



**Transbay Program
Title VI Program Update
April 2020**



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1. Introduction:

The Transbay Joint Powers Authority was created in 2001 to oversee the planning, design, construction and operation of a new multi-modal transit center in downtown San Francisco. The TJPA was formed to manage and implement the Transbay Program, which consists of the following three interconnected elements:

- Replacing the former Transbay Terminal at First and Mission streets;
- Extending Caltrain and California High-Speed Rail underground from Caltrain's current terminus at 4th and King streets into the new downtown Salesforce Transit Center; and
- Creating a new neighborhood with homes, offices, parks and shops surrounding the new transit center.

The TJPA receives federal assistance in the undertaking of these activities and in doing so ensures that it complies with all federal nondiscrimination requirements under Title VI of the Civil Rights Act of 1964. Title VI, 42 U.S.C. 2000d, et seq., and its implementing regulations provide that no person shall be subjected to discrimination on the basis of race, color, or national origin under any program or activity that receives federal financial assistance.

The TJPA uses an open and inclusive public involvement process through its board and advisory committees made up of local elected officials, public works directors, transit operators, and interested citizens. It should be noted that no federal funds are used for the operation and maintenance of the Transit Center, nor are they used for day-to-day TJPA staff functions. Currently, only one federal Transit Center capital construction grant remains open. A small amount of undrawn funds on this grant have been earned as retention for a Transit Center construction contract that has not yet been closed.

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. Specifically, Title VI 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).

TJPA operates its programs without regard to race, color, and national origin and 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 in Federal Transit Administration (FTA) Circular 4702.1.B. The 2020 TJPA Title VI Program addresses the following general requirements per Appendix A of FTA circular 4702.1B:

- Title VI Notice to Beneficiaries
- Title VI complaint procedures and complaint form
- List of transit-related Title VI investigations, complaints and lawsuits
- Public Participation Plan
- Language Assistance Plan for populations with Limited English Proficiency (LEP)
- Subrecipient monitoring
- Membership of decision-making bodies
- Facility Site Equity Analysis

Overview of Title VI Program

The commitment to Title VI compliance is an essential element of the TJPA Title VI Program and the Transit Center operation. A key aspect of the Title VI Program is the goal of integrating Title VI awareness into all activities and general knowledge base of the agency. The efforts associated with updating the Language Assistance Plan and the Public Participation plan that led up to the adoption of this program have assisted TJPA in developing strategies and practices that will continue to ensure on-going compliance with Title VI principles. These include:

1. TJPA-wide Title VI awareness training aimed at educating staff about how Title VI applies to the TJPA as well as to department work activities so that all compliance activities can be monitored.
2. Updated Language Assistance Plan and Public Participation plan that focus on improving and integrating language assistance measures into day-to-day activities.
3. Language assistance training and materials for frontline staff and contractors 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 translations are needed.
4. Website improvements for providing information about Title VI in general and in languages other than English by ensuring that Google Translate is available on all TJPA websites.
5. Continue to ensure that all federal compliance activities, including Title VI, are included in all future workplans.

2. Title VI Notice to Beneficiaries

TJPA provides the following notice in a number of locations throughout the Salesforce Transit Center, adjacent to the TJPA's office lobby, and in the TJPA conference rooms. A picture of one of the signs from the Transit Center is depicted below in figure 1. The TJPA website provides the notice in English, Spanish and Chinese, along with instructions for filing a complaint and complaint forms in those languages:

English Title VI Notice in Print

TJPA manages the Transbay Program without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. If you believe you have been unlawfully discriminated against in the provision of TJPA services, you may file a Title VI complaint with the TJPA. For more information on the TJPA's civil rights program, and the procedures to file a complaint, contact the TJPA.

On Website:

- Any person who believes she or he has been discriminated against on the basis of race, color, or national origin by the TJPA may file a Title VI complaint by completing and submitting the agency's Title VI Complaint Form. The TJPA investigates complete complaints received no more than 180 days after the alleged incident. A description of the complaint procedure process can be found [here](#).

Spanish Title VI Notice in Print

TJPA administra el Programa de Transbay sin importar cuál sea su raza, color de piel y país de origen de acuerdo con el Título VI de la Ley de Derechos Civiles. Si considera que ha sido víctima de discriminación de forma ilegal al momento en que se le prestaron los servicios de TJPA, usted puede presentar una queja del Título VI ante la TJPA. Para obtener más información sobre el programa de derechos civiles de la TJPA y sobre los procedimientos para presentar una queja, comuníquese con la TJPA.

Website

- Si cree que ha sido víctima de discriminación basada en su raza, color de piel o país de origen, usted puede presentar una queja del Título VI en un plazo de 180 días después del presunto incidente, de acuerdo con las siguientes instrucciones:

Chinese Title VI Notice in Print

TJPA 依据《民权法》(Civil Rights Act) 第六章管理跨湾运输中心项目 (Transbay Program) 而不论种族、肤色和国籍如何。如果您认为 TJPA 在提供服务时您遭受了非法歧视，您可以向 TJPA 提出第六章投诉。有关 TJPA 的民权方案及投诉提出程序的详细信息，请联系 TJPA

On Website

- 如果您认为您因种族、肤色或国籍而受到了歧视，您可根据以下说明在所指称事件发生后的 180 天内提出第六章 (Title VI) 投诉:

Figure 1: Notice to Beneficiaries Sign

Your Rights under Title VI
第六章中规定的您的权利
Sus derechos de acuerdo con el Título VI

TJPA manages the Transbay Transit Center Program without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. If you believe you have been unlawfully discriminated against in the provision of TJPA services, you may file a Title VI complaint with the TJPA. For more information on the TJPA's civil rights program, and the procedures to file a complaint, contact the TJPA.

TJPA 依据《民权法》(Civil Rights Act) 第六章管理跨湾运输中心项目 (Transbay Transit Center Program) 而不论种族、肤色和国籍如何。如果您认为TJPA在提供服务时您遭受了非法歧视, 您可以向 TJPA 提出第六章投诉。有关 TJPA 的民权方案及投诉提出程序的详细信息, 请联系 TJPA

TJPA administra el Programa del Centro de tránsito de Transbay sin importar cuál sea su raza, color de piel y país de origen de acuerdo con el Título VI de la Ley de Derechos Civiles. Si considera que ha sido víctima de discriminación de forma ilegal al momento en que se le prestaron los servicios de TJPA, usted puede presentar una queja del Título VI ante la TJPA. Para obtener más información sobre el programa de derechos civiles de la TJPA y sobre los procedimientos para presentar una queja, comuníquese con la TJPA.

TJPA
Transbay Joint Powers Authority

425 Mission Street, Suite 226
San Francisco, CA 94105
415-597-5000

Email / 电子邮件 / Correo electrónico: TitleVIcomments@transbaycenter.org
www.transbaycenter.org

You may also file a complaint directly with the Federal Transit Administration through the Office of Civil Rights

您也可通过民权办公室 (Office of Civil Rights) 直接向联邦交通管理局 (Federal Transit Administration) 提出投诉, 收件人

Usted también puede presentar una queja directamente ante la Federal Transit Administration a través de la Office of Civil Rights

Federal Transit Administration
Office of Civil Rights
Attention: Complaint Team
East Building, 5th Floor-TCR
1200 New Jersey Ave., SE
Washington, DC 20590

3. Title VI Complaint Procedures and Complaint Form

As a recipient of federal dollars, TJPA is required to comply with Title VI of the Civil Rights Act of 1964 and ensure that services and benefits are provided in a nondiscriminatory basis. TJPA has adopted a Title VI Complaint Procedure that outlines a process for the disposition of Title VI complaints and is consistent with guidelines found in the Federal Transit Administration Circular 4702.1B.

1. Filing of Complaints

- a. Complaints must be submitted in writing directly to the Transbay Joint Powers Authority (TJPA) Compliance Officer, 425 Mission Street, Suite 250, San Francisco CA 94105
- b. A complaint form may be obtained from the TJPA website, through the Board Secretary or the Title VI Compliance Officer.
- c. A copy of any complaint that is directed to another individual that may allege discrimination based on race, color, or national origin should be sent to the Compliance Officer.
- d. In cases where the complainant is unable or incapable of providing a written statement, but wishes TJPA to investigate alleged discrimination, a verbal complaint of discrimination may be made to TJPA. If necessary, staff will assist the person in converting verbal complaints to writing. However, a complaint form must be signed by the complainant or his/her representative in order for TJPA to proceed with an investigation.
- e. Complaints that are made to the Federal Transit Administration and forwarded to TJPA will be handled internally by the Compliance Officer.
- f. Complaints should be filed within 180 days of the date of the alleged discrimination. TJPA reserves the right to reject complaints that are not filed within 180 days.
- g. All complaints (excluding appeals) will be investigated and resolved within 60 days of the TJPA's receiving the original complaint.

2. Determination of Jurisdiction and Investigative Merit

- a. Based on the information in the complaint, the Compliance Officer will determine if the complaint has sufficient merit to warrant an investigation and if TJPA has jurisdiction over the action about which the complaint is being filed.
- b. A complaint shall be regarded as meriting investigation unless it does not allege exclusion from participation in services or related benefits or denial of benefits based on race, color, or national origin, or is outside of the jurisdiction of TJPA.
- c. Standard procedures for responding to complaints should continue unless the Compliance Officer indicates that a Title VI investigation is warranted.

3. Opportunity to request additional information from complainant

In the event that the complainant has not submitted sufficient information to make a determination of jurisdiction or investigative merit, TJPA may request additional information from the complainant. This request will require that the party submit the information within ten (10) working days from the date of the original request. Failure of the complainant to submit additional information within the designated time frame may be considered good cause for a determination that the complaint does not have investigative merit and the TJPA will administratively close the case.

4. Notification of Investigation

The Compliance Officer or his/her designee shall notify the complainant within 10 days, the party charged, and any appropriate TJPA staff (Executive Director or Legal Counsel) that an investigation has begun.

- a. In the event the Compliance Officer decides no investigation is warranted, the appropriate TJPA staff will issue a response to the complaint per standard procedures for responding to complaints.
- b. In the event the Compliance Officer in consultation with the Executive Director decides to investigate the complaint, the notification shall state the grounds of TJPA jurisdiction, inform the parties that an investigation will take place, and request any additional information needed to assist the investigator in preparing for the investigation.
- c. When TJPA lacks jurisdiction, such as complaints against transit agencies operating in the Transit Center, the Compliance Officer shall refer the complaint to the appropriate agency having jurisdiction over the complaint within 10 days.

5. Investigation of Complaint

- a. The Compliance Officer may elect to conduct his/her own investigation of the complaint or to have such an investigation done by his/her designee.
- b. Depending on the circumstances of the complaint, the investigation may include discussions with the complainant, TJPA staff, or the staff of contractors or consultants providing services to the TJPA at the transit center.
- c. If the complaint alleges discrimination by an individual TJPA employee, the manager of said employee shall be consulted in the investigation. If warranted, the employee(s) in question will be handled according to TJPA's standard disciplinary policy.
- d. Complainants may be represented by an attorney or other representative and may bring witnesses and present testimony and evidence in the course of the investigation.

6. Parameters of Investigation

- a. The investigation shall be completed within sixty (60) working days contingent upon the investigator's workload and resources.
- b. A written Investigative memo will be prepared by the responsible investigator at the conclusion of the investigation. This report will be reviewed by TJPA staff or departments that have relevance to the complaint, as well as TJPA's General Counsel.
- c. The investigative memo will include the following:
 - i. Summary of the complaint, including a statement of the issues raised by the complainant and the respondent's reply to each of the allegations;
 - ii. Description of the investigation, including a list of the persons contacted by the investigator and a summary of the interviews conducted; and
 - iii. A statement of the investigator's findings and recommendations.

7. Disposition of Complaint

- a. A letter of finding that summarizes the allegations and interviews regarding the incident and explains whether disciplinary action, training of the relevant staff members or other actions will occur will be prepared and reviewed by the TJPA's General Counsel prior to being sent to the

complainant. In addition, a rationale supporting the decision and any recommendations will be included in the letter.

