Title VI Program Update: Language Assistance Plan and Public Participation Plan

Policy and Governance Committee

January 24, 2023

Title VI Overview

- <u>Title VI of the Civil Rights Act of 1964</u> provides that agencies cannot deny the benefits of, or participation in, programs or activities that receive Federal financial assistance on the basis of race, color or national origin, including the ability to read, speak, write or understand English.

  - Impacts on low-income populations must also be considered based on a 1994 Executive Order

- The SFMTA's Title VI Program Update was approved by the MTA Board of Directors on January 17, 2023 and will be forwarded to the FTA by the February 1, 2023 deadline.

General Program Requirements

Language Assistance Plan (LAP)

- How we identify, assess and meet the needs of, our limited-English proficient (LEP) communities within our service area, including preferred communication methods, vital topics of information and language assistance protocols

Public Participation Plan (PPP)

- Details the tools and methodologies we use to engage community partners and riders early and continuously in our decision-making processes; assesses preferred meeting topics and venues; and, how participants prefer to provide feedback

Overview of Data Collection Methods for Updating LAP and PPP

- Public Engagement and Language Assistance Survey in 11 languages (9,300+ responses)

  - Promoted via sfmta.com, email blasts, focus groups, CBO partnerships, social media, intercept surveys; informed both LAP and PPP

- 27 CBO Leadership Interviews (LAP)

- Seven in-language focus groups in top five languages with 87 participants (LAP)

- 244 staff surveys from SFMTA public contact employees from 11 different divisions (LAP)

- Eight Community Conversations (PPP)

- Other data sources for LAP: Language Line, Census and school data, paratransit application information

Language Assistance Plan

To update the LAP, the SFMTA is required to complete the Department of Transportation's Four Factor Analysis:

Factor 1: Identify the number and proportion of LEP persons served or encountered in the eligible service population;

Factor 2: Determine the frequency with which LEP individuals come into contact with SFMTA's programs, activities, and services;
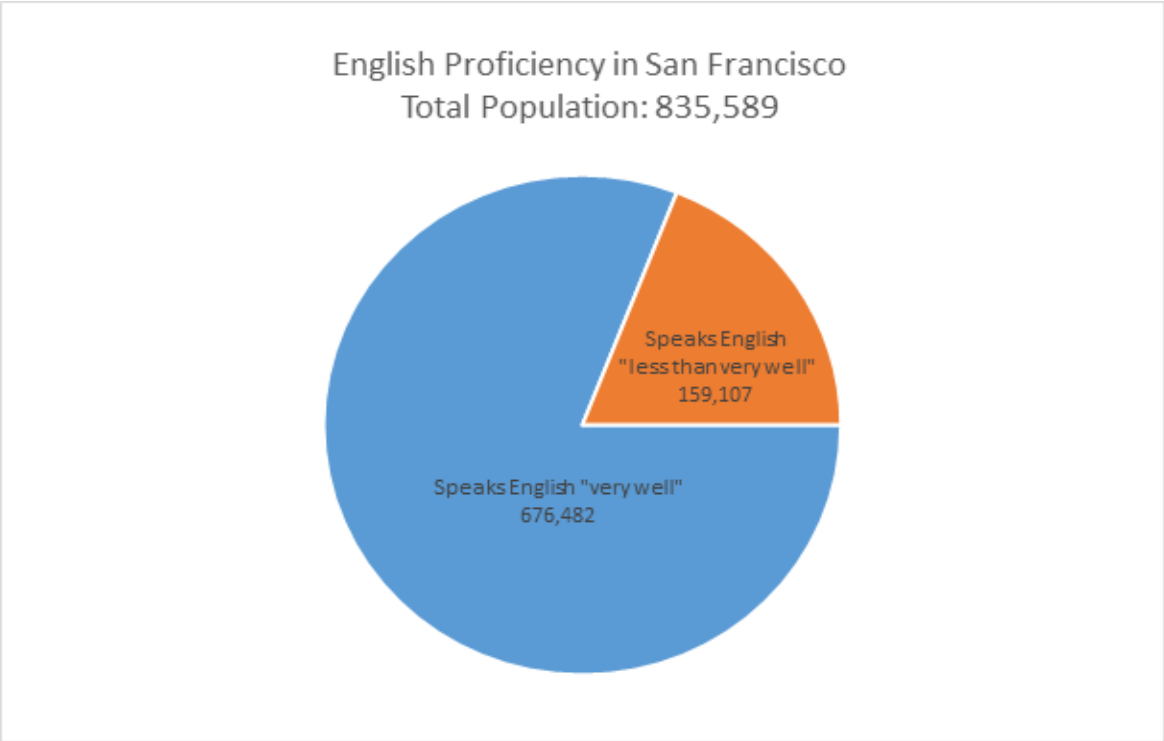
Factor 3: Assess the importance to LEP persons of SFMTA's programs, activities, and services; and

Factor 4: Assess the current resources available and the costs to provide language assistance services.

