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July 24, 2017

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

SUBJECT: Resolution Approving Marin Transit's 2017-2020 Title VI Program Submittal to the Federal Transit Administration

board of directors

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supervisor district 2

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director
supervisor district 3

Dear Board Members:

RECOMMENDATION: Authorize Board President to sign Resolution 2017-05 approving the 2017-2020 Title VI Program to ensure equal access to Marin Transit's programs, activities, and services.

SUMMARY:

Marin Transit staff have completed a thorough update of the District's Title VI Civil Rights Program in compliance with Federal Transit Administration (FTA) requirements. As a direct recipient of federal funds, Marin Transit revises the Title VI Program for your review every three years prior to submittal to FTA.

This comprehensive program includes the following primary documents:

1. Marin Transit's Title VI Notice to the Public;
2. Title VI Complaint Procedures and Title VI Complaint Form;
3. *Marin Transit Public Participation Plan*;
4. *Marin Transit Language Assistance Plan* for providing language assistance to persons with limited English proficiency;
5. Your Board's adopted System-wide Service Standards and Policies;
6. Marin Transit Policies on Major Service Changes, Disparate Impact, and Disproportionate Burden; and

Except for policies on major service changes, disparate impact, and disproportionate burden, FTA requires every transit agency that directly receives federal funding to develop these primary Title VI documents.

The *Marin Transit Public Participation Plan* is updated to include the District's public outreach initiatives and activities since April 2014. Staff revised the analysis in the *Language Assistance Plan* with 2015 census data and the results of the 2017 passenger survey, and has updated

the description of the District's contact and outreach efforts regarding populations with limited English proficiency (LEP).

Summary of Findings Related to Limited English Proficiency Populations

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. Marin Transit is required to ensure that vital documents are professionally translated into Spanish. District staff will monitor contacts with limited English proficiency residents who speak Vietnamese, Chinese, and Japanese, and future census and survey data to determine additional safe harbor populations. Based on contacts with Vietnamese speakers with limited English proficiency, the District began to translate eligibility and program documents into Vietnamese in 2013 and provides targeted outreach to educate this population on their mobility options.

In the findings from the Marin Transit's 2017 passenger survey, 38 percent of those surveyed speak Spanish at home compared to about 13 percent of Marin County residents. The second language identified in the 2017 survey constitutes one percent of riders who speak Tagalog at home. In total, the passenger survey found that 41.2 percent of local riders speak another language at home and 31.2 percent of local riders speak English less than very well.

Additional Requirements that Apply to Marin Transit

Under the FTA Title VI Guidance issued in October 2012, transit agencies must provide additional documentation if they operate 50 or more fixed route vehicles in peak service in a census-designated Urbanized Area of 200,000 or more. Marin Transit meets that threshold.

Under these comprehensive requirements, Marin Transit demonstrates that the District has conducted detailed analyses of its service area, customers, and travel patterns based on the U.S 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. Staff conducted an 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 data is drawn from the US Census 2011-15 American Community Survey and the results of Marin Transit's 2017 passenger survey. The findings are provided in the section on Demographic Ridership and Travel Patterns, Collected by Surveys on pages 75-77 of the Title VI Program.

Consistent with the findings in 2014, the comparison of each route shows that only two of Marin Transit's routes can be considered as "non-minority." 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. While five percent of the length of Route 219 is located in minority census tracts, over 60 percent of Route 219 passengers identify as minorities and use the service to commute to Tiburon for work from other parts of the county. Route 61 connects rural West Marin with Marin City where one of the highest concentrations of minority populations in the county reside. 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 policies on evaluating the impacts of major service changes, the additional required components of Marin Transit's Title VI Program include:

1. Demographic and service profile maps and charts;
2. Demographic ridership and travel patterns, collected from passenger surveys;
3. A description of the public engagement process for setting the major service change policy, disparate impact policy, and disproportionate burden policy;
4. Results of the monitoring program of system-wide service standards and policies; and
5. 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.

Since the 2014 Title VI Program submittal, Marin Transit has conducted one fare equity analysis and two service equity analyses applying these policies. For each Title VI Program update, Marin Transit describes any action taken in response to the system monitoring program and documents your Board's consideration, awareness, and approval of the results of the monitoring. The service equity analyses have been the primary format for informing your Board of the need for and impact of proposed service changes on minorities and low-income riders.

Measuring Performance Under Marin Transit's System-wide Standards and Policies

The District's 2013 adopted system-wide standards and policies are consistent with the Marin Transit Short Range Transit Plan (SRTP). Staff relies on the application of these standards and policies in the context of the SRTP as the basis for service change proposals. The SRTP is updated every two years, and includes an in-depth analysis of system performance. The District upgraded its data management system to introduce a new report writing tool to provide: a new format for the monthly report; a new quarterly performance alongside the quarterly budget report; and an updated annual report. The quarterly report provides an in-depth analysis of trends, the annual report provides a detailed assessment of systemwide, route typology, and route-level performance data.

The results of the Title VI systemwide monitoring program are provided on pages 83-89 of the Title VI Program. The District meets each of its systemwide standard with one exception. At major timepoints and transfer centers, fixed route on-time performance is 82.2 percent and the standard is 90 percent. This data is derived from two sources: National Transit Database sampling and Marin Transit's real-time information system installed on its community shuttle and rural transit services. Golden Gate Transit is one of Marin Transit's three fixed route operations contractors, and has been working for several years to provide real-time information on the routes they operate on behalf of Marin Transit.

They recently implemented their system, and Golden Gate Transit on-time performance data will enable the District to provide on-time performance reports at the route level.

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:

Marin Transit continues its commitment to training its staff and contractors on how to identify and serve the needs of customers with limited English proficiency.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Van Doren". The signature is fluid and cursive, with a long horizontal stroke at the end.

Amy Van Doren
Director of Policy and Legislative Programs

Attachments: Resolution 17-05 Approving the Marin Transit Title IV Program for 2017-2020
Marin Transit 2017-2020 Title IV Program

**Marin County Transit District
Marin Transit 2017-2020 Title VI Program
Submittal to the Federal Transit Administration**

RESOLUTION No. 2017-05

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 24th day of July 2017.

Marin Transit President,

I certify that the foregoing resolution was adopted by the Marin Transit Board of Directors at its meeting of July 24, 2017.

District Secretary

Marin Transit Federal Title VI Program

2017-2020

July 2017



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 2017-2020 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 July 2017, 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. These include 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 the public participation plan and a summary of activities in advance of major service changes to the local fixed route system in 2016.

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 Marin Transit passenger surveys conducted in Spring of 2017, 80% of local fixed route riders are between the ages of 18-64. Compared to the rest of Marin County, local riders report significantly lower income levels and a higher proportion identify as members of minorities. About 35% of Marin Transit local riders report that they earn less than \$25,000 a year, while 59% of countywide residents are at the other end of the range earning \$75,000 or more.

In the 2017 passenger survey, respondents who stated that Spanish was spoken in their homes accounted for 38 percent of responses compared to 13 percent of Marin County residents. 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, 22.2% of residents speak a language other than English in their home. According to the results of Marin Transit's 2017 passenger survey, 41% of local riders speak another language at home and 31% 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 historically resided in the Canal neighborhood that has 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
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
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
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
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-hour advance notice.	Board has regularly scheduled meetings open to the public throughout the year. Public hearings are typically held
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 give 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. For service changes, Marin Transit dedicates web pages with links to electronic files of printed materials, updated materials 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.

A redesign of the Marin Transit website will be completed in Summer 2017, and the site will be merged with the District's Marin Access website that provides mobility options for senior and disabled residents. The 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. The Marin Transit website supports feedback and comments, use of interactive maps, trip planning, and real-time transit information for Community Shuttles and the West Marin Stagecoach. The new website will also feature real-time arrival information for all of Marin Transit's services. 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 to communicate with the general public including media contact lists, website, and social media. 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 C of this plan summarizes feedback obtained in meetings held with Spanish- and Vietnamese-speaking residents.

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 the Marin County Fair, 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 maintains relationships with Homeward Bound, Canal Alliance, Canal Welcome Center, Marin City Community Services District, Asian Advocacy Project, Novato Human Needs Center, 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, US mail and email, 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 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. Additional translation assistance is provided through Marin Transit's Customer Service

Center managed by Golden Gate Transit, where staff utilize Language Line for direct translation into 200 languages.

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 needed.

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. These may be translated into Spanish or other languages as appropriate.

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, administer surveys, build support, and address concerns or ideas. This includes getting on the agenda of local neighborhood meetings and the opportunity to invite participation in ongoing outreach efforts. This form of outreach can be particularly effective for reaching those not likely to read printed material or use the Marin Transit website. Marin Transit bases the scale and scope of in-person activities 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 attempts 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 bolsters 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 and Focus 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. In 2016, staff worked with local community organizations to hold several rider focus groups to develop and refine major service change proposals. These focus groups were conducted in Spanish with immediate translation, and in English.

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 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 discuss potential 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 reserve time for public comments, 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 are 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](http://www.marintransit.org).

All Board meeting agendas include the following notice in English and Spanish:

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. Golden Gate Transit operates most of Marin Transit's fixed route service. Marin Transit directly supports the Marin Paratransit Coordinating Council and the Marin Mobility Management Consortium. These volunteers advocate for improved accessibility and transportation options for seniors and persons with disabilities, and advise Marin Transit on community needs and programs. The District will consider implementing a Marin Transit Passenger Advisory Committee in addition to working with community advisory groups for neighborhood based needs assessments and service planning.

Mobility Management Travel Training Programs

Marin Transit's travel training consist of training for senior, disabled, and low-income residents (in English, Spanish, and Vietnamese) on how to use the fixed route bus system and navigate paratransit and mobility alternatives. As part of the District's Marin Access Program, training is provided via group presentations and question & answer sessions on all the different transportation options available to them in Marin. Staff and travel training ambassadors provides "travel tours" with groups of 3-5 people who experience how to ride the public bus and how to get where they need to go. 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. These are also available on the [marintransit.org](http://www.marintransit.org) website. Travel Navigator satellite office hours are held regularly in Novato (north), (Marin City (south), the Canal neighborhood in East San Rafael (central), and Point Reyes Station in rural west Marin. Translation in Spanish and Vietnamese is provided as needed.

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. In addition, Marin Transit staff participate in a statewide 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. Marin Transit provide language assistance at Board of Director's meetings, such as oral interpreters, with 72-hour advance notice. Minutes from the meeting are available to the public on Marin Transit's website. Public comments 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 each 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 designates 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 in the section below.

Legal Publication of Notice and Additional Outreach on Public Hearings

Once the Board has decided to hold a public hearing, staff will prepare a notice of the public hearing that includes 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-day 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, Marin Transit shall publish a notice 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 continue to 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 are provided at all Marin Transit community meetings to gather input, feedback, and suggestions that also address how to improve the District's outreach activities.

Keeping the Public Participation Plan Up-to-Date

The District reviews and updates this *Public Participation Plan* at 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.

Public Participation Plan, Community Outreach, and Marketing Strategies for Proposed Major Service Changes for June 2016

See Appendix A of this Plan for the public participation plan and summary of all outreach activities held in advance of Board approval of proposed service changes for June 2016. The proposed changes were developed based on a series of community needs assessments and a countywide transit market assessment. Eight months in advance of the proposed major service changes, Marin Transit developed and sought Board approval of the Public Participation Plan. The resulting activities are summarized in the Appendix A, and provided valuable input into making the changes responsive to community needs. The public input was provided as part of the Service Equity Analysis, presented to the Marin Transit Board in advance of approving the major service change proposal.

Community Meetings on Transit Service Options in East San Rafael

In 2017, Marin Transit held meetings in English and Spanish to assess local transit needs and opportunities in East San Rafael.

- East San Rafael Community Meeting on Public Transit Options – May 2, 2017
- East San Rafael Community Meeting on Public Transit Options – January 10, 2017

Regular Passenger and Community Advisory Committee Meetings

1. **Marin Access Paratransit Coordinating Council** – Held every month
2. **Marin Mobility Consortium** – Held every other month
3. **Golden Gate Transit Bus Passenger Advisory Committee** – Held every other month
4. **Golden Gate Transit Accessibility Committee** – Held every other month

Marin Access Mobility Management Goals and Activities Regarding Outreach to Riders, Stakeholders, and Community Organizations

Marin Access Mobility Management's *Strategic Analysis and Recommendations* (2015-2017)

Beginning in 2015, Marin Transit's Marin Access Mobility Management Program conducts an annual rider survey in English and Spanish to identify needs and program improvements and to develop new program and services. Marin Access encompasses all paratransit and mobility management services for qualified senior and disabled residents. The District initiated a comprehensive study of Marin Access programs to identify performance trends and lessons learned before continuing to expand and introduce new offerings.

Marin presented the initial findings to the Board in April 2016, and a completed draft report in June 2016. Staff widely distributed the draft report among stakeholders in Marin County. These include: the Marin County Aging Action Initiative, the Marin Mobility Consortium, Marin Transit's Paratransit Coordinating Council, the Commission on Aging's Housing and Transportation Committee, and others interested in senior transportation. All written comments submitted to Marin Transit were presented to the Board in August 2016. Staff incorporated feedback and suggested revisions where appropriate, and these revisions added clarity and context to particular issues and questions raised. Specific comments and questions not addressed in the final report are considered as staff prepares activities and program updates that will implement the study recommendations.

Goals for Outreach to Stakeholder and Community Organizations

Interagency collaboration is required to resolve some of the most pressing service delivery constraints. Marin Transit has a long history of cooperating across sectors, particularly with regards to Marin Access programs. Interagency collaboration will require engaging community partners through existing outlets, such as the Marin Mobility Consortium, and developing innovative new partnerships and opportunities for cooperation.

Work with community partners to identify Marin Transit's role in supporting new and expanded volunteer driver programs within the county. The success of volunteer driver programs relies on the ability to recruit and retain dependable volunteers to provide the requested transportation services. Volunteers motivated to support a specific organization or cause typically do not identify a strong allegiance to Marin Transit as a volunteer. Often volunteers are seeking a connection within their community or faith to provide this gift. With support from Marin Transit, organizations with these member ties should be encouraged to support future volunteer driver programs.

Actions Related to Public Participation and Outreach as the First Half of 2017

- **Redesign of the Marin Transit and Marin Access websites:** Marin Transit staff maintains two separate websites for Marin Transit and Marin Access. The redesign will merge these websites, and ensure access to high quality information with consistent branding. Staff expect to incorporate a program finder tool that will better assist older adults and people with disabilities in evaluating their travel options.

- **Issued second annual Marin Access rider survey:** In prior years, Marin Transit has conducted Marin Access rider surveys to answer specific questions related to current studies. An annual survey will better assist staff in understanding rider satisfaction, preferences, and behavior over time, and inform decisions to change or enhance program offerings.
- **Established a production schedule for the Marin Access newsletter:** Marin Transit published the first Marin Access newsletter in Fall 2015. Based on community response and staff workload, staff decided to publish the newsletter twice per year – a Spring/Summer edition and a Fall/Winter edition.
- **Facilitated a survey and workshop with Marin volunteer driver programs, and produced a memo on subsequent findings and recommendations:** On November 8, 2016, Marin Transit hosted a volunteer driver workshop with representatives from CarePool, Marin Villages, Project Independence, and West Marin Senior Services. Prior to the workshop, attendees and a representative from Sausalito Village and CARSS filled out an online survey about their operations and experiences. A memo entitled “Supporting Volunteer Driver Programs” documents the findings from these exercises, and recommends establishing a Marin Access Volunteer Driver Program Resource Center.
- **Conducted interviews with eight human service agencies, including adult day programs and dialysis centers, to better understand the needs of shared clientele:** Between October 2016 and January 2017, Marin Transit staff conducted interviews with eight separate human service agencies, whose clients represent over 30 percent of local trips on Marin Access Paratransit. The meetings focused on shared clients who are heavy consumers of the paratransit program. A forthcoming white paper will detail what staff learned about these users and their needs, the experiences of the human service agencies that help riders navigate the paratransit system, and the opportunities to improve the paratransit program while not duplicating services.
- **Developed partnerships with county stakeholders to improve access to healthcare:** Marin Transit staff has formed a collaborative working group of stakeholders from the Marin Center for Independent Living, the Marin County Department of Aging and Adult Services, the Ritter Center, and Marin Community Clinics. The group developed a grant proposal to improve access to non-emergency medical transportation for Marin residents, especially those at risk of re-hospitalization or institutionalization.
- **Preparing a white paper on lessons learned from interviews with the human services agencies.**
- **Regular Marin Access Travel Navigator Satellite Hours** are held in north, south, east central, and west Marin to increase access to information and gather input regarding delivery of Marin Access services and programs, as described in the table below:

Marin Access Satellite Office Hours: Timing, Location, and Participation

Venue	Schedule	Estimated Reach	Languages Available
Margaret Todd Senior Center (Novato)	Every other month. Third Thursday of the month.	40 participants ~15 receive individual counseling	English and Spanish
Albert J Boro Community Center (Canal neighborhood in East San Rafael)	Monthly. Second Wednesday.	30 participants ~4 receive individual counseling	English, Spanish, and Vietnamese
West Marin Senior Services (Point Reyes Station)	Monthly. Third Thursday.	40 participants ~5 receive individual counseling	English and Spanish
Marguerite Johnson Senior Center (Marin City)	Monthly.	12 participants ~5 receive individual counseling	English and Spanish

APPENDIX A - Marin Transit Public Participation Plan and Summary of Results for Proposed Major Service Changes for June 2016

Public Participation Plan

Goals

- Educate and obtain input from riders, especially Title VI populations, on proposed service improvements and access to information;
- Supplement survey and demographic data for the ongoing Title VI plan;
- Develop and sustain relationships with local service / community organization staff and volunteers; and
- Open channels for communication (to and from Marin Transit).

Activities

1. **A Minimum of Two Fact Sheets on how the proposed Service Plan was developed and the Proposed Service Improvements** in English and Spanish, with one specifically focused on the Canal. Fact Sheets will present both Marin Transit and Golden Gate Transit proposed changes. Content and organization of sheets based on consensus of the Planning and Operations team. The **Service Plan** is integral to the adopted Short Range Transit Plan and based on public outreach, surveys, understanding who rides and their travel needs, and available funding. The fact sheets will note that Marin Transit monitors service performance. Fact Sheet materials will be used to create Boards for Community Workshops, focus groups, and other presentations.
2. **Comment Cards / Feedback Forms** in English and Spanish – include demographic and neighborhood location data. Distribute through community organization partners, stakeholders in local jurisdictions, and at regularly scheduled meetings of local organizations in the Canal, Marin City (CSD), and Novato.
3. **Reach out to Community Groups** – Work with Parent Services Project, the Canal Alliance, Grassroots (to reach beyond its advocates), School District English Language Advisory Committee (DELAC) and English Learner Advisory Committees (ELAC), and Novato Human Needs Center to participate in their meetings or for presence at events. Secure a Spanish translator as needed and provide handouts and comment cards. Enlist their assistance in advertising community workshops and in identifying client riders for up to three focus groups.
4. **Three Community Workshops** - in the Canal, Marin City (CSD), and Novato. Staffed by Marin Transit with a minimum of one translator. Collaborate with Golden Gate Transit to provide materials, answer questions, and obtain input on local and regional changes. Provide food for a light meal.

5. **Design a Focus Group Questionnaire** to work with paid rider participants to gather information on how the proposed service changes will affect them, issues of concern, how to provide better information, and how to educate riders on adapting to service changes. Gather comments identifying current problems.
6. **Schedule and Conduct Three Focus Groups** with interactive maps / displays and up to 15 participants each. Each will require a minimum of two Staff members – one leader and one taking notes – and a translator. Provide either a \$50 Clipper Card or a Marin Transit monthly pass for up to 45 total participants.
7. **Public Service Announcements** for Spanish radio on where to get information and how to provide input. Staff will secure air time and prepare scripts.
8. **Design and Advertise a Feedback Form on Survey Monkey for Riders with Internet Access** – Include demographic data / neighborhood locations for those participating in the survey.
9. **Create a Web Page for the Service Changes** with multiple opportunities to provide specific comments on proposed changes. The design will build on previous templates.
10. **Catalog and Evaluate Input** – for internal planning, staff response, presentation to the Board, and to identify improvements for future outreach and marketing efforts once the service changes are approved.

