

TITLE VI PROGRAM UPDATE

Guadalupe Transit Operated by the City of Guadalupe, CA

Effective: August 11, 2020

Revision: # 3

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TABLE OF CONTENTS

SECTION ONE: Introduction.....	Page 3
Guadalupe's Commitment to Civil Rights.....	Page 3
SECTION TWO: General Requirements.....	Page 5
Notice to the Public.....	Page 5
Your Civil Rights.....	Page 6
Discrimination Complaint Procedures.....	Page 6
The Procedure.....	Page 7
Active Lawsuits, Complaints, Inquiries Alleging Dsicrimination.....	Page 9
SECTION THREE: Guadalupe's Public Participation Plan.....	Page 10
Key Principles.....	Page 10
Early, Continuous, and Meaningful.....	Page 10
Goals of the Public Participation Plan.....	Page 11
Objectives of the Public Participation Plan.....	Page 11
Guadalupe's Public Participation Process.....	Page 13
Guadalupe Transit Mediums (Bi-Lingual).....	Page 14
Addressing Comments.....	Page 15
Identifying Stakeholders.....	Page 15
SECTION FOUR: Language Assitance Plan.....	Page 16
Improving Access to People with Limited English Proficiency.....	Page 16
FACTOR 1: Number of LEP in Service Region.....	Page 16
FACTOR 2: The Location of the LEP Community.....	Page 19
FACTOR 3: Frequency of LEP Use.....	Page 20
FACTOR 4: REsources and Cost for LEP Outcomes.....	Page 20
"Safe Harbor Provision".....	Page 21
SECTION Five: Current Status.....	Page 21
Public Media.....	Page 21
Transit Staff.....	Page 22
Transit Staff Training.....	Page 22
Post Event Assessments.....	Page 22
Agency Monitoring, Evaluation and Updates.....	Page 23
SECTION SIX: Decison Making Bodies.....	Page 23
City Council (Elected Members).....	Page 23
SECTION SEVEN: Vehicle Service Data.....	Page 23
Vehicle Load.....	Page 23
Vehicle Headway (Frequency).....	Page 23
On-Time Performance.....	Page 24
Service Availability - Access to the Bus.....	Page 24
Vehicle Assignment Policy.....	Page 24
Distribution of Transit Amenities and Maintenance.....	Page 25
SECTION EIGHT: Program Specific Requirements.....	Page 25
SECTION NINE: Grants, Reviews and Certifications.....	Page 27
SECTION TEN: Contacts.....	Page 27
SECTION ELEVEN: Resolution.....	Page 28
SECTION TWELVE: Attachments.....	Page 29

SECTION ONE:

Introduction

Guadalupe's Commitment to Civil Rights

This Update of GUADALUPE TRANSIT's Title VI Program has been prepared to ensure that the level and quality of Guadalupe's fixed route and demand response services are provided in a nondiscriminatory manner and that the opportunity for full and fair participation is offered to Guadalupe's riders and other community members. Additionally, through this program, GUADALUPE TRANSIT has examined the need for services and materials for persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English.

It is a matter of principle that GUADALUPE TRANSIT is committed to ensuring that no person is excluded from participation in, or denied the benefits of, or subjected to discrimination in the receipt of any of Guadalupe's services on the basis of race, color or national origin. The contents of this program have been prepared in accordance with Section 601 of Title VI of the Civil Rights Act of 1964 and Executive Order 13116 (Improving Access to Services for Persons with Limited English Proficiency).

"No person shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal assistance."

-Civil Rights Act of 1964

"Federal agencies are to examine the services they provide, identify any need for services to those with limited English proficiency, and develop and implement a system to provide those services so LEP persons can have meaningful access to them"

-Executive Order 13166

Under the Civil Rights Act of 1964, and as a recipient of federal funding under the programs of the Federal Transit Administration (FTA) of the U.S. Department of Transportation (US DOT), GUADALUPE TRANSIT has an obligation to ensure that:

- The benefits of its bus services are shared equitably throughout the services area;
- The level and quality of bus services are sufficient to provide equal access to all riders in its service area;
- No one is precluded from participating in Guadalupe's service planning and development process;
- Decisions regarding service changes or facility locations are made without regard to race, color or national origin, and that development and urban renewal benefitting a community as a whole not be unjustifiably purchased through the disproportionate allocation of its adverse environmental and health burdens on the community's minority population; and
- A program is in place for correcting any discrimination, whether intentional or unintentional.

GUADALUPE TRANSIT has engaged the public in the development of this program. The updated service standards detailed in this program have been reviewed by the City Council during a public City Council meeting on August 11, 2020. In addition to the Title VI policy, and to develop a system to provide services to those with limited English proficiency, GUADALUPE TRANSIT collaborated with the City of Santa Maria, SMAT transit department for the purpose of utilizing their rather extensive investigative and data accumulation in the preparation of their Title VI and related policies.

Guadalupe's City staff and Council were involved in the development of this program. On June 24th, 2014, the City Council reviewed and approved the initial Title VI Program and directed transit staff to implement the policy with all posted notices immediately thereafter. The required declaration of existing or new discrimination complaints and new data relative to these policies has resulted in the need for this updated policy.

This program contains all of the elements required of a transit provider operating in a rural (Guadalupe City) and urbanized area (Santa Maria) of 200,000 or less in population, and operating less than fifty vehicles in peak service. It supersedes Guadalupe's Title VI Program of 2014 and is effective as of the date of Council approval, August 8, 2017 and August 11, 2020. It has been prepared using data from the most recent (Year 2010) U.S. Census.


Tips on filing a complaint

- Be sure to complete the Complaint Form. Only complete Complaint Forms will be accepted.
- If the complainant is unable to write a complaint, GUADALUPE TRANSIT will provide assistance.
- Complaint Form should have following information:
 - Complainant's name, address, and contact information (telephone number, email address, etc.).
 - How, when, where, and why the complainant believes he or she was discriminated against
 - Location, names, and contact information of any witnesses

SECTION TWO: General Requirements

Notice to the Public

To make Guadalupe’s riders aware of its commitment to Title VI compliance, and their right to file a civil rights complaint, GUADALUPE TRANSIT has presented the following, in both English and Spanish, on its website <http://www.ci.guadalupe.ca.us> - Select “Guadalupe Transit” icon – Select “Title VI”, as well as on the following posters in the Guadalupe City Hall, on all transit buses, in transit schedules, and in the city’s transit contractor offices.



THE CITY OF GUADALUPE
Transit Services
918 Obispo St.
Guadalupe, Ca 93434

Notifying the Public of Rights under Title VI

Title VI of the 1964 Civil Rights Act requires that:

"No person in the United States shall, on the ground of race, color, or national origin, be excluded from participating in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance."

Applicability

As a recipient of federal financial assistance, Guadalupe Transit and its transit operator SMOOTH, Inc. are subject to the regulations under Title VI and have established policies to maintain compliance with those regulations.

It is **against** the policy of Guadalupe Transit and SMOOTH, Inc. to **discriminate** against an individual based on that person's race, color or national origin. In addition to transit passengers, this policy applies to applicants for employment, current employees, and sub-recipients or subcontractors.


A full description of the Guadalupe Transit / SMOOTH, Inc. Title VI Complaint Procedures is available on-line at www.smoothinc.org (Title VI tab) and at City and SMOOTH, Inc. office locations listed below.

