



**ROUND ROCK, TEXAS**  
PURPOSE. PASSION. PROSPERITY.

# *City of Round Rock*

## *Title VI Program*

*Grantee ID: 6631*

*Revised  
August 5, 2013*

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## 1. Title VI Notice to the Public

The City has posted the following notices on each transit vehicle, at City Hall and on the City's website, [www.roundrocktexas.gov/titlevi](http://www.roundrocktexas.gov/titlevi).

### Notice of the Public's Rights Under Title VI

#### City of Round Rock

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The City of Round Rock, Texas is responsible for operating Public Transportation Programs and implementing transit-related projects, which are funded in part with Federal financial assistance awarded by the U.S. Department of Transportation and the Federal Transit Administration (FTA), without discriminating against any person on the basis of race, color, or national origin.

#### **Filing a Discrimination Complaint**

Any person who believes they have been discriminated against on the grounds of race, color, or national origin may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5<sup>th</sup> Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

The complaint may also be filed directly with the City by completing the complaint form, available via the internet at [www.roundrocktexas.gov/titlevi](http://www.roundrocktexas.gov/titlevi) or contacting Caren Lee, and mailing to

Caren Lee  
Transportation Department  
2008 Enterprise Drive  
Round Rock, TX 78664

All complaints must be filed within 180 days of the alleged discrimination.

#### **Request for Additional Information**

For more information regarding the City's Title VI Program and the procedures to file a complaint please visit our website at [www.roundrocktexas.gov/titlevi](http://www.roundrocktexas.gov/titlevi) or contact Caren Lee by mail, email or phone.

**Mail:** 2008 Enterprise Drive  
Round Rock, Texas 78664

**Email:** [clee@roundrocktexas.gov](mailto:clee@roundrocktexas.gov)

**Phone:** (512) 218-7074

#### **Information in Another Language**

If you need this information in another language please call (512) 218-7074.

## **Aviso de los derechos del publico según el titulo VI**

### **La Ciudad de Round Rock**

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La Ciudad de Round Rock, Texas tiene la responsabilidad de manejar todos los Programas de Transportación Pública y otros proyectos relacionados con el tránsito. Estos programas y proyectos son pagados en parte con asistencia financiera del Departamento Federal de Transportación de los Estados Unidos y la Administración de Transito Federal sin discriminar a ninguna persona en los E.E.U.U. en base a su raza, color, u origen nacional.

#### **Presentar una queja de discriminación**

Cualquier persona que cree han sido discriminados por motivos de raza, color, o nacionalidad puede presentar una queja directamente con la Administración Federal de transito mediante la presentación de una denuncia ante la Oficina de Derechos Civiles, Atención: Title VI Program Coordinator, East Building, 5th Floor –TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

La queja puede también ser presentada directamente con la ciudad, completando el formulario de reclamación, disponible a través del internet en [www.roundrocktexas.gov/titlevi](http://www.roundrocktexas.gov/titlevi) o contactando con Caren Lee, y enviado a

Caren Lee  
Transportation Department  
2008 Enterprise Drive  
Round Rock, Texas 78664

Todas las quejas deben ser presentadas dentro de un plazo de 180 días de la supuesta discriminación.

#### **Solicitar Información Adicional**

Para obtener más información acerca de titulo VI programa de la ciudad y los procedimientos para presentar una queja, por favor visite nuestro sitio Web [www.roundrocktexas.gov/titlevi](http://www.roundrocktexas.gov/titlevi) o contactando con Caren Lee por teléfono, correo electrónico o correo a:

Mail: 2008 Enterprise Drive  
Round Rock, TX 78664

Email: [clee@roundrocktexas.gov](mailto:clee@roundrocktexas.gov)

Phone: (512) 218-7074

## 2. Filing a Title VI Complaint with the Federal Transit Administration or City

Any person who believes they have been discriminated against on the grounds of race, color, or national origin may file a complaint directly with the Federal Transit Administration (FTA) or with the City.

To file a complaint directly with FTA the person shall do so by completing FTA's complaint form and filing it with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590. A copy of FTA's complaint form can be found in **Attachment A**.

The City's procedure for filing and reviewing Title VI complaints is outlined below. A copy of the City's complaint form can be found in **Attachment A**.

- Citizen shall complete the City complaint form and mail to  
City of Round Rock  
Attn: Transit Administrator  
2008 Enterprise Drive  
Round Rock, Texas 78664
- Transit Administrator will notify FTA of the complaint received and respond to the complainant in writing confirming receipt of the complaint, including identification of a point of contact with the City
- Transit Administrator will review the complaint, policies and procedures associated with the complaint, circumstances under which the alleged discrimination occurred and any other pertinent factors
- Transit Administrator will submit a letter of finding to the complainant and FTA. If the investigation determines the City is not in violation of Title VI, the City's letter will explain why the City was found in compliance and provide notification of the complainant's appeal rights. If the City is in violation of Title VI, the letter will document the violation and the action the City will take, or has taken, to resolve the violation. The letter will also document the timeframe for the City to resolve the violation.
- Any complaints received will be included in the next updated Title VI Program.

The information for filing a complaint can also be found on the City's website, [www.roundrocktexas.gov/titlevi](http://www.roundrocktexas.gov/titlevi).

The City has not received or been notified by FTA of any Title VI complaints.

### **3. Public Participation Plan**

The complete Public Participation Plan can be found in **Attachment B**.

### **4. Limited English Proficiency**

The complete Limited English Proficiency document can be found in **Attachment C**.

## **Attachment A – Forms**

- FTA Title VI Complaint Form
- City Title VI Complaint Form – English
- City Title VI Complaint Form – Spanish

**Federal Transit Administration  
Office of Civil Rights  
Complaint Form**

***Section I***

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Numbers:

(Home) \_\_\_\_\_ (Work) \_\_\_\_\_

Electronic Mail Address: \_\_\_\_\_

Accessible Format Requirements?

Large Print \_\_\_\_\_ Audio tape \_\_\_\_\_

TDD \_\_\_\_\_ Other \_\_\_\_\_

**The Federal Transit Administration (FTA) Office of Civil Rights is responsible for civil rights compliance and monitoring, which includes ensuring that providers of public transportation properly abide by Title VI of the Civil Rights Act of 1964, Executive Order 12898, "Federal Actions To Address Environmental Justice in Minority Populations and Low Income Populations," and the Department of Transportation's Guidance to Recipients on Special Language Services to Limited English Proficient (LEP) Beneficiaries.**

**In the FTA complaint investigation process, we analyze the complainant's allegations for possible Title VI and related deficiencies by the transit provider. If deficiencies are identified they are presented to the transit provider and assistance is offered to correct the inadequacies within a predetermined timeframe. FTA also may refer the matter to the U.S. Department of Justice for enforcement.**

***Section II***

Are you filing this complaint on your own behalf?

Yes \_\_\_\_ No \_\_\_\_

[If you answered "yes" to this question, go to Section III.]

If not, please supply the name and relationship of the person for whom you are complaining:

\_\_\_\_\_

Please explain why you have filed for a third party. \_\_\_\_\_

---

Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party.

Yes \_\_\_\_ No \_\_\_\_

**Section III**

Have you previously filed a Title VI complaint with FTA? Yes \_\_\_\_ No \_\_\_\_

If yes, what was your FTA Complaint Number? \_\_\_\_\_

[Note: This information is needed for administrative purposes; we will assign the same complaint number to the new complaint.]

Have you filed this complaint with any of the following agencies?

Transit Provider \_\_\_\_ Department of Transportation \_\_\_\_

Department of Justice \_\_\_\_ Equal Employment Opportunity Commission \_\_\_\_

Other \_\_\_\_\_

Have you filed a lawsuit regarding this complaint? Yes \_\_\_\_ No \_\_\_\_

If yes, please provide a copy of the complaint form.

**[Note: This above information is helpful for administrative tracking purposes. However, if litigation is pending regarding the same issues, we defer to the decision of the court.]**

**Section IV**

Name of public transit provider complaint is against:

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Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone number: \_\_\_\_\_

**On separate sheets, please describe your complaint. You should include specific details such as names, dates, times, route numbers, witnesses, and any other information that would assist us in our investigation of your allegations. Please also provide any other documentation that is relevant to this complaint.**

**Section V**

May we release a copy of your complaint to the transit provider?

Yes \_\_\_\_ No \_\_\_\_

May we release your identity to the transit provider?

Yes \_\_\_\_ No \_\_\_\_

Please sign here: \_\_\_\_\_

Date: \_\_\_\_\_

[Note - We cannot accept your complaint without a signature.]

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**Please mail your completed form to: Title VI Program Coordinator, FTA Office of Civil Rights, East Building, 5<sup>th</sup> Floor – TCR, 1200 New Jersey Ave., S.E., Washington, D.C. 20590**

**City of Round Rock  
Title VI Complaint Form**

The City of Round Rock, Texas is responsible for operating Public Transportation Programs and implementing transit related projects, which are funded in part with Federal financial assistance awarded by the U.S. Department of Transportation and the Federal Transit Administration, without discriminating against any person on the basis of race, color, or national origin.

**Section I**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Numbers:

Home/Cell \_\_\_\_\_ Work \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Accessible Format Requirements:

Large Print \_\_\_\_\_ Audio Tape \_\_\_\_\_ TDD \_\_\_\_\_

Other \_\_\_\_\_

**Section II**

Are you filing this complaint on your own behalf? Yes \_\_\_\_\_ No \_\_\_\_\_

If you answered "yes" to this question go to Section III.

If you answered "no" to this question please provide the name and relationship of the person for whom you are complaining.

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_

Please explain why you have filed for a third party. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please confirm you have obtained the permission of the aggrieved party.

Yes \_\_\_\_\_ No \_\_\_\_\_

**Section III**

Have you previously filed a Title VI complaint with the City?

Yes \_\_\_\_\_ No \_\_\_\_\_

Have you filed this complaint with any of the following agencies?

Federal Transit Administration Yes \_\_\_\_\_ No \_\_\_\_\_

Department of Transportation Yes \_\_\_\_\_ No \_\_\_\_\_

Department of Justice Yes \_\_\_\_\_ No \_\_\_\_\_

Equal Employment Opportunity Commission Yes \_\_\_\_\_ No \_\_\_\_\_

Other \_\_\_\_\_

If yes, please provide a copy of the complaint form you filed with any of the above agencies.

Have you filed a lawsuit regarding this complaint? Yes \_\_\_\_\_ No \_\_\_\_\_

**Section IV**

Is this complaint against the City of Round Rock? Yes \_\_\_\_\_ No \_\_\_\_\_

Have you been in contact with a City employee regarding this complaint?

Yes \_\_\_\_\_ No \_\_\_\_\_

If you answered "yes" to this question please provide the name, title (if known), and telephone number of the person you have been in contact with.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

On separate page(s) please describe your complaint. You should include specific details such as name(s), date(s), time(s), route number(s), witness information, and any other information which would assist us in our investigation of your allegations. Please also provide any other documentation which is relevant to this complaint.

**Section V**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

[NOTE: The City cannot accept this complaint form without a signature.]

**Please mail your completed form to:**

Caren Lee  
Transportation Department  
2008 Enterprise Dr.  
Round Rock, Texas 78681

## City of Round Rock Title VI Complaint Form

La ciudad de Round Rock, Texas es responsable para la operación y implementación de los programas públicos de transporte, que son financiados en parte con asistencia financiera Federal otorgado por el Departamento de transporte de los Estados Unidos y la Administración Federal de tránsito, sin discriminación contra cualquier persona por razón de raza, color u origen nacional.

### Sección I

Nombre: \_\_\_\_\_

Dirección: \_\_\_\_\_

Números de teléfono:

Casa/celular: \_\_\_\_\_ Trabajo: \_\_\_\_\_

Dirección de correo electrónico: \_\_\_\_\_

Requisitos de formato accesible:

Letra grande \_\_\_\_\_ Cinta de audio \_\_\_\_\_ Dispositivo de telecomunicaciones para sordos \_\_\_\_\_

Otro \_\_\_\_\_

### Sección II

Esta queja esta presentada en su propio nombre? Si \_\_\_\_\_ No \_\_\_\_\_

Si usted respondió “si” a esta pregunta vaya a la sección III.

Si usted respondió “no” a esta pregunta por favor proporcione el nombre y la relación de la persona para quien usted se esta quejando.

Nombre: \_\_\_\_\_

Relación: \_\_\_\_\_

Por favor explique por que usted ha presentado por una tercera persona. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Confirme que haya obtenido el permiso de la parte agraviada.

Si \_\_\_\_\_ No \_\_\_\_\_

### Sección III

Usted ha presentado un título VI ante la ciudad anteriormente?

Si \_\_\_\_\_ No \_\_\_\_\_

Se ha presentado esta queja con cualquiera de las siguientes agencias?

Administración Federal de Tránsito Si \_\_\_\_\_ No \_\_\_\_\_

Departamento de Transporte Si \_\_\_\_\_ No \_\_\_\_\_

Departamento de Justicia Si \_\_\_\_\_ No \_\_\_\_\_

Comisión de Oportunidad de Igualdad en el Empleo Si \_\_\_\_\_ No \_\_\_\_\_

Otro \_\_\_\_\_

Si la respuesta es sí, por favor proporcione una copia del formulario de denuncia que presento con cualquiera de las agencias mencionadas.

Ha presentado una demanda con respecto a esta queja? Si \_\_\_\_\_ No \_\_\_\_\_

### Sección IV

Esta queja es contra la ciudad de Round Rock? Si \_\_\_\_\_ No \_\_\_\_\_

Ha estado en contacto con un empleado de la ciudad con respecto a esta queja?

Si \_\_\_\_\_ No \_\_\_\_\_

Si usted respondió "sí" a esta pregunta por favor proporcione el nombre, título (si los sabe) y número telefónico de la persona que ha estado en contacto.

Nombre: \_\_\_\_\_

Título: \_\_\_\_\_

Número de teléfono: \_\_\_\_\_

En página(s) separada por favor describa su queja. Usted debe incluir detalles específicos, tales como nombre(s), fecha(s), hora(s), número(s) de ruta, información de testigos y cualquier otra información que nos ayude en nuestra investigación de su(s) denuncias. Proporcione cualquier otra documentación que sea pertinente a esta queja.

**Sección V**

Firma: \_\_\_\_\_

Fecha: \_\_\_\_\_

[NOTA: la ciudad no puede aceptar este formulario de queja sin firma.]

**Por favor, envíe por correo el formulario completado a:**

Caren Lee  
Transportation Department  
2008 Enterprise Dr.  
Round Rock, Texas 78681

**Attachment B – Public Participation Plan**



City of Round Rock, Texas

**Demand Response Bus Service  
Public Participation Plan**

January 2013

Prepared for the City of Round Rock by

**JACOBS™**

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**Appendix B** – Limited English Proficiency Plan

## How to Use this Plan

This Public Participation Plan is divided into four (4) chapters:

**Chapter 1** provides an overview of the City of Round Rock’s (the City) transit service and describes the legislative framework and guidance that is the impetus and reference for developing this plan.

**Chapter 2** describes the demographic profile of the service area of the Demand Response Bus Service including the identification of people who have Limited English Proficiency (LEP), and low-income and minority populations (collectively known as environmental justice (EJ) populations). It continues by describing the feedback gathered through interviews conducted in November and December 2012 with current transit users, members of the general public, and community organizations. And, it concludes by identifying community stakeholders such as transit users, community and civic organizations, who would be likely recipients of the communications associated with the Demand Response Bus Service.

**Chapter 3** reviews the communication strategies and procedures currently employed by the City to engage the public about the Demand Response Bus Service. And, it reviews the public outreach activities that have taken place to date. It then provides recommendations, based on the current demographic profile of the service area and the feedback provided through the interviews, of communication strategies that the City could use to improve upon their existing public outreach. Specific strategies will be discussed for reaching traditionally underserved populations such as minority and low-income populations, and persons who have LEP.

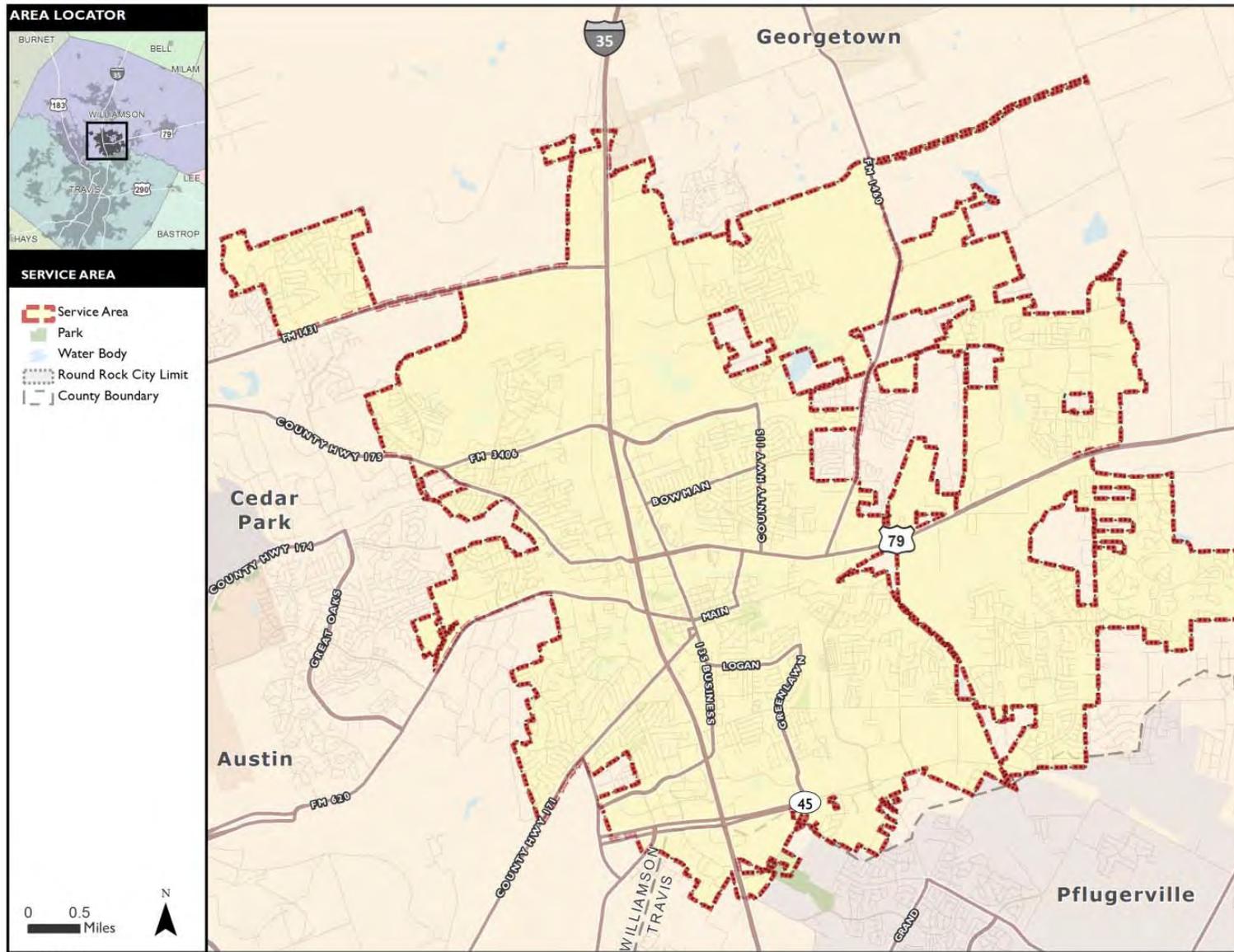
**Chapter 4** describes the policy and procedures for measuring the effectiveness of this plan and provides a framework for when and how this plan should be revised.

## **Chapter 1 Introduction**

The City currently contracts for the provision of Demand Response Bus Service within the city limits of Round Rock, Texas (see **Figure 1-1** for the City Demand Response Bus Service Area). This service is provided by a third-party transit provider, Star Shuttle. Passengers call in advance to request pick-up and drop-off at passenger-specified origins and destinations. The three-vehicle fleet serves over 15,000 trips per year. Star Shuttle dispatches vehicles to pick up passengers and transport them to their destinations. The service is available to the general public by reservation from Monday through Friday, 7:00 AM to 6:00 PM, except on federal holidays. One-way fare is \$2.00 and passengers pay the driver on-board the vehicle. No other types of fare media are available. Reduced fare is \$1.00 and is available to those 60 years of age and over, temporary or permanently disabled, or under 12 years of age. Personal Care Attendants ride free of charge, if medically required. This service is not Americans with Disabilities Paratransit Service because the City does not operate fixed route bus service.

The Federal Transit Administration (FTA) determined in 2006 that the City was eligible to become a grantee to receive federal apportionment funds as a direct funding recipient and currently receives grants as a direct recipient and has been allocated grants as a sub-recipient. As a recipient of federal funds from the FTA, the City is subject legal requirements to create and implement a public participation plan that identifies and describes the City's policies and procedures for public participation and to ensure meaningful access to the benefits, services and information. The Demand Response Bus Service ensures access to the transportation planning process for all people, including EJ populations and persons who have LEP. The City has written a separate LEP Plan to address the specific communication needs of LEP populations; the communication strategies identified in this Public Participation Plan (PPP) will be coordinated with the policies and procedures identified in the LEP Plan.

Figure 1-1 – City of Round Rock Demand Response Bus Service Area



Map ID: R03

## **1.1 Title VI of the Civil Rights Act of 1963 (Title VI)**

Title VI and its implementing regulations provides that no person in the United States shall be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination on the grounds of race, color or national origin, including matter related to language access for persons with limited English proficiency (LEP), under any program or activity that receives Federal financial assistance. Under the US Department of Transportation’s (DOT) Title VI regulations, recipients of Federal financial assistance are prohibited from using criteria or methods of administering its program which have the effect of subjecting individuals to discrimination based on their race, color, or national origin. Title VI and its implementing regulations require that the City take responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of the City’s transit programs and activities for all people without discrimination including individuals who have LEP.

## **1.2 FTA Circular 4702.1B – Title VI Requirements and Guidelines for FTA Recipients**

In order to assist recipients of FTA funding comply with Title VI regulations, FTA released Circular 4702.1B; one of the general requirements and guidelines for compliance is “promoting inclusive public involvement.” The Circular describes a public participation plan as “the document that explicitly describes the proactive strategies, procedures, and desired outcomes that underpin the recipient’s public involvement activities.” The guidance provides wide latitude for recipients to determine how, when, and how often specific public involvement activities should take place, and which specific measures are most appropriate. However, recipients are required to “seek out and consider the needs and input of the general public, including interested parties and those traditionally underserved populations such as minority and LEP populations.” In developing a PPP, the guidance suggests that “recipients should make these determinations based on demographic analysis of the population(s) affected, the type of plan, program, and/or service under consideration, and the resources available.”

Efforts to involve minority and LEP populations in public involvement activities should be developed to “address linguistic, institutional, cultural, economic, historical, or other barriers that may prevent minority and LEP persons from effectively participating in the recipient’s decision-making process.” The guidance provides several examples of effective strategies for engaging these populations such as:

- Scheduling meetings at times and locations that are convenient and accessible for minority and LEP communities
- Employing different meeting sizes and formats
- Coordinating with community- and faith-based organizations, educational institutions, and other organizations to implement public involvement strategies that reach out specifically to members of affected minority and/or LEP communities
- Consider radio, television, or newspaper ads on stations and in publications that serve LEP populations. Outreach to LEP populations could also include audio programming available on podcasts
- Providing opportunities for public involvement through means other than written communication, such as personal interviews or use of audio or video recording devices to capture oral comments

### **1.3 Executive Order (EO) 13166 – Improving Access to Services for Persons with Limited English Proficiency**

EO 13166 was signed by President Clinton on August 16, 2000 and directs each Federal agency to examine the services it provides and develop and implement a system by which LEP persons can meaningfully access those services. Federal agencies were instructed to publish guidance for their respective recipients in order to assist them with their obligations to LEP persons under Title VI. The EO states that recipients must take reasonable steps to ensure meaningful access to their programs and activities by LEP persons.

### **1.4 FTA Guidance - Implementing the DOT LEP Guidance**

In 2007, the FTA published a guidance document that provides a step-by-step process for conducting a four-factor LEP needs assessment specific to FTA recipients. This guidance document was used as a reference for this LEP Plan.

### **1.5 Environmental Justice and Title VI**

While there is not a requirement for FTA recipients to comply with the directives of environmental justice found in Executive Order (EO) 12898- Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, there is overlap between the requirements of the Title VI Federal statute and EO 12898. One major difference is the consideration of low-income populations as a protected class under environmental justice. To be more inclusive, this PPP also considers low-income populations in devising its public involvement strategies. The legislative body and guidance concerning environmental justice are summarized below.

#### ***1.5.1 EO 12898 – Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations***

EO 12898 was issued by President Clinton in 1994 as a means to advance the principles of Title VI. It directs each federal agency “to 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/or low-income populations.”

#### ***1.5.2 U.S. DOT Order 5610.2 – Order to Address Environmental Justice in Minority and Low-Income Populations***

DOT re-issued Order 5610.2 in May 2012 to ensure transportation agencies were in compliance with EO 12898. The updated order reaffirms DOT’s commitment to environmental justice guiding principles: (1) to avoid, minimize, and mitigate disproportionately high and adverse effect; (2) to ensure the full and fair participation by all potentially affected communities; and (3) to prevent the denial of, reduction in, or significant delay in receipt of benefits by minority and low-income populations. The order directs Federal transportation agencies to identify and address, as appropriate, disproportionately high and adverse human health or environmental effects, to promote the principles of EJ in all DOT programs, policies and activities, and to fully consider EJ principles throughout the planning and decision-making process.

#### ***1.5.3 FTA Circular 4703.1 – Environmental Justice Policy Guidance for FTA Recipients***

FTA Circular 4703.1 provides FTA recipients with guidance on how to comply with EO 12898 and DOT Order 5610.2. One of the fundamental principles of environmental justice is to ensure full and fair participation by all potentially affected communities in the transportation decision-making process.

Chapter 3 of the circular focuses on how to fully engage EJ populations in the public transportation decision-making process. According to the guidance “a key component of environmental justice is engaging EJ populations as part of your public transportation service, projects, and planning processes.” It suggests FTA recipients “should develop a public engagement plan and use outreach techniques that are targeted to obtain meaningful participation from members of the EJ populations” and by engaging these populations early in the process may help avoid, minimize or mitigate disproportionately high and adverse effects.

## Chapter 2 Stakeholders and Public Groups

In order to provide meaningful communications about the Demand Response Bus Service, the first step is to understand the targeted audience. This chapter describes the demographic profile of the transit service area based on data collected by the US Census Bureau.

### 2.1 Demographic Profile of the Demand Response Bus Service Area

The City was home to almost 100,000 people in 2010 and accounted for almost one-quarter of the population in Williamson County. According to the City's *2030 Population Estimates* (April 2010), Round Rock is anticipated to grow by more than 58 percent between 2010 and 2030 to more than 158,000 people.

#### 2.1.1 Race and Ethnicity

As shown in **Table 2-1**, the population of the City is predominantly white; however, it has a greater share (46 percent) of minority population when compared to Williamson County (36.2 percent). The largest minority groups in Round Rock are Hispanics or Latinos (of any race), followed by blacks or African Americans and those who identify themselves as another race. **Figures 2-1** through **Figure 2-4** illustrate the concentrations of predominantly minority groups within the Demand Response Bus Service area.

