

# MEETING NOTICE

The next meeting of the Gunnison Valley  
Transportation Authority (RTA) will be:

September 10, 2010 at 8:00 a.m.  
in the Commissioners Room  
in the Gunnison County Courthouse  
200 E. Virginia Ave., Gunnison, CO.

A retreat of the Board of Directors with staff  
will take place immediately following the  
meeting in the Gunnison City Council  
Chambers.

For copies of the agenda and minutes of  
previous meetings, please call Scott Truex at  
970-275-0111.

Two or more County Commissioners may be in  
attendance at this meeting.

AGENDA  
GUNNISON VALLEY TRANSPORTATION AUTHORITY  
**September 10, 2010**  
8:00 A.M. – GUNNISON COUNTY COURTHOUSE

- 8:00 A. INTRODUCTION
- 8:01 B. APPROVAL OF THE JULY 9, 2010 MINUTES
- 8:03 C. EXECUTIVE DIRECTOR'S FINANCIAL REPORT, PRESENTATION OF RTA HISTORY, CURRENT FINANCIAL SITUATION, & 2011 BUDGET DISCUSSION
- 8:38 D. CORRESPONDENCE
- GENERAL RTA ISSUES**
- 8:40 E-1. OLD BUSINESS
- 8:40 F-1. NEW BUSINESS
- 1) Resolution #2, Series 2010 - **A RESOLUTION OPPOSING THE THREE COLORADO STATEWIDE BALLOT MEASURES KNOWN AS PROPOSITION 101, AMENDMENT 60, AND AMENDMENT 61.**
  - 2) Airport Update – John Devore
  - 3) Tourism Association Update – Jane Chaney
  - 4) Citizen Advisory Committee Update – Jeff Moffett
- AIR SERVICE ISSUES**
- 8:55 E-2. OLD BUSINESS
- 1) 2010-2011 air service program – discussion
  - 2) Discussion of marketing air service program
- F-2. NEW BUSINESS
- 1)
- GROUND TRANSPORTATION ISSUES**
- 9:15 E-3. OLD BUSINESS
- 1) Gunnison – CB service update
- 9:20 F-3. NEW BUSINESS
- 1) Adoption of Limited English Proficiency(LEP) plan
  - 2) Recommendation from selection committee and possible award of contract to bus service provider – possible executive session to discuss negotiations
- 9:50 G. COMMENTS FROM BOARD MEMBERS
- 9:55 H. PUBLIC COMMENT PERIOD
- 10:00 I. ADJOURNMENT

Meeting will be followed by a retreat of the board of directors & staff.

Next Meeting –October 8, 8:00 a.m. in Crested Butte

All times are approximate – the meeting may move more quickly or more slowly than indicated.

GUNNISON VALLEY TRANSPORTATION AUTHORITY  
**July 9, 2010 Meeting Minutes**

Scott Truex, Executive Director  
Kent Myers, Airplanners LLC  
Jim Starr, Gunnison County  
Paula Swenson, Gunnison County  
Jonathan Houck, City of Gunnison  
Bill Nesbitt, City of Gunnison  
Leah Williams, Town of Crested Butte  
Roland Mason, Town of Crested Butte  
Chris Morgan, Town of Mt. Crested Butte

Several other community members were present in the audience including representatives from The Town of Mount Crested Butte, Crested Butte South, Crested Butte Mountain Resort, Mountain Express, Alpine Express, the Crested Butte News, the Tourism Association, the Crested Butte/Mt. Crested Butte Chamber of Commerce, and the RTA Citizens Advisory Committee

A. INTRODUCTION – Jonathan Houck called the meeting to order at 8 a.m.

B. APPROVAL OF THE JUNE 11, 2010 MINUTES – Paula Swenson corrected a misspelled name. The minutes were unanimously approved as amended.

C. EXECUTIVE DIRECTOR’S FINANCIAL REPORT - Scott reported that the \$250,000 line of credit with Community Banks has been issued and all the airline guarantees have been paid. However, Scott noted that the monthly financial report did not reflect this change. He hoped the RTA would be able to start paying on the line of credit in the fall. The first portion of the state operating grant was also received. The DPF equipment also arrived and it is a very large piece of equipment. Scott noted an anomaly in tax revenue. The Department of Revenue sent a check for \$84,000, which is \$20,000 more than he expected in the budget. He doesn’t know exactly what caused it as individual reports won’t be available until later in July. Bill Nesbitt predicted that the increase was due to a few late payers - the city of Gunnison had four in the last round.