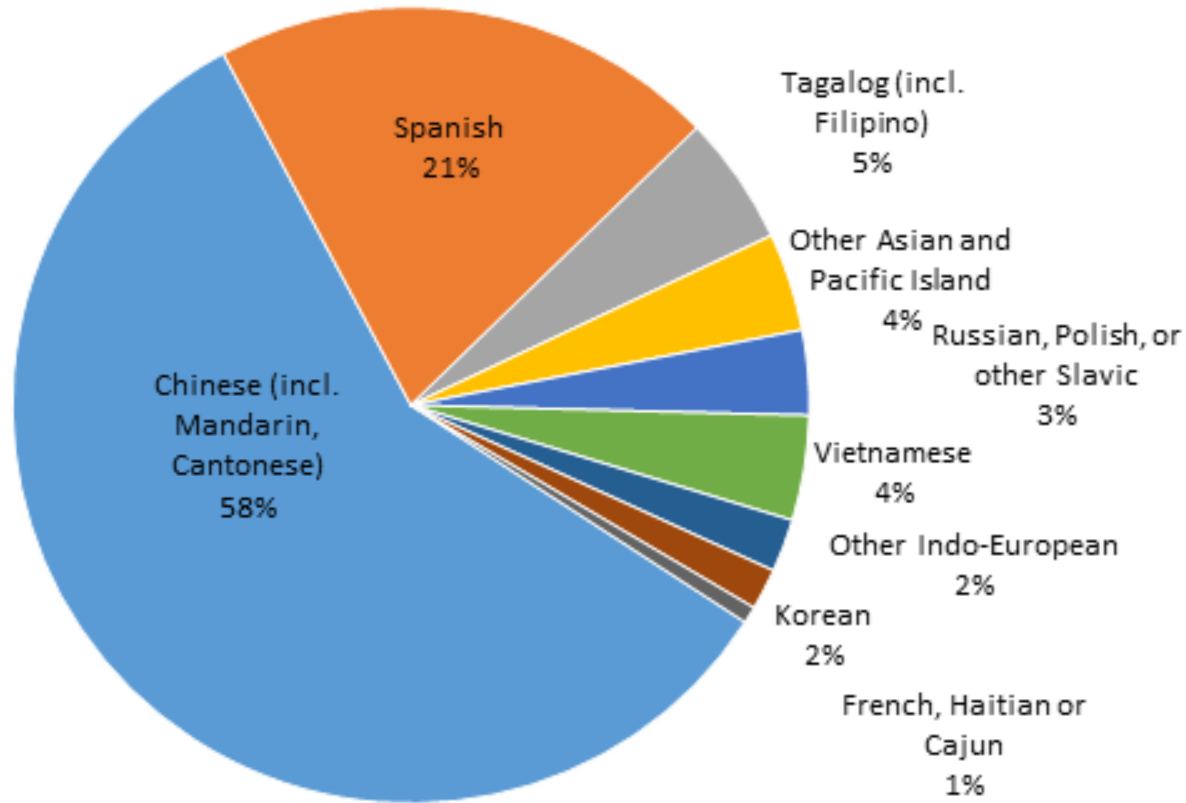# Factor One: Identifying the LEP Population Served

- The SFMTA knows from experience that it interacts with, and serves, a significant and diverse LEP population through a variety of programs, benefits and services.

- SFMTA analyzed data from the American Community Survey and the California Department of Education, as well as data from the 2022 SFMTA Staff Survey and CBO Stakeholder Leader Interviews to assist in identifying LEP populations within its service area.

- Assessment of Census data reveals the "Safe Harbor" languages in which vital information needs to be translated, depending on content and circumstances, for the 1,000 or more individuals in each language other than English who self-identify as speaking English "less than very well"

2016-2020 American Community Survey Data: Language Spoken at Home for the Population 5 Years and Over

English Proficiency in San Francisco
Total Population: 835,589

Speaks English "less than very well"
159,107

Speaks English "very well"
676,482

LEP Language Groups in San Francisco

LEP Language Groups in San Francisco

- Chinese (incl. Mandarin, Cantonese) 58%
- Spanish 21%
- Tagalog (incl. Filipino) 5%
- Other Asian and Pacific Island 4%
- Russian, Polish, or other Slavic 3%
- Vietnamese 4%
- Other Indo-European 2%
- Korean 2%
- French, Haitian or Cajun 1%

Factor Two: Frequency of Contact

In addition to Census data, to further assess the frequency with which LEP individuals come into contact with the program, the SFMTA also examined its prior and ongoing contact with LEP customers through the following points of contact and through access to its language assistance services:

- Telephonic language interpretation service data

- 2022 Public Participation and Community Language Access Survey

- SFMTA's ADA Complementary Paratransit Service Customer Information

- SFMTA Public Contact Employee survey

- Interviews with Community-Based Organization (CBO) Leaders

Factor Two Highlights

Both Census data and SFMTA research demonstrate that LEP individuals are frequent and consistent users of SFMTA's services and programs and that the SFMTA serves a significant and diverse LEP customer population.