- b. The complainant may request reconsideration of the TJPA's findings of the notice of disposition of the complaint through the provided directions:

You have 10 business days from the date of this letter to appeal the TJPA's decision. Your request for reconsideration should include sufficient detail regarding information you feel was not fully understood by the TJPA. You will be notified of the TJPA's decision either to accept or reject your request for reconsideration within 10 business days. The reevaluation of cases under this appeals process will be completed within 60 days.

- c. In cases in which a request for reconsideration is approved, the responsible investigator will reopen the investigation and proceed to process the complaint in the same manner described above. In cases in which a request for reconsideration is not approved, the complainant can seek further recourse by registering his/her complaint with the Office of Civil Rights of the Federal Transit Administration, 1200 New Jersey Ave. SE, Washington, DC 20590.

Title VI Complaint Forms

TJPA provides Title VI Complaint Forms in English, Chinese and Spanish, presented below.



TITLE VI COMPLAINT FORM

Transbay Program

** Required information*

Name of Person Discriminated Against*	Name of Person Submitting Complaint (if different)
Nature of Discrimination* Please specify all that apply <input type="checkbox"/> Race <input type="checkbox"/> Color <input type="checkbox"/> National Origin	Preferred method of contact*: <input type="checkbox"/> Home Address _____ <input type="checkbox"/> Email Address _____ == _____ <input type="checkbox"/> Telephone (_____) _____ - _____

Did the discrimination involve any of the following (check all that apply)

AC Transit Amtrak Golden Gate Transit Greyhound Muni Paratransit SamTrans
 WestCAT

Did the discrimination occur in a Transit Center business? Please specify.	Did the discrimination occur elsewhere in the Transit Center? Please describe.
--	--

Date of Alleged Discrimination (month, Day, year)*:

Describe the situation and explain why you believe you were discriminated against.*
Provide the name of the person(s) (if known) or otherwise describe those who discriminated against you. List the names and contact information of any witnesses (if known).

You may attach any written materials or other information that you think is relevant to your complaint.

Have you filed this complaint with any of the following parties? If so, please identify and provide a contact person.

Federal Agency

State Agency

Local Agency

Federal or State Court

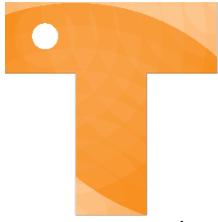
Signature _____

Date _____

Please submit to: Transbay Joint Powers Authority
*You may submit
this form
by mail, email, or in person*
Attn: Title VI Complaint
425 Mission Street, Suite 250
San Francisco, CA 94105
TitleVIcomments@tjpa.org

For Internal Use:

Name of Person Accepting Form:	Employer/Agency:
Title:	Telephone:



* **Transbay Program**

FORMULARIO DE QUEJA DEL TÍTULO VI

Información requerida

Nombre de la persona víctima de discriminación*	Nombre de la persona que presenta la queja (si es diferente)
Fundamento específico de la discriminación* Marque todos los que apliquen <input type="checkbox"/> Raza <input type="checkbox"/> Color <input type="checkbox"/> País de Origen	Método de contacto preferido*: <input type="checkbox"/> Dirección de casa _____ <input type="checkbox"/> Dirección de correo electrónico _____ <input type="checkbox"/> Teléfono (_____) _____ - _____
¿Estuvo involucrado en la discriminación alguno de los siguientes? (marque todos los que correspondan) <input type="checkbox"/> AC Transit <input type="checkbox"/> Amtrak <input type="checkbox"/> Golden Gate Transit <input type="checkbox"/> Greyhound <input type="checkbox"/> Muni <input type="checkbox"/> Paratransit <input type="checkbox"/> SamTrans <input type="checkbox"/> WestCAT	
¿Ocurrió la discriminación en un negocio de un Centro de tránsito? Especifique.	¿Ocurrió la discriminación en otro lugar en el Centro de tránsito? Describa.
Fecha de la presunta discriminación (mes, día, año)*:	
Describa la situación y explique la razón por la que cree que usted fue víctima de discriminación. * <i>Proporcione el nombre de la(s) persona(s) (si los conoce) o de lo contrario describa quién lo discriminó. Indique los nombres y la información de contacto de todos los testigos (si los conoce).</i>	
<i>Usted puede adjuntar todos los documentos escritos u otra información que considere importante para su queja.</i>	

¿Ha presentado esta queja ante alguna de las siguientes partes? Si su respuesta es sí, identifique y proporcione el nombre de una persona de contacto.

Agencia federal

Agencia estatal

Agencia local

Tribunal federal o estatal

Firma _____

Fecha _____

Favor de enviar a:
Puede enviar este formulario por correo postal, correo electrónico o en persona

Transbay Joint Powers Authority
Attn: Title VI Complaint
425 Mission Street, Suite 250
San Francisco, CA 94105
TitleVIcomments@tjpa.org

For Internal Use:

Name of Person Accepting Form:	Employer/Agency:
Title:	Telephone:

签名 _____
日期 _____

请提交至： Transbay Joint Powers Authority
您可以 Attn: Title VI Complaint
通过 425 Mission Street, Suite 250
邮寄方式、以电子邮件形式或亲 San Francisco, CA 94105
自提交此表。 TitleVIcomments@tjpa.org

For Internal Use:

Name of Person Accepting Form:	Employer/Agency:
Title:	Telephone:

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

No Title VI investigations, complaints or lawsuits have been filed against TJPA between March 1, 2017 and January 30, 2020. Complaints, if any, are tracked in the following format.

	Date (Month, Day, Year)	Summary (include basis of complaint: race, color, or national origin)	Status	Action(s) Taken
Investigations				
1.				
2.				
Lawsuits				
1.				
2.				
Complaints				
1.				
2.				

5. Public Participation Plan

Public Participation Plan



Transbay Program

March 2020

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EXECUTIVE SUMMARY

The vision for the Transbay Program is to create a transportation gateway that inspires civic pride and progress through world-class architecture, superb functionality and timeless appeal. The TJPA is committed to realizing this vision for San Francisco and the region through a collaborative and inclusive planning process that involves regional transportation stakeholders and the public.

The new Transit Center will accommodate a diverse population of more than 100,000 visitors each weekday. Outreach to the community recognizes the importance of the area’s cultural and economic diversity. From an income perspective, recent U.S. Census reports indicate that San Francisco County is performing better than many parts of the state with a median income of approximately \$112,000¹. Average rates of poverty in San Francisco County are below state averages, and median income is higher than the state average. As in other parts of California, the ethnic composition of San Francisco is diverse. While Caucasian is the plurality of the population at 46%, the county is home to a significant Asian population, along with African American and Latinx populations.

This Title VI Public Participation Plan (PPP) was created to identify ways of communicating and engaging communities that have been traditionally underserved and to determine the most effective methods of encouraging the participation of these communities. The PPP is designed to be a living document that will be updated yearly to incorporate new data, methods, and outcomes, as identified through local outreach activities and best practices in the field. TJPA will work with community partners to identify and implement strategies that remove barriers to access and participation for diverse community members.

I. OVERVIEW:

The Transbay Joint Powers Authority serves as the owner and operator of the Salesforce Transit Center, which serves as a major transportation hub within the nine-county bay region. According to 2018 population estimates, over 870,000 people reside in San Francisco County and include a diverse population that includes a broad mix of Caucasian, Latinx, Asian and African-American populations. San Francisco County is also home to the largest businesses and employers, a strong percentage of which are Latinx and Asian owned. As a result of the diversity in the county, services to this diverse group of stakeholders must consider efforts to address the needs of all the stakeholders by engaging inclusive and representative participation.

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origins in programs and activities receiving federal financial assistance. Under federal regulations, transit operators must take reasonable steps to ensure persons have access to their activities and programs. Public participation opportunities, already provided to the public in English, should also be made accessible to persons who have a limited ability to speak, write, read, or understand English. Requirements to address language assistance are contained in the TJPA Language Assistance Plan for Limited English Proficient populations.

¹ 2018 American Community Survey—San Francisco County

The TJPA’s approach to public participation has been to offer as many opportunities as possible for the ideas and concerns of the public to be heard. Elements such as meeting with nearby community-based organizations that serve minority groups, as well as regular input from the TJPA Citizens Advisory Committee, whose members are selected to ensure representation from each of the various stakeholder groups affected by the Transit Center, provide a range of perspectives that would otherwise not be heard. Working with all contractors, the TJPA has also been proactive in creating opportunities for input from the surrounding community and service population, as well as minority workers, small businesses, veterans, and students.

A. PURPOSE OF THE PUBLIC PARTICIPATION PLAN

This Public Participation Plan (“Plan”) attempts to identify existing outreach and public engagement methods that are used to solicit input and provide information about TJPA programs and services as well as identify additional ways that TJPA can engage traditionally underrepresented or underserved groups in order to develop more inclusive plans for the future. The Plan also provides direction and guidance to the TJPA’s asset manager that is responsible for the maintenance and operation of the Salesforce Transit Center regarding methods of communications and expectations for community engagement.

B. SUMMARY OF PLAN DEVELOPMENT

The Plan considers input from agency staff and consultants to gain an understanding of how public engagement occurs within TJPA, including how it is incorporated in the planning or development process. This includes methods that the TJPA Board uses to conduct board meetings and advisory committee meetings, along with how those committees are comprised.

TJPA also considered the past engagement efforts with community meetings and advisory groups to identify engagement methods that have been successful in the past. Community groups, trade associations and public agencies that have been consulted in the past are contained in Appendix A.

The development of this Plan also included an attempt to integrate the needs of those who may not be proficient in English or for whom the ability to speak English may be a barrier to participation. The Language Assistance Plan for Limited English Populations is the document that determines the recommended methods of providing translation services to LEP populations.

C. SAN FRANCISCO COUNTY PROFILE

While the Salesforce Transit Center hosts riders from a number of counties, the demographics and population characteristics were viewed for the City and County of San Francisco—where the Salesforce Transit Center is located— to establish a context for the outreach and engagement techniques to be considered. However, demographic trends for the county may mask pockets of diverse stakeholders that should also be considered. As such, the needs of specialized markets and communities were also considered.

Race and Ethnicity

The City and County of San Francisco is a diverse county, with the plurality being White/Caucasian, followed by Asian, Latinx, and African American. Table 1 presents the recent ethnicity estimates for San Francisco County.

Table 1: Ethnicity of San Francisco County

Ethnicities	Percentage
American Indian and Alaska Native alone	0.3%
Asian alone	34.2%
Black or African American alone	5.2%
Hispanic or Latinx	15.2%
Native Hawaiian and Other Pacific Islander alone	0.3%
Two or More Races	5.4%
White alone, not Hispanic or Latino	46.7%

(Source: Table S0501 American Community Survey, Census 2014-2018 Estimates)

Language

Within the majority of the counties that the Salesforce Transit Center serves, about 60% of the population only speaks English. Of the remaining population, the two languages that make up the vast majority of those who speak English “less than very well” are²:

- Spanish
- Chinese

The majority of those who do speak English “less than very well” speak Spanish, followed closely by Chinese. As such, it is recommended that translation of both vital documents as well as publicity and outreach materials include Spanish and Chinese translations in order to increase the visibility of the programs and services for non-English speaking populations. However, for vital documents that may limit the ability for non-English speaking populations to participate in TJPA programs, both languages should be provided translations.

Income and Economic Characteristics

San Francisco County as a whole has a fairly small population that is living below the federal poverty level. However, the household income that qualifies for federal poverty level is significantly lower than the income that qualifies as “poverty level” in California. As a result, the region has elected a definition of low income that equals 200% of the federal poverty rate, which translates into approximately \$25,000 for a family of four. Within San Francisco County, approximately 16% of the population would qualify as low income under this definition. However, even at that rate, incomes below \$25,000 are still significantly lower than the median income within San Francisco County, currently estimated at \$112,376 annually. Table 2 presents income information for San Francisco County residents.

