



marin transit

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April 21, 2014



Honorable Board of Directors
Marin County Transit District
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Resolution Approving Marin Transit's Title VI Program Submittal to the Federal Transit Administration

board of directors

Dear Board Members:

judy arnold
president
supervisor district 5

RECOMMENDATION: Authorize President to sign Resolution 2014-08 approving Title VI Program to ensure equal access to Marin Transit's programs, activities, and services, and Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden.

kathrin sears
vice president
supervisor district 3

SUMMARY:

Marin Transit staff have been preparing elements of a complete Title VI Program to comply with the most recent federal guidance. As a first step, your Board adopted Title VI System-wide Standards and Policies at the February 4, 2013 meeting. Your Board conducted two public hearings on proposed policies for major service changes, disparate impact, and disproportionate burden in May and June 2013. Staff presented a draft Language Assistance Plan to your Board for review and comment on November 18, 2013. Board approval of the entire Title VI Program is the last step prior to submittal.

madeline kellner
2nd vice president
city of novato

susan l. adams
director
supervisor district 1

steve kinsey
director
supervisor district 4

This comprehensive program includes the following primary documents:

stephanie moulton-peters
director
city of mill valley

katie rice
director
supervisor district 2

- Marin Transit's updated Title VI Notice to the Public;
- Updated Title VI Complaint Procedures and Title VI Complaint Form;
- *Marin Transit Public Participation Plan*;
- *Marin Transit Language Assistance Plan* for providing language assistance to persons with limited English proficiency;
- Your Board's adopted System-wide Service Standards and Policies; and
- Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden as presented to your Board at the June 24, 2013 meeting.

Every transit agency that directly receives federal funds is required to develop all of the documents listed above, with the exception of the policies on major service changes, disparate impact, and disproportionate burden. Under the most recent Federal Transit Administration Title VI Guidance from October 2012, transit agencies that operate 50 or more fixed route vehicles in peak service and located in an Urbanized Area of 200,000 or more in population must provide additional documentation.

Under these comprehensive requirements, Marin Transit demonstrates that the District has conducted detailed analyses of its service area, customers, and travel patterns based on census and passenger survey data. Using the most recent data available, the District identifies each route as either a minority or non-minority route based on the following definition:

Minority transit route means a route that has at least 1/3 of its total revenue mileage in a Census block or block group, or traffic analysis zone(s) with a percentage of minority population that exceeds the percentage of minority population in the transit service area. A recipient may supplement this service area data with route-specific ridership data in cases where ridership does not reflect the characteristics of the census block, block group, or traffic analysis zone. Source: FTA C 4702.1B, Chapter 1, Sec. 5 Definitions, s.

The District is directed to take a sample of its minority and non-minority routes to evaluate their performance relative to the adopted system-wide standards and policies.

In this first Marin Transit Title VI Program submittal, staff conducted analysis to determine the extent to which each route provides coverage in minority census block groups and the minority and low-income ridership on these routes. The findings are provided in the section on Demographic Ridership and Travel Patterns, Collected by Surveys on page 66 of the Program. The comparison of each route shows that only two of Marin Transit's routes can be considered as "non-minority" at this time. These consist of the South Route 61 of the West Marin Stagecoach and the Community Shuttle Route 219 serving the Tiburon peninsula and Strawberry Village along Highway 101. In all cases, Marin Transit routes serve predominantly low-income residents.

The District is required to use its Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden to evaluate the impacts on minority and low-income riders that may result from major service or fare changes. In addition to those policies, the additional required components of Marin Transit's Title VI Program include:

- Demographic and service profile maps and charts;
- The above mentioned section on Demographic ridership and travel patterns, collected from passenger surveys;
- A description of the public engagement process for setting the major service change policy, disparate impact policy, and disproportionate burden policy;
- Results of the monitoring program of system-wide service standards and policies; and
- Results of service and/or fare equity analyses conducted since the last Title VI Program submission, including evidence that the Board considered, was aware of, and approved the results of the required analysis.

In future updates to this first Title VI Program, Marin Transit will describe any action taken in response to the system monitoring program and document your Board's consideration, awareness, and approval of the results of the monitoring. The adopted system-wide standards

APPROVED
AUG 18 2014

and policies build on those in the District's Short Range Transit Plan. The Plan update will reflect these refinements, and the upcoming availability of Golden Gate Transit on-time performance data will assist in gathering the information needed to monitor performance.

The Title VI Notice to the Public, Complaint Procedures, and Complaint Form have been translated into Spanish by a professional translator and are available on request and at www.marintransit.org/titlevi.html.

FISCAL/STAFFING IMPACT:

With your approval of the Title VI Program, Marin Transit commits to training its staff and contractors on how to identify and serve the needs of customers with limited English proficiency.

Respectfully submitted,



Amy Van Doren
Director of Policy & Legislative Programs

Attachments

**Marin County Transit District
Marin Transit 2014-2017 Title VI Program
Submittal to the Federal Transit Administration**



RESOLUTION No. 2014-08

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 Marin Transit's public transit service; and

WHEREAS, Marin Transit 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 Marin Transit Board of Directors approve Marin Transit's Title VI Program and the results of Marin Transit's Service Standards and Policies Monitoring Program; and

WHEREAS, As part of FTA's Title VI Program requirements, Marin Transit must submit the Title VI Program and Service Standards and Policies Monitoring Program to the FTA every three years; and

WHEREAS, As a best practice, Marin Transit plans to monitor the agency's Service Standards and Policies as part of its Short Range Transit Plan; and

WHEREAS, The Service Standards and Policies Monitoring Program compares the level of transit service and performance in predominantly minority areas with the level of transit service and performance in predominantly non-minority areas to ensure service equity; and

WHEREAS, If a disparate impact is found, Marin Transit shall consider alternatives to avoid, minimize, or mitigate the impact in order to take corrective action to remedy the disparity to the greatest extent possible and shall discuss the identified impacts and proposed actions in the Title VI Program; and

RESOLVED, That the Marin Transit Board of Directors approves Marin Transit's 2014 Title VI Program, and the results of the required system-wide monitoring of service standards and policies.

APPROVED AND PASSED this 21st day of April 2014.



President, Marin Transit

APPROVED

I certify that the foregoing resolution was adopted by the Marin Transit Board of Directors at its meeting of April 21, 2014.

MARIN TRANSIT


District Secretary



Marin Transit Federal Title VI Program

2014-2017

April 2014



In compliance with Federal Transit Administration Circular C 4702.1B - October 2012

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Marin County Transit District Federal Title VI Civil Rights Program for 2014-2017 to comply with FTA Circular C 4702.1B issued October 2012

Marin Transit is committed to ensuring that no person is excluded from participation in, denied the benefits of, or discriminated against under its projects, programs or activities on the basis of race, color, creed, national origin, sex or age, as provided in Title VI of the Civil Rights Act and 49 United States Code Section 5332. Under Federal Transit Administration (FTA) Title VI guidance issued on October 1, 2012, all transit operators receiving federal funds are required to:

- Ensure that the level and quality of transportation service is provided without regard to race, color, or national origin.
- Identify and address, as appropriate, disproportionately high and adverse effects of programs and activities on minority populations and low-income populations.
- Promote the full and fair participation of all affected populations in transportation decision-making.
- Prevent the denial, reduction, or delay in benefits related to programs and activities that benefit minority populations or low-income populations.
- Ensure meaningful access to programs and activities by persons with Limited English Proficiency (LEP).

Marin Transit's Title VI Program will continue to evolve through lessons learned in conducting planning analysis, evaluating service impacts, and in putting into place inclusive participation programs and outreach activities. Every three years, Marin Transit will update this document for the Federal Transit Administration as a record of the District's most current Title VI Program.

Accessible Formats

This document is available in accessible formats upon request. To obtain paper copies of this document or information regarding accessible formats, please contact:

Civil Rights Officer
Marin Transit
711 Grand Avenue, Suite 110
San Rafael, CA 94901
415-226-0855 or TDD 711

Marin Transit Title VI Policy Statement – Notice to the Public

Marin Transit grants all citizens equal access to its transportation services. Marin Transit is committed to ensuring that no person is excluded from participation in, or denied the benefits of its services on the basis of race, color, or national origin as protected by Title VI of the Civil Rights Act of 1964, as amended (“Title VI”).

Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint. For more information on Marin Transit’s civil rights program and the procedures to file a complaint, contact (415) 226-0855 or TDD 711, email info@marintransit.org or visit our offices at 711 Grand Avenue, Suite 110, San Rafael, CA 94901. For more information, visit www.marintransit.org/titlevi.html

If information is needed in another language, contact Marin Transit at (415) 226-0855.

Si se necesita información en otro idioma, póngase en contacto con Marin Transit al (415) 226-0855.

Marin Transit’s Title VI policy is posted at its administrative offices, at major transit hubs located in San Rafael, Marin City, and Novato, and on Marin Transit vehicles. It is also posted on the Marin Transit website at www.marintransit.org/titlevi.html

Marin Transit Title VI Complaint Procedures

If you believe that you have received discriminatory treatment by Marin Transit on the basis of your race, color, or national origin, you have the right to file a complaint with the Civil Rights Officer. The complaint must be filed no later than 180 calendar days of the alleged discriminatory incident. This document and the Title VI complaint form are available on Marin Transit website www.marintransit.org/titlevi.html

Si usted cree que ha recibido un trato discriminatorio por Marin Transit sobre la base de su raza, color u origen nacional, usted tiene el derecho de presentar una queja con el Oficial de Derechos Civiles. La queja debe ser presentada a más tardar 180 días calendario después del supuesto incidente discriminatorio alegado. Este documento y el formulario de queja del Título VI están disponibles en el sitio web de Marin Transit www.marintransit.org/titlevi.html

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud. Por favor llame al (415) 226-0855 o TDD 711.

The preferred method is to file your complaint in writing using the Title VI Complaint Form, and send it to:

Civil Rights Officer
Marin Transit
711 Grand Avenue, Suite 110
San Rafael, CA 94901

Verbal complaints will be accepted and transcribed by the Civil Rights Officer. To make a verbal complaint, call (415) 226-0855 or TDD 711.

You also have the right to file a complaint with an external entity such as the Department of Transportation (DOT), a federal or state agency, or a federal or state court. Should a complaint be filed with Marin Transit and an external entity simultaneously, the external complaint shall supersede Marin Transit complaint and Marin Transit's complaint procedures will be suspended pending the external entity's findings.

The Marin Transit Civil Rights Officer will review and investigate all Title VI complaints that are complete. Once the complaint is received, Marin Transit will review it to determine if our office has jurisdiction. The complainant will receive an acknowledgement letter informing her/him

whether the complaint will be investigated by our office. Reasonable measures will be undertaken to preserve any information that is confidential. The investigation may include a review of all relevant documents, practices and procedures as well as discussion(s) of the complaint with all affected parties to determine the nature of the problem. The investigation will be conducted and generally completed within 60 days of receipt of a formal complaint.

Based on the information received, an investigation report will be prepared by the Civil Rights Officer for submittal to the Marin Transit General Manager. On behalf of the General Manager, the Civil Rights Officer will issue one of two letters to the complainant: a closure letter or a Letter of Finding. A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed. A Letter of Finding summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member or other action will occur. Parties will have 14 calendar days from the date of the outcome letter to appeal. If the complainant wishes to appeal the decision, he or she may appeal directly to the United States Department of Transportation, the Equal Employment Opportunity Commission or the California Department of Fair Employment and Housing, as appropriate.

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

Investigation Procedures

The Civil Rights Officer will maintain a log of Title VI complaints received that shall include the date the complaint was filed, a summary of the allegations, the status of the complaint, and actions taken by Marin Transit in response to the complaint.

If requested, documents describing Marin Transit's Title VI Policy Statement and Complaint Procedures can be translated into languages other than English.

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud. Por favor llame al (415) 226-0855 o TDD 711.

Marin Transit Title VI Complaint Form

Marin Transit is committed to ensuring that no person is excluded from participation in, or denied the benefits of its services on the basis of race, color or national origin as protected by Title VI of the Civil Rights Act of 1964, as amended ("Title VI").

Marin Transit tiene el compromiso de garantizar que ninguna persona sea excluida de participar o que se le nieguen los beneficios de sus servicios sobre la base de raza, color u origen nacional, según se proteja por el Título VI de la Ley de Derechos Civiles de 1964, y sus enmiendas ("Título VI"). Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud. Por favor llame al (415) 226-0855 o TDD 711.

Please provide the following information necessary in order to process your Title VI complaint. Assistance is available upon request.

1. Complainant's Name _____
2. Address _____
3. City, State and Zip Code _____
4. Telephone Number (home) _____ (business) _____
5. Electronic Mail Address _____
6. Accessible Format Requirements? Large Print Audio Tape
 a. TDD Other
7. Person discriminated against (if someone other than the complainant)
 Name _____
 a. Address _____
 b. City, State and Zip Code _____
8. Which of the following best describes the reason you believe the discrimination took place? Was it because of your:
 a. Race _____
 b. Color _____
 c. National Origin _____
9. What date did the alleged discrimination take place? _____

10. In your own words, describe the alleged discrimination. Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. Include the date of the encounter, the route number and direction of travel, and the time the incident occurred. If you have it, include the bus number. Please use the back of this form if additional space is required

11. Have you filed this complaint with any other federal, state, or local agency; or with any federal or state court? _____ Yes _____ No

12. If yes, check all that apply: _____ Federal agency _____ Federal court _____ State agency _____ State court _____ Local agency

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

Name _____
Address _____
City, State, and Zip Code _____
Telephone Number _____

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

Complainant's Signature Date

Mail or Deliver the Completed Form to:

Civil Rights Officer
Marin Transit
711 Grand Avenue, Suite 711
San Rafael, CA 94901

List of Transit-Related Title VI Investigations, Complaints, and Lawsuits

As of April 2014, Marin Transit has not had any Title VI complaints, investigations, or lawsuits. Marin Transit will retain all records regarding any Title VI complaints, investigations, or lawsuits to track their resolution and for reporting in future Title VI Program updates.

Marin Transit Public Participation Plan

Introduction

Marin Transit's *Public Participation Plan* provides a framework of options and strategies to guide a customized, systematic, and strategic approach to public participation. Marin Transit will use this framework to identify and consider input from the general public and other stakeholders as integral to its planning, service, and project development activities. Strategies include methods that specifically address language, institutional, cultural, economic, or other barriers that may be preventing minority, low-income, and limited English proficient (LEP) populations from participating effectively in Marin Transit's decision-making process. This document complements the District's current and planned activities for reaching individuals with limited English proficiency that are described in Marin Transit's *Language Assistance Plan*.

The *Public Participation Plan* reflects and reinforces the primary goal of Marin Transit's public participation activities: *To offer an ongoing dialogue for the public to learn about a particular project or initiative while addressing their needs for language, scheduling, or locations that maximize their ability to participate.*

The concerns, issues, ideas, and needs of community members gathered through the public participation process will inform Marin Transit's outreach efforts throughout the course of a project or activity and will lead to better decisions.

The *Public Participation Plan* describes the scope of the District's approach to community participation in the course of Marin Transit planning activities, project development, and local bus service changes. The Plan details numerous communication strategies and tactics to offer early and continuous opportunities for the public to participate.

Developing Plans to Engage the Public

Marin Transit selects appropriate participation measures based on a variety of factors, including the composition of the affected population, the type of public participation process planned, input needed for the particular project or initiative, and available staffing and financial resources. Marin Transit will coordinate with community, faith-based, and social service organizations to identify stakeholders and tailor participation strategies.

Stakeholders are those who are either directly or indirectly affected by a proposed plan, project, or initiative or the resulting recommendations. Those who may be adversely affected, or who may be denied the benefits of a plan's recommendations, are of particular interest in this initial identification process. Stakeholders can include many different individuals, populations, groups, or entities: local residents, Marin Transit customers, minority and low-income persons, public agencies, private and non-profit organizations, and local businesses.

Once Marin Transit identifies the stakeholders for a project or activity, the project manager will work with them to tailor a public participation plan to maximize public outreach and participation opportunities, meet community needs, and accomplish the project goals.

Appendix A summarizes community input from May 2013 meetings held in the Canal neighborhood in San Rafael and in Marin City advising Marin Transit on providing public information and opportunities to interact with LEP populations. These included meetings with Spanish and Vietnamese speaking residents. Appendix B consists of a table of Marin Transit public outreach activities by type of service change. Appendix C provides a summary of public outreach and participation efforts conducted for major changes to the local fixed route system in Summer 2013.

The table below provides a comprehensive menu of communication and participation strategies that Marin Transit may draw from in developing these plans. Most activities and initiatives will not require use of all of these methods. With experience, Marin Transit will strive to incorporate technology advances and lessons learned from requirements of individual projects into the outreach and participation methods described in this *Public Participation Plan*.

Characteristics of Marin Local Transit Riders

According to 2012 Marin Transit passenger surveys, 72% of local fixed route riders are between the ages of 18-64. Between 2008 and 2012, the percentage of youth riders under 18 decreased from 25% to 21% of local transit riders and senior riders, those 65 and older, increased from 5% to 12%. Compared to the rest of Marin County, local riders report significantly lower income levels and a higher proportion identify as members of minorities. About 57% of Marin Transit local riders report that they earn less than \$25,000 a year, while 57% of countywide residents are at the other end of the range earning \$75,000 or more.

In the 2012 passenger survey, respondents who stated that Spanish was spoken in their homes accounted for nearly 40 percent of responses compared to 12 percent of Marin County residents. Note that while the 2012 survey response rate for most questions was relatively high, close to 30 percent of survey respondents did not respond to questions regarding race and income. Spanish-speaking residents are concentrated in the Canal neighborhood of San Rafael and in pockets of Novato and West Marin.

Within Marin Transit's service area, 23.4% of residents speak a language other than English in their home. According to the results of Marin Transit's 2012 passenger survey, 28% of local riders speak another language at home and 31.7% of local riders speak English less than very well. All of Marin Transit's vital documents are translated into Spanish. A much smaller concentration of Vietnamese residents has historically resided in the Canal neighborhood, but

have become more dispersed. Understanding the demographics and language needs of Marin County is essential to designing effective customer outreach and public participation plans. The *Marin Transit Language Assistance Plan* provides more detailed analysis of data from the US Census Bureau’s American Community Survey and the District’s passenger surveys.

Marin Transit Methods for Public Outreach and Participation

The following table describes Marin Transit’s deployment of outreach and participation strategies for ongoing and project-related activities. The table also highlights strategies that are specifically targeted to reach Spanish and Vietnamese residents.

Participation		Status	When Used
1	Project Open Houses, Workshops, and Community Meetings	Marin Transit schedules public meetings either in several areas across the County or in specific communities. Collaborates with local jurisdictions, community-based organizations, social service providers, and/or faith-based groups.	Planning Studies Service Proposals Major Service Changes
2	Website Support	Trip planning information, Public Notices, and language assistance available on www.marintransit.org	Passenger Information Service Changes Participation Opportunities
3	Media Relations and Non-English Speaking Residents	Marin Transit publishes announcements in Spanish Language newspapers and utilizes communication channels from partner organizations.	Planning Studies Service Proposals Title VI Outreach
4	Community Events	Marin Transit has a calendar of public events that it participates in as sponsors, for specific projects, or for ongoing activities.	For ongoing outreach, to solicit input, and educate on transit options
5	Community Organizations	Marin Transit partners with a variety of community, advocacy, and social service organizations to conduct outreach.	Ongoing coordination Assistance on outreach to specific populations and communities
6	Flexible Public Participation Opportunities	Decisions are made in collaboration with community-based organizations	For ongoing input and for feedback on specific projects or service change proposals.
7	Identifying affected populations with limited English proficiency (LEP)	Ongoing implementation as described in the <i>Marin Transit Language Assistance Plan</i> .	To understand communication needs and tailor information and services.