- Based on 2020 U.S. Census data, **approximately 16% of San Francisco's approximately 159,000 LEP individuals regularly commute to work on public transit.** More still depend on Muni for other daily activities.

- LEP customers use Muni frequently – **nearly half of LEP survey respondents (46%) indicated they ride Muni five times a week or more.** Nearly nine out of ten LEP survey respondents (85%) ride Muni at least once per week.

- Qualitative data collected through focus groups and CBO leader interviews found that **Muni is a key part of LEP San Franciscans' daily lives and allows them to complete essential tasks such as going to work, school and appointments, and getting grocerie**s.

Weekly Muni Ridership by Native Language

Native Language	Percent Who Ride Once a Week or More
Spanish	95%
Vietnamese	91%
Mandarin	89%
Filipino	88%
Russian	86%
Cantonese	84%
Japanese	74%
Korean	63%
French	60%

Factor 3: The Importance of the SFMTA's Program, Activity or Service to People's lives

- Both quantitative and qualitative research methods were used to identify how critical our services and programs are to our LEP customers, and to gather feedback on how current language assistance measures could be improved to provide better access.

- Primary data demonstrated that San Francisco's LEP population – regardless of their native language – frequently and successfully use SFMTA's services.

- Muni in particular was described by LEP individuals as an integral part of accomplishing their daily activities.

Insights from LEP CBO Leadership Interviews

- CBO leader comments regarding Muni use were consistent with other survey data: most use it for essential shopping, getting to community centers, cultural events, appointments, and for visiting friends. Parents and kids use Muni to get to school and working adults use it to get to work.

- When asked whether there were COVID-19 related impacts to the use of transit service by the populations they serve, responses included:
  - Mentions about using public transit due to the perceived exposure to COVID-19 and safety and security concerns, particularly among older adults.
  - Several groups that serve Asian communities cited safety concerns and hesitation to use transit due to the Asian hate crimes being reported in the media.
  - CBO leaders also mentioned their clients experiencing suspended bus routes due to the COVID-19 pandemic.

Insights from Focus Groups

- Findings further supported that Muni is a critical part of LEP San Franciscans' daily lives. The convenience, affordability, and speed of Muni all provide a significant advantage over other forms of transportation.

- Some participants commented that at night Muni is safer than walking and that for those who are unable to walk very far, it is essential to helping them get around San Francisco, particularly in the hilly areas.

- While Muni was central to participants' daily lives, there were times that participants indicated they avoid riding. Many of the reasons provided aligned with the feedback provided in the survey research and by CBO leaders: LEP customers worried about COVID-19 infection, safety (specifically theft and fights on board), a lack of cleanliness and overcrowding that makes it difficult to carry groceries or bring their children on board.

  - "I love riding Muni because I meet so many people and make new friends. It feels very nice because, in my country, I had never taken public transport, unlike now, I use it all the time to go to different parts of San Francisco."
    – Spanish Language Focus Group Participant

  - "If Muni were to go away, if I needed to go somewhere far at night, it would be difficult because the streets are so scary. It's much safer to take Muni."
    – Filipino Language Focus Group Participant

Reasons for Riding Muni

When you use Muni, what do you use it for?

Reason for Riding Muni	All Resp.	Spanish	Cantonese	Mandarin	Russian	Filipino	Vietnamese	French	Korean	Jap-anese
Essential shopping	56%	47%	56%	58%	49%	59%	74%	40%	42%	48%
Going to work	50%	36%	26%	30%	20%	34%	23%	30%	21%	39%
Hospitals/ Medical Visits	41%	57%	47%	55%	24%	73%	40%	50%	53%	42%
Recreational shopping	30%	20%	16%	28%	3%	22%	18%	10%	0%	16%
Visiting friends and family	30%	35%	40%	34%	34%	39%	66%	20%	11%	45%
Going to school	19%	35%	27%	26%	34%	34%	26%	30%	16%	35%
Attending recreational or sporting events	17%	27%	7%	5%	25%	15%	12%	0%	21%	10%
Attending religious/spiritual functions	13%	19%	14%	14%	14%	15%	5%	20%	16%	29%
Other	6%	3%	2%	5%	3%	12%	2%	20%	5%	0%