² Census ACS 2014-2017 Table B16001

Table 2: San Francisco County Household Incomes

San Francisco County Household Incomes	
Income	Percentages
Less than \$10,000	5.3%
\$10,000 to \$14,999	4.3%
\$15,000 to \$24,999	6.0%
\$25,000 to \$34,999	4.9%
\$35,000 to \$49,999	6.3%
\$50,000 to \$74,999	10.1%
\$75,000 to \$99,999	8.8%
\$100,000 to \$149,999	14.2%
\$150,000 to \$199,999	11.5%
\$200,000 or more	28.5%
Median income (dollars)	\$112,376
Mean income (dollars)	\$166,376

(Source: Table S1901 US Census American Community Survey 2018)

From an economic perspective, the county also represents a significant and diverse business environment that may be helpful in determining how best to engage the local workforce. The majority of workers in San Francisco are in management, business and financial and sales and office support that likely work traditional work hours. However, a substantial percentage of the workers are service related, which may work non-traditional hours and days of the week. As such, knowing how to engage participation for patrons of the center may require methods that consider that service workers may need specialized outreach techniques. The following table 3 represents the occupation of civilian employment for residents of San Francisco County.

Table 3: Occupation of Civilian Employed Populations

Occupation of Civilian Employed Population	Percentage
Management occupations:	16.0%
Business and Financial	10.2%
Computer and math:	9.5%
Arts, design, entertainment, sports and media occupations:	5.6%
Education instruction and library	4.9%
Legal occupations	2.6%
Architecture and Engineering	2.3%
Health, social science, and other technical	9.1%
Sales and Office Admin support	17.5%
Service related (Food, personal care, maintenance)	14.3%
Transportation and production	6.0%
Construction	2.6%

(Source: US Census American Community Survey Table S2401 2018)

Traditionally Underserved Communities

While it is difficult to determine which specific communities may require careful consideration and alternative public engagement techniques, the data reviewed indicates that LEP as well as the income status of some of the residents may represent a challenge in ensuring that these residents are aware of the TJPA Transbay Program. For instance, food service workers within the county may need to be viewed as a specific sub-set of the community when planning specific outreach in the area, as they may work non-traditional hours or have language assistance needs. For this reason, TJPA will consider specific and targeted engagement or outreach techniques to attract the underrepresented communities during planning or outreach campaigns that are designed to solicit public input.

D. PUBLIC PARTICIPATION STRATEGIES

In order to ensure effective public participation and engagement, and reach the greatest number of people, TJPA continues to improve the public participation strategies that are used by constantly reviewing and improving upon existing techniques. Additionally, by matching the level and type of outreach being undertaken, TJPA can use their outreach dollars wisely. The following aspects help guide TJPA design outreach campaigns or public participation strategies:

- Type of plan, project or program
- Impact on the targeted community
- Existing outreach mechanisms

Existing TJPA Outreach and Public Participation Tools

TJPA currently has a number of outreach tools that are used to communicate to the public on existing programs and plans, as well as strategies that have been used to engage the public during the planning and development phase of studies or projects. These include measures identified in the TJPA Language Assistance Plan:

- Translations of public notices and meeting notices
- Electronic newsletter emailed directly to individuals and groups
- Use of TJPA website to announce meetings and updated information
- Use of Social Media to provide updated information on meetings, programs and plans
- Distribution of marketing materials (including Spanish translations) and meeting notices through Community Based Organizations, Social Service and other public agencies, and at the Transit Center
- Hosting public meetings at various times and locations to solicit input depending on the subject matter
- Interactions with major employers, trade associations and chambers of commerce in the county
- Advertisements in newspapers for legal notices (including environmental notices)
- Presentations to TJPA Board and advisory committees
- Presentations to Community Based Organizations, Social Service agencies and faith-based organizations

Appendix A presents the list of Community Based Organizations and other groups that are often used as the basis for outreach and public engagement.

Citizens Advisory Committee

The TJPA Citizens Advisory Committee (CAC) meets on the second Tuesday of each month at the TJPA offices at 425 Mission Street, Suite 250 in San Francisco. The CAC plays an advisory role in the planning of the Program and reports on its activities and concerns at the monthly Board meetings. The CAC also affords TJPA an opportunity to undertake multi-level marketing and public engagement by providing subject matter to the committee for distribution through their own channels.

Public Meetings

The TJPA holds recurring public meetings that include monthly meetings of the TJPA Board of Directors and the TJPA CAC, monthly community meetings, and quarterly Cost Review Committee meetings (which is scheduled to end by May 2020).

All public meetings are held in wheelchair accessible locations and include a standard “public comment” agenda item during which any member of the public may address the committee or board members.

Meeting notices are published 72 hours in advance of each meeting and are sent via email to the TJPA’s outreach list of approximately 10,000 individuals. Notices include information on disabled access, public transit options, and how to request a language interpreter, a sound enhancement system, or a reader during the meeting. The following are examples of text included in meeting notices:

Community Meetings. *All venues are wheelchair accessible. To request real time captioning, a language interpreter, an American Sign Language interpreter, or other accommodations for upcoming community meetings, please contact the TJPA at (415) 597-4620 or send an email to info@TJPA.org.*

The TJPA provides instructions on how to request interpreter service in its notices of upcoming meetings. These instructions are written in English, Spanish, and Chinese, and state the following:

Accessibility and Title VI: *TJPA provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address TJPA matters. For accommodations or translation assistance, please call (415) 597-4620. We require three working days’ notice to accommodate your request.*

Community forums are typically scheduled in ADA accessible public locations that can be easily accessed by the public and at times that make sense for the community that is being consulted. Additionally, meetings that are held to solicit input on a particular subject matter are often held on multiple occasions at different times of day and days of the week in order to ensure that those who wish to participate will be able to do so.

The format for the Community Meetings varies by subject matter and can include presentations followed by a question and answer period, open houses with small group break-out sessions, and priority-setting exercises for use in trade-off processes.

Board Meetings and Hearings

The TJPA Board of Directors, composed of representatives selected by member-agencies, holds board meetings on the second Thursday of each month at San Francisco City Hall. All Board meetings are generally televised live on SFGovTV2, cable channel 78, with closed captions. Members of the public who cannot attend a meeting in person may view the meeting on-demand from the archives; archived meetings are generally available 24 hours after the meeting.

Meeting notices are published 72 hours in advance of each meeting and are sent via email to the TJPA's outreach list of approximately 10,000 individuals. Notices include information on disabled access, public transit options, and how to request a language interpreter, a sound enhancement system, or a reader during the meeting. The following provides the text included in Board meeting notices:

If you require the use of a language interpreter, an American Sign Language interpreter, a sound enhancement system, or a reader during the meeting, such person or system can be made available upon request; please contact Nila Gonzales at (415) 597-4620 or NGonzales@tjpa.org, at least 72 hours prior to the meeting. Late requests will be honored if possible. Calendars and minutes of the meeting may be available in alternative formats; please contact Nila Gonzales at (415) 597-4620 or NGonzales@tjpa.org at least 72 hours in advance of need. Written reports or background materials for calendar items are available for public inspection and copying at 425 Mission St. Suite 250 during regular business hours and are available online at www.TJPA.org.

Notices of cancellations, room changes, or special meetings are posted on the TJPA's website in advance of the original meeting date and are sent to the mailing list via email.

The TJPA does not currently provide agendas and notices in languages other than English, but does provide the Google Translate tool on its website, which will translate pages on the site into over 100 different languages. Additionally, as previously noted TJPA provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address TJPA matters and are directed to call (415) 597-4620 with three days' notice to request accommodation.

Asset Manager Outreach

The current asset manager of the Salesforce Transit Center is Lincoln Properties. As the asset manager, Lincoln Properties conducts a number of promotional activities geared toward generating excitement for programs provided at the Salesforce Transit Center. This includes profile-raising outreach on a dedicated website (salesforcetransitcenter.com), printed information boards that announce specific programs, retail recruitment efforts, and general promotional activities not related to the Transit Center operation. They are also responsible for ensuring that the Transit Center bus interface is properly maintained for the transit operators and riders.

TJPA provides general guidance about methods of ensuring equity in access to the asset manager's activities and programs including language assistance notifications on items that could be considered "vital documents" as defined in the Language Assistance Plan.

II. STRATEGIES

Pursuant to Title VI regulatory guidance, TJPA will continue to ensure that meaningful access to underserved populations identified are engaged through efficient public outreach techniques and strategies. This includes ongoing efforts to improve access and opportunities for involvement for all the residents and employers in the area. All public participation activities that are provided in English will continue to be made available to low-income, minority and LEP populations, using the methods and strategies that are determined to be most effective. These include:

- Implementation of the TJPA Language Assistance Plan for LEP Populations including training for TJPA staff on key plan components
- Engagement with the asset manager (currently Lincoln Properties) to ensure that Language Assistance Plan measures are understood and incorporated into outreach activities
- Expanded use of local and regional bilingual radio, television and newspaper advertising as determined by outreach proposed
- Use of translated materials as needed
- Target use and expansion of community-focused organizations to assist in public engagement activities
- Increased posting of information on the TJPA websites, and social media applications including providing language translation through Google Translate
- Continued focused participation with Community Based Organizations, cultural and community centers and service agency representatives so that scarce public outreach dollars can be stretched through multi-level information sharing
- Continued hosting of public meetings at times that are appropriate for the subject matter, including accessible locations and at times that the public can provide input
- Expansion of targeted marketing materials so that resources are put to best use when soliciting public input on specific subject areas or topics
- Continued use of Citizens Advisory Committee to engage the public and help distribute to targeted populations

In addition to these general items, TJPA staff will also design and implement plan-specific public participation plans for any major processes or studies that are conducted by TJPA. This would apply to environmental and design processes that are anticipated for the Downtown Rail Extension. These plans will take into account the targeted audience, or unique subject matter, upon which the participation plan is based, in addition to integrating the strategies that are listed above.

III. PERFORMANCE MONITORING

Given TJPA's limited staff and financial resources, public outreach and engagement must focus on obtaining high quality public participation rather than merely large efforts of public outreach. TJPA will continue to provide the public and specific interested parties with the information and perspective necessary to provide thoughtful and considerate comments that will assist TJPA in priority setting and plan development.

TJPA will document its efforts to provide opportunities to the public to participate in its decision-making processes by:

- Maintaining records of meetings and input when soliciting public comment, particularly in low income and non-English speaking communities, and on the content and amount of the public comment received
- Examining the results of the outreach efforts
- Comparing efforts with best practices
- Adapting future efforts to enhance the ability of the public to participate in TJPA's engagement process

IV. RECENT OUTREACH

Since the last Title VI Submittal there have been a number of outreach efforts. Appendix B contains a summary and list of that work.

VI. CONCLUSION

TJPA is committed to a thorough and robust public participation process that incorporates existing public outreach techniques with creative targeted engagement activities, creates an environment of public participation and uses outreach resources effectively. With the integration of measures identified in the Language Assistance Plan, TJPA will expand its current outreach practices to meet the needs of its residents, employers and visitors.