**Table 2-1 – 2010 Race and Ethnicity**

Race and Ethnicity	City of Round Rock	Williamson County
Total Population	99,887 100.0%	422,679 100.0%
Total Minority*	45,963 46.0%	153,198 36.2%
White	70,707 70.8%	330,191 78.1%
Black or African American	9,744 9.8%	26,196 6.2%
American Indian and Alaska Native	678 0.7%	2,629 0.6%
Asian	5,165 5.2%	20,433 4.8%
Native Hawaiian/ Pacific Islander	124 0.1%	413 0.1%
Other Race	9,671 9.7%	29,336 6.9%
Two or More Races	3,798 3.8%	13,481 3.2%
Hispanic or Latino (of any race)	28,958 29.0%	98,034 23.2%

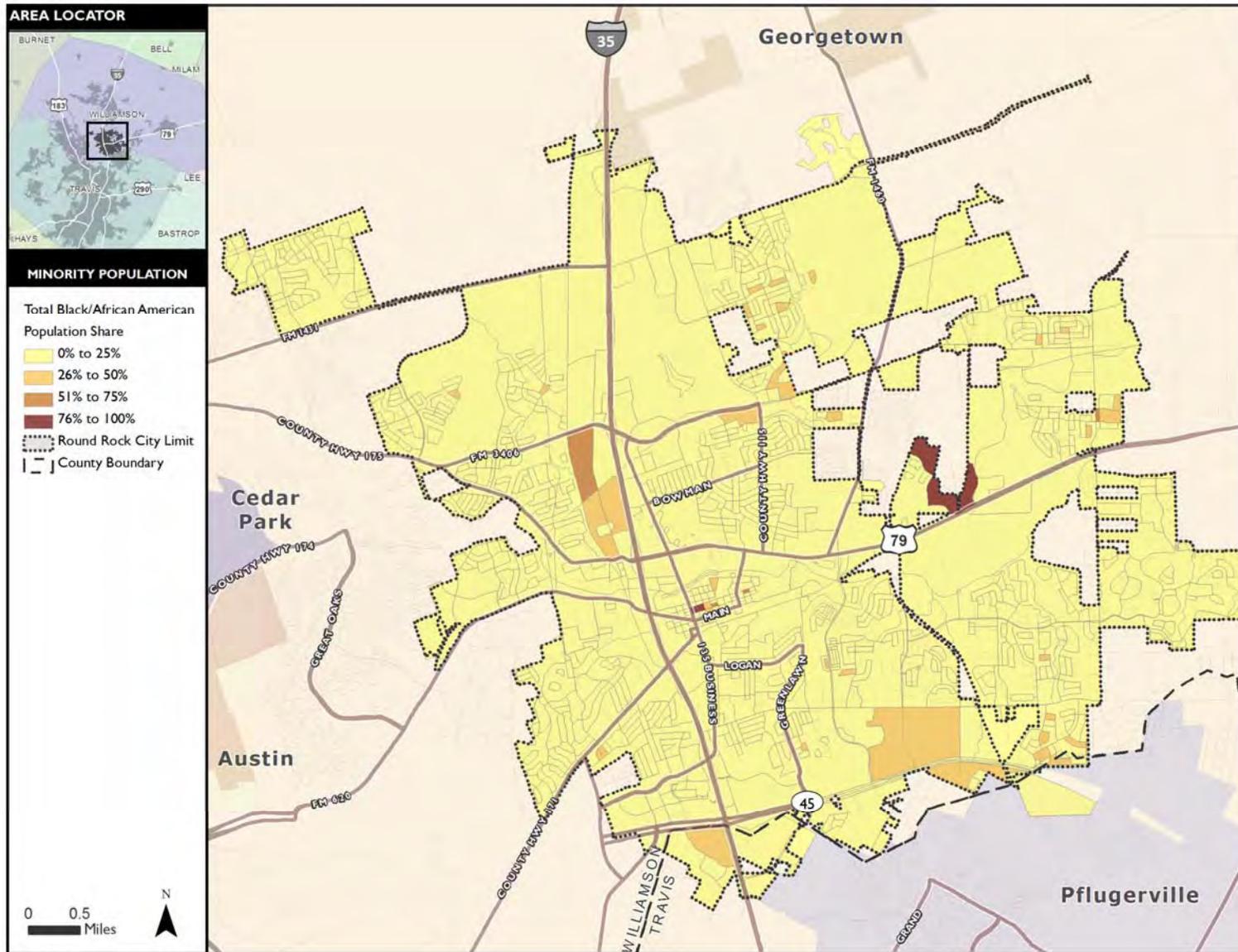
Source: US Census Bureau, 2010 Census, Hispanic or Latino Origin by Race

\* Minority is defined as all people except white, non-Hispanic or Latino





Figure 2-3 – Black and African American Share of Total Population



Map ID: D01c



### **2.1.2 LEP Populations**

The U.S. Census Bureau collects information about non-English speakers and defines those that are LEP as those that speak a language other than English and can only speak English “less than very well.” There are two ways to characterize the LEP population from the Census data: (1) the number of individuals, age five and older, that are LEP, and (2) the number of households that are linguistically isolated. A linguistically isolated household is defined as one where no person in a household, age 14 or older, speaks English “very well” and a non-linguistically isolated household is one where at least one person, age 14 or older, speaks English “very well.” **Table 2-2** presents the data that describes the number of individuals that are LEP and **Table 2-3** presents the data that describes linguistically isolated households. See the **LEP Plan** for the visual representations of where LEP populations and households live in the City

As shown in **Table 2-2**, approximately 85,000 people, age five and older, lived within the city limits of Round Rock, Texas in 2010; of which most (76.3 percent) speak English only and almost a quarter (23.7 percent) speak another language. In Round Rock there were a total of 7,055 people (8.3 percent of the total population) who are LEP. The largest LEP populations in Round Rock are Spanish speakers followed by Vietnamese, Korean and Chinese speakers; these LEP speakers account for 6,011 or 85.2 percent of all LEP speakers and 7.1 percent of the total population in Round Rock.

**Table 2-2 – Languages Spoken and Ability to Speak English in the City**

Language	Total Speakers	Share of Total	Speaks English		LEP / Total LEP Speakers	LEP / Total Population
			Very Well	Less than Very Well (LEP)		
Total Population	84,909	100.0%	77,854	7,055	100.0%	N/A
English Only	64,745	76.3%	64,745	0	0.0%	0.0%
Spanish/Spanish Creole	14,483	17.1%	9,101	5,382	76.3%	6.3%
Vietnamese	759	0.9%	501	258	3.7%	0.3%
Korean	319	0.4%	121	198	2.8%	0.2%
Chinese (Mandarin and Cantonese)	201	0.2%	28	173	2.5%	0.2%
Portuguese/Portuguese Creole	210	0.2%	47	163	2.3%	0.2%
Persian	168	0.2%	14	154	2.2%	0.2%
Urdu	265	0.3%	169	96	1.4%	0.1%
German	439	0.5%	349	90	1.3%	0.1%
Thai	158	0.2%	78	80	1.1%	0.1%
Other Indo-European Languages	115	0.1%	48	67	0.9%	0.1%
Other Asian Languages	557	0.7%	499	58	0.8%	0.1%
Tagalog	333	0.4%	281	52	0.7%	0.1%
French Creole	76	0.1%	33	43	0.6%	0.1%
Gujarati	62	0.1%	21	41	0.6%	0.0%
Russian	54	0.1%	20	34	0.5%	0.0%
African Languages	311	0.4%	277	34	0.5%	0.0%
French	337	0.4%	305	32	0.5%	0.0%
Arabic	409	0.5%	380	29	0.4%	0.0%
Laotian	26	0.0%	0	26	0.4%	0.0%
Japanese	83	0.1%	61	22	0.3%	0.0%
Hindi	299	0.4%	284	15	0.2%	0.0%
Other Indic Languages	89	0.1%	81	8	0.1%	0.0%
Polish	61	0.1%	61	0	0.0%	0.0%
Other Pacific Island Languages	55	0.1%	55	0	0.0%	0.0%
Italian	39	0.0%	39	0	0.0%	0.0%
Serbo-Croatian	28	0.0%	28	0	0.0%	0.0%
Greek	20	0.0%	20	0	0.0%	0.0%
Other Native American Languages	7	0.0%	7	0	0.0%	0.0%

Source: U.S. Census Bureau, 2006-2010 American Community Survey, Languages Spoken at Home by Ability to Speak English for the Population Five Years and Older

As shown in **Table 2-3**, there were more than 151,000 households in Round Rock in 2010; of these 4,833 households (3.2 percent) were linguistically isolated. Most linguistically isolated households speak Spanish; these households represent 73.8 percent of all linguistically isolated households and 2.4 percent of all households in Round Rock (see **Figure A-5** in **Appendix A**).

**Table 2-3 – Linguistically Isolated Households in the City**

Category	Total Households	English Only	Spanish	Asian and Pacific Island Languages	Indo-European Languages	Other Languages
Linguistically Isolated	4,833 3.2%	0 0.0%	3,565 2.4%	823 0.5%	435 0.3%	10 0.0%
Not Linguistically Isolated	146,704 96.8%	115,670 76.3%	20,615 13.6%	4,095 2.7%	5,428 3.6%	896 0.6%
Total	151,537 100.0%	115,670 76.3%	24,180 16.0%	4,918 3.2%	5,863 3.9%	906 0.6%

Source: U.S. Census Bureau, 2006-2010 American Community Survey, Household Language by Ability to Speak English for the Population 14 Years and Older

### 2.1.3 Age

The median age in the City was 31.4 years old in 2010; however, the largest age group was of school age (5 to 17 years old), followed by people age 35 to 44 years old (**Table 2-4**). This data suggests that many people that live in Round Rock are families with school-aged children. When compared with Williamson County, there is a lesser share of elderly population in Round Rock (defined as 65 years of age and older by the Census Bureau). **Figures 2-5** through **Figure 2-7** show where there are concentrations of the most common age groups.

**Table 2-4 – 2010 Age Groups**

Age Groups	City of Round Rock	Williamson County
Total Population	99,887 100.0%	422,679 100.0%
Under 5 years old	8,774 8.8%	33,531 7.9%
5 to 17	22,256 22.3%	87,921 20.8%
18 to 24	7,952 8.0%	31,800 7.5%
25 to 34	16,379 16.4%	63,547 15.0%
35 to 44	17,597 17.6%	70,210 16.6%
45 to 54	13,407 13.4%	58,066 13.7%
55 to 64	8,109 8.1%	39,923 9.4%
65 to 74	3,342 3.3%	22,723 5.4%
75 and older	2,071 2.1%	14,958 3.5%

Source: US Census Bureau, 2010 Census, Age by Sex

Figure 2-5 – Elderly Share of Total Population

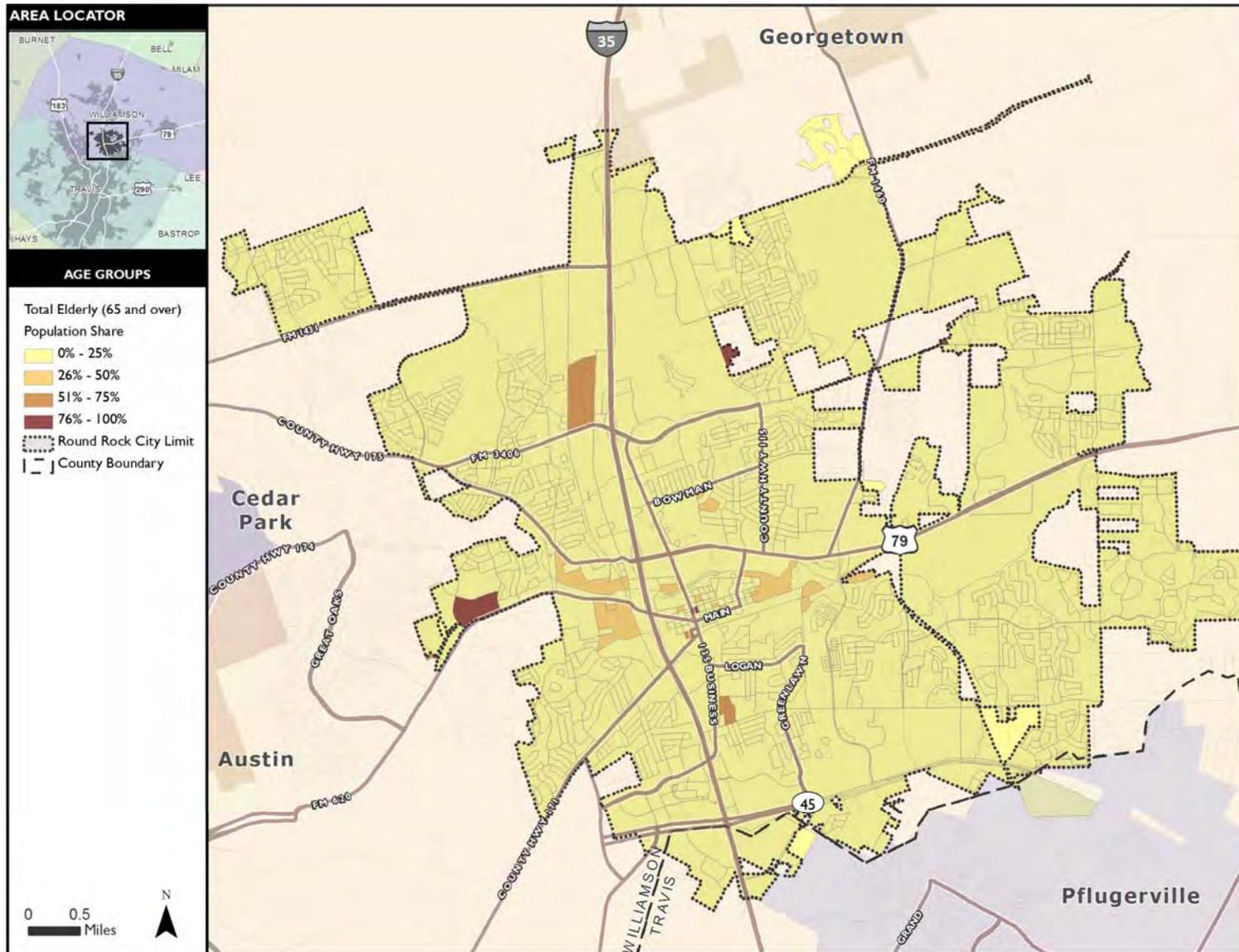
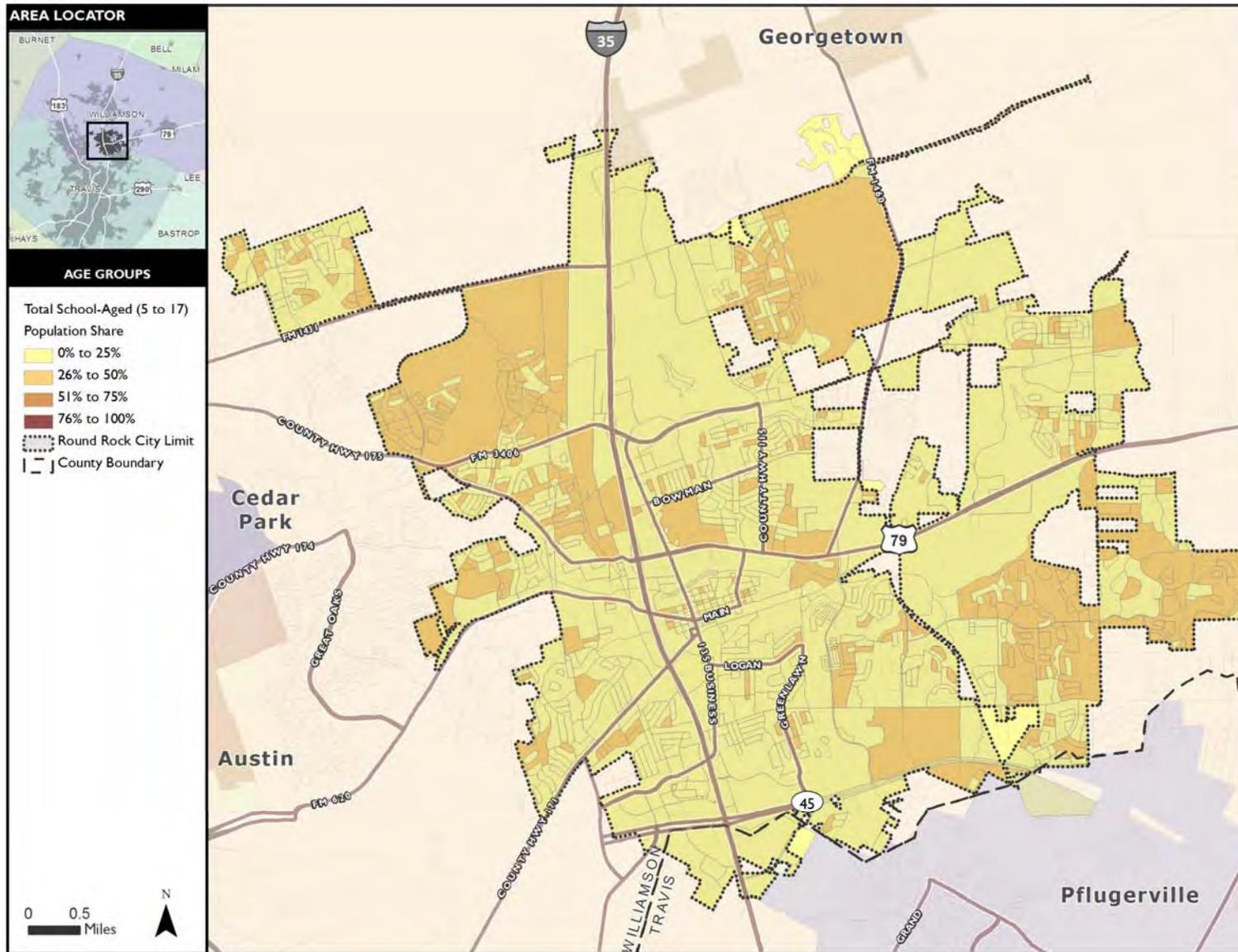


Figure 2-6 – School-Aged Share of Total Population



Map ID: D03b

Figure 2-7 – 35 to 44 Year Olds Share of Total Population



### 2.1.4 Household Income

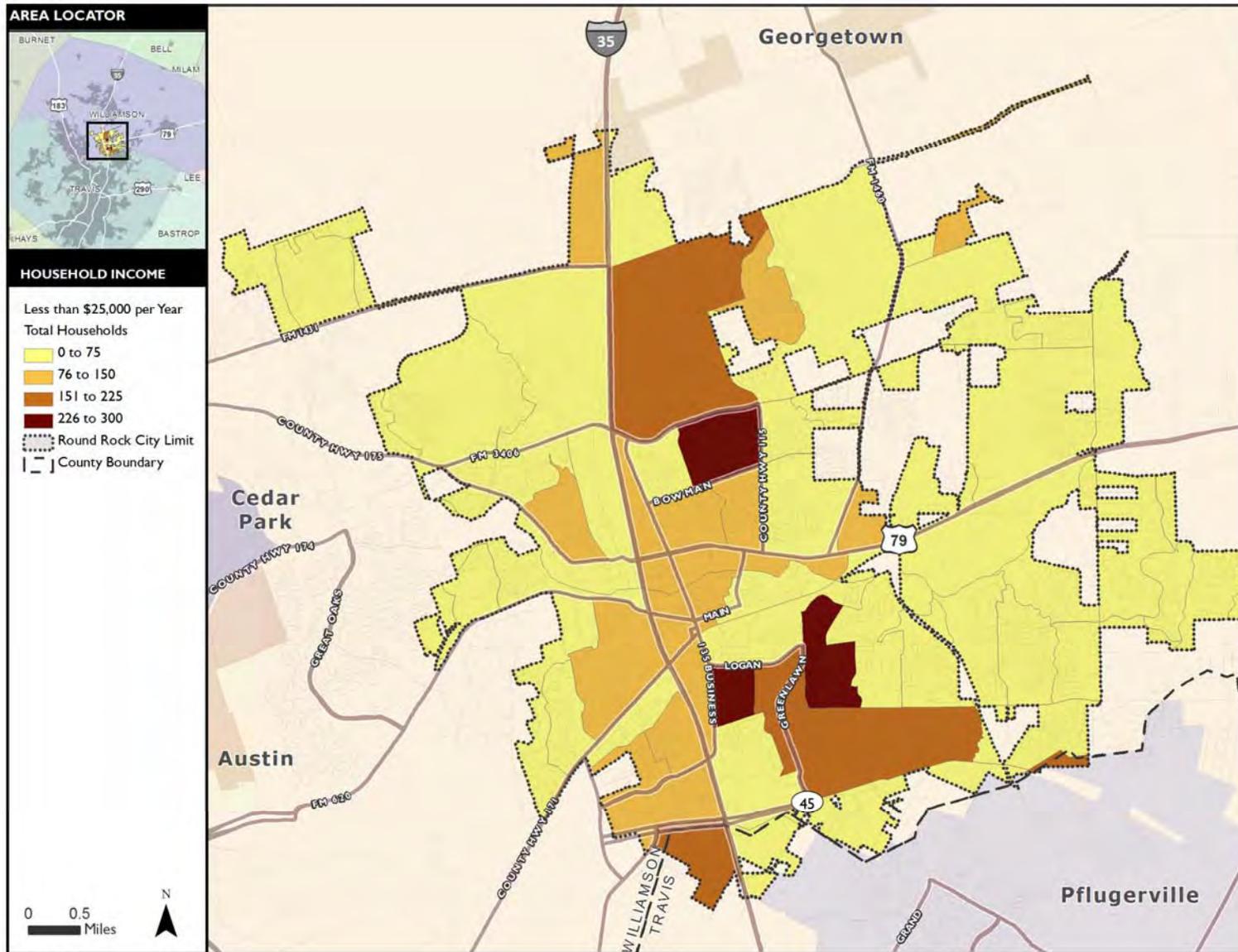
The median household income in the City was \$68,952 in 2010 and well above the federal poverty guidelines established by the US Department of Health and Human Services (DHHS); the 2012 DHHS poverty guideline is \$23,050 for a four-person household. However, there are some households that are low-income. As shown in **Table 2-5**, there are 3,567 households (10.8 percent) in the City that earn an income less than \$25,000 per year.

**Table 2-5 – 2010 Household Income**

Household Income	City of Round Rock	Williamson County
Total Households	33,145 100.0%	142,110 100.0%
Median Household Income	\$68,952	\$68,780
Less than \$10,000	826 2.5%	4,345 3.1%
\$10,000 to \$14,999	659 2.0%	3,722 2.6%
\$15,000 to \$19,999	874 2.6%	3,704 2.6%
\$20,000 to \$24,999	1,208 3.6%	4,674 3.3%
\$25,000 to \$29,999	1,387 4.2%	5,141 3.6%
\$30,000 to \$34,999	1,419 4.3%	5,928 4.2%
\$35,000 to \$39,999	1,518 4.6%	6,646 4.7%
\$40,000 to \$44,999	1,646 5.0%	6,771 4.8%
\$45,000 to \$49,999	1,240 3.7%	5,483 3.9%
\$50,000 to \$59,999	3,224 9.7%	13,538 9.5%
\$60,000 to \$74,999	4,188 12.6%	18,519 13.0%
\$75,000 to \$99,999	5,319 16.0%	24,152 17.0%
\$100,000 to \$124,999	4,061 12.3%	17,022 12.0%
\$125,000 to \$149,999	1,912 5.8%	8,651 6.1%
\$150,000 to \$199,999	2,242 6.8%	8,926 6.3%
\$200,000 and Greater	1,422 4.3%	4,888 3.4%

Source: US Census Bureau, 2006-2010 American Community Survey, Median Household Income and Household Income

Figure 2-8 – Households that Earn Less than \$25,000 per Year



### 2.1.5 Zero-Car Households

More than two-thirds of the households in Round Rock own two or more vehicles; however, there were 1,100 households (3.3 percent of the total households) in 2010 that did not own a vehicle (**Table 2-6**).

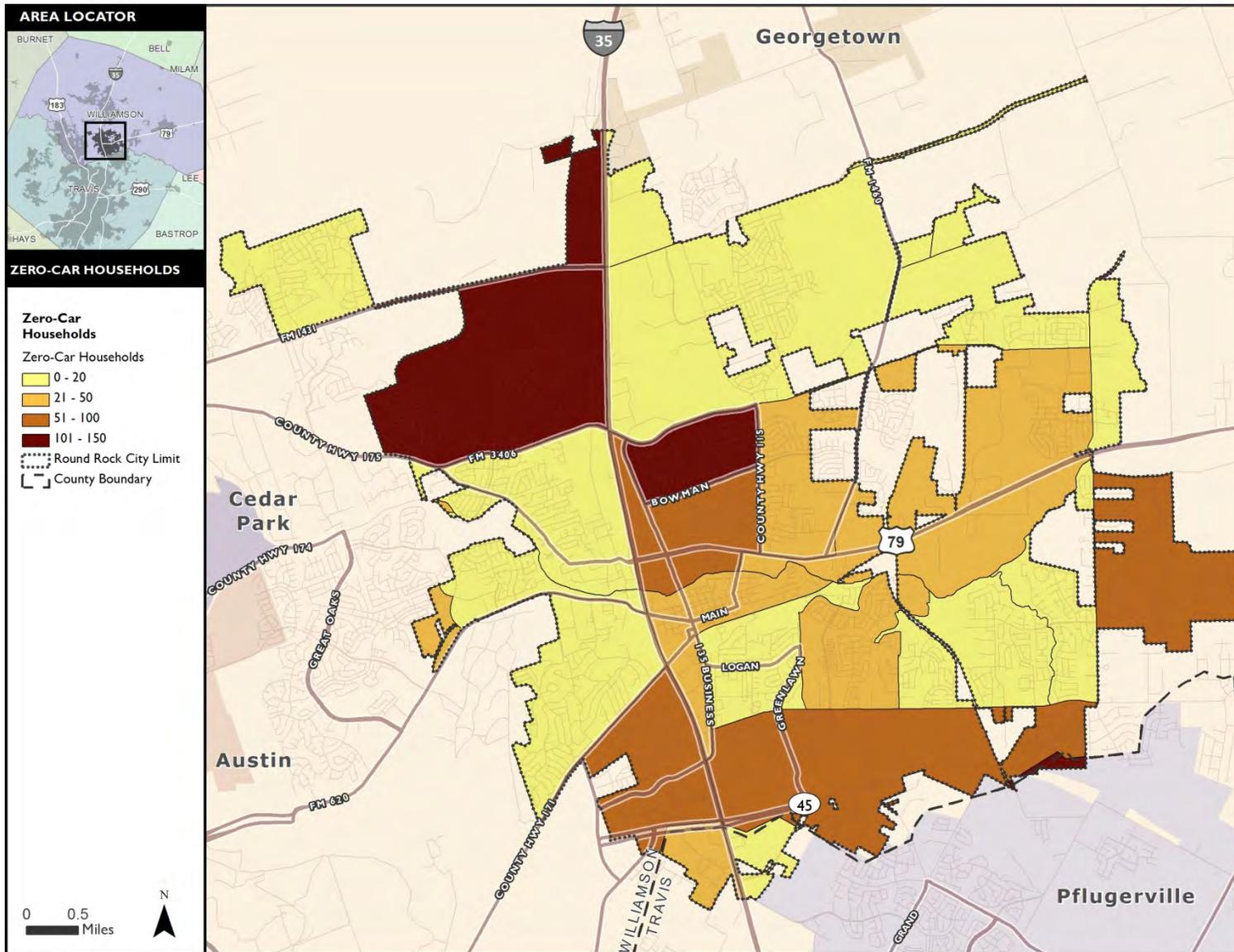
Zero-car households must rely on walking, bicycling, transit, or other transportation options to conduct their daily activities outside the home; as such these household are those that may benefit most from access to the Demand Response Bus Service. **Figure 2-9** shows where there are zero-car households in Round Rock.

**Table 2-6 – 2010 Number of Vehicles in Household**

Number of Vehicles	City of Round Rock	Williamson County
Total Households	33,145 100.0%	142,110 100.0%
0-car Households	1,100 3.3%	3,895 2.7%
1 car Households	9,768 29.5%	41,383 29.1%
2-car Households	16,741 50.5%	69,534 48.9%
3-car Households	4,249 12.8%	20,804 14.6%
4 or more car Households	1,287 3.9%	6,494 4.6%

Source: US Census Bureau, 2006-2010 American Community Survey, Number of Vehicles in Household

Figure 2-9 – Zero-Car Households



## 2.2 Findings from 2012 Interviews and Surveys

Surveys were conducted throughout the City between November and December 2012 to inform the drafting of this PPP and the LEP Plan. Interviews and surveys were conducted with Demand Response Bus Service transit users, LEP populations, community organizations which serve traditionally underserved populations such as low-income, minority, elderly and/or LEP populations, and the staff of Star Shuttle.

### 2.2.1 Findings from Citizen Surveys (including persons with LEP)

Feedback from the general public and LEP populations were gathered through printed surveys which were produced in English and Spanish. The surveys were available on the Star Shuttle buses and were administered by community organizations that agreed to participate in this information-gathering effort. Of the fourteen community organizations initially contacted, seven agreed to administer this survey within their organization:

- Allen R Baca Senior Center
- Round Rock Housing Authority
- Round Rock Independent School District (ISD)
- Round Rock Library
- Round Rock Serving Center
- Williamson County and Cities Health District
- Workforce Solutions

A survey package (including printed surveys, a flyer explaining the survey process and a large envelope with postage to return the completed surveys) was created and delivered to each community organization and Star Shuttle in November 2012. The following questions were asked:

#### Do you use public transportation?

1. If the answer is “**yes**”, how often do you use public transportation?
  - a. What kinds of public transportation services do you use?
  - b. Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?
  - c. When do you use public transportation? For what purpose?
  - d. Are you satisfied with the public transportation services you use?
  - e. Do you have any suggestions how the public transportation services could be improved to make it work better for you? Please be as specific as you can.
2. If the answer is “**no**”, how do you travel if you have to go somewhere in the Round Rock area?
  - a. Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?
  - b. How can public transportation work better for you?

This effort resulted in 204 completed surveys (184 in English and 18 in Spanish). A sample of the English and Spanish survey and a compilation of the responses received are included in **Appendix C of the LEP Plan**. Based on the results of the surveys completed in Spanish (18 of 204), only 3 of the 18

responses indicated they use public transportation. The most frequently traveled destinations used by the LEP population in the City are schools, medical services, local churches, grocery stores, work, social services and shopping areas. Many surveys completed in Spanish expressed frustration with the reservation process and a need for a fixed route bus service with fixed schedules that would allow for connectivity with destinations outside the City. Also, there were several responses that were unaware of the existence of public transportation in Round Rock and/or did not recognize the link between Star Shuttle and the City.

Please note that this survey was not statistically significant as there were no controls in selecting sample populations. Therefore, the survey can provide descriptive information but the results cannot be extrapolated to a larger population.

Key findings from the citizen surveys:

- ***Do you use public transportation?*** 80 percent of the survey participants do not use public transportation; of these, 47 percent indicated that they use private automobile as their primary mode of transportation. Within the LEP population that does not use public transportation, almost 40 percent do not use a personal automobile as their primary form of transportation either; this may indicate that some LEP populations use other modes of transportation such as walking, bicycling and/or carpooling with someone who owns a personal automobile. A significant number of senior citizens noted they do not own an automobile and that they rely on the use of a relative's vehicle to go places.
- ***What kinds of public transportation services do you use?*** Of the 20 percent that use public transportation, most noted that they use other public transportation services such as Capital Metro, taxis and other private services linked to senior activity centers and/or medical services and not necessarily Round Rock's Demand Respond Bus Service. The LEP population revealed a similar tendency.
- ***Have you ever used the Demand Respond Bus Service?*** 4 percent of the survey respondents indicated they use the Demand Response Bus Service. Similar results were obtained within the LEP population. Of these users most do not frequently use it.
- ***Have you heard of the Demand Respond Bus Service?*** 35 percent of the respondents did not know about the existence of this service and did not know the meaning of "Demand Respond Bus Service." And, the majority of participants did not know the link between Star Shuttle and Round Rock's Demand Respond Bus Service. Similar responses were found within the LEP population.
- ***When do you use public transportation and for what purpose?*** Many current and potential users have specific destinations that they travel to and for which they would like to use public transportation. Many of these destinations are within Round Rock's city limits such as trips to work, school, shopping, and doctor office visits. However, many of the respondents noted that they are frustrated or disappointed by the limited service; these sentiments were expressed most by LEP respondents.