Reasons for Not Riding Muni

Native Language	Top 3 Reasons For Not Using Muni
Spanish	Prefer to walk (28%) Does not go where I need to go (19%) Prefer to drive myself (17%)
Chinese – Cantonese	Does not go where I need to go (31%) Safety and security (24%) Takes too much time (23%)
Chinese - Mandarin	Takes too much time (39%) Does not go where I need to go (30%) Safety and security (27%)
Russian	Prefer to walk (40%) Does not go where I need to go (33%) Safety and security (21%) Cleanliness (21%)
Filipino	Prefer to walk (41%) Use taxis/rideshare service (34%) Does not go where I need to go (27%)
Vietnamese	Safety and security (35%) Does not go where I need to go (31%) Takes too much time (22%)
French	Prefer to walk (70%) Takes too much time (70%) Unreliable (40%) Does not go where I need to go (40%)
Korean	Does not go where I need to go (50%) Safety and security (33%) Cleanliness (28%) Unreliable (28%) Takes too much time (28%)
Japanese	Takes too much time (38%) Safety and security (38%) Unreliable (31%)

Factor Three Conclusions

- SFMTA's transit services are a key means by which LEP individuals in San Francisco accomplish a variety of important and/or critical daily tasks.

- Based on focus groups and CBO leader interviews, LEP customers appear to be mostly satisfied with the overall service provided by Muni, pointing to transit's importance in their daily lives.

- When LEP individuals choose not to ride Muni, 29% of survey respondents cited that Muni does not go where they need to go, 26% stated that they have safety and security concerns and 25% said it takes too much time.

- A sharp decline in the percentage who do not ride Muni because they find English hard to understand is an important sign of progress in reaching LEP populations in the last few years.

Factor Four: Resources Available to Recipients for LEP Outreach and Related Costs

- On average, the agency spends approximately $880,000 - $1M annually to support language assistance, including document translation and production (design, printing and mailing costs).

- Translated documents include car cards, direct mailers, station kiosk signage, customer take-ones, meeting notices, brochures and other customer outreach materials like construction-related notices and information pieces and include approximately 200-500 General Customer Information materials as well as 5,000-10,000 multilingual Customer Alerts that are produced and posted per year. Translations can be handled by outside vendors or in-house staff, and production of materials is coordinated through the SFMTA's Marketing group.

- Additional costs: paratransit program language support; providing interpreters at public meetings, hearings and focus groups; administering multilingual surveys; providing telephonic and video interpretation assistance, running advertisements and legal notices in non-English newspapers and paying a premium to employees who use their bilingual or multilingual language skills in conducting their job duties.

- **Based on feedback from the focus group participants and CBO leadership interviews, LEP populations would like to see more translations in their native languages to the extent possible, particularly in the areas of fare and schedule changes, and posted at locations such as bus stops, housing complexes, and community centers. They also expressed strong interest in having high quality multilingual information available on the SFMTA website and on online apps.**

Communication with LEP Populations

- Based on the feedback received throughout the outreach and research effort conducted as part of the 2022 LAP update, LEP customers are able to get information about SFMTA services and programs in a variety of ways.

- The website and signage continue to be rated as the most commonly used sources of information about Muni, as well as new ways of connecting with LEP users, such as online apps.

- LEP riders find it highly important to receive information in their language in a wide number of ways as well, ranging from online platforms (like the website, emails and online apps) to physical ones (such as maps and signs) and through contact with SFMTA staff (like 311).

- Interviews with CBO leaders confirmed that word of mouth is one of the most popular ways for LEP customers to get information about SFMTA. They also mentioned their centers, schools, and other cultural centers as valuable sources of information about SFMTA for their LEP populations.

- Suggestions from Community leaders included: translated flyers at bus stops and on buses, at popular stores, senior housing centers, CBOs, schools, and community events, postings in native language newspapers and social media, and through ambassadors. CBOs leaders frequently expressed interest in receiving the flyers to share with their clients, especially since many of their clients visit them daily or multiple times each week.

Focus Group Feedback

Information from focus group participants on their sources of information differed from the survey research.

- While the website was by far the most common source of information among LEP 2022 Survey respondents, focus group participants found it difficult to use and were unaware that it is available in non-English languages.

- Monolingual participants felt like lack of in-language content available on mobile apps, such as Transit, Moovit, MuniMobile etc., made those difficult to use as well.

- While signage and maps in vehicles, stations, and shelters were a very common source of information among survey respondents, focus group participants' experience using the information at transit stops was mixed.

