TITLE VI PROGRAM UPDATE

Santa Maria Area Transit (SMAT), Operated by the City of Santa Maria, CA

Effective: August 1, 2018
Revision 1 (8/01/2019)

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# Table of Contents

**SECTION ONE: Introduction/3**
- SMAT’s Commitment to Civil Rights/3

**SECTION TWO: General Requirements**
- Notice to the Public/5
- Discrimination Complaint Procedures/6
- The Procedure/7

**SECTION THREE: SMAT’s Public Participation Plan/10**
- Key Principles/10
- Early, Continuous and Meaningful/10
- Goals of the Public Participation Plan/11
- Objectives of the Public Participation Plan/11
- SMAT’s Public Participation Process/13

**SECTION FOUR: Language Assistance Plan/17**
- Improving Access for People with Limited English Proficiency/17

**SECTION FIVE: Outcomes/29**
- New tools and alerting riders of language assistance/29

**SECTION SIX: Decision Making Bodies/33**
- Non-Elected Committees and Councils/33
- Service Review Committee/33
- Passenger Advisory Committee (PAC)/33

**SECTION SEVEN: Service Standards and Policies/36**
- Vehicle Load/36
- Vehicle Headway (Frequency)/36
- On-Time Performance/28
- Service Availability – Access to the Bus/37
- Vehicle Assignment Policy/37
- Transit Amenity Policy/37
- Monitoring Service Standards/37
- Summary of Changes/38
- Construction Equity Analysis/40

**SECTION EIGHT: Program Specific Requirements/41**

**SECTION NINE: Grants, Reviews and Certifications/43**

**SECTION TEN: Contact/44**

**SECTION ELEVEN: Resolution/45**

**ATTACHMENT A: Proof of Public Participation /46**
SECTION ONE:  
Introduction

SMAT’s Commitment to Civil Rights

This update of Santa Maria Area Transit’s (SMAT) Title VI Program has been prepared to ensure that the level and quality of SMAT’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 SMAT’s riders and other community member. Additionally, through this program, SMAT 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.

While it is a matter of principle that SMAT 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 SMAT’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).

Note: The City of Santa Maria is not a MPO. FTA Region IX is correcting TrAMs.

“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), SMAT 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 SMAT'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.

Upon the City’s request, FTA granted an 30 day extension to allow the City to conduct the public participation component of the program.

SMAT has engaged the public in the development of this program. The service standards detailed in this program, along with the open house meetings were all presented and discussed at public information meetings in June 2018. To develop a system to provide services to those with limited English proficiency, SMAT engaged a number of community organizations.

SMAT’s City Council was actively involved in the update of this program. In July 2018, the City Council reviewed and provided input to the Title VI Program Update. The content of the program was approved and adopted by the City Council on July 17, 2018.

This program contains all of the elements required of a transit provider operating in an urbanized area of 200,000, or less in population, and operating less than fifty vehicles in peak service. It supersedes SMAT’s Title VI Program of June 29, 2015. 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, SMAT 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 SMAT’s riders aware of its commitment to Title VI compliance, and their right to file a civil rights complaint, SMAT has presented the following language, in both English and Spanish, on its website http://www.cityofsantamaria.org/city-government/departments/public-works-services/public-transit-services, on posters at its Santa Maria Downtown Intermodal Transit Center Station, website, public time schedules, and on revenue vehicles.

![Notifications in Buses]

RIDER ALERT

• Santa Maria Area Transit (SMAT) does not discriminate on the basis of race, color, and national origin.
• For more information or to file a complaint, contact the SMAT Transit Services Manager @ 925-0951 x2225.

AVISO AL PASAJERO

• Santa Maria Area Transit (SMAT) no discrimina en base a raza, color y origen.
• Para mas informacion o para presentar una queja, comunícate con el administrador de servicios de tránsito SMAT @ 925-0951 x 2225.
Your Civil Rights

Santa Maria Area Transit (SMAT) 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 SMAT. For more information on SMAT’s civil rights program and the procedures to file a complaint, please contact (805) 925-0951, x2225; email aidell@cityofsantamaria.org or visit our administrative office at 110 South Pine Street, Suite 221, Santa Maria, CA 93458 from 8:00 a.m. to 5:00 p.m. Monday through Friday. For more information about SMAT programs and services, visit https://www.cityofsantamaria.org/city-government/departments/public-works-services/public-transit-services-2499. If information is needed in another language, please contact (805) 925-0951, x2225.

Discrimination Complaint Procedures

SMAT 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 SMAT may file a Title VI complaint by completing and submitting the agency’s Title VI Complaint available at our administrative offices or on our website https://www.cityofsantamaria.org/city-government/departments/public-works-services/public-transit-services-2499

If a person believes he or she has been discriminated against in using the SMAT Bus or its paratransit services, below is the procedure to file a complaint:

1. Complete the Complaint Form
   a. The Complaint Form is available at the SMAT office or click here.
2. Sign the completed Complaint Form
3. Submit the Complaint Form within one hundred eighty (180) days of the date of 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, SMAT 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 SMAT may file a Title VI complaint. The procedure is described on the City of Santa Maria’s website at

https://www.cityofsantamaria.org/city-government/departments/public-works-services/public-transit-services-2499#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 Santa Maria’s website, or by contacting the SMAT office at 805-925-0951 x2225.

2. **Complete the Complaint Form.** SMAT will process complaints that are complete. If the customer needs assistance in completing the Title VI Complaint Form, customers may contact the Transit Division at 805-925-0951 x2225 for assistance.

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, SMAT will investigate complaints up to 180 days after the alleged incident. Customers should submit their complaints to:

   City of Santa Maria
   Department of Public Works, Transit Division
   110 S. Pine Street, Suite 101
   Email: aodell@cityofsantamaria.org
   Phone: (805) 925-0951 x2225

   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. SMAT will review the complaint to determine if there was a Title VI violation(s). SMAT will send an acknowledgement letter informing the customer whether the complaint is a Title VI issue and will be investigated by SMAT.

6. **Investigation.** SMAT has up to thirty (30) days to investigate the complaint. If more information is needed to resolve the case, SMAT 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 SMAT’s investigator (from the Transit Services Manager) is not contacted by the complainant or does not receive the additional information within thirty (30) days, SMAT can administratively close the case. Also, a case can be administratively closed if the complainant no longer wishes to pursue their case.

7. **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
Active Lawsuits, Complaints or Inquiries Alleging Discrimination

SMAT will maintain a list of active investigations conducted by FTA and entities other than FTA, including lawsuits and complaints naming SMAT, 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 SMAT in response, or final findings related to the investigation, lawsuit, or complaint.

As of the writing of this program, 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 Santa Maria.

<table>
<thead>
<tr>
<th>Type (Investigation, Lawsuit, Complaint)</th>
<th>Date</th>
<th>Summary of Complaint</th>
<th>Status</th>
<th>Action(s) Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>
SECTION THREE: SMAT’s Public Participation Plan

Key Principals

SMAT’s Public Participation Plan (PPP) has been prepared to ensure that no one is precluded from participating in SMAT’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 SMAT’s decision making;
- The concerns of all participants involved will be considered in the decision-making process; and
- SMAT will seek out and facilitate the involvement of those potentially affected.

Through an open public process, SMAT has developed a public participation plan to encourage and guide public involvement efforts and enhance access to SMAT’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 SMAT 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 SMAT. It is a guide for how SMAT engages its diverse community. SMAT 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 SMAT’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.** SMAT 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.** SMAT develops and maintains partnerships with communities through the methods described in its public participation plan.
- **Quality Input and Participation.** That comments received by SMAT are useful, relevant, and constructive, contributing to better plans, projects, strategies, and decisions.

Objectives of the Public Participation Plan

SMAT’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.** SMAT will proactively reach out to and engage low income, minority, and LEP populations from the SMAT 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.** SMAT 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.

SMAT 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, SMAT 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:
  o For minor change in fare for temporary promotional fares.
  o For minor change in service for minor route changes and/or schedule changes that do not exceed the thresholds of 25%.
  o Experimental or emergency service.
  o Seasonal service variation.
  o Experimental or emergency fare change.
  o If any experimental or emergency service or fare change remain 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, SMAT uses the Santa Barbara County Association of Governments’ (SBCAG) adopted public participation plan dated December 2015. This plan clearly indicates that the MPO’s public participation process satisfies the SMAT’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.
SMAT’s Public Participation Process
Outreach Efforts -- Alerting Riders and Encouraging Engagement

SMAT’s PPP includes various mediums extending beyond the traditional approach which relies on legal notices and intermittent media coverage. While SMAT maintains these elements to its outreach program along with bus cards in English and Spanish, Rider Alerts, SMAT 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 is the following: Transit Services Manager, Operations Manager (Contractor), and the Road Supervisor (Contractor). 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 SMAT 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 SMAT 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 Meeting Locations
When determining location and schedules for public meetings, SMAT will:

- Determine the number of meetings to accommodate and attract public participation.
- Schedule meeting 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 or video recording devices to capture oral comments.