- ***Are you satisfied with the public transportation services you use?*** Only 27 percent of the participants answered this question. With the exception of only one affirmative answer, all respondents indicated that they were dissatisfied with the public transportation service they use. Many non-public transportation users suggested that they would use public transportation in the future if improvements were made. The dissatisfaction sentiment was greater within the LEP participants than the general public.
- ***Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?*** 40 percent of respondents who do not currently use public transportation indicated that they would use public transportation in the future on the condition that improvements to the existing service were made and/or if a new type of service were offered, such as fixed route transit.
- ***How can the public transportation services be improved to make it work better for you?*** In general, all participants would like to see improvements in public transportation in Round Rock. Suggested improvements ranged from adding frequency to existing service, to building rail transit like the one used by Capital Metro. Most of the respondents would like to see a robust bus transit system with fixed routes, frequent runs and formal bus stops. Most of the participants feel intimidated and/or confused by the appointment system; this issue was more significant within the Spanish speaking population.

### ***2.2.2 Findings from Community Organization Surveys***

Fourteen community organizations were initially contacted to participate; they were selected based on their likelihood of serving low-income, minority, elderly, and/or LEP populations:

- Allen R Baca Senior Center
- Faith in Action Senior Access
- Greater Austin Hispanic Chamber of Commerce
- Literacy Council of Williamson County
- Lone Star Circle of Care
- Round Rock Chamber of Commerce
- Round Rock Housing Authority
- Round Rock ISD
- Round Rock Library
- Round Rock Serving Center
- Texas Medical Transportation Program
- Williamson County and Cities Health District
- Williamson County Crisis Center (Hope Alliance)
- Workforce Solutions

These organizations were contacted to explain: the purpose of this effort and how their input could help the City provide better communications about their Demand Response Bus Service; an introduction to the Demand Response Bus Service Program, as necessary; and to request that they complete a survey

regarding the populations which they serve. Of the fourteen organizations, four returned completed surveys (Round Rock ISD, Round Rock Library, Round Rock Serving Center, and Faith in Action Senior Access).

The following is a list of questions asked and a summary of responses:

**1. What geographic area does your organization serve?**

Round Rock (including Round Rock ISD), Pflugerville, Wells Branch, Georgetown, some portions of North Austin and Hutto.

**2. How many people does your organization provide services to?**

Responses ranged from 630 to almost 300,000 people.

**3. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?**

All respondents noticed an increase each year in the population they serve.

**4. What are the countries of origin from which your population has immigrated?**

Mexico, Central, South America, Africa, Asia.

**5. Does your population come from an urban or rural background?**

Both urban and rural.

**6. What are the languages spoken by the population you serve?**

English, Spanish, Vietnamese, Chinese, Hindi, and Korean.

**7. What is the age and gender of your population?**

The responses varied based on the mission of the organization; all organizations serve both men and women. Faith in Action serves clients over age 60; Round Rock ISD serves students ranging from 4 to 20 years of age, and their parents; and Round Rock Library and Round Rock Serving Center serves people of all ages.

**8. What is the education and literacy level of the population you serve?**

All respondents serve people with all levels of education and literacy.

**9. What needs or expectations for public services has this population expressed?**

- The public transportation system that Round Rock started is very limited; it only serves people in the city limits and is limited to destinations in the city limits.
- Limited service area is problematic because many seniors have to go to doctors outside city limits or live outside the city limits.

- General transportation within Round Rock; in particular to and from social service agencies, school, work, play, grocery stores, and shopping.
- Many of the families walk to their work or grocery store and back; a city bus system would be beneficial.

**10. Has the population inquired about how to access public transportation or expressed a need for public transportation service?**

Yes.

**11. What are the most frequently traveled destinations used by the population that your organization serves?**

Medical services offices, Texas State University, Allen R Baca Senior Center, Dell, social service agencies (food pantries, food stamp office, etc.), local churches, pharmacies, schools, and shopping areas (outlet mall, La Frontera, Walmart, HEB etc.).

**12. Are there locations that the population has expressed difficulty accessing via the public transportation system?**

- Seniors have a difficult time with public transportation and many live outside service area for the public transportation service.
- Outskirts of the city and west side of town.
- Unable to access transportation when it's needed, i.e., one to two-week advanced "booking of a ride." Too long of a wait once the ride is scheduled. Not enough routes on the schedule.

**13. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members? If so, please describe how travel patterns change.**

- Our population needs the most help getting to medical appointments, they only change patterns when they get sick or doctors stop accepting medical insurance.
- Older clients need rides to medical appointments and pharmacies.
- Parents with kids need rides to social service offices and medical appointments.
- If an individual is disabled their needs change.

**14. What is the best way to obtain input from the populations that your organization serves?**

- Calling and doing phone surveys.
- Telephone and email.
- Onsite Q&A during operating hours or when clients are waiting for services 9:00 a.m.- 10:30 a.m.
- Through the local churches, food pantry, clothing closets, Williamson County Cities and Health District offices, Sacred Heart Community Clinic, local grocery stores (La Michocana), and through the parent centers that Parent/Community Specialists staff.

**15. What is the best way to share information about public transportation services and/or changes in service?**

- By mail.
- Social media and newspaper, for Spanish speakers – television.
- English and Spanish handouts, posters, flyers.
- Through local churches, food pantry, clothing closets, Williamson County Cities and Health District offices, Sacred Heart Community Clinic, local grocery stores (La Michocana)
- Univision radio, Telemundo, Univision TV station “Despierta Austin” program, El Mundo newspaper, Ahora Si newspaper, and through the parent centers that Parent/Community Specialists staff.

**16. Who would the population trust most in delivering language appropriate messages?**

- Letters in utility bills.
- For Spanish speakers – news on Univision, etc.
- Someone with knowledge of the project/ transportation system and who can answer their questions in English and in Spanish.
- People who can speak the language, local clergy, school staff, etc.

**2.2.3 Findings from Star Shuttle Staff Surveys**

Star Shuttle has been working with the City since June 1, 2012. They operate three transit vehicles with five to six drivers. Four to five people work in the reservation center; two of which take reservations full-time over the phone, one is the dispatcher and another schedules the trips, with support from one trainer and one supervisor. The drivers are in daily contact with transit users and encounter them face-to-face; and the reservation specialists, dispatchers and schedulers are in daily contact with transit users over the telephone. The survey of Star Shuttle staff was tailored to find out more information about their contact with LEP populations and the measures currently being taken to ensure meaningful communication with persons that have LEP.

Reservation Specialists/Dispatchers/Schedulers: If a patron has trouble communicating due to a language barrier, there are bilingual (Spanish) reservation specialists on staff and the reservation specialist can use Language Line Services to provide support; Language Line Services offers interpretation services in Spanish as well as other languages. According to the survey responses of the reservation specialists:

- Reservation specialists encounter non-English speakers often to daily
- Most non-English speakers that they encounter speak Spanish; however, they sometimes encounter Arabic speakers
- If someone is having trouble communicating due to a language barrier, the reservation specialists:
  - Transfers the call to a Spanish-speaking reservation specialist
  - Uses Language Line Services

Driver Resources: Drivers provide transit service and encounter transit users in person. If someone has trouble communicating due to a language barrier, the driver has several options: there are two-way radios

on board that can be used to contact bilingual (Spanish) reservation specialists who can help; the two-way radios can also be used to call Language Line Services; the Ride Guide is available in English and Spanish which are located behind the driver's seat. According to the survey responses of the drivers:

- Drivers encounter non-English speakers often to daily
- Most non-English speakers that they encounter speak Spanish; however, they sometimes encounter people who speak Tagalog, Asian languages and Arabic
- If someone is having trouble communicating due to a language barrier, the drivers:
  - Seek out another transit user that speaks the language
  - Asks the non-English speaker to point/gesture
  - Listens intently to the non-English speaker when they try to speak English
  - Use the translated Ride Guide on the transit vehicle

#### **2.2.4 Survey Conclusions**

The survey responses indicate several general themes about the population that lives in Round Rock and/or who use the Demand Response Bus Service:

- The population that makes use of the social services in Round Rock is growing.
- Of the minority and/or LEP population in Round Rock, most descend from a Spanish-speaking countries, followed by Asia (Vietnam, China and Korea), and from locations where Hindi and Arabic are spoken.
- There are a variety of ways to communicate to the general public including mail, social media, television, radio, newspapers, via the utility bill, and in-person. LEP populations tend to prefer communications via mass media outlets and in their language and/or in-person by an informed and/or trusted person, such as someone from a community organization that can speak their language. Elderly populations tend to trust notices that are provided in their utility bill.

The surveys also indicated areas where the City could improve their communications concerning the existing Demand Response Bus Service:

- Both the general population and persons that have LEP know very little to nothing about the existence of Round Rock's Demand Respond Bus Service. There is a need to spread awareness that the service exists and is available to all populations in Round Rock.
- There is confusion about who Star Shuttle is and there is not a clear awareness that Star Shuttle is Round Rock's Demand Respond Bus Service. There is a need to communicate the link between the transit service and the transit provider.
- There is dissatisfaction about the limited transit service in Round Rock in terms of service area, frequency of transit service, and the absence of a fixed route system. There is a need to communicate how the transit service in the City can/may change in the future and/or how decisions are made about the public transportation service the City offers.

- There is dissatisfaction with the reservation-based system for scheduling use of the existing transit services. There is a need to better explain how the reservation system works and a need to better communicate that the reservation-based system can be used by persons with LEP in their preferred language.

### **2.3 Stakeholders that could assist with Future Public Involvement Activities**

Transit users, community and civic organizations and businesses may be useful outlets to contact when planning and/or implementing future public involvement activities. A list of community and civic organizations and businesses, including contact information, can be found in **Appendix B**. These contacts fall in several general categories:

- Demand Response Bus Service riders.
- High frequency destinations for current Demand Response Bus Service riders.
- Community and civic organizations that have participated in the past with communication efforts associated with the Demand Response Bus Service.
- Community and civic organizations that are likely to serve minority, low-income, elderly, and LEP populations as well as persons with disabilities.
- City of Round Rock staff and elected officials.

## **Chapter 3 Public Involvement Strategies, Procedures and Desired Outcomes**

This chapter reviews the existing public involvement strategies documented in the City's current Title VI Public Participation Plan. It then summarizes the public involvement activities that have occurred in reference to the Demand Response Bus Service to date. To conclude, this section provides recommendations to improve upon the public involvement strategies, procedures and desired outcomes. A section of the chapter is dedicated to considerations, outreach strategies and techniques to reach minority populations, including persons who have LEP.

### **3.1 Existing Public Involvement Strategies, Procedures and Desired Outcomes**

The City uses a mix of print and electronic media as well as in-person communication strategies to share information about planned events, City news and happenings, and to provide notification, background, and progress information about City projects.

#### **3.1.1 *Print Media***

The City uses several forms of print media:

- NewsFlash is an 8 ½ x 11 front/back color publication that is sent with the monthly utility bills. City surveys have shown that this publication is the most effective means of communication the City uses. Its circulation is approximately 30,000 utility customers and this print medium is primarily used to announce planned events and/or to provide information about project updates.
- Fliers are produced in a fact sheet format and are used primarily for project-specific information about project activities that will occur in the surrounding area. They are distributed by hand to potentially affected stakeholders. This print medium could be translated into Spanish and could be interpreted into other languages, upon request.
- Door Hangers contain similar content and serve the same purpose as fliers. They are distributed by hand to potentially affected stakeholders to share project-specific information about project work in the surrounding area.
- Formal Letters are produced on standard City letterhead and mailed; they are used to communicate with specific individuals and/or businesses and they serve primarily as project notification and/or correspondence.

#### **3.1.2 *Electronic & Web-based Media***

The City also makes use of electronic and web-based media to communicate information about planned activities and on-going projects:

- Round Rock Electronic Newsletter/Electronic Newsletter Blasts serve as the electronic version of the NewsFlash, however the electronic version allows for more content and connectivity to other electronic/web-based media. Surveys can be tied to the newsletter to gather feedback, City Council meeting minutes can be linked to the newsletter and widgets can be used on other websites to improve access to project information, which can be tailored to be location-specific.

There are approximately 3,000 subscribers to the e-newsletter. This media is used to provide communication about planned events and/or to provide timely project updates.

- Press Releases are used to announce events that will occur within two weeks or to communicate project milestones, immediate releases of information and/or to provide notice of closures. Press releases are emailed to several media outlets (Print: Round Rock Leader, Austin American Statesman and Community Impact; TV/Radio: KVUE, KLBK, 1370AM; Austin Media Council; Flick Report) and are included on the City's website.
- News Items are generally generated on the City's website in response to a press release however a news item can be created without a press release, such as when project information is updated on the City's website and/or via social media. News items serve the same purpose as press releases but do not require distribution to outside media outlets.
- Social Media – Blogs/Facebook/Twitter is used to provide communications about project progress and allow for interaction among and between stakeholders and the City. These social media outlets can also be used to generate a historical record of project progress and commentary provided by the community. As of January 2013, the City has almost 4,500 followers of Facebook and Twitter.
- Flickr is an image and video hosting website that can be used in conjunction with other social media websites and with the City's website. Flickr is used to share photos and/or videos of project progress.
- City of Round Rock Demand Response Bus Service Website is used to inventory static information about the transit service and associated events and/or projects. Depending on the type of information to present a unique URL can be created on the website.

### **3.1.3 Public Meetings**

The City employs several different types of public meetings based on the communication needs:

- President's Roundtables are conducted on an "as needed" basis and involve a meeting with City staff and the presidents and residents of home-owner associations in the City. The general format includes a presentation conducted by City staff followed by an open question and answer forum. These meetings generally occur after working hours and are conducted to provide location-specific information related to a specific project. The City generally holds three to four President's Roundtables per year.
- Mayor's Quarterly Report is a quarterly meeting conducted by the Mayor of Round Rock which is geared towards communication with community business owners. These meetings are held in the City Council Chambers during working hours and are taped for public record. This meeting format is used primarily for high level projects.

- Neighborhood Meetings are less formal than public meetings; they generally involve a discussion between City staff and community members about specific concerns, related to projects which directly impact them. The function of a neighborhood meeting is to provide information about a proposed project, ensure public participation in the development of the project, and to keep the community informed during the project’s life cycle.
- Open Houses are generally informal meetings that allow for participants to come and go as they please, ask questions of City staff, and provide written and/or verbal comments. The City uses this meeting format to provide information to the community and to solicit community feedback on proposed projects. These meeting are often conducted when a program or service is beginning, terminating and/or changing.

The City also uses a public involvement strategy called “Systematic Development of Informed Consent” which was developed by Hans and Annemarie Bleiker from the Institute for Participatory Management & Planning ([www.ipmp.com](http://www.ipmp.com)). This method uses a “Citizen Participation Needs Assessment” worksheet to identify and describe stakeholder concerns about a project and to evaluate their needs.

### **3.2 Summary of Public Involvement Activities to Date**

Two public involvement activities have occurred associated with the current Demand Response Bus Service. During the first part of 2012, the City proposed several changes to the Demand Response Bus Service including the need to find a new service provider; restricting service to the Round Rock city limits; changing service times and reservation deadlines; and restricting the purpose of subscription rides. A public outreach effort was conducted in two series between November 2011 and May 2012 to gather feedback from the community on these proposed changes. The first series of activities were conducted to inform the public about the proposed policy changes and to gather feedback to share with City Council and the second series of activities were conducted to educate the public about the final adopted policies and to provide information about transportation alternatives for any resulting gaps in service.

#### **3.2.1 Notification Methods**

- Postcard Mailers were sent to 2,233 CARTS riders who travel to or from Round Rock in November 2011. The postcards alerted riders the City would be changing service providers for the Demand Response Bus Service and encouraged recipients to be on the lookout for more information about the start-up date for the new service provider and any proposed service changes. Postcard mailers were sent out in May 2012 to 1,950 individuals and organizations that use and/or have expressed interest in the Demand Response Bus Service and were made available on CARTS vehicles. The postcards provided the date, location and times for the second series of Open Houses and provided a summary of activities and materials that would be available at the meeting. The postcard also provided a link and phone number that could be used to get more information.
- Notification Flyers and Rider Surveys were mailed in February 2012 to the 2,233 CARTS riders that travel to/from Round Rock and were available on CARTS vehicles. The flyer provided the dates, times, and locations of the three Open Houses, it provided a link to the online rider survey, and provided the website where more information could be found. The flyer included a line in

Spanish to inform non-English speakers how they could receive more information in Spanish. The rider survey was distributed along with the flyer in English and Spanish (more details about the rider survey are described in **Section 3.2.2**).

- A Press Release was sent in February 2012 to the Round Rock, Pflugerville, and Hutto editions of the Community Impact newspaper to alert readers the City would be changing service providers for their Demand Response Bus Service and to inform readers of the dates, times, and location of the three Open Houses. A second press release was produced in May 2012 and sent to the Round Rock, Pflugerville, and Hutto editions of the Community Impact newspaper. The release alerted readers that Star Shuttle would be providing the City’s Demand Response Bus Service starting June 1, 2012; it provided the date, times and location of the second series of Open Houses; it provided a link to the Baca Center; it provided a link to the Discount Fare Application; and it provided a contact phone number for more information.
- An Email Blast was posted to the February 9, 2012 Round Rock News hosted on the City’s e-news website. The post provided a link to information about the series of Open Houses, a link to the rider survey and a contact phone number for more information.
- A Transit Update Email was sent to 144 individuals who had previously expressed an interest in Round Rock transportation and provided the City with an email address. The email included a link to the Round Rock News article, the dates, times, and locations of the Open Houses, a link to the online survey, a link to the project website as well as a contact phone number, and a line in Spanish to inform non-English speakers how they could receive more information in Spanish. A second transit update email was sent on May 2, 2012 to the 144 individuals on the email list. The email provided the date, times and location of the second series of Open Houses; it summarized the meeting activities and materials that would be available; and it provided a contact phone number and email address for those who wanted more information.
- Round Rock Facebook Page and Twitter Feed was updated on February 8, 2012 with a link to the Round Rock News article and an announcement that the City would be hosting Demand Response Bus Service Open House meetings to discuss proposed service changes.

### **3.2.2 Demand Response Bus Surveys**

A survey was conducted between February 6 and February 20, 2012 as part of the first series of public involvement activities. Hard copies of the survey were mailed to 2,233 CARTS riders who had origins/destinations in Round Rock. The surveys were made available in CARTS vehicles that were active in the Round Rock area and at the first series of Open House events. They were also distributed electronically through some of the notification methods described above.

The purpose of the survey was to determine the potential impact of the proposed service changes on existing and future bus riders, as well as the general public. The eleven questions were asked and were made available in English and Spanish. Written and electronic responses were received from 195 individuals. The following lists the questions and summarizes the responses.

1. **How important is the bus service to your daily life?**
  - 68.7 percent said extremely important or very important
2. **What kind of trips do you take on the bus?**
  - 66.7 percent use transit to access medical services, followed by 36.4 percent that use transit for shopping, eating out, and/or personal care
3. **Do you reserve standing orders or subscription trips? These trips travel to the same destination on the same day and time, like work or kidney dialysis.**
  - 59.5 percent said No
4. **How often do you make same-day reservations (book the trip the same day as the trip)?**
  - 43.6 percent said Never
5. **Do you rely on Medicaid for any of the medical-related transportation?**
  - 67.2 percent said No
6. **If you are over 60 years of age or have a functional disability, you may be eligible for a reduced fare. Are you over 60 years of age or have a functional disability?**
  - 60 percent said Yes
7. **The City is considering limiting the service to the Round Rock City Limits, which means there will be no trips from Round Rock to destinations outside the city limits and no trips starting outside the city limits. Would this change impact you? If yes, how would this change impact you?**
  - 54.4 percent said Yes, of those that said Yes,
    - 52 respondents said their destinations were outside of Round Rock’s city limits
    - 32 respondents said the change would affect their access to medical services
    - 31 respondents said the change would affect their access to Austin, TX
    - 7 respondents said the change would affect their access to Georgetown, TX
    - 5 respondents said the change would affect their access to their job
    - 4 respondents said they live outside the city limits of Round Rock
    - 4 respondents said the change would affect their access to school
    - 2 respondents said the change would affect their access to civic/court facilities
    - 2 respondents said the change would affect their access to Temple, TX
8. **The City is considering changing the service start time from 7am to 8am. Would this change impact you? If yes, how would this change impact you?**
  - 71.3 percent said No, of those that said Yes,
    - 8 respondents said the change would affect their access to work
    - 7 respondents said the change would affect their access to other appointments
    - 6 respondents said the change would affect their access to doctor’s appointments
    - 2 respondents said the change would affect their access to school

- 1 respondent said the change would affect their ability to transfer to other transit

**9. The City is considering changing the service end time from 6pm to 5pm. Would this change impact you? If yes, how would this change impact you?**

- 63.1 percent said No, of those that said Yes,
  - 8 respondents said the change would affect their ability to return from work
  - 8 respondents said the change would affect their access to doctor’s appointments
  - 6 respondents said the change would affect their ability to return home in general
  - 6 respondents said the change would affect their access to other appointments
  - 2 respondents said the change would affect their access to school
  - 1 respondent said the change would affect their access to daycare
  - 1 respondent said the change may result in less seats available on the evening bus

**10. Do you live within Round Rock city limits?**

- 86.7 percent said Yes

**11. Do you have any additional comments, concerns, or feedback?**

- Common themes included the importance of transit for seniors, access to healthcare, access to connecting transit and larger region around Round Rock, particularly to Austin. Many respondents expressed that transit services in Round Rock were very important and should be continued.

### ***3.2.3 Open House Activities***

A total of five Open Houses were held for this public involvement effort; three were associated with the first series and two meetings for the second series. The format of the Open Houses were informal and were designed to allow individuals to come and go as they pleased and ask questions. The rider survey was available to be completed at the first series of Open Houses and the Discounted Fare Eligibility Form was available to be completed at the second series of meetings.

#### **Series 1 Open Houses**

Three Open Houses were conducted during the first series of public involvement activities. In total 57 people were in attendance.

- **February 13, 2012 – 10am to 2pm** – Round Rock Library (216 E. Main Street)
  - 10 people were in attendance
- **February 13, 2012 – 4pm to 8pm** – McConico Building Community Room (310 W. Bagdad)
  - 13 people were in attendance
- **February 16, 2012 – 10am to 2 pm** – Baca Senior Center Grand Ballroom (310 W. Bagdad)
  - 34 were in attendance

During the first series of Open Houses, the City displayed informational boards and made several handouts available. The following materials were presented and/or available to take home:

- A board and a handout summarizing the proposed service changes to the Demand Response Bus Service
- A board with a map of Round Rock city limits and extraterritorial jurisdiction

- A board and handout with information from Texas Health and Human Services about transportation alternatives for individuals who qualify to receive Medicaid service
- A board and handout with information from Faith in Action Senior Access about transportation alternatives for individuals 60 years and older and ambulatory
- A board and handout from CARTS about their Interurban Coach Yellow Route as a transportation alternative
- A handout produced by a private company called Round Rock Riders that provides fixed route transportation services within and around Round Rock

### **Series 2 Open Houses**

Two Open Houses were conducted during the second series of public involvement activities. In total 59 people were in attendance.

- **May 3, 2012 – 10:30am to 1 pm** – Baca Senior Center Grand Ballroom (310 W. Bagdad)
  - 40 people were in attendance
- **May 3, 2012 – 4pm to 6:30pm** – Baca Senior Center Grand Ballroom (310 W. Bagdad)
  - 19 people were in attendance

During the second series of Open Houses, the City displayed informational boards and made several handouts available. The following materials were presented and/or available to take home:

- A board and a handout summarizing the policy changes pass by the City Council to the Demand Response Bus Service
- A board with a map of Round Rock city limits and extraterritorial jurisdiction
- A board and handout with information from Texas Health and Human Services about transportation alternatives for individuals who qualify to receive Medicaid service
- A board and handout with information from Faith in Action Senior Access about transportation alternatives for individuals 60 year and older and ambulatory
- A board and handout from CARTS about their Interurban Coach Yellow Route as a transportation alternative
- A handout produced by a private company called Round Rock Riders that provides fixed route transportation services within and around Round Rock

### ***3.2.4 Public Involvement Activities Conclusion***

This series of public involvement activities indicated several general themes about the concerns and desires of those who use the Demand Response Bus Service and/or responded to the Demand Response Bus Survey:

- The majority of the survey respondents live within Round Rock city limits.
- The Demand Response Bus Service is an important public service.
- Most survey respondents use the transit service to access medical appointments.
- Many survey respondents were seniors.
- Survey respondents were concerned that the change in service area would reduce their access to destinations outside the city limits of Round Rock; particular concerns were reduced access to medical appointments and/or other destinations in Austin, TX.

- Most of the survey respondents felt the change in transit service schedule would not affect them, although some were concerned about timely access to their place of work.

The public involvement activities also indicated areas where the City could improve their communications strategies:

- A robust menu of print and electronic media outlets were used to get the word out about the City's proposed changes to the Demand Response Bus Service; however these media were predominantly available in English only. A person who has LEP was required to contact the City for translation and/or interpretive services. Based in the findings from the **LEP Plan**, the majority of the LEP population is Spanish speakers (see **LEP Plan** for more details). There is a need to improve upon the means to reach LEP populations; this could include translating and distributing/publishing meeting notifications through Spanish speaking media outlets and/or via communication organizations.
- The Demand Response Bus Surveys provided important information to the City about the needs and desires of transit users and other survey respondents. While this survey was made available in Spanish, there were no requests for a translated survey and none of the survey responses were returned in another language. There is a need to seek out alternate means to distribute and/or conduct surveys for LEP populations; this could include face-to-face interviews and/or soliciting the assistance of community organizations that provide services for LEP populations.
- All Open House meetings were attended which suggests the range of dates, times, and locations were convenient for meeting attendees. The materials displayed and distributed appeared to provide relevant information about the proposed and adopted changes to the Demand Response Bus Service, as well as information about alternative transit service in response to the concerns expressed in the survey. There is a need to confirm the meeting dates, times, locations and format were convenient for meeting attendees and the intended message of the open house was communicated in an understandable way; this information could be gathered through a meeting evaluation survey and/or interview. Feedback about past meetings is useful in planning future outreach efforts.

### **3.3 Recommended Public Involvement Strategies, Procedures and Desired Outcomes**

Based on the demographic characteristics of the City, feedback from surveys, and the public involvement strategies currently being implemented for the Demand Response Bus Service Program, below are some recommendations to enhance the current public involvement approach:

#### Getting Out Key Messages

There is a need to:

- Spread awareness the Demand Response Bus Service exists among all populations in Round Rock.
- Communicate the link between the transit service (Star Shuttle) and the transit provider (City of Round Rock).

- Enhance the explanation of how the reservation system works.
- Communicate the reservation-based system can be used by persons with LEP in their preferred language.
- Continue to ensure awareness that other regional transit and transportation service providers, such as CARTS Interurban service, and transportation services for Medicaid users and seniors over the age of 60 who are ambulatory, will continue to serve the City. And, communicate that the Demand Response Bus Service could be used to access the CARTS Round Rock Station/Greyhound Station which is located within city limits.

There are a variety of ways to communicate these messages to the general public including mail, social media, television, radio, newspapers, via the utility bill, and in-person. LEP populations tend to prefer communications via mass media outlets that are in their language and/or in-person by an informed and/or trusted person, such as someone from a community organization that can speak their language. Elderly populations tend to trust notices that are provided in their utility bill.

In addition to these strategies, local venues can be utilized to communicate these messages. Each interaction should be targeted as specifically as possible to the needs of the audience– meetings with neighborhood groups, religious congregations, and various other community organizations. City staff could offer to speak at outreach events held by community organizations. These smaller venues provide additional opportunities for meaningful exchange of information and opinion.

#### Gain Feedback from the Community

There are a variety of ways to gain feedback from the community including phone calls and emails to community organizations. As noted in **Chapter 2** and **Chapter 3**, several surveys have been completed for the Demand Response Bus Service program with the general public, transit users, as well as with transit staff and community organizations. One suggestion to enhance the current methods of gaining information is to incorporate conversations with these individuals by on-site question and answer sessions. For example, having bilingual staff spend a few hours in community organization waiting areas, cafeterias, and/or on buses talking with people about the Demand Response Bus Service program, answering questions, correcting misconceptions and after that conversation handing out a survey.

### Translate Outreach Materials

As noted in the LEP Plan, vital documents such as the Ride Guide are currently available in English and Spanish. The Ride Guide could include written translated information in Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean describing how to access interpretive services, as needed and free of charge. This translated information could be a couple of simple sentences such as: *“This is an important document about the Demand Response Bus Service. If you need this information in another language, please call (phone number here) to access interpretive services at no cost.”*

A Spanish interpreter should be present to provide interpretive services for other public involvement activities, such as surveys and meetings. The presence of the interpreter should be identified at meetings with signs clearly posted to let participants know that this service is available. Meeting materials (including exhibits, agendas, comment cards, handouts, presentations, pocket cards, postcards, newsletters, etc.) could be translated into Spanish, as needed and if requested in advance, or the interpreter would provide competent oral translation of meeting materials. Other technical exhibits could use pictograms and photos to communicate the intended message with fewer words.

### Close the Loop

It’s very important after a public involvement activity occurs to let the participants know what information was gained from this activity and how it will be used in the decision making process and/or resulting changes in the Demand Response Bus Program. This can be accomplished in meeting summaries; by sending postcards, emails, letters to participants; or in the case of an on-going committee it could be a regular agenda item.

### Establish Evaluation Methodology

Immediately following each activity, obtain informal feedback from both external and internal stakeholders. Use the findings to develop adjustments to the public involvement process. More information on the PPP Plan Reevaluation and Revision Policy can be found in **Chapter 4**.

## **3.4 Communication Strategies and Consideration for Minority, Low-Income, and/or LEP Populations**

There are many ways that the City can help ensure meaningful communications are provided to minority, low-income and/or LEP populations. One way the City can provide effective communications to the local minority, low-income, and/or LEP community is to tailor public involvement activities to the local population they are trying to reach. This process starts with the collection of demographic data, including languages spoken in the project area, but includes other considerations.

### **3.4.1 Translation and Interpretive Services**

The City has worked with community-based organization to identify the specific language services that community member may expect to be provided (see the **LEP Plan**). Based on the findings in the LEP Plan, Spanish is the predominant language spoken by persons with LEP in Round Rock. The following are some recommendations; see the **LEP Plan** for a more robust discussion of LEP considerations and strategies.

