

TITLE VI PROGRAM UPDATE

San Luis Obispo Transit (SLO Transit or SLOTT), Operated by the City of San Luis Obispo, CA

Effective: July 1, 2022
Revision 00

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SECTION ONE:

Introduction

SLO Transit's Commitment to Civil Rights

This update of San Luis Obispo Transit's (SLO Transit or SLO) Title VI Program has been prepared to ensure that the level and quality of SLO Transit's fixed route service is provided in a nondiscriminatory manner and that the opportunity for full and fair participation is offered to SLO Transit's riders and other community members. Additionally, through this program, SLO Transit has examined the need for services and materials for persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English.

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

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

-Civil Rights Act of 1964

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

-Executive Order 13166

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

- The benefits of its bus services are shared equitably throughout the services area;
- The level and quality of bus services are sufficient to provide equal access to all riders in its service area;
- No one is precluded from participating in SLO Transit'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 a 30 day extension to allow the City to conduct the public participation component of the program.

SLO Transit 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 September 2022. To develop a system to provide services to those with limited English proficiency, SLO Transit engaged a number of community organizations.

City Council was actively involved in the program update for SLO Transit. In September 2022, 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 (See Section Eleven).

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 SLO Transit's Title VI Program of January 24, 2020. It has been prepared using data from the most recent (Year 2010) U.S. Census.

Tips on filing a complaint

- Be sure to complete the Complaint Form. Only complete Complaint Forms will be accepted.
- If the complainant is unable to write a complaint, SLO Transit's staff 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 SLO Transit's riders aware of its commitment to Title VI compliance, and their right to file a civil rights complaint, SLO Transit has presented the following language, in both English and Spanish, on its website [Civil Rights | City of San Luis Obispo, CA \(slocity.org\)](http://Civil Rights | City of San Luis Obispo, CA (slocity.org)), on posters website, public time schedules, and on revenue vehicles.

TITLE VI POLICY



Title VI of the Civil Rights Act of 1964 (Title VI) prohibits discrimination on the basis of race, color, and national origin in programs that receive federal funding. SLO Transit is committed to complying with the requirements of Title VI in all of its federally funded programs and activities.


Any person who believes that they have been aggrieved by any unlawful discriminatory practice, under Title VI, may file a complaint with the City of San Luis Obispo.

For more information on the Title VI transit obligations and how to file a complaint, contact SLO Transit as listed below:

City of San Luis Obispo
Transit Manager (Title VI Coordinator)
919 Palm Street, San Luis Obispo, CA 93401
805.781.7121
slotransit@slocity.org



PÓLIZA DEL TÍTULO VI




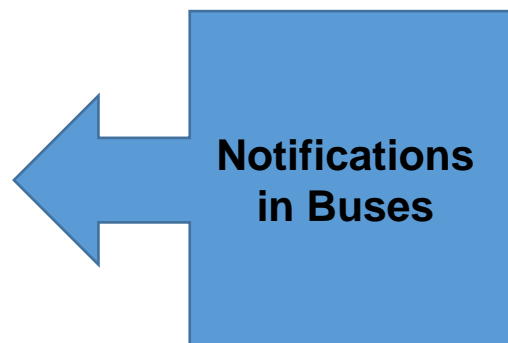
El acto de Derechos Civiles Título VI de 1964 (Título VI) prohíbe la discriminación en base de raza, color, u origen nacional en programas que reciben fondos federales. SLO Tránsito se compromete a cumplir con los requisitos de Título VI en todos sus programas federales y actividades.

Cual quiere que pienda ha sido la víctima de una práctica discriminatoria y ilegal, bajo Título VI, puede suministrar su queja a la ciudad de San Luis Obispo.

Para más información de las obligaciones de Tránsito del Título VI y como presentar una queja, comuníquese con el sistema de tránsito de la Ciudad de San Luis Obispo de acuerdo a la información siguiente:

City of San Luis Obispo
Transit Manager (Coordinador de Título VI)
919 Palm Street, San Luis Obispo, CA 93401
805.781.7121
slotransit@slocity.org





Your Civil Rights

SLO Transit 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 SLO Transit. For more information on SLO Transit's civil rights program and the procedures to file a complaint, please contact (805) 781-7012, email jstanley@slocity.org or visit our administrative office at 919 Palm Street, San Luis Obispo, CA 93401 from 8:00 a.m. to 5:00 p.m. Monday through Friday. For more information about SLO Transit programs and services, visit [SLO Transit | City of San Luis Obispo, CA \(slocity.org\)](http://SLO Transit | City of San Luis Obispo, CA (slocity.org)). If information is needed in another language, please contact (805) 781-7012.

Discrimination Complaint Procedures

SLO Transit has established a process for riders to file a complaint under Title VI. Any person who believes that she or he has been discriminated against on the basis of race, color, or national origin by SLO Transit may file a Title VI complaint by completing and submitting the agency's Title VI Complaint Form is available at our administrative offices or on our website at www.Slocity.org

If a person believes he or she has been discriminated against in using the SLO Transit service, below is the procedure to file a complaint:

1. Complete the Complaint Form
 - a. The Complaint Form is available at the SLO Transit office or www.slotransit.org.
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, SLO Transit will provide assistance.
- Be sure to include your name, address, and contact information (telephone number, email address, etc.).
- Be sure to include how, when, where, and why you believe you were discriminated against.
- Be sure to include the location, names, and contact information of any witnesses.

The Procedure

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

<https://www.slocity.org/government/department-directory/public-works/slo-transit/general-service-information/civil-rights>

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 San Luis Obispo's website, or by contacting the SLO Transit office at 805-781-7012.
2. **Complete the Complaint Form.** SLO Transit 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 805-781-7012 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, SLO Transit will investigate complaints up to 180 days after the alleged incident. . Customers should submit their complaints to:

City of San Luis Obispo
 Department of Public Works, Transit Division
 919 Palm Street
 Email: jstanley@slocity.org
 Phone: (805) 781-7012

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

Federal Transit Administration
 Office of Civil Rights
 Attention: Complaint Team
 East Building, 5th Floor – TCR
 1200 New Jersey Avenue SE
 Washington, DC 20590

Public Works
210 West Street, San Luis Obispo, CA 93401-0100
(805) 781-7121

Title VI Complaint Form
City of San Luis Obispo Transit – SLO Transit

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Home Telephone No: () _____

Work Telephone No: () _____

Email Address: _____

What do you believe is the reason for your discrimination?
☐ Race ☐ Color ☐ National Origin

Date of Alleged Incident: _____

Explain as clearly as possible what happened and how you believe you were discriminated against. Indicate who was involved. Be sure to include the names and contact information of any witnesses. If more space is needed please use the back of the form.

Have you filed this complaint with any other federal, state, or local agency, or with any federal or state court?
☐ Yes ☐ No
 If yes, check all that apply:

Public Works
210 West Street, San Luis Obispo, CA 93401-0100
(805) 781-7121

☐ Federal Agency ☐ Federal Court ☐ State Agency ☐ State Court ☐ Local Agency

Please provide information about a contact person at the agency/court where the complaint was filed:

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone Number: _____

Please sign below. You may attach any written materials or other information that you think is relevant to your complaint.

Signature: _____ Date: _____

Please mail this form to:
 City of San Luis Obispo
 Transit Manager
 Public Works Department
 919 Palm Street
 San Luis Obispo, CA 93401
 (805) 781-7121

Title VI of the Civil Rights Act of 1964 states: "No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

The City of San Luis Obispo Transit (SLO Transit) respects civil rights and operates its programs and services without regard to race, color or national origin. SLO Transit is committed to complying with Title VI requirements in all of its programs and services.

Any person who believes he/she has been subjected to discrimination in the delivery of or access to public transportation services, may file a complaint with SLO Transit. Such complaint must be filed in writing with SLO Transit no later than 180 days after the alleged discrimination. A letter of acknowledgment receipt of complaint will be mailed within 30 days.

For more information on the Title VI transit obligations and how to file a complaint, please contact SLO Transit: City of San Luis Obispo Transit Manager (Title VI Coordinator), Public Works Department, 919 Palm Street, San Luis Obispo, CA 93401.

**Complaint
Form
English**

Public Works
210 West Street, San Luis Obispo, CA 93401-0100
(805) 781-7121

Título VI Formulario de Quejas
Tránsito de la Ciudad de San Luis Obispo – SLO Transit

Nombre: _____

Domicilio: _____

Ciudad: _____ Estado: _____ Código postal: _____

Teléfono de casa: () _____

Teléfono de trabajo: () _____

Correo electrónico: _____

¿Cuál cree que fue la razón de su discriminación?
☐ Raza ☐ Color ☐ Nacionalidad

Fecha en la cual ocurrió el incidente: _____

Explique lo más claramente posible lo que sucedió y cómo cree que fue discriminado. Indique quién estuvo involucrado. Asegúrese de incluir los nombres y la información de contacto de cualquier testigo. Si necesita más espacio utilice la parte posterior del formulario.

¿Ha presentado esta queja ante cualquier otra agencia federal, estatal o local, o con cualquier tribunal estatal?
☐ Sí ☐ No

Public Works
210 West Street, San Luis Obispo, CA 93401-0100
(805) 781-7121

Si su respuesta es sí, marque todas las que apliquen:
☐ agencia federal ☐ corte federal ☐ agencia estatal ☐ corte estatal ☐ agencia local

Favor de proveer la información sobre la persona de contacto de la agencia/corte donde se presentó su queja:

Nombre: _____

Domicilio: _____

Ciudad: _____ Estado: _____ Código postal: _____

Numero de teléfono: _____

Por favor firme abajo. Usted puede adjuntar cualquier material escrito u otra información que considere relevante para su queja.

Firma: _____ Fecha: _____

Favor de mandar esto a:
 City of San Luis Obispo
 Transit Manager
 Public Works
 Department
 919 Palm Street
 San Luis Obispo, CA
 93401
 (805) 781-7121

El Título VI de la Ley de Derechos Civiles de 1964 estipula: "Ninguna persona en los Estados Unidos podrá ser excluida de la participación en, ser rechazada de los beneficios de, ni estar sujeta a discriminación en virtud de cualquier programa o actividad que reciba asistencia financiera federal."

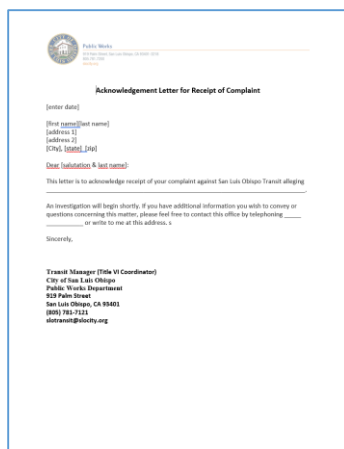
La Ciudad de San Luis Obispo Transit (SLO Tránsito) respeta los derechos civiles y opera sus programas y servicios sin importar su raza, color o origen nacional. SLO Tránsito se compromete a cumplir con los requisitos de Title VI en todos sus programas y servicios.

Cualquier persona que crea que ha sido objeto de discriminación en la entrega o acceso al origen del transporte público, puede presentar una queja ante SLO Transit. Dicha queja debe ser presentada por escrito a SLO Transit a más tardar 180 días después de la supuesta discriminación. Una carta de recibo de la queja será enviada por correo dentro de 30 días.

Para obtener más información sobre las obligaciones de tránsito del Título VI, 919 Palm Street, San Luis Obispo, CA 93401 y cómo presentar una queja, comuníquese con SLO Transit: Ciudad de San Luis Obispo Administrador de Tránsito, Departamento de Obras Públicas, 919 Palm Street, San Luis Obispo, CA 93401.

