

Duluth Transit Authority

Title VI Report

November 2010

1. OVERVIEW

Guiding Documents:

FTA Circular 4702.1A

49 Code of Federal Regulations, Part 21; Appendix C Part 3(iii); Part 1.45(a)(10)

DOT Order 5610.2

Civil Rights Act of 1964

The Federal Transit Administration (FTA) is responsible for ensuring that its funding recipients fully comply with Title VI of the Civil Rights Act of 1964. The City of Duluth and Superior public transit provider, the Duluth Transit Authority, is a recipient of federal funds, pursuant to Title 49 U.S.C. Chapter 53, under FTA section 5307, 5309, and other programs from the Federal Transit Administration. As a recipient of federal funds, the Duluth Transit Authority has prepared its 2010 Title VI Report in accordance with FTA Circular 4702.1A, dated May 13, 2007. This report covers calendar years 2007 through 2009 and addresses the DTA's compliance with the Civil Rights Act of 1964, Section 601, which states the following:

“No persons 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.”

The Duluth Transit Authority clearly understands its responsibility to ensure that all transit service and access to its facilities are equitably distributed and provided without regard to race, color, religious creed, or national origin. Furthermore, the DTA shall continuously strive to ensure that equal opportunities are afforded to all individuals in its service area without regard to race, color, religious creed or national origin, as they relate to community participation in local transit planning and decision-making processes.

2. DESCRIPTION OF TRANSIT SERVICE

2.1 Fixed Route Service

The Duluth Transit Authority, established in 1969, provides fixed route and complementary paratransit services to citizens within the city limits of Duluth, Proctor, and Superior as well as townships of Rice Lake and South Superior. The basic characteristics of the DTA's fixed route transit system area as follows:

Historically, the system has been a coverage-oriented rather than productivity oriented system. That is to say system resources are more oriented to serving as many people as possible as opposed to providing high-frequency service along just a few key corridors.

Service frequencies of 30 minutes on almost all routes in the peak and 60 minutes in the off-peak.

Hours of service between 4 AM and 1:00 AM on weekdays, with shorter schedules on weekends.

Reliance on a timed-transfer system with an important hubs in the downtown, at Miller Mall, and UMD.

2.2 Paratransit Service

To comply with the Americans with Disabilities Act transit agencies are required to provide a paratransit system that mirrors the fixed route service they provide. Paratransit service must be provided along a corridor that stretches three quarters of a mile on either

side of an established fixed route. The DTA provides a curb-to curb paratransit service that will deliver patrons in accordance with the ADA. STRIDE is the DTA's ADA service. It meets the geographical requirements in the City Superior and exceeds them in Duluth.

3. GENERAL REPORTING REQUIREMENTS

Chapter IV of FTA Circular 4702.1A speaks to the general reporting requirements required of the Duluth Transit Authority and its subrecipients to ensure that their activities comply with the DOT Title VI regulations and/or the DOT Order on Environmental Justice and the DOT Guidance on Limited English Proficiency (LEP). Reporting requirements covering nine general areas are identified in this chapter. Summaries of these requirements and the Duluth Transit Authority's efforts in meeting them are outlined below.

3.1 ANNUAL TITLE VI ASSURANCE: Applicants shall submit their annual Title VI assurance as part of their annual Certification and Assurance submission to FTA. Recipients shall collect Title VI assurances from subrecipients prior to passing through FTA funds (these Title VI assurances can be submitted as part of a standard list of assurances provided by subrecipients to their direct recipient).

The Duluth Transit Authority annually submits its Certifications and Assurances in the Transportation Electronic Award Management (TEAM) System within 90-days from the date on which the Certifications and Assurances are printed in the Federal Register. The General Manager of the DTA and the City Attorney (in both Duluth and Superior) sign these Certifications and Assurances after approval by the Board of Directors. A printed, signed copy of the Certifications and Assurances are also kept on file within the Administration.

3.2 TITLE VI COMPLAINT PROCEDURES: In order to comply with 49 CFR §21.9(b), recipients and subrecipients shall develop procedures for investigating and tracking Title VI complaints filed against them and make their procedures for filing a complaint available to members of the public upon request. The Duluth Transit Authority has developed procedures for filing, tracking, and investigating Title VI complaints. The procedures are identified as "Appendix 1" in the Appendices section of this document.

3.3 RECORD OF TITLE VI INVESTIGATIONS, COMPLAINTS, AND LAWSUITS: In order to comply with 49 CFR §21.9(b), recipients and subrecipients shall prepare and maintain a list of any active investigations conducted by entities other than FTA, lawsuits, or complaints naming the recipient and/or subrecipient that allege discrimination on the basis of race, color, or national origin.

The Duluth Transit Authority has had no complaints filed with Title VI implications in 2007, 2008, 2009, or thus far in 2010.

3.4 PROVIDING MEANINGFUL ACCESS TO LIMITED ENGLISH PROFICIENT (LEP)

INDIVIDUALS: Title VI and its implementing regulations require that FTA recipients take responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of their programs and activities for individuals who are Limited English Proficient (LEP).

The Duluth Transit Authority, will focus its resources in a number of areas in an effort to provide meaningful access for individuals who are Limited English Proficient to the same public transit services provided to all members of the community.

The Duluth Transit Authority has found through census data and demographic studies that there is not a dominant group of residents and patrons, with limited English proficiency. Census data and City analysis

shows a total of 34 people or 0.04% of the DTA's area population falling into the LEP category (See Appendix 3). The biggest group are those speaking Spanish (12 people).

To facilitate communication with the LEP population the DTA has taken several actions. First the "Google Translator" has been added to the DTA's website. This allows people to choose one of over 50 languages to view our information. It also allows users or staff to print information and/or schedules in any of those languages. The DTA has also issued Language Identification Cards to staff that interacts with the public as well as placing one on each bus in the system. The DTA is also contracting with a language translation service to assist with phone translations or on bus translations via a radio-telephone patch for any individual of any language proficiency.

The DTA makes every effort to make it just as easy for a limited English proficiency person to travel on the system, as it is for a person that is fully proficient in English.

3.5 NOTIFYING BENEFICIARIES OF PROTECTION UNDER TITLE VI: In

order to comply with 49 CFR §21.9(d), recipients and subrecipients shall provide information to beneficiaries regarding their Title VI obligations and appraising beneficiaries of the protections against discrimination afforded to them by Title VI. The Duluth Transit Authority has established a "Commitment to Fairness" statement of rights, per Title VI, for those who are benefiting from services and/or contracts funded with federal assistance. The DTA has made that statement of rights available to the public. The Duluth Transit Authority has also made available to the public a policy statement addressing our commitment to avoid discrimination on the basis of race, color, or national origin; a description of procedures for how to request more information on the obligations of the Duluth Transit Authority to fulfill Title VI obligations; and, a public notice that informs beneficiaries of their right to file Title VI complaints, and the process for doing so, should they feel that discrimination has occurred.

Documentation of this information, as well as the DTA's policy statements and public notification of rights are identified in "Appendix 2" of the Appendices section of this document. They are also posted on the DTA vehicles, and on the DTA's web page.

3.6/3.7 REQUIRED SUBMISSION OF TITLE VI PROGRAM/ ADDITIONAL INFORMATION UPON REQUEST: To ensure compliance with 49 CFR Section 21.9(b), FTA requires that all recipients document their compliance by submitting a Title VI Program to FTA's regional civil rights officer once every three years.

The Duluth Transit Authority submitted its most recent Title VI report to the FTA in 2007. Since that time, Title VI-related the DTA policies, procedures, and service has not changed substantially. What has changed since the Duluth Transit Authority filed its most recent Title VI Plan is the regulation guiding Title VI (now FTA Circular 4702.1A, resulting in revisions to the public information dissemination portion of the Duluth Transit Authority Title VI plan. As of the date of this Title VI Plan submission, the DTA Transit Department has completed its *FY09-14 Short Range Transit Plan* (called the Vision Plan locally), including revised goals and objectives that include a sustainability goal and detailed performance standards.

Subsequent Title VI Plan documents, the next of which is anticipated to be completed in 2013, will also have the results of updated Census information.

3.8 ENVIRONMENTAL JUSTICE ANALYSIS OF CONSTRUCTION

PROJECTS: In order to integrate, into environmental analyses, considerations expressed in the DOT Order on Environmental Justice, recipients and subrecipients should integrate an environmental justice analysis into their National Environmental Policy Act (NEPA) documentation of construction projects.

The Duluth Transit Authority, between 2007 and 2010, has only engaged facility rehabilitation projects.

At this time the Duluth Transit Authority, is looking at a Multimodal facility. Information on this has been submitted to FTYA requesting a Categorical Exclusion. Environmental Justice information was a part of that submittal.

Construction Project.

The DTA is looking at one major construction project. It is a renovation of an existing facility.

The project involves the development of a multimodal transit hub in the downtown area. The facility is a transfer site located in the center of Duluth's downtown area.

