

AC Transit Title VI Program

Adopted September 9, 2020



1600 Franklin Street
Oakland, CA 94612

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1. Introduction

The Alameda-Contra Costa Transit District (AC Transit) is a bus system owned by the people of the East Bay and governed by a seven-member, publicly elected board of directors. The District operates bus lines throughout a 364-square mile service area from San Pablo Bay to Fremont, serving 1.6 million people in 13 cities and adjacent unincorporated areas in Alameda and Contra Costa counties.

AC Transit is the East Bay's largest transit provider, providing almost 175,000 rides per day. AC Transit plays a critical role in the Bay Area's transportation network, connecting with 16 other public and private bus systems, 30 BART stations, six Amtrak stations, and three ferry terminals.

The District operates three main types of fixed-route bus service: East Bay local, Transbay, and Rapid, which – beginning in August of 2020 – will include the District's bus rapid transit Tempo line. Local routes provide local-stop service within the AC Transit service area. Transbay routes provide limited-stop and/or direct service from areas in the East Bay to either the Transbay Terminal in downtown San Francisco, or to other areas outside the immediate local area, such as in San Mateo and Santa Clara Counties. Rapid Service is a designation aimed at a limited-stop frequent service that operates along the District's major corridors.

The District also participates in the East Bay Paratransit Consortium with the San Francisco Bay Area Rapid Transit District (BART) to provide complementary paratransit service under the Americans with Disabilities Act (ADA). The Consortium contracts with a central broker, who in turn, contracts with multiple service providers to provide over 700,000 trips each year. By consortium agreement, BART is responsible for the Title VI compliance requirements of the service.

Title VI of the Civil Rights Act of 1964 provides 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" (42 U.S.C. Section 2000d). The Federal Transit Administration (FTA) is responsible for ensuring that its funding recipients fully comply with Title VI in their planning and implementation processes. Pursuant to Title 49 U.S.C. Chapter 53, as amended, AC Transit is a designated recipient of funds under FTA sections 5307 and 5309.

AC Transit operates service without regard to race, color, or national origin and is committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin, as outlined by the provisions in Federal Transit Administration (FTA) circular 4702.1.B.

This 2020 Title VI Program is intended to cover the time period July 1, 2017 to June 30, 2020 and includes the following General and Transit-specific requirements per Appendix A of FTA circular 4702.1B, as reflected in the table of contents:

General Requirements (Chapter III)

- Title VI Notice to the Public, including a list of locations where the notice is posted
- Title VI Complaint Procedures (i.e., instructions to the public regarding how to file a Title VI discrimination complaint)
- Title VI Complaint Form
- List of transit-related Title VI investigations, complaints, and lawsuits
- Public Participation Plan, including information about outreach methods to engage Minority and limited English proficient populations (LEP), as well as a summary of outreach efforts made since the last Title VI Program submission
- Language Assistance Plan for providing language assistance to persons with limited English proficiency (LEP), based on the DOT LEP Guidance
- A table depicting the membership of non-elected committees and councils, the membership of which is selected by the recipient, broken down by race, and a description of the process the agency uses to encourage the participation of minorities on such committees
- A description of how the District monitors its subrecipients for compliance with Title VI, and a schedule of subrecipient Title VI Program submissions
- A Title VI equity analysis if the District has constructed a facility, such as a vehicle storage facility, maintenance facility, operation center, etc.
- A copy of board meeting minutes, resolution, or other appropriate documentation showing the board of directors or appropriate governing entity or official(s) responsible for policy decisions reviewed and approved the Title VI Program.

Requirements of Fixed Route Transit Providers

- Service standards
 - Vehicle load for each mode
 - Vehicle headway for each mode
 - On time performance for each mode
 - Service availability for each mode
- Service policies
 - Transit Amenities for each mode
 - Vehicle Assignment for each mode
- Demographic and service profile maps and charts
- Demographic ridership and travel patterns, collected by surveys
- Results of their monitoring program and report, including evidence that the board or other governing entity or official(s) considered, was aware of the results, and approved the analysis

- ❑ A description of the public engagement process for setting the “major service change policy,” disparate impact policy, and disproportionate burden policy
- ❑ Results of service and/or fare equity analyses conducted since the last Title VI Program submission, including evidence that the board or other governing entity or official(s) considered, was aware of, and approved the results of the analysis

Overview of Title VI Program

The commitment to civil rights compliance is an essential element of the District’s operation, and a key aspect of the Program is the goal of integrating Title VI and Environmental Justice awareness into all activities and the general knowledge base of the agency. The efforts associated with updating this Program have assisted the District in developing strategies and practices that will continue to ensure on-going compliance with Title VI and Environmental Justice principles. These strategies include:

1. Title VI & Environmental Justice policies (Major Service Change, Disproportionate Burden, Disparate Impact, Transit Service Monitoring, Notice to Beneficiaries, and Complaint policies) that lay out methods and practices of ensuring compliance.
2. District wide Title VI awareness training and materials aimed at educating staff about how Title VI applies to the District as well as to department work activities.
3. Language Assistance Plan and Public Participation Plan that focus on improving public engagement and integrating language assistance measures throughout all District activities.
4. Language assistance training and materials for frontline staff to ensure that they understand how to request and receive language assistance for their customers, regardless of the language being requested or under what circumstances the assistance is needed.
5. Website improvements for providing information about Title VI, and in languages other than English, via a civil rights page that has become the repository for notices, reports, translations, and other relevant information. Website content about all of the District’s programs is also provided in languages other than English to ensure access for persons with limited English proficiency.
6. Blueprint for future improvements to Board policies and District practices to ensure effectiveness of compliance and monitoring activities.

2. Title VI Notice to Beneficiaries

Based upon Board Policy 518, a notice to the public about the rights of beneficiaries under Title VI has been placed on-board buses, in public ticket offices, at public meeting rooms (such as the AC Transit Board Room), and on the AC Transit website. It is also AC Transit's practice to place the notice at all major transit centers under the District's control.

The notice contains a commitment to ensuring that no person is excluded from participation in, or denied the benefits of, its services on the basis of race, color, or national origin as protected by Title VI, and details about how to get more information about the District's Title VI program, including instructions for filing a Title VI complaint. It includes the District's mailing address, telephone number, and online contact information, and the content is presented in English, Spanish, and Chinese, along with a statement of Free Language Assistance in 16 languages for persons with limited English proficiency.

Recognizing that Vietnamese is a language spoken by many residents with limited English proficiency in the Tempo bus rapid transit corridor, the notice on the dedicated Tempo fleet is also provided in Vietnamese. Following consultation with the FTA, a statement related to reasonable modification compliance with the Americans with Disabilities Act (ADA) is included in the notice alongside the Title VI information.

Board Policy 518 and the two versions of the Notice to Beneficiaries are contained in [Appendix A](#).

3. Title VI Complaint Procedures

AC Transit's Title VI Complaint procedures are outlined in Board Policy 518, provided in [Appendix A](#). The English version of the Title VI Complaint Form is provided in [Appendix B](#); it is also available on the AC Transit public website in all Safe Harbor languages identified in the Language Assistance Plan.

The policy states that the District will take any Title VI violation complaint seriously and act quickly to identify, resolve, or remediate any identified issue. Additionally, as part of the District's goal to incorporate environmental justice into its mission and ongoing activities, although low-income populations are not a protected class under Title VI, the District is prepared to receive complaints related to low-income status through the Title VI complaint process.

Claimants may make Title VI complaints by U.S. mail, through an online form, or by phone by calling the Customer Service call center or other AC Transit staff. The policy describes the process for review, investigation, and notification of complaints, along with the claimant's right to request reconsideration if they disagree with any finding. The policy alerts the claimant that they may file a complaint directly with the Federal Transit Administration at FTA Office of Civil Rights within 180 days of the alleged discrimination.

4. List of Transit Related Title VI Investigations, Complaints, and Lawsuits

No lawsuits have occurred during the program update period.

Complaints, if any, are tracked in the following format, with the name of complainant protected for privacy concerns.

Date Received	Name (redacted)	Route	Category: Race, Color, National Origin/LEP, Other	Description	Action, Outcome, Findings

A table of transit related Title VI complaints and investigations that have been received and completed between July 1, 2017 and June 30, 2020 is included in [Appendix C](#).

5. Public Participation Plan

In order to carry out its mission of connecting communities with safe, reliable, and sustainable service to its fullest potential, the AC Transit is committed to engaging all members of the community – informing riders, residents, and businesses about changes in service or fares, and providing opportunities to participate in meaningful decision-making about plans and projects that may affect their lives or livelihoods.

Public engagement efforts at AC Transit recognize the diversity in the District’s service area and among riders. This Public Participation Plan (PPP) was created to identify effective methods of engaging with communities regardless of race, color, national origin, ability to speak English, or income status, as protected by Title VI of the Civil Rights Act and associated regulations. In addition, the District strives to reach people who may have been traditionally underserved or who are protected by other civil rights legislation and regulations, including on the basis of sex, disability, age, citizenship or legal status, religion, sexual orientation, gender identity, and military or veteran status.

The Public Participation Plan aims to encourage partnerships with these diverse communities, ensuring that their concerns are heard and their contributions are included. The plan provides an assessment of how well we are doing toward that goal along with a recent history of public engagement activities carried out by AC Transit.

The PPP is guided by the following principles:

- That the District’s decisions consider the interests and concerns of affected people and entities;
- That the public engagement techniques and activities are relevant in terms of timeliness, communities reached, and issues examined;
- That the full range of opportunities for participation is made known and communicated broadly throughout the District; and
- That community input received through public engagement processes is considered and incorporated to the extent possible.

Key recommendations in the PPP include:

- Develop public engagement strategies that reflect the community
- Be flexible and creative when planning public engagement
- Continue integrating language assistance measures in public engagement activities
- Encourage opinions and involvement across a broad spectrum
- Develop internal handbook to streamline and enhance public engagement efforts

[Appendix D](#) provides the Public Participation Plan in its entirety.

6. Language Assistance Plan

AC Transit wholeheartedly supports the goal of providing meaningful access to its services by persons with limited English proficiency (LEP) and the entire community. To meet that goal, AC Transit has developed a Language Assistance Plan (LAP), which is provided in full in [Appendix E](#).

Federal regulations require that agencies receiving federal funds, including AC Transit, “must take reasonable steps to ensure meaningful access to their programs and activities by Limited English Proficient persons.” Toward helping agencies meet that goal, the U.S. Department of Transportation (DOT) created a handbook which provides step-by-step instructions for conducting the required LEP needs assessment with the use of a Four-Factor Analysis.

AC Transit undertook the update of the Language Assistance Plan with a determination that all reasonable efforts would be made to ensure no member of its public is left underserved due to a limited ability to speak, read, write, or understand English. AC Transit believes that providing language assistance to persons with limited English abilities will have a positive outcome not only for persons with LEP themselves, but also for AC Transit and its ridership in general. Reaching out to the LEP population sends a positive – and truthful – message that they are welcome and appreciated.

Two things affected the District’s ability to update all detailed elements of the Four-Factor Analysis for this Program. First, beginning in 2018, the U.S. Census Bureau stopped publishing tract-level counts of persons with LEP along with details of which language they spoke. While the District worked diligently to acquire the necessary data, the available data were found to severely undercount LEP populations. Second, beginning in early Spring and continuing into Summer of 2020, the COVID-19 pandemic severely restricted the District’s ability to conduct direct surveys and interviews with employees and representatives of community-based organizations. The associated shelter-in-place and related reduction in ridership also had the potential to negatively impact the accuracy of any data collected during that period. Because of these two reasons, this LAP considers some data acquired at the time of the previous update in 2017, since they were most likely to identify the populations needing language assistance and the strategies to best provide that assistance.

AC Transit is committed to using the most up to date and pertinent data to evaluate the needs of our LEP population, and to address the two factors that prevented us from obtaining more current information for this submission, we propose the following; we will continue to monitor the U.S. Census Bureau for more accurate data on LEP populations, and we will initiate efforts to obtain more up to date information for the Four-Factor Analysis once the COVID-19 pandemic subsides. It is our intent to evaluate the Census each quarter and complete a survey of employees and community organizations in 2021. Once conditions are improved to provide more accurate and up to date information, we will obtain data and revisit our LEP to implement any needed adjustments.

It is AC Transit's intention to integrate the results of the Four-Factor Analysis and the goals of the LAP into all public-facing activities carried out by the District.

7. Membership of Transit Related Decision-Making Bodies

The AC Transit Board of Directors is directly elected, and Board Members are not required to provide any demographic information. The District has only one Board-appointed advisory group – the Accessibility Advisory Committee – whose racial and ethnic composition is provided in [Appendix F](#).

8. Subrecipient Monitoring Program

AC Transit recognizes the need to monitor their subrecipients' compliance with Title VI. The following policies and procedures guide AC Transit staff to notify existing and any future subrecipients of their Title VI responsibilities, provide technical and other assistance, and monitor subrecipients:

- When subrecipients enter into agreements with AC Transit for receipt of funds, AC Transit places statements in their contracts, inter-agency agreements, or other legal funding documents that require subrecipients to comply with all applicable federal requirements, including those associated with Title VI and the regulations of the Department of Transportation issued thereunder.
- Upon the signing of funding agreements, AC Transit staff will contact subrecipients to ensure they understand Title VI requirements and to determine what help or guidance they might need to complete their Title VI program. Subrecipients will be given copies of the FTA Title VI circular and the AC Transit Title VI Program for their reference and use.
- Based on subrecipient's need, AC Transit staff will provide additional assistance including technical help; this may include information sharing, research assistance, or review of subrecipient's draft documents. As requested, AC Transit staff will provide in-depth reviews of each of circular's requirements to ensure subrecipients understand their responsibilities and how to implement Title VI policies.
- Until subrecipient's Title VI program is adopted by their governing body, AC Transit staff will check in every 30 days with subrecipient to ensure that the Title VI program is underway and/or complete.
- AC Transit staff will provide assistance as requested from subrecipient to support the full implementation of their Title VI program.
- AC Transit staff will conduct annual compliance checks to verify that subrecipients have a valid Title VI program coincidental with the original agreement date.
- Subrecipients are required to verify their compliance with Title VI at each payment request.

AC Transit currently has two subrecipients that generate compliance monitoring:

- Subrecipient funds passed to the City of Emeryville went toward building a transit center adjacent to the local Amtrak Station. Their Title VI program was adopted in 2015, and they have been monitored annually since that time.
- Eden I & R is a non-profit that provides transportation/mobility information through a 2-1-1 phone service. Subrecipient funds were used to increase their capacity by purchasing some equipment and by financing some additional staff time. AC Transit assisted this subrecipient in preparing their first Title VI program, which was adopted in April 2017, and has monitored them annually since that time.

All funds have been dispersed to both subrecipients. However, AC Transit's responsibility continues as long as a subrecipient has a federally funded asset with an ongoing useful life. The AC Transit Grants department's Subrecipient Management manual contains details of subrecipient management policies and procedures as they pertain to Title VI.

A copy of the Subrecipient Management manual and the results of the most recent subrecipient monitoring program conducted by AC Transit are presented in [Appendix G](#).

9. Facility Equity Analysis

During the last three years, AC Transit has not proposed the construction of a transit facility, nor carried out efforts to acquire a site for a new transit facility. As such, the District has not undertaken any Facility Equity Analysis.

If and when AC Transit undertakes any such project, the District will complete a Title VI facility equity analysis following the process in alignment with FTA guidance, as described in [Appendix H](#).

10. Certifications and Assurances—Board Adoption of Program

AC Transit's Fiscal Year 2020 Certifications and Assurances were signed and uploaded to TrAMS – the FTA's online reporting site for recipients of FTA funds – and certified on March 25, 2020.

[Appendix I](#) contains evidence of the FY2020 Certifications and Assurances and evidence of the Board's adoption of this Title VI Program update.

11. Service Standards

Board Policy 545 establishes the District's standards for fixed route service allocation and delivery. It provides the basis for the Title VI monitoring program contained in section 15 of this Program. Policy 545 is provided in [Appendix J](#).

Policy 545 is based on the District goal of providing service in an efficient, effective, and equitable manner that is continually examined to ensure that service is allocated correctly, in accordance with stated objectives. Its primary tenets are that AC Transit lines with high patronage should run frequently enough that, over most of the service period, passengers do not need a schedule to use the system. It also recognizes that density of population is a key driver of high frequency, well-used transit service. As such, routes in the denser parts of the service area will run more frequently, routes will be spaced closer together, and the evening service will run later. More frequent service allocation will be based upon a combination of both density and demand.

Board Policy 545 contains service standards for the following elements, as required by C4702.1B:

- Vehicle load for each mode
- Vehicle headway for each mode
- Service availability for each mode

Board Policy 545 does not currently include a standard for on-time performance. However, AC Transit does monitor on time performance, using the definition that service that is no greater than one minute early and no greater than 5 minutes late—measured upon arrival at a timepoint—is considered on time. The District's on-time performance target of 72% applies to all the service that AC Transit operates. This standard will be more fully clarified when Board Policy 545 is next updated.

12. Service Policies

Board Policy 545 provided in [Appendix J](#) contains the AC Transit service policies. The service policies include:

- Transit Amenities for each mode
- Vehicle Assignment for each mode

Even though AC Transit does not install or own shelters or benches, it does provide guidance on bus stop amenities to the municipalities responsible for the locations. Specifically, District staff will recommend shelter and bench placement locations based on the geometry of the landing areas for the bus wheelchair ramps. As new types of amenities, such as real time arrival signage or dynamic messaging, become more cost-effective to implement and widespread, they will be addressed in future updates to Board Policy 545.

According to Board Policy 545, vehicle assignment is made primarily on route service characteristics, such as geography and ridership demands of each bus route.

13. Demographic and Service Profile Maps

Demographic and service profile maps were created for the Title VI report and are presented in [Appendix K](#). The maps represent AC Transit’s capacity to analyze and depict geospatial data about population relative to the built environment and transit service operated. While not all the maps depict all of the underlying data, because that would add too much clutter and make the maps difficult to read, AC Transit has the ability to develop maps and analytical tools necessary to aid planning and analysis in their service area.

All of the attached maps include the AC Transit service area boundary as defined in the 2010 redistricting effort carried out by the AC Transit Service Development and Planning staff. The maps also include an “AC Transit Route” layer that shows all AC Transit bus routes effective December 2019. Data utilized in making these maps are available on the AC Transit website’s Data Resource Center (<http://www.actransit.org/planning-focus/data-resource-center/>).

Map 1 shows the attractors and generators of trips in the AC Transit service area. These include hospitals and medical centers, parks, airports, schools, and colleges and universities. This map also includes important elements of the transportation network: highways, arterials, BART stations, Amtrak stations, ferry terminals, and Park and Ride lots. These data come from the following sources: AC Transit Service Development department, Metropolitan Transportation Commission, Association of Bay Area Governments, East Bay Regional Parks District, and the UC Berkeley and UCLA geo-data portals.

RACE AND ETHNICITY

People of color make up 72% of the AC Transit service area. **Map 2** highlights the Census Block Groups that have a higher percentage of residents that self-identify as people of color (POC) than the percentage in the service area as a whole. These percentages were calculated using data from the 2014-2018 5-Year Estimate from the American Community Survey (ACS) and rounded to the closest whole number. The block groups with a greater than average POC population are identified in darker shades.

To create **Maps 3-5**, staff first calculated the service area-wide average percent of each racial or ethnic classification (African American/Black, Asian American or Pacific Islander, and Latino/a), as well as in each block group, using data from the ACS 2014-2018 5-Year Estimates. The block groups that have equal to or lower representation of the specific group than the system-wide average are not shaded. Darkness of the shading of the block group increases according to the percentage of the concentration.

The service area totals for each race/ethnicity are displayed below. For display, the percentages have been rounded to the closest whole number.

It should be noted that in Census surveys, respondents may choose more than one racial category. For the Black/African American map, AC Transit staff counted anyone that selected that category, whether they also selected any other category or not. The same method was used for the Asian and/or Pacific Islander map. Because the Census Bureau asks about respondents' ethnicity as a separate yes/no question, no additional steps were needed to calculate the service area totals for people who identify as Latino/a or Hispanic.

Map 3	Black/African American	15%
Map 4	Asian and/or Pacific Islander	32%
Map 5	Latino/a or Hispanic	26%

INCOME

Map 6 is similar to Maps 3-5, but instead of portraying the racial or ethnic makeup of the AC Transit service area, it shows the percentage of low-income residents for each census block group. "Low-income" is defined as having household income of less than 200% the federal poverty level. This was calculated using ACS 2014-2018 5-Year Estimates data; it was determined that the percentage of low-income residents in the service area is 26%.

14. Demographic Rider and Travel Survey Results

The Metropolitan Transportation Commission (MTC) has been conducting a coordinated effort to collect transit passenger data from all Bay Area transit operators as part of the region's Transit Sustainability Project (TSP); AC Transit riders were surveyed most recently in late 2017 and early 2018 as part of that effort. Along with accurate trip information, the survey included traditional demographics such as ethnicity and income, languages spoken, fare media use, and several attitudinal questions. The data collected from AC Transit riders are used to determine impacts associated with fare changes, as determined by Title VI fare equity analyses.

A summary report of the survey is provided in [Appendix L](#).

The goal of the survey was to collect a representative sample of 5% of all boardings for riders age 16 and older. The actual number of weekday surveys completed was 13,052, which represents 8.2% of all weekday riders. A sample size of 1,000 was selected for weekend boardings and surveys were collected in proportion to weekend boardings by route. The actual number of weekend surveys completed was 1,824, representing 6.3% of all weekend riders.

Prior to the main onboard intercept survey, ETC Institute conducted two additional smaller surveys to prepare for the full intercept survey. The first (called the On-to-Off or O2O survey) was a pretest to ensure the survey would be properly conducted; its objective was to evaluate the sampling plan and data collection methods in order to identify and address any potential problems. A second small survey (called the Title VI survey) was administered on a subset of AC Transit routes to assist with validating and expanding the main survey data. This survey was also used to support an income imputation process for respondents who did not provide household income information in the main survey.

Some key findings include:

- Seventy-five percent of riders identify as people of color.
- The largest proportion of AC Transit riders indicate they are Black/African American (31%), followed by riders who identified themselves as non-Latino/a White (25%), Latino/a (20%), and Asian or Pacific Islander (14%).
- Over two-thirds of riders live in low-income households. People of color riders are more likely to be low-income (70%) compared to riders who do not identify as people of color (52%).
- Nearly a fifth of riders (18%) live in extremely low-income households with income of less than \$10,000. Ten percent of riders live in a household where no one is employed.
- More than a quarter of riders (26%) say they speak a language other than English at home; about one in four of these, or 6% of all riders, are considered to have limited English proficiency.
- Forty-three percent of riders do not have access to a vehicle, and a majority of low-income riders (54%) have access to zero vehicles. Seventy-five percent of riders without access to a

vehicle are people of color. A full 35% of all AC Transit riders both live in a low-income household and have no access to a vehicle.

15. Monitoring Program

The FTA requires providers of public transportation that operate 50 or more fixed route vehicles in peak service and are located in a UZA of 200,000 or more in population to monitor the performance of their transit system relative to their system-wide service standards and service policies (i.e., vehicle load, vehicle assignment, transit amenities, etc.) not less than every three years.

According to Board Policy 518, staff assessed the performance of each route according to definitions in Board Policy 545 and methods described in the FTA circular.

The guidelines lay out the following methodology:

- Identify routes as Minority or non-Minority transit routes based on methods defined in federal circular 4702.1B – a route that has at least one-third of its total revenue mileage in a Minority Census block group.
- Assess the performance of each Minority and non-Minority route for each of the transit provider’s service standards and service policies;
- Compare the transit service observed in the assessment to the transit provider’s established service policies and standards;
- For cases in which the observed service for any route exceeds or fails to meet the standard or policy, analyze why the discrepancies exist, and take steps to reduce the potential effects;
- Evaluate transit amenities policy to ensure amenities are being distributed throughout the transit system in an equitable manner;
- Develop a policy or procedure to determine whether disparate impacts exist on the basis of race, color, or national origin, and apply that policy or procedure to the results of the monitoring activities; and
- Submit the results of the monitoring program as well as documentation to verify the board’s awareness, consideration, and approval of the monitoring results to FTA every three years as part of the Title VI Program.

In addition to the above analysis, staff conduct an annual ridership and route performance analysis, following Board Policy 545, which included consideration of Minority Routes as defined by the FTA.

The most recent annual performance report and results of the most recent monitoring program are provided in [Appendix M](#).

16. Title VI Policies

Title VI policies are contained in two Board Policies. Board Policy 518 includes the Major Service Change Policy, Disproportionate Burden Policy, and the Disparate Impact Policy. Board Policy 110 includes the definition of changes that qualify as “major” service changes. Board Policy 518 is contained in [Appendix A](#) and Board Policy 110 is contained in [Appendix N](#).

Public engagement process for setting the Title VI policies

In 2014, AC Transit revised Board policies to comply with FTA Title VI guidance. The revisions established the District's Title VI Complaint, Major Service Change, Disparate Impact, and Disproportionate Burden policies, and established a Title VI transit service monitoring program. During the public engagement process leading up to the public hearing for these policies, staff made presentations at over 25 community events and included a number of traditional and non-traditional methods of soliciting input on this important topic, including the use of social media, notices in English, Spanish, Chinese, and Korean newspapers, press releases, and presentations to Community Based Organizations and schools to publicize the proposed changes. At the public hearing, members of the public presented several alternative recommendations, and staff were directed to analyze and provide feedback about those recommendations and other questions posed by the Board. The Board of Directors approved the updated Board Policies 110 and 518 on August 13, 2014.

Synopsis of Title VI policies

The following reflect the Title VI policies included in Board Policy 518 and Board Policy 110:

Title VI Service and Fare Equity Analysis

AC Transit must ensure that there is Title VI consideration whenever there is a change in fares or service that could impact people of color or low-income communities. AC Transit will conduct a fare equity analysis for all fare change proposals regardless of the amount of increase or decrease with the following exceptions: instances when a municipality or transit agency has declared that all passengers ride free to “spare the air”; temporary reductions that are mitigating measures for other actions; or promotional or temporary fare reductions that last six months or less. The Title VI service equity analysis will assess the quantity and quality of service provided and populations affected whenever there is a major service change. The District will also conduct a service equity analysis for changes which, when considered cumulatively over a three-year period, meet the major service change threshold. In addition, the Board may request additional service equity analyses for the consideration of changes as it deems appropriate.

Major Service Change Policy

Major Service Changes are those indicated as “Major Adjustments of Transit Service” under Board Policy 110 (“Public Hearings Processes for the Board of Directors”), and are generally ones that constitute a significant aggregate change in route miles or hours, and could include system wide route restructuring, changes in frequency, or adding and deleting service. One exception listed in Policy 110 – restoration of service which had been eliminated due to budget constraints – is not a permissible exception for Title VI purposes; staff will continue to conduct service equity analyses for restoration of services, if such proposed change otherwise fits the definition of a major service change.

Disparate Impact Policy

The measure of disparate impact involves a comparison of impacts borne by people of color populations compared to impacts borne by non-Latino white populations. Title VI equity analyses will compare existing service or fares to proposed changes, and calculate the absolute change as well as the percent change. When people of color populations or riders will experience a 15% (or more) greater adverse effect than that borne by the non-Latino white populations or riders, such changes will be considered to have a disparate impact. An adverse effect is defined as a geographical or time-based reduction in service which includes but is not limited to elimination of a route, short turning a route, rerouting an existing route, or an increase in headways.

Disproportionate Burden Policy

Low-income populations are not a protected class under Title VI. However, recognizing the inherent overlap of environmental justice principles in this area, and because it is important to evaluate the impacts of service and fare changes on passengers who are transit-dependent, FTA requires transit providers to evaluate proposed service and fare changes to determine whether low-income populations will bear a disproportionate burden of the changes. Title VI equity analyses will compare existing service or fares to proposed changes, and calculate the absolute change as well as the percent change. When the proportion of low-income populations or riders affected by the proposals is 15% (or more) than the proportion of not low-income populations or riders adversely affected, such changes will be considered to have a disproportionate burden.

Major Adjustments of Transit Service

Major Adjustments in Transit Service include the following changes if they last 12 months or more:

- a. A new transit route; or
- b. Any aggregate change of 10 percent or more of the number of transit revenue miles or hours system-wide; or

- c. Any aggregate change of 20 percent or more of the number of transit revenue miles or hours in one of the four planning areas of the District (West Contra Costa County, North Alameda County, Central Alameda County, South Alameda County); or
- d. Any aggregate change of 25 percent or more of the number of transit revenue vehicle hours or miles of a route computed on a daily basis for the day of the week for which the change is proposed.
- e. EXCEPTIONS: Exceptions to the major adjustments of transit service include:
 - i. A reassignment of route numbers resulting from combining existing routes, which results in the creation of a new route “number”.
 - ii. Standard seasonal variations, unless the variation, as compared to operations during the previous season, falls within the definitions of major adjustments of transit service listed above.
 - iii. Emergency service changes, including changes in routes or service frequencies which may be necessitated due to a disaster which severely impairs public health or safety, changes in access to public streets, or the ability of District equipment to travel on public streets. Emergency service changes may be implemented immediately without a public hearing provided that a finding identifying the circumstances under which the change is being taken is made by the General Manager and a subsequent public hearing is held if the temporary change is to remain in effect longer than 12 months.
 - iv. The introduction or discontinuance of short-term or temporary service which will be/has been in effect for less than twelve months.
 - v. Changes to service on a route with fewer than ten total trips in a typical service day.
 - vi. Discontinuance of District-operated 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 served.

17. Prior Service and Fare Equity Analyses

Since the last program update, three fare changes were proposed, and a fare equity analysis was conducted for each. Four planning activities were significant enough to require public hearings, as required by FTA guidance and AC Transit Board Policy 518.

The seven equity analyses were completed within the timeframe of this Title VI Program update and are included in [Appendix O](#) along with the supporting Staff Reports that indicate Board consideration.

One service equity analysis (SEA) conducted in September 2019 included an assessment of service changes related to the beginning of revenue service for the District's Bus Rapid Transit (BRT) project, "Tempo," which was a New Start capital project. The FTA Title VI circular states that a service equity analysis for any New Start project should be conducted "six months prior to the beginning of revenue operations." The SEA was conducted in September 2019 in anticipation of BRT service beginning in March 2020, however, due to construction delays and, later, the pandemic crisis, start of BRT service was pushed back to August 9, 2020. The SEA found no disparate impact nor disproportionate burden associated with the start of BRT service and associated service changes. Between the time of the SEA and the beginning of March, no other service changes were implemented, so an SEA that would have been conducted at the beginning of March, that is, within the 6 month window, would have resulted in identical findings. In addition, between late March and the start of Tempo service, the District ran emergency temporary service due to the COVID-19 pandemic, so any analysis conducted during that period would not have accurately captured a "before" and "after" comparison such as the SEA process requires.

Given these factors, AC Transit is confident that the analysis conducted in September was accurate and also that it meets the spirit of the regulations. AC Transit Title VI staff contacted the FTA in June 2020 with this information; and noted that it would be including in this Title VI Program revision.

Appendix A: Board Policy 518 and Notice to Beneficiaries

The attached Board Policy 518, “Title VI and Environmental Justice Service Review and Compliance Report Policy,” was adopted in 2004 and amended by the Board of Directors in 2014 to include the notification of Title VI rights, and information about where, how, and in what languages it will be posted. It is incorporated in the Title VI Program by reference, and is available on the following AC Transit website: <http://www.actransit.org/about-us/board-of-directors/board-policies/>

The attached Notice to Beneficiaries is provided in English, Spanish, and Chinese, and contains a notice of free language assistance in all Safe Harbor languages. It contains information about AC Transit’s civil rights programs and complaint procedures.

Vietnamese has been identified as a language spoken by a significant number of people with limited English proficiency (LEP) in the new Tempo bus rapid transit corridor, and so much public information has been provided in that language as well as Spanish and Chinese. Attached is a copy of the Notice to Beneficiaries in use in the dedicated Tempo fleet.



Board Policy No. 518
Title VI and Environmental Justice Service Review and Compliance Report Policy

ADOPTED: 6/16/2004
RECENT AMENDMENT: 12/13/2017
SEE ALSO: 110, 545

SUBJECT CATEGORY: 500 – PLANNING & SERVICE DEVELOPMENT
SUBSECTION: ENVIRONMENTAL/SOCIAL JUSTICE AND TITLE VI COMPLIANCE
CONTROL DEPARTMENT: COMPLIANCE & DIVERSITY

I. PURPOSE

The Federal Transit Administration (FTA) is responsible for ensuring that its funding recipients fully comply with Title VI of the Civil Rights Act of 1964 in their planning and implementation processes. Pursuant to Title 49 (U.S.C. Chapter 53), as amended, AC Transit is the designated recipient of funds under FTA (sections 5307 and 5309).

Further federal guidance, provided by Executive Order 12898 and FTA Environmental Justice Circular 4703.1, highlights the District's responsibility to ensure that environmental justice is incorporated into the District's mission of connecting our communities with safe, reliable, sustainable service for the greater East Bay. Additional federal guidance provided by Executive Order 13166 amplifies the Civil Rights Act mandate by providing that persons with limited English proficiency should have meaningful access to programs and activities receiving federal funds.

The FTA circular C4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," provides guidance and instructions necessary to comply with these laws and executive orders. This policy sets forth activities the District undertakes, as a designated recipient of federal funds, to comply with that guidance.

II. PERSONS AFFECTED

Title VI staff have primary responsibility for documenting the District's compliance with FTA requirements. Staff working on any project that may affect the populations protected by the aforementioned civil rights and environmental justice laws and regulations must comply with this policy when applicable.

III. DEFINITIONS

"Title VI" means the section of the Civil Rights Act of 1964 which protects people from discrimination based on race, color, or national origin in programs or activities that receive federal financial assistance.

"Environmental Justice" as described by Executive Order 12898 and further illuminated by FTA guidance means the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income in plans, projects, and activities that receive federal funding.

"Limited English Proficient Person" (or "LEP") means a person who speaks, reads, or understands English less than very well; persons with LEP are covered by Title VI under the protection against discrimination on the basis of national origin.

“Safe Harbor Languages” means languages that are spoken by persons with LEP in numbers large enough to trigger the FTA’s requirement to provide language assistance; under FTA guidance a safe harbor language is one spoken by 1,000 individuals or 5% of the AC Transit service area population, whichever is less.

IV. POLICY

A. Title VI Program Update

1. Every three years, the District shall complete a Title VI Program update in accordance with FTA guidelines. This triennial update assesses compliance on a number of issues for the District, its subrecipients, and contractors, as specified in the FTA Title VI Circular.

B. Title VI Service And Fare Equity Analysis

1. AC Transit must ensure that there is Title VI consideration whenever there is a change in fares or service that could impact minority or low-income communities. In particular, AC Transit must describe major changes relating to hours or days of operation, headways or fares, etc., and provide an analysis of the effect that any such changes may have on minority and low-income communities.
2. AC Transit will conduct a fare equity analysis for all fare change proposals regardless of the amount of increase or decrease, with the following exceptions:
 - “Spare the air days” or other instances when a municipality or transit agency has declared that all passengers ride free;
 - Temporary reductions that are mitigating measures for other actions; or
 - Promotional or temporary fare reductions that last six months or less.
3. The District will conduct a Title VI service equity analysis whenever there is a major service change, as defined below. The District will also conduct a service equity analysis for changes which, when considered cumulatively over a three year period, meet the major service change threshold. In addition, the Board may request additional service equity analyses for the consideration of changes as it deems appropriate. For major service changes, the Title VI service equity analysis will assess the quantity and quality of service provided and populations affected.
4. All service and fare equity analyses shall be presented to the Board of Directors for approval and included in the Title VI Triennial update.

C. Policies Governing Equity Analyses

1. Major Service Change Policy

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

- a. A Title VI analysis shall occur whenever there is a significant change to service provision. Service changes covered by this policy are those indicated as “Major Adjustments of Transit Service” under Board Policy 110 (“Public Hearings Processes for the Board of Directors”). A major service change is generally one that constitutes a significant aggregate change in route miles or hours, and could include system wide route restructuring, changes in frequency, or adding and deleting service. For such major service changes, the Title VI service equity analysis will assess the quantity and quality of service provided and populations affected.
 - b. One exception listed in Policy 110 – restoration of service which had been eliminated due to budget constraints – is not a permissible exception for Title VI purposes. Staff will continue to conduct service equity analyses for restoration of services, if such proposed change otherwise fits the definition of a major service change.
2. Disparate Impact Policy
- a. As defined by the FTA Circular:
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.
 - b. The measure of disparate impact involves a comparison of impacts borne by minority populations compared to impacts borne by non-minority populations. For a major service equity analysis, the District will measure service in terms of current AC Transit standards for frequency, span of service, and/or distance to bus routes. Title VI equity analyses will compare existing service or fares to proposed changes, and calculate the absolute change as well as the percent change. When minority populations or riders as a whole will experience a 15% (or more) greater adverse effect than that borne by the non-minority populations or riders, such changes will be considered to have a disparate impact. An adverse effect is defined as a geographical or time-based reduction in service which includes but is not limited to: elimination of a route, short turning a route, rerouting an existing route, or an increase in headways.
3. Disproportionate Burden Policy

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

- a. As defined by the FTA Circular:
Disproportionate burden refers to a facially neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the recipient to evaluate alternatives and mitigate where practicable.
- b. Low-income populations are not a protected class under Title VI. However, recognizing the inherent overlap of environmental justice principles in this area, and because it is important to evaluate the impacts of service and fare changes on passengers who are transit-dependent, FTA requires transit providers to evaluate proposed service and fare changes to determine whether low-income populations will bear a disproportionate burden of the changes.
- c. AC Transit will conduct Title VI equity analyses by comparing existing service or fares to proposed changes, and calculating the absolute change as well as the percent change. When the proportion of low-income populations or riders as a whole adversely affected by the proposals is 15% (or more) than the proportion of non-low-income populations or riders adversely affected, such changes will be considered to have a disproportionate burden.

4. Mitigation of Impacts

- a. If the District finds that the service or fare proposals result in disparate impacts on minority communities, the District must identify alternatives to the proposal that could serve the same legitimate objective with less disparate impact. If a less discriminatory alternative does not exist and AC Transit has substantial legitimate justification that cannot otherwise be accomplished, AC Transit shall identify measures to mitigate the negative impacts of the changes.
- b. If the District finds that the service or fare proposals result in disproportionate burdens on low-income communities, the District shall identify alternatives available to affected low-income riders and take steps to avoid, minimize, or mitigate impacts where practicable.

D. Transit Service Monitoring

1. AC Transit is required to monitor the performance of its system relative to system-wide service standards and service policies to identify possible inequitable impacts on protected populations. AC Transit staff will assess the performance of each route according to definitions in Board Policy 545, "Service Standards and Design Policy," and methods described in the FTA Circular, and report to the Board of Directors not less often than every three years to ensure all elements of the service are being equitably provided.

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

2. For cases in which the service exceeds or fails to meet the standard or policy, the District shall analyze why the discrepancies exist, and take steps to reduce the potential effects. If staff determines that prior decisions have resulted in a disparate impact on the basis of race, color, or national origin, the District shall take corrective action to remedy the disparities to the greatest extent possible, and report these efforts in the Title VI program update.

E. Title VI Complaint Process

1. The FTA circular requires AC Transit to identify methods for notifying the public of their rights under Title VI, including their rights to file a complaint, and the District's methods of responding to such complaints. The District shall take any Title VI violation complaint seriously and act quickly to identify, resolve, or remediate any identified issue. Additionally, as part of the District's goal to incorporate environmental justice into its mission and ongoing activities, although low-income populations are not a protected class under Title VI, the District intends to receive complaints related to low-income status through the Title VI complaint process.

2. Communication with Claimant

- a. It is AC Transit's intent to communicate with the claimant throughout the Title VI complaint review process, regardless of the outcome of the investigation.

3. Posting of Notification of Title VI Rights and Complaint Procedures

- a. The following notice will be placed on-board buses, in public ticket offices and public meeting rooms (such as the AC Transit Board Room), and on the AC Transit website:

AC Transit is committed to ensuring that no person is excluded from participation in, or denied the benefits of, its services on the basis of race, color, or national origin as protected by Title VI of the Civil Rights Act. For more information on AC Transit's civil rights programs and the procedures to file a complaint, please contact us: actransit.org/CivilRights (510) 891-5470; TDD/TTY 711; AC Transit Customer Relations, 1600 Franklin Street, Oakland CA 94612.

- b. The notice will be provided in English, Spanish, and Chinese. In addition, it will include a statement of the availability of free language assistance in safe harbor languages as identified in the most recently updated AC Transit Program.

- c. The notice will also be placed at Transit Centers and Park-and-Rides owned, operated, or maintained by AC Transit.

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

4. Receipt of Complaint

- a. The complaint form is available in English, Spanish, and Chinese. The notification provides several ways that Title VI complaints are received:
- Mail - The notice provides a postal address for submitting a Title VI claim.
 - Electronically - Individuals can email Title VI compliance staff directly or they may register a Title VI complaint using an online form on the AC Transit customer feedback and civil rights webpages, which forward the item to the Title VI compliance staff.
 - Individuals may also make a complaint by phone.

5. Review of Complaint

- a. A complaint must be filed within 180 calendar days of the date the claimant believes the discrimination occurred. Upon receipt of a complaint, Title VI staff review the issue to determine if it raises a Title VI concern (i.e. relates to the exclusion from participation in, or denial of benefits of, services on the basis of race, color, national origin, or low-income status). All Title VI Complaint files are kept for a minimum of 10 years.
- b. If the claim is not related to Title VI, but to other issues, Title VI staff forward the complaint to the appropriate department for resolution and sends a letter to the claimant explaining the process, providing a copy to the Legal Department for its files. Departments that are responsible for the resolution of the claim are responsible to investigate the issue and respond to the claimant.
- c. Upon determining that the claim raises a Title VI issue, a Title VI investigation will be undertaken. Title VI staff will send a letter to the individual to notify the claimant that AC Transit will conduct an investigation of the claim, copying the Legal Department for its files and assistance.

6. Investigating Title VI claims

- a. Staff shall review the complaint to determine if it raises any Title VI issues, using Federal Transit Administration guidance. Staff shall complete their review no later than 60 calendar days after the date AC Transit received the complaint. If more time is required, Title VI staff shall notify the claimant of the estimated time-frame for completing the review.
- b. If it is found that there is or has been a violation of Title VI, staff will identify immediate remediation for consideration by the General Manager and/or Board of Directors. AC Transit will send a letter to the claimant stating the outcome of the investigation. If a violation exists the claimant will be advised of any remediation

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

action that is being proposed or undertaken. Additionally, staff may recommend improvements to AC Transit's processes relative to Title VI and environmental justice, as appropriate. Conversely, if the claim is invalid, erroneous, or does not represent a Title VI violation, Title VI staff will send a letter to the claimant with their findings.

7. Request for Reconsideration

- a. If the claimant disagrees with the response, they may request reconsideration by submitting the request in writing to the General Manager within 10 calendar days after receipt of the response. The request for reconsideration shall be sufficiently detailed to contain any items the claimant feels were not fully understood by the Title VI coordinator and/or other staff reviewing the claim. The General Manager will notify the claimant of their decision either to accept or reject the request for reconsideration within 10 calendar days. In cases where the General Manager agrees to reconsider, the matter shall be returned to Title VI staff to re-evaluate.

8. Submission of Complaint to the Federal Transit Administration

- a. Claimant may also file a complaint directly with the Federal Transit Administration at FTA Office of Civil Rights, Attention: Title VI Program Coordinator, 1200 New Jersey Ave., SE, Washington, DC 20590, within 180 days of the alleged discrimination.

F. Subrecipient Monitoring and Assistance

1. AC Transit recognizes the need to monitor subrecipients' compliance with Title VI. This includes notifying the subrecipient of their obligation to comply with Title VI, providing assistance to the subrecipient in the development and implementation of their compliance plan, and regularly monitoring the subrecipient's compliance.
2. Staff will follow the instructions and timelines provided in the Grants department subrecipient management policies and procedures throughout the tenure of the subrecipient's relationship with AC Transit.

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

Appendix B: Complaint Procedures and Forms

The Title VI complaint form is available in English and in all Safe Harbor languages on the following website: <http://www.actransit.org/ac-transits-commitment-to-civil-rights/>. Substantial information about the Title VI complaint procedures is available in English, Spanish and Chinese (as depicted in the image below), and an example of the English-language complaint form is presented below.

The screenshot shows the AC Transit website's 'AC Transit's Commitment to Civil Rights' page. The page features a navigation menu with options like 'Rider Info', 'Customer Assistance', 'Planning Focus', 'Environment', 'About Us', and 'Careers'. A language selection dropdown is set to 'Select Language'. The main content area is titled 'AC Transit's Commitment to Civil Rights' and lists several links for Title VI complaint forms in various languages: English, Spanish, Chinese, Vietnamese, Hindi, and Arabic. Below this list, there is a section titled 'Title VI' containing a table of links for the complaint forms in different languages.

Complaint Form	標題六 投訴表格 Title VI 中文	Formulario de queja del Título VI
شكوى نموذج	タイトルVI投訴フォーム	සමුදායකයන්ගේ/අනුග්‍රහය
Formulário de reclamação	Mẫu Đơn Khiếu Nại	فرد شكوت
Formulaire de plainte	ବିଧିଗ୍ରହ ପତ୍ର	शिकायत प्रपत्र
புகள்/புகள்கள்/புகள்	제 6 편 (Title VI) 항의 양식	Форма жалобы
شكوت فرم	Form ng Reklamo	

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

If you believe you have been subjected to discrimination under Title VI, you may file a written complaint. Please complete the [online complaint form](#) or download a [printable complaint form](#) and mail it to us at the address below.

For more information on AC Transit's civil rights programs and the procedures to file a complaint, please contact us:

- (510) 891-5470
- TDD/TTY 711
- AC Transit Customer Relations
1600 Franklin St, Oakland CA 94612

More Information

- [Board Policy 518: Title VI Service Review and Compliance Report Policy](#)
- [Reports](#)



Title VI Complaint Form

AC Transit is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended. Title VI complaints should be filed as close to the date of the alleged discrimination as possible, but no later than 180 days.

The following information is necessary to assist us in processing your complaint. The completed form must be returned to: **AC Transit, Title VI Coordinator, 1600 Franklin Street, Oakland, CA 94612**. You may also file a complaint by phone by dialing: **(510) 891-5470**.

Your Name:	Your Phone: ()
Street Address:	
City, State, Zip:	
E-mail Address:	
Person discriminated against (if other than yourself):	
Street Address, City, State and Zip:	
Date of the Incident:	

Which of the following best describes the reason you think the alleged discrimination took place? (Mark any that apply)

- Race
- Color
- National Origin (Limited English Proficiency)

Please describe the alleged discriminatory incident. Provide the names and title of any AC Transit employee who may have been involved. Please explain what happened and who you believe was responsible. Please attach a letter if additional space is required.

(Description: continued)

Have you filed a complaint with any other agency? (Mark one) Yes No

If so, please list agency contacted and information below:

Agency:	Contact Name:
Street Address:	Phone:
City:	State, Zip:

I affirm that I have read the above complaint and that it is true to the best of my knowledge, information, and belief:

(Complaint Signature) Date:

Date Received by AC Transit:

Appendix C: List of Transit Related Title VI Investigations, Complaints, and Lawsuits

Since the last Program update, 14 complaints were received that directly referenced Title VI or otherwise made an allegation about discrimination. Only half of the complaints specifically referenced a class protected by Title VI regulations – race, color, national origin, or income. The following complaints have been received and completed between July 1, 2017 and June 30, 2020.

Date Received	Name (redacted)	Route	Category	Description	Action, Outcome, Findings
7/14/2017	[...]	S	unclear "not as privileged"	Alleges their line, from "not as privileged" neighborhood, getting "cheap looking local bus" instead of comfortable Transbay coach.	No T-VI finding: Data investigation shows that buses for this line are assigned in a non-discriminatory fashion, given ridership, trip characteristics, operational requirements, etc.
8/24/2017	[...]	LA	Race, income	Alleges their line, serving predominantly POC neighborhood, gets uncomfortable local bus instead of comfortable Transbay coach - issue of racial, "economic" discrimination.	No T-VI finding: Data investigation shows that buses for this line are assigned in a non-discriminatory fashion, given ridership, trip characteristics, operational requirements, etc.
12/20/2017	[...]	no specific route	unclear, disability?	Because "exit through rear doors" announcement is not made in Mandarin, disabled rider must deal with non-English speaking exiting passengers who don't let him on the bus. Declined opportunity to discuss further with T6 staff.	No T-VI finding: Rider informed of importance of letting exiting riders, regardless of race, language, to exit the bus before boarding
1/17/2018	[...]	no specific route	unclear "discrimination"	Conflict between rider (employee of ACT survey contractor) and operator; rider feels the operator was discriminating against them.	No T-VI finding: No response when ACT reached out to rider; unclear why discrimination alleged.

8/9/2018	[...]	B & E	insufficient Title VI service equity analysis	Barring local riders from Transbay service had unintended consequence of removing service for certain local riders; complainant alleges service equity analysis was not sufficient. (Following complaint, the Board decided to change service proposal to allow all Transbay service without underlying local service to permit local riders.)	No T-VI finding: SEA found affected routes were heavily (or completely) "non-minority" and also not low-income.
10/10/2018	[...]	22	unclear "Title VI issue"	Alleges change to bus line represents a "Title VI issue" and requests updated service equity analysis. Alleges realignment of a route resulted in reduction of direct service to local college.	No T-VI finding: SEA was conducted fully and accompanied by opportunities for meaningful public engagement, including with stakeholders from the local college. No impacts on protected populations were found, and the service change resulted in increased service and access for protected populations.
10/23/2018	[...]	57	Race	Alleges the line 1) receives fewer buses with Air Conditioning, 2) has a higher percentage of no-shows, 3) local riders receive worse service than Transbay routes.	No T-VI finding: 1) A/C is an amenity not subject to T-VI equity analysis, however ACT is working on getting A/C for all buses, 2) incidence of no-show doesn't rise to level of DI or DB, 3) Being a "local" rider is not a protected category.
3/26/2019	[...]	no specific route	"higher end communities"	Alleges "the buses tend to favor higher end communities."	No T-VI finding: No response to staff's request for more specific information.

8/14/2019	[...]	routes in San Leandro	Income	Alleges buses in San Leandro are more likely to not have Air Conditioning; alleges this is discrimination because "the richer neighborhoods probably have air conditioning"	No T-VI finding: San Leandro's protected population is larger than District-wide, but within the margins of DI/DB analysis; A/C is an amenity not subject to T-VI equity analysis, however ACT is working on getting A/C for all buses
9/12/2019	[...]	96	Income	Alleges buses in low-income area have been very inconsistent.	No T-VI finding: customer did not supply valid contact information.
9/18/2019	[...]	14	unclear "underprivileged"	Alleges missed trips are common on a line largely serving "an underprivileged group of people."	No T-VI finding: customer did not supply information sufficient to investigate concern; did not respond to additional contact.
1/16/2020	[...]	251	Race	Alleges many drivers don't pick the rider up "because he is Mexican."	No T-VI finding: customer did not supply valid contact information.
4/1/2020	[...]	7	Race	Alleges "AC Transit is being racist to black customers."	No T-VI finding: customer did not supply information sufficient to investigate concern; did not respond to staff's attempts to contact.
6/4/2020	[...]	n/a	Race	"The drivers are openly discriminating [...] racially.	No T-VI finding: provided Title VI information, requested customer to supply more information; customer did not respond.

Appendix D: Public Participation Plan



AC Transit

2020 Public Participation Plan

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EXECUTIVE SUMMARY

In order to carry out its mission of connecting communities with safe, reliable, and sustainable service to its fullest potential, the AC Transit is committed to engaging all members of the community – informing riders, residents, and businesses about changes in service or fares, and providing opportunities to participate in meaningful decision-making about plans and projects that may affect their lives or livelihoods.

Public engagement efforts at AC Transit recognize the diversity in the District’s service area and among riders. This Public Participation Plan (PPP) was created to identify effective methods of engaging with communities regardless of race, color, national origin, ability to speak English, or income status, as protected by Title VI of the Civil Rights Act and associated regulations. In addition, the District strives to reach people who may have been traditionally underserved or who are protected by other civil rights legislation and regulations, including on the basis of sex, disability, age, citizenship or legal status, religion, sexual orientation, gender identity, and military or veteran status.

The Public Participation Plan aims to encourage partnerships with these diverse communities, ensuring that their concerns are heard and their contributions are included. The plan provides an assessment of how well we are doing toward that goal along with a recent history of public engagement activities carried out by AC Transit.

The PPP is designed to be a living document that will be updated regularly to incorporate new data, technology, and methods, as identified through specific activities and experiences in the field. AC Transit will continue to work with community partners to identify and implement strategies that remove barriers to access and participation for all community members.

I. OVERVIEW

AC Transit provides fixed route bus service to approximately 1.6 million people in 13 cities and adjacent unincorporated areas in Alameda and Contra Costa counties within the greater East Bay area. This population is very diverse: according to 2018 population estimates, approximately 72% of the population is people of color, with Asian or Pacific Islander, Latino/a, and African American/Black making up the largest groups. Diversity is even more pronounced among AC Transit's ridership – with more people of color and low-income riders than residents of the service area. Income diversity is also a critical piece in understanding the community, as more than 26% of the population and 67% of riders live in low-income households. A large number of residents and riders speak languages other than English and many of them have limited English proficiency (LEP). A large number of area residents are transit dependent; they do not have a driver's license or access to a car. The service area is also home to businesses and employers, a strong percentage of which are owned by people of color.

Because of this broad diversity in the District, it is crucial that engagement with stakeholders includes a wide array of inclusive and representative methods.

