

Appendix C

Public Participation Plan

(this page intentionally left blank)

Table of Contents

1	PURPOSE AND NEED FOR PUBLIC PARTICIPATION PLAN	1
1.1	Purpose and Need for this Plan.....	1
1.2	Federal Protections	1
2	ACTIVITIES THAT INVOLVE PUBLIC PARTICIPATION.....	2
2.1	Activities that Require Formal Public Hearings.....	2
2.2	Activities that Involve the SacRT Advisory Board and Subcommittees	2
2.3	Activities that Involve Public Processes of Other Agencies	3
3	PUBLIC PARTICIPATION STRATEGIES AND METHODS	4
3.1	SacRT Customer Service and Marketing	4
3.2	Notices on Vehicles.....	5
3.3	Internet Communication	6
3.4	Media	6
3.5	Public Meetings.....	8
3.6	Accessibility and Public Engagement.....	9
3.7	Surveys.....	9
3.8	Participating in Meetings Held by Other Community Groups	10
4	SUMMARY OF OUTREACH EFFORTS	12

(this page intentionally left blank)



Public Participation Plan

Updated April 1, 2020

1 PURPOSE AND NEED FOR PUBLIC PARTICIPATION PLAN

As a public agency, the Sacramento Regional Transit District (SacRT) is obligated to proactively communicate information about its services, fares, and projects to its riders, member communities, and the general public. SacRT must also provide convenient ways for the public to participate in transit planning processes. The purpose of this Public Participation Plan is to explain how SacRT will do that. This section describes SacRT’s services and communities served; explains the purpose and need for this plan; and describes the process of developing and adopting it.

1.1 Purpose and Need for this Plan

The purpose of this plan is to describe the information and public participation processes involved in the planning and delivery of SacRT’s services and projects.

The need for this plan stems from SacRT’s role as a public agency and recipient of federal transportation funds. SacRT must ensure that the benefits of its services are available as fairly as possible to all residents of member communities—and in a manner that reflects the values of these communities. In addition, SacRT needs to make sure its services are available equitably to all persons who are members of classes of individuals protected by federal and state laws.

To assure the stability and maximization of federal and institutional funding, SacRT must fulfill all relevant legal obligations for public participation for transit agencies that receive federal transportation funds, which require that there be locally developed processes to solicit and consider public comments before making any changes in fares, major changes in service, and/or capital project development.

1.2 Federal Protections

To fulfill the purpose and needs described above, SacRT has prepared this plan consistent with the requirements of Title VI of the Civil Rights Act of 1964 and related statutes and regulations. Title VI prohibits discrimination in federally assisted programs and requires that “No person in the United States 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 financial assistance.” The key objectives of Title VI that are relevant to this plan are to:

- Ensure that the level and quality of public transportation service is provided in a nondiscriminatory manner.
- Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin.
- Ensure meaningful access to transit-related programs and activities by persons with limited English proficiency.

Related federal nondiscrimination laws administered by the Federal Highway Administration, the Federal Transit Administration, or both prohibit discrimination on the basis of age, sex, and ability. Additionally, SacRT provides meaningful access to its programs, services, and activities to individuals with limited English proficiency, in compliance with US Department of Transportation policy and guidance on federal Executive Order 13166.

2 ACTIVITIES THAT INVOLVE PUBLIC PARTICIPATION

One of the key foundational pillars of the Title VI program is the assurance of community input into the transit decision-making process. The purpose of public participation is to offer early, continuous, and meaningful opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation decisions. SacRT recognizes there are many different types of activities that require public participation and strives to use the strategies and procedures that are best-suited to each situation and type of information that need to be communicated to customers and the public.

Activities that require public participation fall into three broad categories:

1. Activities that require formal public hearings;
2. Activities that involve the SacRT Advisory Board and Subcommittees;
3. Activities that involve public processes of other agencies.

These outreach efforts are tailored to the specific needs of the audiences and the goals of the feedback activity, as outlined in Section 3.

