trolleys, inclined railways, people movers, and vans. Public transportation can be either fixed route or demand response service.

22. Recipient means any public or private entity that receives Federal financial assistance from FTA, whether directly from FTA or indirectly through a primary recipient. This term includes subrecipients, direct recipients, designated recipients, and primary recipients. The term does not include any ultimate beneficiary under any such assistance program.
23. Service area refers either to the geographic area in which a transit agency is authorized by its charter to provide service to the public, or to the planning area of a State Department of Transportation or Metropolitan Planning Organization.
24. Service standard/policy means an established service performance measure or policy used by a transit provider or other recipient as a means to plan or distribute services and benefits within its service area.
25. Subrecipient means an entity that receives Federal financial assistance from FTA through a primary recipient.
26. Title VI Program refers to a document developed by an FTA recipient to demonstrate how the recipient is complying with Title VI requirements. Direct and primary recipients must submit their Title VI Programs to FTA every three years. The Title VI Program must be approved by the recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA. For State DOTs, the appropriate governing entity is the State's Secretary of Transportation or equivalent.

GAINESVILLE RTS: Title VI Program 2013

2.3 Title VI Program Reporting Requirements

The following Title VI report requirements have been maintained and are submitted to FTA, as is required of all applicants, recipients, or subrecipients:

- 1. A copy of the recipient's Title VI notice to the public that indicates the recipient complies with Title VI, and informs members of the public of the protections against discrimination afforded to them by Title VI. Include a list of locations where the notice is posted.**

RTS's Title VI notice to the public regarding their rights under Title VI, as well as RTS's compliance with that requirement, is posted on the RTS website, inside RTS buses, at Rosa Parks Downtown Station, in the RTS administration office's break room, and in the transit operator's break room; see Appendix A for a copy of this notice. Please note that at the time of report submission the City of Gainesville Office of Equal Opportunity was drafting a city-wide Title VI policy that RTS will adopt once finalized and will take the place of the RTS Title VI Statement.

- 2. A copy of the recipient's instructions to the public regarding how to file a Title VI discrimination complaint, including a copy of the complaint form.**

Appendix B contains RTS's Title VI complaint procedure, which instructs the public regarding how to file a Title VI discrimination complaint. Appendix C includes a copy of the RTS Title VI complaint form.

- 3. A list of any public transportation-related Title VI investigations, complaints, or lawsuits filed with the recipient since the time of the last submission.**

No Title VI investigations, complaints, or lawsuits have been filed against RTS since the system's last Title VI program submission in August 2010.

- 4. A public participation plan that includes an outreach plan to engage minority and limited English proficient populations, as well as a summary of outreach efforts made since the last Title VI Program submission.**

RTS public involvement activities include bi-monthly Citizen Advisory Board (CAB) meetings, public hearings to discuss issues like transit service or fare changes, or the establishment of an annual goal for the Disadvantaged Business Enterprise (DBE) program. Public involvement activities also include meetings, hearings, or events with the University of Florida (UF), Santa Fe College (SFC), Gainesville City Commission, Alachua County Commission, and the Metropolitan Transportation Planning Organization (MTPO). RTS also meets with the Regional Workforce Board (also known as FloridaWorks), Poverty Reduction Advisory Board (PRAB), and regional economic redevelopment and revitalization committees on an infrequent basis to discuss transit services.

GAINESVILLE RTS: Title VI Program | 2013

To ensure that all interested parties, including minority and low-income people, have meaningful access, RTS advertises all public hearings and regular meetings in local newspapers at least one week in advance of hearings, posts meeting announcements in all fixed-route transit buses, and offers assistance making travel arrangements for persons with disabilities who wish to attend meetings. The City of Gainesville records its public hearings and CAB meetings and makes them available upon request to any interested parties. RTS primarily holds its meetings and hearings in the City of Gainesville City Hall due to its central location and the ability to provide broadcasts on television. When changes affect a specific group or community RTS seeks out when possible adjacent meeting facilities to hold all relevant meetings. In such cases, RTS advertises these locations and offers assistance making travel arrangements to persons with disabilities.

In response to the results of the most recent American Community Survey (ACS) and United States Census, RTS completed an update to its limited English proficiency, focusing on increasing accessibility for Spanish- and Chinese-speaking populations in the RTS service area. By fall 2013, RTS plans to offer bus schedules in Chinese and Spanish, as well as a phone translation service for all languages at the Rosa Parks Downtown Station.

For a copy of the *RTS General Public Involvement Plan*, please see Appendix D. Additionally, Appendix E contains a summary of public outreach efforts since the last Title VI Program Submission in August 2010.

5. A copy of the recipient's plan for providing language assistance to persons with limited English proficiency, based on the DOT LEP Guidance.

In accordance with Title VI of the Civil Rights Act of 1964, Executive Orders 12898, 13166, and related authority, the DOT Order on Environmental Justice, and the FTA Circular 4702.1B, the City of Gainesville Regional Transit System (RTS) has developed an implementation plan regarding LEP persons. It illustrates the various forms of contact that RTS has with LEP populations and how it uses that information to improve service access for those populations. The plan can be found in Appendix F.

6. Recipients that have transit-related, non-elected planning boards, advisory councils or committees, or similar bodies, the membership of which is selected by the recipient, must provide a table depicting the racial breakdown of the membership of those committees, and a description of efforts made to encourage the participation of minorities on such committees or councils.

The RTS Citizen's Advisory Board (CAB) is appointed by the Gainesville City Commission, and therefore does not apply to this criterion.

7. Primary recipients shall include a narrative or description of efforts the primary recipient uses to ensure subrecipients are complying with Title VI, as well as a schedule of subrecipient Title VI program submissions.

GAINESVILLE RTS: Title VI Program | 2013

Since 2009, RTS has contracted with MV Transportation, Inc. as the sole provider of paratransit services in the RTS service area. As part of their contractual obligation and in accordance with Title VI of the Civil Rights Act, MV Transportation does not discriminate on the grounds of race, color, or national origin and it agrees to comply with applicable Federal implementing regulations and other implementing regulations that FTA may issue. MV Transportation notifies employee of their obligation under Title VI in their employee handbook, as well as informational notices in their employee break room. Any Title VI complaints received by MV Transportation, Inc. are required to be reported to RTS as they occur.

8. If the recipient has constructed a facility, such as a vehicle storage facility, maintenance facility, operation center, etc., the recipient shall include a copy of the Title VI equity analysis conducted during the planning stage with regard to the location of the facility.

RTS broke ground on its new maintenance and operations facility in February 2013; the facility is currently under construction. An e-mail conversation between RTS, FTA Region IV's Community Planner, and FTA Region IV's Civil Rights Officer can be found in Appendix G. This conversation includes a description of the site selection process, a copy of RTS's Community Disruption and Environmental Justice report that was sent to FTA in February 2011, and the FTA Region IV Civil Rights Officer's approval that RTS's land acquisition was not determined on the basis of race, color, or national origin.

9. Additional information as specified in chapters IV, V, and VI, depending on whether the recipient is a fixed route transit provider, a State, or an MPO.

As a provider of fixed route transit service that operates 50 or more fixed route vehicles in peak service but is NOT located in an Urbanized Area (UZA) of 200,000 or more in population, the only additional information RTS must provide are system-wide service standards and policies, as specified in Chapter IV of FTA Circular 4702.1B. RTS has developed quantitative standards for all fixed route modes of operation for the following indicators:

- Vehicle load
- Vehicle headway
- On-time performance
- Service availability

Additionally, RTS has developed a policy for each of the following service indicators, in accordance with FTA requirements:

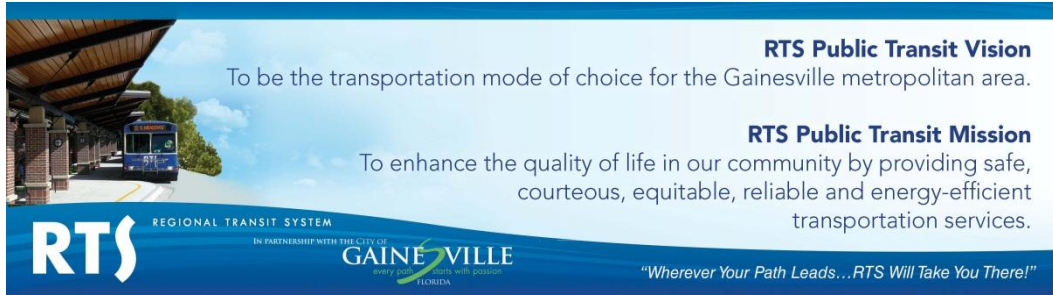
- Transit amenities
- Vehicle assignment

RTS System-Wide Service Standards and Policies can be found in Appendix H.

GAINESVILLE RTS: Title VI Program | 2013

Appendix A. RTS Title VI Notice to the Public

GAINESVILLE RTS: Title VI Program **2013**



1 Gainesville Regional Transit System (RTS) Title VI Notice to the Public

RTS operates its transit services without regard to race, color, or national origin in accordance with Title VI of the Civil Rights Act of 1964, as amended.

2 RTS Title VI Statement

Title VI of the Civil Rights Act of 1964 states:

"No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

RTS is committed to complying with the requirements of Title VI in all of its federally funded programs and activities.

3 Making a Title VI Complaint

Any person who believes that he or she or any specific class of persons has been subjected to discrimination that is prohibited by Title VI of the Civil Rights Act of 1964, its amendments and related statutes, by the Gainesville Regional Transit System (RTS) in its role of planning and programming of federal funds, may submit a written complaint. Any such complaint must be in writing and filed with the Office of Equal Opportunity within 180 days following the date of the alleged discriminatory occurrence. Title VI Discrimination Complaint Forms may be obtained from the Office of Equal Opportunity by any of the following methods provided below:

3.1 Internet

Download the Title VI Complaint Form or Title VI Complaint Procedure: <http://www.go-rt.com/feedback.php#titlevi>

GAINESVILLE RTS: Title VI Program **2013**

3.2 Mailing Address

Send a letter to the Office of Equal Opportunity to request a Title VI Complaint Form:
City of Gainesville, Office of Equal Opportunity
PO Box 490, Mail Station 52
Gainesville, FL 32602

3.3 Telephone

Contact the Office of Equal Opportunity by phone to request a Title VI Complaint Form: (352) 334-5051

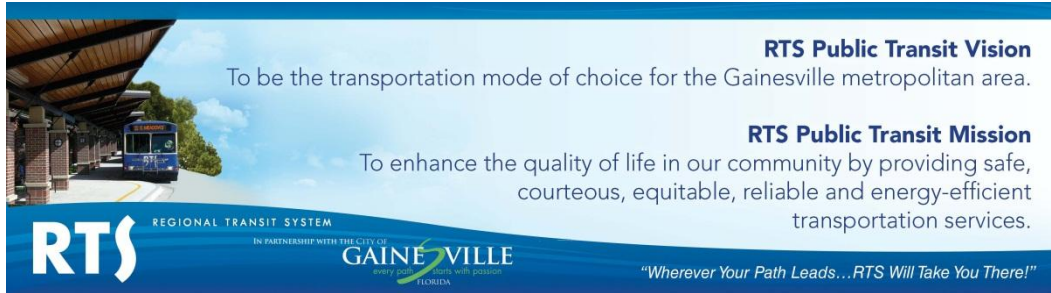
3.4 Email:

Send an email to the Office of Equal Opportunity to request a Title VI Complaint Form:
howardce@cityofgainesville.org.

GAINESVILLE RTS: Title VI Program | 2013

Appendix B. RTS Title VI Complaint Procedure

GAINESVILLE RTS: Title VI Program 2013



1 Purpose

RTS is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color, or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended. Any person who believes that he or she or any specific class of persons has been subjected to discrimination that is prohibited by Title VI of the Civil Rights Act of 1964, its amendments and related statutes, by the Gainesville Regional Transit System (RTS) in its role of planning and programming of federal funds, may submit a written complaint. To comply with 49 CFR part 21.9(b), RTS maintains the following procedure to receive, review, resolve, and track complaints related to Title VI.

2 How to Submit a Title VI Complaint

Complaints may be submitted for discrimination on the basis of race, color, national origin or language. Any such complaint shall be submitted in writing no later than 180 days after the date the person believes the discrimination occurred. Written complaints shall be submitted to the City of Gainesville, Office of Equal Opportunity.

All telephone calls, walk-ups, or emails regarding a Title VI complaint shall be directed to the City of Gainesville Office of Equal Opportunity. The person wishing to file a complaint must complete and sign a Title VI Complaint Form and return it by mail to the address on the form or drop the form off at the Office of Equal Opportunity. The Title VI Complaint Form can be picked up at the address below or downloaded from the RTS website (<http://www.go-rts.com/feedback.php#titlevi>).

2.1 Walk-in Address:

Old Library Building
222 E. University Avenue, 2nd Floor
Gainesville, FL 32602

2.2 Telephone:

- (352) 334-5051 (Voice)

GAINESVILLE RTS: Title VI Program **2013**

- (352) 334-2069 (TDD)

2.3 Mailing Address:

City of Gainesville
Office of Equal Opportunity
PO Box 490, Mail Station 52
222 East University Avenue
Gainesville, FL 32602

3 Review of Complaints

Upon receipt of complaint, the City of Gainesville Office of Equal Opportunity will review the Title VI complaint and provide written acknowledgement of the receipt to the complainant within fifteen (15) business days.

The review will include the gathering of additional information from the complainant and/or the alleged discriminating party(ies). Upon completion of the review, the City of Gainesville Office of Equal Opportunity Director shall submit a report of findings to RTS. If the complaint is found to have merit, the report of the Office of Equal Opportunity shall also include proposed resolutions and/or recommended actions, such as:

- Forwarding the complaint to a responsible implementing agency.
- Identifying remedial actions that are available to offer redress.
- Identifying possible improvements to the RTS Title VI process.

If more time is required for the review, the Office of Equal Opportunity Director shall notify the complainant and RTS Title VI Coordinator of the anticipated additional time needed.

4 Resolution of Complaints

The City of Gainesville Office of Equal Opportunity Director shall submit a report of findings to the RTS Director and Title VI Coordinator for discussion and action. A copy of the report shall also be provided to the complainant. The City of Gainesville shall issue a written response to the complainant describing any action taken. The response shall be issued no later than sixty (60) calendar days after the date on which the complaint was received. If more time is required for action, the City of Gainesville shall notify the complainant of the anticipated additional time needed.

GAINESVILLE RTS: Title VI Program | 2013

5 Concurrent Complaints and Appeal

The procedures described above do not in any way abridge the right of the complainant to file concurrent complaints with other state or federal agencies and/or seek private counsel. The procedures above are part of an administrative resolution process that does not include punitive damages or compensatory payment. The complainant has the right to appeal the City of Gainesville's response by submitting the complaint to the Federal Transit Administration, as described in FTA Circular 4702.1B (http://www.fta.dot.gov/civilrights/civil_rights_5088.html) Notice of this right shall be included in the City of Gainesville's response to the complainant.

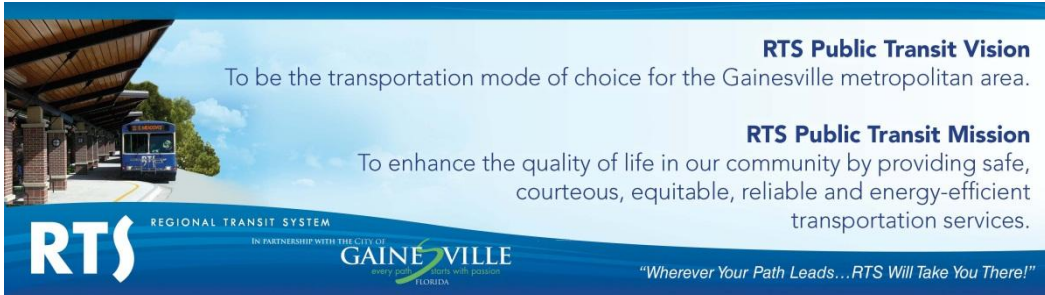
6 Complaint Tracking

The City of Gainesville will maintain a log of Title VI complaints received. This log will be available for public review at the City of Gainesville Office of Equal Opportunity, at 222 E. University Avenue, 2nd Floor, Gainesville, FL 32602, during business hours. The log will include the date of investigation, a summary of allegations, status of investigation, and the action taken by the recipient of federal funds.

GAINESVILLE RTS: Title VI Program | 2013

Appendix C. RTS Title VI Complaint Form

GAINESVILLE RTS: Title VI Program **2013**



RTS is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color, or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended. Title VI complaints must be filed within 180 days from the date of the alleged discrimination.

The following information is necessary to assist us in processing your complaint. Should you require any assistance in completing this form, please contact the Office of Equal Opportunity by calling (352) 334-5051. Complete and return this form to the City of Gainesville Office of Equal Opportunity: 222 E. University Avenue, Gainesville, FL 32602.

1. Complainant's Name _____
2. Address _____
3. City, State and Zip Code _____
4. Telephone Number (home) _____ (business) _____
5. Person discriminated against (if someone other than the complainant)
 1. Name _____
 2. Address _____
 3. City, State and Zip Code _____
6. Which of the following best describes the reason you believe the discrimination took place? Was it because of your:
 1. Race _____
 2. Color _____
 3. National Origin (Language-Limited English Proficiency) _____

GAINESVILLE RTS: Title VI Program **2013**

7. What date did the alleged discrimination take place? _____

8. In your own words, describe the alleged discrimination. Explain what happened and whom you believe was responsible. Please use the back of this form if additional space is required.

9. Have you filed this complaint with any other federal, state, or local agency; or with any federal or state court?

- Yes _____
- No _____

If yes, check all that apply:

- Federal agency _____
- Federal court _____
- State agency _____
- State court _____
- Local agency _____

10. Please provide information about a contact person at the agency/court where the complaint was filed.

1. Name _____

2. Address _____

3. City, State, and Zip Code _____

4. Telephone Number _____

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

GAINESVILLE RTS: Title VI Program | 2013

Complainant's Signature

Date

Print or Type Name of Complainant

Date Received: _____

Received By: _____

GAINESVILLE RTS: Title VI Program | 2013

Appendix D. Public Involvement Plan

GAINESVILLE RTS: Title VI Program | 2013

Table of Contents

- 1 Introduction D-3
- 2 Public Involvement Plan Techniques D-4
 - 2.1 Direct Involvement Activities D-4
- 3 Information Distribution Activities D-6
- 4 Measures of Effectiveness D-7

GAINESVILLE RTS: Title VI Program **2013**

1 Introduction

Development of premier transit services depends on public outreach that engages local citizens, businesses, regional and corridor-wide governmental bodies, and interested groups. As such, the City of Gainesville Regional Transit System (RTS) prioritizes active, inclusive public involvement, and makes a concerted effort to include minority and Limited English Proficient (LEP) populations and other constituencies that are traditionally underserved during its planning and project development processes. More specifically, RTS recognizes its obligations under Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898, and the Florida Civil Rights Act of 1992, and is therefore committed to ensuring that no person shall, on the basis of race, color, national origin, marital status, handicap, sex, age, disability, family, income, or religious status, be excluded from participation in, be denied the benefits or services of, or be otherwise subjected to discrimination or retaliation under any RTS program or activity.¹

To the greatest extent possible, RTS creates unique public involvement plans, tailored to the meet the individual needs of each project or activity rather than a single, monolithic document that attempts to cover all situations.² For that reason, the following public involvement plan simply summarizes strategies and efforts that RTS pulls from when developing these more definite plans. These public involvement plans are shaped in accordance with RTS's Transit Development Plan (TDP), which is mandated by Florida Administrative Code (F.A.C) Rule 14-73.001 and submitted to the Florida Department of Transportation (FDOT) on an annual basis. The RTS TDP outlines existing and future conditions, priorities and financial planning strategies, and public outreach approaches or policies. RTS's TDP was developed to be consistent with the Metropolitan Transportation Planning Organization (MTPO) for the Gainesville Urbanized Area's Public Involvement Plan.

¹ Persons who require special accommodations under the Americans with Disabilities Act (ADA) or persons who require translation services to participate in public meeting activities are requested to notify RTS at least seven days prior to workshops or meetings. RTS public meeting notices include RTS contact information and a deadline date for requesting special accommodations. Refer specifically to Appendix F for efforts taken to engage and provide information to minorities and LEP populations.

² Considerations that go into deciding the type of plan developed include fiscal impact of the action and size of the action (stop-based versus service area based). For a recent example of a specific public involvement plan, please see the *City of Gainesville BRT/Bus Alternatives Analysis Public Involvement Plan* <http://www.gohencerts.com/resources/GainesvilleBRTPIP01312013.pdf>.

GAINESVILLE RTS: Title VI Program **2013**

2 Public Involvement Plan Techniques

The public involvement plan contains a variety of techniques to maximize the active participation by citizens or their representatives and to build trustworthiness between RTS and these individuals.³ These techniques are transparent and flexible and can be classified as direct involvement activities or information distribution activities. The former refers to engaging the public in “hands on” workshops and/or discussions about a project while the latter refers to the dissemination of public information materials.

2.1 Direct Involvement Activities

Direct involvement activities used by RTS to obtain public feedback include the following:

2.1.1 Project Review Committees

Project review committees provide oversight and technical feedback during project development processes. Representatives may be selected from groups such as:

- RTS operators and administrators
- City of Gainesville and Alachua County staff and elected officials
- FDOT and MTPO

2.1.2 Stakeholder Interviews

Stakeholder interviews solicit ideas, concerns, and comments from organizations, community leaders, and other individuals identified by RTS. RTS typically conducts interviews in person or by phone, and follows brief questionnaires to assist the interview process. In addition to the representatives outlined above, stakeholder interviews may involve:

- Regional Workforce Board (FloridaWorks)
- University of Florida (UF) and Santa Fe College (SFC)
- UF Health Shands Hospital and Malcom Randall Veterans Administration Medical Center
- Alachua County Housing Authority
- Gainesville Chamber of Commerce
- Gainesville Community Redevelopment Agency
- Transportation Disadvantaged Board
- Builders Association of North Central Florida

³ This acknowledges that the purposes of individuals like elected officials are to summarize and represent the opinions of their constituency. This does not imply that RTS bypasses direct interaction with citizens. For example, while RTS frequently uses informational booths on the University of Florida campus to collect information from students it recognizes the value of speaking with UF officials who receive daily feedback regarding RTS services.

GAINESVILLE RTS: Title VI Program | 2013

- Alachua County School Board
- Elected officials from surrounding Communities
- Miscellaneous Community-based organizations, including those representing different ethnic and race-based groups.

2.1.3 Surveys and Feedback Forms

System-wide, statistically valid, on-board surveys of RTS fixed-route bus patrons provide information about passenger demographics, travel behavior, satisfaction, needs, and issues. On-board surveys typically coincide with major updates to the TDP, Comprehensive Operational Analyses, and National Transit Database ridership surveys. These events range in frequency from every three to five years.⁴

RTS also effectively uses non-statistically valid surveys to gather the opinions, ideas, or needs of operators and the community. Some examples include the use of surveys to identify the languages operators speak, and preferred alignments and amenities for possible premium transit services. Social media sites, like Facebook, are also introducing a whole new range of opportunities for impromptu, informal surveys to gather immediate feedback.⁵

2.1.4 Public Workshops and Open Houses

Public workshops and Open Houses are recognized as effective techniques for obtaining substantive public participation during the planning process and are the primary mechanism for soliciting public input regarding the transit needs of the RTS service area. Public workshop locations are distributed across the RTS service area to ensure substantial spatial coverage and are identified based upon their presence near high frequency transit routes, ability to accommodate the physically disabled, and well-known status in the area.⁶

⁴ The most recent, major TDP update provided surveys in both English and Spanish. Future efforts will provide all surveys of this nature in English, Spanish, and Chinese.

⁵ In addition to Facebook, the RTS website, project websites like those developed for the Premium Transit Alternatives Analysis, and the TransLoc Automatic Vehicle Location (AVL) interface all allow for customer feedback. These feedback forms are available on each bus, as well and can be filled out directly by a passenger or with the assistance of a driver. RTS maintains the information it receives in a Microsoft Office Access database where it can quickly query input by route, stop, time of day, day, and a host of other variables. RTS looks to this information when planning service changes or making other service recommendations.

⁶ RTS most frequently hosts its meetings at City Hall (200 East University Avenue, Gainesville, FL 32601) or Gainesville Regional Utility Multi-purpose Room (301 Southeast 4th Avenue, Gainesville, FL 32601). Both facilities are within or adjacent to Census Block Groups that are identified by the most recent American Community Survey or United States Census as having above average levels of individuals and households without a vehicle, designated as below poverty, designated as a LEP individual or minority, and a non-high school graduates. It is important to

GAINESVILLE RTS: Title VI Program **2013**

Public workshops employ one or more public participation techniques, with the type of strategy employed depending upon the workshop topic and venue:

- Presentations
- Surveys
- Dot polling
- Visual displays
- Question and answer sessions
- Discussion groups

RTS seeks to vary the time of day when it hosts these meetings so as to accommodate the different work schedules of individuals within the community.

2.1.5 Public Presentations

RTS also regularly engages with the community at monthly or bimonthly meetings for:

- Alachua County Board of County Commissioners
- City of Gainesville City Commission
- RTS Citizens Advisory Board (CAB)
- MTPO Board, Technical Advisory Committee, and Citizens Advisory Committee

3 Information Distribution Activities

RTS shares information with the public in a variety of ways in order to increase the number of unique groups it reaches. RTS uses the following methods to distribute information to the public regarding projects, activities, events, and meetings:

- RTS website
- Information booths⁷
- RTS Facebook and YouTube accounts
- Phone-based language interpretation⁸

note, however, that this information also shows that these groups are distributed throughout the RTS service area rather than being geographically isolated.

⁷ See Appendix E for the wide range of locations where RTS interacts with the public through presentations and informational booths, including local fairs, festivals, and schools.

⁸ RTS is working with emergency management staff to provide phone translation services in over 30 languages by Fall 2013.

GAINESVILLE RTS: Title VI Program **2013**

- City and County websites
- Newspapers, including the Gainesville Sun and Gainesville Guardian⁹
- Florida Administrative Register
- RTS and City facilities, including City Hall, all RTS buses, primary bus stops or transfer locations¹⁰
- Email distribution lists¹¹
- Gainesville Public Television Channel-12

4 Measures of Effectiveness

To ensure accountability and improvement, RTS sets specific, numeric initiatives regarding public outreach and customer satisfaction within its TDP and annually reports on its success in meeting these initiatives.¹² Examples include:

- Participating in a certain number of local job fairs, community organization meetings and events
- Distributing service information to all businesses, community facilities, and residences within a certain distance of RTS routes
- Reducing the number of customer complaints per 100,000 riders

⁹ All RTS public workshops are advertised one week in advance in these newspapers.

