



TITLE VI PROGRAM

OCTOBER 2013

**San Mateo County Transit District (SamTrans)
1250 San Carlos Avenue
San Carlos, CA 94070-1306
(650) 508-6200**

**SAN MATEO COUNTY TRANSIT DISTRICT
(SAMTRANS)**

TITLE VI PROGRAM

PREPARED FOR:
FEDERAL TRANSIT ADMINISTRATION
REGION IX

PREPARED BY:
SAN MATEO COUNTY TRANSIT DISTRICT

OCTOBER 2013

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I: INTRODUCTION

The material contained in the SamTrans (hereinafter the “District”) Title VI Compliance Report provides information and analysis bearing upon compliance with Title VI of the 1964 Civil Rights Act regarding transit services and related benefits. The purpose of Title VI is "to assure that no person shall on the grounds 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."

Since 1972, the Federal Transit Administration (FTA) has required applicants for and recipients of Federal assistance to provide assessments of compliance as part of the grant approval process. The FTA has the responsibility to ensure that federally supported transit services and related benefits are distributed in a manner consistent with Title VI including as related to Environmental Justice and access for individuals who have Limited English Proficiency. This update conforms to the FTA’s Title VI Circular 4702.1B, effective October 2012.

As a federal grant recipient, the District is required to maintain and provide to FTA information on its compliance with the Title VI regulations. At a minimum it must conduct periodic compliance assessments to determine whether the transit service provided to minority communities and users is consistent with the law. SamTrans is required to perform a self-assessment every three years and to document that services and benefits are provided in a non-discriminatory manner. This document covers the period from 2010 through 2013.

SamTrans, as required under Circular 4702.1B, has included the following information in this compliance report:

1. Discussion and attachments pertaining to general Title VI requirements.
 - a. Title VI Notice to Public
 - b. Title VI Complaint Procedures
 - c. List of Investigations, Complaints, or Lawsuits
 - d. Public Participation Plan
 - e. Language Assistance Plan
 - f. Membership of Non-elected Committees
 - g. Sub-recipient Monitoring
 - h. Board Meeting Minutes
 - i. Construction Projects
 - j. Additional Information upon Request
2. Discussion and attachments pertaining to Title VI requirements for transit operators.
 - a. Service Standards and Policies
 - b. Demographic and Service Profile
 - c. Demographic Ridership and Travel Patterns
 - d. Monitoring Program Results
 - e. Public Engagement for Policy Development
 - f. Title VI Equity Analyses
3. All other required submittals.

II: GENERAL REQUIREMENTS

This chapter responds to the general reporting information required of all Federal Transit Administration (FTA) grantees on a triennial basis. The information is required under U.S. Department of Transportation (DOT) regulations.

A. Title VI Notice to Public

A copy of the District's notice to the public that it complies with Title VI, instructions to the public on how to file a discrimination complaint, and a sample complaint form are contained in Appendix A.

B. Title VI Complaint Procedures

The District responds to any and all lawsuits or complaints that allege discrimination on the basis of race, color, or national origin with respect to service or other transit benefits. SamTrans makes its procedures for filing a complaint available to members of the public. A copy of the District's Title VI complaint process and consumer reports process overview are contained in Appendix B.

C. List of Investigations, Complaints, or Lawsuits

Appendix C contains a list of any Title VI investigations conducted by entities other than FTA, lawsuits, or complaints naming the District that allege discrimination on the basis of race, color, or nation origin. In keeping with the Circular, the list includes the date the investigation was requested or the lawsuit or complaint was filed; a summary of the allegation(s); the status of the investigation, lawsuit, or complaint; and actions taken by the District in response to the investigation, lawsuit, or complaint.

D. Public Participation Plan

A summary of public outreach and involvement activities undertaken in last three years and description of steps taken to ensure that minority and low-income persons had meaningful access to these activities is contained in various portions of this Compliance Report, including the District's Public Participation Plan in Appendix D, the LAP Plan in Appendix E, and within the outreach summary portion of the District's recent Service Equity Analysis for the SamTrans Service Plan in Appendix L.

E. Language Assistance Plan

The District's current Language Assistance Plan for providing language assistance for persons with Limited English Proficiency based on the DOT LEP Guidance is contained in Appendix E.

F. Membership of Non-elected Committees

The Citizens Advisory Committee (CAC) is composed of 15 representatives from various segments of the community and acts in an advisory capacity to the SamTrans Board. It is the only relevant organization for community relations outside of SamTrans internal departments. Responsibilities include providing input on the needs of current and potential transit users. The Citizens Advisory Committee has direct liaison to the Board of Directors through the Community Relations Committee and shall assist the SamTrans Board of Directors in any manner the Board deems appropriate.

The purpose of the CAC is to help the San Mateo County District plan a transportation system that is safe, efficient, cost-effective, energy efficient, environmentally responsible, and responsive to the needs of the broadest range of citizens and transit users in San Mateo County. SamTrans firmly believes that the people who use a transportation system, or are affected by it, should have a voice in deciding the “where,” the “what,” and the “when” regarding SamTrans operations.

In recognition of the importance of SamTrans fixed-route bus service in our multi-modal system, the focus of the CAC is on issues of direct concern to users of fixed-route bus service. Members of the CAC may concurrently represent the concerns of other constituent groups as they relate to fixed-route bus service. Members of the CAC need not be citizens of the United States. When making appointments to the CAC, the Board may give preference to residents of the County of San Mateo if such preference would result in more informed membership.

The CAC meets on the last Wednesday of each month at 6:30 p.m. in the SamTrans administrative office, 1250 San Carlos Ave. in San Carlos. All meetings are open to the public.

Fifteen members are appointed-at-large for three-year terms, representing and divided among the following constituencies:

- Bus Riders – Representing the diverse population of both San Mateo County and SamTrans fixed-route ridership.
- Multi-modal Riders – Representing the riders who use SamTrans fixed-route service to connect to another one of the available transit modes. Examples include bus-to Caltrain riders, bus-to-BART riders, and bus-to-bus riders.
- Community – Representing community interests which also interact with SamTrans fixed-route service.

An annual four-week recruitment is held in March and April to fill the vacancies on the CAC. In the event there are a significant number of unexpected vacancies, such as at the current time, staff will hold an off-cycle recruitment to fill the vacancies at the Board’s direction if terms expire. SamTrans is proactive with respect to recruiting new CAC members from San Mateo County and all applications are kept on file. Ads are sometimes placed in the papers of record in San Mateo County, with language-specific ads placed in the Asian Journal (Mandarin), El Observador (Spanish), and Half Moon Bay Review (bilingual English/Spanish). SamTrans also provides English language in the following forms:

- News release.
- Onboard take-ones (which has been found to be the best method for customers to receive information).
- Postings at city halls around the county.
- Board and CAC meeting announcements.

Every person who submits an application to fill vacancies is interviewed by the Community Relations Board Subcommittee, which is comprised of three members of the Board of Directors. The same questions are asked of each candidate and an ultimate decision is based on qualifications and responses to interview questions.

The following table illustrates the current membership of the SamTrans Citizens Advisory Committee.

Exhibit 1: Current (2013) CAC Membership List

Race	Represents
Caucasian	Community Riders
Caucasian	Community Riders
Caucasian	Multimodal Riders
Asian	Bus Riders
Asian	Community Riders
Caucasian	Bus Riders
Caucasian	Bus Riders
Asian	Multimodal Riders
Caucasian	Multimodal Riders
Caucasian	Community Riders
Caucasian	Multimodal Riders
Vacant	Bus Riders
Vacant	Bus Riders
Vacant	Multimodal Riders
Vacant	Community Riders

G. Sub-recipient Monitoring

SamTrans is currently responsible for three sub-recipients of Federal Transit Administration (FTA) funding for the Last- Mile Connections Program:

- Peninsula Congestion Relief Alliance
- County of San Mateo
- City of Redwood City

As the primary recipient, SamTrans is responsible for ensuring these sub-recipients are in compliance with applicable regulations, including Title VI. First, SamTrans is responsible for providing its sub-recipients with sufficient technical assistance to ensure they can adequately maintain compliance with Title VI. Chapter III, Section 11 of Circular 4702.1B indicates the following:

Primary recipients should assist their sub-recipients in complying with DOT's Title VI regulations, including the general reporting requirements. Assistance shall be provided to the sub-recipient as necessary and appropriate by the primary recipient. Primary recipients should provide the following information to sub-recipients; such information, forms, and data may be kept in a central repository and available for all sub-recipients:

- a) Sample notices to the public informing beneficiaries of their rights under DOT's Title VI regulations, procedures on how to file a Title VI complaint, and the recipient's Title VI complaint form.*
- b) Sample procedures for tracking and investigating Title VI complaints filed with a sub-recipient, and when the primary recipient expects the sub-*

recipient to notify the primary recipient of complaints received by the sub-recipient.

- c) Demographic information on the race and English proficiency of residents served by the sub-recipient. This information will assist the sub-recipient in assessing the level and quality of service it provides to communities within its service area and in assessing the need for language assistance.*
- d) Any other recipient-generated or obtained data, such as travel patterns, surveys, etc., that will assist sub-recipients in complying with Title VI.*

SamTrans staff have available all items listed above and provide them upon request to sub-recipients. SamTrans' sub-recipients are aware of their responsibilities with respect to Title VI and meet with the sub-recipients as needed to ensure they understand their obligations and have the resources necessary to meet them.

SamTrans responsibilities with respect to monitoring its sub-recipients are outlined in Chapter III, Section 12 of Circular 4702.1B:

In accordance with 49 CFR 21.9(b), and to ensure that sub-recipients are complying with the DOT Title VI regulations, primary recipients must monitor their sub-recipients for compliance with the regulations. Importantly, if a sub-recipient is not in compliance with Title VI requirements, then the primary recipient is also not in compliance.

- a) In order to ensure the primary and sub-recipient are in compliance with Title VI requirements, the primary recipient shall undertake the following activities:*
 - (1) Document its process for ensuring that all sub-recipients are complying with the general reporting requirements of this circular, as well as other requirements that apply to the sub-recipient based on the type of entity and the number of fixed route vehicles it operates in peak service if a transit provider.*
 - (2) Collect Title VI Programs from sub-recipients and review programs for compliance. Collection and storage of sub-recipient Title VI Programs may be electronic at the option of the primary recipient.*
 - (3) At the request of FTA, in response to a complaint of discrimination, or as otherwise deemed necessary by the primary recipient, the primary recipient shall request that sub-recipients who provide transportation services verify that their level and quality of service is provided on an equitable basis. Sub-recipients that are fixed route transit providers are responsible for reporting as outlined in Chapter IV of this Circular.*
- b) When a sub-recipient is also a direct recipient of FTA funds, that is, applies for funds directly from FTA in addition to receiving funds from a primary recipient, the sub-recipient/direct recipient reports directly to FTA and the primary recipient/designated recipient is not responsible for monitoring*

compliance of that sub-recipient. The supplemental agreement signed by both entities in their roles as designated recipient and direct recipient relieves the primary recipient/designated recipient of this oversight responsibility. See Appendix L for clarification of reporting responsibilities by recipient category.

Given the sub-recipients are tied to a specific project – Last Mile Connection – SamTrans conducts regular monitoring check-ins with the sub-recipients across the life of that project. In addition to the regular check ins (2-3 across the life of the project), SamTrans will also conduct a final close-out session with the sub-recipients in addition to monitoring sessions associated with the 2013 FTA Triennial Review. The initial meeting with the sub-recipients to discuss their requirements related to Title VI occurred in February 2012 wherein the sub-recipients were informed of their responsibilities and provided with the information and resources (such as complaint forms and notices) necessary to maintain compliance with Title VI.

Each sub-recipient monitoring session includes (but is not limited to) a review of the following:

- Review of the relevant elements of the circular.
- Review of any complaints received to date.
- Results of any investigations completed to date.
- Documentation of public notices.
- Analysis of current service levels and their equitable distribution.
- Title VI Program review.
- Discussion of any recent outreach to LEP populations.

To date, all SamTrans sub-recipients comply with applicable Title VI requirements.

H. Board Meeting Minutes

Board meeting minutes will be included in Appendix F following Board adoption.

I. Construction Projects

SamTrans has undertaken no construction projects during this reporting period. For any District construction projects that require documentation under Title VI Circular 4702.1B, an environmental justice analysis will be prepared and submitted separately as allowed under the circular.

J. Additional Information upon Request

At the discretion of FTA, information other than that required by the circular may be requested. FTA has not requested such information, and none has been provided at this time.

III: REQUIREMENTS OF TRANSIT OPERATORS

This chapter responds to the specific reporting information required of all transit operators who are Federal Transit Administration (FTA) grantees on a triennial basis. The information is required under U.S. Department of Transportation (DOT) regulations.

A. Service Standards and Policies

A copy of the District's service standards and policies, adopted in March 2013, can be found in Appendix G.

B. Demographic and Service Profile

SamTrans regularly evaluates demographic information as part of any proposed service or fare change, as required by the FTA. Significant demographic analysis was conducted as a part of the development of the recent SamTrans Service Plan (SSP). In addition, SamTrans conducted additional analysis using Census data for this Program submission. The results are included in Appendix H.

C. Demographic Ridership and Travel Patterns

SamTrans conducts statistically-valid samples of passengers every three years. The survey questions include queries regarding race/ethnicity and household income, among many others. A copy of the SamTrans' most recent survey analysis is contained in Appendix I.

D. Monitoring Program Results

The results of SamTrans' most recent analysis of service provision versus the standards and policies adopted in March 2013 can be found in Appendix J.

E. Public Engagement for Policy Development

A summary of the public engagement process utilized to develop and vet SamTrans newly adopted service standards and policies can be found in Appendix K.

F. Title VI Equity Analyses

SamTrans has conducted four fare and service equity analyses across the review period. Each equity analysis revealed SamTrans had no disparate impact or disproportionate burden findings. Complete copies of all fare and service equity analyses conducted by the District during the review period are included in Appendix L.

A. TITLE VI NOTICE TO PUBLIC

The SamTrans Notice to the Public regarding Title VI rights is included below. It is posted at several highly visible locations around SamTrans Administrative headquarters at 1250 San Carlos Avenue, San Carlos, CA. In addition, adcards with the same notice are on all SamTrans revenue rolling stock.

Title VI Rights

SamTrans and Caltrain operate their programs and services without regard to race, color or national origin in accordance with Title VI of the Civil Rights Act of 1964.

Any person who believes they have been discriminated against based on race, color or national origin with regard to transit services delivery has the right to file a complaint within 180 days of the alleged incident. Complaint forms are available from the receptionist.

SamTrans y Caltrain están comprometidos a garantizar que toda persona goce de la distribución equitativa de servicios e instalaciones sin importar la raza, color, u origen nacional, en conformidad con el Título VI del Acta de Derechos Civiles de 1964.

Cualquier persona que se sienta víctima de discriminación por motivos de raza, color u origen nacional en relación con la prestación de servicios de transporte tiene el derecho de presentar una queja dentro de los 180 días del supuesto incidente. Los formularios de quejas están disponibles a partir de la recepcionista.



B. TITLE VI COMPLAINT PROCEDURES

COMPLAINT PROCESSING AND INVESTIGATION PROCEDURE

The following is a summary of the complaint procedures.

TITLE VI ADMINISTRATOR/OFFICER PROCEDURES

1. Maintain log of consumer reports that are potential Title VI claims. These are usually ones that have discrimination checked by the emailer/customer or by customer service Staff when the consumer report is entered or reviewed. Complaints could also come in through other channels or a potential Title VI violation could be discovered after the consumer report has been entered without the discrimination box being checked. At this initial notification and review stage, some complaints are determined to not be Title VI, mostly by virtue of not being a Title VI discrimination protected class. Discrimination allegations based on age, sex or disability are not Title VI and can be eliminated from further Title VI procedures.
2. Direct complainant to the Title VI Complaint Form (if not previously provided). Forms are available for download from the website or as hard copies sent by mail or picked up by complainants at headquarters. Note when and how forms are provided in consumer report. If complainant is unable to complete a written form, agency staff can fill one out on their behalf.
3. Once a Title VI Complaint Form is received, it is to be entered into a log, given a log number and entered into the Title VI Complaint Form Received database. Make determination that the complaint is covered by Title VI and indicate that the form is completed and signed. Complaint form must be received within 180 days of alleged incident. If no investigation is initiated, clearly document the reason.
4. Inform complainant that a formal investigation is being conducted or that their complaint is not covered by Title VI. This must be done within 10 working days of receipt of the completed and signed Title VI Discrimination Complaint Form.
5. Inform customer service that complaint has become a formal Title VI investigation or is not Title VI eligible and that the TransitSafe can be closed. Be sure that non-Title VI issues associated with the complaint are being responded to (e.g. driver re-training, discipline, etc.).
6. Research existing information and attempt to determine employee (contract or District) who is the subject of the complaint. Determine who will be conducting investigation and see what is known already.
7. Inform investigator that there is a formal Title VI complaint and what additional information, documentation and investigation deadlines are involved. Send investigator and Investigation Form with Section 1 filled out. This should be done within 5 working days for receipt of the Title VI Discrimination form
8. Investigators should conduct investigation as informed by the procedures and policies of SamTrans. This could include contact and interviews with any witnesses. Actions could include counseling and discipline for employees. Investigation Forms should be completed and returned within 10 working days of receipt of the Investigation Form.
9. Draft Investigation Report.
10. Review Investigation Report with investigator. Discuss findings and/or recommendation for resolution.
11. Finalize Investigation Report.

12. If finding of violation of Title VI discrimination, recommend appropriate corrective action. If no finding of Title VI discrimination, explain why not.
13. Notify Complainant of finding (issue determination letter) and right to appeal and appeal process. Complainant should be notified of findings within 60 days of receipt of the complaint form.
14. Notify investigator of finding (including determination letter).
15. Send Investigation Report sent to General Manager/CEO's office. Complainant has 60 days after receipt of determination letter to appeal findings to the General Manager/CEO.
16. Update complaint file and log.

INVESTIGATOR PROCESS

The person conducting the on the ground investigation will be informed that the complaint is a formal Title VI Investigation within 10 working days of receipt (to the District) of a formal complaint.

Investigator must complete investigation (if necessary) and return completed Title VI Investigator Form within 20 working days of being informed of the formal complaint. Report must include names and titles of all who are contacted about the incident, any evidence reviewed (such as video tapes) and all other relevant information. Investigator is to state why the incident was not a case of discrimination or what action was taken regarding the person accused of acting in a discriminatory manner. Follow up information may be needed within the 60 day time frame to respond to the complainant with the findings. It is desired to submit a completed Title VI Investigator Form as soon as possible (well before the 20 working day due date).

The investigation may include discussion of the complaint with all affected parties to determine the nature of the problem. The complainant may be represented by an attorney or other representative of his/her choosing and may bring witnesses and present testimony and evidence in the course of the investigation.

SAMTRANS TITLE VI DISCRIMINATION INVESTIGATOR FORM

SECTION 1 - CASE INFORMATION (from Title VI Administrator)

Title VI Complaint Form Number: _____
 Consumer Report & Folder Number (if it exists): _____
 Complainant Name: _____
 Investigator Name: _____
 Investigator Work Location: _____
 Investigation Completion Due Date: _____

SECTION 2 – PREVIOUS INVESTIGATION

Has this incident/complaint been investigated previously? ____ Yes ____ No
 [If you answered "no" to this question, go to Section 3.]
 Was the previous investigation conducted with the discrimination charge in mind?
 ____ Yes ____ No
 [If you answered "no" to this question, go to Section 3.]
 Did the previous investigation result in a finding that discrimination was involved?
 ____ Yes ____ No
 Please explain why discrimination was not involved, if not previously documented:

SECTION 3 – INVESTIGATION

Date & time of incident: _____
 Names, ID (if applicable) and title of employee accused of discrimination

Name: _____	Title: _____	ID# _____
Name: _____	Title: _____	ID# _____
Name: _____	Title: _____	ID# _____

Location of incident (including vehicle information): _____

Was there a determination that discrimination was involved? ____ Yes ____ No

If yes, what corrective action was taken?

If it was determined there was no discrimination, how was that determination made?

Was the complainant contacted? ____ Yes ____ No

If yes, was complainant satisfied with the resolution of the issue/incident?
 ____ Yes ____ No ____ Unknown



Re: SamTrans Title VI Discrimination Complaint Form

Dear SamTrans Customer:

Title VI of the Civil Rights Act of 1964 requires that “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.”

SamTrans is committed to ensuring that no person shall be excluded from the equal distribution of its services and amenities because of race, color or national origin as protected by Title VI, as amended. If you believe you have been subjected to discrimination under Title VI, you may file a written complaint. Please complete the enclosed form to initiate a formal complaint and investigation process. The form is available in accessible and alternative formats, such as large print, TDD and Spanish. Your completed form should be returned to us at:

SamTrans Title VI Administrator
San Mateo County Transit District
1250 San Carlos Ave. – P.O. Box 3006
San Carlos, CA 94070

This form must be filed within 180 calendar days of the alleged discriminatory incident. After the form is submitted, you will be contacted within 10 business days of our receipt of the form. A lead investigator will be assigned to the complaint. If you or another person identified as the primary contact for the complaint does not get confirmation of receipt of the complaint form within 10 business days, please contact us through our website (www.samtrans.com) or by phone at 1-800-660-4287 (TTY 650-508-6448).

SamTrans Title VI Administrator

Español al otro lado



Ref.: SamTrans - Formato de Queja de Discriminación del Título VI

Estimado SamTrans al Cliente:

El Título VI del Acta de Derechos Civiles de 1964 solicita que "Ninguna persona en los Estados Unidos debe, por cuestiones de raza, color o origen nacional, ser excluida de participación, dejar de recibir algún beneficio o ser discriminada bajo cualquier programa o actividad que reciba asistencia financiera federal".

SamTrans está comprometido a garantizar que ninguna persona sea excluida de la distribución equitativa de servicios y comodidades por cuestiones de raza, color o origen nacional tal como lo establece el Título VI según la enmienda. Si usted cree que ha sido discriminado bajo el Título VI puede presentar una queja por escrito. Por favor llene el formulario adjunto para iniciar una queja formal y un proceso de investigación. El formulario está disponible en formatos accesibles y alternativos, como los impresos, TDD y en español. Una vez que llene su formulario envíelo a:

SamTrans, Title VI Administrator
San Mateo County Transit District
1250 San Carlos Ave. – P.O. Box 3006
San Carlos, CA 94070-1306

El formulario debe presentarse dentro de 180 días calendario a partir del incidente de discriminación. Una vez que entregó el formulario, será puesto en contacto en los dentro de los siguientes 10 días hábiles a partir de su recepción. Se le destinar a un investigador para la queja. En caso de que usted o otra persona identificada como el contacto principal para la queja no reciba la confirmación de recepción en los siguientes 10 días hábiles, póngase en contacto en nuestro sitio web (www.samtrans.com) o llámenos al 1-800-660-4287 (TTY 650-508-6448).

SamTrans, Administrador de Título VI

English on other side

TITLE VI DISCRIMINATION COMPLAINT FORM

SamTrans is committed to ensuring that no person shall be excluded from the equal distribution of its services and amenities because of race, color or national origin. Any person who believes they have been discriminated against based on one of these categories may file a complaint. Complaints must be filed within 180 calendar days of the incident.

Within 10 working days of receipt of your completed complaint form, SamTrans will contact you to confirm receipt of your complaint form and begin an investigation (unless the complaint is filed with an external entity first or simultaneously). The investigation may include discussion(s) of the complaint with all affected parties to determine the nature of the problem. The investigation generally will be conducted and completed within 60 days of receipt of a complete complaint form. Based upon all information received, an investigation report will be submitted to a SamTrans Deputy CEO. The complainant will receive a letter stating the SamTrans' final decision by the end of the 60-day time limit.

Please complete the information below and send to: SamTrans, Title VI Administrator
1250 San Carlos Ave. – P.O. Box 3006
San Carlos, CA 94070-1306
or: titlevi@samtrans.com

SECTION 1 - CONTACT INFORMATION

Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: (Home) _____ (Cell) _____ (Work) _____
[Please note if any of the phone numbers are for a TDD or TTY.]
E-mail: _____@_____

SECTION 2 – FILING FOR ANOTHER PERSON

Are you filing this complaint on your own behalf? ____ Yes ____ No

[If you answered "yes" to this question, go to Section 3.]

If not, please supply the name and relationship of the person for whom you are filing the complaint:

Please explain why you have filed for a third party. _____

Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party. ____ Yes ____ No

SECTION 3 – DISCRIMINATION COMPLAINT

Which of the following describes the reason you believe the discrimination took place? Was it because of your:

____ Race ____ Color ____ National Origin

Please describe the Race, Color or National Origin of the aggrieved party _____

Date and time the alleged discrimination took place: Date ____/____/____ Time _____ a.m. / p.m.

Where did the alleged discrimination take place? Specific vehicle information is helpful (e.g. vehicle number).

Is there a person you can identify who discriminated against the aggrieved party?

Name: _____ ID# _____

In your own words, describe the alleged discrimination. Explain what happened and who you believe was responsible. Please use additional sheets if necessary.

SECTION 4 – PREVIOUS OR EXISTING COMPLAINTS AND LAWSUITS

Have you previously filed a Title VI discrimination complaint with SamTrans?

____ Yes, for this incident ____ Yes, for a different incident ____ No

Have you filed this complaint with any other agencies or a court?

____ Federal Agency ____ State Agency ____ Local Agency

____ Federal court ____ State court

____ Other (please specify): _____

Have you filed a claim or lawsuit regarding this complaint? Yes ____ No ____

If yes, please provide a copy of the complaint form and note court where filed:

____ Federal Court ____ State Court

Please provide contact person information for the agency/court where the complaint was filed.

Name / Office: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number _____

SECTION 5 – SIGNATURE

Please sign below to attest to the truthfulness of the above. You may attach any written materials or other information that you think is relevant to your complaint.

Complainant's Signature

Date

Note: A complaint also may be filed with: Federal Transit Administration, Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor – TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

2/25/13

SamTrans – Formulario de Queja Discriminación según el Título VI

SamTrans está comprometido a garantizar que ninguna persona sea excluida de la distribución equitativa de servicios y instalaciones por cuestiones de raza, color o origen nacional. Cualquier persona que se sienta víctima de discriminación en alguna de las categorías anteriores puede presentar una queja. Las quejas deben presentarse dentro de los 180 días calendario a partir del incidente.

Dentro de los siguientes 10 días hábiles de recepción del formulario de queja, SamTrans le contactará para confirmar la recepción de su queja y comenzará una investigación (a menos que la queja sea presentada ante una entidad externa antes o simultáneamente). La investigación puede incluir debate(s) acerca de la queja con todas las partes afectadas para determinar la naturaleza del problema. Por lo general, la investigación se llevará a cabo dentro de los 60 días siguientes a partir de la recepción del formulario de queja completo. En base a toda la información captada, se entregará un reporte de investigación a un delegado del CEO de SamTrans. El reclamante recibirá una carta con la decisión final de SamTrans al finalizar los 60 días del tiempo límite.

Proporcione la información solicitada a continuación y envíela a:

SamTrans, Title VI Administrator
1250 San Carlos Ave. – P.O. Box 3006
San Carlos, CA 94070-1306
o: titlevi@samtrans.com

SECCION 1 - INFORMACIÓN DE CONTACTO

Nombre: _____
Dirección: _____
Ciudad: _____ Estado: _____ Código de área: _____
Teléfono: (Casa) _____ (Teléfono móvil) _____
(Trabajo) _____
[Señale si alguno de los números telefónicos son TDD o TTY].
Correo electrónico: _____@_____

SECCION 2 -- LLENADO DEL FORMULARIO PARA OTRA PERSONA

¿Está llenando este formulario para una queja propia? ☐ Si ☐ No

[Si la respuesta es "si", vaya ala Sección 3].

Si la respuesta es "no", proporcione el nombre y su relación con la persona para quien llena el formulario:

Explique la razón por la que presenta la queja como tercera persona. _____

Confirme que cuenta con el permiso de la parte agraviada para presentar esta queja como tercera persona. ☐ Si ☐ No

SECCION 3 -- QUEJA DE DISCRIMINACIÓN

¿Cuál de las siguientes razones describe mejor el motivo de su queja? Fue por su:

☐ Raza ☐ Color ☐ Origen nacional

Describa la raza, color u origen nacional de la parte agraviada _____

Fecha y hora de la supuesta discriminación: Fecha ____/____/____ Hora ____ a.m. / p.m.

¿Dónde sucedió la supuesta discriminación? Es de utilidad especificar la información del vehículo (por ejemplo, el número del mismo). _____

¿Identifica a alguna persona que haya discriminado a la parte agraviada? _____

Nombre: _____ # de ID _____

Describa la supuesta discriminación con sus propias palabras. Explique lo que pasó y mencione a quién considere responsable. Utilice más hojas si así lo necesita.

SECCION 4 -- QUEJAS ANTERIORES O EXISTENTES Y DEMANDAS

¿Cuenta con alguna queja previa sobre discriminación según el Título VI con SamTrans?

____ Sí, por este incidente ____ Sí, por otro incidente ____ No

¿Ha llevado esta queja a alguna otra agencia o a una corte?

____ Agencia federal ____ Agencia estatal ____ Agencia local
 ____ Corte federal ____ Corte estatal
 ____ Otro (especifique): _____

¿Ha presentado alguna queja o demanda respecto a esta queja en particular?

Sí ____ No ____

Si así lo hizo, proporcione una copia del formulario de la queja y señale la corte donde la presentó:

____ Corte federal ____ Corte estatal

Por favor proporcione la información de contacto de la persona que lo atendió en la agencia/corte donde presentó la queja.

Nombre / Oficina: _____

Dirección: _____

Ciudad: _____ Estado: _____ Código de área: _____

Número telefónico _____

SECCIÓN 5 -- FIRMA

Por favor firme a continuación para dar fe de la veracidad de lo anterior. Puede agregarse cualquier escrito adicional o bien información que considere relevante al reclamante.

 Firma del reclamante

 Fecha

Nota: Una queja también puede presentarse a: Federal Transit Administration, Office of Civil Rights, Atención: Title VI Program Coordinator, East Building, 5th Floor – TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

2/25/13

C. LIST OF COMPLAINTS AND INVESTIGATIONS

The following exhibit illustrates the complaints received across the review period by the customer service department. These complaints were all received prior to the implementation of the current Title VI complaint process described in Appendix B. While a number of complaints have been received since the most recent complaint on the list below, all complainants since that time were provided with a complaint form, none of which have been received back by SamTrans staff. All complaints on the list below have been resolved through previous standard internal processes (investigation, re-training, discipline, etc.). There have been no Title VI Lawsuits filed against the District.

Exhibit C.1: Discrimination-related Complaints 10/10 through 8/13

File #	Date Received	Description of Complaint	Status	Last Action Taken
10307	1/18/2011	Customer alleges driver did not allow her to bring stroller on board because she is African American though he allowed a white woman to bring her stroller on board.	Resolved	02/16/2011: Closed, operator counseled and final response sent to customer.
10312	1/18/2011	Customer alleges driver told her she could never ride SamTrans again because of her race.	Resolved	04/07/2011: Matter forwarded to correct department. Insufficient evidence available to investigate.
10575	1/31/2011	Customer alleges driver asked her if she knew how to read and forced her to pay fare for her 2 year old daughter.	Resolved	02/09/2011: Customer contacted and situation explained - as driver explaining fare.
30167	3/10/2011	Asian customer alleges hispanic bus driver was racist and said "ching chong" to the customer.	Resolved	04/08/2011: Operator was interviewed and said he was speaking to another person in a different language. He was reminded to avoid speaking another language unless absolutely necessary.
60027	6/1/2011	Black customer alleges Asian driver lowered ramp for Asian customer but resisted lowering the ramp for him, even though the Asian customer did not display signs of being disabled.	Resolved	06/22/11: Email response sent to customer and received response back saying it was sent to the wrong person.
70078	7/6/2011	African American customer alleges driver yelled at her for being on her phone and was rude to her on a previous occasion.	Resolved	07/28/2011: Closed, operator was interviewed and counseled to use a friendlier tone when interacting with customers.
90023	9/1/2011	Customer alleges driver skipped her bus stop because she is black.	Resolved	09/19/2011: Closed, operator interviewed, denied ever leaving passengers behind.
100092	10/6/2011	Hispanic customer alleges driver was rude in telling customer to get off of phone.	Resolved	10/06/2011: Closed - Operator interviewed, said customer was yelling very loudly into phone.
110028	11/2/2011	Customer's Clipper card malfunctioned and driver forced him to pay twice. Driver also said customer did not know how to read.	Resolved	04/13/2012: Closed, email response sent to customer and operator counseled to be more tactful.
110062	11/4/2011	Customer alleges driver was rude when she asked about fares and passes because of her race.	Resolved	03/15/2012: Closed, email response sent to customer and misdelivery error received.
110165	11/9/2011	Caller alleges driver does not allow her son to board with his scooter because he is part African American.	Resolved	03/15/2012: Closed, call made to customer and phone number appears to be incorrect.
110465	11/30/2011	Customer alleges driver discriminated against her and her daughter because of their race.	Resolved	03/14/2012: Closed, voicemail left for customer. Not returned.
30469	3/31/2012	Customer alleges driver is only difficult towards her for racial reasons and would not take her VTA monthly pass.	Resolved	10/18/2012: Could not contact customer.
40010	4/2/2012	Customer alleges Indian driver would not accept SamTrans pass from his government job because he is Chinese.	Resolved	10/18/2012: Could not contact customer.
40065	4/4/2012	Customer alleges driver was racist towards an African American customer who was not wearing shoes when driver did not allow customer to board.	Resolved	04/18/2012: Closed, call made to customer and explained driver was following protocol.
40375	4/25/2012	Customer alleges driver forced her to pay twice and said "stupid language" when customer spoke in Spanish.	Resolved	10/18/2012: Closed, could not contact customer. Investigation revealed that driver mistook customer for a new customer who had not paid yet.
50052	5/3/2012	African American customer alleges driver is racist towards Hispanics and black women and did not allow her to talk on her phone.	Resolved	10/18/2012: Closed, could not contact customer.
50063	5/3/2012	Hispanic customer alleges driver made the "crazy" hand gesture when she was talking on the phone and forced her to hang up.	Resolved	10/18/2012: Could not contact customer.
50299	5/16/2012	Customer alleges driver used racial slurs and threatened to skip the customer in the future.	Resolved	10/18/2012: Closed, could not contact customer.
50477	5/28/2012	Customer alleged Indian driver was racist and kicked customer off bus.	Resolved	06/13/2012: Call made to customer, who did not recall the incident. Investigation revealed that customer has attempted to board numerous buses on separate occasions using only a DMV placard.
70073	7/4/2012	Racial/Gender Discrimination - Driver did not allow passenger to board with stroller.	Resolved	10/18/2012: Could not contact customer.
90143	9/8/2012	Non-Latina customer alleged driver was discriminatory towards Latinos.	Resolved	09/11/2012: email response sent to customer. Complaint submitted on behalf of another party, never received contact from injured party. Driver was counseled and matter was closed.
90163	9/10/2012	Hispanic customer alleged driver was rude and racist when she told them the bus was full.	Resolved	10/18/2012: Closed, could not contact customer.
20019	2/2/2013	Dispute between passengers regarding opening/closing windows. Complaining passenger alleges discrimination with respect to operator's response to the dispute.	Resolved	03/01/2013: Closed, investigation complete. Operator counseled regarding appropriate measures to take during passenger altercations. Closeout email response sent to customer confirming driver was counseled.
40158	4/4/2013	Customer alleges driver was racist but did not explain further.	Resolved	5/29/2013: Closed, call made to customer but received no response.

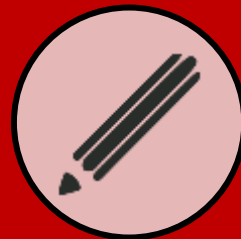
D. PUBLIC PARTICIPATION PLAN

The following document is SamTrans' Public Participation Plan (PPP), developed as part of this Program submission.

San Mateo County Transit District | **SamTrans**

PUBLIC PARTICIPATION PLAN

AUGUST 2013





PUBLIC PARTICIPATION PLAN

AUGUST 2013

Prepared by:
San Mateo County Transit District
Operations Planning Department
1250 San Carlos Ave,
San Carlos, CA 94070

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INTRODUCTION

The San Mateo County Transit District owns and operates SamTrans' fixed route bus service, as well as the complementary ADA & non-ADA paratransit vehicles and shuttles in San Mateo County, California. As the county's mobility manager, the District also facilitates interagency cooperation aimed at maximizing transit availability. The District's staff also administers two other agencies: the San Mateo County Transportation Authority and Caltrain, the commuter rail service owned by the Peninsula Corridor Joint Powers Board, serving San Francisco, San Mateo, and Santa Clara Counties.

PURPOSE OF THE PUBLIC PARTICIPATION PLAN

Public participation is the process through which stakeholders can partake directly in agency decision-making, and express their concerns, desires, and values. SamTrans' planning process and the Public Participation Plan (PPP) serves as a roadmap to ensure the public has sufficient access to information and can provide meaningful input into decisions made regarding the future of transit service in San Mateo County. The PPP has been developed through significant input from the public, research conducted by staff, and insights provided by peer agencies with the goal of improving how SamTrans interacts with its customers on a daily basis, as well as in larger, intermittent service planning efforts.

This document will discuss the strategies used to attain feedback for the public participation plan and the process of creating the public participation plan. This plan is to be used when SamTrans embarks upon service planning activities or other undertakings wherein public participation plays a critical role in a successful outcome.

TITLE VI

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance.

One critical concern addressed by Title VI is the language barrier that Limited English Proficiency (LEP) persons face with respect to accessing information about and using transit service. Transit operators must ensure this group has adequate access to the agency's programs and activities, meaning that public participation opportunities should also be accessible to those who have a limited understanding of English (spoken and/or written).

EXECUTIVE ORDER 12989

SamTrans recognizes the importance of reaching out to and including traditionally under-represented populations (e.g. racial and ethnic minorities, low-income individuals, and persons with limited English proficiency) in decision-making. The PPP has been designed to be inclusive of all populations in the SamTrans service area and includes a detailed public participation process, clear goals, and a variety of public participation methods to provide information and invite the public to give input throughout decision-making processes, and performance measures and objectives.

Purpose of the PPP:

1. **To inform the public** about regional transportation issues and planning processes
2. **To establish the process** through which the public can express concerns, desires, and values
3. **To reach a wide range of San Mateo County's residents and workers**, and increase the participation of under-represented populations
4. **To ensure the District's programs and activities** reflect the community values
5. **To improve service outcomes** based on public input

The PPP is based on the following core values of the District:

- Integrity
- Customer focus
- Respect
- Quality
- Teamwork
- Leadership
- Accountability

The following sections of the PPP provide an overview of the demographics of San Mateo County in general, and SamTrans' riders in particular. This information sets the scene for meaningful public engagement.

SAN MATEO COUNTY & SAMTRANS' RIDER DEMOGRAPHICS

SamTrans primarily serves San Mateo County, although there is some service to San Francisco County and Santa Clara County. Exhibit 1 features the SamTrans service network (note, Redi-Wheels ADA paratransit service is provided county-wide). Exhibit 2 displays the total population of San Mateo County by census blocks.

Exhibit 1: SamTrans Routes



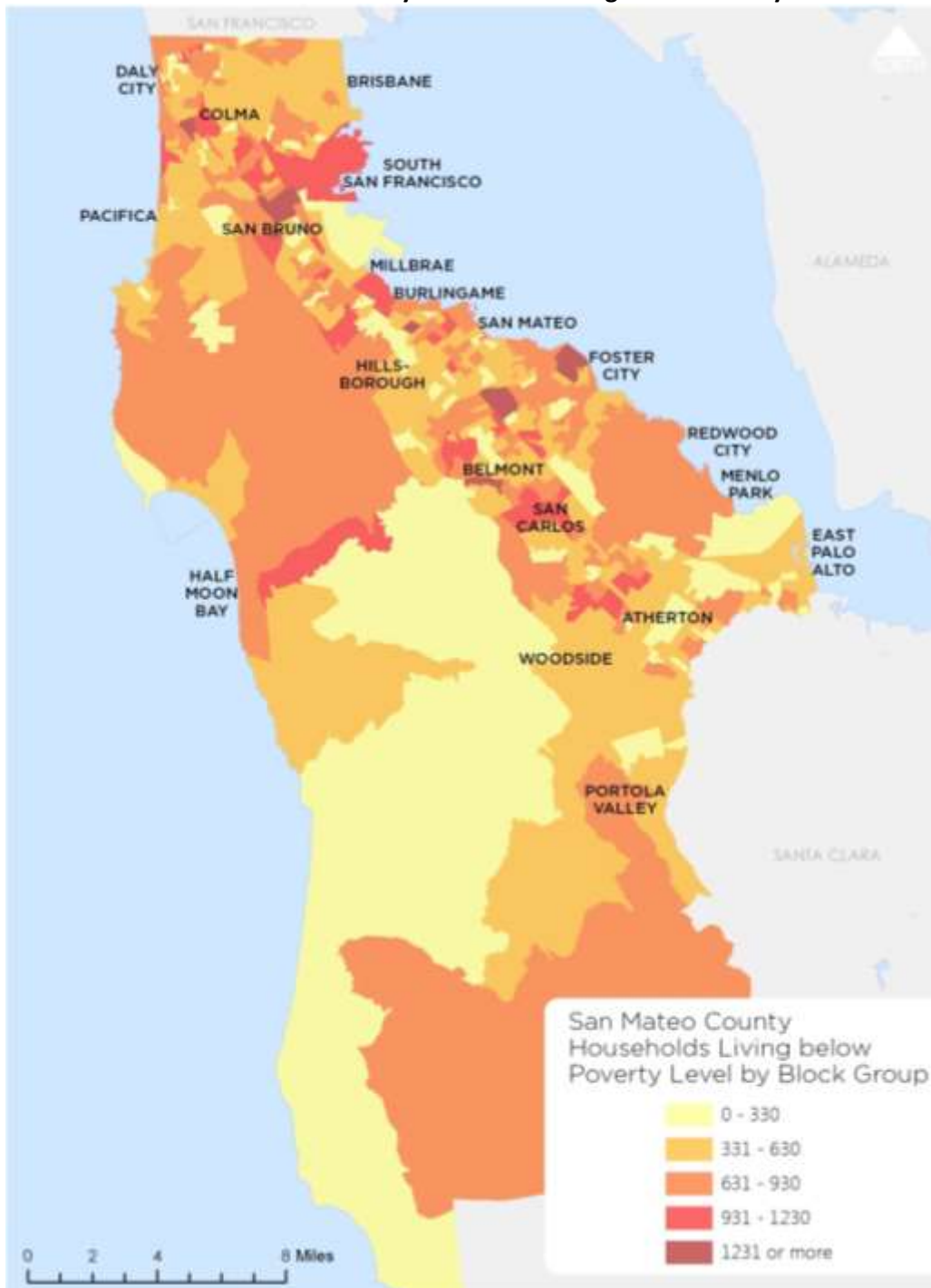
Exhibit 2: San Mateo County Total Population



SOCIO-ECONOMIC DIVERSITY

To ensure public participation, outreach must target populations living above and below the federal poverty level. The 2012 poverty threshold for 2012 in the U.S. is \$23,497 annual earnings for a family of four people. **Exhibit 3** illustrates the number and location of households living below the federal poverty level.

Exhibit 3: San Mateo County Households Living Below Poverty Level



In San Mateo County, the largest percentage of households has incomes \$100,000 or more, with significant portions earning between \$50,000 and \$99,999. Fewer than 30 percent of households have incomes under \$50,000 per year.

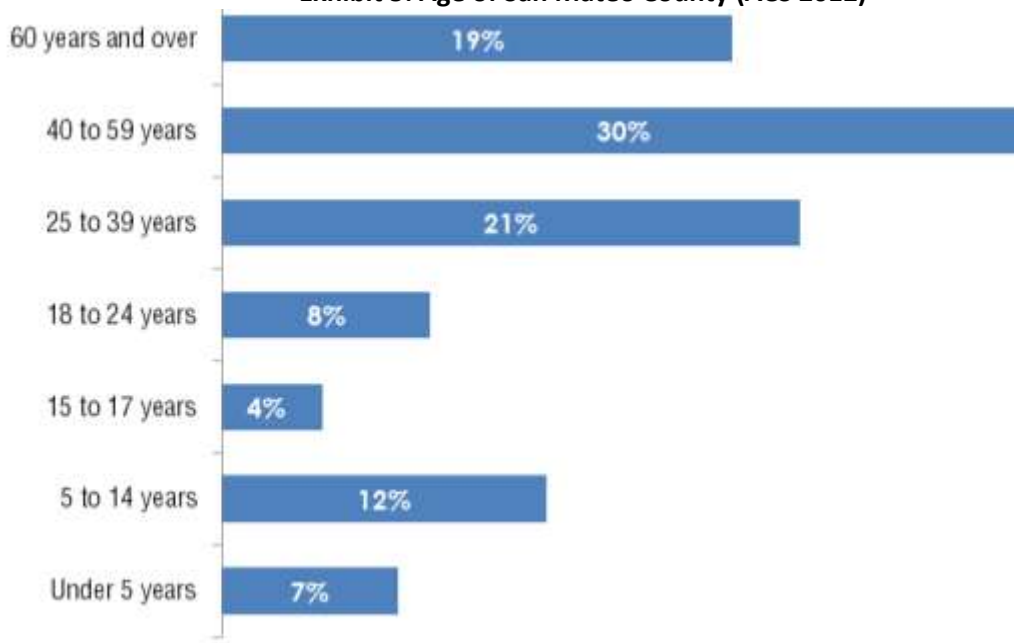
Exhibit 4: Income of San Mateo County Residents (ACS 2012)

Household Income	Percent
Less than \$10,000	3%
\$10,000 to \$14,999	3%
\$15,000 to \$24,999	6%
\$25,000 to \$34,999	6%
\$35,000 to \$49,999	9%
\$50,000 to \$74,999	16%
\$75,000 to \$99,999	13%
\$100,000 or more	44%
Median household income (dollars)	\$87,633
Percent of Population Below Poverty Level	7%

AGE

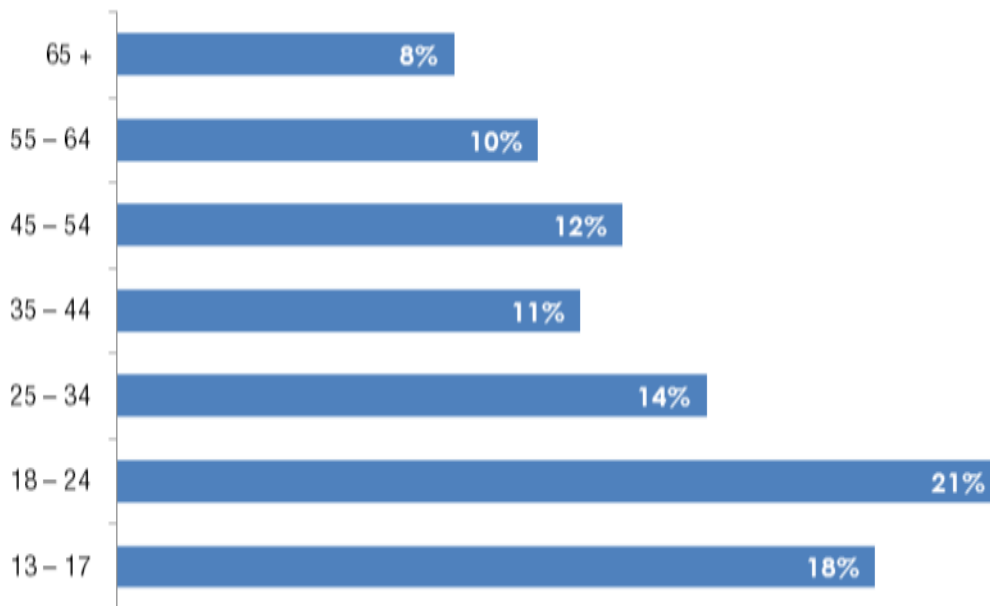
The county's population is comprised of residents mostly 40 years old and older, making up 49 percent of the total population. People younger than 18 make up 23 percent of the total population.

Exhibit 5: Age of San Mateo County (ACS 2012)



The proportion of male to female residents within the county is relatively close, with a slightly larger percentage of females. Thirty percent of SamTrans riders are 45 or older, while 39 percent are between 13 and 24 years old.

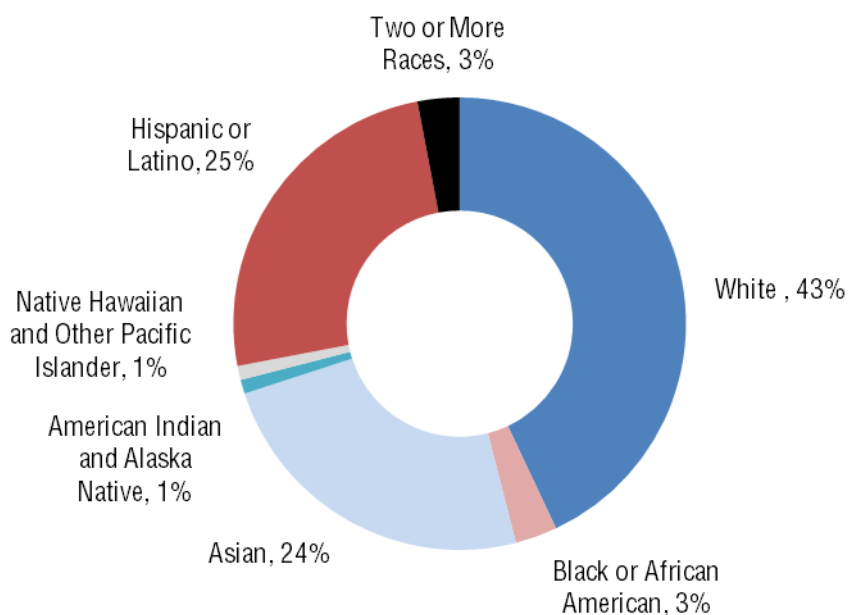
Exhibit 6: Age of SamTrans Riders (Customer Survey 2012)



RACE & ETHNICITY

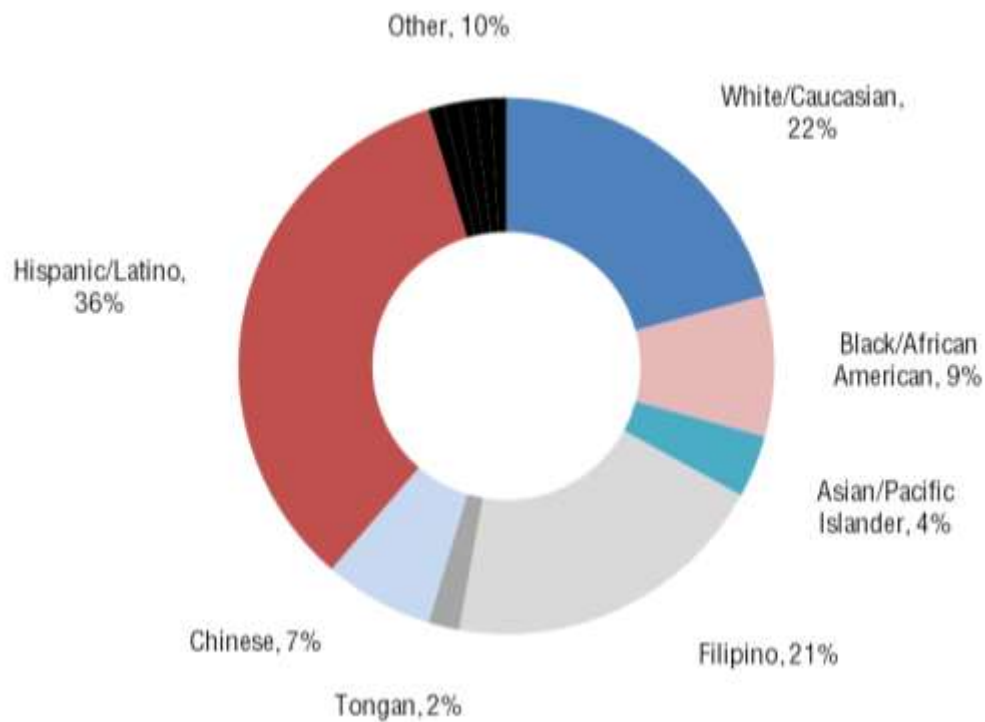
Caucasians make up the majority in San Mateo County, with Latinos/Hispanics and Asians making up the next largest ethnic groups, respectively. Pacific Islanders, American Indians, and African Americans make up a relatively small proportion of the population.