As clarified in the Federal Transit Administration (FTA) circular 4702.1B, Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving federal financial assistance. Further, Executive Order 12898 and FTA circular 4703.1 provide that environmental justice for low-income populations should be part of the mission of federally funded programs. Under these mandates, transit operators must take reasonable steps to ensure all persons have access to participate in their activities and programs. Additionally, under Executive Order 13166, public engagement activities must be made accessible to persons who have limited English proficiency. Specific recommendations for providing language assistance are contained in the AC Transit Language Assistance Plan section of this Title VI program update.

A. PURPOSE OF THE PUBLIC PARTICIPATION PLAN

This PPP formalizes the public engagement policies of AC Transit to ensure adequate representation from the general public, riders, and other stakeholders while soliciting input for AC Transit's service design, policies, and operations. The PPP is a living document that considers past outreach practices as well as new or innovative efforts to increase community engagement.

Since its inception, AC Transit has actively sought to include the knowledge, experience, and needs of the people living in the District by actively soliciting and incorporating such input in its decision-making process.

The PPP is guided by the following principles:

- That the District’s decisions consider the interests and concerns of affected people and entities;
- That the public engagement techniques and activities are relevant in terms of timeliness, communities reached, and issues examined;
- That the full range of opportunities for participation is made known and communicated broadly throughout the District; and
- That community input received through public engagement processes is considered and incorporated to the extent possible.

These principles form the basis of the District’s public engagement policies and procedures. The Plan identifies existing outreach and public engagement methods that are used to solicit input and provide information about AC Transit’s programs and services. It also identifies additional ways in which the District can enhance its efforts to engage traditionally underrepresented and/or underserved groups in order to achieve more inclusive transit planning. It documents how it intends to proceed in the future to ensure continued success in working with and for the community.

B. SUMMARY OF PLAN DEVELOPMENT

The PPP considered input from agency staff to gain an understanding of how public engagement occurs within the AC Transit service area and how public comment is incorporated into planning processes. This consideration included methods that the AC Transit Board of Directors uses to conduct board meetings, public hearings, and advisory committee meetings, along with how recruitment to those committees is conducted.

The PPP considered the past engagement efforts with community forums and advisory groups to identify engagement methods that have been successful in the past. Work with community based organizations, chambers of commerce, other community or neighborhood groups, and local governments, as well as employers and other local agencies, helped inform the plan due to these stakeholders' intimate relationships with the community and understanding of local concerns. The groups the District has worked with since the last Title VI Program Update are listed in Appendix B.

This plan development also included an attempt to integrate the needs of those who may not be proficient in English or for whom the inability to speak English very well may be a barrier to participation. In addition, the AC Transit Language Assistance Plan spells out efforts to reach persons with Limited English Proficiency (LEP) and documents recommended methods of providing translation and interpretation services to people with LEP.

C. SERVICE DISTRICT PROFILE

AC Transit community and rider demographics and characteristics were viewed to establish a context for the outreach and engagement techniques to be considered. Large scale demographic

data may mask pockets of diversity that should also be considered. A full description of the needs of individuals with LEP is included in the AC Transit Language Assistance Plan.

Race and Ethnicity in the Community

The AC Transit service area is a diverse district with people of color making up 72% of the population. Table 1 provides a racial and ethnic breakdown of the service area population.

Table 1: Race and Ethnicity in the AC Transit Service Area

Race & Ethnicity	Percentage
Asian or Pacific Islander	32%
White, not Latino/a	28%
Latino/a	26%
African American/Black	15%

Source: ACS 5YR Estimates, 2014-2018, Table B03002. Note that due to rounding, totals add up to more than 100%

Race and Ethnicity among Riders

The AC Transit ridership is also diverse. Data about riders are based on onboard surveys, which are conducted every five years. The most recent survey, from 2017-18, found that people of color make up approximately 75% of AC Transit riders. The largest group of riders – almost one-third – identify as African American/Black, followed by white, Latino/a, Asian or Pacific Islander, and other riders. (Included in the “Other” category are riders who identify as American Indian/Native American, Middle Eastern/North African, Native Hawaiian/Pacific Islander, and others who identify with more than one race/ethnicity.) Table 2 presents the race and ethnicity of the rider population.

Table 2: Ridership Race and Ethnicity

Race & Ethnicity	Percentage
African American/Black	31%
White	25%
Latino/a	20%
Asian or Pacific Islander	14%
Other	10%

Source: 2017-18 Onboard Rider Survey

Languages within the Service Area

Within the AC Transit service area, almost one in five people (18.4%) indicate they speak English less than very well. This is considered the population with limited English proficiency (or LEP). The following five languages are spoken by nearly 83% of those residents as self-identified in the American Community Survey:

- Spanish
- Chinese
- Tagalog
- Vietnamese
- Korean

There are an additional eleven languages that are each spoken by more than 1,000 residents with LEP within the service area. Such languages are protected by the “safe harbor” provisions of federal regulations, and together, LEP speakers of the 16 languages comprise the list of Safe Harbor languages for which AC Transit provides translation and/or interpretation, either automatically or on demand.

Spanish is spoken by the largest number of persons with LEP in the AC Transit service area (44%). Another 24% who speak English less than very well speak a Chinese dialect. Accordingly, vital documents and publicity and outreach materials should be routinely translated into Spanish and Chinese in order to increase access to AC Transit service and programs by non-English speaking populations.

Other languages should be considered based on the targeted nature of the outreach methods or the geographic scope of a project. For example, a large number of Vietnamese speakers who have LEP live in the area adjacent to the recently completed Tempo Bus Rapid Transit (BRT) project. During the project it was found that, while Vietnamese was spoken by only 5.5% of residents with LEP District-wide, it was spoken by more than 10% of residents with LEP in nearly one-quarter of the census tracts in the Tempo corridor, and in one census tract in the corridor almost 26% of residents with LEP were found to speak Vietnamese. Due to the high number of LEP Vietnamese speakers affected by this project, public engagement and information materials related to Tempo were translated into Spanish, Chinese, and Vietnamese during construction, and public information is translated into all three languages on Tempo platforms and buses. The AC Transit Language Assistance Plan describes populations with limited English proficiency and recommended actions in greater detail.

Languages Among Riders

According to the 2017-18 Rider Survey, more than one-quarter (26%) of riders speak a language other than English at home. Of them, 23%, or 6% of all riders, are considered to have limited English proficiency (LEP). A person is considered to have LEP if they speak, read, write, or understand English less than very well.

About half of riders who report speaking a language other than English at home speak Spanish, with Chinese, Tagalog, and Vietnamese next most common. Together, riders who speak these

four languages at home account for almost three-quarters (73%) of riders who speak a language other than English at home.

Table 3 presents the non-English languages spoken at home (by weekday riders only) as reported by the Onboard Rider Survey.

Table 3: Non-English Languages Spoken at Home by AC Transit Riders

Languages Spoken at Home	Percentage
Spanish	51%
Chinese	14%
Tagalog	5%
Vietnamese	3%
Hindi	3%
French	3%
Korean	2%
Arabic	2%
Japanese	2%
Other	16%

Source: 2017-18 Rider Survey

This information about riders’ language ability helps AC Transit identify needs in the community and additional useful methods of outreach and communication, such as ethnic media.

Household Income in the Community

Table 4 presents information about household income in the AC Transit service area.

Table 4: AC Transit Service Area Household Income

AC Transit Service Area Household Income	Percentage
Less than \$25,000	2%
\$25,000 to \$49,999	15 %
\$50,000 to \$74,999	22%
\$75,000 to \$99,999	22 %
\$100,000 to \$124,999	17 %
\$125,000 to \$149,999	9 %
\$150,000 to \$199,999	10 %
\$200,000 or more	3 %

Source: ACS 5YR Estimates, 2014-2018, Table B19103

Household income alone, without knowing household size, is not sufficient to know if people are struggling economically. Federal guidelines require us to identify how many low-income people are served by AC Transit by comparing household income and size to the federal poverty rate.

To adjust for the high cost of living in the Bay Area, regional governmental organizations have elected to define low-income as having household income of less than 200% of the federal poverty rate. According to this definition, for example, in 2017 a couple earning less than approximately \$32,480 and a family of four with income under \$49,200 would have qualified as low-income; these incomes were still significantly lower than the median household income in the area in that same year, estimated at over \$85,000 in Alameda County and over \$90,000 in Contra Costa County. Applying this definition, approximately 26% of the population living in the AC Transit service area today is classified as low-income.

Ridership Household Income

Table 5 presents the household income from the Onboard Rider survey conducted in 2017-18. It shows that 67% of riders live in low-income households.

Table 5: Ridership Household Incomes

AC Transit Riders Household Income	Percentages
Less than \$25,000	34%
\$25,000 to \$34,999	15%
\$35,000 to \$49,999	18%
\$50,000 to \$74,999	17%
\$75,000 or more	16%

Source: 2017-18 Onboard Rider Survey

It is important that AC Transit understands the income characteristics of AC Transit riders, and how they differ from the income characteristics of residents, when developing service plans and conducting public engagement. Individuals with very low income may be less likely – or less able – to miss work in order to attend a public hearing or community meeting to express their thoughts about a proposed service change, even though they may be more dependent on riding the bus than wealthier riders. Although the income categories in the two tables do not match entirely, it is clear that AC Transit riders are more likely to live in lower income households when compared to the area residential population. The difference is most striking in the lowest income category (less than \$25,000), where the percentage of riders in that income category (34%) is 17 times the percentage of households in the service area population with income under \$25,000 (2%). Almost two-thirds of the service area population has income over \$75,000, while only 16% of AC Transit riders do.

Understanding the diverse business environment in the service area may also be helpful in determining how best to engage the local workforce. Table 6 shows the percentages of businesses owned by people of color in Alameda and Contra Costa counties, and showing how

many people are employed by these businesses. (Note that racial and ethnic classifications are those provided by the Census Bureau.)

Table 6: Race and Ethnicity of Business Owners by County

	Alameda		Contra Costa	
	% of Businesses	Employees	% of Businesses	Employees
Black or African American	3%	6,393	n/a	n/a
Asian	35%	91,600	21%	29,175
Hispanic	7%	15,847	7%	9,275

Source: U.S. Census Bureau, 2017 Annual Business Survey, Table AB1700CSA01

Reaching out to chambers of commerce, such as the African American, the Hispanic, the Chinatown, or the Korean American Eastbay Chamber, for example, is an additional method of reaching the diverse population of the service area.

Traditionally Underserved Communities

The data reviewed indicated that residents with limited English proficiency (LEP) and lower income are at the greatest risk of being unaware of AC Transit’s services and programs. This information may be especially critical when seeking public input on issues associated with service or fare changes. For instance, residents who work non-traditional shifts (in jobs that are typically associated with lower wages) might have a harder time attending an outreach meeting on a workday evening, even though a service change proposal being discussed at such a meeting could considerably affect them. This example illustrates that AC Transit must consider specific and targeted techniques to engage underrepresented communities.

Such strategies may include, but are not limited to:

- Holding meetings in a variety of locations and times to ensure that access to the meetings will not present an unnecessary burden;
- Holding meetings in locations that are accessible to persons with disabilities, and are easily reachable by public transportation
- Considering a variety of types of meetings that might provide more flexibility for attendees, such as workshops, open houses, etc.
- Partnering with community based organizations, faith-based centers, civic institutions, elected officials, and/or neighborhood leaders to help publicize outreach activities
- Asking to be invited to meetings already scheduled in the community to reach audiences at times and locations that are convenient for them
- Ensuring that language assistance measures are geared toward encouraging full engagement in planning activities, such as providing translation of materials in advance and including on-site interpretation at meetings

- Dedicated telephone comment “Hotlines,” website information, and social media that can publicize outreach activities or provide information at all times and can be accessed in a variety of languages.

D. PUBLIC ENGAGEMENT STRATEGY

Acknowledging the diversity in the AC Transit service area and among riders is essential to developing public engagement strategy. Public engagement is not an information “one-way street” – it includes consultation with the community, reviewing input, and revising plans when possible. AC Transit intends to approach public engagement by asking a question – what is the issue that needs to be solved and what are your ideas for solving it? – instead of simply soliciting feedback for a pre-decided solution.

In order to reach the greatest number of people and ensure effective public participation and engagement within the service area, AC Transit staff will develop targeted approaches based on considerations such as stakeholders affected, general audience, and complexity of the issues involved. Staff will identify resources for public engagement early in the process, including staff availability and expertise, time and schedule, and budget dollars. Identifying needs for, acquiring, and providing translations and interpreters for people who don’t speak English very well will also be considered early in planning for engagement activities. This requires considering public engagement at the very beginning of processes, planning activities, grant applications, etc.

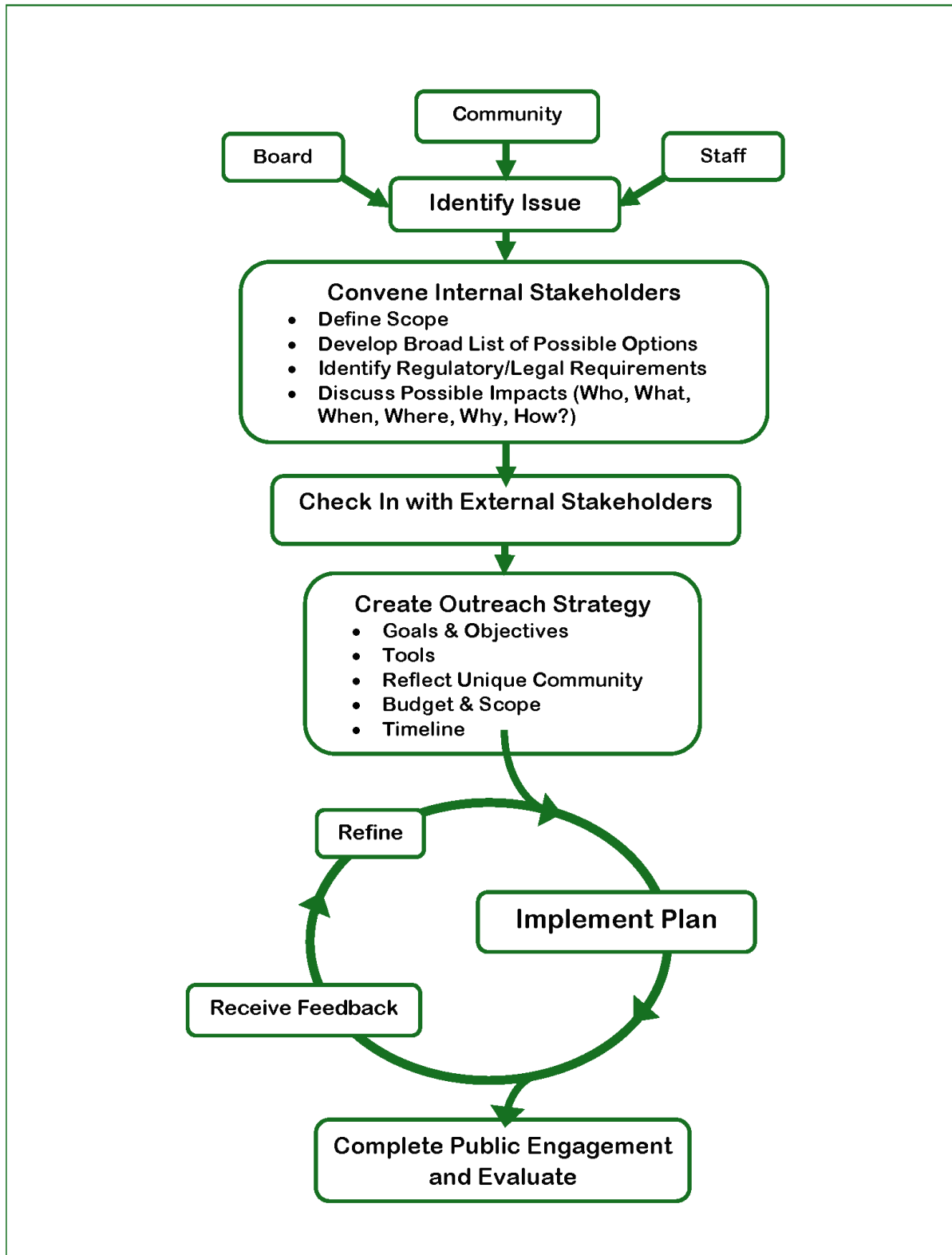
Staff are constantly reviewing and improving upon existing techniques. By matching the level and type of outreach to the issue at hand, AC Transit can use outreach dollars in a way that best meets the needs of our riders, our community, and the District; we can ensure mobility, access, and connectivity; and we can engender good will and enhance ongoing partnerships in the community.

The flowchart in Figure 1 below presents the framework that staff use when considering public engagement. Using this process, each public engagement campaign is based upon the unique characteristics of the community and/or the audience that is affected by an issue. Stakeholders are consulted early and often throughout the campaign so that outreach activities can be adapted as necessary, input can be considered and incorporated when possible, and staff can “close the loop” – providing full information and enriching ongoing relationships with riders and community members.

Separately, staff are working on an internal handbook which will provide more specific tools to plan and carry out public engagement efforts. Together, these processes provide a structure of necessary steps yet leave room for creativity, flexibility, and innovation throughout the engagement process.

Appendix C presents the outreach activities undertaken in the last three years.

Figure 1: Public Engagement Process



II. Existing Outreach and Engagement Tools

AC Transit has a wide array of marketing and communications tools and strategies that staff may use to inform and engage the public in the planning and development phases of service and fare changes, studies, and activities. These tools have been developed over time with the goal of reaching diverse audiences across a variety of mediums when and where they are most receptive to the information. Information is developed in multiple languages with consideration of the cultural needs and sensitivities of all customers.

A. TRADITIONAL MEDIA

Traditional media is one means to reach a large audience through newspaper, radio and television. There are two ways to tap into these resources: paid advertising and unpaid editorial coverage.

Paid Advertising

Paid advertising provides a guaranteed line of communication to an identified audience with a message controlled by the District.

- Print display ads, classified ads, legal notices, front page strip ads, flyers, foldings, and inserts that are included with a newspaper.
- Radio spots, sponsorships, live remotes, and advertorials (paid placements designed to look like a news article, often presented under the byline of the general manager.
- Television spots.

Editorial Coverage

Editorial coverage includes stories written by a reporter where AC Transit gives up control of the message in exchange for journalistic authority. Media relations staff use appropriate tactics to encourage reporters to write accurate and balanced stories, generally in traditional media.

- Press release: a press release is issued to reporters who have asked to receive them or whose beats or interests match those of AC Transit. A press release can be used to introduce a new service or product, to explain a change or addition to service, or to highlight accomplishments.
- Media advisory: a media advisory is issued to share specific information with reporters. For example, a media advisory might invite reporters to a press conference or provide a statement about a specific topic.
- Editorial board meeting: the AC Transit general manager might be invited to talk to an editorial board about an important initiative or change in the organization. It provides the opportunity for the parties to talk in depth so that resulting coverage is accurate and balanced.
- Familiarization tour or visit: reporters may be invited to visit a location as part of their research of a story.

- Live shot: television and radio reporters will broadcast live from the location of an event or announcement.

B. DIGITAL COMMUNICATIONS

The Internet has had a significant impact on how AC Transit communicates directly with its riders and community. The ability to disseminate a specific, controlled message through a website or email message has changed how stakeholders are informed and engaged. It is also a constantly changing and evolving world, providing new tactics regularly.

- Website: actransit.org provides detailed information about current service, upcoming service changes, long- and short-term planning projects, Board of Directors agendas and staff reports, and other initiatives.
- Email messages: Riders are encouraged to subscribe to the eNews distribution list that corresponds with the service lines they use regularly. This tool is used to provide detour notices and service change information to riders in three languages.
- Social media: information can be shared with riders in real time using digital channels such as Twitter, Facebook, and LinkedIn. Social media provide another avenue for customer service as well a way to drive people to the website for detailed information.
- Video tutorials: short video snippets are used to grab the attention of riders in the case of fare increases or service changes. These videos are distributed via social media with the goal of driving riders to the website for detailed information.

C. PRINTED MATERIALS

Printed pieces, or collateral, are created to support almost every marketing or communication effort the District undertakes. Information is presented in three languages with directions on how to access additional language support.

- Brochures: brochures generally include detailed information that helps a rider understand upcoming service changes, planning projects, rider resources and other topics. Brochures can be produced with multiple pages or they can be the size of a bookmark. Because of the variety of ways a brochure can look, they are sometime broadly referred to as “take ones.” They are distributed in holders on the bus and via direct mail to social service, local government, and stakeholder organizations.
- Signage: this includes signs or bags at bus stops, posters at shelters, car cards behind the operator’s seat inside the coach, pop-up signs attached to the fare boxes, ad cards that run along the interior of the bus, and interior and exterior bus ads.
- Flyers: for major initiatives, the district may choose to drop flyers on every seat in the fleet.
- Maps, schedules, and timetables: printed system maps, schedules at high-traffic locations, and timetables that include maps and schedule information are distributed

through social service, local government, and stakeholder organizations as well as AC Transit customer service centers.

- Direct mail and door hangers: these tactics get information directly into the hands of riders, or potential riders, in their homes.

D. PUBLIC MEETINGS, WORKSHOPS, AND HEARINGS

In-person workshops and meetings serve a variety of roles, from fulfilling legal obligations in the case of public hearings, to fostering in-depth discussion and opportunities for input in the case of public workshops. These meetings function best when serving as venues for open discussion of proposals, challenges, and issues facing a particular community or set of stakeholders.

- Public meetings at various times and locations across the District to solicit community input, and to share information about projects, studies, and proposed changes.
- Board meetings held in locations outside the District’s downtown Oakland Board Room – in West Contra Costa County and Special District 2 in Southern Alameda – to foster greater interaction between the Board and the community.
- Public hearings in communities where projects or plans are under consideration. Notices for public hearings are based on Board Policy 110 (contained in Appendix A), which has strict guidelines to ensure that appropriate legal notification occurs. This includes placing notices within a specific timeline in newspapers or publications that serve non-English speaking populations with a goal of maximizing visibility and community participation.
- In-person meetings with stakeholders, community partners, elected officials, and other transportation partners.
- In-house presentations or joining existing meetings to reach community members where they are already gathered.
- Live webinars and telephone town halls, with opportunities for questions and comments, and recordings of webinars and Board Meetings that can be accessed at all times.
- Provide meetings at locations accessible for persons with disabilities, and close to public transportation for people who work non-traditional times.
- Provide interpreters and use District-owned interpretation equipment for non-English speaking people when warranted.

E. COMMUNITY ENGAGEMENT

Many other public, private, and non-profit organizations conduct activities related to the services provided by AC Transit. When and where possible, AC Transit works with these organizations to gather input, provide information, or raise awareness about District services.

- Partnerships with community based organizations (CBOs), local governments, social service agencies, and faith-based organizations, including organizations that serve non-English speaking populations.
- Field and respond to inquiries from community, government, and business leaders.

- Participation in community events, including fairs, festivals, and parades.
- Inclusion of bilingual staff when possible and appropriate.
- Outreach by staff and brand ambassadors, including use of digital technology when appropriate to provide information and access to services.
- Distribution of marketing materials (including translations) and meeting notices on buses and through CBOs, social service partners, and other public agencies.
- Advertise recruitment to membership on advisory boards and committees through relationships with community partners.

F. DEDICATED PROJECT OR PROGRAM CENTERS

AC Transit is involved in a number of large projects, including construction of a new Bus Rapid Transit line. For projects of this scope, the District may opt to open a dedicated space to improve access to information and service for the community.

- East Bay Bus Rapid Transit Information Center, centrally located in the BRT corridor, serves as a project resource center providing up-to-date information about the BRT project and construction activity. Staff, including Spanish-speaking staff, provide information in English, Spanish, Chinese, and Vietnamese, and use an over-the-phone interpretation system to communicate with individuals who speak a language other than English or Spanish.
- AC Transit Customer Service Center and Clipper Customer Service Center, including Spanish- and Chinese-speaking staff to provide assistance at in-person locations for residents to access information, buy transit passes, address concerns, and conduct Clipper Card transactions.

G. TELEPHONE INFORMATION AND COMMENT LINES

Many customers rely upon the telephone for trip planning, information about upcoming changes or projects, and to relay complaints and compliments.

- Use of dedicated telephone numbers to provide information and an opportunity for public to comment on relevant issues.
- Use of language-specific telephone lines.
- Over-the-phone interpretation services easily accessed by Customer Call Center and local District staff to provide immediate support in the customer's own language.

H. MARKET RESEARCH, SURVEYS

Surveys play a crucial role to collect data about riders, the service, and impacts of specific projects. They also can measure changes over time.

- Printed and online surveys of rider demographics and travel characteristics to comply with Title VI and Environmental Justice requirements, and to understand customer transit behavior.
- Surveys and focus groups to understand the needs of customers and the opinions of the community at large, including customer satisfaction.
- One-time, small sample, and project specific surveys, including pilot projects.
- Post-activity surveys to assess the activity and/or to assess the outreach conducted in advance of the activity.
- Surveys in various languages and in additional languages upon request.

III. RECOMMENDED STRATEGIES

Several key recommendations emerged during the refinement of this Public Participation Plan that can help to strengthen the consistency and continuity of the District’s community engagement efforts. Adopting these recommendations will help to ensure a robust public process that responds to civil rights and environmental justice considerations, while ensuring meaningful public involvement in AC Transit planning activities and decision-making processes.

A. DEVELOP PUBLIC ENGAGEMENT STRATEGIES THAT REFLECT THE COMMUNITY

When planning public outreach and involvement activities, staff should consider the unique characteristics and needs of the community, especially those of Title VI-protected populations and traditionally underserved communities. Each opportunity for public engagement should follow the Public Engagement Process shown in Figure 1 as a guide to help identify stakeholders’ needs and the methods of outreach most likely to be effective. The goal of this approach is to provide information and opportunities to these communities in formats, locations, and times that maximize their participation.

B. BE FLEXIBLE AND CREATIVE WHEN PLANNING PUBLIC ENGAGEMENT

The PPP recommends a consistent, strategic approach to the community engagement process. At the same time, each situation demands its own approach and process. Staff should be encouraged to be creative when developing engagement plans, making use of new information, technology, and trends as they arise. Doing so will help to ensure more meaningful, inclusive, and effective public involvement.

C. CONTINUE INTEGRATING LANGUAGE ASSISTANCE MEASURES IN PUBLIC ENGAGEMENT ACTIVITIES

The Language Assistance Plan (LAP), contained separately in the Title VI Program, offers recommendations on how best to communicate with people with limited English proficiency (LEP). Using methods recommended by the Federal Transit Administration, staff identified languages spoken in the District, conducted an internal audit of existing outreach efforts, and received suggestions from Community Based Organizations (CBOs) to help enhance AC Transit’s communications with LEP residents. The District has made great strides incorporating LAP recommendations, and staff should continue incorporating these strategies and techniques in every outreach and public engagement activity.

D. ENCOURAGE OPINIONS AND INVOLVEMENT ACROSS A BROAD SPECTRUM

AC Transit welcomes all input received through the public engagement process and is committed to using that feedback to improve its community engagement efforts. The PPP recommends that

staff embrace the development of tools, such as community feedback forms, that allow them to evaluate the effectiveness of their engagement activities.

E. DEVELOP INTERNAL HANDBOOK TO STREAMLINE AND ENHANCE PUBLIC ENGAGEMENT EFFORTS

District staff have expressed their desire for a resource that integrates basic outreach guidance, protocols, and experiences from past projects, and which can serve as a reference for future public engagement efforts. Toward this end, an interdepartmental public engagement working group (PEWG), consisting of staff from seven departments, was formed to guide the development of an internal public engagement handbook. Staff have begun working on the envisioned handbook, which will define roles and responsibilities in the community engagement process; improve communication and internal coordination between departments; provide sample process flow charts, budgets, and public information collateral; establish methods for retaining and reusing draft materials, including narrative content and translations; and point to a repository for past and ongoing projects. The handbook will also provide examples of major activities requiring public engagement and recommended baseline activities. Ultimately, this handbook will provide the necessary steps to ensure all involved parties are engaged at the beginning of any public engagement processes. The handbook will provide clear and practical instructions for both experienced staff and those new to AC Transit.

IV. PERFORMANCE MONITORING

Given the District's commitment to public involvement, outreach must focus on high quality public engagement rather than simply large and expensive efforts of public outreach. AC Transit will continue to work to provide the general public and targeted communities with the information and tools necessary to provide thoughtful and considered input. AC Transit will also strive to incorporate that input into decision-making, policy and plan development, and overall system performance whenever possible.

AC Transit will measure and report on its efforts to engage the public to participate in its decision-making processes, including:

- Maintaining records of meetings and input, particularly in low-income and non-English speaking communities, when soliciting public comment
- Surveying community partners and other key stakeholders to get feedback about AC Transit's engagement methods and processes
- Including the content and amount of the public comment received, and opportunities to incorporate such comment, in reports to the Board of Directors
- Examining the results of the outreach efforts to determine if the outreach was effective
- Comparing engagement efforts with best practices
- Adapting future efforts to enhance the ability of the public to participate in the AC Transit public engagement process

V. CONCLUSION

AC Transit is committed to a thorough and robust public engagement process that includes standard and collaborative public outreach techniques and creative targeted engagement activities while using resources effectively and efficiently. With the integration of measures identified in the Language Assistance Plan, AC Transit will codify baseline outreach practices to meet the needs of the customer, the general public, and the District, and allow for every opportunity for the public to become a full partner in decision-making.

Appendix A: Board Policy 110

Board Policy 110, Public Hearing Process for the Board of Directors can be accessed on the AC Transit public website: <http://www.actransit.org/about-us/board-of-directors/board-policies/> It is also contained in full in the 2020 Title VI Program.

Appendix B: Community Based Organizations and Groups

The following list includes the CBOs and groups that AC Transit has contacted and/or partnered with between 2017 and 2020.

5 th Ave Institute	Alameda Co. Community Food Bank
23rd St. Merchants Association	Alameda Co. Court Appointed Special Advocates
53 rd St. Neighborhood Association	Alameda Co. Democratic Central Committee
80-20 Initiative	Alameda Co. Deputy Sheriffs Activity League
A Better Way, Inc.	Alameda Co. Economic & Civic Development Dept
A Safe Place	Alameda Co. Family Justice Ctr
AAA Berkeley	Alameda Co. Fire Department
AAA Oakland	Alameda Co. Health Care Services Agency
AAA Rockridge	Alameda Co. Housing & Development Dept
AAA San Leandro	Alameda Co. Mosquito Abatement District
AARP Berkeley	Alameda Co. Planning Department
AARP Experience Corps Bay Area	Alameda Co. Probation Department
AARP Newark	Alameda Co. Public Health
Abode Services	Alameda Co. Public Health Asthma Start Program
AC Transit Accessibility Advisory Committee	Alameda Co. Public Works
AC Transit Police Services	Alameda Co. Sheriff's Office
Academy of Chinese Culture	Alameda Co. Sheriff's Office - Youth & Family Services Bureau
Academy of Chinese Performing Arts	Alameda Co. Social Services Agency
ACLU Immigrants' Rights	Alameda Co. Social Services Agency - Enterprise Wy, Oakland
ACORN	Alameda Co. Social Services Agency - Foothill Blvd, Oakland
Action Alliance for Children	Alameda Co. Social Services Agency - Fremont
Acts Full Gospel COGIC	Alameda Co. Social Services Agency - Hayward
Adept Community Management	Alameda Co. Social Services Agency - Livermore
Adventist Homeless Action Team	Alameda Co. Veterans Employment Committee
Afghan & International Refugees Support Services	Alameda Co. Workforce Investment Board
Afghan Coalition	Alameda Collaborative for Children, Youth & their Families
African American Regional Educational Alliances	Alameda County Transportation Commission (ACTC)
African Scientific Institute	Alameda Family Services
AFSCME Council 57	Alameda Food Bank
AFSCME Local 257 (OUSD)	Alameda Hospital
AFSCME Local 3916 (AC Transit)	Alameda Korean Presbyterian
Agnes Memorial Christian Academy	
Agnes Memorial COGIC Child Care Center Playground	
Ala Costa Center	
Alameda Alliance for Health	
Alameda Chamber of Commerce	
Alameda Children Association	
Alameda Co. Advisory Commission on Aging	
Alameda Co. Community Development Agency	

Alameda Labor Council - AFL-CIO
Alameda Multi-Cultural Community Ctr
Alameda One Stop Career Ctr
Alameda Point Collaborative (Alameda TMA)
Alameda Public Libraries: Bay Farm, Main, West End
Alameda Senior Citizens Inc.
Alameda Senior Council
Albany Chamber of Commerce
Albany High School
Albany Public Library
Albany Senior Ctr
Albany Strollers and Rollers
Albert J Thomas Medical Clinic
All Nations Church of God in Christ
Allen Temple AIDS Ministry
Allen Temple Baptist Church
Allen Temple Gardens Senior Living
Allendale Parent Teacher Organization
Alliance of Californians for Community Empowerment
Alta Bates Summit Medical Ctr
Altamont Commuter Express/San Joaquin Regional Rail Commission
Amalgamated Transit Union, Local 192
American Indian Child Resource Center
American Indian Model Schools
American Lung Assoc in California- East Bay
American Muslim Alliance
Amtrak Station Emeryville
Anchor Education, Inc.
AnewAmerica
Anna Yates Elementary School
Another Road to Safety (Prescott-Joseph)
Arc of Alameda County
Ashland Cherryland Collaborative
Ashland Citizen Advisory Committee
Ashland Community Association
Ashland Youth Ctr
Asian Community Mental Health Services- Oakland, San Leandro, Richmond
Asian Employees Association at the Port of Oakland (AEA)
Asian Health Services
Asian Immigrant Women Advocates
Asian Pacific Environmental Network
Asian Pacific Fund
Asian Pacific Islander Youth Promoting Advocacy & Leadership
Asian Week Foundation
Asians & Pacific Islanders with Disabilities

Associated Residents of Sequoyah Highlands, Inc.
At the Crossroads
Atchison Village Neighborhood Council
Ave 64 Apartments
BAART Program Oakland / 14th Street
Baby Nutritional Care
Bancroft Senior Homes
Bauman College
Bay Area Cancer Partnership - California Health Collaborative
Bay Area Coalition for Equitable Schools
Bay Area Community Services
Bay Area Immigrant & Refugee Services
Bay Area Immigrant Rights Coalition
Bay Area Legal Aid - Alameda, Contra Costa
Bay Area Local Initiatives Support Corp.
Bay Area Outreach & Recreation Program
Bay Area Parent Leadership Action Network
Bay Area Partnership for Children & Youth
Bay Area Rapid Transit
Bay Area Regional Health Inequities Initiative
Bay Area Telugu Assoc
Bay Area Thai Community
Bay Area Urban Debate League
Bay Community Fellowship
Baywood Court Senior Residency
Belding Woods Neighborhood Council
Bentley School
Berkeley Adult School
Berkeley Art Museum
Berkeley Chamber of Commerce
Berkeley Chinese Community Church & Senior Ctr
Berkeley City College
Berkeley Daily Planet
Berkeley Food & Housing Project
Berkeley Gateway Shuttle
Berkeley PACE Ctr
Berkeley Planning Commission
Berkeley Police Department
Berkeley Property Owners Assoc
Berkeley Public Libraries - Central, Claremont, North, Tarea Hall Pittman South, West Branch
Berkeley Transportation Commission
Berkeley Young Adult Project (YAP)
Berkeley Zen Center
Berkeley Zen Ctr
Beth Eden Baptist Church of Oakland

Beth Israel Congregation
Bethel Missionary Baptist
Big Brothers Big Sisters of the Bay Area
Bike Alameda
Bike East Bay
Bike Walk Alameda
Bishop O'Dowd
Block by Block Organizing Network
Blue Skies for Children
BOSS Multi Agency Service Ctr
Breathe California of the Bay Area
Brickyard Cove #1 Neighborhood Council
Brickyard Cove #2 Neighborhood Council
Brickyard Landing Homeowners' Assoc
Brickyard Landing Homeowners
Neighborhood Council
Bridge Academy
Bridges Academy at Melrose
Brighter Beginnings
Broadway-Manila Neighborhood
Committee
Brookfield/Columbian Garden/Sobrante
Park RAC/NCPC
Buddhist Temple of Alameda
Building & Construction Trades Council of
Alameda County
Building Opportunities for Self-Sufficiency
(BOSS)
Building Owners and Managers
Association Oakland and East Bay
Burbank-Millsbrae Mills Garden
Neighborhood
CALICO Center
California Autism Foundation
California Dept of Transportation - District 4
California High-Speed Rail Authority
California Hydrogen Business Council
California Nurses Association
California School for the Blind
California School for the Deaf
California School Health Centers
California School-Based Health Alliance
California State University East Bay
California State University, East Bay
California Walks
California Youth Connection
Californians for Justice
Caltrans
Cambodian Community Development, Inc.
Cantonese Assoc of Oakland
Capitol Corridor/Capitol Corridors Joint
Powers Authority & BART
Carlton Senior Living

Carriage Hills Neighborhood Council
Castro Heights Neighborhood Council
Castro Valley / Eden Area Chamber of
Commerce
Castro Valley Public Library
Castro Valley Sanitary District
Castro Valley Women's Club
Catholic Charities of the East Bay
Causa Justa : Just Cause
Center for Cities and Schools (Y-PLAN)
Center for Elders Independence
Center for Family Counseling
Center for Independent Living - Alameda,
Berkeley, Fruitvale
Center for Lesbian & Gay Studies in
Religion & Ministry
Center of Hope Church
Center St Missionary Baptist Church
Centerville Presbyterian Church
Centro de Servicios Corp.
Centro Infantil de la Raza CDC & Pre-K
Centro Legal de la Raza
Cerebral Palsy Center for the Bay Area
Chabad of the Tri-Valley
Chabot College
Chabot-Las Positas Community College
District
Change to Come
Child Care Links
Children Now
Children's Defense Fund
Children's Hospital & Research Ctr -
Oakland
Chinese American Citizens Alliance -
Oakland Lodge
Chinese Community United Methodist
Church
Chinese Independent Baptist Church
Chinese Presbyterian Church
Christ Episcopal Church
Christian Church Homes of Northern
California
Chrysalis
Church of Christ Emeryville
Church of Living God Faith
Church of Soul/Macedonia Baptist Church
Church of St Leo the Great
Citizens for Better Community
Citizens of Oakland Respond to
Emergencies
City CarShare
City of Alameda
City of Albany

City of Berkley
 City of El Cerrito
 City of El Sobrante
 City of Hayward
 City of Oakland
 City of Oakland American with Disabilities Act (ADA) Programs
 City of Oakland Department of Transportation
 City of Oakland Fire Department
 City of Piedmont
 City of Piedmont - Fire Department
 City of Pinole
 City of Richmond
 City of Richmond - Fire Department
 City of San Leandro
 City of San Lorenzo
 City of Union City
 CityServe's Compassion Network
 CityTeam Ministries
 Civic Center Improvement Association
 Civic Pride
 Claremont Canyon Conservancy
 Claremont Elmwood Neighborhood Association
 Claremont Rockridge Neighborhood Association
 Clark W. Redeker Newark Senior Center
 Coliseum College Prep Academy
 College of Alameda
 Communities for a Better Environment
 Community Christian Ctr
 Community Education Foundation for San Leandro
 Community Health for Asian Americans
 Community Housing Development Corp. of North Richmond
 Community of Grace
 Community Resources for Independent Living
 Community United Elementary School
 Community Violence Solutions
 Conference of Minority Transportation Officials (COMTO) - Northern California
 Congregations Organizing for Renewal
 Contra Costa Central Labor Council
 Contra Costa College
 Contra Costa Fire Protection District
 Contra Costa Interfaith Supporting Communication Organization (CCISCO)
 Contra Costa Libraries - El Cerrito, El Sobrante, Pinole
 Contra Costa Transportation Authority
 Coronado Neighborhood Council
 Cortez/Stege Neighborhood Council
 Costco - San Leandro
 Council of Industries
 County Connection
 Crescent Park Family Resource Ctr
 Crescent Park Neighborhood Council
 Davis Street Family Resource Ctr
 Day Labor Center - Oakland/Hayward
 Deaf Community Advocacy & Referral Agency
 Deaf Community Ctr
 Defremery Park Rec Ctr
 Dimond Improvement Association
 Dimond News Group
 Disabled American Veterans
 DMV Neighbors Association
 Downs Memorial United Methodist Church
 Downtown Association
 Downtown Berkeley Assoc
 Downtown Oakland Assoc
 Downtown Oakland PACE Ctr
 Downtown Oakland Senior Ctr
 Dr. Herbert Guice Christian Academy
 Drake Talk Oakland
 Drivers for Survivors
 Dublin Chamber of Commerce
 Durant Manor Community Group
 East Bay Agency for Children
 East Bay Alliance for a Sustainable Economy
 East Bay Asian Local Development Corp
 East Bay Asian Youth Ctr
 East Bay Center for the Blind
 East Bay Citizen
 East Bay Community Foundation
 East Bay Community Law Ctr
 East Bay Community Recovery - Oakland, Hayward
 East Bay Economic Development Alliance
 East Bay Express
 East Bay for Everyone
 East Bay Housing Organizations
 East Bay Innovations Inc.
 East Bay Korean-American Senior Services Ctr
 East Bay Leadership Council
 East Bay Municipal Utility District (EBMUD)
 East Bay Paratransit
 East Bay Refugee Forum
 East Bay Rental Housing Assoc
 East Bay Resource Center for Non-Profit Support

East Bay Scraper Bikes
East Bay Vietnamese Alliance Church
East Bay Vietnamese Alliance Church of
Christian & Missionary
East Bay Vietnamese American Buddhist
Assoc
East Bay Vietnamese American Buddhist
Association
East Lorin Neighborhood Association
East Oakland Boxing Assoc
East Oakland Deliverance Center
East Oakland Recovery Ctr
East Oakland Senior Ctr
East Oakland Youth Development Center
East Side Arts Alliance
Eastbay Works
Eastern Contra Costa Transit Authority
Eastshore Community Neighborhood
Council
Eastside Arts Alliance
EasyGo Richmond
EBASE
Echo Housing
Ecole Bilingue
Ecology Center
Eden Area Chamber of Commerce
Eden Area One Stop Ctr - Hayward
Eden Area Municipal Advisory Council
Eden Area Regional Occupational Program
Eden Housing, Inc.
Eden Medical Center
Ed Roberts Campus
EE Cleveland Manor Affordable Senior
Housing
El Cerrito Chamber of Commerce
El Cerrito Democratic Club
El Cerrito Public Library
El Sobrante Chamber of Commerce
El Sobrante Hills Neighborhood Council
El Sobrante Public Library
Elmhurst Blight Committee
Elmhurst Community Development District
Elmhurst Merchants Association
Emery-Go-Round
Emeryville Chamber of Commerce
Emeryville Citizens Assistance Program
(ECAP)
Emeryville Police Department
Emeryville Property Owners Assoc
Emeryville Rec Ctr
Emeryville Senior Ctr
Emeryville Unified School District

Emmanuel Faith Based Organization of
God in Christ
Ephesian Baptist Church
Episcopal Church of the Good Shepherd
Epworth United Methodist Church
Equal Justice Society
Ernie Raimondi Park
Escuela Bilingue
E'ville Eye
Ex'pressions
Fairmede Hilltop Neighborhood Council
Fairview Park Neighbors Association
Fairway Park Baptist Church
Familias Unidas
Family Bridges, Inc.
Family Emergency Shelter Coalition
Family Paths
Family Service Counseling Center
Family Services of San Leandro
Family Violence Law Center
Farrelly Pond Neighborhood Association
Federation of Indo-American Association of
Northern California
Filipino Advocates for Justice
Filipino Community Christian Church
Filipino-American Community Services
Agency
First Missionary Baptist Church of Antioch
First Morning Star Baptist Church
First Presbyterian Church
First Unitarian Church of Oakland
Forward Together
Foundation for Rehabilitation &
Development of Children & Family
Fourth Bore Coalition
Frances Albrier Community Center
Fred Finch Youth Center
Fremont Chamber of Commerce
Fremont Community Ambassador Program
for Seniors
Fremont Family Resource Ctr
Fremont Freewheelers Bicycle Club
Fremont Hindu Temple
Fremont Multi-Service Senior Ctr
Fremont Public Library
Fremont Transportation Div.
Fremont Unified School District
Friends of Alhambra Creek
Friends of Bus Rapid Transit
Friends of Livermore
Friends of Sausal Creek
Friendship Christian Ctr
Fruitvale - San Antonio Senior Ctr

Fruitvale Business Improvement District
(Unity Council)
Fruitvale Healthcare Center
FTA, Region 9
Fundamental Gospel Baptist Church
Futures/CUES: Futures Elementary School
and Community United Elementary School
Genesis: Transportation Task Force
Girls, Inc. Of Alameda County
Glad Tidings Community Church
Gladman Mental Health Rehab Ctr
Glenview Neighborhood Assoc
Golden Gate Bridge Highway &
Transportation
Golden Gate Community Alliance
Good Hope Baptist Church/Bapt. Union
Grace Baptist Church
Grace Chinese Church
Gray Panthers
Great Communities Collaborative
Greater Cooper AME Zion Church
Greater Galilee Church
Greater Grace Temple Church
Greater New Beginnings Youth Services,
Inc.
Greater Richmond Interfaith Program
Greek Orthodox Cathedral
Green Party of Alameda County
Green Ridge Heights Neighborhood
Council
Greenbelt Alliance
Greenbriar Neighborhood Council
Grizzly Peak Homeowners Assoc
Gujarati Cultural Assoc of Bay Area
Gurdwara Sahib (Fremont)
Hack the Hood
Halcyon Neighborhood Assoc
Harbor House Ministries
Harvest Holy Ground Church
Hasford Heights Neighborhood Council
Hayward Area Recreation & Park
Foundation (HARD)
Hayward Area Historical Society
Hayward Area Planning Association
(HAPA)
Hayward Chamber of Commerce
Hayward Day Labor Ctr
Hayward Democratic Club
Hayward Downtown Streets Team
Hayward Hall of Justice
Hayward Nonprofit Alliance
Hayward Police Department
Hayward Public Library

Hayward Senior Ctr
Hayward South Alameda County NAACP
Hayward Unified School District
Hayward Wellness Center
Head Royce
Healthy Communities
Henry and Henry Adult Day Care
HEPPAC - HIV Education & Prevention
Project of Alameda County.
High Street Neighborhood Alliance
Hills Conservation Network
Hilltop District Neighborhood Council
Hilltop Family YMCA
Hilltop Green Homeowners Assoc
Hilltop Green Homeowners Neighborhood
Council
Hispanic Chamber of Commerce of
Alameda County
Hispanic Community Affairs Council
Holy Names University
Homeless Action Ctr
Hong Lok Senior Center
Hotel Oakland Senior Living Facility
Housing Opportunities Make Economic
Sense
Human Outreach Agency: Flagg St House
IBEW, Local 1245
Iglesia Bautista Ebenezer
Iglesia Luz Del Valle
Iglesia Pentecostes de Dios Emmanuel
Independent Living Skills Program
Indian Community Ctr
Indigenous Nations Child & Family Agency
Indo-American Community Federation
Interfaith Council
Intertribal Friendship House
Iron Triangle Neighborhood Council
Islamic Center of Fremont
Islamic Center of Pleasanton-Dublin
Jack London Business Development
Improvement District
James Kenney Community Center
Japan Pacific Resource Network
Jewish Community Ctr of East Bay
Jewish Family & Children's Services
Joaquin Miller Heights Improvement Assoc
John George Democratic Club
Josie Barrow PACE Ctr
J-Sei Office
Kaiser Permanente
Kenneth C. Aitken Senior & Community Ctr
Kensington Municipal Advisory Council
Kensington Public Library

Keys to the Heart International Church
KGO-TV 7 (ABC)
Kidango
Kids First Oakland
Korean Berkeley United Methodist Church
Korean Community Center of the East Bay
Korean Grace Presbyterian Church
Korean Oakland United Methodist Church
Korean Youth Cultural Center
Koreatown Northgate Business District
KPIX - 5 (CBS)
KTVU - 2 (FOX)
La Clinica de la Raza
La Familia
Lake Merritt/Uptown District Assoc
Lakeshore Ave Business Improvement District
Lakeshore Avenue Baptist Church
Lakeshore Homes Association
Laney Campus/Channel Park
Neighborhood Coalition
Laney College
Laney College Student Group Contacts
Lao Family Community Development
Latham Terrace Assoc
Laurel District Association
Laurel Park Neighborhood Council
League of Women Voters - Oakland, Piedmont, Eden Area
Lifeline Medical Services
Lighthouse Mission Church
Lincoln Square Recreation Center
Livable Berkeley
Livermore Amador Valley Transportation Authority
Livermore Municipal Airport
Living Hope Christian Ctr
Longfellow Community Association
Lorin District Neighborhood Assoc
Love Temple Missionary Baptist Church
Lower Rockridge Parents Group
Lutheran Church of the Cross
Marin Transit
Marina Bay Neighborhood Council
Marina Community Ctr
Market St Corridor Neighborhood Assoc, Inc.
Masjid Abu Bakr Al-Siddiq
Masjid International
Masjid Muhajireen
Masonic Ave Neighborhood Assoc
Masonic Home for Adults
Mastick Senior Ctr

May Valley Neighborhood Council
McClymonds High School
McKinley Elementary School
Memorial Tabernacle Church
Merritt College
Metro Walk Homeowners Neighborhood Council
Metropolitan Greater Oakland Democratic Club
Metropolitan Transportation Commission (MTC)
Mid Pen Housing
Mills College
Mills Garden Neighborhood Association
Millsmont Homeowners
Mineta Transportation Institute
Montclair Village Assoc
Morning Star Church of God
Movement Generation
Mujeres Unidas y Activas
NAACP - Oakland, Hayward, Berkeley, Richmond
National Coalition of 100 Black Women
National Holistic Institute
National Network for Immigrant & Refugee Rights
Native American Health Center, Inc.
Neighborhood Church of Castro Valley
Neighborhood House of North Richmond
New Beginnings Baptist Church
New Bethel Missionary Baptist Church
New Jerusalem Baptist Church
Newark Chamber of Commerce
Newark Police Department
Newark Public Library
Newark Senior Ctr
Newark Soccer Club Inc.
Newark Unified School District
Next Step Learning Ctr
Nichiren Buddhist International Ctr
NOBE Neighborhood Assoc
North & East Neighborhood Council
North Berkeley Senior Ctr
North Hills Phoenix Assoc
North Oakland Missionary Church
North Oakland Senior Ctr
North Oakland Voter's Alliance
Novartis
Oak Center Neighborhood Assoc
Oakland Adult & Career Education
Oakland African American Chamber of Commerce

Oakland Asian Cultural Center | Pacific Renaissance Plaza
Oakland Asian Students Educational Services (OASES)
Oakland Bicyclist & Pedestrian Advisory Commission (BPAC)
Oakland Builder's Alliance
Oakland Business Assoc
Oakland California Mormon Temple - LDS
Oakland Catholic Worker
Oakland Chinatown Chamber of Commerce
Oakland Chinatown Coalition
Oakland Chinese Assoc
Oakland Community Organizations
Oakland Department of Transportation
Oakland Equity Allies
Oakland Grown
Oakland Heritage Alliance
Oakland Housing Authority
Oakland Lion's Club
Oakland Marriott City Center | Oakland Convention Center
Oakland Metropolitan Chamber of Commerce
Oakland Museum of California
Oakland Neighborhood Services Division
Oakland Police Activities League
Oakland Public Libraries (16 branches)
Oakland Public Library | MLK Branch
Oakland Rising
Oakland Safe Streets Committee
Oakland Studio Arts Association
Oakland Unified School District
Oakland Vet Center
Oakland Vietnamese Chamber of Commerce
Oakland Youth First
Oakmore Homes Assoc
OCCUR
Office of the City Attorney
Ohlone College
Ohlone College Foundation
Old Oakland Neighborhood Association
Operation Dignity
Organization of Alameda Asians
Organization of Chinese Americans EB Chapter
Pacific Bus Museum
Pacific Rim International School
Padres Unidos
Panhandle Annex Neighborhood Council
Panoramic Hill Assoc

Parchester Village Neighborhood Council
Park Plaza Neighborhood Council
Parkview Neighborhood Council
Parkwoods Community Assoc
Partnership for Children & Youth
Peacemakers, Inc.
Pedestrian Friendly Alameda
People United for a Better Life in Oakland
Peralta Community College District
Petaluma Transit
Phoenix Programs Inc - Multi Services Ctr
Picardy Drive Neighborhood Assoc
Piedmont Avenue Neighborhood Improvement League (PANIL)
Piedmont Pines Neighborhood Association
Piedmont Police Department
Piedmont Unified School District
Pinole Chamber of Commerce
Pixar
Planned Parenthood
Pleasant Grove Baptist Church
Pleasanton Chamber of Commerce
Pleasanton Cultural Arts Foundation
Point Richmond Business Association
Point Richmond Neighborhood Council
PolicyLink
Port of Oakland
Post Newspaper Group
Power in Asians Organizing
PREP Alameda County
Prescott-Joseph Center for Community Enhancement
Project Pride
Prosperity Place
Pueblo
Pullman Neighborhood Council
Quail Hill Neighborhood Council
Ralph & Mary Ruggieri Senior Ctr
REACH Ashland Youth Center
Rebuilding Together Oakland
Refugee Transitions
Rental Housing Association of Southern Alameda County
Resources for Community Development
Richmond Annex Neighborhood Council
Richmond Annex Senior Ctr
Richmond BPAC
Richmond Chamber of Commerce
Richmond Heights Neighborhood Council
Richmond Improvement Association
Richmond Main St Merchants
Richmond Native Wellness Ctr

Richmond Neighborhood Coordinating Council
Richmond Public Libraries
Richmond Senior Ctr
Richmore Village Neighborhood Council
Ride-on Tri-City! (Fremont, Newark, Union City)
Rising Sun Energy Ctr
Rockridge Community Planning Council
Rockridge District Assoc
Rooted in Resilience
Rose Foundation for Communities & The Environment
Rose Garden Neighborhood Preservation Association
Rotary Clubs - Oakland, Richmond, Alameda, Berkeley, Castro Valley, etc.
Rubicon Programs, Inc.
Ruby's Place
RYSE Youth Ctr
Salvation Army
San Antonio Community Development Corporation
San Francisco Bay Area Planning & Urban Research Center
San Francisco Bay Area Rapid Transit District (BART)
San Francisco Bay Area Water Emergency Transportation Authority
San Francisco Municipal Transportation Agency
San Leandro African American Business Council
San Leandro Chamber of Commerce
San Leandro Downtown Association
San Leandro Fair Housing Committee
San Leandro Hebrew Congregation-Temple Beth Shalom
San Leandro Public Library
San Leandro Senior Community Ctr
San Lorenzo Libraries
San Lorenzo Village Homes Assn
San Mateo County Transit District
San Pablo Avenue - Golden Gate Improvement Association
San Pablo Neighborhood Council Assoc., Inc.
San Pablo Police Department
San Pablo Senior Adult Ctr
Santa Clara Valley Transportation Authority
Santa Fe Neighborhood Council
Santa Rosa CityBus
Sanville Institute

Satellite Affordable Housing Associates
Satellite Senior Homes
Second Chance Phoenix Project
SEIU, Local 1021
Senior Support Program of the Tri-Valley Sequoyah Highlands Homeowners Assoc
Serra Center
Shattuck Neighborhood Crime Prevention Council (NCPC)
Shields-Reid Neighborhood Council
Sierra Club
Sikh Temple - Fremont and Hayward
Silliman Activity and Family Aquatic Center
Sindhi Community of Northern California (SCNC)
Slater/Evergreen Homeowners Assoc
South Berkeley Senior Ctr
South County Homeless Project
South of The Nimitz Improvement Council (SONIC)
Southern Alameda County Buddhist Church
Southwest Richmond Annex Neighborhood Council
Spanish Speaking Citizen's Foundation
Special Olympics Northern California
Spectrum Community Svc
St John's Church
St Joseph's Center for the Deaf
St Luke's Missionary Church
St Patrick Church St Vincent de Paul
St Paul Lutheran Church
St Vincent Day Home
St. Elizabeth Elementary School
St. Joseph the Worker Church, Berkeley
St. Mary's Gardens
St. Rose Hospital
Street Level Health
Sunkist Drive Neighbors
Tassafaronga Recreation Ctr
Taylor Memorial United Methodist Church
Telegraph Ministry Community Ctr
Temescal Telegraph Business Improvement District
Temple of Peace Baptist Church
The Greenlining Institute
The Lions Center for the Blind
The Open House Senior Ctr
The Stride Ctr
The Unity Council
The Webster Tract Neighbors Assoc
Tiburcio Vasquez Health Center
TMAF Connects

Top of Grand Ave Neighborhood
Improvement League
Transbay Joint Powers Authority (TJPA)
Transbay Task Force
TransForm
Transport Oakland
Transportation Advocate
Tri Delta
Tri-City African Methodist Episcopal
Church
Tri-City AME Church
Tri-City Elder Coalition
Tri-City Free Breakfast Program - Irvington
Presbyterian Church
Tri-City Health Center
Tri-City Volunteers
Triumph Church
Tri-Valley Chinese Bible Church
Tri-Valley Haven
Tri-Valley Housing Opportunity Ctr
Tri-Valley One-Stop Ctr
Truelight Baptist Church
UC Berkeley
UC Berkeley College of Environmental
Design/Dept. of City & Regional Planning
UCSF Benioff Children's Hospital of
Oakland
Ujamaa Youth Education Foundation
Union City Chamber of Commerce
Union City Public Library
Union City Transit & Paratransit
United Democratic Campaign, Alameda
County
United Filipinos of Alameda
United Neighborhood Councils of Oakland
United Roots Oakland
United Seniors of Oakland & Alameda
County
Unity Council
University Ave Assoc
University Village Berkeley
Upper Zodiac Neighborhood Assoc
Urban Habitat
Urban Strategies Council
Urbanists for a Livable Temescal
Rockridge Area
Urojas Ministry Ctr
US Federal Highway Administration
USS Hornet Museum
Vet Center

Vietnamese Alliance Church
Vietnamese American Community Center
of East Bay
Vietnamese Community Development, Inc.
Villa Fairmont Mental Health Rehab Ctr
Viola Blythe Community Services
VSCE, Inc.
Walk & Roll Berkeley
Walk Oakland Bike Oakland (WOBO)
Washington Hospital Healthcare System
Washington Township Health Care District
Waterfront Action
Watergate Community Assoc
Welcome Home Baby
Wellstone Democratic Renewal Club
West Alameda Business Association
West Berkeley Neighborhood
West Berkeley Senior Ctr
West Berkeley Shuttle
West Contra Costa School District
West County Board of Zoning Adjustments
West Grand Improvement Assoc
West Oakland Church of Christ
West Oakland Commerce Association
West Oakland Community Collaborative
(Prescott-Joseph)
West Oakland Environmental Indicators
Project
West Oakland Health Council
West Oakland Project Committee
West Oakland Senior Ctr
West Oakland Web
West Side Baptist Church
Western Contra Costa County Transit
Authority (WestCAT)
Westlake Christian Terrace
Women on the Way Recovery Ctr
Women Organized to Respond to Life
Threatening Diseases
Women's Transportation Seminar - San
Francisco Chapter
Workforce Development Board of Contra
Costa County
YMCA of the East Bay
Young Professionals in Transportation
Youth Employment Partnership
Youth Radio
Youth Together
Youth Uprising
Zion First Church of God in Christ

Appendix C: Outreach Undertaken 2017 to 2020

This is a table that describes all the campaigns and activities that had a public engagement component between 2017 and 2020: what the events were, how they were publicized, the population targeted, how many people participated, what languages were used for publicizing/at the event, etc.

