

CITY OF BROWNSVILLE, TEXAS

2013

Brownsville Metro Title VI Program



City of Brownsville, Texas

Submitted

1/23/2013

RESOLUTION NO. 2013-010

**A RESOLUTION APPROVING THE BROWNSVILLE METRO'S
TITLE VI PROGRAM AND AUTHORIZING ITS SUBMISSION
TO THE FEDERAL TRANSIT ADMINISTRATION.**

WHEREAS, Section 601 of Title VI of the Civil Rights Act of 1964 provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance; and

WHEREAS, the City of Brownsville, Texas is a recipient of Federal financial assistance through the Federal Transit Administration, an operating administration within the United States Department of Transportation; and

WHEREAS, the United States Department of Transportation has issued Title VI implementing regulations and guidelines to recipients on the requirements of Title VI; and

WHEREAS, the Federal Transit Administration (FTA) has provided additional guidance to its recipients to document their compliance with Title VI on the transit-related aspects of the City of Brownsville's activities; and

WHEREAS, Brownsville Metro, the public transit department, has presented to the City Commission its Title VI Program documenting its compliance with the Title VI regulations on the transit-related aspects of its activities;

NOW, THEREFORE, BE IT RESOLVED by the City Commission of the City of Brownsville, Texas:

THAT the City of Brownsville, Texas continues to be committed to operating its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act; and

THAT the City Commission has approved the Title VI Program presented by Brownsville Metro for the City of Brownsville's transit-related activities; and

THAT the City Manager or his designee is authorized to submit the Brownsville Metro's Title VI Program as directed by the Federal Transit Administration.

PASSED AND APPROVED on January 22, 2013.



Antonio Martinez
Mayor

ATTEST:



Estela Von Hatten
City Secretary



Section 1
Title VI Notice

Title VI Notification

The City of Brownsville, Texas provides the public with notification of Title VI protection through a variety of means including posters developed by the City, posters developed by the Texas Department of Transportation and notices on the City's web site.

The attached notices are disseminated as follows:



The notices above are printed as 11"x17" posters that are and placed inside of revenue vehicles operated by the City of Brownsville. They are also included in the rotation of advertisements and notices broadcast on the four large video display boards in the waiting area of the La Plaza at Brownsville multimodal terminal.



The notices above have been printed and placed on a bulletin board in the foyer / reception area of La Plaza at Brownsville multimodal terminal near the entrance to the Brownsville Metro administrative offices.



The image above is a screen shot of the web page on our web site that addresses Civil Rights – Title VI. The web page is located at the following address: <http://bmetro.cob.us/titleIV>. It includes instructions on filing complaints as well as links to the Title VI complaint form.

KNOW YOUR RIGHTS

Title VI of the Civil Rights act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs & activities receiving Federal financial assistance (**42 U.S.C. Section 2000d**).

The City of Brownsville is committed to practicing non-discrimination. **If you believe you have been subjected to discrimination you may file a complaint with the City of Brownsville.**

For more information visit us on the web at **bmetro.cob.us** and click on **Civil Rights - Title VI** or call **(956) 541-4881**.



CONOZCA SUS DERECHOS

El Título VI de la Ley de los Derechos Civiles de 1964 es una ley federal que protege a los individuos contra la discriminación basada en raza, color o nacionalidad, en los programas que reciben asistencia financiera federal. **(42 U.S.C. Sección 2000d).**

La Ciudad de Brownsville esta enfocada en garantizar que nadie sea discriminado(a). **Si usted cree que ha sido discriminado(a), puede presentar una queja a la Ciudad de Brownsville.**

Para mas detalles visita la pajina de internet **bmetro.cob.us** y busca **Civil Rights - Title VI** (Derechos Civiles - Título VI) o comuniquese al telefono **(956) 541-4881**.



Title VI

*Protecting Your Civil Rights
is Good Business*

It is our policy to ensure that no person in the United States of America shall on the grounds of race, color, national origin, sex, age or disability be excluded from the participation in, be denied the benefits of, or otherwise be subjected to discrimination under any of our programs and activities.



The Texas Department of Transportation (TxDOT) hereby gives public notice that it is the policy of the Department to assure full compliance with Title VI of the Civil Rights Acts of 1964, the Civil Rights Restoration Act of 1987 and related statutes and regulations in all programs and activities.

Any person who believes they have been subjected to unlawful discriminatory practices under Title VI has the right to file a formal complaint. Any such complaint must be filed in writing or in person with the Texas Department of Transportation, Office of Civil Rights, 125 East 11th Street, Austin, Texas 78701-2483 within 180 days following the date of the alleged discriminatory action.



www.txdot.gov

Título VI

*Protegiendo Sus Derechos
Civiles es Buen Negocio*

Es nuestra política de que ninguna persona en los Estados Unidos, en base a su raza, color, nacionalidad, sexo, edad o incapacidad, se excluirá de participar en, negar los beneficios de, o someter a discriminación bajo de nuestros programas y actividades.



Departamento de Transporte del Estado de Texas (TxDOT), por este medio, da este aviso público asegurando que la política del Departamento está conforme a y completamente de acuerdo con el Título VI del Acta de los Derechos Civiles de 1964, el Acta de Restauración de los Derechos Civiles de 1987 y de estatutos y regulaciones relacionados con todos los programas y las actividades.

Cualquier persona que crea que haya sido sujeta a una práctica discriminatoria e ilegal bajo del Título VI tiene el derecho de registrar una queja formal. Cualquier queja se debe presentar por escrito ó en persona en la Oficina de Derechos Civiles de TxDOT (Office of Civil Rights), 125 East 11th Street, Austin, Texas 78701-2483 dentro de 180 días despues de la fecha de la supuesta acción discriminatoria.



www.txdot.gov

Section 2

Complaint Procedures & Complaint Form



Procedures for Filing Discrimination (Title VI) Complaints

Individuals or organizations who believe they have been denied the benefits of, excluded from participation in, or subject to discrimination on the grounds of race, color, or national origin by Brownsville Metro may file a Title VI complaint with Brownsville Metro. Brownsville Metro investigates complaints received no more than 180 days after the alleged incident.

Individuals and organizations may file a complaint by completing the attached Brownsville Metro Title VI Complaint Form. Complaints must be signed, include contact information, and hand delivered or mailed to:

Brownsville Metro
Attention: Title VI Complaint
755 International Blvd.
Brownsville, TX 78520

Once a complaint is received, Brownsville Metro will review it to determine if it has jurisdiction. The complainant will receive an acknowledgement letter informing her/him whether the complaint will be investigated by Brownsville Metro.

Brownsville Metro strives to investigate complaints received within 90 days. If more information is needed to resolve a case, the investigator may contact the complainant by phone or in writing to request additional information. Unless otherwise stated in writing, the complainant will have 21 calendar days to provide any additional information requested by the investigator. Failure of the complainant to provide the requested information by 21 calendar days or the date specified in writing may result in the administrative closure of the complaint or a delay in the complaint resolution. A case can be administratively closed also if the complainant no longer wishes to pursue their case.

After the investigator reviews the complaint, she/he will issue one of two letters to the complainant: a closure letter or a Letter of Finding (LOF). A closure letter summarizes the allegations and findings and states that there was not a Title VI violation and that the case will be closed. An LOF summarizes the allegations and the findings of the investigation, and explains whether any disciplinary action or other action will occur. If the complainant wishes to appeal the decision, she/he has 30 days after the date of the closure letter or the LOF to do so.

A person may also file a complaint directly with the Federal Transit Administration, at FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.



Procedimientos Para La Presentación De Quejas De Discriminación (Título VI)

Individuos y organizaciones que creen que Brownsville Metro les ha negado los beneficios, les ha excluidos de la participación, o les han sujetados a discriminación por motivos de raza, color de piel u origen nacional, pueden presentar una queja de1 Título VI. Brownsville Metro no hará investigaciones a partir de 180 días después del incidente.

Individuos y organizaciones pueden presentar una queja a través del adjuntado formato de Quejas de Discriminación. Las quejas deben ser firmadas, incluir información de contacto y ser entregado directamente o enviado por correo a:

Brownsville Metro
Atención: Título VI denuncia
755 International Blvd.
Brownsville, TX 78520

Una vez recibida, Brownsville Metro examinará la queja para determinar si tiene jurisdicción. El reclamante recibirá una carta informándole si la queja será investigada por Brownsville Metro.

Brownsville Metro se esforzara para investigar las quejas recibidas en un plazo de 90 días. Si necesita más información para resolver un caso, el investigador puede comunicarse con el reclamante por teléfono o por escrito para solicitar información adicional. El reclamante tendrá 21 días, al menos que se indique otra fecha por escrito, para proporcionar cualquier información adicional solicitada por el investigador. Si el reclamante no proporciona la información solicitada dentro de 21 días de la fecha especificada por escrito, se cerrara el caso administrativo de la queja o habrá una demora en la resolución de la queja. El caso puede ser administrativamente cerrado si el reclamante ya no desea seguir su caso.

Después de que el investigador examina la queja, emitirá una de dos cartas al reclamante: una carta de cierre o una Carta de Fallo (CDF). Una carta de cierre resume las declaraciones y hallazgos y afirma que no hubo una violación del Título VI y que el caso será cerrado. Un CDF resume las declaraciones y los hallazgos de la investigación y describe cualquier acción disciplinaria o cualquier otra acción ocurrida. Si el reclamante desea apelar la decisión, el reclamante tiene 30 días después de la fecha de la carta de cierre o el CDF para someterla.

Una persona también puede presentar una queja directamente con el Federal Transit Administration, Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.



Title VI Complaint Form

The City of Brownsville is committed to ensuring that no person is excluded from participation in or denied the benefits of services on the basis of race, color or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended. Title VI complaints must be filed no more than 180 days after the alleged incident.

Please complete and submit this form in person at the address below, or mail this form to:

**City of Brownsville
Brownsville Metro Title VI Coordinator
755 International Blvd.
Brownsville, Texas 78520.**

Section I		
Name:		
Address:		
Telephone (Home):	Telephone (Other):	
E-mail Address:		
Accessible Format Requirement (please describe):		
Section II		
Are you filing this complaint on your own behalf (circle one)?		Yes* No
*If you answered "yes," 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 permission of the aggrieved party if you are filing on behalf of a third party.		Yes No
Section III		
I believe the discrimination I experienced was based on (check all that apply):		
<input type="checkbox"/> Race	<input type="checkbox"/> Color	<input type="checkbox"/> National Origin
Date of Alleged Discrimination (Month, Day, Year):		

Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. If more space is needed, please use the back of this form or attach a separate sheet.