Filing a Complaint

A complaint can be filed by an individual, a class, or by a third-party within 180 calendar days of the alleged discriminatory act in the following ways:

- 1) Directly with the Federal Transit Administration at the FTA Office of Civil Rights, Title VI Program Coordinator, East Building, 5th floor-TCR, 1200 New Jersey Ave. Washington, D.C. 20590.
- 2) With the Title VI Program Coordinator at either of the following locations:

City of Guadalupe 918 Obispo St. Guadalupe, CA 93434 City Administrator (Title VI Program Coordinator)	-OR-	SMOOTH, Inc. 240 East Roemer Way Santa Maria, CA 93454 Executive Director (Title VI Program Coordinator)
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La Ciudad de Guadalupe
Servicios de Tránsito
918 Obispo St.
Guadalupe, Ca 93434

Notificar al público de los derechos bajo el título VI

Título VI de la ley de derechos civiles de 1964 requiere:

"Ninguna persona en los Estados Unidos, por motivos de raza, color u origen nacional, será excluido de participar en, lo ser negada los beneficios de, o ser objeto de discriminación bajo cualquier programa o actividad recibiendo asistencia financiera federal".

Aplicabilidad

Como beneficiario de asistencia financiera federal, Guadalupe tránsito y su operador de tránsito SMOOTH, Inc. están sujetos a las regulaciones bajo el Título VI y ha establecido políticas para mantener el cumplimiento de esas normas.

Es **contra** la política de tránsito Guadalupe y SMOOTH, Inc. para discriminar a un individuo basado en raza, color u origen nacional de esa persona. Además de los pasajeros en tránsito, esta política se aplica a los solicitantes de empleo, los empleados actuales y subrecipientes o subcontratistas.

Una descripción completa del tránsito Guadalupe / SMOOTH, Inc. Título VI procedimientos de queja está disponible en línea en www.smoothinc.org (franja título VI) y en ciudad y liso, Inc. oficinas enumerados a continuación.

Cómo presentar una queja

Una queja puede presentarse por un individuo, una clase, o por un tercero dentro de 180 días calendario del presunto acto discriminatorio de las siguientes maneras:

- 1) Directamente con la Administración Federal de tránsito en la oficina de derechos civiles, Coordinador del programa Título VI, East Building, 5th floor-TCR, 1200 New Jersey Ave. Washington, D.C. 20590 de FTA.
- 2) Con el título VI Coordinador del programa en cualquiera de las siguientes ubicaciones:

Ciudad de Guadalupe 918 Obispo St. Guadalupe, CA 93434 Ciudad administrador (Título VI Programa Coordinador)	- O -	SMOOTH, Inc. 240 Roemer St. Santa Maria, CA 93454 Director Ejecutivo (Título VI Programa Coordinador)
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Your Civil Rights

The City of Guadalupe operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes they have been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with GUADALUPE TRANSIT. For more information on Guadalupe's civil rights program and the procedures to file a complaint (English or Spanish), please contact the Executive Director of the city's transit contractor, SMOOTH, Inc., at (805) 922-8476 or visit the SMOOTH office at 240 Roemer Way, Santa Maria, CA 93454 from 8:00 a.m. to 5:00 p.m. Monday through Friday. For more information about GUADALUPE TRANSIT programs and services, visit <http://www.ci.guadalupe.ca.us> – Select “Residents” – Select “Transportation”.

Discrimination Complaint Procedures

GUADALUPE TRANSIT has established a process for riders to file a complaint under Title VI. Any person who believes that she or he has been discriminated against on the basis of race, color, or national origin by GUADALUPE TRANSIT may file a Title VI complaint by completing and submitting the agency's Title VI Complaint available at the city's transit contractor offices (SMOOTH, Inc.) or on our website <http://www.ci.guadalupe.ca.us> – Select Guadalupe Transit icon – Select “Title VI”.

If a person believes he or she has been discriminated against in using any GUADALUPE TRANSIT service, bus or its paratransit services, the following is the procedure to file a complaint:

1. Complete the Complaint Form, available at the SMOOTH office or website.
2. Sign the completed Complaint Form
3. Submit the Complaint Form within one hundred eighty (180) days of the date of the alleged discrimination.

Tip on Filing a Complaint

- Be sure to complete the Complaint Form. Only complete Complaint Forms will be accepted.
- If the complainant is unable to write a complaint, GUADALUPE TRANSIT will provide assistance.
- Be sure to include your name, address, and contact information (telephone number, email address, etc.).
- Be sure to include how, when, where, and why you believe you were discriminated against.
- Be sure to include the location, names, and contact information of any witnesses.

The Procedure

Any person who believes they have been discriminated against on the basis of race color, or national origin by GUADALUPE TRANSIT may file a Title VI complaint. The procedure is described on the City of Guadalupe's website at

<http://www.ci.guadalupe.ca.us> – Select the Guadalupe Transit icon - Select "Title VI".

Below is the procedure for filing a complaint:

1. **Get a Complaint Form.** Customer acquires a Title VI Complaint Form. The Title VI Complaint Form is available in English and Spanish on the City of Guadalupe's website, or by contacting the GUADALUPE TRANSIT contractor's office (SMOOTH, Inc.) at 805-922-8476.
2. **Complete the Complaint Form.** GUADALUPE TRANSIT will process complaints that are complete. If the customer needs assistance in completing the Title VI Complaint Form, customers may contact the GUADALUPE TRANSIT contractor's office (SMOOTH, Inc.) at 805-922-8476.
3. **Sign the Complaint Form.** Customers are required to sign the Complaint Form.
4. **Submit the Complaint Form.** Civil rights complaints should be filed immediately. However, GUADALUPE TRANSIT will investigate complaints up to 180 days after the alleged incident. . Customers should submit their complaints to:

City of Guadalupe
918 Obispo Street
Guadalupe, CA 93454
Email: smoothinc_@hotmail.com
Phone: (805) 922-8476

As an alternative, customers may also submit their complaints to:

U.S. Department of Transportation
Federal Transit Administration
Office of Civil Rights, Region IX
201 Mission Street, Suite 1650
San Francisco, CA 94105-1839

5. **Acknowledgement.** Complaints will be recorded and receive a complaint number. GUADALUPE TRANSIT will review the complaint to determine if there was a Title VI violation(s). GUADALUPE TRANSIT will send an

acknowledgement letter informing the customer whether the complaint is a Title VI issue and will be investigated by GUADALUPE TRANSIT.

- Investigation.** GUADALUPE TRANSIT has up to thirty (30) days to investigate the complaint. If more information is needed to resolve the case, GUADALUPE TRANSIT may contact the complainant. The complainant has thirty (30) days from the date of the letter to send requested information to the investigator assigned to the case.


If Guadalupe's investigator is not contacted by the complainant or does not receive the additional information within thirty (30) days, GUADALUPE TRANSIT can administratively close the case. Also, a case can be administratively closed if the complainant no longer wishes to pursue their case.

- Outcome.** After the investigator reviews the complaint, one (1) of the following letters will be issued to the complainant: a closure letter or a letter of finding (LOF). A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed.

A LOF summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member, or other action will occur. If the complainant wishes to appeal the decision, she/he has ten (10) days after the date of the closure letter or the LOF to do so.