Appendix A: Community Organizations, Trade Councils and Agencies

Community Organization, Trade Councils and Agencies
Accion Latina
Bay Area and San Francisco Bicycle Coalition
Building Owners and Managers Association of San Francisco
California State Council of Laborers
Carpenters Union #22
Consulate General of Mexico
Executives Association of San Francisco
International Brotherhood of Electrical Workers Local 6
International Union of Operating Engineers Local #3
Japanese Chamber of Commerce
Korean American Chamber of Commerce of Silicon Valley
Korean American North Pacific Coast
La Raza Community Resource Center
Laborers International Union of North America Local #261
Literacy for Environmental Justice
Livable City
Northern California Carpenters Regional Council
Oakland Chamber of Commerce
People Organizing to Demand Environmental and Economic Rights
San Francisco African American Chamber of Commerce
San Francisco and Alameda Hispanic Chamber of Commerce
San Francisco and Oakland Chinese Chambers of Commerce
San Francisco Bay Area Society of Hispanic Professional Engineers
San Francisco Buildings & Trades Council, Local #377
San Francisco Chamber of Commerce
San Francisco Korean Chamber of Commerce
San Francisco La Raza Lawyers
San Francisco Labor Council
San Francisco Planning and Urban Research Association
San Francisco State University Student Organization
San Francisco Youth Commission
San Mateo Area Chamber of Commerce
Sheet Metal Workers' Local Union #104
Sierra Club
Teamsters Local #853
The Nature Conservancy
United Association of Journeymen and Apprentices of the Plumbing and Pipefitting Industry Local #38
University of California Berkeley Student Organization

Appendix B: Recent Outreach Efforts

August 2018

Salesforce Transit Center Grand Opening

- Public Tour Series
- Engineering and Design Symposium
- Transit Rider Transition
- Ribbon Cutting Ceremony
- Neighborhood Block Party

September 2018

Salesforce Transit Center Temporary Closure

- Temporary Closure Announcement
- Temporary Closure Press Conference Series

June 2019

Salesforce Transit Center Reopening

- Relaunch website with infographics and other easy to understand information (<https://salesforcetransitcenter.com/temporary-closure/>)
 - Digital signage located adjacent to Transit Center
 - Email Marketing
 - Social Media
 - Presentations to stakeholder and community groups.
 - Earned Media campaign to announce reopening date, and explain comprehensive repairs and independent review
 - Partnership with Transit Agencies to transition riders

Ongoing Methods

- Public Outreach Via Website www.Salesforcetransitcenter.com
- Earned Media
- Email Marketing
- Social Media
 - Twitter <https://twitter.com/transitcentersf?lang=en>
 - Facebook <https://www.facebook.com/SalesforceTransitCenter/>
 - Instagram <https://www.instagram.com/salesforcetransitcenter/>

6. Language Assistance Plan

Limited English Proficiency (LEP) Language Assistance Plan (LAP)

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Executive Summary

Title VI prohibits discrimination by recipients of Federal financial assistance on the basis of race, color, and national origin, including the denial of meaningful access for Limited English Proficient (LEP) people. As a recipient of Federal funds, the Transbay Joint Powers Authority (TJPA or Authority) must “take reasonable steps to ensure meaningful access to their programs and activities by LEP persons.”³

On August 11, 2000, President William Jefferson Clinton signed Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency" that requires Federal agencies and recipients of Federal funds to examine the services they provide, identify any need for services to those with limited English proficiency (LEP), and develop and implement a system to provide those needed services so that LEP persons can have meaningful access to them. Further guidance was provided in 2012 with the release of the Federal Transit Administration's circular--FTA C 4702.1B—that further codified the FTA's objective to “promote full and fair participation in public transportation decision-making without regard to race, color, or national origin; and ensure meaningful access to transit-related programs and activities by persons with limited English proficiency.”⁴

As a means of ensuring this access, the Federal Transit Administration Office of Civil Rights has created a handbook for public transportation agencies that provides step-by-step instructions for conducting the required LEP needs assessment and developing a Language Assistance Plan. The Language Assistance Plan becomes a blueprint for ensuring that language does not present a barrier to access to the agency's programs and activities.

To develop the Language Assistance Plan necessary to comply with the guidance, an individualized agency assessment is required that balances the following four factors:

1. The number or proportion of LEP persons eligible to be served or likely to encounter a program, activity, or service of the recipient or grantee;
2. The frequency with which LEP individuals come in contact with the program;
3. The nature and importance of the program, activity, or service provided by the recipient to people's lives; and
4. The resources available to the recipient and costs for translation services.

To ensure compliance with federal guidance, TJPA undertook an assessment with the goal that all reasonable efforts should be made to ensure that members of their customer base are not denied access to their services due to a limited ability to speak, read, write and understand English. TJPA believes in the rights of all residents within its community, and furthermore supports the overriding goal of providing meaningful access to its services by LEP persons. Given the diverse nature of counties that the Salesforce Transit Center serves, eliminating the barrier to persons of limited-English-speaking abilities will have a

³ Federal Register Volume 70, Number 239 (Wednesday, December 14, 2005)

⁴ FTA Circular 4702.1B- TITLE VI REQUIREMENTS AND GUIDELINES FOR FEDERAL TRANSIT ADMINISTRATION RECIPIENTS, October 1, 2012.

positive impact not only on LEP individuals themselves, but also on the impact that the Salesforce Transit Center has on the community.

Agency Background:

The Transbay Joint Powers Authority was created in 2001 to oversee the planning, design, construction and operation of a new Transit Center in downtown San Francisco. The Joint Powers Authority included the City and County of San Francisco (City), the Alameda-Contra Costa Transit District (AC Transit), and the Peninsula Corridor Joint Powers Board who executed the Agreement under state law, creating the TJPA for the purpose of planning, building, and operating the Program facilities. In 2006, California Department of Transportation (Caltrans) was added as an ex-officio member of the TJPA. In 2017, California High Speed Rail Authority (CHSRA) was added as a new member of the TJPA. The TJPA was granted “primary jurisdiction with respect to all matters pertaining to the financing, design, development, construction, and operation of the new terminal” (Refer to Assembly Bill 812, amending Section 5027.1 of the Public Resources Code).

TJPA management functions include contract oversight, policy direction, financing, investment supervision, and coordination and collaboration with federal, state, regional, and local planning, transit, and regulatory agencies.

The TJPA has received federal funds to construct the recently opened Salesforce Transit Center which serves as a regional hub for transit services in downtown San Francisco. The recently completed Phase 1 project provides bus transit access directly from the San Francisco - Oakland Bay Bridge to the Salesforce Transit Center. Upon the completion of the Downtown Rail Extension, the Transit Center will connect eleven transportation systems and serve train and bus commuters, local area office workers, and residents of the emerging Transbay neighborhood. The six-level Transit Center contains active pedestrian, shopping, dining, and recreational areas, including the bus infrastructure.

It should be noted that no federal funds are used for the operation and maintenance of the transit center. One remaining federal capital grant is open. A small amount of undrawn funds on this grant have been earned as retention for a construction contract that has not yet been closed.

The TJPA selected Lincoln Properties as the asset manager responsible for operating and maintaining the Transit Center, in addition to the non-public transportation aspects of the building. No federal funds are provided to Lincoln Properties or are used for the operation or maintenance of the Transit Center.

The Transit Center bus infrastructure includes dedicated bus ramps, bus bays, real time signage and bus related furniture (e.g. trash receptacles, benches, signage) which serves four public transit bus operators (AC Transit, SFMTA, WestCat, Golden Gate Transit) that have their own Language Assistance Plans and measures to ensure that their riders are not denied the benefits of their service due to their inability to read or write in English.

The TJPA uses an open and inclusive public involvement process through their advisory committee comprised of community members, and the Board that is made up of local elected officials, transit and transportation agency staff, and appointed representatives selected by member-agencies. This involvement process includes providing language assistance measures to ensure that the community has input to decision making processes regardless of English proficiency.

Plan Methodology

A variety of data points provide the basis for the language assistance plan development. The plan consulted census data for the four counties in which the transit operators provide service to assist TJPA in determining the languages that may need language assistance. The plan is also informed by the translation services being provided through existing TJPA programs, as well as by employees who may provide front line interaction with the community.

General Plan Findings

By consulting the data sources identified above, the findings reveal the top two languages in the TJPA service area that will inform the Language Assistance Plan:

- Spanish (or Spanish Creole)
- Chinese (Mandarin & Cantonese)

By a large margin, Spanish remains the most predominant spoken language within the four counties and within those using TJPA programs, followed by Chinese. As a result, while other languages may be considered for translation assistance, as reflected in the Language Assistance Plan, continued care should be taken to translate information into Spanish and Chinese to ensure that Spanish and Chinese language speakers are not presented with barriers to access the TJPA programs and processes based on their English language ability. Other languages, including those falling under the “Safe Harbor” provision, will be provided translation services upon request.

Limited English Proficiency: Four Factor Framework Analysis

Factor 1: Determining the number or proportion of LEP persons in the service area who may be served or are likely to encounter a TJPA program, activity or service.

The first step in the Language Assistance Plan development process is to quantify the number of persons in the service area who do not speak English fluently and would benefit from language assistance. This process includes examining the prior experience with LEP populations, and using census and Department of Education data to identify concentrations of LEP persons in the county.

Even though the Transit Center is located within the city and county of San Francisco, the transit infrastructure is used by the operators that provide service from four other counties. As such, the “service area” for this plan includes Alameda, Contra Costa, Marin and San Francisco Counties, and data was reviewed for the four counties as a whole to inform the plan.

Data Sources

A variety of data were consulted to determine the most prevalent languages spoken in the service area, as well as those that may benefit from language assistance. This included:

- American Community Survey 2012-2016 five-year sample languages of people that speak English less than “Very Well”⁵
- Interviews with TJPA customer-facing staff

Data Analysis

Using data from the American Community Survey (ACS) 5-year sample (2012-2016) within the four counties (Alameda, Contra Costa, Marin and San Francisco) the estimated percentage of the population that indicated they speak English “Less than Very Well” is approximately 18%. Table 1 presents the breakdown by language for those within the four counties that speak English “Very Well” and “Less Than Very Well.” Based on the information, the most prevalent languages spoken in the four counties are Spanish, Tagalog, Chinese and Vietnamese.

Because the Department of Transportation (DOT) guidelines regarding “Safe Harbor Provision” for translation of written materials requires the identification of “Safe Harbor Languages”, careful attention must be paid to the absolute numbers as well as the percentage of the population that do not speak English in the development of the LEP Plan. FTA Circular 4702.1B states the following with respect to the Safe Harbor Provision:

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

⁵ This represents the most recent 5-year estimate at this time, per Census Branch Chief, Data Products Development Branch, American Community Survey, US Census Bureau

Because the LEP Plan considers the languages spoken in all four counties that the Transit Center serves, any language that registered with more than 1,000 individuals that speak English “Less than Very Well” in any single county were added to the “Safe Harbor” languages list. Based on these guidelines, 18 discrete languages have more than 1,000 persons who speak English less than “Very Well” and would qualify as “Safe Harbor” languages, requiring the translation of vital documents. The languages in order are presented in Table 1, below. Safe Harbor languages are indicated in bold on Table 2.

According to FTA guidance under C4702.1B, 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. This list does not include several groups of languages (for example, “Other Indic Languages”) that may have more than 1,000 individuals represented in a single county because the languages cannot be disaggregated to determine if each individual language is above the threshold. It is important to note that due to the size of the service area, the 1,000-person Safe Harbor threshold can sometimes represent a very small percentage of the overall population. For instance, while 6,180 Japanese speakers indicate that they speak English “Less Than Very Well”, this equates to about 0.2% of the total population in the service area. Regardless, this language constitutes more than 1,000 individuals and would qualify for “Safe Harbor Provisions” along with 14 other languages that represent less than 1% of the service area population.