Section IV

Have you previously filed a Title VI complaint with the City of Brownsville?	Yes	No
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Section V

Have you filed this complaint with any other Federal, State, or local agency, or with any Federal or State court?

Yes No

If "Yes," check all that apply:

Federal Agency: _____

Federal Court: _____

State Agency: _____

State Court: _____

Local Agency: _____

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

Name: _____

Title: _____

Agency: _____

Address: _____

Telephone: _____

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

Signature and date required below:

Signature Date



Formulario De Quejas De Discriminación

La Ciudad de Brownsville, Texas centra sus esfuerzos en garantizar que nadie sea excluido de la participación en sus servicios ni que se nieguen los beneficios de estos, con base en raza, color de piel u origen nacional, en conformidad con las disposiciones del Título VI de la Ley de Derechos Civiles de 1964. Las quejas bajo el Título VI deberán presentarse no más tarde de 180 días a partir de lo ocurrido “discriminación declarada”.

Llene este formulario y entréguelo directamente o por correo a la siguiente dirección:

**City of Brownsville
Brownsville Metro Title VI Coordinator
755 International Blvd.
Brownsville, Texas 78520.**

Sección I		
Nombre:		
Dirección:		
Nº de Teléfono (Casa):	Nº de Teléfono (Otro):	
Correo Electrónico:		
Si usted se necesita un formato accesible, indíquelo aquí:		
Sección II		
¿Esta usted presentando este queja por usted mismo (marca uno)?	Sí*	No
*Si usted marco “Sí,” procede a la Sección III.		
Si usted marco “No,” indique el nombre de la persona de quien usted está presentando este queja y su relación con esa persona:		
Indique porque usted presento esta queja con el nombre de esta persona:		
Confirme que usted ha recibió el permiso para presentar esta queja departe de la persona agredida.	Sí	No
Sección III		
Yo creo que la discriminación que experimenté está basada en (marque los adecuados):		
<input type="checkbox"/> Raza	<input type="checkbox"/> Color de piel	<input type="checkbox"/> Origen nacional
Fecha del acto de discriminación declarado (Mes, Día, Año):		

Explique tan claramente como le sea posible lo que pasó y por qué usted cree que fue objeto de discriminación. Describa a todas las personas que estaban implicadas. Incluya el nombre y la información del discriminante (si se conoce) así como nombres e información de cualquier testigo. Si necesita más espacio, por favor utilice la parte de atrás de este formato o adjunte una hoja por separado.

Sección IV

¿Usted ha presentado una queja anteriormente de discriminación a la Ciudad de Brownsville?	Sí	No
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Sección V

¿Usted ha presentado esta queja de discriminación con alguna otra agencia federal, estatal o local, o con algún tribunal federal o estatal?

Sí No

Si usted marco “Sí,” marca toda agencia o tribunal que aplique:

Agencia Federal: _____

Tribunal Federal: _____

Agencia Estatal: _____

Tribunal Estatal: _____

Agencia Local: _____

Por favor proporcione información acerca de una persona de la agencia o tribunal donde usted presentó la queja.

Nombre:

Título:

Agencia:

Dirección:

Teléfono:

Usted puede adjuntar cualquier material escrito u otro tipo de información que usted piensa que es pertinente a su queja.

Firma y fecha requerida:

Firma

Fecha

Section 3
List of Public Transit-Related Title VI
Investigations, Complaints or Lawsuits

Section 4

Public Participation Plan

City of Brownsville



Public Participation Policy For Public Transit Programs & Activities

Adopted January 2, 1996
Revised February 18, 2003
Revised September 2011
Revised December 2012

755 International Blvd
Brownsville, Texas 78520

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I. PURPOSE

This Public Participation Policy for Public Transit Programs and Activities has been established to ensure an adequate level of public involvement in the City's public transit service and fare change process and in other matters requiring such involvement as directed by the Federal Transit Administration (FTA).

II. GUIDELINES

The City of Brownsville will apply the public participation process in the following instances:

1. An increase in the fare charged for fixed route and demand response services;
2. A reduction of service of:
 - a. 25% or more of the number of vehicle revenue miles on a route, or;
 - b. 5% or more of cumulative vehicle revenue miles of the system as computed on a daily basis for the day of the week for which changes are proposed.
3. A new route is proposed.
4. A route segment is proposed through a neighborhood not previously served.
5. In order to comply with all Federal Transit Administration (FTA) requests and requirements for public participation.

III. METHODS FOR OBTAINING PUBLIC COMMENTS

Several or all of the following resources will be utilized to attract the greatest public input.

1. Passenger comment cards: Comment cards shall be used to assess customer opinions about proposed route changes or fare increases. They shall be available on buses serving all routes in the case of a proposed fare increase or affected routes in the case of route or service reductions. They shall also be available at bus stations. Comments shall be tabulated and the data provided to the City Commission as appropriate.
2. Customer Announcements: Customer announcements through the public address system at bus stations and on revenue vehicles shall be used to provide specific details of service changes, fare increase or to publicize meetings.
3. Public Hearings/Open Forums: Public hearings and/or open forums shall be held for specific communities to discuss proposed service changes that are system-wide and to obtain comments on fare increase proposals. Logistics, publicity, minutes of the meeting plus necessary follow-up are coordinated to ensure public

Public Participation Policy for Public Transit Programs & Activities

concerns are accurately noted and the subsequent responses are communicated to the individuals or groups involved.

4. Interior Bus Signs: Interior bus signs shall be produced to alert passengers of proposed or impending major service changes or fare increases. Space limitations usually allow only a listing of routes affected by service changes. A special sign can also be placed on the panel behind the bus operator affording increased visibility for important messages.
5. Telephone Hotline: Because not all interested persons are able to attend public meetings, customer service and telephone information center numbers are publicized and are an additional way individuals may obtain information about proposed fare increases and service changes and offer their comments.
6. Advertisements: Paid advertisements are placed in the local newspapers to provide information of fares to be changed.
7. News Releases: News releases shall be used to publicize service changes, fare increases and public meetings. These are often tailored for the specific areas to be affected by the change.
8. Personal contacts: For individuals working or residing in the downtown area of Brownsville, there is the added option of receiving information from and offering comments directly to the Brownsville Metro Customer Service personnel at the downtown bus terminal. In addition, public transit staff is often invited to speak before civic and community groups and has an opportunity to present programs and plans and obtain feedback during such events.
9. Bus Operators: While drivers may not know all changes and the details of the many activities of the public transit division, each driver can provide information pertaining to the specific routes or areas that he/she serves.

IV. CRITERIA FOR ESTABLISHING PUBLIC HEARINGS/FORUMS

1. The public will be notified at least two weeks in advance of any public hearings/forums to be conducted by the City in connection with any pending service changes via newspaper advertising in English and Spanish.
2. Any FTA Circular establishing guidelines for particular public hearings/forums will take precedence over this policy.
3. The time for public hearings will be at approximately 6:00 PM or at a time believed to allow for the greatest participation by the target group.
4. There will be at least two public hearings/forums established for any of the guidelines mentions above, as follows:

Public Participation Policy for Public Transit Programs & Activities

- a. One meeting will be at a location easily accessible to the greatest amount of people affected by the change in service. Potential meeting places will be evaluated (i.e. public meeting facilities, churches, schools, etc.) for accommodation and for easy accessibility for people with disabilities.
- b. Should City Commission approval be needed for the adoption of any service changes, then the final public hearing/forum will be held during a regularly scheduled City Commission meeting.

V. DOCUMENTATION

1. Minutes of any public hearing/forum will be recorded.
2. The public may pick up a copy of the minutes at the administrative offices of the public transit division.
3. All comments and questions will be given due consideration.
4. Public documents will be made available in large print upon request.

VI. CONTACT

Any comments or inquires regarding public transit service provided by the City may be made through any of the following means:

Mail:

Brownsville Metro
City of Brownsville
755 International Blvd
Brownsville, Texas 78520

E-mail:

bmetro@cob.us

Telephone:

(956) 541-4881

Facsimile:

(956) 574-6675

VII. SUMMARY OF OUTREACH EFFORTS MADE SINCE LAST SUBMISSION

Since the last submission of its Title VI program, the City of Brownsville, Texas has made various outreach efforts to seek out and consider the needs and input of the general public and interested parties in the development of its annual program of projects (49 U.S.C. Section 5307(b)) and to consider public comment before carrying out a major reduction of transportation service (49 U.S.C. Section 5307(c)(1)). The following table summarizes outreach efforts for each:

Year	Reason for Outreach	Outreach Activities Undertaken
2009	To comply with public participation requirements of 49 U.S.C. Section 5307(b) (development of program of projects)	<ul style="list-style-type: none"> • Published an advertisement on Sunday, July 19, 2009 in the legal notices section of The Brownsville Herald newspaper. The ad included a list of the proposed activities including a breakdown of funding proposed for each activity, announced the date and time a public hearing would be held on the POP. It also included the address and other contact information for the public to access and inspect a copy of the POP and draft grant application as well as provide comments orally or in writing. • The same advertisement was published in Spanish in El Nuevo Herald, a local Spanish language newspaper, on the same day. • A public hearing was held at a regularly scheduled City Commission meeting on August 4, 2009.
2009	To comply with public participation requirements of 49 U.S.C. Section 5307(c)(1) (proposed elimination of a fixed route)	<ul style="list-style-type: none"> • Flyers were created in English and Spanish notifying passengers that the City was proposing to eliminate a route and the dates, times and locations for two public meetings and a public hearing to be held. The flyers were distributed to passengers of the route by the bus drivers. • Bus drivers verbally announced to passengers that the route was proposed for elimination. • Two public meetings were held at a church located along the route. The meetings were held in the afternoon and free transportation services were offered to anyone interested in participating. Comments were received in writing and orally. • A public hearing was also held at a regularly scheduled City Commission meeting.