A person may also file a complaint directly with the Federal Transit Administration, at:

Federal Transit Administration
Office of Civil Rights
1200 New Jersey Avenue SE
Washington, DC 20590
Title VI Complaint Form

 **FORMULARIO DE RECLAMO POR DISCRIMINACION (TITULO VI)**

Sección I:
Nombre: _____
Direccion postal: _____
Telefono (de casa): _____ Telefono (de trabajo): _____
Direccion de correo electronico: _____
Requisitos de formato accesible? (marque todos necesarios):

Large Print	Audio Page	Other
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sección II:
¿Usted está presentando esta queja en su nombre? Sí No
* Si usted respondió "Sí" a esta pregunta, le a la sección III.
Si no, por favor suministrar el nombre y la relación de la persona a quien usted se queja: _____
Explique por qué ha presentado por un tercero: _____

Por favor confirme que ha obtenido el permiso de la parte apropiada si redacta su nombre de su tercero.	Yes	No
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sección III:
Cree que ha experimentado la discriminación se basaba en (marque todas las que apliques):
 Raza Color Nacional Origen
Fecha de la supuesta discriminación (mes, día, año): _____
Explique lo más claramente posible lo que pasó y por qué usted cree que fueron discriminados. Describa a todas las personas que estuvieron involucradas. Incluir el nombre e información de contacto de la persona que discriminó (si lo conoce) así como nombres e información de contacto de testigos. Si se necesita más espacio, utilice el dorso de este formulario.

Sección IV:
¿Anteriormente ha presentado una queja del título VI con esta agencia? Sí No
Sección V:
¿Ha presentado una queja con cualquier otra Federal, estatal o local agencia o tribunal estatal o Federal? Sí No
Si "Sí", revise todas las que apliques:
 Agencia de Federal
 Tribunal de Federal Agencia de Estado
 Tribunal de Estado Agencia de Local
Si desea proporcionar información sobre una persona de contacto en la Agencia donde se presenta la queja:
Nombre: _____
Título: _____
Agencia: _____
Direccion de postal: _____
Telefono: _____
Sección VI:
Nombre de denuncia de la agencia es contra:
Persona de contacto: _____
Título: _____
Telefono: _____
Usted puede contactar cualquier manual escrito u otra información que cree que es pertinente a su queja. Firma y fecha especificadas a continuación.
Firma: _____ Fecha: _____
Por favor, envíe este formulario en persona en la siguiente dirección, o envíe por correo este formulario a cualquiera:
Ciudad de Guadalupe 918 Obispo St. Guadalupe, CA 93434 Ciudad Administrador / Título VI Programa Coordinador
-OR-
Federal Transit Administration Office of Civil Rights East Building, 5th Floor, TCR 1200 New Jersey Ave. SE Washington, DC 20590
**Para información, llame (805) 356-3391



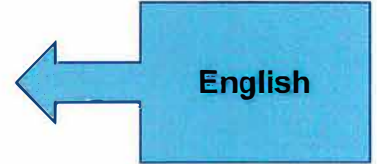


DISCRIMINATION COMPLAINT FORM (Title VI)

Section I:
 Name: _____
 Address: _____
 Telephone (Home): _____ Telephone (Work): _____
 E-Mail Address: _____
 Accessible Format Requirements* (check all needed):
 Large Print Audio Tape
 TDD Other _____
Section II:
 Are you filing this complaint on your own behalf? Yes No
 *If you answered "yes" to this question, go to Section III.
 If not, please supply the name and relationship of the person for whom you are complaining: _____
 Please explain why you have filed for a third party: _____
 Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party. Yes No
Section III:
 I believe the discrimination I experienced was based on (check all that apply):
 Race Color National Origin
 Date of Alleged Discrimination (Month, Day, Year): _____
 Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. If more space is needed, please use the back of this form.

Section IV:
 Have you previously filed a Title VI complaint with this agency? Yes No
Section V:
 Have you filed a complaint with any other Federal, State, or local agency, or with any Federal or State Court?
 Yes No
 If "Yes", check all that apply:
 Federal Agency _____
 Federal Court _____ State Agency _____
 State Court _____ Local Agency _____
 Please provide information about a contact person at the agency/court where the complaint was filed:
 Name: _____
 Title: _____
 Agency: _____
 Address: _____
 Telephone: _____
 E-mail: _____
 Name of agency/court complaint is against: _____
 Contact person: _____
 Title: _____
 Telephone number: _____
 You may attach any written material or other information that you think is relevant to your complaint.
 Signature and date required below:

 Please submit this form to person at the address below, or mail this form to either:
 City of Guadalupe -OR- Federal Transit Administration
 918 Chicago St. Office of Civil Rights
 Guadalupe, CA 91434 East Building, 5th Floor, TCR
 City Administrator / Title VI Program Manager 1100 New Jersey Ave. SE
 Washington, DC 20590
 *For information, phone (805) 922-8176



Active Lawsuits, Complaints or Inquiries Alleging Discrimination

GUADALUPE TRANSIT will maintain a list of active investigations conducted by FTA and entities other than FTA, including lawsuits and complaints naming GUADALUPE TRANSIT, that allege discrimination on the basis of race, color, or national origin. This list includes the date that the transit-related Title VI investigation, lawsuit, or complaint was filed; a summary of the allegation(s); the status of the investigation, lawsuit, or complaint; and actions taken by GUADALUPE TRANSIT in response, or final findings related to the investigation, lawsuit, or complaint.

As of the updating of this program (August 11, 2020), there is no complaint which alleges discrimination on the grounds of race, color, national origin, or any other form of discrimination against the City of Guadalupe.

Active Lawsuits, Complaints or Inquiries Alleging Discrimination

Type (Investigation, Lawsuit, Complaint)	Date	Summary of Complaint	Status	Action(s) Taken
None	NA	NA	NA	NA

SECTION THREE:

Guadalupe's Public Participation Plan

Key Principals

Guadalupe's Public Participation Plan (PPP) has been prepared to ensure that no one is precluded from participating in Guadalupe's service planning and development process. It ensures that:

- Potentially affected community members will have an appropriate opportunity to participate in decisions about a proposed activity that will affect their environment and/or health;
- The public's contribution can and will influence Guadalupe's decision making;
- The concerns of all participants involved will be considered in the decision-making process; and
- GUADALUPE TRANSIT will seek out and facilitate the involvement of those potentially affected.

Through an open public process, GUADALUPE TRANSIT has developed a public participation plan to encourage and guide public involvement efforts and enhance access to Guadalupe's transportation decision-making process by minority and Limited English Proficient (LEP) populations. The public participation plan describes the overall goals, guiding principles, and outreach methods that GUADALUPE TRANSIT uses to reach its riders.

Limited English Proficient (LEP)

LEP refers to persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. It includes people who reported to the U.S. Census that they speak English less than very well, not well, or not at all.

Early, Continuous and Meaningful

The steps outlined in the public participation plan offer early (in the planning process), continuous, and meaningful opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation decisions at GUADALUPE TRANSIT. It is a guide for how GUADALUPE TRANSIT engages its diverse community. GUADALUPE TRANSIT may continue to improve its public participation methods over time based on feedback from all of its riders and community members including low-income, minority, and LEP populations as well as customer and community-based organizations.