Table 1: Safe Harbor Languages in Order of Predominance

Predominant Safe Harbor Languages in TIPA Counties					
Language Spoken	Individuals Speaking English “Less than Very Well”	Percentage of Total Population	Language Spoken	Individuals Speaking English “Less than Very Well”	Percentage of Total Population
Spanish	242,500	6.7%	Arabic	6,310	0.2%
Chinese	187,635	5.2%	Japanese	6,180	0.2%
Tagalog	38,995	1.1%	Portuguese	3,580	0.1%
Vietnamese	27,645	0.8%	French	3,185	0.1%
Korean	13,455	0.4%	Telugu	3,160	0.1%
Russian	11,755	0.3%	Urdu	2,425	0.1%
Persian	9,170	0.3%	Tamil	2,285	0.1%
Punjabi	8,920	0.2%	Gujarati	2,040	0.1%
Hindi	7,325	0.2%	Khmer	1,970	0.1%

Table 2: LEP Populations by Language

Counties' residents that speak English "Very Well" and "Less than Very Well" *	Alameda	Contra Costa	Marin	San Francisco	All Counties	Percentage
Total Sampled:	1,507,645	1,042,630	245,370	811,565	3,607,210	
Speak only English	845,705	683,200	190,290	454,685	2,173,880	60.3%
Spanish:	247,960	186,355	32,010	89,730	556,055	15.4%
Speak English "very well"	139,585	103,120	17,010	53,840	313,555	8.7%
Speak English less than "very well"	108,370	83,235	15,000	35,895	242,500	6.7%
French (incl. Cajun):	7,335	4,195	2,775	9,310	23,615	0.7%
Speak English "very well"	6,050	3,675	2,520	8,180	20,425	0.6%
Speak English less than "very well"	1,285	520	250	1,130	3,185	0.1%
Portuguese:	5,525	3,310	1,085	2,395	12,315	0.3%
Speak English "very well"	3,880	2,090	835	1,925	8,730	0.2%
Speak English less than "very well"	1,640	1,220	250	470	3,580	0.1%
Russian:	5,140	6,305	1,500	11,595	24,540	0.7%
Speak English "very well"	3,185	3,495	840	5,265	12,785	0.4%
Speak English less than "very well"	1,955	2,810	660	6,330	11,755	0.3%
Persian (incl. Farsi, Dari):	11,545	11,295	1,545	2,330	26,715	0.7%
Speak English "very well"	7,615	7,010	980	1,940	17,545	0.5%
Speak English less than "very well"	3,930	4,285	565	390	9,170	0.3%
Gujarati:	5,810	720	130	1,110	7,770	0.2%
Speak English "very well"	4,190	530	70	935	5,725	0.2%
Speak English less than "very well"	1,625	185	60	170	2,040	0.1%
Hindi:	30,070	8,090	540	4,755	43,455	1.2%
Speak English "very well"	25,430	6,155	435	4,110	36,130	1.0%
Speak English less than "very well"	4,640	1,935	105	645	7,325	0.2%
Urdu:	5,175	3,030	605	790	9,600	0.3%
Speak English "very well"	3,995	2,150	415	615	7,175	0.2%
Speak English less than "very well"	1,180	880	190	175	2,425	0.1%
Punjabi:	14,590	5,540	250	855	21,235	0.6%
Speak English "very well"	8,320	3,415	60	520	12,315	0.3%
Speak English less than "very well"	6,275	2,120	190	335	8,920	0.2%
Telugu:	10,645	2,985	185	420	14,235	0.4%
Speak English "very well"	8,590	2,030	100	355	11,075	0.3%
Speak English less than "very well"	2,055	955	85	65	3,160	0.1%
Tamil:	9,110	2,315		640	12,065	0.3%
Speak English "very well"	7,430	1,755		600	9,785	0.3%
Speak English less than "very well"	1,685	560		40	2,285	0.1%
Chinese (incl. Mandarin, Cantonese):	128,350	33,365	2,160	148,455	312,330	8.7%

Speak English "very well"	54,640	16,050	1,090	52,905	124,685	3.5%
Speak English less than "very well"	73,705	17,315	1,070	95,545	187,635	5.2%
Japanese:	6,285	3,335	1,045	6,415	17,080	0.5%
Speak English "very well"	4,195	2,015	815	3,875	10,900	0.3%
Speak English less than "very well"	2,085	1,325	225	2,545	6,180	0.2%
Korean:	14,060	6,305	790	6,240	27,395	0.8%
Speak English "very well"	7,280	3,225	390	3,050	13,945	0.4%
Speak English less than "very well"	6,780	3,080	400	3,195	13,455	0.4%
Vietnamese:	28,785	6,855	1,130	10,730	47,500	1.3%
Speak English "very well"	12,320	2,800	305	4,420	19,845	0.6%
Speak English less than "very well"	16,465	4,055	820	6,305	27,645	0.8%
Khmer:	2,535	735		605	3,875	0.1%
Speak English "very well"	1,240	365		300	1,905	0.1%
Speak English less than "very well"	1,295	370		305	1,970	0.1%
Tagalog (incl. Filipino):	56,390	31,855	1,335	24,235	113,815	3.2%
Speak English "very well"	37,240	21,225	935	15,420	74,820	2.1%
Speak English less than "very well"	19,150	10,630	400	8,815	38,995	1.1%
Arabic:	8,830	4,850	350	3,425	17,455	0.5%
Speak English "very well"	5,560	3,070	215	2,300	11,145	0.3%
Speak English less than "very well"	3,270	1,780	135	1,125	6,310	0.2%

*Table B16001 American Community Survey 2012-2016 5-Year Estimate

Additional data was also analyzed using the American Community Survey (ACS) 5-year sample to help understand the percentage of the community that may be affected by language barriers. The Census defines a "linguistically isolated" household as one in which no member over the age of 14 years old speaks English only or the household members speak a non-English language and don't speak English "very well." Individuals in these households may face significant language barriers because they may not be able to rely on an adult relative who speaks English well to provide translation assistance. Table 3 shows percentages of the total households in TJPA counties that would be considered linguistically isolated.

Table 3: Linguistically Isolated Households in TJPA Counties

Table S1602: LIMITED ENGLISH SPEAKING HOUSEHOLDS 2013-2017 American Community Survey 5-Year Estimates	Alameda	Contra Costa	Marin	San Francisco
All households Considered "Linguistically Isolated"	9.61%	6.67%	4.29%	11.85%
Households speaking --				
Spanish	21.28%	20.01%	22.96%	19.71%
Other Indo-European languages	9.52%	12.65%	10.90%	16.22%
Asian and Pacific Island languages	27.46%	20.69%	21.64%	35.18%
Other languages	22.53%	18.42%	19.69%	12.58%

According to the guidelines set forward by the FTA, the LEP analysis should also review alternate and local sources of data. For this analysis, the California Department of Education (DOE) 2018-2019 Census of English Learners provides an overview of the primary languages of the English Learners in the service area. The English Learner survey does not provide the most useful data for the LEP analysis, as it is collected among students and not the population as a whole. However, it provides another means of cross-checking census data analyses. It will be noted that all of the most common languages reported spoken are within the languages identified as “Safe Harbor” languages by the census data analysis. Spanish remains the most predominant language of all the language learners, followed by Cantonese.

Table 4 provides a breakdown of the top languages of the Department of Education English Learners reported for the school districts in Alameda, Contra Costa, Marin and San Francisco Counties that have greater than 100 speakers in the school year beginning in 2018.

Table 4: 2018-19 Department of Education English Learners for TJPA Counties

Alameda County Total		Contra Costa		Marin		San Francisco	
Language	Number of English Learners						
Spanish	27,554	Spanish	22,177	Spanish	4,360	Spanish	8,308
Cantonese	2,597	Other non-English languages	829	Other non-English languages	104	Cantonese	3,606
Other non-English languages	2,345	Arabic	657	Portuguese	99	Other non-English languages	2,368
Mandarin (Putonghua)	2,029	Mandarin (Putonghua)	615	French	53	Mandarin (Putonghua)	633
Arabic	1,775	Filipino (Pilipino or Tagalog)	602	Russian	47	Vietnamese	391
Vietnamese	1,263	Farsi (Persian)	438	Mandarin (Putonghua)	40	Arabic	380
Filipino (Pilipino or Tagalog)	1,225	Vietnamese	347	Vietnamese	35	Filipino (Pilipino or Tagalog)	343
Telugu	701	Punjabi	339	Gujarati	28	Taishanese	249
Punjabi	700	Portuguese	337	Japanese	27	Russian	136
Farsi (Persian)	685	Russian	311	Arabic	24	Japanese	97
Hindi	672	Cantonese	301	Korean	23	Korean	68
Tamil	389	Korean	215	Hindi	19	Samoan	55
Korean	365	Hindi	201	Cantonese	18	French	54
Pashto	302	Urdu	201	Farsi (Persian)	18	Portuguese	50
Urdu	270	Telugu	188	Punjabi	17	Hindi	44
Russian	227	Pashto	165	Telugu	17	Thai	41
Japanese	196	Tamil	111	Filipino (Pilipino or Tagalog)	13	Tigrinya	25
Tigrinya	196	Japanese	106	Urdu	12	Burmese	24
Khmer (Cambodian)	178	Tongan	85	German	11	Urdu	24
Tongan	177	French	73	Khmer (Cambodian)	10	Indonesian	18
French	153	Lao	68	Thai	7	German	17
Portuguese	141	Mien (Yao)	67	Dutch	7	Khmer (Cambodian)	17
Gujarati	124	Turkish	50	Swedish	4	Ilocano	15
Marathi	121	Thai	37	Tamil	4	Italian	14
Burmese	99	German	33	Armenian	4	Farsi (Persian)	11

Factor 1 Findings:

Factor 1 of the LEP Plan was undertaken to assess the proportion of LEP individuals that may encounter or use the TJPA service area. A number of data sources were used as a way to inform the conclusions, including the American Community Survey (census) and the California Department of Education English Learners. The findings reveal:

- 18 Discrete languages qualify under the “Safe Harbor Provision” for written materials
- 2 Languages (Spanish and Chinese) represents the predominant non-English language spoken in the TJPA Counties.

Table 5, below, combines the outputs of the data considered, and presents a ranking of the languages spoken by LEP populations by the different data sets. Using this comparison to confirm the prevalence of the Safe Harbor languages, the 18 languages are identified as those that should be considered for written or verbal translation service. However, only Spanish and Chinese could be considered predominant languages using all data sets, as it is over four times as prevalent as other languages in all of the data sets.

Table 5: Predominant Languages within TJPA Counties

Safe Harbor Languages	American Community Survey	Department of Education English Learners (Total Counties)
Spanish (or Spanish Creole)	1	1
Chinese (Mandarin & Cantonese)	2	2
Tagalog	3	6
Vietnamese	4	7
Korean	5	13
Russian	6	12
Persian	7	8
Punjabi	8	9
Hindi	9	10
Arabic	10	5
Japanese	11	18
Portuguese	12	14
French	13	19
Telegu	14	11
Urdu	15	15
Tamil	16	16
Gujarati	17	23
Khmer	18	22

Factor 2: The frequency with which LEP Populations come in contact with TJPA’s programs activities and services.

Assessing the frequency with which LEP populations come in contact with TJPA’s programs, helps the agency determine which languages need to be considered for language services. Generally, “the more frequent the contact, the more likely enhanced language services will be needed.”⁶ Strategies that help serve an LEP person on a one-time basis will be very different than those that may that serve LEP persons on a daily basis. For purposes of estimating the frequency of contact with LEP individuals, TJPA reviewed their programs and services in addition to consulting front-line employees that may have direct connection with LEP populations.

No federal funds are used for the operation and maintenance of the Transit Center, nor are they used for day-to-day TJPA staff functions. The operations and the maintenance of the Transit Center are paid through local bridge tolls and other local revenue. However, the operation of the Transit Center remains an important TJPA function.

Table 6 presents a general description of TJPAs programs and existing LEP components.

Table 6: TJPA Programs

Program	Description of Activities or Services	
General Administration	1	General management of the agency including issues that solicit public input and providing Language Assistance for Board meetings as requested
	2	Assessing strategies to complete Phase 2 improvements
	3	Providing information about Title VI protections and filing a complaint translated into Chinese and Spanish on website TJPA.org
	4	TJPA.org website includes Google Translate banner
	5	Oversight of Asset Manager of Salesforce Transit Center to ensure that the facility is operated safely and securely
Transit Center Infrastructure	1	Signage and Wayfinding using visual and tactile methods for non-English speaking visitors
	2	Emergency Notifications in Chinese, Spanish and English
	3	Kiosks with display information, with emergency messages in Chinese, Spanish and English
	4	Title VI Notice to Beneficiaries translated into Chinese and Spanish and located throughout transit center, on the bus deck and bus plaza
	5	Flyers related to safety, closures or changes in assembly translated into Chinese and Spanish

⁶ Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons--A Handbook for Public Transportation Providers, 2007

General Administration and Management

The Transbay Joint Powers Authority (TJPA) has primary jurisdiction with respect to all matters concerning the financing, design, development, construction, and operation of the Transbay Program. This includes aspects of management and administration that come before the Board of Directors for deliberation and decision.

