

# Title VI Program

2019 Title VI Program Update  
San Francisco Municipal Transportation Agency  
(SFMTA)

DECEMBER 2019



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# 1 INTRODUCTION

Established by voter proposition in 1999, the San Francisco Municipal Transportation Agency (SFMTA), a department of the City and County of San Francisco, operates the Municipal Railway (Muni), parking, traffic, bicycling, walking and paratransit. SFMTA also regulates taxis and emerging mobility programs within the City and County of San Francisco. Across five modes of transit, Muni has approximately 725,000 weekday passenger boardings. Founded in 1912, Muni is one of the oldest transit systems in the world. Muni is the largest transit system in the Bay Area and serves more than 220 million customers each year. The Muni fleet is unique and includes historic streetcars, renewable diesel and electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans, and the world-famous cable cars. Muni has 79 routes throughout the City and County San Francisco with all residents within a quarter mile of a transit stop. Muni provides service 24 hours a day, seven days a week.

The SFMTA's mission is to "connect San Francisco through a safe, equitable, and sustainable transportation system." This mission statement complements the goals and mandates of Title VI of the Civil Rights Act of 1964. Section 601 of Title VI mandates that "no person in the United States shall, on the base 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 Assistance from the Federal Transit Administration (FTA)."

Through its policies and programs, the SFMTA is committed to providing quality transit service for all customers, regardless of race, color, or national origin. Proof of this commitment is evident in coverage of service (the majority of San Francisco residents live within a short walk of a Muni stop), frequency of service and transit amenities that SFMTA customers enjoy. SFMTA also has several measures in place to provide language accessibility to its programs and services for its limited-English proficient customers.

As a recipient of federal funds, the SFMTA is required to submit an updated Title VI Program to FTA's Regional Civil Rights Officer every three years. The SFMTA's 2019 Title VI Program provides an update to the SFMTA's 2016 Title VI Program and details the SFMTA's compliance with both the "General Requirements" (Section 1) and "Program-Specific Requirements" (Section 2), as required by FTA Circular 4702.1B, and is due to the FTA by December 1, 2019.

## 2 GENERAL REQUIREMENTS

This chapter includes general requirements that must be fulfilled under the FTA Title VI program. Each of these requirements is discussed in the following sub-sections:

- 2.1 Title VI Notice to the Public
- 2.2 Title VI Complaint Procedures and Complaint Form
- 2.3 Summary of Title VI Investigations, Complaints and Lawsuits
- 2.4 Public Participation Plan
- 2.5 Language Assistance Plan
- 2.6 Membership of Transit Related Non-Elected Committees and Councils
- 2.7 Subrecipient Assistance and Monitoring
- 2.8 Determining Site or Location of Facilities Equity Analyses
- 2.9 Documentation of Title VI Program Approval by SFMTA Board of Directors

### 2.1 Title VI Notice to the Public

As required, SFMTA posts Title VI notices in 10 languages and includes information on non-discrimination on the basis of race, color or national origin and informs the public where to find further information and how to file a Title VI complaint. The notices are located at [www.sfmta.com](http://www.sfmta.com), posted in SFMTA's offices with public access, at the paratransit broker's office and in paratransit vans, and on public information materials, as appropriate and as space allows. Title VI language is also included in foldable maps, which are available for purchase throughout the City. Please see Appendix A for SFMTA's Title VI notice, which states in Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, Thai, French and Arabic the following language: "The SFMTA does not discriminate on the basis of race, color or national origin. For more information or to file a complaint, visit SFMTA.com or contact 311."

### 2.2 Title VI Complaint Procedures and Complaint Form

As a general compliance requirement, the SFMTA is required to post a Title VI complaint form and complaint procedures that instruct the public on how to file a Title VI discrimination complaint, taking into account the language needs of its customers.

Below are SFMTA's Title VI Complaint Procedures, which are consistent with guidelines found in the Federal Transit Administration's Circular 4702.1B, dated October 1, 2012:

- The San Francisco Municipal Transportation Agency (SFMTA) is committed to operating its programs and services without regard to race, color or national origin in accordance with Title VI of the Civil Rights Act of 1964.

- Any customer who feels discriminated against as an individually or as a member of a specific group on the basis of race, color or national origin, may file a complaint with the SFMTA and/or the Federal Transit Administration (FTA) within 180 calendar days of the alleged incident. Free language assistance and further information on how to file a Title VI complaint is available 24 hours a day, seven days a week through San Francisco's multilingual 311 Telephone Customer Service Center.
- Title VI Complaint Forms and information on how to file a Title VI complaint are available in English, Spanish, Chinese, Russian, Filipino (Tagalog), Vietnamese, Korean, Japanese, French, Thai and Arabic on the SFMTA's website at <https://www.sfmta.com/about-us/contact-us/title-vi-discrimination-and-complaints>. Complaint forms in the appropriate language, along with instructions, are also mailed or emailed to customers alleging discrimination on the basis of Title VI. (Please see Appendix B for SFMTA's Title VI Complaint Form)
- Once a complaint is received, the SFMTA will review it to determine if the agency has jurisdiction. If the SFMTA does not have jurisdiction, the complainant will be notified.
- An investigation will begin on the day the SFMTA receives the complaint and will generally be completed within 60 days. If more information is needed to resolve the complaint, the SFMTA may contact the complainant to request additional information. Once the SFMTA has completed its investigation, the SFMTA will issue one of two letters indicating either that the complaint was found to be "valid" or "not valid." The complainant will have 14 calendar days from the date of the letter to appeal if the complaint is determined to be "not valid." Instructions and contact information for filing an appeal are included in the "not valid" letter. All appeals are decided by the Director of Transportation or his/her designee.

Title VI Complaint Forms can be submitted as follows:

**U.S. Mail:**

San Francisco Municipal Transportation Agency (SFMTA)

ATTN: Title VI Complaints

One South Van Ness Avenue, 7th Floor

San Francisco, CA 94103

**Email:** [TitleVIComplaints@sfmta.com](mailto:TitleVIComplaints@sfmta.com)

**Fax:** 415.701.4502

Complaints can also be submitted directly to the FTA at the following address:

Federal Transit Administration

Office of Civil Rights

1200 New Jersey Avenue SE

Washington, D.C. 20590

Customers can contact San Francisco's multilingual Telephone Customer Service Center, which is open 24 hours a day/7 days a week/365 days a year, for more information and free language assistance:

**Voice within San Francisco:** 311

**Voice, outside San Francisco:** 415.701.2311

**TTY:** 415.701.2323

## 2.3 Summary of Title VI Investigations, Complaints, and Lawsuits

For the timeframe of this Program Update, there were no Title VI lawsuits. Pursuant to FTA guidance, Appendix C includes a summary of complaints received during the timeframe of this report, including the date the complaint was received, a summary of the allegation(s), the status of the complaint and outcome of the investigation.

## 2.4 Public Participation Plan

As part of its overall Title VI Program, the SFMTA is required to have an established public participation plan (or process) that explicitly describes the proactive strategies, procedures and desired outcomes of its public participation activities. The purpose of the SFMTA's 2019 Public Participation Plan Update (PPP) (Appendix D) is to provide a framework of options and strategies from which to guide a customized, systematic and strategic public involvement approach that seeks out and considers the viewpoints of the general public and other stakeholders in the course of conducting public outreach and involvement activities. Of particular importance are those methodologies that specifically address linguistic, institutional, cultural, economic, historical or other barriers that may be preventing minority, low-income and limited-English proficient (LEP) populations from participating effectively in the SFMTA's decision-making process. The PPP also reflects and reinforces the primary goal of the SFMTA's public involvement activities: to offer early and continuous opportunities for the public to learn about a particular project or initiative while meeting the particular needs of the groups being presented to, such as language assistance, schedule or location accommodations, in order to maximize their involvement in the identification of social, economic and environmental impacts of proposed transportation decisions. As required, please see Appendix E for a summary of major public participation outreach and engagement activities conducted during the timeframe of this report.

## 2.5 Language Assistance Plan

Pursuant to FTA guidance, the SFMTA must take reasonable steps to ensure meaningful access to the benefits, services, information and other important portions of its programs and activities for individuals who are limited-English proficient (LEP). The SFMTA's 2019 Language Assistance Plan (LAP) Update details its language access policies and methods and incorporates the Department of Transportation's (DOT) LEP Guidance as required for providing language assistance for LEP individuals. The goal of the LAP is to



provide language assistance to persons with limited-English proficiency in a competent and effective manner, to help ensure that SFMTA's services are safe, reliable, convenient and accessible to LEP customers. Please see Appendix F for a copy of the SFMTA's 2019 Language Assistance Plan Update.

## 2.6 Membership of Transit Related Non-Elected Committees and Councils

As part of its Title VI Program submission to the FTA, SFMTA must provide a table depicting the racial breakdown of the membership of any transit-related, non-elected planning boards, advisory councils or committees for which SFMTA selects the membership. SFMTA has five transit-related, non-elected citizen committees for which it selects the full membership: the Central Subway Community Advisory Group (CAG); the Van Ness Bus Rapid Transit Community Advisory Committee (Van Ness BRT CAC); the Van Ness Business Advisory Committee (Van Ness BAC); the Geary Community Advisory Committee, and the L-Taraval Working Group.

The purpose of the Central Subway CAG is to engage with the local community, and to receive input and feedback at key milestones throughout the Central Subway project. The CAG consists of representatives from neighborhoods along the entire Third Street Light Rail Project alignment: Visitation Valley, Bayview/Hunters Point, Mission Bay/Potrero Hill, South of Market, Downtown, Union Square and Chinatown. The diverse membership brings to the table citywide, neighborhood, environmental, transportation, commuter, historical and planning interests.

Announcements for vacant positions are made at meetings, posted on the website, advertised through social media, emails, direct phone calls, and announced in the project newsletter. Staff also partners with Community Based Organizations (CBOs) to recruit members and provides information and requests for applications via email contact lists. Current recruitment is underway to fill four committee member vacancies including outreach and recruitment efforts via the SFMTA's Central Subway Project email list, CBOs representing diverse communities, and other outreach efforts in order to achieve a diverse committee membership on the Central Subway CAG. If members of the public are interested in participating in the Central Subway CAG, they are asked to forward a letter of interest and background information or a resume to Charles Chan ([charles.chan@sfmta.com](mailto:charles.chan@sfmta.com)). Members of the CAG are recommended by Central Subway Project staff and forwarded to the SFMTA Director of Transportation for appointment. Table 1 below illustrates the current membership of the Central Subway Community Advisory Group.

Two additional SFMTA transit-related, non-elected citizen committees for which it selects the full membership are the Van Ness Bus Rapid Transit Community Advisory Committee (Van Ness BRT CAC) and the Van Ness Business Advisory Committee (Van Ness BAC). Both are advisory committees for the Van Ness Improvement Project, including the construction of a Bus Rapid Transit line (BRT) on Van Ness Avenue.

The purpose of the Van Ness BRT CAC is to provide feedback and guide decisions related to the design, construction and implementation of the Van Ness Bus Rapid Transit. The Van Ness BRT CAC consists of

representatives from neighborhoods along the entire project corridor. The diverse membership brings to the table citywide, neighborhood, environmental, transportation, commuter, advocacy, historical and planning interests.

The purpose of the Van Ness BAC is to provide recommendations and advice on how project staff can best work with local businesses during construction of the Van Ness Improvement Project. The Van Ness BAC is made up of representatives from a diverse cross-section of project corridor businesses including hospitality, retail, commercial management, arts and education.

Announcements for vacant positions for both committees are made at meetings, posted on the website, and advertised through social media, emails and direct phone calls. Staff also partners with Community Based Organizations (CBOs) to recruit members and requests for applications via email contact lists. Applications are chosen by a selection committee comprising project and non-project staff.

The purpose of the Geary Community Advisory Committee (CAC) is to provide feedback and guide decisions related to the design, construction and implementation of the two Geary BRT projects (both Phase 1, the Geary Rapid Project, and Phase 2, the Geary Boulevard Improvement Project). The Committee also serves as a conduit to the communities they represent, sharing information with and collecting feedback from their communities. The Geary CAC consists of representatives from neighborhoods along the entire project corridor: Inner Richmond, Western Addition/Pacific Heights, Fillmore/Japantown, Nob Hill/Chinatown, Tenderloin, and Union Square. The diverse membership brings to the table, citywide, neighborhood, business, environmental, transportation, commuter, advocacy and planning interests.

Announcements for vacant positions are posted on the website, advertised through social media, email contact lists, phone calls, and shared with Community Based Organizations (CBOs) to recruit members. The initial member recruitment also included print announcements posted along the Geary corridor. If members of the public are interested in participating in the Geary CAC, they are asked to forward a letter of interest and background information or a resume to the project team. Applications are chosen by a selection committee comprised of project and non-project staff.

For the L Taraval Working Group, membership is selected by the SFMTA and vetted through Supervisor Gordon Mar, District 4, San Francisco Board of Supervisors.

The table below depicts the current composition of these groups.

Table 1 Demographic Breakdown of Transit-Related, Non-Elected Committees and Councils Membership

Body	Caucasian	Latino	African American	Asian American	Native American
<b>Population of City and County of San Francisco</b>	40.8%	15.3%	5.1%	34.2%	0.4%
<b>Central Subway Citizens Advisory Group (Four current vacancies)</b>	16 members out of 23 seats	0	0	3 members out of 23 seats	0
<b>VN BRT CAC</b>	8 members out of 15	2 members out of 15	1 member out of 15	4 members out of 15	0
<b>VN BAC</b>	6 members out of 13	2 members out of 13	0	2 members out of 13	0
<b>Geary CAC</b>	10 members of 15	0	1 member of 15	4 members of 15	0
<b>L Taraval Working Group</b>	3 members out 6	1 member out 6	0	2 members out of 6	0

Source: 2013-2017 Five-Year Estimates U.S. Census American Community Survey (ACS).

## 2.7 Subrecipient Assistance and Monitoring

In accordance with 49 CFR 21.9(b), the San Francisco Municipal Transportation Agency (SFMTA) must provide assistance to, and monitor, their subrecipients to ensure that subrecipients are in compliance with the DOT Title VI regulations. A “subrecipient” is an entity that receives Federal financial assistance from the FTA through a primary recipient, such as the SFMTA. As provided in FTA Circular 4702.1B, effective October 1, 2012, oversight responsibilities do not apply to subrecipients who are direct recipients of FTA funds, in which case the subrecipient/direct recipient reports directly to FTA.

SFMTA assists subrecipients in complying with DOT’s Title VI regulations, including the general reporting requirements, by providing:

- Sample notices to the public informing beneficiaries of their rights under DOT’s Title VI regulations, procedures on how to file a Title VI complaint, and the SFMTA’s Title VI complaint form;
- Sample procedures for tracking and investigating Title VI complaints filed with a subrecipient, and when the SFMTA expects the subrecipient to notify the SFMTA of complaints received by the subrecipient;
- Demographic information on the race and English proficiency of residents served by the subrecipient in order to assist the subrecipient in assessing the level and quality of service it provides to communities within its service area and in assessing the need for language assistance; and,
- Any other recipient-generated or obtained data, such as travel patterns, surveys, etc., that will assist subrecipients in complying with Title VI.

In order to ensure that the SFMTA and its subrecipient are in compliance with Title VI requirements, the SFMTA will undertake any or all of the following monitoring activities, based on circumstances and as required: (1) conducting an initial meeting with the subrecipient to review the relevant portions of FTA Circular 4702.1B, but at a minimum, all general reporting requirements; ; (2) providing samples of SFMTA’s required notices, procedures and information that may be relevant to the subrecipient; (3) reviewing the subrecipient’s required documents, notices and other information for compliance with the requirements in FTA C 4702.1B; and (4) conducting regular meetings, phone calls, email check-ins and site visits, as necessary and as required once the subrecipient’s Title VI Program has been established to ensure continued compliance. The SFMTA will also establish a date for collecting and reviewing the subrecipient’s Title VI Program and maintain a copy in electronic storage.

In addition, at the request of the FTA, in response to a complaint of discrimination, or as otherwise deemed necessary by the SFMTA, the SFMTA shall request that subrecipients who provide transportation services verify that their level and quality of service is provided on an equitable basis. Subrecipients that are fixed route transit providers are responsible for reporting as outlined in Chapter IV of FTA Circular 4702.1B.

The SFMTA had no subrecipients during the timeframe of this report.

## 2.8 Determining Site or Location of Facilities Equity Analyses

Pursuant to Title 49 CFR Section 21.9(b)(3), in determining the site or location of federally funded facilities, selections may not be made with the purpose or effect of excluding persons from, denying them the benefits or, or subjecting them to discrimination on the grounds of race, color or national origin. Further, Title 49 CFR part 21, Appendix C, Section (3)(iv) provides, “The location of projects requiring land acquisition and the displacement of persons from their residences and businesses may not be determined on the basis of race, color, or national origin.” Recipients of federal funds are required to complete a Title VI equity analysis during the planning stage with regard to where a project is located or sited to ensure the



location is selected without regard to race, color, or national origin. During the timeframe for the 2019 Title VI Program, no equity analyses for siting or location of facilities were required.

## 2.9 Documentation of Title VI Program Approval by SFMTA Board of Directors

SFMTA's 2019 Title VI Program Update went to the SFMTA Board of Directors on November 5, 2019 for approval. Please see Appendix G for a copy of the Board Resolution.

## 3 TRANSIT REQUIREMENTS

This chapter includes program-specific requirements that must be submitted by SFMTA as a fixed route transit provider that operates 50 or more fixed route vehicles in peak service and is located in an Urbanized Area (UZA) of 200,000 or more people. SFMTA’s Title VI program includes the following content:

- System-wide Service Standards and Policies
- Demographic Analysis of Service Area (including Maps and Charts)
- Customer Demographics and Travel Patterns
- Major Service Change, Disparate Impact, and Disproportionate Burden Policies
- Service Monitoring Results:
  - Vehicle Load
  - On-time Performance
  - Policy Headways
  - Service Availability
  - Vehicle Assignment
  - Transit Amenities
- Equity Evaluation: Fare and Service Changes

### 3.1 System-wide Service Standards and Policies

#### **Background**

As a recipient of funds administered by the U.S. Department of Transportation through the Federal Transportation Administration (FTA), it is the policy of the San Francisco Municipal Transportation Agency (SFMTA) to effectuate Title VI of the Civil Rights Act of 1964 as amended by Title 49 CFR Section 21.5. It requires 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 otherwise subjected to discrimination in any program or activity which is federally funded. Prohibited practices include but are not limited to:

- Denying a person any service or benefit because of race, color, or national origin.
- Providing a different service or benefit or providing services or benefits in a different manner.
- Locating facilities in any way that would limit or impede access to a federally funded service or benefit.

As part of Title VI compliance and pursuant to FTA Circular 4702.1B, transit providers are required to set service standards and policies for the specific modes of service they provide. These standards and policies must address how service is distributed across the transit system and must ensure that the manner of the distribution affords all users access to assets, regardless of race, color, or national origin. Although not an FTA requirement, the SFMTA’s monitoring program also takes into account income status. In order to comply with Title VI, the San Francisco Municipal Transportation Agency (SFMTA) has in place quantitative

system-wide service standards to guard against service design or operations decisions having disparate impacts. The SFMTA also has in place system-wide service policies to ensure service design and operations practices do not result in discrimination on the basis of race, color, or national origin. Service policies differ from service standards in that they are not necessarily based on a quantitative threshold.

### **System-wide Service Categories**

The SFMTA uses the following framework to organize its transit service:

- **Muni Metro & Rapid Bus:** These heavily used bus and rail lines form the backbone of the Muni system, with vehicles arriving frequently and transit priority enhancements along the routes. The Rapid network delivers speed and reliability whether customers are heading across town, or simply traveling a few blocks. Routes in this category include the J, KT, L, M, N, 5R, 9R, 14R, 28R and 38R.
- **Frequent:** These routes may overlap with rapid routes but provide premium, frequent service with more stops along the route. Routes in this category include the 1, 7, 8, 9, 14, 22, 24, 28, 30, 38, 47 and 49.
- **Grid:** These citywide routes combine with the Rapid and frequent routes to form an expansive core grid system that lets customers get to their destinations with no more than a short walk or a seamless transfer. These routes do not typically have the all-day heavy demand we see on the Rapid or Frequent networks and typically operate less frequently than Rapid Network routes. Routes in this category include the 2, 3, 5, 6, 10, 12, 18, 19, 21, 23, 27, 29, 31, 33, 43, 44, 45, 48, and 54.
- **Connector:** These bus routes predominantly circulate through San Francisco's hillside residential neighborhoods, filling in gaps in coverage and connecting customers to major transit hubs. Routes in this category include the 25, 35, 36, 37, 39, 52, 55, 56, 57, 66 and 67.
- **Specialized:** These routes augment existing service during specific times of day to serve a specific need or serve travel demand related to special events. They include AM and PM commute service, and weekend-only service. Routes this category include the 1AX/BX, 7X, 8AX/BX, 14X, 30X, 31AX/BX, 38AX/BX, 41, 76X, 78X, 79X, 81X, 82X, 83X, 88, and NX.
- **Historic:** These routes include our historic street cars and cable car routes. They have the added complexity of serving citywide residents, as well as high numbers of tourists. Routes in this category include the E, F, California Cable Car, Powell/Hyde Cable Car, and Powell/Mason Cable Car.

- **Owl:** These routes operate overnight between the hours of 1am and 5am and are made up of segments of daytime routes 5, 24, 44, 48 and full routes running owl service including 14, 22, 25, and 38. Special owl routes include the 90 Owl and 91 Owl.

## i. Service Standards

SFMTA’s service standards draw from a variety of sources including Proposition A and the Transit Effectiveness Project (TEP), which was a comprehensive operational analysis that evaluated both the service design and the network role of each route. The SFMTA publishes its service standards in the Short-Range Transit Plan (SRTP), which is updated and issued every two years. The Plan was last updated in 2017 and is in the process of being updated for 2020. These standards address service coverage, on-time performance, service span, and policy headways for each route type and passenger loads for each vehicle size.

### a. Service Availability

All residential neighborhoods in San Francisco should be within a quarter of a mile of a Muni stop.

### b. On-Time Performance

On-time performance (OTP) is defined as schedule adherence for Grid, Connector, Specialized and Owl routes. However, a service gap metric is used for the Muni Metro, Rapid and Frequent routes, since customers rarely consult a schedule for service that comes every 10 minutes or less.

Table 2 On-Time Performance Standards by Service Category

Service Category	Definition	OTP Standard
<b>Rapid &amp; Frequent Local</b>	% of trips with a service gap of five minutes above the scheduled headway	Less than 14% of trips with a service gap (headway adherence)
<b>Grid</b>	% of time points served within one minute early to four minutes late of the scheduled time	85% on-time (schedule adherence)
<b>Connector</b>		
<b>Specialized</b>		
<b>Historic</b>		
<b>Owl</b>		

### c. Service Span

Muni service is planned to operate for the minimum number of hours based on the service category.



Table 3 Service Span Standard by Service Category

Service Category	Service Span Standard
<b>Muni Metro, Rapid &amp; Frequent Local</b>	18 hours*
<b>Grid</b>	18 hours
<b>Connector</b>	Based on demand
<b>Specialized</b>	Based on demand
<b>Historic</b>	Based on demand
<b>Owl</b>	Late night service, generally between 1:00 am – 5:00 am (minimum 30-minute headways)

\* Rapid routes are replaced by local service in the evening.

#### d. Policy Headways

The following are the minimum weekday and weekend headways for transit service established by service category. However, frequencies of individual routes may be higher based on demand.

Table 4 SFMTA’s Weekday Policy Headways

Service Category	Day	Evening	Late Night
<b>Muni Metro, Rapid &amp; Frequent Local*</b>	10	15	20
<b>Grid</b>	20	20	30
<b>Connector</b>	30	30	-
<b>Specialized</b>	Based on demand		
<b>Historic</b>	Based on demand		
<b>Owl</b>	30 min from 1:00 am – 5:00 am		

\*Rapid routes run as local service during late night transit service.

Table 5 SFMTA’s Weekend Policy Headways

Service Category	Day	Evening	Late Night
<b>Muni Metro, Rapid &amp; Frequent Local*</b>	12	15	20
<b>Grid</b>	20	20	30
<b>Connector</b>	30	30	-
<b>Specialized</b>	Based on demand		
<b>Historic</b>	Based on demand		
<b>Owl</b>	30 min from 1:00 am – 5:00 am		

\*Some rapid routes are replaced by local service on the weekends.

### e. Stop Spacing

Guidelines for distances between stops were developed based on the different block lengths and grades on San Francisco streets. Placement of stops is based on a range of factors, including adjacent land uses, transfer opportunities, transit operations and site constraints.

Table 6 SFMTA’s Stop Spacing Standards

Vehicle Type	Stop Spacing Standard
<b>Rail (surface)*</b>	Approximately 900 to 1,500 feet
<b>Rapid Bus</b>	Case-by-case, based on transfer points, adjacent land uses and usage
<b>Local Bus</b>	Approximately 800 to 1,360 feet on grades less than or equal to 10%; stops may be as close as 500 feet on grades over 10%.
<b>Specialized</b>	Case-by-case

\* Rail technology limits operation to grades under 10 percent. Not applicable to Cable Car.

### f. Passenger Loads

#### **Rubber-Tire Fleet Load Standards**

In 2017 the SFMTA updated the rubber-tire load methodology to better align with industry standards and vehicle layouts. The updated methodology also takes into consideration San Francisco’s dense urban area with relatively short trip lengths and all-door boardings.

Table 7 Passenger Load Standards – Bus

Vehicle Type	32’ Bus	40’ Bus	60’ Bus
<b>Maximum load (total seated and standing passengers)</b>	33	44	69
<b>% of total passengers to seats</b>	140%	145%	155%
<b>Crowding per bus (total seated and standing passengers)</b>	38	51	81
<b>% of total passengers to seats</b>	160%	165%	185%

### **Rail Load Standards**

The SFMTA is currently working to update its rail vehicle load methodology to reflect the updates made for the rubber-tire fleet. The new methodology will better reflect the capacity of SFMTA’s rail vehicles. At this time, below is the currently adopted load standards for all rail vehicles:

$$\text{Load Factor} = \frac{\text{Number of total passengers in vehicle}}{\text{Vehicle capacity}}$$

**Vehicle capacity = combined seated and standing capacity**

Table 8 Load Factors by Vehicle Type - Rail

Vehicle Type	Planning Capacity	85% Load Standard
<b>Light Rail Vehicle</b>	119	101
<b>Streetcar</b>	60	51
<b>Cable Car</b>	63	54

## ii. Service Policies

Service Policies have been developed for vehicle assignment and transit amenities.

### **a. Vehicle Assignment**

Vehicle assignment refers to the process by which transit vehicles are placed into service throughout the SFMTA’s system and is intended to ensure that older/dirtier (environmentally) vehicles are not concentrated in low-income or minority neighborhoods.

SFMTA’s fleet is the greenest of any large transit agency in North America. We currently carry about 25% of trips and account for 0.03% of the transportation sector’s emissions in San Francisco. Additionally, the fleet of rail and bus vehicles is among the most diverse in the world, with light rail vehicles, cable cars, historic streetcars, electric trolley coaches, clean diesel and hybrid electric motor coaches. Muni is also currently modernizing its rubber-tire and light rail fleets to increase reliability, enhance capacity and reduce emissions, and the agency now has the greenest transit fleet of any large transit agency in North America.

The SFMTA has five bus facilities, three rail facilities, and one cable car facility. The facilities are as follows:

Table 9 Vehicle Types by Fleet Facility

Fleet Facility	Vehicle Type(s)
<b>Flynn/Islais Creek Division</b>	60-foot Motor Coaches (all hybrid)
<b>Kirkland Division</b>	40-foot Motor Coaches (all hybrid)
<b>Potrero Division</b>	40-foot/60-foot Trolley Coaches
<b>Presidio Division</b>	40-foot Trolley Coaches
<b>Woods Division</b>	32-foot/40-foot Motor Coaches (93% hybrid)
<b>Green Division</b>	Light Rail Vehicles
<b>Metro East Division</b>	Light Rail Vehicles
<b>Beach Division</b>	Historic Streetcars
<b>Cable Car Division</b>	Cable Cars

The SFMTA policy is to assign vehicles in a manner that prevents discrimination to minority and low-income communities and considers technical criteria including peak load factors, route type, physical route characteristics such as street widths and grades, required headways, vehicle availability and transit operator availability. Smaller 32-foot motor coaches are typically assigned to Connector routes that serve neighborhoods with steep grades, tighter turning radii and narrower clearances, as well as lighter passenger loads. The largest buses (60-foot articulated motor and trolley coaches) are typically assigned to routes serving major corridors carrying high passenger loads.

The SFMTA has both articulated motor coaches and trolley coaches available for service and has established the following evaluation criteria for determining whether articulated coaches should be assigned to a route:

- Articulated coaches will be deployed on routes if they can meet demand at equal or lower operating costs as compared to standard coaches
- Articulated coaches will be considered for routes that experience consistent overloading (i.e., the load factor exceeds the standard maximum during several 15-minute periods)
- Articulated trolley coaches are restricted to routes with grades that do not exceed 10 percent.

### ***b. Transit Amenities***

Transit amenities refer to items of comfort, convenience, and safety that are available to the general riding public. Pursuant to FTA C 4702.1B, Chapter IV-6(b)(1), fixed route transit providers must set a policy to ensure equitable distribution of transit amenities across the system and may have different policies for the different modes of service that are provided. Policies in this area address how these amenities are distributed within a transit system, and the manner of their distribution determines whether transit users

have equal access to these amenities. This section also states that this policy does not apply to transit providers that do not have decision-making authority over the siting of transit amenities.

To the extent location and distribution of a particular transit amenity is within the control of the SFMTA, it is agency policy that amenities are distributed throughout the transit system so that all customers have equal access to these amenities, without regard to race, color, or national origin. As noted previously, although not an FTA requirement, the SFMTA also considers income status when assessing equal access. The primary types of stop amenities currently provided include basic informational amenities (which typically refers to signs or painted markings indicating the location of stops and providing information about lines serving stops) and amenities that enhance the waiting environment (such as transit shelters, real-time vehicle arrival information displays and expanded boarding or seating areas). The SFMTA has decision-making authority over the siting of the above-named transit amenities with the exception of transit shelters (and real-time vehicle arrival information displays, which are installed in shelters with power), as siting of shelters is subject to an approval process controlled by the City's Department of Public Works. Below is a description of amenities and the SFMTA's standards for distributing said amenities system-wide.

**Stop Markings and Flags** - There are nearly 3,500 transit stops in the Muni service area. Every Muni transit stop should have a marking or sign indicating the route(s) that serve the stop. Stops may be marked by one or more of the following: painted on-street bus zones; painted red curbs along sidewalk bulb-outs; painted markings on street poles; painted markings on street surfaces; flag signage with the route information and hours of service; transit shelters with system maps and route information. In 2017 the SFMTA completed the design of a new flag sign and is currently rolling out the installation of the new signs at every surface transit stop in the Muni system. The new designs include route number, hours of operation, destination and accessibility information.

**Stop IDs** - All transit stops have a unique five digit stop identification number to be used by customers to access real-time vehicle arrival predictions and information about planned service changes. Real-time vehicle arrival predictions can be easily accessed by using the stop ID number and calling the region's 511 automated transit information line, the City's 311 multilingual customer information line or accessing the information online via the NextBus website.

**Transit Shelters and System Maps** - The SFMTA has approximately 1,100 transit shelters distributed at transit stops throughout the Muni service area. In addition to providing weather protection, most transit shelters include lighting, transit system maps and seating. Transit shelters are installed and maintained through a contract with Clear Channel Outdoor, Inc. The shelters are inspected and cleaned at least twice weekly, and more frequently along Market Street, where there is very high customer activity.

While the SFMTA can initiate the process to request new shelters, including providing supporting information, final siting approval resides with the City's Department of Public Works (DPW), which must issue an encroachment permit for installation. DPW takes into account environment constraints, such as, sidewalks that are too narrow to allow access required by Federal and State law, and sidewalk obstacles

such as trees, fire hydrants and sub-sidewalk basements that can impact the installation of a shelter. In addition, the permit process requires either a public hearing or the consent of all fronting property owners within 100 feet of the proposed site. Any objections can trigger denial of the permit.

Because it lacks decision-making authority over the siting of shelters, the SFMTA is not required to have a siting policy in place or to include them in their service monitoring exercise, but to the extent possible, the SFMTA strives to provide transit shelters in as many locations as possible system-wide to ensure that all customers benefit equally from their placement, with a goal of having shelters at all stops with more than 125 boardings per day.

It is the policy of the SFMTA to keep shelters that have already been installed in place and will only consider the removal of a transit shelter if it is causing a hazard or is creating an ADA access issue. Removal requests are preceded by an SFMTA public hearing and final determination will be made by the SFMTA’s Director of Transportation.

**Real-Time Arrival Predictions** – Through the stop ID program, customers can access real-time arrival predictions at all stops by calling 511, 311 or accessing predictions on-line. Additionally, over 800 locations have electronic informational displays that provide real-time vehicle arrival information to waiting customers. The shelters also include a Push-to-Talk system to read the real-time arrival information for those who are visually impaired. The light rail stations also have electronic informational displays that display real-time vehicle arrival information. Audio announcements are also made to accommodate the needs of customers with visual impairments. SFMTA’s goal is to install real-time displays at all stops with shelters but distribution is subject to availability of power at those locations.

**Amenities at Underground Metro Rail Stations** - It is policy that all of the SFMTA’s underground stations provide access between platforms, main station areas and streets via elevators and escalators. This provides access to persons with disabilities and others who may have difficulty using stairs. System maps and real-time vehicle-arrival time and destination information is provided by digital displays and an automated-voice information system. SFMTA underground stations are staffed by agents who can provide information and assistance to customers.

Table 10 Distribution of Transit Amenities

Route Type	Stop Markings and Flags	Stop IDs	Shelters and System Maps*	NextBus	Station
<b>Muni Metro</b>	All stops	All stops	Located throughout transit system with priority locations of a minimum of 125 boardings per day	At shelters where electricity is available	Underground rail only



Route Type	Stop Markings and Flags	Stop IDs	Shelters and System Maps*	NextBus	Station
<b>Rapid &amp; Local Frequent</b>	All stops	All stops	Located throughout transit system with priority locations of a minimum of 125 boardings per day	At shelters where electricity is available	n/a
<b>Grid</b>	All stops	All stops	Located throughout transit system with priority locations of a minimum of 125 boardings per day	At shelters where electricity is available	n/a
<b>Connector</b>	All stops	All stops	Located throughout transit system with priority locations of a minimum of 125 boardings per day	At shelters where electricity is available	n/a
<b>Specialized</b>	All stops	All stops	Located throughout transit system with priority locations of a minimum of 125 boardings per day	At shelters where electricity is available	n/a
<b>Owl</b>	All stops	All stops	Located throughout transit system with priority locations of a minimum of 125 boardings per day	At shelters where electricity is available	n/a

\* Due to space constraints, shelters on boarding islands typically do not include seating; most other SFMTA shelters do include seating. SFMTA does not typically provide standalone benches at transit stops.

### 3.2 Demographic Analysis of Service Area

The Muni service area includes the entire City and County of San Francisco. Short segments of a few Muni routes operate within San Mateo County, and one Muni route operates in Marin County on weekends and holidays. For the purpose of this analysis, the service area consists of all census block groups in the City and County of San Francisco. Demographic information was gathered by census block group from the five-year estimated 2013-2017 American Community Survey Census Data (2017 ACS).

#### **Minority Census Block Groups Definition**

The City and County of San Francisco’s minority population comprises 59% of its residents. As a result, census block groups where the proportion of the minority population is equal to or greater than the proportion for the service area (59%) are categorized as minority census block groups.

#### **Low Income Census Block Groups Definition**

SFMTA defines low-income households as households whose total income is below 200% of the federal poverty level per household size. The City and County of San Francisco’s low-income population comprises 24% of its total residents. As a result, census block groups where the proportion of the low-income population is equal to or greater than the proportion for the service area (24%) are categorized as low-income census block groups.

Table 11 2019 Federal Poverty Guidelines

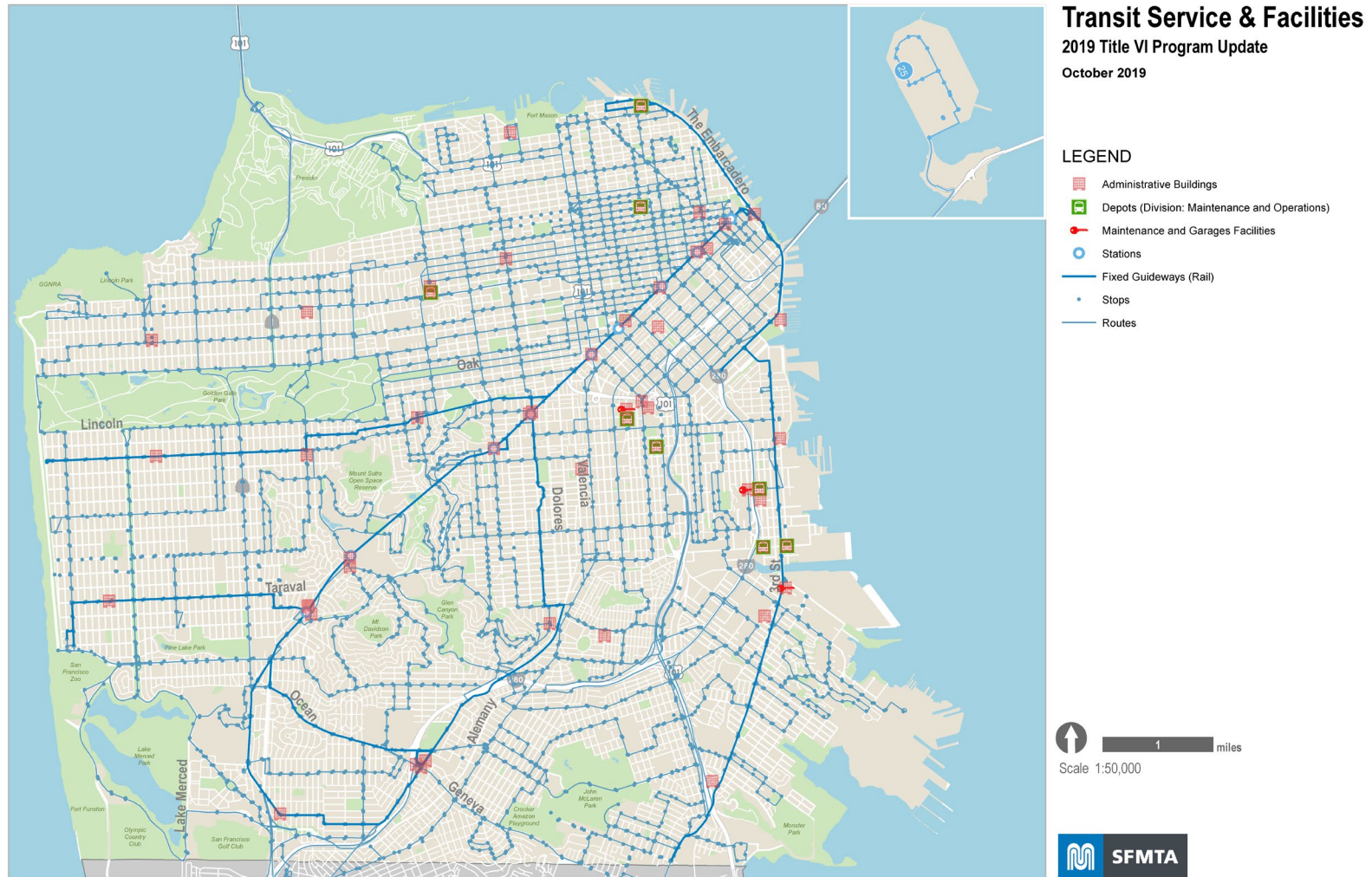
Household Size	Poverty Guideline	200% of Poverty Guideline
<b>1</b>	\$12,490	\$24,980
<b>2</b>	\$16,910	\$33,820
<b>3</b>	\$21,330	\$42,660
<b>4</b>	\$25,750	\$51,500
<b>5</b>	\$30,170	\$60,340
<b>6</b>	\$34,590	\$69,180
<b>7+ add for each additional household member</b>	+\$4,420	+\$8,840

#### **Demographic and Service Profile Maps**

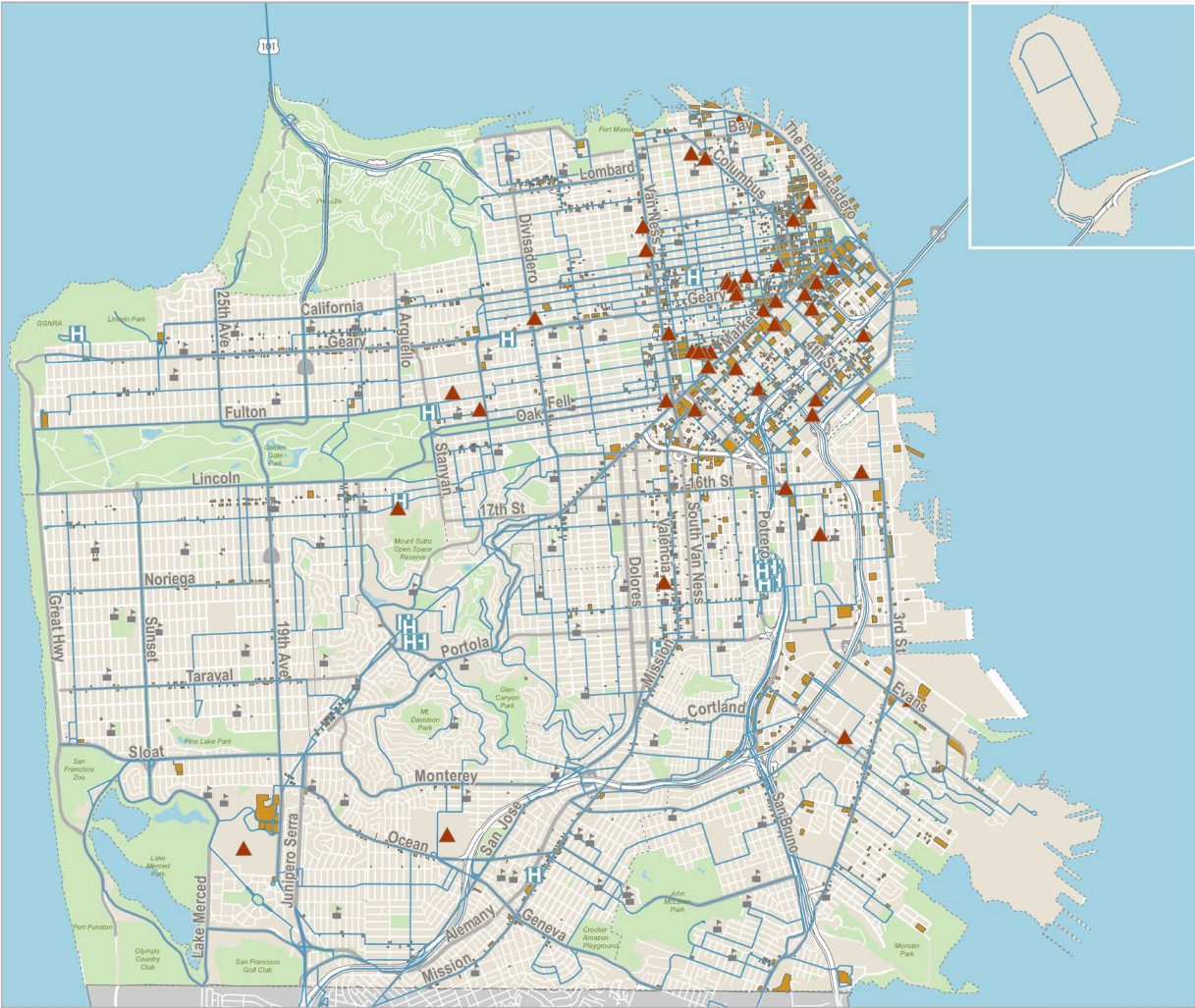
The following maps show SFMTA’s general service area with transit services, facilities, major activity centers, and planned projects with demographic information.











Map 1 SFMTA Transit Services and Location of Facilities





Map 2 Basemap of Service Area

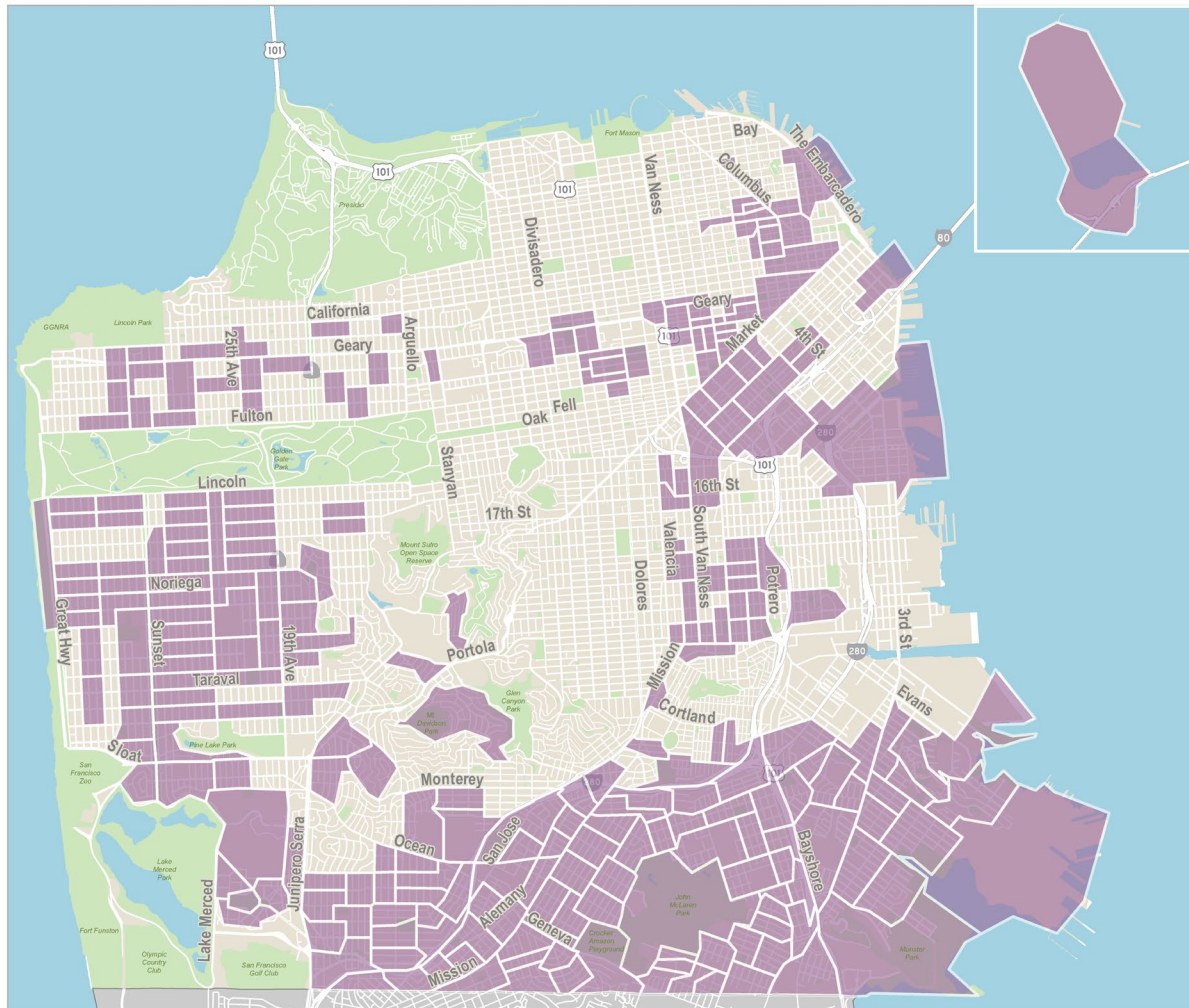


**Basemap of Service Area**  
 2019 Title VI Program Update  
 October 2019

- LEGEND**
-  Schools
  -  Colleges
  -  Hospitals
  -  Routes
  -  Freeways
  -  Arterials
  -  TAZs
  -  Major Activity Centers

  1 miles  
 Scale 1:50,054

Map 3 Minority Census Block Groups in Service Area




### Minority Block Groups

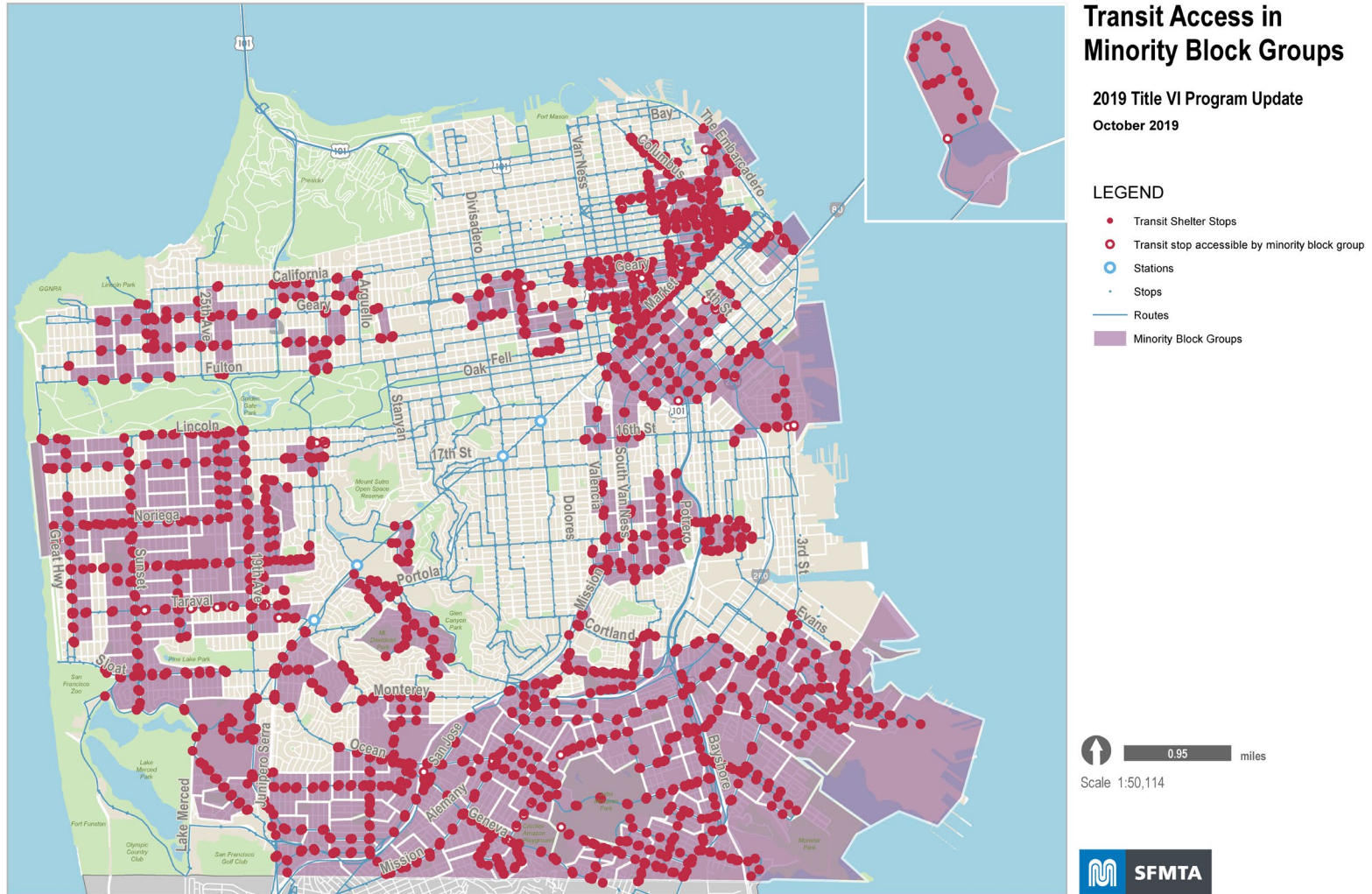
2019 Title VI Program Update  
October 2019

**LEGEND**

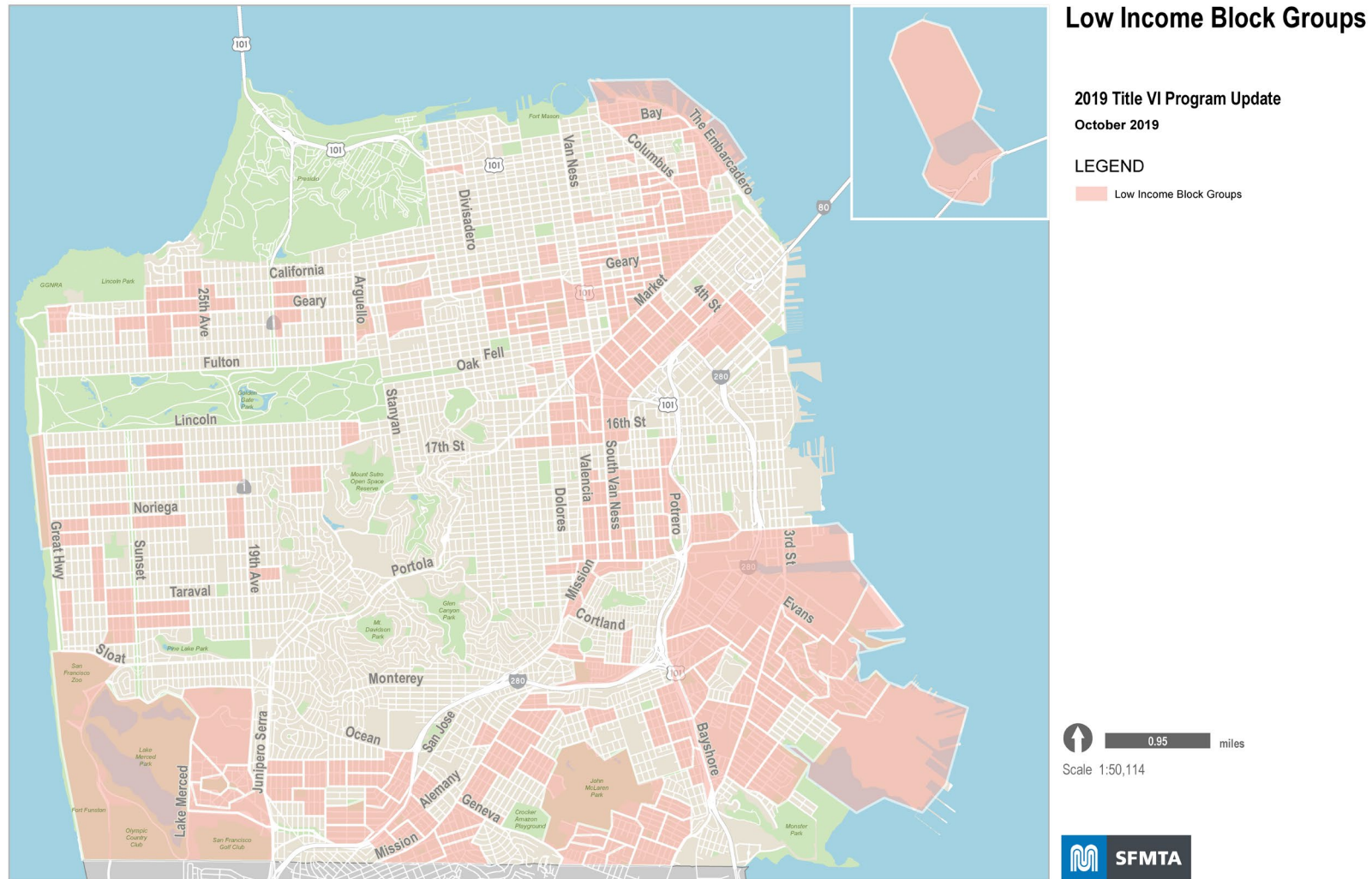
 Minority Block Groups

 0.95 miles  
Scale 1:50,114

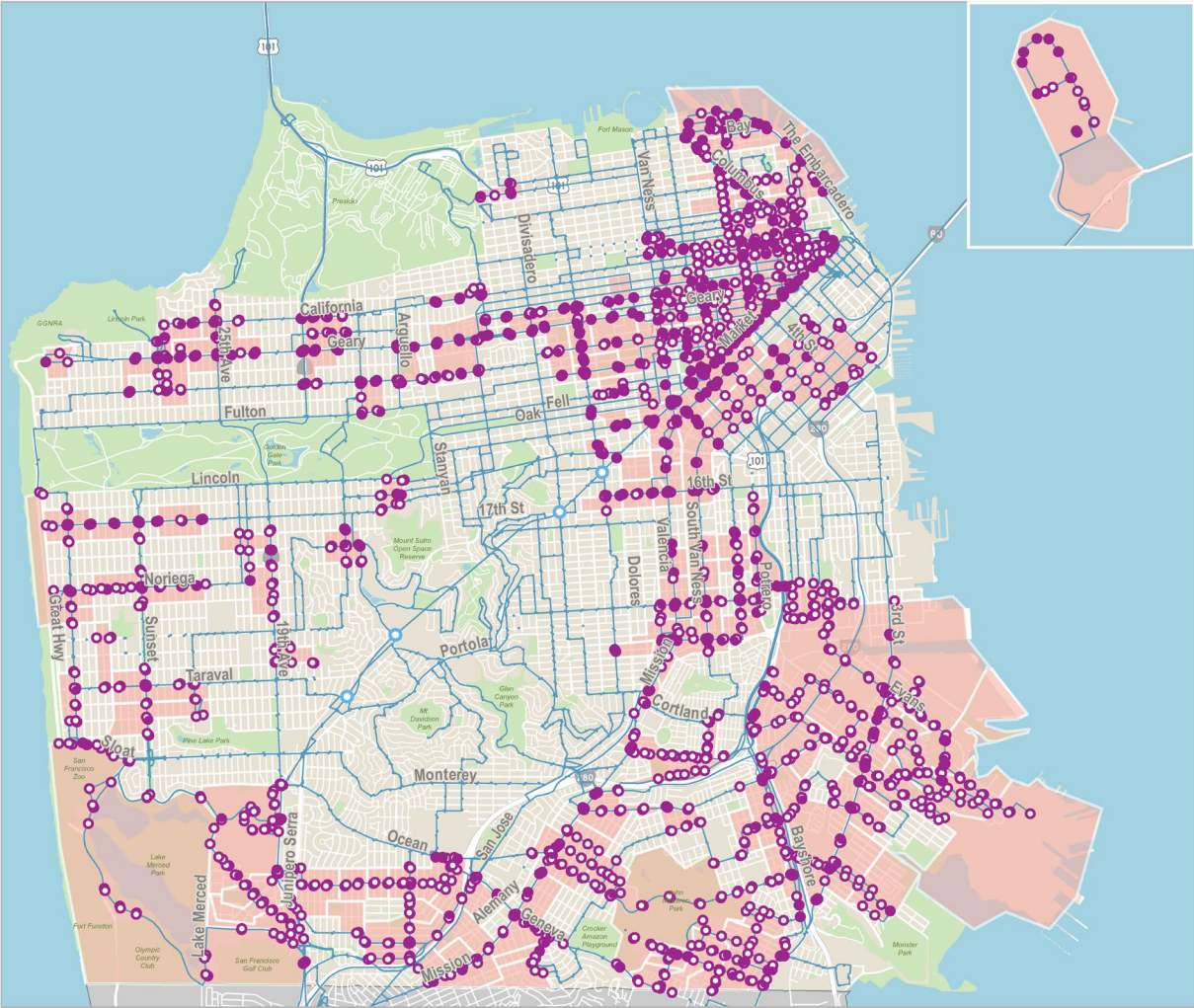
Map 4 Transit Access to Minority Census Block Groups



Map 5 Low-Income Census Block Groups in Service Area



Map 6 Transit Access to Low-Income Census Block Group



### Transit Access in Low Income Block Groups

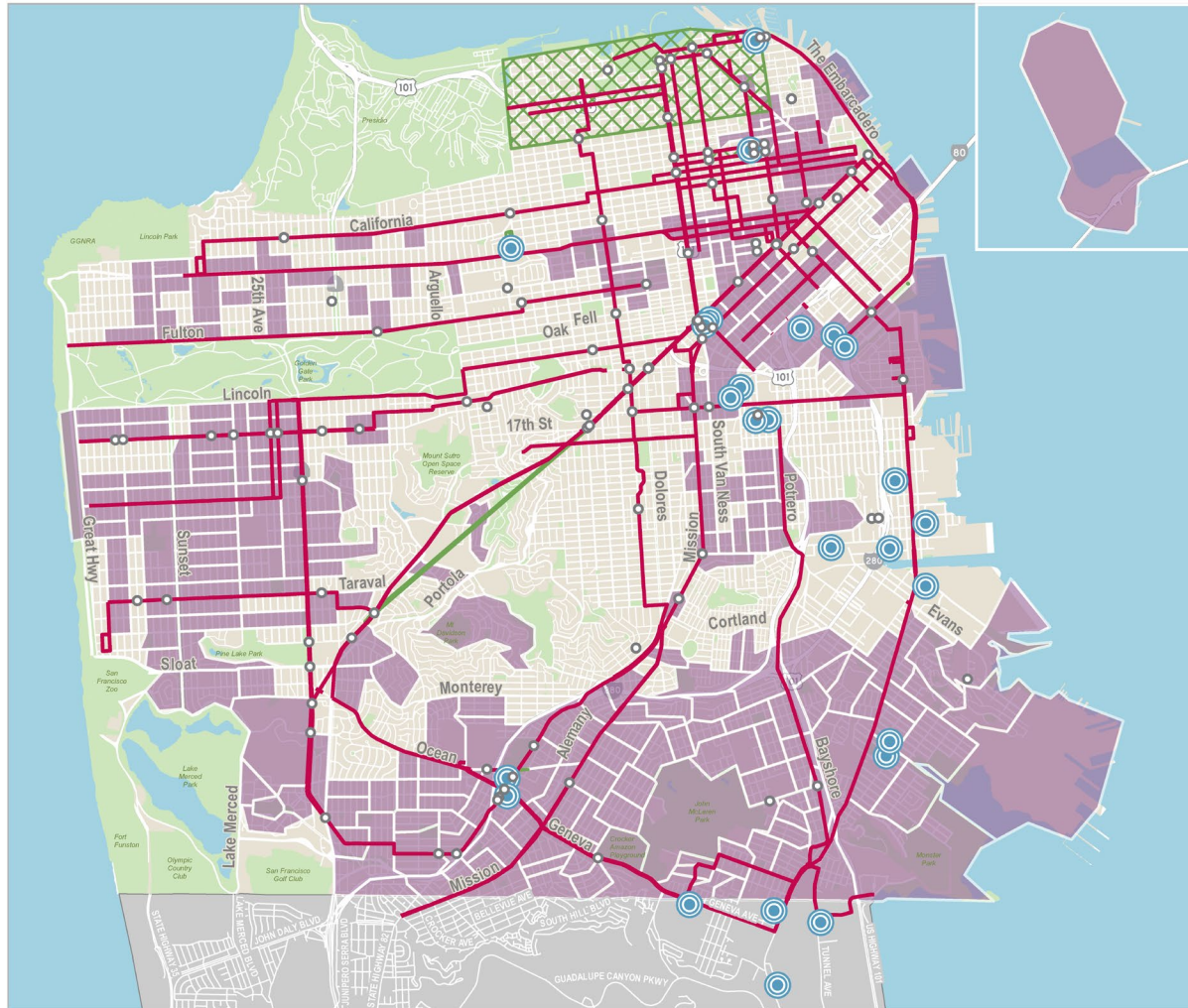
2019 Title VI Program Update  
October 2019

**LEGEND**

- Transit Shelter Stops
- Transit stop accessible by low income block group
- Stations
- Stops
- Routes
- Low Income Block Groups

0.95 miles  
Scale 1:50,114

Map 7 SFMTA's 5-Year Plan Projects and Minority Census Block Groups



### 5-Year-Plan Projects

#### Transit Projects

October 2019

The map shows transit projects completed or being worked on between FY17-23.

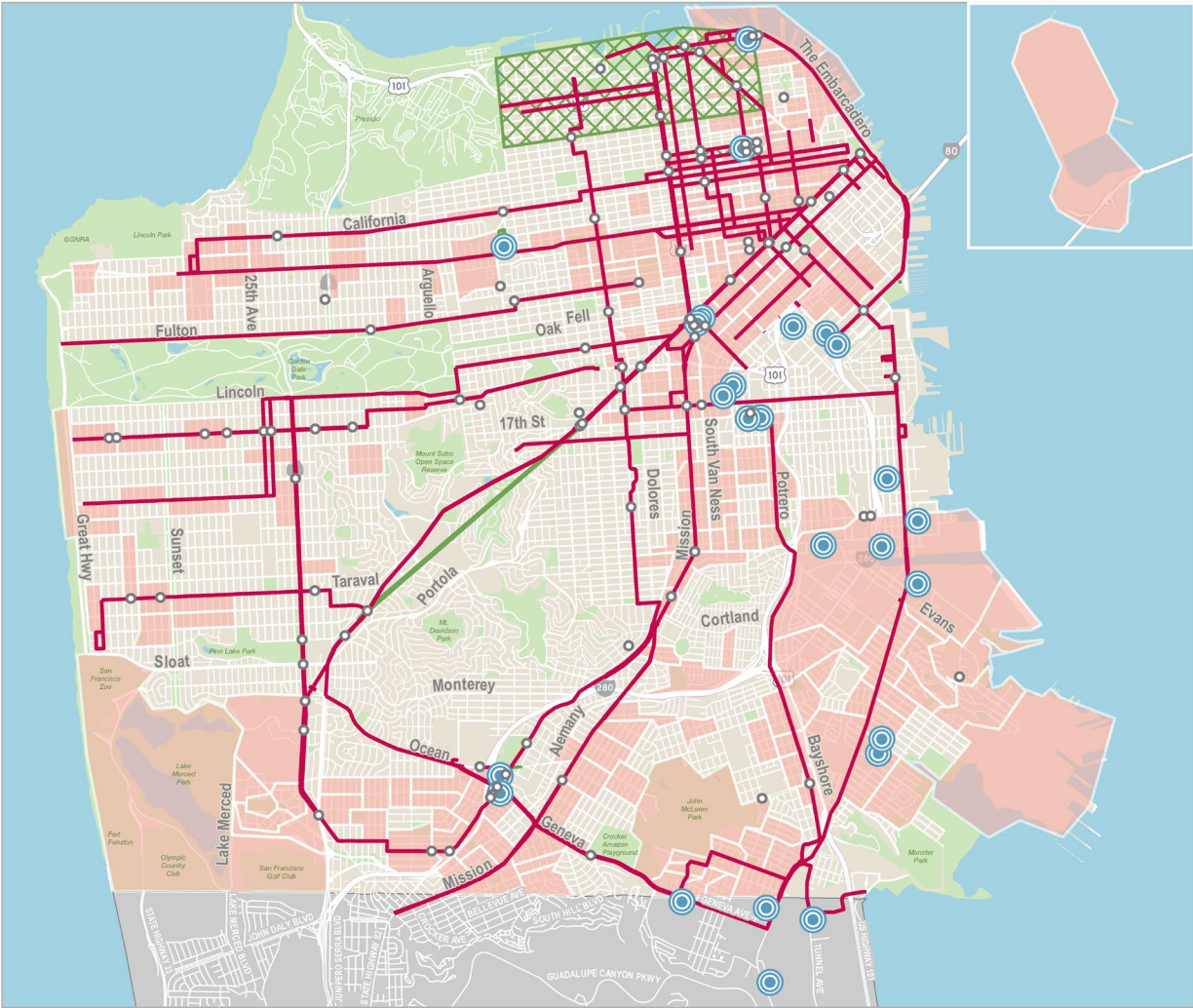
Projects to be completed in the next 5 years include improvements, replacements, and new projects to facilities, infrastructure, and route operations.

#### LEGEND

-  Transit Projects
-  Facilities
-  Transit Projects
-  Transit Projects
-  Minority Block Groups

 1 miles  
Scale 1:50,771

Map 8 SFMTA's 5-Year Plan Projects and Low-Income Census Block Groups



### 5-Year-Plan Projects






#### Transit Projects

October 2019

The map shows transit projects completed or being worked on between FY17-23.

Projects to be completed in the next 5 years include improvements, replacements, and new projects to facilities, infrastructure, and route operations.

#### LEGEND

-  Transit Projects
-  Facilities
-  Transit Projects
-  Transit Projects
-  Low-Income Block Groups

 1 miles  
Scale 1:50,771



### 3.3 Customer Demographics and Travel Patterns

From the fall of 2016 to the summer of 2017, the SFMTA conducted a system-wide, on-board customer survey. The purpose of the survey was to collect customer demographic information such as race/ethnicity, English proficiency, gender, income and travel information such as payment type usage, trip purpose, origin and destination and mode to transit access. The survey was performed to be statistically significant to the route and time of day including weekend and Owl service.

The survey instrument used in the 2017 on-board survey is provided in Appendix H.

#### **Minority and Low-Income Route Classifications**

For the Title VI service standards and policies monitoring exercises, the SFMTA classified transit routes using on-board customer survey data rather than census data. This data is found to be more representative of each route's ridership demographics since the surrounding geographic area of a route is not always reflective of the ridership demographics of that route. Data from the on-board survey is the best available data for a more effective analysis and was used in classifying routes.

The 2017 on-board survey determined that 57% of systemwide riders identified as minority, compared to census data of 59%. Additionally, 38% of systemwide customers live in low-income households, which is higher than census data of 24%. Routes with equal to or more customers who identified as minority than the systemwide 57% were classified as minority transit routes. Routes with equal to or more customers in low income households than the systemwide 38% were classified as low-income transit routes.

### 3.4 Major Service Change, Disparate Impact, and Disproportionate Burden Policies

On August 20, 2013, the SFMTA Board reviewed and approved the Agency's major service change, disparate impact and disproportionate burden policies (MTAB Resolution 13-192) after extensive public outreach, in accordance with FTA Circular 4702.1B, issued on October 1, 2012.

All major changes in transit service are subject to a Title VI Equity Analysis prior to SFMTA Board approval of the service change.

#### **i. Major Service Change Policy**

The SFMTA defines a major service change as a change in transit service that would be in effect for more than a 12-month period and that would consist of any of the following criteria:

- A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more implemented at one time or over a rolling 24-month period;
- A schedule change on a route with 25 or more one-way trips per day resulting in:
  - Adding or eliminating a route;
  - A change in annual revenue hours on the route of 25 percent or more;
  - A change in the daily span of service on the route of three hours or more; or
  - A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.

- The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above.

## ii. Disparate Impact Policy

This policy establishes a threshold for determining whether a facially neutral policy or practice has a disparate impact on minority populations. Per FTA Circular 4702.1B:

***Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient’s policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...***

***The policy shall establish a threshold for determining when adverse effects of [fare/] service changes are borne disproportionately by minority populations. The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The disparate impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.***

After an extensive multilingual public outreach process, the SFMTA Board of Directors approved the following Disparate Impact Policy:

***Disparate Impact Policy determines the point (“threshold”) when adverse effects of fare or service changes are borne disparately by minority***

*populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disparate impact on minority populations if the difference between the percentage of the minority population impacted by the changes and the percentage of the minority population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.*

### iii. Disproportionate Burden Policy

This policy establishes a threshold for determining whether a facially neutral policy or practice has a disproportionate burden on low-income populations versus non-low-income populations. Per FTA Circular 4702.1B:

*The policy shall establish a threshold for determining when adverse effects of [fare/] service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.... The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission.... At the conclusion of the analysis, if the transit provider finds that low-income populations will bear a disproportionate burden of the proposed fare[/service] change, the transit provider should take steps to avoid, minimize, or mitigate impacts where practicable. The transit provider should describe alternatives available to low-income populations affected by the fare[/service] changes.*

Following the same multilingual public outreach process cited above, the SFMTA Board of Directors approved the following Disproportionate Burden Policy:

*Disproportionate Burden Policy determines the point when adverse effects of fare or service changes are borne disproportionately by low-income populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disproportionate burden on low-income populations if the difference between the percentage of the low-income population impacted by the changes and the percentage of the low-income population system-wide is eight percentage points or more. Packages of major service changes across*

***multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively***

#### iv. Adverse Effect

Based on the SFMTA Board approved policies of Major Service Changes, Disparate Impact, and Disproportionate Burden, staff used these policies to define the definition of an adverse effect. According to the Title VI Circular, “an adverse effect is measured by the change between the existing and proposed service levels that would be deemed significant.”

The SFMTA has determined that an adverse effect is found if any one of the following occur:

- A system-wide change (or series of changes) in annual revenue hours of five percent or more proposed at one time or over a rolling 24-month period;
- A route is added or eliminated;
- Annual revenue hours on a route are changed by 25 percent or more;
- The daily span of service on the route is changed three hours or more; or
- Route-miles are changed 25 percent or more, where the route moves more than a quarter mile.

And

- The proposed changes negatively impact minority and low-income populations.

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.

#### v. Public Outreach Process

As part of the SFMTA’s process to develop the above policies, SFMTA conducted a multilingual stakeholder outreach campaign to receive input on the proposed policies and engage the public in the decision-making process for adoption of these policies by the SFMTA Board. This effort included presentations to the SFMTA Citizens Advisory Council (CAC) and Muni Accessible Advisory Committee (MAAC), as well as two public workshops. The workshops were promoted through email, telephone calls to community groups and in nine languages on the SFMTA website. Outreach was also targeted to approximately 30 Community Based Organizations and transportation advocates with broad representation among low-income and minority communities. Staff also offered to meet with some community groups if they were unable to attend the public workshops.

These workshops and presentations were held at the following dates and times:

#### Public Workshops

- Saturday, June 22, 2013 from 10:30 AM to 12:00 PM at 1 South Van Ness Avenue
- Tuesday, June 25, 2013 from 6:30 PM to 8:00 PM at 1 South Van Ness Avenue

#### Presentations

- Citizen's Advisory Council, Thursday, June 6 and Thursday, July 11, 2013
- Muni Accessible Advisory Committee, Thursday, June 20, 2013

#### Policy and Governance Committee, Friday, June 21, 2013

In addition, staff presented the Title VI recommendations at the SFMTA Board of Directors meeting on Tuesday, July 16, 2013. At that meeting the Board continued the item, in part to allow staff time to meet with stakeholders who had submitted written comments. After additional outreach was performed, the SFMTA Board of Directors approved the Title VI recommendations on August 20, 2013 as Resolution 13-192.

### vi. Board Resolution

SFMTA Board of Directors Resolution 13-192 approving the Agency's major service change, disparate impact, and disproportionate burden policies is attached as Appendix I.

## 3.5 Service Monitoring

The purpose of the service monitoring exercise is to confirm that performance on routes heavily used by minority populations is comparable or better than other routes. The FTA Circular 4702.1B only requires that transit agencies evaluate the performance of minority routes; however, SFMTA also conducted this analysis for low-income routes as a best practice. Relative performance was evaluated for vehicle load, on-time performance, vehicle headway, and service availability. Per the Circular, the monitoring exercise also evaluated how vehicles are assigned to each route and the equity of transit amenity placement.

#### **Monitoring of System-wide Service Standards**

Performance of minority and low-income classified routes were compared to the performance of non-minority and non-low-income classified routes based on the SFMTA's service standards detailed in Section 3.1. The differences in performance were evaluated to determine if a disparate impact or disproportionate burden exists for minority or low-income classified routes based on each of the following service standards:

- Vehicle Load
- On-Time Performance
- Policy Headways
- Service Availability

#### **Monitoring of System-wide Service Policies**

Minority and low-income routes and stops were compared to non-minority and non-low-income routes and stops based on the SFMTA's service policies detailed in Section 3.1. For each of the following policies, all routes and stops were analyzed based on the following service policies:

- Vehicle Assignment
- Transit Amenities

For transit amenities, the monitoring exercise evaluated amenities by stop rather than route. Therefore 2017 ACS census data was used at the block group level to determine the stop-level demographic profile. Stops located in census block groups where the proportion of the minority population is equal to or greater than the service area (59%) were considered minority stops. Stops located in census block groups where the proportion of the low-income population is equal to or greater than the service area (24%) were considered low-income stops.

SFMTA operates 79 routes, which range from 24-hour frequent service routes, to infrequent commuter express routes. For the purposes of the service monitoring, routes were grouped into service categories, as defined in Section 3.1, in order to compare routes with similar roles in the network.

Table 12 Route Classifications Based on 2017 On-Board Survey

Route Name	Service Category	% Minority	Minority Route Classification	% Low Income	Low Income Route Classification
<b>1 California</b>	Frequent	42%	Non-Minority	20%	Non-Low Income
<b>2 Clement</b>	Grid	47%	Non-Minority	24%	Non-Low Income
<b>3 Jackson</b>	Grid	44%	Non-Minority	34%	Non-Low Income
<b>5 Fulton</b>	Grid	45%	Non-Minority	32%	Non-Low Income
<b>6 Haight/Parnassus</b>	Grid	51%	Non-Minority	37%	Non-Low Income
<b>7 Haight/Noriega</b>	Frequent	52%	Non-Minority	51%	Low Income
<b>8 Bayshore</b>	Frequent	79%	Minority	60%	Low Income
<b>9 San Bruno</b>	Frequent	74%	Minority	59%	Low Income
<b>10 Townsend</b>	Grid	56%	Non-Minority	33%	Non-Low Income
<b>12 Folsom/Pacific</b>	Grid	57%	Minority	26%	Non-Low Income
<b>14 Mission</b>	Frequent	75%	Minority	51%	Low Income
<b>18 46th Avenue</b>	Grid	45%	Non-Minority	47%	Low Income
<b>19 Polk</b>	Grid	57%	Non-Minority	44%	Low Income
<b>21 Hayes</b>	Grid	58%	Minority	39%	Low Income
<b>22 Fillmore</b>	Frequent	48%	Non-Minority	39%	Low Income
<b>23 Monterey</b>	Grid	59%	Minority	38%	Low Income
<b>24 Divisadero</b>	Frequent	56%	Non-Minority	48%	Low Income
<b>25 Treasure Island</b>	Connector	66%	Minority	58%	Low Income
<b>27 Bryant</b>	Grid	61%	Minority	53%	Low Income



Route Name	Service Category	% Minority	Minority Route Classification	% Low Income	Low Income Route Classification
<b>28 19th Avenue</b>	Frequent	55%	Non-Minority	45%	Low Income
<b>29 Sunset</b>	Grid	73%	Minority	62%	Low Income
<b>30 Stockton</b>	Frequent	62%	Minority	37%	Non-Low Income
<b>31 Balboa</b>	Grid	55%	Non-Minority	49%	Low Income
<b>33 Ashbury/18th</b>	Grid	49%	Non-Minority	41%	Low Income
<b>35 Eureka</b>	Connector	31%	Non-Minority	16%	Non-Low Income
<b>36 Teresita</b>	Connector	34%	Non-Minority	22%	Non-Low Income
<b>37 Corbett</b>	Connector	32%	Non-Minority	14%	Non-Low Income
<b>38 Geary</b>	Frequent	53%	Non-Minority	34%	Non-Low Income
<b>39 Coit</b>	Connector	19%	Non-Minority	23%	Non-Low Income
<b>41 Union</b>	Specialized	27%	Non-Minority	17%	Non-Low Income
<b>43 Masonic</b>	Grid	56%	Non-Minority	44%	Low Income
<b>44 O'Shaughnessy</b>	Grid	68%	Minority	51%	Low Income
<b>45 Union/Stockton</b>	Grid	46%	Non-Minority	31%	Non-Low Income
<b>47 Van Ness</b>	Frequent	45%	Non-Minority	35%	Non-Low Income
<b>48 Quintara/24th Street</b>	Grid	53%	Non-Minority	36%	Non-Low Income
<b>49 Van Ness/Mission</b>	Frequent	61%	Minority	49%	Low Income
<b>52 Excelsior</b>	Connector	56%	Non-Minority	43%	Low Income
<b>54 Felton</b>	Grid	87%	Minority	75%	Low Income
<b>55 16th Street</b>	Connector	69%	Minority	35%	Non-Low Income
<b>56 Rutland</b>	Connector	79%	Minority	61%	Low Income
<b>57 Parkmerced</b>	Connector	61%	Minority	56%	Low Income
<b>66 Quintara</b>	Connector	60%	Minority	27%	Non-Low Income
<b>67 Bernal Heights</b>	Connector	75%	Minority	74%	Low Income
<b>88 BART Shuttle</b>	Specialized	70%	Minority	33%	Non-Low Income
<b>14R Mission Rapid</b>	Rapid	82%	Minority	62%	Low Income
<b>14X Mission Express</b>	Specialized	82%	Minority	44%	Low Income
<b>1AX California A Express</b>	Specialized	36%	Non-Minority	4%	Non-Low Income
<b>1BX California B Express</b>	Specialized	21%	Non-Minority	6%	Non-Low Income
<b>28R 19th Avenue Rapid</b>	Rapid	60%	Minority	44%	Low Income
<b>30X Marina Express</b>	Specialized	32%	Non-Minority	14%	Non-Low Income
<b>31AX Balboa A Express</b>	Specialized	54%	Non-Minority	18%	Non-Low Income
<b>31BX Balboa B Express</b>	Specialized	46%	Non-Minority	6%	Non-Low Income
<b>38AX Geary A Express</b>	Specialized	33%	Non-Minority	13%	Non-Low Income
<b>38BX Geary B Express</b>	Specialized	26%	Non-Minority	4%	Non-Low Income

Route Name	Service Category	% Minority	Minority Route Classification	% Low Income	Low Income Route Classification
<b>38R Geary Rapid</b>	Rapid	51%	Non-Minority	31%	Non-Low Income
<b>5R Fulton Rapid</b>	Rapid	49%	Non-Minority	34%	Non-Low Income
<b>7X Noriega Express</b>	Specialized	58%	Minority	9%	Non-Low Income
<b>76X Marin Headlands</b>	Specialized	51%	Non-Minority	22%	Non-Low Income
<b>81X Caltrain Express</b>	Specialized	0%	Non-Minority	0%	Non-Low Income
<b>82X Levi Plaza Express</b>	Specialized	54%	Non-Minority	3%	Non-Low Income
<b>83X Mid Market Express</b>	Specialized	43%	Non-Minority	16%	Non-Low Income
<b>8AX Bayshore A Express</b>	Specialized	82%	Minority	40%	Low Income
<b>8BX Bayshore B Express</b>	Specialized	90%	Minority	53%	Low Income
<b>9R San Bruno Rapid</b>	Rapid	75%	Minority	55%	Low Income
<b>E Embarcadero</b>	Historic	42%	Non-Minority	28%	Non-Low Income
<b>F Market &amp; Wharves</b>	Historic	50%	Non-Minority	36%	Non-Low Income
<b>J Church</b>	Muni Metro	51%	Non-Minority	28%	Non-Low Income
<b>KT Ingleside/Third Street</b>	Muni Metro	62%	Minority	32%	Non-Low Income
<b>L Taraval</b>	Muni Metro	54%	Non-Minority	30%	Non-Low Income
<b>M Ocean View</b>	Muni Metro	56%	Non-Minority	42%	Low Income
<b>N Judah</b>	Muni Metro	43%	Non-Minority	17%	Non-Low Income
<b>NX N Express</b>	Specialized	43%	Non-Minority	12%	Non-Low Income
<b>California Cable Car</b>	Historic	43%	Non-Minority	41%	Low Income
<b>Powell/Hyde Cable Car</b>	Historic	36%	Non-Minority	18%	Non-Low Income
<b>Powell/Mason Cable Car</b>	Historic	38%	Non-Minority	27%	Non-Low Income
<b>90 San Bruno Owl</b>	Owl	89%	Minority	26%	Non-Low Income
<b>91 Owl</b>	Owl	82%	Minority	17%	Non-Low Income

## i. Service Standards

### a. Vehicle Load

Methodology: The SFMTA uses two methods to collect vehicle passenger load data in the peak direction during the AM (6am-9am) and PM (4pm-7pm) peak periods and evaluates crowding by calculating the number of trips that exceed our crowding thresholds. On SFMTA’s rubber tire fleet, automatic passenger counter (APC) devices are installed and calculate all trip loads. Not all of SFMTA’s rail fleet is equipped with APC devices, so manual point checks are still conducted at or near each route’s historical maximum load point. Rail data is collected in accordance with SFMTA’s National Transit Database (NTD) approved sampling methodology.