Goals of the Public Participation Plan

The goals of Guadalupe's PPP include:

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

Objectives of the Public Participation Plan

Guadalupe's PPP is based on the following principles:

- **Flexibility.** The engagement process will accommodate participation in a variety of ways and be adjusted as needed.
- **Inclusiveness.** GUADALUPE TRANSIT will proactively reach out to and engage low income, minority, and LEP populations from the GUADALUPE TRANSIT service area.
- **Respect.** All feedback will be given careful and respectful consideration.
- **Proactive and Timeliness.** Participation methods will allow for early involvement and be ongoing.
- **Clear, Focused and Understandable.** Participation methods will have a clear purpose and use for the input, and will be described in language that is easy to understand.
- **Honest and Transparent.** Information provided will be accurate, trustworthy, and complete.

- **Responsiveness.** GUADALUPE TRANSIT will respond and incorporate appropriate public comments into transportation decisions.
- **Accessibility.** Meetings will be held in locations which are fully accessible and welcoming to all area residents, including, but not limited to, low-income and minority members of the public and in locations relevant to the topics being presented and discussed.

GUADALUPE TRANSIT will use its public participation plan when considering fare changes, modifications to routes and schedules, and other transit planning projects when:

- A fare increase is being considered;
- A new route is established;
- An existing route is proposed for elimination;
- Reduction of twenty-five percent or more of the daily transit revenue vehicles miles of a route; or
- Reduction of twenty-five percent or more of the number of route miles of a route; that reduces the total number of one-way bus trips by more than 25% of the current number of bus trips.
- For minor schedule and service changes not rising to the level of those above, GUADALUPE TRANSIT will post service change notices on appropriate buses and stops sixty (60) days in advance of the change date.
- Exemptions to the public participation plan include the following:
 - For minor change in fare for temporary promotional fares.
 - For minor change in service for minor route changes and/or schedule changes that do not exceed the thresholds of 25%.
 - Experimental or emergency service.
 - Seasonal service variation.
 - Experimental or emergency fare change.
 - If any experimental or emergency service or fare change remains in effect more than 275 days, they will be subject to public comment and/or public hearing.

Regional Partnership/Capitol Programming

For its capital programming, GUADALUPE TRANSIT uses the Santa Barbara County Association of Governments' (SBCAG) adopted public participation plan dated December 2014. This plan clearly indicates that the MPO's public participation process satisfies the Guadalupe's public participation requirements for its Program of Projects. The notices for the involvement activities and time established for public review of and comments on the TIP will satisfy FTA's program of projects requirements.

Guadalupe's Public Participation Process

Outreach Efforts -- Alerting Riders and Encouraging Engagement

Guadalupe's PPP includes various mediums extending beyond the traditional approach which relies on legal notices and intermittent media coverage. While GUADALUPE TRANSIT maintains these elements to its outreach program along with bus cards in English and Spanish, Rider Alerts, GUADALUPE TRANSIT has availed itself of the communication methods more widely used by members of our community and riders.

While there may be minor variations in the outreach process from time-to-time, the outline below provides the general steps for engaging riders in the decision making process using a fare or service change as an example.

1. Establish a task force to develop a public draft document to present to the open house meetings for discussion. The composition of the task force will be made up of the following: Guadalupe City Administrator, related city department staff person (finance, police/fire, public works, etc.) and, a Transit Contractor representative. Other members may be invited to attend as appropriate. The public draft document will summarize existing conditions, the need for change(s), options, rider suggestions since previous schedule printing, and other components as necessary. The public draft document will be in English and Spanish.
2. Perform an internal review of the public draft document. This task is performed by the task force;
3. A Title VI review of the proposal is conducted;
4. Title VI issues are addressed (if any) and the service changes are finalized;
5. Public outreach venues, dates, and times are determined with consideration of the proposed changes and their impact on specific locations/populations within the GUADALUPE TRANSIT service area;
6. Bilingual (English and Spanish) public outreach materials and a program are developed;
7. Outreach in advance of public information sessions is released (using tool-box of mediums listed below);
8. An email and/or flyer is transmitted to GUADALUPE TRANSIT community partners;
9. Local radio stations are notified and interviews may be conducted (if available);
10. The public comment period ends;
11. Staff prepares a summary for the City Council to review detailing the outcome of the public participation process along with staff recommendations;
12. The final service/fare change date is set;
13. Public notification and marketing are conducted in advance of any service or fare change;
14. Bilingual system timetable and website updated in advance of the proposed change.

Selection of Public Meeting Locations

When determining location and schedules GUADALUPE TRANSIT will:

- The 2020 Coronavirus/COVID 19 pandemic and resulting “social distancing” mandates have indicated an additional layer of planning for Public Meetings. These meetings may involve the need to utilize various telephonic or computer technology.
- Determine the number of meetings to accommodate and attract public participation at times and locations that are convenient and accessible for minority and LEP communities;
- Employ different meeting sizes and formats including open house (town hall type) meeting formats; organizations to implement public engagement strategies that reach out specifically to members of affected minority and/or LEP communities.
- Consider radio, television, or newspaper ads as well as other formats that serve LEP populations.
- Provide opportunities for public participation through means other than written communication, such as one-on-one interviews or use of audio

GUADALUPE TRANSIT Mediums (Bi-lingual)

(See “SECTION TWELVE: Attachments” for examples)

- **Print.** Newspapers and other periodicals.
- **Outdoor.** Advertising on-board buses, bus shelters, and at the transit center.
- **Website.** GUADALUPE TRANSIT will include meeting notices on its website if available.
- **Email.** GUADALUPE TRANSIT will email notices to transit related constituents.
- **Radio.** GUADALUPE TRANSIT uses widely, as appropriate.
- **Bus Cards, On-board Flyers.** GUADALUPE TRANSIT regularly uses bus cards and flyers to provide riders with details of service changes and schedules of public meetings and hearings.
- **Direct Mail to Community Partners.** GUADALUPE TRANSIT sends notices and flyers in the mail to community partners. In the event of failed deliveries, GUADALUPE TRANSIT will research new address and attempt hand delivery.
- **Public Information Sessions.**
- **Public Hearings.**
- **Legal Notices.**
- **Rider Alerts/Take Ones.** GUADALUPE TRANSIT regularly uses Rider Alerts for passengers to take that detail service changes and schedules of public meetings and hearings.

Addressing Comments

The Incorporation of Public Comments into Decisions

All comments received through the public participation plan are given careful, thoughtful consideration. Because there are a number of different ways riders or members of the community can comment on proposed service or fare changes (mail, email, social media, public meetings and others), all comments are assembled into a single document for presentation to the City Council for consideration.

Identification of Stakeholders

Our Community Partners

Stakeholders are those who are either directly or indirectly affected by a plan, or the recommendations of that plan. Those who may be adversely affected, or who may be denied benefit of a plan's recommendation(s), are of particular interest in the identification of specific stakeholders. Stakeholders can come from a number of groups including general citizens/residents, minority and low-income persons, public agencies, and private organizations and businesses. While stakeholders may vary based on the plan or program being considered, GUADALUPE TRANSIT has assembled a listing of stakeholders with whom we regularly communicate through email and direct mail. A complete list of Guadalupe's community stakeholders can be obtained by contacting GUADALUPE TRANSIT.