Campaign	Dates	Target Audience	Outreach Strategies	Languages/Formats
AC Go Phase III	2017-2018	General	<ul style="list-style-type: none"> • Print and digital advertising • Direct mail • Community meetings and info booths at community events • Service alerts, eNews, and press release • Website and social media • Brand ambassadors • At-stop signage • Maps and Schedules • Public Hearing • Flyers • Line-specific Fact Sheets • Brochures • Presentations • Email to community organizations and elected officials 	<ul style="list-style-type: none"> • All collateral and notification materials, including Fact Sheets, line maps, brochures, car cards, social media and information at bus stops printed in English, Spanish, and Chinese. • Spanish, Mandarin, and Cantonese interpretation provided at all public meetings.
Bus Rapid Transit Construction	2017-2020	Project Stakeholders	<ul style="list-style-type: none"> • In-person stakeholder engagement • Door-to-door and email distribution of multi-lingual notices, advisories, and informational materials • Direct mail • Social media posts (Twitter, Facebook, Instagram) • BRT website updates (brt.actransit.org) – twice monthly update on construction activities • eNews – bi-weekly update on construction activities by neighborhood • Feature stories highlighting the benefits of BRT to the community • Blurbs – prepackaged stories with photos that can be shared in external stakeholder newsletters • Presentations (in-person and online) at community meetings • Info booths at community events and festivals • BRT Information Center – a resource for the public to access project information and attend community presentations • Regular updates to District Board of Directors, BRT Policy Streeting 	<ul style="list-style-type: none"> • English, Spanish, Chinese, Vietnamese

			Committee, and other public meetings	
Service Changes (Quarterly)	2017-2020	General	<ul style="list-style-type: none"> • Print and digital advertising • Notices and press release • Website and eNews • At-stop signage • Service alerts, 511.org • Maps and schedules • Car cards, posters and flyers • Electronic signage (STC, Customer Service Center and Gillie Rooms) • Email to community organizations and elected officials • Print material distribution at community meetings, events, and festivals 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats provided upon request
Transbay Tomorrow	2017-2018	AC Transit riders	<ul style="list-style-type: none"> • Email to community organizations and elected officials • Community presentations • Presentations at the Temporary Terminal • Presentation at ACTC • Printed advertising • Website, eNews, social media, and online surveys • On-Board Survey • At-stop signage (Transbay Terminal and STC) 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Interpreters available at community meetings • Safe Harbor Language Assistance & accessible formats provided upon request
Double Decker Launch	2018-2019	AC Transit riders	<ul style="list-style-type: none"> • Print and digital advertising • Service alerts and press release • Website and eNews • Signage at Temporary Terminal and STC • Special rider appreciation launch event at the Temporary Terminal • Brand ambassadors • Photo shoot for collateral use • Safety brochures, post cards and car cards • Transbay Taskforce Presentation • Email to community organizations and elected officials • Coordination with elected officials to ride first double decker in service 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats provided upon request
Fare Changes: Local and Transbay	2018-2020	General	<ul style="list-style-type: none"> • Print and digital advertising • Website – both AC Transit and Dumbarton Express) and social media • Community meetings and presentations • Stakeholder outreach 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats

			<ul style="list-style-type: none"> • Public Hearings • Car cards, posters, flyers and brochures • Replacement of fare information on the fleet, including ad cards • Electronic signage (STC, Customer Service Center and Gillie Rooms) • Clipper notification • Email to community organizations and elected officials • Inclusion in external stakeholder newsletters 	<p>provided upon request</p> <ul style="list-style-type: none"> • Translators provided at community meetings and Public Hearings
Ride with Kindness	2018-2019	AC Transit riders	<ul style="list-style-type: none"> • Car card • Brochure • PS announcements on buses • Website and social media 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats provided upon request
Regional Measure 3 Public Education	2018	General	<ul style="list-style-type: none"> • Print and digital advertising • Website and eNews • Car cards, posters, brochure and flyers • Electronic signage (Customer Service Center and Gillie Rooms) • Email to community organizations and elected officials • Print material distribution at community meetings, events, and festivals • Presentations 	<ul style="list-style-type: none"> • English, Spanish & Chinese • Safe Harbor Language Assistance & accessible formats provided upon request
Operator Safety Campaign	2018-2019	General	<ul style="list-style-type: none"> • Car card • Brochure • PS announcements on buses • Website and social media 	<ul style="list-style-type: none"> • English, Spanish, Chinese
Salesforce Transit Center Opening	2018-2019	AC Transit riders	<ul style="list-style-type: none"> • Customized accordion-fold brochure • Staff hosted tours • Website, eNews, social media • Signage at Temporary Transit Center • Brand ambassadors • Ribbon cutting ceremony and grand opening block party • Updated AC Transit maps, regional transit information displays, and wayfinding elements • Email to community organizations and elected officials 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats provided upon request
WeRideACT Ridership Campaign	2018-2019	General	<ul style="list-style-type: none"> • Microsite • Posters • Club Cards • One Sheets/Flyers 	<ul style="list-style-type: none"> • English, Spanish, Chinese

			<ul style="list-style-type: none"> • Brand Ambassadors • AC Transit Homepage Carousel • AC Transit Homepage • eNews Email Campaign • Bus Ad Cards • Campaign Pop-Up Banners • One Sheets • Community Events • Bus Shelter Ads • Bus Wraps • Bus Exterior Ads • Oakland Post ads • Radio Ads- KMEL • Streaming Ads- Digital • Social Media Ads • East Bay Express Digital • Berkeleyside Digital • Streaming Ads-iHeart Radio App • Geo-fence Ads • Social Media Ads (includes YouTube) • Cable TV and Streaming Ads • Billboard 	<ul style="list-style-type: none"> • Safe Harbor Language Assistance
ACT RealTime	2019	AC Transit riders	<ul style="list-style-type: none"> • Website • Designated social media artwork and customer engagement • eNews and news advisory • Posters and postcards • Car cards and ad cards • Customer service center digital ads • In-person engagement • Targeted digital outreach • Presentations at community meetings 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance
Double Decker Evaluation	2019	AC Transit riders	<ul style="list-style-type: none"> • Notice, eNews, and press release • Website and social media • Brand ambassadors • Rider Survey • Evaluation Presentation to Board of Directors • Transbay Taskforce Presentation 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats provided upon request
MCI Pilot	2019	Ac Transit riders	<ul style="list-style-type: none"> • Website and social media • Press release • Survey including collecting boxes onboard • eNews and signage • Evaluation Presentation 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats provided upon request
South County Redesign	2019-2020	AC Transit riders	<ul style="list-style-type: none"> • Focus Groups • Presentations at existing meetings (i.e., Accessibility Advisory Committee, CA School for the Blind, Senior Centers, Chambers, 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Additional print items in Hindi, Punjabi and Vietnamese

			<p>South Alameda County Technical Advisory Committee, Fremont Mobility Commission, Rotary Clubs, et al.)</p> <ul style="list-style-type: none"> • Website and social media • eNews and signage (i.e., Car cards, posters, welcome/directional) • Brochures and large Display Boards (featuring ridership demographics, ridership at bus stops, existing and proposed options for improved bus network, key milestones/timeline) • Community Survey (print and online) • Community meetings/Open House • Intercept outreaches at high ridership locations (i.e. BART stations/Transit Centers) and low economy community service locations (i.e. Family Resource Centers) • Tabling at Community Events • Brand ambassadors and employee volunteers • Postcard distribution • Public Service Announcements at existing governmental and community meetings (i.e., City Council meetings) • 1:1 with opinion leaders • Public Hearings (scheduled but canceled due to Covid-19 Shelter in Place CA Executive Order) 	
Bus Rapid Transit/Tempo Marketing & Communications	2020	General	<p>AC Transit Print Assets</p> <ul style="list-style-type: none"> • Safety brochures • Bus lane enforcement flyer • Pre-launch service guide • Post-launch service guide <p>AC Transit Digital Assets</p> <ul style="list-style-type: none"> • actransit.org - Tempo information • Tempo microsite • Social media • eNews notifications <p>Public Outreach & Engagement</p> <ul style="list-style-type: none"> • BRT Outreach Team efforts • AC Transit staff volunteers • Paid outreach staff- brand ambassadors • Dist. to CBOs & elected officials • Paid Print Assets • Paid Digital Assets 	<ul style="list-style-type: none"> • English, Spanish, Chinese, Vietnamese • Safe Harbor Language Assistance

Census 2020	2020	General	<ul style="list-style-type: none"> • Webpage with link from homepage carousel • Social media messaging • Ad cards on buses • eNews • Census Caravan w/ Board Directors Ortiz and Williams • Salesforce Transit Center Monitor • Board Adopted Resolution 	<ul style="list-style-type: none"> • English, Spanish, Chinese
COVID-19 Communications Campaign	2020	General	<ul style="list-style-type: none"> • Onboard signage: Social Distancing Decal, Rear Door Boarding: No Fare Collection Door Sign, Passenger Limits for Bus Models, Face Mask Coverings Requirements Car Cards (printed) and Ad Cards (print and decals) and Hangers posted on handrails • At-stop Signage: laminated signs and flags • Website: designated carousel image, project page and subpages organized by specific headlines, such as modified service, passenger limits and customer service; also updated Maps and Schedules section to reflect modified service • eNews, service alerts and 511.org notifications • Designated social media artwork for each specific topic and ongoing customer engagement • Presentations that include Alameda ILC, BART ILC and Transbay Taskforce meeting • Virtual meetings, such as Transbay Taskforce 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats provided upon request
Essential Employee Recognition	2020	General	<ul style="list-style-type: none"> • Webpage with link from homepage carousel • eNews • Social media • Bus exterior ads 	<ul style="list-style-type: none"> • English
Measure J Public Education	2020	General	<ul style="list-style-type: none"> • Website and eNews • Car cards, posters, brochure and flyers • Electronic signage (Customer Service Center, STC and Gillie Rooms) • Email to community organizations and elected officials • Print material distribution at community meetings, events, and festivals • Presentations 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats provided upon request

Service Recovery	2020	General	<ul style="list-style-type: none"> • eNews • Website • Doorhangers on buses • Digital outreach to CBOs and other key stakeholders • Designated social media artwork and customer engagement 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance • Accessible survey format
OUSD Service Reductions	2017	General	<ul style="list-style-type: none"> • Ambassador outreach – first day of school • Service alerts • Website updates • Fact sheets / informational brochures • Press releases • Media interviews • Video, “Facts about service to three OUSD schools” • Presentations at community meetings • Public Meeting at Oakland City Hall (May 4, 2017) • Briefings to elected officials and other key stakeholders • Facilitated problem-solving meetings 	<ul style="list-style-type: none"> • English, Spanish, Chinese
Warrior Victory Parades	2017, 2018	General	<ul style="list-style-type: none"> • Website • eNews • At-Stop signage • Ad Cards • Ambassadors to assist riders with stop closures • Print collateral – Temporary stops map • Temporary transit center set up outside parade footprint • Email to community organizations and elected officials • Bus Wrap • Event Support – Buses as cooling stations • Participation in Victory parade with AC contingent of employees 	<ul style="list-style-type: none"> • English, Spanish, Chinese
Prop 6 Public Education	2018	General	<ul style="list-style-type: none"> • Website and eNews • Car cards, posters, brochure and flyers • Electronic signage (Customer Service Center and Gillie Rooms) • Email to community organizations and elected officials • Print material distribution at community meetings, events, and festivals • Presentations 	<ul style="list-style-type: none"> • English, Spanish, Chinese • Safe Harbor Language Assistance & accessible formats provided upon request
HR Recruitment Campaign	2019	External job seekers in the	<ul style="list-style-type: none"> • eNews • Careers Homepage 	<ul style="list-style-type: none"> • English

		East Bay and outer East Bay	<ul style="list-style-type: none"> • Homepage Right Bar Icon • SEM-Google and Bing ads • Online Job Board Ads • Total Traffic News + Weather ads • KQED ads • Take one flyer -with images • Homepage carousel image • Homepage banner – bottom • Ad Cards • Online Job board ads- Veteran • Social Media ads- Facebook • Social media posts • Comcast Spotlight TV ads • Filmed testimonials • Videos • AC Transit bus exterior ads • Outreach at community events • Presentations at community meetings 	
Supplementary School Service for Fall 2020 Service Changes	2020	General	<ul style="list-style-type: none"> • Webpage with link from homepage tile • eNews • Social media messaging • Presentations at School Board and parent meetings • Flyer • Messaging on district and school websites 	<ul style="list-style-type: none"> • English, Spanish, Vietnamese & Chinese

Appendix E: Language Assistance Plan



AC Transit

Title VI Language Assistance Plan

Language Assistance Plan Table of Contents

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I. EXECUTIVE SUMMARY

Federal regulations require that agencies receiving federal funds, including AC Transit, “must take reasonable steps to ensure meaningful access to their programs and activities by Limited English Proficient persons.” To help agencies meet that goal, the U.S. Department of Transportation (DOT) created a handbook which provides step-by-step instructions for conducting the required LEP needs assessment with the use of a Four-Factor Analysis. The DOT guidance also specifies what the Language Assistance Plan (LAP) must, at a minimum, include.

AC Transit undertook this update of the LAP with a determination that all reasonable efforts would be made to ensure no member of its public is left underserved due to a limited ability to speak, read, write, or understand English. AC Transit believes that providing language assistance to persons with limited English abilities has a positive outcome not only for persons with LEP themselves, but also for AC Transit and its ridership in general. Reaching out to the LEP population sends a positive and truthful message that they are welcome and appreciated. It is AC Transit’s intention to integrate the results of the Four-Factor Analysis and the goals of the LAP into all public-facing activities carried out by the District.

The LAP identifies key measures the District currently takes and will undertake to enable people who don’t speak English very well to participate meaningfully in decision-making activities and to access the services AC Transit provides. The LAP includes general and specific recommendations, an analysis of resources, and an implementation plan.

Two things affected the District’s ability to update all detailed elements of the Four-Factor Analysis for this Program. First, beginning in 2018, the U.S. Census Bureau stopped publishing tract-level counts of persons with LEP along with details of which language they spoke. While the District worked diligently to acquire the necessary data, the available data were found to severely undercount LEP populations. Second, beginning in early Spring and continuing into Summer of 2020, the COVID-19 pandemic severely restricted the District’s ability to conduct direct surveys and interviews with employees and representatives of community-based organizations. The associated shelter-in-place and related reduction in ridership also had negatively impacted the accuracy of any data collected during that period. Because of these two reasons this LAP relies on some data acquired at the time of the previous update in 2017; those data are most likely to identify the populations needing language assistance, and the strategies to best provide that assistance.

AC Transit is committed to using the most up to date and pertinent data to evaluate the needs of our LEP population, and to address the two factors that prevented us from obtaining more current information for this submission, we propose the following; we will continue to monitor the U. S. Census Bureau for more accurate data on LEP populations, and we will initiate efforts to obtain more

up to date information for the 4 Factor analysis once the COVID-19 pandemic subsides. It is our intent to evaluate the Census each quarter and complete a survey of employees and community organizations in 2021. Once conditions are improved to provide more accurate and up to date information, we will obtain data and revisit our LEP to implement any needed adjustments.

A note on terminology: according to the federal regulations, the definition of “a person with Limited English Proficiency or LEP” is simply a person who does not read, write, speak, or understand English very well, and so may need language assistance in order to participate in decision-making activities or access service provided by a transit provider such as AC Transit. In this Language Assistance Plan, terms such as “LEP person (or community),” “person who doesn’t speak English very well,” and “person who needs language assistance” are used interchangeably.

II. THE FOUR-FACTOR ANALYSIS

Guidance and Requirements

In 2005, the U.S. Department of Transportation issued “Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons.” The guidance is based on the prohibition against national origin discrimination in Title VI of the Civil Rights Act of 1964 and Executive Order 13166, “Improving Access to Services for Persons with Limited English Proficiency” (2000). The guidance applies to all DOT funding recipients, which include local transit operators, among many others. Coverage extends to a recipient’s entire program or activity, i.e., to all parts of a recipient’s operations, not just the pieces which receive direct federal funding.

The DOT guidance outlines four factors recipients should apply to the various kinds of contacts they have with the public to assess language needs and decide what reasonable steps they should take to ensure meaningful access for LEP persons:

1. Number and proportion of people with Limited-English Proficiency served or encountered in the eligible service population;
2. Frequency with which those members of the LEP community come into contact with the program, activity, or service;
3. Nature and importance of the program, activity, or service provided by the program; and
4. Resources available to the recipient and costs.

The greater the number or proportion of eligible LEP persons; the greater the frequency with which they have contact with a program, activity, or service; and the greater the importance of that program, activity, or service, the more likely enhanced language services will be needed. The intent of DOT’s guidance is to suggest a balance that ensures meaningful access by LEP persons to critical services while not imposing undue burdens on small organizations and local governments.

The Federal Transit Administration (FTA) Title VI Circular 4702.1B (2012) provides additional guidance and instructions necessary to carry out the DOT requirements. It requires recipients’ Title VI Programs to include reasonable steps to ensure meaningful access to transit-related programs and activities by persons with limited English proficiency.

The analysis was undertaken by AC Transit in the summer of 2020 following three prior assessments between 2011 and 2017.

Data Sources

For the District’s analysis, data from the following sources were used. People are considered to have limited English proficiency or LEP if they indicate that they speak English “less than very well.”

- Census Bureau, American Community Survey, 5 YR estimates; 2011-15 and 2014-18
- California Department of Education, English Learner data

- AC Transit employee surveys of bus operators, customer call center staff, and other AC Transit employees; conducted by email/online and paper
- Survey and interviews of community-based organizations (representatives from 26 CBOs), 4 academic organizations, other government or transit agencies
- Call center counts of requests for language assistance
- CusRel customer complaints database
- Google analytics about non-English website navigation
- AC Transit onboard rider survey
- AC Transit Budget and Finance departments data about dedicated budgets and spending for translation and interpretation

As noted above, not all new data were available during the 2020 LAP preparation period, so some data from the previous analysis were used. AC Transit believes not only that the earlier data are necessary to meet the requirements, in many cases they are more accurate because of restrictive decisions made by the U.S. Census Bureau.

AC Transit is committed to using the most up to date and pertinent data to evaluate the needs of our LEP population. To address the two factors that prevented us from obtaining more current information for this submission, we propose the following: we will continue to monitor the U. S. Census Bureau for more accurate data on LEP populations, and we will initiate efforts to obtain more up to date information for the Four-Factor Analysis once the COVID-19 pandemic subsides. It is our intent to evaluate the Census each quarter and complete a survey of employees and community organizations in 2021. Once conditions are improved to provide more accurate and up to date information, we will obtain data and revisit our LEP to implement any needed adjustments.

Surveys

Surveys with AC Transit employees were a vital component in assessing interactions with riders and members of the public who do not speak English very well. Employees represent all of AC Transit in their encounters with people, including those with LEP. Three different survey versions were required: one for bus operators (online and hard copy), one for all other AC Transit employees, and one for employees at the customer call center. In the end, 219 people answered the internal survey, including 88 bus operators. The surveys can be found in Appendix A.

Service Area Boundaries

The AC Transit Service Area boundary covers parts of both Alameda County and Contra Costa County and does not align perfectly with U.S. Census boundaries. Census Tracts and Block Groups used for this analysis were identified during the redistricting process the District undertook following the 2010 Decennial Census and include all geographies that are completely within the AC Transit boundary plus all areas within Union City. (Although Union City itself is not part of the AC Transit service area,

the District supplies much service to and from Union City, and to Transit Centers within it.) The analysis area (hereafter referred to as the “service area”) also includes Tracts and Block Groups that overlap with the AC Transit boundary and whose population largely resides within the boundary. For the purpose of Title VI and language assistance analyses, there are 363 Census Tracts and 1,076 Census Block Groups within the AC Transit service area.

The Analysis

Factor 1: Identification of Individuals with LEP

AC Transit conducted a review of available data to complete the Factor 1 element.

A variety of sources were explored to identify those who do not speak English very well, utilizing the U.S. Census Bureau’s American Community Survey 5-year samples and data collected by the California Department of Education. Additionally, primary research was conducted with AC Transit employees, to assess their level of interaction with the LEP community, with representatives of community-based organizations whose membership are persons with LEP or who advocate for immigrant populations, and with riders and the general public.

The analysis found that, of the nearly 1.6 million persons within AC Transit’s service territory, a total of 18.4% reported that they did not speak English very well and so are considered to have limited English proficiency. This level is slightly lower than it was three years ago.

The top five languages have not changed since the first LAP in 2011: Spanish and Chinese (including both Cantonese and Mandarin), followed by Tagalog, Vietnamese, and Korean. Spanish and Chinese are the predominant languages spoken by those with LEP, accounting for nearly seven in ten of all LEP speakers. Spanish speakers alone accounted for 44% of service area residents who do not speak English very well (132,666), while the number of Chinese speakers with LEP was 73,657.

Safe Harbor languages are defined by FTA Circular 4702.1B as languages spoken by at least 1,000 individuals with Limited English Proficiency (LEP) within the service area. The circular states, “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.” To determine the Safe Harbor languages in the AC Transit service area, District staff followed the FTA Circular recommendations on assessing language assistance needs.

Staff first considered Census Bureau data from 2014-2018. The Census Bureau no longer publishes the appropriate table for this analysis, however when staff reached out to the Census Bureau, they provided a version of the data. Unfortunately, those data tables provided counts of persons with LEP that were significantly lower than previous counts from 2011-2015. For example, for just three languages, Spanish, Chinese, and Tagalog the population of speakers with LEP was approximately

10%, 18%, and 55% lower respectively than shown in the previous data. Large amounts of data in the table were missing or recorded as “zero” data.

Because the most recent data appear to be incomplete or questionable, staff decided it was more accurate to utilize the previous (2011-2015) data to conduct the Safe Harbor language analysis, the results of which are shown in Table 1.

Table 1
Safe Harbor Languages in the AC Transit
Service Area

	Number	Percent of Total
Total LEP Population	301,737	100%
Spanish or Spanish Creole	132,666	43.97%
Chinese	73,657	24.41%
Tagalog	20,814	6.90%
Vietnamese	16,491	5.47%
Korean	5,685	1.88%
Hindi	4,248	1.41%
Persian	3,924	1.30%
Arabic	2,928	0.97%
Japanese	2,366	0.78%
Portuguese or Portuguese Creole	2,047	0.68%
Russian	1,674	0.55%
Khmer	1,570	0.52%
Gujarati	1,533	0.51%
Laotian	1,459	0.48%
French	1,244	0.41%
Urdu	1,209	0.40%
Other Indic Languages	9,130	3.03%
Other Asian Languages	7,069	2.34%
African Languages	3,755	1.24%
Other Pacific Island Languages	2,764	0.92%
All Other Non-English Languages	5,504	1.82%

Note: Data obtained from the 2011-2015 American Community Survey 5-Year Estimates, Table B16001 “Language Spoken at Home by the Ability to Speak English” and 2011-2015 American Community Survey 5-Year Estimates, Table B16001 “Language Spoken at Home by the Ability to Speak English for the populations 5 Years and Over”

The analysis found there are 16 languages spoken by more than 1,000 people within the service area – the DOT’s “safe harbor” designation threshold. Other language groups also passed the 1,000 person threshold for Safe Harbor languages, but the data is not specific enough to determine if any single language within a group meets the threshold. Because the findings from the 2017 analysis align with other elements of this 4-factor process, staff believe it is more accurate and more inclusive of languages spoken by people with LEP. As such AC Transit will use the list of Safe Harbor languages shown in Table 1 when implementing language assistance recommendations.

Staff also examined English Learner data from the California Department of Education (Table 2), exploring data for school districts served by AC Transit bus lines.

Table 2
Most Common Languages Spoken by English Learners in Schools Served by AC Transit

English Learner Population	Number
Spanish	32,734
Cantonese	2,328
Arabic	1,888
Mandarin	1,482
Vietnamese	1,221
Tagalog	1,145
Punjabi	723
Farsi/Persian	595
Hindi	453
Telugu	384
Portuguese/Portuguese Creole	374
Urdu	337
Korean	190
Khmer	176
Japanese	159
Russian	149
French	115

Note: 2020 English Language Learner Data acquired from the California Department of Education website.

The most common languages spoken by English learners are Spanish, Chinese (Cantonese and Mandarin), Arabic, Vietnamese, and Tagalog. As with languages spoken by persons with LEP in the District overall, South Asian languages individually and as a group are spoken by a large number of English learner students, with Punjabi, Hindi, Telugu, and Urdu being the most common. Languages for which the DOE only provides aggregated data, such as other Chinese and South Asian languages,

Austronesian languages, and Afro-Asiatic languages, do not provide sufficient detail to be useful, and are not included in this list.

The survey of AC Transit employees showed that most employees have at least some contact with people who do not speak English very well, although the amount of contact varies according to the types of jobs employees have. The languages encountered by AC Transit employees align with those identified in the other analyses: 77% of employee survey respondents said Spanish is one of the top three languages spoken by people who do not speak English very well, close to that many (69%) said Chinese is one of the top languages, and 23% cited Vietnamese and 17% Korean.

The survey of representatives of community-based organizations also supported the Factor 1 inquiry. Limited to selecting the three primary languages the people they serve speak, nearly everyone selected English and Spanish. For the remaining primary third language, half selected Chinese. The other languages listed as in the top three were cited by no more than one CBO representative each (Tagalog, Vietnamese, Japanese, and several Chinese and African dialects).

Figure 1 shows the distribution of the LEP population within the ACT Service Area. Three groupings of Tracts were created: where the LEP population percentage is lower than the LEP average for the service area, where it is between 18.5% and 35%, and where it is greater than 35%.

Figures 2-3 present maps for the top languages in the AC Transit service area: Spanish and Chinese, using the same approach.

Figure 1: Limited English Proficiency in the AC Transit Service Area

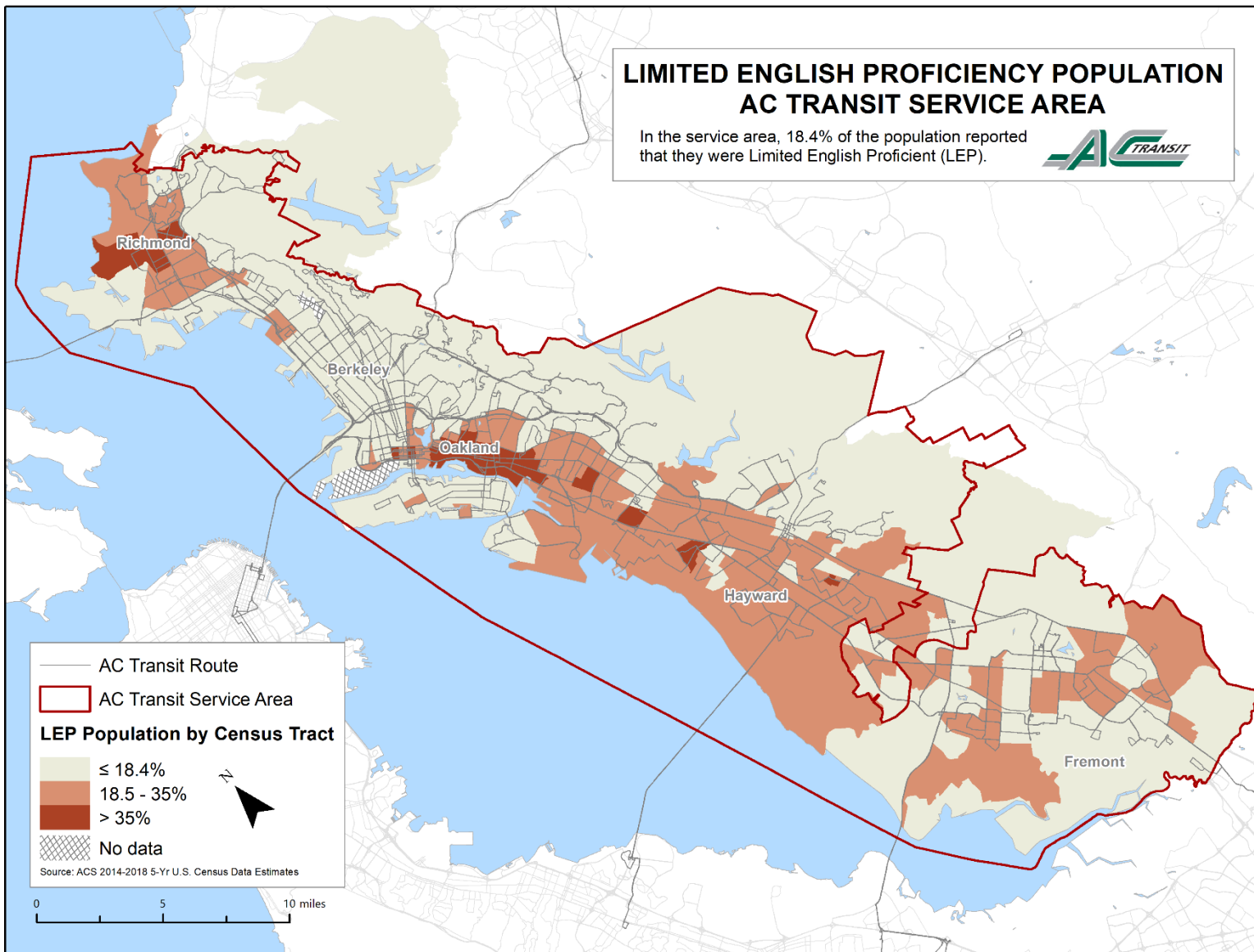


Figure 2: Spanish Speakers in the AC Transit Service Area with Limited English Proficiency

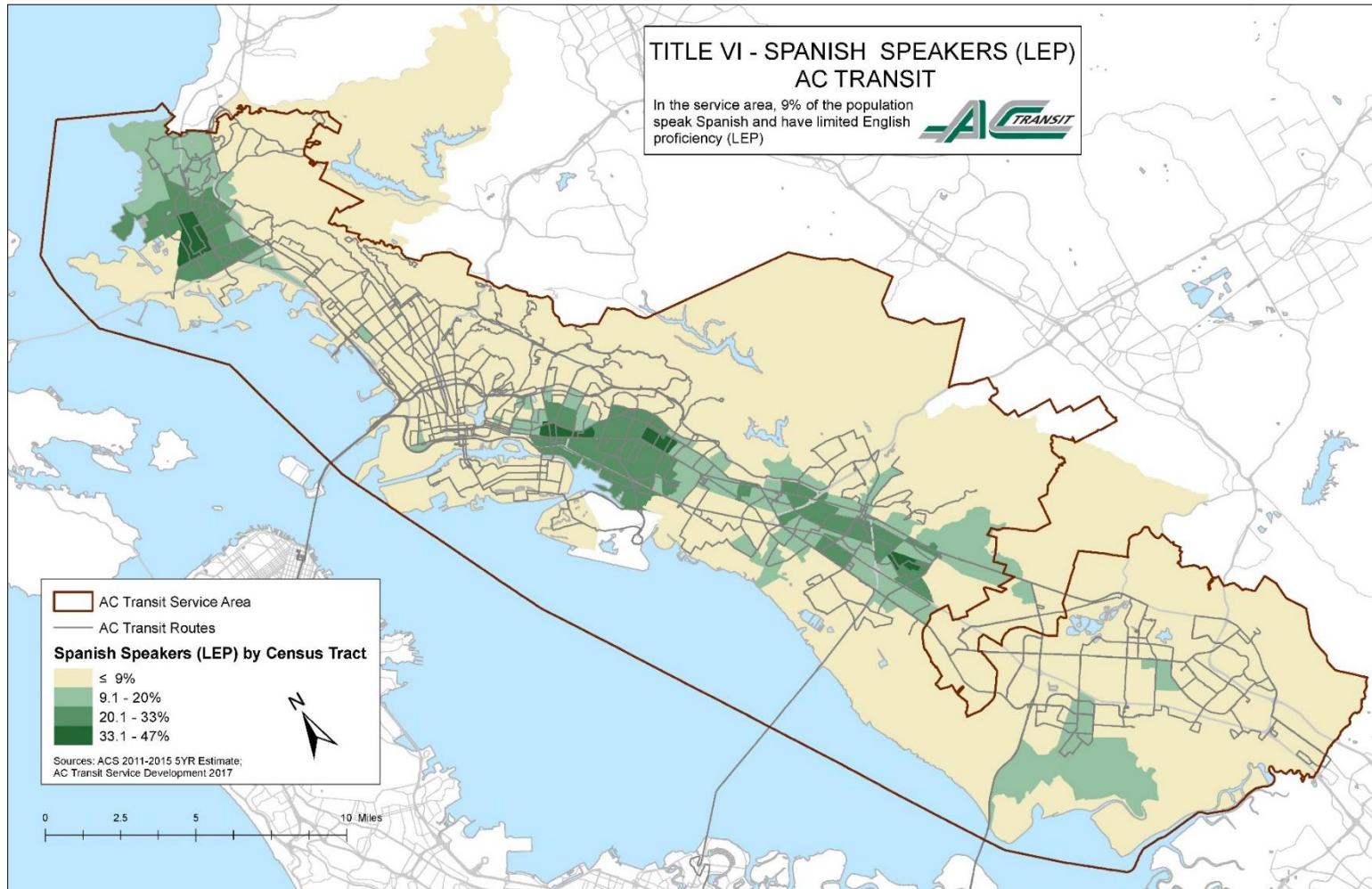
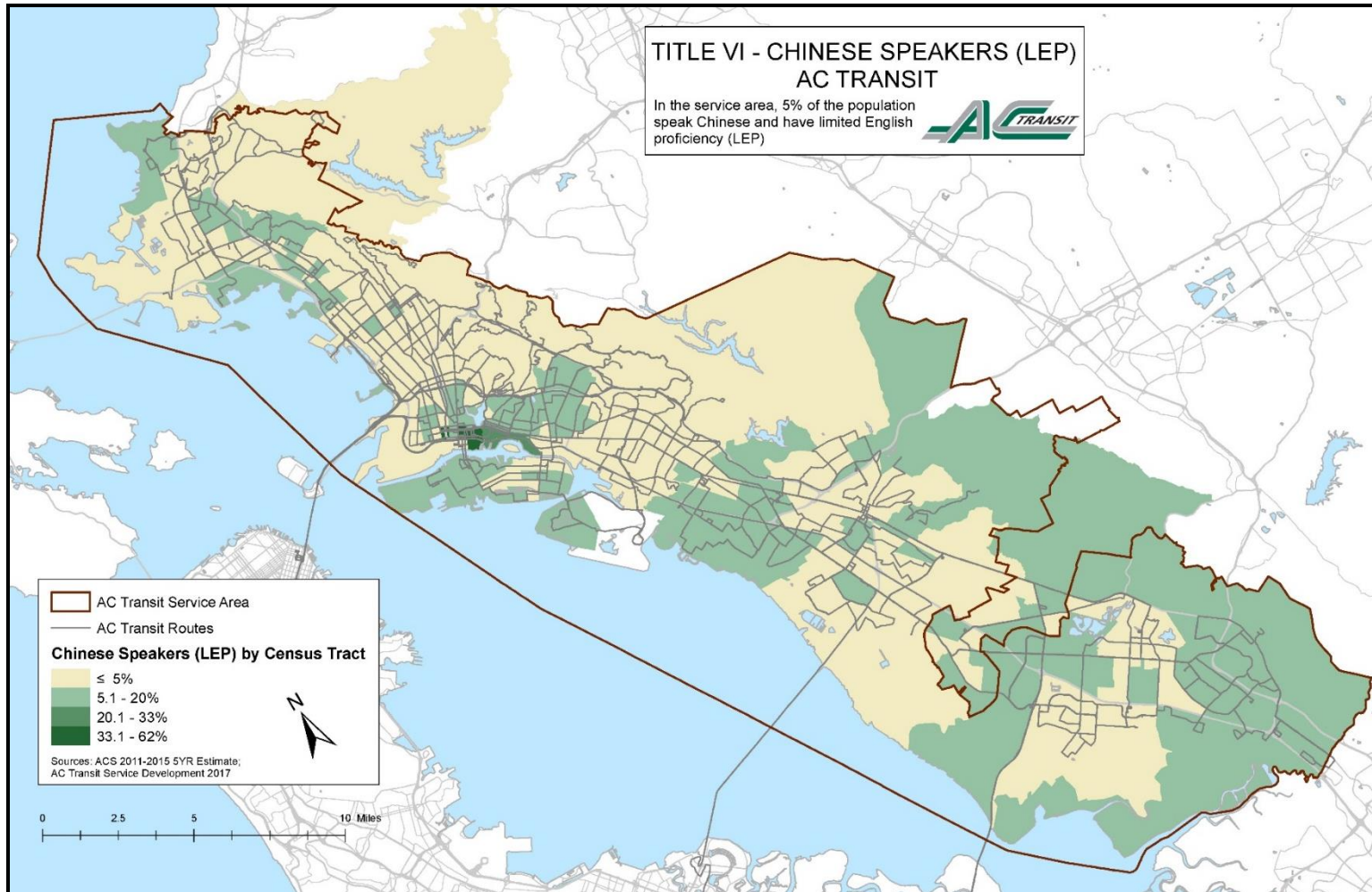


Figure 3: Chinese Speakers in the AC Transit Service Area with Limited English Proficiency



AC Transit conducted its most recent ridership study in late 2017 – early 2018, updating the previous survey from 5 years prior five years ago. The survey demonstrates that the LEP community frequently uses AC Transit services, and LEP persons themselves indicated that they use public transportation for a wide range of destinations. These data indicate clearly how the LEP community relies heavily on public transportation in all aspects of daily life.

According to the onboard survey, more than a quarter (26%) of all riders speak a language other than English at home, and 23% of them (or 6% of all riders) are considered to have LEP, and AC Transit employees often cross paths with persons needing language assistance. Table 3 shows the breakdown of those riders that speak a language other than English at home and the languages that they speak. More than half of riders who speak a language other than English speak Spanish, and riders who speak either Spanish or Chinese make up almost two-thirds of people who speak a language other than English at home.

Table 3

Language Spoken At Home*

Language	Percent
Spanish	51%
Chinese	14%
Tagalog	5%
Vietnamese	3%
Hindi	3%
French	3%
Korean	2%
Arabic	2%
Japanese	2%
Other	16%

* multiple answers permitted

Factor 2: Frequency of Contact by LEP Persons with AC Transit Services

The DOT handbook advises for Factor 2, “Recipients should assess, as accurately as possible, the frequency with which they have or should have contact with individuals from different language groups seeking assistance, as the more frequent the contact, the more likely enhanced language services will be needed. The steps that are reasonable for a recipient that serves an LEP person on a one-time basis will be very different than those expected from a recipient that serves LEP persons daily.”

Contact with people who do not speak English very well was assessed through the Factor 2 analysis, which confirms that persons with LEP frequently use AC Transit services, and AC Transit employees often cross paths with persons needing language assistance. About nine in ten of all employees who

responded to the survey had some level of contact with the public. More than a third of them also encountered people who do not speak English very well on a daily basis, and about 17% of all AC Transit employees surveyed say they encounter LEP riders many times a day. The languages reported as commonly being used by speakers with limited English proficiency were Spanish (84%), Chinese (76%), Vietnamese (25%), Korean (18%), and Tagalog (17%).

In addition to the employee survey, information on requests for language assistance that were received by AC Transit customer service staff, and use of translation or translated content on the website was also reviewed. Findings from the 2015 AC Transit Perception Survey were also reviewed for further insights into the needs of those with limited English skills.

A breakdown of the calls to the AC Transit call center that used over-the-phone (OTP) interpretation, in Table 4, shows, not surprisingly, that the top languages are Spanish and Chinese (both Cantonese and Mandarin), followed by Vietnamese, Hindi, Filipino (as the Call Center refers to Tagalog), and Korean. This mostly mirrors the languages most spoken by people with LEP in the District.

Table 4
Number of Calls from Non-English Speakers
Received mid-2017 mid-2020

Language	Number
Spanish	1219
Cantonese	227
Mandarin	83
Vietnamese	20
Hindi	12
Filipino	8
Korean	6
Arabic	4
Farsi	4
Punjabi	2
Other*	11
Total	1596

*Interpretation for 11 additional languages was requested by one person each.

Since the 2017 Title VI report, requests for interpretation almost doubled, from 812 to 1,596. Of the non-English language calls received in the recent time period, the large majority – 76.4% – requested Spanish interpretation. Most of the remainder, or 19.4% of all calls, requested either Cantonese or Mandarin interpreters. While Spanish and Chinese calls together represented almost 100% of the increase from 2017, there were also notable increases in requests for interpreters for Vietnamese (from 4 to 20), Hindi (from 3 to 12), and Filipino (from 4 to 8).

Non-English Website Use: As part of the Title VI Plan update, Title VI staff researched the ways people use and navigate around the AC Transit website (actransit.org) in languages other than English. Google Analytics provides many metrics by which to measure user behavior and demographics. Using the period July 1, 2017, through June 30, 2020, staff found that among people who have their browsers set in a language other than English, the most common landing pages are viewed in Spanish (84%) and Chinese (76%), followed by French, Japanese, and Korean. All five of these languages are on the District's Safe Harbor list of languages most spoken by residents in the District with limited English proficiency. Most of these users go directly to the actransit.org home page. Next most commonly, they start at trip planning information, i.e. maps, real time bus arrival information, and bus line descriptions, like the majority of site users of any language.

After the landing pages, almost two-thirds of all webpages accessed by customers whose browsers were set in languages other than English were viewed in Chinese (65%), Spanish (18%), or French, Japanese, and Korean (13% combined). Again, the most likely webpages to be viewed by these users (81%) were the Main/Home or Maps pages, followed by pages that supply other rider information (13%).

Very few of these users (only 4%) now navigate to the "In Translation" page; this is a change from the last update where the "In Translation" page was the most likely second stop for web users. Staff believe this is due to improvements made since the last program update: professionally translated content is proactively available on many projects pages, and the Google Translate button is prominently displayed on all webpages on the AC Transit website now.

The District is in the midst of a complete overhaul of the AC Transit public website, expected to go live before the end of 2020. The new site will make much more professionally translated content available. In addition, when adding content to the website, staff will be required to follow guidelines to ensure translated material can be found easily by users and can be easily translated by automatic translation tools.

Factor 3: Importance of AC Transit's Programs, Activities, and Services to People with LEP

The third step in the Four-Factor Analysis evaluates the importance of AC Transit's programs, activities and services to persons with limited English skills. Here, the guidance says, "The more important the activity, information, service, or program, or the greater the possible consequences of the contact to the LEP individuals, the more likely language services are needed. The obligations to communicate rights to an LEP person who needs public transportation differ, for example, from those to provide recreational programming. A recipient needs to determine whether denial or delay of access to services or information could have serious or even life-threatening implications for the LEP individual...providing public transportation access to LEP persons is crucial. An LEP person's inability to utilize effectively public transportation may adversely affect his or her ability to obtain health care, education, or access to employment."

In order to address Factor 3's concern, this update relied on surveys and communications with riders, employee surveys, and surveys and interviews conducted with representatives of community-based organizations whose membership are persons with LEP or who advocate for immigrant populations.

In past surveys, persons with LEP have regularly reported a heavy reliance on AC Transit. Despite an overall satisfaction with the system, and while most find it easy to use, many riders report encountering problems when riding AC Transit because they do not speak English.

When asked what people with LEP are typically seeking, AC Transit employees most often pointed to routes/wayfinding information (62% of employees cited this), schedules (46%), and fares (38%). Another 25% of employees reported LEP persons seeking information about service changes or detours. This indicates that persons with LEP are attempting to access information that will simply allow them to navigate through the system.

Feedback from employees was not the only feedback obtained as AC Transit sought to update its Title VI program. Via an online survey, all of the community-based organizations (CBOs) maintained in AC Transit's database were asked to speak for the communities they represent, and offer their insights about the needs of community members with LEP and how AC Transit can better meet those needs. The survey was designed to include people representing non-profit organizations, such as those providing social services, immigration or legal information, and health care, as well as other governmental agencies and educational and business organizations. In total, representatives of 26 different CBOs completed the survey. Although the survey did not require the respondents to provide their name of their organizations due to a guarantee of confidentiality, most indicated what type of organization they represented, with the bulk representing non-profits that focus on a variety of issues.

Nothing speaks more to the reliance LEP persons have on transit in general and on AC Transit in particular than the fact that all but one of the CBOs who participated in the survey said the people they serve either use AC Transit as their main mode of transportation or use it at least sometimes. Fully eight in ten CBOs reported their clients or members regularly asked about accessing public transportation options or have expressed a need for it.

The CBO representatives pointed to a number of difficulties their populations have in using the public transportation system, although difficulties relating to lack of English were only specifically named by a few. More difficulties related to affordability, service frequency, and accessibility.

Past research conducted with riders and residents supports what employees and CBOs report: the type of information sought by the LEP community is the same type of information being sought by the community at-large, with the added imperative that the information has to be accessible in their native language(s). Riders with LEP naturally place great importance on the types of information that AC Transit shares with its English-speaking riders, so it is crucial that critical information is available

in languages most commonly spoken within AC Transit's service territory to ensure access for these LEP riders.

LEP persons expressed utilizing many existing services in their own languages, including:

- Language assistance over the telephone;
- Google Translate button;
- Translations on website;
- Signs at bus stops and on the buses themselves;
- AC Transit's Customer Service Center;
- Printed collateral;
- On-board vehicle announcements;
- Notices about proposed service changes, temporary service changes, and implementation of service changes;
- Title VI public notices, complaint form and procedures.

AC Transit service is a vital means of transportation for those who do not speak English very well. In addition to conducting research as part of LAP updates, AC Transit conducts other research, often as a part of marketing and communications efforts, designed to learn more about riders and the community. Providing critical information in languages most commonly spoken within AC Transit's service area ensures the access of LEP riders to AC Transit service. And frequent connection with CBOs serving these populations, with LEP riders themselves, and with the District's own employees will provide feedback on AC Transit's success in continuing to ensure all have equal access.

Factor 4: Available Resources and Costs of Language Assistance Services

The final step in the Four-Factor Analysis is designed to weigh the demand for language assistance against current and projected financial and personnel resources. The DOT Guidance says, "A recipient's level of resources and the costs imposed may have an impact on the nature of the steps it should take in providing meaningful access for LEP persons. Smaller recipients with more limited budgets are not expected to provide the same level of language services as larger recipients with larger budgets. In addition, 'reasonable steps' may cease to be reasonable where the costs imposed substantially exceed the benefits. Recipients should carefully explore the most cost-effective means of delivering competent and accurate language services before limiting services due to resource concerns."

This analysis reviews current AC Transit plans and budgets and weighs the demand for additional language assistance against AC Transit's existing and projected resources, both personnel and financial. The Factor 4 analysis shows the myriad activities AC Transit currently undertakes to ensure that people who do not speak English very well are able to access the system as easily as the general population. Many changes recommended by past updates have been implemented, and more are proposed, to further enhance the efforts to ensure access for all. Some proposed changes will have

an impact on resources, while some are related to policy changes that should be cost-neutral to implement. AC Transit remains committed to fully maximizing its resources to serve the greatest number of LEP persons with the greatest impact.

The majority of language assistance is provided by contractors via an over-the-phone interpretation service through the AC Transit call center, and local translation and interpretation services. The range of information accessed in native languages varies depending on the language spoken. Nearly all printed materials are available in English, Spanish, and Chinese; information on AC Transit’s website can be translated using the Google Translate button, which currently provides translations in more than 100 languages; and signage on buses and at bus stops is, at a minimum, in English, Spanish, and Chinese. At public meetings, interpreters can be requested in advance at no cost to speakers of any of the primary or Safe Harbor languages. AC Transit’s Customer Service department employees include those who speak Spanish and Chinese; persons with LEP who speak other languages can also communicate directly in real time with local District staff using an over the phone interpretation service.

