

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

Title VI Program 2021

Summary of Outreach Efforts

Public Meetings to Receive Input on the District's Proposed Golden Gate Bridge Incremental Toll Increase Options – February 2019

The District proposed a new five-year toll increase plan to increase Golden Gate Bridge tolls to help address a five-year projected deficit of \$75 million. The District presented five different toll increase options to gather public input. The District notified the public of the proposal to increase tolls on the Golden Gate Bridge as follows:

- Announcement of February 27, 2019 Public Hearing was posted to District's website on January 15, 2019.
- Public Meetings were held on Wednesday, January 30, 2019, from 5:00 p.m. to 7:00 p.m. at Whistlestop, San Rafael, CA; Tuesday, February 5, 2019, from 6:00 p.m. to 8:00 p.m., at Petaluma Arts Center, Petaluma, CA; and Thursday, February 7, 2019 from 5:00 p.m. to 7:00 p.m., at Fort Mason Center, San Francisco, CA. A Spanish language interpreter was in attendance at each public meeting.
- A virtual open house was held on Saturday, February 9, 2019, at 11:00 a.m. as a Facebook Live event.
- Printed materials in English, Spanish, Chinese, and Vietnamese were made available at these meetings.
- Legal notices were published in the Marin Independent Journal, Press Democrat, Pacific Sun, San Francisco Chronicle, and San Francisco Examiner.
- Print and website advertisements promoting the public meetings were published from January 15 through February 7, 2019 in the following publications: San Francisco Examiner, San Francisco Chronicle, Marin Independent Journal, Santa Rosa Press Democrat, Petaluma Argus Courier, Pacific Sun, La Voz, and La Prensa.
- A press release was posted to the District website on January 15, 2019.
- Information was posted on social media multiple times from January 15- February 9, 2019.

- A formal public hearing notice and the associated staff report for a hearing on February 27, 2019 was posted on February 15, 2019 on the District's website. A notice was also posted at San Rafael City Hall on February 21st and the public hearing will be held on February 27, 2019.
- Posters were placed on Golden Gate Transit buses and Golden Gate Ferry vessels, and in terminals beginning on January 22, 2019.
- Information was emailed to customer lists and community-based organizations on January 15 through February 7, 2019.

At the close of the public comment period, the District received comments from 51 individuals in response to the proposal.

Public Workshops to Solicit Comments Regarding Proposed Bus Service Changes – May 2019

The District put forth a proposal to improve upon Golden Gate Transit commute bus service in Northern and Central Marin. The proposal reconfigured several routes to provide faster and more frequent service into San Francisco.

Outreach on the proposal occurred during the months of April, May, and June 2019. Public notification activities included:

- Three public workshops were held: in Marinwood on May 8, in Novato on May 11, and in San Anselmo on May 18.
- A Notice of Public Hearing was posted to the District's website on May 30.
- Legal notices were published in the San Francisco Examiner on Sunday, May 26, and Sunday, June 9; in the Marin Independent Journal and San Francisco Chronicle on Tuesday, May 28, and Tuesday, June 11; and, in the Pacific Sun on Wednesday, May 29, and Wednesday, June 12.
- Advertisements were placed in local publications for April and May (Marin Independent Journal, Pacific Sun, and La Voz).
- Posters on board buses advertising the public meetings were posted for the weeks of April 29, May 6, May 13, and May 28.
- Direct outreach to passengers was done on Routes 24, 24X, 27 (Sleepy Hollow segment only), 38, 44, 54, 56, and 58.
- Web News item and Press Release to local media was posted on May 1.

- Social media messages were posted on Facebook and Twitter May 2, May 7-9, May 11, May 15-16, May 18, May 21, June 10, and June 18.
- Email blasts were sent to customers and community-based organizations on May 1, May 7, May 15, and June 18.
- A public discussion was held as part of the regularly scheduled Bus Passengers Advisory Committee (BPAC) meeting on Wednesday, May 15, at 6:00 p.m.
- A public hearing was held in the Board Room, Golden Gate Bridge Toll Plaza, on Thursday, June 20, at 9:00 a.m.

Translation of all printed materials and handouts in Spanish were available, per the District's Limited English Proficiency (LEP) Plan.

At the conclusion of the public comment period, a total of 197 comments were received, including a letter from the Bus Passengers Advisory Committee.

Public Hearing to Receive Comment on the Establishment of a New Ferry Route and Fare for Special Event Service Between the Larkspur Ferry Terminal and the New Chase Center in San Francisco – June 2019

The District held a public hearing to receive comments on a proposal to establish a new ferry route and fare for special event service between the Larkspur Ferry Terminal and Chase Center in San Francisco. The proposed ferry service to Chase Center would operate for Golden State Warriors basketball games and serve a limited number of special events, such as concerts.

Public outreach to advertise the hearing was undertaken as follows:

- Advertisements in local publications (Marin Independent Journal, Santa Rosa Press Democrat and San Francisco Chronicle);
- Ferry terminal signage advertising the Public Hearing;
- Press Releases to local media;
- Social Media Postings on Facebook and Twitter; and,
- Email blast to customers and community-based organizations.

Translation of all printed materials and handouts in Spanish were made available, per the District's Limited English Proficiency (LEP) plan.

The public hearing was held on June 20, 2019, at 9:30 a.m. in the Board Room, Administration Building at the Golden Gate Bridge Toll Plaza, San Francisco, CA. At the close of the public hearing, there were eight comments received on the proposal.

Public Hearing to Receive Comment on Establishment of Means-based Fares for Bus and Ferry Service – August 2019

The public hearing on August 22, 2019, was held to receive public comment on the proposed establishment of means-based fares for low-income riders on Golden Gate Transit regional bus routes and regular (non-special event) Golden Gate Ferry service by adopting MTC's Clipper START fare program.