Stakeholder List

Any community organization or person can be added to Guadalupe's stakeholder list and receive regular communications regarding service changes by contacting GUADALUPE TRANSIT's transit contractor, SMOOTH, Inc., at (805) 922-8476 (Executive Director). Local organizations and businesses can also request that a speaker from GUADALUPE TRANSIT attend their regular meeting at the same number.

SECTION FOUR: LANGUAGE ASSISTANCE PLAN

Improving Access for People With Limited English Proficiency

In order to ensure meaningful access to programs and activities, GUADALUPE TRANSIT uses the information obtained in a Four Factor Analysis to determine the specific language services that are appropriate. This analysis helps GUADALUPE TRANSIT to determine if it communicates effectively with LEP persons and informs language access planning.

The Four Factor Analysis is local assessment that considers:

1. The number or proportion of LEP persons eligible to be served or likely to be encountered by GUADALUPE TRANSIT;
2. The frequency with which LEP persons come into contact with GUADALUPE TRANSIT services and programs;
3. The nature and importance of Guadalupe's services and programs in people's lives; and
4. The resources available to GUADALUPE TRANSIT for LEP outreach, as well as the costs associated with that outreach.

Factor 1: Number of LEP Persons in Service Region

The first step in determining the appropriate components of a Language Assistance Plan is understanding the proportion of LEP persons who may encounter Guadalupe's services, their literacy skills in English and their native language, the location of their communities and neighborhoods and, more importantly, if any are underserved as a result of a language barrier.

To do this, GUADALUPE TRANSIT evaluated the level of English literacy and to what degree people in its service area speak a language other than English and what those languages are. Data for this review is derived from the United States Census Bureau "American Fact Finder" web portal data from 2013. Data was reviewed for Guadalupe's service area consisting of the city limits of Guadalupe, Santa Maria, and north Santa Barbara County.

Santa Barbara County Overview

Guadalupe's service system encompasses the City of Guadalupe, east on Highway 166 (Main Street), ending at the Santa Maria Transit Center on the corner of So. Miller St. and East Boone St. The city's transit service also includes an origin-to-destination paratransit service for eligible disabled Guadalupe residents through the Americans with Disability Act (ADA). This ADA service has a service area that includes any destination within the Santa Maria city limits, to include the unincorporated Orcutt region. The primary languages in the county are English and Spanish. Of the total County population (373,862), sixteen and one-half percent (16.5%) or 61,584 residents report speaking English "less than well." The most populous groups in the category are shown below.

Within the County of Santa Barbara, thirty-two percent (32%) of the total population of 407,609 reports speaking in a language other than English. Thirty-two percent (32.7%) or 133,216 of the total population speaks Spanish and of that number, forty-seven percent (47.2%) or 62,841 residents report speaking English "less than well." Second to Spanish speaking residents are residents speaking other languages representing approximately six percent (6.8%) of the total population or 28,065. Two percent (2.3%) of the "Other Language" speakers or 9,551 residents reported speaking English "less than very well."

Speak English Less than Well (County)

This data reveals that at the county level, while there are numerous languages spoken at home, there is a significant Spanish speaking population which reports speaking English less than well.

<u>COUNTY</u> - Speak English "Less than Very Well"	Population	Total
Total Spanish Speakers	133,216	32.7%
English Less than Very Well	62,841	47.2%
Other Language Speakers	28,065	6.9%
English Less than Very Well	2,607	2.3%

Guadalupe

Within the City of Guadalupe, sixty-five percent (65%) of the population of 5,653 reported speaking a language other than English. Sixty-nine percent (69.9%) or 3,949 of the total population speaks Spanish and, of that number, forty-six percent (46.8%) or 1,844 residents report speaking English "less than well." Second to Spanish speaking residents, at 131 or two percent (2.3%) of the total population were Asian or Pacific Islanders, two percent (67.9%) or 89 of which reported that the speak English "less than well."

<u>GUADALUPE</u> -Speak English "Less than Very Well"	Population	Total
Total Spanish Speakers	3,949	69.9%
English Less than Very Well	1,844	46.8%
Asian & Pacific Island	131	2.3%
English Less than Very Well	89	67.9%

Santa Maria

Within the City of Santa Maria, fifty-four percent (54.1%) of the population of 106,290 reports speaking in a language other than English. Fifty-one percent (51.6%) or 54,379 of the total population speaks Spanish and of that number, fifty-two percent (52.4%) or 28,469 residents report speaking English "less than well." Second to Spanish speaking residents are residents speaking "Other" languages represent approximately five percent (4.9%) or 5,157 and, with approximately foifty-eight percent (58%) of these residents or 2,993 reporting speaking English "less than very well."

<u>Santa Maria</u> - Speak English "Less than Very Well"	Population	Total
Total Spanish Speakers	54,379	51.6%
English Less than Very Well	28,469	52.4%
Other Languages	5,157	4.9%
English Less than Very Well	2,993	58%

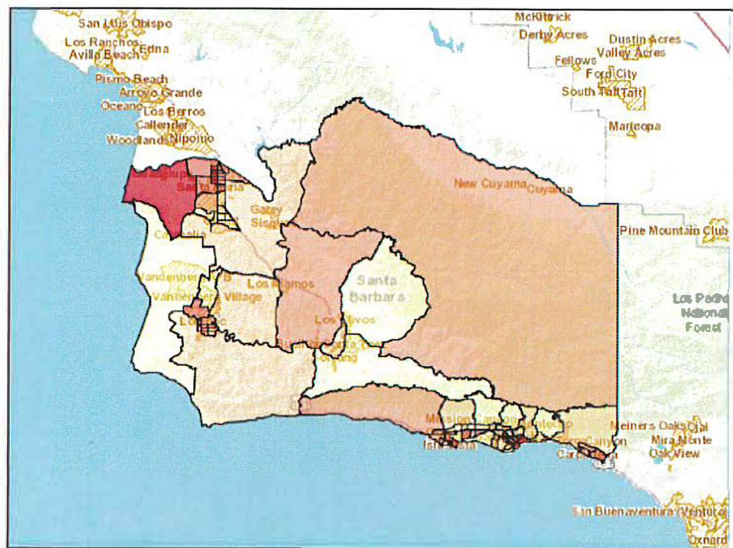
Orcutt

GUADALUPE TRANSIT provides ADA service to Orcutt (unincorporated). Within Orcutt, twelve percent (12%) of the population of 35,262 reports speaking in a language other than English. Six percent (6.8%) or 2,404 of the total population speaks Spanish and of that number, thirty-one percent (10%) or 766 residents report speaking English "less than well." Second to Spanish speaking residents, 1,378 residents speak "Other" languages or approximately percent (5.9%) on non-English speakers, with forty-two percent (42.3%) or 583 reporting speaking English "less than very well."