**Complaint
Form
Spanish**

5. **Acknowledgement.** Complaints will be recorded and receive a complaint number. SLO Transit will review the complaint to determine if there was a Title VI violation(s). SLO Transit will send an acknowledgement letter informing the customer whether the complaint is a Title VI issue and will be investigated by SLO Transit.



Public Works
City of San Luis Obispo, California 93401
805.761.7121
www.slocity.org

Acknowledgement Letter for Receipt of Complaint

[enter date]

[first name] [last name]
[address 1]
[address 2]
[City, State, ZIP]

Dear [first name] & [last name]:

This letter is to acknowledge receipt of your complaint against San Luis Obispo Transit alleging _____.

An investigation will begin shortly. If you have additional information you wish to convey or questions concerning this matter, please feel free to contact this office by telephoning _____ or write to me at this address. x

Sincerely,

Transit Manager (Title VI Coordinator)
City of San Luis Obispo
Public Works Department
523 Palm Street
San Luis Obispo, CA 93401
(805) 761-7121
sttransit@slocity.org

**Sample
Acknowledgement
Form**

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

If SLO Transit's investigator (from the Transit Services Manager or his/her designee) is not contacted by the complainant or does not receive the additional information within thirty (30) days, SLO Transit 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
Attention: Complaint Team
East Building, 5th Floor – TCR
1200 New Jersey Avenue SE
Washington, DC 20590

Active Lawsuits, Complaints or Inquiries Alleging Discrimination

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

Active Lawsuits, Complaints or Inquiries Alleging Discrimination

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

SECTION THREE:

SLO Transit's Public Participation Plan

Key Principals

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

Through an open public process, SLO Transit has developed a public participation plan, in conjunction with the City's Public Engagement Manual, to encourage and guide public involvement efforts and enhance access to SLO Transit'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 SLO Transit uses to reach its riders.

Limited English Proficient (LEP)

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

Early, Continuous and Meaningful

The steps outlined in the public participation plan offer early (in the planning process), continuous, and meaningful opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation decisions at SLO Transit. It is a guide for how SLO Transit engages its diverse community. San Luis Obispo's Transit's 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 SLO Transit'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.** San Luis Obispo Transit's 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.** SLO Transit develops and maintains partnerships with communities through the methods described in its public participation plan.
- **Quality Input and Participation.** That comments received by San Luis Obispo Transit's are useful, relevant, and constructive, contributing to better plans, projects, strategies, and decisions.

Objectives of the Public Participation Plan

SLO Transit'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.** SLO Transit's will proactively reach out to and engage low income, minority, and LEP populations from its 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.** SLO Transit will respond and incorporate appropriate public comments into transportation decisions.

- **Accessibility.** Meetings will be held in locations which are fully accessible and welcoming to all area residents, including, but not limited to, low-income and minority members of the public and in locations relevant to the topics being presented and discussed.

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

- A fare increase is being considered;
- Reduction in service of 15 percent of daily revenue miles or hours or a number of indefinite service reductions in any given fiscal year that add up to more than 15 percent of daily revenue miles or hours.; or
- An emergency service change is defined as a service change that is to be in effect for fewer than thirty (30) days and the service change does not meet the criteria as a major service reduction. Examples include but are not limited to those due to power failure, severe weather, major construction, reconstruction, and improvement projects.
- A public comment period shall be held at least forty-five (45) calendar days prior to implementation of a major service change or fare increase.

Regional Partnership/Capitol Programming

For its capitol programming, SLO Transit uses the San Luis Obispo Council of Governments (SLOCOG) adopted public participation plan dated February 2021. This plan clearly indicates that the MPO's public participation process satisfies the SLO Transit'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.

SLO Transit's Public Participation Process

Outreach Efforts -- Alerting Riders and Encouraging Engagement

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

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

1. Establish a task force to develop a public draft document to present to the open house meetings for discussion. The composition of the task force is the following: Transit Manager, Transit Coordinator, Transit Assistant, and Resident Manager (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 SLO Transit service area;
6. Bilingual (English and Spanish) public outreach materials and a program are developed;
7. Outreach in advance of public information sessions is released (using tool-box of mediums listed below);
8. An email and/or flyer is transmitted to SLO Transit community partners;
9. Local radio stations are notified and interviews may be conducted (if available);
10. The public comment period ends;
11. As appropriate, 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, SLO Transit 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: Mediums (Bi-lingual)

- **Print.** Newspapers and other periodicals.
- **Outdoor.** Advertising on-board buses, bus shelters, and at the transit center.
- **Website.** SLO Transit includes meeting notices on its website.
- **Web-Based Feedback.** Through the City website, SLO Transit receives feedback from the public..
- **Email.** SLO Transit receives emails from the public at slotransit@slocity.org.
- **Radio.** SLO Transit uses widely, as appropriate.
- **Bus Cards, On-board Flyers.** SLO Transit 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.** SLO Transit will use its existing technology to provide on-board messaging.
- **In Terminal Public Address System and Scrolling Messages.** SLO Transit incorporates digital notices on new buses with video displays.
- **Community Partners.** SLO Transit sends notices and flyers via email and/or USPS to community partners. In the event of failed deliveries, SLO Transit will research new address and attempt hand delivery.
- **Public Information Sessions.**
- **Public Hearings.**
- **Legal Notices.**
- **Rider Alerts/Take Ones.** SLO Transit regularly uses Rider Alerts for passengers to take that detail service changes and schedules of public meetings and hearings.

Examples of Notices

PUBLIC NOTICE SERVICE CHANGES

ALL ROUTES

Effective Sunday, July 10th, 2022, until further notice:

SLO Transit will activate the following, modified Summer service:

- 1A Service from 6:15 AM - 8:00 PM.
- 1B Service from 9:45 AM - 5:30 PM.
- 2A Service from 6:15 AM - 8:05 PM.
- 2B Service **suspended**.
- 3A Service from 6:20 AM - 8:10 PM.
- 3B Service from 6:45 AM - 6:40 PM.
- 4A Service from 6:00 AM - 8:05 PM.
- 4B Service from 6:15 AM - 6:50 PM.

SLT, LT, HT, 6X and the Trolley **suspended** until further notice.

For updated Rider Alerts and route and schedule information, please visit www.slotransit.org, or call Transit Dispatch at (805) 541-2877.



NOTICIA PÚBLICA Cambios al Servicio Tránsito de SLO

En Efectivo
Jueves, 1 de Julio de 2021

Realineación de ruta

Rutas 1A y 1B recibirán revisión para servir a los vecindarios del área de Orcutt

Seis nuevas paradas se activarán mientras las dos en existencia se combinarán en una.

Actualización de Tarifa

De acuerdo la estructura de tarifas adoptada por la ciudad en 2017.

El Pase General de 31 días será de \$40.

El pase de 31 días con descuento para personas mayores / discapacitadas será de \$20.

Para más detalles, visite slotransit.org, llame al (805) 594-8090 o use correo electrónico slotransit@slotransit.org



NOTICIA PÚBLICA

SLO TRANSIT - SERVICIO ACADÉMICO MODIFICADO

3B - EN EFECTIO HAST NUESTRO AVISO.

Para satisfacer la alta demanda de pasajeros en las mañanas de Lunes a Viernes, la Ruta 3B saldrá del Centro de Tránsito 5 minutos antes a las 7:40 a.m. y servirá puntos de tiempo 5 minutos antes hasta llegar a la para da Laguna Middle de a las 8:08 a.m.

La ruta 3B saldrá de Laguna Middle a las 8:13 a.m., luego continuará con el horario normal.

Transit Center	Kennedy Library	Football at University St	LOVR at Laguna Ln	Dulido at Madrone	Antick Station	Transit Center
6:45 AM	6:56 AM	7:02 AM	7:13 AM	7:19 AM	7:27 AM	7:40 AM
7:40 AM	7:50 AM	7:57 AM	8:08 AM	8:19 AM	8:27 AM	8:40 AM
8:45 AM	8:56 AM	9:02 AM	9:13 AM	9:19 AM	9:27 AM	9:40 AM

Para obtener alertas de ciclistas actualizadas e información adicional sobre rutas y horarios, visite slotransit.org, o comuníquese con Transit Dispatch al (805) 541-2877.



EN EFECTIO LUNES, 20 DE SEPTIEMBRE, 2021, HASTA NUEVO AVISO.

Debido a la escasez de conductores, SLO Transit activará un horario académico modificado

- 1A Servicio Académico de 6:15AM - 10:00PM.
- 1B Servicio suspendido.
- 2A Servicio Académico de 6:15AM - 10:00PM.
- 2B Servicio suspendido.
- 3A Servicio de 6:00AM - 11:10PM.
:00 and :20 rutas (6:00AM - 12:00PM).
:15 rutas (12:00PM - 11:10PM).
- 3B Servicio de 6:45AM - 6:55PM.
:45 rutas (6:45AM - 1:00PM).
:00 rutas (1:00PM - 6:55PM).
- 4A Servicio Académico de 6:00AM - 11:05PM.
- 4B Servicio de verano desde from 6:15AM - 6:50PM.

SLT, LT, HT, 6X y el carro seguirán siendo suspendidos.

NOTICIA PÚBLICA SLO TRANSIT SERVICIO ACADÉMICO MODIFICADO

TODAS LAS RUTAS

EN EFECTIO DOMINGO 10 DE JULIO, 2022, HASTA NUEVO AVISO:

SLO Transit activará el siguiente servicio de verano modificado:

- 1A Servicio de 6:15 AM - 8:00 PM.
- 1B Servicio de 9:45 AM - 5:30 PM.
- 2A Servicio de 6:15 AM - 8:05 PM.
- 2B Servicio **suspended**.
- 3A Servicio de 6:20 AM - 8:10 PM.
- 3B Servicio de 6:45 AM - 6:40 PM.
- 4A Servicio de 6:00 AM - 8:05 PM.
- 4B Servicio de 6:15 AM - 6:50 PM.

SLT, LT, HT, 6X and the Trolley **suspended** until further notice.

Para obtener alertas de ciclistas actualizadas e información adicional sobre rutas y horarios, visite slotransit.org, o comuníquese con Transit Dispatch al (805) 541-2877.



PUBLIC NOTICE SLO Transit Service Changes

Effective Thursday, July 1st, 2021

Route Realignment

Routes 1A and 1B will be revised to serve the Orcutt area neighborhoods.

Six new stops will be activated and two existing stops will be consolidated.

Fare Update

Per 2017 City adopted fare structure.

31-Day General Pass will be \$40.

31-Day Senior/Disabled Discounted Pass will be \$20.

For more details please visit slotransit.org, call (805) 594-8090 or email slotransit@slotransit.org



PUBLIC NOTICE

SLO TRANSIT - MODIFIED ACADEMIC SERVICE.

3B - EFFECTIVE NOW, UNTIL FURTHER NOTICE.

To accommodate high ridership demand on Monday-Friday mornings, Route 3B will depart the Transit Center 5 minutes early at 7:40 AM and serve timepoints 5 minutes early until arriving at Laguna Middle at 8:08 AM.

Route 3B will depart Laguna Middle at 8:13 AM, then continue normal schedule.

Transit Center	Kennedy Library	Football at University St	LOVR at Laguna Ln	Dulido at Madrone	Antick Station	Transit Center
6:45 AM	6:56 AM	7:02 AM	7:13 AM	7:19 AM	7:27 AM	7:40 AM
7:40 AM	7:50 AM	7:57 AM	8:08 AM	8:19 AM	8:27 AM	8:40 AM
8:45 AM	8:56 AM	9:02 AM	9:13 AM	9:19 AM	9:27 AM	9:40 AM

For updated rider alerts and additional route and schedule information, please visit slotransit.org, or contact Transit Dispatch at (805) 541-2877.