Summary of Marin Transit's Public Participation Program and Activities

Prior to Approval of Major Service Changes for June 2016

Following US Department of Transportation planning regulations, Marin Transit developed a documented public participation plan that provides adequate notice of public participation activities, as well as early and continuous opportunities for public review and comment at key decision points. The federal statutory and regulatory framework creates a proactive program of engagement, interaction, and accountability for decision makers, interested parties, and the public. Fundamental to this program, the District seeks out and considers the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment, healthcare, and other services. Diverse opportunities for public participation lead to more responsive and effective transit service investments. The outreach plan in advance of the final recommendation to the Board is fully consistent with the District's Title VI Program Public Participation Plan.

Golden Gate Transit (GGT) proposed major changes to its regional routes to occur at the same time as the Marin Transit changes in June. As Marin Transit prepared a public participation plan for activities prior to approval of the June 2016 service changes, Marin Transit and GGT agreed to collaborate on outreach materials and to conduct four joint community workshops. In coordinating outreach activities, the Districts' goal was to promote seamless service planning and delivery and avoid rider confusion. The four joint workshops were held in February 2016 in Marin City, Novato, and San Rafael. Marin Transit held a fourth workshop, in Spanish, in San Rafael's Canal neighborhood.

In addition to workshops and feedback forms, staff participated in meetings and events with community organizations and sought out Marin Transit riders who provided more detailed feedback for three organized focus groups. Staff reached out to, provided materials, and made presentations to community groups and organizations that serve the Spanish-speaking community and Marin City with a large minority population primarily. In each case, Marin Transit staff provided a detailed fact sheet and maps that described the precise changes proposed by route and information on how to provide input on service proposals. All materials were professionally translated into Spanish, and professional translators were available at each workshop and for the workshop and focus groups conducted in Spanish.

Notice of the service changes was posted on each Marin Transit vehicle along with an invitation to participate in a focus group. Where service at a particular stop would be affected by the service change, staff posted tailored announcements at the individual stops with directions on how to obtain more information or provide comments. All notices were posted in English and Spanish. At each focus group, staff described the proposed changes in detail by route, answered questions, and requested feedback.

In addition to participating in community meetings, Marin Transit held a workshop with community leaders in Marin City and the Canal to seek input on how to more effectively reach residents and riders and on how to provide information that will assist riders with understanding how to plan their transit trips once the changes are implemented.

Public comments on the proposed service changes were recorded at the workshops and focus groups, transcribed from phone calls and comment cards, and documented from emails and online comment forms. The Marin Transit Board of Directors held a public hearing at its February 22, 2016 meeting. Staff presented all comments received at that time. All comments received at that hearing and up until March 23, 2016 are provided in the updated table of public comments attached to the staff report for the March 28, 2016 Board meeting.

Adjustments to the service change proposal resulting from the public outreach process and subsequent analysis from January through March 2016 are described as part of the service equity analysis for the June 2016 major services changes.

APPENDIX B – Community Input on Outreach Strategies

Input from meetings with Spanish and Vietnamese-speaking Residents 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 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 C – 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

Marin Transit Language Assistance Plan

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

Marin Transit 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 compares current demographic and population data for Marin County using the various U.S. Census Bureau estimates, including the 2010 decennial census and the 2011-2015 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, Tiburon, and Sausalito. Golden Gate Transit passenger surveys 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 (including ethnicity, language spoken at home, and education)

	Marin Co.	%	California	%
2015 Total Population Estimate ⁽¹⁾	258,349		38,421,464	
2010 Total Population Estimate ⁽²⁾	252,916		36,756,666	
Population, annual percent change, 2010 to 2015	0.43%		0.91%	
Population, annual percent change, 2000 to 2010	0.23%		0.85%	
Age				
Persons under age 5 (not included in age total), 2015 ⁽¹⁾	13,076	5.1%	2,511,776	6.5%
Persons under 18 years old, 2015 ⁽¹⁾	53,142	20.6%	9,174,343	23.9%
Persons between 18 years old and 65 years old, 2015 ⁽¹⁾	156,652	60.6%	24,449,801	63.6%
Persons 65 years old and older, 2015 ⁽¹⁾	48,555	18.8%	4,797,320	12.5%
Gender				
Female, 2015 ⁽¹⁾	131,889	51.1%	19,325,996	50.3%
Male, 2015 ⁽¹⁾	126,460	48.9%	19,095,468	49.7%
Disability				
Persons with a disability, age 5+, 2015 ⁽¹⁾	22,967	9.4%	3,930,418	10.9%
Journey to Work				
Mean travel time to work (minutes), workers age 16+, 2015 ⁽¹⁾	30.2		28.0	
Means of transportation to work—Public Transportation, 2015 ⁽¹⁾	12,436	9.9%	877,191	5.2%
Ethnicity				
White persons, 2015 ⁽¹⁾	204,918	79.3%	23,747,013	61.8%
Black or African American persons, 2015 ⁽¹⁾	6,583	2.5%	2,265,387	5.9%

American Indian and Alaskan Native persons, 2015 ⁽¹⁾	795	0.3%	287,028	0.7%
Asian persons, 2015 ⁽¹⁾	14,681	5.7%	5,261,978	13.7%
Native Hawaiian and Other Pacific Islander persons, 2015 ⁽¹⁾	622	0.2%	150,370	0.4%
Persons reporting some other race, 2015 ⁽¹⁾	19,813	7.7%	4,974,791	12.9%
Persons reporting two or more races, 2015 ⁽¹⁾	10,937	4.2%	1,734,897	4.5%
Persons of Hispanic or Latino origin, 2015 ⁽¹⁾	40,875	15.8%	14,750,686	38.4%
Language and Education				
Language other than English spoken at home, age 5+, 2015 ⁽¹⁾	55,960	22.2%	15,767,634	43.6%
High school graduates, age 25+, 2015 ⁽¹⁾	175,702	92.9%	20,658,217	81.8%
Bachelor's degree or higher, age 25+, 2015 ⁽¹⁾	105,503	55.8%	7,939,184	31.4%
Housing and Households				
Median household income, 2015 ⁽¹⁾	\$93,257		\$61,818	
Persons below poverty, percent, 2015 ⁽¹⁾	8.3%		16.3%	
Zero Vehicle Households, 2015 ⁽¹⁾	5,626	5.4%	985,308	7.7%
Land Facts				
Land area, (square miles)	520		155,779	
Persons per square mile, 2015	496.5		246.6	

Sources:

(1) U.S. Census Bureau, 2011-2015 American Community Survey; 2) U.S. Census Bureau, 2010 Census

4. LEP Four Factor Analysis

To update 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 2015 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:	245,273	+/-73
Native:	198,469	+/-1,445
Speak only English	178,065	+/-1,537
Speak Spanish:	12,788	+/-881
Speak English "very well"	10,716	+/-871
Speak English "well"	1,550	+/-346
Speak English "not well"	477	+/-159
Speak English "not at all"	45	+/-51
Speak other Indo-European languages:	5,150	+/-614

	Marin County, California	
	Estimate	Margin of Error
Speak English "very well"	4,700	+/-585
Speak English "well"	284	+/-124
Speak English "not well"	166	+/-76
Speak English "not at all"	0	+/-28
Speak Asian and Pacific Island languages:	2,104	+/-278
Speak English "very well"	1,803	+/-265
Speak English "well"	229	+/-115
Speak English "not well"	72	+/-57
Speak English "not at all"	0	+/-28
Speak other languages:	362	+/-136
Speak English "very well"	339	+/-136
Speak English "well"	11	+/-20
Speak English "not well"	12	+/-28
Speak English "not at all"	0	+/-28
Foreign born:	46,804	+/-1,439
Speak only English	11,248	+/-779
Speak Spanish:	19,077	+/-974
Speak English "very well"	6,242	+/-707
Speak English "well"	5,181	+/-543
Speak English "not well"	5,923	+/-710
Speak English "not at all"	1,731	+/-410
Speak other Indo-European languages:	10,314	+/-835
Speak English "very well"	7,179	+/-711
Speak English "well"	2,192	+/-311

	Marin County, California	
	Estimate	Margin of Error
Speak English "not well"	713	+/-229
Speak English "not at all"	230	+/-119
Speak Asian and Pacific Island languages:	5,485	+/-469
Speak English "very well"	2,611	+/-410
Speak English "well"	1,894	+/-302
Speak English "not well"	842	+/-200
Speak English "not at all"	138	+/-84
Speak other languages:	680	+/-208
Speak English "very well"	376	+/-132
Speak English "well"	221	+/-139
Speak English "not well"	74	+/-69
Speak English "not at all"	9	+/-10

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates (B16005)

Table 3: Language Spoken Marin Residents Population Age 5 Years & Over - Speak English “Very Well” or “Not Very Well”

	Marin County, California	
	Estimate	Margin of Error
Total:	245,273	+/-73
Speak only English	189,313	+/-1,397
Spanish or Spanish Creole:	31,865	+/-1,078
Speak English "very well"	16,958	+/-979

	Marin County, California	
	Estimate	Margin of Error
Speak English less than "very well"	14,907	+/-1,003
French (incl. Patois, Cajun):	2,901	+/-418
Speak English "very well"	2,668	+/-393
Speak English less than "very well"	233	+/-112
French Creole:	110	+/-83
Speak English "very well"	20	+/-33
Speak English less than "very well"	90	+/-74
Italian:	1,410	+/-319
Speak English "very well"	1,108	+/-268
Speak English less than "very well"	302	+/-125
Portuguese or Portuguese Creole:	1,051	+/-326
Speak English "very well"	761	+/-281
Speak English less than "very well"	290	+/-127
German:	2,425	+/-411
Speak English "very well"	2,232	+/-382
Speak English less than "very well"	193	+/-104
Yiddish:	15	+/-25
Speak English "very well"	0	+/-28
Speak English less than "very well"	15	+/-25
Other West Germanic languages:	359	+/-140
Speak English "very well"	297	+/-112
Speak English less than "very well"	62	+/-58
Scandinavian languages:	1,185	+/-337
Speak English "very well"	975	+/-281
Speak English less than "very well"	210	+/-112

	Marin County, California	
	Estimate	Margin of Error
Greek:	359	+/-164
Speak English "very well"	313	+/-148
Speak English less than "very well"	46	+/-46
Russian:	1,406	+/-330
Speak English "very well"	717	+/-212
Speak English less than "very well"	689	+/-194
Polish:	124	+/-71
Speak English "very well"	111	+/-69
Speak English less than "very well"	13	+/-16
Serbo-Croatian:	208	+/-123
Speak English "very well"	165	+/-104
Speak English less than "very well"	43	+/-37
Other Slavic languages:	366	+/-197
Speak English "very well"	274	+/-162
Speak English less than "very well"	92	+/-62
Armenian:	180	+/-130
Speak English "very well"	147	+/-123
Speak English less than "very well"	33	+/-30
Persian:	1,447	+/-363
Speak English "very well"	897	+/-293
Speak English less than "very well"	550	+/-175
Gujarati:	193	+/-123
Speak English "very well"	134	+/-110
Speak English less than "very well"	59	+/-63
Hindi:	709	+/-311

	Marin County, California	
	Estimate	Margin of Error
Speak English "very well"	526	+/-269
Speak English less than "very well"	183	+/-146
Urdu:	405	+/-240
Speak English "very well"	267	+/-159
Speak English less than "very well"	138	+/-96
Other Indic languages:	467	+/-256
Speak English "very well"	181	+/-114
Speak English less than "very well"	286	+/-194
Other Indo-European languages:	144	+/-89
Speak English "very well"	86	+/-60
Speak English less than "very well"	58	+/-61
Chinese:	2,044	+/-386
Speak English "very well"	1,294	+/-314
Speak English less than "very well"	750	+/-211
Japanese:	1,028	+/-285
Speak English "very well"	789	+/-237
Speak English less than "very well"	239	+/-115
Korean:	856	+/-228
Speak English "very well"	435	+/-154
Speak English less than "very well"	421	+/-180
Mon-Khmer, Cambodian:	74	+/-61
Speak English "very well"	59	+/-59
Speak English less than "very well"	15	+/-18
Hmong:	4	+/-7
Speak English "very well"	4	+/-7

	Marin County, California	
	Estimate	Margin of Error
Speak English less than "very well"	0	+/-28
Thai:	142	+/-91
Speak English "very well"	52	+/-49
Speak English less than "very well"	90	+/-63
Laotian:	23	+/-28
Speak English "very well"	5	+/-9
Speak English less than "very well"	18	+/-27
Vietnamese:	1,278	+/-310
Speak English "very well"	392	+/-140
Speak English less than "very well"	886	+/-226
Other Asian languages:	521	+/-189
Speak English "very well"	375	+/-148
Speak English less than "very well"	146	+/-90
Tagalog:	1,223	+/-345
Speak English "very well"	823	+/-294
Speak English less than "very well"	400	+/-183
Other Pacific Island languages:	396	+/-299
Speak English "very well"	186	+/-122
Speak English less than "very well"	210	+/-215
Navajo:	0	+/-28
Speak English "very well"	0	+/-28
Speak English less than "very well"	0	+/-28
Other Native North American languages:	24	+/-27
Speak English "very well"	24	+/-27
Speak English less than "very well"	0	+/-28

	Marin County, California	
	Estimate	Margin of Error
Hungarian:	121	+/-121
Speak English "very well"	30	+/-33
Speak English less than "very well"	91	+/-113
Arabic:	362	+/-165
Speak English "very well"	206	+/-114
Speak English less than "very well"	156	+/-105
Hebrew:	291	+/-152
Speak English "very well"	256	+/-132
Speak English less than "very well"	35	+/-33
African languages:	147	+/-102
Speak English "very well"	140	+/-103
Speak English less than "very well"	7	+/-9
Other and unspecified languages:	97	+/-54
Speak English "very well"	59	+/-43
Speak English less than "very well"	38	+/-33

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-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. Marin Transit will monitor contacts limited English proficiency residents who speak Vietnamese, Chinese, and Japanese, and future census and survey data to determine additional safe harbor populations. Based on contact with this population, the District began to translate all vital documents into Vietnamese in 2013, and provides targeted outreach to educate this population on their mobility options.

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 (80%) local fixed route riders are between the ages of 18-64.

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 2017, about 35% of Marin Transit local riders earn less than \$25,000 a year, while the majority of countywide residents (59%) are at the other end of the range earning \$75,000 or more.

In the findings from the Marin Transit's 2017 passenger survey, 38 percent of those surveyed speak Spanish at home compared to about 13 percent of Marin County residents. The second language identified in the 2017 survey constitutes one percent of riders who speak Tagalog at home. In total, the passenger survey found that 41.2 percent of local riders speak another language at home and 31.2 percent of local riders speak English less than very well.

Table 4 summarizes 2017 survey responses by age, gender, and race. A detailed breakdown of the 2017 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 primarily speak in your household?
- How well do you speak English?
- Are you of Hispanic, Latino, or Spanish origin?

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

	2012 Survey	2017 Survey	Marin County (1)
Under 18 years old	21%	11%	21%
Between 18 and 65 years	72%	80%	61%
65 years and older	12%	9%	19%
Female	49%	44%	51%
Male	51%	56%	49%
Under \$25,000	57%	35%	14%
\$25,000 to \$49, 999	20%	24%	15%
\$50,000 to \$74,999	7%	12%	13%
\$75,000 or more	16%	29%	59%
White	39%	29%	72%
Black/African American	7%	7%	2%
American Indian/Alaska Native	1%	1%	0%
Hispanic/Latino	43%	52%	16%
Asian	5%	5%	6%
Native Hawaiian/Pacific Islander	1%	1%	0%
Other	4%	6%	4%
No Vehicle Available	32%	39%	5%
Language other than English Spoken at Home			
Spanish	39%	38%	13%
Other	9%	4%	10%

(1) U.S. Census Bureau, 2011-2015 American Community Survey

In preparing its first Language Assistance Plan in 2013/14, Marin Transit conducted Title VI outreach workshops with members of Marin’s Latino and Vietnamese communities in 2013. The workshops gathered input to identify appropriate methods to communicate, inform, and obtain input from residents with limited English proficiency. Marin Transit also enhanced the Marin Access Mobility Management program with a grant to develop and implement programs to reach Marin County residents with limited English. Under the grant, the District expanded its understanding of community needs and outreach methods. The purpose was to educate LEP residents on the options available to senior, disabled, and low-income residents under the Marin Access Program. The 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, 22.8 percent of residents speak a language other than English in their home. According to the results of Marin Transit’s 2017 Passenger Survey, 41.2 percent of local riders speak another language at home and 31.2 percent 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

Marin Transit continues to assess the frequency with which staff and drivers have, or could have, contact with LEP persons. Marin Transit maintains records in its data management system on these contacts, and review the tallies of contacts using the Language Line direct translation service through the District’s Customer Service Center. When assistance is needed, drivers direct LEP passengers to the Customer Service Center to answer questions and provide information. Language Line summarizes these contacts by language requested, number of calls, and call length. Marin Transit reviews these statistics to ascertain the potential for additional language assistance needs. Nearly all the requests are for Spanish translation. Out of 90 translations provided, 87 were in Spanish. Marin Transit will continue to review these reports to monitor usage and note emerging trends.

Primary Contact Points with LEP persons

- Buses
- Drivers
- San Rafael Transit Center. Customer service staff connect LEP persons to Language Line for translation of questions and answers in 200 languages. Language Line provides a summary of all calls by language requested.
- 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 Supervisors
- Print media
- Broadcast media
- Public relations media
- Transit fairs, County Fair, and community events. Marin Transit notes the number of LEP contacts and request that interested members fill in a sign-in sheet.

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

Per the results of the 2017 Marin Transit Passenger Survey, the largest concentration of LEP individuals in Marin Transit service area are people who speak Spanish (37.4 percent) in their homes. The next concentration was far lower: one percent of surveyed riders who speak Filipino or Tagalog at home. 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. In anticipation of potential service changes, Marin Transit develops a marketing and community outreach plan that identify opportunities to reach LEP individuals and budget for those activities. The outreach plan is implemented with the assistance of local community organizations, including Canal Alliance 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 and in 200 languages through the direct translation service provided by Language Line.

Marin Transit anticipates and budgets for 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 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 Mobility Management Program eligibility coordinators and dispatchers are 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 an event, this information assists staff in anticipating needs for future events; and
- Educating bus operators and front-line staff on identifying specific language assistance needs and potential demographic trends among riders and connecting LEP passengers to Customer Service for language assistance. Enable passengers to easily connect with the Language Line service that provides immediate translation in 200 languages.

5.2 Language Assistance Measures

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

- All Marin Transit schedules and brochures are translated;
- Marin Transit passenger comment cards on all fixed route and paratransit services;
- Marin Access paratransit and mobility management program information and eligibility application forms;
- Advisory notices at Bus Stops and Transit Centers;
- Written notices of rights on each bus and major transit center with information on accessing 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 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 2016, 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 for June 2016.

There are numerous language assistance measures available to LEP persons, including oral and written language services. There are a variety of ways in which Marin Transit staff respond 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 strives 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. Marin Transit requires the Marin Access paratransit and travel navigator contractor to provide Spanish translation for customers. Marin Transit encourages all its 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 200 languages and provides assistance for all Marin Transit fixed route services. 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 utilizes Language Line and/to U.S. Census Bureau Language Identification brochures available at the San Rafael Transit Center and Marin Transit's offices. LEP customers often come directly to our offices for assistance or to secure a youth pass; (Current)
- 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 trains 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. Conduct training for all current and new staff; (Current)
- Distribute LEP curriculum and training materials to Golden Gate Transit for their use in training drivers and front-line staff who deliver and support Marin Transit fixed route services; (Current)
- Provide Marin Transit staff and contractors with a description of language assistance services offered by Marin Transit; (Current)
- 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; (Current) and
- Instruct Marin Transit staff and contractors on the use of U.S. Census Bureau *Language Identification Flashcards* and/or Language Line brochure. (Current)

5.4 Providing Notice to LEP Persons

Marin Transit strives 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 strives 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 makes 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 are 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; (Current)
- 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 these 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; (Current)
- The Marin Transit Rider Guide contains information on fares, accessibility, locations where discount tickets and passes are sold, and general riding information is provided in Spanish. The Guide encompasses all of Marin Transit's fixed route services, and Spanish translation accompanies each section of text written in English; (Current)
- Marin Transit provides 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 side by side with language in English; (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 are 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 will evolve 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 updates 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 five years;
- Needs identified by front line staff during employee training activities related to Limited English Proficiency populations 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;
- Complaints from LEP individuals received by Marin Transit or its contract operators; and
- Assessment that may include surveys of coach operators and other front-line staff, including dispatchers, dial-a-ride schedulers, and the District's service development planners on their experience concerning contacts with LEP persons.