Toolbox: SMAT Mediums (Bi-lingual)

- **Print.** Newspapers and other periodicals.
- **Outdoor.** Advertising on-board buses, bus shelters, and at the transit center.
- **Website.** SMAT will include meeting notices on its website.
- **Web-Based Feedback.** SMAT will explore for future possibility.
- **Email.** SMAT will pilot newsletter in 2019.
- **Radio.** SMAT uses widely, as appropriate.
- **Bus Cards, On-board Flyers.** SMAT regularly uses bus cards and flyers to provide riders with details of service changes and schedules of public meetings and hearings.
- **On-Board Audio Messaging.** SMAT will be exploring the use of its existing technology to provide on-board messaging.
- **In Terminal Public Address System and Scrolling Messages.** SMAT will can incorporate in new buses with video displays in 2019 and future electronic signs.
- **Direct Mail to Community Partners.** SMAT sends notices and flyers in the mail to community partners. In the event of failed deliveries, SMAT will research new address and attempt hand delivery.
- **Public Information Sessions.**
- **Public Hearings.**
- **Legal Notices.**
- **Rider Alerts/Take Ones.** SMAT regularly uses Rider Alerts for passengers to take that detail service changes and schedules of public meetings and hearings.
Rider Alert...

Santa Maria Area Transit is updating its Title VI Program to ensure that the level and quality of SMAT’s services are provided in a nondiscriminatory manner and that the opportunity for full and fair participation is offered to SMAT riders and the community.

SMAT will have open house meetings in Shepard Hall at the Santa Maria Public Library, 421 South McClelland Street for information and public input on the following dates:

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>June 27, 2018</td>
<td>10:00 AM</td>
</tr>
<tr>
<td>Thursday</td>
<td>June 28, 2018</td>
<td>5:30 PM</td>
</tr>
</tbody>
</table>

TOME UNO.....

Aviso al Pasajero

Reuniones sobre el Programa Título VI

Santa Maria Area Transit está actualizando su programa de Título VI para asegurarse que el nivel y la calidad de los servicios de SMAT se proporcionan de manera no discriminatoria y que los pasajeros de SMAT y la comunidad tengan la oportunidad de una participación plena y justa.

SMAT tendrá juntas en las siguientes fechas en la librería pública de Santa María dentro del salón Shepard Hall para recibir información y la opinión del público.

<table>
<thead>
<tr>
<th>Lunes</th>
<th>27 de Junio 2018</th>
<th>10:00 AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martes</td>
<td>28 de Junio 2018</td>
<td>5:30 PM</td>
</tr>
</tbody>
</table>

Aviso al Pasajero...

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SMAT tendrá juntas en las siguientes fechas en la librería pública de Santa María dentro del salón Shepard Hall primer piso para recibir información y la opinión del público.

<table>
<thead>
<tr>
<th>Miércoles</th>
<th>27 de Junio 2018</th>
<th>10:00 AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jueves</td>
<td>28 de Junio 2018</td>
<td>5:30 PM</td>
</tr>
</tbody>
</table>
Outreach and Public Participation

With the special consent of FTA Region IX, SMAT conducted a two open house meetings on June 27 and 28, 2018 to educate the public that the City provide the same and quality service in a non-discrimattory manner and that the opportunity for full and fair participation is offered to SMAT riders and the community.

Attachment A of this document titled “Supplemental: Title VI Outreach Presentation,” details SMAT’s outreach efforts for the preparation of this program update and to fulfill the requirements of this program update.

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, SMAT has assembled a listing of stakeholders with whom we regularly communicate through email and direct mail. A complete list of SMAT’s community stakeholders can be obtained by contacting SMAT.

Stakeholder List

Any community organization or person can be added to SMAT’s stakeholder list and receive regular communications regarding service changes by contacting the SMAT administrative office at (805) 925-0951, Ext. 2225. Local organizations and businesses can also request that a speaker from SMAT attend their regular meeting at the same number or through the SMAT’s website.
SECTION FOUR: LANGUAGE ASSISTANCE PLAN

Improving Access for People With Limited English Proficiency

In order to ensure meaningful access to programs and activities, SMAT uses the information obtained in a Four Factor Analysis to determine the specific language services that are appropriate. This analysis helps SMAT 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 SMAT;
2. The frequency with which LEP persons come into contact with SMAT services and programs;
3. The nature and importance of SMAT’s services and programs in people’s lives; and
4. The resources available to SMAT 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 SMAT'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, SMAT 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 SMAT’s service area consisting of the city limits of Santa Maria, Lompoc, Buellton, Solvang, and the unincorporated areas of Los Alamos, Orcutt, and north Santa Barbara County.
Santa Barbara County Overview

SMAT’s service system encompasses an area of thirty-four square miles in the County of Santa Barbara, California. The primary languages in the county are English and Spanish. Of the total County population (410,921), approximately ten percent (10.32%) or 42,420 residents report speaking English “less than well.” The most populous groups in the category are shown below.

Within the County of Santa Barbara, nearly forty percent (39.68%) of the population of 410,921 reports speaking in a language other than English. Thirty-two percent (32.63%) or 134,064 of the total population speaks Spanish and of that number, thirty-one percent (31%) or 42,420 residents report speaking English “less than well.” Second to Spanish speaking residents are residents speaking other languages representing approximately seven percent (7.06%) or 28,997 or, with twelve percent (12.16%) or 3,526 reporting speaking English “less than 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.

<table>
<thead>
<tr>
<th>Speak English “Less than Well”</th>
<th>Population</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>42,420</td>
<td>10.32%</td>
</tr>
<tr>
<td>Other Indo-European</td>
<td>473</td>
<td>0.12%</td>
</tr>
<tr>
<td>Asian &amp; Pacific Island</td>
<td>2,050</td>
<td>0.50%</td>
</tr>
<tr>
<td>Other</td>
<td>1,003</td>
<td>0.24%</td>
</tr>
</tbody>
</table>

Because SMAT’s service area also includes other cities and unincorporated areas of the county, additional census data was reviewed at the municipal level.

Santa Maria

Within the City of Santa Maria, Sixty-four percent (64.55%) of the population of 93,753 reports speaking in a language other than English. Fifty-eight percent (54.53%) or 54,870 of the total population speaks Spanish and of that number, forty percent (40.97%) or 22,479 residents report speaking English “less than well.” Second to Spanish speaking residents are residents speaking other languages represent approximately six percent (6.02%) or 5,645 or, with approximately twenty-nine percent (29%) or 1,648 reporting speaking English “less than very well.”

Lompoc

SMAT operates intercity service to the City of Lompoc. Within the City of Lompoc, thirty-nine (39.75%) of the population of 39,891 reports speaking in a language other than English. Thirty-six percent (36%) or 14,379 of the total population speaks Spanish and of that number, twenty-nine percent (29.15%) or 4,192 residents report speaking English
“less than well.” Second to Spanish speaking residents are residents speaking other languages (1,478) or approximately five percent (3.71%), with nearly ten percent (9.95%) or 147 reporting speaking English “less than very well.”

**Buellton**
SMAT operates intercity service to the City of Buellton. Within the City of Buellton, twenty-six (26.07%) of the population of 4,691 reports speaking in a language other than English. Twenty-three percent (23.24%) or 1,090 of the total population speaks Spanish and of that number, nearly thirty-three percent (32.94%) or 359 residents report speaking English “less than well.” Second to Spanish speaking residents are residents speaking other languages (133) or approximately three percent (2.84%), with zero percent (0%) or zero (0) reporting speaking English “less than very well.”

**Solvang**
SMAT operates intercity service to the City of Solvang. Within the City of Solvang, twenty-three (23.5%) of the population of 5,374 reports speaking in a language other than English. Nineteen percent (19.09%) or 1,026 of the total population speaks Spanish and of that number, twenty-four percent (24.07%) or 247 residents report speaking English “less than well.” Second to Spanish speaking residents are residents speaking other languages (237) or approximately four percent (4.41%), with nearly four percent (3.8%) or nine (9) reporting speaking English “less than very well.”

