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For Internal Use Only



# Public Participation Procedures



San Francisco Bay Area Rapid Transit

*Prepared by the Office of Civil Rights in collaboration with Government & Community Relations*

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## I. INTRODUCTION

The San Francisco Bay Area Rapid Transit District's (BART or District) Public Participation Plan (PPP) was established in 2011 in order to ensure that BART, complying with Title VI of the Civil Rights Act of 1964 and other federal and state regulations, utilizes effective means of providing information and receiving public input on transportation decisions from low-income, minority, and limited English proficient (LEP) populations.

This guide (Public Participation Procedures) outlines the current public participation methods that BART utilizes, as well as future methods that BART is exploring. Experience has demonstrated that integrating outreach planning at the beginning of a project will ensure a smooth transition into the later stages of the project. To facilitate the process, District Project Managers and/or Supervisors (hereinafter referenced as PMs) can reference this guide (a condensed version of the current PPP) for their projects' public participation and outreach process.

A checklist (adapted from Government and Community Relations' (GCR) BART Public Participation Model) is included in Appendix A for PMs to easily refer to for public participation efforts. A public participation staff contact list is included in Appendix B.

PMs can utilize the many resources available in this guide to develop a meaningful public involvement plan for their project. BART's Office of Civil Rights (OCR), GCR, and Communications are departments that can assist in developing a public involvement plan. By combining the technical knowledge of the PM with these departments' experience working with elected officials, community-based organizations, special interest groups, and the general public, the PM can expect to develop and implement a successful public outreach plan.

## II. PUBLIC PARTICIPATION: PLANNING PROCESS

Below are the suggested steps for a PM to consider when beginning the outreach process.

### 1. Submit a Transportation Decision Evaluation Form to BART's Office of Civil Rights (Optional)

Most projects should undergo a Title VI/Environmental Justice (EJ) review by the Office of Civil Rights (OCR). The PM should fill out a "Transportation Decision Evaluation Form" (available on WebBART's OCR webpage and in Appendix D) and submit it to OCR. OCR evaluates the form to determine what steps are necessary to comply with Title VI and/or BART's EJ Policy. OCR's compliance analysis identifies the level of analysis required for the project and the appropriate level of public outreach.

### 2. Budget Considerations

If your project is a capital project that will require public outreach, consider including a public participation budget in your grant request. Some budget considerations include:

- Facility fees
- Production of meeting notice and project graphics
- Document translation
- Direct mailing
- Newspaper advertisements
- Meeting recording/transcripts
- Translation services (contact OCR for translation services)
- Childcare
- Refreshments
- Consultant fees

Please see GCR's "Public Participation Outreach-Meeting Cost Estimates" document in Appendix D to help you better estimate the costs of your public participation.

### 3. Determine Project Outreach Goals and Objectives

Before beginning a project, you should consider what subject(s) and content you want to communicate to the public. In other words, you should consider what critical message(s) the project wants to convey to the public. Listing at least 3 main points is a helpful start.

#### 4. Consider Your Project's Timelines: Board Approval

Will the project require Board approval? Are you attaching a public participation report to your EDD? If the answer is yes to these questions, you should consider various public participation factors when creating your project timeline. For example, if the project requires a presentation to the Advisory Committees, you should include this into the project's timeline and allow for adequate time and notice to present to the Committees.

#### 5. Systemwide Change vs. Small Scale Change

The PM should identify whether the project is a systemwide change or a smaller project, because the public outreach will differ for both types of projects. See Section IV of this guide for an example of both a systemwide and small scale change project.

#### 6. Determine the Audience

Determining the scale of the project will help the PM determine the audience the project is trying to reach. You should identify the following characteristics of the project's audience: gender, age group, ethnicity, race, country of origin, literacy level, etc. in order to tailor the project's public outreach.

#### 7. Demographic Analysis to Identify Target Populations and Public Participation Needs

A demographic analysis might be required depending on the project. If that is the case, the PM or staff should contact OCR to obtain current demographic information relating to their project in order to make the outreach more specific. OCR can assist you in identifying significant populations for targeted outreach, including minority, low-income, and limited English proficient (LEP) populations. Alternatively, staff can also contact BART's IT/GIS department directly for demographic information.

Once you have determined the target population(s), you should consider the communities' preferences and needs. For further information on the language needs and requests of LEP populations in the 4-county BART service area, please see the Toolbox of Public Participation Methods in Appendix C.

#### 8. Identify Language Service Needs

The PM should identify language service needs in order to distribute appropriate materials to the targeted communities.



*BART-to-Oakland International Airport Outreach Event 2014*

OCR can assist in identifying languages for targeted areas and translate documents into the 2 most frequently encountered languages (Spanish and Chinese) plus additional languages if needed. OCR can also provide interpreters for your event if requested. Forms for staff to request translations of documents and to request interpreters are available on WebBART's OCR webpage and in Appendix D.

## 9. Create an Outreach Strategy: Ways to Communicate

The PM must consider the most appropriate outreach method for community input. For media outreach, contact the Communications department.

a. The following are examples of community input formats:

- Informational meeting
- Open house
- In-station open house
- Focus group
- Site tour
- Telephone/key person interview
- Workshop
- Survey



*BART Embarcadero Station Capacity  
Outreach Event 2014*

b. The following are some outreach methods that are currently being utilized at BART:

- Direct mail
- Station notifications (passenger bulletin, BART Times newsletter, Destination Sign System, informational table, etc.)
- Web (BART website, Facebook, Twitter, city website, etc.)
- Email notifications
- Local newspapers
  - The Oakland Post
- Ethnic media (news publication)
  - El Mensajero (Spanish)
  - Sing Tao (Chinese)
  - Korean Times (Korean)
  - Viet Nam, The Daily News (Vietnamese)
- Ethnic media (television)
  - Telemundo 48, Univision 14 (Spanish)
  - KTSF Channel 8 and 26 (Chinese)
  - Vietnamese TV, USA (Vietnamese)
  - KTSF Channel 8 and 26 (Korean)

- Radio
  - Regular communications with media
  - BART Board meetings
  - Partnerships with community-based organizations (CBOs)
  - Communications with elected officials
  - Press briefings and news releases
  - Participation in community fairs and festivals
  - Sponsorship of major community events
  - Mailings to neighbors of stations
  - Educational tours and briefings
  - Language Line Services (LLS)
  - Language interpreters at public meetings
  - Written language assistance services
- c. Meeting participants and survey respondents have suggested that effective methods for outreach include:
- Publicity at BART stations or trains
  - Direct mail
  - BART seat drops
  - Flyers at turnstiles/BART trains
  - Publicize opportunities on local buses or at local bus stops

## **10. Coordinate with Local Stakeholders**

PMs should coordinate with local stakeholders who can help disseminate the information to the targeted communities. Please contact GCR for assistance in these efforts. GCR maintains a comprehensive list of 474 CBOs covering BART's 4-county service area. In order to coordinate with local stakeholders, the following steps must be considered.

- a. Identify all local stakeholders to engage in public outreach. Consider the following types of CBOs in order to reach minority, low-income, and LEP populations within the project area.
- Faith-based organizations
  - Geographic specific-tenant and neighborhood associations
  - Neighborhood/community development corporations

- Education
  - Social services
  - Recreation
  - Environmental
  - Political
  - Youth and senior
  - Chambers of Commerce
  - Convention and visitor's bureaus
  - Community centers
  - Social service agencies or CBOs that serve minority/low-income/LEP populations.
- b. Clearly explain the desired outcomes to the local stakeholders for the different public participation methods chosen. For example, a meeting format that allows for small group discussion will give participants an opportunity to discuss and understand the information being presented. For a construction project, an on-site informational tour may help community members better understand the impact the project would have on their immediate neighborhood.
- c. Consider the different roles each group may play such as sharing information, collecting input, letter writing, or setting community priorities.
- d. Identify the best way to publicize the public participation methods, select meeting dates and venues, and determine translation needs. Community advisors can help BART avoid potential scheduling conflicts and take advantage of existing events where they can easily reach a significant number of community members.
- e. Meeting organizers should carefully consider convenient meeting locations and times in order to enhance participation from low-income communities. In 2010, focus groups with mainly low-income participants expressed some of the following concerns/preferences:
- Meeting times coordinated with transit schedules.
  - Weekend meetings preferred over weeknight evenings or during business hours.
  - Meetings held at accessible meeting locations, near or even at a BART station.
  - Meetings held at a safe location.
  - Refreshments and childcare offered at meetings.

## 11. BART's Advisory Committees

BART has a total of 8 Advisory Committees that staff should consider utilizing, depending on the project. They include: Accessibility Task Force, Bicycle Task Force, Business Advisory Council, Citizen Review Board, Earthquake Safety Program Citizens' Oversight Committee, Transit Security Advisory Committee, Limited English Proficiency (LEP) Advisory Committee, and Title VI/Environmental Justice (EJ) Advisory Committee.

## 12. OCR's Title VI/Environmental Justice (EJ) and Limited English Proficiency (LEP) Advisory Committees

Title VI/EJ and LEP Advisory Committee members have played an integral role in providing a voice for the communities in which they serve. Members are involved in BART's transportation decision process and have the opportunity to provide feedback on current projects that impact minority, low-income, and LEP populations.

OCR's Title VI/EJ Advisory Committee (established in April 2013), encourages the full and fair participation of minority and low-income populations in the District's transportation decision-making process. OCR's LEP Advisory Committee (established in November 2011), assists in the development of BART's language assistance measures and provides input on how BART can provide programs and services to customers, regardless of language ability.



*OCR's Limited English Proficiency Advisory Committee 2014*

Current Committee members are active participants of local community-based organizations that serve Title VI, EJ, and LEP populations within the BART service area. Advisory Committee members can also assist in distributing information to the community via flyers or surveys for any BART-related projects.