Minority groups are served by the transit center whenever they transfer or wait for a bus in the downtown area. The downtown area is also contained within the census tract with the greatest number as well as percentage of minority people. Thus, the impact that the transit center has had as well as its use in the future will continue to enhance the impact of transit within the minority population of the Duluth/Superior Metropolitan Area. There are no negative changes to the environment. The DTA will continue to require minority participation when contracting. The current contract for cleaning the facility is with a minority firm. There are no other changes or impacts upon the minority population based on this work on an existing facility. There is also no relocation proposed with this improvement.

3.9 INCLUSIVE PUBLIC INVOLVEMENT: In order to comply with 49 CFR 21.5(b)(7), and to engage in community outreach consistent with the DOT Order on Environmental Justice, recipients and subrecipients shall seek out and consider the viewpoints of minority and low-income populations in the course of conducting public outreach and involvement activities. An agency's public participation strategy shall offer early and

continuous opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation decisions. The Duluth Transit Authority recognizes that the FTA has given recipients wide latitude to determine how, when and how often specific public involvement measures should take place and what measures are most appropriate. The Duluth Transit Authority engages the public in its planning and decision-making processes, as well as in its marketing and outreach activities. Between 2006 and 2009 the following activities included extensive public participation:

FY2009-2014 Transit Vision Plan: Approved by the DTA Board of Directors in 2009. The plan contained information on the proposed facility as well as service changes to best fit the community needs. The public involvement on this plan included passenger surveys (Appendix 5), on-street interviews with the general public, a random phone survey, as well as two walk-in public meetings.

MPO long range transportation plan: Approved in 2010. This plan also had an extensive public review in addition to monthly open meetings to review parts of the plan.

Other transit service coordination committees: the Duluth Transit Authority participates in disability commissions for both Duluth and Superior as well as the STRIDE Advisory Committee.

The DTA also run the “Transit 101” sessions each year. About 15 of these presentations are made each year. The DTA staff actively reaches out to organized community groups (i.e. Senior Centers, Senior Facilities, Child Care Centers, groups catering to individuals of Latin/Hispanic origin, etc.) to conduct travel training classes. During these classes, informational packets, which also include a couple of free passes, are disseminated, a presentation is made by the Department’s Marketing Director.

The DTA also serves on the local CAP Board’s transportation committees (serving low income and minority groups) as well as their “Circle of Support” group that aids people in getting out of poverty.

The DTA also has a strong Comment & Complaint Program that also interfaces with our website. Customer comments and complaints are tracked on our computer system and are responded to in a timely fashion.

4. PROGRAM-SPECIFIC REQUIREMENTS AND GUIDELINES FOR RECIPIENTS SERVING LARGE URBANIZED AREAS

Chapter V of FTA Circular 4702.1A provides program-specific guidance for recipients that provide service to geographic areas with a population of 200,000 people or greater under U.S.C. 5307. These program-specific requirements should be followed in addition to the general reporting requirements outlined in the above section (Section 3 of this report). The DTA’s service area is under this threshold. However, some of this work has been done and is presented below.

4.1 REQUIREMENT TO COLLECT DEMOGRAPHIC DATA:

The MPO updates maps after each census report as to racial and ethnic data showing the extent to which members of minority groups are beneficiaries of the DTA’s Services.

Survey Information on Customer Demographics and Travel Patterns.
The Duluth Transit Authority conducted a detailed passenger survey as part of the

Vision Report. The State of MN also conducted a survey in 2010 that contained questions on LEP. Both survey forms are attached.

4.2 & 4.3 REQUIREMENT TO SET SYSTEMWIDE SERVICE STANDARDS and SYSTEMWIDE SERVICE POLICIES : In order to comply with 49 CFR Section 21.5(b)(2) and (7), Appendix C to 49 CFR part 21, recipients to which this chapter applies shall adopt quantitative system-wide service standards necessary to guard against discriminatory service designs or operations decisions. Here again this does not apply to the DTA, however the DTA's Goals and objectives as presented in the Vision Plan has established system wide design standards and policies (Appendix 4).

4.4 REQUIREMENT TO EVALUATE SERVICE AND FARE CHANGES: In order to comply with 49 CFR Section 21.5(b)(2) and (7), Appendix C to 49 CFR part 21, recipients to which this chapter applies shall evaluate significant systemwide service and fare changes and proposed improvements at the planning and programming stages to determine whether those changes have a discriminatory impact. For service changes, this requirement applies to "major service changes" only.

SERVICE CHANGES: the **Duluth Transit Authority** defines "major service changes" as modifications to 25% of routes or 25% of a given route. Since 2006 the DTA has not made any major service changes.

FARE INCREASES: The DTA's last fare increase was in 2005. The DTA is proposing a fare increase for 2011. This fare increase was actually brought to the DTA by low incomes citizens participating in the local CAP (Community Action Program) Circle of Support group. Their request was to increase the fare so that additional service could be added to provide bus service to meet their needs for employment. The service need they requested was to serve the third shift at local medical facilities.

The DTA took this proposal to the general public via the public hearing process and also held a "Walk-In: session at the downtown Transit Center. The DTA also received comments via phone and many more via Email. The comments were over 90% in favor of the increase as long as it was tied to the service increase.

The Duluth Transit Authority fare structure does not discriminate against minority citizens of the DTA. Only one fare category exists for all adult riders, regardless of distance traveled or the time of day when the trip is being made. Discounted off-peak fares are provided to all people. Children under five, accompanied by an adult, ride free of charge.

4.5 REQUIREMENT TO MONITOR TRANSIT SERVICE: In order to comply with 49 CFR Section 21.5(b)(2) and (7), Appendix C to 49 CFR part 21, recipients shall monitor the transit service provided throughout the recipient's service area. Periodic service monitoring activities shall be undertaken to compare the level and quality of service provided to predominantly minority areas with service provided in other areas to ensure that the end results of policies and decision making is equitable service.

The Duluth Transit Authority, is a smaller transit operator and is not required to do this, however monitoring is part of the DTA's Vision Plan and will continue.

5. APPENDICES

1. the DTA Procedures for Filing, Tracking, and Investigating Title VI Complaints
2. the Duluth Transit Authority Statement of Rights for Beneficiaries; the DTA the DTA Title VI Policy Statement; Public Notification of Rights
3. LEP Analysis

APPENDIX 1

Procedures for Filing, Tracking, and Investigating Title VI Complaints

THE DULUTH TRANSIT AUTHORITY PROCESS FOR FILING AND INVESTIGATING TITLE VI COMPLAINTS

What is Title VI of the Civil Rights Act of 1964?

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving Federal financial assistance. The Duluth Transit Authority is committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin, as protected by Title VI of the Civil Rights Act of 1964. You may also find more information on compliance requirements placed on public transit operators as they relate to Title VI in Federal Transit Administration (FTA) Circular 4702.1A. If you believe you have been subjected to discrimination under Title VI, you may file a complaint.

How to file a Title VI Complaint?

You may file a signed, written complaint thirty (30) days from the date of alleged discrimination. The complaint should include the following information:

- Your name, mailing address, and how to contact you (i.e., telephone number, email address, etc.)
- How, when, where, and why you believe you were discriminated against. Include the location, names and contact information of any witnesses.
- Other information that you deem significant.

The complaint may be filed in writing with the Duluth Transit Authority' Title VI Program Officer at the following address:

Duluth Transit Authority
Director of Administration
2402 West Michigan Street
Duluth, MN 55806

You may also contact the Title VI Program Officer

By phone: 218-722-4426 ext. 316
By Facsimile: 218-722-4428
By Email: jheilig@duluthtransit.com

NOTE: The Title VI Program Officer may assist with writing a complaint if the complainant is unable to do

so. Additionally, the DTA encourages all complainants to certify all mail that is sent through the U.S. Postal Service and/or ensure that all written correspondence can be tracked easily. For complaints originally submitted by facsimile, an original, signed copy of the complaint must be mailed to the Title VI Program Officer as soon as possible, but no later than 30-days from the alleged date of discrimination.

What happens to my complaint after it is submitted to the Duluth Transit Authority?

All complaints alleging discrimination based on race, color or national origin in a service or benefit provided by the Duluth Transit Authority will be directly addressed by the DTA' Title VI Program Officer (Program Officer). The Program Officer shall also provide appropriate assistance to complainants, including those persons with disabilities, or who are limited in their ability to communicate in English. Additionally, the Program Officer shall make every effort to address all complaints in an expeditious and thorough manner.

In instances where additional information is needed for assessment or investigation of the complaint, the Program Officer will contact the complainant in writing within fifteen (15) working days of receipt of the complaint. Please note that in responding to any requests for additional information, a complainant's failure to provide the requested information by the date indicated by the Program Officer may result in the administrative closure of the complaint.

Once sufficient information for investigating the complaint is received by the Program Officer, they will prepare a draft written response subject to review by the General Manager of the DTA. If appropriate, the they may administratively close the complaint. In this case, the DTA' Title VI Program Officer will notify the complainant of the action as soon as possible.

How will I be notified of the outcome of my complaint?