	Participation Method	Description	When Used
8	Translation Assistance	Customer assistance from Marin Transit's primary service provider is available in 150+ languages.	For customer service and information provided by phone and in person
9	Multilingual Information Materials	Used to reach target populations speaking Spanish or Vietnamese & outreach activities in Spanish-speaking neighborhoods	Schedule & Passenger Information Service Updates Planning Studies Service Change Proposals Major Service Changes
10	Street Level & On the Bus Direct Communication	Street level outreach informs customers, residents, and businesses of on-going activities, and directly engages the public.	Surveys Service Updates Planning Studies Service Change Proposals Major Service Changes
11	Social Media	Marin Transit has developed and posted information via videos and social media and is considering how to increase use.	Ongoing communications Advertise activities and meetings Solicit input
12	Community Advisory Groups	Used as appropriate for projects & studies, including needs assessments. The District also has an ongoing Paratransit advisory group that meets every other month and a Mobility Management Council that meets quarterly.	Planning Studies Transit Needs Assessments Input on Design and Delivery of Services & Programs for Senior and Disabled Residents
13	Public Notices and Legal Notices	Marin Transit publishes and distributes all public and legal notices in English and Spanish.	Public Meetings Public Hearings Service Change Notices
14	Outreach to Community-based Organizations for DBE Programs	Marin Transit develops and presents educational workshops and outreach activities as a member of the region's Business Outreach Committee.	Invite input on District DBE programs and participate in regional educational programs
15	Email Communications	Marin Transit maintains and augments email lists for specific projects and for overall notifications and announcements	Updates on activities Advertise meetings Specific Project or Service related changes or updates

	Participation Method	Description	When Used
16	Marin Transit Board of Directors Meetings	Board meetings are generally held on the third Monday of the month. Language assistance is available on request with 72 hours advance notice.	Board has regularly scheduled meetings open to the public throughout the year. Public hearings are typically held during regular meetings.
17	Passenger Advisory Groups	Marin Transit participates in Golden Gate Transit's Bus Passenger Advisory Committee, and will consider implementing a Marin Transit Passenger Advisory Committee.	To obtain feedback on services and programs and to discuss the status of ongoing activities and special projects
18	Mobility management travel training programs	Offered through Marin Transit's <i>Marin Access</i> mobility management programs.	Scheduled throughout the year and conducted across Marin County in partnership with community centers, social service organizations, churches, and senior facilities
19	Metropolitan Transportation Commission's Public Participation Plan	For additional outreach and participation in regional planning, Metropolitan Transportation Commission (MTC) maintains a regional Public Participation Plan.	For regional plan updates & surveys, studies, and projects affecting Marin County

The methods and strategies outlined in this table are described in more detail below, with a section dedicated to each. In addition to these public participation strategies, Appendix B lists public outreach and notification activities organized by major, minor, and routine service changes.

Project Open Houses, Workshops, and Community Meetings

Publicly noticed project open houses and community meetings provide stakeholders with the most current information in an interactive setting. These may consist of brief presentations with brainstorming discussions, full project or service proposal reviews, or small informational sessions. Workshops solicit input from the community early in the planning phases of any potential change and at key decision points. Workshops may use exercises or breakout groups to generate ideas and feedback. Public forums provide the community with an opportunity to hold a community discussion on proposed and planned changes. Marin Transit compiles any comment cards, meeting notes, and written statements to document public input and present

to the Board of Directors. Staff provides information to participants on upcoming public meetings, resources on the Marin Transit website, and how to contact the project manager.

Marin Transit works with community partners to leverage already-scheduled meetings in low-income, minority, and LEP communities to integrate public participation efforts into existing community and neighborhood activities.

Marin Transit's public meetings are held at locations that are transit and Americans with Disabilities Act (ADA) accessible, and they may be scheduled at various times of the day and on Saturdays to accommodate working families, individuals, and seniors. Marin Transit staff will continue to work with community-based organizations and other partners when scheduling these events to meet the needs of particular communities. Convenient and accessible locations, facilities, and meeting times maximize opportunities to provide input.

Website Support

Marin Transit provides project updates and information on how to provide input on its website, www.marintransit.org. The general public learns about the purpose of the project, the communities it will serve, project timeframes, and community engagement. Marin Transit will dedicate web pages for service changes, with links to electronic files of printed materials, updating current material to reflect service changes and calendars of upcoming participation events, public forums, and workshops. Links may also be provided in various organizations' e-newsletters. Information includes tables that list changes, new route maps, a travel planner, information regarding service changes on the pages of the affected routes, a rider alert at the top of the home page, and contact information to reach Marin Transit staff.

Marin Transit's website provides access to detailed information on services and programs, service updates, its Short Range Transit Plan, ongoing activities, completed projects, and Board of Director agendas and packets. Marin Transit's website supports feedback and comments, use of interactive maps, trip planning, and real time transit information for Community Shuttles and the West Marin Stagecoach. Web activities may include reaching out to Marin organizations, along with requests to have Marin Transit web page links on their websites. Google Translate allow visitors to instantly translate the website content into 14 languages including Spanish, Vietnamese, and Chinese.

Media Relations and Non-English Speaking Residents

Press Releases and media events disseminate project and District activity information and accomplishments to local, national and trade media outlets. Marin Transit uses a variety of available resources including media contact lists, website, and social media to communicate with the general public. The media strategy incorporates written press releases, interviews,

events, and, as appropriate, television and radio talk and call-in shows. Based on LEP-related focus group feedback, participants listed Spanish language broadcast media (radio, TV) and newspapers as preferred methods for outreach. These are tools that will be utilized where appropriate and as circumstances and resources allow. Appendix A of this plan summarizes the feedback obtained in meetings held with Spanish and Vietnamese speaking residents in 2013.

Community Events

Marin Transit staff participate in community events throughout the County to establish a presence, promote programs, and interact with residents. Outreach includes information tables at Earth Day Marin and other environmental forums, community open houses throughout the County, community health and wellness events, farmers markets, and low-income housing and job fairs. At these events, Marin Transit staff and community organization partners provide information on Marin Transit services and programs, answer questions, assist with trip planning, and obtain input from riders and the public.

Community Organizations

Marin Transit staff identifies and engages with individuals, institutions, community and faith-based organizations with low-income, minority and/or LEP constituents to ensure they understand program and service proposals and to listen and respond to their concerns. Marin Transit has established relationships with Homeward Bound, Grassroots Leadership Network, Asian Advocacy Project, and Community Action Marin to organize and conduct outreach activities and community meetings to discuss services and programs.

Flexible Public Participation Opportunities

Marin Transit staff varies the size and format of meetings depending on the community's needs. A community meeting with the local member of the Board of Directors, for example, will differ in size and format from a gathering of a neighborhood group in the impacted area. Communications announcing public participation opportunities are tailored to reach a particular community or affected population.

Where appropriate, Marin Transit distributes surveys to solicit input from the public via the Marin Transit website, mailed out, given out at bus stops and on board buses, or administered by staff. Comment forms solicit input from the public in addition to or in place of conducting surveys. These forms can be distributed in a variety of ways including stocking them on buses, at transit centers, at community centers, and having them seat-dropped on vehicles. Staff may also distribute them in person at community events, on buses, and at bus stops. Marin Transit stocks comment cards in English and Spanish on all of its vehicles.

A phone line is provided for passengers to ask questions about proposed service changes or for scheduled service changes before and after those changes are to take place. Phone contact is

also a method for obtaining feedback regarding service changes. Marin Transit provides bilingual phone support in English and Spanish and coordinates with partners, community organizations, and stakeholders to make the phone number available to both current and potential riders.

Translation Assistance

As appropriate, Marin Transit will host community meetings with translation assistance provided by bilingual Marin Transit staff, external translators, or community members. Comment cards are provided, and staff follow-up on commentators' specific requests and complaints through investigation and additional discussions. In-person language assistance in Spanish is available at Marin Transit's offices or via telephone.

Multilingual Information Materials

Marin Transit develops and publishes schedules, information sheets, and brochures in Spanish and English in addition to public information materials on current and upcoming projects. Materials can include fact sheets, Frequently Asked Questions, and flyers. These may be updated based on feedback and questions from the general public. As appropriate, materials are translated and posted on www.marintransit.org, disseminated at public events, and distributed via postings inside transit vehicles, at major transfer locations, and in shelters. Information is also distributed by email blast to community outreach partners, stakeholders, and interested individuals. Depending on the document, the project scope, and the potential impact on LEP populations, materials may be translated into other languages as required.

Presentations and Visual Aids

To support effective communications with the public, Marin Transit project staff will use various illustrative visual aids as appropriate and as circumstances allow. These may include drawings, charts, graphs, photos, maps, and how to access trip planning and real time information on the internet. Staff often uses PowerPoint presentations at community meetings, which can be translated as needed.

Street Level and On Board the Bus Outreach

There are Marin Transit customers and Marin County residents that may have no interest or ability to participate in a meeting or review information on a website. Street level outreach attempts to capture the opinions and needs of these stakeholders. This includes knowledgeable Marin Transit staff and community outreach ambassadors engaging in conversations, providing information, and recording comments. For specific study areas, project staff may engage residents, businesses, and customers that live and conduct business along the route to inform, administering surveys, build support and address concerns or ideas. This includes getting on the agenda of local neighborhood meetings, which offers an additional opportunity to invite participation in ongoing outreach efforts. This form of outreach can be

particularly effective for reaching those that are not likely to read printed material or use the Marin Transit website. The scale of in-person activities will be conducted based on the requirements of the specific project or activity, the availability of staff or community partners, or if there are major service changes planned.

Social Media

Marin Transit will attempt to reach out to those who are unable to attend, or do not regularly participate in, traditional public meetings and board hearings. Through its annual outreach and marketing activities, the District is preparing to bolster its social media presence through Facebook, Twitter and YouTube to encourage participation. For those who can participate in person, an online and social media presence provides for two-way communication between meetings, strengthens the dialogue, and supports a transparent planning process.

Community Advisory Groups

Through consultation with stakeholders, Marin Transit develops project-based community advisory groups that provide input and feedback as a project or study is designed and implemented. Groups consist of stakeholders and members of various communities, organizations, backgrounds, and interests that provide input to the Transit District on specific programs or projects. Marin Transit has benefited from working with community advisory groups in the development of transit needs assessments in West Marin, Novato, and on the Tiburon peninsula. The District strives to schedule group meetings during times and in locations that maximize stakeholder participation.

Public Notices and Legal Notices

In addition to information materials, Marin Transit staff may use other forms of public advertisement to notify the public of important project or service-related information on bus shelters, at bus stops, inside or outside transit vehicles) as well as in English and Spanish newspapers in general circulation. Marin Transit will post rider information signage on its vehicles based on the needs of the outreach campaign and those affected. On Marin Transit services operated by Golden Gate Transit, the two Districts work together to coordinate placement for signage in English and Spanish.

Community-Based Organizations and Contractor Outreach

Outreach to contractors and community-based organizations regarding Marin Transit's Disadvantaged Business Enterprise (DBE) programs provides information about opportunities to bid and compete for upcoming contracts. Marin Transit collaborates with DBE officers in transit agencies across the Bay Area, as members of the Business Outreach Committee (BOC), to develop and stage four outreach and educational events each year. Events and workshops are in addition to the BOC's quarterly newsletter and announcements of upcoming contract opportunities. 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.

Email Communication

Project-specific email blasts facilitate communication and feedback from the public. Email blasts may be used to communicate with community-based organizations, stakeholders, advocacy groups, merchants' organizations, neighborhood groups and other interested individuals. Marin Transit also maintains a general email lists consisting of those who have indicated they wish to be notified of general Marin Transit news and outreach activities. The public can notify Marin Transit of their interest via the marintransit.org website, by phone, in person, by mail, and at meetings.

Board of Directors' Meetings

Agendas are available 72 hours prior to the Board meetings and are posted at Marin Transit's office in San Rafael and on marintransit.org. Additional Board information is available at Marin Transit offices, where Spanish language assistance is available. Board meetings that involve fare and service changes are advertised on a broader scale. Meeting times are communicated via bilingual notices posted in transit vehicles, at shelters, and at major transfer hubs (San Rafael Transit Center, Marin City, San Anselmo, and Downtown Novato). Radio ads and media placements in English and in Spanish language newspapers are utilized where appropriate and as resources allow. All Marin Transit Board meetings have a public comment period, and translators are available on 72-hour request. Meetings are held in the Marin County Civic Center, which is easily accessible by transit. Regular Marin Transit Board meetings streamed on the Internet and archived on the District's website www.marintransit.org. Board agendas, staff reports, and meetings minutes are also available at marintransit.org.

All Board meeting agendas include the following notice:

All County public meetings are conducted in accessible locations. Copies of documents are available in accessible formats upon request. If you require American Sign Language Interpreters, Assistive Listening Devices or other accommodations to participate in this meeting, you may request them by calling (415) 226-0855 (voice) or contact the California Relay Service by dialing 711 to connect to the telephone listed above. Requests must be received no less than four working days prior to the meeting to help ensure availability. For additional information, visit our website at <http://www.marintransit.org>.

Passenger Advisory Groups

Marin Transit actively participates in Golden Gate Transit's Bus Passenger Advisory Committee, and will consider implementing a Marin Transit Passenger Advisory Committee in addition to working with community advisory groups.

Mobility Management Travel Training Programs

Marin Transit's travel training consist of training for senior, disabled, and low-income residents (also in Spanish and Vietnamese) on how to use the fixed route bus system and navigate paratransit & mobility alternatives. As part of the District's Marin Access Program, training is provided via group presentations and question and answer sessions on all the different transportation options available to them in Marin, as well as "travel tours" with a guide in which small groups (3-5 people) experience riding the public bus first-hand. Marin Transit maintains a clearing house of information on all its mobility management program options via a Marin Access Travel Navigators call center. The center provides personalized eligibility and information on Marin Access programs and other transportation available in Marin and an interactive website, www.marinaccess.org

Metropolitan Transportation Commission (MTC) / Public Participation Plan

The MTC 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 representing the demographic composition of individual Bay Area communities. MTC conducts limited outreach to community-based organizations in minority/low-income areas and provides grants throughout the region to help fund outreach activities, recruitment efforts for meeting participation, and meet language assistance needs via translators and production of multilingual documents. Marin Transit is included as part of MTC's regional working group collaborating to address Title VI guidance on public outreach and participation strategies.

Public Participation in Major Service and Fare Changes

This section describes Marin Transit's process for soliciting and considering public comment prior to implementing a major service, as defined in the District's Policy on Major Service Changes, or fare change. If the service changes trigger a public hearing process, the Board of Directors sets a public hearing date for a future meeting. Once published notice has been provided and a meeting agenda posted, Marin Transit may consider the major service change at a regular or special meeting. Language assistance at Board of Director's meetings, such as oral interpreters, is provided if 72 hours advance notice is given. Minutes from the meeting are available to the public on Marin Transit's website. Comments from the public received by letter, phone, email, and at public meetings concerning the proposed service or fare change are provided as an attachment to the staff report for the Board of Directors and for public review. At a Board meeting, 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 Marin Transit Board 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.

To provide sufficient notice of upcoming hearings, the Board of Directors shall designate the time and place for public hearings at least 28 days in advance of the proposed hearing date, unless more notice is required by law. Unless otherwise required by law, the Board may provide for minor modifications to the 28-day advance notice requirements in those situations when a finding can be made that such modification will not diminish fulfilling the public notice procedures outlined below.

Legal Publication of Notice and Additional Outreach on Public Hearings

Once the Board has decided to hold a public hearing, notice of the public hearing shall be prepared to include a general, brief explanation of the matter to be considered and the date, time and location of the public hearing.

Notice of the time and place of the meeting shall be published twice in a newspaper of general circulation within Marin County that is regularly published at least once a week. As a general rule, the first publication shall occur not less than 21 days prior to the hearing and the second publication shall occur not less than 7 days prior to the public hearing but not less than 5 days after the first publication. Shorter notice may be given when permitted by law and when financial, operational or scheduling considerations make it infeasible to provide 21 days' advance notice.

If more than one hearing is held in connection with implementing a new fare, raising an existing fare or implementing a major adjustment in transit service, a notice shall be published in a newspaper of general circulation within Marin County of the time and place of the second or succeeding hearing(s) at least 10 days in advance of the second or succeeding hearing(s).

Notices of public hearings shall be sent to City Councils, Boards of Supervisors, or School Districts that oversee areas affected by the subject of the public hearing or other public agencies as determined by the General Manager.

Marin Transit 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. Marin Transit will provide information about proposed fare or major service changes on its website, and may provide notification in one or more of the following ways as appropriate:

- Posting meeting notices on transit vehicles used by affected riders;
- Posting meeting notices at transit stops;
- Notification through the District's email distribution list and publicizing the hearing on the District's web site;
- Direct mail notices to neighborhoods that may be affected by the subject of the public hearing;
- Publications in newspapers to specific groups or neighborhoods that may be affected by the subject of the public hearing;
- Publishing meeting notices in neighborhood papers or Spanish language newspapers;
- Sending meeting notices to identifiable affected groups;
- Circulating an attendance sheet at the meeting to create a contact list;
- Sending letters to names on contact lists including revised versions of the original proposal along with information regarding upcoming Marin Transit Board meetings;
- Using public service announcements for radio and public access TV (when circumstances dictate and resources allow);
- Issuing a press release; and
- Display advertisements in local newspaper(s) in the affected areas.

Identifying Lessons Learned

Marin Transit will evaluate individual project-based outreach and public participation efforts to determine what methods are most effective, particularly with regard to obtaining input from members of affected minority and limited English proficient communities. Comment cards or surveys will be provided at all Marin Transit community meetings to gather input, feedback, and suggestions that will also address how to improve the District's outreach activities.

Keeping the Public Participation Plan Up-to-Date

The District will update this *Public Participation Plan* at a minimum every three years for its effectiveness and relevance based on changing demographics, new technologies, updated guidance, and the requirements and needs of particular projects, among other factors. The Plan is a living document that requires Marin Transit to continue its commitment to reach out to minority and low-income communities by sharing this Plan with those populations, asking for feedback and new ideas, and staying connected with stakeholders who represent those populations as an ongoing activity of the District.

APPENDIX A – Community Input on Outreach Strategies

Community input from meetings held in May 2013 on how Marin Transit should provide public information under the Title VI Program

- At bus stops
- On buses
- As part of regularly scheduled community or group meetings
- Flyers - specifically at Mi Pueblo Market in San Rafael's Canal Neighborhood
- Radio (93.3 - Univision, 98.3 - LPFM in the Canal and KPFA in Spanish)
- TV - Channel 29 with subtitles, Channels 15, 14, 48, Telemundo
- Newspapers that local residents read in addition to the Marin Independent Journal – including La Voz Spanish language newspaper and the Marin County Post (an East Bay paper with a Marin City circulation).
- Parents groups, Canal Welcome Center, Canal Alliance, Community Action Marin, Asian Advocacy Project, Marin Grassroots/Legal Aid, District-level English Learner Advisory Committee (DELAC)/EZAC
- Handouts - large print
- People walking through the area with leaflets
- Personal interactions at places of worship, ethnic markets, community welcome centers, community events, and school-related groups.

APPENDIX B – Marin Transit Public Outreach Activities by Type of Service Change

	Major	Minor	Routine
Outreach Activities			
Press Releases	x		
Bus Stop Signage	x	x	
Interior Bus			
Signage/Information	x	x	x
Major Transit Hub Signage	x	x	
Brochures	x		
Display Ads	x	x	
Mailing Campaigns	x		
Legal Notices for Public			
Hearings	x		
Email Notifications	x	x	x
Marin Transit Website			
Content	x	x	x
Public Forums	x	x	
Community Workshops	x		
On the Ground Staff	x		
Passenger Surveys	x		
Comment Forms	x	x	x

APPENDIX C – Marin Transit’s Public Outreach Campaign for August 2013 Service Changes

The August 2013 Marin Transit service changes were a direct result of extensive public outreach activities conducted as part of the Novato and Tiburon Transit Needs Assessments Studies. Marin Transit conducted these studies beginning in 2011 and through early 2013 with several rounds of community and stakeholder meetings, public workshops, surveys, and outreach events. The public also provided input on the service changes as part of Marin Transit’s Title VI workshops in May 2013 and at monthly Marin Transit Board of Directors meetings.

With an emphasis on reaching current riders, staff developed and implemented an outreach campaign to inform and educate riders. This appendix describes the methods of communication and documents the extent of the effort. Marin Transit and/or partner organization staff engaged with community members in person at bus stations, on buses, or at community events. Activities included surveying, passing out brochures, giving presentations, or providing information and answering questions. Community events included food pantries, churches, parks, farmer’s markets, and community centers. Representatives attended 20

events throughout the County. Criteria for deciding where to conduct public outreach included: the potential for contact with current riders, areas that were going to be affected by service changes, and locations where Marin Transit could likely draw more new riders to its services. On the ground representatives also setup booths and tables where they answered questions and handed out printed materials. Depending on the location or the bus route, Marin Transit assigned Spanish-speaking staff who wore buttons that identified them as Spanish speakers.

Staff rode bus and shuttle routes for two weeks before and one week after the service changes were in place to answer questions and distribute fliers and brochures. Staff stationed at bus stops answered questions, informed riders of the changes coming to that particular bus stop and provided printed materials. As needed, staff provided comment forms for input related to the service changes. Staff were located Marin City, at the San Rafael Transit Center, at Kerner & Larkspur and Medway & Mill in the Canal District, Redwood & Grant and Enfrente & Salvatore in Novato, and at Strawberry Village.