Rubber-tire vehicle load data evaluates crowding per bus and assumes 3.0 square feet per standee. SFMTA measures crowding as the percent of trips where bus loads exceed the crowding metric. The results were then evaluated by route, averaged by service category and classification for comparison.

Rail vehicle load data is calculated by averaging the loads for trips during peak periods, and measures crowding as the percentage of trips in peak periods, where the average load exceeds the planning capacity. The results were then evaluated by route, averaged by service category and classification for comparison.

For the monitoring exercise, APC data was used for rubber tire lines from spring 2018 and manual counts were used for rail lines from 2016 and 2017.

Results: For each route service category and classification, minority and low-income routes generally performed better than non-minority and non-low-income routes. The Muni Metro, Rapid and Frequent minority routes performed significantly better in the AM peak and PM peak compared to non-minority routes in the same service category. The low-income and non-low-income routes performed relatively the same. Crowding on all Muni routes has increased, largely due to an operator shortage trend that has made service delivery for the agency a challenge. Under these conditions the agency is prioritizing service delivery of minority and low-income routes and the results demonstrate that they are performing significantly better or the same as non-minority and non-low-income routes.

Since the differences in the percentage of trips over capacity in the AM and PM peak is not less than 8% for each service category for both minority and low-income classified routes, no disparate impact or disproportionate burden was found.

Table 13 Trips Over Capacity per AM Peak (6-9am) for Minority v. Non-Minority Routes

Service Category	Minority	Non-Minority	Difference
<b>Muni Metro, Rapid, Frequent</b>	12%	26%	14%
<b>Connector</b>	1%	2%	1%
<b>Grid</b>	11%	14%	3%
<b>Specialized</b>	8%	10%	2%

Source: Spring 2018 APC and Manual Counts

Table 14 Trips Over Capacity per PM Peak (4-7pm) for Minority v. Non-Minority Routes

Service Category	Minority	Non-Minority	Difference
<b>Muni Metro, Rapid, Frequent</b>	11%	17%	7%

Service Category	Minority	Non-Minority	Difference
<b>Connector</b>	1%	3%	2%
<b>Grid</b>	12%	14%	2%
<b>Specialized</b>	5%	6%	2%

Source: Spring 2018 APC and Manual Counts

Table 15 Trips Over Capacity per AM Peak (6-9am) for Low-Income v. Non-Low-Income Routes

Service Category	Low Income	Non-Low-Income	Difference
<b>Muni Metro, Rapid, Frequent</b>	15%	25%	10%
<b>Connector</b>	2%	1%	1%
<b>Grid</b>	11%	15%	4%
<b>Specialized</b>	8%	9%	1%

Source: Spring 2018 APC and Manual Counts

Table 16 Trips Over Capacity per PM Peak (4-7pm) for Low-Income v. Non-low-income Routes

Service Category	Low Income	Non-Low-Income	Difference
<b>Muni Metro, Rapid, Frequent</b>	12%	18%	6%
<b>Connector</b>	2%	2%	0%
<b>Grid</b>	9%	18%	9%
<b>Specialized</b>	6%	6%	0%

Source: Spring 2018 APC and Manual Counts

Route by route vehicle load performance is presented in Appendix K.

### **b. On-time Performance (OTP)**

#### Methodology:

**Muni Metro, Rapid & Frequent OTP** - On-time performance for Muni Metro, Rapid and Frequent routes is evaluated based on service gaps, since customers rarely consult a schedule for service that comes every 10 minutes or better. A vehicle is counted as on-time when the arrival time is less than five minutes above the scheduled headway. The number of on-time arrival times divided by the total number of arrival time times is the service gap percentage per route.

**Grid, Connector, and Specialized OTP** - On-time performance for the Grid, Connector and Specialized routes is measured using schedule adherence of the vehicle. A vehicle is counted as on-

time when the arrival time of a vehicle is between 1 minute before and 4 minutes after the scheduled arrival time. The number of on-time arrival times divided by the total number of arrival times is the on-time percentage per route.

For both the minority classified and low income classified route monitoring exercise, each route is separated into service categories and the metric for OTP was averaged together to arrive at the route classification average per service category and classification.

Automatic vehicle locator (AVL) data from Muni’s OrbCAD system was used for this monitoring exercise from Spring 2019.

Results:

For Muni Metro, Rapid & Frequent routes, on average minority classified routes in this category were closer to the standard of less than 14% gaps. For Grid, Connector and Specialized routes, the average OTP regardless of route classification was well below the 85% standard. The agency is prioritizing service delivery of minority and low-income routes and the results demonstrate that, overall they are performing slightly better or the same as non-minority and non-low-income routes.

Since the difference in percentages for minority and non-minority and low income and non-low-income route classifications is less than 8%, no disparate impact or disproportionate burden was found.

Table 17 On-Time Performance for Minority v. Non-Minority Routes

Service Category	OTP Method	Minority	Non-Minority	Difference
<b>Muni Metro, Rapid &amp; Frequent</b>	% of Trips with Service Gaps (Standard=less than 14%)	14%	16%	3%
<b>Grid</b>	% of Trips On-Time (Standard=more than 85%)	58%	55%	3%
<b>Connector</b>	% of Trips On-Time (Standard=more than 85%)	56%	58%	-2%
<b>Specialized</b>	% of Trips On-Time (Standard=more than 85%)	47%	46%	1%

Source: Spring 2018 OrbCAD data

Table 18 On-Time Performance for Low-Income v. Non-Low-Income Routes

Service Category	OTP Method	Low Income	Non-Low-Income	Difference
<b>Muni Metro, Rapid &amp; Frequent</b>	% of Trips with Service Gaps (Standard=less than 14%)	15%	15%	0%
<b>Grid</b>	% of Trips On-Time (Standard=more than 85%)	57%	56%	1%
<b>Connector</b>	% of Trips On-Time (Standard=more than 85%)	56%	59%	-3%
<b>Specialized</b>	% of Trips On-Time (Standard=more than 85%)	43%	47%	-4%

Source: Spring 2018 OrbCAD data

Route by route on-time performance is presented in Appendix L.

### c. Policy Headways

#### Methodology:

Minimum headways are defined for specific times of day for each service category based on the SFMTA’s service standards. Minimum headways are intended to provide customers with a base level of service regardless of how heavily the route is used. Many routes have frequencies that exceed the minimum policy headways because demand warrants more service to avoid crowding. Different service categories have different minimum headways based on the role they play in the network. For example, routes that provide service in low density hilltop neighborhoods have less frequent minimum policy headways than routes that go through denser neighborhoods.

The 2018 fall schedule was used to analyze minimum headways during each of the time periods specified in the standards on weekdays and weekends per service category. For each time period of the day, each route was marked if it met or did not meet the standard for its category and time period. For both the minority classified and low-income classified route monitoring exercise, the total time periods that met the standards for each route by service category were added together to provide the percentage of time periods that met the standards for each service category and classification.

#### Results:

Connector route headways meet SFMTA’s standards for both route classifications. Muni Metro, Rapid and Frequent routes met the minimum headway 100% of the time for minority classified routes and 97% of the time for low-income classified routes. For both minority and low-income classified routes, Grid routes met the minimum headways 93-97% of the time.

Table 19 Policy Headway Compliance for Minority v. Non-Minority Routes

Service Category	Minority	Non-Minority	Difference
<b>Muni Metro, Rapid &amp; Frequent</b>	100%	97%	3%
<b>Connector</b>	100%	100%	0%
<b>Grid</b>	93%	99%	-6%
<b>Specialized*</b>	n/a	n/a	n/a

\*There are no SFMTA standards for routes under the Specialized service category. These route headways are set based on customer service demand and may vary depending on service needs.

Table 20 Policy Headway Compliance for Low-Income v. Non-Low-Income Routes

Service Category	Low Income	Non-Low-Income	Difference
<b>Muni Metro, Rapid &amp; Frequent</b>	97%	100%	-3%
<b>Connector</b>	100%	100%	0%
<b>Grid</b>	97%	95%	2%
<b>Specialized*</b>	n/a	n/a	n/a

\*There are no SFMTA standards for routes under the Specialized service category. These route headways are set based on customer service demand and may vary depending on service needs.

There were six routes, one minority route (12 Folsom-Pacific), two low-income routes (7 Noriega, 28 19th Ave) and two that are minority and low-income routes (23 Monterey, 54 Felton) that did not meet the minimum policy headways for the weekday evening time periods. In future planned service changes, the agency will review if there are resources available to adjust these route schedules, so they meet minimum policy headways.

Since the difference in percentages for minority and non-minority, and low income and non-low-income route classifications is less than 8%, no disparate impact or disproportionate burden was found.

Route by route headway compliance is presented in Appendix M.

#### **d. Service Coverage**

Methodology: All current 2019 transit stops in the City and County of San Francisco were mapped using Geographic Information Systems (GIS) software and a quarter mile buffer was added around each stop. The area covered by the buffer was calculated in relation to the total area of San Francisco.

The buffered area was also calculated in relation to the total residential area as defined by land use in San Francisco.

Results: The SFMTA operates 79 routes which combined provide transit service within a convenient walking distance of most locations within San Francisco. Muni routes connect all of San Francisco’s residential neighborhoods and commercial corridors. Overall, 90% of San Francisco is within a quarter of a mile of a Muni bus or rail stop and 100% of residential areas are within a quarter of a mile of a Muni bus or rail stop.

Table 21 Service Coverage

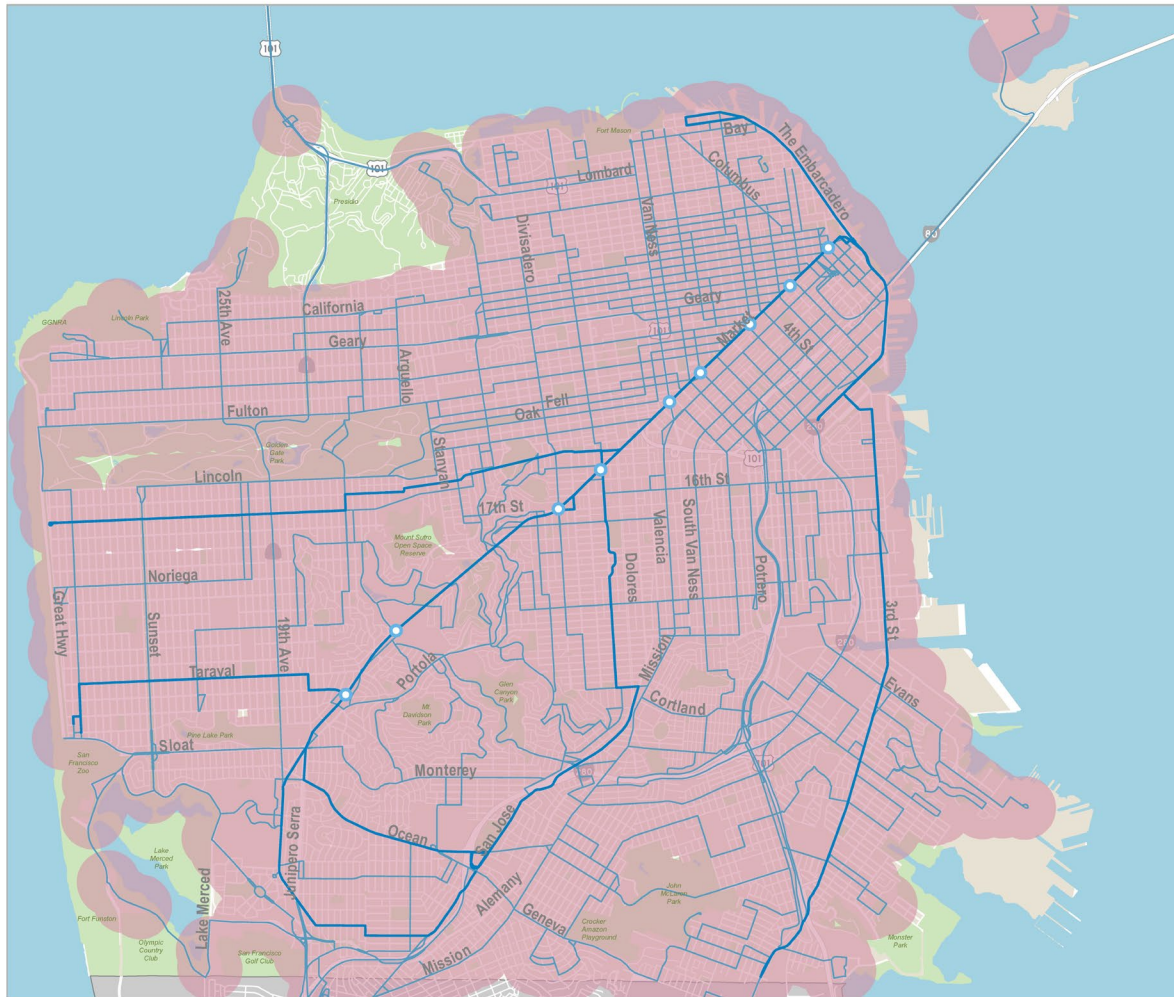
	Total Acres	Covered Acres	% Covered
<b>Service Area</b>	22,639	20,285	90%
<b>Residential Area</b>	10,412	10,384	~100% (99.7%)

In addition to geographic coverage, all Muni Metro, Rapid, Frequent, and Grid routes operate for at least 18 hours per day from approximately 5:00 a.m. until 12:00 a.m. For service past these hours, the Muni’s Owl Network operates every day from approximately 1:00am to 5:00am. This network consists of 12 routes total, 6 regular service routes, 4 shortened regular service routes and 2 owl-only cross city routes. Service hour coverage of the Muni network means all residents are within ¼ of a mile of a transit stop during regular service hours and most residents are within ½ mile of a transit stop during owl service hours.


Based on the distribution of geographic and operational service, no disparate impact or disproportionate burden was found.

The following map shows the areas within a quarter mile of a transit stop. The only areas not within a quarter of a mile of a transit stop are parklands such as the Presidio, Golden Gate Park, around Lake Merced and in heavily industrial areas such as the eastern edges of the inactive Hunter’s Point Shipyard and San Francisco Port properties. Golden Gate Park and Presidio do operate free transit service in the parks which provide additional coverage.

Map 9 Service Availability



**Service Availability**  
2019 Title VI Program Update  
October 2019

- LEGEND**
-  Stations
  -  Fixed Guideways (Rail)
  -  Routes
  -  Service Area

 1 miles  
Scale 1:50,000

## ii. Service Policies

### a. Vehicle Assignment

Methodology: The SFMTA policy is to assign vehicles in a manner that prevents discrimination to minority and low-income communities and considers technical criteria including peak load factors, route type, physical route characteristics such as street widths and grades, required headways, vehicle availability and transit operator availability. In order to determine distribution of vehicles by division each route was sorted by division and route classification. For both the minority classified and low income classified routes, the total number of routes in each classification category at the division was divided by the total number of routes at the division. The minority and low-income distribution of each division was compared to the average fleet age at the division.

Results: Woods, Flynn and Islais Creek Divisions have the highest proportion of minority routes of all the divisions. A total of 62% of the routes operating from Woods, 67% of the routes operating from Flynn and 50% of the routes operating from Islais Creek are minority routes. With the addition of Presidio, these divisions also have the highest share of low-income routes. Over 50% of the routes operating from these divisions are low-income routes.

As previously mentioned, the SFMTA has the greenest fleet of any large transit agency in North America. For the rubber-tire fleet, the average age is 2-3 years except for the Woods Division with an average age of 8 years. Woods does have a high percentage of minority and low-income routes, but the fleet age is due to this Division being the first targeted for replacement at the start of SFMTA's current fleet replacement cycle. In 2016, the average age of the fleet at Woods was 5 years compared to averages of 6-15 years at the other rubber-tire Divisions. Woods also has a mixed fleet, including a small number of 32-foot coaches that have not yet been replaced. It is expected the agency will replace these 32-foot coaches over the next five years which will further decrease the average age at of the fleet at Woods.

The light rail fleet is also reducing in age with an average age of 21 years in 2016 to a current average age of 13 years. SFMTA is currently undergoing a replacement of the LRV fleet including an expansion of 64 vehicles. Over the next 10 years all existing vehicles will be replaced and the average age at Green/MME will continue to decrease.

The Cable Car and Geneva Divisions vehicle age varies due to the historic nature of the service and as a result, the average age is not valuable for comparison.

Table 22 Vehicle Type and Age for Minority Routes

Division	Vehicle Type(s)	Average Age	% Minority
Presidio	40' Trolley Coach	2	13%



Division	Vehicle Type(s)	Average Age	% Minority
<b>Flynn</b>	60' Motor Coach	3	67%
<b>Islais Creek</b>	60' Motor Coach	3	50%
<b>Kirkland</b>	40' Motor Coach	3	13%
<b>Potrero</b>	40' & 60' Trolley Coaches	3	33%
<b>Woods</b>	32' and 40' Motor Coach	8	62%
<b>Green/MME</b>	LRV	13	14%
<b>Cable Car</b>	Historic Cable Car	n/a	
<b>Geneva</b>	Historic Street Car	n/a	

Source: State of Fleet as of September 2019

Table 23 Vehicle Type and Age for Low-Income Routes

Division	Vehicle Type(s)	Average Age	% Low Income
<b>Presidio</b>	40' Trolley Coach	2	50%
<b>Flynn</b>	60' Motor Coach	3	67%
<b>Islais Creek</b>	60' Motor Coach	3	50%
<b>Kirkland</b>	40' Motor Coach	3	27%
<b>Potrero</b>	40' & 60' Trolley Coaches	3	33%
<b>Woods</b>	32' and 40' Motor Coach	8	50%
<b>Green/MME</b>	LRV	13	14%
<b>Cable Car</b>	Historic Cable Car	n/a	

Source: State of Fleet as of September 2019.

Overall, with the recent overhaul of the rubber-tire fleet and continuing replacement and expansion of the light rail vehicle fleet, the average age of the fleet is young. Since there is equitable distribution of vehicle fleet, no disparate impact or disproportionate burden was found with vehicle assignments.

### **b. Distribution of Transit Amenities**

Methodology: Transit amenities such as stop IDs and markings are required and installed at all stops in the Muni system. Others such as transit shelters and real time displays are distributed to the extent possible at transit stops throughout the Muni service area. As previously stated, the SFMTA is not required to have a policy in place for transit shelters as it does not have decision-making authority over siting and location, but still includes them to monitor for future shelter requests and to monitor progress in reaching its goals. To compare equitable distribution of these amenities, shelters and real times displays were mapped using Geographic Information Systems (GIS) software and linked to Muni stops in minority and low-income census block groups. The number of shelters and real time displays at stops in minority and low-income census block groups were then compared to those in non-minority and non-low-income census block groups.

Shelter location data as of January 2019 and real time display location data as of July 2019 was used for this monitoring exercise.

Results:

**Stop IDs, Stop Markings, and Flags** - All transit stops regardless of their minority or low-income census block group location have a unique five digit stop identification number that can be used by customers to access real-time vehicle arrival predictions and information about planned service changes. Most stops also include a stop marking, such as a painted pole with the route number or a flag sign indicating stop location. The SFMTA has designed a new flag sign and is currently rolling out installation of them at all surface stops in the Muni system.

**Transit Shelters and System Maps**- All stops with shelters contain the latest version of the Muni system map for customer information and navigation. For both minority and non-minority stops, 34% of stops have shelters. For stops in low income census block groups, 38% have shelters compared to 31% in non-low-income census block groups.

Table 24 Transit Shelters at Minority and Low-Income Stops

	Minority	Non-Minority	Low Income	Non-Low-Income
<b>Total Number of Stops</b>	1,986	1,482	1,753	1,715
<b>Total Number of Stops w/ Shelter</b>	684	505	662	527
<b>Stops 125+ boardings w/ Shelter*</b>	538	371	525	384
<b>% Total Stops with Shelter</b>	34%	34%	38%	31%

*\*Not used for Title VI purposes*

As previously mentioned, the SFMTA does not have decision-making authority over the siting of shelters (and real time displays installed in shelters with power). The above table assesses the location of all shelters throughout the transit system including stops with a minimum of 125 daily boardings. This exercise assists the SFMTA in evaluating customer requests for new shelters and monitoring its progress towards its goals.

**Real Time Displays**- For stops in minority census block groups, 23% have real time displays and 24% have real time displays in non-minority census block groups. For stops in low income census block groups, 26% have real time displays and 21% in non-low-income census blocks groups have real time displays.

Table 25 Real Time Displays at Minority and Low-Income Stops

	Minority	Non-Minority	Low Income	Non-Low-Income
<b>Total Number of Stops</b>	1,986	1,482	1,753	1,715
<b>Total Number of Stops w/ NextBus Display</b>	453	361	449	365
<b>Stops 125+ boardings w/ NextBus Display</b>	377	281	375	283
<b>% Total Stops with NextBus Display</b>	23%	24%	26%	21%

As previously mentioned, the SFMTA does not have decision-making authority over the siting of shelters (and real time displays installed in shelters with power). The above table assesses the location of all shelters with NextBus displays throughout the transit system including stops with a minimum of 125 daily boardings. This exercise assists the SFMTA in evaluating customer requests for new shelters and monitoring its progress towards its goals.

**Amenities at Underground Metro Rail Stations** - All Metro Rail Stations are equipped with the following amenities regardless of minority or low-income routes:

- Street level and platform level elevators and escalators
- System maps
- Real-time vehicle arrival time and destination information
- Automated-voice information system
- Agents who can provide information and assistance to customers

### iii. Equity Evaluation: Fare and Service Changes

Since the SFMTA submitted its last Title VI Program Update in December 2016, a Title VI equity analysis was completed for each of the following fare and service changes:

- Fare Changes:
  - FY 19 and FY 20 Fare Changes
- Service Changes:
  - FY 19 and FY 20 Budget Service Changes

The SFMTA analyzes all proposed fare changes, regardless of amount of increase or decrease. Proposed service changes are evaluated under the SFMTA’s major service change definition.

The SFMTA defines a major service change as a change in transit service that would be in effect for more than a 12-month period and that would consist of any of the following criteria:

- A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more implemented at one time or over a rolling 24-month period;
- A schedule change on a route with 25 or more one-way trips per day resulting in:
  - Adding or eliminating a route;
  - A change in annual revenue hours on the route of 25 percent or more;
  - A change in the daily span of service on the route of three hours or more; or
  - A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.

- The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above.

All equity analyzes since December 2016 are included in the Appendix J.



## Appendices

# Appendix A

## Notice to the Public

# TITLE VI

**The SFMTA, which runs Muni, does not discriminate on the basis of race, color or national origin. For more information or to file a complaint, visit SFMTA.com or contact 311.**

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**311 Free language assistance** / 免費語言協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчиков / Trợ giúp Thông dịch Miễn phí / Assistance linguistique gratuite / 無料の言語支援 / 무료 언어 지원 / Libreng tulong para sa wikang Filipino / การช่วยเหลือทางด้านภาษาโดยไม่เสียค่าใช้จ่าย / خط المساعدة المجاني على الرقم



**SFMTA**

# Appendix B

## Title VI Complaint Form



# San Francisco Municipal Transportation Agency Title VI Complaint Form

**SFMTA**

Municipal Transportation Agency

NAME OF COMPLAINANT: \_\_\_\_\_ HOME TELEPHONE: \_\_\_\_\_

HOME STREET: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

WORK TELEPHONE: \_\_\_\_\_ RACE/ETHNIC GROUP: \_\_\_\_\_ SEX: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

PERSON DISCRIMINATED AGAINST (IF OTHER THAN COMPLAINANT): \_\_\_\_\_

HOME STREET: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

HOME TELEPHONE: \_\_\_\_\_ WORK TELEPHONE: \_\_\_\_\_

1. SPECIFIC BASIS OF DISCRIMINATION (Check appropriate box(es):  Race  Color  National origin

2. Date of alleged discriminatory act(s) \_\_\_\_\_

3. RESPONDENT (individual complaint is filed against):

NAME: \_\_\_\_\_ POSITION: \_\_\_\_\_

WORK LOCATION: \_\_\_\_\_

4. Describe how you were discriminated against. What happened and who was responsible? For additional space, attach additional sheets of paper.

5. Did you file this complaint with another federal, state or local agency or with a federal or state court?  YES  NO

If answer is yes, check each agency complaint was filed:

Federal agency  Federal court  State agency  State court  Local agency

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

6. Provide contact person information for the additional agency or court:

NAME: \_\_\_\_\_ HOME TELEPHONE: \_\_\_\_\_

HOME STREET: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

*Sign complaint in the space above. Attach any supporting documents.*

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Please submit the **signed** complaint form by mail, fax or in person:

San Francisco Municipal Transportation Agency (SFMTA)

ATTN: Title VI Complaints

One South Van Ness Avenue, 7th Floor

San Francisco, CA 94103

FAX: 415.701.4502

# Appendix C

## Summary of Title VI Complaints

**Title VI Complaint Summary: December 2016-September 2019**

<b>PSR#</b>	<b>Date Complaint Form Received</b>	<b>Date of Incident</b>	<b>Complaint Summary</b>	<b>Status</b>	<b>Action Taken</b>
573012	7/26/2019	7/22/2019	Customer alleging discrimination based on race	CLOSED	After investigation and review, complaint determined to be without merit.
569240	7/1/2019	5/22/2019	Customer alleging discrimination based on race	CLOSED	Unable to positively ID 9132 Transit Fare Inspector; unable to proceed with investigation.
566209	4/24/2019	4/5/2019	Customer alleging discrimination based on race	CLOSED	Unable to positively ID operator; unable to proceed with investigation. Incident not captured on video.
565552	4/9/2019	3/24/2019	Customer alleging discrimination based on race	CLOSED	After investigation and review, complaint determined to be without merit.
562796	2/5/2019	1/21/2019	Customer alleging discrimination based on race	CLOSED	Unable to positively ID operator; unable to proceed with investigation.
562320	2/7/2019	2/1/2019	Customer alleging discrimination based on race	CLOSED	After investigation and review, complaint determined to be without merit.
559060	1/7/2019	12/6/2018	Customer alleging discrimination based on race	CLOSED	After investigation and review, complaint determined to be without merit.
552045	10/22/2018	8/29/2018	Customer alleging discrimination based on race	CLOSED	After investigation and review, complaint determined to be without merit.
555478	10/30/2018	10/14/2018	Customer alleging discrimination based on race	CLOSED	CLOSED
553018	10/5/2018	9/9/2018	Customer alleging discrimination based on national origin.	CLOSED	After investigation and review, complaint determined to be without merit.
552936	9/11/2018	9/10/2018	Customer alleging discrimination based on race	CLOSED	After investigation and review, merit found; employee conferenced.
550922	8/24/2018	8/6/2018	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation and review, unable to identify the Operator.
549642	8/20/2018	6/12/2018	Customer alleging discrimination based on race	CLOSED	After investigation and review, complaint determined to be without merit.
546672	7/26/2018	6/11/2018	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation and review, complaint determined to be without merit.
543623	5/14/2018	4/20/2018	Customer alleging discrimination based on race	CLOSED	After investigation and review, merit found; employee conferenced.

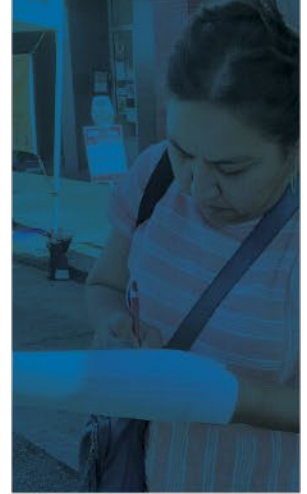
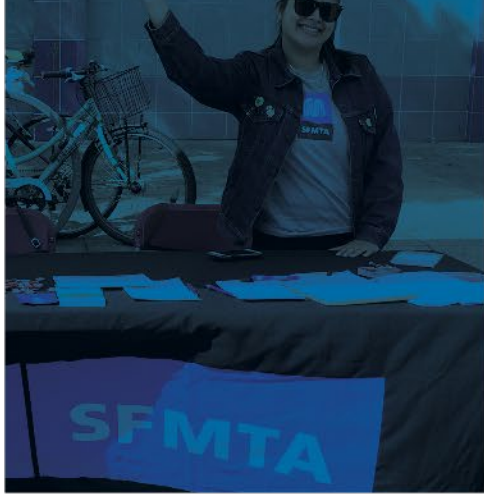
544015	4/27/2018	3/28/2018	Customer alleging discrimination based on race	CLOSED	After investigation and review, complaint determined to be without merit.
542894	4/11/2018	04/09/2018	Customer alleging discrimination based on national origin (ability to speak English).	CLOSED	Unable to positively ID operator; unable to proceed with investigation.
540253	3/21/2018	2/20/2018	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation and review, complaint determined to be Not Title VI, No Title VI basis for complaint.
538614	2/14/2018	1/22/2018	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation and review, complaint determined to be without merit.
537679	1/29/2018	1/4/2018	Customer alleging discrimination based on national origin (ability to speak English).	CLOSED	After investigation and review, complaint determined to be Not Title VI, No Title VI basis for complaint.
536355	12/14/2017	12/6/2017	Customer alleging discrimination based on race	CLOSED	After investigation and review, complaint determined to be Not Title VI, No Title VI basis for complaint.
532371	12/21/2017	10/2/2017	Customer alleging discrimination based on race and color.	CLOSED	After investigation and review, complaint determined to be Not Title VI, No Title VI basis for complaint.
531952	9/27/2017	9/19/2017	Customer alleging discrimination based on race and color .	CLOSED	Unable to positively ID operator; unable to proceed with investigation.
532575	10/4/2017	9/13/2017	Customer alleging discrimination based on race	CLOSED	After investigation and review, complaint determined to be Not Title VI, No Title VI basis for complaint.
524997	7/14/2017	6/6/2017	Customer alleging discrimination based on race.	CLOSED	After investigation and review, complaint determined to be without merit.
525383	7/6/2017	6/10/2017	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation and review, complaint determined to be without merit.
526026	6/28/2017	6/22/2017	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation and review, unable to identify the Operator.

524366	5/23/2017	3/25/2017	Customer alleging operator discourtesy on the basis of customer's race.	CLOSED	After an investigation by J. Sanchez ( Customer Service), this PSR stems from two PSR's that are being handled by Customer Service (J. Sanchez).. PSR# 521701 & 522339, per J. Sanchez & K. Holland delete duplicated complaint. KLB
523190	6/9/2017	5/5/2017	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation and review, complaint determined to be without merit.
523890	6/7/2017	05/172017	Customer alleging discrimination based on race.	CLOSED	After investigation and review, complaint determined to be without merit.
523025	5/18/2017	5/3/2017	Customer alleging discrimination based on race and color.	CLOSED	After investigation and review, merit found; employee conferenced and disciplined.
521544	4/7/2017	4/3/2017	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	As part of preliminary investigation, patron was contacted for additional details. Letter from Muni Customer Service emailed to the patron by Muni Customer Services. Complaint closed Not Valid.
520719	04/28/17 & 06/29/17	3/23/2017	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation, no action possible listed by Superintendent Ayan Antonio
520036	4/7/2017	3/16/2017	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation and review , no merit. The patron had a lifeline pass that had no sticker affixed to the pass as required per language on the Lifeline pass
509205	3/28/2017	10/9/2016	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	As part of preliminary investigation, patron was contacted for additional details. Letter from Muni Customer Service emailed to the patron by Muni Customer Services. Complaint closed. Not Valid.
517084	2/3/2017	1/23/2017	Third party complaint; customer alleging discrimination (racial profiling) on the part of Transit Fare Inspectors as they checked passengers for fares.	CLOSED	As part of preliminary investigation, patron was contacted for additional details. After fare inspection procedures were explained to patron, she was satisfied with the conduct of the TFIs and did not want to pursue the complaint. Complaint closed.

515031	1/24/2017	1/7/2017	Customer alleging discrimination based on race and national origin (ability to speak English).	CLOSED	After investigation and reviewing video surveillance, complaint determined to be without merit.
515246	1/10/2017	1/6/2017	Customer alleging TFI discourtesy based on customer's race, color, national origin.	CLOSED	After investigation and reviewing video surveillance, complaint determined to be without merit.
513968	12/19/2016	11/2/2016	Customer alleging discourtesy on the basis of race.	CLOSED	After investigation and review, complaint determined to be without merit.

# Appendix D

## Public Participation Plan



# 2019 Public Participation Plan Update

2019





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# Executive Summary

## Background

The purpose of the San Francisco Municipal Transportation Agency's (SFMTA) Public Participation Plan ("PPP" or "Plan") is to provide a framework of options and strategies from which to guide a customized, systematic and strategic approach to public involvement that seeks out and considers the viewpoints of stakeholders and the general public in the course of conducting public outreach and involvement activities. Specific attention is given to linguistic, institutional, cultural, economic, historical or other barriers that might limit participation by minority, low-income and Limited-English Proficient (LEP) populations in the SFMTA's decision-making processes.

This document updates the SFMTA's 2016 Public Participation Plan. It details the strategies and methods the agency uses to inform and engage the public and identifies programs and practices that have been modified since 2016 based on stakeholder feedback. The goal of the PPP is to offer early and continuous opportunities for the public to learn about agency projects and initiatives while meeting the needs of communities in San Francisco. Particular attention is given to factors that may impact participation in the decision-making processes such as language needs, schedule and location constraints. The concerns, ideas and needs of community members, including social, economic and environmental impacts of proposed transportation decisions, are considered throughout the public process and serve to inform agency outreach efforts and decision-making.

As stated in Federal Transit Administration (FTA) Circular 4702.1B, the SFMTA has "wide latitude to determine how, when and how often specific public involvement measures should take place and what specific measures are most appropriate." (FTA C 4702.1B, Section IV-5) The SFMTA makes these determinations based on a variety of factors, including feedback from stakeholders, the composition of the population affected by its actions, the type of public involvement process planned for the particular project or initiative and the resources available to the agency. Most of these determinations occur at the project level, and the agency has standards in place to guide project managers and staff as they assess the characteristics and needs of affected communities and select specific public involvement methods.

In further response to the FTA guidance and the recommendations regarding implementing the Department of Transportation's (DOT) guidance regarding Limited-English Proficient (LEP) persons as an effective practice to help overcome barriers to public participation, this Plan also integrates findings from the 2016 and 2019 updates of the SFMTA's Language Assistance Plan (LAP), which focused on receiving feedback from LEP populations through user surveys and interviews with leaders of community-based organizations (CBO).

## Updating the Plan

In February 2016, the SFMTA conducted an extensive outreach and data collection effort, including both quantitative and qualitative data sources that extended through August 2016 in order to update its 2013 Public Participation Plan. Quantitative data was collected via two surveys – a Public Participation Survey and a survey specifically directed towards limited-English proficient (LEP) customers, each available in 10

languages online and in paper format. Data collected through the two surveys was complemented by qualitative data collected from input sessions with SFMTA stakeholders across San Francisco, executive interviews with representatives of community-based organizations representing community and demographics throughout San Francisco, including those serving LEP populations, and in-language or interpreter-assisted focus groups in five languages. The qualitative research focused on participation from LEP, low income and minority populations, as well as other stakeholders, and the community leaders who serve them.

Information collected through the 2016 outreach process has been incorporated over the past three years into the agency's Public Outreach and Engagement Team Strategy (POETS) – an agency-wide program that institutionalizes public participation best practices and supplements the agency's PPP – and is noted throughout this document, including where SFMTA's outreach processes and methodologies were updated based on data collected.

The goals for the 2019 update of the Public Participation Plan were to assess trend analyses between 2016 and 2019 and to report where practices and methodologies were modified based on stakeholder feedback received since 2016. To accomplish these goals, two primary sources were used. First, in order to conduct a trend analysis, the SFMTA gathered data through another round of Public Participation surveys in 2019, another round of LEP surveys, and through interviews with community leaders who serve LEP populations. Areas where this information is consistent with, or divergent from, 2016 feedback is noted throughout this report.

In addition, the SFMTA reached out to a wide range of stakeholders in 2018 to gather public input for future development the POETS program. Staff members met with more than 30 groups and individuals from business associations, advocacy organizations, neighborhood groups, City partners (departments, offices and commissions), representing communities and stakeholders throughout San Francisco. A separate session was held for the Board of Supervisors and their staff and outreach results were presented to the MTA Board of Directors. The input from community members informed and enhanced the POETS program, which supports implementation of the agency's Public Participation Plan.

## Key Findings: 2016-2019

The research conducted between 2016-2018 demonstrated that the SFMTA's stakeholders are diverse in their demographic characteristics and that they have a variety of preferences for how they want to receive information about SFMTA services and meetings, how they want to participate in the agency's planning processes, and how they want to give feedback about its decisions. At the same time, recommendations were received about how the agency can work with the community based on overall stakeholder preferences and demographic patterns. The 2019 updated results reinforced many of the 2016 results, with a few new trends. Areas where the data remained consistent and where trends diverged are noted throughout the 2019 PPP update.

Some highlights are included immediately below and in more detail throughout this report but major themes expressed by community members throughout the outreach and data collection efforts included the need for project coordination, preferred forms of communication, language access needs and preferences, challenges with meeting times, a desire for partnerships with local businesses and merchant groups, and the critical importance of following up as decisions are made (closing the feedback loop).

Community feedback, as well as internal input from staff members, also informed the agency's approach to training and the creation of tools needed to implement the new requirements.

### **Communication Methods and Content**

- Stakeholders who participated in the 2016 and 2019 Public Participation and LEP Surveys, community input sessions, and CBO leadership interviews weighed in on the public engagement and outreach methods most commonly used by the SFMTA to share information with, and collect feedback from, members of the community.
- These methods include community meetings, the SFMTA website, media ads, the San Francisco's multilingual 311 Telephone Customer Service Center, street level outreach by SFMTA staffers and contractors, social media, emails and text messaging, and SFMTA Board of Directors' meetings.
- Feedback collected reinforced the value of the SFMTA's increasingly robust toolkit of public outreach and engagement strategies. While a few techniques for sharing information and collecting feedback stand out – namely signage in vehicles, stations and shelters - smaller demographic groups, including low-income and minority populations, were likely to avail themselves of some of the less-frequently-cited communication tools, such as 311. Social media gained importance between 2016 and 2019, and community outreach remained more important for certain language groups.
- When asked about providing feedback to the SFMTA in 2019, respondents across all demographic groups prefer using the SFMTA website (consistent with 2016). When asked about sharing comments at SFMTA meetings in 2019, most respondents prefer submitting a written comment after the meeting. The exceptions being: Vietnamese speakers, Arabic speakers, and African Americans prefer speaking publicly, while Thai speakers preferred submitting a written comment during the meeting.

### **The Value of the Website**

- In both 2016 and 2019 findings, the SFMTA website is one of the most common sources of information about SFMTA services, programs and projects for respondents of all age groups, languages, and incomes. While the general finding from SFMTA outreach is that community members have a variety of preferences for how to receive information, and most want to receive it in multiple ways, it is clear that the SFMTA website is a critical resource for most stakeholders.
- Community leaders in both 2016 and 2019 have confirmed the importance of the SFMTA website, online information and smartphone apps regarding how their clients receive information about SFMTA. LEP community leaders in 2019 also emphasized the importance of signage, flyers, and working with CBOs.
- A majority of respondents expressed that they would prefer to provide feedback on SFMTA services through the SFMTA website. This preference cuts across demographic categories.

### **Awareness of SFMTA Meetings**

- Nearly a third of 2016 Public Participation Survey respondents reported having limited awareness of SFMTA public meetings; in 2019, this increased to 36% of respondents.
- Awareness of meetings is correlated with age: 2016 survey respondents under the age of 30 are the least likely to have heard of SFMTA meetings. In 2019, 50% of respondents under 30 noted that they have received no information about SFMTA meetings, compared to 39% in 2016. 2016 respondents between the ages of 65-74 are the most likely to have heard about meetings via email and those under age 64 are more likely to have heard about them via the agency’s website.
- In 2019, stakeholders who have lower levels of English proficiency and low-income respondents most frequently learn about SFMTA meetings via signage, friends and family, or on the SFMTA website. High-income respondents are less likely to be aware of SFMTA meetings.

### Factors Affecting Meeting Attendance

- In 2016 and 2019, Public Participation Survey respondents identified time of day and proximity to transit as the most important factors in determining whether they could attend meetings. In 2019, Cantonese, Thai, Japanese, and Russian speakers all prioritized proximity to transit.
- Similarly, 2016 community input session participants felt that the meeting’s location and timing were the most important elements for their attendance. They also felt that it was important that SFMTA meetings be held in their communities. They indicated that they do not like going to City Hall or other locations downtown and liked the idea of the meetings being held in locations closer to them, citing local libraries and community-based organizations as positive meeting places. The effort was seen as more than just a logistical convenience that would minimize the travel needed to attend a SFMTA meeting in Civic Center – it was symbolic of a tone and demeanor on the part of SFMTA that showed an authentic respect for, and the value of, community-based feedback.
- Community members who are less proficient in English also saw language assistance availability as a vital factor in determining whether they would attend a public meeting, as seen in the 2019 Language Assistance Plan update.

### The Importance of Service and Fare Changes

- 2019 data confirmed that service changes remain the most important topic of discussion for survey participants considering meeting attendance. Fare changes are almost as important as service changes for low income participants and are dramatically more important for low-income participants than for high-income participants.
- 2016 community input session participants identified service changes and service improvements as the most important or interesting topics.

## Responses to Community Input since 2016

- **Relationship building.** The common theme across all sources of feedback is relationship building. Since 2016, a District Liaison Program was established to support project teams with expertise about specific communities and stakeholders throughout San Francisco. The SFMTA continues to

expand its valuable network of community-based organizations, schools, places of worship, merchants' groups and other organizations to further improve relationships throughout the city.

- **POETS requirements & guidelines.** Program changes and project-level requirements were a direct response to community feedback gathered for the 2016 PPP, as well as a series of meetings held throughout 2018 with a wide range of agency stakeholders. Changes included launching agency-wide requirements in 2018 that focused on early and inclusive outreach, clear communication, strong stakeholder relationships, and community follow-up after decisions are made. New requirements for project-level outreach and engagement were established and made mandatory: every project that impacts the public must have a plan for public outreach and engagement, and the plan must be implemented and documented. Projects will not advance at various stages of the planning and implementation process unless they are in compliance with POETS requirements and potentially controversial aspects of projects can be identified earlier.
- **Upgrades to the SFMTA website.** The SFMTA regularly updates its website to promote inclusion. In 2017 the agency improved access for LEP customers through global translation into San Francisco's ten "Safe Harbor" languages. In 2018 the new POETS requirements made it mandatory for every project that impacts the public to have a webpage or link posted on the SFMTA website, and all public meetings must be listed on the agency's online calendar in addition to other forms of notification, with multilingual instructions on how to request free language assistance.
- **Increased use of social media.** The finding in 2016 that people under age thirty are the least aware of SFMTA meetings means that the website alone is not a sufficient format for meeting announcements and project outreach. To reach younger (as well as older) stakeholders, the SFMTA has increased its use of social media in addition to (and in connection with) the agency's website. Employees hired in the past few years tend to bring social media awareness and skills, and the agency has made deliberate efforts to encourage these platforms for project outreach. For example, in 2018 POETS offered guidelines for project teams' use of the popular Nextdoor platform. In 2019, a larger number of participants also said they would like to use email, phone apps and social media to provide feedback to SFMTA.
- **Staff preparation.** POETS is committed to giving staff members the support and training they need to meet agency expectations in order to feel confident and prepared as they work with the community. Since 2016, POETS has responded to stakeholder and staff input as it develops new resources, peer support, and educational opportunities for staff.
- **Indicators of success.** POETS employs an assessment framework to measure progress in meeting program goals. The metrics reflect feedback from the community and staff, and the agency is building its capacity to collect data over time that will allow for robust program evaluation. The SFMTA Strategic Plan includes measures to assess the success of POETS.

## Report Organization

This report has been divided into five sections. Section I serves as an introduction to the purpose and parameters of a Public Participation Plan (PPP). It includes an overview of the San Francisco Municipal Transportation Agency (SFMTA), the Federal Transit Administration's (FTA) guidelines for recipients of

federal funds to comply with Title VI of the Civil Rights Act of 1964 and its implementing regulations, and an overview of San Francisco demographics.

Section II presents the SFMTA's current public outreach and engagement strategies. These include SFMTA's Public Outreach and Engagement Team Strategy (POETS), which was created to promote sustained and consistent application of public outreach and engagement participation best practices. Section II also evaluates the SFMTA's public outreach and engagement methods based on findings from primary data collected as part of the 2016 update to the PPP.

As required by federal guidelines, Section III discusses the agency's approach to seeking public comment on proposed fare and major services changes and how feedback is processed and considered prior to implementation of changes.

Section IV considers ways in which the SFMTA can broaden public participation and involvement in its decision-making processes. It explores findings from primary quantitative and qualitative data collected as part of this update to identify preferred ways for customers to provide feedback to SFMTA and their suggestions for encouraging participation and involvement in public meetings and decision-making processes. It also discusses developments in the POETS program since 2016 in response to community feedback.

Section V discusses monitoring and review of the Plan.



# Section I: Introduction

The purpose of the San Francisco Municipal Transportation Agency's (SFMTA) Public Participation Plan is to provide a framework of options and strategies from which to guide a customized, systematic and strategic public involvement approach that seeks out and considers the viewpoints of the general public, particularly low-income and minority community members, and other stakeholders in the course of conducting public outreach and engagement activities.

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## About the SFMTA

The SFMTA plans, designs, builds, operates, regulates and maintains one of the most comprehensive transportation networks in the world.

A department of the City and County of San Francisco, the SFMTA manages all ground transportation in the city. For more than 100 years, the agency has kept people moving with the San Francisco Municipal Railway, known as Muni, the nation's eighth largest public transit system. The SFMTA also regulates taxis, manages parking and traffic and facilitates bicycling and walking. The agency plans and implements strategic, community-based projects to improve the transportation network and prepare for the future. The SFMTA's diverse team of 6,150 employees is one of the city's largest. Eighteen labor organizations represent the agency's diverse staff.

San Francisco voters established Muni in 1912, creating the nation's first publicly owned transit system. Across five modes of transit, Muni provides 720,000 rides daily, and as the largest transit system in the Bay Area, provides 224 million rides each year. The Muni fleet is unique and includes

historic streetcars, renewable diesel and electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans, and the world-famous cable cars. Muni has 79 routes throughout the City and County San Francisco with all residents within a quarter mile of a transit stop. Muni provides service 24 hours a day, seven days a week.

In 1999 voters created the SFMTA by passing Proposition E, which merged Muni with the Department of Parking and Traffic to form an integrated agency to manage city streets more effectively and advance the city's transit-first policy. In 2009 the SFMTA merged with the Taxi Commission to further streamline transportation management in San Francisco.

A board of directors governs the agency, providing policy oversight and ensuring the public interest is represented. The board's duties include approving the agency's budget and contracts and authorizing proposed changes to fares, fees and fines. Its seven members are appointed by the mayor and confirmed by the Board of Supervisors.

## Purpose and Federal Requirements

### Public Participation Plan Purpose

The SFMTA's Public Participation Plan (PPP) reflects and reinforces the primary goal of the SFMTA's public involvement activities: to incorporate the best measures possible to support a two-way dialogue between the SFMTA and its stakeholders during its important decision-making processes. As a federally funded agency that must comply with certain federal guidelines, the PPP also serves to fulfill the obligations under Title VI of the Civil Rights Act of 1964, which states 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."

For this report, the SFMTA has paid particular attention to those methodologies and strategies that address linguistic, institutional, cultural, economic, historical or other barriers that may be preventing minority, low-income and Limited-English Proficient populations from participating effectively in the SFMTA's decision-making process.

The concerns, issues and creative ideas that community members shared with the SFMTA since 2016 have shaped all of the agency's outreach and engagement efforts and programs. As described in this report, the POETS program incorporated public feedback from the 2016 and 2019 PPP surveys (as well as additional outreach conducted in 2018) into its requirements, guidelines, planning templates and staff training for projects that impact the community. In addition, the POETS team conducted extensive outreach to stakeholders in 2018, meeting with more than 30 groups and individuals from business associations, advocacy organizations, neighborhood groups, City partners (departments, offices and commissions), and held a separate session for the Board of Supervisors and their staff.

While many SFMTA projects involve significant capital investments and take years to plan and implement, the agency also makes decisions on a daily basis that affect the communities we serve. These include fare and service changes, neighborhood-based capital improvements, and changes to the streetscape (stop location, signage, lane alignment, etc.). Outreach and engagement for these more “operational” decisions have been closely informed by public input, including research for the PPP, as described in Section III below.

## Federal Requirements

In accordance with federal guidelines, the SFMTA is required to submit to the Federal Transit Administration (FTA) a PPP that details the Agency’s plans and strategies to engage minority, low-income and Limited English Proficient (LEP) populations in its planning and programming activities. As a recipient of federal funds and per Title VI of the Civil Rights Act of 1964 and its implementing regulations, FTA directs SFMTA to:

- Ensure that the level and quality of public transportation service is provided in a nondiscriminatory manner;
- Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin; and
- Ensure meaningful access to transit-related programs and activities by persons with limited- English proficiency.

The FTA requires that public transit providers create a PPP that describes both the proactive strategies the Agency will use to engage minority and LEP populations and the desired outcomes of this outreach. The PPP can be part of a broader public participation strategy that also targets other traditionally underserved communities, including low-income populations and people with disabilities.

As stated in Federal Transit Administration (FTA) Circular 4702.1B the SFMTA has “wide latitude to determine how, when and how often specific public involvement measures should take place and what specific measures are most appropriate.” (FTA C 4702.1B, Section III-5) The SFMTA has made these determinations based on a variety of factors, including the composition of the populations affected by its actions; the type of public involvement process planned for the particular project or initiative; feedback received during the update process; and, the resources available to the agency.

In further response to the FTA guidance and the recommendations regarding implementing the Department of Transportation’s (DOT) policy guidance for Limited-English Proficient (LEP) individuals as an effective practice to help overcome barriers to public participation, this Plan also integrates findings from the 2016 and 2019 updates of the SFMTA’s Language Assistance Plan (LAP), which focuses on receiving and incorporating feedback from LEP individuals through focus groups, surveys, SFMTA public contact employees and Community Based Organization leadership interviews.

## Demographics Overview, Including LEP Populations

The San Francisco Municipal Transportation Agency (SFMTA) serves the area defined as the City and County of San Francisco, which has a total population of 825,057 according to the 2013-2017 American Community Survey 5-Year estimates.

### Racial and Economic Diversity

San Francisco is diverse both with regards to ethnicity and income levels, as can be seen in the following tables:

**Table 2: Race and Ethnic Diversity in San Francisco**

Source: 2013-2017 American Community Survey 5-Year Estimates (Dataset B02001).

Race/Ethnicity	Percentage
White alone	47.2%
Black or African American alone	5.3%
American Indian and Alaska Native alone	0.4%
Asian alone	34.2%
Native Hawaiian and Other Pacific Islander alone	0.4%
Some other race alone	7.5%
Two or more races	5.1%

**Table 3: Selected Economic Characteristics in San Francisco**

Source: 2013-2017 American Community Survey 5-Year Estimates (Dataset DP03).

Income Per Household (in 2017 inflation-adjusted dollars)	
Median Household Income	\$96,265
Per Capita Income	\$59,508
Persons Below Federal Poverty Level	11.7%

### Linguistic Diversity

The SFMTA also serves a significant number of residents with Limited-English Proficiency: 168,781 persons of five years of age or older, or 20% of San Francisco’s population who speak English “less than very well,” based on ACS 2010-2014 data. As detailed in the SFMTA’s 2016 Language Assistance Plan, to assess the number and proportion of LEP stakeholders served or likely to be encountered, the SFMTA examined data from the U.S. Census, the American Community Survey, and English Learner Reports from both the California Department of Education (CDE) and the San Francisco Unified School District (SFUSD). Those individuals who reported speaking English “less than very well” and students classified as “English Learner” are considered Limited-English Proficient.

The most widely spoken languages among San Francisco’s LEP residents are Chinese (57.1% or 96,338 persons) and Spanish (20.6% or 34,760 persons), together comprising 77.7% of the total LEP population. (It should be noted that “Chinese” is a general language category reported in ACS data and no further breakdown is available, although Cantonese speakers are more predominant in San Francisco than Mandarin speakers.) The next tier of languages spoken by LEP persons comprises: Filipino (Tagalog) (5.3% or 8,989 persons), Vietnamese (3.6% or 6,049 persons) and Russian (3.4% or 5,702 persons).

The SFMTA identifies 10 “Safe Harbor” languages that fall within the “Safe Harbor Provision,” as established by the Department of Justice and as adopted by U.S. DOT, which requires that agencies provide written translation of vital documents for each eligible LEP group that constitutes five percent or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered. For the SFMTA, those languages include: Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese, French, Thai, and Arabic.

## Project Overview

### 2016 Research Methods Overview

For the 2016 Public Participation Plan (PPP), the agency conducted outreach to residents, community stakeholders and other members of the public representing diverse populations throughout the City and County of San Francisco. Both quantitative and qualitative data sources were used. Quantitative data was collected via a Public Participation Survey which was completed in 10 different languages by 4,753 SFMTA stakeholders representing a broad demographic. The quantitative data was complemented by qualitative from two different sources: nine input sessions with San Francisco residents and 13 interviews with leaders of community-based organizations located throughout San Francisco. The qualitative data research included significant participation from low-income and minority populations, as well as the community leaders who serve them. It also allowed for participants to contribute non-written feedback. The PPP also incorporated data collected in 2016 for the Language Assistance Plan. This overlap was intended to broaden the reach of research methods and provide richer feedback for both plans. Detailed information is included in Appendix A and in the SFMTA’s 2016 Public Participation Plan.

### PPP Community Stakeholder Executive Interviews

The SFMTA interviewed individuals in leadership roles at 13 community-based organizations (CBOs) across the city. The CBOs represented by these individuals assist and advocate for residents from a variety of different demographic groups, geographies, and literacy levels. The CBOs also represented different cross-sections of San Francisco’s diverse communities, including neighborhood associations, senior centers, and community service providers. From these interviews, input was solicited on user needs and communication preferences based on constituent experience.

Leaders from the following organizations were interviewed:

- Clement Street Merchants Association
- Bayview Hunters Point Center for Arts & Technology (BAYCAT)
- Senior and Disability Action
- People of Parkside/Sunset (POPS)

- Castro Merchants
- Samoan Community Development Center
- Haight Ashbury Neighborhood Council (HANC)
- Coleman Advocates
- Marina/Cow Hollow Neighbors & Merchants
- Bayview Hunters Point YMCA
- Potrero Boosters Neighborhood Association
- Japantown Merchants Association
- Sunset Heights Association of Responsible People (SHARP)

The diverse demographics of the communities served by the CBO leaders interviewed are detailed in Appendix B, Table 1, including organization name, demographics served, geography served, and the literacy level of the group served.

### Public Participation Plan Community Input Sessions

SFMTA held nine community input sessions with 88 stakeholders to solicit direct feedback. The participants represented a demographically diverse cross section of the city in terms of age, income level, gender, race, and geographic location. Each of the input sessions began with an overview of the goals of the PPP update and a presentation about existing efforts. Participants were then given an opportunity to ask questions and provide feedback, with guidance from an experienced facilitator, ensuring an inclusive and respectful environment for sharing.

The following organizations hosted community input sessions:

- Sunset Neighborhood Beacon Center (SNBC)
- Coleman Advocates
- Bayview Hunters Point YMCA
- Castro Merchants
- Sunset Heights Association of Responsible People
- Haight Ashbury Merchants Association
- Marina Cow Hollow Neighbors & Merchants
- San Francisco Senior and Disability Action Network
- Alliance for a Better District 6

### Public Participation Surveys

For the 2016 PPP, SFMTA fielded a Public Participation Survey to collect quantitative input from its stakeholders and received 4,753 completed surveys. The survey was hosted online in all 10 SFMTA “Safe Harbor” languages in order to reach individuals with a wide array of language proficiencies. SFMTA also conducted a grassroots outreach effort to engage a broad range of stakeholders in the Public Participation Survey. That process included reaching out via email or by phone to 199 community- based organizations across the service area, with follow-up emails to every organization with the links to the online survey.

As requested, CBOs were provided with printed copies of the online survey to ensure that participation was not dependent upon online access. SFMTA received completed print surveys from 21 organizations. Print

surveys were also handed out at the end of community input sessions and completed on site by session attendees.

SFMTA also received confirmation that between 30-40 CBOs were willing to share the electronic version of the survey via their list serves or on their social media pages in order to help assist in reaching their membership.

Survey respondents were also solicited via social media posts via Facebook and Twitter and through social media ads targeting minority and low-income zip codes. In addition to English, the four social media ads included direct links to the survey information in the three languages representing the highest concentrations of LEP persons in San Francisco: Spanish, Chinese, and Filipino. The ads ran for 15 days and reached 70,245 San Francisco residents.

Outreach to potential survey respondents was also conducted through partnerships with other city partners including the San Francisco Housing Authority, the Office of Civic Engagement and Immigrant Affairs and the San Francisco Police Department.

### **LEP Populations-Focused Community Based Organization Leadership Interviews**

In addition to efforts to ensure low-income and minority residents were included in the PPP outreach, in 2016, SFMTA conducted robust outreach to ensure the voices of persons with Limited-English Proficiency were included in the Public Participation Plan update.

SFMTA designed and conducted nineteen interviews for stakeholder leaders serving LEP populations to, in part, solicit feedback on public participation needs of LEP stakeholders based on constituent experience. Stakeholder leader interviews were conducted with CBOs that serve LEP populations in all languages that meet the federal “Safe Harbor” threshold.

### **2016 LEP Focus Groups**

For its Language Assistance Plan update, SFMTA designed and facilitated focus groups for LEP customers, which included solicitation of feedback on public participation methods and preferences, among other topics. Based on the preference of the CBO group, focus group facilitation was either conducted in English with a trained interpreter present to do real-time translation of questions and responses or conducted in native languages by a trained facilitator with an interpreter present to do real-time translation of responses back to English for SFMTA staff.

In total, seven focus groups with LEP Muni customers were conducted at seven community centers in the top five languages spoken by the LEP population in the City and County of San Francisco. Two focus groups were conducted in Spanish and two were conducted in Cantonese and one focus group was conducted in each of the following languages: Russian, Vietnamese, and Filipino. Selected organizations recruited LEP members for the focus groups and were supplied with an in-language flyer to assist in recruitment. In total, 85 LEP customers participated in the focus groups.

### **LEP User Survey**

In 2016, SFMTA developed and administered a survey for LEP persons to solicit public participation feedback, among other topics. The LEP User Survey was completed in 10 languages by a total of 325 SFMTA customers drawn from the LEP population.

## 2016 Survey Response

The SFMTA received a robust response to the 2016 Public Participation Survey, with 4,753 surveys completed. A wide variety of participants weighed in, representing a diversity of San Francisco residents in terms of ages, income levels, geographic locations, and languages spoken:

- The most commonly spoken languages among respondents were English, Spanish, and Cantonese.
- Two-thirds of respondents speak English, eight percent say their native language is Spanish and seven percent say the same about Cantonese.
- Nearly half of Public Participation Survey respondents reported using Muni at least 5 days a week. Respondents said they ride Muni 5 times a week (45%), 3-4 times a week (18%), and 1-2 times a week (14%) – meaning seventy-seven percent of stakeholders surveyed ride Muni at least once a week.
- Survey respondents represented a wide variety of ages.
- Among the respondents that provided income information, 71% were high-income and twenty-nine percent were low-income.<sup>1</sup>
- Survey respondents were also ethnically diverse.

**Table 4: Public Participation Survey Participation by Ethnicity**  
**Source: SFMTA Public Participation Survey, 2016.**

Ethnicity	Percent
African-American	4%
Asian	24%

<sup>1</sup> As defined by SFMTA:

- Low-income: Under \$25K for a 1-person household, high income: all other 1-person households
- Low-income: Under \$35K for a 2-person household, high income: all other 2-person households
- Low-income: Under 50K for a 3 or 4-person household, high income: all other 3-4-person households
- Low-income: Under \$100K for a 5 or 6 person household, high income: all other 5-6-person households



Hispanic/Latino	11%
White	42%
Native Hawaiian or Pacific Islander	1%
American Indian or Alaska Native	0%
Mixed	2%
Other	4%
N/A	12%

## Research for the 2019 PPP Update

The focus for the 2019 PPP update was first, to perform a trend analysis by administering a survey similar to the 2016 PPP and LEP surveys and comparing results between 2016 and 2019 interviews conducted with CBO staff located throughout the city and serving a wide variety of demographics. Second, this update is intended to evaluate and report on changes that were incorporated into the SFMTA’s outreach and engagement strategies and tools as a result of outreach conducted since 2016, including extensive consultation with stakeholders regarding the agency’s Public Outreach and Engagement Team Strategy (POETS) program.

In 2018, POETS established new outreach and engagement requirements for all projects that impact the public. As part of the process of developing the requirements, along with a guide and template for implementing them, the SFMTA’s POETS team met more than 30 groups and individuals from business associations, advocacy organizations, neighborhood groups, and City partners (departments, offices and commissions). In addition, the agency’s District Liaisons conveyed comments received from individuals throughout the city at community meetings and other forums. A separate briefing session was held for members of the Board of Supervisors and their staff. The purpose of the 2018 input sessions was to gather broad feedback on the SFMTA’s approach to public participation, listen to stakeholder recommendations about practices that could be expanded or improved, and incorporate those comments into the agency’s training curriculum and project-level requirements. Questions and comments were organized into five categories that directly informed the POETS requirements, guidance and planning template: Project Impacts; Keeping You Informed; Public Participation; Community Partnerships; and, Project Coordination. Results were presented to the SFMTA’s Board of Directors, where additional public feedback was provided and recorded.

### Public Participation Survey

The SFMTA received a robust response to the Public Participation Survey, with 1,893 surveys completed in 2019 as an update to the 2016 survey. A wide variety of participants weighed in, representing a diversity of San Francisco residents in terms of ages, income levels, geographic locations, and languages spoken:

- The most commonly spoken languages among respondents were English, Spanish, and Cantonese.
- Seventy-eight percent of respondents speak English as a first language, three percent say their native language is Spanish and ten percent say the same about Cantonese.
- More than half of Public Participation Survey respondents reported using Muni at least 5 days a week, an increase from 2016. Respondents said they ride Muni 5 times a week (60%), 3-4 times a

week (18%), and 1-2 times a week (13%) – meaning 91% of stakeholders surveyed ride Muni at least once a week, compared to 77% of stakeholders in 2016.

- Survey respondents represented a wide variety of ages, with ages 25-35 being the most represented.
- Among the respondents that provided income information, 80% were high-income and 20% were low-income.<sup>2</sup>
- Survey respondents were also ethnically diverse.

**Table 4.1: Public Participation Survey Participation by Ethnicity**  
**Source: SFMTA Public Participation Survey, 2019.**

<b>Ethnicity</b>	<b>Percent</b>
<b>African-American</b>	3%
<b>Asian</b>	31%
<b>Hispanic/Latino</b>	8%
<b>White</b>	47%
<b>Native Hawaiian or Pacific Islander</b>	1%
<b>American Indian or Alaska Native</b>	1%
<b>Mixed</b>	7%
<b>Other</b>	3%

**LEP Leadership Interviews**

SFMTA conducted nine interviews for stakeholder leaders serving LEP populations to, in part, solicit feedback on public participation needs of LEP stakeholders based on constituent experience and to compare to information received in 2016. Stakeholder leader interviews were conducted with the following community-based organizations that serve a wide representation of LEP populations, including

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<sup>2</sup> As defined by SFMTA:

- Low-income: Under \$25K for a 1-person household, high income: all other 1-person households
- Low-income: Under \$35K for a 2-person household, high income: all other 2-person households
- Low-income: Under 50K for a 3- or 4-person household, high income: all other 3-4-person households
- Low-income: Under \$100K for a 5- or 6-person household, high income: all other 5-6-person households

constituents who speak Cantonese, Mandarin, Spanish, Russian, Vietnamese, Tagalog, Khmer, Lao, and Samoan:

- Asian Pacific American Community Center
- Bay Area Community Resources - doing business as, the Sunset Neighborhood Beacon Center
- Bayanihan Community Center
- Bernal Heights Neighborhood Center – Excelsior Senior Center
- Causa Justa
- Community Youth Center (Richmond)
- OMI Beacon Excelsior at James Denman Middle School
- Richmond Neighborhood Center
- Russian American Community Services
- Southeast Asian Community Center
- Vietnamese Youth Development Center (VYDC)

### **LEP User Survey**

Based on U.S. DOT guidance, SFMTA developed and, after a broad outreach effort, administered a survey for LEP persons to solicit direct user needs, characteristics, and communication preferences with SFMTA and to assist in a comparison of trends between data collected in 2016 and 2019.

For the first phase of outreach, three rounds of emails were sent to over 100 community organizations located throughout San Francisco and representing a broad range of communities and demographics. The first round of emails introduced the LEP User surveys to community organizations and solicited their assistance in circulating them to their community members. The second round of emails followed up on the initial request and extended an offer to attend upcoming programs to help circulate the surveys. The third round of emails reminded organizations about the final deadline to submit survey responses. SFMTA representatives worked closely with 34 organizations that expressed interest in participating in the survey and dropped off surveys and/or attend programs to circulate them in person. 2019 LEP Survey outreach efforts are summarized in Appendix C. The SFMTA also distributed surveys through its community partners, including the city’s Office of Civic Engagement and Immigrant Affairs, who distributed and collected surveys on the SFMTA’s behalf. Through these efforts, over 2,000 surveys were distributed in ten languages, resulting in a total of 635 collected during outreach.

### **POETS Outreach**

Information collected through the 2016 outreach process has been incorporated over the past three years into the agency’s Public Outreach and Engagement Team Strategy (POETS) – an agency-wide program that institutionalizes public participation best practices and supplements the agency’s PPP. In 2018 POETS launched new agency-wide requirements for public outreach and engagement. As part of this process, the POETS team reached out and listened to stakeholders over the course of a year, meeting with more than 30 community organizations (neighborhood groups, merchant associations, advocacy organizations), as well as individual community members, decision makers (elected officials and their staff), and City partners (other agencies and offices). District Liaisons shared comments from stakeholders throughout the city at community meetings and various input sessions. In addition, the POETS team consulted SFMTA staff members on their experiences and recommendations. A summary of 2018 POETS Stakeholder Feedback is included in Appendix D.

The purpose of this outreach effort was to inform new agency-wide requirements and guidance for public outreach and engagement, as well as the development of POETS resources and training for staff. The feedback was organized according to five categories:

- **Project Impacts:** What kinds of project impacts are you most concerned about?
- **Keeping You Informed:** What are the best ways to reach you and community members?
- **Public Participation:** How do you want to provide project input, and how can we ensure inclusive participation?
- **Community Partnerships:** How can we strengthen relationships and partnerships with the community?
- **Project Coordination:** How can we coordinate planning across projects and among City partners?

The results of this community-based research were presented to the SFMTA Board of Directors, highlighting ten major themes:

1. SFMTA needs to build trust with the community through empathy, consistency, responsiveness and transparency.
2. Document the process of outreach and engagement and the comments received.
3. Close the feedback loop. Tell us what you did, and how our input affected the project.
4. Who are the stakeholders SFMTA is planning for, and how is input weighed?
5. Loss of parking is the impact of most concern to merchants and residents.
6. Delays, reroutes, and stop changes are the impacts of most concern to transit riders.
7. Provide information by District. What are all the projects and their impacts in the area?
8. Improve notification signage on the street: size, number, content, timing, location.
9. Emphasize human interaction. Build relationships and be responsive to phone calls.
10. It's all the City. Community members don't care about department distinctions.

A summary of the stakeholder groups consulted and their comments, quotes and suggestions is included in Appendix D. All of this feedback, as well as input from SFMTA staff members, was incorporated into the POETS planning requirements, guidelines and templates launched in 2018.



# Section II: Public Outreach and Engagement Strategy

This section outlines the proactive strategies, procedures and desired outcomes that underpin the SFMTA’s current outreach and engagement methods and incorporates critical feedback received from stakeholders during the 2016 and 2019 update process.

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Figure 1: Community Input Session attendees taking survey

## Overview

The SFMTA values full and fair participation in public transportation decision-making without regard to race, color or national origin and seeks to ensure meaningful access to transit-related programs and activities by persons with Limited-English Proficiency. These commitments are reflected in the agency’s programmatic requirements and staff training agency-wide, and in the broad range of communication and public engagement practices employed at the project level.

The following section outlines the primary public engagement and outreach methods in use by the agency to offer early and continuous opportunities for the public to be involved in the identification of social, economic and environmental impacts of proposed transportation decisions. Feedback is incorporated where applicable from the 2016 and 2019 outreach efforts.

### Community Meetings:

Publicly noticed community meetings allow interested stakeholders, customers and the general public to receive current information and provide feedback at key decision points in an interactive setting with SFMTA project managers and staff present. These events can range from presentations with full proposal

review to small informational sessions. To enhance communication with all members of the public, including those attendees who may have limited-English proficiency, staff use various illustrative visual aids, such as design renderings and drawings, charts, graphs, photos, maps and the Internet, as appropriate and as circumstances allow. Both written and verbal language assistance is provided as requested and as needed.

Comment cards, letters of support and written statements are compiled to document the reception and the reaction of the public. Attendees are further directed to other sources of information (e.g., SFMTA website, project website, project emails and phone numbers, social media, etc.) to continue interaction and dialogue.

Where practical and appropriate, it is the current practice of the SFMTA to work with community partners to leverage already-scheduled meetings and neighborhood events and activities, to the extent possible, rather than asking the public to attend additional meetings to gather information, in order to encourage public involvement. Staff also strives to use locations, facilities and meeting times that are convenient and accessible to the particular population being engaged, including minority, low-income and LEP communities. For public meetings that are scheduled by SFMTA, staff ensures that the meeting locations are accessible by Muni and scheduled at various times of the day and on weekends to accommodate working families, individuals, and seniors. For example, 2019 Public Participation Survey respondents who speak Cantonese, Thai, Japanese, and Russian all prioritized proximity to transit. Those who are less proficient in English also saw language assistance as important. 2016 PPP Community Input Session participants felt that the meeting's location and timing were the most important elements for their attendance. Another strong preference of PPP Community Input Session participants was to hold SFMTA meetings in their neighborhoods at familiar locations such as libraries, schools or community centers, as opposed to City Hall or other locations perceived as being more formal and intimidating.

- Feedback gathered during the outreach process for both the 2019 Language Assistance Plan and 2019 Public Participation Plan further emphasized the importance of the current practices detailed above. Based on feedback received, SFMTA will continue these practices and look for new and innovative ways to hold meetings in the neighborhoods. Advanced notice of meetings and for important initiatives was emphasized and will be taken into account.

#### **Website Support:**

Posting information at SFMTA.com and on project-specific websites are critical public information tools and were mentioned frequently as preferences during the data collection effort, particularly when it came to proposed fare and service changes. By visiting the agency's, or a specific project's, website, the public can learn about the purpose of the project, the communities it will serve, construction schedules, community engagement, project history and more. Multilingual content is posted in keeping with agency guidelines and information on how to access free language assistance is posted in 10 languages at the bottom of each web page.

- Based on feedback received, SFMTA will explore additional methods designed specifically to target the demographics cited who are currently not utilizing the website. In addition, in 2016, a strong preference was expressed for stakeholders to be able to provide feedback through the website. Contact information is always provided on the project page on the website and is monitored and addressed. In addition, staff contact information is now required for every meeting and hearing posted on our website in order to provide more information and, specifically, to arrange for language assistance at the meeting or hearing for requests received within 48 hours of the meeting.

### Media Outlets:

Press releases and media events are used to disseminate project and agency activity information and accomplishments to local, national and trade media outlets. A variety of available resources, including media contact lists and website and social media, are used to communicate with the general public. The media strategy incorporates written press releases, press conferences, interviews, roundtables, site tours, events, and, as appropriate, television and radio talk and call-in shows, online chats, editorial boards and op-ed pieces. Multilingual print media, such as El Mensajero, Sing Tao and Kstati and local neighborhood newspapers can be included in the media strategy for a particular project or initiative.

- Based on feedback from the 2016 and 2019 Language Assistance Plan update, multilingual broadcast media (radio, TV) and ethnic newspapers were highly favored methods for outreach and providing notice. It's important to note, however, that radio and TV tend to be cost prohibitive and are rarely used.

### Community Events:

SFMTA staff participate in community events throughout the city to establish a presence and interact one-on-one with the public. Outreach includes information booths and tables at festivals, job fairs, places of worship, street parades and other community events. At these events, updated collateral material (fact sheets, meeting notices, project design renderings, etc.) and other pertinent project information is disseminated to the general public in multiple languages, as needed. Interested members of the public are further directed to online resources and the City's multilingual 311 call center.

- Participants in 2016 and 2019 expressed the importance of having SFMTA attend community events as a way to better engage with key stakeholders. SFMTA will continue its current practice of attending community events and continue to look for more opportunities to further engage the public.

### Community-Based Organizations:

As a current practice that is part of the SFMTA's District Liaison program, SFMTA staff identifies and engages at the District level (as defined by the established San Francisco Board of Supervisors' districts) with individuals, institutions, community and merchant groups and faith-based organizations serving broad demographics, including low-income, minority and/or LEP constituents who may be impacted to ensure they are briefed on important initiatives and decision-making processes and that concerns are addressed.

- These relationships were stressed as very important and effective in communicating information by both CBO leaders and participants of the LAP and PPP data collection efforts in 2016 and 2019. Based on specific feedback received, SFMTA will look into expanding relationships with additional CBOs to ensure demographic, linguistic and geographic diversity.

### Free Language Assistance:

In general, free in-person language assistance is provided through bilingual or multilingual SFMTA employees; via telephone through the Agency's telephonic interpreter service or through the City's multilingual 311 Customer Call Center. Assistance at community meetings and workshops can be provided via bilingual SFMTA staff, CBO representatives and through vendors. Free language assistance is provided at MTA Board meetings and at other meetings in specific languages with 48 hours' notice.

- While some participants were aware of the free language assistance tools and methods SFMTA currently employs it was clear that these tools should be further promoted in order to expand use.



### Distribution and Posting of Multilingual Materials:

Multilingual public information material is used to give the public useful information about current and upcoming programs, services and projects. Materials can include fact sheets, FAQs, newsletters, media/press packets and flyers. Fact sheets are revised and updated as needed. FAQs are updated as feedback and questions from the general public are received either through email, written or social media correspondence. As appropriate, collateral material is translated and posted on the project website and at [sfmta.com](http://sfmta.com) and is disseminated at public events and distributed via signage inside transit vehicles, transit stations and shelters and on transit platforms and station kiosks. Information is also distributed via direct mail to affected customers, residents and business owners and via email blast to community outreach partners, such as schools, community and merchant groups, places of worship, medical facilities, major employers, labor unions, other city departments and interested individuals. Depending on the document, the scope of the project or initiative and the concentrations of LEP populations in a targeted area, materials may be translated into up to ten languages: Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese, Thai, French and Arabic, pursuant to the agency's Language Assistance Plan and vital document translation policy.

- Distribution of multilingual flyers and other materials was mentioned frequently in both 2016 and 2019 as an important public participation and involvement tool and expanded translations was mentioned by both respondents and CBO leaders, who also stated their organizations should be used (or continue to be used) as an outlet for distribution. SFMTA currently does an extensive amount of translation and posting of multilingual materials specifically for Muni projects and services but will consider how better to focus these efforts based on feedback received.

### Street Level Outreach:

SFMTA customers and San Francisco residents may have no interest or ability to participate in a meeting or review a website. Street level outreach attempts to capture the opinions and needs of these and other stakeholders and is designed to inform customers, residents and businesses of on-going outreach activities, and to engage the public at a personal level. Knowledgeable staff and community ambassadors engage in conversations, recording comments via written notes or via mobile applications that allows transit users to comment while talking with an ambassador out in the field. The language needs of a particular community are accommodated to the extent possible and maps showing specific concentrations of LEP communities are utilized during the planning stages of an outreach campaign. For corridor-level outreach, project staff engage residents, businesses and customers that live and conduct business along the route to articulate the potential impact of a proposed project or initiative, build support and address in-person concerns or ideas. Staff attend local neighborhood and merchant group meetings and, where appropriate, staff will also conduct door-to-door outreach. This outreach often corresponds with ongoing public meetings and offers an additional opportunity to extend invitations for attendance.

- Based on feedback from 2016, the SFMTA began to employ expanded intercept outreach, including in-language pre-construction surveys, "Meet the Expert" sessions on projects in the neighborhoods, holding meeting in local businesses and establishments, like restaurants and coffee shops, and conducting "pop ups," all of which allows for a more personal approach to informing the public and gathering feedback. Based on 2019 feedback, SFMTA will consider further expanding this type of outreach, as it was stated as an effective and genuine method for better engaging within the communities.

