

SFMTA Municipal Transportation Agency



November 1, 2016

Title VI Overview

- Title VI states:
 - "No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance."
- Federal Transit Administration (FTA)
 - Monitors transit providers for Title VI compliance as recipients of Federal funds
- SFMTA's Program Update is due every three years to FTA; next submission date is <u>December 1, 2016</u>

Notice to the Public

- SFMTA Website
- SFMTA Offices and Public Access Areas
- Vehicles and Transit Stations
- Public Information Materials
- Foldable Transit Maps

TITLE VI

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

SFMTA no discrimina en base a raza, color u origen nacional. Para obtener más información o presentar una queja, visite SFMTA.com o llame al 311.

SFMTA не допускает дискриминации по признаку расы, цвета кожи или национального происхождения. Чтобы получить дополнительную информацию или подать жалобу, посетите SFMTA.com или позвоните по номеру 311.

三藩市交通局 (SFMTA) 不會因種族、膚色或原國籍的原因而歧視。如想了解詳情 或提交投訴,請上網站 SFMTA.com 或致電311。

SFMTA không phân biệt đối xử trên cơ sở chúng tộc, màu da, hoặc nguồn gốc quốc gia. Để biết thêm thông tin hoặc để nộp đơn khiếu nại, hãy truy cập SFMTA.com hoặc liên lạc 311 để được trợ giúp thông dịch miễn phía.

SFMTA 인종, 피부색 또는 출신국가로 차별하지 않습니다. 추가 정보 또는 이의 제 기는 SFMTA.com 또는 무료 언어지원이 되는 311로 연락하십시오.

SFMTA ne pratique aucune discrimination basée sur la race, la couleur de peau ou l'origine nationale. Pour obtenir des renseignements supplémentaires ou pour déposer une plainte, rendez-vous sur SFMTA.com ou appelez le 311.

サンフランシスコ市営交通局 (SFMTA) は、人種、民族、国籍によって誰をも差別する ことはありません。これに関するお問い合わせ、苦情の申し立ては、SFMTA.com をご覧ください。または、サービス 311 にご連絡ください。

SFMTA ไม่ได้แปงแยกการปฏิบัติตามเชื้อชาติ สีผิว หรือสัญชาติ สำหรับข้อมูล เพิ่มเติมหรือต้องการร้องเรียน โปรดไปที่ SFMTA.com หรือโทรติดต่อ 311 เพื่อ รับความช่วยเหลือทางภาษาโดยไม่เสียค่าใช้จ่าย.

Ang SFMTA ay hindi nanghuhusga sa basehan ng lahi, kulay o bansang pinagmulan. Para sa karagdagang impormasyon, suhestiyon o upang magsampa ng reklamo, maaring tumawag sa 311 o bisitahin ang sfmta.com.

SFMTA لا تميز على أساس العرق أو اللون أو الإصل القومي. لمزيد من المعلومات أو لتقديم شكرى يرجى زيارة موقع SFMTA.com أوالإ تصال على الرقم 311 للحصول على مساعدة مجانية في النغة.

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Highlights of General Program Requirements

- Title VI Notice to the Public
- Title VI Complaint Procedures
- Public Participation Plan
- Language Assistance Plan
- Membership of Non-elected Committees and Councils

Transit Provider Requirements

- Service Standards and Policies
- Demographic and Service Profile Maps and Charts, and Ridership Information
- Documentation of Public Engagement Process for Title VI Transit Policies
 - Disparate Impact, Disproportionate Burden, Major Service Change
- Fare and Service Equity Analyses from 2014-2016
- Service Performance Monitoring



Service Performance Monitoring

- As part of Title VI program requirements, SFMTA is required to monitor service performance of:
 - Minority routes compared to Non-Minority routes
 - Low income routes compared to Non-Low Income routes
- Disparate impact or disproportionate burden is found if the results between the route classifications is greater than 8%
- Monitoring based on SFMTA's Service Standards and Policies

Service Standards

Standard Type	Service Standard
Vehicle Load	Vehicle load at Max Load Point during peak direction should not exceed 85% of vehicle's planning capacity
On-Time Performance	 Muni Metro, Rapid & Frequent Local Routes: Less than 14% of trips with a service gap Grid, Circulator, Specialized, and Owl Routes: 85% on- time (schedule adherence)
Policy Headways	Scheduled headway should meet the defined policy headway minimum per route service category and time period *Specialized Routes: Headways are based on service demand
Service Coverage	All residential neighborhoods within ¼ mile of Muni stop

Service Policies

Policy Type	Policy Standard	
Vehicle Assignment	Assign vehicles in a manner that prevents discrimination to minority and low-income communities and considers technical criteria	
Transit Amenities	 Stop Markings and Flags: All Stops 	
	Stop IDs: All Stops	
	 Shelters and System Maps: Stops with 125 or more daily boardings 	
	 NextBus Display: Stops with 125 or more daily boardings 	
	 Station: Underground rail only 	

How Does the SFMTA Define...

