

TITLE VI PROGRAM

UPDATED IN 2025



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SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

ADMINISTRATIVE CODE

TITLE VI – TITLE VI PROGRAM REGULATION AND COMPLAINT PROCEDURE

CHAPTER 1

(This Chapter replaces AR-1029 pursuant to Resolution No. 16-03-05 and 19-02-03)

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Article I

General Requirements

§6.1.101 Policy

The Santa Cruz Metropolitan Transit District (Santa Cruz METRO or METRO) is committed to ensuring that no person is excluded from participation in, denied the benefits of or otherwise subjected to discrimination under any of its programs, activities, or services on the basis of race, color, national origin, age, sex, sexual orientation or gender identity. All persons, regardless of their citizenship, are covered under this regulation. In addition, METRO prohibits discrimination on the basis of race, color, national origin, age, sex, sexual orientation or gender identity in its employment and business opportunities.

- §6.1.102** METRO will not condone retaliation against an individual for his/her involvement in asserting his/her rights pursuant to Title VI or because he/she filed a complaint or participated in an investigation under Title VI, and/or this regulation.
- §6.1.103** As a Federal Transit Administration (FTA) fund recipient, METRO will ensure that its programs, policies and activities comply with the Department of Transportation (DOT) Title VI Regulations of the Civil Rights Act of 1964.
- §6.1.104** METRO will ensure that the level and quality of its transportation service is provided without regard to race, color, national origin, age, sex, sexual orientation or gender identity. (METRO acknowledges that Title VI does not apply to age, sex, sexual orientation, gender identity, or socioeconomic status, however, discrimination on such bases is similarly prohibited under this regulation).
- §6.1.105** METRO will promote the full and fair participation of all affected populations in the transportation decision-making process.
- §6.1.106** METRO will prevent the denial, reduction or delay in benefits related to programs and activities that benefit minority populations or low-income populations.
- §6.1.107** METRO will make good faith efforts to achieve environmental justice as part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, activities, and services on minority populations and low-income populations within METRO's service area.
- §6.1.108** METRO will ensure that Limited English Proficient (LEP) individuals have access to METRO's programs, activities and services.
- §6.1.109** This Regulation shall be maintained in English and Spanish.
- § 6.1.110 Definitions**
The following capitalized words and phrases whenever used in this Chapter shall be construed as defined below:
- ADVERSE EFFECT** means having a harmful or undesired effect.
- BOARD** shall mean the Board of Directors of the Santa Cruz Metropolitan Transit District (Santa Cruz METRO or METRO).

DISCRIMINATION refers to any act or inaction, whether intentional or unintentional, in any program or activity of a Federal aid recipient, subrecipient, or contractor that results in disparate treatment, disparate impact, or perpetuates the effect of prior discrimination based on race, color, national origin, age, sex, sexual orientation, or gender identity.

GENDER IDENTITY refers to an individual's gender, or lack thereof, a person self identifies with. It is not necessarily based on biological fact, either real or perceived, nor is it always based on sexual orientation. The gender identities one may choose from include male, female, or non-binary.

LIMITED ENGLISH PROFICIENT (LEP) PERSONS are individuals for whom English is not their primary language and who have a limited ability to speak, understand, read, or write English. It includes people who reported to the U.S. Census that they do not speak English well or do not speak English at all.

LOW INCOME POPULATION means any readily identifiable groups of low-income individuals who live in geographic proximity, and if circumstances warrant, geographically dispersed transient persons (such as migrant workers or Native Americans) who will be similarly affected by a proposed DOT program, policy or activity.

MINORITY INDIVIDUALS include the following:

- a) American Indian and Alaska Native, which refers to people having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
- b) Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia or the Indian subcontinent.
- c) Black or African American, which refers to people having origins in any of the Black racial groups of Africa.
- d) Hispanic or Latino, which includes people of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- e) Native Hawaiian and Other Pacific Islanders, which refers to people having origins in any of the original people of Hawaii, Guam, Samoa or other Pacific Islands.

NATIONAL ORIGIN means the particular nation in which a person was born, or where the person's parents or ancestors were born.

RACE means a group of people united or classified together on the basis of common history, nationality or geographic distribution.

RECIPIENT means one that has received or is receiving Federal financial assistance under the Acts. The term includes sub recipients of a recipient and sub recipients in FTA's State administered programs.

RETALIATION Any adverse action taken against another individual because of his/her participation in the complaint, investigation or hearing relating to this policy or the provision of federal or state law.

Santa Cruz METRO shall mean the Santa Cruz Metropolitan Transit District as established and operated under Part 10, Division 10 of the *California Public Utilities Code*.

SEX refers to the classification of an individual's gender as either male, or female.

SEXUAL ORIENTATION refers to an individual's preference in terms of sexual relationship with others, whether the individual is homosexual, heterosexual or bisexual.

VITAL DOCUMENTS are documents that convey information that critically affects the ability of the customer to make informed decisions about his/her participation in the program. (e.g., public notices, consent forms, complaint forms, eligibility rules, notices pertaining to the reduction, denial or termination of services or benefits, right to appeal, and notices informing customers of the availability of free language assistance).

Article II

Applicability of the Title VI Program

§ 6.1.201 This policy is applicable to all Santa Cruz METRO employees, members of the public and all contractors hired by Santa Cruz METRO.

§6.1.202 Failure of a Santa Cruz METRO employee to follow this policy and procedure shall subject such employee to disciplinary action up to and including employment termination.

Article III

Guidelines & Procedures

- §6.1.301** METRO will carry out its programs, activities and services in compliance with Title VI of the Civil Rights Act of 1964. METRO or any of its employees will not, on the grounds of race, color, national origin, age, sex, sexual orientation, or gender identity, exclude any person from participating in, deny the benefits of, or subject him/her to discrimination under any of METRO's programs, services, or activities.
- §6.1.302** METRO or any of its employees will not, on the grounds of race, color, national origin, age, sex, sexual orientation or gender identity:
- a) Provide any service, financial aid, or benefit that is different from that provided to others;
 - b) Subject an individual to segregation or separate treatment;
 - c) Restrict an individual in the enjoyment of any advantage or privilege enjoyed by others;
 - d) Deny any individual service, financial aid, or benefits under any of METRO's programs, services, or activities;
 - e) Treat individuals differently in terms of whether they satisfy admission or eligibility requirements; and
 - f) Deny an individual the opportunity to participate as a member of a planning or advisory body.
- §6.1.303** METRO is encouraged to evaluate significant system-wide service and fare changes and proposed improvements at the planning and programming stages to determine whether these changes have a discriminatory impact on low-income and Limited English Proficient individuals. This applies to major service changes that affect more than 25% of service hours of a route.
- §6.1.304** METRO holds at least one Board Meeting every month at a varying location throughout its geographic boundaries (e.g., Capitola, Scotts Valley, Watsonville and downtown Santa Cruz) to ensure that all individuals are afforded an opportunity to participate in METRO's transportation decisions.
- a) There will not be any Board Meetings conducted in the month of July.
 - b) METRO's Board Chair or designee may cancel board Meetings for business reasons.

- §6.1.305** In addition to all Title VI requirements, METRO provides a bilingual (Spanish speaking) interpreter at the regularly scheduled Board Meeting every month, to ensure meaningful participation by persons with Limited English Proficiency. A Spanish-speaking interpreter can be obtained for any other Board Meetings by contacting METRO's Administrative Services Coordinator at (831) 426-6080.
- §6.1.306** METRO's District Counsel or his/her designee will maintain a list (a minimum of four years in active status) of any Title VI investigations, complaints, or lawsuits filed which allege METRO discriminated against a person or group on the basis of race, color, national origin, age, sex, sexual orientation, or gender identity. This list will include:
- a) The date the investigation, complaint, or lawsuit was filed;
 - b) A summary of the allegation(s);
 - c) The status of the investigation, complaint, or lawsuit; and
 - d) Any actions, or corrective actions taken by METRO in response to the investigation, complaint or lawsuit.
- §6.1.307** METRO will keep the public informed of the protections against discrimination afforded to them by Title VI and METRO's obligations under Title VI by posting this policy, or a *Title VI Policy Statement* (Attachment A), on METRO's website at www.scmtd.com, on transit center bulletin boards and on the official METRO bulletin board, located at METRO's Administrative offices. METRO's *Title VI Policy Statement* (Attachment A) will be posted in English and Spanish at all designated METRO facility locations.
- §6.1.308** METRO will take responsible steps to ensure meaningful access to the benefits, services, information and other important portions of its programs, activities and services for individuals who are Limited English Proficient (LEP).
- §6.1.309** METRO will provide information, upon request from FTA, in order to investigate Complaints of discrimination, or to resolve concerns about possible noncompliance with Title VI.
- §6.1.310** METRO will submit its Title VI Program to the FTA once every three years to ensure compliance with Title VI Requirements.

§6.1.311

METRO will ensure that minority and low-income individuals have meaningful access to METRO's programs, activities and services.

Article IV

Environmental Justice Requirements

§6.1.401

METRO shall integrate an environmental justice analysis into its National Environmental Protection Act (NEPA) documentation of construction projects. METRO is not required to conduct environmental justice analyses of projects where NEPA documentation is not required. METRO will prepare and submit FTA's Categorical Exclusion (CE) checklist for those construction projects that do not require an environmental justice analysis. FTA's CE checklist includes a review of community disruption and environmental justice. METRO will consider preparing an environmental assessment (EA) or environmental impact statement (EIS) to integrate into its documents the following components:

- a) A description of the low-income and minority population within the study area affected by the project, and a discussion of the method used to identify this population (e.g., analysis of Census data, direct observation, or a public involvement process);
- b) A discussion of all adverse effects of the project both during and after construction that would affect the identified minority and low-income populations;
- c) A discussion of all positive effects of the project that would affect the identified minority and low-income populations, such as improvements in transit service, mobility, or accessibility;
- d) A description of all mitigation and environmental enhancement actions incorporated into the project to address the adverse effects, including, but

not limited to, any special features of the relocation program that go beyond the requirements of the Uniform Relocation Act and address adverse community effects such as separation or cohesion issues; and the replacement of the community resources destroyed by the project;

- e) A discussion of the remaining effects, if any, and why further mitigation is not proposed; and
- f) For projects that traverse predominantly minority and low-income and predominantly non-minority and non-low-income areas, a comparison of mitigation and environmental enhancement actions that affect predominantly low-income and minority areas with mitigation implemented in predominantly non-minority or non-low-income areas.

Article V

Limited English Proficient (LEP) Individuals and Public Participation Requirements

§6.1.501 METRO will seek out and consider the viewpoints of minority, low-income and Limited English Proficient (LEP) populations in the course of conducting public outreach and involvement activities. METRO's public participation strategy will offer early and continuous opportunities for the public to be involved in the identification of social, economic and environmental impacts of proposed transportation decisions.

§6.1.502 METRO will ensure that individuals have access to its programs, activities and services by developing and carrying out the language plan herein. METRO will continually assess the language assistance needs of the population to be served.

§6.1.503 METRO will use the following four factors to determine what measures must be undertaken to provide reasonable and meaningful access to LEP individuals.

- a) Languages likely to be encountered and the number or proportion of LEP persons in the eligible service population likely to be affected by the program, activity, or service.
- b) Frequency with which LEP individuals come into contact with METRO's programs, activities and services.
- c) Importance of the program, activity or service provided by METRO to LEP individual's lives.
- d) Resources needed to provide effective language assistance and costs.

§6.1.504 ORAL LANGUAGE ASSISTANCE

- a) METRO maintains bilingual staff to provide Spanish-speaking interpretation at its Administrative offices and within its Customer Service facility for basic transit questions and trip planning assistance.
- b) METRO's paratransit service provides Spanish-speaking reservationists to assist paratransit customers when scheduling a trip.
- c) A bilingual (Spanish) interpreter is present for translation services at the regularly scheduled Board of Directors' Meeting every month.
- d) Upon notification 24-hours in advance, METRO will provide an interpreter at other Board Meetings, if requested.
- e) METRO's Ticket Vending Machines provide assistance with ticket purchases in English and Spanish.

§6.1.505 NOTIFY LEP CUSTOMERS OF AVAILABILITY OF LANGUAGE ASSISTANCE SERVICES

- a) METRO will post on its official bulletin board at its administrative offices, at the Metro Center, Scotts Valley and at the Watsonville Transit Center, signs, which notify customers of the Language Assistance program and that free language assistance is available, if requested in a timely manner.
- b) METRO's fixed route buses and ParaCruz vans have language assistance cards informing passengers that language assistance is available in Spanish, if needed.

§6.1.506 TRANSLATION OF VITAL DOCUMENTS/WRITTEN LANGUAGE ASSISTANCE

- a) All public hearings that require notification to the public are posted in English and Spanish throughout METRO's service area and in local newspapers.
- b) METRO's Title VI Policy Statement (Attachment A) and Complaint Form (Attachment B) will be available in Spanish on METRO's website at www.scmtd.com, at Transit Centers, and on the official bulletin board at METRO's Administrative offices.
- c) METRO's fixed route buses have Bus Cards (English/Spanish) informing passengers of their rights under Title VI of the Civil Rights Act of 1964.
- d) METRO's Headways is provided in English and Spanish.
- e) METRO's ParaCruz Guide is provided on the website in Spanish.

§6.1.507 METRO will provide written translations of vital documents for each LEP group that constitutes a minimum of 5% of the service area population or consists of at least 1,000 people.

§6.1.508 METRO's Board Meetings are held at varying locations throughout Santa Cruz County to ensure that low-income, minority and LEP individuals have meaningful access to these meetings. These locations include Capitola, Santa Cruz, Scotts Valley and Watsonville.

Article VI

Complaints/Lawsuits and Appeals

§6.1.601 **How to File a Title VI Complaint with METRO:** Any person who believes that he/she, or as a member of any specific class of individuals, has been subjected to discrimination on the basis of race, color, national origin, age, sex, sexual orientation, or gender identity with respect to METRO's programs, activities, services, or other transit related benefits, may file a written Complaint with METRO. A Complaint may be filed by the individual or by a representative. Customers are encouraged to file a Complaint with METRO after the alleged discrimination, and complainants are encouraged to submit complaints as soon as possible. METRO will promptly investigate all Complaints filed under Title VI, pursuant to this Regulation.

§6.1.602 **Complaint must include the following information:**

- a) A Complaint must be in writing, signed and dated by the Complainant or his/her representative before any action can be taken.
- b) A Complaint shall state, as fully as possible, the facts and circumstances surrounding the alleged discrimination, including the name and address of the complainant, the date, time and location of the incident. The Complaint shall include a description of the program, activity or service on which the alleged discrimination occurred.

§6.1.603 ***A Complaint Form*** (Attachment B) can be used to file a Title VI with METRO. A *Complaint Form* will be made in an accessible format upon request. A *Complaint Form* can be obtained at the following locations:

- a) At the Santa Cruz METRO website, www.scmttd.com;
- b) By calling Santa Cruz METRO's Administrative Services Coordinator, or his/her designee at (831) 426-6080, (TDD 711 (TTY/voice)) a complaint form can be mailed.
- c) By picking up a Complaint Form at Customer Service, Pacific Station (formerly METRO Center), 920 Pacific Avenue, Santa Cruz, CA 95060 or Santa Cruz METRO Administrative offices, 110 Vernon Street, Santa Cruz, CA 95060.

§6.1.604 If the Complaint is received by anyone besides METRO's CEO/General Manager, the individual in receipt of the Complaint shall forward it to the CEO/General Manager or his/her designee as soon as practicable but no later than 2 working days of receipt. The CEO/General Manager shall immediately provide a copy of the Complaint to the Chair of the Board of Directors and the METRO Manager responsible for the program, activity or service that is identified as being out of compliance.

- §6.1.605** **METRO's Procedures For Investigating Complaints:** The METRO Manager responsible for the program, activity or service which is alleged to be out of compliance shall promptly investigate the alleged complaint and shall prepare a written response as soon as practicable, but no later than 10 working days of his/her receipt of the complaint. The Manager may consult with appropriate METRO Staff in the preparation of his/her response to the complaint. The Manager shall forward his/her written response to the CEO/General Manager or his/her designee within the designated time frame.
- §6.1.606** **Efforts to Contact Complainant:** The CEO/General Manager or his/her designee shall make efforts to speak (meeting or telephone conversation) with the complainant, at which time the complainant may give written or oral evidence supporting the allegation that his/her rights under Title VI have been violated. The CEO/General Manager or his/her designee shall review and consider the response prepared by the Manager identified in Section 6.05, all the information provided by the complainant, if any, and any other evidence available regarding the allegations of the complaint. The CEO/General Manager or his/her designee shall prepare a written report of his/her findings and if corrective action is required, a timetable for the completion of such action.
- §6.1.607** **Completion of Investigation:** As soon as is practicable, but no later than 20 working days following receipt of the initial complaint, the CEO/General Manager or his/her designee shall inform the complainant of his/her findings and any corrective action to be taken as a result of the complaint together with the timetable for completion of such action.
- §6.1.608** **Appeal to Chair:** If the complainant is not satisfied with the findings and/or action of METRO's CEO/General Manager or his/her designee, then the complainant may file his/her Complaint with the Chair of the Board of Directors (see Section 6.09 below), or with the FTA's Office of Civil Rights (see Section 6.11 below).

§6.1.609 **Appeal Process:** If the complainant chooses to file his/her Complaint with the Chair of the Board of Directors, then the complaint and any supporting documentation should be submitted within 15 working days of his/her receipt of the results of the CEO/General Manager's investigation, with the Chair of the Board of Directors by providing it to the Executive Assistant, or his/her designee, 110 Vernon Street, Santa Cruz, CA 95060. If an accommodation is needed, additional time may be provided to submit the appeal. Upon review of the file, the Chair of the Board shall notify the complainant of what actions, if any, will be taken as a result of the review by the Chair within 10 working days of the Chair's notification that the complainant is not satisfied with the results of the CEO/General Manager's investigation. The decision of the Chair of METRO's Board of Directors shall be final.

§6.1.610 **Timeline Waiver:** Any timeline set forth herein may be extended by the CEO/General Manager as an accommodation (if needed), or upon a showing of good cause.

§6.1.611 **How to File a Title VI Complaint with the FTA:** Any person who believes that he/she, or as a member of any specific class of individuals, has been subjected to discrimination on the basis of race, color, national origin, age, sex, sexual orientation, or gender identity, with respect to METRO's programs, activities, or services, or other transit related benefits, may file a written complaint with FTA. A Complaint may be filed by the individual or by a representative. FTA will promptly investigate all Complaints filed under Title VI in accordance with DOT regulations 49 CFR §§21.11(b) and 21.11(c).

a) **A Complaint must include the following information:**

A Complaint may be filed by printing, completing and mailing the **FTA Complaint Form** found on FTA's website:

[https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/Consolidated Civil Rights Complaint Form.pdf](https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/Consolidated_Civil_Rights_Complaint_Form.pdf)

The Complaint must be in writing, signed and dated by the Complainant or his/her representative before any action can be taken. In cases where a Complainant is unable or incapable of providing a written statement, but wishes FTA or DOT to investigate alleged discrimination, a verbal Complaint of discrimination may be made to the FTA Director, Office of Civil Rights. If necessary, the Civil Rights Official will assist the person in converting the verbal Complaint into writing. All Complaints must, however, be signed by the Complainant or his/her representative.

FTA Civil Rights Office Address:

Federal Transit
Administration Office of Civil
Rights
Attn: Complaint Team
East Building, 5th Floor - TCR
1200 New Jersey Avenue, S.E.
Washington, DC 20590

- b) Please provide a summary of your allegations, including the dates, times and location of the incident(s). Include any supporting documentation. The Complaint shall include a description of the program, activity or service on which the alleged discrimination occurred. Any related correspondence from the transit provider may be included.
- c) It is not required; however, FTA encourages individuals to first file a Complaint directly with the transit provider to give the provider the opportunity to resolve any situation that may be present.