**Orcutt**
SMAT operates intercity service to Orcutt (unincorporated). Within Orcutt, sixteen percent (16%) of the population of 28,304 reports speaking in a language other than English. Eleven percent (11.62%) or 3,290 of the total population speaks Spanish and of that number, nearly fifteen percent (14.98%) or 493 residents report speaking English “less than well.” Second to Spanish speaking residents are residents speaking other languages (1,271) or approximately four percent (4.49%), with nearly fourteen percent (14.71%) or 187 reporting speaking English “less than very well.”

**Los Alamos**
SMAT operates local transit service to Los Alamos (unincorporated). Within Los Alamos, thirty-nine percent (39.75%) of the population of 1,270 reports speaking in a language other than English. Thirteen percent (13%) or 308 of the total population speaks Spanish and of that number, thirty-one percent (31.17%) or 96 residents report speaking English “less than well.” Second to Spanish speaking residents are residents speaking other languages (70) or approximately (5.51%), with fifty percent (50%) or thirty-five (35) reporting speaking English “less than very well.”
The table below summarizes SMAT’s service area:

<table>
<thead>
<tr>
<th>Area</th>
<th>Speak Spanish</th>
<th>Spanish Speaking English “Less than Well”</th>
<th>Speak other Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>10,407,915</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>County of Santa Barbara</td>
<td>134,064</td>
<td>32%</td>
<td>7%</td>
</tr>
<tr>
<td>Santa Maria</td>
<td>54,870</td>
<td>41%</td>
<td>6%</td>
</tr>
<tr>
<td>Orcutt</td>
<td>3,290</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Lompoc</td>
<td>14,379</td>
<td>29%</td>
<td>4%</td>
</tr>
<tr>
<td>Los Alamos</td>
<td>308</td>
<td>31%</td>
<td>6%</td>
</tr>
<tr>
<td>Buellton</td>
<td>1,090</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>Solvang</td>
<td>1,026</td>
<td>24%</td>
<td>4%</td>
</tr>
</tbody>
</table>

The Locations of the LEP Community

While the need to provide language services to the Spanish speaking population in the SMAT 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.”
SMAT 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 Santa Maria, Buellton, Solvang, and Lompoc, and unincorporated Los Alamos 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 also true in SMAT’s suburban communities; and
- The LEP population (Spanish) is concentrated in the core of SMAT’s service area.

Additionally:

- There is a need to translate documents and outreach materials into Spanish (SMAT 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 2 – Frequency of LEP Use

There are a large number of places where SMAT riders and members of the LEP population can come into contact with SMAT services including the use of fixed route and demand response buses, calls to customer service representatives, reservation agents, and SMAT’s outreach materials. An important part of the development of SMAT’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 SMAT’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);
- Automatic, service related audio announcements on-board SMAT buses; and
- Service related posters at SMAT’s bus terminal.

To better understand the frequency with which LEP riders come into contact with SMAT services, SMAT conducted internal surveys of customer service staff, paratransit reservation agents, administrative staff, and both fixed route and demand response drivers. The survey tool was aimed at determining what language skills already exist among SMAT employees and the number and nature of encounters with riders or other community members where language has been a barrier.

SMAT distributed a language survey to its employees. The objective of the survey was to evaluate the needs of SMAT customers who are not able to communicate in English. The first question asked employees was if they could communicate in a language other than English, and if so, what language or languages.

Although varying degrees of fluency were indicated, 16 of the 23 respondents could speak one or more languages other than English.

- 12 speak Spanish or Spanish Creole
- 2 speak Other

Next, the survey asked if, in the previous year, employees had encountered customers who were unable to communicate in English and how often they heard or did not hear one of ten languages.
LEP Customer Encounters

<table>
<thead>
<tr>
<th>Language</th>
<th>Not at All</th>
<th>Rarely</th>
<th>Occasionally</th>
<th>Sometimes</th>
<th>Very Often</th>
<th>Frequently</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>French</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italian</td>
<td>22</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portuguese</td>
<td>20</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>German</td>
<td>22</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greek</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persian</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hindi</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td>17</td>
<td>3</td>
<td>2</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Japanese</td>
<td>17</td>
<td>3</td>
<td>2</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Tagalog</td>
<td>18</td>
<td>1</td>
<td>2</td>
<td></td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Any Other Language</td>
<td>20</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The next survey question asked what type of needs or requests for assistance had employees received from LEP customers. Those responses included:

<table>
<thead>
<tr>
<th>Reason</th>
<th>Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help with route information</td>
<td>16</td>
<td>27</td>
</tr>
<tr>
<td>Help with directions</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td>Help with bus schedule times</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>Help with translation</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>Help with ADA information</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>No response</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

The information obtained through this survey indicates a moderate number of SMAT staff members responding to the survey (23%) speak one or more languages other than English, many speaking Spanish. Additionally, riders speaking Spanish are among the most frequently encountered LEP populations.

Community Partners
As part of this assessment, SMAT also canvassed its community partners to assess the extent to which they come into contact with LEP populations. SMAT asked the partner agencies to estimate the percent of clients they interact with who would have limited English proficiency using the following questionnaire:

1. Do you encounter non-English speaking/reading people who need your services?
Of the six respondents, six (6) (100%) noted that they did encounter clients with limited English proficiency.

2. If so, what are the top three (3) languages that you encounter?
   - The six (6) respondents noted the following languages: Spanish, Mexteco, and Portuguese.

3. How do you address language barriers?
   - Respondents use a variety of processes to address language barriers including bi-lingual staff and bilingual print.

4. Do you find language to be a barrier in preventing you from providing service?
   - All respondents indicated that language was not a barrier from providing their services.

Community Partners
- Chamber of Commerce
- Santa Maria-Bonita School District
- Santa Maria Joint Union High School District
- Allan Hancock College
- The Village Apartments
- SMOOTH Transportation
Consulting Directly with the LEP Population

In addition to the census data, internal survey of employees and outreach to community partners, SMAT conducted a survey on May 31, 2018, June 1, 2018, and June 3, 2018 to its riders. Below are the questions and responses to the surveys.

1. Languages spoken at home?

<table>
<thead>
<tr>
<th>Language</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish &amp; English</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Spanish Only</td>
<td>36</td>
<td>27</td>
</tr>
<tr>
<td>English Only</td>
<td>66</td>
<td>49</td>
</tr>
<tr>
<td>English &amp; Tagalog</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>English &amp; American Sign Language</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish &amp; Mixteco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish &amp; Zapoteco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish &amp; Chinese</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arabic</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Indonesian</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Japanese</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

2. Is language a barrier to accessing SMAT services?

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>14</td>
</tr>
<tr>
<td>No</td>
<td>118</td>
</tr>
</tbody>
</table>

3. Is language a barrier to accessing SMAT outreach materials?

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>15</td>
</tr>
<tr>
<td>No</td>
<td>116</td>
</tr>
</tbody>
</table>

4. Is language a barrier to access SMAT customer service?

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>12</td>
</tr>
<tr>
<td>No</td>
<td>118</td>
</tr>
</tbody>
</table>
5. Reasons for using bus service?

<table>
<thead>
<tr>
<th>Language</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save Gas &amp; Money</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Only Transportation or No Car</td>
<td>71</td>
<td>33</td>
</tr>
<tr>
<td>School</td>
<td>42</td>
<td>20</td>
</tr>
<tr>
<td>Work</td>
<td>34</td>
<td>16</td>
</tr>
<tr>
<td>Doctor Appointments</td>
<td>22</td>
<td>10</td>
</tr>
<tr>
<td>Do Not Know How to Drive</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Leisure</td>
<td>24</td>
<td>11</td>
</tr>
</tbody>
</table>

Riders surveys were supplied at the Downtown Santa Maria Intermodal Transit Center and on-board the buses.
Factor 3: The Importance of SMAT Service to People’s Lives

Access to the services provided by SMAT, both fixed route and demand response are critical to the lives of many in SMAT’s service area. Many depend on SMAT’s fixed route services for access to jobs and for access to essential community services like schools, shopping, and medical appointments. Riders eligible for service under the American’s with Disabilities Act (ADA) require service for the same reasons. Because of the essential nature of the services and the importance of these programs in the lives of many of the region’s residents, there is a need to ensure that language is not a barrier to access.

In a Spring 2008 survey of 832 SMAT riders, eighty-three percent (83%) reported that they do not have a car available for their transportation needs. SMAT also asked riders: “For what purpose do you use the bus?” Forty-seven percent (47%) of the riders responding reported that they use the bus more than several times a week with purposes ranging from twenty-nine percent (29%) for work, fifteen percent (15%) for shopping, and thirty-three percent (33%) for school – all essential trip purposes.