### Social Media:

By creating and maintaining an online and social media presence through project blogs, Facebook, Twitter, Instagram and YouTube to engage stakeholders and encourage maximum participation in the outreach process, the SFMTA reaches out to and hears from those who are unable to attend, or do not regularly participate in, traditional public meetings and board hearings. For those who cannot participate in person, an online and social media presence allows two-way communication, strengthening the dialogue and reinforcing process transparency. In addition, project teams and communications leads provide frequent content for the agency's blog, *Moving SF*. These messages are syndicated across the agency's social channels, primarily Facebook and Twitter. Real-time customer service is provided on the SFMTA Twitter account 5a-9p, M-F and on the weekends. Comments on blog posts are moderated by the author, usually the communications lead for the project, and Facebook comments are regularly forwarded for response or notation to project staff.

- Social media preferences were captured as part of the PPP update, with a strong increase in preference for social media use in 2019. Recommendations made will be considered as SFMTA looks at opportunities for how to further expand this area, including the possibility of using it as a feedback loop, as expressed by some of the participants.

#### **Email Communication:**

Project-specific email addresses are created in order to facilitate communication and feedback from the public. Email blasts to Community-Based Organizations (CBOs), stakeholders, advocacy groups, faith-based organizations, merchants' organizations, neighborhood groups and other interested individuals are also used.

- Email was listed as an important communication tool for both providing information to stakeholders and as a feedback loop in both 2016 and 2019. Participants expressed a preference for SFMTA to communicate back via email how public feedback was incorporated or considered in final decisions; SFMTA will look into expanding the use of email as a feedback mechanism and will particularly take into consideration comments made by CBO leaders regarding the preferred tone of SFMTA communications.

#### **Community Advisory Groups (CAGs):**

The mission of a CAG is to accomplish the following: (1) to discuss and study the planning, design and implementation of the project; (2) to examine the primary issues surrounding the project, such as construction approaches and operations; and (3) to develop a community consensus and benefits strategy for all levels of activity associated with the project. To the extent possible, CAG meetings are scheduled during times and in locations that maximize participation by CAG members as well as low-income, minority and LEP populations. Current projects that utilize a CAG are the Central Subway Project, Geary Improvement Project and the Van Ness Bus Rapid Transit, both of which use varied recruiting methods to achieve the goal of a diverse, community-based membership. The POETS guidelines encourage staff to consider formal or informal advisory groups as part of their outreach and engagement for specific projects. In addition, agency managers have established ongoing working groups (e.g., Small Business Working Group) that meet within the community to discuss any projects of interest.

#### **Public Noticing for Hearings:**

In addition to the public information materials listed above, project staff may also distribute multilingual leaflets door-to-door and use other forms of public advertisement to notify the public of crucial project information (e.g., bus shelters, bus ads, etc.), as needed.

### **SFMTA Board of Directors' (SFMTAB) Meetings:**

Meetings of the SFMTA's Board of Directors are open to the public and are held on the first and third Tuesday of every month. Agendas are available 48 hours prior to the Board meetings and are posted at City Hall, the Main Library and on [sfmta.com](http://sfmta.com). Additional Board information is available at SFMTA headquarters in San Francisco and at the San Francisco 311 Customer Service Center, which provides language assistance through trained bilingual staff and a multilingual Language Line. Board meetings that involve fare and service changes are advertised on a broader scale: meeting times are communicated via multilingual notices posted in revenue vehicles, transit stations and faxed to distribution lists. Media placements in English, Spanish, Chinese newspapers and other ethnic media outlets are utilized as circumstances dictate and resources allow. All Board meetings have a public comment period and translators are available upon 48-hour request. The meetings are held in City Hall, which is easily accessible by transit. Regular SFMTA Board meetings and select other meetings are broadcast on cable via SFGTV and streamed on the Internet. Board Agendas and Meetings Minutes are available to the public at [sfmta.com](http://sfmta.com). Some respondents did not find SFMTAB meetings an important source of information and expressed a preference for Board members to come to their communities or meet in locations other than City Hall.

### **Citizens' Advisory Council Meetings:**

The CAC meets monthly in a public setting and provides recommendations to the SFMTA Board of Directors on key policy issues facing the Agency. CAC meetings are posted at the library and on SFMTA website. Meetings are recorded and minutes are created and posted at [sfmta.com](http://sfmta.com).

### **Public Engineering Hearings**

Engineering hearings is another opportunity for residents to express their concerns regarding important SFMTA projects and initiatives.

### **Small Business Enterprise and Contractor Outreach:**

Outreach to community-based organizations regarding the SFMTA's Small Business Enterprise (SBE) and employment training programs provides businesses with information about opportunities to bid and compete for upcoming contracts. These outreach events inform the contracting community of upcoming bid packages, assist small contractors in developing relationships with prime contractors and examine ways to increase diversity in workforce participation.

### **Metropolitan Transportation Commission (MTC) Public Participation Plan:**

For additional outreach and public participation opportunities with regard to long-term regional planning efforts, the SFMTA relies on its metropolitan planning organization, the Metropolitan Transportation Commission (MTC), and their efforts via their Public Participation Plan. MTC's plan details a comprehensive outreach program that includes outreach to minority and low-income communities throughout the region. Components of the plan include telephone surveys and focus groups comprising the demographic composition of the individual Bay Area communities, including San Francisco. MTC conducts limited outreach to San Francisco-based CBOs in minority/low-income areas and provides grants to CBOs throughout the region to help fund individual outreach efforts, recruitment efforts for meeting participation and help meet language assistance needs via translators and production of multilingual collateral.

## Key Findings from Public Participation Plan Report Research

### How Stakeholders Currently Obtain Information About SFMTA Services

The Public Participation Survey resulted in the following key findings as to how SFMTA stakeholders most often get information about SFMTA services, programs or projects. This input will inform the agency’s public outreach and engagement strategy going forward within the framework of POETS.

- As seen in Table 5, 2019 Public Participation Survey respondents most commonly use signage and maps, the SFMTA website, and social media to obtain information about SFMTA services, programs and projects.
- Since 2016, social media has surpassed maps in stations as a key source of information across all groups.

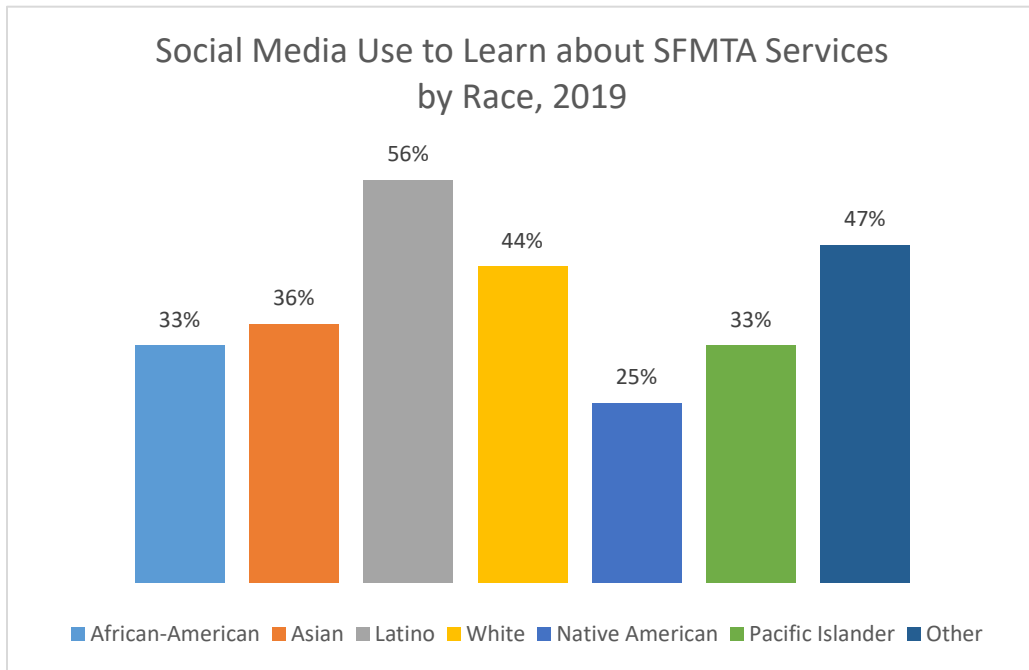
**Table 5: Source of Information about SFMTA Services**  
Source: SFMTA Public Participation Survey, 2016/2019.

Source of Information	2016	2019
Signs in vehicles, stations, and bus shelters	59%	61%
SFMTA website	62%	58%
Social media posts	33%	42%
Maps in vehicles, stations, and bus shelters	38%	35%
Email communications	21%	27%
Text message updates	11%	24%
Friends and family members	24%	20%
SF's 311 Customer Service Center	11%	8%
Radio or television ads	6%	4%
Mailers	4%	4%
SFMTA meetings in my community	5%	4%
Newspaper ads	5%	3%
Brochures	5%	3%
Ambassadors doing outreach	3%	3%
Community or faith-based orgs	4%	3%
Meeting notices	4%	3%
Muni's Customer Service Center	3%	2%
SFMTA Board of Directors Meet.	2%	2%
Other	0%	0%

- In 2019, respondents ages 65-74 years old were most likely to use the SFMTA website at 69%. Younger respondents were much less likely to use the SFMTA website in 2019.
- Respondents under age 34 are far more likely to obtain information on social media (63%), compared respondents age 35 and older (29%).
- As seen in Appendix B, Table 2, there is significant variation by language; however, the non-English languages with the largest numbers of respondents, Spanish, Cantonese, Mandarin, and Filipino all

tend to rank the sources of information used in a similar order. One notable difference is that Spanish-speaking respondents tend to use the SFMTA website at a higher rate.

- As seen in Appendix B, Table 3, high-income and low-income SFMTA stakeholders rely on the SFMTA website, signage, maps, and email as sources of information at similar rates. This is a change from 2016; low-income respondents previously used said resources less than high-income respondents. Lower-income tend to rely on family and friends and radio and TV ads more than high-income respondents (friends and family: 30% to 15%; radio and TV ads: 6% to 3%).



- While the sources of information used by ethnicity mirror overall customer trends, there are some distinctions. Asian stakeholders tend to rely on friends and family more commonly than other groups (29%). Latino respondents make use of social media at higher rates (56%).
- High-income Asian and Pacific Islander stakeholders tend to use the SFMTA website at higher rates than low-income counterparts (Asian: 67% to 53% and Pacific Islander: 67% to 60%). Low-income Asians are far less likely to use email than high-income Asians. Low-income Pacific Islanders are much more likely to find information through radio, TV and newspaper ads than are high-income Pacific Islanders.
- As seen in Appendix B, Tables 4 and 5, the majority of respondents surveyed prefer submitting a written comment after a meeting.
- Limited-English Proficient respondents to a survey conducted as a part of the 2019 SFMTA Language Assistance Plan (LAP) and Public Participation Survey respondents differed in many of the sources of information on which they rely. PPP respondents use the SFMTA website far more than LAP respondents (58% to 31%). PPP respondents relied less frequently on family and friends, newspaper ads, 311 Language line, radio and TV ads, community organizations, brochures, mailers,

meeting notices, and street ambassadors than stakeholders who participated in research for the 2019 Language Assistance Plan update. In turn, Public Participation Plan research respondents used social media, email and text message updates far more frequently than stakeholders who participated in research for the 2016 Language Assistance Plan update.

- The sources used least frequently for information about SFMTA’s services, programs, and projects are meeting notices (3%), SFMTA’s Customer Service Center (2%), and SFMTA Board of Director’s meetings (2%).

## How Stakeholders Obtain Information About SFMTA’s Public Meetings

Public Participation Survey respondents learned about SFMTA meetings most often on the agency’s website, on social media, through signage in vehicles, stations, and bus shelters, and via emails. However, the number of respondents who say that they have no source of information about SFMTA meetings increased slightly between 2016 (31%) and 2019 (36%).

### 2019 Survey Results:

- Survey respondents under the age of 30 are the least likely to have heard of SFMTA meetings (50% under age 30 noted that they have received no information about SFMTA meetings). Respondents between the ages of 65-74 are the most likely to have heard about meetings via email and those under age 64 are more likely to have heard about them via the agency’s website.
- Survey respondents who are less proficient in English are most likely to learn about SFMTA meetings through signage in vehicles, stations, and bus shelters. Spanish, Cantonese, Filipino, Russian, Thai, and Japanese speakers learn about SFMTA meetings through the agency’s website.
- Low-income respondents are most likely to say that they have heard about SFMTA meetings on the website (38%).
- The 2019 trends by ethnicity mirror the overall trends in how SFMTA stakeholders get information about SFMTA services, programs and projects.
- High-income Asian respondents are far less likely to be aware of SFMTA meetings than are low-income Asians (33% of high-income Asians say they have no information about the meetings, compared to 21% of low-income Asians).
- LEP stakeholders reported hearing about SFMTA meetings signage in vehicles, stations, and shelters (39%), radio or television ads (35%), and friends and family members (35%). Only 13 percent of stakeholders who participated in the research for the Language Assistance Plan updated said they had not heard of an SFMTA meeting.

Of the 88 community input session participants from 2016 who responded to a question asking how aware they were of SFMTA community meetings, 40 reported being aware of meetings. However, they also stated that just because they were aware of a meeting did not mean they would necessarily attend. They emphasized the importance of a meeting’s topic being personally relevant and the meeting’s location being easily accessible via transit as being key factors in deciding to attend a SFMTA meeting. Participants further suggested that meetings be held at schools and local CBOs that are familiar and welcoming for them.

Community input session participants suggested email, signage, and CBOs as the best ways to communicate about SFMTA meetings to the community. Most commonly identified sources of information on SFMTA include signs, smartphone apps, and the SFMTA website.

## Community Leaders' Insight into Public Participation

A majority of organizational leaders who were interviewed in 2016 reported that community members did not experience challenges stemming from language barriers when riding Muni. Organizations whose clients do face a language-related challenge serve many different types of demographics, including businesses, seniors, people with mobility challenges, low-income residents, the Samoan and Pacific Islander Community, and residents of Southeastern San Francisco. In 2019, LEP leaders expressed some challenges under the following conditions: when there are service changes or fare increases; riding on an unfamiliar route; mistakenly missing a stop; announcements and electronic and print signs not in a familiar language; and, when signage is worn down or not visible.

Community organization leaders in 2016 reported that their organizations' clients most often received information about SFMTA from signage, smartphone apps and the SFMTA website or online. When asked how successfully the SFMTA communicates with their constituents, five of the 13 CBO leaders interviewed said that SFMTA is doing a good job at communicating with the population they serve. When asked what they like and dislike about SFMTA's current communications, CBO leaders identified "good communication" as a preference. Insufficient outreach and the sense that SFMTA is not interested in meaningful feedback were related as "dislikes."

Specifically, those who felt more negatively about SFMTA's current communications were concerned about the way their community's feedback is received by the SFMTA and the lack of outreach among the constituents they serve. CBOs that worried about the way their feedback was received represented businesses, residents, and neighborhood families. Those who expressed concern about the level of outreach represented businesses and residents in their neighborhoods.

In 2019, LEP community leaders reported a variety of ways that their organization's clients get information about Muni: word of mouth, ethnic newspapers, from CBOs, friends and family, Google Maps, the SFMTA website, signs on buses, and 311.

In 2019, LEP community leaders were mixed on SFMTA's effectiveness with communication. One leader said they noticed the SFMTA's efforts to improve, citing the ambassadors, on-bus communications, advisories, informational door hangers, and Filipino language offerings as improvements. Another stated that the SFMTA is doing a good job, specifically through in-language announcements and multilingual drivers. Another said the SFMTA was not doing a good job because 311 doesn't offer Vietnamese translation and information is not translated into Laotian and Cambodian. Suggestions for improvement included providing more multi-lingual signage and flyers on buses, at bus stops, stores, schools, community centers, and festivals/events, social media in multiple languages, workshops for seniors, electronic touch screen route maps at bus stops, flyers and workshops in Cantonese and Mandarin, better education on payment options such as for low-income and youth at stations and bus stops, and generally creating a more regular partnership.

## Conclusions

The SFMTA employs a robust toolkit of public outreach and engagement methods to be inclusive as possible in sharing information about important programs and initiatives and encouraging public involvement in important decision-making processes. While many of the outreach and engagement practices currently in use were seen as effective methods by stakeholders in 2016, POETS is seeking to refine and expand these practices based on feedback from the community.

The SFMTA's website is a critical resource for stakeholders and is the preferred source of information about SFMTA services, programs, and projects for stakeholders regardless of age, income, and language. Visiting the website is more likely to be a source of information than other online sources, such as social media posts and email communications (58% to 42% and 27% respectively). Social media use also increased by 10 points between 2016 to 2019. This underscores the preference by respondents to have an easily accessible, on-demand source of information.

The expectation for readily available information is reflected in the offline sources of information used by respondents to find information about SFMTA services, programs, and projects. In 2019 the most frequently cited source of information about SFMTA services was signage posted in vehicles, stations, and bus shelters (61%), which is referenced far more than other non-electronic communication tools used by SFMTA, including information obtained through brochures (3%), public meetings (4%) or outreach ambassadors (3%). Between 2016 and 2019, signage surpassed the SFMTA website as the most likely source of information. Simply put, SFMTA stakeholders are most receptive and aware of information about services when they seek it out and find it in a convenient and expected source.

As in 2016, 2019 survey results concluded that other sources of information about SFMTA services were less frequently cited but significant, particularly to low-income and minority populations. Low-income respondents are more likely to rely on word-of-mouth and radio and TV ads than are higher-income respondents. Asian, Latino, and white respondents use social media more frequently than other major ethnic groups. On the whole, SFMTA's Customer Service Center, and SFMTA meetings represent the smallest percentage of the sources stakeholders rely on for information about services.

While respondents showed strong awareness when it comes to tracking SFMTA's services, there was less consistency with regard to learning about SFMTA's community meetings. Awareness of meetings decreased by 5% between 2016 and 2019. As with information about SFMTA services, programs and projects, the SFMTA website, social media and signage posted in vehicles, stations and bus shelters were key sources of information about public meetings. Awareness of meetings is correlated with age, with the youngest riders, those under 30, having the least awareness. Those who have lower levels of English proficiency most frequently learn about SFMTA meetings via signage, friends and family, or on the SFMTA website. High-income respondents are less likely to be aware of SFMTA meetings, while low-income respondents rely most frequently on the website, social media, and signage.

The community feedback about the diversity of preferred sources of information and notification was incorporated into the POETS planning template by requiring that multi-channel communication be used to reach each identified stakeholder.



Interviews with community leaders in 2016 indicated that SFMTA’s acknowledgement and incorporation of community input is a deciding factor in assessing the success of communication strategies. This emphasis is reflected in the POETS requirement that project teams document the input they receive, submit a summary to a POETS database, and “close the feedback loop” with stakeholders to let them know how their input was considered during decision-making for the project.

# Section III: Fare and Major Service Changes

As a federally funded agency, the SFMTA is required to have a locally developed process for soliciting and considering public comments before raising a fare or implementing a major reduction of public transportation service. This section of the Public Participation Plan (PPP) details the San Francisco Charter and local law requirements for soliciting and considering public input before changing fares (increases or decreases) or implementing a major service change (not just service reductions).

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**Overview** According to 49 U.S.C. 5307(c)(1)(I), the SFMTA is required to have a locally developed process for soliciting and considering public comments before raising a fare or implementing a major reduction of public transportation service. In addition to this requirement, SFMTA includes in its locally developed process the San Francisco Charter and local law requirements for soliciting and considering public input before changing fares, increases or decreases or implementing a major service change, not just service reductions. The SFMTA is strongly committed to the right and need for participation by its customers and other members of the public in the decision-making process concerning fares and major service changes. This section also details how public comments are processed and considered by the SFMTA and, if proposals are modified based on public comment, the steps that follow for reconsideration of the proposal.

## Fare Changes

SFMTA has a locally-developed process for soliciting and considering public comment prior to implementing any fare change. SFMTA's procedures exceed the requirements of the Federal Transit Administration (FTA), which require that federally funded transit agencies only provide an opportunity for a public hearing to obtain the views of the public regarding a proposed fare change. SFMTA's practice is to publish its intention to change fares in the City's official newspaper for five days and to hold a public hearing not less than 15 days after publication in compliance with both San Francisco Charter section 16.112 and the SFMTA Board of Directors' Rules of Order.

With respect to the City Charter, Section 16.112 requires published notice in the city's official newspaper prior to any public hearing to consider instituting or changing any fee, schedule of rates, charges or fares which affects the public. This section states:

“The publication of and full public access to public documents, except for those subject to confidentiality, shall be as required by law. Notice shall be published

in a timely manner before any public hearing and shall include a general description of said hearing. Notice shall be given, and public hearings held before: ... (c) Any fee, schedule of rates, charges or fares which affects the public is instituted or changed; should any such notice be approved, the result shall also be noticed; ...”

In addition, the governing board of the SFMTA, the Municipal Transportation Agency Board (MTAB), has promulgated an additional requirement regarding how far in advance the SFMTA must publish notice for changes involving rates, charges, fares, fees and fines. SFMTA Board Rules of Order, Article 4, §10 provides:

“Before adopting or revising any schedule of rates, charges, fares, fees or fines, the Board shall publish in the official newspaper of the City and County for five days’ notice of its intention to do so and shall fix the time for a public hearing or hearings thereon, which shall be not less than fifteen days after the last publication of said notice, and at which any person may present his or her objection to or views on the proposed schedule of rates, fare or charges.”

In compliance with state and local law, the SFMTA posts its meeting agenda in a location accessible to the public, the San Francisco Public Library, and on the SFMTA’s website, [sfmta.com](http://sfmta.com), at least seventy-two hours prior to an SFMTA Board (SFMTAB) (meeting. Minutes from the meeting are kept and are available to the public via the SFMTA’s website. Letters from the public are placed in a public review file accessible to members of the public and provided to the members of the SFMTAB. With respect to public comment, members of the public have the right to speak at all meetings of the SFMTAB. Typically, the public is permitted to speak for up to three minutes on each item considered by the SFMTAB although the body has the discretion to limit public comment to less than three minutes if circumstances warrant. Language assistance, such as oral interpreters, is provided if 48 hours’ advance notice is given, pursuant to S. F. Administrative Code Section 91.6. The MTAB may respond to comments made by the public and take other actions, such as amending the item or delaying a decision, as it deems appropriate.

Once the SFMTAB approves the proposed fare change, it is sent to the San Francisco Board of Supervisors pursuant to Section 8A.108 of the Charter. Section 8A.108(a) provides that: “Except as otherwise provided in this Section, any proposed change in fares or route abandonments shall be submitted to the Board of Supervisors as part of the Agency’s budget or as a budget amendment under 8A.106, and may be rejected at that time by a seven-elevenths vote of the Board on the budget or budget amendment. Any changes in fares or route abandonments proposed by the Agency specifically to implement a program of service changes identified in a system-wide strategic route and service evaluation, such as the Transit Effectiveness Project, may only be rejected by a single seven-elevenths’ vote of the Board of Supervisors on the budget or budget amendment.”

In compliance with state and local law, the public is provided an opportunity to comment on the proposed fare change at any scheduled committee meeting of the Board of Supervisors considering the fare change, and during general public comment before the full Board of Supervisors. Minutes of Board of Supervisors meetings are kept and available to members of the public via the Board of Supervisors’ website. Letters from the public sent to the Board of Supervisors concerning the proposed fare change are placed in a public review file and made available to the members of the Board of Supervisors.

Depending on whether circumstances warrant, the SFMTA may supplement the procedures described above with one or more of its public outreach and involvement strategies. As is the SFMTA’s standard

practice, the needs of stakeholders with limited English-proficiency are taken into account in any public outreach efforts concerning proposed fare changes.

## Major Service Changes

SFMTA also has a locally-developed process for soliciting and considering public comment prior to implementing a major service change. SFMTA defines “a major service change” as a change in transit service that would be in effect for more than a 12-month period, and that would consist of any of the following criteria:

- A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more proposed at one time or over a rolling 24-month period;
- A schedule change on a route with 25 or more one-way trips per day resulting in:
  - Adding or eliminating a route;
  - A change in annual revenue hours on the route of 25 percent or more;
  - A change in the daily span of service on the route of three hours or more; or
  - A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.
- Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.
- The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above.

Charter section 16.112 requires published notice in the City’s official newspaper prior to any public hearing in which the MTAB considers a significant change in the operating schedule or route of a street railway, bus line, trolley bus line or cable car line, which is defined in practice as service changes that meet the definition of a major service change, as defined immediately above. Although Charter section 16.112 does not specify how far in advance the City must publish notice of the public hearing, the SFMTA’s practice is to publish its intention to consider any significant transit service change in the City’s official newspaper at least 72 hours in advance of the public hearing.

In situations where the SFMTA is proposing a “route abandonment” for a particular line or service corridor, the SFMTA must seek approval from both the SFMTAB, and the Board of Supervisors pursuant to Charter section 8A.108. Under the Charter, a “route abandonment” means the permanent termination of service along a particular line or service corridor where no reasonably comparable substitute service is offered.

If the SFMTA proposes a route abandonment at any time other than as part of its budget process, the agency must first submit the proposal to the Board of Supervisors. The Board of Supervisors may, after a noticed public hearing, reject the proposed route abandonment by a seven-elevenths vote taken within 30 days after the proposal is submitted by the SFMTA.

If the proposed route abandonment is submitted as part of the SFMTA's budget, it must be rejected by a seven-elevenths vote of the Board on the budget or budget amendment.

As with the public process for fare changes, SFMTA's procedures exceed the requirements of the FTA. Language assistance, such as oral interpreters, is provided if 48 hours advance notice is given. Once published notice has been provided and a meeting agenda posted as described above, the major service change can be considered by the MTAB at a regular or special meeting. Minutes from the meeting are kept and are available to the public via SFMTA's website. Letters from the public are placed in a public review file accessible to members of the public and provided to members of the SFMTAB. With respect to public comment, members of the public have the right to speak at all meetings of the SFMTAB. Typically, the public is permitted to speak for up to three minutes on each item considered although the body has the discretion to limit public comment to less than three minutes if circumstances warrant. The SFMTAB may respond to comments made by the public and take other actions, such as amending the item or delaying a decision, as it deems appropriate.

In circumstances involving a route abandonment, the public is provided an opportunity to comment at any scheduled committee meeting of the Board of Supervisors considering the route abandonment, and during general public comment before the full Board of Supervisors. Minutes of Board of Supervisors meetings are kept and available to members of the public via the Board of Supervisors' website. Letters from the public sent to the Board of Supervisors concerning the proposed route abandonment are placed in a public review file and made available to the Members of the Board of Supervisors.

Once SFMTA has proposed a major service change or fare change, the SFMTA may provide additional notification to any affected neighborhood(s) and riders regarding the proposed changes and the time and location of any public meeting where public comment will be solicited. SFMTA will also provide information about proposed fare or major service changes on its website and provide further notification in one or more of the following ways, depending on the circumstances:

- For service changes, posting meeting notices at appropriate transit stops and/or on utility poles;
- For proposed fare and service changes, posting meeting notices on transit vehicles and/or transit stations, as appropriate and circumstances dictate;
- Mailing or e-mailing information to neighborhood organizations and other community-based organizations for distribution to their membership;
- Mailing and/or emailing to residents and businesses on affected streets and/or mass-distributed to addresses in affected areas;
- Publishing meeting notices in neighborhood papers or multilingual or alternative language newspapers;
- Issuing a blog post with online links to details and available language translations;
- Posting items on the homepage rotator of sfmta.com;

- Issuing a press release (for issues with citywide impact); and,
- Partnering with community organizations to hold information sessions.

## Processing Public Comments Prior to Fare or Major Service Changes

Public comments gathered on proposed fare and major service changes, including major service reductions, can be solicited from multiple sources including the SFMTA Board of Director (MTAB) meetings, advisory committees such as the Citizen’s Advisory Committee (CAC) and the Multimodal Accessibility Advisory Committee (MAAC), Town Halls, Open Houses and other community meetings and via email, letters to SFMTA or to MTAB, digital media, at sfmta.com and through 311, the San Francisco’s multilingual 24/7 Customer Service Telephone Center.

Documentation of public comments may consist of MTAB or other public advisory committee meeting minutes, copies of letters, emails and comment cards received, comment summaries and/or comment logs, and through customer service reports (CSRs) for comments registered through the 311 Customer Service Telephone Center. Methods of documentation will vary at the MTA’s discretion based on the nature of the comments and the scope of the project or proposal and will be kept on file. Minutes from public advisory committee meetings and MTAB meetings are posted at sfmta.com and hard copies are available. Letters addressed to MTAB are kept in a public view folder.

Once compiled and documented as appropriate, public comments are reviewed and assessed by the subject matter staff to identify comment trends and areas for potential modification, if any. As specific examples, public comments received on major service changes are reviewed by the Transit Planning Division of the SFMTA and public comments received on proposed fare-related items are reviewed and considered by the Finance Division.

Proposals that are modified as a result of public comment or other factors are considered and reviewed internally and, where necessary, appropriate changes are made to Staff Reports and accompanying documentation in preparation for re-submission to the SFMTA Board of Directors for their consideration and approval. This documentation is submitted to MTAB as part of the Staff Report for consideration and is made available to the public 72 hours prior to the Board meeting where it will be discussed via posting at sfmta.com and hard copy at SFMTA headquarters.

If necessary, further modifications can be made to the proposals based on public comment given at the MTAB meeting and appropriate steps are taken for any further review and required approvals.

# Section IV: Broadening Public Outreach and Engagement

This section explores the receptiveness and response of stakeholders to the SFMTA’s efforts to engage the public in important decision-making processes, as well as their ideas for how to broaden public participation.



Figure 2: Attendees at Public Input Sessions

## Overview

As noted in Section II, the SFMTA currently employs a number of strategies to engage the public in its decision-making processes. As part of the Public Participation Plan update, as well as outreach efforts regarding POETS, SFMTA received feedback from its stakeholders, including those representing minority, low-income and LEP populations, on the effectiveness of these strategies and received suggestion for additional approaches.

## Key Findings from Public Participation Plan Report Research 2019

### Stakeholders’ Preferred Methods of Providing Feedback

How SFMTA stakeholders prefer to provide feedback – including SFMTA’s acknowledgement of that feedback – is a key element of successful outreach and communications. Just as SFMTA stakeholders have diverse sources for obtaining information about SFMTA services and meetings, they have a diverse set of preferences about how they would like to provide feedback to the agency.

In both 2016 and 2019, nearly two thirds of respondents said the easiest way for them to provide feedback to SFMTA is through the SFMTA website.

In 2019, SFMTA stakeholders surveyed between the ages of 18 and 24 were most likely to say they would provide feedback on the website (70%). Those over 60 are more likely to call the 311 Customer Service Center than are other age groups (21%).

In 2019 respondents of all levels of proficiency and language groups say the SFMTA website is the easiest way to provide feedback.

By ethnicity in 2019, Asian and Native American respondents express the greatest degree of preference for the website (62% and 67%), while African-American and Pacific Islander respondents express a less intense preference for the SFMTA website (51% and 42%).

Limited-English Proficient survey respondents who participated in the 2019 Language Assistance Plan research effort offered a more diverse set of responses:

- They felt that 311 (39%), the SFMTA website (36%), and community organizations (22%) were all easy ways to provide feedback.
- Korean-speakers felt strongly that community or faith-based organizations are the best way to provide feedback to SFMTA.
- The website was strongly preferred by French- (100%), Thai- (73%) and Japanese- (72%) speakers to provide feedback.
- Arabic speakers emphasized SFMTA meetings in their community as a venue for feedback (33%).

A majority of Limited-English Proficient stakeholders said they would feel comfortable speaking at an in-person meeting; however:

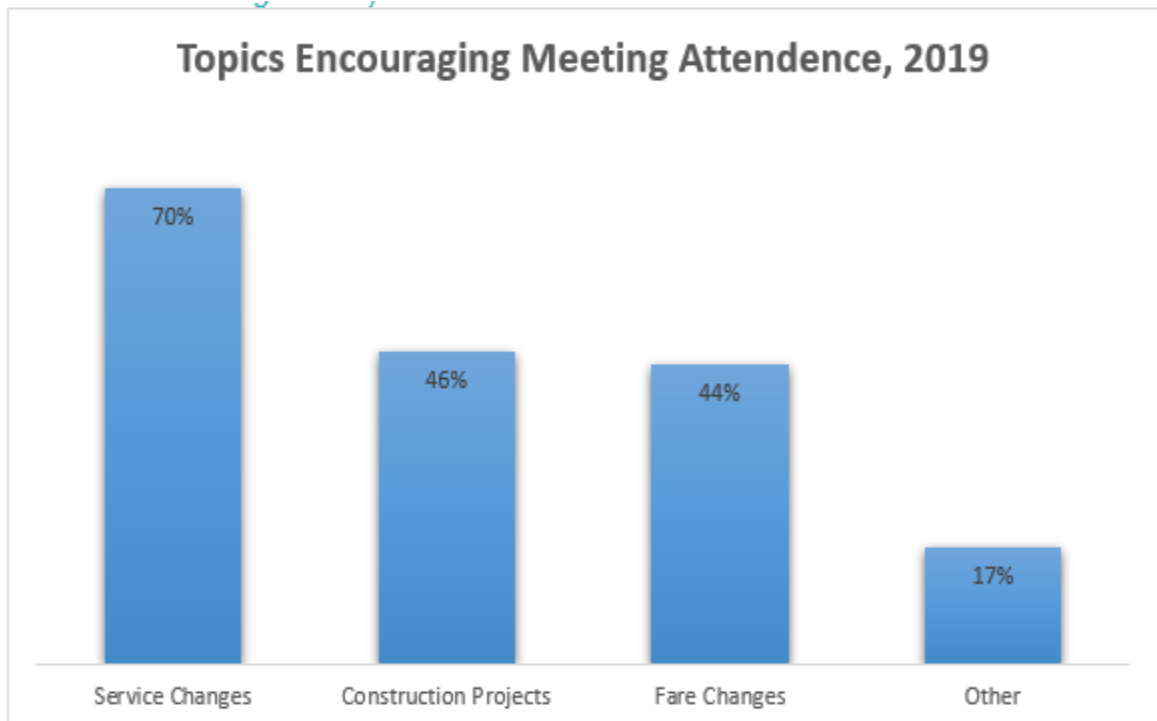
- Korean-speakers would prefer to submit a comment through another person or organization (38%).
- Arabic-speakers (67%) and Tagalog-speakers (56%) preferred submitting a written comment during a meeting.
- Arabic-speakers (50%), Thai-speakers (50%), Russian-speakers (56%), and Tagalog-speakers (56%) preferred submitting a written comment after the meeting.

## Issues and Topics of Interest

When asked what topics would encourage them to attend a public meeting and/or provide feedback to the SFMTA, a majority of Public Participation Survey respondents identified service changes as the issue most likely to motivate them to participate (70%). Nearly half pointed to construction projects as a topic that would encourage them to attend an SFMTA meeting. Between 2016 and 2019, fare changes dropped below construction projects in importance for respondents as a whole. However, fare changes remained more significant for those not proficient in English, low income respondents, and non-white respondents. As detailed in Appendix B, Table 11, other distinctions include:



- PPP respondents across English proficiency show a strong interest in meetings that discuss service changes., Those who identified as less proficient in English also felt highly motivated by discussing fare changes (67%).
- As detailed in Appendix B, Table 8, while all major language groups were most interested in service changes, people whose first language was not English or Mandarin felt highly motivated by discussions regarding fare changes.



- Low income respondents are much more interested in fare changes than high income respondents (72% to 43%). High income respondents were more likely to be interested in construction projects than low income respondents (51% to 40%). All respondents were highly, and equally, interested in service changes (74%).
- In terms of ethnicity, all ethnic groups prioritize service changes. Although construction projects is the second most motivating topic overall, all non-white groups found fare changes to be more important than construction projects. Only White respondents found construction projects to be a preferred topic to fare changes.

## Encouraging Participation

The most important factors in motivating respondents to attend SFMTA meetings are the time of day of the meeting, the meeting’s proximity to transit, and receiving advanced notice. Advanced notice became more important in 2019 than it had been for respondents in 2016.

- The time of day is the most important factor for all age groups.
- Respondents who identified as less proficient in English prioritized language assistance (67%), advanced notice (51%), and the meeting’s proximity to transit (44)
- Mandarin, Filipino, and Arabic speakers prioritized advance notice much higher than others. Filipino and Vietnamese speakers also prioritized a convenient day of the week much higher than others.

Participants in the focus groups conducted as part of the 2019 Language Assistance Plan update also provided insights into a variety of factors that might encourage them to attend SFMTA meetings. Limited-English Proficient respondents placed an emphasis on a location close to transit (42%), language assistance (35%), and advance notice (33%). It is notable that these priorities (particularly language assistance) are different than those of PPP respondents, even those whose native language is not English.

When asked to identify the top three ways they would like to receive information at SFMTA meetings, Public Participation Survey respondents said that graphics, handouts, and PowerPoint presentations were the best way to communicate with them. As detailed in Appendix B, Table 14, other distinctions include:

- Participants under 50 strongly preferred graphics as a way of receiving information, with the youngest respondents showing the strongest preference for visual data. Those between the ages of 50 and 64 preferred graphics and handouts almost equally, while those over 75 preferred handouts the most. The top three preferred methods for all respondents were graphics, handouts, and PowerPoint presentations.
- Those who are proficient in English prefer graphics (82%), handouts (68%), and PowerPoints (58%). Those who are less proficient prefer graphics (84%), project briefings (44%), and PowerPoints (41%).

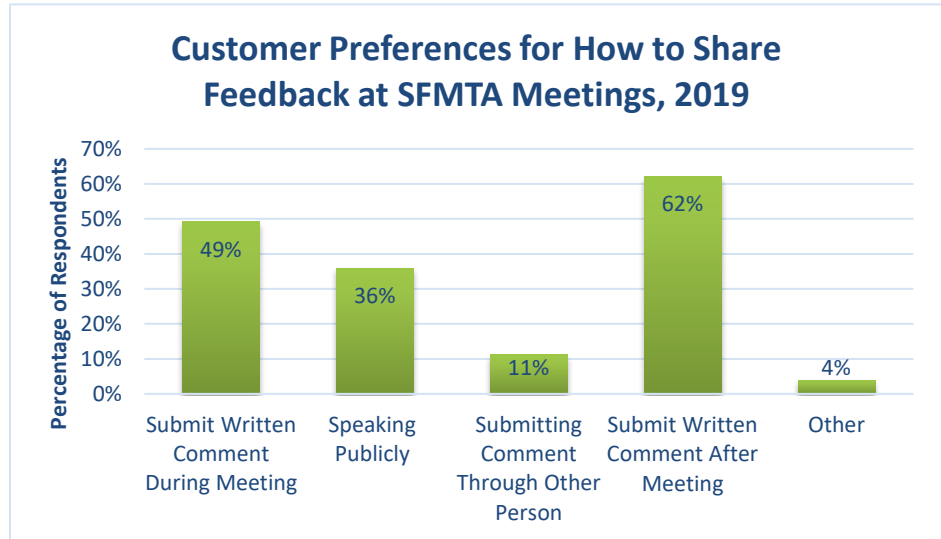
**Table 6: Preferred Ways to Receive Information at SFMTA Meetings by English Proficiency**  
**Source: SFMTA Public Participation Survey, 2019**

Preferred Ways Receive Meeting Info	Total	English Proficiency	
		Proficient	Not Proficient
Graphics	76%	82%	84%
Handouts	62%	68%	38%
PowerPoint Presentation	53%	58%	41%
Project briefings	42%	45%	44%
Information stations	32%	35%	38%
Other	8%	9%	0%

- High-income and low-income customers' most preferred method is graphics by a significant margin. The second and third choices for both groups are handouts and PowerPoint presentations.

When asked how they prefer to share comments about the information they receive in a meeting, most say they would prefer to submit a written comment after or during the meeting.

- Majorities of respondents of all ages prefer to submit a comment after the meeting. Those who feel the greatest comfort with submitting a comment after the meeting are age 55 and older. The younger an SFMTA stakeholder, the greater their preference for submitting a written comment during the meeting. In turn, the



preference for speaking publicly is correlated with age, with the older the respondent, the stronger their preference for speaking publicly.

- Those who identified as less proficient in English expressed less of a preference for all the options offered for providing comments than those who are more proficient in English, except for a slightly higher preference for speaking during a meeting. Both groups prefer to submit written comments after meetings.
- Spanish (59%), Cantonese (52%), Mandarin (70%), Filipino (65%), Vietnamese (86%), Japanese (86%), English (70%), and Russian-speakers (89%) all prefer to share their thoughts through a written comment after a meeting.
- Both high-income and low-income respondents ranked their preferences in the same order. Respondents across all racial groups prefer to submit written comments after the meeting. African American and Native Hawaiian or Pacific Islander respondents also showed a strong preference for speaking during the meeting.
- Limited-English Proficient Language Assistance Plan survey respondents' preferred way of sharing comments is to speak publicly (40%).

Community input session participants in 2016 overwhelmingly indicated that the most important factor in attending a meeting was the meeting's location, accessibility, and timing. Additional important factors were the presence of incentives, food, advance notice, and increased frequency of meetings. All groups chose the meeting location, schedule, and accessibility as their top motivator. Participants at the Marina Cow Hollow Merchants and Neighbors group were the only ones who prioritized advanced notification over the meeting's scheduling.

Majorities of participants said they would like to provide feedback using technology. Many suggested they'd like to provide their feedback using Smartphone Apps, social media, and email. In general, they felt that SFMTA should provide information on the outcome of their input, solicit feedback using flyers and handouts, and have in-person conversations at bus stops and on transit.

The meeting topics most likely to appeal to community input session participants were service improvements and changes. Of the groups that answered this question, this topic was unanimously chosen as the item that would most encourage SFMTA stakeholders to attend an SFMTA meeting.

Community input session participants felt that it was very important that SFMTA meetings be located in their communities. They suggested a variety of ways that this could be achieved, including having meetings at their local libraries, in their neighborhoods, outdoors, and recommending that Board Members ride Muni buses. They expressed comfort with public speaking and comment cards at meetings but had some concern about meetings being dominated by a few vocal participants. They recommended having access to smaller group conversations, being able to contact staff members, and to have access to meeting materials after they have been posted. Consistent ADA compliance was raised by two participants, who had had inconsistent experiences with accommodations.

Community members felt strongly that it was important to have proof that SFMTA had taken their input to heart. All groups indicated unanimously that this was the most important aspect to them. In terms of ways to reach them, participants suggested flyers, handouts, emails and text messages, and the use of ad space to convey this information.

CBOs in 2016 reported that the best ways to communicate with their clients is via email, community outreach, through schools, neighborhood websites, and through community organizations similar to the ones to which they already belong.

Community leaders in 2016 suggested that tone is as important as the method of communication when encouraging community participation. When asked the best way SFMTA could communicate with their clients, many CBO leaders offered both methods of communication and advice on the tone of communication. They suggested that the communications be respectful of the community, transparent, prioritized citizens' interest, explained changes, and improved the perception of SFMTA's safety.

In terms of contacting their clients, CBO leaders suggested emails, collaborating with community organizations and schools, and an SFMTA presence at community meetings and events.

## Public Outreach and Engagement Requirements

In 2018, the agency's POETS program launched new public outreach and engagement requirements for all projects that impact the public. Following a year of outreach to internal (staff) and external (community) stakeholders, as well as to decisionmakers and City partners, the POETS requirements represent a new level of expectation and accountability for every project that impacts the public. To support implementation of the requirements, POETS has expanded its resources, training opportunities, and staff roles (Division Leads).

The fundamental requirement is that all projects must have a public outreach and engagement plan. Project teams must submit the plan to a central POETS database, document how the plan is implemented, and review and report on the plan at the end of each project phase.

In developing the plan, teams must do the following:

- Start planning at project inception
- Identify project impacts and stakeholders
- Specify “decision space” (areas where public input can influence the project)
- Set goals and measurable objectives
- Coordinate with other projects and partners
- Budget realistically

During implementation of the plan, teams are expected to:

- Engage key stakeholders early
- Use multiple communication channels
- Have an online presence for the project
- Post all public meetings to the agency’s website calendar
- Comply with federal and local language access requirements
- Follow guidance from the agency’s Racial Equity Strategy (in progress)
- Keep stakeholders informed during “inactive” project phases
- Close the feedback loop with stakeholders as decisions are made

Project teams must document the following aspects of the plan:

- Whether it was implemented as initially planned
- The stakeholders who were reached and/or engaged
- Public input received and how it did or did not influence the project
- How public input was conveyed to decision makers
- The effectiveness of public meetings based on participant feedback
- Data required to measure the objectives identified in the plan
- A report at the end of each project phase identifying any needed revisions

The planning guide and template that accompany the requirements are designed to help staff members apply the requirements in a way that is practical and inclusive. For example, to complete a project needs assessment it is necessary to understand the community that is affected by a project and to consider factors that will create an accessible and equitable public process. POETS requires project managers and staff to spend significant time doing neighborhood-level analysis, including evaluating demographics and language assistance needs (taking advantage of support available from District Liaisons and the Office of Regulatory Affairs). This assessment is expected in turn to inform the project communications strategy, choice of engagement methods, and the application of required practices (e.g., standards for language accessibility in the LAP).

## Lessons Learned

The SFMTA's approach to outreach and engagement across all forms of decision-making (projects and operations) has been directly responsive to input received through PPP outreach processes and other forms of public consultation. Broadly, the major lessons learned and actions taken include:

- **Relationship building.** The common theme across all sources of feedback is relationship building. This has been a priority for POETS since 2016. The POETS manager and team have met regularly with community groups on an ongoing basis, and the agency has designated staff members (District Liaisons) to help connect project teams to stakeholders in specific areas of the city. In drafting new POETS programs and agency-wide requirements, staff have reached out to stakeholders for early input.
- **POETS requirements & guidelines.** The agency-wide requirements launched in 2018 were directly influenced by community feedback received in the previous several years, much of it gathered specifically for this purpose. The requirements and guidelines that respond to stakeholder feedback are summarized in this report. In general, they strive for early and inclusive outreach, clear communication, strong stakeholder relationships, and follow-up after decisions are made.
- **The SFMTA website.** In 2018 the new POETS requirements made it mandatory for every project that impacts the public to have a webpage or link posted on the SFMTA website, and all public meetings must be listed on the agency's online calendar in addition to other forms of notification.
- **Increased use of social media.** 2019 data results indicated increasing use of social media from 2016. In 2018 POETS offered guidelines for project teams' use of the popular Nextdoor platform.
- **Staff preparation.** POETS is committed to giving staff members the support and training they need to meet agency expectations feel confident and prepared as they work with the community. Since 2016, POETS has responded to stakeholder and staff input as it develops new resources, peer support, and educational opportunities for staff.
- **Indicators of success.** POETS employs an assessment framework to measure progress in meeting program goals. The metrics reflect feedback from the community and staff, and the agency is building its capacity to collect data over time that will allow for robust program evaluation. The SFMTA Strategic Plan includes measures to assess the success of POETS.

## Conclusions

Just as residents rely on a wide variety of information sources to learn about SFMTA services and meetings, there are a wide range of customer preferences when it comes to engagement. While the SFMTA website again takes the top spot as the most preferred way for stakeholders to provide feedback, it is not the only means by which SFMTA stakeholders would like to share their opinions. Social media and texting increased significantly in popularity between 2016 and 2019 as a means to learn about SFMTA services. Community meetings trailed far behind the other options as a way of sharing feedback.

Over the past three years, community members have given the SFMTA significant insight into how the SFMTA can encourage stakeholders to participate in the agency's planning, implementation and decision-

making processes. The main message is clear: when encouraging community participation in the planning process, simply making members of the public aware of upcoming meetings is not enough to motivate engagement. San Francisco residents across demographic categories say they want to attend meetings that have personal relevance, are held in locations that are within their own communities, and are held at times that are convenient for them and accessible by transit.

Research for the 2016 Language Assistance Plan found that fare and service changes continue to be the topics most likely to motivate stakeholders to provide feedback. The 2019 LAP update also confirmed the finding that meeting location and language access are key determinants of participation in public forums.

Personal connection as a motivating factor for public engagement is critical. Community input sessions in 2016 revealed that SFMTA stakeholders would like to see both SFMTA Board members and SFMTA staff make an effort to come to them. The effort was seen as more than just a logistical convenience that would minimize the travel needed to attend a SFMTA meeting in Civic Center – it was symbolic of a tone and demeanor on the part of SFMTA that showed a respect for and value of community feedback. Community meetings held locally indicate the value SFMTA places on that community, its members, and their perspectives. Holding local meetings in familiar places helps to put community members on more equal footing with SFMTA representatives and in doing so empowers them to participate in the public process.

Participants at community input sessions also revealed the importance that they place on having their input acknowledged. It is not enough for a public agency to accumulate feedback – participants also wanted to see their contributions recognized, considered and, ideally, incorporated into policy decisions. All nine community input session groups indicated unanimously that this is the most important aspect of successful engagement to them.

# Section V: Review and Monitoring of the Plan

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*Figure 3: Participants in the Community Input Sessions for the Public Participation Plan Update*

The SFMTA is committed to monitoring the effectiveness of its public outreach and engagement efforts, including among minority, low-income and Limited-English Proficient communities. The Public Participation Plan will be reviewed periodically for its effectiveness and relevance based on changing demographics, new technologies, updated guidance and the requirements and needs of particular projects, among other factors.

In addition, the POETS team has developed a framework for assessing the program's success following the launch of the agency's new requirements in 2018. As project teams submit their outreach and engagement plans beginning in 2019, the agency will be able to track compliance with the requirements over time. One of the major goals of POETS going forward is to evaluate the success of the program. Early on, the team drafted an assessment framework to measure progress, both in terms of program implementation (Are we doing what we set out to do?) and program outcomes (Are we making a positive impact on the agency and the community?).

The primary indicators for program implementation are the (1) development of staff skills and confidence, and (2) compliance with agency requirements to plan for outreach and engagement. The main metrics for program outcomes are: (1) successful project delivery and (2) strengthening of stakeholder relationships.

It is challenging for any agency to measure the effects of public participation across a large number of projects, but the assessment framework includes a mix of both quantitative and qualitative data sources to gauge progress. To the extent possible, benchmarks are identified based on available past data (e.g., from annual surveys of staff and community). To measure all three desired results, the framework requires feedback both internally and externally. POETS is seeking to collect data regularly at the project level (e.g., post-meeting questionnaires and case studies), and to collect survey data periodically regarding



stakeholder perceptions. In addition, an indicator related to POETS was added to the SFMTA's Strategic Plan in 2018 so that data can be collected from the agency's citywide evaluation process going forward.

Having launched agency-wide requirements and an education and recognition program, POETS is also exploring ways to document community feedback and explain how it is taken into account. This responds to the public's interest in transparency about the nature of the planning process, the opportunities for public participation, the ways that community input is communicated to decision makers, and how public participation ultimately influences projects.

The focus on a reliable feedback loop for community input addresses a common theme expressed during outreach and engagement for the PPP. Participants in the Community Input Sessions repeatedly stated their desire that SFMTA acknowledge receipt of their feedback. Comments included requests that SFMTA demonstrate to those who participated in community meetings and through other channels of communication that their feedback was not "lost in a void" and to come up with methods that inform participants as to how their feedback was considered in the decision-making process. This sentiment was also echoed by leaders of community-based organizations who cited acknowledgement of participants' feedback by the SFMTA as key to encouraging engagement.

### **POETS and the Public Participation Plan**

The agency's Public Outreach and Engagement Team Strategy (POETS) is not only a program to implement the Public Participation Plan, but also a practical response to challenges facing SFMTA's infrastructure projects. At any given time, the agency has more than 200+ projects underway on major transit corridors, business districts and neighborhood streets. All these projects are intended to benefit the community, and they all impact the community. Five years ago, an agency self-assessment revealed that meaningful public outreach and engagement was a critical factor in project success, leading to the creation of POETS.

The Public Participation Plan applies to all decision-making by the SFMTA. As of 2019, POETS has focused on a significant subset of those decision-making process in the SFMTA related to capital and infrastructure projects (e.g., transit, construction, and livable/sustainable street improvements). The POETS requirements described in this report have not yet been adapted and applied to "operational" decisions within the agency that are non-project related (e.g., fare and service changes). Those decisions remain guided by the Public Participation Plan.

In a complex organization like the SFMTA, any process of sustainable internal change must be consistent and coordinated, and staff members in multiple divisions must work together across traditional boundaries. The Division of Government Affairs and the POETS team have collaborated on the Public Participation Plan since 2016. Since then, research for the PPP has closely informed the development of the POETS requirements, and POETS has expanded its capacity to offer resources and training to SFMTA staff members, including those who work on both projects and operations.

The SFMTA will continue to promote coordination across its projects and divisions. Going forward, it is anticipated that POETS will support a greater range of decision-making within the agency, and its role will expand in developing and monitoring the Public Participation Plan.

# APPENDICES

## Appendix A: 2016 PPP Report Outreach to Organizations

Table 1: PPP Report Outreach to Organizations\*

Source: SFMTA Public Participation Survey, Community Leader Interviews, and Community Input Sessions, 2016.

Community Based Organization	Language	Geographic Zone	Leader Interview	Community Input Session	Public Participation Survey
100% College Prep		8			X
Aboriginal Blackman United		8			X
African American Art and Cultural Complex		2			X
African American Chamber of Commerce		2			X
Alamo Square Neighborhood Association		2			X
Alliance for a Better District 6		3		X	X
Alliance for Jobs and Sustainable Growth		Citywide			X
Alsabeel Masjid Noor Al-Islam	Arabic	Citywide			X
APRI A Phillip Randall Institute		8			X
Arab American Grocers Association	Arabic	Citywide			X
Arab Cultural and Community Center	Arabic	Citywide			X
Arab Resource & Organizing Center	Arabic	Citywide			X
Asian Law Caucus		3			X
Asian Pacific American Community Center	Thai, Chinese	Citywide			X
Asociación Mayab	Spanish	Citywide			X
B Magic		8			X
Balboa Terrace Homes Association		7			X
Bayanihan Community Center	Tagalog	6			X
Bayview Community Advisory Committee		8			X
Bayview HEAL Zone Coordinator		8			X
Bayview Hill Neighborhood Association		8			X
Bayview Hunters Point Center for Arts & Technology (BAYCAT)		8	X		X
Bayview Hunters Point Foundation for Community Improvement		8			X
Bayview Hunters Point Multipurpose Senior Services Inc		8			X
Bayview Hunters Point Opera House		8			X
Bayview Hunters Point Rotary Club		8			X

Community Based Organization	Language	Geographic Zone	Leader Interview	Community Input Session	Public Participation Survey
Bayview Hunters Point YMCA		8	X	X	X
Bayview Merchants Association		8			X
Bayview Multipurpose Senior Center	Multiple languages	Citywide			X
Beacon: Bayview Beacon Center at Phillip and Sala Burton Academic High School		8			X
Beacon: OMI/Excelsior Beacon Center at James Denman Middle School	Spanish	7			X
Beacon: Sunset Neighborhood Beacon Center at A.P. Giannini Middle School	Chinese	4			X
Beacon: Western Addition Beacon Center at John Muir Elementary School		2			X
Bernal Heights Neighborhood Center	Spanish	5			X
Bethel AME Church		2			X
Black Coalition on AIDS		8			X
Brightline Defense Project		Citywide			X
Building Owners & Managers Association (BOMA)		3			X
Cameron House	Chinese	3			X
Canon Kip Senior Center		6			X
Castro Merchants		5	X	X	X
Castro/Eureka Valley Neighborhood Association		5			X
Castro/Upper Market CBD		5			X
Cayuga Improvement Association		7			X
CCDC	Chinese	3			X
Central City SRO Collaborative		6			X
Central Market CBD		6			X
Chinatown Community Housing Corporation	Chinese	Citywide			X
Chinese American Citizens Alliance	Chinese	Citywide			X
Chinese American Voters Education Committee	Chinese	Citywide			X
Chinese Cultural Center	Chinese	Citywide			X
Clement Street Merchants Association		1	X		X
Coalition of Agencies Serving the Elderly (CASE)		Citywide			X
Cole Valley Improvement Association		2			X
Coleman Advocates	Multiple languages	Citywide	X	X	X
College Hill Neighborhood Association		5			X
Community Youth Center (CYC) - Bayview		8			X
Corbett Heights Neighbors		5			X
Cow Hollow Association		3			X
Curry Senior Center		6			X
Dogpatch Neighborhood Association		8			X

Community Based Organization	Language	Geographic Zone	Leader Interview	Community Input Session	Public Participation Survey
Dr. George W. Davis Senior Center		8			X
Elder Care Network		Citywide			X
Ella Hill Hutch Community Center		8			X
Excelsior Action Group		7			X
Excelsior District Improvement Association		7			X
Filipino Advocates for Justice	Tagalog				X
Filipino American Chamber of Commerce	Tagalog	Citywide			X
Filipino American Development Foundation	Tagalog	Citywide			X
Filipino Community Center	Tagalog				X
Fillmore Magic (Mo' MAGIC)		2			X
Fillmore Street Merchants Association		2			X
Fisherman's Wharf CBD		3			X
Folks for Polk		3			X
French American Chamber of Commerce	French	Citywide			X
Friends and Advocates of Crocker Amazon and the Excelsior		7			X
Friends of Balboa Playground		7			X
Gene Friend Recreation Center		6			X
Gilman School PTA		8			X
Glen Park Association		5			X
Glen Park Merchants Association		5			X
Glide Foundation/United Methodist Church		6			X
Glide Memorial Church		6			X
Golden Gate Business Association		5			X
Golden Gate Senior Services Castro Senior Center		5			X
Great West Portal Neighborhood Association		4			X
Greater Geary Merchants and Property Owners		1			X
Green Action		8			X
Haight Ashbury Neighborhood Council (HANC)		2	X	X	X
Hayes Valley Merchants Association		2			X
Healthy Corner Store Coalition		6			X
Hunters Point Family	Multiple languages	8			X
India Basin Neighborhood Association		8			X
Ingleside Terrace Homes Association		4			X
Inner Sunset Merchants Association		2			X
Inner Sunset Park Neighbors		2			X
IT Bookman Community Center		8			X

Community Based Organization	Language	Geographic Zone	Leader Interview	Community Input Session	Public Participation Survey
Japanese Chamber of Commerce	Japanese	2			X
Japantown Merchants Association	Japanese	2	X		X
Japantown Steering Committee	Japanese	2			X
Jewish Family and Children's Services	Russian	Citywide			X
Korean American Community Center	Korean				X
Laborers Local 261 Community Service & Training Foundation		6			X
Laurel Heights Improvement Association		1			X
Livable City		Citywide			X
Lower Polk CBD		6			X
Marina Community Association		3			X
Marina/Cow Hollow Neighbors & Merchants		3	X	X	X
Merchants of Upper Market & Castro		5			X
Middle Polk Neighborhood Association		3			X
Mission Cultural Center	Spanish	Citywide			X
Mission Hiring Hall		5			X
Mission Neighborhood Centers	Spanish	6			X
New Mission Terrace Improvement Association		7			X
Nob Hill Association		3			X
Noe Valley Association (Noe Valley CBD)		5			X
Noe Valley Merchants and Professionals Association		5			X
NOPNA		Citywide			X
North of Market/Tenderloin CBD		6			X
Ocean Avenue Association		7			X
OMI Neighbors in Action (Oceanview, Merced Heights, Ingleside)		7			X
OMI Senior Center (Catholic Charities)		7			X
OMI-CAO (Community Action Organization)		7			X
OMI-Neighbors in Action		7			X
Outer Mission Merchants and Residents Association		7			X
People of Parkside/Sunset (POPS)		4	X		X
Philip Randolph Institute San Francisco (APRI)		8			X
Planning Association for the Richmond (PAR)		1			X
Portola Family Connections	Spanish	8			X
Potrero Boosters Neighborhood Association		6	X		X
Potrero-Dogpatch Merchants Association		6			X
Presidio Heights Neighborhood Association		1			X
Providence Baptist Church		8			X
Providence Foundation of San Francisco		8			X

Community Based Organization	Language	Geographic Zone	Leader Interview	Community Input Session	Public Participation Survey
R.O.C.K. Beacon Center at Visitacion Valley Middle School 125. (Real Options for City Kids)		8			X
Renaissance Entrepreneurship Center		Citywide			X
Richmond Community Center		Citywide			X
Richmond District Neighborhood Center		1			X
Richmond District YMCA		Citywide			X
Rincon Hill Residents Association		3			X
Rosa Parks Senior Center		2			X
Russian Center of San Francisco	Russian	Citywide			X
Russian Federation Chamber of Commerce	Russian	Citywide			X
Russian Hill Neighbors		3			X
Sacramento Street Merchants		1			X
Samoan Community Development Center		8	X		X
San Francisco African American Chamber of Commerce		Citywide			X
San Francisco Food Bank		Citywide			X
San Francisco Links Incorporated		Citywide			X
San Francisco NAACP		Citywide			X
San Francisco Senior Center (Aquatic Park)		3			X
San Francisco Senior Center (Downtown)		3			X
San Francisco Transit Riders Union (SFTRU)		Citywide			X
Senior and Disability Action		Citywide	X	X	X
SF Beautiful		Citywide			X
SF Bike Coalition		Citywide			X
SF Chamber of Commerce		Citywide			X
SF Council of District Merchants		Citywide			X
SF Day Laborer Program		Citywide			X
Sierra Club		Citywide			X
South Beach   Rincon   Mission Bay Neighborhood Association		3			X
South of Market Health Center		6			X
Southeast Asian Community Center	Vietnamese, Thai	6			X
Southeast Community Facility Commission	Tagalog	Citywide			X
Southern Waterfront Advisory Committee		8			X
Southwest Community Corporation T. Bookman Community Center		7			X
SPUR		Citywide			X
Sunset District Neighborhood Coalition		4			X
Sunset Heights Association of Responsible People (SHARP)		4	X	X	X

Community Based Organization	Language	Geographic Zone	Leader Interview	Community Input Session	Public Participation Survey
Sunset Neighborhood Beacon Center		4		X	X
Telegraph Hill Neighborhood Center		3			X
Tenderloin Economic Development Project		6			X
Tenderloin Futures Collaborative		6			X
Tenderloin Housing Clinic / Central City SRO Clinic		6			X
Thai Cultural Council	Thai	Region			X
Third Baptist Church		2			X
Union Square BID		3			X
Urban Solutions		Citywide			X
Valencia Merchants Association		5			X
Veterans Equity Center	Tagalog	Citywide			X
Vietnamese Family Services Center	Vietnamese	6			X
Visitacion Valley Beacon Center	Multiple languages	8			X
Visitacion Valley Community Center	Chinese	8			X
Visitacion Valley Community Development Corporation		8			X
Walk SF		Citywide			X
Western Addition Senior Center		2			X
Wigg Party		Citywide			X
YCD Young Community Developers		8			X
Yerba Buena CBD		3			X
Young Community Developers		8			X
<b>Total:</b>			<b><u>13</u></b>	<b><u>9</u></b>	<b><u>199</u></b>

\* Geographic zones are related to the geographical zone map below. SFMTA devised geographical zones to ensure outreach to customers spanned across the entire city. To facilitate this, the Public Participation Plan Project team developed a map composed of Outreach Zones that reflected the different neighborhoods and existing demographic breakdowns, including those employed by existing entities. The goal was to ensure a diverse array of input that reflected the political, economic, and transportation characteristics of the communities we engaged with.

To inform the outreach zones, the project team relied on a number of sources and its experience in related projects. The primary source for defining their boundaries were the existing districts utilized by the Board of Supervisors, Planning Department, and the Police Department. The project team also employed the service areas of major Muni routes and details from the Muni Service Equity strategy to lend a real-world perspective to how people engage with their city.

☰ LAP/PPP Areas 🔍 ⋮

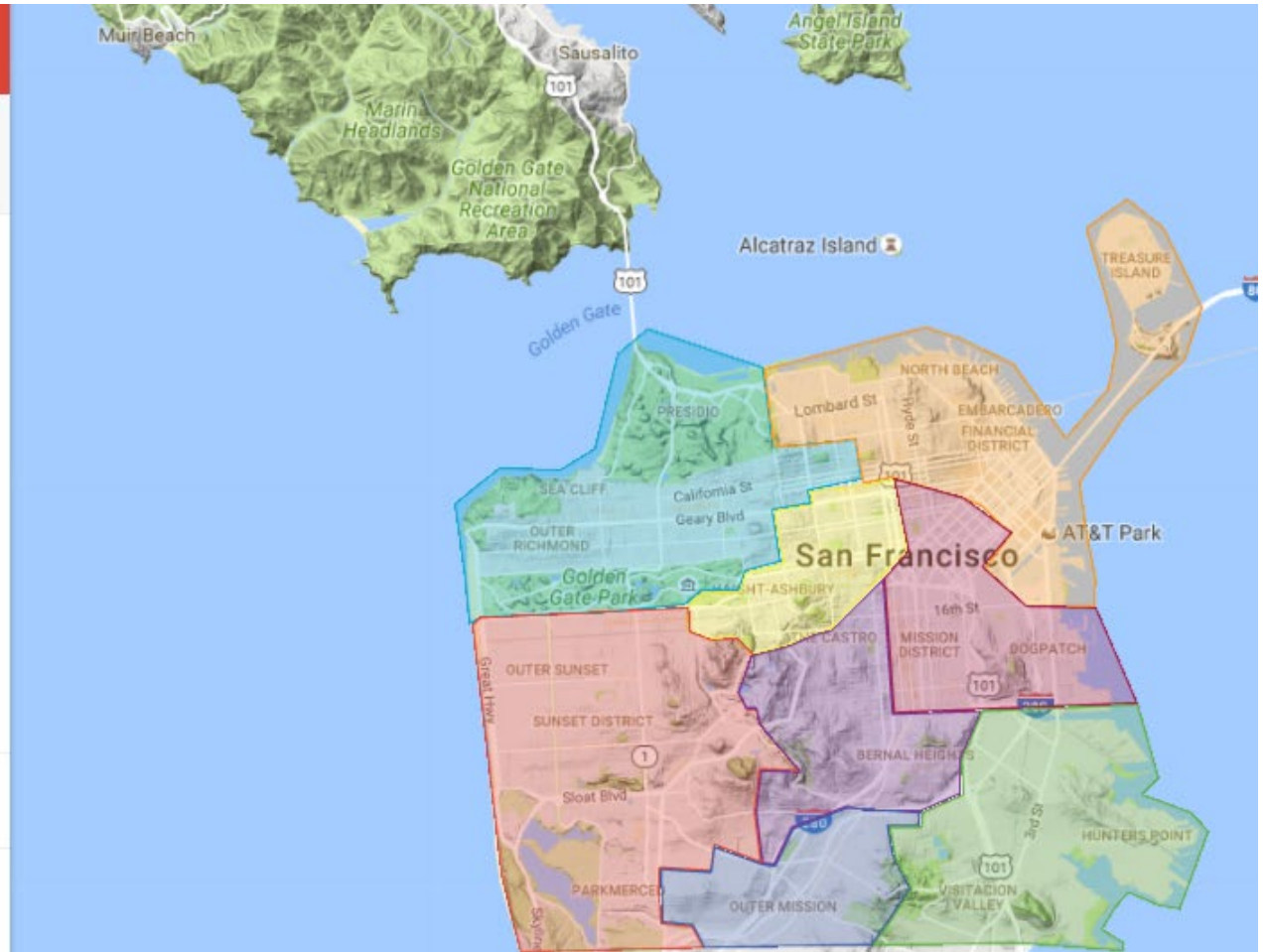
61 views

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SFMTA LAP/PPP Outreach Matrix





List of LEP-Focused Organizations Who Participated in the LAP and PPP Report and Research Outcomes

Source: SFMTA, 2016.

Organization	Primary Language	Geographic Zone	LEP Community Based Organization Leadership Interviews	LEP Focus Group (number of participants)	LEP User Survey (number completed)
Alliance Française de San Francisco	French	Citywide	Yes		5 FR
AlSabeel Masjid Noor Al-Islam	Arabic	Citywide			11 AR
Arab Cultural and Community Center	Arabic	Citywide	Yes		
Arab Resource and Organizing Center	Arabic	Citywide			6 AR
Asian Family Support Center	Chinese	Citywide			11 CH
Asian Pacific American Community Center	Multiple languages	Citywide	Yes		
Bayanihan Community Center	Tagalog	6	Yes	8 participants	28 TG
Beacon: Mission Beacon Center at Everett Middle School	Spanish	6	Yes		
Beacon: OMI/Excelsior Beacon Center at James Denman Middle School	Spanish	7	Yes		
Bernal Heights Neighborhood Center: Excelsior Senior Center	Spanish	7	Yes		
Causa Justa :: Just Cause/POWER	Spanish	8	Yes		
Chinatown Library	Chinese				6 CH, 2 EN
Chinese for Affirmative Action	Chinese	3	Yes		
Community Youth Center (CYC) - Richmond	Chinese	1	Yes		
Dhammaram Temple	Thai	Citywide			15 TH
Kimochi	Japanese	2	Yes		22 JP, 30 CH, 8 KO, 9 FN
Korean Community Center	Korean	Citywide	Yes		25 KO
La Raza Community Resource Center	Spanish	6		15 participants	15 SP

Organization	Primary Language	Geographic Zone	LEP Community Based Organization Leadership Interviews	LEP Focus Group (number of participants)	LEP User Survey (number completed)
Lycee Francais	French	Citywide			5 FR
Mission Neighborhood Centers	Spanish	6	Yes		
Mission Beacon Center	Spanish	6		13 participants	22 SP
Richmond District Neighborhood Center	Chinese	1	Yes		
Richmond Senior Center	Chinese	1			3 RU, 10 CH
Russian American Community Services	Russian	1	Yes	12 participants	14 RU
Self-Help for the Elderly	Chinese	Citywide		11 participants	24 CH, 2 EN
Southeast Asian Community Center	Vietnamese	6	Yes	14 participants	17 VI
Sunset Neighborhood Beacon Center	Chinese	4	Yes	12 participants	12 CH
Veterans Equity Center	Tagalog	5	Yes		
Vietnamese Youth Development Center	Vietnamese	6	Yes		
<b>Totals:</b>			<b><u>19</u></b>	<b><u>85</u></b>	<b><u>312</u></b>

## Appendix B: Supplemental Tables

**Table 1: Community Leader Interviews – Demographics of Communities Served**

Source: SFMTA PPP Community Leader Interviews, 2016.

Organization	Demographic Groups Served	Geography Served	Literacy Level of Group
Bayview Hunters Point Center for Arts and Technology	Ages 11-25	Bayview Hunters Point	Average for their age groups
Bayview Hunters Point YMCA	African-American young adults and adults	Bayview Hunters Point	Varies – ranging from no high school degrees to college/Master’s degrees
Castro Merchants	Businesses	Greater Castro Upper Market	Highly educated, with some variation
Coleman Advocates	African American and Latino Families	Districts 10 and 11	Varies, many non-English speaking families
Clement Street Merchant	Businesses	Inner Richmond	College-educated
Haight-Ashbury Neighborhood Council	Residents in the 94117 ZIP Code	Upper Haight	Highly educated
Japantown Merchants Association	Businesses	Western Addition	Multiple levels of education
Marina/Cow Hollow Neighbors and Merchants	Residents (high and middle income) Veterans Businesses	Vallejo to the Bay Lyon to Van Ness Marina/Cow Hollow Golden Gate Valley	A mix
People of Parkside/Sunset	Businesses Residents	Parkside Sunset	College-educated
Potrero Boosters	Businesses Residents	Potrero Hill	Mostly college-educated
Samoan Community Development Center	Samoan and Pacific Islander Community SE San Francisco	Visitation Valley Hunters Point Potrero Hill Alice Griffith	High school level
Senior and Disability Action	Seniors Disabled Low-Income	Whole city	A mix
Sunset Heights Association of Responsible People	Homeowners	Sunset Heights Inner Sunset	Highly educated, college-educated

**Table 2: Source of Information about SFMTA Services by English Proficiency and by Native Language**

Source: SFMTA Public Participation Survey, 2019.

Source of Information	Total	English Proficiency		Language												
		Prof.	Not Prof.	Spanish	Chinese - Cantonese	Chinese - Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
Signs in vehicles, stations, and bus shelters	61%	64%	46%	53%	47%	57%	56%	40%	57%	33%	67%	40%	33%	29%	67%	44%
SFMTA website	58%	61%	25%	63%	42%	53%	67%	55%	57%	33%	67%	60%	100%	100%	61%	42%
Social media posts	42%	43%	13%	47%	20%	23%	22%	30%	36%	67%	33%	40%	0%	29%	45%	47%
Maps in vehicles, stations, and bus shelters	35%	37%	29%	36%	32%	33%	22%	20%	36%	0%	50%	20%	33%	43%	39%	25%
Email communications	27%	29%	14%	32%	14%	17%	33%	30%	21%	33%	0%	20%	33%	29%	31%	33%
Text message updates	24%	27%	5%	25%	17%	13%	33%	40%	7%	0%	17%	0%	33%	29%	27%	28%
Friends and family members	20%	20%	43%	14%	39%	23%	0%	20%	21%	67%	0%	0%	33%	14%	19%	8%
SF's 311 Customer Service Ctr	8%	8%	10%	10%	11%	7%	11%	10%	7%	33%	0%	0%	0%	14%	8%	3%
Radio or television ads	4%	4%	15%	8%	11%	13%	0%	0%	7%	0%	0%	0%	0%	0%	3%	6%
Mailers	4%	4%	4%	2%	4%	0%	22%	0%	0%	33%	0%	0%	0%	0%	4%	0%
SFMTA meetings in my community	4%	4%	3%	3%	2%	3%	0%	5%	0%	0%	0%	0%	0%	0%	4%	0%
Newspaper ads	3%	3%	9%	2%	9%	17%	11%	0%	0%	0%	0%	0%	0%	0%	3%	3%
Brochures	3%	4%	4%	2%	3%	10%	11%	5%	0%	33%	17%	0%	0%	14%	3%	0%
Ambassadors doing outreach	3%	4%	3%	7%	2%	3%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%
Community or faith-based orgs	3%	3%	14%	8%	9%	7%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%
Meeting notices	3%	3%	0%	3%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	4%	0%
Muni's Customer Service Center	2%	2%	6%	2%	5%	0%	0%	15%	0%	0%	0%	0%	0%	14%	1%	0%
SFMTA Board of Directors Meet.	2%	2%	0%	3%	0%	0%	0%	0%	0%	33%	0%	0%	0%	0%	2%	3%
Other	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

**Table 3: Source of Information about SFMTA Services by Income and Ethnicity**

Source: SFMTA Public Participation Survey, 2019.

Source of Information	Total	Income		Ethnicity						
		Low-Income	High-Income	African-American	Asian	Latino	White	Native American	Pacific Islander	Other/NA
Signs in vehicles, stations, and bus shelters	61%	49%	52%	51%	55%	61%	70%	42%	67%	63%
SFMTA website	58%	49%	47%	49%	56%	53%	62%	58%	50%	59%
Social media posts	42%	35%	35%	33%	36%	56%	44%	25%	33%	47%
Maps in vehicles, stations, and bus shelters	35%	31%	30%	29%	31%	39%	42%	25%	17%	38%
Email communications	27%	20%	24%	24%	20%	27%	36%	25%	33%	21%
Text message updates	24%	20%	21%	44%	23%	27%	26%	58%	33%	32%
Friends and family members	20%	30%	15%	18%	29%	17%	18%	17%	8%	19%
SF's 311 Customer Service Ctr	8%	11%	6%	4%	3%	3%	1%	0%	8%	3%
Radio or television ads	4%	6%	3%	13%	7%	4%	2%	8%	0%	4%
Mailers	4%	5%	3%	4%	5%	2%	4%	0%	8%	4%
SFMTA meetings in my community	4%	3%	3%	2%	3%	4%	5%	8%	8%	7%
Newspaper ads	3%	5%	2%	2%	6%	2%	2%	0%	8%	4%
Brochures	3%	6%	2%	9%	4%	2%	3%	17%	0%	4%
Ambassadors doing outreach	3%	4%	2%	15%	2%	3%	3%	17%	0%	5%
Community or faith-based orgs	3%	4%	2%	2%	5%	5%	3%	0%	0%	2%
Meeting notices	3%	2%	3%	2%	1%	1%	5%	8%	0%	7%
Muni's Customer Service Center	2%	4%	1%	4%	3%	3%	1%	0%	8%	3%
SFMTA Board of Directors Meet.	2%	2%	1%	4%	0%	2%	2%	0%	0%	4%
Other	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%

**Table 4: Comment Sharing Preference by English Proficiency and by Native Language**

Source: SFMTA Public Participation Survey, 2019.

Comment Sharing Preference	Total	English Proficiency		Language												
		Prof.	Not Prof.	Spanish	Cantonese	Mandarin	Filipino	Russian	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
Submitting a written comment after the meeting	62%	63%	57%	56%	46%	30%	56%	55%	64%	33%	67%	80%	33%	0%	56%	39%
Submitting a written comment during the meeting	49%	50%	41%	59%	52%	70%	89%	65%	86%	33%	50%	40%	67%	86%	70%	69%
Speaking publicly	36%	35%	35%	51%	45%	53%	33%	30%	21%	67%	50%	80%	67%	14%	38%	28%
Submitting comment through another person	11%	11%	13%	12%	26%	30%	11%	10%	21%	0%	0%	0%	33%	14%	10%	17%
Other	62%	2%	35%	5%	1%	7%	0%	10%	0%	0%	0%	0%	0%	0%	5%	8%

**Table 5: Comment Sharing Preference by Income and Ethnicity**

Source: SFMTA Public Participation Survey, 2019.

Comment Sharing Preference	Total	Income		Ethnicity								
		Low-Income	High-Income	African-American	Asian	Latino	White	Native American	Pacific Islander	Mixed Race	Other	
Submitting a written comment after the meeting	62%	62%	57%	62%	68%	63%	68%	67%	67%	66%	66%	
Submitting a written comment during the meeting	49%	45%	46%	44%	53%	63%	52%	50%	67%	59%	52%	
Speaking publicly	36%	32%	34%	58%	33%	43%	40%	42%	67%	38%	54%	
Submitting comment through another person	11%	12%	10%	11%	18%	11%	9%	0%	8%	13%	9%	
Other	4%	11%	1%	0%	2%	3%	5%	8%	8%	5%	9%	

**Table 6: Source of Information about SFMTA/MUNI Meetings by English Proficiency and by Native Language**

Source: SFMTA Public Participation Survey, 2019.

Source of Information	Total	English Proficiency		Language												
		Prof.	Not Prof.	Spanish	Cantonese	Mandarin	Filipino	Russian	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
None/No info about SFMTA	36%	39%	10%	32%	15%	30%	44%	15%	36%	0%	50%	40%	33%	14%	41%	28%
SFMTA website	29%	30%	32%	39%	38%	33%	44%	55%	14%	33%	17%	40%	33%	71%	28%	25%
Social media posts	20%	22%	13%	25%	17%	13%	0%	25%	21%	100%	0%	40%	0%	14%	21%	33%
Signs in vehicles, stations	18%	18%	39%	17%	30%	33%	33%	15%	21%	0%	17%	20%	0%	0%	18%	19%
Email communications	18%	20%	6%	19%	10%	13%	0%	10%	21%	67%	0%	0%	33%	0%	21%	19%
Friends and family members	8%	7%	37%	3%	28%	17%	0%	5%	7%	67%	0%	0%	0%	0%	6%	6%
Text-based updates	7%	8%	4%	5%	7%	0%	22%	35%	0%	33%	0%	0%	0%	0%	7%	11%
Meeting notices	5%	6%	0%	7%	1%	0%	11%	0%	0%	33%	17%	0%	0%	0%	7%	3%
Mailers	5%	6%	6%	7%	6%	0%	33%	0%	7%	33%	0%	0%	0%	0%	6%	0%
Community or faith-based orgs	4%	4%	20%	8%	14%	7%	0%	0%	0%	33%	17%	0%	0%	0%	4%	3%
Newspaper ads	3%	3%	19%	2%	14%	17%	0%	5%	0%	33%	0%	0%	0%	0%	3%	0%
Radio or television ads	3%	3%	20%	5%	13%	13%	11%	5%	0%	0%	0%	0%	0%	0%	2%	3%
SF's 311 Customer Service Ctr	2%	2%	4%	2%	5%	0%	11%	5%	0%	0%	0%	0%	0%	0%	2%	3%
Text-based updates	7%	8%	4%	5%	7%	0%	22%	35%	0%	33%	0%	0%	0%	0%	7%	11%
Brochures	2%	2%	3%	5%	3%	10%	0%	15%	0%	33%	0%	0%	0%	14%	1%	6%
Muni's Customer Service Ctr	1%	1%	5%	2%	5%	3%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%
Ambassadors doing outreach	2%	2%	4%	2%	3%	3%	0%	5%	0%	0%	0%	0%	0%	0%	2%	0%
SFMTA/Muni Board of Dir meets.	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%

**Table 7: Source of Information about SFMTA/MUNI Meetings by Income and Ethnicity**

Source: SFMTA Public Participation Survey, 2019.