The Duluth Transit Authority' Title VI Program Officer will send a final written response to the complainant and advise the complainant of his or her right to 1) appeal to the City of the DTA's City Manger within 7 days of receipt of the final written decision from the Program Officer, and/or 2) file a complaint externally with the U.S. Department of Transportation and/or the Federal Transit Administration. The Program Officer will make every effort to respond to Title VI complaints within 60 working days of receipt of such complaints, if not sooner. In addition to the complaint process described above, a complainant may file a Title VI complaint with the following office:

Federal Transit Administration Office of Civil Rights
Attention: Title VI Program Coordinator
East Building, 5th Floor – TCR
1200 New Jersey Ave., SE
Washington, DC 205904



**Duluth Transit Authority/STRIDE
Discrimination Complaint Form**

Note: The following information is needed to assist in processing your complaint.

Information about Complainant:

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone Number (Home): (____) _____

Telephone Number (Work): (____) _____

Person Discriminated Against (if someone other than complainant)

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone Number (Home): (____) _____

Telephone Number (Work): (____) _____

Which of the following best describes the reason you believe the discrimination took place?

Race/Color (Specify) _____

National Origin (Specify) _____

Sex _____

Religion _____

Age _____

Disability _____

On what date(s) did the alleged discrimination take place?

Please explain below as briefly and clearly as possible what happened and how you believe you were discriminated against. Indicate who was involved. Be sure to describe in what way you believe other persons were treated differently than you and why you believe these events occurred. (Please use additional sheets if necessary and attach a copy to written material pertaining to your case).

(Please continue on top of next page.)

If an advisor will be assisting you in the complaint process, please provide his/her name and contact information.

Name: _____
Name of Business: _____ Position/Title _____
Address: _____
City: _____ State: _____ Zip Code: _____
Telephone Number: (____) _____

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

This Discrimination Complaint form or your written complaint statement must be signed and dated in order to address your allegation(s).

Additionally, this office will need your consent to disclose your name, if necessary, in the course of our inquiry. If you are filing a complaint of discrimination on behalf of another person, our office will also need this person's consent to disclose his/her name.

I certify that to the best of my knowledge the information I have provided is accurate and the events and circumstances are as I have described them. As a complainant, I also understand that if I indicated I will be assisted by an advisor on this form, my signature below authorizes the named individual to receive copies of relevant correspondence regarding the complaint and to accompany me during the investigation. My signature below also authorizes my approval to disclose my name, if needed as part of the DTA inquiry.

Complainant Signature: _____ Date: _____

Attachments: Yes No

Sign and submit complaint form and any additional information to:

Jim Heilig, Director of Administration, DTA
2402 West Michigan Street
Duluth, MN 55806
(218) 722-4426 ext. 316
jheilig@duluthtransit.com

APPENDIX 2

Commitment to Fairness - Rights of Beneficiaries

The DTA pledges that you will have access to all our programs, services and benefits without regard to race, color, national origin, sex, age, disability or socioeconomic status.

The DTA will not tolerate discrimination by its employees or by those who receive federal funds from the DTA. The DTA prohibits all discriminatory practices that may result in an individual:

Being denied any service, financial aid or benefit provided under a program to which he or she may be otherwise entitled

Being held to different standards or requirements for participation

Experiencing segregation or separate treatment in any part of a program

Being subject to distinctions in quality, quantity or manner in which a benefit is provided

Experiencing discrimination in any activities conducted in a DTA facility built in whole or part with Federal funds.

Prevent the denial of reduction in or significant delay in the receipt of benefits by minority and low income populations.

Furthermore the DTA will:

Avoid or reduce harmful human health and environmental effects on minority and low income populations.

Ensure full and fair participation by all communities, including low income and minority populations in the transportation decision-making process.

These rights are guaranteed under Title VI of the Civil Rights Act of 1964, which says in part:

“No person in the United State 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.”(42 U.S.C. Sec200d)

In addition, Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, 1994 provides:

“Each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations.”

If you believe that you have been discriminated against because of your race, color, national origin, sex, age, disability or socioeconomic status, you may file a written complaint with the DTA's Office of Diversity and Equal Opportunity at this address:

Jim Heilig, Director of Administration, DTA
2402 West Michigan Street
Duluth, MN 55806

Or you can contact us by phone at (218) 722-4426 ext. 316
or by e-mail at jheilig@duluthtransit.com

Text for on bus Information:

Duluth Transit Authority - Title VI Notice to Public

The Duluth Transit Authority (DTA) hereby gives public notice of its policy to uphold and assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and all related statutes. Title VI and related statutes prohibiting discrimination in federally assisted programs require that no person in the United States of America shall, on the grounds of race, color, national origin, sex, age, or disability be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity receiving federal assistance.

Any person who believes they have been aggrieved by an unlawful discriminatory practice regarding DTA programs has a right to file a formal complaint with the DTA. Any such complaint must be in writing and submitted to the DTA Title VI Coordinator within thirty (30) days following the date of the alleged occurrence. For more information regarding civil rights complaints, please contact:

Title VI Coordinator
Duluth Transit Authority
2402 West Michigan Street
Duluth, MN 55806
218/722-4426 x316 or jheilig@duluthtransit.com **DTA**

APPENDIX 3

Duluth Transit Authority Population Fact Sheet

Table 1. Ability to Speak English by Language Spoken at Home

Universe: Total population

Geography:

St. Louis County

**Duluth
Estimate for**

Language Spoken at Home	Total		Speak English "not at all"		Total	"Not at all"
	Number	Percent	Number	Percent	Number	
Total population	225,265	100.0	(X)	(X)	225,265	83,497
Not in universe (population under 5 years)	12,990	5.8	(X)	(X)	12,990	
Speak only English	199,710	88.7	(X)	(X)	199,710	
Speak language other than English	12,570	5.6	165	1.3	12,570	34
African languages	89	0.0	4	4.5	89	
Arabic	65	0.0	0	0.0	65	
Chinese	460	0.2	25	5.4	460	8
French (incl. Patois, Cajun)	735	0.3	0	0.0	735	
French Creole	4	0.0	0	0.0	4	
German	1,570	0.7	10	0.6	1,570	2
Greek	105	0.1	0	0.0	105	
Hebrew	14	0.0	0	0.0	14	
Hindi	30	0.0	0	0.0	30	
Hungarian	20	0.0	0	0.0	20	
Italian	140	0.1	0	0.0	140	
Japanese	129	0.1	4	3.1	129	4
Korean	85	0.0	0	0.0	85	
Laotian	310	0.1	0	0.0	310	
Miao, Hmong	430	0.2	45	10.5	430	2
Mon-Khmer, Cambodian	8	0.0	0	0.0	8	
Other and unspecified languages	360	0.2	0	0.0	360	
Other Asian languages	65	0.0	0	0.0	65	
Other Indic languages	90	0.0	0	0.0	90	
Other Indo-European languages	44	0.0	0	0.0	44	
Other Native North American languages	395	0.2	0	0.0	395	
Other Pacific Island languages	99	0.0	4	4.0	99	-
Other Slavic languages	204	0.1	0	0.0	204	
Other West Germanic languages	75	0.0	0	0.0	75	
Persian	<i>Page 16</i>	0.0	0	0.0	19	
Polish	465	0.2	0	0.0	465	

Portuguese or Portuguese Creole	8	0.0	0	0.0	8
Russian	264	0.1	4	1.5	264
Scandinavian languages	1,355	0.6	0	0.0	1,355
Serbo-Croatian	159	0.1	0	0.0	159
Spanish or Spanish Creole	4,390	2.0	65	1.5	4,390
Tagalog	95	0.0	0	0.0	95
Thai	15	0.0	0	0.0	15
Urdu	58	0.0	4	6.9	58
Vietnamese	189	0.1	4	2.1	189
Yiddish	29	0.0	0	0.0	29

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APPENDIX 4

DTA MISSION, GOALS, OBJECTIVES & STANDARDS

Approved by the DTA Board of Directors 4/25/2007

The Mission of the DTA shall be to provide public transit service that is safe, convenient, efficient, and affordable.

GOAL I: Maximize the use of public transit by area residents by promoting a strong customer focus throughout the organization that ensures their needs and travel patterns are understood and consistently met or exceeded.

SERVICE DELIVERY OBJECTIVE:

Objective: On-Time Performance

The DTA will increase on-time performance at all route time points and maintain scheduled trip service reliability.

Standard

Schedule Adherence - The DTA defines "On-Time" Operation as zero minutes ahead of schedule to no more than three minutes behind schedule. Behind schedule operation can develop from a number of uncontrollable circumstances, but ahead of schedule operation is avoidable and should never occur. During peak periods, bus service shall maintain or surpass

90 percent of "on-time" service and 95 percent during all other operating periods. The on-time standard shall be measured for the system and for individual routes quarterly and apply to all scheduled time points. (Measurement = percent on-time trips for peak and non peak periods).

Standard

Service Reliability - The DTA will strive for 99 percent of all scheduled trips to be operated and will maintain a minimum of 4,500 vehicle miles between road calls. (Measurement = percent missed trips and miles per road failure).

PASSENGER COMFORT/SATISFACTION OBJECTIVE:

Objective: Customer Satisfaction

The DTA will attempt to improve customer satisfaction each year and strive to minimize unsatisfied customers by monitoring customer complaints and offering corrective action when possible/appropriate.

