



**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**

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2010

April 30, 2010

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Dear Community Member,

We greatly appreciate your participation in the effort to help BART improve its outreach processes and involve more community members in transportation decisions.

As a part of our outreach process, more than 1,000 community members completed a survey and provided feedback to BART during 20 meetings that were conducted March and April, 2010. BART received feedback in ten different languages and was supported by more than 300 community-based organizations which helped publicize these meetings. Your feedback helped BART to refine and customize its participation program. We heard your advice and we are acting upon it.

Enclosed is a copy of the draft Public Participation Plan that was developed based on what you told us. Please review the Plan and let us know if it reflects what you heard at the community meetings and if it describes the best methods BART should use to keep you involved.

A prepaid postage envelope has also been enclosed. If you have further comment, please return the comment form to us by Friday, May 14, 2010.

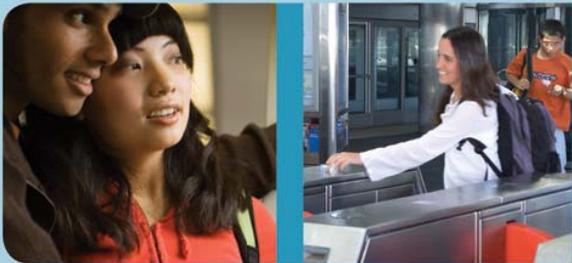
Again, thank you for your time. Please be assured that this Plan will guide our future efforts to keep you involved. Your continued participation will help BART achieve its goal of delivering safe, reliable transportation services to the Bay Area.

Sincerely,

Dorothy W. Dugger  
General Manager

Enclosures

April 30, 2010



## Draft Public Participation Plan



Bay Area Rapid Transit District  
BART

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### **ATTACHMENT A: COMMUNITY-BASED ORGANIZATIONS (partial list)**

## **I. INTRODUCTION**

### **Purpose of the Public Participation Plan**

In accordance with Title VI of the Civil Rights Act 1964, Executive Orders 12898 and 13166 and related statues and Federal Transit Administration (FTA) Circular 4702.1A, the San Francisco Bay Area Rapid Transit District (BART) has developed this Public Participation Plan (PPP) to guide public involvement efforts and improve access to BART's transportation decision making process by low-income, minority and Limited English Proficiency (LEP) populations.

The PPP describes the overall goals, guiding principles and methods that BART will use to reach out to low-income minority and LEP populations. The PPP aims to offer early and continuous opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation decisions at BART.

### **Process to Develop the Public Participation Plan**

BART conducted the following process for developing the PPP. Between March 31, 2010 and April 21, 2010, BART hosted 20 community meetings throughout the BART service area (consisting of San Francisco, Alameda, Contra Costa and San Mateo) to reach residents from low-income, minority and LEP populations. The purpose of the meetings was to determine how BART could best provide information and receive public input on transportation issues.

#### Target Audience Identification

BART determined geographical areas where meetings would be held through a mapping analysis of Bay Area communities based on income and race. Using the results of the mapping, BART identified and contacted community-based organizations (CBOs) located in these areas to determine their interest in assisting BART with reaching out to these residents. The CBOs BART contacted serve a broad range of community interests including: civic groups; business organizations; service providers for children, youth, families and persons with disabilities; schools providing English as a Second Language programs; churches and faith-based organizations; senior centers; community centers; and many others.

#### Community-based Organizations

Many organizations were receptive to BART's request for assistance and BART staff worked closely with the CBOs to schedule and conduct outreach for the meetings. The CBOs assisted BART on helping to select meeting venues, recommending languages for translation and interpretive services, providing refreshments and childcare assistance, and helping to publicize the meeting and recruit participants.

BART arranged and supplied staff-support, interpreters, meeting materials, supplies, and equipment for all of the meetings.

#### Notification Methods \*

- CBO Newsletters
- CBO Mailing Lists
- Direct Mail
- Radio Announcements
- Ethnic Media
- Paid Advertisement
- Flyer Distribution at BART Stations
- Flyer Distribution on BART Car Seats

\* See appendix for CBOs contacted to date. The list will be updated continuously as additional CBOs are identified.

#### Translation Services

Translated materials and interpretive services were available for every meeting in the following languages: Spanish, Chinese, Tagalog, Russian, Korean and Vietnamese. In response to community requests for additional languages, translated materials and interpretive services were also provided in Laotian, Cambodian Portuguese and Braille. Written comments received in these languages were transcribed after the meetings and were included in the comments database. This document will be translated in all languages listed above and distributed to CBOs and participants.

#### Public Participation Survey

In addition to conducting community meetings, BART distributed a public participation survey at the community meetings and to CBOs in each of the identified ten languages. The survey was also posted on the BART website ([www.bart.gov](http://www.bart.gov)). BART received more than 1,000 responses to the survey. The survey queried participants on their preferences for elements of BART's future public participation processes, including:

- The importance of various factors in determining whether they would attend a meeting;
- The best methods for helping them express their views on specific issues at meetings;
- How likely they would be to use suggested non-meeting methods to express their views on BART-related issues;
- What types of community-based organizations they participate in;

- The best way to keep them informed of BART's actions after meetings; in addition to,
- The demographic characteristics of survey respondents.

### Future Public Participation

The contacts and relationships established through the meeting planning process helped to expand and renew some of the partnerships BART had in place and provide a good foundation to implement the PPP over time. After each meeting, BART immediately followed-up on recommendations from these CBOs and is participating in local meetings hosted or recommended by these organizations.