Website Content

Google Analytics shows that visitors accessed Marin Transit's service changes web page by clicking links on 21 different sites. Google provides instant translation of Marin Transit's website into 14 languages. As of August 12th, the website service changes page had 2,440 overall hits and 2,006 unique hits.

Press Coverage

Ran printed advertisements for service changes in ten publications, with a total of 18 ads printed, throughout Marin County consisting of:

- Avance (August issue) – Spanish language
- Impulso News (August Issue) –Spanish language
- Bay Crossing (August and September issues)
- Marin Independent Journal (July 31st, August 3rd, & August 4th issues)
- Pacific Sun (July 26th issue)
- Point Reyes Light (July 25th & August 1st issues)
- Novato Advance (July 24th & July 31st issues)
- Marin Scope (July 24th & July 31st issues)
- Tiburon Ark (July 24th & July 31st issues)
- West Marin Citizen (July 25th & August 1st issues)

Email Notifications

For the 2013 service changes emails were sent out to the 1606 subscribers of Marin Transit News 12 days before service changes went into effect.

On Board Buses

Representatives rode new bus routes and also routes that would be affected by service changes. Routes Rode by Representatives: 19,22,23,28,29,35,51,219,251,257, and 259
Total Hours on buses by Representatives: 152 hours total/63 hours by bilingual workers

Marin Transit Surveys at Bus Stops

Bilingual representatives surveyed passengers at bus stops for a total of 169 hours/ 83.5 hours. Stops included: Marin City, San Rafael Transit Center, Kerner & Larkspur and Medway & Mill in the Canal Neighborhood of San Rafael, Redwood & Grant and Enfrente & Salvatore in Novato, and Strawberry Village.

Phone Hotline

During the 2013 service changes, Marin Transit promoted a dedicated phone number to answer questions regarding service changes. The phone number was provided on Marin Transit and Golden Gate Transit brochures and on signage, on board buses, and at transit hubs. Marin Transit dedicated staff for answering service change related calls in both English and Spanish. The service changes hotline opened three weeks before the service changes went into effect and over the course of six weeks received 192 calls.

Community Events

Staff attended 20 events throughout the county. Total hours worked were 66 hours at events by Marin Transit staff and Homeward Bound workers including outreach in Spanish.

Marin Transit held outreach events at the following locations:

- | | |
|---|----------------------------------|
| ▪ Civic Center Farmer's Market | ▪ Aim High Marin |
| ▪ Pickleweed Park in the Canal Neighborhood of San Rafael | ▪ Northgate Mall |
| ▪ Al Boro/Pickleweed Community Center | ▪ Homeward Bound Voyager Carmel |
| ▪ Canal Alliance Food Pantry | ▪ Novato Human Needs Food Pantry |
| ▪ Sons in Retirement | ▪ St. Vincent de Paul Society |
| ▪ Homeward Bound | ▪ Novato Farmer's Market |
| ▪ Monthly Planning Directors' Meeting | ▪ Atria Senior Living |
| ▪ Marin Grassroots | ▪ Fireside Lounge |
| ▪ Marin Community Clinics | ▪ Ritter Center |
| ▪ Friday Nights on Main (Tiburon) | ▪ College of Marin |

Printed Materials

For recent service changes, posters were placed at bus stops and transit hubs. Some included the date changes would be occurring, a phone number to learn more about the changes, an email address, and a web address for information about where and when representatives would be available to answer questions. Other posters were placed where bus service was changing or being discontinued and informed riders of their transit alternatives.

Materials included:

- *Dedicated Guide to Service Changes* – 5,000 English printed and 3,000 Spanish printed for a total of 8,000. After mid-August, 489 English and 225 Spanish copies remained.
- Guides for transit services in Novato and for the Canal neighborhood in San Rafael

Marin Transit

Language Assistance Plan

**Improving Access to Transit Services for
Persons with
Limited English Proficiency in Marin County**

Language Assistance Plan - Improving Access to Transit Services for Persons with Limited English Proficiency in Marin County

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Attachment 2 - Comments from May & June 2013 public workshops and meetings

1. Introduction

The *Marin Transit Language Assistance Plan* is a plan for meeting the needs of persons with Limited English Proficiency (LEP). The plan addresses the responsibilities of Marin Transit as a recipient of federal financial assistance to provide meaningful access to transit services, programs, and activities for individuals with limited English language skills. Marin Transit has prepared this plan in accordance with Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d, et seq, and its implementing regulations, which state that no person shall be subjected to discrimination on the basis of race, color, or national origin.

Federal Executive Order 13166, titled *Improving Access to Services for Persons with Limited English Proficiency*, states that differing treatment based on a person's inability to speak, read, write, or understand English is a type of national origin discrimination. The Executive Order directs each federal agency to publish guidance clarifying the obligation of their respective recipients to ensure that such discrimination does not take place. Marin Transit receives federal assistance through the U.S. Department of Transportation.

2. Plan Summary

Marin Transit developed this LEP Plan to identify reasonable steps for providing language assistance to persons with limited English proficiency to access services and programs provided by the District. As defined in Executive Order 13166, LEP persons are those who do not speak English as their primary language and have limited ability to read, speak, write, or understand English.

This LEP plan provides a summary of the demographic characteristics of Marin County and current Marin Transit riders, outlines how to identify a person who may need language assistance, the ways in which Marin Transit may provide assistance, staff training that may be required, and how the District will notify LEP persons that assistance is available.

3. Marin Transit's Service Area and Demographics

There are eleven incorporated cities and towns within Marin County. Table 1 presents and compares current demographic and population data for Marin County using the various U.S. Census Bureau estimates, including the 2000 and 2010 decennial census and the 2008-2010 American Community Survey. This data includes a summary of the total population of the County and State and is not limited to bus riders.

Marin Transit provides local transit services and programs for trips that begin and end in Marin County. Another provider, Golden Gate Bridge, Highway, and Transportation District, provides the regional services between Marin, San Francisco, Alameda, and Sonoma Counties. These include a network of commute only bus services from Marin neighborhoods to downtown San Francisco, all day service along Highway 101, and passenger ferries that originate in Larkspur

and Sausalito. Golden Gate Transit passenger surveys (last conducted in 2008) indicate that regional bus and ferry riders have a significantly different demographic profile than that of Marin local transit riders.

Table 1: Demographic Overview of Marin County (ethnicity, language spoken at home, and education)

	Marin Co.	%	California	%
2010 Total Population ⁽¹⁾	252,916		36,756,666	
2000 Total Population ⁽²⁾	247,289		33,871,650	
Population, percent change, 2000 to 2010	1.60%		8.50%	
Population, percent change, 1990 to 2000	7.50%		13.60%	
<i>Ethnicity</i>				
White persons, 2010 ⁽¹⁾	183,830	72.8%	14,956,253	40.2%
Black or African American persons, 2010 ⁽¹⁾	6,621	2.6%	2,163,804	5.8%
American Indian and Alaskan Native persons, 2010 ⁽¹⁾	531	0.2%	162,250	0.4%
Asian persons, 2010 ⁽¹⁾	13,577	5.4%	4,775,070	12.8%
Native Hawaiian and Other Pacific Islander persons, 2010 ⁽¹⁾	436	0.2%	128,577	0.4%
Persons reporting some other race, 2010 ⁽¹⁾	1,034	0.4%	85,587	0.2%
Persons of Hispanic or Latino origin, 2010 ⁽¹⁾	39,069	15.5%	14,013,719	37.6%
Persons reporting two or more races, 2010 ⁽¹⁾	7,311	2.9%	968,696	2.6%
<i>Language and Education</i>				
Language other than English spoken at home, age 5+, 2010 ⁽³⁾	55,366	23.4%	14,940,924	43.4%
High school graduates, pct. of persons age 25+, 2010 ⁽³⁾	169,512	91.2%	19,172,357	80.6%
Bachelor's degree or higher, pct. of persons age 25+, 2010 ⁽³⁾	101,080	54.8%	7,136,113	30.0%
<i>Land Facts</i>				
Land area (square miles)	519.8		155,959	
Persons per square mile, 2000	486.6		235.7	

Source: (1) U.S. Census Bureau, 2010, Summary File 1, (2) U.S. Census Bureau, 2000, Summary File 1, (3) U.S. Census Bureau, 2008-2010 American Community Survey

4. LEP Four Factor Analysis

To prepare this plan, Marin Transit undertook the U.S. DOT four-factor LEP analysis that considers the following factors:

1. The number or proportion of LEP persons in Marin County who may be served by or are likely to encounter a Marin Transit program, activity, or service.
2. The frequency with which LEP persons come in contact with Marin Transit programs, activities, or services.

3. The nature and importance of Marin Transit's programs, activities, or services provided to the LEP population.
4. The resources available to Marin Transit and overall cost to provide LEP assistance.

A summary of the results from the four-factor analysis is provided in the next section.

4.1 The number or proportion of LEP persons in Marin County who may be served by or are likely to encounter a Marin Transit program, activity, or service

Marin Transit utilized 2012 American Community Survey estimates to identify demographic characteristics of Marin residents with regards to ability to speak English (Table 2) and on specific languages spoken at home (Table 3). Note that the survey data on the ability of Marin County residents to speak English is provided by language groups and not by specific languages. The combination of the two tables is needed to provide a more precise picture of the potential needs of limited English residents of the County.

Table 2: Nativity by Language Spoken at Home by Ability to Speak English for Population Age 5 & over

Marin County, California	Estimate	Margin of Error
Total:	242,433	+/-423
Native:	192,001	+/-3,099
Speak only English	171,781	+/-3,633
Speak Spanish:	12,794	+/-1,936
Speak English "very well"	10,394	+/-1,664
Speak English "well"	1,426	+/-621
Speak English "not well"	974	+/-534
Speak English "not at all"	0	+/-197
Speak other Indo-European languages:	5,412	+/-1,444
Speak English "very well"	4,904	+/-1,425
Speak English "well"	427	+/-317
Speak English "not well"	81	+/-93
Speak English "not at all"	0	+/-197
Speak Asian and Pacific Island languages:	1,689	+/-518
Speak English "very well"	1,457	+/-499
Speak English "well"	232	+/-178
Speak English "not well"	0	+/-197
Speak English "not at all"	0	+/-197
Speak other languages:	325	+/-327
Speak English "very well"	103	+/-128
Speak English "well"	27	+/-50
Speak English "not well"	195	+/-312
Speak English "not at all"	0	+/-197
Foreign born:	50,432	+/-3,080
Speak only English	12,221	+/-2,037
Speak Spanish:	20,634	+/-2,043
Speak English "very well"	6,134	+/-1,624
Speak English "well"	5,819	+/-1,117
Speak English "not well"	6,754	+/-1,569
Speak English "not at all"	1,927	+/-786
Speak other Indo-European languages:	10,820	+/-1,715
Speak English "very well"	7,270	+/-1,446
Speak English "well"	2,981	+/-942
Speak English "not well"	468	+/-354
Speak English "not at all"	101	+/-135
Speak Asian and Pacific Island languages:	5,749	+/-1,147
Speak English "very well"	2,597	+/-854
Speak English "well"	2,013	+/-881
Speak English "not well"	900	+/-503
Speak English "not at all"	239	+/-231
Speak other languages:	1,008	+/-612

Speak English "very well"	513	+/-441
Speak English "well"	445	+/-415
Speak English "not well"	50	+/-90
Speak English "not at all"	0	+/-197

Source: U.S. Census Bureau, 2012 American Community Survey 1-Year Estimates (B16005)

Table 3: Language Spoken at Home for Marin Residents Age 5 & Over

	Estimate	Margin of Error
Total:	242,433	+/-423
Speak only English	184,002	+/-3,676
Spanish or Spanish Creole	33,428	+/-2,438
French (including Patois, Creole, Cajun)	2,327	+/-963
German or other West Germanic languages	3,392	+/-1,127
Slavic languages	1,826	+/-768
Other Indo-European languages	8,687	+/-1,924
Korean	1,081	+/-656
Chinese	1,691	+/-654
Vietnamese	789	+/-520
Tagalog	1,013	+/-468
Other Asian and Pacific Island languages	2,864	+/-1,257
Other and unspecified languages	1,333	+/-795

Source: U.S. Census Bureau, 2012 American Community Survey 1-Year Estimates

According to the U.S. DOT Safe Harbor Provision, Marin Transit must provide written translation of vital documents for each eligible LEP language 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 by the District. This requirement does not affect the requirement to provide meaningful access to LEP individuals through competent oral interpreters where oral language services are needed and are reasonable. Using the data provided in Tables 2 and 3, Marin Transit is required to ensure that vital documents are professionally translated into Spanish.

Table 4 presents key demographic data for transit riders who use local fixed route, rural, and paratransit services, and compares this data to the demographics of the County as a whole. Most (72%) local fixed route riders are between the ages of 18-64. Between 2008 and 2012,

the percentage of youth riders under 18 decreased from 25% to 21% of local transit riders and senior riders, those 65 and older, increased from 5% to 12% of riders.

The comparison highlights significant differences in transit riders from the average Marin County resident in income and race. Compared to the rest of the County, Marin Transit local riders have a significantly lower income level and have a lower proportion of riders identifying themselves as Caucasian/White users. In 2012, about 57% of Marin Transit local riders earn less than \$25,000 a year, while the majority of countywide residents (57%) are at the other end of the range earning \$75,000 or more.

In Marin Transit's 2012 passenger survey, respondents who stated that Spanish was spoken in their homes accounted for nearly 40 percent of responses compared to only about one-eighth or 12 percent of Marin County residents. Table 2 summarizes 2012 survey responses by age, gender, and race. While the 2012 survey response rate for most questions was relatively high, close to 30 percent of survey respondents did not respond to questions regarding race and income.

A detailed breakdown of the 2012 passenger survey results for language spoken at home other than English is provided in the tables in Attachment 1. The selected questions from the survey in the attachment include:

- What language do you regularly speak in your home?
- How well do you speak English?
- Are you of Hispanic, Latino, or Spanish origin?
- Ethnic Background

Table 4: Demographic Overview of Local Transit Riders Compared to Marin County

	2008 Survey (1)	2012 Survey (2)	2010-11 Census (3) (4)
Under 18 years old	25%	21%	21%
Between 18 and 65 years	70%	72%	63%
65 years and older	5%	12%	17%
Female	46%	49%	51%
Male	54%	51%	49%
Under \$25,000	61%	57%	13%
\$25,000 to \$49, 999	18%	20%	16%
\$50,000 to \$74,999	8%	7%	14%
\$75,000 or more	13%	16%	57%
White	36%	39%	73%
Black/African American	9%	7%	3%
American Indian/Alaska Native	<i>n/a</i>	1%	<1%
Hispanic/Latino	49%	43%	16%
Asian	8%	5%	5%
Native Hawaiian/Pacific Islander	<i>n/a</i>	1%	<1%
Other	5%	4%	3%
No Vehicle Available	--	32%	2%
Language other than English Spoken at Home			
Spanish	--	39%	12%
Other	--	9%	11%

(1) 2008 Marin Transit System-wide Onboard Survey, (2) 2012 Marin Transit System wide Onboard Survey, (3) U.S. Census Bureau, 2010, Summary File 1, (4) U.S. Census Bureau, 2008-2010 American Community Survey

In Spring 2013, Marin Transit conducted Title VI outreach workshops with members of Marin's Latino and Vietnamese communities to gather input to identify appropriate methods to communicate, inform, and obtain input from residents with limited English proficiency. A summary of these public comments is provided as an attachment to the LEP Plan. Also in 2013, Marin Transit received a grant to develop and implement programs to reach Marin County residents with limited English to educate them on options under the District's Marin Access Mobility Management Program available to senior, disabled, and low income residents. This program is described in further detail in Section 6 of this document.

The Census Bureau has defined two classifications of how well people speak English. The classifications are: 1.) People that speak English "very well," and 2.) People that speak English "less than very well."

Within Marin Transit's service area, 23.4% of residents speak a language other than English in their home. According to the results of Marin Transit's 2012 Passenger Survey, 28% of local riders speak another language at home and 31.7% of local riders speak English less than very well.

4.2 The frequency with which LEP persons come in contact with Marin Transit programs, activities, or services

In implementing its first *Language Assistance Plan*, Marin Transit will assess the frequency with which staff and drivers have, or could have, contact with LEP persons. These include the following points of contact and their frequency:

Primary Contact Points with LEP persons

- Buses
- Drivers
- San Rafael Transit Center
- Transit Guides and Schedules
- Dispatchers (after-hours customer service)
- Paratransit and Dial-a-Ride reservationists
- Interior car cards
- Interior fare car cards
- On-street signage
- MarinTransit.org Website

Secondary Contact Points

- Receptionist and customer service representatives

- Ticket vendors
- Road Directors
- Print media
- Broadcast media
- Public relations media
- Transit fairs and community events

4.3 The nature and importance of Marin Transit programs, activities, or services provided to the LEP population

Per the results of the 2012 Marin Transit Passenger Survey, the largest concentrations of LEP individuals in Marin Transit service area are people who speak Spanish (35.3 percent) and Vietnamese (1.4 percent) in their homes. Services provided by Marin Transit that LEP individuals use include the fixed route and local dial-a-ride system serving the general public, the District's mobility management programs for senior, disabled, and low-income residents, and the complementary paratransit system for senior and disabled persons. Marin Transit has contact with LEP individuals in its office, through local schools, through organizations serving the homeless and local community service and advocacy organizations, at the San Rafael Transit Center, and at community outreach events.

4.4 The resources available to Marin Transit and overall cost to provide LEP assistance

Marin Transit assessed the available resources to provide LEP assistance. This included determining the costs of professional interpreters and translation and taking an inventory of available organizations with which resources could be shared. Marin Transit is developing an annual marketing and community outreach plan that will identify opportunities to reach LEP individuals and budget for those activities. The outreach plan will be implemented with the assistance of local community organizations, including Community Action Marin and Homeward Bound and LEP community advocates. The Marin Transit website automatically translates into 14 languages. Marin Transit translates all public notices into Spanish, including rider panels and service schedules. In addition, customer service and trip planning is available in Spanish. Marin Transit will anticipate the costs associated with professional written translation of service information and vital documents into Spanish and those associated with providing oral translation at public meetings where needed and by request.

5. Marin Transit's Language Assistance (LEP) Plan

Based on the four-factor analysis, Marin Transit developed its LEP Plan into five areas as follows:

1. Identifying LEP individuals who need language assistance
2. Language assistance measures
3. Training Staff
4. Providing Notice to LEP persons
5. Monitoring and updating the LEP Plan

5.1 Identifying LEP individuals who need language assistance

Marin Transit conducts a system-wide onboard passenger survey every three to four years and periodically designs and administers smaller scale passenger surveys to evaluate services or identify transit needs. These smaller surveys are designed and utilized as a near or long term service planning tool or as part of a larger public outreach process. An analysis of recent system-wide passenger survey results is provided in Section 4.1 of this plan as part of the four factor analysis.

Marin Transit may also identify an LEP person who needs language assistance through the following activities:

- Examining customer service center records for language assistance provided in person or over the phone;
- Marin Access eligibility coordinators and dispatchers will be instructed to record and report on passenger requests for language assistance;
- Scheduling public meetings in neighborhoods where LEP residents are concentrated, and advertise the availability of translation assistance at least two weeks in advance;
- Provide Census Bureau *Language Identification Flashcards* at Marin Transit events near the registration table. While Marin Transit may not be able to accommodate individuals who self-identify as persons not proficient in English at the event, this information will assist in identifying needs for future events; and
- Strive to provide *Language Identification Flashcards* on all Marin Transit vehicles to assist bus operators and front line staff in identifying specific language assistance needs and potential demographic trends among riders.

5.2 Language Assistance Measures

As established in Section 4.1 above, Marin Transit will provide translation of vital documents into Spanish. These include:

- Marin Transit passenger comment cards on all fixed route and paratransit services;
- Marin Access paratransit and mobility management program information and eligibility application forms;
- Written notices of rights and Title VI complaint forms;
- Notices of denials, losses, or decreases in benefits or services; and
- Notices advising LEP individuals of free language assistance services.

Marin Transit's outreach efforts will strive to provide vital information to Spanish-speaking residents on Marin Transit programs and services in appropriate formats that are sensitive to cultural differences. In Summer 2013, Marin Transit translated brochures into Spanish and utilized Spanish and Vietnamese speaking staff and volunteers for outreach on major service changes to the local fixed route service system.