§6.1.612 **Complaint Acceptance:** Once a Complaint has been accepted, FTA will notify METRO that it has been subject to a Title VI Complaint and ask METRO to respond in writing to the Complainant's allegations. Once the Complainant agrees to release the Complaint to METRO, FTA will provide METRO with the Complaint. FTA may choose to close a Complaint if the Complainant does not agree to release the Complaint to METRO. FTA strives to promptly investigate all Title VI Complaints.

§6.1.613 **Investigations:**
FTA will make a prompt investigation whenever a compliance review, report, Complaint or any other information indicates a possible failure to comply with Title VI Regulations. FTA's investigation will include a review of the pertinent practices and policies of METRO, the circumstances under which the possible noncompliance occurred, and other factors relevant to a determination as to whether METRO has failed to comply with Title VI regulations.

§6.1.614

Following the investigation, FTA's Office of Civil Rights will transmit to the Complainant and METRO one of the following three letters based on its findings:

- a) **Letter of Resolution**: which explains the steps that METRO has taken or promises to take to come into compliance with Title VI.
- b) **Letter of Finding (Compliance)**: which explains that METRO is found to be in compliance with Title VI. This letter will include an explanation of why METRO was found to be in compliance and provide notification of the Complainant's appeal rights.
- c) **Letter of Finding (Noncompliance)**: which explains that METRO is found to be in noncompliance. This letter will include each violation referenced, the applicable regulations, a brief description of proposed remedies, notice of the time limit on the conciliation process, the consequences for failure to achieve voluntary compliance, and an offer of assistance to METRO in devising a remedial plan for compliance.

§6.1.615

Appeals Process: The letters of finding and resolution will offer the Complainant and METRO the opportunity to provide additional information that would lead FTA to reconsider its conclusions. FTA requests that the parties in the Complaint provide this additional information within 60 days of the date of the FTA letter of finding. FTA's Office of Civil Rights will respond to an appeal either by issuing a revised letter of resolution or finding to the appealing party, or by informing the appealing party that the original letter of resolution or finding remains in force.

Article VII

Deficiencies with Title VI Compliance

§6.1.701

Compliance Reviews will be conducted periodically by FTA, as part of its ongoing responsibility pursuant to its authority under *49 CFR §21.11(a)*.

§6.1.702

If FTA determines that METRO is in noncompliance with Title VI, it will transmit a *Letter of Finding* that describes FTA's determination and requests that METRO voluntarily take corrective action(s) which FTA deems necessary and appropriate.

§6.1.703 METRO will submit a remedial action plan including a list of planned corrective actions and, if necessary, sufficient reasons and justification for FTA to reconsider any of its findings or recommendations within 30 days of receipt of FTA's *Letter of Finding*.

Article VIII Administration

§6.1.801 METRO will integrate the provisions within its Title VI Program into all programs, activities and services provided by METRO's Fixed Route service, Paratransit service and METRO facilities.

§6.1.802 METRO will integrate the Title VI Program into its Administrative Code.

ATTACHMENT A

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT



TITLE VI/NON-DISCRIMINATION POLICY STATEMENT

The Santa Cruz Metropolitan Transit District (METRO) is committed to providing public transportation in an environment that is free from discrimination on the basis of race, color, national origin, age, sex, sexual orientation or gender identity. METRO operates its programs, activities and services without regard to race, color, national origin, age, sex, sexual orientation or gender identity.

As a Federal Transit Administration (FTA) fund recipient, METRO will ensure that its programs, policies and activities comply with Title VI of the Civil Rights Act of 1964, as amended, and Department of Transportation regulations.

Any person who believes that he/she, has been subjected to discrimination on the basis of race, color, national origin, age, sex, sexual orientation, or gender identity, with respect to METRO's programs, activities, services, or other transit related benefits, may file a Title VI complaint. Complaints must be filed in writing and signed by the complainant, or a representative, and should include the complainants name, address, and telephone number or other means by which the complainant can be contacted. Complaint forms are available at Santa Cruz METRO Administration, 110 Vernon St., Santa Cruz, 831-426-6080; Customer Service, 920 Pacific Avenue (Pacific Station); and on the web at www.scmtd.com. Customers are encouraged to submit Complaints as soon as possible and can call the Executive Assistant at (831) 426-6080 for assistance.

To request additional information on METRO's non-discrimination obligations or to file a Title VI Complaint, please submit your request or complaint in writing to:

Santa Cruz Metropolitan Transit District

Attn: Chief Operations Officer

110 Vernon Street

Santa Cruz, CA 95060

Federal Transit Administration (FTA) Title VI Complaints may be filed directly to:

Federal Transit Administration

Office of Civil Rights

Attn: Complaint Team

East Building, 5th Floor – TCR

1200 New Jersey Avenue, SE Washington, DC 20590

ATTACHMENT B

Santa Cruz Metropolitan Transit District
Title VI DISCRIMINATION COMPLAINT FORM
110 Vernon Street, Santa Cruz, CA 95060

Complainant's Name or Authorized 3rd Party: _____

Street Address: _____

City/State/Zip: _____

Phone: _____ E-mail Address: _____

Date/Time of Violation: _____ Date of Complaint: _____

Place of Violation: _____

Bus Number: _____ Bus Route: _____

Please indicate discrimination in this complaint because of any of the following, which are prohibited by Title VI of the Civil Rights Act of 1964:

☐ Race ☐ Color ☐ National Origin

Please indicate discrimination prohibited by other civil rights laws in this complaint because of any of the following, which are strictly prohibited by Santa Cruz METRO:

☐ Age ☐ Sex ☐ Sexual Orientation ☐ Gender Identity

Please provide the name(s) of the METRO Directors, employees and/or agents who allegedly discriminated against you, including their job titles (if known):

Identify what METRO service, program or activity (e.g. fixed route service, ParaCruz, etc.) resulted in discrimination against you:

Identify individuals by name, address and phone number that have information relating to the violation:

Explain as clearly as possible what happened, how you feel you were discriminated against and who was involved. Describe how you were treated differently:*

Signature of Complainant: _____ Date: _____

**You may use additional sheets of paper, if necessary.*

Title VI Investigations, Lawsuits, and Complaints

June 2022 – February 2025

Santa Cruz Metro did not receive any Title VI complaints, conduct any Title VI investigations, or face any Title VI lawsuits during this review period.

Protocol for Reporting Protected Class Complaints of Discrimination/Harassment/Retaliation

(For Customer Service Representatives, Clerks and Dispatchers)

1. When a Customer/Member of the Public contacts Santa Cruz METRO to file a complaint, Santa Cruz METRO's Representative must listen to the complainant in order to determine whether the basis for the alleged violation is a protected class status.
2. The Customer Service Representative, Clerk, or Dispatcher who takes the complaint of an alleged Title VI violation shall immediately send an email to his/her Manager/Supervisor describing the complaint and include the Complainant's contact information. The Manager/Supervisor will determine if a Title VI violation has occurred and inform the employee to proceed with the Protocol below.
3. If the alleged violation is as a result of a protected class status, an email describing the complaint, its basis and identifying the complainant's contact information must be immediately forwarded to the Chief Operations Officer (COO) and the affected Manager, with a copy to the General Counsel.
4. Protected classes include the following: race, color, national origin, ancestry, religion, age, disability, sex, genetic information, sexual orientation, gender, and marital status. Additionally, if anyone alleges that Santa Cruz METRO violated his/her rights because he/she was engaging in protected activity (i.e. assisting an individual with the filing of a complaint of discrimination based on a protected class) that should also be reported as set forth above.
5. Upon receipt of the Complaint, the Chief Operations Officer (COO) or his/her Designee will follow the appropriate Complaint Procedure for Title VI investigations and resolution of the matter.

6. Examples of Complaints that need to be reported pursuant to this protocol:

- a.) "My service dog was denied entry onto a bus." (Protected Class: Disability);
- b.) "The bus passed me by because I am black." (Protected Class: Race/Color/National Origin);
- c.) "The Bus Driver said I had to sit in the front of the bus because I am a Muslim and he wanted to keep an eye on me." (Protected Class: Religion); and/or
- d.) "The Bus Driver said I was too slow to wait until I got to my seat so he took off and caused me to fall. I am 92 years old." (Protected Class: Disability).

DISTRITO DE TRANSPORTE METROPOLITANO DE SANTA CRUZ

CÓDIGO ADMINISTRATIVO

TÍTULO VI – TÍTULO VI REGLAMENTO DEL PROGRAMA Y PROCEDIMIENTO DE QUEJAS

CAPÍTULO 1

(Este Capítulo reemplaza el AR-1029 de conformidad con la Resolución No. 16-03-05 y 19-02-03)

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Artículo 1

Requisitos Generales

§6.1.101 Política

El Distrito de Transporte Metropolitano de Santa Cruz (Santa Cruz METRO o METRO) se compromete a garantizar que ninguna persona sea excluida de participar en, negársele los beneficios de, o sea sujeto a discriminación bajo cualquiera de sus programas, actividades o servicios por su raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género. Todas las personas, independientemente de su nacionalidad, están protegidas por el presente Reglamento. Además, METRO prohíbe la discriminación por motivos de raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género en su empleo y oportunidades de negocio.

- §6.1.102** METRO no tolerará represalias contra un individuo por intentar hacer valer sus derechos conforme con el Título VI, o porque él / ella presentó una queja o participó en una investigación en virtud del Título VI, y / o el presente Reglamento.
- §6.1.103** Como destinatario de fondos de la Administración Federal de Tránsito (FTA), METRO asegurará que sus programas, políticas y actividades cumplan con los Reglamentos del Departamento de Transporte (DOT) del Título VI del Acta de Derechos Civiles de 1964.
- §6.1.104** METRO asegurará que el nivel y la calidad de su servicio de transporte se ofrezca sin distinción de raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género. (METRO reconoce que el Título VI no se aplica a la edad, el sexo, la orientación sexual, la identidad de género o el estatus socioeconómico, sin embargo, la discriminación en tales bases está igualmente prohibida por esta regulación.)
- §6.1.105** METRO promoverá la participación plena y equitativa de todas las poblaciones afectadas en el proceso de toma de decisiones de transporte.
- §6.1.106** METRO impedirá la denegación, reducción o retraso en los beneficios relacionados con los programas y actividades que son de beneficio a las poblaciones minoritarias o de las poblaciones de bajos ingresos.
- §6.1.107** METRO hará esfuerzos de buena fe para lograr la justicia ambiental como parte de su misión identificando y abordando, según correspondan, efectos adversos desproporcionadamente altos a la salud humana o al ambiente resultando de sus programas, actividades y servicios en las poblaciones minoritarias y poblaciones de bajos ingresos dentro del área de servicio de METRO.
- §6.1.108** METRO se asegurará que individuos con dominio del inglés limitado (LEP por sus siglas en inglés) tengan acceso a los programas, actividades y servicios de METRO.
- §6.1.109** El presente Reglamento se mantendrá en inglés y español.
- § 6.1.110** **Definiciones**
 Las siguientes palabras y frases en letras mayúsculas siempre que se utilicen en este Capítulo se interpretarán como se define a continuación:
- EFFECTO ADVERSO** significa tener un efecto perjudicial o no deseado.
- JUTA DIRECTIVA** significará la Junta Directiva del Distrito de Transporte Metropolitano de Santa Cruz (Santa Cruz Metro o METRO).
- DISCRIMINACIÓN** se refiere a cualquier acto u omisión, ya sea intencional o no intencional, en cualquier programa o actividad de un beneficiado, sub-receptor, o contratista, de ayuda federal, que resulte en el trato desigual, impacto desigual, o

que perpetúa los efectos de previa discriminación basada en la raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género.

IDENTIDAD DE GÉNERO se refiere al género de un individuo, o su ausencia, con el que una persona se identifica. No es basada necesariamente en hechos biológicos, ya sea real o percibido, ni tampoco es siempre basado en la orientación sexual. Las identidades de género que se puede elegir incluyen hombres, mujeres.

PERSONAS CON DOMINIO DEL INGLÉS LIMITADO (LEP por sus siglas en inglés) son aquellas personas para las que el inglés no es su lengua materna y que tienen una capacidad limitada para hablar, entender, leer o escribir en el idioma inglés. Incluye a las personas que reportaron en el Censo de EE.UU. que no hablan bien el idioma inglés, o que no hablan inglés en lo absoluto.

POBLACIÓN DE BAJOS INGRESOS se refiere a cualquier grupo fácilmente identificable de personas de bajos ingresos que viven en la proximidad geográfica, y si las circunstancias lo justifican, personas transeúntes dispersas geográficamente (tales como los trabajadores emigrantes o Nativos Americanos) que serán igualmente afectados por una propuesta de programa, política, o actividad del DOT.

INDIVIDUOS DE LAS MINORÍAS incluye a los siguientes:

- a) Indios Americanos y Nativos de Alaska, que se refiere a las personas con orígenes en cualquiera de los pueblos originarios de América del Norte y América del Sur (incluyendo América Central), y que mantiene afiliación tribal o de comunidad. Indios Americanos y Nativos de Alaska, que se refiere a las personas con orígenes en cualquiera de los pueblos originarios de América del Norte y América del Sur (incluyendo América Central), y que mantiene afiliación tribal o lazos comunitarios
- b) Asiáticos, que se refiere a las personas con orígenes en cualquiera de los pueblos originales del lejano Oriente, el sudeste asiático o el subcontinente Indio.
- c) Afro-Americanos, que se refiere a las personas con orígenes en cualquiera de los grupos raciales negros de África.
- d) Hispanos o Latinos, que incluyen a personas cubanas, mexicanas, puertorriqueñas, sudamericanas o centroamericanas, o de cualquier otra cultura u origen español, independientemente de la raza.
- e) Nativos de Hawái y de otras islas del Pacífico, que se refiere a las personas con orígenes en cualquiera de las personas originarias de Hawái, Guam, Samoa u otras islas del Pacífico.

ORIGEN NACIONAL NATIONAL ORIGIN se refiere a la nación en particular en el que una persona nació o dónde nacieron los padres o antecesores de la persona.

RAZA es un grupo de personas unidas o clasificadas juntas en base de la historia común, la nacionalidad, o la distribución geográfica.

BENEFICIARIO es uno que ha recibido o está recibiendo asistencia financiera federal en virtud de las leyes. El término incluye a los sub-beneficiarios de un

beneficiario y los sub-beneficiarios en los programas administrados del Estado de FTA

REPRESALIA Cualquier acción adversa en contra de otro individuo a causa de su participación en la denuncia, la investigación, o audiencia relacionada con esta política o la disposición de la ley federal o estatal.

Santa Cruz METRO significará Distrito de Transporte Metropolitano de Santa Cruz como se establece y se opera bajo el Inciso 10, División 10 del *Código de Utilidades Públicas de California*.

SEXO se refiere a la clasificación de género de un individuo ya sea masculino o femenino.

ORIENTACIÓN SEXUAL se refiere a la preferencia de un individuo en términos de relación sexual con otros, si la persona es homosexual, heterosexual o bisexual.

DOCUMENTOS VITALES son documentos que transmiten la información que afecta gravemente la capacidad de los clientes al tomar decisiones informadas sobre su participación en el programa. (por ejemplo, avisos públicos, formularios de consentimiento, formularios de quejas, normas de elegibilidad, los anuncios relativos a la reducción, la denegación o cancelación de servicios o beneficios, el derecho de apelación, y las comunicaciones informando a los clientes de la disponibilidad de la asistencia lingüística gratuita).

Artículo II

Aplicabilidad del Programa del Título VI

- § 6.1.201** Esta política es aplicable a todos los empleados de METRO, los miembros del público y de todos los contratistas empleados por METRO.
- §6.1.202** Falta de seguir esta política y procedimiento por parte de un empleado de METRO objetará a dicho empleado a acción disciplinaria hasta e incluyendo la terminación de empleo.

Artículo III

Directrices y Procedimientos

- §6.1.301** METRO llevará a cabo sus programas, actividades y servicios de conformidad con el Título VI del Acta de Derechos Civiles de 1964. METRO o cualquiera de sus empleados no excluirá a ninguna persona de participar en, negar los beneficios de, ni sujetar a él / ella a discriminación en cualquiera de los programas, servicios o actividades de METRO por motivos de raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género.

§6.1.302 METRO o cualquiera de sus empleados, no hará lo siguiente por motivos de raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género:

- a) Proporcionar cualquier servicio, ayuda financiera, o beneficio de manera diferente de lo previsto para los demás;
- b) Someter a una persona a segregación o tratamiento separado;
- c) Limitar a un individuo a disfrutar de cualquier ventaja o privilegio disfrutado por los demás;
- d) Negar cualquier servicio individual, ayuda financiera, o beneficios en virtud de cualquiera de los programas, servicios o actividades de METRO
- e) Tratar a las personas de manera diferente en función de si cumplen los requisitos de admisión o de elegibilidad; y
- f) Negar a una persona la oportunidad de participar como miembro de un órgano de planificación o consultivo

§6.1.303 METRO está motivado a evaluar el sistema de servicio a escala significativa y cambios en las tarifas y las mejoras propuestas en las etapas de planificación y programación para determinar si estos cambios tienen un efecto discriminatorio sobre las personas de bajos ingresos y las personas con dominio del inglés limitado. Esto se aplica a cambios en los servicios principales que afectan a 25% de las horas de servicio de una ruta.

§6.1.304 METRO celebra al menos una reunión de la Junta cada mes en lugares distintos a lo largo de sus fronteras geográficas (por ejemplo, Capitola, Scotts Valley, Watsonville y el centro de Santa Cruz) para garantizar que todas las personas tengan la oportunidad de participar en las decisiones de transporte de METRO.

- a) No habrá ninguna reunión de la Junta Directiva en el mes de julio
- b) Las reuniones de la Junta Directiva podrán ser canceladas por motivos de negocios por el Presidente de la Junta de METRO o la persona designada

§6.1.305 Además a todos los requisitos del Título VI, METRO proporciona un intérprete de español en la reunión de la Junta programada cada mes, para asegurar una participación significativa de las personas con dominio del inglés limitado. Puede obtener un intérprete de español para cualquiera de las reuniones de la Junta poniéndose en contacto con el Coordinador de Servicios Administrativos de METRO al (831) 426-6080.

§6.1.306 El/La Abogado del Distrito de METRO o su designado, mantendrá una lista (un mínimo de cuatro años en estado activo) de las investigaciones, quejas o demandas del Título VI presentadas que alegan que METRO discriminó en contra de una persona o grupo sobre la base de raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género. Esta lista incluye:

- a) La fecha que fue presentada la investigación, denuncia o querrela;
- b) Un resumen de la/las acusación/es;

- c) El estado de la investigación, denuncia o querrela; y
- d) Cualesquier medida o acciones correctivas adoptadas por METRO en respuesta a la investigación, queja o demanda.

- §6.1.307** METRO mantendrá al público informado de las protecciones contra la discriminación que les ofrece el Título VI y las obligaciones de METRO en el Título VI mediante la publicación de esta política, o la *Declaración de Política del Título VI* (Anexo A), en la página web de METRO, www.scmttd.com, sobre los tableros de anuncios del Centro de Tránsito y en el tablón de anuncios oficial de METRO ubicado en las oficinas de Administración de METRO. La *Declaración de Política del Título VI* de METRO (Anexo A) será publicada en inglés y español en todos los lugares de instalación designados de METRO.
- §6.1.308** METRO tomará las medidas responsables para garantizar un acceso significativo a los beneficios, servicios, información y otras partes importantes de sus programas, actividades y servicios para personas que son de dominio del inglés limitado (LEP por sus siglas en inglés).
- §6.1.309** METRO proporcionará la información, a petición de la FTA, a fin de investigar las denuncias de discriminación, o para resolver las preocupaciones acerca de posibles incumplimientos con el Título VI.
- §6.1.310** METRO presentará su Programa de Título VI a FTA, una vez cada tres años para garantizar el cumplimiento de los Requisitos de Título VI.
- §6.1.311** METRO asegurará que las minorías y las personas de bajos ingresos tengan acceso significativo a los programas, actividades y servicios METRO.