Dissemination of Marin Transit Language Assistance Plan (LEP Plan)

Marin Transit disseminates the *Language Assistance Plan* to customers and Marin County residents through the following:

- A link to Marin Transit LEP Plan and Title VI Program is provided on Marin Transit website, www.marintransit.org/titlevi.html;
- Marin Transit distributes the LEP Plan with human service and multicultural organizations in Marin County; and

- Any person or agency with internet access can 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 as feasible.

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

Marin Transit 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.

Marin Transit partnered with four community agencies to outreach to the Vietnamese and Spanish speaking senior populations of Marin.

Activities include:

- 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. These include 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 translations of Marin Transit’s brochures on mobility management programs and services, and Spanish translation of the Rider’s Guides for Marin Access Paratransit, Volunteer Driver, and the Marin Catch-A-Ride discount taxi programs.
- 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.
- Ongoing Travel Navigator assistance and satellite office hours to provide information, gather input, and answer questions. See below for current program information.

Marin Access Travel Navigator Satellite Hours

Venue	Schedule	Estimated Reach	Languages Available
Margaret Todd Senior Center (Novato)	Every other month. Third Thursday of the month.	40 participants ~15 receive individual counseling	English and Spanish
Albert J Boro Community Center (Canal neighborhood in East San Rafael)	Monthly. Second Wednesday.	30 participants ~4 receive individual counseling	English, Spanish, and Vietnamese
West Marin Senior Services (Point Reyes Station)	Monthly. Third Thursday.	40 participants ~5 receive individual counseling	English and Spanish
Marguerite Johnson Senior Center (Marin City)	Monthly.	12 participants ~5 receive individual counseling	English and Spanish

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 2017 - Results from Selected Questions

What Languages Do You Regularly Speak in Your Home?

	TOTAL WEIGHTED -----	TOTAL UNWEIGHTED -----
BASE - ALL RESPONDENTS	826	1216
	100%	100%
ENGLISH	57%	58%
SPANISH	38%	37%
ENGLISH AND SPANISH EQUALLY	1%	1%
TAGALOG/FILIPINO	1%	0%
FRENCH	0%	0%
VIETNAMESE	0%	0%
FARSI/PERSIAN	0%	0%
FIJIAN	0%	0%

PORTUGUESE	0%	0%
HINDI	0%	0%
AMHARIC	0%	0%
URDU	0%	0%
NEPALI	0%	0%
ASL	0%	0%
RUSSIAN	0%	0%
CANTONESE	0%	0%
JAPANESE	0%	0%
TIBETAN	0%	0%
GERMAN	0%	0%
REFUSED	1%	0%

How Well Do You Speak English?

	TOTAL WEIGHTED -----	TOTAL UNWEIGHTED -----
BASE - SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME	348 100%	499 100%
VERY WELL	25%	25%
WELL	26%	26%
NOT WELL	41%	42%
NOT AT ALL	8%	7%

Are You of Hispanic, Latino, or Spanish Origin?

	TOTAL WEIGHTED -----	TOTAL UNWEIGHTED -----
BASE - ALL RESPONDENTS	826	1216
	100%	100%
NO	45%	48%
YES	52%	51%
REFUSED/NO RESPONSE	2%	2%

Ethnic Background

	TOTAL WEIGHTED -----	TOTAL UNWEIGHTED -----
BASE - ALL RESPONDENTS	826	1216
	100%	100%
WHITE/CAUCASIAN	39%	41%
HISPANIC	24%	24%
BLACK/AFRICAN AMERICAN	10%	10%
ASIAN	7%	7%
AMERICAN INDIAN/ALASKA NATIVE	4%	4%
NATIVE HAWAIIAN/PACIFIC ISLANDER	1%	1%
MIXED UNSPECIFIED	1%	1%
PERSIAN/ARAB/N. AFRICAN/MIDDLE EASTERN	0%	0%
REFUSED/NO RESPONSE	20%	19%

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 July 2017, 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 July 2017, 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. as those 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. In 2016, the District initiated a long-term planning process toward the goal of siting an operations and maintenance facility in Marin County. Staff developed a comprehensive list of evaluation criteria for Board approval, and will apply these criteria to the candidate locations, including Title VI equity considerations. Staff will conduct a detailed equity analysis of alternatives for Board consideration prior to site selection.

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 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. The Short Range Transit Plan is updated every two years, and staff will release a draft of the most recent plan in Summer 2017. Marin Transit has incorporated the District's system-wide standards and policies into a single document, and evaluates its services and programs based on these standards and policies through its ongoing performance reports and Short Range Transit Plan process. To fully apply the on-time performance standards, the District continues to work with Golden Gate Transit to improve the availability of its real-time information for Marin Transit services.

Marin Transit utilizes 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 applies 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

To ensure reliable services, Marin Transit 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 ½ mile of 85% of all County residents, 80% of all jobs within the County, and 90% of residential units in 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.

Marin Transit 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 2015 five-year American Community Survey Census data. The minority population map shows block groups with more than 27.3 percent minority population. The 27.3 percent 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 255,000 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 preservation 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 3.3 million local transit trips each year. In the District's 2017 passenger survey, 39 percent responded that they do not have a vehicle available and 38 percent stated that they speak Spanish at home. These riders primarily, but not exclusively, reside in the Canal neighborhood in eastern San Rafael with pockets in areas within Novato.

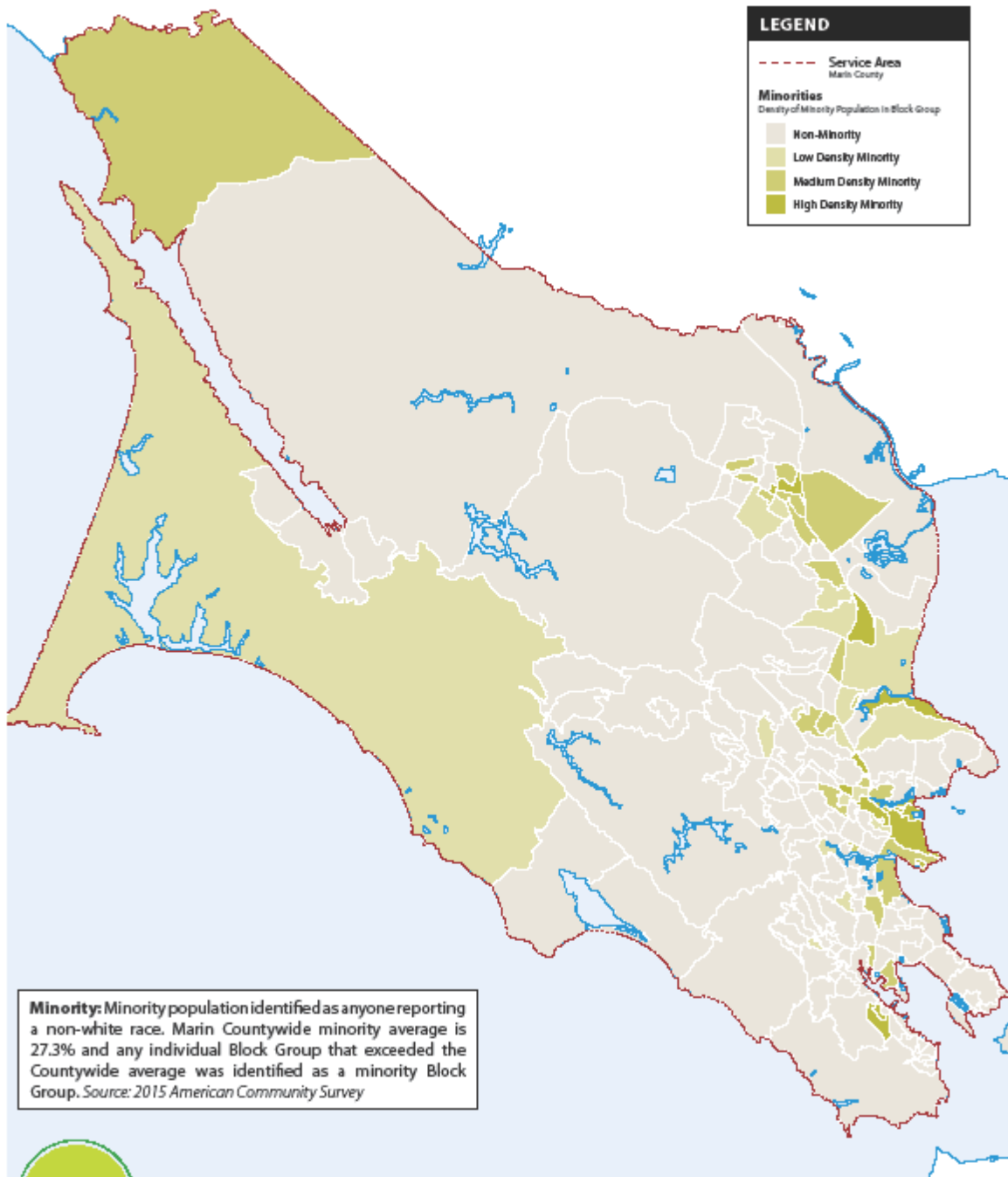
The table below compares the demographic data on income and race of Marin Transit riders from passenger surveys with 2015 census data for all Marin County residents. The District conducted passenger surveys in 2005, 2008, 2012, and 2017.

Demographic Overview of Transit Riders in Marin County

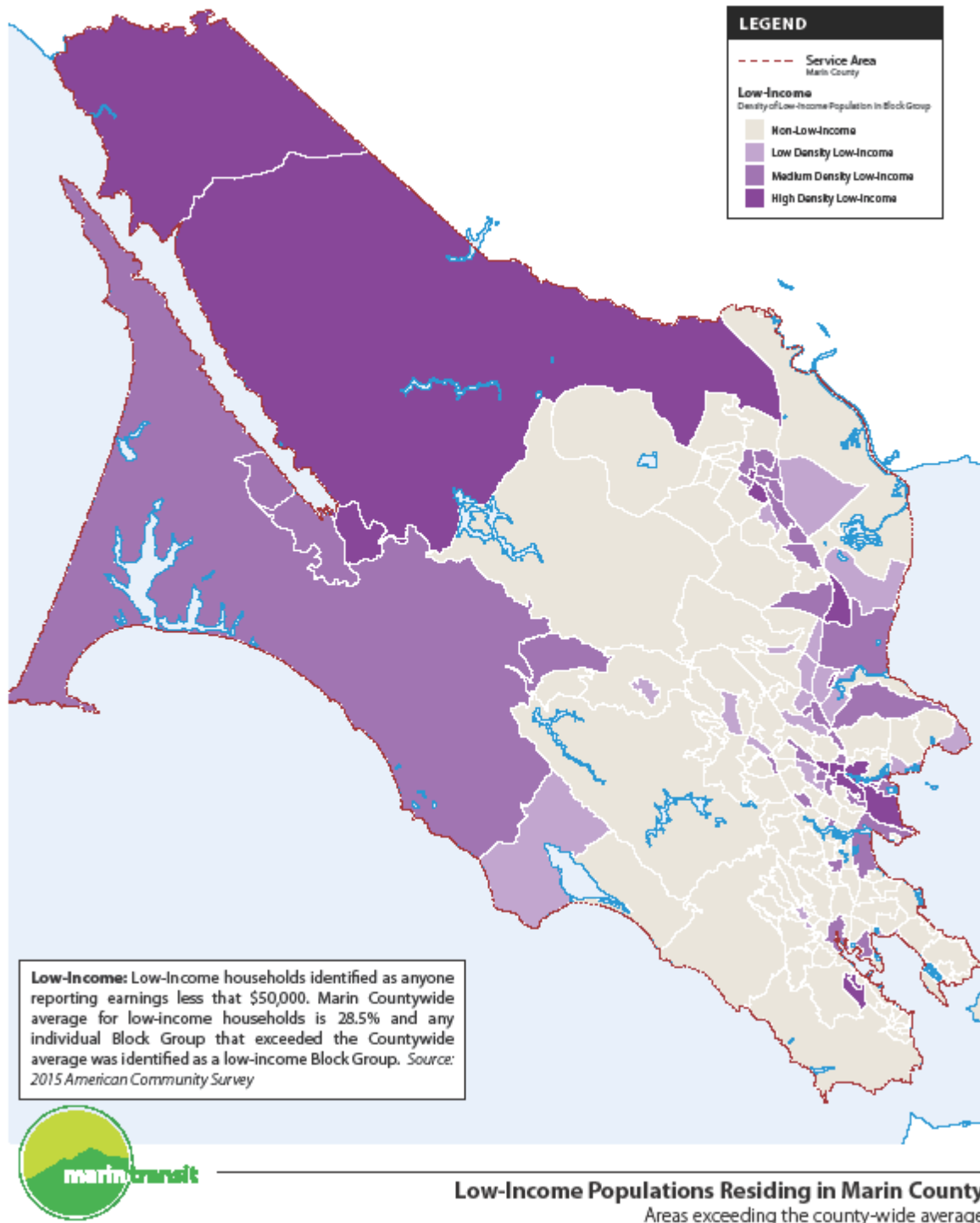
Category	2005	
<i>Age</i>		
Persons under 18 years old		18 percent
Persons between 18 and 65 years old		78 percent
Persons 65 years old and older		4 percent
<i>Gender</i>		
Female		48 percent
Male		52 percent
<i>Household Income</i>		
Under \$25,000		51 percent
\$25,000 to \$49,999		28 percent
\$50,000 to \$74,999		10 percent
\$75,000 or more		10 percent
<i>Race</i>		
Hispanic		n/a
Caucasian/White		n/a
African American		n/a
Asian		n/a
Other		n/a

Sources:

(1) U.S. Census Bureau, 2011-2015 American Community Survey

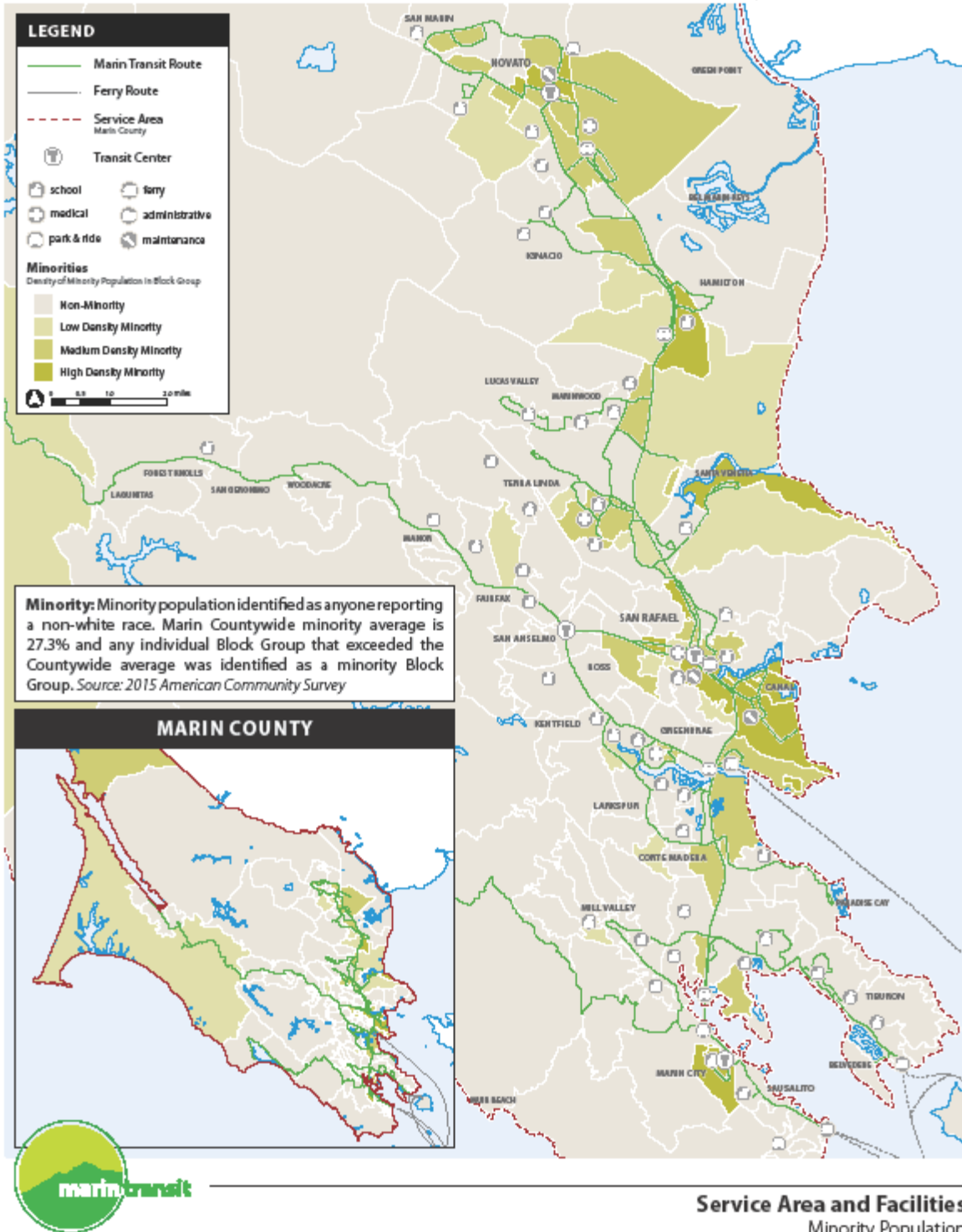


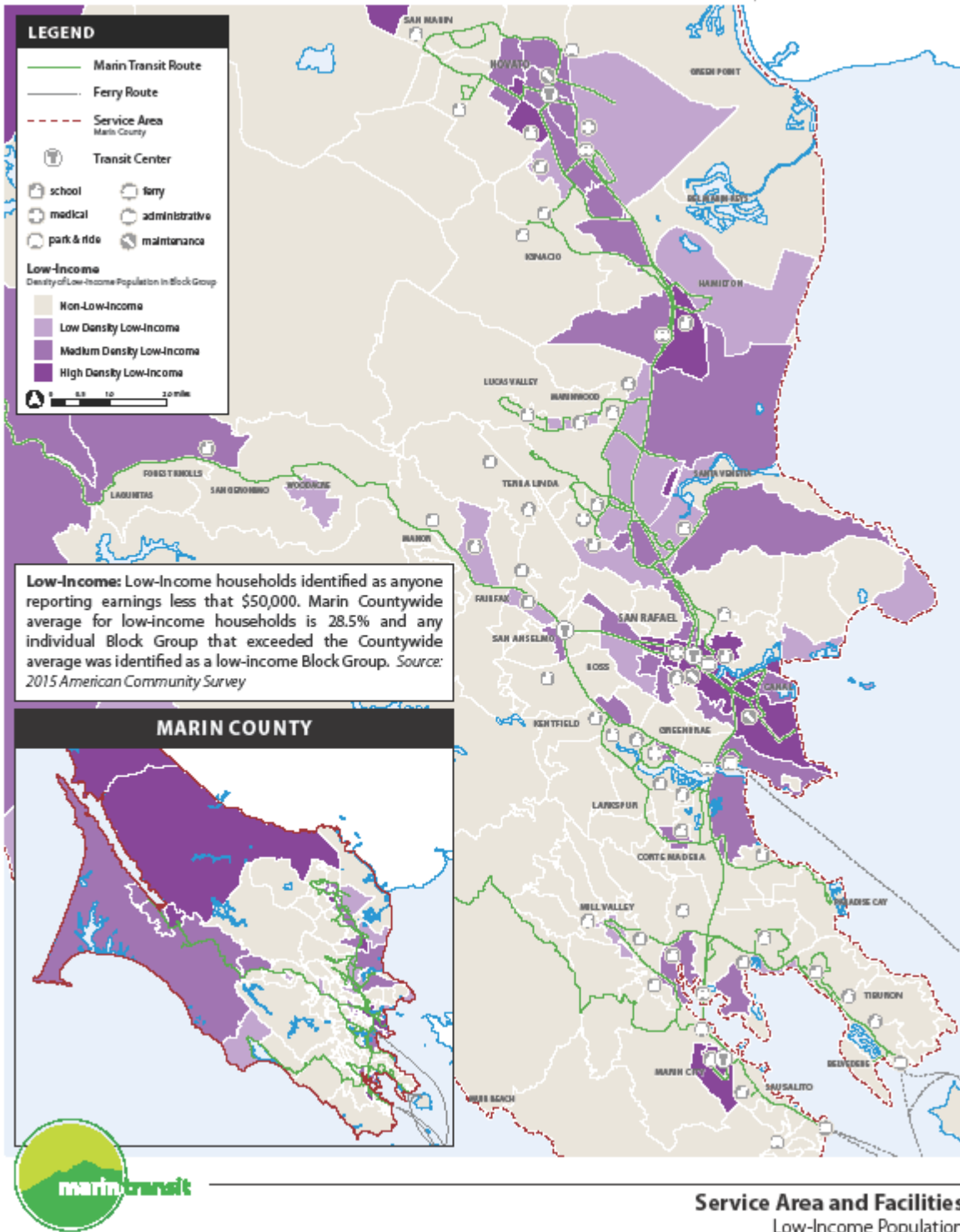
Minority Populations Residing in Marin County
Areas exceeding the county-wide average