Standard

Seventy-five percent of on-board survey respondents reporting being satisfied with DTA service. The DTA will establish an on-board survey question measuring customer satisfaction.

Standard

All customer complaints will be investigated and monitored. Summaries of complaints will be evaluated by route and classified as operational, service, or equipment.

ROUTE DESIGN OBJECTIVES:

Objective: Route network

Route network changes in spacing and layout will consider both the transit user and the transit operation in an attempt to reach compatible solutions for both to enhance service.

Standard

The following variables will be considered in determining route spacing and layout:

- Population density (current and projected).
- Employment density (current and projected).
- Service area characteristics (age, income, auto's per household, etc.).
- Street patterns and physical characteristics (e.g., parking, traffic control devices).
- Load capacity of service provided.
- Enhancement of timed transfers.

Standard

Directness of Service - To keep travel time to a minimum for bus patrons. The miles traveled by bus between major destinations should not exceed 1.3 times the distance possible by automobile (with the exception of cross-town routes and large loop designed routes).

Objective: Travel Time

The travel time required from boarding point to destination within the service area shall be maintained as low as possible. However, travel time is dependent on the type of service provided and the nature of the destination desired.

Standard

- * *Major Destinations and Express Service* - The travel time required for a bus user shall not exceed a multiple of 1-1/2 the travel time required by automobile. Major destinations are limited to downtown Duluth, the medical complex and Miller Hill Mall.
- * *Regular Route Destinations (Non-Major)* - The travel time required for a bus user shall not exceed a multiple of two times the travel time required by automobile for non-major destinations.
- * *Cross-town Service* - The travel time required for a bus user shall not exceed a multiple of three times the travel time required by automobile.
- * *ADA and Non-Regular Route Service* - The travel time required for any user shall not exceed 60 minutes.

These standards will aid in maintaining the competitive advantage gained through private economics of mass transit, especially for long travel distances. Travel time is measured from terminal to terminal and based on following an identical route alignment versus the private automobile.

Objective: Transit Facilities and Rolling Stock

All facilities and equipment encountered by a patron during the transit trip such as, shelters, signs, vehicles, transit information, etc. shall be well maintained and enhance the experience of DTA customers. Measurable standards have been identified only for buses and the location of bus shelters.

Standard

- * *Rolling Stock* - The total number of vehicles needed to service an area shall be related to the changing demand consistent with operating and replacement standards. The DTA will strive to maintain a fleet of different vehicle styles and sizes to address the changing needs of the riding public. Driver suitability and comfort as well as passenger comfort will be considered for vehicle purchases. In addition, all vehicles shall comply with current Americans with Disabilities Act (ADA) standards and meet all mandated bus testing measures as specified by the Federal Transit Administration (FTA). Changes to the rolling stock may be warranted due to service changes or cost efficiency standards.
- * *Average Fleet Age* - Average fleet age for each vehicle type shall be half of the maximum life cycle age as determined by the Federal Transit Administration (FTA). Buses that have been rehabilitated as currently planned should have 10-year and 19-year useful life for gasoline and diesel vehicles, respectively. This standard relates to a combination of safety, comfort, maintenance, marketing, and cost factors.
- * *Vehicle Usage* - The number of buses under six years of age should be sufficient to satisfy off-peak service levels, allowing older buses which are more expensive to maintain to be held in reserve. Rehabilitated buses under three years of age should be considered new.

Standard

Shelters - The Duluth-Superior area is subject to a wide range of weather conditions to which ridership is sensitive. Shelters are needed to provide comfort for waiting passengers during inclement weather. Shelters will provide clear vision in all directions, seats, lighting, and schedule and route information.



Criteria for locating shelters

- All stops where 25 or more people board on the average weekday, with seniors and disabled passengers counting as two.
- Every neighborhood will have at least one shelter as will every route.
- Complete DTA schedule information shall be posted at all bus shelters and shall meet ADA requirements for use by the disabled population.

SCHEDULE ADHERENCE OBJECTIVES:

Objective: Passenger Loading

Loading standards must be related to operating costs, revenues produced passenger comfort. Loading standards are expressed as the capacity of the vehicle. For example, a load factor of 100 percent implies that the number of seats and passengers are equal, while a load factor of 150 percent implies there are three passengers for every two seats.

Although it is desirable to provide a seat for each passenger at all times, it is usually not economically feasible. Since rider characteristics for the system and each route vary by time of day, loading standards shall likewise vary in this manner. In establishing these standards, consideration shall be given to the length of time passengers are required to stand during the interchange of passengers along the route.

Standard

- * *System-Wide* - An absolute maximum load standard of 150 percent shall be established.
- * *Peak Hours* - 120 percent load factor will be the maximum standard for the period of maximum vehicle requirements. DTA will adhere to this standard in 95 percent of all scheduled trips.
- * *Off-Peak Hours* - 90 percent load factor will be the maximum standard for the period of minimum vehicle requirements. DTA will adhere to this standard in 95 percent of all scheduled trips.
- * *Freeway operation* - Maximum allowable load factor will be 100 percent. Load factors will be monitored by drivers and customer complaints; upon which a more systematic measurement will be determined.

Objective: Fixed Route Headways

The scheduled time between buses passing a given point shall be determined primarily by time of day, passenger loads and also by service area characteristics such as population density, income and auto ownership. Headways shall be at their maximum when minimum service is provided during off-peak periods.

Standard

Where economically feasible, peak headways shall not be over 30 minutes while off-peak headways shall not be over 60 minutes.

ECONOMIC AND PRODUCTIVITY OBJECTIVES:

Objective: Effectiveness

Increase transit ridership by three percent each year.

Performance Measures

Ridership will be measured by total revenue passengers.

Objective: Economic Efficiency

Increase transit service efficiency each year.

Performance Measures:

- Total cost per passenger

- Revenue per passenger
- Subsidy per passenger = decrease by 0.5 percent per year

Objective: Route Efficiency and Effectiveness

In order to utilize transit resources to the greatest extent, route level performance will be analyzed to determine where corrective action is warranted. (Route analysis is discussed in greater detail in Section Five.)

Standard

Subsidy per passenger

- 20 percent-35 percent subsidy above the system average would be considered for extra marketing efforts and/or minor modifications.
- 36 percent-50 percent subsidy per passenger above the systems average would warrant more significant route changes.
- > 50 percent subsidy per passenger above the systems average would require major restructuring or possible elimination.

Passenger per revenue hour

- 20 percent-35 percent passenger per revenue hour below the system average would be considered for extra marketing efforts and/or minor modifications.
- 36 percent-50 percent passenger per revenue hour below the system average would warrant more significant route changes.
- > 50 percent passenger per revenue hour below the system average would require major restructuring or possible elimination.

Criteria used to evaluate routes will include: Trip capacity, Ridership per trip, Ridership growth, Senior ridership, Transit Dependant ridership, and Revenue efficiency.

GOAL II: Provide a secure and safe environment that includes operationally safe equipment and facilities as well as personal security and property protection.

Objective: Safety and Security

Maximum safety and security for all patrons and parties affected by the system.

Standard

Passenger Safety - The DTA will strive for zero passenger accidents to be measured by the number of passenger accidents per 100,000 passengers. The DTA will strive to keep vehicle only accidents at the lowest level possible to be measured by vehicle collisions per 100,000 miles.

Standard

Passenger Security - The DTA will track, monitor and report security related incidents on buses and at transit facilities. All new bus purchases will specify that video monitoring equipment be mandatory.

Standard

Passenger Security Perceptions - The DTA will strive for all transit riders reporting feeling secure using the transit system measured by periodic on-board passenger surveys. A security perception question will be

established for the annual on-board survey.

Objective: Bus Stop Spacing

The number of bus stops along transit routes demand an appropriate balance between trip speed (as measured by riding time) and passenger access convenience (as measured by walking distance to bus stops). Stops at every intersection lead to short walking distances but result in lower average vehicle speeds and greater total trip time.

Standard

- * *Residential Areas* - In residential areas, bus stops will be spaced between 700 and 1,500 feet apart, except where the route is operating on steep hills (six percent slope or greater) or where two major boarding points (as determined by the route studies) exist one block apart.

- * *Commercial Areas* - In commercial and industrial areas, stops should not be controlled by any general standard, but based on accessibility to major passenger generators.

GOAL III: Maintain reliable service to the transit dependent and disabled population.

Objective: Assure on-time performance for STRIDE services.

Standard

On-time performance - Users of the ADA service (STRIDE) will be provided service within 15 minutes (before or after) of their requested scheduling time. STRIDE will maintain this ½ hour window in 99 percent of all operations.



DTA Wheelchair Accessible Bus

Objective: Paratransit Service

Provide the highest possible level of paratransit service to citizens with transportation disabilities.

Objective: Transit Service Availability

Maximize transit service availability to congregate housing units with high concentrations of seniors, low income and disabled populations.

GOAL IV: Develop and maintain transit service marketing strategies for all segments of the community that will have a positive impact for the DTA.

Objective: Marketing Resources

An appropriate and effective amount of resources need to be targeted for marketing activities. The marketing budget should be divided into three separate marketing responsibilities; customer services, marketing research and advertising and promotions.