Artículo IV

Requisitos de Justicia Ambiental

- §6.1.401** METRO deberá integrar un análisis de justicia ambiental a su documentación de la Ley Nacional de Protección Ambiental (NEPA por sus siglas en inglés) de los proyectos de construcción. METRO no está obligado a realizar análisis de justicia ambiental en los proyectos donde la documentación de NEPA no es requerida. METRO preparará y presentará la lista de Exclusión Categórica (CE) de la FTA para los proyectos de construcción que no requieren un análisis de justicia ambiental. La lista CE de la FTA incluye una revisión de la interrupción de la comunidad y de justicia ambiental. METRO considerará la preparación de una evaluación ambiental (EA) o la declaración de impacto ambiental (EIS) para integrar en sus documentos los siguientes componentes:
- a) Una descripción de la población minoritaria y de bajos ingresos dentro de las áreas de estudio afectadas por el proyecto, y una discusión sobre el método utilizado para identificar a esta población (por ejemplo, el análisis de los

datos del Censo, la observación directa, o un proceso de participación pública);

- b) Una discusión de todos los efectos adversos del proyecto, tanto durante como después de la construcción que afectaría a las poblaciones identificadas tanto minoritarias como de bajos ingresos;
- c) Una discusión de todos los efectos positivos del proyecto que afectaría a las poblaciones identificadas tanto minoritarias como de bajos ingresos, tales como mejoras en el servicio de transporte, la movilidad o accesibilidad;
- d) Una descripción de todas las acciones de mitigación y mejoramiento ambiental incorporado en el proyecto para abordar los efectos adversos, incluyendo pero no limitado a, todas las características especiales del programa de reubicación que van más allá de los requisitos de la Ley Uniforme de Reubicación y abordar los efectos adversos de la comunidad tales como el tema de separación o de la cohesión, y la sustitución de los recursos de la comunidad destruidos por el proyecto;
- e) Una discusión de los efectos restantes, si los hubiese, y por qué no se propone más mitigación; y
- f) Para los proyectos que atraviesan zonas predominantemente de minorías y de bajos ingresos y proyectos en zonas de predominantemente no-minorías y no-bajos ingresos, una comparación de las acciones de mitigación y mejoramiento del medio ambiente que afectan a zonas predominantemente de bajos ingresos y de minorías con las mitigaciones aplicadas en zonas predominantemente de no-minorías y de no-bajos ingresos.

Artículo V

Requisitos para Participación del Público y de Individuos con Dominio del Inglés Limitado (LEP por sus siglas en inglés)

§6.1.501 METRO buscará y examinará los puntos de vista de la población de minorías, de bajos ingresos y con dominio del inglés limitado (LEP) en el curso de la realización de actividades de divulgación y actividades de participación. La estrategia de participación pública de METRO ofrecerá oportunidades tempranas y continuas para que el público participe en la identificación de los impactos sociales, económicos y ambientales de las decisiones de transporte propuestas.

§6.1.502 METRO se asegurará que las personas tengan acceso a sus programas, actividades y servicios mediante el desarrollo y ejecución del plan de idioma en el mismo. METRO continuamente evaluará la necesidad de la asistencia lingüística de la población servida.

§6.1.503 METRO utilizará los siguientes cuatro factores para determinar qué medidas deben llevarse a cabo para proporcionar un acceso razonable y significativo para las personas con LEP.

- a) Idiomas verosímilmente de ser encontrados y el número o la proporción de personas con LEP en la población de servicios elegibles que podrían verse afectados por el programa, actividad o servicio.
- b) Frecuencia con la que los individuos con LEP entran en contacto con los programas, actividades y servicios de METRO.
- c) Importancia del programa, actividad o servicio prestado por METRO a las vidas individuales de las personas con LEP.
- d) Los recursos necesarios para prestar asistencia eficaz de las lenguas y los costos.

§6.1.504 ASISTENCIA DE LENGUAJE ORAL

- a) METRO mantiene personal bilingüe para proporcionar interpretación a español en sus oficinas administrativas y en sus instalaciones de Servicio al Cliente para las preguntas básicas de tránsito y asistencia para la planificación del viaje.
- b) El servicio de paratránsito de METRO ofrece reservacionistas de habla hispana para ayudar a los clientes de paratránsito para programar un viaje.
- c) Un intérprete bilingüe (español) está presente para servicios de traducción en la reunión de la Junta Directiva programada cada mes.
- d) Tras la notificación con 24 horas de anticipación, METRO proporcionará un intérprete en la reunión de la Junta, si así lo solicitan.
- e) Las Máquinas Expendedoras de Boletos de METRO proporcionan asistencia para la compra de boletos en inglés y español.

§6.1.505 NOTIFICACIÓN A CLIENTES CON LEP DE LA DISPONIBILIDAD DE SERVICIOS DE ASISTENCIA DE LENGUAJE

- a) METRO publicará en su tablón oficial de anuncios en sus oficinas administrativas, en el Centro de METRO, en Scotts Valley y en el Centro de Tránsito de Watsonville, carteles notificándole a los clientes sobre el programa de Asistencia Lingüística y que la asistencia lingüística gratuita está disponible, si se solicita de manera oportuna.
- b) Los autobuses de ruta fija de METRO y vehículos de ParaCruz cuentan con tarjetas de Asistencia Lingüística que informan a los pasajeros que hay ayuda disponible en el idioma español, si es necesario.

§6.1.506 TRADUCCIÓN DE DOCUMENTOS VITALES/ASISTENCIA DE LENGUAJE ESCRITO

- a) Todas las audiencias públicas que requieren notificación al público están publicadas en inglés y español a través de las áreas de servicio de METRO y en periódicos locales.
- b) *La Declaración de Política del Título VI* de METRO (Anexo A) y *Formulario de Quejas* (Anexo B) estarán disponibles en español en el sitio web de METRO, www.scmttd.com, en los Centros de Tránsito y el tablón oficial de anuncios de METRO.
- c) Los autobuses de ruta fija de METRO cuentan con Tarjetas de Autobús (inglés/español) informando a pasajeros sobre sus derechos en virtud del Título VI de la Ley de Derechos Civiles de 1964.
- d) La evolución de METRO se ofrecen en inglés y español.
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- e) La Guía de Viajeros de ParaCruz se proporciona en el sitio web en español.

§6.1
.507 METRO proporcionará traducciones escritas de documentos vitales para cada grupo de LEP que constituya un mínimo del 5% de la población del área de servicio o se componga de al menos 1,000 personas.

§6.1.508 Las reuniones de la Junta Directiva de METRO se llevan a cabo en diferentes lugares dentro del Condado de Santa Cruz para garantizar que personas de bajos recursos, minorías y con LEP tengan acceso sustancioso a estas juntas. Estos lugares incluyen Capitola, Santa Cruz, Scotts Valley y Watsonville.

Artículo VI

Quejas/Demandas y Apelaciones

§6.1.601 **Cómo presentar una queja de Título VI con METRO:** Cualquier persona que considere que él / ella, o como miembro de cualquier categoría específica de personas, ha sido objeto de discriminación por motivos de raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género, con respecto a los programas, actividades, servicios u otros beneficios de METRO relacionados con el tránsito, puede presentar una Queja por escrito con METRO. Una Queja puede ser presentada por el individuo o por un representante. Se anima a los clientes presentar una Queja con METRO después de la supuesta discriminación, y se les anima a los denunciantes presentar las quejas tan pronto como sea posible. METRO investigará de inmediato todas las Quejas presentadas en virtud del Título VI, conforme con el presente Reglamento.

§6.1.602 **La Queja debe incluir la siguiente información:**

- a) Una Queja debe ser por escrito, firmada y fechada por el Demandante o su representante antes de que cualquier acción pueda ser tomada.
- b) Una Queja debe indicar, lo más plenamente posible, los hechos y circunstancias circundantes a la presunta discriminación, incluyendo el

nombre y dirección del demandante, la fecha, hora y lugar del incidente. La Queja deberá incluir una descripción del programa, actividad o servicio en el que ocurrió la presunta discriminación.

§6.1.603 **El Formulario de Quejas** (Anexo B) puede ser utilizado para presentar una Queja de Título VI con METRO. El *Formulario de Quejas* elaborará en un formato accesible a petición. Un *Formulario de Quejas* se puede obtener en los siguientes lugares:

- a) En el sitio web de Santa Cruz METRO, www.scmttd.com;
- b) Llamando al Coordinador de Servicios Administrativos de Santa Cruz METRO o su designado al (831) 426-6080, (TDD 711 (TTY/voz)) un formulario de queja puede ser enviado por correo.
- c) Tomando un Formulario de Quejas en Servicio al Cliente, en la Estación Pacific (anteriormente Centro Metro), en el 920 Pacific Avenue, Santa Cruz, CA 95060 ó en las oficinas Administrativas de Santa Cruz Metro, en el 110 Vernon Street, Santa Cruz, CA 95060.

§6.1.604 Si la Queja es recibida por alguien más aparte del CEO/Gerente General de METRO, la persona quien recibió la Queja la remitirá al CEO/Gerente General o su designado tan pronto como sea posible pero a más tardar 2 días hábiles de su recepción. El CEO/ Gerente General proporcionará inmediatamente una copia de la Queja al Presidente de la Junta de Directores y al Gerente de METRO responsable por el programa, actividad o servicio que se identifica como fuera de cumplimiento.

§6.1.605 **Procedimientos de METRO Para Investigar las Quejas:** El Gerente de METRO responsable por el programa, actividad o servicio que se supone que esta fuera de cumplimiento investigará sin demora la supuesta queja y preparará una respuesta por escrito tan pronto como sea posible pero a más tardar 10 días hábiles de la recepción de la reclamación. El Gerente podrá consultar con el personal de METRO adecuado para la preparación de su respuesta a la queja. El Gerente remitirá su respuesta por escrito al CEO/Gerente General o su designado dentro del marco de tiempo designado.

§6.1.606 **Esfuerzos para Contactar al Demandante:** El CEO/ Gerente General o su designado deberá hacer esfuerzos para hablar (en persona o conversación telefónica) con el demandante, en cuyo momento el demandante podrá dar testimonio oral o por escrito en apoyo a la alegación de que sus derechos en virtud del Título VI han sido violados. El CEO/ Gerente General o su designado deberá revisar y considerar la respuesta preparada por el Gerente identificado en la Sección 67.05, toda la información proporcionada por el demandante, si los hubiese, y cualquier otra evidencia disponible sobre los alegatos de la queja. El CEO/Gerente General o su designado deberá elaborar un informe escrito de sus conclusiones y si se requieren medidas correctivas, un calendario para la realización de dicha acción.

- §6.1.607** **Conclusión de la Investigación:** Tan pronto como sea posible, pero a más tardar, 20 días hábiles siguientes a la recepción de la denuncia inicial, el CEO/Gerente General o su designado deberá informar al demandante de sus conclusiones y las medidas correctivas que deben adoptarse como consecuencia de la denuncia junto con el calendario para la realización de dicha acción.
- §6.1.608** **Apelación al Presidente de la Junta:** Si el demandante no está satisfecho con las conclusiones y/o acciones del CEO/Gerente General de METRO o su designado, entonces el demandante podrá presentar su Queja con el Presidente de la Junta de Directores (referirse a la Sección 67.09 a continuación), o con Oficina de Derecho Civiles de la FTA (refiérase a la Sección 67.11 a continuación).
- §6.1.609** **Proceso de Apelación:** Si el demandante opta por presentar su Queja con el Presidente de la Junta de Directores, entonces la denuncia y la documentación de respaldo debe presentarse dentro de los 15 días hábiles de la recepción de los resultados de la investigación del CEO/Gerente General, con el Presidente de la Junta de Directores, proporcionándosela al Asistente Ejecutivo, o su designado, en el 110 Vernon Street, Santa Cruz, CA 95060. Si se requiere de un acomodo, un tiempo adicional puede ser proporcionado para presentar la apelación. Tras examinar el expediente, el Presidente de la Junta notificará al denunciante de las acciones que, de haberlas, se tomarán como resultado de la revisión por el Presidente dentro de 10 días hábiles de la notificación del Presidente de que el denunciante no está satisfecho con los resultados de la investigación del CEO/Gerente General. La decisión del Presidente de la Junta Directiva de METRO será definitiva.
- §6.1.610** **Extensión de Plazo:** Cualquier plazo establecido en el presente documento podrá ser prorrogado por el CEO/Gerente General como una acomodación (si es necesario), o en una muestra de una buena causa.
- §6.1.611** **Cómo Presentar una Queja de Título VI con el FTA:** Cualquier persona que considere que él/ella, o como miembro de cualquier categoría específica de personas, ha sido objeto de discriminación por motivos de raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género, con respecto a los programas, actividades o servicios de METRO, o de otros beneficios conexos de tránsito, puede presentar una Queja por escrito al FTA. Una Queja puede ser presentada por el individuo o por un representante. La FTA investigará de inmediato todas las denuncias presentadas en virtud del Título VI, de conformidad con las regulaciones del DOT 49 CFR § 21.11 (b) y 21.11 (c).

a) **La Queja debe incluir la siguiente información:**

Una queja podrá ser presentada mediante la impresión, llenado y envío por correo del **Formulario de Quejas de la FTA** que se puede encontrar en el sitio web de la FTA:

https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/Consolidated_Civil_Rights_Complaint_Form.pdf

La Queja debe ser por escrito, firmada y fechada por el demandante o su representante antes de que cualquier acción pueda ser tomada. En casos donde un demandante no puede o sea incapaz de proporcionar una declaración por escrito, pero desea que la FTA o el DOT investigue la supuesta discriminación, una Queja verbal de la discriminación puede ser presentada al Director de la FTA, Oficina de Derechos Civiles. De ser necesario, el Oficial de Derechos Civiles ayudará a la persona a convertir la queja verbal en escrito. Todas las quejas, sin embargo, tienen que ser firmadas por el demandante o su representante.

Dirección de la Oficina de Derechos Civiles de la FTA:

Oficina de Derechos Civiles de la Administración Federal de Tránsito **En Atención: Equipo de Quejas** East Building, 5th Floor - TCR 1200 New Jersey Avenue, S.E. Washington, DC 20590

- b) Favor de proporcionar un resumen de sus acusaciones, incluyendo las fechas, horas y lugares del/los incidente/s. Incluya toda la documentación de respaldo. La Queja deberá incluir una descripción del programa, actividad o servicio en donde el supuesto acto de discriminación ocurrió. Cualquier otra correspondencia del proveedor de transporte podrá ser incluida.
- c) No lo es requerido; no obstante, la FTA alienta a las personas a que primero presenten la Queja directamente con el proveedor de transporte para darle al proveedor una oportunidad para que resuelva cualquier situación que pueda presentarse.

§6.1.612

Aceptación de Quejas: Una vez que una Queja haya sido aceptada, la FTA notificará a METRO que ha sido objeto de una Queja de Título VI y le pedirá a METRO que responda por escrito a las acusaciones del demandante. Una vez que el demandante este de acuerdo en liberar la Queja a METRO, la FTA le turnará la Queja a METRO. LA FTA podrá optar por cerrar una Queja si el demandante no está de acuerdo en liberar la demanda a METRO. La FTA se esfuerza por investigar con prontitud todas las Quejas de Título VI.

§6.1.613

Investigaciones: La FTA realizará una investigación puntual cada vez que una revisión de cumplimiento, reporte, queja o cualquier otra información que indique una posible falla en el cumplimiento con los Reglamentos del Título VI. La investigación de la FTA incluirá una revisión de las prácticas y políticas pertinentes de METRO, las circunstancias en que ocurrió el posible incumplimiento y otros factores relevantes para una determinación en cuanto a si METRO ha dejado de cumplir con las regulaciones del Título VI.

§6.1.614 Tras la investigación, la Oficina de Derechos Civiles de la FTA remitirá al demandante y a METRO una de las siguientes tres cartas basadas en sus conclusiones:

- a) **Carta de Resolución:** la cual explica los pasos que ha tomado METRO o las que se compromete a tomar para cumplir con el Título VI.
- b) **Carta de Conclusión (Cumplimiento):** la cual explica que se ha encontrado que METRO está en cumplimiento con el Título VI. Esta carta incluirá una explicación del por qué se encontró que METRO está en cumplimiento, y proporcionará notificación al demandante sobre sus derechos de apelación.
- c) **Carta de Conclusión (Incumplimiento):** la cual explica que se ha encontrado que METRO está en incumplimiento. Esta carta incluirá cada violación referenciada, la normativa aplicable, una breve descripción de las soluciones propuestas, notificación del límite de tiempo en el proceso de conciliación, las consecuencias por el fracaso para lograr el cumplimiento voluntario y una oferta de asistencia para METRO para la elaboración de un plan correctivo para el cumplimiento.

§6.1.615 **Proceso de Apelación:** Las cartas de conclusión y resolución ofrecerán al demandante y a METRO la oportunidad de proporcionar información adicional que llevaría a la FTA a reconsiderar sus conclusiones. La FTA solicita que las partes involucradas en la Queja proporcionen esta información adicional dentro de 60 días de la fecha de la carta de conclusión. La Oficina de Derechos Civiles de la FTA responderá a una apelación, ya sea mediante la emisión de una carta de revisión de la resolución o conclusión a la parte apelante, o informando a la parte apelante de que la carta original de la resolución o conclusión sigue en vigor.

Artículo VII

Deficiencias con el Cumplimiento del Título VI

§6.1.701 Revisiones de Cumplimiento serán llevadas a cabo periódicamente por la FTA, como parte de su responsabilidad continua en virtud a su autoridad bajo el estatuto 49 CFR §21.11(a).

§6.1.702 Si la FTA determina que METRO está incumpliendo con el Título VI, le enviará una *Carta de Conclusión* que describa las determinaciones de la FTA y solicitando que METRO tome voluntariamente la/s acción/acciones correctiva/s, las cuales la FTA considere necesarias y apropiadas.

§6.1.703 METRO presentará un plan de medidas correctivas que incluya una lista de acciones correctivas planeadas y, de ser necesario, las razones suficientes y justificadas para

que la FTA reconsidere cualquiera de sus conclusiones o recomendaciones en un plazo de 30 días de recibida la *Carta de Conclusión* de la FTA.

Artículo VIII

Administración

- §6.1.801** METRO integrará las disposiciones dentro de su Programa de Título VI en todos sus programas, actividades y servicios brindados por el servicio de Ruta Fija y de Paratransporte de METRO y las instalaciones de METRO.
- §6.1.802** METRO integrará el Programa del Título VI a su Código Administrativo.

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT



DECLARACIÓN DE POLÍTICA DEL TÍTULO VI/ NO DISCRIMINACION

El Distrito de Transporte Metropolitano de Santa Cruz (METRO) está comprometido con proporcionar transporte público en un ambiente libre de discriminación con base en la raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género. METRO opera sus programas, actividades y servicios sin consideración alguna de la raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género.

Como beneficiario de fondos de la Administración Federal de Tránsito, METRO se asegurará de que sus programas, políticas y actividades cumplan con el Título VI de la Ley de Derechos Civiles de 1964, en su versión enmendada, y con las regulaciones del Departamento de Transporte.

Cualquier persona que considere que él/ella, ha sido objeto de discriminación por motivos de raza, color, origen nacional, edad, sexo, orientación sexual o identidad de género, con respecto a los programas, actividades, servicios u otros beneficios relacionados con el transporte de METRO, puede presentar una queja del Título VI. Las quejas deben ser presentadas por escrito y firmadas por el demandante, o su representante, y debe incluir el nombre, la dirección y número telefónico del demandante u otro medio por el cual pueda ser contactado el demandante. Los formularios de quejas están disponibles en la Administración de Santa Cruz METRO en, 110 Vernon St., Santa Cruz, 831426-6080; Servicio al Cliente, 920 Pacific Avenue (Estación Pacific); y en línea en www.scmttd.com. Se les anima a los clientes a que presenten las Quejas tan pronto como sea posible y llamen al Asistente Ejecutivo al (831) 426-6080 para recibir asistencia.