In 2013-2014, OCR's Advisory Committees provided input on the following projects:

- Station Modernization Program
- Consumer Price Index (CPI) Fare Increase Program
- Oakland Airport Connector Project Train and Station Signage and Audio Announcements
- Fleet of the Future Train Car Mockup
- BART Priority Seating and Train Safety Card Signage
- "Learn BART" booklet for LEP riders

In order to prepare for a meeting with the Title VI/EJ and/or LEP Advisory Committee, project staff should initiate the following steps:

- a. Determine the goal of your presentation.
  1. What is the purpose of your presentation?
  2. Do you have any specific questions you want to ask the Title VI/EJ and/or LEP Advisory Committee?
  3. How will you incorporate the Advisory Committee's feedback into your project?
- b. Once you have completed steps 1-3 above, contact OCR if you would like to schedule a presentation date with an Advisory Committee.
- c. Provide OCR with the title of your presentation and the name(s) of the presenter(s)/speaker(s).
- d. Inform OCR of the timeframe of your public outreach. Do you need feedback months in advance of your outreach, or sooner?
- e. A couple of weeks before the presentation, OCR will remind you of the date, time, and location of your presentation.
- f. If you plan on distributing handouts or copies of your presentation, please bring 20 copies.
- g. If you have an electronic presentation, email it to OCR in advance, if possible, otherwise bring it to the meeting in a USB flash drive. OCR will provide the laptop and projector.
- h. If Advisory Committee feedback has been incorporated in some manner (i.e. mentioned in a document, implemented at the outreach event, etc.), please inform OCR.
- i. Depending on the timeframe of the project, determine if you want any follow up meetings with the Advisory Committees and contact OCR if so.
- j. In some instances, the Advisory Committees may want to follow up on projects that were presented to them. OCR will contact you if this is the case.

### 13. Prepare for Outreach: Public Notice

Preparing for outreach is the next step. The following steps are suggested for outreach:

- a. Ensure that outreach begins 2 weeks prior to your event (if not sooner) in order to provide adequate meeting notice to the public.



*BART Vision Outreach Event 2014*

- b. Flyers, notices, surveys, etc. might require translation. Fill out OCR's "Translation Services Request Form" (available on WebBART's OCR webpage and in Appendix D) and submit to OCR at least 4 weeks prior to your event (if not sooner) in order for your documents to be translated in a timely manner and to allow yourself at least 2 weeks to publicize your event.

- c. Some outreach events might require interpreters. Fill out OCR's "Interpretation Services Request Form" (available on WebBART's OCR webpage and in Appendix D) and submit to OCR at least 72 hours in advance of your event if you require an interpreter(s).

- d. Work to publicize activities using the chosen outreach methods, identify performance measurements and set targets for participation from the area.
- e. Ensure that flyers, notices, and other outreach methods clearly describe the issue and purpose of the meeting or public participation activity.
- f. Identify a specific number and sequence of public participation methods and clearly communicate how BART decision makers would use the public input.

### 14. Implement Public Participation Strategy

While conducting outreach, the public participation strategy must also be implemented.

- a. Implement the methods defined in the public participation strategy.
- b. Gather participant contact information during the public participation activity for future project correspondence and updates.
- c. Collect and record community input through note taking, wallgraphics, surveys, recordings, etc.

## 15. Compile, Review, and Report Results

After outreach has been conducted, the results should be compiled, reviewed, and reported.

- a. Compile and report results with the project team, partners, local governments, CBOs, etc.
- b. Utilize OCR's Title VI Outreach Form (available on WebBART's OCR webpage and in Appendix D) to record Title VI/EJ/LEP outreach information and submit to OCR. Outreach information provided by your project will be used by OCR in its required reporting to the Federal Transit Administration.
- c. Clearly define how public input will or will not be incorporated into the project scope/description. BART should be able to demonstrate to the community that it has considered and explored the direction recommended by the public and taken its recommendations into account as part of its overall analysis.
- d. Revisit the participation goals established at the beginning of PPP strategy development to monitor progress and performance.

## 16. Community Reporting and Transparency

Throughout the entire project, transparency to the community is essential.

- a. Make sure the community is aware of key decision-making activities such as board meetings or where action should be taken, so community members can see how the decision was made.
- b. Communicate results back to the community, providing a record of the number and characteristics of the participants and date, time and location meetings, and description of the rationale for how and why suggestions made through community input were or were not implemented.
- c. Regularly update the community on the status of the issue and identify additional opportunities for community input.



*BART Fleet of the Future Outreach Event 2014*

- d. If Advisory Committee input was incorporated into your project, contact the responsible department and inform them. A follow-up meeting with the Advisory Committee(s) might be necessary.

### III. INNOVATIVE OUTREACH METHODS

In the future, BART is planning on implementing new outreach methods. Traditionally, BART has used public meetings, outreach tables, printed surveys, and onboard surveys as some general outreach methods. BART has utilized You-Tube webinars, advisory committees, social media, and online and tablet surveys as some new methods of outreach.

Another method that BART is exploring for outreach include online town halls. Some options include Webinars, telephone town halls, and live videos on bart.gov. Please contact GCR and the Communications department if you are interested in utilizing any of these methods. BART will continue to explore innovative and effective outreach methods in order to better reach the public.



*BART Vision Outreach Event 2014*

### IV. BART PUBLIC PARTICIPATION PLANS IN ACTION

#### 1. Systemwide Change: Oakland Airport Connector

BART conducted a series of public outreach to provide information and to solicit public comment on the key service changes and new fares of the new BART-to-Oakland International Airport (OAK) service. The service had been widely reviewed in public forums over the past 10 years, and a key component of the outreach was to receive input from low-income, minority, and LEP community members.

BART hosted a series of outreach events with informational tables where staff interacted directly with customers currently utilizing the existing AirBART system. In addition, BART provided the public information about key services and new fares. The outreach events provided customers with information through a poster-sized map of the project area and new service alignment and a handout with project information and facts about the major service changes and new fares. Customers were provided with comment forms in order to comment on the service changes and new fares. This form also allowed BART to collect demographic data.

The handout and comment form were provided in e-mailed correspondence up to 3 times to the OAC e-mail subscriber list (4,900 recipients) and to more than 400 local community based groups and civic organizations including:

- GCR's CBO databases for the 4-county service area
- Airport Area Business Association
- Bay Area elected officials in Alameda, Contra Costa, and San Francisco County
- City of Oakland (multiple departments and contacts)
- Oakland Chamber of Commerce
- Oakland International Airport (multiple department and contacts)
- OCR's Title VI/EJ Advisory Committee and LEP Advisory Committee
- OAC Construction Management Team



*BART-to-Oakland International Airport  
Outreach Event 2014*

The outreach events were held concurrently at both the BART Coliseum Station and Oakland International Airport. Dates and times were selected based on peak travel time for users of AirBART.

Publicity for the outreach events was conducted through print and online media, community organizations, and existing email lists. Publicity included the following:

- Distributed multilingual flyer/mailer in English, Spanish, Vietnamese, Chinese and Korean (including a reference to the availability of translations services for the meeting).
- Displayed oversized copy of flyer at Coliseum Station.
- Posted BART website announcement.
- Distributed BART Passenger Bulletin at all BART Stations in English (with standard taglines for more information in Spanish, Vietnamese, Chinese, and Korean).
- Placed advertisements in local print media, including those in different languages.

- Posted an announcement on the BART Destination Sign System (DSS) at all BART stations throughout the District. DSS messaging plays four times in an hour and broadcasts about 4,000 to 5,000 times a day.
- Posted on BART's social media: Facebook, Twitter.
- Recorded outreach details on the OAC Project Information Line with information on how to submit comments.

## **2. Small Scale Change: BART's DI/DB Policy**

BART implemented the Disparate Impact/Disproportionate Burden (DI/DB) Policy per the requirements of the Federal Transit Administration's Circular 4702.1B.

In order to establish a threshold used to assess disproportionate impacts of major service changes or fare changes on protected populations, BART had to first define the terms "disparate impact" and "disproportionate burden" so these terms could be communicated to and discussed with the public.

During the months of June and July of 2013, outreach was conducted with OCR's Title VI/EJ Advisory Committee, transportation equity advocacy groups, and interested Board of Directors. Additionally, the DI/DB Policy was posted on [www.bart.gov](http://www.bart.gov), on social media outlets such as Facebook and Twitter, and a corresponding webinar was available on BART TV via Youtube.

In total, BART conducted 8 outreach meetings:

- 1 meeting with the Title VI/EJ Advisory Committee. The Advisory Committee meeting was noticed 72 hours in advance and was accessible to members of the public. The meetings were advertised at BART stations through posters, Destination Signage System (DSS) and BART Times. A website notice was posted on [www.bart.gov](http://www.bart.gov).
- 2 meetings with transportation equity advocacy groups including Public Advocates, Urban Habitat, and TransForm. BART reached out to these organizations through targeted e-mails and phone calls.
- 5 meetings with interested Board of Directors.
- The public was also able to provide written comments via U.S. Mail, fax, phone, or email.
- The Policy was also translated into Chinese and Spanish and available in additional languages upon request in compliance with the District's Language Assistance Plan.

**V. CHECKLIST**

Please see Appendix A for a checklist for PMs to use that summarizes this guide.

**VI. PUBLIC PARTICIPATION STAFF CONTACT LIST**

Please see Appendix B for a list of staff.

**VII. TOOLBOX OF PUBLIC PARTICIPATION METHODS**

Please see Appendix C for a list of how to tailor outreach efforts to different communities' preferences.

**VIII. BART RESOURCES AND FORMS**

Please see Appendix D for BART forms that staff can utilize. Many of these forms are available on WebBART's OCR website.

**IX. 2012-2013 PROJECTS: PUBLIC PARTICIPATION SUMMARY**

Please see Appendix E for a "2012-2013 Public Participation Summary" compiled by GCR. It includes various BART projects and the different community input, outreach methods, and participation data. Similarly, the summary will give the PM ideas on how to implement his own public participation.