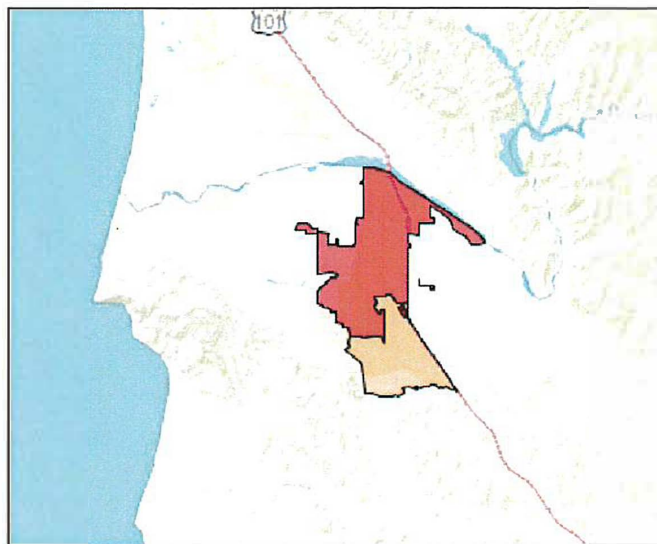
<u>Orcutt</u> - Speak English "Less than Very Well"	Population	Total
Total Spanish Speakers	2,404	6.8%
English Less than Very Well	766	31.9%
Other Languages	1,378	5.9%
English Less than Very Well	583	42.3%

FACTOR 2: The Locations of the LEP Community

While the need to provide language services to the Spanish speaking population in the GUADALUPE TRANSIT service area is clearly demonstrated in the tables above; it is helpful to understand where in the service area populations of limited English proficiency reside. The map below provides a spatial display of residents who speak Spanish at home and report speaking English “less than well.”



Santa Barbara County



Orcutt, Santa Barbara County

GUADALUPE TRANSIT has long been aware of the significant Spanish speaking population in its service area. The map indicates locations where this population is concentrated in the service area; most notably in the Cities of Guadalupe, Santa Maria, and Orcutt.

Several conclusions can be drawn from this review:

- Thirty-three percent (33%) of residents of the County report speaking English “less than well”;
- Of those reporting speaking English “less than well”, the largest population speaks Spanish at home.
- This pattern is also true when data is reviewed at the municipal level.
- This pattern is very evident in Guadalupe and Santa Maria communities; and
- The LEP population (Spanish) is concentrated in the core of Guadalupe’s service area.

Additionally:

- There is a need to translate documents and outreach materials into Spanish (GUADALUPE TRANSIT uses Spanish for “Latin Americans living in the United States” for its translations)
- Additional language services would benefit other LEP populations, although the likely encounters with the service are significantly lower than the Spanish speaking group.

Factor 3: Frequency of LEP Use

There are a large number of places where GUADALUPE TRANSIT riders and members of the LEP population can come into contact with GUADALUPE TRANSIT services including the use of fixed route and demand response buses, calls to customer service representatives, reservation agents, and Guadalupe’s outreach materials. An important part of the development of Guadalupe’s Language Access Plan is the assessment of major points of contact, including:

- The use of the bus service (on-board signage, announcements, and driver language skills);
- Communication with Guadalupe’s customer service staff;
- Bus pass sales;
- Printed outreach materials;
- Web-based outreach materials;
- Public meetings;
- Demand response reservation agents;
- Local news media (print and radio);
- Service related posters at Guadalupe’s bus terminal.

Factor 4: Resources and Costs for LEP Outreach

GUADALUPE TRANSIT has committed resources to improving access to its services and programs for LEP persons. Today, bilingual information (English/Spanish) is distributed in an extensive number of mediums including:

- A bilingual English/Spanish transit website
- A complete bilingual English/Spanish system timetable
- A complete bilingual English/Spanish Rider’s Guide to demand response services (ADA paratransit)
- Bilingual English/Spanish outreach materials (bus cards and rider alerts)

- Bilingual English/Spanish representation at public meetings
- Bilingual English/Spanish customer service representatives
- Bilingual English/Spanish Demand Response reservation agents/customer service representatives
- Bilingual English/Spanish on-board signage

To date, the costs associated with these efforts fit within the Guadalupe's marketing and outreach budget. Costs are predominantly associated with translation services and material production.

"Safe Harbor Provision"

The Safe Harbor Provision stipulates that, if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such actions will be considered strong evidence of compliance with the recipient's written translation obligations. If there are fewer than 50 persons in a language group that reaches the five percent (5%) trigger, the recipient is not required to translate vital written materials but should provide written notice in the primary language of the LEP language group of the right to receive competent oral interpretation of those written materials, at no cost.

These Safe Harbor Provisions apply to translation of written documents only. They do not effect the requirement to provide meaningful access to LEP individuals through competent oral interpreters where oral language services are needed and are reasonable.

SECTION FIVE: CURRENT STATUS

Public Media

All of Guadalupe Transit's printed literature is available in English and Spanish. The most recent passenger survey in 2016 was also printed in both languages and on-board assistance by transit staff person was available to assist riders in either language.

Extensive outreach was conducted during the most recent Short Range Transit Plan (SRTP) in 2013. This included radio and television advertising, two Public Hearings at City Hall, two Public Hearings conducted with a local community advocacy group CAUSE, posting of new route schedules in all bus stops, retail stores, and on all vehicles, as well as two direct mailings of new transit schedules to every residence in Guadalupe. All materials and meetings were delivered in Spanish and English.

Guadalupe Transit is committed to continue this practice to insure a maximum level of communication in the community.

Transit Staff

GUADALUPE TRANSIT's transit contractor (SMOOTH) utilizes three bi lingual English/ Spanish dispatch/reservationists and its Operations Manager on its staff, bringing their Spanish speaking capacity to 100%. This has been a long-standing goal for the contractor. As of the printing of this update, two of the three full-time drivers assigned to daily Guadalupe routes are fully bilingual speakers. Of the sixteen substitute drivers available to work Guadalupe shifts on Fixed Route or ADA shifts, eight (50%) are Spanish speakers.

The Public Works Department's Administrative Assistant is a fluent Spanish speaker. The Administrative Assistant is typically responsible for providing Spanish translation during public meetings or hearings.

Transit Staff Training

Staff training on the availability of bi-lingual written material and the need to make such material available to LEP individuals will begin during New Employee Orientation. Transit management will also include periodic training sessions (staff meetings, training meetings, etc.) on an on-going basis. This will include informing staff of the availability of language assistance and translation services through the transit department or outside sources.

Post-Event Assessments

As a way to continue to evaluate the success of Guadalupe Transit's commitment to this policy, transit staff will monitor service changes, fare increases and planning projects. Transit staff will assess the effectiveness of public involvement against the goals established in this plan. Wherever identified, transit staff will make changes or enhancements for future events. This assessment will ask the questions:

1. Did the public know there was an opportunity to participate?
2. Was the purpose of the participation clearly articulated to the public?
3. Did the public have access to appropriate resources and information to allow for meaningful participation?
4. Did the decision making process allow for consideration and incorporation of public input?
5. Were there complaints about the public engagement process?
6. Were the public engagement efforts cost effective?
7. What additional methods could have been employed to improve the process?
8. Should the Public Participation Process or Language Assistance Plan be amended?

Agency Monitoring, Evaluation, and Update of the LEP

The City Transit service will monitor and evaluate the needs of LEP persons in its service area in an on-going manner, remaining sensitive to any changes in language demographics. A formal evaluation and update will be made a part of all subsequent Short Range Transit Plans with recommendations for enhancing or altering the service's support for LEP persons. Evaluations will include:

- Annual reviews of regional census data for changing patterns of LEP populations;
- Ongoing collaboration with regional partners;
- Ongoing review of translation requests for any transit related material; and
- Post Event Assessments (PEA).