Para solicitar información adicional sobre las obligaciones de no discriminación de METRO o para presentar una Queja del Título VI, por favor envíe su solicitud o queja por escrito al:

Distrito de Transporte Metropolitano de Santa Cruz

Atención: Ejecutivo Principal de Operaciones

110 Vernon Street

Santa Cruz, CA 95060

Las Quejas del Título VI de la Administración Federal de Tránsito pueden ser presentadas directamente al: Oficina de Derechos Civiles de la Administración Federal de Tránsito

Atención: Equipo de Quejas East Building, 5th Floor – TCR
1200 New Jersey Avenue, SE
Washington, DC 20590

ANEXO B

Distrito de Transporte Metropolitano de Santa Cruz

FORMULARIO DE QUEJA DE DISCRIMINACIÓN DEL TÍTULO VI
110 Vernon Street, Santa Cruz, CA 95060

Nombre del Demandante o Representante Autorizado _____

Dirección: _____

Ciudad/Estado/C.P.: _____

Teléfono: _____ correo electrónico: _____

Fecha/Hora de Violación: _____ Fecha de la Queja: _____

Lugar de Violación: _____

Número de Autobús: _____ Ruta del Autobús: _____

Favor de indicar la discriminación de esta queja por cualquiera de los siguientes motivos, los cuales están prohibidos por el Título VI de la Ley de Derechos Civiles de 1964:

☐ Raza ☐ Color ☐ Origen Nacional

Favor de indicar la discriminación de esta queja por cualquiera de los siguientes motivos, los cuales están prohibidos por Santa Cruz METRO:

☐ Edad ☐ Sexo ☐ Orientación Sexual ☐ Identidad de Género

Favor de proporcionar el/los nombre/s de los Directores, empleados y/o agentes de METRO quienes presuntamente discriminaron contra usted, incluyendo su puesto laboral (si lo sabe):

Identifique que servicio, programa o actividad de METRO (por ejemplo: servicio de ruta fija ParaCruz, etc.) dio lugar a la discriminación en su contra:

Identifique a las personas que cuenten con información relevante a la violación con nombre, dirección y teléfono:

Explique tan claro como sea posible qué sucedió, cómo siente que fue discriminado y quién estuvo involucrado. Describa cómo fue tratado de manera diferente:*

Firma del Demandante: _____ **Fecha:** _____

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Regulation Number: AR-1033

Computer Title: System Standards

Effective Date: January 25, 2013

Pages: 7

TITLE: SYSTEM-WIDE SERVICE STANDARDS AND POLICIES

Procedure History

NEW POLICY

January 25, 2013

SUMMARY OF POLICY

New Regulation

APPROVED



I. POLICY

- 1.01 It is the policy of the Santa Cruz METRO, as a recipient of Federal Transit Administration (FTA) funds, that it shall comply with Title VI of the Civil Rights Act of 1964 which provides that, "No person in the United States shall on the ground of race, color or national origin be excluded from participation or be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."
- 1.02 Santa Cruz METRO ensures that the level and quality of its public transportation service are provided in a nondiscriminatory manner. Santa Cruz METRO promotes full and fair participation in public transportation decision-making without regard to race, color or national origin. Additionally, Santa Cruz METRO ensures meaningful access to transit-related programs and activities by persons with limited English proficiency (LEP).
- 1.03 Santa Cruz METRO shall not utilize criteria or methods of administration which have the effect of subjecting persons to discrimination because of their race, color or national origin. Santa Cruz METRO will implement these System-Wide Service Standards and Policies to ensure that service design and operation does not result in discrimination on the basis of race, color or national origin.
- 1.04 Santa Cruz METRO's service standards and policies address how service and amenities are distributed throughout the transit system. Santa Cruz METRO created these service standards and policies to prevent discrimination in the routing, scheduling and quality of transportation service provided throughout its service area. Santa Cruz METRO ensures that the manner of distribution of its transit services affords all users equal access to these assets.
- 1.05 It is the policy of Santa Cruz METRO that the location of routes, level of service, quality and age of its vehicles and quality of transit amenities serving different area may not be determined on the basis of race, color or national origin.

II. APPLICABILITY

- 2.01 This policy and the system-wide service standards and service policies set forth herein apply to Santa Cruz METRO's employees in the creation of its transit service according to standards for the location of routes, headway between buses, passenger loads and on-time performance, and policies for assigning buses and installing transit amenities.

III. DEFINITIONS

- 3.01 **CNG:** Compressed natural gas.
- 3.02 **Highway 17 Express:** A regional route which provides service between Santa Cruz County and Santa Clara County along SR-17.
- 3.03 **Intercity:** The primary trunk lines with better than hourly service on arterial roads linking transit centers or significant activity centers (Santa Cruz, Watsonville, Scotts Valley). An intercity route tends to have high frequency and a long span of service
- 3.04 **Local:** An urban route which connects residential areas or major trip generators with transit centers
- 3.05 **National Origin:** The particular nation in which a person was born, or where the person's parents or ancestors were born.
- 3.06 **Non-peak:** The times of a given day with lower travel demand.
- 3.07 **On-Time Performance:** A measure of transit runs completed as scheduled.
- 3.08 **Peak:** The highest level of daily travel demand generally between the hours of 7am – 9am and between the hours of 2pm – 7pm.
- 3.09 **Program or Activity:** A facet of service provided by Santa Cruz METRO.
- 3.10 **Race:** A group of people united or classified together on the basis of common history, nationality or geographic distribution.
- 3.11 **Recipient:** A transit agency or transportation agency that receives federal financial assistance from the Federal Transit Administration. The term includes subrecipients of a designated recipient.
- 3.12 **Rural:** A transit route that provides service to rural areas beyond the urbanized area boundaries within Santa Cruz County. A rural route which provides the only transportation available to the transit dependent is lifeline service. A rural route tends to have low frequency and a short span of service
- 3.13 **Service Area:** The geographic area in which Santa Cruz METRO operates public transit services.
- 3.14 **Service Availability:** A general measure of a person's access to public transit within Santa Cruz County.

- 3.15 **Service Standard/Policy:** An established service performance measure or policy used by Santa Cruz METRO to plan or distribute services and amenities within its service area.
- 3.16 **Transit Amenities:** Items of comfort, convenience and safety that are available to the general riding public. Examples include bus stop signs, benches, shelters, trashcans and lighting.
- 3.17 **UCSC Routes:** A route serving the University of California Santa Cruz campus. Some UCSC routes operate only during the UCSC school term and are not in service during the summer months. The UCSC routes tend to have the greatest frequency and the longest span of service in Santa Cruz METRO's route categories.
- 3.18 **Vehicle Headway Standard:** The amount of time scheduled between two transit vehicles traveling in the same direction along the same street. A shorter headway corresponds to a higher level of service. Vehicle headway is one component of the amount of travel time expended by a passenger to reach his/her destination. Headway standards can impact vehicle load.
- 3.19 **Vehicle Load Standard:** Expressed as the ratio of passengers to the total number of seats on a vehicle. For example, on a 40-seat bus a vehicle load of 1.5 means all seats are filled and there are 20 standees. The intent of monitoring vehicle load standard is to provide commensurate safety, comfort and service levels throughout the system.

IV. SERVICE STANDARDS

FTA requires all fixed route transit providers to develop quantitative standards for the following indicators: Vehicle Load, Vehicle Headway, On-Time Performance and Service Availability.

- 4.01 **Vehicle Load Standard.** Santa Cruz METRO's Vehicle Load Standard is based upon the factors listed below. The average of all loads on a route should not exceed the load factors shown below.

Load Factors

Vehicle Type	Seated	Standing	Total	Load Factor
25' Mini Bus	19	9	28	1.5
40' Low Floor Bus	39	19	58	1.5
35' Bus	30	15	45	1.5
40' Highway 17 Bus*	36-43	12	48-55	1.2-1.3

Note: The last trip of the night on any given route may have a higher load factor in the effort not to leave passengers stranded.

* Santa Cruz METRO operates a number of different 40' Highway 17 coaches which have different seating capacities

- a. Santa Cruz METRO buses are considered on time if the actual departure is no earlier than zero seconds before and no later than five minutes after the scheduled departure time.
- b. Santa Cruz METRO buses are considered on time if the actual arrival is within five minutes of the scheduled arrival time.

Currently, Santa Cruz METRO does not have the technology or staffing to regularly track on-time performance. Santa Cruz METRO will collect on-time performance data twice a year using a point check with surveyors stationed at the three major transit centers (Santa Cruz, Capitola Mall and Watsonville) to record arrivals and departures. This policy is in place until Santa Cruz METRO is able to implement an Automatic Vehicle Locator system.

- 4.04 **Service Availability.** The Santa Cruz METRO Service Availability Standard considers the range of geographic variability within the service area.

Santa Cruz METRO serves the County of Santa Cruz, which encompasses 445.2 square miles with an average density of 589 persons per square mile and a total population of 262,382. Urban development in the county lies primarily within the incorporated cities of Capitola, Santa Cruz, Scotts Valley and Watsonville which serve as the predominant employment and residential centers in the service area. Numerous unincorporated places within the County separated by extensive rural areas lend for a generally low-density service area with medium densities within the incorporated cities. In addition, Santa Cruz METRO serves a non-urban university campus of approximately 20,000 students and staff which require a high level of transit service due to travel restrictions, even though the vast campus does not approach urban densities.

In consideration of the varied service area geography, Santa Cruz METRO will implement a service availability standard such that:

- a. Ninety percent (90%) of all residents living within the incorporated cities of Capitola, Santa Cruz, Scotts Valley and Watsonville are within a ½ mile of a bus stop.
- b. Ninety percent (90%) of all residents of Santa Cruz County are within 1 mile of a bus stop.

V. SERVICE POLICIES

FTA requires all fixed route transit providers to develop policies to ensure that the assignment of buses and distribution of transit amenities do not result in discrimination. Service policies do not have a quantitative threshold; rather, they govern how service is implemented.

- 5.01 **Vehicle Assignment.** Vehicle assignment refers to the process by which transit vehicles are placed into service on routes throughout Santa Cruz METRO's service area.

- a. Santa Cruz METRO assigns buses to vehicle tasks and blocks based on the following criteria:

1. Ridership/vehicle capacity;
 2. Whether the bus is being operated during peak periods;
 3. Whether there are topographical or geographical limitations that would prohibit a specific bus from being operated in that area;
 4. Availability.
- b. Santa Cruz METRO assigns suburban style buses with overhead bins to the Highway 17 Express.
- 5.02 **Transit Amenities.** Implementation of the following transit amenities will occur at bus stops and transit centers based on the objective criteria cited below:
- a. **Signs:** Bus stop information signs shall be installed at all Santa Cruz METRO bus stops. To promote accessibility and readability, the signs shall be located at a minimum of two (2) feet from the curb face; with the top of the information sign positioned no more than seven (7) feet from ground level.
 - b. **Benches/Shelters:**
 1. Proximity to hospitals, schools, senior centers, shopping centers, medical centers, transit transfer centers, and transit centers;
 2. Frequency of service (shorter headways, no bench; longer headways, benches);
 3. Adjacent land use compatibility (e.g. apartment complexes, senior and/or disabled communities/housing);
 4. Availability of space to construct shelters and waiting areas is required. The location must accommodate a concrete pad and is required to set back two feet from the roadway. The bench/shelter must not block the view of vehicular traffic and site must comply with all federal, state and local legal requirements;
 5. Passenger/Public requests;
 6. Existing bench or shelter locations will be considered for equity in distribution within the service area.
 - c. **Bike racks:** Bike racks will be installed at all transit center locations. Bike racks will be installed in bus stops located in major shopping centers.
 - d. **Trash Cans:** Santa Cruz METRO provides trash cans at all urban and inner city bus stops and upon request in interconnecting and rural routes.
 - e. **Lighting:** All new sheltered bus stops will receive solar lighting.
- 5.03 **Replacement of Existing Amenities.** Existing bus stops with vandalized, defective or damaged bus shelters or benches will receive priority for a new and/or repaired to a state of good repair bus shelter or bench.

VI. REQUESTS FOR NEW SERVICE

- 6.01 Requests for new bus service received from a resident when the request is supported by community organizations, a majority of the residents, and/or political representatives of the community will be considered and evaluated.

VII. USE OF SERVICE STANDARDS

- 7.01 These system-wide service standards will be used by Santa Cruz METRO's Planning Department and Operations Department to ensure that service is distributed across the system in a nondiscriminatory manner which affords users equal access to public transit assets.
- 7.02 Santa Cruz METRO's Planning Department and Operations Department are responsible for monitoring Santa Cruz METRO's service standards and notifying the Board of Directors if changes are necessary.

VIII. ADMINISTRATION OF REGULATION

- 8.01 The Operations Manager is responsible to administer and enforce this policy within the respective department.
- 8.02 This policy will be updated as needed as determined by the Operations Manager or the General Manager.
- 8.03 Santa Cruz METRO will integrate these System-Wide Service Standards and Policies into its Administrative Regulations and procedures.

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Número de Reglamento: AR-1033
Título de Computadora Normas del Sistema
Fecha Efectiva: 25 de enero de 2013
Páginas: 8

TÍTULO: NORMAS Y POLÍTICAS DE SERVICIO DE TODO EL SISTEMA

Historia de Procedimiento

NUEVA POLÍTICA

25 de enero, 2013

RESUMEN DE LA POLÍTICA

Nuevo Reglamento

APROBADO



I. POLÍTICA

- 1.01 Es la política del Santa Cruz METRO, como recipiente de fondos de la Administración Federal de Tránsito (FTA), que deberá cumplir con el Título VI de la Acta de Derechos Civiles de 1964, que establece que: "Ninguna persona en los Estados Unidos será, por motivos de raza, color u origen nacional, excluida de participar o ser negado los beneficios de, o ser sujeto a discriminación bajo cualquier programa o actividad que reciba asistencia financiera Federal. "
- 1.02 Santa Cruz METRO asegura que el nivel y la calidad de su servicio de transporte público se proporciona de manera no discriminatoria. Santa Cruz METRO promueve la participación plena y justa en el transporte público de tomar de decisiones, sin distinción de raza, color u origen nacional. Además, Santa Cruz METRO asegura acceso significativo a los programas relacionados con el tránsito y las actividades de las personas con Dominio Limitado del Inglés (LEP).
- 1.03 Santa Cruz METRO no utilizará los criterios o métodos de administración que tienen el efecto de someter a las personas a la discriminación por motivos de raza, color u origen nacional. Santa Cruz METRO aplicará estas Normas y Políticas de Servicio de Todo el Sistema para asegurar que el diseño de servicios y la operación no dé lugar a la discriminación por motivos de raza, color u origen nacional.
- 1.04 Normas y políticas de servicio del Santa Cruz METRO dirigen como el servicio y las instalaciones están distribuidas en todo el sistema de tránsito. Santa Cruz METRO creó estas normas y políticas de servicio para evitar la discriminación en el enrutamiento, la programación y la calidad del servicio de transporte proporcionado a través de su área de servicio. Santa Cruz METRO asegura que la forma de distribución de sus servicios de transporte brinda a todos los usuarios el mismo acceso a estos bienes.

- 1.05 Es la política del Santa Cruz METRO que la ubicación de las rutas, nivel de servicio, calidad y edad de sus vehículos y la calidad de los servicios de tránsito que sirven áreas diferentes no puede determinarse sobre la base de raza, color u origen nacional.

II. APLICABILIDAD

- 2.01 Esta política y las normas de servicio de todo el sistema y las políticas de servicios establecidas en este documento se aplican a los empleados del Santa Cruz METRO en la creación de su servicio de transporte de acuerdo con las normas para la ubicación de las rutas, progreso entre los autobuses, cargas de pasajeros y el rendimiento a tiempo, y las políticas para la asignación de los autobuses y la instalación de los servicios de tránsito.

III. DEFINICIONES

- 3.01 **CNG:** Gas Natural Comprimido
- 3.02 **Highway 17 Express:** Una ruta regional que da servicio entre el Condado de Santa Cruz y el Condado de Santa Clara a lo largo de la ruta estatal SR-17.
- 3.03 **Interurbanos:** Las líneas troncales primarias con mejor servicio cada hora en las carreteras principales que unen los centros de tránsito o los centros importantes de actividad (Santa Cruz, Watsonville, Scotts Valley). Una ruta interurbana tiende a tener alta frecuencia y un largo período de servicio
- 3.04 **Local:** Una ruta urbana que conecta las zonas residenciales o generadores de viaje principales con los centros de tránsito
- 3.05 **Origen Nacional:** La nación particular en que nació una persona, o donde nacieron los padres o antepasados de la persona.
- 3.06 **No Pico:** Las horas de cualquier día con la demanda de viajes más baja.
- 3.07 **Rendimiento de Puntualidad:** Una medida de corridas de tránsito que se completan como programadas.
- 3.08 **Pico:** El nivel más alto de la demanda de viajes al día generalmente entre las horas de 7am-9a.m. y entre las horas de 2pm - 7pm.
- 3.09 **Programa o Actividad:** Una faceta del servicio proporcionado por Santa Cruz METRO.
- 3.10 **Raza:** Un grupo de personas unidas o clasificadas juntas sobre la base de la historia común, la nacionalidad o la distribución geográfica.
- 3.11 **Recipiente:** Una agencia de transporte o agencia de transporte que recibe asistencia financiera federal de la Administración Federal de Tránsito. El término incluye a los beneficiarios secundarios de un beneficiario designado.
- 3.12 **Rural:** Una ruta de tránsito que da servicio a las zonas rurales más allá de los límites de las áreas urbanizadas dentro del Condado de Santa Cruz. Una ruta rural que ofrece el único medio de transporte disponible para los dependientes de tránsito es un servicio de línea de vida. Una ruta rural tiende a tener baja frecuencia y un corto periodo de servicio

- 3.13 **Área de servicio:** El área geográfica en la que Santa Cruz METRO opera servicios de transporte público.
- 3.14 **Disponibilidad del servicio:** Una medida general de acceso de las personas al transporte público en el Condado de Santa Cruz.
- 3.15 **Política/Norma de Servicio:** Una medida de rendimiento del servicio establecido o la política utilizada por el Santa Cruz METRO para planear o distribuir servicios y amenidades dentro de su área de servicio.
- 3.16 **Servicios de Tránsito:** Los artículos de comodidad, conveniencia y seguridad que están disponibles para el público viajero en general. Los ejemplos incluyen las señales de paradas de autobús, bancas, marquesinas, basureros e iluminación.
- 3.17 **Rutas UCSC:** Una ruta sirviendo al campus de la Universidad de California Santa Cruz. Algunas rutas UCSC operan solamente durante el período escolar UCSC y no están en servicio durante los meses de verano. Las rutas UCSC tienden a tener la mayor frecuencia y la distancia más larga de servicio en categorías de rutas del Santa Cruz METRO.
- 3.18 **Norma de Avance de Vehículo:** La cantidad de tiempo programado entre dos vehículos de tránsito que viajan en la misma dirección a lo largo de la misma calle. Un avance más corto corresponde a un nivel más alto de servicio. Avanzar vehículo es un componente de la cantidad de tiempo de viaje gastado por un pasajero para llegar a su destino. Normas de Avance pueden afectar la carga del vehículo.
- 3.19 **Norma de Carga de Vehículo:** Expresada como la relación de los pasajeros y el número total de asientos en el vehículo. Por ejemplo, en un autobús de 40-asientos, la carga de un vehículo de 1.5 significa que todos los asientos están ocupados y hay 20 pasajeros de pie. La intención de la norma de carga de vehículo es para proporcionar niveles de seguridad adecuados, confort y servicio en todo el sistema.

IV. NORMAS DE SERVICIO

FTA requiere que todos los proveedores de transporte de ruta fija desarrollen normas cuantitativas para los siguientes indicadores: carga del vehículo, avances del vehículo, rendimiento de puntualidad y disponibilidad de servicios.