**X. OUTREACH SAMPLE MATERIALS**

Please see Appendix F for samples of documents that have been produced and translated for various projects.

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# Public Participation Procedures Checklist Appendix A



## Public Participation Procedures Checklist

### I. Public Participation: Planning Considerations

1.  Submit a Transportation Decision Evaluation Form to BART's Office of Civil Rights: (Optional)
2.  Review the public participation staff list to contact appropriate staff.
3. Budget Considerations:
  - If your project is a capital project that will require public outreach, consider including a public participation budget in your grant request.
  - Utilize GCR's "Public Participation Outreach-Meeting Cost Estimates" document. Some budget considerations include:
    - Facility fees
    - Production of meeting notice and project graphics
    - Document translation
    - Direct mailing
    - Newspaper advertisements
    - Meeting recording/transcripts
    - Translation services (contact OCR for translation services)
    - Childcare
    - Refreshments
    - Consultant fees
4.  Will the project require Board approval? Are you attaching a public participation report to your EDD?
5.  Determine your project outreach goals and objectives. What is the critical message the project is conveying to the public?
6.  Is your project a systemwide change? **OR**  Is your project a small scale change?

### II. Identify Target Populations and Public Participation Needs

1.  The PM should identify the following to determine his audience: gender, age group, ethnicity, race, country of origin, literacy level, etc.
2.  Contact OCR or GIS directly to obtain current demographic information relating to your project in order to make the outreach more specific.

### III. Identify Language Service Needs

1.  OCR and/or IT/GIS can assist in identifying the languages for targeted areas of your outreach.

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## 2. Languages:

- Spanish                       Chinese (Mandarin)                       Chinese (Cantonese)  
 Vietnamese                       Korean                       Tagalog                       Other \_\_\_\_\_

IV. **Create an Outreach Strategy: Ways to Communicate**1.  Examples of community input formats (choose as appropriate for effective community input):

- Informational meeting
- Open house
- In-station open houses
- Focus group
- Site tour
- Telephone/key person interview
- Workshop
- Survey

2.  Current BART outreach methods:

- Direct mail
- Station notifications (passenger bulletin, BART Times newsletter, Destination Sign System, informational table, etc.)
- Web (BART website, Facebook, Twitter, city website, etc.)
- Email notifications
- Local newspapers
  - The Oakland Post
- Ethnic media (newspapers)
  - El Mensajero (Spanish)
  - Sing Tao (Chinese)
  - Korean Times (Korean)
  - Viet Nam, The Daily News (Vietnamese)
- Ethnic media (television)
  - Telemundo 48, Univision 14 (Spanish)
  - KTSF Channel 8 and 26 (Chinese)
  - Vietnamese TV, USA (Vietnamese)
  - KTSF Channel 8 and 26 (Korean)
- Radio
- Regular communications with media
- BART Board meetings
- Partnerships with community-based organizations (CBOs)
- Communications with elected officials
- Press briefings and news releases
- Participation in community fairs and festivals
- Sponsorship of major community events
- Mailings to neighbors of stations
- Educational tours and briefings

- Language Line Services (LLS)
- Language interpreters at public meetings
- Written language assistance services

3.  Other suggested outreach methods:
- Publicity at BART stations or trains
  - Direct mail
  - BART seat drops
  - Flyers at turnstiles/BART trains
  - Publicize opportunities on local buses or at local bus stops

#### V. **Coordinate with Local Stakeholders**

1.  Identify and consider the following types of CBOs in order to reach minority, low-income, and LEP populations within the project area.
- Faith-based organizations
  - Geographic specific-tenant and neighborhood associations
  - Neighborhood/community development corporations
  - Education
  - Social services
  - Recreation
  - Environmental
  - Political
  - Youth and senior
  - Chambers of Commerce
  - Convention and visitor's bureaus
  - Community centers
  - Social service agencies or CBOs that serve minority/low-income/LEP populations
2.  Clearly explain the desired outcomes to the local stakeholders for the different public participation methods chosen. Examples:
- A meeting format that allows for small group discussion will give participants an opportunity to discuss and understand the information being presented.
  - For a construction project, an on-site informational tour may help community members better understand the impact the project would have on their immediate neighborhood.
3.  Consider the different roles each group may play such as sharing information, collecting input, letter writing, or setting community priorities.
4.  Identify the best way to publicize the public participation methods, select meeting dates and venues, and determine translation needs. Community advisors can help BART avoid potential scheduling conflicts and take advantage of existing events where they can easily reach a significant number of community members.

5.  Community Concerns/Preferences:
- Meeting times coordinated with transit schedules.
  - Weekend meetings preferred over weeknight evenings or during business hours.
  - Meetings held at accessible meeting locations, near or even at a BART station.
  - Meetings held at a safe location.
  - Refreshments and childcare offered at meetings.
6.  Consider utilizing BART's Advisory Committees for input and assistance in distributing your project information: Accessibility Task Force, Bicycle Task Force, Business Advisory Council, Citizen Review Board, Earthquake Safety Program Citizens' Oversight Committee, Transit Security Advisory Committee.
7.  Consider utilizing OCR's Title VI/EJ and LEP Advisory Committees for input and assistance in distributing your project information.
- Determine the goal of your presentation.
    1. What is the purpose of your presentation?
    2. Do you have any specific questions you want to ask the Title VI/EJ and/or LEP Advisory Committee?
    3. How will you incorporate the Advisory Committee's feedback into your project?
  - Once you have completed steps 1-3 above, contact OCR if you would like to schedule a presentation date with an Advisory Committee.
  - Provide OCR with the title of your presentation and the name(s) of the presenter(s)/speaker(s).
  - Inform OCR of the timeframe of the public outreach. Do you need feedback months in advance of your outreach, or sooner?
  - A couple of weeks before the presentation, OCR will remind you of the date, time, and location of your presentation.
  - If you plan on distributing handouts or copies of your presentation, please bring 20 copies.
  - If you have an electronic presentation, email it to OCR in advance, if possible, otherwise bring it to the meeting in a USB flash drive. OCR will provide the laptop and projector.
  - If feedback has been incorporated in some manner (i.e. mentioned in a document, implemented at the outreach event, etc.), please inform OCR.
  - Depending on the timeframe of the project, determine if you want any follow up meetings with the Advisory Committees and contact OCR if so.
  - In some instances, the Advisory Committees may want to follow up on projects that were presented to them. OCR will contact you if this is the case.

#### VI. **Prepare for Outreach: Public Notice**

1.  Ensure that outreach begins 2 weeks prior to your event (if not sooner) in order to provide adequate meeting notice to the public.
2.  If translation services are necessary, fill out OCR's "Translation Services Request Form" and submit to OCR at least 4 weeks (if not sooner) prior to your event.
3.  If interpretation services are necessary, fill out OCR's "Interpretation Services Request Form" and submit to OCR at least 72 hours (if not sooner) prior to your event.

4.  Work to publicize activities using the chosen outreach methods, identify performance measurements and set targets for participation from the area.
5.  Ensure that flyers, notices, and other outreach methods clearly describe the issue and purpose of the meeting or public participation activity.
6.  Identify a specific number and sequence of public participation methods and clearly communicate how BART decision makers would use the public input.

**VII. Implement Public Participation Strategy**

1.  Implement the methods defined in the public participation strategy.
2.  Gather participant contact information during the public participation activity for future project correspondence and updates.
3.  Collect and record community input through note taking, wallgraphics, surveys, recordings, etc.

**VIII. Compile, Review, and Report Results**

1.  Compile and report results with project team, partners, local governments, CBOs, etc.
2.  Utilize OCR's "Title VI Outreach Form" (available on WebBART's OCR webpage) to record Title VI/EJ/LEP outreach information after your event and submit to OCR.
3.  Clearly define how public input will or will not be incorporated into the project scope/description. BART should be able to demonstrate to the community that it has considered and explored the direction recommended by the public and taken that into account as part of its overall analysis.
4.  Revisit the participation goals established at the beginning of PPP strategy development to monitor progress and performance.

**IX. Community Reporting and Transparency**

1.  Make sure the community is aware of key decision-making activities such as board meetings or where action should be taken, so community members can see how the decision was made.
2.  Communicate results back to the community, providing a record of the number and characteristics of the participants and date, time and location meetings, and description of the rationale for how and why suggestions made through community input were or were not implemented.
3.  Regularly update the community on the status of the issue and identify additional opportunities for community input.
4.  If Advisory Committee input was incorporated into your project, contact the responsible BART department and inform them. A follow-up meeting with the Advisory Committee(s) might be necessary.