Public Participation Policy for Public Transit Programs & Activities

Year	Reason for Outreach	Outreach Activities Undertaken
2010	To comply with public participation requirements of 49 U.S.C. Section 5307(b) (development of program of projects)	<ul style="list-style-type: none"> • Published an advertisement on Sunday, August 1, 2010 in the legal notices section of The Brownsville Herald newspaper. The ad included a list of the proposed activities including a breakdown of funding proposed for each activity, announced the date and time a public hearing would be held on the POP. It also included the address and other contact information for the public to access and inspect a copy of the POP and draft grant application as well as provide comments orally or in writing. • The same advertisement was published in Spanish in El Nuevo Herald, a local Spanish language newspaper, on the same day. • A public hearing was held at a regularly scheduled City Commission meeting on August 17, 2010.
2011	To comply with public participation requirements of 49 U.S.C. Section 5307(b) (development of program of projects)	<ul style="list-style-type: none"> • Published an advertisement on Sunday, May 22, 2011 in the legal notices section of The Brownsville Herald newspaper. The ad included a list of the proposed activities including a breakdown of funding proposed for each activity, announced the date and time a public hearing would be held on the POP. It also included the address and other contact information for the public to access and inspect a copy of the POP and draft grant application as well as provide comments orally or in writing. • The same advertisement was published in Spanish in El Nuevo Herald, a local Spanish language newspaper, on the same day. • A public hearing was held at a regularly scheduled City Commission meeting on June 7, 2011.
2012	To comply with public participation requirements of 49 U.S.C. Section 5307(b) (development of program of projects)	<ul style="list-style-type: none"> • Published an advertisement on Sunday, May 20, 2012 in the legal notices section of The Brownsville Herald newspaper. The ad included a list of the proposed activities including a breakdown of funding proposed for each activity, announced the date and time a public hearing would be held on the POP. It also included the address and other contact information for the public to access and inspect a copy of the POP and draft grant application as well as provide comments orally or in writing. • The same advertisement was published in Spanish in El Nuevo Herald, a local Spanish language newspaper, on the same day. • A public hearing was held at a regularly scheduled City Commission meeting on June 5, 2012.

Public Participation Policy for Public Transit Programs & Activities

Year	Reason for Outreach	Outreach Activities Undertaken
2012	To comply with public participation requirements of 49 U.S.C. Section 5307(c)(1) (proposed elimination of a fixed route as well as minor changes to a few other routes)	<ul style="list-style-type: none"> • Flyers were created in English and Spanish notifying passengers that the City was proposing to eliminate a route and make minor adjustments to a few other routes and the dates, times and locations for two public meetings and a public hearing to be held. The flyers were posted in the buses assigned to the affected routes. • The notices were posted on the Brownsville Metro website. • The bus drivers of the route that was proposed to be eliminated verbally announced to passengers that it was proposed to be eliminated. • Two public meetings were held. One at a Brownsville Metro facility located along the affected route, the other at the central bus terminal. The meetings were held in the afternoon and free transportation services were offered to anyone interested in participating. Comments were received in writing and orally. • A public hearing was also held at a regularly scheduled City Commission meeting.

Section 5

Language Assistance Plan



CITY OF BROWNSVILLE, TEXAS

LIMITED ENGLISH PROFICIENT PERSONS

FOUR FACTOR ANALYSIS

&

LANGUAGE ASSISTANCE PLAN

December, 2012

Prepared by:

City of Brownsville, Texas
Brownsville Metro
755 International Blvd.
Brownsville, Texas 78520

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CITY OF BROWNSVILLE LIMITED ENGLISH PROFICIENCY

FOUR FACTOR ANALYSIS

The City of Brownsville has conducted this analysis to meet requirements under Title VI of the Civil Rights Act of 1964, which seeks to improve access to services for persons with Limited English Proficiency (LEP). The purpose is to ensure that no person shall, on the ground 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 from the Federal Transit Administration.

ANALYSIS USING FOUR FACTOR FRAMEWORK

Factor 1 – Number and Proportion of LEP persons Served or Encountered in the Eligible Service Population

Task 1, Step 1: Examine prior experiences with LEP individuals

The City of Brownsville is southernmost city in Cameron County, Texas. It is located on the U.S.-Mexico border marked by the Rio Grande River. Brownsville was part of Mexico until the mid-nineteenth century, but is still linked politically, historically, socio-culturally, and linguistically to a significant degree. The community served by the City is predominately of Hispanic origin. According to passenger surveys, Mexican Nationals comprise approximately 41 percent of the City operated public transit system's ridership. As such, the need to provide communications in Spanish is a generally accepted business practice and is fully integrated into the City's daily operations. Transit operators, customer service staff and administrators at all levels report daily interactions with limited English proficiency (LEP) persons speaking Spanish as their primary language. Almost all of the transit related employees, particularly those who deal with the public on a routine basis are bilingual.

Interviews were conducted with the Brownsville Metro (B Metro) Operations Manager and the B Metro Customer Service Representatives regarding their experiences with LEP individuals. All confirmed that almost all LEP persons they come into contact with speak Spanish. None was able to recall coming into contact with non-Spanish speaking LEP individuals during the past 12 months.

Task 1, Step 2: Become familiar with data from the U.S. Census

According to the 2006-2010 American Community Survey 5-Year Estimates the languages spoken in Brownsville (population 5 years and over) and the number speaking each language is as follows:

Language	Number of Speakers
Population 5 years and over	152,676
Spanish or Spanish Creole	133,839
Speak only English	17,495
French (incl. Patois, Cajun)	235
Tagalog	214
Chinese	144
Hindi	131
Persian	81
Urdu	79
Japanese	69
German	51
Korean	51
Arabic	41
Italian	39
Other Pacific Island languages	39
Other Indo-European	37
Portuguese or Portuguese Creole	28
Other Asian languages	27
Vietnamese	20
Other Indic Languages	16
Gujarathi	12
Other and unspecified languages	10
Scandinavian languages	9
African languages	9

A majority of the population (87.6 percent) speaks Spanish or Spanish Creole. In fact only 11.4 percent of the population speaks English only. The second most common non-English language spoken was French, which is spoken by 0.1 percent of the population.

Task 1, Step 2A: Identify the geographic boundaries of the area that your agency serves.

The City of Brownsville’s transit service area is defined by the City limits of Brownsville plus an area extending no more than one mile beyond the City’s Southeast limits into Cameron County. **Appendix 1** includes a map showing the City limit of Brownsville and the public transit fixed routes operated by the City.

Task 1, Step 2B: Obtain Census data on the LEP population in your service area.

Appendix 2 contains data from the 2006-2010 American Community Survey 5-Year Estimates on English proficiency in Brownsville, listing language spoken at home by ability to speak English for the population 5 years and over.

Task 1, Step 2C: Analyze the data you have collected.

Non-proficiency is determined by adding those who speak English in any category other than “very well.”

- A total of 56,756 persons are identified with limited English proficiency.
- Among the Spanish- or Spanish Creole-speaking population 56,233 persons are not proficient with English.
- Among other non-English speaking populations the languages spoken most by persons not proficient with English were Asian and Pacific Island languages and other Indo-European languages.

The data indicates that 37 percent of the population 5 years and over are persons with limited English proficiency. Almost all LEP persons (99 percent) speak Spanish or Spanish Creole.

Task 1, Step 2D: Identify any concentrations of LEP persons within your service area.

Given that a majority (87.6 percent) of the population of Brownsville speaks Spanish or Spanish Creole and that 93.2 percent of the population identified themselves as Hispanic or Latino in the 2010 Census, the entire service area of the City of Brownsville is considered to contain concentrations of LEP persons.

Task 1, Step 3: Consult state and local sources of data

Department of Education data is consistent with the Census data, indicating a large percentage of LEP students, of which the vast majority (more than 99 percent) is Spanish-speaking. The table in **Appendix 3** shows LEP students by language and grade reported to the Texas Education Agency by the Brownsville Independent School District.

Workforce Solutions Cameron provides employment and training services in Cameron County. The special tabulation of Census data on LEP populations is provided in **Appendix 4**. The data includes information for the entire County which is much greater than the Brownsville service area however it is also consistent with the LEP data for the Brownsville. It reveals that a large LEP population exists in the County and that more than 99 percent speak Spanish or Spanish Creole.

Task 1, Step 4: Community organizations that serve LEP persons

The City of Brownsville has developed effective working relationships with various community organizations that serve LEP persons including:

- Workforce Solutions Cameron
- Ozanam Center, Inc.
- Cameron County
- Brownsville Independent School District
- Texas Southmost College

- University of Texas at Brownsville

Through the combined efforts of these organizations, transportation has been made more accessible and affordable to low-income persons and welfare recipients. At times the City has invited the directors of some of these agencies to participate on its Transit Advisory Committee or in other planning and public outreach efforts.

Two of these organizations, Brownsville Independent School District and the University of Texas at Brownsville, have departments / divisions that specifically serve English language learners and international students. Both were contacted by telephone to discuss information about the LEP communities they serve and any transportation needs they may have. They both reported that the vast majority of LEP persons speak Spanish. No specific information was provided regarding transportation needs of the communities they serve or language assistance issues related to the City's public transit service.

Factor 2 – The Frequency with Which LEP Individuals Come into Contact with Programs, Activities, and Services

Task 2, Step 1: Review the relevant programs, activities, and services you provide.

LEP individuals inquire about, use, and are affected by the public transit services that the City of Brownsville provides on a daily basis. Operational services include fixed route service and ADA paratransit service. LEP individuals also come into contact with the City by calling the dispatch office and administrative office as well as using the web site.

Task 2, Step 2: Review information obtained from community organizations.

As identified in Task 1, there is a significant LEP community living in Brownsville and more than 99 percent of all LEP individuals speak Spanish. As such, the need to provide communications in Spanish is a generally accepted business practice and is fully integrated into the City's and partner organizations' daily operations. Discussions with both of the community organizations contacted for this analysis were consistent with the Census data and the City's own experience with LEP persons. They both reported that the vast majority of LEP persons speak Spanish. No specific information was provided regarding transportation needs of the communities they serve or language assistance issues related to the City's public transit service.

Factor 3: The Importance to LEP Persons of Your Program, Activities and Services

Task 3, Step 1: Identify your agency's most critical services

The City of Brownsville's most critical public transit services are:

- Fixed route services; and

- ADA paratransit services

If limited English is a barrier to using these services then the consequences for the individual are serious, including limited access to obtain health care, education, or employment. Critical information from the City which can affect access includes:

- Route and schedule information
- Fare and payment information
- Public service announcements
- System rules and information about how to ride
- Safety and security announcements
- Communication related to transit planning

Task 3, Step 2: Review input from community organizations and LEP persons.

Spanish-speaking riders use the City of Brownsville’s fixed route and ADA paratransit services. All routes and services have high concentrations of Spanish-speaking riders.

Factor 4: The Resources Available to the Recipient and Costs

Task 4, Step 1: Inventory language assistance measures currently being provided, along with associated costs.

The City of Brownsville has provided the following language assistance measures to date:

- Bilingual (English and Spanish) notices regarding public hearings, service changes, and capital projects
- General information on fares, service hours, routes, schedules and procedures for using the transit system are produced in English and Spanish.
- The Paratransit manual and certification application, passenger surveys, and customer comment cards are available in English and Spanish.
- Bilingual passenger announcements are made by staff at the main terminal.
- Almost all employees who deal with the public on a routine basis are bilingual.
- Training on cultural sensitivity to language needs of customers is provided to bus operators during orientation training and at annual meetings.
- City personnel are predominately bilingual and automatically respond in Spanish when Spanish speaking commuters interact with staff.
- At public hearings, the audience is queried as to whether the meeting should be conducted in Spanish as well as English. Staff responds according to the preference of the audience. Almost all public meetings are conducted in Spanish.