2.1 Activities that Require Formal Public Hearings

There are eleven types of activities for which SacRT is required to conduct formal public participation which are outlined in Section 2 of the SacRT Service Change Policy. Minor service changes can be authorized by SacRT's General Manager/CEO and major service changes require a public hearing, a Title VI equity analysis and approval by the SacRT Board.

2.2 Activities that Involve the SacRT Advisory Board and Subcommittees

It is the policy of the Board of Directors of the Sacramento Regional Transit District to encourage participation in the meetings of the Board of Directors. At each open meeting, members of the public are provided with an opportunity to directly address the Board on items of interest to the

public that are within the subject matter jurisdiction of the Board of Directors.

The Regional Transit Board of Directors Meeting is videotaped. A replay of this meeting can be seen on Metrocable Channel 14 and is webcasted at www.sacmetrocable.tv. Any person(s) requiring accessible formats of the agenda or assisted listening devices/sign language interpreters should contact the Clerk of the Board at (916) 556-0456 or TDD (916) 483-4327 at least 72 business hours in advance of the Board Meeting.

Copies of staff reports or other written documentation relating to each item of business referred to on the agenda are on SacRT's website, on file with the Clerk to the Board of Directors of the Sacramento Regional Transit District, and are available for public inspection at 1400 29th Street, Sacramento, California. Transit access is available via the 29th Street Light Rail Station, and local buses # 30, 38, 67, and 68. Any person who has any questions concerning any agenda item may call the Clerk to the Board of Sacramento Regional Transit District.

The meetings of the SacRT Advisory Board are a regular venue for public participation. There are regularly scheduled 24 meetings per year, and time for public comment is reserved at each meeting. For participation in capital, financial, and service planning, SacRT encourages public attendance at these meetings, as well as those of the Advisory Board's Financial, Paratransit, and Route Planning subcommittees. The dates, times and locations of all these meetings are posted on www.sacrt.com/services/sacrtcalendar.aspx.

SacRT Advisory Board members function as liaisons to their respective communities, sharing information with residents, local officials, and municipal agencies; board members also share comments from the SacRT customers, officials, businesses, and other constituents of their communities.

2.3 Activities that Involve Public Processes of Other Agencies

SacRT also participates in the public participation processes held by other agencies that pertain to plans and projects of the SacRT, thereby offering additional opportunities for public participation of people who wish to learn about and comment on SacRT services and projects.

2.3.1 Mobility Advisory Council

The SacRT Mobility Advisory Council (MAC) meets the first Thursday of every month at 2:30 p.m. in the Regional Transit Auditorium at 1400 29th Street, Sacramento. Transit access is available via the 29th Street Light Rail Station, and local buses # 30, 38, 67, and 68. Meeting agendas are presented as live-text screen readable PDF documents (Note: Agenda PDFs are generally available approximately one week before meeting date). Persons may contact SacRT's Accessible Services Department at (916) 557-4685 or TDD (916) 557-4686 to find more information about the Mobility Advisory Council.

2.3.2 Unmet Transit Needs

In accordance with the California Transportation Development Act (TDA), SacRT participates in official Unmet Transit Needs hearings for the portions of Sacramento County served by SacRT, which are coordinated by and the responsibility of the Sacramento Area Council of Governments (SACOG). The purpose of the hearings is to officially solicit, assess, and document unmet transit

needs, as a condition of certain state funding programs under the TDA.

Notices for Unmet Transit Needs hearings are prepared by SACOG in Spanish and English and distributed by SacRT in all buses and light rail vehicles. Hearings are held in public at 1400 29th Street, Sacramento and presided over by one member of the SACOG board of directors. SacRT's role is to field technical questions about existing and upcoming service from members of the public and to furnish a staff member to serve on the Social Service Technical Advisory Committee, which is charged with officially assessing the reported unmet needs. (Note: To arrange with SACOG for non-English language or sign language interpreters, please call (916) 321-9000 or TDD access (916) 321-9550 at least 72 hours prior to the meeting). Paratransit service is also available for riders with qualifying disabilities, and meetings are accessible to people with disabilities. Transit access is provided by local bus routes 30, 38, 67, 68 and Gold Line.