EFFECTIVE MONDAY, SEPTEMBER 20, 2021, UNTIL FURTHER NOTICE.

Due to a driver shortage, SLO Transit will activate a modified Academic Schedule:

- 1A Academic Service from 6:15AM - 10:00PM.
- 1B Service suspended.
- 2A Academic Service from 6:15AM - 10:00PM.
- 2B Service suspended.
- 3A Service from 6:00AM - 11:10PM.
:00 and :20 runs (6:00AM - 12:00PM).
:15 runs (12:00PM - 11:10PM).
- 3B Service from 6:45AM - 6:55PM.
:45 runs (6:45AM - 1:00PM).
:00 runs (1:00PM - 6:55PM).
- 4A Academic Service from 6:00AM - 11:05PM.
- 4B Summer Service from 6:15AM - 6:50PM.

SLT, LT, HT, 6X and the Trolley will continue to be suspended.

Outreach and Public Participation

SLO Transit conducted a two open house meetings on September 8, 2022 to educate the public that the City provide the same and quality service in a non-discriminatory manner and that the opportunity for full and fair participation is offered to SLO Transit riders and the community.

Attachment B includes 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, SLO Transit has assembled a listing of stakeholders with whom we regularly communicate through email and direct mail. A complete list of SLO Transit's community stakeholders can be obtained by contacting SLO Transit.

Stakeholder List

Any community organization or person can be added to SLO Transit's stakeholder list and receive regular communications regarding service changes by contacting the SLO Transit's administrative office at (805) 781-7012. Local organizations and businesses can also request that a speaker from SLO Transit attend their regular meeting at the same number or through the SLO Transit'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, SLO Transit uses the information obtained in a Four Factor Analysis to determine the specific language services that are appropriate. This analysis helps SLO Transit to determine if it communicates effectively with LEP persons and informs language access planning.

The Four Factor Analysis is local assessment that considers:

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

Factor 1 – Number of LEP Persons in Service Region

The first step in determining the appropriate components of a Language Assistance Plan is understanding the proportion of LEP persons who may encounter SLO Transit'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, SLO Transit evaluated the level of English literacy and to what degree people in its service area speak a language other than English and what those languages are. Data for this review is derived from the United States Census Bureau using data from 2019. Refer to Table 1 for source details. Data was reviewed for SLO Transit's service area.

Criteria	Figure
Table ID	DP02
Survey/Program	American Community Survey
Vintage	2020
Dataset	ACSDP5Y2020
Product	ACS 5-Year Estimates Data Files
API URL	https://api.census.gov/data/2019/acs/acs5/subject
GEOs	California; San Luis Obispo County, California; San Luis Obispo city, California
Web Address	https://api.census.gov/data/2020/acs/acs5/profile

San Luis Obispo County Overview

SLO Transit's service system encompasses an area of twenty-two square miles in the County of San Luis Obispo, California. The primary languages in the county are English and Spanish. Of the total County population (282,517), the population for five years and older is 269,611, approximately seventeen percent (17.1%) or 14,878 residents report speaking English "less than well." The most populous groups in the category are shown below.

Within the County of San Luis Obispo, about twelve percent (12.7%) or 34,232 of the sub-population speaks Spanish and of that number, four percent (4.3%) or 11,727 residents report speaking English "less than well." Second to Spanish speaking residents are residents speaking Asian and Pacific Islander languages representing approximately two percent (2.1%) or 5,529 or, with less than one percent (0.70%) or 1,982 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.

Speak English "Less than Well"	Population	Total
Spanish	11,727	4.30%
Other Indo-European	810	0.30%
Asian & Pacific Island	1,982	0.70%
Other	359	0.10%

San Luis Obispo (City)

The primary languages in the City are English and Spanish. The total City population is (47,402). The City population for five years and older is 45,759, approximately four percent (4.0%) or 1,852 residents report speaking English "less than well."

About eleven percent (11.0%) or 5,033 of the total population speaks Spanish and of that number, three percent (2.7%) or 1,242 residents report speaking English “less than well.” Second to Spanish speaking residents are residents speaking other languages represent approximately six percent (5.84%) or 2,766 or, with approximately one percent (1.3%) or 610 reporting speaking English “less than very well.”

The table below summarizes SLO Transit’s service are:

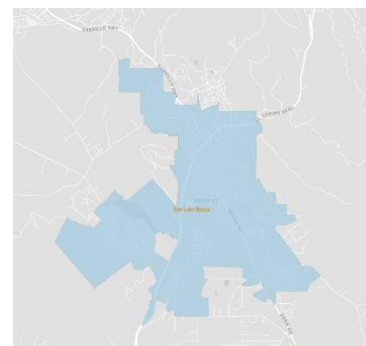
Area	Speak Spanish	Spanish Speaking English “Less than Well”	Speak other Language
California	10,462,968	11.1%	14.61%
County of San Luis Obispo	34,232	12.7%	4.21%
City of San Luis Obispo	5,033	11.0%	5.84%

The Locations of the LEP Community

While the need to provide language services to the Spanish speaking population in the SLO Transit service area is clearly demonstrated in the tables above; it is helpful to understand where in the service area populations of limited English proficiency reside.



San Luis Obispo County



City San Luis Obispo

Several conclusions can be drawn from this review:

- Twelve percent (12.7%) 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.

Additionally:

- There is a need to translate documents and outreach materials into Spanish.
- 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 SLO Transit riders and members of the LEP population can come into contact with the City's bus service including the use of fixed route buses, calls to customer service representatives, and outreach materials. An important part of the development of SLO Transit'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 SLO Transit's customer service staff;
- Bus pass sales;
- Printed outreach materials;
- Web-based outreach materials;
- Public meetings;
- Local news media (print and radio);
- Automatic, service related audio announcements on-board buses; and
- Service related posters at SLO Transit's Downtown Transit Center.

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

The Transit Division distributed a language survey to division employees and to its purchased transportation contractor (First Transit). The objective of the survey was to evaluate the needs of SLO Transit 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, 6 of the 32 respondents could speak one or more languages other than English.

- 6 speak Spanish with one respondent speaking Spanish and other language.

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

	Not at All	Rarely	Occasionally	Sometimes	Very Often	Frequently
Spanish	9	6	7	8	1	1
French	31	1				
Italian	31	1				
Portuguese	32					
German	30	1	1			
Greek	32					
Persian	32					
Hindi	30	1	1			
Chinese	29	2	1			
Japanese	31		1			
Any Other Language	32					

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

Reason	Responses	Percentage
Help with route information	24	31
Help with directions	19	24
Help with bus schedule times	18	23
Help with translation	3	4
Help with ADA information	5	6
No response	9	12

The information obtained through this survey indicates a moderate number of SLO Transit staff members responding to the survey (19%) 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, SLO Transit also canvassed its community partners to assess the extent to which they come into contact with LEP populations. SLO Transit 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 five respondents, four (4) (80%) noted that they did encounter clients with limited English proficiency.

2. If so, what are the top three (3) languages that you encounter?

- The four (4) respondents noted the following languages; Spanish, German, and French.

3. How do you address language barriers?

- Respondents have bi-lingual staff to address language barriers.

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
- SLO Coastal Unified
- Cal Poly
- Ride-On Transportation
- Pathpoint
- Ride-On Transportation

Consulting Directly with the LEP Population

In addition to the census data, internal survey of employees and outreach to community partners, SLO Transit conducted a survey on August 11-14, 2022 to its riders. Below are the questions and responses to the surveys.

1. Languages spoken at home?

Language	Reponses	Percent
Spanish & English	8	20
Spanish Only	4	10
English Only	29	71
Other Language	0	0

2. Is language a barrier to accessing SLO Transit services?

	Reponses	Percent
Yes	0	0
No	41	100

3. Is language a barrier to accessing SLO Transit outreach materials?

	Reponses	Percent
Yes	0	0
No	41	100

4. Is language a barrier to access SLO Transit customer service?

	Reponses	Percent
Yes	1	2
No	39	95
No Response	1	2

5. Reasons for using bus service?

Language	Reponses	Percent
Save Gas & Money	1	2
Only Transportation or No Car	17	41
School	10	24
Work	2	5
Doctor Appointments	0	0
Do Not Know How to Drive	3	7
Leisure	2	5
Other	6	15

Riders surveys were supplied at the Downtown Transit Center and on-board the buses.

Factor 3: The Importance of SLO Transit Service to People's Lives

Access to the service provided by SLO Transit is critical to the lives of many in SLO Transit's service area. Many depend on SLO Transit's fixed route services for access to jobs and for access to essential community services like schools, shopping, and medical appointments. 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.

Per the US Census (Table: 2020 ACS 5-Year Data Profiles (DP03)), the data indicates that 523 respondents (2.1%) use public transportation for their commute. Based on the current Short Range Transit Plan (2016), riders were asked: "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 fifteen percent (15%) for work, six percent (6%) for shopping, and sixty-four percent (64%) for school – all essential trip purposes.

Based on the survey from the bus riders limited English is not a barrier to using these services. Critical information from SLO Transit 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)
- Access to customer service

Example: SLO Transit Interior Signage

SLO TRANSIT	
We want your ride with us to be safe, clean, on-time and friendly.	Queremos que viaje con nosotros en un ambiente seguro, limpio y agradable, y llegue puntual a su destino
If we are not meeting your expectations you can tell us by calling (805) 781-7012	Si no estamos cumpliendo con sus expectativas usted puede llamarnos al (805) 781-7012.

Factor 4: Resources and Costs for LEP Outreach

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

- A bilingual English/Spanish 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 on-board signage

To date, the costs associated with these efforts fit within the SLO Transit'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:

- There are employees who are bilingual in Spanish.
- Spanish is the more 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 is the most prevalent strategy.
- Language is not a barrier to providing services.

From the Bus Rider Survey, the findings are:

- Ten percent speak only speak Spanish.
- Twenty percent speak Spanish and English.
- Language is not a barrier to riding SLO Transit, 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”, SLO Transit concluded that, while there is currently extensive outreach and materials for the Spanish speaking LEP population of the service area and 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. Explore strategies to reduce barriers. This can be included in the next short-range transit plan.

SLO Transit is either evaluating strategies or has implemented new strategies.

Oversight

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

SLO Transit's Transit Assistant is responsible for public engagement and outreach. Their responsibilities include improving community engagement to ensure compliance with SLO Transit'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 SLO Transit's website and other material; and
- Post Event Assessments (PEA).

Post-Event Assessments

Following service changes, fare increases and planning projects, the Transit Assistant 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

The purchased transportation contractor retains the existing staff from the incumbent transit contractor if a new contractor is awarded a new contract. Currently, office staff are significantly bilingual. Dispatch and customer service are bilingual or they will have

bilingual staff readily available. The purchased transportation contractor 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

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

Document	Translation Status
Civil Rights Complaint Form	Done
Service change announcements	Done, On-Going
On-board notices	Done, On-Going
Notification of free language services	SLO Transit currently will orally assist Spanish speaking riders on transit documents
Printed Media	Done
Service Complaint Forms	Done

SECTION SIX:

Decision Making Bodies

City Council (Elected Members)

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 San Luis Obispo to serve on committees and boards.

Mass Transportation (Non-Elected Members)

The Mass Transportation Committee (MTC) consists of residents that are appointed by the City Council. The MTC meets quarter. Staff provides operational updates, presents service and fare changes.