The PPP reflects participant opinions and preferences for how BART should invite, listen to and respond to all residents when making decisions that will affect them. The PPP identifies a menu of public participation activities to consult in the future as BART needs to communicate with the public and seek feedback. The plan and menu of methods was developed based on a review and analysis of comments expressed orally during the 20 community meetings, approximately 750 written comments submitted on comment cards and expressed during the meeting and the results of more than 1,000 surveys. Comments received in languages other than English were translated and included in the data that was reviewed.

### Summary Results

Given the volume of feedback received, the detailed results and specific comments will be presented in a separate summary that fully documents the process. The summary includes, as an appendix, the database with all written comments provided by the participants. In late May 2010, this document will be available on the BART website ([www.bart.gov](http://www.bart.gov)), as well as at CBOs and public libraries. The detailed information provided in the summary report will be used by staff in every major department at BART to guide follow-up efforts and future outreach activities.

Many of the meetings yielded specific details that can support future public participation activities. For example, at some meetings, community members identified lists of potential meeting venues in the vicinity suitable for future meetings. They also identified CBOs who can partner with BART. Details such as these and other practical information are included in the summary.

As recommended by community members, BART reviewed public participation plans from regional and statewide transit systems throughout the United States to identify best public participation practices that may be transferrable to this region. This PPP is generally consistent in format and level of detail with other plans reviewed during the drafting of this document.

## Facilitator

BART hired a consulting firm, MIG, Inc., to assist with the development of the PPP. MIG is a planning, design and communications firm based in Berkeley, California. MIG has more than 25 years' experience specializing in collaborative processes, stakeholder outreach and participation, facilitation and community involvement, with extensive experience assisting transportation agencies throughout the state with public participation programs. During development of the Plan, MIG staff served as neutral, third-party facilitators and recorded comments expressed at the community meetings. MIG also transcribed and compiled the comments submitted in writing, tallied the meeting evaluation responses and transcribed participant contact information from the meeting sign in sheets. Comments were tracked by meeting location, source and language. MIG provided an objective review of the findings from the meetings, comment cards and surveys; these findings and analysis were used to develop this Public Participation Plan. MIG has compiled a Summary Report on the Plan development outreach process, which includes the following appendices: a database of all public comments submitted; a tally and analysis of meeting evaluations responses; and a tally and analysis of survey responses.

## **Definitions**

To ensure consistent use of terminology in the PPP, the following definitions are provided.

- ***Public Participation:*** any process that seeks to inform, collect input or involve the public in decision-making processes. Public participation is an umbrella term that describes activities including: public information, education, outreach, input, involvement, collaboration and engagement, communication from the public to BART.
- ***Public information:*** a one-way communication from BART to the public with the goal of providing clear and objective information about a policy, project, program or activity.
- ***Outreach activities:*** activities that identify and invite target audiences and stakeholders to participate in a public participation opportunity.
- ***Public Input:*** participation activities that seek community feedback on a policy, project, program or activity. A response is required from the public.
- ***Public Participation Plan (PPP):*** a tailored plan that describes how BART will undertake public involvement, information, education, participation and/or outreach activities.

- **Public Participation Programs:** a specific program of participation activities tailored to meet the participation needs and preferences of a specific geographic area or cultural group. The public participation program is informed by BART's overall PPP, as defined above, but is adapted for that geographic area, specific group and/or issue at hand.
- **Target Audience and Participants:** Low income, minority and Limited English Proficiency (LEP) populations.
- **Community Partners:** Any organization or group that desires to work with BART to help facilitate participation by their members in outreach activities. Community partners are also stakeholders and play a critical role in helping to reach target audiences.
- **Public Relations:** the dissemination of information to the media and the public with an emphasis on the promotion of a particular policy, program, project or activity.

## II. GOALS AND GUIDING PRINCIPLES

### Goals

The Public Participation Plan endeavors to offer early and continuous opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation decisions at BART. Specific goals and outcomes include:

- **Quality Input and Participation**  
Comments received by BART are useful, relevant and constructive, contributing to better plans, projects, programs and decisions.
- **Consistent Commitment**  
BART communicates regularly, develops trust with communities and builds community capacity to provide public input.
- **Diversity**  
Participants represent a range of socioeconomic, ethnic and cultural perspectives, with representative participants including residents from low-income neighborhoods, ethnic communities, and residents with limited English proficiency.
- **Accessibility**  
Every effort is made to ensure that opportunities to participate are physically, geographically, temporally, linguistically and culturally accessible.
- **Relevance**  
Issues are framed in such a way that the significance and potential affect is understood by participants.
- **Participant Satisfaction**  
People who take the time to participate feel it is worth the effort to join the discussion and provide feedback.
- **Clarity in Potential for Influence**  
The process clearly identifies and communicates where and how participants can have influence and direct impact on decision making.
- **Partnerships**  
BART develops and maintains partnerships with communities through the activities described in the PPP.