Source of Information	Total	Income		Ethnicity							
		Low-Income	High-Income	African-American	Asian	Latino	White	Native American	Pacific Islander	Mixed Race	Other
<b>None/No info about SFMTA</b>	36%	26%	32%	24%	30%	36%	41%	25%	25%	52%	38%
<b>SFMTA website</b>	29%	37%	23%	31%	34%	33%	27%	25%	50%	26%	36%
<b>Social media posts</b>	20%	23%	17%	22%	20%	29%	21%	25%	25%	16%	29%
<b>Email communications</b>	18%	13%	16%	22%	14%	10%	24%	17%	17%	15%	25%
<b>Signs in vehicles, stations</b>	18%	23%	15%	25%	23%	13%	18%	33%	8%	21%	16%
<b>Friends and family members</b>	8%	16%	5%	5%	15%	3%	5%	0%	0%	9%	11%
<b>Text-based updates</b>	7%	10%	5%	5%	7%	6%	7%	17%	17%	12%	11%
<b>Mailers</b>	5%	6%	5%	7%	6%	4%	6%	0%	8%	7%	5%
<b>Meeting notices</b>	5%	3%	5%	5%	3%	3%	7%	17%	0%	9%	9%
<b>Community or faith-based orgs</b>	4%	7%	4%	9%	6%	4%	4%	0%	8%	4%	4%
<b>Newspaper ads</b>	3%	10%	2%	0%	7%	2%	3%	0%	0%	4%	4%
<b>Other</b>	3%	8%	2%	0%	2%	3%	4%	0%	0%	1%	7%
<b>Radio or television ads</b>	3%	8%	2%	7%	6%	6%	1%	0%	8%	4%	2%
<b>Ambassadors doing outreach</b>	2%	4%	1%	7%	2%	2%	1%	0%	0%	4%	2%
<b>Brochures</b>	2%	5%	1%	4%	3%	3%	1%	0%	0%	2%	2%
<b>SF's 311 Customer Service Ctr</b>	2%	4%	1%	11%	2%	2%	2%	0%	0%	2%	5%
<b>Muni's Customer Service Ctr</b>	1%	3%	0%	2%	2%	2%	0%	0%	0%	2%	2%
<b>SFMTA/Muni Board of Dir meets.</b>	1%	1%	1%	0%	0%	1%	1%	0%	0%	4%	2%



**Table 8: Topics Encouraging Attendance at SFMTA/MUNI Meetings by English Proficiency and by Native Language**

Source: SFMTA Public Participation Survey, 2019

Topics	Total	English Proficiency		Language												
		Prof.	Not Prof.	Spanish	Chinese - Cantonese	Chinese - Mandarin	Russian	Tagalog	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
Service changes	70%	74%	70%	71%	72%	80%	56%	75%	71%	100%	83%	60%	67%	71%	75%	69%
Construction projects	46%	50%	32%	58%	43%	37%	56%	45%	36%	33%	50%	40%	33%	29%	50%	50%
Fare changes	44%	46%	67%	69%	74%	50%	78%	70%	79%	67%	50%	40%	67%	71%	41%	36%
Other	17%	14%	3%	13%	22%	5%	7%	0%	0%	40%	0%	14%	21%	14%	14%	3%

**Table 9: Easiest Way to Provide Feedback to SFMTA/MUNI by English Proficiency and by Native Language**

Source: SFMTA Public Participation Survey, 2019.

Feedback Method	Total	English Proficiency		Language												
		Prof.	Not Prof.	Spanish	Cantonese	Mandarin	Filipino	Russian	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
On the SFMTA website	58%	60%	41%	61%	50%	43%	78%	50%	57%	67%	67%	80%	100%	100%	60%	61%
Calling SFs 311 Customer Ctr	13%	12%	28%	10%	24%	20%	0%	25%	7%	33%	0%	0%	0%	0%	12%	6%
Other*	20%	21%	3%	19%	5%	20%	22%	15%	36%	0%	17%	20%	0%	0%	22%	28%
Contacting your District Supvr	3%	3%	1%	2%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%
SFMTA meeting in my community	2%	2%	10%	5%	6%	10%	0%	5%	0%	0%	17%	0%	0%	0%	1%	6%
Visiting Muni's Customer Ctr	1%	1%	5%	0%	4%	0%	0%	5%	7%	0%	0%	0%	0%	0%	0%	0%
Through your community/faith	2%	1%	13%	3%	9%	7%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%

\*Of "Other" responses, many reference Twitter and other social media platforms

**Table 10: Easiest Way to Provide Feedback to SFMTA/MUNI by Income and Ethnicity**

Source: SFMTA Public Participation Survey, 2019.

Feedback Method	Total	Income		Ethnicity							
		Low-Income	High-Income	African-American	Asian	Latino	White	Native American	Pacific Islander	Mixed Race	Other
On the SFMTA website	58%	58%	59%	51%	62%	60%	57%	67%	42%	61%	55%
Calling SFs 311 Customer Ctr	13%	18%	13%	24%	15%	10%	12%	8%	17%	13%	14%
Other	20%	12%	21%	18%	11%	19%	26%	17%	33%	19%	20%
SFMTA meeting in my community	3%	3%	2%	0%	4%	4%	2%	8%	0%	2%	4%
Contacting your District Supvr	2%	1%	2%	2%	1%	2%	3%	0%	0%	2%	5%
Visiting Muni's Customer Ctr	1%	4%	1%	0%	3%	1%	0%	0%	0%	2%	2%
Through your community/faith	1%	4%	1%	5%	4%	2%	1%	0%	8%	1%	0%

**Table 11: Topics Encouraging Attendance at SFMTA/MUNI Meetings by Income and Ethnicity**

Source: SFMTA Public Participation Survey, 2019

Topics	Total	Income		Ethnicity							
		Low-Income	High-Income	African-American	Asian	Latino	White	Native American	Pacific Islander	Mixed Race	Other
Service changes	70%	74%	74%	78%	74%	67%	74%	58%	67%	69%	0%
Construction projects	46%	40%	51%	38%	43%	52%	51%	50%	33%	51%	0%
Fare changes	44%	72%	43%	53%	61%	60%	32%	67%	50%	58%	0%
Other	17%	9%	19%	16%	9%	10%	24%	50%	33%	17%	0%

**Table 12: Motivators to Attend SFMTA Meetings by Native Language**

Source: SFMTA Public Participation Survey, 2019.

Motivators	Total	Language												
		Spani sh	Canto nese	Mand arin	Filipin o	Russia n	Vietn amese	Arabi c	Frenc h	Korea n	Thai	Japan ese	Englis h	Other
<b>Convenient time of day</b>	73%	78%	44%	63%	78%	60%	79%	100%	83%	60%	33%	57%	84%	69%
<b>Meeting location close to transit</b>	60%	54%	52%	50%	56%	70%	29%	100%	67%	60%	100%	86%	66%	67%
<b>Advance notice</b>	52%	49%	44%	67%	78%	55%	57%	67%	33%	60%	100%	29%	59%	44%
<b>Convenient day of week</b>	44%	37%	42%	50%	78%	55%	64%	33%	50%	40%	33%	57%	47%	53%
<b>Adequate parking</b>	14%	17%	29%	27%	22%	20%	14%	0%	17%	40%	0%	29%	12%	19%
<b>Food</b>	14%	17%	22%	23%	0%	20%	29%	0%	0%	0%	33%	14%	13%	19%
<b>Other</b>	8%	5%	5%	7%	11%	0%	7%	0%	0%	20%	0%	0%	9%	14%
<b>Language assistance</b>	6%	20%	38%	30%	0%	15%	29%	0%	17%	20%	0%	14%	1%	6%
<b>Childcare</b>	5%	15%	18%	17%	11%	10%	0%	0%	33%	0%	0%	0%	3%	6%
<b>Accommodations for disabled</b>	4%	2%	2%	3%	0%	10%	14%	0%	0%	0%	0%	0%	4%	3%

**Table 13: Motivators to Attend SFMTA Meetings by Income and Ethnicity**

Source: SFMTA Public Participation Survey, 2019.

Motivators	Total	Income		Ethnicity							
		Low-Income	High-Income	African-American	Asian	Latino	White	Native American	Pacific Islander	Mixed Race	Other
Convenient time of day	73%	56%	82%	69%	66%	80%	88%	83%	83%	76%	71%
Meeting loc close to transit	60%	62%	66%	71%	60%	67%	67%	67%	50%	65%	63%
Advance notice	52%	48%	58%	55%	48%	46%	62%	42%	67%	58%	70%
Convenient day of week	44%	46%	47%	47%	50%	40%	47%	33%	42%	42%	50%
Adequate parking	14%	21%	14%	16%	23%	14%	10%	42%	25%	13%	11%
Food	14%	24%	14%	20%	21%	21%	10%	17%	8%	20%	13%
Other	8%	4%	9%	2%	6%	4%	10%	8%	17%	16%	7%
Language assistance	6%	20%	4%	4%	17%	11%	1%	0%	0%	3%	2%
Childcare	5%	13%	3%	11%	9%	11%	3%	8%	0%	1%	5%
Accommodations for disabled	4%	8%	3%	5%	2%	4%	4%	0%	8%	7%	9%

**Table 14: Preferred Ways to Receive Information at SFMTA Meetings by Income and Ethnicity**

Source: SFMTA Public Participation Survey, 2019

Preferred Ways Receive Mtg Info	Total	Income		Ethnicity							
		Low-Income	High-Income	African-American	Asian	Latino	White	Native American	Pacific Islander	Mixed Race	Other
Graphics	76%	77%	83%	67%	82%	75%	84%	75%	75%	83%	77%
Handouts	62%	65%	68%	76%	67%	63%	65%	83%	67%	74%	68%
PowerPoint Presentation	53%	58%	59%	50%	55%	43%	54%	65%	52%	27%	44%
Project briefings	42%	35%	47%	35%	38%	44%	52%	42%	33%	35%	41%
Information stations	32%	42%	33%	42%	38%	35%	30%	50%	50%	43%	43%
Other	8%	6%	9%	7%	5%	9%	10%	8%	17%	6%	21%

## Appendix C: 2019 LEP Survey Outreach Summary

ORGANIZATION	ADDRESS	CONTACT/COMMUNITY LEADER	TELEPHONE	LANGUAGE	SURVEYS DROPPED OFF	SURVEYS COLLECTED
<b>30th Street Senior Services</b>	225 30th Street, San Francisco, CA	Valorie Villela	(415) 550-2211	Spanish	50 Chinese 50 Spanish 50 Tagalog	18 Spanish 3 English
<b>Acción Latina</b>	2958 24th St, San Francisco, CA 94110	Josué Rojas	415-648-1045	Spanish		
<b>Alliance Française de San Francisco</b>	1345 Bush Street, San Francisco, CA 94109	Noemi	415-775-7755	French	20 French	None
<b>AlSabeel Masjid Noor Al-Islam</b>	118 Jones St, San Francisco, CA 94102	Mohammad Allababidi  Gehad	415-292-9709	Arabic	20 Arabic	14 Arabic
<b>APA Family Support Services</b>	10 Nottingham Pl, San Francisco, CA 94133	Jack Siu	415-617-0061 ext. 119	Chinese	50 Chinese 50 Spanish 15 English	16 Chinese
<b>Arab American Grocers Association</b>	2 Plaza Street, San Francisco, CA 94116	Miriam Zouzounis	650-207-6921	Arabic		
<b>Arab Cultural and Community Center</b>	2 Plaza St, San Francisco, CA 94116	Rami Aweti	415-664-2200	Arabic		
<b>Arab Resource &amp; Organizing Center</b>	522 Valencia St, San Francisco, CA 94110	Omar Ali	415-861-7444	Arabic	20 Arabic	5 Arabic
<b>Asian Family Support Center</b>	2327 Clement Street	Cheryl	415-221-5783	Chinese		
<b>Asian Law Caucus</b>	55 Columbus Ave.	Aarti Kohli	415-848-1701 x 113	Multi		
<b>Asian Pacific American Community Center</b>	2442 Bayshore Blvd San Francisco CA	Rex Tabora	415-587-2689	Multi		
<b>Bayanihan Community Center</b>	1010 Mission St, San Francisco, CA 94103	Bernadette Borja Sy	415-348-8042	Tagalog	90 Tagalog 20 Russian 60 Chinese 40 Spanish	27 Tagalog 7 Chinese 1 Vietnamese 5 English

<b>Bayview Merchants Association</b>	3801 3rd Street, Suite 1068, San Francisco, CA 94124	La Shon Walker	415-647-3728 x404	Multi		
<b>Bayview Multipurpose Senior Center</b>	1250 La Salle Ave. San Francisco CA	Raenika Butler	415-826-4774	Multi		
<b>Beacon: Mission Beacon Center at Everett Middle School</b>	450 Church St, San Francisco, CA 94114	Marco Durazo	(415) 864-5205	Spanish		
<b>Beacon: OMI/Excelsior Beacon Center at James Denman Middle School</b>	241 Oneida Ave, San Francisco, CA 94112	Joni Tam Chu	415-406-1290	Spanish		
<b>Beacon: Sunset Neighborhood Beacon Center at A.P. Giannini Middle School</b>	3151 Ortega St, San Francisco, CA 94122	Annie Ma	415-741-4310	Chinese		
<b>Beacon: Visitacion Valley Beacon Center at Visitacion Valley Middle School</b>	450 Raymond Ave, San Francisco, CA 94134	Bien-Elize Roque-Nido	415-294-1942	Spanish		
<b>Bernal Heights Neighborhood Center</b>	515 Cortland Avenue, San Francisco, CA 94110	Gina Dacus	415-206-2140	multi		
<b>Bernal Heights Neighborhood Center: Excelsior Senior Center</b>	4468 Mission Street, San Francisco, CA	Lea Tamayo	415-206-2140 x174	Spanish	30 Spanish 30 Tagalog	19 Chinese 1 Tagalog 4 Spanish
<b>Calle 24 Merchants and Neighbors Association</b>	3250 24th St, San Francisco, CA 94110	Erick Arguello		Spanish		
<b>Cameron House</b>	920 Sacramento St, San Francisco CA	May Leong	415-781-0401 x 135	Chinese		
<b>Causa Justa :: Just Cause/POWER</b>	2145 Keith St, San Francisco 94124	María Poblet	510-763-5877 ext. 306	Spanish		
<b>CCDC: 9th Avenue Terraces</b>	289 9th Avenue, San Francisco, CA 94118	Phil Chin	415-981-7119	Multi		

<b>Centro Latino de SF</b>	1656 15th St, San Francisco, CA 94103	Gloria Bonilla	415-861-8168	Spanish		
<b>Charity Cultural Services Center</b>	731-747 Commercial St, San Francisco, CA 94108	Cecilia Liang	415-989-8224x108	Chinese		
<b>Chinatown Community Development Center (CCDC)</b>	1525 Grant Ave, San Francisco, CA 94133	Gordon Chin	415-984-1450	Chinese		
<b>Chinatown Community Housing Corporation</b>	Merged with the Chinatown Resource Center to become CCDC					
<b>Chinatown Merchants Association</b>	667 Grant Ave, San Francisco, CA 94108	Eva Lee	415-963-2362	Chinese		
<b>Chinese American Citizens Alliance</b>	1044 Stockton Street, San Francisco, CA		(415) 434-2222	Chinese		
<b>Chinese American Voters Education Committee</b>	1900 Noriega St, San Francisco, CA 94122	David Lee	415-397-6068	Chinese		
<b>Chinese Chamber of Commerce</b>	730 Sacramento St, San Francisco, CA 94108		415-982-3000			
<b>Chinese Cultural Center</b>	750 Kearny St #3, San Francisco, CA 94108	Mabel Teng	415-986-1822	Chinese		
<b>Chinese for Affirmative Action</b>	17 Walter U Lum Pl, San Francisco, CA 94108	Vincent Pan	415-274-6750	Chinese		
<b>Chinese Newcomers Service Center</b>	777 Stockton St # 104, San Francisco, CA 94108	George Chan	415-421-2111	Chinese		
<b>Chinese Progressive Association (Immigrant Power for Environmental Health and Justice with PODER)</b>	1042 Grant Ave, San Francisco, CA 94133	Alex T. Tom	415-391-6986 x 110	Chinese		
<b>Coleman Advocates</b>	459 Vienna St, San Francisco, CA 94112	Neva Walker	415-239-0161	Multi	30 Spanish	None
<b>Community Youth Center (CYC) - Bayview</b>	4438 Third Street San Francisco, CA 94124		415-550-1151	Multi		

<b>Community Youth Center (CYC) - Chinatown</b>	1038 Post Street San Francisco, CA 94109		415-775-2636	Chinese		
<b>Community Youth Center (CYC) - Richmond</b>	319 Sixth Avenue, Suite 201 San Francisco, CA 94118	Henry Ha	415-752 -9675	Chinese		
<b>Dhammaram Temple</b>	2645 Lincoln Way, San Francisco, CA 94122	Phra Nuttapanyo	415-753-0857	Thai	30 Thai	23 Thai
<b>Españoles en el Area de la Bahia de SF (La asociacion de españoles de silicon valley?)</b>						
<b>Excelsior Action Group</b>	35 San Juan Ave, San Francisco, CA 94112	Stephanie Cajina	415-585-0110	Spanish		
<b>Filipino American Chamber of Commerce</b>	113 Kestrel Court, Brisbane, CA 94005	Vic Barrios	408-283-0833	Tagalog		
<b>Filipino American Development Foundation</b>	1010 Mission St, San Francisco, CA 94103	MC	415-348-8042	Tagalog		
<b>Filipino Community Center</b>	4681 Mission St, San Francisco, CA 94112	Terry Valen		Tagalog		
<b>French American Chamber of Commerce</b>	26 O'Farrell St #500, San Francisco, CA 94108	Sophie Woodville Ducom	415-442-4717	French		
<b>Gene Friend Recreation Center</b>	270 6th St, San Francisco, CA 94103	Cadi Poile	415-964-9738	Multi		
<b>Golden Gate Park Senior Center</b>	6101 Fulton St, San Francisco, CA 94121	Victor Lee	415-666-7015	Chinese	80 Chinese 20 Russian 20 Spanish	14 Chinese 2 English
<b>Golden Gate Senior Services Richmond Senior Center</b>	6221 Geary Boulevard, 3rd Floor, San Francisco, CA 94121	Kaleda Walling	415-405-4660			
<b>Hispanic Chamber of Commerce</b>	3597 Mission St, San Francisco, 94110	Carlos Solórzano-Cuadra	415-735-6120	Spanish		
<b>Hunters Point Family</b>	1800 Oakdale Ave., San Francisco, CA 94124	Lena Miller	415-822-8894	Multi		



<b>India Basin Neighborhood Association</b>	PO Box 880953, San Francisco, CA 94188	Sue Ellen Smith	415-308-8036	French		
<b>Japanese Chamber of Commerce</b>	1875 S Grant St # 760, San Mateo, CA 94402	Ken-ichi Sato	650-522-8500	Japanese		
<b>Japantown Merchants Association</b>	1610 Geary Boulevard, San Francisco, CA 94115	Richard Hashimoto	(415) 567-4573	Japanese		
<b>Japantown Steering Committee / Japantown Better Neighborhood Plan Organizing Committee / Japantown Taskforce Inc.</b>	1765 Sutter St, San Francisco, CA 94115	Steve Wertheim	415-558-6612	Japanese		
<b>Japantown Task Force</b>	1765 Sutter Street, 2nd Floor San Francisco, CA 94115	Robert Hamaguchi	415-346-1239	Japanese		
<b>Jewish Community Center of San Francisco Montefiore Senior Center</b>	3200 California Street, San Francisco, CA	Aaron Rosenthal	415-292-1200	Chinese		
<b>Jewish Family and Children's Services</b>	2150 Post Street, San Francisco CA	Masha Gutkin	415-449-1200	Russian		
<b>Kimochi</b>	1715 Buchanan St, San Francisco, CA 94115	Steve Nakajo	415-931-2294 ext. 110	Japanese	50 Chinese 50 Korean 50 Japanese	13 Japanese
<b>Korean American Community Center</b>	745 Buchannan Street, San Francisco CA	Thomas W. Kim	415-252-1346	Korean	30 Korean	21 Korean 1 English
<b>Korean Center</b>	1362 Post St., San Francisco, CA 94109	Kim Brown	415-441-1881			
<b>La Raza Community Resource Center</b>	474 Valencia St # 100, San Francisco, CA 94103	Melba Maldonado		Spanish		
<b>La Red Latina</b>	333 Valencia Street, Suite 450, San Francisco, CA 94110		415-864-4722	Spanish		

<b>Lycee Francais</b>	1201 Ortega St, San Francisco, CA 94122	Philippe Legendre	415-661-5232	Multi		
<b>MEDA</b>	2301 Mission St #301, San Francisco, CA 94110	Luis Granados	415-282-3334 ext 111	Spanish		
<b>Mercy Housing</b>	225 Berry Street	Eric Thompson	415-896-2025 X 17	Multi		
<b>Mission Cultural Center</b>	2868 Mission St, San Francisco, CA 94110	Francisco Gomez Jennie E.	415-821-1155	Spanish	50 Spanish	15 Spanish
<b>Mission Hiring Hall</b>	1048 Folsom Street	Don Marcos	415-626-1919			
<b>Mission Merchants</b>	3240 21st St, San Francisco, CA 94110	Phillip Lesser	415-979-4171	Spanish		
<b>Mission Neighborhood Centers</b>	362 Capp St, San Francisco, CA 94110	Santiago Ruiz	415-206-7752	Spanish		
<b>Mission Neighborhood Centers – Precita Center</b>	534 Precita Ave, San Francisco, CA 94110	Santiago Ruiz	415-206-7752	Spanish		
<b>Mission YMCA</b>	4080 Mission St, San Francisco, CA 94112	Marissa Cowan	415-452-7576	Spanish	50 Spanish 30 Chinese 30 Russian	2 Spanish 2 Chinese 1 Russian
<b>MUA (Mujeres Unidas y Activas) San Francisco</b>	3543 18th St #3, San Francisco, CA 94110	Ariana Nafarrate	451-621-8140x312	Spanish		
<b>Neighborhood Jobs Initiative</b>	1323 Evans St San Francisco CA	Angelo King	(415) 355-3709	Multi		
<b>OMI Senior Center</b>	65 Beverly Street, San Francisco, CA 94132	Jilma Meneses	415-334-5550			
<b>On Lok, Inc.</b>	1333 Bush Street, San Francisco, CA 94109	Grace Li	415-292-8888	Multi		
<b>People Organizing to Demand Environmental and Economic Rights (PODER)</b>	474 Valencia Street, #125, San Francisco, CA 94103	Jacqueline Gutierrez	415-431-4210	Spanish		

<b>Portola Family Connections</b>	2565 San Bruno Ave, San Francisco, CA 94134	Maryann Flemming	415-715-6746	Spanish		
<b>Renaissance Entrepreneurship Center</b>	275 5th Street San Francisco CA	Kareen Boncales	415-348-6227	Multi		
<b>Richmond Community Center</b>	251 18th Ave San Francisco, CA	Larry McNesby	415-666-7023	Multi		
<b>Richmond District Neighborhood Center</b>	600 32nd Ave # T3, San Francisco, CA 94121	Michelle Cusano	415-751-6600	Chinese		
<b>Richmond Senior Center</b>	6221 Geary Blvd #3, San Francisco, CA 94121	Kaleda Walling Winston	415-752-6444	Chinese	120 Chinese 40 Russian	31 Chinese 7 Russian 16 English
<b>Russian American Community Services</b>	300 Anza Street, San Francisco, CA 94118	Nick Buick	415-595-4644 (c)	Russian	90 Russian	14 Russian
<b>Russian Center of San Francisco</b>	2450 Sutter St, San Francisco, CA 94115	Zoia Choglokoff	415-921-7631	Russian		
<b>San Francisco Charity Cultural Services Center (SFCCSC)</b>	731 Commercial St, San Francisco, CA 94108	Alan Wong	415-989-8224	Multi		
<b>San Francisco Chinatown Library</b>	1135 Powell St, San Francisco, CA 94108	Sally Wong	415-355-2888	Chinese		
<b>San Francisco Immigrant Legal Education Network</b>	938 Valencia St, San Francisco, CA 94110	Marisela Esparza.	415-282-6209	Spanish	200 Chinese	174 Chinese
<b>Self Help for the Elderly - SEVERAL LOCATIONS</b>	731 Sansome Street, San Francisco, CA 94111	Anni Chung	(415) 677-7600	Chinese		
<b>South of Market Community Action Network (SOMCAN)</b>	1070 Howard Street, San Francisco, CA 94103	Angelica Cabande	(415) 255-7693	Tagalog		
<b>South of Market Health Center</b>	229 7th Street San Francisco CA	Charles Range, Director	415-503-6000	Multi	20 Chinese 10 English	None
<b>Southeast Asian Community Center</b>	875 O'Farrell St, San Francisco, CA 94109	Phillip Nguyen	415-885-2743 ext 107	Vietnamese + Thai		
<b>St. Boniface Catholic Church</b>				Multi		
<b>Sunset Neighborhood</b>	3925 Noriega St, San Francisco, CA 94122	Matt Pemberton	415-759-3690	Chinese		

<b>Beacon Center</b>						
<b>Thai Cultural Center</b>	310 Poplar Avenue, San Bruno, CA 94066		(650) 615-9528	Thai		
<b>The Women's Building</b>	3543 18th St #8, San Francisco, CA 94110	Teresa Mejia	415-431-1180 ext 12	Spanish		
<b>Veterans Equity Center</b>	1010 Mission Street, San Francisco, CA 94103	Luisa M Antonio	(415) 255-2347	Tagalog		
<b>Vietnamese Community Center of San Francisco</b>	766 Geary St, San Francisco, CA 94109	Thuy Doan	415-351-1038	Vietnamese		
<b>Vietnamese Family Services Center</b>	875 O'Farrell St. #103, San Francisco, CA 94109	Jimmy Hua	415-674-6820	Vietnamese		
<b>Vietnamese Youth Development Center (VYDC)</b>	166 Eddy St, San Francisco, CA 94102	Judy Young	415-771-2600	Vietnamese	20 Vietnamese	None
<b>Visitacion Valley Community Beacon Center</b>	450 Raymond Ave, San Francisco, CA	Erica	(415) 452-4907. 415-260-8774	Multi		
<b>Wikreate</b>	145 Vallejo St, San Francisco, CA 94111	Magdalena Gonzalez	(415) 362-0440	Spanish		
<b>WOMAN INC</b>	333 Valencia Street, Suite 450, San Francisco, CA 94103	Jil Zawisza	415-864-4777	Spanish	50 Spanish	5 Spanish
<b>YMCA Chinatown</b>	855 Sacramento St, San Francisco, CA 94108	Kari Lee	415-748-3555	Chinese	50 Chinese	45 Chinese
<b>Young Community Developers</b>	1715 Yosemite Ave, San Francisco, CA 94124	Andrea Smith	(415) 822-3491	Multi		

## Appendix D: POETS Stakeholder Feedback 2018

### INTRODUCTION

In 2015 SFMTA launched its Public Outreach and Engagement Team Strategy (POETS). The purpose of POETS is to ensure a consistent approach to outreach and engagement for all projects that impact the public. The POETS team has been implementing the strategy for the past three years.

In 2018 POETS will launch new requirements and resources for public outreach and engagement. As part of this process, we have listened carefully to our stakeholders. Over the past year, SFMTA staff have had many opportunities to hear feedback from the community about our agency's practices. Comments were received by our District Liaisons from individuals throughout the city, at community meetings for specific projects, and in input sessions with representatives of various stakeholder groups. We take this input seriously, and we have incorporated what we heard from the public into our expectations for planning and implementation at the project level.

This document summarizes the feedback we received over the past year about public outreach and engagement at SFMTA. In addition to comments from the community, we asked for input from merchant associations, advocacy organizations, neighborhood groups, our City partners and leaders. We organized the feedback according to five categories that helped us develop our requirements and guidance for public outreach and engagement:

- **Project Impacts**

What kinds of project impacts are you most concerned about?

- **Keeping You Informed**

What are the best ways to reach you and members of the community?

- **Public Participation**

How do you want to provide project input, and how can we ensure inclusive participation?

- **Community Partnerships**

How can we strengthen relationships and partnerships with the community?

- **Project Coordination**

How can we coordinate planning across projects and among City partners?

Below are major themes that emerged from the input we received from various sources, followed by a summary of comments, quotes and suggestions.

## **MAJOR THEMES**

1. SFMTA needs to build trust with the community through empathy, consistency, responsiveness and transparency.
2. Document the process of outreach and engagement and the comments received.
3. Close the feedback loop. Tell us what you did, and how our input affected the project.
4. Who are the stakeholders SFMTA is planning for, and how is input weighed?
5. Loss of parking is the impact of most concern to merchants and residents.
6. Delays, reroutes, and stop changes are the impacts of most concern to transit riders.
7. Provide information by District. What are all the projects and their impacts in the area?
8. Improve notification signage on the street: size, number, content, timing, location.
9. Emphasize human interaction. Build relationships and be responsive to phone calls.
10. It's all the City. Community members don't care about department distinctions.

## **STAKEHOLDER COMMENTS**

### **General Comments**

- Distrust of MTA. It comes from lack of transparency, lack of empathy, arrogance, inconsistent enforcement of mitigation agreements. There is a generational component (young planners need to learn how to talk to older residents and listen to their concerns).
- Who in the community is considered a stakeholder? Who should be? Are we planning for those who live here now or a future vision?
- How are different voices counted and weighed?

- The agency needs to have people with the right skills working with the community
- More human interaction, less phone tree, more real time responsiveness
- Need to hire more staff for outreach – trained professionals, not engineers/planners. Consultants should do specialized work, not run the meetings.
- What are the consequences of not complying with the POETS requirements?
- SF community is mistrustful, defensive, volatile, with negative voices at hearings
- Bicycle advocates have a trusting and deep relationship with MTA
- Staff needs to be sensitive about how much their projects affect the community
- When there's a management transition, there must be memory about commitments
- Remember that community members are not paid to participate
- Give people a chance to talk at meetings
- Don't shame people publicly
- Know the neighborhood – different approaches work better some places than others
- Transportation Network Companies and delivery services need parking zones that don't reduce customer parking
- Sunken planters are useless features. They take parking and you can fall into them.
- Bus Rapid Transit corridors should have a subway instead
- Where do parking fees go? Do they still go to an off-street parking fund?
- Look to the bike share roll out in NYC – inundation of info + documenting the process
- Need clear guidelines for Residential Parking Permits. Mixed use blocks need them.
- Please: no pilot programs for sliding scale meters, no meters on secondary streets

- Red bus lanes changed the dynamic with the community

## Project Impacts

- Loss of parking (permanent and/or during construction + inadequate notification)
- Transit impacts: delays (a big problem if you rely on transit for your job), stop removal, reroutes.
- Construction mitigation – use more viewing areas (vs. orange tape)
- There are direct, indirect and cumulative impacts. Consider them all in deciding the categories of stakeholders who should receive notification.
- Gentrification
- Mobility throughout neighborhoods

## Keeping You Informed

- Think District-wide and contextually. Have a website in different languages with maps showing all projects and timelines in the District. Are you planning for entire neighborhoods or block-by-block? What is the timing and interaction of projects?
- Street Notification: multiple large signs with large print, in line of sight for people of different heights, posted on opposite sides of the pole, before decisions are made
- Information by website. It is currently not up to date and inadequate: basic info, staff contact, how to provide input or appeal
- Document the outreach process and those you engaged
- Need a better distribution list by district; need to actively pursue opt-in, like Planning
- More human beings; face to face is best
- Need people on staff with cultural/linguistic competence, who understand specific communities and how to reach people. Takes more time but essential.



- Meet regularly with major stakeholders to keep them informed (monthly, quarterly, annually). Cover MTA functional areas, citywide overview, broader themes, major issues.
- Keep us informed during inactive periods. Don't come back after a year or more and assume anyone remembers your project or plan.
- Reach out to surrounding neighborhoods, not just those in the immediate vicinity. Legally required notifications are not always sufficient. Use common sense.
- 311: Use this more effectively. Have a timely, human response. It's frustrating now.
- GovDelivery email updates
- Use door hangers, mailers
- Use the weekend advisory
- Communicate route alternatives during disruptions through signage, bus alerts, etc.
- Information by text
- Information while you're on the bus or train
- Information in-person at pop-ups
- Phone calls
- "Take one" cards
- Put ads on apps that people use to get around
- Use organizations to reach the community
- Notices and handouts should be short and easy to read
- Lead with benefits before getting to the pain – like sales, know your audience
- Good recent outreach and use of committees to address issues during construction

- MTAB needs to be better informed about the public voices that aren't in the room at the public hearing. Staff should document the process and the comments received.
- Process of getting a public hearing notice has become too difficult
- Give more notification about service changes, closures, etc.
- Use more wayfinding signage
- Notification should say what you can do if you oppose a decision or action
- Reach out to people without Internet access – libraries, free newspapers, multilingual publications, etc.
- Reach out to renters as well as property owners
- Reach out to owners of businesses with drivers who deliver to the project neighborhood
- Mailers are not enough, especially to schools. Follow up in person to make sure people received and understood the notification.
- Take a programmatic approach to outreach. Be consistent across projects and over time.
- Acknowledge previous work that was done, even if years have passed since then

## **Public Participation**

- Close the feedback loop. How was public input used in the final project/plan?
- Document the process and those you reached out to. This provides accountability and protects staff and the agency in case of resistance to final decisions.
- Public hearing is not enough engagement. Agency needs to work with the community, be more proactive prior to the hearing. Engineering hearings are not at a convenient time (10am), and it doesn't seem like public input can have an influence at that point.
- Use visuals, physical installations and field trips to understand projects
- Use town halls or small group dialogue (where people speak) to balance open houses (where staff speak)

- Be transparent about SFMTA's contract relationships. When private entities perform services that impact the public (e.g., bus shelter design or cleaning), the public should be able to weigh in and it needs to be equitable. If MTA leases public property to private interests (TNCs, valets, car share, bike share, etc.) it can affect available parking.
- BOS aides need access to the SFMTA Board of Directors
- Be transparent about how much weight is put on input from different stakeholders
- Follow up with stakeholders about how decisions were made and input was weighed through an app
- No town halls, more open houses with engagement and public input
- Demonstrate what a new feature would look like, with staff riding on transit
- Record people's opinions on video, not just written comments or a survey
- Use listening booths
- Engage the media so they can interview participants and staff for a balanced story
- District Liaisons are good, but they need more authority to be able to take community concerns back to the agency and address them
- Use in-person pop-ups – opportunities to participate beyond meetings
- Use a project website to get public feedback, not just provide info
- Listen to the community in planning for residential parking permits – we have detailed knowledge and expertise on our neighborhoods
- Hold meetings after work hours
- Show current opportunities to participate on MTA projects at every MTA meeting
- Survey people at meetings – what is your input, how can we keep you informed, how do you prefer to participate?
- Don't necessarily need more outreach, but a more strategic approach with a clear timeline and safe spaces to give input
- Don't engage people too early because staff might not be ready, and it can draw out the process and drain people's energy

## Community Partnerships

- Real engagement, compassion, empathy is what people want
- Work with advocacy groups to build relationships and champions for projects
- Engage those who ride transit and bicycles. This is a missed opportunity to get more support for projects.
- Provide food and make it fun. Pancake breakfast.
- Major stakeholders should have more direct access to leadership

## Project Coordination

- Don't talk about the "City Family" – perception is you're taking care of your own
- Talk to us about all the projects that affect us at once, not project by project. How do they relate to one another, what are the impacts, how is mitigation coordinated?
- Approach the community with more plain speak, less bureaucratic and technical
- Coordinate with private developments in the neighborhood & be aware of their impacts
- Be transparent about how decisions that affect parking are made
- Empower MTA to work with other divisions and departments
- Overlapping projects in a neighborhood can cause problems and project delay

## Suggested Actions

- Continue doing outreach and using committees to address construction issues
- Send email by District asking for opt-in on various topics; tabling at stops to get opt-in
- Hold a Maintenance Summit – Bring the different agencies together to say how all the parts work together

- Come back to District Councils annually to follow up on projects and build relationships
- Hold an annual lunch session with Supervisor aides and MTA District Liaisons
- Consider community ambassadors – contract with CBOs and people who live in the community
- Consider an on-transit ambassador program to engage and support riders (involve fare inspectors)
- Create an internal document that guides decision making to minimize transit impacts. It outlines strategies and reasons for decisions. Examples: use existing rights of way, provide substitute buses, try to work on nights and weekends. Post the document on the website to help the public understand the process and what you're doing.
- Create a master list of stakeholders at the citywide, District and neighborhood level. Review the list in addition to those immediately impacted by a project. Some people/groups want to know everything that is happening, or most of what's happening in a given project category or geographic area. They should always be notified about certain kinds of projects (e.g., big corridor projects or major policy or fare changes).
- At every MTA meeting, have a piece of paper that shows upcoming public participation opportunities on this project. On the reverse, show opportunities to participate on other projects that might interest you. Always have a sign-in sheet and ask people how they want to stay informed.
- Hold an occasional public forum to address major MTA issues and themes. Let people talk about the topic, document their input and follow up with them. Report on major incidents and how they were addressed.
- Hold a monthly staff get together to make sure everyone is aware of agency-wide news and other projects that might affect theirs.
- Consider permit parking reserved for businesses and their employees
- Laminate posters for the rainy season

## Quotes

- “Nobody cares if it’s MTA or PUC or DPW. To us it’s the City. It doesn’t matter what agency.”
- “You need to have one Town Hall for every Open House.”
- “Face to face is best.”

- “We’re not paid to be at the meeting, but it is costing us.”
- “It’s the agency’s responsibility to put the right people with the right skills in front of the public.”
- “Whose time matters more – those in the neighborhood or those who ride through the neighborhood?”
- “Reduce the pain by having everyone talk to us at once, not project by project.”
- “You can’t expect engineers and planners to be savvy about public outreach. Some have the talent to work with the public, some do not. Some could be great with proper training.”
- “It feels like Urban Planning means building ON you instead of WITH you right now.”
- “Why ask for our feedback if you don’t use it?”
- “Take time to address impacts. Do it right, not quickly.”
- “Not having information is the worst. ‘There’s no service this week but we forgot to put up a sign.’”
- “We can’t plan for alternatives without good information.”
- “311 is great overall but the MTA piece seems broken.”
- “There are two types of MTA staff – those who are running away and those who are so focused on the opposition that they’re not thinking about the people who would benefit from the project and could be your champions.”
- “Reach out and listen to people, don’t just ‘educate’ them.”

# Appendix E

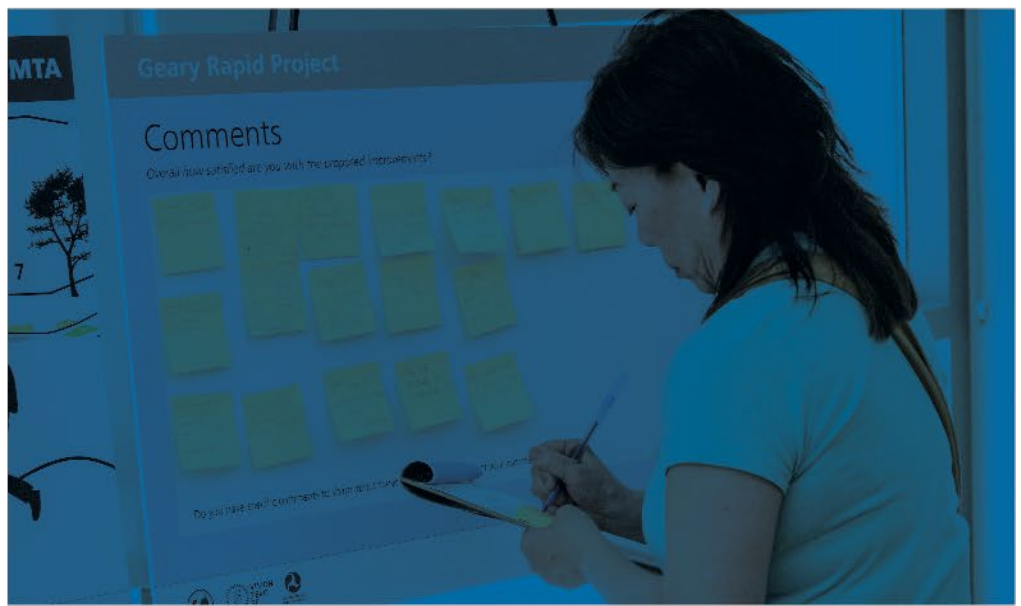
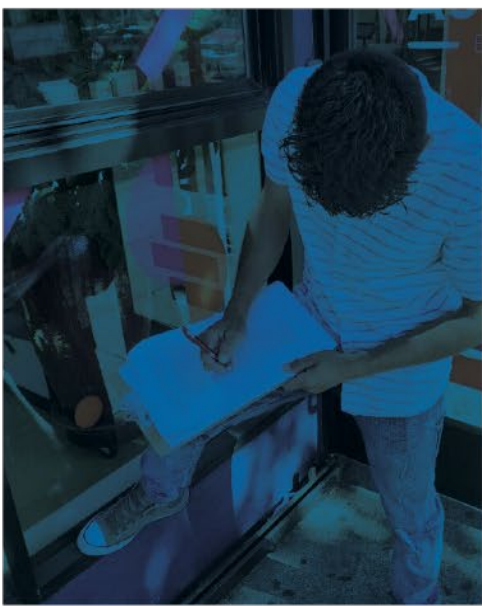
## Summary of Major Public Participation Activities

*See Appendix C of Public  
Participation Plan*

# Appendix F

## Language Assistance Plan





# Language Assistance Plan

2019



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# Executive Summary

The San Francisco Municipal Transportation Agency (SFMTA) 2019 Language Assistance Plan (LAP) was created with the aim of ensuring meaningful access to the benefits, services, information and other important components of its programs and activities for its Limited-English Proficient (LEP) customers. LEP individuals are those that have a limited ability to read, speak, write or understand English. The 2019 Language Assistance Plan serves as an update to the Agency's 2016 LAP.

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## Overview of the 2019 Language Assistance Plan

As a recipient of federal funds, the San Francisco Municipal Transportation Agency (SFMTA), which operates the Municipal Railway (Muni), is required to take reasonable steps to ensure meaningful access to its services and benefits for persons with limited-English proficiency (LEP). Federal regulations require that programs and activities normally provided in English must be accessible to individuals with limited-English proficiency, defined as a limited ability to speak, read, write, or understand English, in order to avoid discrimination on the basis of national origin, in violation of Title VI of the Civil Rights Act of 1964, as amended, and its implementing regulations.

To update the SFMTA's current Language Assistance Plan (LAP), as required, the SFMTA followed the Four-Factor Analysis set forth in FTA Circular 4702.1B. In addition, the SFMTA also followed the U.S. Department of Transportation's (DOT) LEP Guidance, published on December 14, 2005, which states that FTA recipients of grant funds document the steps undertaken to implement the U.S DOT LEP Guidance.

In accordance with the Title VI guidance provided by the U.S. Department of Transportation (DOT), the 2019 Language Assistance Plan includes an assessment of the following four factors:

1. The number or proportion of limited-English proficient persons eligible to be served or likely to be encountered by the SFMTA's program;
2. The frequency with which limited-English proficient persons come into contact with SFMTA's program;
3. The nature and importance of the program, activity or service provided by the program to people's lives
4. The resources available for limited-English proficient outreach, as well as the costs associated with that outreach.

The major findings of the Four-Factor Analysis are outlined below. Pursuant to FTA Circular 4702.1B, after completing the Four-Factor Analysis, recipients shall use the results of the analysis to help identify the limited-English proficient individuals who require language assistance and determine which language assistance services are appropriate. The degree to which language assistance is provided, and in what languages, is an outcome of the analysis of the four factors and is captured in Section VIII, Language Assistance Implementation Plan.

While recipients have “considerable flexibility” in developing a Language Assistance Plan, at a minimum it must include: (1) the results of the Four-Factor Analysis, including a description of the LEP populations served; (2) a description of how language assistance services are provided by language; (3) a description of how notice is provided to LEP individuals about the availability of language assistance; (4) the methods by which the plan is monitored, evaluated and updated; and, (5) how employees are trained to provide timely and reasonable language assistance to LEP populations.

As part of its Language Assistance Plan update, the SFMTA employed practices recommended by the FTA in its April 13, 2007 Handbook for Public Transportation Providers entitled “Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited-English Proficient (LEP) Persons.” As part of these recommended practices, SFMTA assessed data from multiple sources including U.S. Census and state and local data, telephonic interpretation service data, Q-Matic data, on-board ridership survey data, information collected through interviews with leaders of Community-Based Organizations (CBOs) that serve limited-English Proficient populations and data from SFMTA staff who work with limited-English proficient customers on a regular basis. The SFMTA also evaluated 2019 data, where applicable, in comparison to data gathered during 2016 in order to conduct trend analyses, which are noted throughout this report.

## **Factor 1: The number or proportion of LEP persons eligible to be served or likely to be encountered by the SFMTA’s program**

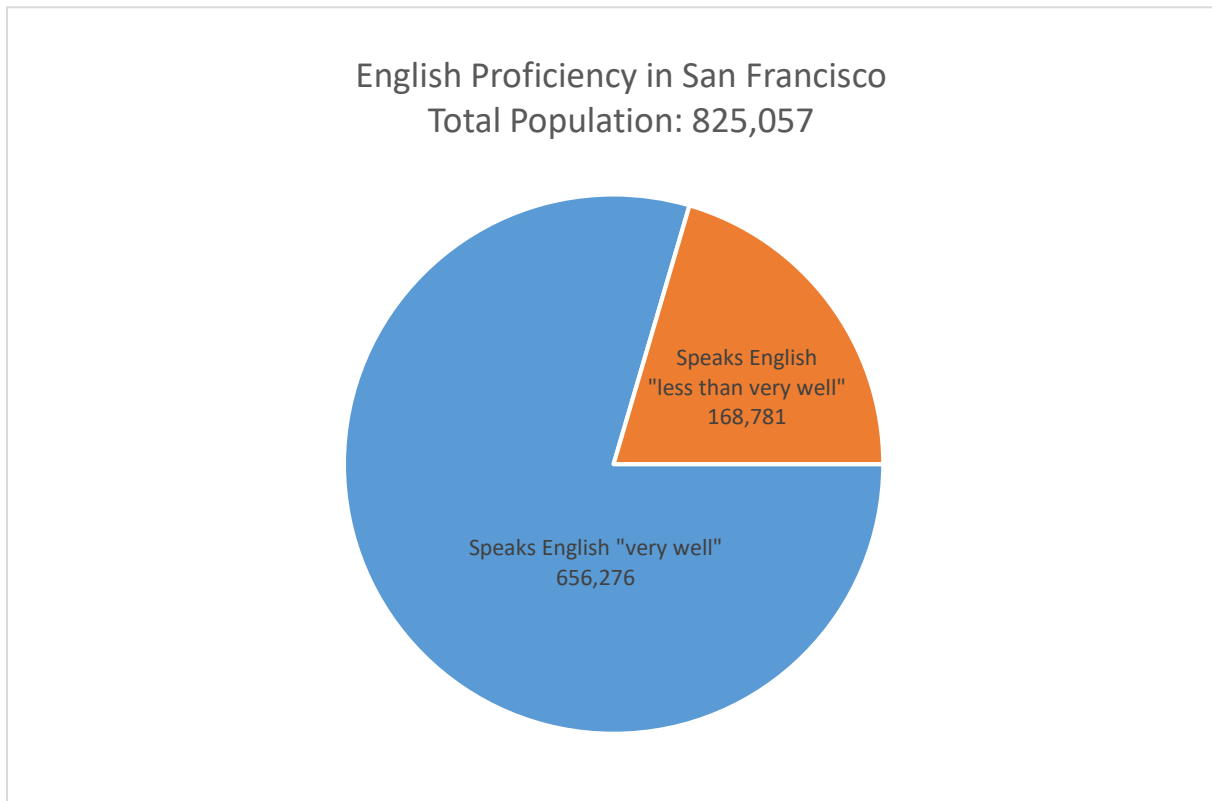
The USDOT requires transportation agencies to provide written translation of vital documents in languages for which there are over one thousand persons who are Limited English Proficient (LEP) within an agency’s service area. Factor One data and analysis focuses on the number and proportion of LEP persons in the SFMTA service area. This information is primarily driven by data from the U.S. Census Bureau American Community Survey, with secondary data from the California Department of Education Educational Demographic Office to support those findings or otherwise provide clarification.

The Safe Harbor Provision outlines the circumstances that can provide transit agencies a safe harbor regarding the translation of written materials for LEP populations. It stipulates that a grantee is in compliance if each eligible LEP language group has written translation of vital documents. Eligible LEP groups constitute 5% or 1,000 persons of the total population qualified to be served.

Following these guidelines, the SFMTA has identified 10 “Safe Harbor” languages, which remain unchanged from the 2016 LAP:

- Chinese
- Spanish

- Filipino
- Vietnamese
- Russian
- Korean
- Japanese
- Thai
- French
- Arabic



**Figure I-1-1: San Francisco Total and LEP Population Estimates**

Sources: 2013-2017 American Community Survey Dataset C16001: Language Spoken at Home for the Population 5 Years and Over

According to the 2013-2017 American Community Survey 5-Year estimates, the total population of San Francisco is 825,057 and the population of LEP persons—persons who identify as speaking English “less than very well”—is 168, 781, about one in five San Franciscans (20.46%). The LEP proportion of those who use public transportation for their commute is also about one-fifth. Chinese (including primarily Cantonese but also Mandarin) is the most widely spoken LEP language group in San Francisco, comprising just over half of LEP population; Spanish is the second-most widely spoken, comprising about a fifth. For the student population, those proportions are essentially reversed; about half of English Learners speak Spanish at home and a quarter speak either Cantonese or Mandarin. Federal guidance provides that the greater the number or proportion of LEP individuals from a language group, the more likely language services are

needed. In San Francisco, people who speak Cantonese and Spanish comprise about three-quarters of the LEP population. The remaining quarter—for both the general population and students—includes the following languages: Filipino, Russian, Vietnamese, Korean, Japanese, Thai, French and Arabic.

Highlights from other data sources examined include:

- Based on the 2017 Muni Systemwide On-Board Study, Spanish and Cantonese were the top languages spoken by Muni customers that reported speaking English less than “very well” – with close to three-quarters of respondents speaking one of these languages (43% and 34% respectively).
- CBO leaders stated that their LEP communities depend heavily on Muni and that the LEP populations served by these community-based organizations use Muni frequently to complete daily activities.
- Based on the 2019 SFMTA public contact employee survey responses, in a typical week, SFMTA staff interact with LEP customers multiple times. SFMTA staff engage with Chinese-speaking and Spanish-speaking customers most frequently.
- The most frequent requests for telephonic interpretation services were for assistance in Spanish and Cantonese.
- Requests for live customer service assistance in Spanish and Cantonese at the SFMTA’s Customer Service Center have stayed generally steady since 2016, with a slight increase in Spanish and slight decrease for Cantonese requests.

Federal guidance provides that the greater the number or proportion of LEP individuals from a particular language group served or encountered by a recipient’s program, the more likely language services are needed. Based on analysis of data sources, the language groups most frequently encountered by SFMTA’s programs and services are Chinese (Cantonese) and Spanish-speaking individuals; this finding is also supported by an analysis of the Census and English Learner data, as well as data gathered in other sections of this report. Beyond these two languages, the most frequent groups encountered include Russian, Vietnamese and Filipino (Tagalog)-speaking individuals, in different concentrations, based on data source.

It’s important to note that as a city department, the SFMTA must also comply with a local ordinance, the Language Access Ordinance, which requires all city departments to provide language assistance in languages spoken by 10,000 LEPs or more in order to ensure access to its programs, services and benefits. Spanish and Chinese (Cantonese) meet the 10,000 LEP person threshold; Filipino (Tagalog) was certified as an additional language based on previous ACS data indicating it met or exceeded the 10,000 persons threshold. As a result, the majority of translated materials are produced, at a minimum, in these three languages.

In addition to the five languages noted above, the five remaining languages spoken by 1,000 or more limited-English proficient individuals - Korean, Japanese, Thai, French and Arabic - will continue to serve as SFMTA’s “safe harbor” languages – the languages for vital document translation. Both written and oral language assistance is provided by the SFMTA in all 10 languages and in other languages, depending on circumstances and resources.

## **Factor 2: Determining the frequency with which Limited-English Proficient individuals come into contact with the SFMTA’s program, activity or service**

San Francisco’s approximately 169,000 Limited-English Proficient (LEP) individuals regularly commute to work on public transit, according to data from the U.S. Census data. More still depend on Muni for other daily

activities. LEP customers who participated in the Language Assistance Plan update use Muni frequently – more than half of LEP survey respondents (52%) indicated they ride Muni five times a week or more. Nearly nine out of ten LEP survey respondents (88%) ride Muni at least once per week.

Based on DOT LEP guidance and the SFMTA’s desire to conduct a comprehensive review of all LEPs who may come into contact with the SFMTA, a multiplicity of data sources was examined, such as requests for language assistance through customer service agents, frequency of contact with SFMTA’s public contact employees, telephonic interpretation services and foreign language web page views at SFMTA.com, all of which indicated a high frequency of contact between LEP individuals and SFMTA’s program and services. For example, one-in-five SFMTA staff members surveyed reported interacting with LEP customers “many times a day” and more than a third of staff (35%) say they interact with LEP customers on a daily basis. Requests for customer service assistance in Spanish and Cantonese at the SFMTA’s Customer Service Center changed slightly from prior years: there were 2,733 official requests for customer service assistance in Spanish between May 2018 - April 2019, up from 2,104 requests in the same period of 2015-2016. There were 2,746 requests in Cantonese, down slightly from 2,822 requests in 2016. In contrast, between 2012 and 2016, there was a three-fold increase for Spanish requests and five-fold increase for Cantonese requests. The languages with the highest frequency of contact among the sources listed varied to some degree, but the three most common languages were found to be Chinese (Cantonese), Spanish, and Filipino (Tagalog).

### **Factor 3: The nature and importance of SFMTA’s Program, Activity or Service to People’s lives**

The SFMTA used quantitative and qualitative research methods to identify how critical its primary program – providing transit service – and related activities and services is to people’s lives, specifically to SFMTA’s LEP customers, and to gather feedback on how current language assistance measures could be improved to provide better access given that the more important the program, the more frequent the contact and the likelihood that language services will be needed. Based on U.S. DOT guidance, interviews were conducted with leaders of community-based organizations (CBOs) who serve these populations. SFMTA also administered a survey for LEP customers to solicit direct user needs, characteristics, and communication preferences with SFMTA, the results of which were used to conduct a trend analysis with 2016 LEP survey results.

Research data shows that SFMTA’s primary program, providing transit, is of high importance to LEP Populations. Respondents who participated in the LEP Customer Survey consistently stated that they depend heavily on Muni to conduct important daily activities. CBO leaders identified access to public transportation as a primary need for LEP persons who rely on public transportation for mobility. LEP participants said that when they do not use public transportation provided by SFMTA, it is typically because they feel that SFMTA transit service does not go where they need it to, because they prefer to drive or because a language barrier is preventing them from accessing or using transit.

Primary data, both quantitative and qualitative, provided by LEP individuals, CBO leaders, and SFMTA staff show 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.

### **Factor 4: The resources available to the SFMTA for LEP outreach, as well as the costs associated with that outreach.**



Given the diversity of San Francisco’s population and Muni’s ridership, the SFMTA believes it is critical to provide both oral and written language assistance to LEP customers. In keeping with that belief, the SFMTA employs various methods, detailed throughout this Plan, to ensure meaningful access to its services for LEP customers and dedicates significant resources to providing language assistance and outreach to its LEP customers.

While exact totals can vary year to year depending on the various public outreach campaigns, capital programs and other agency activities that are being conducted, in general, on an annual basis, the SFMTA spends approximately \$880,000 - \$1M to support language assistance, which includes document translation and production costs: design, printing and mailing. 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. Approximately 200-500 general customer information documents are produced and distributed in languages other than English on an annual basis. Between 5,000-9,000 trilingual Customer Alerts are produced and posted on annual basis, providing information on transit and service changes. Also included in the \$1M are costs associated with language assistance provided in conjunction with our paratransit program; providing interpreters at public meetings, hearings and focus groups; administering multilingual surveys; providing telephonic and video interpretation assistance; utilizing bilingual community ambassadors for community outreach; running advertisements and legal notices in non-English newspapers and premiums paid to employees who use their bilingual or multilingual language skills in conducting their job duties.

### Language Assistance Implementation Plan

After completing the Four-Factor Analysis, the SFMTA assesses the results of the analysis to help identify the limited-English proficient individuals who require language assistance and determine which language assistance services are appropriate to ensure access to its programs and services.

SFMTA employs a wide variety of verbal and written language assistance services to help ensure that communications with LEP customers are accurate, timely, and appropriate. Many of these services were reported as familiar and in use by LEP customers and were consistent with practices recommended by CBO leaders. For these inquiries, similar results were received as compared to 2016 data results.

The 2019 analysis indicates that the SFMTA should continue providing language assistance, pursuant to SFMTA’s policies and guidelines, in the languages spoken by the top 10 limited-English proficiency groups in San Francisco. The results also indicated familiarity and usage of the top methods employed by the SFMTA to communicate with its LEP customers. Many of these language assistance services are described in the U.S. DOT guidance as “Promising Practices.” These include, but are not limited to:

- **Language Support Offices:** Many of the SFMTA’s public points of contact are staffed by bilingual and/or multilingual employees who provide direct language services or utilize other resources to provide language assistance.
- **Telephone-based interpretation:** The SFMTA administers a contract with a telephonic interpretation service to offer real-time interpretation services in over 100 languages; staff whose primary job function is to interact with the public have been trained on how to access this important resource. This important service is advertised through multilingual “I speak” signage at

public contact offices.

- **San Francisco’s Multilingual Telephone Customer Service Center:** SFMTA promotes the availability of free language assistance in Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, Thai, French and Arabic by directing customers to call 311, San Francisco’s multilingual Telephone Customer Service Center, which is open 24 hours a day, seven days a week, 365 days per year. This notice is included on numerous translated materials, signage, revenue maps, agency letterhead, and brochures and at the bottom of every page at SFMTA.com.
- **Use of Technology:** The SFMTA website, SFMTA.com, is a multi-language gateway that provides information in Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, Thai, French and Arabic.
- **Signage and Outreach Materials:** Signage at stations and on Muni vehicles is routinely posted in multiple languages and pictographs are used where feasible so that information is accessible to all customers, regardless of English proficiency and literacy levels. The SFMTA also places in-language notices and announcements in print and broadcast media serving San Francisco’s Limited-English Population in Chinese, Spanish, Russian and Vietnamese, as circumstances dictate and resources allow; and,
- **Liaisons with Local Community and Cultural Organizations:** As demonstrated in the primary research data conducted for this report, SFMTA staff work closely with community and cultural organizations throughout the city in order to better communicate with Limited-English Proficient individuals and will continue expanding its network.

The “most important” services provided by SFMTA that were identified by 2019 research participants included receiving in-language information regarding schedules, routes, and safety and security information. This is similar to findings from 2016 with the exception of fares and service changes – which participants expressed as “important” in 2016.

Continuing to produce, and potentially increase the availability of, multilingual information, particularly about service and route changes, as well as further expanding the SFMTA’s partnerships with CBOs serving LEP populations, also would increase accessibility to SFMTA’s programs and services for LEP customers. Feedback received does indicate, however, that the SFMTA could be even more effective in communicating important information to its LEP customers. In 2019, 41% of survey respondents answered language barriers on Muni are “very challenging” as compared to 36% in 2016. When survey respondents were asked why they didn’t take Muni, “information in English hard to understand” increased from 18% in 2016 to 25% in 2019. SFMTA will continue to analyze these results outside of this report and identify areas where language assistance can be further improved. Feedback was also received regarding familiarity with existing language assistance services; while many of the outreach methods currently used by SFMTA were familiar to LEP customers, continued promotion of these services is an important initiative.

Additional details on the SFMTA’s Language Assistance Implementation Plan can be found in Section VIII of this Plan, along with information on how notice is provided to LEP individuals about the availability of language assistance; how this plan will be reviewed and monitored; and language assistance training for employees.

# Section I: Introduction

Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d et seq., and its implementing regulations provide 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 otherwise be subjected to, discrimination under any program or activity that receives Federal financial assistance. The Supreme Court, in *Lau v. Nichols*, 414 U.S. 563 (1974), interpreted Title VI regulations to hold that Title VI prohibits conduct that has a disproportionate effect on Limited English Proficient (LEP) individuals because such conduct constitutes national origin discrimination.

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## Overview

In compliance with Title VI regulations and related Executive Orders, the United States Department of Transportation (DOT) published guidelines that direct recipients of its federal funds, like the SFMTA, to take responsible steps to ensure meaningful access to the benefits, services, information, and other important components of their programs and activities for Limited-English Proficient (LEP) customers and to have in

place a Language Assistance Plan to guide those efforts. LEP individuals are defined as those individuals who have a limited ability to read, speak, write or understand English.

Given the diversity of San Francisco's population and Muni's ridership, the San Francisco Municipal Transportation Agency (SFMTA) believes it is critical to provide language assistance to its customers.

place a Language Assistance Plan to guide those efforts. LEP individuals are defined as those individuals who have a limited ability to read, speak, write or understand English.

This Language Assistance Plan (LAP) is an update to the agency's current LAP and incorporates the U.S. Department of Transportation's guidance concerning the responsibilities of federal recipients to LEP individuals, as required. It includes the recommended Four-Factor Framework, identifies the primary LEP individuals who require language assistance, discusses verbal and written language assistance measures, training of staff and the methods by which notice of language assistance is provided to LEP customers. It also includes how this plan will be monitored and updated, as required.

The goal of the SFMTA's Language Assistance Plan is to provide language assistance to LEP customers in an effective manner to help ensure that its services are safe, reliable, convenient and accessible. The research conducted in the development of this plan reinforced a number of existing LEP outreach methods that customers have identified as important and effective means of communication. This input also indicated areas –

including types of information deemed most important by our customers – that can be improved to increase access to the benefits of SFMTA’s services.

## Agency Overview

Established by voter proposition in 1999, the SFMTA, a department of the City and County of San Francisco, operates the Municipal Railway (Muni), parking, traffic, bicycling, walking and taxis within the City and County of San Francisco. Across five modes of transit, Muni is the largest transit system in the Bay Area and provides 720,000 daily rides; 224 million rides per year; and, provides 3.1 million hours of transit service annually. Founded in 1912, Muni is one of the oldest transit systems in the world. The Muni fleet is unique and includes historic streetcars, renewable diesel and electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans, and the world-famous cable cars. Muni has 77 routes throughout the City and County San Francisco with all residents within a quarter mile of a transit stop. Muni provides service 24 hours a day, seven days a week.

## Research Methodology

Following U.S. DOT guidelines, the SFMTA explored multiple data sources to update its Language Assistance Plan. Following the Four-Factor Framework, the goal of the research was to identify LEP populations in the City and County of San Francisco and through various outreach methods, assess the effectiveness of SFMTA’s communication and engagement strategies for limited-English proficient customers.

For the 2019 LAP update, the SFMTA: conducted interviews with leaders of Community-Based Organizations (CBO) serving LEP populations throughout San Francisco; developed and administered customer outreach surveys in 10 languages specifically geared towards limited-English proficient customers; gathered LEP customer data through an assessment of telephonic interpretation data from both SFMTA and the SFMTA’s ADA Complementary Paratransit service (SF Paratransit); evaluated non-English page views on SFMTA’s website; analyzed results from the 2017 Muni Systemwide On-Board Study; and, tallied requests for in-person language assistance in Spanish, Cantonese and Filipino (Tagalog) at the SFMTA’s Customer Service Center. In addition, an internal survey was administered to SFMTA’s employees throughout the agency whose primary job function is interacting with the public in order to assess frequency of contact with LEP customers.

Below is a detailed description of each of the methods used to gather feedback regarding LEP populations in order to inform the Four Factor analysis and the resulting language assistance measures.

## LEP Community Based Organization (CBO) Leadership Interviews

SFMTA designed and conducted interviews for stakeholder leaders serving LEP populations in order to solicit a summary of LEP user needs, including literacy and education levels and communication preferences with SFMTA based on constituent experience. In 2019, SFMTA conducted stakeholder leadership interviews with CBOs across the city that serve nine LEP populations (Chinese -- Cantonese and Mandarin, Spanish, Russian, Vietnamese, Tagalog, Cambodian, Lao, and Samoan). The information collected was compared and assessed in the context of data collected during CBO interviews conducted in 2016.

## LEP User Survey

Based on U.S. DOT guidance, SFMTA developed and, after a broad outreach effort, administered a survey for LEP persons to solicit direct user needs, characteristics, and communication preferences with SFMTA and to assist in a comparison of trends between data collected in 2016 and 2019.

For the first phase of outreach, three rounds of emails were sent to over 100 community organizations located throughout San Francisco and representing a broad range of communities and demographics. The first round of emails introduced the LEP User surveys to community organizations and solicited their assistance in circulating them to their community members. The second round of emails followed up on the initial request and extended an offer to attend upcoming programs to help circulate the surveys. The third round of emails reminded organizations about the final deadline to submit survey responses. SFMTA representatives worked closely with 34 organizations that expressed interest in participating in the survey and dropped off surveys and/or attend programs to circulate them in person. The SFMTA also distributed surveys through its community partners, including the city's Office of Civic Engagement and Immigrant Affairs, who distributed and collected surveys on the SFMTA's behalf. Through these efforts, over 2,000 surveys were distributed in ten languages, resulting in a total of 635 collected during outreach. A summary of 2019 LEP Survey outreach efforts can be found in Appendix G; detailed 2019 LEP survey results can be found in Appendix H.

## SFMTA Staff Survey

SFMTA also developed and administered a survey for SFMTA staff who engage regularly with the public in order to solicit feedback on interactions with LEP customers and gather suggestions for improving communication. The survey was completed by 189 SFMTA staff members ranging from 14 different groups across the agency.

# Section II: The Number or Proportion of LEP Persons Eligible to be Served or Likely to be Encountered by the SFMTA's Program (Factor One)

“The greater the number or proportion of LEP individuals from a particular language group served or encountered...the more likely language services are needed...” (DOT LEP Guidance Section V (1)).

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## Introduction

Based on the United States Department of Transportation (USDOT) Limited English Proficient (LEP) guidance, Factor One data and analysis focuses on the number and proportion of LEP persons eligible to be served or likely to be encountered by an agency's program. This information is primarily driven by U.S. Census data, with secondary sources to support those findings. Section III presents Factor Two data and analysis, which examines the frequency with which the SFMTA interacts with LEP persons to further establish the number and proportion of LEP customers that the SFMTA served or encountered.

Even without analyzing data, the SFMTA knows from experience that it serves a significant and diverse LEP population. LEP persons interact with the SFMTA through a variety of programs, benefits and services, including contact with transit operators, station agents, and transit fare inspectors when riding Muni and SF Paratransit. LEP persons can also interact with the SFMTA by speaking with customer service representatives over the phone or in person at the SFMTA Customer Service Center, Discount ID Office, or at public meetings or information sessions hosted by the SFMTA. Staff and vendor customer service ambassadors may also approach LEP persons to communicate transportation changes or administer in-person surveys. The SFMTA website, SFMTA.com, provides multilingual content for LEP persons.

## Data Sources

The SFMTA's service area comprises the City and County of San Francisco. In order to identify the number and proportion of LEP persons in San Francisco for the 2019 Language Assistance Plan Update, and

following the guidance issued by DOT and recommended best practices, the SFMTA considered data from the 2010 U.S. Decennial Census, the American Community Survey, and English Learner Reports from both the California Department of Education (CDE) and the San Francisco Unified School District (SFUSD). For the purpose of this analysis and based on federal guidance, the SFMTA considers those individuals who self-identified as speaking English “less than very well” and students classified as “English Learner” as LEP individuals. To further supplement the Factor One analysis and assist in identifying LEP populations within the designated service area, data was also analyzed from the 2017 Muni Systemwide On-Board Study, the 2019 SFMTA Staff Survey and 2019 Community-Based Organization (CBO) Leadership Interviews.

## **U.S. Decennial Census**

For the purposes of the Language Assistance Plan, the SFMTA is unable to use decennial census data for language information. Language information—including limited-English proficiency—was captured previously in the long-form questionnaire, which the U.S. Census Bureau no longer collects on the decennial census.

## **American Community Survey**

The U.S. Census Bureau collects the more detailed socioeconomic information—once collected via the long-form questionnaire—through the American Community Survey (ACS). The survey provides current data about all communities every year, rather than once every ten years. Only a small percentage of the population receives the survey on a rotating basis throughout the decade. The ACS provides estimates on socioeconomic information. For the 2019 LAP update, the SFMTA examined the 2013-2017 ACS 5-Year Estimates. (The 2012 and 2016 LAP updates examined the 2008-2010 and 2010-2014 estimates, respectively.)

The 2013-2017 ACS 5-Year Estimates provide tract-level data, allowing for geographic analysis. For the purposes of the LAP update, the SFMTA focuses on the LEP population at large, focusing on the Safe Harbor languages for which there are at least 1,000 LEP persons who speak those languages. For the purposes of understanding the geographic trends for language-specific outreach and interaction, this report provides language maps for the ten identified Safe Harbor languages in Appendix B. Because these maps rely on tract-level data—tracts having an average population of about 2,500 people—they show the proportion of a tract and focus on the 5% threshold as defined by the USDOT.

### *Language Data Limitations*

In 2016, the American Community Survey began combining some language data to create a category that reflects a major language family or geographical area instead of an individual spoken language. When queried as to the change, the following explanation was received: “Thank you for contacting the U.S. Census Bureau. Geographical restrictions have been applied to Table B16001 - LANGUAGE SPOKEN AT HOME BY ABILITY TO SPEAK ENGLISH FOR THE POPULATION 5 YEARS AND OVER for the 5-year data estimates. These restrictions are in place to protect data privacy for the speakers of smaller languages.”

For example, “Other Asian and Pacific Island” languages data includes Japanese, Thai, Khmer and Laotian; previously, Japanese and Thai data were reported as individual languages. Another example is that Russian is now combined with data for Polish and other Slavic languages as a single data point. To address

these limitations, the SFMTA compared the combined language data with that of the previous LAP update, which examined ACS data from before this change took place.

## **California Department of Education Educational Demographics Office**

To confirm results from the ACS—and as advised by the USDOT Factor One guidance—the SFMTA analyzed LEP data for students attending public schools within San Francisco, provided by the California Department of Education (CDE) for the school year 2018-2019, the most current information available.

Public schools within the City and County of San Francisco serve a multicultural student body and track student English proficiency levels for educational purposes. Students are evaluated and classified as either “English Learner” or “Fluent English Proficient;” “English Learners” are considered LEP students. This information gives insight on languages spoken within homes, providing insight into the nature of LEP households in San Francisco.

Note that San Francisco has an unusually small percentage of children and families relative to its entire population. This phenomenon is well-documented and studied by the San Francisco Department of Youth, Children, and Their Families, which dubbed the shift “Family Flight.” This may explain any notable differences between ACS and CDE datasets and supports the importance of ACS as the more useful dataset for LEP persons in the SFMTA service area.

## **2017 Muni Systemwide On-Board Study**

In 2016 and 2017, SFMTA conducted the Muni Systemwide On-Board Study—a multi-lingual, system-wide, on-board survey of Muni bus, light rail, and cable car riders—totaling over 48,000 completed surveys. The survey asked respondents about their level of English proficiency, and of those who reported speaking English less than “very well,” also inquired about languages spoken at home.

## **LEP Community Based Organization Leadership Interviews**

As part of the information gathered during the Community Based Organization Leadership Interviews, leaders were asked about the characteristics of the communities they served, including the primary languages spoken and literacy levels of their LEP populations.

## **SFMTA Staff Surveys**

SFMTA also developed and administered a survey for SFMTA staff whose primary job function is interacting with the public, in order to solicit feedback on interactions with LEP customers and gather suggestions for improving communication. The survey was completed by 189 SFMTA staff members, ranging from 14 different groups across the agency. Surveys were completed by staff from the following areas: Transit Operators, Transit Fare Inspectors, FIT/Revenue, MTAP/Security, Station Agents, Front desk staff, Communications, Revenue, Citations, Parking Control dispatch, MTAP, Hearing Division, Paratransit.



## Factor One Data Analyses

### American Community Survey

Figures II-1 and II-2, on the following page, summarize the estimated total number and proportion of LEP persons in San Francisco compared against the total population and the population of those who commute by public transportation<sup>1</sup>. These figures provide a comparison to the 2012 and 2016 LAP updates.

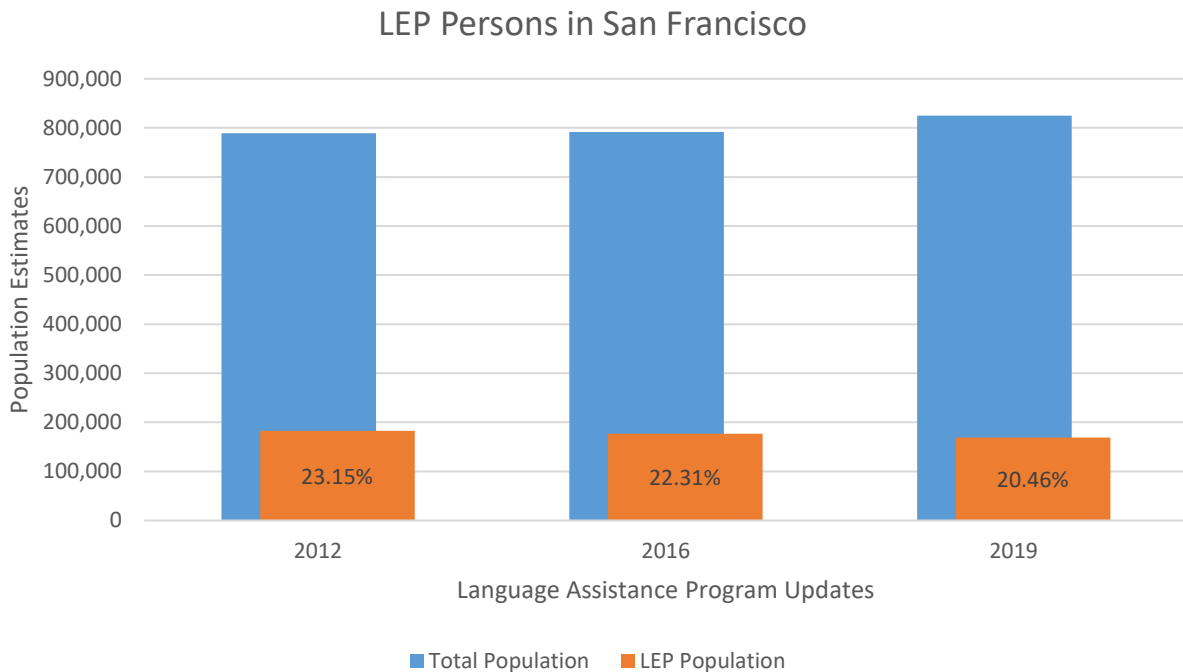


Figure II-0-2. San Francisco Total and LEP Population Estimates over time.

Sources: 2013-2017 American Community Survey Dataset C16001: Language Spoken at Home for the Population 5 Years and Over, ACS Data from 2016 LAP Update and 2012 LAP Update

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<sup>1</sup> There are public transportation options in San Francisco that are not managed or operated by the SFMTA—e.g. BART, Caltrain, AC Transit—whose ridership may be counted towards this data. The ACS data does not differentiate between transit providers. Nevertheless, these estimates reflect transit commuters in the SFMTA service area, reflecting those eligible to be served or likely to be encountered by the SFMTA, regardless of what service they choose to ride.

## LEP San Franciscans on Public Transportation

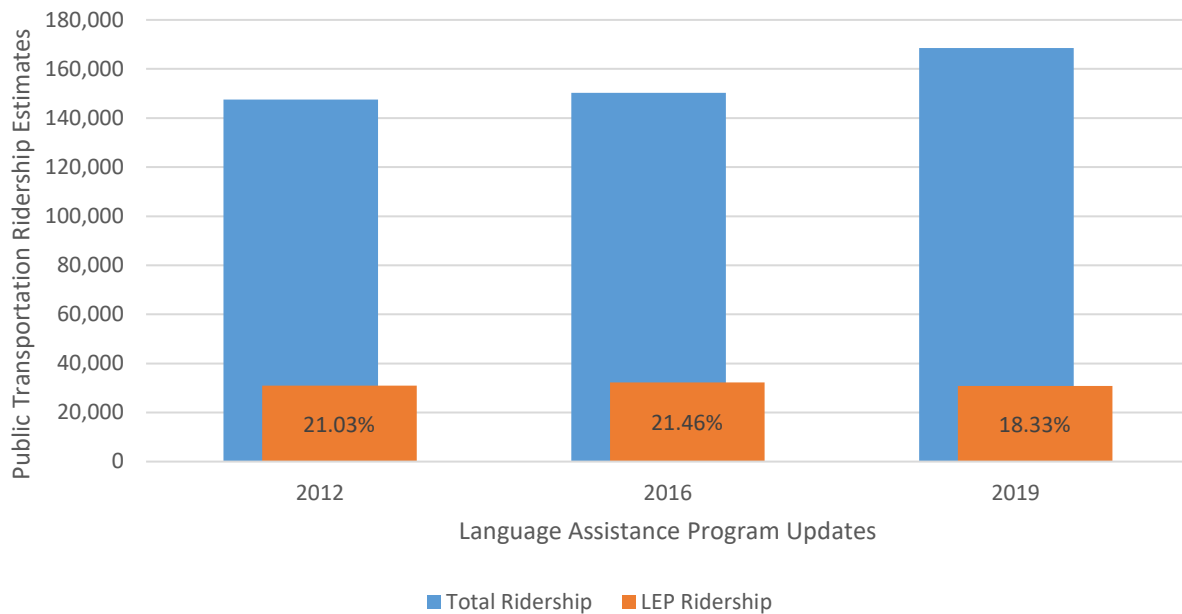


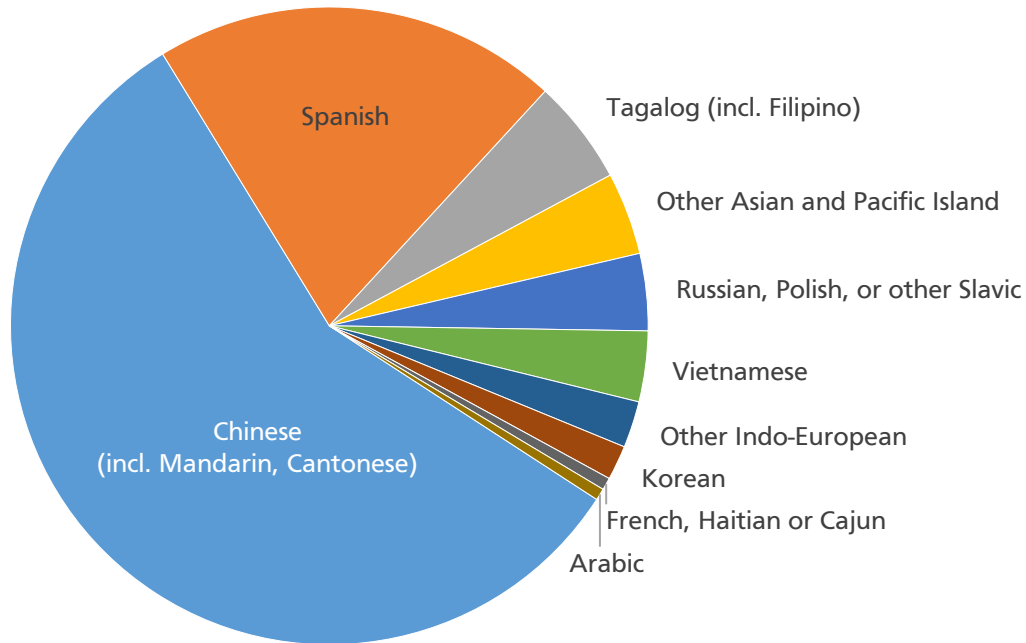
Figure II-2. San Francisco Total and LEP Public Transportation Ridership Estimates over time.

Sources: 2013-2017 American Community Survey (ACS) Dataset B08113: Means of Transportation to Work by Language Spoken at Home and Ability to Speak English for Workers 16 Years and Over, ACS data from 2016 LAP Update, ACS data 2012 LAP Update

The estimated population of people speaking English “less than very well” in San Francisco is **168,781 or 18.3%**. Figure II-3 below depicts the most widely spoken language groups<sup>2</sup> among San Francisco’s LEP population. More than half of the LEP population speaks Chinese (primarily Cantonese); about one fifth speak Spanish; the remaining quarter includes a variety of Asian and Indo-European languages.