Body	Caucasian	Latino	African American	Asian American	Native American	Refused to Specify
City Council	3	1	1			
Mass Transportation Committee	3	2	0	1	0	1

SECTION SEVEN:

Service Standards and Policies

SLO Transit has developed a set of quantifiable service standards and policies. These service standards were updated in 2022 through a public participation process, approved by SLO Transit City Council and with the input of SLO Transit's Mass Transportation Committee.

These service standards and policies include:

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

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

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

NOTICIA PÚBLICA
SLO TRANSIT
SERVICIO ACADÉMICO MODIFICADO

TODAS LAS RUTAS

EN EFECTO DOMINGO 10 DE JULIO, 2022, HASTA NUEVO AVISO:

SLO Transit activará el siguiente servicio de verano modificado:

- 1A Servicio de 6:15 AM - 8:00 PM.
- 1B Servicio de 9:45 AM - 5:30 PM.
- 2A Servicio de 6:15 AM - 8:05 PM.
- 2B Service **suspended**.
- 3A Servicio de 6:20 AM - 8:10 PM.
- 3B Servicio de 6:45 AM - 6:40 PM.
- 4 Servicio de 6:00 AM - 8:05 PM.
- 4B Servicio de 6:15 AM - 6:50 PM.

SLT, LT, HT, 6X and the Trolley **suspended** until further notice.

Para obtener alertas de ciclistas actualizadas e información adicional sobre rutas y horarios, visite slotransit.org, o comuníquese con Transit Dispatch al (805) 541-2877.

 slotransit.org

Public Meeting
City of San Luis Obispo Transit
(SLO Transit)
Fare Analysis & Title VI Plan

Reunión Pública
Ciudad de San Luis Obispo Tránsito
(SLO Transit)
Análisis de Tarifas & Plan de Título VI

Revisar Planes y Suministrar Comentarios: slotransit.org

correo electrónico | correo | teléfono
slotransit@slocity.org | SLO Transit | 805.540.8090
919 Palm Street
SLO, CA 93401
Preguntas - 805.594.8090

Martes, 31 de Enero de 2017
4:30 PM & 5:30 PM
Biblioteca de La Ciudad y El Condado | 996 Palm Street, San Luis Obispo

PUBLIC NOTICE
SERVICE CHANGES

ALL ROUTES

Effective Sunday, July 10th, 2022, until further notice:

SLO Transit will activate the following, modified Summer service:

- 1A Service from 6:15 AM - 8:00 PM.
- 1B Service from 9:45 AM - 5:30 PM.

until further notice.
Schedule information, Transit Dispatch at

Reunión Pública
SLO Transit
Meta para Negocios
Empresas Prejudicadas (DBE)

 **¡y Helado!**

Revisar Planes y Suministrar Comentarios: slotransit.org

correo electrónico | correo | teléfono
slotransit@slocity.org | SLO Transit | 805.540.8090
919 Palm Street
SLO, CA 93401
Preguntas - 805.594.8090

Jueves, 8 de Junio de 2017
4:30 PM & 5:00 PM

City / County Library Community Room | 995 Palm Street, San Luis Obispo

Public Meeting

SLO Transit invites you to discuss:
Title VI Program + Proposed Disadvantaged Business Enterprise (DBE) Goal

Three ways to weigh in!
805-594-8090
slotransit@slocity.org
SLO Transit 919 Palm St.
SLO, CA 93401

Review Draft Plans & Submit Comments:
slotransit.org

Thursday, December 5th
4:30 p.m. & 5:30 p.m.

City / County Library Community Room | 995 Palm St, San Luis Obispo

Public Meeting
SLO Transit
Proposed Disadvantaged Business Enterprise (DBE) Goal

 **and Ice Cream!**

Review Draft Plans & Submit Comments: slotransit.org

email comments | mail comments | call comments
slotransit@slocity.org | SLO Transit | 805.540.8090
919 Palm Street
SLO, CA 93401
Additional questions - 805.594.8090

Thursday, June 8, 2017
4:30 PM & 5:00 PM

City / County Library Community Room | 995 Palm Street, San Luis Obispo

Reunión Pública

SLO Transit te invita a conversar:
Programa de Título VI + Meta para Negocios Empresas Prejudicadas (DBE)

Tres maneras para participar
805-594-8090
slotransit@slocity.org
SLO Transit 919 Palm St.
SLO, CA 93401

Revisar Planes y Suministrar Comentarios:
slotransit.org

5 de Diciembre
4:30 p.m. & 5:30 p.m.

Biblioteca de La Ciudad y El Condado | 995 Palm St, San Luis Obispo

Vehicle Load

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

Vehicle Type	Seated Capacity	Standing Capacity	Total Capacity	Preferred	Average Load	Maximum Load
Gillig 40'	41	42	83	1	0.65	1.00
Gillig BRT40'	41	42	83	1	0.65	1.00
Gillig 35'	36	45	82	1	.25	1.00
Dennis40' DD	86	50	136	1	0.44	1.00
El Dorado 35'	19	19	15	1	0.38	1.00

Vehicle Headway (Frequency)

Vehicle headway is the amount of time between two (2) buses traveling in the same direction on a given route. SLO Transit buses are scheduled with a variety of frequencies based generally on demand. SLO Transit's routes are scheduled in 45 and 60 minute headways with routes operating in counter directions. This design allows riders to reduce their travel time to their destinations.

Policy Headways and Periods of Operation

Service	Weekday	Weekday Evening	Saturday	Saturday Off Peak	Sunday Peak	Sunday Off Peak
Route Level	45-60	45-60	45-60	45-60	45-60	45-60

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.
- SLO Transit's on-time performance objective is 95% or greater.

Service Availability – Access to the Bus

SLO Transit currently provides transit service so that ninety-five (95%) of all residents of the City of Sa Luis Obispo 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

SLO Transit's has over 237 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, SLO Transit reserves the right to permanently remove the amenity.

Monitoring Service Standards

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

Service Standard/Policy	Sample Schedule	Methodology
Vehicle Load	All Routes Bi-Annually	On-Board Surveys on Fixed Route Buses
Vehicle Headways	Assessed Annually as Part of Service Planning	Service Review
On-Time Performance	Assessed Monthly	Ride Checks
Service Accessibility	Assessed Annually as Part of Service Planning	Service Review
Vehicle Assignment Policy	Assessed Annually	Service Review

Summary of Changes

Service Changes Since 2016 Prior Title VI Plan

Since SLO Transit previous Title VI Plan Submission there have been no changes to SLO Transit's fare structure and service. SLO Transit has less than fifty fixed route buses is not subject to the fare equity analysis (FTA Circular 4702.1B). SLO Transit transit has been providing limited service due to the global COVI-19 pandemic and is working towards restoring service to pre-pandemic levels. SLO Transit will be preparing a joint Short Range Transit with San Luis Obispo Regional Transit Authority (SLORTA) in CY 2023.

Construction Equity Analysis

SLO Transit has not constructed a facility since the previous Title VI Update. There has been no construction . When SLO Transit considers and/or plans to construct a new 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.

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

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

SLO Transit does not have subrecipients nor have subrecipient oversight responsibilities.

Equity Analysis for Facility

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

Demographic Service Profile

Because SLO Transit 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

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

Pending FTA Grants

The following grants are pending (as of 8/10/2022) and under US Department of Labor certification review:

CA-2022-162

CA-2022-163

Open FTA Grants

CA-2021-056-00 Electric Vehicle Infrastructure

CA-2021-172-00 Bus Replacement

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

SLO Transit has not been the subject of any such reviews.

Recent Annual Certifications and Assurances

SLO Transit executed its most recent Certification and Assurances to the FTA for 2022. The City is current.

Previous Triennial Review Findings

SLO Transit's Triennial Review resulted in one finding with respect to its Title IV Plan/activities. SLO Transit did not upload their Title VI Program in TrAMS. SLO Transit corrected this finding on January 24, 2020 by uploading the document in TrAMS.

SECTION TEN:

Contact

For additional information on the San Luis Obispo Transit's, 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, Interim Transit Manager
City of San Luis Obispo (d.b.a. SLO Transit)
919 Palm Street
San Luis Obispo, CA 93401
Tel: (805) 781-7121
E-Mail: aodell@slocity.org

SECTION ELEVEN:

Resolution

**REPLACE WITH CURRENT
RESOLUTION AFTER CITY
COUNCIL APPROVAL**

SECTION TWELVE:

Attachments

- A. Major Service Change and Fare Increase Policy**
- B. Outreach Presentation**
- C. City of San Luis Obispo Public Engagement Manual**
- D. Potential Meeting Locations**

ATTACHMENT A:

Major Service Reduction & Fare Increase Policy

[See following pages]

City of San Luis Obispo Transit – SLO Transit

Service Reduction

&

Fare Increase Policy

I. Purpose

49 USC Chapter 53, Section 5307(d)(1)(I) provides that urban grant recipient shall have:

“a locally developed process to solicit and consider public comment before raising a fare or carrying out a major reduction of transportation.”

The City of San Luis Obispo’s fixed-route SLO Transit system is a recipient of Federal Transit funding and therefore must establish an acceptable public meeting procedure with respect to fare increase and major service reductions as required by Federal law.

II. Definitions

a. Major Service Reduction:

- i. An indefinite reduction of more than 15 percent of daily revenue miles or hours; or
- ii. A number of indefinite service reductions in any given fiscal year that add up to more than 15 percent of daily revenue miles or hours.

b. Fare Increase:

- i. Any increase to a fare price per unit of service.

c. Emergency Service Change:

- i. Service change that is to be in effect for fewer than thirty (30) days; and
- ii. Service change does not meet the criteria of Section II.A.

Examples of emergency service changes include, but are not limited to; those due to power failure, severe weather, major construction, reconstruction, and improvement projects.

III. Procedure

- a. If a Major Service Reduction or Fare Increase is determined to be necessary by SLO Transit staff, a recommendation and supporting materials will be submitted to the City of San Luis Obispo City Council (Council) for consideration.
- b. If the Council determines that a Major Service Reduction or Fare Increase may be necessary based on staff's recommendation and supporting documentation, staff will schedule and advertise a no less than two public meetings to be conducted in accordance with City's most recently adopted [Public Engagement Manual](#). One said meeting will be held during typical work day hours (before 5 p.m.) and the other after work day hours (after 5 p.m.). At a minimum, public notices for public meetings will be posted at or electronically sent to the following locations, in both English and Spanish:
 - i. City Hall (990 Palm St.)
 - ii. Transit Center
 - iii. On board fixed-route vehicles
 - iv. County/City Public Library
 - v. Local Access TV Channel 21
 - vi. SLO Transit website with email link for comments
 - vii. City of San Luis Obispo website with email link for comments
 - viii. Social Media (e.g. Facebook)
 - ix. Paid and legal notices in local print periodicals
 - x. Press Releases to local media outlets
- c. A public meeting on the Major Service Reduction or Fare Increase will be held in a convenient, accessible and diverse location.
 - i. The location selected will be along bus routes whenever possible;
 - ii. The public meeting will be held under the supervision of SLO Transit Manager;
 - iii. The public comments will be recorded and filed; and
 - iv. The public meeting may be held at a regular Mass Transit Advisory Committee meeting.
 - v. Spanish speaking assistance availability
- d. After the public meeting is closed, staff will give a recommendation for consideration by the Council
- e. If Council adopts a plan for a Major Service Reduction or Fare Increase, the SLO Transit Manager shall be authorized and directed to implement the action according to the approved transit schedule. The schedule shall provide a minimum of 45 (calendar) days public notice of the service or fare changes prior to their implementation.