D. CORRESPONDENCE - Scott said no pressing correspondence had been received. Bill clarified that his preference was that he would forward general emails, good or bad, to Scott. Scott agreed, and stated that if there was a pressing issue he would discuss it with Jonathan prior to including correspondence in board packets.

**GENERAL RTA ISSUES**

**E-1. OLD BUSINESS**

1) Airport update – Paula reported that John Devore would not be available for the meeting, but that he had corresponded by email. Scott reported that the new restrooms were still under construction and that John had corresponded that things were running well at the airport. Bill mentioned the importance of having John regularly at the meetings.

2) Discussion of marketing air service program- Kent said about six weeks ago he started chatting with Jeff Moffett and Jane Chaney to come up with some marketing bullet points to focus on. He said the RTA needed to help initiate some of these plans in the next two weeks. Jane said one of the primary things they discussed was the concept of a value added promotion. They know airfares are going to be higher this year, so what sort of value can they add to a vacation deal to entice people to fly. Local education was the second issue. Jane sent an email to 800 local businesses asking them put a link to airline schedule and ticket information on their website. So far 228 people have opened the message, and it remains to be seen how many will actually post the link. Jane said education also needed to involve personal and door to door communications. Jane said the last bullet is the creation of a merged marketing plan between CBMR, Crested Butte Lodging, the Tourism Association and the RTA.

Kent said the education piece could involve a bi-weekly or monthly phone call. Kent felt a routine would help people get prepared and engaged, so if they had regular phone conferences people would be more likely to click in. Jeff Moffett said the citizens advisory committee could help get it started. Jeff said many people were not only concerned about airline performance, but also about the bus service and other RTA issues. Jonathan asked how many people were on the citizens advisory committee from the south end of the valley. He said it would be important to make sure people from the Gunnison end would be involved and have the chance to learn more about air service. Scott suggested reinstating the Citizens Advisory Committee. He ran through names on the current roster and most of the members live between CB south and Mt. CB.

Kent brought up the value added concept, but reported that Continental was not selling wholesale tickets, so there would be no 2 for 1 deals (Friends and Family Fly Free) on Continental. Kent noted that many car companies are selling cars with no interest on payments. He wondered if the RTA could think of something similar in the air program.

Jeff reported that the Continental Press release came out this week. He said many people in Houston were very excited about the news. Jane said the website already had 122 hits on it.

Jim Starr said one issue the RTA needed to discuss is how to quantify success with the airline program. Jonathan said that was one of the items they would be discussing at the board retreat.

#### F-1. NEW BUSINESS

1) Report from Tourism Association – Jane said ads were running in five new lifestyle magazines (Outdoors, etc.) and some in-flight airline magazines. She said some of the target ads to groups like hikers are getting a huge response. She said in total about 1.75 million people would be exposed to Gunnison / Crested Butte advertising in the month of July. She said general information traffic was up 33 percent in May, and 50 percent in June. Year to date they are up 42 percent.

2) Comments from Citizen Advisory Committee - Jeff said setting up monthly conference calls was a really exciting idea. He asked the board to come up with suggestions of who else should participate in the meetings. Chris Behan wanted to make sure they could discuss bus transportation, and Scott suggested having monthly topics. Kent said he wanted to hear from locals an idea for an incentive that would get them to fly out of Gunnison.

#### AIR SERVICE ISSUES

#### E-2. OLD BUSINESS

1) 2010-2011 air service program discussion – Kent reported that all the flights are loaded. The fares on Continental are not as good as they should be, but there have been a lot of group

bookings already and lots of email. Kent said Continental.com has already merged United Airline's flights into their database. Booking reports will start soon and at the end of the month he will be in Dallas and Houston meeting with various PR and management officials from the two airlines. Jeff mentioned some of the various fare and market strategies he has been discussing with Continental. Kent said Continental representatives would be making a site visit to Gunnison in a week or two. Scott noted that the RTA has still not seen the signed contract from Continental, but it was expected soon. Jonathan said Continental was estimating a maximum of \$100,000 for startup costs, but that figure could change after the site visit. However they had agreed that CBMR would not be responsible for more than that figure.

Chris Morgan said he understood the air program with Continental was just getting started, but fares were not looking very good. Chris said the fare on Continental to Gunnison was okay if flying out of some cities, but in other cities the fares are too high. Some are 40 percent higher than comparable American Airlines fares. Chris said the goal of the airline program was to get people in the valley, but \$1,000 fares from Atlanta would not achieve that. Chris noted this was the third time Continental has flown into Gunnison, and they needed to get the fares competitive if it should stay.