- 4.01 **Norma de Carga de Vehículo.** La Norma de Carga de Vehículos del Santa Cruz METRO se basa en los factores que se enumeran a continuación. El promedio de todas las cargas en una ruta no debe superar los factores de carga que se muestra a continuación.

Factores de Carga

Tipo de Vehículo	Sentado	Parado	Total	Factor de Carga
25' Mini Autobús	19	9	28	1.5
40' Autobús de Piso Bajo	39	19	58	1.5

35' Autobus	30	15	45	1.5
40' Autobús Highway 17*	36-43	12	48-55	1.2-1.3

Nota: El último viaje de la noche en cualquier ruta puede tener un factor de carga mayor en el esfuerzo de no dejar a los pasajeros varados.

* Santa Cruz METRO cuenta con un número de diferentes autobuses del Highway 17 de 40' que tienen diferentes capacidades de asientos

Si una ruta excede las normas mencionadas, será objeto de seguimiento. En el caso de que una sobrecarga está documentada en quince (15) días, durante un período de seis meses, la acción correctiva se considerará para lograr una carga de vehículo equilibrada dentro de los límites aceptables de estas normas, pero depende de la capacidad financiera de Santa Cruz METRO .

4.02 **Normas de Avance de Vehículo:** Santa Cruz METRO se esfuerza por lograr un equilibrio entre avances y palmos de servicio. Santa Cruz METRO utiliza las siguientes cinco categorías de ruta para delinear las diferentes características de servicio y establece las diferentes normas de avance de vehículo como se muestra en la tabla siguiente para cumplir con las características de actuación de cada categoría.

- Rural:** Rutas que sirven áreas poco pobladas y no incorporadas, aunque las rutas pueden empezar dentro de una ciudad incorporada.
- Interurbano:** Las rutas que viajan entre ciudades incorporadas y pueden viajar a través de zonas rurales y / o áreas no incorporadas.
- Local:** Las rutas que viajan dentro y / o alrededor de una ciudad incorporada.
- UCSC:** Las rutas que entran en la Universidad de California en Santa Cruz durante el término escolar.
- Highway 17 Express:** Una sola ruta expresa entre condados con paradas limitadas entre Santa Cruz y San José.

Norma de Avance

Rutas	Pico Día entre Semana	Base Día entre Semana	Noche Fin de Semana	Fin de Semana
Rural	30	60	90	30
Interurbano	15	30	60	60
Local	60	60	60	60
UCSC	10	30	30	30
Highway 17 Express	20	60	60	60

Nota: Las horas pico son 7a.m.-9 a.m. y 2:00 pm - 7:00 pm. Horas de servicio nocturno son de 8:00 pm - 12:00 am. No todas las rutas en un grupo de ruta se operan durante todo el día.

El seguimiento se realizará antes del comienzo de cada oferta. Avances de vehículos serán mejorados primero en las rutas que exceden el factor de normas de carga.

4.03 **Norma de Rendimiento de Puntualidad:** El Santa Cruz METRO tiene un estándar de 72% de rendimiento de puntualidad.

- a. Autobuses del Santa Cruz METRO se consideran a tiempo si la salida real es no antes de cero segundos y no más tarde de cinco minutos después de la hora de salida programada.
- b. Autobuses del Santa Cruz METRO se consideran a tiempo si la llegada real está durante cinco minutos de la hora de llegada prevista.

Actualmente, Santa Cruz METRO no tiene la tecnología ni el personal para hacer un seguimiento con regularidad de rendimientos de puntualidad. Santa Cruz METRO recogerá los datos de rendimiento de puntualidad dos veces al año usando un punto de control con inspectores destacados en los tres principales centros de tránsito (Santa Cruz, Capitola Mall y Watsonville) para registrar las entradas y salidas. Esta política está en su lugar hasta que Santa Cruz METRO sea capaz de implementar un Sistema Automático de Localizador de Vehículos.

4.04 **Disponibilidad del servicio.** La Norma de Disponibilidad de Servicio del Santa Cruz METRO considera el alcance de variabilidad geográfica dentro del área de servicio.

Santa Cruz METRO sirve el condado de Santa Cruz, que abarca 445.2 millas cuadradas con una densidad media de 589 habitantes por milla cuadrada y una población total de 262,382. El desarrollo urbano en el condado se encuentra principalmente dentro de las ciudades incorporadas de Capitola, Santa Cruz, Scotts Valley y Watsonville que sirven como las áreas de empleo y centros residenciales predominantes en el área de servicio. Numerosos lugares no incorporados dentro del Condado son separados por amplias zonas rurales para prestar un área de servicio en general de baja densidad con densidades medias dentro de las ciudades incorporadas. Además, Santa Cruz METRO sirve un campus universitario no urbano de aproximadamente 20,000 estudiantes y personal que requieren un alto nivel de servicio de tránsito debido a las restricciones de viaje, a pesar de que el enorme campus no se acerca a la densidad urbana.

En consideración de la geografía de área de servicio variado, Santa Cruz METRO implementará una norma de disponibilidad de servicio de tal manera que:

- a. El noventa por ciento (90%) de todos los residentes que viven dentro de las ciudades incorporadas de Santa Cruz, Santa Cruz, Scotts Valley y Watsonville se encuentran a media milla de una parada de autobús.
- b. El noventa por ciento (90%) de todos los residentes del Condado de Santa Cruz están a 1 milla de una parada de autobús.

V. SERVICE POLICIES

FTA requiere que todos los proveedores de transporte de ruta fija desarrollen políticas para asegurar que la asignación de buses y la distribución de los servicios de tránsito no den lugar a la discriminación. Políticas de servicio no tienen un umbral cuantitativo, sino que gobiernan cómo el servicio del Santa Cruz METRO se lleva a cabo.

5.01 **Asignación de vehículos.** Asignación de vehículos se refiere al proceso por el cual los vehículos de transporte se ponen en servicio en las rutas a través del área de servicio

a. Santa Cruz METRO asigna autobuses para tareas de vehículos y bloques basado en los siguientes criterios:

1. El número de pasajeros / capacidad de vehículo;
2. Si el autobús está en funcionamiento durante las horas pico;
3. Si existen limitaciones topográficas o geográficas que prohíben a un autobús específico de ser operado en esa zona;
4. Disponibilidad

b. Santa Cruz METRO asigna autobuses estilo suburbano con compartimentos superiores al Highway 17 Express.

5.02 **Servicios de Tránsito.** Implementación de los servicios de tránsito siguientes ocurrirán en las paradas de autobuses y centros de tránsito en base a los criterios objetivos citados a continuación:

a. **Signos:** Los signos informativos de paradas se instalarán en todas las paradas de autobuses del Santa Cruz METRO. Para promover la accesibilidad y legibilidad, los signos, se colocarán en un mínimo de dos (2) pies del bordillo, con la parte superior del cartel informativo colocado no más de siete (7) metros desde el nivel del suelo.

b. **Bancas / Marquesinas:**

1. Proximidad a hospitales, escuelas, centros de ancianos, centros comerciales, centros médicos, centros de transferencia de tránsito y centros de tránsito;
2. Frecuencia del servicio (avances cortos, no hay bancas, avances largos, bancas);
3. Compatibilidad de uso de tierra adyacente (por ejemplo, complejos de apartamentos, viviendas de comunidades mayores y / o discapacitados);
4. Disponibilidad de espacio para construcción de marquesinas y áreas de espera es necesario. La localidad debe acomodar una base de concreto y es necesario retrasarla dos pies de la carretera. La banca / marquesina no deben bloquear la vista del tráfico vehicular y el sitio debe cumplir con todos los requisitos federales, estatales y locales legales;
5. Pasajeros / solicitudes públicas;

6. Los actuales ubicaciones de bancas o marquesinas serán consideradas para la equidad en la distribución dentro del área de servicio.
 - c. **Bastidores de bicicletas:** Los portabicicletas se instalarán en todas las ubicaciones de los centros de tránsito. Bastidores de bicicletas se instalarán en las paradas de autobús ubicadas en centros comerciales importantes.
 - d. **Basureros:** Santa Cruz METRO ofrece basureros en todas las paradas de autobuses urbanos e interior de la ciudad y bajo petición en las rutas rurales interconexiónadas.
 - e. **Iluminación:** Todas las nuevas paradas de autobús protegidas recibirán iluminación solar.
- 5.03 **Sustitución de Servicios Existentes.** Paradas de autobús existentes con vandalismo, marquesinas o bancas defectuosas o dañadas tendrán prioridad para un nuevo y / o reparado a un estado de buen reparo de marquesinas de autobús y bancas.

VI. SOLICITUDES DE NUEVO SERVICIO

- 6.01 Las solicitudes de nuevo servicio de autobús recibido de un residente, cuando la solicitud esté apoyada por organizaciones de la comunidad, la mayoría de los residentes, y / o representantes políticos de la comunidad serán considerados y evaluados.

VII. UTILIZACIÓN DE LAS NORMAS DE SERVICIO

- 7.01 Estas normas de servicio de todo el sistema serán utilizados por el Departamento de Planificación y de Operaciones del Santa Cruz METRO para garantizar que el servicio se distribuya a través del sistema de una manera no discriminatoria, que ofrezca a los usuarios acceso igual a los bienes de transporte público.
- 7.02 El Departamento de Planificación y Operaciones del Santa Cruz METRO es responsable de supervisar las normas de servicio del Santa Cruz METRO e informar a la Junta Directiva si los cambios son necesarios.

VIII. ADMINISTRACIÓN DEL REGLAMENTO

- 8.01 El Gerente de Operaciones es responsable de administrar y aplicar dicha política en el departamento respectivo
- 8.02 Esta política se actualizará cuando sea necesario según lo determine el Gerente de Operaciones o el Gerente General.
- 8.03 Santa Cruz METRO integrará estas normas y políticas de servicio de todo el sistema en su Reglamento y Procedimientos Administrativos.



Public Participation Plan

The Santa Cruz Metropolitan Transit District (METRO) has identified multiple ways to solicit input from riders, including minority and limited English proficient (LEP) populations as well as other underserved communities, when considering a major transportation decision such as a significant change in service or fares. In May 2015, the METRO Board of Directors adopted "Notice Requirements and Procedures for Public Hearings and Public Comments on Ordinances and Resolutions by the Board of Directors" (Public Hearing Requirements), which outlines when a public hearing will be conducted and what methods may be utilized to inform the public of the public hearing and comment period.

METRO staff utilizes the rules identified in the Public Hearing Requirements to notice the public comment period, hold public meetings in locations that are accessible to transit riders and persons with disabilities, schedule meetings at times that are convenient for bus riders and members of the public, advertise meetings and hearings in English and Spanish, and provide notice of the availability of language assistance. Depending on the magnitude of the decision, e.g., route changes and the areas affected by the route changes, staff will also translate public meeting and hearing materials into Spanish. All comments received during the public comment period and at the public hearing will be considered in developing the final recommendations, such as for service changes or fare increases.

Engaging Limited English Proficient Populations

METRO engages with all members of the community, including low-income, minority, and limited English proficient (LEP) populations when soliciting feedback on service changes and fare increases, using language assistance set forth in METRO's "Language Assistance Plan for Limited English Proficient (LEP) Persons." At a minimum, METRO translates all public hearing information and notices into Spanish. METRO also provides Spanish translations of *Headways Magazine* on its website, and at Transit Centers in downtown Santa Cruz and in Watsonville. Notices are posted in English and Spanish onboard all METRO buses. These notices are also available throughout METRO's service area and in local newspapers.

As part of our recent most assessment to identify concentrations of LEP persons in our service area, Santa Cruz METRO has applied the federal Safe Harbor Provision to identify languages used by 1,000 or more LEP persons in the METRO service area, or by LEP persons who represent 5% or more of the population in the METRO service area. Languages meeting this threshold are considered "Safe Harbor languages," and written translation of METRO's "vital documents" is indicative of compliance with LEP requirements. As has been the case for many years, the Spanish language overwhelmingly meets that criterion. Also, according to the 2023 American Community Survey (ACS) for the METRO service area, there are 2,893 individuals



who speak Chinese (including Mandarin and Cantonese), and of those, 961 speak English “less than very well.” METRO is required to provide written translation of its vital documents into Safe Harbor languages. According to FTA Circular 4702.1B p. III-9, Vital documents include, but are not limited to: (1) Title VI Notice of Rights and Complaint Forms and procedures; (2) Notices of proposed and approved fare and service changes; (3) Notices advising LEP individuals of free language assistance services. Santa Cruz METRO plans to implement these written language changes, as noted in the Updated *Language Assistance Plan for Limited English Proficient (LEP) Persons*.

Activities: Meetings

The following chart identifies categories of meetings used routinely to seek public participation in METRO decision-making.

Date of Activity	Activity	Low-Income/ Minority / LEP Population focus?
MAC Meetings are held not more than once each calendar quarter (February, April, August, and October) on the third Wednesday of the assigned month. Meetings (Hybrid) are held from 6:00-8:00 pm at 110 Vernon Street, Santa Cruz CA 95060	<u>METRO Advisory Committee Meetings:</u> The METRO Advisory Committee (MAC) provides recommendations to Santa Cruz METRO’s Board of Directors on matters of Santa Cruz METRO policy and operations referred to the Committee by the Board or Secretary/General Manager and to perform such additional duties as assigned by the Board. The Committee may also address issues which members or the public raise with respect to the quantity and quality of services provided by Santa Cruz METRO.	

<p>E&D TAC Meetings are generally held at 1:30pm on the 2nd Tuesday of even numbered months (i.e., Feb, April, June, Aug, Oct, Dec.).</p>	<p><u>Elderly and Disabled Transportation Advisory Committee (E&D TAC):</u> A Santa Cruz METRO staff member represents the agency on E&D TAC, which advises the Regional Transportation Commission (RTC) and other transportation agencies on the network of specialized transportation services for seniors and people with disabilities in Santa Cruz County as well as about the transportation needs of these members of our community.</p> <p>In addition, the E&D TAC serves as the local Social Services Transportation Advisory Council (SSTAC), a state-required entity that seeks input - from transit-dependent and transit disadvantaged persons, including seniors, people with disabilities, low income persons, and youth -regarding transit needs in Santa Cruz County. These meetings are open to the public and the meeting Notices & Agendas are posted on the RTC website: https://sccrtc.org/meetings/elderlydisabled/agendas/</p>	
<p>Meetings are held once a month with the exception of July, when there are no meetings.</p>	<p><u>METRO's Board of Directors' Meetings:</u> Board of Directors' Meetings are hybrid meetings that are held monthly, except during the month of July. Meetings are held at 9:00 am at Metro Administrative Offices. Meetings are hybrid.</p>	<p>Low income, Minority and LEP</p>

List of METRO Public Outreach and Involvement Activities: 2023-2025

Date of Activity	Activity	Low-Income/ Minority / LEP Population focus?
2/4/23 Transit Equity Day	Signs and posters for Watsonville Circulator routes in English and Spanish	Low income, minority, LEP
2/4/23 Wetlands Watch Event	Produced One Ride at a Time (ORAT) fliers in English and Spanish with QR code linking to information on SC Metro website	Low income, minority, LEP
7/3/23 FTA Grant Event	Santa Cruz METRO staff, Board members and local leaders stood outside the Watsonville Transit Center to highlight a plan to convert the fleet of buses servicing Watsonville to electric and hydrogen buses. Thanks to a \$20 million dollar grant, METRO plans to phase out its current fleet towards zero emission. METRO & community leaders also showcased a proposed rendering for a transit-oriented-development (TOD) for the Watsonville Transit Center that includes a new affordable housing development atop the existing transit center. Posters showcasing new investments in hydrogen & electric buses to service Watsonville, potential transit-oriented-development (TOD)	Low income, minority, LEP
7/22/23 Watsonville Farmer's Market	Metro set up a table and tent staffed by employees to educate riders and community members on routes and to answer any questions. Bilingual employees were present. Posters with Watsonville routes posted throughout booth in English and Spanish.	Low income, minority, LEP
9/13/23 – 9/17/23 County Fair	A Santa Cruz METRO bus and tent was set up at the county fair for the entire duration of the county fair. Staff members educated and shared information through fliers on new routes and answered service questions. Bilingual employees were also present. Produced fliers and media in English and Spanish that were distributed county-wide at transit centers, bus stops, and throughout public buildings (i.e. libraries.) Social media posts and Mailchimp newsletter releases sent to spread awareness. Free fares for route 79 & 79f that connected Watsonville Transit Center to County Fair Grounds.	Low income, minority, LEP

List of METRO Public Outreach and Involvement Activities: 2023-2025

9/14/23 Chamber Business Expo	Santa Cruz County's largest business event and premier opportunity to connect businesses, organizations, and the community.	
9/26/23 UCSC Cornucopia	Cornucopia is UCSC's welcoming event for new and returning students to learn about clubs, opportunities, and local agencies servicing Santa Cruz. METRO set up a table with a spinwheel to offer students a chance to win a promotional good while highlighting free fares & ORAT. Highlighted free fares for all UCSC students with student ID through social media posts.	
10/4/23 Clean Air Day	METRO set up and staffed a tent in front of the Pacific Station to promote riding public transportation. Produced fliers with QR code leading to online survey / pledge in Spanish and English. Fliers were distributed at event location and transit centers. Additional information shared through social media posts and mailchimp newsletter. Free fares to promote sustainable transportation.	Low Income, Minority, LEP
10/6/23 Downtown Day	Downtown Day is a spotlight for UCSC students to learn and visit downtown Santa Cruz all while completing challenges to win prizes. METRO employees were present at a tent set up at the Pacific Transit Center to handout maps and brochures about routes and the day's festivities. Posted information on social media pages in English & Spanish.	
10/27/23 Trunk or Treat	Free event for families to bring their children to a safe environment with games & trick or treating. METRO brought a Halloween themed decorated bus and gave out candy. Staff members also dressed up. Promoted Youth Cruz Free with social media posts in English and Spanish & MailChimp newsletter.	Low income, minority, LEP
1/25/24 Soquel High Open House	Youth Cruz Free fliers distributed in English & Spanish.	
1/30/24 Harbor High Open House	Youth Cruz Free fliers distributed in English & Spanish.	
2/21/24 Scotts Valley High Back to School	Youth Cruz Free fliers distributed in English & Spanish.	
2/24/24 Santa Cruz High Open House	Youth Cruz Free fliers distributed in English & Spanish.	
4/20/24 Earth Day	Earth Day is a free family friendly event hosted by the County & City of Santa Cruz that promotes environmentalism and sustainable behavior. METRO set up a booth in front of Abott	

List of METRO Public Outreach and Involvement Activities: 2023-2025

	Square to hand out promotional goods made out of recycled plastic and materials. Produced free fares on Earth Day fliers in English & Spanish advertising free fares on Earth Day. Created Earth Day awareness stickers that were distributed during the event. Promoted One Ride at a Time brochures and fliers that were printed in English & Spanish.	
4/22/24 Earth Day Free Fare Day	METRO offered free fares on local and non-local routes on 4/22/24. In addition, METRO set up a tent in front of the Customer Experience Center to handout fliers and brochures on ORAT. Produced free fares on Earth Day fliers in English & Spanish advertising free fares on Earth Day. Created Earth Day awareness stickers that were distributed during the event. Promoted One Ride at a Time brochures and fliers that were printed in English & Spanish.	
5/3/24 Bay of Life Presentation	METRO partnered with the Bay of Life Fund and other organizations to launch the ORAT campaign. "Bay of Life: From Wind to Whales" highlights the biological diversity of Monterey Bay.	
5/4/24 Kids Day	Kids Day is a family friendly kids event hosted in Downtown Santa Cruz to provide fun and free activities for children. METRO set up a booth with free prizes, games, and activities for children. Youth Cruz Free fliers distributed in English & Spanish.	
5/9/24 PVUSD Newcomer Family Event	Youth Cruz Free fliers distributed in English & Spanish. ORAT Brochures in English & Spanish.	Low income, Minority, LEP
5/10/24 Fun Day	Fun Day is a yearly event hosted by the Santa Cruz County Office of Education Department & Santa Cruz County Mounted Posse to provide enrichment, entertainment, and games for special needs and disabled students in Santa Cruz County. METRO brought a Paracruz van and longtime employee alongside a tent and games such as cornhole and Connect Four. In addition, METRO passed out prizes and gave information about Paratransit options. Bilingual employees were present.	
5/17/24 Senior Resource Fair	Paracruz brochures and fliers in English & Spanish.	
5/20/24 Pacific Station Groundbreaking	METRO, alongside Eden Housing and city officials broke ground on a new transit-oriented-development that would replace the existing Pacific Station with a new seven story affordable housing building atop a new transit center and ticketing area. Fliers with information on the new station & housing project in	