IV. Exemptions

The following criteria establish certain instances which are exempt from the requirement to solicit public comment:

- a. Standard seasonal variations;
- b. Special Events (e.g. marathon, triathlon, etc.)
- c. Changes imposed and under the control of private organizations (e.g. CalPoly)
- d. An Emergency Service Change;
- e. Experimental service changes for a period of 180 days or less, unless the changes extend beyond 180 days and meet the criteria of a Major Service Reduction as defined in Section II.A;
- f. Any fare, ticket or pass rate changes that do not result in increased fares per unit of service;
- g. Increases in service; or
- h. Decreases in fares.

ATTACHMENT B:

Supplemental: Title VI Outreach Presentation

[See following pages]

**INSERT OUTREACH
PRESENTATION, SIGNING, AND
COMMENTS AFTER OUTREACH
MEETINGS**

AGENDA

SLO TRANSIT TITLE VI PROGRAM UPDATE OUTREACH

**City/County Library, Community Room
995 Palm Street, San Luis Obispo, CA 93401
September 8, 2022**

Select one

	1:45 PM
	5:45 PM

Please Sign-In

1. Introductions
2. Review VI Program
3. Complaint Procedures
4. Public Participation Plan
5. Limit English Proficiency Population
6. Service Standards
7. Questions & Answers
8. Adjourn

**PUBLIC COMMENT FORM
FOR SLO TRANSIT
TITLE VI PROGRAM UPDATE OUTREACH**

**City/County Library, Community Room
995 Palm Street, San Luis Obispo, CA 93401
September 8, 2022**

Select one

<input type="checkbox"/>	1:45 PM
<input type="checkbox"/>	5:45 PM

GENERAL

Name: _____

Address: _____

Home Phone: _____ Office: _____ Extension: _____

COMMENTS

SIGN-IN
TITLE VI PROGRAM UPDATE
City/County Library, Community Room
995 Palm Street, San Luis Obispo, CA 93401
September 8, 2022

<i>Select one</i>	
<input checked="" type="checkbox"/>	1:45 PM
<input type="checkbox"/>	5:45 PM

Page ____ of ____

Please Print

Name & Entity	Address	City	Phone	email
Joe Benson		SLO		

ALSO ATTENDED TITLE VI WORKSHOP.

SIGN-IN
DBE PROGRAM UPDATE

City/County Library, Community Room
995 Palm Street, San Luis Obispo, CA 93401
September 8, 2022

Select one	<input checked="" type="checkbox"/>	1:00 PM
	<input type="checkbox"/>	5:00 PM

Page ____ of ____

Please Print

Name & Entity	Address	City	Phone	email
Sarah Woolsey SLOCOG	1114 Marsh St. SLO, CA 93401	SLO	(805) 781-1385	swoolsey@slocog.org
Savannah Gil SLOCOG	1114 Marsh St SLO CA 93401	SLO	805-597-8053	sgil@slocog.org
Geoff Straw SLO RTA	253 Elys Ln. SLO		805-541-2228	gstrow@slocta.org

9/14/2022

TITLE VI PROGRAM UPDATE

SAN LUIS OBISPO TRANSIT (SLO Transit)

Prepared by Austin O'Dell

September 2022

1

PURPOSE OF THIS MEETING

- ▶ Review Title VI Program
- ▶ Review SLO Transit's Complaint Procedures
- ▶ Review SLO Transit's Public Participation Plan
- ▶ Review SLO Transit's Limited English Proficiency Population
- ▶ Review SLO Transit's Service Standards

Title VI Program Update

2

2

1

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 SLO Transit's bus service is provided in a nondiscriminatory manner and that the opportunity for full and fair participation is offered to SLO Transit's riders and other community members.

and

SLO Transit 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.

SLO Transit 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 Update

3

3

DA1

TITLE VI PROGRAM REQUIRED NOTICING

► Bus Cards

► Flyers



Title VI Program Update

4

4

TITLE VI PROGRAM COMPLAINT PROCEDURE

- ▶ Any person who believes he/she has been discriminated against on the basis of race, color, or national origin by SLO Transit may file complaint.

Complaint Form

The form is available at SLO Transit's administrative office or at its website:
[Civil Rights 1 City of San Luis Obispo, CA \(slocity.org\)](http://CivilRights1.CityofSanLuisObispo.CA.slocity.org)

Title VI Program Update

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TITLE VI PROGRAM COMPLAINT PROCEDURE

1. **Submit a Complaint Form as soon as possible.** Form must be complete. SLO Transit will investigate complaints up to 180 days after alleged incident.
2. **SLO Transit will investigate Complaint Forms that are complete.** SLO Transit will send a letter acknowledging the complaint and if SLO Transit will investigate the complaint.
3. **SLO Transit 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 Update

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TITLE VI PROGRAM COMPLAINT PROCEDURE (CONTINUED)

4. **Follow-Up.** If the investigator is not contacted or does not receive requested information within 30 days, SLO Transit 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.

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TITLE VI PROGRAM PUBLIC PARTICIPATION GOAL-HIGHLIGHTS

1. **Clarity.** How participants can influence.
2. **Consistent Communication.** SLO Transit 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 SLO Transit to contribute to improving service.

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Title VI Program Updates

8

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 Update

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TITLE VI PROGRAM PUBLIC PARTICIPATION TRIGGERS

Fare/Service Changes

1. New Route is established.
2. An existing route is proposed for elimination.
3. Reduction of 15% or more of daily miles of a route
4. Reduction of 15% or more of route miles of a route
5. Any increase to fare price per unit of service.

Exceptions

1. Seasonal variations
2. Special Events
3. Emergency service change
4. Experimental service up to 180 days
5. Increase in service
6. Decrease in fares

Title VI Program Update

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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. SLO Transit conducts meetings & receives comments.
9. SLO Transit reviews/analysis comments to incorporate into changes.
10. SLO Transit conducts meetings to inform public of changes.

Meeting Locations

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

Title VI Program Update

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TITLE VI PROGRAM LIMITED ENGLISH PROFICIENCY POPULATION

- ▶ 17% of the City population speak other languages.
- ▶ Of that, 11% speak Spanish.
- ▶ Of that, 2.7% speak English less than well.
- ▶ Surveys conducted to measure barriers:
 - ▶ Bus Riders
 - ▶ Community Partners
 - ▶ Employees

Title VI Program Update

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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 Update

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TITLE VI PROGRAM SURVEYS

Employee: Responses on August 2022

Language	Percent
Total Surveys	35
Returned	32
Response Rate	91

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

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

Language	Percent
Yes	19
No	81

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

Employee: What is the breakdown?

Language	Not at All	Rarely	Occasionally	Sometimes	Very Often	Frequently
Spanish	9	6	7	8	1	1
French	31	1	0			
Italian	31	1	0			
Portuguese	32	0	0			
German	30	1	1			
Greek	32					
Persian	0			8		
Hindi	30	1	1			
Chinese	29	2	1			
Japanese	31	0	1			
Tagalog	0	0	0			
Other	32	0				

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TITLE VI PROGRAM SURVEYS

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

Language	Percent
Route Information	31
Directions	24
Bus Schedule Times	23
Translation	4
ADA Information	6
NA	12

Title VI Program Dashboard

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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 service?

Findings

1. Four of the five 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 Dashboard

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TITLE VI PROGRAM SURVEYS

Community Partner: Responses on August 2022

Language	Number
Total Surveys	5
Returned	5
Response Rate	100

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

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

Language	Number
Yes	4
No	1

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

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

Language	Number
Spanish	4
German	1
French	1

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

Community Partner: How do you address language barriers?

Language	Number
Bilingual staff	5
Bilingual print material	0
Other	1

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

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

Language	Percent
Yes	0
No	100

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

Bus Rider

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

Findings

1. Ten percent speak Spanish only.
2. For the most part, language is not a barrier to riding the bus, customer service, & outreach materials.
3. Reasons for riding the bus: no car, school, & work.

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

Bus Rider: Responses on August 11-14

Language	
Total Surveys	46
Returned	41
Response Rate	89%

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

Bus Rider: What languages are spoken at home?

Language	Percent
Spanish/English	20
Spanish Only	10
English Only	17
Other	0

Title VI Program Update

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TITLE VI PROGRAM SURVEYS

Bus Rider: Is language a barrier to accessing SLO
Transit Services?

Language	Percent
Yes	0
No	100

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Title VI Program Update

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TITLE VI PROGRAM SURVEYS

Bus Rider: Is language a barrier to accessing SLO
Transit outreach materials?

Language	Percent
Yes	0
No	100

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Title VI Program Update

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TITLE VI PROGRAM SURVEYS

Bus Rider: Is language a barrier to accessing SLO
Transit customer service?

Language	Percent
Yes	2
No	98

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Title VI Program Update

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TITLE VI PROGRAM SURVEYS

Bus Rider: What are the reasons for riding the bus

Language	Percent
Save gas & money	2
No Car	41
School	24
Work	5
Medical	0
Do not drive	7
Leisure	5
Other	15

30

Title VI Program Update

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TITLE VI PROGRAM LIMITED ENGLISH PROFICIENCY OUTCOMES

- For the most part, language is not a barrier to using SLO Transit.
- Explore strategies to reduce barriers.

Title VI Program Update

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TITLE VI PROGRAM SERVICE STANDARDS

Vehicle Load	Total Riders	Average Load	Preferred
Regular Bus 40 FT	41	0.65	1
Double Decker	136	0.44	1
Regular Bus 35 FT	36	0.25	1
Van	15	.38	1

Service Frequency In Minutes	Min	Max
Bus	45	60

Headways In Minutes	Weekday Peak	Weekday Off Peak	Sat.	Sat. Off Peak	Sun.	Sun. Off Peak
Route Level	45-60	45-60	45-60	45-60	45-60	45-60
Corridor Level	22-30	22-30	45-60	45-60	45-60	45-60

Title VI Program Update

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TITLE VI PROGRAM CONTACT INFORMATION

SLO Transit

Austin O'Dell
Interim Transit Manager
SLO Transit
919 Palm Street
San Luis Obispo, CA 93401
805-781-7121
aode@slcity.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 Updates

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TITLE VI PROGRAM

QUESTIONS

Title VI Program Updates

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ATTACHMENT C:

Public Engagement Manual

[See following pages]



PUBLIC ENGAGEMENT AND NOTICING MANUAL

NOVEMBER 2015

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INTRODUCTION

Communities work best when residents, organizations and institutions are engaged and working together for the good of all. San Luis Obispo is no exception. The people who live, work and play here take enormous pride in this city and care deeply about keeping it healthy and vibrant. Our city wants to accommodate different perspectives and encourage more residents to be informed and involved in shaping decisions.

The pages that follow describe simple steps to take for broadening public outreach. We outline programs that encourage active and diverse citizen participation. We call it a toolkit; tools to be used for building community participation and adding new voices to the mix.

Note that marketing of city services is generally managed department by department. Parks and Recreation enrolls residents in classes; Utilities Conservation educates on water conservation and SLO Fire Department follows up EMS calls with satisfaction surveys.

While there are elements of marketing in all communication outreach, we're talking about something different here: improving communication efforts so people get involved in decisions on topics that affect them. Assuring residents know what's going on and getting them involved in the process will help generate consensus decisions.

Use this guide to better understand the target audience, type of outreach and timing needed for various city issues and actions. Keep in mind this is a broad stroke approach that is intended to guide thinking, not define it. With 11 city departments and thousands of touch points every day, one size will definitely not fit all.

THE CHALLENGE

It's not easy to determine the communication/outreach plan needed for individual projects, services and other items that make their way through the City decision-making process.