SECTION SIX: Decision Making Bodies

City Council (Elected Members)

At GUADALUPE TRANSIT, decisions regarding policy, service changes, fares, capital programming, and facility locations are made by City Council. The City Council is composed of four (4) elected City Council members (One (1) Caucasian, Three (3) Latino) and one (1) elected Mayor (Latino).

SECTION SEVEN: Vehicle and Service Data

Vehicle Load

Vehicle load is expressed as the ratio of passengers to the total number of seats on a vehicle. Guadalupe operates their service with one 29' Gillig Low Floor bus (primarily scheduled on the Guadalupe Shuttle), two 40' Gillig Low Floor buses (Guadalupe Flyer), and one Ford raised roof van (ADA).

Vehicle Type	Seated Capacity	Standing Capacity	Total Capacity	Preferred	Peak Load	Non-Peak Load
Gillig 29' Low Floor Bus	28	18	46	1	1.2	1
Gillig 40' Low Floor Bus	39	24	63	1	1.0	1.0
Ford Raised Roof Vans (ADA)	8	0	8	1	1.0	1.0

Vehicle Headway (Frequency)

For Guadalupe's purposes, Vehicle Headway is the frequency of time between two regular pickups at the same bus stop. The Guadalupe Flyer travels through twelve bus stops in Guadalupe city limits, approximately 11 miles along Highway 166 (Main Street), then to four bus stops in Santa Maria. The Guadalupe Flyer Vehicle Headway remains the same throughout the week at 75 minutes; there is no Peak or Off Peak scheduling as exist in some transit systems.

On-Time Performance

Among the most important service standard for riders is on-time performance or adherence to published schedules. The transit contractor includes a report of this on-time performance each month in its transit report.

- A vehicle is considered on-time if it departs a scheduled time point no more than one minute early and no more than ten (10) minutes late.
- Guadalupe's on-time performance objective is 95% or greater.

Service Availability – Access to the Bus

GUADALUPE TRANSIT currently provides transit service so that 100% of all residents of the City of Guadalupe are within a quarter of a mile (1/4 mile) walk of bus service. Consideration is given to new markets as demand warrants and as resources become available.

Guadalupe's ADA service provides complementary transit access to eligible residents within 1/4 mile of the fixed route Flyer route which virtually encompasses the entire town. The ADA service then extends along Highway 35 then into Santa Maria. In light of the difficult ADA schedule connectivity between the Guadalupe and Santa Maria (SMAT) ADA services, the city has allowed destinations in Santa Maria to be scheduled beyond the standard 1/4 miles limitation.

Vehicle Assignment Policy

The length of buses are assigned to routes based on ridership. Routes with higher ridership demand are assigned larger buses to accommodate higher passenger loads. Also, routes with lower ridership are assigned with smaller vehicles.

Distribution of Transit Amenities and Maintenance

GUADALUPE TRANSIT has 19 bus stops in the service area, 10 of which have bus shelters. Stops, shelters, and benches will be placed according to industry standards with consideration of permitting and for local special needs.

The installation of new bus amenities can be requested through the customer service office, through the City's website, or at public meetings. New or improvements to existing Transit Amenities will be subject to the availability of transit funding or available grants. The City Public Works department is responsible for daily maintenance and repairs on bus shelters.

When the annual cost of repairs to any amenity (beyond the cost of normal cleaning) is greater than the cost of the structure, GUADALUPE TRANSIT reserves the right to permanently remove the amenity.

SECTION EIGHT: Program Specific Requirements

Title VI Monitoring

The results of any ongoing monitoring of service standards can be obtained by contacting GUADALUPE TRANSIT by way of the City's transit contractor SMOOTH, Inc. (see Section 10).

Subrecipient Compliance

The City of Guadalupe monitors the compliance of its transit contractor on a monthly basis by way of the monthly transit data report. Policy review is completed on an as scheduled basis by the Public Works Director, City Administrator, Finance Director, or City Attorney, as dictated by the subject matter.

The City of Guadalupe is a subrecipient of the City of Santa Maria-SMAT transit department because Santa Maria is the direct federal grantee for one or more Guadalupe bus purchases using federal funds. Santa Maria transit management informs the city of, and reviews, Guadalupe reporting requirements. The documents subject to this review by Santa Maria SMAT transit department are:

- Title VI Policy
- Title VI Bus Notifications
- Preventative Maintenance
- Public Participation Policy
- Grant Reconciliation
- Drug & Alcohol Testing Compliance
- Half Fare Policy
- Inventory & Assets
- DBE Plan
- Maintenance Plan

Santa Maria transit staff will meet with Guadalupe transit staff annually or more in the event there is change in reporting requirement.

Below summarizes the process for subrecipient compliance:

1. At the beginning of the fiscal year, review the report requirements. Refer to current Triennial Review Manual and the website for the Federal Transit Administration.
2. Schedule a meeting with the subrecipients to review reporting and possible updates.
3. Schedule on-site visits. Request updates of the following for the on-site visits: Title VI Policy, Limited English Plan, Title VI Bus Notifications, MIS reports, Public Participation Plan, Maintenance Plan, fare policy, and other required information.
4. Conduct on-site visits and review requested submissions.
5. Review submission and request necessary changes, if any.

GUADALUPE TRANSIT staff provides oversight of transit operations including Title VI. During the past three-year Title VI Policy term, there were no Title VI findings, complaints, lawsuits, or inquiries alleging discrimination.

Equity Analysis for Facility

During the past three (3) years, GUADALUPE TRANSIT has not constructed a vehicle storage, operations, or center of maintenance facility.

Demographic Service Profile

Because GUADALUPE TRANSIT operates fewer than 50 buses in peak service, a demographic service profile was not required to be prepared for this plan update.

SECTION NINE:

Grants, Reviews and Certifications

Pending Applications for Financial Assistance

GUADALUPE TRANSIT has no pending applications for financial assistance from any federal agency other than the FTA.

Pending FTA Grants

FTA 2020 - 2021 5311 Program-Operating Assistance

FTA 2021 - 2020 5311 CARES II - Operating Assistance

Open FTA Grants

CA-64 B019 - 00924 FTA 5311 2019 - 2020 Program-Operating Assistance

Civil Rights Compliance Reviews in the Past Three (3) Years

The last Caltrans/5311 Title VI Policy Compliance Review was dated 08/08/2017. The Policy was found to be IN COMPLIANCE.

Recent Annual Certifications and Assurances

GUADALUPE TRANSIT executed its most recent Certification and Assurances in 2019. The City is current.

Previous Triennial Review Findings

Guadalupe has satisfied all previous Triennial Reviews.

SECTION TEN:

Contact

For additional information on the 's Title VI Plan, or its efforts to comply with the Civil Rights Act of 1964 or Executive Order 13166 Improving Access to Services for Persons with Limited English Proficiency, please contact:

Jim Talbott, Guadalupe Transit Contractor
240 Roemer Way
Santa Maria, CA 93454
Tel: (805) 922-8476
E-Mail: jimt_smooth@hotmail.com

SECTION ELEVEN: Resolution

THIS RESOLUTION WILL BE REVIEWED AND ADOPTED
DURING THE AUGUST 11TH, 2020 CITY COUNCIL
MEETING.