List of METRO Public Outreach and Involvement Activities: 2023-2025

	English & Spanish. ORAT fliers in English & Spanish to showcase our commitment to our local environment.	
6/15/24 Art About Big Basin	METRO brought one of our award-winning ORAT wrapped buses to the event which showcased local artists and their connection to Big Basin. METRO also staffed a booth with staff that gave out promotional goods and fliers about summer exclusive weekend service to Big Basin. Provided free service to Big Basin for the event. Youth Cruz Free fliers distributed in English & Spanish. ORAT Brochures in English & Spanish. Promoted summer weekend only service to Big Basin with fliers in English & Spanish.	
7/4/24 4 th of July Parade	METRO provided a bus and staff members to attend the annual 4th of July parade. Provided a bus with staff for parade	Low income, Minority, LEP
8/3/24 Pedestrian Safety Aptos Walk	Alongside the Seacliff Improvement Association. METRO set up a table to highlight routes and One Ride at a Time. ORAT & Youth Cruz Free posters in English & Spanish were present.	
9/11/24 – 9/15/24 County Fair	METRO brought a wrapped bus & ParaCruz van to the fair grounds and staffed the booth with employees to showcase METRO's routes and commitment to the community. Bilingual employees were present. Fliers and social media in English and Spanish that were distributed county-wide at transit centers, bus stops, and throughout public buildings (i.e. libraries.) Social media posts and Mailchimp newsletter releases sent to spread awareness. Free fares for route 79 & 79f that connected Watsonville Transit Center to County Fair Grounds. Created Instagram content during the duration of the fairground to showcase activities, METRO events, and routes that can be taken to the County Fair.	Low income, Bilingual, Minority, LEP
9/24/24 UCSC Cornucopia	Cornucopia is UCSC's welcoming event for new and returning students to learn about clubs, opportunities, and local agencies servicing Santa Cruz. METRO set up a table with a spinwheel to offer students a chance to win a promotional good while highlighting free fares & ORAT. Highlighted free fares for all UCSC students with student ID through social media posts.	
9/26/24 UCSC Downtown Day	Downtown Day is a spotlight for UCSC students to learn and visit downtown Santa Cruz all while completing challenges to win prizes. METRO employees were present at a tent set up at the Customer Experience Center to handout maps and brochures about routes and the day's festivities. Posted information on social media pages in English & Spanish. Promoted event through social media platforms in English & Spanish. Promoted	

List of METRO Public Outreach and Involvement Activities: 2023-2025

	Youth Cruz Free & One Ride at a Time through posters and brochures in English & Spanish.	
9/30/24-10/6/24 Week Without Driving	Encouraged people to ride transit and avoid driving cars through social media posts in English & Spanish	
10/2/24 Clean Air Day	Produced fliers with QR code that led to the CA Clean Air Pledge which was offered in multiple languages. Offered free fares for the day on all routes (including ParaCruz & Highway 17) which was promoted through social media, press release, and a Mailchimp newsletter.	
10/6/24 Blue Innovation Day	Blue Innovation Day (Seymour Center)- METRO attended with a booth and electric bus present from 11:00am-3:30pm for a variety of activities in and outside of the UC Santa Cruz Seymour Marine Discovery Center for a full day of inspirational exhibits from companies, artists, small businesses, non-profits, and researchers who are tackling the water and ocean challenges created by climate change.	
10/16/24 Wild Monterey Book Launch	Fliers created in English & Spanish to promote book launch.	
10/16/24 California's Master Plan for Aging: Solutions Summit	The Solutions Summit brought together service providers, aging and disability leaders, and policymakers to create a local playbook for addressing the highest priority issues facing older adults, people with disabilities, and caregivers.	Low Income, Minority, LEP
10/25/24 Santa Cruz County Trunk or Treat	Free event for families to bring their children to a safe environment with games & trick or treating. METRO brought a Halloween themed decorated bus and gave out candy. Staff members also dressed up. Promoted Youth Cruz Free with social media posts in English and Spanish & MailChimp newsletter. Free event for families to bring their children to a safe environment with games & trick or treating. METRO offered free rides on a decorated shuttle bus to the Sheriff's office on Soquel.	Low Income, Bilingual, Disabled & Special Needs
12/1/24 Salvation Army Angel Tree	METRO and the Salvation Army collaborated on an Angel Tree donation program. Holiday trees were set up in each METRO department and were decorated with angel tree tags that listed a child's age and desired holiday gift. METRO was able to donate over 150 gifts to children in our community. Flyers were produced and posted to encourage employees to donate.	Minority, Low Income, LEP

List of METRO Public Outreach and Involvement Activities: 2023-2025

12/5/24 Holiday Food Drive	Holiday Food Drive (Front St)- Santa Cruz METRO partnered with the Santa Cruz Chamber, Second Harvest Food Bank and Woodstock's Pizza to host a food drive. For every can of food donated we gave out a free bus pass. A newsletter was sent out, along with a press release. Flyers, banners, posters and social media posts were created to promote this event.	Minority, Low Income, LEP
3/9/25 Wild Monterey Book Talk	Author Jodi Frediani & Katlyn Taylor hosted in conjunction with the Seymour Center to discuss her book: Wild Monterey Bay: Up Close and Personal: Stories of Memorable Wildlife Encounters.	
3/11/25 Scott's Valley High School Career Day	Scotts Valley High School invited the METRO to participate in a career fair. METRO staffed a table with an operator, customer service representative, and two. members from the marketing team to educate, distribute promotional goods, and talk about open positions.	Bilingual

**SANTA CRUZ METROPOLITAN
TRANSIT DISTRICT**

LANGUAGE ASSISTANCE PLAN

UPDATED IN 2025





Language Assistance Plan (LAP) for Improving Access for People with Limited English Proficiency (LEP)

Introduction

The Santa Cruz Metropolitan Transit District (Santa Cruz METRO) is a public transit agency that provides fixed route and paratransit services throughout the County of Santa Cruz (County) and its regional area, including Capitola, Scotts Valley and Watsonville. In addition, Santa Cruz METRO runs Highway 17 Express Service from Santa Cruz Metro Center to Diridon Station in downtown San Jose. Customers arriving at Diridon Station can connect to Santa Clara Valley Transportation Authority (VTA) buses and light rail trains, as well as Amtrak, Caltrain and Greyhound services. The Highway 17 inter-county express service is a joint effort among VTA, Santa Cruz METRO, Capitol Corridor Joint Powers Authority (CCJPA), San Joaquin Joint Powers Authority (SJPA) and Amtrak.

Santa Cruz METRO receives funding from the federal government, and therefore must comply with requirements under Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin by any recipient of federal financial assistance. National origin discrimination can occur when individuals with limited English proficiency (LEP) are not provided meaningful access to the information and services provided by funding recipients.

Issued in 2000, *Executive Order 13166* "Improving Access to Services for Persons with Limited English Proficiency" requires each federal agency that provides financial assistance to develop guidance for its recipients on the Title VI obligation to provide meaningful access to LEP individuals. Accordingly, in 2005, the Department of Transportation (DOT) issued its *Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons* ("DOT LEP Guidance"). Further, in 2012, the DOT's Federal Transit Administration (FTA) released Circular 4702.1B to provide specific guidance on how recipients can comply with Title VI requirements, including the requirement to provide meaningful access to LEP persons.

In response to these requirements, Santa Cruz METRO prepared, and periodically updates, its Language Assistance Plan (LAP), with an emphasis on meeting its requirements under Title VI of the Civil Rights Act of 1964, to comply with the DOT LEP Guidance, and to ensure that no person is excluded from participation in, is denied the benefits of, or is subjected to discrimination under any Santa Cruz METRO program or activity on the basis race, color, or national origin discrimination. Discriminating against an individual based on their level of English proficiency can be considered national origin discrimination.

With each update of its Language Assistance Plan, Santa Cruz METRO is better able to determine the appropriate mix of language assistance measures to allow its customers and potential customers to access public transportation services.

Four-Factor Analysis

Executive Order 13166, published on August 11, 2000: “Improving Access to Services for Persons with Limited English Proficiency,” requires recipients of federal financial assistance to provide access to their services, programs and activities to persons who are limited English proficient (LEP). Agencies are required to identify the needs of customers who are LEP. Once these needs have been identified, agencies are required to develop a system and plan to provide meaningful access to the services to their services, programs, and activities. Conducting a four-factor analysis provides information to be used to ensure LEP populations have the same access that everyone else has to the recipient’s services, programs, and activities. This analysis requires recipients to examine the needs of LEP populations, and to determine if it is necessary to provide additional language services to improve access. Santa Cruz METRO’s analysis is based on Federal Transit Administration guidance, utilizes several data sources, and analyzes the needs and concerns of individuals who are limited English proficient and use LEP and use Santa Cruz METRO.

Analysis Using Four-Factor Framework:

Santa Cruz METRO conducted the following analysis using the four factors identified in the DOT’s LEP Guidance.

I. Factor 1: The number or proportion of LEP persons served or likely to be encountered in the eligible service population.

The first step of the four factor needs assessment, requires agencies to identify individuals who are limited English proficient and according to the American Community Survey (ACS), “*Speak English less than very well.*”

Factor 1 analysis, research and field work reveal that:

- The Santa Cruz County Metro Area, based on 2023 American Community Survey data, has a population of approximately 261,547. Hispanic or Latino residents make up 35.20% of the population, while non-Hispanic or Latino White residents make up 55.20%.
- Persons aged 5 years and older who speak a language other than English at home from 2019 – 2023 make up 32.60% of the population.
- A review of ACS data for the four largest cities in Santa Cruz County found that:
 - The City of Santa Cruz has a population of 61,501 with a Hispanic or Latino population of 22.40%, and a White population (not Hispanic or Latino) of 59.70%. The percentage of persons aged 5 years and older who speak a language other than English at home is 26.60%.
 - The City of Watsonville has a population of 50,867 with a Hispanic or Latino population of 83.50%, and a White population (not Hispanic or Latino) of 12.10%. The percentage of persons aged 5 years and older who speak a language other than English at home is 74.80%.

- o The City of Scotts Valley has a population of 11,879 with a Hispanic or Latino population of 13.80%, and a White population (not Hispanic or Latino) of 74.40%. The percentage of persons aged 5 years and older who speak a language other than English at home is 13.00%.
- o The City of Capitola has a population of 9,572 with a Hispanic or Latino population of 31.30%, and a White population (not Hispanic or Latino) of 59.50%. 20.20% of persons aged 5 years and older speak a language other than English at home.

Information collected from the United Transportation Union (UTU) Committee of Adjustments, the Union that represents Santa Cruz METRO's fixed-route coach operators, indicates that Santa Cruz METRO serves a multilingual community in which staff comes into contact with Spanish-speaking customers who are limited English proficient on a daily basis. Santa Cruz METRO's customer service and administration staff have also indicated that they frequently interact with customers who speak Spanish as their primary language.

To put this data into context, the 2019 On-Board Transit Ridership Survey and Ride Check conducted by Moore & Associates showed that:

- The typical Santa Cruz METRO passenger: is between the ages of 18 and 44 years of age, is employed, has access to the internet, lives with at least one other person and has access to a vehicle.
- The largest percentage of Santa Cruz METRO's passengers are those in the 18 to 24 years of age group (38.7%) and the second largest group of passengers are in the 25 to 44 years-old age group (32.3%). This means that 74.2 percent of Santa Cruz METRO's passengers are younger than 45 years of age.
- The average passenger has a household income below \$24,000. In addition, 44 percent of passengers reported making under \$15,000 annually, and 20.7 percent reported making \$15-24,000.
- The most frequently cited reasons for riding public transit were "work" (30.8%) and "school" (30.8%).

Factor 1, Step 1: Examine prior experiences with individuals who are LEP to determine how LEP persons interact with Santa Cruz METRO

This step involves reviewing the relevant benefits, services and information provided by Santa Cruz METRO and determining the extent to which individuals who are LEP have come into contact with these functions.

Individuals who have a limited ability to understand, read, write, or speak English are considered limited English proficient (LEP). This section of the analysis requires agencies to identify populations who speak English "less than very well." To ensure that LEP populations have opportunities for meaningful public participation, the Safe Harbor Provision (SHP) requires transit agencies to translate written materials for eligible LEP communities who represent 5% or 1,000 persons of the total

population eligible to be served. Agencies are still required to provide language assistance in other forms, such as having oral interpretation services at public meetings.

LEP Spanish-speaking riders use Santa Cruz METRO fixed routes 71, 75 and 69W in high concentrations. In addition, routes 72, 74, 79 and 69A, which either begin or end in Watsonville, have high concentrations of Spanish-speaking riders. Santa Cruz METRO’s fixed-route transit operators report daily interactions with LEP persons, who are primarily Spanish-speakers. Santa Cruz METRO staff also report they have interactions with LEP customers who call into the customer service call center and go to the customer service booths with questions.

Factor 1, Step 2: Become familiar with data from the U.S. Census to identify LEP communities and assess the number or proportion of LEP persons from each language group to determine the appropriate language services for each language group

This step involves collecting the most recent U.S. Census data for Santa Cruz County, including the cities of Capitola, Watsonville, and Scotts Valley that are included in Santa Cruz METRO’s service area. The American Community Survey data used throughout this document is from 2023.

According to 2023 American Community Survey data, Santa Cruz County has 261,547 residents. The populations of the largest cities within the County are shown below:

- City of Santa Cruz: 61,501
- City of Watsonville: 50,867
- City of Scotts Valley: 11,979
- City of Capitola: 9,572

The American Community Survey data (2023) in Table 1, shows the top 8 languages spoken by persons aged 5+ years of age who speak English “less than very well” in the Santa Cruz metro area. Spanish is the only language that meets the SHP but METRO. METRO should engage with members of the community and community-based organizations to determine what additional language assistance is needed in METRO’s service area.

TABLE 1: LEP Languages Spoken in Santa Cruz –Watsonville Metro Area

Languages Spoken	Total Population	Number LEP
<i>Total population (5 years of age and over)</i>	<i>253,944 (est.)</i>	
Spanish	64,860	25,513
Other Indo-European Languages	4,385	881
Chinese (incl. Mandarin, Cantonese)	2,893	961
Other Asian and Pacific Island Languages	2,105	709
German or other West German Languages	2,004	328
Russian, Polish, or Slavic Languages	1,338	314

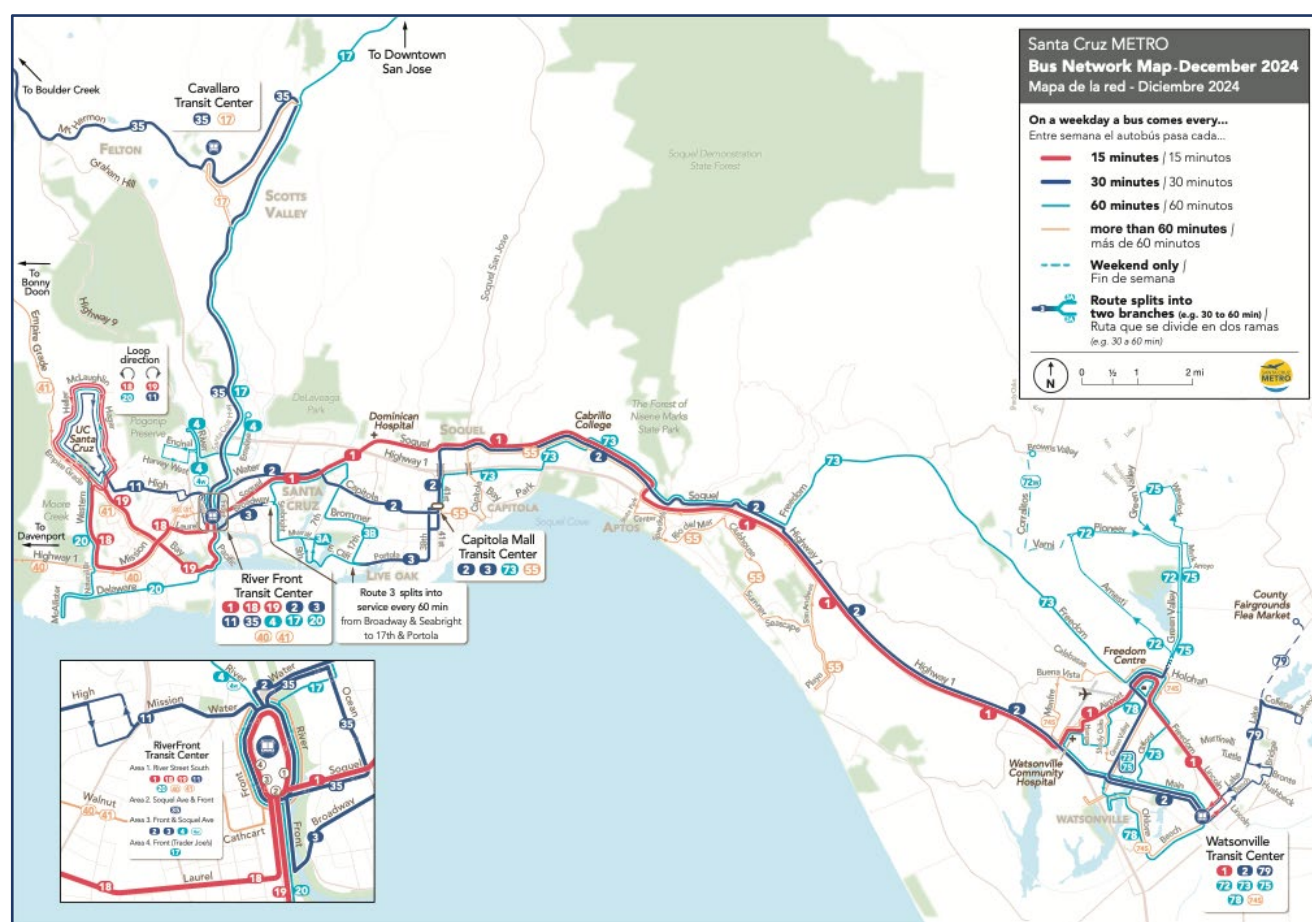
French, Haitian, or Cajun	1,327	50
Arabic	1,117	324

The top non-English language spoken is overwhelmingly Spanish, followed by Indo-European languages (languages not specified) and then Chinese (including Mandarin and Cantonese).

Factor 1, Step 2A: Identify the geographic boundaries of the area that your agency serves

Santa Cruz METRO's service area is defined by the County of Santa Cruz boundaries, plus a regional commuter route (Highway 17) which extends into Santa Clara County. Map 1 shows the boundary of Santa Cruz METRO's service area.