Current measures and costs: Annual expenditures associated with the current measures to provide services and information in other languages for the last three fiscal years are shown below in Table 5. It should be noted that additional costs related to translation or interpretation may have been carried by specific projects under “marketing” or “public engagement” budget lines; still, it shows the District spent an average of over \$61,700 for language assistance services annually.

Table 5

Interpretation and Translation Expenditures

Vendor	FY 2018	FY2019	FY2020
ACCENT ON LANGUAGES	\$54,784	\$46,391	\$52,777
BAY AREA NEWS GROUP - EAST BAY	\$3,896	\$7,428	\$8,213
LANGUAGE LINK*	\$185	\$4	
POST NEWSPAPER GROUP		\$4,530	\$2,400
SING TAO DAILY		\$2,700	\$1,800
Total	\$58,865	\$61,052	\$65,191

Table 6 displays expenditures for the contracts used most often for local interpretation and translation services over the last 3 years.

Table 6

Local Interpretation & Translation Expenditures

Department	FY 2018	FY2019	FY2020	Total
Board of Directors		\$933		\$933

Communications	\$42,509	\$40,527	\$27,887	\$110,923
Contract Compliance	\$4,422	\$4		\$4,426
District Secretary	\$1,414	\$687	\$2,667	\$4,767
General Counsel			\$3,356	\$3,356
Legislative Affairs	\$125	\$750		\$875
Long Range Planning	\$6,231			\$6,231
Marketing		\$917	\$5,091	\$6,009
Media Affairs	\$3,896	\$11,840	\$12,952	\$28,689
Service Planning	\$267	\$5,394	\$10,523	\$16,184
Title VI Compliance			\$2,715	\$2,715
Total	\$58,865	\$61,052	\$65,191	\$185,107

Projected financial resources committed: In response to the survey question, “What training, assistance and/or tools could AC Transit give employees to help them assist people who don’t speak English well, are from other countries, don’t have much education, etc.?” employees offered a wealth of ideas. Staff used this list to inform future investments into language assistance efforts. (A complete list of verbatim responses provide guidance for is provided in Appendix B.)

Table 7 shows the FY 2021 budget for interpretation and translations, set to increase to \$108,500.

Table 7

FY 2021 Language Assistance Budget

Department	Amount
Communications	\$50,000
Customer Service Administration	\$1,000
Customer Service - Ticket Office	\$500
Marketing	\$7,000
Service Planning - ongoing Public Engagement	\$20,000
Service Planning - 2021 Major Service Change	\$20,000
Title VI Compliance	\$10,000
Total	\$108,500

The FY2021 budget represents an increase of 75% more than the average of the last three years. This is in part due to large amount of public engagement, and associated language assistance needs, expected to be required for an upcoming major service change (responding to COVID-19 effects).

AC Transit understands that reducing barriers to services and benefits of AC Transit to the extent resources are available will reap symbiotic benefits for LEP populations as well as the District. With more multi-lingual individuals able to use AC Transit, revenue will increase as well, likely making more funds available for increased language assistance programs. AC Transit management commits to

devoting resources – monetary and staff time – to enhance LEP persons’ use of AC Transit programs and services.

Findings of the Four-Factor Analysis

A quick summary of the Four-Factor Analysis findings shows the importance of language assistance to members of the AC Transit community who do not speak English very well, and the commitment of AC Transit to provide that assistance.

- Factor 1 found that 18.4% of the service area population reported they did not speak English very well; this is the LEP population. The top 5 languages spoken by persons with LEP hasn’t changed since the first Language Assistance Plan in 2011: Spanish and Chinese, followed by Tagalog, Vietnamese, and Korean. Sixteen total languages are spoken by more than 1,000 people within the service area, surpassing the DOT’s “safe harbor” designation threshold. These findings were supported by additional Department of Education data, employee surveys, and the District’s onboard rider survey conducted in late 2017–early 2018.
- Factor 2 found that persons with LEP frequently use AC Transit services, and AC Transit employees often cross paths with persons needing language assistance. About nine in ten of employees have some level of contact with the public, and about 17% of employees surveyed say they encounter LEP riders many times a day. Data from the AC Transit customer call center and from web analytics also supported the amount and languages spoken by people needing language assistance.
- Factor 3 relied heavily on input from representatives of community-based organizations, who said many of the people they serve use AC Transit as their main mode of transportation. Eight in ten CBOs reported their clients or members regularly asked about accessing public transportation options. This is mirrored by employees who reported that people with LEP are typically seeking information crucial to their ability to navigate the system – like most riders – and supports the idea that providing critical information in the most commonly spoken languages is crucial to ensure access for riders with LEP.
- Factor 4 described the resources committed and spent by AC Transit over the last three years to support translation, interpretation, and other language assistance measures. It is hoped that future budgets will continue to grow this support.

III. LANGUAGE ASSISTANCE SERVICES PROVIDED BY AC TRANSIT

The analysis above underscores AC Transit’s goal of improving LEP persons’ meaningful access to AC Transit’s services, programs, and activities. Along with enabling persons who don’t speak English very well to navigate the system with the same ease as the general population, it is important to provide a meaningful opportunity for LEP persons to participate in the public comment process for planning activities.

Contained in Appendix C is a listing of Language Assistance Recommendations: 35 activities that are currently either entirely or partially in place or are ones AC Transit desires to undertake to fully support its Language Assistance Plan and corresponding Public Participation Plan. These activities are organized into five categories:

1. General, including such things as internal awareness and public outreach strategy
2. Materials and Documents
3. Translation and Interpretation Tools and Protocols
4. Employees, including incentives to empower employees to provide assistance
5. Training

The spreadsheet includes both current actions as well as potential measures AC Transit is considering undertaking.

Language Assistance Recommendations

The following spells out the specific recommended activities listed in Appendix C in greater detail.

GENERAL

Title VI Internal Awareness and Training is one of the linchpins supporting the entire Title VI program. Since the initial LAP was created in 2011, AC Transit has striven to ensure all its staff and contractors consider the needs of all constituents when undertaking any tasks, including service or fare changes, construction, etc. Reinforced communications surrounding this has engrained the awareness of those with limited English skills and the knowledge of how to access AC Transit tools to guarantee successful interactions into the District’s culture.

Much progress has been made with **Public Engagement Needs and Strategies**, with the convening of the internal interdepartmental Public Engagement Working Group. This group is next tasked with creating an internal handbook to clearly define protocols and procedures, including roles and responsibilities for all departments that interact with the public, including incorporating language assistance measures.

In order to reduce barriers to meaningful participation in planning activities, staff conduct **Demographic Analyses of New Project Areas**, reviewing data such as primary languages spoken, income status, racial composition, etc., within the immediate geographic area of new projects. The

analysis generates recommendations for language assistance measures appropriate for the specific project and include strategies to reach those constituents. Project staff check-in with Title VI staff about any recommendations prior to implementation.

AC Transit has made significant strides to provide universal language access by providing over-the-phone interpretation services, to ensure that all those with LEP have access to AC Transit's services regardless of the language they speak. A Free Language Assistance text block advertising this service in all Safe Harbor languages has been created to add to printed documents. Also, the **Elimination of English-only Campaigns** commits that all future promotional/marketing or awareness campaigns include communications in Spanish and Chinese, at a minimum, to ensure participation beyond English-proficient riders.

Engagement and Communication with Community Based Organizations continues to grow since the last update in 2014. Several District departments partner with community organizations and governmental and other transit agencies as the District continues to expand the community outreach database and to identify best practices for communicating and working with CBOs, including those whose members may need language assistance. Part of continuing to **Develop Relationships with CBOs** includes not only communicating with them about new and existing activities but surveying CBOs after projects for feedback to assess and improve communication methods.

Contract Compliance with Title VI standards, including language assistance measures, is required. When AC Transit enters into an agreement to contract service for another agency, it is AC Transit's intent to include in those contracts the requirement to provide any public information about that service in a way that complies with Title VI and LEP guidelines. For example, when BART contracted with AC Transit to provide late night "BART to Bus" service (which provides additional service paralleling BART's during the hours it is shut down), the signage developed by BART was initially only in English. When the contract came up for extension, AC Transit indicated that BART must provide the publicity in their Title VI languages, particularly given that a larger percentage of riders on this survey are lower-income service workers who often also have limited English skills.

MATERIALS AND DOCUMENTS

Translation of five Vital Documents is included in the recommendations list and is an existing practice. These Vital Documents include:

- **Title VI Notice to Beneficiaries** – Provide notice in English, Spanish, and Chinese along with Free Language Assistance text block in all Safe Harbor languages at many locations; provide English version on website that can be translated using Google Translate.
- **Title VI Complaint Form and Procedures** – Translate and provide downloadable version in all Safe Harbor languages on website and provide in printed form available on request.

- **Notice of Free Language Assistance** – Provide notice in English, Spanish, and Chinese with Free Language Assistance text block in all Safe Harbor languages on website. Include Free Language Assistance text block where possible on all printed and digital materials.
- **Legal Notices** – Offer translation into all Safe Harbor languages upon request.
- **Fare and Service Change Information** – Translate into Spanish and Chinese. Offer translation in all Safe Harbor languages upon request. For key campaigns, translate into the top predominant languages.

Other, non-Vital Documents include **Safety and Security Information**. AC Transit has incorporated pictographs to a degree to ensure understanding by all riders, particularly in case of emergency. Other opportunities to include pictographs are being considered in future material production.

General Promotional Materials are translated into Spanish and Chinese as funding permits and into other Safe Harbor languages as determined by demographic analysis of location or marketing reach.

Construction, Detour, Stop Move, and Other Courtesy Notices are translated into Spanish and Chinese when feasible and into other Safe Harbor languages as determined by analysis of location and marketing reach. An example of additional languages being added following such an analysis is the inclusion of Vietnamese translations within the BRT corridor because of the large number of Vietnamese speaking residents along the route who also have LEP. The Title VI team and Public Engagement Working Group are working to improve interdepartmental collaboration to allow sufficient time for such translations to occur.

Website Materials have been refined following the 2014 update to ensure all web content is provided in a form that can be translated, so persons with LEP can access all information through the use of the Google Translate button. New documents are posted in a format that works with the button, which requires uploading in original formatting or as text rather than as a scan or image because scans and images cannot be translated with the button. Since implementation of this formatting requirement, far more information on the website is now able to be translated. Staff will implement these practices into the upcoming re-design of the website.

Changes in current materials and the development of **Rider Guides and Materials** are desired. Specifically, AC Transit aims to develop rider guides in English, Spanish and Chinese, with options to provide in Safe Harbor languages. These would incorporate a greater use of illustrations and pictographs and include sources of additional information in multiple languages. Providing videos on the website and via social media, including "How to Ride" videos aimed at non-English speakers, youth, seniors, and new users in English with Spanish and Chinese versions or subtitles is also desired. Ongoing collaboration with CBOs should result in increased opportunities for distribution channels for such media.

TRANSLATION AND INTERPRETATION TOOLS AND PROTOCOLS

The most substantive tools and protocols are already in place, including increased promotion and use of **Over-the-Phone Interpretation Services**, which is available to the Customer Call Center and throughout the District. Publicity about these services is included on the website, in all printed materials, and on the buses (via the Free Language Assistance text block), so riders have multiple reminders of how these services can be accessed. These efforts will continue to be used and publicized to provide language assistance that is personalized to the user and language.

As mentioned, a Budget **Line Item for Translation and Interpretation** was adopted since the 2014 update to ensure the translation and interpretation requirements of the plan are met consistently across departments and projects. The added budget code facilitates budgeting and monitoring expenditures for all Departments.

The **Public Hearing Protocol** requires AC Transit to provide Spanish and Chinese interpreters, provide interpreters for Safe Harbor languages upon request, and advertise that option in advance of the meeting. Availability of interpreters should be promoted well in advance of the meetings and in the language of provided interpretation. **Board Meeting Protocol** offers interpretation upon request within 72-hours.

When an outreach topic series of meetings is held, the **Community Meetings Protocol** requires Spanish and Chinese interpreters for at least one meeting within the outreach topic series and also requires additional Safe Harbor language interpretation upon request. Availability of interpreters is promoted well in advance of the meetings and in the language of the interpretation being provided.

Simultaneous Interpretation Equipment was purchased following the 2014 update. It is now on hand at public meetings to enable greater flexibility in languages used and to make it easier for persons with LEP to participate more fully.

The use of "**I Speak**" **Cards** remains an activity AC Transit desires to undertake. These cards would be produced and distributed to all employees (including in Operators' pouches) for emergency situations requiring language assistance. These will enable drivers to quickly keep LEP riders informed with the use of the language assistance hotline.

Another activity AC Transit aspires to create and distribute to employees is a small **Language Manual**. This would be a manual of translated common phrases used by operators and riders in using AC Transit system. This manual could, for example, phonetically spell out in different languages phrases including "This bus goes to..." and "You need to take the #X bus to go to..." and "This bus is out of service. Please wait for next bus..." etc.

The desire to use **Digital Tools or Language Technology** has increased as technology has improved. In the employee survey, the request to use translation apps was repeatedly made. The activity here

is to empower and encourage all employees to use individual initiative when it comes to their use of new technology (such as the over-the-phone interpretation service or mobile apps) to communicate with persons who speak languages other than English.

While the Google Translate button has been added to all web pages since the 2014 update, there are additional things that can be done for the AC Transit website through **Website Administration and Management**. To ensure greater ease of LEP access, the design and organization of the website and mobile website can be improved. Although gains have been made in this area, further steps are needed to ensure that all web content is provided in formats that can be used by modern online translations tools. It is AC Transit's hope that webpage protocols will be implemented that will allow the use of Google Analytics to understand how persons who use the Internet in languages other than English use the District website.

EMPLOYEES

Of the six activities in this category, two are currently underway and the rest are under consideration. Changes in policies for those covered by collective bargaining agreements would have to be discussed as part of the CBA process. Other activities would require consideration by intra-departmental groups prior to implementation. For example, further discussions would be required prior to adding the desirability of **New Employees** to speak multiple languages in all new hiring, regardless of position. Any new duties or additional compensation or rights for **Bilingual Employees**, including, for example, providing a bidding preference that would allow bilingual drivers to sign up for routes with a high density of LEP speakers, would likely need to be discussed and agreed upon by unions and management during contract negotiations.

The concept of an **Employee Ambassador Program** flows from direct input from employees. An ambassador program would be created using AC Transit employee volunteers who represent various LEP and other traditionally underrepresented populations. Ambassadors could attend meetings at appropriate CBOs to talk about AC Transit, how to ride and where to get information, and to get feedback from riders about issues they encounter. Ambassadors' skills could be used in-house as well, serving as a reviewer of translated District materials to ensure proper translations and to provide on-demand interpretation in the event of an emergency. Compensation for employee ambassadors would have to be considered.

AC Transit is considering creating and distributing **"I speak..." Buttons** to all volunteer employees who speak multiple languages, including the employee ambassadors, as suggested by employees as well as some in the LEP community.

The final employee-related activity AC Transit is considering is promoting the availability of **Employee Tuition Assistance** to all employees and encouraging them to learn primary languages in the AC Transit service area. Promote the availability of tuition-reimbursement funds to all employees and encourage them to learn primary languages in the AC Transit service area.

Many AC Transit employees are themselves immigrants or are members of households where they speak languages other than English. Twenty-four percent of AC Transit employees report being proficient in a language other than English, with two-thirds of them speaking Spanish. AC Transit encourages and empowers all employees to **Use Their Own Language and Communication skills** to assist customers with LEP. All existing and new employees should be encouraged to take initiative to improve communication with riders and other customers with LEP through any means at their disposal.

TRAINING

This category describes how AC Transit provides **Employee Training** to provide “timely and reasonable language assistance to LEP populations.” Following the 2017 update, AC Transit took additional efforts to ensure that District employees understood how to provide language assistance for their customers as well as the importance of federal Title VI requirements.

AC Transit has made great headway in employee training. AC Transit aims to provide Title VI training as part of new-employee orientation and to other staff. In addition to introducing general Title VI concepts, such training provides information about language assistance measures and how to access them. Training will continue for staff involved in planning and marketing of new activities and projects to integrate consideration of Title VI-protected populations into planning.

Some example of efforts the District has undertaken to ensure employees are aware of language assistance requirements include:

- Training materials including the Operators User Guide, which all bus drivers receive on an annual basis
- New Customer Call Center employees receive training about both language assistance measures as well as the protocol for Title VI complaints
- Staff-conducted trainings on civil rights, environmental justice, Title VI, and LEP
- Language Link (over the phone interpretation service) training for public-facing employees
- Targeted civil rights compliance training for Tempo bus rapid transit platform agents

Training for Title VI-Related Complaints is another important activity. The District desires to provide assistant superintendents with additional diversity training and assistance, to enable enhanced counseling with drivers found to have violated Title VI procedures following customer complaints related to language proficiency. This would require all such drivers to go through "refresher" diversity training.

Although not training directly, there are a number of low- or no-cost human resource activities under consideration that could expand AC Transit’s ability to ensure access by people with limited English proficiency. These include conducting focus group interviews to help identify what language skills employees have, how they might use them, what activities they might best enjoy or be good at, what compensation they might expect for using those skills, etc. Such focus groups should include Union

leadership, Executive staff, employees who've volunteered these skills in the past, etc. Staff can also survey how other transit agencies utilize employees' non-English skills and compensate them for it.

IV. LANGUAGE ASSISTANCE NOTIFICATION TO PERSONS WITH LEP

For this task, federal guidance states, “vital written documents include, but are not limited to, consent and complaint forms; intake and application forms with the potential for important consequences; written notices of rights; notices of denials, losses, or decreases in benefits or services; and notices advising LEP individuals of free language assistance services.”

Two primary languages were identified through the Four-Factor Analysis: Spanish and Chinese. Safe Harbor languages for vital document translation (in addition to the two primary languages) are Vietnamese, Tagalog, Korean, Hindi, Persian, Arabic, Arabic, Portuguese, Russian, Khmer, Gujarati, Laotian, French, and Urdu.

Table 8 below lists both vital and non-vital documents, categories of documents, and identifies the language category into which they should be translated. As it has done in the past, AC Transit may provide a summary of a vital document and/or notice of the availability of free language assistance for the “Safe Harbor” languages, rather than a word-for-word translation of the vital document.

Table 8

Vital and Non-Vital Document List

Document	Languages	Vital Document?
Title VI Public Notice	All Safe Harbor Languages	Yes
Title VI Complaint Form and Procedures	All Safe Harbor Languages	Yes
Notice of Free Language Assistance	All Safe Harbor Languages	Yes
Legal Notices	All Safe Harbor Languages	Yes
Fare & Service Change Information	Primary and Secondary	Yes
General Promotional Materials	Primary, plus Secondary Languages as funding permits & as determined by location	No
Safety and Security Information	Use of Pictographs	Depends on subject matter
Construction & other Courtesy Notices	As determined by location	No

To ensure LEP persons are aware of the existing and new language assistance, AC Transit will:

- Post a notice of the availability of language assistance in Safe Harbor languages on vital documents;
- Insert language assistance notification on the AC Transit website, in its Customer Service Center, and in promotional materials;

- Include the Free Language Assistance text block on all appropriate materials as possible (including all public hearing notices, fare and service change information notices, Title VI notices, and complaint forms)

As it also has done in the past, AC Transit is not limiting itself to these guidelines, intending to translate documents into more languages as circumstances dictate and resources allow. For example, based on the demographics of the BRT route, notices are translated into Vietnamese as well as Spanish and Chinese and communicated to residents and business owners in the vicinity of the project, alerting them to the construction and detour details. As necessary, AC Transit may also rely on pictographs to communicate information regardless of language spoken, since such images can be easily read and understood by speakers of all languages as well as persons with limited literacy.

V. MONITORING, EVALUATING, AND UPDATING THE LAP

AC Transit commits to continuing to adjust its activities to improve its communications with LEP persons and facilitate their use of the District's services and programs. Steps to monitor, evaluate and update the plan include:

- On a triennial basis, AC Transit will review and update Census and other data (California Department of Education, ridership surveys, etc.) and update its LAP as appropriate.
- Whenever public meetings are being held, AC Transit staff will review existing data on potential primary and Safe Harbor language usage within the immediate geographic area and seek to provide translation services as appropriate for the area.
- Periodically, AC Transit will solicit feedback about its language assistance performance from employees and CBOs who provide services to LEP persons.
- AC Transit will also conduct periodic on-board surveys, no less often than every five years, with language-appropriate instruments, to gauge LEP persons' opinions and usage of AC Transit services and programs.
- AC Transit will annually track the number and language of calls made using over-the-phone interpretation services and track the number of LEP persons requesting in-person assistance at its Customer Service Center.
- AC Transit will annually review the accessibility of its Vital Documents (and other documents). New documents will be translated and posted on the website.
- As part of its public engagement needs and strategies practices, AC Transit staff will review the public engagement plans for all new projects as a means of overseeing staffs' understanding of the LEP needs in the geographic area of the new project.
- The Title VI budget has included funds for a "secret shopper" program similar to the one various transit agencies use to assess performance. For example, LA Metro contracts with a local non-profit organization to ride buses, call customer service, and even approach janitors in stations, to see how employees interact with a person who doesn't speak English very well. Such a project could be used to help identify what types of additional language assistance training might be implemented and for what employee groups

APPENDIX A: Surveys

- Driver; Internal Staff; Call Center
- Community Based Organization

Study Name: Driver; Internal Staff; Call Center

Thank you for taking the time to complete this brief survey. Your input will help AC Transit assess the needs of all passengers, including those who don't speak English very well.

This survey information will be used as we prepare our Public Participation Plan, Language Assistance Plan and Title VI Program Update as required by the U.S. Department of Transportation.

Thank you for giving us your input.

- First, we would like to discuss all riders/members of the public you encounter. In a typical day, how many riders/members of the public do you interact with? (Please give your best guess as a number)
- Over the course of a year, do you interact with riders/members of the public?
- In a typical day, how many riders/members of the public do you interact with? (Please give your best guess as a number)
- What subject of services or information are these riders/members of the public typically seeking? (Please check all that apply)
- Consider the riders/members of the public you encounter who do not communicate well in English. What percentage of all riders/members of the public you encounter would you estimate are unable to communicate well in English? (Please give your best guess as a percentage)
- How often do you typically encounter riders/members of the public seeking assistance who are unable to communicate well in English?
- What subject of services or information were these riders/members of the public who do not communicate well in English typically seeking? (Please check all that apply)
- Which of these languages do you recognize as being commonly used by limited-English-speaking riders/members of the public you encounter? (Please check all that apply)
- Which languages are most of your limited-English-speaking riders/members of the public speaking? (Please check up to three)
- Can you speak well in any languages other than English?
- What other languages can you speak well? (Please check all that apply)
- What training, assistance and/or tools could AC Transit give employees to help them assist people who don't speak English well, are from other countries, don't have much education, etc.?
- In order to improve communications with all riders/members of the public, which of the following do you think AC Transit should focus its efforts? (Please check up to three)
- In case we have follow-up questions, please provide your name, email address and phone number. This is optional.

Study Name: Community Based Organization

This survey is part of the work AC Transit is doing as it updates its Civil Rights (Title VI) program. The survey is designed to include people representing non-profit organizations, such as those providing social services, immigration or legal information, or health care, as well as fellow governmental agencies and educational and business organizations.

The survey should take no more than 10 minutes to complete. We know your time is valuable, but we are really in need of your ideas about the needs of the communities we all serve and how AC Transit is performing and where it can improve.

Thank you in advance for completing this online survey. If your organization serves people outside of Alameda and Contra Costa counties, please try to respond in terms of only those who live in the East Bay.

- Within the East Bay – Alameda and Contra Costa counties – about how many people does your agency or organization provide services to or advocate on behalf of?
- Has the size of the population you serve increased, stayed the same or decreased over the past three years?
- What are the top countries of origin of the population you serve?
- What are the three primary languages spoken by the population you serve? (Please select no more than three.)
- What age groups do you serve – Youth; Adults (18-64); Seniors (Please check all that apply.)
- How would you assess the literacy level of the population you serve in the native language? In other words, how well can they read in their native language?
- How well do they read in English?
- Focusing on your population's use of AC Transit, to what degree do they rely upon AC Transit for their transportation?
- Does the population you serve regularly inquire about how to access public transportation or express a need for public transportation service?
- What difficulties does this population have in using the public transportation system? (Please be as specific as possible)
- What is the best way to obtain input from the population in order to better serve them? (Please be as specific as possible.)
- What two or three things do you think this population needs from AC Transit to be better served? (Please be as specific as possible)
- What suggestions, if any, do you have for AC Transit when it comes to communicating with your population?
- What is the name of your organization?
- Which category best describes your organization?

APPENDIX B: Survey Verbatim Responses

In response to the question, “What training, assistance and/or tools could AC Transit give employees to help them assist people who don’t speak English well, are from other countries, don’t have much education, etc.?” employees offered the following responses.

- Languages/ class.
- Simple conversation paper that converts English into other languages. Example: The fare, greetings and to take a seat for safety. Or provide second language classes for employees.
- I use the language link service provided by AC Transit and I use the language translator on my smart phone.
- Provide them with location of local book stores that have small translation dictionaries. A word-for-word translation book and a "Commonly Used Phrases" book with translations was vital to me when I was living in Germany for three years. We should be encouraging the public to take the initiative to learn the English language. While this opinion won't sit well with many, it is really the only way foreigners will truly become adept at functioning and becoming a part of the culture.
- Send us back to school to learn different languages.
- Send us to school.
- Signs on buses/in shelters in different languages. Brochures that have simple pictures to tell information. More training about what help is available for us to use for communication. Free phone number we can give riders with translators available.
- Translation device.
- Translators.
- Electronic device that can be spoken into and translated to us and in reverse.
- I don't think there is much anyone can do to help those people. There are no tools that exist that can help those who are uneducated, ignorant, or unwilling to learn English. Those are qualities only those individuals can change for themselves.
- Basic statements in different languages to point to people.
- A sign stating the fare, end of the line, out of service, etc.
- Spanish refresher course focused on AC Transit's service related terminology will help me. Also, it will be great if AC Transit provided a small card with language assistance info. I could give away those cards as I come across with people who are needing assistance in languages other than English.
- Training sessions involving scenarios and how to best handle frequent situations.
- Provide basic Spanish language classes.
- Encourage staff to take classes to learn another language so they can communicate better.
- Referral to language translation services phone numbers.
- How to explain why a bus is a no-show, how to ensure that next bus will be coming and how soon will be coming.
- How to greet a member of the public and point to a sign that contains symbols for the information they want.

- Provide employees who frequently interact with people who do not speak English with training and a translation app for smartphones. This will assist our employees to understand our customer's need and better guide them to a solution.
- Training on how to obtain translation assistance.
- Set up a help line for Chinese speaking only.
- Interpreter call-in line.
- Flash cards with information about who to call for assistance.
- None. Let the foreigners assimilate.
- Basic phrases in the languages they may encounter as well as cards with FAQs in a variety of languages they can hand to a customer.
- Ipad with app translator. Use iphone app for translation.
- Language classes.
- Maybe offer Spanish classes.
- They could offer a pay differential to employees that are proficient in other languages. We already have language line, which is helpful.
- We are trained to use Language Link.
- Incentives for language training for operators.
- Tool that could teach basic phrases that are commonly used.
- Head signs on the coaches in various languages.
- An interactive website that switches into the most common languages we encounter.
- As I indicated, I don't encounter non-English speaking public very often. However, it might be helpful to have language "flash cards" with clear graphics covering some of the common topics that the non-English-speaking public may need to know. These may be especially helpful for drivers. I am not a driver so drivers should really decide if flash cards would be helpful.
- Having a department where translation can be provided.
- (Cards) voice in Chinese saying each stop.
- Placards w/pictures.
- Some speaking languages class.
- Some languages classes.
- I ask other passengers who speaks their language to see if they understand the language.
- A training course in different languages.
- Language Link.
- Basic Spanish and Chinese classes.
- Instruction in the use of Language Link.
- Outside of the translator service, Google translate helps. Having cue cards or an app with common phrases in transit that can be used when encountering passengers with limited English skills would help.
- A translator is used to translate for the individuals that don't speak English well. We also have staff that are bilingual in both Spanish and English to assist if needed.
- Patience.
- Bilingual information about routes and schedules, in hard copy and on-line form.
- I think AC Transit does a lot to help non-English speakers, but we can do more. Used the correct way to translate from Spanish to English.

- Some basic language speaking classes in other languages.
- Some way to translate what they are saying.
- Install an App to translate their language, for instances Siri's.
- Teach us about things like how to create a message that can be put through Google translate and come out easily. Also how we can communicate in ways that don't require speaking a common language (the pamphlets w/16 languages about calling customer support, pointing in the right direction, using maps, etc.).
- Safety messaging in picture format to sit down while riding.
- Language classes. Additional in-house translation support. More pictorial/graphical information.
- I prefer that bus operators have printed materials available with words/phrases in other languages instead of technology based for this reason: it is against District policy to use electronic devices when operating District vehicles. Not all customers have access to smartphones and social media platforms.
- Language classes, to convey our basic information about services.
- Offer classes that will help the employees learn some basics in other languages, to at least be able to answer simple questions regarding the service we provide.
- Google Translate app, asking other coworkers.
- Respecting other language speaking cultures and exercising extreme patience with them.
- Continue to post signs to help communicate and announcements/voice communications made in other languages. Often times I'll assist by finding someone that speaks the same language to help communicate.
- Make info in all* other languages, (schedules, service changes, etc.).
- Other language classes.
- Multi-language overhead announcements.
- Ask other passengers who speak the language to help me out.
- Phrase cards, Google translate.
- As drivers, we can take classes to learn other languages and AC Transit can help the drivers who want to learn the languages.
- Simple visual aids. Help me, as a driver, learn simple phrases in other languages. “Good morning. What is your destination?” Other phrases.
- More signs.
- Give free class on other languages.
- Train us to read pamphlet to general questions.
- Foreign language classes.
- Train drivers on 2nd language.
- Teach other languages to employees.
- Put more schedules in other languages.
- Learn a little bit of other languages.
- 1B pamphlets in their languages on schedules or posters of info on the coaches for their languages, directing them in their travels.
- Have more bilingual hires, also give more pay for using 2nd language.
- Signs and information in different languages.
- I'll use my cellphone but not while I'm driving.

- Online translation class.
- Voice apps for smartphone.
- Pamphlets.
- We have a lot of riders in Fremont who are deaf and/or blind. I think they should be on this list.
- Bilingual operators.
- Training (basic) in languages.
- Classes /Books/ DVD / CD.
- Give sign language classes and Spanish classes.
- Offer training to be bilingual.
- They should offer classes on site for those who are interested.
- Google Translate (touchscreen or tablet).
- Other languages classes, the basics. Translation card (from English to Spanish or vice versa, etc.), smartphone apps.
- Incentive for second language training.
- I think it's good the way we have it.
- Have an employees that speak that language and we can transfer them to that employee.
- We have access to Interpretalk to help with those people that don't speak English to help then just as well as we can help those who speak English.
- When a customer calls into AC Transit they are given the option to select a language. This makes the caller think they are being connected to someone that speaks their language. It would be better to have the phone prompter explain in their language that we do not speak their language but will get a translator.
- Nothing really we have a program called Interpretalk that is very helpful.
- Maybe hire in building Spanish speakers to assist with callers.
- Language courses possibly.
- They could have a training class for the employees that could help us learn these different languages, or have people that already speak these languages take those calls.
- Most ACT riders complain that unless they are calling the Customer Relation line that they are not able to speak with anyone else because there is no translator. Also, customers don't realize that Customer Relations has an option for a translator so I feel that half of them don't call.
- We need maps of the routes IN ADDITION TO the stops. Stops don't mean anything to those of us in Iowa who are NOT familiar with the entire Bay Area. Seeing a map would help immensely in answering all kinds of questions.
- 1. Descriptive pictures to relay actions, direction or information visually 2. AC Transit app that includes a language translator 2a. AC Transit app that issues route changes, delays or emergency notices directly to persons that sign up to receive them, with the ability to be translated into a variety of languages.
- I could get around on public transportation when I was in Japan (USMC), but I cannot here. Perhaps looking into their ring system (it identifies locations with patterned rings) may help our processes. Help the customer.
- Maintain an active list of multi-lingual District employees who are willing to assist in any translation needs. If assistance is needed any worker would pull out the list and see who's

available to help based on the language spoken and proximity. IS department could possible come up with the infrastructure (web site or application) to support all this.

- Training on how to offer assistance during these situations to best help the public when necessary.
- Provide them with documentation in their languages to help them understand.
- Educate AC Transit upper management to deal with employees with respect and treat them equal.

APPENDIX C: Language Assistance Recommendations

Category	Activity	Existing Practice	Desired Practice
GENERAL			
Title VI Internal Awareness and Training	Integrate Title VI awareness into all activities and the general knowledge base of the District, including the need for and methods of providing Language Assistance.	X	
Public Engagement Needs and Strategies	Internal handbook to clearly define protocols and procedures, including roles and responsibilities, for all departments that interact with public, including incorporating Language Assistance measures.		X
Demographic Analysis of New Project Areas	All new projects identify the primary languages spoken by people in the geography affected and include strategies to reach those constituents, to be approved by Title VI staff prior to implementation and approval of project (as in Capital Project team Project Charter process).	X	
Eliminate English-only Campaigns	When creating future promotional/marketing/awareness campaigns, include communications in Spanish and Chinese and the Free Language Assistance text, at a minimum, to ensure participation beyond English proficient riders.	X	
Engagement and Communication with Community Based Organizations	Through partnerships with community organizations and governmental and other transit agencies, continue to expand the community outreach database and to identify best practices for communicating and working with CBOs, including those whose members may need language assistance.	X	
Develop relationships with CBOs	Continue to develop ongoing partnerships for future planning activities; communicate with CBOs the new activities undertaken following project implementation (i.e., Language Assistance Hotline, "How to Ride" videos and brochures, etc.); survey CBOs after projects for feedback to assess and improve communication methods.	X	X
Contract Compliance	Ensure that contracts contain language that includes requirements to provide public information that complies with Title VI requirements, including LEP guidance	X	
MATERIALS & DOCUMENTS			
Title VI Notice to Beneficiaries (Vital Document)	Provide notice in English, Spanish, and Chinese along with Free Language Assistance text block in all Safe Harbor languages at many locations; provide English version on website that can be translated using Google Translate.	X	

Title VI Complaint Form and Procedures (Vital Document)	Translate into all Safe Harbor languages on website and in printed form available on request.	X	
Notice of Free Language Assistance (Vital Document)	Provide notice in English, Spanish, and Chinese with Free Language Assistance text block in all Safe Harbor languages on website. Include Free Language Assistance text block where possible on all written and digital materials.	X	
Legal Notices (Vital Document)	Offer translation in all Safe Harbor languages upon request.	X	
Fare and Service Change Information (Vital Document)	Translate into Spanish and Chinese. Offer translation in all Safe Harbor languages upon request. For key campaigns, translate into the top predominant languages	X	
Safety and Security Info	Use of pictographs as much as possible.	X	X
General Promotional Materials	Translate into Spanish and Chinese as funding permits and into other Safe Harbor languages as determined by demographic analysis of location or marketing reach.	X	
Construction, Detour, Stop Move, and Other Courtesy Notices	Translate into Spanish and Chinese when feasible and into other Safe Harbor languages as determined by analysis of location and marketing reach. Improve interdepartmental collaboration to allow sufficient time for translation.	X	
Website Materials	Ensure that all web content is provided in a form that can be translated, so persons with LEP can access all information; new documents should be posted in a format that works with the Google Translate button, i.e. uploaded in original formatting instead of being scanned, or content provided as text in a webpage.	X	X
Rider Guides and Materials	Develop rider guide in English, Spanish, and Chinese with options to provide in Safe Harbor languages; incorporate greater use of illustrations and pictographs and include sources of additional information in multiple languages. Increase the number of videos on social media, including "How to Ride" videos aimed at non-English speakers, youth, seniors, new users in English with Spanish and Chinese versions or subtitles. Create "How to Ride" curriculum for distribution to numerous ESL schools and school districts in the service territory.		X
TRANSLATION TOOLS & PROTOCOLS			
Over-the-Phone Interpretation Services	Increase and encourage use of over-the-phone interpretation services and publicize availability throughout the District via the Free Language Assistance text block, including on the website, in all printed materials, on the buses; promote availability to community and encourage its use by all employees.	X	

Line Item for Translation and Interpretation	To ensure the translation requirements of the plan are met consistently across departments and projects, use of budget code so that all Departments can budget and monitor translations and interpretation.	X	
Public Hearing Protocol	For all public hearings, provide Spanish and Chinese interpreters; provide interpreters for Safe Harbor languages upon request and advertise option in advance of the meeting. Availability of interpreters should be promoted well in advance of the meetings and in the language of provided interpretation.	X	
Board Meeting Protocol	Subject to availability, provide interpreters upon request with 72-hour notice.	X	
Community Meetings Protocol	For all community meetings and workshops, provide Spanish and Chinese interpreters for at least one meeting within the outreach topic series; offer interpretation upon request for Safe Harbor languages. Availability of interpreters should be promoted well in advance of the meetings and in the language of provided interpretation.	X	
Simultaneous Interpretation Equipment	Have simultaneous interpretation equipment on hand to enable greater flexibility in languages used and make it easier for persons with LEP to participate more fully in public meetings.	X	
"I Speak" Cards	Produce and distribute to all employees (including in Operator's pouches) "I speak" cards for emergency situations requiring language assistance. In conjunction with the language assistance hotline, this will enable drivers to quickly keep LEP riders informed.		X
Language Manual	Create and distribute to employees a manual of common phrases used by LEP riders in using AC Transit system. For example, phonetically spell out in different languages phrases such as "This bus goes to..." and "You need to take the #X bus to go to..." and "Please move to the back of the bus..." and "This bus is out of service. Please wait for next bus..." etc.		X
Digital Tools and Language Technology	Encourage all employees to use individual initiative to use new technology (such as Language Link or mobile apps) to communicate with persons who speak languages other than English.		X
Website Administration and Management	Improve design and organization of website and mobile website to ensure LEP access. Ensure that all web content is provided in formats that can be used by modern online translations tools. Implement webpage protocols that will allow the use of Google Analytics to understand how persons who use the internet in languages other than English use the District website.	X	X

EMPLOYEES			
New Employees	Include as a desired trait in all new hiring, regardless of position, the ability to speak multiple languages.		X
Bilingual Employees	Identify jobs where bilingual ability is required or desired, work with Unions in CBA process to add such requirements to job descriptions, investigate the ability to provide bidding preference allowing bilingual drivers to sign up for routes with high density of LEP speakers.		X
Employee Ambassador Program	Create an ambassador program using AC Transit employee volunteers who represent various LEP and underrepresented populations. Arrange for ambassadors to attend meetings at appropriate CBOs to talk about AC Transit, how to ride and where to get information, and to get feedback from riders about issues they encounter. Use ambassadors' skills as second set of eyes for translated materials to ensure quality assurance, and to provide on-demand interpretation in the event of an emergency. Work with unions to explore options for compensation for employee ambassadors.		X
"I Speak" Buttons	Create and distribute "I speak..." buttons to all volunteer employees who speak multiple languages.		X
Employee Tuition Assistance and Language Skills	Promote the availability of tuition-reimbursement funds to all employees and encourage them to learn primary languages in the AC Transit service area.	X	X
Employees' Existing Language Skills	Encourage all employees to use their own existing language and communication skills.	X	
TRAINING			
Employee Training	Include Title VI training as part of new-employee, security guard contractors, customer service agent, and Operator refresher training including LEP-relevant content. Conduct training for staff involved in planning & marketing of new activities & projects to integrate consideration of Title VI-protected populations into planning.	X	X
Training for Title VI-Related Complaints	Provide assistant superintendents with additional diversity training and assistance to enable enhanced counseling with drivers found to have violated Title VI principles or procedures following customer complaint. Require all such drivers to go through "refresher" diversity training.		X

Appendix F: Membership of Transit Related Decision-Making Bodies

The District has only one Board-appointed advisory group, the Accessibility Advisory Committee, the self-reported racial and ethnic composition of which is provided below.

Race/Ethnicity	Number
White	7
Black/African American	5
Asian or Pacific Islander	1
Other*	1

*Other includes an individual who identifies as multi-racial, White/Black/Asian

Appendix G: Subrecipient Monitoring Program

AC Transit has two subrecipients: The City of Emeryville and Eden I & R. All funds have been dispersed to both subrecipients; however, AC Transit's responsibility continues as long as a subrecipient has a federally funded asset with an ongoing useful life. The following provides a summary of the direct activities related to monitoring and assistance that was conducted for each subrecipient since the 2017 Title VI Program.

The Grants department Subrecipient Management policies and procedures manual, attached below, provides instructions and timelines for how AC Transit staff monitor subrecipients' Title VI compliance in accordance with the FTA circular.

CITY OF EMERYVILLE

The City of Emeryville has been a subrecipient of federal funds since 2014. Subrecipient funds passed to the City went toward building a transit center adjacent to the local Amtrak Station. Their Title VI program was adopted in 2015. On an annual basis, AC Transit Title VI staff survey content the City provides via their website and conducts an unannounced in-person visit to assess their compliance with Title VI regulations.

On the most recent check of the City's website, it was easy to find documents related to Title VI, including information about how to file a complaint, in English and in the languages identified in the City's Title VI program as falling under the "safe harbor" designation. Staff made several suggestions on making it easier to read the documents and about adding a Google Translate button to make it possible to get all information from the website in languages other than English. Subsequently, City staff responded that the Google Translate button had been added, and this was confirmed by AC Transit staff.

On the most recent in-person visit, AC Transit staff could not find any information about Title VI or the complaint process, and staff in reception were unaware of Title VI processes. The City rectified these problems, by reinstalling Title VI information in the display case and posting guidance to staff at the front desk, and shared proof of this with AC Transit.

AC Transit Title VI staff are satisfied that the City of Emeryville meets, and will continue to meet, its Title VI obligations going forward.

EDEN I & R

Eden I & R is a non-profit that provides transportation/mobility information through a 2-1-1 phone service. Subrecipient funds were used to increase their capacity by purchasing some equipment and by financing some additional staff time. AC Transit assisted this subrecipient in preparing their first

Title VI program, which was adopted in April 2017. On an annual basis, AC Transit Title VI staff survey content Eden I & R provides via their website and conducts an unannounced in-person visit to assess their compliance with Title VI regulations.

On the most recent check of their website, entering the terms, “Title VI,” “civil rights,” “complaint,” or “discrimination” returned a link to the Contact Us page, where it was possible to download Eden’s Title VI Program, including their notice to beneficiaries and their complaint form. Their website had good language access, including a language translation feature on each page. In a visit to Eden I & R’s offices, AC Transit staff were able to easily find information about Title VI, and Eden staff capably explained their responsibilities and a customer’s rights.

AC Transit Title VI staff are confident that Eden I & R meets, and will continue to meet, its Title VI obligations going forward.

AC Transit – Grants Subrecipient Management

July 2017, version 6

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AC Transit – Grants Subrecipient Management

Purpose

The FTA defines a subrecipient as a State/local government authority, non-profit organization, or operator of public transportation services that receives a grant indirectly through a recipient. This document applies to the situation where AC Transit is the grant recipient, and another entity is the subrecipient. This situation is generally agreed upon in advance (and may be required) by AC Transit and the subrecipient when the grant is applied for. The subrecipient is also commonly known as the pass-through recipient, and the subrecipient agreement as the pass-through agreement.

These guidelines are a complement to the existing Grants Policies and Procedures Manual. In the case that this text conflicts with Board Policy 364 (or other Board Policies), the Board Policy is the controlling document.

Responsibilities

Per Board Policy 364, the AC Transit Board of Directors must approve any pass-through funding arrangement, regardless of the funding involved. Board Policy 364 also specifies who the District may enter into an agreement with, among other stipulations.

Subrecipient tracking responsibilities are generally with the Capital Planning & Grants department. In the case that the subrecipient is executing a project that also involves or is related to AC Transit, there may be a Service Planning or Capital Project staff person involved depending on the scope of the project.

For Title VI compliance, the AC Transit Title VI coordinator monitors the pass-through compliance responsibilities when Federal Transit Administration (FTA) funding is involved.

The AC Transit Contract Compliance Officer may be involved to review contract compliance issues when FTA funding is involved.

The AC Transit Grants Accounting department is responsible for grants billing, including reimbursements to subrecipients.

Agreements

To ensure proper financial processing and compliance with applicable terms and policies of AC Transit and the grantor agency/agencies, an agreement must be executed with Board of Directors approval with the subrecipient that may include the following items:

- Agencies involved
- Grant funding
- Project and/or summary scope of funding
- Reimbursement parameters and timeline
- Reference to pass-through and/or AC Transit policies that must be followed

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- FTA requirements (if FTA funding)
- Reporting requirements
- Agency indemnification(s)
- Cancellation provisions
- Dispute handling provisions
- Review of contracts
- Matching funds
- Lobbying Disclosures

Depending on the project, there may be other agreements (i.e. cooperative) that are also required.

Matching Funds

AC Transit staff should verify that the subrecipient has any required matching funds committed in their budget or capital plan. The matching funds requirements should be included in the agreement and specify how matching funds are handled, i.e. who spends them, how to maintain timely spending requirements of matching funds, etc.

If in-kind contributions are planned to be utilized by a subrecipient, their use should be cleared and documented with the grantor agency.

Procurement

Agreements with subrecipients should specify that AC Transit has the right to review all bids, proposals, contracts, and procurement procedures for compliance with grantor requirements. This is explicitly needed for FTA funding. Agreements should specify that AC Transit be notified in advance of procurement actions so that there is time for review.

Reporting

The agreement(s) should specify the reporting required by the funding source, and who is responsible for the reporting. The reporting would usually be the responsibility of AC Transit, with the subrecipient responsible for providing the required information in a timely manner.

Audits

Part of AC Transit's oversight responsibility is to ensure the proper financial functioning of the subrecipient. For FTA pass-through funding in particular subrecipients need to produce a certified yearly financial audit, and if they meet the threshold also need to produce a yearly single audit. AC Transit grants staff will collect and review the audit documents one a year after they are adopted by the subrecipient. AC Transit shall keep subrecipient audit and/or single audits on file for three years from date of receipt (per FTA Circular 5010.1E, Chapter VI sec. 8.b). If an audit shows any substantive findings,

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AC Transit will contact the subrecipient and find out what the response to the finding is and the subrecipient's plan for addressing it.

FTA Funding

The FTA specifically directs the grant recipient (AC Transit) pass-through and be responsible for grant management policies and procedures. Before entering into an agreement to pass-through FTA funds, both AC Transit and the subrecipient must understand the increased burden and requirements of FTA funds. The FTA Circular 5010.1E (as of February 2017) provides guidance for post-award grant administration and project management responsibilities.

The following sub-sections detail some of the specific FTA funding requirements.

Compliance with Federal Uniform Guidance

As of December 26, 2014, The Office of Management and Budget's (OMB) Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (commonly called "Uniform Guidance", and referred to as 2 CFR 200) governs federal grant principles and requirements. The Uniform Guidance is part of the basis for the FTA's specific subrecipient requirements.

Three sections in the Uniform Guidance detail subrecipients. Sections 200.330 describes the difference between a subrecipient and a contractor. Section 200.331 covers the requirements for AC Transit in providing a subaward. Section 200.332 covers fixed amount subawards and is not generally applicable to the specific subaward/subrecipient situations that AC Transit has.

Subrecipient Audits

Grants staff must collect and review annual independent audits and single audits (as applicable) from subrecipients as part of ensuring that the subrecipient has proper financial processes in place, per 2 CFR Part 200 Subsection F and OMB Circular A-133. Part of the initial discussion with a potential subrecipient must be to determine their overall spending and requisite audit requirements, and what calendar cycle they are on for audit purposes.

Staff should follow-up with the subrecipient on any findings identified in the audits reviewed. The subrecipient should be able to explain the details of the finding, and the timeline and plan for resolving the finding. Staff should check in with the subrecipient to ensure that the any findings are resolved as planned.

FFATA Subaward Reporting

FTA funding recipients awarded new federal assistance greater than or equal to \$25,000 as of October 1, 2010, are subject to Federal Funding Accountability and Transparency Act (FFATA) subaward and executive compensation reporting requirements as outlined in the Office of Management and Budget's guidance issued August 27, 2010. These recipients must file an FFATA subaward report by the end of the month following the month in which the recipient awards any subaward greater than or equal to

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\$25,000 (per FTA Circular C5010.1E Section 3.f.). Additionally, all recipients must report the names and compensation of their five most highly compensated officers, and first-tier subrecipients must report the names and compensation of their five most highly compensated officers under certain conditions.

Title VI

Subrecipients receiving FTA funds must comply with the FTA Title VI circular (C4702.1B). The following subrecipient management policies and procedures provide instructions about how AC Transit staff notify subrecipients of their Title VI responsibilities, provide technical and other assistance, and monitor subrecipients, in accordance with the FTA circular. Title VI program compliance and monitoring is primarily the responsibility of the District's Title VI Coordinator, but grant staff shall assist as needed to ensure the District and its subrecipients are compliant.

1. Subrecipient agreements should include statements that require compliance with all applicable federal requirements, including those associated with Title VI (47 U.S.C §2000(d) *et seq.*) and the regulations of the Department of Transportation issued thereunder (49 CFR Part 21) within 90 days of agreement adoption.
2. AC Transit staff shall ensure the subrecipients understand the Title VI requirements and help them to determine if any help or guidance will be needed to assist in completing their Title VI program. Subrecipients will be given copies of [or links to] the FTA Title VI circular and the AC Transit Title VI Program for their reference and use, including forms, notices and reports.
3. Based on subrecipient's need, AC Transit staff will provide additional assistance including technical help which may include information sharing, research assistance, or review of subrecipient's draft documents. As requested, AC Transit staff will provide in-depth reviews of each of the circular's requirements to ensure subrecipients understand their responsibilities and how to implement Title VI policies.
4. Until subrecipient's Title VI program is adopted by their governing body, AC Transit staff will check in every 30 days with subrecipient to ensure that the Title VI program is underway and/or complete.
5. AC Transit staff will provide assistance as requested from subrecipient to assist the full implementation of their Title VI program.
6. AC Transit staff will conduct annual compliance checks to verify that subrecipients have a valid Title VI program coincidental with the original agreement date.
7. Subrecipients are required to verify their compliance with Title VI with each payment request.

Lobbying Disclosure

Sub-recipients should file OMB Standard LLL disclosure forms with AC Transit if they engage in any federal lobbying with non-federal funds. This should be specified in the subrecipient agreement.

Other FTA Requirements

Other references in FTA circular C5010.1E for subrecipient management.

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- Ch II sec. 4.a - *The recipient agrees to comply, and ensures the compliance of each third party contractor at any tier and each subrecipient at any tier under the project, with the provisions of 49 U.S.C. 5332.*
- Ch II sec. 4.c - *The recipient agrees to comply, and ensures the compliance of each third party contractor and each subrecipient at any tier of the project, with all Equal Employment Opportunity (EEO) requirements of Title VII of the Civil Rights Act of 1964, as amended, (42 U.S.C. Section 2000e), and 49 U.S.C. Section 5332, and FTA Circular 4704.1, "Equal Employment Program Guidelines for Grant Recipients" and any implementing requirements FTA may issue.*
- Ch II sec. 4.f - *The recipient agrees to comply, and ensures the compliance of each third party contractor and each subrecipient at any tier of the project, with the applicable laws and regulations, discussed below, for nondiscrimination on the basis of disability.*
- Appendix B (FFR), Section II – *For understanding how subrecipient spending should be reported in the FFR.*

Approvals

Grants Department Manager:

Chris Andrichak, Director of Management and Budget



Appendix H: Facility Equity Analysis Process

When acquiring a site for or constructing a transit facility, AC Transit intends to follow FTA Title VI guidance to ensure non-discrimination in any such projects. As outlined in the FTA circular, AC Transit will adhere to the following guiding principles:

- AC Transit will not make selections related to determining the site or location of facilities with the purpose or effect of discriminating against persons on the grounds of race, color, or national origin, and
- AC Transit will not determine the location of projects requiring land acquisition and the displacement of persons from their residences and businesses on the basis of race, color, or national origin.

To conduct a Facility Equity Analysis, AC Transit will:

- Complete the analysis during the planning stage, before the selection of the preferred site, to ensure the location is selected without regard to race, color, or national origin,
- Compare the equity impacts of various alternatives and give attention to other facilities with similar impacts in the area to determine if any cumulative adverse impacts might result, and
- Engage in outreach to persons and communities potentially impacted by the siting of facilities and take their input into consideration in the planning of such project.

Appendix I: Certifications and Assurances; Board Adoption of Program

Here is a screenshot of the record of Certifications and Assurances from the FTA's TrAMS site:

4/7/2020 C&A Form

Records / TrAMS | Recipient Organizations

Alameda-contra Costa Transit District | AC | 1632

[Summary](#) [Applications/Awards](#) [TrAMS Users](#) [Locations](#) [Designated Recipient](#) [Suballocations](#) [News](#) [Related Actions](#)

Certifications & Assurances | FY 2020 C&A Affirmations

Recipient Details

Recipient ID 1632	Recipient Name Alameda-contra Costa Transit District
-----------------------------	--

Certification and Assurance Information

Fiscal Year 2020	Original Certification Date 3/25/2020
Assigned Date 2/28/2020	Latest Certification Date 3/25/2020
Due Date 5/28/2020	

Published Certifications and Assurances

FTA CERTIFICATIONS AND ASSURANCES

Public Transportation Agency Safety Plan (PTASP)

On or before July 20, 2020, applicants and recipients of Section 5307 grants and rail transit agencies that are subject to the State Safety Oversight Program must certify to Category 2: Public Transportation Agency Safety Plans

[List of All Applicable Agencies](#)

[PTASP Technical Assistance Center](#)

Certifications and Assurances

Certification History

Certification Date: 3/25/2020 Official: Michael Hursh Attorney: Jill Sprague
--

The AC Transit Board of Directors adopted the Title VI Program contained herein on September 9, 2020. Proof of the Board's adoption is provided here:

Appendix J: Board Policy 545

Board Policy 545, “Service Standards and Design Policy,” was adopted in 1994 and amended in 2008. It is incorporated in the Title VI Program by reference, and is available on the following AC Transit website: <http://www.actransit.org/about-us/board-of-directors/board-policies/>

AC Transit

Policy No. 550

BOARD POLICY

Category: Service Development

SERVICE STANDARDS AND DESIGN POLICY

PURPOSE

As a public transportation provider and mobility manager for the East Bay, the Alameda-Contra Costa Transit District's goal is provide service in an efficient, effective and equitable manner. To accomplish this goal, the District establishes objectives relating to the design and allocation of services to develop a marketable and well-used transit system. Service design should be continually examined to ensure that service is allocated correctly, in accordance with stated objectives.