There are numerous language assistance measures available to LEP persons, including oral and written language services. There are also various ways in which Marin Transit staff responds to LEP persons in person, by telephone, or in writing. Marin Transit will strive to assist an LEP person who needs language assistance via the following measures:

- Provide customer service information and trip planning in Spanish. Marin Transit has designated staff to provide bilingual Spanish and English phone and in person assistance with trip planning, complaint handling, and youth pass sales from its offices. Marin Transit will strive to have this assistance available at all times during regular business hours. Provide Spanish translation for trip planning assistance as part of the regional 511 program. Require the Marin Access paratransit contractor to provide Spanish translation for customers. Where possible, encourage Contractors to recruit customer service providers and bus drivers with the ability to speak multiple languages; (Current)
- Marin Transit's big bus operator, Golden Gate Transit, provides telephone assistance with a service called Language Line that supports over 150 languages. An interpreter is immediately available on the phone to interpret in any of those languages. If needed, their customer service staff can also provide this assistance in person at their office in the San Rafael Transit Center with the Language Line service; (Current)
- Marin Transit works with local senior centers and residential facilities to provide vital information in Spanish and Vietnamese regarding Marin Transit programs and services; (Current)
- Marin Transit networks with local human service organizations that provide services to LEP individuals for opportunities to provide information on Marin Transit programs and services; (Current)

- Marin Transit provides a statement in notices and publications that on request it will strive to accommodate LEP individuals with interpreter services for public hearings and Board of Director meetings, with a minimum of four days advance notice; (Current)
- When an interpreter is needed for a language other than Spanish, in person or on the telephone, staff will attempt to access language assistance services from a professional translation service or qualified community volunteers; (Current)
- The customer service and 511 information center for Marin Transit big bus operator Golden Gate Transit utilizes U.S. Census Bureau *Language Identification Flashcards* available at the San Rafael Transit Center; (Current)
- Marin Transit will request that its contractors have *Language Identification Flashcards* at on board buses and in road supervisor vehicles. Marin Transit will coordinate this activity, keep the flashcards available for use at its offices, and has provided them to Golden Gate Transit's customer service center at the San Rafael Transit Center; (New)
- Post Marin Transit Title VI Policy and Language Assistance Plan on the District's website, www.marintransit.com/titlevi.html , where translation into 14 languages is instantly available; (Current) and
- Strive to provide group travel training to LEP persons with translation assistance from Spanish and Vietnamese staff and volunteers. (Current)

5.3 Staff Training

Marin Transit will train staff on its role and responsibilities in providing meaningful access to services for LEP persons through the following activities:

- Develop curriculum and a corresponding PowerPoint to have available that educates current and new Marin Transit staff and Contractors on the Title VI requirements for providing meaningful access to services for LEP persons, including sensitivity to cultural differences; (New)
- Provide Marin Transit staff and Contractors with a description of language assistance services offered by Marin Transit; (New)
- Provide Marin Transit staff and Contractors with specific procedures to be followed when encountering an LEP person, including how to handle a potential Title VI/LEP request or complaint; (New) and
- Instruct Marin Transit staff and Contractors on the use of U.S. Census Bureau *Language Identification Flashcards*. Currently available for use at Marin Transit's offices and the Golden Gate Transit Customer Service Center. (New)

5.4 Providing Notice to LEP Persons

Marin Transit will strive to provide Notice to LEP Persons, in both oral and written communications in the following ways:

Oral communications:

- Offer general information, such as operation hours of the Transit Center/ Administrative Offices, fares, Lost and Found, etc., on Marin Transit customer service line in English and Spanish; (Current via transfer to Golden Gate Transit's Customer Service Center)
- During Marin Transit business hours, Marin Transit will strive to provide trip planning assistance, sell youth passes, and handle complaints in English and Spanish. Additional trip planning assistance and customer service is provided by Golden Gate Transit's Customer Service Center; (Current)
- Provide a statement affirming that Marin Transit will make reasonable accommodations to provide an interpreter at public hearings and meetings with advance notice; (Current)

Written communications:

- Information about Marin Transit's non-discrimination policies and information on the local/federal complaint process will be provided in Spanish on the MarinTransit.org Title VI webpage at www.marintransit.org/titlevi.html and instantly translated into 14 languages using Google Translate ; (New)
- Use the services of a professional Spanish translator to ensure that vital documents are translated accurately. Vital written documents include, but are not limited to, consent and complaint forms; intake and application forms with the potential for important consequences; written notices of rights; notices of denials, losses, or decreases in services; and notices advising LEP individuals of free language assistance services. Examples of vital documents include an Americans with Disabilities Act (ADA) complementary paratransit eligibility application, a Title VI complaint form, notice of a person's rights under Title VI, and other documents that provide access to essential services; (New)
- The introductory section of the Golden Gate Transit Guide contains information on fares, accessibility, locations where discount tickets and passes are sold, and general riding information is provided in Spanish. The Guide currently includes all of Marin Transit's fixed route services. Separate Marin Transit schedules are also translated into Spanish; (Current)
- Marin Transit will strive to provide onboard flyers with information on route changes, rider alerts, fare increases and public hearings in Spanish; (Current)

- Temporary signs at bus stops and transit centers informing customers of any detours or route changes or public meetings include Spanish translations; (Current)
- Interior bus stickers and posters at major bus transfer points in Marin City, San Rafael, San Anselmo, and Novato that display safety or system policy information will be provided in Spanish; (Current)
- Onboard passenger surveys are provided in Spanish; (Current) and
- When conducted, community surveys are available in Spanish. (Current)

5.5 Monitoring and Updating the LEP plan

This plan is designed to be flexible, and should be viewed as evolving with changes in Marin County's population and Marin Transit ridership. As such, it is important that the District consider whether new documents and services need to be made accessible for LEP person and monitor changes in demographics.

Monitoring, Evaluating, and Updating Marin Transit LEP Plan

Marin Transit will update this *Language Assistance Plan* (LEP Plan) every three years as required by the Federal Transit Administration. Staff will review and update the plan when it is clear that higher concentrations of LEP individuals are present in Marin Transit service area, especially those speaking languages other than Spanish. As the basis for updating the LEP Plan, Marin Transit will monitor and evaluate its LEP activities through analysis of:

- Input from customers through Marin Transit's System-wide Passenger Surveys, which will be conducted every three to four years;
- Needs identified by front line staff during employee training activities related to Limited English Proficiency or in the course of day-to-day operations of the system;
- Needs identified by community partners or LEP individuals during outreach activities or other interactions with Marin Transit staff, including informal meetings with leaders of community-based organizations and social service providers;
- Surveys of coach operators and other front-line staff, including dispatchers, dial-a-ride schedulers, and service development planners on their experience concerning contacts with LEP persons; and
- Complaints from LEP individuals received by Marin Transit or its contract operators.

Dissemination of Marin Transit Language Assistance Plan (LEP Plan)

Marin Transit will disseminate this *Language Assistance Plan* to customers and Marin County residents through the following:

- A link to Marin Transit LEP Plan and the Title VI Program will be provided on Marin Transit website, www.marintransit.org/titlevi.html;
- Marin Transit will share the LEP Plan with human service and multicultural organizations in Marin County; and
- Any person or agency with internet access will be able to access and download the plan from Marin Transit's website. Alternatively, any person or agency may request a copy of the plan via telephone, fax, mail, or in person, and shall be provided a copy of the plan at no cost. LEP individuals may request translated copies of the plan that Marin Transit will provide when feasible.

6. Marin Transit's Inclusive Coordinated Transportation Partnership to Reach Spanish- and Vietnamese-Speaking Senior & Disabled Residents

Marin Transit has benefited from a 2013 grant under the Inclusive Coordinated Transportation Planning Grant Program funded by the U.S. Administration for Community Living and managed in partnership with the Federal Transit Administration. Marin Transit's project documents and builds on the District's techniques for including participants and stakeholders in planning mobility management and transit services. The purpose is to increase participation from limited English and non-English speaking Hispanic and Vietnamese seniors and persons with disabilities into these planning processes. This is accomplished through hiring and training of bilingual Spanish and Vietnamese speaking staff and volunteers through contracts with community partners who take the lead in outreach to these communities. These community leaders facilitate participation in developing and refining services as they provide up-to-date information on mobility programs for seniors and persons with disabilities.

In addition to increasing participation from underserved communities, Marin Transit views this project as critical to facilitating their access to transit and mobility management programs and services, including paratransit, volunteer driver and discounted taxi programs. It reaches out to Spanish - and Vietnamese-speaking seniors and persons with disabilities in their own languages and in culturally appropriate ways to increase their mobility and improve the quality of their lives.

Beginning in Summer 2013, Marin Transit partnered with four community agencies to outreach to the Vietnamese and Spanish speaking senior populations of Marin.

Activities have included:

- Community presentations to inform target groups about Marin Transit's mobility management and transit programs and determine their level of awareness and use of these mobility options. Initial presentations were given in English with verbal

translations. Later presentations have been given using language specific power-point presentations with a mix of English and Spanish or Vietnamese verbal presentation. One organization has also conducted surveys of its members, both by telephone and in-person.

- Spanish and Vietnamese translation of Marin Transit’s brochures on its mobility management programs and services, and Spanish translation of the Rider’s Guides for Marin Access Paratransit and the Marin Catch-A-Ride discount taxi program.
- A series of “Field Trips” on transit for small non-English speaking groups of seniors to facilitate riding the bus while conducting on-bus focus groups.

Lessons Learned in the First Phase of the Inclusive Partnership

Marin Transit’s overall impression from working closely with the target populations is that most are isolated either individually or in groups that stay within a small geographic community. Many are not aware of all their mobility options, particularly Marin Transit’s non-traditional services: volunteer driver programs, discount taxi, and even ADA paratransit.

Marin Transit staff received feedback from some community members who have tried to use several of the District’s on-demand services, in particular Marin Access Paratransit, and experienced difficulties due to the language barrier. Marin Transit staff met with paratransit and discounted taxi contractors and reemphasized the requirements in their contracts that both have Spanish-speaking reservationists available. Marin Transit requested the paratransit contractor to consider alternatives to their current telephone interpretation contract. In mid-November, Marin Transit will prepare a response to call for projects for a second round of possible funding.

7. Contact Information

Questions or comments regarding the Language Assistance Plan may be submitted to Marin Transit’s Title VI Program:

Civil Rights Officer

Marin County Transit District

711 Grand Avenue, Suite 110

San Rafael, CA 94901

Phone: (415) 226-0859

Fax: (415) 226-0856

For additional information, visit www.marintransit.org/titlevi.html

Attachment 1 - Marin Transit Passenger Survey 2012 - Results from Selected Questions

Q14. WHAT LANGUAGES DO YOU REGULARLY SPEAK IN YOUR HOME?

GENDER		TIME PERIOD (STRATA)				# YRS RIDING MARIN TRANSIT			AGE		
=====		=====				=====			=====		
M	F	TOTAL	PEAK	OFFPEAK	WKEND	<1YR	1-5 YRS	5+YRS	UNDER 25	25-55	55+
-----		-----									
BASE - ALL RESPONDENTS		3408	1488	1423	497	843	1199	1195	1202	1272	527
1438	1401										
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ENGLISH		2223	968	962	293	620	792	753	899	819	434
1048	1003										
72.9	71.6	65.2	65.1	67.6	59.0	73.5	66.1	63.0	74.8	64.4	82.4
SPANISH		1204	533	464	207	236	419	475	449	564	94
536	517										
37.3	36.9	35.3	35.8	32.6	41.6	28.0	34.9	39.7	37.4	44.3	17.8
BLANK		320	147	132	41	61	123	93	24	24	12
32	15										
2.2	1.1	9.4	9.9	9.3	8.2	7.2	10.3	7.8	2.0	1.9	2.3
VIETNAMESE		44	17	21	6	12	16	11	21	8	9
14	20										
1.0	1.4	1.3	1.1	1.5	1.2	1.4	1.3	0.9	1.7	0.6	1.7
TAGALOG		32	16	13	3	8	10	12	10	11	8
12	13										
0.8	0.9	0.9	1.1	0.9	0.6	0.9	0.8	1.0	0.8	0.9	1.5
FRENCH		28	8	14	6	9	12	6	10	9	8
9	18										
0.6	1.3	0.8	0.5	1.0	1.2	1.1	1.0	0.5	0.8	0.7	1.5
OTHER		16	10	4	2	6	6	4	8	5	3
10	6										

0.7	0.4	0.5	0.7	0.3	0.4	0.7	0.5	0.3	0.7	0.4	0.6
HINDI		12	5	4	3	7	3	2	7	4	1
7	4										
0.5	0.3	0.4	0.3	0.3	0.6	0.8	0.3	0.2	0.6	0.3	0.2
PORTUGUESE		12	1	8	3	3	6	3	6	4	1
4	7										
0.3	0.5	0.4	0.1	0.6	0.6	0.4	0.5	0.3	0.5	0.3	0.2
CHINESE (UNSPECIFIED)		11	4	7	-	5	3	3	7	2	2
1	10										
0.1	0.7	0.3	0.3	0.5		0.6	0.3	0.3	0.6	0.2	0.4
GERMAN		11	4	6	1	7	2	2	6	4	-
6	5										
0.4	0.4	0.3	0.3	0.4	0.2	0.8	0.2	0.2	0.5	0.3	
ITALIAN		11	5	5	1	4	4	3	6	1	4
3	6										
0.2	0.4	0.3	0.3	0.4	0.2	0.5	0.3	0.3	0.5	0.1	0.8
JAPANESE		11	4	7	-	5	4	1	7	4	-
4	6										
0.3	0.4	0.3	0.3	0.5		0.6	0.3	0.1	0.6	0.3	
RUSSIAN		11	1	7	3	2	2	7	1	3	6
3	7										
0.2	0.5	0.3	0.1	0.5	0.6	0.2	0.2	0.6	0.1	0.2	1.1
CREOLE		7	1	4	2	1	5	1	4	3	-
2	4										
0.1	0.3	0.2	0.1	0.3	0.4	0.1	0.4	0.1	0.3	0.2	
ARABIC		6	3	1	2	2	3	-	3	1	1
1	3										
0.1	0.2	0.2	0.2	0.1	0.4	0.2	0.3		0.2	0.1	0.2
MAYAN		6	3	3	-	1	3	2	-	6	-
4	1										
0.3	0.1	0.2	0.2	0.2		0.1	0.3	0.2		0.5	
CANTONESE		5	1	4	-	2	3	-	2	3	-
1	4										

0.1	0.3	0.1	0.1	0.3		0.2	0.3		0.2	0.2	
FIJIAN		5	-	5	-	2	1	1	-	2	2
4	1	0.1		0.4		0.2	0.1	0.1		0.2	0.4
0.3	0.1										
FARSI		4	2	2	-	1	2	1	3	1	-
3	-	0.1	0.1	0.1		0.1	0.2	0.1	0.2	0.1	
0.2											
SWEDISH		4	2	2	-	2	2	-	2	-	2
2	1	0.1	0.1	0.1		0.2	0.2		0.2		0.4
0.1	0.1										
AMHARIC		3	2	1	-	1	1	-	2	-	1
1	2	0.1	0.1	0.1		0.1	0.1		0.2		0.2
0.1	0.1										
HAWAIIAN		3	2	-	1	1	2	-	2	1	-
1	2	0.1	0.1		0.2	0.1	0.2		0.2	0.1	
0.1	0.1										
THAI		3	1	2	-	1	1	-	1	1	1
1	1	0.1	0.1	0.1		0.1	0.1		0.1	0.1	0.2
0.1	0.1										
MANDARIN		2	1	1	-	1	1	-	1	-	1
1	1	0.1	0.1	0.1		0.1	0.1		0.1		0.2
0.1	0.1										
HERBREW		2	-	1	1	1	-	1	1	1	-
-	2	0.1		0.1	0.2	0.1		0.1	0.1	0.1	
0.1											
INDONESIAN		2	1	1	-	-	-	1	1	-	-
1	1	0.1	0.1	0.1				0.1	0.1		
0.1	0.1										

COREY, CANAPARY & GALANIS * CCG 100302 * JANUARY 2013

MARIN TRANSIT ONBOARD SURVEY 2012

Q15. HOW WELL DO YOU SPEAK ENGLISH?

GENDER		TIME PERIOD (STRATA)				# YRS RIDING MARIN TRANSIT			AGE		
		TOTAL	PEAK	OFFPEAK	WKEND	<1YR	1-5 YRS	5+YRS	UNDER 25	25-55	55+
M	F										
-----		-----				-----			-----		
BASE - ALL 1438	RESPONDENTS 1401	3408	1488	1423	497	843	1199	1195	1202	1272	527
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY WELL 955	932	2014	880	881	253	543	733	681	879	694	386
66.4	66.5	59.1	59.1	61.9	50.9	64.4	61.1	57.0	73.1	54.6	73.2
WELL 204	190	447	208	170	69	103	157	170	166	194	62
14.2	13.6	13.1	14.0	11.9	13.9	12.2	13.1	14.2	13.8	15.3	11.8
NOT WELL 208	194	480	198	172	110	97	140	202	110	287	41
14.5	13.8	14.1	13.3	12.1	22.1	11.5	11.7	16.9	9.2	22.6	7.8
NOT AT ALL 43	60	126	51	57	18	37	34	41	21	66	24
3.0	4.3	3.7	3.4	4.0	3.6	4.4	2.8	3.4	1.7	5.2	4.6
MULTIPLE 28	RESPONSES/BLANK 25	341	151	143	47	63	135	101	26	31	14
1.9	1.8	10.0	10.1	10.0	9.5	7.5	11.3	8.5	2.2	2.4	2.7

COREY, CANAPARY & GALANIS * CCG 100302 * JANUARY 2013

MARIN TRANSIT ONBOARD SURVEY 2012

Q17A. ARE YOU OF HISPANIC, LATINO, OR SPANISH ORIGIN?

GENDER		TIME PERIOD (STRATA)				# YRS RIDING MARIN TRANSIT			AGE		
=====		=====				=====			=====		
		TOTAL	PEAK	OFFPEAK	WKEND	<1YR	1-5 YRS	5+YRS	UNDER 25	25-55	55+
M	F	-----									
--- -----											
BASE - ALL RESPONDENTS		3408	1488	1423	497	843	1199	1195	1202	1272	527
1438	1401										
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES		1252	556	494	202	255	457	477	527	554	103
555	574										
38.6	41.0	36.7	37.4	34.7	40.6	30.2	38.1	39.9	43.8	43.6	19.5
NO		1582	683	686	213	457	551	535	589	586	382
744	740										
51.7	52.8	46.4	45.9	48.2	42.9	54.2	46.0	44.8	49.0	46.1	72.5
MULTIPLE RESPONSES/BLANK		574	249	243	82	131	191	183	86	132	42
139	87										
9.7	6.2	16.8	16.7	17.1	16.5	15.5	15.9	15.3	7.2	10.4	8.0

Q17B. ETHNIC BACKGROUND

GENDER		TIME PERIOD (STRATA)				# YRS RIDING MARIN TRANSIT			AGE		
=====		=====				=====			=====		
		TOTAL	PEAK	OFFPEAK	WKEND	<1YR	1-5 YRS	5+YRS	UNDER 25	25-55	55+
M	F	-----									
--- -----											
BASE - ALL RESPONDENTS		3408	1488	1423	497	843	1199	1195	1202	1272	527
1438	1401										
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

WHITE		1488	667	616	205	399	521	519	533	572	355
728	647										
		43.7	44.8	43.3	41.2	47.3	43.5	43.4	44.3	45.0	67.4
50.6	46.2										
AFRICAN AMERICAN		299	118	147	34	92	107	90	144	105	38
129	136										
		8.8	7.9	10.3	6.8	10.9	8.9	7.5	12.0	8.3	7.2
9.0	9.7										
HISPANIC/LATINO		262	115	103	44	53	87	103	123	119	14
138	102										
		7.7	7.7	7.2	8.9	6.3	7.3	8.6	10.2	9.4	2.7
9.6	7.3										
ASIAN		218	94	99	25	68	82	59	99	60	49
85	114										
		6.4	6.3	7.0	5.0	8.1	6.8	4.9	8.2	4.7	9.3
5.9	8.1										
AMERICAN INDIAN OR		108	50	40	18	26	37	38	44	35	21
52	39										
ALASKA NATIVE		3.2	3.4	2.8	3.6	3.1	3.1	3.2	3.7	2.8	4.0
3.6	2.8										
EAST INDIAN		106	43	45	18	27	35	39	41	42	18
51	41										
		3.1	2.9	3.2	3.6	3.2	2.9	3.3	3.4	3.3	3.4
3.5	2.9										
NATIVE HAWAIIAN OR		58	24	31	3	19	24	10	26	18	7
26	25										
PACIFIC ISLANDER		1.7	1.6	2.2	0.6	2.3	2.0	0.8	2.2	1.4	1.3
1.8	1.8										
MIXED (UNSPECIFIED)		13	5	7	1	4	6	2	7	3	2
7	5										
		0.4	0.3	0.5	0.2	0.5	0.5	0.2	0.6	0.2	0.4
0.5	0.4										
MIDDLE EASTERN		11	5	5	1	3	7	1	8	3	-
4	4										
		0.3	0.3	0.4	0.2	0.4	0.6	0.1	0.7	0.2	
0.3	0.3										
CARIBBEAN ISLANDER		10	4	4	2	2	5	3	6	2	-
3	6										
		0.3	0.3	0.3	0.4	0.2	0.4	0.3	0.5	0.2	
0.2	0.4										
BLANK		1059	452	436	171	203	385	393	298	356	56
318	370										
		31.1	30.4	30.6	34.4	24.1	32.1	32.9	24.8	28.0	10.6
22.1	26.4										