<sup>2</sup> The figure only shows data for Safe Harbor language groups, for which the USDOT requires agencies to provide written translation of vital documents. Safe Harbor languages are LEP language groups that comprise at least five percent of the total population or 1,000 persons. For the full data set, see Appendix A.

## LEP Language Groups in San Francisco



**Figure II-3. LEP language groups in San Francisco with an estimated population of more than one thousand**  
**Source: 2013-2017 American Community Survey Dataset C16001: Language Spoken at Home for the Population 5 Years and Over**

### *Disaggregating Language Groups*

Of the ten languages for which the SFMTA provides written translation of vital documents, based on its vital document guidelines, data for Russian, Japanese and Thai were combined with other languages as part of a programmatic update from the American Community Survey, as discussed above. Comparing LEP population data from before this change provides a better understanding of the most recent ACS data for these languages.

Table II-1 provides the data comparison for the combined language groups that include Russian, Japanese and Thai. Of the languages included in the “Russian, Polish, or other Slavic languages” group, Russian is the largest group based on data analyzed in the 2016 LAP, with an estimated 6,540 LEP persons. Of the ‘Other Asian and Pacific Island languages’ group; Japanese and Thai are the largest individual languages, with an estimated 2,971 and 1,340 LEP persons, respectively.

To estimate the LEP populations from the ACS combined languages groups, the American Community Survey (ACS) data from the 2016 LAP update is combined and the proportion of each language is extrapolated to the current 2013-2017 ACS data. For example, from the 2016 data, Russian comprises 86% of the LEP population who speaks Russian, Polish, Serbo-Croatian, or other Slavic languages; that proportion of the 2013-2017 ACS data results in an estimated 5,702 LEP persons who speak Russian at

home. When applying this methodology to Japanese and Thai, there are an estimated 2,414 and 1,089 LEP persons, respectively.

Languages	2016 LAP Update	2013-2017 ACS Data
Russian, Polish, or other Slavic languages, combined:	7,562*	6,593
Russian	6,540	5,702*
Polish	179	156*
Serbo-Croatian	434	378*
Other Slavic	409	357*
Other Asian and Pacific Island languages, combined:	8,687*	7,059
Japanese	2,971	2,414*
Mon-Khmer, Cambodian	387	314*
Hmong	63	51*
Thai	1,340	1,089*
Laotian	293	238*
Other Asian	2,332	1,895*
Other Pacific Island	1,301	1,057*

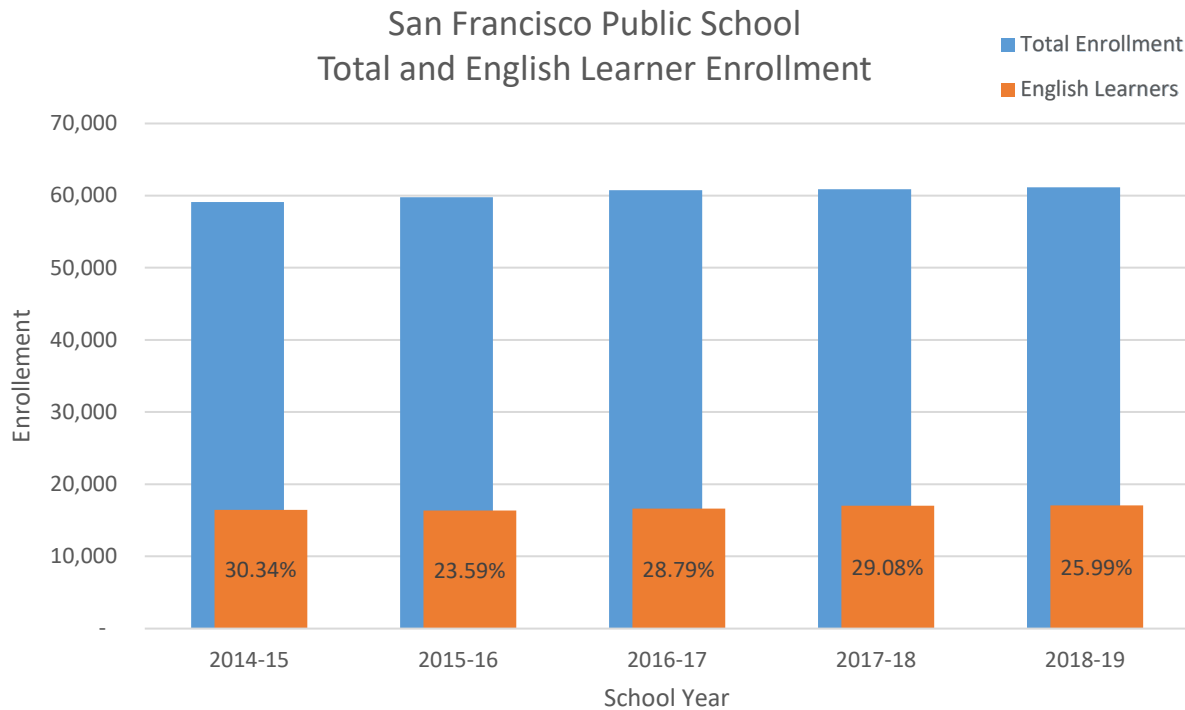
Table II-1: Population estimates for LEP persons by language spoken at home or combined language groups

Sources: ACS data from 2016 LAP Update and 2013-2017 American Community Survey Dataset C16001: Language Spoken at Home for the Population 5 Years and Over

\* Data points extrapolated from the source data.

## California Department of Education

Total enrollment for public schools in San Francisco for the 2018-19 school year was 61,139, of which **17,088** (27.95%) students were enrolled as English Learners. As Figure II-4 shows, enrollment data for language groups is consistent for each year since the 2014-15 school year, when the LAP last examined this dataset.



**Figure II-4. San Francisco Total and English Learner enrollment over time.**  
 Source: CDE Educational Demographics Office: Language Group Data – Countywide

Figure II-5 depicts the English Learner student population in San Francisco public schools, broken down by language<sup>3</sup>. About half of English Learner students speak Spanish at home; about a quarter speak Chinese (primarily Cantonese but also Mandarin or Toishanese); the remaining quarter includes a variety of Asian and Indo-European languages. Though the proportions of Spanish and Chinese speakers are essentially flipped when compared to the ACS data, these two languages remain the largest proportion of the LEP population.

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<sup>3</sup> For comparison purposes with the data in Fig. II-3, the languages shown in this chart generally reflect the language groups from the American Community Survey. For the full CDE Language Group data, see Appendix C.

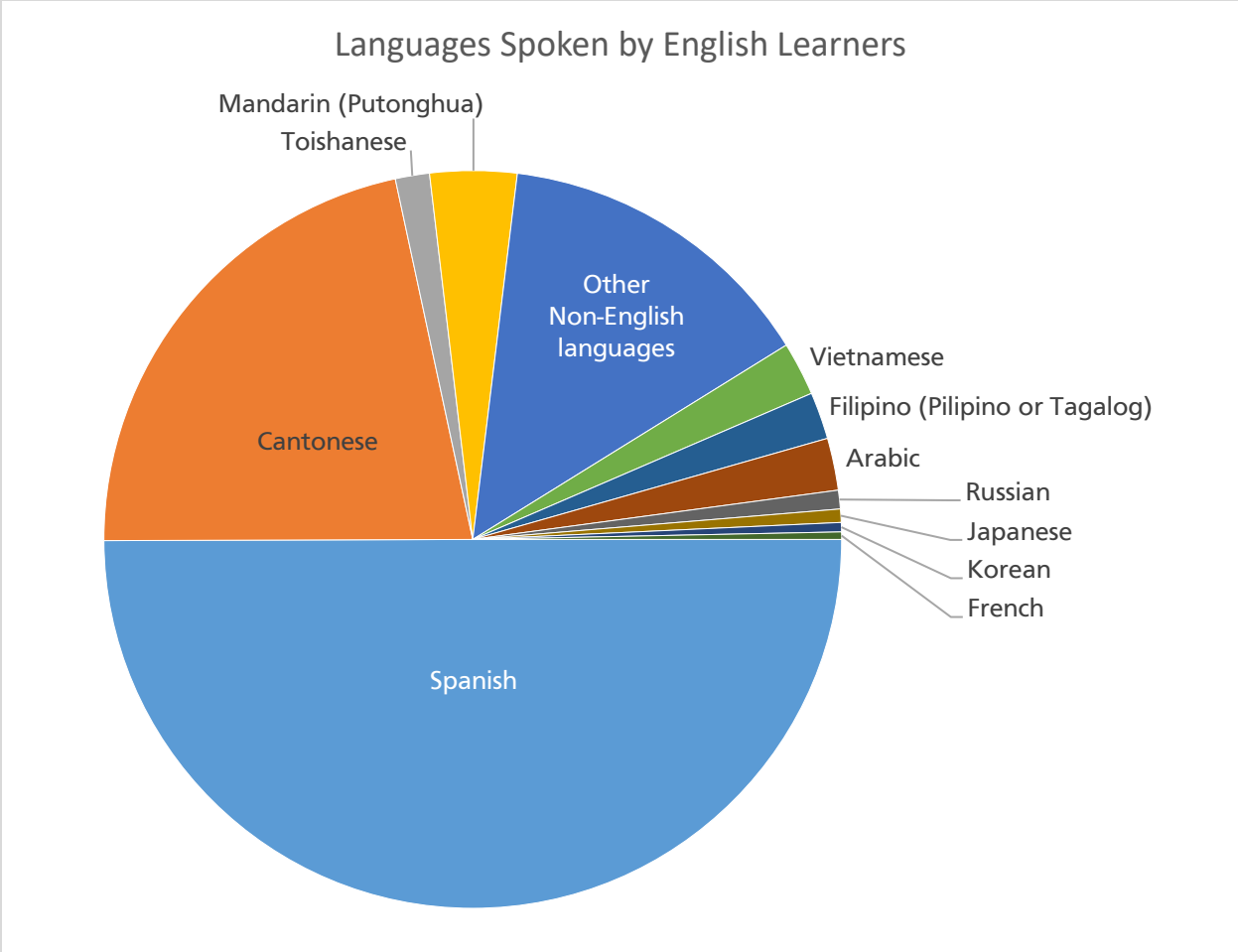


Figure II-5. San Francisco English Learner 2018-19 enrollment by language spoken at home.  
 Source: CDE Educational Demographics Office: Language Group Data – Countywide

## LEP Customer Research

To further supplement its Factor One analysis and assist in identifying LEP populations within its service area, SFMTA collected data from the 2017 Muni Systemwide On-Board Study and the 2019 SFMTA Staff Survey and CBO Stakeholder Leader Interviews.

The results from all sources largely reflected the findings of the Census and other data sets detailed in the previous section above with regard to the primary languages spoken in San Francisco. The number of LEP individuals identified by the 2013-2017 American Community Survey, approximately 169,000 – or approximately one in five – San Francisco residents, resonates with the qualitative data provided by CBO leaders in interviews and in-language focus groups held throughout the city.

*“In the past six months the population we serve has increased. We are seeing more new immigrants in particular. Although people are moving away from San Francisco due to the high cost of living, more new immigrants are coming, so we are growing.”*

*--Vietnamese Community Leader Interview, 2019*

### 2017 Muni Systemwide On-Board Study

In 2016 and 2017, SFMTA conducted the Muni Systemwide On-Board Study – a multi-lingual, system-wide, on-board survey of Muni bus, light rail, and cable car riders – totaling over 48,000 completed surveys. The survey asked respondents about their level of English proficiency, and of those who reported speaking English less than “very well,” also inquired about languages spoken at home.

Thirty-five percent of Muni customers surveyed reported that they speak English less than “very well,” up from the 2014 survey (20%). This result is in line with the overall percentage of people living in San Francisco that report speaking English less than “very well” (20.46%), according to the 2013-2017 American Community Survey.

The following survey results further illustrate SFMTA’s LEP ridership:

- Muni customers between ages 35-54 made up the highest percentage of respondents that speak English less than “very well” (41%), followed by customers between ages 19-34 (31%). This differs from 2014 when the largest group of LEP respondents was over 55 years old.
- Spanish and Cantonese were the top languages spoken by Muni customers that reported speaking English less than “very well” – with close to three-quarters respondents speaking one of these languages (43% and 34% respectively). While the top languages remain the same since 2014, they present a larger percentage of languages spoken (up from 50% in 2016).
- Mandarin was reported as the third most commonly spoken language (13% of respondents).

- All other safe harbor languages are reported on a much lower basis, with 1% or less.
- Cantonese speakers over 54 years old represent the largest percentage of Cantonese speakers (41%).
- Spanish speakers in the 35-54 age bracket represent the highest number of Spanish speakers.
- The highest proportion of Mandarin speakers that speak English less than “very well” were split between ages 19-34 (35%) and 35-54 (33%).

### LEP Community Based Organization Leadership Interviews

As part of the information gathered during the CBO Leadership Interviews, leaders were asked about the characteristics of the communities they served, including the literacy skills of their LEP populations. Based on CBO leadership interview results in 2016 and 2019, literacy/education levels vary widely among the populations these organizations serve, from populations serving people with “high school or below” to college graduates. CBO leaders stated that their LEP communities depend heavily on Muni (specifically buses) and that the LEP populations served by these community-based organizations use Muni frequently to complete daily activities.

In 2016, many CBO leaders indicated that they saw increasing numbers of LEP individuals at their community organizations, which may be due in part to the increasing need for, and improved knowledge of, the services provided by these organizations and not necessarily indicative of an increase in the number of LEP individuals in the city. In 2019, the number of LEP individuals served varied greatly, with half of the organizations saying numbers served have stayed the same, and half of the organizations reporting either an increase or decrease.

### SFMTA Staff Surveys

SFMTA staff who participated in the SFMTA Staff Survey reported interacting with LEP customers, especially Spanish, Chinese, and Vietnamese speakers, regularly. Staff interactions largely reflect the proportions of LEP individuals that are represented in the Census numbers and other data:

- Thirty-six percent of staff members reported interacting with LEP transit customers “many times a day”; up from 20% in 2016.
- Fifty-nine percent of staff say they interact with LEP customers on a daily basis, up from 35% in 2016.
- The staff positions most likely to interact with LEP customers on a daily basis are those who work as Transit Fare Inspectors (88%), Revenue (75%), MTAP/Security (70%), Station agents (64%), and Citations (57%). This is similar to 2016 results, however in 2016, staff in Paratransit and the Hearings Division also reported daily interaction.



**Table 4: Frequency of Interactions with LEP Customers\***  
**Source: SFMTA Staff Survey, 2019, 2016, 2012.**

Frequency	2012	2016	2019
Rarely/ never	3%	5%	3%
Less than once a month	6%	16%	8%
A few times a month	10%	38%	17%
A few times a week**	18%	14%	13%
A few times a day	23%	6%	23%
Many times a day	40%	21%	36%

\*Sample sizes were different between years, which could affect results. This table also contains supplemental paratransit employee data for 2016.

\*\*The 2019 survey question states “Many times a week” instead of “A few times a week”

In all years, the languages most commonly used by LEP customers that staff interacted with were Chinese and Spanish, followed by Russian and Vietnamese in 2019.

**Table 5: LEP Languages Used in Staff Interactions, All Languages Encountered in LEP Interactions a Typical Week\***  
**Source: SFMTA Staff Survey, 2019, 2016.**

Language	2016	2019
Chinese	91%	90%
Spanish	76%	83%
Vietnamese	20%	26%
Russian	28%	26%
Filipino	20%	20%
French	17%	18%
Japanese	19%	17%
Korean	12%	16%
Arabic	9%	13%
Thai	6%	6%
Other	1%	4%
None	6%	3%

\*This table contains supplemental paratransit employee data for 2016 only.

The frequency with which staff encounter LEP individuals will be discussed in more detail in Section III (Factor Two).

## Factor One Conclusions

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

persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient’s written translation obligations. Though the American Community Survey data indicate that the number and proportion of LEP persons in San Francisco decreased since the 2016 Language Assistance Program update, the number of Safe Harbor languages spoken by at least 1,000 LEP persons remains the same:

- Chinese
- Spanish
- Filipino
- Vietnamese
- Russian
- Korean
- Japanese
- Thai
- French
- Arabic

Based on data from the US Census Bureau American Community Survey (ACS) and the California Department of Education (CDE) Educational Demographic Office, the SFMTA will continue to provide written translation of documents determined to be “vital” in these ten languages, pursuant to its vital document policy. Translations for other written documents will be determined on a case-by-case basis, depending on type of communication and audience. Data from the 2017 Muni Systemwide On-Board Study, the 2019 SFMTA Staff Survey and CBO Stakeholder Leader Interviews support these findings. Appendix B includes maps of the City and County of San Francisco where these ten languages are concentrated, based on the proportion of LEP persons at the census tract level. This information is particularly useful as a reference for improving targeted outreach by SFMTA staff.

About one in five San Franciscans identifies as speaking English “less than very well.” Similarly, about one in five public transit commuters is an LEP person. Chinese (including Mandarin and Cantonese) and Spanish are the most widely spoken LEP language groups in San Francisco. Smaller, but significant, proportions of LEP San Franciscans speak Filipino, Vietnamese and Russian.<sup>4</sup> The table below provides a comparison of the proportions from the ACS and CDE data.

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<sup>4</sup> ACS data for LEP persons who speak Russian is extrapolated from the ‘Russian, Polish, or other Slavic’ language group. See ‘Disaggregating Language Groups’ on p. 20.

LEP Language Groups	Proportion of LEP Population	
	ACS Data	CDE Data
<b>Chinese</b>	57.08%	26.26%
<b>Spanish</b>	20.59%	48.62%
<b>Filipino</b>	5.33%	2.01%
<b>Vietnamese</b>	3.58%	2.29%
<b>Russian</b>	3.91%	0.80%
<b>Korean</b>	1.75%	0.40%
<b>French</b>	0.62%	0.32%
<b>Arabic</b>	0.60%	2.22%
<b>Other Asian or Pacific Islander</b>	4.18%	--
<b>Japanese</b>	--	0.57%
<b>Other Indo-European</b>	2.36%	--
<b>Other Non-English languages</b>	--	13.86%

Data from the CDE reflects the student population in San Francisco. Differences observed between CDE and ACS data may indicate what the SFMTA can anticipate in future LAP updates as demographics shift, but they generally agree on what languages for which the SFMTA is required to provide translation services.

# Section III: The Frequency with Which LEP Individuals Come into Contact with SFMTA's Program (Factor Two)

“Recipients should assess, as accurately as possible, the frequency with which they have or should have contact with LEP individuals from different language groups seeking assistance, as the more frequent the contact, the more likely enhanced language services will be needed...” (DOT LEP Guidance Section V (2)).

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## Introduction

To assess the frequency with which limited-English proficient individuals come into contact with the SFMTA's programs and services, Census data was examined as well as major points of contact with the public, including through the provision of language assistance services, such as through telephonic interpretation requests, web page views, requests for customer service in Spanish and Cantonese and frequency of LEP customer contact with the SFMTA's ADA Complementary Paratransit service (SF Paratransit).

## Census Data

Although the 2000 U.S. Census includes some data on the extent to which recent immigrants use public transportation, neither the 2000 nor the 2010 Census contains information on how frequently LEP individuals inquire about, use, or are affected by the specific services an agency provides.

According to the 2013-2017 American Community Survey on commuting preferences, 168,514 San Franciscans rely on public transportation to get to work; 30,887 of that ridership (18.33%) is LEP. It is important to note that these numbers only reflect trips to work; many other trips not related to work or commuting are occurring on public transit and by other transportation means.

English Proficiency on Public Transportation in San Francisco  
Total Ridership: 168,514

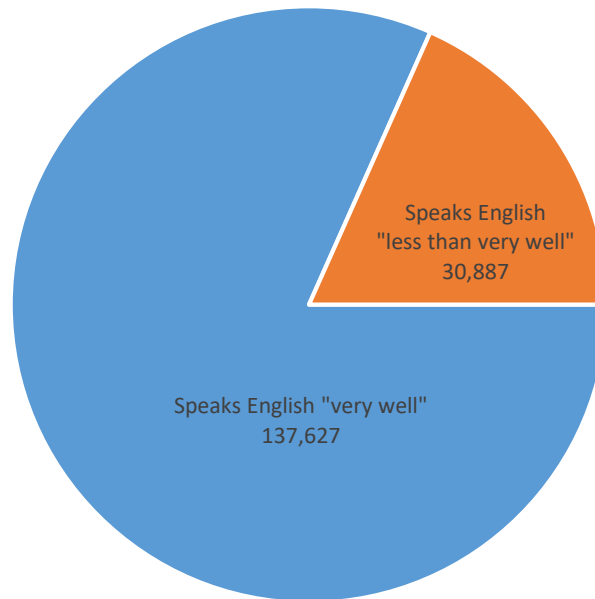


Figure I-1-1: San Francisco Total and LEP Population Estimates

Sources: 2013-2017 American Community Survey Dataset B08113: Means of Transportation to Work by Language Spoken at Home and Ability to Speak English for Workers 16 Years and Over

## LEP Customer Research

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 interpretation service data
- Non-English page views at SFMTA.com
- Visits to the SFMTA Customer Service Center
- SFMTA's ADA Complementary Paratransit Service Customer Information
- SFMTA Public Contact Employee surveys
- Interviews with Community-Based Organization (CBO) Staff
- 2017 Muni Systemwide On-Board Study

## Telephonic Interpretation Service Data

The SFMTA can track requests for language assistance through its telephonic interpretation service, which provides telephonic interpretation services in over 150 languages. Telephonic interpretations were provided as captured in Table 6 below for the 10 languages falling within the Safe Harbor threshold. Results show that Spanish calls were most predominant (60% of total), followed by Cantonese (28% of total). This demonstrates a slight drop in Spanish calls compared to Chinese calls since 2016, while overall call volumes increased significantly.

**Table 7: SFMTA Telephonic Interpretation Service Data, Total Calls per Language, 2014 – 2016 and 2016 – 2018 (May-April timeframe), Source: SFMTA.**

	May 2014 – April 2016		May 2016 – April 2018	
Language	Total Calls per Language	Percentage of Total Calls	Total Calls per Language	Percentage of Total Calls
Spanish	1,273	71.2%	3668	59.9%
Chinese	449	25.1%	CANTONESE: 1722 MANDARIN: 461	28.1% 7.5%
Vietnamese	26	1.5%	75	1.2%
Russian	15	0.8%	87	1.4%
Korean	10	0.6%	33	0.5%
Arabic	7	0.4%	35	0.6%
Japanese	5	0.3%	17	0.3%
Tagalog	1	0.1%	11	0.2%
Thai	1	0.1%	10	0.2%
French	0	0	8	0.1%
<b>TOTAL</b>	<b><u>1,787</u></b>		<b><u>6127</u></b>	

## Website Data on Non-English Page Views

As an additional indicator of the frequency with which LEP populations come into contact with the SFMTA, the following table comprises total non-English page views for the timeframe May 1, 2018 through April 30, 2019, as well as the page views for the same timeframe in 2015-16. The highest level of unique page views were by Chinese-speakers (43% of total), followed by Spanish speakers (25% of total), similar to levels in 2016. One notable difference since 2016 is the close to four-fold increase in page views, demonstrating the burgeoning use of the SFMTA website by customers.

**Table 9: SFMTA Website Data on Foreign-Language Page Views, May 2015 through April 2016 compared to May 2018 through April 2019**  
**Source: SFMTA.**

Language	Total # Unique Page Views in 2016	% Total Unique Page Views in 2016	Total # Unique Page Views in 2019	% Total Unique Page Views in 2019
Chinese	7,349	52%	30,033	43%
Spanish	2,959	21%	17,384	25%
Japanese	444	3%	5,976	9%
French	454	3%	3,817	5%
Korean	382	3%	3,271	5%
Thai	730	5%	2,608	4%
	658	5%	2,475	4%
Filipino	801	6%	1,882	3%
Vietnamese	317	2%	1,176	2%
Arabic	99	1%	849	1%
<b>TOTAL</b>	<b><u>14,193</u></b>		<b><u>69,471</u></b>	

### SFMTA Customer Service Center

The SFMTA provides multilingual customer service through the SFMTA Customer Service Center (CSC). The CSC is located near several transit lines and is open from 8 a.m. to 5 p.m., Monday through Friday. Walk-in services include paying transit and parking citations, buying Clipper cards, purchasing Lifeline Passes, attending tow and citation hearings, obtaining parking permits, and purchasing Muni maps.

The SFMTA can determine to some degree how often LEP customers are coming into contact with services offered through the CSC. Requests by walk-in customers for language assistance in Spanish or Chinese are tracked through an electronic queue system, although it should be noted that customers who speak these languages may also be served directly in these language by bilingual staff or via telephonic interpretation.

Requests for customer service assistance in Spanish and Cantonese at the SFMTA’s Customer Service Center changed slightly from prior years: there were 2,733 official requests for customer service assistance in Spanish between May 2018 - April 2019, up from 2,104 requests in the same period of 2015-2016. There were 2,746 requests in Cantonese, down slightly from 2,822 requests in 2016. In contrast, between 2012 and 2016, there was a three-fold increase for Spanish requests and five-fold increase for Cantonese requests.

**Table 10: Customer Service Requests in Cantonese and Spanish Data, 2012, 2016, 2019**  
**Source: SFMTA.**

Language	2012 Requests	2016 Requests	2019 Requests
<b>Cantonese</b>	541	2,822	2746
<b>Spanish</b>	818	2,104	2733

### SFMTA’s ADA Complementary Paratransit Service (SF Paratransit) Data

Since 1990, the Americans with Disabilities Act (ADA) has required all public transit agencies to provide paratransit services to persons with disabilities who are unable to independently use or access public transit because of a disability or disabling health condition. In addition to its fixed route Muni services, SFMTA has provided paratransit services for more than 30 years. SFMTA contracts with a third-party contractor for paratransit brokerage services, including management of the overall SF Paratransit program, and a portion of the demand-responsive transportation services. In its role as the paratransit broker, the third-party contractor also subcontracts with van and taxi companies for the remaining demand-responsive transportation services. SF Paratransit services are provided 24 hours a day, 7 days a week, 365 days a year.

Below is a summary of telephonic language assistance provided by the SF Paratransit office for the 2014-2016 and 2016-2019.

**Table 11: Telephonic Interpretation Service Data for Paratransit Calls**  
**Source: SF Paratransit**

Language	May 2014 – April 2016		May 2016 – April 2019	
	# of Total Calls	% of Total Calls	# of Total Calls	% of Total Calls
<b>Chinese – Cantonese</b>	351	35.6%	827	40.1%
<b>Russian</b>	287	29.1%	534	25.9%
<b>Spanish</b>	195	19.8%	393	19.0%
<b>Chinese – Mandarin</b>	64	6.5%	143	6.9%
<b>Vietnamese</b>	17	1.7%	37	1.8%
<b>Korean</b>	23	2.3%	31	1.5%
<b>Filipino</b>	21	2.1%	18	0.9%
Toishanese	7	0.7%	25	1.2%
<b>Arabic</b>	5	0.5%	10	0.5%



<b>Japanese</b>	5	0.5%	8	0.4%
<b>Urdu</b>	1	0.1%	7	0.3%
<b>Burmese</b>	3	0.3%	5	0.2%
<b>Hindi</b>	--	--	5	0.2%
<b>Armenian</b>	--	--	4	0.2%
<b>Thai</b>	--	--	3	0.1%
<b>Farsi</b>	1	0.1%	3	0.1%
<b>Guijarati</b>	--	--	2	0.1%
Indonesian	1	0.1%	2	0.1%
<b>Chin Hakha</b>	1	0.1%	--	--
<b>Czech</b>	1	0.1%	1	0.05%
<b>French</b>	1	0.1%	1	0.05%
<b>German</b>	1	0.1%	1	0.05%
<b>Ilocano</b>	1	0.1%	--	--
<b>Portuguese Brazilian</b>	--	--	1	0.05%
<b>Samoan</b>	--	--	1	0.05%
<b>Tamil</b>	--	--	1	0.05%
<b>TOTAL</b>	<u>986</u>		<u>2,063</u>	

As an additional indicator of language preferences and English proficiency among SF Paratransit applications, close to one half of applicants self-identified on their paratransit eligibility application the language they speak best if they did not select English as their best-spoken language. For this group in both 2016 and 2019, Cantonese and Russian comprised the largest percentage of languages identified.

**Table 12: Paratransit Applicants Language Self-Identification**

Source: SF Paratransit Trapeze CERT system and MTC’s Paratransit Eligibility Application where applicants are allowed to self-identify the language (if other than English) they speak best.

Language	2016 LAP Report		May 01, 2016 - April 30, 2019	
	# Applicants Reporting Language	Percent Total	# Applicants Reporting Language	Percent Total
English	5,986	55.8%	8,330	56.33%
Chinese – Cantonese	1,311	12.2%	1,976	13.36%
Russian	1,221	11.4%	1,434	9.70%
Spanish	649	6.1%	925	6.26%
Chinese – Not Specified	423	3.9%	544	3.68%
No Preference	314	2.9%	474	3.21%
Filipino (Tagalog)	262	2.4%	339	2.29%
Chinese – Mandarin	220	2.1%	290	1.96%
Japanese	102	1.0%	59	0.40%
Korean	62	0.6%	95	0.64%
Vietnamese	62	0.6%	125	0.85%
French	8	0.1%	9	0.06%
Italian	8	0.1%	11	0.07%
Persian	8	0.1%	15	0.10%
German	6	0.1%	3	0.02%
Other	85	0.8%	146	0.99%
<u>Polish</u>			3	0.02%
American Sign Language			9	0.06%
<b>TOTAL</b>	<u>10,727</u>		<u>14,775</u>	

As an additional data point, a survey was conducted with paratransit riders in 2019. It was offered in five languages (English, Russian, Spanish, Chinese, and Vietnamese) and resulted in 63 surveys in Russian

(11.7% of all surveys conducted), 23 in Chinese (4.3%), 22 in Spanish (4.1%), and 1 survey in Vietnamese (0.2%). Among those who completed the survey in a language other than English (thus can be considered Limited-English Proficient):

- 11% used paratransit services less than once a week,
- 63% used paratransit services between 1 – 4 times a week
- 18% used paratransit services more than five times a week

### Frequency of SFMTA Interactions with LEP Customers

Data collected from the 2019 SFMTA Staff Survey showed that 72% of SFMTA staff reported interacting with LEP customers regularly—defined as many times a week or more, up from 41% in 2016. Fifty-nine percent of SFMTA staff surveyed indicated that they interact with LEP riders on a daily basis, up from 35% in 2016. The staff positions most likely to interact with LEP customers on a daily basis are those who work as Transit Fare Inspectors (88%), Revenue (75%), MTAP/Security (70%), Station agents (64%), and Citations (57%).

Surveys were completed by staff from the following areas: Transit Operators, Transit Fare Inspectors, FIT/Revenue, MTAP/Security, Station Agents, front desk staff, Communications, Revenue, Citations, Parking Control dispatch, MTAP, Hearing Division, Paratransit.

### Staff Interactions with LEP Language Groups

In a typical week, SFMTA staff report interacting with Chinese-speaking and Spanish-speaking customers most frequently (Table 13).

#### 13: LEP Languages Used in Staff Interactions, All Languages Encountered in LEP Interactions a Typical Week\*

Source: SFMTA Staff Survey, 2019, 2016.

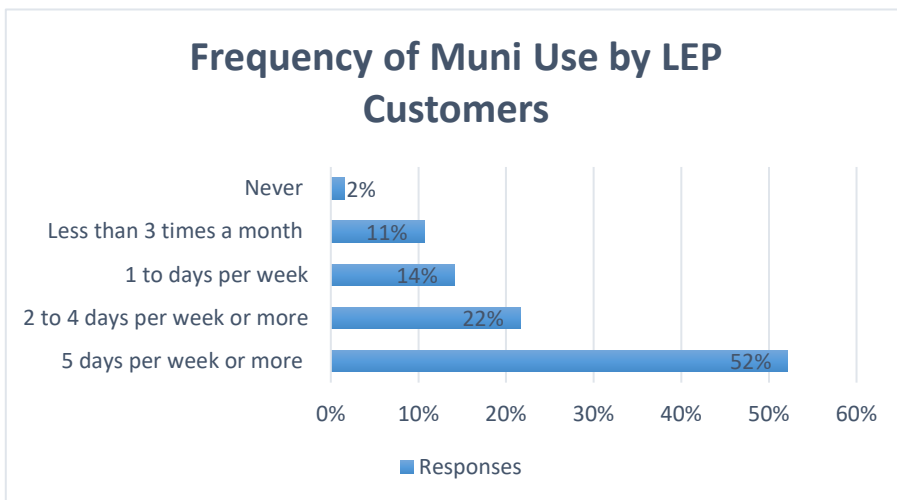
Language	2016	2019
Chinese	91%	90%
Spanish	76%	83%
Vietnamese	20%	26%
Russian	28%	26%
Filipino	20%	20%
French	17%	18%
Japanese	19%	17%
Korean	12%	16%
Arabic	9%	13%
Thai	6%	6%
Other	1%	4%
None	6%	3%

\*This table contains supplemental paratransit employee data for 2016.

The most common languages staff encounter are Chinese and Spanish, though they also frequently provide assistance to Russian, Vietnamese, and Filipino-speakers. The languages that staff overhear used by customers, in general, occur at similar rates to the ones used by those asking for help. In turn, some of the smaller language populations, like Japanese and French, require assistance at higher rates than they are overheard, possibly suggesting that signage and information in these languages is less available.

### Reported Frequency of Muni Use by LEP Customers

The LEP customers surveyed relied heavily on SFMTA’s transportation services. More than half of LEP survey respondents (52%) indicated they ride Muni five times a week or more. Nearly nine out of ten (88%) LEP survey respondents ride Muni at least once per week. In fact, as seen in the figure, majorities and pluralities across all languages ride Muni five days a week or more.



### Insights from LEP Community-Based Organization (CBO) Leadership Interviews

Comments from CBO leaders interviewed as to the reasons why LEP riders use Muni reflect the survey data described above: most use it for shopping, getting to community centers, appointments, and for visiting friends. Parents and kids use Muni to get to school and working adults use it to get to work. CBO leaders did not point to a significant difference in who rides Muni by demographic group, but the data indicates that the elderly tend to ride it for getting to CBOs, visiting family, appointments, and groceries, whereas young parents and kids need it for traveling to school and work. Young people are also more likely to supplement Muni with a rideshare service to get somewhere Muni does not go. There were no major changes reported between 2016 and 2019 regarding purpose of Muni trips.

While no single route was identified as most important, community leaders in 2016 noted that the Chinese-speaking population relies heavily on routes connecting them to Chinatown. As “satellite communities” or geographically isolated pockets of LEP residents develop across the City, the Chinese community increasingly depends upon routes to Chinatown from these locations. Community leaders identified the 38-line and its variations as critical to connecting residents of the Richmond District with downtown, but that SFMTA bus service in general is crucial to the mobility of Chinese-speakers.

## Factor Two Conclusions

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

These conclusions are particularly well illustrated by the following:

- Approximately eighteen percent of San Francisco's approximately 169,000 LEP individuals regularly commute to work on public transit. More still depend on Muni for other daily activities.
- LEP customers use Muni frequently – more than half of LEP survey respondents (52%) indicated they ride Muni five times a week or more. Nearly nine out of ten LEP survey respondents (88%) ride Muni at least once per week.

U.S. DOT guidance notes that “the more frequent the contact” with LEP individuals from different language groups seeking assistance, “the more likely enhanced language services will be needed.” SFMTA staff reported frequent interactions with LEP customers, especially Spanish, Chinese, and Vietnamese speakers.

- One-in-five staff members reported interacting with transit customers “many times a day” and a third of staff (34%) say they interact with customers on a daily basis.
- The staff that are most likely to interact with LEP customers on a daily basis are those who work in revenue (100% interact daily), at SF Paratransit (60%), and in citations and parking.

This data further indicates that the broad array of oral and written language services provided by the SFMTA are of great importance. Data collected from SFMTA staff is largely consistent with 2012 and 2016 findings, showing that Spanish and Chinese-speaking limited-English proficient individuals remain the most commonly encountered by staff, followed by Russian, Vietnamese and Filipino-speaking limited-English proficient customers, which is consistent with the top five languages spoken by LEP individuals in San Francisco, as captured in ACS data.

# Section IV: The Nature and Importance of SFMTA's Programs, Activities and Services to People's Lives (Factor Three)

"The more important the activity, information, service, or program, or the greater the possible consequences of the contact to the LEP individuals, the more likely language services are needed (emphasis added). The obligations to communicate rights to an LEP person who needs public transportation differ, for example, from those to provide recreational programming. A recipient needs to determine whether denial or delay of access to services or information could have serious or even life-threatening implications for the LEP individual..." (DOT LEP Guidance Section V(4)).

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## Introduction

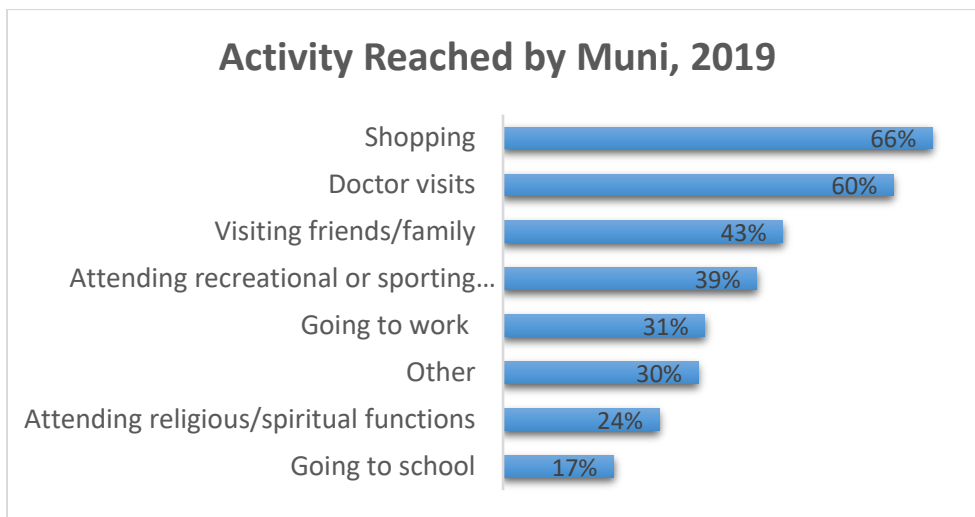
The SFMTA is well aware of the importance of providing safe, reliable, frequent and comprehensive transit services to all of its customers, including LEP patrons. As stated in DOT LEP Guidance Section V (4): "...providing public transportation access to LEP persons is crucial. An LEP person's inability to utilize effectively public transportation may adversely affect his or her ability to obtain health care, education, or access to employment."

The analysis included in Factor Two supports this statement for LEP individuals: both U.S. Census and ACS data reflect a high percentage of LEP individuals reliant on public transportation as a means to get to work as well as a variety of other day-to-day activities. In addition, input received during focus groups held at community organizations that serve LEP communities and input from LEP customers via surveys provided additional information on the importance of SFMTA's programs, activities and services for LEP populations.

As noted above, participants rarely mentioned the non-transit services that the SFMTA provides. When asked “What is a critical service Muni/SFMTA provides,” respondents overwhelmingly stated “transit.” Furthermore, LEP participants said that when they do not use public transportation provided by SFMTA, it is most often because they feel that SFMTA bus service does not go where they need it to for a specific activity (52%) or that walking is a practical alternative. 25 percent of 2019 LEP participants, increased from 18% in 2016, answered that they may choose not to take Muni because “information in English is hard to understand.”

## LEP Customer Ridership

LEP User Survey respondents ride Muni for a broad set of reasons. The most common reasons for riding Muni are shopping (66% ride Muni to do this), doctor visits (60%), and visiting friends and family (43%).



The top three reasons for riding Muni provided by LEP User Survey respondents were the same in 2019, 2016, and 2012. However, the percentage of respondents using Muni for these top three activities decreased overall.

Top 3 Activities	2016	2019
Shopping	70%	66%
Doctor Visits	69%	60%
Visiting Friends/Family	61%	43%

Feedback provided by CBO leaders as to where LEP customers travel via Muni reflects data collected from LEP survey respondents. CBO leaders reported using Muni for shopping, getting to community centers,

“One of their biggest challenges happens when they miss their stop. They can't communicate with the bus driver in Vietnamese and they don't know how to get back when they get to the next bus.”

--CBO Leader  
Interview, 2019

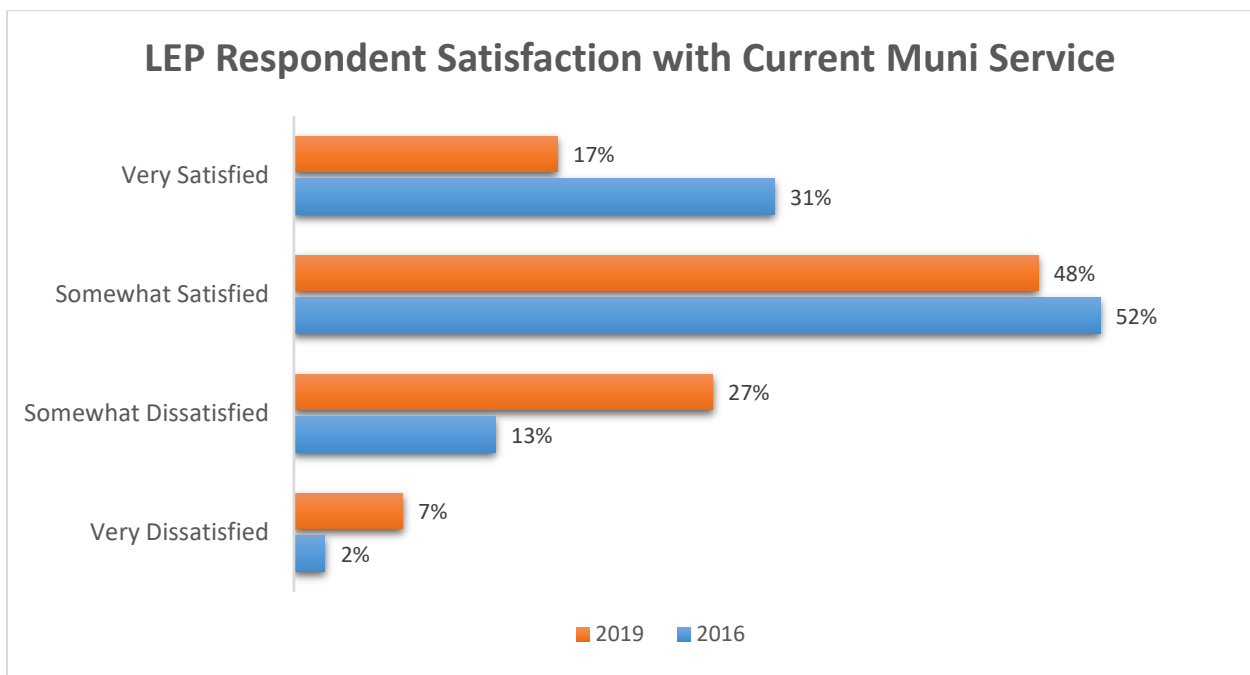
appointments, and for visiting friends. Much like the general Muni ridership, parents and school-age children use Muni to get to school and working adults use it to commute to and from work.

CBO leaders in 2016 underscored how important SFMTA's transportation services are for geographically isolated LEP populations throughout the city. Though they may constitute a smaller proportion of the overall LEP ridership, these LEP customers use Muni to travel to LEP community centers.

CBO leaders did not point to a significant difference in the use of Muni by demographic breakout groups such as age or gender. However, the qualitative data indicates that riders over 65 tend to ride Muni to travel to CBOs, visit family and to go to appointments, whereas younger adults - namely parents and school-age children - use Muni to get to school and work. Young people are also more likely to supplement Muni with a rideshare service to get somewhere outside of SFMTA's service area.

### Overall Satisfaction with SFMTA Services

Based on LEP user survey results, LEP customers appear to be mostly satisfied with the overall service provided by Muni, pointing to transit's importance in their daily lives. Sixty-five percent of LEP customers who participated in the LEP User Survey reported being either “very satisfied” or “somewhat satisfied” with Muni's current service. This is a lower satisfaction rate than in 2016, when eighty-three percent of respondents reported being either “very satisfied” or “somewhat satisfied” with Muni service.





**Table 16: Satisfaction with Muni Service by Language**  
**Source: SFMTA LEP User Survey, 2019.**

	Spanish	Chinese	Russian	Filipino	Vietnamese	Arabic	French	Korean	Thai	Japanese
<b>Satisfied (Very &amp; Somewhat)</b>	72%	58%	86%	92%	60%	63%	73%	90%	82%	80%
<b>Dissatisfied (Very &amp; Somewhat)</b>	29%	42%	14%	8%	30%	36%	27%	9%	18%	15%

In conversations with CBO leaders, satisfaction with Muni service was high. Many CBO leaders reported that their service populations appreciate when SFMTA shares information about its services. More than one half of the CBO leaders interviewed said the SFMTA should share more information about its services in-language, and a few made comments about working more closely with local CBOs in communicating about service changes.

### When Limited-English Proficient Individuals Decide Not to Use SFMTA Services

The reasons most commonly given by LEP customers surveyed as to why they may not ride Muni on any given day included that Muni does not go where they need it to (52%), information in English is hard to understand (25%, up from 18% in 2016), and they prefer to drive themselves or walk (25%, 24%).

Only two percent of LEP User Survey respondents said that they never use public transportation provided by SFMTA. Those who never ride Muni cited taxis or their own vehicles as their preferred method of transportation. LEP User Survey respondents who ride Muni infrequently (less than three times a month) said they do so because they prefer to walk or can drive themselves to their destinations, as well as saying that Muni does not go where they need it to for their particular purpose.

**Table 17a: Reasons for Not Riding Muni**  
**Source: SFMTA LEP User Survey, 2019.**

Reason	All Respondents (%)
<b>Does not go where I need to go</b>	52%
<b>Information in English is hard to understand</b>	25%
<b>Prefer to drive myself</b>	25%
<b>Prefer to walk</b>	24%
<b>Takes too much time</b>	18%
<b>Do not know how to get where I need to go</b>	16%
<b>Not reliable (Timeless, route changes, etc.)</b>	14%
<b>Costs too much</b>	13%
<b>Do not know how to buy a ticket</b>	12%

Reason	All Respondents (%)
<b>Carpool</b>	6%
<b>Use taxis</b>	4%

**Table 17b: Reasons for Not Riding Muni**  
Source: SFMTA LEP User Survey, 2016.

Reason	All Respondents (%)
<b>Prefer to walk</b>	38%
<b>Does not go where I need to go</b>	35%
<b>Takes too much time</b>	21%
<b>Not reliable</b>	21%
<b>Information in English is hard to understand</b>	18%
<b>Carpool</b>	14%
<b>Use taxis</b>	14%
<b>Prefer to drive myself</b>	13%
<b>Do not know how to get where I need to go</b>	13%
<b>Costs too much</b>	9%
<b>Do not know how to buy a ticket</b>	5%

### 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, from getting to work and school, to travelling for shopping, doctor visits, and visiting friends and family. Based on LEP user survey results, LEP customers appear to be mostly satisfied with the overall service provided by Muni, pointing to transit’s importance in their daily lives. Sixty-five percent of LEP customers who participated in the LEP User Survey reported being either “very satisfied” or “somewhat satisfied” with Muni’s current service. When LEP individuals choose not to ride Muni, 52% of survey respondents cited that Muni does not go where they need to go and 25% stated that information in English was hard to understand, an increase from 18% of respondents in 2016. Finally, LEP customers are largely successful in using SFMTA’s services to travel throughout the City, using Muni at higher rates than non-LEP customers.

# Section V: Resources Available to Recipients for LEP Outreach and Related Costs (Factor Four)

The U.S. DOT “Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons” (USDOT 2005) advises that: “A recipient’s level of resources and the costs imposed may have an impact on the nature of the steps it should take in providing meaningful access for LEP persons. (DOT LEP Guidance Section V (4)).

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## Introduction

The last step in the Four-Factor Analysis is intended to assess the resources available to the SFMTA for LEP outreach, as well as the costs associated with that outreach.

Given the diversity of San Francisco’s population and Muni’s ridership, the SFMTA believes it is critical to provide both oral and written language assistance to LEP customers. In keeping with that belief, the SFMTA employs various methods to ensure meaningful access to its benefits, services, information and other important portions of its programs and activities for its LEP customers.

## SFMTA’s Resources and Costs

The SFMTA dedicates significant resources in providing language assistance and outreach to its LEP customers. While exact totals can vary year to year depending on the various public outreach campaigns, capital programs and other agency activities that are being conducted, in general, on an annual basis, the SFMTA’s spends approximately \$880,000 - \$1M to support language assistance, which includes document translation, 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. Approximately 200-500 General Customer Information materials are translated and distributed per year. Topics include safety, security, fare or service changes, agency highlights, project information and other types of general customer information. In addition, 5,000-10,000 multilingual Customer Alerts are produced and posted per year. Customer Alerts notify the public regarding impacts to service due to construction projects, special events, repair/maintenance work, etc.). Translations can be handled by outside vendors or in-house staff, and production of materials is coordinated through the SFMTA’s Marketing group.

Also included in the \$1M are costs associated with language assistance provided in conjunction with our paratransit program; 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.

As noted above, all totals are approximate and should be used for reference only given the variance in agency and project needs and resulting expenditures. It is assumed, however, that these costs could increase as SFMTA continues to meet the language assistance needs of its LEP customers. Based on feedback from the 2016 focus group participants and 2016 and 2019 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, popular stores, and community centers. They also expressed strong interest in having information communicated via ethnic media channels – radio, television and newspaper – however these costs, particularly radio and television ads, are cost prohibitive and therefore rarely employed.

Cost-saving measures include utilizing in-house bilingual or multilingual staff. Employees who have been certified as bilingual through the San Francisco Department of Human Resources certification process receive a bilingual premium for performance of bilingual services such as providing language assistance in person or over the phone and assisting with document and website translation. The SFMTA also looks to other City departments for language assistance, such as the Office of Civic Engagement and Immigrant Affairs (OCEIA), the office in charge of enforcing San Francisco’s Language Access Ordinance, which is modeled to some degree on the federal guidelines.

For major public outreach campaigns that include numerous presentations to community and neighborhood groups, senior centers, youth centers, merchant groups, etc., SFMTA staff coordinates with these group to provide interpretation assistance, as appropriate and as available. Language assistance has been provided at community outreach events in Cantonese, Spanish, Vietnamese, Filipino and Russian. For example, with the Central Subway project, a billion-dollar construction project, the SFMTA relies heavily on the Chinatown Community Development Center (CCDC), a neighborhood community-based organization that serves as a direct link to the low-income/minority members of the Chinatown community. CCDC serves as a direct link to the community and provides oral and written translation assistance.

As resources and circumstances allow, the SFMTA would like to continue to expand its in-house language capabilities, particularly in its Public Outreach and Engagement group – since 2016, additional Spanish-speaking and Cantonese-speaking staff have been hired. Hiring staff who can write, speak and provide translation services for the agency results in substantial savings and increased access for LEP customers. Where applicable, new positions that become available have language skills listed as desirable qualifications. Also since 2016, the SFMTA has upgraded its website (sfmta.com) to make machine-language translations easily available to LEP customers in the top ten “Safe Harbor” languages. Customer outreach materials are monitored on a regular basis to evaluate which outreach items should be translated into which languages and, when appropriate, it is the SFMTA’s practice to post these multilingual materials on the appropriate language pages on the website so that the same information piece can be communicated through multiple channels. The LEP population concentration maps in the top 10 languages spoken by LEPs in San Francisco, referenced in Factor One and located in Appendix B, enable staff to better assess language needs within particular neighborhoods, which results in more targeted translations as circumstances require.

Since the 2016 LAP, the SFMTA finalized a three-year, agency-wide contract for translation and interpretation services and equipment, which was extended for one year. The SFMTA is in the process of issuing a new contract for translation and interpretation services, including equipment. The SFMTA also finalized an agency-wide contract for hiring community ambassadors to provide additional assistance to staff in performing community outreach. Part of the contract requirements include providing community ambassadors with language capabilities in the primary languages spoken by LEP populations, who will be deployed out into the communities to assist LEP individuals.

# Section VI: SFMTA

## Communications with LEP Populations

“Agencies would be well advised to ask LEP persons whether they are aware of the types of language assistance the agency provides, which of these forms are most beneficial, and what, if any, additional language assistance measures would be most beneficial.” (DOT LEP Guidance Section V(4)).

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### Introduction

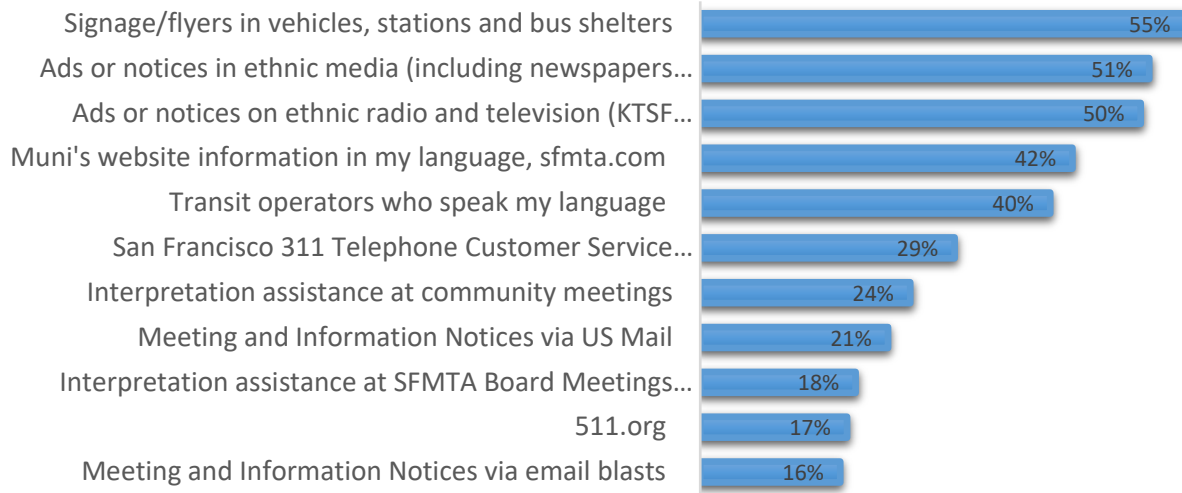
Based on the feedback received throughout the outreach and research effort conducted as part of this update, LEP customers are able to get information about SFMTA services and programs and that there are many consistencies between 2016 and 2019 data.

That said, the SFMTA’s effort to evaluate and improve, where needed, current communications with LEP customers involves delving further into the research gathered to discuss LEP customers’ awareness and preferences for language assistance tools, differences across and between LEP communities in terms of communications preferences, and any barriers to successful communications that were revealed. It should be noted that portions of the data below also appear in the previous chapters outlining the Four-Factor analysis.

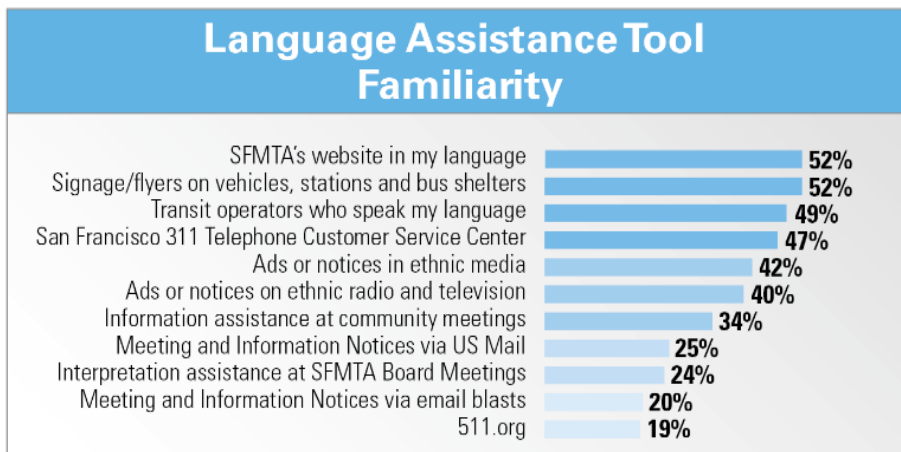
### Limited-English Proficient Customers’ Familiarity with SFMTA’s Language Assistance Tools

As seen below, while SFMTA provides a wide variety of language assistance tools to communicate effectively with LEP customers, LEP User Survey respondents reported that signage, ads in ethnic media, and Muni’s website were the top language assistance tools with which LEP customers reported being familiar. The language assistance tool most familiar to LEP customers was signage and flyers in vehicles, stations, and bus shelters in their native language. SFMTA’s language assistance tools, multilingual transit operators, multilingual customer service provided at the SFMTA customer service center, and telephonic interpretation services are also important to LEP customers.

## Language Assistance Tool Familiarity, 2019



This varies somewhat from 2016 where the website was reported as one of the top two tools (52% versus 42% in 2019).



SOURCE: SFMTA LEP USER SURVEY, 2016.

## Current Methods Used by Limited-English Proficient Individuals to Get SFMTA Information

LEP customers who participated in the 2019 LEP User Survey report using a variety of information sources to learn about SFMTA and Muni services. As seen in Table 18 below, the most popular language assistance

sources currently used by LEP customers are signage in vehicles, stations, or bus shelters; friends or family members; and the SFMTA website.

**Table 18: Sources of Information about SFMTA and Muni Services Used by LEP Populations**  
**Source: SFMTA LEP User Survey, 2016 and 2019.**

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

Interviews with CBO leaders confirmed that word of mouth is one of the most popular ways for LEP customers to get information about SFMTA. These interviews also revealed that while the Internet and social media are popular ways for LEP customers to learn about SFMTA, a number of LEP groups in San Francisco do not currently use technology for this purpose. CBO leaders also mentioned their centers, schools, and other cultural centers as valuable sources of information about SFMTA for their LEP populations.

Community leaders interviewed suggested a number of ways for SFMTA to best communicate with the LEP populations they serve, including: 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.

There were no significant differences in CBO Leader responses between 2016 and 2019.

## Limited-English Proficient Customers' Preference for Language Assistance Tools

In general, LEP User Survey respondents said that it was “most important” that they receive information in their native language through maps and signage in the vehicles, stations or bus shelters (~63%) and



through 311 (59%), information on Muni’s website in their native language (52%), and transit operators who speak their language (49%). Tables 19a and 19b below breaks down responses for preferred language assistance tools, across 2012, 2016 and 2019. Between 2012, 2016, and 2019, signage has continued to remain the most significant language assistance tool. The Muni website increased in popularity dramatically between 2012 and 2016 and continued to increase in 2019.

**Table 19a: Preferred Language Assistance Tools\***  
**Source: SFMTA LEP User Survey 2019.**

Tools	2019 Results
Maps in vehicles, stations, or bus shelters	63%
Sign in vehicles, stations, or bus shelters	62%
311/Language Line	59%
Newspaper ads	57%
Muni website (sfmta.com, muni forward.com etc)	56%
Muni’s Customer Service Center on South Van Ness	56%
Radio or television ads	54%
Friends and family members	52%
Ambassadors doing street-level outreach	49%
Community or faith-based organizations	48%
Mailers	47%
Text message updates	45%
Brochures	44%
Meeting notices	42%
Email communications	42%
Social media posts e.g. Twitter or Facebook	42%
SFMTA Board of Directors Meetings	41%

**Table 19b: Preferred Language Assistance Tools\***  
**Source: SFMTA, LEP User Survey 2012, 2016**

(\*Notes: 2019 cannot be compared due to changes in question phrasing. )

Tools	2012	2016	Difference
<b>Signage/flyers on vehicles, stations and bus shelters</b>	61%	52%	- 9%
<b>Muni’s website information in my language, sfmta.com</b>	28%	52%	+24%
<b>Transit operators who speak my language</b>	-	49%	-
<b>San Francisco 311 Telephone Customer Service Center</b>	21%	47%	+26%
<b>Ads or notices in ethnic media</b>	51%	42%	-9%
<b>Ads or notices on ethnic radio and television</b>	-	40%	-
<b>Information assistance at community meetings</b>	-	34%	-

Meeting and Information Notices via US Mail	-	25%	-
Interpretation assistance at SFMTA Board Meetings	16%	24%	+8%
Meeting and Information Notices via email blasts	5%	20%	+15%
511.org	-	19%	-

Interviews with CBO leaders in 2016 indicated that LEP customers find in-language TV news shows and in-language newspapers helpful ways to get information about SFMTA. The CBO leaders interviewed in both 2016 and 2019 mentioned that working with CBOs and schools to provide information in language were some of the best ways to work with LEP populations.

## Differences in Limited-English Proficient Customers' Communication Preferences between Language Groups

Based on responses from the LEP User Survey, there are a number of notable differences when looking at current SFMTA information sources by language group, including:

- Thai, French, and Japanese speaking LEP customers report using the Muni website much more than other groups.
- Korean, Spanish, Japanese, and Arabic-speakers use friends and family members more than other language groups
- Russian and Arabic speakers are more familiar with written ads or notices in ethnic media (such as newspapers) than other groups who are all more familiar with TV or radio ads.
- French speakers are far more familiar with 311 as a language tool than any other group (80%)
- Spanish speakers place much more importance on receiving SFMTA information in Spanish through mailers, email communications, and social media than other groups.
- Arabic and Korean Speakers place much more importance on receiving SFMTA information in their languages through 311 than other groups.

## Changes in Limited-English Proficient Customers' Communication Preferences Over Time

Comparing data collected from LEP customers in 2012 as part of the Language Assistance Plan process with data collected in 2016 and 2019 for updates allows analysis of where LEP customers' communications preferences have changed over time (where applicable). Notable changes include:

- In 2012, LEP customers identified signage in vehicles, stations, and bus shelters (54%), newspaper, radio, and TV ads (44%) and brochures (42%) as the most important methods through which to find out information. In 2016 the top methods were signage in vehicles, shelters, and bus stations (56%), newspaper ads (53%) and 311/Language Line (53%). In 2019, the top methods were *maps* and signage in vehicles, shelters, and bus stations (63%), 311/Language Line (59%), and newspaper ads (57%). The SFMTA's (Muni's) website also gained

importance in 2019 at 56%.

- CBO leaders shared similar feedback in terms of their current sources for information on SFMTA in 2012 and 2016. One exception is a clear rise in the use of social media as an information source – found to be true of all age groups except those over 65.
- In 2012, 2016, and 2019, the information LEP customers most commonly inquired about was the same: routes, schedules, and fares.
- As seen in Table 20 below, between 2012 and 2016, LEP customers’ interest in information about the SFMTA changed. Interest in information about routes, schedules, and how to make complaints or place commendations all increased.

**Table 20: Questions Most Frequently Asked by LEP Customers\***  
Source: SFMTA, 2019, 2016, 2012.

Question	2012	2016	2019
Routes	24%	74%	22%
Schedules	17%	41%	13%
Complaints/commendations	5%	21%	9%
Fares/fare media	26%	39%	18%
Citations/Parking Permits	3%	15%	8%
ADA	3%	12%	6%
Bus Conditions	3%	8%	3%
Accidents	2%	-	-
Discrimination	1%	-	-
Crime/security	-	8%	4%
Service changes/detours	-	23%	8%
Public information	-	13%	5%
Other	-	-	5%

\*Sample sizes were different across years, which could affect results. This table also contains supplemental SF Paratransit employee data for 2016.

## SFMTA Information Most Critical for Limited-English Proficient Customers

According to respondents of the 2019 LEP User Survey, the most critical information for LEP customers to receive in their native language are: schedule (74%), routes (72%), and safety and security information (69%). Schedule and routes were also highly ranked in previous surveys, but safety and security information rose to high importance for the first time in 2019. These responses reflect the overall patterns of all respondents.

2016 focus group participants reiterated the same themes as survey respondents, expressing a desire for information on SFMTA schedules, routes and service changes. Focus group participants frequently alluded to the desired information in the context of the bus or the express bus. Additionally, focus group participants mentioned information on transit security and instructions for filing complaints as information they would like to have.

CBO leaders interviewed in 2016 said the most common questions asked of them by their service populations included special programs and discounted passes, transit information, accessing Muni, and routes. CBO leaders in 2019 also mentioned helping with paratransit applications.

SFMTA staff members surveyed reported that LEP customers they are in contact with are typically seeking information about routes, schedules and fares, which is consistent with the information customers report as the most critical for them in using Muni.

## Limited-English Proficient Customers' Communication Challenges and Barriers

While SFMTA's effectiveness in communicating with LEP customers was captured through the data collection, 41% of LEP Muni customers surveyed in the 2019 LEP User Survey said that they found language barriers to be "very challenging" when using Muni's programs or services, an increase from 36% in 2016. An additional 27% found language barriers "somewhat challenging," for a total of 68% of LEP individuals who have at least some difficulty with language barriers (a similar overall rate as in 2016).

The biggest challenge that CBO leaders reported for their service populations was learning about service, route, or schedule changes. In 2016, CBO leaders indicated that failure to communicate this information to LEP individuals can result in significant negative consequences, including long waits for service or traveling to the wrong location. This was by far the complaint CBO leaders most frequently heard from their LEP members. CBO leaders in 2019 also said they educated LEP individuals on using Clipper cards, paratransit, and information about fare increases. One leader also expressed that they've heard frustration with signage being worn down or not visible.

As mentioned previously, when LEP individuals choose not to ride Muni, 52% of survey respondents cited that Muni does not go where they need to go and 25% stated that information in English was hard to understand, an increase from 18% of respondents in 2016. The SFMTA will continue reviewing its language assistance measures, in the context of the feedback collected, to continuing improving its outreach methods for LEP populations.

## SFMTA Staff Communications with Limited-English Proficient Customers

Fifty-nine percent of SFMTA staff surveyed indicated that they interact with LEP riders on a daily basis. The staff positions most likely to interact with LEP customers on a daily basis are those who work as Transit Fare Inspectors (88%), Revenue (75%), MTAP/Security (70%), Station agents (64%), and Citations (57%). When attempting to communicate with LEP customers, SFMTA staff who are located out in the field (and do not have access to telephone interpretation services, including 311) reported seeking the help of other employees or other customers who speak the same language for assistance, trying to find a way to get around the language barrier or referring the rider to 311, all methods recommended in the DOT Policy

Guidance. Only 17% of transit operators reported referring customers to 311 – lower than other field staff positions – highlighting an opportunity to continue educating transit operators regarding this important language assistance tool.

2016 SFMTA staff surveyed who work in an office environment where they can better access language assistance tools report interacting with LEP stakeholders somewhat less regularly than staff in the field. These staff positions include Communications, Front Desk staff, and Dispatchers. The way they communicate with the customer varies by the information the LEP customer is seeking. The most common requests include fare and media and service detours; in both of these cases staff reported trying to talk to other customers or try and figure out a way to overcome the language barrier.

## Perception of SFMTA Services and Communications

LEP customers are divided on how well they think SFMTA communicates with LEP customers. In 2019, LEP customers’ opinions migrated towards “fair,” with fewer respondents choosing “excellent,” “good,” or “poor.”

**Figure 21: LEP Customer Perception of SFMTA Communications**

How well do you think the SFMTA is currently doing at communicating with customers who are limited English proficient?	2016	2019	Difference
Excellent	17%	15%	-2%
Good	36%	29%	-7%
Fair	33%	46%	+13%
Poor	14%	10%	-4%

Feedback provided by LEP individuals, CBO leaders, and SFMTA staff show that San Francisco’s LEP population – regardless of native language – frequently and successfully use SFMTA’s services. However, many LEP customers felt there was room for improvement in SFMTA’s communications with LEP customers.

## Conclusions

Research conducted to update the 2019 Language Assistance Plan indicated in some instances that language barriers can prevent LEP customers from using SFMTA’s transit service more than they did in past years, though many LEP customers still use transit successfully. Satisfaction among LEP riders who participated in the update is relatively high but has decreased since 2016: in 2019, 65 percent of LEP User Survey respondents reported being satisfied with Muni’s current service (83 percent in 2016).

Research did indicate that the SFMTA could be more effective in communicating important information to its LEP customers. This can be accomplished by increasing efforts to enhance awareness about existing

language assistance tools and resources provided by the SFMTA among LEP customers. These efforts can be supplemented by providing additional in-language materials and signage, particularly about service and route changes, and continuing to work with CBOs to identify areas for improvement for specific LEP populations.

Other notable conclusions:

- Information collected from the CBO leader interviews in 2016 and 2019 suggest that CBOs continue to be a consistent and cost-effective way for the SFMTA to relay information to LEP customers, reinforcing and validating SFMTA’s current practice of partnering with them and plans to continue expanding the network to include an even more diverse set of organizations in terms of both language, populations served and geographical spread.
- Data from the SFMTA Staff Survey in 2016 and 2019 suggests that SFMTA should equip front-line staff and transit operators with additional multilingual customer information materials to facilitate communicating important information when language barriers arise.
- While the SFMTA may not have the resources or space to translate all information into each of the ten languages, data collected from the 2019 LEP User Survey suggests that the SFMTA should prioritize translating schedule, route, safety and security information, particularly information that can be posted in vehicles, stations, and bus shelters.
- Data collected from the LEP User Survey and feedback solicited during the LEP Focus Groups and CBO Leader Interviews in 2016 and 2019 suggest that information on route changes is especially difficult for LEP customers to receive, as it may not be translated into all native languages and operators may not be able to relay the changes to all customers as a result of language barriers.
- In 2016 and 2019, LEP User Survey respondents reported that ads or notices on ethnic radio or television, Muni’s website, signage, and transit operators who speak their language were the top language assistance tools with which LEP customers reported being familiar. SFMTA’s language assistance tools, including translated printed materials posted at stops and stations, multilingual customer service provided at the SFMTA customer service center, and telephonic interpretation services are also extremely important to LEP customers.
- Digital language assistance tools (311, Muni’s website, and email communication) gained popularity across all LEP participants in 2019. This extends the findings in 2016 that younger LEP customers frequently rated familiarity with online translation of SFMTA.com and 311’s in-language telephonic services. Younger people increasingly turn to online resources, and it follows that SFMTA’s customers, both LEP and English-speaking will follow this trend. Such a conclusion was also suggested by focus group participants and CBO leaders interviewed in 2016.

Based on the outcome of the Four Factor analysis and the research conclusions detailed above, SFMTA will continue to employ a wide variety of verbal and written language assistance services, primarily in the languages spoken by the limited-English proficient individuals most frequently encountered (primarily Cantonese and Spanish) and other languages as well, such as Russian and Vietnamese based

on LEP concentrations, and Filipino (pursuant to San Francisco’s Language Access Ordinance) to ensure that communications with LEP customers are accurate, timely and result in meaningful access to SFMTA’s services and programs. Many of the current language assistance services offered by the SFMTA and being used by LEP customers are described in the U.S. DOT guidance as “Promising Practices,” including bilingual or multilingual SFMTA staff; telephonic interpretation services, including the San Francisco Telephone Customer Service Center (“311”), the multilingual website, extensive multilingual signage and the SFMTA’s close partnerships with community-based and cultural organizations. These services are described in further detail in the Language Assistance Implementation Plan (Section VIII of this document).

# Section VIII: Language Assistance Implementation Plan

After completing the Four-Factor Framework, the DOT LEP Guidance recommends that agencies use the results of the analysis to determine which language assistance services are most appropriate to address the needs of the LEP populations they serve. The DOT LEP Guidance notes that effective implementation plans typically include the following five elements: 1) identifying LEP customers who need language assistance; 2) providing language assistance measures; 3) training staff; 4) providing notice to LEP customers; and 5) monitoring and updating the plan.

## Element 1: Identifying LEP Individuals Who Need Language Assistance

### What the DOT Guidance Says:

**“There should be an assessment of the number or proportion of LEP individuals eligible to be served or encountered and the frequency of encounters pursuant to the first two factors in the four-factor analysis...” (DOT LEP Guidance Section VII (1)).**

The 2013-2017 Five-Year U.S. Census American Community Survey (ACS) data revealed there are 168,781 LEP individuals residing in the City and County of San Francisco. This is 20.5% of the total population of the City. According to the ACS, 18.3% of this LEP population report using public transit as their primary means of transportation to work. Noting that these numbers are only an account of work trips and that there are public transportation trips being taken for other reasons, it can be assumed that even more trips are being taken by LEP individuals.

Based on the detailed analyses provided in Factor One and Factor Two above, there is substantial evidence to indicate that there is a significant LEP population within the SFMTA service area and that it accounts for a large number of SFMTA customers. These analyses are based on Census, school and other data sources and frequency of contact data provided through Language Line access, website access, employee surveys, 2017 Muni Systemwide Onboard Study, focus group results and surveys completed by LEP customers and CBO leaders.

The analysis also identifies the ten “Safe Harbor” languages that fall within the “Safe Harbor Provision,” as established by the Department of Justice and as adopted by Department of Transportation, which provides for written translation of vital documents for each eligible LEP group that constitutes five percent or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered. For the SFMTA, those languages comprise: Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, Thai, French, and Arabic.

Chinese (including Mandarin and Cantonese) and Spanish are the most widely spoken LEP language groups in San Francisco. Smaller but significant proportions of LEP San Franciscans speak Filipino,



Vietnamese and Russian.<sup>5</sup> The table below provides a comparison of the proportions from the ACS and CDE data.

LEP Language Groups	Proportion of LEP Population	
	ACS Data (2013-17)	CDE Data (2018-19 School Year)
Chinese	57.08%	26.26%
Spanish	20.59%	48.62%
Filipino	5.33%	2.01%
Vietnamese	3.58%	2.29%
Russian	3.91%	0.80%
Korean	1.75%	0.40%
French	0.62%	0.32%
Arabic	0.60%	2.22%
Other Asian or Pacific Islander	4.18%	--
Japanese	--	0.57%
Other Indo-European	2.36%	--
Other Non-English languages	--	13.86%

## Element 2: Language Assistance Measures

### What the DOT Guidance Says:

**“An effective LEP plan would likely include information about the ways in which language assistance will be provided.” (DOT LEP Guidance Section VII(2)).**

The SFMTA is committed to ensuring meaningful access to the benefits, services, information and other important aspects of its programs and activities for its LEP customers. As detailed above in Factor Three, transit is an important, if not critical service to the LEP population, in particular to youth and senior riders. And similar to conclusions drawn from the prior research effort, the most vital information needs, regardless of LEP group, are information on routes, fares and schedule changes, with safety information also being highlighted by 2019 respondents. The SFMTA employs several oral and written language assistance services to ensure reasonable and meaningful access to its program and services. Many of these services were mentioned by LEP participants throughout the research process as services they were familiar with and accessed in order to engage with SFMTA’s programs and services. To ensure that SFMTA staff is aware of the types of language services available, Title VI and Language Assistance training is provided to employees throughout the agency.

For context, approximately 200-500 General Customer Information materials are translated and distributed per year. Topics include safety, security, fare or service changes, agency highlights, project

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<sup>5</sup> ACS data for LEP persons who speak Russian is extrapolated from the ‘Russian, Polish, or other Slavic’ language group. See ‘Disaggregating Language Groups’ on p. 20.

information and other types of general customer information. In addition, 5,000-10,000 multilingual Customer Alerts are produced and posted per year. Customer Alerts notify the public regarding impacts to service due to construction projects, special events, repair/maintenance work, etc. Translations are handled through outside vendors or in-house staff and production of materials is coordinated through the SFMTA's Marketing group.

Oral and written language assistance services include:

- Distribution and posting of multilingual meeting and information notices, Customer Alerts, Take Ones, brochures, flyers and postcards; postings in transit, transit stations, bus shelters, station kiosks and on the SFMTA website; direct mail to affected customers, residents and business owners; and email blasts to Community-Based Organizations (CBOs), stakeholders, advocacy groups, neighborhood groups, places of worship, schools and other interested individuals. Languages for translation are determined based on content, pursuant to the SFMTA's vital document policy, and in some circumstances, after consulting the LEP population maps to determine LEP concentrations in particular areas.
- Hosting bi-lingual or multilingual community meetings with interpretation assistance as needed through bilingual SFMTA staff, vendors or by members of community-based organizations (CBOs). Since 2016, the Communications group added a Cantonese speaker and two Spanish-speaking public contact employees to further assist with internal translations and staffing community events, thereby helping to increase the SFMTA's presence in LEP communities.
- Coordination with, and outreach to: community-based organizations, advocacy groups, local businesses, other transit agencies, schools, youth centers, senior centers, faith-based organizations, the Mayor's Office of Neighborhood Services, Board of Supervisors, advocacy groups, Chambers of Commerce, small business merchant groups and neighborhood organizations, as appropriate, in order to enhance language assistance to Limited-English Proficient individuals.
- Translated content at [sfmta.com](http://sfmta.com) in Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, French, Thai and Arabic, including information on SFMTA's Title VI policies and procedures and how to file a Title VI complaint; translated content is also available on SF Paratransit's website, [sfparatransit.com](http://sfparatransit.com). In 2017, the agency improved access for LEP customers through global translation into San Francisco's ten "Safe Harbor" languages. In 2018, the new POETS requirements made it mandatory for every project that impacts the public to have a webpage or link posted on the SFMTA website, and all public meetings must be listed on the agency's online calendar in addition to other forms of notification, with multilingual instructions on how to request free language assistance.
- Promoting San Francisco's multilingual 311 Telephone Customer Service Center and providing notice to customers of free language assistance and general information through distribution of multilingual ("Safe Harbor" languages plus English) Customer Cards that state the following: "For information on Muni routes, schedules, fares, accessibility, safety, security and other SFMTA programs and services, call the San Francisco 311 Customer Service Center for free language assistance in over 100 languages by dialing 311 within San Francisco or 415.701.2311 when

calling outside of San Francisco or visit [sfmta.com](https://www.sfmta.com).”

- Placement of “311 Free Language Assistance” tagline in Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese, French, Thai and Arabic on customer outreach and other materials, including employee business cards and agency letterhead. This notice is also in use by SF Paratransit.
- Title VI and Language Assistance training for employees throughout the agency, including protocols on interacting with LEP customers and information and examples of available language assistance tools. SF Paratransit is also required to conduct Title VI and Language Assistance training for required staff.
- Agency-wide access to a telephonic interpretation service and distribution of training materials, including a Quick Reference Guide with instructions on how to access the service, FAQs, and tips on how to interact with LEP customers. SF Paratransit also contracts with a telephonic interpretation service.
- Use of safety and security-related pictograms on Muni vehicles so that critical information is available to all customers regardless of English proficiency and native language literacy levels.
- Pre-recorded multilingual announcements addressing service changes and safety tips on Muni vehicles in Cantonese, Spanish and Filipino and, since 2018, the capacity for multilingual station announcements.
- Bilingual or multilingual public contact employees throughout the agency whose primary job duties involve interacting with customers; Language certified employees receive pay premiums for using their language skills.
- Providing “Frequently Used Terms” translation fact sheets in Spanish, Chinese and Filipino to improve the consistency of verbal and written language assistance; Russian and Vietnamese in production.
- Deployment of bilingual ambassadors for major construction projects and events, with language skills matched to the community to the extent available.
- Providing the ADA Complementary Paratransit application in all 10 “safe harbor” languages;
- Providing multilingual notice of availability of free language assistance at SFMTA Board meetings, Citizen Advisory Committee (CAC) meetings and Muni Accessibility Advisory Committee (MAAC) meetings, and at community outreach and informational meetings, with 48 hours’ notice. SF Paratransit also provides free language assistance through interpreters as requested.
- As resources allow and circumstances warrant, conducting outreach or information gathering sessions via small focus groups, led by a facilitator, either in language or with the assistance of an interpreter.

## Language Assistance Measures to be Considered Based on Research Findings

- Incorporate cultural sensitivity components into existing Title VI and language assistance training for SFMTA public contact staff.
- Prioritize translating route, fare and service change materials and information into the primary languages; share multilingual materials to the extent possible with operators and transit field staff.
- Create and deploy an education campaign to increase awareness among LEP customers of the language assistance services available to them, including 311 and [sfmta.com](http://sfmta.com).

## Vital Documents and Translation Policy

An effective Language Assistance Plan for the SFMTA includes the translation of vital and other documents into the languages of frequently encountered LEP customers, based on content and circumstances. Based on the analyses for Factors One and Two in this plan, the most frequently encountered languages continue to be Chinese (Cantonese) and Spanish. Combined, these languages comprise 78% of all LEP individuals in the City and County of San Francisco based on 2013-2017 American Community Survey data and therefore the SFMTA will continue its long-standing policy to translate all customer outreach materials, at a minimum, into Spanish and Chinese.