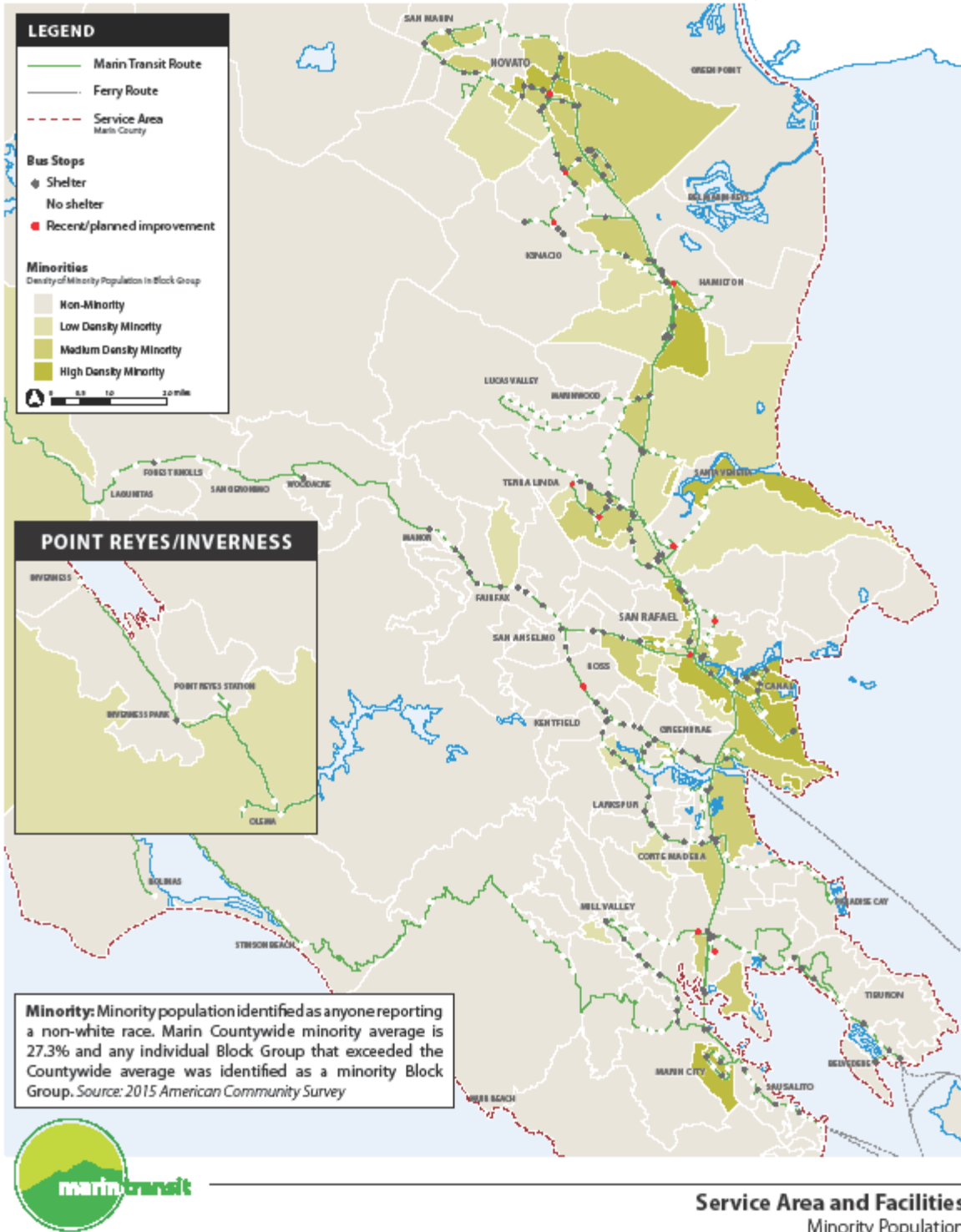


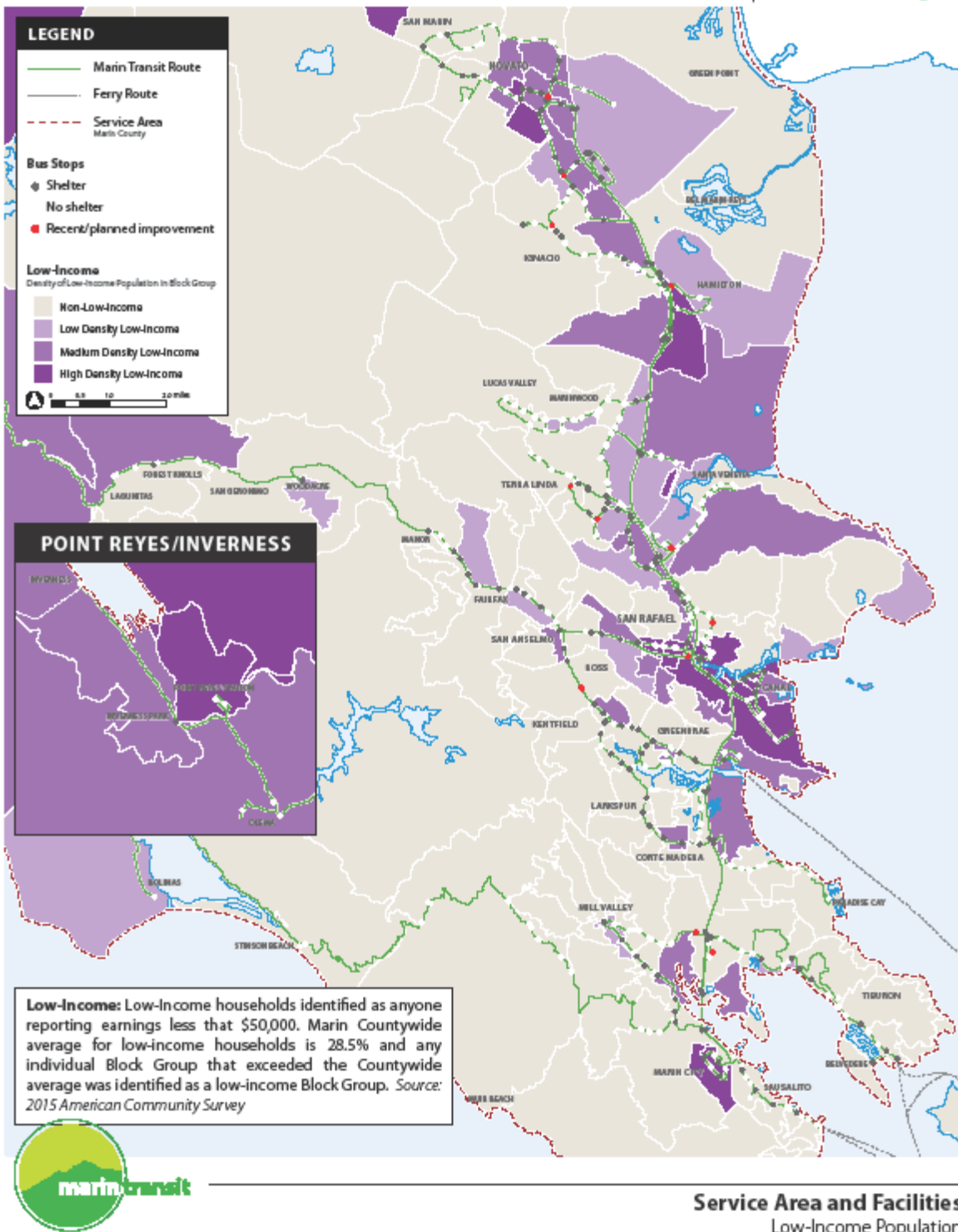
Maps of Marin Transit Fixed Route System and Demographic Data

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 27.3 percent relative to the local transit system. The second map shows block groups with proportions of low income residents higher than the average of 28.5 percent 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 two maps also identify stops that Marin Transit has recently improved or has 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, Routes 219 through 259 are Marin Transit community shuttle routes, and Routes 61 and 68 are Marin Transit’s West Marin Stagecoach service. Route 61 connects Stinson Beach and Bolinas from Marin City, and Route 68 connects Inverness and Point Reyes National Seashore from the San Rafael Transit Center. Note that Marin Transit also operates a general purpose dial-a-ride connecting Dillon Beach and Tomales in Northwestern rural Marin with Novato.

The table describes the total length of each route and the length of the route that is located within Minority census block groups using 2015 American Community Survey data. With data from Marin Transit’s 2017 Onboard Passenger Survey, the table lists the number and proportion of respondents by route identifying as minority (of Hispanic, Latino, or Spanish origin OR non-white on the survey form). The table also provides a breakdown of those reporting annual incomes below \$50,000 relative to the total responses. Marin Transit implemented significant service improvements in Summer 2016 to reduce the need to transfer to get to destinations and expand service availability.

The comparison of each route shows that only two of Marin Transit’s routes can be considered as “non-minority” due to the limited portion of these routes in minority census tracts. 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. While the length of Route 219 in minority census tracts is 5.4 percent, over 61.3 percent of passengers on Route 219 surveyed are minority and commute to Tiburon for work. In all cases, Marin Transit routes serve predominantly low-income residents. Route 61 is a 49.4-mile long route connecting rural West Marin over mountainous countryside with Marin City where one of the highest concentrations of minority populations in the county reside.

Data Analysis of Marin Transit Minority and Non-Minority Routes

2015 American Community Survey				2017 Onboard							
(minority = non-white)				(of Hispanic, Latino, or Spanish origin OR non-white)			2017 Onboard Income				
Route	Total Length	Length in Minority Block Group	percent in Minority Block Group		Non-white	Total	percent Minority	< \$50,000	Total	percent Low Income	comments
17	31.4	10.0	32.0 percent		89	132	67.4 percent	62	114	54.4 percent	
22	27.6	10.5	37.9 percent		64	110	58.2 percent	55	90	61.1 percent	
23	15.9	11.1	70.1 percent		61	87	70.1 percent	38	75	50.7 percent	
23X	14.8	7.5	50.7 percent		18	27	66.7 percent	8	21	38.1 percent	
29	15.7	12.0	76.6 percent		35	37	94.6 percent	23	28	82.1 percent	
35	29.4	25.2	85.7 percent		186	230	80.9 percent	106	185	57.3 percent	
36	19.6	13.7	69.6 percent		111	125	88.8 percent	67	98	68.4 percent	
49	29.6	23.1	78.0 percent		87	115	75.7 percent	57	96	59.4 percent	

71X	43.4	31.5	72.6 percent	39	48	81.3 percent	27	41	65.9 percent	
219	11.2	0.6	5.4 percent	19	31	61.3 percent	10	27	37.0 percent	non-minority route
228	23.2	8.3	35.9 percent	11	27	40.7 percent	18	25	72.0 percent	
233	10.6	6.2	58.5 percent	15	23	65.2 percent	8	19	42.1 percent	
245	15.7	12.1	77.2 percent	20	30	66.7 percent	18	30	60.0 percent	
251	30.4	22.6	74.3 percent	44	63	69.8 percent	28	46	60.9 percent	
257	29.7	19.7	66.2 percent	19	31	61.3 percent	13	26	50.0 percent	
61	49.4	1.0	2.1 percent	10	31	32.3 percent	16	29	55.2 percent	non-minority route
68	58.0	26.0	44.8 percent	20	44	45.5 percent	24	36	66.7 percent	
All	455.6	241.1	52.9 percent	848	1,191	71.2 percent	578	986	58.6 percent	

Demographics and Travel Patterns of Marin Transit Riders

Marin Transit conducted a new passenger survey in April 2017, and will conduct a ridecheck of all its fixed route services in mid-2017. With support from a state planning grant, Marin Transit completed a *Countywide Market Needs Assessment* with detailed performance and demographic data in 2013 that set the stage for proposed service changes in 2015 and 2016. The assessment developed route profiles with 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. Marin Transit sets performance targets for each route based on a typology that reflects the market served.

Data Collection

- In Spring 2017, Marin Transit completed a *passenger survey* that administered in both English and Spanish. Surveys were distributed on all Marin Transit routes except Route 66 (the seasonal Muir Woods shuttle) and the supplemental school routes (Routes 113, 115, 117, 119, 122, 125, 139, 145, 151, and 154).
- As noted, Marin Transit will conduct a new ridecheck of all local fixed routes in the Fall of 2017. Previous ridecheck data was used to develop the 2013 market needs assessment.

Service Typologies

Marin Transit classifies routes with common characteristics by “typology,” a concept first introduced in the District’s FY 2011-12 Short Range Transit Plan (SRTP). Typologies rationalize comparisons between routes, as different routes serve different markets. Marin Transit’s service typologies are: Local Trunkline, Local Basic, Local Connector, Supplemental School, Rural, Recreational, and Partnership. 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 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. Note that Supplemental School, Recreational, and Partnership routes were excluded from the 2017 onboard survey.

- **Local Trunkline (Routes 35, 36, & 71X):** 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. These routes also had the highest percentage of riders who speak Spanish at home and riders who speak English less than “very well.” About 65 percent of riders identify as Hispanic or Latino, and 55 percent identify as a race other than White/Caucasian, the most of any service type.

- **Local Basic (Routes 17, 22, 23, 23X, 29, & 49):** Regular local service almost exactly mirrors the system as a whole. Compared to other typologies, a slightly higher percentage of riders on these routes (40 percent) have no car available to them.
- **Local Connector (Routes 219, 228, 233, 245, 251, & 257):** Riders on this type of service are typical of the service overall, with more school trips than other non-school service typologies and more shopping trips. Consistent with the higher percentage of school trips, these routes also have a higher percentage of riders under the age of 18.
- **Rural (Routes 61 & 68):** The two Stagecoach routes are used by commuters and 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. These routes also have the largest percentage of riders over 65, and riders are the least racially diverse, with only 22 percent identifying as a race other than White/Caucasian and 27 percent identifying as 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 is number of workers per household. Survey respondents who said there were three or more working persons in their homes accounted for over one-third of responses (37 percent), compared to just 5 percent of county residents (it should be noted, however, that multiple members of a household may have responded in some cases, while Census data is based on numbers of households, and not individual respondents).
- The next-strongest indicator of transit usage is access to an automobile. Members of households with no vehicle available to them account for a share of transit ridership 7 times higher than their proportion of the general population. While only 5 percent of county residents have no car at home, over one-third of Marin Transit riders (39 percent) said they did not.
- Number of persons per household is also a strong indicator: 15 percent of survey respondents said there were five people in their household (compared to 4 percent countywide), and 11 percent said there were six or more (compared to 2 percent in the county at large).
- Race is another strong indicator of transit usage. Specifically, individuals identifying as something other than White, Asian, or “other” were found to account for 60 percent of transit riders, but only about 19 percent of county residents.
- 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 38 percent of responses, compared to only about 13 percent of county residents.
- Household income is another indicator of transit usage, with persons from households earning less than \$25,000 annually accounting for 35 percent of all transit riders, compared to only about 14 percent of county residents.

- In Marin County, neither age nor gender is an indicator of propensity toward fixed-route transit usage. In many places, youth and seniors account for a disproportionate share of all transit riders, but in Marin County, seniors and youth make up a somewhat smaller percentage of Marin Transit fixed-route riders than they do of county residents.

Concentrations of Marin Local Transit Riders

- The heaviest concentration, by far, is in the Canal District in San Rafael. One census tract in this neighborhood has a density of 58,730 persons per square mile in 2015, with 42 percent of households have an annual income of less than \$25,000, 90 percent of individuals identify as Hispanic or Latino (of any race), Black or African-American, American Indian/Alaska Native, or Hawaiian/Pacific Islander, 19 percent of households have no vehicle, 17 percent have three or more workers, 30 percent have five or more members, and Spanish is spoken in 84 percent of households.
- In Southern Marin County, 35 percent of Marin City households earn below \$25,000 and 62 percent are non-white. 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 at the Gateway Shopping Center.

Trip Origins and Destinations

Analysis of Marin Transit trip origins and destinations is determined using the 2017 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 (5.3 percent of all trips) and the Canal and Northgate (3.7 percent).
- The pairing of the Canal neighborhood and the eastern portion of San Rafael accounts for 2.0 percent of trips.
- Nine of the ten strongest pairs include Downtown San Rafael and/or the Canal District.
- After the Canal District, trips to or from Downtown San Rafael most often start or end in Downtown Novato, Mill Valley/Tam Junction, and Northgate.
- The strongest pairing outside of the Canal District and Downtown San Rafael is between Northgate and Central Novato.

Using data from the 2017 passenger survey, Marin Transit developed an updated map of passenger origins and destinations below.



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 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 implemented major service changes in June 2016 that significantly restructured the fixed route system. These changes were designed to reduce the need for passengers to transfer, and expanded service hours by 19 percent based on long-term planning efforts and performance monitoring.

The District will conduct a complete ridecheck in Fall 2017 to replace the previous ridecheck data collected in 2012. The District will develop a data collection methodology for future analysis and reporting as part of its ongoing system performance and Title VI monitoring, and in updating the *Marin Transit Short Range Transit Plan* every two years.

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

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

Standard: On-Time Performance for Each Mode

Provides accessible and reliable transit services to Marin County

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

Performance:

90% on-time performance at major stops and transfer hubs for fixed-route operations	82.2%	Data from: FY 2017 NTD Ridechecks and Syncromatics
80% on-time performance at minor timepoint stops for fixed-route operations	79.6%	

Using Syncromatics technology, Marin Transit has provided real-time information for shuttle and rural services since at least 2010. Real-time information has recently become available on Marin Transit routes operated by Golden Gate Transit. This data will enable the District to evaluate on-time performance at the route level.

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

In 2016, about 0.2 percent of local fixed-route services were missed or canceled. In Fiscal Years 2015 and 2016, 94 percent of paratransit pick-ups were made on time.

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 ½ mile of 85 percent of all county residents, 80 percent of all jobs within the County, and 90 percent of residential units in large multifamily housing developments, as well as ensuring that 90 percent and 75 percent of middle and high schools are within ½ mile and ¼ mile, respectively, of transit service.

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

Performance:

- Based on 2015 Census data, about 83 percent of Marin County residents are within ½ mile of an existing transit stop. Of all jobs within Marin County, 82 percent are within a ½ mile of a transit stop. About 88 percent of large multifamily housing units (defined as having 40 units or more) are served by transit. Of schools serving grades 7 and higher, including public and private schools, 90 percent are within ¼ mile of existing transit stops, and 72 percent 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 stops.
- In 2016, about 0.2 percent of local fixed-route services were missed or canceled. In Fiscal Years 2015 and 2016, 94 percent of paratransit pick-ups were made on time.

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)

- **Redwood and Grant Transit Improvement Project**

In late Summer 2017, Marin Transit will complete construction of a \$4 million bus transfer facility in partnership with the City of Novato and Golden Gate Transit. This gateway to Downtown Novato is important for access to public transit throughout Marin County and the entire Bay Area. The new facility will make the location safer and more efficient for riders, drivers, pedestrians, and bicyclists.