## Guiding Principles

PPP implementation will be based on the following principles:

- **Flexible**  
The engagement process will accommodate participation in a variety of ways and be adjusted as needed.
- **Inclusive**  
BART will proactively reach out and engage low-income, minority and LEP populations from the BART service area so these groups will have an opportunity to participate.
- **Respectful**  
All feedback received will be given careful and respectful consideration.
- **Tailored**  
BART's public participation activities will be tailored to match local and cultural preferences as much as possible.
- **Clear, focused and understandable**  
Activities will have a clear purpose and use for the input, and will be described in language that is easy to understand.
- **Proactive and timely**  
Participation activities will be ongoing and proactive so participants can influence BART's decisions.
- **Trustworthy**  
Information provided will be accurate and trustworthy.
- **Transparent in Impact**  
BART will communicate the results of the public's input in terms of the impact on decisions at a broad summary level, providing the major themes, the decisions reached and rationale for the decisions.
- **Authentic**  
BART will support public participation as a dynamic activity that requires teamwork and commitment at all levels of the organization.
- **Responsive**  
BART will strive to respond and incorporate appropriate public comments into transportation decisions.

### **III. PUBLIC PARTICIPATION PROGRAM DESIGN FACTORS**

#### **Introduction**

The following factors will guide BART in designing an appropriate public participation program and determining which methods should be employed in relation to transportation decisions which include major service changes, fare changes or construction projects. Programs should be scaled in intensity, duration, number and frequency of methods used, with consideration of the following:

- Scale of plan or project (region-wide, county level, neighborhood level)
- Level of potential impact
- Cost of potential decision for BART, taxpayers and customers

The Public Participation Plan includes methods that have a regional reach *and* methods tailored to achieve participation from specific geographic areas or communities. Feedback received through the PPP development process indicates this two-tiered approach will be required to achieve the overall goals of this PPP.

#### **Targeted Public Participation Activities**

BART is responsible for keeping low-income, minority and LEP populations well-informed and providing opportunities for them to comment. The public participation methods selected are usually designed to reach the broadest audience, but feedback received through development of this plan indicates the methods may not be reaching the specific communities covered by this plan. The methods currently conducted by BART (see page 20) should be continued, but augmented by additional, geographically targeted methods and practices, as below.

To reach low-income, minority and LEP communities within BART's service area, a geographically focused public participation program will be needed to achieve the participation outcomes described in this plan. The public participation program will identify specific methods recommended by community members from a specific area or cultural group. BART staff will work with community partners and stakeholders to identify the most effective methods to support participation within that area. For example, during the PPP development process, participants suggested specific meeting locations, meeting times, community based organizations, and media outlets that work best in their particular area.

Participants in public outreach activities suggested a number of public participation methods other than traditional community meetings, such as: walking tours of specific stations conducted by members of the BART Board or BART staff; development of a "roadshow" with representatives staffing tables at community events and locations such as malls, local supermarkets and BART parking lots; making suggestion boxes or comment cards, surveys on kiosks, or even a BART

representative available at stations; and sending representatives to city council and other regularly-scheduled community governmental meetings on a regular basis.

BART staff and community partners will set participation objectives in advance of each activity to help determine the effectiveness of the selected methods. The public participation program should be adjusted as needed to achieve overall PPP goals and outcomes.

The public participation program for a specific geographic area should take into account:

### ***Local Public Participation Advisory Groups***

Where community interest has been expressed, BART may develop a local advisory group to provide advice on public participation activities. For example, West Oakland community members recommended that a community advisory committee composed of members from all station communities and transit advocates be developed. The committee would report directly to the BART Board. Community members from the San Francisco Bay View neighborhood expressed interest in the development of a neighborhood advisory group that included community members and group representatives who have the relationships and capabilities to reach community members.

Depending on the structure and charter of the group, it would provide advice and make recommendations regarding public participation methods, publicity, meeting venues, translation needs, childcare opportunities and other aspects of the public participation strategy. For example, if a survey is recommended, the advisory group could review the draft survey questions. The advisory group may also recommend BART host participation activities on topics specific to their community.

### ***Partnerships with Community-Based Organizations (CBOs)***

During the development of this PPP, BART reached out to more than 300 CBOs to seek their participation and to help recruit community member participation in the development of the PPP. A list of the CBOs contacted is included as Attachment A to this Plan. Most CBOs are well-connected to their local community and can help attract participation in BART public participation activities. BART has found in the past, and especially in the PPP development process, that strong partnerships result in more participation, better meeting locations, and better meetings overall. The CBOs provide a bridge between BART and the community, which helps build and deepen trust. For example, the Lao Family Development Center in central East Oakland hosted a meeting with BART and their locally-elected representative from the BART Board. Due to the Center's outreach, over 200 of their members participated in a community meeting. The leadership of several other CBOs committed to continue to work with BART on future transportation decisions.

CBOs that serve persons from multi-lingual/multi-cultural groups have been very helpful in hosting activities that ensure participation by persons with limited English proficiency. Activities at these locations can be both targeted and open to the public depending on the engagement method. For example, a focus group format could be used to get input from participants with specific needs or a large community meeting could be hosted at that location that is open to all participants. The Native American Intertribal Friendship House located in Oakland is an example of one such location. The CBO may also have meeting space suitable for the activity.

### ***Participation by BART Directors***

Community members want and expect to see their local BART Director at public participation activities because the Directors are elected representatives and the public's voice in BART matters. Directors will continue to work with BART staff to stay well-informed of local activities and coordinate scheduling to facilitate their participation.

### ***Contact Database***

A database containing contact information for over 1,000 individuals and 300 CBOs was created from outreach and sign-in sheets at community workshops held during March and April 2010 and will continue to be updated as public participation activities continue. In addition to contact information, the database also tracks individuals' preferred languages and the specific communities served by each CBO. This contact database will assist BART in ensuring that notice of public participation events is received in a timely manner by as many interested parties as possible.