Who needs to know? How do we tell them? That's where this toolkit comes in.

AT THE STARTING LINE

Begin by asking seven questions about your item. The following questions also accompany the [project plan template](#).

1. *What is the action/program/project you need to communicate?*
2. **Who makes the final decision on the item, is this a staff decision?** Subject to advisory body review? Will City Council ultimately receive the item for action?

3. *What type of community interaction is desired?*

- You may need to **inform** residents about a decision already made; a city action that needs to be understood (i.e., change in bus routes; increase in parking meter fees)
- You may need to **consult** the community or special interest group members over proposed changes / new initiatives (i.e., options for new playground equipment; proposed ordinance regarding mandatory water conservation).
- You may need to **collaborate** with the community to develop ideas /plans /programs on large scale future items (land use and circulation element, city budget)

4. *Who needs to/wants to be informed?*

This question is critically important and calls for some consideration. The focus of engagement is to involve the community. In San Luis Obispo, that community has many faces: residents at large (along with individual neighborhoods); interest groups ranging from cycling enthusiasts to business; arts to education; seniors, children and so on.

There is a large government sector in SLO that may need to be included. The point is that it is imperative to try to outreach to anyone who may be connected to the item, and specifically to find the key people affected by a decision (i.e., a change in the hours at the pool may not be a large scale issue, but is of keen interest to swimmers). Determining the outreach targets calls for thought, some digging and your own good judgment.

5. *When does the outreach need to happen?*

The City's review process can have many steps and take time to unfold. Some steps are defined by municipal code; others call for personal discretion. Give citizens adequate time to be informed, educated and involved. No one likes to be caught unprepared and on short notice. Start early and keep in touch.

6. *What needs to be done?*

This guide outlines a series of recommended plans to use as reference for best practices on communicating your item.

7. *What does success look like?*

Whether you'd like to see more people attend your community outreach event, to increase diversity of feedback, to introduce new ideas, or keep in touch with residents & stakeholders, setting a goal for your community engagement efforts will provide a benchmark for future efforts. Keep note of what worked, what didn't, and any valuable feedback from the public. Consider issuing a survey to assess public satisfaction with outreach efforts following community outreach events or neighborhood meetings.

HOW TO USE THE TOOLKIT

The toolkit is organized into three sections. Follow the three steps below to develop your engagement plan.

1. Action Plan Matrix

Use this section to identify the level of complexity and communication objective of your item. Once you've identified your communication objective, review the corresponding Outreach Tools.

2. Outreach Tools

This section notes various elements that can be of use to you in communicating with the public (city website posting, e-notification, Open City Hall, community meetings, etc.) Each element is described in the glossary, and hyperlinked tools have corresponding templates, checklists and instruction on best practices for outreach events.

3. Audience

Move to page 8 to determine your target audience(s). How significantly will this item affect people, and with that in mind, who should be notified and possibly involved? Consider if your item affects the entire city, or use the lists provided to review specific neighborhoods and/or certain special interest groups that may be affected. Determine whether media should be notified.

The toolkit only works when you add your judgment to the process. Nothing is simply black and white when it comes to outreach and engagement. It's all about communication. Communicate with your colleagues; communicate with stakeholders (they can often be the best help) and work from a plan that may need adjusting as time goes on.



ACTION PLAN MATRIX

Follow the steps below to find your outreach tool plan.

1 Cross tab the level of complexity with communication objective

		COMMUNICATION OBJECTIVE		
		INFORM	CONSULT	COLLABORATE
		<ul style="list-style-type: none"> One way communication – outreach to citizens. Provide public with balanced and objective project/issue information to increase awareness and/or understanding of problems, alternatives and solutions. 	<ul style="list-style-type: none"> Get ideas on finite number of options / limited time discussion. Take public feedback on project or other issue proposal. 	<ul style="list-style-type: none"> Interactive process that incorporates recommendations as much as possible. Partner with the public to develop alternatives and identify preferred solutions. May be open ended.
DECISIONMAKING: LEVEL OF COMPLEXITY 	1 STAFF LEVEL Normal procedures, existing program, services delivery	✓	✗	✗
	2 DEPARTMENT HEADS, CITY MANAGER New program, expansion of existing program	✓	⦿	✗
	3 ADVISORY BODIES (i.e., land use issues, development projects)	✓	✓	⦿
	4 CITY COUNCIL New laws, major plans, significant issues (i.e. drought strategy)	✓	✓	✓

✓ Yes ⦿ Maybe ✗ Not Required

OUTREACH TOOLS

Refer to glossary for tools descriptions



INFORM

EXPECTATION

- ☐ Official notice (if legally required)
 - Legal ad in newspaper
 - Postcards to neighboring owners/tenants
 - On-site signage
- ☐ E-notification (including affected neighbors)
- ☐ Website posting
- ☐ Applicable advisory bodies
- ☐ Key contacts, liaisons

ADDITIONAL

- ☐ Social media (if applicable and available)
- ☐ Utilities billing insert – flyer
- ☐ Community Calendar
- ☐ Signage
- ☐ Paid media (newspaper, radio, TV, social media, digital, outdoor/transit)
- ☐ Informational materials (should also be available digitally on website, e.g. flyer, fact sheet, PowerPoint, postcard, door hanger, banner, poster)
- ☐ City website posting
- ☐ Awareness Walk
- ☐ Press release/Media notification
- ☐ **Neighborhood meetings**



CONSULT

EXPECTATION

- ☐ All of the “Inform” expectations listed above
- ☐ Hearing (if legally required)
- ☐ Social media (if applicable and available)

ADDITIONAL

- ☐ Utilities billing insert – survey
- ☐ Mailed survey
- ☐ Telephone survey
- ☐ Study session
- ☐ Focus group
- ☐ Special events with opportunities for interaction
- ☐ Awareness walk
- ☐ **Open City Hall (web based)**
- ☐ **Neighborhood meetings**



COLLABORATE

EXPECTATION

- ☐ All of the “Inform” and “Consult” expectations listed above
- ☐ **Open City Hall (web based)**
- ☐ **Community Outreach Event (workshop, open house, neighborhood meeting, etc.)**

ADDITIONAL

- ☐ Utilities billing insert – survey
- ☐ Mailed survey
- ☐ Telephone survey
- ☐ Study session
- ☐ Focus group
- ☐ Special events with opportunities for interaction
- ☐ Awareness walk
- ☐ Committee formation

*Bold indicates detailed descriptions available on page 11.

AUDIENCE



One of the most important aspects of community engagement is thinking through the “who.” Who will be interested in/affected by the topic under consideration? Who are the stakeholders?

Begin by understanding the range of interest groups and organizations that care about San Luis Obispo. There are literally hundreds in the city alone. The category list that follows is provided to get you thinking. It does not include every potential outreach contact, but it is a framework for thinking about it.

The City maintains many different interest databases and the 2015-launched City of SLO website offers an ideal way for citizens to add themselves to lists of people interested in being notified about different matters. Examples of lists include:

- Airport area
- Bicycle
- Council notes
- Economic development
- General plan updates
- Housing
- Measure G
- Neighborhood wellness
- Planning and building
- Skate park
- Stormwater
- Utility billing
- Water
- Youth services
- Water conservation
- Aquatics
- Climate action plan
- Downtown
- Emergency preparedness
- Historic preservation
- Hot topics
- Housing element
- Natural resources
- Parking
- Public projects
- Special events
- Sports
- Transit
- Waste water

And remember; the contacts themselves can be a great resource for determining who else should be asked.

ORGANIZATIONS/INTEREST AREAS TO CONSIDER

The following are samples only and lists are not all-inclusive.

ARTS/CULTURE ORGANIZATIONS. ArtsObispo, Foundation for the Performing Arts Center, Little Theatre, SLO Symphony, dance groups, art museum

BUSINESS / COMMERCE ORGANIZATIONS. SLO Chamber of Commerce, SLO County Economic Vitality Corporation, SLO Downtown Association, Farmers Market Association, real estate associations, merchant groups, tourism interests, Developers Roundtable, local American Institute of Architects chapter

CHILDREN. Children's Museum, parent-child groups, PTA's

EDUCATION. San Luis Coastal Unified School District, Cal Poly, Cuesta College, private schools

ENVIRONMENTAL. EcoSLO, Sierra Club, The Land Conservancy

ETHNIC ORGANIZATIONS, CHURCH GROUPS

GOVERNMENT. City advisory bodies, Mayor's Roundtable

PROPERTY OWNERS

MEDIA. Key contacts list follows.

RESIDENT/NEIGHBORHOOD GROUPS. Neighborhood wellness groups/other city- identified neighborhood areas, Old Town Neighborhood Association, Slack Street Neighborhood, Los Verdes Park, mobile home parks, Homeowners Associations (owners & renters), Residents for Quality Neighborhoods, Save our Downtown, Alta Vista, Neighborhoods North of Foothill.

SPORTS/OUTDOOR ENTHUSIASTS. Runners, hikers, cyclists, skateboarders, swimmers, recreational sports teams, tennis players, youth sports groups including American Youth Soccer Organization, Cal Ripken Baseball, SLO Girls Softball Association

SENIORS. Senior Center, Retired Active Mens Group

SERVICE CLUBS. Rotary, Rotaract, Kiwanis

SOCIAL SERVICE PROVIDERS. CAP SLO, health and human service organizations

STUDENTS. Student Community Liason Committee

TRANSPORTATION. SLOBike Coalition, bus riders, Ride-On, Rideshare

MISCELLANEOUS. Library users, SLO History Center, Young Professionals Networking Group

MEDIA KEY CONTACTS LIST

The following contacts list is general and may change over time, so be sure to keep your own records up to date.

PRINT/ONLINE

Tribune

General inquiries, newsroom@thetribunenews.com
 Calendar items, calendar@thetribunenews.com
 General phone, (805) 781-7800

New Times

Camillia Lanham, Editor, clanham@newtimesslo.com
 Calendar items, calendar@newtimesslo.com
 General phone, (805) 546-8208

Mustang Daily

News, news@mustangnews.net
 General, editor@mustangnews.net
 Advertising, advertising@mustangnews.net
 General phone, (805) 756-1796

Journal Plus

General inquiries, slojournal@fix.net
 General phone, (805) 546-0609

SLO Life Magazine

General inquiries, info@slolifemagazine.com
 General phone, (805) 543-8600

SLO City News (Tolosa Press)

General inquiries/publisher, Bret Colhouer, bret@tolosapress.com
 General phone, (805) 543-6397

TELEVISION

KSBY – NBC

Assignment desk, news@ksby.com
 Newsroom phone, 597-8400 x6

KCOY (CBS) /KKFX (FOX) / KEYT (ABC) – Newschannel 3

Santa Barbara newsroom
keyt.assignmentdesk@keyt.com
 (805) 882-3930

Santa Maria newsroom
news12@kcoy.com
 (805) 928-4748

RADIO

KVEC 920 AM

Studio line, (805) 543-8830
 Business line, (805) 545-0101

KCBX 90.1 FM

General phone, (805) 549-8855
 Newsroom, news@kcbx.org
 Community Calendar, calendareditor@kcbx.org

American General Media

General phone, (805) 781-2750

KZOZ 93.3 FM (American General Media or AGM)

General phone, (805) 543-3693

KKJG 98.1 FM (AGM)

General phone, (805) 543-3693

KIQO 104.5 FM (AGM)

General phone, (805) 783-1045

KKAL 92.5 FM (AGM)

No phone number, use AGM general line (805) 781-2750

COMMUNITY OUTREACH EVENTS: TOOLS FOR TWO-WAY COMMUNICATION



BEST PRACTICES FOR COMMUNITY OUTREACH EVENTS

The following community outreach events are meant to expand involvement opportunities for community members by giving them a chance to speak directly to an issue or have direct involvement in the decision-making process. Workshops, open houses, road shows and open city hall should encourage participation, and every effort should be made to make the public feel welcome and heard.