# Public Participation Staff Contact List

## Appendix B



## PUBLIC PARTICIPATION STAFF CONTACT LIST

Department/Staff Contact	Contact Information	Purpose
<b>Office of Civil Rights, Workforce and Policy Compliance (WPC)</b>		
Sharon Moore (Program Mgr.)	<a href="mailto:smoore@bart.gov">smoore@bart.gov</a> x7580	<ul style="list-style-type: none"> <li>Title VI/Environmental Justice Outreach and Compliance</li> <li>Translation/Interpretation Services Requests</li> <li>Title VI/EJ and LEP Advisory Committees</li> </ul>
Seema Parameswaran	<a href="mailto:sparame@bart.gov">sparame@bart.gov</a> x6189	
Rachel Russell	<a href="mailto:rrussel@bart.gov">rrussel@bart.gov</a> x4709	
Jennella Sambour-Wallace	<a href="mailto:jsambou@bart.gov">jsambou@bart.gov</a> x6513	
<b>Government and Community Relations</b>		
Roddrick Lee (Dept. Mgr.)	<a href="mailto:rlee@bart.gov">rlee@bart.gov</a> x6235	<ul style="list-style-type: none"> <li>Outreach and Meeting Support</li> <li>Email and Outreach to Elected Officials: Contra Costa County (Karen), San Francisco County (Molly), Alameda County (Richard)</li> <li>Maintain Community-Based Organizations (CBOs) Database</li> <li>Email and Contact for CBOs</li> </ul>
Maisha Everhart	<a href="mailto:meverha@bart.gov">meverha@bart.gov</a> x7589	
Karen Basting	<a href="mailto:kbastin@bart.gov">kbastin@bart.gov</a> x4939	
Molly Burke	<a href="mailto:mburke@bart.gov">mburke@bart.gov</a> x6172	
Richard Fuentes	<a href="mailto:rfuente@bart.gov">rfuente@bart.gov</a> x6883	
Amanda Cruz	<a href="mailto:acruz1@bart.gov">acruz1@bart.gov</a> x7422	
<b>Communications Department</b>		
Alicia Trost (Dept. Mgr.)	<a href="mailto:atrost@bart.gov">atrost@bart.gov</a> x6154	<ul style="list-style-type: none"> <li>Website Content and Social Media</li> <li>Branding and Other Creative Material</li> <li>Passenger Bulletins</li> <li>Media Outreach</li> </ul>
Melissa Jordan	<a href="mailto:mjordan@bart.gov">mjordan@bart.gov</a> x7292	
Gina DeLorenzo	<a href="mailto:gdelore@bart.gov">gdelore@bart.gov</a> x6976	
Melissa Miller	<a href="mailto:mmiller@bart.gov">mmiller@bart.gov</a> x7161	
Denisse Gonzalez	<a href="mailto:dgonzal@bart.gov">dgonzal@bart.gov</a> x7117	
<b>Marketing &amp; Research</b>		
Dave Martindale (Marketing Mgr.)	<a href="mailto:dmarti2@bart.gov">dmarti2@bart.gov</a> x6164	<ul style="list-style-type: none"> <li>Advertisements</li> <li>DSS Signage and Digital Display Boards</li> <li>Surveys</li> </ul>
Maureen Wetter	<a href="mailto:mwetter@bart.gov">mwetter@bart.gov</a> x6253	
Andrea Frainier	<a href="mailto:afraini@bart.gov">afraini@bart.gov</a> x7131	
<b>IT</b>		
Khae Bohan	<a href="mailto:kbohan@bart.gov">kbohan@bart.gov</a> x7581	<ul style="list-style-type: none"> <li>GIS</li> <li>Demographic Information</li> </ul>

# Toolbox of Public Participation Methods

## Appendix C

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# BART Resources and Forms

## Appendix D



## Transportation Decision Evaluation Form

The Transportation Decision Evaluation Form will determine what steps are necessary to ensure compliance with Title VI of the Civil Rights Act of 1964, CA Government Code Section 11135-11139.7, and/or the BART Environmental Justice Program. This form must be completed prior to meeting with the Office of Civil Rights.

Please email the completed form to [officeofcivilrights@bart.gov](mailto:officeofcivilrights@bart.gov).  
For questions please contact Sharon Moore, ext. 7580.

Project Title: \_\_\_\_\_

Project Manager: \_\_\_\_\_

Date: \_\_\_\_\_

Department: \_\_\_\_\_

Anticipated Completion Date: \_\_\_\_\_

Anticipated Environmental Review: \_\_\_\_\_

Anticipated Board Action: \_\_\_\_\_

1. Is this project a Fare Change or Major Service Change\*?
  - Fare Change     Major Service Change     Both     Not Applicable
2. For Major Service Changes and Fare Changes (only): All service and fare options must be discussed with the BART Board of Directors prior to beginning a Title VI Equity Analysis.
  - a. Have the fare options associated with this project been discussed with the BART Board of Directors?
    - Yes     No     Not Applicable
  - b. Have the service options associated with this project been discussed with the BART Board of Directors?
    - Yes     No     Not Applicable
3. Project Description:

\*To determine if the project is a major service change, please review BART's Major Service Change Policy adopted July 11, 2013.

## Transportation Decision Evaluation Form

4. Will BART riders and/or the community be impacted by this project?

Yes  No

If yes, how will they be affected?

5. Will some riders/community be impacted more than others?  Yes  No

6. What station(s), location(s), residents will be impacted by this project?

7. Do you anticipate any public participation for this project?  Yes  No

Are you planning any changes to current station amenities for this project?  Yes  No

If yes, what are they? \_\_\_\_\_

8. Will there be any construction for this project?  Yes  No

9. What is the anticipated project cost? \_\_\_\_\_

10. Have there been similar projects of this nature at BART?  Yes  No

If yes, please list. \_\_\_\_\_

11. Will there be a need for any signage for this project?  Yes  No

*To the greatest extent practicable, signs in English should be accompanied with either translations or pictograms that permit universal language access.*

Project Manager: \_\_\_\_\_

DATE: \_\_\_\_\_

Title: \_\_\_\_\_

Transportation Decision Evaluation Form

**Information below to be completed by Title VI Team**

**Recommended Title VI Process:**

Equity Analysis:  Yes  No

Public Participation:  Yes  No

Languages Assistance Measures (LAM):  Yes  No

**LAM Description:**

**Other:**

**Comments:**

**OCR:\_\_\_\_\_**

**DATE:\_\_\_\_\_**

**Government & Community Relations:\_\_\_\_\_**

**DATE:\_\_\_\_\_**

**Public Participation Outreach - Meeting Cost Estimates**

Item	Cost Description	Cost Estimate
Meeting Notice Production	Design and production of a two-sided flyer by third party consultant. Includes client correspondence and consulting, layout, project management of language translation, and proofing through final production and PDF.	\$1,300
Meeting Notice Translation	Flyer translation into Chinese, Korean, Spanish and Vietnamese	\$800 (\$200/per language)
Project Material Production	Management and production of project survey and meeting materials (agenda, project boards, etc.) in each of the four core languages. Includes client correspondence, layout/production, translation management and proofing through final production and PDF. Work completed by third party consultant.	\$3,000
Project Material Translation	Meeting survey and materials translated into four core languages	\$2,000 - \$2,500 (\$500 - \$625 per language)
Direct Mail	Mailing within ¼ mile radius of project area - includes mailing list, full service copying, USPS preparation, delivery to post office, and postage.	\$1,200
Ethnic Media Advertisements	Starting advertisement cost: The Post (African American) - \$600 El Mundo (Spanish) - \$922 El Mensajero (Spanish) - \$857 World Journal (Chinese) - \$275 Sing Tao (Chinese) - \$225 Korea Daily New - \$250 SF Kyocharo Korean News - \$250 Vietnam Daily News - \$150	\$3,529 (all 8 publications)
Public Participation Summary Report	Report on public participation activities, community input, and survey data analysis by third party consultant.	\$3,000 (\$150/hour average 20 hours)
<b>Other Variable Costs (dependent on number of meetings and requests)</b>		
Facility Fee	3-5 hour rental, chairs, tables, utilities, set-up, etc.	\$500 - 1,000/meeting
Meeting Interpretation Services	Language interpreter American Sign Language Interpretation	\$110 - \$115/hour \$90 - \$100/hour
Note Taking	Graphic recorder/note taker	\$36/hour
Translation of Survey Comments	Translation of survey comments received in other languages	\$150 (minimum)
Childcare	Certified childcare provider	\$200/meeting
Refreshments	Snacks and water	\$50/meeting



## Translation Services Request Form

### Office of Civil Rights (OCR)-Workforce and Policy Compliance (WPC)

#### A. Requestor Information

1. **Date of Request:**
2. **Requestor Name/Contact:**
3. **Deadline for Request:**
4. **Document Title:**

#### B. Project Funding

5. Have funds been identified for this project?
  - Yes (*see 6 below*)
  - No
6. If yes, is this a capital-funded project or an operating-funded project?
  - Capital
  - Operating

*\*Note: OCR will cover the cost of translation services for operating-funded projects. Projects must cover translation costs if it is a capital-funded project (ex. Fleet of the Future, extension projects).*

#### C. Timeframe for Translation:

7.  If possible, notify OCR by email of your upcoming request at least **ONE** week before your documents are ready.\*

*\*Note: This allows us to notify the translation company in advance so they can line up their translators and/or InDesign team before receiving the actual files.*

8.  When sending files to be translated, please allow **TWO** weeks for translation to avoid a rush fee.
9. Will proofing be required?
  - Yes (*see 9a below*)
  - No

**9a.** Send your finalized document(s) to OCR and add **ONE to TWO** days for turnaround.

#### D. Target Language(s) and Audience

10. Target language(s) for translation:
  - Spanish
  - Chinese (traditional)
  - Vietnamese
  - Korean
  - Tagalog
  - Other (specify)
  - Not sure/unknown (Contact OCR for demographic information.)

11. Who is your target audience? (Gender, age group, ethnicity, race, country of origin, literacy level, etc.)

#### E. Service(s)

12. If DTP is requested the translation service will lay out the translated text into the document. DTP requires InDesign files. Are you requesting DTP?
  - Yes
  - No

#### F. Design(s)

13. What is the type of media that requires translation?
  - Newspaper advertisement
  - Survey
  - Fact Sheet
  - Meeting Notice
  - PowerPoint presentation
  - Document
  - Other (specify)
14. In what format would you like your documents delivered?
  - Word
  - PDF
  - PowerPoint
  - Publisher
  - InDesign
  - Same as English version
  - Other (specify)

15. Will your document be posted online?

- Yes (*see 15a below*)
- No

**15a.** Specify the format you want the translated text or document for online posting:

- Word
- Writeable PDF
- None

#### G. Other Comments:

Email form to Jennella Sambour-Wallace ([jsambou@bart.gov](mailto:jsambou@bart.gov)). If you have any questions please contact Jennella at ext. 6513.