The cost of these measures have not been segregated since they are generally accepted business practice and fully integrated into the City’s daily operations.

Task 4, Step 2: Determine what, if any, additional services are needed to provide meaningful access

The City of Brownsville should focus its language measures on translation of critical web site information. The City should also consider utilizing more alternative, non-verbal methods of communication in the future, such as pictures, symbols, illustrations, graphics and diagrams. This may help to address some of the challenges in providing language services to individuals with low levels of education and literacy.

Task 4, Step 3: Analyze your budget

Like most public agencies, the City's budget is constrained by several factors and staff resources are also limited. Language services provided by the City primarily involve oral and written translation which is part of its regular business practices and fully integrated into its daily operations. Based on its experience and input provided by other community organizations, the City's language services appear to be adequate.

APPENDIX 1
Brownsville Metro System Map

SYSTEM MAP

MAPA DEL SISTEMA

BROWNSVILLE URBAN SYSTEM

Legend

- Locations of Interest
- Multi-Modal Facility
- 1 WESTEND
- 2 JEFFERSON/CENTRAL
- 3 ROCKWELL
- 4 LOS EBANOS
- 5 ALTON GLOOR
- 6 SOUTHMOST
- 6 Southmost Saturday RT
- 7 BILLY MITCHELL
- 8 LEMON
- 9 AUSTIN
- 11 OLD PORT ISABEL
- 13 SUNRISE MALL
- 14 Scorpion Connector Saturday RT
- 14 SCORPION CONNECTOR
- 15 SCORPION CIRCULAR
- 20 NORTH
- 21 NORTH LOOP
- 30 SOUTHEAST
- Brownsville City Limits

metro
BROWNSVILLE METRO

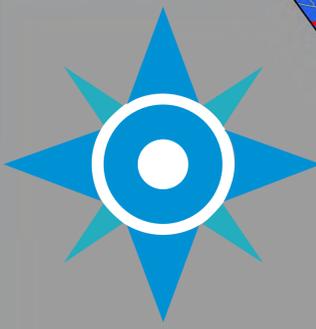
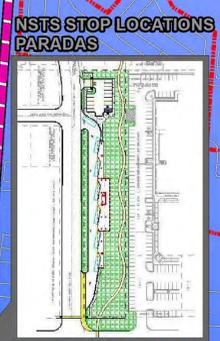
1:19,500

ISSUED ON 5/7/07. For corrections and suggestions, email us at bus@cob.us. Note that BUS does not guarantee the accuracy of this map. Map not to scale.

EMITIDO EN 5/7/07. Correcciones y sugerencias mandelas electronicamente a bus@cob.us. BUS no garantiza la exactitud de este mapa. EL MAPA NO ESTA EN ESCALA.

All BUS vehicles are ADA-accessible. / Todos los vehiculos de BUS son accesibles para minusvalidos.

All BUS vehicles have bike racks. Look for them at the front of the bus. / Todos de los autobuses estan equipados con porta bicicletas instalados al frente del autobus.



GENERAL INFORMATION		INFORMACION GENERAL	
FARES		TARIFAS	
Riders should have the exact fare amount when boarding the bus.			
General	\$1.00	General	\$1.00
Children (under 6 years)	FREE	Niños	GRATIS
Students w/LD	\$0.75	Estudiantes (con I.D.)	\$0.75
Elderly/Disabled (60+ yrs. With I.D.)	\$0.50	Adultos de Edad Avanzada/Incapacitados (60+ años con I.D.)	\$0.50
Medicare (w valid I.D.)	\$0.50	Medicare	\$0.50
Transfer	\$0.25	Transbordos	\$0.25
PASSES "Buy and save Money"			
Diario	\$2.50	Diario	\$2.50
Day Passes	\$2.50	Semanal	\$12.00
Weekly Passes	\$12.00	20 Viajes Estudiantes (con ID)	\$9.00
20 Ride Student (w/LD.)	\$9.00	20 Viajes Adultos de Edad Avanzada/Incapacitados (con ID)	\$5.00
20 Ride Senior/ADA(w/LD.)	\$5.00		
HOLIDAYS			
Service will not be provided on the following holidays: New Years Day, Independence Day, Thanksgiving Day, and Christmas Day.			
PARATRANSIT SERVICE			
B Metro provides a curb-to-curb service for qualified individuals with disabilities. For details and qualifications information contact B Metro paratransit at 541-8381.			
Schedules are subject to change without notice. We make every effort to adhere to published schedules but bear no liability for failure to do so.			
In accordance with Title VI of the Civil Rights Act of 1964, B Metro does not discriminate on the basis of race, color, sex, disability, age, or natural origin.			



CALL OR VISIT US AT: / LLAME O VISITAMOS EN:
548-6050 / BMETRO.COB.US

twitter.com/LaPlazaB facebook.com/LaPlazaBrownsville



APPENDIX 2

LANGUAGE SPOKEN AT HOME BY ABILITY TO SPEAK ENGLISH FOR THE
POPULATION 5 YEARS AND OVER

Universe: Population 5 years and over
2006-2010 American Community Survey 5-Year Estimates



B16001

LANGUAGE SPOKEN AT HOME BY ABILITY TO SPEAK ENGLISH FOR THE POPULATION 5 YEARS AND OVER

Universe: Population 5 years and over

2006-2010 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns. For 2006 to 2009, the Population Estimates Program provides intercensal estimates of the population for the nation, states, and counties.

	Brownsville city, Texas	
	Estimate	Margin of Error
Total:	152,676	+/-687
Speak only English	17,495	+/-1,287
Spanish or Spanish Creole:	133,839	+/-1,493
Speak English "very well"	77,606	+/-1,723
Speak English less than "very well"	56,233	+/-1,742
French (incl. Patois, Cajun):	235	+/-123
Speak English "very well"	153	+/-93
Speak English less than "very well"	82	+/-71
French Creole:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Italian:	39	+/-27
Speak English "very well"	39	+/-27
Speak English less than "very well"	0	+/-127
Portuguese or Portuguese Creole:	28	+/-42
Speak English "very well"	23	+/-33
Speak English less than "very well"	5	+/-10
German:	51	+/-36
Speak English "very well"	32	+/-25
Speak English less than "very well"	19	+/-22
Yiddish:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Other West Germanic languages:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Scandinavian languages:	9	+/-15
Speak English "very well"	9	+/-15
Speak English less than "very well"	0	+/-127
Greek:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Russian:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127

	Brownsville city, Texas	
	Estimate	Margin of Error
Polish:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Serbo-Croatian:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Other Slavic languages:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Armenian:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Persian:	81	+/-123
Speak English "very well"	36	+/-54
Speak English less than "very well"	45	+/-70
Gujarati:	12	+/-23
Speak English "very well"	5	+/-10
Speak English less than "very well"	7	+/-13
Hindi:	131	+/-96
Speak English "very well"	105	+/-79
Speak English less than "very well"	26	+/-23
Urdu:	79	+/-99
Speak English "very well"	35	+/-60
Speak English less than "very well"	44	+/-73
Other Indic languages:	16	+/-25
Speak English "very well"	16	+/-25
Speak English less than "very well"	0	+/-127
Other Indo-European languages:	37	+/-80
Speak English "very well"	33	+/-70
Speak English less than "very well"	4	+/-10
Chinese:	144	+/-116
Speak English "very well"	99	+/-99
Speak English less than "very well"	45	+/-67
Japanese:	69	+/-63
Speak English "very well"	19	+/-22
Speak English less than "very well"	50	+/-61
Korean:	51	+/-40
Speak English "very well"	5	+/-9
Speak English less than "very well"	46	+/-36
Mon-Khmer, Cambodian:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Hmong:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Thai:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Laotian:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Vietnamese:	20	+/-30
Speak English "very well"	0	+/-127
Speak English less than "very well"	20	+/-30
Other Asian languages:	27	+/-34
Speak English "very well"	27	+/-34
Speak English less than "very well"	0	+/-127
Tagalog:	214	+/-127
Speak English "very well"	84	+/-44

	Brownsville city, Texas	
	Estimate	Margin of Error
Speak English less than "very well"	130	+/-113
Other Pacific Island languages:	39	+/-42
Speak English "very well"	39	+/-42
Speak English less than "very well"	0	+/-127
Navajo:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Other Native North American languages:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Hungarian:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
Arabic:	41	+/-44
Speak English "very well"	41	+/-44
Speak English less than "very well"	0	+/-127
Hebrew:	0	+/-127
Speak English "very well"	0	+/-127
Speak English less than "very well"	0	+/-127
African languages:	9	+/-14
Speak English "very well"	9	+/-14
Speak English less than "very well"	0	+/-127
Other and unspecified languages:	10	+/-16
Speak English "very well"	10	+/-16
Speak English less than "very well"	0	+/-127

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

While the 2006-2010 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2006-2010 American Community Survey

Explanation of Symbols:

1. An '***' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '****' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '*****' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.

APPENDIX 3

LEP Student Reports by Language and Grade



2011-12 LEP Student Reports by Language and Grade

December 18, 2012 11:06

Texas Education Agency
Texas Public School Districts Including Charter Schools
LEP Students by Language and Grade
PEIMS Data 2011-12
Districtwide for Brownsville ISD (031901)

District Name/Region/Home Language			Grade															
			EE	PK	KG	01	02	03	04	05	06	07	08	09	10	11	12	
Brownsville ISD (031901)	01	Afrikaans (Taal)	0	0	0	N/A	0	N/A	0	0	0	0	0	0	0	0	0	
		Arabic	0	0	N/A	0	0	0	0	0	0	0	0	0	0	0	0	0
		Cantonese (Chinese)	0	0	N/A	0	0	0	0	0	0	0	0	0	N/A	0	0	0
		English	N/A	5	N/A	0	0	0	0	0	0	0	N/A	N/A	0	0	0	0
		Gujarati	0	0	0	0	0	N/A	0	0	0	0	0	0	0	0	0	0
		Italian	0	0	0	0	N/A	0	0	0	0	0	N/A	0	0	0	0	0
		Korean	0	0	0	N/A	0	0	0	0	0	0	0	N/A	0	0	0	0
		Mandarin (Chinese)	0	0	0	0	0	0	0	0	0	0	0	N/A	0	0	0	0
		Other Languages	0	N/A	N/A	N/A	N/A	0	N/A	N/A	N/A	N/A	0	15	N/A	N/A	0	0
		Pilipino (Tagalog)	0	0	0	N/A	0	0	0	0	N/A	0	0	0	0	0	0	0
		Portuguese	0	N/A	0	N/A	N/A	0	0	0	0	0	0	0	0	0	0	0
		Spanish	N/A	1,697	2,058	2,412	2,166	1,890	1,211	926	725	658	448	682	249	270	126	0
		Taiwanese/Formosan/Min Nan (Ch	0	0	0	0	0	0	0	0	N/A	0	0	0	0	0	0	0
		Turkish	0	N/A	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Ukrainian	0	0	0	0	0	N/A	0	0	0	0	0	0	0	0	0	0
Urdu	0	N/A	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Vietnamese	0	0	N/A	N/A	0	0	0	0	N/A	0	N/A	0	N/A	N/A	0	0		

Counts less than 5 and greater than 0 are masked with the value "N/A" to comply with FERPA.