¹⁰ On a weekly basis, volunteers provide transit service support for the visually impaired at RTS's Rosa Parks Downtown station.

¹¹ Email distribution lists are compiled from sign-in sheets and used to distribute project reports, surveys, future meeting dates and times.

¹² Most of these initiatives seek to go beyond the obligatory requirements to host public workshops notifying citizens or service and fare changes.

GAINESVILLE RTS: Title VI Program | 2013

Appendix E. Public Outreach Activities

GAINESVILLE RTS: Title VI Program | 2013

1 January

1.1 2012

- January 5, 2012 – RTS attended a Gainesville City Commission meeting. The City Commission considered a request to adopt a resolution to allow RTS to apply for 5310 and 5317 grants to purchase a paratransit vans to provide Americans with Disabilities Act (ADA) service to the disabled. The City Commission also considered a request to adopt a resolution to allow RTS to apply for a 5311 grant to purchase demand response trips and to continue to provide service on Route 23, which operates between the Oaks Mall and Santa Fe College (SFC).
- January 9, 2012 – RTS attended a City Commission meeting. The City Commission considered various issues related to the proposed Charter County and RTS surtax, including the allocation of revenue from the surtax, and the prioritization of transportation projects considered for funding and the potential of including RTS Bus Rapid Transit (BRT) operating costs to this list.
- January 25, 2012 – RTS held a Citizen’s Advisory Board (CAB) meeting at the RTS Administration Building. Agenda items included Board member attendance.

1.2 2013

- January 10, 2013 – RTS attended the Rotary Club meeting at the UF Hilton Conference Center. A PowerPoint on RTS information was presented explaining RTS’ role in the community, how it functions, and its future goals. An information flier was distributed.
- January 22, 2013 – RTS staffed a table at the Rosa Parks Downtown Station and the UF Reitz Union Lawn where it provided the public with information regarding the BRT Alternatives Analysis (AA) study. RTS also held an evening Open House Workshop regarding the BRT AA study at the Gainesville Regional Utilities Administration Building’s Multipurpose room.
- January 23, 2013 – RTS staffed a table at Santa Fe College (SFC) to provide information to the public regarding the BRT AA study, and also gave a presentation on the same topic at the SFC Student Senate meeting.

2 February

2.1 2011

- February 18, 2011 – RTS held a public workshop from 3 PM to 7 PM for the Vision, Funding and Governance Study at the GRU building in downtown Gainesville. Attendees learned about rapid transit services and the 25-year RTS Rapid Transit Plan, shared ideas about how to make public transportation work better for the community, and learned how to stay involved in the transit planning process.
- February 23, 2011 – RTS held a regularly scheduled CAB meeting. Agenda items included an update on the BRT study, ridership, maintenance facility, and other RTS projects.

GAINESVILLE RTS: Title VI Program | 2013

- February 25, 2011 – RTS sent Marketing and Communications Supervisor Chip Skinner to speak in the Biofuel Panel at the 17th Annual Public Interested Environmental Conference.

2.2 2012

- February 2, 2012 – RTS attended the City Commission meeting. The City Commission considered a request to approve rankings of four video surveillance firms, and to authorize the City Manager to execute a contract with Seon Systems Sales, Inc. to upgrade the camera system for safety purposes on RTS buses.
- February 13, 2012 – RTS attended the City Commission meeting. The City Commission considered various issues related to the proposed Charter County and Regional Transportation System surtax, including the allocation of revenue from the surtax, and the prioritization of transportation projects.

2.3 2013

- February 19, 2013 – RTS attended the Sister City presentation at Public Works. A PowerPoint was presented with information on RTS' functions, services, and goals. A summary flier of the key points was distributed.
- February 26, 2013 – RTS held an evening public meeting to discuss proposed service changes for summer 2013 at the GRU Administration Building in downtown Gainesville.

3 March

3.1 2011

- March 15, 2011 – RTS Transit Director Jesus Gomez and Marketing and Communications Supervisor Chip Skinner attend the Florida Public Transportation Association (FPTA) Information session. A featured panel discussion included Jesus Gomez.
- March 19, 2011 – RTS participated in the Cinema Verde: Environmental Film Festival on March 19, 2011. RTS provided promotional and educational materials and gathered feedback from the public on the Vision, Funding and Governance Study.
- March 23, 2011 – RTS participated in Public Works Department Citizens Academy 101 program on March 23, 2011. Theresa "T" Harrison presented on behalf of RTS. Informational materials were provided for attendees.
- March 24, 2011 – RTS participated in the UF Small Business Conference Tradeshow at the Hilton University of Florida (UF) Conference Center. RTS had a table top display and an outreach presentation for the public.
- March 25, 2011 – RTS visited the Baby Gator facility on Newell Drive on March 25, 2011. RTS gave the kids a bus tour and allowed for further exploration. In addition, educational materials were provided.

GAINESVILLE RTS: Title VI Program | 2013

- March 26, 2011 – RTS participated in the Millhopper Branch Library event entitled, “Living Green.” RTS had a table display and dispersed transit related information as well as advertised the “Just One Day” program.

3.2 2012

- March 1, 2012 – RTS attended the City Commission meeting. RTS made a request for the adoption of the Federal Program of Projects by the City Commission.
- March 21, 2012 – RTS was a part of the spring 2012 Citizens Academy to educate Gainesville’s citizens about RTS.
- March 22, 2012 – RTS was a part of the 2012 Employee Rally, titled “What’s Your Passion?” at the MLK Center. RTS set up a booth to provide information to City employees about using the bus system.
- March 28, 2012 – Gamma Eta Sorority held a Bus Driver Appreciation Day lunch and passed out food at the Rosa Parks Downtown Station, the Hub, and the Reitz Union.
- March 28, 2012 – RTS held a CAB meeting at the RTS Administration Building. Agenda items included the introduction of a new Board member, bylaws, and elections.

4 April

4.1 2011

- April 6, 2011 – RTS staff presented the Long Range Transportation Plan to the Chamber of Commerce Public Policy Committee.
- April 12, 2011 – RTS staff and Project Consultants set up tables at SFC, UF, and at the RTS Rosa Parks Downtown Station for the Vision Study. RTS engaged and got input from passengers and other interested persons about the development of Premium Transit Services in the Gainesville urban area. The public were given the opportunity to view the Premium Transit Network Concept Maps, to fill out brief surveys, to ask questions and to sign up for future meeting notifications.
- April 14, 2011 – RTS held a booth at the City of Gainesville employee rally on April 14th. RTS provided information to let employees know more about public transportation.
- April 15, 2011 – RTS participated in the Advertising Federation of Gainesville event. RTS participated in discussions on a variety of advertising subjects designed to benefit organizations.
- April 19, 2011 – RTS attended the UF Sustainable Products Tradeshow. RTS communicated aspects of RTS’ sustainable activities to the University of Florida’s staff, faculty and students, as well as local attendees.
- April 20, 2011 – RTS provided transportation for the Citizens’ Academy Community Redevelopment Agency (CRA) Neighborhood Tour Bus.

GAINESVILLE RTS: Title VI Program | 2013

- April 21, 2011 – RTS held a public workshop for the Vision, Funding and Governance Study concerning the establishment of Premium Transit Services in Gainesville at SFC. RTS gathered feedback from the public on the plan.
- April 27, 2011 – RTS held a regularly scheduled CAB meeting. Agenda items included an update on the BRT study, ridership, maintenance facility, and other RTS projects.
- April 27, 2011 – RTS held a Vision, Funding and Governance Study Meeting with the Project Review Committee that consisted of elected officials and agency representatives. These representatives provided guidance and recommendations throughout the course of the study.
- April 27, 2011 – RTS held an evening public meeting to discuss summer service changes scheduled to begin May 2, 2011.
- April 28, 2011 – RTS presented at Rawlings Elementary School’s annual Career Day and provided educational materials for students.

4.2 2012

- April 3, 2012 – RTS attended the City Commission meeting. RTS staff gave a presentation to the Audit, Finance and Legislative Committee regarding the issue of staffing and overtime for RTS Driver-Operators.
- April 17, 2012 – RTS provided the tour that accompanies the Spring Citizens’ Academy. The tour began at the Gainesville CRA and took passengers to various Gainesville locations.
- April 18, 2012 – RTS was present at UF’s 7th Annual Sustainable Products Trade Show in the Reitz Union’s Grand Ballroom.
- April 18, 2012 – RTS provided the tour that accompanies the Citizens’ Academy CRA Neighborhood Bus Tour.
- April 19, 2012 – RTS attended the City Commission meeting. The City Commission authorized the City Manager to propose additional RTS Driver-Operator positions in the FY 2012 operating budget with no overall increase in the RTS budget. The City Commission also considered a request to approve the Advanced Schematic Design documents for the design of the RTS Bus Fleet Maintenance & Operations Facility.
- April 24, 2012 – RTS attended and set up a table at the SFC Earth Day Celebration.
- April 30, 2012 – RTS held a public meeting to provide information and receive public comment on proposed summer service changes scheduled to begin on May 7, 2012.

4.3 2013

- April 22, 2013 – RTS presented their findings regarding service availability to local, subsidized primary care clinics, as well as mental health facilities to the City of Gainesville Recreation, Cultural Affairs and Public Works Committee.
- April 25, 2013 – The RTS marketing team attended the 2013 City of Gainesville Employee Rally.

GAINESVILLE RTS: Title VI Program | 2013

5 May

5.1 2011

- May 18, 2011 – RTS presented at Lawton Chiles Elementary School’s annual Career Day and provided educational materials for students.
- May 19, 2011 – RTS staff attended the 2011 Business Showcase at the Phillips Center for the Performing Arts.
- May 21, 2011 – RTS participated in the 2nd Annual Sweet Dreams Touch-A-Truck event on May 21st, which allows local youth to interact with police and fire rescue staff
- May 25, 2011 – RTS held a regularly scheduled CAB meeting. Agenda included an update on the BRT study, ridership, maintenance facility, and other RTS projects.
- May 31, 2011 – RTS held a Job Fair at the SFC downtown campus. RTS allowed interested persons to apply for a transit operator position.

5.2 2012

- May 3, 2012 – RTS attended the City Commission meeting. The City Commission considered a request to approve rankings for three planning and engineering firms, and to execute a contract with the top ranked firm, Parsons Brinckerhoff, to conduct a Bus Rapid Transit/Bus Alternatives Analysis for RTS. The City Commission authorized the City Manager and City Attorney to consult with Alachua County on the ballot title/theme and ballot language for the ¼ cent surtax initiative for transit.
- May 4, 2012 – RTS attended Norton Elementary school for their Career Week Vehicle Day. They held 7 sessions, approximately 45 minutes each per grade level and each class was able to speak with our transit operator for about 4-5 minutes during this time. RTS took one of the buses to the event at which allowed students to get on the bus. There were about 630 students total at the school.
- May 17, 2012 – RTS attended a City Commission meeting. The City Commission considered two ballot initiatives for a Charter County and RTS sales surtax for November 2012: one is a ¾ cent surtax for roads and one is ¼ cent surtax for transit.
- May 17, 2012 – RTS attended the Chamber of Commerce 2012 Business Showcase at the Phillips Center for the Performing Arts. The RTS representative discussed the benefits of transit and “Greening the Gator Nation.” RTS also gave public preliminary information about a possible ¼ cent transit tax initiative, promoted the RTS Employee Bus Pass Program, and bus advertising options.
- May 18, 2012 – RTS transit operator Logan McCone took a bus out to the Lawton Chiles Elementary School Career Day to speak with the kindergarten students about a career in transit.
- May 19, 2012 – RTS participated in the third annual Sweet Dreams Touch-a-Truck Day from. RTS provided a bus and driver to give tours of the bus and handed out promotional materials.

GAINESVILLE RTS: Title VI Program | 2013

- May 23, 2012 – RTS held a CAB meeting at the RTS Administration Building. Agenda items included bylaws and elections.
- May 31, 2012 – RTS held an evening public meeting at Gainesville City Hall to provide information and receive public comment on proposed service changes for fall 2012.
- May 31, 2012 – RTS set up a booth at the closing celebration of National Bicycle Month to provide information on its services.

5.3 2013

- May 7, 2013 – RTS hosted a Disadvantaged Business Enterprise (DBE) public meeting at the RTS Administration Building to discuss DBE program and goals.
- May 16, 2013 – RTS attended the 2013 Chamber of Commerce Business Showcase. The team provided information on advertising, bus routes, future RTS endeavors, and the City of Gainesville Employee Bus Pass Program.
- May 17, 2013 – RTS attended Norton Elementary School Career Day. All the grade levels came attended. The driver gave a short presentation and interacted with the students.
- May 17, 2013 – RTS attended Rawlings Elementary School Career Day event. The bus driver presented a 30 minute session to each grade from 8am to noon.
- May 18, 2013 – RTS attended Sweet Dreams Touch-A-Truck event.

6 June

6.1 2011

- June 1, 2011 – RTS participated in Career Day at Lincoln Middle School. An RTS operator discussed the career of a transit operator with students.
- June 22, 2011 – RTS held a regularly scheduled CAB meeting. Agenda items included an update on RTS projects.
- June 29, 2011 – RTS staff attended the Reverse Trade show in Ocala, FL to display purchase procedure and DBE information.
- June 7, 2012 – RTS attended the City Commission meeting. RTS submitted a request for approval to add 10 additional transit operator positions.

6.2 2012

- June 18, 2012 – RTS hosted the Hybrid Bus Ribbon Cutting for its two new Gillig Hybrid Electric buses. RTS was joined by Mayor Craig Lowe, UF Vice President of Business Affairs Curtis Reynolds, Director of UF Office of Sustainability Anna Prizzia and UF Student Body President T.J. Villamil. About 50 other people attended.

GAINESVILLE RTS: Title VI Program **2013**

6.3 2013

- June 3, 2013 – RTS presented an update of the alternatives analysis regarding premium transit service in Gainesville to the Metropolitan Planning Organization.
- June 5, 2013 – RTS attended the bi-monthly Black on Black Crime Task Force to present an update of RTS' alternatives analysis of premium transit service in Gainesville and discuss upcoming fall service changes. The Black on Black Crime Task Force represents a partnership between the Gainesville Police Department and citizens in the area's disadvantaged neighborhoods that addresses local challenges to those communities.
- June 10, 2013 – RTS attended the monthly FloridaWorks Committee meeting to present an update of RTS' alternatives analysis of premium transit service in Gainesville.
- June 25, 2013 – RTS provided bus riding training for individuals or members of the Reichert House (youth academy), Veteran's Administration, and Tacachale (developmentally disabled center).

7 July

7.1 2011

- July 19, 2011 – RTS and Project Consultants held a second Vision, Funding and Governance Study Meeting with the Project Review Committee that consisted of elected officials and agency representatives. At this meeting, local funding options were presented and feedback was solicited.
- July 27, 2011 – RTS held a regularly scheduled CAB meeting. Agenda items included an update on RTS projects.
- July 28, 2011 – RTS attended the annual ADA Expo at the Sidney Lanier Center. RTS set up a table, answered questions, and distributed information, including the RTS ADA Guide and other RTS media.
- July 28, 2011 – RTS attended Prime Time for Seniors at Senior Recreational Center. RTS spoke to a group of seniors about transportation options available to them and how they could get to the center and distributed information including the RTS ADA Guide and other RTS media.

8 August

8.1 2011

- August 15, 2011 – RTS participated in the UF Graduate Student Orientation in the Rion Ballroom at UF to provide information to the 1,200 new graduate students.
- August 22 - 23, 2011 – At Ask Me 2011, RTS joined UF faculty and staff to answer service questions as a welcome to new students.
- August 24, 2011 – RTS held a regularly scheduled CAB meeting. Agenda items included an update on the BRT study, ridership, maintenance facility, and other RTS projects.

GAINESVILLE RTS: Title VI Program 2013

- August 31, 2011 – The UF Alternative Transportation Fair took place on the Reitz Lawn as a part of UF’s One Less Car initiative. The Hybrid Electric Ford Escape was displayed, and information about bus routes and using RTS’ service was given.

8.2 2012

- August 7, 2012 – RTS attended National Night Out from 5pm to 8pm at Lincoln Park. The staff set up a table and brought fans, coloring books, and other goodies.
- August 13, 2012 – The RTS Marketing and Communications team attended the UF Grad Student Orientation and provided new students with information, maps and promotional materials.
- August 18, 2012 – RTS participated in Porter’s Community Event. The event showed residents how to connect with programs and services in the community routed along the RTS bus system.
- August 21, 2012 – RTS attended the Alachua County Board of County Commissioners meeting to discuss the Gas Tax and proposed impacts to RTS service if the County budget is approved.
- August 22, 2012 – RTS participated in UF’s Ask Me Program 2012. The marketing team handed out schedule brochures, route summary sheets and promotional materials at the Rawlins Hall bus stop.

9 September

9.1 2011

- September 1, 2011 – RTS attended the City Commission meeting. The City Commission considered a request to authorize the City Manager to execute the Base Level Transit Services Agreement between RTS and the Alachua County Board of County Commissioners.
- September 13, 2011 – The Career Fair at the MLK Center took place from 6-8 p.m. Positions for transit operator trainee, vehicle service attendant, fleet mechanic I and fleet mechanic II were advertised.
- September 15, 2011 – RTS attended the City Commission meeting. The City Commission considered a request to adopt a resolution authorizing the City of Gainesville to accept State Block Grant Funds for FY 2011-12.
- September 22, 2011 – RTS presented to the PrimeTime senior group about services for seniors and access to the new Senior Center.

9.2 2012

- September 11, 2012 – RTS attended the Gainesville Job Fair. The event was free to public, and there was early admission for veterans. RTS was one of the sponsors of the fair. Interior cards promoting the job fair were placed inside RTS buses prior to the event.
- September 12, 2012 – RTS participated in the fifth annual UF Sustainability’s Alternative Transportation Fair. The Hybrid-Electric car was placed on display and RTS provided informational and promotional materials to the students.

GAINESVILLE RTS: Title VI Program | 2013

- September 25, 2012 – RTS spoke at the Lions Club Speaking Engagement.
- September 25, 2012 – RTS held a daytime public meeting at the Alachua County Health Department to receive citizen input on proposed service changes for fiscal year 2013.
- September 26, 2012 – RTS held an evening public meeting at the RTS Administration Building to receive citizen input on proposed service changes for fiscal year 2013.
- September 27, 2012 – RTS held an evening public meeting at the GRU Administration Building in downtown Gainesville to receive citizen input on proposed service changes for fiscal year 2013.

10 October

10.1 2010

- October 1, 2010 – RTS promoted the new route 25 by offering Courtesy Passes to those wishing to ride.
- October 4, 2010 – RTS attended UF graduate level forum regarding Communication Management.
- October 4, 2010 – RTS participated in the Long Range Transportation Plan public hearing.
- October 17, 2010 – RTS participated in celebrating the City of Gainesville’s City Government Week from October 17-23, 2010.
- October 24, 2010 – RTS participated in the Rosa Parks Memorial Celebration at the Rosa Parks RTS Downtown Station.
- October 26, 2010 – RTS attended the “Save the Bus Day” event at SFC. RTS had a bus on display and staff to answer questions about RTS service to and from SFC. “Save the Bus Day” is SFC Student Government’s main event supporting the Transit Bill that would allow SFC students to have prepaid unlimited access to RTS transit service.

10.2 2011

- October 19, 2011 – RTS participated in the Citizen’s Academy by taking all participants to the groundbreaking of the new facility.
- October 26, 2011 – RTS held a CAB meeting at the RTS Administration Building. Agenda items included monthly meetings, CAB meeting dates during the holidays, and wheelchairs on RTS buses.
- October 26, 2011 – RTS attended SFC’s Sustainability Fair to educate students about the environmental benefits of transit.

10.3 2012

- October 17, 2012 – RTS attended the Citizen Academy’s Connecting our Community second session, which focused on the Public Works Department. RTS spoke about 2012 ridership records and budget, the new fleet maintenance and operations facility, the bus rapid transit system, green efforts, and the new hybrid buses.
- October 23, 2012 – RTS took part in the City’s celebration week of Florida city government.

GAINESVILLE RTS: Title VI Program | 2013

- October 25, 2012 – RTS attended the Gainesville Chamber of Commerce’s After Hours event at Gatorland Toyota to network with local businesses and professionals.

11 November

11.1 2010

- November 10, 2010 – RTS participated in the Caregiver Conference sponsored by Elder Care.
- November 17, 2010 – RTS held the Citizens Academy CRA RTS Bus Tour.
- November 18, 2010 – RTS attended the Public Works Administration Building Open House. Information about the new facility was provided.

11.2 2011

- November 3, 2011 – RTS attended the City Commission meeting. The City Commission considered a request to purchase new buses, approve Design/Build firm for the new RTS Bus Fleet Maintenance and Operations Facility, and receive a presentation of the Vision, Funding and Governance Structure Study report (RTS Premium Transit Service report).
- November 11, 2011 – RTS attended the City of Gainesville “Focus on the Future” community forum at the new Senior Recreation Center.
- November 15, 2011 – RTS gave a presentation to the Community Development Committee. In August 2011, RTS staff attended a transit conference in Seattle, WA and visited Portland and Eugene, OR to learn about their Streetcar and BRT services. RTS presented their findings from those experiences to the Committee.
- November 17, 2011 – RTS attended the City Commission meeting. The City Commission considered a request to authorize a bid award to Hydrotex Partners, Ltd, for diesel fuel treatments for RTS’s Maintenance Division.

11.3 2012

- November 29, 2012 – RTS participated in the Citizens’ Academy bus tour event. The event focused on the city’s neighborhood improvement and Planning and Development Services Department.

12 December

12.1 2010

- December 8, 2010 – RTS participated in Career Day at Terwilliger Elementary. An RTS operator discussed the career of a transit operator with students.
- December 8, 2010 – RTS held a regularly scheduled CAB meeting.
- December 14, 2010 – RTS participated in the FDOT Transit Accessibility course in Jacksonville, FL.

GAINESVILLE RTS: Title VI Program | 2013

12.2 2011

- December 1, 2011 – RTS attended the City Commission meeting. The City Commission considered a request to adopt a resolution to receive FDOT funds for a Bus Rapid Transit Alternatives Analysis.
- December 7, 2011 – RTS held a CAB meeting at the RTS Administration Building.

12.3 2012

- December 5, 2012 – RTS attended the Gainesville Chamber of Commerce Public Policy Committee meeting.

GAINESVILLE RTS: Title VI Program | 2013

Appendix F. Limited English Proficiency (LEP) Plan

GAINESVILLE RTS: Title VI Program **2013**

Table of Contents

| | | |
|-----------------|---|------|
| 1 | Introduction | F-3 |
| 1.1 | System Background..... | F-3 |
| 1.2 | Description of the Study Area | F-4 |
| 1.3 | Limited English Proficiency Program Background | F-4 |
| 2 | Four Factor Analysis | F-5 |
| 2.1 | Factor 1: The Number or Proportion of LEP Persons Eligible to be Served or Likely to be Encountered by the Program or Recipient | F-5 |
| 2.2 | Factor 2: The Frequency with which LEP Persons Come into Contact with the Program | F-21 |
| 2.3 | Factor 3: Nature and Importance of the Program, Activity, or Service provided by the Program to People’s Lives..... | F-31 |
| 2.4 | Factor 4: The Resources Available to the Recipient for LEP Outreach, as well as the Costs associated with that Outreach..... | F-32 |
| 3 | Language Assistance Plan | F-34 |
| 3.1 | LEP Population Served | F-34 |
| 3.2 | Language Assistance Services | F-35 |
| 3.3 | Providing Notice of Language Assistance Services Availability..... | F-37 |
| 3.4 | Monitoring, Evaluating, and Updating the Language Access Plan..... | F-38 |
| 3.5 | Providing Timely and Reasonable Language Assistance to LEP Populations..... | F-38 |
| Attachment I. | Spanish Translation of the RTS Title VI Notice to the Public..... | F-40 |
| Attachment II. | Chinese Translation of the RTS Title VI Notice to the Public | F-43 |
| Attachment III. | Spanish Translation of the Title VI Complaint Procedure | F-46 |
| Attachment IV. | Chinese Translation of the Title VI Complaint Procedure..... | F-50 |
| Attachment V. | Spanish Translation of the RTS Title VI Complaint Form | F-53 |
| Attachment VI. | Chinese Translation of the RTS Title VI Complaint Form | F-56 |

GAINESVILLE RTS: Title VI Program 2013

1 Introduction

Title VI of the Civil Rights Act of 1964, and its implementing regulations provide that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity that receives Federal financial assistance. A federal aid recipient's failure to assure that people who are not proficient in English can effectively participate in and benefit from programs and activities may constitute national origin discrimination prohibited by Title VI.

In accordance with the above, Executive Order 13166, and the Federal Transit Administration (FTA) Circular 4702.1B, the City of Gainesville Regional Transit System (RTS) has developed a plan concerning Limited English Proficient (LEP) persons. This plan illustrates the various forms of contact that RTS has with LEP persons, and how it uses that information to improve access to services and transportation decision-making processes for LEP persons. This is not a static document. RTS will continue to modify its LEP program based upon feedback and direction received from RTS employees and community members.

1.1 System Background

The City of Gainesville Regional Transit System (RTS) provides fixed-route bus service and contracted complementary paratransit services connecting the City of Gainesville, the University of Florida (UF), Santa Fe College (SFC), and unincorporated parts of Alachua County. During most weekdays in spring 2013, RTS operated 45 routes, covering an area of approximately 78 square miles. RTS serves over 10 million passengers per year.¹³ Figure 2 shows the RTS service area.