- All community events should be preceded by outreach noted in the “Inform” section of your matrix. A well attended event is key.
- Incorporating outreach tools from the “Additional” column of your matrix will attract a larger audience which results in diverse representation and feedback.
- Advertising these community events well ahead of their date with ongoing reminders is essential.
- Plan for enough space to accommodate the audience. Page 27 includes a list of possible meeting space venues.
- Choose an effective facilitator to lead the gathering. Facilitators are there to shepherd the conversation rather than provide input or influence opinion. He/she should be neutral in the discussion.
- If a resident wants to provide input or feedback outside of the particular outreach event, make key project contact information available and/or offer a meeting with staff.

WORKSHOP

Workshops allow the public to hear a presentation on a particular item from city staff and/or consultants, then work in smaller groups to develop ideas and alternatives that directly affect the planning process. Following small group discussion, the groups reconvene to share their ideas with the larger group, and workshop outcomes are then passed on to decision-makers. Workshops should include an even balance of staff presentation and group discussion.

When do I have a workshop?

Workshops are an effective tool for collaboration and should take place early in the planning process so feedback can be incorporated down the line. In order to keep group discussion focused, workshops should not take place until a project has a determined set of options and/or ideas to explore.

What should be included?

Discussion groups should represent various parts of a plan where the public actually has an opportunity to weigh in on options and/or develop alternatives and solutions. Groups should

be facilitated by city staff and/or consultants, and these facilitators should lead and promote public discussion. Always let the public know what happens next in the process, so that they understand what will happen with their feedback. Be sure to provide appropriate contact information so anyone who felt they were not heard has an opportunity to follow up.

Essentials checklist:

- ☒ Space large enough to comfortably accommodate the expected audience (consider seating capacity as well)
- ☒ Water. Other refreshments and snacks are optional
- ☒ Sign-in sheets for names, email address, phone numbers and physical addresses (where applicable) so staff can follow up with attendees
- ☒ Visual or informational aid(s) of some sort to be included in the presentation and/ or stations (PowerPoint, video, photos, plans, maps, graphics, etc.)
- ☒ Large format paper and thick pens for notes that the public can see Facilitators for all
 - ☐ small group discussions
- ☒ Comment cards
- ☒ Name tags for city staff Contact
 - ☐ information “What’s Next”
 - ☐ explanation

NEIGHBORHOOD MEETING

Neighborhood meetings are similar to workshops in that they involve staff presentation and public discussion. Neighborhood meetings mean staff bring their presentations directly to their intended audience, which could include a special interest group or a specific neighborhood.

When do I have a neighborhood meeting?

Neighborhood meetings should occur early in the planning process so feedback can be incorporated down the line. Staff should schedule a neighborhood meetings during hours when most people in the affected group will be available, typically after-work hours.

What should be included?

Neighborhood meetings benefit from creativity and content/style directed at the audience. Neighborhood meetings should include equal parts staff presentation and public discussion. Always let the public know what happens next in the process, so that they understand what will happen with their feedback. Comment cards should also be provided for people who do not feel comfortable speaking up.

Essentials checklist:

- ☒ Space large enough to comfortably accommodate the expected audience (consider seating capacity as well)
- ☒ Water. Other refreshments and snacks are optional
- ☒ Sign-in sheets for names, email address, phone numbers and physical addresses (where applicable) so staff can follow up with attendees
- ☒ Visual or informational aid(s) of some sort to be included in the presentation (PowerPoint, video, photos, plans, maps, graphics, etc.)
- ☒ Large format paper and thick pens for notes that the public can see
- ☐ Facilitators for all
 - ☐ small group discussions (see Best Practices page 11)
 - ☐ Comment cards
- ☒ Name tags for city staff
- ☐ Contact information “What’s Next”
- ☐ explanation

OPEN HOUSE

An **Open House** typically features various informational stations rather than a formal presentation.

The public is encouraged to engage in open dialogue with the facilitator at each station, including asking questions and providing feedback. Notes are taken on large format paper so people can see their comments have been noted.

When do I hold an Open House?

An Open House should be held in the middle of the planning process once drafts and conceptual plans are available. Open Houses should take place during hours where most of the public/affected audience will be able to participate, typically after-work hours.

What should be included?

The public should have a clear understanding of the distinction between an open house and workshop ahead of the event. Stations should be clearly labeled, feature visual representations or aids, and should incorporate a place where comments can be written down and seen by everyone. Staff should also consider comment cards, as some people are more comfortable speaking up than others. Be sure to provide appropriate contact information so anyone who felt they were not heard has an opportunity to follow up.

Essentials checklist:

- ☒ Space large enough to comfortably accommodate the expected audience and stations (consider seating options for people who can't stand for extended periods of time)
- ☒ Water. Other refreshments and snacks are optional
- ☒ Sign-in sheets for names, email address, phone numbers and physical addresses (where applicable) so staff can follow up with attendees
- ☒ Visual or informational aid(s) of some sort to be included at each stations (PowerPoint, video, photos, plans, maps, graphics, information boards, etc.)
- ☒ Large format paper and thick pens for notes that the public can see Facilitators for all
 - ☐ stations
- ☒ Comment cards
- ☒ Name tags for city staff Contact
 - ☐ information "What's Next"
 - ☐ explanation

OPEN CITY HALL (WEB BASED)

Open City Hall is an online tool for community engagement. Open City Hall can be used as an online alternative to in-person community outreach events like Workshops, Road Shows and Open Houses. Use of this tool allows those who can't attend meetings to receive the same information and provide feedback. To see how it works, visit <http://www.slocity.org/opencityhall>.

When do I use Open City Hall?

Open City Hall is encouraged to be used any time that the City hosts an in-person consultation or collaboration based community outreach event. In addition, Open City Hall can be on its own when it may not be feasible to host a traditional community outreach event. Open City Hall has the ability to pose questions in different ways, collect ideas, conduct polls, develop priority lists, comment on maps and more.

What should be included?

The experience of using Open City Hall online should mirror that of an in-person outreach event and can use many of the same materials. Open City Hall topics can contain graphics, videos and slide presentations (including narration).

Please consult with the Administration Department to get started using Open City Hall.

GLOSSARY

**Hyperlinked items have corresponding templates*

ADVISORY BODIES. Voluntary citizen groups appointed by the SLO City Council to provide input on key city issues and activities. (See list on Audience page).

AWARENESS WALK. Neighborhood guided tour by staff or consultants to provide in-person details and answer questions about specific issues and activities.

CITY WEBSITE POSTING. Share project news, meeting announcements, calendar items, progress reports, agenda packets and more.

COMMITTEE FORMATION. For purposes of collaboration, consider forming a committee or subcommittee for regular contact/check-ins regarding a certain topic/project. This committee should be made up of a representative group of stakeholders or advisory body members, with the understanding that they will be called upon often over the course of the project/issue for their input and expertise.

COMMUNITY CALENDAR. No-cost method of announcing event details through online, print, television and radio calendar postings. Most community calendar notices can be easily posted by the interested party using online resources.

DIRECT MAIL. [Postcard](#), letter, [flyer](#), [fact sheet](#) and other items sent using U.S. Mail. Larger mailings can qualify for reduced postage costs by using bulk mail rates (bulk mail permit required). Bulk mail requires zip code sorting and other special handling and permits. Note: Only items handled by the U.S. Postal Service can be placed in residential or commercial mail boxes. It is illegal to use mailboxes for door to door flyers, notices, etc. that have not been mailed. Flyers under doormats and door hangers are often used to share neighborhood information without violating postal regulations.

E-N OTIFICATION. Slocity.org enables users to self-subscribe to information lists based on their interests. While not required, some users also give their address, which gives you access to geographically targeted lists. Refer to interest lists/neighborhoods in the Audience section that may pertain to your particular project/issue and outreach to these groups via e-notification.

FACT SHEET. Brief one-page description of a proposed project or activity. Fact sheets typically utilize bulleted format, to convey information succinctly. Fact sheet should always include contacts for further information (i.e., phone number, web address, email).

FLYER. Graphically compelling print pieces circulated in specific areas to generate attendance at public meetings and activities. Typically 8.5 x 11" in size, but can use irregular sizes for cost efficiency and/or to gain additional attention. Can be used as billing inserts, or posted in willing businesses and other commercial locations.

INTEREST GROUP. Citizens with shared interests who are often united in expressing their concerns and opinions about various project proposals; also called special interest group, i.e., seniors, cycling enthusiasts, homeless services advocates, etc.

GLOSSARY

KEY CONTACTS/LIAISONS/NEIGHBORHOOD CHAMPIONS. Some neighborhoods/special interest groups have key contacts or liaisons who will be essential in disseminating information to the larger group. See Audience section for details.

NEIGHBORHOOD/ESTABLISHED NETWORK EMAIL TREE. Organized communication tool used by residents to communicate with each other about issues and activities of shared interest; typically applies to specific geographic areas, i.e., Old Town SLO, Los Verdes Park, etc. May be created using database management products like My Neighbors, in which specialized outreach groups are created by neighborhoods. The NextDoor app is a popular version of this community tool.

NEIGHBORHOOD MEETINGS. Staff takes information “on the road” for face-to-face communication with residents, interest groups and others. Neighborhood meetings can range from special interest group presentations (chamber of commerce committee meeting) and speeches to large bodies; to targeted outreach (playground equipment preferences asked of park users), to ice cream truck neighborhood events. Neighborhood meetings efforts mean staff “goes to them,” rather than citizens coming to City Hall and other venues. See [Best Practices](#) section for more information.

NEIGHBORHOOD SURVEY. Surveys can be conducted online via the city website, or conducted by hand via door-to-door contact. Surveys can also be mailed and emailed. See Best Practices section for more details.

NOTIFY MEDIA. Can include but does not require a formal news release. A formal release offers the “who, what, where, why, and how” of a particular issue or activity and is circulated via email by staff to local media for publication. See Audience section for a list of key local contacts.

OPEN CITY HALL. Effective online program for generating citizen interest, knowledge and participation in city decisions.

OPEN HOUSE. Informal public gathering to introduce a project, service proposal or other idea using information centers and materials; on site staff to answer questions, hear comments, etc. No formal staff presentation. See [Best Practices](#) section for more information.

PAID ADVERTISING. Print ads, television and radio commercials, online advertising, bus and bench advertising, billboards and other paid media that have associated costs for design, copywriting, media placement. Media outlets are contacted for information on costs, deadlines, production needs. Typical print ads include:

- Legal ad. Appears in a specific section of the newspaper. Typically contains text only.
- Display ad. Advertisement appears alongside regular editorial content. Can contain text, photos, logos, maps, graphics.

GLOSSARY



POSTCARD. Printed piece used to provide brief, to-the-point information for citizens and sent via U.S. Mail. Postcards can range from traditional travel postcard size to “sumo” oversized postcards, with all requiring the same per piece postage. Lack of envelope may help assure the piece is viewed by recipient.

POSTER. Graphic print communication promoting meetings, open houses, workshops and special events or services; generally 11x17” in size or larger. Post in willing local businesses and other commercial locations.

PRINTED MATERIAL. Print announcements ([flyer](#), [postcard](#), door hanger, banner, [poster](#)) creatively designed to generate attention about issues and activities in specific neighborhoods. Printed materials should highlight pertinent information and/or direct people to additional information about a particular topic.