Jeff Moffett wanted to remind everybody about the locals fare on United. A round trip to Denver is about \$160.

## **GROUND TRANSPORTATION ISSUES**

### **E-3. OLD BUSINESS**

1) Gunnison – CB service update – Scott reported that summer ridership has increased by 274 riders despite the service being cut in half. Scott said he felt that people are willing to take the morning bus if they know they can get back at noon. About 500 riders have gotten on or off at CB South since service began there. In June the busses averaged 61 daily riders northbound and 49 southbound. Scott said that meant that the schedule was working better to get people up valley, and they were finding other ways to get back.

2) Bus # 84 mechanical issues update - Scott reported that the dusting problem with bus 84 was not in the engine, but in the transmission. He and Jonathan talked about the matter and got a quote for a replacement at \$1,600. The busses would be coming out of warranty this week. Scott said he felt the issue was related to the way the air filter was mounted. In Bluebird vehicles there is a lot of piping to remove to access the air filter, but in the Thomas vehicles there is an easy access hatch. Scott said for \$1,500 the air cleaner system in a Bluebird could be converted to a Thomas style, which might be a good thing to do for all the busses. Scott said bus 84 would be used as a backup for now.

3) Discussion regarding possibly charging passengers to ride the bus next winter – Scott provided information on public bus fares in other resort communities. He recommended that the RTA charge a fare next winter, since there will be more demand for the bus than the RTA can provide and people could get left behind. Scott said \$2 was at the low end for a bus fare. Since the RTA would not have daily contact with the busses and fare boxes, Scott recommended letting the service provider keep the fares collected. He recommended dropping the fare next spring and summer - and next winter if bus service is increased.

Bill Nesbitt asked why they shouldn't just charge a fee year round. Scott said the fee was due to a peak demand issue, and used the analogy of electric companies charging a peak demand rate. He said the overall goal for the service was to carry as many people as possible

Bill said he agreed, but noted that the RTA has no money and there were concerns how that might look if they went back to voters. Jim Starr agreed. Chris Morgan warned that the RTA

reauthorization campaign was passed by advertising free bus service. Jonathan said they could make a decision for the winter season and then revisit the issue later.

Chris Behan asked if people getting on at CB South could get a reduced fare. Chris also asked to have a firm number on the cost to continue to pull the bus into the subdivision this winter. Scott said he would not have a number on the cost until September.

Jonathan said there was room to look at potential fee options for different users later on, but he felt they were really looking to set an overall fee for everybody. Scott suggested \$2 all around, and Paula agreed. Chris Morgan said it was important for the community to recognize that the RTA has created a service that is so popular that they need to reduce demand to keep it going. Bill moved to charge a \$2 fare during the winter season, with the fare being collected by the provider. Paula seconded. Approval was unanimous.

### F-3. NEW BUSINESS

1) RFP for public transit services – discussion and board approval – Scott presented a draft RFP for bus service during the 2010/11 cycle. He pointed out that bids would be due back by September 3 and the RTA would make a decision at their September meeting. He would be sending the RFP out after Rod Landwehr reviews it, and advertisements would be running on July 30. The RFP would ask bidders to calculate the cost for 3, 6, or 10 trips a day. There was also an option for adding trips within a route, such as to CB South. Scott wanted to make sure the board was okay with extending the contract up to four years – something previous service providers have requested. Scott said the yearly financial adjustment to the contract would be based on the Denver / Boulder / Greeley CPI.

Leah moved to approve the RFP and Paula seconded. Before the vote, Jonathan asked Chris Larsen and Stewart Johnson if they had any questions. Chris said he did not. Stewart asked for a clarification on how the evaluative criteria would work this year. Scott replied that bids would earn points based on their performance in several criteria. Price was one of the criteria, and it had the largest swing (a small change in price could cause a large change in points earned for that criteria). Following the discussion, approval was unanimous.

2) Appoint selection committee for RFP process - Jonathan and Scott volunteered to be on the committee. Jim Starr nominated Jonathan, Scott and Chris Morgan for the selection committee. Leah seconded and approval was unanimous.

G. COMMENTS FROM BOARD MEMBERS - Chris wanted to report on amendments 60 and 61. He said their implications for the RTA were huge. 61 already has a 50 percent approval rating. It could end 70,000 jobs– 20,000 of those would be teaching jobs. Scott suggested putting a resolution against the issues on the next agenda.