The key elements of the new facility are a center platform area, shelter and windscreen designs, pedestrian crossings of Redwood Blvd, pedestrian crossing of busway, and bus egress back onto Redwood Blvd. This center median replaces and consolidates the passenger boarding locations in the median and on the outside curbs of Redwood Boulevard. The design supports independent bus movements that will improve the reliability and speed of existing transit services. The consolidated platform modifies bus travel within the median to enable passengers to board and alight on a single platform from the correct side of the bus.

- **State of Good Repair – Signage**

Marin Transit completed installation of new bus stop signs (blades) throughout Marin County in 2014. The new signs provide more passenger information including routes that serve the stop, direction, and a stop ID number.

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

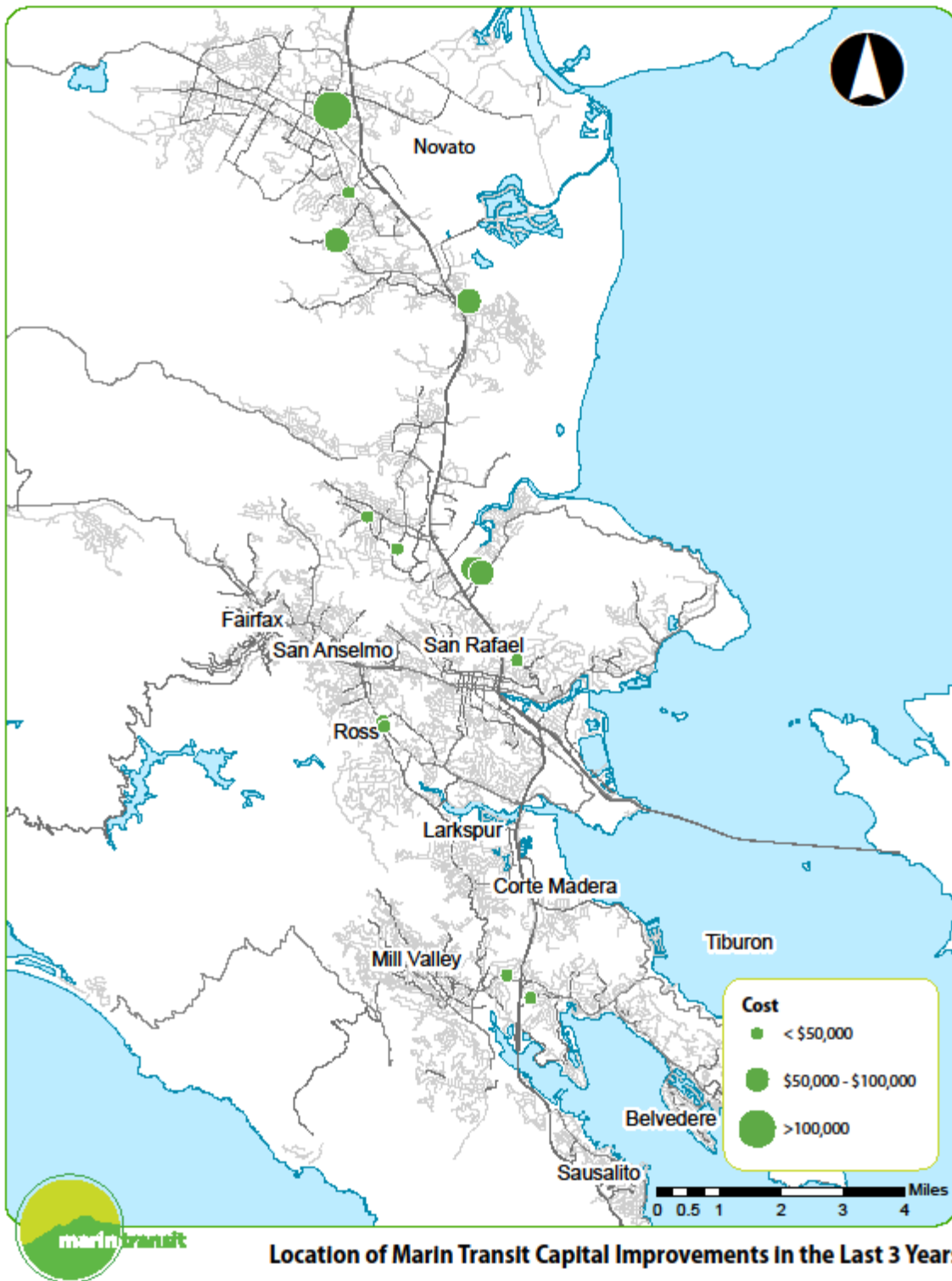
The second component of the State of Good Repair project is to make improvements at Marin Transit local only stops to provide additional passenger amenities and improve accessibility. In 2015, Marin Transit completed updates to 11 stops including installation of five new shelters, addition of ADA landing pads at four stops, and one installation of a bus pad in the roadway. Marin Transit is currently scoping the next phase of bus stop improvements that will be completed in 2018.

- **San Rafael Transit Center**

The San Rafael Transit Center (SRTC) is the hub of transit activity in Marin County, and serves over 9,000 average weekday passengers with over 750 bus trips. The facility is shared by Golden Gate Transit, Marin Transit, Sonoma County Transit, Greyhound, and two local airporter services. In 2017, passenger rail service will begin on SMART (Sonoma Marin Rail Transit), and passengers will access the service at the station located across the street from the San Rafael Transit Center. SMART recently awarded an extension to the Initial Operating Segment that will extend the rail service south to Larkspur and bisect the San Rafael Transit Center. This will create significant impacts to bus operations, pedestrian access, and safety.

Recent planning work has focused on accommodating the extension of the rail line south through the SRTC, preserving bus transit capacity, and minimizing impacts to pedestrians. The

result of this work was twofold: First, a design was developed and included in the rail extension work for an interim facility to accommodate the new rail alignment and reallocate the existing SRTC space to preserve most of the bus capacity. Second, a larger effort was initiated to evaluate the long-term relocation of the SRTC and opportunities for an integrated bus and rail facility. Consultants are working on further analysis of these options including environmental clearance and preliminary design for the recommended site.



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 24th 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. 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 (as of June 2015)

Typology	Routes (for example)	Target (minimum)
Local Trunkline Service	35, 36, 45, 71	25 passengers per REVENUE HOUR
Local Basic Service	17, 22, 23, 28, 29, 49	20 passengers per REVENUE HOUR
Local Connector Service	19, 51, 219, 228, 233, 251, 257, 259	8 passengers per REVENUE HOUR
Supplemental	113, 115, 117, 119, 125, 126, 127, 139, 151, 154	20 passengers per TRIP
Rural	61, 65, 68 Stagecoach	4 passengers per REVENUE HOUR
Recreational	66 Muir Wood Shuttle	25 passengers per TRIP
Demand Response	Local Dial-a-Ride, Novato Dial-a-Ride	2 passengers per REVENUE HOUR

Source: UPDATED from Marin Transit 2016-25 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 percent minority and the system ridership is 40 percent 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 exist 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

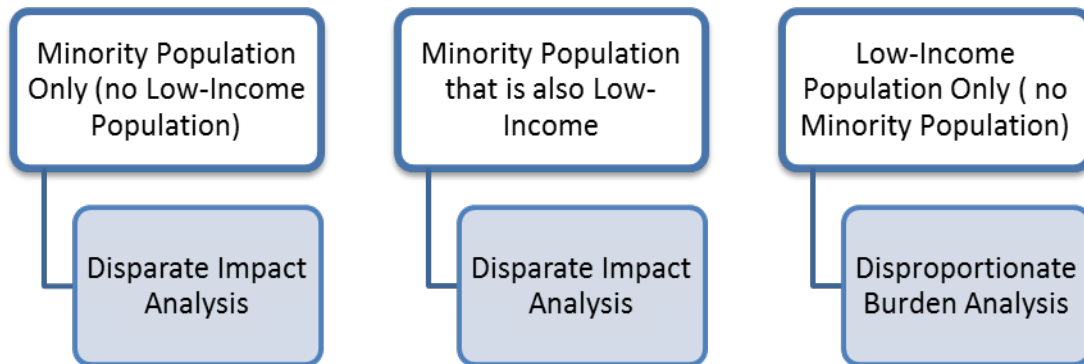
Race, color, and national origin are protected classes under Title VI. While low-income populations are not protected, Marin Transit recognizes the need to evaluate the impacts of service and fare changes on transit-dependent passengers. Marin Transit's disproportionate burden policy is based on a scenario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

Marin Transit utilizes the policies in this Title VI Program and the most recent U.S. Census data and ridership data to monitor its system and conduct analyses of proposed fare and service changes. The District conducted a fare equity analysis in April 2015, and conducted service equity analyses in April 2015 and March 2016.

Title VI Fare Equity Analysis for Change to Youth Fare Category and Elimination of Stored Value Cards



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city of mill valley

April 13, 2015

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

SUBJECT: Public Hearing to Change Marin Transit's Youth Fare Category and to Eliminate Stored Value Cards

Dear Board Members:

RECOMMENDATION: Receive public input, approve change to Marin Transit's youth fare category to define youth as ages five to 18, and approve elimination of stored value card fare media to avoid duplication with Clipper discount.

SUMMARY: Staff recommends that your Board consider two changes to Marin Transit's fare policy. These changes would include lowering the age limit for youth from six to five years old and eliminating stored value cards. Under the first proposal, five year old riders will now be charged the youth discount fare. The second proposal will streamline the District's fare products to reflect the very low usage of traditional stored value cards.

These changes are in line with two fare policy objectives staff presented to your Board on December 15, 2014. The first objective is to offer fare media that encourages ridership and simplifies fare payment, and the second to keep Marin Transit's fares in line with peer systems in the Bay Area.

Bay Area transit operators have developed a variety of rules to determine eligibility for Youth discount fares. Historically, Marin Transit has provided discounts to Youth ages 6 through 18 at a 50% reduction from adult cash fares (or \$1) and waived fares for children ages 5 and under, when accompanied by an adult. The Metropolitan Transportation Commission's (MTC) regional Clipper coordination initiative recommends that all participating operators move towards a consistent standard for Youth fares. This new Youth fare category will apply to ages 5 through 18.

With this change, children between the ages of 5 and 6 years will no longer ride free. Although this will impact a very small percentage of



Item 6

April 13, 2015

Marin Transit's Title VI Program sets procedures that the District must follow regarding fare and major service change proposals. All fare changes are subjected to an equity analysis to identify disparate and disproportionate impacts. Where Marin Transit identifies disparate impacts due to proposed fare 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.

Youth Fare Category Change

Due to the lack of passenger survey data and minimal ridership for the population of children five years of age, FTA Region IX Civil Rights staff indicated that a Title VI analysis of the impact of changing the Youth fare category is not required. This conversation between FTA staff and Golden Gate Bridge Highway & Transportation District occurred in February 2015, as GGBHTD prepared to recommend the same change to their Board.

Elimination of Stored Value Cards

Staff has conducted a Title VI equity analysis of the impact of eliminating stored value cards as a fare payment option, using 2012 on board passenger survey data. About 40 responses out of a total of 3,158 responses regarding fare payment method indicated that the rider used a stored value card. Table 1 on page 2 compares the demographic data of those riders with the general Marin Transit ridership. Noting that the overall usage of stored value cards is very small, a smaller proportion of Hispanic, Latino, and Spanish origin residents use these cards than the overall ridership. By income level, the proportion of low-income riders (defined as those earning less than \$50,000) using stored value cards is about the same as the general ridership. The data indicates that the availability of other fare pass options - the Clipper electronic fare card and Marin Transit period passes - is a sufficient mitigation. In addition, the regional Clipper electronic fare card functions as a stored value card and does not require the rider to have a bank account or a credit card. Riders can preload the cards with cash and receive a ten percent discount for each transit trip. Marin Transit's fare information and pricing for fixed route service are provided as Appendix A.

Table 1: Fare Payment Method	Stored Value Card	System-wide
Hispanic, Latino, or Spanish Origin		
Yes	35.5 percent	43.5 percent
No	64.5 percent	56.5 percent
Annual Income		
Less than \$10,000/year	37.9 percent	30.5 percent

\$10,000 - \$24,999	13.8 percent	25.7 percent
\$25,000 - \$49,999	24.1 percent	20.5 percent
\$50,000 - \$99,999	17.2 percent	12.8 percent
\$100,000 or more	6.9 percent	10.5 percent

Based on analysis of fare payment methods and usage, Marin Transit has determined the following:

A. Adverse Effects

Marin Transit staff have defined and analyzed potential adverse effects and finds that there are no adverse effects on minority populations from eliminating the Marin Transit stored value cards. Riders will have the same access to other fare media options as with the stored value cards and the regional Clipper electronic fare cards can be used as stored value cards. Youth and seniors will be able to have their discounted (half-price) fare encoded onto their Clipper Cards rather than needing to show identification to the driver for each trip.

B. Disparate Impact Policy

Marin Transit's Disparate Impact Policy establishes a threshold for determining whether adverse effects are borne disproportionately by minority populations: "If the cumulative impact of the proposed change requires the minority population to receive benefits 20 percent less or bear adverse effects at least 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." There is no disparate impact resulting from the elimination of stored value cards.

C. Disproportionate Burden Policy

The District's Disproportionate Burden Policy establishes a threshold for determining whether adverse effects are borne disproportionately by low-income populations: "If the cumulative impact of the proposed change results in the low-income population receiving benefits 20 percent less or to bear adverse effects at least 20 percent more than those benefits or adverse effects received or borne by the non-low-income population, Marin Transit will consider that impact a disproportionate burden and will take steps to avoid, minimize, or mitigate impacts where possible." Based on the data analysis of passenger surveys, there is no disproportionate burden on low-income riders due to the elimination of the stored value cards.

Appendix A – Marin Transit Fixed Route Fares (This assumes Board approval of revised Youth Fare Category down from age 6 to age five on April 13, 2015)

Fare Type	Cash Fares	Stored Value Card / Clipper	1 Day Pass	7 Day Pass	31 Day Pass
Adult	\$2.00	\$1.80	\$5.00	\$20.00	\$80.00
Youth (5-18)	\$1.00	\$1.00	\$2.50	\$10.00	\$40.00
Seniors (age 65+)	\$1.00	\$1.00	\$2.50	\$10.00	\$25.00
Persons with Disabilities*	\$1.00	\$1.00	\$2.50	\$10.00	\$25.00
Children Under 5					
(must be accompanied by an adult)	Free	Free	Free	Free	Free

Cash fares

Full cash fares and 1 Day passes can be purchased with cash onboard vehicles.

Change cards are issued for amounts over \$1.00. Change cards have no cash value and can be used for future travel.

Advise the driver of your destination when boarding the bus, and if you need a transfer to continue your trip, be sure to ask for one when paying your fare.

Stored value cards (Proposed for elimination at the April 13, 2015 Board of Directors Meeting)

Marin Transit stored value cards are available through Golden Gate Transit and accepted on all Marin Transit and Golden Gate Routes, including Shuttles and the Stagecoach. Stored value cards replaced local tickets in 2009.

- If you're an adult, you will receive the 10 percent discount fare. If you're a senior, person with disabilities or a youth, you will receive the standard discount fare but only when showing proper identification prior to inserting a Value Card in the farebox.*

The Value Cards are a new, easy way to pay for your bus ride and continue to get the "frequent rider" discount. Value Cards come in \$18 and \$36 denominations and are valid for Marin County travel only. They are similar in size to credit cards and are printed on sturdy paper with a

magnetic strip on the back.

Where to Purchase Value Cards

- Value Cards can be purchased online at <http://store.goldengate.org>
- By phone by calling toll-free 511 (say "Golden Gate Transit," then "Operator"), TDD 711 or 415-455-2000.
- Or at retail locations listed below

San Rafael	San Rafael Transit Center Customer Service, 890 Tamalpais Ave
San Rafael	More for Less, 141 Bellam Blvd (\$36 value card only)

How to Purchase Value Cards.

Purchase Value Cards and Transit Passes

1. Online: <http://store.goldengate.org>
2. Phone: Marin Transit Value Cards ([click for information](#)) and Marin Transit Passes ([click for information](#)) may be purchased with Visa, MasterCard, American Express or Discover cards by calling toll-free 511 (say "Golden Gate Transit," then "operator"), TDD 711.
3. Mail: Send your name, address, telephone number and credit card number with expiration date for the Value Card and/or Period Pass to Customer Service Transit Card Desk, Golden Gate Transit, 1011 Andersen Drive, San Rafael, CA, 94901. Personal checks are not accepted as payment for Value Cards, Transit Passes, or Clipper (formerly TransLink).
4. Commuter Checks: Use [Commuter Checks](#) or [TranBen](#) checks to pay for Value Cards and Transit Passes. Commuter Checks and TranBen checks are accepted at most locations that accept checks.
5. In person:

Golden Gate Transit Customer Service Center, 850 Tamalpais Ave (at the San Rafael Transit Center)

More For Less, 141 Bellam Blvd in San Rafael

How to Use Your New Value Card

1. Dip Your Card - Dip your Value Card in the farebox, similar to how you use an ATM card. The appropriate fare will be deducted and the remaining balance will be printed on the back of the card. Remember to retrieve your Value Card before taking a seat. You will always receive the appropriate discount fare when using a Value Card.

2. Take Care of Your Card - Value Cards are printed on sturdy paper, but it is very important to keep cards clean and dry. They should not be folded, scratched, torn or cut. Nor should they be written on or laminated. Value Cards are non-refundable and not exchangeable.

Passes

If you are a frequent rider, passes provide a discount and are good for unlimited rides on Marin Transit and Golden Gate Transit routes within Marin County during the applicable time period. Day, Week, and Monthly passes are magnetic passes validated by the fareboxes. Week and Month passes are activated at first use and good for 7 or 31 days. Prices are listed above. For more information on passes, click [here](#) to download a brochure.

Where to Purchase Passes

- Day passes can be purchase when you board your first bus for the day
- Week and Month Passes can be purchased online at <http://store.goldengate.org>
- By phone by calling toll-free 511 (say "Golden Gate Transit," then "Operator"), TDD 711 or 415-455-2000.
- Weekly and Monthly passes can be purchased at retail locations listed below:

San Rafael	Whistlestop 930 Tamalpais Ave
San Rafael	San Rafael Transit Center Customer Service 90 Tamalpais Ave

In addition to the magnetic passes, Marin Transit will continue to offer the school based youth pass.

Unlike the other passes, the school pass youth pass is **NOT VALID** on Golden Gate Regional routes. This includes Route 70, 80 & 101.

School Based Youth Pass*

\$175 for six months

\$325 for one year

* Free for students from income qualified households

* Not good on regional routes including Routes 70/80/101

[more information](#)

Clipper® Electronic Fare Payment Card

RIDER ALERT – Always make sure to tag off when exiting the bus so that you are charged the correct fare for your trip.

Clipper smart cards can be used on all routes operated by Golden Gate Transit, and is accepted on all Community Shuttle and West Marin Stagecoach routes. *At this time, Clipper is not available on the Muir Woods Shuttle (Routes 66 & 66F).*

You may order a regular Adult Clipper card [online](#), or obtain one in person at the San Rafael Transit Center Customer Service Center, any Walgreens, and any Whole Foods Market.

A complete list of 20 Clipper vendor locations in Marin County is provided in Appendix B. More information on Clipper is available at www.clippercard.com.

Youth & Senior Discounts

Clipper Youth and Senior cards are specially encoded to automatically calculate the discounted fare each time you use the card. To apply for a card, download and complete the appropriate application linked below. Be sure to identify which form of eligibility you are submitting and provide the document's number. You must send a copy of your eligibility document with your application. **Only send photocopies. Do not send original documents.**

You can submit your application by mail, email or fax. To get a card immediately, you can apply in person at a Clipper Customer Service Center, such as the San Rafael Transit Center Customer Service Center, or at a participating transit partner location outside of Marin County.

Clipper Customer Service will mail your card directly to the address you provide on your application. Cards mailed by Clipper Customer Service typically arrive within seven days.

Youth and Senior Clipper cards are automatically registered when they are issued. If your card is ever lost or stolen, contact Clipper Customer Service to obtain a new card and restore your balance. If you wish to set up an online account to manage your card, call Clipper Customer Service at 877.878.8883.