GUIDING PRINCIPLES

AC Transit is committed to the proposition that significantly greater utilization of AC Transit service must happen if people are just to continue enjoying the mobility they now have. As such, service quality must be measurable and monitored, and the accurate measurement of its patronage is highly critical because the over-arching measure of AC Transit's operational success is increased patronage. If future transit use is to increase, AC Transit must do a better job of providing that service. Therefore, the AC Transit Board of Directors recommends a set of Guiding Principles for the design and allocation of local, Transbay and All Nighter Services as follows:

The following are the Guiding Principles for the design and allocation of local transit service within the East Bay:

1. The AC Transit fixed-route service network shall be stable and cost-effective. To that effect, AC Transit will pursue opportunities to expand its fixed-route network, provided that the expected additional patronage is comparable to that which could be had by improving existing service. New service should be cost effective, vigorously marketed, and given ample time to prove its worth.
2. AC Transit service should be easily understood by the public and user-friendly. Service should be designed in such a way as to provide intuitive wayfinding for the majority of the transit users. Subject to Title VI compliance, service will be prioritized to those areas with the greatest

potential for transit use, with higher patronage resulting in more frequent service and expanded service spans where warranted by demand.

3. AC Transit lines with high patronage should run frequently enough that over most of the service period, passengers do not need a schedule to use the system. Limited stop service will be implemented on those routes with high patronage, when such service can significantly reduce overall travel times.
4. AC Transit believes that human-induced climate change is a great problem facing the world. AC Transit's greatest role in alleviating climate change is to get as many people out of their cars and onto its service as possible. As part of that effort, it will design routes that support smart growth and in-fill efforts. AC Transit will aggressively pursue transit priority and transit preferential methods and measures, to improve operation of the transit system and bus stop environments, and to encourage a modal shift of the populace from single-occupant vehicles to buses.
5. The AC Transit service network will provide for a multi-destination system that serves all traffic generators throughout the East Bay, regardless of location. AC Transit recognizes that it is part of a total transit system for the region, and shall support TransLink and other efforts toward making transit services seamless, regardless of the operator. It will serve other modal conversions as demand and total travel efficiency warrant, with a goal to improving connectivity and ease of transfer among the regional operators. AC Transit is also committed to a system that provides for internal transfers that are as seamless as possible.

The following are the Guiding Principles for the design and allocation of transit service within Transbay Corridors:

1. AC Transit will provide extensive commuter Transbay bus service where rail and road are approaching capacity. Non-peak service will be provided as justified by patronage.
2. AC Transit will provide a "many-to-one" service pattern from dense areas of the East Bay to downtown San Francisco, primarily developing a Transbay transit system that encourages walk access to transit, but may facilitate automobile park and ride access in low density areas and for Transbay transit access in the San Mateo and Dumbarton Bridge corridors.
3. Transbay Services should be funded from passenger fares and regional sources, most appropriately those revenue sources derived from users of the bridge corridors who benefit from decreased highway and bridge congestion. The District will support legislation to identify and implement these non-general fund sources.

The following are the Guiding Principles for the design and allocation of transit service in All-Nighter (Owl) Corridors:

1. All-Nighter services are part of a regional network, and the All-Nighter route network should serve BART stations and the trunk bus network.
2. All-Nighter services should be funded from regional sources, most appropriately those revenue sources derived from users of the bridge corridors who benefit from decreased highway and bridge congestion and funding, ensuring access to employment. The District will support legislation to identify and implement these non-general fund sources.

DEFINITIONS, STANDARDS AND MEASURES

SERVICE DEFINITIONS

A matrix depicting the service standards and goals for the various types of service is contained in Attachment 1 to this policy. The section below provides a definition for each service type operated by AC Transit:

Trunk Routes and Major Corridors – These are the services operating on corridors where residential densities are at least 20,000 residents per square mile (or comparable commercial densities). Routes in these corridors provide the backbone of the transit system; operate along the arterial streets and provide a high level of local and limited stop service. These routes have the highest priority for capital improvements.

Rapid - Provides limited stop service along a Trunk Route or Major Corridor featuring wide stop spacing, headway based schedules, transit signal priority and passenger amenities. Underlying local service contributes to aggregate service frequency.

Urban Secondary, Crosstowns and Feeder Routes – These are the routes operating in medium density corridors (10,000 – 20,000 residents per square mile or comparable commercial densities). These routes complement the trunk route network, providing a high level of local stop service. These corridors also are candidates for capital improvements to assist in bus operations.

Suburban Crosstowns and Feeder Routes – These are the routes operating in low density corridors (5,000 – 10,000 residents per square mile). These routes feed BART, park and ride lots, or other AC Transit routes, or serve neighborhood circulation functions with a high level of service.

Low Density Routes – These are primarily routes operating in areas of very low density (fewer than 5,000 residents per square mile). Most of this area is within Special Transit District 2.

Community Flex Services – These are primarily routes operating in areas of very low density, again, fewer than 5,000 residents per square mile, that provide a more flexible operation than traditional fixed route service. Most of this area is within Special Transit District 2, although there are a number of areas in District 1 that would be candidates for this type of service.

Community Service Routes - These routes are intended to serve specialized needs for groups of individuals for which fixed route service may not be warranted. Service usually operates sporadically to trip attractors such as shopping centers and senior centers.

All-Nighter (Owl) Routes – These are the routes providing service between 12 midnight and 6 am. All-Nighter routes operate as a lifeline service during the “owl gap” period.

Transbay Routes – These are the routes providing service to downtown San Francisco via the Bay Bridge Corridor, and to peninsula destinations via the San Mateo and Dumbarton Bridge Corridors.

Supplementary Services – These are special services operated to meet common carrier requirements of Federal and State laws and accommodate school bell times.

STANDARDS AND MEASURES

Level of Service (LOS) metrics will be used to describe standards and goals for the specific categories of Service Provision, Load Factor, and Service Span. The tables below provide the characteristics for each of those metrics:

Figure 1: Service Provision

LOS	Average Headway	Comments
A	<10 min	Passengers do not need schedules
B	10-14 min	Frequent service, passengers consult schedules
C	15-20 min	Maximum desirable time to wait if bus/train missed
D	21-30 min	Service exceeds maximum desirable wait time
E	31-60	Service available during the hour
F	>60	Service unattractive to all riders

Figure 2: Load Factor

LOS	Load Factor (pax/seat)	Comments
A	0.00-0.50	No passenger need sit next to another
B	0.51-0.75	Passengers can choose where to sit
C	0.76-1.00	All passengers can sit
D	1.01-1.25	Comfortable standee load for design
E	1.26-1.50	Maximum schedule load
F	>1.50	Crush load

Figure 3: Service Span

LOS	Span of Service	Comments
A	19-24 hours	Night or Owl service provided
B	17-18	Late evening service provided
C	14-16	Early evening service provided
D	12-13	Daytime service provided
E	4-11	Peak hour only service or limited weekday service
F	0-3	Very limited or no service

Density Standards and Service Objectives

One of AC Transit's main criteria for service allocation is the density of land uses along a route. In denser areas, service will be more frequent, routes will be spaced closer together, and the evening service will run later. Within each service category, service will be allocated primarily on the basis of demand or use, provided that minimum service levels are provided. For example, within the Trunk/Major Corridor category, all services will be provided at a minimum of LOS C (15 – 20 minutes). More frequent service allocation will be provided on the basis of a combination of demand and density. The following table reflects the weekday peak service frequency standards for different densities.

Persons per Square Mile	Route Spacing	Route Structure	Weekday Peak Frequency Standard
20,000 and over (High Density) [such as International Blvd., Telegraph Ave.]	¼ mile	Grid	Trunk/Major Corridor: LOS C (15-20 minutes)
20,000 - 10,000 (Medium Density) [such as grid sections in Oakland and Berkeley]	¼ - ½ mile	Grid	Urban Crosstown/Feeder: LOS C (15 – 20 minutes)
10,000 - 5,000 (Low Density) [such as Hayward, Castro Valley, some areas of Richmond, Fremont]	½ mile	Focal Point Timed-Transfer	Suburban Crosstown/Feeder: LOS D (21 - 30 minutes)
5,000 - 0 (Very Low Density) [such as areas of Fremont and hills]	1 mile	Focal Point Timed-Transfer	Low Density Routes: LOS E (31 – 60 minutes)

Distance to Bus Routes

Standards for how far passengers should travel to reach a bus route shall be based on density, with some allowance made for Express or Transbay services, which generally operate from catchment areas that may not meet the density standards. This standard shall also take into consideration topography or street patterns, which may increase or decrease the distance to bus routes.

Persons per Square Mile	Distance to Bus Routes
20,000 and over (High Density) [such as International Blvd., Telegraph Ave.]	¼ mile
20,000 - 10,000 (Medium Density) [such as grid sections in Oakland and Berkeley]	¼ - ½ mile
10,000 - 5,000 (Low Density) [such as Hayward, Castro Valley, some areas of Richmond, Fremont]	½ mile to ¾ mile
5,000 - 0 (Very Low Density) [such as areas of Fremont and hills]	1 mile or greater

Route Type	Span of Service Standard	Weekday Peak Frequency Standard
Trunk and Major Corridors	LOS A (19 – 24 hours daily)	LOS C (15-20 minutes)
Rapid Service	LOS C (14 – 16 hours daily)	LOS B (10 – 14 minutes) (headway based)
Urban Crosstown / Feeder	LOS C (14 – 16 hours daily)	LOS C (15 – 20 minutes)
Suburban Crosstown / Feeder	LOS C (14 – 16 hours daily)	LOS D (21 – 30 minutes)
Very Low Density	LOS C (14 – 16 hours daily)	LOS E (31 – 60 minutes)
All Nighter (Owl) Service	Owl Gap period	LOS E (31 – 60 minutes)
Transbay	LOS B: Bay Bridge Corridor (17-18 hours daily); LOS C: DB/San Mateo Corridor (14-16 hours daily)	LOS D (21 – 30 minutes)

Service Frequencies –

In the District's most urban locations, the service frequency standard shall be LOS B for Rapid Corridors, and LOS C for Trunks/Major Corridors. In other, less dense areas, the frequency standard shall be LOS D, and timed transfers should be accommodated. In all cases of service operating at frequencies exceeding 15 minutes, schedules shall be written on clock, memory-based headways to the extent practicable, so that the service is scheduled at the same time(s) each hour.

VEHICLE LOAD STANDARDS

A Vehicle Load Factor is the ratio of the number of seats on a vehicle to the number of passengers on-board. Load factor is an indicator of the extent or probability of overcrowding, and may indicate the need for additional vehicles to maintain useful service.

The Load factor is determined by taking the number of seats on a specific route which pass the peak load point during the peak hour, and dividing that number into the number of passengers that are actually carried past that point during that hour.

Load factors can vary by service type. For purposes of the AC Transit District, different Vehicle Load thresholds shall be used to measure service effectiveness or to determine remediation. The following thresholds shall be monitored:

Route Type	Vehicle Load Factor
Trunk and Major Corridors	1.25 (25% standees)
Rapid Corridors	1.25 (25% standees)
Urban Crosstown / Feeder	1.25 (25% standees)
Suburban Crosstown / Feeder	1.25 (25% standees)
Very Low Density	1.0 (no standees)
Transbay	1.0 (no standees)
All Nighter (Owl) Routes	1.0 (no standees)

For purposes of measuring the Vehicle Load Factor for Transbay or Express Service, the Vehicle Load Factor shall be measured as the route enters the "express area" and is operating closed-door, which is generally on the freeway.

APPLICATION OF STANDARDS

To determine service effectiveness, staff will conduct ridership surveys on a regular basis. This information will be used to determine evaluative components such as passengers per vehicle hour, vehicle load factor or the overall ranking of the services.

On an annual basis, AC Transit staff will provide the Board of Directors with an assessment of route performance within the service categories. Transit lines will be ranked by a variety of metrics such as passengers per hour or annual subsidy. Minority Transit routes (those routes that have at least 1/3 of the total route mileage in a census tract with a percentage of minority population greater than the percentage of minority population in the service district) will also be identified.

Service that falls below the 25th percentile of all routes within its category will be analyzed for the following:

- Schedule adjustments, if service frequencies exceed the standards provided in this Policy.
- Running time adjustments or minor route changes, to provide substantially the same level of service while reducing operating costs and retaining most passengers.
- Route improvements, including route consolidation or through-routing to improve efficiency and effectiveness.

- Route discontinuance, should there be no other means to improve efficiency or provide a well-used transit product.
- Other actions, such as grant funded opportunities, to improve route performance.

BOARD ACTION

- Prior to the Board initiating action on changes to routes or the route network, staff will provide an analysis of the issues, including an analysis of potential effects on minority communities as required by Title VI of the Civil Rights Act of 1964, as well as a recommendation based on this analysis.

Public Hearings will be held in accordance with Board Policy 163 before Board action on service changes or recommendations.

Appendix K: Demographic Maps

Map 1: Attractors and Generators of trips within AC Transit Service Area

Map 2: People of Color in AC Transit Service Area

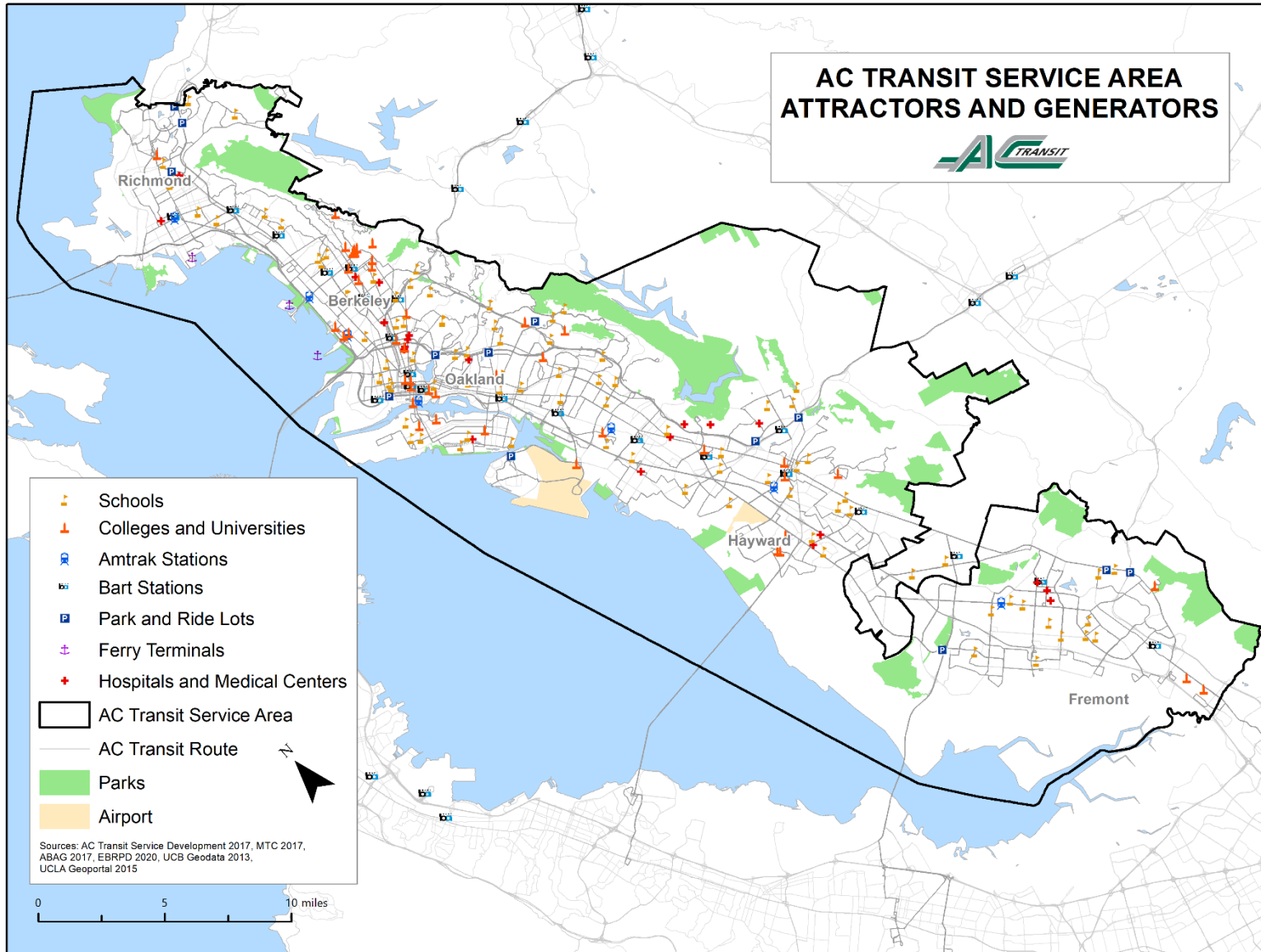
Map 3: Black/African American Population in AC Transit Service Area

Map 4: Asian and/or Pacific Islander Population in AC Transit Service Area

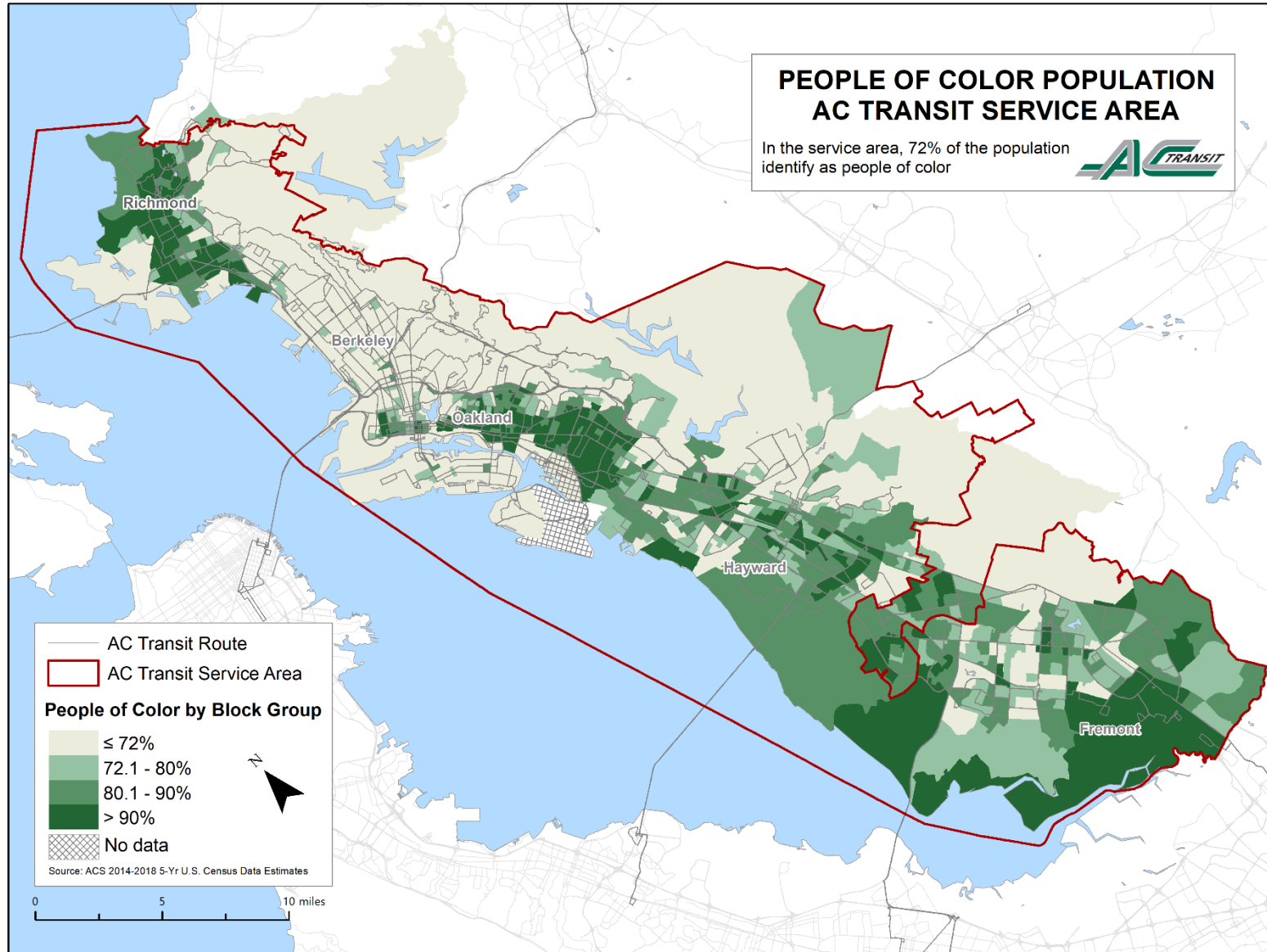
Map 5: Latino/a or Hispanic Population in AC Transit Service Area

Map 6: Low Income Population in AC Transit Service Area

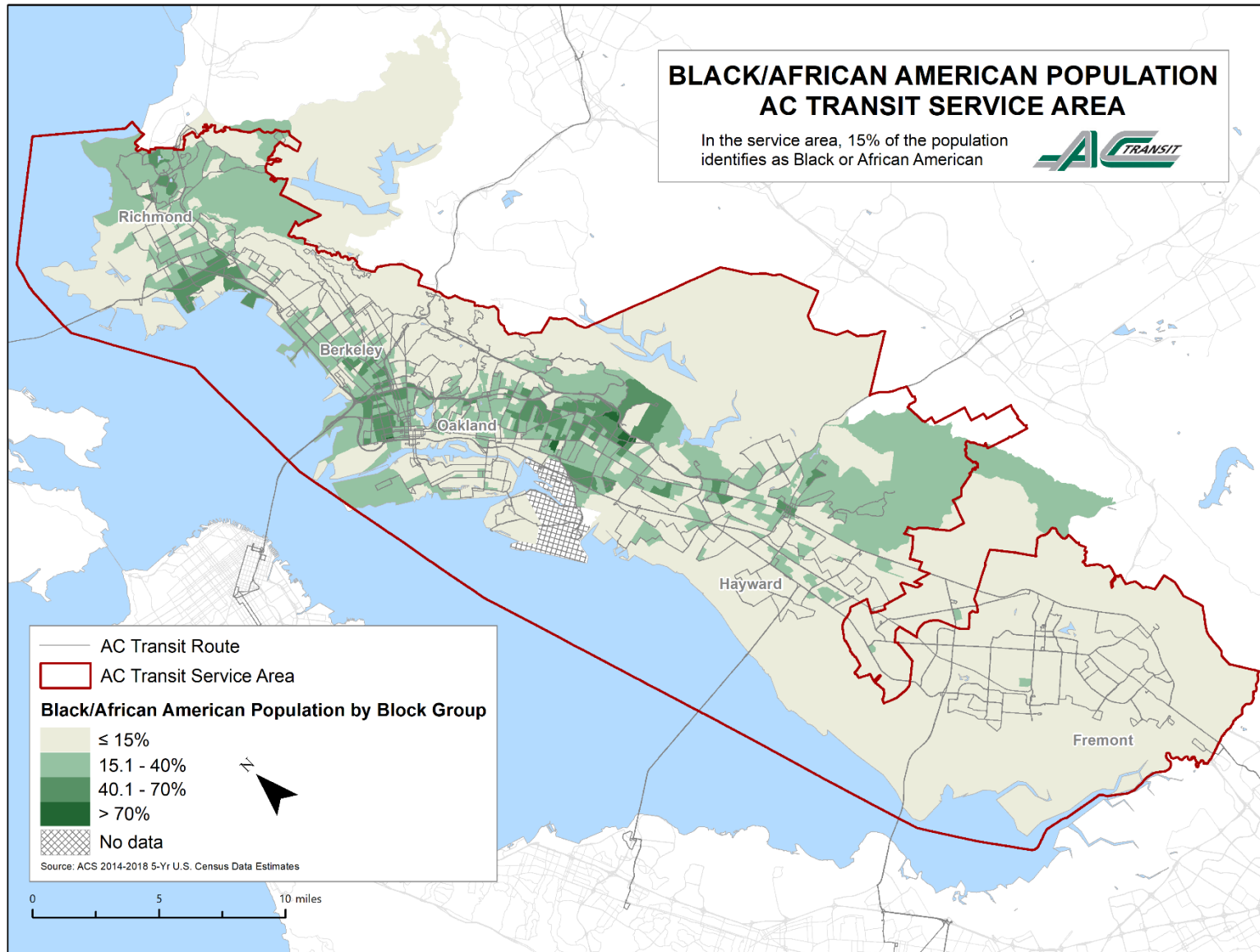
Map 1: Attractors and Generators of Trips in the AC Transit Service Area



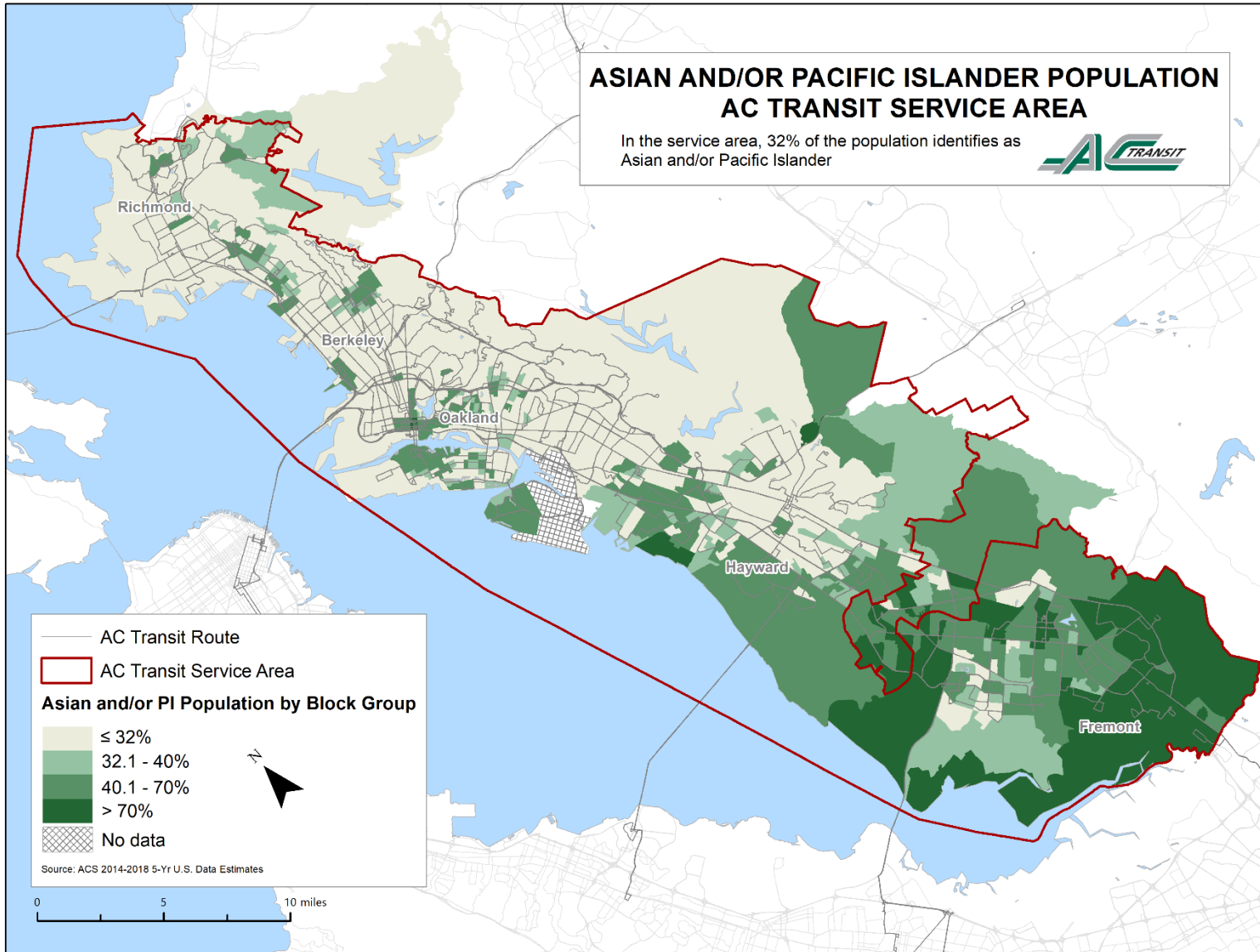
Map 2: People of Color in the AC Transit Service Area



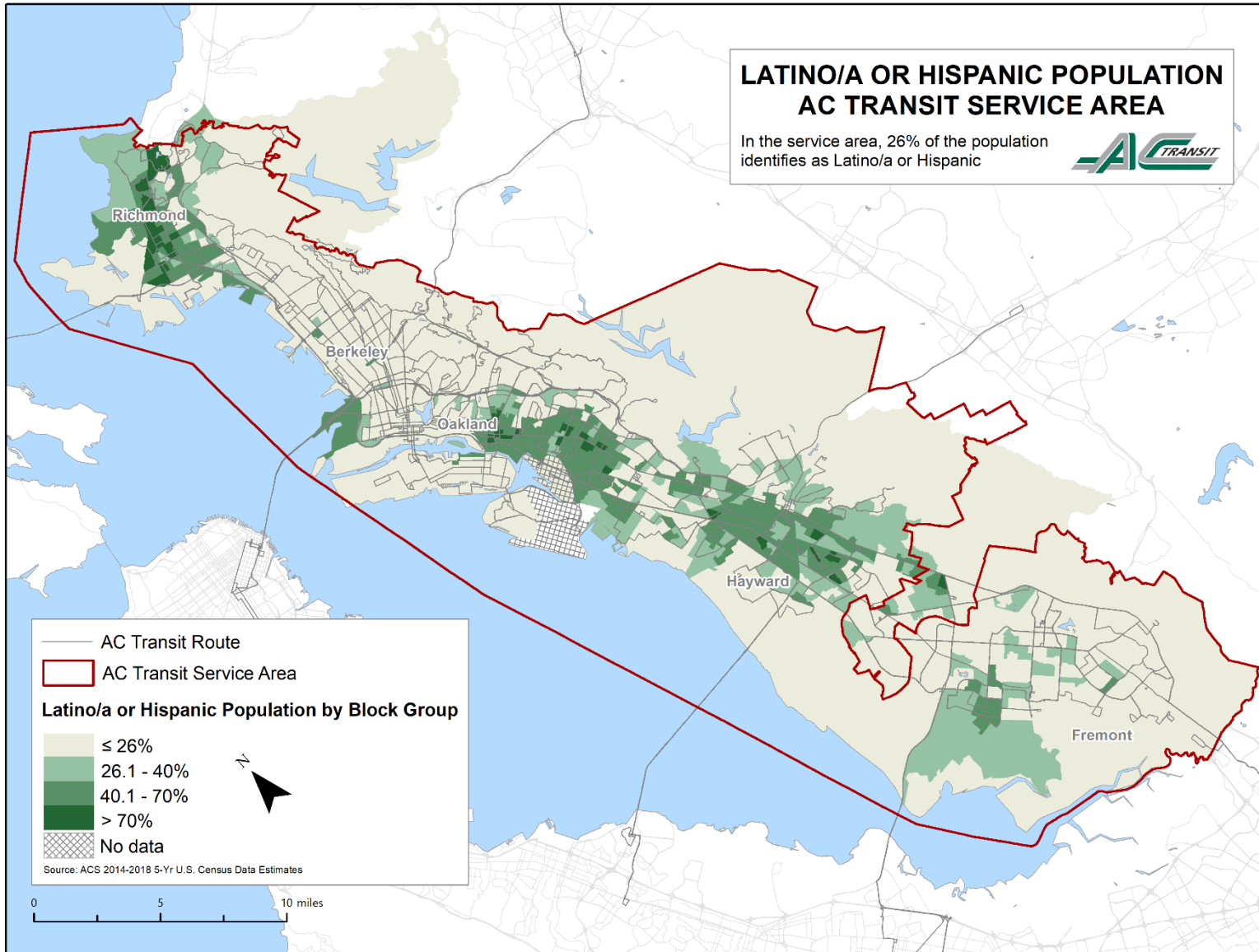
Map 3: Black/African American Population in the AC Transit Service Area



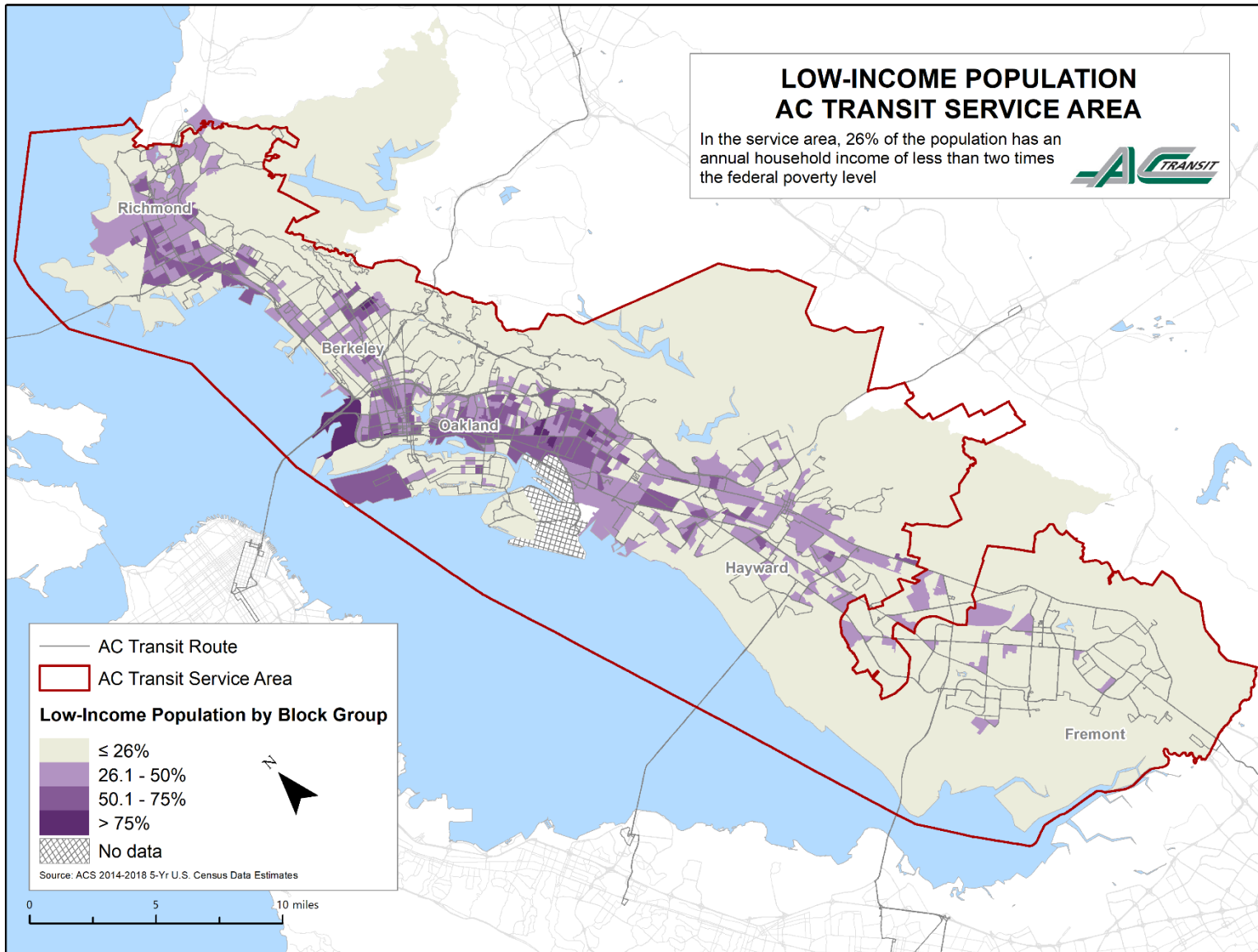
Map 4: Asian and/or Pacific Islander Population in the AC Transit Service Area



Map 5: Latino/a or Hispanic Population in the AC Transit Service Area



Map 6: Low Income Population in the AC Transit Service Area



Appendix L: ACT 2017-18 Onboard Survey Report

AC Transit conducted a survey of riders in late 2017-early 2018. Staff report 17-231a was received by the Board of Directors on July 25, 2018. A summary report of the survey is attached below.

The full onboard survey report, which was included as Attachment 1 to staff report 17-231a, can also be found at the following location on the AC Transit website: http://www.actransit.org/wp-content/uploads/board_memos/17-231a%20Rider%20Survey%20Atch%201.pdf



Alameda-Contra Costa Transit District

2017-18 Onboard Survey

Summary of Findings

Updated – October 2018

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Introduction

AC Transit regularly undertakes efforts to obtain an updated profile of its ridership to help the District assess policies or plans that may impact its riders. The information also helps the District improve engagement with communities of color, low-income populations, and people with limited English proficiency, and explore the possibilities of new fare payment technologies. The ridership profile is used in grant applications, shared with other local and national agencies, and provided in response to public requests for information. In addition, the data collected in this survey is crucial for conducting equity analyses to meet the Federal Transit Administration's Title VI (Civil Rights Act) guidelines and requirements.

Since 2012, the Bay Area's metropolitan planning organization, the Metropolitan Transportation Commission, has been conducting a coordinated effort among Bay Area transit agencies to collect transit passenger data as part of the region's Transit Sustainability Project. The current survey represents the second cycle of that effort, and provides a view of ridership from 2013 to 2018, as well as consistency and comparability of data between transit properties in the Bay Area.

The survey, conducted by ETC Institute, Inc., consisted of an interview conducted with a tablet computer and using random sampling methods to select participants. The survey was designed to capture each component of a rider's trip, including all trip segments, transfers, and access and egress information. In addition to travel data, the survey collected information about the rider's demographics, including languages spoken, self-identified race and ethnicity, and household income. The survey also asked how riders paid for their transit trips. The survey was conducted onboard AC Transit buses between late Fall 2017 and Spring 2018.

The goal of the survey was to collect a representative sample of 5% of all boardings for riders age 16 and older. The actual number of weekday surveys completed was 13,052, which represents 8.2% of all weekday riders. A sample size of 1,000 was selected for weekend boardings and surveys were collected in proportion to weekend boardings by route. The actual number of weekend surveys completed was 1,824, representing 6.3% of all weekend riders.

Prior to the main onboard intercept survey, ETC Institute conducted two additional smaller surveys to prepare for the full intercept survey. The first (called the On-to-Off or O2O survey) was a pretest to ensure the survey would be properly conducted; its objective was to evaluate the sampling plan and data collection methods in order to identify and address any potential problems. A second small survey (called the Title VI survey) was administered on a subset of AC Transit routes to assist with validating and expanding the main survey data. This survey was also used to support an income imputation process for respondents who did not provide household income information in the main survey.

The following are some general findings, based on all survey responses.

Who is the AC Transit rider?

- Seventy-five percent of riders identify as people of color, and 80% of low-income riders are people of color. (When conducting data analyses, AC Transit considers a person low-income if they live in a household of less than \$50,000.)
- Ten percent of riders live in a household where no one is employed, and two-thirds of riders live in low-income households. People of color riders are more likely to be low-income (70%) compared to riders who identify as non-Latino whites (52%).
- Counting all riders, 8% pay the Youth fare, 7% pay the Senior fare, and about 4% pay the Disabled fare.
- More than a quarter of riders say they speak a language other than English at home; about one in four of these riders are considered to have Limited English Proficiency.
- Slightly more than one-third of riders are not employed; a larger number of low-income riders, 44%, are not employed.

How do people use AC Transit?

- A very large percentage of riders – over 90% – walk to or from their bus stop. For about two-thirds of riders, that walk is two blocks or less.
- More than two-thirds of all AC Transit riders do not require any transfers to complete their one-way trip.
- One in five riders take AC Transit seven days per week, and six out of ten riders ride AC Transit at least five days per week.
- Forty-three percent of riders do not have access to a vehicle, and a majority of low-income riders (54%) have access to zero vehicles.
- Seventy percent of all riders use a Clipper card to pay for their one-way trip. Riders that identify as non-Latino whites or that have income of \$50,000 or more are more likely to use Clipper (79% and 78%, respectively).

New Findings:

- Almost nine out of every ten riders (86%) own a smartphone, with the percentage of ownership among all groups being very similar (between 82% and 93%).
- The one exception with regard to smartphones is that fewer riders who are 65 or older (60%) own one. However, older riders who do own smartphones have access to the internet in similar percentages (93%) as the ridership as a whole (92%).
- Among all riders who own a smartphone, the range in access to data across groups is similarly small but with a high degree of penetration – 91% to 94% – across all groups.

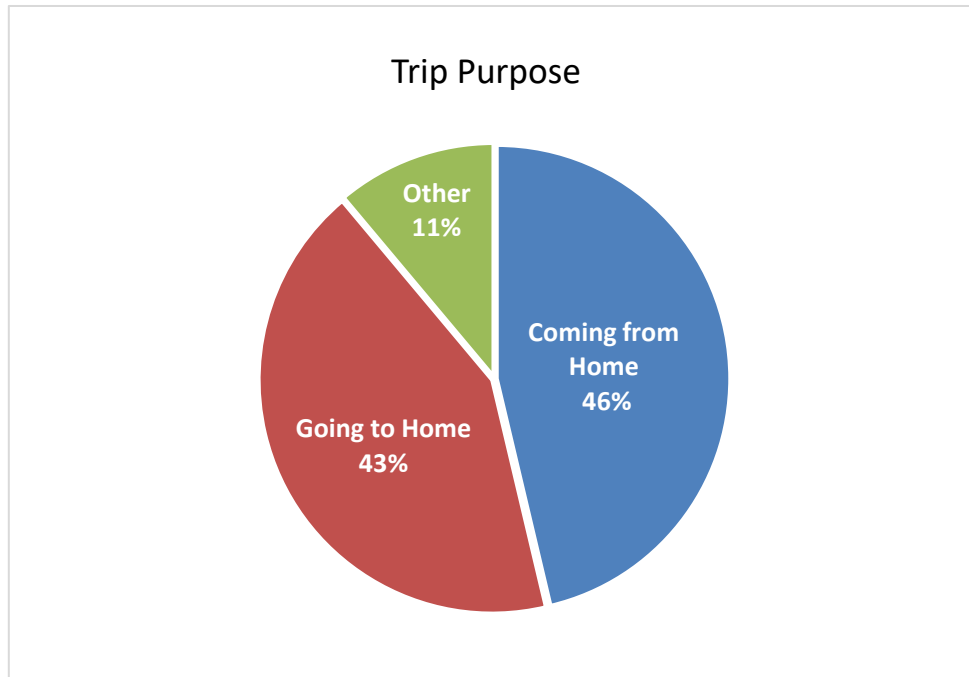
The following information is based upon breakdowns of the responses from the 2017-18 on-board ridership profile survey. The data are presented by Weekday, Weekend, and a comparison of Transbay and Local riders' survey responses.

Weekday Findings

Weekday Trip Characteristics

Trip Purpose

The majority of weekday riders are coming from or going to home when they ride AC Transit.

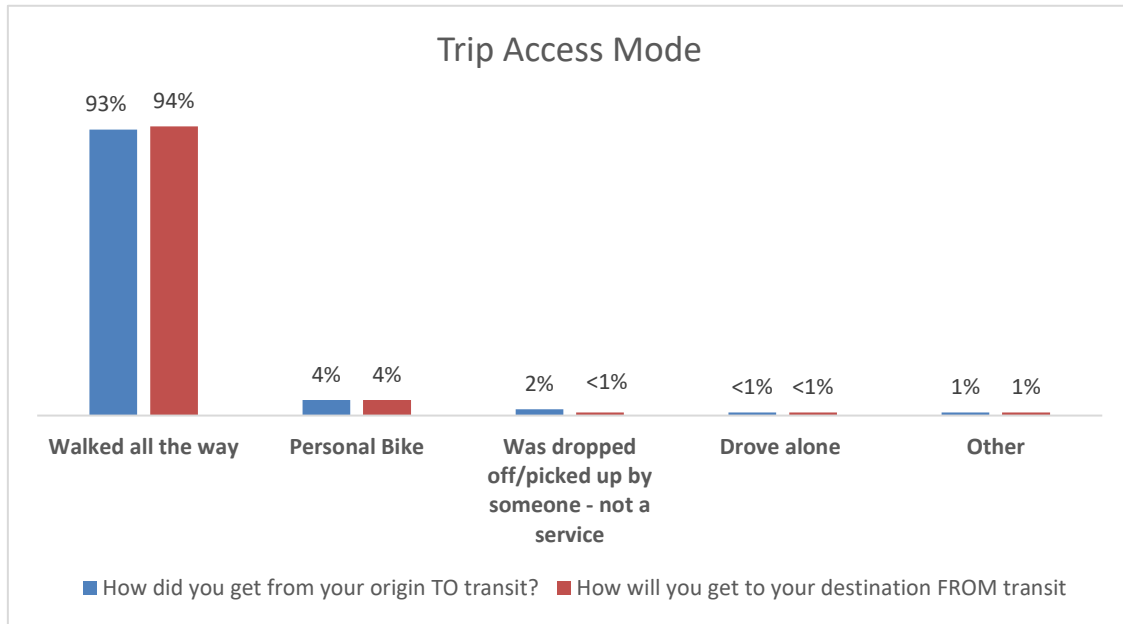


Riders also use the bus to go to or from work (23% and 24% respectively) and for social or recreational activities (8% and 6%).

Weekday riders in low-income households (those with income under \$50,000) are less likely to ride the bus to or from work than those in not low-income households (33% and 58% respectively). People of color (39%) are also less likely than non-Latino white riders (49%) to ride the bus to or from work.

Trip Access

A very large majority of weekday riders – more than 90% – walk to begin or end their trip, and about 5% of riders use a personal bike. Adding together driving alone and being dropped off or picked up by someone they know, another 1-2% use a personal car. As seen in the chart below, how people get “to” transit and how they get “from” transit closely mirror each other.

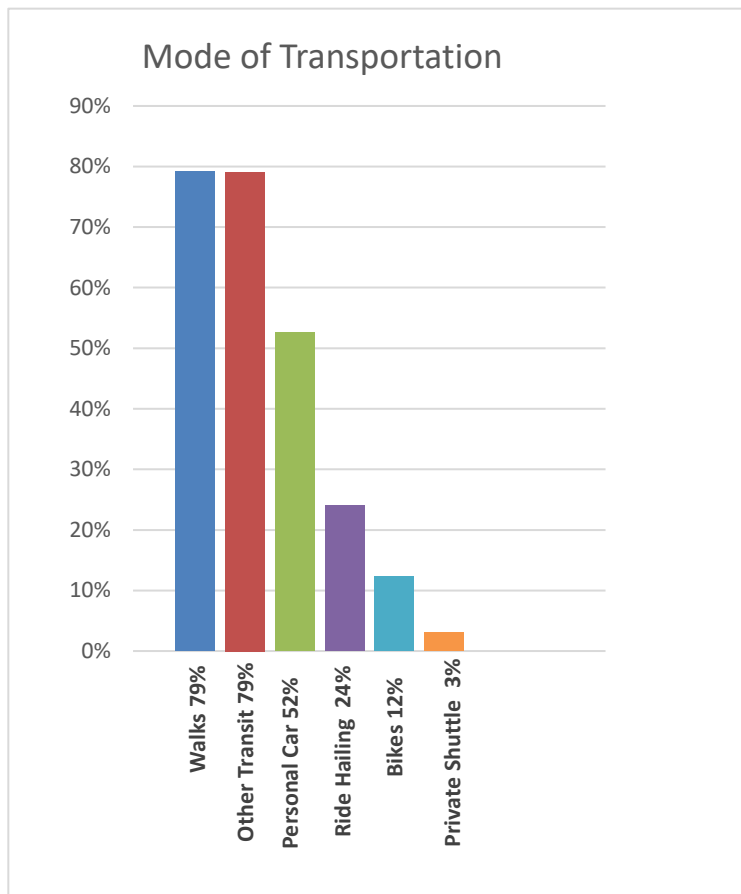


Note: Due to rounding, totals may add up to more than 100%

For weekday riders that walk, more than 68% walk less than 2 blocks to their first transit ride, and about two-thirds walk less than 2 blocks from transit to their final destination. A slightly higher percentage of weekday riders of color (69%) have that short of a walk to their first bus stop compared to non-Latino white riders (66%), and more low-income riders (72%) have that short of a walk than riders who are not low-income (61%).

Other Modes of Transportation

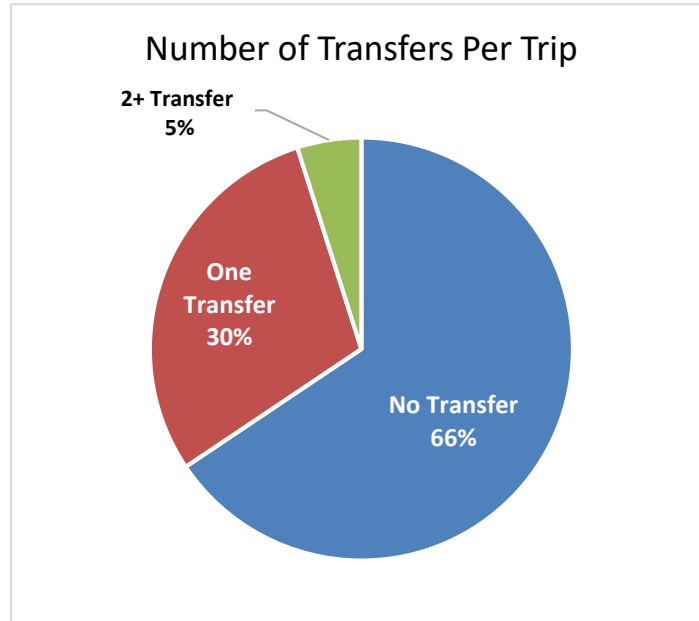
Outside of riding AC Transit, walking and using other transit agencies services are the most popular ways of getting around for riders; almost 8 in 10 weekday riders report using one or both of these modes. This is followed by 52% who use a private car, including driving themselves, getting a ride from someone, or using a carpool. Twelve percent of riders say they bike, which is four times as many people as in the last survey. Although fewer than 1% of weekday riders indicated they used a ride-hailing service (such as Lyft or Uber) to get to or from the trip on which they were surveyed, almost one in four (24%) do sometimes use a ride-hailing service to get around.



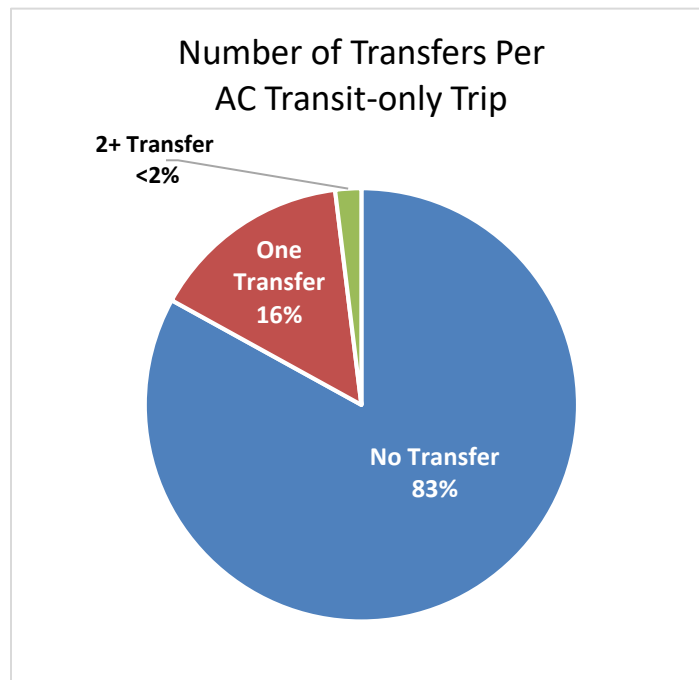
Note: In this question, riders were asked to mark all that apply, so percentages add up to more than 100%.

Transfers

About two-thirds of weekday riders (66%) are able to complete their trips without making a transfer, including to/from another transit agency. This is an improvement of 10% since the 2012-13 survey.