Jonathan passed out the agenda for the board retreat. He said they would not be able to meeting after the regular meeting in August. He suggested dates of September 10 or October 8 and asked the board to check their calendars and they would pick a date through email.

Paula left the meeting at 10:15

Roland reported that on Monday the town of Crested Butte was asked by CBMR and the Chamber to give money for Continental airlines startup costs. They gave a list of other entities that were being asked for money, and Roland noticed Gunnison was not included. Jonathan said it was his recommendation to CBMR and the Chamber not to ask the City of Gunnison, since he felt there was a 99 percent chance the City would deny the request.

H. PUBLIC COMMENT PERIOD – There was no comment from the public.

I. ADJOURNMENT – Bill Nesbitt moved to adjourn and Leah seconded. Approval was unanimous and the meeting was adjourned at 10:25 a.m.

<b>Gunnison Valley Transportation Authority</b>					
<b>Financial Report - July, 2010</b>					
	<b>2010</b>	<b>% vs</b>	<b>2010</b>		<b>2010</b>
<b>Revenues</b>	<b>Actual</b>	<b>Budget</b>	<b>Budget</b>	<b>Revisions</b>	<b>Revised Budget</b>
Starting Fund Balance 1/1	\$ 322,206.87		\$ 320,000	\$ 2,207	\$ 322,207
Jan	\$ 70,451.86	-18.2%	\$ 86,100	\$ (15,648)	\$ 70,452
Feb	\$ 75,382.08	-7.3%	\$ 81,300	\$ (5,918)	\$ 75,382
Mar	\$ 98,721.00	5.1%	\$ 93,900	\$ 4,821	\$ 98,721
April	\$ 43,672.88	-15.7%	\$ 51,800	\$ (8,127)	\$ 43,673
May	\$ 85,985.11	43.8%	\$ 59,800	\$ 26,185	\$ 85,985
June			\$ 95,000	\$ (7,246)	\$ 87,754
July			\$ 120,000	\$ (13,967)	\$ 106,033
Aug			\$ 109,200	\$ (13,200)	\$ 96,000
Sept			\$ 90,200	\$ (6,200)	\$ 84,000
Oct			\$ 68,000	\$ (13,000)	\$ 55,000
Nov			\$ 57,000	\$ (12,000)	\$ 45,000
Dec			\$ 107,000	\$ (21,000)	\$ 86,000
Year-to-date Revenues	\$ 374,212.93	0.4%	\$ 372,900	\$ 1,313	\$ 374,213
Full Year - Tax Revenues	\$ 374,212.93		\$ 1,019,300	\$ (85,300)	\$ 934,000
<b>Other Revenues</b>					
Line of Credit	\$ 250,000.00		\$ 250,000		\$ 250,000
RTA Tax - Clerk	\$ 3,150.22		\$ 5,000		\$ 5,000
Denver Bus Partners	\$ 28,750.00		\$ 31,500	\$ (2,750)	\$ 28,750
Operating Grant	\$ 94,529.00		\$ 132,000		\$ 132,000
Capital Grant	\$ -		\$ 389,754	\$ (325,030)	\$ 64,724
Donations	\$ 10,237.65		\$ -	\$ 16,570	\$ 16,570
Park & Ride Partners	\$ 16,496.37		\$ -	\$ 16,496	\$ 16,496
Interest Revenue	\$ 2,675.74		\$ 7,555	\$ (4,555)	\$ 3,000
Total Revenue	\$ 780,051.91		\$ 1,835,109		\$ 1,450,540
<b>Expenses</b>					
Postage	\$ 67.03		\$ 100		\$ 100
Photocopies	\$ -		\$ 1,000	\$ (900)	\$ 100
Professional Services - Truex	\$ 44,800.00		\$ 67,200		\$ 67,200
Professional Services - Airplanners	\$ 49,266.13		\$ 72,000	\$ 1,200	\$ 73,200
Professional Services - Landwehr	\$ 3,089.66		\$ 10,800	\$ (2,800)	\$ 8,000
Professional Services - Park & Ride	\$ 7,455.99		\$ -	\$ 8,000	\$ 8,000
Professional Services - Levy	\$ 325.00		\$ -	\$ 1,000	\$ 1,000
Professional Services - Dawson	\$ 592.50		\$ -	\$ 1,200	\$ 1,200
Audit Cost	\$ 2,250.00		\$ 2,318	\$ (68)	\$ 2,250
Revenue Collection Fee	\$ 5,342.00		\$ 15,000	\$ (4,400)	\$ 10,600
Airline Guarantees	\$ 600,000.00		\$ 600,000		\$ 600,000
Fees	\$ 8.11		\$ 150	\$ (123)	\$ 27
Bank Fees	\$ 1,561.00		\$ 1,550	\$ 11	\$ 1,561
Donations	\$ -		\$ 500	\$ (500)	\$ -
Ground Transportation	\$ 190,732.20		\$ 302,200	\$ (15,476)	\$ 286,724
Denver Bus Service	\$ -		\$ 45,500	\$ (2,750)	\$ 42,750
Advertising	\$ 4,262.48		\$ 5,000	\$ 700	\$ 5,700
Travel & Transportation	\$ 181.50		\$ 1,200		\$ 1,200
D&O Insurance	\$ 3,238.00		\$ 3,500	\$ (262)	\$ 3,238
Meals & Lodging	\$ 227.88		\$ 3,500	\$ (2,500)	\$ 1,000
Dues & Meetings	\$ 3,229.25		\$ 4,000	\$ (700)	\$ 3,300
Repair & Maintenance - Vehicles	\$ 14,575.05		\$ 40,000	\$ (2,000)	\$ 38,000
Fuel	\$ 37,220.38		\$ 62,300	\$ (6,081)	\$ 56,219
Equip & Furn under \$1,000	\$ 64.94		\$ -	\$ 65	\$ 65
Capital Costs	\$ 64,724.36		\$ 389,754	\$ (325,030)	\$ 64,724
Interest	\$ 2,166.66		\$ 5,000	\$ 500	\$ 5,500
Treasurer's Fees	\$ 16,044.45		\$ 16,000	\$ 5,200	\$ 21,200
Transfer to General Fund	\$ 15,316.00		\$ 26,256		\$ 26,256
Principle Payments	\$ 100,000.00		\$ 250,000		\$ 250,000
Total Expenses	\$ 1,166,740.57		\$ 1,924,828		\$ 1,579,114
Revenues Over (Under) Expenses	\$ (386,688.66)		\$ (89,719)		\$ (128,574)
Balance Remaining	\$ (64,481.79)		\$ 230,281		\$ 193,633
Revenues Received after Report	\$ 195,574.87		(\$64,724 Capital Grant + \$87,753.87 June Revenues + \$35,673 Operating Grant		
Principle Payments after Report			+ \$3,008 CASTA refund+\$4,416 CB South)		
Net Balance - Remaining	\$ 131,093.08				
Principle due on LOC	\$ (150,000.00)				
Total Current Equity	\$ (18,906.92)				