Based on the survey from the bus riders, for the most part, limited English is not a barrier to using these services. However, nearly twenty percent (20%) that did express otherwise Critical information from SMAT which can affect access includes:

- Route and schedule information
- Fare and payment information
- Information regarding making the best use of the system (How To)
- Service announcements
- Safety and security announcements
- Complaint and comment forms
- Outreach related to opportunity for public comments
- Information about demand response services under the ADA and other special programs
- What to do in an emergency (where to look for service change announcements)

The City will be including a survey of SMAT riders as part of their preparation of their Short Range Transit Plan (SRTP) in FY 2019. The survey from the 2019 SRTP will replace the 2008 survey.
Example: SMAT Interior Signage

<table>
<thead>
<tr>
<th>We want your ride with us to be safe, clean, on-time and friendly.</th>
<th>Queremos que viaje con nosotros en un ambiente seguro, limpio y agradable, y llegue puntual a su destino</th>
</tr>
</thead>
<tbody>
<tr>
<td>If we are not meeting your expectations you can tell us by calling (805) 925-0951, x225 or visiting the customer service agent at the Transit Center</td>
<td>Si no estamos cumpliendo con sus expectativas usted puede llamarnos al (805) 925-0951, x225 o visitar al agente de servicio al cliente en el centro de tránsito.</td>
</tr>
</tbody>
</table>

Factor 4: Resources and Costs for LEP Outreach

SMAT 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 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 SMAT’s marketing and outreach budget.

Costs are predominantly associated with translation services and material production.
SECTION FIVE: Findings and Outcomes

Findings from Surveys

From the Employee Survey, the findings are:
- Majority of the employees are bilingual in Spanish.
- Spanish is the most frequent non-English language employees' encounter
- Route information, directions, and bus schedule times are the highest request from customers.

From the Community Partner Survey, the findings are:
- All community partners encounter clients who are non-English speaking or cannot read the English language.
- Spanish is the most prevalent non-English speaking language.
- Having bilingual staff and bilingual print are the most prevalent strategies to overcome barriers.
- Language is not a barrier to providing services.

From the Bus Rider Survey, the findings are:
- Nearly one third speak Spanish
- For the most part, language is not a barrier to riding SMAT, customer service, and outreach materials.
- Primary reason for riding the bus is to attend school and no other transportation option.

New tools and alerting riders of language assistance

Following the "Four Factor Analysis", SMAT concluded that, while there is currently extensive outreach and materials for the Spanish speaking LEP population of the service area. The City has added the following assistance in 2016:

1. Adding translation services for telephone communications with customer service representatives; and
2. Assigning staff to reach out to LEP community to improvement community.

Since language is not currently a barrier to accessing the City buses services, no new tools have been identified to provide language assistance at this time. As the City implements new technology to bus riders (i.e. real time schedule information, alerts), the City will ensure that language is not a barrier to benefit from these improvements.
Additional recommendations learned from the internal staff survey include:

1. Offering employees conversational or transit specific language training;
2. Explore strategies to reduce barriers. This can be included in the next short-range transit plan.

SMAT is considering all or has implemented some of these items.

**Oversight**

Monitoring, Evaluating, and Updating the Language Assistance Plan and Public Participation Process.

In 2016, SMAT has hired a new Transit Services Coordinator. One of the responsibilities of this position will be to improve community engagement to ensure compliance with SMAT’s Title VI Plan, Public Participation Program, Language Assistance Plan, and other community outreach efforts. The monitoring of the Language Assistance Plan will include:

- Annual reviews of regional census data for changing patterns of LEP populations;
- Ongoing collaboration with regional partners;
- Ongoing review of translation requests at SMAT’s website and other material; and
- Post Event Assessments (PEA).

**Post-Event Assessments**

Following service changes, fare increases and planning projects, the Transit Services Coordinator will assess the effectiveness of public involvement against the goals established in this plan. 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?
Training Employees

RATP Dev is the incoming operations and maintenance contractor beginning on July 1, 2018.

RATP Dev will be retaining the existing staff from the incumbent transit contractor. Currently, office staff are significantly bilingual. Dispatch and customer service are bilingual or they will have bilingual staff readily available. RATP Dev also utilizes translation applications (i.e. Google Translate) to assist in communication with customers who have limited English proficiency as needed.

Drivers have basic knowledge of common words and phrases used by the Spanish speaking community when riding the bus. Drivers have “Language Card” that consists of basic Spanish words and phrases that drivers may encounter. If needed, drivers can contact dispatch for translation assistance.
Translation of Vital Documents

SMAT has translated many vital documents into Spanish and is in the process of translating others.

<table>
<thead>
<tr>
<th>Document</th>
<th>Translation Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil Rights Complaint Form</td>
<td>Done</td>
</tr>
<tr>
<td>ADA Eligibility Applications</td>
<td>Done</td>
</tr>
<tr>
<td>ADA Service Overview Booklet</td>
<td>Done</td>
</tr>
<tr>
<td>Service change announcements</td>
<td>Done, On-Going</td>
</tr>
<tr>
<td>On-board notices</td>
<td>Done, On-Going</td>
</tr>
<tr>
<td>Notification of free language services</td>
<td>SMAT currently will orally assist Spanish speaking riders on transit documents</td>
</tr>
<tr>
<td>Printed Media</td>
<td>Done</td>
</tr>
<tr>
<td>Service Complaint Forms</td>
<td>Done</td>
</tr>
</tbody>
</table>
SECTION SIX: Decision Making Bodies

City Council (Elected Members)

At SMAT, 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, and one (1) elected Mayor.

The City encourages all residents, minorities, women, and, persons with disabilities who live in the City of Santa Maria to serve on committees and boards.

Service Review Committee (Non-Elected Members)

SMAT also has a Service Change Committee consisting of the Transit Services Manager, Transit Services Coordinator, the Operations Manager, Training Manager, and the Operations Manager. This committee is an ad hoc group which meets during service changes. In addition, the membership of the committee may vary depending on the level of services changes.

<table>
<thead>
<tr>
<th>Body</th>
<th>Caucasian</th>
<th>Latino</th>
<th>African American</th>
<th>Asian American</th>
<th>Native American</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Council</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Service Review Committee</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
SECTION SEVEN:
Service Standards and Policies

SMAT has developed a set of quantifiable service standards and policies. These service standards were updated in 2012 through a public participation process, approved by SMAT’s City Council and with the input of SMAT’s Passenger Advisory Committee (PAC). These service standards and policies include:

- Vehicle Load
- Headways (Frequencies)
- On-time Performance (Schedule Adherence)
- Service Availability
- Vehicle Assignment Policy
- Transit Amenity Policy

SMAT advertised and held a public information session to receive comments on the proposed standards. During the session, SMAT staff presented an overview of the components of SMAT’s public participation process as well as the various policies and standards. A copy of the presentation is available by contacting SMAT.

The City encourages all residents, minorities, women, and, persons with disabilities to participate in the service design stage for the City’s public transportation services. The City relies on early, continuous, and meaningful input from the community when changing and designing new service. This requires outreach to the community to insure that staff can receive input, review and analyze input, and schedule follow-up meetings to share the revised service design to the community. Outreach meetings are scheduled at staggered times to accommodate various schedules. Notification of the workshops include Spanish speaking newspapers, local papers, bus cards in buses, and public service announcements. The information is presented in English and Spanish. A Spanish translator is also in attendance. Based on this approach, service design is not discriminatory.
Example: Public Meeting Announcements

Public Workshop Notice Unmet Transit Needs
Join us for the public workshop on UNMET TRANSIT NEEDS
Hosted by the City of Santa Maria Transit Division

Thursday, October 26, 2017
Shepard Hall, City of Santa Maria
Public Library, 1st floor 5:30 PM

In compliance with the Americans with Disabilities Act, individuals needing special accommodations to participate in the meeting should contact SMAT at least three working days prior to the meeting at (805) 928-5624.

Acompáñenos a un taller público sobre el servicio de autobuses presentado por el transporte de la ciudad de Santa Maria
Jueves, 26 de Octubre del 2017
En Shepard Hall, el primer piso
En la biblioteca de la ciudad a las 5:30 PM

Conforme a ley de Americanos con Incapacidades personas que necesitan adaptaciones especiales para participar al taller público favor de contactar SMAT por lo menos tres días antes de la reunión al (805) 928-5624.

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Rider Alert...

Información Importante...