Exhibit 7: Race of San Mateo County Residents (ACS 2012)



Primarily Latinos/Hispanics take SamTrans, with Caucasians comprising the next largest group. A moderate number of Filipinos and African Americans are also riders.

Exhibit 8: Race of SamTrans Riders (Customer Survey 2012)



LANGUAGE

The majority of residents speak only English at home (55 percent). Among those who speak a language other than English, Spanish is spoken by the largest segment of the population. Asian and Pacific Islander languages represent a strong percentage of languages spoken as well.

Exhibit 9: San Mateo County Language Spoken at Home (ACS 2012)

Language Spoken at Home	Percent	Percent Speak English "Less than very well"
English only	55%	N/A
Language other than English	45%	19%
Spanish	20%	20%
Other Indo-European languages	6%	2%
Asian and Pacific Islander languages	18%	7%
Other languages	1%	1%

English, Spanish, Tagalog, and Chinese are the most common languages spoken by SamTrans riders.

Exhibit 10: SamTrans Riders Language Spoken at Home (Customer Survey 2012)

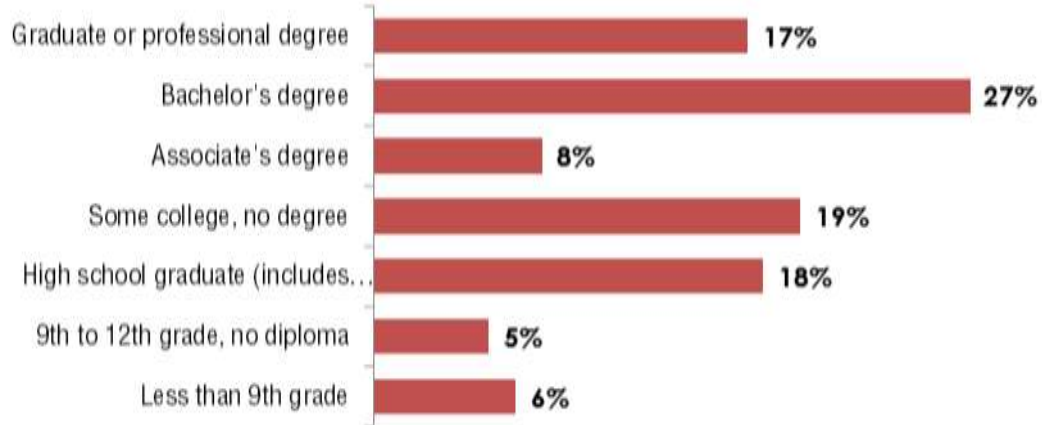
Languages Spoken at Home	Percent
English	85%
Spanish	31%
Tagalog	15%
Chinese (Cantonese & Mandarin)	5%

The data indicate that the most inclusive and effective public participation efforts will include translating at least for Spanish speakers.

EDUCATIONAL ATTAINMENT

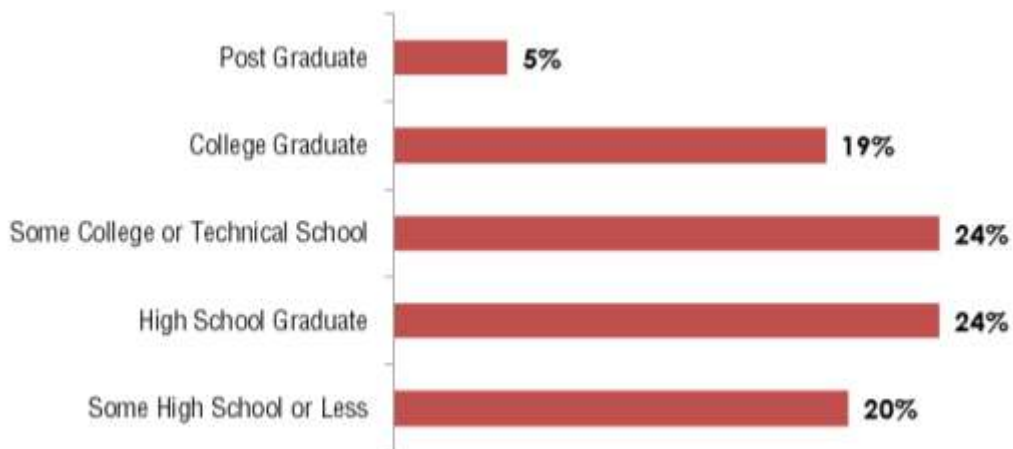
Most San Mateo County residents (aged 18 or older) have post high school educations (71 percent), and an additional 18 percent finished high school.

Exhibit 11: Educational Attainment of San Mateo County Residents (ACS 2012)



As many as 72 percent of SamTrans riders have completed high school, and 34 percent have college degrees or higher.

Exhibit 12: Educational Attainment of SamTrans Riders (Customer Survey 2012)



PUBLIC PARTICIPATION STRATEGIES

The following chapter includes strategies for ensuring the public has access to the information it needs to participate in future SamTrans planning and policy development efforts. In designing outreach and public strategies, SamTrans uses traditional and social media, and other tools such as the following.

OUTREACH TOOLS

1. Radio, Television, Newspaper

Publicizing public participation opportunities and outreach information through radio, television, and newspaper media that serve both English-speaking and language-specific audiences can help spread the word about these events. Ethnic media sources, in particular, serve as a helpful way to reach minority groups. Some local news or radio shows and local publications are considered to be good sources of information for events in the immediate area. In all cases, SamTrans should tailor its message to the appropriate audience of the media used and ensure that the media provide contact information so that audiences can reach the agency for comments and questions.

2. Web Resources

Currently, SamTrans posts notices and announcements on the agency's website (www.samtrans.com), uses Facebook, Twitter, and YouTube, and sends information via e-mail and text messages to customers on an opt-in basis. SamTrans may explore streaming future community meetings and public hearings if resources allow. Webcasts may be another option, which allow viewers to directly ask questions and receive immediate responses.

Social media has gained prominence in the past decade and are often a faster means of conveying news than traditional media. Facebook, Twitter, YouTube, and others are all potential outlets through which SamTrans can reach the public, particularly those younger than 30 years old. Social media is relatively easy to use and is also less costly than other strategies. It may be difficult to provide translations through social media.

Text messages provide quick, effective means of spreading SamTrans information on cellular phones and are a way to reach those without smart phones. For smart phones, applications can work similar to the SamTrans website and social media, providing fast updates to stakeholders. Giving the public an option to opt-in to an email subscription service for important announcements is another way to communicate with the public.

3. On-Board Information Resources

Many riders and community members reasonably expect to find information about public participation methods pertaining to projects or service plans on their bus stations. Providing written and printed information on buses is an efficient way to convey messages about potential service or fare changes, or other planning efforts. The information must be provided in the determined key languages of the community. Destination signs can also provide information that is easily seen by the community. SamTrans also uses internal electronic message signs and audio announcements.

4. Customer Service

The public can call in to the call center both to receive information and to give comments and input. The customer service number is always provided on SamTrans materials. Staff in the customer service call center has full-time access to a telephone translation service covering the full range of languages.

5. Print Materials

In addition to on-board printed information, SamTrans publicizes public participation opportunities and outreach information via print materials (such as newsletters, flyers, and posters). This method of outreach can be expensive but effective. Crucial information must be translated into the languages identified as spoken and/or written by the target populations. If all information cannot be translated, notices can describe where to obtain translations/interpretations.

6. Surveys

SamTrans conducts full-scope on-board passenger surveys every 3 years. Issue-specific surveys may be used in certain circumstances. Surveys can be conducted in person or through the telephone, pen and paper, and/or online means. Printed surveys may have a low response rate. Telephone surveys may be more effective but are often costly. Internet surveys are the easiest of the three options for the agency to conduct, but only reach those with internet access, which may skew the results. Any survey must include adequate and appropriate translations.

7. Interviews

In certain contexts, SamTrans staff can be interview specific stakeholders to collect information or gain insight on their perspectives.

8. Focus Groups

SamTrans can also host small discussion groups that are made up of targeted participants with an unbiased facilitator. Focus groups can provide in-depth information about potential impacts of a potential program, or a fare or service change on a specific group or geographic region. The great advantage of a focus group is that it can be conducted in a specific language, allowing participants to directly express their opinions and concerns.

9. Public Meetings

Public meetings are a way to give out information to a broad segment of the population as well as receive feedback on planning efforts. Such meetings are broadly advertised and open to all stakeholder groups and interested individuals.

Public hearings are the most formal form of public meetings, in which official statements are presented by individual attendees and their comments are recorded. Time limits are often necessary to permit all interested persons to speak. Hearings allow each individual's perspectives and opinions to be heard by all in attendance. The primary drawback of an official public hearing is that interaction with the public is limited and the structure can be intimidating.

An open house format allows participants to receive information at their own pace, with no strict time period in which they have to arrive at and leave from the location. Information stations can include table top displays, maps, photographs, visualizations, and more. Staff is on hand to respond to questions and comments. Because open houses are more informal, disorganization can occur and not everyone's comments may be conveyed or heard. There is often little interaction among participants. Some open houses may include an educational presentation and comment period.

As newspaper readership has fallen, social media has become an ever-growing tool for spreading news and announcements. SamTrans frequently updates its Facebook, Twitter, and website while still releasing bilingual newspaper notices. There is also a Customer Service Center that customers and the general public can call for enquiries or to voice opinions.

The SamTrans Citizens Advisory Committee (CAC) is composed of 15 representatives from various segments of the community and acts in an advisory capacity to the SamTrans policy board. The CAC meets once a month and all meetings are open to the public. The CAC secretary is responsible for comments to the committee.

Prior to adoption of this PPP, SamTrans had already developed a history of thoughtful public engagement. Ensuring accessibility to resources on buses themselves has also proven to be an effective method of outreach. Common instruments include bus “take ones” – pamphlets or sheets of paper with information on the new service changes. Notices posted in buses have a varied effectiveness, depending on where inside the buses they are posted.

Workshops are also commonly used, allowing for a more hands-on approach than focus group meetings. This does not mean focus group meetings are not also effective. These public meetings allow for specific groups to directly talk to SamTrans staff and voice their concerns.

SamTrans will utilize various methods of public outreach to ensure that as many people as possible within target populations are aware of any opportunities for providing input on planning and policy development efforts.

PAST AND CURRENT PUBLIC PARTICIPATION METHODS

- Community meetings
- Public hearings
- Bilingual newspaper notices
- Bilingual onboard notices
- News release
- Social media (Facebook, Twitter)
- Presentations to the SamTrans Citizens Advisory Committee (CAC)
- Information on SamTrans website with Google Translate tool
- Customer Service Center
- Specific phone line
- SamTrans Board Secretary
- Fixed-route bus variable message signs
- Bus “take ones”
- Advertisements (in community newsletters and email blasts)
- Workshops
- Rider forums
- Tabling events
- Communication with community partners

SamTrans implements a variety of outreach methods to ensure that all customers and concerned individuals and stakeholders are informed of any changes to existing bus service. The agency also provides many options with which those concerned can submit comments, opinions, or input.

Workshops typically include an educational presentation to community members and subsequent small discussion groups in which participants share their feedback. Tools that can be used include electronic polling, mapping exercises, discussion questions, and more. Workshops are highly interactive, but not everyone’s perspective may be heard.

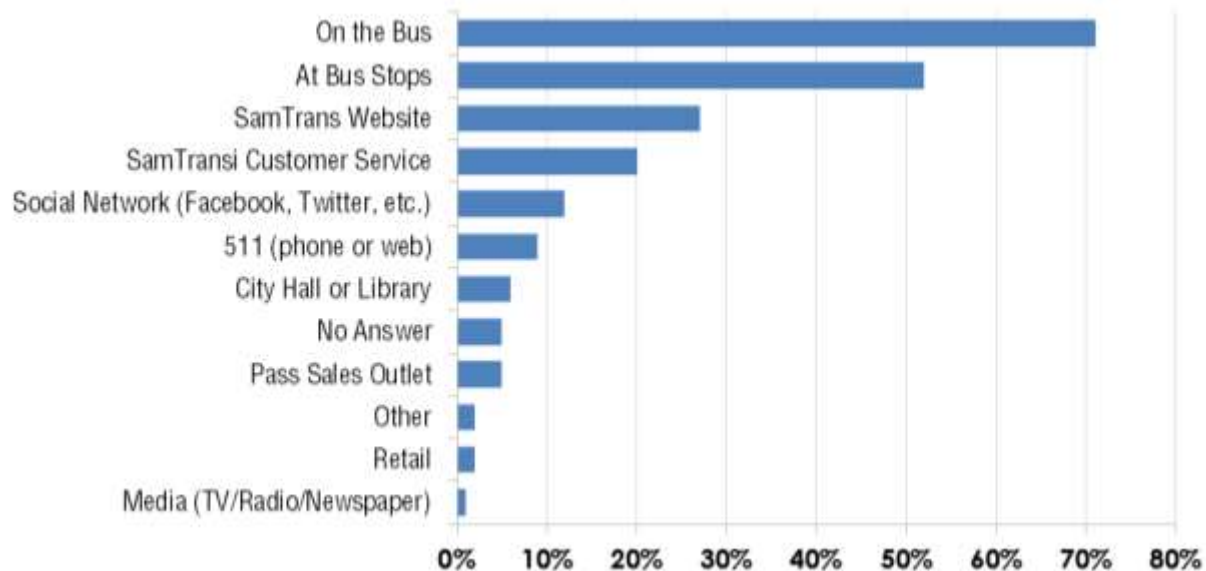
Panels work well for providing information to the public, though the public often has fewer opportunities to provide comments.

Large group discussions typically focus on a specific topic and feature an informational presentation and comment period. Individual comments are limited, but this format can provide interactive techniques for a large group, such as “show-of-hands” polling.

CONSIDERATIONS IN PUBLIC ENGAGEMENT DESIGN

When SamTrans prepares to embark on a public engagement process, staff develops a strategy using a subset of the tools above, based on considerations, such as the target audience or effected populations, the complexity of the issues involved, the range of potential outcomes and the severity of potential positive and/or negative effects. Outreach tools are selected in part based on survey results related to how passengers typically prefer to get information about our services. This chart displays the different ways in which riders responded to the SamTrans survey.

Exhibit 13: Information Channels for SamTrans Riders (Customer Survey 2012)



When SamTrans designs public engagement efforts, target audiences can vary, as discussed above. Most often, outreach is conducted to and with a subset of the following:

- Transit customers
- Individuals or groups affected by a transportation project or action
- Individuals or groups that believe they are affected by a transportation project or action
- Traditionally under-served and/or under-represented communities
- Residents of or commuters to/from affected geographic areas
- Government agencies
- Community-based organizations
- Non-governmental organizations

RECENT OUTREACH EFFORTS: THE SSP CASE STUDY

For various service changes, such as the implementation of a youth summer pass and the discontinuation of BART Plus tickets, community meetings were held, and sufficient notices were posted in newspapers with information on these meetings. The District also utilized bilingual newspaper notices, bilingual onboard notices, a news release, posts on social media, and SamTrans' website. Language translation services were provided. The public could provide written and oral comments during these meetings. Customers could also call the Customer Service Center or submit written documents by e-mail to a designated e-mail address, through the SamTrans Board Secretary and via the SamTrans website.

In 2011, SamTrans launched a review of the entire fixed-route bus system. This effort, known as the SamTrans Service Plan (SSP) included the most broad-based, inclusive public engagement process in recent SamTrans history. Public outreach meetings and events were held with stakeholders, including cities and counties, over roughly two years. A specific SamTrans SSP phone line, e-mail address, and website page were dedicated to customer inquiries and comments, and information was also provided via fixed route bus electronic signs, bus "take ones," advertisements in newsletters and email, a school district survey, news releases, multilingual translations of printed materials, and Facebook and Twitter posts.

Staff met with other agency stakeholders, including those from San Francisco Municipal Transportation Agency, the Santa Clara Valley Transportation Authority, the Water Emergency Transit Authority, the San Mateo County planning department, and the San Francisco International Airport for feedback.

The outreach was divided into four phases spread throughout two years. **Phase I** took place in summer 2011. SamTrans hosted public open houses and asked the public to identify areas for improvement and rank their priorities in regards to transit service. These open houses included a short informational presentation, a comment period, and time for attendees to provide input. A discussion following the presentation with SamTrans and technical experts allowed for specific questions from the public. Local media covered the workshops.

Meetings were held at venues that were accessible to those with disabilities and were also accessible by SamTrans service. Extra care was taken to reach out to the region's senior citizens. Special accommodations could be made if requested 72 hours in advance of the open houses.

Phase II took place in fall 2011. Seven workshops were held in multiple languages to solicit further feedback. Attendees set the agenda for an interactive presentation through instant polling. Feedback was encouraged throughout the duration of the workshop. The workshops showcased three different service scenarios and alternative service options aside from traditional fixed-route service, illustrating how SamTrans service might look in the future.

These workshops were also accessible for those with disabilities and through SamTrans service with special accommodations available with 72 hours' notice.

More than 50 stakeholders and community members attended Phase II workshops, some of whom were Spanish and Chinese-speaking. Translation and interpretation services were provided in Spanish during most of the workshops and in Mandarin for two workshops. Printed materials in both languages were available. Eighty-four percent of the people were new to the process. Attendees were a mix of current regular riders, less frequent riders, and those who never ride.

A third round of outreach, **Phase III**, took place in fall 2012. The Phase was designed too present preliminary service change proposals related to specific routes in the SamTrans system. In this phase, rider forums, public workshops, and tabling events were held, in addition to an online survey.

The Phase III rider forums are meetings open to the general public, with a focus on the proposals specific to a local community. These meetings were planned in coordination with and cohosted by local Community Based Organizations (CBOs), whenever possible, they were held at the organizations' facilities to allow for easier access for community members. Special focus was given to CBOs whose clients included low-income, minority, and LEP community members. These groups are often transit-dependent and may be less likely to attend public meetings.

Phase III public workshops had a broader focus and aimed for participation from throughout the county. These meetings featured an informational presentation on the SSP's background, objectives, and preliminary service change proposals and a question and answer session. Each attendee received a questionnaire regarding details of their SamTrans ridership and demographic information, along with a comment card for comments on both specific bus routes and general comments on SamTrans service.

Tabling events involved placing outreaching tables at local community colleges, at senior centers, and at community centers. The goal was to distribute information about the SSP. The same questionnaires and comment cards given to participants of the public workshops and rider forums were passed out at the tabling events.

Attendees were encouraged to discuss their opinions and provide additional comments throughout the course of each meeting or tabling event. An explanation of the next steps in the process and handing out of contact information concluded the meetings. Participants were encouraged to stay informed and to continue giving input.

These meetings were advertised via "take one" flyers available on SamTrans buses, onboard electronic messages, newspaper notices, announcements through social media, announcements at SamTrans board and stakeholder meetings, and email blasts. Local media also spread the word. More than 200 people attended Phase III meetings, with 160 filling out hard copy surveys that were handed out at the meetings. Sixty-two surveys were filled out online, and 23 surveys were filled out at tabling events.

SamTrans staff presented to city councils and community task forces across the agency's service area to ensure that policy makers had formal opportunities to comment. Members of the public were encouraged to attend these events, as well.

The last phase, **Phase IV**, occurred in winter 2013. As before, an informational presentation was given at community meetings that reviewed the SSP's background and objectives. A brief summary of the public outreach process thus far was also given. Proposed revisions to the service change recommendations that were made based on input received during Phase III were explained in this last phase.

Presentations at each meeting focused on routes serving the area in which the meeting was held. Participants were encouraged to ask questions, provide opinions, and give additional comments throughout the meeting. An explanation of the next steps in the process and handing out of contact information concluded the meetings.

The community meetings were intended to present draft final service change proposals related to specific routes in the SamTrans system. Earlier phases discussed potential modifications to route alignment, frequency, and/or service hours, and other proposals suggested elimination of routes with duplications or overlaps. Alternative service options to fixed-route service include shuttles and dial-a-ride programs.

The meetings were advertised through “take one” flyers available on SamTrans buses, onboard electronic messages, newspaper notices, announcements on social media, announcements at SamTrans board and stakeholder meetings, and email blasts. Local media, including *Menlo Park Patch* and *Mercury News*, provided coverage of the public meetings. The agency’s website contained further detailed project information.

Throughout the SSP public outreach process, SamTrans planning staff also conducted significant outreach with SamTrans bus operators at the base level and with a Union Subcommittee. Fourteen scheduled events took place to solicit input.

RECENT OUTREACH EFFORTS: THE SSP CASE STUDY

OUTREACH FOR PPP DEVELOPMENT

SamTrans held a variety of focus groups in August 2013 to inform the development of the PPP and the Language Assistance Plan (LAP). SamTrans conducted two focus groups at Edgewater Isle Apartments in San Mateo, specifically targeting seniors (especially those who are LEP). SamTrans received a significant amount of feedback. The residents suggested that more translated documents would help, along with improvement of outreach in general. The residents wanted to receive more information, whether from SamTrans directly or through external social service coordinators.

One meeting took place at the Language Pacifica School to allow input from the students and staff regarding ways SamTrans can improve how it organizes and promotes outreach opportunities. Language Pacifica is a language learning school that teaches English. Its mission “is to provide the highest quality intensive English program to non-native speakers of English.” The school’s students are LEP groups that must be considered during planning efforts. The feedback received from this session was significantly different from the Edgewater Isle Apartment’s. Many of the LEP riders here at the school were more concerned about information via the internet and at the actual stops. Additionally, staff at Language Pacifica plays a large role on their students receiving SamTrans information. This feedback supported previous statements made by seniors at Edgewater Isle Apartments—in that SamTrans may find it useful to better coordinate with facility staff and group leaders in the effort to spread the word of any future service changes and other important information.

FUTURE IMPLICATIONS

Based on survey data and outreach efforts, some new ideas to consider when implementing/updating the PPP win include:

- Creating a table that budgets the costs of outreach (including materials and overtime wages of participating staff: marketing, communications, planning, and translators.) to improve the efficiency and effectiveness of outreach efforts.
- Increasing marketing efforts to include social media and traditional media (in various languages) so that higher participation for outreach events can be achieved. The placement of traditional media at bus stops and on buses may be especially critical toward outreach participation.
- Improving communication with targeted organizations to assure that more LEP individuals participate in outreach efforts, including community-based organizations, such as MidPen Housing and Youth United for Community Action (YUCA). MidPen Housing is a non-profit developer, owner, and manager of affordable housing along the peninsula in the Bay Area. Affordable housing is designated for very-low, low, and moderate income households. These form another target population that is central to Title VI compliance. People who live in affordable housing often rely heavily on public transit, and it is crucial not to isolate these groups when implementing service changes. Another group that SamTrans is focusing on is Youth United for Community Action (YUCA), “a grassroots community organization created, led, and run by young people of color,” a majority of whom are from low-income communities. YUCA comprises of two out of the three target populations that Title VI focuses on, low income and minority populations.
- Providing a short survey regarding LEP needs on buses in various languages for LEP individuals who cannot make it to outreach meetings.
- Providing future Customer Service Surveys in more languages.

E.LANGUAGE ASSISTANCE PLAN

The following document is SamTrans' Language Assistance Plan (LAP), updated for this Program submission.

¿CÓMO ESTÁS?

SamTrans

LANGUAGE ASSISTANCE PLAN

आप कैसे हैं?

你好!

samTrans



AUGUST 2013

LANGUAGE ASSISTANCE PLAN

AUGUST 2013

Prepared by:
San Mateo County Transit District
Operations Planning Department
1250 San Carlos Avenue,
San Carlos, CA 94070



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INTRODUCTION

ABOUT SAMTRANS

The San Mateo County Transit District (District) owns and operates SamTrans fixed route bus service and complementary ADA and non-ADA paratransit and shuttles in San Mateo County, California. As the county's mobility manager, the District also facilitates interagency cooperation aimed at maximizing transit availability. The District's staff also administers two other agencies: the San Mateo County Transportation Authority and Caltrain, the commuter rail service owned by the Peninsula Corridor Joint Powers Board serving San Francisco, San Mateo, and Santa Clara Counties.

OVERVIEW

The first section in this document describes the purpose of the Language Assistance Plan (LAP). The second section in this document provides the four-factor Limited English Proficient (LEP) analysis (as outlined by the Department of Transportation (DOT)) used to identify LEP needs and assistance measures. The four-factor LEP analysis includes:

- **Factor 1:** The number or proportion of LEP persons in the service area who may be served or are likely to encounter a SamTrans program, activity or service.
- **Factor 2:** The frequency with which LEP persons come in contact with SamTrans programs, activities or services.
- **Factor 3:** The nature and importance of programs, activities or services provided by SamTrans to the LEP population.
- **Factor 4:** The resources available to SamTrans and overall cost to provide LEP assistance.

The third and final section discusses the implementation of the Language Assistance Plan, which includes methodologies for identifying LEP individuals, providing services, establishing policies, monitoring the LAP, and recommendations for future LAP implementations.

PURPOSES OF THE LANGUAGE ASSISTANCE PLAN

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance.

One critical concern addressed by Title VI is the language barrier that Limited English Proficiency (LEP) persons face with respect to accessing information about and using transit service. Transit operators must ensure that this group has adequate access to the agency's programs and activities, including public participation opportunities.

Executive Order 13166, titled "Improving Access to Services for Persons with Limited English Proficiency," forbids funding recipients from "restrict[ing] an individual in any way in the enjoyment of any advantage or privilege enjoyed by others receiving any service, financial aid, or other benefit under the program," or from "utilize[ing] criteria or methods of administration which have the effect of subjecting individuals to discrimination because of their race, color, or national origin, or have the effect of defeating or substantially impairing accomplishment of the objectives of the program as respects to individuals of a particular race, color, or national origin."

FTA Circular 4702.1B was developed by the Federal Transit Administration (FTA) and details the administrative and reporting requirements for recipients of FTA financial assistance to comply with Title VI and related executive orders including on LEP.

The United States Department of Transportation (DOT) published guidance that directed its recipients to ensure meaningful access to the benefits, services, information, and other important portions of their programs and activities for LEP customers. Given the diversity of San Mateo County's population and SamTrans ridership, it is critical to provide language assistance. SamTrans' language assistance plan (LAP) includes a four factor analysis and implementation plan that complies with the requirements of DOT LEP guidance.

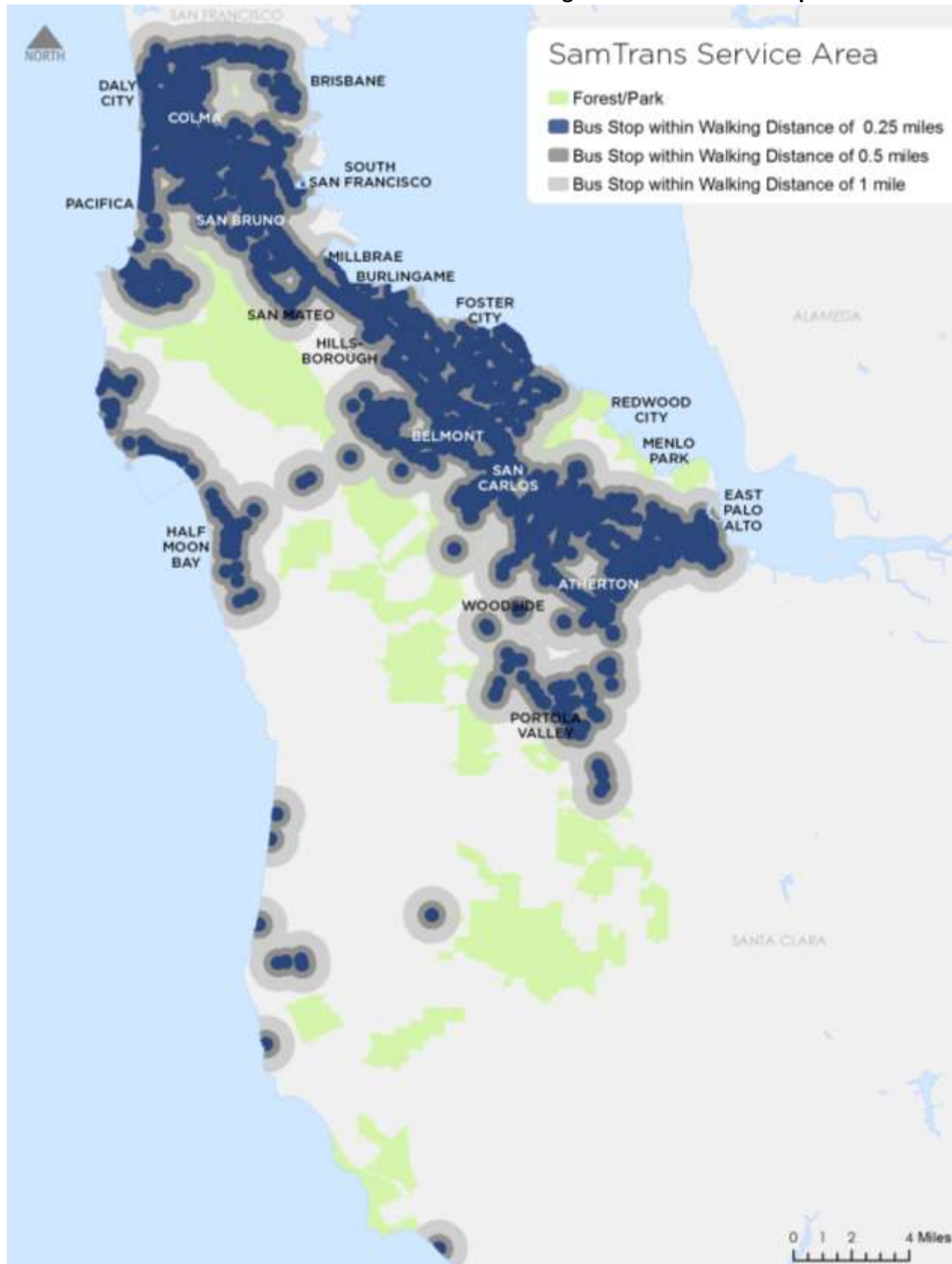
FOUR FACTOR ANALYSIS

FACTOR 1:

The number or proportion of LEP persons in the service area who may be served or are likely to encounter a SamTrans program, activity or service.

The first step in the Language Assistance Plan development process is to quantify the number of persons in the service area who do not speak English fluently and would benefit from the Language Assistance Plan. The following exhibit illustrates SamTrans current fixed-route system map along with a ½-mile boundary corresponding with the reasonable distance a customer could be expected to walk to access a SamTrans bus. Please note the District's complementary paratransit service – Redi-Wheels – covers the entirety of the county (not just within the ADA-mandated radius of fixed-route alignments).

Exhibit 1: SamTrans Service Area & Walking Distance from Bus Stops



ANALYSIS OF CENSUS DATA

To identify the concentrations of LEP populations within San Mateo County and the SamTrans fixed-route service area, staff analyzed Census data from the American Community Survey (ACS) 2011 Five-year Estimates. Exhibit 2 illustrates the breakdown – by language – of the estimated number of San Mateo County residents who speak English ‘very well’ or less than “very well.” For the purposes of this analysis, staff focused on those residents indicating they spoke English less than “very well.” There are approximately 125,000 residents in the county who indicated they speak English less than “very well,” representing 19 percent of the populace.

In developing this Language Assistance Plan, SamTrans has paid particular attention to the federal Department of Justice (DOJ) guidelines regarding the “Safe Harbor Provision” for translation of written materials. FTA Circular 4702.1B states with following with respect to the Safe Harbor Provision:

The Safe Harbor Provision stipulates that, if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient’s written translation obligations. Translation of non-vital documents, if needed, can be provided orally. If there are fewer than 50 persons in a language group that reaches the five percent (5%) trigger, the recipient is not required to translate vital written materials but should provide written notice in the primary language of the LEP language group of the right to receive competent oral interpretation of those written materials, free of cost.

These safe harbor provisions apply to the translation of written documents only. They do not affect the requirement to provide meaningful access to LEP individuals through competent oral interpreters where oral language services are needed and are reasonable. A recipient may determine, based on the Four Factor Analysis, that even though a language group meets the threshold specified by the Safe Harbor Provision, written translation may not be an effective means to provide language assistance measures. For example, a recipient may determine that a large number of persons in that language group have low literacy skills in their native language and therefore require oral interpretation. In such cases, background documentation regarding the determination shall be provided to FTA in the Title VI Program.

Based on these guidelines, ten language groups have more than 1,000 persons in San Mateo County who speak English less than “very well” and thus require translation of vital documents:

- Spanish
- Chinese
- Tagalog
- Arabic
- Japanese
- Korean

- Russian
- Vietnamese
- Hindi
- Persian

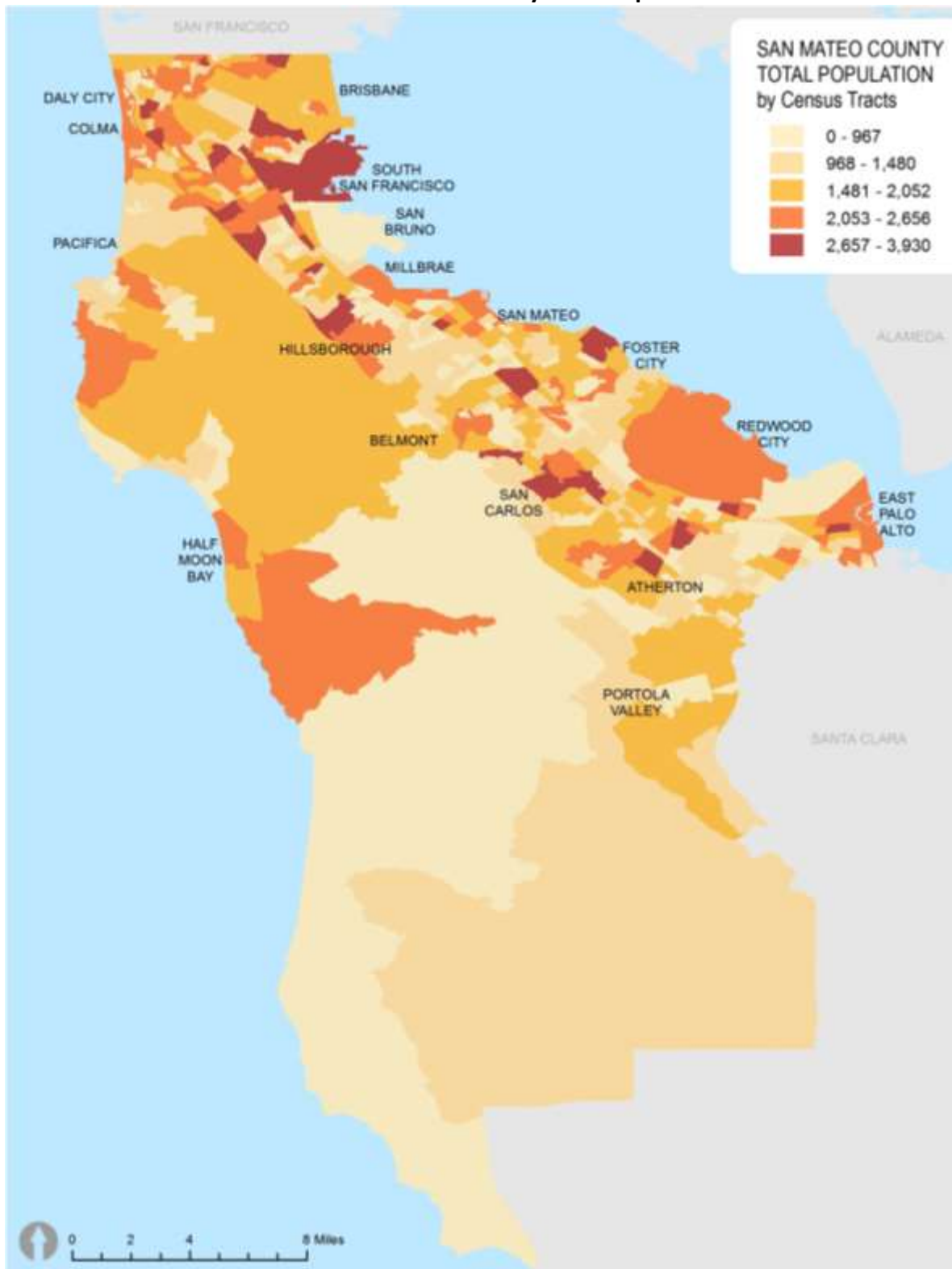
While some of these groups represent a modest percentage of the county's population (Persian-speakers who speak English less than "very well" represent less than one-fifth of 1 percent of the county's population), they do constitute a count of at least 1,000 persons and thus qualify based on the Safe Harbor Provision. It is SamTrans' responsibility to ensure these groups have access to vital documents translated into their language so they can participate in a meaningful way in SamTrans' decision-making process and stay informed regarding SamTrans' business activities. "Vital" written documents include complaint forms, written notices of important legal rights, documents that are critical for obtaining services and benefits, documents identifying upcoming fare and service changes, and notices advising LEP individuals of free language assistance. These documents must be translated into the identified languages from Factor One and Factor Two in the previous section for Title VI compliance.

SamTrans currently translates most materials into Spanish, which is the only language group constituting a share of more than 5 percent of the county's population. Historically, SamTrans outreach efforts have also included oral translation or written materials in Chinese and Tagalog.

Exhibit 2: County-wide LEP Populations by Language

Language	Total	Speak English "Very Well"	Speak English Less than "Very Well"	% of Total County Speaking English Less than "Very Well"
Speak Only English	366,609	-	-	-
Spanish or Spanish Creole	131,598	66,570	65,028	9.77%
Tagalog	45,893	31,894	13,999	2.10%
Chinese	45,834	24,040	21,794	3.28%
Arabic	6,832	4,255	2,577	0.39%
Hindi	6,420	5,185	1,235	0.19%
Other Asian Languages	5,972	3,172	2,800	0.42%
Russian	5,895	3,927	1,968	0.30%
Other Pacific Island Languages	5,877	3,568	2,309	0.35%
Japanese	5,430	3,107	2,323	0.35%
Korean	3,984	1,946	2,038	0.31%
German	3,949	3,468	481	0.07%
French (including Patois and Cajun)	3,846	3,537	309	0.05%
Persian	3,633	2,572	1,061	0.16%
Other Indic Languages	3,399	2,109	1,290	0.19%
Italian	3,308	2,417	891	0.13%
Vietnamese	2,960	1,390	1,570	0.24%
Portuguese or Portuguese Creole	2,254	1,320	934	0.14%
Greek	1,340	1,056	284	0.04%
Armenian	1,315	1,024	291	0.04%
Gujarati	832	582	250	0.04%
Other Slavic Languages	823	520	303	0.05%
African Languages	728	540	188	0.03%
Other Indo-European Languages	709	474	235	0.04%
Urdu	692	582	110	0.02%
Scandinavian Languages	679	562	117	0.02%
Hebrew	658	626	32	0.00%
Other West Germanic Languages	641	588	53	0.01%
Thai	630	195	435	0.07%
Serbo-Croatian	528	336	192	0.03%
Polish	511	313	198	0.03%
Other and Unspecified Languages	413	342	71	0.01%
Other and Unspecified Languages	370	332	38	0.01%
Hungarian	354	255	99	0.01%
Mon-Khmer, Cambodian	146	63	83	0.01%
Laotian	135	105	31	0.00%
Hmong	84	35	49	0.01%
French Creole	50	41	9	0.00%
Yiddish	23	23	-	-
Navajo	5	5	-	-
Total	665,360	173,076	125,675	18.89%

Exhibit 3: San Mateo County Total Population



To illustrate the concentrations of LEP persons within the service area, staff developed the following maps (Exhibits 4-13) for the 10 language groups falling within the Safe Harbor Provision:

Exhibit 4: San Mateo County Arabic Speakers by Census Tract

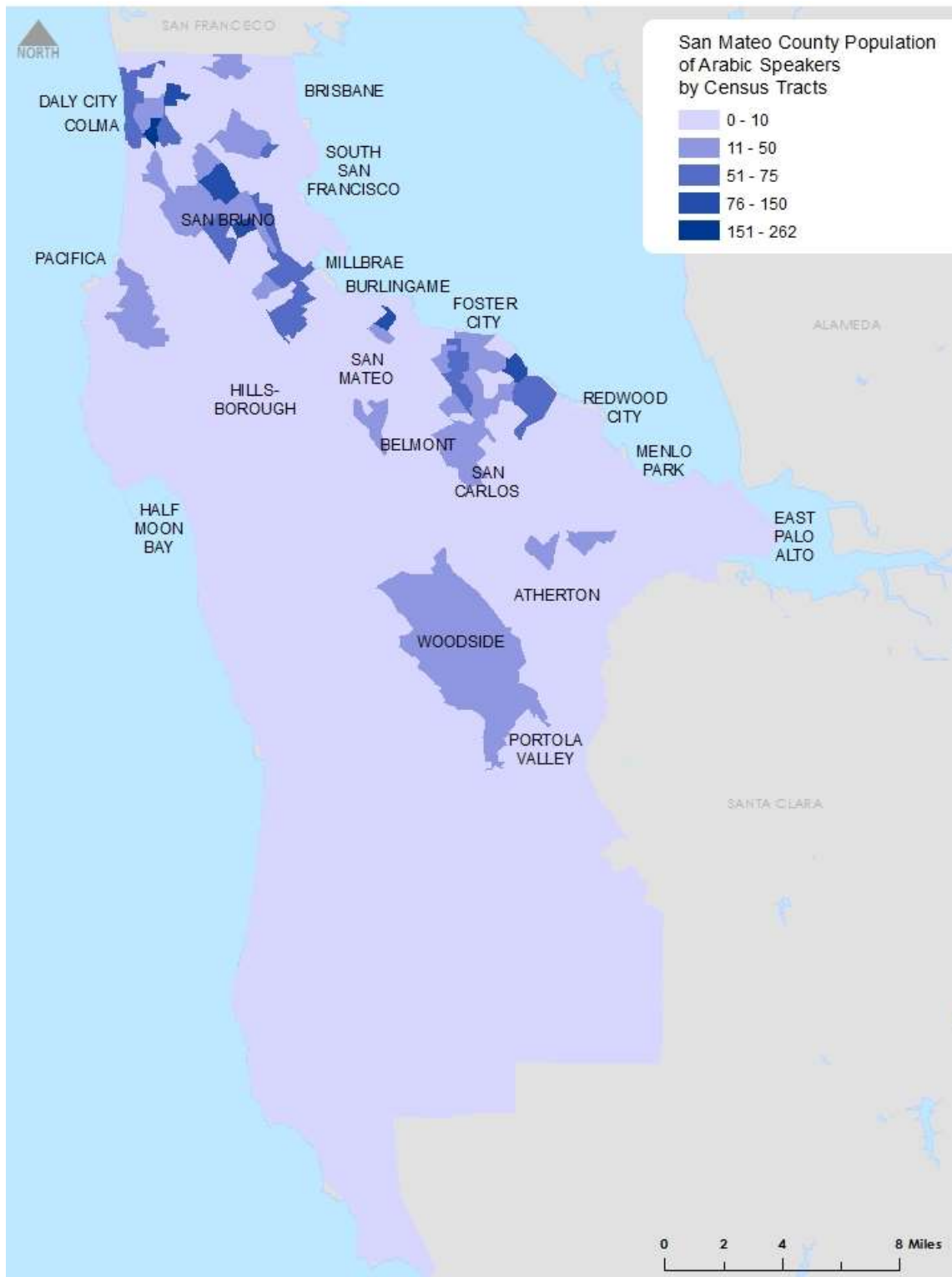


Exhibit 5: San Mateo County Chinese Speakers by Census Tract

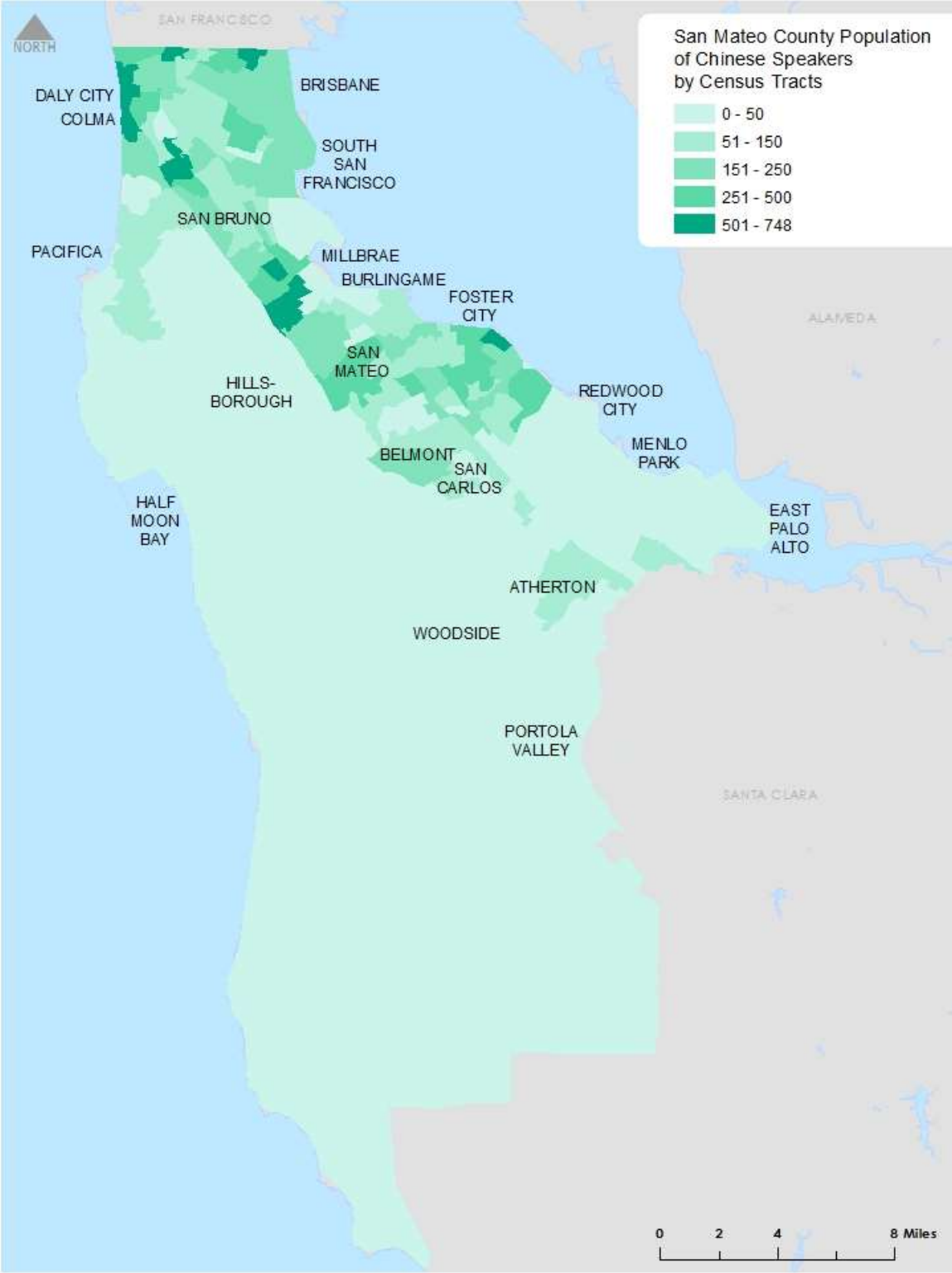


Exhibit 6: San Mateo County Hindi Speakers by Census Tract

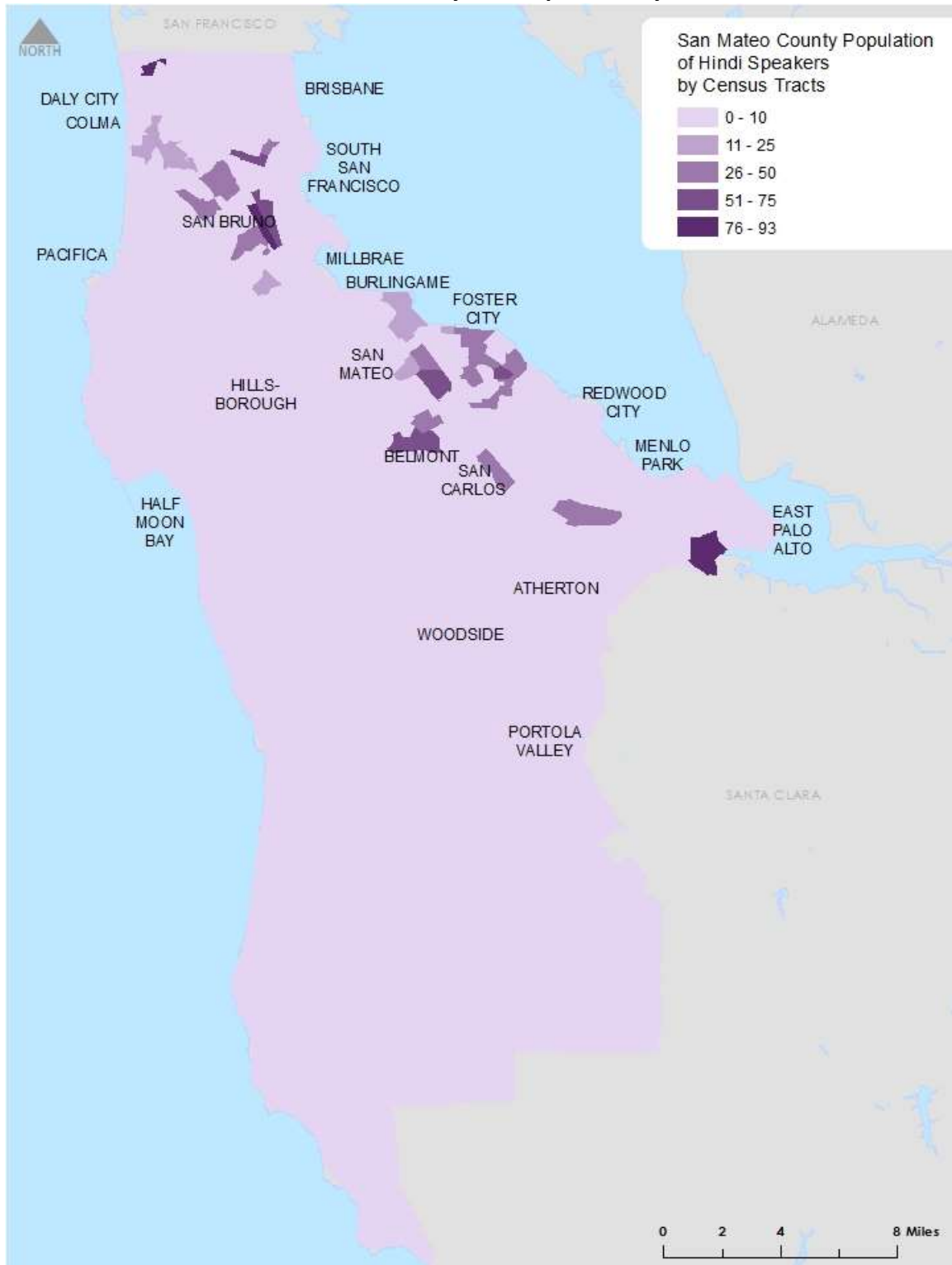


Exhibit 7: San Mateo County Japanese Speakers by Census Tract

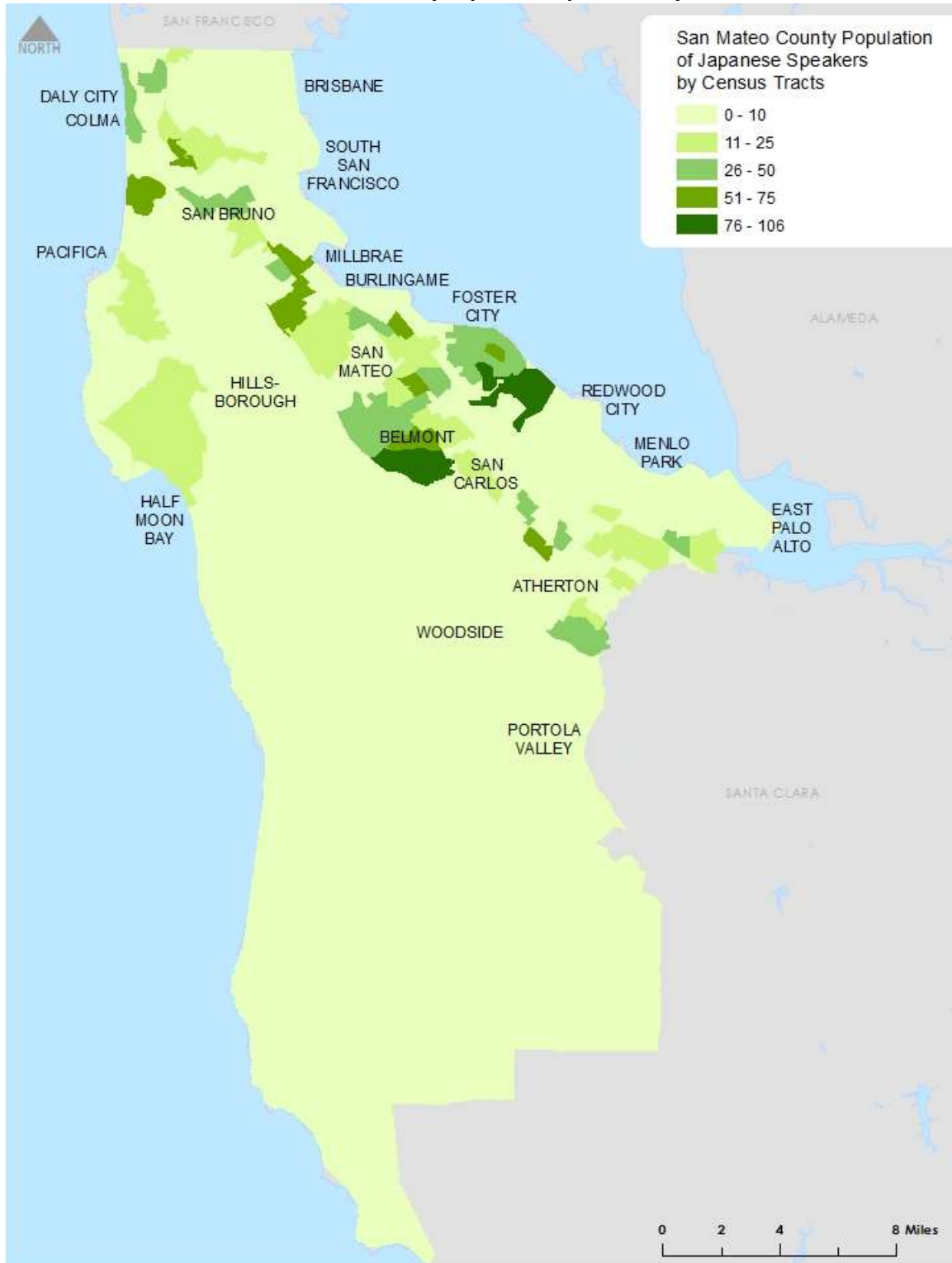


Exhibit 8: San Mateo County Korean Speakers by Census Tract

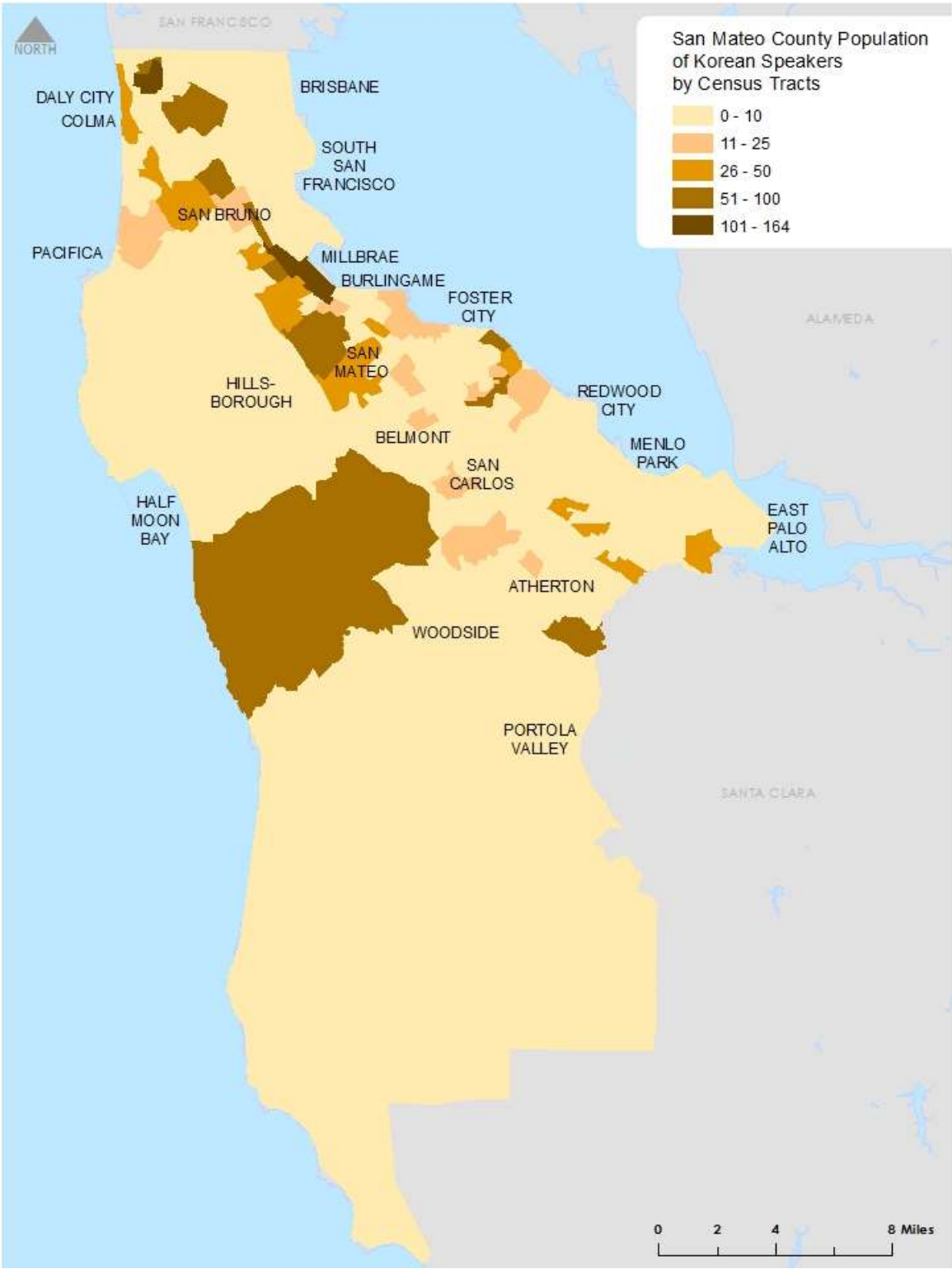


Exhibit 9: San Mateo County Persian Speakers by Census Tract

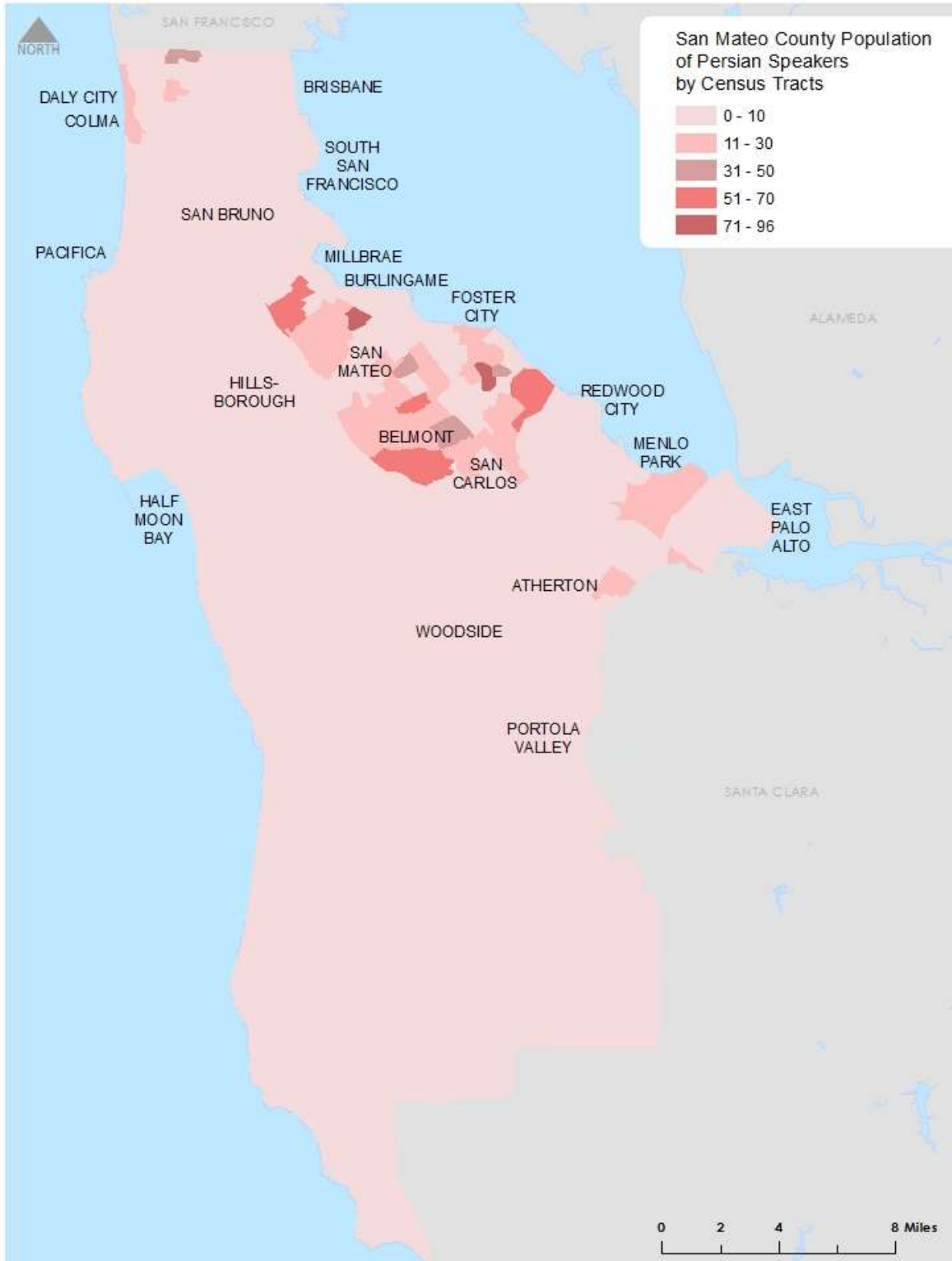


Exhibit 10: San Mateo County Russian Speakers by Census Tract

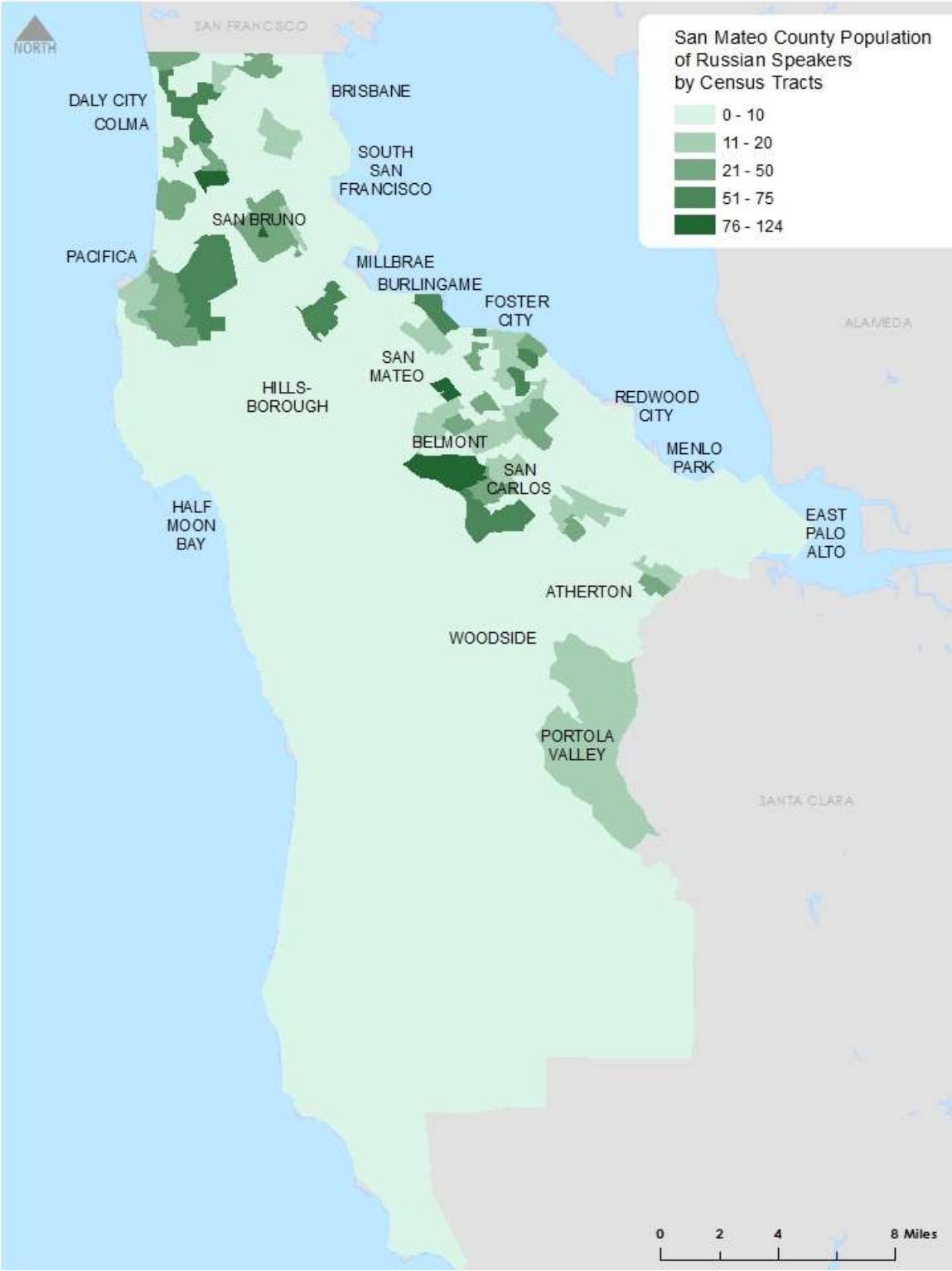


Exhibit 11: San Mateo County Spanish Speakers by Census Tract



Exhibit 12: San Mateo County Tagalog Speakers by Census Tract

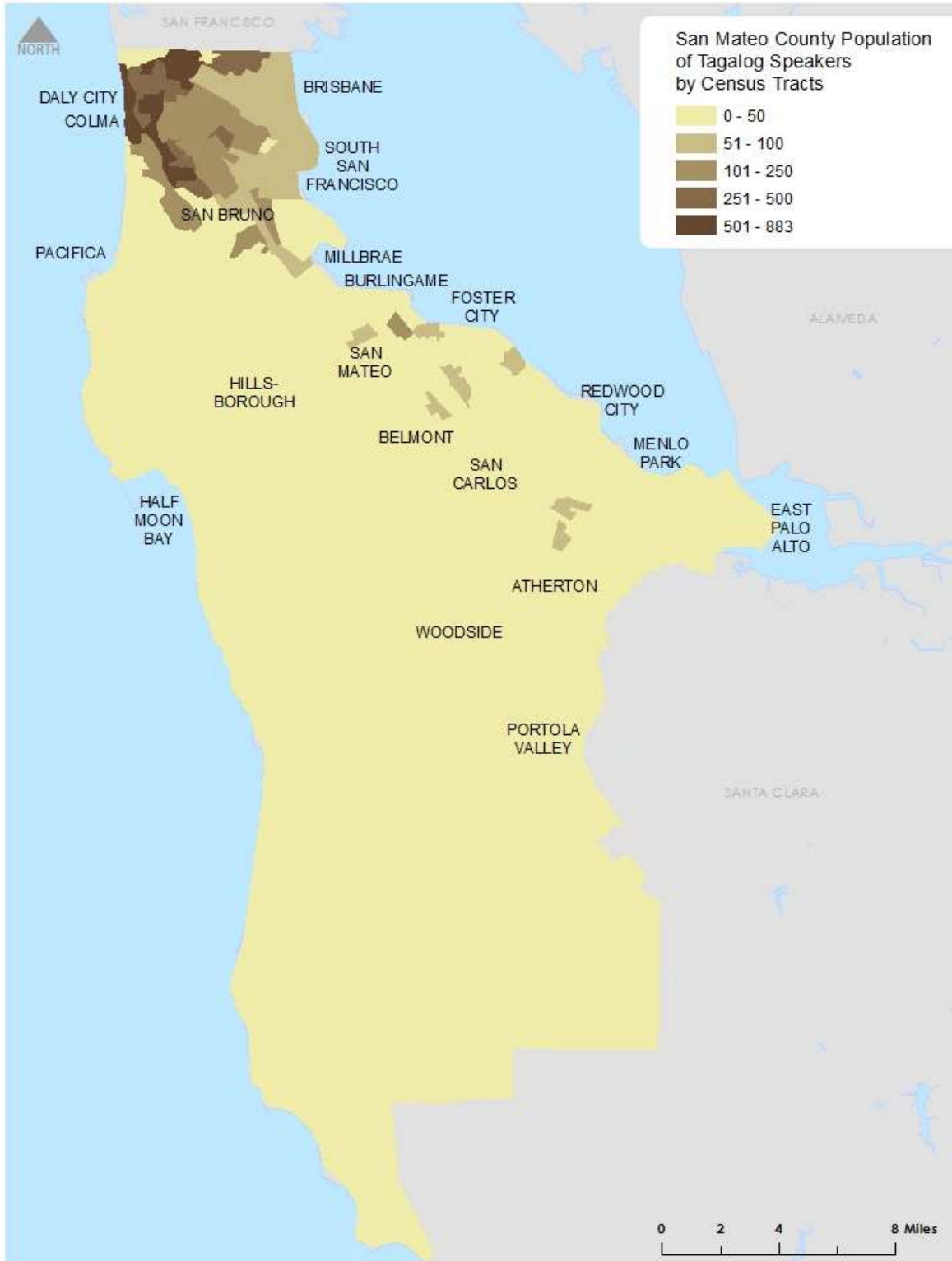
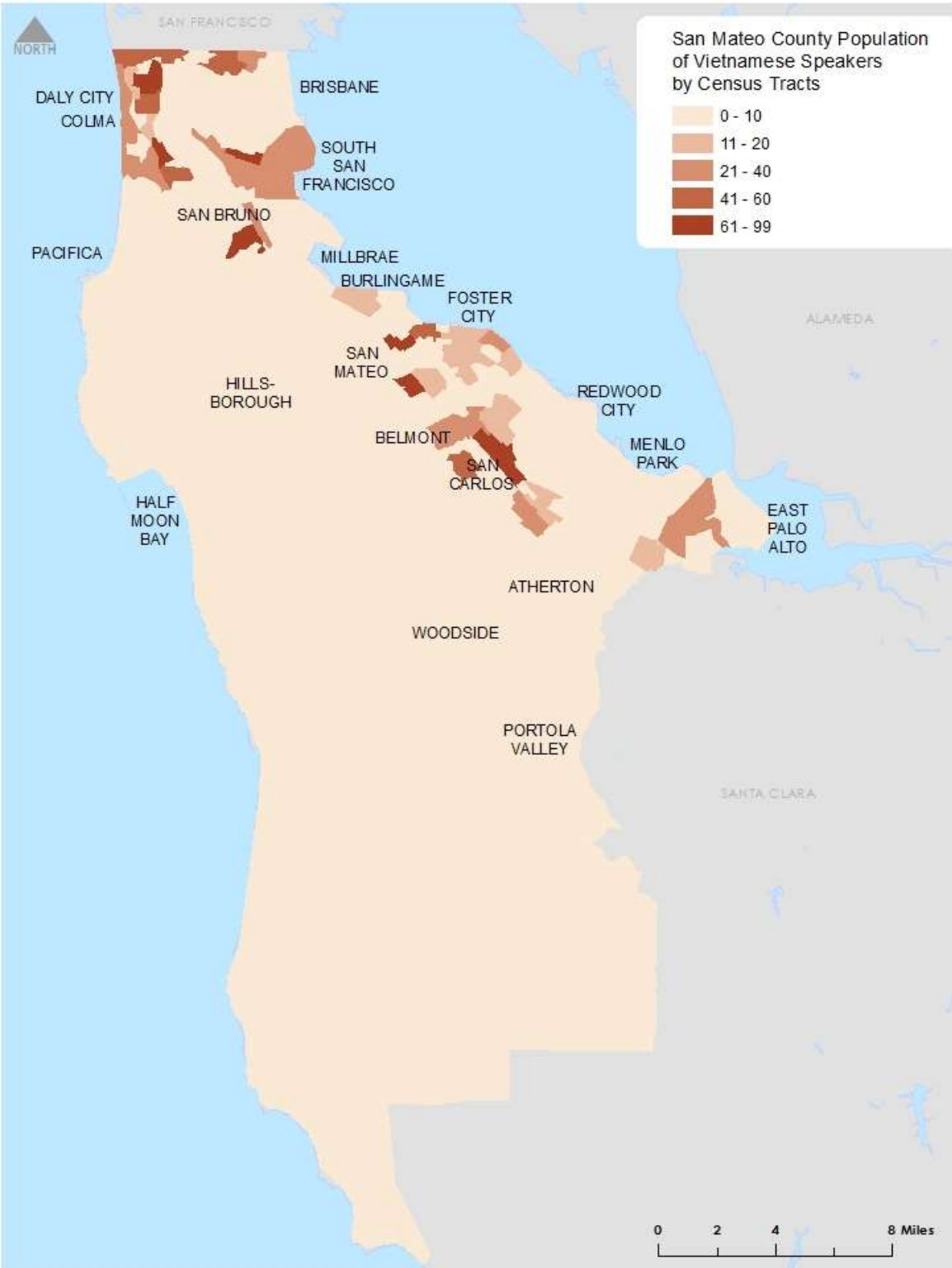


Exhibit 13: San Mateo County Vietnamese Speakers by Census Tract



ANALYSIS OF CALL CENTER DATA

To supplement information gathered via the U.S. Census, SamTrans analyzed the number of calls coming through its call center which occurred in a language other than English. These numbers indicate staff translations only. The vast majority of calls in a given year are in Spanish, with the next largest group in Tagalog and approximately two calls a month in Mandarin. These results are in line with the results of SamTrans' customer survey.

Exhibit 14: Call Center Data

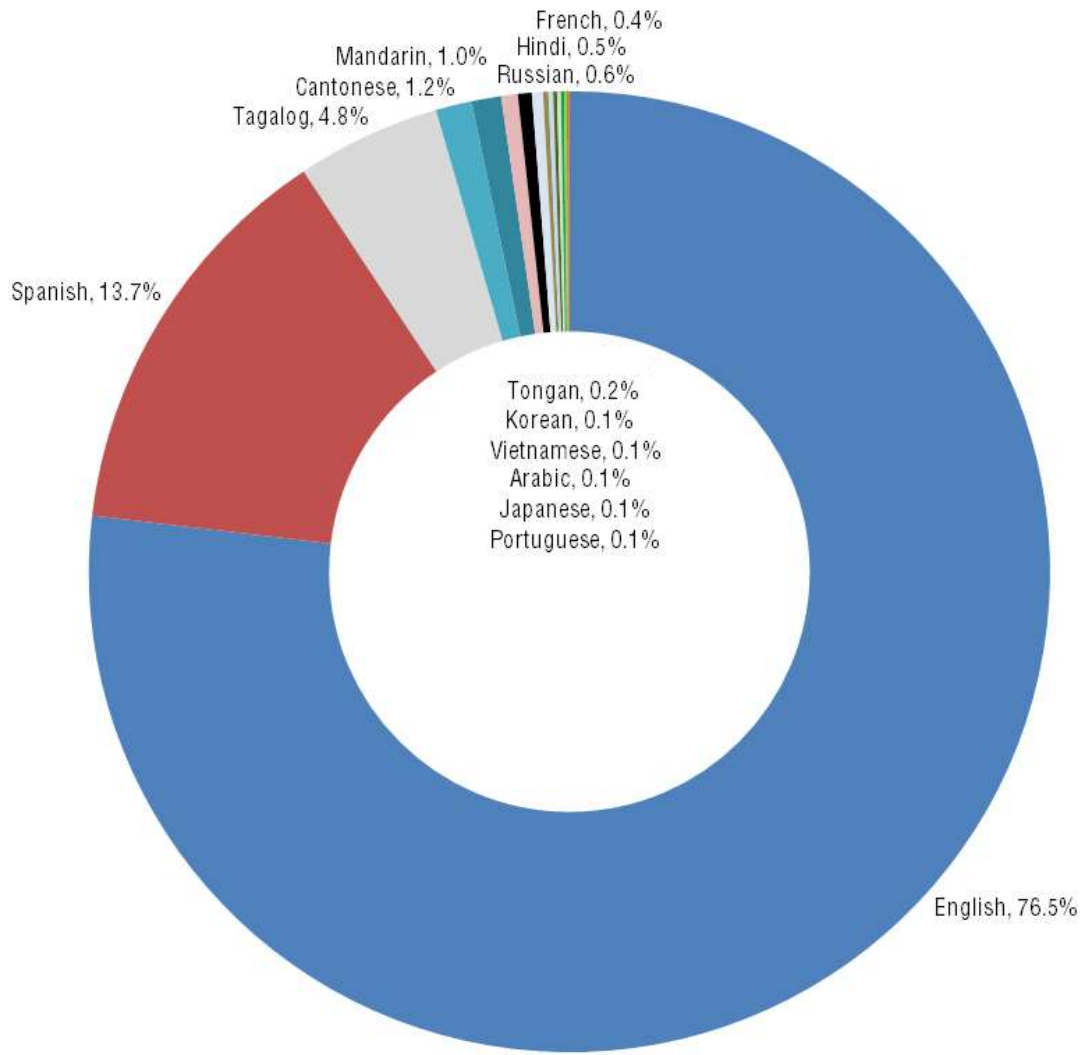
Language	Number of Calls/Translations per Year
Spanish	576
Tagalog	96
Mandarin	24

ANALYSIS OF CUSTOMER SURVEY DATA

SamTrans conducts a comprehensive survey of its customers across every route in the system every three years. The most recent survey was conducted in October 2012 and garnered 5,623 responses to the question: *What language do you speak at home?* It is critical to note the triennial survey is focused entirely on customers while the Census tracks all county residents. Not only does the survey capture only those who are bus riders, but it also captures those who may live outside of San Mateo County.

Exhibit 15 illustrates the top 15 languages spoken by customers according to the triennial survey. The survey results, while generally consistent with the Census data with respect to the most common languages spoken at home (a proxy for those who speak English less than "very well"), differs with respect to degree. Survey respondents indicated a higher degree of English as their primary language spoken at home than the Census results (76.5 percent of survey respondents versus 55.1 percent according to Census estimates). Spanish and Tagalog are also spoken as a primary language more often among SamTrans customers than among county residents as a whole. There is a steep drop from Tagalog at 4.8 percent of respondents to Cantonese (1.2 percent) and Mandarin (1.0 percent) speakers.

Historically, the survey data have driven SamTrans' approach toward translation given it is a more accurate representation of the languages actually spoken among SamTrans' core customers. However, this ignores a critical point: the lack of translation of some vital documents in languages other than Spanish, Tagalog, and Chinese may represent a barrier to entry for some potential customers who speak English less than "very well" but do not speak one of those three languages.

Exhibit 15: Customer Language Usage

CBO CONTACTS

To supplement data from the Census, onboard surveys, and SamTrans' call center regarding language usage in San Mateo County and among our customers, staff identified and contact a number of Community-Based Organizations (CBOs). These CBOs were identified based on their intimate ties with populations in the county which are considered language-isolated or disenfranchised for cultural, language, or income-related reasons. SamTrans worked with CBO staff to understand the needs and challenges faced by the populations they serve. SamTrans also worked through the CBO staff to hold a series of focus groups with the populations being served each respective organization. A detailed description of findings from the focus groups can be found under the Factor 2 section.

The following is a list of the focus groups SamTrans conducted with CBOS to develop this Language Assistance Plan.

Exhibit 16: List of CBO Contacts

Public Advocates 131 Steuart Street, Suite 300, San Francisco, CA 94105 – 415-431-7430 http://www.publicadvocates.org
Urban Habitat 1212 Broadway, Suite 500, Oakland, CA 94612 – 510-839-9510 http://urbanhabitat.org/uh/newfront
Transform 436 14 th Street, Suite 600, Oakland, CA 94612 – 510-740-3150 http://www.transformca.org
San Mateo County Hispanic Chamber of Commerce 475 El Camino Real, Suite 100A, Millbrae, CA 94030 http://smchcc.com
Japanese Chamber of Commerce 1875 South Grant Street, Suite 760, San Mateo, CA 94402 - 650-522-8500 http://www.jccnc.org
Organization of Chinese Americans (Peninsula Chapter of San Mateo) P.O. Box 218, San Mateo, CA 94401 – 650-533-3065 http://www.ocasanmateo.org
San Bruno Chinese Church/Chinese School 250 Courtland Dr., San Bruno, CA 94066 – 650-589-9760 http://www.sanbrunochinesechurch.org
Chinese Progressive Association 1042 Grant Ave., 5 th Floor, San Francisco, CA 94133 – 415-391-6986 http://www.cpasf.org
Northern Peninsula Mandarin School 3115 Del Monte Street, San Mateo, CA 94403 – 650-762-8189 http://www.npms.org
Filipino Community Center San Francisco 4681 Mission St., San Francisco, CA 94112 – 415-333-6267 http://filipinocc.org
Liwanag Kultural Center 222 Lausanne Avenue, Daly City, CA 94014 http://liwanag.org
College of San Mateo 1700 W. Hillsdale Blvd., San Mateo, CA 94402 – 650-457-6161 http://www.collegeofsanmateo.edu
Asian Pacific Islander American Public Affairs Association Bay Area Chapter 1963 Sabre Street, Hayward, CA 94545 – 510-538-2791 http://apapa.org
Indo American Chamber of Commerce 1616 University Ave., Berkeley, CA 94703 – 510-841-1513

http://www.iccchamber.org
Korean American Professional Society www.kaps.org
Chicana Latina Foundation 1419 Burlingame Ave. Suite W2, Burlingame, CA 94010 – 650-373-1083 www.chicanalatina.org
Gujarati Cultural Association of Bay Area 46560 Fremont Blvd., #109, Fremont, CA 94538 http://www.gcabayarea.com
Zawaya 311 41 st Ave., San Mateo, CA 94403 – 650-504-5965 www.zawaya.org
Sikh Gurdwara of San Francisco P.O. Box 25493, San Mateo, CA 94402 www.sfgurdwara.org
India Community Center 525 Los Coches St., Milpitas, CA 95035 – 408-934-1130 http://www.indiacc.org
Pars Equality Center P.O. Box 1383, Menlo Park, CA 94026 – 650-321-6400 http://www.parsequalitycenter.org
Persian Center 2029 Durant Ave., Berkeley, CA 94704 – 510-848-0264 http://www.persiancenter.org
Youth United for Community Action (YUCA) 2135 Clarke Ave., East Palo Alto, CA 94303 – 650-322-9165 http://youthunited.net
Peninsula Interfaith Action 1336 Arroyo Ave, San Carlos, CA 94070-3913 – 650-592-9181 http://www.piapico.org
Catholic Charities Resettlement Program 36 37 th Avenue, 2 nd Floor, San Mateo, CA 94403 – 408-325-5100 http://community.cccyo.org
Arab Resource & Organizing Center 522 Valencia St., San Francisco, CA 94110 – 415-861-7444 http://araborganizing.org
Moon Ridge Apartments 2001 Miramontes Point Rd, Half Moon Bay, CA 94019 – 650-560-4872
Mid-Peninsula Housing 303 Vintage Park Drive, Suite 250, Foster City, CA 64404 – 650-356-2900 www.midpen-housing.org
Coastside Hope 99 Avenue Alhambra, El Granada, CA 94018 – 650-726-9071

www.coastsidehope.org
Puente De La Costa Sur 620 North Street, Pescadero, CA 94060 – 650-879-1691 www.mypuente.org
Lady of Pillar Catholic Church 400 Church Street, Half Moon Bay, CA 94019 – 650-726-4674 http://www.ourladyofthepillar.org/home
Shared Housing Program/Human Investment Project 264 Harbor Blvd, Bldg.A, Belmont, CA 94402 – 650-802-5050 http://www.co.sanmateo.ca.us
Bayshore Child Care Services 45 Midway Drive, Daly City, CA 94014 – 650-403-4708 http://www.bayshorechildcare.org/BCCS/Welcome.html
Family Crossroads/Shelter Network of San Mateo County 181 Constitution Drive, Menlo Park, CA 94025 – 650-685-5880 http://www.ivsn.org/
Daly City Friendship Center/Mental Health Association of San Mateo County 2686 Spring St., Redwood City, CA 94036 – 650-368-3345 http://www.mhasmc.org/prog/friendshipcenter.shtml
Daly City Youth Health Center 2780 Junipero Serra Blvd., Daly City, CA 94015 – 650-985-7000 http://www.dalycityyouth.org
Our Second Home 725 Price Street, Daly City, CA 94014 – 650-301-3300 http://www.oursecondhome.org/index.htm
Daly City Community Service Center 333 90 th Street, Daly City, CA 94015 – 650-991-8007 http://www.dalycity.org/Residents/Community_Service_Center.htm
Skyline College Language and Arts Division 3300 College Drive, San Bruno, CA 94066 – 650-738-4100 http://www.skylinecollege.edu
Samaritan House 4031 Pacific Blvd., San Mateo, CA 94403 – 650-341-4081 http://samaritanhousesanmateo.org
North Peninsula Neighborhood Services 600 Linden Ave., South San Francisco, CA 94080 – 650-583-3373 http://npnsc.net
College Track East Palo Alto 1877 Bay Road, East Palo Alto, CA 94303 – 650-614-4875 www.college-track.org
Japanese American Community Center 415 South Claremont St., San Mateo, CA 94401 – 650-343-2793 http://www.smjacc.org

<p>Language Pacifica 585 Glenwood Avenue, Menlo Park, CA 94025 – 650-321-1840 http://www.languagepacific.org</p>
<p>Pilipino Bayanihan Resource Center 2780 Junipero Serra Blvd., Daly City, CA 94015 – 650-992-9110 http://www.pilipinobayanihan.org</p>
<p>SparkPoint Center at Skyline College 3300 College Drive, Building 1 Floor 2, San Bruno, CA 94066 – 650-738-7035 http://www.skylinecollege.edu/sparkpoint</p>
<p>Fair Oaks Community Center 2600 Middlefield Rd., Redwood City, CA 94063 – 650-780-7500 http://www.redwoodcity.org/parks/cc/fairoaks.html</p>
<p>Jordanian American Association 305 Linden Ave., South San Francisco, CA 94080 – 650-583-0132</p>
<p>Pillar Ridge Manufactured Home Community 164 Culebra St, Moss Beach, CA 94038 – 650-728-3389 http://www.pillarridge.com</p>
<p>First Filipino American United Church of Christ 461 Linden Ave., San Bruno, CA 94066 – 650-952-7130</p>
<p>Yaseen Foundation 621 Masonic Way, Belmont, CA 94002 – 650-591-3690</p>
<p>Filipino American Democratic Club of San Mateo County mark4life@hotmail.com</p>
<p>Persian American Society P. O. Box 25005, San Mateo, CA 94402 – 650-568-7922 1988PAS@gmail.com</p>
<p>Vietnamese Community Center 766 Geary Street, San Francisco, CA 94109 – 415-351-1038 http://vietccsf.org</p>
<p>Filipino-American Chamber of Commerce 1415 Rollins Road, Suite 202, Burlingame, CA 94010 – 650-228-3533 http://faccsanmateo.com</p>
<p>San Mateo County Commission on Disabilities, Aging and Adult Services 225 37th Ave., San Mateo, CA 94403 – 650-573-2480 http://smchealth.org/smccod</p>

FACTOR 2:

The frequency with which LEP persons come in contact with SamTrans programs, activities or services.

SAMTRANS SYSTEM DESCRIPTION

SamTrans provides bus service throughout San Mateo County. SamTrans' service area – extending from Palo Alto in the south to San Francisco in the north – is geographically and ethnically diverse, containing both dense urban cores and rugged rural landscapes with residents from a wide array of different backgrounds. These factors, along with its large 446-square-mile service area, make SamTrans' service area unique. To serve the region in Fiscal Year 2012, SamTrans operated 296 buses on 49 different routes and carried approximately 13 million passengers.

SamTrans fixed-route services are generally split into the following categories:

- Community Routes
- Local Routes (North County and South County)
- Multi-City Routes
- Mainline Routes

Each route category serves a specific purpose, appealing to different markets or geographic areas within the county. The 17 community routes are designed to serve more rural areas or specific trip purposes with highly targeted alignments and schedules. The 21 local routes generally serve a well-defined area or community, focusing on links to major transit centers and regional rail stations. The six Multi-city Routes serve as long-line routes, mostly in the South County. They serve a diverse assortment of cities, trip generators, and multimodal transit centers. The remaining five routes are SamTrans Mainline services. These routes generally operate more frequently and focus on service to major corridors and travel markets (such as El Camino Real and San Francisco). Eleven of SamTrans 49 routes are operated entirely under one of two contracts. A twelfth route – Route 17 – serving coastal San Mateo County (i.e., the “Coastside”) is operated under its own contract. A handful of trips on Routes 390, 391, and ECR are also operated under contract.

In response to a sustained period of ridership declines, SamTrans adopted its SamTrans Service Plan (SSP) in May 2013. The purpose of this document was to realign fixed-route bus service to better match recent trends in the county and achieve sustainable ridership growth moving forward. The SSP recommendations were the direct result of collaboration between SamTrans and the communities it serves. The combination of in-depth market research and a service evaluation with an extensive public outreach campaign laid the foundation for revamping the SamTrans system with a strong emphasis on increasing overall quality of service and financial sustainability. The following exhibit illustrates SamTrans current route network.

Exhibit 17: SamTrans Route Network



FOCUS GROUP FEEDBACK

SamTrans conducted a series of focus groups with representatives from those languages used most often in San Mateo County. These focus groups were held in collaboration with local CBOs to ensure the participants accurately reflected the LEP groups most relevant to the development of the Language Assistance Plan. There were three key goals SamTrans was seeking to achieve through these focus groups:

- Quantify the frequency of contact with SamTrans services and information among the various groups.
- Identify preferred information channels for each group and any barriers these groups experience with respect to accessing information about SamTrans or using SamTrans services.
- Brainstorm ideas for improving access to information for LEP populations.

Two rounds of focus groups were held. The first round schedule was as follows:

Exhibit 18: First Round of LEP Focus Groups

Date & Time	Place
Monday July 8, 2013 6:00pm-7:00pm	Half Moon Bay Library 620 Correas Street, Half Moon Bay
Tuesday July 9, 2013 1:30pm-2:30pm	College of San Mateo 1700 W. Hillsdale Boulevard, Building 10, Room 10-194, San Mateo
Wednesday July 10, 2013 6:00pm-7:00pm	Daly City Serramonte Main Library 40 Wembley Drive, Daly City
Tuesday July 16, 2013 6:00pm-7:00pm	San Carlos Library 610 Elm Street, 2 nd Floor, San Carlos

In the first round of meetings, several customers and members of the public attended and participated in thoughtful discussions about the role SamTrans plays in their lives and what improvements can be made. Issues raised in the meetings include:

- Information is most easily accessed when provided directly to community centers or community leaders.
- Most information about SamTrans is seen on the bus or on printed schedules.
- SamTrans should make use of public access channels.
- Information about major service changes should be disseminated earlier and should be more widely available.
- Spanish and Mandarin translations are critical on the Coastsides.
- Customers appreciate the audible announcements for stops and major intersections.
- The lack of a Clipper outlet on the Coast represents a major barrier for that community.

The second round schedule was as follows:

Exhibit 19: Second Round of LEP Focus Groups

Date & Time	Place
Tuesday August 13, 2013 11:00am-12:00pm	Edgewater Isle Apartments 1510 Marina Vista, San Mateo
Wednesday August 14, 2013 2:00pm-3:00pm	Language Pacifica School 585 Glenwood Avenue, Menlo Park
Friday August 16, 2013 2:00pm-3:00pm	Runnymede Garden Apartments 2301 Cooley Ave, East Palo Alto
Monday August 19, 2013 2:30pm-3:30pm	Youth United for Community Action 2135 Clarke Ave, East Palo Alto

The second round of focus groups yielded a significant increase in attendees. Issues raised in the meetings include:

- Information is most easily accessed when provided directly to community centers or community leaders.
- Chinese translations are critical for certain community groups.
- Internet channels and the SamTrans website were not particularly helpful or useful in obtaining information for certain groups.
- Bus stop signs are not easily recognizable, and maps are not easily understood. Both can be improved with better symbols and graphics.
- The transfer process between different SamTrans routes and other modes of transportation is confusing to many groups.

FACTOR 3:

The nature and importance of programs, activities or services provided by SamTrans to the LEP population.

CRITICAL SAMTRANS SERVICES

Traditional rubber-tire bus service remains at the core of SamTrans service offerings and – based on input from focus groups and discussions with CBOs – is the most important service to LEP populations in San Mateo County. SamTrans bus service offers a safe, reliable, cost-effective way to move about the county to access employment opportunities, critical services, shopping, and recreational activities. There are a number of key interaction points with the bus system which could prove problematic for LEP populations:

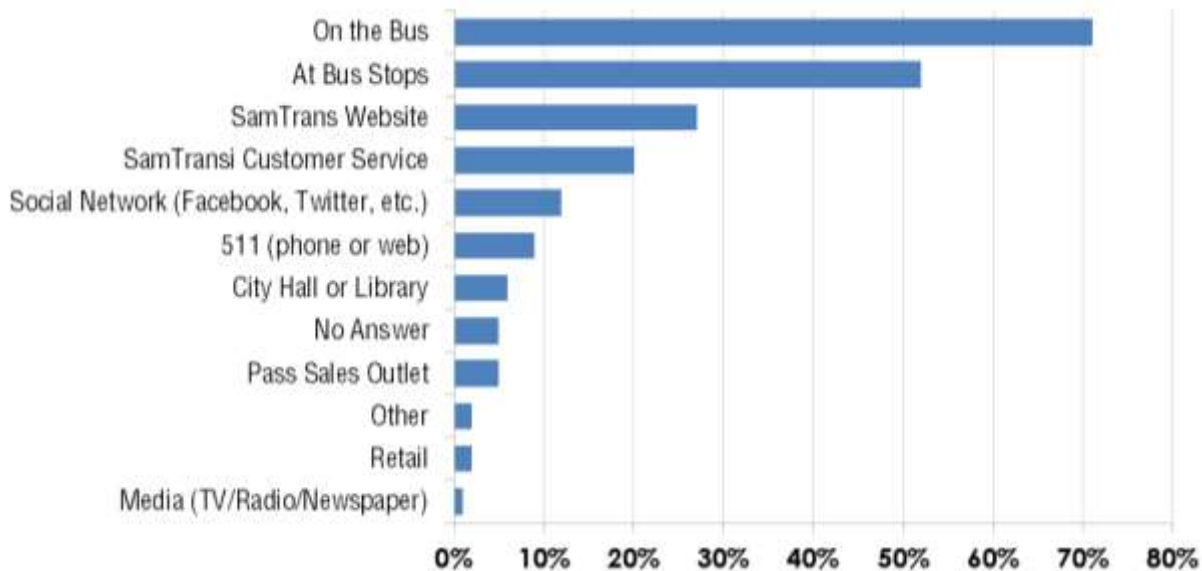
- SamTrans website
- SamTrans customer service phone line
- SamTrans customer service window in San Carlos
- Bus stop signage
- Printed schedules
- Fare payment
- Driver inquiries
- Onboard announcements
- Other printed materials

Ensuring that critical information at these interaction points is available in languages commonly spoken within San Mateo County is crucial to providing equitable access to SamTrans bus service for LEP populations.

USE OF CRITICAL SAMTRANS SERVICES

Exhibit 20 illustrates how SamTrans customers receive information relating to SamTrans service(s).

Exhibit 20: Information Sources for SamTrans Customers

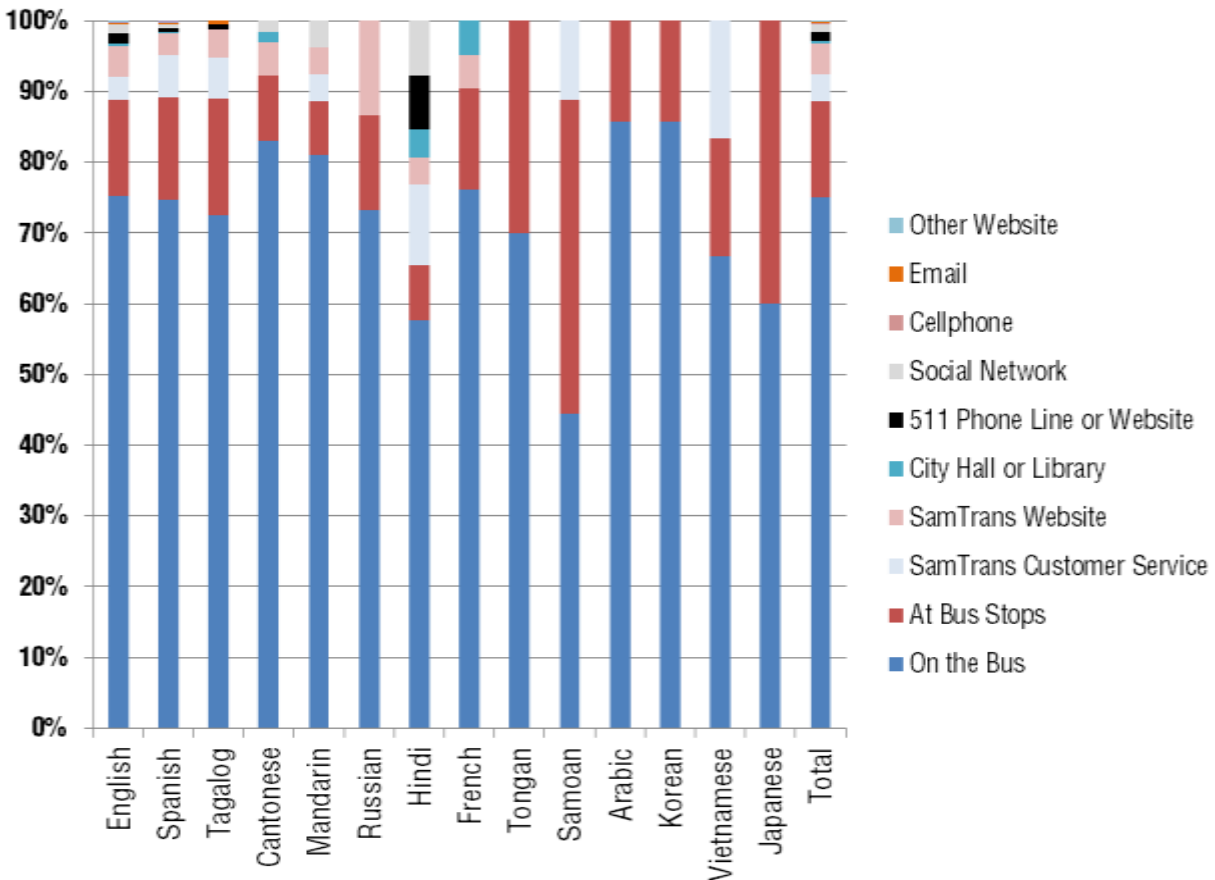


One interesting trend is that for all but one of the major languages spoken among SamTrans customers, getting information on the actual bus is the overwhelming favorite. It is also interesting to note that for the most common languages, the preferred choices are *On the Bus*, *At Bus Stops*, *SamTrans Customer Service Phone Line*, and *SamTrans Website*. There is a steep drop-off in popularity for the other choices available to SamTrans customers. The one interesting outlier among the languages most-spoken by customers is Hindi, whose speakers display much more flexibility with respect to how they get information about SamTrans services.

While SamTrans Customer Service personnel have access to translation services and the SamTrans website has a tool allowing the website's content to be translated into more than 70 different languages, much of the critical information onboard SamTrans buses and at the bus stops is not available in many of the languages identified in this document through the Census and customer surveys.

Exhibit 22 illustrates how survey respondents receive information about SamTrans services by which language they speak at home.

Exhibit 22: Information Sources by Language Spoken at Home



OPPORTUNITIES FOR IMPROVEMENT

Currently SamTrans disseminates all information in English, with some critical information available in Spanish. Onboard announcements are made in English, with some announcements translated to Spanish for the benefit of patrons. Customer service personnel all speak English, with some speaking Spanish and one each fluent in Mandarin and Tagalog.

Given that as many as 10 different languages fall within the federal “Safe Harbor” guidelines, SamTrans is obligated to expand the translation of vital materials into the following languages:

- Spanish
- Chinese
- Tagalog
- Arabic
- Japanese
- Korean
- Russian
- Vietnamese
- Hindi
- Persian

With respect to other languages represented by fewer San Mateo County residents, SamTrans currently meets basic requirements for access to information via the Customer Service Language Line, SamTrans website translation tool, and available (by request) on-site translation at public meetings and outreach opportunities.

Despite the efforts SamTrans normally undertakes to ensure access to information about its bus service among LEP populations, some key improvements can be made:

- Take into consideration that, according to a local Filipino newspaper, Filipinos may prefer to read materials in English rather than Tagalog.
- Representing Google Translate options on the SamTrans website in each respective language rather than listing them all in English. It should also be noted that FTA does not consider Google Translate as a sufficient translation tool for vital documents.
- Locate the Google Translate tool on the SamTrans website in a more prominent location (currently located at the bottom right corner of each page).
- Translate printed information disseminated to the public into more languages (currently only translated into Spanish).
- Advertise in more media outlets that target languages other than English and Spanish.
- Translate information about fare payment and pass sales into more languages or use symbols to illustrate key ideas.
- Improve communication with targeted organizations (such as CBOs) to ensure that more LEP individuals participate in outreach efforts.
- Provide more bus rider presentations to various organizations, such as CBOs.
- Increase marketing efforts to include social media and traditional media (in various languages) so that higher LEP participation for outreach events focused on accessing information can be achieved. The placement of traditional media at bus stops and on buses may be especially critical toward improving information accessibility.

FACTOR 4:

The resources available to SamTrans and overall cost to provide LEP assistance.

CRITICAL SAMTRANS SERVICES

SamTrans' Operating Budget does not have a specific line item for providing language access and outreach; costs for translators and outsourcing translation needs are split among several different departments depending on which department is responsible for the outreach project being undertaken. In general, day-t-day expenses are housed within the Marketing and Market Development departments. Typical annual expenses for that department are as follows:

- Translation: \$1,500
- Public meetings/hearings: \$6,500
- Document production: \$11,000
- Market research: \$71,000 every three years

Translated documents include ad cards, direct mailers, station kiosk signs, customer take-ones, meeting notices, brochures, and other customer outreach materials like construction-related notices and information pieces. Other language assistance costs include expenditures for Language Line usage, which is normally less than \$5,000 on an annual basis. Most translation is into Spanish, which covers the majority of SamTrans' customer base. Additional languages – Chinese, Russian, Vietnamese, Tagalog and the other “Safe Harbor” languages are translated per the Vital Document policy and translation threshold policy, although SamTrans always reserves the right to translate documents into additional languages as resources allow and circumstances dictate.

The Public Affairs Department spends roughly \$125,000 to \$175,000 annually, but these expenses are generally associated with specific, large-scale projects being undertaken by the District as a whole (not necessarily just SamTrans). SamTrans also spent approximately \$40,000 on outreach and translation services for its recent SamTrans Service Plan development process.

SamTrans needs additional services to provide more meaningful access to LEP groups. The following are recommendations that can be implemented:

- Provide complaint forms in multiple languages.
- Increased use of universal pictograms or other symbols at bus stops or on buses.
- Increased translations of documents.
- Conduct more language-specific outreach beyond focus groups associated with the development of this plan.
- Provide a short survey regarding LEP needs on buses in various languages for LEP individuals who cannot make it to outreach meetings, where these individuals can voice their concerns and opinions directly to SamTrans staff.

LANGUAGE ASSISTANCE IMPLEMENTATION PLAN

METHODOLOGIES

IDENTIFYING LEP INDIVIDUALS

“There should be an assessment of the number or proportion of LEP individuals eligible to be served or encountered and the frequency of encounters pursuant to the first two factors in the four-factor analysis...”

-DOT LEP Guidance Section VII(1)

As indicated in the analyses provided in Factors One and Two in the previous section, there is substantial evidence that there is a significant LEP population within the SamTrans service area. This population also makes up a considerable portion of SamTrans customers.