[Back to Standard Reports Home Page](#)

[TEA Home Page](#)

APPENDIX 4

Department of Labor Special Tabulation of LEP Information from Census 2000
Table 1: Ability to Speak English by Language Spoken at Home (Total Population)
Table 2. Ability to Speak English by Language Spoken at Home (18 and Over)

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

Universe: Total population

Geography:

Texas

Cameron County

48010 LWIA#

Language Spoken at Home	Speak English "very well"		Speak English "well"		Speak English "not well"		Speak English "not at all"		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total population	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	335,230	100.0
Speak language other than English	132,025	55.0	48,680	20.3	32,310	13.5	26,860	11.2	239,875	71.6
Spanish or Spanish Creole	130,450	54.9	48,265	20.3	32,135	13.5	26,805	11.3	237,655	70.9
Speak only English	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	63,825	19.0
Not in universe (population under 5 years)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	31,530	9.4
Tagalog	360	87.0	50	12.1	4	1.0	0	0.0	414	0.1
French (incl. Patois, Cajun)	220	81.8	45	16.7	4	1.5	0	0.0	269	0.1
German	200	78.7	50	19.7	4	1.6	0	0.0	254	0.1
Chinese	125	57.1	50	22.8	40	18.3	4	1.8	219	0.1
Other Asian languages	105	70.0	15	10.0	30	20.0	0	0.0	150	0.0
Other and unspecified languages	20	20.0	30	30.0	25	25.0	25	25.0	100	0.0
Arabic	65	76.5	20	23.5	0	0.0	0	0.0	85	0.0
Korean	30	42.9	10	14.3	30	42.9	0	0.0	70	0.0
Gujarathi	35	54.7	4	6.3	10	15.6	15	23.4	64	0.0
Other Indo-European languages	50	92.6	4	7.4	0	0.0	0	0.0	54	0.0
Polish	25	51.0	20	40.8	4	8.2	0	0.0	49	0.0
Japanese	10	20.8	30	62.5	4	8.3	4	8.3	48	0.0
Hebrew	20	44.4	25	55.6	0	0.0	0	0.0	45	0.0
Vietnamese	15	33.3	15	33.3	15	33.3	0	0.0	45	0.0
Scandinavian languages	40	90.9	4	9.1	0	0.0	0	0.0	44	0.0
Greek	40	100.0	0	0.0	0	0.0	0	0.0	40	0.0
Italian	40	100.0	0	0.0	0	0.0	0	0.0	40	0.0
African languages	35	100.0	0	0.0	0	0.0	0	0.0	35	0.0
Other West Germanic languages	20	71.4	4	14.3	4	14.3	0	0.0	28	0.0
Other Indic languages	15	60.0	10	40.0	0	0.0	0	0.0	25	0.0
Persian	10	50.0	10	50.0	0	0.0	0	0.0	20	0.0
Russian	15	100.0	0	0.0	0	0.0	0	0.0	15	0.0
Portuguese or Portuguese Creole	10	71.4	4	28.6	0	0.0	0	0.0	14	0.0
Thai	10	71.4	4	28.6	0	0.0	0	0.0	14	0.0
French Creole	10	100.0	0	0.0	0	0.0	0	0.0	10	0.0
Other Native North American languages	10	100.0	0	0.0	0	0.0	0	0.0	10	0.0
Yiddish	10	100.0	0	0.0	0	0.0	0	0.0	10	0.0
Hungarian	4	50.0	4	50.0	0	0.0	0	0.0	8	0.0

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

Universe: Total population

Geography:

Texas

Cameron County

48010 LWIA#

Language Spoken at Home	Speak English "very well"		Speak English "well"		Speak English "not well"		Speak English "not at all"		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Other Pacific Island languages	0	0.0	4	50.0	4	50.0	0	0.0	8	0.0
Other Slavic languages	4	50.0	4	50.0	0	0.0	0	0.0	8	0.0
Serbo-Croatian	4	100.0	0	0.0	0	0.0	0	0.0	4	0.0
Urdu	4	100.0	0	0.0	0	0.0	0	0.0	4	0.0
Armenian	0	.	0	.	0	.	0	.	0	0.0
Hindi	0	.	0	.	0	.	0	.	0	0.0
Laotian	0	.	0	.	0	.	0	.	0	0.0
Miao, Hmong	0	.	0	.	0	.	0	.	0	0.0
Mon-Khmer, Cambodian	0	.	0	.	0	.	0	.	0	0.0
Navajo	0	.	0	.	0	.	0	.	0	0.0

Table 2. Ability to Speak English by Language Spoken at Home

Universe: Population 18 years and over

Geography:

Texas

Cameron County

48010 LWIA#

Language Spoken at Home	Speak English "very well"		Speak English "well"		Speak English "not well"		Speak English "not at all"		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total population 18 and over	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	222,125	100.0
Speak only English	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	47,850	21.5
Speak language other than English	91,120	52.3	32,965	18.9	24,710	14.2	25,480	14.6	174,275	78.5
African languages	35	100.0	0	0.0	0	0.0	0	0.0	35	0.0
Arabic	60	75.0	20	25.0	0	0.0	0	0.0	80	0.0
Armenian	0	.	0	.	0	.	0	.	0	0.0
Chinese	90	53.3	35	20.7	40	23.7	4	2.4	169	0.1
French (incl. Patois, Cajun)	210	84.3	35	14.1	4	1.6	0	0.0	249	0.1
French Creole	0	.	0	.	0	.	0	.	0	0.0
German	180	76.9	50	21.4	4	1.7	0	0.0	234	0.1
Greek	25	100.0	0	0.0	0	0.0	0	0.0	25	0.0
Gujarathi	30	50.9	4	6.8	10	17.0	15	25.4	59	0.0
Hebrew	20	44.4	25	55.6	0	0.0	0	0.0	45	0.0
Hindi	0	.	0	.	0	.	0	.	0	0.0
Hungarian	4	50.0	4	50.0	0	0.0	0	0.0	8	0.0
Italian	40	100.0	0	0.0	0	0.0	0	0.0	40	0.0
Japanese	10	23.3	25	58.1	4	9.3	4	9.3	43	0.0
Korean	30	42.9	10	14.3	30	42.9	0	0.0	70	0.0
Laotian	0	.	0	.	0	.	0	.	0	0.0
Miao, Hmong	0	.	0	.	0	.	0	.	0	0.0
Mon-Khmer, Cambodian	0	.	0	.	0	.	0	.	0	0.0
Navajo	0	.	0	.	0	.	0	.	0	0.0
Other and unspecified languages	4	5.8	15	21.7	25	36.2	25	36.2	69	0.0
Other Asian languages	105	88.2	4	3.4	10	8.4	0	0.0	119	0.1
Other Indic languages	15	60.0	10	40.0	0	0.0	0	0.0	25	0.0
Other Indo-European languages	35	89.7	4	10.3	0	0.0	0	0.0	39	0.0
Other Native North American languages	10	100.0	0	0.0	0	0.0	0	0.0	10	0.0
Other Pacific Island languages	0	0.0	4	50.0	4	50.0	0	0.0	8	0.0
Other Slavic languages	4	50.0	4	50.0	0	0.0	0	0.0	8	0.0
Other West Germanic languages	20	83.3	0	0.0	4	16.7	0	0.0	24	0.0
Persian	10	50.0	10	50.0	0	0.0	0	0.0	20	0.0
Polish	25	51.0	20	40.8	4	8.2	0	0.0	49	0.0
Portuguese or Portuguese Creole	4	50.0	4	50.0	0	0.0	0	0.0	8	0.0

Table 2. Ability to Speak English by Language Spoken at Home**Universe:** Population 18 years and over**Geography:**

Texas

Cameron County

48010 LWIA#

Language Spoken at Home	Speak English "very well"		Speak English "well"		Speak English "not well"		Speak English "not at all"		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Russian	15	100.0	0	0.0	0	0.0	0	0.0	15	0.0
Scandinavian languages	35	100.0	0	0.0	0	0.0	0	0.0	35	0.0
Serbo-Croatian	4	100.0	0	0.0	0	0.0	0	0.0	4	0.0
Spanish or Spanish Creole	89,745	52.1	32,620	18.9	24,555	14.3	25,430	14.8	172,350	77.6
Tagalog	315	85.4	50	13.6	4	1.1	0	0.0	369	0.2
Thai	4	50.0	4	50.0	0	0.0	0	0.0	8	0.0
Urdu	4	100.0	0	0.0	0	0.0	0	0.0	4	0.0
Vietnamese	15	33.3	15	33.3	15	33.3	0	0.0	45	0.0
Yiddish	10	100.0	0	0.0	0	0.0	0	0.0	10	0.0



CITY OF BROWNSVILLE
LIMITED ENGLISH PROFICIENCY
LANGUAGE ASSISTANCE PLAN

The City of Brownsville has developed the following implementation plan to meet requirements under Title VI of the Civil Rights Act of 1964, which seeks to improve access to services for persons with Limited English Proficiency (LEP). The purpose is to ensure 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 from the Federal Transit Administration.

LANGUAGE ASSISTANCE PLAN

Identifying LEP individuals who need language assistance

The City of Brownsville maintains strong historical, political, socio-cultural, and linguistic links to Mexico. As such, Spanish is spoken by the vast majority (87.6 percent, according to the 2006-2010 American Community Survey 5-Year Estimates) of the population. The need to provide communications in Spanish is a generally accepted business practice and is fully integrated into the City's daily operations. Research and field work completed in the four factor analysis confirms that almost all (99 percent) of LEP persons in Brownsville speak Spanish. The second largest group of LEP persons speaks an Asian or Pacific Island language, most speak Tagalog.

Interviews with the Brownsville Metro Operations Manager and Customer Service Representatives reveal they had no come into contact with non-Spanish speaking LEP individuals during the past 12 months.