- Public meeting announcements will be translated into Spanish. Translated notification could be added to the English version of these announcements in Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean indicating that interpretive services are available upon request and free of cost. This notification could be a simple sentence such as: *“If you need information about the Demand Response Bus Service public meeting in another language, please call (phone number here) to access interpretive services at no cost”* (see the LEP Plan for more specific recommendations).
- The City will provide at least one Spanish interpreter at each public meeting and should document the steps taken to ensure compliance with Title VI in their meeting summaries.
- The City will take responsible steps to ensure that LEP persons receive the language assistance services necessary by translating “vital” written materials into Spanish. The City should make interpretive services available, upon request, in other languages. Vital documents are defined either as (1) any document that is critical for obtaining services and benefits, and/or (2) any document that is required by law.

#### ***3.4.2 Identify and Engage a Trusted and Well-known Community Member or Organization***

Best management practices, as described in guidance and by professional public involvement organizations, suggest that coordination with a trusted community member or organization can improve the communication strategy. These people can help gain insight into the interests, concerns, and desires of the community; help share project information in the community (word of mouth by a trusted community member may result in better understanding and may engender trust); and may be able to present information at meetings and/or serve as facilitators.

The following are some sample questions that could be asked of a trusted community member and/or organization to start the learning process:

- What do you know about the project?
- Do you think there is a lot of interest in this project within your community?
- How important is this project to the local community?
- What are the community’s thoughts about this project?
- What is the primary way you get information about local issues? (Family and friends, a certain newspaper, web site, a gathering spot, etc.)
- What are the most effective ways to reach out to and engage your community? (Public meetings, events, newsletters, etc.?)
- In your experience, what public meeting formats have been most effective in reaching your community? Is there a better way of reaching them than public meetings? Is there a community expectation that the meetings be held in a particular language?

- Can you suggest a good location to hold a community meeting about this project (name and contact)? Are there any days of the week or times you think work better than others?
- Does your neighborhood/association hold regular meetings that the project team could attend? Or are there specific community events that would present opportunity for the project team to engage the community?
- Is there a neighborhood/association list-service or on-line forum through which we can provide information about opportunities to stay informed and provide feedback? Does your group/association/community have a newsletter?
- What can we learn from any earlier efforts to involve this community (lessons learned, what worked? What could have gone better?)
- Who else should be involved (names and contacts)?
- Can you recommend someone who is well known and trusted in the community to help distribute project information, gather feedback and act as project liaison?

### **3.4.3 Other Outreach Strategies**

Below is a menu of other strategies the City could use to help get the word out to minority, low-income, and/or LEP populations.

- Coordinate with elementary schools in the project area to send home translated information about the project, including project events to parents who may not read or speak English.
- Tailor neighborhood meeting format and content to unique minority, low-income and/or LEP communities based on demographic information and input from stakeholder interviews.
- Identify meeting locations based on input sought from the community stakeholder interviews; locations should feel safe to congregate and visit, have a family atmosphere and be convenient to transit. These could be a community center, a church, a store, etc.
- Go door-to-door to share information (using bilingual team members), leave translated information behind (maybe door hangers) about the project and/or invite residents/merchants to events.
- Develop a phone tree to let members of the community know about an open house/neighborhood meeting. Interpreters (trusted and well-known in the community) should personally contact community leaders, business owners and operators, friends and relatives to extend invitations to attend an event. These individuals would then call others, who then call others. Using this approach, everyone receives a personal invitation.
- Set-up a project map display with bilingual team members. Limit the amount of text used on these displays and instead use photos of landmarks to help community members orient themselves.

- If there is a request for project materials to be translated, post them on transit vehicles and provide project information in a take away form (a brochure, newsletter, etc.) so commuters can read these items during their trip.
- While the use of innovative on-line media can be very effective in distributing information, using the simplest modes of online communication may reach the broadest audience and ensure that those with limited access to the internet are reached. Simple modes of communication could include email to provide information and receive comments and using a simple website that maximizes hits on search engines.
- Identify radio/television stations that have a strong following in your targeted communities. Develop PSAs in selected languages and provide them to these stations. In addition, try to get on a popular radio/television show on these stations to discuss the project.
- All meetings should be held in ADA-compliant facilities. Invitation and meeting announcements will offer to accommodate special needs upon request. Special needs could include those related to physical, mental, sensory and other disabilities as well as transit-dependent populations such as the elderly. Meetings should be set up in a format that a person with a wheelchair would be able to fully participate in all activities.

#### ***3.4.4 Be Aware of Cultural Differences and Similarities***

It should be noted different minority groups may possess physical or cultural similarities as well as differences. It is also common to find cultural variations among the same minority group. The list below describes some considerations; however, it should be understood there are always exceptions to cultural characterizations:

- Role of religion in life perspectives
- Using places of worship as a meeting site – sometimes they are good locations and sometimes they are considered an inappropriate place to conduct business
- Male/female roles in decision-making
- Role of older people within the community and in decision-making
- Body space and proximity
- Body gestures such as pointing and handshakes
- Passive listeners – may respond best to verbal communication
- Emphasis on family/cultural unity and togetherness
- Sentiments towards US government programs
- Emphasis on sharing and the common versus emphasis on individualism

**3.4.5 Public Involvement Resources**

Public involvement activities should be tailored to the intent of the message and who the City is trying to reach with their communications. For example, the techniques used to educate the public about a program or policy would be different from the techniques used to establish informed consent on a policy issue. The resources listed below offer a wide variety of public involvement techniques, meeting formats, and ideas the City can use when tailoring their message.

- Community Builders Library: <http://www.communitybuilders.ro/library>
- People and Participation: <http://www.peopleandparticipation.net/display/Involve/Home>
- The Community Toolbox: <http://ctb.ku.edu/en/tablecontents/index.aspx>

## Chapter 4 Plan Re-evaluation and Revisions Policy

Evaluation can help track outreach efforts, discover dissemination problems early, and find out whether communication strategies have impacted ridership and/or relations with local communities. The results can help improve future efforts.

The City should reconsider the effectiveness of their communication strategies and procedures every two and a half years (on the same schedule as the re-evaluation of the **LEP Plan**). The PPP will be re-evaluated as a component of the Title VI package submitted to the Federal Transit Administration every five years, so there would be one additional evaluation step between those five-year milestones. The following discussion describes what should occur during this evaluation step.

### 4.1 Conduct Internal Monitoring

It is important to obtain informal feedback from internal as well as external stakeholders. This could be in the form of a team meeting including City staff, Star Shuttle staff and any consultants who may be involved in the process. Questions that could be discussed in this meeting include:

- Is the input received from the public useful in the decision making process? If so, how has it been useful? If not, how could it be improved?
- Did the public receive the information they needed to provide meaningful input?
- Based on interactions with the public, have the points of confusion and misconceptions identified in **Section 3.3** been clarified? If not, what aspects of the Demand Response Bus Service program still need clarification?
- Has anything occurred to warrant changes to the existing plan?
- Is the internal commitment of all parties still in place?

### 4.2 Obtain Feedback from Community Organizations

The City should contact the following community organizations to ask if they would be willing to conduct a follow-up survey:

- Allen R Baca Senior Center
- **Faith in Action Senior Access (completed survey in 2012)**
- Greater Austin Hispanic Chamber of Commerce
- Literacy Council of Williamson County
- Lone Star Circle of Care
- Round Rock Chamber of Commerce
- Round Rock Housing Authority
- **Round Rock ISD (completed survey in 2012)**
- **Round Rock Library (completed survey in 2012)**
- **Round Rock Serving Center (completed survey in 2012)**
- Texas Medical Transportation Program
- Williamson County and Cities Health District
- Williamson County Crisis Center (Hope Alliance)
- Workforce Solutions

This outreach would allow the City to determine if there have been any noticeable changes in the demographics of the population in their service area, to receive input on whether the public involvement strategies currently in place and efforts to inform the EJ and LEP communities of the availability of language assistance are working, and to continue to inform the LEP community of new or updated language assistance.

### **4.3 Meeting Evaluations**

A short, to-the-point questionnaire could be used at the end of public meetings to get a sense of how effective the meeting was perceived to be by the public. This questionnaire could be placed on the back of a comment card or provided as a separate handout. Possible questions could include:

- How did you hear about tonight’s meeting?
- On a scale from 1 (did not like) to 5 (liked very much), rate the location of this meeting?
- On a scale from 1 to 5, rate the information presented and on display?
- On a scale from 1 to 5, how would you rate the “Open House” format used for tonight’s meeting?
- In which language do you prefer to receive project information?
- Do you have any other comments?

### **4.4 Make Modifications to PPP Plan as Necessary**

Based on the feedback received from the internal monitoring and feedback from community organizations, the City would likely need to make incremental changes to the public involvement strategies as well as staff training.

Please review the **LEP Plan** for more information on how language assistance measures will be monitored and reevaluated.

**Appendix A – Stakeholder Database**

<b>Contact Type</b>	<b>Organization</b>	<b>Address</b>	<b>Phone Number</b>
Transit Provider	Capital Metro	2910 E. 5 <sup>th</sup> Street Austin, TX 78702	(512) 369-6272
Transit Provider	CARTS	PO Box 6050 Austin, TX 78702	(512) 481-1011
Transit Provider	Star Shuttle	338 N.E. Loop 410 San Antonio, TX 78216	(210) 581-9990
Community/ Civic Organization	CAMPO	1011 San Jacinto Street PO Box 1088 Austin, TX 78767	(512) 974-9715
Community/ Civic Organization	City of Round Rock – Planning Department	301 W. Bagdad Avenue Suite 210 Round Rock, TX 78664	(512) 218-5422
Community/ Civic Organization	Greater Austin Asian Chamber of Commerce	3432 Greystone Drive Suite 202 Round Rock, TX 78664	(512) 407-8240
Community/ Civic Organization	Greater Austin Hispanic Chamber of Commerce	2800 N. I-35 Frontage Road #260 Austin, TX 78704	(512) 476-7502
Community/ Civic Organization	Round Rock Chamber of Commerce	212 E. Main Street Round Rock, TX 78664	(512) 255-5805
Community/ Civic Organization	African American Chamber of Commerce of Williamson County	PO Box 2245 Cedar Park, TX 78630	(512) 426-4911
Community/ Civic Organization	Round Rock Housing Authority	1505 Lance Lane Round Rock, TX 78664	(512) 255-1336
Community/ Civic Organization	Williamson County and Cities Health District	211 Commerce Boulevard Round Rock, TX 78664	(512) 943-3600

<b>Contact Type</b>	<b>Organization</b>	<b>Address</b>	<b>Phone Number</b>
Community/ Civic Organization	Williamson County HUD	710 Main Street Georgetown, TX 78626	(512) 943-3757
Community/ Civic Organization	Round Rock Area Serving Center	1099 E. Main Street Round Rock, TX 78664	(512) 244-2431
Community/ Civic Organization	Lone Star Circle of Care	3950 N. AW Grimes Boulevard Round Rock, TX 78664	1-877-800-5722
Community/ Civic Organization	Workforce Solutions of Williamson County	575 Round Rock West Building H Round Rock, TX 78681	(512) 244-2207
Community/ Civic Organization	Women, Infant and Children (Round Rock Health Clinic)	211 Commerce Cove Round Rock, TX 78664	(512) 248-3254
Community/ Civic Organization	Round Rock ISD - Home Language Surveys & Platicas Program	1311 Round Rock Road Round Rock, TX 78664	(512) 428-7984
Community/ Civic Organization	Literacy Council of Williamson County	2411 Williams Drive Suite 1 Georgetown, TX 78628	(512) 869-0497
Community/ Civic Organization	Faith in Action Senior Access	2498 E. Palm Valley Boulevard Round Rock, TX 78665	(512) 255-3100
Community/ Civic Organization	Texas Medical Transportation Program (Texas Health and Human Services Commission)	701 W. 51st Street MC W206 Austin, Texas 78751	(512) 706-4977
Community/ Civic Organization	Allen R. Baca Senior Center	301 W. Bagdad Avenue Building 2 Round Rock, TX 78664	(512) 218-5499
Community/ Civic Organization	Round Rock Library	216 E. Main Street Round Rock, TX 78664	(512) 218-7010

<b>Contact Type</b>	<b>Organization</b>	<b>Address</b>	<b>Phone Number</b>
Community/ Civic Organization	Juarez Mexican Bakery	1701 S. Mays Street Round Rock, TX 78664	(512) 255-6262
Community/ Civic Organization	La Michoacana Mexican Meat Market	1050 S. Mays Street Round Rock, TX 78664	(512) 238-1020
Community/ Civic Organization	University Leadership Initiative	1 University Station A6220 SOC # 306 Austin, TX 78705	(512) 703-0228
Community/ Civic Organization	Ahora Si	305 S. Congress Avenue Austin, TX 78704	(512) 445-3637
Community/ Civic Organization	Williamson County Crisis Center (Hope Alliance)	211 Commerce Boulevard Suite 103 Round Rock, TX 78664	(512) 255-1212
Frequent Destination	Elderhaven Adult Day Care Center	475 Round Rock West Drive Round Rock, TX 78681	(512) 255-4865
Frequent Destination	Capital Dialysis	16010 Park Valley Drive Suite 100 Round Rock, TX 78681	(512) 275-0100
Frequent Destination	Austin Community College, Round Rock	4400 College Park Drive Round Rock, TX 78665	(512) 223-0000
Frequent Destination	Bluebonnet Trails Community Mental Health Mental Retardation Center	1009 N. Georgetown Street Round Rock, TX 78664	(512) 255-1720
Frequent Destination	H-E-B	3750 Gattis School Road Round Rock, TX 78664	(512) 341-3775
Frequent Destination		1700 E. Palm Valley Boulevard Round Rock, TX 78664	(512) 388-2649
Frequent Destination	Fresenius Dialysis Center	1499 E. Old Settlers Blvd Round Rock, TX	(512) 671-8012
Frequent Destination	Bluffs Landing Senior Village	3201 Bluffs Landing Way Round Rock, TX 78665	(512) 238-1400
Frequent Destination	Nious Day Skills Center	2115 N. Mays Street Round Rock, TX 78664	(512) 388-0486

<b>Contact Type</b>	<b>Organization</b>	<b>Address</b>	<b>Phone Number</b>
Frequent Destination	Consumer Credit Counseling Center	1016 La Posada Drive Austin, TX 78752	(512) 447-0711
Frequent Destination	St. Richard's Episcopal Church	1420 E. Palm Valley Boulevard Round Rock, TX 78664	(512) 255-5436
Frequent Destination	Reavis Rehab & Wellness Center	1250 S. AW Grimes Boulevard Round Rock, TX 78664	(512) 310-7665
Frequent Destination	Wal-Mart	4700 W. Palm Valley Boulevard Round Rock, TX 78665	(512) 310-9024
Frequent Destination	Texas A&M Health Science Center	3950 N. AW Grimes Boulevard Round Rock, TX 78665	(512) 341-4200
Frequent Destination	Reliant Rehabilitation Hospital, Central Texas	1400 Hester's Crossing Road Round Rock, TX 78681	(512) 244-4400
Frequent Destination	Seton Medical Center, Williamson County	201 Seton Parkway Round Rock, TX 78665	(512) 324-4000
Frequent Destination	CHASCO Family YMCA, Greater Williamson County	1812 N. Mays Street Round Rock, TX 78664	(512) 246-9622

**Attachment C – Limited English Proficiency**



City of Round Rock, Texas

**Demand Response Bus Service  
Limited English Proficiency Plan**

January 2013

Prepared for the City of Round Rock by

**JACOBS™**

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## How to Use this Plan

This LEP Plan is divided into four (4) chapters:

**Chapter 1** provides an overview of the City of Round Rock’s (the City) transit service and describes the legislative framework and guidance that is the impetus and reference for developing this plan.

**Chapter 2** follows a four factor analysis framework to conduct a needs assessment for persons that are Limited English Proficient (LEP). The needs assessment relies of data collected from the U.S. Census Bureau, the City, and the third-party transit service provider, Star Shuttle; as well as through a series of interviews and surveys (conducted between November and December 2012) of transit service staff, transit service users, community organizations that serve persons who may be LEP, and the general public who may be LEP. This chapter also describes the existing communication materials that have been translated for LEP persons and the policies and procedures that have been implemented to date to meet the requirements of Title VI.

**Chapter 3** is linked to the findings of the LEP needs assessment; it identifies if changes to the existing language assistance program may be needed based on changing demographics and/or feedback provided through the surveys. It provides recommendations of cost-effective practices and implementation strategies that the City and/or Star Shuttle could use to improve upon their existing language services program, as needed.

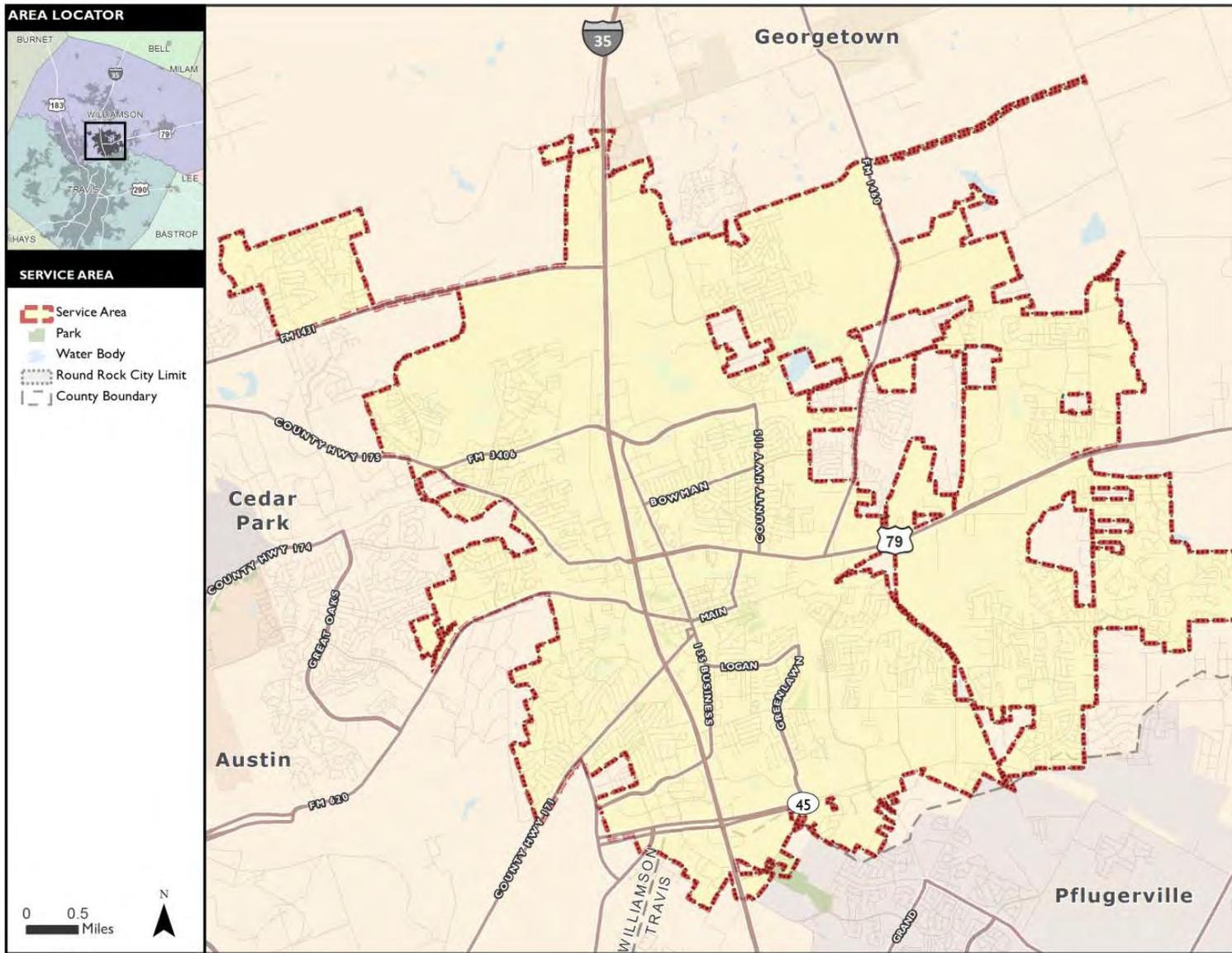
**Chapter 4** describes the policy and procedures for measuring the effectiveness of this plan and provides a framework for when and how this plan should be revised.

## Chapter 1 Introduction

The City of Round Rock currently contracts for the provision of Demand Response Bus Service within the city limits of Round Rock, Texas (see **Figure 1-1** for the City of Round Rock Demand Response Bus Service Area). This service is provided by a third-party transit provider, Star Shuttle. Passengers call in advance to request pick-up and drop-off at passenger-specified origins and destinations. The three-vehicle fleet serves over 15,000 trips per year. Star Shuttle dispatches vehicles to pick up passengers and transport them to their destinations. The service is available to the general public by reservation Monday through Friday, 7:00 AM to 6:00 PM, except on federal holidays. One-way fare is \$2.00 and passengers pay the driver on-board the vehicle. No other types of fare media are available. Reduced fare is \$1.00 and is available to those 60 years of age and over, temporary or permanently disabled, or under 12 years of age. Personal Care Attendants ride free of charge, if medically required. This service is not Americans with Disabilities Paratransit Service because the City does not operate fixed route bus service. The City currently allocates 100% of the funding for this service from the City's General Fund.

The Federal Transit Administration (FTA) determined in 2006 that the City was eligible to become a grantee to receive federal apportionment funds as a direct funding recipient and currently receives grants as a direct recipient and has been allocated grants as a sub-recipient. As a recipient of federal funds from the FTA, the City is subject to legal requirements to provide language assistance to those that have limited English proficiency (LEP). Most individuals living in the United States read, write, speak, and understand English; however, there are many individuals for whom English is not their primary language. Individuals who do not speak English as their primary language and who have a limited ability to read, write, speak, or understand English can be LEP. Language for LEP individuals can be a barrier to accessing important benefits or services, understanding and exercising important rights, complying with applicable responsibilities, or understanding other information provided by federally funded programs and activities, such as the Demand Response Bus Service. Recipients of Federal financial assistance, such as the City, have an obligation to reduce language barriers that can preclude meaningful access by LEP persons to important government services.

Figure 1-1 – City of Round Rock Demand Response Bus Service Area



Map ID: R03

### **1.1 Title VI of the Civil Rights Act of 1963 (Title VI)**

Title VI and its implementing regulations provides that no person in the United States shall be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination on the grounds of race, color or national origin, under any program or activity that receives Federal financial assistance. Title VI prohibits conduct that has a disproportionate effect on LEP persons because such conduct constitutes discrimination on the basis of national origin. Title VI and its implementing regulations require the City take responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of the City’s transit programs and activities for individuals who have LEP. In certain circumstances, failure to ensure LEP persons can effectively participate in or benefit from federally assisted programs and activities may violate the prohibition under Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d, and Title VI regulations against national origin discrimination.

### **1.2 Executive Order 13166, “Improving Access to Services for Persons with Limited English Proficiency (EO 13166)**

EO 13166 was signed by President Clinton on August 16, 2000 and directs each Federal agency to examine the services it provides and develop and implement a system by which LEP persons can meaningfully access those services. Federal agencies were instructed to publish guidance for their respective recipients in order to assist them with their obligations to LEP persons under Title VI. The EO states recipients must take reasonable steps to ensure meaningful access to their programs and activities by LEP persons.

### **1.3 Department of Transportation (DOT) Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient Persons (DOT LEP Guidance)**

In 2005, the DOT published updated guidance for its recipients. This document provides suggestions to best comply with the statutory and regulatory obligations to provide meaningful access to the benefits, services and information, and other important portions of their programs and activities for individuals who are LEP. A defining component of this guidance is a recommendation to use a four-factor analysis framework to conduct a LEP needs assessment.

### **1.4 Federal Transit Administration (FTA), Implementing the DOT LEP Guidance**

In 2007, the FTA published a guidance document that provides a step-by-step process for conducting a four-factor LEP needs assessment specific to FTA recipients. This guidance document was used as a reference for this LEP Plan.

### **1.5 FTA Circular 4702.1B, Title VI Requirements and Guidelines for FTA Recipients**

The FTA issued Circular 4702.1B in October 1, 2012 to assist FTA recipients comply with Title VI requirements. In addition to re-affirming the use of a four-factor LEP needs assessment, specific language assists recipients in determining when written materials should be translated. As stated in the Circular:

“The Department of Transportation (DOT) has adopted the Department of Justice’s Safe Harbor Provision which outlines circumstances that can provide ‘safe harbor’ for recipients regarding translation of written materials for LEP populations. This Provision stipulates that, if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be

affected or encountered, then such action will be considered strong evidence of compliance with the recipient's written translation obligations. Translation of non-vital documents, if needed, can be provided orally. Vital written documents include, but are not limited to, consent and complaint forms; intake and application forms with potential for important consequences; written notices of rights; notices of denial, losses or decreases in benefits or services; and notices advising LEP individuals of free language assistance services, upon request. Failure to translate these vital documents could result in a recipient denying an eligible LEP person access to services and discrimination on the basis of nation origin. If there are fewer than 50 persons in a language group that reaches the five percent (5%) trigger, the recipient is not required to translate vital written documents but should provide written notice in the primary language of the LEP language group of the right to receive competent oral interpretation of those written materials, free of cost." It should be noted this Provision applies to the translation of written documents only; it does not affect the requirement to provide meaningful access to LEP individuals through competent oral interpretations where oral language services are needed and are reasonable.

## Chapter 2 Four Factor Analysis

The FTA published a guidance document (*Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons: A Handbook for Public Transportation Providers*) to assist transit providers and ensure compliance with applicable legislation. Consistent with the LEP guidance published by the DOT, the FTA guidance suggests the use of a four factor analysis framework to conduct a LEP needs assessment. The purpose of the four factor analysis is to assist transit agencies in providing a cost-effective mix of language assistance measures and to target resources appropriately.

### 2.1 Factor 1: Number and Proportion of LEP Persons Served and/or Encountered in the City of Round Rock Demand Response Bus Service Area

Factor 1 assesses the number and proportion of persons that are LEP and likely to be encountered within the service area of the Demand Response Bus Service (the city limits of Round Rock, Texas). In accordance with the FTA’s policy guidance, the initial step for providing meaningful access to services for LEP persons and maintaining an effective LEP program is to identify LEP populations in the service area and describe their language characteristics. This process began by collecting and analyzing 2010 data provided by the U.S. Census Bureau and other local data sources.

#### 2.1.1 Findings from the U.S. Census Bureau

The U.S. Census Bureau collects information about non-English speakers and defines those that are LEP as those that speak a language other than English and can only speak English “less than very well.” There are two ways to characterize the LEP population from the Census data: (1) the number of individuals, age five and older, that are LEP, and (2) the number of households that are linguistically isolated. A linguistically isolated household is defined as one where no person in a household, age 14 or older, speaks English “very well” and a non-linguistically isolated household is one where at least one person, age 14 or older, speaks English “very well.” **Table 2-1** presents the data that describes the number of individuals that are LEP and **Table 2-2** presents the data that describes linguistically isolated households. These data were then analyzed using Geographical Information Systems (GIS) to visually represent where LEP populations and households live in the City, and whether there are neighborhoods where there is a larger share of LEP populations (see **Figures A-1** through **A-4** in **Appendix A**).

As shown in **Table 2-1**, approximately 85,000 people, age five and older, lived within the city limits of Round Rock, Texas in 2010; of which most (76.3 percent) speak English only and almost a quarter (23.7 percent) speak another language. In Round Rock there were a total of 7,055 people (8.3 percent of the total population) who are LEP. The largest LEP populations in Round Rock are Spanish speakers followed by Vietnamese, Korean and Chinese speakers; these LEP speakers account for 6,011 or 85.2 percent of all LEP speakers and 7.1 percent of the total population in Round Rock.

**Table 2-1 – Languages Spoken and Ability to Speak English in the City of Round Rock**

Language	Total Speakers	Share of Total	Speaks English		LEP / Total LEP Speakers	LEP / Total Population
			Very Well	Less than Very Well (LEP)		
Total Population	84,909	100.0%	77,854	7,055	100.0%	N/A
English Only	64,745	76.3%	64,745	0	0.0%	0.0%
Spanish/Spanish Creole	14,483	17.1%	9,101	5,382	76.3%	6.3%
Vietnamese	759	0.9%	501	258	3.7%	0.3%
Korean	319	0.4%	121	198	2.8%	0.2%
Chinese (Mandarin and Cantonese)	201	0.2%	28	173	2.5%	0.2%
Portuguese/Portuguese Creole	210	0.2%	47	163	2.3%	0.2%
Persian	168	0.2%	14	154	2.2%	0.2%
Urdu	265	0.3%	169	96	1.4%	0.1%
German	439	0.5%	349	90	1.3%	0.1%
Thai	158	0.2%	78	80	1.1%	0.1%
Other Indo-European Languages	115	0.1%	48	67	0.9%	0.1%
Other Asian Languages	557	0.7%	499	58	0.8%	0.1%
Tagalog	333	0.4%	281	52	0.7%	0.1%
French Creole	76	0.1%	33	43	0.6%	0.1%
Gujarati	62	0.1%	21	41	0.6%	0.0%
Russian	54	0.1%	20	34	0.5%	0.0%
African Languages	311	0.4%	277	34	0.5%	0.0%
French	337	0.4%	305	32	0.5%	0.0%
Arabic	409	0.5%	380	29	0.4%	0.0%
Laotian	26	0.0%	0	26	0.4%	0.0%
Japanese	83	0.1%	61	22	0.3%	0.0%
Hindi	299	0.4%	284	15	0.2%	0.0%
Other Indic Languages	89	0.1%	81	8	0.1%	0.0%
Polish	61	0.1%	61	0	0.0%	0.0%
Other Pacific Island Languages	55	0.1%	55	0	0.0%	0.0%
Italian	39	0.0%	39	0	0.0%	0.0%
Serbo-Croatian	28	0.0%	28	0	0.0%	0.0%
Greek	20	0.0%	20	0	0.0%	0.0%
Other Native American Languages	7	0.0%	7	0	0.0%	0.0%

Source: U.S. Census Bureau, 2006-2010 American Community Survey, Languages Spoken at Home by Ability to Speak English for the Population Five Years and Older

As shown in **Table 2-2**, there were more than 151,000 households in Round Rock in 2010; of these 4,833 households (3.2 percent) were linguistically isolated. Most linguistically isolated households speak Spanish; these households represent 73.8 percent of all linguistically isolated households and 2.4 percent of all household in Round Rock (see **Figure A-5** in **Appendix A**).