Appendix B – Clipper Card Vendors in Marin County (as of April 13, 2015)

1. Whole Foods 340 3rd St San Rafael, CA 94901 Phone: 415-451-6333	5. Golden Gate Customer Service Center 850 Tamalpais Avenue San Rafael, CA 94901 Phone: 415-455-2000 Notes: San Rafael Transit Center, Platform D M-F, 7am-6pm
2. San Rafael Transit Center Third and Hetherton San Rafael, CA 94901	6. Chubis Store 801 4th Street San Rafael, CA 94901 Phone: 415-246-6513
3. Marin Check Cashing 638 4th Street San Rafael, CA 94901 Phone: 415-526-2701	7. Walgreens #4625 830 3rd Street San Rafael, CA 94901 Phone: 510-455-9900
4. Golden Gate Ferry Larkspur Terminal 101 E. Sir Francis Drake Boulevard Larkspur, CA 94939 Notes: Add Value and Ticket Vending machines available. Also Ticket Office location	8. Walgreens #7445 820 Sir Francis Drake Boulevard San Anselmo, CA 94960 Phone: 415-482-0191

9. Walgreens #13584

155 Northgate One.

San Rafael, CA 94903

Phone: 415-479-2260

10. Redhill Fastbreak

930 Sir Francis Drake Blvd

San Anselmo, CA 94960

Phone: 415-457-5858

11. Whole Foods

731 East Blithedale

Mill Valley, CA 94941

Phone: 415-381-3900

12. Whole Foods

414 Miller Avenue

Mill Valley, CA 94941

Phone: 415-381-1200

13. Walgreens #4559

227 Shoreline Hwy

Mill Valley, CA 94941

Phone: 415-380-8402

14. Alco's Famous Market Deli

339/341 Enfrente Road

Novato, CA 94949

Phone: 415-883-5135

15. Golden Gate Ferry Sausalito Ferry Terminal

Anchor Street and Humboldt Avenue

Sausalito, CA 94965

Notes: Use Golden Gate Ticket Vending
Machines

16. Sausalito Ferry Company

688 Bridgeway

Sausalito, CA 94965

Phone: 415-332-9590

17. Whole Foods

790 DeLong Ave

Novato, CA 94945

Phone: 415-878-0455

18. Golden Gate Bridge Toll Plaza

Toll Plaza, Administration Building

San Francisco, CA 94129

19. Old Town Liquors

878 Grant Street

Novato, CA 94945

Phone: 415-892-2900

20. North Bay Check Cashing

926 Grant Avenue

Novato, CA 94945

Phone: 415-898-1795

Title VI Service Equity Analysis of West Marin Stagecoach Route 68 Expansion



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city of mill valley

April 13, 2015

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

SUBJECT: Public Hearing to Permanently Adopt Rural Service Expansion on Route 61 and 68 and Extend Pilot Period on Route 65

Dear Board Members:

RECOMMENDATION: Receive public input, consider approval of proposed service expansion on Route 61 and 68, and extend the pilot period on Route 65.

SUMMARY:

Staff recommends that your Board consider permanent adoption of the recent service expansion on Routes 61 and 68. Staff also recommends extending the pilot period on Route 65 by an additional nine months.

Your Board approved the original pilot expansion of rural service on March 17, 2014. The expansion consisted of a 52 percent increase in service on Route 68, a seven percent increase in service on Route 61, and initiation of a new service between Dillon Beach/Tomales and Petaluma (Route 65).

Staff reviewed the performance of these services following the first six months of operation, which began in early June 2014. Based on these results, staff requested and your Board approved the following modifications on December 15, 2014.

Route 61: Eliminate the extension to Fort Baker during summer weekends and holidays. Add a third bus to the peak weekend schedule to provide more service between Stinson Beach and Sausalito. Adjust the peak season schedule to operate March-November. These changes were effective March 1, 2015.

Route 65: Combine the Tuesday fixed route and Wednesday shopper shuttle to create a new flex route. This change went into effect on January 28, 2015. Effective May 6, remove timepoints at the US Coast Guard Station and the Two Rock Valley Presbyterian Church. These stops will continued to be served by deviation only.



Item G

April 13, 2015

Marin Transit's Title VI Program sets procedures that the District must follow regarding fare and major service change proposals. All fare changes are subjected to an equity analysis to identify disparate and disproportionate impacts. Where Marin Transit identifies disparate impacts due to proposed 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.

The table below is excerpted from Marin Transit's Title VI Program, which included every Marin Transit route. This excerpt describes the total length of West Marin Stagecoach North Route 68 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. These statistics also do not take into account the impact of the pilot rural service expansion initiated in Summer 2014.

The comparison of each route in the complete table showed 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.

Route	Total Length	Length in Minority Block Group	percent in Minority Block Group	Non-white	Total	percent Minority	< \$50,000	Total	percent Low Income
68	28.9	18.9	65 percent	37	122	30 percent	54	81	67 percent
All	223.7	137.5	61 percent	2,011	3,191	63 percent	2,014	2,560	79 percent

The ridership numbers excerpted below are from Marin Transit System-wide Performance Statistics, FY 2013-14 and reflect ridership prior to the implementation of the Route 68 pilot expansion. The addition of 3,630 service hours on Route 68 represents a 50 percent increase from 7,185 to a total of 10,815 service hours. It is important to note that this increase in service hours also reflects that West Marin

Stagecoach Route 68 service is replacing evening service that had been provided on Marin Transit Route 23 using larger buses.

FY 2013-14 Ridership Data

Route	Unlinked Passenger Trips	Revenue Hours
68	56,988 (1.6 percent of total)	7,185
Total	3,546,112	204,500

In February 2015, Route 68 carried 5,187 passengers (2.1 percent) out of the 237,497 total Marin Transit riders.

The April 13, 2015 Board of Directors meeting will consider approval of permanent expansion consisting of 3,630 service hours on the Route 68. This Rural route covers a large area of West Marin and provides connecting service to local and regional transit services for a transit dependent population. Marin Transit's budget for rural transit services is funded through its own category of the local transportation sales tax and is considered as lifeline service under the Federal Transit Administration's Section 5311 program. Three percent of local transportation sales taxes are dedicated to the service, while 37 percent are dedicated to fixed route services in the urbanized areas along the Highway 101 corridor. Service expansion of North Route 68 addresses latent demand for service and as demonstrated both steadily increasing ridership and the success of the pilot expansion that went into effect in July 2014. That success is measured according to Marin Transit's rural service performance standards as adopted in the District's *Short Range Transit Plan*.

A. Major Service Change Policy

Marin Transit adopted a major service change policy as part of its Title VI Program. The program complies with the requirements of Federal Transit Administration Circular 4702.1B issued in October 2012.

The definition of major service change under the policy that pertains to this service expansion is:

- 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.

The Major Service Change Policy is presented as a numerical standard, applies to both service reductions and service increases, and is not set so high as to never require an analysis. In this case, the proposed expansion of rural Route 68 represents a 50 percent increase in hours.

B. *Adverse Effects*

This Rural route covers a large area of West Marin and provides connecting service to local and regional transit services for a transit dependent population. The Federal Transit Administration Section 5311 program provides grant support for Route 68 as a rural lifeline service. Service expansion of Route 68 addresses latent demand for service, demonstrated in both steadily increasing ridership and the success of the pilot expansion that went into effect in July 2014. Prior to the pilot expansion, frequency was limited to once every 2 to 2.5 hours in each direction.

The transfer of evening service hours from Route 23 to Route 68 addresses duplication of services and provides more cost-effective service along the portion of the Route serving the Ross Valley/San Rafael population centers. In addition to addressing the need for more service, the switch in the evening frees up service hours that support needed service improvements on other Marin Transit routes. Approximately 67 percent of the Route 68 is located in minority census block groups. The service expansion enables low income minority workers to access employment in rural West Marin and increases access to employment opportunities for both minority and low-income residents in West Marin. Marin Transit does not identify any adverse effects due to the service expansion.

C. *Disparate Impact Policy*

Marin Transit's Disparate Impact Policy has established the following threshold for determining whether adverse effects are borne disproportionately by minority populations: "If the cumulative impact of the proposed change requires the minority population to receive benefits 20 percent less or bear adverse effects at least 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." According to the passenger data from the 2012 survey, 30 percent of respondents identified as minority. This compares to 67 percent of all Marin Transit survey respondents stating they are minority.

D. *Disproportionate Burden Policy*

The Disproportionate Burden Policy has established the following threshold for determining whether adverse effects are borne disproportionately by low-income populations: "If the cumulative impact of the proposed change results in the low-income population receiving benefits 20 percent less or to bear adverse effects at least 20 percent more than those benefits or adverse effects received or borne by the non-low-income population, Marin Transit will consider that impact a disproportionate burden and will take steps to avoid, minimize, or mitigate impacts where possible." In the 2012 passenger survey, 67 percent of Route 68 passengers were low income. The threshold for low income is established in Marin Transit's Title VI program as annual income under \$50,000. The overall proportion of 2012 survey respondents that identified their income as under \$50,000 was 79 percent. This figure is 13 percent higher than the proportion of Route 68 respondents.

E. Analysis Framework

Marin Transit used passenger data from a 2012 onboard survey to compare Route 68 ridership characteristics with the District's overall ridership.

F. Assessing Impacts of the Route 68 Service Expansion

The series of modification and enhancements in this proposed permanent expansion include:

- Converting the previous schedule to a traditional weekday / weekend schedule;
- Timing trips to the 0:40 / 0:45 pulse point at the San Rafael Transit Center, the primary bus hub for Marin County (SRTC);
- Adding short run trips between SRTC and Forest Knolls/Lagunitas;
- Operating 60-minute frequencies daily, with gaps to account for driver breaks and fueling; and
- Expanding the span of service.

The expanded schedule operates nearly every 60 minutes between Forest Knolls and San Rafael timed to the 0:40/ 0:45 after the hour pulse at the San Rafael Transit Center. This added service creates a 15-minute weekday service frequency between San Rafael and San Anselmo and a 30-minute weekday frequency to Fairfax. Eight trips continue west of Forest Knolls and serve all existing stops west to Inverness. Both weekdays and weekends have later service to destinations between San Rafael and Forest Knolls.

All other Marin Local Routes operate on at least an hourly basis, and most corridors have 30-minute service frequency. The expansion of Route 68 service increases headways from every 2 to 2.5 hours in each direction to hourly service. Evening service is provided via a transfer of service hours from large bus Route 23 to the Route 68. According to the 2012 Marin Transit passenger survey, 42 percent of riders on the Route 23 are minority and 75 percent are low income.

Marin Transit finds that the District has a substantial legitimate justification for the proposed service expansion on Route 68, which will bring its service frequency in line with the Marin Transit system. Upgrading the service to hourly headways significantly increases accessibility, ability to connect to other transit services, reduces travel time, and addresses gaps in employment transportation for minority and low-income workers. Through public and stakeholder outreach over several years, Marin Transit has been requested to expand service to benefit minority and low-income workers. The District's 2009 *West Marin Needs Assessment* and subsequent public outreach on West Marin Stagecoach service improvements have placed a high priority on improving Route 68's service frequency and span to support the mobility and economic welfare of these populations.

Title VI Service Equity Analysis of Proposed Major Service Changes to Marin Local Bus and Community Shuttle Routes for June 2016

82



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marintransit.org

March 28, 2016

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



SUBJECT: Fixed Route Service Changes for June 2016 and Title VI Equity Analysis

board of directors

Dear Board Members:

kathrin sears
president
supervisor district 3

RECOMMENDATION: Review public input and approve proposed fixed route service changes beginning June 12, 2016 and the accompanying Title VI Equity Analysis.

katie rice
vice president
supervisor district 2

SUMMARY: Staff recommends that your Board review public comment and approve proposed transit service adjustments to routes 22, 23, 29, 35, 36, 45/45K, 49, 71, 145, 219, 228, 251, 257, 259 and proposed routes 23x and 245. This proposal adds approximately 28,580 revenue hours of service and increases service levels by 19 percent.

stephanie moulton peters
2nd vice president
city of mill valley

BACKGROUND: Your Board adopted the District's 2016 2025 Short Range Transit Plan (S RTP) in July 2015. This plan provides a framework for service delivery and capital planning over a 10-year horizon with a corresponding financial plan. Consistent with the adopted Plan, major service changes are planned for 2016 to increase service levels on local fixed routes. These service enhancements are based on recommendations from the 2013 Countywide Market Assessment and will also improve underperforming services, system efficiency, and connectivity to regional transit services. The proposed plan focuses on three specific areas of service performance: expanding service frequencies, improving connectivity, and decreasing travel time on fixed route services.

judy arnold
director
supervisor district 5

maribeth bushey
director
city of san rafael

damon connolly
director
supervisor district 1

steve kinsey
director
supervisor district 4

Compared to the current network, the future plan places greater emphasis on increasing service frequency in high ridership corridors and speed of service between major destinations. Using results from the Countywide Market Assessment, core ridership areas were targeted for 15 minute peak service frequencies. These areas include the north/south corridor between Northgate Mall – Marin Civic Center – Downtown San Rafael – Marin City and the east/west corridor between the Canal – Downtown San Rafael – Downtown

Item 5i

Executive Summary

At its March 28, 2016 meeting, the Board of Directors will consider approval of permanent route changes and service expansion for June 2016. The service changes predominantly apply to local bus and community shuttle routes serving urban and suburban Marin County.

Marin Transit conducted a Title VI Service Equity Analysis of the proposed 2016 major service changes. The proposed changes will increase service hours by 19 percent. For most routes and route segments, the frequency of service and the span of service throughout the day will be either the same or expanded from what is currently provided. In addition to the expansion of service hours, Marin Transit's proposed service changes are coordinated with recently approved changes on Golden Gate Transit regional service. Fares for public transit trips within Marin County are governed by Marin Transit's fare policies for both providers. As most of the District's bus and shuttle routes are affected, this equity analysis evaluates the impacts of the proposed changes as a package. While two routes are proposed for elimination, they will be replaced with new or redesigned routes. Attachment 1 details the type of changes proposed for each route and identifies route segments where replacement service will be provided.

The package of service improvements is targeted to the needs of Marin County's communities of concerns in the Canal neighborhood of San Rafael and Marin City. In developing the changes, Marin Transit focused on three goals: reducing the need to transfer at the San Rafael Transit Center, providing options that reduce travel times, and increasing service frequency. This report describes the public participation components of the service proposal review essential to understanding the concerns and priorities of riders. Public input is integral to developing the final staff recommendation and will inform the District's next phase of outreach to explain how the approved changes will alter transit options for riders and how to optimize their trip planning from the start.

The equity analysis demonstrates that the June 2016 major service changes proposal will substantially benefit Marin Transit's minority and low-income riders and will not result in a disparate impact or disproportionate burden for these riders.

Marin Transit's Title VI Program

The 2014 Board-adopted Title VI Program sets procedures that the District must follow regarding fare and major service change proposals. As defined under the program, major service and fare changes are subjected to an equity analysis to identify disparate and disproportionate impacts. Marin Transit service change proposals are developed based on a lengthy process of research, survey, and public participation. Before Board approval of any major service change, the District provides a meaningful opportunity for riders and the general public comment to discuss possible impacts and comment on any proposed mitigation measures. This includes discussion of less discriminatory alternatives that may be

available, in advance of any action on the proposals that the Marin Transit Board of Directors may approve.

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 preservation areas in South and West Marin.

Marin Transit carries 3.5 million local transit trips each year. Based on 2012 passenger survey data, approximately 75 percent of local riders are transit dependent and at least 40 percent of local riders speak Spanish.

Table 1 below updates demographic analysis in the District’s Title VI Program table on the proportion of each route serving census block groups based on the number of minority residents and both minority and low-income data by route from passenger surveys. Staff updated the left-hand portion of the table with the 2014 American Community Survey (ACS) data and identifies the total length and proportion of Marin Transit’s current routes that are located within Minority census block groups.

The remainder of Table 1 is drawn from Marin Transit’s 2012 Onboard Passenger Survey data to provide a breakdown of passengers by route reporting annual incomes below \$50,000 relative to the total onboard survey responses. Note that Marin Transit implemented significant service improvements and route adjustments in Summer 2013, after the 2012 passenger survey was conducted.

The countywide average proportion of minorities residing in Marin County is 27.7 percent. The comparison of each route in Table 1 shows that only two of Marin Transit’s routes can be considered as “non-minority” at this time, based on analysis of the 2014 American Community Survey data. These consist of the South Route 61 of the West Marin Stagecoach and the Community Shuttle Route 219 connecting the Tiburon peninsula and Strawberry Village along Highway 101. In all cases, Marin Transit routes serve predominantly minority and low-income residents based on the passenger survey results and ridership statistics.

Table 1	2014 American Community Survey (minority = Latino / Hispanic & Non-white) *			2012 Onboard Survey (not of Hispanic, Latino, or Spanish origin AND white = "yes")**			2012 Onboard Survey Income**		
	Route	Total Length	Length in Minority Block Group percent in Minority Block Group	Non-white	Total	percent Minority	< \$50,000	Total	percent Low Income
	17	17.4	7.0 40.4 percent	157	270	58 percent	162	225	72 percent
	22	14.7	5.5 37.2 percent	165	311	53 percent	189	252	75 percent
	23	8.9	5.3 60.0 percent	76	181	42 percent	117	156	75 percent
	29	13.0	5.8 44.5 percent	242	349	69 percent	241	288	84 percent
	35	2.9	2.7 93.1 percent	225	250	90 percent	159	179	89 percent
	36	10.0	7.4 73.8 percent	89	120	74 percent	81	97	84 percent
	45	4.3	3.2 73.9 percent	115	171	67 percent	120	152	79 percent
	49	14.8	12.6 84.8 percent	143	240	60 percent	142	187	76 percent
	71	19.0	17.0 89.6 percent	149	243	61 percent	160	207	77 percent
Shuttle Routes									
	219	6.2	0.6 10.5 percent	57	91	63 percent	56	74	76 percent
	228	11.1	3.8 34.3 percent	242	349	69 percent	241	288	84 percent
	233	5.6	2.7 48.9 percent	86	115	75 percent	77	87	89 percent

251	14.8	9.9	67.1 percent	117	161	73 percent	92	119	77 percent
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Route	Total Length	Length in Minority Block Group	percent in Minority Block Group	Non-white	Total	percent Minority	< \$50,000	Total	percent Low Income
257	15.1	9.0	59.4 percent	48	68	71 percent	49	57	86 percent
259	16.5	11.5	69.6 percent	32	55	58 percent	33	41	80 percent
West Marin Stage									
61	23.0	0.3	1.4 percent	31	95	33 percent	41	70	59 percent
68	28.9	15.9	55.0 percent	37	122	30 percent	54	81	67 percent
All	226.1	120.2	53.2 percent	2,011	3,191	63 percent	2,014	2,560	79 percent

*Minority population is defined as all persons who self-identify as not white in the US Census and persons who identify as Latino or Hispanic regardless of race.

**The most recent onboard passenger survey was conducted in 2012. Marin Transit implemented a smaller package of fixed route service changes in August 2013.

Marin Transit staff also used the 2014 ACS data to identify the proportion of each route that is located in low income census block groups in Table 2. The countywide average of low-income residents is 29.2 percent, and the 67.9 percent of routes serve low income census block groups.

Marin Transit staff updated the census maps from the 2014 Title VI Program to reflect the 2014 ACS results relative to both the current routes and to the proposed route structure. These maps also show the major transit centers in County and destinations including: schools, hospitals, park & ride facilities, ferry locations, and the District's administrative and maintenance facilities. Map 1 reflects the proposed route structure from under the service change proposal. The updated minority and low-income census data relative to the new route structure are provided in Maps 2 and 3. These update the maps provided in the 2014 Title VI Program.

