

Board of Directors Meeting of January 24, 2025
Agenda Item 10.D.

Review of Committee
Activities and Initiatives

Advisory Committee on Equity and Diversity



Advisory Committee Members:

Chair Sabrina Hernandez; Directors Matt Dorsey, Patty Garbarino,
Dick Grosboll, Bert Hill, Barbara Pahre, Michael Theriault and
Gerald Cochran (Ex Officio)

Purpose of the Advisory Committee

Evaluate District Practices With Respect to:



Who We Do
Business With
(Procurement
and
Contracting)



Employment
Practices
(Recruitment,
Retention,
Education)



Social Equity
Practices
Involving
Customers and
the
Community

Committee reviewed the values and culture of the District to determine any policy adjustments were needed to better serve the District, its employees and the community it serves. Staff was engaged during the process.

Who We Do Business With



**Review of Legal Framework
with Procurement and
Contracting as it Relates to
Equity**



**Review of Existing Federal
and State Procurement
Laws**



**Review of Current District
Practices in Procurement
and Contracting**



Review of Outreach Efforts

Who We Do Business With



Deep Dive on DBE/SBE Outreach
Efforts in Contracts and Procurement



Identified Challenges

Committee Action Item

On January 27, 2023, the Board of Directors authorized updates to the District's Procurement Manual that allows for the inclusion of Social Equity as an evaluation factor in some District best value procurements.

To date, approximately 12 Request for Proposals have included this new language.

Social Equity Statement

The District supports the goals of Social Equity through adding a Social Equity evaluation criterion to best value procurements (those that are procured through a request for proposal (RFP) process) that would provide 5-10 additional points to a firm's score if they can demonstrate their business practices support concepts such as:

- Maximizing employment, training and apprenticeship opportunities among local, disadvantaged populations
- Ethically sourced products/supply chain considerations
- Ensuring competitive pay and comprehensive benefits
- Occupational health and safety initiatives
- Job creation in their community
- Using local suppliers and sustainable products

Employment Practices



RECRUITMENT
OUTREACH METHODS



REVIEW OF OUTREACH
EFFORTS



PLACEMENT
PROCEDURES & POLICIES



SELECTION POLICIES

Recruitment Outreach Methods

Social Media Use of LinkedIn, Facebook, and Instagram	<u>Job Boards</u> Such as Indeed, CalOpps and Professional Organizations or Specialized Institutions (as applicable)	<u>Job Fairs</u> (On-site and Virtual)
<u>University/College Recruiting</u>	<u>Diversity Recruiting</u> (Community Outreach)	<u>Internships & Apprenticeships</u>
Outreach to District's Career page subscribers	<u>Applicant Outreach & Support</u>	Employee Referral Program <i>*** All job announcements are sent out via email to all District employees</i>

More Employee Outreach, Engagement & Retention



- Diversity, Equity, Inclusion
- Employee Resource Groups
- APTA Pilot Program
- Employee Training
- Employee Climate Assessment Survey
- Cultural Awareness

APTA Racial Equity Commitment Program – District is Signatory to the Program

CORE PRINCIPLES



**STRATEGIC
PRIORITY**



**CLIMATE
ASSESSMENT**



**DEMOGRAPHIC
DATA**

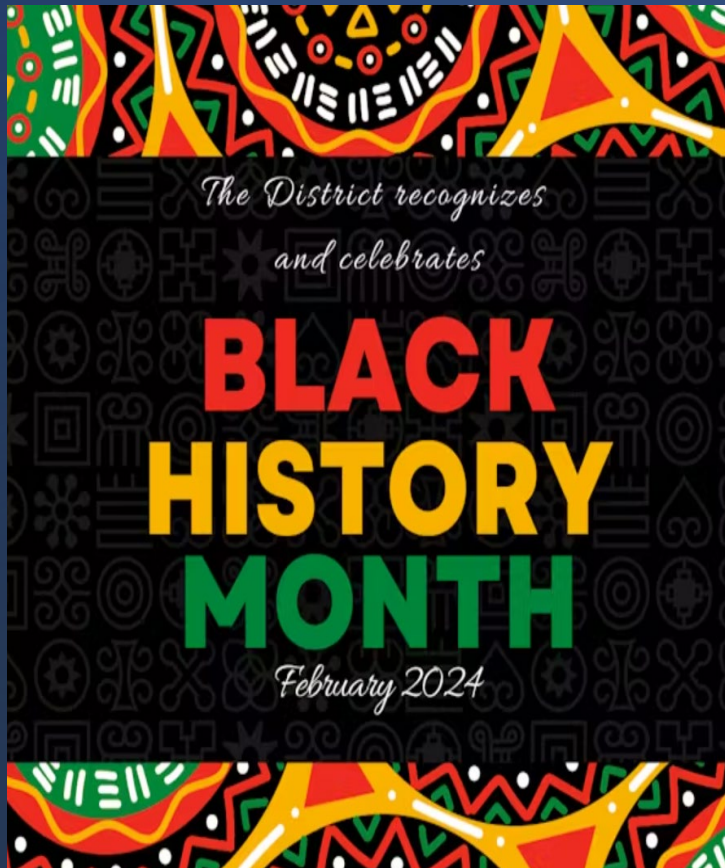


**POLICIES,
PROGRAMS AND
PRACTICES**



**DEDICATED
RESOURCES AND
ENGAGEMENT**

Employee Engagement Examples



National
HISPANIC
HERITAGE MONTH
2024

"Preserving our culture is preserving our identity; it is the legacy we pass on to future generations." - Author unknown

The District honors National Hispanic Heritage Month, bridging cultures and celebrating the rich heritage of Hispanic and Latino(a) communities. Hispanic employees make up 19% of the District's workforce.