When soliciting information from the public, flyers in English, Spanish and Chinese have been provided in foreign language newspapers and on the TJPA website or may involve other notification methods based on the type of actions being undertaken. Historically, TJPA has consulted a variety of external Community Based Groups, agencies and organization during their outreach for environmental processes regarding the LEP needs of interested groups, which included targeted translations and public meeting notifications.

Currently, the TJPA website (TJPA.org) has a Google Translate banner that allows users to locate their language to access written documentation in other languages. However, because the website may direct users to pdfs that may be of interest, the translation ends there as pdfs are not necessarily translatable without additional actions.

Board meeting agendas include instructions in English, Chinese and Spanish for accessing translation services for their meetings, seen below:

If you need to use the services of a language interpreter, contact TJPA by calling 415.597.4620 or at info@TJPA.org. We require an advance notice of three business days to accommodate your request.

Si necesita usar los servicios de un intérprete de idioma, comuníquese con TJPA llamando al 415.597.4620 o en info@TJPA.org. Solicitamos un aviso previo de tres días hábiles para atender su solicitud.

如果您需要使用语言口译员，请联系 TJPA，电话：415.597.4620，或电子邮件：info@TJPA.org。我们需要您在三个工作日之前告知，以满足您的要求

Transit Center Infrastructure

Communication is a major component to access and navigate the Transit Center, information on transit providers and their schedules. Along with emergency notification, signage and wayfinding remain the pillars of communication with visitors to the Transit Center. The major elements of signage in the Transit Center conform to the Metropolitan Transportation Commission's (MTC) guidelines and standards⁷, described below:

Wayfinding Pylons: The design of wayfinding signage follows national and international conventions, using visual icons to enable non-English speaking commuters and visitors to effectively navigate throughout the Transit Center.

⁷ MTC's 2012 Regional Transit Wayfinding Guidelines & Standards, http://mtc.ca.gov/sites/default/files/MTC_Regional_Hub_Signage_Standards_2012.pdf.

Transit Pylons: Dedicated transit pylons are located in the Bus Plaza, the bus island in Fremont Street, and on the Bus Deck. The transit pylons house monitors that display information including real-time transit arrival/departure and route information from the Bay Area 511 system administered by the MTC.

Kiosks: Kiosks with monitors are located throughout the Transit Center. These display information about the building and scheduled events, general announcements, advertising, and emergency messages in English, Chinese, and Spanish.

Emergency Notification: The public address system is able to broadcast emergency messages in English, Chinese, and Spanish throughout the Transit Center including the Rooftop Park. Emergency messages can also be displayed on the kiosks in the event of evacuation or emergency.

Oversight of Asset Manager of Salesforce Transit Center

The TJPA is responsible for the oversight of Lincoln Properties, the current Asset Manager of the Salesforce Transit Center. The Asset Manager is responsible for the operations and maintenance of the transit center, and conducts a number of promotional activities geared toward generating excitement for programs at the Transit Center. This includes outreach on their dedicated website, printed information boards that announce specific programs that they sponsor, retail recruitment efforts, and general promotional activities. They are also responsible for ensuring that the Transit Center bus interface is properly maintained for the transit operators and riders. Currently, the website SalesforceTransitCenter.com and other promotional materials located within the transit center are in English only.

TJPA provides general guidance to the Asset Manager about methods of ensuring equity in access to their programs including language assistance notifications on items that could be considered “vital documents” as defined in the Language Assistance Plan. This includes items related to safety, use or assembly. For example, promotional Flyers in English, Chinese and Spanish were distributed during the Transit Center closure and re-opening.

Frontline Staff Consultation

The TJPA has employees who regularly interact with and have experience responding to the needs of the public. Through its administrative service agreement with the City, the TJPA has an established process in place to provide at its public meetings sign language interpreters, readers, and other services to persons with disabilities. This process is used to provide language assistance if requested.

TJPA has consulted the frontline staff in the preparation of this plan that come in contact with members of the public that may be seeking language assistance. While very few employees come in contact with the public, they do interact with contractors that have customer-facing roles. This includes those engaged in the transit center security and operation.

In general, due to the nature of the administrative activities of several of the staff, there is very little contact with the public other than activities related to the monthly Board of Directors meetings.

In order to assess the frequency of contact with LEP populations, staff provided input regarding both the frequency of contact as well as the languages included in requests for language assistance.

- All of the staff indicate that they do not encounter members of the public that do not speak or read English well or appear to have “Limited English Proficiency.”
- Two of the administrative employees interact with about 5 members of the public in a typical day, but none communicate in anything but English.
- Employees indicate that they have not received any requests for translation services (document translations or interpreters).

It should be noted that the TJPA does not address issues related to the transit agencies’ rider experience on board transit vehicles, as those riders would be covered under the transit agencies’ own Language Assistance Measures. They do, however, address issues related to the transit center operation, such as coordination on safety related issues, changes in the transit center operation, or center closures and openings.

Factor 2 Findings

In general, TJPA staff and contractors can come in contact with LEP populations on a day-to-day basis. Additionally, they provide translation services upon request but have not had any request to do so. As a result, translations are not typically provided for many of the documents that are related to the administrative functions of the agency. Whether this is due to the lack of interest in the TJPA functions or whether this is due to the inability to easily access the information online is unclear.

As regular public meetings for Phase 2 are expected to continue, the TJPA recognizes that LEP populations, specifically speakers of the Safe Harbor languages identified in this document, may need translation or interpreter services. Consultation with Community Based Organizations, agencies and unions will be useful in future outreach efforts that may require language assistance.

TJPA also provides translations for important documents relative to the transit center’s operation and uses both translations, pictograms or visual markings to help non-English speaking populations access and enjoy the transit center infrastructure.

Lincoln Properties, the current asset manager responsible for operations and maintenance of transit center, promotes activities within the center that could be more readily accessed by LEP populations were if there were to be translations of their information boards or other promotional materials. Certainly, ensuring that promotional materials exist in Chinese and Spanish would render the greatest impact with the least financial outlay. Additionally, to ensure full compliance with federal LEP requirements, the website SalesforceTransitCenter.com will provide the Google Translate Banner immediately to ensure that LEP populations have access to the programs that the asset manager promotes.

Insofar as it is practical, ensuring that critical information is available in languages most commonly spoken within the area is important to providing access to the transit center for LEP populations. It is essential that the Title VI Notice to Beneficiaries include text offering language assistance to LEP populations in all of the “Safe Harbor” languages so that LEP individuals beyond those who speak Spanish or Chinese are notified of their protections.

Factor 3: The nature and importance of the program, activity, or service provided by the recipient to people's lives.

“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.”⁸

TJPA Program

The Salesforce Transit Center provides a significant transit hub for the bay area counties that it serves. Ensuring that the Transit Center operates safely, securely and efficiently is of critical importance. One aspect of that effective operation is the ability of LEP populations to access the infrastructure without needing the ability to speak English. This includes information on the TJPA.org or SalesforceTransitCenter.com website that may help visitors understand the center prior to their visit.

Planning for the next stage of the Transbay Program, such as those included in studies and environmental processes that are conducted by TJPA, also provide the ability for the public to influence transportation decisions at the site. While TJPA will not directly provide transportation, services associated with the next phase of development that is represented in these studies, access to decision making and to the planning process in general, may affect county residents in the long-term and not in an immediate manner.

Factor 3 Findings

The transit center provides an essential connection between transit riders and the City of San Francisco. Insofar as it is practical, ensuring that critical information is available in languages most commonly spoken within the TJPA service area is important to providing access the transit center and programs for LEP populations. By evaluating the services that the TJPA provides, the following represent the most important general areas that TJPA should ensure that language is not a barrier to access:

- Written information, translations and pictograms within the transit center to help visitors navigate the surrounding
- Consent or participation materials that could limit the ability for those who don't speak English to participate
- Notice to beneficiaries of Title VI protections and complaint forms
- Website access for both transit center websites with information on obtaining translation services for those who do not speak English
- Promotional materials advertising non-essential transit center activities provided by the asset management

It is assumed that TJPA will continue to assess and identify program components that may require language assistance to LEP customers. This includes information on programs and activities that may be limited to those who are proficient in English. By identifying the most critical elements to ensure LEP

⁸ Implementing the Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons--A Handbook for Public Transportation Providers, 2007

access, TJPA's programs and activities can be routinely assessed to avoid language barriers that could have serious consequences to LEP customers. TJPA should continue to seek input on the importance of its programs, activities and services to LEP customers to help identify how to best meet their needs. Working with the community directly in addition to Community Based Organizations will benefit both TJPA and their stakeholders.

Additionally, ensuring that the asset manager understands their language assistance obligations to provide translations for their written promotional materials within the transit center remains a critical element for the next phase of the language assistance plan.

Factor 4: The resources available to TJPA and costs associated with translation services

TJPA currently provides translation services in Spanish and Chinese, if requested, for members of the public who may need language assistance during board meetings. However, to date, no members of the public have availed themselves of that service. Through its Administrative Service Agreement with the City and County of San Francisco, the TJPA has an established process in place to provide at its public meetings sign language interpreters, readers, and other services to persons with disabilities. This process is used to provide language assistance if requested.

TJPA's operating budget does not provide a specific line item for translation services due to the low incidence of translations requested. Further, translations prepared by the asset manager, Lincoln Properties, is contained within the asset manager contract.

Additionally, should future environmental or planning processes take place with regard to the Phase 2 improvements (Downtown ~~Train-Rail~~ Extension), the contractor who conducts the work will need to take the language assistance measures into consideration when proposing on the project. Further, it's assumed that this work would be associated with grant funding, which is not part of the operating budget. As such, the operating budget would be held harmless from translations costs associated with such a planning effort.

TJPA has assessed its available resources that could be used for providing LEP assistance, including determining the cost of a professional interpreter and translation service on an as-needed basis, along with those documents that would be the most valuable to be translated if the need should arise. Based on the four-factor analysis, TJPA developed its Language Assistance Plan as outlined in the following section.

Annual expenses may include:

- Written Materials Translation (such as complaint forms, if needed)
- Public meetings/hearings (brochures and "Take Ones")
- On-going staff training

TJPA has expended a little under \$5,000 for the last three years on translated materials (promotional and Title VI related notices). However, they have not budgeted further expenses related to translations based on the paucity of translation or interpreter requests. If translations do need to occur, it is assumed the cost would be minor and would be addressed within their existing budget. This does not include translations related to project-specific materials that are included in grant and/or project-specific budgets or those associated with the asset manager.

Factor 4 Findings

It is recommended that budgeting for translation services would help provide more meaningful access to LEP groups, especially when concerning information related to Title VI protections, access to the transit center and direct benefits to customers. It is also recommended that translations expenses fall under one

line-item for the agency so that they can monitor the use of these services for future updates of this plan. It is also recommended that project-specific budgets that have outreach activities should include a line-item for translation services costs. This is a best practice that allows the agency to monitor the usefulness of the translation expenses and ensure that translation services are taken into consideration during the development of outreach efforts.

The following are recommendations that can be implemented within the next several years:

- Providing Title VI complaint forms in all “Safe Harbor” languages
- Monitoring the asset manager’s language assistance measures
- Providing additional translated informational materials that provide information on the transit center

Limited English Proficiency: Language Assistance Plan

Language Assistance Plan Overview

The DOT LEP Guidance recommends that recipients develop an implementation plan to address the needs of the LEP populations they serve. The DOT LEP Guidance notes that effective implementation plans typically include the following five elements: 1) identifying LEP individuals who need language assistance; 2) providing language assistance measures; 3) training staff; 4) providing notice to LEP persons; and 5) monitoring and updating the plan.

This plan represents the first update to the Language Assistance Plan prepared by TJPA to comply with federal guidance. As such, while some measures are in place, other methods of providing language assistance are being implemented over time to ensure full compliance with federal requirements. Over the last three years, there has been significant change with the opening of the Transit Center, including progress to ensuring that English proficiency is not a barrier to accessing the center.