Report shows posted revenues through May & expenditures through July

Report prepared by Scott Truex with information from the County Finance department on August 31, 2010

**RESOLUTION NO. 2  
SERIES 2010**

**A RESOLUTION OPPOSING THE THREE COLORADO STATEWIDE BALLOT MEASURES KNOWN AS PROPOSITION 101, AMENDMENT 60, AND AMENDMENT 61.**

**WHEREAS**, the measures appearing on the November statewide ballot would significantly damage Colorado's state and local governments from funding their most basic level of services related to safety, education and transportation; and

**WHEREAS**, the three measures would slash at least \$1 billion annually in state taxes, roll back half of all school property taxes statewide and drastically limit government's ability to construct new buildings; and

**WHEREAS**, one of the many components of Proposition 101 reduces vehicle registration fees (annual license plate fees) to their level from the year 1919, a provision that alone would devastate Colorado's ability to maintain safe roads and bridges; and

**WHEREAS**, one of the many components of Amendment 60 overturns hundreds of elections approved by local voters during the past eighteen years, creating financial chaos for school districts and local communities; and

**WHEREAS**, one of the many components of Amendment 61 eliminates any practical means for state and regional governments to make future road, highway and bridge improvements, or other capital improvements to their districts; or improvements to public schools, city facilities, and county facilities; and

**WHEREAS**, the cumulative and destructive nature of the three measures would ensure that Colorado would surrender its competitive standing to attract large and small employers alike, and would result in little to no economic growth for the state, a steady decline in property values and the erosion of the state and local tax base;

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE GUNNISON VALLEY TRANSPORTATION AUTHORITY** does hereby oppose the three ballot measures known as Proposition 101, Amendment 60 and Amendment 61 and urge the defeat of these measures at the November 2, 2010 General Election.