Propuesta de cambios al Servicio Nocturno
La Ciudad de Santa María necesita su opinión
Le invitamos a acompañarnos al Centro de Transito:
- 12 y 13 de Febrero del 2014 entre las 6:30PM y las 8:30PM
- 14 de Febrero del 2014 entre las 11:00AM y las 1:00PM
para dar su opinión sobre los nuevos cambios que le afectan a usted.

---

SMAT Title VI Program

August 1, 2018
Vehicle Load

Vehicle load is expressed as the ratio of passengers to the total number of seats on a vehicle.

<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Seated Capacity</th>
<th>Standing Capacity</th>
<th>Total Capacity</th>
<th>Preferred</th>
<th>Average Load</th>
<th>Maximum Load</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gillig 40’</td>
<td>41</td>
<td>42</td>
<td>83</td>
<td>1</td>
<td>0.63</td>
<td>1.80</td>
</tr>
<tr>
<td>Gillig BRT 40’</td>
<td>41</td>
<td>42</td>
<td>83</td>
<td>1</td>
<td>0.32</td>
<td>1.00</td>
</tr>
<tr>
<td>Gillig 35’</td>
<td>31</td>
<td>45</td>
<td>76</td>
<td>1</td>
<td>--¹</td>
<td>1.50</td>
</tr>
<tr>
<td>Gillig 30’</td>
<td>26</td>
<td>37</td>
<td>63</td>
<td>1</td>
<td>--¹</td>
<td>1.50</td>
</tr>
<tr>
<td>Transtar 25’</td>
<td>14</td>
<td>11</td>
<td>25</td>
<td>1</td>
<td>0.09</td>
<td>1</td>
</tr>
<tr>
<td>El Dorado 25’</td>
<td>14</td>
<td>11</td>
<td>25</td>
<td>1</td>
<td>0.09</td>
<td>1</td>
</tr>
<tr>
<td>Starcraft 25’ Gillig</td>
<td>14</td>
<td>11</td>
<td>25</td>
<td>1</td>
<td>0.09</td>
<td>1</td>
</tr>
</tbody>
</table>

¹ Delivered, not in service as of June 12, 2018

Vehicle Headway (Frequency)

Vehicle headway is the amount of time between two (2) buses traveling in the same direction on a given route. SMAT buses are scheduled with a variety of frequencies based generally on demand. Routes are scheduled in 30 and 60 minute frequencies.

Policy Headways and Periods of Operation

<table>
<thead>
<tr>
<th>Service</th>
<th>Weekday Peak</th>
<th>Weekday Off Peak</th>
<th>Saturday</th>
<th>Saturday Off Peak</th>
<th>Sunday Peak</th>
<th>Sunday Off Peak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>30</td>
<td>30</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Intercity</td>
<td>60</td>
<td>90</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

On-Time Performance

Among the most important service standard for riders is on-time performance or adherence to published schedules.

- A vehicle is considered on-time if it departs a scheduled time point no more than two minutes early and no more than five (5) minutes late.
- SMAT’s on-time performance objective is 95% or greater.
Service Availability – Access to the Bus

SMAT currently provides transit service so that ninety (90%) of all residents of the City of Santa Maria 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.

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.

Transit Amenity Maintenance

SMAT has over 180 stops in the service area – many located and installed more than 30 years ago. 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.

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

Monitoring Service Standards

For the on-going monitoring and measurement of service standards and policies, SMAT uses the following schedule and methods:

<table>
<thead>
<tr>
<th>Service Standard/Policy</th>
<th>Sample Schedule</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle Load</td>
<td>All Routes Bi-Annually</td>
<td>On-Board Surveys on Fixed Route Buses</td>
</tr>
<tr>
<td>Vehicle Headways</td>
<td>Assessed Annually as Part of Service Planning</td>
<td>Service Review</td>
</tr>
<tr>
<td>On-Time Performance</td>
<td>Assessed Monthly</td>
<td>Ride Checks</td>
</tr>
<tr>
<td>Service Accessibility</td>
<td>Assessed Annually as Part of Service Planning</td>
<td>Service Review</td>
</tr>
<tr>
<td>Vehicle Assignment Policy</td>
<td>Assessed Annually</td>
<td>Service Review</td>
</tr>
</tbody>
</table>
Summary of Changes
Service Changes Since 2016

Since SMAT's previous Title VI Plan Submission there have been changes in SMAT's fare structure and evening service changes. The city conducted the following outreach efforts for public comments:

<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Description</th>
<th>Date</th>
<th>Type</th>
<th>Attendance</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SRTP Service Changes 2014</td>
<td>Presented recommendations from the consultant to riders for service changes, fare increase, and days of service. All meetings were at the transit center. Due to no attendance, staff divided into teams and made presentations on the bus directly to evening service riders.</td>
<td>Feb 12-14, 2014</td>
<td>Openhouse</td>
<td>14</td>
<td>Particpants preferred Alternative 2. They like the idea that evening routes mirrored the day time routes. There were no comment regarding fare increases.</td>
</tr>
<tr>
<td></td>
<td>SRTP Service Changes 2015</td>
<td>Presented revised recommendations from the consultant to riders for service changes, fare increase, and days of service.</td>
<td>Oct 28, 2015 Nov 2, 3, 6,10 &amp; 11, 2015</td>
<td>Openhouse</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ecolane Rollout</td>
<td>Informal meeting to discuss the new dispatching software and ADA dispatching and scheduling</td>
<td>July 7, 2016</td>
<td>Informal</td>
<td>10</td>
<td>Participants as for clarifications and welcomed our ability to schedule more trips.</td>
</tr>
<tr>
<td>#</td>
<td>Name</td>
<td>Description</td>
<td>Date</td>
<td>Type</td>
<td>Attendance</td>
<td>Comments</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------</td>
<td>-----------</td>
<td>-----------</td>
<td>------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Service Changes 2017</td>
<td>Announcement on January 24, 2017 to riders of rollout of service changes proposed in 2014 &amp; 2015. Effective date was 2/13/2017</td>
<td>Jan 24, 2017</td>
<td>Flyers</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td></td>
<td>Unmet Transit Need 2017</td>
<td>Workshop to identify unmet transit needs (for state funding requirement), receive general operating comments.</td>
<td></td>
<td></td>
<td>9</td>
<td>Comments included, technology improvements (i.e. real schedule information,, more peak level service.</td>
</tr>
<tr>
<td></td>
<td>DBE Goal Setting 2018</td>
<td>Presentation and public input meeting to informed the public of contracting opportunities, rules, methodolgy, and goal for the next triennial period.</td>
<td>6/5/2018</td>
<td>Workshop</td>
<td>0</td>
<td>NA</td>
</tr>
</tbody>
</table>
Construction Equity Analysis

SMAT has not constructed a facility since the previous year. There has been no construction since then. When SMAT plans to construct or expand a facility, maintenance facility, transit hub, or operation center, the City will include a copy of the Environmental Justice Analysis conducted during the planning stage with regard to the location of the facility. The following principles will be applied in the analysis:

1. To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations;
2. To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process; and
3. To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

SMAT will follow federal guidance provided in FTA Circular 4703.1 (August 2012).

The City will be constructing a bus yard expansion adjacent to the existing bus yard at 1303 Fairway Drive, Santa Maria, CA. The zoning to the bus yard expansion project site and the existing bus yard is industrial, light manufacturing and commercial manufacturing. The area is not zoned for residential use and no individual lives in direct proximity of the project site. The City submitted a Categorical Exclusion document on September 13, 2013 to the Federal Transit Administration. On November 25, 2013, the City of Santa Maria received a letter from the Federal Transit Administration making the determination that this project meets the criteria for Categorical Exclusion under 23 C.F.R Section 771.118(a) and (d). Because of the project location is zoned for industrial, and there are no persons who are minority or non-minority, no minority and low-income population will be affected by this project.
SECTION EIGHT: 
Program Specific Requirements

Title VI Monitoring
The City developed monitoring procedures to insure that the City’s subrecipients’ comply to the Federal Transit Administration’s requirements for receipt of federal funds. These monitoring procedures include Title VI requirements.

Subrecipient Compliance
The City of Santa Maria has developed Federal Oversight Standard Operating Procedures for Subrecipient Review.