1. Identifying LEP Individuals Who Need Language Assistance

The Four Factor analysis considered a number of data sets to determine the languages that would require “Safe Harbor” consideration, in addition to languages predominantly used by TJPA customers. These data included Census data (American Community Survey 5-year sample 2012-2016), and the Department of Education English Learners data. Approximately 18% of the population in the four counties speak English less than “Very Well” and would be considered the LEP population.

The following represents the findings from Factor 1:

- 18 Discrete languages qualify under the “Safe Harbor Provision” for written materials
- 2 Languages (Chinese and Spanish) represents the predominant non-English language spoken in the TJPA Counties.

All 18 languages also qualify for “Safe Harbor” provisions, indicating that more than 1,000 individuals within these language groups speak English less than “Very Well” and would require translations of vital documents.

Because Chinese and Spanish remain the predominant language of LEP households, TJPA will continue to focus language assistance to Chinese and Spanish speaking populations. However, based on the Four Factor Findings, there is a need for more language translations beyond Chinese and Spanish especially for Complaint Forms and Notices to Beneficiaries.

2. Providing Language Assistance Measures

TJPA is committed to providing meaningful access to the Transit Center Program for its LEP customers. TJPA uses various methods to accomplish this goal but is planning on enhancing those methods to include

all necessary languages. Specific methods pertaining to outreach will be discussed in TJPA's Public Participation Plan unless they are related to the program that TJPA provides.

Currently, TJPA's primary language assistance tools include:

- Providing Title VI Notice to Beneficiaries and Title VI complaint in Chinese and Spanish
- Providing notification of available translation services on website and printed materials in Chinese and Spanish, such as Board meeting notices
- Having "Google Translate" bar on the TJPA website (www.TJPA.org)
- Chinese and Spanish translations on some informational brochures and meeting notices
- Translators (by request) for public hearings
- Posting TJPA public hearing notices, news releases and advertisements to newspapers in other languages as determined by project need
- CBO and other agencies' assistance in outreach to LEP populations for major planning or environmental efforts

Attachment 1 provides some examples of documents that have been translated.

The following are recommendations that would improve the level of service that TJPA provides to its LEP customers and that can be implemented within the next several years:

- Provide Notice to Beneficiaries and Complaint Forms in all of the Safe Harbor Languages
- Include Google Translate on the website www.SalesforceTransitCenter.com.
- Use of Social Media in other languages
- Increase translation services for meetings through advertisements and flyers
- Continue to work with CBOs to serve multilingual communities during the Phase 2 development process
- Add text to all signs or notices that are developed by TJPA or the Asset Manager notifying the public of written translation services in all Safe Harbor languages.

Vital Documents Guidelines:

TJPA is committed to full compliance with Title VI and Executive Order 13166 to provide meaningful access and reduce barriers to services and benefits for persons with limited English proficiency. An effective Language Assistance Plan includes the translation of vital and other documents into the languages of frequently encountered LEP customers. According to federal guidance, 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.⁹ Classification of a document as "Vital" depends upon the importance of the program, information, service, or encounter involved, and the consequence to the LEP person if the information in question is not provided accurately or in a timely manner.

⁹ FTA Circular 4702.1B

Based on the Four Factor analysis, the most frequently encountered languages have been broken down into two categories:

- Primary Languages: Spanish and Chinese
- “Safe Harbor” Languages for vital document translation in addition to those listed above: Spanish (or Spanish Creole) Chinese (Mandarin & Cantonese), Tagalog, Vietnamese, Korean, Russian, Persian, Punjabi, Hindi, Arabic, Japanese, Portuguese, French, Telegu, Urdu, Tamil, Gujarati and Khmer

Table 7 below lists both vital and non-vital documents and categories of documents (such as promotional materials) and identifies the language category into which they should be translated. However, TJPA may provide a summary of a vital document and/or notice of free language assistance in the “Safe Harbor” languages, rather than a word-for-word translation of the vital document.

TJPA reserves the right to translate documents into more languages as circumstances dictate and resources allow. For example, the asset manager or future contractors may elect to provide translated construction notices in languages other than Spanish, depending on the area and particular concentrations of LEP individuals. Due to the critical nature of safety and security information, TJPA may rely on pictographs to the extent possible, so that information is communicated regardless of language spoken.

Table 7: 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
Public Hearing Notices	Chinese, Spanish and translations upon request	Yes
Safety and Security Information	Use of Pictographs or translations	Depends on subject matter
General Promotional Materials	Chinese, Spanish or other targeted Languages as funding permits	No
Construction Notices	As determined by location	No

The following represents the current documents that are translated into Chinese and Spanish languages per the Vital Document table, above:

- Title VI Public Notice
- Title VI Complaint Form and Procedures
- Notice of Free Language Assistance
- Public Hearing Notices

Other documents such as marketing materials have been translated into Chinese and Spanish.

3. Training Staff

Currently, frontline TJPA staff members were trained in a number of areas to ensure that they consider the needs of LEP individuals. When hired, employees are trained to concentrate on understanding and interacting with a diverse customer clientele. In all cases, employees practice appropriate responses to sensitive cases such as those involving non-English speaking customers.

TJPA will continue to promote the principles of good customer service to all TJPA clientele while understanding the special needs of its LEP customers.

It is TJPA's goal to continue to recruit staff in order to provide an effective and cost-efficient method of addressing the needs of LEP populations.

Additionally, TJPA uses contracted workers for their security detail and their current asset manager, Lincoln Properties, employs frontline and marketing employees for a number of activities. TJPA will encourage hiring contracted workers that are bilingual for those positions that have direct contact with the public to further the effectiveness of transmitting essential information provided to non-English customers.

Further, TJPA will continue to work with the asset manager to ensure that they understand their obligations under the Language Assistance Plan so that they can effectively train their own staff. This will also help monitor compliance and gauge the effectiveness of the program.

4. Providing Notice to LEP Persons of Language Assistance Measures

The methods that TJPA will use to notify LEP customers of language assistance services include the following:

- Post Language Assistance Notification on TJPA-related websites
- Provide Language Assistance Notification on Board agendas and public hearing notices
- Provide Google Translate on all of the TJPA-related websites to promote language inclusion
- Use of foreign language media for posting TJPA notices
- Work with the asset manager to include information to LEP customers about the Language Assistance services available

5. Monitoring and Updating the Plan

On an on-going basis, TJPA will monitor activities and information that require LEP accessibility, including continued LEP plan assessment, to ensure that the Language Assistance Plan meets the changing needs of LEP populations. At a minimum, monitoring will be conducted to coincide with the submittal of the Title VI Program update as required by FTA Circular 4702.1B. It is the goal of TJPA to show continued improvement to Language Assistance Services and LEP Plan monitoring.

Monitoring methods include:

- Review both *existing* and *new* outreach materials prior to production to determine whether the document can be considered “vital” and what translation is needed.
- Evaluate and analyze outreach efforts pertaining to LEP populations.
- Review translation and language assistance efforts to determine whether they are adequate and/or effective.
- Analyze demographic data from the U.S. Census, the ACS, and any future Customer Surveys.
- Gather information from CBOs, groups, agencies and partners through on-going coordination.

Compliance will be monitored by the TJPA Title VI Administrator in coordination TJPA staff.

LEP Attachment 1: Translated Materials for TJPA programs and projects

Block Party Digital

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Neighborhood Block Party

Saturday, August 11, 2018 | 12 - 4 p.m. Free!

Experience San Francisco's new 21st-century transit hub and rooftop park.

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Fiesta del Vecindario

Sábado 11 de agosto de 2018, de 12m a 4pm ¡Gratis!

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Block Party Transition Flyer: English



You're Invited!
Neighborhood
Block Party
at the new
Salesforce
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Transbay Terminal
Buses Are Moving
to the New
Transit Center!
August 12, 2018

Features at the new Transit Center:

- Regional and local bus service
- Five-acre public rooftop park with free events and activities
- Pop-up retail (food trucks and cafes)
- Shopping and dining (coming in 2019)
- Free Wi-Fi (coming Fall 2018)
- 270+ digital displays for transit information
- Transit fare kiosks
- Public restrooms
- Bike lockers & racks
- Ambassadors and 24-hour security
- Beautiful public art

Celebrate the Grand Opening of the Salesforce Transit Center.

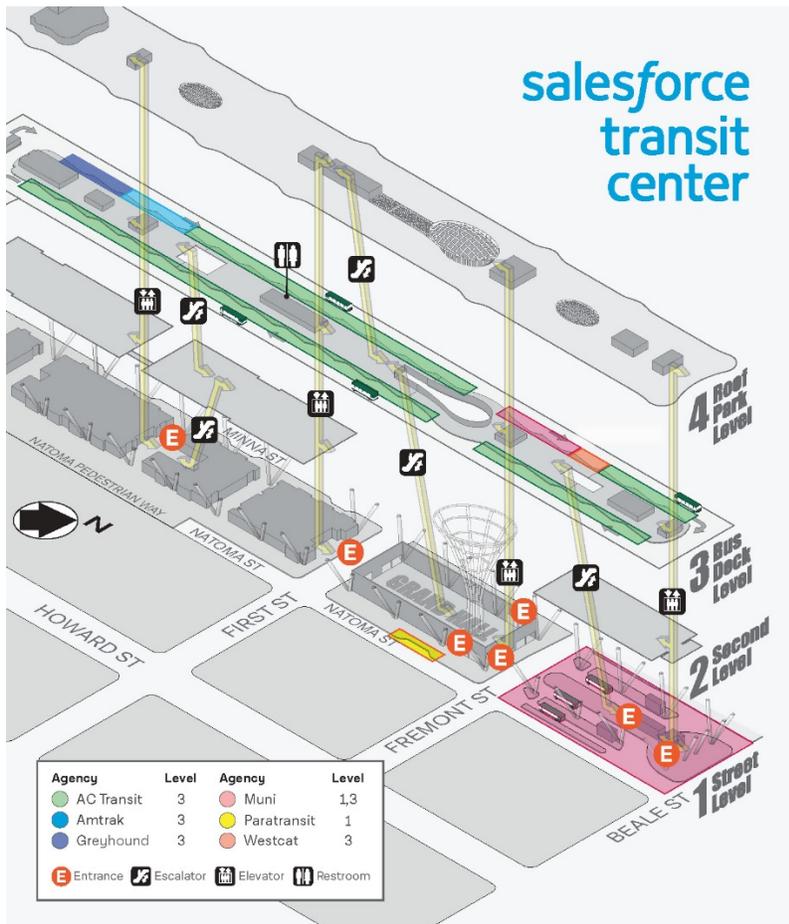
Free and Open to the Public!

Arts & Crafts, Fitness Classes, Live Music & Tours. Food also available for purchase.

Saturday, August 11, 2018
Noon - 4 p.m.
425 Mission St. (at Fremont St.)
San Francisco, CA

[#TransbayOpeningDay](#)

The Salesforce Transit Center is operated by the Transbay Joint Powers Authority.
salesforcetransitcenter.com



Transbay Terminal Buses Are Moving to the New Salesforce Transit Center!

Starting August 12, 2018, all bus service will move from the Temporary Transbay Terminal to the new Salesforce Transit Center! The new center is bounded by Mission and Howard streets, from Beale Street to Second Street, and is located one block from the Temporary Terminal.

Allow extra time during your commute to become familiar with the new Transit Center and bus stops.

Where do I find my bus?

Bus Deck - Level 3:

- AC Transit
- Amtrak
- Westcat Lynx
- Greyhound
- Muni (25 Treasure Island only)

Muni Bus Plaza - Level 1:

- Muni 5, 5R, 7, 38, 38R (already in service)

Commute Information: Contact your transit operator or call 511

311 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma / бесплатная помощь переводчиков / Trợ giúp thông dịch miễn phí / Assistance linguistique gratuite / 無料の言語支援 / 무료 언어 지원 / Libreng tulung para sa wikang Filipino / nasa kailangan ng mga nagmamalasakit / خدمة مجانية مع اللغة العربية





¡Te invitamos!
Fiesta del Vecindario
 en el nuevo
Salesforce Transit Center

¡Desde el 12 de agosto de 2018, Los buses del Transbay Terminal se están mudando al nuevo Salesforce Transit Center!