**Table 2-2 – Linguistically Isolated Households in the City of Round Rock**

Category	Total Households	English Only	Spanish	Asian and Pacific Island Languages	Indo-European Languages	Other Languages
Linguistically Isolated	4,833 3.2%	0 0.0%	3,565 2.4%	823 0.5%	435 0.3%	10 0.0%
Not Linguistically Isolated	146,704 96.8%	115,670 76.3%	20,615 13.6%	4,095 2.7%	5,428 3.6%	896 0.6%
Total	151,537 100.0%	115,670 76.3%	24,180 16.0%	4,918 3.2%	5,863 3.9%	906 0.6%

Source: U.S. Census Bureau, 2006-2010 American Community Survey, Household Language by Ability to Speak English for the Population 14 Years and Older

**2.1.2 Findings from the U.S. Department of Labor**

The U.S. Department of Labor compiled information from the 2000 Census about LEP populations within what they define as Local Workforce Investment Areas (LWIA). The City and Williamson County falls within the “Rural Capital LWIA” along with Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee and Llano counties. According to this dataset, 3.2 percent of the population in the Rural Capital LWIA has LEP; most of whom speak Spanish (2.9 percent of the total population), followed by Vietnamese (0.1 percent) and German (0.1 percent). These statistics are in general occurrence with the 2010 data from the Census Bureau with the exception of a larger share of German-speaking LEP populations. However, many communities within the Rural Capital LWIA were settled by persons of German descent so it is reasonable within the region that some LEP speakers in the LWIA are German speakers.

This dataset also associated other demographic characteristics from the 2000 Census to LEP speakers. **Table 2-3** summarizes the demographic characteristics of Spanish, Vietnamese, and German speakers who speak English less than very well.

**Table 2-3 – Demographic Characteristics of the predominant LEP populations in the Rural Capital LWIA – 2000 Census**

Category	Spanish	Vietnamese	German
<b>Age</b>			
Total LEP Population (5 years and over)	14,310 100.0%	325 100.0%	280 100.0%
18 years and over	12,185 85.2%	300 92.3%	255 91.1%
65 years and over	1,340 9.4%	50 15.4%	80 28.6%
<b>Educational Attainment for population 18 years and over</b>			
Less than 9 <sup>th</sup> grade	7,140 58.6%	75 25.0%	50 19.6%
9 <sup>th</sup> grade to 12 <sup>th</sup> grade, no diploma	1,970 16.2%	75 25.0%	20 7.8%
High school graduate or equivalent	1,670 13.7%	105 35.0%	105 41.2%
Some college, no degree	840 6.9%	15 5.0%	15 5.9%
Associate degree	85 0.7%	15 5.0%	10 3.9%

Category	Spanish	Vietnamese	German
<b>Educational Attainment for population 18 years and over (continued)</b>			
Bachelor’s degree	340 2.8%	10 3.3%	45 17.7%
Graduate degree or professional degree	140 1.2%	0 0.0%	10 3.9%
<b>Foreign Born Population by Year of Entry</b>			
Foreign born population 18 year and over	9,260 100.0%	300 100.0%	0 0.0%
Entered before 1990	4,435 47.9%	145 48.3%	0 0.0%
1990 to 1995	2,380 25.7%	115 38.3%	0 0.0%
1996 to March 2000	2,445 26.4%	40 13.3%	0 0.0%
<b>Employment Status for population 18 years and over</b>			
In labor force	6,760 55.5%	190 63.3%	175 68.6%
Employed civilian	6,335 52.0%	190 63.3%	170 66.7%
Unemployed civilian	415 3.4%	0 0.0%	5 1.6%
In armed forces	15 0.1%	0 0.0%	0 0.0%
Not in labor force	5,425 44.5%	110 36.7%	75 29.4%
<b>Occupation for Employed Civilians 18 years and over</b>			
Management, professional, and related occupations	455 7.0%	25 13.2%	80 47.1%
Service occupations	1,765 27.9%	105 55.3%	0 0.0%
Sales and office occupations	550 8.7%	0 0.0%	55 32.4%
Construction, extraction, and maintenance occupations	1,930 30.5%	0 0.0%	30 17.7%
Farming, fishing, and forestry occupations	210 3.3%	0 0.0%	4 2.4%
Production, transportation, and material moving occupations	1,435 22.7%	60 31.6%	4 2.4%
<b>Income in 1999</b>			
Total households	4,270 100.0%	110 100.0%	155 100.0%
With public assistance income	245 5.7%	10 9.1%	0 0.0%
No public assistance income	4,025 94.3%	100 90.9%	155 100.0%
Median household income	\$27,873	\$66,141	\$41,131
<b>Poverty Status in 1999</b>			
Total families	3,495 100.0%	95 100.0%	105 100.0%
Families below poverty level	855 24.5%	0 0.0%	0 0.0%
At or above poverty level	2,640 75.5%	95 100.0%	105 100.0%

Category	Spanish	Vietnamese	German
<b>Linguistically Isolated Households</b>			
Linguistically isolated	2,545 59.6%	60 54.6%	65 41.9%
Not linguistically isolated	1,720 40.3%	45 40.9%	85 54.8%

Source: U.S. Department of Labor, The LEP Special Tabulation for Capital Rural LWIA

**2.1.3 Findings from the Round Rock Independent School District**

The Round Rock Independent School District (ISD) covers approximately 110 square miles including the City and portions of the City of Austin and City of Cedar Park. According to data collected in a 2010-2011 fall survey conducted by the school district, there were approximately 45,000 students enrolled in 2011, 77 languages other than English were spoken by the students, and 8.2 percent of the student population were LEP (City of Round Rock ISD:

<http://www.roundrockisd.org/Index.aspx?page=1731#students>). The findings from the Round Rock ISD survey are consistent with the findings from the 2006-2010 American Community Survey.

**2.1.4 Findings from Interviews and Surveys with Community Organizations that Serve LEP Persons**

The above data were supplemented and verified through surveys, conducted throughout November and December 2012, with community organizations that serve LEP populations, transit users and LEP populations throughout the City.

A list of fourteen community organizations was created:

- Allen R Baca Senior Center
- Faith in Action Senior Access
- Greater Austin Hispanic Chamber of Commerce
- Literacy Council of Williamson County
- Lone Star Circle of Care
- Round Rock Chamber of Commerce
- Round Rock Housing Authority
- Round Rock ISD
- Round Rock Library
- Round Rock Serving Center
- Texas Medical Transportation Program
- Williamson County and Cities Health District
- Williamson County Crisis Center (Hope Alliance)
- Workforce Solutions

These organizations were contacted to explain: the purpose of this effort and how their input could help the City provide better access to transportation service for LEP persons; an introduction to the Round Rock Demand Response Bus Service Program, as necessary; and to request that they complete a survey regarding the populations which they serve. Of the fourteen organizations, four returned completed surveys (Round Rock ISD, Round Rock Library, Round Rock Serving Center, and Faith in Action Senior Access). The following is a list of questions asked and a summary of responses:

1. What geographic area does your organization serve?

Round Rock (including Round Rock ISD), Pflugerville, Wells Branch, Georgetown, some portions of North Austin and Hutto

2. How many people does your organization provide services to?

- Faith in Action - 630
- Round Rock Library - over 294,000
- Round Rock Serving Center - average of 1,200 families per month.
- Round Rock ISD - 9,000 students out of the 45,000 students in RRISD

3. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?

- Faith in Action - It has increased a lot, we are receiving over four new requests each week for clients needing services
- Round Rock Library - Increased
- Round Rock Serving Center - increased 45 % 2007 to 2008, increased 19% 2008 to 2009, increased 3% 2009 to 2010, increased 9% 2010 to 2011
- Round Rock ISD - Increases every year.

4. What are the countries of origin from which your population has immigrated?

Mexico, Central, South America, Africa, Asia

5. Does your population come from an urban or rural background?

Both urban and rural

6. What are the languages spoken by the population you serve?

English, Spanish, Vietnamese, Chinese (Mandarin and Cantonese), Hindi, and Korean

7. What is the age and gender of your population?

- Faith in Action - All clients over age 60, we serve both men and women
- Round Rock Library - All
- Round Rock Serving Center –Male: 44 percent, Female: 56 percent, Ages: 0-5: 10 percent, 6-18: 36 percent 19-54: 46 percent, 55 and older: 8 percent
- Round Rock ISD - The age and gender of the population we serve are both female and male. They are parents of students ranging from 4 years of age through 20+ years of age.

8. What is the education and literacy level of the population you serve?

- All over the place, some high school, some post graduate, some doctors.
- All levels of education.
- This ranges from high to low. The majority of the populations we serve are literate and have a high school diploma. Maybe 15 percent of the families we serve do not have a high school diploma.

9. What needs or expectations for public services has this population expressed?
- The system that Round Rock started is very limited, only serving people in the city limits to city limits doctors. This is a problem since many seniors have to go to doctors outside city limits or live outside the city limits.
  - More parking around the facility, more computers, more space, more locations
  - General transportation within Round Rock. To and from social service agencies, school, work, play, grocery stores, shopping.
  - The population we serve has expressed a great need for public services. Many of the families walk to their work or grocery store and back. A city bus system would be beneficial.
10. Has the population inquired about how to access public transportation or expressed a need for public transportation service?
- Yes
11. What are the most frequently traveled destinations used by the population that your organization serves?
- Medical services offices, Texas State University, Allen R Baca Senior Center, Dell, social service agencies (food pantries, food stamp office, etc.), local churches, pharmacies, schools, and shopping areas (outlet mall, La Frontera, Walmart, HEB etc.).
12. Are there locations that the population has expressed difficulty accessing via the public transportation system?
- Seniors have a difficult time with public transportation and many live outside service territory for the public transportation.
  - Outskirts of the city and west side of town
  - Unable to access transportation when it's needed, i.e., one to two-week advanced "booking of a ride". Too long of a wait once the ride is scheduled. Not enough routes on the schedule.
  - Yes, all of them.
13. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members? If so, please describe how travel patterns change.
- Our population needs the most help getting to medical appointments, they only change patterns when they get sick or doctors stop accepting medical insurance.
  - Older clients need rides to medical appointments and pharmacies. Moms with kids need rides to social service offices and medical appointments.
  - If an individual is disabled their needs change.
14. What is the best way to obtain input from the populations that your organization serves?
- Calling them and doing phone surveys
  - Telephone and email
  - Onsite Q&A during operating hours or when clients are waiting for services 9:00 a.m.- 10:30 a.m.

- The best way to obtain input from the populations that my organization services is through the local churches, food pantry, clothing closets, Williamson County Cities and Health District offices, Sacred Heart Community Clinic, local grocery stores (La Michocana), and through the parent centers that my Parent/Community Specialists staff.
15. What is the best way to share information about public transportation services and/or changes in service?
- By Mail
  - Social media and newspaper, for Spanish speakers – television
  - English and Spanish handouts, posters, flyers.
  - I believe the best way to share information about public transportation services and/or changes in services is through the local churches, food pantry, clothing closets, Williamson County Cities and Health District offices, Sacred Heart Community Clinic, local grocery stores (La Michocana), Univision radio, Telemundo, Univision TV station “Despierta Austin” program, El Mundo newspaper, Ahora Si newspaper, and through the parent centers that my Parent/Community Specialists staff.
16. Who would the population trust most in delivering language appropriate messages?
- Letters in utility bills.
  - For Spanish speakers – news on Univision, etc.
  - Someone with knowledge of the project/ transportation system and who can answer their questions in English and in Spanish.
  - People who can speak the language, local clergy, school staff, etc.

The surveys and responses are included in **Appendix B**. The findings from these surveys are consistent with the findings from the 2006-2010 American Community Survey with the exception of the Hindi language. According to **Table 2-1** there were a total of 7,055 people (8.3 percent of the total population) who are LEP in Round Rock. Of those, 15 are Hindi speakers or 0.2 percent of all LEP speakers (see **Chapter 3** for recommendations related to the Hindi language). Information from these surveys will also be incorporated into another component of the City’s Title VI package, the Public Participation Plan.

## **2.2 Factor 2: Frequency with which LEP Persons come into Contact with the Demand Response Bus Service**

Through the analysis of demographic data and the findings of the community surveys, the Factor 1 analysis identified LEP populations within the Demand Response Bus Service area. The second step of the four-factor LEP needs assessment is to evaluate the frequency with which LEP individuals come into contact with the programs, activities, and services associated with the Demand Response Bus Service.

The DOT guidance advises that:

*“Recipients should assess, as accurately as possible, the frequency with which they have or should have contact with LEP individuals from different language groups seeking assistance, as the more frequent the contact, the more likely enhanced language services will be needed. The steps that are reasonable for a recipient that serves an LEP person on a one-time basis will be very different than those expected from a recipient that serves LEP persons daily.”*

Following this guidance, the City surveyed the staff that provides the transit service including the drivers, reservation specialists, dispatchers and supervisor. Through this process the City reviewed the frequency language assistance services are provided by Language Line Services, and reviewed the number of translated webpage views. From these reviews, the City determined that its personnel come into contact with LEP persons on a daily basis. The non-English speakers that are most encountered are Spanish speakers.

For purposes of estimating the frequency of contact with LEP individuals, the City has reviewed the relevant programs and services and collected and analyzed data from the following sources:

- Transit Staff Interviews (Star Shuttle)
- Number of Calls to the Language Line Services
- Visits to the Spanish version of the Demand Response Bus Service webpage
- Requests for translated materials from public involvement efforts between November 2011 and February 2012
- Responses to citizen surveys in November/December 2012

### **2.2.1 Star Shuttle Surveys and Interviews**

Star Shuttle has been working with the City since June 1, 2012. They operate three transit vehicles with five to six drivers. Four to five people work in the reservation center; two of which take reservations full-time over the phone, one is the dispatcher and another schedules the trips, and there is one trainer and one supervisor. The drivers are in daily contact with transit users and encounter them face-to-face; and the reservation specialists, dispatchers and schedulers are in daily contact with transit users over the telephone.

Reservation Specialists/Dispatchers/Schedulers: If someone is having trouble communicating due to a language barrier, there are bilingual (Spanish) reservation specialists on staff and the reservation specialist can use Language Line Services to help the person; Language Line Services offers interpretation services in Spanish as well as other languages. According to the survey responses of the reservation specialists:

- Reservation specialists encounter non-English speakers daily to often
- Most non-English speakers that they encounter speak Spanish; however, they sometimes encounter Arabic speakers
- If someone is having trouble communicating due to a language barrier, the reservation specialists:
  - Transfer the call to a Spanish-speaking reservation specialist
  - Use Language Line Services interpretation services

Driver Resources: The drivers provide transit service and encounter transit users in person. If someone is having trouble communicating due to a language barrier, the driver has several options: there are two-way radios on board that can be used to contact bilingual (Spanish) reservation specialists who can help; the two-way radios can also be used to call Language Line Services; the Ride Guide is available in English and Spanish which are located behind the driver’s seat. According to the survey responses of the drivers:

- Drivers encounter non-English speakers daily to often
- Most non-English speakers that they encounter speak Spanish; however, they sometimes encounter people who speak Tagalog, Asian languages and Arabic
- If someone is having trouble communicating due to a language barrier, the drivers:
  - Seek out another transit user that speaks the language
  - Asks the non-English speaker to point/gesture
  - Listens intently to the non-English speaker when they try to speak English
  - Use the translated Ride Guide on the transit vehicle

**2.2.2 Summary of Interpretation Services from Language Line for 2012**

The table below shows how many calls were received each month and the average duration of each call. There were no requests for assistance for any other language besides Spanish. The increased usage in October/November 2012 was due to a bilingual staff member at Star Shuttle transferring to another department. Since this staff change, the reservation specialists, schedulers and dispatchers have been utilizing Language Line Services more than previous months.

**Table 2-4 – Frequency of Usage of the Language Line**

<b>Date</b>	<b>Call Frequency</b>	<b>Average Call Time</b>	<b>Language</b>
March 2012	2 calls	7 minutes	Spanish
April 2012	2 calls	7 minutes	Spanish
May 2012	2 calls	4 minutes	Spanish
June 2012	4 calls	6.3 minutes	Spanish
July 2012	3 calls	7 minutes	Spanish
August 2012	2 calls	6.50 minutes	Spanish
September 2012	0 calls	N/A	N/A
October 2012	19 calls	5 minutes	Spanish
November 2012	15 calls	4.5 minutes	Spanish

Source: 2012 Language Line Services Invoices

**2.2.3 Number of Webpage Visitors**

The Demand Response Bus Service webpage has a note at the bottom “Haga clic aquí para leer esta información en español” which is a link that offers the webpage in Spanish. In 2012, the translated webpage was viewed 46 times. Of these 46 views, 29 views were from unique visitors, so 17 views were from returning visitors.

**2.2.4 Requests for Translated Materials at Demand Response Open House (February 2012)**

Prior to contracting with Star Shuttle on June 1, 2012, the City facilitated a series of public involvement activities to educate, inform, and gather comments from users of the Demand Response Bus Service and the general public about proposed policy changes to the service. These proposed changes included the service area, hours of operation, the reservation deadline, and allowable trip purposes for subscription

riders. Subscription riders are those that use the Demand Response Bus Service on a regularly scheduled basis. Notification postcards, flyers and a rider survey were mailed to 2,233 Capital Area Rural Transportation System (CARTS) riders who traveled to or from the City with a note stating that a Spanish translation was available upon request; two translated versions of the postcard were requested. There were 195 completed surveys received, none of which were in Spanish.

### **2.2.5 Citizen Surveys (including LEP persons)**

The community organizations mentioned in **Section 2.1.3** were also asked if they would distribute the citizen surveys to the LEP populations which they serve. Of the fourteen community organizations seven agreed to administer this survey within their organization:

- Allen R Baca Senior Center
- Round Rock Housing Authority
- Round Rock ISD
- Round Rock Library
- Round Rock Serving Center
- Williamson County and Cities Health District
- Workforce Solutions

These surveys were also available on Star Shuttle buses. A survey package (including printed surveys, a flyer explaining the survey process and a large envelope with postage to return the completed surveys) was created and delivered to each community organization and Star Shuttle in November 2012. The following questions were included in this survey (in English and Spanish):

Do you use public transportation?

1. If the answer is “**yes**”, how often do you use public transportation?
  - a. What kinds of public transportation services do you use?
  - b. Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?
  - c. When do you use public transportation? For what purpose?
  - d. Are you satisfied with the public transportation services you use?
  - e. Do you have any suggestions how the public transportation services could be improved to make it work better for you? Please be as specific as you can.
2. If the answer is “**no**”, how do you travel if you have to go somewhere in the Round Rock area?
  - a. Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?
  - b. How can public transportation work better for you?

This effort resulted in 204 completed surveys (184 in English and 18 in Spanish). A sample of the English and Spanish survey and a compilation of the responses received are included in **Appendix C**. Based on the results of the surveys completed in Spanish (18 of 204), only 3 of the 18 responses indicated they use public transportation. The most frequently traveled destinations used by the LEP population in the City are schools, medical services, local churches, grocery stores, work, social services and shopping

areas. Many surveys completed in Spanish expressed frustration with the reservation process and a need for a fixed route bus service with fixed schedules that would allow for connectivity with destinations outside the City. Also, there were several responses that were unaware of the existence of public transportation in Round Rock and/or did not recognize the link between Star Shuttle and the City.

Please note that this survey was not statistically significant as there were no controls in selecting sample populations. Therefore, the survey can provide descriptive information but the results cannot be extrapolated to a larger population.

### **2.3 Factor 3: Importance of the Demand Response Bus Service to LEP Persons**

The City currently provides one public transportation service, Demand Response Bus Service, which is available to any origin and destination within the city limits.

Denial or delay of access to the Demand Response Bus Service may have serious implications and could adversely affect an LEP person's ability to obtain medical or nutritional services. Consequently, the Demand Response Bus Service is considered critical for the provision of LEP services.

Based on the results of surveys completed by community organizations and citizens, the most frequently traveled destinations used by the LEP population in the City are schools, medical services, local churches, grocery stores, work, social services and shopping areas. Primarily, elderly individuals and those with disabilities utilize Demand Response Bus Service for medical services and access to social services. Both the community surveys (organizations that serve LEP populations) and the citizen surveys (including LEP persons) indicated that the current service is a starting point for the City, but many people have expressed the need for a fixed route and scheduled bus service that would allow for connectivity with destinations outside the city limits and eliminate the need for reservations.

The City's mobility and connectivity strategic initiative seeks to provide residents, visitors and employees with alternative choices for transportation including public transportation. As the population and employment in Round Rock increase in size, the City continues to evaluate public transportation within the City limits, as well as connections between Round Rock and Austin.

### **2.4 Factor 4: Resources Available to the City of Round Rock for the Demand Response Bus Services and Costs**

This step will allow the City to weigh the demand for language assistance against the current and projected financial and personnel resources. This analysis will help determine if the current language assistance measures are cost effective and help plan for future investments that will provide the most needed assistance to the greatest number of LEP persons within the resources available to the City. The

DOT guidance advises that:

*“A recipient’s level of resources and the costs imposed may have an impact on the nature of the steps it should take in providing meaningful access for LEP persons. (emphasis added). Smaller recipients with more limited budgets are not expected to provide the same level of language services as larger recipients with larger budgets. In addition, “reasonable steps” may cease to be reasonable where the costs imposed substantially exceed the benefits. Recipients should carefully explore the most cost-effective means of delivering competent and accurate language services before limiting services due to resource concerns.*

*Resource and cost issues, however, can often be reduced by technological advances, reasonable business practices, and the sharing of language assistance materials and services among and between recipients, advocacy groups, affected populations, and Federal agencies.” (Section V(4)).*

Following this guidance, the City has described the language assistance services currently available and additional measures that would help in providing assistance to LEP persons.

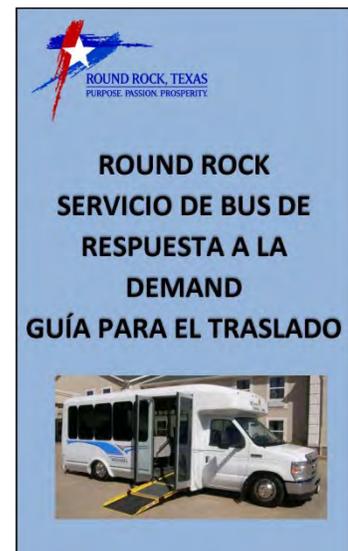
**2.4.1 Inventory of Language Assistance Measures Currently Being Provided and Associated Costs**

Based on past experience with LEP persons, the City developed a record of language assistance services currently being provided; these have been separated into translated materials and language assistance services. The costs associated with each of the assistance measures are described below.

Translated Materials and Notices

The City has several items translated into Spanish. The website has a note at the bottom (“Haga clic aquí para leer esta información en español”) that offers the Demand Response Bus Service webpage in Spanish (translation of webpage content into Spanish cost was \$107.50). The following items are available in Spanish and English on the website, at the City office, the Allen R. Baca Senior Center, the Goodwill Employment Office, the Williamson County Health and Human Services office and on the buses:

- Discounted Fare Eligibility Form (one-hour of staff time to translate)
- Round Rock Demand Response Bus Service Ride Guide
  - Translation of ride guide into Spanish: \$356.24 (10-page ride guide)
- Title VI Discrimination Complaint Form (one-hour of staff time to translate)



Language Assistance Services

City staff, reservation specialists, dispatchers, schedulers and drivers have the following options available to them to help assist someone who is having trouble communicating due to a language barrier:

2004 Census Test	2010 Census Test
LANGUAGE IDENTIFICATION FLASHCARD	
<input type="checkbox"/> شرح علاءة في هذا الترويج إذا كنت تقرأ أو تتحدث العربية	1. Arabic
<input type="checkbox"/> Ինքզմով հնդ նշանով կարողանալու ևս չը քանակությունով, կրկն կարողանալու կը հարգանքներ:	2. Armenian
<input type="checkbox"/> ১০০ জনের সাথে পাঠ্য বা বাক্যের এই বাক্যে এই বাক্যে মনে হবে।	3. Bengali
<input type="checkbox"/> ព្រឹត្តិការណ៍ប្រយោជន៍: បង្កើតបាន បង្កើតបាន បង្កើត ។	4. Cambodian
<input type="checkbox"/> Moko i koldon ya yangio ñitóngu' manaitai pui ñitóngu' kumerio Chamorro.	5. Chamorro

- Language Line Services – Drivers and reservation specialists are able to access interpretation services, via the phone or two-way radio, for more than 170 languages. This service facilitates a clear, three-way conversation between the transit user, the staff member and an interpreter. The cost for Language Line Services interpretation services is \$0.68/minute for Spanish and \$0.74/minute for Arabic, Chinese, Hindi, Korean, Spanish and Tagalog.
- Bilingual Reservation Staff – Spanish speaking reservation specialists are on staff at Star Shuttle.
- Bilingual City Staff – Spanish speaking City staff is available to communicate with the public over the phone, through email, and in person at public meetings or other public events.
- “I Speak” Language Flashcards are available on buses to help transit users identify language needs to drivers and to help facilitate use of Language Line Services. There are 38 languages represented on this flashcard. These are available for free download on [www.LEP.gov](http://www.LEP.gov).

#### **2.4.2 Additional Language Assistance Measures**

Based on the analysis of demographic data, surveys of community organizations, citizens (including LEP persons), and Star Shuttle staff, the City could expand its current language assistance measures in the following ways:

- Post translated written notification on buses and on the Demand Response Bus Service webpage indicating that interpretive services are available upon request and free of cost. In order to be in compliance with Title VI, this written notification is currently being provided in Spanish; however, based on the analysis of demographic data, feedback from community organization surveys and Star Shuttle staff surveys, this notification could also be translated into Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean. This notification could be a simple sentence such as: *“If you need information about the Demand Response Bus Service in another language, please call (phone number here) to access interpretive services at no cost.”*
- The Ride Guide could include written translated information in Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean describing how to access interpretive services, as needed and free of charge. This translated information could be a couple of simple sentences such as: *“This is an important document about the Demand Response Bus Service. If you need this information in another language, please call (phone number here) to access interpretive services at no cost.”* The amended Ride Guide could be posted to the website and copies could be kept on the buses.

The cost to translate materials into Arabic, Chinese, Hindi, Korean, Spanish and Tagalog ranges from \$0.10 to \$0.15 per word/hour. This per word/hour cost includes translation by native speakers, review by native speakers and proofreading and formatting (Language Line Services 2013).

- The Discounted Fare Eligibility Form and the Title VI Discrimination Complaint Form are vital documents concerning the Demand Response Bus Service.
  - The Spanish and English version of these documents could be made available on buses in addition to the Demand Response Bus Service website.

- These documents could include written translated information in Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean describing how to access interpretive services, as needed and free of charge (see the above bullet for sample language).

#### ***2.4.3 Costs Verses Budget and Consideration of Cost Saving Measures***

It is assumed that the City has access to the relevant levels of resources to accomplish the expansion of language services recommended in **Section 2.4.2**. If the City determines the current resources are not adequate, additional resources and/or funding for language assistance may be considered and/or the ability to provide language assistance services beyond those required by Title VI may be assessed.

#### **2.5 Conclusion**

This four-factor analysis will help develop new language assistance services and/or suggest modifications to the existing language assistance measures currently being provided. The information gathered from the Census Bureau, feedback from surveys of community organizations, citizens (including LEP persons) and Star Shuttle staff will define the steps that will be implemented in the LEP Plan. The LEP Plan is included in **Chapter 3**.

## **Chapter 3 LEP Implementation Plan**

The City has developed an implementation plan to address the needs of the LEP population served by the Demand Response Bus Service program. This plan includes five elements: 1) identifying LEP individuals who need language assistance; 2) providing language assistance measures; 3) training staff; 4) providing notice to LEP persons; and 5) monitoring and updating the plan (see **Chapter 4**).

### **3.1 Identification of LEP Individuals Who Need Language Assistance**

This section of the LEP Implementation Plan overlaps to a great extent with Factor One and Factor Two in the four-factor analysis (see **Chapter 2**).

According to the Census, approximately 85,000 people, age five and older, lived within the city limits of Round Rock, Texas in 2010; of which most (76.3 percent) speak English only and almost a quarter (23.7 percent) speak another language. In Round Rock there were a total of 7,055 people (8.3 percent of the total population) who are LEP. The largest LEP populations in Round Rock are Spanish speakers followed by Vietnamese, Korean and Chinese speakers; these LEP speakers account for 6,011 or 85.2 percent of all LEP speakers and 7.1 percent of the total population in Round Rock. As shown in **Appendix A**, there are neighborhoods where there is a larger share of LEP Spanish speakers. One example is the area bounded by FM 3406 (East Old Settlers Boulevard) on the north, County Highway 115 (Sunrise Road) on the east, East Bowman Road on the south and I-35 Business (North May's Street) on the west.

According to data collected in a 2010-2011 fall survey conducted by Round Rock ISD, there were approximately 45,000 students enrolled in 2011, 77 languages other than English were spoken by the students, and 8.2 percent of the student population has LEP (City of Round Rock ISD: <http://www.roundrockisd.org/Index.aspx?page=1731#students>). The findings from the Round Rock ISD survey are consistent with the findings from the 2006-2010 American Community Survey.

The findings from surveys completed by community organizations are consistent with the findings from the 2006-2010 American Community Survey with the exception of the Hindi language. According to **Table 2-1** there were a total of 7,055 people (8.3 percent of the total population) who are LEP in Round Rock. Of those, 15 are Hindi speakers or 0.2 percent of all LEP speakers.

Star Shuttle has been working with the City since June 1, 2012. The drivers are in daily contact with transit users and encounter them face-to-face; and the reservation specialists, dispatchers and schedulers are in daily contact with transit users over the telephone. According to the survey responses from the Star Shuttle staff, most non-English speakers they encounter speak Spanish; however, they sometimes encounter people who speak Tagalog, Asian languages and Arabic.