### ***Local Media***

Based on the suggestion of community participants, BART will continue and expand advertising and outreach to local and ethnic media sources; including TV public service announcements, radio, print and web-based outlets. (Many specific media outlet suggestions are compiled in the PPP development process summary of findings, and will be used by BART at this level of detail for future participation programs.) Community participants recommended a number of free and low cost weekly newspapers published in English or other languages that are important sources of local events. BART will post information in the events listings or purchase paid advertising depending on the activity being publicized.

### ***Notices and Flyers***

Creatively designed posters and flyers will be posted in popular gathering areas, local bulletin boards, storefront windows (with permission) and other high traffic areas to encourage community participation. Community members recommended locations such as the bulletin board at local branch libraries, YMCA's, supermarkets, and coffee shops. BART will work with community partners to distribute copies of the notices and flyers. (Many specific location suggestions are compiled in the PPP development process summary of findings, and will be used by BART at this level of

detail for future participation programs). Staff will take steps to notify minority and low-income people and people with limited proficiency of comment opportunities. Notices will describe how to request translation and interpretive services.

### ***Coordination with Local Schools***

BART may be able to reach parents of school children by coordinating with local schools. Notices and flyers can be provided to the school, with students taking the notices home to their parents. BART will need to provide the copies to the schools and the schools will assist with distribution.

### ***Local Service Providers Communications***

Local service providers regularly communicate with community members through their newsletters to provide information about local services and activities of interest. Some of the service providers identified by community members included: emergency food and housing centers, daytime drop-in service providers, food banks, travelers aid groups, veterans organizations, and drop-in service providers. A number of health organizations and clinics were identified, such as Healthy Oakland and Tiburcio Vasques Health Centers. Ethnic community organizations such as the Lao Seri Association-Laotian Community Services and La Raza were suggested.

Local service providers, such as the Housing Authority or health agencies communicate regularly with the community they serve through rent notices or other monthly mailings. BART staff can coordinate with these agencies to provide information about BART participation activities for inclusion in these mailings.

### ***Scheduling***

BART staff can coordinate scheduling for participation activities with community partners to minimize conflicts. Some scheduling conflicts may be unavoidable when a public participation activity is urgent or linked to a time-sensitive topic.

### ***Meeting Locations***

BART can host meetings in a variety of venues recommended by community members. Community members identified locations specific to their area including the local branch libraries, YMCA, local school or community college, churches, and many others. It is important that meetings are held in different venues since it is unlikely that no one location is ideal for all community members. Community partners should be reminded that regardless of the popularity or convenience of a venue, BART is required to conduct all public participation activities in locations that are fully accessible to persons with disabilities and, preferably, the venues should be served by public transit.

### ***Meeting Times***

Public participation activities can be scheduled at varying times of day and on different days of the week. Survey data indicates that the majority of community members prefer meetings to be held on weeknights after traditional work hours. Saturday meetings are also acceptable. Fewer community members can participate during the work day, however, seniors are more likely to attend daytime activities scheduled during the week.

### ***Refreshments***

Depending on the length and timing of the meeting, culturally appropriate refreshments should be provided.

### ***Translation and Interpretive Services***

Each community has different language translation and interpretation needs. BART staff will work with CBOs to identify the specific language services that community members may expect to be provided. BART materials can be translated into requested languages and interpretive services provided as needed or requested. BART should receive requests for translation and interpretive services at least 72 hours in advance.

### ***Childcare***

Many adults with childcare responsibilities can only participate if childcare is provided. Childcare services can be available on-site and provided by a community partner staff or volunteers who are screened to work with youth and have appropriate training. Bi-lingual childcare providers may also be needed, depending on community interpretation needs. BART should receive requests for childcare at least 72 hours in advance.

Along with the consideration of these factors, the public participation program for the geographic region will include community recommended methods drawn from the menu of public participation methods described in the following section.

## **IV. PUBLIC PARTICIPATION METHODS**

### **Introduction**

BART will be most successful reaching out to low-income, minority and LEP populations if it uses a variety of methods to provide information, invite participation and seek input. BART will select the most appropriate and feasible methods to support each public participation activity from the following list of methods suggested by participants in the process to develop this PPP. A list of BART's ongoing public participation methods appears on page 20.

### **Menu of Public Participation Methods**

The PPP includes the following menu of methods as recommended by community members. BART can continue to update and add to this menu as new methods are identified by the community or become available through new technology features and applications.

Recommended methods include those used to inform (Public Information), reach out and invite participation (Outreach), and those to seek input (Public Input). Since some methods help achieve multiple participation goals, BART has identified how the method is best used for information, outreach or input for the communities covered by this Plan. The methods are not listed in priority order.

#### ***Printed materials produced by BART***

##### ***(Public information and outreach)***

Participation activities can be publicized in print materials produced by BART such as newsletters, flyers and posters. Newsletters are likely to provide more content and serve as an information source. Posters are designed to publicize activities and highlight key information such as the date, time and location of the activity. Print materials can be produced in multiple languages to ensure inclusivity.

These materials can be distributed system wide or in targeted areas. They can also be available at BART stations, as passenger bulletins at turnstiles, and notices can be placed on train seats. Print materials can also be produced in a format suitable for electronic distribution through BART's website and e-mail communications.