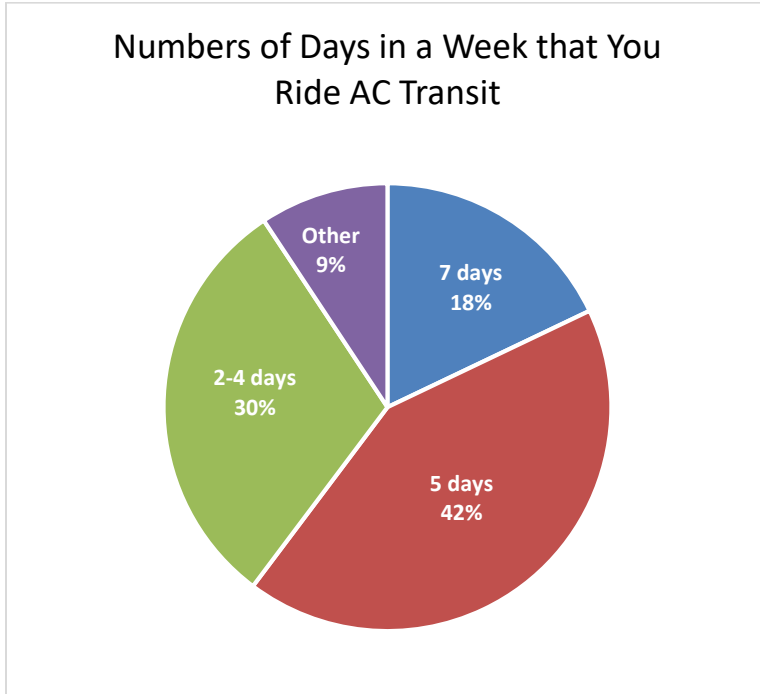


For weekday riders who begin and end their trip on AC Transit, even fewer transfers are needed – 83% of AC Transit-only weekday riders have a one-bus trip. About 87% of weekday riders use only AC Transit and 13% connect to another public transit agency's services.



Regular Use of AC Transit

A majority of weekday riders (60%) use AC Transit at least five days in a typical week, and another 30% ride it two to four days per week.



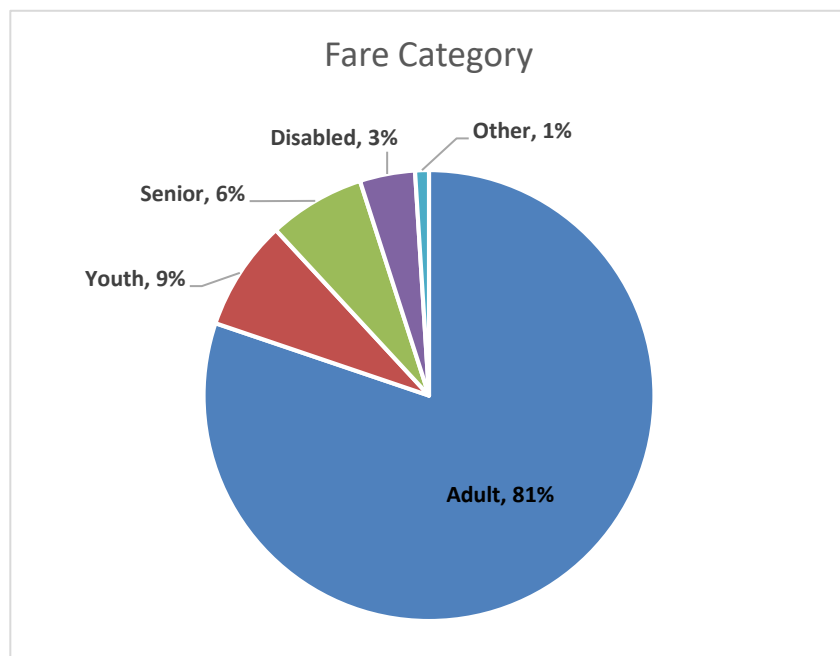
Low-income weekday riders are more likely to use AC Transit 7 days per week (22%) compared to those with household incomes of \$50,000 or more (12%), and people of color weekday riders are more likely to use AC Transit that often (20%) compared to non-Latino white riders (14%).

Weekday Fare Payment Characteristics

There are a variety of ways to analyze fare payments in order to understand how AC Transit riders access the service, including what fare category riders are using and what method they use to pay. In future surveys, the survey questions may be refined in order to better analyze ridership.

Fare Category

Eight out of ten AC Transit weekday riders pay the full Adult fare. People paying a Youth fare make up about 9% of the ridership, and people paying the Senior fare (6%) and Disabled fare (3%) make up the rest.



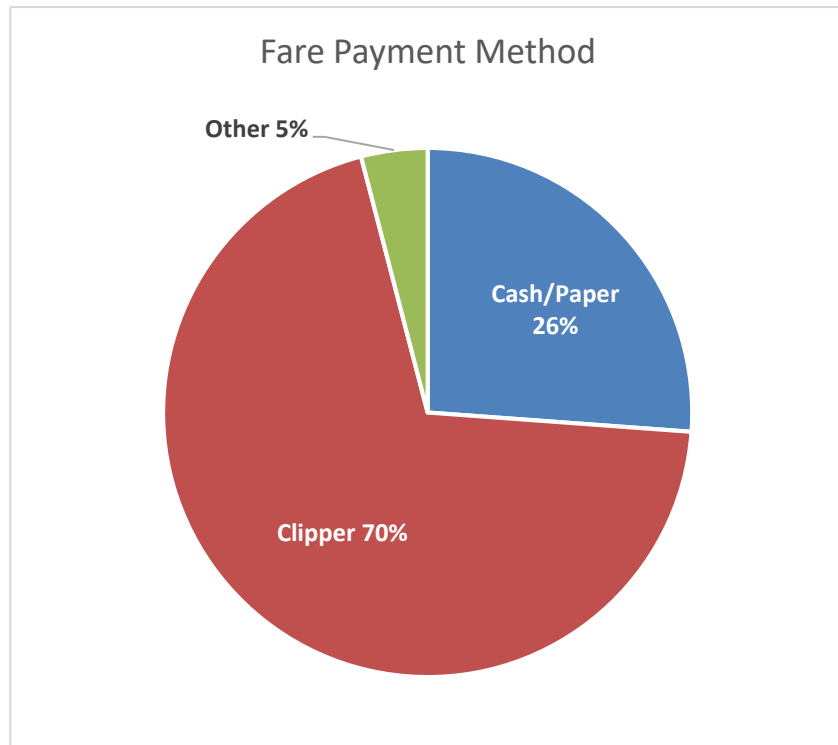
On weekdays, more riders who are people of color (19%) pay one of the discount fares, compared to non-Latino white riders (15%). Twenty-one percent of low-income riders pay one of the discount fare categories, compared to 12% of riders with household income over \$50,000 or more.

A larger percentage of low-income riders pays the Disabled fare (5%) compared to 1% of not low-income riders. Finally, double the number of riders who are age 65 or older pay the Disabled fare (7%), compared to riders that are younger than 65 (almost 3.5%).

Fare Payment Method

Seventy percent of weekday riders use Clipper to pay their fare. This is an increase of 12% since the last survey. Since the last survey counted all EasyPass and Regional Transit Connection (RTC) card users in the Clipper category, this increase reflects an actual increase in Clipper use.

Clipper users include people who buy monthly passes, who are EasyPass clients, and those who use descending cash value on their cards. Use of the RTC card is included in “other.”



Note: Due to rounding, totals may add up to more than 100%

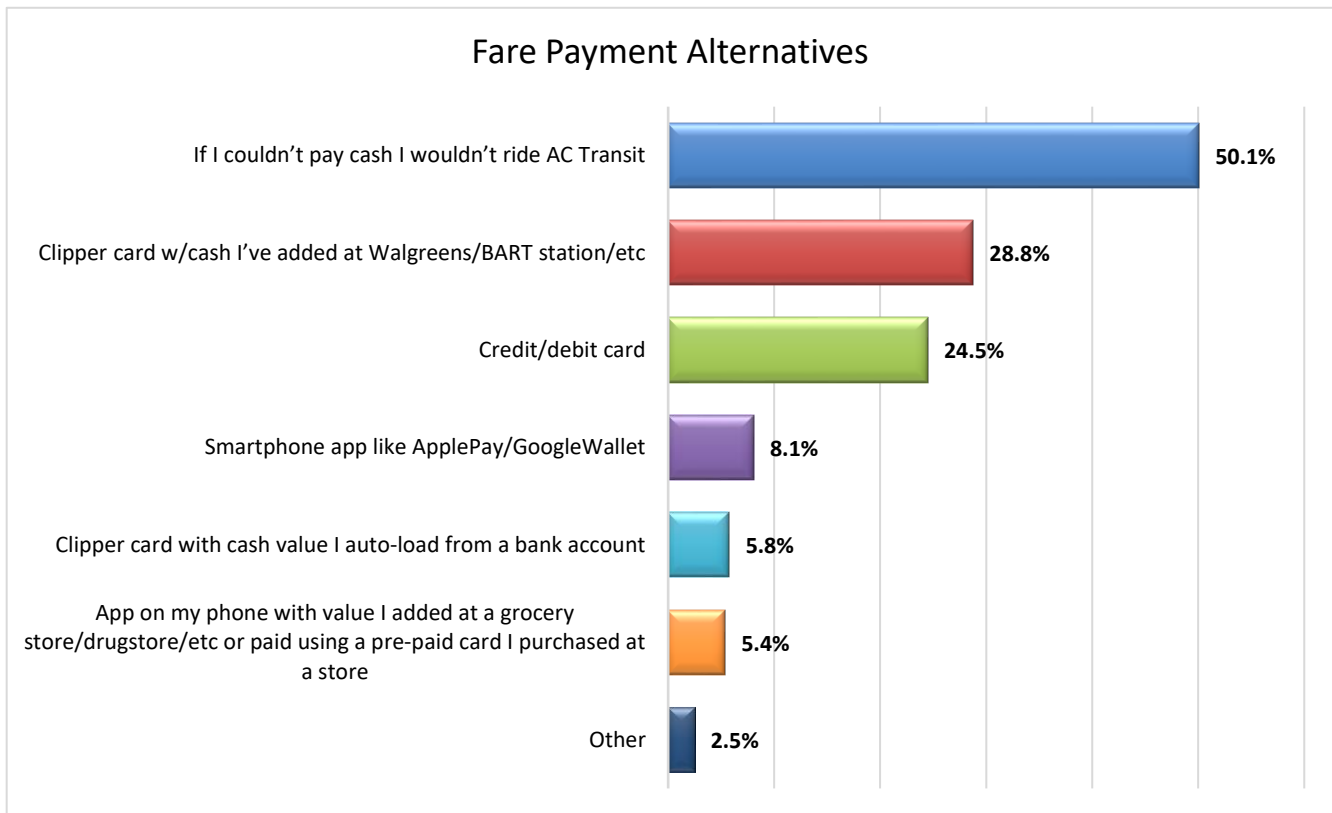
Weekday AC Transit riders who are low-income are less likely to use Clipper (66%) compared to those who are not low-income (78%). People of color are also more likely to use cash or paper as a way to pay their fares (29%) compared to non-Latino whites (16%). A much larger percentage of Transbay riders (88%) use Clipper, compared to Local weekday riders (68%).

Riders purchase the Day Pass in a variety of ways: buying it with cash at the farebox on a bus, tagging their Clipper card three times over the course of the day (using the fare accumulator), or through a social service agency. More research must be done to assess how much the Day Pass has been adopted since its introduction in 2014.

Fare Payment Alternatives

In order to assist the District’s exploration of new technologies to support alternative forms of payment, the survey asked riders who paid with cash or paper, “If you were unable to pay with cash today, which of the following payment methods might you use?” Riders could select any or all choices.

Fifty percent of these weekday riders said they wouldn’t ride AC Transit if they couldn’t pay their fare with cash. However, among riders who selected an alternative, almost 30% of cash-paying riders said they would use Clipper with cash value they added at a local store or a BART station, and one in four said they would use a credit or debit card.

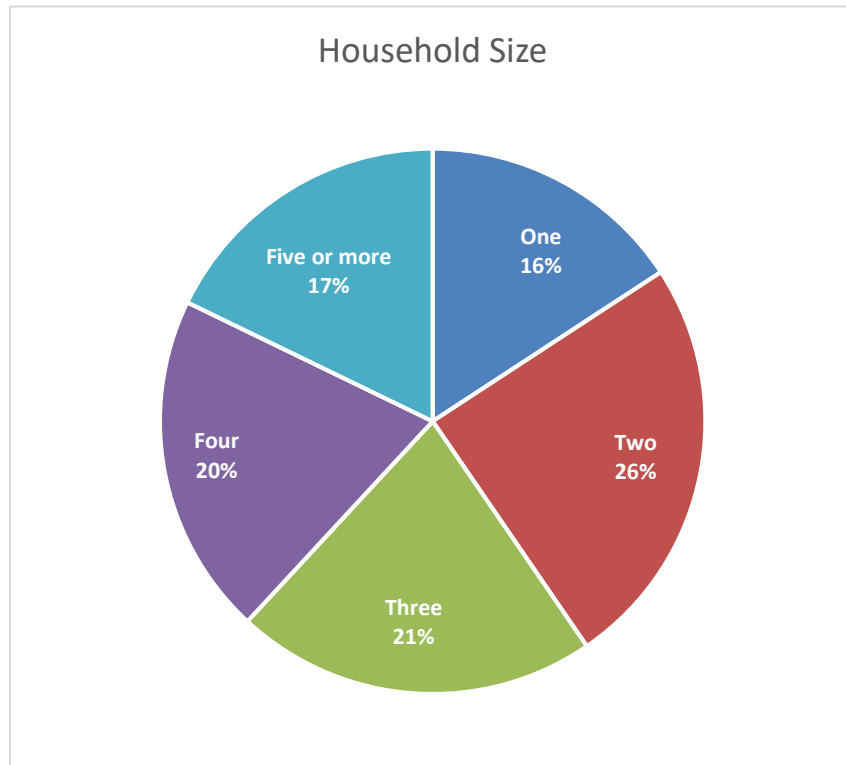


Note: In this question, riders were asked to mark all that apply, so percentages add up to more than 100%.

Weekday Household Information

Household Size

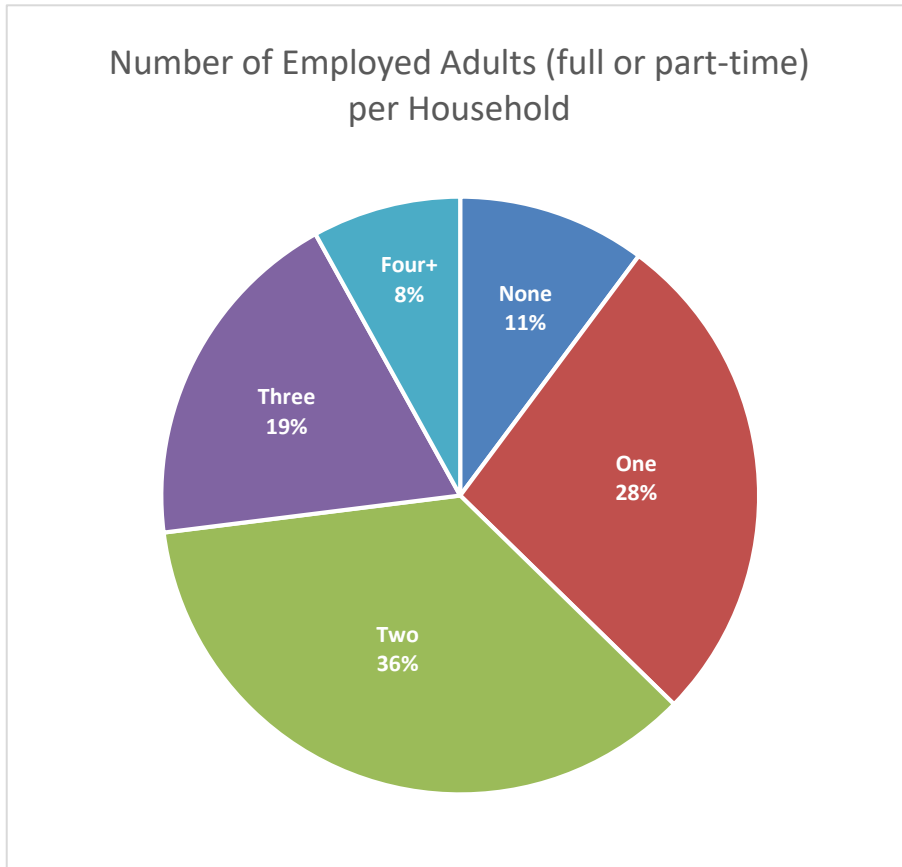
AC transit weekday riders are distributed fairly evenly in households of various sizes: most riders live in households made up of two, three, and four people (26%, 21%, and 20% respectively). A slightly smaller number, about 16%, live by themselves and another 17% live in larger households.



The median AC Transit weekday riders' household size is three people.

Household Employment

Almost six in ten weekday riders live in households with at least two working adults, however, 11% of AC Transit riders live in households where no one is employed.



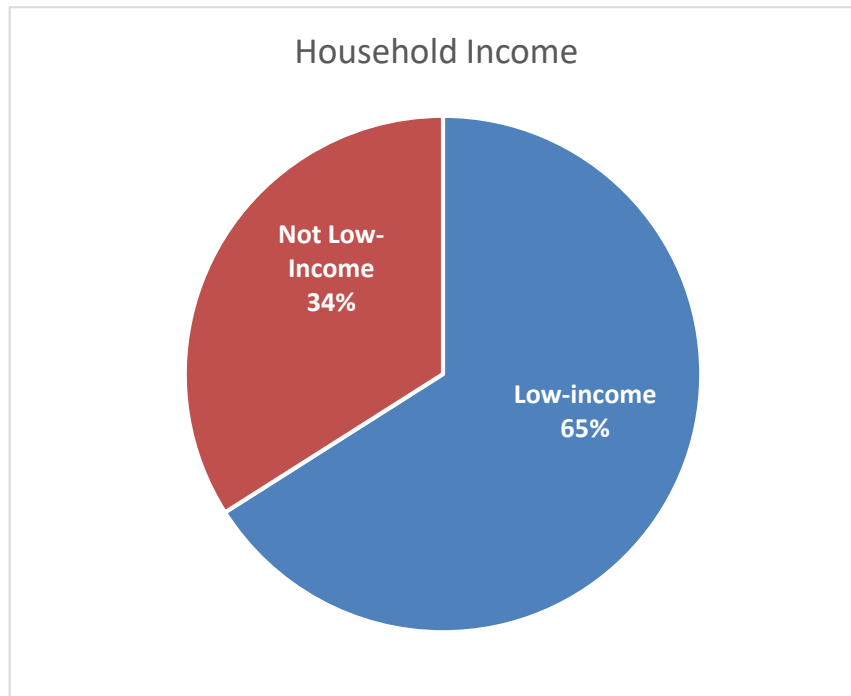
Note: Due to rounding, totals may add up to more than 100%

Household Income

One in three weekday riders lives in a very low-income household, defined by having household income of below \$25,000, and almost two in three (65%) have annual household income of under \$50,000 – which is considered low-income for District data analysis purposes.

Which of the following best describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2016 before taxes?		Percent Low-Income
Below \$25,000	33%	65%
\$25,000-\$49,999	32%	
\$50,000 - \$99,999	25%	34%
\$100,000 or more	9%	
Other*	<2%	

*Note: Other includes refuse & unable to calculate

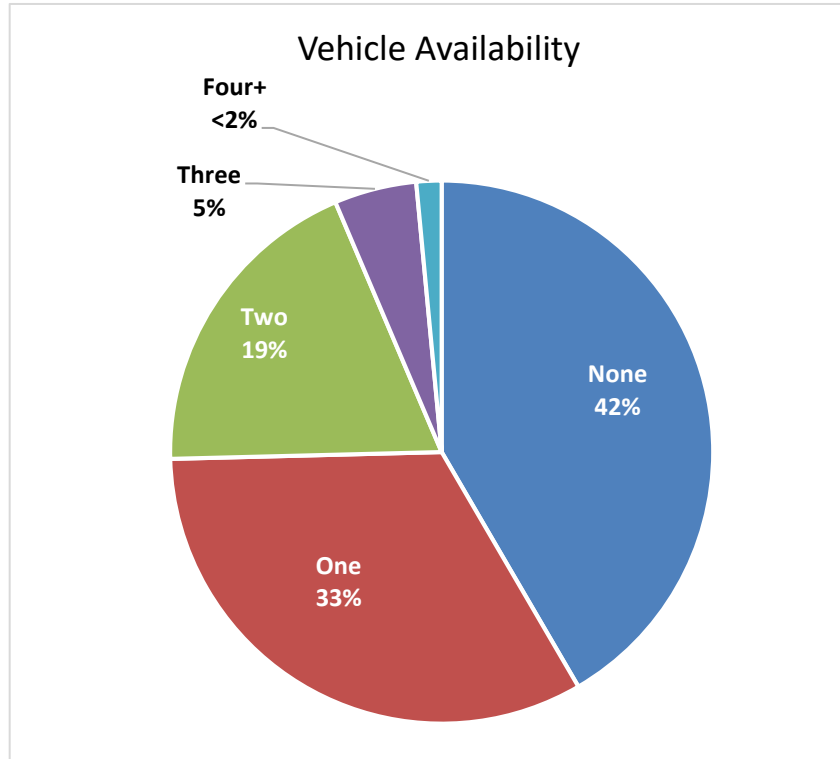


An AC Transit weekday rider that is a person of color is more likely to have household income under \$50,000 (70%) versus a rider who identifies as white alone, non-Latino (52%).

The median household income of AC Transit riders is \$36,351.

Vehicle Availability

Nearly 42% of AC Transit weekday riders are without a working vehicle in their household; another 33% have access to only one vehicle.

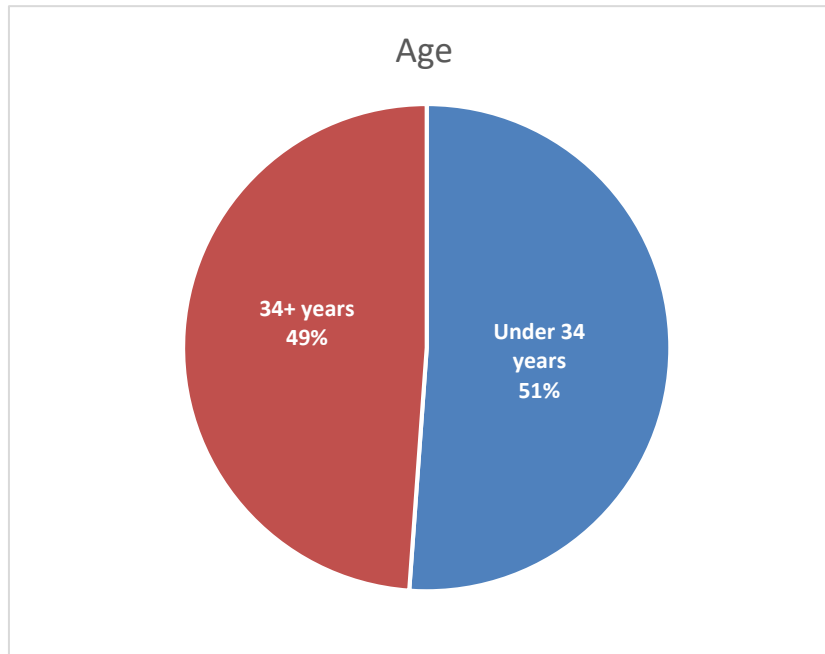


Weekday riders with income under \$50,000 are more likely to not have access to a car (53%) compared to riders with income of \$50,000 or more (less than 20%).

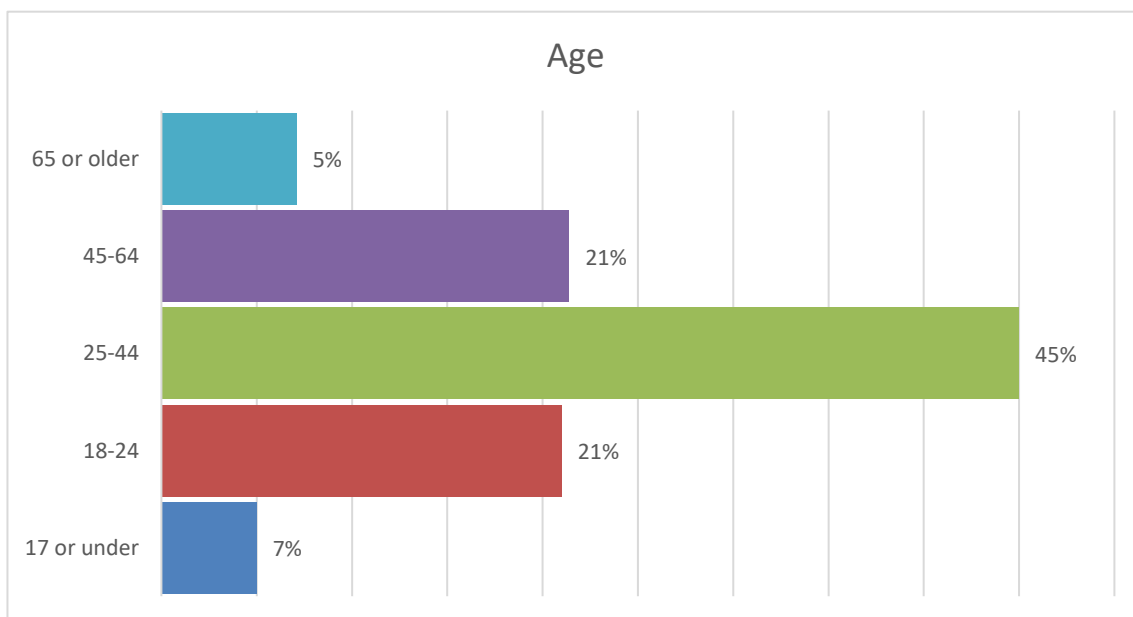
Weekday Rider Demographics

Age

AC Transit weekday riders are roughly split between those under 34 years old (51%) and those age 34 or older (49%).

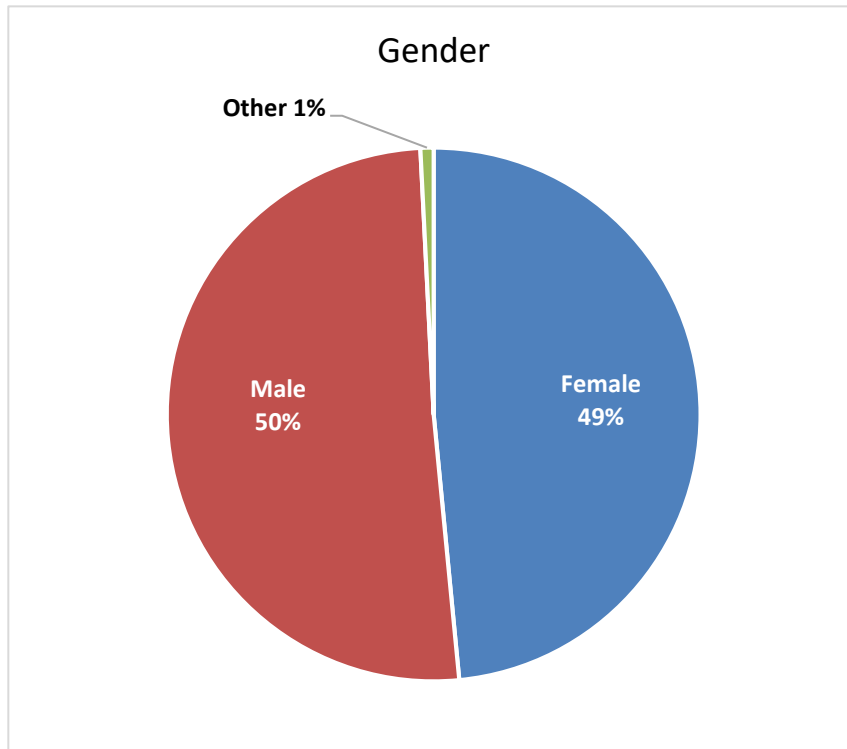


Almost half of AC Transit riders (45%) are between the ages of 25 to 44; the median age of AC Transit weekday riders is 33 years old.



Gender

AC Transit weekday riders are roughly evenly split between male (50%) and female (49%). Riders were also given “Other” as an option for gender and in this survey 0.5% of riders identified this way.



Note: Other includes other & refuse to answer

Employment/Student Status

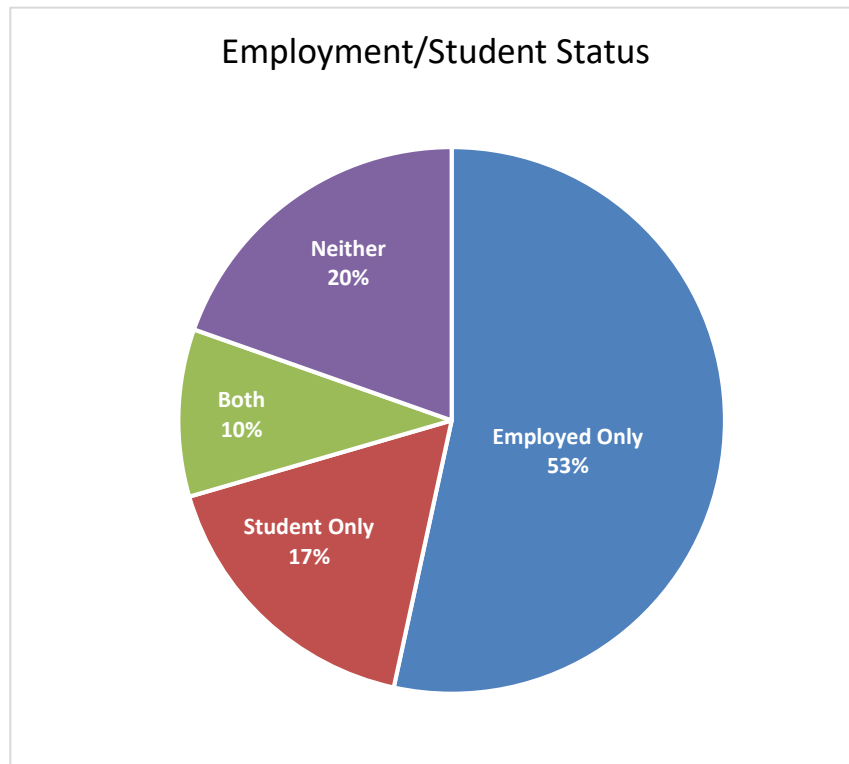
Sixty-three percent of AC Transit weekday riders are employed, either part-time or full-time, and 27% of AC Transit riders are students.

Employed	63%
Not employed	37%

Not a student	73%
Student	27%
Full Time college/university	10%
Part Time college/university	10%
K - 12th grade	8%

Note: Due to rounding, totals may equal more than 100%

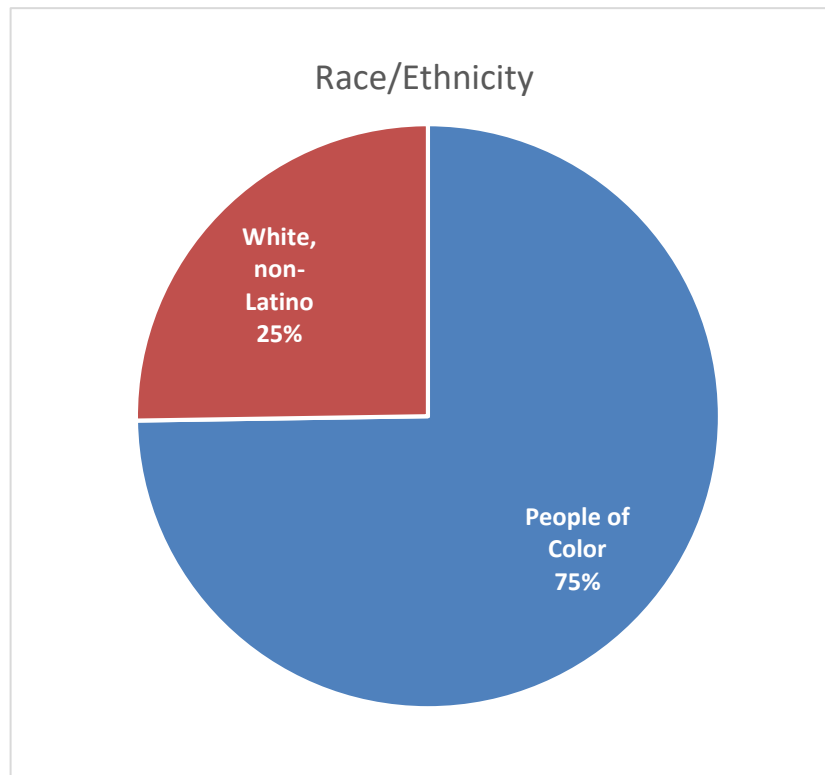
A majority of AC Transit weekday riders (53%) are employed only and not also students; this is an increase of 9% since the last survey. Almost 10% of riders are both students and workers, and one in five riders is neither a student nor employed.



AC Transit weekday riders under the age of 35 are less likely to be employed only (43%) versus those 35 or older (65%). Person of color weekday riders are less likely to be employed only (51%) compared to non-Latino white riders (61%).

Race/Ethnicity

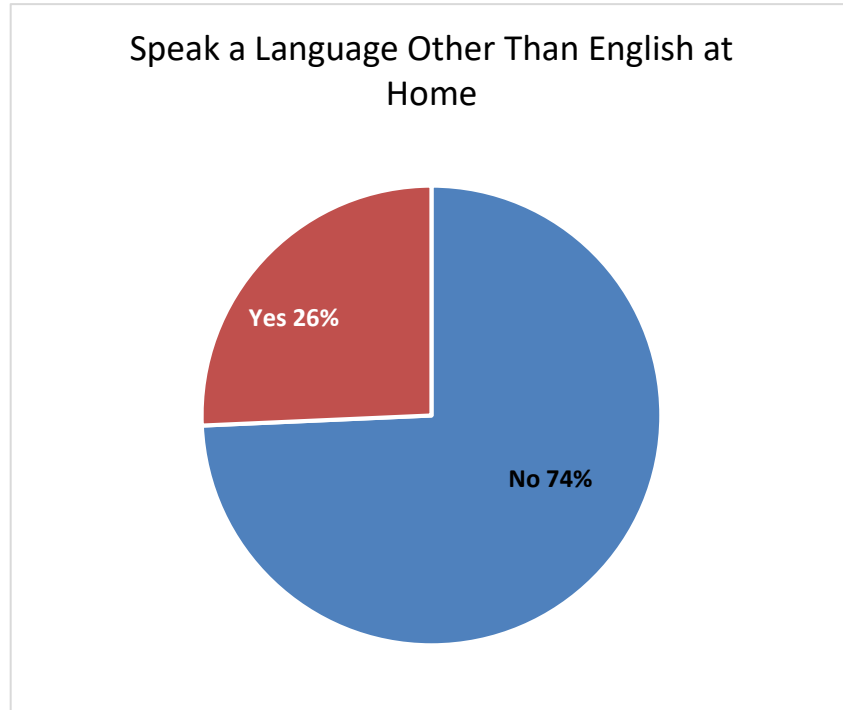
A large majority of AC Transit weekday riders are people of color (75%).



In addition, the weekday ridership is very diverse, with the largest group (about 30% of weekday riders) identifying as Black or African American. About 20% identify as Latino or Hispanic, the same as in the last survey, and another 14% identify as Asian.

Language

One in four AC Transit weekday riders (26%) speaks a language other than English at home.



About half of weekday riders who report speaking a language other than English at home say that Spanish is the language they speak. Chinese and Tagalog are next most common.

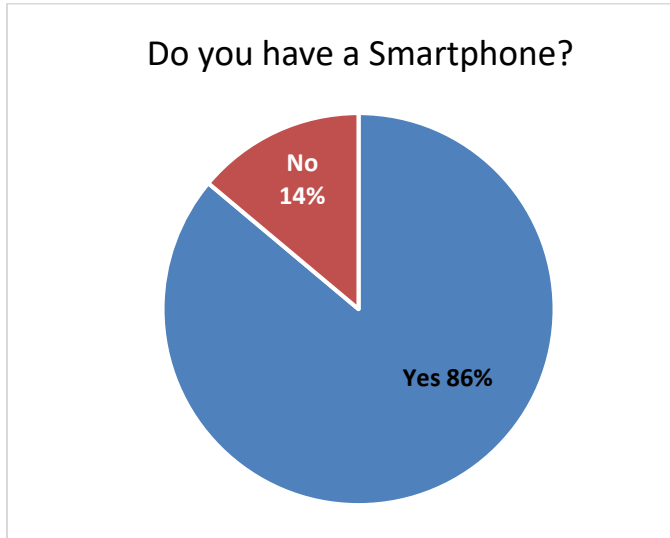
Most Common Languages Spoken at Home Besides English	
Spanish	51%
Chinese	14%
Tagalog	5%
Vietnamese	3%
Hindi	3%
French	3%
Korean	2%
Arabic	2%
Japanese	2%
Other	16%

Of weekday riders who speak a language other than English at home, almost three-quarters (74%) indicate they speak English very well. Accordingly, approximately 26% of AC Transit riders are considered to have limited English proficiency (LEP) for data analysis and compliance purposes

Weekday New Findings

Smartphone Ownership

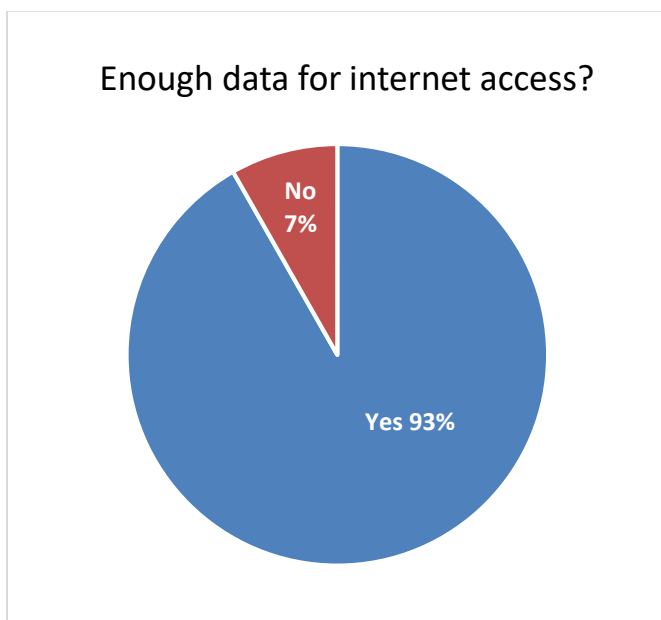
For the first time in the 2017-18 survey, riders were asked about their smartphone use and internet access. A very large majority (86%) of weekday riders own a smart phone.



Low-income weekday riders are slightly less likely to own a smartphone (82%) than not low-income weekday riders (93%). Weekday riders under 65 own smartphones more than weekday riders 65 years or older (88% vs. 60%).

Internet Access

Weekday riders who own a smartphone were asked if they had enough data to use the internet on the day they were surveyed. More than nine out of ten (93%) say they do.

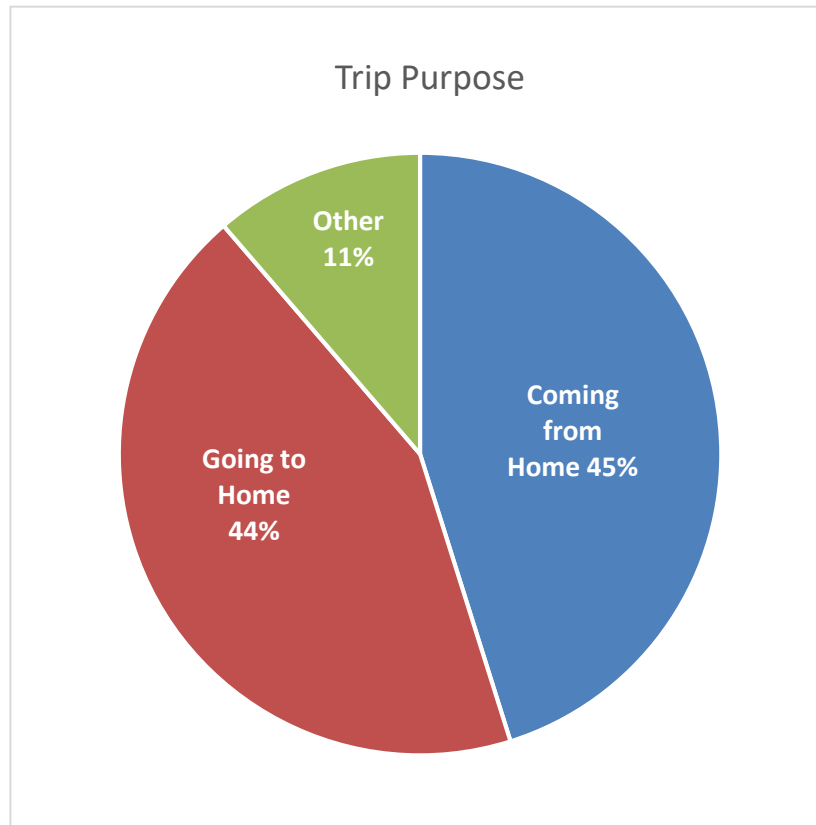


Weekend Findings

Weekend Trip Characteristics

Trip Purpose

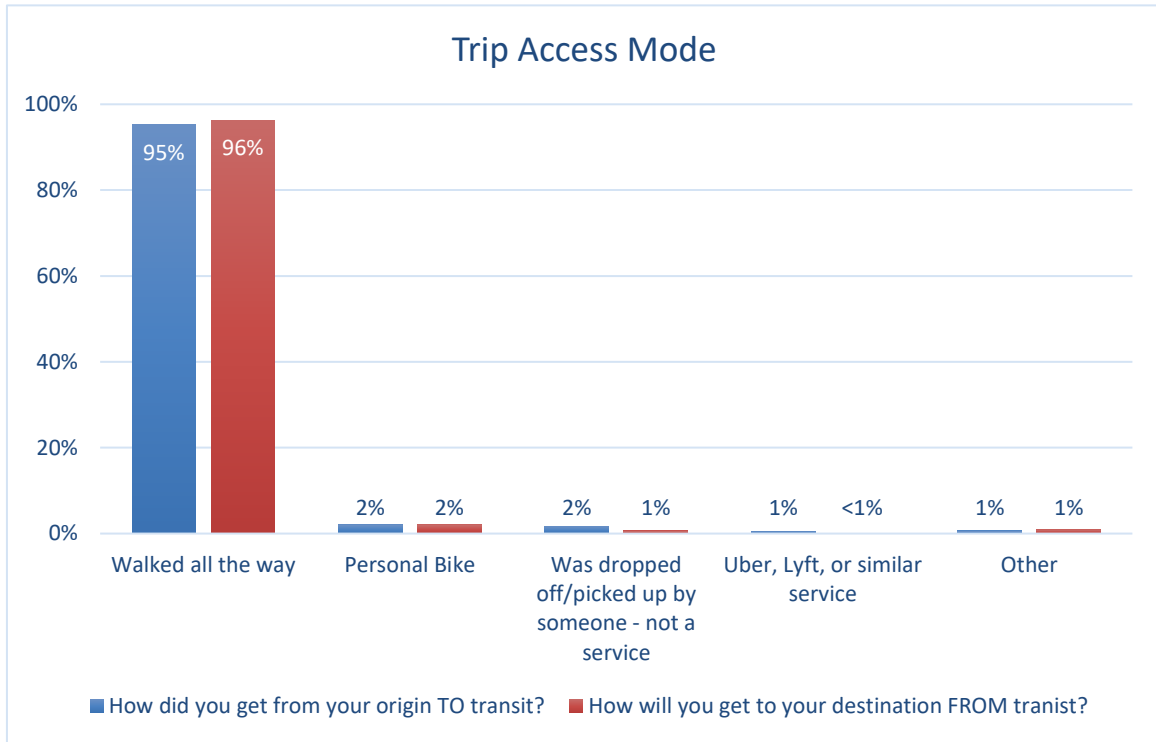
The majority of weekend riders are coming from or going to home when they ride AC Transit.



Weekend riders also use the bus to go to or from work (17% and 19% respectively), to or from social or recreational activities (16% and 11%), and to or from shopping (7% and 9%).

Trip Access

Almost all weekend riders – more than 95% – walk to begin or end their trip, and 2% use a personal bike. As seen in the chart below, how people get “to” transit and how they get “from” transit closely mirror each other.

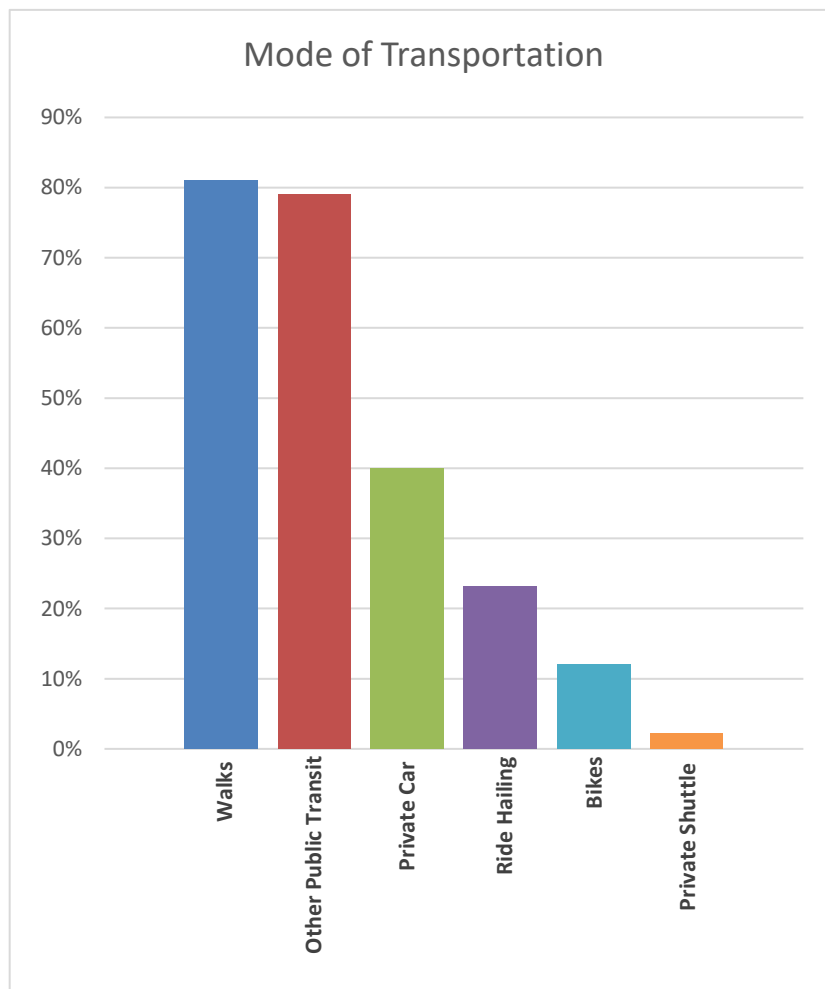


Note: Due to rounding, totals may add up to more than 100%

For weekend riders that walk, almost 70% walk less than 2 blocks to their first transit ride; about 70% also walk less than 2 blocks from transit to their final destination.

Other Modes of Transportation

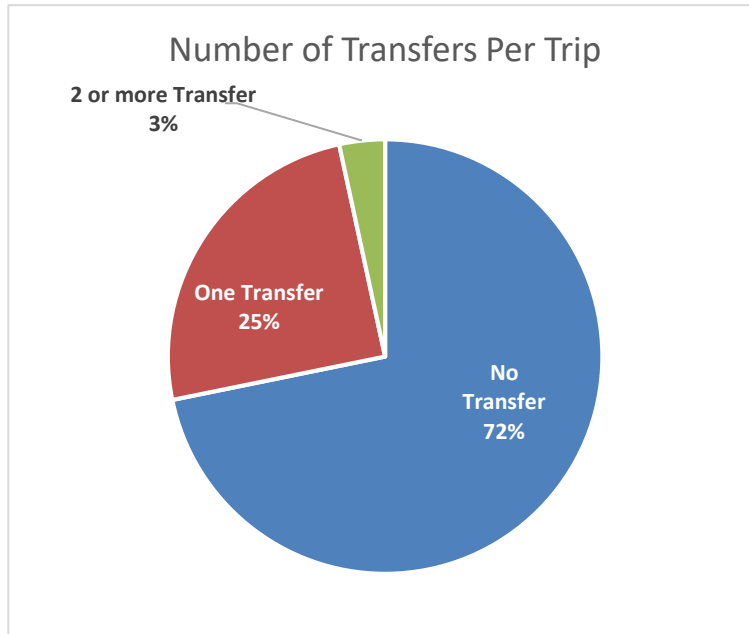
Outside of riding AC Transit, walking and using other transit agencies services are the most popular ways of getting around for riders – 8 in 10 weekend riders report using one or both of these modes. This is followed by 40% who use a private car, including driving themselves, getting a ride from someone, or using a carpool. This is rather less than the percentage of weekday riders who say they use a private car to get around (52%); it might indicate that people who ride the bus on weekends do so in part because they have less access to a car. Twelve percent of riders say they bike. Although fewer than 1% of riders indicated they used a ride-hailing service (such as Lyft or Uber) to get to or from the trip on which they were surveyed, almost one in four (23%) do sometimes use a ride-hailing service to get around.



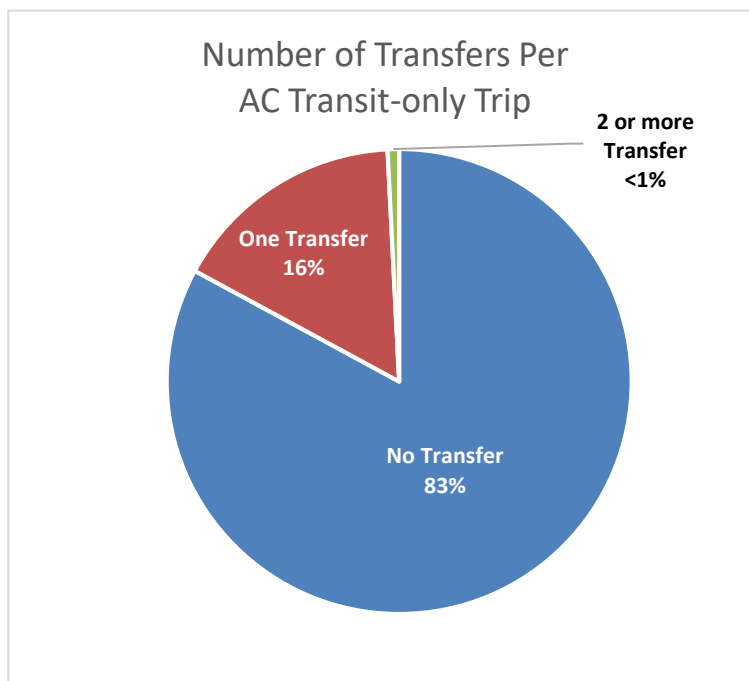
Note: In this question, riders were asked to mark all that apply, so percentages add up to more than 100%.

Transfers

Almost 72% of weekend riders are able to complete their trips without making a transfer, including to/from another transit agency. This is better than for weekday riders (only 66% of whom have a one-ride trip), and is an improvement of 12% since the 2012-13 survey.

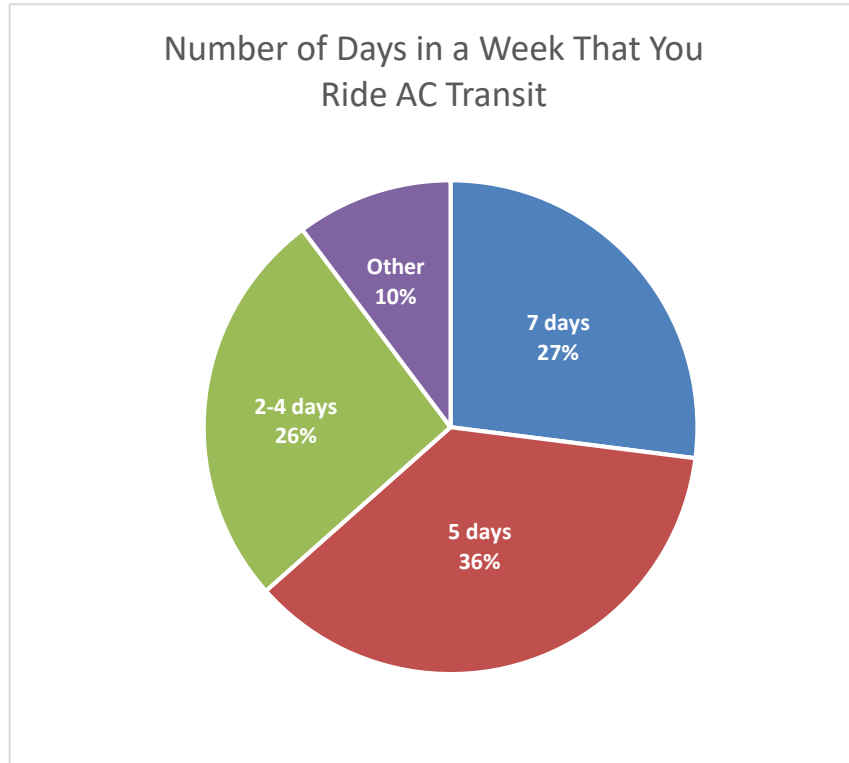


For weekend riders who begin and end their trip on AC Transit, even fewer transfers are needed – 83% of AC Transit-only weekend riders have a one-bus trip.



Regular Use of AC Transit

A majority of weekend riders (63%) use AC Transit at least five days in a typical week, and another 26% ride it two to four days per week. Weekend riders are more likely to ride AC Transit 5 days per week or more than weekday riders (60%).