RESOLUTION NO. 2020 - _____

**A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF GUADALUPE, CALIFORNIA APPROVING THE
TITLE VI PROGRAM UPDATE FOR THE GUADALUPE TRANSIT
PUBLIC TRANSPORTATION SERVICES**

WHEREAS, the City of Guadalupe receives funds from the Federal Transit Administration (FTA) Section 5311 Program for operating assistance; and

WHEREAS, the City of Guadalupe is a subrecipient of the City of Santa Maria Transit Department in two FTA Section 5339 Program grants for replacement buses; and

WHEREAS, the FTA requires transit operators to submit a Title VI Program Update every three (3) years as a condition of receipt of FTA Section 5311 and 5339 funds; and

WHEREAS, Guadalupe transit staff has prepared the Title VI Program Update in accordance with FTA Circular 4702.1B.

NOW, THEREFORE, IT IS HEREBY RESOLVED at a regular meeting of the City Council of the City of Guadalupe, California as follows:

The City of Guadalupe's Title VI Program Update for the Guadalupe Transit Public Transportation Services is APPROVED.

PASSED AND ADOPTED at a regular meeting of the City council of the City of Guadalupe held this 11th day of August, 2020.

MOTION: _____

AYES: _____

NOES: _____

ABSENT: _____

ABSTAIN: _____

Ariston Julian, Mayor

Attested to:

City Clerk

SECTION TWELVE: ATTACHMENTS: Guadalupe Transit Mediums

Guadalupe Flyer Route Schedule English / Spanish

Bus Stop Location	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
1. Old Transit Center	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
2. Transit Center Mall East	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
3. Main & Thornburg	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
4. Main & Rowland	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
5. Juniper & Wilson	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
6. Main Street & Park Hill Garage	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
7. Jack O'Connell Park	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
8. Pioneer & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
9. Old & Thompson	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
10. Parkhill & Wilson	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
11. Parkhill & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
12. Parkhill & Park	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
13. Parkhill & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
14. Pioneer & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
15. Pioneer & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
16. Main & Rowland	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
17. Main & Thornburg	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
18. Main & Thornburg	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
19. Old Transit Center (Old TCM)	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45

Guadalupe Flyer Poster English / Spanish

GUADALUPE FLYER NOTICE
Starting Saturday, August 1, 2015,
NEW FLYER SCHEDULE!

¡A partir del sábado 1 de agosto, NUEVO HORARIOS DE FLYER!

AND
AUGUST – Flyer is FREE Saturday & Sunday - ALL MONTH!!
AGOSTO – ¡¡Flyer es GRATIS Sábado y Domingo - TODO EL MES!!

- Saturday schedule is now from 6:15 A.M. until 7:50 P.M.
El sábado horario de ahora de 6:15 hasta las 19:50
- Sunday service from 8:45 A.M. until 6:35 P.M.
¡Servicio de domingo de 8:45 hasta las 6:35!
- Times leaving Transit Center have changed!
¡Tiempo de dejando el Centro de Tránsito han cambiado!
- All route times have changed!
¡Ruta los tiempos han cambiado!

EXAMPLE: Old schedule time was 9:38... New time is 9:16
EJEMPLO: Antes horario 9:38... Nueva hora es 9:16

Bus Stop Location

Bus Stop Location	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
1. Old Transit Center	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
2. Transit Center Mall East	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
3. Main & Thornburg	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
4. Main & Rowland	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
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7. Jack O'Connell Park	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
8. Pioneer & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
9. Old & Thompson	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
10. Parkhill & Wilson	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
11. Parkhill & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
12. Parkhill & Park	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
13. Parkhill & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
14. Pioneer & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
15. Pioneer & Elm	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
16. Main & Rowland	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
17. Main & Thornburg	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
18. Main & Thornburg	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45
19. Old Transit Center (Old TCM)	8:15	7:20	6:45	6:00	5:15	4:30	3:45	3:00	2:15	1:30	0:45

Excerpt from Radio Add-Translated and delivered in Spanish.

CLIENT: SMOOTH
PRODUCT: GUADALUPE CITY TRANSIT
CAMPAIGN : GUADALUPE FLYER
EXPANSION
LENGTH: :60 RADIO

MARIA: LUPE, DIDN'T YOU HEAR THE NEWS?
WE ARE GOING TO HAVE
TRANSPORTATION FROM
GUADALUPE TO SANTA MARIA
ON SUNDAYS!

LUPE: THAT'S GREAT!!!

Excerpt-Public Hearing Agenda "Cause" Community Group

**TRÁNSITO DE GUADALUPE
PRESENTACIÓN DE EXPANSIÓN
DE SERVICIO A CAUSA
EL VIERNES, 1/03/2014,
GUADALUPE SENIOR CENTER**

Gracias por la oportunidad de reunirnos con ustedes esta noche. Es importante que la planificación de tránsito comunitario incluya los habitantes de Guadalupe junto con los urbanistas del tránsito regional.

On-Bus Poster Announcement

THE GUADALUPE
FLYER and SHUTTLE
WILL BE CLOSED
TUESDAY
JULY 4TH, 2017
INDEPENDENCE DAY

— . . — . . —
EL GUADALUPE
FLYER y SHUTTLE
NO ESTARÁN EN
SERVICIOMARTES
4 de JULIO, 2017
DIA de INDEPENDENCIA

On-Bus Passenger Survey

SUNDAY FLYER RIDER SURVEY

Please answer the following questions about your SUNDAY FLYER TRIP ONLY. THANK YOU!

- 1) Where are you coming FROM? HOME SHOPPING WORK
 MEDICAL/DENTAL SCHOOL (WHICH SCHOOL?): _____
 RECREATION OTHER (PLEASE SPECIFY): _____
- 2) Where are you GOING TO? HOME SHOPPING WORK
 MEDICAL/DENTAL SCHOOL (WHICH SCHOOL?): _____
 RECREATION OTHER (PLEASE SPECIFY): _____
- 3) Did you transfer TO this bus from another bus?
 YES (TO route # ___) NO
- 4) Will you transfer FROM this bus TO another bus?
 YES (TO route # ___) NO
- 5) If the Guadalupe Flyer did NOT operate on Sundays, how would you have made this trip?
 DRIVE ALONE SOMEONE ELSE WOULD DRIVE ME BIKE
 CARPOOL/VANPOOL TAXI I WOULD NOT MAKE THE TRIP

ENCUESTA A PASAJERO DE AUTOBÚS DE DOMINGO

Favor de responder las siguientes preguntas sobre su viaje de autobús de domingo solamente. Gracias!

- 1) ¿De dónde viene? MI CASA DE COMPRAS EL TRABAJO
 MEDICO/DENTAL ESCUELA (CUAL ESCUELA?): _____
 RECREACIÓN OTRA (FAVOR DE ESPECIFICAR): _____
- 2) ¿A dónde vas? MI CASA DE COMPRAS EL TRABAJO
 MEDICO/DENTAL ESCUELA (CUAL ESCUELA?): _____
 RECREACIÓN OTRA (FAVOR DE ESPECIFICAR): _____
- 3) ¿Se Transfirió a este autobús de otro autobús?
 SI (LA RUTA # ___) NO
- 4) ¿Se transferirá de este autobús a otro autobús?
 SI (LA RUTA # ___) NO
- 5) Si el autobús de Guadalupe no opera el domingo, ¿cómo habría hecho este viaje?
 CONDUCIR SOLO ALGUIEN ME CONDUCIRÍA BICICLETA
 COMPARTIR VIAJE TAXI YO NO HARÍA EL VIAJE