#### ***Printed Materials Produced by Other Organizations***

##### ***(Public information and outreach)***

By coordinating with community partners, BART can cost-effectively extend its reach and help partner organizations provide information that is of interest to the groups they represent. Participation activities can be publicized in local and regional community newsletters, flyers and other publications. BART should provide text and, as appropriate, photos or maps that an organization can adapt for inclusion in its own publications. If needed, BART should provide translated text. BART should maintain communications with community partners so it is aware of publications

schedules and key communication activities. As stated earlier, BART was able to reach more than 300 CBOs during the development of the PPP. Some CBOs were specifically suggested by community members. A sampling of these is provided to indicate the range and variety of those suggested. These include: Building Opportunities for Self-Sufficiency (BOSS), Center for Elder Independence, Center for independent Living, Coleman Advocates for Youth and Children, Henry Robinson Center, Monument Community Partnership, YMCA, Howie Harp Multi-Services Center, and numerous churches and faith-based groups.

### ***BART Website and Social Networking Activities***

#### ***(Public information, outreach and public input)***

The BART website, [www.bart.gov](http://www.bart.gov), is a robust communications tool that provides substantial information about BART policies, programs, plans and activities. The website also supports the use of social networking applications such as Facebook and Twitter.

The BART website can be used to conduct surveys and polls, and as such, it can be a wide reaching tool to collect public input. BART will continue to update its website and add features as new technology and web-based communications become available. BART can also make information available in multiple languages to ensure inclusivity.

Participation activities can be publicized using web-based social networking applications. Many users access these features so they can receive up-to the minute information about service and schedule changes via text and e-mail messages. Community members can keep informed by becoming of fan of BART's Facebook page or signing up to receive communications via Twitter. These features allow users to receive regular communications from BART through a cell phone or smart phone application. BART can increase the use of these established methods to share information and publicize participation activities.

Many community members are not aware of the volume of information available on the BART website. Along with documents and maps, the website also can host video and podcasts that can provide substantial public information. Outreach materials, when possible, should include the BART website address.

Since not all community members have convenient access to the internet, BART should ensure that information and participation activities available on the website are available in an alternative locations and formats so that users without access to or who prefer not to use the internet can participate.

### ***Web-Casted Meetings***

***(Public information, outreach and public input)***

BART can web-cast meetings and public participation activities to allow remote participation. Informational materials and videos can be posted on-line for advance review. Web-casted meetings may include opportunities for web participants to ask questions or make comments through e-mail or other web-based applications. BART is currently exploring the webcasting of meetings in multiple languages.

### ***Postcards and Letters Distributed by Mail***

***(Public information and outreach)***

Participation activities can be publicized by letter or postcard distributed by mail. While it is costly for BART to contact all interested persons by mail (regardless of their communications preference), it can be the most effective method for reaching a specific geographic area or population group.

For example, sending a postcard in English and additional languages to promote a participation activity may be an effective and cost efficient manner to reach members of a specific community who may be directly impacted by a specific activity.

### ***Station Information Resources***

***(Public information and outreach)***

Many community members expect BART stations to provide information about BART activities, beyond basic fare and schedule information. Using station information resources allows BART users to stay up to date on BART activities while they wait for their train. Providing this information in multiple languages assists those with limited English proficiency.

Information resources located in BART stations that are used to communicate schedule and service information can be used to conduct outreach. Destination Sign System (also referred to by community members as electronic information signs) can provide important information combined with train and other community announcements. BART newsletters, bulletin boards, information kiosks and other information stations should also be used to promote participation opportunities.

### ***Media Targeted to Ethnic Communities***

#### ***(Public information and outreach)***

Participation opportunities can be publicized through radio, television and newspapers that serve both English speaking and language-specific audiences. Some local news or radio shows may be willing to help BART promote its activities. Some publications, such as free neighborhood weekly papers, are considered to be the best source of information and events in the immediate area. BART should tailor its message to the appropriate audience and remind participants that they can contact BART and receive information in their preferred language.

There are numerous media outlets in the Bay Area that are targeted or appeal to ethnic communities, including: print and online publications such as El Mensajero, El Observador, El Bohemio News, El Reportero, Asian Week, Sing Tao Daily Newspaper, NichiBei Times, Cali Today and the Oakland Post; radio stations such as 1600 AM Radio Chinese; and TV stations such as Channel 2G (Chinese TV), Access San Francisco/Cable Channel 29, and BET.

### ***Coordination with community events***

#### ***(Public information, outreach and public input)***

In cooperation with community organizations, BART should continue its current practice of hosting information tables that provide materials about BART service and outreach activities at community events and activities. These activities can range in scale from large city-wide events to localized activities. Most community events can help BART reach specific audiences such as seniors, youth, families with children, commuters, and others. BART may need a representative or assistance from a community partner who is bi-lingual to ensure participants can get information in the language they need.

Along with providing information, BART can let participants know how they can stay informed about BART activities, both from BART and partner organizations. Several communication methods should be suggested so the participants can select their preferred method. For example, some participants may not be comfortable in a large group meeting, but they may prefer to complete a written survey, participate in a walking tour or get their questions answered in their preferred language through a telephone information line.

### ***Coordination with other agencies***

#### ***(Public information and outreach)***

BART will develop partnerships with agencies, such as public housing authority and social service providers, that regularly communicate with local residents. BART will work with these partners to provide information about public participation opportunities included in notices and regular mailings sent by these agencies.

## ***Government Meetings***

### ***(Public information and outreach)***

BART can continue to provide updates on its plans and projects to Federal, State, and Local elected officials through regularly scheduled civic meetings. (BART regularly sends letters and emails that summarize decisions and potential decisions.) BART will need to contact these entities in advance to ensure they are on the agenda and that any helpful information can be included in the meeting packet.