El nuevo Transit Center tiene:

- Servicio de buses regionales y locales
- Parque elevado público de 5 acres con eventos y actividades gratuitas
- Tiendas Pop-up (food trucks y cafés)
- Tiendas y restaurantes (a partir de 2019)
- Wi-Fi gratis (a partir de otoño 2018)
- Información de tránsito en más de 270 paneles digitales
- Quioscos para compra de boletos
- Baños públicos
- Áreas para asegurar y almacenar bicicletas
- Embajadores comunitarios y seguridad las 24 horas
- Hermosas piezas de arte público

Celebra la gran inauguración del nuevo Salesforce Transit Center.

¡Gratis y abierto al público!

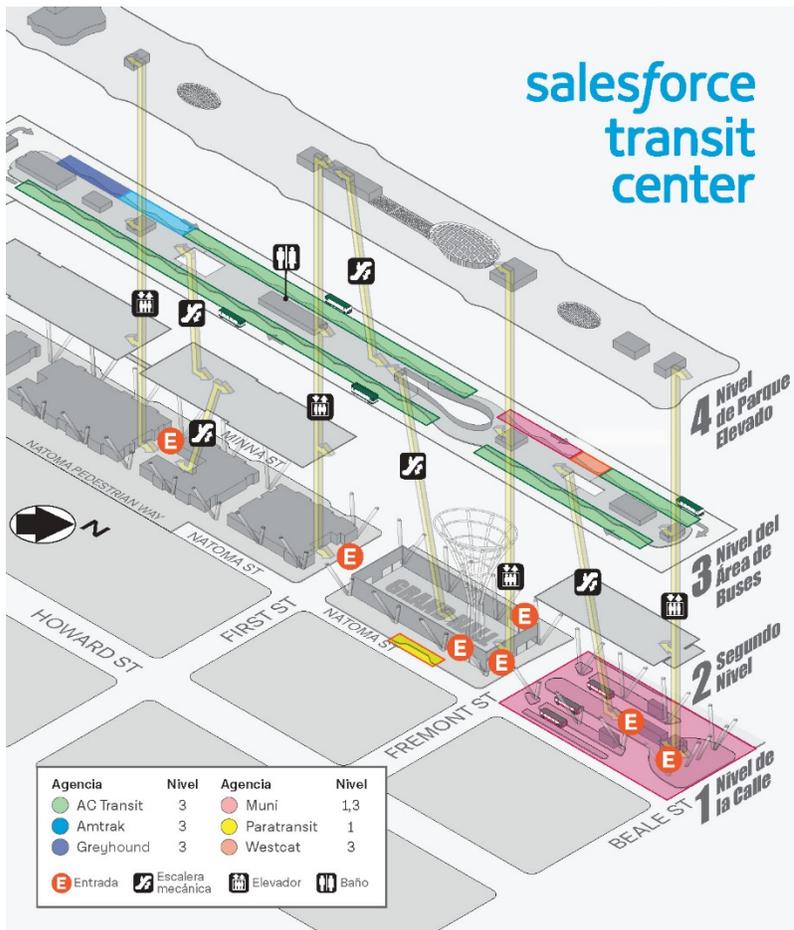
Artes y manualidades, clases para estar en forma, música en vivo y tours. También habrá comida en venta.

Sábado, 11 de agosto de 2018
12 mediodía a 4pm

425 Mission St. (esquina con Fremont St.) San Francisco, CA

#TransbayOpeningDay

El Salesforce Transit Center es operado por la Transbay Joint Powers Authority.
salesforcetransitcenter.com



¡Los buses del Transbay Terminal se están mudando al nuevo Salesforce Transit Center!

¡Desde el 12 de agosto de 2018, todos los servicios de bus se mudarán del Transbay Terminal al nuevo Salesforce Transit Center! El nuevo centro está entre las calles Mission y Howard, y va desde Beale Street hasta Second Street, y está situado a una cuadra del Terminal Temporal.

Toma un poco de tiempo extra durante tu viaje de ida y vuelta al trabajo para familiarizarte con el nuevo Transit Center y las paradas de bus.

¿Dónde encuentro mi bus?

Nivel 3 – Área de Buses:

- AC Transit
- Amtrak
- Greyhound
- Muni (sólo 25)
- Westcat Lynx
- Treasure Island

Nivel 1 – Plaza de Buses de MUNI:

- Muni 5, 5R, 7, 38, 38R (ya en servicio)

Información sobre viajes de y al trabajo: Contacta a tu operador de tránsito o llama al 511

☎ 311 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma /
 Бесплатная помощь по-русски / Trợ giúp Tiếng Việt Miễn phí /
 Assistance linguistique gratuite / 無料の言語支援 / 무료 언어 지원 /
 Librería tutorial para sa wikang Filipino / 免費的語言支援 / 免費的語言支援 /
 ٣١١ خدمة مجانية بلغة عربية





邀請您參加！
在全新
Salesforce
Transit Center
舉行的
鄰里街坊派對

灣區轉運中心巴士
(Transbay Terminal
Bus)將遷至這座
新的 Salesforce
Transit Center

新交通轉運中心特色：

- 區域與本地公車服務
- 五英畝頂樓公園提供免費活動
- 攤位（餐車和咖啡座）
- 餐飲與購物（2019年推出）
- 免費Wi-Fi網路（2018年秋季推出）
- 270多個電子顯示板提供乘車資訊
- 購票亭
- 公共廁所
- 自行車鎖架
- 服務人員和24小時全天候保全
- 美麗的公共藝術

慶祝Salesforce Transit Center正式開幕
免費開放民眾參加！

手工藝品、健身課程、現場音樂表演、
參觀活動。

還有食物可供選購。

2018年8月11日星期六
中午12點至下午4點

425 Mission St.
(交會 Fremont St)
San Francisco, CA

#TransbayOpeningDay

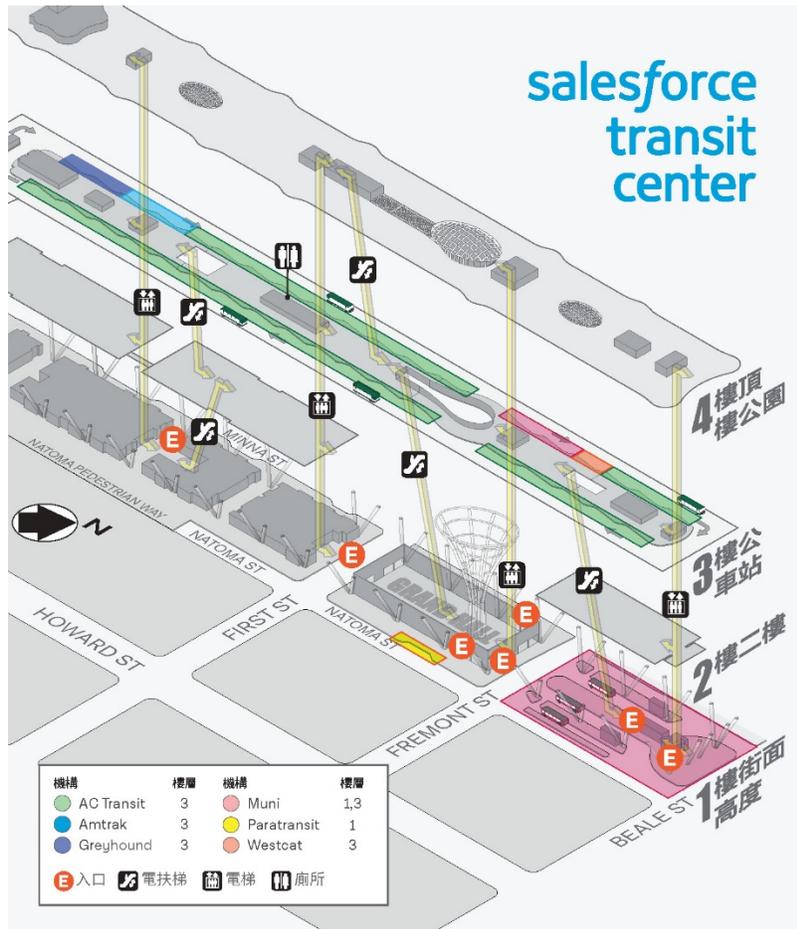
Salesforce Transit Center由Transbay Joint Powers
Authority營運。

salesforcetransitcenter.com



TJPA

TJPA



灣區轉運中心巴士
(Transbay Terminal Bus)
將遷至這座新的Salesforce
Transit Center

從2018年8月12日起，所有的巴士服務將從
臨時的轉運中心移到新的Salesforce Transit
Center

新中心位於Mission和Howard街之間從Beale
街至第二街的地方，距離臨時轉運中心只隔
一條街。

建議民眾通勤時留出額外時間來熟悉這座新
的轉運中心和公車站。

我如何找到要搭乘的公車？

公車站—3樓：

- AC Transit
- Amtrak
- Westcat Lynx
- Greyhound
- Muni (只有25
Treasure Island)

Muni公車廣場—1樓：

- Muni 5, 5R, 7, 38, 38R (已啟用)

通勤資訊：請洽詢公交駕駛員或致電511

511 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma /
Electramos no esca no esca / Το ελεύθερο Τμήμα / Assistance linguistique gratuite /
無料の言語支援 / 무료 언어 지원 / Libreng tulug para sa wikang Filipino /
مدرلة مجانية للمساعدة في اللغة /



7. Membership of Decision-Making Bodies

The TJPA Board of Directors is comprised of representatives from the City and County of San Francisco, including the Office of the Mayor, San Francisco Municipal Transportation Agency (SFMTA), and the Board of Supervisors; the Alameda-Contra Costa Transit District (AC Transit); the Peninsula Corridor Joint Powers Board-Caltrain, (composed of the City and County of San Francisco, the San Mateo County Transit District, and the Santa Clara Valley Transportation Authority); the California High Speed Rail Authority (CHSRA); and, the California Department of Transportation (Caltrans).

The TJPA has no authority nor discretion in the selection of the membership of the Board, which is spelled out in the Bylaws and Joint Powers Agreement creating the Transbay Joint Powers Authority.

There is one non-elected advisory body: Citizens Advisory Committee (CAC). The TJPA encourages minority participation on the CAC by conducting outreach for potential members that is targeted to a wide audience. The call for applications is posted on the TJPA website, distributed via e-mail to the TJPA outreach list (which numbers approximately 10,000), discussed at CAC meetings, circulated through partner agencies SFMTA, AC Transit, and Caltrain, shared with TJPA Board members, published in citywide and community newspapers, and distributed to various community organizations including the organizations listed in Appendix A of the Public Participation Plan.

The table below presents the gender and ethnic composition of this non-elected advisory committee as of January 31, 2020.

Committee Name	Female	Male	White/ Caucasian- Not of Hispanic Origin	Hispanic/ Latino	Black / African Amer.	Asian or Other Asian	Did Not Declare
Citizens Advisory Committee	3	12	7	1	2	3	2

8. Subrecipient Monitoring

The TJPA does not have subrecipients nor are there any plans to have future subrecipients.

9. Facility Analysis

During the last three years, the TJPA has not undertaken a Facility Equity Analysis nor proposed the construction of a transit facility beyond what has been envisioned as part of the Transbay Program, which includes the recently completed Salesforce Transit Center and the future DTX.

The Transbay Program's environmental analysis was undertaken in accordance with the requirements of the National Environmental Policy Act (NEPA), the Council on Environmental Quality regulations implementing NEPA, and the California Environmental Quality Act. The Final Environmental Impact Statement/Environmental Impact Report (FEIS/EIR) was certified in April 2004 by the San Francisco Redevelopment Agency, the San Francisco Planning Commission, the San Francisco Board of Supervisors, and the Peninsula Corridor Joint Powers Board. The FTA's Record of Decision, published in February 2005, is also available on the TJPA's website at <https://www.tjpa.org/project/seis-eir>

10. Board Adoption of the Title VI Program