## Interpretation Services Request Form

### Office of Civil Rights (OCR)-Workforce and Policy Compliance (WPC)

#### A. Requestor Information

1. **Date of Request:**
2. **Requestor Name/Contact:**
3. **Deadline for Request:**

#### B. Project Funding

4. Have funds been identified for this project?
  - Yes (*see 5 below*)
  - No
5. If yes, is this a capital-funded project or an operating-funded project?
  - Capital
  - Operating

*\*Note: OCR will cover the cost of interpretation services for operating-funded projects. Projects must cover translation costs if it is a capital-funded project (ex. Fleet of the Future, extension projects).*

#### C. Timeframe for Interpretation Request:

6.  Contact OCR at least 72 hours in advance of your request, if not sooner.

#### D. Target Language(s)

7. What language(s) or dialect are you requesting for interpretative services?
  - Spanish
  - Chinese (Mandarin)
  - Chinese (Cantonese)
  - Korean
  - Vietnamese
  - Tagalog
  - Other (specify)
  - Not sure/unknown (Contact OCR for demographic information.)
8. Type of Interpretation (Check one):
  - Consecutive  
*(Interpreter waits for speaker to pause and interprets each section immediately afterwards.)*
  - Simultaneous  
*(Interpreter interprets simultaneously as the speaker talks.)*

#### E. Provide the Following Event Information:

9. **Date:**
10. **Time:**
11. **Meeting location:**
12. **Format of the event :**
13. **Number of interpreters/language needed:**
14. Requesting interpreting equipment, i.e. headsets?
  - Yes (*see 14a below*)
  - No
- 14a. **Number of headsets:**

*\*Note: Extra cost of **\$5-\$10** per person. GCR Rep: See Lisa Moland for headsets/transmitters.*

15. On-site project staff contact information for event:
  - Name:
  - Cell phone number:
16. Do you have documents/information for the interpreter to review before the event?
  - Yes (*see 16a below*)
  - No

#### 16a. Email to OCR:

- Surveys
- Flyers
- Boards
- PowerPoint presentation
- Talking Points
- Other (specify)

#### F. Other Comments:

Email form to Jennella Sambour-Wallace ([jsambou@bart.gov](mailto:jsambou@bart.gov)).  
If you have any questions please contact Jennella at ext. 6513.  
Contact OCR at least **72 hours** in advance of your request, if not sooner.



## Title VI Outreach Form

**The Title VI Outreach Form is for BART project staff to complete after conducting outreach. If the only outreach conducted was distributing surveys, please skip to Questions 10, 15, & 16.**

1. Event Date(s):
2. Location/Facility Name:
3. Time:
4. Event Contact Person:
5. Event Contact Person Phone Number:
6. Type of Meeting (i.e., informational, workshop, hearing, etc.):
7. Purpose of Meeting:
8. Number of Attendees:
9. Interpreters (Yes/No): 
  - a. Language(s):
10. Translation of Written Materials (Yes/No): 
  - a. Language(s):
11. How did you advertise for outreach events? Did you ensure that your outreach included minorities and low-income populations? Please respond in the box below.

12.  Attach examples of advertisements, announcements and notices of public outreach events. (Outreach methods and materials include local newspapers, flyers, public service announcements on radio and television stations, website, etc.)
13. Were any concerns raised by or regarding minority or low-income populations? If so, specify the concerns and solutions offered, if any.

- 14. Limited English Proficiency (LEP) Outreach:** List special language services provided for this project. It is not necessary to discuss outreach events, but any other language services that staff rendered such as bilingual staff; providing interpreter assistance to individuals, either in person or via the telephone; providing translation of vital documents, announcements, notices, etc. when requested by the public.

*Note: Please provide the number of times and type of language assistance that was provided.*

15.  Please attach examples of LEP translated materials.

16. If surveys were conducted, please fill out the following regarding the demographics of participants:

- a. Annual household income before taxes:

Under \$25,000  \$25,000 - \$29,999  \$30,000 - \$39,999

\$40,000 - \$49,999  \$50,000 - \$59,999  \$60,000 - \$74,999

\$75,000 - \$99,999  \$100,000 and over

- b. Race of Participants:

Hispanic/Latino/Spanish origin  White  Black/African American

Asian or Pacific Islander  American Indian or Alaska Native  Other

- c. Speak a language other than English at home?

No  Yes

- d. If "Yes" to question 11c, how well do Respondents speak English?

Very well  Well  Not well  Not at all

Email form with attachments to [jsamboor@bart.gov](mailto:jsamboor@bart.gov) or drop off to Jennella Sambour-Wallace, BART OCR-16<sup>th</sup> Floor.  
If you have any questions please contact Jennella at ext. 6513.

rev. 11/2014

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# 2012-2013 Projects: Public Participation Summary Appendix E

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2012-2013 Public Participation Summary

Project	Geographic area				Community Input Format							Outreach Methods													Participation			LEP Comments				
	District-wide	County	City	Station	Meeting	Open House	Paper Survey	Online Survey	Telephone Survey	Focus Group	Web Comment Form	Meeting Notice	Direct Mail	Email Notifications	Neighborhood Postings	Station Signage & Notification	On-board Advertisement	Bay Area Media (Print and Online)	Ethnic Media Advertisements	BART.gov website	Social Media	BART Advisory Committees	In-person Outreach	Number of Event Attendees	Number of Surveys Collected	Translation Services Requested	Chinese	Korean	Spanish	Vietnamese	Other	
Oakland Airport Connector Art Program			•	•	•							•	•	•	•			•		•			•	15	N/A	None						
Warms Springs Extension Art Program			•	•	•							•	•	•	•			•		•			•	18	N/A	None						
Daly City Station Access Improvement Plan			•	•	•							•	•	•	•								•	40	N/A	None						
Balboa Park Eastside Connection Project			•	•	•							•	•	•	•	•							•	50	N/A	None						
Proposed Fare Increase & Fare Increase Program	•				•		•	•	•			•	•	•	•			•	•	•	•	•	•	125	1,534	S	•		•	•	•	
Clipper Card Distribution for Senior and Youth	•				•		•	•	•			•	•	•	•			•	•	•	•	•	•	125	1,534	S	•		•	•	•	
Draft Environmental Justice Policy	•				•		•	•	•	•		•	•	•	•			•	•	•	•	•	•	135	1,534	S	•		•	•	•	
24 <sup>th</sup> Street Mission BART Plaza (Two Meetings)			•	•	•							•		•	•								•	85	42	S			•			
eBART Next Segment Study			•		•							•	•	•	•			•		•			•	70	N/A	S			•			
BART to Livermore – DEIR			•		•							•	•	•	•			•		•			•	85	N/A	None						
Paid Parking Program	•							•						•	•			•		•	•	•		N/A	8,861	None						
Small Business Programs	•				•							•	•	•	•			•	•	•	•	•	•	230	N/A	None						
Commute Period Bike Pilots (August and March)	•			•			•	•		•			•		•	•		•	•	•	•	•	N/A	13,573	None	•	•	•	•			
Fleet of the Future New Train Car Interior	•			•		•	•					•	•	•	•			•		•	•	•	•	4,450	1,810	None	•		•			
Glen Park Station Parking Lot			•	•	•							•	•	•	•								•	80	N/A	None						
Fleet of the Future Prototype Seats	•			•		•	•					•	•	•	•			•	•	•	•	•	•	2,500	2,319	C	•		•			

# Outreach Sample Materials

## Appendix F

## Resources & Sample Materials

### Ethnic Media Outreach

Community	Television	News Publication
African American		The Post
Hispanic	Telemundo 48, Univision 14	El Mundo, El Mensajero, El Tecolote
Chinese	KTSF Channel 8 and 26	World Journal, Sing Tao
Vietnamese	Vietnamese TV, USA	Vietnam Daily News
Korean	KTSF Channel 8 and 26	Korean Times/Korean Daily News SF Kyocharo Korean News
Russian	Channel One Russia	
Pilipino	KTSF Channel 8 and 26 The Filipino Channel (TFC)	Philippine News, Philippines Today,

### Ethnic Media Advertisement

#### Sing Tao Newspaper – Fleet of the Future Seat Prototype Event

## 未来车队座椅原型系列宣传活动



### 您的意见很重要

目前为止，已经有 15,000 多名乘客对新列车的设计给出了宝贵的意见。我们很高兴带给大家另一个振奋人心的机会：针对 BART 未来车队的设计给予我们反馈。

### 座椅原型系列宣传活动

新列车的制造商 Bombardier Transportation 已经制作了多款座椅原型，用于公众参观。BART 希望您来参观，并告诉我们您的想法。我们将向设计评估的参与者发放调查表，并请各位记录观察结果。您的意见将有助于塑造未来几年的 BART 体验。

如果您需要语言援助服务，请于活动日期前至少 72 小时致电 (510) 464-6752。

### 站点活动

#### Union City

Monday, October 7th  
3:00 pm - 7:00 pm

#### Pittsburg/Bay Point

Tuesday, October 8th  
3:00 pm - 7:00 pm

#### Downtown Berkeley

Wednesday, October 9th  
10:00 am - 6:00 pm

### 即将推出

Pleasant Hill/  
Contra Costa Centre

Lake Merritt

West Dublin/Pleasanton

El Cerrito del Norte

Balboa Park

Powell Street

请在 [bart.gov/cars](http://bart.gov/cars) 上订阅项目通知，以便收到日期和时间提醒。

Postcard for Station Distribution  
Front




**Bicycles Welcome All Day Every Friday in August 2012**

On Fridays in August, BART is allowing bikes on its trains all day, including the normally restricted commute hours. This is a test, and we would like your input.

**Tell us about your experience this Friday by filling out a brief survey:**

- Visit [www.bart.gov/bikes](http://www.bart.gov/bikes)
- Call toll-free 1-888-743-9921
- Or scan this QR code 

BART... and you're there. 