Standard

Industry standards suggest that an appropriate amount of funding for advertising and promotions (total advertising production and media costs) is one percent of total operational costs.

Objective: Commuter Pass Program

Work with employers to promote participation in commuter pass program.

GOAL V: Foster an environment which supports mutual respect and courtesy, ensures that all employees are treated fairly and strives to maintain and upgrade the professional/technical knowledge and competence of employees.

Objective: Employee Participation

Strengthen the employee participation process and enhance communication by continuing commitment to labor management committee and expanding communication among employees and administration.

Objective: Job Performance

Develop and/or expand recognition program to reward excellence in the performance of job duties.

Objective: Employee Job Satisfaction

Maintain a high level of employee job satisfaction.

Standards

Annual grievances per employee minimized.

Percent of short term sick hours minimized, by department.

Minimize employee workplace injury exposure.

Objective: Employee Training / Professional Development

Encourage employee training and professional development and maximize training benefits by increasing effective job training opportunities for employees.

GOAL VI: Work closely with area communities, businesses and public agencies toward short and long range transit solutions.

Objective: Disadvantaged Populations

Better coordinate transit with human service needs by exploring ways of providing more responsive services to economically disadvantaged populations.

Objective: Land Use and Transportation Policies

Promote transit consideration in decision-making and the development of plans and policies affecting land use and transportation as an alternative to the construction of additional roadways and parking facilities.

Objective: Transit Education

Educate the community about the importance and benefits of public transit as a solution to parking and traffic congestion and as a way to conserve energy and to preserve the environment.

Objective: Working with the Community

Continue to work with the Chamber of Commerce, Greater Downtown Council, area businesses, institutions, and the Duluth Visitors and Convention Bureau to determine their needs as they relate to the services that the Duluth Transit Authority can provide.

Objective: Communities outside Duluth

Provide service outside the Duluth City limits when the municipality, area business or institution served provides the local share of the operating subsidy for the service and guarantees the farebox revenue.

Objective: Service Extension

- * *Community Cooperation* - New services or route extensions will be initiated in cooperation with the community or communities involved and will include a publicity campaign with local area support.
- * *Trial Period* - At least a minimum six month trial basis will be given to new services. At that time route data will be gathered and an evaluation made concerning route performance and modification to recommendations.
- * *Street System* - Any street used for a new or extended service shall be capable of accommodating the new service and be readily accessible to potential bus patrons. The new service will be located with consideration to the present and future growth of the area in question.

GOAL VII: Promote the development of transit facilities and services that meet the needs of the community that are linked to land use planning and design that encourages pedestrian/bicycle access.

Objective: Development Patterns

Encourage development patterns within Duluth and the surrounding metropolitan area that can be efficiently served by transit.

Objective: Coordination of Transit Needs

Promote coordination of transit needs in the design and development of roadway construction with special attention directed toward proper access at large commercial developments and senior citizen housing sites.

Goal VIII: Increase and improve public transportation effectiveness through research and adoption of technology, management practices and service innovation.

Objective: Data and Research

Utilize data and research effectively to analyze current and future opportunities for increasing transit effectiveness.

Objective: Service Operations

Actively study options to become more proficient in service operations, especially with respect to improving passenger ridership and service effectiveness.

Objective: Alternative Fuels

Evaluate the feasibility of using alternative fuels in the delivery of transit service for the Duluth-Superior metropolitan area.

Goal IX: The DTA will strive for sustainability both in the use and production of our services.

Objective: Promotion

The use of the DTA services is in itself is sustainable. Promotion of these services available should bolster this use.

Objective: Recycling

The DTA should maximize on-site recycling as well as insuring that equipment is recycled off-site.

Objective: Carbon Footprint

The DTA should look to ways to minimize its carbon footprint both in terms of the vehicles we use and the operation of our facilities.

Objective: Be a community leader for efforts toward sustainability

APPENDIX 5

2008 On-Board Survey Duluth Transit Authority

December 13, 2008 *DRAFT*

I. Introduction

This report contains the results from the 2008 On-Board Survey conducted by the Duluth Transit Authority in September and October of 2008. The survey was conducted to gain input for the Vision Update as well as to give the DTA immediate reaction to the current rider perception and suggestions for and of the DTA. This data will also be compared with data from past surveys to look at overall changes in transit riders.

II. Methodology

The survey was conducted in September and October of 2008. A total of 1,164 surveys were collected and processed by DTA staff. Passengers were given surveys as they boarded the bus and most surveys were then returned at the end of the bus trip. Other passengers often would pick up the survey in the morning and return it to their afternoon bus operator. Surveys could also be turned in at the Transit Center as well as several people mailed their survey to the DTA. The survey was conducted by UMD interns who are working for the DTA. As such some of their trips started and ended at UMD. This gave a slight biases to those routes which obviously carried U-Pass riders. Comparisons are made to past surveys where possible.

III. Major Conclusions

There are many positive items that can be highlighted from this survey. Pass use continues to increase and people like them. The service is appreciated and people want more of it. Overcrowding of buses has become an issue. Fares are reasonable. We have improved in terms of crowd control and profanity, but we still need to work on this. Comments on safety and security are down, but comments on profanity have increased. Even U-Pass riders noted this as a complaint. Later service on weekends was the most requested service improvement. Requests for more service on routes included all of them plus services into Hermantown as well as Cloquet. There were virtually no complaints on fares or the hand schedules. Even though our hand schedule costs increase due to supplies and production costs they are being used less and less. The college age riders are tied more to the internet, Google Transit, and cell phones.

Choice riders have increased, again many are college students.

IV. Survey Results

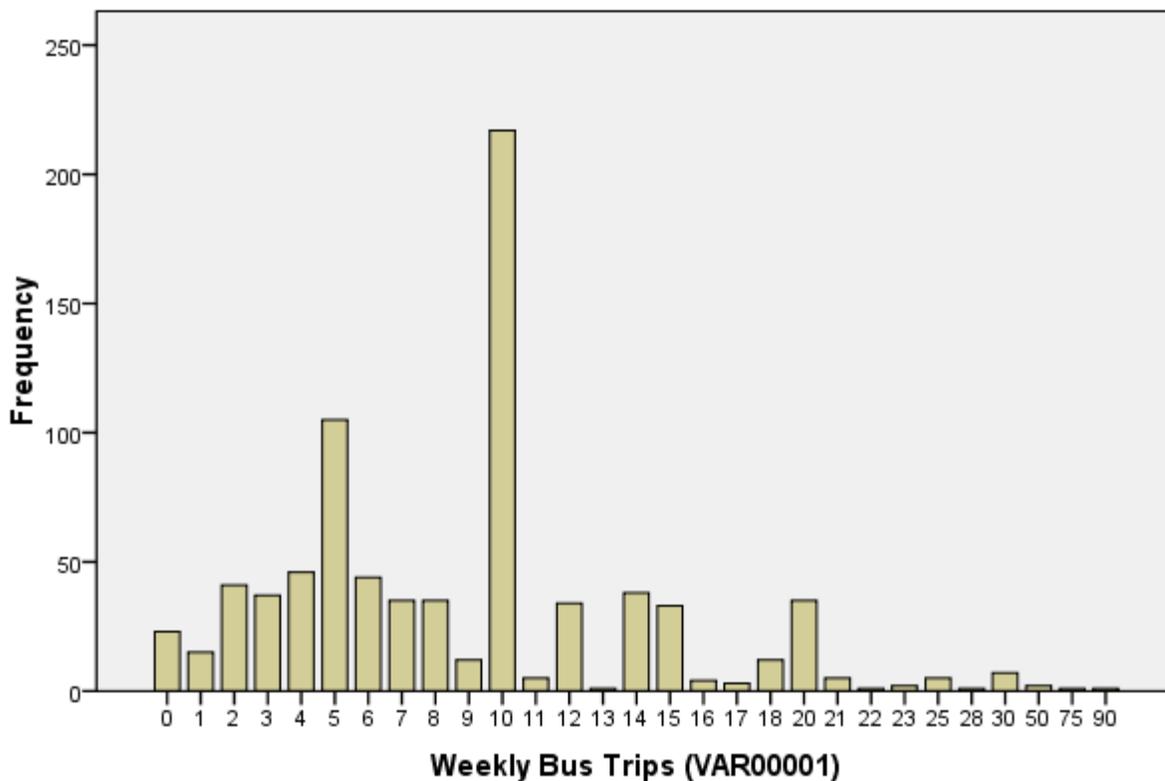
This section of the report will chronologically follow the 2008 survey form with comparisons to past surveys. Detailed data is contained in part two of this report and therefore this section will be an overview of the data. These comparisons have to be examined carefully as there are some differences in methodology. As an example, in 1987 the survey was focused on the peak rider and many more surveys were taken during that period. This year's survey was also different in that it was definitely more complex than surveys done in the past. The survey had more questions, less white space, and several complex questions. Added to this was that the survey was taken toward the end of the month when lower income people historically make fewer frequent discretionary trips. Following the survey results is the Survey form and comments from riders.

Weekly bus rides have fluctuated over the years. Chart 1 details the changes since the first On-Board in 1975.