- Minority
 - Population: Census block group with minority population over city-wide population of 51%
 - Route: Minority ridership more than 58% of ridership on that route
- Low Income
 - Population: Census block group with low income population over city-wide population of 28%
 - Route: Low income ridership more than 51% of ridership on that route

Demographics of Service Area-Minority Population



Demographics of Service Area- Low Income Population



Service Performance Monitoring Findings

Standard/Policy Type	Disparate Impact	Disproportionate Burden
Vehicle Load	No	No
On-Time Performance	No	No
Policy Headways	No	No
Service Coverage	No	No
Vehicle Assignment	No	No
Transit Amenities	No	Νο

2013 Disparate Impact Finding Follow-up

Headways

- 2013 Finding Addressed
- TEP made changes to headways to better reflect service categories

Transit Amenities: Shelters

- 2013 Finding Addressed
- # of stops with shelters in minority census block groups increased from 58% to 62%
- New shelters are prioritized at minority and low income stops where possible



Public Participation Plan



September 2016







Updating the Public Participation Plan (PPP)

- 13 interviews with leaders of Community-Based Organizations
- 9 community input session conducted with residents and customers across San Francisco
- 4,723 customer outreach surveys received from customers in 11 languages



SFMTA Municipal Transportation Agency

¿Le preocupa el transporte? Responda a esta breve encuesta e inscríbase para ganar una Tarjeta Clipper de \$50.



PPP Learnings and Insights

- **SFMTA website** is a critical resource for stakeholders
- Service changes and fare changes continue to be important to stakeholders
- Time of day and proximity to transit are key for meeting attendance





What We Found: PPP

Topics Encouraging Attendance at SFMTA Meetings



SOURCE: SFMTA PUBLIC PARTICIPATION SURVEY, 2016.

What We Found: PPP

Customer Preferences for How to Share Information at SFMTA Meetings



SOURCE: SFMTA PUBLIC PARTICIPATION SURVEY, 2016.

Key Insights for Public Participation

- SFMTA should effectively communicate important information to LEP stakeholders
- SFMTA should promote existing language assistance tools
- SFMTA should offer **additional training** for SFMTA staff around how best to communicate information customers
- SFMTA's outreach and public engagement should reflect each community
- SFMTA Board of Directors should hold meetings in community
- SFMTA should improve how it acknowledges stakeholder feedback that has been received

Language Assistance Plan (LAP)



Updating SFMTA's LAP

- **19 interviews** with leaders of Community-Based Organizations
- 7 focus groups conducted with LEP residents and customers in 5 languages
- 325 customer outreach surveys received from LEP customers in 10 languages
- 416 staff surveys received from SFMTA public contact employees from 11 different divisions







三藩市公共交通局(SFMTA)正在更新語言協助計畫,以便更好地指導在 全市各種社區針對「英語能力有限」客戶進行推廣活動。我們希望您的參 與。

[ORGANIZATION NAME]正在協助SFMTA籌畫小組座談會. 向以下成員 徵求回饋資訊:

1) 三藩市居民

2) 英語能力有限者(意指英語不是他們的第一語言,而且英語閱讀、 書寫、口語或理解能力有限)

3) 搭乘或熟悉Muni

如果您符合這些條件,請考慮參加小組座談會,對於如何制定推廣活動以 便服務您和我們的社區,提出寶貴意見。

小組座談會的時間表如下:

[DATE and TIME] [LOCATION]

[Optional]小組座談會的成員將獲得50美元獎勵,如果完成一項單獨的調 查問卷,還可參加抽獎贏取50美元的Clipper卡。

如果有意參加,請聯繫[CONTACT INFO]。

For general information 24/7/365, dial 311 (415.701.2311 outside SF). [3] 11 Free language assistance / 免费提答设验 / Ayuda gratis con el idioma / Securanain novoqui nepesogravion Tro glop Thông dich Mién pér / Assistance linguistique gratuite / 無料이용語文型 / 무료 인이 지원 / Libreng tulong para sa witkan Toado / mm27um/mmanum-thaluitidim/18110 / 요리지, AL, List. List.







- 174,893 residents (22.15% of the population), speak English "less than very well"
- San Francisco's LEP individuals **regularly commute to work** on public transit and use Muni for other daily activities
- SFMTA's programs, activities, and services are of **high importance** to LEP individuals
- **Eighty-three percent** of LEP User Survey respondents report being satisfied with Muni's current service, with little variation among LEP customers by levels of English proficiency
- The reasons most commonly given by LEP customers surveyed as to why they may not ride Muni on any given day **did not have any connection to language access** or LEP status.
- SFMTA spends **\$275,000 annually** on document translation and production of multilingual materials

- SFMTA should effectively communicate important information to LEP stakeholders
- SFMTA should promote existing language assistance tools
- SFMTA should offer **additional training** for SFMTA staff around how best to communicate information customers
- Continuing to produce and potentially increasing the availability of multilingual information, particularly about service and route changes
- Continue the SFMTA's partnerships with Community Based Organizations serving LEP populations also would increase accessibility to SFMTA's programs and services for LEP customers.

Activity Reached by Muni

Shopping	70%
Doctor visits	69%
Visiting friends/family	61%
Attending recreational or sporting events	40%
Attending religious/spiritual functions	39%
Going to work	34%
Going to School	29 %
Other	33%

SOURCE: SFMTA LEP USER SURVEY, 2016.

Language Assistance Tool Familiarity

52%
52%
49%
47%
42%
40%
34%
34%
25%
24%
20%
19%
10 /0

SFMTA's website in my language Signage/flyers on vehicles, stations and bus shelters Transit operators who speak my language San Francisco 311 Telephone Customer Service Center Ads or notices in ethnic media Ads or notices on ethnic radio and television Information assistance at community meetings Meeting and Information Notices via US Mail Interpretation assistance at SFMTA Board Meetings Meeting and Information Notices via email blasts 511.org

SOURCE: SFMTA LEP USER SURVEY, 2016.

What's Next for PPP and LAP?

- Integrate the research findings from PPP and LAP into the Public Outreach and Engagement Team Strategy (POETS)
- Create a system for circling back and letting the public know what feedback has been received and incorporated
- Consider and implement community feedback
 where feasible
- Complete website upgrades to include enhanced language translation capabilities

Questions?