In addition to Spanish and Chinese, SFMTA also includes the following eight additional “Safe Harbor” languages for vital document translation, even though the frequency of contact is less: Filipino, Vietnamese, Russian Korean, Japanese, French, Thai and Arabic. These are the languages that at least 1,000 or more Limited-English Proficient individuals reported speaking, according to American Community Service census data, and based on federal guidance, need to be considered when providing language services.

As informed by the DOT guidance, the SFMTA’s definition of “vital” written documents can include complaint forms, written notices of important legal rights, documents that are critical for obtaining services and benefits, decreases in benefits or services and notices advising LEP individuals of free language assistance. Vital documents can either be word-for-word translations or summaries of key content; they can also be translated into primary and secondary languages, summarized in the remaining languages or contain information on how to obtain free language assistance and further information. Further, the LEP concentration maps based on Census tracts that were updated based on ACS 2013-2017 data for the top 10 languages spoken by LEP individuals in San Francisco will continue to be consulted in determining the languages for document translation.

Specific examples of vital documents for the SFMTA are listed in the table below and include: Title VI notices, policies, procedures and complaint forms; notices advising LEP customers of free language assistance; paratransit applications; safety and security information; and, depending on circumstances, information on fare and major service changes. These categories can be expanded depending on circumstances, as well as the vital nature of the information that needs to be communicated. Surveying

and categorizing documents as “vital” will be included in the periodic monitoring of SFMTA’s LAP and on an ongoing basis as new documents are being developed and produced.

It should also be noted that as a department of the City and County of San Francisco, the SFMTA is required to comply with San Francisco’s Language Access Ordinance (LAO), which dictates similar requirements to the federal guidelines regarding identifying, assisting and tracking LEP customers. The LAO requires translation of vital documents into shared languages other than English that are spoken by 10,000 or more city residents. Based on the census data and the composition of LEP residents in San Francisco, it was determined that all city departments are required to translate vital departmental information into Chinese, Spanish and Filipino (Tagalog).

The table below lists essential services and information that are of importance to LEP individuals. The SFMTA may provide a written or oral summary of a vital document and/or notice of free language assistance in the “Safe Harbor” languages, rather than a word-for-word translation. The SFMTA also reserves the right to translate documents into more languages as circumstances dictate and resources allow. For example, service related Rider Alert notices are translated into Chinese, Filipino and Spanish, and expanded to other languages depending on the area and particular concentrations of LEP individuals, as depicted in the LEP concentration maps included in Appendix B, which is a current practice. Due to the critical nature of safety and security information, the SFMTA will rely on pictographs to the extent possible, so that information is accessible to all customers, regardless of language spoken and native language literacy levels.

Services and Information	Language(s)	Vital Document?
<b>Title VI Notice</b>	Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, Thai, French and Arabic	Yes
<b>Title VI Complaint Form and Procedures</b>	Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, Thai, French and Arabic	Yes
<b>Notice of Free Language Assistance and General Information at 311 Customer Card: directs customers to 311 for information on fares, routes, schedules, safety, security, accessibility and other services and programs</b>	Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, Thai, French and Arabic	Yes
<b>Safety and Security Information</b>	To the extent possible, SFMTA employs icons and symbols in order to reach as many LEP customers as possible, regardless of language spoken and literacy levels. Translation is dependent on content; summarized key information may be provided in additional languages instead of word-for-word translation; multilingual notice of free language assistance will be included.	Yes, depending on content.
<b>ADA Complementary Paratransit Service (SF Paratransit): Eligibility Forms and Program Information)</b>	Paratransit applications available in Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, Thai, French and Arabic; telephonic interpretation services available through SF Paratransit and live interpretation assistance provided upon request.	Yes
<b>Fare &amp; Major Service Change Information</b>	Depending on content, proposed and approved fare and major service change information may be	Yes, depending on content.

Services and Information	Language(s)	Vital Document?
	translated into up to 10 languages, depending on content and circumstances, including concentration of LEP populations in targeted outreach area, where appropriate; depending on content, summarized key information may be provided and/or notice of free language assistance instead of word-for-word translation.	
<b>Customer Information at <a href="http://sfmta.com">sfmta.com</a></b>	SFMTA’s website, <a href="http://www.sfmta.com">www.sfmta.com</a> , has both dedicated web pages in up to 10 languages (quantity of content can vary based on topic/language) and employs global translation in 10 languages.	No
<b>Customer Take Ones, Car Cards and other outreach materials</b>	Chinese, Spanish and Filipino, as appropriate. SFMTA may translate into additional languages based on content and LEP concentrations in targeted outreach area. Documents include the “311 Free Language Assistance” tagline in ten languages.	No
<b>Construction Notices</b>	Chinese, Spanish and Filipino, as appropriate. SFMTA may summarize and/or translate into additional languages based on content and LEP concentrations in outreach area. Documents can include the “311 Free Language Assistance” tagline in “Safe Harbor” languages.	No
<b>Customer Alerts</b>	Chinese, Spanish and Filipino, as appropriate. SFMTA may translate into additional languages based on content and LEP concentrations in outreach area. Documents include “311 Free Language Assistance” tagline in ten languages.	No

**Language Assistance Protocols**

Language assistance is provided primarily through the SFMTA’s 280 public contact staff, 148 of whom have bilingual or multilingual skills. A “public contact position” is a position in which a primary job responsibility consists of meeting, contacting and dealing with the public in the performance of the duties of that position. Bilingual or multilingual public contact staff receive Title VI and Language Assistance training and are located throughout the SFMTA. The highest concentration of bilingual employees are located at the SFMTA’s Customer Service Center (CSC), which also uses a Spanish, Chinese and Filipino queue system to ensure that LEP customers in the three languages receive assistance in their native languages. Public contact staff with telephone and computer access can also use telephonic and live video interpretation assistance in over 100 languages when assisting members of the public.

SFMTA’s Public Outreach and Engagement staff, who have bilingual capabilities in Spanish, Chinese (Cantonese and Mandarin) and Filipino, are in regular contact with numerous community organizations and stakeholders. They also perform some in-house translations for public outreach materials and web postings and review externally translated materials for accuracy. Members of this team also staff public outreach events and coordinate with external vendors to ensure language access for LEP customers, including providing guidelines and “Frequently Used Terms” translation fact sheets in Spanish, Filipino and Chinese to improve the consistency of translations.

Protocols for communicating with LEP customers are as follows: each division of the SFMTA that interacts with customers in person, in writing or over the phone, makes every effort to communicate with LEP customers, utilizing the best language assistance tools available. If a customer requires language assistance and there is no interpretation assistance available via telephone or computer or through a bilingual co-worker, staff members may ask another customer who may speak the same language, if appropriate. As mentioned, in the Customer Service Center, Spanish, Filipino and Cantonese-speaking LEP customers can self-select to enter the queue system for assistance in these languages, the primary languages spoken by the highest concentrations of the LEP population. LEP customers who speak other languages can indicate language preference on “Interpretation Service Available” signs or through a telephonic or video interpreter. Written communications are primarily handled by bilingual staff on the Community Outreach team but can be handled by bilingual staff in other divisions; if circumstances allow, outside vendors will be used as well.

Sample protocols from the Title VI and Language Assistance training materials are provided below:

“The procedures below should be used when interacting with customers who require language assistance:

- Be patient.
- Attempt to communicate with the customer in a calm, even-toned speaking voice.
- Consider effective and respectful non-verbal ways to communicate.
- If you have access to a computer or a phone, contact 311, San Francisco’s multilingual Telephone Customer Service Center or the telephonic interpreter service for live interpretation assistance via computer or phone.
- If unable to communicate directly, look for assistance from another SFMTA employee or, if appropriate, another Muni customer after confirming the customer is comfortable lending assistance.
- Provide customer with a Language Assistance Customer Card, which includes the following information in English and 10 other languages: “For information on Muni routes, schedules, fares, accessibility, safety, security and other SFMTA programs and services, call the San Francisco 311 Customer Service Center for free language assistance in over 100 languages by dialing 311 within San Francisco or 415.701.2311 when calling outside of San Francisco or visit [sfmta.com](http://sfmta.com).”
- If Language Line is not available and no other language assistance is available, look for the “311 Free Language Assistance” tagline that should be located on signage in vehicles, in bus shelters or in transit stations.

## Translation Policies

The SFTMA ensures the competency of interpreters and translation services through the following measures:

- SFMTA staff hires reputable firms and relies on feedback from the public at meetings for quality checks.
- If SFMTA staff is present and has language capabilities in the language in which assistance is being provided, staff will confer with the interpreter prior to the start of the meeting.
- SFMTA staff will ask the interpreter to demonstrate that he or she can communicate information accurately in both English and the language that is needed.
- SFMTA staff will advise the interpreter or translator regarding specialized terms and concepts associated with the agency's policies and activities, as appropriate and as available; the SFMTA will provide a copy of the "SFMTA Frequently Used Terms Translation Fact Sheet" in Spanish, Filipino and Chinese to translators and interpreters prior to the event requiring the language assistance.
- The SFTMA will instruct the interpreter that he or she should not deviate into a role as counselor, legal advisor, or any other role aside from interpreting.
- The SFTMA will ask the interpreter to attest that he or she does not have a conflict of interest on the issues for which interpretation services are being provided.
- For outsourced written translations, the SFMTA utilizes in-house staff to ensure accuracy and will also consult local resources such as the Office of Civic Engagement and Immigrant Affairs and CBO partners, as necessary.

## Element 3: Training Staff

### What the DOT Guidance Says:

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

- **Staff knows about LEP policies and procedures.**
- **Staff having contact with the public...are trained to work effectively with in-person and telephone interpreters." (DOT LEP Guidance Section VII(3)).**

To ensure that SFMTA staff is aware of the types of language services available, Title VI and Language Assistance training is provided to employees throughout the agency. Supervisors and managers are also



included in the trainings, as appropriate. Contractors of the SFMTA, for example, the vendor who provides SFMTA's ADA Complementary Paratransit service, is required to be in compliance with SFMTA's Language Assistance Plan, including providing Title VI and language assistance training for designated staff. Training is conducted either by SFMTA staff or internal staff who has been appropriately trained.

Training materials include an overview of the SFMTA's responsibilities under Title VI and its implementing regulations, including pertinent definitions, as well as the agency's responsibilities under the Department of Transportation's (DOT) Policy Guidance for LEP individuals. A brief overview of the Language Assistance Plan is provided, including a discussion of the findings from the Four-Factor Framework, a snapshot of the Census data and identification of the "Safe Harbor" languages. Participants are provided with a list of current Language Assistance Tools and given instructions on how to access live interpreter assistance through a computer or telephone, where such option is available.

They are also made aware of tools such as the multilingual "311 Free Language Assistance and Customer Information" Take One card that can be given to customers to direct them to 311 for free assistance in over 100 languages, as well as the multilingual customer information available at [sfmta.com](http://sfmta.com). A component of the training also includes recommended language protocols on how to interact with LEP customers and an opportunity is provided for open discussion to share best practices, challenges and to answer questions. Trainings are conducted by SFMTA staff. Training components also focus around the "train the trainer" concept so that LEP training can be incorporated into existing staff training opportunities to the extent possible.

Training for transit operators is offered as part of their New Operator training, through regularly distributed Operator Bulletins and, for transit operators who have had Title VI-related customer incidents, reinstruction on policies and procedures can be provided as part of the disciplinary process, as appropriate and as needed.

Under San Francisco's local "Language Access Ordinance," the SFMTA must submit an annual report that, among other reporting requirements, requires reporting of the number of public contact staff on an annual basis, identifies language capabilities and staff location and information on any training provided. This report helps to ensure that new and existing public contact staff are being reached for training.

## Element 4: Providing Notice to LEP Customers

### What the DOT Guidance Says:

**"Once an agency has decided, based on the four factors, that it will provide language services, it is important that the recipient notify LEP persons of services available free of charge (emphasis added). Recipients should provide this notice in languages LEP persons would understand." (DOT LEP Guidance Section VII (4)).**

The SFMTA's methods for notifying LEP customers of free language assistance services include the following:

- "311 Free language assistance" notice: Included in all "Safe Harbor" languages in public outreach documents, signage, marketing materials, press releases, agendas for SFMTAB, CAC

and MAAC, which advises customers that free language assistance is available at San Francisco’s multilingual 311 Telephone Customer Service Center, which is open 24 hours a day/7 days a week/365 days a year. Notice is also included at the bottom of every web page on SFMTA.com. Since 2016, the notice is also included on agency letterhead and on the back of business cards.

- 311 Free Language Assistance Customer Card: Distributed via our transit operators, customer service representatives, community outreach staff and Station Agents, this customer information card contains the following information in all “Safe Harbor” languages: “For information on Muni routes, schedules, fares, accessibility, safety, security and other SFMTA programs and services, call the San Francisco 311 Customer Service Center for free language assistance in over 100 languages by dialing 311 within San Francisco or 415.701.2311 when calling outside of San Francisco or visit [sfmta.com](http://sfmta.com).”
- Working with community-based organizations and other stakeholders to inform LEP customers of the availability of translated information, both written and oral, at the SFMTA Customer Service Center, via 311 and on the SFMTA’s website, [sfmta.com](http://sfmta.com).
- Displaying “Interpretation Service Available” notices in public customer service areas that offer telephonic interpretation assistance. Each notice states, in multiple languages, that interpretation services are available free of charge. A customer can point to a particular language on the poster and live interpretation services in that language will be provided via telephone or computer. In addition to the notices, the SFMTA’s Customer Service Center informs arriving customers of the QMATIC system, which allows customers to enter the queue for language assistance in Chinese, Spanish or Filipino or Spanish.

## Element 5: Monitoring and Updating the Language Assistance Plan

### What the DOT Guidance Says:

**“Recipients should, where appropriate, have a process for determining, on an ongoing basis, whether new documents, programs, services, and activities need to be made accessible for LEP individuals, and they may want to provide notice of any changes in services to the LEP public and to employees.” (DOT LEP Guidance Section VII (5)).**

Staff will continue to monitor, on an ongoing basis, which new programs, services, activities and customer information materials need to be made accessible for LEP individuals. Monitoring methods to assess the effectiveness of the SFMTA’s LAP include:

- New customer information documents will be assessed prior to production to determine the level of translation needed.
- Where appropriate, existing customer information documents are reviewed to determine whether or not the document should be considered “vital” and the level of translation needed.
- Analyzing updated data from the U.S. Census Bureau, the San Francisco Unified School District and the California Department of Education to determine changes in the LEP populations in the

service area, as the information becomes available.

- Analyzing data from Ridership Surveys, as available.
- Gathering feedback from the LEP customer community, including from community-based organizations, to help determine the effectiveness of current language assistance tools; the nature and importance of the SFMTA's programs and services; and the frequency of contact with those programs and services.
- As an additional monitoring measure, the SFMTA is required to submit to San Francisco's Office of Civic Engagement and Immigrant Affairs (OCEIA), an annual compliance plan that tracks the SFMTA's compliance with the San Francisco "Language Access Ordinance." Reporting requirements include annual updates in the following areas: customer demographics; LEP frequency of contact by analyzing language and customer data from the Customer Service Center, Language Line usage and visits to multilingual web pages; listing of bilingual public contact employees, their language capabilities, group location and training updates; number of documents translated and in which languages; interpretation services provided and in what languages; language assistance tools and policies; compliance with Language Access Ordinance goals; and expenditures related to providing language assistance. Compliance is monitored by OCEIA and by the San Francisco Board of Supervisors.

## Appendices

### Appendix A: American Community Survey Dataset C16001

C16001: LANGUAGE SPOKEN AT HOME FOR THE POPULATION 5 YEARS AND OVER - Universe: Population 5 years and over

2013-2017 American Community Survey 5-Year Estimates

San Francisco County, California		
	Estimate	Margin of Error
<b>Total:</b>	825,057	+/-124
Speak only English	464,061	+/-3,632
Spanish:	90,707	+/-1,691
Speak English "very well"	55,947	+/-1,543
Speak English less than "very well"	34,760	+/-1,442
French, Haitian, or Cajun:	9,711	+/-784
Speak English "very well"	8,661	+/-722
Speak English less than "very well"	1,050	+/-245
German or other West Germanic languages:	5,044	+/-521
Speak English "very well"	4,682	+/-515
Speak English less than "very well"	362	+/-123
Russian, Polish, or other Slavic languages:	14,052	+/-1,048
Speak English "very well"	7,459	+/-780
Speak English less than "very well"	6,593	+/-734
Other Indo-European languages:	21,349	+/-1,645
Speak English "very well"	17,369	+/-1,362
Speak English less than "very well"	3,980	+/-549
Korean:	6,152	+/-742
Speak English "very well"	3,194	+/-427
Speak English less than "very well"	2,958	+/-514
Chinese (incl. Mandarin, Cantonese):	151,659	+/-3,087
Speak English "very well"	55,321	+/-1,875
Speak English less than "very well"	96,338	+/-2,183
Vietnamese:	10,866	+/-1,281
Speak English "very well"	4,817	+/-687
Speak English less than "very well"	6,049	+/-817
Tagalog (incl. Filipino):	24,593	+/-1,910
Speak English "very well"	15,604	+/-1,258
Speak English less than "very well"	8,989	+/-1,073
Other Asian and Pacific Island languages:	18,735	+/-1,420
Speak English "very well"	11,676	+/-1,060
Speak English less than "very well"	7,059	+/-690
Arabic:	3,474	+/-684
Speak English "very well"	2,469	+/-541
Speak English less than "very well"	1,005	+/-313

Other and unspecified languages:	4,654	+/-882
Speak English "very well"	3,756	+/-827
Speak English less than "very well"	898	+/-336

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Technical 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, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities, and towns and estimates of housing units for states and counties.

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.

In 2016, changes were made to the languages and language categories presented in tables B16001, C16001, and B16002. For more information, see: <https://www.census.gov/programs-surveys/acs/technical-documentation/user-notes/2017-02.html>.

While the 2013-2017 American Community Survey (ACS) data generally reflect the February 2013 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 populations, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. 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, 2013-2017 American Community Survey 5-Year Estimates

### 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.

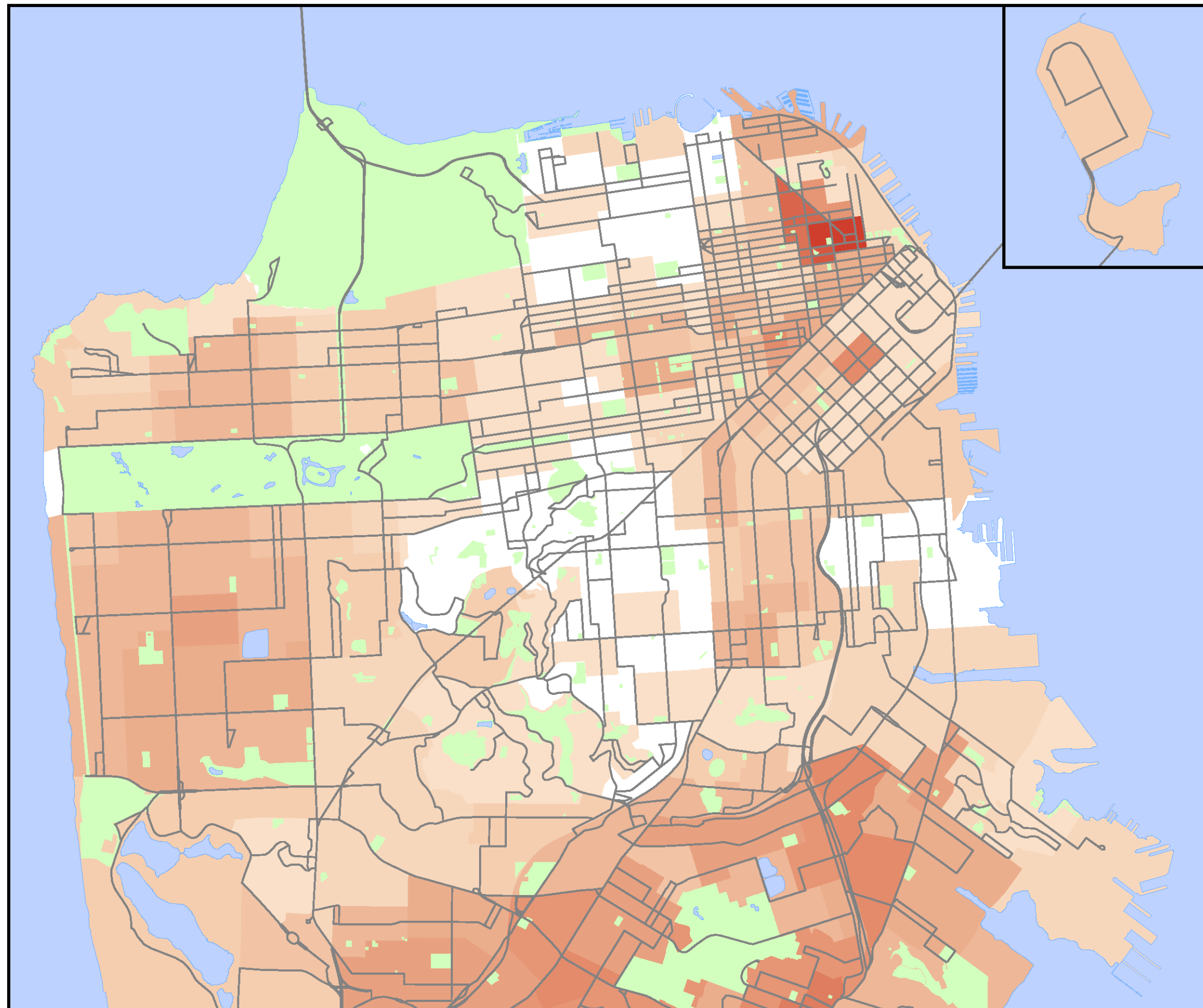
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '\*\*\*' entry in the margin of error column indicates that the median 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 B: Maps of LEP Population Concentrations**



# Limited English Proficiency All Language Groups

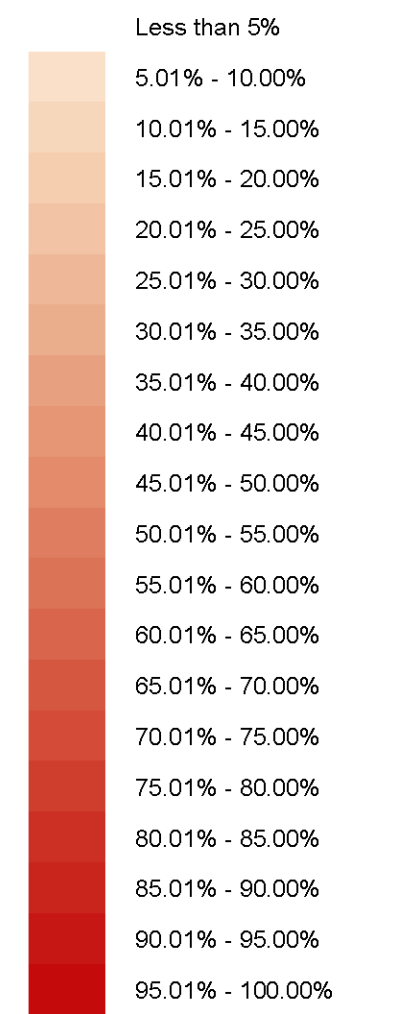
The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well."



## LEP Persons, All Languages

-  Muni Routes
-  Public Parks



 One Mile

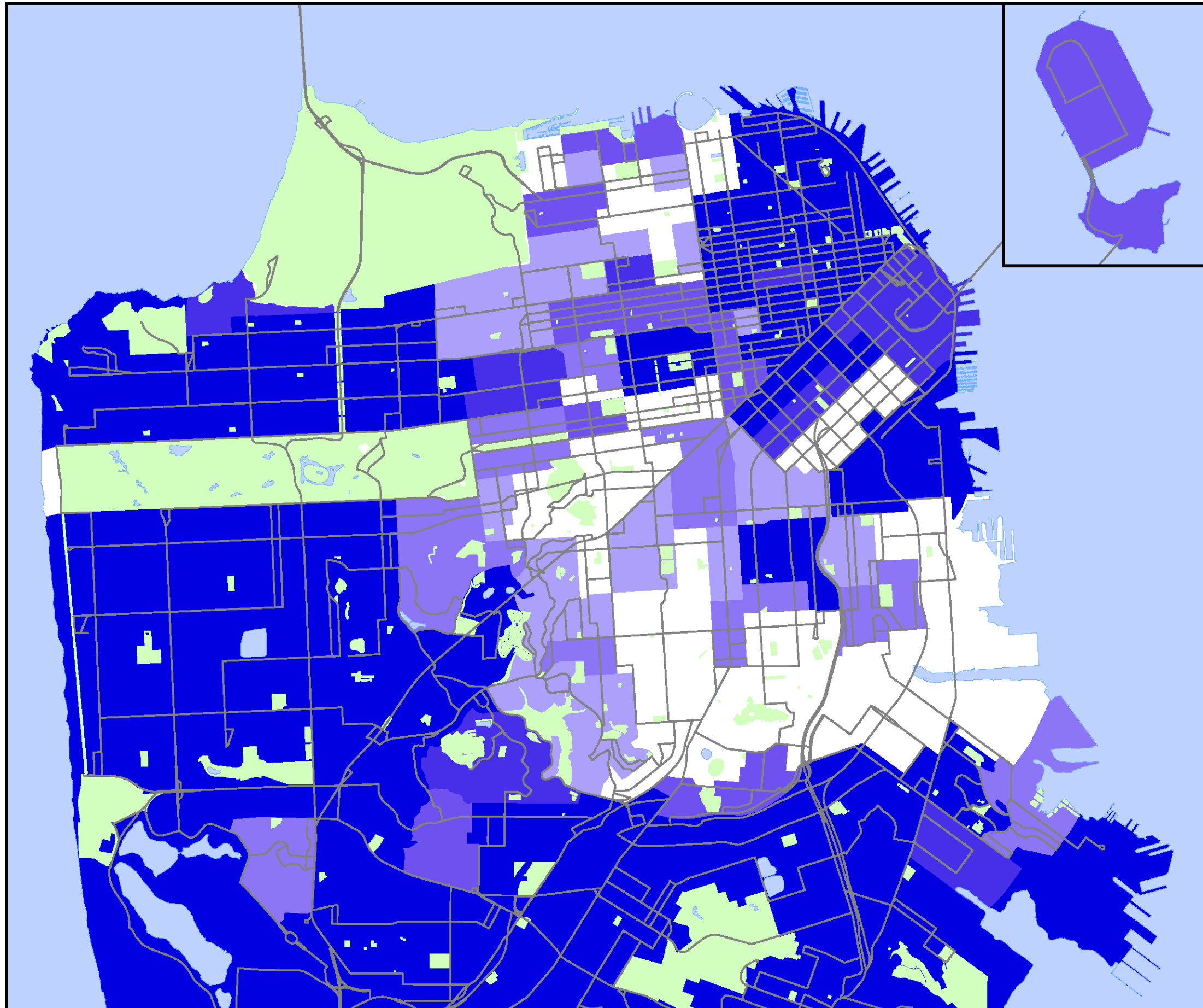
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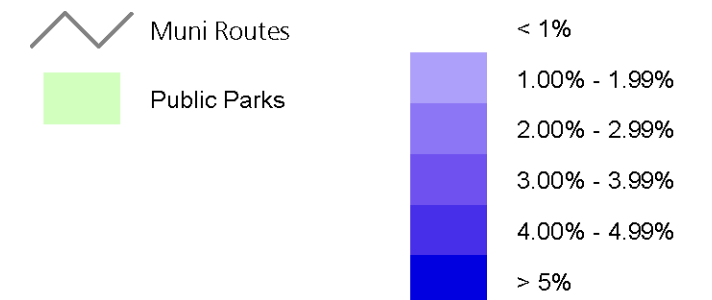
# Limited English Proficiency Chinese

The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak Chinese (incl. Mandarin, Cantonese) at home.



## LEP Persons, Chinese



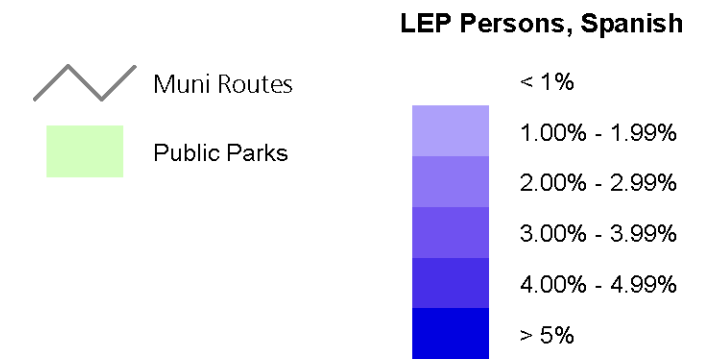
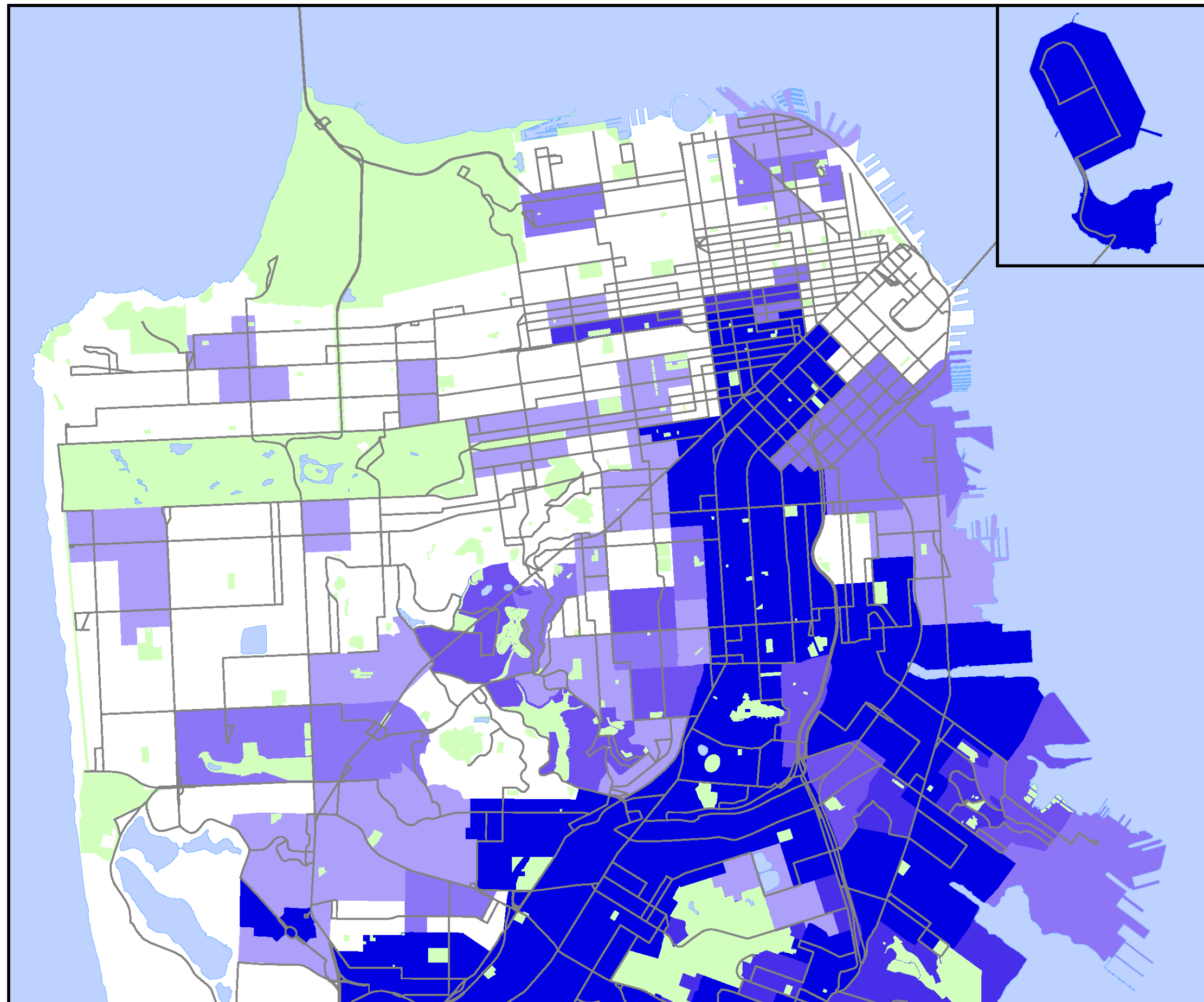
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# Limited English Proficiency Spanish

The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak Spanish at home.



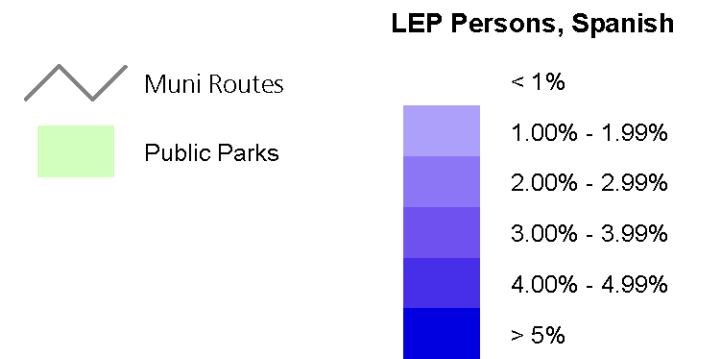
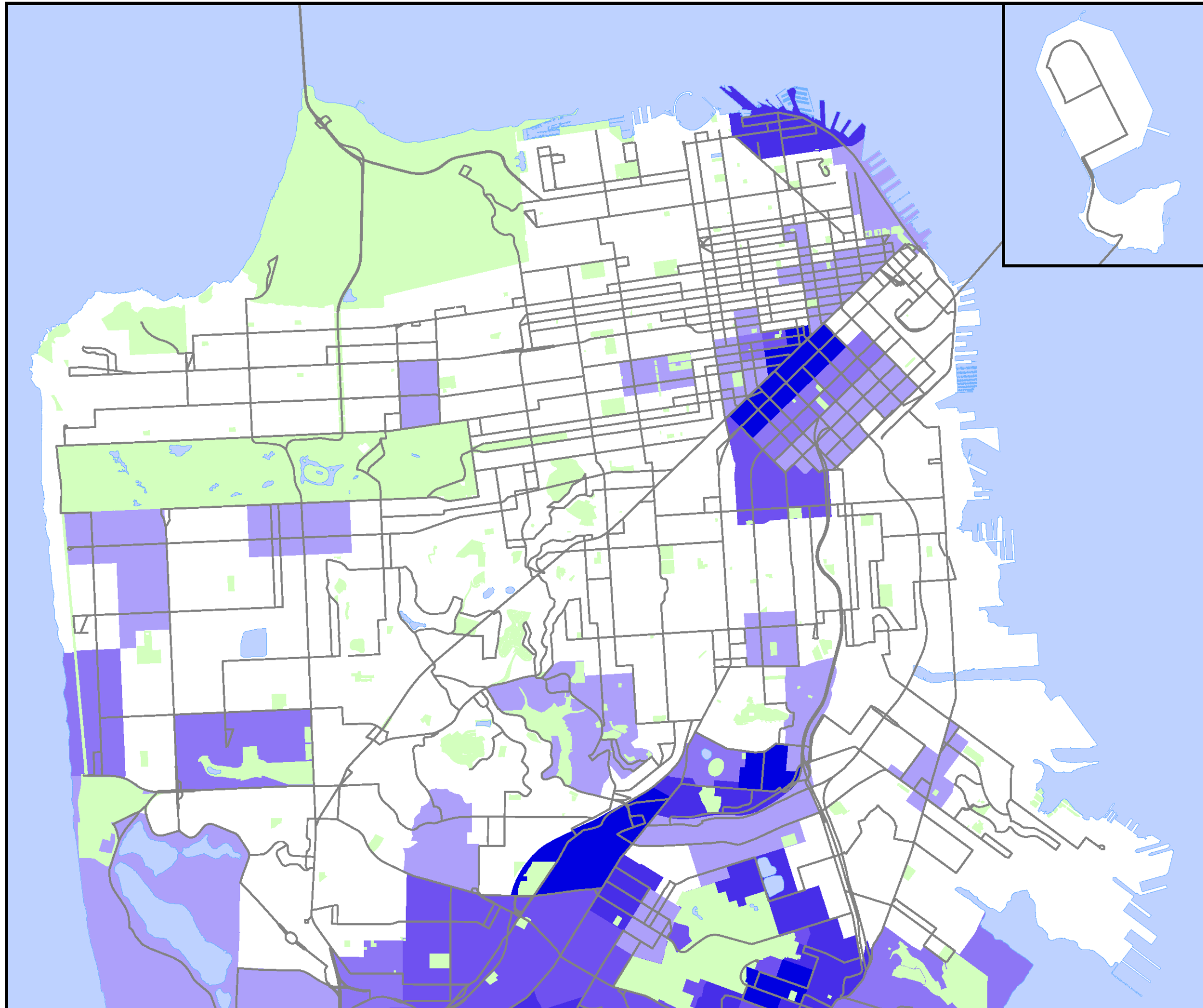
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# Limited English Proficiency Filipino

The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak Tagalog (incl. Filipino) at home.



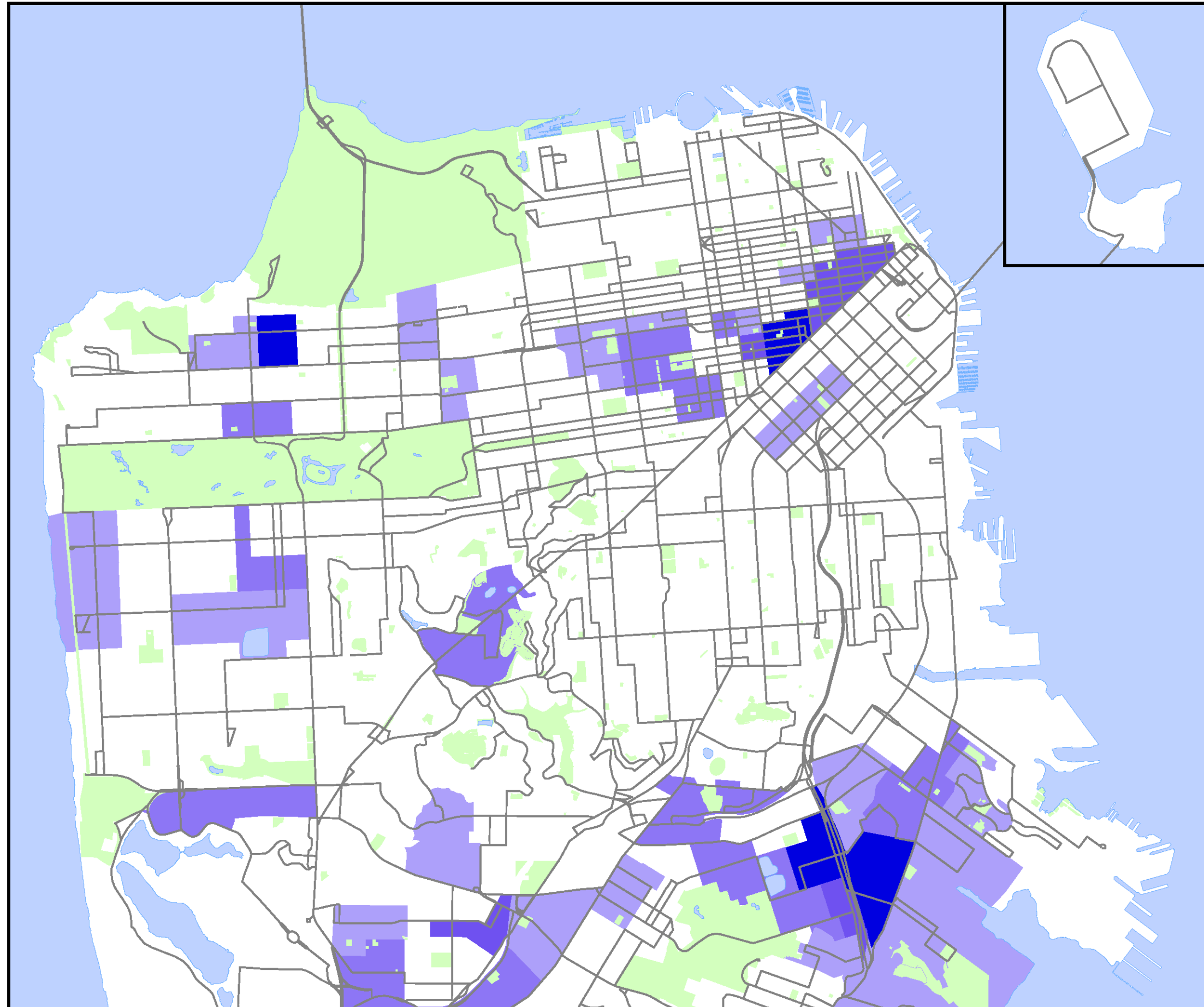
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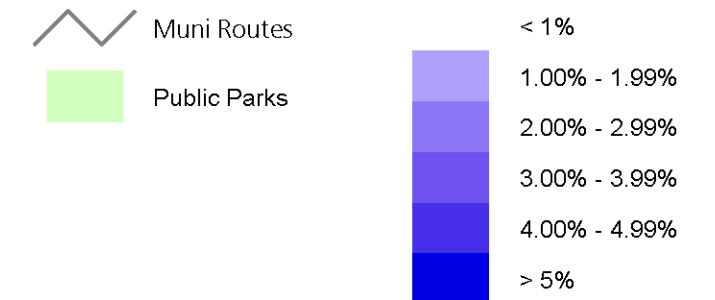
# Limited English Proficiency Vietnamese

The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak Vietnamese at home.



### LEP Persons, Vietnamese



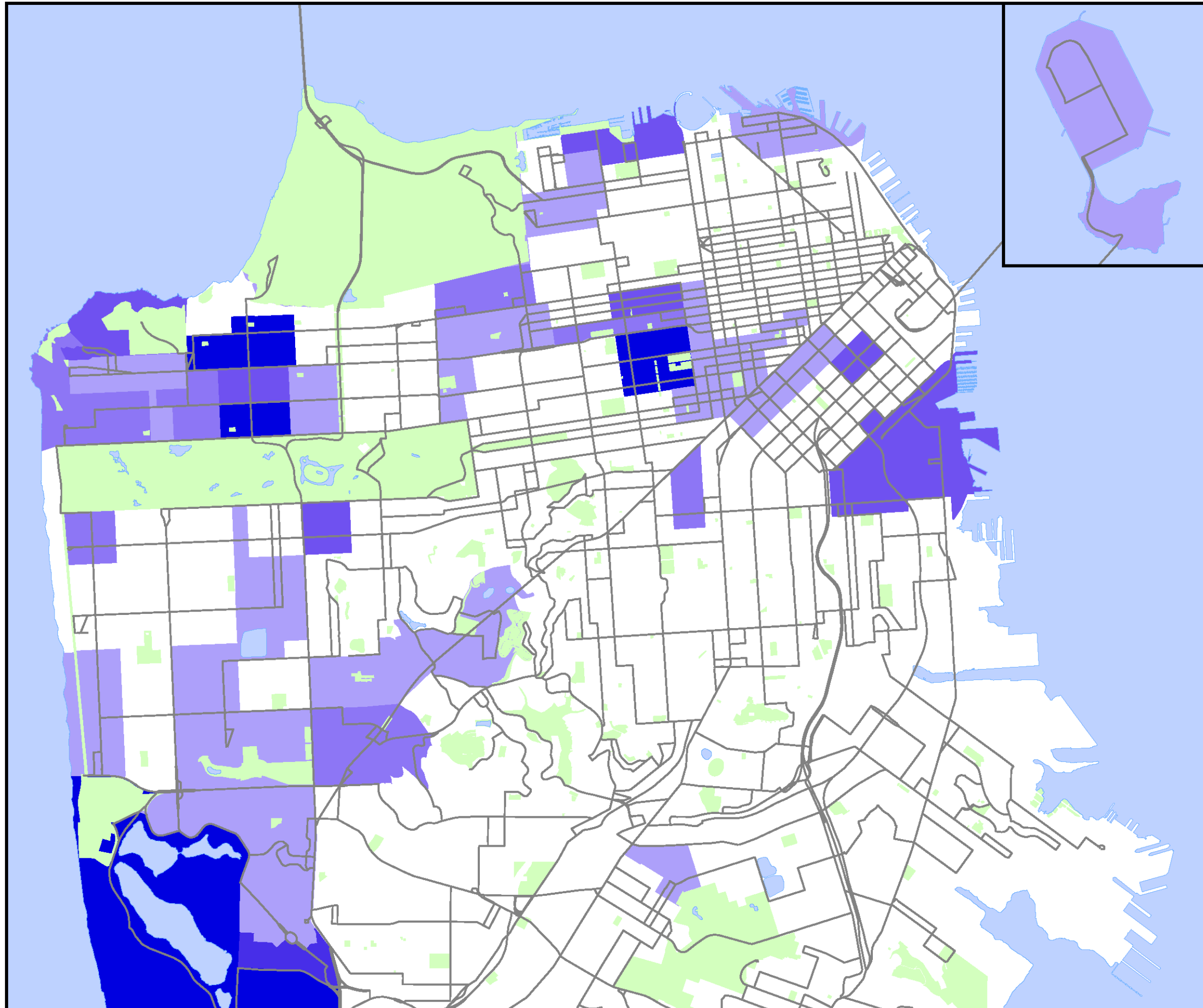
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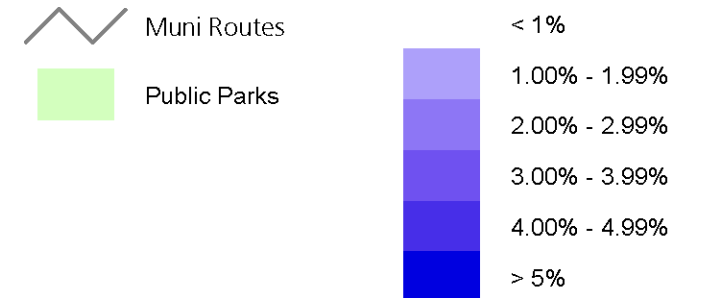
# Limited English Proficiency Russian

The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak Russian, Polish, or other Slavic languages at home.



## LEP Persons, Vietnamese



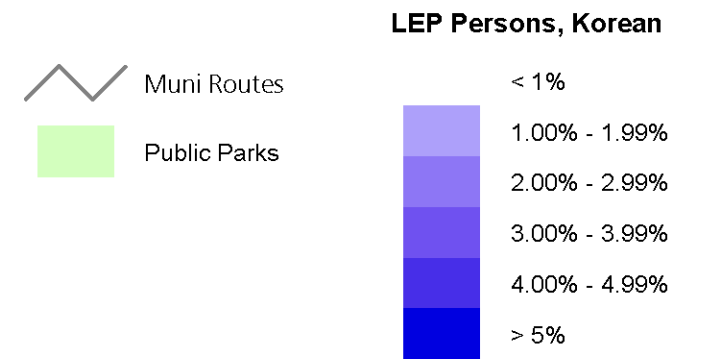
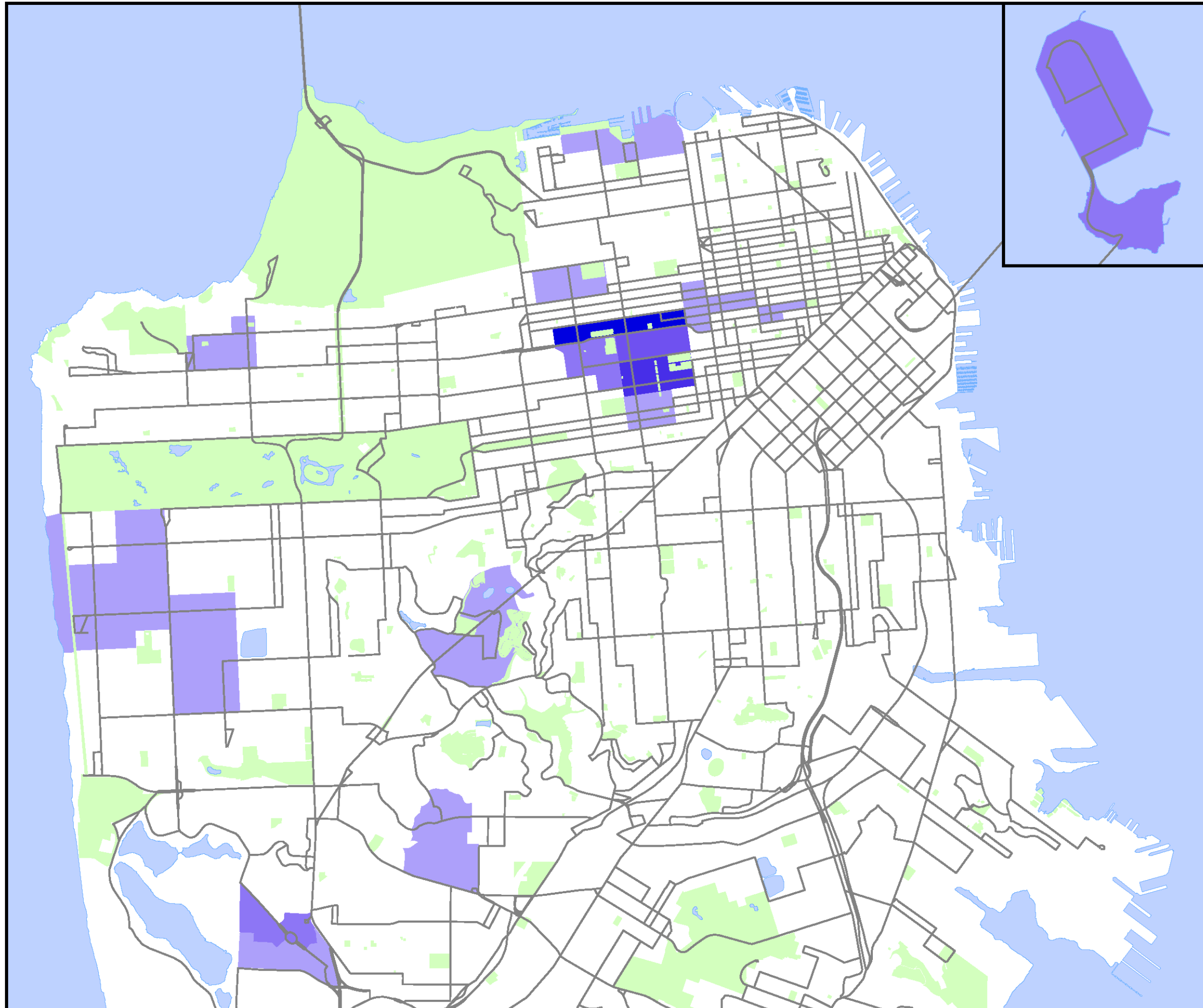
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# Limited English Proficiency Korean

The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak Korean at home.



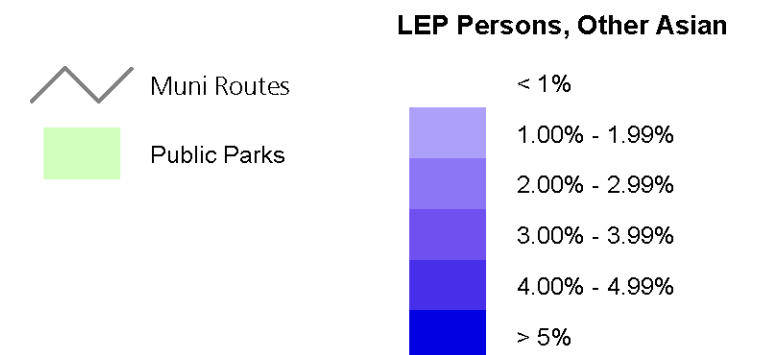
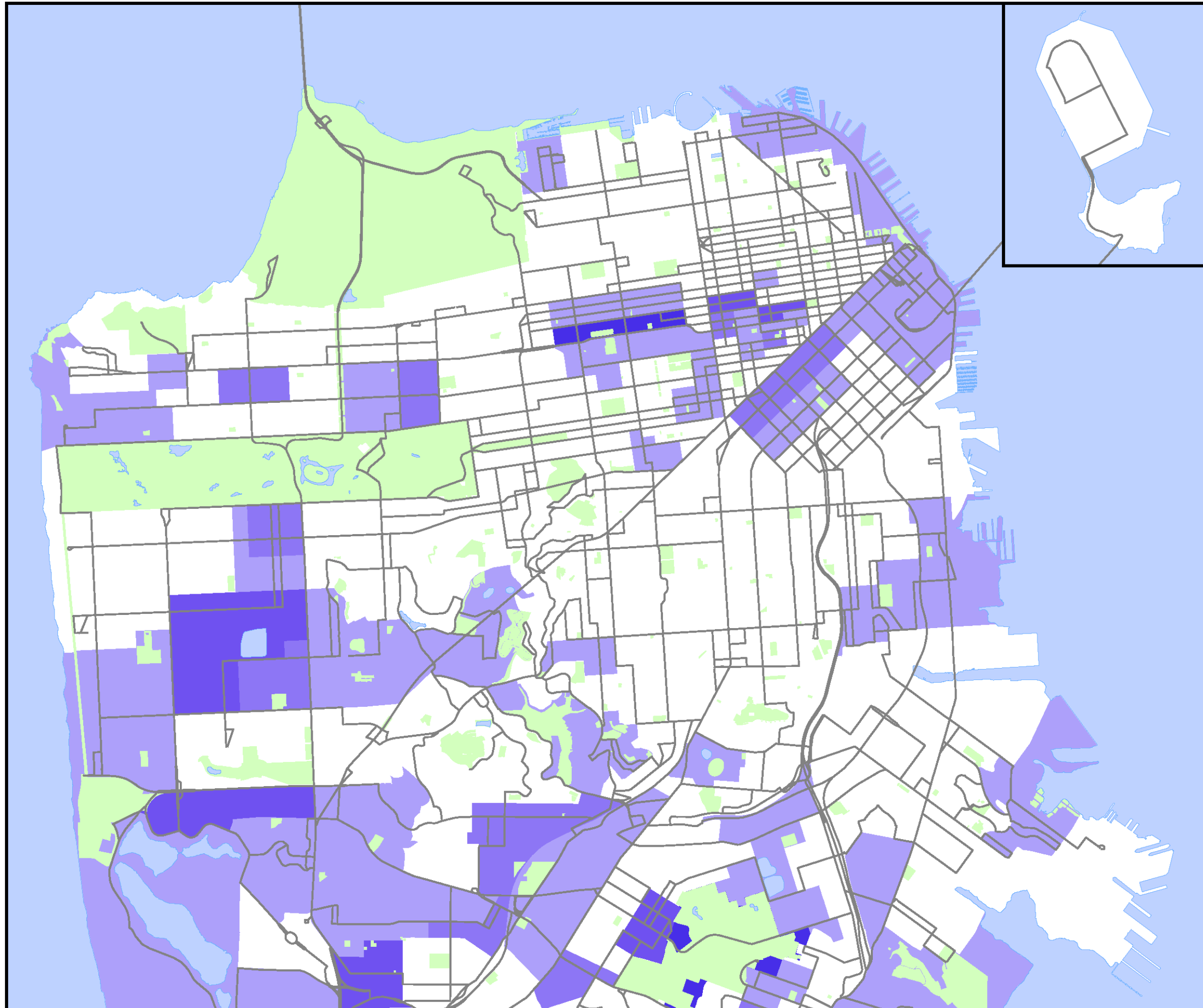
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# Limited English Proficiency Japanese or Thai

The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak Asian languages other than Chinese, Filipino, Korean, or Vietnamese at home.



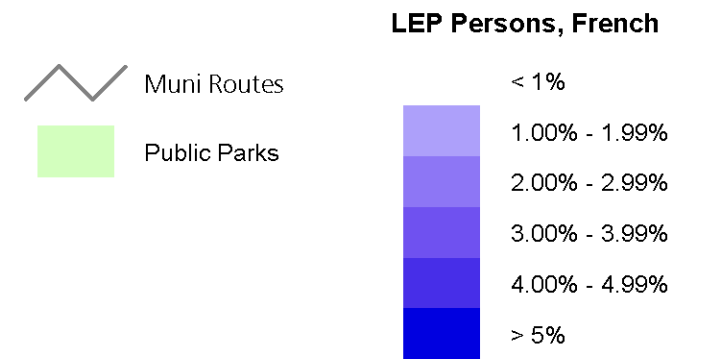
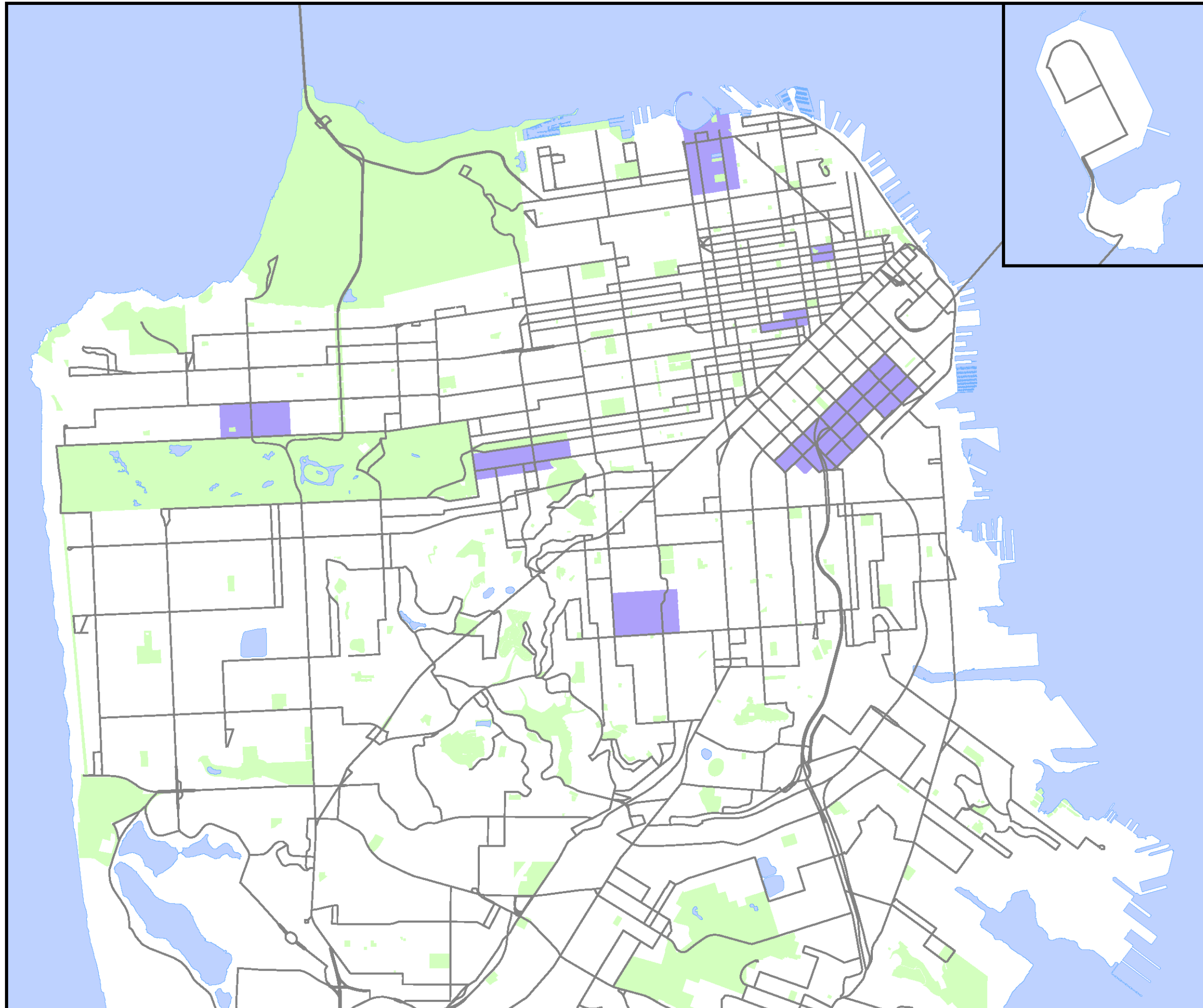
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# Limited English Proficiency French

The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak French, Haitian or Cajun at home.



One Mile

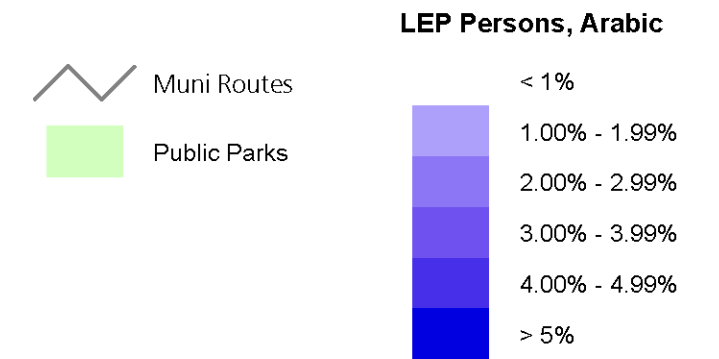
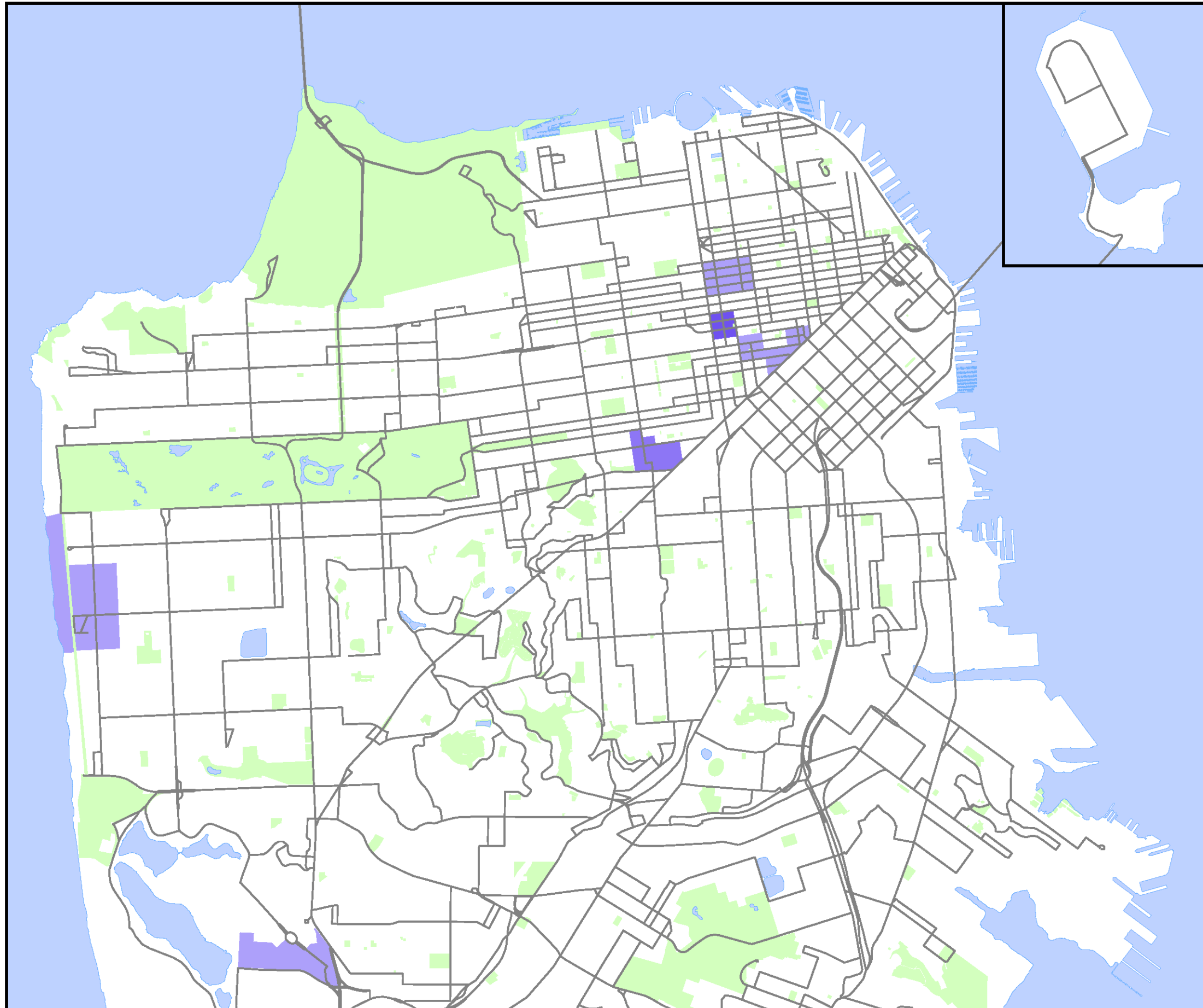
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User Name: jschofie



# Limited English Proficiency Arabic

The U.S. Department of Transportation requires local transportation agencies to provide written translation of vital documents for LEP persons whose primary language comprises at least five percent or at least 1,000 persons in the service area, whichever is less.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak Arabic at home.



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**Appendix C: American Community Survey Dataset B08113**

B08113: MEANS OF TRANSPORTATION TO WORK BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH - Universe: Workers 16 years and over

2013-2017 American Community Survey 5-Year Estimates

San Francisco County, California		
	Estimate	Margin of Error
<b>Total:</b>	495,315	+/-2,157
Speak only English	300,240	+/-2,447
<b>Speak Spanish:</b>	52,731	+/-1,446
Speak English "very well"	31,866	+/-1,375
Speak English less than "very well"	20,865	+/-1,264
<b>Speak other languages:</b>	142,344	+/-2,308
Speak English "very well"	82,456	+/-1,946
Speak English less than "very well"	59,888	+/-1,566
<b>Car, truck, or van - drove alone:</b>	170,042	+/-2,407
Speak only English	99,685	+/-1,778
<b>Speak Spanish:</b>	18,069	+/-1,115
Speak English "very well"	11,925	+/-874
Speak English less than "very well"	6,144	+/-632
<b>Speak other languages:</b>	52,288	+/-1,666
Speak English "very well"	29,648	+/-1,293
Speak English less than "very well"	22,640	+/-1,009
<b>Car, truck, or van - carpooled:</b>	33,747	+/-1,623
Speak only English	16,676	+/-960
<b>Speak Spanish:</b>	4,236	+/-667
Speak English "very well"	2,827	+/-457
Speak English less than "very well"	1,409	+/-316
<b>Speak other languages:</b>	12,835	+/-967
Speak English "very well"	6,754	+/-656
Speak English less than "very well"	6,081	+/-617
<b>Public transportation (excluding taxicab):</b>	168,514	+/-2,781
Speak only English	99,921	+/-2,478
<b>Speak Spanish:</b>	19,546	+/-1,249
Speak English "very well"	10,252	+/-943
Speak English less than "very well"	9,294	+/-900
<b>Speak other languages:</b>	49,047	+/-1,467
Speak English "very well"	27,454	+/-1,142
Speak English less than "very well"	21,593	+/-1,051
<b>Walked:</b>	54,835	+/-1,692
Speak only English	34,428	+/-1,606
<b>Speak Spanish:</b>	5,313	+/-691
Speak English "very well"	3,178	+/-527
Speak English less than "very well"	2,135	+/-513

Speak other languages:	15,094	+/-961
Speak English "very well"	9,201	+/-811
Speak English less than "very well"	5,893	+/-537
Taxicab, motorcycle, bicycle, or other means:	35,027	+/-1,276
Speak only English	25,463	+/-1,010
Speak Spanish:	3,445	+/-602
Speak English "very well"	2,230	+/-417
Speak English less than "very well"	1,215	+/-372
Speak other languages:	6,119	+/-574
Speak English "very well"	4,598	+/-492
Speak English less than "very well"	1,521	+/-282
Worked at home:	33,150	+/-1,287
Speak only English	24,067	+/-1,060
Speak Spanish:	2,122	+/-370
Speak English "very well"	1,454	+/-304
Speak English less than "very well"	668	+/-226
Speak other languages:	6,961	+/-732
Speak English "very well"	4,801	+/-524
Speak English less than "very well"	2,160	+/-399

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Technical 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, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities, and towns and estimates of housing units for states and counties.

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.

Methodological changes to data collection in 2013 may have affected language data for 2013. Users should be aware of these changes when using 2013 data or multi-year data containing data from 2013. For more information, see: <https://www.census.gov/programs-surveys/acs/technical-documentation/user-notes/2017-02.html>.

Workers include members of the Armed Forces and civilians who were at work last week.

While the 2013-2017 American Community Survey (ACS) data generally reflect the February 2013 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 populations, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. 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, 2013-2017 American Community Survey 5-Year Estimates

### **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 D: California Department of Education, Educational Demographics Office

San Francisco County Language Group Data – Countywide for 2018 – 19

Language	Total Enrollment	English Learners (EL)	Fluent English Proficient (FEP) Students	EL and FEP Students	Percent of Total Enrollment that is EL and FEP
Spanish		8,308	5,295	13,603	22.25%
Cantonese		3,606	6,427	10,033	16.41%
Other non-English languages		2,368	972	3,340	5.46%
Mandarin (Putonghua)		633	637	1,270	2.08%
Vietnamese		391	575	966	1.58%
Filipino (Pilipino or Tagalog)		343	473	816	1.33%
Arabic		380	191	571	0.93%
Toishanese		249	221	470	0.77%
Russian		136	230	366	0.60%
Japanese		97	219	316	0.52%
Korean		68	160	228	0.37%
French		54	104	158	0.26%
Portuguese		50	63	113	0.18%
Samoan		55	48	103	0.17%
Burmese		24	76	100	0.16%
Thai		41	58	99	0.16%
Hindi		44	54	98	0.16%
German		17	69	86	0.14%
Khmer (Cambodian)		17	43	60	0.10%
Italian		14	42	56	0.09%
Urdu		24	30	54	0.09%
Indonesian		18	28	46	0.08%
Hebrew		6	38	44	0.07%
Tigrinya		25	15	40	0.07%
Farsi (Persian)		11	22	33	0.05%
Dutch		4	27	31	0.05%
Ilocano		15	16	31	0.05%
Gujarati		7	22	29	0.05%
Ukrainian		11	14	25	0.04%
Punjabi		9	8	17	0.03%
Serbo-Croatian (Bosnian, Croatian, Serbian)		4	12	16	0.03%
Chaozhou (Chiuchow)		5	10	15	0.02%
Armenian		6	8	14	0.02%
Greek			13	13	0.02%
Lao		3	9	12	0.02%
Tongan		6	6	12	0.02%

Cebuano (Visayan)		5	5	10	0.02%
Bengali		4	6	10	0.02%
Polish		3	7	10	0.02%
Turkish		2	8	10	0.02%
Somali		5	1	6	0.01%
Pashto		5	1	6	0.01%
Rumanian		1	4	5	0.01%
Hungarian		1	4	5	0.01%
Hmong		3	1	4	0.01%
Mien (Yao)		2	2	4	0.01%
Amharic		3		3	0.00%
Khmu			3	3	0.00%
Taiwanese			2	2	0.00%
Chamorro (Guamanian)		1	1	2	0.00%
Assyrian		1		1	0.00%
Zapoteco		1		1	0.00%
Swedish			1	1	0.00%
Kannada			1	1	0.00%
Kurdish (Kurdi, Kurmanji)		1		1	0.00%
Telugu		1		1	0.00%
Albanian					0.00%
<b>San Francisco County Total</b>	<b>61,139</b>	<b>17,088</b>	<b>16,282</b>	<b>33,370</b>	<b>54.58%</b>
<b>California State Total</b>	<b>6,186,278</b>	<b>1,195,988</b>	<b>1,391,621</b>	<b>2,587,609</b>	<b>41.83%</b>

Source:

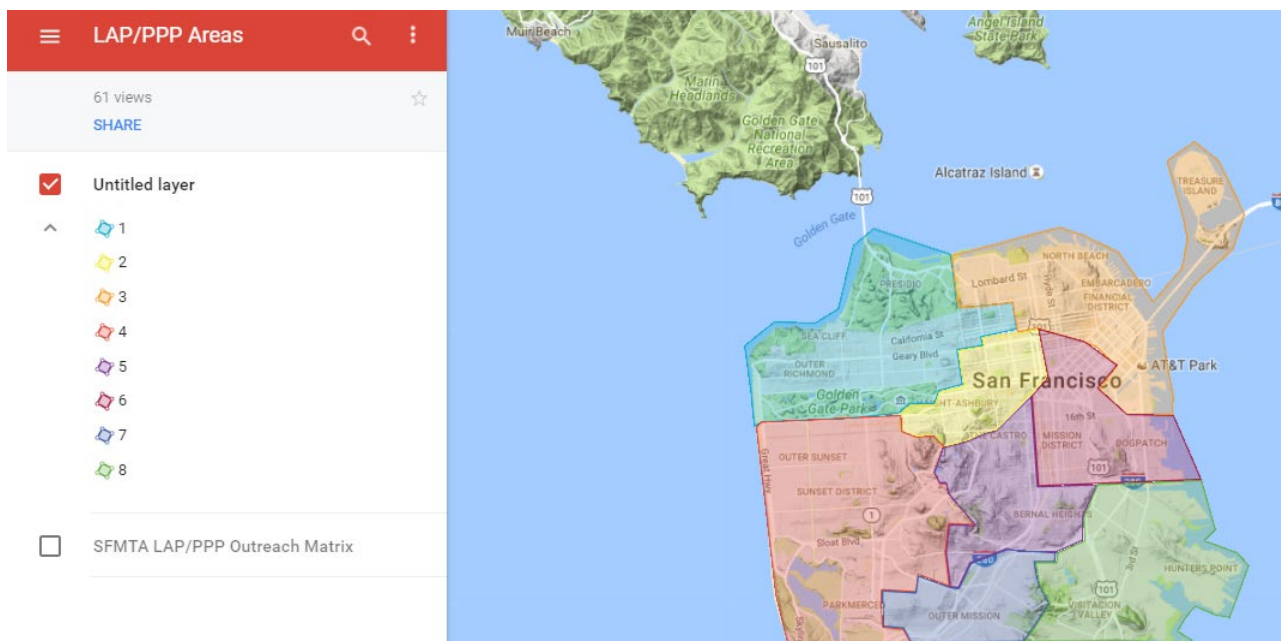
<https://dq.cde.ca.gov/dataquest/lc/CountyLC.aspx?Level=County&TheCounty=38+SAN%255EFRANCISCO&Year=2018-19>

## Appendix E: Map of 8 Geographical Outreach Zones Across San Francisco

Source: SFMTA, 2016.

SFMTA devised geographical zones to ensure outreach to LEP customers spanned across the entire city. To facilitate this, a map comprising Outreach Zones that reflected the different neighborhoods and existing demographic breakdowns, including those employed by existing entities, was developed. The goal of the outreach effort was to ensure collection of a diverse array of input that reflected the political, economic, and transportation characteristics of the communities that were engaged.

To inform the outreach zones, the project team relied on a number of sources and its experience in related projects. The primary source for defining their boundaries were the existing districts utilized by the Board of Supervisors, Planning Department, and the Police Department. The service areas of major Muni routes and details from the Muni Service Equity strategy were also incorporated.



**Appendix F: List of Organizations Who Participated in the 2016 LAP Report and Research Outcomes**  
**Source: SFMTA, 2016.**

Organization	Primary Language	Geographic Zone	LEP Community Based Organization Leadership Interviews	LEP Focus Group (number of participants)	LEP User Survey (number completed)
Alliance Française de San Francisco	FR	Citywide	Yes		5 FR
AlSabeel Masjid Noor Al-Islam	AR	Citywide			11 AR
Arab Cultural and Community Center	AR	Citywide	Yes		
Arab Resource and Organizing Center	AR	Citywide			6 AR
Asian Family Support Center	CH	Citywide			11 CH
Asian Pacific American Community Center	MULTI	Citywide	Yes		
Bayanihan Community Center	TG	6	Yes	8 participants	28 TG
Beacon: Mission Beacon Center at Everett Middle School	SP	6	Yes		
Beacon: OMI/Excelsior Beacon Center at James Denman Middle School	SP	7	Yes		
Bernal Heights Neighborhood Center: Excelsior Senior Center	SP	7	Yes		
Causa Justa :: Just Cause/POWER	SP	8	Yes		
Chinatown Library	CH				6 CH, 2 EN
Chinese for Affirmative Action	CH	3	Yes		
Community Youth Center (CYC) - Richmond	CH	1	Yes		
Dhammaram Temple	TH	Citywide			15 TH
Kimochi	JA	2	Yes		22 JP, 30 CH, 8 KO, 9 EN
Korean Community Center	KO	Citywide	Yes		25 KO
La Raza Community Resource Center	SP	6		15 participants	15 SP



Organization	Primary Language	Geographic Zone	LEP Community Based Organization Leadership Interviews	LEP Focus Group (number of participants)	LEP User Survey (number completed)
Lycee Francais	FR	Citywide			5 FR
Mission Neighborhood Centers	SP	6	Yes		
Mission Beacon Center	SP	6		13 participants	22 SP
Richmond District Neighborhood Center	CH	1	Yes		
Richmond Senior Center	CH	1			3 RU, 10 CH
Russian American Community Services	RU	1	Yes	12 participants	14 RU
Self-Help for the Elderly	CH	Citywide		11 participants	24 CH, 2 EN
Southeast Asian Community Center	VI	6	Yes	14 participants	17 VI
Sunset Neighborhood Beacon Center	CH	4	Yes	12 participants	12 CH
Veterans Equity Center	TG	5	Yes		
Vietnamese Youth Development Center	VI	6	Yes		
<b><u>Totals:</u></b>			<b><u>19</u></b>	<b><u>85</u></b>	<b><u>312</u></b>

## Appendix G: Summary of 2019 LEP Survey Outreach Efforts

Source: SFMTA.