SamTrans analyzed Census data from 2011 and found that approximately 125,000 residents in the county indicated that they speak English less than “very well,” or 19 percent of the total county population. Ten language groups (Spanish, Chinese, Tagalog, Arabic, Japanese, Korean, Russian, Vietnamese, Hindi, and Persian) have more than 1,000 persons who speak English less than “very well” and require a translation of vital documents. Currently SamTrans only consistently translates most materials into Spanish and will expand to include these additional languages.

Data from a customer service survey conducted every three years revealed the top 15 languages spoken by SamTrans customers. Survey results indicated that a higher percentage of respondents (76.5) spoke English as their primary language, versus Census results (55.1 percent). The survey is considered a more accurate representation of SamTrans customers.

Overall, SamTrans has identified various groups that speak English less than “very well” through Census, survey, and customer service center data. There is a need for more language translations beyond Spanish.

PROVIDING SERVICES

“An effective LEP plan would likely include information about the ways in which language assistance will be provided.”

-DOT LEP Guidance Section VII(2)

SamTrans is committed to providing meaningful access to information and services to its LEP customers. Many of these LEP populations rely heavily on SamTrans. SamTrans uses various methods to accomplish this goal. More methods pertaining to outreach are discussed in the agency’s Public Participation Plan.

Currently SamTrans language assistance tools include and are not limited to:

- Google Translate tool on SamTrans website
- Translators (by request) for focus groups and public hearings
- Multilingual printed materials
- AT&T language line
- SamTrans customer service line
- Onboard announcements
- CBOs

Improvements can always be made, and the following are language assistance services that may be provided in the future:

- Improve Google Translate tool to display languages in their original written form (rather than in English) and placing the tool in a more prominent location on the SamTrans website.
- Translate more languages in general
- Make more multilingual social media posts
- Continue partnering with CBOs to serve more multilingual communities
- Continue partnering with regional agencies and other partners to produce shared multilingual customer information materials
- Review existing customer information documents to determine whether the document is “vital” and what level of translation is needed.
- Review current translation and language assistance efforts to determine whether they are adequate and/or effective.

“Vital” written documents include complaint forms, written notices of important legal rights, documents that are critical for obtaining services and benefits, documents identifying upcoming fare and service changes, and notices advising LEP individuals of free language assistance. These documents must be translated into the identified languages from Factor One and Factor Two in the previous section for Title VI compliance.

SamTrans will translate the following vital documents by the end of FY 2013/14:

- Title VI Public Notice,
- Title VI Complaint Procedures,
- “I Speak” card for bus operators and public-facing employees, and
- Title VI Complaint Form.

MONITORING

“Recipients should, where appropriate, have a process for determining, on an ongoing basis, whether new documents, programs, services, and activities need to be made accessible for LEP individuals, and they may want to provide notice of any changes in services to the LEP public and to employees.”

-DOT LEP Guidance Section VII(5)

SamTrans will monitor on an ongoing basis activities and information that require LEP accessibility. Monitoring methods include:

- Assess new customer information documents prior to production to determine whether the document is “vital” and what level of translation is needed.
- Assess and analyze outreach efforts pertaining to LEP populations.
- Analyze newly available demographic data from the U.S. Census, the ACS, and customer survey.
- Gather information from CBOs and regional agencies and partners to stay current.
- Analyze data from ridership surveys every three years (at least).
- Solicit regular feedback from LEP customers and CBOs.

RECOMMENDATIONS FOR LAP IMPLEMENTATION

SamTrans recognizes the importance of providing adequate accessibility for LEP customers to SamTrans services and information. While SamTrans currently complies with all federal and state mandates in regards to Title VI and other requirements, more can be done to ensure that LEP populations are provided with the transit services they need and to ensure the communities are satisfied with such services.

Moving forward, SamTrans will:

- Better coordinate between Marketing and Public Affairs to ensure proper outreach to target LEP populations is conducted.
- Work with Google or other outside translation service to improve SamTrans website translations.
- Train more staff in providing language assistance.
- Utilize symbols and other non-written forms of communication to allow for important information to be disseminated to those who are LEP.
- Promptly implement translation of all vital documents into additional languages with the goal of translations into all 10 languages by [date].

F. BOARD MEETING MINUTES

Board minutes will be included upon adoption September 4, 2013.

G. SERVICE STANDARDS AND POLICIES

Federal Title VI requirements of the Civil Rights Act of 1964 were recently updated by the Federal Transit Administration (FTA) and now require each large public transportation provider's governing board to approve five standards and policies:

- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy
- System-wide Service Standards
- System-wide Service Policies

Staff has developed draft standards and policies and included them within this document for Board review.

The first policy defines "major service change" as a threshold for when an agency will conduct a thorough analysis of the potential effects of service changes on protected populations. For the second and third policies, agencies are required to define thresholds for when they will find that a fare change or major service change will result in a "disparate impact" on the minority population or a "disproportionate burden" on the low-income population. The last two policies define service standards and policies to be used when determining whether service and amenities are distributed equitably to minority and non-minority routes and facilities.

The Major Service Change Policy, Disparate Impact Policy, and Disproportionate Impact Policy are currently going through public review via a series of four public meetings held throughout the county. Information about the Title VI process, complaint procedures, and the proposed standards and policies are available via the SamTrans website as well by calling the customer service phone number or emailing a dedicated email address.

These policies are in draft form and will be revised based on input from the public and the Board. They will be brought back as final proposals for approval by the Board at the March 13 meeting.

MAJOR SERVICE CHANGE POLICY

All major increases or decreases in transit service are subject to a Title VI Equity Analysis prior to Board approval of the service change. A Title VI Equity Analysis completed for a major service change must be presented to the San Mateo County Transit District Board of Directors for its consideration and included in the SamTrans Title VI Program with a record of action taken by the Board.

A major service change is defined as:

A reduction or increase of 25 percent or more in total vehicle revenue miles in service on any specific route over a one-week period.

The following service changes are exempted:

- Changes to a service on a route with fewer than 10 total trips in a typical service day are not considered “major” unless service on that route is eliminated completely on any such day.
- The introduction or discontinuation of short- or limited-term service (e.g., promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversions for construction or other similar activities), as long as the service will be/has been operated for no more than twelve months.
- SamTrans-operated transit service that is replaced by a different mode or operator providing a service with the same or better headways, fare, transfer options, span of service, and stops.

DISPARATE IMPACT POLICY

This policy establishes a threshold for determining whether a given action has a disparate impact on minority populations. Per FTA Circular 4702.1B:

Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

The policy shall establish a threshold for determining when adverse effects of [fare/]service changes are borne disproportionately by minority populations. The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The disparate impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.

In the course of performing a Title VI Equity Analysis, SamTrans must analyze how the proposed action would impact minority as compared to non-minority populations. In the event the proposed action has a negative impact that affects minorities more than non-minorities with a disparity that exceeds the adopted Disparate Impact Threshold, or that benefits non-minorities more than minorities with a disparity that exceeds the adopted Disparate Impact Threshold, SamTrans must evaluate whether there is an alternative that has a more equitable impact. Otherwise, SamTrans must take measures to mitigate the impact of the proposed action on the affected minority population and demonstrate that a legitimate business purpose cannot otherwise be accomplished and that the proposed change is the least discriminatory alternative.

The Disparate Impact Threshold to determine if the adverse impacts of a major service change (as defined in the first part of this document) or a fare adjustment is established at 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by minority populations compared to the same impacts borne by non-minority populations.

DISPROPORTIONATE BURDEN POLICY

This policy establishes a threshold for determining whether a given action has a disproportionate burden on low-income populations versus non-low-income populations. The Disproportionate Burden Policy applies only to low-income populations that are not also minority populations. Per FTA Circular 4702.1B:

The policy shall establish a threshold for determining when adverse effects of [fare/]service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.... The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission.... At the conclusion of the analysis, if the transit provider finds that low-income populations will bear a disproportionate burden of the proposed fare[/service] change, the transit provider should take steps to avoid, minimize, or mitigate impacts where practicable. The transit provider should describe alternatives available to low-income populations affected by the fare[/service] changes.

The SamTrans Disproportionate Burden Threshold to determine if the adverse impacts of a major service change (as defined in the first part of this document) or a fare adjustment is established at 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by low-income populations compared to the same impacts borne by non-low-income populations.

SYSTEMWIDE SERVICE STANDARDS

Pursuant to requirements set forth in The Federal Transit Administration's (FTA) Circular 4702.1B SamTrans must establish and monitor its performance under quantitative Service Standards and qualitative Service Policies. These service standards contained herein are used to develop and maintain efficient and effective fixed-route transit service. In some cases, these standards differ from standards used by SamTrans for other purposes.

The FTA requires all fixed-route transit providers of public transportation to develop quantitative standards for the following indicators. Individual public transportation providers set these standards; therefore, these standards will apply to each individual agency rather than across the entire transit industry:

- A. Vehicle Load
- B. Vehicle Headways
- C. On-time Performance
- D. Service Availability

For the purposes of defining service standards and policies for SamTrans fixed-route service, the agency has split its system into four route categories:

- Coastal: Routes serving the coastal community – from Half Moon Bay to Pacifica, excluding those routes which link Pacifica to Daly City.
- Community: Infrequent, community-specific routes which do not operate during off-peak hours.
- Local: Routes designed to carry passengers between major passenger hubs, employment centers, and residential neighborhoods.
- Multi-city: Routes serving multiple cities, including some offering express or late-night service.
- Mainline: Long-distance routes serving significant portions of the county, generally at higher frequency.

The categories were not developed to, and in fact do not, differentiate routes by minority or income status of the areas or passengers served. The following chart illustrates which routes belong to each category:

Exhibit G.1: Routes by Category

Category	Routes
Coastal	14, 16, 17, 294
Community	24, 35, 36, 38, 43, 46, 53, 54, 55, 58, 72, 73, 83, 85
Local	110, 112, 118, 120, 121, 122, 123, 130, 132, 133, 140, 141, 250, 251, 260, 262, 270, 271, 274, 280, 281
Multi-City	295, 296, 297, 359, 397, KX
Mainline	292, 390, 391, ECR

SamTrans also defines service standards differently for peak and off-peak service. "Off-peak" refers to weekday midday and evening service, as well as Saturday, Sunday, and Holiday service.

VEHICLE LOAD

Vehicle Load Factor is described as follows by FTA Circular 4702.1B:

Vehicle load can be expressed as the ratio of passengers to the total number of seats on a vehicle. For example, on a 40-seat bus, a vehicle load of 1.3 means all seats are filled and there are approximately 12 standees. A vehicle load standard is generally expressed in terms of peak and off-peak times. Transit providers that operate multiple modes of transit must describe the specific vehicle load standards for peak and off-peak times for each mode of fixed-route transit service (i.e., bus, express bus, bus rapid transit, light rail, heavy rail, commuter rail, passenger ferry, etc., as applicable), as the standard may differ by mode.

SamTrans calculates Vehicle Load Factor by dividing the average peak passenger load on each route by the number of seats on the type of bus typically assigned to that route. Vehicle Load Factor is monitored regularly to ensure customer comfort and to determine whether additional capacity needs to be added to specific trips or routes based on changing demand patterns. Vehicle Load Factor standards are presented in the exhibit below.

Exhibit G.2: Vehicle Load Factor Standards

Category	Peak	Off-Peak
Coastal	1.25	1.00
Community	1.50	N/A
Local	1.25	1.00
Multi-City	1.25	1.00
Mainline	1.50	1.25

VEHICLE HEADWAY

Vehicle headway is described as follows by FTA Circular 4702.1B:

Vehicle headway is the amount of time between two vehicles traveling in the same direction on a given line or combination of lines. A shorter headway corresponds to more frequent service. Vehicle headways are measured in minutes (e.g., every 15 minutes); service frequency is measured in vehicles per hour (e.g., four buses per hour). Headways and frequency of service are general indications of the level of service provided along a route. Vehicle headway is one component of the amount of travel time expended by a passenger to reach his/her destination. A vehicle headway standard is generally expressed for peak and off-peak service as an increment of time (e.g., peak: every 15 minutes; and off peak: every 30 minutes). Transit providers may set different vehicle headway standards for different modes of transit service. A vehicle headway standard might establish a minimum frequency of service by area based on population density. For example, service at 15-minute peak headways and 30-minute off-peak headways might be the standard for routes serving the most densely populated portions of the service area, whereas 30-minute peak headways and 45-minute off-peak headways might be the standard in less densely populated areas. Headway standards are also typically related to vehicle load. For example, a service standard might state that vehicle

headways will be improved first on routes that exceed the load factor standard or on routes that have the highest load factors.

SamTrans calculates headway by determining the average length of time between buses on each route during peak and off-peak times. In the event a route regularly exceeds Vehicle Load Factor standards, SamTrans will evaluate whether frequency on that route should be adjusted within the confines of existing or expected funding levels. Vehicle headway standards are presented in the exhibit below.

Exhibit G.3: Vehicle Headway Standards

Category	Peak	Off-Peak
Coastal	90 minutes	90 minutes
Community	60 minutes	N/A
Local	60 minutes	60 Minutes
Multi-City	60 minutes	60 Minutes
Mainline	30 minutes	60 minutes

ON-TIME PERFORMANCE

On-time performance is described as follows by FTA Circular 4702.1B:

On-time performance is a measure of runs completed as scheduled. This criterion first must define what is considered to be “on time.” For example, a transit provider may consider it acceptable if a vehicle completes a scheduled run between zero and five minutes late in comparison to the established schedule. On-time performance can be measured against route origins and destinations only, or against origins and destinations as well as specified time points along the route. Some transit providers set an on-time performance standard that prohibits vehicles from running early (i.e., ahead of schedule) while others allow vehicles to run early within a specified window of time (e.g., up to five minutes ahead of schedule). An acceptable level of performance must be defined (expressed as a percentage). The percentage of runs completed system-wide or on a particular route or line within the standard must be calculated and measured against the level of performance for the system. For example, a transit provider might define on-time performance as 95 percent of all runs system-wide or on a particular route or line completed within the allowed “on-time” window.

A bus is determined to be late if it departs its scheduled “time point” five or more minutes later than the published time. Buses are considered early if they depart from a published time point at any time prior to the scheduled departure. It is SamTrans’ goal to be on-time at least 85 percent of the time. On-time performance is tracked and published on a weekly basis and also included within monthly performance reports to the SamTrans Board of Directors. Bus Transportation staff also regularly monitors on-time performance and counsels operators who consistently fail to meet on-time performance standards that are within their control. Discussions with bus operators are also used to identify vehicle scheduling issues which are corrected through service changes three times annually. On-time performance standards are presented in the exhibit below.

Exhibit G.4: On-Time Performance Standards

Category	Peak	Off-Peak
Coastal	85 percent	85 percent
Community	85 percent	N/A
Local	85 percent	85 percent
Multi-City	85 percent	85 percent
Mainline	85 percent	85 percent

SERVICE AVAILABILITY

Service availability/transit access is described as follows by FTA Circular 4702.1B:

Service availability is a general measure of the distribution of routes within a transit provider's service area. For example, a transit provider might set a service standard to distribute routes such that a specified percentage of all residents in the service area are within a one-quarter mile walk of bus service or a one-half mile walk of rail service. A standard might also indicate the maximum distance between stops or stations. These measures related to coverage and stop/station distances might also vary by population density. For example, in more densely populated areas, the standard for bus stop distance might be a shorter distance than it would be in less densely populated areas, and the percentage of the total population within a one-quarter mile walk of routes or lines might be higher in more densely populated areas than it would be in less densely populated areas. Commuter rail service or passenger ferry service availability standards might include a threshold of residents within a certain driving distance as well as within walking distance of the stations or access to the terminal.

SamTrans' goal is to ensure 70 percent of county residents live within walking distance (i.e., one quarter mile) of a bus stop. SamTrans service is particularly strong in communities with significant minority and low-income populations. Transit access is determined by mapping all active bus stops within the system and then calculating the population (based on 2010 Census data) within one-quarter mile radii of those stops. This information is then compared to the total county population.

SYSTEMWIDE SERVICE POLICIES

The FTA requires fixed-route transit providers to develop a policy for each of the following service indicators. Transit providers also may opt to set policies for additional indicators. The following system-wide policies differ from service standards in that they are not necessarily based on meeting a quantitative threshold, but rather qualitative evaluation results:

- A. Vehicle Assignment
- B. Transit Amenities

VEHICLE ASSIGNMENT

Vehicle assignment is described as follows by FTA Circular 4702.1B:

Vehicle assignment refers to the process by which transit vehicles are placed into service in depots and on routes throughout the transit provider's system. Policies for vehicle assignment may be based on the age of the vehicle, where age would be a proxy for condition. For example, a transit provider could set a policy to assign vehicles to depots so that the age of the vehicles at each depot does not exceed the system-wide average. The policy could also be based on the type of vehicle. For example, a transit provider may set a policy to assign vehicles with more capacity to routes with higher ridership and/or during peak periods. The policy could also be based on the type of service offered. For example, a transit provider may set a policy to assign specific types of vehicles to express or commuter service. Transit providers deploying vehicles equipped with technology designed to reduce emissions could choose to set a policy for how these vehicles will be deployed throughout the service area.

SamTrans' policy with respect to vehicle assignment is depot-specific. SamTrans currently has four general types of buses in the fleet, all of which are maintained to the same strict standards (whether by the District or its contract operator):

- 29-foot transit coaches
- 35-foot low-floor transit coaches
- 40-foot transit coaches
- 60-foot articulated coaches

All buses have the same level of amenities available to riders. Coaches are distributed among the various depots according to the number of operator runs assigned to each depot. The specific type of vehicle is then chosen by the operator based on the demands of the specific schedules he/she will be operating that day (i.e., shorter buses are used on routes with tighter turning motions, articulated coaches are used on routes with higher ridership). All 29-foot buses are assigned to Route 17, which operates along the coast and generally has lower ridership and features difficult turning motions at certain points along the route. SamTrans is expecting delivery of new diesel-hybrid coaches in the next several years. Those new buses will be assigned in such a manner to ensure they are distributed equitably among the communities SamTrans serves.

In short, buses are not assigned to specific communities within San Mateo County based on vehicle age or size but rather to serve specific routes that call for them based on the needs of that route. Many of the routes and runs serve multiple communities with diverse populations. Given SamTrans' strict standards with respect to maintenance, age does not serve as a viable proxy for diminished quality.

TRANSIT AMENITIES

Transit amenities is described as follows by FTA Circular 4702.1B:

Transit amenities refer to items of comfort, convenience, and safety that are available to the general riding public. Fixed-route transit providers must set a policy to ensure equitable distribution of transit amenities across the system. Transit providers may have different policies for the different modes of service that they provide. Policies in this area address how these amenities are distributed within a transit system, and the manner of their distribution determines whether transit users have equal access to these amenities. This...is not intended to impact funding decisions for transit amenities. Rather, this...applies after a transit provider has decided to fund an amenity.

Transit amenities are distributed on a system-wide basis. Transit amenities include shelters, benches, trash receptacles, and park-and-ride facilities. The location of transit amenities is determined by factors such as ridership, individual requests, staff recommendations, and vendor preference (in the case of shelters which feature advertisements).

BUS SHELTERS

District policy states that shelters are considered for installation based on the following criteria:

- Stops where more than 200 passengers board each day.
- 75 percent of shelters shall be located in Census Tracts on routes associated within urbanized areas.
- Distribution of shelters county-wide should match the distribution of minority Census tracts.
- Locations for shelters with advertisements are chosen by the vendor based on the visibility and traffic.

District policy also states that all bus shelters shall include trash receptacles and that all stops with shelters and benches be cleaned and have their trash receptacles emptied at least once each week.

BUS STOP BENCHES

Benches are considered for installation based on the following criteria:

- Stops where more than 200 passengers board each day.
- Distribution of benches county-wide should match the distribution of minority Census tracts.

District policy states that stops with benches shall be cleaned at least once each week.

TRASH RECEPTACLES

Trash receptacles are considered for installation based on the following criteria:

- Stops where over 200 passengers board each day.
- Distribution of trash receptacles county-wide should match the distribution of minority Census tracts.

District policy states that trash receptacles shall be emptied at least one each week.

NEXT BUS ARRIVAL SIGNAGE

Electronic signage informing passengers of the predicted arrival of the next bus for a given route can significantly improve the experience for customers. The District's policy with respect to electronic bus arrival signage is to install signage at locations meeting the following criteria:

- The location is a multi-modal transit center.
- The location is served by multiple SamTrans routes.
- Ridership is high at the location.
- Funding is available for installation/maintenance (e.g. from partner agencies).
- Installation is coordinated with other applicable agencies.

If and when SamTrans is in a position to introduce a comprehensive, system-wide electronic signage program, new policies will be developed to ensure equitable siting.

H. DEMOGRAPHIC AND SERVICE PROFILE

Exhibit H.1: Total Population by Census Tracts

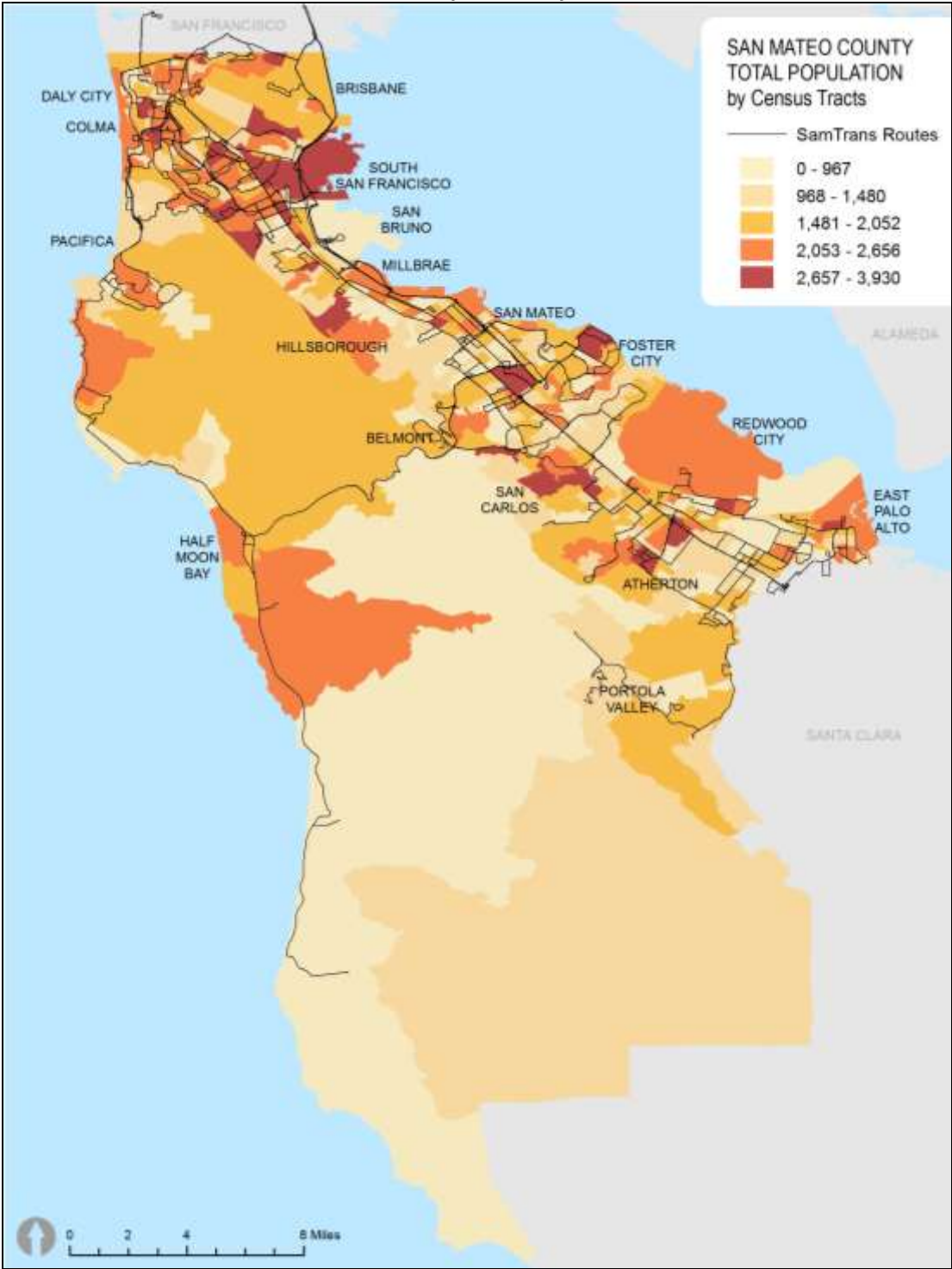


Exhibit H.2: Asian Population by Census Tracts

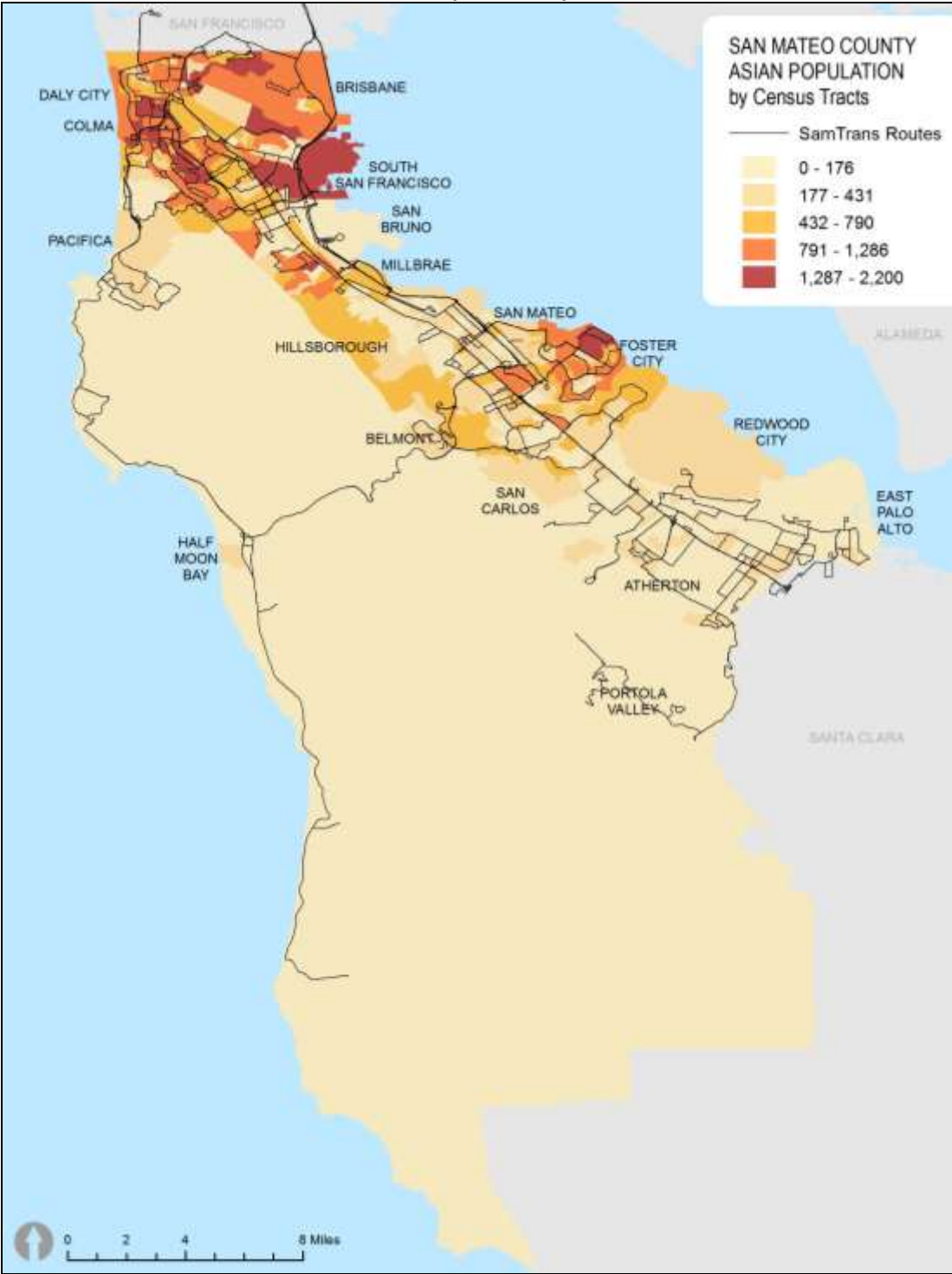


Exhibit H.3: Black Population by Census Tracts

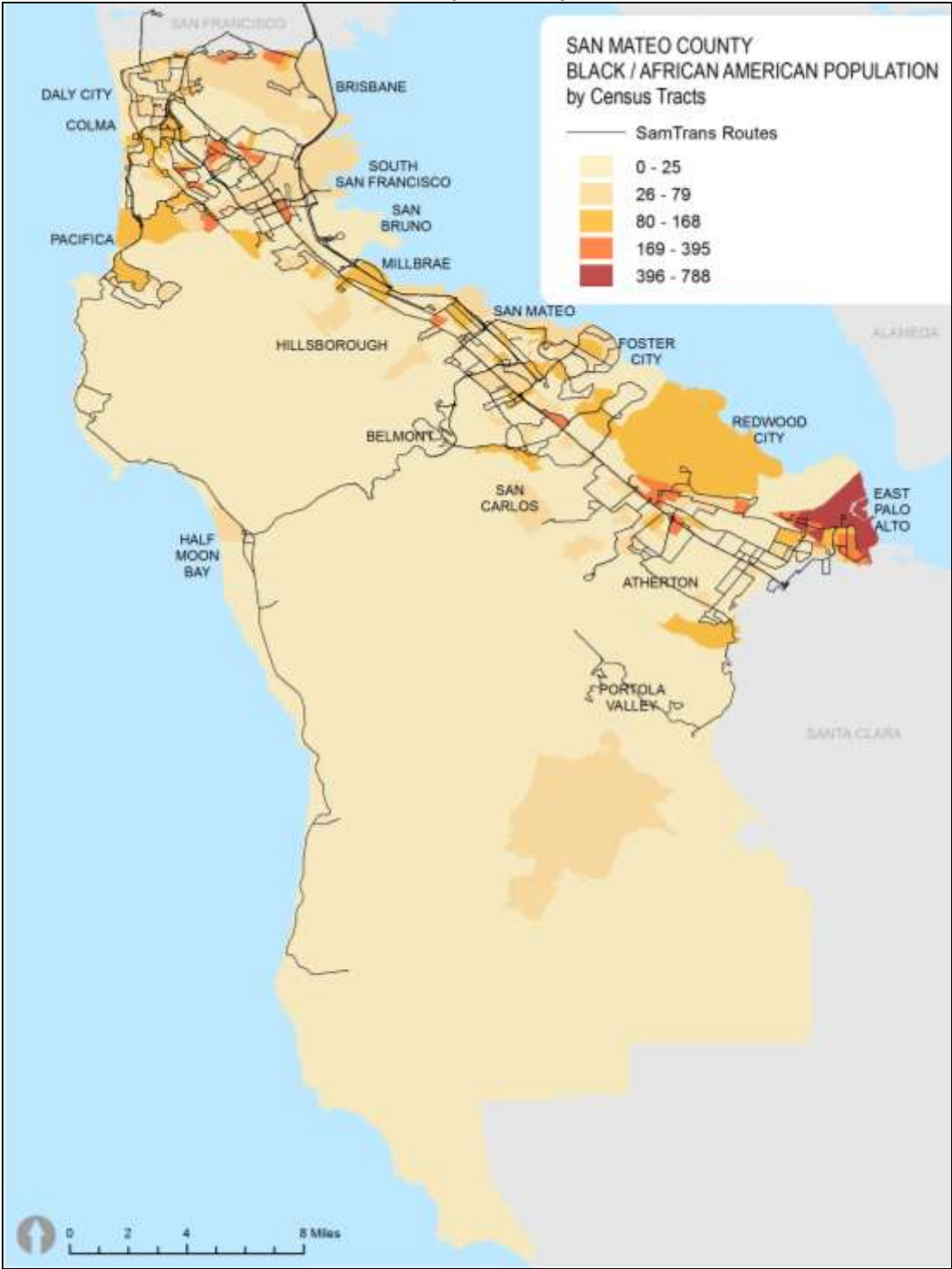


Exhibit H.4: Hawaiian/Pacific Islander Population by Census Tracts

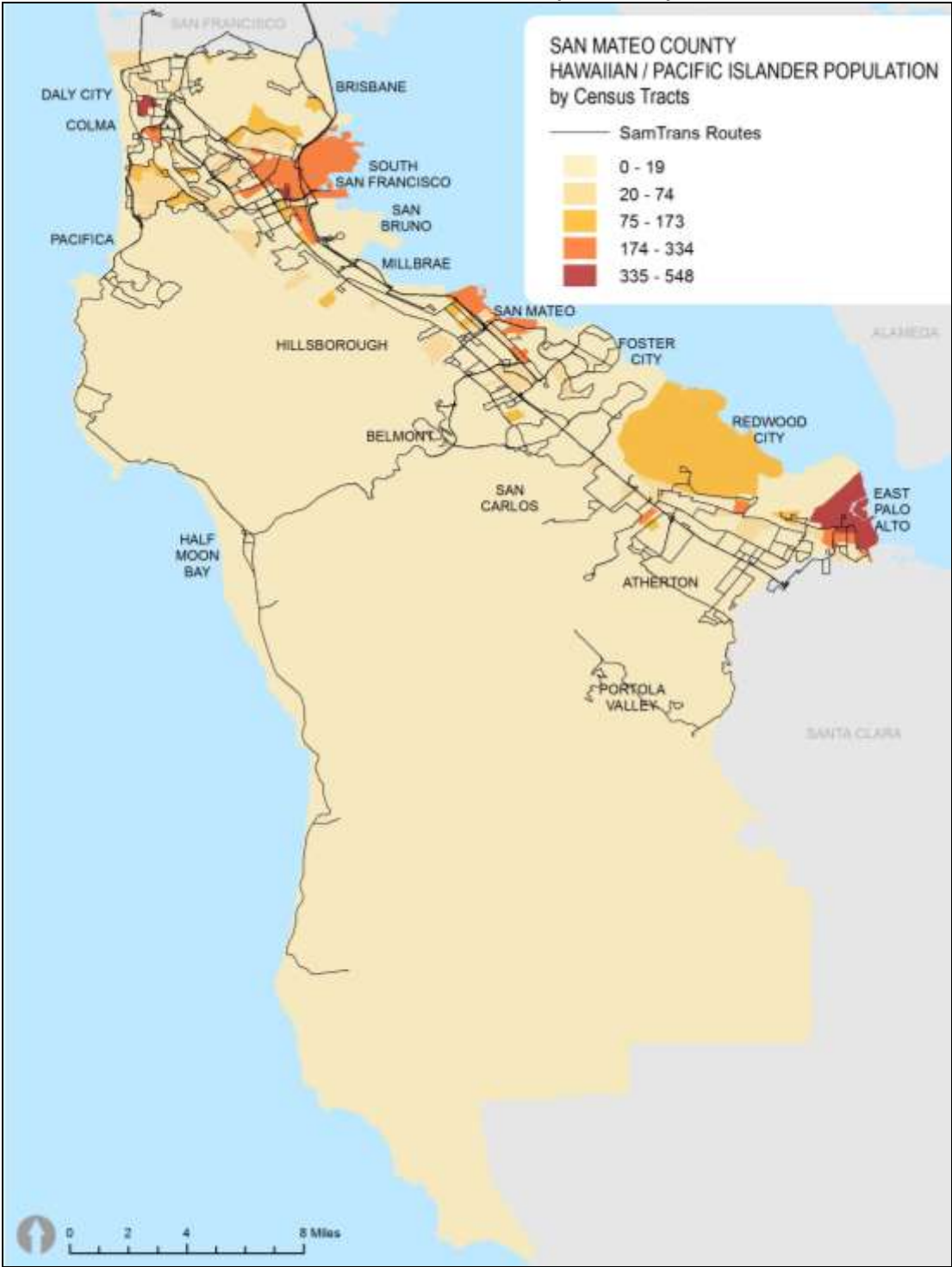


Exhibit H.5: Hispanic Population by Census Tracts

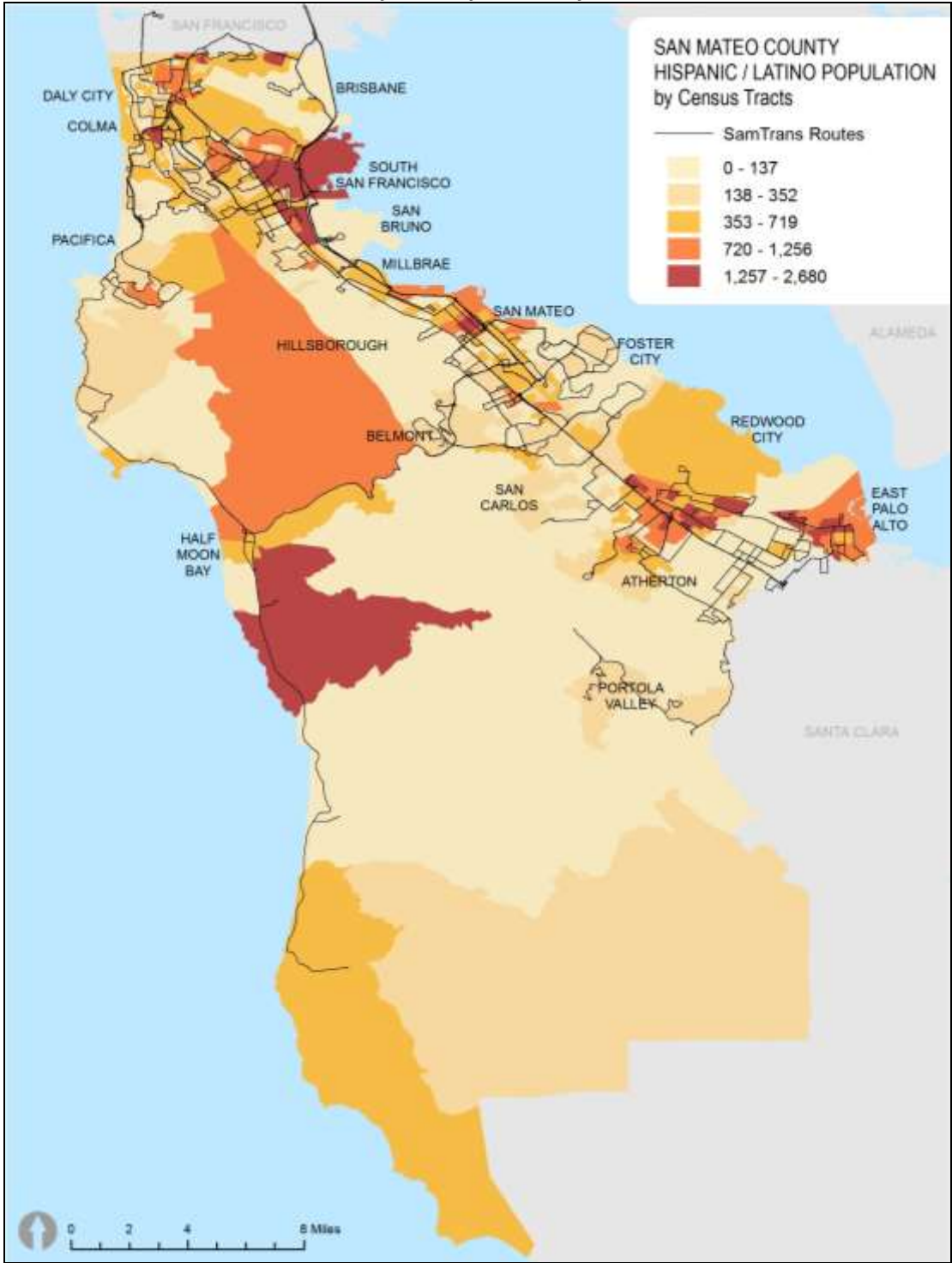


Exhibit H.6: “Other Races” Population by Census Tracts

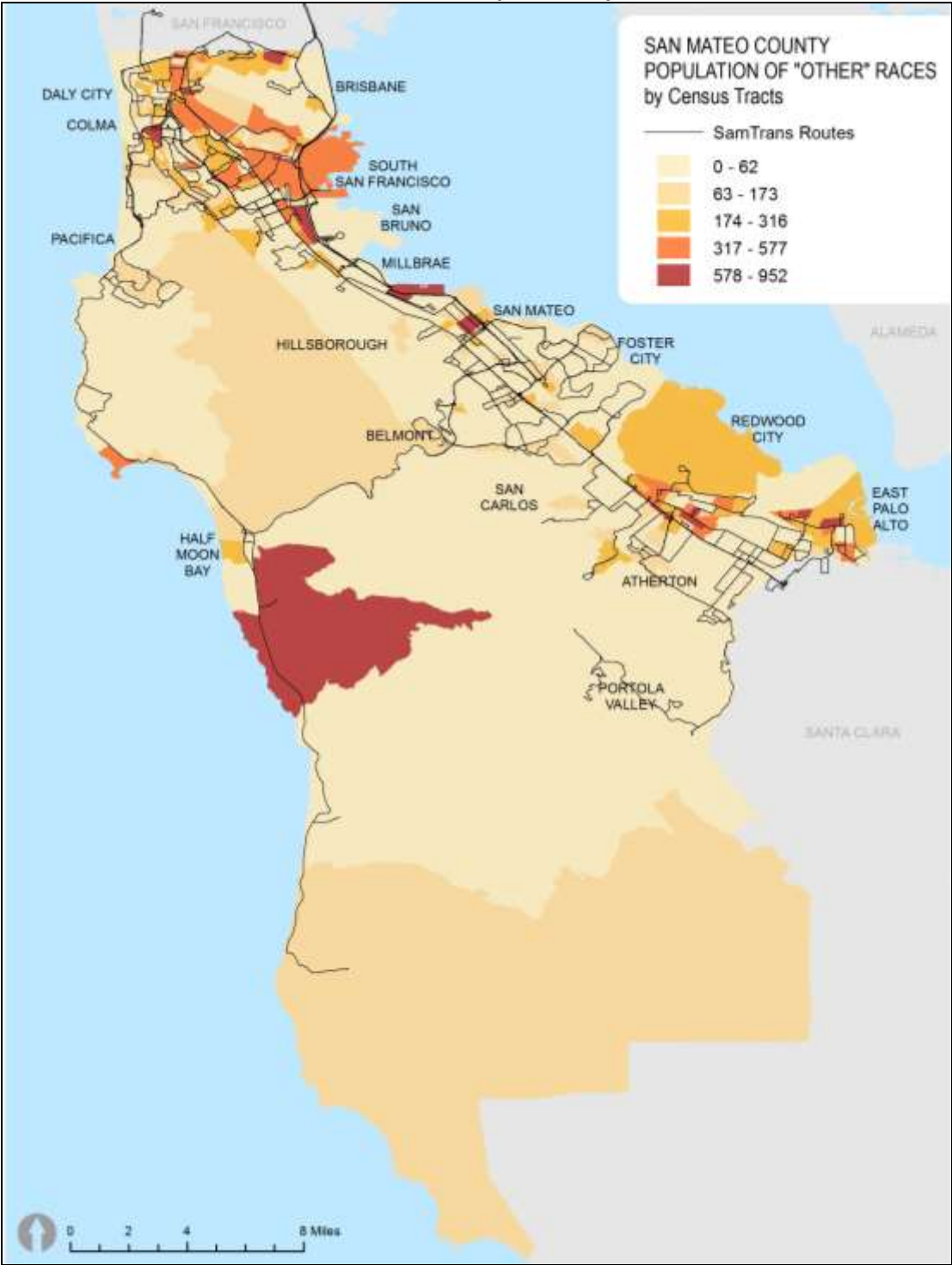


Exhibit H.7: White Population by Census Tracts

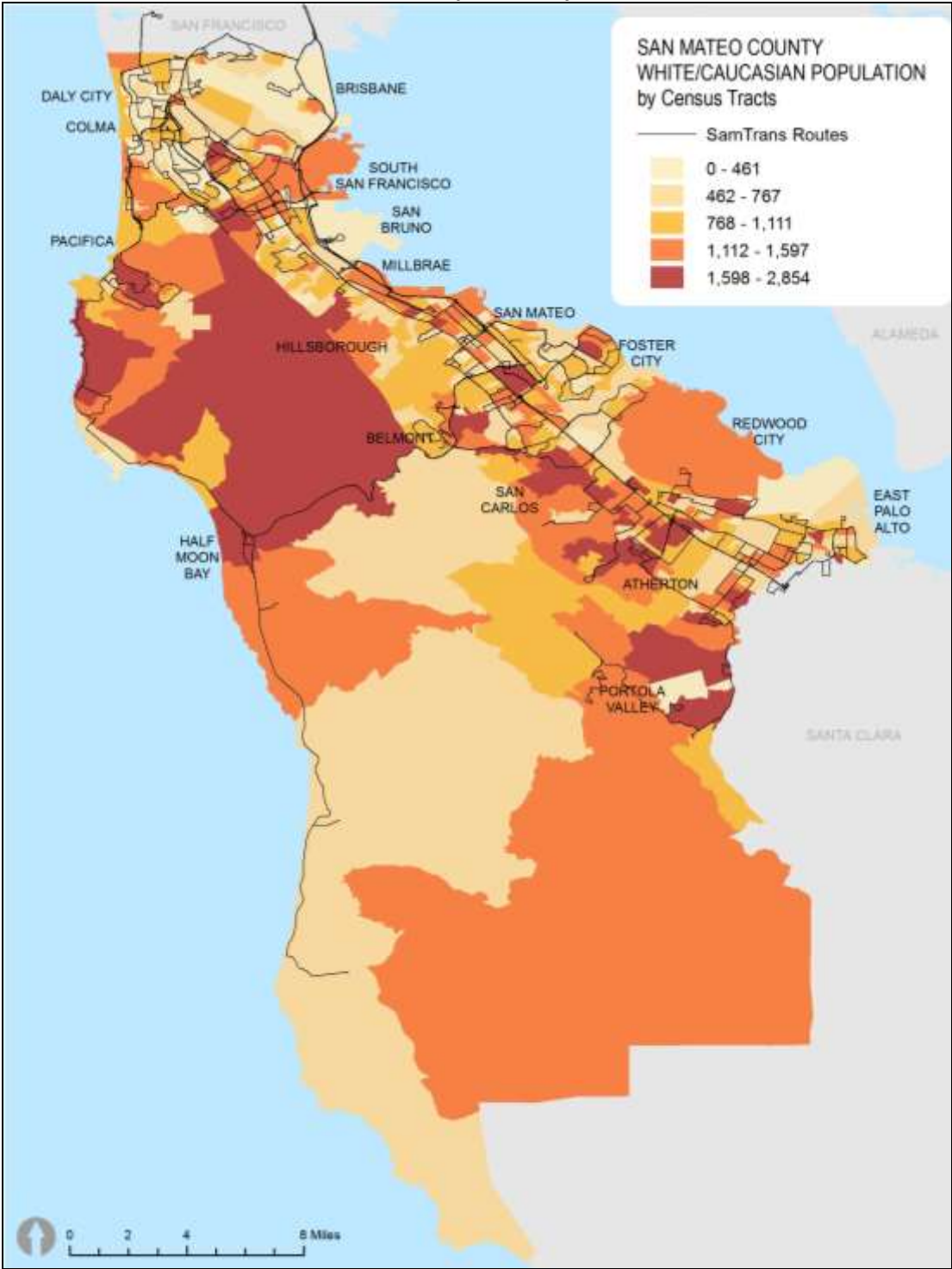
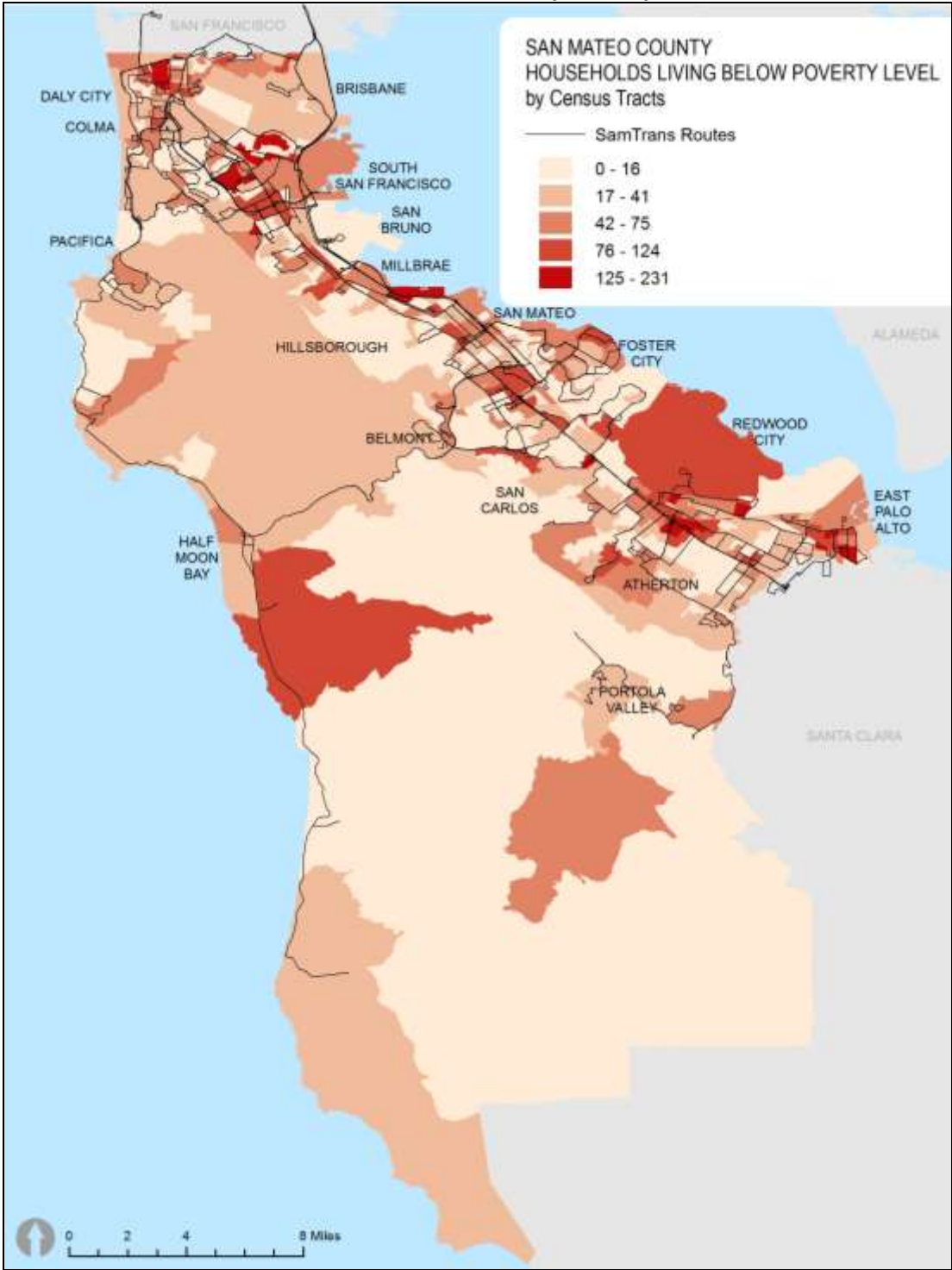


Exhibit H.8: Minority Populations by Census Tracts



Exhibit H.9: Households Below Poverty Level by Census Tracts



*The preliminary estimate of weighted average poverty thresholds for 2012 in the U.S. are earnings of \$23,497 annually for a family of four people.

Exhibit H.10: SamTrans Routes Categorized by Minority/Non-Minority



Exhibit H.11: SamTrans Routes Categorized by Income Level



I. RIDERSHIP AND TRAVEL PATTERNS

Surveys are conducted system-wide every three years using a market research on-call contractor. Paper surveys are distributed on-board vehicles and collected by surveyor staff. The results are entered, cleaned, and compiled in a succinct report by the contractor. The complete dataset (along with a report) is provided to SamTrans to use at our discretion. The Executive Summary of the most recent Survey is attached.

2012 SAMTRANS TRIENNIAL CUSTOMER SURVEY

Systemwide On-Board Bus Survey

SUMMARY REPORT

Prepared by

COREY, CANAPARY & GALANIS RESEARCH
447 Sutter Street – Penthouse North
San Francisco, CA 94108

INTRODUCTION

This report details the findings of an onboard survey of SamTrans bus riders. The fieldwork on this study was conducted in October 2012. In total, 5,872 completed questionnaires were collected and tabulated.

Key objectives of the survey include:

- Reporting trip characteristics such as: usage of SamTrans, fare category, trip purpose, access/egress, trip length, etc.
- Assessing the ratings of 11 specific service characteristics.
- Identifying sources used by riders for SamTrans route/schedule information.
- Providing a current user profile of SamTrans riders.