MAP 1: Santa Cruz METRO Service Area Map



Factor 1, Step 2B: Obtain Census data on the LEP population in your service area

This step involves using the Census website to obtain ACS information showing the LEP population in Santa Cruz METRO's service area. As stated above, individuals who are considered LEP are those

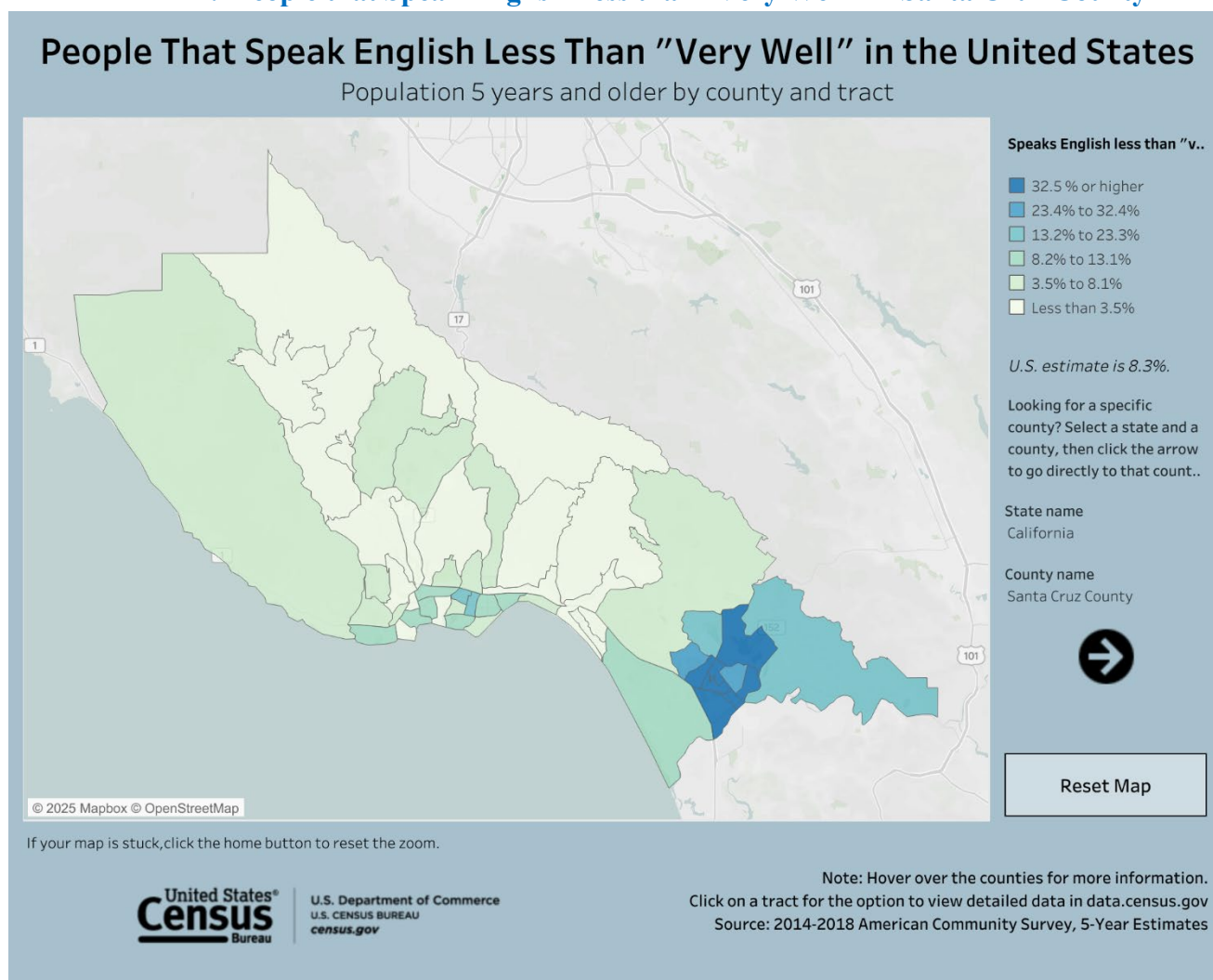
who reported that they “*Speak English less than very well.*” Table 1 (above) contains ACS data on English proficiency in Santa Cruz County, listing populations by language spoken at home and the number of people who speak English “*less than very well.*”

Factor 1, Step 2C: Analyze the data you have collected

American Community Survey data was used to determine the languages most frequently spoken by individuals who are LEP in Santa Cruz County.

According to 2023 American Community Survey data, the population of the Santa Cruz-Watsonville Metro Area is 253,944. Of this population, 171,113 speak English only. There are 30,068 people (5 years and over) who speak English “*less than very well,*” and are considered limited English proficient. METRO can use the US Census data Map 2 to identify where the highest concentrations of LEP populations live and can engage with the community to determine which residents need language assistance.

MAP 2: People that Speak English Less than “Very Well” in Santa Cruz County



Factor 1, Step 2D: Identify any concentrations of LEP persons within your service area

The table below shows the languages spoken at home, less than very well, by the population, aged 5 years and over, in each of the four largest cities that make up the Santa Cruz METRO area.

Watsonville has the highest number of citizens (15,037) who speak Spanish less than very well. In contrast, Scotts Valley has the lowest number of citizens (157) who speak Spanish less than very well.

TABLE 2: Language Spoken at Home for the Population 5 Years and Over (Cities within the County) Less than Very Well

Label	City of Santa Cruz	City of Scotts Valley	City of Capitola	City of Watsonville
Total Population	59,288	11,525	9,445	48,278
People who speak <u>only English at home</u>	43,525	10,026	7,535	12,148
Spanish	2,249	157	576	15,037
French, Haitian, or Cajun	0	0	0	0
German or West Germanic Languages	0	0	0	0
Russian, Polish, or other Slavic Languages	125	8	0	40
Other Indo-European Languages	185	172	13	129
Korean	47	68	0	0
Chinese (incl. Mandarin, Cantonese)	521	30	53	105
Vietnamese	28	8	15	0
Tagalog (Incl. Filipino)	179	25	19	146
Other Asian and Pacific Island Languages	223	6	28	34
Arabic	0	0	0	102
Other and Unspecified Languages	0	0	10	22

Source: ACS 2023 5-year estimates for each city.

The ACS data also shows that there are significantly fewer residents in the Santa Cruz-Watsonville Metro area who speak French, German, and Arabic. There are more residents in the Metro area who speak Chinese, Tagalog, and other Asian and Pacific Island languages.

Factor 1, Step 3: Consult State and local sources of data.

This step involves locating data sources from local government entities, comparing it to Census data, and noting similarities and differences.

Table 3 shows English learner students by language spoken and by grade. The California Department of Education defines a Title III English learner student as:

- Aged 3 through 21,
- Enrolled or preparing to enroll in an elementary school or secondary school,
- Not born in the United States or whose native language is a language other than English,
- Who is a Native American or Alaska Native, or a native resident of the outlying areas; and who comes from an environment where a language other than English, has had a significant impact on the individual's level of English language proficiency, or who is migratory, whose native language is a language other than English, and who comes from an environment where a language other than English is dominant, and
- Whose difficulties in speaking, reading, writing, or understanding the English language may be sufficient to deny the individual the ability to meet the challenging State academic standards; the ability to successfully achieve in classrooms where the language of instruction is English; or the opportunity to participate fully in society. ¹

According to Table 3, for the school year 2023-24, there are a total of 8,559 English learner students in grades K-12 in Santa Cruz County. The top 5 languages spoken are:

1. Spanish; Castilian (92.27%)
2. Otomian languages (Mixteco) (4.85%)
3. Arabic (.50%)
4. Russian (.44%)
5. Uncoded languages (Other non-English languages) (.20%)

The goal of the English Learner Program is to give students the opportunity for success, to ensure that they can fully and meaningfully participate in society. English learners in Santa Cruz County speak about 36 different languages. The County's Office of Education (COE) provides support for children very early in their educational journey with programs such as the Early Start program that provides early childhood development for infants and toddlers, especially, children who have disabilities or at risk for developing disabilities; the Migrant Head Start that provides literacy development programs for the children of farm workers, and the Young Writers Program. The COE also has a Language Ambassador program to encourage elementary and middle school children to learn languages other than English.

¹ California Department of Education website (cde.ca.gov) Title III English Learner Student Demographics

Table 3: English Learner Students by Language by Grade



California Department of Education

Select a Report English Learners by Language and Grade

Select a Year 2023-24

Select a District

Select Subgroup All Students

Select Gender All



English Learner Students by Language by Grade

44 Santa Cruz County

2023-24

Subgroup: All Students, Gender: All

Language Code	Language Name	Transitional Kindergarten	Kindergarten	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8	Grade 9	Grade 10	Grade 11	Grade 12	Ungraded	Total	Percent of Total
spa	Spanish, Castilian	142	685	728	814	791	784	694	601	580	499	389	356	432	402	0	7,897	92.27%
olo	Ojibwe Languages (Ojibwe)	1	28	20	32	38	50	51	33	33	30	23	23	26	27	0	415	4.85%
ara	Arabic	1	2	3	2	4	5	5	3	5	3	2	1	3	4	0	43	0.50%
rus	Russian	3	9	6	3	5	4	3	2	0	0	1	0	1	1	0	38	0.44%
mis	Uncoded Languages (Other non-English Languages)	0	1	0	3	0	4	1	0	2	1	2	1	1	1	0	17	0.20%
zap	Zapotec	0	0	0	0	3	2	8	0	1	2	1	0	0	0	0	17	0.20%
ama	Mayan (Mayan, Guaym)	5	2	2	0	2	0	1	1	1	2	1	0	0	0	0	17	0.20%
und	Undetermined	0	7	0	5	0	1	0	0	0	0	0	0	1	0	0	14	0.16%
yes	Cantonese	1	3	2	2	1	1	0	1	0	0	0	1	0	0	0	12	0.14%
phi	Philippine Languages	0	0	2	1	0	1	2	1	0	0	1	3	0	1	0	12	0.14%
vie	Vietnamese	2	0	1	1	1	2	0	1	0	0	0	1	0	1	0	10	0.12%
ger	German	1	2	0	0	2	1	0	0	0	1	0	0	0	0	0	7	0.08%

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English Learner Students by Language by Grade - DataQuest (CA Dept of Education)

mkh	Mon-Khmer languages (Cambodian)	0	0	0	3	2	0	0	1	0	0	0	0	0	1	0	7	0.08%
jpn	Japanese	0	1	2	3	0	0	0	0	0	0	0	0	0	0	0	6	0.07%
ita	Italian	0	1	0	0	0	1	0	0	0	0	0	0	3	0	0	5	0.06%
fre	French	1	0	1	1	0	1	0	0	0	0	0	0	0	0	1	5	0.06%
guj	Gujarati	0	1	0	0	0	1	0	1	0	0	0	1	0	0	0	4	0.05%
ukr	Ukrainian	0	0	0	0	0	0	0	0	0	1	1	1	1	1	0	4	0.05%
hin	Hindi	0	0	0	0	2	0	0	0	1	0	0	0	0	0	0	3	0.04%
per	Persian (Farsi)	0	0	0	0	0	0	0	0	0	2	0	0	0	1	0	3	0.04%
dut	Dutch; Flemish	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0.02%
pol	Polish	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	2	0.02%
urd	Urdu	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	2	0.02%
por	Portuguese	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	2	0.02%
tur	Turkish	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	2	0.02%
pan	Punjabi; Punjabi	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0.02%
pus	Pushto; Pashto	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	2	0.02%
hun	Hungarian	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0.01%
fil	Filipino; Pilipino	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0.01%
nor	Norwegian	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0.01%
tel	Telugu	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0.01%
swe	Swedish	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0.01%
kor	Korean	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0.01%
alt	Southern Altai	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0.01%
tha	Thai	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0.01%
ton	Tonga (Tonga Islands)	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0.01%

Agency	Language Name	Transitional Kindergarten	Kindergarten	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8	Grade 9	Grade 10	Grade 11	Grade 12	Ungraded	Total
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English Learner Students by Language by Grade - DataQuest (CA Dept of Education)

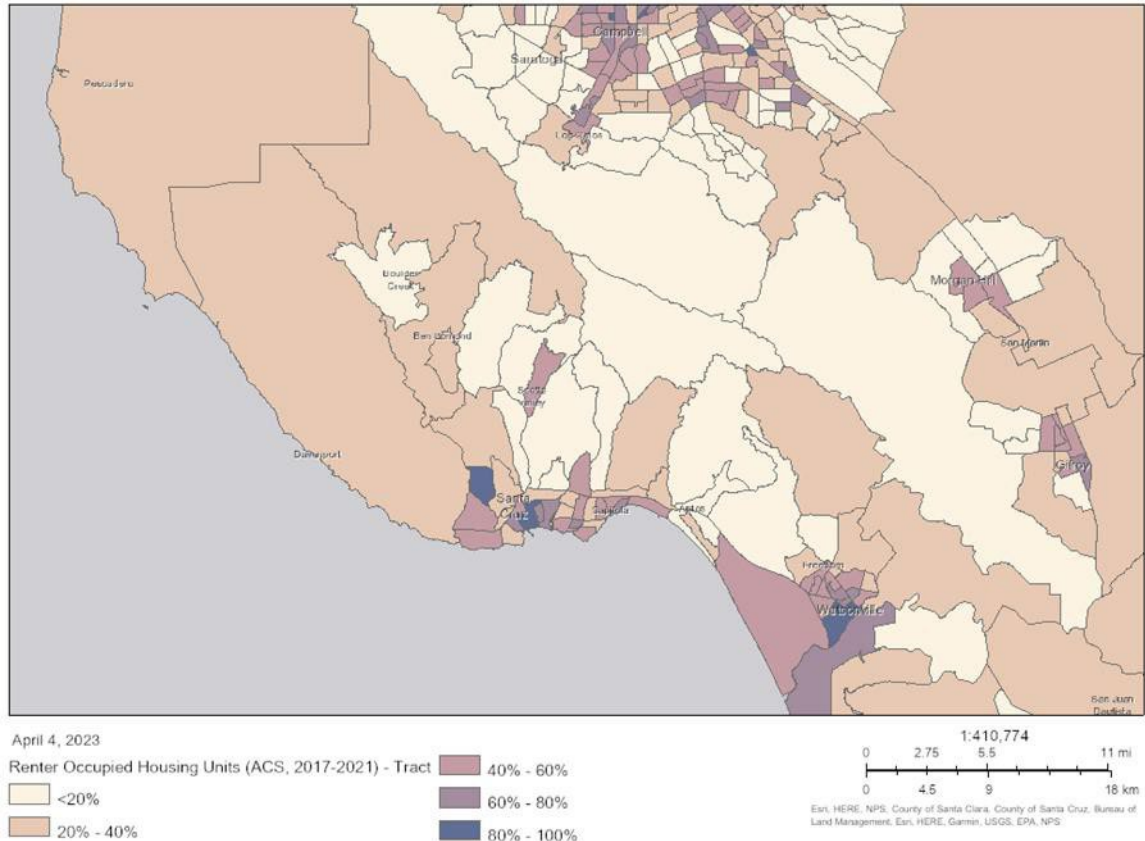
Countywide Total	All Languages	158	745	774	873	853	862	766	646	623	541	421	389	468	440	0	8,559
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Agency	Language Name	transitional Kindergarten	Kindergarten	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8	Grade 9	Grade 10	Grade 11	Grade 12	Ungraded	Total
Statewide Total	All Languages	40,315	98,358	102,629	101,088	99,987	96,642	89,431	81,466	71,279	61,558	60,871	60,064	55,693	55,452	0	1,074,833

Web Policy

The following Maps (Maps 4-6) and Table 4, copied from Santa Cruz County's Housing Element, utilizes large scale public participation to identify, plan, and address housing needs for the County. Santa Cruz METRO can use this maps which show concentrations of renter-occupied housing, concentrations of poverty, modes of transportation to work, and percentage of household income attributed to housing and transportation costs to plan and design transportation networks, and create fare policies. The Housing Element has a wealth of data that can be used for transportation planning.

Map 4: HE-A-5: Percent of Renter Occupied Housing Units by Census Tract, Santa Cruz County, 2021



Source: California Department of Housing and Community Development AFFH Data Viewer.

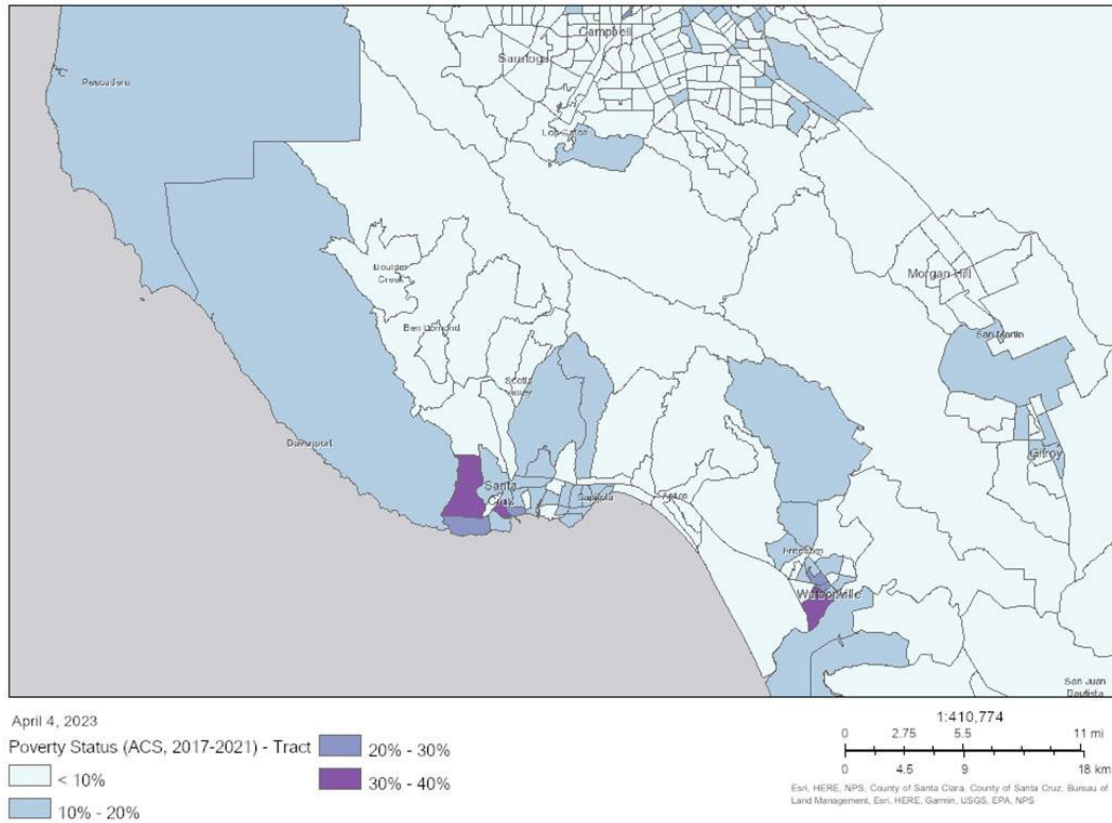
Map 4: HE-A-5 shows rental-occupied housing in Santa Cruz County in 2021. The City of Santa Cruz has the largest number of rental properties. Live Oak has the largest number of rental housing in unincorporated Santa Cruz County. Rio Del Mar, Le Selva Beach, Twin Lakes, Aptos, and Pleasure Point also have large concentrations of renter-occupied housing.

Renter-Occupied housing by percentage:

- Live Oak (unincorporated Santa Cruz) census tracts have 62%, 46%, and 42%, respectively
- Rio Del Mar and La Selva Beach census tracts have 52%

- Twin Lakes census tracts have 52%
- Aptos, census tracts south of Highway have 40%
- Pleasure Point, census tracts in the southern area, have 40%

Map 5: HE-A-51: Poverty Status by Census Tract, Santa Cruz County, 2021



Source: California Department of Housing and Community Development AFFH Data Viewer.

According to Map 5 HE-A-51, the census tracts with the highest concentrations of poverty are in Corralitos (17.7%), Twin Lakes (16.3%), Pleasure Point (15.1% and 14.4%), Amesti (14.2%), Live Oak (13.2%), and Freedom (11.4%).

Mode of Transportation to Work

“Most workers in Santa Cruz County drive to work alone—in 2021, over half (66%) of the county’s workers drove a car, truck or van alone to work. This is significantly greater than those who carpooled (9%) or took public transportation (2%).

Modes of transportation to work vary by characteristic. **Table HE-A-11** shows the mode of transportation residents took to work in 2021 by characteristics including tenure, race/ethnicity, household income, and the number of vehicles available.