Table 2

Proportion of Marin Transit Routes within Low-Income Census Block Groups* 2014 American Community Survey Data			
Route	Length (mi)	Length in low-income block group (mi)	percent in low- income block group
17	17.4	7.7	44.4 percent
22	14.7	5.7	39.1 percent
23	8.9	7.7	86.6 percent
29	13.0	9.7	74.7 percent
35	2.9	2.7	92.1 percent
36	10.0	12.5	125.5 percent
45	4.3	4.1	95.7 percent
49	14.8	14.2	96.0 percent
71	19.0	15.8	82.9 percent
219	6.2	1.5	24.6 percent
228	11.1	7.8	70.3 percent
233	5.6	4.4	77.7 percent

251	14.8	8.1	54.4 percent
257	15.1	9.6	63.9 percent
259	16.5	13.2	80.1 percent
61	23.0	10.4	45.3 percent
68	28.9	18.5	63.9 percent
Total:	226.1	153.6	67.9 percent

*Low-income defined as households earning less than \$50,000, consistent Marin Transit's 2014 Title VI Program

G. Major Service Change Policy

Marin Transit adopted a major service change policy as part of its Title VI Program. The program complies with the requirements of Federal Transit Administration Circular 4702.1B issued in October 2012. The definition of major service changes under the policy applies to the proposed June 2016 service expansion and reflects three of the four categories below (a, c, and d):

- f. 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
- g. New service on streets not previously used by any route (excluding major arterial streets and streets designated as a truck route); **(not applicable to proposed changes for June 2016)**
- h. 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
- i. 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.

Exception:

- i. 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.

The Major Service Change Policy is presented as a numerical standard, applies to both service reductions and service increases, and is not set so high as to never require an analysis. Combined, the proposed June 2016 service changes and expansion represent a 19 percent increase in service hours.

Development of the Service Change Proposal for June 2016

Under the District's Title VI Program, the most recent major service change was evaluated in April 2015. The Board approved a substantial increase in service on the West Marin Stagecoach Route 68 due to increasing demand, and staff provided the results of an equity analysis. In the current service proposal, the only significant change to the Stagecoach service adds two hours of westbound service in the evening on Route 68.

Thirty seven percent of local transportation sales taxes are dedicated to the fixed route system that serves the urbanized areas of Marin County along the Highway 101 corridor, and three percent support the West Marin Stage service.

The proposed service expansion is the result of several years of extensive planning at the local jurisdiction level and countywide culminating in the service plan in Marin Transit's adopted 2016-25 Short Range Transit Plan (SRTP).

The current service proposal builds on the principles and priorities of the SRTP. The SRTP is a fiscally constrained five-year blueprint with a ten-year outlook. The SRTP service plan builds on area and countywide planning studies and extensive public participation opportunities. Studies include community based transportation plans for Marin City in Southern Marin and for the Canal neighborhood in San Rafael. Marin Transit conducted a separate transit service needs assessment in Novato in northern Marin and completed a Countywide Transit Market Assessment, in addition to neighborhood specific service planning and outreach.

The SRTP Service plan objectives include:

1. Address current underperformance and carry out the recommendations in the District's *Countywide Transit Market Assessment* (completed in 2013);
2. Improve transit system efficiency through the use of scheduling software; and
3. Support connectivity to current and future regional transit services.

Under objectives 1 and 2, the service plan aims to improve the system for current riders by strengthening connectivity in major transit corridors based on the countywide market assessment. These include increasing frequency of buses and reducing the length of time to reach destinations. The June service change proposal reflects the application of all three objectives.

Trip Origins and Destinations Based on Survey Data

Marin Transit's *Countywide Market Needs Assessment* used the results of the onboard passenger survey to analyze local transit trip origins and destinations. These findings informed the development of the service change proposal and found that:

- The strongest pairings, by far, are Downtown San Rafael and the Canal (5.53 percent of all trips) and Downtown San Rafael and Northgate Shopping Mall to the north (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 and the San Rafael Transit Center, the central hub of Marin Transit system.
- 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.
- Outside of Downtown San Rafael, the strongest pairings are between East Corte Madera and Larkspur and between the Canal and Northgate Shopping Mall in northern San Rafael.

Through public and stakeholder outreach over several years, Marin Transit has been requested to expand service to benefit minority and low-income workers. The District's 2013 *Countywide Market Needs Assessment* and subsequent public outreach on service improvements have placed a high priority on improving service frequency, decreasing travel times, and increasing span of service to support the mobility and economic welfare of these populations.

B. Adverse Effects

Marin Transit identified and remedied potential adverse effects through recent adjustments to the originally proposed service levels on the Routes 17, 36, and 49. With additional trips or extending the span of service on these routes, Marin Transit has addressed the adverse effects.

The service expansion improves low income minority workers to access employment opportunities along the 101 Corridor with decreased travel times and one-seat rides to major destinations. The section below discusses the public participation process for developing this service change proposal and identifying adverse effects.

Public Participation

Following US Department of Transportation planning regulations, Marin Transit developed a documented public participation plan that provides adequate notice of public participation activities, as well as early and continuous opportunities for public review and comment at key decision points. The federal statutory and regulatory framework creates a proactive program of engagement, interaction, and accountability for decision makers, interested parties, and the public. Fundamental to this program, the District seeks out and considers the needs of those traditionally underserved by existing

transportation systems, such as low-income and minority households, who may face challenges accessing employment, healthcare, and other services. Diverse opportunities for public participation lead to more responsive and effective transit service investments. The outreach plan in advance of the final recommendation to the Board is fully consistent with the District's Title VI Program Public Participation Plan.

Golden Gate Transit (GGT) proposed major changes to its regional routes to occur at the same time as the Marin Transit changes in June. As Marin Transit prepared a public participation plan for activities prior to approval of the June 2016 service changes, Marin Transit and GGT agreed to collaborate on outreach materials and to conduct four joint community workshops. In coordinating outreach activities, the Districts' goal was to promote seamless service planning and delivery and avoid rider confusion. The four joint workshops were held in February 2016 in Marin City, Novato, and San Rafael. Marin Transit held a fourth workshop, in Spanish, in San Rafael's Canal neighborhood.

In addition to workshops and feedback forms, staff participated in meetings and events with community organizations and sought out Marin Transit riders who provided more detailed feedback for three organized focus groups. Staff reached out to, provided materials, and made presentations to community groups and organizations that serve the Spanish-speaking community and Marin City with a large minority population primarily. In each case, Marin Transit staff provided a detailed fact sheet and maps that described the precise changes proposed by route and information on how to provide input on service proposals. All materials were professionally translated into Spanish, and professional translators were available at each workshop and for the workshop and focus groups conducted in Spanish.

Notice of the service changes was posted on each Marin Transit vehicle along with an invitation to participate in a focus group. Where service at a particular stop would be affected by the service change, staff posted tailored announcements at the individual stops with directions on how to obtain more information or provide comments. All notices were posted in English and Spanish. At each focus group, staff described the proposed changes in detail by route, answered questions, and requested feedback.

In addition to participating in community meetings, Marin Transit held a workshop with community leaders in Marin City and the Canal to seek input on how to more effectively reach residents and riders and on how to provide information that will assist riders with understanding how to plan their transit trips once the changes are implemented.

Public comments on the proposed service changes were recorded at the workshops and focus groups, transcribed from phone calls and comment cards, and documented from emails and online comment forms. The Marin Transit Board of Directors held a public hearing at its February 22, 2016 meeting. Staff presented all comments received at that time. All comments received at that hearing and up until March 23, 2016 are provided in the updated table of public comments attached to the staff report for the March 28, 2016 Board meeting.

Adjustments to the Service Change Proposal Resulting from the Public Outreach Process and Subsequent Analysis from January through March 2016

Based on public input on the service change proposal, staff made adjustments to provide additional service as follows:

Added service mid-day on Route 49. The original recommendation to consolidate Routes 49 and 259 to a single Route 49 was coupled with a service frequency of 30 minutes during the peak hours and 60 minutes during the midday and weekend. Compared to existing service levels, this reduced midday service levels on weekdays. Staff reviewed ridership levels and increased service in the midday. The two additional northbound trips and three southbound trips reduce the span where service is provided hourly in the midday by two hours.

Added evening service on Route 49. The original proposal to consolidate Routes 49 and 259 services in this corridor left evening service gaps above existing levels. Based on ridership, Staff determined that later service should be added northbound on weekdays and weekends and southbound on weekends only. Six additional trips were added to Route 49 to address the need for evening service.

Added mid-day Route 36 trips and adjusted weekend schedules for Routes 17 and 36 in Southern Marin. Staff reconsidered the original proposals for Routes 17 and 36 based on operational challenges due to congestion during the summer weekends and midday service ridership needs on weekdays. To address these concerns, the revised proposal adds runtime the schedules of both Routes 17 and 36 and weekday midday trips on Route 36.

Table 3: Comparison of Current and Proposed Service Span and Frequency by Route

Route		NB/WB		SB/EB		Frequency			Pulse		
		First	Last	First	Last	Peak	Off Peak	Weekend	Peak	Off Peak	Weekend
17	current	6:25 AM	10:26 PM	5:30 AM	9:30 PM	30 min	60 min	60 min	:00 / :30	:30	:30
	<i>Proposed</i>	<i>6:28 AM</i>	<i>10:27 PM</i>	<i>5:30 AM</i>	<i>9:30 PM</i>	<i>30 min</i>	<i>60 min</i>	<i>60 min</i>	<i>:00 / :30</i>	<i>:30</i>	<i>:30</i>
22	current	6:55 AM	11:08 PM	5:25 AM	8:30 PM	30 min	60 min	60 min	:00 / :30	:30	:00
	<i>Proposed</i>	<i>6:57 AM</i>	<i>10:07 PM</i>	<i>6:00 AM</i>	<i>10:00 PM</i>	<i>30 min</i>	<i>60 min</i>	<i>60 min</i>	<i>:00 / :30</i>	<i>:00</i>	<i>:00</i>
23	current	5:51 AM	9:51 PM	6:44 AM	8:46 PM	60 min	60 min	60 min	:15	:15	:30
	<i>Proposed</i>	<i>5:51 AM</i>	<i>9:51 PM</i>	<i>6:46 AM</i>	<i>8:46 PM</i>	<i>60 min</i>	<i>60 min</i>	<i>60 min</i>	<i>:15</i>	<i>:15</i>	<i>:30</i>
23x	current	NEW									
	<i>Proposed</i>	<i>6:12 AM</i>	<i>7:12 PM</i>	<i>6:01 AM</i>	<i>7:01 PM</i>	<i>60 min</i>	-	-	<i>:30</i>	<i>:30</i>	-
29	current	6:30 AM	8:00 PM	6:38 AM	7:58 PM	30 min	60 min	-	:00 / :30	:00	-

35	Proposed	6:42 AM	7:42 PM	6:36 AM	8:36 PM	60 min	-	-	:00	-	-
	current	5:10 AM	2:11 AM	5:30 AM	2:00 AM	30 min	30 min	30 min	:00 / :30	:00 / :30	:00 / :30
	Proposed	5:11 AM	2:11 AM	5:30 AM	2:00 AM	30 min	30 min	30 min	:00 / :30	:00 / :30	:00 / :30
	current	7:52 AM	5:12 PM	6:56 AM	4:54 PM	30 min	-	-	:15 / :45	-	-
36	Proposed	7:19 AM	7:19 PM	6:26 AM	7:56 PM	30 min	30 min	30 min	:15 / :45	:15 / :45	:15 / :45
Route	NB/WB		SB/EB		Frequency			Pulse			
		First	Last	First	Last	Peak	Off Peak	Weekend	Peak	Off Peak	Weekend
45/45k	current	6:30 AM	8:30 PM	6:04 AM	8:04 PM	30 min	30 min	60 min			
	Proposed	Replaced by other routes									
49	current	6:15 AM	7:15 PM	6:15 AM	7:18 PM	60 min	60 min	-	:15	:15	-
	Proposed	6:15 AM	8:15 PM	6:18 AM	7:18 PM	30 min	60 min	60 min	:15/:45	:15	:15
61	current	6:55 AM	5:25 PM	8:20 AM	6:45 PM	No Changes					
	Proposed	6:55 AM	5:25 PM	8:20 AM	6:45 PM	No Changes					

68	current	6:45 AM	7:45 PM	6:16 AM	8:16 PM	60 min	60 min	60 min	:45	:45	:45
	Proposed	6:16 AM	9:53 PM	6:45 AM	7:45 PM	60 min	60 min	60 min	:45	:45	:45
71	current	6:03 AM	7:36 PM	6:51 AM	5:54 PM	30 min	60 min	-	:00 /:30	:00	-
	Proposed	6:15 AM	6:45 PM	6:10 AM	7:17 PM	30 min	60 min	-	:15/:45	:45	-
219	current	7:43 AM	7:23 PM	6:18 AM	7:20 PM	30 min	30 min	30 min			
	Proposed	6:45 AM	8:00 PM	6:18 AM	7:23 PM	30 min	30 min	30 min			
228	current	Weekends only						60 min			
	Proposed	6:30 AM	7:30 PM	7:35 AM	7:38 PM	60 min	60 min	60 min	:30	:30	:30
233	current	7:00 AM	7:00 PM	7:24 AM	7:24 PM	60 min	60 min	60 min	:00	:00	:00
	Proposed	7:00 AM	7:00 PM	7:24 AM	7:24 PM	60 min	60 min	60 min	:00	:00	:00
245	current	NEW									
Route	NB/WB		SB/EB		Frequency			Pulse			
	First	Last	First	Last	Peak	Off Peak	Weekend	Peak	Off Peak	Weekend	

251	<i>Proposed</i>	7:00 AM	6:00 PM	7:55 AM	6:55 PM	60 min	60 min	60 min	:00	:00	:00
	current	6:44 AM	6:05 PM	7:02 AM	9:44 PM	60 min	60 min	60 min			
257	<i>Proposed</i>	6:35 AM	7:05 PM	6:54 AM	8:02 PM	60 min	60 min	60 min			
	current	6:30 AM	5:30 PM	6:33 AM	6:33 PM	60 min	60 min	-	:30	:30	-
259	<i>Proposed</i>	7:30 AM	8:30 PM	6:30 AM	9:30 PM	60 min	60 min	-	:30	:30	-
	current	7:45 AM	8:45 PM	7:38 PM	9:44 PM	60 min	60 min	60 min			
	<i>Proposed</i>	Replaced by other routes									

H. *Disparate Impact Policy*

Marin Transit's Disparate Impact Policy has established the following threshold for determining whether adverse effects are borne disproportionately by minority populations: "If the cumulative impact of the proposed change requires the minority population to receive benefits 20 percent less or bear adverse effects at least 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." In the 2012 Marin Transit passenger survey, 63 percent of respondents stated that they are minority.

I. *Disproportionate Burden Policy*

The Disproportionate Burden Policy has established the following threshold for determining whether adverse effects are borne disproportionately by low-income populations: "If the cumulative impact of the proposed change results in the low-income population receiving benefits 20 percent less or to bear adverse effects at least 20 percent more than those benefits or adverse effects received or borne by the non-low-income population, Marin Transit will consider that impact a disproportionate burden and will take steps to avoid, minimize, or mitigate impacts where possible." The threshold for low income is established in Marin Transit's Title VI program as annual income under \$50,000. The overall proportion of 2012 survey respondents that identified their income as under \$50,000 was 79 percent.

J. *Analysis Framework*

Current and Proposed Service to Marin's Communities of Concern

The Canal - This densely populated neighborhood is located in the southern part of San Rafael east of Highway 101 and has by far the largest number of Marin Transit passengers. Routes that serve the Canal are the most productive routes in the system.

In the 2014 American Community Survey, the three census block groups that make up the Canal neighborhood are 100, 95, and 80 percent minority. In the same order, 75, 60, and 54 percent of residents in the three block groups are low income.

The largest concentration of Latino residents in Marin County resides in the Canal, and approximately 40 percent of Marin Transit riders are Latino. Table 3 compares the number of trips by route that currently served the Canal with the number of trips in the proposed service change package for weekdays and weekends. Routes operate in the Canal in a loop. Currently the routes operate in one direction. The proposed Canal service improvements support faster travel times by providing service in both directions during the week so that riders can choose to board at a point in the loop that will get them to the San Rafael Transit Center more quickly.

Another change is that routes that originate in the Canal no longer require riders to transfer at the San Rafael Transit Center to get to most destinations. There is more emphasis on supporting "one-seat rides to employment, shopping, and social services to the North, East, and South. The Route 35 will extend from the Canal north to the County Civic Center, Northgate Mall, Kaiser Hospital and north on Highway 101 to Downtown Novato. The new all day every day service on the Route 36 between the Canal and Marin City will provide the one seat ride to southern Marin. The current east / west Route 23 from the Canal will be supplemented by a new express Route 23x to Fairfax.

Table 4: Comparing Current and Proposed Local Bus Service by Route for the Canal Neighborhood in San Rafael

Route	Weekday			Saturday			Sunday		
	WB	EB	Total	WB	EB	Total	WB	EB	Total
Existing									
23	17	15	32	15	14	29	14	14	28
29	18	20	38	-	-	0	-	-	0
35	53	45	98	42	41	83	42	41	83
36	9	7	16	-	-	0	-	-	0
TOTAL	97	87	184	57	55	112	56	55	111
Future									
23	17	15	32	15	13	28	14	13	27
23X NEW	11	10	21	-	-	0	-	-	0
29	11	12	23	-	-	0	-	-	0
35	41	42	83	28	29	57	28	29	57
36	28	25	53	23	22	45	27	27	54
TOTAL	108	104	212	66	64	130	69	69	138
percent Change	11 percent	20 percent	15 percent	16 percent	16 percent	16 percent	23 percent	25 percent	24 percent

Marin City - In southern Marin, the two census block groups that make up Marin City are 78 and 71 percent minority and 76 and 55 percent low income. 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 Transit coordinates with Golden Gate Transit to optimize service and connectivity between local and regional routes that serve Marin City. Marin City is a relatively compact area: much if not all of it is within walking distance of the transit hub. Current and proposed service to Marin City is compared in Table 4 below.

The primary service improvement for Marin City residents is the transformation of Route 36 from a peak period only service during the week into a seven day a week all day and evening service, with 30-minute frequency until 8PM. The Route 36 operates from the Canal neighborhood through the San Rafael Transit Center and travels on Highway 101 to Marin City's transit hub. In their community based

transportation plan, Marin City residents have indicated they want to shop for groceries at the Mi Pueblo store in the Canal. They do not have a grocery store in Marin City.

The second improvement is the extension of Route 71 to serve Sausalito that increases the frequency and expands the span of service currently provided on Route 17. Marin Transit proposes to extend Route 71 to take over that segment from Golden Gate Transit's more limited regional Route 10 service, which will be canceled in June 2016.

Table 5: Comparing Current and Proposed Local and Regional Bus Service for Marin City

Route	Weekday			Saturday			Sunday		
	SB	NB	Total	SB	NB	Total	SB	NB	Total
Existing									
10*	13	14	27	13	11	24	13	11	24
17	22	23	45	14	16	30	14	15	29
22	20	24	44	15	15	30	15	15	30
36	9	7	16	-	-	0	-	-	0
70*	24	33	57	40	44	84	40	44	84
71	17	14	31	4	3	7	4	3	7
TOTAL	105	115	220	86	89	175	86	88	174
Future									
17	22	23	45	14	16	30	14	15	29
22	25	23	48	15	15	30	15	15	30
30	17	21	38	17	20	37	17	20	37
36	27	25	52	22	22	44	22	22	44
70*	19	20	39	19	19	38	19	19	38
71	17	16	33	-	-	0	-	-	0
TOTAL	127	128	255	87	92	179	87	91	178
percent Change	21 percent	11 percent	16 percent	1 percent	3 percent	2 percent	1 percent	3 percent	2 percent

*Golden Gate Transit Regional Routes 10 and 70 connect San Francisco and Marin County along the 101 Corridor

Marin Transit's Service Types and Productivity Goals

Success is measured according to Marin Transit's service performance standards as adopted in the District's Short Range Transit Plan. Marin Transit has developed and applied categories of services based on the market served. This system provides a means to establish performance standards and better design services in different parts of the county based on the profile of the travel market and ridership levels. Table 6 presents performance goals by service type.