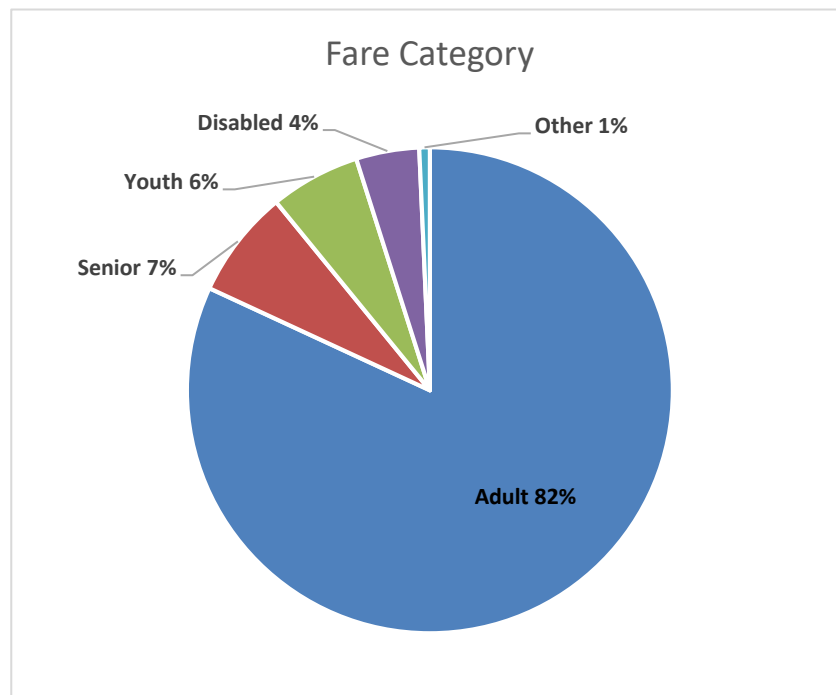
Low-income weekend riders are more likely to use AC Transit 7 days per week (30%) compared to those with household incomes of \$50,000 or more (less than 20%), and people of color riders are more likely to use AC Transit that often (27%) compared to non-Latino white riders (25%).

Weekend Fare Payment Characteristics

There are a variety of ways to analyze fare payments in order to understand how AC Transit riders access the service, including what fare category riders are using and what method they use to pay. In future surveys, the survey questions may be refined in order to better analyze ridership.

Fare Category

More than eight out of ten AC Transit weekend riders pay the full Adult fare. People paying the Senior fare make up about 7% of the ridership (slightly more than during the week) and people who pay the Youth fare make up about 6%, somewhat less than during the week (9%). People paying the Disabled fare category are about the same percentage as during the week.



A larger percentage of low-income weekend riders pay a discount fare compared to riders as a whole (17%).

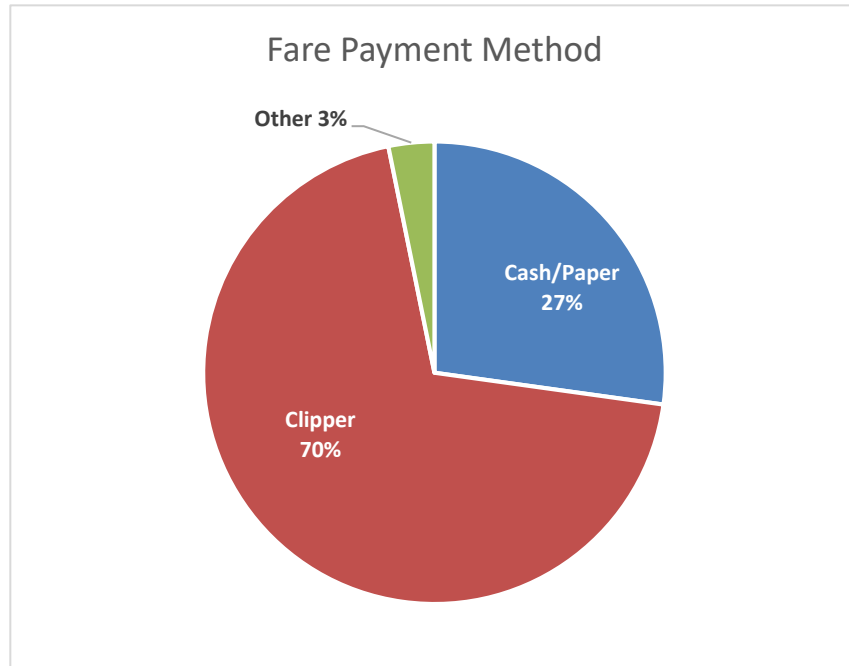
In particular, low-income riders are more likely to use the Disabled fare category (5%) than not low-income riders (2%), and riders age 65 or older are also more likely to pay the Disabled fare category (7%) compared to younger riders (4%).

Riders who are people of color are more likely to pay the Youth fare (7%) compared to non-Latino white riders (2%).

Fare Payment Method

Like weekday riders, seventy percent of weekend riders use Clipper to pay their fare, an increase of 17% from the last survey. Since the last survey counted EasyPass and the Regional Transit Connection (RTC) in the Clipper category, this represents a substantial increase over the last five years.

Clipper users includes people who buy monthly passes, who are EasyPass clients, and those who use descending cash value on their cards. Use of the RTC card is included in “other.”



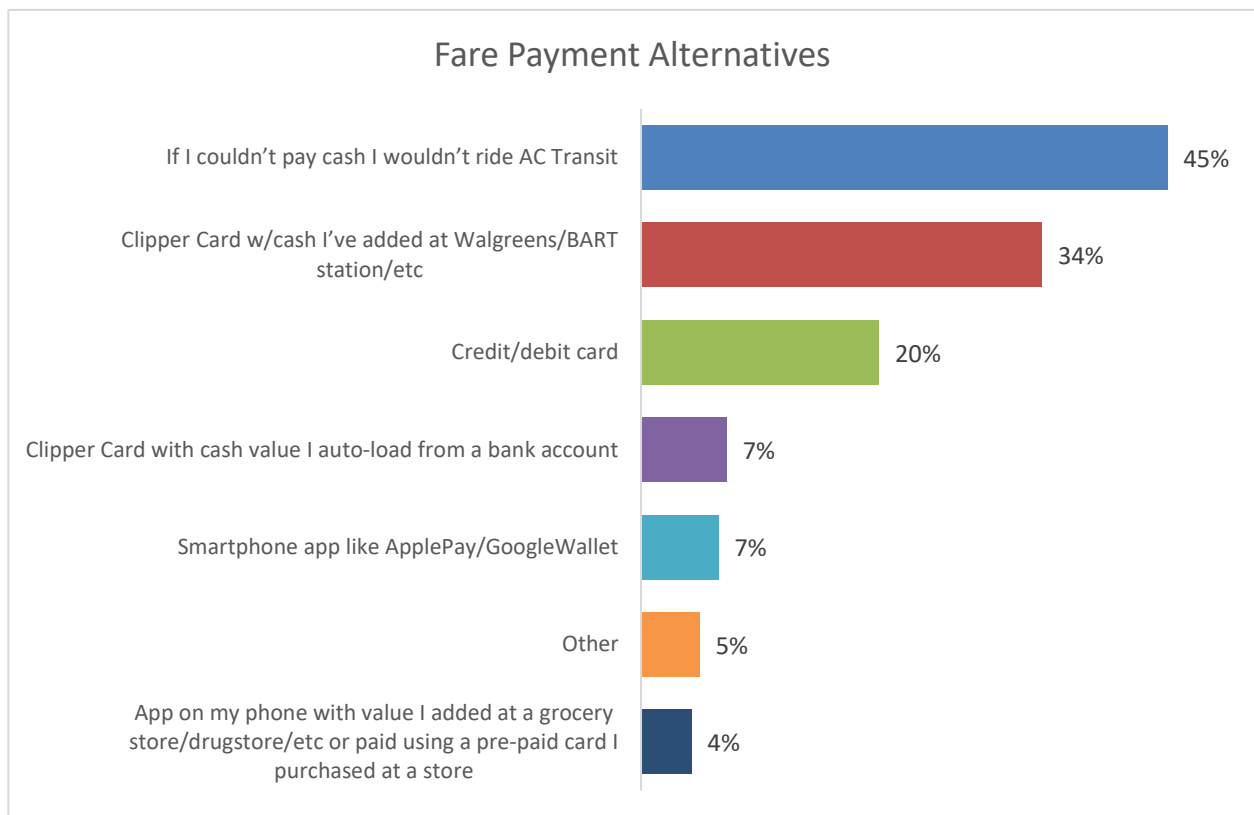
Weekend AC Transit riders who are low-income are less likely to use Clipper (67%) compared to those who are not low-income (75%). People of color are also more likely to use cash or paper as a way to pay their fares (29%) compared to non-Latino whites (21%).

Riders purchase the Day Pass in a variety of ways: buying it with cash at the farebox on a bus, tagging their Clipper card three times over the course of the day (using the fare accumulator), or through a social service agency. More research must be done to assess how much the Day Pass has been adopted since its introduction in 2014.

Fare Payment Alternatives

In order to assist the District’s exploration of new technologies to support alternative forms of payment, the survey asked riders who paid with cash or paper, “If you were unable to pay with cash today, which of the following payment methods might you use?” Riders could select any or all choices.

A sizeable number (45%) of these weekend riders said they wouldn’t ride AC Transit if they couldn’t pay their fare with cash. However, among riders who selected an alternative, more than one-third of cash-paying riders said they would use Clipper with cash value they added at a local store or a BART station. Fewer weekend riders said they would use a credit or debit card compared to weekday riders (20% compared to 25%).

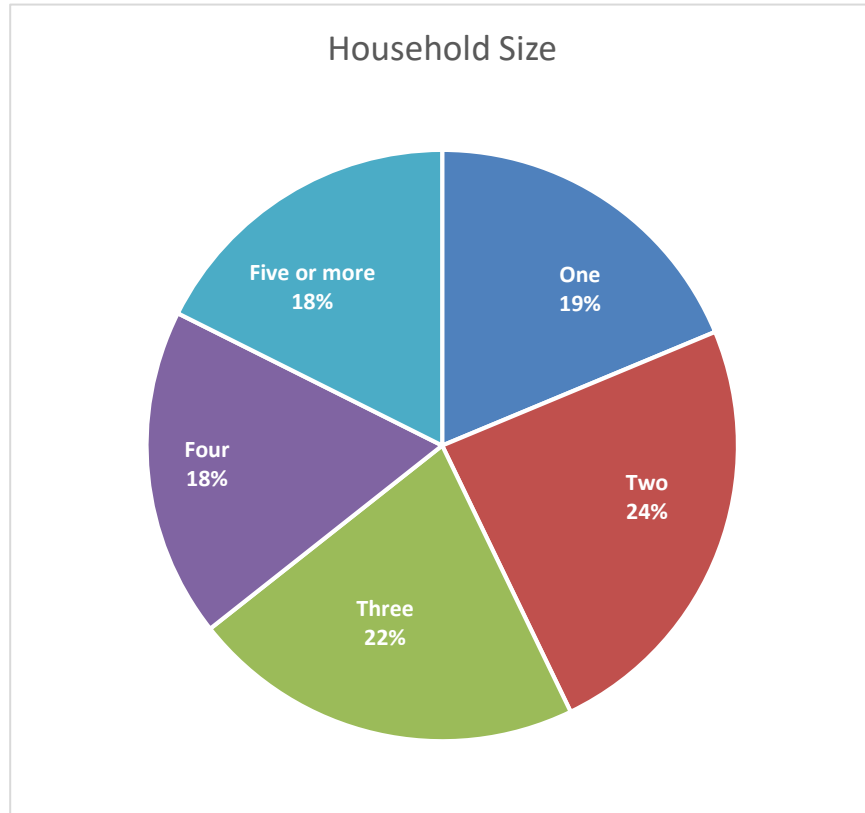


Note: In this question, riders were asked to mark all that apply, so percentages add up to more than 100%.

Weekend Household Information

Household Size

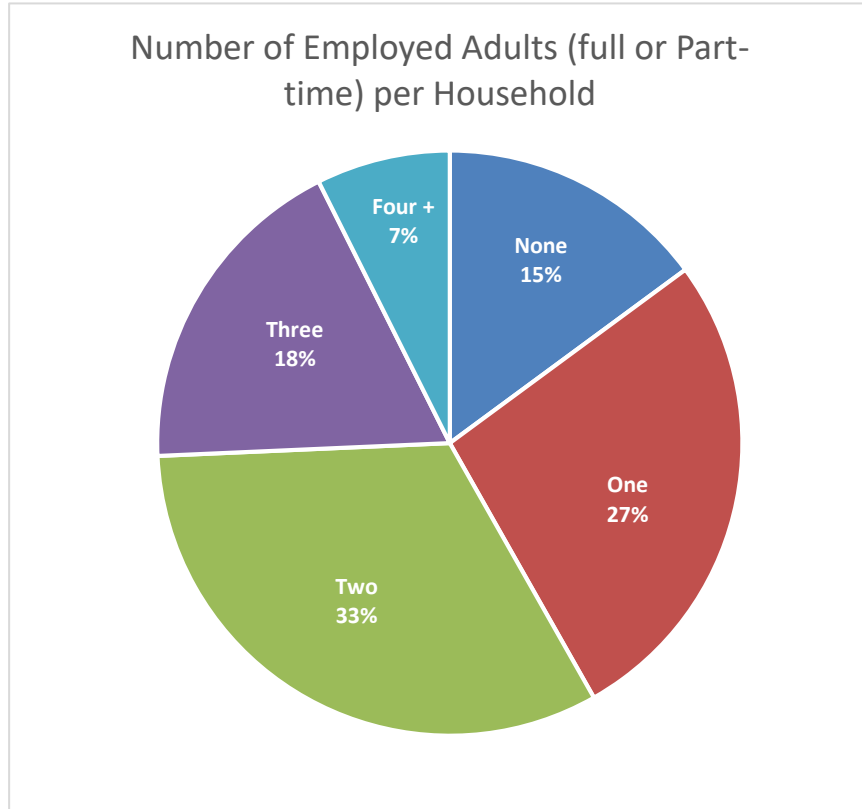
AC transit weekend riders are distributed fairly evenly in households of various sizes: most riders live in households made up of one, two, or three people (19%, 24%, and 22% respectively). A slightly smaller number, about 18%, live in four person households and another 18% live in larger households.



The median AC Transit weekend riders' household size is three people.

Household Employment

Almost six in ten weekend riders (58%) live in households with at least two working adults. However, 15% of AC Transit riders live in households where no one is employed.

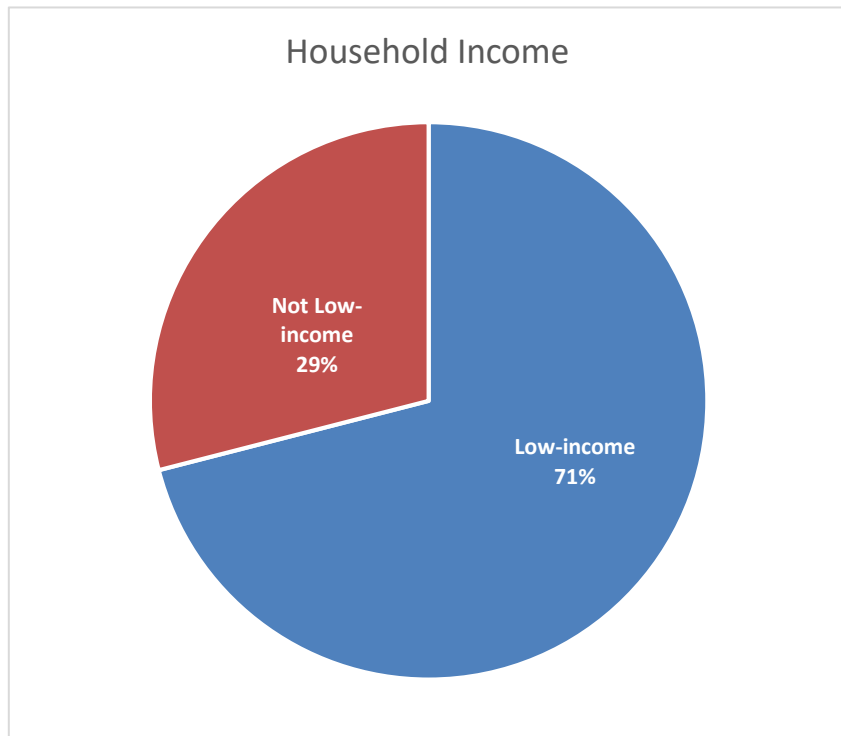


Household Income

More than one in three weekend riders (35%) lives in a very low-income household, defined by having a household income below \$25,000, and 71% have an annual household income of under \$50,000 – which is considered low-income for District data analysis purposes. Weekend riders are six percentage points more likely to live in low-income households than weekday riders.

Which of the following best describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2016 before taxes?		Percent Low-Income
Below \$25,000	35%	71%
\$25,000-\$49,999	33%	
\$50,000 - \$99,999	23%	29%
\$100,000 or more	6%	
Other*	<4%	

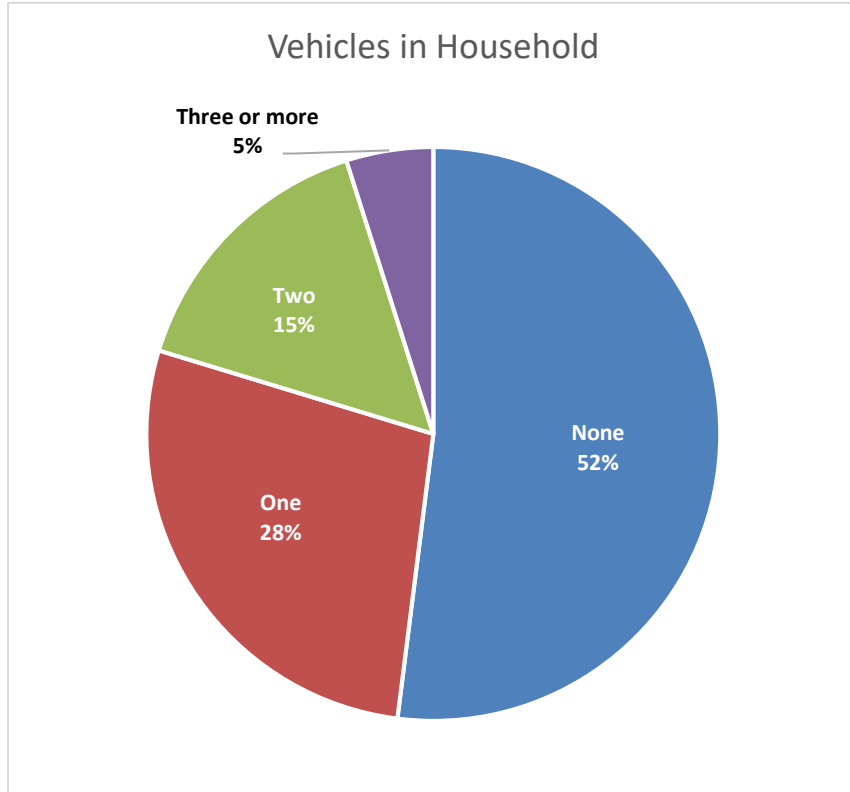
*Note: Other includes refuse & unable to calculate



An AC Transit weekend rider that is a person of color is more likely to have household income under \$50,000 (71%) versus a rider who identifies as white alone, non-Latino (56%).

Vehicle Availability

More than half (52%) of AC Transit weekend riders are without a working vehicle in their household, ten percent more than weekday riders. Another 28% have access to only one vehicle.

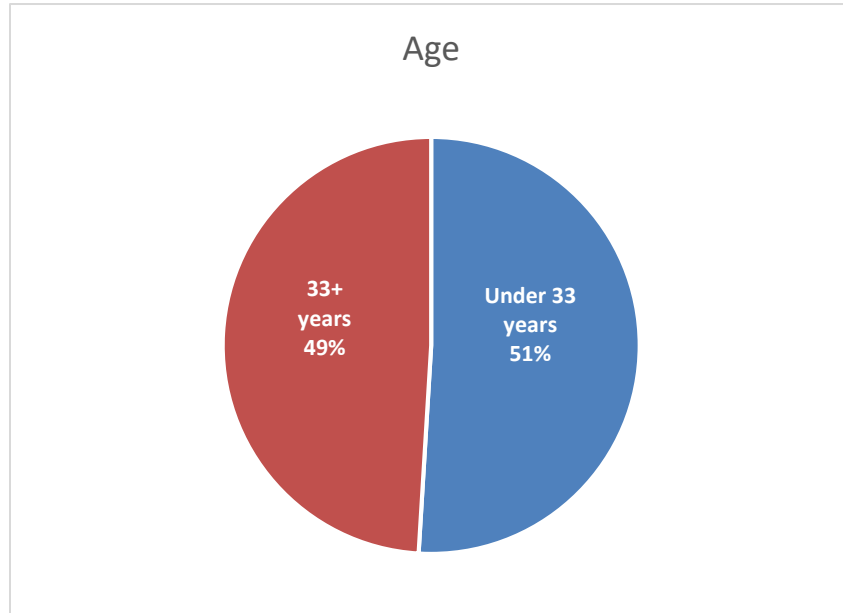


Weekend riders with income under \$50,000 are more likely to not have access to a car (61%) compared to riders with income of \$50,000 or more (less than 33%).

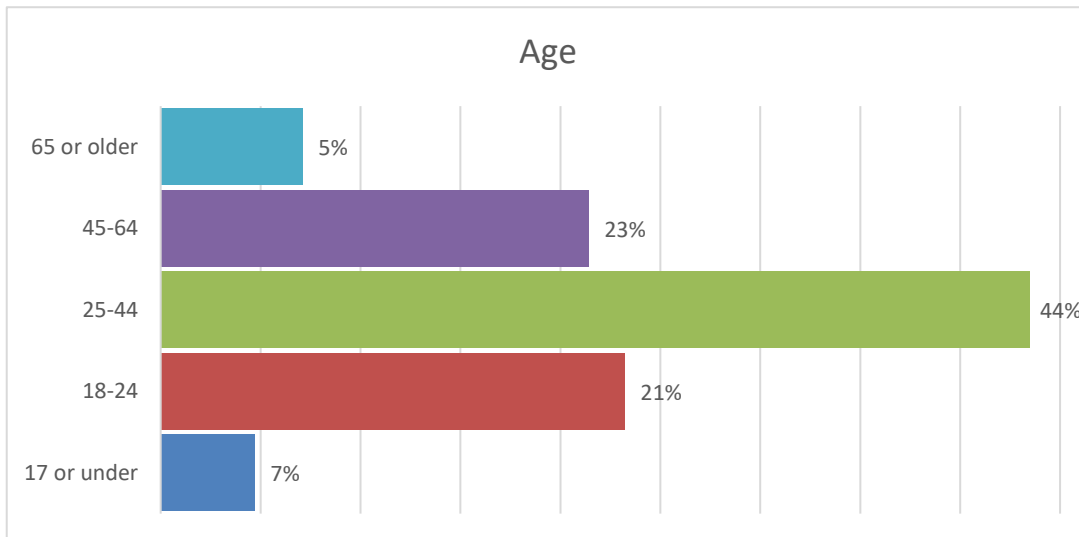
Weekend Rider Demographics

Age

AC Transit weekend riders are roughly split between those under 34 years old (51%) and those 34 or older (49%).

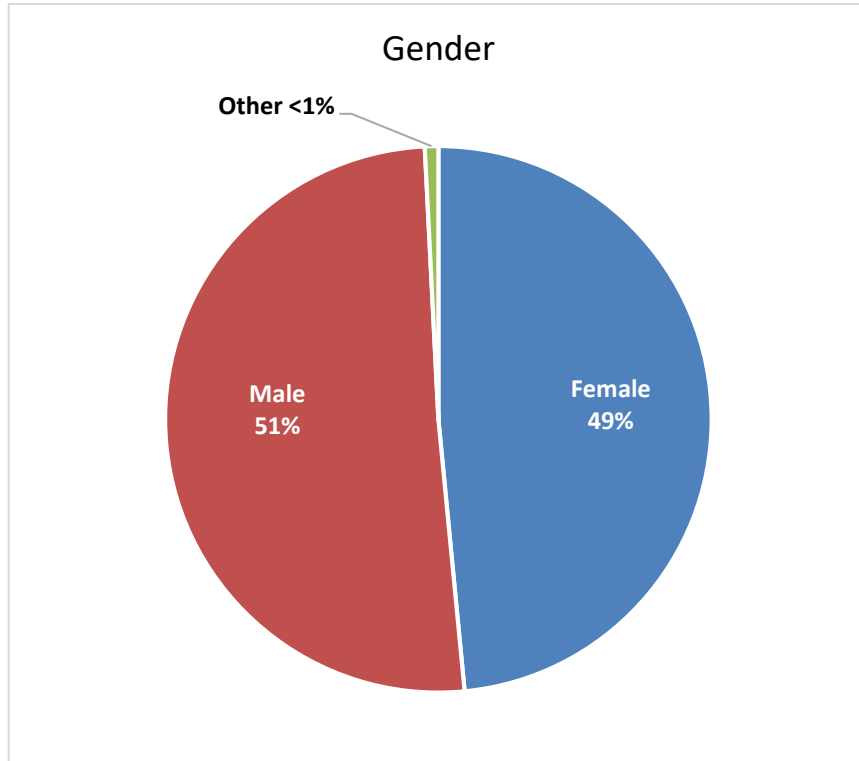


Like weekday riders, almost half of AC Transit riders (45%) are between the ages of 25 to 44. The median age of AC Transit weekend riders is 32 – slightly younger than weekday riders.



Gender

AC Transit weekend riders are roughly evenly split between male (51%) and female (49%). Riders were also given “Other” as an option for gender and in this survey 0.3% of weekend riders identified this way.



Note: Other includes other & refuse to answer

Employment/Student Status

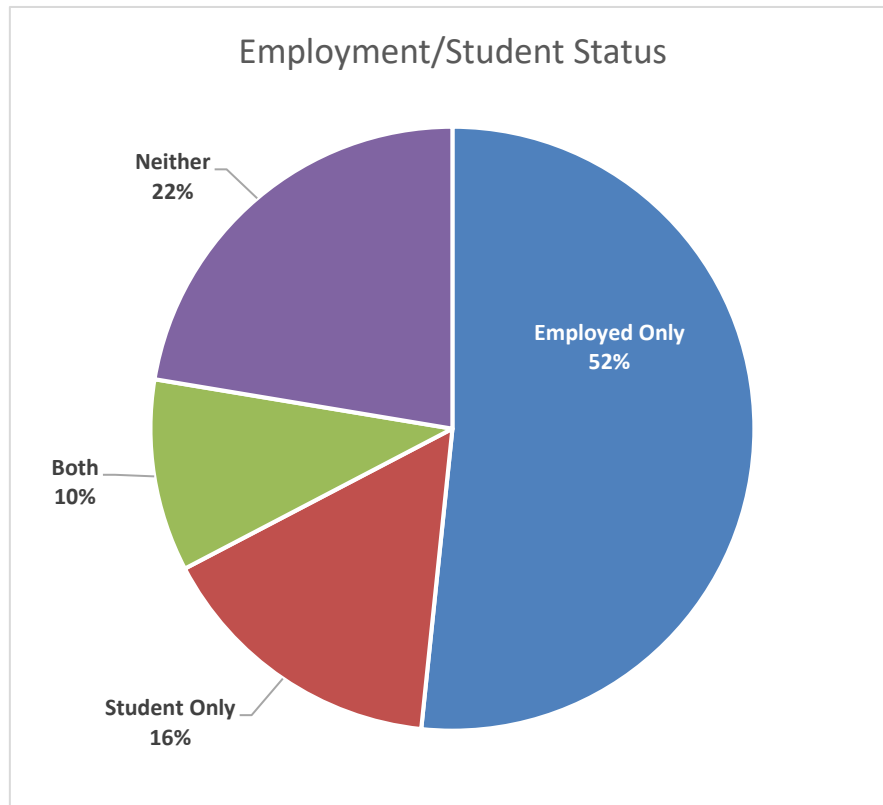
Sixty-two percent of AC Transit weekend riders are employed, either part-time or full-time, and 26% of AC Transit riders are students.

Employed	62%
Not employed	38%

Not a student	74%
Student	26%
Full Time college/university	14%
Part Time college/university	6%
K - 12th grade	6%

Note: Due to rounding, totals may equal more than 100%

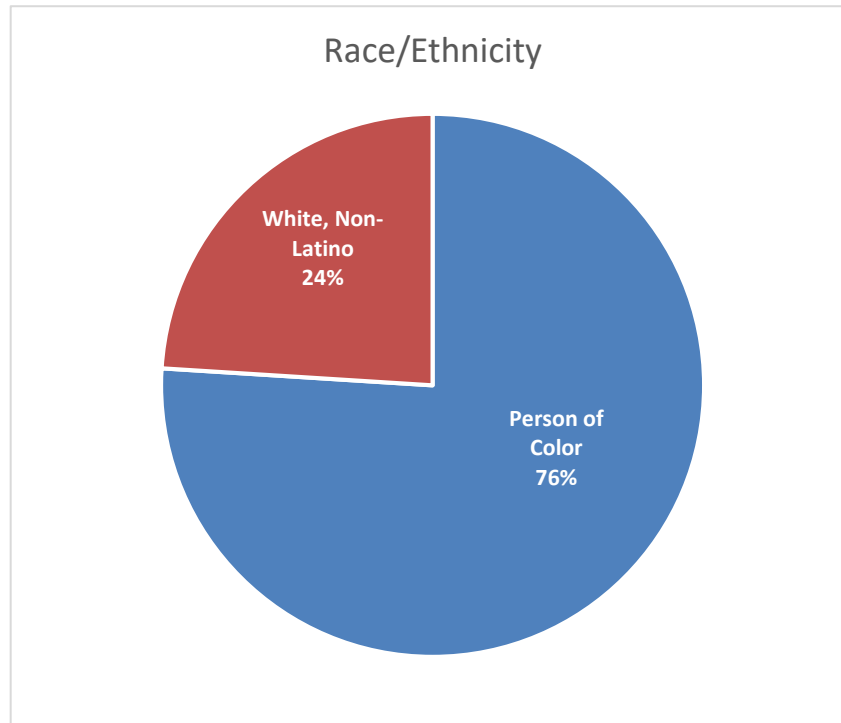
A majority of AC Transit weekend riders (52%) are employed and not also students. Over 10% of riders are both students and workers, and over one in five riders (22%) is neither a student nor employed.



Like weekday riders, AC Transit weekend riders under the age of 35 are less likely to be employed only (44%) versus those 35 or older (61%), and person of color riders are less likely to be employed only (50%) compared to non-Latino white riders (58%).

Race/Ethnicity

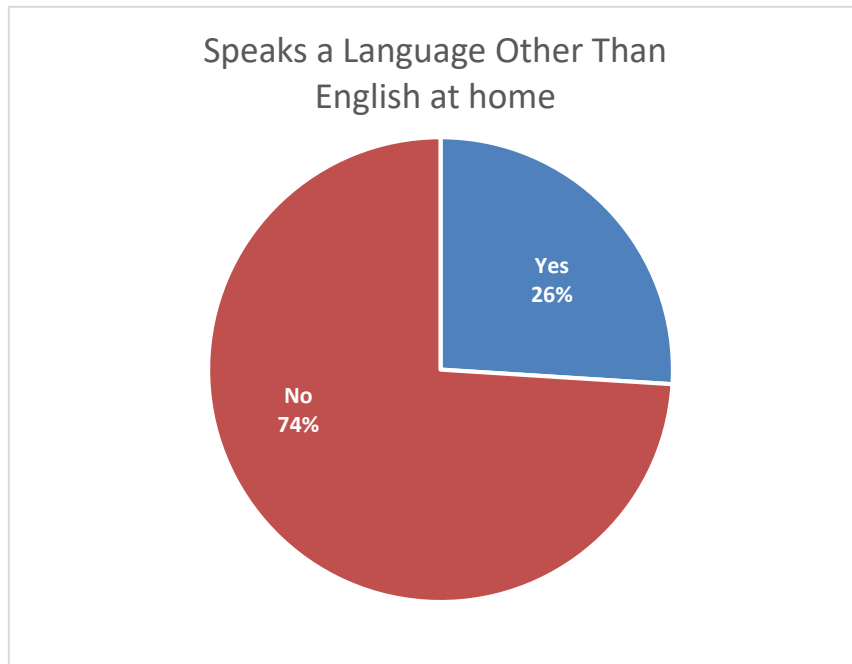
A large majority of AC Transit weekend riders are people of color (76%).



In addition, the weekend ridership is very diverse, with the largest group (almost 35% of weekend riders) identifying as Black or African American. Almost one in five identify as Latino or Hispanic, and another 15% identify as Asian.

Language

More than one-quarter of AC Transit weekend riders (26%) speaks a language other than English at home.



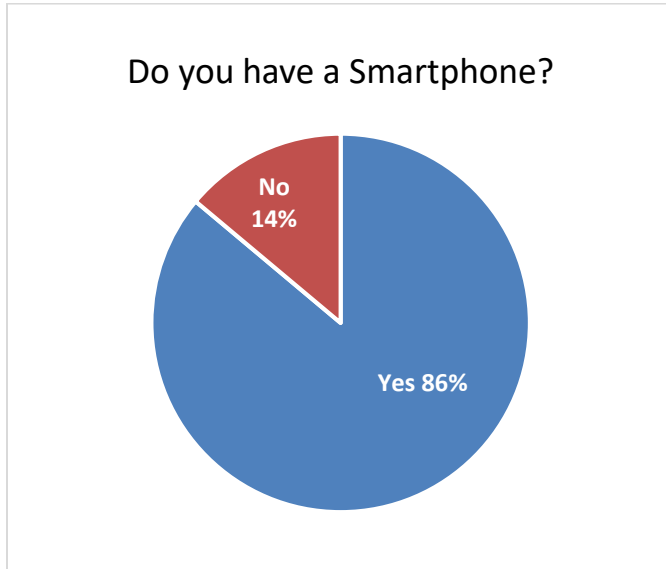
Of weekend riders who report speaking a language other than English at home, Spanish is the most common language, with Chinese and Tagalog next most common.

Of weekend riders who speak a language other than English at home, about two-thirds (68%) indicate they speak English very well. Accordingly, approximately 32% of weekend AC Transit riders are considered to have limited English proficiency (LEP).

Weekend New Findings

Smartphone Ownership

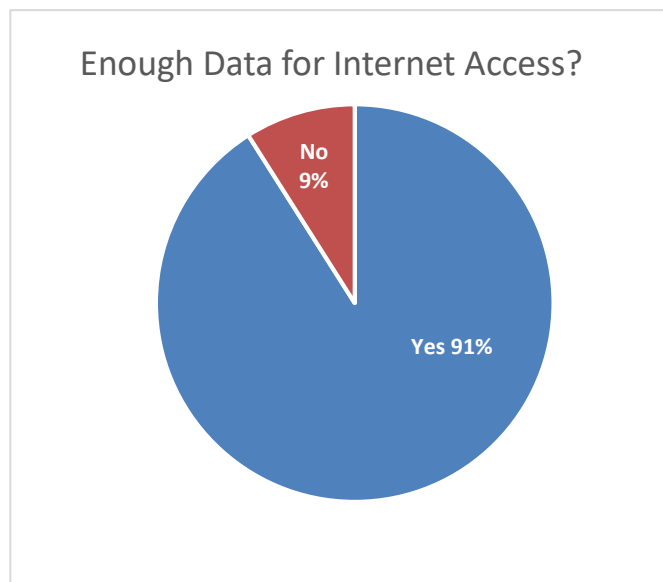
For the first time in the 2017-18 survey, riders were asked about their smartphone use and internet access. Similar to weekday riders, a very large majority (86%) of weekend riders own a smart phone.



Weekend low-income riders are slightly less likely to own a smartphone (83%) than riders in general, and riders age 65 or older are less likely to own a smartphone (61%).

Internet Access

Weekend riders who own a smartphone were asked if they had enough data to use the internet on the day they were surveyed. About nine out of ten (91%) say they do.



Local and Transbay Findings

Introduction

Staff examined the survey data to identify if differences existed between responses of Local riders and of Transbay riders. As can be seen in the following breakdowns, some but not all data points indicated differences between Local and Transbay riders. It is important to remember that even where differences exist, the data alone cannot tell us why those differences exist.

Trip Characteristics

Trip Access and Transfers

While a very large majority of all riders walk to begin or end their trip, Transbay riders are less likely than Local riders to do so (87% compared to 93%). It is also worth noting that more East Bay-San Francisco riders (67%) transfer after getting off their AC Transit bus than Local riders do (33%).

Regular Use of AC Transit

Transbay riders are more likely than Local riders to ride AC Transit 5 days per week (57% compared to 40%). They are also less likely to ride the bus seven days per week (10%) compared to Local riders as a whole (21%).

Vehicle Ownership

The differences in regular use of AC Transit might reflect differences in vehicle ownership. More than two-thirds of Transbay riders (69%) have at least one car available to them, while only 56% of Local riders have access to a car in their households.

Fare Payment Method

Transbay riders pay using Clipper much more often – 88% percent of the time – compared to Local riders (68%).

The majority of Transbay riders – those that travel to and from San Francisco – have convenient access to machines where they can buy Clipper cards, add value to them, or both, while studies have shown that there are areas in the East Bay where it is difficult to acquire a Clipper card. While we cannot know from the data alone if this accounts for this difference, it merits consideration when planning strategies to increase Clipper use.

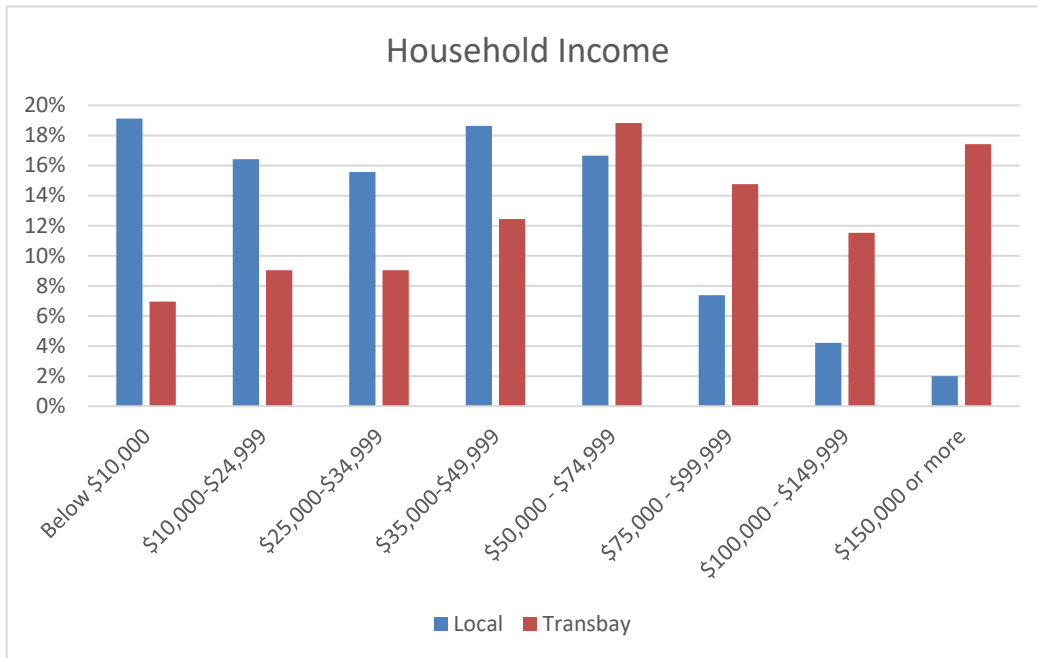
Rider Demographics

Employment Status

Transbay riders are more likely to be employed (88%) compared to Local riders (60%).

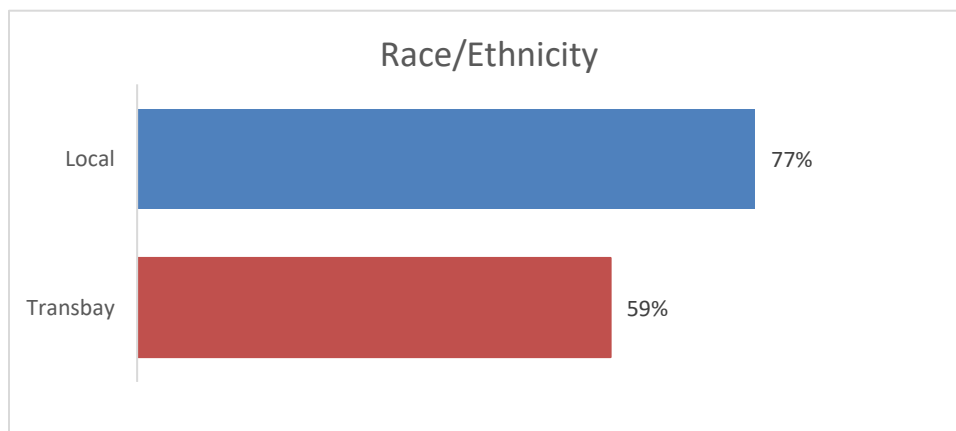
Household Income

As might be expected given differences in employment rates, Local riders are more likely to be low-income--that is, to have a household income below \$50,000 (70%), than Transbay riders (38%). In addition, Transbay riders are much more likely to have income over \$150,000 (15%) compared to Local riders (2%).



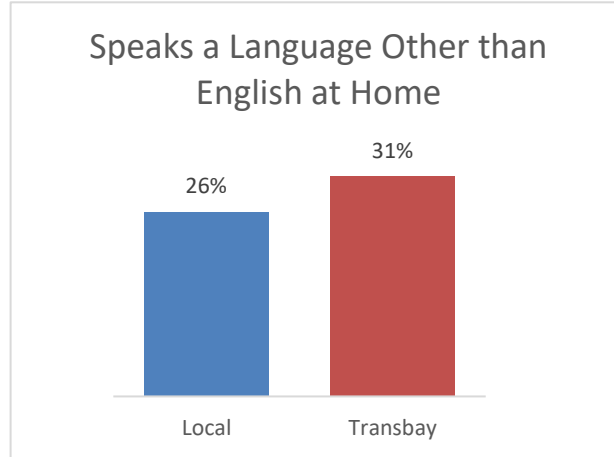
Race/Ethnicity

Transbay riders are less likely to be People of Color (59%) than Local riders (77%).

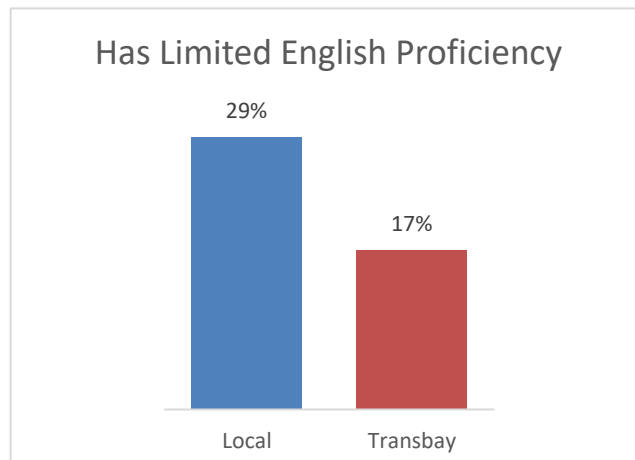


Language

Transbay riders and Local riders speak languages other than English at home in similar percentages; in fact, more Transbay riders (31%) speak languages other than English compared to 26% of Local riders.



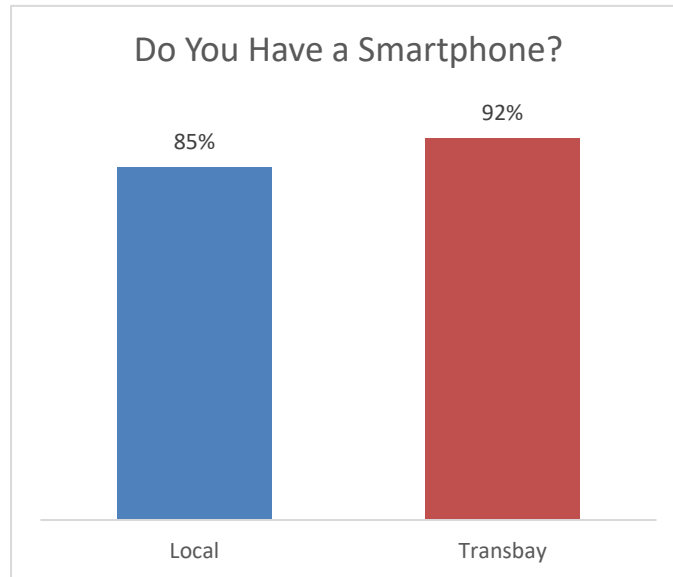
Of these riders, however, only 17% of Transbay riders are considered to have limited English proficiency (LEP) because they indicate that they do not speak English very well, while 29% of Local riders who speak languages other than English at home are considered to have LEP.



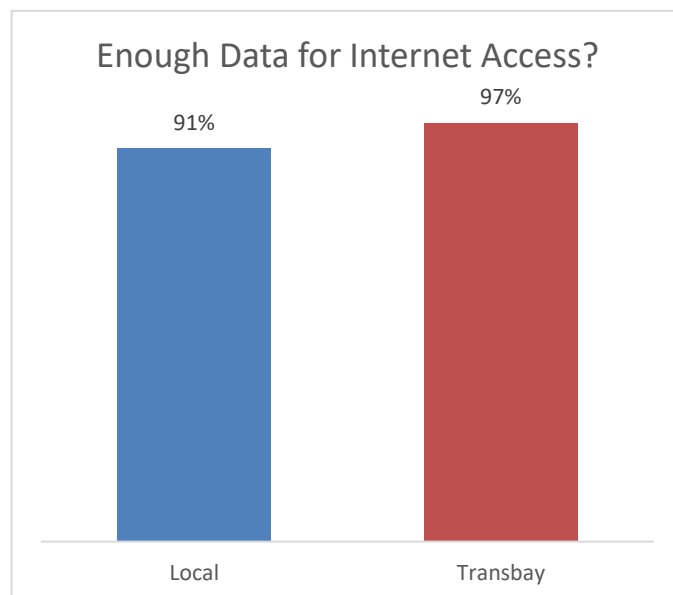
New Findings

Smartphone Ownership and Internet Access

While a very large percentage of AC Transit riders in general own smartphones, there are some differences between Transbay riders and Local riders. Ninety-two percent of Transbay riders own smartphones, compared to 85% of Local riders.



In addition, almost all Transbay riders (97%) had enough data to access the internet on the day they were surveyed, compared to 91% of Local riders.



Appendix M: Annual Performance Report and Monitoring Program

Attached below are the most recent results of the Monitoring Program, conducted according to definitions in Board Policy 545 and methods described in the FTA circular in preparation of this Title VI Program update.

Following that, the most staff report presenting the annual ridership and route performance analysis, received by the Board of Directors in October 2019, is attached. The full analysis with all attachments may also be found at the District's website:

<https://actransit.legistar.com/LegislationDetail.aspx?ID=4198441&GUID=8D2543AF-A155-41A5-8324-382E5E69E439>

AC Transit 2020 Monitoring Program

The FTA requires providers of public transportation that operate 50 or more fixed route vehicles in peak service and are located in a UZA of 200,000 or more in population to monitor the performance of their transit system relative to their system-wide service standards and service policies (i.e., vehicle load, vehicle assignment, transit amenities, etc.) not less than every three years.

The guidelines lay out the following methodology:

- Identify routes as Minority or non-Minority transit routes based on methods defined in federal circular C4702.1B – a route that has at least one-third of its total revenue mileage in a Minority Census block group.
- Assess the performance of each Minority and non-Minority route for each of the transit provider’s service standards and service policies;
- Compare the transit service observed in the assessment to the transit provider’s established service policies and standards;
- For cases in which the observed service for any route exceeds or fails to meet the standard or policy, analyze why the discrepancies exist, and take steps to reduce the potential effects;
- Evaluate transit amenities policy to ensure amenities are being distributed throughout the transit system in an equitable manner;
- Develop a policy or procedure to determine whether disparate impacts exist on the basis of race, color, or national origin, and apply that policy or procedure to the results of the monitoring activities; and
- Submit the results of the monitoring program as well as documentation to verify the board’s awareness, consideration, and approval of the monitoring results to FTA every three years as part of the Title VI Program.

According to Board Policy 518 contained in Appendix B, staff assessed the performance of each route according to definitions in Board Policy 545, “Service Standards and Design Policy,” contained in Appendix F and methods described in the FTA Circular. Following are the results of that analysis. In addition to the triennial monitoring policy, following Board Policy 545, staff submit an annual route performance report to the Board, including consideration of Minority Routes as defined by the FTA.

Identification of Minority and Non-Minority Routes

According to the methodology outlined in the FTA guidance, a Minority transit route is a route that has at least one-third of its total revenue mileage in the Minority Census Block Group. For Transbay routes that operate “closed door” for a significant portion of their route, staff used the total length of all street segments from its first stop to last stop in the East Bay as the total revenue mileage. Following this process, staff found that 110 out of 162 total AC Transit routes are designated “Minority routes.” This list of routes provided the basis for the analyses that follow.

Transit Service Monitoring: Vehicle Load, Vehicle Headway, and On Time Performance

Average Load and Average Maximum Load

For this element, Load indicates how many riders were on the bus at any one time. A positive number in the "Difference" row indicates higher ridership on a Minority route. Table 1 presents the Average Load and Average Maximum Load analysis.

Table 1: Average Load and Average Maximum Load Analysis

WEEKDAY	Average Load			Average Max Load		
	2017	2018	2019	2017	2018	2019
Minority Routes	9.51	10.00	8.28	15.91	16.14	13.10
Non-Minority Routes	13.26	14.04	11.13	21.29	22.79	17.32
Absolute diff between two groups	-3.76	-4.04	-2.85	-5.38	-6.66	-4.22
Average of two groups	11.38	12.02	9.71	18.60	19.46	15.21
Difference between Minority & non-Minority	-28.33%	-28.78%	-25.63%	-25.27%	-29.20%	-24.38%
SATURDAY	2017	2018	2019	2017	2018	2019
Minority Routes	5.77	5.38	4.71	9.27	9.48	8.20
Non-Minority Routes	5.03	4.91	4.37	10.10	9.30	8.19
Absolute diff between two groups	0.74	0.47	0.33	-0.83	0.18	0.01
Average of two groups	5.40	5.15	4.54	9.68	9.39	8.19
Difference between Minority & non-Minority	14.69%	9.52%	7.58%	-8.21%	1.95%	0.16%
SUNDAY	2017	2018	2019	2017	2018	2019
Minority Routes	5.15	4.63	4.06	9.00	8.24	7.09
Non-Minority Routes	4.30	4.52	3.63	7.95	8.39	6.83
Absolute diff between two groups	0.85	0.11	0.44	1.05	-0.15	0.25
Average of two groups	4.72	4.58	3.84	8.47	8.31	6.96
Difference between Minority & non-Minority	19.71%	2.41%	12.05%	13.24%	-1.82%	3.69%

Findings: over 3 years, Weekday loads on Minority routes are much lower than on non-Minority routes - over 24% in all years. On weekends, loads on Minority routes are almost all higher than on non-minority routes. One difference exceeded 15% (Sunday average loads in 2017), however, differences between impacts on Minority and non-Minority populations have subsequently decreased to lower than threshold levels.

Headway

Headway represents the amount of time between buses on a particular route; a lower number indicates a shorter wait for riders. For the purpose of this data analysis, routes with only 2-5 trips per day were not included, and Headway measures were calculated on the lowest value if a range of values

is shown. A positive number in the "Difference" row indicates how much more time riders of Minority routes must wait compared to riders of non-Minority routes. Table 2 presents the Headway Analysis.

Table 2: Headway Analysis

WEEKDAY	Average Peak Headway			Average Off-Peak Headway		
	2017	2018	2019	2017	2018	2019
Minority Routes	29.55	27.25	27.25	33.74	31.10	30.63
Non-Minority Routes	22.97	21.15	21.15	29.13	26.60	26.60
Absolute diff between two groups	6.58	6.11	6.11	4.61	4.50	4.03
Average of two groups	26.26	24.20	24.20	31.44	28.85	28.62
Difference betw'n Minority & non-Minority	28.66%	28.87%	28.87%	15.83%	16.92%	15.15%
SATURDAY						
	2017	2018	2019			
Minority Routes	35.41	37.93	36.30			
Non-Minority Routes	32.86	32.86	32.31			
Absolute diff between two groups	2.55	5.07	3.99			
Average of two groups	34.13	35.39	34.30			
Difference betw'n Minority & non-Minority	7.20%	13.38%	10.99%			
SUNDAY						
	2017	2018	2019			
Minority Routes	35.85	37.93	36.30			
Non-Minority Routes	32.86	32.86	32.31			
Absolute diff between two groups	2.99	5.07	3.99			
Average of two groups	34.35	35.39	34.30			
Difference betw'n Minority & non-Minority	8.35%	13.38%	10.99%			

Findings: Differences between Weekday Headways for Minority and non-Minority routes exceed the 15% disparate impact threshold established to measure equity in service provision. Additional statistical tests were performed on these two findings that confirmed the group differences between Minority and non-Minority groups were statistically significant. According to the methodology mentioned above, staff analyzed why these discrepancies exist.

According to the methodology mentioned above, staff analyzed why these discrepancies exist, and found several explanations for the overall lower average headways for non-Minority routes:

- All but one of the non-Minority routes are fairly frequent, with headways generally under 30 minutes, however there are many fewer non-Minority routes; this smaller sample size skews the average headway lower. For example, more than half of Transbay lines, which operate at high frequencies but only during limited peak hours, are considered non-Minority routes.

- In addition, some of the highest frequency non-Minority lines do provide key service in communities of color, but in their overall length also travel through non-Minority communities, resulting in a “non-Minority” classification. One example is Line 51A which provides frequent essential service to the largely Latino/a Fruitvale and the Chinatown neighborhoods.
- Minority routes include all but one of the overnight lines, which provide vital access and mobility to communities of color; however, there is not enough demand to justify low headways for such service.
- Finally, some AC Transit specific funding constraints mean that lines in Special District 2, all of which are categorized as Minority lines, operate at headways higher than the system average due to spending caps in that portion of the District. In addition, lines serving communities of color in Richmond operate only every 30 minutes because funds from Alameda County-specific measures designed to provide additional service cannot be used to subsidize service in Contra Costa County.