**INTRODUCED, READ AND ADOPTED THIS 10<sup>th</sup> DAY OF SEPTEMBER, 2010.**

ATTEST: GUNNISON VALLEY TRANSPORTATION AUTHORITY

\_\_\_\_\_  
Leah Williams, Secretary

By: \_\_\_\_\_  
Jonathan Houck, Chairperson of the Board

**CERTIFICATION**

I hereby certify that the above is a true and complete copy of Resolution No. 2, Series 2010 which was duly adopted by the Board of Directors at its regular meeting on September 10, 2010.

\_\_\_\_\_  
Leah Williams, Secretary

Ridership on the RTA Gunnison - Crested Butte Route											
Year	Month	Riders	Bus Trips	Miles	Days	Riders		Riders	Bus Trips	Riders	Total
						per trip	per day	Last Year	Last Year	Last Year	Riders Change
2010	January	15,050	644	21,888	31	23.37	485.5	15,829	684	23.14	(779)
2010	February	13,446	574	18,368	28	23.43	480.2	13,060	622	21.00	386
2010	March	12,853	630	20,160	31	20.40	414.6	12,434	682	18.23	419
2010	April	3,951	238	7,616	30	16.60	131.7	3,954	260	15.21	(3)
2010	May	2,206	186	5,952	31	11.86	71.2	2,029	222	9.14	177
2010	June	3,311	180	5,760	30	18.39	110.4	3,037	360	8.44	274
2010	July	3,146	186	5,952	31	16.91	101.5	3,913	371	10.55	(767)
2010	August	2,849	186	5,952	31	15.32	91.9	3,228	323	9.99	(379)
<b>Total</b>											
		56,812	2,824	91,648	243	20.12	233.8	57,484	3,524	16.31	(672)

### CB South Riders:

April - November, 2010 Ridership including CB South Stops													
Month	# of days	Total			Total					Total Riders	CB South Riders	%	
		Northbound Riders	Riders Off in CB South	Riders On in CB South	Southbound Riders	Riders On in Mt. CB	Riders On in C.B.	Riders Off in CB South	Riders On in CB South				
April	26	1,062	58	72	981	324	588	90	69	2,043	289	14.15%	
May	31	1,213	72	113	993	276	645	101	72	2,206	358	16.23%	
June	30	1,843	83	220	1,468	483	869	151	116	3,311	570	17.22%	
July	31	1,686	76	191	1,460	567	806	126	87	3,146	480	15.26%	
August	31	1,546	66	196	1,303	477	718	128	108	2,849	498	17.48%	
<b>Total</b>	<b>149</b>	<b>7,350</b>	<b>355</b>	<b>792</b>	<b>6,205</b>	<b>2,127</b>	<b>3,626</b>	<b>596</b>	<b>452</b>	<b>13,555</b>	<b>2,195</b>	<b>16.19%</b>	
Daily Averages													
		Average			Average					Average Riders	CB South Riders		
		Northbound Riders	Riders Off in CB South	Riders On in CB South	Southbound Riders	Riders On in Mt. CB	Riders On in C.B.	Riders Off in CB South	Riders On in CB South				
April		40.8	2.2	2.8	37.7	12.5	22.6	3.5	2.7	78.6	11.1		
May		39.1	2.3	3.6	32.0	8.9	20.8	3.3	2.3	71.2	11.5		
June		61.4	2.8	7.3	48.9	16.1	29.0	5.0	3.9	110.4	19.0		
July		54.4	2.5	6.2	47.1	18.3	26.0	4.1	2.8	101.5	15.5		
August		49.9	2.1	6.3	42.0	15.4	23.2	4.1	3.5	91.9	16.1		
<b>Total</b>		<b>49.3</b>	<b>2.4</b>	<b>5.3</b>	<b>41.6</b>	<b>14.3</b>	<b>24.3</b>	<b>4.0</b>	<b>3.0</b>	<b>91.0</b>	<b>14.7</b>		

# **LIMITED ENGLISH PROFICIENCY PLAN**

## **Gunnison Valley Transportation Authority (Gunnison Valley RTA)**

**September 10, 2010**

### **I. INTRODUCTION**

This Limited English Proficiency (LEP) Plan, for the Gunnison Valley RTA has been developed in response to federal requirements included under Section 601 of Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d), which provides that no person shall “on the grounds of race, color or national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”

Federal Executive Order No. 13166, issued in August 2000 by President Clinton, "Improving Access to Services for Persons with Limited English Proficiency," was created to "... improve access to federally conducted and federally assisted programs and activities for persons who, as a result of national origin, are limited in their English proficiency (LEP)..." President Bush affirmed his commitment to Executive Order 13166 through a memorandum issued on October 25, 2001, by Assistant Attorney General for Civil Rights, Ralph F. Boyd, Jr. and Acting Assistant Attorney General, Loretta King directed a strengthening of enforcement of Title VI in a memorandum dated July 10, 2009.