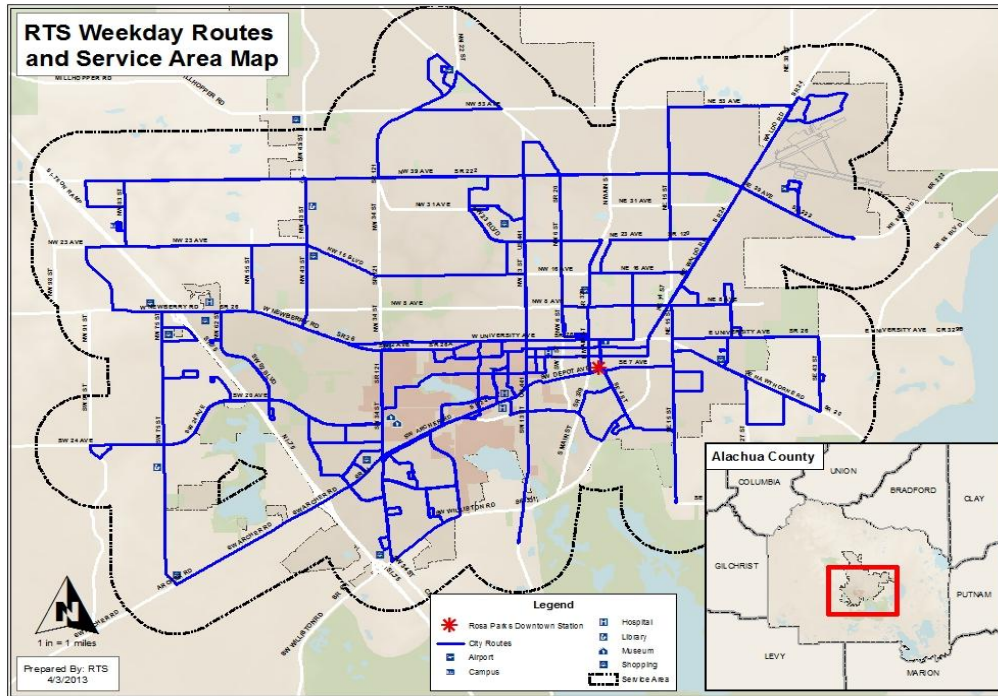
Figure 1. Google Trip Planner (Chinese)

The screenshot shows the Google Trip Planner interface in Chinese. At the top, it says 'RTS Trip PLANNER' with a logo. Below that, it says 'Powered by GOOGLE'. The main form has the following fields: '开始' (Start) with the value 'Oaks购物中心', '结束' (End) with the value '大学大道', '日' (Date) with the value '06/19/2013', and '时间' (Time) with the value '7:16'. There is a '调幅' (Adjust) dropdown menu next to the time. Below these fields, there is a '规划:' (Plan) label and a '出发时间' (Departure Time) dropdown menu. At the bottom, there is a '行车路线' (Travel Route) button.

¹³ One route begins operating on Wednesday and two routes begin operating on Thursday.

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Figure 2: RTS Weekday Routes and Service Area Map



1.2 Description of the Study Area

The City of Gainesville is located within Alachua County in North Central Florida. Alachua County is bordered on the north by Columbia, Union, and Bradford Counties, on the east by Putnam County, on the west by Gilchrist County, and on the south by Levy and Marion counties. The City of Gainesville is approximately 62 square miles while Alachua County is approximately 785 square miles.

Figure 3: Google Trip Planner (Spanish)

Over the last ten years, both the populations of Alachua County and the City of Gainesville have increased. Between 2000 and 2010, the U.S. Census shows that the population of Alachua County grew from 217,955 to 247,336, an increase of 11.9 percent, while the population of the City of Gainesville grew from 95,447 to 124,354, an increase of 23 percent.

1.3 Limited English Proficiency Program Background

Individuals that have a limited ability to read, write, speak, or understand English are considered LEP. According to the 2007-2011 American Community Survey 5-Year Estimates (S1602), more than 5 million households in the United States report that *no one over age 14 speaks English only or speaks English*

GAINESVILLE RTS: Title VI Program | 2013

“very well.” Among these households, the largest language groups include Asian and Pacific Islander languages and Spanish.

2 Four Factor Analysis

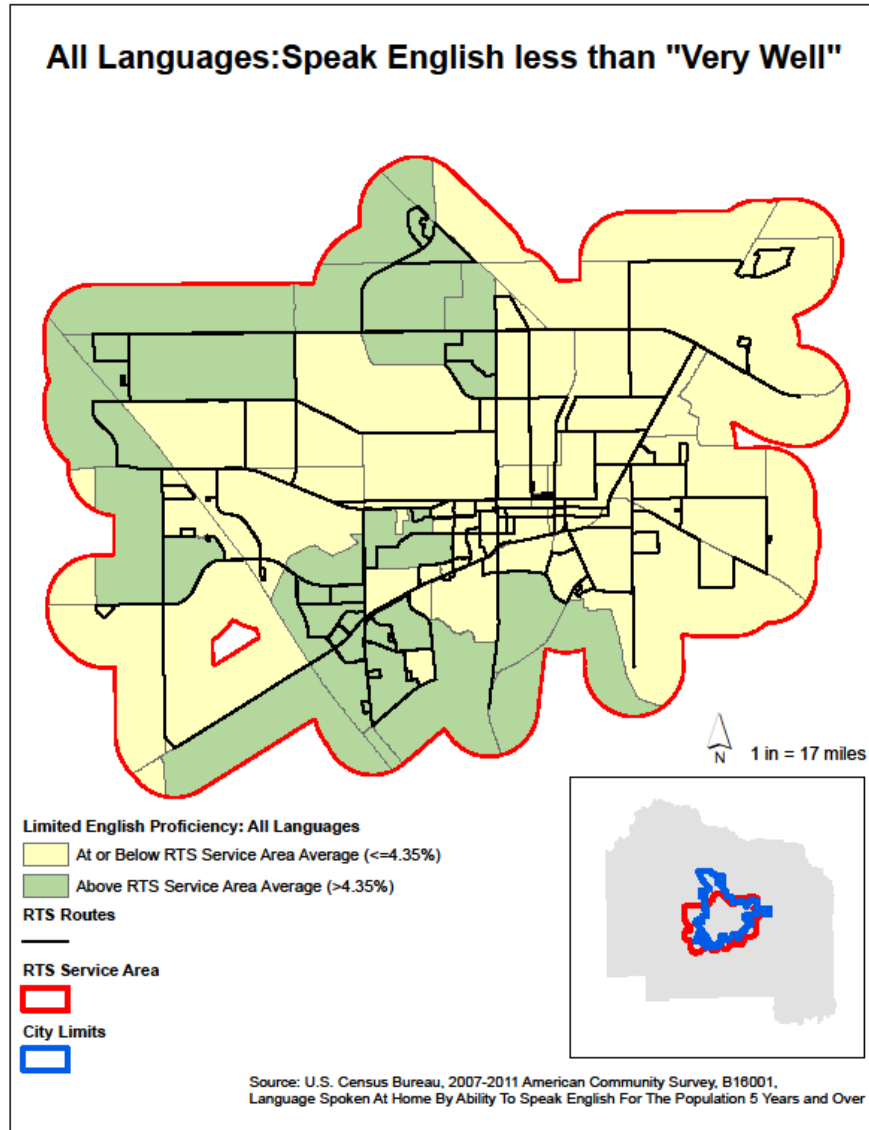
2.1 Factor 1: The Number or Proportion of LEP Persons Eligible to be Served or Likely to be Encountered by the Program or Recipient

2.1.1 Language Abilities

Almost 4% of the Alachua County population age 5-years and over, or 9,095 persons, speaks English less than “very well”, according to the 2007-2011 American Community Survey 5-year estimates (Table 1). This figure for the RTS service area alone is slightly higher at 4.35% of the population; of the LEP persons in Alachua County 92.5% reside in the RTS service area. The highest concentrations of LEP persons, as identified by those Census Tracts whose average population share of LEP individuals exceeds the average population share for the RTS service area, are found largely in the vicinity of SFC and UF in southwestern and northwestern portions of the RTS service area (Figure 4). Out of the total LEP population in Alachua County, Spanish or Spanish Creole, Chinese, and Korean represent the largest language shares.

GAINESVILLE RTS: Title VI Program 2013

Figure 4: Limited English Proficiency (All Languages) by Census Tract



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Table 1: Alachua County: Language Spoken at Home by Ability to Speak English for the Population 5 years and over

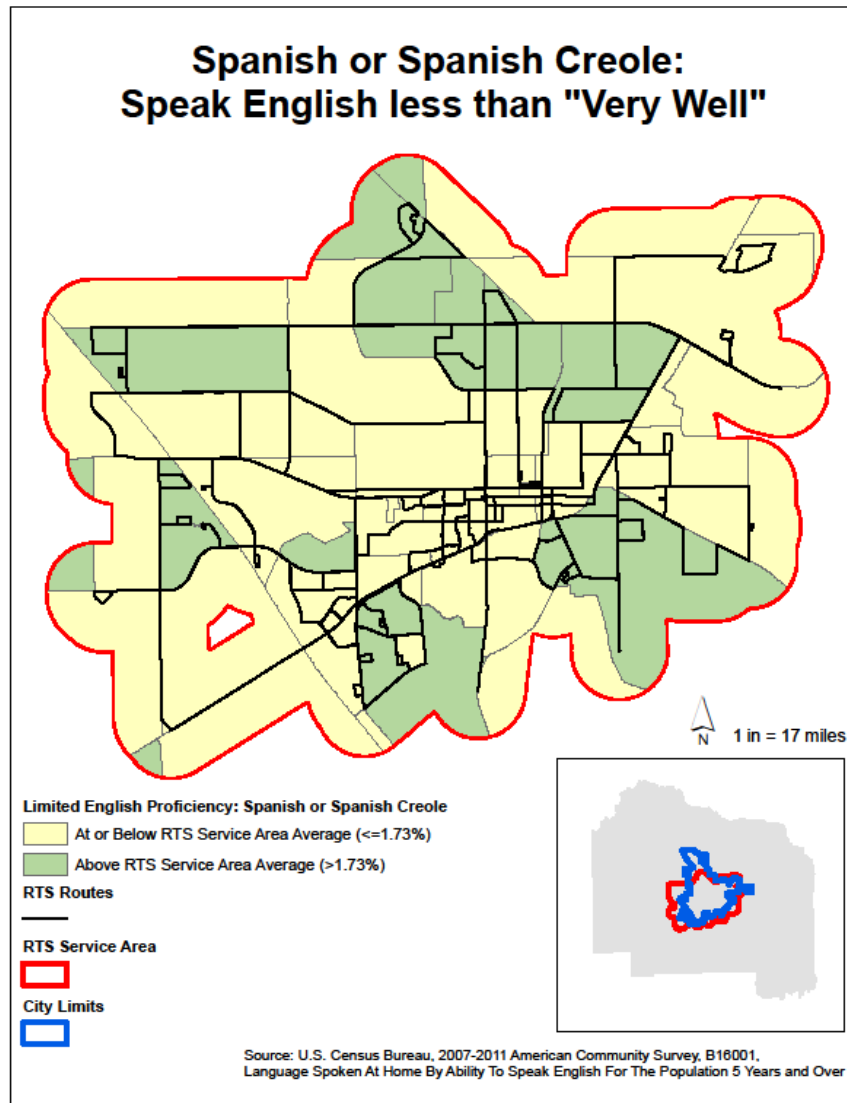
| Language | Speak English less than "Very Well" |
|----------------------------------|-------------------------------------|
| Spanish or Spanish Creole | 3,828 |
| French | 193 |
| French Creole | 310 |
| Italian | 38 |
| Portuguese or Portuguese Creole | 220 |
| German | 78 |
| Yiddish | 0 |
| Other Western Germanic languages | 46 |
| Scandinavian languages | 0 |
| Greek | 147 |
| Russian | 151 |
| Polish | 20 |
| Serbo-Croatian | 0 |
| Other Slavic Languages | 15 |
| Armenian | 9 |
| Persian | 24 |
| Gujarati | 80 |
| Hindi | 189 |
| Urdu | 22 |
| Other Indic languages | 108 |
| Other Indo-European languages | 19 |
| Chinese | 1,067 |
| Japanese | 307 |
| Korean | 767 |
| Mon-Khmer, Cambodian | 50 |
| Hmong | 7 |
| Thai | 37 |
| Laotian | 19 |
| Vietnamese | 581 |
| Other Asian languages | 123 |
| Tagalog | 263 |
| Other Pacific Island languages | 0 |
| Navajo | 22 |
| Other Native North American | 0 |
| Hungarian | 9 |
| Arabic | 265 |
| Hebrew | 9 |
| African Languages | 45 |
| Other and unspecified languages | 0 |

GAINESVILLE RTS: Title VI Program **2013**

GAINESVILLE RTS: Title VI Program 2013

According to the table above, Alachua County has a Spanish-speaking LEP population of 3,828 persons, or approximately 1.6% of the total county population age 5 years and over. According to the same data, 87% of these individuals live within a Census Tract that intersects the RTS service area. This Hispanic LEP population is spread throughout the RTS service area, with the highest concentrations (above the service area average of 1.73%) on the northern, southern, and western periphery (Figure 5).

Figure 5: Spanish-speaking Population by Census Tract

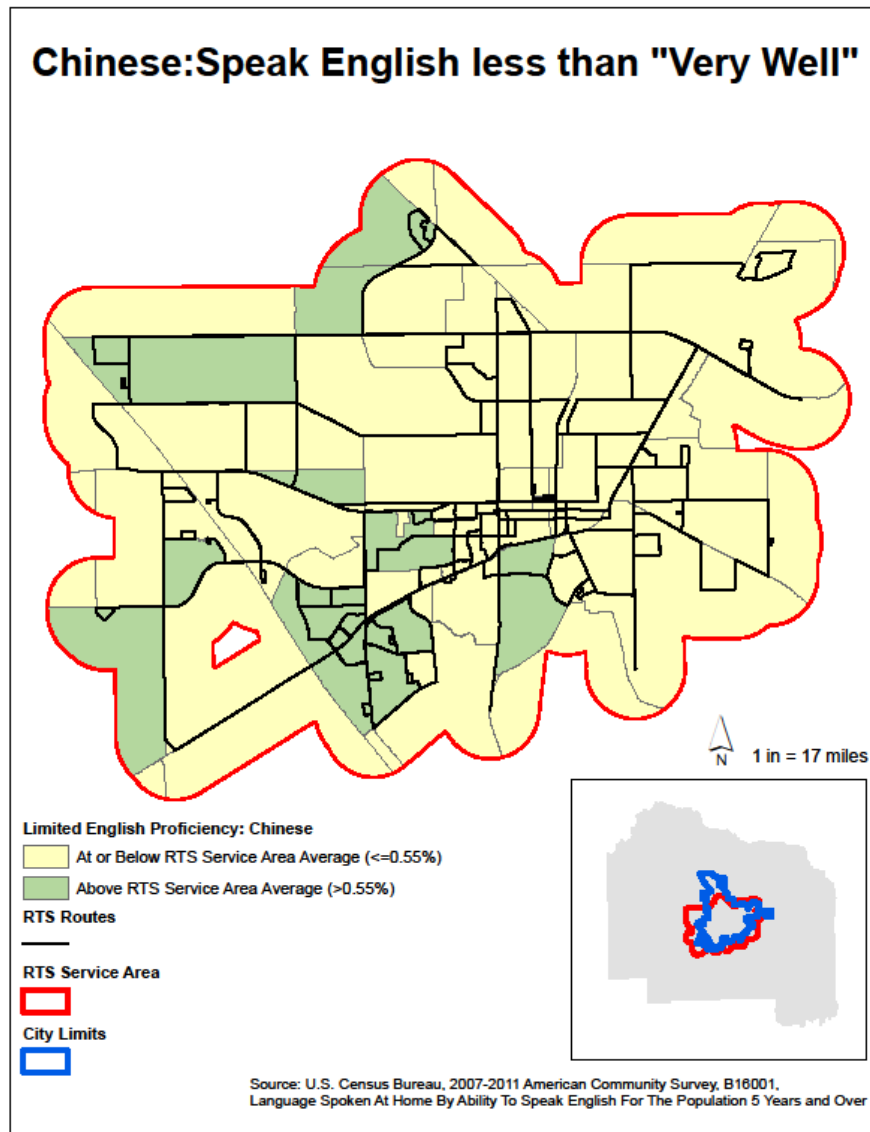


The Chinese-speaking LEP population is the only other language group within Alachua County with over 1,000 individuals who identify themselves as speaking English less than “very well.” This group includes

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1,067 persons, or approximately 0.55% of the total county population age 5 years and over; all of these individuals reside in a Census Tract that intersects the RTS service area. The Chinese LEP population is primarily located around UF and SFC and in the western portion of the RTS service area (Figure 6).

Figure 6: Chinese-speaking Population by Census Tract



The above figures largely coincide with those from the University of Florida Office of Institutional Planning and Research. In fall 2012, there are 6,885 foreign students at UF. Out of these, 63% come

GAINESVILLE RTS: Title VI Program **2013**

from countries where the official language is something other than English. The table below illustrates the top five languages spoken by foreign students at UF (Table 2).

GAINESVILLE RTS: Title VI Program **2013**

Table 2: University of Florida Top Languages of Foreign Students (Fall 2013)

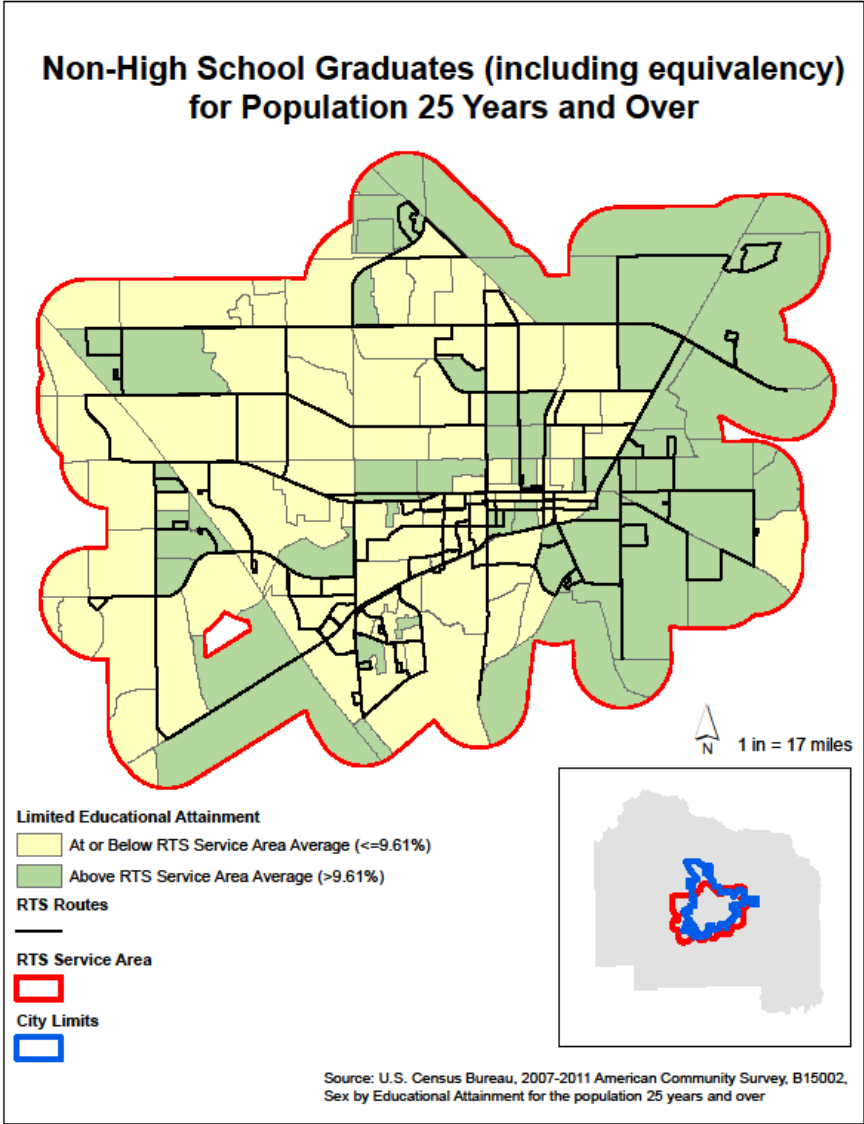
| Language of Country | Total Students |
|---------------------|----------------|
| Chinese | 1,744 |
| Spanish | 437 |
| Korean | 263 |
| Arabic | 110 |
| French | 93 |

2.1.2 Literacy Abilities

Another form of limited English proficiency is illiteracy. According to LEP guidelines, there is an association between limited English proficiency, low-income, and low-literacy. According to the 2007-2011 American Community Survey, approximately 10% of Alachua County residents and 9.5% of residents in the RTS service area did not graduate high school (Figure 7). This population is spread throughout the service area, but the highest concentrations (above the service area average of 9.61%) are located in the east.

GAINESVILLE RTS: Title VI Program 2013

Figure 7: Non-High School Graduates by Census Block Group



Additionally, the most recent National Assessment of Adult Literacy (NAAL) in 2003 found that 43% of the United States population was considered to have basic or below basic prose literary skills, meaning they could only perform simple and everyday literacy activities or they did not know more than the most simple and concrete literacy skills. The 2003 NAAL found that in Alachua County, 11% of the population lacks basic prose literacy skills, which is lower than surrounding counties and the state as a whole (Table 3).

GAINESVILLE RTS: Title VI Program **2013**

Table 3: Estimate of Percent Lacking Basic Prose Literacy Skills in Florida

| Location | Population size | Percent lacking basic prose literacy skills |
|-------------------------|-----------------|---|
| Florida | 13,040,318 | 20% |
| Alachua County | 169,977 | 11% |
| Bradford County | 18,178 | 17% |
| Columbia County | 44,223 | 15% |
| Gilchrist County | 11,152 | 14% |
| Levy County | 28,113 | 16% |
| Marion County | 219,916 | 14% |
| Putnam County | 54,438 | 18% |
| Union County | 7,827 | 17% |

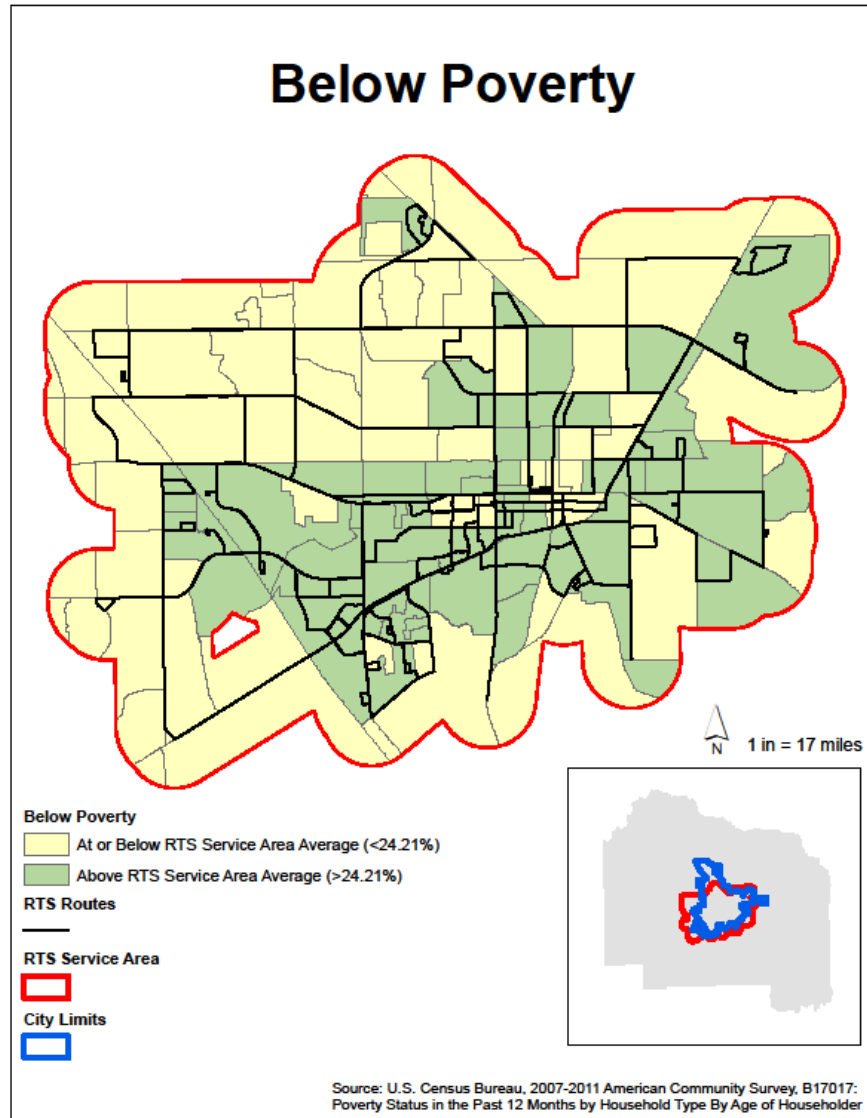
2.1.3 Income

Approximately 21.8% of Alachua County households live below the poverty level, while 24.6% of households residing in the RTS service area do (Figure 8).¹⁴ This population is most heavily concentrated (above the service area average of 24.21%) in the central and eastern portions of the study area.

¹⁴ Poverty thresholds used by the U.S. Census vary according to family size and ages of the members.

GAINESVILLE RTS: Title VI Program 2013

Figure 8: Alachua County Households below Poverty by Census Block Group



Because of the skewing influence that the area’s large population of college students has on poverty figures, RTS also reviewed the number of students who are eligible for free or reduced priced lunch. In school year 2011-2012, 48.3% of Alachua County students received free or reduced priced lunch, which is slightly less than the statewide average of 56.8%, and comparable or slightly lower than surrounding counties.

This same data from the Florida Department of Education revealed, however, that only 1.6% of Alachua County students speak a primary language other than English, which, is significantly less than Florida’s

GAINESVILLE RTS: Title VI Program | 2013

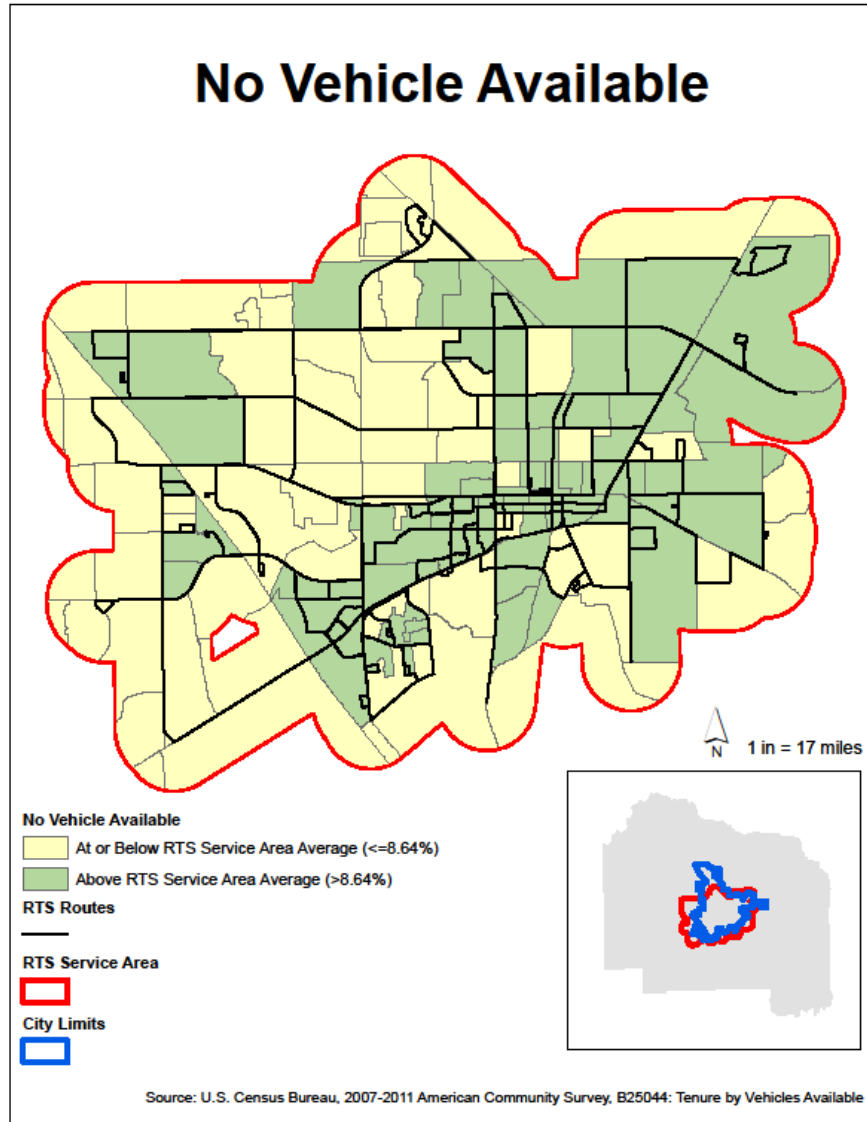
statewide average of 9.2%. Most students designated as English Language Learners attend J.J. Finley Elementary, Westwood Middle, and Gainesville High School, which are the designated English for Speakers of Other Languages (ESOL) sites for Alachua County.