ORGANIZATION	ADDRESS	CONTACT/COMMUNITY LEADER	TELEPHONE	LANGUAGE	SURVEYS DROPPED OFF	SURVEYS COLLECTED
<b>30th Street Senior Services</b>	225 30th Street, San Francisco, CA	Valorie Villela	(415) 550-2211	Spanish	50 Chinese 50 Spanish 50 Tagalog	18 Spanish 3 English
<b>Acción Latina</b>	2958 24th St, San Francisco, CA 94110	Josué Rojas	415-648-1045	Spanish		
<b>Alliance Française de San Francisco</b>	1345 Bush Street, San Francisco, CA 94109	Noemi	415-775-7755	French	20 French	None
<b>AlSabeel Masjid Noor Al-Islam</b>	118 Jones St, San Francisco, CA 94102	Mohammad Allababidi  Gehad	415-292-9709	Arabic	20 Arabic	14 Arabic
<b>APA Family Support Services</b>	10 Nottingham Pl, San Francisco, CA 94133	Jack Siu	415-617-0061 ext. 119	Chinese	50 Chinese 50 Spanish 15 English	16 Chinese
<b>Arab American Grocers Association</b>	2 Plaza Street, San Francisco, CA 94116	Miriam Zouzounis	650-207-6921	Arabic		
<b>Arab Cultural and Community Center</b>	2 Plaza St, San Francisco, CA 94116	Rami Aweti	415-664-2200	Arabic		
<b>Arab Resource &amp; Organizing Center</b>	522 Valencia St, San Francisco, CA 94110	Omar Ali	415-861-7444	Arabic	20 Arabic	5 Arabic
<b>Asian Family Support Center</b>	2327 Clement Street	Cheryl	415-221-5783	Chinese		

<b>Asian Law Caucus</b>	55 Columbus Ave.	Aarti Kohli	415-848-1701 x 113	Multi		
<b>Asian Pacific American Community Center</b>	2442 Bayshore Blvd San Francisco CA	Rex Tabora	415-587-2689	Multi		
<b>Bayanihan Community Center</b>	1010 Mission St, San Francisco, CA 94103	Bernadette Borja Sy	415-348-8042	Tagalog	90 Tagalog 20 Russian 60 Chinese 40 Spanish	27 Tagalog 7 Chinese 1 Vietnamese 5 English
<b>Bayview Merchants Association</b>	3801 3rd Street, Suite 1068, San Francisco, CA 94124	La Shon Walker	415-647-3728 x404	Multi		
<b>Bayview Multipurpose Senior Center</b>	1250 La Salle Ave. San Francisco CA	Raenika Butler	415-826-4774	Multi		
<b>Beacon: Mission Beacon Center at Everett Middle School</b>	450 Church St, San Francisco, CA 94114	Marco Durazo	(415) 864-5205	Spanish		
<b>Beacon: OMI/Excelsior Beacon Center at James Denman Middle School</b>	241 Oneida Ave, San Francisco, CA 94112	Joni Tam Chu	415-406-1290	Spanish		
<b>Beacon: Sunset Neighborhood Beacon Center at A.P. Giannini Middle School</b>	3151 Ortega St, San Francisco, CA 94122	Annie Ma	415-741-4310	Chinese		
<b>Beacon: Visitacion Valley Beacon Center at Visitacion Valley Middle School</b>	450 Raymond Ave, San Francisco, CA 94134	Bien-Elize Roque-Nido	415-294-1942	Spanish		

<b>Bernal Heights Neighborhood Center</b>	515 Cortland Avenue, San Francisco, CA 94110	Gina Dacus	415-206-2140	multi		
<b>Bernal Heights Neighborhood Center: Excelsior Senior Center</b>	4468 Mission Street, San Francisco, CA	Lea Tamayo	415-206-2140 x174	Spanish	30 Spanish 30 Tagalog	19 Chinese 1 Tagalog 4 Spanish
<b>Calle 24 Merchants and Neighbors Association</b>	3250 24th St, San Francisco, CA 94110	Erick Arguello		Spanish		
<b>Cameron House</b>	920 Sacramento St, San Francisco CA	May Leong	415-781-0401 x 135	Chinese		
<b>Causa Justa :: Just Cause/POWER</b>	2145 Keith St, San Francisco 94124	María Poblet	510-763-5877 ext. 306	Spanish		
<b>CCDC: 9th Avenue Terraces</b>	289 9th Avenue, San Francisco, CA 94118	Phil Chin	415-981-7119	Multi		
<b>Centro Latino de SF</b>	1656 15th St, San Francisco, CA 94103	Gloria Bonilla	415-861-8168	Spanish		
<b>Charity Cultural Services Center</b>	731-747 Commercial St, San Francisco, CA 94108	Cecilia Liang	415-989-8224x108	Chinese		
<b>Chinatown Community Development Center (CCDC)</b>	1525 Grant Ave, San Francisco, CA 94133	Gordon Chin	415-984-1450	Chinese		
<b>Chinatown Community Housing Corporation</b>	Merged with the Chinatown Resource Center to become CCDC					
<b>Chinatown Merchants Association</b>	667 Grant Ave, San Francisco, CA 94108	Eva Lee	415-963-2362	Chinese		
<b>Chinese American Citizens Alliance</b>	1044 Stockton Street, San Francisco, CA		(415) 434-2222	Chinese		

<b>Chinese American Voters Education Committee</b>	1900 Noriega St, San Francisco, CA 94122	David Lee	415-397-6068	Chinese		
<b>Chinese Chamber of Commerce</b>	730 Sacramento St, San Francisco, CA 94108		415-982-3000			
<b>Chinese Cultural Center</b>	750 Kearny St #3, San Francisco, CA 94108	Mabel Teng	415-986-1822	Chinese		
<b>Chinese for Affirmative Action</b>	17 Walter U Lum Pl, San Francisco, CA 94108	Vincent Pan	415-274-6750	Chinese		
<b>Chinese Newcomers Service Center</b>	777 Stockton St # 104, San Francisco, CA 94108	George Chan	415-421-2111	Chinese		
<b>Chinese Progressive Association (Immigrant Power for Environmental Health and Justice with PODER)</b>	1042 Grant Ave, San Francisco, CA 94133	Alex T. Tom	415-391-6986 x 110	Chinese		
<b>Coleman Advocates</b>	459 Vienna St, San Francisco, CA 94112	Neva Walker	415-239-0161	Multi	30 Spanish	None
<b>Community Youth Center (CYC) - Bayview</b>	4438 Third Street San Francisco, CA 94124		415-550-1151	Multi		
<b>Community Youth Center (CYC) - Chinatown</b>	1038 Post Street San Francisco, CA 94109		415-775-2636	Chinese		
<b>Community Youth Center (CYC) - Richmond</b>	319 Sixth Avenue, Suite 201 San Francisco, CA 94118	Henry Ha	415-752 -9675	Chinese		
<b>Dhammaram Temple</b>	2645 Lincoln Way, San Francisco, CA 94122	Phra Nuttapanyo	415-753-0857	Thai	30 Thai	23 Thai

<b>Españoles en el Area de la Bahía de SF (La asociación de españoles de silicon valley?)</b>						
<b>Excelsior Action Group</b>	35 San Juan Ave, San Francisco, CA 94112	Stephanie Cajina	415-585-0110	Spanish		
<b>Filipino American Chamber of Commerce</b>	113 Kestrel Court, Brisbane, CA 94005	Vic Barrios	408-283-0833	Tagalog		
<b>Filipino American Development Foundation</b>	1010 Mission St, San Francisco, CA 94103	MC	415-348-8042	Tagalog		
<b>Filipino Community Center</b>	4681 Mission St, San Francisco, CA 94112	Terry Valen		Tagalog		
<b>French American Chamber of Commerce</b>	26 O'Farrell St #500, San Francisco, CA 94108	Sophie Woodville Ducom	415-442-4717	French		
<b>Gene Friend Recreation Center</b>	270 6th St, San Francisco, CA 94103	Cadi Poile	415-964-9738	Multi		
<b>Golden Gate Park Senior Center</b>	6101 Fulton St, San Francisco, CA 94121	Victor Lee	415-666-7015	Chinese	80 Chinese 20 Russian 20 Spanish	14 Chinese 2 English
<b>Golden Gate Senior Services Richmond Senior Center</b>	6221 Geary Boulevard, 3rd Floor, San Francisco, CA 94121	Kaleda Walling	415-405-4660			
<b>Hispanic Chamber of Commerce</b>	3597 Mission St, San Francisco, 94110	Carlos Solórzano-Cuadra	415-735-6120	Spanish		
<b>Hunters Point Family</b>	1800 Oakdale Ave., San Francisco, CA 94124	Lena Miller	415-822-8894	Multi		

<b>India Basin Neighborhood Association</b>	PO Box 880953, San Francisco, CA 94188	Sue Ellen Smith	415-308-8036	French		
<b>Japanese Chamber of Commerce</b>	1875 S Grant St # 760, San Mateo, CA 94402	Ken-ichi Sato	650-522-8500	Japanese		
<b>Japantown Merchants Association</b>	1610 Geary Boulevard, San Francisco, CA 94115	Richard Hashimoto	(415) 567-4573	Japanese		
<b>Japantown Steering Committee / Japantown Better Neighborhood Plan Organizing Committee / Japantown Taskforce Inc.</b>	1765 Sutter St, San Francisco, CA 94115	Steve Wertheim	415-558-6612	Japanese		
<b>Japantown Task Force</b>	1765 Sutter Street, 2nd Floor San Francisco, CA 94115	Robert Hamaguchi	415-346-1239	Japanese		
<b>Jewish Community Center of San Francisco Montefiore Senior Center</b>	3200 California Street, San Francisco, CA	Aaron Rosenthal	415-292-1200	Chinese		
<b>Jewish Family and Children's Services</b>	2150 Post Street, San Francisco CA	Masha Gutkin	415-449-1200	Russian		
<b>Kimochi</b>	1715 Buchanan St, San Francisco, CA 94115	Steve Nakajo	415-931-2294 ext. 110	Japanese	50 Chinese 50 Korean 50 Japanese	13 Japanese
<b>Korean American Community Center</b>	745 Buchannan Street, San Francisco CA	Thomas W. Kim	415-252-1346	Korean	30 Korean	21 Korean 1 English

<b>Korean Center</b>	1362 Post St., San Francisco, CA 94109	Kim Brown	415-441-1881			
<b>La Raza Community Resource Center</b>	474 Valencia St # 100, San Francisco, CA 94103	Melba Maldonado		Spanish		
<b>La Red Latina</b>	333 Valencia Street, Suite 450, San Francisco, CA 94110		415-864-4722	Spanish		
<b>Lycee Francais</b>	1201 Ortega St, San Francisco, CA 94122	Philippe Legendre	415-661-5232	Multi		
<b>MEDA</b>	2301 Mission St #301, San Francisco, CA 94110	Luis Granados	415-282-3334 ext 111	Spanish		
<b>Mercy Housing</b>	225 Berry Street	Eric Thompson	415-896-2025 X 17	Multi		
<b>Mission Cultural Center</b>	2868 Mission St, San Francisco, CA 94110	Francisco Gomez Jennie E.	415-821-1155	Spanish	50 Spanish	15 Spanish
<b>Mission Hiring Hall</b>	1048 Folsom Street	Don Marcos	415-626-1919			
<b>Mission Merchants</b>	3240 21st St, San Francisco, CA 94110	Phillip Lesser	415-979-4171	Spanish		
<b>Mission Neighborhood Centers</b>	362 Capp St, San Francisco, CA 94110	Santiago Ruiz	415-206-7752	Spanish		
<b>Mission Neighborhood Centers – Precita Center</b>	534 Precita Ave, San Francisco, CA 94110	Santiago Ruiz	415-206-7752	Spanish		
<b>Mission YMCA</b>	4080 Mission St, San Francisco, CA 94112	Marissa Cowan	415-452-7576	Spanish	50 Spanish 30 Chinese 30 Russian	2 Spanish 2 Chinese 1 Russian
<b>MUA (Mujeres Unidas y Activas) San Francisco</b>	3543 18th St #3, San Francisco, CA 94110	Ariana Nafarrate	451-621-8140x312	Spanish		



<b>Neighborhood Jobs Initiative</b>	1323 Evans St San Francisco CA	Angelo King	(415) 355-3709	Multi		
<b>OMI Senior Center</b>	65 Beverly Street, San Francisco, CA 94132	Jilma Meneses	415-334-5550			
<b>On Lok, Inc.</b>	1333 Bush Street, San Francisco, CA 94109	Grace Li	415-292-8888	Multi		
<b>People Organizing to Demand Environmental and Economic Rights (PODER)</b>	474 Valencia Street, #125, San Francisco, CA 94103	Jacqueline Gutierrez	415-431-4210	Spanish		
<b>Portola Family Connections</b>	2565 San Bruno Ave, San Francisco, CA 94134	Maryann Flemming	415-715-6746	Spanish		
<b>Renaissance Entrepreneurship Center</b>	275 5th Street San Francisco CA	Kareen Boncales	415-348-6227	Multi		
<b>Richmond Community Center</b>	251 18th Ave San Francisco, CA	Larry McNesby	415-666-7023	Multi		
<b>Richmond District Neighborhood Center</b>	600 32nd Ave # T3, San Francisco, CA 94121	Michelle Cusano	415-751-6600	Chinese		
<b>Richmond Senior Center</b>	6221 Geary Blvd #3, San Francisco, CA 94121	Kaleda Walling Winston	415-752-6444	Chinese	120 Chinese 40 Russian	31 Chinese 7 Russian 16 English
<b>Russian American Community Services</b>	300 Anza Street, San Francisco, CA 94118	Nick Buick	415-595-4644 (c)	Russian	90 Russian	14 Russian
<b>Russian Center of San Francisco</b>	2450 Sutter St, San Francisco, CA 94115	Zoia Choglokoff	415-921-7631	Russian		
<b>San Francisco Charity Cultural</b>	731 Commercial St, San Francisco, CA 94108	Alan Wong	415-989-8224	Multi		

<b>Services Center (SFCCSC)</b>						
<b>San Francisco Chinatown Library</b>	1135 Powell St, San Francisco, CA 94108	Sally Wong	415-355-2888	Chinese		
<b>San Francisco Immigrant Legal Education Network</b>	938 Valencia St, San Francisco, CA 94110	Marisela Esparza.	415-282-6209	Spanish	200 Chinese	174 Chinese
<b>Self Help for the Elderly - SEVERAL LOCATIONS</b>	731 Sansome Street, San Francisco, CA 94111	Anni Chung	(415) 677-7600	Chinese		
<b>South of Market Community Action Network (SOMCAN)</b>	1070 Howard Street, San Francisco, CA 94103	Angelica Cabande	(415) 255-7693	Tagalog		
<b>South of Market Health Center</b>	229 7th Street San Francisco CA	Charles Range, Director	415-503-6000	Multi	20 Chinese 10 English	None
<b>Southeast Asian Community Center</b>	875 O'Farrell St, San Francisco, CA 94109	Phillip Nguyen	415-885-2743 ext 107	Vietnamese + Thai		
<b>St. Boniface Catholic Church</b>				Multi		
<b>Sunset Neighborhood Beacon Center</b>	3925 Noriega St, San Francisco, CA 94122	Matt Pemberton	415-759-3690	Chinese		
<b>Thai Cultural Center</b>	310 Poplar Avenue, San Bruno, CA 94066		(650) 615-9528	Thai		
<b>The Women's Building</b>	3543 18th St #8, San Francisco, CA 94110	Teresa Mejia	415-431-1180 ext 12	Spanish		
<b>Veterans Equity Center</b>	1010 Mission Street, San Francisco, CA 94103	Luisa M Antonio	(415) 255-2347	Tagalog		
<b>Vietnamese Community Center of San Francisco</b>	766 Geary St, San Francisco, CA 94109	Thuy Doan	415-351-1038	Vietnamese		

<b>Vietnamese Family Services Center</b>	875 O'Farrell St. #103, San Francisco, CA 94109	Jimmy Hua	415-674-6820	Vietnamese		
<b>Vietnamese Youth Development Center (VYDC)</b>	166 Eddy St, San Francisco, CA 94102	Judy Young	415-771-2600	Vietnamese	20 Vietnamese	None
<b>Visitation Valley Community Beacon Center</b>	450 Raymond Ave, San Francisco, CA	Erica	(415) 452-4907. 415-260-8774	Multi		
<b>Wikreate</b>	145 Vallejo St, San Francisco, CA 94111	Magdalena Gonzalez	(415) 362-0440	Spanish		
<b>WOMAN INC</b>	333 Valencia Street, Suite 450, San Francisco, CA 94103	Jil Zawisza	415-864-4777	Spanish	50 Spanish	5 Spanish
<b>YMCA Chinatown</b>	855 Sacramento St, San Francisco, CA 94108	Kari Lee	415-748-3555	Chinese	50 Chinese	45 Chinese
<b>Young Community Developers</b>	1715 Yosemite Ave, San Francisco, CA 94124	Andrea Smith	(415) 822-3491	Multi		

## Appendix H: 2019 LEP Customer Survey Results

Question 1: What is your native language?		n=635
Chinese - Cantonese	52%	
Chinese - Mandarin	12%	
Spanish	9%	
Korean	5%	
Tagalog	4%	
Russian	4%	
Thai	4%	
Japanese	3%	
Arabic	2%	
Vietnamese	2%	
French	2%	
Other	0%	
English	0%	

Question 2: Please identify how well you speak English.		n=584
Very Well	11%	
Well	28%	
Not Well	45%	
Not At All	16%	

**Question 3: How important is it to you to get the following information in your native language? (Please rank each on a scale of 1 to 5, where 1 is *Least Important* and 5 is *Most Important*).**

	1	2	3	4	5	Total
a. Routes	9%	3%	6%	11%	72%	571
b. Schedules	9%	2%	4%	11%	74%	559
c. Fare information and/or ticket vending machines	11%	4%	8%	15%	62%	511
d. Fare changes	10%	3%	8%	12%	66%	522
e. Service changes/detours	10%	3%	7%	13%	68%	523
f. Ridership Guide	8%	4%	9%	14%	64%	525
g. Safety and security information	8%	3%	8%	12%	69%	536
h. Notice of available language assistance (verbal, written)	9%	3%	10%	16%	62%	537
i. How to file a complaint/commendations	10%	3%	8%	17%	61%	523
j. ASA/Accessibility for the disabled	9%	4%	8%	15%	64%	512
k. Bus Conditions (broken equipment, cleanliness, etc)	10%	4%	8%	16%	62%	511
l. Meeting notices	14%	6%	12%	16%	51%	495

**Question 4: Which of Muni's language assistance tools in your native language are you familiar with? (Check all that apply)**

n= 516

Ads or notices on ethnic radio and television (KTSF Channel 26, 1400 AM, others)	55%
Muni's website information in my language, sfmta.com	51%
Transit operators who speak my language	50%
Signage/flyers in vehicles, stations and bus shelters	42%
Meeting and Information Notices via email blasts	40%
Ads or notices in ethnic media (including newspapers such as El Mensajero and Sign Tao)	29%
Meeting and Information Notices via US Mail	24%
San Francisco 311 Telephone Customer Service Center (including Language Line access to over 100 languages)	21%
Interpretation assistance at SFMTA Board Meetings (by request)	18%
511.org	17%
Interpretation assistance at community meetings	16%

**Question 5: How important is it to receive information in your native language by the following methods? (Please rank each on a scale of 1 to 5, where 1 is *Least Important* and 5 is *Most Important*).**

	1	2	3	4	5	Total
e. Maps in vehicles, stations, or bus shelters	13%	2%	9%	14%	63%	243
d. Sign in vehicles, stations, or bus shelters	8%	4%	13%	13%	62%	484
b. 311/Language Line	9%	5%	13%	14%	59%	460
f. Newspaper ads	10%	5%	13%	15%	57%	468
a. Muni website (sfmta.com, muni forward.com etc)	14%	5%	11%	14%	56%	454
c. Muni's Customer Service Center on South Van Ness	10%	5%	12%	16%	56%	462
g. Radio or television ads	11%	6%	13%	15%	54%	447
m. Friends and family members	13%	4%	13%	18%	52%	427
q. Ambassadors doing street-level outreach	14%	7%	15%	16%	49%	434
n. Community or faith-based organizations	16%	6%	16%	14%	48%	411
i. Mailers	15%	7%	16%	15%	47%	414
l. Text message updates	17%	7%	17%	14%	45%	408
o. Brochures	15%	6%	18%	16%	44%	413
h. Meeting notices	14%	10%	18%	16%	42%	409
j. Email communications	18%	8%	16%	15%	42%	409
k. Social media posts e.g. Twitter or Facebook	20%	8%	15%	14%	42%	417
p. SFMTA Board of Directors Meetings	20%	7%	17%	16%	41%	404

**Question 6: How challenging are language barriers for you when using Muni? n=512**

Very challenging	41%
Somewhat challenging	27%
Not too challenging	29%
Not at all challenging	12%

Question 7: How often do you use Muni? n=583	
5 days per week or more	52%
2 to 4 days per week or more	22%
1 to days per week	14%
Less than 3 times a month	11%
Never	2%

Question 8: How well do you think the SFMTA is currently doing at communicating with customers who are limited English proficient to ensure they have easy access to its services and are able to navigate its system? n=564	
Excellent	15%
Good	29%
Fair	46%
Poor	10%

Question 9: Which Muni services do you use the most? (Check all that apply) n=583	
Muni Metro/Train (J,K,L,M,N,T)	79%
Bus	48%
Bus (Express or Rapid)	40%
Historic Street Cars (F-Line)	11%
Cable Cars	9%
Paratransit	4%

Question 10: When you use Muni, what do you use it for? (Check all that apply) n=590	
Shopping	66%
Doctor visits	60%
Visiting friends/family	43%
Attending recreational or sporting events	39%
Going to work	31%
Other	30%
Attending religious/spiritual functions	24%
Going to school	17%

<b>Question 11: What time of day do you use Muni? (Check all that apply)</b>		n=578
AM Peak (6:00 AM - 9:00 AM)	44%	
Midday (9:00 AM - 2:00 PM)	76%	
School (2:00 PM - 4:00 PM)	40%	
PM Peak (4:00 PM - 7:00 PM)	37%	
Evening (7:00 PM - 10:00 PM)	16%	
Night (10:00 PM - 1:00 AM)	4%	
Owl (1:00 AM - 6:00 AM)	4%	

<b>Question 12: On any given day, if you do not use Muni, please tell us why. (Check all that apply)</b>		n=578
Does not go where I need to go	52%	
Information in English is hard to understand	25%	
Prefer to drive myself	25%	
Prefer to walk	24%	
Takes too much time	18%	
Do not know how to get where I need to go	16%	
Not reliable (Timeless, route changes, etc.)	14%	
Costs too much	13%	
Do not know how to buy a ticket	12%	
Carpool	6%	
Use taxis	4%	

<b>Question 13: How satisfied are you with Muni's current service?</b>		n=554
Very satisfied	17%	
Somewhat satisfied	48%	
Somewhat dissatisfied	27%	
Very dissatisfied	7%	
Don't know	2%	



<b>Question 14: How do you get information about SFMTA/Muni services? (Check all that apply)</b>		<b>n=541</b>
Signs in vehicles, stations, or bus shelters	55%	
Maps in vehicles, stations, or bus shelters	43%	
Friends and family members	37%	
Muni website (sfmta.com, muniforward.com, etc.)	31%	
Newspaper ads	28%	
Radio or television ads	28%	
San Francisco's 311 Telephone Customer Service Center	22%	
Community or faith-based organizations	13%	
Muni's Customer Service Center on South Van Ness	12%	
Mailers	11%	
Muni meetings in my community	9%	
Ambassadors doing street-level outreach	9%	
Brochures	8%	
Social media posts e.g Facebook or Twitter	7%	
Email communications	5%	
Text message updates	5%	
Meeting notices	5%	
SFMTA Board of Directors Meetings	2%	

<b>Question 15: What is the easiest way for you to provide feedback to SFMTA/MUNI?</b>		<b>n=496</b>
Calling San Francisco's 311 Telephone Customer Service Center	39%	
On the Muni website (sfmta.com, muniforward.com, etc.)	36%	
Through your community or faith-based organizations	22%	
Muni meeting in my community	19%	
Visiting Muni's Customer Service Center on South Van Ness	18%	
Contacting your District Supervisor	4%	

<b>Question 16: Where do you get information about SFMTA/Muni Meetings? (Check all that apply)</b>		<b>n=512</b>
Signs in vehicles, stations, or bus shelters	39%	

Radio or television ads	35%
Friends and family members	35%
Newspaper ads	30%
Muni website (sfmta.com, muniforward.com, etc.)	23%
San Francisco's 311 Telephone Customer Service Center	19%
Community or faith-based organizations	19%
Mailers	16%
None of the above - I don't get information about SFMTA/Muni meetings	13%
Muni's Customer Service Center on South Van Ness	12%
Brochures	11%
Ambassadors doing street-level outreach	10%
Social media posts	9%
Text-based updates	6%
Email communications	5%
Meeting notices	4%
SFMTA/Muni Board of Directors Meetings	2%

<b>Question 17: If you are attending an in-person meeting, how do you prefer to share comments about the information you receive?</b>		<b>n=437</b>
Speaking publicly during the meeting	40%	
Submitting a written comment during the meeting	34%	
Submitting comment through another person or organization	25%	
Submitting a written comment after the meeting via email, Muni's website, project phone number, etc.	23%	

<b>Question 18: What are three things that would most encourage you to attend a SFMTA/Muni meeting?</b>		<b>n=538</b>
Meeting close to transit	42%	
Language assistance (e.g interpreters, translated materials)	35%	
Advance notice	33%	
Convenient time of day	27%	
Financial incentive/stipend	25%	
Food	24%	
Convenient day of week	21%	
Adequate parking	13%	
Accommodations for people with disabilities	9%	
Childcare	7%	

Question 19: What is your gender?		n=538
Male		34%
Female		66%
Other		0%

Question 20: How old are you?		n=553
18-24 years old		4%
25-29 years old		2%
30-34 years old		5%
35-39 years old		3%
40-44 years old		3%
45-49 years old		3%
50-54 years old		3%
55-59 years old		3%
60-64 years old		16%
65-74 years old		29%
75 years old or older		25%
Prefer not to say		5%

Question 21: What language was this survey taken in?		n=603
Chinese		63%
Spanish		9%
Korean		5%
Russian		4%
Thai		4%
Japanese		4%
Tagalog		3%
English		2%
Arabic		2%
Vietnamese		2%
French		1%

## Appendix G

### SFMTA Board of Directors Resolution for Title VI Program Approval

*See attached Calendar Item for  
Resolution*

# Appendix H

## SFMTA Customer Survey

(for office use only) Route Code:  Time:  am / pm Interviewer:  Serial #:

Please take a few moments to help plan for your transit needs by filling out this survey.

All personal information will be kept strictly confidential and WILL NOT be shared or sold.

**What is your HOME ADDRESS:** (please be specific, ex: 123 W. Main St):

(If you are visiting the San Francisco/Oakland area, please list the address where you are staying)

Street Address

City

State

Zip Code

## COMING FROM?

### 1. What type of place are you

COMING FROM NOW?

(the starting place for your one-way trip)

- Your usual WORKPLACE
- Work related
- Your **HOME** → Go to Question #4
- Your hotel  Hotel Residence (Visitor Only)
- Social or recreational
- Shopping
- School (K-12) (student only)
- College or University (student only)
- Airport (airline passenger only)
- Medical / dental
- Dining / coffee
- Escorting others (children, elderly)
- Personal business
- Other: \_\_\_\_\_

### 2. What is the NAME of the place you are coming from now?

\_\_\_\_\_

### 3. What is the EXACT ADDRESS of this place? (OR Intersection if you do not know the exact address: )

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### 4. How did you GET FROM the place in Question #1 TO THE VERY FIRST bus or train you used for this one-way trip?

- Walked **all the way**: how far did you walk? \_\_\_\_\_ blocks
- BIKE** →  BIKE SHARE  Personal Bike
- Was dropped off using Uber, Lyft, or similar service (answer 4a)
- Taxi (answer 4a)
- Was dropped off by someone – not a service (answer 4a)
- Drove alone and parked (answer 4a)
- Drove or rode with others and parked (answer 4a)

**4a. Where did you get ON the first bus or train you used for this one-way trip** (Write the nearest intersection / park-and-ride lot / rail station below):

\_\_\_\_\_

### 5. Where did you get ON this bus/train?

Please provide the nearest intersection / station name / park-and-ride lot:

## GOING TO?

### 6. What type of place are you

GOING TO NOW?

(the ending place for your one-way trip)

- Your usual WORKPLACE
- Work related
- Your **HOME** → Go to Question #9
- Your hotel  Hotel Residence (Visitor Only)
- Social or recreational
- Shopping
- School (K-12) (student only)
- College or University (student only)
- Airport (airline passenger only)
- Medical / dental
- Dining / coffee
- Escorting others (children, elderly)
- Personal business
- Other: \_\_\_\_\_

### 7. What is the NAME of the place you are going to now?

\_\_\_\_\_

### 8. What is the EXACT ADDRESS of this place? (OR Intersection if you do not know the exact address: )

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### 9. How will you GET TO your destination (listed in Question #6) after you get off the LAST bus or train you will use for this one-way trip?

- Walk **all the way**: how far did you walk? \_\_\_\_\_ blocks
- BIKE** →  BIKE SHARE  Personal Bike
- Dropped off using Uber, Lyft, or similar service (answer 9a)
- Taxi (answer 9a)
- Dropped off by someone – not a service (answer 9a)
- Drive alone (answer 9a)
- Drive or ride with others (answer 9a)

**9a. Where will you get off the last bus or train you are using for this one-way trip** (Write the nearest intersection / park-and-ride lot / rail station below):

\_\_\_\_\_

### 10. Where will you get OFF this bus/train?

Please provide the nearest intersection / station name / park-and-ride lot:

### 11. INCLUDING THIS BUS/TRAIN, how many TOTAL BUSES/TRAINS will you use to make THIS ONE-WAY TRIP?

One, only this bus/train  Two  Three  Four or more

11a. Please list the routes and/or rail stations in the exact order you use them for this one-way trip.

START →  →  →  →  →  →  → END

1st route #/rail station

2nd route/rail station

3rd route/rail station

4th route/rail station

5th route/rail station



## OTHER INFORMATION ABOUT THIS TRIP(S)

12. What time did you BOARD this bus/train? \_\_\_\_\_ : \_\_\_\_\_ am / pm (circle one)
13. How long did you wait before boarding THIS MUNI bus or train on this one-way trip?  
 05-14 minutes     15-24 minutes     25-34 minutes     35-44 minutes     45-54 minutes     55+ minutes
- 13a. ANSWER ONLY IF YOU TRANSFERRED FROM A MUNI BUS PRIOR TO BOARDING THIS BUS  
 How long did you wait before boarding the VERY FIRST MUNI bus or train on this one-way trip?  
 05-14 minutes     15-24 minutes     25-34 minutes     35-44 minutes     45-54 minutes     55+ minutes     did not transfer
14. Will you (or did you) make this same trip on exactly the same routes in the opposite direction today?  
 No     Yes - At what time did/will you leave for this trip in the opposite direction? \_\_\_\_\_:\_\_\_\_\_ am/pm (circle one)

## Other Information

15. How did you pay for this one-way trip?
- |   |  |   |
|---|--|---|
| <b><u>BY CLIPPER</u></b>                      | <b><u>BY CASH OR PAPER</u></b>                         | <b><u>BY CASH OR PAPER</u></b>                  |
| <input type="radio"/> Cash value on clipper   | <input type="radio"/> Cash                             | <input type="radio"/> Passport or CityPASS      |
| <input type="radio"/> Monthly pass on clipper | <input type="radio"/> Paper Transfer                   | <input type="radio"/> Other Cash or Paper _____ |
| <input type="radio"/> Other Clipper _____     | <input type="radio"/> Single fare or Round trip ticket |   |
16. What type of fare did you pay?  
 Adult     Senior     Low income (Lifeline)     Free Muni for people w/ Disabilities     Free Muni for Seniors  
 Youth     Disabled/Medicare Card Holder (RTC)     Free Muni for Youth

## ABOUT YOU AND YOUR HOUSEHOLD

17. How many working vehicles (auto or motorcycles) are available to your household? \_\_\_\_\_ vehicles  
 17a. [If #17 is more than NONE] Could you have used one of these vehicles for this trip?  Yes     No
18. Including YOU, how many people live in your household? \_\_\_\_\_ people
19. Including YOU, how many adults (age 16 and older) that are employed full or part time live in your household? \_\_\_\_\_ people
20. Are you a student? (check the one response that BEST describes you)  
 Not a student     Yes – Full Time college/university     Yes – K - 12<sup>th</sup> grade  
 Yes – Part Time college/university     Yes – vocational/technical/trade school     Yes – other
- 20a. [If #20 is Yes] Please specify your college/university/school name: \_\_\_\_\_
21. Are you a person with a disability?  Yes     No  
 21a. If #21 is Yes] Which of the following types of disabilities apply, if any?  
 Vision Impairment or Blindness     Hearing impairment     Mobility disability     declined  
 Intellectual/cognitive impairment     Psychiatric disability     Other \_\_\_\_\_
22. What year were you born? \_\_\_\_\_
23. Are you of Hispanic, Latino, or Spanish Origin?  Yes     No
24. Are you? (check all that apply)  
 American Indian / Alaska Nativ     Black/African American     Asian     Other Non White  
 Native Hawaiian / Pacific Islander     White     Other: \_\_\_\_\_
25. What is your gender?  Male     Female     Other: \_\_\_\_\_
26. Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2015 before taxes?  
 Below \$10,000     \$40,000 - \$49,999     \$100,000 - \$149,999  
 \$10,000-\$24,999     \$50,000 - \$59,999     \$150,000 - \$199,999  
 \$25,000-\$34,999     \$60,000 - \$74,999     \$200,000 or more  
 \$35,000-\$39,999     \$75,000 - \$99,999     Not provided
27. Do you speak a language other than English at home?  No     Yes - Which language? \_\_\_\_\_  
 IF YES: How well do you speak English?  Very Well     Well     Less than well     Not at all

### WIN A PRIZE!!!!

People who submit an accurately completed survey will be entered in a random drawing for a chance to win a \$399 Visa gift card.

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

Phone Number: (\_\_\_\_\_) \_\_\_\_\_

E-mail address: \_\_\_\_\_

**THANKS FOR YOUR PARTICIPATION**

# Appendix I

## SFMTA Board of Directors Resolution Accepting Major Service Changes, Disproportionate Burden, and Disparate Impact Policies



SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. 13-192

WHEREAS, Title VI of the Civil Rights Act of 1964 addresses discrimination in almost all aspects of public services and programs administered or funded by the federal government in the United States, such as SFMTA's public transit service; and

WHEREAS, The SFMTA receives federal funds through the Federal Transit Administration (FTA) and is required to have in place a Title VI program that ensures that the level and quality of public transportation service is provided in a nondiscriminatory manner, promotes full and fair participation in public transportation decision-making without regard to race, color, or national origin, and ensures meaningful access to transit-related programs and activities by persons with limited English proficiency; and

WHEREAS, The FTA's updated Title VI Circular (FTA C 4702.1B), issued on October 1, 2012, requires that the governing board of a transit agency approve a Major Service Change Definition and Disparate Impact and Disproportionate Burden policies; and

WHEREAS, As part of FTA's Title VI Program requirements, SFMTA must perform a service equity analysis when a major service change is proposed or any fare change that will exceed six months to determine if the change will adversely affect minority and low-income populations; and

WHEREAS, Based on data from the 2010 U.S. Census, 58 percent of San Francisco residents are minority and 31 percent of San Francisco households are at or below 200 percent of the federal poverty level; and

WHEREAS, If the service or fare equity analysis identifies a potential disparate impact on minority populations or customers, SFMTA is required to consider alternative proposals to avoid, minimize, or mitigate the disparate impact and the service or fare changes can only be implemented if (1) a substantial legitimate justification for the service or fare change exists, (2) there are no comparably effective alternative practices that would result in a less disparate impact on minority populations, and (3) the justification for the service change is not a pretext for discrimination; and

WHEREAS, If a disproportionate burden is found, the service or fare change may only be carried out if further mitigation measures or alternatives that would reduce the disproportionately high and adverse effects on low-income populations are not practicable; and

WHEREAS, SFMTA has performed multilingual community and peer outreach during the development of these policies; and

WHEREAS, After reviewing demographic data, characteristics of system ridership and conducting peer reviews/comparisons, a threshold of eight percent was determined to be the appropriate proposed threshold for both the Disparate Impact Policy and Disproportionate Burden Policy; and

WHEREAS, SFMTA staff recommend the following Major Service Change Definition be adopted by the SFMTA Board of Directors:

Major Service Change - A change in transit service that would be in effect for more than a 12-month period and that would consist of any of the following criteria:

- A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more implemented at one time or over a rolling 24 month period;
- A schedule change on a route with 25 or more one-way trips per day resulting in:
  - Adding or eliminating a route;
  - A change in annual revenue hours on the route of 25 percent or more;
  - A change in the daily span of service on the route of three hours or more; or
  - A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.

- The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above; and

WHEREAS, SFMTA staff recommends that the following Disparate Impact Policy be adopted by the SFMTA Board of Directors:

Disparate Impact Policy - a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disparate impact on minority populations if the difference between the percentage of the minority population impacted by the changes and the percentage of the minority population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively; and

WHEREAS, SFMTA staff recommends that the following Disproportionate Burden Policy be adopted by the SFMTA Board of Directors:

Disproportionate Burden Policy - A fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disproportionate burden on low-income populations if the difference between the percentage of the low-income population impacted by the changes and the percentage of low-income population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively; now, therefore, be it;

RESOLVED, That the SFMTA Board of Directors approves the Major Service Change Definition and Disparate Impact and Disproportionate Burden policies that are required to be adopted pursuant to the FTA's updated Circular 4702.1B issued on October 1, 2012.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of August 20, 2013.

---

Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency

# Appendix J

## Fare and Major Service Change Equity Analyses

**THIS PRINT COVERS CALENDAR ITEM NO.: 13**

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY**

**DIVISION:** Transit

**BRIEF DESCRIPTION:**

Approving proposed service and route changes for realignment of the T Third light rail vehicle (LRV) line and an increase in LRV service for the N Judah contingent upon approval of the SFMTA's FY19 and FY20 operating budget for LRV service expansion, and the SFMTA's Title VI Service Equity Analysis for these two service and route changes.



**SUMMARY:**

- Within the next two year operating budget cycle, the SFMTA will continue to deliver on commitments made to the riding public including: expanding rail service to address the single biggest customer complaint - overcrowding; realigning service based on ridership and expected demand; and integrating the Equity Strategy into all Muni service programs.
- Implementing these service and route changes will increase annual revenue service hours by approximately 4% systemwide. As a result, most of the proposed changes do not meet the SFMTA's definition of a major service change and do not require SFMTA Board approval.
- While cumulatively the changes do not trigger a major service change, there are two proposed service and route changes that do meet the major service change definition, and require further Title VI analysis and SFMTA Board approval. These two service changes include a change in the alignment of the T Third line resulting from the opening of Central Subway and increased frequency on the N Judah line.
- Analyzing these two service changes found that the changes will not result in a disparate impact to minority communities or a disproportionate burden to low-income communities.
- Implementing LRV service changes is contingent upon approval of the SFMTA's FY19 and FY20 operating budget.
- The proposed action increasing service on the N Judah is the Approval Action as defined by the San Francisco Administrative Code Chapter 31.

**ENCLOSURES:**

1. SFMTA Board Resolution
2. Title VI Analysis
3. <https://www.sfmta.com/reports/central-subway-final-seisiseir>
4. <https://archives.sfmta.com/cms/cmta/documents/2008%20Resolutions/08-19-08-08-150.pdf>
5. 2018-002870ENV Service Change Categorical Exemption CEQA Determination

**APPROVALS:**

	<b>DATE</b>
DIRECTOR 	<u>3/13/2018</u>
SECRETARY 	<u>3/13/2018</u>

**ASSIGNED SFMTAB CALENDAR DATE:** March 20, 2018

## PURPOSE

Approving proposed service and route changes for realignment of the T Third LRV line and an increase in LRV service for the N Judah contingent upon approval of the SFMTA's FY19 and FY20 operating budget for LRV service expansion, and the SFMTA's Title VI Service Equity Analysis for these two service and route changes.

## STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

This action supports the following SFMTA Strategic Plan Goal and Objectives:

Goal 2: Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel

Objective 2.2: Improve transit performance.

Objective 2.3: Increase use of all non-private auto modes

This item addresses the following Transit First Policy Principles:

1. To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.
2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.
8. New transportation investment should be allocated to meet the demand for public transit generated by new public and private commercial and residential developments.
9. The ability of the City and County to reduce traffic congestion depends on the adequacy of regional public transportation. The City and County shall promote the use of regional mass transit and the continued development of an integrated, reliable, regional public transportation system.

## DESCRIPTION

Over the past several years, SFMTA has delivered a number of important transit initiatives to improve safety, reliability and the overall customer experience. There are more than 400 new buses on the street as well as introduction of the first new light rail vehicles (LRVs) in over a decade, a new transportation management center, improved street supervision, 330,000 hours of transit service increases, a mid-life maintenance program, and the first Muni Service Equity Strategy. Riders are noticing. Since 2010, overall satisfaction among Muni riders has been trending upwards and the last two Public Perception Surveys found that 70% of respondents rate Muni service as excellent or good, the highest scores in the history of the survey.

Muni will continue to deliver on commitments in the next two-year budget cycle through several transit service improvements including expanding rail service to address the single biggest customer complaint - overcrowding; opening the Central Subway; realigning service based on the greatest ridership needs and expected demand; and integrating the Equity Strategy principles and recommendations.

By the end of 2019, Muni is expected to have 68 new LRVs available for service. Every rail line in the system will get additional LRV trains and an increase in frequency to address overcrowding and reliability issues. Additionally, the T Third will become two car consists and the Agency is anticipating three car consists in the subway and potentially on the N Judah. The N Judah and T Third lines are anticipated to see the largest increase in service and the Central Subway is expected to be open for revenue service by the end of 2019. The additional LRV capacity will reduce crowding and the new vehicles will improve reliability as they are expected to have significantly better performance.

In addition to an increase in transit service on LRV rail corridors, the SFMTA is anticipating increasing service along a number of bus lines to address issues that were identified by the Muni Service Equity Strategy outreach. Working with eight neighborhoods, the SFMTA has identified a number of improvements that respond to service issues noted by residents in these areas. (These improvements are discussed in the companion calendar item related to adoption of the Muni Service Equity Strategy for FY19 and FY20.)

The SFMTA Board of Directors must approve any significant change in the operating schedule or route of a Muni transit line, including major service changes.\*\* Any service changes that are not considered major service change may be approved by the Director of Transportation. Most of the changes reflected in the two charts below identifying service increases and reductions are not considered major service changes. The service frequency increase on the N Judah and alignment change on the T Third with the opening of the Central Subway are the two exceptions, which are discussed in further detail below. Regardless, staff wanted to provide a complete picture of the proposed service changes that are anticipated to move forward in FY19 and FY20 timeframe. Funding for the LRV service expansion is dependent on approval of the SFMTA’s two-year operating budget. A summary of the proposed service and route additions are as follows:

Service additions*		
Line	Source	Realignment Type
T Third	Central Subway	New alignment** and longer trains
J Church	New LRV	Peak frequency from 9 to 8 min
K Ingleside	New LRV	Peak frequency from 8.5 to 8 min
L Taraval	New LRV	Peak frequency from 9 to 8 min
M Oceanview	New LRV	Peak frequency from 9 to 8 min
N Judah	New LRV	Peak frequency from 7 to 4 min** and potentially longer trains
9R San Bruno Rapid	Equity Strategy	60’ bus
12 Folsom	Equity Strategy	Add service (two buses)
29 Sunset	Equity Strategy	Add service (two buses)
30 Stockton	Equity Strategy	60’ bus
44 O’Shaughnessy	Equity Strategy	Add service (one bus)
48 Quintara	Equity Strategy	Add service all day to Beach
56 Rutland	Equity Strategy	Add service during school peaks

\*Note that this chart does not include proposals for new service for the Dogpatch neighborhood. With the 22 Fillmore line being rerouted to serve the Mission Bay, there is a need to re-examine transit service for the Dogpatch neighborhood. Potential service options are still being discussed with impacted stakeholders and the surrounding community. Once a proposed final service change

has been determined through the community process, staff will ask the SFMTA Board to approve those changes.

\*\*Major service changes requiring additional Title VI analysis are defined and discussed in the Title VI report (Enclosure 2) and in the Title VI Analysis section of this report.

The majority of the proposed bus service increases noted above are expected to be funded through Low Carbon Transit Operations Program (LCTOP). The LCTOP is administered by Caltrans and funded by Cap and Trade auction proceeds. There may also be minor adjustments to service frequencies on several lines and other operational efficiencies to maintain an overall cost neutral outcome for bus related service additions. These potential reductions are noted below:

Service efficiencies/reductions	
Line	Realignment Type
1 California	Reduce frequency by approximately ½ minute
30 Stockton (Chestnut)	Reduce frequency by several minutes
41 Union	Reduce frequency by approximately 1 minute
44 O’Shaughnessy	Operational efficiency
N Judah - weekend	One car trains on weekend

Because the proposed service changes are not significant on a systemwide level, they do not require SFMTA Board approval. However, staff analyzed each of the proposed changes on an individual route basis and found that two specific route-level changes do meet SFMTA’s definition of a major service change. More details about the SFMTA’s definition of a major service change are provided in the Title VI Analysis section below, as well as in the attached Title VI report (Enclosure 2). The two route-level changes requiring Title VI analysis include the following:

**T Third - Central Subway**

The T Third line is currently interlined with the K Ingleside and travels from West Portal to the Embarcadero, Mission Bay, Dogpatch, Third Street, and the Bayview District before terminating at Bayshore/Sunnydale in Visitacion Valley. When the Central Subway opens at the end of 2019, the route will no longer be interlined with the K Ingleside. Instead the LRV line will commence in Chinatown at Stockton/Jackson, travel to 4<sup>th</sup>/Bryant underground before emerging at street level and then traverse through 4th/King before joining the existing T Third line to reach the southern terminal at Bayshore/Sunnydale. The new Central Subway alignment alters the existing T Third route miles by more than 25% and, therefore, falls under the SFMTA’s definition of a major service change. (See the Title VI Analysis section below.)

**N Judah**

Currently, the frequency of the N Judah averages 7-8 mins during peak periods. This frequency is not sufficient to meet the ridership demand of the line and riders frequently experience overcrowding and pass-ups. The increase in vehicle availability associated with new LRVs being put into service will increase frequency to 4 minutes during peak periods. This increase in frequency results in an annual revenue hour change of more than 25% and, therefore, falls under the SFMTA’s definition of a major service change. (See the Title VI Analysis section below.)

These two service and route changes qualify as a major service change under the SFMTA’s Title VI policy and, as a result the SFMTA Board is being asked to approve these specific service and route changes, as well as the Title VI Analysis.



**TITLE VI ANALYSIS**

Under the SFMTA’s Major Service Change Policy, a schedule change, or a series of service changes, resulting in a system-wide change in annual revenue hours of five percent or more proposed at one time or over a rolling 24 month period triggers further Title VI analysis. Cumulatively, the proposed service changes only result in a four percent increase in annual revenue hours and mostly comprise minor frequency modifications. Consequently, most of the proposed service changes do not require further Title VI analysis because they do not result in a system-wide change in annual revenue hours of five percent or more.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Any major service change requires a Title VI Service Equity Analysis.

The two specific route level changes meet the SFMTA’s definition of a major service change as a result of the following criteria:

- A change in route-miles of 25 percent or more, where the route moves more than a quarter mile (T Third line as a result of the Central Subway opening)
- A change in annual revenue hours on the route of 25 percent or more (N Judah)

The SFMTA Board’s adopted disparate impact and disproportionate burden threshold is when a service change is either eight percent over or under the citywide proportion. Based on Census Block Group data, the cumulative analysis of service changes show that the minority and low income proportions of the service area impacted or benefitting from the changes are within eight percent of the citywide proportions. Since the cumulative percentages for the decreases and increases are within the threshold of the citywide proportions, no disparate impact or disproportionate burden was found.

A summary table of the findings is below:

<b>Service Change</b>	<b>Total Population</b>	<b>Minority Population</b>	<b>% Minority</b>	<b>Low Income Population</b>	<b>% Low Income</b>
Decreases <i>Route Segment Elimination</i>	103,080	48,029	47%	33,485	32%
Increases <i>Route Segment Addition and Major Frequency Increase</i>	203,727	107,659	53%	66,203	33%
Citywide			52%		26%
<b>Disparate Impact?</b>			<b>No</b>		
<b>Disproportionate Burden?</b>					<b>No</b>

**PUBLIC OUTREACH**

The proposed service and route changes were discussed with specific stakeholders in mid to late February, with the Citizen's Advisory Council on March 1<sup>st</sup>, at a co-hosted meeting with Senior Disability Action March 2<sup>nd</sup>, at the SFMTA budget hearing before the SFMTA's Board of Directors on March 6<sup>th</sup>, and an online meeting on March 7<sup>th</sup>. These meetings were noticed in multiple languages and included information on how to request free language assistance with 48 hours' notice prior to the meeting.

SFMTA promoted the events via email to our community and major project mailing lists. Multilingual ads were also placed in prominent Chinese and Spanish newspapers in San Francisco. Multilingual information was also available to the public through the SFMTA website during the entire budget process. In addition, information was distributed through SFMTA's Twitter and Facebook accounts.

## **ALTERNATIVES CONSIDERED**

We considered various options for where to prioritize the assignment of the additional LRVs upon their arrival in 2019. All light rail lines would have increased service under this proposal, but the final alternative prioritizes putting more service on the N Judah than other lines because it has the greatest ridership demand.

## **FUNDING IMPACT**

The expanded service hours associated with realigning the T Third LRV line resulting from the opening of the Central Subway, increasing LRV service along the N Judah, and implementing increased LRV service as a result of putting 68 new LRV vehicles into revenue service is expected to cost approximately \$44 million a year. These service changes are contingent upon approval of the SFMTA's two-year operating budget for FY19 and FY20. The remaining service changes are anticipated to be funded through LCTOP grant funds and service efficiencies/reductions for an overall cost neutral outcome.

## **PUBLISHED NOTICE**

Charter Section 16.112 requires a public hearing and published notice at least 72 hours prior to that hearing before implementing any significant change in the operating schedule or route of a street railway, bus line, trolley bus line or cable car line. Pursuant to Charter Section 16.112, an advertisement was placed in the City's official newspaper, the San Francisco Examiner, on March 15, 2018, prior to the public hearing on March 20, 2018. In addition to the required legal notice, information about the hearing was posted on the SFMTA website in ten languages to reach customers with Limited English Proficiency.

## **ENVIRONMENTAL REVIEW**

### **T Third – Central Subway**

The Central Subway Final Supplemental Environmental Impact Statement / Supplemental Environmental Impact Report (Central Subway SEIS/SEIR) evaluated the environmental impacts of the Central Subway project, which included as part of the project evaluated an alignment of the T Third from Stockton/Jackson to Bayshore/Sunnydale. On August 7, 2008, the San Francisco Planning Commission certified the Final SEIR (Case No. 1996.281E). On August 19, 2008, the SFMTA Board of Directors approved Resolution 08-150 adopting Central Subway Project

Alternative 3B as the Locally Preferred Alternative, the CEQA Findings, Statement of Overriding Considerations, and the Mitigation Monitoring and Reporting Plan. Since the Central Subway SEIS/SEIR was finalized, there have been no substantial project changes and no substantial changes in project circumstances that would require major revisions to the SEIS/SEIR due to the involvement of new significant environmental effects or an increase in the severity of previously identified significant impacts, and there is no new information of substantial importance that would change the conclusions set forth in the SEIS/SEIR.

**N Judah Increase in Service**

The N Judah Muni light rail increase in service is subject to the California Environmental Quality Act (CEQA). CEQA provides a statutory exemption from environmental review for the institution or increase of passenger or commuter service on rail or highway rights-of-way already in use, including the modernization of existing stations and parking facilities, as defined in Title 14 of the California Code of Regulations Section 15275 and 21080(b)(10). For the purpose of this paragraph, “highway” shall have the same meaning as defined in section 360 of the Vehicle Code.

On March 1, 2018, the SFMTA, under authority delegated by the Planning Department, determined (Case Number 2018-002870ENV) that this increase in Muni light rail service is statutorily exempt from environmental review under Title 14 of the California Code of Regulations Sections 15275 and 21080(b)(10).

The proposed action is the Approval Action as defined by the S. F. Administrative Code Chapter 31 for the N Judah increase in service.

**OTHER APPROVALS**

The City Attorney’s Office has reviewed this calendar item.

**RECOMMENDATION**

The San Francisco Municipal Transportation Agency (SFMTA) Board of Directors approves the proposed service and route changes for realignment of the T Third LRV line and an increase in LRV service for the N Judah contingent upon approval of the SFMTA’s FY2018-19 and FY2019-20 operating budget for LRV service expansion, and the SFMTA’s Title VI Service Equity Analysis for these two service and route changes.

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. \_\_\_\_\_

WHEREAS, SFMTA wants to expand rail service to address the single biggest customer complaint - overcrowding; realign service based on ridership needs and expected demand; and integrating Equity Strategy principles and recommendations into all Muni service programs; and,

WHEREAS, Implementing the proposed service and route changes would increase daily service hours approximately 4% system wide, and, as a result, most of the proposed service and route changes do not meet the SFMTA's definition of a major service change and no SFMTA Board approval is required; and,

WHEREAS, Realigning the T Third Light Rail Vehicle (LRV) line as a result of the opening of the Central Subway, and increasing LRV service along the N Judah meets the definition of a major service change and requires further Title VI analysis; and,

WHEREAS, Pursuant to the requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," the SFMTA has analyzed the impacts of the proposed service and route changes to the T Third resulting from the Central Subway opening and adding additional service on the N Judah line on minority and low-income communities in San Francisco and has determined that these changes do not result a disparate impact on minority communities or a disproportionate burden on low income communities under Title VI; and,

WHEREAS, The expanded service hours associated with realigning the T Third LRV line as a result of the opening of the Central Subway, and increasing LRV service along the N Judah are subject to the California Environmental Quality Act (CEQA); and,

WHEREAS, The realignment of the T Third LRV line and associated expanded service hours were reviewed in the Central Subway Final Supplemental Environmental Impact Statement / Supplemental Environmental Impact Report (Central Subway SEIS/SEIR), certified by the San Francisco Planning Commission on August 7, 2008, and on August 19, 2008, the SFMTA Board of Directors approved Resolution 08-150 adopting Central Subway Project Alternative 3B as the Locally Preferred Alternative, the CEQA Findings, Statement of Overriding Considerations, and the Mitigation Monitoring and Reporting Plan; and,

WHEREAS, Since the Central Subway SEIS/SEIR was finalized, there have been no substantial project changes and no substantial changes in project circumstances that would require major revisions to the SEIS/SEIR due to the involvement of new significant environmental effects or an increase in the severity of previously identified significant impacts, and there is no new information of substantial importance that would change the conclusions set forth in the SEIS/SEIR; and,

WHEREAS, The N Judah Muni light rail increase in service is subject to CEQA; CEQA provides a statutory exemption from environmental review for the institution or increase of passenger or commuter service on rail or highway rights-of-way already in use, including the modernization of existing stations and parking facilities, as defined in Title 14 of the California Code of Regulations Section 15275 and 21080(b)(10); For the purpose of this paragraph, “highway” shall have the same meaning as defined in section 360 of the Vehicle Code; and,

WHEREAS On March 1, 2018, the SFMTA, under authority delegated by the Planning Department, determined (Case Number 2018-002870ENV) that this increase in Muni light rail service on the N Judah is statutorily exempt from environmental review under Title 14 of the California Code of Regulations Sections 15275 and 21080(b)(10); and,

WHEREAS, The proposed action for the increase in service on the N-Judah is the Approval Action as defined by the S.F. Administrative Code Chapter 31; and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and may be found in the records of the Planning Department at 1650 Mission Street in San Francisco, and is incorporated herein by reference; and,

WHEREAS, Pursuant to Charter Section 16.112, an advertisement was placed on March 15, 2018, in the City’s official newspaper to provide notice that the SFMTA Board of Directors would hold a public hearing on March 20, 2018; and therefore be it

RESOLVED, That the SFMTA Board approves the Title VI service equity analysis for the T Third realignment resulting from the opening of the Central Subway in 2019 and additional service on the N Judah line that meet the SFMTA’s definition of a major service change, which found that these service and route changes do not result a disparate impact on minority communities or a disproportionate burden on low income communities under Title VI; and be it further

RESOLVED, That the SFMTA Board of Directors has reviewed and considered the Central Subway SEIS/SEIR and record as a whole and finds that the SEIS/SEIR is adequate for its use for the approval of the T Third realignment, and incorporates the CEQA findings contained in Resolution 08-150, including the statement of overriding considerations by this reference as though set forth in this Resolution, and finds that no subsequent or supplemental environmental review is required; and, be it further

RESOLVED, That the SFMTA approves the proposed service and route changes for realignment of the T Third LRV line and an increase in LRV service for the N Judah contingent upon approval of the SFMTA’s FY19 and FY20 operating budget for LRV service expansion.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of March 20, 2018.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency

Enclosure 2

**TITLE VI  
SERVICE EQUITY  
ANALYSIS  
FY 2019 & FY 2020  
Proposed Service Changes**

March 20, 2018

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## **I. Background**

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

This analysis, to be forwarded to the Board of Directors of the San Francisco Municipal Transportation Agency (SFMTA) for review and public comment on March 20, 2018, responds to the reporting requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI and Title VI-Dependent Guidelines," which provides guidance to transit agencies serving large urbanized areas and requires that these agencies "shall evaluate significant system-wide service and fare changes and proposed improvements at the planning and programming stages to determine whether these changes have a discriminatory impact." (Circular 4702.1B, Chapter IV-10) The FTA requires that transit providers evaluate the effects of service and fare changes on low-income populations in addition to Title VI-protected populations. Once finalized, SFMTA is required to submit the analysis to the SFMTA Board of Directors for its final consideration, awareness and approval and will provide a copy of the Board resolution to the FTA as documentation. SFMTA will conduct a multilingual outreach campaign in order to gather public comment on the proposed service changes, which may impact the final analysis presented to the Board.

The San Francisco Municipal Transportation Agency (SFMTA), a department of the City and County of San Francisco, was established by voter proposition in 1999. One of the SFMTA's primary responsibilities is running the San Francisco Municipal Railway, known universally as "Muni." Muni is the largest transit system in the Bay Area with over 700,000 passenger boardings per day and serving over 220 million customers a year. The Muni fleet includes: historic streetcars, renewable biodiesel and electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans and the world-famous cable cars. Muni provides one of the highest levels of service per capita with 63 bus routes, seven light rail lines, two historic streetcar lines, and three cable car lines and provides regional connections to other Bay Area public transit systems such as BART, AC Transit, Golden Gate Transit and Ferries, SamTrans, and Caltrain.

This Title VI document includes:

- SFMTA's Board-approved disparate impact and disproportionate burden policies;
- A description of the proposed service changes and background on why the changes are being proposed;
- An analysis based on U.S. Census data to determine the number and percent of minority and low-income residents impacted by each proposal;
- A summary analysis based on U.S. Census data to determine the number and percent of minority and low-income residents impacted by all service increases and decreases;
- A summary of public outreach and engagement efforts to seek public comment.

## **II. SFMTA's Title VI-related Policies and Definitions**



On October 1, 2012, FTA issued updated Circular 4702.1B, which requires a transit agency's governing board to adopt the following policies related to fare and service changes:

- Major Service Change Definition – establishes a definition for a major service change, which provides the basis for determining when a service equity analysis needs to be conducted.
- Disparate Impact and Disproportionate Burden Policies – establishes thresholds to determine when proposed major service changes or fare changes would adversely affect minority and/or low-income populations and when alternatives need to be considered or impacts mitigated.

In response to Circular 4702.1B, SFMTA developed the following Major Service Change, Disparate Impact and Disproportionate Burden Policies, which were approved by the SFMTA Board of Directors on August 20, 2013, after an extensive multilingual public outreach process. Outreach included two public workshops, five presentations to the SFMTA Board and committees, and outreach to approximately 30 community based organizations and transportation advocates with broad perspective among low income and minority communities. The following are SFMTA's Major Service Change Policy, Disparate Impact Policy, and Disproportionate Burden Policy:

#### *Major Service Change Policy*

SFMTA has developed a policy that defines a Major Service Change as a change in transit service that would be in effect for more than a 12-month period, and that would result in any of the following:

- A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more proposed at one time or over a rolling 24 month period;
- A schedule change on a route with 25 or more one-way trips per day resulting in:
  - Adding or eliminating a route;
  - A change in annual revenue hours on the route of 25 percent or more;
  - A change in the daily span of service on the route of three hours or more; or
  - A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.
- The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above.

#### *Disparate Impact Policy*

Disparate Impact Policy determines the point ("threshold") when adverse effects of fare or service changes are borne disparately by minority populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disparate impact on minority populations if the difference between the percentage of the minority population impacted by the changes and the percentage of the minority population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.

*Disproportionate Burden Policy*

Disproportionate Burden Policy determines the point when adverse effects of fare or service changes are borne disproportionately by low-income populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disproportionate burden on low-income populations if the difference between the percentage of the low-income population impacted by the changes and the percentage of the low-income population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.

Title VI also requires that positive changes, such as fare reductions and major service improvements, be evaluated for their effect on minority and low-income communities. SFMTA will evaluate positive impact proposals together and negative impact proposals together.

*Adverse Effect*

In addition to defining policies relating to Major Service Changes, Disparate Impact, and Disproportionate Burden, SFMTA also must define when an adverse effect may be found. According to the Title VI Circular, “an adverse effect is measured by the change between the existing and proposed service levels that would be deemed significant.” For this Title VI analysis, an adverse effect may be deemed significant in accordance with SFMTA’s Major Service Change definition and must negatively impact minority and low-income populations.

An adverse effect may be found if any one of the following occur:

- A system-wide change (or series of changes) in annual revenue hours of five percent or more proposed at one time or over a rolling 24 month period;
- A route is added or eliminated;
- Annual revenue hours on a route are changed by 25 percent or more;
- The daily span of service on the route is changed three hours or more; or
- Route-miles are changed 25 percent or more, where the route moves more than a quarter mile.

And

- The proposed changes negatively impact minority and low-income populations.

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.

*Definition of Minority*

For the purpose of the Title VI analysis, “minority” is defined as a person who self-identifies as any race/ethnicity other than white. Minority includes those self-identifying as multi-racial including white.

*Definition of Low Income*

SFMTA defines low income as a person self-reporting their household income at below 200% of the 2016 Federal poverty level. The table below shows the 2016 household income levels meeting

the 200% Federal poverty level threshold. This definition of low income matches SFMTA's criteria for Lifeline Muni passes for low-income households in San Francisco.

Household Size	Household Income 200% of the 2015 Federal Poverty Level
1	\$24,120
2	\$32,480
3	\$40,840
4	\$49,200
5	\$57,560
6	\$65,920
For each additional person, add:	\$8,360

### III. Proposed Service and Route Changes

The proposed service and route changes include a series of changes to be implemented within the timeframe of the SFMTA's FY2018-19 & FY2019-20 budget.

Service additions			Service efficiencies	
Line	Source	Realignment Type	Line	Realignment Type
T Third	Central Subway	New alignment	1 California	Reduce frequency by approximately ½ minute
J Church	New LRV	Peak frequency from 9 to 8 min	30 Stockton (Chestnut)	Reduce frequency by several minutes
K Ingleside	New LRV	Peak frequency from 8.5 to 8 min	41 Union	Reduce frequency by approximately 1 minute
L Taraval	New LRV	Peak frequency from 9 to 8 min	44 O'Shaughnessy	Move terminal
M Oceanview	New LRV	Peak frequency from 9 to 8 min	N Judah - Weekend	1 car trains on weekend
N Judah	New LRV	Peak frequency from 7 to 4 min		
9R San Bruno Rapid	Equity Strategy	60' bus		
12 Folsom	Equity Strategy	Add service		
29 Sunset	Equity Strategy	Add service		
30 Stockton	Equity Strategy	60' bus		
44 O'Shaughnessy	Equity Strategy	Add service 1 bus		
48 Quintara	Equity	Add service all		

	Strategy	day to Beach		
56 Rutland	Equity Strategy	Add service during school peaks		

The proposed service changes do not require SFMTA Board approval of a Title VI analysis because they do not meet the definition of a major service change because implementing these improvements will increase annual revenue service hours by approximately 4% systemwide and do not meet the required threshold of a 5% change in annual revenue hours system-wide. However, there are two proposed service changes at the route level that meet SFMTA’s major service change definition and require a Title VI analysis. These route level service changes include:

- A change in route-miles of 25 percent of more, where the route moves more than a quarter mile
- A change in annual revenue hours on the route of 25 percent of more

*Description of Major Service Changes*

**T Third- Central Subway**

The T Third line is currently interlined with the K Ingleside and travels from West Portal to the Embarcadero, Mission Bay, Third Street and the Bayview District before terminating at Bayshore/Sunnydale. When the Central Subway corridor opens at the end of 2019, the T Third will no longer be interlined with the K Ingleside. Instead the LRV line will commence at Stockton/Jackson, travel to 4<sup>th</sup>/Bryant underground before emerging at street level, and then traverse through 4th/King before joining the existing T Third alignment to reach the southern terminal at Bayshore/Sunnydale. The new Central Subway alignment alters the existing T Third route miles by more than 25% and, therefore, falls under the SFMTA’s definition of a major service change.

**N Judah**

Currently, the frequency of the N Judah averages 7-8 mins during the peak periods. This frequency is not sufficient to meet the ridership demand of the line and riders frequently experience crowding and pass-ups. The increase in vehicle availability associated with the new LRVs being placed into service will increase the frequency to 4 minutes during peak periods. This increase in frequency results in an annual revenue hours change of more than 25% and therefore, falls under the SFMTA’s definition of a major service change.

*Note: Frequency increases are proposed for all metro rail lines with the roll-out of the new LRV4 vehicles. However, only the N Judah is included in this analysis due to the change in annual revenue hours exceeding 25 percent, the total increase in annual service hours for the N Judah will be 62 percent.*

**IV. Major Service Change Title VI Analysis**

For this Title VI review, the major service changes triggered at the route level are summarized into the following categories:

- Proposed Route Segment Elimination (Service Decrease)
- Proposed Route Segment Addition (Service Increase)

- Proposed Major Frequency Increase (Service Increase)

These changes will be analyzed at the category level. In addition, all service increases will be analyzed cumulatively and all decreases will be analyzed cumulatively to determine if the package of changes have a disparate impact on minority populations or disproportionate burden on low income populations.

#### Methodology

The SFMTA relies on customer on-board survey data for service change analyses by using the route's ridership demographics. However, since some of the changes are new service alignments with no existing ridership data for comparison, U.S. Census data, specifically, the 2016 American Community Survey 5-Year Estimates (2016 ACS) data, was used to analyze the impact of the changes on the population of the service area.

#### *Impacted Population Analysis*

The impacted population for this analysis was determined by the service area of these routes or segments of routes and boundaries of the service areas were defined using census block groups. Race and household income data from the 2016 ACS was gathered to assess impacts to minority and low income populations at the block group level.

To determine demographics of the service areas, the proposed routes or segments of routes were mapped and a quarter mile buffer from each stop was geo-processed to determine the geographic service area. The quarter mile buffer was then overlaid on census block groups and for each block group that intersected with the quarter mile buffer, demographic data was collected. The block group data was then grouped together to make up the service area for each route or segment of route and demographic data within these block groups were analyzed. The total number of minority and low income households within the block groups of the service area were totaled and then compared to the citywide total numbers. This comparison was used to determine if the service changes had a disparate impact on the minority population or disproportionate burden on the low income population living within the service area compared to the city's proportion.

For the citywide demographic data, 52% of San Francisco residents self-identified as minority and 26% of residents reported that they live in a low income household (making less than 200% of the Federal poverty level).

#### 2016 U.S. Census American Community Survey 5-Year Data

- Percent Minority Residents: 52%
- Percent Low Income Residents: 26%

A disparate impact or disproportionate burden is found if the difference in the proportion of minority or low income households affected is not within 8 percent of the proportion citywide. For increases, a difference of more than 8 percent would mean a higher benefit to minority and low income household populations. For decreases a difference of more than 8 percent would mean a higher disadvantage to minority and low income household populations.

***Proposed Route Segment Elimination (Service Decrease)***

When the T Third line is re-routed to serve the Central Subway, it will be decoupled from the K line and no longer serve the segment from West Portal to 4<sup>th</sup>/King. Based on Census Block Group data, over 100,000 people will be impacted by this route segment elimination and about 48,000 of the total self-identified as a minority on the 2016 ACS or 47 percent.

**Impacted Minority Population**

Service Change	Total Population	Minority Population	Non-Minority Population	% Minority	% Non-Minority
Eliminated T Third Segment <i>From West Portal to 4<sup>th</sup> and King, via the Embarcadero</i>	103,080	48,029	55,051	47%	53%
<b>Total</b>	<b>103,080</b>	<b>48,029</b>	<b>55,051</b>	<b>47%</b>	<b>53%</b>
Citywide				52%	48%
<b>Disparate Impact?</b>	<b>No</b>				

Source: U.S. Census Bureau 2016 American Community Survey 5-year estimates

Additionally, based on Census Block Group data, about 33,500 of the population reported living in low income households on the 2016 ACS or 32 percent.

**Impacted Low Income Population**

Service Change	Total Population	Low Income Population	Non-Low Income Population	% Low Income	% Non-Low Income
Eliminated T Third Segment <i>From West Portal to 4<sup>th</sup> and King, via the Embarcadero</i>	103,080	33,485	69,595	32%	68%
<b>Total</b>	<b>103,080</b>	<b>33,485</b>	<b>69,595</b>	<b>32%</b>	<b>68%</b>
Citywide				26%	74%
<b>Disproportionate Burden?</b>	<b>No</b>				

Source: U.S. Census Bureau 2016 American Community Survey 5-year estimates

The proposed route segment elimination has a similar impact on minority populations in comparison to citywide proportions since the percentage of minorities impacted by the change is within 8% of the citywide percentage of minorities, therefore no disparate impact is found.

Additionally, the proposed route segment elimination has less of a burden on the low income population in comparison to citywide proportions and since the percentage of low income residents burdened by the change is within 8% of the citywide percentage of low income population, therefore no disproportionate burden is found.

The following maps shows the minority and low income population analysis at the Census Block Group level for the eliminated routes segments' service area. Those labeled Minority Census Block Groups and Low Income Block Groups are block groups in the route's service area that exceed the citywide proportions.





### Low Income Population

Eliminated T Third Segment  
*West Portal to 4th and King via the Embarcadero*

Census block groups with a Low Income population higher than the citywide population of 26%.

Source:  
U.S. Census Bureau American Community Survey 5-year estimates (2012-2016)

### LEGEND

 Low Income Block Groups

 Eliminated Segment

  
Scale 1:50,000





**Proposed Route Segment Addition**

When the T Third line is re-routed to serve the Central Subway, it will travel from 4<sup>th</sup>/King to Stockton/Jackson. Based on Census Block Group data, over 56,000 people will benefit from the route segment addition and about 36,000 of the total self-identified as a minority on the 2016 ACS or 64 percent.

**Impacted Minority Population**

Service Change	Total Population	Minority Population	Non-Minority Population	% Minority	% Non-Minority
Additional T Third Segment <i>From 4<sup>th</sup> and King to Chinatown, via 4<sup>th</sup> Street and Stockton</i>	56,134	36,150	19,984	64%	36%
<b>Total</b>	<b>56,134</b>	<b>36,150</b>	<b>19,984</b>	<b>64%</b>	<b>36%</b>
Citywide				52%	48%
<b>Disparate Impact?</b>	<b>No</b>				

Source: U.S. Census Bureau 2016 American Community Survey 5-year estimates

Additionally, based on Census Block Group data, about 25,600 of the population reported living in low income households on the 2016 ACS or 46 percent.

**Impacted Low Income Population**

Service Change	Total Population	Low Income Population	Non-Low Income Population	% Low Income	% Non-Low Income
Additional T Third Segment <i>From 4<sup>th</sup> and King to Chinatown, via 4<sup>th</sup> Street and Stockton</i>	56,134	25,684	30,450	46%	54%
<b>Total</b>	<b>56,134</b>	<b>25,684</b>	<b>30,450</b>	<b>46%</b>	<b>54%</b>
Citywide				26%	74%
<b>Disproportionate Burden?</b>	<b>No</b>				

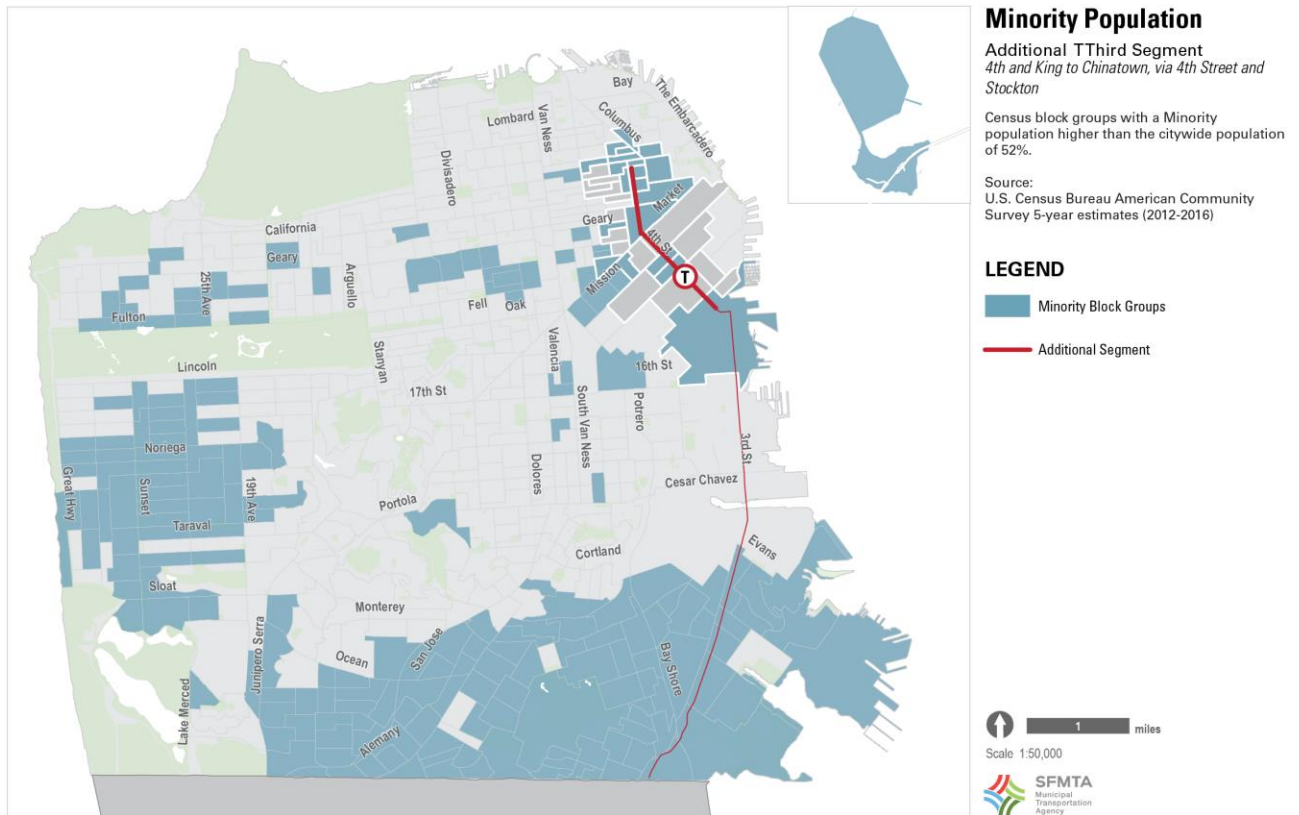
Source: U.S. Census Bureau 2016 American Community Survey 5-year estimates

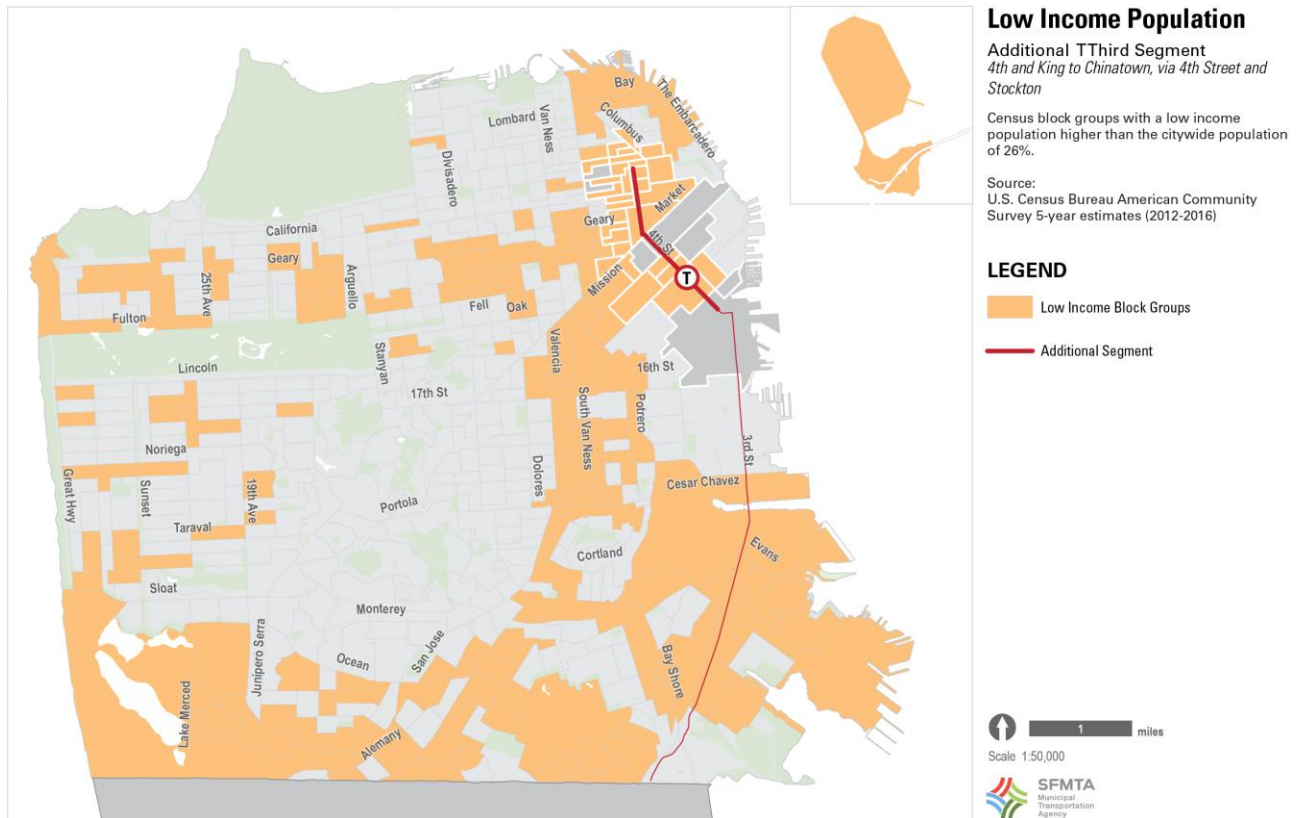
The proposed route segment addition and new route provide a similar benefit to minority populations in comparison to citywide proportions since the percentage of minorities impacted by the change is within 8% of the citywide percentage of minorities, therefore no disparate impact is found.

Additionally, the proposed route segment addition and new route benefit the low income population more in comparison to citywide proportions since the percentage of low income residents

benefitting from the change is more than 8% of the citywide percentage of low income population, therefore no disproportionate burden is found.

The following maps show the minority and low income population analysis at the Census Block Group level for the additional route segments and the new route's service area. Those labeled Minority Census Block Groups and Low Income Block Groups are block groups in the route's service area that exceed the citywide proportions.





**Proposed Major Frequency Increase (Service Increase)**

As 68 new LRVs are put into service, the N Judah is expected to get a large increase, going from 7 min headways in the peak to 4 min headways. Based on Census Block Group data, over 147,500 people will benefit from the frequency increase and about 71,500 of the total self-identified as a minority on the 2016 ACS or 48 percent.

**Impacted Minority Population**

Service Change	Total Population	Minority Population	Non-Minority Population	% Minority	% Non-Minority
N Judah <i>Frequency increase to 4 minute headways</i>	147,593	71,509	76,084	48%	52%
<b>Total</b>	<b>147,593</b>	<b>71,509</b>	<b>76,084</b>	<b>48%</b>	<b>52%</b>
Citywide				52%	48%
<b>Disparate Impact?</b>	<b>No</b>				

Source: U.S. Census Bureau 2016 American Community Survey 5-year estimates

Additionally, based on Census Block Group data, about 40,500 of the population reported living in low income households on the 2016 ACS or 27 percent.

**Impacted Low Income Population**

<b>Service Change</b>	<b>Total Population</b>	<b>Low Income Population</b>	<b>Non-Low Income Population</b>	<b>% Low Income</b>	<b>% Non-Low Income</b>
N Judah <i>Frequency increase to 4 minute headways</i>	147,593	40,519	107,074	27%	73%
<b>Total</b>	<b>147,593</b>	<b>40,519</b>	<b>107,074</b>	<b>27%</b>	<b>73%</b>
Citywide				27%	73%
<b>Disproportionate Burden?</b>	<b>No</b>				

*Source: U.S. Census Bureau 2016 American Community Survey 5-year estimates*

The proposed major frequency increase will similarly benefit minority populations in comparison to the non-minority population and since the percentage of minorities benefitting from the change is within 8% of the citywide percentage of minorities, no disparate impact is found.

Additionally, the proposed major frequency increase will equally benefit the low income population in comparison to citywide proportions since the percentage of low income residents benefitting from the change by the change is the same as the citywide percentage of low income population, therefore no disproportionate burden is found.

The following maps show the minority and low income population analysis at the Census Block Group level for the N Judah’s service area. Those labeled Minority Census Block Groups and Low Income Block Groups are block groups in the route’s service area that exceed the citywide proportions.



### Minority Population

N Judah Frequency Increase  
Increase to 4 min headways

Census block groups with a Minority population higher than the citywide population of 52%.

Source:  
U.S. Census Bureau American Community Survey 5-year estimates (2012-2016)

#### LEGEND

- Minority Block Groups
- Frequency Increase

Scale 1:50,000



### Low Income Population

N Judah Frequency Increase  
Increase to 4 min headways

Census block groups with a Low Income population higher than the citywide population of 26%.

Source:  
U.S. Census Bureau American Community Survey 5-year estimates (2012-2016)

#### LEGEND

- Low Income Block Groups
- Frequency Increase

Scale 1:50,000



**Summary Analysis and Findings**

Based on Census Block Group data, the cumulative analysis of service decrease and the cumulative analysis of service increases shows that the minority and low income proportions of the service area impacted or benefitting from the changes are within 8 percent of the citywide proportions.

<b>Service Change</b>	<b>Total Population</b>	<b>Minority Population</b>	<b>% Minority</b>	<b>Low Income Population</b>	<b>% Low Income</b>
Decreases <i>Route Segment Elimination</i>	103,080	48,029	47%	33,485	32%
Increases <i>Route Segment Addition and Major Frequency Increase</i>	203,727	107,659	53%	66,203	33%
Citywide			52%		26%
<b>Disparate Impact?</b>			<b>No</b>		
<b>Disproportionate Burden?</b>					<b>No</b>

Since the cumulative percentages for the decreases and increases are within the threshold of the citywide proportions, no disparate impact or disproportionate burden is found.