The description above applies to public information and outreach activities. It should be noted that elected boards have specific legal notification and information sharing requirements when making decisions or providing input on BART- related activities in their community.

## ***Regular Meetings of Civic and Community Organizations***

### ***(Public information, outreach and public input)***

BART can provide updates on its policies, projects, programs and activities by participating periodically in scheduled meetings of local civic and community organizations. These gatherings provide an opportunity to make a presentation and answer questions. Depending on the agenda and meeting format, BART may be able to solicit public input at these meetings as well.

## ***Community Meetings***

### ***(Public information, outreach and public input)***

Community members have a variety of preferences for public input opportunities at public meetings. Meeting formats should be tailored to help achieve specific public participation goals. Some meetings are designed to share information and answer questions. Others are designed to engage the public in providing input, establishing priorities and helping to achieve consensus on a specific recommendation.

For all meetings, the venue should be a facility that is fully accessible for persons with disabilities and, preferably, is served by public transit. The meeting venue should be in a location that is familiar and comfortable for its target audience. If a series of meetings are scheduled on a topic, BART may consider different meeting locations, since no one location is usually convenient to all participants.

## **Community Meeting Formats**

### ***Open House***

#### ***(Public information, outreach and public input)***

This format provides opportunities for participants to receive information at their own pace by visiting a series of information stations that may include table top displays, maps, photographs, visualizations and other tools. Individual questions are responded to by staff and technical experts. Some open houses include a short

educational presentation and comment period at a designated time. Participants are often given comments cards so they can provide written comments. A reporter may take verbal comments and transcribe them to provide a written record.

The Open House Format can be effective when BART is seeking to introduce a new concept or when a lengthy process has been finalized and BART is sharing the final results.

### ***Workshops***

***(Public information, outreach and public input)***

Workshops feature an educational presentation designed to orient participants to the issue being discussed. Workshops often include break-out or discussion groups, where participants have the opportunity to discuss topics in small groups. Participants can share their feedback orally during the small group discussion and in writing on comment cards.

Workshops include the use of tools that promote interaction and may include: electronic or show of hands polling, mapping exercises, discussion questions, priority setting activities and other techniques to promote dialogue and discussion.

### ***Large Group Discussion***

***(Public information, outreach and public input)***

These meetings are usually focused on a specific topic and feature an informational presentation followed by a comment period. The comment period can be formal or informal depending on the number of participants and the meeting venue. Individual comments are often limited to 2-3 minutes, especially when there are a large number of people wanting to comment.

This format can also include some interactive techniques suitable for a large group such as electronic or show of hands polling or short questionnaires or surveys.

### ***Special Events***

***(Public information, outreach and public input)***

BART can develop special events to announce, highlight or kick-off its outreach about a policy, program, project or activity. Events can be region-wide or focus on a specific station or geographic area. Along with providing information and/or collecting input, the events should include something interactive and/or entertaining to attract participation.

### ***Walking Tours and On-Site Meetings***

***(Public information, outreach and public input)***

BART can host walking tours and on-site meetings specific to locations that interest the public, in order to highlight an initiative, project or facility. Walking tours can be primarily educational and BART may ask participants to complete a survey or

questionnaire during or after the tour. Walking tours may be helpful in helping BART collect community opinion on issues such as station improvements and proposed extensions. BART can work with a community partners to host language specific meetings. For example; meetings can be held for specific populations in Spanish-only, Vietnamese-only, etc.

### ***Focus Groups***

#### ***(Public information, outreach and public input)***

Many participants expressed discomfort with large meeting formats. BART will continue to host discussion groups held with small targeted groups of participants. Focus groups can provide in-depth information about projects, plans or issues that may impact a specific group or community. These groups can be both formal and informal and can be conducted in a specific language. BART will proactively include Title VI communities.

### ***Key Person Interviews***

#### ***(Public information, outreach and public input)***

BART staff and Board members may continue to meet individually with community leaders and stakeholders to exchange information and gain early insight into upcoming outreach and engagement activities. BART will specifically include those groups protected by Title VI. Interviewees are asked the same set of questions to allow BART to compare responses and identify key themes and issues. BART may contact interviewees throughout the span of a project or activity to keep them engaged in the public participation process.

### ***Surveys***

#### ***(Public information, outreach and public input)***

BART may conduct surveys in-print, by telephone and on-line to collect public opinion on specific topics or issues. Web surveys provide could general qualitative data, since it is difficult to control who responds. Print surveys can also provide substantial information, but response rates are typically low. Depending on the data being collected, BART should consider methodologies that provide statistically valid data when possible.

### ***Telephone Information and Comment Line***

#### ***(Public information, outreach and public input)***

BART can provide a toll-free information line where callers can hear information about a specific project, plan or participation activity. The information will translated into multiple languages. For input activities, callers can leave a comment by voice mail message or express an opinion by touch tone response.

All BART Station Agents, BART Police and Information Operators have access to Language Line Services (LLS), which is an over-the-phone language interpretation service.

The Service allows our BART Station Agents to call into the LLS number when a customer is unable to speak English. The professionally trained and tested LLS interpreters listen to our customer, analyze the message and accurately convey its original meaning to the BART staff member, then respond to the customer in his/her own language. The LLS offers interpretation in 170 languages.