2.1.4 Vehicle Availability and Minority Status

Though not directly correlated with LEP persons, Figure 9 show that there is a strong overlap between Census Tracts or Block Groups where there is an above average number of households that lack a vehicle and an above average number of households or individuals below poverty, lacking a high school diploma or equivalency, and LEP. Figure 10 shows that the same can be said where there are above average numbers of minority individuals.

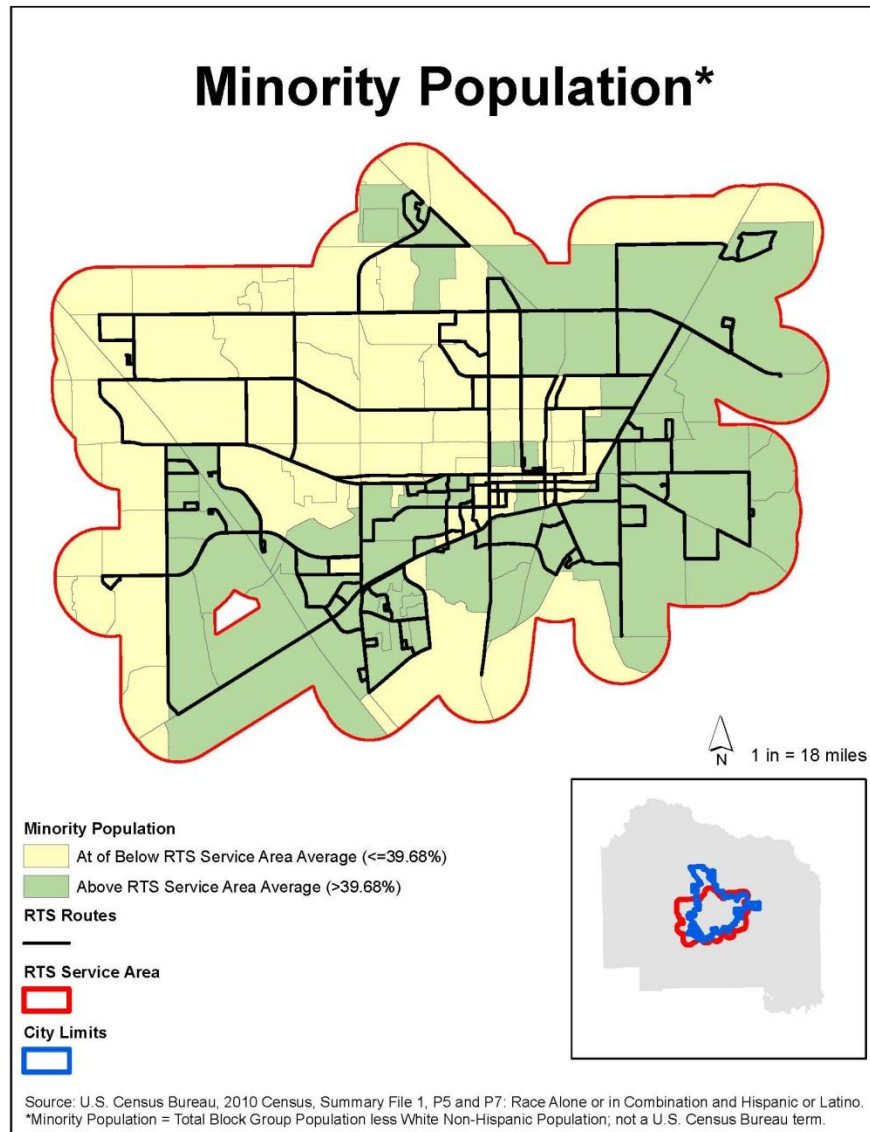
Figure 9: Zero-Vehicle Households by Census Block Group

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GAINESVILLE RTS: Title VI Program 2013

Figure 10: Minority Population by Census Block Group



2.1.5 Other Indicators

2.1.5.1 *Gainesville Fire Rescue and Alachua County Emergency 911 Services – Gainesville and Alachua County*

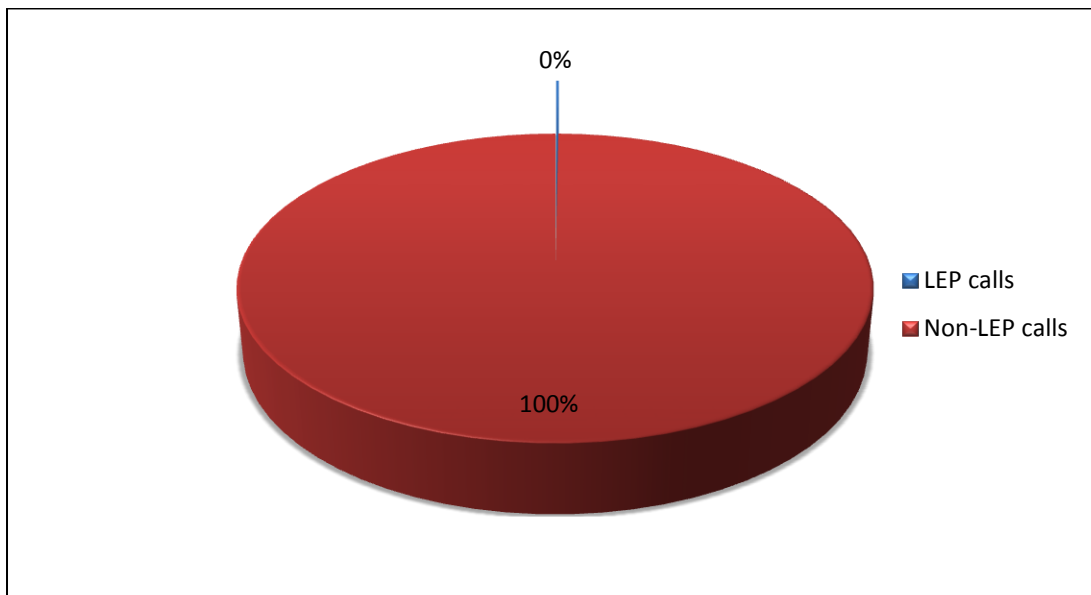
RTS contacted James Lovvorn, Interim Deputy Chief of Gainesville Fire Rescue (GFR), to obtain a more robust estimate of the number of LEP persons eligible to be served. According to Mr. Lovvorn, GFR encounters LEP persons most often on the University of Florida campus, where student diversity is high.

GAINESVILLE RTS: Title VI Program **2013**

In particular, GFR has noticed that married student housing has high populations of LEP persons relative to other parts of campus.

Alachua County Emergency 911 also provided RTS with a count of the calls it received in the last couple years, including which of these calls required language interpreter services.¹⁵ In fiscal year 2012, only 212 calls out of approximately 132,000 total calls require use of the language interpretation services (Figure 11). Of those 212 calls, the overwhelming majority (~91%), were made by Spanish speakers, while approximately 5% were made by speakers of a Chinese dialect (Figure 12). As of February, fiscal year 2013 numbers largely reflect those of the previous year, with 93 out of approximately 55,000 total calls requiring language interpretation services and of those approximately 92% being for Spanish translation (Figures 13 and 14).

Figure 11: E-911 Total LEP v. non-LEP Calls for FY 2012



¹⁵ Alachua County Emergency-911 handles calls for the County, as well as all municipalities.

GAINESVILLE RTS: Title VI Program 2013

Figure 12: E-911 Language Interpreter Service Usage for FY 2012

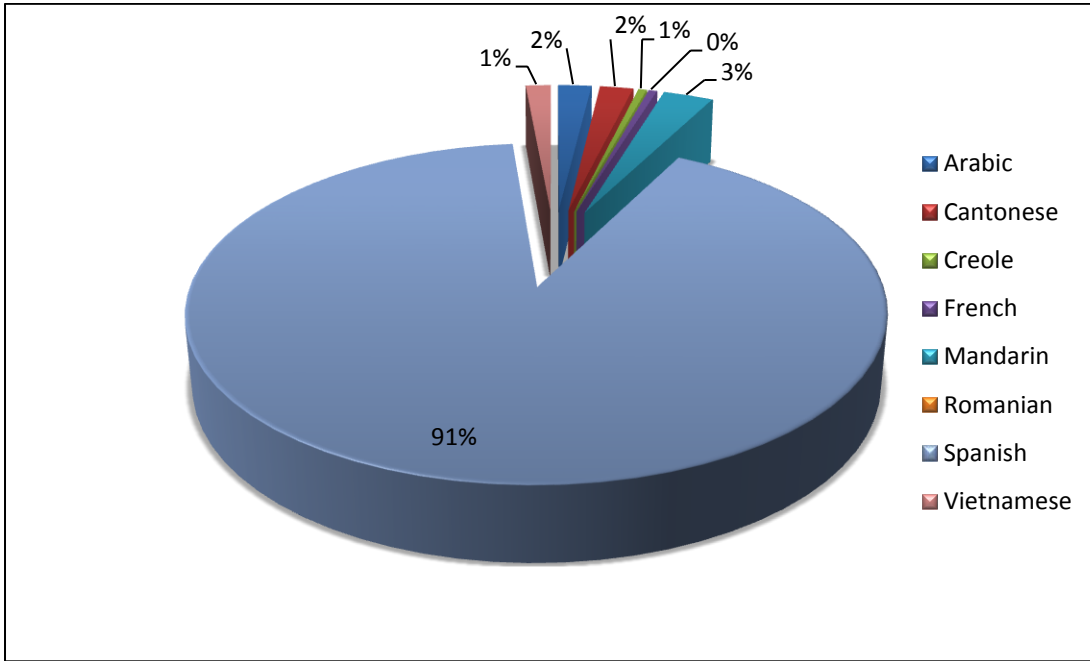
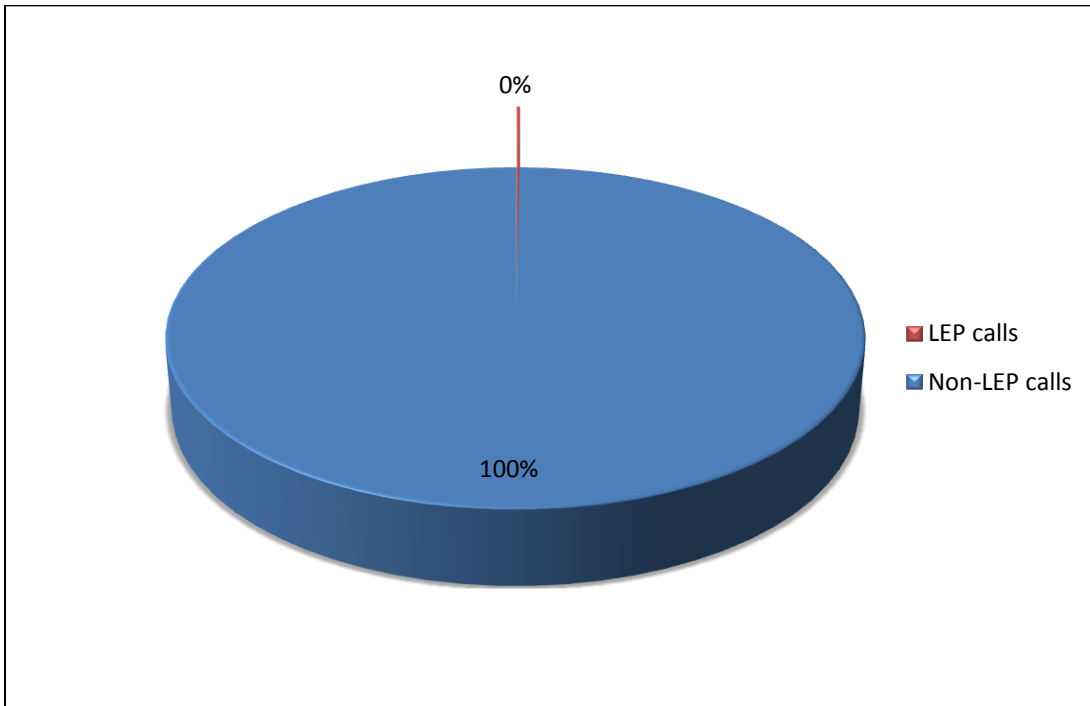
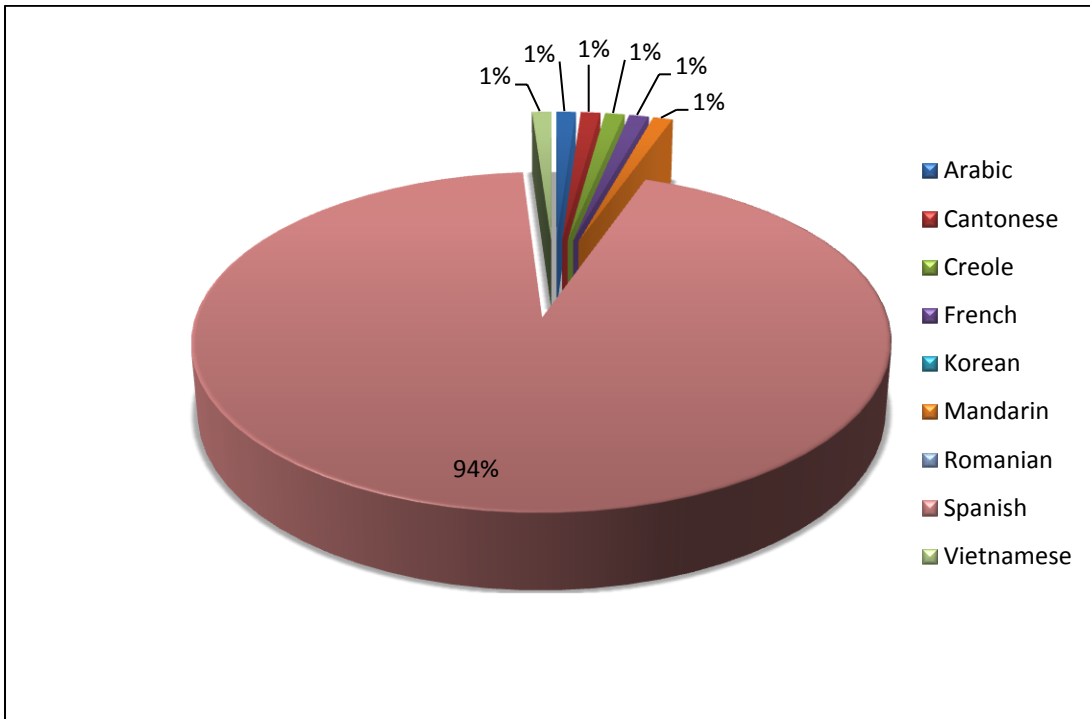


Figure 13: E-911 Total LEP v non-LEP calls for FY 2013 YTD



GAINESVILLE RTS: Title VI Program 2013

Figure 14: E-911 Language Interpreter Service Usage for FY 2013 YTD



2.1.5.2 *RTS website*

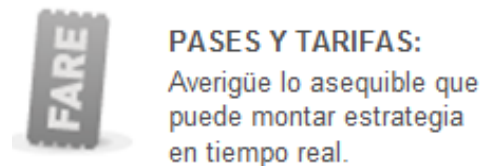
During calendar year 2012, there were 828,998 visitors to the RTS website. According to Google Analytics, approximately 5% had a browser locale outside the United States. The largest non-English group is Chinese, which constituted slightly less than 1% of all visits. Before the start of every fall semester there is a noticeable increase in page visits from individuals who speak languages other than English.

2.2 Factor 2: The Frequency with which LEP Persons Come into Contact with the Program

2.2.1 *RTS Experiences with LEP Individuals*

To estimate interactions with LEP populations, RTS interviewed customer service representatives (CSR) individually, and developed and administered a survey to CSR

Figure 15: Fare information in Spanish.



GAINESVILLE RTS: Title VI Program | 2013

and fixed-route transit operators during May and June of 2011; attachment A contains a copy of this survey.¹⁶

2.2.1.1 *RTS Customer Service Representative and Transit Operator Interactions*

Interviews with CSRs revealed that they only interact with LEP persons on an infrequent basis.¹⁷ One such example occurred in May 2011, when a Spanish-speaking customer had difficulty understanding the fare schedule. In that instance, a Spanish-speaking administrative staff member was contacted and was able to properly assist the customer. Most CSRs felt that even when customers did not speak English well they were still able to communicate at a level that allowed them to figure out how to use the system. Indeed, since August 2009, the CSRs have received only one complaint, regarding the inadequate provision of materials in languages other than English. A suggestion made by the complainant was to have a Spanish language option made available on the CSR's phone tree, which as will be seen later, RTS is planning to implement by fall 2013.

Figure 16: Transit Operator LEP Persons Survey

¹⁶ RTS similarly interacted with MV Transportation, its demand-response service provider, to approximate LEP person interactions.

¹⁷ CSRs are located at the Rosa Parks Downtown station. This is the primary transfer point for most non-UF based routes.

GAINESVILLE RTS: Title VI Program 2013

**Summer Training Survey
For RTS Employees**

1. **Optional: What is your driver number or employee ID?** _____

2. **How many years have you been with RTS?** _____

3. **What other languages do you speak besides English?** _____

4. **How often do you encounter Limited English Proficient people at work:**
 Daily Weekly Monthly Yearly Never

5. **If you are able to tell, which language do you encounter the most?**
 Spanish Korean Chinese French Other _____
(Specify)

6. **To the best of your knowledge: which three routes encounter the most Limited English Proficient people?**

| | |
|---|--|
| <input type="checkbox"/> 1 (Downtown to Butler Plaza) | <input type="checkbox"/> 43 (Downtown to Santa Fe College) |
| <input type="checkbox"/> 2 (Downtown to Health Department) | <input type="checkbox"/> 75 (Oaks Mall to Butler Plaza) |
| <input type="checkbox"/> 5 (Downtown to Oaks Mall) | <input type="checkbox"/> 117 (Park-N-Ride 2) |
| <input type="checkbox"/> 6 (Downtown to Gainesville Mall) | <input type="checkbox"/> 118 (Park-N-Ride 1) |
| <input type="checkbox"/> 7 (Downtown to Eastwood Meadows) | <input type="checkbox"/> 119 (Family Housing) |
| <input type="checkbox"/> 8 (Shands to Northwood Village) | <input type="checkbox"/> 120 (West Circulator) |
| <input type="checkbox"/> 9 (McCarty to Hunters Run) | <input type="checkbox"/> 121 (Commuter Lot) |
| <input type="checkbox"/> 10 (Downtown to Santa Fe College) | <input type="checkbox"/> 122 (UF North/South Circulator) |
| <input type="checkbox"/> 11 (Downtown to Eastwood Meadows) | <input type="checkbox"/> 125 (Lakeside) |
| <input type="checkbox"/> 12 (McCarty to Butler Plaza) | <input type="checkbox"/> 126 (UF East/West Circulator) |
| <input type="checkbox"/> 13 (Shands to Florida Works) | <input type="checkbox"/> 127 (East Circulator) |
| <input type="checkbox"/> 15 (Downtown to Gainesville Mall) | <input type="checkbox"/> 300 (Later Gator A) |
| <input type="checkbox"/> 16 (Shands to Sugar Hill) | <input type="checkbox"/> 301 (Later Gator B) |
| <input type="checkbox"/> 17 (Shands to Downtown) | <input type="checkbox"/> 302 (Later Gator C) |
| <input type="checkbox"/> 20 (McCarty to Oaks Mall) | <input type="checkbox"/> 400 (Downtown to Oaks Mall) |
| <input type="checkbox"/> 21 (McCarty to Cabana Beach) | <input type="checkbox"/> 401 (Downtown to Oaks Mall) |
| <input type="checkbox"/> 22 (McCarty to SW 43 rd St/SW 24 th Ave) | <input type="checkbox"/> 402 (Downtown to Gateway at Gainesville) |
| <input type="checkbox"/> 23 (Oaks Mall Santa Fe College) | <input type="checkbox"/> 403 (Downtown to Lexington Crossing) |
| <input type="checkbox"/> 24 (Downtown to Job Corps) | <input type="checkbox"/> 404 (Shands to Florida Works) |
| <input type="checkbox"/> 25 (UF Commuter Lot to Airport) | <input type="checkbox"/> 405 (Shands to Sugar Hill) |
| <input type="checkbox"/> 29 (Beaty Towers to Cobblestone Apts) | <input type="checkbox"/> 406 (Downtown to Waldo/NE 39 th Ave) |
| <input type="checkbox"/> 34 (Hub to Lexington Crossing) | <input type="checkbox"/> 407 (Downtown to Gainesville Mall) |
| <input type="checkbox"/> 35 (McCarty to Homestead) | <input type="checkbox"/> 408 (Shands to Northwood Village) |
| <input type="checkbox"/> 36 (McCarty to Williston Plaza) | <input type="checkbox"/> 410 (Downtown to Santa Fe College) |
| <input type="checkbox"/> 38 (Hub to Gainesville Place) | |

**Summer Training Survey
For RTS Employees**

7. **If applicable: what is your common response to a customer that has difficulties with English?**
 Contact Dispatch Try to Interpret Ask Other People on the Bus to interpret
 Other (Please Explain) _____

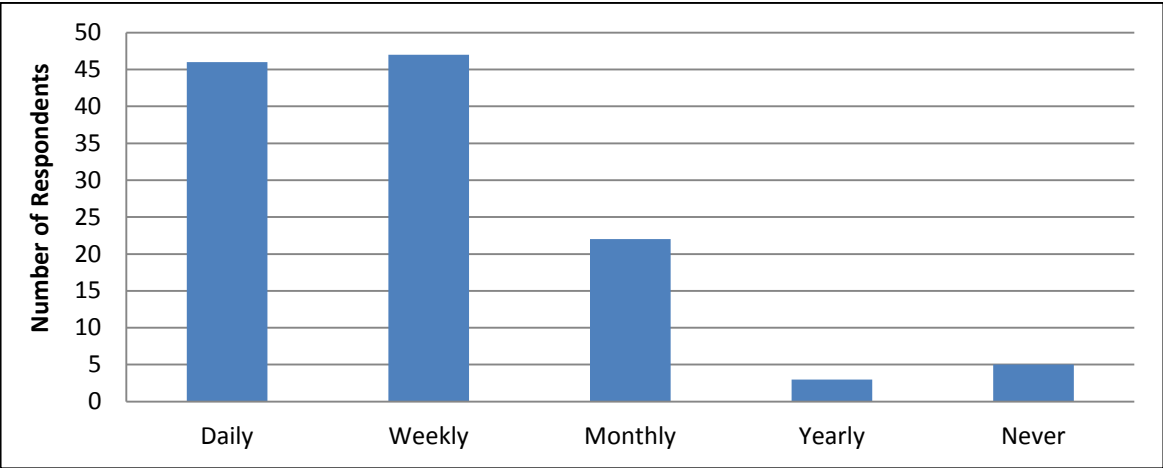
8. **If applicable: describe a specific interaction you have had with a customer that has difficulties with English.**

9. **What is the conversation typically about if you are dealing with an LEP person?**
 Payment Planning a Trip Schedule No Idea
 Other (Please Explain) _____

Figure 2 shows that transit operators more frequently encounter LEP persons than CSRs. Of the occurrences, 52% involved Spanish and 25% involved Chinese, which directly reflect the LEP person proportion estimates for this area from the U.S. Census (Figure 17). Routes 1, 20, 16, and 12 have the most incidences of LEP patrons; interestingly, UF student and professor ridership average 73% of all ridership for these routes (Figure 18).