As a sub-recipient of funds from the Federal Transit Administration (FTA), through the Colorado Department of Transportation (CDOT), this Limited English Proficiency (LEP) Plan for the Gunnison Valley RTA has been developed to ensure compliance with Federal LEP regulations. It includes an assessment of the limited English proficiency needs of our area, an explanation of the steps we are currently taking to address these needs, and the steps we plan to take in the future to ensure meaningful access to our transit programs by persons with limited English proficiency.

### **II. LIMITED ENGLISH PROFICIENCY NEEDS OF AREA**

The *Four-Factor Analysis* developed by the FTA requires that information be included in LEP Plans regarding the number and percentage of LEP persons in our area, and the nature, frequency and importance of the contact we have, with LEP persons, in providing transit services. Each of these elements is addressed below.

## Number and Percentage of LEP Persons in Our Area

### Permanent Population

#### *U.S. Census Data*

The U.S. Census provides information to assist in estimating the number of limited English speakers in the permanent population. While the 2010 Census will provide up-to-date data, that information is not yet available. For small urban areas and rural counties, the best data available is from the U.S. Census 2000. Table 1 presents information for Gunnison County on *Language Spoken at Home by Ability to Speak English*, based on the year 2000 Census.

**TABLE 1 - Individuals Speaking English "Not Well" or "Not at All**

Data Category	Gunnison County	
	#	%
Total Population (5 years old & older)	13,306	100%
<i>Population Speaking English "Not Well" or "Not at All"</i>	215	1.6%
<i>Population Speaking English "Not Well" or "Not at All"</i>		
Spanish	151	70%
Other Indo-European	64	30%
Asian and Pacific Islander	0	0%
Other	0	0%
Total	215	100%

Source: U.S. Census 2000, population 5 years old and older,  
speaking another language in the home, who speak English  
"Not Well" or "Not at All."

As the table shows, there were very low numbers and percentages of persons in the permanent population of Gunnison County, in the year 2000, who had difficulty speaking English; 215 individuals, less than 2% of all persons age 5 and over. Most of those with difficulty were Spanish speakers in the valley who might use the RTA service to get to work but there were also some speakers of other Indo-European languages.

*School District, Gunnison County Multicultural Center, and Other Local Data*

U.S. Census data indicates a very low need to respond to individuals in our service area who have difficulty with English. Those who do have difficulty are primarily Spanish speakers but there is also a significant percentage of individuals speaking other Indo-European languages. Therefore, for this LEP Plan, additional local contacts were not made to clarify the need among the permanent population of our service area. However, we are committed to monitoring LEP needs among the permanent population over time.

### **Visitors**

During the March, 2009 survey of our riders, it was noted that only 8% of our riders are not residents of Gunnison County. However, due to the fact that some of our riders are visitors to Crested Butte Mountain Resort there is a potential need for special services for LEP individuals from our visitor population. As a year round resort community, the Crested Butte/Mt. Crested Butte area, as well as Gunnison County as a whole, attracts individuals from all over the world. We are therefore sensitive to LEP needs among visitors to our area.

### **Summary**

Given the resort nature of the Gunnison Valley RTA service area, the fact that many of the Spanish speakers work at the resort, and the large number of visitors we have, including those who potentially have Limited English Proficiency needs, we are committed to addressing those needs.

### **Nature, Frequency and Importance of LEP Contact**

The nature and importance of LEP contact is high for public transit services in general, and in our service area, we are sensitive to those needs. We have daily contact with non-English speakers who are commuting to work. Therefore, strategies to address this need have been developed and will continually be reviewed, and improved where needed.

## **III. CURRENT LEP EFFORTS**

Due to the resort nature of our service area, the potential numbers and percentages of LEP persons are significant. As a public transit provider we are committed to addressing the on-going need to service LEP individuals. Therefore, in recent years we have undertaken the following efforts. We ask our provider (Mountain Express at the time of the adoption of this plan) to follow their own LEP practices and to make our schedules available in Spanish when requested to do so. We adopted an LEP Policy in May, 2010 and adopted this plan in September, 2010.

## **IV. PLANS FOR THE FUTURE LEP EFFORTS**

Given the current and potential future need to respond to individuals with Limited English proficiency our LEP Plan includes the elements identified below.