Attachment 2 - Public Meetings on Title VI Policies and Outreach

Notes from Public Meeting in the Canal with the Vietnamese Community (5/4/13)	Staff Response
Request from a senior for a lower round trip fare from the Canal to downtown San Rafael	Marin Transit offers a Senior Pass for \$25/month
Question about current one way circulation of Route 35. We like the frequency of service.	In August 2013, Route 23 will provide more two-way circulation in the Canal
Service is generally good, but would like discounts	Day, weekly, and monthly passes reduce the average cost per trip depending on how often you ride the bus. Also a youth pass program for those eligible for the free and reduced price lunch program
Preferred method to communicate is mail or via a translator (as a telephone tree). Consider attending Friday senior lunches @ Pickleweed/Al Boro Center)	
Want to be notified when: Extend a route, Add service, Cut a route, Decrease or increase frequency and span, Change schedule	
Prefer information in Vietnamese for Bus Schedules and Fares	
The Golden Gate Transit Bus Guide has too much information.	
Notes from Public Meeting in Marin City (5/7/13)	
A bus pull out/curb cut at Village Odudwa should be considered for 222 shuttle to pull in around Park Circle in Marin City	
Clean regularly at Marin City Transit Hub	We have a maintenance contract for regular cleaning at the Hub.
More Catch-A-Ride trips than 8 per month are needed	
Need personal contact for future outreach efforts	
Church announcements (and Pastors Group) might be good method to get information to residents	

Notes from Public Meeting in the Canal in partnership with Grassroots Leadership Network (5/8/13)	
How do we learn about what riders want?	Rider and community surveys, public meetings and focus groups.
Will Marin Transit benefit from higher bridge tolls?	Marin Transit does not receive any Bridge toll funding.
Consider studies on plugging into other transportation services in the County	
We requested later hours on the Route 29	Staff is discussing options to provide late night service to Larkspur Landing.
Responses to question on how Marin Transit should provide information under the Title VI Plan	
1. At bus stops	
2. On buses	
3. Flyers - specifically at Mi Pueblo	
4. Radio (93.3 - Univision, 98.3 - LPFM in the Canal and KPFA in Spanish)	
5. TV - 29 with subtitles, 15, 14, 48 Telemundo	
6. Newspaper - La Voz	
7. Parents groups, Canal Welcome Center, Canal Alliance, Community Action Marin, Marin Grassroots/Legal Aid, DELAC/EZAC	
8. Handouts - Large print	
9. People walking through the area with leaflets	
Specific Questions and Comments on Proposed Title VI Policies on Major Service Changes	
1. Consider an introductory paragraph	
2. How do you define an arterial street?	2nd and 3rd Streets in San Rafael are examples.
3. Writing is hard to understand. The tone loses people. Can the language be simplified?	
4. Use examples so they can understand what the percentages mean	
5. What is a "revenue hour?"	An hour when a route is in service and accepting passengers.
6. How does a route 259 with no ridership in the past stay in place when a route with some ridership does not?	Route 259 replaced a segment of big bus service that was taken away in a service restructuring in 2006 and has provided lifeline service to senior and disabled

	riders. Ridership continues to grow, and the Route meets service standards.
7. What is the route typology based on?	Route typology is based on rider profiles and development patterns, and productivity standards are tailored according to the purpose of the route.
8. How do you deal with unpredictability, such as if you eliminate a route and then people want to use it?	We will continue to monitor changes in demographics and travel patterns to identify unmet needs.
9. Need to create a minority bus rider committee	
10. What is a headway?	The frequency of service on a bus route.
11. A glossary would be good	
12. Before you conduct a survey, you should alert people that you are going to conduct one	
13. How do you serve needs of low-income riders who live in areas where most people drive?	We will monitor demographics and travel patterns to identify and address unmet needs.

Membership of Non-Elected Committees and Councils

Title 49 Code of Federal Regulations Section 21.5(b)(1)(vii) states that a recipient may not, on the grounds of race, color, or national origin, “deny a person the opportunity to participate as a member of a planning, advisory, or similar body which is an integral part of the program.” Recipients that have transit-related, non-elected planning boards, advisory councils or committees, or similar committees, the membership of which is selected by the recipient, must provide a table depicting the racial breakdown of the membership of those committees, and a description of efforts made to encourage the participation of minorities on such committees.

As of March 2014, Marin Transit does not have non-elected committees or councils with membership chosen by Marin Transit.

Description of Marin Transit Monitoring of Subrecipients for Compliance with Title VI

As of March 2014, Marin Transit does not have any subrecipients for Federal Transit Administration funding.

Title VI Equity Analysis of Marin Transit Constructed Facilities

The recipient shall 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. Facilities include, but are not limited to, storage facilities, maintenance facilities, operations centers, etc. Facilities do not include bus shelters and transit stations, power substations, etc. are evaluated during project development of the NEPA process.

Marin Transit has not constructed any facilities, such as a vehicle storage facility, maintenance facility, or operation center.

Setting System-wide Service Standards and Policies

The Federal Transit Administration (FTA) requires all fixed route transit providers to monitor the performance of their transit system relative to their system-wide service standards and service policies not less than every three years in order to remain in compliance with Title VI requirements. Marin Transit must submit the results of its monitoring program as well as documentation verifying the Board's approval of the monitoring results to the FTA as part of its Title VI Program.

As a newly designated direct recipient of Federal Transit Administration (FTA) funding, Marin Transit adopted Title VI System-wide Standards and Policies on February 4, 2013.

The required standards address:

- *Vehicle load for each mode:* Generally expressed as the ratio of passengers to the number of seats on a vehicle, relative to the vehicle's maximum load point. For example, on a 40-seat bus, a vehicle load of 1.3 means all seats are filled and there are approximately 12 standees. Transit providers can specify vehicle loads for peak vs. off-peak times, and for different modes of transit.
- *Vehicle headways for each mode:* The amount of time between two vehicles traveling in the same direction on a given line or combination of lines.
- *On-time performance for each mode:* A measure of runs completed as scheduled.
- *Service availability for each mode:* A general measure of the distribution of routes within an agency's service area.

The required policies address:

- Siting of Transit Amenities, i.e. shelters and benches, and
- Vehicle Assignment.

Marin Transit adapted and refined the system-wide service standards from its Short Range Transit Plan (SRTP) to reflect the FTA guidance and developed two new Marin Transit system-wide policies. At the time of the District's next SRTP update, Marin Transit will incorporate the District's system-wide standards and policies into a single document.

Marin Transit will utilize the Title VI standards and policies to conduct a system-wide analysis of the relative distribution of these service attributes based on its ridership as a whole and on members of the protected classes under Federal civil rights law. Marin Transit will also apply these standards to determine if planned major service changes or fare changes will have a disparate impact based on race, color, and national origin prior to implementation.

Marin Transit Service Standards and Policies under Federal Title VI

Adopted on February 4, 2013

Standard: Vehicle Load for Each Mode

Provides service levels to prevent overcrowding and standees

Marin Transit's system-wide goal is to have an average maximum load factor for local service not to exceed 1.25, as measured by a ratio of total passengers to seats on board the vehicles. This equates to a maximum of approximately 10 standees on a 40' vehicle and 15 standees on a 60' articulated vehicle.

Marin Transit works closely with its contractors, specifically Golden Gate Transit, to ensure passengers are not left behind due to overcrowding or overloads. Overcrowding is particularly monitored on routes to and from the Canal area of San Rafael, routes that provide service along Highway 101, routes that provide supplemental school service, Muir Woods Shuttle trips, and West Marin Stagecoach routes that provide weekend Summer service. Marin Transit provides frequent bus service using articulated buses in the Canal area of San Rafael to minimize overcrowding and ensure passengers wait no longer than 15 minutes for the next bus during peak periods. Shadow, or back-up, buses have been deployed on the seasonal Muir Woods Shuttle to accommodate peaks in demand based on weather and traffic conditions.

Standard: Vehicle Headway for Each Mode

Provides adequate service frequency based on the corridor of operation and ridership demand

Marin Transit's system-wide goal is to provide service every 30 minutes during the peak and every 60 minutes during the off-peak times along all primary transportation corridors¹ in the urbanized areas of the County, as demand warrants. As many routes provide overlapping service within a given corridor, corridor frequencies are typically much higher than route level frequencies. Services in rural areas will be deployed as demand warrants.

¹ Priority corridors are those identified in the Marin County Measure A Transportation Sales Tax Expenditure Plan

Standard: On-Time Performance for Each Mode

Provides accessible and reliable transit services to Marin County

Marin Transit's goal is to provide transit service to major origins and activity centers within the County. This goal includes providing transit within ¼ mile of 85% of all County residents by census block, 80% of major employers and other large trip generators, and 90% of large multifamily housing developments as well as ensuring that 90% and 75% of middle and high schools are within ½ mile and ¼ mile, respectively, of transit service.

To ensure reliable services, the Agency aims to have a 90% on-time performance target at major stops and transfer hubs and an 80% on-time performance target at minor timepoint stops for fixed route operations. In addition, the agency standard is less than 1% of fixed-route trips missed or removed from the daily schedule. For paratransit services, the standard for on-time performance is at least 90% of all paratransit trips arriving within the thirty minute pick-up window.

Standard: Service Availability for Each Mode

Provides accessible and reliable transit services to Marin County

Marin Transit's goal is to provide transit service to major origins and activity centers within the County. This goal includes providing transit within ¼ mile of 85% of all County residents by census block, 80% of major employers and other large trip generators, and 90% of large multifamily housing developments as well as ensuring that 90% and 75% of middle and high schools are within ½ mile and ¼ mile, respectively, of transit service.

The Agency also aims to have less than 1% of fixed-route trips missed or removed from the daily schedule, and for at least 90% of all paratransit trips arriving within the pick-up window.

Policy: Transit Amenities for Each Mode

When resources allow for improvements at multiple stop locations, Marin Transit will prioritize resources based on passenger activity and transfer opportunities. The District will also recognize the amount of observed boarding versus alighting activity when siting amenities such as shelters, benches, and real-time passenger information.

Policy: Vehicle Assignment for Each Mode

All vehicles used in local fixed route service will be Americans with Disabilities Act (ADA) accessible and accommodate at least two wheelchairs and two bicycles. Vehicle size and capacity will be assigned based on demand and passenger load factors. Those routes with the lowest passenger demand will be assigned a 24' cutaway, those with medium demand will be assigned a 35' or 40' vehicle, and those with the highest demand will be assigned a 60' articulated vehicle. Due to challenging terrain and roadways in rural West Marin, vehicle assignments and features may be adjusted to allow for safe operations.

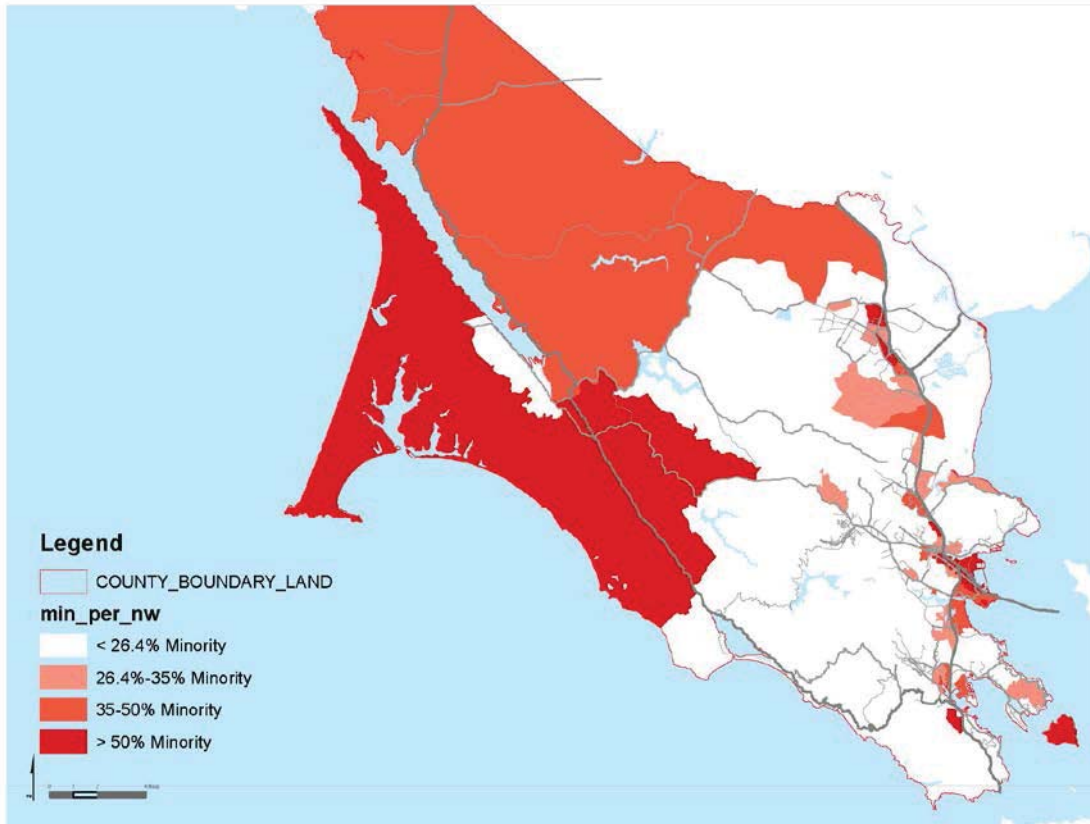
Demographic and Service Profile Maps and Charts

The following maps depict data on Marin County minority and low-income populations at the Block Group level, using 2011 five-year American Community Survey Census data. The minority population map shows block groups with more than 23.6% minority population. The 23.6% figure reflects the countywide average proportion of minority residents. Minority populations are defined as including those who identify themselves as: American Indian or Alaskan Native, Asian, Black or African American, Hispanic or Latin, Native Hawaiian or Other Pacific Islander. The low-income population map on the next page shows those households in Marin County that earn less than \$50,000 annually.

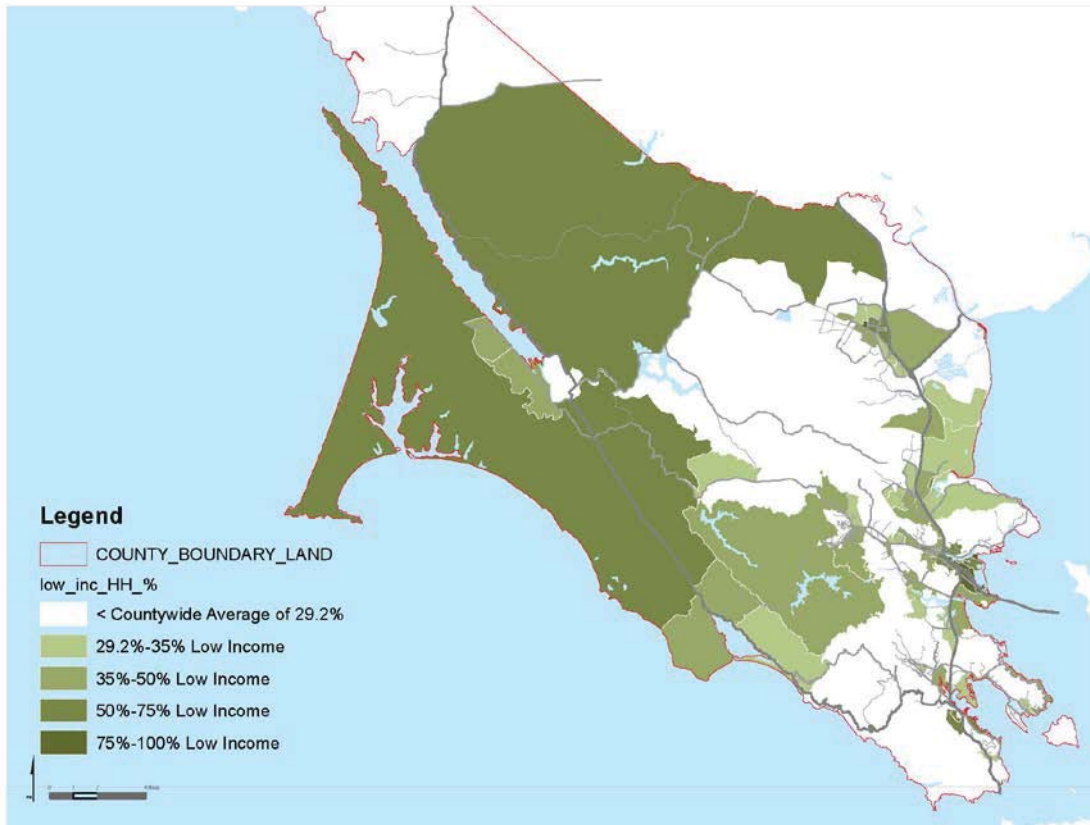
Marin County has approximately 250,000 residents, and they are located primarily along the U.S. Highway 101 corridor stretching to Sonoma in the north and San Francisco to the south. Most of Marin County consists of protected open space; national, state and local parks; and agricultural preservations areas in South and West Marin. Steep hillsides, mountains in the center of the County, and numerous waterways and marshes also limit developable areas. The largest geographic area in the County is characterized by very low density development surrounded by protected lands to the west of the mountains. In the south is the Golden Gate National Recreation Area. To the northeast, the land is primarily agricultural. In the far west, Point Reyes National Seashore includes grandfathered dairy ranches with employees who are frequently of Hispanic descent.

Marin Transit carries 3.5 million local transit trips each year. Approximately 75% of local riders are transit dependent, and at least 40% of local riders speak Spanish. These riders primarily, but not exclusively, reside in eastern San Rafael with pockets in Novato. Half of the District's peak pullouts address the increasing demand for supplemental school services in the County.