Currently, the only information kept by the City on past interactions with members of the public who are LEP is usage of Language Line Services recorded through invoices. Between March 2012 and September 2012, 0-4 calls were made per month with requests for Spanish interpretation. In October 2012, there were 19 calls and in November 2012 15 calls were made requesting Spanish interpretation. The increased usage in October/November 2012 was due to a bilingual staff member at Star Shuttle transferring to another department. Since this staff change, the reservation specialists, schedulers and dispatchers have been utilizing Language Line Services more than previous months.

### **3.2 Existing Language Assistance Measures**

Based on past experience with LEP persons, the City developed a record of language assistance services currently being provided; these have been separated into translated materials and language assistance services.

#### Translated Materials and Notices

The City has several items translated into Spanish. The website has a note at the bottom (“Haga clic aquí para leer esta información en español”) that offers the Demand Response Bus Service webpage in Spanish. The following items are available in Spanish and English on the website, at the City office, the Allen R. Baca Senior Center, the Goodwill Employment Office, the Williamson County Health and Human Services office and on the buses:

- Discounted Fare Eligibility Form
- Round Rock Demand Response Bus Service Ride Guide
- Title VI Discrimination Complaint Form

Currently, there has not been a need to respond to written communication from a LEP person. If this need arises the City will forward the correspondence to a bilingual staff member or to Language Line Services who can translate the document into English and translate the City’s response into the native language.

#### Language Assistance Services

City staff, reservation specialists, dispatchers, schedulers and drivers have the following options available to them to help assist someone who is having trouble communicating due to a language barrier:

- Language Line Services – City staff, drivers and reservation specialists are able to access interpretation services, via the phone or two-way radio, for more than 170 languages. This service facilitates a clear, three-way conversation between the transit user, the staff member and an interpreter.
- Bilingual Reservation Staff – Spanish speaking reservation specialists are on staff at Star Shuttle.
- Bilingual City Staff – Spanish speaking City staff are available to communicate with the public over the phone, through email, and in person at public meetings or other public events.
- “I Speak” Language Flashcards are available on buses to help transit users identify language needs and to help facilitate use of Language Line Services. There are 38 languages represented on this flashcard. These are available for free download on [www.LEP.gov](http://www.LEP.gov).
- Drivers can ask if another passenger on the bus could serve as an interpreter.

#### Competency of Interpreters and Translation Services

The City and Star Shuttle do not have formal policies for interpreters and translators, however Language Line Services does have such policies. Below is a summary of the policies.

Every Language Line Services linguist is a full-time professional. All of their translators, copy-editors, and proofreaders are also native speakers. Some are based in the United States, but most are located in

their native (target language) countries. Many have advanced degrees in a relevant field and are members of the American Translators Association; all must have at least five years of translation experience.

Before a linguist can work for Language Line Services they are rigorously screened by their linguistic recruiter and must pass a linguistic competency evaluation that is administered by them. As a part of this test, prospective linguists are asked to translate sample text based on their reported area of expertise. The resulting translation is then evaluated by one of their seasoned linguists for overall accuracy, subject matter comprehension, and accuracy of technical terminology, consistency of terminology, syntax, writing style, possible mistranslation, and possible omissions. If the prospective linguist receives a positive evaluation, Language Line Services generally begins a professional relationship by contracting for proofreading on small word count projects. The linguist remains in this role until their appraised body of work warrants escalating them to copyeditor and eventually translator.

### **3.3 Staff Training Programs**

This section describes the training that is conducted to ensure that appropriate staff members know about LEP policies and procedures and are ready to provide assistance. The DOT guidance advises that:

*“Staff members should know their obligations to provide meaningful access to information and services for LEP persons, and all employees in public contact positions should be properly trained. An effective LEP plan would likely include training to ensure that:*

- *Staff knows about LEP policies and procedures.*
- *Staff having contact with the public (or those in a recipient’s custody) is trained to work effectively with in-person and telephone interpreters.*

*Recipients may want to include this training as part of the orientation for new employees. Recipients have flexibility in deciding the manner in which the training is provided, and the more frequent the contact with LEP persons, the greater the need will be for in-depth training. However, management staff, even if they do not interact regularly with LEP persons, should be fully aware of and understand the plan so they can reinforce its importance and ensure its implementation by staff.” (DOT LEP Guidance Section VII (3)).*

#### **3.3.1 Identification of Staff Who Interact with LEP Persons**

Star Shuttle has been working with the City since June 1, 2012. They operate three transit vehicles with five to six drivers. Four to five people work in the reservation center; two of which take reservations full-time over the phone, one is the dispatcher and another schedules the trips, and there is one trainer and one supervisor. The drivers are in daily contact with transit users and encounter them face-to-face; and the reservation specialists, dispatchers and schedulers are in daily contact with transit users over the telephone. Spanish speaking City staff also encounter LEP populations on occasion, as they avail themselves to communicate with the Spanish speakers over the phone, through email, and in person at public meetings or other public events.

#### **3.3.2 Existing Staff Training Opportunities**

Star Shuttle staff members participate in a two-week training program that includes a section titled “Passenger Assistance & Sensitivity Training”. This section of the program seems to relate mostly to

Americans with Disability Act (ADA) compliance and does not emphasize Title VI and/or LEP policy compliance.

When staff members were asked “Have you been trained on how to offer language assistance? If so, can you describe the training you received?” These were the responses (*verbatim*):

- No
- I read the placard
- Yes. How to assist others that have difficulty communicating well with others.
- Not so much as trained just figured it out as I went along
- We were given a step by step guide. We also have a Quick Reference Guide for easy access.
- Yes. Place the caller on hold, dial the language line, let the operator know that you have a caller and do a conference call.
- If I am asked a question and contact the appropriate personnel and get info for the client then I give them the proper #'s and info so they can call themselves

When asked “How often is this training provided?” These were the responses (*verbatim*):

- No
- Not much
- As needed
- When needed
- Every six months
- If we need help they provide training on the spot.
- Once a year or as needed by company

Based on these responses to the staff surveys, suggestions for improvement relating to frequency of training and emphasis of importance of LEP policies are described in **Section 3.3.3**.

### ***3.3.3 Recommended Training Program***

Training on LEP policies and procedures should be included as part of the orientation process for new staff members. Existing staff, especially supervisors and those who interact with the public should periodically take part in re-training or new training sessions to keep up to date on their responsibilities to LEP persons. Supervisors and managers, even if they do not interact regularly with LEP persons, should be fully aware of and understand this LEP Plan so they can reinforce its importance and ensure its implementation to staff.

A segment on Title VI and LEP polices could be added to the staff training program that describes:

- The history and importance of Title VI of the Civil Rights Act
- How to handle a discrimination complaint
- A Discussion of best practices for interactions with LEP persons via phone and in-person. The video titled “Breaking Down the Language Barrier: Translating Limited English Proficiency into Practice.” in **Table 3-1** is especially useful for this purpose.
- How to keep records of interactions with LEP persons and why this is important.

- Currently, the records of past interactions with LEP persons are accounted for via Language Line Services invoices. In addition to recording the number of calls to Language Line Services, drivers should document each face-to-face LEP interaction on a daily basis including date, time, language and type of language assistance measure used to help the LEP person. Reservation specialists, dispatchers and schedulers should document each LEP interaction over the phone on a daily basis including date, time, language and type of language assistance measures used to help the LEP person. This information should be summarized on a regular basis.
- This information would support future updates to the LEP Plan and future submittal of Title VI packages to FTA.
- Where translated written materials are located and how to assist LEP populations in accessing interpretive services.
  - Translated written notification could be made available on buses and on the Demand Response Bus Service webpage indicating that interpretive services are available, upon request and free of cost. This written notification is currently being provided in Spanish; however, based on the above analysis, it could also be translated into Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean. This notification could be a simple sentence such as: *“If you need information about the Demand Response Bus Service in another language, please call (phone number here) to access interpretive services at no cost.”*
  - The Ride Guide could include written translated information in Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean describing how to access interpretive services, as needed and free of charge. The translated information could be a couple of simple sentences such as: *“This is an important document about the Demand Response Bus Service. If you need this information in another language, please call (phone number here) to access interpretive services at no cost.”* The amended Ride Guide could be posted to the website and copies could be kept on the buses.
  - The Discounted Fare Eligibility Form and the Title VI Discrimination Complaint Form are vital documents concerning the Demand Response Bus Service.
    - The Spanish and English version of these documents could be made available on buses in addition to the Demand Response Bus Service website.
    - These documents could include written translated information in Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean describing how to access interpretive services, as needed and free of charge (see the above bullet for sample language).
- What language assistance measures are available? When should they be used?
  - Language Line Services – City staff, drivers and reservation specialists are able to access interpretation services, via the phone or two-way radio, for more than 170 languages. This service facilitates a clear, three-way conversation between the transit user, the staff member and an interpreter.
  - Bilingual City Staff - Spanish speaking City staff is available to communicate with the public over the phone, through email, and in person at public meetings or other public events.

- Bilingual Reservation Staff – Spanish speaking reservation specialists are on staff at Star Shuttle.
- “I Speak” Language Flashcards are available on buses to help transit users identify language needs and to help facilitate use of the Language Line. There are 38 languages represented on this flashcard. These are available for free download on [www.LEP.gov](http://www.LEP.gov).
- Drivers can ask if another passenger on the bus could serve as an interpreter.
- Provide voluntary training opportunities for drivers to watch Basic Spanish for Transit Employees and hand out free phrase books.

Table 3-1 provides some training resources.

**Table 3-1 – Presentations, Guides and Teaching Tools**

Resources	Description	Website and/or Phone Number
“Basic Spanish for Transit Employees”	<p>A pocket-sized laminated phrase book filled with requests and commands that vehicles operators use every day in English and Spanish and written phonetically in English.</p> <p>There is also a companion DVD for this phrase book. In the video, drivers and Spanish speaking riders act out possible conversations that might arise on a bus.</p>	Contact Carolyn Tucker, Colorado Mountain College Workforce Training Coordinator, at 970-947-8375. This book costs \$4.50 and the DVD costs \$7.
“Breaking Down the Language Barrier: Translating Limited English Proficiency into Practice.”	This video explains the language access requirements in Title VI and Executive Order 13166 through vignettes that expose the problems resulting from the absence of language assistance. The video goes on to show how these same situations could have been handled more appropriately if the service provider took reasonable steps to provide meaningful access.	<a href="http://www.lep.gov/video/video.html">http://www.lep.gov/video/video.html</a>

Source: Federal Transit Administration 2007

### 3.4 Providing Notice to LEP Persons

Based on the analysis of demographic data, surveys of community organizations and citizens (including LEP persons), the City could provide notice of its current language assistance measures in the following ways:

- Post translated written notification on buses and on the Demand Response Bus Service webpage indicating that interpretive services are available upon request and free of cost. This notification could also be translated into Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean and could be a simple sentence such as: *“If you need information about the Demand Response Bus Service in another language, please call (phone number here) to access interpretive services at no cost.”*

- The notification of the availability of interpretive services, upon request and free of charge, could be placed on public meeting announcements and/or other outreach materials and could be sent to community organizations, radio stations, TV stations and newspapers via email to help spread the word:
  - Allen R Baca Senior Center
  - Faith in Action Senior Access
  - Greater Austin Hispanic Chamber of Commerce
  - Literacy Council of Williamson County
  - Lone Star Circle of Care
  - Round Rock Chamber of Commerce
  - Round Rock Housing Authority
  - Round Rock ISD (Pláticas Program)
  - Round Rock Library
  - Round Rock Serving Center
  - Texas Medical Transportation Program
  - Williamson County and Cities Health District
  - Williamson County Crisis Center (Hope Alliance)
  - Workforce Solutions
  - Sacred Heart Community Clinic
  - Univision radio
  - Telemundo
  - Univision TV station “Despierta Austin” program
  - El Mundo newspaper
  - Ahora Si newspaper
  
- The Ride Guide could include written translated information in Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean describing how to access interpretive services, as needed and free of charge. This translated information could be a couple of simple sentences such as: *“This is an important document about the Demand Response Bus Service. If you need this information in another language, please call (phone number here) to access interpretive services at no cost.”* The amended Ride Guide could be posted to the website and copies could be kept on the buses.
  
- The Discounted Fare Eligibility Form and the Title VI Discrimination Complaint Form are vital documents concerning the Demand Response Bus Service.
  - The Spanish and English version of these documents could be made available on buses in addition to the Demand Response Bus Service website.
  - These documents could include written translated information in Vietnamese, Chinese, Hindi, Arabic, Tagalog, and Korean describing how to access interpretive services free of charge, upon request (see the above bullet for sample language).
  
- Notices in Spanish could be posted via Social media (University Leadership Initiative <http://www.universityleadership.org/index.html>)

- A presentation could be conducted at one of the Round Rock ISD Conversations/Pláticas Program meetings. This program is a resource available to Spanish-speaking parents that provide valuable district, campus, and community information in their native language. Conversations/Pláticas began at Round Rock High School in October 2008. This resource is available to parents of students in Round Rock ISD of all grade levels. Topics discussed include but are not limited to attendance, school services, college preparations, scholarships, school safety, etc. ([www.roundrockisd.org/index.aspx?page=3399&recordid=4284](http://www.roundrockisd.org/index.aspx?page=3399&recordid=4284))

### **3.5 Monitoring and Updating the LEP Plan**

A description of evaluation and monitoring policy and procedures is included in **Chapter 4**.

## Chapter 4 LEP Plan Re-evaluation and Revision Policy

Evaluation can help track outreach efforts, discover dissemination problems early, and find out whether language services have impacted ridership and/or relations with local immigrant communities. The results can help improve future efforts. The DOT guidance advises that:

*“Recipients should, where appropriate, have a process for determining, on an ongoing basis, whether new documents, programs, services, and activities need to be made accessible for LEP individuals, and they may want to provide notice of any changes in services to the LEP public and to employees.*

*In addition, recipients should consider whether changes in demographics, types of services, or other needs require annual reevaluation of their LEP plan. Less frequent reevaluation may be more appropriate where demographics, services, and needs are more static. One good way to evaluate the LEP plan is to seek feedback from the community.*

*In their reviews, recipients may want to consider assessing changes in:*

- *Current LEP populations in the service area or population affected or encountered.*
- *Frequency of encounters with LEP language groups.*
- *Nature and importance of activities to LEP persons.*
- *Availability of resources, including technological advances and sources of additional resources, and the costs imposed.*
- *Whether existing assistance is meeting the needs of LEP persons.*
- *Whether staff knows and understands the LEP plan and how to implement it.*
- *Whether identified sources for assistance are still available and viable.*

*In addition to these five elements, effective plans set clear goals, management accountability, and opportunities for community input and planning throughout the process.”(DOT LEP Guidance Section VII (5)).*

Following this guidance, the City should reconsider the effectiveness of language assistance measures every two and a half years. The LEP Plan is re-evaluated as a component of the Title VI package submitted to the Federal Transit Administration every five years, so there would be one additional evaluation step between those five-year milestones. The following discussion describes what should occur during this evaluation step.

### 4.1 Conduct Internal Monitoring

The City should conduct internal monitoring of the Demand Response Bus Service program to determine whether language assistance measures and staff training programs are working as planned. To accomplish this, monitors could pose as riders and observe how staff responds to their requests. Monitors could be multilingual staff or community members that help determine if drivers, reservation specialists, dispatchers and schedulers are responding appropriately to requests made with limited English or in a language other than English. Here is a simple checklist that monitors could use during this process:

**Vehicles**

\_\_\_ Are translated instructions on how to make fare payments available?

\_\_\_ Are translated Ride Guides available?

\_\_\_ Has the information been placed in a visible location?

\_\_\_ How many units of the material have been distributed?

\_\_\_ If such information is available, are drivers aware that they have this information?

\_\_\_ Are announcements audible?

\_\_\_ Are any announcements, such as security awareness announcements, made in languages other than English?

\_\_\_ Can a person who speaks limited English or another language receive assistance from a bus operator when asking about the destination of the vehicle? How is this assistance provided?

**Customer Service**

\_\_\_ Are the reservation specialists, dispatchers and schedulers equipped to handle callers speaking languages other than English?

\_\_\_ Can reservation specialists, dispatchers and schedulers describe to a caller what language assistance is available and how to obtain translated information or oral interpretation?

\_\_\_ Can a person speaking limited English or a language other than English request information from a reservation specialist, dispatcher and scheduler?

**In the case of public outreach activities related to the Demand Response Bus Service:**

\_\_\_ Are interpreters present at community meetings?

\_\_\_ Are translated versions of any written materials that are handed out at a meeting provided?

\_\_\_ Can members of the public provide oral as well as written comments?

\_\_\_ Are meeting notices, press releases, and public service announcements translated into languages other than English?

\_\_\_ Does the City's Demand Response Bus Service webpage have a link to translated information on its home page?

Source: Federal Transit Administration 2007

## 4.2 Obtain Feedback from Community Organizations

The City should contact the following community organizations to ask if they would be willing to conduct a follow-up survey:

- Allen R Baca Senior Center
- **Faith in Action Senior Access (completed survey in 2012)**
- Greater Austin Hispanic Chamber of Commerce
- Literacy Council of Williamson County
- Lone Star Circle of Care
- Round Rock Chamber of Commerce
- Round Rock Housing Authority
- **Round Rock ISD (completed survey in 2012)**
- **Round Rock Library (completed survey in 2012)**
- **Round Rock Serving Center (completed survey in 2012)**
- Texas Medical Transportation Program
- Williamson County and Cities Health District
- Williamson County Crisis Center (Hope Alliance)
- Workforce Solutions

This outreach would allow the City to determine if there have been any noticeable changes in the demographics of the LEP population in their service area, to receive input on whether the language assistance measures currently in place and efforts to inform the LEP community of the availability of language assistance are working, and to continue to inform the LEP community of new or updated language assistance. The questions posed to these organizations could be modeled after those from the 2012 survey:

1. What geographic area does your organization serve?
2. How many people does your organization provide services to?
3. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?
4. What are the countries of origin from which your population has immigrated?
5. What are the languages spoken by the population you serve?
6. What is the age and gender of your population?
7. What is the education and literacy level of the population you serve?
8. What needs or expectations for public services in regard to transportation has this population expressed?
9. Has the population inquired about how to access public transportation or expressed a need for public transportation service? What kinds of questions or comments are heard most frequently?
10. What are the most frequently traveled destinations used by the population that your organization serves?
11. Are there locations that the population has expressed difficulty accessing via the public transportation system?

12. What is the best way to obtain input from the populations that your organization serves?
13. What is the best way to share information about public transportation services and/or changes in service?
14. Who would the population trust most in delivering language appropriate messages?
15. Based on the results of the 2012 survey, there was a need to educate the public on the existence of the Demand Response Bus Service and the link between the Star Shuttle (transit service) and City Round Rock (service provider). How you seen any changes in awareness of this service? Do you have any suggestions on how to improve awareness?
16. The City of Round Rock has taken steps notify persons who do not speak English well of availability of language assistance measures (translators and on-call interpreters) to help them utilize the Demand Response Bus Service. How you seen any changes in awareness of language assistance services? Do you have any suggestions on how to improve awareness?

In addition, the City will survey Star Shuttle staff that is in contact with LEP persons to determine whether the written and oral assistance measures are effective. Star Shuttle may also be in a position to comment on whether the numbers of LEP persons they have encountered are increasing or decreasing and whether they are interacting more frequently with members of a particular language group.

1. What do you do at Star Shuttle (driver, dispatcher, scheduler, and/or reservation specialist)?
2. How long have you worked with Star Shuttle?
3. How often do you encounter someone who does not speak English well?
4. What languages other than English have you encountered?
5. How do you help them?
6. Do you feel these language assistance measures are effective? Do you have any suggestions for making them better?
7. On the vehicles, where are the translated Ride Guides, “I Speak” cards and other translated materials located?
8. Have you been trained on how to offer language assistance? If so, can you describe the training you received?
9. How often is this training provided?

### **4.3 Make Modifications to LEP Plan as Necessary**

Based on the feedback received from the internal monitoring and feedback from community organizations, the City would likely need to make incremental changes to the type of written and oral language assistance measures provided as well as staff training and community outreach programs. The cost and effectiveness of language assistance measures should be considered during this process. Depending on the results of the internal monitoring and feedback from community organizations, the City may choose to disseminate more widely those language assistance measures that are particularly effective or modify or eliminate those measures that have not been effective.

### **4.4 Consider New Language Assistance Needs When Expanding Service**

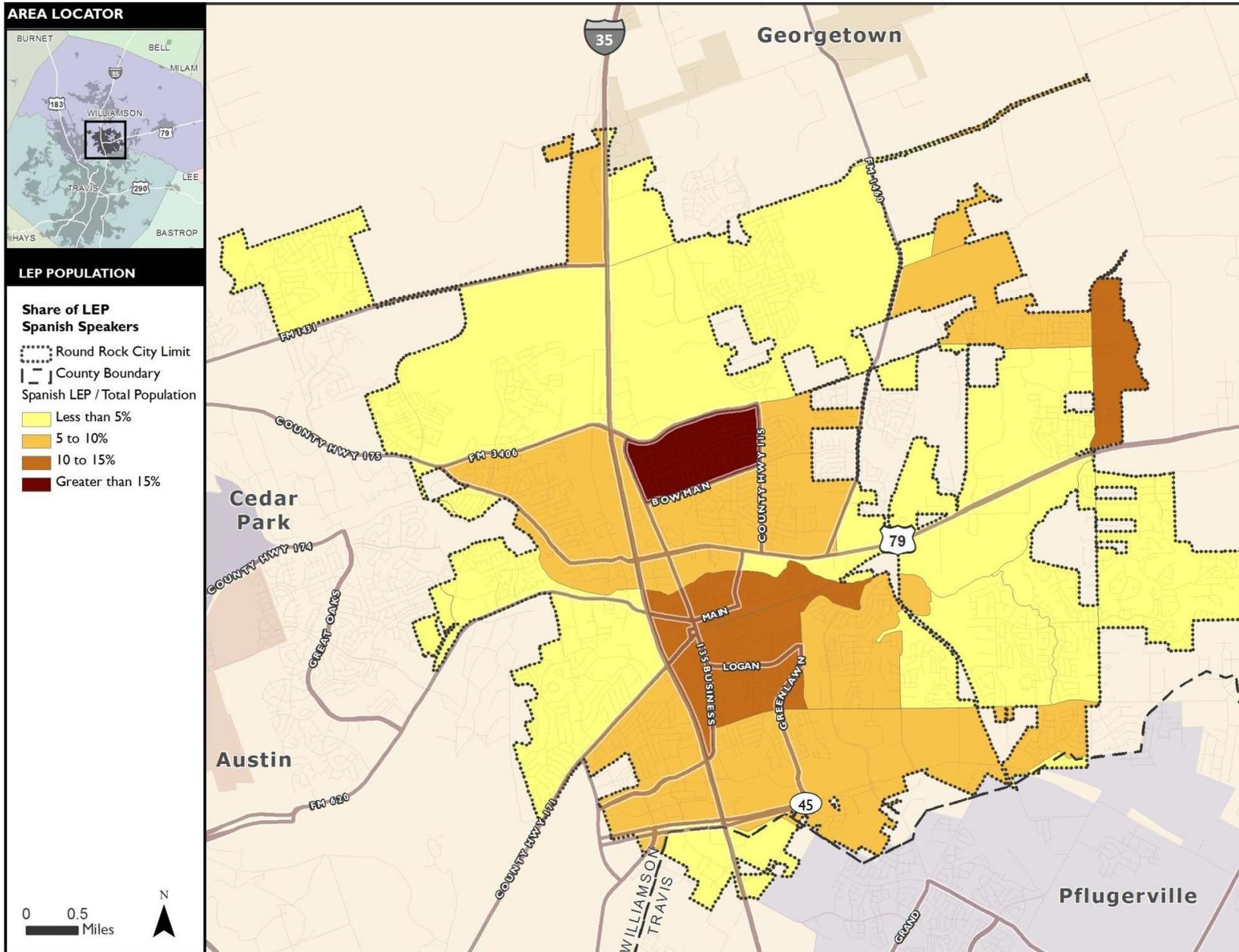
If the City decides to expand service into areas of high concentrations of LEP persons, modifications to the LEP Plan to provide language assistance measures to areas not previously served by the Demand Response Bus Service would be considered.

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*Appendix A*  
*Maps Depicting LEP populations by Language and Linguistic*  
*Isolation (Figures A-1 through A-5)*

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Figure A-1 – City of Round Rock Limited English Proficiency – Spanish Speakers