Back



Los viernes de agosto, BART permite llevar bicicletas en sus trenes durante todo el día, incluso en el horario normalmente restringido de viajes diarios al trabajo. Esta es una prueba y nos gustaría conocer su opinión.

Informenos sobre su experiencia este viernes al completar una breve encuesta:

- Visite [www.bart.gov/bikes](http://www.bart.gov/bikes)
- Llame sin cargo 1-866-451-3195
- O échele un vistazo a este código QR 

八月的所有星期五, BART将全天允许乘客携自行车乘车, 包括通常受限的通勤高峰时段。这是一次实验之举, 我们希望听到您的宝贵意见。

请填写下面的简单调查, 告诉我们您在本星期五的感受。

- 登陆[www.bart.gov/bikes](http://www.bart.gov/bikes)
- 拨打免费电话 1-866-392-8987
- 或扫描本QR码 

8월 한 달간 평상시 제한되어 있는 통근 시간을 포함해서 하루 종일 매주 금요일마다 BART 열차 내에서 자전거가 허용이 됩니다. 시범적으로 시행될 자전거 허용에 대한 여러분의 의견을 듣고자 합니다.

들어 오는 금요일에 여러분의 경험담을 아래의 세 가지 방법 중에서 하나를 선택하셔서 설문 조사에 짧은 답변을 부탁드립니다.

- [www.bart.gov/bikes](http://www.bart.gov/bikes)
- QR 코드 입력 

Vào những ngày thứ Sáu trong tháng Tám, BART sẽ cho phép mang xe đạp lên những chuyến tàu của họ suốt cả ngày, kể cả những giờ đi làm bình thường bị hạn chế. Đây là một thử nghiệm, và chúng tôi muốn nhận được ý kiến đóng góp của quý vị.

Xin quý vị vui lòng cho chúng tôi biết kinh nghiệm của quý vị trong thứ Sáu này bằng cách điền vào một mẫu thăm dò ngắn gọn:

- Hãy ghé vào [www.bart.gov/bikes](http://www.bart.gov/bikes)
- Hoặc quét hình mã số QR này 

BART... and you're there. 

Postcard front

# BETTER STATIONS.

BART is seeking **your input** on the future of our **Embarcadero and Montgomery stations.**

We are considering changes to make your BART experience more comfortable: we know that crowding is an issue, especially during commute times, so we are looking into improving how the stations function. We are also considering safety, access, appearance, and the overall customer experience at the stations.

Please let us know which improvements are important to you by filling out a brief survey about your experience:

- online at [www.bart.gov/SFplatforms](http://www.bart.gov/SFplatforms) (click on the survey link)
- or scan the QRcode >

If you need language assistance services, please call 510-464-6752.



Please fill out the online survey:



Made possible with the financial participation of the Federal Transit Administration, Caltrans and SFCTA.

Postcard back**MEJORES ESTACIONES.**

BART quiere saber su opinión acerca del futuro de nuestras estaciones Embarcadero y Montgomery. Estamos pensando en implementar algunos cambios para hacer más cómoda su experiencia con el BART. Háganos saber qué mejoras son importantes para usted al completar una breve encuesta acerca de su experiencia: en línea en [www.bart.gov/SFplatforms](http://www.bart.gov/SFplatforms) (haga clic en el enlace de la encuesta) o escanee el código QR>

Si necesita servicios de asistencia de idiomas, llame al 510-464-6752.

**更完善的車站**

BART 敬邀您針對 Embarcadero 站和 Montgomery 站日後的發展提供寶貴意見。我們正在考慮幾項能提升 BART 服務舒適度的變革措施：請填寫一份簡短的意見調查表，讓我們知道您最重視的改建項目：網址：

[www.bart.gov/SFplatforms](http://www.bart.gov/SFplatforms) (請按一下意見調查表連結) 或掃描 QRcode >

如需語言援助服務，請致電 510-464-6752

Nếu quý vị cần được giúp đỡ về ngôn ngữ, xin vui lòng gọi số 510-464-6752.

통역이 필요하신 분은, 510-464-6752로 문의하십시오.

Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752.



Llene la encuesta en línea:

請填寫線上意見調查表：





Bay Area Rapid Transit

## New BART Service Coming to Oakland International Airport

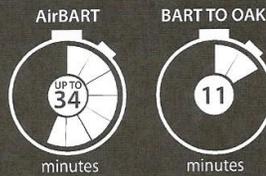
The San Francisco Bay Area Rapid Transit District (BART) is nearing completion of the 3.2 mile extension from the Coliseum Station to Oakland International Airport (OAK). The new link will replace the AirBART shuttle bus with a driverless, automated people mover (APM) system similar to APMs at SFO and many other airports. Here are the major service differences between the existing AirBART bus and the new BART service (BART to OAK).

### AVERAGE TRAVEL AND WAIT TIME

**Up to 67% reduction in travel and wait time.**

AirBART: 23 to 34 minutes total; includes 18 to 29 minute travel time (dependent on traffic) and average 5 minute wait time.

BART to OAK: 11 minutes total; includes 9 minute travel time (not dependent on traffic) and average 2 minute wait time.



### FREQUENCY: VEHICLES PER HOUR

**7 additional vehicles per hour.**

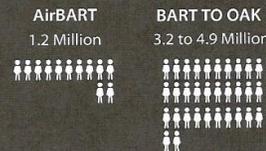
AirBART: up to 6 buses per hour (every 10 minutes).  
BART to OAK: more than 13 vehicles per hour (every 4.5 minutes).



### SYSTEM CAPACITY

**Increase in system capacity of more than 3 times.**

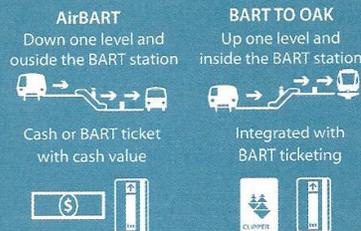
AirBART can carry up to 1.2 million passengers annually while BART to OAK can carry 3.2 million passengers annually (expandable up to 4.9 million).



### CONNECTION TO BART

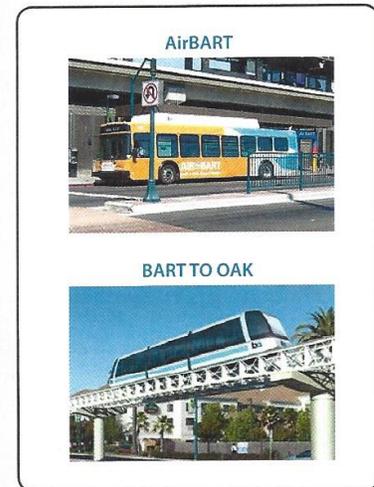
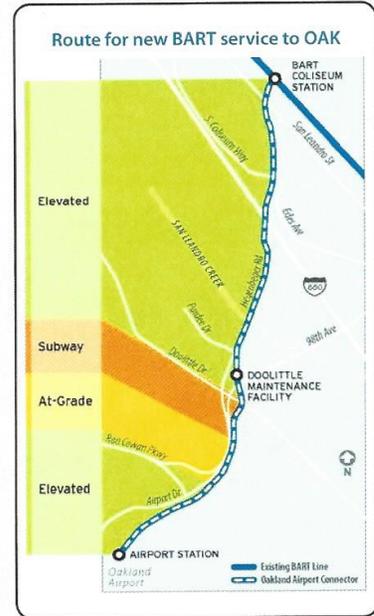
**Easy connection to/from BART.**

Passengers will no longer have to exit the BART station and purchase a separate ticket to get to the airport.



### PROPOSED FARES FOR NEW SERVICE

A preliminary fare structure is currently being studied, and the cost to ride the new extension has not yet been determined. The fares being studied range from \$4 to \$6 (compared with \$3 AirBART service). BART is looking at different approaches of setting initial fares and timing fare increases.



Scan for more information or to provide comments  
[www.bart.gov/oac](http://www.bart.gov/oac)

Please provide comments on the back. Over

## New BART Service to Oakland International Airport Comments and Feedback

**1** Do you have any general comments about the new BART service to Oakland International Airport (OAK)?

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**2** There are many considerations in setting fares, including: 1) recovering the cost to build and operate the service, and 2) promoting ridership on the system. BART is considering fares ranging from \$4.00 to \$6.00. Which of the following do you prefer?

- A fare that starts at the lower end, perhaps \$4.00, and rises on a regular, pre-planned basis to \$5.00 and then increases to \$6.00 in 2017
- A fare that starts higher, for example \$5.00, but remains at that level for a longer period of time, potentially through 2017
- No preference

**3** Do you have any other comments related to proposed fares?

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*Please tell us about yourself. Your answers will help us evaluate how well we're reaching all the communities that we serve.*

**4** Gender

- Male  Female

**5** Are you of Hispanic, Latino or Spanish origin?

- No  Yes

**6** What is your race or ethnic identification?

(Check one or more)

- White
- Black/African American
- Asian or Pacific Islander
- American Indian or Alaska Native
- Other (specify) \_\_\_\_\_

**7** Do you speak a language other than English at home?

- No  Yes → Language: \_\_\_\_\_

If yes, how well do you speak English?