Minority Populations Residing in Marin County (Areas exceeding the county-wide average)

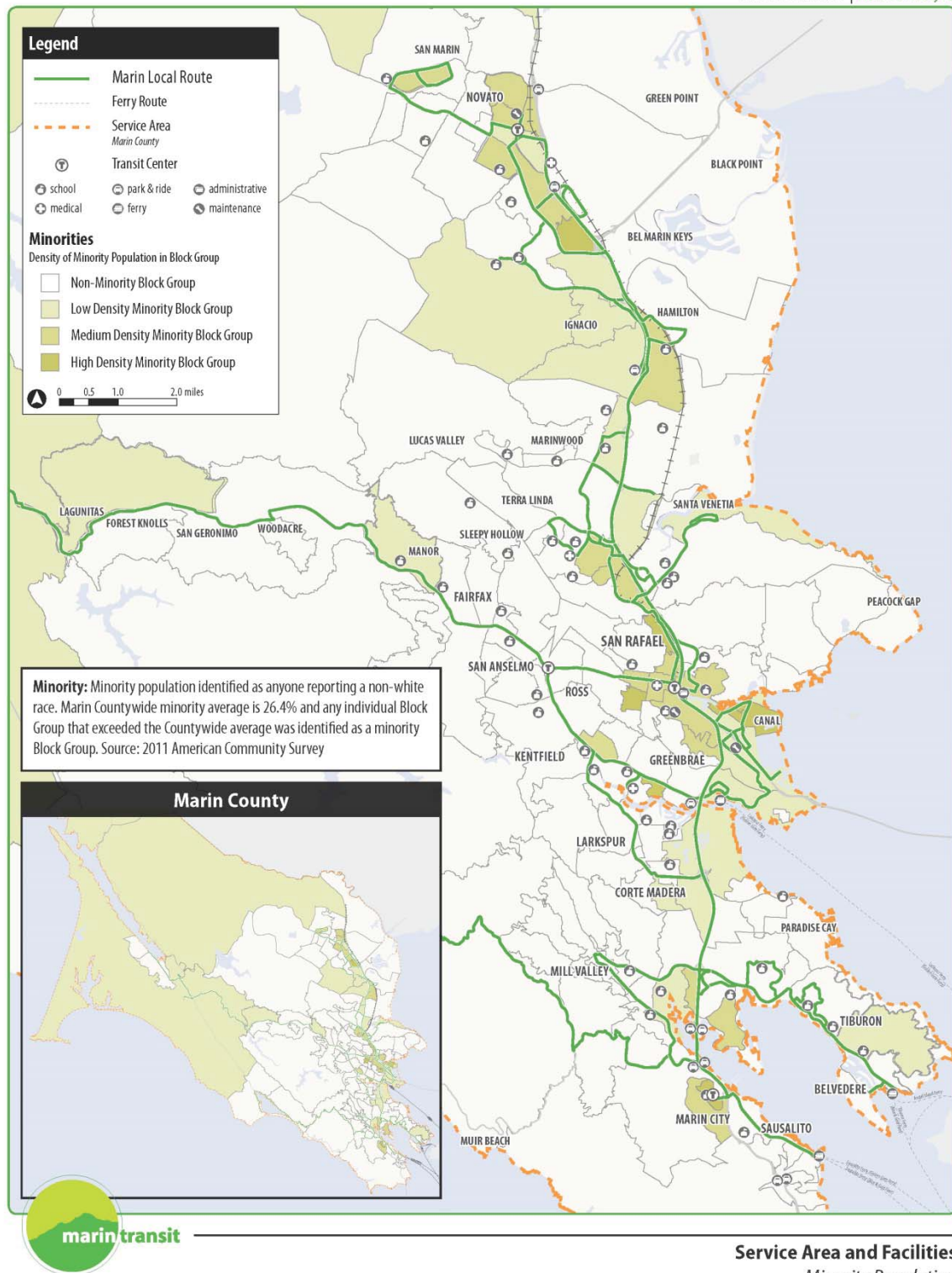


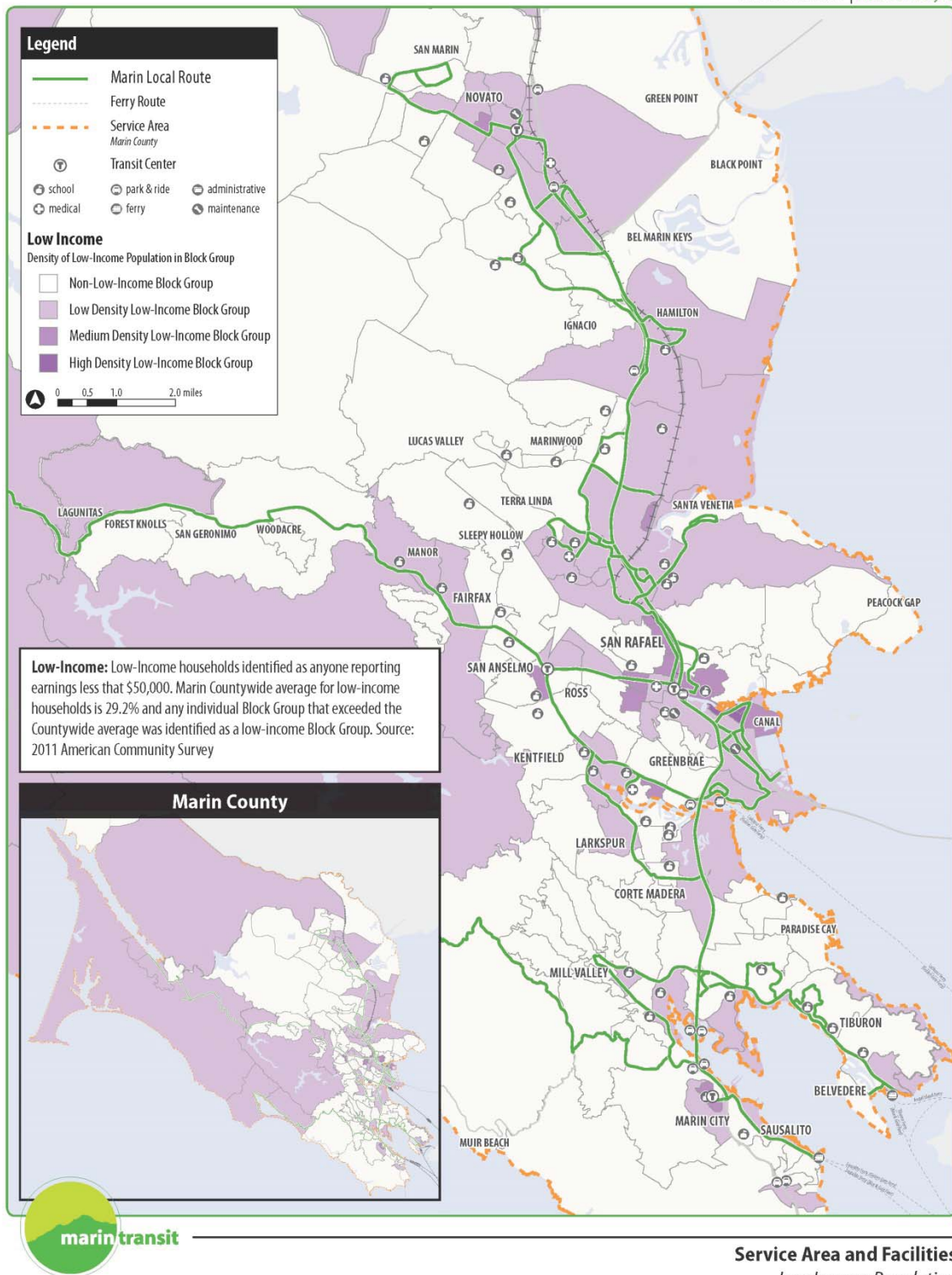
Low-Income Populations Residing in Marin County

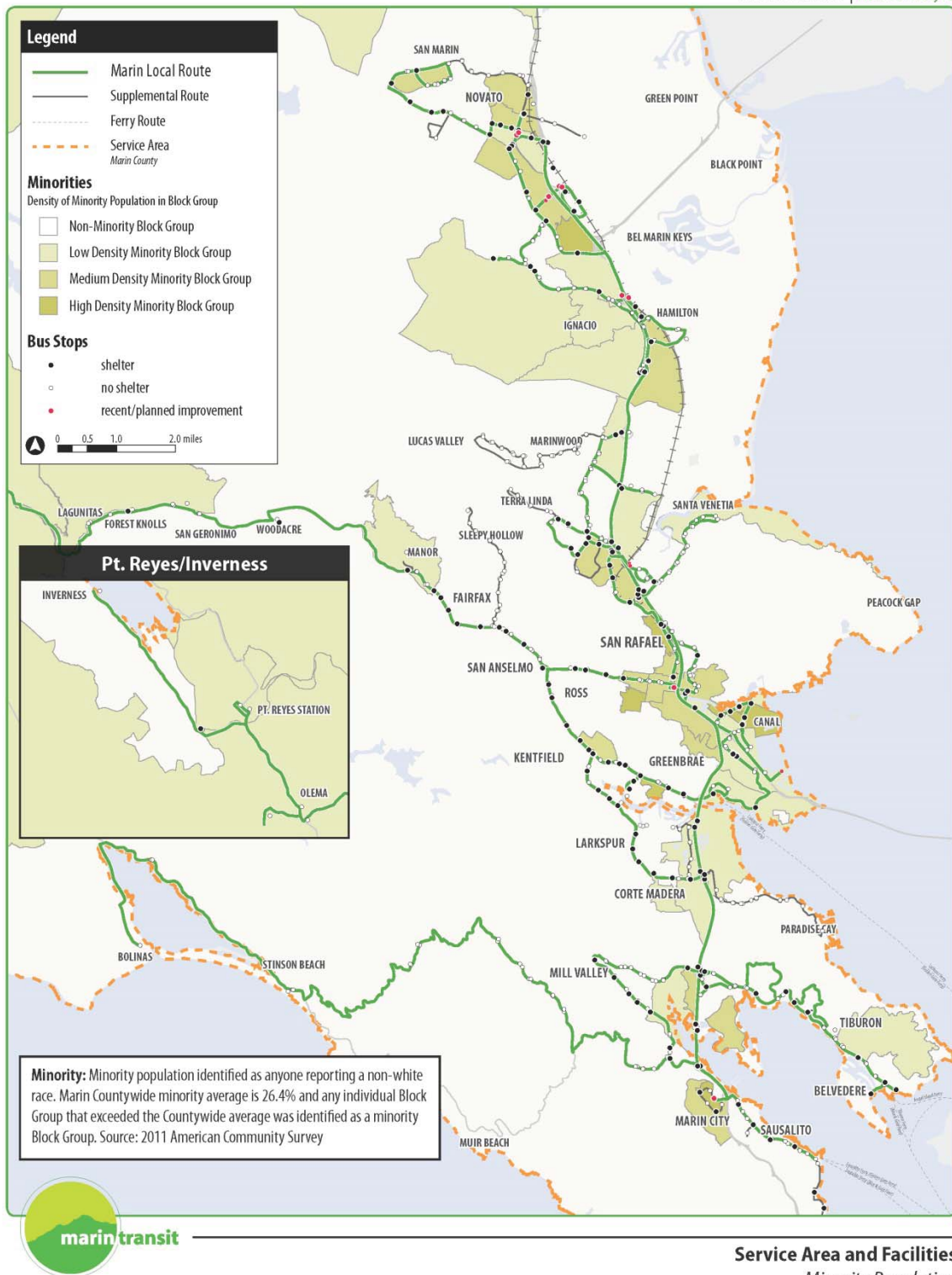


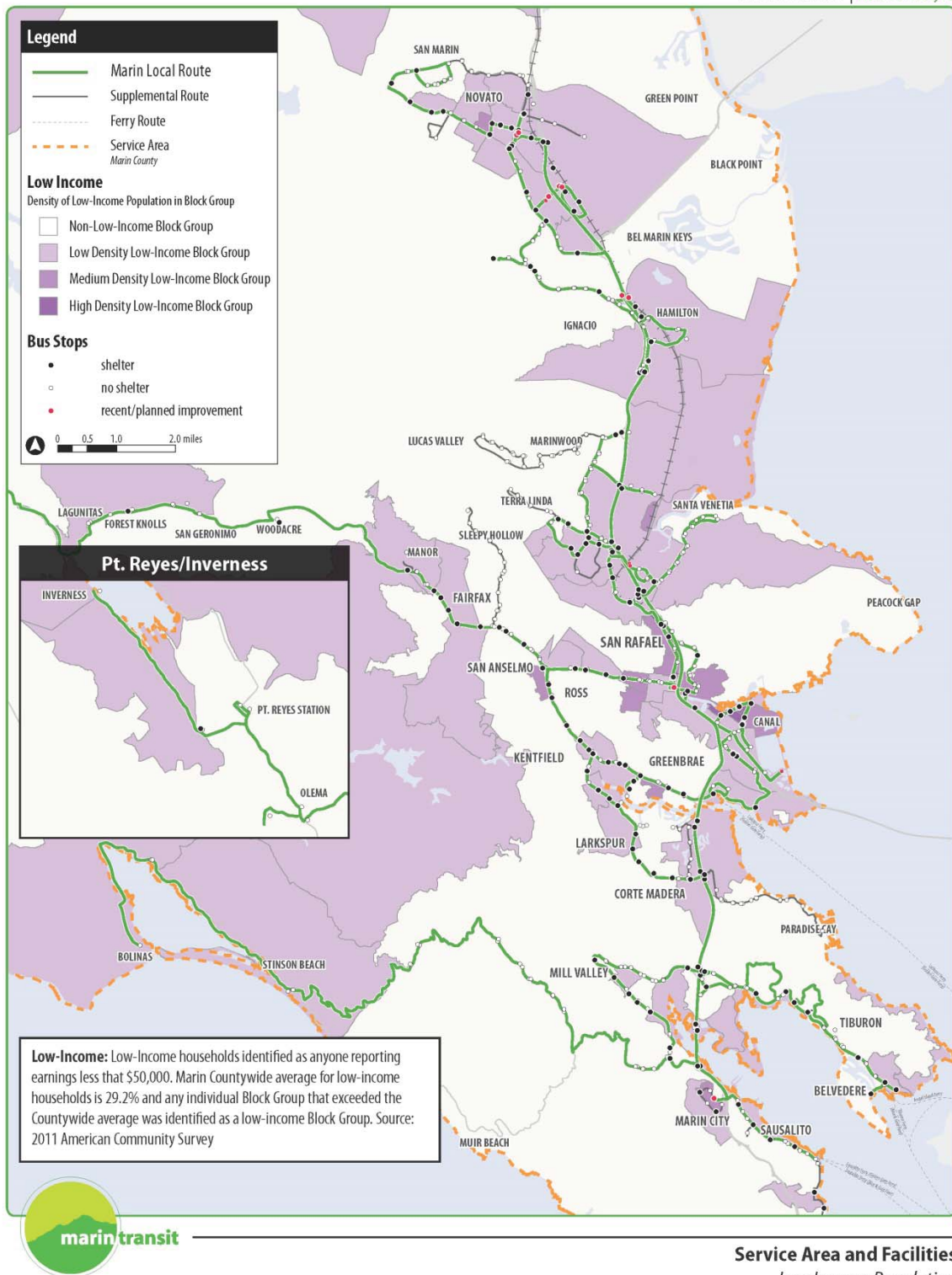
Maps of Marin Transit Fixed Route System and Demographic Data

The four maps provided on the following pages display Marin Transit's fixed route bus system over census block data regarding concentrations of minority and low income residences in Marin County. The first map illustrates block groups with minorities higher than the county average of 26.4% relative to the local transit system. The second map shows block groups with proportions of low income residents higher than the average of 29.2% relative to the local transit system. Both maps identify the location of schools, hospitals, park & ride facilities, and Marin Transit administrative and maintenance facilities. The third and fourth maps display the location of local bus shelters and stops relative to block groups with concentrations of minority and low-income residents. These maps also identify stops that have been recently improved or are planned for improvements in the near future.









Demographic Ridership and Travel Patterns, Collected by Surveys

The table on the next two pages summarizes the extent to which each Marin Transit route provides coverage in minority census block groups and the minority and low-income ridership on these routes. Routes 17 through 71 are Marin Transit big bus routes operated by Golden Gate Transit. Routes 219 through 259 are Marin Transit community shuttle routes, and Routes 61 and 68 are Marin Transit’s West Marin Stagecoach service to Stinson Beach and Bolinas from Marin City and Inverness and Point Reyes National Seashore from the San Rafael Transit Center.

The table describes the total length of each route and the length of the route that is located within Minority census block groups using 2011 American Community Survey data. With data from Marin Transit’s 2012 Onboard Passenger Survey, the table lists the number and proportion of respondents by route identifying as minority (not of Hispanic, Latino, or Spanish origin AND white = “yes” on the survey form). The table also provides a breakdown of those reporting annual incomes below \$50,000 relative to the total responses. Note that Marin Transit implemented significant service improvements in Summer 2013 after the 2012 passenger survey was conducted.

The comparison of each route shows that only two of Marin Transit’s routes can be considered as “non-minority” at this time. These consist of the South Route 61 of the West Marin Stagecoach and the Community Shuttle Route 219 serving the Tiburon peninsula and Strawberry Village along Highway 101. In all cases, Marin Transit routes serve predominantly low-income residents.

Data Analysis of Marin Transit Minority and Non-Minority Routes

2011 American Community Survey (minority = non-white)				2012 Onboard (not of Hispanic, Latino, or Spanish origin AND white = "yes")			2012 Onboard Income			comments
Route	Total Length	Length in Minority Block Group	% in Minority Block Group	Non-white	Total	% Minority	< \$50,000	Total	% Low Income	
17	15.4	7.3	47%	157	270	58%	162	225	72%	Based on 2012 alignment
22	14.7	6.4	43%	165	311	53%	189	252	75%	Based on 2012 alignment
23	8.9	5.3	59%	76	181	42%	117	156	75%	Based on 2012 alignment
29	13.0	7.4	57%	242	349	69%	241	288	84%	
35	2.2	2.2	100%	225	250	90%	159	179	89%	
36	9.9	8.6	87%	89	120	74%	81	97	84%	
45	5.3	4.1	78%	115	171	67%	120	152	79%	
49	15.4	14.4	94%	143	240	60%	142	187	76%	
71	19.6	18.3	93%	149	243	61%	160	207	77%	
219	4.3	0.7	16%	57	91	63%	56	74	76%	Based on Route 19 from 2012 , non-minority route
228	11.0	5.4	49%	242	349	69%	241	288	84%	Based on current Route 29
233	5.6	2.0	36%	86	115	75%	77	87	89%	
251	14.8	10.1	68%	117	161	73%	92	119	77%	Based on Route 51 from 2012

Route	Total Length	Length in Minority Block Group	% in Minority Block Group	Non-white	Total	% Minority	< \$50,000	Total	% Low Income	comments
257	15.1	13.1	86%	48	68	71%	49	57	86%	Based on 2012 alignment
259	16.6	11.8	71%	32	55	58%	33	41	80%	Based on 2012 alignment
61	23.0	1.7	7%	31	95	33%	41	70	59%	non-minority route
68	28.9	18.9	65%	37	122	30%	54	81	67%	
All	223.7	137.5	61%	2,011	3,191	63%	2,014	2,560	79%	

Demographics and Travel Patterns of Marin Transit Riders

In 2013 Marin Transit completed a *Countywide Market Needs Assessment* with detailed performance and demographic data for 22 of Marin Transit's 24 routes. The analysis used performance data collected specifically for the assessment as well as passenger data gathered in 2011 and 2012. The assessment consisted of profiles of each route. These include: information on alignment and service level, performance relative to the type or category of route, demographic characteristics of ridership, transfer activity, rider origins, and activity at individual stops. This section presents excerpts from the existing conditions assessment portion of the project and provides background for how Marin Transit sets performance targets for its services.

Data Collection

- A *passenger survey*, printed in both English and Spanish. Surveys were distributed on all Marin Transit routes except Route 66 (the seasonal Muir Woods shuttle) in Fall 2012.
- A limited *ridecheck* of boarding and alighting activity at stops on Northern Marin routes that had been altered significantly since the last system wide ridecheck, as well as community shuttle and supplemental school routes. Ridecheck data used in the assessment also included historic stop-level ridership data gathered in 2010 on West Marin Stagecoach routes and in 2011 for all Marin Transit local routes.

Service Typologies

Marin Transit classifies routes with common characteristics by "typology," a concept introduced in the District's Short Range Transit Plan (S RTP) for FY 2011-12. Typologies rationalize comparisons between routes, as different routes serve different markets. Marin Transit's service typologies are: Urban Trunk, Urban Core, Regular Local, Local Connector, Supplemental School, and Rural. Based on the characteristics of the markets served by each route typology, Marin Transit assigned productivity targets, passengers per hour of revenue service, and per passenger operating cost subsidy.

Ridership Characteristics by Typology

Based on the survey and ridecheck data, ridership characteristics for each typology were determined. Productivity goals are met if performance exceeds the target, and the subsidy goal is met if performance is less than target.

- *Urban Trunk (Routes 36 & 71)*: These routes had the highest percentage of work trips and work-related trips of all service types, and the lowest percentage of riders under age 16 and over 65. Over 50 percent of riders identify as Hispanic or Latino, and 15

percent identify as African American, the most of any service type. A third of the riders on this service type have no car available to them, the highest of the service types.

- *Urban Core (Routes 35 & 45):* Riders on the urban core routes are the least affluent, with almost 80 percent earning under \$35,000 a year; and are the most racially diverse, with almost 70 percent identifying as Latino or Hispanic, and less than half identifying as White.
- *Regular Local (Routes 17, 22, 23, 29, & 49):* Regular local service mirrors the system as a whole almost exactly, with slightly fewer school trips and slightly more work trips.
- *Local Connector (Routes 19, 51, 233, 257, & 259):* Riders on this type of service are typical of the service overall, with more school trips than other non-school service typologies, and slightly more racial diversity, with the highest proportion of riders identifying as Asian. More riders access this service by walking than other services (except Supplemental). *Marin Transit implemented significant service and route changes in the Local Connector program in 2012 and 2013, with the result that all of these services meet or exceed their performance targets as of early 2014.*
- *Rural (Routes 61 & 68):* The two Stagecoach routes are used by school students and commuters, while a significant number are recreational travelers who ride the service to access parks in West Marin. Over a third of respondents reported using the service for social or recreational purposes, the highest of all service types, while the lowest percentage use it to get to work. These routes also have the largest percentage of riders both under 16 and over 65, the highest income, and the least racially diverse, with 80 percent identifying both as White and as non- Hispanic or Latino.

