



Department Source: Public Works

To: City Council

From: Public Works: August 1, 2022

Re: GoCOMO Route Adjustments to serve Parkade Plaza

Executive Summary

GoCOMO Transit is adjusting its Gold Route to provide transportation services to the west side of Business Loop 70 primarily, the Parkade Plaza, Food Bank and Moberly Area Community College. Stops being eliminated by the Gold Route will be served by the Red Route. Public Works is excited to provide transit access these very important entities.

Discussion

Effective Monday, August 1, Go COMO transit will provide service to 10 new bus stops on the gold route, giving riders increased access to Columbia. Following their purchase of the old Moser's grocery store site on Business Loop 70, the Food Bank requested that Public Works explore the possibility of adding a bus stop to serve the location. Transit staff had already began work on that possibility based on a previous request from Moberly Area Community College.

The Gold route, which currently starts at the Wabash Bus Station and travels west along the Worley Street corridor, will now also head north toward Parkade Plaza. In doing so, it will stop at two new stops along North Garth Avenue, four new stops on the Business Loop and four new stops on West Sexton Road.

After visiting these 10 new stops, the bus will return to its existing route on West Worley Street and travel west toward Columbia Mall. After reaching the mall, it will head directly back to the Wabash Bus Station, not revisiting the Business Loop during its eastbound return trip. These new stops will allow GoCOMO to serve Moberly Area Community College, Missouri Department of Social Services-Family Support Division, Missouri Veterans Commission, Central Pantry, Oak Towers, Rusk Rehabilitation, Mizzou North, among other businesses.

In order to maintain a route time of 45 minutes, the Gold route will no longer serve the Walmart Supercenter area on West Broadway. Riders who wish to visit this location must use the Red Route, which will continue to provide service to the West Broadway Walmart area after August 1.

In addition to the changes to the Gold Route coming August 1, the Red Route will also be altered slightly to travel along West Worley Street instead of West Ash Street. This small alteration will allow the Red Route to pick up two stops formerly serviced by the Gold Route. These two stops are West Worley Street at Park De Ville Drive, and West Worley Street at Basin Drive.



City of Columbia

701 East Broadway, Columbia, Missouri 65201

To review the changes being made to the Gold and Red routes, please see the attached maps showing diagrams and schedules for both the current route and the route that will begin on August 1.

Flyers announcing the change will be made available to riders on all City buses throughout July. Riders will also be able to review details of the new routes on City social media, via the Go COMO app and on the Go COMO website, GoCOMOTransit.com.

Fiscal Impact

None

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Inclusive Community Secondary Impact: Not Applicable,

Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action

Suggested Council Action

Acceptance of the report.