

City Services Auditor

**SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS
POLICY AND GOVERNANCE COMMITTEE
CSA Update**

May 20, 2016



SFMTA Language Assistance Plan (LAP) and Public Participation Plan (PPP)



- The LAP and PPP are required by Title VI of the Civil Rights Act of 1964 and FTA requirements.
- These plans outline SFMTA's strategies to best serve and engage Limited English Proficiency (LEP) populations, minority and low-income users, and general transit users across the City.

SFMTA LAP and PPP Updates

- The goal of the LAP and PPP updates are to keep SFMTA's communication and engagement strategies current and reflective of changing populations and user needs.
- As part of this update, SFMTA is conducting outreach to community-based organizations (CBOs) that serve and represent these populations and soliciting stakeholder input through interviews, focus groups, and surveys.
- To support this effort, CSA City Performance conducted a solicitation process to secure and manage a contractor.
- Barbary Coast Consulting was selected as the prime, with a team of sub-consultants: FM3, InterEthnica, and JBR Partners.
- The project kicked off February 2016 and will end September 2016.

CBO Leader Interviews

Alliance Française de San Francisco

Arab Cultural and Community Center

Asian Pacific American Community Center

Bayanihan Community Center

Beacon: Mission Beacon Center at Everett Middle School

Beacon: OMI/Excelsior Beacon Center at James Denman Middle School

Bernal Heights Neighborhood Center: Excelsior Senior Center

Causa Justa :: Just Cause/POWER

Chinese for Affirmative Action

Community Youth Center (CYC) - Richmond

Kimochi

Korean Community Center

Mission Neighborhood Centers

Richmond District Neighborhood Center

Russian American Community Services

Southeast Asian Community Center

Sunset Neighborhood Beacon Center

Veterans Equity Center

Vietnamese Youth Development Center



LEP Focus Groups

Bayanihan Community Center	Tagalog
La Raza Community Resource Center	Spanish
Mission Beacon	Spanish
Russian American Community Services	Russian
Self-help for the Elderly	Chinese
Southeast Asian Community Center	Vietnamese
Sunset Neighborhood Beacon Center	Chinese



Vietnamese Focus Group at the Southeast Asian Community Center, 5/10/16

Next Steps

- Continue LEP focus groups and survey outreach
- Start outreach to CBOs for the PPP Update (including CBO leader interviews, user surveys, and community input sessions)
- Analyze data and update the LAP and PPP based on findings
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