3 PUBLIC PARTICIPATION STRATEGIES AND METHODS

SacRT is committed to monitoring and tracking its public participation activities and sharing results in a transparent way. SacRT continues to modify its public participation activities over time, based on feedback and direction provided by community members and by setting and evaluating performance measurements for public participation. Along with providing information, SacRT lets participants know how they can stay informed about SacRT activities, including web-based information, project information, and surveys. Low-income and minority communities within SacRT's service area are identified geographically using the most recent census data available from the U.S. Census Bureau.

This section describes the public participation strategies and methods that are available to SacRT. These are selected and implemented on the best judgment of SacRT staff and Advisory Board members with respect to the criteria above. SacRT utilizes strategies recommended by community members for a specific neighborhood or population group. SacRT also recognizes that public participation can be a fluid process, and that outreach measures may be added or altered depending on the scale of a proposal's impact and changes in the level of public interest.

3.1 SacRT Customer Service and Marketing

SacRT's Marketing and Communication division is responsible for ensuring project information, including changes to major projects, service changes, fare changes, new service implementation, service headway changes, and route detours, is conveyed to the public. Responsibilities of the division include the following:

- Developing and maintaining positive and effective communication with the community and various levels of government that interface with or impact the development of programs and operations at SacRT;
- Paid advertising with local media outlets, including minority-focused media, to air public service announcements and messages to make customers aware of SacRT services and ways to contact the authority;
- Public events to coordinate with individuals, institutions, and organizations to introduce new services, support existing services, vehicles, facilities, customer conveniences, and

organizational milestones;

- Providing opportunities for public participation through alternative means other than written communication, such as personal interview or use of audio or video recording devices to capture oral comments;
- Using locations, facilities, and meeting times that are convenient and accessible to low-income and minority communities;
- Developing comprehensive communication plans that ensure the delivery of information on SacRT's programs and activities through alternative means. This includes, but is not limited to, translation of vital information into other languages, alternative formats for individuals with disabilities, and the use of communication strategies outside of advertising in the largest circulation newspaper.

3.2 Notices on Vehicles

Postings of special printed participation activities are produced by SacRT and are available in multiple languages to ensure compliance with the Language Assistance Plan. Public notices include brochures, flyers, and posters. Brochures are used to provide more content and serve as an information source, whereas posters are designed to publicize activities and highlight key information such as date, time and location of the activity. These materials are distributed system-wide and/or in targeted areas. They are also available at SacRT light rail stations, as passenger bulletins and notices placed on train seats.

In addition, the SacRT Bus and Light Rail timetable book provides basic information in languages other than English as outlined in the Language Assistance Plan, including information on fares, telephone information, SacRT's Customer Service and Sales Center, and basic information on how to ride SacRT buses and light rail trains. A general statement on how to obtain telephone information in multiple languages is listed on individual pocket timetables, which is listed as, "For route, schedule and fare information, call 916-321-BUSS (2877) or visit www.sacrt.com." Printed pocket timetables are also available on buses and light rail trains, at the SacRT Customer Service and Sales Center, and are distributed to libraries, schools, colleges and other high-traffic destinations.

SacRT utilizes international symbols (pictograms) in its signage in order to communicate with non-English-speaking customers, as well as customers who are unable to read written language. Pictograms were incorporated into signage beginning in 2013.

Figure 1. Local Bus Advertisement

¡OBTENGA SU CONNECT CARD Hoy Mismo!

- Recargue la Connect Card en línea o en puntos de venta minorista.
- Registre la tarjeta para protegerla de forma gratuita en caso de pérdida o robo.
- Transferencia gratuita en 90 minutos con un unico boleto.
- No pague mas que la tarifa 11 diaria!
- Use la tarjeta para viajar en los proveedores participantes de transporte publico.