Figure 17: Transit Operator Survey - How Often Drivers Interact with LEP Persons

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Figure 18: Transit Operator Survey – Which Languages Drivers Encounter the Most

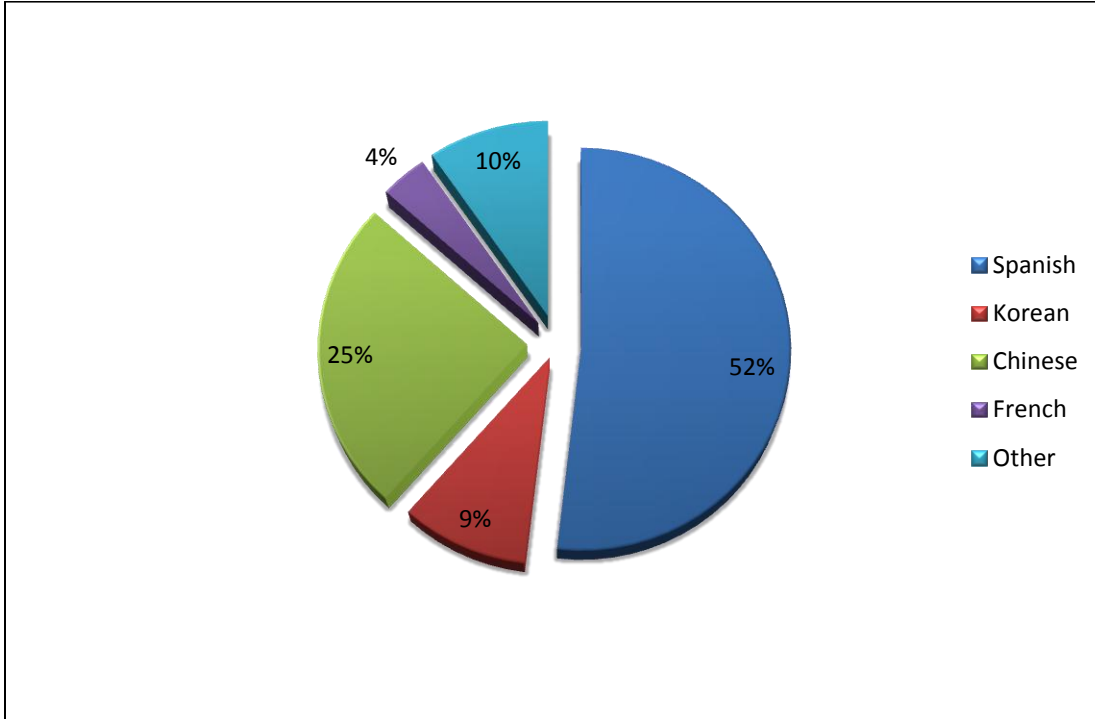
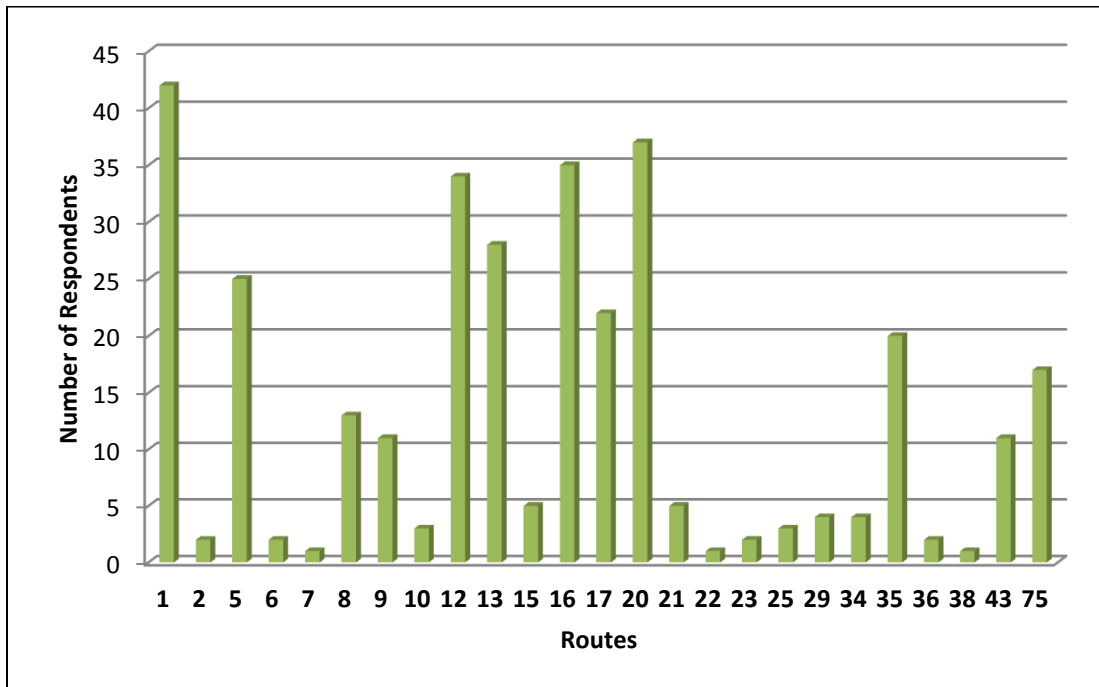


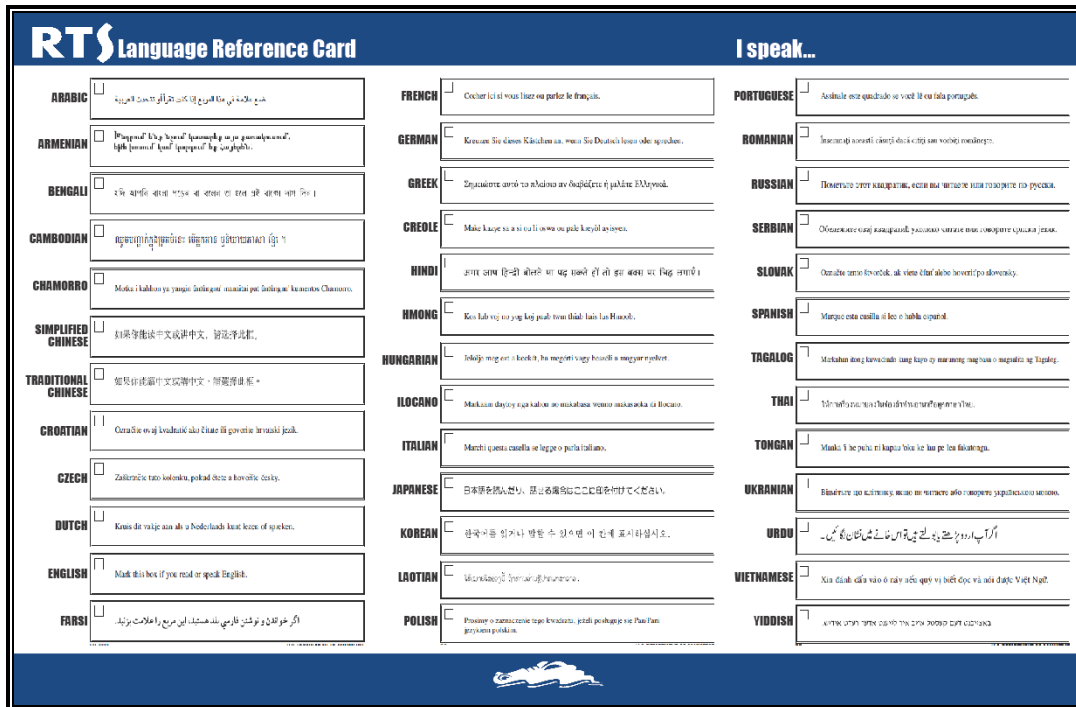
Figure 19: Transit Operator Survey - Which Routes Encounter More LEP Persons



GAINESVILLE RTS: Title VI Program 2013

RTS recognizes the limitations of memory recall in forming an accurate count of LEP persons encountered and the language they speak. For that reason, beginning in fall 2013 RTS will be placing “I Speak” cards on every bus (Figure 19). That way when drivers interact with LEP persons they will be able to easily identify what language the individual speaks and whether staff or printed material exist to support the individual.

Figure 20: RTS “I Speak” Card for LEP Individuals



Drivers report the identified language to dispatch, who enter it into the simple database interface shown below.

The screenshot shows a web-based database interface titled "Limited English Proficiency". It includes the following fields and controls:

- LEPID:** A text input field with a "(New)" button below it.
- Language Spoken:** A dropdown menu.
- Date of Interaction:** A text input field.
- Information Requested:** A list box containing "Route Information", "Public Meeting", and "General Customer Service".
- Route:** A dropdown menu with options "1", "2", "5", and a scroll arrow.
- Notes:** A large text area for entering additional information.
- Buttons:** "Close Form" and "Add New Record" buttons at the bottom.

Figure 21. Database interface for storing frequency of LEP person interactions

GAINESVILLE RTS: Title VI Program 2013

2.2.1.2 *Demand Response – MV Transportation Interactions*

Consultation with Kelly Gonzalez, the General Manager of MV Transportation, Inc., which provides the City’s complementary ADA service, revealed that MV operators encounter LEP individuals only on a monthly or yearly basis. During these relatively rare encounters, Spanish is the LEP individual’s native language; indeed, MV has never encountered a LEP customer who spoke a language other than Spanish. Translation needs often revolve around trip planning assistance.

2.2.2 **Information Obtained from Community-based Organizations**

Following the Factor 1 analysis and operator and CSRs surveys, RTS reached out to Community-based organizations (CBOs) that were perceived as having knowledge on or interaction with Chinese and Spanish LEP populations.¹⁸ RTS felt that these groups could more specifically reveal LEP person interactions with RTS, their transit needs, and their transit desires. Table 4 shows the CBOs that RTS contacted, which include government, religious, employment, and university organizations, as well as ethnic restaurants and markets.

Table 4. CBOs contacted

| CBO | Completed Survey |
|---|------------------|
| Asian Pacific Islander American Affairs | |
| Campus Multi-Faith Cooperative | |
| Chop Stix Cafe | Yes |
| Chun Ching Oriental Food Supply | Yes |
| Corner Latin Confusion | Yes |
| El Indio Restaurant | |
| English Language Institute | Yes |
| Faith Presbyterian Church | |
| Friendship Association of Chinese Students and Scholars ¹⁹ | |
| Gainesville Chinese Christian Church | Yes |
| Gainesville Division of Cultural Affairs | |
| Gainesville Fire Rescue | |
| Gainesville Police Department | |
| Ignite Life Center | |
| Institute of Hispanic-Latino Cultures | |
| Job Corps | |

¹⁸ A number of agencies reflected in this table were based on recommendations from other CBOs.

¹⁹ Members of the Friendship Association of Chinese Students and Scholars provided a great deal of information on the transit needs of Chinese LEP persons. Moreover, members provided all Chinese language translations. During the survey period, however, the organization was in the middle of elections. The span of the election period exceed the survey period so the organization never official submitted a completed survey.

GAINESVILLE RTS: Title VI Program 2013

| CBO | Completed Survey |
|---|------------------|
| La Aurora Latin Market | Yes |
| La Familia Cuban Sandwich Shop | |
| La Fiesta Mexican Restaurant | |
| La Tienda Latina | |
| Labor Finders | |
| Las Americas Café | Yes |
| Las Margaritas Mexican Restaurant | |
| Latina Women's League | Yes |
| Mi Apa Latin Café | Yes |
| Mr. Han's Restaurant Night Club | |
| Oriental Food and Gift Market | Yes |
| Parkview Baptist Church | |
| Queen of Peace Catholic Community | |
| Saigon Legend Restaurant | |
| Santa Fe College Adult Education ESOL | Yes |
| School Board of Alachua County ESOL and Migrant Education Departments | |
| St. Augustine Church | |
| Taste of Saigon | |

RTS collected surveys over an almost two month period and had a final response rate of approximately 32%. RTS contact all groups at least twice using some combination of phone or email. In some cases, the basis for including the group was no longer valid at the time of outreach. For example, RTS included Faith Presbyterian Church because of their ESOL program but at the time of the survey the program no longer existed. There were other instances where groups were willing to share their thoughts but did not want to complete the survey. As expected, a number of groups simply did not respond to any outreach or did not know who would be an appropriate representative for their organization.²⁰

2.2.2.1 Chinese CBOs

The two City of Gainesville Asian markets, one Asian restaurant, the Gainesville Chinese Christian Church (GCCC), and the Friendship Association of Chinese Students and Scholars (FACSS) at UF all completed surveys or provided direct input regarding the transit needs of Chinese LEP persons. An example of a completed Chinese CBO survey can be found below (Figure 21).²¹

²⁰ This problem was particular acute amongst the restaurants that RTS contacted. In many cases, even when RTS was able to reach a manager they asked the store owner be the one to complete the survey. Frequently, the store owner did not have set hours so RTS conducted follow-up outreach on a random basis.

²¹ RTS acknowledges the limitations in only conducting the survey in English. Staffing capabilities allowed for a Spanish version of the survey but not a Chinese. However, because of the groups that did complete the survey, RTS

GAINESVILLE RTS: Title VI Program 2013

Figure 22: Chinese Community Based Organization Survey Response

Amy Yang

1. What is the name of your organization and who should RTS contact for more information (provide email and phone number)?

2. What is the language(s) spoken by the Limited English Proficient (LEP) population you serve?
 Spanish Chinese Korean
 Hindi Other _____
 (Specify)

3. What is the common age group(s) of your LEP population?
 Under 18 18-24 25-34
 35-44 45-54 55-64
 65-74 More Than 74 Do not know

4. What is the typical gender of your LEP population?
 Male Female

5. What proportion of the LEP population that you represent uses RTS?
 Less than 25% 25-50% 50-75%
 More than 75% None Do not know

6. What area of Gainesville does this LEP population typically reside in?
 Northwest Northeast UF Campus
 Southwest Southeast Downtown Gainesville
 Do not know Other _____
 (Specify)

7. What needs or expectations for RTS has this LEP population expressed?

stop on 8th Ave

close to Chinese market

8. How often each week do you estimate the LEP population you work with uses transit?
 1-2 days 3-5 days Daily
 Once a month or less Does not ride the bus

9. What type(s) of trips does your LEP population use the bus most often for?
 Home Doctor/medical
 Work/work-related Worship
 Shopping/errands Visiting/recreation
 School/college Other _____
 (Specify)

10. Which destinations would you consider the most frequently visited by your LEP population?

New 8th Ave close police department

11. Which locations have your LEP population had difficulty accessing via RTS?

4th New 8th Ave Gainesville job

12. What proportion of the LEP population you represent owns a vehicle?
 Less than 25% 25-50% 50-75% More than 75% None Do not know

13. What is the best way to obtain input from your LEP population?

Ads on my store

14. Who would the LEP population trust most in delivering language-appropriate messages?

friend, classmate

15. Where would the LEP population be most comfortable attending a public meeting?
 Private facilities Government facilities Worship facilities Other _____
 (Specify)

16. When would the LEP population be most comfortable attending a public meeting?
 In the morning In the evening Saturday Sunday Other _____
 (Specify)

17. Would you permit RTS to post information about its services at your facility?
 Yes No

18. Do you feel that the majority of individuals in the LEP population you work with can read and write in their native language?
 Yes No

19. Which of the following would help your LEP population the most in using RTS' services?
 Translated "How to Read Schedules" instructions Translated fare payment instructions
 Translated system maps and timetables Translated service change announcements
 Translated notices for upcoming events Pictographs in stations and in vehicles
 Bilingual RTS staff Translated information on the RTS website
 Bilingual interpreter at public meetings Translated audio announcements in stations/vehicles

20. Please rate the level to which you agree with the following statements:

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|-------------------|----------|---------|-------|----------------|
| LEP persons have a hard time using bus schedules | 1 | 2 | 3 | 4 | 5 |
| Riding the bus would be easier if announcements were made in a language other than English | 1 | 2 | 3 | 4 | 5 |
| LEP populations do not understand how to read the bus maps | 1 | 2 | 3 | 4 | 5 |
| Riding the bus would be easier if signs and notices were in a language other than English | 1 | 2 | 3 | 4 | 5 |
| Bus drivers are helpful to LEP persons | 1 | 2 | 3 | 4 | 5 |

*LEP = Limited English Proficient

RTS received mixed feedback from the organizations regarding what services would be most helpful. For example, one group indicated that that the Chinese-speaking LEP population in the community is mostly young (18-24 years old). However, both the GCCC and the FACSS felt that the Chinese-speaking LEP population in the community consisted mostly of elderly persons, who they believed might benefit from a translated system map and timetable, but who they also felt could rely on other sources for English-to-Chinese translations. More specifically, the Treasurer of the GCCC said that of the estimated 20 members he would consider as LEP, they are all elderly, and if they have trouble with the English

is confident that they received significant input from those knowledgeable of the Chinese LEP population in the RTS service area. The relationships RTS built as a result of this process will allow Chinese versions of the survey in the future.

GAINESVILLE RTS: Title VI Program | 2013

schedule, they do/can reach assistance from their English-speaking children. Indeed, he felt that while a Chinese schedule would be a nice feature, it would require a lot of effort to benefit only a few people.

Members of FACSS agreed that very few Chinese-speaking people in the community were in need of translation services, due to the fact that these individuals tend to be faculty, students, and scholars who are able to speak English even if limited. FACSS felt that most Chinese-speaking LEP individuals were the family members of faculty, students, and scholars who, while present in the community, are relatively low in number. Nonetheless, FACSS felt a basic Chinese version of the RTS bus schedule would be beneficial and is currently helping RTS create a translation.

1.1.1 Hispanic CBOs

RTS also reached out to a number of Hispanic CBOs, including the UF English Language Institute, Santa Fe College Adult Education for Speakers of Other Languages (ESOL), and local food service businesses. An example of a completed Hispanic CBO survey can be found below (Figure 22).

Figure 23: Hispanic Community Based Organization Survey Response

GAINESVILLE RTS: Title VI Program 2013

1. ¿Cuál es el nombre de su organización/negocio y a quien deberíamos contactar para más información? (Teléfono y email)
Las Américas Latin Safe
Moises (352) 371-9896

2. ¿Cuál es el idioma hablado por las personas de Ingles limitado (LEP) que usted sirve?
 Español Chino Coreano
 Hindi Otro _____
(Especifique)

3. ¿Cuál es la edad común de las personas LEP que usted sirve?
 Menos de 18 18-24 25-34
 35-44 45-54 55-64
 65-74 Más de 74 No sé

4. ¿Típicamente, cual es el sexo de las personas LEP que usted sirve?
 Masculino Femenino

5. ¿Qué porcentaje de las personas LEP que usted sirve usan los buses de RTS?
 Menos de 25% 25-50% 50-75%
 Más de 75% 0 No sé

6. ¿Típicamente, en que área de Gainesville viven las personas LEP que usted sirve?
 Noroeste Nordeste UF Campus
 Suroeste Sudeste Downtown Gainesville
 No sé Otro _____
(Especifique)

7. ¿Qué necesidades de RTS y sus servicios han sido expresadas por las personas LEP?
Más información

8. ¿Cuántas veces a la semana usted estima que las personas LEP que usted sirve usan el sistema de tránsito?
 1-2 días 3-5 días Diario
 Una vez al mes o menos No usan los buses

9. ¿Para qué tipos de viajes usan los autobuses las personas LEP que usted sirve?
 Casar Doctor
 Trabajo Religión
 Compras Recreo
 Colegio/Universidad Otro _____
(Especifique)

10. ¿Cuáles lugares usted piensa que las personas LEP que usted sirve visitan más a menudo?
Trabajo, compras y medicos

11. ¿Cuáles lugares son los más difíciles para llegar usando RTS para las personas LEP que usted sirve?
Hacia el para

12. ¿Qué porcentaje de las personas LEP que usted sirve tienen su propio carro?
 Menos de 25% 25-50% 50-75% Más de 75% Ningunos No sé

13. ¿Cuál es la mejor manera de obtener información de las personas LEP que usted sirve?
poniendo esto planinas en lugares publicos

14. ¿En quién confiarían las personas LEP que usted sirve para entregar mensajes en su idioma?
En sus amistades y familiares

15. ¿En dónde estarían más cómodas las personas LEP para una reunión pública de la comunidad?
 Facilidades Privadas Facilidades del Gobierno Lugares de Religión Otro _____
(Especifique)

16. ¿A qué hora estarían las personas LEP más cómodas asistiendo una reunión pública de la comunidad?
 En la mañana En la tarde Sábado Domingo Otro _____
(Especifique)

17. ¿Usted permitiría que RTS coloque información de sus servicios en su facilidad o negocio?
 Sí No

18. ¿Usted piensa que la mayoría de las personas LEP que usted sirve leen y escriben bien su propio idioma?
 Sí No

19. ¿Cuáles de las siguientes opciones ayudarían a las personas LEP que usted sirve a usar los servicios de RTS?
 Traducir las instrucciones de leer los horarios Traducir las instrucciones de tarifas
 Traducir los horarios y mapas del sistema Traducir los anuncios de cambios de horarios
 Traducir notificaciones de eventos Usar pictogramas en las estaciones y los vehículos
 Tener empleados bilingües Traducir el sitio web de RTS
 Tener intérpretes bilingües en las reuniones públicas Traducir los anuncios de audio en los vehículos/estaciones

20. Por favor indique el nivel al que está de acuerdo con las siguientes declaraciones:

| | Muy en Desacuerdo | En Desacuerdo | Neutral | De Acuerdo | Muy de Acuerdo |
|--|-------------------|---------------|---------|------------|----------------|
| Las personas LEP pasan trabajo usando los horarios de los buses | 1 | 2 | 3 | 4 | 5 |
| Usar los buses sería más fácil si hubieran anuncios en Español | 1 | 2 | 3 | 4 | 5 |
| Las personas LEP no entienden como leer los mapas de los buses | 1 | 2 | 3 | 4 | 5 |
| Usar los buses sería más fácil si los letreros estuvieran en Español | 1 | 2 | 3 | 4 | 5 |
| Los conductores de los buses ayudan a las personas LEP | 1 | 2 | 3 | 4 | 5 |

*LEP = Limited English Proficient

Similar to the Chinese CBOs, most feedback focused on improving materials that dealt with system navigation. For example, the English Language Institute felt that “[m]ore assistance from drivers with helping students find their stops” was a need of the Hispanic LEP population and Santa Fe College’s ESOL program felt that translated system maps and timetables would be the most beneficial to the LEP population. Overall, though, most CBOs saw a benefit in all RTS material being translated to Spanish, like event notices and service change announcements.²²

2.3 Factor 3: Nature and Importance of the Program, Activity, or Service provided by the Program to People’s Lives

²² As will be seen below, a number of these improvements, such as translated fare payment instructions and translated information on the RTS website are already offered to the public by RTS. As such, this feedback indicates that RTS needs to do a better job of advertising these services to its customers.

GAINESVILLE RTS: Title VI Program **2013**

A majority of RTS's annual 10 million passengers represent students who in many cases also have access to a personal vehicle. Regardless, transit still serves as the only point of access to educational and career

opportunities for a large number of individuals. It is irrelevant whether these individuals are classified as LEP persons or not. RTS believes it is their responsibility to ensure all of these individuals can equitably use the system.

Essential information required to use RTS services include evacuation procedures, fare and route schedules, service change announcements, and the ability to participate in public meeting. These information services instruct users on how to use the system safely and efficiently, know when their routine may be disrupted, and participate in the decision-making process.

Figure 24: Evacuation instructions



2.4 Factor 4: The Resources Available to the Recipient for LEP Outreach, as well as the Costs associated with that Outreach

2.4.1 Relevant Programs, Activities, and Services Provided

RTS currently provides or will start providing in fall 2013 the following LEP services:

Figure 25: Universal symbols to convey system information



- Attendance at all RTS public meetings or bi-monthly Citizen Advisory Board (CAB) meetings by a Spanish speaking employee. All meetings will advertise the availability of Spanish and Chinese translation services (in Spanish and Chinese); Chinese translation services will be contracted on an as needed basis.
- The RTS website available in over 50 languages using the Google translation widget.
- System maps and bus schedules in Spanish and Chinese.
- Title VI Notice to the Public, Title VI Complaint Procedure, and Title VI Complaint Form in Spanish and Chinese; see attachments for examples.
- Phone Translation Services at the Downtown Rosa Parks Station.
- Name tags worn by drivers to identify languages other than English they are willing to assist in (Figure 25).

GAINESVILLE RTS: Title VI Program 2013

- Pictographs in vehicles and to depict and emphasize common instructions (Figure 24).
- Fare schedule and Rules of the Road brochure in Spanish.

2.4.2 Marketing Budget for providing Services

In fiscal year 2012, RTS spent approximately \$24,000 on printed marketing material. The overwhelming majority of the expenditures were tied to the standard schedule booklets which RTS prints in bulk three times a year to correspond with service changes; Table 5 shows estimated expenditures for each item.

RTS forecasts that the additional printing costs to generate LEP material will be around \$400 annually. Like the English printed material more than half of this cost will be for schedule booklets. The current unit cost of standard schedule booklets is roughly \$2.00. Given the size of the LEP population and the infrequency with which information like this has been requested of RTS in the past, RTS plans to print a miniaturized version of its current schedule booklet.²³ The standard, large-scale booklet has a map and timetable for each route, which would be cost prohibitive to print and translate at the scales proposed by RTS. The miniaturized version will contain a single, system-wide map listing the frequency and beginning and end locations and times of service for each route. The unit cost of these schedules is estimated at \$0.75 and quantities of 50 each will be printed in Spanish and Chinese per semester, as well as made available online for download.

Figure 26: Nametag letting patrons know driver is available to provide translation services in Hindi



Table 5. Marketing Expenditures

| Item | Unit Cost |
|----------------|-----------|
| Interior Cards | \$475 |
| Fliers | \$220 |
| System Maps | \$525 |
| Schedules | \$23,000 |

There are also translation costs associated with this material and assisting LEP persons in general. Currently, these are very difficult to estimate. Historically, almost all requests for material or assistance in other languages have been Spanish-based, which RTS could handle internally. Moreover, the

²³ RTS already prints and distributes this miniaturized version of its schedule in English.

GAINESVILLE RTS: Title VI Program 2013

translation of Title VI forms and notices and the RTS schedule to Chinese was done for free by FACCs volunteers. As the need for written or verbal translation grows, RTS can expect to send \$75-\$150 per hour for translators, approximately \$1.50 per minute for phone translation services, and several hundred dollars for universal pictographs to replace written information on buses and at stations. RTS hopes to continue to take advantage of their bi-lingual staff and the wonderful resources offered by UF and SFC to keep costs low (Table 6).

Table 6: Bilingual Staff Inventory

| Department | Spanish | Chinese | Korean | French | Other ²⁴ | Total |
|-------------------|-----------|----------|----------|----------|---------------------|-----------|
| RTS | 12 | 0 | 0 | 1 | 12 | 25 |
| MV Transportation | 4 | 0 | 0 | 1 | 1 | 6 |
| Total | 16 | 0 | 0 | 2 | 13 | 31 |

3 Language Assistance Plan

RTS plans to provide language assistance to persons with limited English proficiency in a competent and effective manner in order to ensure that their services are safe, reliable, convenient, and accessible. Utilizing examples from other transit agencies and considering the unique characteristics of the City of Gainesville and the RTS service area, RTS has developed the following language assistance plan to reach out to its specific LEP populations.

3.1 LEP Population Served

The four-factor analysis evaluated which LEP populations reside within the RTS service area, the frequency with which RTS has encountered these individuals, what types of services they request, and where RTS is lacking in LEP outreach. Taking the results of this four-factor analysis into consideration, RTS is choosing to utilize the Department of Justice’s Safe Harbor Provision which focuses on targeting 5% or 1,000 persons, whichever is less, of the population of persons eligible to be served, or likely to be affected or encountered, by RTS, in order to determine if written translation or oral interpretation is necessary. As of this time, those populations in the RTS service area who meet the 5% or 1,000 threshold consist of Spanish- and Chinese-speaking LEP persons.

Figure 27: Fare Schedule in Spanish and English

| Bus Fare <i>Tarifa de Autobús</i> | Cash Fare <i>Tarifa Efectivo</i> (One Way Only) (Una Solo Via) | All-Day Pass <i>Pase Para Todo el Día</i> |
|--|--|--|
| Adults <i>Adultos</i> | \$1.50 | \$3.00 |
| Senior Citizens 65+ <i>Adultos de 65 o más años</i> | \$0.75 | \$3.00 |
| Students Grade K-12 <i>Estudiantes de grado K-12</i> <small>No se requiere identificación</small> | \$0.75 | \$3.00 |
| Santa Fe College & City College Students <i>Estudiantes de SFC y City College</i> <small>Valid Student Photo ID Required Se requiere identificación de estudiante con foto</small> | \$0.75 | \$3.00 |
| Medicaid & Medicare Recipients <i>Acreditado de Medicaid y Medicare</i> <small>Valid Photo ID Required Se requiere identificación con foto</small> | \$0.75 | \$3.00 |
| Veterans & Active Duty Military <i>En servicio activo y veteranos militares</i> <small>Valid Veteran/Military Photo ID Required Valida identificación de veterano o militar con foto</small> | \$0.75 | \$3.00 |
| University of Florida Students, Faculty & Staff <i>Estudiantes, facultad y personal de Universidad de Florida</i> | Valid Card 1 ID <small>Valida identificación con foto</small> | |
| Shands, City of Gainesville & GRU Employees <i>Empleados de Shands, City of Gainesville y GRU</i> | Valid Employee Photo ID <small>Valida identificación de empleado con foto</small> | |
| Veterans Affairs & Alachua County Employees <i>Empleados de Veterans Affairs y Alachua County</i> | Valid Employee Photo ID <small>Valida identificación de empleado con foto</small> | |
| ADA Certified Persons <i>Persona con certificado ADA</i> | Valid ADA Photo ID <small>Valida identificación de ADA con foto</small> | |

No Fare, No Pass, No Ride!
Si No Paga o No Tiene Pase, No Viaja!

