

**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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## **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 <sup>(1)</sup>	252,916		36,756,666	
2000 Total Population <sup>(2)</sup>	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 <sup>(1)</sup>	183,830	72.8%	14,956,253	40.2%
Black or African American persons, 2010 <sup>(1)</sup>	6,621	2.6%	2,163,804	5.8%
American Indian and Alaskan Native persons, 2010 <sup>(1)</sup>	531	0.2%	162,250	0.4%
Asian persons, 2010 <sup>(1)</sup>	13,577	5.4%	4,775,070	12.8%
Native Hawaiian and Other Pacific Islander persons, 2010 <sup>(1)</sup>	436	0.2%	128,577	0.4%
Persons reporting some other race, 2010 <sup>(1)</sup>	1,034	0.4%	85,587	0.2%
Persons of Hispanic or Latino origin, 2010 <sup>(1)</sup>	39,069	15.5%	14,013,719	37.6%
Persons reporting two or more races, 2010 <sup>(1)</sup>	7,311	2.9%	968,696	2.6%
<i>Language and Education</i>				
Language other than English spoken at home, age 5+, 2010 <sup>(3)</sup>	55,366	23.4%	14,940,924	43.4%
High school graduates, pct. of persons age 25+, 2010 <sup>(3)</sup>	169,512	91.2%	19,172,357	80.6%
Bachelor's degree or higher, pct. of persons age 25+, 2010 <sup>(3)</sup>	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**

<b>Marin County, California</b>	<b>Estimate</b>	<b>Margin of Error</b>
Total:	242,433	+/-423
<b>Native:</b>	192,001	+/-3,099
Speak only English	171,781	+/-3,633
<b>Speak Spanish:</b>	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
<b>Speak other Indo-European languages:</b>	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
<b>Speak Asian and Pacific Island languages:</b>	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
<b>Speak other languages:</b>	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
<b>Foreign born:</b>	50,432	+/-3,080
Speak only English	12,221	+/-2,037
<b>Speak Spanish:</b>	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
<b>Speak other Indo-European languages:</b>	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
<b>Speak Asian and Pacific Island languages:</b>	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
<b>Speak other languages:</b>	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**

	<b>Estimate</b>	<b>Margin of Error</b>
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](http://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](http://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](http://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](http://www.marintransit.org/titlevi.html)





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										

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## 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 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
VERY WELL		2014	880	881	253	543	733	681	879	694	386
955	932										
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		447	208	170	69	103	157	170	166	194	62
204	190										
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		480	198	172	110	97	140	202	110	287	41
208	194										
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		126	51	57	18	37	34	41	21	66	24
43	60										
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 RESPONSES/BLANK		341	151	143	47	63	135	101	26	31	14
28	25										
1.9	1.8	10.0	10.1	10.0	9.5	7.5	11.3	8.5	2.2	2.4	2.7

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**MARIN TRANSIT ONBOARD SURVEY 2012**

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

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										
YES		1252	556	494	202	255	457	477	527	554	103
555	574	36.7	37.4	34.7	40.6	30.2	38.1	39.9	43.8	43.6	19.5
38.6	41.0										
NO		1582	683	686	213	457	551	535	589	586	382
744	740	46.4	45.9	48.2	42.9	54.2	46.0	44.8	49.0	46.1	72.5
51.7	52.8										
MULTIPLE RESPONSES/BLANK		574	249	243	82	131	191	183	86	132	42
139	87	16.8	16.7	17.1	16.5	15.5	15.9	15.3	7.2	10.4	8.0
9.7	6.2										

**Q17B. ETHNIC BACKGROUND**

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										





## Attachment 2 - Public Meetings on Title VI Policies and Outreach

<b>Notes from Public Meeting in the Canal with the Vietnamese Community (5/4/13)</b>	<b>Staff Response</b>
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.	
<b>Notes from Public Meeting in Marin City (5/7/13)</b>	
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	

<b>Notes from Public Meeting in the Canal in partnership with Grassroots Leadership Network (5/8/13)</b>	
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.
<b>Responses to question on how Marin Transit should provide information under the Title VI Plan</b>	
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	
<b>Specific Questions and Comments on Proposed Title VI Policies on Major Service Changes</b>	
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.

<p>6. How does a route 259 with no ridership in the past stay in place when a route with some ridership does not?</p>	<p>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.</p>
<p>7. What is the route typology based on?</p>	<p>Route typology is based on rider profiles and development patterns, and productivity standards are tailored according to the purpose of the route.</p>
<p>8. How do you deal with unpredictability, such as if you eliminate a route and then people want to use it?</p>	<p>We will continue to monitor changes in demographics and travel patterns to identify unmet needs.</p>
<p>9. Need to create a minority bus rider committee</p>	
<p>10. What is a headway?</p>	<p>The frequency of service on a bus route.</p>
<p>11. A glossary would be good</p>	
<p>12. Before you conduct a survey, you should alert people that you are going to conduct one</p>	
<p>13. How do you serve needs of low-income riders who live in areas where most people drive?</p>	<p>We will monitor demographics and travel patterns to identify and address unmet needs.</p>