The City of Lompoc, the City of Guadalupe, and Santa Barbara County Association of Governments (SBCAG) are subrecipients because the City is the grantee for their one or more bus purchases using federal funds. The City meets to explain the requirements with the subrecipients. The City will provide any explanation and assists the subrecipients to develop reports to efficiently collect the information needed. The reports are due to the City:

- Title VI Policy
- Title VI Bus Notifications
- Preventative Maintenance
- Public Participation Policy
- Grant Reconciliation
- Cost Allocation Plan
- Charter Service Program
- Tripper Schedule
- ADA Training
- Route Deviation
- Complementary Paratransit Service
- Drug & Alcohol
- Half Fare Policy
- Inventory & Assets
- DBE Plan
- Maintenance Plan
- EEO Program
- School Bus Program
- ADA Service Provisions
- ADA Maintenance
- ADA Complaint Procedures

The City meets with the subrecipients annually or more in the event there is change in reporting requirement.

Below summarizes the process for subrecipient compliance:

The process to review and monitor subrecipient compliance is:
1. At the beginning of each fiscal year, the City will review the reporting requirements. Reference documents are the current Triennial Review Manual and circulars located on the Federal Transit Administration website.
2. City will schedule a meeting with the subrecipients to review reporting and updates, if any.
3. As part of the meeting with the subrecipients, the City will schedule on-site visits. The City will request the following documents to be submitted to the City at the on-site visits: Title VI Policy, Limited English Plan, Title VI Bus Notifications, MIS reports, Public Participation Plan, Maintenance Plan, Cost Allocation Plan, fare policy, and other required information.

4. The City will develop inspection checklist prior to on-visits. The inspection checklist will consist of all required items, reference, pass/fail, and corrective action.

5. The inspection check list will also include of required elements for document requests.

6. The City will schedule individual meetings to review findings and corrective action, if any.

7. The City will send Letter of Findings and Corrections to subrecipients. Letter will summarize findings, expected corrective actions, and completion date.

8. The City will be available to clarify and/or assist subrecipients.

9. The City will send close-out letters when all findings have been completed.

SMAT provides oversight of these operations including Title VI. Based on the 2017 Final Report from the Federal Transit Administration Triennial Review, there were no Title VI findings, including SMAT’s oversight of these operators.

**Equity Analysis for Facility**
During the past three (3) years, SMAT has not constructed a vehicle storage, operations, or center of maintenance facility.

**Demographic Service Profile**
Because SMAT operates fewer than 50 buses in peak service, a demographic service profile was not prepared for this plan update.
SECTION NINE: Grants, Reviews and Certifications

Pending Applications for Financial Assistance
SMAT has no pending applications for financial assistance from any federal agency other than the FTA.

Pending FTA Grants
None

Open FTA Grants
- CA-2016-063-00 OpAsst, CapAsst, Othr,
- CA-2017-002-00 RepBuses
- CA-2018-008-00 OpAsst, CapAsst

Civil Rights Compliance Reviews in the Past Three (3) Years
SMAT has not been the subject of any such reviews.

Recent Annual Certifications and Assurances
SMAT executed its most recent Certification and Assurances to the FTA for 2018. The City is current.

Previous Triennial Review Findings
SMAT’s 2017 Triennial Review resulted in no findings with respect to its Title IV Plan/activities.
SECTION TEN: Contact

For additional information on the Santa Maria Area Transit’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:

- Austin O’Dell, Transit Services Manager
  City of Santa Maria (d.b.a. Santa Maria Area Transit)
  110 S. Pine Street, Suite 101
  Santa Maria, CA  93458
  Tel: (805) 925-0951 Extension 2480
  E-Mail: aodell@cityofsantamaria.org
SECTION ELEVEN:
Resolution

RESOLUTION NO. 2018-94

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF SANTA MARIA, CALIFORNIA, APPROVING THE TITLE VI
PROGRAM UPDATE FOR THE SANTA MARIA AREA TRANSIT
PUBLIC TRANSPORTATION SERVICES

WHEREAS, the City of Santa Maria (City) receives funds from Federal Transit
Administration (FTA) Section 5307 funds for capital and operating assistance funds; and

WHEREAS, the City provides fixed route and Americans with Disabilities Act
(ADA) transit services in the City limits and north Santa Barbara County; and

WHEREAS, FTA requires transit operators to submit a Title VI Program Update
every three (3) years as a condition of receipt of FTA Section 5307 funds; and

WHEREAS, the City has prepared its Title VI Program Updated, effective August
1, 2018, in accordance to FTA Circular 4702.1B.

NOW, THEREFORE, IT IS HEREBY RESOLVED by the City Council of the City
of Santa Maria, California, as follows:

The City of Santa Maria’s Title VI Program Update for the Santa Maria Transit
Public Transportation Services is approved.

The Chief Deputy City Clerk is hereby authorized to make minor changes
herein to address clerical errors, so long as substantial conformance of the intent of
this document is maintained. In doing so, the Chief Deputy City Clerk shall consult
with the City Manager and City Attorney concerning any changes deemed
necessary.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of
Santa Maria held this 17th day of July 2018.

/\ ALICE M. PATINO
Mayor

ATTEST:

/\ RHONDA M. GAREIS
Chief Deputy City Clerk

/\

/\

/\
ATTACHMENT A: Supplemental: Title VI Outreach Presentation
[See following pages]
SUPPLEMENTAL:
Title VI Outreach Presentation
Period FFY 2019 to FFY 2021

City of Santa Maria Department of Public Works, Transit Division 110 S. Pine Street, #101 Santa Maria, CA 93458 805.925.0951 x2225 Austin O’Dell, Transit Services Manager

INTRODUCTION AND PURPOSE OF SUPPLEMENTAL DOCUMENT
This supplemental document encompasses the meeting summary of the Title VI Presentation for the Transit Division of the City of Santa Maria Public Works for the Period of FFY 2019 to FFY 2021. Whereas the Title VI document maintains the findings of the population, it does not include a summary of the outreach presentations.

The purpose of this supplemental document is to fulfill the community outreach component and provide a summary of the City’s outreach effort and findings.

COMMUNITY OUTREACH

Meeting Dates and Locations. Title VI community outreach meetings were held on June 27, 2018 at 10:00 a.m. and June 28, 2018 at 5:30 p.m. at the City of Santa Maria Library, Shepard Hall, 421 South McClelland Street, Santa Maria, CA.
Purpose of Meeting. The purpose of the meeting was to invite the public into an understanding of the following: the Title VI Program, Santa Maria Area Transit's (SMAT) Complaint Procedures, SMAT’s Public Participation Plan, SMAT's Limited English Proficiency Population, and SMAT’s Service Standards. Participants were then encouraged to ask questions to improve the conduciveness of the program.

Noticing and Advertising. The meeting notices and flyers were posted and/ or noticed at the following locations: Two separate Vallartas(Supermarket), the Bus Yard, SMAT buses, on the City’s Website, PSAs on KSOY and KSBY, Santa Maria Times(local newspaper), and Que Pasa(Spanish Newspaper).

Limited English Accommodation. Staff was available that speaks fluent Soaniush were in attendance to provide translation if necessary.

Meeting Agenda. The meeting agenda for the community outreach meeting was:

1. Introductions
2. Explanation of the Title VI Program
3. Explanation of Complaint Procedure
4. Public Participation Goal and Objective Highlights
5. Explanation of Participation Triggers
7. Employee Surveys Presented
8. Community Partner Surveys Presented
9. Bus Rider Surveys Presented
10. Limited English Proficiency Outcomes Presented
11. Service Standards Presented
12. Questions and Answers

Meetings and Materials. Staff presented a PowerPoint presentation of the meeting agenda to explain the Title VI program. A comment form was also provided for participants to share comments.

Attendance. At the June 27, 2018 presentation, seven members of the community attended the meeting. At the June 28, 2018 meeting, three members of the community attended the meeting. Three staff members attended each meeting.

Meeting Summaries.

June 27, 2018, 10:00 AM ○ Staff gave presentation (see PowerPoint slides below).
No questions and comments were received relevant to the Title VI Program.

June 28, 2018, 5:30 PM  o Staff gave presentation (see PowerPoint slides below).
  o No questions and comments were received relevant to the Title VI Program.

Attachments

A. Presentation Flyers
B. Presentation PowerPoint Slides
C. Sign-In Sheets
D. Commentary Forms
Rider Alert...

Santa Maria Area Transit is updating its Title VI Program to ensure that the level and quality of SMAT’s services are provided in a nondiscriminatory manner and that the opportunity for full and fair participation is offered to SMAT riders and the community.

SMAT will have open house meetings in Shepard Hall at the Santa Maria Public Library, 421 South McClelland Street for information and public input on the following dates:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>June 27, 2018</td>
<td>10:00 AM</td>
</tr>
<tr>
<td>Thursday</td>
<td>June 28, 2018</td>
<td>5:30 PM</td>
</tr>
</tbody>
</table>

Aviso al Pasajero...