It is a crime to refuse to pay a fare or attempt to evade payment of fare.
Violators may be prosecuted under §12.015 Florida Statutes.
Es un crimen negarse a pagar el pasaje o intentar evadir el pago del pasaje.
Los violadores pueden ser procesados judicialmente según el estatuto §12.015 del estado Florida.

²⁴ Other languages include Italian, Creole, German, Hindi, Visayan, Malayan, Tamil, and Marathi.

GAINESVILLE RTS: Title VI Program 2013

3.2 Language Assistance Services

Table 7 lists language assistance services RTS has accomplished or plans to accomplish. It is divided into three types of services: written, oral, and community outreach. There are four “status” categories:

- Completed – the service has been implemented or is being implemented on an ongoing basis. These services are monitored annually to determine whether they are being kept up-to-date.
- Pending – the service is currently underway and will be completed shortly.
- Proposed – the service is one that RTS is considering and will implement in response to demand and resource availability.
- Not Applicable – the service is not currently needed at RTS. RTS will monitor demand to determine pertinence.

Table 7: LEP Projects

| Action | Proposed | Pending ²⁵ | Completed | N/A |
|--|----------|-----------------------|------------------------|-----|
| Written Language Assistance | | | | |
| Translated “How to ride” brochures | | | 2012 (S) ²⁶ | |
| Translated fare payment instructions | | | 2012 (S) | |
| Translated system maps and timetables | | 2013 (B) | | |
| Translated safety and security announcements | | | 2012 (S) | |
| Translated service change and public meeting announcements | | 2013 (B) | | |
| Translated Title VI forms | | 2013 (B) | | |
| Pictographs in stations and in vehicles | | | 1999 (B) | |
| Ticket vending machines with multilingual functions | | | | |
| Translated RTS website | | | 2009 (B) | |
| Translated electronic signs | | | | |
| Oral language Assistance | | | | |
| Hiring permanent, full-time staff interpreters | | | | |
| Contracting for interpreters on an “as needed” basis | | | | |
| Using community volunteers to interpret information | | | | |
| Using bilingual staff to interpret information on an “as needed” basis ²⁷ | | | | |
| Using telephone interpreter services | | 2013 (B) | | |
| Translated recorded announcements in stations and in vehicles | | | | |

²⁵ Years represent the proposed or completed implementation year.

²⁶ (S) means the action has been completed for Spanish-speakers. (B) means the action has been completed for both Chinese- and Spanish-speakers. In those cases where the material only exists in Spanish the expectation is also to provide a Chinese equivalent.

²⁷ RTS has always used available bilingual staff to provide translation services. This refers specifically to drivers wearing nametags to advertise the language they will provide translation assistance in; see Figure 25.

GAINESVILLE RTS: Title VI Program **2013**

| <i>Community Outreach</i> | |
|---------------------------------|--|
| Translated TV advertisements | |
| Translated radio advertisements | |
| Advertisements in ethnic media | |

3.2.1 Supplementary Actions

RTS departments will take a number of other supplementary actions throughout the year to provide LEP assistance. Some examples of such actions are shown below:

3.2.1.1 Marketing

- Identify competent interpreters and translators.
- Prepare and distribute a script to all employees that addresses:
 1. Awareness of the type of language services available and how LEP persons can obtain these services.
 2. How to respond to calls from LEP persons.
 3. How to respond to LEP persons in person.
 4. How to document encounters with LEP persons.
 5. How to respond to a Title VI complaints.

3.2.1.2 Operations

- Ensure operators follow the script provided by Marketing.
- Record all encounters with LEP persons.
- Maintain a current list of drivers willing to provide translation services.
- Include Title VI training in annual, summer operators training²⁸.

²⁸ Every summer, all RTS transit operators undergo driver training. As part of this training, drivers are educated on how to interact with LEP persons.

GAINESVILLE RTS: Title VI Program **2013**

Figure 28: Transit Operators Receiving a Presentation about Title VI during Summer Training



3.2.1.3 Planning

- Update demographic data dealing with LEP populations.
- Monitor the frequency of LEP person encounters and adjust Language Assistance Plan, as necessary.
- Determine which RTS documents meet the definition of “vital documents”; stay up-to-date on new documents that may be considered “vital”, and determine which documents need to be translated into what languages.
- Make sure all community meetings have a bilingual person available and are clearly advertised as having such.
- Maintaining an on-going master list of common transit questions and answers translated into Spanish and Chinese and make available to all other staff.
- Interact with CBOs to make sure translated material is being properly distributed.

3.3 Providing Notice of Language Assistance Services Availability

All of the CBOs surveyed said they would be willing to distribute RTS material in the future. RTS believes this will be a particularly helpful strategy for reaching Chinese LEP persons since the feedback received from all Chinese CBOs implied or directly stated that this is a tight-knit group that frequents or is a part of the groups we surveyed. RTS also believes that providing name tags to drivers advertising their ability to provide translation services will provide a clear visual cue that RTS is committed to assisting LEP persons. All of these actions will be in addition to bus interior cards and station flyers advertising upcoming public meetings, the availability of translated schedules, and phone translation services for Chinese- and Spanish-speaking individuals.

GAINESVILLE RTS: Title VI Program 2013

Importantly, as part of annual summer driver training, RTS planning staff will meet with operators to remind them of the translation services available and the proper protocols for interacting with and assisting LEP persons.

3.4 Monitoring, Evaluating, and Updating the Language Access Plan

On an annual basis, RTS will review staff and phone translation service records to assess the number of encounters with LEP persons (by language) experienced by RTS. RTS will also assess the rate at which it distributes translated materials. It will be important for RTS to consider if continued low consumption of these materials is due to the relatively small proportion of LEP individuals in the RTS service area, or poor marketing on behalf of RTS. Additionally, consulting with the CBOs that RTS interacted with during the survey process will be critical to receiving this evaluation and additional constructive criticism.²⁹

It is important to note that certain services will always be provided regardless of their consumption rate, like the translated Title VI notice and form, while others may be adjusted, like the number of translated schedules.

Figure 29: Excerpt from Spanish “Rules of the Road” brochure



3.5 Providing Timely and Reasonable Language Assistance to LEP Populations

As indicated in Section 3.2.1.2, each summer all operators participate in a weeklong training course. For the first time, the summer 2013 course featured a presentation on Title VI responsibilities. During this course, planning staff presented information regarding Title VI requirements to the operators. Operators were made aware of the impending availability of translated schedules, a phone translation line at Rosa Parks Downtown Station, and the requirement to notify dispatch of all encounters with LEP persons.³⁰ Moreover, each Title VI presentation was followed by a question and answer session that

²⁹ RTS created a contact information database from the CBOs it worked with and will utilize it to distribute and seek feedback on translated materials.

³⁰ RTS is still completing several of the major LEP assistance services, like the phone translation line. Once implemented and with the logistics fully documented more information will be provided to operators through flyers in the break-room and at manager presentations.

GAINESVILLE RTS: Title VI Program | 2013

went over appropriate and inappropriate responses to LEP individuals, as well as ideas for better interacting with these customers. A number of positive ideas came out of these sessions, including a recommendation to develop a frequently asked transit questions list that in English, Chinese, and Spanish.

A similar training course takes place with all RTS customer service representatives (CSR). Like the transit operator course, the CSR course includes information regarding Title VI and how CSRs should interact with LEP persons. Moreover, CSRs are provided with a list of all staff members who are able to provide language assistance services, as well as information regarding where they can access all Title VI documents, such as RTS's Title VI Notice to the Public, Title VI Complaint Procedure, and Title VI Complaint Form.

Attachment I. Spanish Translation of the RTS Title VI Notice to the Public



1 Título VI Aviso al Público del Sistema de Transito Regional de Gainesville

RTS opera sus servicios de transito sin tomar en cuenta raza, color, o nacionalidad de acuerdo con la sección Título VI de la Ley de Derechos Civiles de 1964 y sus enmiendas.

2 RTS Título VI Declaración

La sección Título VI de la Ley de Derechos Civiles dice:

“Ninguna persona en los Estado Unidos será, por motivos de raza, color o nacionalidad, excluida de participar, negada beneficios o ser sometida a actos de discriminación en los programas o actividades que reciben asistencia financiera federal.”

RTS promete cumplir con los requerimientos de Título VI en todos sus programas financiados con dinero federal.

3 Realizando una Queja de Título VI

Cualquier persona que cree que ha sido, o que un grupo de personas específicas han sido, víctimas de discriminación que es prohibida por la Ley de Derechos Civiles de 1964 puede presentar una queja escrita. Dicha queja debe de ser presentada por escrito e archivada con la Oficina de Igualdad de Oportunidades (Office of Equal Opportunity) dentro de 180 días después del acontecimiento de la supuesta discriminación.

3.1 Internet:

La Forma de Quejas de Título VI o el Procedimiento de Quejas de Título VI pueden ser encontrados en: <http://www.go-rtts.com/feedback.php#titlevi>

3.2 Dirección de correo:

City of Gainesville, Office of Equal Opportunity
PO Box 490, Mail Station 52
Gainesville, FL 32602

3.3 Teléfono:

Para pedir una Forma de Quejas de Título VI llame al (352) 334-5051

3.4 Email:

Para mandar un email a la Oficina de Igualdad de Oportunidades para pedir una Forma de Quejas de Título VI, envíe su mensaje a howardce@cityofgainesville.org.

Attachment II. Chinese Translation of the RTS Title VI Notice to the Public



1 甘城公共交通系统(RTS)关于民权法案第六章对公众的通告

甘城公共交通系统(RTS)为甘城人们提供公共交通服务, 不分种族, 肤色, 宗教, 性别, 性取向, 国籍, 婚姻状况, 年龄或残疾, 与1964年民权法案及其修正案保持一致。

2 RTS标题VI

1964年民权法案声明：

“在美国, 任何人都不得被禁止参与接受联邦资助的活动和项目, 或者被禁止享受由联邦资助项目所带来的好处, 或者在联邦资助项目中受到歧视基于其种族, 肤色或民族等原因。”

甘城公共交通系统(RTS) 致力于在其所有的联邦资助项目和活动中遵守该条款。

3 针对民权法案第六章进行投诉

任何人, 如果觉得自己或者某一类人在甘城公共交通系统(RTS)规划与使用联邦财政的过程中受到了为1964年民权法案及其相关修正案所禁止的歧视, 都可以提交书面投诉。任何书面投诉必须在歧视事件发生后的180天内写好并提交至在甘城平等机会办公室。民权法案第六章歧视投诉表单可以从下面提供的方法中获取：

3.1 网络下载地址:

<http://www.go-rts.com/feedback.php#titlevi>

3.2 邮寄联系方式：

City of Gainesville, Office of Equal Opportunity
PO Box 490, Mail Station 52
Gainesville, FL 32602

3.3 电话联系方式：

(352) 334-5051

3.4 电子邮件 (email) 联系方式 :

rts@ci.gainesville.fl.us

Attachment III. Spanish Translation of the Title VI Complaint Procedure



1 Procedimiento de Quejas de Título VI

El Sistema de Transito Regional de la Ciudad de Gainesville (RTS) se compromete a garantizar que ninguna persona sea excluida o negada beneficios de los servicios de RTS basados en su raza, nacionalidad o color, como explicado en la sección “Título VI” de la Ley de Derechos Civiles de 1964. Cualquier persona que cree que ha sido, o que un grupo de personas específicas han sido, víctimas de discriminación prohibida por la Ley de Derechos Civiles de 1964 puede presentar una queja escrita. De acuerdo con la sección 21.9 (b) de 49 CFR, RTS mantiene el procedimiento siguiente para recibir, revisar, resolver y archivar las quejas de Título VI.

2 Como entregar una queja de Título VI

Quejas escritas de discriminación de raza, nacionalidad, color o idioma pueden ser entregadas no más de 180 días después del incidente. Las quejas escritas serán entregadas a la Oficina de Igualdad de Oportunidades (Office of Equal Opportunity) de la Ciudad de Gainesville.

Todas las llamadas, visitas en persona y emails con respeto a quejas de discriminación serán dirigidas a la Oficina de Igualdad de Oportunidades. La persona presentando la queja debe llenar y firmar una Forma de Quejas de Título VI. La forma puede ser entregada por correo a la dirección a continuación o entregada en persona a la Oficina de Igualdad de Oportunidades en el ayuntamiento de la Ciudad de Gainesville. La Forma de Quejas de Título VI puede ser recogida en el ayuntamiento o bajada de la página web de RTS, <http://www.go-rts.com/feedback.php#titlevi>.

2.1 Dirección para visitas en persona

Old Library Building
222 E. University Avenue, 2nd Floor
Gainesville, FL 32602

2.2 Dirección de correo

City of Gainesville
Office of Equal Opportunity
PO Box 490, Mail Station 52
222 East University Ave.

Gainesville, FL 32602

2.3 Números de Teléfono

(352) 334-5051 (Voz)

(352) 334-2069 (TDD)

3 Revisión de quejas

Tras el recibimiento de la queja, la Oficina de Igualdad de Oportunidades de la Ciudad de Gainesville revisará la queja y proporcionará reconocimiento escrito del recibimiento de la queja dentro de quince (15) días hábiles.

La revisión incluirá la recopilación de información adicional del denunciante y/o el supuesto partido discriminatorio. Tras la finalización de la revisión, el director de la Oficina de Igualdad de Oportunidades presentara un informe de los resultados at RTS. Si la queja tiene mérito, el informe también incluirá propuestas de soluciones y acciones recomendadas, tales como:

- Enviar la queja a la agencia responsable
- Identificar medidas correctivas disponibles para ofrecer una reparación
- Identificar posible reformas al proceso de Título VI de RTS

Si se requiere más tiempo para el reviso, la Oficina de Igualdad de Oportunidades notificara el denunciante y el coordinador de Título VI de RTS del tiempo adicional necesario.

4 Resolución de quejas

La Oficina de Igualdad de Oportunidades presentara un informe de sus conclusiones al coordinador de Título VI y el director de RTS para discutir un plano de acción. Una copia del informe será entregada al denunciante y la Ciudad de Gainesville emitirá una respuesta por escrito al denunciante describiendo la acción tomada. La respuesta será emitida no más de sesenta (60) días después que la queja fue recibida. Si más tiempo es necesario, la Ciudad de Gainesville notificara el denunciante del tiempo adicional necesario.

5 Quejas concurrentes y apelaciones

Los procedimientos descritos anteriormente de ninguna manera limitan el derecho del denunciante a presentar demandas concurrentes con otras agencias federales y/o buscar un abogado privado. Estos procedimientos son parte de un proceso de resolución administrativa que no incluyen daños punitivos o pagos compensatorios. El denunciante tiene el derecho de apelar la respuesta de la Ciudad de Gainesville y presentar su queja ante de la Administración Federal de Transito, como descrito en “FTA Circular 4702.1A” (http://www.fta.dot.gov/civilrights/civil_rights_5088.html). Notificación de este derecho será incluido en la respuesta de la Ciudad de Gainesville al denunciante.

6 Archivo de quejas

La Ciudad de Gainesville mantendrá un registro de las quejas de Título VI recibidas. El registro será disponible al público en la Oficina de Igualdad de Oportunidades (222 E. University Avenue, 2nd floor, Gainesville, FL 32602) durante horas de trabajo. El registro incluirá la fecha de la investigación, un resumen de las denuncias, el estado de la investigación y la acción tomada por el beneficiario de fondos federales.

Attachment IV. Chinese Translation of the Title VI Complaint Procedure



甘城公共交通系统愿景
成为甘城大都市区的首选交通方式

甘城公共交通系统使命
通过提供安全，周到，平等，
可靠和高效节能的交通服务来提高市民的生活质量

RTS

REGIONAL TRANSIT SYSTEM

IN PARTNERSHIP WITH THE CITY OF

GAINESVILLE
lowly path leads with passion
FLORIDA

"Wherever Your Path Leads... RTS Will Take You There!"

1 民权法案第六章投诉程序

甘城公共交通系统(RTS)致力于确保没有人因为其种族，肤色或国籍来源而被禁止参与或被拒绝享受RTS服务所带来的好处。这是由1964年民权法案第六章所提供的权利。任何人，如果觉得自己或者某一类人受到了来自甘城公共交通系统(RTS)在其规划与使用联邦财政的过程中受到被1964年民权法案及其相关修正案所禁止的歧视，都可以提交书面投诉。遵照佛罗里达州49 CFR中第21.9(b)条规定，甘城公共交通系统(RTS)维护民权法案第六章相关投诉的受理，审核，解决和跟踪。

2 如何提交民权法案第六章相关投诉

投诉的提交一般是因为受到了在种族，肤色，国籍来源或者语言方面的歧视。任何此类的投诉必须在歧视事件发生后的180天内提交。书面投诉需要提交到甘城平等机会办公室。

所有和民权法案第六章投诉相关的电话，上访和电子邮件都应该转到甘城平等机会办公室。投诉者必须填写民权法案第六章投诉表单并签名，且需要邮寄到表单上的地址或者交给市政厅的平等机会办公室。民权法案第六章歧视投诉表单可以在市政厅领取（地址附下）或者在甘城公共交通系统(RTS)网站下载<http://www.go-rts.com/feedback.php#titlevi>。

2.1 地址:

Old Library Building
222 E. University Avenue, 2nd Floor
Gainesville, FL 32602

2.2 电话号码:

(352) 334-5051 (Voice)
(352) 334-2069 (TDD)

2.3 邮寄地址:

City of Gainesville
Office of Equal Opportunity
PO Box 490, Mail Station 52

3 投诉审核

收到投诉后，甘城平等机会办公室负责审核该投诉，并将在收到投诉后15个工作日内向投诉者提供收到投诉的书面确认。

投诉的审核将包括收集投诉人或相关的被歧视者的额外信息。在审核过程完成后，甘城平等机会办公室需向甘城公共交通系统(RTS)提交结果报告。如果发现投诉中的事实属实，该报告还应当包括拟议的决议和/或建议的操作，比如：

将投诉转发到具体负责的执行机构。

确定可提供有效补救措施。

确定RTS关于民族法案第六章相关过程的可能的改进。

如果需要更多的时间来审核，平等机会办公室需要通知投诉人和民权法案第六章协调员并告知额外需要的时间。

4 投诉的解决

甘城平等机会办公室负责人需要提交一份结果发现报告给RTS负责人以及民权法案第六章协调员以帮助对该投诉的讨论与需要采取的行动，同时，甘城平等机会办公室负责人也需要向投诉人提供该报告副本。甘城市政府需要向投诉人出具一份书面答复描述将要采取的行动。该答复需要在投诉收到后60天内做出。如果需要更多的时间，市政府需要通知投诉人并告知额外需要的时间。

5 并发投诉与上诉

上述程序不以任何方式剥夺投诉者向其它联邦机构提交投诉和/或寻求其它私人法律顾问的帮助。上述程序是不包括惩罚性赔偿或补偿金的行政决议过程的一部分。投诉人有权对甘城市政府给出的回复按照FTA Circular 4702.1B条例向联邦公共运输管理局上诉(http://www.fta.dot.gov/civilrights/civil_rights_5088.html)。甘城市政府需要在对投诉人的答复中通知这一权利。

6 投诉跟踪

甘城将记录所有收到的关于民权法案第六章的投诉。该记录对所有人公开，公众可以在工作时间内到甘城平等机会办公室进行查看。办公室地址为222 E. University Avenue, 2nd Floor, Gainesville, FL 32602。该记录包括调查日期，投诉总结，调查状态以及联邦政府资金使用人所采取的行动。

Attachment V. Spanish Translation of the RTS Title VI Complaint Form



El Sistema de Transito Regional de la Ciudad de Gainesville (RTS) se compromete a garantizar que ninguna persona sea excluida o negada beneficios de los servicios de RTS basados en su raza, nacionalidad o color, como explicado en la sección "Titulo VI" de la Ley de Derechos Civiles de 1964. Quejas deben de ser presentadas por escrito e archivadas con RTS dentro de 180 días después del acontecimiento de la supuesta discriminación.

Nota: La información siguiente es necesaria para asistirnos a procesar su queja. Si usted requiere asistencia para completar la forma, por favor llama a la la Oficina de Igualdad de Oportunidades (Office of Equal Opportunity) al (352) 334-5051. Completa la forma y devuélvela a: The City of Gainesville Office of Equal Opportunity, 222 E. University Avenue, Gainesville, FL 32602.

1. Nombre de denunciante: _____
2. Dirección: _____
3. Ciudad, Estado, Código Postal: _____
4. Número de teléfono: (hogar) _____ (negocio) _____
5. Persona discriminada (se es otra persona aparte del denunciante)
 1. Nombre: _____
 2. Dirección: _____
 3. Ciudad, Estado, Código Postal: _____
6. Cuál de las siguientes razones mejor describe porque la discriminación ocurrió:
 1. Raza: _____
 2. Color: _____
 3. Nacionalidad (Ingles limitado): _____
7. Fecha de supuesta discriminación: _____

8. En sus propias palabras, describe el supuesto acto de discriminación. Explica que pasó y quien usted piensa fue responsable. Por favor usa la parte atrás de esta forma si requieres de espacio adicional.

9. ¿As presentado esta queja con otra agencia federal, de estado, o local? ¿O con una corte federal o de estado?

- Sí _____
- No _____

Si su respuesta es sí, marque todos los que apliquen:

- Agencia Federal _____
- Corte Federal _____
- Agencia del Estado _____
- Corte del Estado _____
- Agencia Local _____

10. Por favor anote la información de su contacto en la agencia/corte donde la queja fue presentada.

1. Nombre: _____
2. Dirección: _____
3. Ciudad, Estado, Código Postal: _____
4. Número de Teléfono: _____

11. Por favor firme abajo. Puede acompañar esta forma con material escrito o cualquier otra información que usted considere importante e relevante a su queja.

Firma

Fecha

Escriba su nombre

Date Received: _____ Received by: _____

Attachment VI. Chinese Translation of the RTS Title VI Complaint Form



甘城公共交通系统(RTS)致力于确保没有人因为其种族，肤色或国籍来源而被禁止参与或被拒绝享受RTS服务所带来的好处。这是由1964年民权法案第六章所提供的权利。针对民权法案第六章,投诉必须在歧视事件发生后的180天内提交。 注意：下面的信息将帮助我们处理您的投诉。如果您需要帮助来完成该表单，请拨打电话(352) 334-5051联系民权法案第六章协调员。请完成并提交该表单到在甘城平等机会办公室：222 E. University Avenue, Gainesville, FL 32602.

1. 投诉人姓名 _____
2. 地址 _____
3. 城市，州以及邮编 _____
4. 电话号码 (家) _____ (公司) _____
5. 被歧视人 (如果为非投诉者)
 1. 姓名 _____
 2. 地址 _____
 3. 城市，州以及邮编 _____
6. 您认为下面哪一项最符合被歧视的理由？是因为：
 1. 种族 _____
 2. 肤色 _____
 3. 国籍 (英语能力有限) _____
7. 歧视发生时间 _____

8. 请用您自己的语言描述该歧视。请详细说明事情的经过以及谁应该负责。如果需要额外的空间请用页背填写。_____

9. 您是否有向其他联邦，州或者本地机构提交该投诉？或者向联邦与州法院提交？

- 有_____
- 没有_____

如果有，请选择下面符合描述的：

- 联邦机构_____
- 联邦法庭_____
- 州机构_____
- 州法庭_____
- 本地机构_____

10. 请提供您提交的投诉单位的联系人信息。

1. 名字_____
2. 地址_____
3. 城市，州以及邮编_____
4. 电话号码_____

11. 请在下面签名。您可以附上任何您认为和这个投诉有关的手写材料或者其他材料。

投诉人签名

日期

投诉人姓名 (打印体)

收到日期: _____

收到人: _____

Appendix G. Facility Assurance

Table of Contents

| | | |
|---|-------------------------------------|-----|
| 1 | Email: March 5, 2013 – 4:28PM..... | G-3 |
| 2 | Email: March 5, 2013 – 11:07AM..... | G-3 |
| 3 | Email: March 5, 2013 – 10:39AM..... | G-5 |
| 4 | Email: March 5, 2013 – 9:24AM..... | G-5 |
| 5 | Email: March 5, 2013 – 7:58AM..... | G-6 |
| 6 | Email: March 5, 2013 – 7:45AM..... | G-6 |
| 7 | Email: March 4, 2013 – 5:48AM..... | G-6 |

1 Email: March 5, 2013 – 4:28PM¹

From: carlos.gonzalez3@dot.gov
Sent: Tuesday, March 05, 2013 4:28 PM
To: Gomez, Jesus M.; Robinson, Douglas K.
Cc: Tajsha.Lashore@dot.gov
Subject: RE: Recipient 1084 - Grant FL-04-0127

Jesus/Doug,

The information provided (narrative & map) fulfills the requirement. I will clear the comment in TEAM.

Thank you,

Carlos A. Gonzalez
Civil Rights Officer, FTA Region IV
Phone: (404) 865-5471
Carlos.Gonzalez3@dot.gov

2 Email: March 5, 2013 – 11:07AM

From: Robinson, Douglas K.
Sent: Tuesday, March 05, 2013 11:07 AM
To: Gomez, Jesus M.; 'carlos.gonzalez3@dot.gov'
Cc: Tajsha.Lashore@dot.gov
Subject: RE: Recipient 1084 - Grant FL-04-0127

Hi Carlos:

Below is the language from our initial DCE checklist excerpt that I was referring to but did not paste into the original email to Tajsha and Parris. Jesus did not have it either.

Sorry about the confusion.

Doug

_____ L. **COMMUNITY DISRUPTION AND ENVIRONMENTAL JUSTICE:**

The surrounding properties are primarily industrial businesses; however, the southeastern property boundary is approximately 1,000 feet away from an established single-family neighborhood. The single-family area is located on the opposite side of a

¹ All email correspondences are copied and pasted directly from Microsoft Outlook.

regulated creek with substantial setback requirements. Several site conditions restrict the use of the sites eastern boundary: the property abuts a regulated creek; the 100-year floodplain extends westward approximately 300 feet; an existing 150-foot utility easement; and the single-family residential area. The existing site conditions support a project site design that preserves a significant portion of the site to the east to prevent any environmental or community disruption.