- Participants stated easiest information sources were word of mouth from family and friends and CBOs.

- Focus group participants also found using their smartphone to access Google Translate and Google Maps to be one of the easiest ways of getting information on how to use transit, although older adults tended to be less tech savvy and face barriers to using apps.

- **Focus group participants' top priority was an expansion of the number of bilingual drivers, ambassadors and staff in their neighborhoods**

Importance of Receiving Information in an LEP Respondent's Native Language

Type of Information	2019	2022	2022-2019 Difference
Safety and security information	69%	60%	-9%
Schedules	74%	57%	-17%
Routes	72%	56%	-16%
Service changes/detours	68%	56%	-12%
Bus Conditions (broken equipment, cleanliness, etc.)	62%	52%	-10%
Fare changes	66%	51%	-15%
Notice of available language assistance (verbal, written)	62%	50%	-12%
Fare information and/or ticket vending machines	62%	46%	-16%
How to file a complaint/commendations	61%	46%	-15%
Ridership Information/Guide	64%	45%	-19%
ADA/Accessibility for the disabled	64%	42%	-22%
Meeting notices	51%	38%	-13%

Sources of Information Used to Learn about the SFMTA's Programs and Services

Sources of Information	2016	2019	2022	2022-2019 Difference
Muni website (SFMTA.com, Muniforward.com, etc.)	34%	31%	45%	+14%
Signs in vehicles, stations, or bus shelters	50%	55%	31%	-24%
Friends and family members	43%	37%	26%	-11%
Maps in vehicles, stations, or bus shelters	40%	43%	21%	-22%
Online applications or Apps (Moovit, Transit, MuniMobile, etc.)	-	-	20%	-
San Francisco's 311 Telephone Customer Service Center	28%	22%	19%	-3%
Radio or television ads	23%	28%	16%	-12%
Email communications	6%	5%	11%	+6%
Social media posts e.g., Facebook or Twitter	7%	7%	10%	+3%
Community or faith-based organizations	24%	13%	9%	-4%
Text message updates	6%	5%	8%	+3%
Newspaper ads	21%	28%	7%	-21%
Muni's Customer Service Center on South Van Ness	18%	12%	7%	-5%
Mailers	-	11%	7%	-4%
Brochures	9%	8%	5%	-3%
Meeting notices	-	5%	4%	-1%
Muni meetings in my community	17%	9%	3%	-6%
Ambassadors doing street-level outreach	10%	9%	3%	-6%
SFMTA Board of Directors Meetings	5%	2%	1%	-1%

Preferred Language Assistance Tools

Tools	2019	2022	2022-2019 Difference
Muni website (sfmta.com, Muni forward.com etc.)	56%	51%	-5%
311/Language Line	59%	50%	-9%
Maps in vehicles, stations, or bus shelters	63%	49%	-14%
Sign in vehicles, stations, or bus shelters	62%	48%	-14%
Muni's Customer Service Center on South Van Ness	56%	43%	-13%
Text message updates	45%	42%	-3%
Online applications/apps	-	42%	42%
Email communications	42%	41%	-1%
Friends and family members	52%	40%	-12%
Mailers	47%	38%	-9%
Radio or television ads	54%	37%	-17%
Brochures	44%	36%	-8%
Ambassadors doing street-level outreach	49%	35%	-14%
Social media posts e.g., Twitter or Facebook	42%	35%	-7%
Meeting notices	42%	34%	-8%
Newspaper ads	57%	33%	-24%
Community or faith-based organizations	48%	33%	-15%
SFMTA Board of Directors Meetings	41%	33%	-8%

Social Media Platforms Used by Language

What social media platforms do you use most (Select all that apply?

Social Media Platform	All Resp.	Spanish	Cantonese	Mandarin	Russian	Filipino	Vietnamese	French	Korean	Japanese
Facebook	41%	59%	29%	36%	37%	68%	43%	20%	37%	39%
WeChat	33%	1%	65%	76%	0%	2%	11%	0%	0%	3%
Instagram	17%	28%	9%	16%	19%	32%	3%	20%	21%	19%
TikTok	10%	26%	5%	12%	0%	17%	3%	10%	0%	3%
Twitter	8%	8%	4%	9%	3%	12%	1%	30%	5%	19%
LinkedIn	6%	3%	2%	6%	5%	10%	1%	20%	16%	10%

Next Steps LAP

- Continue promoting 311 not only as a source of information but also to provide feedback and access free language assistance through a multilingual customer information campaign, planned to launch in 2023

- Further increase the awareness of the availability of translated material and resources on the agency's website

- Consider literacy levels when developing new content to increase the accessibility of the information being translated

- Explore multilingual language capabilities on online applications to determine what is feasible for future technological improvements

- Examine opportunities to leverage existing agency social media

- Consider emerging platforms such as WeChat for Chinese-speaking communities and costs and resources required

SFMTA's Public Participation Plan (PPP)

- Reflects and reinforces the primary goal of SFMTA's public involvement activities

Public Participation Plan Update

Feedback sought in three primary areas:

- **Communication:**
  - How customers receive info. about the SFMTA, Muni and related services
    - Vital topics of interest
    - Language preferences for receiving info.