Chart 1
Average Ridership

	<u>1975</u>	<u>1980</u>	<u>1985</u>	<u>1990</u>	<u>1995</u>	<u>1998</u>	<u>2002</u>	<u>2008</u>
Average	8.36	6.8	NA	7.32	7.70	9.14	9.2	9.5
Median	6.3	7.0	NA	6.0	7.0	8.0	8.5	9.2

Weekly Bus Trips (VAR00001)



Average ridership as well as the median for ridership have been on a steady increase since the inception of the DTA pass programs as well as the U-Pass inception in 2000.

Chart 2 shows the changes that have occurred in trip purposes.

Chart 2
Trip Purposes
(all figures in percent of riders)

	<u>1975</u>	<u>1980</u>	<u>1985</u>	<u>1990</u>	<u>1995</u>	<u>1998</u>	<u>2002</u>	<u>2008</u>	<u>2008</u> Weighted
Work	45.6	46.6	25.0	35.0	27.5	47.1	31.2	29.1	37%
Shopping	21.2	15.8	25.7	25.6	24.0	17.4	19.7	8.1	10%
School Includes									
UPass	19.9	17.6	15.2	9.2	12.5	12.6	13.5	36.7	27%
Social	4.6	10.2	13.5	15.4	15.9	4.5	16.0	6.8	9%
Medical	2.5	9.8	5.7	10.8	10.8	3.4	10.3	4.3	5%
Other	6.2	14.9	4.0	9.3	4.0	9.3	14.7		19%

Here is where the U-Pass bias stands out most. Year to date ridership has U-Pass and school ridership at about 27% of the total ridership on the system. The survey recorded nearly 37%. The last column shows what the percentages would be without this bias.

The major trend over time has been a decline of the regular trips. The U-Pass and the economy during the last few months have been changing this back. Over half of the trips were focused on either work or school. Work and school trips totaled more than 65% in 1975 and 1980 to just over 45% in 1990 and 40% in 1995. The 1985 data should not be taken at face value here as that survey was heavily based on peak ridership. In 2002 those trips grew to just under 45% and this year up to 55%. Shopping to large extent has continued to decline. In part, because of the decline in other trips, but also a clear indicator of the decline in downtown retail shopping. Historically, the DTA has carried a much higher percentage of shopping trips into the downtown (22%) than to the Mall area (5%).

Fares types have changed over the years, largely with the creation and increased use of the pass programs. Chart 3 details these changes.

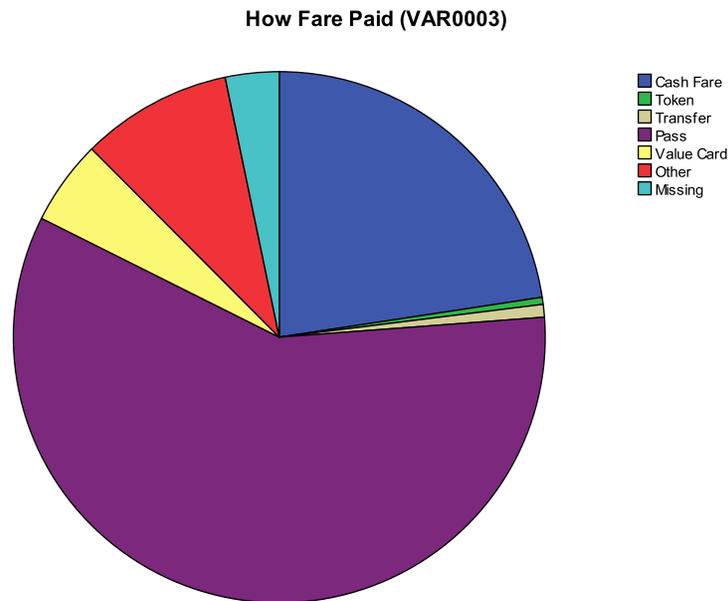
Chart 3
Fare Type

<u>Fare Type</u>	<u>1980</u>	<u>1985</u>	<u>1990</u>	<u>1995</u>	<u>1998</u>	<u>2002</u>	<u>2008</u>
Cash Fare	48.6	77.4	46.2	50.5	38.3	34.8	23.4
Tokens	47.2		17.9	5.3	4.2	2.6	0.4
Transfers	3.5	3.3	1.2	1.7	.5	3.3	0.8
Passes	0.7	16.0	32.6	35.7	50.0	38.4	65.9*
Other		3.3	2.1	6.8	7.0	16.8*	9.5

* Includes UMD Pass

It is interesting to note the stability in the cash fares. Passes have, to a large degree, replaced the use of tokens and transfers. Pass use continues to increase. The 1995 and 1998 results were similar except for the increase in the other category and the significant increase in pass usage. A majority of the "Other" were college passes. In

2008 the U-Pass riders were counted as part of the Pass number.

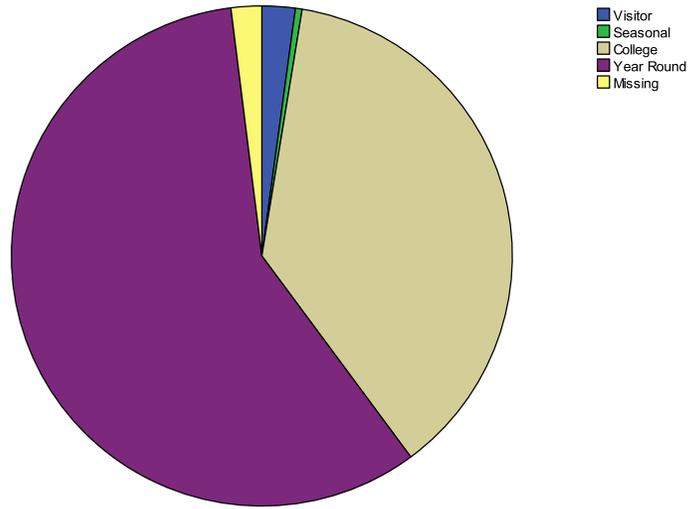


Additional fare questions were asked in 1995 that have not been used with this format in the past. Riders were asked if they thought the fare was too low, too high, or reasonable: 1.4 % thought the fare was too low; 13.6% thought it was too high; and 85% thought it was reasonable. At the same time 50.7% said they would ride more if the fare was lower and 49.3% said lowering the fare would have no impact on their number of rides. A reduction in price of about one third would be needed to increase the ridership of most of the respondents. In 1998 we asked this in a different format. Fifty-seven percent (57%) of those responding strongly agreed that peak fares were reasonable and 68.5% thought the same of off-peak fares. In terms of disagreeing with those statements only 3.7% and 6.8% either strongly disagreed or somewhat disagreed with the reasonableness of the peak and off-peak fares respectively. In the 2008 survey only 11% of the riders believed that lower fares were needed.

The 1995 and 1998 surveys also included a question concerning alternatives to the bus. Riders were asked how they would make their current trip if the bus did not exist. In 1998 walking was the number one option selected by 23.7% of the respondents. “Drive” was second with 21.07%. “Do Not Know” was next at 19.6% followed by “Would not be able to make the trip” at 17.4%; and “Car pooling” at 8.0%.

A new question that was asked about residency. As can be anticipated with survey being taken in September and October the amount of non- residents was low. The College folks did make up about 38% of the respondents and visitors and/or seasonal people 2.6%.

Are you a resident (VAR0004)



Transferring has also changed over the years. Event though hubs have been constructed at UMD and the Mall, the DTA has also constructed more long lines or one seat rides. This is especially true for those going to the Hospitals, UMD, and even the Mall. People who were transferring or riding a long line consisted of nearly one third of the respondents. The pie chart below depicts this.

Transfer (VAR0005)