RTS staff has reviewed potential impacts to nearby businesses, area residents and landowners and believes that this project will not have adverse effects to its surroundings based on the following information:

RTS conducted a publicly noticed neighborhood workshop on Wednesday, February 10, 2010. The meeting was held at the existing RTS facility and attendees included area residents, business owners, the District 1 City Commissioner and staff from several city departments including RTS, public works and facilities. The meeting included a project overview presentation, area maps, facility concept maps, and a question and answer session covering concerns about how the project would impact area safety and concerns about whether the project would attract more homeless persons. Other concerns included tree removal, use of unattractive fencing, and noise. All of these questions were addressed and citizens were told that public meetings would be held to review the design of the facility and that the neighborhood residents, other interested parties and the general public would be notified about upcoming meetings as the project progresses. The meeting attendance sheet is included in Appendix G. In accordance with the City of Gainesville's Administrative Procedure for capital project development, RTS will hold at least three public meetings, two of which will occur before thirty-percent constructions drawings are produced.

Access to and from the site will be located on streets where the only surrounding land uses are zoned heavy industrial. Site access is also approximately 300 feet from Main Street, which is a major arterial and State Road 20. Roadway capacity is discussed under Section E above.

The property for the facility expansion is vacant and undeveloped except for one building. That building was used for office space until July 2009. No relocation was required (see section J above for further details).

RTS conducted an assessment of the surrounding businesses, residents and/or landowners using the U.S. Environmental Protection Agency's Environmental Justice (EJ) View Tool (<http://epamap14.epa.gov/ejmap/entry.html>). Appendix G summarizes the community disruption and environmental justice assessment information gathered for the entire neighborhood near the site's southeastern property boundary. Based on the EJ View Tool assessment results, low-income and minority populations are likely residents in the neighborhood to the southeast of the project site. RTS believes that through a combination of the 1,000-foot distance separating the proposed maintenance, planned preservation of the on-site wooded buffer area, the proposed location of the storm-water retention area and the present amount of wooded area directly east of the

site we can provide a significant natural buffer that will protect the neighborhood from being disrupted by the proposed project. Areas to the north, west and south are predominately non-residential.

3 Email: March 5, 2013 – 10:39AM

From: Gomez, Jesus M.
Sent: Tuesday, March 05, 2013 10:39 AM
To: 'carlos.gonzalez3@dot.gov'; Robinson, Douglas K.
Cc: Tajsha.Lashore@dot.gov
Subject: RE: Recipient 1084 - Grant FL-04-0127

Carlos:

Here it is.

Let us know if you need anything else.

Thanks,

Jesus Gomez
Transit Director
(352) 393-7852



Regional Transit System • Gainesville, FL

Wherever your path leads....RTS will take you there!

4 Email: March 5, 2013 – 9:24AM

From: carlos.gonzalez3@dot.gov [<mailto:carlos.gonzalez3@dot.gov>]
Sent: Tuesday, March 05, 2013 9:24 AM
To: Robinson, Douglas K.
Cc: Gomez, Jesus M.; Tajsha.Lashore@dot.gov
Subject: RE: Recipient 1084 - Grant FL-04-0127

Good Morning Doug,

Could you please provide the excerpt of report you mention below. It did not come through in forward?

Thank you,

Carlos A. Gonzalez
Civil Rights Officer, FTA Region IV
Phone: (404) 865-5471
Carlos.Gonzalez3@dot.gov

5 Email: March 5, 2013 – 7:58AM

From: Robinson, Douglas K. [<mailto:robinsondk@cityofgainesville.org>]

Sent: Tuesday, March 05, 2013 7:58 AM

To: Gonzalez, Carlos (FTA)

Cc: Gomez, Jesus M.

Subject: FW: Recipient 1084 - Grant FL-04-0127

Good Morning Carlos:

We noticed your comments in our TEAM grant application yesterday and we sent the email below to Tajsha and Parris yesterday to begin the discussion. Please let us know if you would like us to set up a conference call to discuss this or let us know if our comments below might address the need for an Equity Analysis.

Thanks,

Doug Robinson
RTS Chief Transit Planner, DBE Liaison Officer
(352) 393-7838
www.go-rt.com

6 Email: March 5, 2013 – 7:45AM

From: Tajsha.Lashore@dot.gov [<mailto:Tajsha.Lashore@dot.gov>]

Sent: Tuesday, March 05, 2013 7:45 AM

To: Robinson, Douglas K.; Elizabeth.Orr@dot.gov

Cc: Gomez, Jesus M.

Subject: RE: Recipient 1084 - Grant FL-04-0127

Hi Doug,

Carlos called me yesterday to let me know he was providing comments to you for Title VI. He also said that if you have any questions, to contact him. His phone number is 404-865-5471.

Thanks,

Tajsha LaShore, MPA
FTA Region IV, Community Planner
230 Peachtree Street, Suite 800
Atlanta, Georgia 30303
Phone: 404-865-5606
Fax: 404-865-5635

7 Email: March 4, 2013 – 5:48AM

From: Robinson, Douglas K. [<mailto:robinsondk@cityofgainesville.org>]

Sent: Monday, March 04, 2013 5:48 PM

To: Orr, Elizabeth (FTA); LaShore, Tajsha (FTA)
Cc: Gomez, Jesus M.
Subject: Recipient 1084 - Grant FL-04-0127

Hello Tajsha, Parris:

Carlos Gonzalez provided the following comments in the FL-04-0127 grant review. We are close to attaching our revised DBE program to TEAM and notifying Carlos and Rebecca Rand that it is ready for their review and approval. Regarding Carlos' second comment, we did not conduct a Title VI Equity Analysis as he asked. We did use the EJ View tool to examine the surrounding businesses and neighborhoods. I attached an excerpt of the report we sent to FTA in February 2011. The excerpt shows the demographic results of applying the tool to the surrounding area. Does this get to Carlos' question? As for the properties we purchased, they are adjacent to our existing facility and that is the primary reason for their selection. There were also vacant at the time of purchase and zoned industrial (heavy industrial for the primary site and light industrial closer to the neighborhood to the east). South of the facility is also industrial and owned by the City of Gainesville. East of the site there is a neighborhood that is over 1,000 feet from our development site and the area between is being protected with a natural vegetative buffer and is also divided by a City regulated creek with 120 foot bank setbacks.

He needs more information we will be happy to provide a full copy of the DCE report and be available for questions.

| | |
|----------------|--|
| Comment Title: | Civil Rights Comment #1 |
| Comment By: | Carlos A Gonzalez |
| Date Created: | Mar. 04, 2013 |
| Date Updated: | None Specified |
| Ref Section: | Unknown |
| Comment: | The DBE Program is currently "In Review" and will expire on 3/17/13. |

| | |
|----------------|-------------------------|
| Comment Title: | Civil Rights Comment #2 |
|----------------|-------------------------|

| | |
|---------------|--|
| Comment By: | Carlos A Gonzalez |
| Date Created: | Mar. 04, 2013 |
| Date Updated: | None Specified |
| Ref Section: | Unknown |
| Comment: | Please address the following: Has the agency conducted a Title VI equity analysis to ensure land acquisition was not determined on the basis of race, color, or national origin - Same question/comment if the project requires displacements. |

Doug Robinson

Chief Transit Planner, DBE Liaison Officer

Regional Transit System

Gainesville's Transit Provider since 1974

www.go-rt.com

100 SE 10th Avenue

Gainesville, FL 32601

Direct: 352-393-7838 | Mobile: 352-871-7221

Main: 352-393-7852 | Fax: 352-334-3681

E: robinsondk@cityofgainesville.org

Appendix H. RTS System-wide Service Standards and Policies

Table of Contents

- 1 Purpose H-1
- 2 Terminology H-1
 - 2.1 Differentiating Service Types H-2
- 3 Federal and State Requirements H-2
 - 3.1 FTA Title VI Requirements..... H-3
 - 3.2 FDOT..... H-4
- 4 RTS Service Standards H-4
 - 4.1 Effectiveness and Efficiency..... H-5
 - 4.2 Safety and Customer Satisfaction H-8
 - 4.3 Service Delivery..... H-8
 - 4.4 Bus Stops..... H-12
 - 4.5 Route Design H-13
- 5 RTS Service Monitoring and Evaluation H-15
 - 5.1 Title VI Evaluation H-15
 - 5.2 Route Evaluation..... H-15
 - 5.3 System Evaluation..... H-17
 - 5.4 Evaluation Frequency..... H-18
 - 5.5 Enacting Service Changes..... H-18
- Attachment I. Minority versus Non-Minority Route Coverage..... H-19

1 Purpose

Service standards allow for the monitoring of productivity, planning decisions based on objective data, and insights into what specific practices lead to higher ridership and revenue. They provide an open, equitable, and codified mechanism for evaluating service provision tradeoffs due to resource constraints, city decision-making, and enacting necessary service adjustments.

Title VI regulations, as outlined in Federal Transit Administration (FTA) Circular 4702.1B, require transit agencies to establish system-wide service standards and policies for existing and new services.¹ Title VI under 49 Code of Federal Regulations Part 21 provides that no person shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. It is the intention of these service standards to address how Gainesville Regional Transit System (RTS) routing, scheduling, and amenity distribution does not discriminate against any of the protected classes listed above.

RTS service standards and procedures derive from industry norms, best practice research, peer system programs, and current practices. The following sections introduce and define service standard terminology, document RTS's inclusion of Title VI policy requirements, acknowledge related City of Gainesville Comprehensive Plan initiatives, and identify the additional performance standards RTS must develop under Florida Statute (F.S) § 341-071. They also highlight the procedures for route modification, addition, and evaluation and other guiding principles RTS will follow when evaluating services.

2 Terminology

Measures derive from basic units, like dollars, hours, and passengers, and represent a computable attribute of RTS service. Measures can represent a single basic unit or they can be combinations of different units. Depending on their application, they do not necessarily provide any insight into acceptable or desirable performance. For example, consider the implications of two million annual passenger trips for New York City versus Daytona Beach, Florida or the number of passengers for a route that runs 8 hours a day versus one that runs 16 hours a day.² Comparing two or more basic units of

¹ FTA Circular 4702.1B clearly distinguishes between setting service standards and evaluating service against those standards. All agencies must set system-wide service standards and policies but only agencies that operate 50 or more fixed route vehicles in peak service **and** are located in an Urbanized Area of 200,000 or more in population must assess their transit service relative to their standards. Based on *United States Census Bureau, 2010 Census, Summary File 1, P2 Urban and Rural* the Urbanized Area population for the City of Gainesville is 187,781.

² Passengers and passenger trips are used synonymously. Specifically, all references to trips are for unlinked trips and all references to hours are for revenue hours. Unlinked passenger trips passengers are counted each time they board a vehicle no matter how many vehicles they have used to travel from their origin to their destination.

measurement commonly adds a level of granularity to performance description. For instance, *passengers per hour* is indicative of transit service productivity.³

Standards represent thresholds for measures based on an established expectation of overall performance. Service standards denote goals established by an agency to assess whether services are exceeding, meeting, or failing expectations.⁴ Using the indicator above, an example service standard would be “*All campus routes must have at least 15 passengers per hour.*”⁵ RTS sets standards at both the route and system-level, including standards for transit-supportive infrastructure like bus stops.

2.1 Differentiating Service Types

RTS can classify its fixed route services into University of Florida (UF) campus routes (including Later Gator routes) and City of Gainesville/Alachua County routes.⁶ Routes are designated UF campus routes when ≥75% of total route ridership is by UF students. Based on fiscal year 2012 ridership data, the following routes meet or exceed this threshold: 9, 12, 13, 20, 21, 22, 28, 29, 34, 35, 36, 38, 46, 117, 118, 119, 120, 121, 122, 125, 126, 127, 300, 301, 302, 303, and 305.

3 Federal and State Requirements

As specified above, FTA and the Florida Department of Transportation (FDOT) (under § 341-071, F.S.) require fixed route transit providers develop service measures.⁷ FTA explicitly states the measures for which each provider must develop standards, but FDOT does not. RTS views these federal and state requirements as a minimum and desires to create a more robust paradigm to evaluate its services. The remainder of this section simply identifies the minimum requirements which are discussed in more detail in later sections under the context of RTS’s entire service standard framework.

³ Frequently, ‘metric,’ ‘measure,’ ‘indicator,’ and similar derivatives are used interchangeably. Differences are largely semantic or field-related. The definitions provided here are for internal RTS purposes, to address any prior inconsistencies in their application and clarify to the reader RTS’s intent. RTS recognizes the dual nature of some variables to be classified as both an indicator and a measure. As stated in the text, *passengers per hour* is an indicator of productivity but it is also something that can be measured. However, the units *passengers* and *hours* alone lack context and therefore only represent measures since they provide no indication of productivity. For these purposes, such nuances are unnecessary and the term measure will be used inclusively of indicator.

⁴ The relationship between service standards and a system’s budget is dynamic. Service levels have a direct impact on operating and capital budgets and vice versa. Services adjust to budget fluctuations.

⁵ Route pattern is the series of turns followed by a fixed-route bus throughout the day.

⁶ RTS also offers service for UF football games and other UF-affiliated sporting events but these special event services occur irregularly, so they are not included. Later Gator service provides late night service to student-concentrated areas several nights a week, generally starting after 8:30PM.

⁷ Variation exists between the language in § 341-071(2), F.S., which states that “Each public transit provider shall establish productivity and performance measures...” and FTA Circular 4702.1B, which requires agencies to development service standards for various indicators.

3.1 FTA Title VI Requirements

The basis of service standard development under Title VI is affirmation by transit agencies that they are equitably distributing service between minority and non-minority areas. To make this determination, Circular 4702.1B defines a *minority transit route* as "...a route that has at least ⅓ of its total revenue mileage in a Census block or block group, or traffic analysis zone(s) with a percentage of minority population that exceeds the percentage minority population in the transit service area."⁸ The RTS service area intersects 119 of Alachua County's 155 block groups.⁹ According to the *United States Census Bureau, 2010 Census, Summary File 1, P5 and P7: "Race Alone or in Combination" and "Hispanic or Latino"* minorities represent 39.68% of the RTS Service Area Population.¹⁰ There are 55 block groups in the RTS service area that exceed this percentage.

3.1.1 Determining Minority Routes

RTS leveraged Geographic Information System (GIS) technology to determine *minority transit routes*. Since RTS does not operate any routes with extended deadhead miles, a quarter mile buffer was placed around all routes to determine the percentage of each route within designated minority block groups.¹¹ Those routes that exceed the threshold identified above and classified as a minority transit route include routes 1, 2, 7, 9, 11, 12, 13, 15, 16, 17, 20, 21, 22, 24, 25, 27, 28, 34, 35, 36, 38, 39, 62, 75, 117, 118, 119, 120, 121, 122, 125, 126, 127, 300, 301, 302, 303, and 305; see Attachment I for more details.¹² The impact that the multicultural makeup of large universities and colleges has on minority counts is immediately apparent.

⁸ The guidance goes on to clarify that an exception does exist where a route operates in such a unique fashion that the population it serves is not wholly reflective of the areas it transverses. This is not the case for any RTS routes.

⁹ Block groups generally contain between 600 and 3,000 people. Since population distribution is unknown within each block group, calculations apportioning individuals to the RTS service area for those block groups only partially located within the service area were not attempted; the RTS service area is the area encompassed within a ¼ mile buffer around all routes. Instead the entire population of the block group was allocated to the service area.

¹⁰ Minority individuals are persons classified into any group other than "White Alone, not Hispanic." There are 76,824 minority individuals in the RTS Service Area out of a total population of 193,605.

¹¹ Deadhead refers to the miles and hours that a transit vehicle travels when out of revenue service. It includes leaving or returning to a garage as well as any other time when there is no expectation of carrying revenue passengers.

¹² Roadways frequently form the boundaries of Census Block Groups. In a number of cases, the Census Block Group on one side of the boundary met the minority status threshold while the Census Block Group on the other side did not. For example, the Census Block Group on the north side of the route has a minority population over 39.68% but the Census Block Group on the south side does not. For simplicity, and to recognize slight discrepancies between digitized streets and Census Block Group boundaries, a buffer was placed around each route so the routes service in each area could be accounted for. The share of each route buffer within minority Census Block Groups was analyzed and if it exceeded ⅓ of the total acreage of the route buffer the route was classified as a minority route; even though route mileage was not used, RTS assumed that the ⅓ share was equally applicable to both revenue miles and the route buffer employed.

3.1.2 Required Quantitative Standards

Quantitative standards required of all fixed route transit providers include:

- On-time performance
- Vehicle headway
- Vehicle load
- Service availability

3.1.3 Required Qualitative Policies

Qualitative policies required of all fixed route transit providers include:

- Distribution of transit amenities
- Vehicle assignment (i.e., age of vehicle and type of vehicle)

3.2 FDOT

Based on the discretion offered by § 341-071, F.S., RTS has traditionally reported the following measures for its directly operated, fixed-route services:¹³

- Passenger trips
- Revenue miles and revenue hours
- Total operating expense and operating revenue
- Vehicles operated in maximum service
- Base fare
- Average fleet age (in years)
- Service availability (by day of week and hours)
- Revenue miles between vehicle system failures
- Operating expense per (1) passenger trip, (2) revenue mile, and (3) revenue hour

4 RTS Service Standards

The RTS service standard framework includes measures or policies related to route design, bus stop and amenity provision, service delivery, safety and customer satisfaction, and effectiveness and efficiency. Depending on the measure, standards either represent a minimum or maximum threshold. For example, standards related to operating expense measures represent maximum thresholds not to be exceeded, while standards related to productivity measures represent minimum thresholds to be exceeded.¹⁴ The appropriateness of each standard will become apparent over time and will be adjusted as necessary.¹⁵

¹³ These same measures are also reported for demand response purchased transportation, except average age of fleet (in years).

¹⁴ RTS relied heavily on Transit Cooperative Research Program (TCRP) Report 88 “A Guidebook for Developing a Transit Performance-Measurement System,” TCRP Report 100 “Transit Capacity and Quality of Service,” TCRP Report 135 “Controlling System Costs: Basic and Advanced Scheduling Manual and Contemporary Issues in Transit

4.1 Effectiveness and Efficiency

In transit terminology, effectiveness refers to comparisons of passenger travel to another service attribute while efficiency refers to comparisons of time and money or distance and money.¹⁶ Effectiveness and efficiency measures generally result from comparing:

- Service provided (hours or miles)
- Travel consumed (trips or passengers)
- Cost incurred (dollars and cents)

These comparisons lead to three subcategories: service effectiveness, cost effectiveness, cost efficiency.

4.1.1 Service effectiveness

Service effectiveness typically measures the travel obtained per unit of service. Example measures include passenger trips per revenue mile and passenger trips per revenue hour.

4.1.1.1 *Passenger Trips per Vehicle Revenue Hour*

Passenger Trips per Vehicle Revenue Hour measures ridership as a function of the amount of service provided by RTS.

$$\text{passenger trips per vehicle revenue hour} = \frac{\text{annual passenger trips}}{\text{annual revenue hours}}$$

Agencies heavily rely on this measure since service hours are a primary determinant of cost and passenger trips are a primary determinant of fare revenue. Some performance minimums found in other communities include 15 passengers per hour for both Capital Metro in Austin, Texas and Miami-Dade Transit. RTS's service standard for this measure is 19 passenger trips per revenue hour per route.

4.1.1.2 *Revenue Miles between Vehicle Failures*

Interruptions in service prevent full capitalization of ridership demand. *Revenue Miles between Vehicle Failures* provides an indication of how often delays and disruptions occur and in turn an agency's ability

Scheduling," and FDOT "Florida Transit Handbook 2012." The latter includes performance information for the 28 fixed route transit providers in Florida that report data to the FTA National Transit Database. Where service standards are pulled from the Handbook, maximums are based on not exceeding values in the first quartile and minimums are based on exceeding the median. Peer analysis came from a review of service standards developed by transit agencies in Philadelphia, Pennsylvania; Los Angeles, California; Raleigh, North Carolina; Austin, Texas; Miami-Dade County, Florida; and Broward County, Florida.

¹⁵ One particular area that requires further evaluation is the need to develop separate standards for Summer and weekend service. During the summer, there is a mass exodus of university students, which currently occupy 80% of RTS's ridership. Relative to Fall 2011/Spring 2012 and Fall 2012/Spring 2013, daily ridership for Summer 2011/Summer 2012 represented a 50.4% share. Similarly, Saturday and Sunday daily ridership in Fall 2012/Spring 2013, represented 12.5% and 4.2% shares respectively of weekday service.

¹⁶ Data for all measures comes from Automatic Vehicle Location (AVL), Automatic Passenger Counters (APC), GIS, or farebox software.

to adhere to its schedule. Both major and minor mechanical problems are included and failures are still counted even if a bus is able to complete its trip when the problem arises. RTS's service standard for this measure is at the system level and set at 8,595 miles.

4.1.1.3 *Passenger Miles per Seat Miles*

Passenger Miles per Seat Miles indirectly calculates the degree to which supplied service matches demand.

$$\text{passenger miles per seat miles} = \frac{\text{average trip length} * \text{total passengers}}{\text{bus capacity} * \text{revenue miles}}$$

Historically, RTS's average trip length has been short, especially for UF-based routes.¹⁷ This measure, however, serves to balance longer, moderately productive RTS routes against those short, highly productive campus-bound routes. RTS's service standard for this measure is 25% per route.

4.1.2 *Cost effectiveness*

Cost effectiveness measures the cost incurred per unit of travel or units of travel per cost. Routes with the greatest cost effectiveness give the most value for the amount of money spent.

4.1.2.1 *Operating Expense per Passenger Trip*

Operating Expense per Passenger Trip indicates how much it costs an agency to move each passenger.

$$\text{operating expense per passenger trip} = \frac{\text{annual route operating expense}}{\text{annual route ridership}}$$

As ridership grows this figure typically falls unless additional drivers are needed and is therefore reflective of local transit demand and the efficiency with which it can be met. RTS's service standard for this measure is at the route level and set at \$4.54.

4.1.2.2 *Farebox Recovery Ratio*

Transit services exist to a large degree to provide mobility for individuals experiencing financial or personal hardship. Consequently, transit services often receive state and federal grants so base fares can remain low and affordable. Most agencies offer discounted fares for children, the elderly, the disabled, and the impoverished. *Farebox Recovery Ratio* balances these efforts by setting a revenue goal for passengers to cover a certain percentage of service cost.

$$\text{farebox recovery ratio} = \frac{\text{fare revenues}}{\text{operating expenses}}$$

Fare revenues do include UF or Santa Fe College (SFC) service agreement funding.¹⁸ A route with operating expenses of \$100,000 and fare revenue of \$25,000 has a farebox recovery ratio of 25% and is

¹⁷ In 2010 and 2011, RTS had the shortest trip length of all Florida transit agencies reporting to the NTD. The only other system with a similar average, StarMetro, is also in a student concentrated area.

less cost effective than a route with a farebox recovery ratio of 50%. RTS's service standard for this measure is set system-wide at 18%.

4.1.2.3 *Subsidy per Passenger Trip*

A variety of the above measure, *Subsidy per Passenger Trip* measures the price of providing service to individual passengers beyond fare revenue.

$$\text{subsidy per passenger trip} = \frac{\text{operating expense} - \text{farebox revenue}}{\text{passenger trips}}$$

The interaction between subsidy per passenger trip and farebox recovery highlights changes in ridership and the extent to which those riders are paying full fare. It also helps indicate the extent of subsidization for each route. Miami-Dade and Broward County Transit have set maximum of \$4.40 and \$5.00 per passenger respectively. RTS's service standard for this measure is set system-wide at \$4.40 per passenger.

4.1.3 *Cost efficiency*

Cost efficiency measures consider cost incurred per unit of service and provide an indication of how expensive it is to operate. By looking at the cost structure of existing routes, RTS can explicate the influence of factors like deadhead and vehicle speed, and in turn make better predictions regarding the cost of adding new service or changing existing services. The more efficient an agency becomes at providing outputs of service, the lower cost efficiency measures become. These measures, however, provide no indication as to the degree of service consumption.

4.1.3.1 *Operating Expense per Revenue Mile and Operating Expense per Revenue Hour*

Both *Operating Expense per Revenue Mile* and *Operating Expense per Revenue Hour* indicate the efficiency with which service can be provided. The primary difference between the two measures is that the latter removes vehicle speeds from the equation. RTS's service standards for these measures are at the system level and set at \$0.77 for Operating Expense per Revenue Mile and \$75.26 for Operating Expense per Revenue Hour.

4.1.3.2 *Passenger Trips per Employee Full-time Equivalent (FTEs)*

Passenger Trips per Employee FTE highlights an agency's ability to function lean and extract maximum productivity from their labor force. RTS's service standard for this measure is system-wide at 25,597.

¹⁸ There are limitations in both including and not include service agreement funding. Including it fails to capture instances where UF students utilize non-UF-funded routes, but not including it is misleading where UF students occupy the majority of route ridership and there is no expectation they will pay a fare. In its absence, the local subsidy will appear much larger than what it actually is, since the student fee is supposed to estimate the revenue that RTS would earn if students had to pay. The revenue RTS collects from its Employee Pass Program is not included in fare revenue since it cannot be allocated to specific routes. RTS will primarily evaluate fare structure changes based on those routes not subsidized by UF and SFC.

4.2 Safety and Customer Satisfaction

All agencies strive to minimize accidents and customer service complaints, especially in this digital age where information spreads rapidly and persists. These measures reflect investments in training, vehicle and amenity conditions, and sound operations. They are a top priority across all facets of an agency.

4.2.1 Preventable Accidents per 100,000 Miles

Preventable Accidents are those where RTS is identified as the responsible party. Accidents are not only problematic for the potential harm they cause to passengers but also because of the impact they have on maintenance costs, the ability to meet peak level service, and increase in lawsuits and insurance rates. RTS's service standard for this measure is system-wide at 1.5 preventable accidents per 100,000 miles.

4.2.2 Customer Service Complaints per 100,000 Trips

Customer complaints can be minor, like an outdated webpage, or serious and require immediate action, like a discrimination complaint. Classifying customer interaction, though, as a complaint can be ambiguous and requires some discretion by the customer service representative. Consider for example, the following comments:

- Customer #1: "Please add more service to the route 12."
- Customer #2: "The route 12 runs so infrequently I can never get to class on time. This is absolutely ridiculous and inefficient."

In both scenarios, the patrons want more service on the route 12 but while customer #1 phrased their sentiments as a suggestion, customer #2 spoke much more critically. RTS stores customer suggestions and complaints in a database to better track trends.¹⁹ RTS's service standard for this measure is system-wide at 15 complaints per 100,000 trips. There is also an expectation that all customer comments will be given a response within two working days of being received.