- **Public Meetings:**
  - How they receive notice
  - Topics of interest
  - Factors that would encourage attendance
  - Preferences on how info. should be presented

- **Preferred ways for providing feedback:**
  - Channels to help inform SFMTA decision-making processes

Public Participation Plan Highlights

- SFMTA's stakeholders, community partners and riders are diverse in their demographic characteristics

- Have a variety of preferences for how they want to:
  - Receive information about SFMTA services and meetings
  - Participate in the agency's planning processes
  - Give feedback about its decisions

Communication: How customers receive info. about the SFMTA, Muni and related services

- Website
- Signage in vehicles, stations and shelters
- Online "Apps" exceeded social media in importance

Source of Information	2022	2022-2019 Difference
SFMTA/Muni website (SFMTA.com, web blog, etc.)	59%	+1%
Signs in vehicles, stations, or bus shelters	45%	-16%
Online applications or APPS (Moovit, MuniMobile, Transit, etc.)	38%	N/A
Maps in vehicles, stations, or bus shelters	30%	-5%
Email communications	19%	-8%
Friends and family members	16%	-4%
Social media posts e.g., Facebook, Twitter, Instagram	14%	-28%
San Francisco's 311 Telephone Customer Service Center	13%	+5%
Text message updates	11%	-13%
Radio or television	6%	+2%
Mailers	4%	0%
Meeting notices (e.g., fliers, posters)	4%	+1%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	3%	-5%
Community or faith-based organizations	3%	0%
Newspaper ads	3%	0%
Brochures	2%	-1%
Ambassadors doing street-level outreach	2%	-1%
SFMTA/Muni meetings or other meetings in my community	2%	-2%
SFMTA Board of Directors Meetings	1%	-1%

Communication: How customers receive info. about the SFMTA, Muni, etc. by Age

Source of Information	Total	Age									
		Under 18 Years Old	18-29	30-39	40-49	50-64	65-74	75+	0-49	50+	65+
SFMTA/Muni website (SFMTA.com, web blog, etc.)	59%	63%	56%	58%	60%	60%	59%	55%	59%	58%	57%
San Francisco's 311 Telephone Customer Service Center	13%	3%	10%	8%	10%	14%	20%	21%	9%	17%	20%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	3%	2%	2%	2%	3%	3%	3%	3%	2%	3%	3%
Signs in vehicles, stations, or bus shelters	45%	39%	43%	50%	50%	45%	44%	41%	48%	44%	43%
Maps in vehicles, stations, or bus shelters	30%	26%	30%	33%	35%	31%	28%	28%	33%	30%	28%
Friends and family members	16%	31%	20%	19%	14%	15%	14%	17%	18%	15%	15%
Community or faith-based organizations	3%	2%	2%	3%	3%	4%	3%	4%	3%	3%	3%
Mailers	4%	3%	3%	5%	4%	4%	5%	5%	4%	4%	5%
Newspaper ads	3%	3%	1%	2%	1%	3%	4%	6%	2%	4%	4%
Radio or television	6%	2%	2%	5%	5%	7%	9%	10%	4%	8%	9%
Meeting notices (e.g., fliers, posters)	4%	3%	5%	4%	6%	4%	4%	6%	5%	4%	5%
Email communications	19%	16%	12%	20%	19%	18%	23%	23%	18%	21%	23%
Social media posts e.g., Facebook, Twitter, Instagram	14%	16%	25%	27%	19%	12%	5%	2%	23%	8%	4%
Text message updates	11%	8%	12%	13%	10%	13%	11%	10%	12%	11%	10%
Brochures	2%	0%	1%	1%	2%	2%	4%	4%	2%	3%	4%
SFMTA Board of Directors Meetings	1%	3%	2%	2%	1%	1%	1%	2%	2%	1%	1%
Ambassadors doing street-level outreach	2%	3%	2%	3%	2%	2%	1%	2%	2%	2%	1%
SFMTA/Muni meetings or other meetings in my community	2%	2%	1%	3%	2%	3%	3%	4%	2%	3%	3%
Online applications or APPS (MuniMobile, Transit, etc.)	38%	31%	43%	46%	49%	37%	30%	23%	46%	33%	28%