District Value: **RESPECT**
"Damos la bienvenida, apoyamos y valoramos a todos."
We welcome, support, and value everyone.

Scan the QR code to read the September newsletter.

DIVERSITY
EQUITY
INCLUSION

TOGETHER™ BY GOLDEN.

A poster for National Hispanic Heritage Month 2024. It features a decorative floral border at the top and bottom. The text includes a quote about preserving culture, a statement of honor for the month, and the District's value of respect. It also includes a QR code and the Golden logo.

GPS

GROW, PARTICIPATE, SHARE

GPS brings women together to explore career goals and related challenges. GPS is an inclusive and supportive group. We encourage women to **grow** through learning, **participate** through meaningful dialog and **share** relevant knowledge and personal experiences. Together we will explore topics of mutual interest aimed at providing us the tools and information to successfully navigate through challenges working women experience.

A graphic for the GPS group. It features the letters "GPS" in large purple font at the top. Below it is a row of colorful icons representing diverse women. Underneath is the title "GROW, PARTICIPATE, SHARE" in purple. The bottom section contains a paragraph of text describing the group's purpose.

Summary

Seven Statements of Inclusion

- **BELONGING** Agree 71%; N15%; Disagree 14%
- **GENERAL DIVERSITY** Agree 67%; N26%; Disagree 7%
- **FAIR TREATMENT** Agree 62%; N19%; Disagree 19%
- **MANAGEMENT DIVERSITY** Agree 60%; N28%; Disagree 12%
- **DECISION MAKING** Agree 56%; N22%; Disagree 22%
- **INTEGRATING DIFFERENCES** Agree 54%; N26%; Disagree 20%
- **PSYCHOLOGICAL SAFETY** Agree 53%; N27%; Disagree 20%
- **TRUST** Agree 52%; N25%; Disagree 23%

Customer/ Community Engagement

- Reviewed most recent comprehensive survey
- Reviewed District's and FTA's Guiding Principles in development of service, including Public Outreach Process
- Outlined the District's process in engaging Community-Based Organizations in service planning/changes, including ESL communities

¿USA USTED EL CENTRO DE TRANSPORTE DE SAN RAFAEL?
¡QUEREMOS SU OPINIÓN!
Súmese a un evento para discutir actualizaciones sobre el Proyecto de Reemplazo del Centro de Tránsito de San Rafael.

Jueves 30 de noviembre | 5:30 PM
Virtual through Canal Alliance Facebook Live
in Canal Alliance San Rafael
Este evento será sólo en español.

Miércoles 6 de diciembre | 5:30 - 7:30 PM
En persona, Centro Comunitario de San Rafael, 608 S Street
Material será en español y en inglés.

DO YOU USE THE SAN RAFAEL TRANSIT CENTER?
WE WANT TO HEAR FROM YOU!
Join us at an upcoming event to discuss updates on the San Rafael Transit Center Replacement Project.

Thursday, Nov 30 | 5:30 PM
Virtual through Canal Alliance Facebook Live
in Canal Alliance San Rafael
This event will be exclusively in English.

Wednesday, Dec 6 | 5:30 - 7:30 PM
In-person at San Rafael Community Center, 608 S Street
Materials will be provided in English and Spanish.

SAN RAFAEL TRANSPORTATION CENTER
A San Rafael Community Center and Transportation Station

Diagrama conceptual

Estructura de sombras sobre el patio

Recipio y entrega de pasajeros

Survey Takeaways



Good data is important



Outreach is critical



Community Based Organizations are our allies



Non-English speaking people are our bus riders



Good customer service is paramount

Customer / Community Input – Fares and Tolls

Various Fare/Toll Initiatives

- Region's Means Based Fare Program ("Clipper START")
- New Five-Year Fare Program
- Toll Penalties and Notice Escalation Program
- Payment Plan for Tolls
- Bay Area Means Based Tolling Pilot
- Systemwide Survey to Understand Customers Better (socioeconomic)

Discussion on Service Restoration

- Route 114 (Mill Valley-Financial District Weekday Peak)
 - First Commute Route Restored in June 2022
 - **Restored alignment incorporated stops in Marin City**
- Route 101 (San Rafael-San Francisco Regional)
 - Weekday Peak Trips added to create service intervals every 30 minutes on San Rafael-San Francisco portion of this route

Providing More “One-Seat Rides” (Avoiding Transfers) for Low Income Customers

Route 130 (San Rafael-San Francisco Regional)

- Added weekday morning southbound and evening northbound direct service into the Canal Neighborhood of San Rafael in June 2023
- Added similar direct service on weekdays in January 2024



Thank You!