Santa Maria Area Transit está actualizando su programa de Título VI para asegurar que el nivel y la calidad de los servicios de SMAT se proporcionan de manera no discriminatoria y que los pasajeros de SMAT y la comunidad tengan la oportunidad de una participación plena y justa.

SMAT tendrá juntas en las siguientes fechas en la librería pública de Santa Maria dentro del salon Shepard Hall primer piso para recibir información y la opinión del público.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Miércoles</td>
<td>27 de Junio 2018</td>
<td>10:00 AM</td>
</tr>
<tr>
<td>Jueves</td>
<td>28 de Junio 2018</td>
<td>5:30 PM</td>
</tr>
</tbody>
</table>
TITLE VI PROGRAM UPDATE

SANTA MARIA AREA TRANSIT (SMAT)
Prepared by Austin O’Dell
June 2018

PURPOSE OF THIS MEETING

- Review Title VI Program
- Review SMAT’s Complaint Procedures
- Review SMAT’s Public Participation Plan
- Review SMAT’s Limit English Proficiency Population
- Review SMAT’s Service Standards
TITLE VI PROGRAM
WHAT IS TITLE VI?

> The short answer is: It’s Civil Rights

The long answer is.....
This program has been prepared to ensure that the level and quality of SMAT’s bus and ADA Paratransit services are provided in a nondiscriminatory manner and that the opportunity for full and fair participation is offered to SMAT’s riders and other community members.

and ..... SMAT has examined the need for services and materials for persons from whom English is not their primary language and who have a limited ability to read, write, speak, or understand English.

SMAT is committed to ensuring that no person is excluded from participation or denied services on the basis of race, color or national origin.

TITLE VI PROGRAM
REQUIRED NOTICING

> Bus Cards
> Flyers

**RIDER ALERT**
Santa Maria Area Transit (SMAT) does not discriminate on the basis of race, color, and national origin in accordance to Title VI of the Civil Rights Act of 1964 (42 U.S.C. section 2000d) and the Americans with Disabilities Act (42 U.S.C. section 12101 et seq.). To file a complaint, contact the SMAT Transit Services Manager (805-925-0361 x 225).

**AVISO AL PASAJERO**
Santa Maria Area Transit (SMAT) no discrimina en base a raza, color y origen nacional conforme al Título VI de la Ley de Derechos Civiles de 1964 (42 U.S.C. sección 2000d). Para presentar una queja, comuníquese con el administrador de servicios de tránsito SMAT (805-925-0361 x 225).
Any person who believes he/she has been discriminated against on the basis of race, color, or national origin by SMAT may file complaint.

Complaint Form
The form is available at SMAT’s administrative office or at it’s website: http://www.cityofantamaria.org/cit-government/departments/public-works-services/public-transit-services

1. Submit a Complaint Form as soon as possible. Form must be complete. SMAT will investigate complaints up to 180 days after alleged incident.
2. SMAT will investigate Complaint Forms that are complete. SMAT will send a letter acknowledging the complaint and if SMAT will investigate the complaint.
3. SMAT has 30 days to investigate the complaint. The investigator may request additional information. The Complainant has 30 days from the date of the letter to send requested information to the investigator.
TITLE VI PROGRAM
COMPLAINT PROCEDURE (CONTINUED)

4. Follow-Up. If the investigator is not contacted or does not receive requested information within 30 days, SMAT can administratively close the case.

5. **Two possible outcomes:** Letter of Finding or Closure Letter

**Letter of Finding**
Summary of allegations & interviews, explains disciplinary action, if additional training was required or other. The Complainant has 10 days to appeal.

**Closure Letter**
Summary of allegations & there was no Title VI violation and the case is closed. The Complainant has 10 days to appeal.

TITLE VI PROGRAM
PUBLIC PARTICIPATION GOAL-HIGHLIGHTS

1. **Clarity.** How participants can influence.
2. **Consistent Communication.** SMAT communicates to its riders for public input.
3. **Diversity.** Participants represent a range of backgrounds.
4. **Participant Satisfaction.** Participants feel its worth to provide feedback.
5. **Quality Input and Participation.** Comments are useful for SMAT to contribute to improving service.
TITLE VI PROGRAM
PUBLIC PARTICIPATION OBJECTIVES-HIGHLIGHTS

Key Principles:
1. Flexibility. Various meeting times to encourage participation.
2. Inclusiveness. Outreach to low income, minority, and limited English proficiency population.
3. Respect. All feedback will be given careful and respectful consideration.
4. Proactive and Timeliness. Participation methods will allow for early involvement and be on-going.
5. Clear, Focused and Understandable. Participation methods will have a clear purpose & use for the input.

TITLE VI PROGRAM
PUBLIC PARTICIPATION TRIGGERS

<table>
<thead>
<tr>
<th>Fare/Service Changes</th>
<th>Exceptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Fare Increase is being considered</td>
<td>1. Minor fare change for temporary promotional fares.</td>
</tr>
<tr>
<td>2. New Route is established.</td>
<td>2. Minor service changes</td>
</tr>
<tr>
<td>3. An existing route is proposed for elimination.</td>
<td>3. Experimental/emergency service</td>
</tr>
<tr>
<td>4. Reduction of 25% or more of daily miles of a route</td>
<td>4. Seasonal service variation.</td>
</tr>
<tr>
<td>5. Reduction of 25% or more of route miles of a route</td>
<td>5. Any emergency/experimental service more than 275 days will require public comments.</td>
</tr>
<tr>
<td>6. Minor changes will require postings (60 days in advance)</td>
<td></td>
</tr>
</tbody>
</table>
TITLE VI PROGRAM
PUBLIC PARTICIPATION PLANNING PROCESS

1. Staff Task Force to prepare draft public document
2. Review draft public document
3. Conduct a Title VI review to address any issues, if any.
4. Schedule meetings
5. Translate materials to Spanish for outreach and meetings.
6. Conduct outreach in advance of meetings.
7. Send emails/flyers to community partners.
8. SMAT conducts meetings & receives comments.
9. SMAT reviews/analysis comments to incorporate into changes.
10. SMAT conducts meetings to inform public of changes.

Meeting Locations
Locations to accommodate and attract participation. Meeting times/date should encourage participation.

TITLE VI PROGRAM
LIMITED ENGLISH PROFICIENCY POPULATION

- 64% of the City population speak other languages.
- Of that, 54% speak Spanish.
- Of that, 40% speak English less than well.
- Surveys conducted to measure barriers:
  - Bus Riders
  - Community Partners
  - Employees
TITLE VI PROGRAM SURVEYS

Employee

1. Are you able to communicate in a language other than English? If yes, then what are they?
2. In the previous month have you encountered customers who were unable to communicate in English, and how often?
3. What type of needs or requests for assistance have employees received from customers with limited English proficiency?

Findings

1. Majority of employees are bilingual in Spanish.
2. Spanish is the most frequent non-English language employee’s encounter.
3. Route information, directions, and translation are the highest request from customers.

TITLE VI PROGRAM SURVEYS

Employee: Responses on June 2018

<table>
<thead>
<tr>
<th>Language</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Surveys</td>
<td>70</td>
</tr>
<tr>
<td>Returned</td>
<td>23</td>
</tr>
<tr>
<td>Response Rate</td>
<td>32</td>
</tr>
</tbody>
</table>
**TITLE VI PROGRAM SURVEYS**

Employee: Are you able to communicate in a language other than English. If yes, what language(s)?

<table>
<thead>
<tr>
<th>Language</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>60</td>
</tr>
<tr>
<td>No</td>
<td>40</td>
</tr>
<tr>
<td>Spanish</td>
<td>52</td>
</tr>
<tr>
<td>Other</td>
<td>48</td>
</tr>
</tbody>
</table>

**TITLE VI PROGRAM SURVEYS**

Employee: What is the breakdown?

<table>
<thead>
<tr>
<th>Language</th>
<th>Not at All</th>
<th>Rarely</th>
<th>Occasionally</th>
<th>Sometimes</th>
<th>Very Often</th>
<th>Frequently</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>4</td>
<td>2</td>
<td></td>
<td>8</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>French</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italian</td>
<td>22</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portuguese</td>
<td>20</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>German</td>
<td>22</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greek</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persian</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hindi</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td>17</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japanese</td>
<td>17</td>
<td>3</td>
<td>2</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Tagalog</td>
<td>18</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>20</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TITLE VI PROGRAM SURVEYS

Employee: What type of needs or requests for assistance have employees received from customers with limited proficiency?