Non-English speaking attendees at our community meetings advocated strongly for future BART messages in additional languages. The District will work not only to achieve that outcome, but also to ensure that we better promote the services currently available to non-English speakers, such as the LLS, to make our system more accessible and user-friendly to all communities.

## **BART's Ongoing Public Participation Methods**

### ***(Public information, outreach and public input)***

The PPP recommends that BART continue to promote and enhance the use of its ongoing public participation methods to reach out to low-income, minority and LEP populations. BART will conduct proactive outreach to expand the reach, inclusivity and effectiveness of these ongoing methods. Many community members participating in the development of this plan are not fully aware of these resources and BART should conduct specific activities to promote their use. Examples of these existing methods include:

- BART website [www.bart.gov](http://www.bart.gov)
- BART Facebook page
- BART communications via Twitter
- Regular newsletters distributed through BART stations
- Regular communications with media
- BART Board meetings
- Key person interviews
- Focus groups
- Partnerships with CBOs
- Communication with elected officials
- Press briefings and news releases
- Regular emails to community members
- Participation in community fairs and festivals
- Sponsorship of major community events
- Passenger bulletins in stations
- Mailings to neighbors of stations
- Educational tours and briefings
- Language Line Services (LLS)

## V. PERFORMANCE MEASURES AND OBJECTIVES

Community members emphasized accountability during the process of developing the PPP. To demonstrate this, BART can monitor and track its public participation activities and share results in a transparent way.

BART already has some information about the reach of its ongoing methods. For example, BART currently tracks how many people receive notifications by e-mail or text and through its Facebook page. BART also tracks website hits, telephone inquiries, the number of newsletters distributed through its stations and other measures of community contacts. BART staff track the number of inquiries and comments they receive by phone, e-mail and in-person.

These numbers can help track communications activities, but additional measurements will be needed to determine if public participation goals are being met. Depending on the nature and scale of the topic or decision at hand, BART will identify specific measurable objectives for public participation activities.

Some measurable performance objectives BART will consider include:

- Number of participants attending a participation activity
- Percent of the participants from a specific geographic area
- Number and percent of participants providing feedback in language other than English (identify number of respondents by language)
- Number and percent of responses received to a survey or questionnaire
- Number of website hits or webpage downloads occurring during a specific time period
- Number and percent of participants signed up to receive web, phone, or mail-based communications as a result of a participation activity
- Number and percent of contacts updated (on a monthly or quarterly basis) to ensure participants continue receiving notices and announcements
- Number and percent of participants expressing satisfaction regarding the process or results of a participation activity

Additional measures can be identified to help track and report the success of different methods. Community partners may be able to help BART identify baseline information and other data to help determine additional performance measurement methods.

The results of any measurement and performance tracking will be used to continuously improve current and future participation activities and success in relation to the goals stated in this Public Participation Plan.

## **Conclusion**

The BART Public Participation Plan is intended to be a living document that will be informed by current and future practices, successes and lessons learned. The PPP reflects the advice and suggestions of community members provided in March and April 2010. BART will continue to adapt and modify its outreach practices over time.

Through this process of asking the community to help us to create the best Public Participation Plan possible, we have learned that building bridges and trust among people who have historically felt excluded from real institutional decision making is a journey that will take time and a redoubled commitment from all of the staff at BART.

The more than 1,000 community members who gave so graciously of their time during the last few months told us that not only must BART do a better job of reaching out, but we must also better define the services that we already have.

Community members were pleased to hear of programs, such as the reduced fare options offered by BART. After describing some of BART's outreach activities, such as our free summer student tours, and occasional free field trips, parents asked us to continue to keep the lines of communication open so that they may access activities, services and opportunities.

We have enjoyed creating some new and important relationships through this process. BART will continue to work to build trust with the people we serve. Going forward, we will continue to work together not only on BART-related issues, but on creating stronger neighborhoods with improved mobility, communication, shared resources, and public participation.

## **Attachment A**

### **Community-Based Organizations which were contacted and/or participated during the development of the BART Public Participation Plan (partial list)**

21st Century Multi-Cultural Community  
Adventist Homeless Action Team  
Affordable Housing Associates  
Afghan Society  
Afghan Women's Association International  
African American Advisory Committee on Crime  
African American Art & Culture Complex  
African American Development Institute  
Alameda County Community Food Bank  
Alameda Cultural Diversity Committee  
Alameda Korean Presbyterian  
Alameda Multi-Cultural Community Center  
Alameda Senior Citizens  
Alameda Senior Council  
Alameda Special Olympics  
Alternatives in Action  
American Indian Public Charter School  
American Muslim Alliance  
Antioch Chamber of Commerce  
Antioch Church Family  
Asian Community Health Service (Richmond)  
Asian Community Mental Health Services  
Asian Employees Association at the Port of Oakland  
Asian Week Foundation  
Bay Area Community Services  
Bay Area Legal Aid  
Bay Area Marathi Mandal  
Bay Area Partnership  
Bay Area Rescue Mission  
Bay Area Telugu Association  
Bayview YMCA  
Berkeley Zen Center  
Black Property Owners Association  
Boys and Girls Club of Pittsburg  
Buddhist Temple of Alameda  
Building Opportunities for Self Sufficiency (BOSS)  
Cal State East Bay Small Business Development Center  
Calico Center  
CARH-Community Assistance for the Retarded and Handicapped