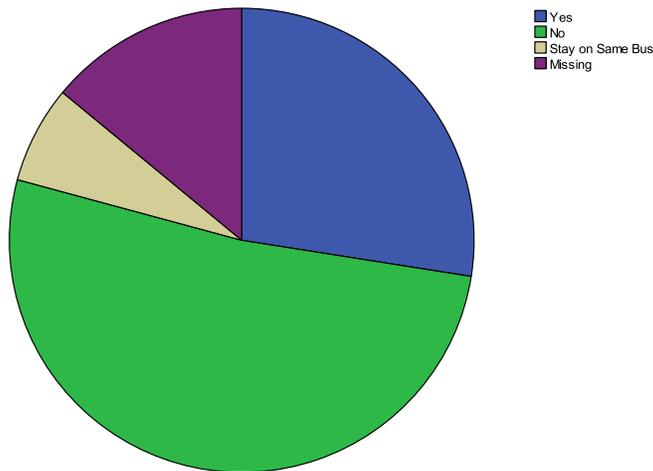


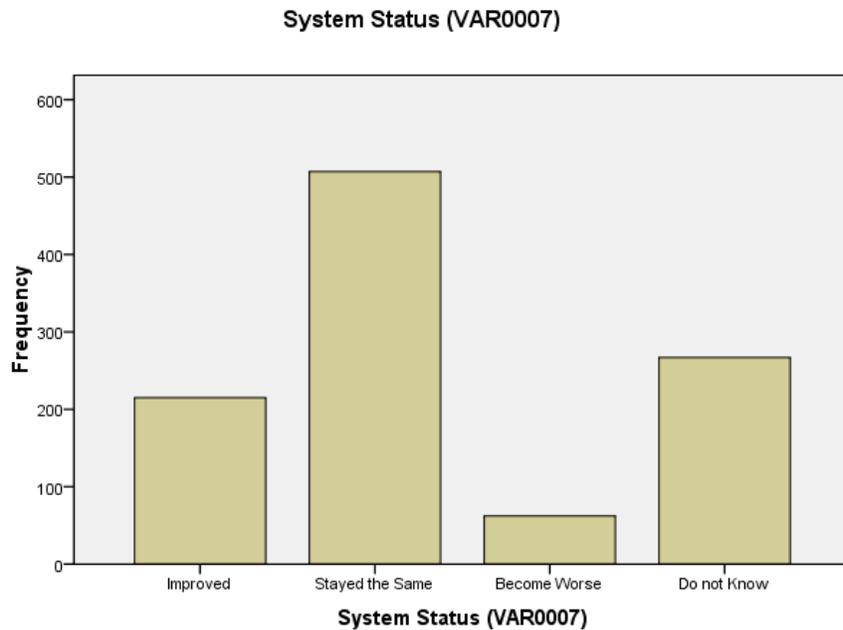
Chart 4, shows some change form 1995, but more similar to 1998 and 1990. A little more than 20% of the respondents thought that service has improved in the last year. In reality there has not been a lot of changes. Many of the respondents filled this out before our new shelters were installed downtown also. About 10% of the respondents did request more shelters. from The service status question showed fewer people thinking the service was worse than all but those in 1990. Much of this is attributable to the fare increases that came before

the earlier surveys. The 1995 survey was taken over a year after any changes in fares or service and before the change in downtown parking.

Chart 4

How has service changed in the last year?

<u>Response</u>	1988 <u>Percent</u>	1990 <u>Percent</u>	1995 <u>Percent</u>	2008
Improved	21.5	20.6	29.7	20.5
No Change	54.9	66.4	47.6	48.2
Worse	11.2	3.6	6.4	5.9
Do not Know or No Opinion	12.3	9.4	16.3	25.4



Riders on the Ramsey/Raleigh and Park Point thought the system had improved the most. They were followed by the Kenwood and Duluth/Superior-Itasca route. People on the Gary, Mall, and Lakeside buses thought the system was worse at a higher than average rate (12.8, 11.6 and 8.5 percent respectively).

In past surveys questions were also asked about riders perception of safety. The following chart depicts those questions and responses.

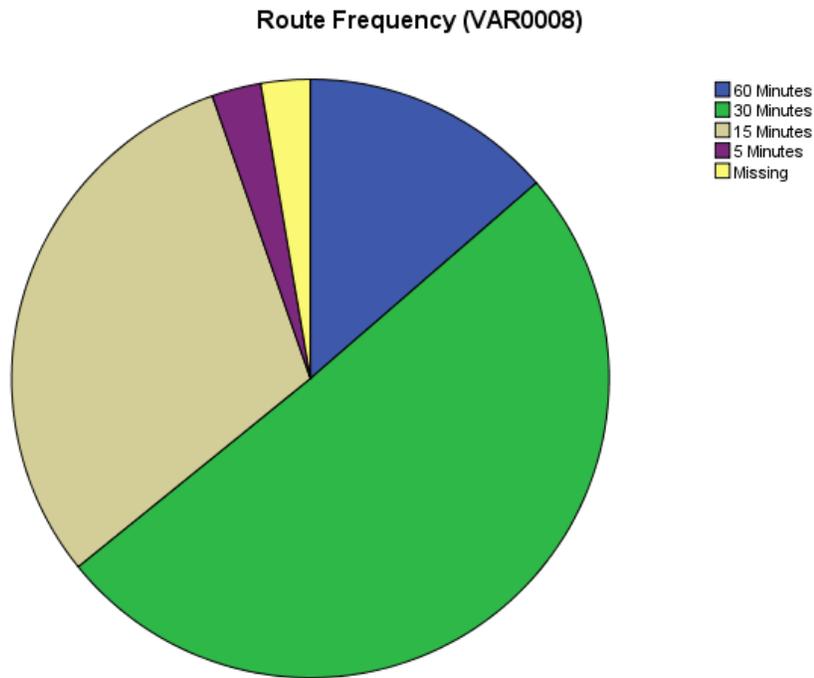
I feel Safe and Secure	On DTA Buses		At the Transit Centers		At Bus Stops	
	1998	2002	1998	2002	1998	2002
	%	%	%	%	%	%
Strongly Agree	68.5	66.2	40.4	42.4	50.9	47.8
Somewhat Agree	25.0	24.1	33.3	30.4	36.3	33.4
Neither Agree or Disagree	3.7	3.5	12.5	9.9	6.9	9.2

Somewhat Disagree	2.3	1.7	10.4	9.6	4.3	6.2
Strongly Disagree	.5	1.1	3.2	3.1	1.5	0.7
NR	31	24	40	37	40	22
Total	847	806	847	806	847	806

This year security was asked in a different format. About 5% of respondents thought that buses need more security. Also about 6% thought the stops needed more security.

The focus of the system is still the downtown area. This has actually stayed constant since the 1975 survey. In that year, 48.1% of the respondents noted that the CBD was either their trip origin or destination. The 1990 data shows 69.4% using the bus for downtown trips and 1995 data show 34.9%. In 1998 the percentage was 47.7%. The Miller Mall continues to be the most shopped area by transit riders. This year there was a higher focus on UMD, but Downtown was still the major destination. Other areas that scored high were the Hospital area, Lincoln Park and the Mall.

A new question this year dealt with service frequency. Respondent were asked how frequently their bus line should run. As can be seen in the pie chart below 30 minute headways were the most popular, followed by 15 minute headways.



Riders were also asked where they would like to see service expanded. The Mall/Hermantown received the most votes followed by UMD with many noting the overcrowded buses.

The next question asked riders to choose from a list the three items that the DTA need to improve on.

Buses need to run later on the weekends	439	37.7%
Buses need to run more often on weekends	414	35.6%

Bus need to run on time	357	30.7%
Buses need to run later during the week	295	25.3%
More bus shelters	295	25.3%
Busses need to be less crowded	284	24.4%
Buses need to run more often during the week	230	19.8%
Buses need to run earlier on the weekend	174	14.9%
Cheaper Fares	128	11.0%
Trips need to take less time	118	10.1%
More bus stops	112	9.6%
Too much time waiting for transfers	87	7.5%
Buses need to run earlier during the week	84	7.2%
Bus stops need to be more safe & secure	71	6.1%
More signs to explain things	64	5.5%
Buses need more Security	62	5.3%
More helpful bus drivers	56	4.8%
Less bus stops	56	4.8%
Buses need to be Cleaner	42	3.6%
Bus drivers need to be Safer	32	2.7%
Buses in Better Condition	22	1.9%
Schedules need to be easier to understand	0	0.0%

As can be seen weekend service is an issue, on time performance (even though we are on time 95+% of the time), later service, more bus shelters, as well as less crowding were all at the top of people's minds. Another interesting fact is that no one checked easier to read schedules!

Past surveys had weekend service at the top, but at about one third of this year's responses. At the top and less than 4% of the riders requesting additional weekend service.

<u>Comment</u>	<u>Percent</u>
More and Later Weekend Service	12.1
Nothing	10.8
More Bus Shelters	5.0
Better on-time service	4.3
More Buses Running	4.3
More Service to the Mall & WalMart	3.8
More evening service	3.3
Better Drivers	3.3
Lower Fares	3.0
Padded Seats	2.8

Auto availability is always an important question for the DTA to review. The goal of the DTA has always been to maximize the number of choice riders so that the costs to provide service to transit dependents would be reduced. This question has been asked in somewhat different formats, hence there are some blanks in Chart 6.

Chart 6

Auto Availability

	1980	1985	1987	1989	1990	1995	1998	2008
Access								
as a driver	28.7	23.6	30.0	26.3	27.4	19.0	23.1	32.1%
as a rider	10.0	19.4						
Sometimes		23.9		21.1	23.5	26.1	24.9	14.5%
No Access	59.5	55.8	46.0	52.4	49.1	54.9	52.0	53.4%

In some respects it is difficult to analyze the above numbers because of the changes in question formats. The somewhat significant row to examine however, is the "No Access" line. This year shows the highest level of choice riders in terms of having an auto available.

The age of our riders has changed significantly. In part because of the east hillside bias, but also because of the U-Pass success. Chart 7 displays this data.