This report includes an Executive Overview, which highlights the most salient results, followed by a Detailed Results section that provides data on each question asked in the survey. The Appendix of this report includes a copy of the English and Spanish language questionnaires, technical information on survey methodology and weight factors used, information on routes sampled, and verbatim comment coding information. The complete statistical tables and printout of verbatim comments are included in separate binders.

Please note that the percentages included in this report may not add to 100% due to statistical rounding.

Questions regarding this project may be directed to: Christiane Kwok, SamTrans, 650-508-7926

Changes in SamTrans Service Since Last Survey

SamTrans has made a number of service-related changes since the last survey was conducted in 2009. Significant changes include:

- The elimination of eight routes in December 2009;
- A fare increase in January 2010;
- Paper Monthly passes replaced with the regional Clipper card in January 2012;
- Introduction of the Day Pass in January 2012; and
- Introduction of the route ECR – a combination of the routes 390 and 391, on weekends – in August 2012.

Methodology and Response Rate

The survey was conducted as an onboard self-administered questionnaire distributed to SamTrans riders. Surveyors boarded pre-selected routes and attempted to distribute questionnaires to all passengers on the bus. Completed surveys were collected by these surveyors (who stayed onboard during the bus ride).

Specific steps were taken to ensure the highest possible response rate. This includes: using professional/experienced onboard surveyors on the project, printing the questionnaire in English and

Spanish, offering an opportunity to be entered into a drawing for selected prizes (\$200 gift card and SamTrans Monthly passes), and providing a business reply mail-back option for persons who did not have time to complete the survey onboard.

The overall response was very high for a systemwide bus survey of this type. Key response rate statistics are as follows:

- 77% Completion Rate. This is calculated by dividing the total number of completes (5,872) by the total number of questionnaires distributed to passengers (8,116).
- 56% Response Rate. This is calculated by dividing the total number of completes (5,872) by all eligible passengers riding on the sampled buses (10,543).

(Note: "all eligible passengers" includes everyone except: children under 13, riders who had already participated, those who had a language barrier and those who were sleeping on the bus.)

Please see the appendix for additional details on distribution procedures and response rate information.

Field interviewing on this project was conducted between Thursday, October 2, and Sunday, October 21, 2012. The bulk of the surveying was conducted between the hours of 6:00 AM and 10:00 PM. The weekday shifts were allocated to allow for surveying during morning and afternoon peak periods, as well as off-peak periods. Specific routes were selected for each surveyor to ensure that interviewing on specific routes was conducted during different times of the day.

Surveyors returned completed questionnaires to Corey, Canapary & Galanis' office following the completion of the fieldwork. Editing, coding and inputting were done in-house once the questionnaires were returned.

Sampling

In total, 5,872 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.07% (at the 95% confidence level).

The sampling on the study was designed to achieve a cross section of riders utilizing different routes in San Mateo County. Surveys were conducted on weekdays and weekends. We sampled a total of 44 weekday routes and 24 weekend routes.

Each shift was assigned to allow a surveyor to cover multiple scheduled runs on selected routes. Depending on the route, two to ten full runs were covered in each allocated shift. On longer routes, such as the 390, fewer runs were covered in a single shift because the surveyor remained on the bus for the full length of the bus route. In total, approximately 608 individual survey runs were completed on these sampled routes.

Selection of routes was achieved by establishing a protocol which grouped routes by ridership: a) highly traveled routes, b) moderately traveled routes, and c) lightly traveled routes. In addition to ridership volume, geographic location of routes was also taken into account as a secondary consideration when determining which routes to sample. Consideration was given to ensuring that a diverse, and well represented, selection of routes from the Northern, Central and Southern regions of San Mateo County including All-nighter routes and Sunday routes. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes.

Segmentation groupings are shown in the table below.

SEGMENTATION GROUPINGS			
WEEKDAY			
<u>Route type</u>	<u>Avg weekday ridership</u>	<u># of routes</u>	<u>Approximate Shift allocation (%)</u>
Highly traveled routes	1,000 or more passengers	12 routes total	35% - 40%
Moderately traveled routes	200 – 999 passengers	20 routes total	25% - 30%
Lightly traveled routes	Fewer than 200 passengers	12 routes total	15% - 20%
WEEKEND			
<u>Route type</u>	<u>Avg weekday ridership</u>	<u># of routes</u>	<u>Approximate Shift allocation (%)</u>
Highly traveled routes	1,000 or more passengers	5 routes total	5% - 8%
Moderately traveled routes	200 – 999 passengers	12 routes total	4% - 7%
Lightly traveled routes	Less than 200 passengers	7 routes total	3% - 6%

The segments above are based on the daily ridership figures that were provided by SamTrans. A complete list of the specific SamTrans routes surveyed is included in the Appendix of this report.

Note that in selecting routes to sample, an active selection protocol was used rather than a random selection process. The active selection protocol allows for a diverse selection of routes from different geographic regions to be represented. This framework provides the ability to comprehensively survey both mainline and local routes from nearly all regions of San Mateo County. One reason a random selection process was not used in the selection of routes, is because it can result in unpredictable, non-diversified, selection of routes. For example, a random selection process could potentially result in an entire geographic region being excluded from the survey if no routes in that region are included through random selection.

Weighting

The number of surveys completed was compared to SamTrans ridership averages for the month of October 2012. This comparison showed that weighting the data was unnecessary, as the percentage of completed surveys (compared to the weekly total) for each ridership segment was already nearly identical to the estimated percentage of riders for each ridership segment.

The following chart shows the actual number of surveys by ridership segment and the segment's percentage of the weekly total of surveys.

SamTrans Ridership vs. Surveys Completed						
	Weekday			Weekend	Unknown	Weekly TOTAL
	Weekday Peak	Weekday Off-Peak	TOTAL Weekday			
Surveys completed	2,385	2,751	5,136	729	7	5,872
% of weekly total	40.62%	46.85%	87.47%	12.41%	0.12%	100%
Estimated weekly # of SamTrans riders*	99,705	124,625	224,330	38,927	-	263,257
% of weekly total*	37.87%	47.34%	85.21%	14.79%	-	100%

*Taken from ridership averages for October, 2012.

Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n = 5,872) who participated in the survey, the margin of error is +/- 1.07% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday peak (n = 2,385). +/-1.87% at the 95% confidence level;
- Weekday off-peak (n = 2,751). +/-1.72% at the 95% confidence level;
- Weekend (n = 729). +/-3.56% at the 95% confidence level.

EXECUTIVE SUMMARY

Half of SamTrans riders are long-time users, but there is a substantial share of new riders who have started using the system within the past year.

- Almost one-quarter (24%) of riders have been riding SamTrans for less than a year. This is a slight increase (3%) from 2009; however, nearly all of this increase stems from those riding 6 months or less.
- Half of riders (53%) have been using SamTrans for more than 3 years.

Most SamTrans riders rely on the system as their primary mode of transportation.

- Just over one-fourth (28%) of SamTrans riders own or have access to a car; this is up from 2009 (26%), but down from 32% in 2006.
- Most riders (77%) say the primary reason they use SamTrans is because they don't have a car or don't drive.
- Most riders (84%) use SamTrans at least 3 days per week, with two-thirds (66%) using it at least five days a week.

Most riders walk to the SamTrans bus stop and pay their fare either with cash or a SamTrans Monthly Pass. A number of riders take more than one SamTrans bus to their destination.

- Walking is the primary mode in getting to and from SamTrans. 73% walk to their bus stop, and 62% walk from the bus stop to their final destination.
- Half of all riders (50%) pay for their trip with cash, while 27% use a SamTrans Monthly Pass. Weekday peak period riders were slightly more likely to use a SamTrans Monthly Pass compared to weekday off-peak and Saturday riders.
- More than two-thirds (70%) of riders are making a round trip on SamTrans. While slightly higher than 2009, this percentage is still down slightly from 74% in 2006.
- While 58% use only one SamTrans bus for their one-way trip, 30% use 2 SamTrans buses, and 10% use 3 or more SamTrans buses for the trip.

SamTrans is used for a wide variety of purposes by its riders.

- Overall, slightly less than half of riders (44%) are traveling to or from work, and 29% are traveling to or from school, when using SamTrans.
- Work is the primary trip purpose for all time periods – with 48% of Weekday Peak riders, 40% of Weekday Off-Peak riders, and 49% of Weekend riders going to or from work.
- School is the second most common trip purpose among Weekday Peak (37%) and Weekday Off-Peak (29%) riders; however, among weekend riders, shopping is the second most common trip purpose (23%).

EXECUTIVE SUMMARY (continued)

Overall, SamTrans is generally well regarded by its customers.

- About three-fourths of riders (76%) are satisfied with their experience on the system overall, giving SamTrans a '4' or '5' rating on a 5-point scale. The overall mean score was 4.21.
- SamTrans achieved relatively consistent satisfaction ratings among major demographic and use sub-groups. A mean score of 4.05 or more was given by: weekday peak/ off-peak/ weekend riders, frequent and infrequent users, those who have access to a car and those who do not, and customers of all ages, income levels, and gender.
- An interesting result is in ratings vs. use/tenure. The normal trend in a system is for riders to become less satisfied the more they use a system. Riders who use a system more, or have been using a system longer, tend to become less satisfied with the system. This is due to riders becoming more familiar with the system and becoming better able to see the flaws. In this study, generally, this is not the case.
 - Riders who ride SamTrans 5 or more days a week rate SamTrans higher than those who ride only 3-4 days a week. Those who ride SamTrans 1-2 days/week rate the service on par with those who ride five or more days a week.

	2012	2009
<i>Ride...</i>	<u>mean score</u>	<u>mean score</u>
5 or more days/week	4.21	4.22
3 – 4 days/week	4.17	4.18
1 – 2 days/week	4.21	4.17
Less than once a week	4.31	4.23

- Riders who have been riding SamTrans longer rate the experience higher than newer riders. This has been consistent since 2006.

	2012	2009	2006
<i>Have been riding...</i>	<u>mean score</u>	<u>mean score</u>	<u>mean score</u>
Less than one year	4.20	4.18	4.07
1 – 3 years	4.15	4.17	4.12
More than 3 years	4.24	4.24	4.17

- Those using southern SamTrans routes are more satisfied than riders on other routes. However, riders on Central and Northern routes are more satisfied than they were in 2009.

	2012	2009
<i>Geographic type of route...</i>	<u>mean score</u>	<u>mean score</u>
South	4.25	4.30
Trunk (Multiple Regions)	4.20	4.24
North	4.22	4.18
Central	4.18	4.14

- Riders who completed the Spanish language questionnaire are more satisfied than those who filled out the English language questionnaire.

	2012 mean score
Spanish language questionnaire	4.47
English language questionnaire	4.19

Note: The mean score is used for the comparisons since it reflects a weighted average for all respondents who gave a rating (don't know/no answer responses are not included in the mean score). 5.00 is the optimal positive score and 1.00 is the lowest score.

Among specific service attributes, SamTrans scored highest on availability of information on buses and cleanliness of the bus. It rated lowest on frequency of buses (among the 11 attributes rated).

- Attributes seeing the highest increases since 2009 included “Value for the money” (3.96, an increase of 0.14); “Communication of bus changes” (3.99, an increase of 0.12); and “Cleanliness of bus” (4.32, an increase of 0.09).
- The only attribute with a significant decrease in ratings was “On-time performance,” which dropped in 2012 to 3.78 (down 0.09 from 2009).

Most riders would prefer to get SamTrans information (such as route schedules, changes, and special services) on the bus itself.

- “On the bus” was selected by nearly three quarters of riders (71%) as the place that they would most like to get SamTrans information, but 52% of riders would like to get information at bus stops, and 27% would like to get information from the SamTrans website. As mobile media has expanded significantly since the 2009 study, respondents may be requesting information ‘on the bus’ in paper, real-time signage, mobile site/application, or other forms.

SamTrans riders speak a multitude of languages in addition to English.[^]

- English, Spanish, and Tagalog are the top languages spoken at home by SamTrans riders, followed by Cantonese and Mandarin.
- In total, 15% of respondents indicate that English is not spoken well or not spoken at all in their household.

[^]*Note, however, that these percentages may be lower than reported. Where possible, language barriers were tracked and, if language spoken was readily available, noted. This resulted in 308 Chinese-language barriers and 88 Tagalog-language barriers documented during fieldwork, or about 3.7% of all respondents on sampled buses.*

RIDER CHARACTERISTICS

ACCESS TO THE INTERNET

14. Do you have convenient access to the internet?

Most riders (79%) have access to the Internet. Weekday Peak riders were most likely to have access (81%), while Weekend riders were least likely to have access (72%).

Base: (All Respondents)

	2012
	Total
	5872
	%
Yes – have access to the Internet ...	79
No	16
No Answer	5
	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Yes – have access to internet	79	81	80	72
No	16	14	16	22
No Answer	5	5	4	6
	100	100	100	100

(See Statistical Table 30)

This question was not asked in 2009.

ACCESS TO THE INTERNET - LOCATION

14a. (If Yes) From where?

- Most respondents (79%) access the Internet from home; however, nearly half of those with Internet access have a cell or other mobile connection (49%).
- Notably, those who can access the Internet from a library or other public area (27%) are slightly more than those who can access the Internet from work (23%).

Base: (have access to the internet)

	2012
	Total
	4664
	%
Home	76
Cell/Mobile	50
Library/Other public area	27
Work	23
No Answer	4

(Multiple answers accepted)

	2012	2012	2012	2012
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base: (have access to the internet)	4,664	1,940	2,196	524
	%	%	%	%
Home	76	77	76	73
Work	23	26	21	22
Cell/Mobile	49	50	49	48
Library/Other public area	27	26	28	20
No Answer	4	3	4	6

*(Multiple answers accepted)**(See Statistical Table 31)*

ACCESS TO A CAR

15. Do you own or have access to a car?

Slightly more than a quarter (28%) of respondents has access to a car. Those with higher incomes and Weekday Peak riders are more likely to have vehicle access.

Base: (All Respondents)	2012 Total 5,872 %	2009 Total 7,003 %
Yes – have access to a car	28	26
No	67	64
No Answer	5	11
	100	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
Yes – have access to a car	28	29	28	25
No	67	65	67	69
No Answer	5	6	5	6
	100	100	100	100

(See Statistical Table 32)

LANGUAGES SPOKEN AT HOME

20. Which languages are spoken in your home? (check all that apply)

Respondents listed more than 30 languages spoken in their homes. English, Spanish, and Tagalog remain the top languages spoken at home by SamTrans riders.

	2012 Total 5,872 %	2009 Total 7,003 %
Base: (All Respondents)		
English	85	81
Spanish	31	31
Tagalog	15	16
Cantonese	3	3
Mandarin	2	2
Hindi or other Indian language	2	2
French	1	<1
Russian	1	1
Vietnamese	1	1
Tongan	1	<1
No Answer	4	7

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
English	85	85	87	79
Spanish	31	32	29	34
Tagalog	15	13	16	18
Cantonese	3	3	2	3
Mandarin	2	3	2	2
Hindi or other Indian lang.	2	2	1	1
French	1	1	1	2
Russian	1	1	1	1
Vietnamese	1	1	1	<1
Tongan	1	1	1	<1
No Answer	4	4	4	6

(Multiple answers accepted on this question)

(See Statistical Table 37)

Note: Partial list; languages listed indicated by 1% or more of respondents. See tables for a complete list.

ENGLISH PROFICIENCY IN HOME

21. In your home, is English spoken...very well, well, not well, or not at all?

- In total, about 15% of respondents indicate that English is not spoken well or not spoken at all in their household. This is approximately the same ratio as in 2009.

	2012 Total 5,872 %	2009 Total 7,003 %
Base: (All Respondents)		
Very well	55	54
Well	25	23
Not well.....	11	11
Not at all	4	4
No Answer	5	8
	100	100

	2012 Total 5,872 %	2012 Weekday Peak 2,385 %	2012 Weekday Off-Peak 2,751 %	2012 Weekend 729 %
Base: (All Respondents)				
Very well	55	56	56	50
Well	25	24	27	24
Not well	11	12	10	14
Not at all	4	4	4	7
No answer	5	5	4	7
	100	100	100	100

(See Statistical Table 38)

PERSONAL ENGLISH PROFICIENCY

22. How well do you speak English...very well, well, not well, or not at all?

- About 13% of SamTrans riders do not speak English well, or do not speak English at all.

	2012
	Total
Base: (All Respondents)	5,872
	%
Very well	62
Well	20
Not well.....	10
Not at all	3
No Answer	5
	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
Very well	62	62	64	53
Well	20	20	20	22
Not well	10	10	9	14
Not at all	3	2	2	4
No answer	5	6	4	7
	100	100	100	100

(See Statistical Table 39)

Note: This question was not asked in 2009.

ETHNICITY

23. Which of the following describes your ethnic background?

- Over one third of SamTrans riders are Hispanic.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
Hispanic/Latino	36	34
White/Caucasian.....	22	23
Filipino	21	19
Black/African American	9	8
Chinese.....	7	7
Asian/Pacific Islander^.....	4	4
Tongan	2	*
East Indian/Pakistani^	1	1
Native American^	1	1
Vietnamese	1	1
Middle Eastern^.....	1	1
Other (Unspecified)	1	1
No Answer	5	9

*In 2009, Tongan was coded up to the general "Asian/Pacific Islander" category.

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
Hispanic/Latino	36	36	34	38
White/Caucasian	22	21	24	22
Filipino	21	19	22	23
Black/African American	9	10	10	7
Chinese	7	8	6	6
Asian/Pacific Islander^	4	5	4	2
Tongan	2	2	2	1
East Indian/Pakistani^	1	1	1	<1
Native American^	1	1	1	1
Vietnamese	1	1	1	1
Middle Eastern^	1	<1	1	<1
Other (Unspecified)	1	1	1	1
No Answer	5	6	5	6

(Multiple answers accepted)

(See Statistical Table 30)

^ These options were not included in the survey instrument, but were written in by respondents.

HOME COUNTY (BASED ON ZIP CODE)

24. What is your home zip code?

- As expected, San Mateo County is home to most of the riders surveyed.
- San Francisco riders make up a slightly higher share of weekend riders. This appears to be due to a slightly higher share of those who commute to work on the weekend, as well as a higher share of shopping and recreational trips.

Base: (All Respondents)	2012 Total 5,872 %	2009 Total 7,003 %
San Mateo County	73	71
San Francisco County	7	7
Santa Clara County	2	4
Alameda County	1	1
Other Bay Area	1	1
Other Northern California	<1	<1
Southern California	<1	<1
Out of California	1	1
No Answer	15	15
	100	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
San Mateo County	73	75	74	64
San Francisco County	7	6	6	11
Santa Clara County	2	2	2	2
Alameda County	1	1	1	1
Other Bay Area	1	1	1	<1
Other Northern California	<1	<1	<1	1
Southern California	<1	<1	1	<1
Out of California	1	1	1	1
No Answer	15	14	14	20
	100	100	100	100

(See Statistical Table 31)

San Mateo County – Home Cities

	Total	Weekday Peak	Weekday Off-peak	Weekend
Base: (All Respondents)	5,872	2385	2751	729
	%	%	%	%
<u>San Mateo County (net)</u>	<u>73</u>	<u>75</u>	<u>74</u>	<u>64</u>
Daly City	17	17	17	18
San Mateo.....	12	13	11	9
Redwood City.....	10	10	11	8
South San Francisco	8	9	7	7
Pacifica	6	7	6	4
San Bruno.....	5	5	5	3
East Palo Alto^	5	4	5	5
Belmont	2	3	2	1
Burlingame.....	2	2	2	2
Menlo Park.....	2	1	2	2
San Carlos.....	1	1	1	1
Half Moon Bay	1	<1	1	1
Millbrae.....	1	1	1	1
Brisbane	1	1	<1	<1
El Granada.....	<1	<1	<1	1
Moss Beach.....	<1	-	<1	1
Pescadero	<1	<1	<1	1
La Honda	<1	<1	<1	-
Loma Mar	<1	<1	<1	-
Portola Valley.....	<1	<1	-	-
San Gregorio	<1	<1	-	-

San Francisco County – Home Cities

San Francisco City and County	7	6	6	11
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Santa Clara County – Home Cities^

<u>Santa Clara County (net)</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
Mountain View	1	1	<1	<1
Palo Alto^	1	<1	1	1
San Jose.....	<1	<1	<1	1
Sunnyvale.....	<1	<1	<1	<1
Santa Clara	<1	<1	<1	-
Gilroy	<1	<1	-	-
Los Altos.....	<1	-	<1	-
Milpitas	<1	<1	-	<1
Saratoga	<1	-	<1	-

^The ZIP Code 94303 includes both East Palo Alto (San Mateo County) and Palo Alto (Santa Clara County). Since more than half of the ZIP Code is attributed to East Palo Alto, it is included under that city/county.

(See Statistical Table 32)

DEMOGRAPHICS

- Included below is the demographic data of survey respondents.
- More riders are employed part-time (24% in 2012 vs. 19% in 2009) or unemployed (11% in 2012 vs. 7% in 2009) than during the previous study.

Base: (All Respondents)	Total 5872 %	Weekday Peak 2385 %	Weekday Off-peak 2751 %	Weekend 729 %
GENDER				
Male	44	43	45	46
Female	50	51	50	46
Other	<1	<1	<1	-
No Answer	6	6	5	8
EMPLOYMENT STATUS				
Employed Full Time	31	33	28	40
Student	26	31	25	14
Employed Part Time	24	23	26	23
Unemployed	11	9	13	9
Retired	7	5	8	9
Homemaker	3	2	3	4
Other	<1	-	<1	-
No Answer	6	6	5	7
AGE[^]				
13 – 17	18	23	15	10
18 – 24	21	18	24	17
25 – 34	14	13	15	15
35 – 44	11	12	10	13
45 – 54	12	12	12	13
55 – 64	10	10	10	14
65 and older	8	6	9	12
Don't Know/No Answer	4	4	4	6
MEAN AGE (in Years) ^	35	34	36	40

(See Statistical Tables 33, 35, 36)

[^] Respondents appearing to be at least 13 years of age were asked to participate in this study. Respondents who indicated an age below 13 were removed from survey data.

DEMOGRAPHICS (continued)

	Total	Weekday	Weekday	Weekend
Base: (All Respondents)	5872	Peak	Offpeak	729
	%	%	%	%
EDUCATION*				
Some high school or less.....	20	25	17	16
High school graduate	24	21	26	27
Some college or technical school ...	24	20	27	24
College graduate	19	19	18	21
Post Graduate	5	6	5	4
No Answer	7	8	6	9
INCOME				
Less than \$10,000/yr	20	18	20	22
\$10,000 - \$24,999	21	19	22	23
\$25,000 - \$49,999	17	16	16	18
\$50,000 - \$74,999	9	10	9	7
\$75,000 - \$99,999	4	4	5	4
\$100,000 or more	5	6	5	3
No Answer	24	26	23	24
MEAN INCOME (In \$1000s)	\$36.1	\$38.5	\$35.4	\$30.8
LANGUAGE OF QUESTIONNAIRE				
English	90	90	91	84
Spanish.....	10	10	9	16
RIDERSHIP SEGMENT				
Weekday Peak	41	100	-	-
Weekday Off-Peak	47	-	100	-
Weekend.....	12	-	-	100

(See Statistical Tables 34)

*Level of education was not asked in 2009.

J. MONITORING PROGRAM

SYSTEM-WIDE SERVICE STANDARDS

Pursuant to requirements set forth in The Federal Transit Administration's (FTA) Circular 4702.1B SamTrans must establish and monitor its performance using quantitative Service Standards and qualitative Service Policies. These service standards contained herein are used to develop and maintain efficient and effective fixed-route transit service. In some cases, these standards differ from standards used by SamTrans for other purposes.

Some SamTrans standards are defined with regards to peak and off-peak hours. Peak hours are 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m., intervals during which ridership tends to be highest. Off-peak hours are any times that are not within the peak hour ranges.

Exhibit J.1 displays the different types of routes that SamTrans services. Coastal routes serve the coast-side communities from Half Moon Bay to Pacifica. Community routes serve community-specific areas and are infrequent. Local routes carry passengers between major passenger hubs, employment centers, and residential neighborhoods. Multi-city routes serve multiple cities. Mainline routes are long-distance and serve significant portions of the county, usually with higher frequency.

Exhibit J.1: Routes by Category

Category	Routes
Coastal	14, 16, 17, 294
Community	24, 35, 36, 38, 43, 46, 53, 54, 55, 58, 72, 73, 83, 85
Local	110, 112, 118, 120, 121, 122, 123, 130, 132, 133, 140, 141, 250, 251, 260, 270, 271, 274, 280, 281
Multi-City	295, 296, 297, 359, 397, KX
Mainline	292, 390, 391, ECR

The route types are determined from baseline standards. SamTrans utilized its triennial customer survey data to determine the percentage of riders on each route who identify themselves as either "minority" or "low-income." Any routes wherein a higher percentage of riders identified themselves as "minority" than the system average of 81.1% are categorized as minority, and any routes with more than the system average of 53.7% self-identified "low income" riders are categorized as low income routes.

Exhibit J.2: Routes by Status

Route	Minority Status	Income Status
14	Non-minority	Non-low-income
16	Non-minority	Non-low-income
17	Non-minority	Non-low-income
24	Minority	Low Income
35	Non-minority	Non-low-income
36	Minority	Non-low-income
38	Non-minority	Non-low-income
43	Minority	Low Income
46	Non-minority	Non-low-income
53	Non-minority	Non-low-income
54	Non-minority	Non-low-income
55	Non-minority	Low Income
85	Minority	Non-low-income
110	Non-minority	Non-low-income
112	Non-minority	Non-low-income
118	Non-minority	Non-low-income
120	Minority	Non-low-income
121	Minority	Non-low-income
122	Minority	Non-low-income
123	Minority	Non-low-income
130	Minority	Low Income
132	Minority	Non-low-income
133	Minority	Low Income
140	Minority	Low Income
141	Non-minority	Non-low-income
250	Minority	Low Income
251	Non-minority	Non-low-income
260	Non-minority	Non-low-income
262	Non-minority	Non-low-income
270	Non-minority	Low Income
271	Non-minority	Non-low-income
274	Non-minority	Non-low-income
280	Minority	Low Income
281	Minority	Low Income
292	Non-minority	Non-low-income
294	Non-minority	Low Income
295	Non-minority	Low Income
296	Minority	Low Income
297	Minority	Low Income
359	Non-minority	Non-low-income
390	Minority	Low Income
391	Minority	Low Income
397	Non-minority	Low Income
ECR	Minority	Low Income
KX	Non-minority	Non-low-income

VEHICLE LOAD

Standard:

Vehicle Load Factor is defined by FTA Circular 4702.1b as “the ratio of passengers to the total number of seats on a vehicle. For example, on a 40-seat bus, a vehicle load of 1.3 means all seats are filled and there are approximately 12 standees.” The SamTrans vehicle load standards are calculated by dividing the average peak passenger load on each route by the number of seats on the type of bus typically assigned to that route.

Exhibit J.3: Vehicle Load Factor Standards

Category	Peak	Off-Peak
Coastal	1.25	1.00
Community	1.50	N/A
Local	1.25	1.00
Multi-City	1.25	1.00
Mainline	1.50	1.25

Finding:

Across all SamTrans routes, vehicle load factor standards were met. All of the SamTrans route categories and their respective routes were far from the maximum vehicle load standard, with the highest vehicle loads coming from the mainline routes (0.38 during peak hours and 0.33 during off-peak hours).

Exhibit J.4: Actual Average Vehicle Load

Category	Peak	Off-Peak
Coastal	0.24	0.16
Community	0.27	N/A
Local	0.22	0.19
Multi-City	0.21	0.21
Mainline	0.38	0.33

Exhibit J.5: Average Vehicle Loads by Route Status

Type	Peak	Off-Peak
Minority	0.25	0.22
Non-Minority	0.24	0.2
Low Income	0.25	0.23
Non-Poverty	0.24	0.19

VEHICLE HEADWAY

Standard:

Vehicle headway is defined by FTA Circular 4702.1B as “the amount of time between two vehicles traveling in the same direction on a given line or combination of lines.” The SamTrans vehicle headway standards are calculated by determining the average length of time between buses on each route during peak and off-peak times.

Exhibit J.6: Vehicle Headway Standards

Category	Peak	Off-Peak
Coastal	90 minutes	90 minutes
Community	60 minutes	N/A
Local	60 minutes	60 Minutes
Multi-City	60 minutes	60 Minutes
Mainline	30 minutes	60 minutes

Finding:

Across all SamTrans routes, vehicle headway standards were met. The highest average headway was 64 minutes for the coastal line. The lowest average headway was 36 minutes for the mainline.

Exhibit J.7: Actual Headways by Route Category

Category	Maximum Headway	Minimum Headway	Average Headway
Coastal	90 minutes	30 minutes	64 minutes
Community	60 minutes	60 minutes	60 minutes
Local	60 minutes	10 minutes	43 minutes
Multi-City	60 minutes	15 minutes	53 minutes
Mainline	60 minutes	30 minutes	36 minutes

Exhibit J.8: Average Headways by Route Status

Type	Average Headway
Minority	46 minutes
Non-Minority	52 minutes
Low Income	47 minutes
Non-Poverty	51 minutes

ON-TIME PERFORMANCE*Standard:*

On-time performance is defined by FTA Circular 4702.1b as “a measure of runs completed as scheduled.” A bus is considered late if it departs its scheduled “time point” five or more minutes later than the scheduled time. A bus is considered early if it departs from a scheduled “time point” at any time prior to the scheduled departure time.

Exhibit J.9: On-Time Performance Standards

Category	Peak	Off-Peak
Coastal	85 percent	85 percent
Community	85 percent	N/A
Local	85 percent	85 percent
Multi-City	85 percent	85 percent
Mainline	85 percent	85 percent

Finding:

On average, none of the route categories met on-time performance standards during peak or off-peak hours. Of all the route categories, the mainline routes, which serve the greatest number of cities in San Mateo County and San Francisco County on a single run, had the lowest percentage of routes meeting on-time performance standards. Local routes had the highest on-time performance. These routes serve diverse cities in San Mateo County, which include Redwood City, South San Francisco, and Palo Alto. While the lack of on-time performance across all route categories is not favorable for any transit agency, it is important to note that SamTrans does not favor any particular city or region within its service area; SamTrans' on-time performance is equitably distributed across all route categories and types.

Exhibit J.10: Average On-Time Performance by Route Category

Category	Average On-Time Performance
Coastal	79 percent
Community	76 percent
Local	82 percent
Multi-City	77 percent
Mainline	77 percent

Exhibit J.11: Percentage of Routes Meeting Performance Standards

Category	Peak	Off-Peak
Coastal	0 percent	33 percent
Community	43 percent	N/A
Local	48 percent	55 percent
Multi-City	40 percent	20 percent
Mainline	25 percent	25 percent

Exhibit J.12: Percentage of Routes Meeting Standard by Route Status

Type	Percent On-Time	
	Peak	Off-Peak
Minority	31 percent	44 percent
Non-Minority	48 percent	41 percent
Low Income	33 percent	38 percent
Non-Poverty	54 percent	33 percent

SERVICE AVAILABILITY

Service availability/transit access is defined by FTA Circular 4702.1B as “a general measure of the distribution of routes within a transit provider’s service area.” SamTrans’ goal is to ensure that 70 percent of county residents live within walking distance (or one quarter mile) of a bus stop. Exhibit J.13 below indicates that SamTrans’ standard is met.

Exhibit J.13: SamTrans Service Area and Walking Distances

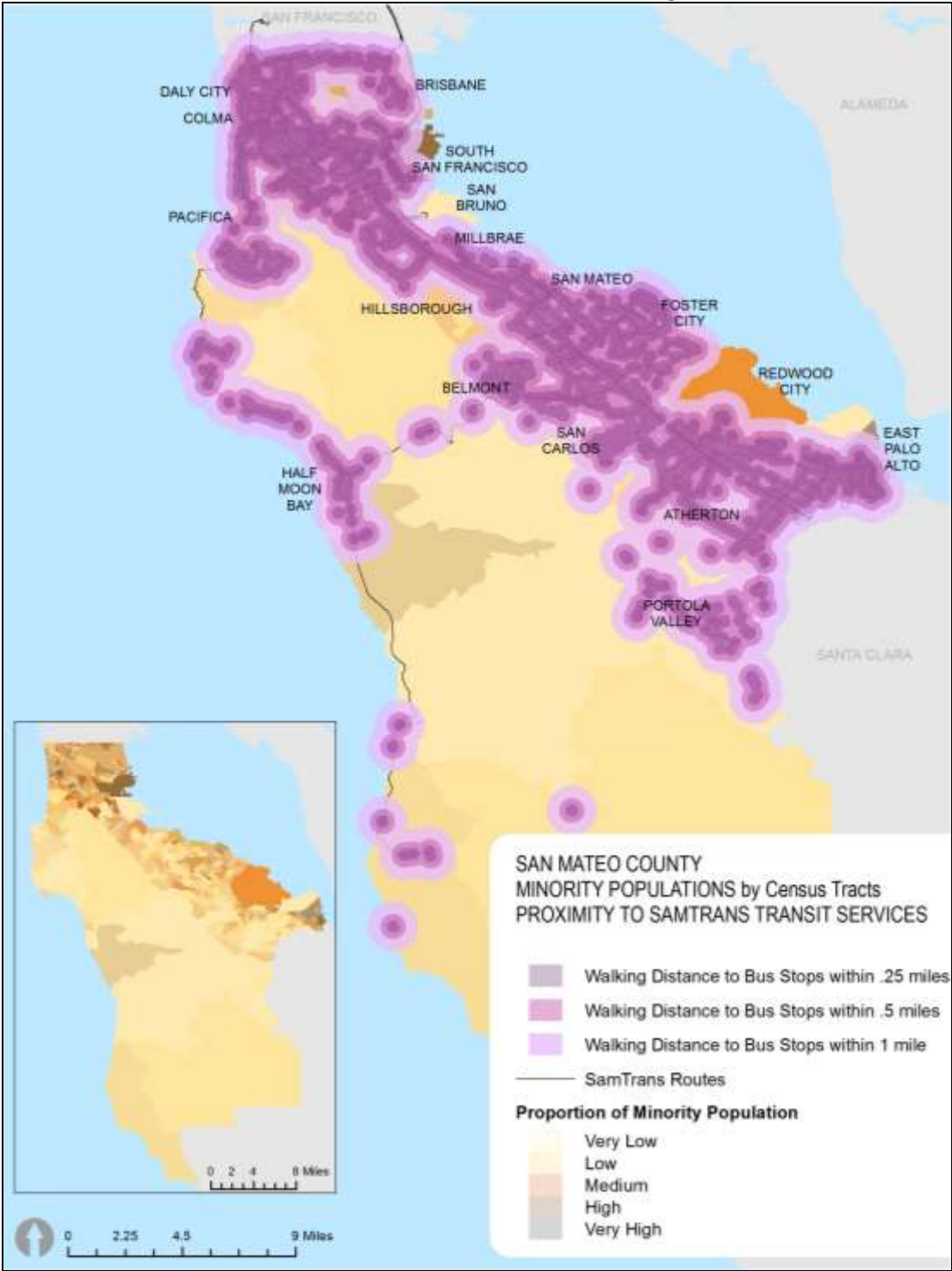
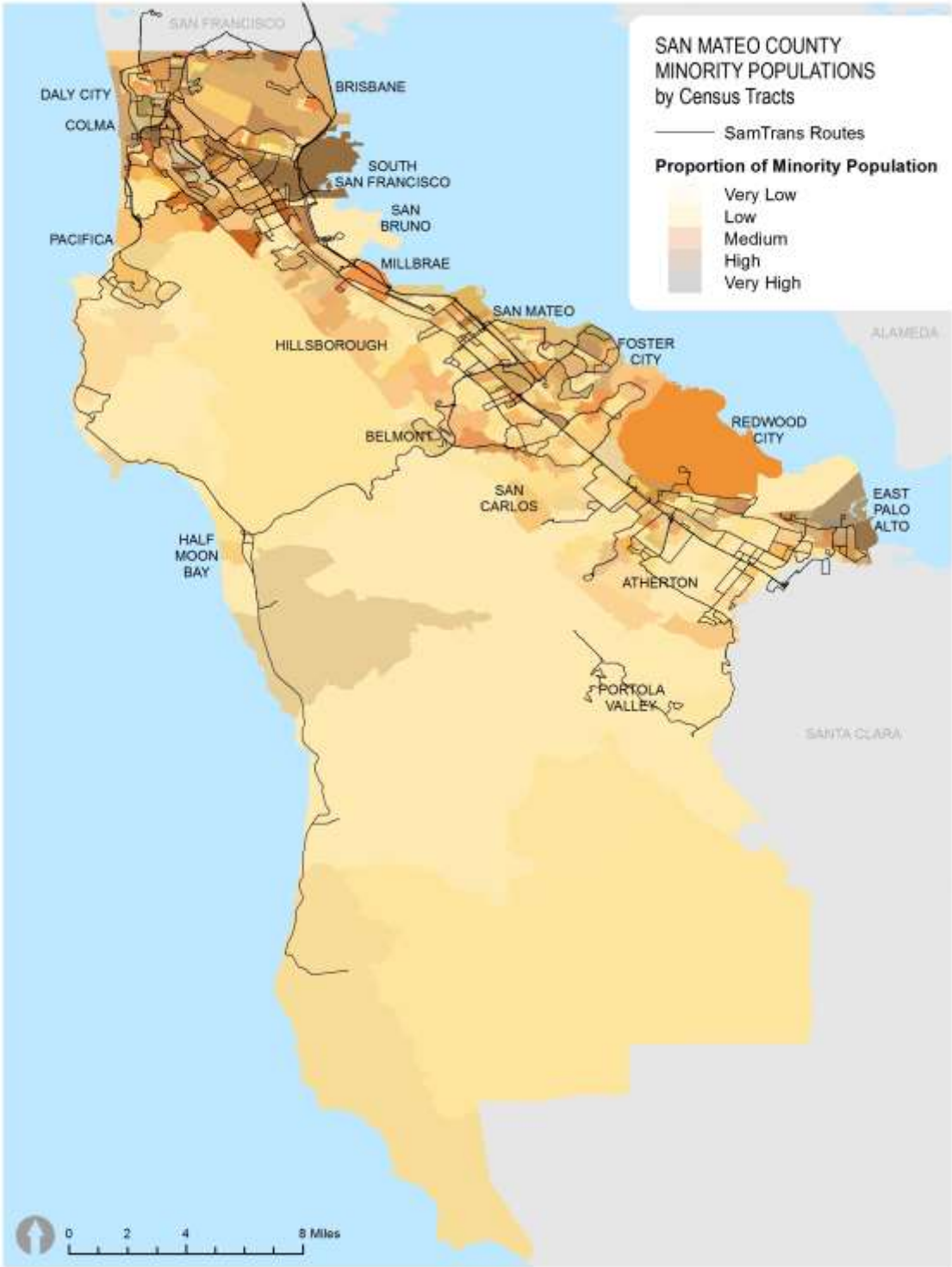


Exhibit J.14: San Mateo County Minority Populations & SamTrans Fixed-Bus Routes



SYSTEM-WIDE SERVICE POLICIES

VEHICLE ASSIGNMENT

Vehicle assignment is defined by FTA Circular 4702.1B as “the process by which transit vehicles are placed into service in depots and on routes throughout the transit provider’s system.” SamTrans’ policy is depot-specific. SamTrans currently has four types of buses in fleet: 29-foot transit coaches, 35-foot low-floor transit coaches, 40-foot transit coaches, and 60-foot articulated coaches.

All SamTrans buses are maintained to the same strict standards and have the same level of amenities available to riders. Coaches are distributed among the various depots according to the number of operator runs assigned to each depot. The operator chooses the specific type of vehicle based on the demands of the schedules he/she will be operating that day. All 29-foot buses are assigned to Route 17, which generally has lower ridership and features difficult turning motions at certain points along the route.

SamTrans is expecting delivery of new diesel-hybrid coaches in the next several years. These new buses will be assigned and distributed equitably around the SamTrans service area. SamTrans buses are not assigned to specific communities within the county based on vehicle age or size but rather on specific routes and their needs. Many of the routes and runs serve multiple communities with diverse populations. Age is not a viable proxy for diminished quality, given SamTrans’ strict maintenance standards.

TRANSIT AMENITIES

Transit amenities are defined by FTA Circular 4702.1B as “items of comfort, convenience, and safety that are available to the general riding public.” These include bus shelters, bus stop benches, and trash receptacles. Transit amenities are distributed on a system-wide basis. The location of transit amenities is determined by factors such as ridership, individual requests, staff recommendations, and vendor preference.

BUS SHELTERS

Standard:

District policy states that shelters are considered for installation based on the following criteria:

- Stops where more than 200 passengers board each day.
- 75 percent of shelters shall be located in Census Tracts on routes associated within urbanized areas.
- Distribution of shelters county-wide should match the distribution of minority Census tracts.
- Locations for shelters with advertisements are chosen by the vendor based on the visibility and traffic.

District policy also states that all bus shelters shall include trash receptacles and that all stops with shelters and benches be cleaned and the trash receptacles emptied at least once each week.

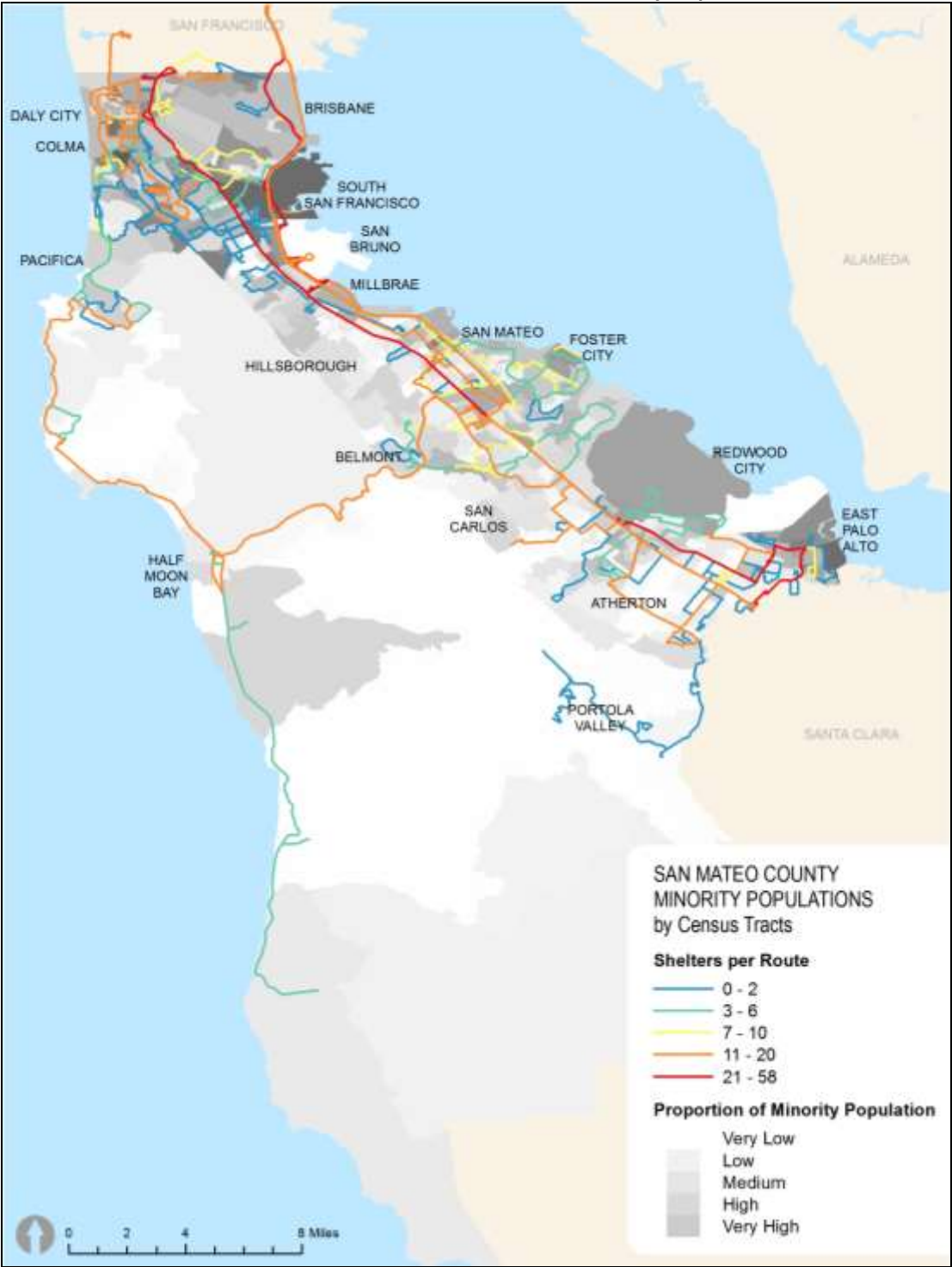
Finding:

Every SamTrans stop with more than 200 passengers daily includes a shelter. The distribution of shelters county-wide matches the distribution of shelters in minority Census tracts.

Exhibit J.15: Bus Stops with Daily Passenger Count and Shelters

Stop	Passengers Daily	Shelter
PALO ALTO CALTRAIN BAY 7	213	Yes
COLMA BART & BAY 11	218	Yes
EL CAMINO REAL & SAN CARLOS AVE	220	Yes
CANADA COLLEGE	220	Yes
COLMA BART & BAY 4	224	Yes
REDWOOD CITY STATION BAY 1	225	Yes
COLMA BART & BAY 10	228	Yes
EL CAMINO REAL & SNEATH LN	238	Yes
DALY CITY BART BAY 6	240	Yes
SERRAMONTE SHOPPING CENTER BAY 3	244	Yes
AIRPORT BLVD & LINDEN AVE	245	Yes
SOUTHGATE AVE & LAKE MERCED BLVD	249	Yes
DALY CITY BART BAY 7	256	Yes
PALO ALTO CALTRAIN BAY 9	257	Yes
HILLSDALE SHOPPING CENTER	268	Yes
EL CAMINO REAL & RALSTON AVE	269	Yes
19TH AVE & WINSTON DR	270	Yes
LAKE MERCED BLVD & SOUTHGATE AVE	300	Yes
COLMA BART & BAY 6	330	Yes
LINDA MAR BLVD & PARK & RIDE	336	Yes
SOUTHGATE AVE & WESTMOOR AVE	344	Yes
COLLEGE OF SAN MATEO & CSM DR	354	Yes
SERRAMONTE SHOPPING CENTER BAY 4	386	Yes
REDWOOD CITY STATION BAY 3	410	Yes
S EL CAMINO REAL & W HILLSDALE BLVD	412	Yes
SKYLINE COLLEGE TRANSIT CENTER	414	Yes
MISSION ST & GOETHE ST	799	Yes
DALY CITY BART BAY 2	878	Yes

Exhibit J.16: Distribution of Shelters for Minority Populations



BUS STOP BENCHES

Standard:

Benches are considered for installation based on the following criteria:

- Stops where more than 200 passengers board each day.
- Distribution of benches county-wide should match the distribution of minority Census tracts.

District policy states that stops with benches shall be cleaned at least once each week.

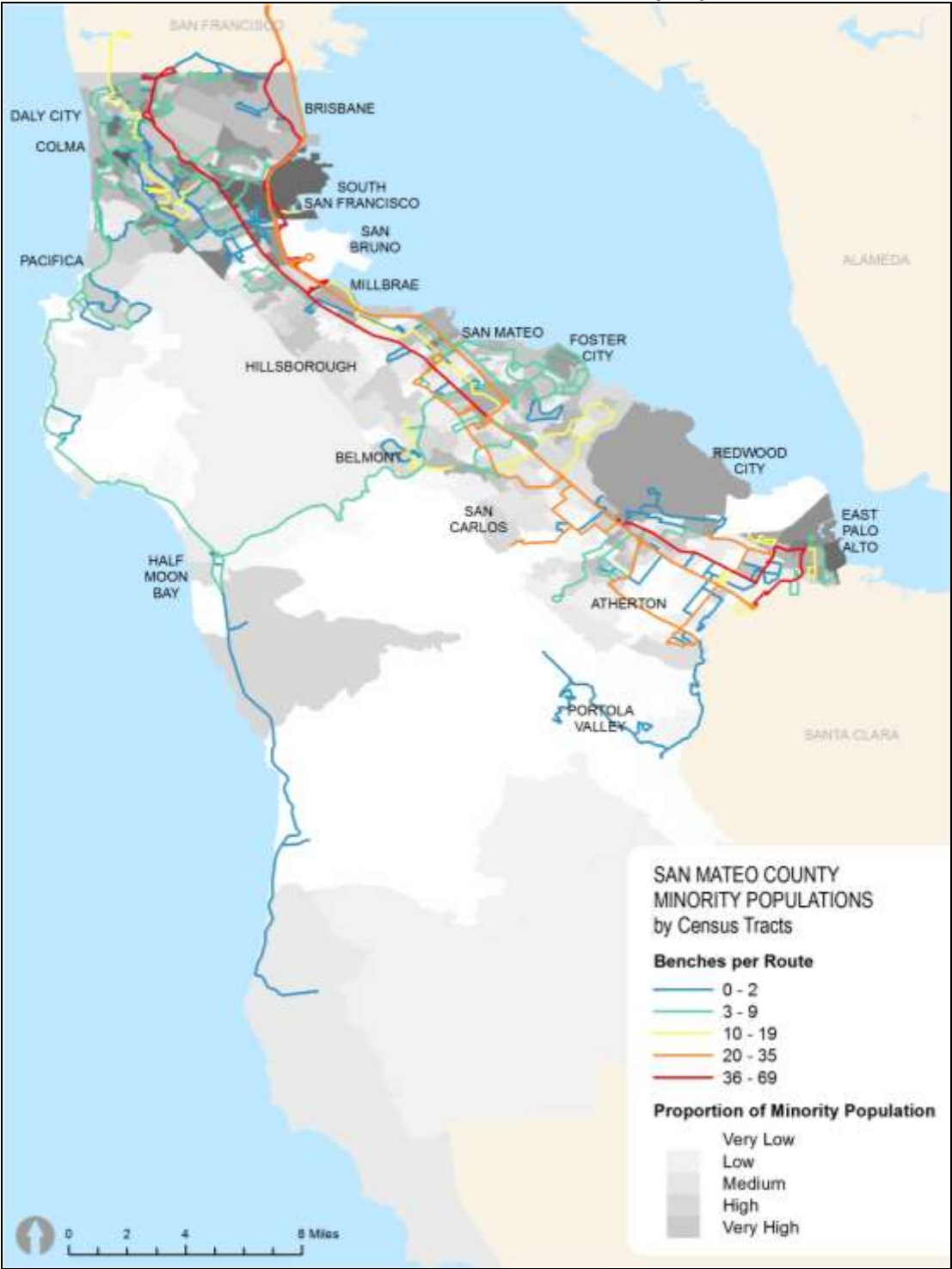
Finding:

Nearly every SamTrans stop with more than 200 passengers daily includes benches. The distribution of benches county-wide matches the distribution of benches in minority Census tracts.

Exhibit J.17: Bus Stops with Daily Passenger Count and Benches

Stop	Passengers Daily	Bench
PALO ALTO CALTRAIN BAY 7	213	Yes
COLMA BART & BAY 11	218	Yes
EL CAMINO REAL & SAN CARLOS AVE	220	Yes
CANADA COLLEGE	220	No
COLMA BART & BAY 4	224	Yes
REDWOOD CITY STATION BAY 1	225	Yes
COLMA BART & BAY 10	228	Yes
EL CAMINO REAL & SNEATH LN	238	No
DALY CITY BART BAY 6	240	Yes
SERRAMONTE SHOPPING CENTER BAY 3	244	Yes
AIRPORT BLVD & LINDEN AVE	245	No
SOUTHGATE AVE & LAKE MERCED BLVD	249	Yes
DALY CITY BART BAY 7	256	Yes
PALO ALTO CALTRAIN BAY 9	257	Yes
HILLSDALE SHOPPING CENTER	268	Yes
EL CAMINO REAL & RALSTON AVE	269	No
19TH AVE & WINSTON DR	270	No
LAKE MERCED BLVD & SOUTHGATE AVE	300	Yes
COLMA BART & BAY 6	330	Yes
LINDA MAR BLVD & PARK & RIDE	336	No
SOUTHGATE AVE & WESTMOOR AVE	344	Yes
COLLEGE OF SAN MATEO & CSM DR	354	Yes
SERRAMONTE SHOPPING CENTER BAY 4	386	Yes
REDWOOD CITY STATION BAY 3	410	Yes
S EL CAMINO REAL & W HILLSDALE BLVD	412	No
SKYLINE COLLEGE TRANSIT CENTER	414	Yes
MISSION ST & GOETHE ST	799	Yes
DALY CITY BART BAY 2	878	Yes

Exhibit J.19: Distribution of Benches for Minority Populations



TRASH RECEPTACLES

Standard:

Trash receptacles are considered for installation based on the following criteria:

- Stops where over 200 passengers board each day.
- Distribution of trash receptacles county-wide should match the distribution of minority Census tracts.