Characteristics of Marin Transit Riders

Based on a comparison of passenger demographics from the onboard survey and U.S. Census data from Marin County:

- The strongest indicator of transit usage in Marin County is access to an automobile. Members of households with no vehicle available account for a share of transit ridership *16 times* higher than their proportion of the general population. While only two percent of county residents have no car at home, nearly one-third of Marin Transit riders (32 percent) said they did not.
- The next-strongest indicator of transit usage in Marin County is the number of workers per household. Survey respondents who said there were three or more working persons in their homes accounted for almost one-third of responses (32 percent), compared to just four percent of county residents. Multiple members of a household may have responded in some cases, while Census data is based on numbers of households, and not individual respondents.

- Number of persons per household is a strong indicator: 14 percent of survey respondents said there were five people in their household (compared to five percent countywide), and ten percent said there were six or more (compared to three percent in the county at large).
- Household income is another strong indicator of transit usage, with persons from households earning less than \$25,000 annually accounting for a majority of all transit riders (57 percent), compared to only about one-eighth of county residents (13 percent).
- Use of a language other than English at home is another indicator of transit usage, as survey respondents who said Spanish was spoken in their homes accounted for nearly 40 percent of responses, compared to only about one-eighth (12 percent) of county residents.
- Based on the 2012 survey data, ethnicity is a moderate indicator of transit propensity – specifically, those who do not self-identify as White, Asian or “Other” (in response to the survey or census questions) make up a slight majority of transit riders, 52 percent, compared to 18 percent of the general population.
- In Marin County, neither age nor gender is an indicator of propensity toward transit usage. In many places, youth and seniors account for a disproportionate share of transit riders, but in Marin County, senior citizens actually make up a somewhat smaller percentage of Marin Transit riders than of county residents.

Concentrations of Marin Local Transit Riders

- The heaviest concentration, by far, is located in the Canal District in San Rafael. This neighborhood has a density of 59,792 persons per square mile in 2010, with 37 percent of households have an annual income of less than \$25,000, 93 percent of individuals identify as Hispanic or Latino (of any race), Black or African-American, American Indian/Alaska Native, or Hawaiian/Pacific Islander, 12 percent of households have no vehicle, 17 percent have three or more workers, 29 percent have five or more members, and Spanish is spoken in 89 percent of households. Taking into account travel patterns for these residents, the report recommends a number of detailed service improvements for the near and long term.
- In Southern Marin County, 35 percent of Marin City households earn below \$25,000, 65 percent are non-white, and 10 percent have no access to automobiles. In the near term, the report recommends that Marin Transit coordinate with Golden Gate Transit to optimize service and connectivity between routes. The Marin City Transit Hub is served by a total of a dozen routes and is the primary transfer location in the Southern Marin. Marin City is a relatively compact area: much if not all of it is within walking distance of

Marin Transit/Golden Gate transit hub on Donahue Street behind the Gateway Shopping Center.

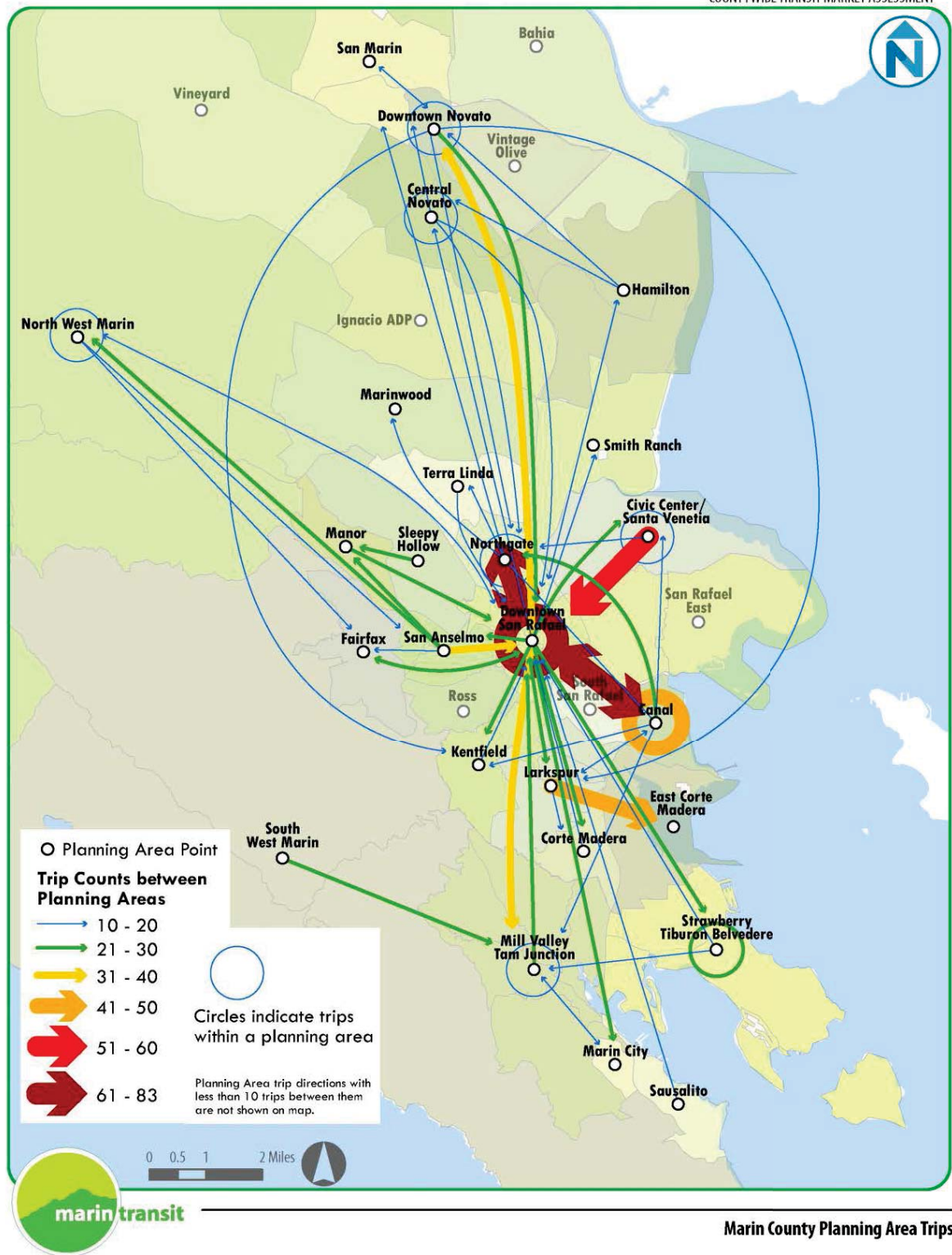
Trip Origins and Destinations

Analysis of Marin Transit trip origins and destinations is determined using the onboard passenger survey. Numbers of trips within and between county subareas defined by staff were tallied, and a map of the travel patterns is provided below. Findings include:

- The strongest pairings, by far, are Downtown San Rafael and the Canal (accounting for 5.53 percent of all trips) and Downtown San Rafael and Northgate (4.38 percent). The pairing of Civic Center/Santa Venetia and Downtown San Rafael and the intra-Downtown San Rafael market each account for 2.64 percent of trips.
- All eight of the strongest pairs include Downtown San Rafael. The San Rafael Transit Center (SRTC) is the central hub of Marin Transit system and a major transfer point to and from regional Golden Gate Transit buses.
- After the Canal, Northgate and Civic Center/Santa Venetia, trips to or from Downtown San Rafael most often start or end in Mill Valley/Tam Junction, Downtown Novato, San Anselmo, Larkspur and Marin City.
- The strongest pairings outside of Downtown San Rafael are between East Corte Madera and Larkspur and between the Canal and Northgate Shopping Mall in Northern San Rafael.

Marin Transit Passenger Origins and Destinations Map

COUNTYWIDE TRANSIT MARKET ASSESSMENT



Results of Marin Transit's System Monitoring Program and Report

Standard: Vehicle Load for Each Mode

Provides service levels to prevent overcrowding and standees

Marin Transit's system-wide goal is to have an average maximum load factor for local service not to exceed 1.25, as measured by a ratio of total passengers to seats on board the vehicles. This equates to a maximum of approximately 10 standees on a 40' vehicle and 15 standees on a 60' articulated vehicle.

Marin Transit works closely with its contractors, specifically Golden Gate Transit, to ensure passengers are not left behind due to overcrowding or overloads. Overcrowding is particularly monitored on routes to and from the Canal area of San Rafael, routes that provide service along Highway 101, routes that provide supplemental school service, Muir Woods Shuttle trips, and West Marin Stagecoach routes that provide weekend Summer service. Marin Transit provides frequent bus service using articulated buses in the Canal area of San Rafael to minimize overcrowding and ensure passengers wait no longer than 15 minutes for the next bus during peak periods. Shadow, or back-up, buses have been deployed on the seasonal Muir Woods Shuttle to accommodate peaks in demand based on weather and traffic conditions.

Performance: Marin Transit conducted a ride check in early Fall 2012 that does not reflect the service restructuring that occurred in August 2013. The District will develop a data collection methodology for future analysis and reporting as part of its ongoing Title VI monitoring and in updating the *Marin Transit Short Range Transit Plan*.

Standard: Vehicle Headway for Each Mode

Provides adequate service frequency based on the corridor of operation and ridership demand

Marin Transit's system-wide goal is to provide service every 30 minutes during the peak and every 60 minutes during the off-peak times along all primary transportation corridors² in the urbanized areas of the County, as demand warrants. As many routes

² Priority corridors are those identified in the Marin County Measure A Transportation Sales Tax Expenditure Plan

provide overlapping service within a given corridor, corridor frequencies are typically much higher than route level frequencies. Services in rural areas will be deployed as demand warrants.

Standard: On-Time Performance for Each Mode

Provides accessible and reliable transit services to Marin County

Marin Transit's goal is to provide transit service to major origins and activity centers within the County. This goal includes providing transit within ¼ mile of 85% of all County residents by census block, 80% of major employers and other large trip generators, and 90% of large multifamily housing developments as well as ensuring that 90% and 75% of middle and high schools are within ½ mile and ¼ mile, respectively, of transit service.

To ensure reliable services, the Agency aims to have a 90% on-time performance target at major stops and transfer hubs and an 80% on-time performance target at minor timepoint stops for fixed route operations. In addition, the agency standard is less than 1% of fixed-route trips missed or removed from the daily schedule. For paratransit services, the standard for on-time performance is at least 90% of all paratransit trips arriving within the thirty minute pick-up window.

Standard: Service Availability for Each Mode

Provides accessible and reliable transit services to Marin County

Marin Transit's goal is to provide transit service to major origins and activity centers within the County. This goal includes providing transit within ¼ mile of 85% of all County residents by census block, 80% of major employers and other large trip generators, and 90% of large multifamily housing developments as well as ensuring that 90% and 75% of middle and high schools are within ½ mile and ¼ mile, respectively, of transit service.

The Agency also aims to have less than 1% of fixed-route trips missed or removed from the daily schedule, and for at least 90% of all paratransit trips arriving within the pick-up window.

Performance:

- Based on 2010 Census data, about 79% of Marin County residents are within ¼ mile of existing transit. Of all major employers (defined as having more than 250 employees) 80% are within a ¼ mile of transit. About 90% of large multifamily housing units (defined as having 40 units or more) are served by transit. Of schools serving grades 8 and higher, including public and private schools, 77% are within ¼ mile of existing transit services, and 95% are within ½ mile.
- The analysis does not include service provided by other transit service providers, such as Golden Gate Transit, that serve areas beyond the ¼ and ½ mile distance from Marin Transit bus routes.
- In 2012, about 0.02% of local fixed-route services were missed or canceled, and about 88% of paratransit pick-ups were made on time. In mid-2014, Marin Transit will benefit from the availability of real-time information for Golden Gate Transit routes as part of their new communications system. This data will be used to evaluate on time performance at the route level.

Policy: Transit Amenities for Each Mode

When resources allow for improvements at multiple stop locations, Marin Transit will prioritize resources based on passenger activity and transfer opportunities. The District will also recognize the amount of observed boarding versus alighting activity when siting amenities such as shelters, benches, and real-time passenger information.

Performance:

(See also map with Locations of Marin Transit Capital Improvement in Last 3 Years, below)

- **Marin City Transit Hub Improvements**
In 2012, Marin County completed an upgrade of the Marin City Transit Hub. New pedestrian amenities, signage, and shelters were added.
- **South Novato Bus Stop improvements**
This is the District's first completed construction project. The new stop on Rowland Blvd improves local passengers' ability to transfer to the Highway 101 corridor service. The project also includes significant pedestrian improvements at the Rowland Blvd and Ignacio Blvd Interchanges that increase pedestrian safety for everyone. The pedestrian improvements bring intersections to current Americans with Disabilities Act (ADA) standards. These include high visibility crosswalks at Rowland Blvd and the northbound

on-ramps and new pathways to and from the existing bus stops. Real-time signage has been added to three stops and will be installed over the next month.

- **Redwood and Grant Transit Improvement Project**

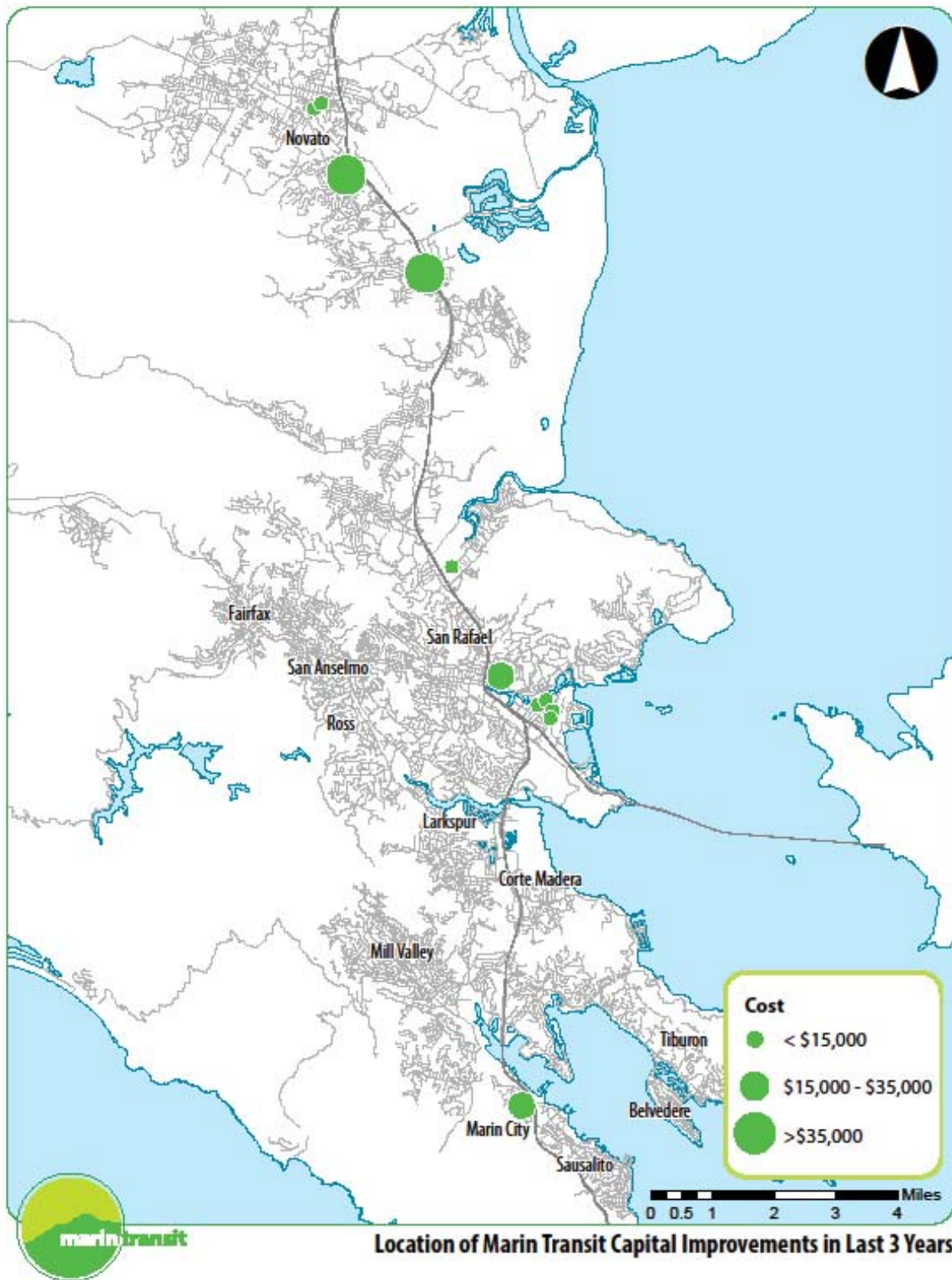
Marin Transit has been working in partnership with the City of Novato and Golden Gate Transit on the design for improvements at the existing transit hub on Redwood Blvd at Grant Ave. The project will address critical shortcomings of the current bus transfer facility and provides an opportunity to enhance one of the gateways to Downtown Novato. A passenger and community survey has been administered at the current facility and online to ensure that the designs address and respond to passenger and community needs.

- **State of Good Repair – Signage**

The installation of new bus stop signs (blades) throughout Marin County is nearly completed. Below is a map of all 497 installed locations and the remaining 104 locations that still need to be installed.

- **State of Good Repair – Stop Improvements**

The second component of the State of Good Repair project is to make improvements at local only stops to provide additional passenger amenities and improve accessibility. Currently, 26 locations throughout the County are targeted for improvements. While project selection was based on passenger activity and transfer opportunities, choices were limited to those stops served by Marin Transit only and did not include stops shared with Golden Gate Transit.



Policy: Vehicle Assignment for Each Mode

All vehicles used in local fixed route service will be Americans with Disabilities Act (ADA) accessible and accommodate at least two wheelchairs and two bicycles. Vehicle size and capacity will be assigned based on demand and passenger load factors. Those routes with the lowest passenger demand will be assigned a 24' cutaway, those with medium demand will be assigned a 35' or 40' vehicle, and those with the highest demand will be assigned a 60' articulated vehicle. Due to challenging terrain and roadways in rural West Marin, vehicle assignments and features may be adjusted to allow for safe operations.

Performance: This standard is met on all Marin Transit routes.

Public Engagement Process for Developing Policies for Major Service Changes, Disparate Impact, and Disproportionate Burden

At its April 15, 2013 meeting, the Marin Transit Board of Directors considered proposed analysis tools and methods for three Title VI policies, set a public hearing for May 20, and initiated a 45-day public comment period through June 1, 2013. These policies were revised and presented for Board consideration at their June 24 meeting and included:

Major Service Change Policy to determine what constitutes a major service change, thus triggering a public process.

Disparate Impact Policy that sets a threshold for determining when a detailed service equity analysis must be conducted integral to the public process.

Disproportionate Burden Policy that sets a threshold for determining when the impact of a proposed change in fares on low-income passengers requires a fare equity analysis.

Marin Transit held four public meetings in advance of the May 20, 2013 public hearing and received very constructive feedback and thoughtful input to assist in developing ongoing Title VI related outreach. The meetings were held in Novato on May 2, San Rafael on May 4 and 8, and Marin City on May 7. Staff sent out media announcements and distributed posters in Spanish and English. The three proposed Title VI policies were made available and presented at the public meetings. The May 4 meeting was organized in cooperation with Asian Advocacy and included over 20 Vietnamese residents and was conducted through a translator. The May 8 meeting was organized by Grassroots Leadership Network and was conducted simultaneously in Spanish. The May 8 meeting had approximately 25 participants.

Marin Transit's Board of Directors held public hearings at its May 20 and June 24, 2013 board meetings to observe the 45 day public comment period that extended to June 1, 2013. At that time, these policies were presented in draft form with the intent to consider any additional public input regarding these policies in the development of the District's full Title VI Program. With approval of the full Title VI Program, Marin Transit staff requests that the Board approve the three policies.

The Policies on Major Service Change, Disparate Impact, and Disproportionate Burden were updated to reflect public input. In preparation for June 24, 2013 hearing, staff issued public hearing notices in English and Spanish, incorporated input received at the May 20 public hearing, and consulted with representatives of community and advocacy organizations in Marin.

Marin Transit Title VI Civil Rights Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden

As one part of its overall Title VI Program, Marin Transit Board of Directors approves the following policies to analyze the District's fixed route services, to determine the impacts and burdens of future service proposals on affected populations, and to identify potential alternatives.

Marin Transit Policy on Major Service Changes

Prior to Board approval, all major service changes will be subject to an equity analysis that will include an analysis of potential adverse effects to identify whether proposed changes would result in an unequal distribution of burdens or benefits. As demonstrated in the The FTA Title VI guidance provides examples of types of service changes in Table 1 below.