Language assistance measures

As previously stated providing communications in both English and Spanish is a generally accepted business practice and is fully integrated into the City's daily operations. Notices regarding public hearings, service changes, projects, fares, service hours, routes, schedules, paratransit manuals and certification applications, passenger surveys, maps etc. are available in English or Spanish. Passenger announcements made over the public announcement system in the terminals and on board buses are made in English and Spanish. At public hearings, the audience is queried as to whether the

meeting should be conducted in one or both languages (English / Spanish). Almost all of the transit related employees, particularly those who deal with the public on a routine basis are bilingual (English/Spanish).

Training staff

The City's transit personnel are predominantly bilingual. Bus operators participate in an orientation program that includes 120 hours of training. This ensures that operators can provide information to the public in both English and Spanish. Cultural sensitivity to the language needs of their customers is also regularly reinforced through memorandums and meetings with employees.

Providing notice to LEP persons

LEP Spanish speakers appear to be aware that language assistance is available through their regular and daily interaction with staff. The City incorporates a variety of methods to communicate with transit users and the public. These include printed information and oral announcements over the public address system at the bus terminal and on board buses. The City will continue to use these methods.

Monitoring and updating the LEP Plan

The City of Brownsville will maintain its working relationships with various community organizations that serve LEP persons including:

- Workforce Solutions Cameron
- Ozanam Center, Inc.
- Cameron County
- Brownsville Independent School District
- Texas Southmost College
- University of Texas at Brownsville

A customer survey of transit passengers is conducted periodically as a method of monitoring quality of service. The City will use future passenger surveys as an additional tool to monitor and evaluate the effectiveness of its language assistance program. Wider distribution of the survey, for example, to the various community organizations may also provide more feedback to better gauge the effectiveness and adequacy of language assistance measures.

Section 6
Minority Representation on Transit-
Related, Non-Elected Advisory Council



**MINORITY REPRESENTATION ON THE CITY OF BROWNSVILLE
TRANSIT ADVISORY COMMITTEE**

The table below depicts the racial breakdown of the membership of the Brownsville Transit Advisory Committee, a transit-related non-elected advisory council.

Body	White alone, not Hispanic	Hispanic	African American alone, not Hispanic	Asian American alone, not Hispanic	Native American
Population	5.7 %	93.2%	0.2%	0.6%	0.1%
Transit Advisory Committee	16.6%	83.3%	0%	0%	0%

Current Transit Advisory Committee Members:

- Sylvia Berry – Hispanic
- Viola Currier – Hispanic
- Daniel Lenz – Caucasian
- Julian O. Lopez – Hispanic
- Roman Perez – Hispanic
- Teresa Saldivar – Hispanic

Currently there is one vacancy on the Transit Advisory Committee.

Efforts Made to Encourage the Participation of Minorities on the Transit Advisory Committee.

The City of Brownsville’s Transit Advisory Committee is composed of at least 7 members appointed by the Brownsville City Commission (Commission). The Commission selects committee members in accord with the City of Brownsville Policy on Board and Commission Member Appointment and Eligibility which is included after this document. As stated in the policy, the members of the Commission are responsible for actively recruiting candidates who wish to apply for service on City boards and committees. The City Secretary’s Office posts and advertises on the City’s web page the current and upcoming vacancies for the various City boards and committees. Individuals wishing to serve on a board or committee must complete and submit an application packet and execute a conflict of interest statement before being considered for service.

The City of Brownsville is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that board and committee appointments are based on individuals’ abilities and qualifications. Consistent with this

principle and applicable laws, it is therefore the City's policy not to discriminate in making appointments to its boards and committees on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

Section 7

Subrecipient Assistance & Monitoring

MONITORING SUBRECIPIENTS

The City of Brownsville, Texas does not extend Federal Transit Administration financial assistance to any other recipients.

Section 8
Title VI Equity Analysis for Facility
Construction

DETERMINATION OF SITE OR LOCATION OF FACILITIES

The City of Brownsville, Texas is currently completing the final phase of the Brownsville Multimodal Terminal (BMT), an FTA-assisted public transit facility. The final phase includes construction of a multi-level parking facility. An environmental assessment (EA) for the project was prepared by the City of Brownsville and published in final form in September 2006. A Finding of No Significant Impact was issued by the Federal Transit Administration Region 6 on August 21, 2006. The City currently has no plans to undertake new facility construction projects.

Section 9

System-Wide Standards & Policies



**SERVICE POLICIES AND STANDARDS FOR
THE CITY OF BROWNSVILLE
PUBLIC TRANSIT SERVICE**

December 2012

PREPARED BY:
Brownsville Metro
755 International Blvd.
Brownsville, TX 78520
Phone: (956) 541-4881

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PREFACE

The service policies and standards that are presented in this document have been adopted by the City Brownsville Commission as a guide for its overall operation of public transit service. This document does not limit the discretion of the City of Brownsville to approve, deny or modify any proposed or existing service.

These policies and standards have been developed by Brownsville Metro to ensure that safety, customer service and cost effectiveness are considered in service planning decisions and to ensure that service design and operations practices do not result in discrimination on the basis of race, color, or national origin. The image of the system from a community perspective is also conveyed in standards applying to bus stop placement, length and amenities, as well as image standards. Marketing is addressed as a communications tool, however, specific standards are not associated with marketing efforts, since marketing must be flexible and change as need dictates.

Brownsville Metro will monitor these service policies and standards. It may be necessary, from time to time, to revise this document as local, State, or Federal guidelines, regulations and circumstances may dictate.

SECTION 1 – GENERAL OPERATING PRINCIPLES

The primary responsibility of Brownsville Metro is to provide the best quality public transportation service possible within the limits of its financial resources. Simultaneous attention to the following objectives is required to meet this responsibility.

- 1.1 Brownsville Metro shall be designed, operated, and maintained to maximize customer service. In so doing, Brownsville Metro hopes to attract patrons in such numbers, as to assure its continuing viability as a reasonable alternative to the private automobile. Marketing efforts should be maintained to retain current passengers and attract potential customers. BUS strives to maintain and offer the following features to its customers:
 - Quality services,
 - Sufficient quantity of service interfacing with other modes of transportation,
 - Convenient and easy to read schedules,
 - Affordable fares,
 - Maximum service area coverage within the limits of the City's financial resources,
 - Shelters, benches and bus stops for the convenience and comfort of our passengers.
- 1.2 A primary focus is the safety of our passengers and employees. Brownsville Metro understands that maximizing safety will allow the system to maintain reliability, provide excellent customer service, and reduce costs to the system. Operating practices and vehicle maintenance shall be such that any kind of preventable accident will be improbable.
- 1.3 The public transit system will be designed to serve the existing patterns of development. It shall remain consistent with the planning process of the Brownsville Urbanized Area to the extent possible and within the limits of the City's financial resources.
- 1.4 Service improvements and extensions shall be evaluated not only for economic considerations, but also as a public service to provide mobility for both transit dependent riders and patrons using transit as a transportation alternative.
- 1.5 New developments and improvements in transit vehicle designs will be sought and utilized whenever feasible. Vehicles shall be safe, smooth riding, climate controlled, quiet, easy to board and alight, well-lit, clean, and aesthetically attractive. Vehicles will be cost effective to maintain and operate with a consideration made for long term use and availability of future funding.
- 1.6 Brownsville Metro will strive for a high degree of customer service. It will consistently improve its methods of recruiting and training in an effort to insure safe operation by courteous personnel. Its personnel will regularly undergo quality control evaluations to insure they continue to provide excellent service to passengers.
- 1.7 Our service shall be designed to minimize the origin to destination travel time for present and potential customers. This will be achieved by improving the walk, wait, ride and transfer elements of the total transit journey. Transferring shall be minimized by seeking

more direct routes from origin to destination and interlining when possible. Services will be carefully coordinated and adequate facilities shall be provided wherever feasible for patrons to transfer between vehicles with protection from the elements. Routes will be planned to minimize the walking distances of our passengers while continuing to operate efficiently.

- 1.8 Brownsville Metro will cooperate and contribute to the economic and social improvements of the Brownsville Urbanized Area by participating in the overall planning process.
- 1.9 Brownsville Metro's work environment will convey a sense of respect, dignity, and positive human values realizing that bus operators, supervisors and the customer clerks are the front line of our customer service function and that all staff, maintenance, and planning employees have a role in providing excellent customer service.
- 1.10 Special consideration may be given to those whose transportation needs may be only served by public transportation (elderly, persons with disabilities, students and the economically disadvantaged).
- 1.11 Brownsville Metro will market its services to stimulate our existing riders to expand their use of our services and programs, educate potential customers and employers as to the use and benefits of using transit, and encourage trial ridership (promotional campaigns) in order to create regular transit users.
- 1.12 Revenue sources will be maximized.

SECTION 2 – SERVICE STANDARDS

The public operation of a public transit system requires regular justification of the distribution of resources and the level of service that it provides. In order to maintain crucial public support, the public transportation system must be able to demonstrate that the transit system is operating within established and accepted standards.

Service standards provide a means of measuring the performance of specific routes, services and the transit system as a whole. These standards will be used to develop goals, set plans, and identify areas which may need improvement. Although standards may be met, Brownsville Metro will strive to improve upon them. Meeting the established standards will not mean that we can rest on our laurels. This is meant to be a dynamic document that will change as necessary when baseline goals are met.

The service standards in this document are meant to serve as warning signals which will guide actions. For cases when the standards are not attained, the reasons for the deficiencies shall be determined and appropriate action will be taken.

The service standards accepted by Brownsville Metro are set for the following aspects of the system's service:

- Transit information
- Bus stop locations and amenities
- Transit planning
- Vehicle headway standards
- Vehicle assignments
- On-time performance
- System image
- Safety and security
- Maintenance standards
- Regular route standards
- Demand response service standards

It is understood that service improvements will not be effective unless their benefits are communicated to the public. This plan does not specifically establish standards for marketing policies; however a brief discussion of our marketing responsibility is included in this plan.

2.1 Transit Information

Transit information is a tool that educates the public about the service provided by Brownsville Metro. The following standards apply to information efforts:

- Transit information shall be convenient, easy to read and understand in both English and Spanish.
- A system map and individual route timetables shall be readily available to the public.
- All revenue service vehicles will prominently display our schedules. Operators will ensure that all buses are equipped with schedules as part of their pre-trip inspection.