Map ID: LEP Spanish



Figure A-3 – City of Round Rock Limited English Proficiency – Korean Speakers

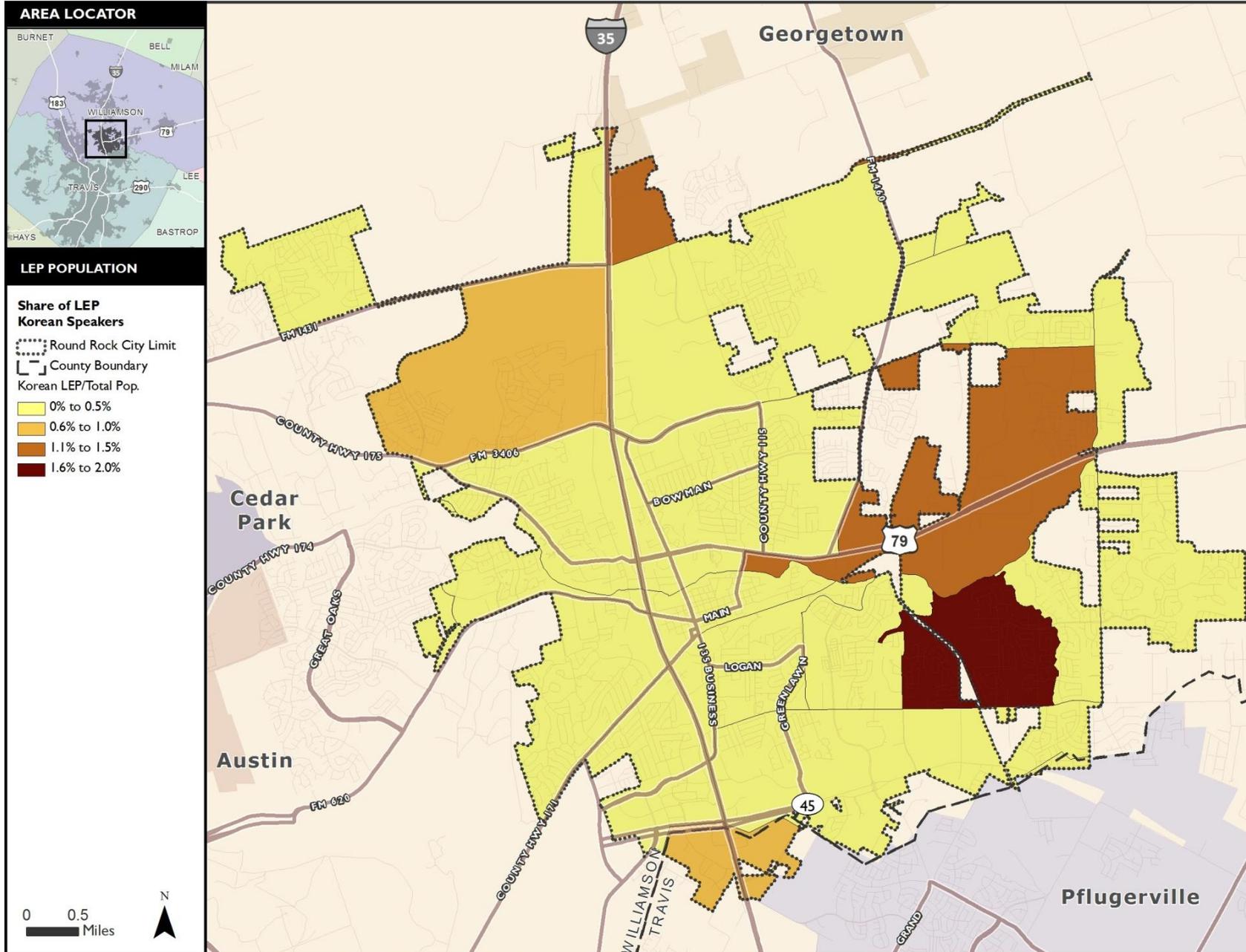


Figure A-4 – City of Round Rock Limited English Proficiency – Chinese Speakers

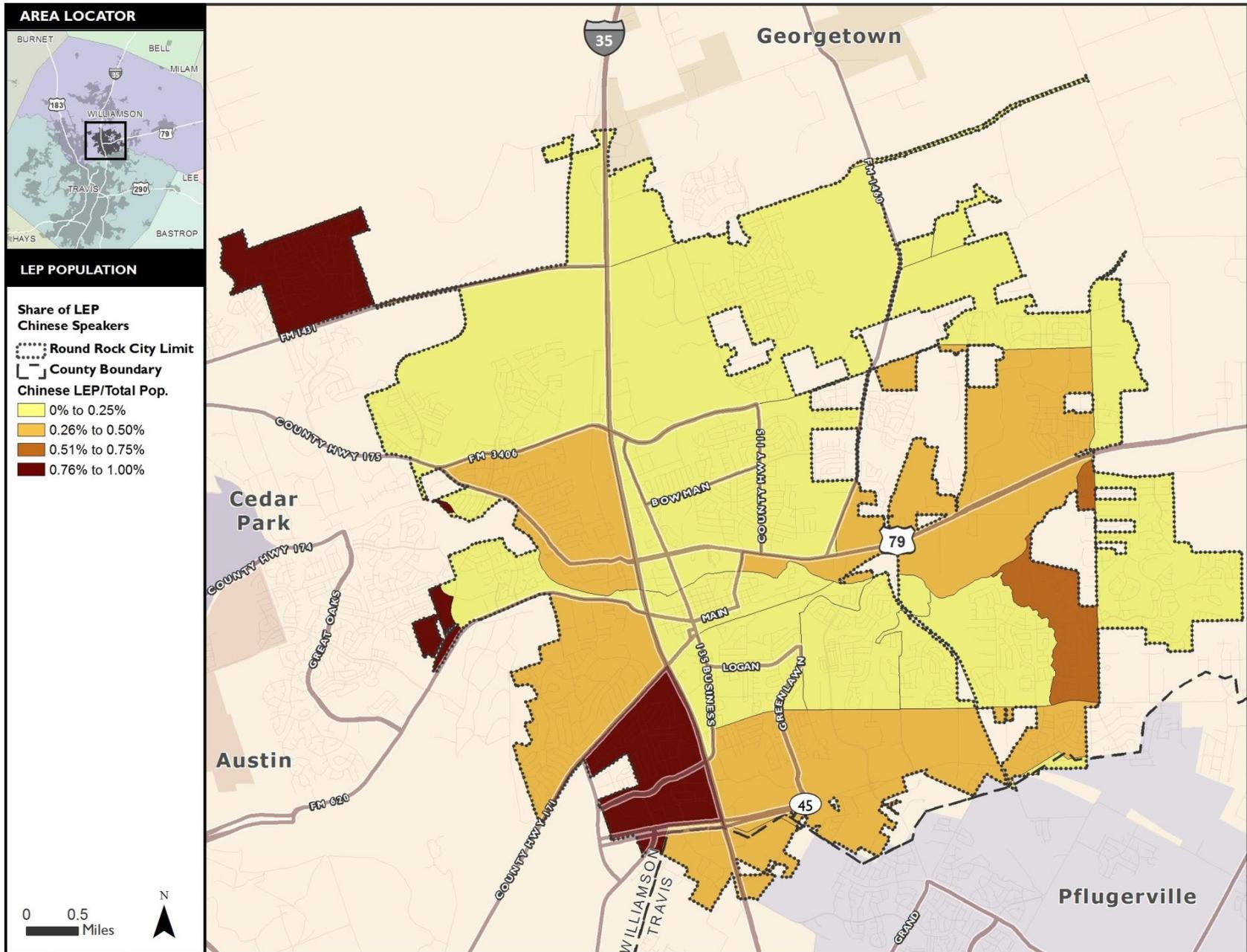
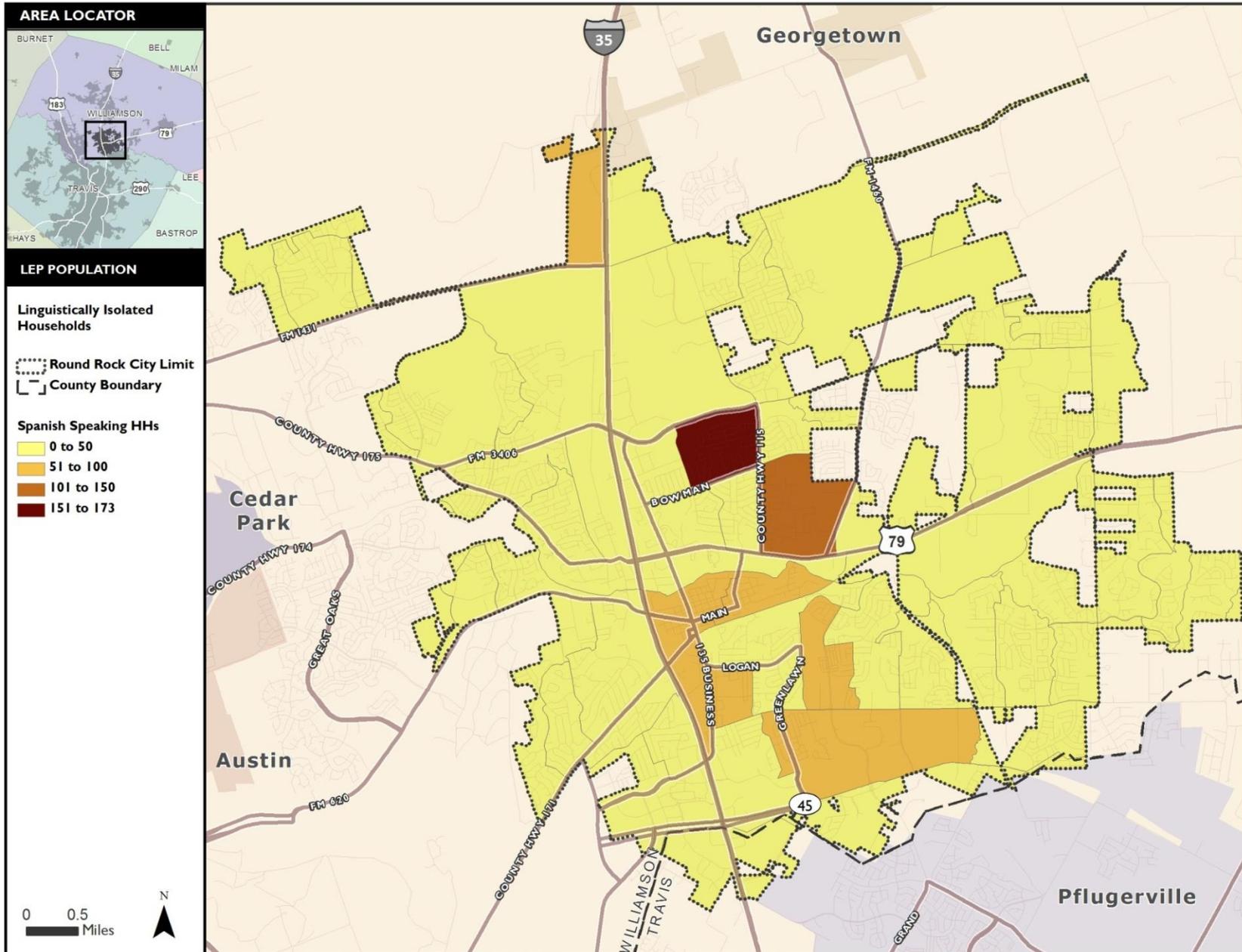


Figure A-5 – City of Round Rock Linguistically Isolated Households – Spanish Speakers



Map ID: Spanish - Linguistically Isolated Households

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*Appendix B*  
*Community Organization Surveys and Responses*

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**City of Round Rock Demand Response Bus Service – Community Survey**  
*Faith in Action Senior Access*

1. What geographic area does your organization serve?  
*We serve all of Round Rock and Pflugerville, some portions of North Austin and Hutto.*
2. How many people does your organization provide services to?  
*630 clients*
3. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?  
*It has increased a lot, we are receiving over four new requests each week for clients needing services*
4. What are the countries of origin from which your population has immigrated?  
*Unknown.*
5. Does your population come from an urban or rural background?  
*Both*
6. What are the languages spoken by the population you serve?  
*English, Spanish, Vietnamese*
7. What is the age and gender of your population?  
*All clients over age 60, we serve both men and women*
8. What is the education and literacy level of the population you serve?  
*All over the place, some high school, some post graduate, some doctors.*
9. What needs or expectations for public services has this population expressed?  
*The system that Round Rock started is very limited only serving people in the city limits to city limits doctors. This is a problem since many seniors have to go to doctors outside city limits or live outside the city limits.*
10. Has the population inquired about how to access public transportation or expressed a need for public transportation service?  
*Absolutely*
11. What are the most frequently traveled destinations used by the population that your organization serves?  
*Grocery stores, medical doctors, Physical therapy appts, food pantry's*
12. Are there locations that the population has expressed difficulty accessing via the public transportation system?  
*Seniors have a difficult time with Public transportation and many live outside service territory for the public transportation.*
13. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members? If so, please describe how travel patterns change.  
*Our population needs most help getting to MD appointments, they only change patterns when they get sick or doctors stop accepting medical insurance.*

14. What is the best way to obtain input from the populations that your organization serves?  
*Calling them and doing phone surveys*
  
15. What is the best way to share information about public transportation services and/or changes in service?  
*By Mail*
  
16. Who would the population trust most in delivering language appropriate messages?  
*They would trust us it providing resources letters in utility bills.*

Thank you for sharing your time with us. The information you have provided will be very helpful.

Please feel free to contact Caren Lee (City of Round Rock) at 512-218-7074 if you have any questions.

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**City of Round Rock Demand Response Bus Service – Community Survey**  
*Round Rock Area Serving Center*

1. What geographic area does your organization serve?  
*Round Rock, Hutto, and Wells Branch*
  
2. How many people does your organization provide services to?  
*Average of 1200 families per month.*
  
3. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?  
*Increased 2008~ from 2007 - 45%,  
Increased 2009~ from 2008 - 19%,  
Increased 2010~ from 2009 - 3%,  
Increased 2011~ from 2010 - 9%*
  
4. What are the countries of origin from which your population has immigrated?  
*Mexico*
  
5. Does your population come from an urban or rural background?  
*Both*
  
6. What are the languages spoken by the population you serve?  
*English and Spanish*
  
7. What is the age and gender of your population?  
*44% Male: 56% Female*  
  
*AGES:*  
*0-5 - 10%*  
*6-18 - 36%*  
*19-54 - 46%*  
*55 and older - 8%*
  
8. What is the education and literacy level of the population you serve?  
*All levels of education.*
  
9. What needs or expectations for public services has this population expressed?  
*General transportation within Round Rock. To and from social service agencies, school, work, play, grocery stores, shopping.*
  
10. Has the population inquired about how to access public transportation or expressed a need for public transportation service?  
*Yes*

11. What are the most frequently traveled destinations used by the population that your organization serves?  
*Other social service agencies, food stamp office, local churches, pharmacies, doctors' appointments, grocery stores.*
12. Are there locations that the population has expressed difficulty accessing via the public transportation system?  
*Unable to access transportation when it's needed, i.e., one to two weeks advance "booking of a ride".  
Too long of a wait once the ride is scheduled. Not enough routes on the schedule.*
13. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members? If so, please describe how travel patterns change.  
*Older clients need rides to medical appointments and pharmacies.  
Moms with kids need rides to social service offices and medical appointments.*
14. What is the best way to obtain input from the populations that your organization serves?  
*Onsite Q&A during operating hours or when clients are waiting for services 9:00 a.m. - 10:30 a.m.*
15. What is the best way to share information about public transportation services and/or changes in service?  
*English and Spanish handouts, posters, flyers.*
16. Who would the population trust most in delivering language appropriate messages?  
*Someone with knowledge of the project/ transportation system and who can answer their questions in English and in Spanish.*

Thank you for sharing your time with us. The information you have provided will be very helpful.

Please feel free to contact Caren Lee (City of Round Rock) at 512-218-7074 if you have any questions.

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**City of Round Rock Demand Response Bus Service – Community Survey**  
*Round Rock Independent School District*

1. What geographic area does your organization serve?  
*I am the Round Rock ISD Coordinator of the Title I Parent Programs. I have a Parent/Community Specialist staffing a parent center at Anderson Mill Elementary, in the Westwood HS feeder pattern. Wells Branch Elementary in the McNeil HS feeder pattern, Bluebonnet Elementary in the Round Rock HS feeder pattern, Callison, Gattis, and Voigt Elementary in the Cedar Ridge HS feeder pattern, and Berkman, Caldwell Heights, Robertson, & Union Hill in the Stony Point HS feeder pattern. In addition we have 2 Middle Schools we service, C.D. Fulkes MS and Hernandez MS of CRHS and SPSHS feeder patterns.*
2. How many people does your organization provide services to?  
*The parent program services about 9,000 students out of the 45,000 students in our district.*
3. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?  
*Increases every year.*
4. What are the countries of origin from which your population has immigrated?  
*All over the world but mostly Latin and Asian countries.*
5. Does your population come from an urban or rural background?  
*Both, mostly urban.*
6. What are the languages spoken by the population you serve?  
*The type 5 languages are English, Spanish, Mandarin Chinese, Korean, and Cantonese*
7. What is the age and gender of your population?  
*The age and gender of the population we serve are both female and male. They are parents of students ranging from 4 years of age through 20+ years of age.*
8. What is the education and literacy level of the population you serve?  
*This ranges from high to low. I would say the majority of the populations we serve are literate and have a high school diploma. Maybe 15% of the families we serve do not have a high school diploma.*
9. What needs or expectations for public services has this population expressed?  
*The population we serve has expressed a great need for public services. Many of the families walk to their work or grocery store and back. A city bus system would be beneficial.*
10. Has the population inquired about how to access public transportation or expressed a need for public transportation service?  
*Yes they have – continually.*
11. What are the most frequently traveled destinations used by the population that your organization serves?  
*The most frequently traveled destinations used by the population my organization services are their children's schools, medical services offices, grocery stores, and shopping areas.*

12. Are there locations that the population has expressed difficulty accessing via the public transportation system?  
*Yes, all of them.*
13. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members? If so, please describe how travel patterns change.  
*If an individual is disabled their needs change.*
14. What is the best way to obtain input from the populations that your organization serves?  
*The best way to obtain input from the populations that my organization services is through the I believe the best way to obtain input from the population that my program serves is through the local churches, food pantry, clothing closets, Williamson County Cities and Health District offices, Sacred Heart Community Clinic, local grocery stores (La Michocana), and through the parent centers that my Parent/Community Specialists staff.*
15. What is the best way to share information about public transportation services and/or changes in service?  
*I believe the best way to share information about public transportation services and/or changes in services is through the local churches, food pantry, clothing closets, Williamson County Cities and Health District offices, Sacred Heart Community Clinic, local grocery stores (La Michocana), Univision radio, Telemundo, Univision TV station “Despierta Austin” program, El Mundo newspaper, Ahora Si newspaper, and through the parent centers that my Parent/Community Specialists staff.*
16. Who would the population trust most in delivering language appropriate messages?  
*People who can speak the language, local clergy, school staff, etc.*

Thank you for sharing your time with us. The information you have provided will be very helpful.

Please feel free to contact Caren Lee (City of Round Rock) at 512-218-7074 if you have any questions.

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**City of Round Rock Demand Response Bus Service – Community Survey**  
*Round Rock Library*

1. What geographic area does your organization serve?  
*Round Rock, Pflugerville, Wells Branch, Hutto, Georgetown, NW Austin*
2. How many people does your organization provide services to?  
*2012 estimate is over 294,000*
3. Has the size of the population you serve increased, stayed the same, or decreased over the past five years?  
*Increased*
4. What are the countries of origin from which your population has immigrated?  
*Similar to school district which is over 60 (Mexico, Central, South America, Africa, Asia)*
5. Does your population come from an urban or rural background?  
*Both*
6. What are the languages spoken by the population you serve?  
*English, Spanish, Chinese, Hindi*
7. What is the age and gender of your population?  
*All*
8. What is the education and literacy level of the population you serve?  
*All*
9. What needs or expectations for public services has this population expressed?  
*More parking around the facility, more computers, more space, more locations*
10. Has the population inquired about how to access public transportation or expressed a need for public transportation service?  
*Yes*
11. What are the most frequently traveled destinations used by the population that your organization serves?  
*Outlet mall, Texas State, HEB, Baca center, La Frontera, Walmart, Dell*
12. Are there locations that the population has expressed difficulty accessing via the public transportation system?  
*“Outskirts of the city” & west side of town*
13. Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members? If so, please describe how travel patterns change.  
*n/a*
14. What is the best way to obtain input from the populations that your organization serves?  
*Telephone and email*

15. What is the best way to share information about public transportation services and/or changes in service?  
*Social media and newspaper, for Spanish speakers -- television*

16. Who would the population trust most in delivering language appropriate messages? For Spanish speakers  
*News on Univision, etc.*

Thank you for sharing your time with us. The information you have provided will be very helpful.

Please feel free to contact Caren Lee (City of Round Rock) at 512-218-7074 if you have any questions

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*Appendix C*  
*Citizen Surveys (including LEP Persons) Sample Survey (English-Spanish) and Compilation of Responses*

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**Round Rock Demand Response Bus Service –Survey**



We are helping the City of Round Rock develop a plan to improve public transportation services, especially to those who do not speak English well. To help develop these plans we would like to ask for your help by answering these questions:

Do you use public transportation? \_\_\_\_\_

1. If the answer is “**yes**”, how often do you use public transportation? \_\_\_\_\_

a. What kinds of public transportation services do you use? \_\_\_\_\_

b. Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program? \_\_\_\_\_

c. When do you use public transportation? For what purpose? \_\_\_\_\_

d. Are you satisfied with the public transportation services you use? \_\_\_\_\_

e. Do you have any suggestions how the public transportation services could be improved it to make it work better for you? Please be as specific as you can.

2. If the answer is “**no**”, how do you travel if you have to go somewhere in the Round Rock area? \_\_\_\_\_

a. Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?

b. How can public transportation work better for you?

All completed surveys can be dropped in the survey box or envelope, emailed to Caren Lee at [clee@roundrocktexas.gov](mailto:clee@roundrocktexas.gov) or mailed to 2008 Enterprise Drive Round Rock 78664 (Attention Caren Lee). We request all surveys be submitted by December 1, 2012.

The City of Round Rock currently has a Demand Response Bus Service that is a curb-to-curb public transportation service. Reservations must be made to use the service and all trips must begin and end within the limits of Round Rock. More information is available at [www.roundrocktexas.gov/demandresponse](http://www.roundrocktexas.gov/demandresponse).

**Round Rock Servicio de Bus de Respuesta a la Demand–Survey (en español)**



Estamos ayudando a la ciudad de Round Rock a desarrollar un plan para mejorar los servicios de transporte público, especialmente a aquellos que no hablan bien inglés. Para ayudar a desarrollar estos planes nos gustaría pedir su ayuda al contestar estas preguntas:

Usa usted el transporte público? \_\_\_\_\_

1. Si la respuesta es "**sí**", con qué frecuencia utiliza transporte público? \_\_\_\_\_

a. Qué tipo de servicios de transporte público utiliza? \_\_\_\_\_

b. ha usado el servicio de autobús de la respuesta de la demanda en Round Rock? Si no es así, has oído hablar de este programa? \_\_\_\_\_

c. Cuándo usa usted el transporte público? Para que objetivo? \_\_\_\_\_

d. Está satisfecho con el servicio de transporte público que utiliza? \_\_\_\_\_

e. Tiene sugerencias sobre cómo el servicio de transporte público podría mejorarse, para que funcione mejor para usted? Por favor sea específico. \_\_\_\_\_

2. Si la respuesta es "**no**", cómo viaja usted si usted tiene que ir en algún sitio en el área de Round Rock? \_\_\_\_\_

a. Usaría usted el transporte público si los autobuses fueran más fáciles a usar (como autobuses funcionar diferentemente o más con frecuencia, las reservas eran más fáciles a hacer, o los autobuses viajaron a más destinos)? \_\_\_\_\_

b. Como puede el transporte público trabajar mejor para usted? \_\_\_\_\_

Todas las encuestas realizadas se pueden colocar en la caja de encuesta o mandar por correo electrónico a Caren Lee en clee@roundrocktexas.gov o por correo a 2008 Enterprise Drive, Round Rock 78664 (Atención Caren Lee). Pedimos que las encuestas se presenten antes de Diciembre 1, 2012.

La ciudad de Round Rock tiene actualmente una respuesta de la demanda servicio de autobuses que es servicio de transporte público. Las reservaciones se deben realizar para utilizar el servicio y todos los viajes deben empezar y terminar dentro de los límites de Round Rock. Más información está disponible en [www.roundrocktexas.gov/demandresponse](http://www.roundrocktexas.gov/demandresponse).

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved it to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you travel if you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
1	Blank	Blank	Blank	Blank	Blank	Blank	Blank	No	Yes - I would, if all the above	If they had scheduled stops and a time schedule.
2	Yes	At least 2x wk	Demand Response	Yes	Never used other public transportation	I don't know how it could be improved without more drivers and buses	I don't know see (d.)	By private car or with demand response	Yes, I would if all of the above were convenient	Buses to Austin destinations frequent and easy to follow directions to malls, main street pick ups
3	No	Blank	Blank	Blank	Blank	Blank	Blank	I have a car	Yes	Close bus stops. I'm 77 you.
4	No	Blank	Blank	No	Blank	Blank	Blank	I have a car, I still Drive	Blank	Blank
5	Yes	3 to 4 times monthly	Demand Response Service in Round Rock	Blank	When I can book a ride - errands, shopping	No	Get more buses	Blank	Yes	Be more able to use
6	No but would if available	Blank	Blank	Blank	Doctor visits, groceries, church	No Taxi: Way too expensive I'm Handicapped and on fixed income and also senior citizen	Need daily routs available at least 4 times a day at set pick up and drop off areas over entire city	Taxi, Faith in Action	All of above and need to be available within 1 - 3 days notice	More frequent. More locations less notification time required.

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you travel if you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
7	Yes	I use public transportation often, frequently three times per week	Star Shuttle	Yes	I usually use it to return from CMRC. I also use it to return from shopping centers. Occasionally I use to return from doctors appointments. More rarely, I use it to get to my doctor's appointments	No, I am not satisfied because "on demand" is a misnomer. This service is great for having subscriptions, but scheduling rides even two weeks in advance is troublesome. Frequently, the answering machine answers my 8:02am calls, But I have to keep calling because my leaving a message does not ensure a return call or that the arrangement I have requested on the machine will be made. For example, two Tuesdays ago, I started calling shortly after 8am, but was about 9:20 by the time I spoke with anyone. I had hoped to arrange for my aunt and me to be picked up from her assisted living place shortly before 10 and returned from Round Rock Premium Outlets, RRPO, around 2:15pm two Tuesdays later. Instead, I was offered an 11am pick up with a 2:15pm return. This limited time will probably cause us to spend less money at RRPO. Even when I get through shortly after 8, I often have to accept a ride later than the requested time.	I suggest Star Shuttle save some slots for "on demand" scheduling. I also suggest that Star Shuttle send email confirmations of scheduled rides, so problems can be detected prior to passengers' waiting past the window to learn that a ride has mistakenly been canceled. (This happened to me this past Wednesday.) Or whatever. I also suggest that the dispatchers always tell the drivers the store names where passengers plan to be picked up. Too often, I have told the dispatcher Bed, Bath and Beyond, and the driver only knew I was somewhere in that shopping center. The drivers have even been given the name of a business that is not in the center – at least by the signage there. Thanks for surveying users. This is a valuable service! I suggest Star Shuttle save some slots for "on demand" scheduling. I also suggest that Star Shuttle send email confirmations of scheduled rides, so problems can be detected prior to	Blank	Blank	Blank

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved it to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you travel if you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
7 (cont.)						Today, I learned the lady who usually takes me to CMRC on Fridays cannot take me next Friday. I knew before calling SS that I probably would not be able to "on demand" a ride for a week from today. Sure enough, I was told they were "overbooked" at the 9 a.m. time slot I requested. No rides were offered. Once I received a return call, but they called my cell phone rather than the home phone number I had left on the machine. I don't always turn my cell phone on, so it was hours - if not days - before I saw the missed message. Fortunately, I had kept calling and had scheduled my ride. (I sometimes leave my cell number. I expect them to return the call to the number that is listed during the message.) I think the drivers do a FANTASTIC job! Even when they are late, they are cordial. (And they do not run late often, but when they do it tends to be from communication issues between dispatchers, drivers, and passengers.)	passengers' waiting past the window to learn that a ride has mistakenly been canceled. (This happened to me this past Wednesday.) Or whatever. I also suggest that the dispatchers always tell the drivers the store names where passengers plan to be picked up. Too often, I have told the dispatcher Bed, Bath and Beyond, and the driver only knew I was somewhere in that shopping center. The drivers have even been given the name of a business that is not in the center - at least by the signage there.			
8	No Not practical nor available	Blank	Blank	Yes Used it	Blank	Blank	Public transportation is not currently available in servicing our neighborhood	Demand Response Service	Yes Definitely	Scheduled routes, bus stops, and schedules on a regular basis - such as every 30 - 40 minutes, etc.

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved it to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you travel if you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
9	Yes	Mon-Thur Every week	Star Bus	We use Star Bus	to go to work	Yes	It is working good for us, just make sure we know if they are running late.	Blank	Blank	Blank
10	Yes	Twice weekly	Star Bus	Yes	Dialysis, Dr. Appt	Yes, Very	No	Blank	No Problems with service	It currently meets my needs
11	Yes	Blank	Star Shuttle	No	just to go to Senior Center	Yes	No Need to, satisfied	Blank	Blank	So far very satisfied
12	Only Star	3 x week	Most not available in my area	Yes, Star Shuttle	Not available to me	Blank	We need a regular bus service with a regular schedule on specific routes	I have to rely on family	Yes- buses operate in more regular areas- on main streets such as University.	We need a regular bus service with a regular schedule on specific routes.
13	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal Vehicle	Yes	Blank
14	No	Blank	Blank	Blank	Blank	Blank	Blank	By private car	Yes	Provide routes with stops at regular places
15	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal Car	No	Blank
16	Yes	Blank	Shuttle Bus	Yes	My house to Sr. Center	Yes	N/A	Blank	Yes	?
17	Yes, I cant	M-F	Shuttle to senior center back	Never heard of it	Senior Center Lunch Program	Mostly	Set aside a Tuesday afternoon for schedule doctor visits about 1 1/2 hour.	Faith in Action	Yes	Make it possible to get to shops
18	Yes, because I can't drive	Mon-Fri	Use Shuttle to Senior Center	Never heard of it	Mon-Fri to get to the senior center	Mostly	Set aside a Tuesday afternoon for doctor visits	Faith in Action	Yes	Make it possible to get to shops

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
19	Yes	Weekly	Bus , Shuttle	Yes, I use the Public Bus Service Weekly	Yes, I use Public Transportation to Senior Activities	Yes	I am satisfied with the service Other N/A	"NA"- Not Applied	Yes, if needed for transportation	Unknown - "NA" Not Applied
20	Yes	Monday-Friday	Use shuttle for senior center	Blank	Monday-Friday	Mostly	My daughter takes me to the doctors	Blank	Blank	Make it possible
21	Yes	Every Day	Star Shuttle	No	Go home from Baacca & for Walmart	Yes	No	Shuttle Star	Yes	A lot does fine
22	Yes	Every Day	Star Bus system	No	Going to store or Dr.	No	Stop lying about time	I don't because they are full	Yes	Stop lying about pick up time
23	Yes	3 days a week	Star Shuttle	Blank	Come for nutrition and also for groceries	Pretty Much	Blank	Blank	Blank	Blank
24	Yes	Monday to Friday	Star Shuttle	I have heard of the program	Not Yet	Yes	I suggest that the bus that carries seniors to Allen R Bacca Center for exercise and lunch be used for such senior alone whenever the bus carries the seniors	Blank	Yes	If it operates always as much as possible
25	Yes	Every week	Star Shuttle	Yes	Bacca Sr. Center, Dr. Appts, Labs	Sometimes service ok to Bacca Sr. Center Tues thru Fri but would like to run it thru 9 am	The office needs to keep promises for schedule Dr. Appts. Please	Blank	Yes	Go to other towns beside Round Rock. Ex Georgetown Pflugerville, Austin
26	No	Blank	Blank	Blank	Blank	Blank	Blank	By Car	Blank	Better schedules three out RR area
27	No	Blank	Blank	Blank	Blank	Blank	Blank	Own Car	Maybe	Don't Know
28	No Would like to!!	Blank	Blank	No	Taxi incase of emergency	Blank	Blank	Depend on Family or Friends	Yes	Blank

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you travel if you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
29	No	Blank	Blank	Blank	Blank	Blank	Blank	Walk-use car	Yes if like in Austin	If the system would work like in Austin.
30	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	Severe social anxiety & OCD	Blank
31	Sometimes	3 x week	CARTS	Never heard of it	Doctors	Yes	Cheaper, no appointments-just wait at a bus stop	Blank	Blank	Blank
32	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	No	No Car Only
33	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal Vehicle	Yes	Some sort of system for students trying to get to ACC.
34	Yes	3-4 x week	Cap Metro	Work	Yes	Blank	Put buses in Round Rock	Blank	Blank	Blank
35	No	Blank	Blank	Blank	Blank	Blank	Blank	My Car	Yes	Blank
36	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	No	Blank
37	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	Yes	More Transportation in RR
38	No	Blank	Blank	Blank	Blank	Blank	Blank	We use a Car	I wish they had bus services in Round Rock because we really do need it	Helping my kids get to work because sometimes they miss work because of transportation.
39	No	Blank	Blank	Blank	Blank	Blank	Blank	Private Car	Would use if more available	More routes more accessible
40	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	Blank
41	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	Possible when I lived in Austin, I frequently used it.	More destinations easier to use also more p.t during large events - Christmas Family Night, etc.