Table 6: Marin Transit Adopted Productivity Goals by Service Typology

Service Typology	Routes	Unlinked Passenger Trips per Hour (at or above)
Local Trunk line	35, 36, 45, 71	25
Regular Local	17, 22, 23, 29, 49	20
Local Connector	219, 228, 233, 251, 257, 259	8
Supplemental School	113, 115, 117, 119, 125, 126, 127, 139, 145, 151, 154	20 per trip
Rural (Stagecoach)	61, 65, 68	4
Recreational	66 (Seasonal Muir Woods Shuttle)	25
Marin Access	Local Dial a Ride, Novato Dial a Ride	2

Annual Ridership Statistics by Service Type for Fiscal Year 2014/15

The ridership numbers in Table 6 are excerpted from Marin Transit's System-wide Performance Statistics for FY 2014-15 for Local Bus and Shuttle Routes. Note that the table excludes supplemental school routes.

Table 7: System-wide Ridership Statistics for Local Bus and Shuttle Routes for FY 2014/15*

Route	Passengers	Revenue Hours	Passengers per Revenue Hour
Local Trunk line	1,101,754	21.3	40.6
35	476,489	8,544	55.8
36	109,347	2,894	37.8
45	210,478	8,013	26.3
71	305,440	7,666	39.8
Local Basic	1,252,884	61,257	20.5
17	301,136	15,167	19.19
22	249,148	14,777	16.9
23	354,706	14,168	25.0
29	203,632	10,795	18.9
49	144,262	6,349	22.7
Local Connector	438,115	39,361	11.1
219	60,906	6,585	9.2
228	15,287	2,828	5.4
233	50,342	4,366	11.5
251	97,647	9,172	10.6
257	69,984	6,289	11.1
259	143,949	10,120	14.2
Muir Woods Shuttle	103,930	3,866	26.9
66	103,930	3,866	26.9
West Marin Stagecoach	105,871	16,332	6.5
61	39,478	5,379	7.3
65	527	364	1.4
68	65,866	10,589	6.2
Total*	3,002,554		

*Excluding Supplemental School Trippers

K. Assessing Impacts of the Service Expansion

The series of modification and enhancements in this proposed permanent expansion include:

Alteration of Route 29

Significant changes are proposed on the Route 29 alignment. The route would continue to serve the Canal, San Rafael Transit Center, and areas of Sir Francis Drake between Larkspur Landing and College of Marin but these destinations would be served in a different order. The proposed alignment, starting with the eastbound service: serves the Canal in a clockwise direction, San Rafael Transit Center, and then southbound on Highway 101 to Larkspur Ferry and Larkspur Landing Circle. The route will continue along Sir Francis Drake Blvd to College Ave in Kentfield, go south on College, which becomes Magnolia, then north on Bon Air to the route's western terminus at Marin General Hospital. The eastbound service starts at Marin General and return to Larkspur Landing via Sir Francis Drake Blvd before serving the San Rafael Transit Center and the Canal. This change substantially speeds up service from the Canal neighborhood to Larkspur Landing, the College of Marin, and Marin General Hospital including nearby medical offices and facilities.

Service along Andersen Drive, Bellam, and Sir Francis Drake between College and Fairfax Manor will be discontinued.

Service to Anderson Drive and south to San Quentin and Larkspur Landing

Alternative service to select stops along Andersen Drive is provided by Golden Gate Transit's Route 580 and by the new Route 30. Alternative service to select stops along Bellam is provided by Golden Gate Transit's Route 40 and 580. Alternative service to stops along Sir Francis Drake between College and Fairfax Manor would be provided by proposed Routes 22, 23, 23x, 68, and 228.

The proposal discontinues Route 29 service on Andersen Drive in San Rafael and south to San Quentin Village, traveling on Sir Francis Drake Blvd to Larkspur Landing. Golden Gate Transit Routes 30 and 580 will serve the businesses located along the approximately mile long segment on Andersen Drive to the Golden Gate Transit bus yard at 1011 Andersen Drive.

Golden Gate Transit Route 40 will continue to provide service for San Quentin Village. On weekdays, the first westbound trip on Route 40 from Contra Costa County and operates from San Quentin Village to the San Rafael Transit Center from 6:15AM to 11:15PM. The first eastbound trip from San Rafael Transit Center begins at 5:30AM and the last trip is at 10PM. Route 40 operates every 30 minutes in the peak periods and hourly in the non-peak. On weekends, Route 40 westbound will operate hourly with service from San Quentin 7:15AM to 10:15PM. Eastbound, Route 40 will operate from 6AM to 9PM.

The segment that will no longer have service extends east from the Golden Gate Transit yard on Andersen Drive and along the waterfront on Sir Francis Drake Blvd to Larkspur Landing.

Replacement of Route 45/45K with Route 35 and portions of Route 257 and new Route 245

Service to areas along the current Route 45 would be replaced with expanded service on Route 35. Along with Route 35, alternative service to destinations along this route would be provided primarily by proposed Routes 145, 257, and 245. Routes 49 and 233 also provide alternatives for riders between the San Rafael Transit Center and the Northgate/Civic Center area.

Replacement of Shuttle Route 259 with Route 49, and portions of Route 257 and new Route 245

Service to areas along the current Route 259 would be replaced with expanded service on Route 49. In addition to Route 49 alternative service to stops along Freitas Parkway and Nova Albion, including Kaiser Hospital, would be provided by proposed Routes 245 and 257.

Description of New Routes

New Route 23x

Route 23x is a new express route between Fairfax Manor and the Canal. The route will serve all existing transit stops between Fairfax Manor and San Anselmo and then operate express (no stops) between San Anselmo and San Rafael. As proposed, the route will use 2nd and 3rd streets instead of 4th Street through central San Rafael. Service to the Canal will operate clockwise and serve all regular stops in the Canal. It will not extend further east than Kerner and Larkspur (no service to Target and Shoreline Parkway).

As proposed, this express route will operate once per hour on weekdays during peaks hours only. Route will be timed to arrive/depart at the San Rafael Transit Center at :25/:30 after the hour to connect with other transit routes and future SMART services departing at :30 after the hour. Morning service will operate between 6:00 AM and 9:30 AM and afternoon service will operate between 3:00 PM and 7:30 PM.

New Route 245

Route 245 is a new shuttle route that will serve the San Rafael Transit Center, Kaiser in Terra Linda, and the County's Health and Human services campus at 120 N. Redwood. The route will operate along Highway 101 between Downtown San Rafael and Freitas Parkway and then serve all local stops along Freitas Parkway, Nova Albion, and Las Gallinas between Nova Albion and Lucas Valley Road. The Route would serve the three local stops along Smith Ranch Road and the stop adjacent to the Health and Human Service building at 120 N. Redwood.

As proposed, Route 245 will operate once an hour on weekdays and weekends. Northbound service will operate daily from San Rafael between 7:00 AM and 6:00 PM. Southbound service from Smith Ranch Road will operate daily between 7:30 AM and 6:30 PM. The route will be timed to arrive/depart in San Rafael at :55/:00 after the hour.

Attachment 1 - Title VI Service Equity Analysis of Proposed Major Service Changes to Marin Local Bus and Community Shuttle Routes for June 2016

Service Change Details by Route

Route Number	Proposed Alignment Changes	Proposed Schedule Changes	Proposed percent Change Over Existing	
17	No changes to alignment	No significant changes to schedule. Running time revisions on current schedules will be complete to increase reliability	+610 hours (+4 percent)	
22	No changes to alignment	No significant changes to service levels, minor schedule adjustments. The four early short southbound trips to College of Marin will be replaced with three full trips to Marin City and timed to depart San Rafael at 6:00 AM, 6:30 AM and 7:00 AM. Later southbound service will be added. The last southbound trip would now depart San Rafael at 10:00pm. The last northbound trip will be discontinued. The last northbound trip would now leave Marin City at 10:00pm. Midday service would be shifted 30 minutes and timed to the pulse at :55/:00 instead of the current :25/:30 and trips would be adjusted accordingly.	+1,050 hours (+7 percent)	

Route Number	Proposed Alignment Changes	Proposed Schedule Changes	Proposed percent Change Over Existing	
23	The route 23 alignment on weekdays will be changed to match the current weekend alignment. This includes moving the western terminus of the route from Fairfax Manor to Downtown Fairfax on weekdays. Alternative options for service to Fairfax Manor are proposed on routes 23x, 68, and 228.	Aside from changes related to the new alignment, no major changes to schedule on existing trips.	-110 hours (-1 percent)	
23x	Route 23x is a new express route between Fairfax Manor and the Canal. Route will serve all existing transit stops between Fairfax Manor and San Anselmo and then operate express (no stops) between San Anselmo and San Rafael. The route would use 2 nd and 3 rd streets instead of 4 th Street through central San Rafael. Service to the Canal would operate clockwise and serve all regular stops in the Canal but not extend further east than Kerner and Larkspur (no service to Target and Shoreline Parkway).	Route would operate once per hour on weekdays during peaks hours only. Route would be timed to arrive/depart at the San Rafael Transit Center at :25/:30 after the hour to connect with other transit routes and future SMART services departing at :30 after the hour. Morning service would operate between 6:00 AM and 9:30 AM and afternoon service would operate between 3:00 PM and 7:30 PM.	+3,500 hours	
29	Significant changes are proposed on Route 29 alignment. The route would continue to serve the Canal, San Rafael Transit Center, and areas of Sir Francis Drake between Larkspur Landing and College of Marin but these destinations would be served in a different order. The proposed alignment, starting with the eastbound service is: serve the Canal in a clockwise direction, San Rafael Transit Center, and then go southbound on Highway 101 to Larkspur Ferry and Larkspur	Route would operate once per hour on weekdays during peaks hours only. Route would be timed to arrive / depart the San Rafael Transit Center at :55/:00 after the hour to connect with other transit routes and future SMART services departing at :00 after the hour. Morning service would operate between 6:30 AM and 10:00 AM and afternoon service would operate between 2:00 PM and 9:00 PM. Midday service between San Rafael, Marin	-6,800 hours (-63 percent)	

Route Number	Proposed Alignment Changes	Proposed Schedule Changes	Proposed percent Change Over Existing	
	Landing Circle. The route would continue along Sir Francis Drake to College Ave, go south on College, becomes Magnolia, then north on Bon Air to the route's western terminus at Marin General Hospital. The eastbound service would start at Marin General and return to Larkspur Landing via Sir Francis Drake before serving the San Rafael Transit Center and the Canal. Service along Andersen Drive, Bellam, and Sir Francis Drake between College and Fairfax Manor will be discontinued. Alternative service to select stops along Andersen Drive is provided by Golden Gate Transit's Route 580. Alternative service to select stops along Bellam is provided by Golden Gate Transit's Route 40 and 580. Alternative service to stops along Sir Francis Drake between College and Fairfax Manor would be provided by proposed Routes 22, 23, 23x, 68, and 228.	General, and College of Marin on Route 29 would be discontinued and replaced by Route 228.		
35	Route 35 alignment would continue to operate as it currently does between the Canal and San Rafael Transit center. The route will be extended to cover most of the current Route 45 stops along Lincoln Ave, Civic Center Drive, and around Northgate Mall. In addition, the route would extend north of the Northgate area along Highway 101 to serve all the Highway 101 bus pads between Lucas Valley Road and Downtown Novato. The route would serve Redwood and	Route 35 would continue to operate every 30 minutes daily and would continue to provide the same weekday and weekend span of service within the Canal. Service north of the San Rafael Transit Center would also be provided every 30 minutes but the first northbound trip would leave weekdays at 7:00 AM and the last northbound trip would leave at 8:30 PM. The first southbound trip from Redwood and Olive would depart southbound at 6:00 AM and the last southbound trips	+16,890 hours (+198 percent)	

Route Number	Proposed Alignment Changes	Proposed Schedule Changes	Proposed percent Change Over Existing	
	Grant in Downtown Novato and have a northern terminus at Redwood and Olive.	would depart at 7:00 PM. Weekend service north of San Rafael would start and end within 60 minutes of the weekday trips.		
36	No changes are proposed to current route alignment.	Route 36 would change from a weekday, peak-only service to a daily, all day service. Service would operate every 30 minutes between 6:30 AM-8:00 PM southbound and 7:30 AM-8:00 PM northbound. Weekend service would start and end approximately one hour later in the morning and one hour earlier at night. Service would be timed at :10/:15 and :40/:45 pulse in San Rafael.	+10,770 hours (+372 percent)	
45/ 45K	Service to areas along the current Route 45 would be replaced with expanded service on Route 35. Along with Route 35, alternative service to destinations along this route would be provided primarily by proposed Routes 145, 257, and 245. Routes 49 and 233 also provide alternatives for riders between the San Rafael Transit Center and the Northgate/Civic Center area.		-8,000 hours	
49	No changes are proposed to current route alignment.	Route 49 would be expanded to offer weekend service in addition to the current weekday service. Service during the weekday peak hours would be provided every 30 minutes. Off-peak service and weekend service would be offered hourly.	+8,050 hours (+127 percent)	
71	Route 71 would be extended south to Bay and Bridgeway in Sausalito. In addition, the route would operate express along some portions of Highway 101 and not serve the following	Route 71 would operate weekdays between 6:00 AM and 8:00 PM. Service would generally be offered hourly, with half-hourly service during select peak periods. The route	+1,100 hours	

Route Number	Proposed Alignment Changes	Proposed Schedule Changes	Proposed percent Change Over Existing	
	bus pads that are currently served: Paradise/Tamalpais, Lucky Drive, North San Pedro, Freitas Parkway, Lucas Valley, Marinwood, and Alameda del Prado. Alternative service to these bus pads that will be removed from Route 71 will be provided by Golden Gate Regional Route 70. In addition, the following individual bus pads will have alternative service on the following proposed routes; Paradise/Tamalpais and Lucky: Routes 17, 36, new regional route 30; North San Pedro: Route 245; Lucas Valley: Routes 35, 49; Marinwood; Routes 35, 49, 257; Alameda del Prado: Route 35. Aside from Route 70, no alternative service is identified for the Freitas Parkway bus pad.	would be spaced out with other services in the Highway corridor and would typically arrive/depart at :40/:45 after the hour in San Rafael. Select peak hour trips would arrive / depart San Rafael at :10/:15 after the hour. No service would be offered on weekends.	(+14 percent)	
145	No changes are proposed to current route alignment.	In addition to current afternoon service offered to Terra Linda High School, one morning trip from the San Rafael Transit Center would be added to replace service on the 45K.	+70 hours (+72 percent)	
219	No changes are proposed to current route alignment.	Schedule runtimes would be adjusted to account for changes in the traffic patterns.	-400 hours (-6 percent)	
228	Weekday service would generally follow the same alignment as the weekend except for service along Sir Francis Drake between El Portal Dr. and Bon Air Rd. The new route	Route 228 would operate once an hour, daily. Eastbound service from Fairfax Manor would start at 7:30 AM on weekdays and 6:30 AM on weekends. Westbound service from San Rafael would start at 6:30 AM weekdays and	+6,830 hours	

Route Number	Proposed Alignment Changes	Proposed Schedule Changes	Proposed percent Change Over Existing	
	alignment would go south from Sir Francis Drake and serve South Eliseo Dr.	7:30 AM weekends. The last eastbound trip on weekdays and weekends would arrive in San Rafael at 8:25 PM. The last westbound trip from San Rafael would arrive in Fairfax Manor at 8:30 PM weekdays and 7:30 PM weekends.	(+241 percent)	
245	Route 245 is a new shuttle route that will serve the San Rafael Transit Center, Kaiser in Terra Linda, and the County's Health and Human services campus at 120 N. Redwood. The route will operate along Highway 101 between Downtown San Rafael and Freitas Parkway and then serve all local stops along Freitas Parkway, Nova Albion, and Las Gallinas between Nova Albion and Lucas Valley Road. The Route would serve the three local stops along Smith Ranch Road and the stop adjacent to the Health and Human Service building at 120 N. Redwood.	Route 245 would operate once an hour on weekdays and weekends. Northbound service would operate daily from San Rafael between 7:00 AM and 6:00 PM. Southbound service from Smith Ranch Road would operate daily between 7:30 AM and 6:30 PM. The route would be timed to arrive/depart in San Rafael at :55/:00 after the hour.	+4,350 hours	
251	Minor adjustments to routing at southern terminus in Hamilton. Southbound service would continue north on Nave Drive (past Hamilton Parkway), then go east on Hamilton Parkway, and then south on Palm Drive to the Hamilton Theatre (end of route). Northbound service would leave the Hamilton Theatre stop and continue along its current alignment on Main Gate Road back to Nave Drive.	Weekday service would operate later to and from San Marin with the last trip arriving northbound, and then departing southbound at 8:00 PM. The last three weekday southbound trips from Redwood and Grant, currently departing at 7:44 PM, 8:44 PM, and 9:44 PM would be discontinued. The only schedule change to weekends would be an extension of the 7:16 PM, 8:16 PM, and 9:16 PM trips from Redwood and Grant to Hamilton Theatre	-500 hours (-5 percent)	

Route Number	Proposed Alignment Changes	Proposed Schedule Changes	Proposed percent Change Over Existing	
		and cancellation of the 10:16 PM southbound trip from Redwood and Grant.		
257	Minor adjustments are proposed to Route 257 including no longer serving Smith Ranch Road (including Health and Human Services) but instead serving Kaiser in Terra Linda, Las Gallinas between Lucas Valley Road and Miller Creek Road, and the stops along Miller Creek Road between Las Gallinas and Highway 101. Alternative service to Smith Ranch Road and Health and Human Services would be provided by proposed Route 245.	Schedules would be adjusted to account for the new alignment and destinations served. The route would continue to operate once an hour on weekdays only. It would also continue to be timed to arrive/depart in San Rafael at :25/:30 after the hour. Northbound service from San Rafael would start 60 minutes later and the last trip would operate three hours later (7:30 AM to 8:30 PM). Southbound service would continue to start at 6:30 AM and evening service would be extended three hours with the last trip leaving the Indian Valley Campus at 9:30 PM.	+1,290 hours (+20 percent)	
259	Service to areas along the current Route 259 would be replaced with expanded service on Route 49. In addition to Route 49 alternative service to stops along Freitas Parkway and Nova Albion, including Kaiser Hospital, would be provided by proposed Routes 245 and 257.		-10,120 hours	
Total			+28,580 (+19 percent)	

Marin Transit Public Participation and Outreach Activities for Proposed Service Changes

Community Workshops

Marin City

Novato

San Rafael

Canal neighborhood in San Rafael (conducted in Spanish in a focus group format)

Marin Transit Rider Focus Groups 2 in English and 1 in Spanish

Presentations at Meetings and Outreach at Events

Canal Alliance Food Bank

Canal Community Leaders

Novato Human Needs Food Bank

Margaret Todd Senior Center, including outreach to Spanish-speakers

Marin City Strategic Catalyst/Multi-Disciplinary Coordination Team (ISOJI)

Marin City Community Services District Board Meeting

Martin Luther King Coalition in Marin City

Marin Mobility Consortium

Marin Public Works Association

Homeward Bound – outreach to short term residential community for the homeless

Workforce Investment Board representing major employers

City Planning Directors

Marin Transit's Paratransit Coordinating Council

Golden Gate Transit Advisory Committee on Accessibility (April)

Community Agencies Serving Seniors (April)

Transportation Authority of Marin Technical Advisory and Citizens Oversight Committees (future presentation)

Interviews

KWMR

Distribution of Service Change Information & Outreach Materials

Partners

Transportation Authority of Marin Citizens Oversight Committee members

City Managers and Planning Directors

Marin Transit Paratransit Coordinating Council

Golden Gate Transit Advisory Committee on Accessibility

Chambers of Commerce

Canal Welcome Center

Novato Human Needs Center

Senior & Disabled Service Centers and Residential Facilities

San Rafael Rec Center (The Goldenairs)

Corte Madera Recreation Center

Mill Valley Recreation Center

Margaret Todd Senior Center

Margarita Johnson Senior Center

Al Boro /Pickleweed Recreation Center

Whistlestop Center

Villages

Marin Villages

Sausalito Villages

Resource Agencies for Disabled Residents

Guide Dogs for the Blind

Blind and Vision Impaired of Marin

Lighthouse of Marin

Marin Center for Independent Living

Senior Facilities near Transit

Nazareth House

Aldersly

Martinelli House

Bennett House

Maria Freitas House

The Redwoods

Contempo Marin

County Resources

Commission on Aging

Health and Human Services Department

Programa de Derechos Civiles para 2017-2020 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 benefician 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
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Envíe o entregue el formulario llenado a:

Civil Rights Officer

Marin Transit

711 Grand Avenue, Suite 711

San Rafael, CA 94901