Public notification about the public hearing included:

- Advertisements in local publications (Marin Independent Journal, Santa Rosa Press Democrat, San Francisco Chronicle, and La Voz);
- Ferry terminal signage advertising the Public Hearing;
- Posters placed onboard buses;
- Press Releases sent to local media;
- Social media postings on Facebook and Twitter; and,
- Email blast to customers and community-based organizations.

Translation of all printed materials and handouts in Spanish were available, per the District's Limited English Proficiency (LEP) Plan.

18 comments were received regarding the proposal to adopt means-based fares.

Public Meetings to Present Proposed Concepts for a New San Rafael Transit Center – November 2020

The District held the fourth and fifth public meetings for the San Rafael Transit Center Relocation Project. The public was encouraged to attend the meetings to learn about concepts under consideration and to share feedback on their preferences. The meetings were held virtually due to the COVID pandemic and included:

- A Facebook Live event hosted by the Executive Director of the Canal Alliance on November 9, 2020 (Spanish)
- A Zoom Community Meeting on November 19, 2020 (English)

Outreach efforts promoting the meeting included the following:

- Information was posted on the District's website.
- Information was emailed to the District's subscriber lists.
- A postcard was mailed to 6,960 addresses near the SRTC with information about the meeting.
- Email was sent to our extensive CBO outreach list.
- Signage was posted on transit vehicles and at transit center.
- Postings were made on social media (Facebook, Twitter and NextDoor).
- News was published in the Marin Independent Journal.

Approximately 50 community members attended the Zoom meeting. As of December 18, 2020, the video posting of the event had 120 views.

The Canal Alliance helped promote the Facebook Live event through ads and SMS text pushes to the community. There were 30 virtual attendees, with about 16 comments at the event. Most notably, the recording made its way around social media and by December 18, 2020, had over 4,800 views.

All materials were provided in Spanish and there was a Spanish interpreter present at the meetings.

Public Meetings to Present Proposed Concepts for a New San Rafael Transit Center – September 2021

The District held the sixth and seventh public meetings for the San Rafael Transit Center Relocation Project. The public was encouraged to attend the meetings to learn about concepts under consideration and to share feedback on their preferences. The meetings were held virtually due to the COVID pandemic and included:

- A Facebook Live event hosted by the Executive Director of the Canal Alliance on September 15, 2021 (Spanish)
- A Zoom Community Meeting on September 14, 2021 (English)

Outreach efforts promoting the meeting included the following:

- Information was posted on the District's website.

- Information was emailed to the District's subscriber lists.
- A postcard was mailed to 6,960 addresses near the SRTC with information about the meeting.
- Email was sent to our extensive CBO outreach list.
- Signage was posted on transit vehicles and at transit center.
- Postings were made on social media (Facebook, Twitter and NextDoor).
- News was published in the Marin Independent Journal.

57 community members attended the English Zoom meeting. 25 attended the Spanish Facebook Live event. Approximately 600 people watched the Facebook Live recording over the next couple of months.

All materials were provided in Spanish, and there was a Spanish interpreter present at the meetings.

Public Meetings to Receive Comment on the Recommended Actions Included in the Golden Gate Bridge Bicycle Safety Study – October 2021

The District solicited public comments on a proposed package of recommendations that would result in changes to the District's rules and regulations as they pertain to travel on the Golden Gate Bridge sidewalks. Staff engaged in a review of bicycle safety policies and current conditions for bicyclists and pedestrians at the Bridge. This effort has included significant public outreach and engagement with multiple stakeholder groups in developing a specific slate of recommendations targeted at improving Bridge sidewalk safety for cyclists and pedestrians while ensuring that we optimize access and utility for all users. As part of this effort, staff engaged with the local bicycle community and vendors of bike share and rental bikes for feedback and recommendations during the process. This public outreach culminated in a two-week long web-based virtual open house (held Friday, September 24, 2021 through Sunday, October 10, 2021) along with a live web-based town hall style meeting (held Wednesday, October 6, 2021) where we briefed participants on the methodology and findings of the Study and afforded participants the opportunity to submit questions and comments. 271 public comments were received through the virtual open house and virtual town hall meeting. The public outreach culminated in a formal public hearing with the Board of Directors on October 18, 2021. 45 people submitted written comments during the public comment period and oral testimony was received from 11 participants during the public hearing. Public comment generally supported the recommendations in the safety study.

Public Hearing to Receive Comments on Proposed Fares for Pilot Angel Island Ferry Service – November 2021

The District held a public hearing on November 5, 2021 for public review and comment on proposed fares for pilot ferry service between San Francisco and Angel Island. Outreach on the proposal to create the new San Francisco-Angel Island ferry service fare began after the Board authorization to hold this public hearing on October 22, 2021 and continued into early-November prior to the public hearing. Public notification activities included:

- A Notice of Public Hearing was posted to the District's website on October 23.
- Legal notices were published in the Marin Independent Journal on Sunday, October 24, and Saturday, October 30; and the San Francisco Chronicle on Saturday, October 23, and Saturday, October 30.
- An advertisement was placed in the October web edition of La Voz.
- Posters were placed onboard buses and ferries and at ferry terminals on Monday, November 1.
- Press releases were posted on the District's web site and sent to local media on Friday, October 29.
- Email blasts were sent to customers and community-based organizations on Friday, October 29 and were posted on Facebook and Twitter, respectfully, on Friday, October 29.
- Translation of materials in Chinese, Japanese, and Spanish were made available, per the District's Limited English Proficiency (LEP) plan.

At the close of the public comment period, the District received comments from 15 individuals in response to the proposal.