<table>
<thead>
<tr>
<th>Language</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route Information</td>
<td>27</td>
</tr>
<tr>
<td>Directions</td>
<td>22</td>
</tr>
<tr>
<td>Bus Schedule Times</td>
<td>25</td>
</tr>
<tr>
<td>Translation</td>
<td>18</td>
</tr>
<tr>
<td>ADA Information</td>
<td>5</td>
</tr>
<tr>
<td>NA</td>
<td>0</td>
</tr>
</tbody>
</table>

TITLE VI PROGRAM SURVEYS

Community Partner

1. Do you encounter non-English speaking/reading people who need your services?
2. If so, what are the top 3 language that you encounter?
3. How do you address language barriers?
4. Do you find language to be a barrier in preventing you from providing services?

Findings

1. All community partners encounter customers who are non-English speaking/reading.
2. Spanish is the most prevalent non-English speaking language.
3. Having bilingual staff and bilingual print are the most prevalent strategy.
4. Language is not a barrier to providing services.
TITLE VI PROGRAM SURVEYS

Community Partner: Responses on June 2018

<table>
<thead>
<tr>
<th>Language</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Surveys</td>
<td>6</td>
</tr>
<tr>
<td>Returned</td>
<td>6</td>
</tr>
<tr>
<td>Response Rate</td>
<td>100</td>
</tr>
</tbody>
</table>

TITLE VI PROGRAM SURVEYS

Community Partner: Do you encounter non-English speaking/reading people who need your services?

<table>
<thead>
<tr>
<th>Language</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>6</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
</tbody>
</table>
**TITLE VI PROGRAM SURVEYS**

Community Partner: If yes, what are the top three languages you encounter?

<table>
<thead>
<tr>
<th>Language</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>6</td>
</tr>
<tr>
<td>Portegese</td>
<td>1</td>
</tr>
<tr>
<td>French</td>
<td>1</td>
</tr>
<tr>
<td>Mexteco</td>
<td>2</td>
</tr>
<tr>
<td>Taglog</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
</tbody>
</table>

**TITLE VI PROGRAM SURVEYS**

Community Partner: How do you address language barriers?

<table>
<thead>
<tr>
<th>Language</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bilingual staff</td>
<td>5</td>
</tr>
<tr>
<td>Bilingual print material</td>
<td>2</td>
</tr>
<tr>
<td>Interpreters</td>
<td>2</td>
</tr>
</tbody>
</table>
### TITLE VI PROGRAM SURVEYS

**Community Partner:** Do you find language to be a barrier in preventing you from providing service?

<table>
<thead>
<tr>
<th>Language</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>0</td>
</tr>
<tr>
<td>No</td>
<td>100</td>
</tr>
</tbody>
</table>

### TITLE VI PROGRAM SURVEYS

**Bus Rider**

1. What languages are spoken at home?
2. Is language a barrier to accessing SMAT services?
3. Is language a barrier to accessing SMAT outreach materials?
4. Is language a barrier to accessing SMAT customer service?

**Findings**

1. Nearly one third speak Spanish only.
2. For the most part, language is not a barrier to riding SMAT, customer service, & outreach materials.
3. Reasons for riding the bus: no car, school, & work.
# Title VI Program Surveys

**Bus Rider: Responses on April 13, 14, & 16**

<table>
<thead>
<tr>
<th>Language</th>
<th>Total Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Returned</td>
<td>132</td>
</tr>
<tr>
<td>Response Rate</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Bus Rider: What languages are spoken at home?**

<table>
<thead>
<tr>
<th>Language</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish/English</td>
<td>20</td>
</tr>
<tr>
<td>Spanish Only</td>
<td>27</td>
</tr>
<tr>
<td>English Only</td>
<td>49</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
</tbody>
</table>
### Title VI Program Surveys

**Bus Rider: Is language a barrier to accessing SMAT Services?**

<table>
<thead>
<tr>
<th>Language</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>11</td>
</tr>
<tr>
<td>No</td>
<td>89</td>
</tr>
</tbody>
</table>

**Bus Rider: Is language a barrier to accessing SMAT outreach materials?**

<table>
<thead>
<tr>
<th>Language</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>12</td>
</tr>
<tr>
<td>No</td>
<td>88</td>
</tr>
</tbody>
</table>
### TITLE VI PROGRAM SURVEYS

**Bus Rider: Is language a barrier to accessing SMAT customer service?**

<table>
<thead>
<tr>
<th>Language</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>9</td>
</tr>
<tr>
<td>No</td>
<td>91</td>
</tr>
</tbody>
</table>

### TITLE VI PROGRAM SURVEYS

**Bus Rider: What are the reasons for riding the bus?**

<table>
<thead>
<tr>
<th>Language</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save gas &amp; money</td>
<td>4</td>
</tr>
<tr>
<td>No Car</td>
<td>33</td>
</tr>
<tr>
<td>School</td>
<td>20</td>
</tr>
<tr>
<td>Work</td>
<td>16</td>
</tr>
<tr>
<td>Medical</td>
<td>10</td>
</tr>
<tr>
<td>Do not drive</td>
<td>4</td>
</tr>
<tr>
<td>Leisure</td>
<td>11</td>
</tr>
</tbody>
</table>
TITLE VI PROGRAM
LIMITED ENGLISH PROFICIENCY OUTCOMES

- For the most part, language is not a barrier to using SMAT.
- Develop and implement Spanish for Transit as part of drivers’ training.
- Explore strategies to reduce barriers.

TITLE VI PROGRAM
SERVICE STANDARDS

<table>
<thead>
<tr>
<th>Vehicle Load</th>
<th>Total Riders</th>
<th>Average Load</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Bus</td>
<td>41</td>
<td>0.63</td>
<td>1</td>
</tr>
<tr>
<td>Large Commute Bus</td>
<td>41</td>
<td>0.32</td>
<td>1</td>
</tr>
<tr>
<td>Regular Commute Bus</td>
<td>41</td>
<td>0.63</td>
<td>1</td>
</tr>
<tr>
<td>Van</td>
<td>25</td>
<td>0.09</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Frequency In Minutes</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus</td>
<td>30</td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>30</td>
<td>30</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Commute</td>
<td>60</td>
<td>60</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
TITLE VI PROGRAM

CONTACT INFORMATION

SMAT

Austin O'Dell
Transit Services Manager
SMAT
110 S. Pine Street, Suite 101
Santa Maria, CA 93458
805-925-0951 x225
aodell@cityofsantamaria.org

Federal Transit Administration

Federal Transit Administration
Office of Civil Rights
1200 New Jersey Avenue SE
Washington D.C.
Title VI Complaint Form

TITLE VI PROGRAM

QUESTIONS
<table>
<thead>
<tr>
<th>Name &amp; Family</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Title VI Program**

**SMAT**

_**August 1, 2018**_

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**SMAT Title VI Program**

SMAT 5, 2018

SMAT 6, 2018

---

**Sign-In Form**

421 S. McClelland Street, Santa Maria, CA 93454

Santa Maria Library, Sheppard’s Hall

2019-2021 TLittle Program Update

Sign-In

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**Date:**

- June 28, 2018, 5:30 PM
- June 27, 2018, 10:00 AM

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**Page 68**
<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Jose</td>
<td><a href="mailto:sj@example.com">sj@example.com</a></td>
<td>San Jose</td>
<td>CA</td>
<td>94018</td>
</tr>
<tr>
<td>Santa Clara</td>
<td><a href="mailto:scl@example.com">scl@example.com</a></td>
<td>Santa Clara</td>
<td>CA</td>
<td>95050</td>
</tr>
<tr>
<td>San Diego</td>
<td><a href="mailto:sd@example.com">sd@example.com</a></td>
<td>San Diego</td>
<td>CA</td>
<td>92101</td>
</tr>
<tr>
<td>Los Angeles</td>
<td><a href="mailto:la@example.com">la@example.com</a></td>
<td>Los Angeles</td>
<td>CA</td>
<td>90010</td>
</tr>
<tr>
<td>San Francisco</td>
<td><a href="mailto:sf@example.com">sf@example.com</a></td>
<td>San Francisco</td>
<td>CA</td>
<td>94108</td>
</tr>
</tbody>
</table>

**Sign-In Form**

421 S. McClelland Street, Santa Maria, CA 93454
Santa Maria Library, Shepard's Hall

2019-2021 TITLE VI PROGRAM UPDATE

**Sign-In**

June 20, 2019
SMAT Title VI Program

August 1, 2018

TITLE VI PROGRAM UPDATE OUTREACH
FOR SANTA MARIA AREA TRANSIT
PUBLIC COMMENT FORM

June 27, 2018