Inscríbese en ConnectTransitCard.com

3.3 Internet Communication

The SacRT’s website (www.sacrt.com) is the agency’s primary channel for public information and participation. All relevant news and information about bus schedules, paratransit services, planning projects, agency governance, compliance with regulations, employment opportunities, vital documents related to service benefits, and many other topics are posted on this website. Importantly, the monthly “Next Stop Newsletter” page (found at <http://www.sacrt.com/apps/next-stop-news/>) is available on the agency’s web page and includes ticket fare information, rider discounts for special events, and current and/or upcoming service changes.

SacRT also uses these social media services to communicate with bus riders:

- Facebook (facebook.com/SacramentoRT)
- Twitter (twitter.com/RideSacRT)
- Instagram (Instagram.com/RideSacRT)

The information above is also available online at SacRT’s website through a series of links at the bottom of the page, one for each language.

3.4 Media

SacRT has multiple partnerships across cultural and linguistic groups in its service area. For example, SacRT has partnered with Crossings TV, a local television station offering multi-cultural programming, to assist with outreach at major community events, specifically Russian, Chinese, Vietnamese and Hmong celebrations. In 2014, SacRT developed “how to ride” TV commercials for Russian, Chinese, Vietnamese and Hmong viewers for broadcast on Crossings TV. In 2015, SacRT established a partnership with the Russian American Media Group to assist with outreach to the Slavic communities. The partnership extended to community events, such as the International Kids Day celebration, as well as print publications distributed throughout the

Sacramento region. More information on multi-lingual outreach efforts can be found in the Language Assistance Plan.

In addition, SacRT provides public notices in local schools, public libraries and community centers in areas where service changes are occurring, including route-level outreach. The media relations involve a various levels of outreach methods, which include:

- Press releases;
- Community calendar listings in newspapers, community newsletters, email lists, websites, and other media;
- Reciprocal sponsorships with radio, TV and internet media outlets;
- Making public information available in easy-to-understand formats;
- Public media (including local minority and non-English newspapers, radio stations, and television stations);
- Posters, display boards, and flyers;
- Fact sheets;
- Brochures;
- Public service announcements;
- Mailing and email lists;
- Information stands at local events.

Figure 2. Social Media Public Outreach



3.5 Public Meetings

Public meetings are critical to public participation. SacRT holds many types of public meetings, including:

- Formal meetings with specific agendas;
- Informal workshops;
- Open houses where members of the public may speak individually or in groups with SacRT staff;
- Media events that provide a setting for SacRT representatives to speak directly with members of the public;
- Public hearings that are required by the SacRT Public Hearing Policy;
- Public comment time at all SacRT Advisory Board meetings.

SacRT holds all its public gatherings in facilities that are accessible for people with disabilities and, wherever possible, near a bus route. SacRT typically reviews demographic information about area where the meeting is to be held to decide when notices should be translated into languages other than English.

3.6 Accessibility and Public Engagement

When choosing the location for a community event, SacRT staff consider a number of factors to ensure that the location is easy to get to and accessible for those who wish to attend and participate. All community events should be located within a project's affected community or study area and be accessible by public transit when available. The location must also be accessible to participants with disabilities and compliant with State and Federal accessibility regulations. In order to achieve this, SacRT considers several factors before choosing a meeting location. Some of these requirements include, but are not limited to:

- Accessible Parking;
- Accessible Entrances;
- Accessible Restrooms;
- Accessible Meeting Room;
- Space and Signage for Foreign Language Interpreters;
- Adjustable Microphones and Podiums.

Beyond ensuring that a public meeting is physically accessible, other accommodations are also considered. When the public has an accessibility or language accommodation request, they can make their request through a designated SacRT contact person, which should always be listed on any community event notice or flyer. Examples of specific accommodations that can be provided to individuals in order to allow them to meaningfully participate in a community event include the following:

- Documents in Alternative Formats (large print, electronic, braille or audible);
- Translated Documents;
- Assistive Listening Devices;
- Closed Captioning;
- American Sign Language (ASL) Interpreters;
- Foreign Language Interpreters.

3.7 Surveys

SacRT actively solicits public participation through reoccurring surveys of customers and the regional travel market throughout the year. These include:

- Bus rider customer satisfaction surveys;
- Bus rider route-specific surveys;

- Paratransit van riders satisfaction surveys;
- Paratransit van riders service-specific surveys;
- Non-transit rider market surveys.