District policy states that trash receptacles shall be emptied at least one each week.

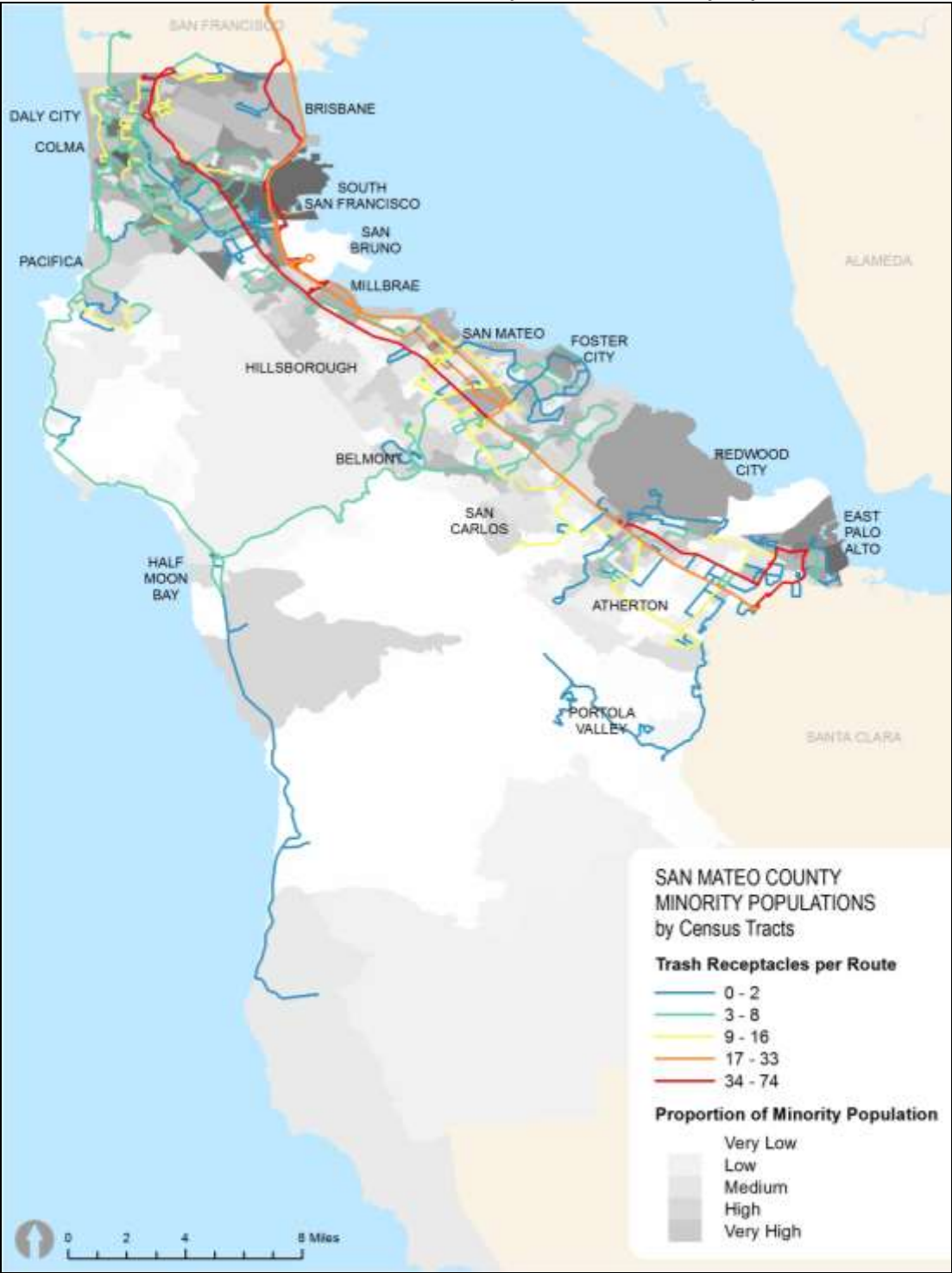
Finding:

Nearly every SamTrans stop with more than 200 passengers daily includes trash receptacles. The distribution of trash receptacles county-wide matches the distribution of trash receptacles in minority Census tracts.

Exhibit J.20: Bus Stops with Daily Passenger Count and Trash Receptacles

Stop	Passengers Daily	Trash Receptacle
PALO ALTO CALTRAIN BAY 7	213	Yes
COLMA BART & BAY 11	218	Yes
EL CAMINO REAL & SAN CARLOS AVE	220	No
CANADA COLLEGE	220	No
COLMA BART & BAY 4	224	Yes
REDWOOD CITY STATION BAY 1	225	Yes
COLMA BART & BAY 10	228	Yes
EL CAMINO REAL & SNEATH LN	238	Yes
DALY CITY BART BAY 6	240	Yes
SERRAMONTE SHOPPING CENTER BAY 3	244	Yes
AIRPORT BLVD & LINDEN AVE	245	No
SOUTHGATE AVE & LAKE MERCED BLVD	249	Yes
DALY CITY BART BAY 7	256	Yes
PALO ALTO CALTRAIN BAY 9	257	Yes
HILLSDALE SHOPPING CENTER	268	Yes
EL CAMINO REAL & RALSTON AVE	269	No
19TH AVE & WINSTON DR	270	No
LAKE MERCED BLVD & SOUTHGATE AVE	300	No
COLMA BART & BAY 6	330	Yes
LINDA MAR BLVD & PARK & RIDE	336	Yes
SOUTHGATE AVE & WESTMOOR AVE	344	N/A
COLLEGE OF SAN MATEO & CSM DR	354	N/A
SERRAMONTE SHOPPING CENTER BAY 4	386	Yes
REDWOOD CITY STATION BAY 3	410	Yes
S EL CAMINO REAL & W HILLSDALE BLVD	412	No
SKYLINE COLLEGE TRANSIT CENTER	414	Yes
MISSION ST & GOETHE ST	799	Yes
DALY CITY BART BAY 2	878	Yes

Exhibit J.21: Distribution of Trash Receptacles for Minority Populations



NEXT BUS ARRIVAL SIGNAGE

Electronic signage informing passengers of the predicted arrival of the next bus for a given route can significantly improve the experience for customers. The District's policy with respect to electronic bus arrival signage is to install signage at locations meeting the following criteria:

- The location is a multi-modal transit center.
- The location is served by multiple SamTrans routes.
- Ridership is high at the location.
- Funding is available for installation/maintenance (e.g. from partner agencies).
- Installation is coordinated with other applicable agencies.

If and when SamTrans is in a position to introduce a comprehensive, system-wide electronic signage program, new policies will be developed to ensure equitable siting.

K. POLICY DEVELOPMENT OUTREACH

Federal Transit Administration's (FTA) new Circular required each large public transportation provider's governing board to approve five standards and policies:

- System-wide Service Standards
- System-wide Service Policies
- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy

The first two policies define service standards and policies to be used when determining whether service and facilities are distributed equitably to minority and non-minority routes and facilities. The third policy defines "major service change" as a threshold for when an agency will conduct a thorough analysis of the potential effects of service changes on protected populations. For the last two policies, agencies are required to define thresholds for when they will find that a fare change or major service change will result in a "disparate impact" on the minority population or a "disproportionate burden" on the low-income population.

The new requirements also necessitate transit agencies to seek public input before Board action on the latter three policies. Staff developed draft standards and policies, and received public input through four community meetings throughout the county. Comments were also made through the mail, telephone, and the dedicated e-mail address of TitleVI@samtrans.com.

The community meetings were held:

- Tuesday, Feb. 12, 6:30 p.m. to 8 p.m.
Pacifica Sharp Park Library
104 Hilton Way, Pacifica
- Tuesday, Feb. 19, 6:30 p.m. to 8 p.m.
War Memorial Activity Room
6655 Mission St., Daly City
- Thursday, Feb. 21, 10:00 a.m. to 11:30 a.m.
SamTrans Offices
1250 San Carlos Ave., San Carlos
- Monday, Feb. 25, 6:30 p.m. to 8 p.m.
Lewis and Joan Platt East Palo Alto Family YMCA
550 Bell St., East Palo Alto

A total of 15 members of the public participated in the meetings, providing valuable comments for staff. Upon receipt of the input from meeting attendees, staff revised the proposals for its standards and policies and submitted them for Board approval. They were approved March 13, 2013.

L. TITLE VI EQUITY ANALYSES

EXECUTIVE SUMMARY

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance. The San Mateo County Transit District (SamTrans), which operates fixed-route bus service in San Mateo County, has committed to the Federal Transit Administration (FTA) Title VI objectives set forth in Circular 4702.1B ensuring that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color, or national origin. SamTrans must conduct periodic compliance assessments to determine whether its services are provided in a nondiscriminatory manner consistent with the law. Normally SamTrans performs a self-assessment every three years or when it undertakes a significant service change or any fare change.

In the past three years, SamTrans has conducted four equity analyses, for a SamTrans Day Pass, a SamTrans Youth Summer Pass fare discount, the discontinuation of BART Plus ticket acceptance, and the SamTrans Service Plan.

SAMTRANS DAY PASS

This proposal was developed because SamTrans does not issue transfers. SamTrans became newly able to efficiently issue and accept the new fare medium due to the installation of new, technologically advanced fareboxes in 2011. The Day Pass would not require or be accompanied by any changes to fare for SamTrans' Redi-Wheels paratransit service, and the Day Pass would not be valid fare for travel on Redi-Wheels.

Staff concluded that the new Day Pass would not have a disproportionately adverse effect on minority or low-income riders. The pass was expected instead to benefit these protected classes, especially low-income riders who cannot afford to purchase a SamTrans Monthly Pass. It was unknown whether the introduction of a Day Pass, priced at three times the one-way cash fare, would result in a net increase or decrease in system-wide passenger fares.

SAMTRANS YOUTH SUMMER PASS

This proposal was developed to encourage youth riders to ride the bus in the summer. Historically ridership among youths diminishes during the summer, because they primarily use the service for school-related trips. To incentivize more youth riders, SamTrans proposed to temporarily reduce the price of the Youth Monthly Pass from \$36.00 to \$22.00 for June, July, and August 2012.

Staff found that the benefits of the proposed discount would be spread evenly among youth of all incomes but would not benefit minority youth equally given non-minorities utilize monthly pass media more often than minorities. SamTrans undertook efforts through marketing and outreach to ensure the benefits of the fare reduction were spread evenly among all youth

passengers. At the time of the proposal, it was unknown whether the discount, priced at approximately 17 times the one-way cash fare, would result in a net increase or decrease in system-wide passenger fares.

DISCONTINUATION OF BART PLUS TICKET ACCEPTANCE

The BART Plus ticket is a product of the Bay Area Rapid Transit (BART). This proposal was developed to (a) decrease fare evasion, as the pass tends to be counterfeited; and (b) decrease costs and increase revenue for the SamTrans system due to both decreased fare evasion and elimination of a unique paper fare product that is costly to manage and provides significant discounts over traditional SamTrans Monthly Passes and cash fares.

Staff found that the impacts of discontinuing the ticket would be spread evenly among passengers of all incomes but would have greater impact on minority customers because they utilize BART Plus more often than non-minority customers. The overall use of BART Plus was minimal relative to overall ridership, and there is no other alternative with a lesser disparate impact that would allow SamTrans to accomplish the same legitimate dual business purposes. SamTrans undertook efforts to ensure the impacts of the action were mitigated by actively promoting the use of available discount fare media, monthly passes, day passes, and tokens, which streamline the interagency transfer process and reduce the per-trip cost of riding SamTrans service.

SAMTRANS SERVICE PLAN

The core of the proposed SamTrans Service Plan (SSP) is a comprehensive restructuring of SamTrans bus service. Thirty-two of SamTrans' 49 routes will be changed, along with the addition of three new routes and two new pilot community services. Special care was taken to ensure that adverse effects were off-set or mitigated through improvements/changes to nearby routes. The goal of the SSP is to better serve existing riders through increasing efficiency and eliminating current inefficiencies.

The adverse effects anticipated to arise from the SSP will be borne by minority/non-minority, and low-income/non-low-income populations in proportions that reflect almost exactly the population that responded to a 2012 on-board customer survey. The package of route-specific proposals included in the SSP and honed through significant input with the public, SamTrans operators, stakeholders, and policy makers has resulted in a proposal with impacts spread in such a way to shield SamTrans' core customers from negative impacts to the extent possible. There was no finding of any disparate impact or disproportionate burden associated with the SSP.

Each Title VI Equity Analysis conducted during the review period follows.

SAN MATEO COUNTY TRANSIT DISTRICT



Title VI Equity Evaluation Proposed Introduction of Day Pass 2012

October 2011

SAMTRANS

Title VI

Equity Evaluation

Proposed Introduction of Day Pass – 2012

As a federal grant recipient, the San Mateo County Transit District (SamTrans), which operates fixed-route bus service in San Mateo County, is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI regulations. At a minimum, SamTrans must conduct periodic compliance assessments to determine whether its services are provided in a nondiscriminatory manner consistent with the law. Normally SamTrans performs a self-assessment every three years, or when it undertakes a significant service change or any fare change. This assessment covers SamTrans' proposed introduction of a Day Pass. This exciting and long-sought proposal was developed because SamTrans does not issue transfers. It is proposed now because SamTrans is newly able to efficiently issue and accept the new fare medium thanks to the recently completed installation of new, technologically advanced fareboxes. The tentative date for introduction of a Day Pass is January 1, 2012.

It is unknown if introduction of a Day Pass, priced at three times the one-way cash fare, will result in a net increase or decrease in system-wide passenger fares.

Upon review of the proposed changes, it has been determined that the new Day Pass would not have a disproportionately adverse effect on minority or low-income riders; to the contrary, the new pass is expected to benefit these protected classes, most particularly low-income riders who cannot afford to purchase a SamTrans Monthly Pass as it requires a higher one-time expenditure. The alternatives to introducing a Day Pass would be to not introduce a Day Pass, which is the current (status quo) situation, or to introduce a pass with a valid period of more than one day but less than one month.

The following report provides a summary of the Day Pass proposal, Title VI analysis and results.

PROPOSAL

Customers have requested for a few years that SamTrans add a Day Pass. Introduction of a Day Pass would allow passengers – especially those boarding multiple buses more than once a day - to save money because SamTrans does not issue transfers. The current SamTrans fare policy requires a fare to be paid for each boarding, or a Monthly Pass to be shown. With the recent installation of state-of-the-art fareboxes, SamTrans now has an effective way to issue Day passes. The Day Pass would be valid from the time of purchase until 2:00 a.m. the next day.

The Day Pass would be available on-board all SamTrans buses and would be offered in addition to existing day-of and advanced purchase fare media, which include but are not limited to single-use tickets, tokens sold in packs of ten for \$10-16, and Monthly passes.

Offering a pass that is priced lower than a package of 10 tokens and the Monthly passes is consistent with SamTrans' Strategic Plan and Guiding Principles, specifically "to sustain basic mobility service for transit-dependent and low-income persons."

The introduction of a Day Pass would not require or be accompanied by any changes to fares for SamTrans' Redi-Wheels paratransit service, and the Day Pass would not be valid fare for travel on Redi-Wheels.

EQUITY EVALUATION OF PROPOSED CHANGES

In accordance with 49 CFR Section 21.5 (b) (2), 49 CFR Section 21.5 (b) (7) and Appendix C to 49 CFR part 21, grantees must evaluate all fare changes to determine whether those changes have a discriminatory impact. A disproportionately high and adverse effect is one that (1) is predominately borne by a minority population and/or low-income population, or (2) will be suffered by the minority population and/or low-income population and is appreciably more severe or greater in magnitude than the adverse effect that will be suffered by the non-minority population and/or non-low-income population.

In this case, SamTrans staff has found that the proposed introduction of a Day Pass would **not** have a discriminatory impact on minority and/or low-income populations, and that the new discounted fare mechanism would provide a **benefit** to all riders, perhaps especially for those in protected classes.

MINORITY AND LOW-INCOME POPULATIONS

Using 2010 Census data, the minority population in San Mateo County is 414,546 people, which constitutes 58% of a total population of 718,451. The SamTrans November 2010 Title VI Triennial Compliance Report found county tracts are 50% minority and 50% non-minority. Approximately 51% of SamTrans routes are associated with census tracts with higher minority population than county average of 50%.

A review of Census data for low-income population in the SamTrans service area shows that 15.8 % of the population is at or below two times the federal poverty level, detailed in the SamTrans November 2010 Title VI Triennial Compliance Report. Approximately 51% of SamTrans routes are considered low-income as they serve a higher percentage of low-income populations than the county average of 50%.

An October 2009 On-board survey found that 77% of SamTrans riders are minorities. The survey also found that 54% of riders have annual household incomes of less than \$25K (close to two times the federal poverty level).

SamTrans 2009 Onboard Survey
Annual Household Income

Less than <u>\$10K</u> 27%	\$10K- <u>24K</u> 27%	\$25K- <u>49K</u> 22%	\$50K- <u>74K</u> 11%	More than <u>\$75K</u> 13%
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USAGE OF EXISTING FARE MEDIA

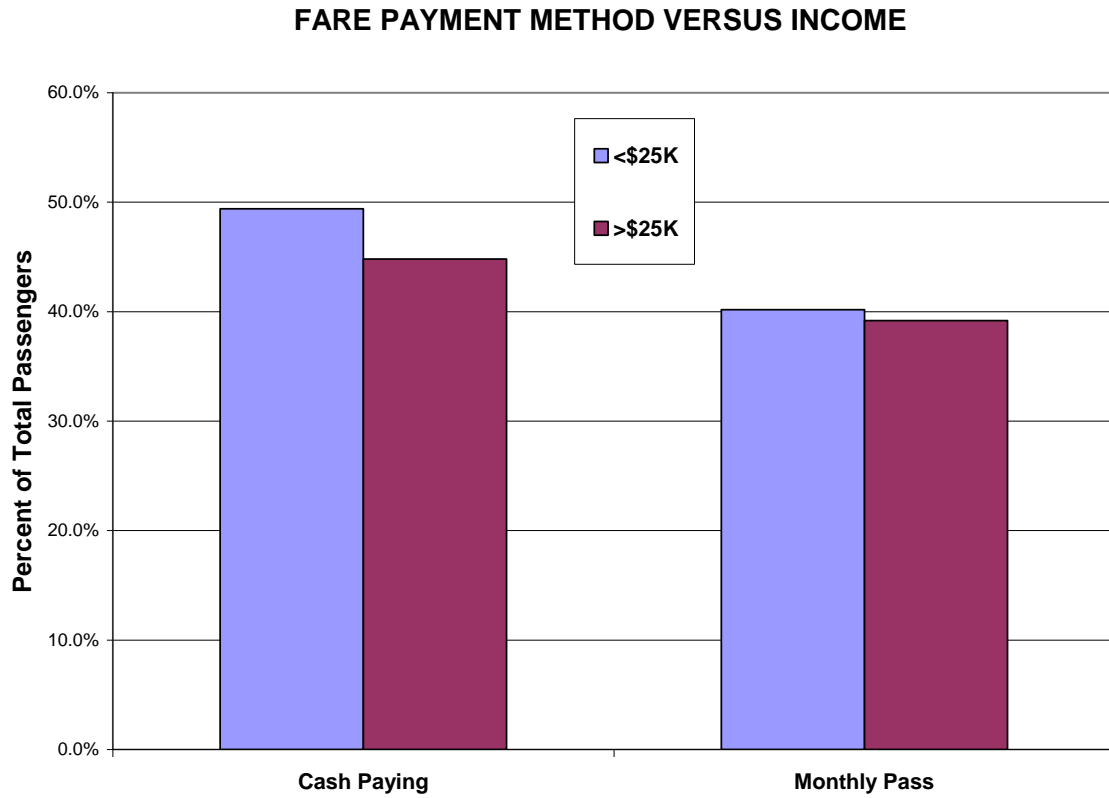
The following tables and graphs reflect findings from the 2009 Onboard survey regarding whether respondents used cash or SamTrans Monthly passes on the day of the survey. The tables and graphs display percentages of respondents who paid with cash versus using a Monthly Pass comparing (a) passengers with and without low-incomes and (b) minority and non-minority passengers. (These graphs do not include information related to the use of tokens as only 373 respondents reported using tokens compared to 3,289 paying cash and 2,775 using a Monthly Pass.)

Table 1: Cash and Monthly Pass Passengers (Pay Method vs. Income)

	Cash Paying		Monthly Pass	
	Number	Percent	Number	Percent
<\$25K	1,393	55.4%	1,133	53.6%
>\$25K	1,122	44.6%	981	46.4%
	2,515	100%	2,114	100%

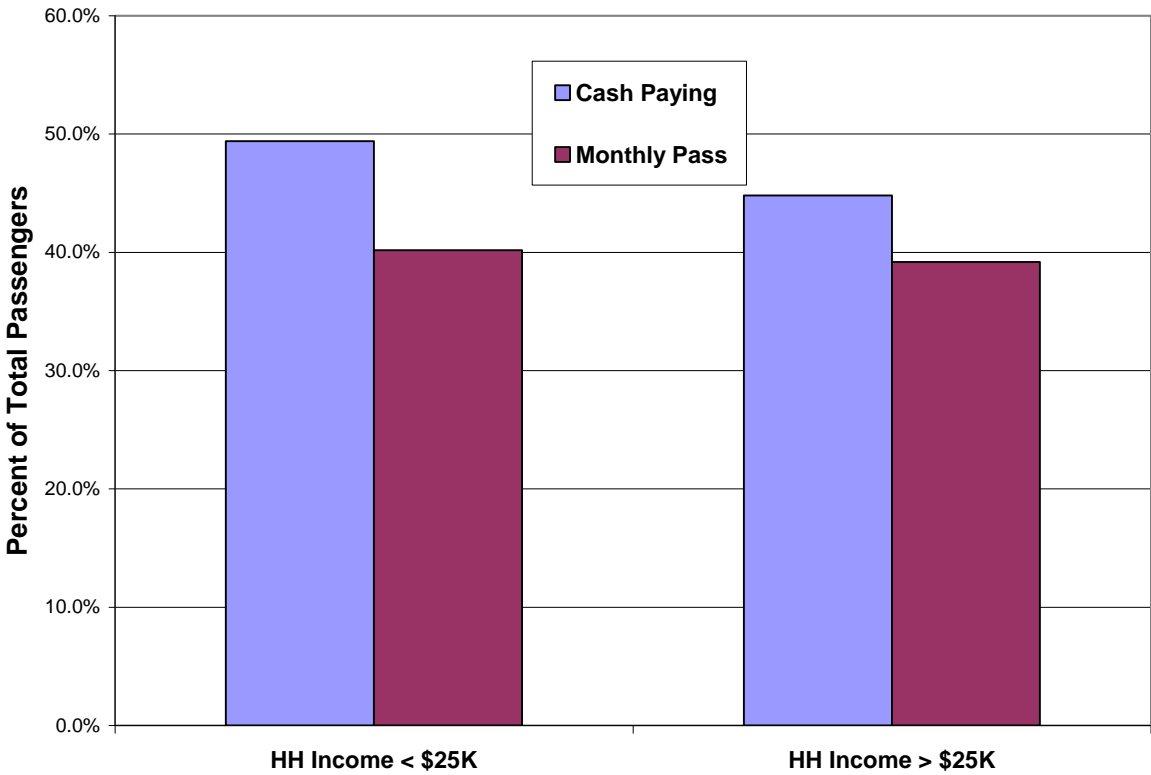
Table 1 shows that a higher percentage of passengers with low incomes (defined here as reporting less than \$25,000 in annual household income) paid cash compared to the percent of low-income passengers using a Monthly Pass. However, these numbers are quite close and may not represent a significant difference.

Graphs 1a and 1b: Fare Payment Usage for Passengers by Low-income Status



Building on the data in Table 1, Graph 1a shows that while a higher proportion of both cash users and Monthly Pass users have lower incomes, the difference was more pronounced for cash users.

FARE PAYMENT METHOD VERSUS INCOME



Graph 1b shows that while cash was used by a higher percentage of both groups of riders, those with lower incomes were comparatively more likely to have used cash over a Monthly Pass.

Table 2: All Surveyed Passengers (Pay Method vs. Minority Status)

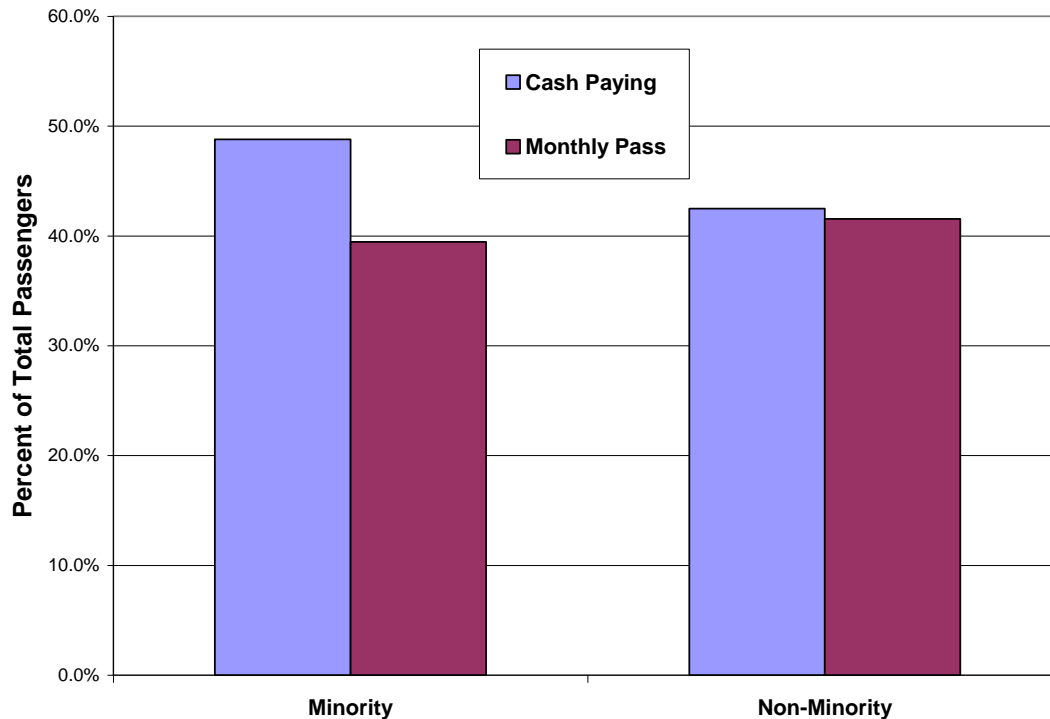
	Cash Paying		Monthly Pass	
	Number	Percent	Number	Percent
Minority	2,611	79.4%	2,112	76.1%
Non-Minority	678	20.6%	663	23.9%
	3,289	100%	2,775	100%

Table 2 compares the use of paying with cash versus a SamTrans Monthly Pass, comparing the responses of minority versus non-minority passengers. The differences are not large, but could indicate that minorities are currently using Monthly passes relatively less than cash when compared to non-minority passengers.

Graphs 2a and 2b: Fare Payment Usage for Passengers by Minority Status**FARE PAYMENT METHOD VS ETHNICITY**

Building on the data in Table 2, Graph 2a shows that a higher proportion of those using cash as opposed to a Monthly Pass were minorities. Conversely, a lower proportion of Monthly Pass users were minorities.

FARE PAYMENT METHOD VERSUS ETHNICITY



Finally, Graph 2b shows that, while a higher proportion of both minorities and non-minorities used cash, the propensity to use cash was more pronounced among minority as opposed to non-minority respondents.

ASSESS EFFECTS OF PROPOSED DAY PASS ON MINORITY AND LOW INCOME POPULATIONS

With the Day Pass priced at three times the basic fare, anyone who boards SamTrans buses more than three times per day, and who uses cash, would benefit from the Day Pass and should be more likely to purchase one. While there was no question on the October 2009 On-board survey that asked the total number of trips made per day on SamTrans, there were two questions that could isolate some of the riders who made more than three boardings per day.

The two questions are:

8. Including this bus, how many **total SamTrans** buses will you ride to make **this one-way trip**?
Possible answers: 1, 2, 3 or 4+
10. Are you making a round trip on SamTrans today? Possible answers: Yes (*rode SamTrans earlier today or will ride later today*) or No

Most of the passengers with 2 or more boardings on a one-way trip already purchase passes, but large numbers do not. Of the 5,401 passengers that were taking only one or two SamTrans buses on their one-way trip, 56% paid cash, while 44% were using a Monthly Pass. Of the much smaller group (513) taking 3 or more SamTrans buses on this one-way trip, 35% paid cash and 65% used a Monthly Pass.

When the frequency of riding is compared to the method of payment, some characteristics of SamTrans passengers are revealed. The most relevant here might be the frequency of riding at which a passenger got a Monthly Pass. Overall, more of those surveyed paid cash, with 3,289 paying cash, versus 2,775 using a SamTrans Monthly Pass. As stated above, the next category, tokens, was far behind at 373. When distilled into the frequency of weekly riding, those riding 4 days per week still favored cash (374 responses) over Monthly passes (120 responses). When the frequency reached 5 days a week, Monthly passes were used by 969 respondents while 864 used cash. At 6 or 7 days per week, Monthly passes were used by 1,571 respondents versus 883 who used cash.

When the passengers that ride four or more days per week are compared, low-income (defined here as reporting less than \$25,000 in annual household income) riders are paying in cash (58.1%) at a higher rate than they are using Monthly passes (51.9%). Meanwhile among these frequent riders, non-low-income passengers are using Monthly passes at a higher rate (48.1%), than they are paying cash (41.9%).

Table 3: Frequently Riding Passengers (Pay Method vs. Income)

H'hold Income	Cash Paying		Monthly Pass	
	Number	Percent	Number	Percent
<\$25K	939	58.1%	1,221	51.9%
>\$25K	678	41.9%	1,131	48.1%
	1,617	100%	2,352	100%

A similar propensity towards use of cash versus Monthly passes is also seen among minority passengers compared to non-minority passengers. This is among passengers riding 4 or more days per week.

Table 4: Frequently Riding Passengers (Pay Method vs. Ethnicity)

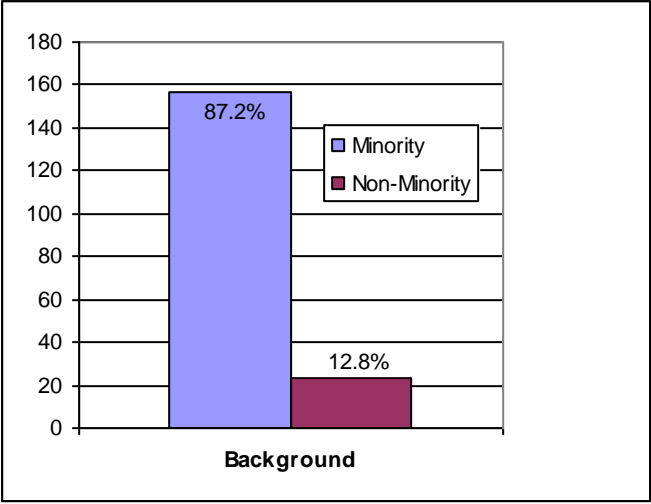
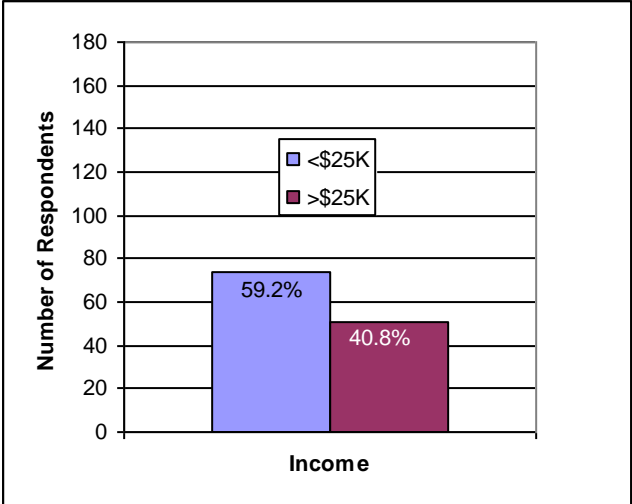
	Cash Paying		Monthly Pass	
	Number	Percent	Number	Percent
Minority	1746	82.3%	2340	76.7%
Non-Minority	375	17.7%	711	23.3%
	2121	100%	3051	100%

The following findings explain key comparisons made among passengers paying cash only, and who would likely most benefit from and utilize a Day Pass:

- One group with a high potential for purchasing a Day Pass would be those that reported to be utilizing three or more SamTrans buses in the one-way trip during which they filled out the survey. This group is already at a break-even cost point for the Day Pass. As illustrated in Graphs 3a and 3b, in this group, of those who answered the survey question on income, 74 passengers (59.2%) reported having low incomes (less than \$25,000 household income per year) versus 51 passengers (40.8%) reporting non-low incomes. For this same, group, 157 passengers (87.2%) reported that they were minorities, while only 23 (12.8%) reported being non-minority. **This indicates that more potential Day Pass purchasers have low incomes and/or are minority.** (Note that the difference in the number of respondents for the question on income versus (125) as compared to the question on minority status (180) may be due to a greater willingness

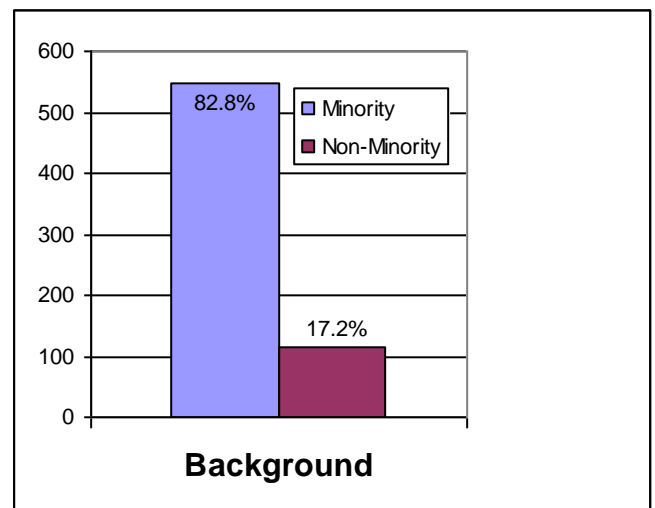
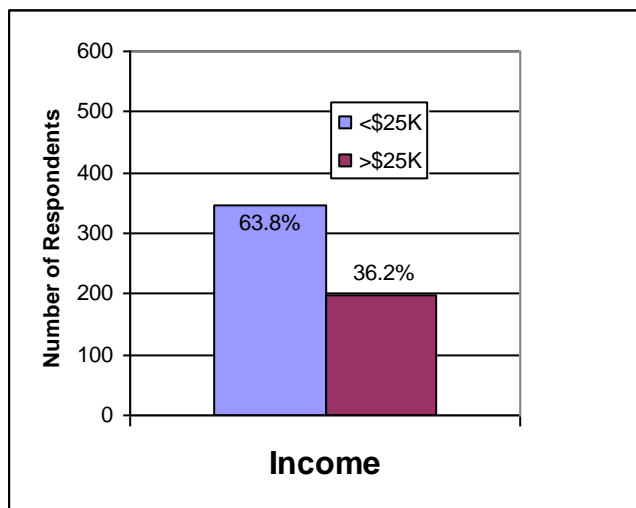
of survey respondents to report their ethnicity than their income level. For both questions, blank answers were left out of this particular part of the analysis.)

Graphs 3a and 3b: Cash Passengers Riding 3 or More SamTrans Buses On This One-Way Trip



- Another group with high potential for purchasing a Day Pass would be those who are making a round trip and are boarding more than two SamTrans buses in a one-way trip. This group is likely making four boardings or more per day and is illustrated by Graphs 4a and 4b. Of those responding, 347 (63.8%) reported have low incomes (less than \$25,000 household income per year) versus 197 (36.2%) who reported having incomes above that level. Also within this group, 547 (82.8%) passengers reported as minority and 114 (17.2%) as non-minority. **This again indicates that there are more low income and/or minority passengers who would potentially purchase a Day Pass.**

Graphs 4a and 4b: Cash Passengers Making a Round Trip and Two or More SamTrans Boardings on This One-Way Trip



SUMMARY

SamTrans staff analyzed available information from ridership surveys to determine whether minority and/or low-income riders are more likely to use the proposed Day Pass. Staff concluded the proposed Day Pass would not negatively impact minority or low-income passengers. Rather, more low-income and/or minority passengers would be more likely to benefit from the availability of the new Day Pass fare medium than non-low income and non-minority passengers.

In sum, SamTrans staff anticipates that the introduction of a Day Pass will benefit protected classes of riders and that it will enable all passengers unwilling or financially unable to buy a Monthly Pass, or for whom such an option is not economically efficient, to benefit from a new fare discount.

ALTERNATIVES TO, AND MITIGATION FOR, PROPOSED CHANGE

ASSESS ALTERNATIVES TO CREATING A DAY PASS

No Change

The main alternative to introducing a Day Pass would be to maintain the existing fare instruments. By not introducing this new fare mechanism, passengers' ability to purchase and save money by using a Day Pass would be denied equally to minority and non-minority, and low-income and non-low-income, passengers and potential passengers.

Previous analysis of the status quo fare offerings found no major discrepancies based on minority or low-income status. In all cases, prepaid fare media (i.e. tokens and passes) cost less per ride than the corresponding cash fare for the same number of trips.

Create Weekly or 15-day Passes

One possible alternative to a Day Pass would be to create a pass of a duration that is longer than one day but shorter than the existing Monthly Pass. SamTrans staff surmises that many low-income persons are unable to take advantage of the discount offered for purchase of a Monthly Pass due to the unavailability of enough cash with which to purchase passes that start at \$25 per month (local routes, Eligible Discount qualifying) and go up to \$165 (express routes, full adult price). With a half-month or weekly pass, which would certainly be priced at higher than three times the single ride fare (or \$6 currently), the cost barrier would be significantly higher than with the proposed Day Pass (\$6) and therefore a longer-term fare medium would likely provide a benefit to fewer low-income passengers.

MITIGATION MEASURES TO MINIMIZE, MITIGATE OR OFFSET ADVERSE EFFECTS OF A DAY PASS ON IMPACTED POPULATIONS

SamTrans staff has found that introduction of a new Day Pass would have no disproportionately adverse effect or discriminatory impact on minority and/or low-income populations, and that a new discounted fare mechanism would provide a benefit to all riders, especially minorities and/or those with low incomes. Accordingly, no mitigation for the change would be required.

Currently SamTrans offers discounted Monthly passes, distributed through public schools in the SamTrans service area, to students from families that qualify for free or reduced cost school lunches. This program would not be affected by the introduction of a Day Pass. In addition, a new Day Pass would not affect the SamTrans program by which SamTrans makes Monthly passes available for the county to purchase and provide to clients of county health and social services for free or at a discount.

PUBLIC OUTREACH AND INVOLVEMENT ACTIVITIES

SamTrans' public participation process offers early and continuous opportunities for the public (including minorities and people with low-income) to be involved in the identification of potential impacts of proposed transportation decisions.

Efforts to involve minority and low-income populations include both comprehensive measures and measures targeted at overcoming barriers that prevent such populations from effective participation in decision making.

Staff conducted an extensive public outreach program to notify customers and the community of the proposed change and to solicit their input. The notification process included four community meetings (Daly City, East Palo Alto, Half Moon Bay and San Carlos), bilingual (English and Spanish) newspaper notices, a news release, bilingual (English and Spanish) onboard messages, Facebook postings, Tweets, a presentation to the SamTrans Citizens Advisory Committee (CAC) and a public hearing at the September 14 Board of Directors meeting. Information regarding the proposal was posted to the SamTrans website, which allows readers to translate it into dozens of languages. Customers and the public were able to provide input at the community meetings, via a unique e-mail address, through the postal service, and with a call to the Customer Service Center. Eleven comments were received from the public and the CAC. Not all of which were directly related to the Day Pass.

The notices also included directions for submitting oral and written comments through the SamTrans Board Secretary, SamTrans website, and Customer Service Center phone lines for those unable to attend the public hearing or public meeting. All such comments are entered into the public hearing record.

DISSEMINATION OF INFORMATION TO LIMITED ENGLISH PROFICIENT (LEP) PERSONS

SamTrans' public participation process includes measures to disseminate information on the proposed fare changes to LEP persons as well as at public hearings and meetings.

As stated above, comprehensive measures were employed by SamTrans to reach out to non-English speaking persons. In addition, SamTrans' Customer Service Center offers foreign language translation service, via the AT&T language line, for those wishing to provide oral comments on the fare proposal other than at the September 14, 2011 public hearing.

SAN MATEO COUNTY TRANSIT DISTRICT



Title VI Equity Evaluation Proposed Youth Pass Summer Fare Discount 2012

SAMTRANS
Title VI
Equity Evaluation

Proposed Youth Pass Summer Fare Discount – 2012

As a federal grant recipient, the San Mateo County Transit District (District), which operates fixed-route bus service in San Mateo County under the SamTrans service name, is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI regulations. At a minimum, the District must conduct periodic compliance assessments to determine whether its services are provided in a nondiscriminatory manner consistent with the law. Normally the District performs a self-assessment every three years, or when it undertakes any fare change or significant service change. This assessment covers the District's proposed Youth Pass Summer Fare Discount (Discount). This proposal was developed to encourage youth riders to use the bus during the summer months, when youth ridership typically decreases because school is no longer in regular session. The date for implementation of the Discount is June 1, 2012.

It is unknown if the Discount, priced at approximately 17 times the one-way cash fare, will result in a net increase or decrease in system-wide passenger fares.

Staff concluded the benefits of the proposed discount would be spread evenly among youth of all incomes but would not benefit minority youth equally given non-minorities utilize monthly pass media more often than minorities. In light of this finding, the District will undertake efforts to ensure the benefits of this fare reduction are spread evenly among all youth passengers. The alternatives to implementing the discount would be to keep the Youth Pass at its regular price for the summer, which is the current (status quo) situation, or to introduce a pass with a valid period of less than one month or for the entire three-month period. To ensure the benefits of the discount are spread evenly, the District will undertake marketing efforts to educate the minority youth and parent populations about the cost-savings associated with utilizing the discounted Youth Pass in lieu of cash over the summer.

The following report provides a summary of the Youth Pass Summer Fare Discount proposal, Title VI analysis, and results.

PROPOSAL

Historically, ridership among youths has diminished significantly during the summer because most passengers 17 years and younger use the service for school-related trips. Given the recent switch of all monthly passes to Clipper pre-paid transit media card (which has resulted in the elimination of most paper monthly passes), the District is concerned youth ridership will diminish even more this summer than in past summers. This concern is attributable to a different pass outlet network (many of the old pass outlets, such as Safeway, do not offer Clipper), as well as more stringent registration requirements for youth riders to acquire Clipper passes (i.e., proof of age). To incentivize more youth riders to utilize Clipper for monthly passes in lieu of cash, the District proposes to temporarily reduce the price of the Youth Monthly Pass from \$36.00 to \$22.00 for the months of June, July, and August 2012. The larger

goal is to encourage youth customers to utilize the Clipper system in order to facilitate their purchase of pass fare media beyond just the summer months.

The implementation of a Youth Pass Summer Fare Discount would not require or be accompanied by any changes to fares for the District's Redi-Wheels paratransit service, and the discount would not be valid fare for travel on Redi-Wheels.

EQUITY EVALUATION OF PROPOSED CHANGES

In accordance with 49 CFR Section 21.5 (b) (2), 49 CFR Section 21.5 (b) (7) and Appendix C to 49 CFR part 21, grantees must evaluate all fare changes to determine whether those changes have a discriminatory impact. In the case of a fare reduction or introduction of a new fare product, grantees must consider whether protected classes enjoy the benefit to the same extent.

In this case, District staff has found that the proposed discount would have a slightly greater benefit for non-minority populations than it would for minority populations but would not benefit non-low-income populations more than low-income populations. The noted disproportionate benefit results from non-minority youths purchasing monthly passes at a higher rate than minority youth populations; mitigation measures will be used to increase minority usage of the discounted pass.

Methodology

The methodology developed to analyze the impact the proposed discount would have on minority and low-income populations included the following steps:

- 1) Defining the term "youth" to mean those aged 5 years to 17 years.
- 2) Defining the term low-income to mean those with an annual household income below \$25,000 (i.e., double the federal poverty rate).
- 3) Defining the term "minority" to mean those who self-identify as any ethnicity other than "white" alone.
- 4) Collecting and analyzing data for low-income and minority youth populations from Census 2010 data using Census.gov.
- 5) Analyzing data from the 2009 SamTrans system-wide onboard customer survey for low-income and minority youth populations.
- 6) Utilizing the 2009 survey data to develop the charts and graphs in the analysis below.

Given the size and scope of the 2009 SamTrans system-wide customer onboard survey (i.e., more than 7,000 total respondents with a margin of error of +/- 0.94 percent at a confidence interval of 95 percent), the 2009 data are accurate enough to develop data cross-tabulations to conduct in-depth analysis regarding the potential impact of the proposed discount on minority and low-income populations.

Minority and Low-Income Populations

Because the proposed change in fare structure only impacts youth, the focus of this analysis will be minorities and low-income persons younger than 18. The 2010 U.S. Census collected detailed information with respect to age, race, and income, which will serve as the basis for much of the determination as to whether the benefits of the proposed change will be spread evenly among all youth riders.

Using 2010 Census data, the minority population under the age of 18 in San Mateo County is 142,467 people, which constitutes 52.9 percent of a total youth population of 159,772. The American Community Survey (ACS) 2006-2010 Five-year Estimates revealed that among the 155 Census Tracts located within San Mateo County, 79 (51 percent) fall below the 52.9-percent threshold for minority youth. Approximately 51 percent of SamTrans routes are associated with census tracts with higher (i.e., greater than 52.9 percent) youth minority population.

A review of Census 2010 data for low-income population in the District's service area shows that 19.5 percent of the youth population is at or below two times the federal poverty level. Approximately 36.1 percent of SamTrans routes are considered low-income as they serve communities with a higher percentage of low-income youth populations than the county-wide average of 19.5 percent.

An October 2009 on-board survey found that 80.4 percent of SamTrans riders younger than 18 are minorities. The survey also found that 45.2 percent of riders younger than 18 have annual household incomes of less than \$25,000 (close to two times the federal poverty level).

Exhibit 1: General Youth Rider Demographics Table

Minority Status	Percent	Income	Percent
Non-Minority	19.6%	Under \$25,000	45.2%
Minority	80.4%	Over \$25,000	54.8%
Total	100.0%	Total	100.0%

Usage of Existing Fare Media

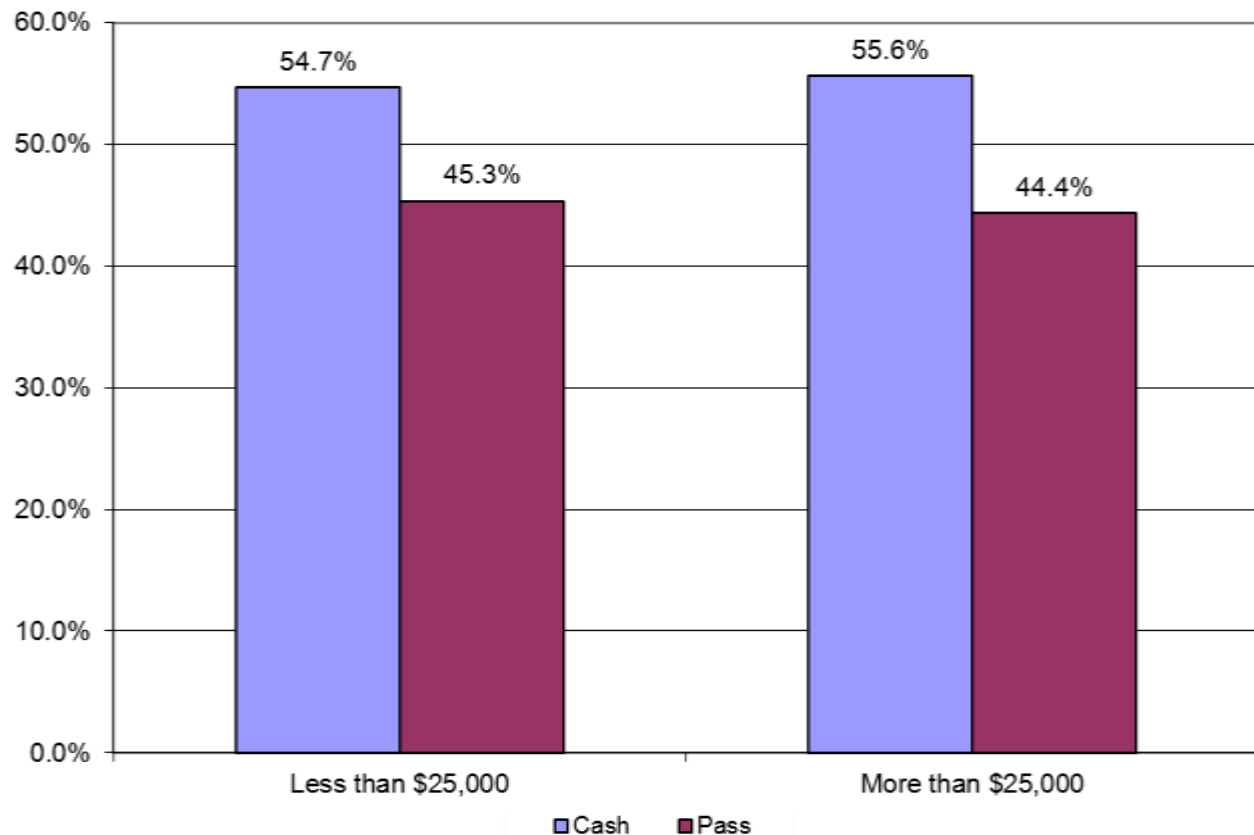
The following tables and graphs reflect findings from the 2009 on-board survey regarding whether respondents used cash or Monthly Passes on the day of the survey. The tables and graphs display percentages of respondents who paid with cash versus using a Monthly Pass comparing (a) passengers with and without low-incomes and (b) minority and non-minority passengers.

The following two exhibits illustrate the fact that a higher percentage of youth passengers with low incomes (defined here as reporting less than \$25,000 in annual household income) rely upon cash to pay fare as compared to those that use monthly passes. That said, low-income youth are slightly more likely to use a monthly pass than their peers with higher incomes (45.3 percent to 44.4 percent). However, given that these numbers are quite close, they may not represent a significant difference.