Communication: Social Media Use by Income and Ethnicity

Source of Information	Total	Income		Ethnicity			
		Low-Income	High-Income	Whites	African Americans	Asians	Latinx
Social Media	72%	73%	72%	71%	77%	76%	82%
Facebook	40%	44%	40%	38%	52%	43%	50%
Twitter	23%	15%	25%	26%	27%	18%	17%
Instagram	34%	25%	36%	35%	35%	31%	43%
TikTok	9%	12%	8%	7%	16%	8%	22%
WeChat	8%	21%	4%	1%	2%	25%	0%
LinkedIn	17%	7%	20%	20%	17%	14%	11%
I do not use social media/Other	32%	31%	32%	33%	25%	27%	20%

Public Meeting Preferences

- Most often learn about SFMTA meetings through website, emails and signage in vehicles, at stops

- Topics that would most motivate meeting attendance: service changes, safety and security and construction/transit/pedestrian projects

- Availability of virtual or online meetings is seen as biggest factor encouraging attendance

- Preference for meeting materials with visuals, graphics and presentations
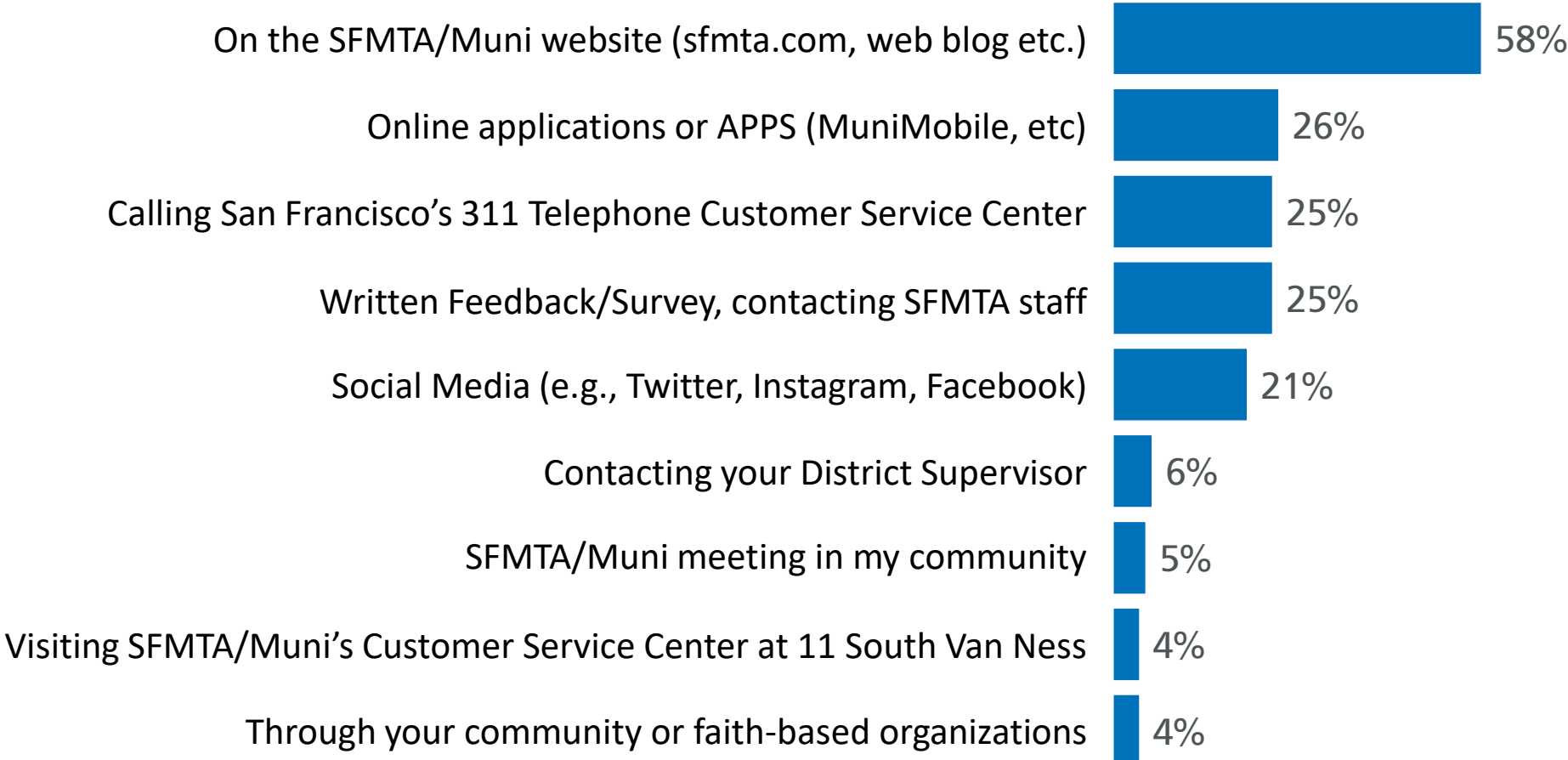
Providing Feedback