- Schedules shall also be available by mail, internet and at selected central points (stores, banks, governmental buildings, colleges, universities, hospitals, and other points frequented by the public) and a log of requests for information by route will be maintained to ease communications with passengers.
- Brownsville Metro's telephone number, TDD number and web & email address will be prominently displayed on all public information and marketing materials.
- A Customer service representative shall be maintained to answer the public's questions in a competent and courteous manner.
- Adequate answering capacity will be provided to minimize busy signals and holding time.
- Technology and training will be sought and provided as feasible to improve the dissemination of transit information

2.2 *Bus Stop Locations and Amenities:*

- Bus Stop Spacing - Buses will stop at any marked location containing a bus stop sign, bench or shelter. The spacing of stops on a bus route often represents a trade-off between the passenger's convenience (walking distances) and the operating speed of the transit system. Closely spaced stops will reduce the walking distances for bus users; but it will also increase the running time since the bus will be required to stop more often to allow for boarding and alighting. Brownsville Metro's standard is to have stops spaced no more than 1,320 feet (1/4 mile) apart. In areas that are primarily commercial or in those residential areas having a high population density attempts will be made to space bus stops every 660 feet (1/8 mile).
- Bus Stop Signs - Operators will provide service to all marked stops along a route. Brownsville Metro will review signed bus stop locations to ensure that the stop remains convenient and accessible to the greatest number of users or potential users. Priority should be given to installing bus stop signs along those routes whose productivity is at or above the system average and along new routes. Signs placed on new or existing poles that do not hold other signage will be placed at 6'6" from the ground to the base of the sign. Signs placed on existing poles holding other signage will be placed above the sign where possible, but not below 6'6" from the base of the existing sign.
- Bus Stop Placement - Bus stops are located in one of four positions: near-side, far-side and mid-block. Each of these locations offers advantages and disadvantages to vehicle drivers and pedestrians. The following table summarizes the advantages and disadvantages of each bus stop location.

Comparative Analysis of Bus Stop Locations

	Advantages	Disadvantages
Far-side Stop	<ul style="list-style-type: none"> • Minimizes conflicts between right turning vehicles and buses • Provides additional right turn capacity by making curb lane available for traffic • Minimizes sight distance problems on approaches to intersection • Encourages pedestrians to cross behind the bus • Creates shorter deceleration distances for buses since the bus can use the intersection to decelerate • Results in bus drivers being able to take advantage of the gaps in traffic flow that are created at signalized intersections 	<ul style="list-style-type: none"> • May result in the intersections being blocked during peak periods by stopping buses • May obscure sight distance for crossing vehicles • May increase sight distance problems for crossing pedestrians • Can cause a bus to stop far side after stopping for a red light, which interferes with both bus operations and all other traffic • May increase number of rear-end accidents since drivers do not expect buses to stop again after stopping at a red light • Could result in traffic queued into intersection when a bus is stopped in travel lane
Near-side Stop	<ul style="list-style-type: none"> • Minimizes interferences when traffic is heavy on the far side of the intersection • Allows passengers to access buses closest to crosswalk • Results in the width of the intersection being available for the driver to pull away from the curb • Eliminates the potential of double stopping • Allows passengers to board and alight while the bus is stopped at a red light • Provides driver with the opportunity to look for oncoming traffic, including other buses with potential passengers 	<ul style="list-style-type: none"> • Increases conflicts with right-turning vehicles • May result in stopped buses obscuring curbside traffic control devices and crossing pedestrians • May cause sight distance to be obscured for cross vehicles stopped to the right of the bus • May block the through lane during peak period with queuing buses • Increases sight distance problems for crossing pedestrians
Mid-block Stop	<ul style="list-style-type: none"> • Minimizes sight distance problems for vehicles and pedestrians • May result in passenger waiting areas experiencing less pedestrian congestion 	<ul style="list-style-type: none"> • Requires additional distance for no-parking restrictions • Encourages patrons to cross street at midblock (jaywalking) • Increases walking distance for patrons crossing at intersections

The final decision on bus stop location is dependent upon ease of operation, transfer situations, space availability, traffic volumes, traffic speed location of major generators, and safety considerations. Brownsville Metro performs on-site evaluations of each proposed bus stop site to analyze these operating and safety conditions and to identify appropriate bus stop locations.

- **Bus Stop Length** - The selection of a bus stop length represents a trade-off between available space for automobile parking or freight loading and the ease and safety of the transit operations. A long bus stop will allow a bus to easily pull in and out of a stop. An unnecessarily long bus stop will reduce the space available for parking and freight loading and may negatively impact the transit system's image as a "good public citizen." In addition to image, operations may be affected with excessive violations of the "no parking bus stop" zone. A short stop allows more space for parking and freight movement, but increases the difficulty for buses to pull in and out of traffic, and may cause safety concerns for our passengers.

A bus stop length of eighty (80) feet should be used for near and far side stops whenever feasible. Mid-block stops should be one-hundred and twenty (120) feet in length, whenever feasible. Stops serving more than one route should be a minimum of two-hundred (200) feet, if possible. Existing stops shall be re-evaluated periodically for safety, accessibility and convenience.

- Bus Benches - Bus benches provide a level of comfort at a bus stop. Benches are an important part of the attractiveness of the system from both an aesthetic and a comfort point of view. Brownsville Metro will ensure that bus benches are placed in areas where the number of daily passenger boarding exceeds ten (10) per day. Bus benches will be placed parallel to the street in an area unobstructed by street signs, poles or foliage, and placed within the public right-of-way whenever possible. Information signage should also be placed near the bench, where space allows.
- Bus Shelters - Bus shelters are important amenities for ensuring passenger comfort. The selection of a shelter location depends on the physical characteristics of a site, the number of transit customers using the stop, and the service frequency. Bus shelters will be provided at bus stop locations where the number of daily passenger boarding exceeds twenty-five (25) per day, as municipal zoning ordinances allow and placed within the public right-of-way whenever possible.

2.3 *Transit Planning:*

- Area Coverage - Route coverage measures the potential for people to use transit based on their proximity to service. Routes should be designed so that the number of people with access to the system is maximized. A minimum of ninety percent (90%) of Brownsville dwelling units shall be within one-quarter (1/4) mile of a fixed bus route.
- Service Hours - Service hours will be based on the needs of the greatest number of riders to maximize ridership potential. The City Commission will set service hours based upon ridership demand and cost estimates.
- Service Frequency - The service frequency on a particular route will be determined by evaluating a route's performance, with consideration to Brownsville Metro's financial resources, and the estimated demand for service.
- Load Standard – Vehicle load can be expressed as the ratio of passengers to the total number of seats on a vehicle. There may be times of the day in which all seats are used and the bus may have standing passengers. In an effort to maintain passenger comfort and safety, while continuing to operate efficiently, Brownsville Metro has approved a vehicle load standard of 1.3. In the event that trips on a route meet this standard regularly, or for more than 15 minutes on any given trip, a larger vehicle shall be assigned to the route. If the larger vehicle also meets the 1.3 load standard, service frequency shall be re-evaluated.

- Directness of Service – Brownsville Metro is faced with the problem of serving major generators which may lie off the main thoroughfares. Brownsville Metro understands the challenge of minimizing travel time and serving these generators and will strive to provide service in accord with the criteria listed below:
 - The alignment of a route will be as direct as possible to minimize the time and miles of operation.
 - Where feasible, routes shall be bi-directional serving a generator at each end. Bi-directional service uses the same streets both inbound and outbound.
 - Deviation from a straight line will be avoided and will be implemented only when a potential major generator is served and when no other service alternatives are feasible. Buses should only divert into shopping centers, hospital complexes, etc., subject to operational feasibility if stopping along the road results in one or more of the following:
 - Passengers having to walk more than 660 feet { 1/8 mile) in order to reach the particular facility.
 - Boarding or alighting along the road would create a safety hazard.
 - Boarding along the road decreases the opportunity to enhance passenger amenities.
 - Interlining of two or more routes will be examined and implemented if the routes have complementary frequencies and hours of operation.

- Service Changes/Public Input - All regular meetings of the City Commission and the Transit Advisory Committee (TAC) are open to the public. Service changes will be introduced to both the TAC and the Commission and may be commented on at that time. All potential service change request shall be forwarded to the Brownsville Metro Director for review and subsequent recommendation to the City Commission. In addition, if route changes are made that exceed 25% of the mileage or hours of the route, Brownsville Metro will advertise and hold a public hearing to discuss changes, justification for changes and receive comments from the public to aid in decision making.

2.4 Vehicle Headway Standards

- On weekdays, vehicle headways shall be no greater than every 1 hour and 15 minutes from 6:00 AM until 8:00 PM.
- On weekends, vehicle headways shall be no greater than every 2 hours from 6:00 AM until 8:00 PM.

2.5 Vehicle Assignments

Vehicle assignments take into account the operating characteristics and condition of the buses and the operating characteristics of the routes. Buses are ranked according to their seating capacity as well as their condition in terms of the number of breakdowns and accumulated mileage. The bus with the greatest seating capacity and that is in the best condition is assigned to the bus route with the highest level of ridership. The next best bus is assigned to the bus route with the second highest level of ridership and so on until all routes have buses assigned to them.

Once all buses have been assigned to routes, the rest of the buses, which are those that are in the poorest condition, are reserved as spare buses and used as needed.

There are certain exceptions that apply to the above stated method for vehicle assignments for specific routes requiring smaller vehicles because of tight turns on narrow streets.

2.6 On-Time Performance / Schedule Adherence:

On-time performance deals with the rider's confidence in the bus arriving on time throughout the transit system and their perception of the system's reliability. Surveys throughout the transit industry indicate that schedule reliability is the most important factor in determining user attraction and satisfaction with the transit system. The punctuality of a bus becomes increasingly important as the headway on a route becomes greater. The following criteria guide the timeliness of our service:

- Extremely long waits are to be avoided
- Service on routes with long headways must be extremely reliable
- No bus should reach a time point early ("run hot")
- "On-time" is defined as a bus arriving at a specific time point 0 to 5 minutes after the scheduled time.

The following standards will be met for on-time performance:

Headway	Peak Period / Weekday	Saturday
Less than 30 minutes	93%	93%
30 – 45 minutes	95%	95%
45 – 60 minutes	98%	98%

2.7 Transit Safety and Security

- Transit Safety - The provision of safe transit service is an obligation of Brownsville Metro. The number of all accidents (preventable and non-preventable) shall not exceed 2.5 per 100,000 miles.
- Transit Security - All Brownsville Metro vehicles will be equipped with two-way radios, MDCs and fixed-mount cameras. Radios will be operational for 100% of all trips. Brownsville Metro is committed to the security of our operators and passengers and the protection of our property. If this security is jeopardized, additional security measures up to and including security personnel, will be considered.