Exhibit 2: Youth Cash and Monthly Pass Passengers (Pay Method vs. Income) Table

Income	Cash		Pass		Total
	Count	Percent	Count	Percent	
Under \$25,000	176	54.7%	146	45.3%	322
Over \$25,000	203	55.6%	162	44.4%	365
Total	379	55.2%	308	44.8%	687

Exhibit 3: Youth Cash and Monthly Pass Passengers (Pay Method vs. Income) Chart



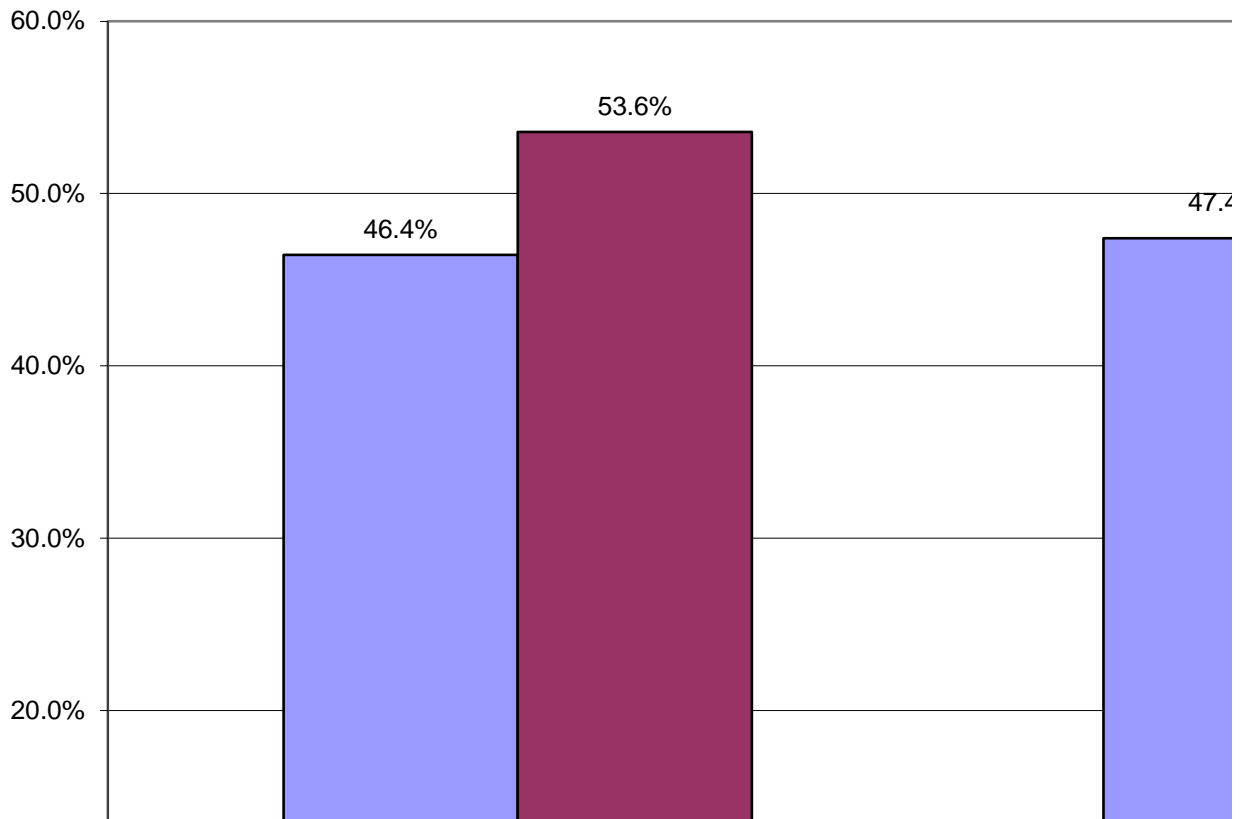
The two exhibits below illustrate the composition of pass usage between low-income and high-income youth riders. Based on the exhibits, higher-income riders comprise a larger share of both cash and pass

usage. Considering low-income youth comprise 47.0 percent of cash/pass users, the fact that 47.4 percent indicated they use passes to pay their fare reveals that the benefits of the proposed fare discount would be spread evenly among youth of all incomes.

Exhibit 4: Fare Payment Usage for Passengers by Household Income Table

Payment Method	Under \$25,000/Year		Over \$25,000/Year		Total
	Count	Percent	Count	Percent	
Cash	176	46.4%	203	53.6%	379
SamTrans Monthly Pass	141	47.6%	155	52.4%	296
Grand Total	317	47.0%	358	53.0%	675

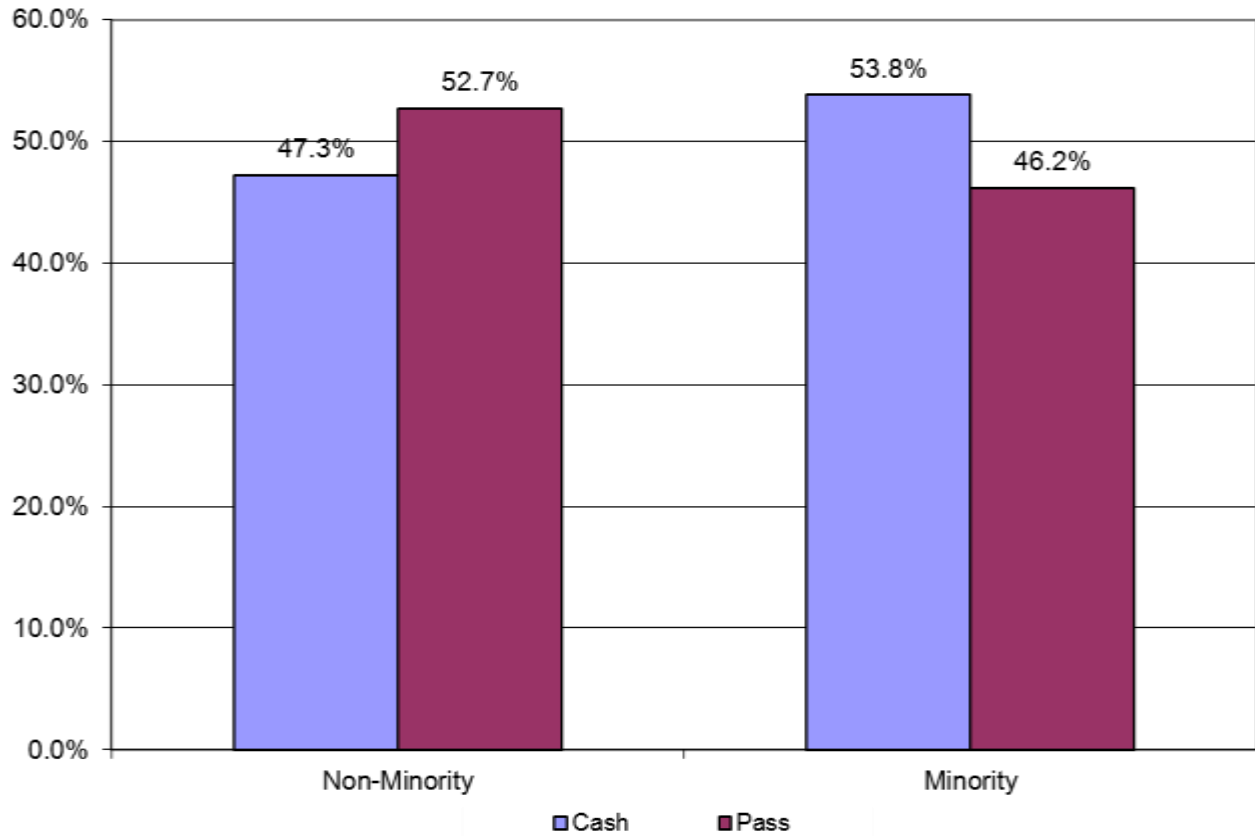
Exhibit 5: Fare Payment Usage for Passengers by Household Income Chart



Exhibits 6 and 7 compare the use of cash and monthly pass media for payment among minority and non-minority youth riders. It is clear from the data that minority riders favor cash over Monthly passes and like media. This information reveals that the youth minority population in San Mateo County requires additional outreach to ensure they receive the same access to the benefit offered by this Discount.

Exhibit 6: Youth Cash and Monthly Pass Passengers (Pay Method vs. Minority Status) Table

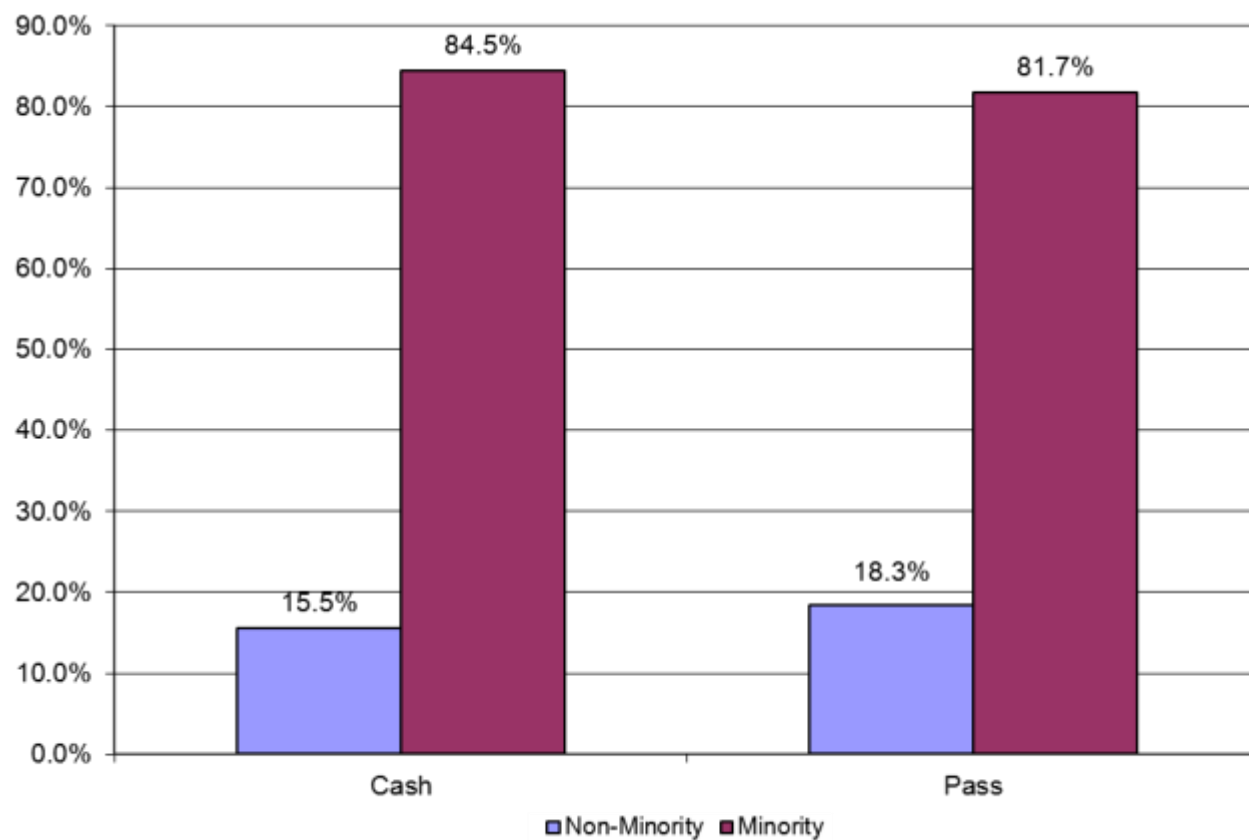
Minority Status	Cash		Pass		Total
	Count	Percent	Count	Percent	
Non-Minority	95	47.3%	106	52.7%	201
Minority	516	53.8%	443	46.2%	959
Total	611	52.7%	549	47.3%	1,160

Exhibit 7: Youth Cash and Monthly Pass Passengers (Pay Method vs. Minority Status) Chart

The following exhibits 8 & 9 illustrate the fact that youth riders lean heavily toward minorities with respect to both cash and Monthly pass usage. In general, this reflects the county's overall diversity. It also indicates the discounted pass for youth riders would save non-minorities more money than minority riders absent a shift in rider preferences/behavior.

Exhibit 8: Fare Payment Usage for Passengers by Minority Status Table

Payment Method	White		Minority		Total
	Count	Percent	Count	Percent	
Cash	95	15.5%	516	84.5%	611
SamTrans Monthly Pass	97	18.3%	432	81.7%	529
Grand Total	235	19.2%	991	80.8%	1,226

Exhibit 9: Fare Payment Usage for Passengers by Minority Status Chart

Assess Impact of Summer Youth Pass on Minority and Low-Income Populations

With the Discount priced at 17.6 times the basic fare (\$1.25), any youth who boards SamTrans buses more than 17 times in a given month using cash would benefit from the discount and could use one to save on transportation costs. While there was no question on the October 2009 on-board survey that asked the total number of trips made per month on SamTrans, it is possible to approximate the number of trips made in a given month by using two questions:

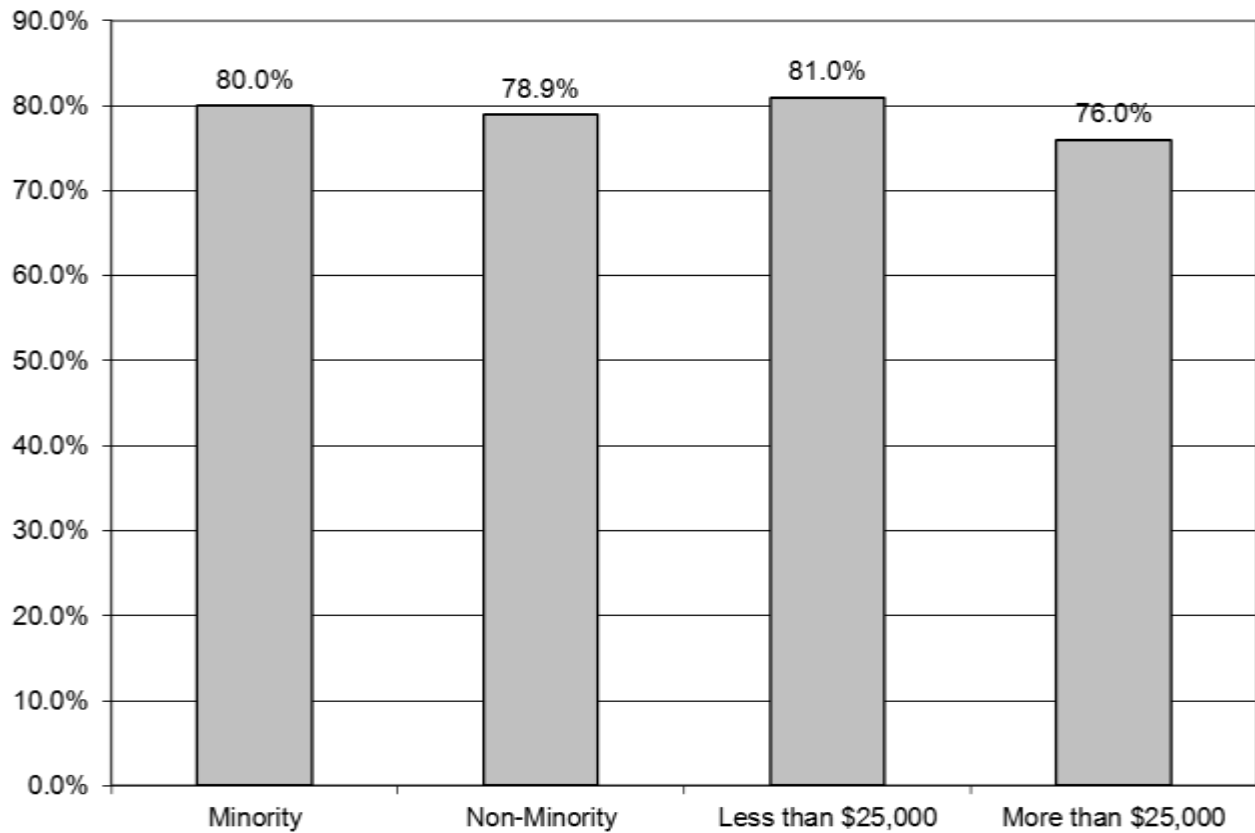
- *Including this bus, how many total SamTrans buses will you ride to make this one-way trip?*
Possible answers: 1, 2, 3 or 4+
- *How often do you ride?* Possible answers: 6-7 days/week, 5 days/week, 4 days/week, 3 days/week, 2 days/week, 1 day/week, 1-3 days/month, and less than once a month.

By identifying those youth respondents whose responses to those two questions amounted to more than 17 trips/month, it is possible to identify the percentage of total respondents capable of realizing a cost savings with the discount versus single-ride fare. To do so, it was assumed a typical month has four weeks and a matrix was developed illustrating the zone where the combined responses to the two questions above would yield more than 17 trips/month. For instance, if a respondent rides three days a week, that rider must take at least two buses to complete his/her typical trip to yield a savings from the discount (i.e., 2 trips/day x 3 days/week x 4 weeks/month = 24 trips/month). The table below illustrates the calculations used in this methodology. All the cells shaded grey indicate the zone where a passenger's responses would yield more than 17 trips/month. In looking at data from youth respondents, it's clear nearly 80 percent of youths would benefit from the introduction of a cheaper monthly pass during summer months (Please note this analysis is based on survey data collected in October and as such may not accurately reflect summer ridership patterns).

Exhibit 10: Incidence of Frequent Youth Ridership

Frequency	Number of Buses to Complete Trip				17+ Trips/Month	Percent	Grand Total
	1 Buses	2 Buses	3 Buses	4+ Buses			
6 - 7 days/week	283	149	27	15	474	100.0%	474
5 days/week	350	98	12	4	464	100.0%	464
4 days/week	57	20	2	2	24	29.6%	81
3 days/week	47	25	5	1	31	39.7%	78
2 days/week	31	15	-	-	-	0.0%	46
1 day/week	24	5	1	-	-	0.0%	30
1 - 3 days/month	23	8	2	-	-	0.0%	33
Less than once a month	26	11	1	1	-	0.0%	39
Total	841	331	50	23	993	79.8%	1,245

The chart below illustrates the percentage of respondents who would benefit from the Youth Pass Summer Fare Discount given they use SamTrans for more than 17 trips/month.

Exhibit 11: Incidence of Frequent (17+ Trips/Month) Youth Ridership by Title VI Category

Summary

District staff analyzed available information from ridership surveys to determine whether minority and/or low-income youth riders are more likely to use the proposed Discount. Staff concluded the benefits of the proposed discount would be spread evenly among low-income youth and non-minorities, but would not benefit minority youth to the same extent as they do not use monthly passes as often as do the other demographic groups. With this finding in mind, it is critical the District undertake efforts to ensure the benefits of this Discount are distributed evenly to all groups, including minority youth.

ALTERNATIVES TO, AND MITIGATION FOR, PROPOSED CHANGE

Assess Alternatives to Creating a Summer Youth Pass

No Change

The main alternative to the proposed Youth Pass Summer Fare Discount would be to maintain the pricing on existing fare instruments. By not implementing the discount, youth passengers' ability to purchase and save money on the Youth Monthly Pass would be denied equally to minority and non-minority, and low-income and non-low-income, passengers and potential passengers.

Previous analysis of the status quo fare offerings found no major discrepancies based on minority or low-income status. In all cases, prepaid fare media (i.e. tokens and passes) cost less per ride than the corresponding cash fare for the same number of trips.

Create Three-Month Pass

In an effort to mitigate this loss in ridership while school is not in session, the District has sold a three-month Summer Youth Pass for \$40.00 in past years. This pass was paper in form and sales of it have been declining each year. Given the diminished pass outlet network, youth would have difficulty purchasing paper passes. Also, creating a three-month pass on Clipper poses significant technological and financial hurdles.

Create Weekly or 15-day Passes

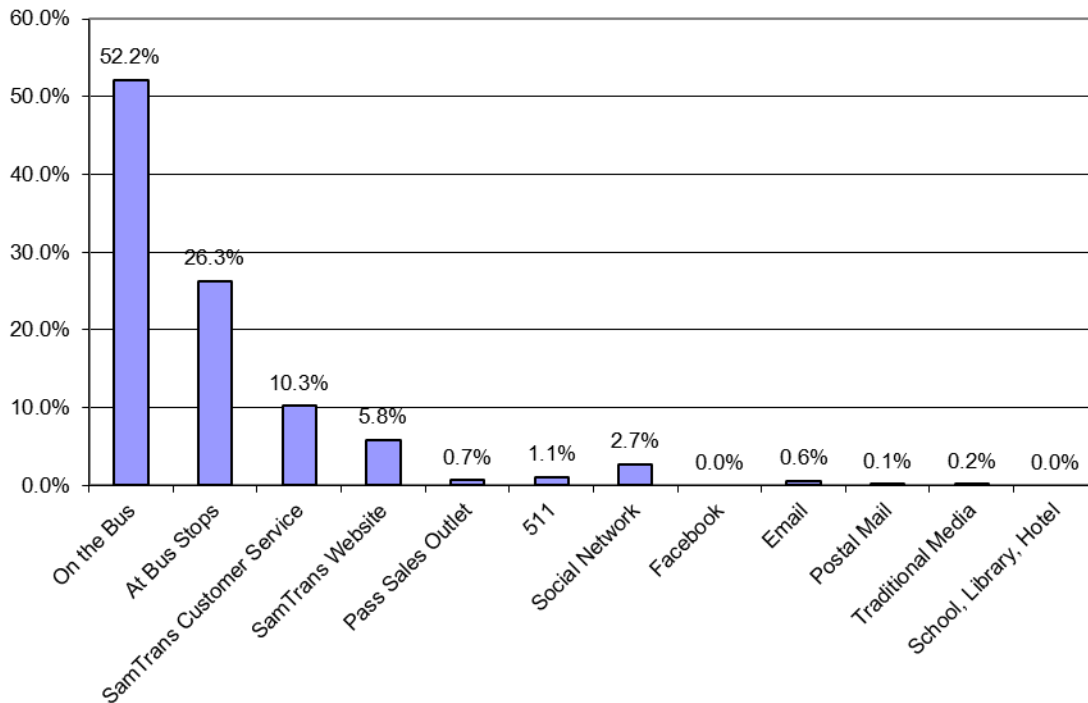
Another possible alternative to offering a discounted summer monthly youth pass would be to create a summer youth pass of a duration that is shorter than the existing Monthly Pass. With a half-month or weekly pass, the cost barrier would be lower than with the proposed discount (\$22 per month) and may be a more attractive entry-point for minority youth not currently purchasing a monthly pass. However, the proposed Discount is only temporary and creation of a brand new category of fare media such as a semi-monthly or weekly pass introduces additional cost and administrative challenges when compared to a summer-long decrease in the price of a Monthly Pass for youth.

Mitigation Measures to Expand Awareness of Benefit to Minority Youth Population

District staff has found that the proposed discount would benefit non-minority youth populations more than minority youth populations. As a result, mitigation measures are necessary to attempt to increase the use of this new fare instrument among minority youth passengers. The most effective way to accomplish this goal is to conduct outreach and marketing specifically targeting minority youth passengers and their parents to inform them about this new discounted fare, and educate them regarding the cost savings available to them during the summer should they elect to utilize this new fare instrument. To better understand the most effective channels of communicating this benefit to the minority youth population, staff analyzed the results of the 2009 on-board survey which revealed that minority youth have a strong tendency to seek information about SamTrans service via onboard notices (52.2 percent), followed by bus-stop notices (26.3 percent), the customer service phone line (10.3

percent), and the SamTrans website (5.8 percent). The results of the survey as they pertain to minority youth can be found in Exhibit 12.

Exhibit 12: Minority Youth Information Channels



The marketing program developed to support the fare discount features advertising through those channels favored by minority youth (as well as channels appealing to a more general audience) as follows:

- Onboard electronic message signs and station Predictive Arrival Departure Sign messages (English & Spanish);
- Take one notices available on the buses (English & Spanish);
- Publications: *Rider's Digest* and *Transit Fun Guide*;
- Web button and landing page (the website has a translation feature);
- Written notice to those who purchased the Summer Youth Pass last year, vendors, youth groups, SamTrans Clipper cardholders, and schools;
- Social media: Twitter, Facebook, and Google+;
- Newspaper ads in Half Moon Bay Review, San Mateo Daily Journal, and El Observador (Spanish);
- Participation in *Summer Made Simple* advertising campaign (Mix106.5): web ads, 100 60-second radio spots, and Day Planner entry;
- News releases;
- Information posted to Clipper website;
- Message on 800 number; and
- Ad displayed in sign holders at the San Mateo County Transit District central office and at San Mateo County Fair.

MINORITY OUTREACH AND MARKETING ACTIVITIES

A public hearing was held concerning the proposed Youth Pass Summer Fare Discount on March 14 in conjunction with the SamTrans Board's normal monthly meeting and no public comment was received.

Dissemination of Information to Limited English Proficient (LEP) Persons

The District's public participation process includes measures to disseminate information on the proposed fare changes to LEP persons as well as at public hearings and meetings.

As stated above, comprehensive measures are employed by the District to reach out to non-English speaking persons. In addition, the District's Customer Service Center offered foreign language translation service, via the AT&T language line, for those who wish to provide oral comments on the fare proposal other than at the March 14, 2012 public hearing.

SAN MATEO COUNTY TRANSIT DISTRICT



Title VI Equity Evaluation Discontinuation of BART Plus Ticket Acceptance 2012

SAMTRANS
Title VI
Equity Evaluation

Discontinuation of BART Plus Interagency Agreement

As a federal grant recipient, the San Mateo County Transit District (District), which operates fixed-route bus service in San Mateo County under the SamTrans service name, is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI regulations. At a minimum, the District must conduct periodic compliance assessments to determine whether its services are provided in a nondiscriminatory manner consistent with the law. Normally the District performs a self-assessment every three years, or when it undertakes any fare change or significant service change. This assessment covers the District's proposed discontinuation of SamTrans' acceptance of the BART Plus ticket as a local fare credit. The ticket is a product of the Bay Area Rapid Transit District (BART). This proposal was developed with the dual intents of (a) decreasing fare evasion, as the pass tends to be counterfeited or used in a other than as designed; and (b) decreasing costs and increasing revenue for the SamTrans system due to both decreased fare evasion and elimination of a unique paper fare product that is costly to manage and provides significant discounts over traditional SamTrans Monthly Passes and cash fares. The date for discontinuation of the Agreement is December 31, 2012.

Staff concluded the impacts of discontinuing the Agreement would be spread evenly among passengers of all incomes but would have a disparate impact on minority customers because they utilize BART Plus more often than non-minority customers. Staff has also found that the overall use of BART Plus is minimal relative to overall ridership, and that there is no other alternative with a lesser disparate impact that would allow the District to accomplish the same legitimate dual business purposes. Indeed, the only alternative to discontinuing the Agreement would be to keep the Agreement in place, but that would not result in the District achieving the same business goals.

In light of staff's findings, the District will undertake efforts to ensure the impacts of this action are mitigated by actively promoting the use of available discount fare media, Monthly passes, Day passes, and tokens, which streamline the interagency transfer process (in the case of Clipper) and reduce the per-trip cost of riding SamTrans service (in all three cases).

Included in this Title VI analysis is a description of the proposed discontinuation of acceptance of BART Plus, an analysis of any potential impacts on minority and/or low-income communities, and strategies for mitigation of such impacts.

PROPOSAL

Background on the Fare Product

BART Plus is an inter-agency fare product that is sold at BART ticket vending machines in eight denominations ranging from \$43 to \$76. Valid for a half-month period, BART Plus provides customers with two fare components: a fixed amount of BART value, and unlimited travel on all participating bus operators that connect to BART. Below are the fare options for this product:

Exhibit 1: BART Plus Fare Structure

Total Cost of BART Plus Ticket	Stored BART Value	Bus Portion
\$43.00	\$15.00	\$28.00
\$48.00	\$20.00	\$28.00
\$52.00	\$25.00	\$27.00
\$57.00	\$30.00	\$27.00
\$62.00	\$35.00	\$27.00
\$67.00	\$40.00	\$27.00
\$71.00	\$45.00	\$26.00
\$76.00	\$50.00	\$26.00

Currently, three major transit systems (San Francisco Municipal Transportation Authority (SFMTA), SamTrans, and Santa Clara Valley Transportation Authority (VTA)) and seven BART feeder bus systems (County Connection, Dumbarton Express, Rio Vista Delta Breeze, Tri Delta Transit, Union City Transit, West CAT, and WHEELS) participate in the program. Per the most recent sales data, approximately 3,800 BART Plus tickets are sold throughout the Bay Area every month, which is equivalent to approximately 1,900 individuals making the purchases since the tickets are good for a two-week period.

The District is reimbursed for the cost of providing this discount based on a cost allocation formula estimating usage on the various systems. Based on the above sales number, and the assumption that these 1,900 customers board a bus service twice per day, this would result in 3,800 boardings per day using BART Plus. The District's average BART ridership is about 2,000 trips daily.

While it was not originally designed for use as a bus-to-bus transfer media, many BART Plus users utilize the fare instrument for just that purpose. Usage by SamTrans passengers is highly concentrated in northern San Mateo County near the border with San Francisco. Because SamTrans does not offer transfers with SFMTA buses or light rail, the elimination of the BART Plus fare option would require those customers to purchase monthly passes on both SamTrans and SFMTA. The SFMTA Monthly Pass is priced the same as the SamTrans Monthly Pass (\$64.00), so if a customer wanted to be able to have unlimited local travel on both systems

he/she would need to pay \$128.00 each month compared to \$56.00 (\$56 = \$28 x 2 for the "Bus Portion" of two \$43 BART Plus cards needed for one month of travel). Note that historically, BART Plus ticket costs have not increased apace with individual agencies' monthly passes, in large part due to the multi-agency governance structure of the product. As a result, the BART Plus fare product now results in a discount markedly greater than intended when the product was developed; in fact, the fare product has become an anachronism, and is markedly out-of-step with other fare products region-wide.

The end of the current Agreement term is December 31, 2012. The District, Dumbarton Express, and SFMTA both plan to allow the Agreement to expire at that time. VTA is also considering discontinuing its participation in the BART Plus program. In 2003, Alameda-Contra Costa Transit District (AC Transit), the first participant in BART Plus program, did not renew its BART Plus contract for local AC Transit bus service.

The net financial impact to SamTrans customers as a result of discontinuing this contract would depend on the frequency with which SamTrans passengers utilize the BART Plus instrument to pay their fare, and the systems on which they use it.

Rationale for the Proposed Change

The BART Plus fare product was originally developed as a result of a multi-agency agreement initiated more than 20 years ago for the purpose of providing seamless connectivity between BART and various bus systems at a time when there was no straightforward way to reconcile transfer discounts between transit agencies. The BART Plus program was not intended to be a permanent form of fare media but, rather, it was designed as a bridge to the eventual implementation of Translink, and now Clipper® Card, the pre-paid transit media system now in use on Muni, BART, AC Transit, Caltrain, SamTrans, VTA, Golden Gate Transit and Ferry, Dumbarton Express, and San Francisco Bay Ferry. It was not intended to be used primarily as a bus-to-bus transfer. Clipper cards provide for improved connectivity to BART for SamTrans customers, thus fulfilling and building upon the original intent behind introduction of the BART Plus fare product.

Elimination of the BART Plus paper ticket will eliminate the accounting, reconciliation, invoicing and payment required between the District and BART, which is more efficiently and accurately handled by Clipper, with its more streamlined process for reconciling transfer discounts between transit agencies, allowing for a more equitable distribution of fare discounts. It will also eliminate the administrative costs that come with supporting each type of paper fare media that is honored by the District, such as operator training, and dissemination of customer information.

In addition, elimination of the BART Plus fare product will close the "loop hole" created by providing unlimited bus and light rail trips at a cost to frequent, multi-agency riders that is well below all other available fare products.

Finally, it will eliminate a troublesome source of fare evasion. BART Plus passes – which must be

designed to work in BART ticket machines – are uniquely confusing and difficult for SamTrans bus operators to read and decipher quickly while passengers are boarding. Based on operator reports, staff has concluded that many passengers take advantage of this difficulty by either recycling old passes or creating their own, counterfeit BART Plus passes. Bus operators have indicated they are not likely to argue with each BART Plus user about the validity of his/her fare media. Elimination of the dual-purpose BART Plus ticket, and transition to Clipper for inter-agency transfers, would eliminate the issues related to BART Plus program abuse.

EQUITY EVALUATION OF PROPOSED CHANGES

In accordance with 49 CFR Section 21.5 (b) (2), 49 CFR Section 21.5 (b) (7) and Appendix C to 49 CFR part 21, grantees must evaluate all fare changes to determine whether those changes have a discriminatory impact. In this case, District staff has found that the proposal would have a disproportionate impact on the District's minority customers because the minority population tends to use BART Plus in greater numbers than the District's non-minority customer population. Measures will be implemented by the District to mitigate this impact.

Methodology

Based on FTA C 4702.1A, for proposed changes that would increase or decrease fares on certain transit modes or by fare payment type or payment media, the District should analyze any available information generated from ridership surveys, indicating whether minority and low-income customers are more likely to use the mode of service, payment type or payment media that would be subject to the change.

The methodology developed to analyze the impact the proposal would have on minority and low-income populations included the following steps:

1. Defining the term low-income to mean those with an annual household income below \$25,000 (i.e., double the federal poverty rate).
2. Defining the term "minority" to mean those who self-identify as any ethnicity other than "white" alone.
3. Analyzing data from the 2009 SamTrans system-wide onboard customer survey for low-income and minority populations.
4. Utilizing the 2009 survey data to develop the charts and graphs in the analysis below.

Given the size and scope of the 2009 SamTrans system-wide customer onboard survey (i.e., more than 7,000 total respondents with a margin of error of +/- 0.94 percent at a confidence interval of 95 percent), the 2009 data are accurate enough to develop data cross-tabulations to conduct in-depth analysis regarding the potential impact of the proposal on minority and low-income populations. Of the 7,003 survey respondents, 266 (3.8 percent) indicated they had used the BART Plus ticket to board a SamTrans bus that day. Survey respondents indicating they use BART Plus also tend to use BART Plus on a frequent basis, which is consistent with the fact that the ticket allows for unlimited rides for a two-week period. Altogether, 91 percent of District BART Plus users ride SamTrans at least five days a week.

Exhibit 2: BART Plus Usage Frequency

Usage	BART Plus
6-7 days/week	51.9%
5 days/week	39.1%
4 days/week	3.8%
3 days/week	1.9%
2 days/week	1.1%
1 day/week	0.4%
1-3 days/month	0.8%
Less than once a month	0.8%
Total	100.0%

Impact of Fare Change on Minorities

Among the 6,498 total responses regarding ethnicity, 5,352 (77.0 percent) identified themselves as “minorities” which is defined as any ethnicity other than “white only” for the purposes of this analysis. Among those identified as minorities, 4.4 percent utilize BART Plus as their primary form of fare payment, while only 1.9 percent of non-minority respondents utilize BART Plus as their primary form of fare payment. This discrepancy between the usage patterns of minority and non-minority respondents indicates the elimination of the BART Plus fare instrument will have a disproportionate impact on minority customers.

In general, when comparing minority respondents to “white only” respondents, minority respondents were more likely to utilize cash (49.0 percent compared to 42.6 percent) and less likely to use tokens (4.5 percent compared to 8.2 percent), Monthly passes (39.6 percent compared to 41.7%), and other non-cash fare media (with the exception of BART Plus).

A summary of the responses by ethnicity is provided in the table below.

Exhibit 3: Payment Method by Ethnicity

Payment Method	Ethnicity		Total
	Non-Minority	Minority	
Cash	42.6%	49.0%	47.5%
Token	8.2%	4.5%	5.4%
SamTrans Monthly Pass	41.7%	39.6%	40.1%
Caltrain Monthly Pass	4.1%	1.7%	2.3%
BART Plus	1.9%	4.4%	3.8%
Redi-Wheels/Disabled Pass	1.3%	0.5%	0.7%
VTA Pass/Yearly Pass	0.1%	0.3%	0.2%
Total	100.0%	100.0%	100.0%

BART Plus ridership is concentrated in SamTrans’ northern service area in the Daly City/South San Francisco area because of its proximity to BART stations, as well as the San Francisco County border. In total, 186 of the total number of 266 survey respondents (70 percent)

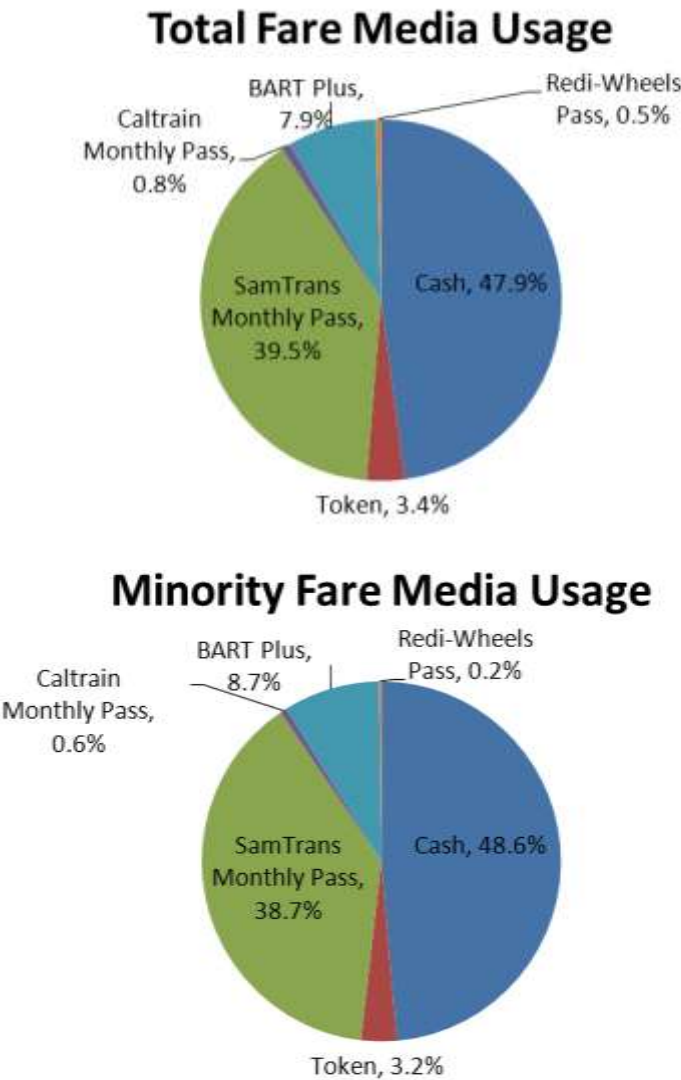
indicated they used BART Plus as their fare media for North County/Pacifica routes (i.e., route numbers 110-141).

Exhibit 4: Payment Method by Ethnicity (North County Local Routes Only)

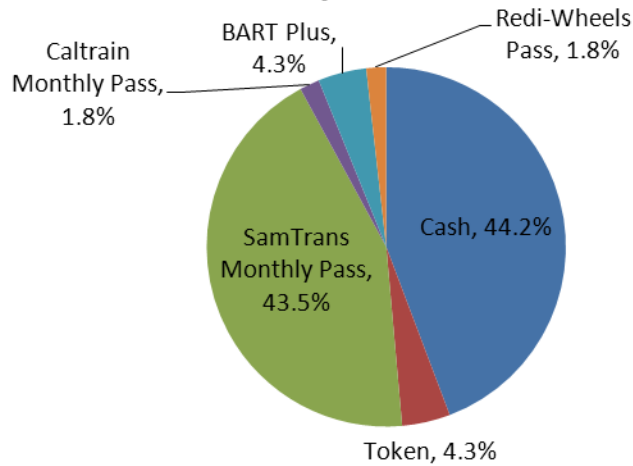
Payment Method	Ethnicity		Total
	Non-Minority	Minority	
Cash	44.2%	48.6%	47.9%
Token	4.3%	3.2%	3.4%
SamTrans Monthly Pass	43.5%	38.7%	39.5%
Caltrain Monthly Pass	1.8%	0.6%	0.8%
BART Plus	4.3%	8.7%	7.9%
Redi-Wheels/Disabled Pass	1.8%	0.2%	0.5%
Total	100.0%	100.0%	100.0%

The following charts illustrate the breakdown of fare media usage along North County routes. The trends among those utilizing North County Local routes are the same as those for the rest of the county. Minority customers utilize cash and BART Plus at a higher rate than non-minority customers. Non-minority customers utilize the Monthly Pass at a higher rate than minority customers.

Exhibit 5: Charts Depicting Payment Method by Ethnicity in Northern San Mateo County



Non-Minority Fare Media Usage



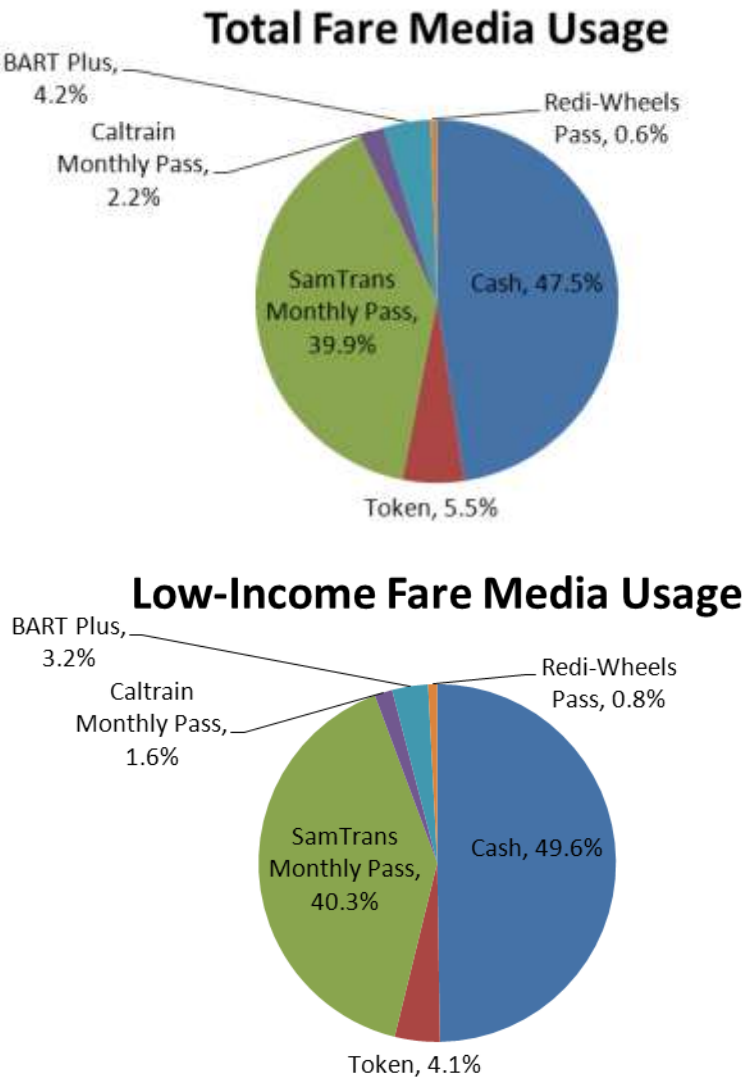
Impact of Fare Change on Persons of Low Income

A total of 5,325 survey respondents answered the question regarding household income. For the purposes of this analysis, “low income” is defined as a household income below \$25,000. Among those identifying themselves as low-income, 91 utilized BART Plus as their primary fare payment method (3.2 percent), while 130 non-low-income respondents indicated using BART Plus (5.2 percent). This result reveals that allowing the BART Plus fare agreement to expire will not have a disproportionate impact on low-income customers because a higher proportion of non-low-income passengers utilize BART Plus. A summary of the responses by household income is provided in the table below.

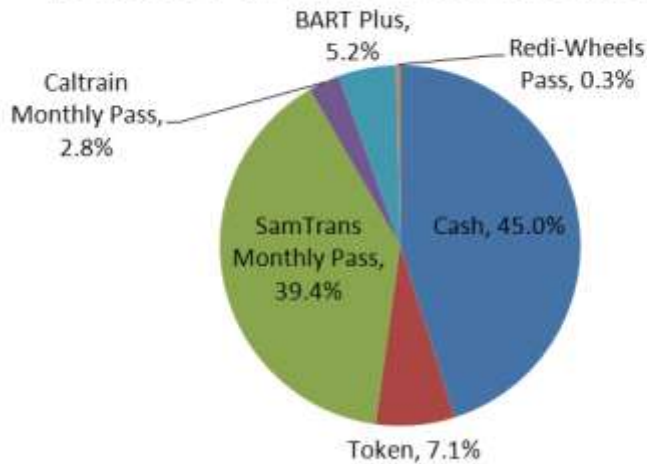
Exhibit 6: Payment Method by Household Income

Payment Method	Income Level		Total
	Low-Income	Non-Low-Income	
Cash	49.6%	45.0%	47.5%
Token	4.1%	7.1%	5.5%
SamTrans Monthly Pass	40.3%	39.4%	39.9%
Caltrain Monthly Pass	1.6%	2.8%	2.2%
BART Plus Ticket	3.2%	5.2%	4.2%
Redi-Wheels/Disabled Pass	0.8%	0.3%	0.6%
VTA Pass/Yearly Pass	0.3%	0.2%	0.3%
Total	100.0%	100.0%	100.0%

Exhibit 7: Charts Depicting Payment Method by Income



Non-Low Income Fare Media Usage



MINORITY OUTREACH AND MARKETING ACTIVITIES

The public outreach program for this proposal included community meetings in Daly City (in the northern part of the county) and San Carlos (at the District's administrative headquarters) on September 18 and September 20, respectively. In addition, the District utilized bilingual newspaper notices, bilingual onboard notices, a news release, posts on social media, and information posted to the SamTrans website to make the public aware of the proposed elimination of the BART Plus Agreement. The public hearing notices were posted in the following papers (two notices were posted in each):

- San Mateo Daily Journal (9/11 and 9/25),
- Pacifica Tribune (serving the northern part of the county) (9/12 and 10/3), and
- El Observador (a Spanish-language publication) (9/14 and 10/5).

Pursuant to the District's public hearing policy, on October 10, 2012, the Board held a public hearing regarding discontinuation of acceptance of BART Plus. The District received five comments in favor of the proposal and six comments opposed to discontinuing acceptance of the ticket.

ALTERNATIVES TO, AND MITIGATION FOR, PROPOSED CHANGE

Assess Alternatives to Discontinuing the BART Plus Acceptance

No Change

The sole alternative to the proposed discontinuation of acceptance of the BART Plus ticket would be to maintain BART Plus as a form of payment on SamTrans buses. While this would allow customers to continue using BART Plus for SamTrans trips, because SFMTA and VTA are discontinuing their acceptance of BART Plus effective January 1, 2013, customers would be required to purchase monthly passes on those transit systems. This would negate much of the cost savings customers enjoy by using BART Plus across multiple systems.

Also, this alternative would not allow the District to achieve the same business purposes as discontinuing acceptance. Those purposes are to:

- Continue the region-wide transition toward use of Clipper for interagency transfers.
- Bring fares more in-line across products and curb unintended use of BART Plus as primarily a bus pass rather than as a medium to facilitate connecting with BART.
- Limit fraudulent use of expired and counterfeit BART Plus passes.
- Eliminate substantial District administrative costs related to the processing, training and accounting required for issuance and acceptance of this unique fare instrument.

The BART Plus program was intended to be a bridge to the eventual implementation of the Translink/Clipper system now in place; the transit agencies' original goals in adopting BART Plus are met – or exceeded – now by Clipper.

In addition, as detailed above, the District has found that the BART Plus program is used as a cheaper alternative to regular fare products and, in more extreme but not uncommon cases, is used fraudulently by passengers, creating fare enforcement and revenue collection problems for the transit system. Only elimination of the BART Plus ticket would eliminate these issues related to BART Plus program abuse.

In sum, the District has identified no viable alternative with lesser effects on minority passengers that also meets the agency's legitimate business purposes for discontinuing use of the BART Plus fare product.

Mitigation Measures to Expand Awareness of Other Fare Options

As part of a fare equity analysis, the District must describe the actions it proposes to minimize, mitigate or offset any adverse effects of a proposed fare change disproportionately experienced by minority and/or low-income populations.

Given the impact eliminating the BART Plus fare instrument would have on minorities, it is necessary to analyze other fare options available to those seeking to use the SamTrans service. SamTrans offers a variety of other fare options, including cash (\$2.00 per trip), tokens (\$16.00

for 10 tokens, each good for a one-way trip), a Monthly Pass (\$64.00 for unlimited rides in a given month), and a Day Pass (\$6.00 for unlimited rides the day of issue). Exhibit 7 illustrates how the various payment methods compare for adult riders at three different usage levels (21 rides/month, 32 rides/month, and 42 rides/month). For the purposes of the Day Pass, it is assumed the customer uses the pass for commuting and the month includes 21 weekdays. Please note, the cheapest BART plus ticket is \$43.00, but includes \$15.00 worth of BART fare, thus resulting in a net \$28.00 half-month unlimited ride pass for bus travel.

Exhibit 7: Fare Payment Options

Scenario	Number of Rides on SamTrans	BART Plus Bus Value (\$43 x 2)	Cash (\$2 per ride)	Tokens	Monthly Pass	Day Pass
1	21 rides	\$86.00	\$42.00	\$34.00	\$64.00	\$126.00
2	32 rides	\$86.00	\$64.00	\$52.00	\$64.00	\$126.00
3	42 rides	\$86.00	\$84.00	\$68.00	\$64.00	\$126.00

Based on the information presented in Exhibit 7, tokens represent a viable alternative to cash or the Monthly Pass for those in scenarios one and two. However, the best alternative for the most frequent riders would be the Monthly Pass, which would be cheaper for those who only use one transit system. For those who would need to purchase two monthly passes to have unlimited travel on two transit systems, the cost would be \$128.00, which is \$42.00 more than the current monthly cost of two BART Plus tickets.

The District cannot mitigate for the loss of BART Plus privileges on other transit systems. However, there are two other critical benefits to the BART Plus fare instrument which the District can address through mitigation measures:

- BART Plus allows for seamless transfers between multiple systems (i.e., no need for additional paper fare media for different systems), and
- BART Plus offers a discount over the single-ride fare when used often enough throughout the month.

Following discontinuation of the BART Plus Agreement, the District will focus on educating BART Plus users, with a focus on minority passengers, about the benefits of using Clipper for seamless transfers between multiple systems.

To mitigate the loss of the per-trip discount offered with BART Plus for frequent riders on SamTrans, the District will also promote the use of the SamTrans Monthly Pass (available on Clipper), with a focus on minority populations.

Finally, the District will promote the use of discount tokens for those who use the service less frequently or are not comfortable using Clipper for any reason.

Taken together, these steps will mitigate the negative impacts on minorities associated with discontinuing the BART Plus Agreement to the greatest extent possible.

SamTrans Service Plan Title VI Equity Analysis

I. Purpose and Executive Summary

Title VI of the Civil Rights Act of 1964 ensures that “no person in the United States shall, on the basis 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.” The San Mateo County Transit District (District) has committed to the Federal Transit Administration (FTA) Title VI objectives set forth in Circular 4702.1B ensuring that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color, or national origin.

This analysis of the proposed SamTrans Service Plan (SSP) was prepared in conformity with Chapter IV of the FTA’s Circular 4702.1B, issued October 1, 2012.

The core of the proposed SSP is a comprehensive restructuring of SamTrans bus service. The SSP includes changes to 32 of SamTrans' 49 routes, along with the addition of three new routes and two new pilot community services. In crafting these recommendations, SamTrans was careful to ensure adverse effects were off-set or mitigated through improvements/changes to nearby routes, offsetting adverse effects with complementary benefits. The implementation phase for the SSP is slated to begin in Summer 2013. For the purposes of this analysis, the changes proposed in the SSP have been split into four categories:

- No change,
- Alignment adjustment,
- Discontinued/new service, and
- Frequency/service span/service day adjustment.

The following table illustrates the scope of changes for each category of route proposals in Vehicle Service Miles.

Exhibit 1: Scope of Changes by Category

Category	Vehicle Service Miles								Change in Weekly	Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly		
No Changes	5,494	733	731	6,958	5,494	733	731	6,958	-	0.0%
Alignment Change	30,220	3,288	3,062	36,570	26,401	3,268	3,008	32,676	(3,895)	-10.6%
Discontinue/New Service	29,816	3,501	3,119	36,436	30,532	4,321	3,796	38,649	2,212	6.1%
Frequency/Service Span/Service Day Change	33,613	3,304	2,209	39,126	27,737	2,658	2,227	32,622	(6,505)	-16.6%
Sum of all Changes	99,143	10,827	9,121	119,090	90,163	10,980	9,761	110,904	(8,187)	-6.9%

SamTrans followed the methodology outlined in the FTA’s Circular 4702.1B in analyzing how the menu of proposed changes would impact SamTrans' minority and low-income customers. Exhibit 2 illustrates those impacts by the category of change proposed.

Exhibit 2: Impact of Proposed Changes by Category

Category	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings	Impacted Low-Income Boardings	Impacted Minority Boardings
Alignment Change	65,072	32,832	52,323	50.5%	80.4%	(6,930)	(3,496)	(5,572)
Discontinue/New Service	167,884	95,632	139,944	57.0%	83.4%	10,194	5,807	8,498
Frequency/Service Span/Service Day Change	84,837	44,481	69,564	52.4%	82.0%	(14,104)	(7,395)	(11,565)
Sum of all Changes	317,792	172,945	261,832	54.4%	82.4%	(22,823)	(12,282)	(18,539)
Total Percent Impacted							53.8%	81.2%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

The results of SamTrans' analysis of the impacts of the SSP on minority and low-income populations indicate there is neither a disparate impact nor a disproportionate burden associated with the SSP, as illustrated in Exhibit 3.

Exhibit 3: Disparate Impact and Disproportionate Burden Calculations

Category	Percentage of Current Users	Percentage Impacted by Changes	Disparate Impact	Disproportionate Burden
Low-Income Persons	54.4%	53.8%		-0.6%
Minorities	82.4%	81.2%	-1.2%	

II. Background

SamTrans Overview

SamTrans, a business unit within the San Mateo County Transit District, provides bus service throughout San Mateo County. SamTrans' service area – extending from Palo Alto in the south to San Francisco in the north – is geographically and ethnically diverse, containing both dense urban cores and rugged rural landscapes with residents from a wide array of different backgrounds. These factors, along with its large 446-square-mile service area, make SamTrans' service area unique. To serve the region in FY 2012, SamTrans operated 296 buses on 49 different routes and carried approximately thirteen million passengers.