**V. Outreach Summary**

In order to seek out and consider community input, the proposed service changes were discussed with specific stakeholders in mid to late February, with the Citizen's Advisory Council on March 1<sup>st</sup>, at a co-hosted meeting with Senior Disability Action March 2<sup>nd</sup>, at the SFMTA budget hearing before the SFMTA's Board of Directors on March 6<sup>th</sup>, and an online meeting on March 7<sup>th</sup>. These meetings were noticed in multiple languages and included information on how to request free language assistance with 48 hours' notice prior to the meeting.

**VI. Summary**

Based on the Title VI Service Equity Analysis conducted, the proposed service changes discussed in this report do not disparately impact minority populations or disproportionately burden low income populations.

**THIS PRINT COVERS CALENDAR ITEM NO. : 13**

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY**

**DIVISION:** Finance and Information Technology

**BRIEF DESCRIPTION:**

Approving various changes to the SFMTA's fare policy to increase the time limit for single ride fares from ninety minutes to two hours, revising the implementation date for approved MuniMobile and Clipper Passport fare changes in Fiscal Year (FY) 2019 from January 1, 2019 to September 1, 2018, reducing the previously approved fare increase for discount and low-income monthly passes from \$2.00 to \$1.00 for both FY 2019 and FY 2020, and approving revisions to the Title VI analysis previously approved by the SFMTA Board in conjunction with the SFMTA's FY 2019 and 2020 Operating Budget.

**SUMMARY:**



- On April 3, 2018, the San Francisco Municipal Transportation Agency Board of Directors approved modifications to a number of fares as part of the agency's FY 2019 and FY 2020 Operating Budget.
- Based on stakeholder feedback received during the budget process and additional staff evaluation, additional modifications to these fares and fare policies are now being proposed.
- The Title VI analysis approved by the SFMTA Board meeting in conjunction with the SFMTA's FY 2019 and 2020 Operating Budget has been updated to reflect the proposed fare changes.
- The SFMTA plans to implement these fare changes on September 1, 2018, in conjunction with the other fare changes approved on April 3, 2018.

**ENCLOSURES:**

1. Resolution
2. Consolidated Fare Policy
3. Title VI Analysis

**APPROVALS:**

**DATE**

DIRECTOR		7/10/2018
SECRETARY		7/10/2018

**ASSIGNED SFMTAB CALENDAR DATE:** July 17, 2018

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**PURPOSE**

Approving various changes to the SFMTA’s fare policy to increase the time limit for single ride fares from ninety minutes to two hours, revising the implementation date for approved MuniMobile and Clipper Passport fare changes in Fiscal Year (FY) 2019 from January 1, 2019 to September 1, 2018, reducing the previously approved fare increase for discount and low-income monthly passes from \$2.00 to \$1.00 for both FY 2019 and FY 2020, and approving revisions to the Title VI analysis previously approved by the SFMTA Board in conjunction with the SFMTA’s FY 2019 and 2020 Operating Budget.

**STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES**

This item supports the following Strategic Plan Goals:

Goal 2: Make transit and other sustainable modes of transportation the most attractive and preferred means of travel.

Objective 2.2: Enhance and expand use of the city’s sustainable modes of transportation.

Goal 3: Improve the quality of life and environment in San Francisco and the region.

Objective 3.1: Use agency programs and policies to advance San Francisco’s commitment to equity.

Objective 3.2: Advance policies and decisions in support of sustainable transportation and land use principles.

This item will support the following Transit First Policy Principles:

1. To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.
2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.

**DESCRIPTION**

As part of the SFMTA’s FY 2019 and FY 2020 budget process, various modifications to transit fares and policies were considered and adopted by the SFMTA Board of Directors on April 3, 2018. Since adoption of the Operating Budget, and based on stakeholder feedback received during the budget process, staff has evaluated and are recommending that the additional fare modifications listed below be



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implemented in conjunction with the other fare changes approved on April 3rd.

Single Ride Fare Time Limit

The current time limit for travel for a single ride fare is 90 minutes. This time limit, referred to as the “transfer”, was intended to allow customers sufficient time to complete a single trip when required to transfer between multiple Muni lines to reach their destination. As part of the budget process, SFMTA staff received a number of requests to increase this time limit to two hours to allow customers the

ability to complete round-trips for shorter errands, such as medical appointments, shopping or dining. After reviewing this recommendation to extend the transfer time limit from ninety minutes to two hours, it was determined that this change would further support the fare policy goal of encouraging the use of transit and reducing private vehicle trips.

Discount and Low-Income Monthly Pass Price Decrease

The SFMTA has adopted a policy that all discount fares (Senior, Youth, People with Disabilities and Low-Income) should be set at fifty-percent of the full adult fare, however, the application of rounding the dollar amount for these fares has resulted in these discount fares exceeding fifty-percent. Staff is recommending clarifying the rounding rules to ensure the total discount fare does not exceed the fifty-percent threshold and reducing the fares previously approved for discount and low-income monthly passes from a \$2.00 increase to a \$1.00 increase for FY 2019 and FY 2020.

Effective Date for Pre-Paid Passports

In order to encourage the pre-payment of fares, the SFMTA Board approved a significant fare decrease for one, three and seven day Visitor Passports purchased on MuniMobile and Clipper to encourage this method of pre-payment. Fare changes for all Passports, regardless of method of purchase, have an effective date of January 1, 2019. Staff is recommending that the effective date for the pre-paid Visitor Passport fare changes purchased on MuniMobile and Clipper be moved from January 1, 2019 to September 1, 2018 in conjunction with other fare changes.

Updated Title VI Analysis

As discussed below and in the attached Title VI analysis, the SFMTA approved modifications to a number of fares as part of the Fiscal Year (FY) 2019 and FY 2020 budget process. Based on stakeholder feedback received during the budget process and additional staff evaluation, additional modifications to fares and fare policies are now being proposed, including one fare decrease (as discussed above), that requires additional Title VI analysis and approval by the SFMTA Board.

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**STAKEHOLDER ENGAGEMENT**

The SFMTA conducted extensive outreach during the budget process, including multiple presentations to the Citizens' Advisory Council, various stakeholder groups, public town hall meetings and public hearings during meetings of the Board of Directors. The proposed fare changes were a result of public feedback during this outreach process but could not be incorporated within the budget submission timeline. Details of this process and a summary of comments received are contained in the Public Outreach and Engagement Plan included in the April 3, 2018 budget calendar item. Additional public comment for the proposed modifications may be heard at the July 17, 2018 Board of Director's meeting.

**ALTERNATIVES CONSIDERED**

Staff considered postponing these fare modifications until the next budget cycle, however, it was determined that proceeding at this time was more beneficial in order to meet the agency's policy goals.

**FUNDING IMPACT**

No fiscal impact is expected. Revenue loss associated with the increased single ride fare time limit is expected to be offset by increased trips as a result of making transit service more economically competitive for short-term trips.

**TITLE VI ANALYSIS**

The fare equity analysis included as part of this calendar item responds to the reporting requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI and Title VI-Dependent Guidelines," which provides guidance to transit agencies serving large urbanized areas and requires that these agencies "shall evaluate significant system-wide service and fare changes and proposed improvements at the planning and programming stages to determine whether these changes have a discriminatory impact." (Circular 4702.1B, Chapter IV-10) The FTA requires that transit providers evaluate the effects of service changes that qualify as major service changes under the SFMTA's definition and fare changes of any amount, increases or decreases, on low-income populations in addition to Title VI-protected categories (race, color and national origin). In addition, upon completion of the fare or service equity analysis, the SFMTA is required to submit the equity analysis to the Board of Directors for its approval of the analysis and provide a copy of the Board resolution to the FTA as documentation.

The SFMTA has determined that neither the increase in the maximum travel time for single ride fares, nor the change in the effective date for the previously approved decreases in pre-paid Passport fares constitute a fare change for purposes of Title VI analysis. However, the Title VI analysis approved by the SFMTA Board on April 3, 2018, has been revised to evaluate the proposed decrease to the discount and low-income monthly pass. As a result of this analysis, SFMTA staff determined that

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reducing the previously approved increased fare for discount and low-income monthly passes from a \$2.00 increase to a \$1.00 increase for FY 2019 and FY 2020 does not result in either a disparate impact or disproportionate burden. The SFMTA Board is asked to approve the revised Title VI analysis as part of this calendar item.

## **PUBLISHED NOTICE**

Charter Section 16.112 requires published notice and hearing before the SFMTA may institute or change any fare, fee, schedule of rates, or charges which affect the public. The SFMTA Board of Director's Rules of Order require that the advertisement run for at least five days, with the last publication not less than 15 days prior to the public hearing.

In compliance with Charter Section 16.112, advertisements were placed in the City's official newspaper to provide published notice for the July 17, 2018 Board meeting. The advertisements ran in the City's official newspaper on June 27 and 28, 2018, and July 1, 4, and 5, 2018. However, since the current City official newspaper only publishes on Sundays, Wednesdays, and Thursdays, the last publication ran on Thursday, July 5, 2018, which is less than fifteen days in advance of the July 17th SFMTA Board meeting. As a result, the SFMTA Board is requested to waive this requirement in the Board's Rules of Order.

## **ENVIRONMENTAL REVIEW**

The proposed fare changes are subject to the California Environmental Quality Act (CEQA), as the policy changes could affect fees, fares, rates, and charges. CEQA provides a statutory exemption from environmental review for the establishment, modification, structuring, restructuring, or approval of rates, tolls, and other charges under California Public Resources Code section 21080(b)(8) and CEQA Guidelines, Title 14 of the California Code of Regulations section 15273, if these rates, tolls, and other charges will be used to meet operating expenses, including employee wage rates and fringe benefits, or purchase or lease supplies, equipment, or materials.

On February 13, 2018, the SFMTA, under authority delegated by the Planning Department, determined (Case Number 2018-002861ENV) that the FY 2019 and FY 2020 Operating Budget was statutorily exempt from environmental review under Title 14 of the California Code of Regulations section 21080(b)(8) and CEQA Guidelines, Title 14 of the California Code of Regulations section 15273 because the anticipated revenues would be used to meet SFMTA operating expenses, including employee wage rates and fringe benefits, or to purchase or lease supplies, equipment, or materials. The proposed fare changes that are the subject of this calendar item are statutorily exempt under the same exemption (Case Number 2018-002861ENV) because the proposed changes are part of the same action and anticipated revenues would be used to meet SFMTA operating expenses, including employee wage rates and fringe benefits, or to purchase or lease supplies, equipment, or materials.

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The CEQA determination is on file with the Secretary to the SFMTA Board of Directors.

**OTHER APPROVALS RECEIVED OR STILL REQUIRED**

Pursuant to Charter section 8A.108, all fare changes must be submitted to the Board of Supervisors as part of the SFMTA's budget or as a budget amendment. Upon approval of the SFMTA Board, the SFMTA will submit a budget amendment to the Board of Supervisors.

The City Attorney's Office has reviewed this calendar item.

**RECOMMENDATION**

SFMTA staff recommend that the SFMTA Board of Directors approve various changes to the SFMTA's fare policy to increase the time limit for single ride fares from ninety minutes to two hours, revise the implementation date for approved MuniMobile and Clipper Passport fare changes in Fiscal Year (FY) 2019 from January 1, 2019 to September 1, 2018, reduce the previously approved fare increase for discount and low-income monthly passes from \$2.00 to \$1.00 for both FY 2019 and FY 2020, and approve revisions to the Title VI analysis previously approved by the SFMTA Board in conjunction with the SFMTA's FY 2019 and 2020 Operating Budget.

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. \_\_\_\_\_

WHEREAS, As part of the FY 2019 and FY 2020 budget process, modifications to transit fares were adopted by the SFMTA Board of Directors on April 3, 2018; and,

WHEREAS, Since the adoption of the budget, and based on stakeholder feedback received during the budget process, staff have evaluated additional modifications to transit fares; and,

WHEREAS, The SFMTA is proposing to increase the time limit of the single ride fare from ninety minutes to two hours, reduce the previously approved fare increase for discount and low-income monthly passes from a \$2.00 increase to a \$1.00 increase for FY 2019 and FY 2020, and revise the implementation date for approved MuniMobile and Clipper Passport fare changes in FY 2019 from January 1, 2019 to September 1, 2018; and,

WHEREAS, The SFMTA plans to implement these fare changes on September 1, 2018 in conjunction with the other fare changes approved as part of the agency's Operating Budget; and,

WHEREAS, In compliance with Charter Section 16.112, advertisements were placed in the City's official newspaper to provide notice that the SFMTA Board of Directors will hold a public hearing on July 17, 2018 to consider the proposed fare and fare policy changes; and,

WHEREAS, The Board's Rules of Order require that the advertisement run for at least five days with the last publication not less than fifteen days prior to the public hearing and advertisements ran in the City's official newspaper on June 27 and 28, 2018, and July 1, 4, and 5, 2018, but the last publication ran on Thursday, July 5, 2018, which is less than fifteen days in advance of the July 17th SFMTA Board meeting; and,

WHEREAS, The SFMTA Board of Directors is requested to waive the Board's Rules of Order which requires the last publication to be published not less than fifteen days prior to the public hearing; and,

WHEREAS, The proposed fare changes are subject to the California Environmental Quality Act (CEQA); the CEQA Guidelines provide an exemption from environmental review for the establishment, modification, structuring, restructuring or approval of rates, tolls, and other charges, if these rates, tolls, and other charges will be used to meet operating expenses, including employee wage rates and fringe benefits, or purchase or lease of supplies, equipment, or materials. (Cal. Code Regs., Title 14, Section 15273); and,

WHEREAS, On February 13, 2018, the SFMTA, under authority delegated by the Planning Department, determined (Case Number 2018-002861ENV) the FY 2019 and FY 2020 Operating Budget was statutorily exempt from environmental review under Title 14 of the California Code of Regulations section 21080(b)(8) and CEQA Guidelines, Title 14 of the California Code of Regulations section 15273 because the anticipated revenues would be used to meet SFMTA operating expenses, including employee wage rates and fringe benefits, or to purchase or lease supplies, equipment, or materials; and,

WHEREAS, The proposed fare changes that are the subject of this calendar item are statutorily exempt under the same exemption (Case Number 2018-002861ENV) because the proposed changes are part of the same action and anticipated revenues would be used to meet SFMTA operating expenses, including employee wage rates and fringe benefits, or to purchase or lease supplies, equipment, or materials; and,

WHEREAS, The SFMTA Board finds that the proposed fare changes are for the purpose of the establishment, modification, structuring, restructuring, or approval of rates, tolls, or other charges, and that the rates, tolls, and other charges will be used to meet operating expenses, including employee wage rates and fringe benefits, or purchase or lease of supplies, equipment, or materials; and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and may be found in the records of the Planning Department at 1650 Mission Street in San Francisco, and are incorporated herein by reference; and,

WHEREAS, Pursuant to the federal requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI and Title VI-Dependent Guidelines," the SFMTA must conduct an equity analysis of proposed fare changes to determine if they have a disparate impact on minority populations or a disproportionate budget on low-income populations; and,

WHEREAS, The SFMTA has determined that neither the increase in the maximum travel time for single ride fares, nor the change in the effective date for the previously approved decreases in pre-paid Passport fares constitute a fare change for purposes of Title VI analysis, and that reducing the previously approved increased fare for discount and low-income monthly passes from a \$2.00 increase to a \$1.00 increase for FY 2019 and FY 2020 does not result in either a disparate impact or disproportionate burden; and,

WHEREAS, Pursuant to Charter Section 8A.108, all fare changes must be submitted to the Board of Supervisors as part of the SFMTA's budget or as a budget amendment; now be it

RESOLVED, That the SFMTA Board waives the Board's Rules of Order requirement that an advertisement run for at least five days with the last publication not less than fifteen days prior to the public hearing; and be it further

RESOLVED, That the SFMTA Board approves the revised Title VI analysis of the impact of the proposed fare changes on low-income and minority communities in San Francisco which determined that there is no disparate impact to minority populations or disproportionate burden to low-income populations; and be it further

RESOLVED, That the SFMTA Board of Directors approves various changes to the SFMTA's fare policy to increase the time limit for single ride fares from ninety minutes to two hours, revises the implementation date for approved MuniMobile and Clipper Passport fare changes in Fiscal Year (FY) 2019 from January 1, 2019 to September 1, 2018, and approves reducing the previously approved fare increase for discount and low-income monthly passes from \$2.00 to \$1.00 for both FY 2019 and FY 2020; and be it further

RESOLVED, That the San Francisco Transportation Board of Directors urges the Board of Supervisors to approve the fare change for discount and low-income monthly passes from a \$2.00 increase to a \$1.00 increase for FY 2019 and FY 2020.

I certify that the foregoing resolution was adopted by the SFMTA Board of Directors at their meeting of July 17, 2018.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency

**CONSOLIDATED FARE POLICY**

This document serves as a comprehensive overview of all fare policies and pricing for the San Francisco Municipal Railway service (Muni).

**BASIC FARE TABLE**

<b>FARE DESCRIPTION</b>	<b>PAYMENT METHOD</b>	<b>FY18</b>	<b>FY19</b>	<b>FY20</b>
Full Fare Single Ride (Pre-Paid)	Clipper/MuniMobile	\$2.50	\$2.50	\$2.50
Full Fare Single Ride (Paid at Boarding)	Farebox/Limited Use Ticket	\$2.75	\$2.75	\$3.00
Reduced Fare Single Ride (Pre-Paid)	Clipper/MuniMobile	\$1.25	\$1.25	\$1.25
Reduced Fare Single Ride (Paid at Boarding)	Farebox/Limited Use Ticket	\$1.35	\$1.35	\$1.50
Lifeline Single Ride Fare (pending approval and development)	Clipper	N/A	N/A	\$1.25
One-Day Pass (No Cable Car)	MuniMobile	N/A	\$5.00	\$5.00
Adult "M" Monthly Pass	Clipper	\$75	\$78	\$81
Adult "A" Monthly Pass (+ BART within SF)	Clipper	\$94	\$94	\$98
Reduced Fare Monthly Pass	Clipper	\$38	\$39	\$40
Lifeline Monthly Pass	Limited Locations	\$38	\$39	\$40
Cable Car Single Ride	Clipper/On-Board/MuniMobile/Sales Kiosks/ Third-Party	\$7.00	\$7.00	\$8.00
Off-Peak Cable Car Fare (Seniors/People with Disabilities) from 9:00 p.m. to 7:00 a.m.	On-Board/MuniMobile	\$3.00	\$3.00	\$4.00
One Day Passport (Pre-Paid)	Clipper/MuniMobile	\$22	\$12	\$13
Three Day Passport (Pre-Paid)	Clipper/MuniMobile	\$33	\$29	\$31
Seven Day Passport (Pre-Paid)	Clipper/MuniMobile	\$43	\$39	\$41
One Day Passport	Sales Kiosk/Third-Party	\$22	\$23	\$24
Three Day Passport	Sales Kiosk/Third-Party	\$33	\$34	\$36
Seven Day Passport	Sales Kiosk/Third-Party	\$43	\$45	\$47
Paratransit Van Services	Cash/Pre-Paid Ticket/MuniMobile	\$2.50	\$2.50	\$2.50
Paratransit Taxi Services	Paratransit Debit Card	\$6 (\$30 Value)	\$6 (\$30 Value)	\$6 (\$30 Value)



## **FARE PAYMENT OPTIONS**

The following options are available to pay fares and purchase products. Pricing and product availability varies by system.

1. CLIPPER® – Regional electronic fare program. Three dollar initial card fee (free for Reduced Fare categories). Value may be added at Clipper retail locations, online or from ticket vending machines in Muni Metro stations. Five dollar fee for replacement cards.
2. MOBILE TICKETING – Online application available on mobile phones to pre-pay fares. Application may be downloaded at [www.munimobile.com](http://www.munimobile.com).
3. FAREBOX – Fares paid at time of boarding at front of Muni bus, trolley or rail car (outside of the Metro station). A receipt is provided upon payment. Exact change is required.
4. CLIPPER LIMITED USE TICKET – In Muni Metro stations, a Limited Use ticket must be purchased from a Clipper ticket vending machine. The ticket is placed on the Clipper card reader at the faregate to access the paid area.

## **FARE CATEGORIES**

1. FULL FARE – Adults aged 19 to 64 years of age. Fares shall be rounded to the nearest \$0.25 for single ride fares and \$1.00 for all other fares and passes.
2. REDUCED FARE – Reduced fare shall be one-half of the Full Fare, rounded to the nearest \$0.05 or \$0.10 increment for single ride fares and \$1.00 for all other fares and passes such that the fare does not exceed fifty-percent of the Full Fare. A customer may qualify for the Reduced Fare by meeting or possessing one of the requirements below. Proof of age or appropriate identification is required when requested by an operator or fare inspector. For use on Clipper, special application requirements apply ([www.clippercard.com](http://www.clippercard.com)).
  - a. Senior – 65 years of age or older.
  - b. Youth – Five through 18 years of age.
  - c. People with Disabilities – Customers with qualifying disabilities. Regional Transit Connection (RTC) card required for use on Clipper. For farebox or limited use ticket payment, RTC or Medicare card, state DMV issued Disability parking placard or discount transit card issued by another transit agency is accepted for eligibility. Disability attendants are eligible for same reduced fare when accompanying a qualified RTC card holder.
3. LIFELINE (LOW-INCOME) – San Francisco Residents at or below 200% of poverty. Application and certification requirements apply ([www.sfmta.com/lifeline](http://www.sfmta.com/lifeline)). Fare shall be one

half of the Full Fare, rounded to the nearest \$0.05 or \$0.10 increment for single ride fares and \$1.00 for all other fares and passes such that the fare does not exceed fifty-percent of the Full Fare.

4. PARATRANSIT – Customers who are unable, due to their disability, to independently use accessible fixed route services some or all of the time. Services include shared ride, group van, and taxi services. Application and certification requirements apply ([www.sfparatransit.com](http://www.sfparatransit.com)).
5. FREE FARE – The individuals and members of groups listed below are eligible to ride Muni for free:
  - a. Children four years of age and under when accompanied by an adult.
  - b. Youth, Seniors, and People with Disabilities at or below 100% Bay Area Median Income. Available for San Francisco residents only. Application and certification requirements apply ([www.sfmta.com/freemuni](http://www.sfmta.com/freemuni)).
  - c. San Francisco Police and Sheriff Deputies presenting a regulation seven pointed star and in full uniform.
  - d. Active employees of the SFMTA.
  - e. Dependents of active full-time SFMTA TWU Local 250A employees.
  - f. SFMTA TWU Local 250A retirees.

## **FARES AND PRODUCTS**

1. SINGLE RIDE – Single ride fares are valid for unlimited travel for 120 minutes from time of payment or activation on Clipper or mobile ticketing and until 5 a.m. the following day if purchased after 8:30 p.m. Travel must be completed by expiration of time period
2. DAY PASS – Valid for unlimited travel (with the exception of Cable Car) until 11:59 p.m. the day of activation.
3. “M” MONTHLY PASS (Muni-Only) – Valid for unlimited travel on all Muni service from the first day of the month through the third day of the following month.
4. “A” MONTHLY PASS (Muni + BART within San Francisco) – Valid for unlimited travel on all Muni service and BART service within San Francisco. For Muni service pass is effective from the first day of the month through the third day of the following month. For BART service, pass expires on the last day of the purchased month.

5. CABLE CAR SINGLE RIDE – Valid for one single ride on a cable car with no transfers or re-boarding.
6. ONE, THREE AND SEVEN DAY PASSPORTS – Valid for unlimited travel on all Muni service (including Cable Car) until 11:59 p.m. on the last day of eligible use.
7. PARATRANSIT VAN SERVICE – Shared service for door to door and group travel.
8. PARATRANSIT TAXI SERVICE – Service offered in partnership with San Francisco taxi companies.

### **FARE PRODUCTS (LIMITED AVAILABILITY)**

Available for non-profit, social service and government agencies for client based distribution. Full fare tokens and monthly passes are provided at a fifty-percent discount.

1. TOKENS (BAGS OF 10) – Each equivalent to one full fare pre-paid single ride fare.
2. YOUTH SINGLE RIDE 15 TICKET BOOKS – Book of 15 youth single ride tickets (equivalent to reduced single ride pre-paid fare). Ticket must be removed from ticket book in front of Operator upon boarding and fare receipt requested.
3. LIMITED USE MONTHLY PASSES – Monthly pass available on Clipper limited use ticket. Valid from the first day of the month until the last (no grace period).

### **INTER-AGENCY DISCOUNTS**

1. INTER-AGENCY TRANSFERS - A fifty-cent discount is provided to Full Fare customers transferring from any connecting agency to Muni within specified time limits when using Clipper.
2. DALY CITY BART TRANSFER – A free round-trip transfer is provided to all customers transferring from the Daly City BART station to Muni lines serving that station when using Clipper.

### **SPECIAL FARES**

1. NEW YEAR’S EVE – Free service provided from 8 p.m. December 31<sup>st</sup> through 5 a.m. January 1<sup>st</sup> of each year.
2. YOUTH GROUP SUMMER DAY PASS – Free passes available from Memorial Day to Labor day, subject to availability, for non-profit and government agencies serving low-income youth. Passes allow for travel of 20 youth and two adults for one day.

3. SPECIAL PROMOTIONAL FARES - The Director of Transportation is authorized to approve the establishment of short-term promotional fares.

### **ANIMALS ON MUNI**

1. SERVICE ANIMALS –Trained service animals, as defined by the Americans with Disabilities Act (ADA), are allowed to ride free of charge on all Muni vehicles. Service dogs may travel without a muzzle but must be under the control of their owners. Service animals must ride on their owner’s lap, under their owner's seat, or as far out of the aisle as possible. Animals may not occupy a seat.

When riding the Cable Car, service animals are encouraged to ride in the interior section of the cable car, either on their owner's lap or as far out of the aisle as possible. If riding on the exterior sections of the cable car, service animals must be on their owner's lap.

2. PETS – Pets are not allowed on Muni during peak hours Monday through Friday, 5 a.m. to 9:00 a.m. and 3:00 p.m. to 7:00 p.m. During off-peak hours only one pet per vehicle is allowed. Pet owners or guardians must pay a fare equal to their own for their pet to ride. Dogs must be leashed and muzzled and can only ride on the lap of the rider or under their seat; all other pets must be carried in a small closed container on the lap of the rider or under their seat.

### **PROOF OF PAYMENT**

Evidence of fare payment (Proof of Payment) is required for all Muni service through the duration of the trip or while within the paid area of Muni stations. Failure to produce proof of payment when asked by a Fare Inspector will result in a fine (see San Francisco Transportation Code Division II, Section 302 for the list of current fines). Customers with proof of payment may board a Muni vehicle by any door. All other customers must enter at the front of the vehicle and pay the fare at the farebox. The farebox receipt serves as proof of payment.

Clipper customers must tag their card and MuniMobile customer must activate their product immediately upon entering the vehicle.

### **INSTITUTIONAL PASS PROGRAM**

The SFMTA may enter into agreements with schools, government agencies, residential buildings, athletic facilities and other organizations to establish revenue neutral institutional pass programs. Groups must have a minimum of 500 participants (all members are required to participate and cannot “opt-out”). Fares will be set based on estimated fare revenue based on transit use across the entire group and divided by the total population. The formula for establishing the revenue neutral fare will be based on demographic and organization specific data, and actual Clipper usage (where available) as part of the individual agreements with participating organizations.

### **THIRD PARTY SALES COMMISSION**

Third-party sellers, under agreement with the SFMTA, shall be entitled to a \$0.75 commission per item.

### **BULK DISCOUNT**

A 10% discount will be applied to any single purchase of more than 100 Cable Car single ride tickets, and One, Three or Seven Day Passports.

### **REFUNDS/REPLACEMENTS**

Fare refunds are only available for Cable Car tickets and One, Three and Seven Day Passports due to a verifiable cable car service disruption. Refunds are not available for non-cable car service outages, farebox payments (including overpayment), or incorrect ticket purchases.

### **ADOPTION OF FARES**

On April 21, 2009, the SFMTA Board of Directors approved Resolution No. 09-065 setting forward an automated indexing plan for setting fees, fares and fines. As part of the budget review, the Board may revise the rates for Muni fares based on policies to incentivize transit use, pre-payment of fares and to promote equity. A Title VI Equity Analysis will be submitted in conjunction with any fare change as required by Federal Transit Administration guidelines.

The following policies apply to setting certain fares and products:

<b>Fare/Product</b>	<b>Pricing Formula</b>
Full Fare (Pre-Paid)	\$0.25 discount (\$0.50 effective FY20)
Reduced Fare (Pre-Paid)	\$0.10 discount (\$0.25 effective FY20)
Reduced/Low-Income Fares & Products	Fifty-percent of Full Fare single ride/monthly pass
“A” Pass Premium	“M” monthly pass fare + 20%
One Day Passport (Pre-Paid)	One Cable Car + two Full Fare
Three Day Passport (Pre-Paid)	Two Cable Car + six Full Fare
Seven Day Passport (Pre-Paid)	Two Cable Car + ten Full Fare
Day Pass	Two Full Fare
Paratransit Van Service	Equal to Full Fare

### **EFFECTIVE DATE**

Fare changes to non pre-paid Passports and Cable Car tickets will go into effect January of each year of the budget cycle. Unless otherwise noted, all other fare changes shall go into effect September of the first year of the budget cycle and July of the second year.

## **Title VI Analysis Proposed Fare Change**

### **I. Background**

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

This analysis responds to the reporting requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI and Title VI-Dependent Guidelines," which provides guidance to transit agencies serving large urbanized areas and requires that these agencies "shall evaluate significant system-wide service and fare changes and proposed improvements at the planning and programming stages to determine whether these changes have a discriminatory impact." (Circular 4702.1B, Chapter IV-10) The FTA requires that transit providers evaluate the effects of service and fare changes on low-income populations in addition to Title VI-protected categories of race, color and national origin.

This analysis serves as a revision to the Title VI fare equity analysis that was submitted as part of the Fiscal Year (FY) 2019 and FY 2020 budget process. As part of the FY 19-20 budget process, modifications to transit fares and policies were considered and adopted by the SFMTA Board of Directors on April 3, 2018. Since the adoption of the budget, and based on stakeholder feedback received during the budget process, staff have evaluated and are recommending additional modifications to be implemented in conjunction with the changes approved as part of the budget. One of these proposals, involving the reduction of a previously approved increased fare (approved by MTAB at its April 3, 2018 meeting) for discount and low-income monthly passes from a \$2 increase to a \$1 increase for FY 2019 and FY2020, is subject to Title VI analysis, which is conducted below. This analysis will be submitted to the SFMTA Board of Directors for its consideration and approval on July 17, 2018.

The SFMTA, a department of the City and County of San Francisco, was established by voter proposition in 1999. One of the SFMTA's primary responsibilities is running the San Francisco Municipal Railway, known universally as "Muni." Muni is the largest transit system in the Bay Area and the seventh largest in the nation, with approximately 700,000 passenger boardings per day and serving approximately 215 million customers a year. The Muni fleet includes: historic streetcars, renewable diesel and electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans and the world-famous cable cars. Muni provides one of the highest levels of service per capita with over 60 bus routes, seven light rail lines, two historic streetcar lines and three cable car lines and provides seamless connections to other Bay Area public transit systems such as BART, AC Transit, Golden Gate Transit and Ferries, SamTrans, and Caltrain.

This Title VI analysis includes:

- SFMTA’s Board-approved disparate impact and disproportionate burden policies;
- A description of the proposed fare change and background on why the changes are being proposed;
- A data analysis based on customer survey data to determine the percentage of users of each fare media proposed for increase or decrease, including a profile of fare usage by protected group – minority and low-income – and a comparison to their representation system-wide;
- An analysis of potential impacts on minority and/or low-income customers;
- Any required analysis of alternative transit modes, fare payment types or fare media availability for customers who may be impacted by the proposed fare changes; and,
- A summary of public outreach and engagement efforts to seek public comment.

## **II. SFMTA’s Title VI-Related Policies**

On October 1, 2012, FTA issued updated Circular 4702.1B, which requires a transit agency’s governing board to adopt the following policies related to fare and service changes:

- Major Service Change Definition – establishes a definition for a major service change, which provides the basis for determining when a service equity analysis needs to be conducted.
- Disparate Impact and Disproportionate Burden Policies – establishes thresholds to determine when proposed major service changes or fare changes would adversely affect minority and/or low-income populations and when alternatives need to be considered or impacts mitigated.

In response to Circular 4702.1B, SFMTA developed the following recommended Disparate Impact and Disproportionate Burden Policies, which were approved, after an extensive multilingual public outreach process, by the SFMTA Board of Directors on August 20, 2013:

- Disparate Impact Policy determines the point (“threshold”) when adverse effects of fare or service changes are borne disparately by minority populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disparate impact on minority populations if the difference between the percentage of the minority population impacted by the changes and the percentage of the minority population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.
- Disproportionate Burden Policy determines the point when adverse effects of fare or service changes are borne disproportionately by low-income populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disproportionate burden on low-income populations if the difference between the percentage of the low-income population impacted by the changes and the percentage of the low-income population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare

instruments will be evaluated cumulatively.

As part of the SFMTA's process to develop the disparate impact and disproportionate burden policies, SFMTA conducted a multilingual stakeholder outreach campaign to receive input on the proposed policies and engage the public in the decision-making process for adoption of these policies by the SFMTA Board. This effort included presentations to the SFMTA Citizens Advisory Council (CAC) and Muni Accessible Advisory Committee (MAAC), as well as two public workshops. The workshops were promoted through email, telephone calls to community groups and in nine languages on the SFMTA website. Outreach was also targeted to approximately 30 Community Based Organizations and transportation advocates with broad representation among low-income and minority communities. Staff also offered to meet with some community groups if they were unable to attend the public workshops. In addition, staff presented the Title VI recommendations at the SFMTA Board of Directors meeting on Tuesday, July 16, 2013. The policies were approved at the Board of Directors meeting on August 20, 2013.

### **III. Assessing Impacts of the Proposed Fare Changes on Minority and/or Low Income Communities**

As detailed in FTA Circular 4702.1B, transit providers shall evaluate the impacts of their proposed fare changes (either increases or decreases) on Title VI-protected populations (minority populations) and low-income populations separately, and within the context of their Disparate Impact and Disproportionate Burden policies, to determine whether minority and/or low-income riders are bearing a disproportionate impact of the change between the existing cost and the proposed cost. The impact may be defined as a statistical percentage. The disparate impact and disproportionate burden thresholds must be applied uniformly, regardless of fare media.

Minority Disparate Impact: If after analyzing the proposed fare changes, the SFMTA determines that minority riders will bear a disproportionate impact of the change between the existing cost and the proposed cost and chooses not to alter the proposed fare changes despite the disparate impact on minority ridership, or if it finds, even after modifications are made, that minority riders will continue to bear a disproportionate share of the proposed fare change, the fare change may only be implemented if:

- (i) There is a substantial legitimate justification for the proposed fare change, and
- (ii) SFMTA can show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish its legitimate program goals.

In order to make this showing, any alternatives must be considered and analyzed to determine whether those alternatives would have less of a disparate impact on the basis of race, color, or national origin, and then only the least discriminatory alternative can be implemented.

Low-Income Disproportionate Burden: If at the conclusion of the analysis, the SFMTA finds that low-income populations will bear a disproportionate burden of the proposed fare change, steps must be taken to avoid, minimize or mitigate impacts where practicable and descriptions of alternatives



available to low-income populations affected by the fare changes must be provided.

#### **IV. Data Analysis and Methodology**

In order to make an appropriate assessment of disparate impact or disproportionate burden in regard to fare changes, the transit provider must compare available customer survey data and show the number and percent of minority riders and low-income riders using a particular fare media, in order to establish whether minority and/or low-income riders are disproportionately more likely to use the mode of service, payment type or payment media that would be subject to the fare change. (Circular 4702.1B, Chapter IV-19). For the purposes of this Title VI analysis, demographic data for ridership by fare type was used from the comprehensive 2013 System-wide On Board Survey, conducted in Spring 2013.

The survey asked demographics questions for race/ethnicity, household income, household size, gender, age, vehicle ownership, and other information including fare type used on the trip and origin/destination information. Consultants collected over 22,000 survey responses, providing a statistically significant snapshot of ridership patterns. This provides the basis for determining the potential impacts of fare changes on our customers. A copy of the survey is available upon request.

As noted above, in August 2013, the SFMTA Board approved a methodology for analyzing Title VI impacts. In the case of fare changes, both increases and decreases of any amount, this methodology relies on comparing the percentage of protected customers using a particular fare product or instrument to their representation system-wide.

When protected customers' usage of said fare product or instrument exceeds their system-wide average by eight percent or more, and the cost of that product or instrument is being increased, then a finding of disparate impact (minority populations) and/or disproportionate burden (low-income populations) is indicated.

Conversely, Title VI also requires that fare decreases be evaluated to determine whether they disproportionately benefit populations that are not protected by Title VI, thereby diverting the allocation of transit resources away from Title VI-protected groups. As a result, when Title VI-protected customers' usage of a fare product or instrument falls below their system-wide average by eight percent or more, and the cost of that product or instrument is being reduced, then a finding of disparate impact (minority-based impact) and/or disproportionate burden (low income-based impact) is indicated.

Respondents who declined to answer questions about income or ethnicity are excluded from the analysis. The overall system-wide averages were determined from National Transit Database and Automatic Passenger Counter (APC) data weighted by the weekly ridership share by line. The system-wide average for minority customers was determined to be 58%, and the system-wide average for low-income customers was determined to be 51%.

In order to protect privacy, survey respondents were asked to report their income bracket as opposed to

their specific income. As a result, the analysis made assumptions about whether the combination of a particular respondent's household size and income bracket fell into a "low-income" category based on the Agency's definition of low-income described above. Generally, the analysis erred on the side of caution and placed possibly low-income respondents into the low-income category.

## **V. Description of Proposed Fare Change and Revised Summary of Impacts**

On April 3, 2018, the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors approved modifications to a number of fares as part of the Fiscal Year (FY) 2019 and FY 2020 budget process. Based on stakeholder feedback received during the budget process and additional staff evaluation, additional modifications to fares are being proposed, including one fare decrease that requires additional Title VI analysis. If approved, the SFMTA plans to implement these fare modifications on September 1, 2018, in conjunction with other fare modifications approved as part of the agency's Operating Budget.

The SFMTA is proposing to increase the maximum travel time for all single ride fares from 90 minutes to two hours for all methods of payment, reduce the previously approved increased fare for discount and low-income monthly passes from a \$2.00 increase to a \$1.00 increase for FY 2019 and FY 2020, and move the effective date of approved Clipper and MuniMobile Passport price decreases from January 1, 2019 to September 1, 2018. These changes are a direct result of feedback received as part of the stakeholder engagement process during the Fiscal Year 2019 and 2020 budget process which was adopted by the SFMTA Board of Directors on April 3, 2018. Due to public notice and budget submission deadlines, these changes could not be incorporated at that time.

It has been determined that the increase in the maximum travel time from 90 minutes to two hours does not constitute a fare change for the purpose of this evaluation, nor does the change in effective date for the previously approved fare decreases to the Passport products, which was included in the April 3, 2018 Title VI analysis adopted by the Board of Directors. As a result, this analysis will only evaluate the proposed revision to the discount and low-income monthly passes from a \$2.00 increase to a \$1.00 increase for FY 2019 and FY 2020.

Tables 2 and 5 from the previous Title VI Fare Analysis approved on April 3, 2018 have been revised to include the proposed reduction of the previously approved increased fare for discount and low-income monthly passes from a \$2.00 increase to a \$1.00 increase for FY 2019 and FY 2020, as well as the demographic characteristics of the customers who use these products. They also include a comparison of the cumulative usage of this fare type by minority and low-income customers to their representation system-wide. Consistent with SFMTA's disparate impact and disproportionate burden policies, a disparate impact and/or disproportionate burden finding is indicated if the total usage by minority and/or low-income customers deviates from their system-wide averages by eight percent or more.

### **Table 1: Assessment of Disparate Impacts – Fare Decreases**

<b>Fare Type</b>	<b>FY 2018 Current Fares</b>	<b>FY 2019 Proposed Fares</b>	<b>FY 2020 Proposed Fares</b>	<b>FY 2018-2020 Change</b>	<b>FY 2019-2020 % Change</b>	<b>Estimated Ridership</b>	<b>Estimated Minority Ridership</b>	<b>% Minority</b>
<b>Passports (Muni Mobile/Clipper)</b>	1-Day: \$22.00	1-Day: \$12.00	1-Day: \$12.00	1-Day: (\$10.00)	1-Day: (45%)	22,105	9,608	43%
	3-Day: \$33.00	3-Day: \$24.00	3-Day: \$24.00	3-Day: (\$9.00)	3-Day: (27%)			
	7-Day: \$43.00	7-Day: \$39.00	7-Day: \$39.00	7-Day: (\$4.00)	7-Day: (9%)			
<b>Low Income Single Ride Fare (Clipper only)*</b>	\$2.75	\$1.25 or \$1.50**	\$1.25 or \$1.50**	Not Applicable	Not Applicable	6,329	5,818	92%
<b>All Day Pass (Muni Mobile Only)</b>	Proposed new fare/no current fare	\$5.00 or \$6.25	TBD	Not Applicable	Not Applicable	Data Not Available	Data Not Available	Data Not Available

\*Demographic data is reflective of the Lifeline Monthly Pass usage data since it is assumed the same population would benefit from this new fare type.

\*\* Fares to be determined. Will most likely be 50% of standard single ride fare.

*Note: The 2013 Systemwide On-Board Survey did not distinguish between MuniMobile /Clipper and Vendor/Kiosk Sales types for Passports*

**Table 2: Assessment of Disparate Impacts – Fare Increases**

<b>Fare Type</b>	<b>FY 2018 Current Fares</b>	<b>FY 2019 Proposed Fares</b>	<b>FY 2020 Proposed Fares</b>	<b>FY 2018-2020 Change</b>	<b>FY 2019-2020 % Change</b>	<b>Estimated Ridership</b>	<b>Estimated Minority Ridership</b>
<b>Adult Fare – On Board Cash/LU Premium</b>	\$2.75	\$2.75	\$3.00	\$0.25	9%	147,144	85,553
<b>Youth Fare – On Board Cash/LU Premium</b>	\$1.35	\$1.35	\$1.50	\$0.15	11%	16,714	14,759
<b>Senior Fare – On Board Cash/LU Premium</b>	\$1.35	\$1.35	\$1.50	\$0.15	11%	12,472	5,475
<b>Disabled Fare – On Board Cash/LU Premium</b>	\$1.35	\$1.35	\$1.50	\$0.15	11%	5,109	2,554
<b>Adult “A” Fast Pass (Muni + BART w/in SF)</b>	\$94.00	\$94.00	\$98.00	\$4.00	4%	253,453	145,991
<b>Adult “M” Fast Pass Muni Only</b>	\$75.00	\$78.00	\$81.00	\$6.00	8%		
<b>Youth Monthly Pass –</b>	\$38.00	\$39.00	\$40.00	\$2.00	5%	19,190	17,033

<b>Fare Type</b>	<b>FY 2018 Current Fares</b>	<b>FY 2019 Proposed Fares</b>	<b>FY 2020 Proposed Fares</b>	<b>FY 2018-2020 Change</b>	<b>FY 2019-2020 % Change</b>	<b>Estimated Ridership</b>	<b>Estimated Minority Ridership</b>
<b>Senior Monthly Pass</b>	\$38.00	\$39.00	\$40.00	\$2.00	5%	18,731	8,431
<b>Disabled Monthly Pass</b>	\$38.00	\$39.00	\$40.00	\$2.00	5%	11,309	7,229
<b>Lifeline Monthly Pass</b>	\$38.00	\$39.00	\$40.00	\$2.00	5%	6,329	5,818
<b>Passports (Vendor/Kiosk Sales)</b>	1-Day: \$22.00 3-Day: \$33.00 7-Day: \$43.00	1-Day: \$23.00 3-Day: \$34.00 7-Day: \$45.00	1-Day: \$24.00 3-Day: \$36.00 7-Day: \$47.00	1-Day: \$2.00 3-Day: \$3.00 7-Day: \$4.00	1-Day: 9% 3-Day: 9% 7-Day: 9%	22,105	9,608
<b>Class Pass</b>	\$31.00	\$32.00	\$34.00	\$3.00	10%	6,184	4,949

*Note: The 2013 Systemwide On-Board Survey did not distinguish between 'A' (BART) and 'M' (Muni-Only) Adult Passes and between MuniMobile/Clipper and Vendor/Kiosk Sales types for Passports.*

**Table 3: Assessment of Disparate Impacts – No Fare Change**

<b>Fare Type</b>	<b>FY 2018 Current Fares</b>	<b>FY 2019 Proposed Fares</b>	<b>FY 2020 Proposed Fares</b>	<b>FY 2018-2020 Change</b>	<b>FY 2019-2020 % Change</b>	<b>Estimated Ridership*</b>	<b>Estimated Minority Ridership</b>	<b>% Minority</b>
<b>Free Muni for Low-Moderate Income Youth</b>	\$0.00	\$0.00	\$0.00	\$0.00	0%	19,760	Not Available	Not Available
<b>Free Muni for Low-Moderate Income Seniors</b>	\$0.00	\$0.00	\$0.00	\$0.00	0%	41,900	Not Available	Not Available

<b>Fare Type</b>	<b>FY 2018 Current Fares</b>	<b>FY 2019 Proposed Fares</b>	<b>FY 2020 Proposed Fares</b>	<b>FY 2018-2020 Change</b>	<b>FY 2019-2020 % Change</b>	<b>Estimated Ridership*</b>	<b>Estimated Minority Ridership</b>	<b>% Minority</b>
<b>Free Muni for Low-Moderate Income People with Disabilities</b>	\$0.00	\$0.00	\$0.00	\$0.00	0%	10,100	Not Available	Not Available

*\*Ridership defined as "Monthly Active Users" who use their Free Muni Pass at least twice per month. Monthly figures for December 2017 reported.*

**Table 4: Assessment of Disproportionate Burden – Fare Decreases**

<b>Fare Type</b>	<b>FY 2018 Current Fares</b>	<b>FY 2019 Proposed Fares</b>	<b>FY 2020 Proposed Fares</b>	<b>FY 2019-2020 Change</b>	<b>FY 2018-2020 % Change</b>	<b>Estimated Ridership</b>	<b>Estimated Low Income Ridership</b>	<b>% Low Income</b>
<b>Passports (Muni Mobile/Clipper)</b>	1-Day: \$22.00 3-Day: \$33.00 7-Day: \$43.00	1-Day: \$12.00 3-Day: \$24.00 7-Day: \$39.00	1-Day: \$12.00 3-Day: \$24.00 7-Day: \$39.00	1-Day: (\$10.00) 3-Day: (\$9.00) 7-Day: (\$4.00)	1-Day: (45%) 3-Day: (27%) 7-Day: (9%)	19,831	9,503	48%
<b>Low Income Single Ride Fare (Clipper only)*</b>	\$2.75	\$1.25 or \$1.50**	\$1.25 or \$1.50**	Not Applicable	50%	6,535	6,022	92%
<b>All Day Pass (Muni Mobile Only)</b>	Proposed new fare/no current fare	\$5.00 or \$6.25	TBD	Not Applicable	Not Applicable	Data Not Available	Data Not Available	Data Not Available

\*Demographic data is reflective of the Lifeline Monthly Pass usage data since it is assumed the same population would benefit from this new fare type.

*Note: The 2013 Systemwide On-Board Survey did not distinguish between MuniMobile/Clipper and Vendor/Kiosk Sales types for Passports.*

**Table 5: Assessment of Disproportionate Burden – Fare Increases**

<b>Fare Type</b>	<b>FY 2018 Current Fares</b>	<b>FY 2019 Proposed Fares</b>	<b>FY 2020 Proposed Fares</b>	<b>FY 2019-2020 Change</b>	<b>FY 2018-2020 % Change</b>	<b>Estimated Ridership</b>	<b>Estimated Low Income Ridership</b>	<b>% Low Income</b>
<b>Adult Fare – On Board Cash/LU Premium</b>	\$2.75	\$2.75	\$3.00	\$0.25	9%	178,779	108,267	61%

<b>Fare Type</b>	<b>FY 2018 Current Fares</b>	<b>FY 2019 Proposed Fares</b>	<b>FY 2020 Proposed Fares</b>	<b>FY 2019-2020 Change</b>	<b>FY 2018-2020 % Change</b>	<b>Estimated Ridership</b>	<b>Estimated Low Income Ridership</b>	<b>% Low Income</b>
<b>Youth Fare – On Board Cash/LU Premium</b>	\$1.35	\$1.35	\$1.50	\$0.15	11%	20,727	16,302	79%
<b>Senior Fare – On Board Cash/LU Premium</b>	\$1.35	\$1.35	\$1.50	\$0.15	11%	13,200	7,389	56%
<b>Disabled Fare – On Board Cash/LU Premium</b>	\$1.35	\$1.35	\$1.50	\$0.15	11%	8,978	7,722	86%
<b>Adult “A” Fast Pass (Muni + BART w/in SF)</b>	\$94.00	\$94.00	\$98.00	\$2.00	2%	225,507	98,019	43%
<b>Adult “M” Fast Pass Muni Only</b>	\$75.00	\$78.00	\$81.00	\$6.00	8%			
<b>Youth Monthly Pass</b>	\$38.00	\$39.00	\$40.00	\$2.00	5%	24,512	19,559	80%
<b>Senior Monthly Pass</b>	\$38.00	\$39.00	\$40.00	\$2.00	5%	18,536	3,291	18%
<b>Disabled Monthly Pass</b>	\$38.00	\$39.00	\$40.00	\$2.00	5%	18,542	3,600	19%



Fare Type	FY 2018 Current Fares	FY 2019 Proposed Fares	FY 2020 Proposed Fares	FY 2019-2020 Change	FY 2018-2020 % Change	Estimated Ridership	Estimated Low Income Ridership	% Low Income
Lifeline Monthly Pass	\$38.00	\$39.00	\$40.00	\$2.00	5%	6,535	6,022	92%
Passports (Kiosk/Vendor Sales)	1-Day: \$22.00	1-Day: \$23.00	1-Day: \$24.00	1-Day: \$2.00	1-Day: 9%	19,831	9,503	48%
	3-Day: \$33.00	3-Day: \$34.00	3-Day: \$36.00	3-Day: \$3.00	3-Day: 9%			
	7-Day: \$43.00	7-Day: \$45.00	7-Day: \$47.00	7-Day: \$4.00	7-Day: 9%			
Class Pass	\$31.00	\$32.00	\$34.00	\$3.00	10%	6,184	4,949	80%

*Note: The 2013 Systemwide On-Board Survey did not distinguish between 'A' (BART) and 'M' (Muni-Only) Adult Passes and between MuniMobile/Clipper and Vendor/Kiosk Sales types for Passports.*

**Table 6: Summary of Disparate Impact and Disproportionate Burden Analysis, All Fare Changes**

Change	% Minority Impacted	System-wide % Minority	Disparate Impact?	% Low-Income Impacted	System-wide % Low-Income	Disproportionate Burden?
All Fare Decreases	54%	58%	No	59%	51%	No
All Fare Increases	59%	58%	No	53%	51%	No

A disparate impact or disproportionate burden is found if the total usage by minority and/or low-income customers deviates from their system-wide averages by eight percent or more. The proposed reduction of the previously approved increased fare for discount and low-income monthly passes from a \$2 increase to a \$1 increase for FY 19 and FY20 does not change the results of the Title VI Fare Analysis approved by MTAB on April 3, 2018. Overall, the fare increases impact 59% of minority ridership and 53% of low income ridership and the fare decreases benefit 54% of minority ridership and 59% of low income ridership. Both are within eight percent or more of their respective system-wide averages so no disparate impact or disproportionate burden is found.

### VIII. Public Comment and Outreach

Pursuant to Title VI of the Civil Rights Act of 1964 and its implementing regulations, as well as state and local laws, the SFMTA takes responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of SFMTA's programs and activities for low-

income, minority, and Limited-English Proficient individuals and regardless of race, color or national origin. Given the diversity of San Francisco and of Muni's ridership, the SFMTA is strongly committed to disseminating information on both service changes and fare increases that is accessible to Limited English Proficient (LEP) persons.

The proposed modifications are being recommended in response to extensive outreach during the budget process, including multiple presentations to the Citizen's Advisory Council, various stakeholder groups, public town hall meetings and public hearings during meetings of the Board of Directors. Details of this process and a summary of comments received are contained in the Public Outreach and Engagement Plan included in the April 3, 2018 budget item.

In addition, Charter Section 16.112 requires published notice and hearing before the SFMTA may institute or change any fare, fee, schedule of rates, or charges which affect the public. The SFMTA Board of Director's Rules of Order require that the advertisement run for at least five days, with the last publication not less than 15 days prior to the public hearing.

In compliance with both Charter Section 16.112 and the SFMTA Board of Director's Rules of Order, advertisements were placed in the City's official newspaper, to provide published notice for the July 17, 2018 Board meeting. The advertisements ran in the City's official newspaper on June 27 and 28, 2018, and July 1, 4, and 5, 2018.

## **IX. Conclusion**

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. In compliance with this law, the SFMTA has conducted a Title VI analysis on the proposed reduction of a previously approved increased fare (approved by MTAB at its April 3, 2018 meeting) for discount and low-income monthly passes from a \$2.00 increase to a \$1.00 increase for FY 2019 and FY 2020. This analysis found that the revised increase did not change the results of the previous Title VI Fare Analysis and there are no disparate impacts or disproportionate burdens resulting from the proposed fare changes.



## APPENDIX K: SERVICE MONITORING – VEHICLE LOADS

Route Name	Service Category	AM Peak Crowding	PM Peak Crowding	Minority Route Classification	Low Income Route Classification
<b>1 California</b>	Frequent	31%	45%	Non-Minority	Non-Low Income
<b>1AX California A Express</b>	Specialized	9%	9%	Non-Minority	Non-Low Income
<b>1BX California B Express</b>	Specialized	24%	10%	Non-Minority	Non-Low Income
<b>2 Clement</b>	Grid	23%	12%	Non-Minority	Non-Low Income
<b>3 Jackson</b>	Grid	8%	11%	Non-Minority	Non-Low Income
<b>5 Fulton</b>	Grid	18%	15%	Non-Minority	Non-Low Income
<b>5R Fulton Rapid</b>	Rapid	33%	24%	Non-Minority	Non-Low Income
<b>6 Haight/Parnassus</b>	Grid	25%	19%	Non-Minority	Non-Low Income
<b>7 Haight/Noriega</b>	Frequent	30%	26%	Non-Minority	Low Income
<b>7X Noriega Express</b>	Specialized	21%	7%	Minority	Non-Low Income
<b>8 Bayshore</b>	Frequent	3%	10%	Minority	Low Income
<b>8AX Bayshore A Express</b>	Specialized	18%	12%	Minority	Low Income
<b>8BX Bayshore B Express</b>	Specialized	9%	10%	Minority	Low Income
<b>9 San Bruno</b>	Frequent	7%	7%	Minority	Low Income
<b>9R San Bruno Rapid</b>	Rapid	3%	6%	Minority	Low Income
<b>10 Townsend</b>	Grid	15%	29%	Non-Minority	Non-Low Income
<b>12 Folsom/Pacific</b>	Grid	3%	3%	Minority	Non-Low Income
<b>14 Mission</b>	Frequent	1%	2%	Minority	Low Income
<b>14R Mission Rapid</b>	Rapid	33%	28%	Minority	Low Income
<b>14X Mission Express</b>	Specialized	5%	3%	Minority	Low Income
<b>18 46th Avenue</b>	Grid	7%	0%	Non-Minority	Low Income
<b>19 Polk</b>	Grid	3%	1%	Non-Minority	Low Income
<b>21 Hayes</b>	Grid	27%	15%	Minority	Low Income
<b>22 Fillmore</b>	Frequent	26%	12%	Non-Minority	Low Income
<b>23 Monterey</b>	Grid	0%	1%	Minority	Low Income
<b>24 Divisadero</b>	Frequent	25%	24%	Non-Minority	Low Income
<b>25 Treasure Island</b>	Connector	0%	1%	Minority	Low Income
<b>27 Bryant</b>	Grid	3%	0%	Minority	Low Income
<b>28 19th Avenue</b>	Frequent	26%	27%	Non-Minority	Low Income
<b>28R 19th Avenue Rapid</b>	Rapid	8%	2%	Minority	Low Income
<b>29 Sunset</b>	Grid	17%	26%	Minority	Low Income



Route Name	Service Category	AM Peak Crowding	PM Peak Crowding	Minority Route Classification	Low Income Route Classification
<b>30 Stockton</b>	Frequent	0%	10%	Minority	Non-Low Income
<b>30 Stockton</b>	Frequent	0%	10%	Minority	Non-Low Income
<b>30X Marina Express</b>	Specialized	18%	22%	Non-Minority	Non-Low Income
<b>31 Balboa</b>	Grid	7%	7%	Non-Minority	Low Income
<b>31AX Balboa A Express</b>	Specialized	22%	12%	Non-Minority	Non-Low Income
<b>31BX Balboa B Express</b>	Specialized	14%	5%	Non-Minority	Non-Low Income
<b>33 Ashbury/18th</b>	Grid	2%	1%	Non-Minority	Low Income
<b>35 Eureka</b>	Connector	0%	0%	Non-Minority	Non-Low Income
<b>36 Teresita</b>	Connector	0%	0%	Non-Minority	Non-Low Income
<b>37 Corbett</b>	Connector	8%	10%	Non-Minority	Non-Low Income
<b>38 Geary</b>	Frequent	8%	8%	Non-Minority	Non-Low Income
<b>38AX Geary A Express</b>	Specialized	3%	7%	Non-Minority	Non-Low Income
<b>38BX Geary B Express</b>	Specialized	20%	5%	Non-Minority	Non-Low Income
<b>38R Geary Rapid</b>	Rapid	37%	28%	Non-Minority	Non-Low Income
<b>39 Coit</b>	Connector	0%	0%	Non-Minority	Non-Low Income
<b>41 Union</b>	Specialized	29%	29%	Non-Minority	Non-Low Income
<b>43 Masonic</b>	Grid	32%	14%	Non-Minority	Low Income
<b>44 O'Shaughnessy</b>	Grid	26%	32%	Minority	Low Income
<b>45 Union/Stockton</b>	Grid	21%	48%	Non-Minority	Non-Low Income
<b>47 Van Ness</b>	Frequent	16%	1%	Non-Minority	Non-Low Income
<b>48 Quintara/24th Street</b>	Grid	11%	9%	Non-Minority	Non-Low Income
<b>49 Van Ness/Mission</b>	Frequent	16%	5%	Minority	Low Income
<b>52 Excelsior</b>	Connector	2%	4%	Non-Minority	Low Income
<b>54 Felton</b>	Grid	0%	5%	Minority	Low Income
<b>55 16th Street</b>	Connector	0%	0%	Minority	Non-Low Income
<b>56 Rutland</b>	Connector	3%	0%	Minority	Low Income
<b>57 Parkmerced</b>	Connector	3%	1%	Minority	Low Income
<b>66 Quintara</b>	Connector	0%	0%	Minority	Non-Low Income
<b>67 Bernal Heights</b>	Connector	0%	2%	Minority	Low Income
<b>81X Caltrain Express</b>	Specialized	0%	0%	Non-Minority	Non-Low Income
<b>82X Levi Plaza Express</b>	Specialized	1%	0%	Non-Minority	Non-Low Income
<b>83X Mid Market Express</b>	Specialized	0%	0%	Non-Minority	Non-Low Income



Route Name	Service Category	AM Peak Crowding	PM Peak Crowding	Minority Route Classification	Low Income Route Classification
<b>88 BART Shuttle</b>	Specialized	3%	0%	Minority	Non-Low Income
<b>E Embarcadero</b>	Historic	0%	0%	Non-Minority	Non-Low Income
<b>F Market &amp; Wharves</b>	Historic	0%	0%	Non-Minority	Non-Low Income
<b>J Church</b>	Muni Metro	0%	0%	Non-Minority	Non-Low Income
<b>KT Ingleside/Third Street</b>	Muni Metro	30%	30%	Minority	Non-Low Income
<b>L Taraval</b>	Muni Metro	35%	0%	Non-Minority	Non-Low Income
<b>M Ocean View</b>	Muni Metro	0%	0%	Non-Minority	Low Income
<b>N Judah</b>	Muni Metro	69%	33%	Non-Minority	Non-Low Income
<b>NX N Express</b>	Specialized	15%	4%	Non-Minority	Non-Low Income
<b>California Cable Car</b>	Historic	0%	0%	Non-Minority	Low Income
<b>Powell/Hyde Cable Car</b>	Historic	0%	0%	Non-Minority	Non-Low Income
<b>Powell/Mason Cable Car</b>	Historic	0%	0%	Non-Minority	Non-Low Income
<b>90 San Bruno Owl</b>	Owl	0%	0%	Minority	Non-Low Income
<b>91 Owl</b>	Owl	0%	0%	Minority	Non-Low Income

**APPENDIX L: SERVICE MONITORING – ON-TIME PERFORMANCE***Service Gaps (less than 14%=OTP Standard)*

Route Name	Service Category	Average % Gaps	Minority Route Classification	Low Income Route Classification
<b>1 California</b>	Frequent	13%	Non-Minority	Non-Low Income
<b>7 Haight/Noriega</b>	Frequent	16%	Non-Minority	Low Income
<b>8 Bayshore</b>	Frequent	22%	Minority	Low Income
<b>9 San Bruno</b>	Frequent	7%	Minority	Low Income
<b>14 Mission</b>	Frequent	19%	Minority	Low Income
<b>22 Fillmore</b>	Frequent	15%	Non-Minority	Low Income
<b>24 Divisadero</b>	Frequent	18%	Non-Minority	Low Income
<b>28 19th Avenue</b>	Frequent	19%	Non-Minority	Low Income
<b>30 Stockton</b>	Frequent	5%	Minority	Non-Low Income
<b>38 Geary</b>	Frequent	30%	Non-Minority	Non-Low Income
<b>47 Van Ness</b>	Frequent	12%	Non-Minority	Non-Low Income
<b>49 Van Ness/Mission</b>	Frequent	12%	Minority	Low Income
<b>14R Mission Rapid</b>	Rapid	9%	Minority	Low Income
<b>28R 19th Avenue Rapid</b>	Rapid	11%	Minority	Low Income
<b>38R Geary Rapid</b>	Rapid	7%	Non-Minority	Non-Low Income
<b>5R Fulton Rapid</b>	Rapid	0%	Non-Minority	Non-Low Income
<b>9R San Bruno Rapid</b>	Rapid	11%	Minority	Low Income
<b>J Church</b>	Muni Metro	24%	Non-Minority	Non-Low Income
<b>KT Ingleside/Third Street</b>	Muni Metro	26%	Minority	Non-Low Income
<b>L Taraval</b>	Muni Metro	18%	Non-Minority	Non-Low Income
<b>M Ocean View</b>	Muni Metro	25%	Non-Minority	Low Income
<b>N Judah</b>	Muni Metro	16%	Non-Minority	Non-Low Income

*Schedule Adherence (more than 85%=OTP Standard)*

Route Name	Service Category	Average OTP Percent	Minority Route Classification	Low Income Route Classification
<b>2 Clement</b>	Grid	61%	Non-Minority	Non-Low Income
<b>3 Jackson</b>	Grid	62%	Non-Minority	Non-Low Income
<b>5 Fulton</b>	Grid	55%	Non-Minority	Non-Low Income
<b>6 Haight/Parnassus</b>	Grid	66%	Non-Minority	Non-Low Income
<b>10 Townsend</b>	Grid	57%	Non-Minority	Non-Low Income
<b>12 Folsom/Pacific</b>	Grid	60%	Minority	Non-Low Income
<b>18 46th Avenue</b>	Grid	66%	Non-Minority	Low Income
<b>19 Polk</b>	Grid	51%	Non-Minority	Low Income
<b>21 Hayes</b>	Grid	68%	Minority	Low Income
<b>23 Monterey</b>	Grid	51%	Minority	Low Income
<b>25 Treasure Island</b>	Connector	59%	Minority	Low Income
<b>27 Bryant</b>	Grid	51%	Minority	Low Income
<b>29 Sunset</b>	Grid	49%	Minority	Low Income
<b>31 Balboa</b>	Grid	57%	Non-Minority	Low Income
<b>33 Ashbury/18th</b>	Grid	53%	Non-Minority	Low Income
<b>35 Eureka</b>	Connector	64%	Non-Minority	Non-Low Income
<b>36 Teresita</b>	Connector	58%	Non-Minority	Non-Low Income
<b>37 Corbett</b>	Connector	51%	Non-Minority	Non-Low Income
<b>39 Coit</b>	Connector	49%	Non-Minority	Non-Low Income
<b>41 Union</b>	Specialized	59%	Non-Minority	Non-Low Income
<b>43 Masonic</b>	Grid	56%	Non-Minority	Low Income
<b>44 O'Shaughnessy</b>	Grid	57%	Minority	Low Income
<b>45 Union/Stockton</b>	Grid	60%	Non-Minority	Non-Low Income
<b>48 Quintara/24th Street</b>	Grid	57%	Non-Minority	Non-Low Income
<b>52 Excelsior</b>	Connector	51%	Non-Minority	Low Income
<b>54 Felton</b>	Grid	61%	Minority	Low Income
<b>55 16th Street</b>	Connector	42%	Minority	Non-Low Income
<b>56 Rutland</b>	Connector	57%	Minority	Low Income
<b>57 Parkmerced</b>	Connector	54%	Minority	Low Income
<b>66 Quintara</b>	Connector	72%	Minority	Non-Low Income
<b>67 Bernal Heights</b>	Connector	63%	Minority	Low Income
<b>88 BART Shuttle</b>	Specialized	67%	Minority	Non-Low Income
<b>14X Mission Express</b>	Specialized	54%	Minority	Low Income
<b>1AX California A Express</b>	Specialized	55%	Non-Minority	Non-Low Income
<b>1BX California B Express</b>	Specialized	58%	Non-Minority	Non-Low Income
<b>30X Marina Express</b>	Specialized	62%	Non-Minority	Non-Low Income
<b>31AX Balboa A Express</b>	Specialized	45%	Non-Minority	Non-Low Income
<b>31BX Balboa B Express</b>	Specialized	56%	Non-Minority	Non-Low Income
<b>38AX Geary A Express</b>	Specialized	50%	Non-Minority	Non-Low Income



Route Name	Service Category	Average OTP Percent	Minority Route Classification	Low Income Route Classification
<b>38BX Geary B Express</b>	Specialized	42%	Non-Minority	Non-Low Income
<b>76X Marin Headlands</b>	Specialized	29%	Non-Minority	Non-Low Income
<b>7X Noriega Express</b>	Specialized	30%	Minority	Non-Low Income
<b>81X Caltrain Express</b>	Specialized	41%	Non-Minority	Non-Low Income
<b>82X Levi Plaza Express</b>	Specialized	57%	Non-Minority	Non-Low Income
<b>83X Mid Market Express</b>	Specialized	51%	Non-Minority	Non-Low Income
<b>8AX Bayshore A Express</b>	Specialized	43%	Minority	Low Income
<b>8BX Bayshore B Express</b>	Specialized	45%	Minority	Low Income
<b>NX N Express</b>	Specialized	60%	Non-Minority	Non-Low Income
<b>California Cable Car</b>	Historic	28%	Non-Minority	Low Income
<b>Powell/Hyde Cable Car</b>	Historic	37%	Non-Minority	Non-Low Income
<b>Powell/Mason Cable Car</b>	Historic	8%	Non-Minority	Non-Low Income
<b>E Embarcadero</b>	Historic	34%	Non-Minority	Non-Low Income
<b>F Market &amp; Wharves</b>	Historic	49%	Non-Minority	Non-Low Income
<b>90 San Bruno Owl</b>	Owl	43%	Minority	Non-Low Income
<b>91 Owl</b>	Owl	44%	Minority	Non-Low Income





## APPENDIX M: SERVICE MONITORING – HEADWAY PERFORMANCE

Weekday

Route Name	Service Category	Day	Evening	Late Night	Minority Route Classification	Low Income Route Classification
<b>1 California</b>	Frequent	5	10	20	Non-Minority	Non-Low Income
<b>2 Clement</b>	Grid	20	-	-	Non-Minority	Non-Low Income
<b>3 Jackson</b>	Grid	20	20	30	Non-Minority	Non-Low Income
<b>5 Fulton</b>	Grid	10	15	20	Non-Minority	Non-Low Income
<b>6 Haight/Parnassus</b>	Grid	12	20	20	Non-Minority	Non-Low Income
<b>7 Haight/Noriega</b>	Frequent	12	20	20	Non-Minority	Low Income
<b>8 Bayshore</b>	Frequent	8	15	15	Minority	Low Income
<b>9 San Bruno</b>	Frequent	12	15	20	Minority	Low Income
<b>10 Townsend</b>	Grid	15	30	30	Non-Minority	Non-Low Income
<b>12 Folsom/Pacific</b>	Grid	15	30	30	Minority	Non-Low Income
<b>14 Mission</b>	Frequent	9	10	12	Minority	Low Income
<b>18 46th Avenue</b>	Grid	20	20	30	Non-Minority	Low Income
<b>19 Polk</b>	Grid	15	20	30	Non-Minority	Low Income
<b>21 Hayes</b>	Grid	12	20	30	Minority	Low Income
<b>22 Fillmore</b>	Frequent	9	15	15	Non-Minority	Low Income
<b>23 Monterey</b>	Grid	20	30	30	Minority	Low Income
<b>24 Divisadero</b>	Frequent	9	15	20	Non-Minority	Low Income
<b>25 Treasure Island</b>	Connector	20	20	20	Minority	Low Income
<b>27 Bryant</b>	Grid	15	20	30	Minority	Low Income
<b>28 19th Avenue</b>	Frequent	10	20	20	Non-Minority	Low Income
<b>29 Sunset</b>	Grid	12	20	20	Minority	Low Income
<b>30 Stockton</b>	Frequent	6	15	20	Minority	Non-Low Income
<b>31 Balboa</b>	Grid	15	20	20	Non-Minority	Low Income
<b>33 Ashbury/18th</b>	Grid	15	20	30	Non-Minority	Low Income
<b>35 Eureka</b>	Connector	25	25	25	Non-Minority	Non-Low Income
<b>36 Teresita</b>	Connector	30	30	30	Non-Minority	Non-Low Income
<b>37 Corbett</b>	Connector	20	30	30	Non-Minority	Non-Low Income
<b>38 Geary</b>	Frequent	8	8	8	Non-Minority	Non-Low Income
<b>39 Coit</b>	Connector	20	-	-	Non-Minority	Non-Low Income
<b>41 Union</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>43 Masonic</b>	Grid	12	20	20	Non-Minority	Low Income
<b>44 O'Shaughnessy</b>	Grid	12	15	20	Minority	Low Income
<b>45 Union/Stockton</b>	Grid	12	15	20	Non-Minority	Non-Low Income
<b>47 Van Ness</b>	Frequent	9	12	20	Non-Minority	Non-Low Income
<b>48 Quintara/24th Street</b>	Grid	15	20	30	Non-Minority	Non-Low Income



Route Name	Service Category	Day	Evening	Late Night	Minority Route Classification	Low Income Route Classification
<b>49 Van Ness/Mission</b>	Frequent	9	12	20	Minority	Low Income
<b>52 Excelsior</b>	Connector	30	30	30	Non-Minority	Low Income
<b>54 Felton</b>	Grid	20	30	30	Minority	Low Income
<b>55 16th Street</b>	Connector	15	20	20	Minority	Non-Low Income
<b>56 Rutland</b>	Connector	30	30	-	Minority	Low Income
<b>57 Parkmerced</b>	Connector	20	20	20	Minority	Low Income
<b>66 Quintara</b>	Connector	20	20	20	Minority	Non-Low Income
<b>67 Bernal Heights</b>	Connector	20	20	20	Minority	Low Income
<b>88 BART Shuttle</b>	Specialized	-	-	-	Minority	Non-Low Income
<b>14R Mission Rapid</b>	Rapid	8	-	-	Minority	Low Income
<b>14X Mission Express</b>	Specialized	-	-	-	Minority	Low Income
<b>1AX California A Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>1BX California B Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>28R 19th Avenue Rapid</b>	Rapid	10	-	-	Minority	Low Income
<b>30X Marina Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>31AX Balboa A Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>31BX Balboa B Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>38AX Geary A Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>38BX Geary B Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>38R Geary Rapid</b>	Rapid	6	-	-	Non-Minority	Non-Low Income
<b>5R Fulton Rapid</b>	Rapid	8	-	-	Non-Minority	Non-Low Income
<b>76X Marin Headlands</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>7X Noriega Express</b>	Specialized	-	-	-	Minority	Non-Low Income
<b>81X Caltrain Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>82X Levi Plaza Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>83X Mid Market Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>8AX Bayshore A Express</b>	Specialized	-	-	-	Minority	Low Income
<b>8BX Bayshore B Express</b>	Specialized	-	-	-	Minority	Low Income



Route Name	Service Category	Day	Evening	Late Night	Minority Route Classification	Low Income Route Classification
<b>9R San Bruno Rapid</b>	Rapid	9	-	-	Minority	Low Income
<b>J Church</b>	Muni Metro	10	15	20	Non-Minority	Non-Low Income
<b>KT Ingleside/Third Street</b>	Muni Metro	10	15	20	Minority	Non-Low Income
<b>L Taraval</b>	Muni Metro	10	15	20	Non-Minority	Non-Low Income
<b>M Ocean View</b>	Muni Metro	10	15	20	Non-Minority	Low Income
<b>N Judah</b>	Muni Metro	10	15	15	Non-Minority	Non-Low Income
<b>NX N Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>E Embarcadero</b>	Historic	25	-	-	Non-Minority	Non-Low Income
<b>F Market &amp; Wharves</b>	Historic	7	10	15	Non-Minority	Non-Low Income
<b>California Cable Car</b>	Historic	8	12	12	Non-Minority	Low Income
<b>Powell/Hyde Cable Car</b>	Historic	8	8	8	Non-Minority	Non-Low Income
<b>Powell/Mason Cable Car</b>	Historic	8	8	8	Non-Minority	Non-Low Income

*Weekend*

Route Name	Service Category	Day Policy	Evening Policy	Late Night Policy	Minority Route Classification	Low Income Route Classification
<b>1 California</b>	Frequent	8	20	20	Non-Minority	Non-Low Income
<b>2 Clement</b>	Grid	20	-	-	Non-Minority	Non-Low Income
<b>3 Jackson</b>	Grid	20	20	30	Non-Minority	Non-Low Income
<b>5 Fulton</b>	Grid	10	15	20	Non-Minority	Non-Low Income
<b>6 Haight/Parnassus</b>	Grid	12	20	20	Non-Minority	Non-Low Income
<b>7 Haight/Noriega</b>	Frequent	12	20	20	Non-Minority	Low Income
<b>8 Bayshore</b>	Frequent	8	15	15	Minority	Low Income
<b>9 San Bruno</b>	Frequent	12	15	20	Minority	Low Income
<b>10 Townsend</b>	Grid	20	30	30	Non-Minority	Non-Low Income
<b>12 Folsom/Pacific</b>	Grid	20	30	30	Minority	Non-Low Income
<b>14 Mission</b>	Frequent	10	12	12	Minority	Low Income
<b>18 46th Avenue</b>	Grid	20	20	30	Non-Minority	Low Income
<b>19 Polk</b>	Grid	15	20	30	Non-Minority	Low Income
<b>21 Hayes</b>	Grid	15	20	30	Minority	Low Income
<b>22 Fillmore</b>	Frequent	10	15	15	Non-Minority	Low Income
<b>23 Monterey</b>	Grid	30	30	30	Minority	Low Income
<b>24 Divisadero</b>	Frequent	15	15	20	Non-Minority	Low Income
<b>25 Treasure Island</b>	Connector	20	20	30	Minority	Low Income
<b>27 Bryant</b>	Grid	20	20	30	Minority	Low Income



Route Name	Service Category	Day Policy	Evening Policy	Late Night Policy	Minority Route Classification	Low Income Route Classification
<b>28 19th Avenue</b>	Frequent	12	20	20	Non-Minority	Low Income
<b>29 Sunset</b>	Grid	15	20	20	Minority	Low Income
<b>30 Stockton</b>	Frequent	9	15	20	Minority	Non-Low Income
<b>31 Balboa</b>	Grid	20	20	20	Non-Minority	Low Income
<b>33 Ashbury/18th</b>	Grid	20	20	30	Non-Minority	Low Income
<b>35 Eureka</b>	Connector	25	25	25	Non-Minority	Non-Low Income
<b>36 Teresita</b>	Connector	30	30	30	Non-Minority	Non-Low Income
<b>37 Corbett</b>	Connector	30	30	30	Non-Minority	Non-Low Income
<b>38 Geary</b>	Frequent	15	20	20	Non-Minority	Non-Low Income
<b>39 Coit</b>	Connector	20	-	-	Non-Minority	Non-Low Income
<b>41 Union</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>43 Masonic</b>	Grid	15	20	20	Non-Minority	Low Income
<b>44 O'Shaughnessy</b>	Grid	15	20	20	Minority	Low Income
<b>45 Union/Stockton</b>	Grid	9	15	20	Non-Minority	Non-Low Income
<b>47 Van Ness</b>	Frequent	10	12	20	Non-Minority	Non-Low Income
<b>48 Quintara/24th Street</b>	Grid	20	20	30	Non-Minority	Non-Low Income
<b>49 Van Ness/Mission</b>	Frequent	10	12	20	Minority	Low Income
<b>52 Excelsior</b>	Connector	30	30	30	Non-Minority	Low Income
<b>54 Felton</b>	Grid	20	30	30	Minority	Low Income
<b>55 16th Street</b>	Connector	20	20	20	Minority	Non-Low Income
<b>56 Rutland</b>	Connector	30	30	-	Minority	Low Income
<b>57 Parkmerced</b>	Connector	20	20	20	Minority	Low Income
<b>66 Quintara</b>	Connector	20	20	20	Minority	Non-Low Income
<b>67 Bernal Heights</b>	Connector	20	20	20	Minority	Low Income
<b>88 BART Shuttle</b>	Specialized	-	-	-	Minority	Non-Low Income
<b>14R Mission Rapid</b>	Rapid	12	-	-	Minority	Low Income
<b>14X Mission Express</b>	Specialized	-	-	-	Minority	Low Income
<b>1AX California A Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>1BX California B Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>28R 19th Avenue Rapid</b>	Rapid	-	-	-	Minority	Low Income
<b>30X Marina Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>31AX Balboa A Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>31BX Balboa B Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income



Route Name	Service Category	Day Policy	Evening Policy	Late Night Policy	Minority Route Classification	Low Income Route Classification
<b>38AX Geary A Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>38BX Geary B Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>38R Geary Rapid</b>	Rapid	8	-	-	Non-Minority	Non-Low Income
<b>5R Fulton Rapid</b>	Rapid	-	-	-	Non-Minority	Non-Low Income
<b>76X Marin Headlands</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>7X Noriega Express</b>	Specialized	-	-	-	Minority	Non-Low Income
<b>81X Caltrain Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>82X Levi Plaza Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>83X Mid Market Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>8AX Bayshore A Express</b>	Specialized	-	-	-	Minority	Low Income
<b>8BX Bayshore B Express</b>	Specialized	-	-	-	Minority	Low Income
<b>9R San Bruno Rapid</b>	Rapid	-	-	-	Minority	Low Income
<b>J Church</b>	Muni Metro	12	15	20	Non-Minority	Non-Low Income
<b>KT Ingleside/Third Street</b>	Muni Metro	12	15	20	Minority	Non-Low Income
<b>L Taraval</b>	Muni Metro	12	15	20	Non-Minority	Non-Low Income
<b>M Ocean View</b>	Muni Metro	12	15	20	Non-Minority	Low Income
<b>N Judah</b>	Muni Metro	12	15	20	Non-Minority	Non-Low Income
<b>NX N Express</b>	Specialized	-	-	-	Non-Minority	Non-Low Income
<b>E Embarcadero</b>	Historic	25	-	-	Non-Minority	Non-Low Income
<b>F Market &amp; Wharves</b>	Historic	8	8	15	Non-Minority	Non-Low Income
<b>California Cable Car</b>	Historic	10	12	15	Non-Minority	Low Income
<b>Powell/Hyde Cable Car</b>	Historic	8	8	8	Non-Minority	Non-Low Income
<b>Powell/Mason Cable Car</b>	Historic	8	8	8	Non-Minority	Non-Low Income