- Very Well  Well  Not Well  Not at all

**8** Age

- 12 or younger  35 - 44
- 13 - 17  45 - 54
- 18 - 24  55 - 64
- 25 - 34  65 or older

**9** What is your total annual household income before taxes?

- Under \$25,000  \$50,000 - \$59,999
- \$25,000 - \$29,999  \$60,000 - \$74,999
- \$30,000 - \$39,999  \$75,000 - \$99,999
- \$40,000 - \$49,999  \$100,000 and over

**10** Including yourself, how many people live in your household?

- 1  2  3  4  5  6 or more

**11** Do you live in Northern California?

- No, I'm visiting  Yes, I live in Northern California

**12** Do you work at or around the Oakland International Airport?

- No  Yes

Would you like to sign up for BART to OAK email alerts? Email: \_\_\_\_\_

*Please turn in completed forms to a BART representative.*

*For more information, or to complete this comment form online, visit [www.bart.gov/oac](http://www.bart.gov/oac)*



베이 지역 신속 수송

오클랜드 국제공항으로 연결되는 새로운 BART 서비스

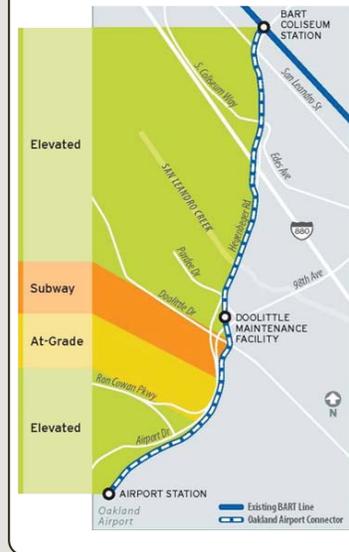
샌프란시스코 베이 지역 신속 수송 지구(BART)는 콜로시엄 역과 오클랜드 국제공항(OAK)을 연결하는 3.2마일 구간의 노선 연장 공사를 거의 완료했습니다. 이 새로운 노선은 AirBART 셔틀 버스를 SFO와 다른 많은 공항들이 사용하고 있는 자동 무인 경전철(APM) 시스템과 유사한 APM으로 교체할 것입니다. 다음은 기존의 AirBART 버스와 새로운 BART 서비스(OAK 연결 BART)의 주요 차이점입니다.

이동 및 대기 평균 시간

이동 및 대기 시간을 최대 67% 줄일 수 있습니다.  
 AirBART: 총 23-34분 소요. 18-29분의 이동 시간(교통량에 따라 차이가 있음)과 평균 5분의 대기 시간 포함.  
 OAK 연결 BART: 총 11분 소요. 9분의 이동 시간(교통 체증의 영향을 받지 않음)과 평균 2분의 대기 시간 포함.



OAK로 연결하는 새로운 BART 노선



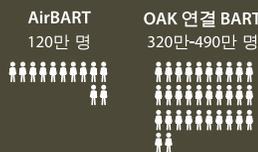
운영 빈도: 시간당 차량 운행 횟수

시간당 7회 추가 차량 운행.  
 AirBART: 시간당 최대 6회 버스 운행(10분 간격).  
 OAK 연결 BART: 시간당 13회 이상의 차량 운행(4.5분 간격).



시스템 수용 능력

3배 이상 증가된 시스템 수용 능력.  
 AirBART는 연간 최대 120만 명의 승객을 수송할 수 있으나, OAK까지 운행하는 BART는 연간 320만 명의 승객을 수송할 수 있습니다(최대 490만 명으로 확장 가능).



BART 연결

편리한 BART 연결  
 승객들은 더 이상 BART 역을 나와서 별도의 탑승권을 구입하여 공항으로 이동할 필요가 없습니다.



OAK 연결 BART



새로운 서비스에 대한 요금 제안

예비 요금 구조는 현재 연구 중이고, 새로운 연장 노선에 대한 탑승 요금은 아직 결정되지 않았습니다. 연구 중인 요금은 4달러와 6달러 사이에서 결정될 것입니다(AirBART 탑승 요금은 3달러). BART는 초기 요금과 요금 인상 시기를 결정하기 위한 다른 접근방법을 검토하고 있습니다.

더 자세한 정보를 원하시거나 의견을 제시하려면 스캔하십시오  
[www.bart.gov/oac](http://www.bart.gov/oac)

뒷면에 의견을 기재해 주십시오. ➔ 계속

## 오클랜드 국제공항으로 연결되는 새로운 BART 서비스 의견 및 피드백

**1** 귀하는 오클랜드 국제공항(OAK)으로 연결되는 새로운 BART 서비스에 대해 일반적인 의견이 있으십니까?

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**2** 탑승 요금을 결정하기 위해서는 다음과 같은 몇 가지 사항들을 고려해야 합니다: 1) 서비스 시스템을 건설 및 운영하는 비용을 총당, 그리고 2) 승객들의 시스템 이용을 촉진. BART는 탑승 요금을 4달러와 6달러 사이에서 결정할 것을 고려하고 있습니다. 귀하는 다음 중 어느 방법을 선호하십니까?

- 탑승 요금을 4달러와 같은 낮은 금액에서 시작하여 사전 계획에 따라 정기적으로 5달러까지 인상하고 2017년에 6달러로 인상
- 탑승 요금을 5달러와 같은 비교적 높은 금액에서 시작하고 이 금액을 더 오랜 기간 동안 유지 (2017년까지 유지 가능)
- 어느 방법도 선호하지 않음

**3** 제안된 요금과 관련하여 다른 의견이 있으십니까?

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귀하에 대해 말씀해 주십시오. 귀하의 답변은 저희가 서비스를 제공하는 모든 지역사회를 얼마나 잘 파악하고 있는지를 평가하는 데 도움이 됩니다.

**4** 성별

- 남성  여성

**5** 귀하는 히스패닉, 라티노 또는 스페인 계통이십니까?

- 아니요  예

**6** 귀하의 인종 또는 민족은 어느 것에 속하십니까?

(하나 이상에 표시해 주십시오)

- 백인
- 흑인/아프리카계 미국인
- 아시아인 및 태평양 제도인
- 아메리칸 인디언 또는 알래스카 원주민
- 기타(자세히 기재해 주십시오) \_\_\_\_\_

**7** 귀하는 집에서 영어가 아닌 다른 언어를 사용하십니까?

- 아니요  예 → 언어: \_\_\_\_\_

“예” 라고 답변하신 경우, 영어를 얼마나 능숙하게 하십니까?

- 매우 능숙  능숙
- 별로 능숙하지 않음  전혀 능숙하지 않음

**8** 연령

- 12세 이하  35-44세
- 13-17세  45-54세
- 18-24세  55-64세
- 25-34세  65세 이상

**9** 귀하의 총 연간 세전 가구소득은 얼마나 됩니까?

- \$25,000 미만  \$50,000 - \$59,999
- \$25,000 - \$29,999  \$60,000 - \$74,999
- \$30,000 - \$39,999  \$75,000 - \$99,999
- \$40,000 - \$49,999  \$100,000 이상

**10** 귀하의 가구에는 귀하를 포함해서 몇 명이 살고 있습니까?

- 1명  2명  3명  4명  5명  6명 이상

**11** 귀하는 북가주에 거주하십니까?

- 아니요, 방문 중입니다  예, 북가주에 거주합니다

**12** 귀하는 오클랜드 국제공항이나 그 부근에서 일하십니까?

- 아니요  예

귀하는 OAK 연결 BART에 대한 이메일 알림에 등록하기를 원하십니까? 이메일: \_\_\_\_\_

작성하신 양식을 BART 담당자에게 제출해 주십시오.

더 자세한 정보를 원하시거나, 또는 이 의견 양식을 온라인으로 작성하려면 [www.bart.gov/oac](http://www.bart.gov/oac)를 방문해 주십시오.



Hệ Thống Chuyên  
Chở Công Cộng Tốc  
Hành Vùng Vịnh

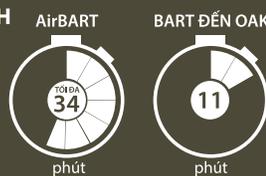
## Dịch Vụ Mới Của BART Đến Phi Trường Quốc Tế Oakland

Địa Hạt Chuyên Chở Công Cộng Tốc Hành Vùng Vịnh San Francisco (BART) gần hoàn tất đoạn nối dài 3.2 dặm từ Trạm Coliseum đến Phi Trường Quốc Tế Oakland (OAK). Đoạn nối mới này sẽ thay thế xe buýt con thoi AirBART bằng một hệ thống chuyển người tự động (APM), không người lái tương tự như những APM tại SFO và nhiều phi trường khác. Đây là những khác biệt chính yếu về dịch vụ giữa xe buýt AirBART hiện hữu và dịch vụ mới của BART (BART đến OAK).

### THỜI GIAN DI CHUYỂN VÀ CHỜ ĐỢI TRUNG BÌNH

**Giảm bớt đến 67% thời gian di chuyển và chờ đợi.**

**AirBART:** tổng cộng từ 23 đến 34 phút; gồm cả từ 18 đến 29 phút là thời gian di chuyển (tùy thuộc vào tình trạng xe cộ lưu thông) và thời gian chờ đợi trung bình là 5 phút.  
**BART đến OAK:** tổng cộng là 11 phút; gồm 9 phút là thời gian di chuyển (không lệ thuộc vào tình trạng xe cộ lưu thông) và thời gian chờ đợi trung bình là 2 phút.



### MỨC ĐỘ THƯỜNG XUYẾN: SỐ CHUYẾN XE MỖI GIỜ

**Thêm 7 chuyến xe mỗi giờ.**

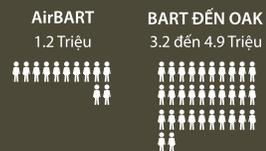
**AirBART:** tối đa 6 xe buýt mỗi giờ (mỗi 10 phút).  
**BART đến OAK:** hơn 13 chuyến xe mỗi giờ (mỗi 4.5 phút).



### SỨC CHỨA CỦA HỆ THỐNG

**Tăng sức chứa của hệ thống hơn gấp 3 lần.**

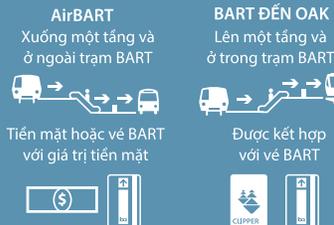
**AirBART** có thể chuyên chở tối đa 1.2 triệu hành khách mỗi năm trong khi **BART đến OAK** có thể chuyên chở 3.2 triệu hành khách mỗi năm (có thể mở rộng đến 4.9 triệu).