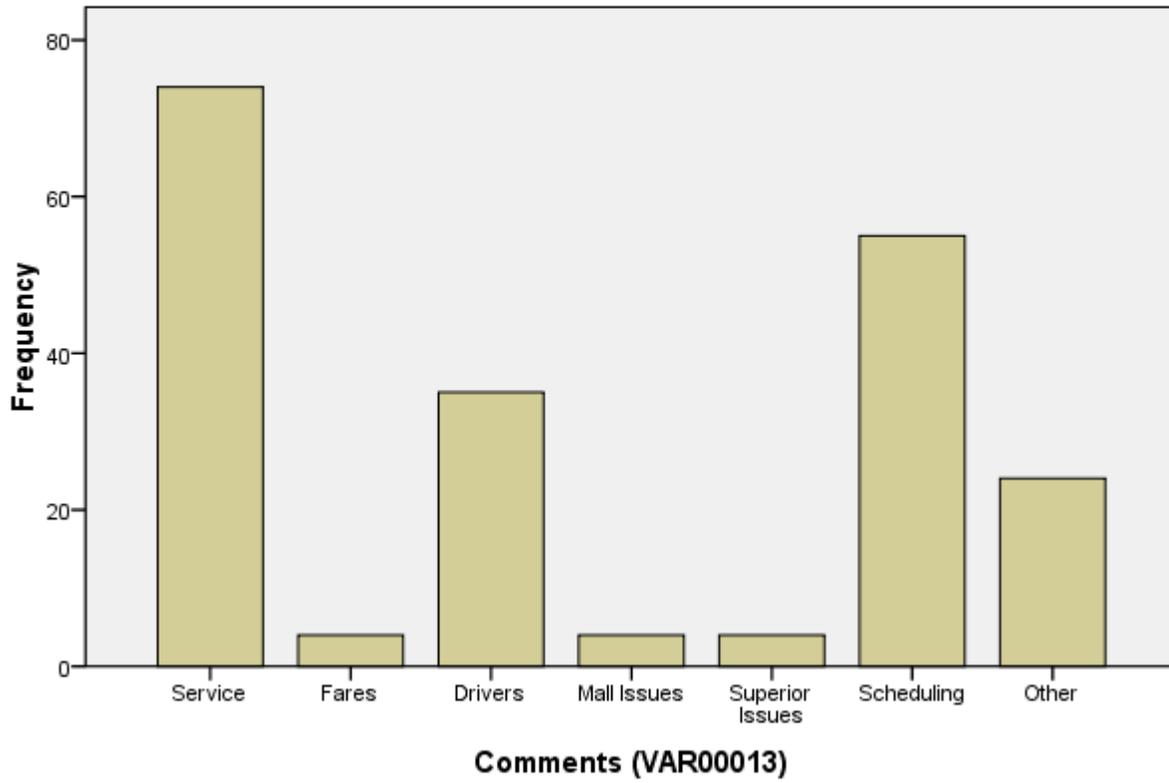
Chart 7

Age of Respondents

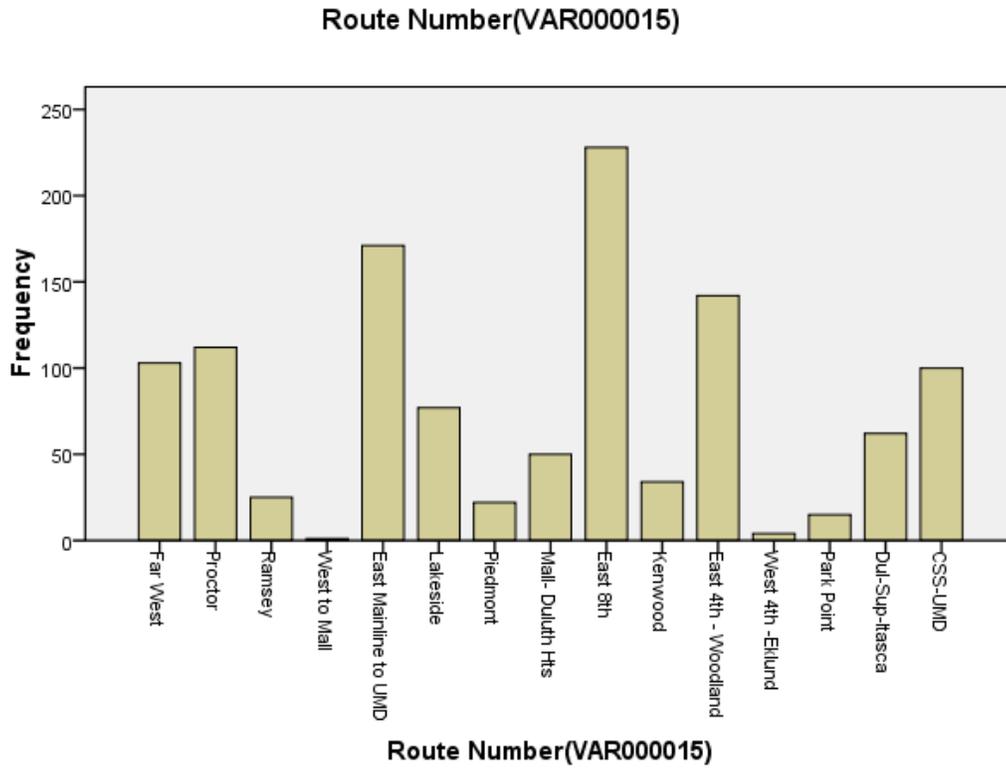
	<u>1975</u>	<u>1980</u>	<u>1985</u>	<u>1990</u>	<u>1995</u>	<u>1998</u>	<u>2008</u>
Under 18	21.8	12.7	14.7	2.9	5.5	24.4	12.3
19 to 25	21.2	22.9	27.6	15.8	20.7	12.4	44.7
26 to 45	17.2	25.4	23.4	38.4	36.7	29.5	22.0
46 to 65	22.4	18.6	13.5	21.6	23.9	22.3	16.9
Over 65	10.7	12.2	14.1	21.4	13.2	11.3	3.7

There were also many comments that riders added to the survey. They are all contained in this report. In terms of categories of comments most were on service levels and scheduling (as in more). The graph below depicts this.

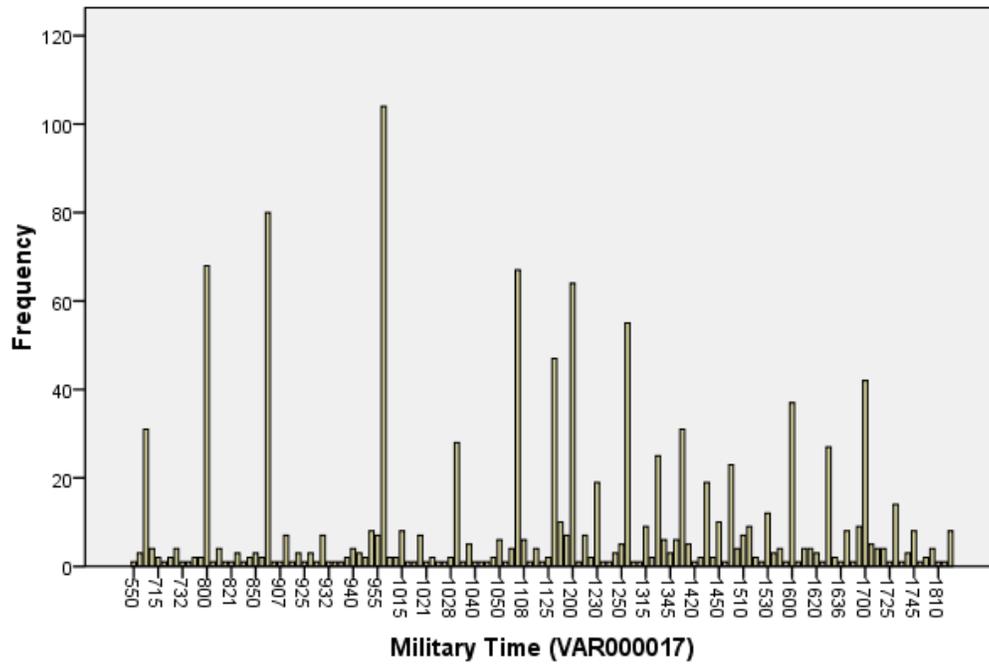
Comments (VAR00013)



Charts also follow on what routes the people were riding and the time of day. Here the U-Pass bias can be seen to a degree.



Military Time (VAR000017)



APPENDIX 6

Public Notice

The DTA is required to have a Title VI program. This program details how the DTA meets the objectives of this law. The DTA pledges that everyone will have access to all our programs, services and benefits without regard to race, color, national origin, sex, age, disability or socioeconomic status.

The DTA will not tolerate discrimination by its employees or by those who receive federal funds from the DTA. The DTA prohibits all discriminatory practices that may result in an individual:

Being denied any service, financial aid or benefit provided under a program to which he or she may be otherwise entitled,

Being held to different standards or requirements for participation

Experiencing segregation or separate treatment in any part of a program

Being subject to distinctions in quality, quantity or manner in which a benefit is provided

Experiencing discrimination in any activities conducted in a DTA facility built in whole or part with Federal funds.

Prevent the denial of reduction in or significant delay in the receipt of benefits by minority and low income populations.

The DTA's program is posted on the website at www.duluthtransit.com and available from Jim Heilig at the DTA. A hearing will be held on Tuesday November 30, 2010 at 1:30 pm at the DTA to the review the program. All interested persons are encouraged to attend or submit comments on the program.