Table 1: Examples of Service Changes on Bus Routes

<u>Change In Service</u>	<u>Reductions</u>	<u>Additions</u>
Span of Service (at least 30 min.)	Shortening of service day Removal of periods and/or days of service	Increase of service day Additions of periods and/or days of service
Frequency of Service	Removal of trips on an entire line Removal of trips on a line segment (Short Line) Change in bus capacity	Addition of trips on an entire line Removal of trips on a line segment (Short Line) Change in bus capacity
Service Discontinuation	Discontinue service to an area (May be entire line or segment of existing line) Reroute of existing line away from an area	Add service to an area (May be entire line or segment of existing line) Reroute existing line to an area

Source: FTA Circular 4702.1B - TITLE VI REQUIREMENTS AND GUIDELINES FOR FEDERAL TRANSIT ADMINISTRATION RECIPIENTS, issued October 1, 2012

Unless otherwise noted under item (f) EXCEPTIONS, Marin Transit defines a "**Major Service Change**" as follows:

- a. The addition of a new transit route. Reassignment of existing route numbers, including splitting or combining two or more routes, will not constitute a new transit route. However, if the reassignment will impact the number of transit revenue hours or the route path, the criteria (c) and (d) listed below will be considered. Transit revenue hours refers to the amount of time that a bus is available to carry passengers; or
- b. New service on streets not previously used by any route (excluding major arterial streets and streets designated as a truck route); or

- c. Any aggregate change of 30 percent or more of the number of transit revenue hours of a route over a three-year period for the day of the week for which the change is proposed; or
- d. Any changes in the routing of a bus route, when it is in service that alters 40 percent or more of the route's path over a three-year period.
- e. **EXCEPTIONS:** Exceptions to the "**Major Service Change**" defined in (a) through (d) include:
 - i. Changes to a route with productivity that is 50 percent or below of Marin Transit standards in a typical service day are not considered "major," unless service on that route is eliminated completely on any such day. Productivity refers to the number of passengers carried per revenue hour or per trip. Productivity standards are based on Marin Transit's route typology and are presented in Table 2 below, as adopted in the District's Short Range Transit Plan and updated every two years.

Excerpt from Marin Transit Short Range Transit Plan on Productivity Targets by Service Type

Marin Transit has specified productivity goals measured by passengers per hour or trip and based on service typologies, as shown in Table 2, and these will be updated whenever route changes are made.

Table 2: Marin Transit Productivity Goals by Route Typology

Typology	Routes (for example)	Target (minimum)
Urban Trunk	36, 71	25 passengers per REVENUE HOUR
Urban Core	35, 45	25 passengers per REVENUE HOUR
Regular Local	17, 22, 23, 29, 49, 52	20 passengers per REVENUE HOUR
Local Connector	19, 51, 219, 228, 233, 251, 257, 259	8 passengers per REVENUE HOUR
Supplemental	113, 114, 117, 125, 126, 127, 139	20 passengers per TRIP
Rural	61, 68 Stagecoach	4 passengers per REVENUE HOUR
Recreational	66 Muir Wood Shuttle	20 passengers per TRIP
Demand Response Local Dial-a-Ride		2 passengers per REVENUE HOUR

Source: UPDATED from Marin Transit adopted 2012 Short Range Transit Plan

EXCEPTIONS *(continued)*

- ii. Frequency of service (or headway) adjustments of up to 20 minutes that are not combined with changes to a route's revenue hours or path as described in (c) and (d) above.
- iii. Standard seasonal variations, unless the variations, as compared to operations during the previous season, Fall within the definition of major adjustments in transit service listed in the criteria (a) through (d) above.
- iv. Introduction or discontinuation of short- or limited-term service as long as the service will be or has been operated for no more than twelve months. These include promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversion for construction or other similar activities. Emergency service changes include changes to routes or service frequencies that result from a

disaster that severely impairs public health or safety; changes in access to public streets (such as street closures); or the ability of District equipment to travel on public streets.

- v. Restoration of service previously eliminated due to budget constraints, provided the service runs on the same route as it had prior to its elimination, subject to minor deviations that do not exceed the requirements of (a), (b), (c), or (d) above.
- vi. Changes to infrequent, seasonal, or supplemental routes, including supplemental school routes that meet the requirements of (a) or (b).

Marin Transit Policies on Disparate Impact and Disproportionate Burden

Marin Transit will analyze major service change proposals and all fare change proposals to measure and compare the level of adverse effect (loss) or benefit (gain) between minority and non-minority populations and between low-income and non-low-income populations. There are two sources of data for demographic analysis of proposed changes: U.S. Census data and Marin Transit rider survey data. For routes where Marin Transit has conducted passenger surveys, the District will use that data to evaluate relative impacts and burdens of proposed major service and fare changes. When no passenger survey data is available, the District will rely on census data.

As defined under the Federal Civil Rights Act of 1964, discrimination is prohibited based on race, color, and national origin. Those characteristics are considered protected, and persons with those characteristics are referred to as a protected class. The typical measure for determining disparate impact determine the effects of a service change or fare increase based on the proportion of total ridership that consists of members of a protected class. The analysis applies a statistical measure of disparate impact for those affected by a service change or fare increase compared to persons who are not in a protected class.

When Marin Transit uses ridership data to analyze potential impacts, the agency will compare the ridership of the affected route, routes, or route segment to the entire ridership of the local fixed route system. For example if the ridership of the affected route is 60% minority and the system ridership is 40% minority, then any changes to the route may have a disparate impact.

a. Definitions of Disparate Impact and Disproportionate Burden

Federal Transit Administration Guidance on Title VI published on October 1, 2012 defines disparate impact and disproportionate burden as follows:

Disparate impact - a neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the transit provider'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.

Disproportionate burden - a neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the transit provider to evaluate alternatives and mitigate burdens where practicable.

In assessing disparate impact and disproportionate burden, Marin Transit determines adverse impact based on the federal standard described in the Equal Employment Opportunity Commission (EEOC) Uniform Guidelines known as the “four-fifths rule.” This standard requires benefits to accrue to protected populations at a rate at least four fifths (4/5) or 80 percent of the rate benefits accrue for unprotected populations. Likewise, adverse effects are to be borne by unprotected populations at a rate at least four fifths (4/5) or 80 percent of the rate for protected populations.

For the purposes of this policy, the maximum acceptable difference (positive or negative) in level of benefit between protected and unprotected populations is 20 percent. For changes in transit service level or transit fares, this standard applies as follows for minority and low-income populations:

b. Disparate Impact on Minority Populations

If the cumulative impact of a major service change proposal or any fare change proposal requires a minority population to receive benefits 20 percent less or to bear adverse effects 20 percent more than those benefits or adverse effects received or borne by the non-minority population, that impact will be considered a disparate impact.

Here is one example of how Marin Transit would use demographic data of its riders to determine if there is a disparate impact due to a proposed change:

If 30 percent of Marin Transit riders are minority, but a change would cause them to bear 50 percent of the impacts, and non-minority riders would bear 40 percent of the impacts, there may be a disparate impact. This is because minority riders would bear 20 percent more of the impact than their expected share at 30 percent of riders. Since there is a 20 percent difference or disparate impact, Marin Transit would be required to modify proposed changes to avoid, minimize, or mitigate the impact on minority riders.

c. Disproportionate Burden on Low-Income Populations

Race, color, and national origin are protected classes under Title VI. While low-income populations are not protected, Marin Transit recognizes the need to evaluate the impacts of service and fare changes on transit-dependent passengers. Marin Transit’s disproportionate burden policy is based on a scenario that assumes that Marin Transit’s low-income riders and minority riders are two distinct groups.

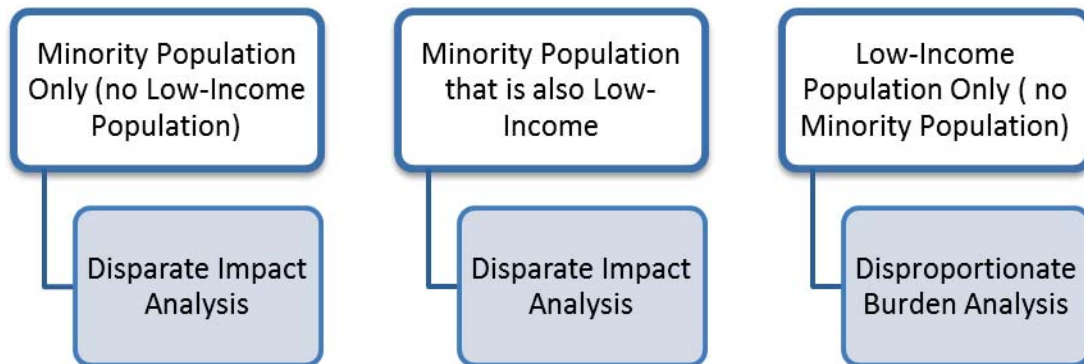
If the cumulative impact of a major service change proposal or any fare change proposal results in a low-income population receiving benefits 20 percent less, or to bear adverse effects 20 percent more, than those benefits or adverse effects received or borne by

non-low-income populations, Marin Transit will consider that impact a disproportionate burden and will take steps to avoid, minimize, or mitigate impacts where possible.

Marin Transit will evaluate the impact of proposed changes to its fare media whether the proposed changes are a proportional (or percent) increase to some or all of the agency's current fare categories or a flat fare increase applied to all fares. Marin Transit is not required to do a Title VI fare equity analysis for promotional fare programs that are less than six months in duration.

If the cumulative impact of a proposed major service change or fare change meets the District's approved thresholds for disparate impact or disproportionate burden, Marin Transit will develop a detailed service or fare equity analysis and identify alternatives for the Board to consider prior to approving the proposed change.

When minority populations significantly overlap with low-income populations, Marin Transit will choose to use the disparate impact analysis as outlined in the 2012 FTA Title VI guidance and illustrated in the diagram below.



Source: FTA Circular 4702.1B - TITLE VI REQUIREMENTS AND GUIDELINES FOR FEDERAL TRANSIT ADMINISTRATION RECIPIENTS, issued October 1, 2012

Where Marin Transit identifies disparate impacts due to proposed fare and major service changes, the District will provide a meaningful opportunity for public comment on any proposed mitigation measures. This will include discussion of less discriminatory alternatives that may be available, in advance of any action on the proposals that the Board of Directors may approve.

Results of Service and/or Fare Equity Analyses Conducted

Under the FTA Title VI Guidance, Transit agencies are required to conduct equity analyses for major service changes and fare changes to ensure that those changes do not result in disparate impacts to minority riders or low-income riders bearing a disproportionate burden of the changes. Transit agencies shall submit the results of any major service change and/or fare equity analyses conducted since the submission of its last Title VI Program. Agencies shall also submit documentation such as a board resolution, copy of meeting minutes, or similar documentation with the Title VI Program as evidence of the board or governing entity or official's consideration, awareness, and approval of the analysis.

This 2014-2017 Title VI Program submittal is Marin Transit's first Title VI Program document. The District became a direct Federal grant recipient in 2013, and no service or fare equity analyses have been performed as of April 2014. Marin Transit will utilize the policies contained in this Title VI Program, along with current demographic data, to monitor its system and to conduct analyses of proposed fare and service changes in the future.

Programa de Derechos Civiles para 2014-2017 de Marin County Transit District conforme al Título VI Federal para cumplir con el Comunicado C 4702.1B de la FTA emitido en octubre de 2012

Marin Transit tiene el compromiso de garantizar que ninguna persona sea excluida de participar o que se le nieguen los beneficios de sus servicios sobre la base de raza, color, religión, origen nacional, sexo o edad, según se establezca en el Título VI de la Ley de Derechos Civiles y la Sección 5332 del Título 49 del Código de los Estados Unidos. Conforme a los lineamientos sobre el Título VI emitidos por la Dirección Federal de Tránsito (FTA) el 1º de octubre de 2012, todos los operadores de transporte público que reciban fondos federales está obligados a:

- Garantizar la provisión del nivel y la calidad del servicio de transporte sin distinción de raza, color u origen nacional.
- Identificar y abordar, según sea apropiado, los efectos desproporcionadamente altos y adversos de los programas y las actividades en las poblaciones minoritarias y de bajos ingresos.
- Promover la participación plena y equitativa de todas las poblaciones afectadas en la toma de decisiones sobre el transporte.
- Evitar la negación, la reducción o el retraso de los beneficios relacionados con los programas y las actividades que beneficien a las poblaciones minoritarias o de bajos ingresos.
- Garantizar un acceso significativo a los programas y las actividades para las personas con pocas habilidades en el idioma inglés (Limited English Proficiency: LEP).

El Programa del Título VI de Marin Transit seguirá evolucionando a través de la experiencia adquirida en la realización de análisis de planificación, la evaluación de los impactos de los servicios, y en la implementación de programas de participación incluyentes y actividades de difusión. Cada tres años, Marin Transit actualizará este documento para la Dirección Federal de Tránsito como una constancia del Programa del Título VI más actualizado del Distrito.

Formatos accesibles

Este documento está disponible en formatos accesibles bajo solicitud. Para obtener copias impresas de este documento o información sobre formatos accesibles, por favor comuníquese con:

Civil Rights Officer

Marin Transit

711 Grand Avenue, Suite 110

San Rafael, CA 94901 o llame al 415-226-0855 o TDD 711

Declaración de la Política conforme al Título VI de Marin Transit – Aviso al Público

Marin Transit otorga a todos los ciudadanos la igualdad de acceso a sus servicios de transporte. Marin Transit tiene el compromiso de garantizar que ninguna persona sea excluida de participar o que se le nieguen los beneficios de sus servicios sobre la base de raza, color u origen nacional, según se proteja por el Título VI de la Ley de Derechos Civiles de 1964, y sus enmiendas ("Título VI").

Toda persona que crea que ha sido perjudicada por cualquier práctica discriminatoria ilegal conforme al Título VI puede presentar una queja. Para obtener más información sobre el programa de derechos civiles de Marin Transit y los procedimientos para presentar una queja, comuníquese al (415) 226-0855 o TDD 711, envíe un correo electrónico a info@marintransit.org o visite nuestras oficinas en 711 Grand Avenue, Suite 110, San Rafael, CA 94901. Para obtener más información, visite www.marintransit.org

Si se necesita información en otro idioma, póngase en contacto con Marin Transit al (415) 226-0855.

La Política conforme al Título VI de Marin Transit está publicada en sus oficinas administrativas, en los principales centros de conexiones de tránsito ubicados en San Rafael, Marin City, y Novato, y en los vehículos de Marin Transit. También está publicada en el sitio web de Marin Transit en www.marintransit.org

Procedimientos de Queja conforme al Título VI de Marin Transit

Si usted cree que ha recibido un trato discriminatorio por Marin Transit sobre la base de su raza, color u origen nacional, usted tiene el derecho de presentar una queja con el Oficial de Derechos Civiles. La queja debe ser presentada a más tardar 180 días calendario después del supuesto incidente discriminatorio. Este documento y el formulario de queja del Título VI están disponibles en el sitio web de Marin Transit www.marintransit.org

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud. Por favor llame al (415) 226-0855 o TDD 711.

El método preferido es presentar su queja por escrito, utilizando el Formulario de Queja Conforme al Título VI, y enviarla a:

Civil Rights Officer
Marin Transit
711 Grand Avenue, Suite 110
San Rafael, CA 94901

Las quejas verbales serán aceptadas y transcritas por el Oficial de Derechos Civiles. Para presentar una queja verbal, llame al (415) 226-0855 o TDD 711.

Usted también tiene el derecho a presentar una queja con una entidad externa, como el Departamento de Transporte (DOT), una agencia estatal o federal, o una corte estatal o federal. Si se presenta una queja con Marin Transit y con una entidad externa al mismo tiempo, la queja externa tendrá precedencia sobre la queja presentada en Marin Transit, y los procedimientos de queja de Marin Transit serán suspendidos hasta que se presenten los hallazgos de la entidad externa.

El Oficial de Derechos Civiles de Marin Transit estudiará e investigará todas las quejas conforme al Título VI que estén completas. Una vez que se reciba la queja, Marin Transit la estudiará para determinar si nuestra oficina tiene jurisdicción. Quien presenta la queja recibirá un acuse de recibo informándole si la queja será investigada por nuestra oficina. Se llevarán a cabo medidas razonables para proteger cualquier información que sea confidencial. La investigación puede incluir una revisión de todos los documentos, prácticas y procedimientos pertinentes, así como discusiones de la queja con todas las partes afectadas para determinar la naturaleza del

problema. La investigación se llevará a cabo y normalmente se concluirá en un plazo no mayor a 60 días desde la recepción de la queja formal.

En base a la información recibida, el Oficial de Derechos Civiles preparará un informe escrito para su presentación al Gerente General de Marin Transit. En nombre del Gerente General, el Oficial de Derechos Civiles emitirá una de las dos cartas a quien presentó la queja: una carta de cierre o una carta de fallo. Una carta de cierre resume las alegaciones y afirma que no hubo violación del Título VI y que el caso será cerrado. Una carta de fallo resume las alegaciones y las entrevistas sobre el presunto incidente, y explica si ocurrirá alguna acción disciplinaria, entrenamiento adicional del personal o alguna otra acción. Las partes tendrán 14 días calendario desde la fecha de la carta de resultado para apelar. Si quien presenta la queja desea apelar la decisión, puede hacerlo directamente ante el Departamento de Transporte de Estados Unidos, la Comisión de Igualdad de Oportunidad en el Empleo o el Departamento de Empleo y Vivienda Justa de California, según el caso.

Una persona también puede presentar una queja directamente con la Dirección Federal de Tránsito (Federal Transit Administration: FTA), dirigiéndola a: FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.

Procedimientos de investigación

El Oficial de Derechos Civiles deberá mantener un registro de las quejas conforme al Título VI recibidas, el cual deberá incluir la fecha de presentación de la queja, un resumen de los alegatos, el estado actual de la queja y las medidas tomadas por Marin Transit en respuesta a la queja.

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud. Por favor llame al (415) 226-0855.

Formulario de Queja conforme al Título VI de Marin Transit

Marin Transit tiene el compromiso de garantizar que ninguna persona sea excluida de participar o que se le nieguen los beneficios de sus servicios sobre la base de raza, color u origen nacional, según se proteja por el Título VI de la Ley de Derechos Civiles de 1964, y sus enmiendas ("Título VI").

Los documentos que describen la Declaración de la Política conforme al Título VI y los Procedimientos de Queja de Marin Transit se pueden traducir al español bajo solicitud. Por favor llame al (415) 226-0855 o TDD 711.

Por favor, proporcione la siguiente información necesaria para procesar su queja conforme al Título VI. Se puede obtener ayuda al solicitarla.

1. Nombre de quien presenta la queja _____
2. Dirección _____
3. Ciudad, Estado y C.P. _____
4. Teléfono (casa) _____ (trabajo) _____
5. Dirección de correo electrónico _____
6. ¿Requiere formatos accesibles? Letra grande Cinta de audio
TDD Otro
7. Persona contra quien se cometió discriminación (si no es quien presenta la queja)
 - a. Nombre _____
 - b. Dirección _____
 - c. Ciudad, Estado y C.P. _____
8. ¿Cuál de las siguientes describe mejor la razón por la que cree que se dio la discriminación? ¿Fue por su...?:
 - a. Raza _____
 - b. Color _____
 - c. Origen nacional _____
9. ¿En qué fecha ocurrió la presunta discriminación? _____

10. En sus propias palabras, describa la supuesta discriminación. Explique lo más claramente que pueda lo que pasó y por qué cree usted que le discriminaron. Describa todas las personas que estaban involucradas. Incluya el nombre y la información de contacto de la(s) persona(s) que le discriminaron (si se los sabe) así como los nombres y la información de contacto de los testigos que hubiera. Incluya la fecha del incidente, el número de la ruta y la dirección del viaje, y la hora en que ocurrió el incidente. Si lo tienes, incluir el número del autobús. Por favor, use la parte de atrás de este formulario si necesita más espacio.

11. ¿Ha presentado esta queja con otra agencia federal, estatal o local, o ante alguna corte federal o estatal? _____ Sí _____ No

12. Si es así, marque todas las que apliquen: _____ Agencia federal _____ Corte federal
_____ Agencia estatal _____ Corte estatal _____ Agencia local

13. Por favor proporcione la información de contacto de una persona en la agencia o corte donde se presentó la queja.

- a. Nombre _____
b. Dirección _____
c. Ciudad, Estado y C.P. _____
d. Teléfono _____

14. Por favor firme abajo. Puede adjuntar cualquier material escrito u otra información que crea pertinente para su queja.

Firma de quien presenta la queja

Fecha

Envíe o entregue el formulario llenado a:

Civil Rights Officer
Marin Transit
711 Grand Avenue, Suite 711
San Rafael, CA 94901