### NỐI LIỀN VỚI BART

**Dễ dàng nối liền với BART.**

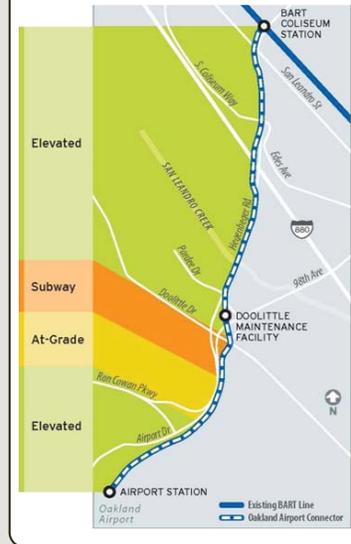
Hành khách sẽ không còn phải rời trạm BART và mua một vé khác để đón xe đến phi trường.



### GIÁ VÉ ĐƯỢC ĐỀ NGHỊ CHO DỊCH VỤ MỚI

Một cấu trúc về giá vé sơ khởi đang được nghiên cứu và phí tổn sử dụng đoạn đường nối dài mới chưa được định rõ. Giá vé đang được nghiên cứu sẽ ở trong khoảng từ \$4 đến \$6 (so với \$3 cho dịch vụ AirBART). BART đang cân nhắc những giải pháp khác nhau về cách ấn định giá vé khởi đầu và thời điểm tăng giá vé.

### Tuyến đường cho dịch vụ mới của BART đến OAK



### BART ĐẾN OAK



Đọc lướt qua để biết thêm chi tiết hoặc để đóng góp ý kiến  
[www.bart.gov/oac](http://www.bart.gov/oac)

Xin vui lòng đóng góp ý kiến ở mặt sau.

## Dịch Vụ Mới Của BART đến Phi Trường Quốc Tế Oakland Ý Kiến và Nhận Xét

**1** Quý vị có ý kiến tổng quát nào về dịch vụ mới của BART đến Phi Trường Quốc Tế Oakland (OAK) không?

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**2** Có nhiều điều cần phải cân nhắc khi ấn định giá vé, gồm cả: 1) thu lại phí tổn xây cất và điều hành dịch vụ, và 2) quảng cáo để tăng thêm số người sử dụng hệ thống. BART đang cân nhắc giá vé trong khoảng từ \$4.00 đến \$6.00. Trong những giải pháp dưới đây quý vị thích giải pháp nào hơn?

- Giá vé bắt đầu ở mức thấp hơn, có lẽ là \$4.00, và tăng lên đều đặn theo định kỳ đến \$5.00 rồi tăng lên đến \$6.00 vào năm 2017
- Giá vé bắt đầu ở mức cao hơn, thí dụ như \$5.00, nhưng ở nguyên mức đó trong một khoảng thời gian lâu hơn, có thể đến năm 2017
- Không thích giải pháp nào hơn

**3** Quý vị có ý kiến nào khác về giá vé đề nghị không?

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*Xin vui lòng cho chúng tôi biết về quý vị. Câu trả lời của quý vị sẽ giúp chúng tôi đánh giá mức thành công của chúng tôi trong việc liên lạc với tất cả các cộng đồng mà chúng tôi đang phục vụ.*

**4** **Phái Tính**

- Nam  Nữ

**5** Quý vị có phải là người nói tiếng Tây Ban Nha, gốc Châu Mỹ La Tinh hoặc gốc Tây Ban Nha hay không?

- Không  Phải

**6** Lý lịch chủng tộc hoặc dân tộc của quý vị là gì

(Chọn một hoặc nhiều hơn)

- Da Trắng
- Da Đen/Người Mỹ Gốc Phi Châu
- Người Á Châu và Dân Đảo Thái Bình Dương
- Thổ Dân Hoa Kỳ hoặc Thổ Dân Alaska
- Chủng tộc khác (xin ghi rõ) \_\_\_\_\_

**7** Quý vị có dùng một ngôn ngữ không phải là Anh Văn ở nhà hay không?

- Không  Có → Ngôn Ngữ: \_\_\_\_\_

Nếu có, quý vị nói tiếng Anh thông thạo ở mức độ nào?

- Rất giỏi  Giỏi  Không giỏi
- Không nói được gì cả

**8** **Tuổi**

- 12 tuổi trở xuống  35 - 44
- 13 - 17  45 - 54
- 18 - 24  55 - 64
- 25 - 34  65 tuổi trở lên

**9** Tổng lợi tức hàng năm của gia đình quý vị trước khi trả thuế là bao nhiêu?

- Dưới \$25,000  \$50,000 - \$59,999
- \$25,000 - \$29,999  \$60,000 - \$74,999
- \$30,000 - \$39,999  \$75,000 - \$99,999
- \$40,000 - \$49,999  \$100,000 trở lên

**10** Kể cả quý vị, có bao nhiêu người đang cư ngụ trong nhà của quý vị?

- 1  2  3  4  5  6 hoặc nhiều hơn

**11** Quý vị đang cư ngụ trong vùng Bắc California phải không?

- Không, tôi đang viếng thăm
- Vâng, tôi cư ngụ trong vùng Bắc CA

**12** Quý vị làm việc tại hoặc gần Phi Trường Quốc Tế Oakland phải không?

- Không  Phải

Quý vị có muốn ghi tên để nhận email thông báo của BART đến OAK không? Email: \_\_\_\_\_

*Xin quý vị vui lòng trao những mẫu thăm dò đã điền đầy đủ cho một nhân viên của BART.  
Muốn biết thêm chi tiết, hoặc điền vào mẫu ý kiến này trên mạng, hãy vào [www.bart.gov/oac](http://www.bart.gov/oac)*

# VISION PLAN



**BART is seeking your input on important spending decisions we need to make over the next 40 years.**

BART is faced with a number of important needs: the need to fix and modernize our aging system; the need to reduce crowding on trains and in stations; and the need to serve a growing region committed to sustainability -- possibly with new stations and lines.

We want to hear directly from our riders about the improvements they want to see and options to pay for them.

Join us at one of our in-station events or fill out a survey online at [www.futurebart.org](http://www.futurebart.org).

## In-Station Events

Fremont	Tues., Oct 7
Balboa Park	Wed., Oct. 8
El Cerrito del Norte	Thurs., Oct. 9
Pittsburg/Bay Point	Tues., Oct. 14
Dublin/Pleasanton	Wed., Oct. 15
Walnut Creek	Thurs., Oct. 16
Fruitvale	Tues., Oct. 21
Downtown Berkeley	Wed., Oct. 22
Richmond	Tues., Oct. 28
Montgomery	Thurs., Oct. 30

All events 4-7 pm



If you need language assistance services, please call (510) 464-6752 at least 72 hours prior to the date of the event.

Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752 hindi liliit sa 72 na mga oras bago ang petsa ng pangyayari.

언어 지원 서비스가 필요하시면, 행사 날짜로부터 늦어도 72시간 전에 (510) 464-6752로 전화해 주십시오.

Nếu quý vị cần dịch vụ trợ giúp về ngôn ngữ, xin vui lòng gọi số (510) 464-6752 ít nhất là 72 tiếng đồng hồ trước ngày của dịp tổ chức.

# PLAN DE VISIÓN



**BART quiere conocer su opinión acerca de las importantes decisiones de gasto que se deben hacer en los próximos 40 años.**

BART se enfrenta a un buen número de necesidades importantes: la necesidad de arreglar y modernizar nuestro envejecido sistema; la necesidad de reducir las aglomeraciones en los trenes y estaciones; y la necesidad de servir a una región en crecimiento que se compromete con la sustentabilidad -- posiblemente con la creación de nuevas líneas y estaciones.

Queremos oír la opinión de nuestros usuarios directamente acerca de las mejoras que quieren ver y las opciones disponibles para pagarlas.

Participe en uno de nuestros eventos en la estación o complete la encuesta en línea en [www.futurebart.org](http://www.futurebart.org)

## Eventos en la estación

Fremont	martes, 7 de octubre
Balboa Park	miércoles, 8 de octubre
El Cerrito del Norte	jueves, 9 de octubre
Pittsburg/Bay Point	martes, 14 de octubre
Dublin/Pleasanton	miércoles, 15 de octubre
Walnut Creek	jueves, 16 de octubre
Fruitvale	martes, 21 de octubre
Downtown Berkeley	miércoles, 22 de octubre
Richmond	martes, 28 de octubre
Montgomery	jueves, 30 de octubre

Todos los eventos de 4 p.m. a 7 p.m.



Si necesita servicios de asistencia de idiomas, llame al (510) 464-6752, al menos 72 horas antes de la fecha del evento.

# 遠景計畫



BART 希望您能就我們未來 40 年的重要支出決策提供寶貴意見。

BART 面臨許多重要需求：修理及汰換老舊系統；紓解列車上和車站內人潮擁擠的現象；以及擴大服務區域以維持長期經營（可能需要增加新車站和路線）。

我們希望乘客能夠直接針對他們所樂見的改建項目及費用選項提出意見。

歡迎踴躍參加我們在車站內舉辦的任何一場活動，或是上網至 [www.futurebart.org](http://www.futurebart.org) 填寫意見調查表。

## 站內活動

Fremont	10 月 7 日星期二
Balboa Park	10 月 8 日星期三
El Cerrito del Norte	10 月 9 日星期四
Pittsburg/Bay Point	10 月 14 日星期二
Dublin/Pleasanton	10 月 15 日星期三
Walnut Creek	10 月 16 日星期四
Fruitvale	10 月 21 日星期二
Downtown Berkeley	10 月 22 日星期三
Richmond	10 月 28 日星期二
Montgomery	10 月 30 日星期四

所有活動均在下午 4 點到 7 點舉行



如需語言協助服務，請在活動日期前至少 72 小時致電 (510) 464-6752。