SamTrans Service Plan

Currently, SamTrans' debt obligations significantly impact the agency's financial well-being now and in the long term, and its yearly contributions to the Peninsula Joint Powers Board (Caltrain) operating budget place strain on limited resources. Without taking major action, SamTrans will have a budgetary shortfall that cannot be covered through supplemental revenue sources by 2014. In response to these existing budgetary challenges, SamTrans enacted a new SamTrans Strategic Plan in 2009 in an effort to redefine the agency's future objectives to better serve existing riders while attracting new riders. One critical element of this Strategic Plan was the development of the SSP.

The SSP is a Comprehensive Operational Analysis (COA) which responds to changing economic circumstances and budget reductions with the aim of shaping SamTrans service to be more efficient and serve the diverse communities within the District's service area in a more effective manner. At the same

time, the SSP also informs recommendations to meet future transit demand within the region. Specific goals set to achieve this vision include:

- Assess the effectiveness of the District’s family of services, programs, and planning initiatives.
- Continue to meet the needs of transit-dependent communities.
- Improve the quality of life and mobility for the community.
- Begin to address east-west connectivity.
- Actively engage cities and local and regional stakeholders.

The SSP recommendations are the direct result of collaboration between SamTrans and the communities it serves. The combination of in-depth market research and a service evaluation with an extensive public outreach campaign laid the foundation for revamping the SamTrans system with a strong emphasis on increasing overall quality of service and financial sustainability.

III. Proposed Service Changes

As part of the SSP, numerous changes in routing and in travel frequency were proposed. The recommendations include restructuring or discontinuing some routes or route segments, while also increasing service spans or improving frequencies for many other – sometimes overlapping – SamTrans services. While developing recommendations, care was taken to maintain passengers' access within a reasonable walk-shed (quarter mile) of the SamTrans network. The implementation phase for the SSP is slated to begin in 2014. For the purposes of this analysis, the changes proposed in the SSP have been split into four categories:

- No change,
- Alignment adjustment,
- Discontinued/new service, and
- Frequency/service span/service day adjustment.

The following tables list the proposed SSP service changes by category:

Exhibit 4: List of Routes with No Proposed Changes

Bus Line	Summary of Change
16	No change.
24	No change.
35	No change.
36	No change.
38	No change.
43	No change.
46	No change.
53	No change.
54	No change.
55	No change.
58	No change.
72	No change.
73	No change.
83	No change.
112	No change.
297	No change.
397	No change.

Exhibit 5: List of Routes with Alignment Changes

Bus Line	Summary of Change
17	Extend route to serve Pacifica seven days a week, increase frequency to 60 minutes.
121	Realign route in the Crocker/Southern Hills area.
122	Trim alignment in places to reduce travel time.
140	Extend to serve SFO's free Airtran stop at the car rental facility to improve access to the airport.
141	Realign route via San Bruno Avenue to improve direct service to San Bruno BART. Only serve San Mateo Avenue on select trips.
251	Match travel patterns by running uni-directional service toward Hillsdale Caltrain in the morning and from it in the afternoon.
292	Minor alignment change in San Mateo.
295	Discontinue service south of San Carlos Caltrain. Operate select trips along Brittan Avenue and Alameda de las Pulgas. Service along Woodside Road will be covered via Route 275 (see Exhibit 6).

Exhibit 6: List of Discontinued/New Routes

Bus Line	Summary of Change
123	Discontinue. Customers can use Route 121 which covers the same area.
130	Route trimmed to serve only the Daly City and Colma BART stations.
New 131	New route to replace portion of trimmed Route 130.
250	Split into two routes. Route 250 will connect downtown San Mateo with College of San Mateo.
New 252	New route covering the former Route 250 alignment east of Highway 101.
New 275	Operate along former Route 295's Woodside Road alignment. Serve Canada College on Saturday.
280	Discontinue, cover lost area with changes to 281, 296, and East Palo Alto shuttles.
359	Discontinue. Customers can use Route 251 to connect to Caltrain and El Camino Real.
390	Discontinue, replace with ECR.
391	Discontinue, replace with ECR.
New ECR	Expand from weekend-only service to operate seven-days a week. Improve to 15-minute headways all service days.

Exhibit 7: List of Routes with Frequency/Service Span/Service Day Adjustments

Bus Line	Summary of Change
14	Operate peak-hour trips only. Eliminate service on weekends. Customers can utilize Pacifica Alternative Service.
85	Add several trips to cover portions of Menlo Park lost due to alignment adjustments to Route 295.
110	Improve morning service.
118	Eliminate all but selected peak-hour trips. Customers can utilize Routes 110 and 112.
120	Improve weekday and weekend service span. Operate more frequent Sunday service.
132	Operate only select peak-hour trips. Customers can use Routes 130, 131, and 133.
133	Increase service frequency to 30 minutes on weekdays and Saturday and 60 minutes on Sunday. Discontinue route segment between Serramonte Shopping Center and Spruce Avenue/Huntington Avenue. Customers can utilize Route 131.
260	Discontinue Saturday service to a portion of Redwood Shores with extremely low ridership. No other alternatives are available in that location.
262	Operate selected peak-hour trips only. Alternatives include Route 260 and a proposed Belmont Shuttle.
270	Realign route to run hourly service from Redwood City Caltrain to Marsh Road and Scott Drive, with staggered hourly service east of Highway 101. Discontinue service to Seaport Center given that area is well-covered by an existing shuttle service.
271	Operate selected peak-hour trips only. Customers may need to walk to Jefferson to use Route 274.
274	Discontinue Saturday service, maintain link to Canada College via new Route 275.
281	Improve weekday frequency to 15 minutes. Minor alignment adjustments.
294	Discontinue service between Half Moon Bay and Pacifica, replace this with more robust service on Route 17. Expand service to operate seven days a week and improve frequency. Serve College of San Mateo on select trips.
296	Improve frequency to 15 minutes during weekdays and 30 minutes on Saturday.
KX	Shorten route to operate between Redwood City Caltrain and San Francisco International Airport/San Bruno BART. Downtown San Francisco will be served only during peak-hour, peak-direction trips. Off-peak travel to San Francisco can be made via Route 292 or BART.

IV. SamTrans Title VI Policies

Requirements for compliance with Title VI of the Civil Rights Act of 1964 were recently updated by the Federal Transit Administration and now require each large public transportation provider's governing board to approve three policies:

- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy

These new policies were included as a requirement within FTA Circular 4702.1B, released October 2012. Following release of the new guidance, SamTrans crafted policies based on a number of factors, including existing policies already in use, consultation with other transit agencies, and analysis of impacts of past service and fare change decisions.

The three policies were released for review by the public in February 2013 and significant public outreach was conducted to solicit input regarding these policies. Following the public engagement phase, SamTrans revised the policies accordingly and they were adopted at the March 13 SamTrans Board meeting. An inventory of the public engagement process for the Title VI policies can be found in the Appendices. The adopted policies follow.

Major Service Change Policy

All major increases or decreases in transit service are subject to a Title VI Equity Analysis prior to Board approval of the service change. A Title VI Equity Analysis completed for a major service change must be presented to the SamTrans Board of Directors for its consideration and included in the SamTrans Title VI Program with a record of action taken by the Board.

A major service change is defined as:

A reduction or increase of 25 percent or more in total vehicle revenue miles in service on any specific route over a one-week period.

The following service changes are exempted:

- Changes to a service on a route with fewer than 10 total trips in a typical service day are not considered "major" unless service on that route is eliminated completely on any such day.
- The introduction or discontinuation of short- or limited-term service (e.g., promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversions for construction or other similar activities), as long as the service will be/has been operated for no more than twelve months.
- SamTrans-operated transit service that is replaced by a different mode or operator providing a service with the same or better headways, fare, transfer options, span of service, and stops.

Disparate Impact Policy

This policy establishes a threshold for determining whether a given action has a disparate impact on minority populations. Per FTA Circular 4702.1B:

Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

The policy shall establish a threshold for determining when adverse effects of [fare/]service changes are borne disproportionately by minority populations. The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The disparate impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.

In the course of performing a Title VI Equity Analysis, SamTrans must analyze how the proposed action would impact minority as compared to non-minority populations. In the event the proposed action has a negative impact that affects minorities more than non-minorities with a disparity that exceeds the adopted Disparate Impact Threshold, or that benefits non-minorities more than minorities with a disparity that exceeds the adopted Disparate Impact Threshold, SamTrans must evaluate whether there is an alternative that has a more equitable impact. SamTrans must then reanalyze the proposal to determine if the disparity would be eliminated or reduced. To proceed with a change that has a disparate impact above the defined threshold, the agency must demonstrate that a legitimate business purpose cannot otherwise be accomplished and that the proposed change is the least discriminatory alternative.

SamTrans has adopted a Disparate Impact Threshold of 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by minority populations compared to the same impacts borne by non-minority populations.

Disproportionate Burden Policy

This policy establishes a threshold for determining whether a given action has a disproportionate burden on low-income populations relative to non-low-income populations. The Disproportionate Burden Policy applies only to low-income populations that are not also minority populations. Per FTA Circular 4702.1B:

The policy shall establish a threshold for determining when adverse effects of [fare/]service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.... The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission.... At the conclusion of the analysis, if the transit provider finds

that low-income populations will bear a disproportionate burden of the proposed fare[/service] change, the transit provider should take steps to avoid, minimize, or mitigate impacts where practicable. The transit provider should describe alternatives available to low-income populations affected by the fare[/service] changes.

SamTrans has adopted a Disproportionate Burden Threshold of 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by low-income populations compared to the same impacts borne by non-low-income populations.

V. Finding of Major Service Change

Exhibits 8-12 summarize the scope of changes proposed within the SSP in terms of weekly Vehicle Service Mileage by the category of changes included within the SSP. Given the changes include the elimination of some routes as well as significant increases and decreases in levels of service on many others, the SSP is considered a “Major Service Change” under SamTrans’ adopted policy even though the cumulative scope of changes is a decrease of only six percent in Vehicle Service Miles (below the 25-percent threshold adopted by the Board in March 2013).

Exhibit 8: Scope of Service Not Slated for Change

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
16	289	-	-	289	289	-	-	289	-	0%
24	100	-	-	100	100	-	-	100	-	0%
35	77	-	-	77	77	-	-	77	-	0%
36	104	-	-	104	104	-	-	104	-	0%
38	298	39	36	372	298	39	36	372	-	0%
43	48	-	-	48	48	-	-	48	-	0%
46	75	-	-	75	75	-	-	75	-	0%
53	241	-	-	241	241	-	-	241	-	0%
54	251	-	-	251	251	-	-	251	-	0%
55	55	-	-	55	55	-	-	55	-	0%
58	145	-	-	145	145	-	-	145	-	0%
72	59	-	-	59	59	-	-	59	-	0%
73	54	-	-	54	54	-	-	54	-	0%
83	449	-	-	449	449	-	-	449	-	0%
112	1,419	198	198	1,815	1,419	198	198	1,815	-	0%
297	403	211	211	825	403	211	211	825	-	0%
397	1,429	286	286	2,000	1,429	286	286	2,000	-	0%
Total	5,494	733	731	6,958	5,494	733	731	6,958	-	0%

Exhibit 9: Scope of Changes to Routes with Alignment Adjustments

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
17	2,002	282	282	2,566	2,663	282	282	3,227	661	26%
121	4,201	276	276	4,753	3,968	335	248	4,551	(202)	-4%
122	5,303	584	568	6,456	4,752	551	536	5,840	(616)	-10%
140	2,592	207	207	3,005	2,304	212	212	2,728	(277)	-9%
141	620	-	-	620	293	-	-	293	(327)	-53%
251	1,368	210	-	1,578	1,001	158	-	1,159	(419)	-27%
292	10,264	1,729	1,729	13,721	10,264	1,729	1,729	13,721	-	0%
295	3,871	-	-	3,871	1,157	-	-	1,157	(2,714)	-70%
Total	30,220	3,288	3,062	36,570	26,401	3,268	3,008	32,676	(3,895)	-11%

Exhibit 10: Scope of Changes to Discontinued/New Routes

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
123	1,001	-	-	1,001	-	-	-	-	(1,001)	-100%
130	3,568	308	173	4,049	4,002	255	166	4,423	374	9%
New 131	-	-	-	-	3,206	204	132	3,542	3,542	N/A
250	3,665	464	216	4,344	2,820	367	169	3,356	(989)	-23%
New 252	-	-	-	-	327	-	-	327	327	N/A
New 275	-	-	-	-	1,235	166	-	1,401	1,401	N/A
280	1,395	156	156	1,706	-	-	-	-	(1,706)	-100%
359	856	-	-	856	-	-	-	-	(856)	-100%
390	9,188	-	-	9,188	-	-	-	-	(9,188)	-100%
391	10,143	-	-	10,143	-	-	-	-	(10,143)	-100%
New ECR	-	2,574	2,574	5,148	18,942	3,329	3,329	25,600	20,452	N/A
Total	29,816	3,501	3,119	36,436	30,532	4,321	3,796	38,649	2,212	6%

Exhibit 11: Scope of Changes to Routes with Frequency/Service Span/Service Day Adjustments

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
14	1,046	89	68	1,203	524	-	-	524	(679)	-56%
85	576	-	-	576	717	-	-	717	141	25%
110	2,383	295	126	2,805	2,409	291	125	2,825	20	1%
118	882	-	-	882	321	-	-	321	(561)	-64%
120	4,876	689	494	6,059	5,500	880	880	7,260	1,201	20%
132	1,430	134	-	1,564	-	-	-	-	(1,564)	-100%
133	2,172	201	-	2,373	978	137	68	1,183	(1,190)	-50%
260	2,616	216	-	2,832	2,320	196	-	2,516	(316)	-11%
262	778	-	-	778	173	-	-	173	(605)	-78%
270	602	76	-	679	936	-	-	936	257	38%
271	945	-	-	945	216	-	-	216	(729)	-77%
274	1,210	84	-	1,294	1,218	-	-	1,218	(76)	-6%
281	1,801	259	259	2,320	2,900	205	205	3,310	990	43%
294	2,745	-	-	2,745	1,510	174	174	1,858	(887)	-32%
296	3,377	198	198	3,772	4,510	371	371	5,252	1,480	39%
KX	6,173	1,063	1,063	8,300	3,506	404	404	4,314	(3,986)	-48%
Total	33,613	3,304	2,209	39,126	27,737	2,658	2,227	32,622	(6,505)	-17%

Exhibit 12: Cumulative Scope of all SSP Changes

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
Grand Total	99,143	10,827	9,121	119,090	90,163	10,980	9,761	110,904	(8,187)	-6.9%

VI. Effects of Major Service Changes on Minority and Low-Income Populations

Methodology

The methodology developed to analyze the impact of the proposed SSP on minority and low-income populations included the following steps, several of which are discussed in more detail below:

5. Selecting the most recent (2012) system-wide onboard customer survey (rather than Census data) as the data source for the analysis.
6. Defining the term low-income to mean those with a reported annual household income below \$25,000 (i.e., double the federal poverty rate).
7. Defining the term “minority” to mean those who self-identified as any ethnicity other than “white” alone.
8. Analyzing data from the 2012 SamTrans system-wide onboard customer survey for low-income and minority populations to determine current ridership patterns.
9. Defining possible adverse effects and benefits that could result from the SSP, and determining net effects associated with the various elements of the proposed changes.
10. Utilizing the 2012 survey data to analyze the distribution of potential adverse effects and benefits to evaluate distribution of net effects on minority and non-minority, and low-income and non-low income, populations.

Step 1: Data Source Selection

The nature of the service changes proposed in the SSP led SamTrans to analyze ridership data versus Census data. This allows SamTrans to accurately gauge the number of actual users who will be affected by proposed changes in the SSP at the individual route level. Census data would only provide SamTrans with the ability to determine the number of minorities and low-income persons in a given geographical area, which staff deemed to be much less accurate and informative than ridership survey data.

The 2012 onboard survey was conducted as a stratified-random-sample by a market research firm under contract with SamTrans. Surveys were collected via pen-and-paper by multi-lingual survey personnel. Given the size and scope of the 2012 SamTrans system-wide customer onboard survey (i.e., more than 4,500 total respondents who answered questions regarding race and income with a margin of error of +/- 1.4 percent at a confidence interval of 95 percent), the 2012 data are accurate enough to develop data cross-tabulations to conduct in-depth analysis regarding the potential impact of the proposal on minority and low-income populations.

To determine how the proposed service changes would impact minority and low-income populations, SamTrans calculated the percentage of survey respondents who indicated they were “minority” for each route in the system. The same process was repeated for those indicating they met the threshold for “low income.”

Step 5: Defining and applying the definitions of adverse effects and benefits to elements of the SSP

As required under the FTA’s guidance, Staff considered how the service changes proposed in the SSP would impact SamTrans customers on a day-to-day basis. For example, if a route was being eliminated but another route was being added or adjusted to provide essentially the same service, the adverse effect of a lost route would be offset by the benefit of a new or expanded route.

In general, the adverse effects associated with the various categories of changes proposed in the SSP are as follows:

- No change: No adverse effects are anticipated relative to existing service.
- Alignment adjustment: Existing customers will need to either walk a longer distance to reach their current (but adjusted) route, or use another SamTrans route (which may exist currently or has been adjusted to cover the area lost by adjustments to the other route).
- Discontinued service: Existing customers will need to either walk a longer distance to reach a new/different route, or use another SamTrans route (which may have been added or adjusted to cover the area lost by the other route’s elimination) or mode of transportation.
- Frequency reduction: Patrons will need to wait longer for the bus or plan their day with a greater focus on the schedule of the route(s) they plan to use.
- Service span reduction: Existing patrons may need to use alternate service and walk a longer distance in the early morning/late night, or adjust their schedule around a more compact service day.
- Service day adjustment: Existing patrons may need to use alternate service and walk a longer distance on days no longer being served by their chosen route, or adjust their schedule around the route’s new weekly schedule.

The positive effects associated with proposed changes in the SSP are:

- New service to currently un-served areas;
- Significant improvements to frequency;
- Expanded service hours, and
- Additional weekend service on routes where there currently is none.

Throughout development of the SSP, SamTrans Staff strived to ensure negative effects were mitigated through improvements/changes to nearby routes. Developing and then applying the definitions of adverse effects and benefits allowed Staff to review the SSP to determine whether these efforts were successful.

Step 6: Applying Step 5 Results to SamTrans Customer Data

Based on the definitions and determinations made in Step 5, Staff applied a model based on the example provided in FTA Circular 4702.1B to determine the number of users who would be impacted by the proposed changes, as well as the percentage of minority and low-income persons within the ranks of those being impacted.

The net positive (or negative) changes associated with the individual routes are summarized cumulatively in the “Ridership Adjusted Lines” line-item at the bottom of Exhibit 16. These cumulative figures are then used to calculate the percentage of low-income and minority riders impacted by the proposed changes. This is then compared to the current system-wide percentage of minorities and low-income persons (as revealed by survey data). Exhibits 13-16 below illustrate the impacts of each of the following categories of changes associated with the SSP (those without changes are not included):

- Alignment adjustment,
- Discontinued/new service, and
- Frequency/service span/service day adjustment.

As noted in the exhibits above, and detailed route-by-route narrative below, each change was analyzed with effects quantified in terms of the number of weekly Vehicle Service Miles (VSM) being adjusted for each individual route. Looking now at Exhibits 13-16, the change in VSM for each route – negative or positive – was then multiplied by the number of passengers/VSM carried by that particular route to determine how many passengers would be impacted by the proposed change to that route. The survey data indicating the rate of minority/low-income users on that particular route were then applied to the number of total impacted passengers to determine the respective numbers of minority and low-income users who would be impacted either negatively or positively by the proposed change. For instance, the proposed elimination of Route 359 would have a negative impact on a total of 445 passengers/week. Survey data revealed 10 percent of Route 359’s riders identified themselves as low-income, meaning 45 of those 445 passengers are low-income. Another example would be the significant increases in frequency on Route 296, which would benefit an estimated 3,999 riders/week. Survey data revealed 88.2 percent of Route 296’s riders identified themselves as minorities, meaning 3,525 minority passengers stand to benefit from the proposed Route 296 changes.

Analysis of Alignment Adjustments

The anticipated net adverse effects of each route with proposed alignment changes are detailed below. *The adverse effects themselves are italicized.*

- Route 17: Service will be extended to operate between Linda Mar Park & Ride and Half Moon Bay seven days a week (it currently only operates as far north as Montara on weekdays, with service to Linda Mar via Route 294 only). This will enhance connections on the Coast with points north on weekdays. This recommendation is designed to compensate for the changes to Route 294 (see Exhibit 15), which include expanding Route 294 to seven days a week while consolidating North/South service along Highway 1 to a single alignment (just Route 17), making service along the Coastside much easier for customers to understand and navigate. *There will be the same number of buses operating along that corridor as exist today.*
- Route 121: Some circuitous routing will be eliminated in a small section of the route. *These alignments are also covered by other routes so no significant impacts are anticipated.*
- Route 122: The bus will no longer travel along some circuitous roads through low-ridership single-family residential areas. These areas are within ¼-mile walking distance of the new alignment. *This will result in a longer walk to access Route 122 for a small number of passengers.*
- Route 140: The bus will now travel between San Bruno BART station and the SFO's Airtrain stop at the car rental facility on McDonnell Road. This new alignment will allow for connections to San Bruno BART from the airport as well as San Bruno Caltrain. *No negative impacts are anticipated.*
- Route 141: Some residents along San Mateo and 3rd Avenues may have to transfer from ECR depending on time of travel given they will only be served by a few trips a day (versus every trip at current). *This will result in additional fare given lack of a transfer policy, although a Day pass is available.*
- Route 251: The route will be directionalized to allow for streamlined travel to/from Hillsdale Caltrain during peak commute hours. *Those traveling against the peak direction may need to go slightly out of their way and pay an additional fare given lack of a transfer policy, although a Day pass is available.*
- Route 292: The bus will be moved one block from B Street to Delaware Street in downtown San Mateo. *No adverse effects are anticipated beyond the one-block longer walk for a small number of customers would be offset by a one-block-shorter walk for a comparable group of passengers.*
- Route 295: The portion of the Route south of San Carlos Caltrain will be eliminated. The highest ridership portion of this southern alignment – Woodside Road – will be covered by more frequent Route 275 service (see Exhibit 14). Route 85 is also available for Menlo Park residents (Route 85 will be converted to operate all weekdays as opposed to school days only) and a new alternative service model will be implemented in the San Carlos/Redwood City area to cover other sections of Route 295 being eliminated. *The vast majority of riders impacted by the proposed changes will have an alternative mode of travel, but a small number will experience adverse effects such as a longer walk to catch a different route or a transfer from another route to reach their normal destination.*

Exhibit 13: Impact of Proposed Alignment Adjustments

Bus Lines	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings*	Impacted Low-Income Boardings	Impacted Minority Boardings
17	2,510	1,217	1,219	48.5%	48.6%	646	313	314
121	12,398	6,623	11,149	53.4%	89.9%	(527)	(281)	(474)
122	15,672	6,739	13,490	43.0%	86.1%	(1,496)	(643)	(1,288)
140	5,046	2,847	4,044	56.4%	80.1%	(466)	(263)	(373)
141	1,027	369	773	35.9%	75.3%	(542)	(195)	(408)
251	2,479	862	1,531	34.8%	61.8%	(658)	(229)	(406)
292	21,889	11,746	17,417	53.7%	79.6%	-	-	-
295	4,050	2,430	2,700	60.0%	66.7%	(2,840)	(1,704)	(1,893)
Ridership Adjusted Lines	65,072	32,832	52,323	50.5%	80.4%	(6,930)	(3,496)	(5,572)
Total Percent Impacted							50.5%	80.4%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

*Total Impacted Boardings is calculated by multiplying the change in Weekly Vehicle Service Miles by the number of Passengers/Vehicle Service Mile carried on each individual route. For example, Route 17 will be expanded by 661 VSM per week and carries 0.98 Passengers/VSM. Thus, 661 more VSM will translate to an additional 646 boardings (i.e., $661 \times 0.98 = 646$).

Analysis of Discontinued and New Service

The anticipated adverse effects of each discontinued or new route is detailed below. *The adverse effects themselves are italicized.*

- Route 123: Currently operates between Colma BART and Skyline College, which is an alignment also covered by Route 121 (see Exhibit 13). *Current riders can take Route 121 instead, but travel time will be longer.*
- Route 130: Alignment will be trimmed into three pieces. The portion between Daly City BART and Colma BART will be covered by Route 130 (see Exhibit 14). The portion between Airport/Linden and South San Francisco BART will be covered by new Route 131, with an extension to Serramonte Shopping Center which is not currently served from South San Francisco (see Exhibit 14). The third portion is along El Camino Real, which is covered by Route ECR (see Exhibit 14). All three alignments will be served by routes operating every 15 minutes, a significant improvement. *Those traveling all the way from Daly City BART to Airport/Linden will pay an additional fare given lack of a transfer policy, although a Day Pass is available. These customers may also see their travel time extended, though the buses they are using will operate more frequently.*
- Route 131: New route covering portion of old Route 130, it will operate at 15-minute intervals and it will serve Serramonte Shopping Center, which will allow for transfers to multiple other routes to points elsewhere. *Those traveling all the way from Daly City BART to Airport/Linden will pay an additional fare given lack of a transfer policy, although a Day Pass is available. These customers may also see their travel time extended, though the buses they are using will operate more frequently.*
- Route 250: Will be split into two routes to allow for simpler operation and better serve core markets. All current areas will continue to be served by either Route 250 or new Route 252. *Those traveling all the way from College of San Mateo to Humboldt area will pay an additional fare given lack of a transfer policy, although a Day pass is available.*

- Route 252: Covers eastern portion of existing Route 250. *Those traveling all the way from College of San Mateo to Humboldt area will pay an additional fare given lack of a transfer policy, although a Day pass is available.*
- Route 275: Will cover discontinued portion of Route 295 along Woodside Road at 30-minute intervals. Will also serve Canada College on weekends in lieu of Route 274 (see Exhibit 15). This new route represents a significant improvement in frequency along Woodside Road, a major corridor. *No adverse effects are anticipated.*
- Route 280: Will be discontinued due to low ridership. Resources will be shifted to significantly improve frequency on Routes 281 and 296 (see Exhibit 15), which will be adjusted slightly to ensure all portions of existing Route 280 are covered. *No adverse effects are anticipated.*
- Route 359: Discontinued due to low ridership. *Customers can take Route 251 (see Exhibit 13) to Hillsdale and transfer to Caltrain or Route ECR, but will need to pay an additional fare, although a Day Pass is available. Travel time between Foster City and Millbrae will also be extended, though frequency will be improved and this travel pattern will be available all day, six days a week as opposed to just during peak-hours on weekdays with current Route 359.*
- Route 390: Will be discontinued on weekdays and replaced with Route ECR (see Exhibit 14). *When weekend service underwent the same transition in August 2012, no significant adverse effects were witnessed among SamTrans customers and ridership increased.*
- Route 391: Will be discontinued on weekdays and replaced with Route ECR (see Exhibit 14). Service will no longer be provided into San Francisco during peak hours. Research revealed fewer than three percent of Route 391 riders utilize the service to go to/from San Francisco. *These customers will need to transfer to San Francisco Municipal Railway (MUNI) or Bay Area Rapid Transit (BART), and pay an additional fare, but they may experience decreased travel time.*
- Route ECR: Streamlined replacement for weekday Route 390/391 service (see Exhibit 14). Already implemented on weekends, ridership has increased significantly and customers have indicated they appreciate the simpler service structure and improved frequency to key destinations. *No adverse effects are anticipated.*

Exhibit 14: Impact of Discontinued/New Service

Bus Lines	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings*	Impacted Low-Income Boardings	Impacted Minority Boardings
123	2,407	858	2,210	35.6%	91.8%	(2,407)	(858)	(2,210)
130	10,965	6,423	10,064	58.6%	91.8%	1,013	593	930
New 131	9,591	5,619	8,804	58.6%	91.8%	9,591	5,619	8,804
250	9,779	5,627	8,267	57.5%	84.5%	(2,226)	(1,281)	(1,882)
New 252	736	423	622	57.5%	84.5%	736	423	622
New 275	1,466	880	977	60.0%	66.7%	1,466	880	977
280	1,465	912	1,191	62.3%	81.4%	(1,465)	(912)	(1,191)
359	445	45	270	10.0%	60.6%	(445)	(45)	(270)
390	30,742	17,642	25,701	57.4%	83.6%	(30,742)	(17,642)	(25,701)
391	27,277	16,534	22,588	60.6%	82.8%	(27,277)	(16,534)	(22,588)
New ECR	73,010	40,670	59,249	55.7%	81.2%	60,999	33,979	49,502
Ridership Adjusted Lines	167,884	95,632	139,944	57.0%	83.4%	10,194	5,807	8,498
Total Percent Impacted							57.0%	83.4%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

**Total Impacted Boardings is calculated by multiplying the change in Weekly Vehicle Service Miles by the number of Passengers/Vehicle Service Mile carried on each individual route. For example, Route 123 will be cut by 1,001 VSM per week and carries 2.4 Passengers/VSM. Thus, 2,407 fewer VSM will translate to 2,407 fewer boardings (i.e., 1,001*2.4=2,407).*

Analysis of Frequency, Service Span, and Service Day Adjustments

The anticipated adverse effects of routes slated for frequency, service span, and service day adjustments are detailed below. *The adverse effects themselves are italicized.*

- Route 14: Given low ridership during off-peak times, service will be curtailed to keep only those trips with sufficient ridership. *Local service in the area will be provided by an Alternative Service Pilot currently under development, mitigating any adverse effects.*
- Route 85: Low ridership on the segment of Route 295 south of San Carlos Caltrain, but several portions of that alignment are productive and serve customers with significant mobility challenges. Route 85 will be bolstered with several additional trips to ensure a reliable link remains between the Alameda de las Pulgas/Santa Cruz Avenue area and El Camino Real. *No adverse effects are anticipated.*
- Route 110: Several trips will be added in the morning to improve access to BART. *No adverse effects are anticipated.*
- Route 118: All but several peak-hour trips will be discontinued due to low ridership. *Given low ridership on these other trips, the number of customers who will need to take advantage of alternatives such as Routes 110 and 112 will be modest, though travel times are longer on those routes.*
- Route 120: Span of service will be improved across all service days and weekend frequency will be improved significantly. *No adverse effects are anticipated.*
- Route 132: All but several high-ridership trips will be eliminated. *Some residents along Hillside will no longer be served by Samtrans. Other areas will continue to be served by Routes 131 and ECR (see Exhibit 14).*
- Route 133: Significant improvements to frequency between Airport/Linden and San Bruno BART station. *The remainder of the route will only be served by select trips, though other SamTrans*

routes (i.e., ECR, Route 131) serve those areas (see Exhibit 14). Additional fare may be necessary given lack of a transfer policy, although a Day Pass is available.

- Route 260: Saturday service will be adjusted to eliminate service along some portions of Redwood Shores. This change will shorten travel time and allow the route to be operated with only one bus on Saturday versus the current two buses. *Some existing Saturday riders in Redwood Shores may need to walk a longer distance to reach the route.*
- Route 262: Operate only select trips on school days given low ridership. Those looking to travel at other times can use Route 260 (Exhibit 15) or Route ECR (Exhibit 14).
- Route 270: Double frequency along core of the route and maintain 60-minute service along portion east of Highway 101. Discontinued service to Seaport Center Office Park is covered by several shuttles. *No adverse effects are anticipated.*
- Route 271: Only select high-ridership trips will be kept. *There are no alternatives within easy walking distance for those wanting to travel outside of peak hours.*
- Route 274: Discontinue Saturday service and serve Canada College and Redwood City Caltrain on Saturdays via Route 275 (see Exhibit 14). *No adverse effects are anticipated.*
- Route 281: Significantly improve frequency and make slight adjustments to cover areas lost with elimination of Route 280. *No adverse effects are anticipated.*
- Route 294: Expand to operate seven days a week, providing link between Coast and Hillsdale Caltrain Station on all service days. Eliminate routing along Highway 1 on the coast, replace with more frequent Route 17 service. New service to College of San Mateo in peak direction. *No adverse effects are anticipated.*
- Route 296: Significantly improve frequency and make slight adjustments to cover areas lost with elimination of Route 280. *No adverse effects are anticipated.*
- Route KX: Only serve San Francisco in peak direction during peak hours. Off-peak and weekend trips will serve San Francisco International Airport as well as San Bruno BART, which will save customers from paying a \$4.00 airport surcharge if they are transferring to BART at San Bruno versus SFO. *Off-peak service is covered via Route 292 (see Exhibit 13), though travel times are longer. Route KX will no longer serve Palo Alto Caltrain, which can be accessed via a transfer to Route ECR (see Exhibit 14). Some trips may require customers pay an additional fare given lack of a transfer policy, although a Day Pass is available.*

Exhibit 15: Impact of Proposed Frequency/Service Span/Service Day Adjustments

Bus Lines	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings*	Impacted Low-Income Boardings	Impacted Minority Boardings
14	1,481	605	926	40.8%	62.5%	(836)	(341)	(523)
85	620	310	620	50.0%	100.0%	152	76	152
110	6,291	3,007	4,053	47.8%	64.4%	44	21	28
118	1,455	372	808	25.6%	55.6%	(925)	(237)	(514)
120	30,313	15,629	28,105	51.6%	92.7%	6,006	3,097	5,569
132	2,041	990	1,792	48.5%	87.8%	(2,041)	(990)	(1,792)
133	4,287	2,389	3,605	55.7%	84.1%	(2,151)	(1,198)	(1,808)
260	6,051	1,824	3,746	30.1%	61.9%	(675)	(203)	(418)
262	1,915	711	1,055	37.1%	55.1%	(1,491)	(554)	(821)
270	1,230	713	928	58.0%	75.5%	466	270	352
271	2,259	1,027	1,533	45.5%	67.9%	(1,743)	(792)	(1,183)
274	3,175	1,574	2,449	49.6%	77.1%	(186)	(92)	(143)
281	4,108	3,187	3,964	77.6%	96.5%	1,752	1,360	1,691
294	1,821	1,159	1,134	63.6%	62.3%	(589)	(375)	(367)
296	10,189	7,406	8,982	72.7%	88.2%	3,999	2,907	3,525
KX	7,600	3,579	5,864	47.1%	77.2%	(3,650)	(1,719)	(2,816)
Ridership Adjusted Lines	84,837	44,481	69,564	52.4%	82.0%	(14,104)	(7,395)	(11,565)
Total Percent Impacted							52.4%	82.0%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

*Total Impacted Boardings is calculated by multiplying the change in Weekly Vehicle Service Miles by the number of Passengers/Vehicle Service Mile carried on each individual route. For example, Route 14 will be cut by 679 VSM per week and carries 1.23 Passengers/VSM. Thus, 679 fewer VSM will translate to 836 fewer boardings (i.e., $679 \times 1.23 = 836$).

Analysis of Cumulative Effects of Proposed Service Changes

Exhibit 16 below illustrates the cumulative impacts associated with the sum total of proposed changes included within the SSP.

Exhibit 16: Cumulative Impact of All Proposed Changes

Summary	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings	Impacted Low-Income Boardings	Impacted Minority Boardings
Ridership Adjusted Lines	317,792	172,945	261,832	54.4%	82.4%	(22,823)	(12,282)	(18,539)
Total Percent Impacted							53.8%	81.2%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

Findings

When viewed cumulatively, the adverse effects anticipated to arise from the SSP will be borne by minority/non-minority, and low-income/non-low-income populations in proportions that reflect almost exactly the population that responded to the 2012 on-board customer survey.

Exhibit 17: Disparate Impact and Disproportionate Burden Calculations

Category	Percentage of Current Users	Percentage Impacted by Changes	Disparate Impact	Disproportionate Burden
Low-Income Persons	54.4%	53.8%		-0.6%
Minorities	82.4%	81.2%	-1.2%	

Exhibit 17 illustrates that the proposed changes fall well within the adopted 20-percent thresholds for Disparate Impact and Disproportionate Burden. This illustrates that the package of route-specific proposals included in the SSP and honed through significant input with the public, SamTrans operators, stakeholders, and policy makers has resulted in a proposal with impacts spread in such a way to shield SamTrans' core customers from negative impacts to the extent possible. ***In conclusion, there is no finding of any Disparate Impact or Disproportionate Burden associated with the proposed SamTrans Service Plan.***

VII. Public Outreach Activities

Public participation played a key role in developing and refining the SamTrans SSP recommendations. Public outreach meetings and events were held with City, County and peer agency stakeholders and the public over approximately two years.

SamTrans staff enlisted a consulting firm to guide a public participation program for the SSP. As part of the public participation program, SamTrans also used a SamTrans SSP phone line, a dedicated SSP page on the SamTrans website, e-mail, fixed-route bus variable message signs, bus “take ones”, advertisements in community newsletters and e-mail blasts, a school district survey, press and news releases, multilingual translations of printed materials, and social media outreach via Facebook and Twitter posts.

SamTrans staff met with key peer agency stakeholders, including staff from the San Francisco Municipal Transportation Agency, the Santa Clara Valley Transportation Authority, the Water Emergency Transit Authority, the San Mateo County planning department, and the San Francisco International Airport in order to solicit best practices from stakeholders.

Community Outreach: Phase I (Summer 2011)

In July 2011, SamTrans hosted public open houses to get the public’s feedback on SamTrans service. SamTrans facilitators asked the public to identify areas for improvement and rank their priorities in regards to transit service.

The meetings were structured so as to include a short informational presentation, a period for comments, and an activity allowing attendees to provide their input on issues most important to them. MIG facilitated a discussion after the presentations with SamTrans staff and technical experts on hand to respond to specific questions.

These workshops received local news coverage through Belmont Patch, the City of San Mateo CityNews Community Newsletter, Mass Transit Magazine, Menlo Park Patch, the Mercury News, the Pacific Tribune, Redwood City e-Blast, San Carlos Patch, San Mateo Patch, The Daily Journal (San Mateo County), and the VTA Watch Blog. Resources were also made available on the SSP page of SamTrans’ website.

Meetings were held so as to be accessible to those with disabilities, as well as accessible by way of SamTrans service. Those requiring special accommodation were able to contract SamTrans up to 72 hours in advance of all open houses. Comments could be submitted to SamTrans by phone, e-mail or mail. Exhibit 18 illustrates the times and locations of Phase 1 meetings.

Exhibit 18: Phase 1 Outreach Public Input Opportunities

Date	Time	Location
Thursday, July 14	6:30 p.m. – 8:00 p.m.	Burlingame Women’s Club, 241 Park Road, Burlingame
Monday, July 18	6:00 p.m. – 7:30 p.m.	Cunha Intermediate School, Multi-Purpose Room, 600 Church St., Half Moon Bay
Wednesday, July 20	6:30 p.m. – 8:00 p.m.	Fair Oaks Community Center, Multi-Purpose Room, 2600 Middlefield Road, Redwood City
Thursday, July 21	6:30 p.m. – 8:00 p.m.	Doelger Senior Center, Doelger Café, 101 Lake Merced Blvd, Daly City
Wednesday, July 27	1:00 p.m. – 2:30 p.m.	San Mateo County Transit District Offices, 1250 San Carlos Ave., San Carlos

Sixty-two stakeholders and community members attended and participated in these Open Houses. Staff found that their input was very valuable. Also of note was the presence of Spanish- and Chinese-speaking participants. Translation and interpretation services were available in Spanish, Mandarin, Cantonese, and Tagalog to accommodate the needs of everyone present.

A number of comments were also received through surveys, comment cards distributed at the Open Houses, as well as via the SamTrans website. Topics most frequently cited in the comments were desires to improve and expand service, including increased frequency, more weekend and evening service, more express buses, better intermodal connections, as well as improved reliability and on-time performance.

In addition, SamTrans staff held lunchtime events to reach out to the area’s population of senior citizens for feedback. Events were held at the following senior centers across the service area:

- North Fair Oaks Senior Center (Redwood City)
- Doelger Senior Center (Daly City)
- Onetta Harris Senior Center (Menlo Park)

Community Outreach: Phase II (Fall 2011)

In November and December 2011, SamTrans hosted seven different multi-lingual Public Workshops to solicit additional feedback. While the first phase was intended to introduce the SSP to the public, the second phase of community outreach was designed to help better orient the service recommendations process.

These workshops included an interactive presentation in which workshop participants decided the agenda based on what they found most relevant to them. This was accomplished through instant polling as the presentation was in progress. Those who attended were greatly encouraged to provide their feedback over the entire course of the workshop.

The workshops featured three different service scenarios illustrating how SamTrans’ service might look in the future. Alternative service options aside from traditional fixed-route service were also explored and were studied in the course of assembling the SSP recommendations.

Like with the first set of meetings, all meetings were held so as to be accessible to those with disabilities, as well as accessible by way of SamTrans service. Those requiring special accommodations were able to contact SamTrans up to 72 hours in advance to make arrangements. Comments were again able to be submitted to SamTrans by phone, e-mail, or mail.

The second phase of workshops received local news coverage through Belmont Patch, the City of San Mateo CityNews Community Newsletter, Mass Transit Magazine, Menlo Park Patch, the Mercury News, the Pacific Tribune, Redwood City e-Blast, San Carlos Patch, San Mateo Patch, The Daily Journal (San Mateo County), and the VTA Watch Blog. Resources were also made available on the SSP website. Exhibit 19 illustrates the times and locations of Phase 2 meetings.

Exhibit 19: Phase 2 Outreach Public Input Opportunities

Date	Time	Location
Monday, November 7	6:30 p.m. – 8:30 p.m.	Menlo Park Senior Center, 100 Terminal Avenue, Menlo Park
Thursday, November 10	6:00 p.m. – 8:00 p.m.	Ted Adcock Community Center, 535 Kelly Ave , Half Moon Bay
Tuesday, November 15	6:30 p.m. – 8:30 p.m.	College of San Mateo Room, 468 College Heights
Wednesday, November 16	1:00 p.m. – 3:00 p.m.	San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos
Thursday, November 17	6:30 p.m. – 8:30 p.m.	San Mateo Central Park, 50 E. 5th Ave., San Mateo
Saturday, November 19*	10:30 a.m. – 12:30 p.m.	Belle Air Elementary School Cafeteria, 450 Third Ave, San Bruno
Thursday, December 8	11:30 a.m. – 1:30 p.m.	South San Francisco Municipal Services Building, 33 Arroyo Drive, South San Francisco

*The Saturday, November 19th public workshop was cancelled due to facility error.

Over 50 stakeholders and community members attended and participated in the second phase of community outreach. Staff found that their input was very valuable. Also of note was the presence of Spanish- and Chinese-speaking participants. Translation and interpretation services were available in Spanish during most of the workshops, and in Mandarin at the Half Moon Bay and San Mateo Central Park workshops. Printed materials were also made available in both languages. In addition, 84% of the people were new to the process; only 16% of those had attended any of the workshops held during the first phase of outreach. Significant numbers of current regular riders, less frequent riders, and those who never ride were represented among those who participated in the second phase.

Community Outreach: Phase III (Fall 2012)

In September and October 2012 SamTrans conducted a third round of outreach to present preliminary service change proposals related to specific routes in the SamTrans system. In addition to an online survey, Phase 3 outreach involved three different types of meetings:

- Rider forums,
- Public Workshops, and
- Tabling events.

The majority of the community meetings were organized as “Rider Forums.” Rider Forums are meetings open to the general public with a focus on the proposals specific to the local community where the forum is held. These meetings were planned in coordination with and cohosted by local Community Based Organizations (CBOs), and were, when possible, held at the organizations’ facilities to make it as easy as possible for community members to attend. Emphasis was placed on working with CBOs whose clientele include members of low-income, minority and limited English proficient communities, who often are transit-dependent and traditionally may be less likely to attend public meetings.

The remainder of the Community Meetings (those held in Daly City and San Carlos) were organized as Public Workshops. These meetings had a broader focus and were intended to draw participation from throughout the County. Both events had the same format: an informational presentation on the SSP’s background, objectives and preliminary service change proposals, followed by a question and answer period. Each participant received a questionnaire requesting details of their SamTrans ridership and demographic information, as well as a comment card soliciting both comments on specific bus routes and general comments on SamTrans service. Because of the similar nature of these two types of meetings, the results are presented in a combined manner in this report.

The third type of outreach used during Phase 3 was tabling events wherein outreach tables were placed at local Community Colleges, at senior centers, and also at the Fair Oaks Community Center in Redwood City, with the goal of distributing information about the SamTrans Service Plan. At these events, participants were provided the same questionnaires and comment cards as attendees of other events.

Attendees were encouraged to discuss their opinions and provide additional comments throughout the course of each meeting or tabling event. The meetings concluded by explaining the next steps in the process and giving participants contact information to stay informed and continue to give input to SamTrans.

Altogether, more than 200 people attended the community meetings associated with phase 3, with 160 filling out hard-copy surveys made available at those meetings. In addition to another 62 surveys filled out online, 23 tabling event participants filled out surveys, yielding a total of 255 surveys throughout the process. The participation opportunities were advertised through the following channels:

- “Take One” flyers available on board the buses
- Onboard electronic messages
- Newspaper notices
- Announcements via the agency’s social media accounts (Twitter, Facebook, Google+)
- Announcements at SamTrans Board meetings and other stakeholder meetings, as well as other community notices
- Email blasts

The Community Meetings received coverage through the following online local news resources:

- Belmont Patch
- City of San Mateo CityNews Community Newsletter
- Mass Transit Magazine
- Menlo Park Patch
- Mercury News
- Pacifica Tribune
- Redwood City e-Blast
- San Carlos Patch
- San Mateo Patch
- The Daily Journal (San Mateo County)
- VTA Watch Blog

Exhibit 20 illustrates the times and locations of Phase 3 meetings.

Exhibit 20: Phase 3 Outreach Public Input Opportunities

Date	Time	Location
Saturday, October 6	10:30 a.m. – 12:00 p.m.	Sharp Public Library, 104 Hilton Way, Pacifica
Saturday, October 7	10:00 a.m. - 1:00 p.m.	Skyline College, 3300 College Dr, San Bruno
Tuesday, October 9	10:00 a.m. - 1:00 p.m.	Canada College, 4200 Farm Hill Blvd, Redwood City
Wednesday, October 10	10:00 a.m. - 1:00 p.m.	College of San Mateo, 468 College Heights, San Mateo
Thursday, October 11	7:00 p.m. – 8:30 p.m.	St. Bruno Parish Hall, 555 West San Bruno Ave., San Bruno
Saturday, October 13	1:00 p.m. – 2:30 p.m.	Fair Oaks Community Center, 2600 Middlefield Road, Redwood City
Tuesday, October 16	6:00 p.m. – 7:30 p.m.	Main Street Park, 1101 Main St, Half Moon Bay
Thursday, October 18	6:00 p.m. – 7:30 p.m.	Peninsula Station Community Room, 2901 El Camino Real, San Mateo
Tuesday, October 23	6:00 p.m. – 7:30 p.m.	War Memorial Community Center, 6655 Mission St, Daly City
Wednesday, October 24	6:00 p.m. – 7:30 p.m.	YMCA, 550 Bell St, East Palo Alto
Thursday, October 25	1:30 p.m. – 3:00 p.m.	San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos
Tuesday, October 30	10:00 a.m. - 1:00 p.m.	Fair Oaks Community Center, Multi-Purpose Room, 2600 Middlefield Road, Redwood City
Thursday, November 1	6:30 p.m. – 8:00 p.m.	Magnolia Senior Center, 601 Grand Ave, South San Francisco

Also in Phase III, SamTrans staff made presentations at city council meetings and community task force meetings across the agency’s service area to ensure policy-makers had a formal opportunity to provide comment. Members of the public were encouraged to attend these events as well.

Exhibit 21: Phase 3 Presentations to Policy Makers

Date	Location
Monday, August 27, 2012	Brisbane City Council
Monday, September 10, 2012	San Carlos City Council
Tuesday, September 11, 2012	San Mateo County Board of Supervisors
Tuesday, September 18, 2012	East Palo Alto City Council
Wednesday, September 19, 2012	East Palo Alto Transport Committee
Monday, September 24, 2012	Pacifica City Council
Tuesday, September 25, 2012	Belmont City Council
Monday, October 01, 2012	Burlingame City Council
Tuesday, October 02, 2012	Half Moon Bay City Council
Monday, October 08, 2012	Redwood City Council
Tuesday, October 09, 2012	Millbrae City Council
Wednesday, October 10, 2012	South San Francisco City Council
Wednesday, October 10, 2012	Colma City Council
Wednesday, October 24, 2012	Portola Valley Town Council

Community Outreach: Phase IV (Winter 2013)

The Community Meetings in Phase IV featured an informational presentation which reviewed the SSP's background and objectives, as well as a brief summary of the public outreach process thus far. It then went on to explain proposed revisions to the service change recommendations which were made based on input from the community during Phase 3. The presentation at each meeting focused on routes serving the area in which the meeting was held. A total of 74 attendees among all the meetings were encouraged to ask questions, discuss their opinions, and provide additional comments regarding specific route change recommendations or on the SSP in general throughout the meeting. Each participant also received a comment form which solicited any further comments and asked them to indicate which routes they ride frequently. The meetings concluded by explaining the next steps in the process and giving participants contact information to stay informed and continue to give input to SamTrans.

The purpose of the Community Meetings was to present draft final service change proposals related to specific routes in the SamTrans system. The presentation reflected SamTrans' receipt of community input showing a substantial reduction in the number of routes that would be impacted by the service changes. In earlier phases, SamTrans discussed potential modifications to route alignment, frequency, and/or service hours. Other proposals suggested elimination of routes where there was duplication or overlap. Alternative service options represent potential service ideas beyond traditional fixed route bus service that may work in San Mateo County, such as shuttles and dial-a-ride programs. The participation opportunities were advertised through the following channels:

- "Take One" flyers available on board the buses
- Onboard electronic messages
- Newspaper notices
- Announcements via the agency's social media accounts (Twitter, Facebook, Google+)
- Announcements at SamTrans Board meetings and other stakeholder meetings, as well as other community notices
- Email blasts

The Community Meetings received coverage through the following online local news resources:

- Belmont Patch
- City of San Mateo CityNews Community Newsletter
- Mass Transit Magazine
- Menlo Park Patch
- Mercury News
- Pacifica Tribune
- Redwood City e-Blast
- San Carlos Patch
- San Mateo Patch
- The Daily Journal (San Mateo County)
- VTA Watch Blog

The project website also provides detailed project information, such as previous project plans and PowerPoint presentations in addition to public outreach information.

Exhibit 22: Phase 4 Outreach Public Input Opportunities

Date	Time	Location
Wednesday, January 9	10:00 a.m. - 12:00 p.m.	El Granada Sanitary District, 504 Ave Alhambra, El Granada (Midcoast Community Council)
Saturday, March 16	9:30 a.m. -- 11:00 a.m.	El Granada Sanitary District, 504 Ave Alhambra, El Granada
Monday, March 18	6:00 p.m. -- 7:30 p.m.	YMCA, 550 Bell St, East Palo Alto
Tuesday, March 19	6:00 p.m. -- 7:30 p.m.	San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos
Wednesday, March 20	12:00 p.m. -- 1:30 p.m.	San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos
Wednesday, March 20	6:00 p.m. -- 7:30 p.m.	Brisbane City Hall, 50 Park Pl, Brisbane

Operator Outreach

Since work on the SSP began in 2011, SamTrans planning staff have conducted significant outreach with SamTrans operators at the base-level as well as with the Union Subcommittee. This included 14 scheduled events at the North and South bases to solicit input. Information was shared in advance of each meeting to ensure adequate review time before discussions.

Exhibit 23: Operator Input Opportunities

Date	Audience	Content
Tuesday, July 19, 2011	Union Subcommittee	Feedback on SSP approach
Thursday, August 11, 2011	Union Subcommittee	Discussion of service evaluation results
Thursday, August 25, 2011	Operator Open House	Discussion of service evaluation results
Saturday, October 08, 2011	Union Subcommittee	Discussion of service alternatives
Friday, December 30, 2011	Union Subcommittee	Update on SSP progress
Wednesday, February 01, 2012	Operator Open House	Discussion of different service scenarios
Thursday, February 02, 2012	Operator Open House	Discussion of different service scenarios
Saturday, May 12, 2012	Union Subcommittee	Update on SSP progress
Tuesday, July 31, 2012	Operator Open House	Feedback on draft service recommendations
Wednesday, August 22, 2012	Union Subcommittee	Feedback on draft service recommendations
Tuesday, October 30, 2012	Operator Open House (two locations)	Feedback on specific route recommendations
Friday, November 02, 2012	Operator Open House (two locations)	Feedback on specific route recommendations