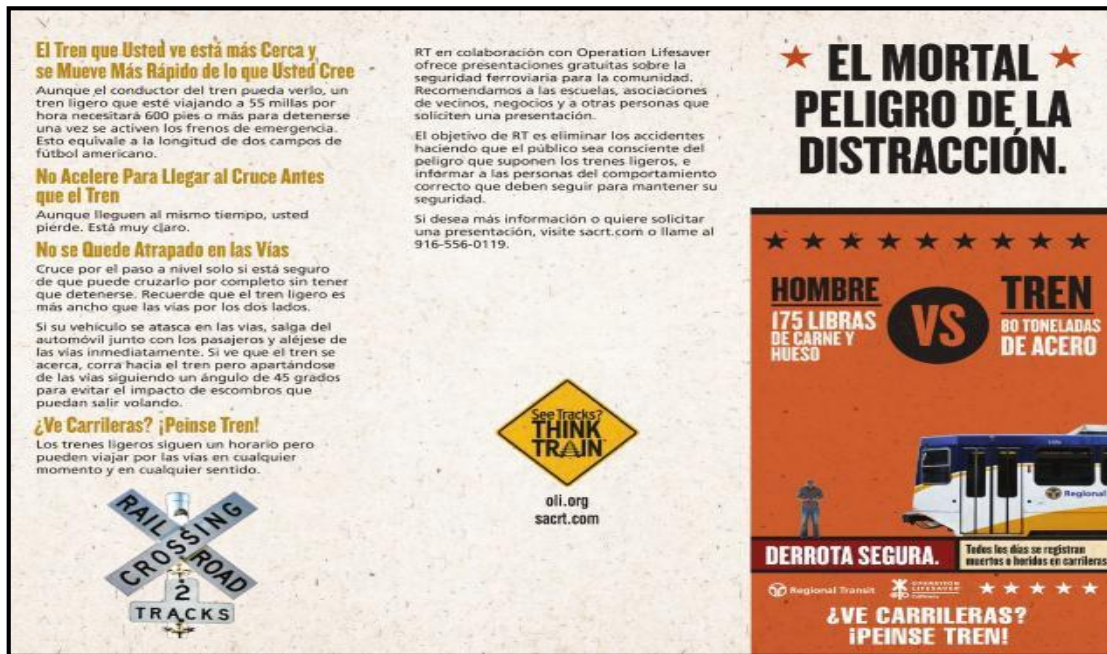
3.8 Participating in Meetings Held by Other Community Groups

SacRT has partnered with community groups to extend its reach regarding service and fare change and help partner with organizations to provide information that is of interest to groups they represent. Participation activities are publicized in local community newsletters, flyers and other publications. SacRT provides text and, as appropriate, photos or maps that an organization can adopt for inclusion in its own publication. If needed, SacRT has provided translated text. In addition, SacRT maintains communications with community partners, so it is aware of publication schedules and key communication activities.

3.8.1 See Track? Think Train! Awareness Campaign

In March 2015, SacRT in partnership with Operation Lifesaver (OL) launched a light rail safety campaign that emphasized pedestrian and motorist safety around tracks. “See Tracks? Think Train!”

Figure 3. "See Tracks? Think Train!" Campaign



“See Tracks? Think Train!” is a simple message originated by OL, but one that can save lives. It is SacRT’s goal to eliminate incidents by using education and outreach to remind the public of the proper behavior to stay safe. The campaign included the distribution of print materials in English, Spanish and Hmong. Campaign messages focused on the danger of distractions near tracks and in stations, and the

importance of respecting warning signs and signals. The “See Tracks? Think Train!” campaign was initially focused in the south Sacramento community, which has a high concentration of Spanish and Hmong speaking residents, in preparation for the start of the Blue Line to Cosumnes River College light rail extension service. Information was distributed in English, Spanish and Hmong.