## **Identifying LEP Persons Who Need Language Assistance**

In order to identify potential future LEP needs with respect to our transit service we will undertake the following:

- Review Census updates as they become available;
- Periodically review perceived LEP needs with our contracted provider and their drivers;
- Make periodic contacts with the Gunnison County Multicultural Center, and other community agencies that may know of LEP persons or groups.

## **Language Assistance Measures**

As the need arises, we will consider the following to respond to LEP needs:

- Asking our provider to obtain copies of “I Speak Cards” to have on hand if needed;
- Develop Spanish versions of marketing materials, public notices, and related information, as appropriate;
- Asking our provider to consider hiring Spanish-speaking drivers;
- Ask our provider to obtain copies of CDOT’s “Basic Spanish for Transit Employees” and distribute to drivers and customer service staff, as appropriate;
- Become familiar with Language Line Services at <http://www.language.com>;
- Use CDOT’s new translation service when it becomes available to translate more documents into Spanish;
- Identify other community resources such as agencies serving LEP persons which may have resources to share.

## **Staff Training**

Similarly, as the need arises, we will consider requiring our provider to address the following staff training topics:

- Federal LEP requirements, your LEP Plan and Title VI;
- Documenting language assistance requests;
- Use of any of the language assistance measures as described above.

## **Outreach Efforts**

Similarly, as the need arises, we will consider the following staff training topics:

- Identify agencies in our area that may serve LEP populations
- Provide information on your services to them, as appropriate
- Provide opportunities for LEP participation at public meetings, through advertising and conduct of meetings, as appropriate

### **Monitoring and Updating Plan**

We will monitor and update this plan every 2-3 years, as needed. This will include:

- Reviewing our LEP Plan with our provider and make adjustments, as needed
- Pay particular attention to demographic changes in our area and to any LEP-related complaints we receive.

### **Disseminating Our LEP Plan**

- Have copies of our plan available to give to agencies serving LEP populations in our area and or for individual requests;
- Post our plan on our website;
- This plan was adopted by the Board of Directors of the Gunnison Valley Transportation Authority at their September 10, 2010 regular meeting.

## **APPENDIX A**

### **U.S. CENSUS DATA SOURCES**

The U.S. Census provides two good sources for estimating the number of limited English speakers by various geographic areas (counties, urban areas, places, etc.). The year 2000 Census has the most complete data in terms of areas covered. Updates are also provided for cities over 60,000 population (2008 updates) and for cities over 20,000 population (2006 to 2008 updates). Beginning October 2010 data will be updated annually for all geographic areas.

#### **Year 2000 Census Data**

Data from the 2000 Census is available for a variety of geographic areas (counties, urban areas, places, etc.). To access 2000 census data go to the U.S. Census web site at <http://www.census.gov> and follow these steps:

Select "American FactFinder"(on left)  
Select "Data sets" and choose "Decennial Census".  
Select "Census 2000 Summary File 3 (SF3) Sample Data" and choose "Detailed Tables".

Click on the geography drop down box and choose "County" (or "Urban Area," "Place" or some other geographic area listed). If you're looking for data by county, select the state of your choice and the county of your choice and then enter "Add" and "Next" or "Show Result". Click on "by keyword" and type in "Language" and then choose "Search." Wait for the data to be retrieved, then click on the desired table and then "Add" and "Show Results."

Two tables appear to be most useful, Table P19 and Table P20:

Table P19 is titled "Age by Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over." It identifies, by age group and language group, the number of individuals who speak English "very well," "well," "not well" and "not at all" in the geographic area you have selected.

Table P20 is titled "Household Language by Linguistic Isolation" and shows the numbers of households which are "linguistically Isolated" by language group for your area you selected. Households that are "linguistically isolated" are those in which all household members age 14 and over have some difficulty with English.

#### **Census Updates**

For 2008 estimates (available for cities over 60,000 population) and for 2006-2008 estimates (available for cities over 20,000 population), go to [www.census.gov](http://www.census.gov).

Then, after going to American FactFinder, select “American Community Survey” as the data set. Then work your way through the choices in the same manner as for the year 2000 data set.

For additional information, contact either: 1) the U.S Census, Information Resources and Dissemination Branch, Data Integration Division, U.S. Census Bureau, 301-763-2422 or toll free 1-866-758-1060 (on ask a question on-line and you will get a response in a day or two), or 2) the Colorado Demographers Office, Colorado Department of Local Affairs, 303 866-2156