PUBLIC ACCESS CHANNEL. Gavel-to-gavel webcast and televised public access to SLO government meetings. Carried on Charter Cable; also accessible live online via [slocity.org](#). Channel 20 also carries informational on-screen fliers, announcements, etc. posted when meetings are not being telecast.

REQUIRED LEGAL NOTICE Required by municipal code for most development projects. Timely posting in a newspaper of record about a project, rate increase, ordinance or other activity. These notices are required by law and are typically made through the City Clerk. Legal notices may also be physically posted on project sites, residential properties, etc. to alert neighbors and others of pending action, proposed changes, etc. on land use matters and to notice hearing dates for comment can be received. Council-approved [notification standards](#) for development projects detail who, where, and what needs legal noticing.

SIGNAGE. Consider temporary signage (banner, stake sign, etc.) at the site of a project to keep neighbors and passersby apprised of project status and key contacts/websites for additional information.

SOCIAL MEDIA. Apps, websites and other platforms that enable users to outreach to broad audiences and engage with those audiences in discussion on a daily basis. Users of social media have an expectation that communication is two-way and if your department chooses to engage in social media, you should expect and respond to discussion. Examples of platforms currently being used by city departments include Facebook and Twitter. Paid promotion of your department’s Facebook page or important posts should be considered in order to reach the appropriate audience type and size. A sponsored Facebook post, as it’s called, is a relatively inexpensive advertising method to utilize in order to expand viewer reach.

SPECIAL EVENTS. Certain events should be leveraged as outreach opportunities when the demographic is appropriate. i.e., Saturday morning farmers’ market to inform/consult local residents regarding general interest projects/issues; local sporting events such as Damon- Garcia soccer games to inform/consult local residents regarding parks and recreation project/issues; etc.

GLOSSARY

STAKEHOLDER MEETING. Should be considered during the consult phase as a group meeting comprised of issue/project stakeholders.

SURVEY. Early outreach opportunity to collect opinions at the start of a project. Multiple-choice questions generate better response than open-ended questions.

TRANSIT MESSAGING. Outreach using posters on city buses and at bus stops; city reader boards; street light and overhead banners on downtown streets.

UTILITY BILLING INSERT. Printed material added to utility bills mailed to customers by the City. Billing inserts (also called billing mailers) require approval of the city manager and Utilities Department and often require generous lead time for handling by a mail house.

WORKSHOP. Community gathering, generally on a citywide matter, used for presenting information, and then facilitating public engagement using small group exercises and discussion questions. See [Best Practices](#) section for more information.

TEMPLATES

The following templates are simply guidelines to ensure city messaging is clear, consistent, branded, and encourages diverse public participation.

Things to consider when designing and/or writing outreach materials:

- Always refer to the [San Luis Obispo City Style Guide and Brand Standards manual](#) to ensure proper emblems, colors and typefaces are used.
- Avoid government jargon and keep descriptions short.
- Include all relevant contact information, including key contact names, phone numbers, email addresses and web addresses.
- If noticing a meeting or community event, be sure to include pertinent information such as date, place, time, topic, description of community event and format, alternate ways to participate (if applicable), and directions and/or a map if necessary.
- While unlikely, staff may experience language barriers when outreaching to specific groups. Be sure to include translation on all applicable materials.
- Consider using attention grabbing words and phrases that evoke emotion, e.g. you, free, sale, guaranteed, new, now, announcing, tell us, etc. Also, a picture is worth a thousand words, so try to use imagery where appropriate.

TEMPLATES

E-NOTIFICATION

Standard template exists in the website content management system. Website news posting should accompany e-notification.

Preliminary 2015-16 Budget

Now available are the [2015-17 Preliminary Financial Plan](#) and [5 Year Capital Improvement Plan](#) ahead of budget hearings scheduled throughout June.

Post Date: 06/05/2015 9:14 AM

The City of San Luis Obispo has posted for review its [2015-17 Preliminary Financial Plan](#), five-year [Capital Improvement Plan](#) ahead of budget hearings. Budget hearings are scheduled as follows:

- June 9, 2015, 5:00 PM: Key Budget Issues, Departmental Overviews and General Fund Operating Programs
- June 11, 2015, 4:00 PM: Capital Improvement Plan
- June 16, 2015, 6:00 PM: Enterprise Fund Reviews and Water and Sewer Fund Rate Reviews
- June 23, 2015, 6:00 PM: Budget Adoption
- June 30, 2015, 6:00 PM: Budget Adoption continued if needed

The Preliminary Financial Plan identifies and funds vital services important to the community, enables the implementation of the three Major City Goals and four Other Important Objectives outlined by Council, reinvests in infrastructure and deferred maintenance, and provides City staff with the tools and equipment to deliver services in the most effective way. The Preliminary Financial Plan reflects the priorities of the Council, residents and the other members of the community. Importantly, the proposed plan represents a balanced approach to the provision of essential services with the resources available now and in the future. All of this affirms the City's on-going commitment to delivering a high level of municipal services to our community in a fiscally prudent manner.

Additional financial plan preparation documents and resources are available on [slocity.org](#) and on the City's [Budget page](#). For additional information please call 805-781-7124.

Home Job Openings Council Agenda Staff Directory Municipal Code Translate

LIVING VISITING GOVERNMENT DOING BUSINESS SERVICES HOW DO IT

How can we help? Search

WHAT'S NEW IN SLO

Clean-Up Week is Coming!

This week, June 29-July 3, residents can have up to twelve, 32 gallon bags of garbage picked up for no additional charge. [For more details - check here.](#)

Report an Issue **e-Notifications** **Online Payments**

Traffic Alert: Foothill Boulevard Road
Project will affect vehicle and pedestrian traffic from 8:00 a.m. to 5:00 p.m. Monday-Friday, 7/10-7/20/2015. For details, click here.

NEWS POSTING →

HOT TOPICS

FACT SHEET

For editable word document template, [click here](#).



Foothill Boulevard Road Repairs

Fact sheet date: 6/10/15

Public Works will be conducting road repairs on Foothill Boulevard beginning July 10. One-way traffic controls will be in place between 8:00 a.m. and 5:00 p.m. and the road will be closed to pedestrian and bicycle traffic. Please plan alternate route.

Project details:

- Project detail Project detail Project detail
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For more information, visit the Public Works page on the city website, <http://www.slocity.org/government/departments/public-works>. You can also email info@slocity.org or call (805) 888-8888.

FLYER

For editable word document template, [click here](#).



ATTENTION FoothILL COMMUTERS

Foothill Boulevard Road Repairs

The Foothill Boulevard Road Repairs project will affect vehicle and pedestrian traffic from 8:00 a.m. to 5:00 p.m. Monday-Friday, 7/10-7/20/2015

Public Works will be conducting road repairs on Foothill Boulevard beginning July 10. One-way traffic controls will be in place between 8:00 a.m. and 5:00 p.m. and the road will be closed to pedestrian and bicycle traffic. Please plan alternate route.



For more information, visit the Public Works page on the city website, <http://www.slocity.org/government/department-directory/public-works>. You can also email info@slocity.org or call (805) 888-8888.

*Poster content replicates flyer content, but is usually larger in size. Consider using 11x17 paper for posters, or larger if not printing in house.

PAID AD

For editable word document template, [click here](#).



ATTENTION FOOTHILL BLVD. COMMUTERS & RESIDENTS

Foothill Boulevard Road Repairs begin July 10, 2015.
Commuters should expect delays, as one-way traffic will be in effect.
The road will be closed to pedestrians and commuters. Detour information
can be found at <http://www.slocity.org/government/department-directory/public-works>.

Foothill Blvd. Road Repairs
July 10-July 20, 2015
Crews will work from 8:00 a.m. to 5:00 p.m.

For more information, visit the website listed above.
Questions or concerns? Call (805) 888-8888 or email info@slocity.org.

POSTCARD

For editable word document template, [click here](#).

City of San Luis Obispo
San Luis Obispo Public Works Department
990 Palm Street
San Luis Obispo, CA 93401



YOUR ROUTE COULD BE AFFECTED **Foothill Blvd. Road Repairs July 10-20**

Public Works will be conducting road repairs on Foothill Boulevard beginning July 10. One-way traffic controls will be in place between 8:00 a.m. and 5:00 p.m. and the road will be closed to pedestrian and bicycle traffic. Please plan alternate route.

Questions or concerns? Call (805) 888-8888, email info@slocity.org or visit <http://www.slocity.org/government/departments-directory/public-works>.



FOOTHILL BLVD. ROAD REPAIRS

Expect delays July 10-20 between
8:00 a.m. – 5:00 p.m. while crews
work to repair your streets.

Visit slocity.org or call (805)888-8888 for more information.

SURVEY

For editable word document template, [click here](#). There is also an online survey template available in the website management system.

YOUR OPINION MATTERS: RENTAL HOUSING INSPECTION

A proactive rental inspection program provides a system to inspect rental units on a periodic basis to ensure that they are safe and habitable. The city included the exploration of a rental inspection program as part of the Neighborhood Wellness Major City Goal. The city council was presented a set of options for this program several months ago, and has directed staff to seek additional public feedback to determine if the program is necessary. City staff would like public feedback on elements of the plan to ensure the program meets the needs of tenants and landlords alike. Elements include:

- Inspections conducted every three years
- Applies to single-family residences and duplexes
- Includes interior and exterior inspections
- Provides incentives for well-maintained rentals
- Fees estimated at \$100 annually per rental unit

The city appreciates your input.

1. Are you currently a tenant or landlord?

- a. Yes
- b. No

2. If you are a landlord, do you inspect your residence on a regular basis to ensure it is safe and habitable, and if so, how often?

- a. Not inspected
- b. Only inspected when there is a complaint
- c. Inspected when new tenants move in or out
- d. Inspected annually
- e. Other/NA

3. What are your thoughts about the rental inspection program?

- a. Don't care
- b. It's necessary
- c. It's necessary but I don't agree with some elements (please list elements and concerns)
- d. It's unnecessary
- e. Other (please describe)

4. Please list any additional comments, questions or concerns below.

Questions or comments? Email planner@slocity.org or call (805)888-8888.

VENUES

Meetings should be held in an easily accessible location with available parking. Some possible meeting venues in San Luis Obispo include, but are not limited to:

LUDWICK COMMUNITY CENTER

864 Santa Rosa
Street (805)781-7222
Capacity: 100+

ELKS LODGE

222 Elks Lane
(805)543-0322
office@bpoelso322.com
Capacity: 50-300

EMBASSY SUITES

333 Madonna Road
(805)547-6407
Embassysanluisobispo.sales@wcghotels.com
Capacity: 2-500+

MADONNA INN

100 Madonna Road
(805)543-3000

Expo Center: Capacity: 2,600+

Balcony Room: Capacity: 40

Round Room: Capacity: 60+

SLOCITY/COUNTY LIBRARY

995 Palm Street
(805)781-7222
Reserve online: https://apm.activecommunities.com/sloparksandrec/facility_search?
Capacity: 100+

SLO SENIOR CITIZENS CENTER

1400 Osos Street
(805)781-7222
Reserve online: https://apm.activecommunities.com/sloparksandrec/facility_search?
Capacity: 100+



ATTACHMENT D: Potential Meeting Locations

Below is a list, but not limited to, of meeting locations:

- City Hall, 990 Palm Street
- City/County Public Library, 995 Palm Street
- On-board fixed-route transit vehicles
- Government Access Channel 20
- Ludwick Community Center
- Elks Lodge
- SLO Senior Center
- Cal Poly Student Union