3.8.2 Community Outreach Partnership – City Year Sacramento

City Year is a national organization that is focused on fighting the national dropout crisis through the use of volunteers and sponsors. SacRT provides monthly transit passes for volunteers in exchange for promotion of SacRT services and programs.

City Year volunteers are committed to serving as tutors, mentors and role models in schools to help low income and at-risk students stay on track to graduate from high school. City Year enlists the help of full-time volunteers (age 17 through 24) that are committed to the program for 10 months (during the traditional school year) to serve as positive role models in the community and schools.

Most volunteers are from outside the Sacramento area and depend on public transit during their 10-month stay. City Year AmeriCorps volunteers serve as transit ambassadors and raise awareness of transit-related programs and projects to elementary, middle and high school students at seven Sacramento City Unified School District schools with high populations of limited-English-speaking students.

Father Keith B. Kenny K-8 School
Languages Spoken: Chinese, Hmong and Spanish

Fern Bacon Middle School
Languages Spoken: Hmong and Spanish

Leataata Floyd Elementary
Languages Spoken: Chinese, Hmong, Spanish and Vietnamese

Oak Park Preparatory Academy Languages Spoken: Hmong and Spanish

Oak Ridge Elementary
Languages Spoken: Hmong and Spanish

Rosa Parks K-8 School
Languages Spoken: Hmong, Russian, Spanish and Vietnamese

Sacramento Charter High School
Languages Spoken: Spanish

3.8.3 Community Outreach Partnership – Crossings TV and Russian American Media Group

SacRT has partnered with Crossings TV, a local television station offering multi-cultural programming, to assist with outreach at major community events, specifically Russian, Chinese, Vietnamese and Hmong celebrations. In 2014, SacRT developed “how to ride” TV commercials for Russian, Chinese, Vietnamese and Hmong viewers for broadcast on Crossings TV. In 2015, SacRT established a partnership with the Russian American Media Group to assist with outreach to the Slavic communities. The partnership extended to community events, such as the International Kids Day celebration, as well

as print publications distributed throughout the Sacramento region.

3.8.4 SacRT Leadership in Minority Organizations

Members of SacRT's Executive Management Team hold positions on the Board of Directors for the following major ethnic organizations:

Organization	SacRT Representative
Sacramento Asian Pacific Chamber of Commerce	CEO/General Manager
Sacramento Hispanic Chamber of Commerce	Deputy Chief Counsel
Sacramento Black Chamber of Commerce	Special Assistant to the General Manager/CEO's Office

Through involvement and sponsorship of these organizations, SacRT is better able to communicate and network with these minority communities regarding SacRT's services and initiatives, as well as the rights of their members under Title VI.

4 SUMMARY OF OUTREACH EFFORTS

Since the 2017 Public Participation Plan, outreach activities have included:

- Community Events/Sponsorships
- MLK March and Expo
- Tet Festival
- Chinese New Year Celebration
- Sacramento Valley Station Renovations Grand Opening
- Black Expo
- Cesar Chavez March
- Laurel Ruff Transition School
- Healthy Kids Day
- Senior Health Faire
- Family Safety and Health Expo
- Essence of Chinese Food Culture
- Earth Day
- Taco Festival
- Rancho Cordova July Fourth
- Greater Urban League
- Elk Grove Multi-Cultural Festival
- Festival Latino
- Black Heritage Month
- Marketing/Outreach Campaigns
- Connect Card
- Re-Imagine Watt/I-80

- PaRT of Life (ridership increase campaign)
- SmaRT Ride
- Folsom Late Night Service
- We HeaRT You (fare and service improvements campaign)
- Free parking at Park-and-Ride Lots
- Get on Board Day
- SacRT Forward (bus network redesign)
- Causeway Connection (UC Davis service expansion)
- Holiday Bus Fundraiser
- Stakeholder Meetings at SacRT Offices
- Unmet Transit Needs rider meetings
- Transit Center customer outreach
- On-board rider outreach

In addition to community events, SacRT participates in hundreds of pop-up events each year throughout its service area to share vital information with customers and the public. In 2019, SacRT hired a group of temporary employees, creating a "street team" to ride buses and light rail trains to share service information.