2.8 System Image

The basic image of the transit system includes vehicle appearance, operator appearance, vehicle lighting, bus and shelter cleanliness, and consistent signage. This standard recognizes that public comment and perception regarding the quality of service is important in evaluating system image. All citizen complaints will be investigated. The following standards shall be met:

- Vehicle Appearance – The Brownsville Metro logo and the City of Brownsville logo will be affixed to all revenue vehicles. Logos will be replaced immediately if they fade, are

torn or damaged. Side, front, and rear advertising signage will be designed to be attractive and will not be construed as offensive by the general public.

- Operator Appearance - All operators will be required to wear the prescribed uniform as listed in the employee handbook and updated regularly through bulletins.
- Lighting - Bus lighting gives the appearance of greater security and comfort. Lighting on buses will be ample for reading by seated passengers. Stairwells will be adequately lit for safety.
- Bus Cleanliness - The interior and exterior of each bus will be washed and inspected daily. Interior damage will be repaired immediately. Exterior body damage will be scheduled for repair on a timely basis. All passenger vehicles leaving the garage for service will be clean.
- Shelter and Bench Cleanliness - Shelters and benches will be cleaned on a regular schedule. If a shelter needs particular attention due to damage or vandalism, that shelter will be repaired or cleaned prior to its scheduled routine shelter maintenance.
- Signage - Signs produced by Brownsville Metro will be designed to attract the attention of residents and passengers, and will include Brownsville Metro contact information as appropriate. Signs shall be placed at a uniform height (where possible).

2.9 Maintenance Standards

A number of measures will be used to evaluate maintenance standards. These measures are listed below:

- Passenger Vehicle Availability - 100% of the revenue vehicles required to operate peak period service shall be available daily.
- Wheelchair Lift Availability - 100% of the wheelchair lifts on the revenue vehicles required to operate peak and non-peak period service will be operational daily.
- Road Calls - Road calls occur when a vehicle is serviced by the Maintenance department while in revenue service. Road calls disrupt service and are very costly. Road calls shall not exceed one per 3,500 miles.
- Vehicle HVAC - 100% of the revenue vehicle fleet will be equipped with air-conditioning and heating units. A minimum of 95% of the air-conditioning units and 95% of the heating units will be in working order during their appropriate seasons.
- Inspection Intervals - An effective preventive maintenance program is essential if the above standards are to be met. Brownsville Metro shall maintain and improve its preventive maintenance efforts continually. Brownsville Metro will perform interim preventive maintenance inspections within 500 miles before or after 6,000 miles of service as manpower allows, however, 100% of all scheduled preventive maintenance

inspections will be completed within 500 miles before or after 6,000 miles of service.

2.10 Regular Route Service Standards

Each route in the transit system will be evaluated as a separate service entity. However, individual routes shall be evaluated with an understanding that these routes are inter-related with respect to the customer, who may need to transfer to reach their final destination. Individual routes working as an integrated and planned system will allow Brownsville Metro to succeed.

Performance indicators will be used to evaluate the productivity and activity of each route. They will be calculated and reported monthly. Special attention will be given to those routes which fall below the following standards until they meet the standards or are removed from service.

The indicators are:

- Passengers Per Revenue Hour - Passengers per revenue hour is a measure of service effectiveness. It is a measure of service consumption in relation to the amount of service available. It is calculated by dividing the number of passengers by the number of revenue hours the route operates in revenue service. The system average for the passengers per revenue hour should not fall below 23 passengers per hour.
- Passenger Per Revenue Mile - Passengers per revenue mile is also a measure of service effectiveness. It is calculated by dividing the number of passengers by the number of revenue miles the route operates in revenue service. The system average for the passengers per revenue mile should be maximized, but shall be no less than 1.3 passengers per mile.
- Farebox Recovery - Farebox recovery is a measure of cost effectiveness. It is a measure of service consumption (where revenue received by passengers serves as a proxy for “consumption”) in relation to resources expended. It shall be calculated by dividing the revenue collected on the route by the fully allocated cost of operating the route. The system average should be maximized, but shall be no less than 5%. Caution will be used when evaluating routes by this measure since it can be skewed if a high number of seniors and or passengers with disabilities, who pay a lower fare, use a particular route.

Consistent with the values of Brownsville Metro, customer needs should be the primary consideration for providing service. The service standards above can be used as a tool to help Brownsville Metro determine whether the routes remain effective. The following steps will be taken when two out of three of a route's performance indicators rank:

- Above 80% of the thresholds – No action will be taken. The route is considered to be meeting performance standards.
- Between 70% and 79% of the thresholds – The route shall be analyzed to determine the possible cause(s) for not meeting the standard. If appropriate, one or more action items will be implemented.
- Between 60% and 69% of the thresholds - A written plan of action will be created for the route with specific action items. The plan will contain a brief description of the route including current alignment and generators served, a summary of the historical trends for

the route including action items previously attempted, a summary of possible causes for the decline in performance, and recommended action items. Potential action items are listed below.

- Below 60% of the threshold - In addition to a written plan of action for the route as described above, a six (6) month deadline will be established for improvement. The plan and the deadline will be presented to the City Commission. If the route performance measures do not improve to at least between 60% and 69% of the thresholds by the deadline, a follow-up plan will be written for the route. It will include an explanation of the actions taken, an analysis of their impact and any further recommendations which may include extending the deadline for improvement for another six months or recommending that the route be discontinued and its resources reallocated for other transit purposes.

The following is a list of possible action items which will be considered when a route's performance warrants action.

- **Modify Route Alignment** – Modifications include but are not limited to the following:
 - Simplify the route to improve ease of use.
 - Re-route to serve higher density/demand areas.
 - Shorten the route to reduce vehicle requirements and mileage.
 - Combine the route with another route to reduce vehicle requirements and increase passenger loads.
- Reduce or increase service frequency.
- Reduce or increase service hours (peak period/mid-day/night)
- Examine lower-cost service substitutions (i.e. deviated fixed route service, subscription bus service, transit sponsored van pool, etc.).
- Target market the route to specific neighborhoods and businesses served by the route. This will be accomplished through direct mail campaigns, personal communication, and public participation.

Routes that do not improve after action items have been implemented, may be recommended to the City Commission for reduction or elimination. Service reduction or elimination may be superseded when a community, an organization, or a corporation is willing to subsidize the route or at the discretion of the City Commission.

- New Service and Extensions - A petition signed by a minimum of fifty (50) Brownsville residents including their address and telephone numbers for verification, must accompany all new service requests. The aforementioned criteria will apply equally to all new routes and extensions. However, the performance of any new service must be estimated. Since less than adequate ridership is to be expected during the first several months that the new service is operating, a ridership growth period should be provided. New routes and/or major extensions shall be granted a one-year trial period. During the trial period the new route will not be subject to action items if its performance measures do not reach the standards set forth above. At the end of the trial period the new service will be evaluated. The trial period may be extended up to six more months or Brownsville Metro may begin to implement one or more action items.

2.11 Demand Response ADA Paratransit Service Standards

The personal and on-demand nature of the demand response ADA Paratransit service (Paratransit) leads to a reduction in the possible passengers per hour when compared to a fixed route service. A lower standard has been set for this service taking into account the requirements necessary to provide this specialized service including: the special needs of many of this service's customers and the time required to board and secure passengers using wheelchairs and other mobility devices. However, Brownsville Metro also recognizes that productivity on the Paratransit service must be maintained at a reasonable level. As such, the Paratransit service shall carry at-least two (2) passengers per service hour.

In the event that this service fails to achieve the prescribed standard, an action plan will be developed outlining steps necessary to improve productivity. Corrective action items include, but are not limited to:

- Modifying the dispatch function
- Modifying how trips are assigned to operators and manifests are created
- Modifying operating procedures (loading / securing passengers or additional services, etc.)

SECTION 3 – OPERATING REVENUE

As a public entity receiving tax dollars, Brownsville Metro will continually review its roles as a service provider and as the steward of public funds. Brownsville Metro has set the following standards to ensure that the system is efficiently generating appropriate amounts of revenue and effectively reviewing those revenue sources.

3.1 Revenue Return Rate

Total operating revenue shall cover at least eighteen (18%) percent of the total operating costs of the Brownsville Metro Department. Operating revenue includes:

- Farebox revenue
- Advertising revenue
- Lease revenue from La Plaza at Brownsville
- Other income

3.2 Revenue Sources Evaluation

All revenue sources will be reviewed annually to determine whether they continue to meet the established standards, and whether each source is maximizing its potential. If operating revenues do not meet the standard an action plan will be created for one or more revenue source. The plan shall include proposed actions to be taken to generate additional revenue, as well as any cost associated with the proposed actions.

SECTION 4 – MARKETING

Brownsville Metro recognizes the importance of marketing as a tool for educating the public about the benefits of public transportation and maintaining or increasing ridership. Brownsville Metro's marketing approach is directed towards:

- An image/recognition effort to generate community goodwill
- Educating the public about the services offered by Brownsville Metro and the benefits of public transportation
- Specific promotions to increase ridership on specific routes or system-wide.

A variety of efforts shall be utilized to achieve these objectives including print, radio, direct mail, television and public outreach. Specific public information guides shall be developed for presentation to service agencies, schools and business organizations to generate ridership and community goodwill. An on-going public relations program should provide a regular contact with news media in order to inform the public of significant events and policies affecting Brownsville Metro and its customers, including accident rate reductions, safety awards, achievements, increased ridership, etc.

GLOSSARY OF TERMS

Bi-directional - A routing that maintains the bus on the same streets operating outbound as it does operating inbound.

Coverage - Area of the city that is served by a bus route (typically 1/8 - 1/4 mile from the bus route)

Deadhead Miles - The miles that a vehicle travels when out of revenue service (usually from the garage to the beginning of the route or returning to the garage for storage).

Demand Response ADA Paratransit Service - Service implemented by Brownsville Metro to provide transportation to persons with disabilities that cannot access a fixed route bus and that meet the requirements of the Americans with Disabilities Act (ADA). The service is required as a complement to the fixed route service under the provisions of the ADA.

Far-side Stops - A bus stop location that is found immediately after an intersection.

Generators – Generators are places that pose as an attractive origin or destination for a large number of passengers. They include centers for employment, shopping, recreation or medical facilities.

Headway - The time interval between vehicles moving in the same direction on a particular route as set by policy.

Interlining - Linking two or more routes to establish an attractive pairing which better serves customer's needs and improves route efficiency.

Mid-block Stops - A bus stop location that is found in-between intersections.

Near-side Stops - A bus stop location that is found prior to crossing an intersection.

Peak Period - The time(s) of the day when the bulk of travel is done by our passengers.

Revenue Hour - The time when a vehicle is available to the general public and there is an expectation of carrying passengers.

Revenue Miles - The miles accumulated when a vehicle is available to the general public and there is an expectation of carrying passengers

Service Frequency - The number of times a bus passes a certain point in terms of time.