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved it to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you travel if you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
42	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	I'm a mother of five and public transportation would be much easier to travel
43	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal Auto	No	N/A
44	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	Yes	Less Gas
45	No	Blank	Blank	Blank	Blank	Blank	Blank	Private Car	No	N/A
46	No	Blank	Blank	Blank	Blank	Blank	Blank	Private Car	Yes	More routes, easier to catch, published schedules
47	No	Blank	Blank	Blank	Blank	Blank	Blank	Yes	Blank	Get me to appts, grocery stores
48	No	Blank	Blank	Blank	Blank	Blank	Blank	Van From apartments	Yes	Using bus to get to Metro Rail
49	Yes-CARTS	3-6 x week	CARTS	Doctors, groceries	No	Improve scheduling- pick up in a timely manner. Wait is too long-sometimes 3-4 hours!	Blank	Blank	Blank	Blank
50	No	Blank	Blank	Blank	Blank	Blank	Blank	Car, walk	Yes	Need a bus system that runs on a regular schedule.
51	No	Blank	Blank	Blank	Blank	Blank	Blank	Neighbor brings me	Yes	Able to get from one place to other faster.
52	No	Blank	Blank	Blank	Blank	Blank	Blank	Might Use	Blank	Blank
53	No	Blank	Blank	Blank	Blank	Blank	Blank	Mothers Vehicle	Yes	Closer bus stops to our house, and more bus routes.
54	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	I have a car but if not I would use it	

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved it to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you travel if you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
55	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	To Dr. Appt, Shopping, Church
56	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	No	Blank
57	No	Blank	Blank	Blank	Blank	Blank	Blank	Borrowed Car	Yes	Offer more service in Round Rock
58	No	Blank	Blank	Blank	Blank	Blank	Blank	Neighbor drives me	Yes	Make timing quicker and accessible and affordable
59	No	Blank	Blank	Cleared for program	Blank	Blank	Blank	Daughter or Son	Yes	More Routes
60	No	Blank	Blank	Blank	Blank	Blank	Blank	Ask neighbor for ride	Yes	Could get to doctors appointments and stores
61	No	Blank	Blank	Blank	Blank	Blank	Blank	My Car	Only if I did not have a car	Be more convenient
62	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	No	Blank
63	Yes	4 a month	Blank	No	Blank	Yes	No	Car ride	Yes	Blank
64	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal Car	Yes, if it did not take so long to get to where you are going.	Faster, didn't make so many stops or had more buses going.
65	No	Blank	Blank	Blank	Blank	Blank	Blank	Have a car	If car breaks down would use.	Blank
66	No	Blank	Blank	Blank	Blank	Blank	Blank	Find someone in family to drive	Yes we would use to shop, also for appointment etc.	Wouldn't have to bother other people to transport us.
67	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal vehicle	Yes	Exist in Round Rock
68	Yes	3 times month	Carts	No	Doctor	No	No	Blank	Yes	Cost

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved it to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you travel if you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
69	No	Blank	Blank	Blank	Blank	Blank	Blank	Daughter in law drives her or she drives herself	Yes- in an emergency (If daughter-in-law were busy & client was unable to drive due to illness or car problems)	Would need service that could come pick her up.
70	Yes	None used	Taxi, Bus	No	Shopping, Dr. Appts.	Not at all satisfied	Need regular routes, published schedules, etc.	Friends, husband	Yes	First place I've mentioned that didn't have a public transportation.
71	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	Published routes, schedules, etc.
72	Yes	Pretty frequently	Bus, Taxis	No	Blank	Yes (need to run the buses more often)	More often, more connecting.	Blank	Blank	More buses Response transit
73	Yes	I had to go to Austin for 7 weeks 5 days a week for heart treatments transportation was a nightmare	Blank	No - No	Medical Appointments in Austin	There is no public transportation from Round Rock to Austin	Blank	Blank	Yes	Transportation from Round Rock to Austin for medical appointments should be a top priority.
74	No	Blank	None	No	Not Ever	N/A	N/A	Relatives take me	No-not able to	N/A
75	No	Blank	Blank	Blank	Blank	Blank	Blank	My Car	No	Don't Know
76	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	Closer & Cheaper
77	No	Blank	Blank	Blank	Blank	Blank	Blank	Walk or car	Yes	More Frequent
78	No	Blank	Blank	Blank	Blank	Blank	Blank	Auto w/Family & Friends	Yes	Better coverage closer to home
79	No	Blank	Blank	Blank	Blank	Blank	Blank	Walking and 1 car for big family, bike	Yes, we need it	To get around to places easier.
80	No	Blank	Blank	Blank	Blank	Blank	Blank	Has own vehicle	Maybe , yes.	Blank

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
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81	No	Blank	Blank	Blank	Blank	Blank	Blank	Drive	Yes	I live in Hutto.
82	No	Blank	Blank	Blank	Blank	Blank	Blank	Drive	Yes	More bus routes
83	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	More routes - into neighborhoods
84	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	No	Blank
85	Yes	Few times per month	Bus	No	To go to work	No	I live in Austin 78728 and it doesn't come to me.	Blank	Blank	Blank
86	No	Blank	Blank	Blank	Blank	Blank	Blank	Neighbor	Yes	More routes, better access to info.
87	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	More routes
88	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	Expand Routes
89	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	More routes
90	No	Blank	Blank	No	No	Do not use	No	By Car	Yes	I wouldn't know how to tell you
91	No	Blank	Blank	Blank	Blank	Blank	Blank	Has Car	Yes	Blank
92	No	Blank	Blank	Blank	Blank	Blank	Blank	Has Car	No	Blank
93	No	Blank	Blank	Blank	Blank	Blank	Blank	Auto	Yes	Closer to home & More economical
94	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	POV	None
95	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Maybe	More often
96	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal Vehicle	Yes	If there was some in RR
97	No	Blank	Blank	Blank	Blank	Blank	Blank	I walk or ask for a ride	Yes because I don't have a car and it would be good to have so one could have transportation to get to where they need to like work or the doctor.	To take you or pass by where one is going
98	No	Blank	Blank	No	Blank	Blank	Blank	Blank	Blank	Blank
99	Never have	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes For doctors appt. and other errands shopping etc.	Blank

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100	Yes	One a day	CARTS	No	Doctor	No	Public bus	Blank	Yes	To doctors appointment and grocery store.
101	No	Blank	Blank	No	Blank	Blank	Blank	Blank	Blank	Blank
102	Yes	2 x yr.	City of Austin Bus	Yes	To get to your job	Yes	Extend coverage area ie RR	Blank	Would use more often if available	Would use more often if available
103	No	Blank	Blank	Blank	Blank	Blank	Blank	Car-Husband Drives	Yes-Disabled	Give mobility
104	No	Blank	Blank	No	Blank	Blank	Blank	Blank	Blank	Blank
105	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Probably	More local & Went to UT (student)
106	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Maybe	Blank
107	No	Blank	Blank	Blank	Blank	Blank	Blank	Children take her around	Yes	Chapter than gas
108	Yes	Twice a Month	Metro Leander - Austin	No	See son in Austin	Yes	Blank	Blank	Blank	Blank
109	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	Blank
110	No	Blank	Blank	Blank	Blank	Blank	Blank	Church Members	Yes	Need it in Round Rock
111	No	Blank	Blank	Blank	Blank	Blank	Blank	Drive	Maybe	Come more often
112	No	Blank	Blank	Blank	Blank	Blank	Blank	Get rides from friends & family	Yes	Be on Time!
113	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Maybe	More buses and routes
114	No	Blank	Blank	Blank	Blank	Blank	Blank	Friends car	Yes	New to area, don't know
115	No	Blank	Blank	Blank	Blank	Blank	Blank	Car (Husbands Car)	Yes	If Metro came to Round Rock & connected with bus service more regular bus service in Round Rock.

Round Rock Demand Response Bus Service - Survey

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116	Yes	Twice a month	Taxi	No	Go to work and shop	Yes	RR needs a bus service (city wide) with published schedules and routes	Blank	Blank	Blank
117	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal vehicle or friends/family	Yes	To help cut costs on gasoline as well as other vehicle maintenance costs.
118	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes, please get them soon please	Blank
119	Occasionally	2 times per month	Bus (when she lived in Austin, has been RR resident for only 2 months)	No/No	Mostly in morning; Grocery store, Dr. Appointments	Was good in Austin; hasn't lived in RR long enough to have experienced this.	Regular bus service with drop-offs in heavily populated areas	Blank	Blank	Blank
120	Yes-in the past	Once a month	Bus	No/No	Daytime; Doctor's appointment	Yes	Public bus service would be helpful in an emergency - Has a car, but cars sometimes "breakdown"	Blank	Blank	Blank
121	No	Blank	Blank	Blank	Blank	Blank	Blank	Daughter in law or comfort care	Yes	Better service more routes, published schedules.
122	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	Every day
123	Yes	Everyday	Bus	Blank	Work and to go shopping	They have great service and very satisfied the people are very nice	Longer hours	Blank	To be able to travel to other destinations	Blank
124	Yes	4 days a week	Star Shuttle	Blank	Doctor and work	Yes	I like the service, the only problem is it takes a long time	Blank	Blank	To be on time when I request service
125	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Blank	Have more buses available

Round Rock Demand Response Bus Service - Survey

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126	Yes my kids	Weekends	City Bus	Not at all	Most weekends for go to the stores	Not really	If the transportation will be from east to west not only north to south and the diverse areas like Hutto & Pflugerville, Round Rock	Blank	Yes	If there were available for short areas and long areas two different groups to be go from Hutto to RR, and RR to Austin
127	No	Blank	Blank	Blank	Blank	Blank	Blank	In my car	No	No
128	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	For sure	To put transportation to be able to go out
129	No	Blank	N/A	NO	N/A	N/A	Blank	Ride	Yes	Blank
130	No	Blank	Blank	Blank	Blank	Blank	Blank	In my car	Yes	When my car is not working
131	No	Blank	Blank	Blank	Blank	Blank	Blank	My Car	yes I would use it	Public to use more public transportation than the car
132	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	Yes	If they had it, it would be good.
133	No	Blank	Blank	Blank	Blank	Blank	Blank	My sister	Yes	Bus
134	Yes	Once a week	Taxi	No - Have not heard of Demand Response	Get around Round Rock/Shopping	No. Too expensive using taxi	Bus service limited hours (business/work) hours typical.	Blank	Yes, if more frequent, reservations were easier to make, buses traveled to more destinations.	Cost and mobility - increase access by commute. Increase public safety.
135	No	Blank	Blank	Blank	Blank	Blank	Blank	My X-Husband drives me	Yes	I feel insecure about the return trip. I'm afraid to miss the homeward bound bus.

Round Rock Demand Response Bus Service - Survey

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136	Yes	Everyday	The children's bus	No	To Transport the children	yes	There is no service for adults.	I have to ask family members	Yes, I would be greatly appreciative if there was public transportation.	It would be easier to get to work.
137	No there is none here in Round Rock	Blank	Blank	Blank	Blank	Blank	Blank	Yes, I walk or ask for favors	Yes I would	By giving me reliable transportation I save money and can do more work.
138	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	Yes, I wish we had like Austin has	I could get a better Job and go to school too.
139	No	Blank	Blank	Blank	Blank	Blank	Blank	I have car	Yes	Yes
140	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Possibly to downtown< More stops?	Later times to/from downtown
141	Yes	Temporarily	Carts	No	When my vehicle breaks down unexpectedly	Sure	Blank	Usually in my vehicle or walking	Definitely yes	Maybe by more destinations
142	No, but would like to	I will use it everyday	None only my car	No, I will like to know	I do not use public transportation, but if I do I will use for work or shopping	Yes, but would like to use something different	Maybe start using buses in the area of Round Rock to go all around Round Rock and surrounding areas.	Use Car	Yes	Less gasoline and miles on my car of it my car breaks, I can use buses to work or shop.
143	No	N/A	Blank	No	Blank	N/A	Blank	Drive	No	N/A
144	No	Blank	Blank	No	Blank	Blank	Blank	Drive	No	Blank
145	No	Blank	Blank	No I don't know of this program	When car is not working or in auto shop	there are no bus services in Round Rock City that I know of	There need to be city buses here in Round Rock. This city has really grown a lot with all the new homes and schools	My Car	Yes	This would save on gas cost and wear & Tear of my vehicle.
146	No	Blank	Blank	Never heard of that program	Blank	Blank	More visible to the public. I had no idea that Round Rock had public transportation.	Blank	Yes	Blank

Round Rock Demand Response Bus Service - Survey

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147	Yes	Blank	Bus	No, No	Home to work, work to home	yes	Blank	Blank	Yes	Available anytime of the day.
148	Is not public transportation in Round Rock	Blank	Blank	No	Blank	Blank	Blank	Blank	Blank	Is better for Round Rock City.
149	No	Blank	Blank	Blank	Blank	Blank	Blank	In My Car	Yes	If some times my car no work I can use public transportation.
150	Blank	Blank	Blank	No-Yes	Blank	Blank	Blank	Blank	Blank	Blank
151	No	Blank	Blank	Blank	Blank	Blank	Blank	Truck	No	I do not live I this city or county.
152	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	No	Blank
153	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	No	Blank
154	Few Times, will do if convenient	Once a month	Bus	No/have not heard of it	Morning, business/leisure	Yes, but too much travel times	More connections - like other small vehicles can serve us in small areas, say bus routes @ Pamner & I35 and some connections could reach Howard/Dessau.	Blank	Blank	Blank
155	No	Blank	Blank	Blank	Blank	Blank	Blank	My Own Car	Yes	Minimum. Have stations in some place in Round Rock is necessary.
156	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	Run more often and In all areas
157	N/A	Blank	N/A	N/A	N/A	N/A	N/A	Own Transportation	Maybe	N/A
158	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	No	Wouldn't work for me.
159	No	Blank	Blank	Blank	Blank	Blank	Blank	I used my Car	Yes	Blank
160	No	Blank	Blank	Blank	Blank	Blank	Blank	My Own Car	Yes	More bus stops around town and on the outside of town.

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161	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes if frequently and depending on stop locations.
162	No- RR doesn't have it	Blank	Blank	Never heard of it	Don't have it	N/A	Develop a bus (small buses) route for RR	Private Car	Not me personally but friends and family would.	Blank
163	No	Blank	None	No	None	N/A	N/A	My Car	Yes	None
164	No, because there are none	There are none	I would use the train	No, only Austin's	To go to Downtown Austin	With Austin's train, yes	That we could count on a transport including weekends	By car	Yes, or train that would be better	With more routes and available schedules during weekends if it were to be a train better.
165	No	Blank	Blank	Blank	Blank	Blank	Blank	Automobile	Yes	Blank
166	No	Blank	Blank	Blank	Blank	Blank	Blank	Private Auto	Yes	If there were more routes towards Round Rock.
167	No	Blank	Blank	Blank	Blank	Blank	Blank	Blank	Yes I would like transportation with more routes	Blank
168	We need public transportation in Round Rock	Blank	Blank	Blank	Many people like me..we can not be independent and do all the different things that we need because we can not transport ourselves from one side to other - from only place to another place	Blank	Blank	Blank	We need public transportation we need something like Capitol Metro buses	Blank

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169	No	No	Blank	Blank	Blank	Blank	Blank	Car	Yes	The public transport will work for me if it were to function with more frequency.
170	No	Blank	Blank	Blank	Blank	Blank	Blank	Own Car	Probably	None
171	No	Blank	Blank	Blank	Blank	Blank	Blank	By Car	Blank	Blank
172	No	Blank	Blank	Blank	Blank	Blank	Blank	In my car	Yes	To get to my work place
173	No	Blank	None	Blank	Blank	Blank	Blank	By automobile	Yes	Blank
174	No	Blank	Blank	Blank	Blank	Blank	Blank	In My Car	I will use it if it were to be more frequent	Offering more routes
175	No because there are none	Blank	Nothing	No I did not know that it was in existence	Blank	No	I would like to see a public transportation system like the one in Austin	With family members	Yes, Yes, Yes!!!!	To have it in Round Rock.
176	No Because there are none	Blank	Blank	No	Appointments	No because there are none	That they have it like in Austin	Blank	Yes	That they would have it like in Austin.
177	If it were one of course	Blank	Blank	Blank	For my work	Well we do not have this service but it would be very good to have this service so that we can transport us to our destinations.	Blank	Blank	For us it would be very good to count with on this service for all my family, for their work places, for all my doctor's appointments.	For the service to be in our area
178	We need one yes	Never	Public none because there are none	No	If there was I will use it to get my children to the doctor	No because we do not have it, if we had it I will use it.	I would like it to save gas and also when my husband takes the car., we only have one car and I could use public transportation.	I walk with my children	Yes because I could take my sons in public transportation.	Save gas and less exhaust and less traffic accidents and it would be better for the City of Round Rock.
178	No	Blank	Blank	Blank	Blank	Blank	Blank	By Car	No	Do Not need Public Transportation.

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180	Yes	Three times a week	Taxi	Yes	Work	No, Very expensive	If they could put in place a bus service	Blank	Yes	Blank
181	No	Blank	Blank	Blank	Blank	Blank	Blank	Drive	Yes	They are fine now
182	No	Blank	Blank	Blank	Blank	Blank	Blank	By Car	Possibly	More availability
183	No	Blank	Blank	Blank	Blank	Blank	Blank	I have a personal car	Yes if offered	Free up traffic
184	No	Blank	Blank	Blank	Blank	Blank	Blank	Drive my own vehicle	Blank	Blank
185	No	Blank	Blank	Blank	Blank	N/A	Blank	Personal Car	Yes	More bus stops & destinations (apartment complexes & work places)
186	Yes	Few times a year	Bus	No	Monthly for events	Could be better; more routes/buses, cleaner buses	Blank	Blank	Blank	Blank
187	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	No	Blank
188	No	Blank	Blank	Blank	Blank	Blank	Blank	By car or on foot	Yes, could use my car less, share a car with spouse	Local bus in Round Rock with frequent loop route could take me to the store, to work. I would walk more between rides, getting to bus stops.

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189	No	Blank	Blank	Blank	Blank	Blank	Blank	By my own vehicle	I think the reservations is a terrible idea. It is too complicated. It would be much easier, efficient and better utilized if there was a set schedule and route	If I could get from point A to point B is a short amount of time it would be great. Look at other bus systems i.e. College Station TX A&M.
190	No in Round Rock	Blank	Blank	Blank	Blank	Blank	Blank	Car	If there were set routes with stops, I would use the buses, but with a reservation system a car is more convenient. Great service for those w/out a car, but as a car owner I don't use reservations bus system.	This might be out of the scope of this dept. or survey, but I would prefer safe, accessible bike lanes/routes over buses with reservations bus system.
191	No, But I have clients that do	Blank	Blank	Blank	Blank	They have a very difficult time trying to get to appointments-many times they have to cancel	Blank	Car, walking	Yes	Increase service to other areas of Williamson County.
192	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal Vehicle	Probably not	N/A
193	No	Blank	Card	No	No	?	?	Blank	N/A	N/A
194	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	More Service in Round Rock easier to make appointments.
195	No	Blank	Blank	Blank	Blank	Blank	Blank	Use personal vehicle	Yes	Be More available have easier access to it.

Round Rock Demand Response Bus Service - Survey

Survey #	Survey Question									
	0	1	1a	1b	1c	1d	1e	2	2a	2b
	Do you use public transportation?	If the answer is "yes", how often do you use public transportation?	What kinds of public transportation services do you use?	Have you ever used the Demand Response Bus Service in Round Rock? If not, have you heard of this program?	When do you use public transportation? For what purpose?	Are you satisfied with the public transportation services you use?	Do you have any suggestions how the public transportation services could be improved it to make it work better for you? Please be as specific as you can.	If the answer is "no", how do you travel if you have to go somewhere in the Round Rock area?	Would you use public transportation if the buses were easier to use (such as buses operated differently or more frequently, reservations were easier to make, or buses traveled to more destinations)?	How can public transportation work better for you?
196	No	Blank	Blank	No	Blank	Blank	Blank	Car	Yes	Have many buses
197	Yes	Everyday	Friends and Family take me places	No & No	Drs. Appt. meetings to Wilco & other places & MHMR	Yes and no cause sometimes they cant take me and I have to reschedule or am late.	Maybe if there was a bus that we could take and there was bus stops where we could get the bus or it could come by homes to pick up people more the elderly or like me that I can only walk a little bit.	Blank	Yes	Blank
198	No	Blank	Blank	Blank	Blank	Blank	Blank	Personal Vehicle	If there were stops near my home and an easy way to get to my destination.	Look towards Portland, Oregon's system. It is convenient and works well.
199	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	No	Blank
200	No	Blank	Blank	Blank	Blank	Blank	Blank	By personal vehicle	If stops were near my house & I was guaranteed a time frame. Yes	Easily accessible to main destinations.
201	No	Blank	Blank	Blank	Blank	N/A	N/A	I have a car	N/A	N/A
202	No	Blank	Blank	No	Blank	Blank	Blank	In my car	Blank	Blank
203	No	Blank	Blank	Blank	Blank	Blank	Blank	Car	Yes	Blank
204	No	Blank	Blank	Blank	Blank	Blank	Blank	Auto	Yes	Accessible pick up spots.

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*Appendix D*  
*Star Shuttle Staff Surveys and Responses*

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**City of Round Rock Demand Response Bus Service – Star Shuttle Survey**

We are helping the City of Round Rock develop a plan to improve the community’s access to transit services and improve their ability to provide information about their transit services, especially to those who do not speak English well. To help inform these plans we would like to ask for your help by answering the following questions.

1. What do you do at Star Shuttle (driver, dispatcher, scheduler, and/or reservation specialist)?

DRIVER

2. How long have you worked with Star Shuttle? 4 mo.

3. How often do you encounter someone who does not speak English well?

everyday

4. What languages other than English have you encountered?

None

5. How do you help them?

gesture to see someone else around to speak their language.

6. Do you feel these language assistance measures are effective? Do you have any suggestions for making them better?

they need to go to school.

7. On the vehicles, where are the translated Ride Guides, “I Speak” cards and other translated materials located?

YES

8. Have you been trained on how to offer language assistance? If so, can you describe the training you received?

NO

9. How often is this training provided?

NO

Thank you for taking the time to answer these questions. This information will be used to get the word out about the Demand Response Bus Service, to communicate any future changes in service and incorporated into the City’s Title VI Program.

**City of Round Rock Demand Response Bus Service – Star Shuttle Survey**

We are helping the City of Round Rock develop a plan to improve the community's access to transit services and improve their ability to provide information about their transit services, especially to those who do not speak English well. To help inform these plans we would like to ask for your help by answering the following questions.

1. What do you do at Star Shuttle (driver, dispatcher, scheduler, and/or reservation specialist)?

driver

2. How long have you worked with Star Shuttle? 6 mos

3. How often do you encounter someone who does not speak English well?

Not often

4. What languages other than English have you encountered?

Spanish

5. How do you help them?

I can speak some (not a lot) spanish. I ask them to point.

6. Do you feel these language assistance measures are effective? Do you have any suggestions for making them better?

Not really. I haven't been put in the situation yet.

7. On the vehicles, where are the translated Ride Guides, "I Speak" cards and other translated materials located?

\_\_\_\_\_

8. Have you been trained on how to offer language assistance? If so, can you describe the training you received?

I read the placard.

\_\_\_\_\_

9. How often is this training provided?

Not much

Thank you for taking the time to answer these questions. This information will be used to get the word out about the Demand Response Bus Service, to communicate any future changes in service and incorporated into the City's Title VI Program.

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We are helping the City of Round Rock develop a plan to improve the community's access to transit services and improve their ability to provide information about their transit services, especially to those who do not speak English well. To help inform these plans we would like to ask for your help by answering the following questions.

1. What do you do at Star Shuttle (driver, dispatcher, scheduler, and/or reservation specialist)?

\_\_\_\_\_

2. How long have you worked with Star Shuttle? 5.5 mos

3. How often do you encounter someone who does not speak English well?

Day By Day

4. What languages other than English have you encountered?

Spanish, Phillipines, Asian, Middle Eastern

5. How do you help them?

Listen carefully to the Request. When understood, I attempt to complete the Request.

6. Do you feel these language assistance measures are effective? Do you have any suggestions for making them better?

Yes No suggestions come to mind

7. On the vehicles, where are the translated Ride Guides, "I Speak" cards and other translated materials located?

In Folder by the Driver

8. Have you been trained on how to offer language assistance? If so, can you describe the training you received?

Yes, How to Assist others that have difficulty communicating well with others

9. How often is this training provided?

As needed.

Thank you for taking the time to answer these questions. This information will be used to get the word out about the Demand Response Bus Service, to communicate any future changes in service and incorporated into the City's Title VI Program.

**City of Round Rock Demand Response Bus Service – Star Shuttle Survey**

We are helping the City of Round Rock develop a plan to improve the community’s access to transit services and improve their ability to provide information about their transit services, especially to those who do not speak English well. To help inform these plans we would like to ask for your help by answering the following questions.

1. What do you do at Star Shuttle (driver, dispatcher, scheduler, and/or reservation specialist)?  
Dispatcher, Scheduler (when needed) & reservations
2. How long have you worked with Star Shuttle? a little over 4 years
3. How often do you encounter someone who does not speak English well?  
everyday.
4. What languages other than English have you encountered?  
Spanish
5. How do you help them?  
I connect to the language line services.
6. Do you feel these language assistance measures are effective? Do you have any suggestions for making them better?  
the language assistance is AWESOME!
7. On the vehicles, where are the translated Ride Guides, "I Speak" cards and other translated materials located?  
Behind the Driver's seat
8. Have you been trained on how to offer language assistance? If so, can you describe the training you received?  
Not so much as trained just figured it out as it went along
9. How often is this training provided?  
When needed.

Thank you for taking the time to answer these questions. This information will be used to get the word out about the Demand Response Bus Service, to communicate any future changes in service and incorporated into the City's Title VI Program.

**City of Round Rock Demand Response Bus Service – Star Shuttle Survey**

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1. What do you do at Star Shuttle (driver, dispatcher, scheduler, and/or reservation specialist)?

Dispatching + Reservations

2. How long have you worked with Star Shuttle? 1 year

3. How often do you encounter someone who does not speak English well?

quite often

4. What languages other than English have you encountered?

Spanish

5. How do you help them?

By using the Language Line Services

6. Do you feel these language assistance measures are effective? Do you have any suggestions for making them better?

yes, very effective

7. On the vehicles, where are the translated Ride Guides, "I Speak" cards and other translated materials located?

behind the driver's seat

8. Have you been trained on how to offer language assistance? If so, can you describe the training you received?

yes. Place the caller on hold, dial the language line, let the operator know that you have a caller + do a conference call.

9. How often is this training provided?

every 6 months

Thank you for taking the time to answer these questions. This information will be used to get the word out about the Demand Response Bus Service, to communicate any future changes in service and incorporated into the City's Title VI Program.

**City of Round Rock Demand Response Bus Service – Star Shuttle Survey**

We are helping the City of Round Rock develop a plan to improve the community’s access to transit services and improve their ability to provide information about their transit services, especially to those who do not speak English well. To help inform these plans we would like to ask for your help by answering the following questions.

1. What do you do at Star Shuttle (driver, dispatcher, scheduler, and/or reservation specialist)?  
Dispatcher, Scheduler, and reservation

2. How long have you worked with Star Shuttle? 1 year

3. How often do you encounter someone who does not speak English well?  
About one out of eight

4. What languages other than English have you encountered?  
Spanish

5. How do you help them?  
Call the Interpretation line

6. Do you feel these language assistance measures are effective? Do you have any suggestions for making them better?

The language line works out great. The customers fully understand everything we say and vice versa.

7. On the vehicles, where are the translated Ride Guides, "I Speak" cards and other translated materials located?

located behind the drivers seat.

8. Have you been trained on how to offer language assistance? If so, can you describe the training you received?

We were given a step by step guide. We also have a Quick reference guide for easy access.

9. How often is this training provided?

If we need help they provide training on the spot.

Thank you for taking the time to answer these questions. This information will be used to get the word out about the Demand Response Bus Service, to communicate any future changes in service and incorporated into the City’s Title VI Program.

**City of Round Rock Demand Response Bus Service – Star Shuttle Survey**

We are helping the City of Round Rock develop a plan to improve the community's access to transit services and improve their ability to provide information about their transit services, especially to those who do not speak English well. To help inform these plans we would like to ask for your help by answering the following questions.

1. What do you do at Star Shuttle (driver, dispatcher, scheduler, and/or reservation specialist)?  
Driver
2. How long have you worked with Star Shuttle? 6 yrs
3. How often do you encounter someone who does not speak English well?  
All the time
4. What languages other than English have you encountered?  
Spanish / Arabic
5. How do you help them?  
Spanish I speak the language /  
Use the Spanish Booklets & give out #'s for people  
to be able to call in w/ questions. to Spanish Speakers
6. Do you feel these language assistance measures are effective? Do you have any suggestions for making them better?  
always have a translator on Duty w/ a 24 HR call  
line for cancellations & one for Reservations  
& a Separate Call line for general questions.
7. On the vehicles, where are the translated Ride Guides, "I Speak" cards and other translated materials located?  
in a Booklet!  
Behind driver Seats / in front w/ me so I can Access them
8. Have you been trained on how to offer language assistance? If so, can you describe the training you received?  
I if I am Asked a question I contact the appropriate  
personell & get info for the client then I give them  
the proper #'s & info so they can call themselves.
9. How often is this training provided?  
once a year or if needed by company

Thank you for taking the time to answer these questions. This information will be used to get the word out about the Demand Response Bus Service, to communicate any future changes in service and incorporated into the City's Title VI Program.

**Phone Interview with Star Shuttle - Larry Gray****10/11/2012**

1. Do you know how many trips are provided per day under the City of Round Rock contract?  
*Star Shuttle has been working with the City of Round Rock for 3 months. There are two types of trips, those that were requested and those that were completed. On average a little over 1,000 trips are completed per month.*  
*There are three vehicles (5-6 drivers) that Star Shuttle operates in Round Rock. Four to Five people work in the reservation center, two of which take reservations full-time over the phone, one is the dispatcher and another one schedules the trips, and there is a trainer.*
2. Does Star Shuttle handle the reservations as well as the transport?  
*Yes.*
3. If someone who struggles with English calls the reservation line, is there a protocol to help this individual? If so, how is the language assistance offered to the caller? What services are provided? Is assistance offered in other languages beyond Spanish?  
*Yes, if someone is having trouble communicating due to a language barrier, there are bilingual (Spanish) reservation specialists on staff who can help them. The reservation specialist can also call the Language Line and use their translation services to help the person (languages other than Spanish are offered).*  
*They do not have a process to certify or confirm the language skills of their bilingual staff.*
4. If someone who struggles with English needs assistance from a driver, is there a protocol to help this individual? If so, how is the language assistance offered to the person? What services are provided? Is assistance offered in other languages beyond Spanish?  
*Yes, if someone is having trouble communicating due to a language barrier, there are 2-way radios on board that can be used to contact bilingual (Spanish) reservation specialists who can help them. The two-way radio can also be used to call the Language Line.*
5. Are there any other ways that the Demand Response Bus Service program interacts with the public?  
*No.*
6. Do you have data on how often language assistance is requested? Both over the phone and in person? Is there a protocol to record this data on a regular basis?  
*No, the reservation specialists and drivers do not track how often language assistance is requested.*
7. Are translated materials available on the vehicles (instructions on how to make a reservation, fare payment instructions, public service announcements, emergency instructions, safety and security announcements, compliant/commendation forms, "I Speak" cards, electronic signs, Ride Guides, etc.). If so can we get a copy or photo of these items?  
*Yes, the Ride Guide is available in English and Spanish. Larry will check to see what other materials or signs are available the vehicles used in Round Rock and take photos of them on the vehicles.*
8. Is training provided to staff (drivers, customer service representatives, etc.) on how to help someone who struggles with English?  
*Yes, a two-week training course is provided by all staff members. Larry will provide and list and description of all training and set-up a phone call with their trainer.*

Larry mentioned that we could interview the Star Shuttle staff that works on the City of Round Rock contract (dispatchers, schedulers, reservation specialists and trainer).