4.3 Service Delivery

Service delivery measures generally involve those factors that revolve around the customer experience and directly influence whether non-captive riders will utilize the transit system.

4.3.1 On-time performance

Beyond safety, no other factor has a bigger influence on ridership than on-time performance. As routes fall off schedule, passenger loads shift and vehicles bunch forcing customers to seek out other modes of travel to combat transit travel discomfort and apparent capriciousness. *On-time performance* compares scheduled arrival and departure times against actual arrival and departure times at all specified timepoints. The measure may bifurcate further by time of day, day of week, and block (as surrogate for

¹⁹ RTS currently tracks customer suggestions and complaints in different databases depending on whether they are maintenance or planning related, which is itself often a judgment call. This separate storage of information results from historic organizational dynamics, and the separate electronic interfaces RTS customers have to submit comments. Future plans involve combining both databases into a single location.

personnel) and reflect needed adjustments related to traffic conditions, passenger loads, and layover requirements.²⁰

Table 8. On-time Performance Example

| Route | Early | On-time | Late |
|-------|-------|---------|------|
| X | 5% | 75% | 20% |
| Y | 3% | 90% | 7% |
| ... | ... | ... | ... |

On-time performance standards consist of the margin of lateness and earliness for which a vehicle can still be classified as on-time and the overall desired performance of each route. For RTS, a vehicle is considered on time if it departs a scheduled timepoint no more than 1 minute early and no more than 5.5 minutes late.²¹ Table 2 specifies on-time performance standards.²² RTS will pay particular attention to on-time performance for low frequency routes since the penalty to the patron is so much greater.

Table 9. On-time Performance Standards

| Time Period | Frequency (≤30 minutes) | Frequency (>30 minutes) |
|-----------------------|-------------------------|-------------------------|
| Peak Hours | 70% | 75% |
| Off-Peak Hours | 80% | 80% |
| Weekend | 80% | 80% |

4.3.2 Vehicle assignment

Vehicle assignment refers to the process by which vehicles are placed on routes throughout the transit system. Vehicle assignment standards relate to vehicle age, which serves as proxy for condition and comfort. RTS uses a 12 year lifespan for all standard 40-foot buses and seeks to implement this standard within existing financial constraints to combat fuel economy and maintenance issues associated with older vehicles.

²⁰ RTS will utilize APC for all measures related to on-time performance. Though APC units are not installed on the entire RTS fleet, the sampling methodology developed by RTS allows for full system coverage.

²¹ “On-time” relates directly to an agency’s definition of early and late. The wider the margin, the more leniency an agency is providing itself. Early departures are viewed as more problematic than late arrivals since individuals are required to wait the entire length of the scheduled frequency for the next bus.

²² When calculating on-time performance as part of the route performance value, RTS will look at overall on-time performance across these periods.

RTS provides Automatic Vehicle Location (AVL) services to its patrons. RTS operates 99 vehicles in peak service during the primary UF semesters and in turn has equipped 99 buses with AVL equipment. The average manufacturing date of these vehicles is 2006. Moreover, RTS utilizes APC to collect passenger information. APC equipment resides on only 30 vehicles. As a result, these vehicles must be rotated system-wide on a weekly basis to ensure adequate sampling. The average manufacturing date of these vehicles is 2009. Therefore, most patrons are typically on a bus that is less than or equal to its life expectancy. RTS’s service standard for this measure is at the system level and stated as “Vehicles will be assigned to routes such that the average age of the fleet serving each route does not exceed 12 years and no route or set of routes will routinely have the vehicles towards the end of their useful life.”

4.3.3 Service Availability

Service availability looks at the distribution of service within the RTS service area both spatially and temporally.

4.3.3.1 Temporal Availability

Service span refers to the hours of the day and days of the week when service is available. A route’s hours of availability reflect the area it transverses and historic ridership trends and influences the types of trips it makes possible. For example, Later Gator routes end by 3:00AM since downtown bars in Gainesville close at 2:00 AM. RTS’s service standard for service span is at the system level: “Provide transit service on City/County routes for a minimum of 14 hours per weekday, 12 hours per Saturday, and 8 hours per Sunday on 80% of all fixed routes running on those days.”²³

Table 10. Desired minimum service span

| Route type | Weekday | Saturday | Sunday |
|--------------------|--------------------|---------------------|---------------------|
| UF campus routes | 6:00 AM to 7:00 PM | 11:00 AM to 2:00 AM | 11:00 AM to 1:00 AM |
| City/County routes | 6:00 AM to 8:00 PM | 7:00 AM to 7:00 PM | 10:00 AM to 6:00 PM |
| Later Gator | 8:30 PM to 3:00 AM | 8:30 PM to 3:00 AM | N/A |

4.3.3.2 Spatial Availability

Areas within ¼ to ½ mile of a transit stop are considered to have transit access. RTS’s service standard for spatial availability is at the system level and stated as “80% of the Census Block Groups with their geographic center completely within the RTS service area will be considered served if the geographic center of the Block Group is within ½ mile of a transit stop.”²⁴

²³ Note that a route meeting the minimum service span standards in Table 2 for City/County routes would be in service for almost 4,700 hours, less any holidays or reductions in service. Given the continued growth in ridership, RTS also plans to strategically add a minimum of 4,000 service hours each year.

²⁴ RTS acknowledges that geographic proximity and access to transit are not synonymous due to access barriers like walls, train tracks, and the absence of sidewalks. However, RTS lacks access to more sophisticated network analysis tools to develop a more refined measure.

4.3.4 Service frequency

Service frequency measures the amount of time between two transit vehicles passing the same point in the same direction on the same route. As frequencies increase, so do costs. Thus, frequencies should be based on existing or potential demand.²⁵ Nonetheless, below a certain level (typically >60 minutes), passengers cannot reach their destination in a meaningful period of time. Table 3 sets the system-wide service frequency standards RTS will seek to achieve; these are set regardless of demand in order to provide attractive service level. Individual route frequency will derive from the productivity measures outlined above; all minimum peak frequencies are subject to funding but will never be diminished to more than 75 minutes.

Table 11. Desired minimum frequency

| Route type | Peak ²⁶ | Off-Peak | Saturday | Sunday |
|--------------------|--------------------|------------|------------|------------|
| UF campus routes | 20 minutes | 45 minutes | 45 minutes | 60 minutes |
| City/County routes | 20 minutes | 45 minutes | 45 minutes | 60 minutes |
| Later Gator routes | N/A | 45 minutes | 45 minutes | N/A |

When possible, RTS will utilize clock headways (frequency intervals of 15, 20, 30, 40 or 60 minutes) since they are easier for passengers to remember and facilitate better transfer connections between routes. This will be less true for SFC and UF routes where headways are timed to coincide with class schedules.

4.3.5 Vehicle Load

Vehicle Load serves as a measure of passenger comfort and service availability and is expressed as the ratio of passengers to the number of seats on a vehicle. Therefore, a load factor of 1.0 or 100% for a 40 seat vehicle means that all seats are occupied. When load factors exceed these values, passengers are forced to stand. This is uncomfortable and inconvenient for extended durations, and it also slows boarding and alighting.

²⁵ As an example, RTS has a FDOT Transit Development Plan (TDP) initiative to provide 20 minute frequencies or better to all areas zoned as High Density Residential, Activity Center, or Urban Mixed Use because these areas have the greatest concentrations of employment and housing and thus the greatest propensity to use transit.

²⁶ Peak service is defined as Monday thru Friday between 8:00 AM and 10:30 AM and 4:00PM and 6:30 PM.

Table 12. Vehicle Load Maximum Standards

| Vehicle Type | Seats | Maximum Peak Loading Standard ²⁷ | % of Max. Capacity to Seats on Vehicle in Peak | Maximum Off-Peak Loading Standard | % of Max. Capacity to Seats on Vehicle in Off-Peak |
|-----------------------------|-------|---|--|-----------------------------------|--|
| 40-foot standard bus | 40 | 50 | 125% | 45 | 112% |

4.4 Bus Stops

Bus stops serve as the gateway for accessing RTS services and have a direct influence on transit desirability. All stops will be cleaned annually and include route and stop identification information.

4.4.1 Bus Stop Amenities

Bus stop amenities ensure safety, accessibility, and comfort at RTS stops. RTS uses ridership levels to ensure equitable distribution of amenity provision rather than just focusing on select corridors or sections of the RTS service area.²⁸ Table 6 shows the thresholds RTS uses when allocating amenities.

Table 13. Bus Stop Amenity Thresholds

| Stop Type | Daily Passengers ²⁹ | Amenities ³⁰ |
|------------|--------------------------------|-----------------------------|
| I | <15 | Landing Pad and Waiting Pad |
| II | ≥15 and ≤35 | Type I + Bench and Trashcan |
| III | ≥36 and ≤80 | Type II + Shelter |
| IV | >80 | Type III + Bus bays |

²⁷ A value of 50 with a seating capacity of 40 assumes that 40 individuals are seated and 10 are standing.

²⁸ Most local funding for stop improvements comes from developer fees. These funds must be expended within ¼ to ½ mile from where they were collected. Since state and federal grants typically require a local match, their expenditures are often tied together. In fiscal year 2014, RTS will also begin coordinating with City and County Public Works to give them lists of the most active stops that lack sidewalk connections, lighting, and street crossing signage to take advantage of any funding they may have for stop improvements.

²⁹ Frequently, ridership must be weighed against right-of-way ownership, headway, sidewalk and swale presence, customer suggestions, and other limiting factors when identifying which stops to improve within the restricted buffer area. For example, Planning will use information from drivers about the presence of the elderly or infirmed to provide amenities at stops that do not meet the stated thresholds. RTS also makes a concerted effort to make all stops compliant with Americans with Disability Act (ADA) and factors this heavily into funding decisions.

³⁰ In Summer 2013, there were 1,181 active bus stops. Of these, 383 had over 15 daily passengers and 229 had over 36 daily passengers. Of the former, 26% did not meet the minimum amenity thresholds and of the latter, 61% did not. Further, RTS uses APC data to determine where other amenities are provided like bicycle racks (bicycle occurrences) and kiosks (multiple route intersections).

Apart from amenities in the field, RTS will strive to provide in-bus amenities or other services to aid in passenger safety, expediency, and system use. This includes: real-time bus location information; print and electronic service media regarding schedules, route maps, and transfers; audible stop announcements; and trip planning software

4.4.2 Bus Stop Placement

Bus stop spacing is based on several factors, including customer convenience, ridership demand, and vehicle speed. Closely spaced stops reduce walking distance but slow buses down, while stops spaced further apart increase walking distance but speed buses up. RTS's service standard for this measure is system-wide at six to eight stops per mile or every 660 to 880 feet. This interval will fluctuate depending on the presence or absence of trip generators and safety and accessibility concerns.³¹ Bus stops with <5 daily passengers over a year long period will be reviewed for elimination.

4.5 Route Design

RTS considers route design factors when developing or modifying routes. When doing this, it is vital to acknowledge that transit achieves the most success where certain urban form characteristics and route patterns exist.

4.5.1 Sidewalk characteristics

Limitations in street network connectivity, poor pedestrian access and mobility, physical barriers, and other conditions make accessing transit unsafe or unfeasible for prospective riders. RTS's service standard for this measure is system-wide: "Sidewalks will accompany all routes for at least 50% of their length."

4.5.2 Demographic and social characteristics

RTS riders who lack access to a personal automobile rely on transit as their lifeline to employment, educational opportunities, medical facilities, shopping, and other necessary services. RTS will provide services within ¼ mile of the block groups within its service area that have a value for the below variables that is higher than the RTS service area average:

- Zero-vehicle households (>8.64%)³²
- ≥ 65 years old (>9.75%)³³
- Below Poverty (>24.21%)³⁴

³¹ All stops to the greatest extent possible should follow Crime Prevention through Environmental Design (CPTED) policies regarding landscaping and lighting to allow for safety from injury and crime. This includes removing landscaping that hinders vision of a stop from a driver's perspective and relocating stops to allow drivers to easily see waiting passengers when approaching a bus stop. All stops must also be accessible to any persons waiting to use transit, including disabled riders.

³² U.S. Census Bureau, 2007-2011 American Community Survey, B25044: Tenure by Vehicles Available.

³³ U.S. Census Bureau, 2010 Census, Summary File 1, P12: Sex by Age.

4.5.3 Route directness

RTS routes should be designed to operate as directly as possible in order to minimize travel time, eliminate transfers, and compete with standard automobile speeds. To do this, RTS buses should operate on arterial and collector roads, minimizing turning movements and operation on local roads. RTS's service standard for this measure is system-wide: "The distance between a route's origin and destination should not exceed 175% of the shortest possible driving distance between these two points by personal automobile."³⁵

Deviations from the basic alignment of a fixed route should only occur to serve major activity centers or to provide coverage to areas with limited access to transit, and they should result in an increase in productivity. The additional time needed to deviate from the basic alignment should not exceed 5 minutes or 10% of the one-way travel time of the existing route without deviation and be of no greater distance than 1 mile. Branches or short-turns should be reviewed as possible alternatives where passenger load after a certain point is only a fraction of the maximum load.³⁶ Routes may include up to 2 branches but only 1 short-turn.

Route directness should also take into consideration route length. Longer routes are subject to more sources of delay and in turn have a greater difficulty staying on schedule.

4.5.4 Travel Speed

Slow travel speeds mean more time spent on unproductive activities and, in particular, can result in lost wages. Travel speed will compare system-wide average speeds against a weighted average (miles of roadway) of roadway speeds.³⁷ RTS's service standard for this measure is system-wide and sets transit speeds at no less than 66% of the weighted average roadway speed.

4.5.5 Route spacing

Route spacing indicates the extent of service duplication, unused capacity, and how well RTS distributes its services. While routes should intersect with other routes to allow transfers, parallel routes operating closely together have the potential to split service demand. RTS will calculate for each route, the miles it overlaps with all other individual routes relative to its own total length and then consider the maximum

³⁴ U.S. Census Bureau, 2007-2011 American Community Survey, B17017: Poverty Status in the Past 12 Months by Household Type by Age of Householder.

³⁵ RTS will use widely available, internet-based trip planning algorithms to make these calculations. The measure will consider distance traveled from one bus endpoint to the other divided by the optimal driving distance between these two points as identified by the trip planning software.

³⁶ A branch is one of two or more outer route segments served by a single route. Short turns are routes where some vehicles travel the entire length of the route while others turn around at a designated point along the route.

³⁷ RTS recognizes the limits of this approach since it does not include walk time, wait time, or fully capture in-vehicle time. Future service standard versions may create a set of 5-10 origin/destination pairs identified through origination/destination surveys and compare auto versus transit travel times.

of these numbers. No RTS route should overlap with any other single route for more than 33% of its length.³⁸

5 RTS Service Monitoring and Evaluation

The following sections outline the three types of assessments associated with RTS service monitoring and evaluation. The overarching designs of each evaluation are to ensure equitable service and satisfactory return on investment.

5.1 Title VI Evaluation

Since the values for minority and non-minority routes are at the population level (inclusive and built upon all system routes) and not derived from samples, Circular 4702.1B does not specify a methodology for calculating whether a statistically significant difference (one that cannot be explained by chance alone) exists between the service measure variable values for minority and non-minority routes. Therefore, analyses of differences between the variable values for minority and non-minority routes will be based on a visual inspection of their magnitude.

Table 9 shows an example analysis table for a measure outlined in section 3.1.2. RTS considers differences of 10% or more problematic and requiring corrective action. What these actions will be are measure-specific and will be implemented on a case-by-case basis. For example, if there are differences in on-time performance, RTS will first determine whether it is a particular route that is problematic. RTS will then proceed to make segment and route level adjustments to correct identified problems.

Table 14. On-time performance

| Variable | Minority Routes | Non-Minority Routes | Difference |
|---------------------|-----------------|---------------------|------------|
| On-time Performance | ... | ... | ...% |

5.2 Route Evaluation

From the gamut of measures identified in section 4, RTS will specifically focus on operating expense per passenger trip (OEPT), passenger trips per revenue hour (PTRH), subsidy per passenger (SP), on-time performance (OTP), route directness (RD), route spacing (RS), and passenger miles per seat miles (PMSM) when evaluating individual route performance. These seven measures encapsulate efficiency, effectiveness, design, and service delivery concerns and serve to hold RTS fiscally responsible and accountable for proper resource utilization.

5.2.1 Methodological Procedures

1. The value for each of the measures is calculated for every route: OEPT_i, PTRH_i, SP_i, RS_i, RD_i, OTP_i, and PMSM_i.³⁹

³⁸ Special conditions may exist that necessitate routes to operate within closer proximity than this guideline suggests.

- For each measure, the individual route value is compared against the standard to provide an indication of whether the route is meeting, exceeding, or falling below the standard.⁴⁰

$$\text{standard ratio} = \frac{\text{route}_i}{\text{standard}}$$

- The measures are combined to create an overall Route Performance Value of a focal route (i)⁴¹.

$$RPV_i = \frac{\frac{OEPT_s}{OEPT_i} + \frac{PTRH_s}{PTRH_i} + \frac{RS_s}{RS_i} + \frac{RD_s}{RD_i} + \frac{SP_s}{SP_i} + \frac{OTP_s}{OTP_i} + \frac{PMSM_s}{PMSM_i}}{7}$$

It is worthwhile to note that the variables chosen to be included in this metric represent the importance that RTS places on the various standards categories. For instance, 4 of the 7 measures included (OEPT_i, PTRH_i, SP_i and PMSM_i) represent some form of efficiency and effectiveness. This implies that 4/7^{ths} of the performance of a route is based on the route’s adherence to the standards of those categories, since each of the 7 measures are weighted equally. Similarly, 2 of the included measures (RD_i and RS_i) pertain to route design, so we are implicitly asserting that effectiveness is twice as important as route design.

- Routes are then assigned to one of three “performance categories” and adjusted as needed. Table 10 shows an example table. Conditional formatting will highlight individual performance for each measure; green (above average), yellow (average), and red (below average).

Table 15. Route Performance Values

| Route | OEPT | PTRH | RS | RD | SP | OTP | PMSM | RPV |
|-------|------|------|------|------|------|------|------|------|
| X | 1.10 | 0.90 | 1.30 | 1.15 | 0.95 | 1.05 | 0.85 | 1.04 |
| Y | 0.85 | 0.75 | 0.65 | 0.83 | 1.05 | 0.92 | 1.10 | 0.88 |
| ... | ... | ... | ... | ... | ... | ... | ... | ... |

³⁹ RTS will only evaluate routes in service for over a year. Fall and spring values will be averaged together unless span of service has changed by more than two hours or frequency has increased or decreased by more than 50%. If either condition is met only the performance values for the current iteration of service will be considered.

⁴⁰ Subscript i represents individual route values; subscript s represents measure standard values. For measures, OEPT, RS, RD, SP, and OTP smaller values represent better performance so an inverse relationship exists.

⁴¹ Please see appendix 2 for implications of this approach should unique seasonal or time of week standards be developed.

5.2.2 Evaluation Categories

5.2.2.1 Low-performing Service

Low performing routes have a performance value of <0.75 . These routes drain resources and benefit only a few so they must be evaluated for potential adjustments. Any route with three or more measures classified as low-performing will be considered a low performing route and subject to the correctable measures outlined below.

5.2.2.1.1 Correctable measures

Actions to improve route performance:

- Segment-level analysis (timing or reliability)
- Targeted marketing
- Public outreach (customer surveys and interviews)
- Service level changes (frequency, re-routing, or geographic coverage)
- Route discontinuation⁴²

5.2.2.2 Average-performing Service

Average performing routes have performance values of ≤ 1.25 and ≥ 0.75 . These routes require no immediate modification but will be reviewed at the segment and stop level to see if there are efficiencies to be gained, especially if any particular measure is identified as low performing.

5.2.2.3 High-performing Service

High performing routes have a performance value of >1.25 . These represent the system's thriving routes and may benefit from enhanced service, including increased frequency or additional amenities.

5.2.3 Minimum Standards

Each year during the performance evaluation process, RTS will review changes in overall system performance (either percent improvement or decrease) for each variable and route, as well as those reported by FDOT in the Florida Transit Handbook to determine whether any service standards need adjusting.

5.2.3.1 Longitudinal Comparisons

RTS will compare route performance values between subsequent years to help anticipate unacceptable changes in performance, which are defined as shifts downward of more than 0.15.

5.3 System Evaluation

An iterative process will address any system-wide deficiencies. For those measures where a system standard exists, RTS is performing either acceptably or unacceptably. Unacceptable performance is

⁴² Route discontinuation should be the last option for dealing with a low-performing service. Discontinuation could be applied to a segment of a route or an entire route. Special consideration will be given to those routes where over 50% of the service area is in census block groups identified in section 4.5.3; service area is defined as any area with $\frac{1}{4}$ mile of a route.

defined as any ratio value of <0.75 resulting from the comparison of actual system performance to the stated standard; this value will derive from the average of individual route performance. Adjustments will be sought at the individual route level to raise performance to acceptable levels. For example, if only 45% of overall system route length is adjacent to sidewalks then adjustments will be implemented, where possible, for routes with low route directness to not only remove unnecessary segments but also place remaining segments in areas where sidewalks are present.

Table 16. System Performance Values

| System Variable | Standard | System Value | System Performance |
|-----------------|----------|--------------|--------------------|
| X | 60% | 43% | 0.72 |
| Y | \$4.50 | \$3.75 | 1.20 |
| ... | | ... | ... |

5.4 Evaluation Frequency

RTS will evaluate service annually in conjunction with the mandatory FDOT TDP. This will occur during the summer so changes can be implemented in fall. The plan will include the results of the analyses.

5.5 Enacting Service Changes

Service changes result from the performance evaluation process, Comprehensive Operational Analyses, and input received from a host of stakeholders, including the public, RTS Citizens Advisory Board, elected officials, other local government offices, and non-governmental organizations. All service change requests elicited from these stakeholders undergo a technical evaluation where they are first reviewed against route design service standards. Those that satisfy all standards are reviewed in FDOT Transit Boardings Estimation and Simulation Tool (TBEST) to project ridership values and compared against estimated operating (service span) costs to determine if they meet those established standards; capital costs (bus requirements derived from route length, frequency) are also considered. If they do, RTS will develop preliminary recommendations tied to perceived system-wide impacts and seek funding for the improvement in light of all other existing priorities. This process typically takes 2-4 months and includes the addition of new stops.

5.5.1 Public Notice

- Changes of >5% to an existing route’s pattern (measured in route miles) require 1 public meeting to gather input on how this change will affect riders and the community. RTS will determine whether the community agrees with the change, wants to modify the proposed change, or does not want to proceed at all.⁴³
- Route changes of <5% do not require a public meeting.

⁴³ All new routes require public meetings. Moreover, all semester transitions are accompanied by a public meeting to review minor and major changes.

Attachment I. Minority versus Non-Minority Route Coverage

| Route | Acreage in Minority Census Block Groups | Acreage in Non-Minority Census Block Groups | Total Route Acreage based on 0.25 Mile buffer | Minority Share | Non-Minority Share | Minority Route |
|-------|--|--|--|-------------------|-----------------------|-------------------|
| 1 | 1237 | 801 | 2038 | 61% | 39% | Yes |
| 2 | 2226 | 144 | 2370 | 94% | 6% | Yes |
| 5 | 538 | 1697 | 2235 | 24% | 76% | No |
| 6 | 699 | 1554 | 2253 | 31% | 69% | No |
| 7 | 1777 | 121 | 1898 | 94% | 6% | Yes |
| 8 | 928 | 2412 | 3341 | 28% | 72% | No |
| 9 | 966 | 540 | 1506 | 64% | 36% | Yes |
| 10 | 198 | 2617 | 2815 | 7% | 93% | No |
| 11 | 1536 | 495 | 2032 | 76% | 24% | Yes |
| 12 | 1173 | 280 | 1453 | 81% | 19% | Yes |
| 13 | 583 | 539 | 1122 | 52% | 48% | Yes |
| 15 | 1287 | 1380 | 2668 | 48% | 52% | Yes |
| 16 | 822 | 286 | 1108 | 74% | 26% | Yes |
| 17 | 714 | 315 | 1029 | 69% | 31% | Yes |
| 20 | 1418 | 511 | 1930 | 74% | 26% | Yes |
| 21 | 1182 | 318 | 1500 | 79% | 21% | Yes |
| 22 | 1245 | 395 | 1640 | 76% | 24% | Yes |
| 23 | 236 | 1163 | 1398 | 17% | 83% | No |
| 24 | 2233 | 912 | 3145 | 71% | 29% | Yes |
| 25 | 1667 | 859 | 2526 | 66% | 34% | Yes |
| 27 | 2673 | 906 | 3580 | 75% | 25% | Yes |
| 28 | 951 | 541 | 1492 | 64% | 36% | Yes |
| 29 | 141 | 1280 | 1421 | 10% | 90% | No |
| 34 | 1323 | 527 | 1850 | 72% | 28% | Yes |
| 35 | 1368 | 711 | 2079 | 66% | 34% | Yes |
| 36 | 1446 | 481 | 1927 | 75% | 25% | Yes |
| 38 | 952 | 348 | 1299 | 73% | 27% | Yes |
| 39 | 1756 | 2385 | 4141 | 42% | 58% | Yes |
| 43 | 683 | 3165 | 3848 | 18% | 82% | No |
| 46 | 236 | 647 | 883 | 27% | 73% | No |
| 62 | 1599 | 284 | 1883 | 85% | 15% | Yes |
| 75 | 2676 | 960 | 3636 | 74% | 26% | Yes |
| 76 | 826 | 1901 | 2726 | 30% | 70% | No |
| 117 | 659 | 249 | 908 | 73% | 27% | Yes |
| 118 | 702 | 207 | 909 | 77% | 23% | Yes |
| 119 | 688 | 221 | 910 | 76% | 24% | Yes |
| 120 | 407 | 208 | 615 | 66% | 34% | Yes |
| 121 | 320 | 497 | 817 | 39% | 61% | Yes |
| 122 | 685 | 549 | 1234 | 55% | 45% | Yes |
| 125 | 795 | 222 | 1016 | 78% | 22% | Yes |
| 126 | 985 | 572 | 1557 | 63% | 37% | Yes |
| 127 | 197 | 367 | 564 | 35% | 65% | Yes |
| 300 | 544 | 798 | 1342 | 41% | 59% | Yes |
| 301 | 1524 | 1096 | 2620 | 58% | 42% | Yes |
| 302 | 1547 | 954 | 2501 | 62% | 38% | Yes |
| 303 | 721 | 971 | 1693 | 43% | 57% | Yes |
| 305 | 1231 | 801 | 2032 | 61% | 39% | Yes |

Appendix I. City of Gainesville City Commission Review and Approval