Catholic Charities of the East Bay  
Center for Independent Living  
Center for Independent Living: Downtown Oakland  
Center for Lesbian and Gay Studies in Religion and Ministry (CLGS.org)  
Centro de Servicios Corp.  
Centro de Vida Independiente  
Chabad of the Tri-Valley  
Chinatown Community Development Center  
Christian Church Homes  
City of Fremont - Family Resource Center  
City of Pittsburg CDBG - Community Access  
City of Pittsburg Planning Department  
Community Counseling & Education  
Community Housing Development Corporation  
Community Resources for Independent Living  
Community Resources for Independent Living Tri-Valley Branch Office; City of  
Livermore Multi-Services Center  
Concord Family Service Center  
Concord Senior Center  
Congregations Organizing  
Contra Costa Child Care Council  
Contra Costa County Community Development Division  
Contra Costa County Employment and Human Services Dept.  
Contra Costa County Planning Department  
Contra Costa County Workforce Development Board  
Contra Costa County Workforce Services  
Contra Costa for Every Generation  
Contra Costa Health Services  
Contra Costa Interfaith Supporting Community Organization (CCISCO)  
Contra Costa Transportation Authority (CCTA) Paratransit Coordinating Council  
Corporation for Supportive Housing  
County Connection  
Delta 2000  
Development Center for Children, Youth & Their Families  
Disabled American Veterans  
Downtown Berkeley Association  
East Bay Asian Local Development Corp (EBALDC)  
East Bay Resource Center for Non-Profit Support  
East County Boys and Girls Club  
EASTBAY Works, Inc  
Echo Housing  
Eden Housing, Inc.  
Eden I&R Inc.  
Envirojustice  
Excelsior Family Connections

Filipino Community Center  
Filipino Community Christian Church  
Filipino Community of Alvarado and Vicinity  
Filipino-American Community Services Agency  
First Samoan United Church of Christ  
Foundation for Self Reliance  
Fundamental Gospel Baptist Church  
Genesis  
Greater Richmond Interfaith Program (GRIP)  
Gujarati Cultural Association of the Bay Area  
Hilltop Family YMCA  
Hindu Community and Cultural Center  
Human Outreach Agency  
Iglesia Bautista Ebenezer  
Iglesia Del Nasareno Casa De  
Iglesia Luz Del Valle  
Iron Triangle Neighborhood Council  
Islamic Center of Pleasanton-Dublin  
J4NA Foundation  
Korean Grace Presbyterian Church  
La Clínica Monument  
La Clinica Pittsburg Dental Clinic  
La Clinica Pittsburg Medical Clinic  
Lao Family Community Development (San Pablo)  
Lao Family Community Development, Inc.  
Lao Seri Association  
Laotian American National Alliance  
Legal Assistance for Seniors  
Lindhurst Christine a CPM  
Lions Center for the Blind  
Livermore Downtown Inc.  
Loyal Order of Moose  
Macdonald Senior Center  
Martinez Senior Community Center  
Masonic Home for Adults  
Mayor's Office of Neighborhood Services (MONS)  
Mayor's Committee for the Disabled  
Mission Community Council  
Mission Hiring Hall  
Mission Housing Development Corporation  
Monument Community Partnership (MCP)  
Museum on Main Street  
NAACP  
Newark Soccer Club Inc.  
NHS of America

Nightingale Nursing  
North of Market / Tenderloin Community Benefit District  
North of Panhandle Neighborhood Association  
Northern California Cancer Center  
Oakland Chinatown Chamber of Commerce  
Ohlone Foundation  
Operation Dignity  
Opportunity West  
Organization of Alameda Asians  
Pittsburg Area Churches  
Planned Parenthood  
Pleasanton Cultural Arts Foundation  
Plumber and Steamfitters Local Union No. 159  
Portola Family Connections  
Primera Iglesia Bautista  
Project Access Family Literacy Program  
Purple Lotus Buddhist School and Temple  
Resources for Community Development  
Richmond Annex Senior Center  
Richmond Chamber of Commerce  
Richmond Neighborhood Coordinating Council  
Richmond Senior Center  
Richmond Village Beacon Neighborhood Family Services Community Convenor  
Rides for Bay Area Commuters  
Rising Sun Energy Center  
Rubicon Programs  
Saint Bruno's Catholic Church  
Salvation Army Hayward Corps  
San Francisco Board of Supervisors  
San Francisco Health Plan  
San Lorenzo Village Community Hall  
Satellite Senior Homes  
Self Help for Hard of Hearing People, Inc. (SHHH)  
Senior Action Network  
Senior Support Program of the Tri-Valley  
Serra Center  
SF Filipino Community Center  
Shared Living Resource Center  
Shelter Inc. of Contra Costa  
Sikh Temple  
South of Market Employment Center  
Southern Alameda County Buddhist Church  
Spectrum Community Services  
St. Joseph's Center for the Deaf  
Sunset Community Convenor

Sunset Neighborhood Beacon Center  
The Interfaith Council of Contra Costa County  
The Salvation Army  
TransForm  
Tri-Cities Children's Centers  
Tri-City African Methodist Episcopal Church  
Tri-City Volunteers  
Tri-Valley Chinese Bible Church  
Tri-Valley Housing Opportunity Center  
Tri-Valley One-Stop Center  
United Indian Nations, Inc.  
United Filipinos of America  
Unity Council  
Urban Habitat  
Urban Strategies Council  
Victory Center A.M.E. Zion Church  
Vietnamese Alliance Church of Union City  
Vietnamese Community Center of San Francisco - Tenderloin  
Vietnamese Youth Development Center  
Volunteers of America  
Women of Faith Recovery Home