What are the easiest ways for you to provide feedback to SFMTA/Muni?
*(Up to 3 Selections Allowed, n=9,129)*

Feedback Method	Percentage
On the SFMTA/Muni website (sfmta.com, web blog etc.)	58%
Online applications or APPS (MuniMobile, etc)	26%
Calling San Francisco's 311 Telephone Customer Service Center	25%
Written Feedback/Survey, contacting SFMTA staff	25%
Social Media (e.g., Twitter, Instagram, Facebook)	21%
Contacting your District Supervisor	6%
SFMTA/Muni meeting in my community	5%
Visiting SFMTA/Muni's Customer Service Center at 11 South Van Ness	4%
Through your community or faith-based organizations	4%

Providing Feedback 2022 vs. 2019

Feedback Method	2022	2022-2019 Difference
On the SFMTA/Muni website (SFMTA.com, web blog etc.)	58%	0%
Online applications or APPS (Moovit, Transit, MuniMobile, etc.)	26%	N/A
Calling San Francisco's 311 Telephone Customer Service Center	25%	+12%
Written Feedback/Survey, contacting SFMTA staff	25%	N/A
Social Media (e.g., Twitter, Instagram, Facebook)	21%	N/A
Contacting your District Supervisor	6%	-4%
SFMTA/Muni meeting in my community	5%	+2%
Visiting SFMTA/Muni's Customer Service Center at 11 South Van Ness	4%	+3%
Through your community or faith-based organizations	4%	+3%

Providing Feedback By Income

Source of Information	Total	Income	
		Low-Income	High-Income
On the SFMTA/Muni website (SFMTA.com, web blog etc.)	58%	47%	61%
Calling San Francisco's 311 Telephone Customer Service Center	25%	32%	24%
Visiting SFMTA/Muni's Customer Service Center at 11 South Van Ness	4%	8%	3%
Through your community or faith-based organizations	4%	9%	2%
Contacting your District Supervisor	6%	5%	7%
SFMTA/Muni meeting in my community	5%	9%	5%
Written Feedback/Survey, contacting SFMTA staff	25%	19%	27%
Social Media (e.g., Twitter, Instagram, Facebook)	21%	22%	22%
Online applications or APPS (MuniMobile, etc.)	26%	20%	28%

Public Participation Plan Findings

Feedback received in 2022 **reinforces** the **value** of the SFMTA's **existing** robust **toolkit** of public outreach and engagement strategies
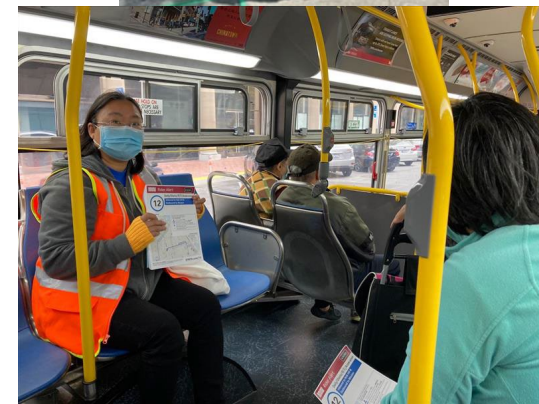
Public Participation Plan: Next Steps

Customer preferences for engaging in the SFMTA's important decision-making processes and providing feedback are wide ranging

- Where practical and appropriate, staff will continue to:
  - Work with community partners to leverage already-scheduled meetings and neighborhood events and activities, to the extent possible
  - Leverage channels such as CBOs, schools, faith-based institutions, etc. to distribute info. and solicit feedback

- As a result of the pandemic, a desire for the option to attend community meetings virtually is a preference that cuts across many of San Francisco's demographics
  - Continue to offer hybrid model of virtual and in-person meeting options, as appropriate

Public Participation Plan
Next Steps (Cont.)

- While the level of feedback and decision space will vary by project
  - Continue to build on opportunities to demonstrate how feedback was used to inform projects and decisions on a project level

- Research underscores the importance of educating riders about the resources available to them, how to access them, and how they can serve their transit needs
  - Multilingual customer education campaign

- Incorporate updates into the agency's Public Outreach and Engagement Team Strategy (POETS)-a program that sets standards for outreach and engagement, provides guidance and support for project managers, and offers staff training with the goal of institutionalizing public participation best practices for agency projects.

Questions?