Taking into account some of the specifics identified above, the monitoring program findings will be helpful as the District looks to restructure service in 2021 to respond to the ongoing global pandemic and the associated funding shortfall. Staff will use these monitoring results to develop recommendations that would re-balance the headways with a goal of eliminating any disparities.

On Time Performance

On time service is defined as service that is no greater than 5 minutes late or 1 minute early upon arrival at a timepoint. These data represent the percentage of times all service was within this metric. A higher number indicates better reliability for riders. Table 3 presents the On-Time Performance Analysis.

Table 3: On Time Performance Analysis

WEEKDAY	2017	2018	2019
Minority Routes	67.54%	65.47%	68.36%
Non-Minority Routes	68.80%	67.43%	68.32%
Absolute diff between two groups	-1.26%	-1.95%	0.04%
Average of two groups	68.17%	66.45%	68.34%
Difference between Minority & non-Minority	-1.87%	-2.98%	0.05%
SATURDAY			
Minority Routes	69.75%	65.71%	70.30%
Non-Minority Routes	71.95%	70.17%	71.59%
Absolute diff between two groups	-2.20%	-4.46%	-1.29%
Average of two groups	70.85%	67.94%	70.95%
Difference between Minority & non-Minority	-3.15%	-6.79%	-1.84%

SUNDAY			
Minority Routes	71.55%	69.01%	73.53%
Non-Minority Routes	74.40%	74.39%	76.22%
Absolute diff between two groups	-2.85%	-5.38%	-2.69%
Average of two groups	72.97%	71.70%	74.87%
Difference between Minority & non-Minority	-3.98%	-7.80%	-3.65%

Findings: An examination of on time performance data over the three-year period indicates no significant difference between Minority and non-Minority Routes.

Service Accessibility

Service Accessibility (or service availability) is evaluated in the AC Transit service area by two variables: the distance from the centroid of each Census Block Group in the service area to its nearest bus stop, and the daily trip count of that nearest bus stop. If, for a Census Block Group, the distance is less than or equal to one-quarter mile and the daily trip count of the nearest stop is at least 14 (equivalent to hourly service from 6 am to 8 pm), this would indicate that it has good service accessibility. The Weekday element of the analysis uses average weekday service and includes all service, including those with occasional or flexible service. Table 4 presents the Service Availability Analysis.

Table 4: Census Block Groups with Good Service Accessibility

Service Types	Weekday	Saturday	Sunday
All Census Block Groups in the Service Area	73.05%	70.35%	70.45%
Minority Census Block Groups	77.89%	75.96%	75.96%
Non-Minority Census Block Groups	67.59%	64.03%	64.23%

Findings: Census Block Groups designated as Minority have almost 78% good service accessibility on Weekdays, and almost 76% on Saturdays and Sundays. In all service periods, communities of people of color have between 5-6% better access to service than all communities in the service area, and between 10-12% better access to service than non-protected populations.

Vehicle Assignment

Throughout the service area, vehicle assignment is generally based on consideration of capacity, ridership, and loads, and AC Transit is committed to ensuring vehicle assignment is equitable for all riders by evaluating whether the likelihood of crush loads (or standees) is distributed in a non-discriminatory fashion. Although vehicle assignments are typically made on the basis of capacity, the Title VI Program update provides an opportunity to also investigate whether older and newer buses are distributed equitably.

This analysis shows the average age of all vehicles assigned to routes over the course of an entire year, measured by compiling and analyzing the average age of vehicles as they have been actually assigned

over the last three years. A lower number indicates a newer vehicle assignment, and a negative number in the "Difference" row indicates Minority routes were more likely to have a newer bus than non-Minority routes. Table 5 presents the results of the data analysis.

Table 5: Average Age by Vehicle Assignment

Vehicle Age by route trips	2017	2018	2019
Minority	5.44	6.47	6.07
Non-Minority	6.44	7.10	7.92
Absolute diff between two groups	-1.00	-0.63	-1.85
Average of two groups	5.94	6.78	6.99
Difference between Minority & non-Minority	-15.52%	-8.93%	-23.37%

Findings: The analysis shows that the average age of buses assigned to Minority routes was consistently lower than those assigned to non-Minority routes over the past three years. In no years did the difference between Minority and non-Minority represent a discriminatory effect.

Distribution of Transit Amenities

AC Transit does not have any direct jurisdiction over the siting and installation of transit amenities. In some cases, locations are selected by other jurisdictions (for example, Park & Ride facilities' locations are determined by Caltrans) or owned entirely by other agencies. Nearly all bus shelters are currently provided under contract through a Joint Powers Agreement between AC Transit and a number of cities in the District. Shelters in the City of Alameda serve as an exception to this agreement, as Alameda owns and maintains its own bus shelters. Decisions about where to place shelters are made with input from the municipality, the shelter contractor (where applicable), and AC Transit, and are based on a variety of factors – including advertising revenue, feasibility, ridership, visibility and safety – but the District itself has no final say on where shelters and the amenities associated with them are placed.

Despite having little say over their placement, AC Transit performs an analysis of the distribution of the various types of transit amenities, and to show their distribution based on race/ethnicity. In this analysis, AC Transit counts the number of transit amenities located in U.S. Census block groups that are categorized as Minority and compares that to the number of transit amenities located in non-Minority Census block groups.

Note that this analysis counts amenities within the borders of the AC Transit service area only, since the demographic breakdown of geographies outside the border is not known. Table 6 shows the results of the analysis.

Table 6: Access to Transit Amenities in the AC Transit Service Area

	Minority	Non-Minority	Total
AC Transit Bus Stop	2725	2251	4976
Shelter or Kiosk	246	143	389
Digital Real Time Arrival Sign	44	40	84
Trash Can	162	71	233
BART Station	15	8	23
ACE Commuter Rail Station	0	1	1
Amtrak Capitol Corridor Station	4	3	7
Park & Ride Lot	8	6	14
Ferry Terminal	1	2	3
Total Amenities	480	274	754
Amenities by Minority/Non-Minority Block Group	64%	36%	100%
Block Group with Any Amenity	275	162	437
Percent of all Block Groups (1076) with Amenity	26%	15%	41%

2019 Data Sources: AC Transit Service Development and Planning Department (2020), Metropolitan Transportation Commission geospatial data portal (2019)

Findings: Of the approximately 754 transit amenities considered in this analysis, 64% are located in Census block groups designated as “Minority” and 36% are located in non-Minority block groups. The analysis also shows that 41% of all block groups in the AC Transit service area have access to at least one transit amenity. Over one in four (26%) of Minority block groups have access to at least one transit amenity compared to 15% of non-Minority route block groups. Residents who live in a Minority Census block group have 70% more access to at least one amenity than residents of non-Minority block groups.

The maps below show the distribution of transit amenities in comparison to Census block groups that have populations of people of color either above or at/below the service area average (72%). Figure 15-1 displays the location of many amenities near AC Transit bus stops, including Park & Ride facilities, ferry terminals, and commuter rail stations. The map in Figure 15-2 shows the location of AC Transit bus stops, shelters and kiosks, trashcans, and real time arrival signs, the location of which the District has more say.

Figure 15-1: Transit Amenities in the AC Transit Service Area

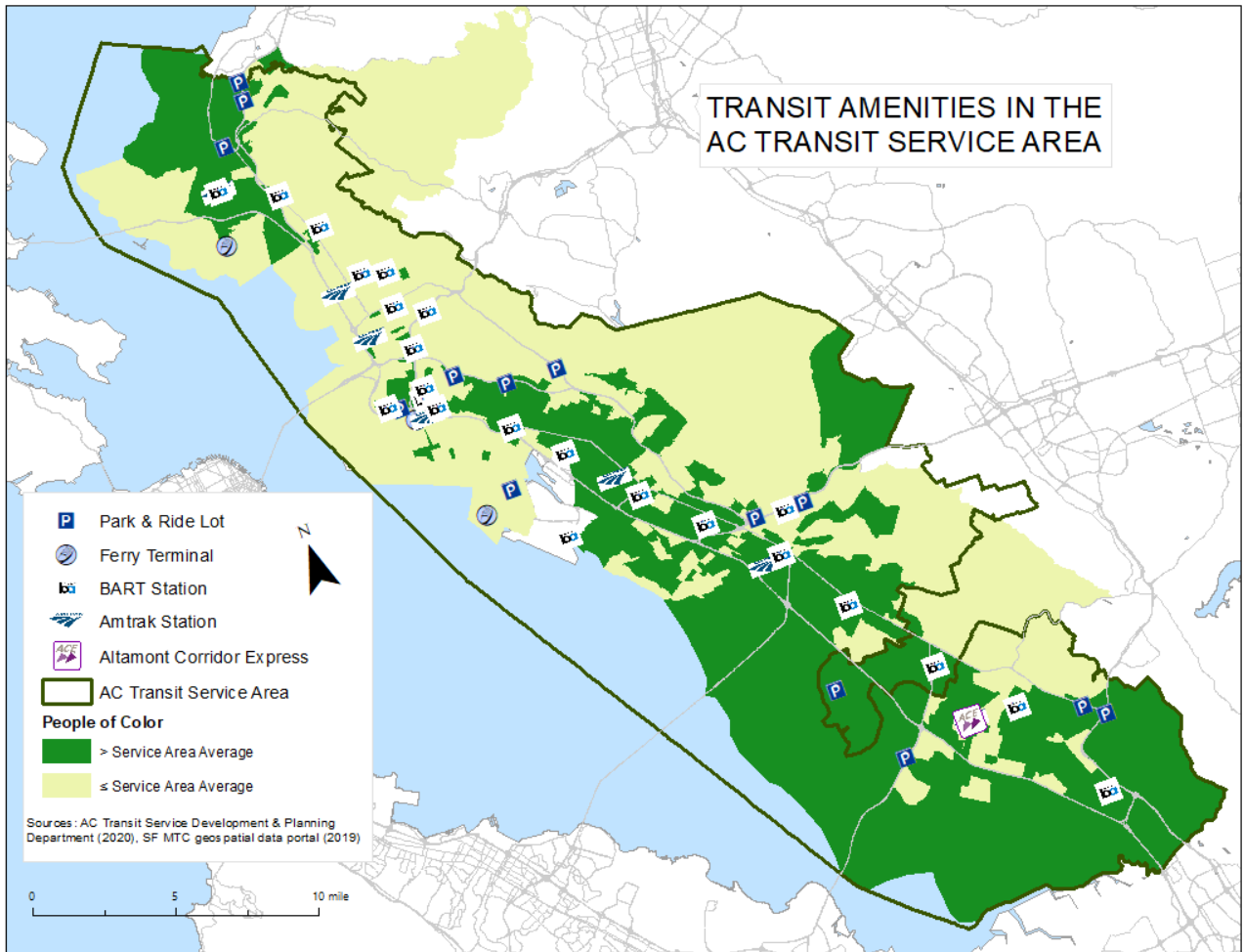
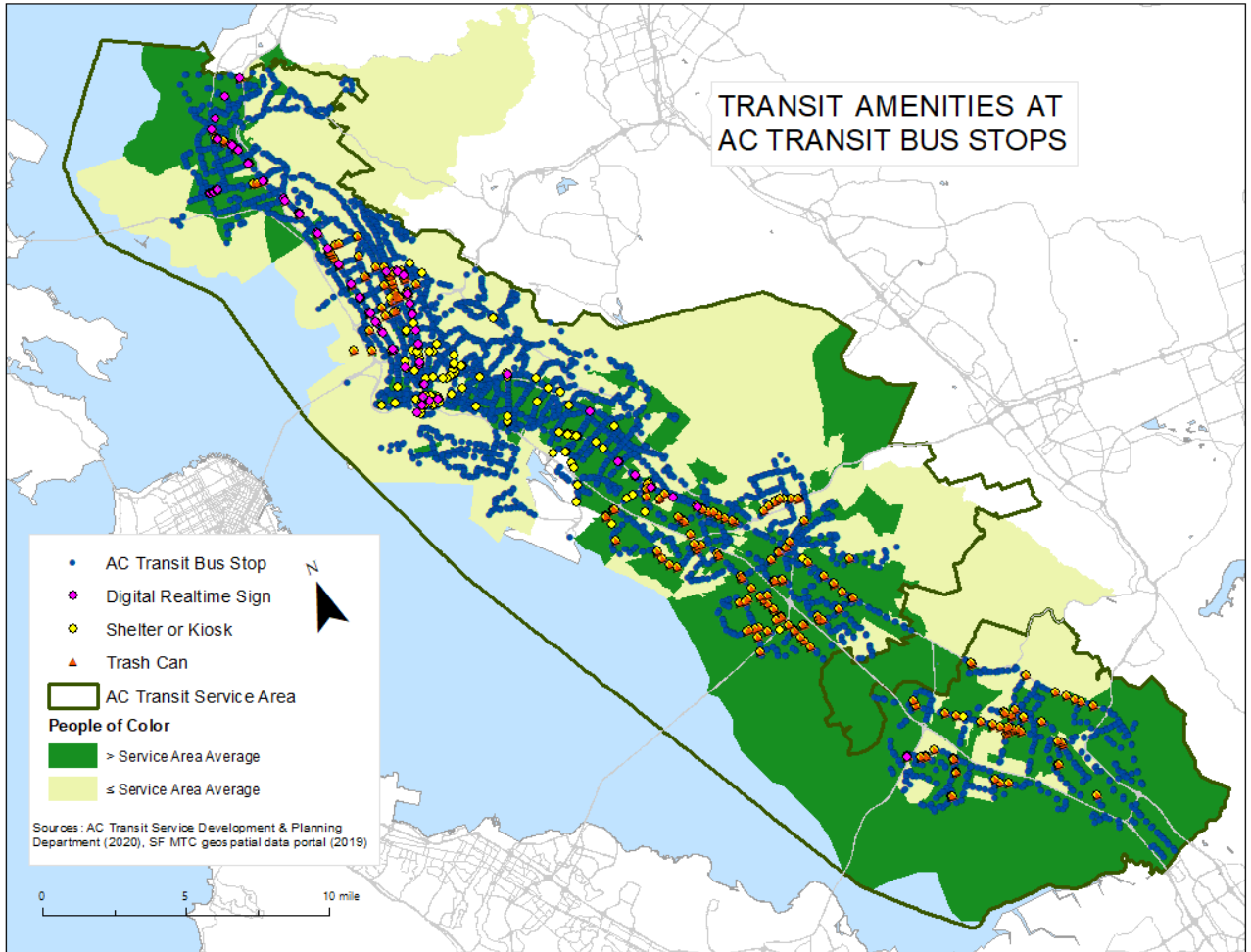


Figure 15-2: Transit Amenities at AC Transit Service Bus Stops



ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 10/23/2019

Staff Report No. 19-318

TO: AC Transit Board of Directors
FROM: Michael A. Hursh, General Manager
SUBJECT: 2019 Annual Ridership and Route Performance Report

BRIEFING ITEM

RECOMMENDED ACTION(S):

Consider receiving the FY18-19 Annual Ridership and Route Performance Report in accordance with Board Policy 545 - Service Standards and Design Policy.

STRATEGIC IMPORTANCE:

Goal - Convenient and Reliable Service
Initiative - Service Quality

This ridership report is a key metric to measure the District's improvements in service quality. This is the District's first ridership report since adopting the Strategic Plan and can serve as the baseline for measuring future improvement.

BUDGETARY/FISCAL IMPACT:

There are no budgetary/fiscal impacts associated with this report.

BACKGROUND/RATIONALE:

The 2019 Annual Ridership and Route Performance Report provides a summary and assessment of the District's service performance with respect to ridership, productivity, vehicle load, frequency, and on-time performance. Detailed analysis by service type and route-level are provided in the attachments.

Ridership - Summary

For the fiscal year, ending June 30, 2019, system-wide ridership totaled 53.04 Million annual riders, reflecting a 2.5% year-over-year (Y-Y) increase. Weekday ridership accounted for 83% of annual ridership, with the remaining 17% split between Saturdays (8.5%) and Sundays (8.3%). Total weekday ridership gained 3.6% Y-Y, while weekends declined 5.0% Saturdays, and 0.6% Sundays. The FY18-19 Ridership profile has been summarized by Day and Service Type in Attachment 1. Estimated net gains/losses in ridership by service type have been aggregated in the provided charts [Charts 1.1, 1.2]. Full route-level service and performance details are provided in Attachment 4.

After recent consecutive years of ridership declines, this is the first year of positive year-over-year ridership

growth, with an estimated net adjusted gain of 1.28 million riders over the prior year. While validating against fare revenues, farebox revenue grew at a proportionally higher rate. After adjusting for the revenue gains from Local/Transbay fare increases over the last fiscal year, the ridership growth is in line with farebox revenues.

Ridership - Local

[Attachment 1, Chart 1.2] The largest contributors to weekday ridership growth came from Urban Crosstown, Transbay, and Trunk service. For Urban Crosstown, the top routes in ridership growth included Lines 28, 35, 34, 52, 41, 56, 80, 79, 36, 14, and 62. Trunk lines saw slight gains across most lines including 40, 51A, 6, but saw a decline in Line 1 usage impacted by current BRT construction.

Ridership - Transbay

[Attachment 4] Transbay service, which represents 10% of total annual ridership, gained 5.8% year-over-year. Transbay service benefited from the introduction of double-decker buses to help reduce overcrowding and increase passenger capacity. The initial rollouts on the high ridership lines saw double digit growth in average daily passengers on the FS, J, and LA lines compared to prior year. Average daily ridership on the FS, J, and LA grew 24.1%, 24.1%, and 30.2% respectively.

Ridership - Other

[Attachment 4] Early bird express service routes were added as of February 2019 (Lines 701, 702, 703, 706, 707, 710) adding approximately 20 daily weekday service trips. Ridership on these routes range between 27 - 174 average daily riders.

Flex service operates as Line 448 (Castro Valley), and Line 475 (Newark), with average daily riders of 38 and 55 respectively.

Dumbarton contracted service (MB-PT) saw ridership remain steady with less than 0.9% increase (261,500 total annual riders).

Discontinued routes in FY18-19 include the following - Lines 22, 32, 37, 48, 75, 81, 85, 89 - all as a result of the implementation of AC Go in Central Alameda County.

Ridership - Productivity**Top Performing Routes**

[Attachment 1, Charts 1.4, 1.5] The top 10 weekday performing routes are ordered below by productivity (passengers per revenue hour) and by average daily ridership. The most productive routes on a passenger per hour basis carried between 42 - 57 passengers per hour. These routes covered a range of service types (Trunk, Transbay, Broadway Shuttle, and Early Bird Express service) and consisted of Lines 51B, BSD (Broadway), E, J, FS, 702, 51A, 1, 40, and 701. The most productive routes on an average daily ridership basis carried between 3800 - 11,400 riders per day. These are high volume weekday routes that include Lines 1, 51A, 51B, 40, 57, 6, 72R, 14, 18, and 97.

Bottom quarter performing routes

[Attachment 3] In accordance with Policy 545, staff assessed the routes performing in the bottom quarter of each service type as measured by productivity (passengers per hour) for weekday service. For bottom

performing routes, the options for remedial action include: 1) frequency adjustments, 2) running time adjustments or minor route changes, 3) route efficiency improvements, 4) route discontinuance, and 5) other actions such as grant-funding opportunities or additional marketing. Additional grant funds would provide more resources towards optimizing service hours and frequencies to improve route performance. Low performing routes are rank ordered and based on comparison against other routes within the specified service type. Proposed changes and adjustments to these routes are provided in Attachment 3. Staff will review and continue to monitor low performing routes in conjunction with ongoing service route changes.

[Attachment 3] Routes with daily ridership change greater than +/-10% over the previous year are also provided for review. Routes making this list saw a greater than normal growth/decline across the District's service compared to the prior year. Analysis is provided to explain the possible causes of these changes which may include service frequency adjustments, service restructuring, or impacts from external factors.

Frequency/Trips/Hours

[Attachment 2] Service Type Analysis summarizes the service levels provided across each of the service types by day type. The tables include the service level changes compared to the prior year. The addition of Early Bird Express service is noted in the table. The year-over-year % change declines are based on the average daily trips which fluctuate across each of the signup periods during the fiscal year. When comparing total actual trips operated, the year-over-year difference is within 1% change.

On-Time Performance

[Attachment 1, Chart 1.6] Overall system-wide on-time performance (OTP) averaged 70.35% on weekdays, 71.59% Saturdays, and 74.75% Sundays. Weekday performance remained relatively flat over the prior year (+0.67%), with slight improvements on the weekends of +2.0%. Breaking out these figures by service type, OTP variations across service types are illustrated in the boxplots presented in the attachment. This graph depicts the variation in OTP across the different routes within each service type. The center of the box (median) is where most routes perform with respect to the District target of 72% marked by the vertical dotted line. The wider the box, the greater the variation in OTP performance across different routes within each service type.

As shown, Early Bird Express service, Broadway Shuttle, and Suburban Crosstown routes performed above or near the District target. On the other end, Transbay lines averaged around 64% OTP, reaching as high as 75% OTP (Line C), but falling as low as 45% (Line M). Increased bridge congestion during peak hours has a larger impact on Transbay performance compared to the other service types, which may operate in less congested time periods or roadways. Also, OTP on Transbay lines is more significant and better followed in the AM westbound direction than in the PM eastbound direction when adherence to scheduled departure time at the Salesforce Transit Center is key. Other factors impacting OTP include service type, frequency, runtime, congestion, peak/non-peak periods, vehicle maintenance, and workforce availability.

Passenger Loads

[Attachment 1, Chart 1.7] Maxload analysis is important for ensuring fleet type assignments can provide the seating capacity necessary to handle different service types and service periods with peak passenger loads. Board Policy 545 provides level of service guidelines with respect to load factors. Average vehicle maxloads are summarized by service type for the period FY18-19. Assessment of typical maxloads on each route ensures fleet type assignments can accommodate peak load demands to minimize overcrowding or pass up conditions. As shown, supplementary service typically had the most peak load demands to provide for seating capacity on

school trips. Transbay service also exhibits higher maxloads due to high demands during peak commute times. The introduction of double-decker buses on these lines have helped alleviate some of these constraints with added passenger capacity to meet the high peak demands of Transbay commuters.

Industry and emerging trends

[Attachment 1 - Chart 1.8, 1.9] This section reviews industry and broader macro-economic trends impacting regional and national transit ridership. In 2018, among the largest bus agencies in urbanized areas, APTA reported an average drop of 2.8% in ridership across these agencies, while the District was able to stabilize its ridership with a modest gain, likely due to an increase in service hours. As the industry struggles to regain ridership, compared to prior years, these declines are shrinking in size for most agencies as exhibited in Chart 1.8. The District's regional and state agency peers (Santa Clara VTA, SFMTA and LA Metro) also saw lower ridership declines from previous year. This suggests that while each agency faces different ridership growth challenges, these figures may be approaching a floor for most agencies as ridership levels approach the core population of transit dependent riders. However, a reversal in ridership is no guarantee. While the District has seen net growth in total ridership, many individual routes still lose riders where daily ridership is low compared to higher volume trunk routes. This is a balance between expanding new services, while maintaining sufficient coverage on lower productivity routes in areas or time periods (e.g., late night Owl service) to ensure our core riders have access to transit services within their local communities.

Ridership declines can continue given the competitive landscape of other services that compete with what the agency offers. Newer ride-sharing and competing TNC (Transportation Network Companies) services continue to establish themselves in the market at an alarming pace, offering competitive pricing, services and convenience that attract the same group of riders relying on the District's services. The TNC market has brought along the externalities of added congestion in urban markets which can impact our service quality from on on-time performance standpoint. More data and external studies continue to evaluate the impacts of TNCs/ride-sharing and other services on transit ridership. A more recent study (Graehler et al., 2019) found results suggesting that for each year after TNCs have entered a market, bus ridership can be expected to fall by 1.7%. Many of these studies have their own limitations but also rely on statistical modeling of internal and external correlates (service hours, fares, population, employment, auto ownership, gas prices, etc.) to estimate the impacts of external variables on ridership levels. The District will apply similar data modeling methods to facilitate service planning in reviewing ridership performance, extracting data insights and optimizing service variables to sustain ridership growth.

ADVANTAGES/DISADVANTAGES:

There are no advantages or disadvantages associated with this report as it solely reports on service and route performance as required by Board Policy 545.

ALTERNATIVES ANALYSIS:

There are no alternatives associated with this report.

PRIOR RELEVANT BOARD ACTION/POLICIES:

SR 18-241- 2018 Annual Ridership and Route Performance Report

ATTACHMENTS:

1. FY18-19 Ridership Performance Summary
2. Service Type Performance
3. Bottom quarter (25% routes) - proposed adjustments
4. Route Performance (Weekday, Saturday, Sunday)

Prepared by:

Campbell Jung, Manager of Systems Analysis

In Collaboration with:

Michael Eshleman, Service Planning Manager

Howard Der, Planning Data Administrator

Zaric Wong, Statistical Data & Information Analyst

Approved/Reviewed by:

Ramakrishna Pochiraju, Executive Director of Planning & Engineering

William Tonis, Director of Project Controls & Systems Analysis

Robert del Rosario, Director of Services Development and Planning

Appendix N: Board Policy 110

Board Policy 110, “Public Hearing Process for the Board of Directors,” was originally adopted in 1994 and amended by the AC Transit Board to comply with Title VI requirements. It is incorporated in the Title VI Program by reference, and is available on the following AC Transit website: <http://www.actransit.org/about-us/board-of-directors/board-policies/>



Board Policy No. 110
Public Hearing Process for the Board of Directors

ADOPTED: 1/94
RECENT AMENDMENT: 1/8/20
SEE ALSO: 525, 101, 518

SUBJECT CATEGORY: SECTION 100, GOVERNANCE AND ADMINISTRATION
SUBSECTION: ADMINISTRATIVE
CONTROL DEPARTMENT: DISTRICT SECRETARY, GENERAL COUNSEL

I. PURPOSE

The public hearing process is one of many methods used by the Board of Directors and the District to solicit and receive public comments about decisions affecting residents and riders. It is the intent of the Board of Directors to encourage public input so that information received may be considered as part of the decision-making process. Should this policy be in conflict with any other Board Policy, the provisions of this policy shall prevail.

II. PERSONS AFFECTED

This policy is applicable to the Board of Directors, Board Officers and any department prescribed herein as well as employees in any department that may have a direct or indirect role in any part of the public hearing process described herein.

III. DEFINITIONS

“**Fare Media**” means the method by which passengers pay their fare. For example: cash, paper ticket, contactless smartcard, smartphone app, etc.

IV. POLICY

A. Public Hearings

Public hearings shall be scheduled by the Board of Directors to consider the matters identified in this section. Unless waived by the Board, one public hearing shall be scheduled on significant matters (fare increases, major service changes, environmental matters) and whenever possible, shall be held on the date of and in conjunction with a regularly scheduled Board meeting. However, the Board in its discretion may determine that additional hearings are necessary and/or that a public hearing be conducted by staff absent of the Board. In those situations, staff shall adhere to the requirements outlined in this policy and the Board shall review all public comment received prior to rendering a decision on the subject matter of the hearing in accordance with Section IV.D.2 of this policy. All fare and service changes are subject to Board Policy 518, Section III. Title VI Service and Fare Equity Analysis.

1. Fare Increases

Fare increases shall include any increase in the price for the use of District public transit services including cash fares, ticket fares, pass fares, transfer fares, or amendments to eligibility criteria for fare categories. Decreased, short-term promotional fare adjustments of six months or less shall not be subject to public hearings.

2. Fare Media

Whenever the District discontinues a fare media, a public hearing shall be held pursuant to the process outlined in this policy. Board approval is required in order to discontinue or introduce a new fare media.

3. New service on streets (excluding major arterial streets and streets designated as a truck route) not previously used by any route; or

4. Major Adjustments of Transit Service

Major Adjustments in Transit Service include the following changes if they last 12 months or more:

- a. A new transit route; or
- b. Any aggregate change of 10 percent or more of the number of transit revenue miles or hours system-wide; or
- c. Any aggregate change of 20 percent or more of the number of transit revenue miles or hours in one of the four planning areas of the District (West Contra Costa County, North Alameda County, Central Alameda County, South Alameda County); or
- d. Any aggregate change of 25 percent or more of the number of transit revenue vehicle hours or miles of a route computed on a daily basis for the day of the week for which the change is proposed.
- e. EXCEPTIONS: Exceptions to the major adjustments of transit service include:
 - i. A reassignment of route numbers resulting from combining existing routes, which results in the creation of a new route "number".
 - ii. Standard seasonal variations, unless the variation, as compared to operations during the previous season, falls within the definitions of major adjustments of transit service listed above.
 - iii. Emergency service changes, including changes in routes or service frequencies which may be necessitated due to a disaster which severely impairs public health or safety, changes in access to public streets, or the ability of District equipment to travel on

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

public streets. Emergency service changes may be implemented immediately without a public hearing provided that a finding identifying the circumstances under which the change is being taken is made by the General Manager and a subsequent public hearing is held if the temporary change is to remain in effect longer than 12 months.

- iv. The restoration of service which had been eliminated within the past ten years due to budget constraints, provided the service runs on the same route as it had prior to its elimination, subject to minor deviations which do not exceed the major adjustment of transit service requirements above.
- v. The introduction or discontinuance of short-term or temporary service which will be/has been in effect for less than twelve months.
- vi. Changes to service on a route with fewer than ten total trips in a typical service day.
- vii. Discontinuance of District-operated 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 served.

5. Environmental Matters

Environmental Impact Reviews, Reports or Negative Declarations as required by the California Environmental Quality Act or State Implementing Guidelines.

6. Other Public Hearings

Other Public Hearings shall be conducted as may be required by federal or state laws or regulations, including but not limited to, public hearings required prior to the submission of Federal Transit Administration grant applications. (Note: District public hearings are not required for District grant applications when said grants are part of a regional grant application process and public hearings are coordinated and conducted by the Metropolitan Commission or other regional agency or operator.)

B. Establishment and Notice of Public Hearings

1. Board Authority to Set Public Hearings

In order to provide sufficient notice of upcoming hearings, the Board of Directors shall designate the time and place for public hearings at least 28 days in advance of the proposed hearing date, unless more or less notice is required by law. Unless otherwise required by law, the Board may provide for minor modifications to the 28-day advance notice requirements in those situations when a finding can be made by the District's General

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Counsel that such modification will not diminish fulfilling the public notice procedures outlined below.

2. Legal Publication of Notice

Once the Board has set a public hearing, notice of the public hearing shall be prepared to include a general description of the public hearing subject matter, the date, time and location of the public hearing, and methods to provide public comment.

The Media Affairs Manager shall publish legal notice of the hearing once a week for two successive weeks in a newspaper of general circulation (such as the East Bay Times) within the District. Except as otherwise provided in subsection 3 of this section or as required by law, the first publication shall occur not less than 14 days prior to the public hearing date. The second publication shall occur not less than 7 days prior to the public hearing but not less than 5 days after the first publication.

3. Special Provisions Regarding Environmental Matters

In the case of public hearings relating to negative declarations or environmental impact reports, expanded legal notice or public review and comment periods may apply. In such situations, the General Counsel shall review and determine additional public comment and notification periods which may be required by State or Federal law or regulation.

4. Other Notices

Notices of public hearings shall be sent to city councils, boards of supervisors or school districts that oversee areas affected by the subject of the public hearing or other public agencies as determined by the General Manager.

In addition to the above legal notices, notices to enhance public awareness of and engagement in the public hearing may be distributed as determined by the General Manager. These notices may include, but are not limited to:

- a. Display advertisements in newspapers oriented to specific groups or neighborhoods that may be affected by the subject of the public hearing;
- b. Direct mail notices to neighborhoods that may be affected by the subject of the public hearing;
- c. Informational signs and/or fliers placed on buses and/or bus stop poles on the affected routes as the situation may warrant; and/or
- d. Press releases to area newspapers in the affected areas.

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

C. Interpreter & Translation Services

1. At a minimum, Spanish and Chinese interpreters will be available at all noticed public hearings.
2. Upon request with at least 72 hours advance notice and subject to availability, sign language or a foreign language interpreter for the Safe Harbor Languages provided in the Language Assistance Plan will be present at the hearing. All interpreters for noticed public hearings shall be secured through the District Secretary's Office.
3. Departments requesting a public hearing shall be responsible for translating all staff reports, presentations, notices, handouts, etc. for distribution at the hearing into Spanish and Chinese and any other languages requested. Translated documents are to be provided to the District Secretary's Office for distribution to the public in accordance with established deadlines for the submittal of staff reports.
4. Departments requesting a public hearing are responsible for coordinating with the Marketing and Communications Department on the production of translated brochures, car cards and other marketing materials for distribution to the public as well as display ads, web articles and other digital messages to riders in advance of when said information will be needed. The Marketing and Communications Department will ensure that the information is translated into the appropriate languages.

D. Conduct of Public Hearings**1. Hearing Procedures**

Unless the Board determines otherwise, public hearings shall be conducted in conjunction with a regular meeting of the Board of Directors or at a special meeting if necessary. Proceedings shall generally include, but are not limited to, the following:

- a. An announcement of the purpose of the hearing.
- b. Introduction of the Directors and other Officers and Staff of the District who are present (at the discretion of the Board President).
- c. An introduction by the Board President, the General Manager, or the General Manager's designee, of the subject matter being considered at the public hearing.
- d. An announcement by the General Counsel of the ground rules for the hearing, including:
 - i. The need for speakers forms to be completed by each speaker so that each individual may be recognized in an orderly manner;

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

ii. The time limit for speakers, including those using simultaneous translation equipment, shall be limited to three (3) minutes for individuals and organizations, unless, at the discretion of the Board President or by determination of a majority of the Board, said time limit is extended or reduced. Speakers using a translator will receive twice the allotted time (Ref: GC 54954.3(b)(2)). Whenever possible, a timer shall be used to indicate when a speaker's time is about to expire and has expired. The General Counsel may advise speakers that the Board is present to listen to comments and will not respond to questions, but instead, may refer speakers to a staff person for a response;

iii. Announcement that the District Secretary may call speakers in groups of three (3) to five (5) in order to expedite the orderly movement of speakers to the podium;

Announcement that each speaker will only have one opportunity to speak on the subject of the hearing and shall not be recognized to speak again. A recognized speaker may not assign any of his/her time to another individual; and

iv. Limitations on signage. Individuals attending the meeting, regardless of whether or not they address the Board, may not bring in signs that are attached to a holder of any kind (including but not limited to wood, metal, plastic, or rolled cardboard tubing) or which are of such heavy construction that may reasonably injure or harm others. Signs not meeting this criteria are subject to confiscation.

e. Receipt of Public Comments.

i. Prior to the initiation of a public hearing or prior to the close of a public hearing, the Board may elect to continue the public hearing to another meeting to receive additional comments. The date, time and place of any continued hearing shall be included in the Motion for Continuance. As soon as practical after the Board's action to continue the item, but no more than 24 hours after that action, a notice of continuance shall be posted in the District General Offices in a location which is freely accessible to the public.

ii. Following receipt of oral and/or written public comments, the public hearing shall be closed and the decision rendered at that meeting or another meeting announced by the Board President. If the Board chooses not to take action immediately following the close of the public hearing, the Board President shall announce the time and date at which the Board will next consider the decision. How soon the Board makes its decision after the close of the public hearing is within the Board's discretion, unless a State or Federal law or regulation or Board policy requires a decision within a specific period of time.

2. Absence of Boardmembers at a Public Hearing

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

If any Boardmember(s) or a quorum of the Board are absent from any public hearing, the public hearing may proceed and copies of the District Secretary's summary of the hearing (when minutes of the meeting cannot be prepared and approved in time for the meeting when the public hearing item will be considered), approved minutes, or an audio recording of said hearing shall be provided to the absent Boardmember(s) prior to the vote on the decision(s) resulting from the public hearing. Each absent Boardmember shall state on the record that he/she reviewed the District Secretary's summary of the hearing, the approved minutes or listened to the audio tape prior to participating in the decision(s).

3. Written Comments

In addition to oral comments, written comments will be accepted prior to the close of the public hearing. Copies of all written comments shall be provided, or read, to all Boardmembers prior to their decision on the matter, including any Boardmember(s) who were absent when the public hearing occurred.

4. Record of Hearing

As provided for in Section 6.20 of the Board Policy No. 101, Rules for Procedure, the minutes of the Board of Director's meeting shall constitute the record of the public hearing. Audio recordings of said public hearings shall be maintained in accordance with the above Board Policy. Court reporter services shall be provided at the direction of the Board of Directors or as requested by the District Secretary, General Manager, or General Counsel.

V. AUTHORITY

- A. Upon request, the Board may waive or modify the additional notice requirements outlined in subsection IV.B.4. for administrative matters only. Justification for the waiver shall be presented to the Board at the time the hearing is set and requires an affirmative vote of not less than four Directors. A waiver may not be sought for adverse service or fare changes.
- B. The Board of Directors has the authority to amend the policy as it deems appropriate or otherwise required by law.

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

Appendix O: Prior Service and Fare Equity Analyses

Since the last program update, staff conducted seven equity analyses. Proof of the Board's consideration of each is attached below. The complete staff reports, including the full equity analyses, can be found on the website under each link:

- December 2017, Elimination of Line 275 and Continuation of Flex
http://www.actransit.org/wp-content/uploads/board_memos/14-247b%20Line%20275.Flex%20Service.pdf
- February 2018, Transbay fare changes
http://www.actransit.org/wp-content/uploads/board_memos/17-234e%20Transbay%20Fares.pdf
- April 2018, Transbay Tomorrow
http://www.actransit.org/wp-content/uploads/board_memos/17-256c%20Transbay%20Tomorrow%20-%20WEB.pdf
- September 2018, Service change proposals for December 2018
http://www.actransit.org/wp-content/uploads/board_memos/18-172b%20Line%2019%20and%20Line%2096%20Realignment.pdf
- March 2019, Local fare changes
<https://actransit.legistar.com/LegislationDetail.aspx?ID=3880986&GUID=2F639775-895D-4E00-86F9-319776DD23FB>
- September 2019, Service changes for FY2019/20
<https://actransit.legistar.com/LegislationDetail.aspx?ID=4128520&GUID=BD5C49D2-8D0A-4983-BF88-01ACA5582D9B>
- September 2019, EasyPass
<https://actransit.legistar.com/LegislationDetail.aspx?ID=4143687&GUID=355F1120-19D0-4105-B474-9D10FDF04B0A>

**ALAMEDA-CONTRA COSTA TRANSIT DISTRICT
BOARD OF DIRECTORS
MINUTE ORDER**

Staff Report No. 14-247b	Meeting Date: December 13, 2017
<p>Recommended Action: Hold public hearing to receive public comment on the elimination of Line 275 and the continuation of Flex Service in Newark and Castro Valley; and</p> <p>Consider the adoption of <u>Resolution No. 17-047</u> approving the elimination of Line 275 and the continuation of Flex Service in Newark and Castro Valley, approving the related Title VI Service Equity Analysis, and authorizing the filing of Notice of Exemption</p>	

THE FOLLOWING ACTION WAS TAKEN BY THE BOARD OF DIRECTORS:

Consent Calendar <input type="checkbox"/>	Regular Calendar <input checked="" type="checkbox"/>
Approved <input checked="" type="checkbox"/>	Received <input type="checkbox"/>
w/ Modification(s) <input type="checkbox"/>	Other <input type="checkbox"/>

MOTION: PEEPLES/WILLIAMS to adopt Resolution No. 17-047 approving the elimination of Line 275 and the continuation of Flex Service in Newark and Castro Valley, approving the related Title VI Service Equity Analysis, and authorizing the filing of Notice of Exemption. The motion carried by the following vote:

AYES:7: Peoples, Williams, Harper, Davis, Young, Wallace, Ortiz

Summary of Discussion/Public Comment:

President Ortiz introduced the item and called on the General Counsel to make a few procedural announcements. General Counsel Denise Standridge advised that legal notice of the hearing was published in accordance with Board Policy 110 in the Bay Area Newsgroup family of newspapers as well as the Singh Tao Daily and El Mundo newspapers. She further outlined the rules for public comment and announced that Spanish and Chinese interpreters were available if needed.

President Ortiz opened the public hearing at 6:31 p.m. The Board waived the presentation of the staff report. Transportation Planner John Urgo was present to address questions. Two people appeared to present testimony on the topic of the hearing.

Public Comment:

- Nathaniel Arnold, Division 3 Shop Steward, stated that the Amalgamated Transit Union would like to continue the Line 275 service in addition to providing the Flex service which helped people with disabilities and provided an alternative to Uber or Lyft.
- Yvonne Williams, President of ATU Local 192, asked that Line 275 be reinstated if the Flex service was discontinued in the future, noting that operators loved the Flex service and the Union appreciated the opportunity to be a part of it.

The public hearing closed at 6:34 p.m.

[SEAL]

I certify that the foregoing is a correct copy of a Minute Order adopted by the Alameda-Contra Costa Transit District Board of Directors.

ATTEST:

Linda A. Nemeroff, District Secretary

By: _____

Deputy

**ALAMEDA-CONTRA COSTA TRANSIT DISTRICT
BOARD OF DIRECTORS
MINUTE ORDER**

Staff Report No. 17-234e	Meeting Date: February 28, 2018
Recommended Action: Consider the adoption of <u>Resolution No. 18-012</u> approving the Transbay Fare Schedule effective July 1, 2018, approving the Title VI Fare Equity Analysis, determining that the fare adjustments are exempt from the California Environmental Quality Act, and directing staff to amend Board Policy 333 (Fare Policy: Fares, Fare Structure, and Fare Increases)	

THE FOLLOWING ACTION WAS TAKEN BY THE BOARD OF DIRECTORS:

Consent Calendar <input type="checkbox"/>		Regular Calendar <input checked="" type="checkbox"/>	
Approved <input checked="" type="checkbox"/>	Received <input type="checkbox"/>	Other <input type="checkbox"/>	
w/ Modification(s) <input checked="" type="checkbox"/>			
<p>MOTION: PEEPLES/WALLACE to adopt revised <u>Resolution No. 18-012</u> approving the Transbay Fare Schedule to be implemented in a maximum of six months, or sooner if feasible, after AC Transit begins operations in the new terminal with increases in subsequent years to be effective on the month and day of the first year's increase; approving the Title VI Fare Equity Analysis; determining that the fare adjustments are exempt from the California Environmental Quality Act; and directing staff to amend Board Policy 333 (Fare Policy: Fares, Fare Structure, and Fare Increases). The motion carried by the following vote:</p> <p>AYES:6: Peeples, Wallace, Harper, Williams, Davis, Young NOES:1: Ortiz</p>			
<p>Summary of Discussion/Public Comment: <i>[Written Comments received prior to the meeting are incorporated into the file by reference.]</i></p> <p>Director of Management and Budget Chris Andrichak presented the staff report and gave an overview of the staff recommendation.</p> <p>Director Williams asked if the planned service increases in his ward would be affected if the fare increase was not implemented. Mr. Andrichak advised that he was unsure how service for the next fiscal year would be impacted, but Phase 3 of ACGo was scheduled to be implemented in June despite a projected budget deficit in the next fiscal year and while a fare increase would help, there would still be a deficit.</p> <p>President Ortiz asked if the fare increase would apply to Dumbarton/San Mateo riders even though they do not go to the Transbay terminal. Mr. Andrichak advised that the fare increase would apply to all Transbay riders. President Ortiz further inquired if riders were surveyed on the dollar amount of the fare increase. Title VI Program Administrator Sally Goodman advised that they were not.</p>			

**ALAMEDA-CONTRA COSTA TRANSIT DISTRICT
BOARD OF DIRECTORS
MINUTE ORDER**

Staff Report No. 17-256c	Meeting Date: April 25, 2018
Recommended Action: Consider adoption of <u>Resolution No. 18-019</u> approving the Transbay Tomorrow final plan including the March 28 th public hearing items, approving the related Title VI Service Equity Analysis, and authorizing the filing of Notice of Exemption under the California Environmental Quality Act	

THE FOLLOWING ACTION WAS TAKEN BY THE BOARD OF DIRECTORS:

Consent Calendar <input type="checkbox"/>		Regular Calendar <input checked="" type="checkbox"/>	
Approved <input checked="" type="checkbox"/>	Received <input type="checkbox"/>	Other <input type="checkbox"/>	
w/ Modification(s) <input checked="" type="checkbox"/>			
<p>MOTION: ORTIZ/WALLACE to adopt revised <u>Resolution No. 18-019</u> approving the Transbay Tomorrow final plan including the March 28th public hearing items, approving the related Title VI Service Equity Analysis, and authorizing the filing of Notice of Exemption under the California Environmental Quality Act. The motion carried by the following vote:</p> <p>AYES:6: Ortiz, Wallace, Williams, Davis, Peeples, Young NOES:1: Harper</p>			
<p>Summary of Discussion/Public Comment: <i>[A revised Resolution was presented at the meeting by President Ortiz for the Board's consideration.]</i></p> <p>Senior Planner Linda Morris presented the staff report, including an overview of specific line recommendations and a summary of the public comment received.</p> <p>President Ortiz thanked staff for their extensive efforts to develop the plan. However, she continued to express concern about funding for the service which relied heavily on the passage of Regional Measure 3 (RM3) in June. President Ortiz made a motion to implement the plan in two phases whereby the cost-neutral changes would go into effect in August with the remainder taking effect in December if RM3 were approved. If RM3 was not approved, staff would be instructed to return to the Board for further direction. Vice President Wallace seconded the motion. President Ortiz also requested that there be an aggressive campaign to notify riders of bus stop eliminations.</p> <p>Discussion ensued regarding funding for the plan. General Manager Michael Hursh clarified that if the entire plan was approved and implemented, and RM3 fails, the District would have no other option than to reduce service. He added that another factor to consider was the timing of the move into the Transbay Transit Center which would make it difficult to communicate service changes to riders at the same time service to the new center was beginning. He added that he</p>			

**ALAMEDA-CONTRA COSTA TRANSIT DISTRICT
BOARD OF DIRECTORS
MINUTE ORDER**

Staff Report No. 18-172a	Meeting Date: September 12, 2018
<p>Recommended Action: Hold public hearing to receive comments regarding the adoption of Resolution No. 18-032 approving Service Change Proposals for December 2018, the related Title VI Service Equity Analysis, and authorizing the filing of a Notice of Exemption. The proposed changes include:</p> <ul style="list-style-type: none"> • the operation of service on new streets for service changes on Lines 14, 70, 96 and 217; • one new route to serve new Park and Ride facilities in East Oakland and related service on new streets; and • four new routes to serve operating divisions for bus operator access to and from the Bus Storage Facility in San Francisco (Report 18-172a). 	

THE FOLLOWING ACTION WAS TAKEN BY THE BOARD OF DIRECTORS:

Consent Calendar <input type="checkbox"/>		Regular Calendar <input checked="" type="checkbox"/>	
Approved <input checked="" type="checkbox"/>	Received <input type="checkbox"/>	Other <input type="checkbox"/>	
w/ Modification(s) <input type="checkbox"/>			
<p>MOTION: ORTIZ/WILLIAMS to adopt amended <u>Resolution No. 18-032</u> approving the Service Change Proposals for December 2018 with two amendments: 1) that the proposal to convert the deadhead routes to service routes from the Salesforce Transit Center be approved only upon written notification by Amalgamated Transit Union, Local 192 that they agree that the proposal is within the scope of the Collective Bargaining Agreement and/or the settlement agreement with the District. If the union agrees, the service change can be implemented. If the Union does not agree, the proposal is to come back to the Board on October 10, 2018 for review and a potential vote; and 2) the changes proposed to Line 96 will not be implemented. Staff is to return to the Board as soon as possible with discussion of the various changes proposed by speakers for Line 96 as well as potential changes to other routes in Alameda to accomplish the goal of continuing service to Marina Village if possible. The motion carried by the following vote:</p> <p>AYES:5: Ortiz, Williams, Harper, Peeples, Wallace ABSENT:2: Davis, Young</p>			
<p>Summary of Discussion/Public Comment: <i>[Attachment 5 to Staff Report 18-172a (Summary of Public Comment) was provided at the meeting for the Board's consideration and is incorporated into the file by reference.]</i></p> <p>President Ortiz introduced the item then called on the General Counsel to make a few procedural announcements. General Counsel Denise Standridge advised that legal notice of the hearing was published in accordance with Board Policy 110 in the Bay Area Newsgroup family of newspapers as well as the Singh Tao Daily and El Mundo newspapers. She further outlined the rules for public comment and announced that Spanish and Chinese interpreters were available if needed.</p>			

**ALAMEDA-CONTRA COSTA TRANSIT DISTRICT
BOARD OF DIRECTORS
MINUTE ORDER**

Staff Report No. 18-199d	Meeting Date: March 13, 2019
Recommended Action: Consider the adoption of Resolution 19-008 approving the local fare schedule for FY 2019-20 through FY 2023-24, approving the Title VI Equity Analysis determining that the fare adjustment would not cause disproportionately adverse effects on people of color and low-income populations, and directing staff to amend Board Policy 333 (Fare Policy: Fares, Fare Structures, and Fare Increases).	

THE FOLLOWING ACTION WAS TAKEN BY THE BOARD OF DIRECTORS:

Consent Calendar <input type="checkbox"/>		Regular Calendar <input checked="" type="checkbox"/>	
Approved <input checked="" type="checkbox"/>	Received <input type="checkbox"/>	Other <input type="checkbox"/>	
w/ Modification(s) <input type="checkbox"/>			
<p>MOTION: ORTIZ/WALLACE to adopt REVISED Resolution No. 19-008 approving the local fare schedule for FY 2019-20 through FY 2023-24 effective July 1, 2019; approving the implementation of a mobile ticketing app; approving the Title VI Fare Equity Analysis; determining that the fare adjustment is exempt from the California Environmental Quality Act; and directing staff to amend Board Policy 333 - Fare Policy. The motion carried by the following vote:</p> <p>AYES:7: Ortiz, Wallace, Harper, Williams, Shaw, Young, Peoples</p>			
<p>Summary of Discussion/Public Comment: [Revised Resolution No. 19-008 was presented at the meeting for the Board's consideration.]</p> <p>Chief Financial Officer Claudia Allen presented the staff report.</p> <p>Director Peoples commented that while he agreed the fare proposal maintained a balance with the Consumer Price Index and he would support it, he acknowledged that the growing wealth gap was a problem and would continue to be a problem in the future. He further believed that the implementation of Clipper2 by 2021 was highly unlikely given past experience.</p> <p>Public Comment: Chonita Chew requested 1) that the Board consider approving free rides for seniors between the hours of 10 a.m. and 2 p.m., Monday through Friday; and 2) that the District have a local customer service call center.</p>			



ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

Master Minute Order

File Number: 19-171b

Report ID: 19-171b

Type: Regular - Planning

Status: Adopted

Agenda
Section:

Meeting Body: Board of Directors -
Regular Meeting

Report Created: 07/24/2019

Final Action: 09/11/2019

Recommended Action: Consider the adoption of Resolution No. 19-028, approving proposed service changes for FY 2019/20 considered at the Public Hearing held on August 7, 2019, which include:

- the elimination of Line 1 and replacement with BRT, truncation of Line 801 and replacement with BRT;
- service on new streets for Lines 14 and 47, as well as service changes to Lines 71, 376, 60, and 96, and associated service on new streets;
- adoption of the Title VI Service Equity Analysis; and
- authorization to file a notice of exemption, as well as
- authorize the General Manager to negotiate and execute agreements with the Alameda Transportation Management Association for enhanced service for Line 96 in Alameda Point and with California State University, East Bay for expanded service on Line 60 in Hayward.

Meeting Date: 09/11/2019

Agenda Number: 7.D.

Sponsors:

Enactment Date:

Attachments: STAFF REPORT, Att.1 Resolution 19-028, Att.2 Service Change Proposals, Att.3 Title VI Service Equity Analysis, Att.4 Public Hearing Notice, Att.5 Public Comments, Att.6 Public Comment Summary, Att.7 Summary of Outreach and Communications

Enactment Number:

Hearing Date:

Effective Date:

History of Legislative File

Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
Board of Directors - Regular Meeting	09/11/2019	Adopted				Pass



ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

Master Minute Order

File Number: 19-262b

Report ID: 19-262b	Type: Regular - Finance & Audit	Status: Adopted
Agenda Section:	Meeting Body: Board of Directors - Regular Meeting	Report Created: 07/28/2019
		Final Action: 09/25/2019

Recommended Action: Consider the adoption of Resolution 19-033 approving the AC Transit EasyPass pricing schedule for FY2021-FY2029, approving the Title VI Equity Analysis, and directing staff to amend Board Policy 333 (Fare Policy: Goals and Methodology).

Meeting Date: 09/25/2019

Agenda Number: 6.B.

Sponsors:

Enactment Date:

Attachments: STAFF REPORT, Att 1. Resolution 19-033 EasyPass Pricing Methodology, Exhibit A to Reso. 19-033 - EasyPass Pricing Matrices, Exhibit B to Reso 19-033 - Title VI Analysis, Att 2. Summary of Outreach and Comments, Att 3. Original Proposed EasyPass Pricing Matrices

Enactment Number:

Hearing Date:

Effective Date:

History of Legislative File

Action Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
Board of Directors - Regular Meeting	09/25/2019	Adopted				Pass
Action Text:	MOTION: ORTIZ/WALLACE to adopt Resolution 19-033 approving the AC Transit EasyPass pricing schedule for FY2021-FY2029 as presented, approving the Title VI Equity Analysis, and directing staff to amend Board Policy 333 (Fare Policy: Goals and Methodology). The motion carried by the following vote:					
Notes:	Marketing Manager Nichele Laynes presented the staff report.					
	Ayes: 7 President Wallace, Vice President Ortiz, Director Harper, Director Williams, Director Shaw, Director Peeples, Director Young					