Renters in Santa Cruz County are much more likely to take public transportation to work than owners: more than half of renters (58%) used public transit to get to their place of work compared to only 42% of owners in 2021. Hispanic or Latino residents use public transportation at a comparatively higher rate than that of other non-White residents with 34% of residents using the county’s transportation system. However, non-Hispanic White residents are more likely than any other race or ethnicity to utilize public transit at 50%.

Households with incomes below \$25,000 utilize Santa Cruz County’s public transit options far more than households with higher incomes. Over half (58%) of low-income households use public transportation to get to work; only one in five residents with incomes above \$75,000 use public transit. Notably, county residents with three or more vehicles available are almost twice as likely to take public transit compared to residents with no vehicle.”²

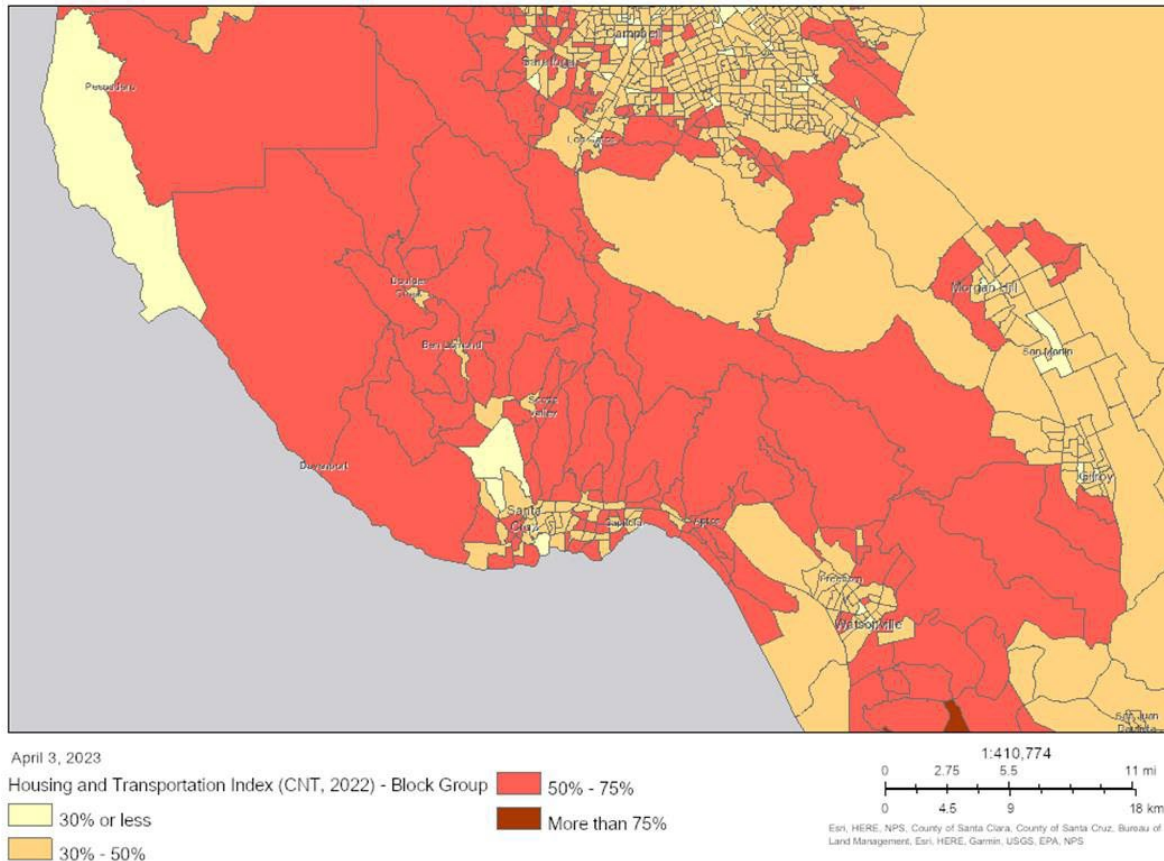
² Appendix HE-A: Fair Housing Report (2023), Page HE-A-93

Table 4: HE-A-11 Means of Transportation to Work by Characteristic, Santa Cruz County, 2021

Characteristic	Drove to Work Alone	Carpooled to Work	Public Transit
Tenure			
Renters	40%	48%	58%
Owners	60%	52%	42%
Race/Ethnicity			
Non-Hispanic White	59%	39%	50%
Black or African American	1%	2%	2%
Asian	4%	5%	10%
Hispanic or Latino	33%	51%	34%
Multi-racial / Other Race	22%	36%	21%
Household Income			
Less than \$24,999	26%	32%	58%
\$25,000 - \$49,999	25%	31%	13%
\$50,000 - \$74,999	16%	15%	9%
\$75,000 or more	34%	23%	20%
Vehicles Available			
No vehicle	1%	2%	19%
1 vehicle	13%	13%	22%
2 vehicles	37%	38%	23%
3 or more vehicles	50%	47%	36%
Total workers in Santa Cruz County	66%	9%	2%

The American Association of Retired People (AARP) Public Policy Institute, estimated that households in Santa Cruz County pay an average of \$15,895 in transportation costs per. The majority of households spend an estimated 50-75% of their income on housing and transportation.

Map 6: HE-A-69 Housing and Transportation Index by Block Group, Santa Cruz County,



Source: California Department of Housing and Community Development AFFH Data Viewer 2022.

Factor 1, Step 4: Contact Community Organizations that serve LEP persons to understand the LEP populations that may be served by or likely to be encountered by Santa Cruz METRO

This step involves conducting community outreach with organizations in Santa Cruz METRO's service area that work with LEP populations. Please see the lists below.

Factor 1, Step 4A: Identify community organizations

This step involves identifying resources to help identify community organizations that serve individuals who are LEP. Please see the list below of community organizations.

LEP persons are served by many organizations in the Santa Cruz County community. Santa Cruz METRO identified community organizations and churches that provide services to LEP individuals within Santa Cruz County including organizations that Santa Cruz METRO has associations with, such as La Manzana Community Resource Center in Watsonville, and Live Oak Community Resources. La Manzana is a neighborhood and community-based center where families can receive a broad range of services, as well as information and referrals to other programs that may be of assistance to their specific needs. La Manzana provides translation services for persons speaking limited English, as well as English classes for Spanish speakers. In recent years, Santa Cruz METRO has held focus groups at La Manzana to reach out to the minority, LEP community, and traditionally transit-dependent groups within the Watsonville community.

The Live Oak Community Resources provides health services, parenting classes and paraprofessional counseling to low-income and LEP persons.

Factor 1, Step 4B: Contact relevant community organizations

This step involves contacting community organizations that serve individuals who are LEP to ask if their clients are willing to provide feedback on Santa Cruz METRO's public transit services.

Please see Table 5, the Reimagine METRO Stakeholder List 2023.

Factor 1, Step 4C: Obtain Information

This step involves communicating with representatives of the agencies who participated in Santa Cruz METRO's outreach efforts during the Reimagine METRO project in 2023.

In December 2022, Santa Cruz METRO initiated a 15-month planning and public outreach effort to re-envision where buses go and how often they run. Key goals of the Reimagine METRO effort included:

- Increasing the amount of service provided, assuming a return to pre-COVID bus operator levels by the end of 2023.
- Making transit more reliable, and relevant to the community's needs.
- Adapting to post-COVID travel patterns.
- Creating a network that is useful and attractive for many people's trips.

Table 5: Reimagine METRO Stakeholder List 2023
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Sector	Focus	Organization	Contact	Title	Email	Phone	NOTES
Educational	Educational	UCSC	Dan Henderson	Dir of Transp and Parking	danhenderson@ucsc.edu		Schedule: 10:00am - 4:00pm at 1111 N. First Street, Santa Cruz, CA 95060
Educational	Educational	UCSC	Megan Edwards	Marketing & Comm	mledwards@ucsc.edu		
Educational	Educational	Cabrini College	Alta Collie - Northcutt		alnorthcutt@cabrini.edu		
Educational	Educational	Santa Cruz Adult School / Watsonville / Aptos / Santa Cruz Adult Education	Dr. Nancy Ellis	Director of adult education	nancy.ellis@csdhsd.net		
Educational	Educational	Harbor High School	Amaranth Hernandez	Principal	amaranth.hernandez@scsd.net		
Educational	Educational	Harbor High School	Dustin Carr	Asst. Principal	dustin.carr@scsd.net		
Educational	Educational	Harbor High School	Shari Coffey	Asst. Principal	coffeyshari@scsd.net		
Educational	Educational	Harbor High School	Kelly Proulx	Assistant	kelly.proulx@scsd.net		
Educational	Educational	Santa Cruz High School	Lauren DuPont	Assistant	laurendupont@scsd.net		
Educational	Educational	Santa Cruz High School	Michelle Hunter	Principal	michelle.hunter@scsd.net		
Educational	Educational	Santa Cruz High School	Cathy Denning	Asst. Principal	cathy.denning@scsd.net		
Educational	Educational	Santa Cruz High School	Amina Boucho	Asst. Principal	aboucho@scsd.net		
Educational	Educational	Santa Cruz High School	Anna Miller	Assistant	anna.miller@scsd.net		
Educational	Educational	Seaside - HS	Greg D'Maria	Principal	greg.dmaria@scsd.net		
Educational	Educational	Seaside - HS	Erin Mangiello	Asst. Principal	erin.mangiello@scsd.net		
Educational	Educational	Seaside - HS	Jose Quintero	Asst. Principal	jquintero@scsd.net		
Educational	Educational	Seaside - HS	Kelly Moser	Assistant	kmoser@scsd.net		
Educational	Educational	Seaside - HS	April Walters	Assistant	april.walters@scsd.net		
Educational	Educational	PAJARO VALLEY HIGH SCHOOL	ANDRUS, DANIEL	Principal	daniel_andrus@psdnet.net		
Educational	Educational	PAJARO VALLEY HIGH SCHOOL	URSULA BAUCENA	Asst. Principal	ursula.baucena@psdnet.net		
Educational	Educational	PAJARO VALLEY HIGH SCHOOL	RAHILIA HERNANDEZ	Asst. Principal	rahilia.hernandez@psdnet.net		
Educational	Educational	PAJARO VALLEY HIGH SCHOOL	RON SANDOZ	Asst. Principal	ron.sandoz@psdnet.net		
Educational	Educational	Watsonville High School	JOSEPH GREGORIO		joseph.gregorio@psdnet.net		
Educational	Educational	Watsonville High School	ANITA DUNN		anita.dunn@psdnet.net		
Educational	Educational	Watsonville High School	RAFAEL RUIZ		rafael.ruiz@psdnet.net		
Educational	Educational	Watsonville High School	MARISA SAMUEL		marisa.samuel@psdnet.net		
Educational	Educational	Pajaro Valley Unified School District	Dr. Heather Cordoba	Superintendent	heatherc@psdnet.net		
Educational	Educational	Pajaro Valley Unified School District	Mark Vicer	Transportation Director	mark_vicer@psdnet.net		
Educational	Educational	Santa Cruz Office	Luis Schuch	Superintendent	luis@psdnet.net		
Educational	Educational	Santa Cruz Office	Nick Barrera	Comms Dir / PR Officer	nbarrera@psdnet.net		
Educational	Educational	Santa Cruz Office	Vernice Valentin		vvalentin@psdnet.net		
Advocacy	Advocacy	Transp. Quality of Santa Cruz	John Frazier		john.frazier@transp.org		
Advocacy	Advocacy	Regeneración	Nancy Fajalich	Director	nancy@regeneracionpajarovalley.org		
Advocacy	Advocacy	Ecology Action	Piet Cani	Strategic Development Director	pcani@ecsaac.org		
Advocacy	Advocacy	Ecology Action	Amelie Corlen	Planner			
Advocacy	Advocacy	Ecology Action	Loren Kennedy	Program Coordinator	loren.kennedy@ecsaac.org		
Advocacy	Advocacy	Ecology Action	Matt Miller	Program Specialist	matt.miller@ecsaac.org		from Amelie Corlen
Soc. Serv.	County of SC	Human Services	Randy Morris	Director	randy.morris@scsdcapacity.org		
Soc. Serv.	County of SC	Behavioral Health	Tiffany Carroll-Warren	Interim Behavioral Health Director	Tiffany.Carroll-Warren@scsdcapacity.org		
Soc. Serv.	Low Income	Community Act on Board	Mark DeLuca	Executive Director	info@caab.org		
Soc. Serv.	Low Income	Housing Matters	John Krenner	Chief Executive Officer	john.krenner@housingmatters.org		
Soc. Serv.	Low Income	Housing Matters	Joseph Cologini	Health Center Manager	joseph.cologini@housingmatters.org		
Soc. Serv.		United Way			info@unitedway.org		
		Community Bridges	Raymond "Ray" Cincione	Chief Executive Officer	ray@communitybridges.org		
		Community Bridges	Tony Nuhar	Marketing and Communications Manager	tony@communitybridges.org		
		Family Service Agency of the Central Coast	David Bianchi	exec. director	bianchi.d@fscac.org		
Soc. Serv.	Persons with Disabilities	San Andres Regional Center	Sarah Rogers	Exec. Director/CEO	sarah@srsc.org		
Soc. Serv.	Elderly	City of Santa Cruz Senior Services					
Soc. Serv.	Elderly	Watsonville Senior Center	Barbara McKinney	Center Coordinator	lisaal@mcinney@watsonville.org	Phone: 831.438.8006	
Soc. Serv.	Elderly	Mid-County Senior Center				(831) 768-3279	
Soc. Serv.	Elderly	Seniors Council of Santa Cruz				(831) 476-4713	
Medical	County of SC	Health Services Agency	Monica Morales	Deputy Director			
Medical	County of SC	Health Services Agency	Gail Nowell	Health Officer	Gail.Nowell@sanjosecounty.us		
Medical		City of Santa Cruz	Joseph Cologini	Health Center Manager	joseph.cologini@sanjosecounty.us		
Medical		Dept of Public Health	Theresa Rogerson		theresa.rogerson@sanjosecounty.us		from Ecology Action
Medical		Watsonville Community Hospital					
Medical		Dominican Hospital - Dignity Health					
Employment		County of Santa Cruz, Chamber of Commerce	Cathy Boyer		cathy.boyer@countysouthcoast.org		
Employment		Downtown Association	Jordan Waters	Exec. Dir.	jordan@dwatersdowntown.com		
Employment		Advisory Council	Cathy Zwick - McKinley Ave.		Karina Sipp - Redwood Ave.	(831) 461-5206	
Communities	Santa Cruz County	County	Matt Machado	Director of Public Works	matt.machado@sanjosecounty.us		
Communities	Santa Cruz County	Santa Cruz County	Russell Chen	Senior Civil Engineer	russell.chen@sanjosecounty.us		
Communities		Regional Transportation Commission	Peter Delaney	Economic Development / Housing Strategy			
Communities							
Communities	City of Santa Cruz			Transportation Planner	hgoodman@scrcr.org		
Communities	City						
Communities	City		Nathan Newman	Director of Public Works	nnewman@tyosantacruz.com		
Communities	City		Claire Gallagher	Transportation Planner	cgallagher@tyosantacruz.com		
Communities	City		Matt Staley	Transportation Manager	mstaley@tyosantacruz.com		
Communities							
Communities	City of Watsonville						
Communities	City		Rene Mendez	City Manager	citymanager@cityofwatsonville.org	831.708.3010	
Communities	City		Justin Meek	Principal Planner	justin.meek@cityofwatsonville.org		
Communities	City		Murray Forbes	Principal Engineer	murray.forbes@cityofwatsonville.org		
Communities	Scotts Valley	City					
Communities	Scotts Valley	City	Scotts Valley Chamber of Commerce	City Manager	info@scottsvallychamber.com	(831) 438-1010	
Communities	Capitola	City					
Communities	Capitola	City	Janice Goldstein	City Manager	jgoldstein@capitolacalifornia.gov		
Communities			Callash Mosumder	Public Works	mosumder@citycapitolacalifornia.gov		
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**Community Organizations serving Minority,
Low-Income and LEP Individuals**

Organization	Address	Phone	Email Contact
American Red Cross	2960 Soquel Ave., Santa Cruz, 95062	(831) 462-2881 (800) 733-2767	
Central California Alliance for Health	1600 Green Hills Road, Suite 101, Scotts Valley, 95066	(800) 700-3874 (831) 430-5500	
Child & Adult Food Care Program	18 W. Lake Avenue, Suite R, Watsonville, 95076	(831) 204-9520 (831) 688-8840	
Community Action Board of Santa Cruz County	406 Main Street #207, Watsonville, 95076	(831) 763-2147	info@cabinc.org
Community Bridges	519 Main Street, Watsonville, 95076	(831) 688-8840	info@cbridges.org
First 5 Santa Cruz County	4450 Capitola Road, Suite 106, Capitola, 95010	(831) 465-2217	Christine Sieburg, Program & Communications Manager csieburg@first5scc.org
LaManzana Community Resource Center	521 Main Street, Suite Y, Watsonville, 95076	(831) 724-2997	
Lift Line Transportation Services	236 Santa Cruz Ave., Aptos, 95003	(831) 688-9663	Catherine Patterson, Division Director LiftLine@cbridges.org
LaManzana Community Resource Center	521 Main Street, Suite Y, Watsonville, 95076	(831) 724-2997	
Lift Line Transportation Services	236 Santa Cruz Ave., Aptos, 95003	(831) 688-9663	(831) 688-9663

**Community Organizations serving Minority,
Low-Income and LEP Individuals**

Live Oak Community Resources	1740 17 th Avenue, Santa Cruz, 95062	(831) 476-7284	
Meals on Wheels for Santa Cruz County: Live Oak Meal Site	Elana Baskin Live Oak Senior Center, 1777 Capitola Road, Santa Cruz, 95062	(831) 475-7177	MOWINFO@cbridges.org
Mountain Community Resources	6134 Highway 9, Felton, 95018	(831) 335-6600	
Nueva Vista Community Resources	711 East Cliff Drive, Santa Cruz, 95060	(831) 423-5747	
Our Lady Help of Christians Parish	2401 East Lake Avenue, Watsonville, 95076	(831) 722-2665	
Pajaro Valley Prevention & Student Assistance, Inc.	335 East Lake Avenue, Watsonville, 95076	(831) 728-6445	admin@pvpsa.org
Santa Cruz County Housing Authority	2160 41 st Avenue, Capitola, 95010	(831) 454-9455	
Santa Cruz Zen Center	113 School Street, Santa Cruz, 95060	(831) 457-0206	
Saint Patrick's Parish	721 Main Street, Watsonville, 95076	(831) 724-1317	
Scotts Valley Senior Center	370 Kings Village Road, Scotts Valley, 95066	(831) 438-8666	Darshana Croskrey, Center Coordinator
Valley Churches United	9400 Hwy. 9, Ben Lomond, 95065	(831) 458-9766	info@vistacenter.org
Volunteer Center of Santa Cruz County	1740 17 th Avenue, Santa Cruz, 95062	(831) 427-5070	Karen Delaney, Executive Director info@volunteercenter.org
Watsonville Family YMCA	27 Sudden Street, Watsonville, 95076	(831) 728-9622	Robin Schnekenburger, Executive Director

Live Oak Community Resources provides health services, parenting classes and paraprofessional counseling to low-income and LEP persons. Most individuals in this group are high school graduates who speak English and/or Spanish. The most frequently traveled destinations are downtown Santa Cruz, Capitola Mall and local routes within the Live Oak area. The group stated that the prices to ride the bus are expensive. The group also expressed a need for transit service to Portola and East Cliff Drive.

Valley Churches United is a coalition of community and church volunteers that provide humanitarian aid to San Lorenzo and Scotts Valley residents. The agency also provides Santa Cruz METRO bus passes to those who are in need, as the bus stops within one block of their Mission. Most individuals who receive assistance speak English. The most frequently traveled destinations are San Lorenzo Valley, Scotts Valley and the adjacent unincorporated areas. Mountain Community Resources provides translation services when needed.

Mountain Community Resources is a family resource center serving San Lorenzo and Scotts Valley residents. This organization assists individuals with housing, employment, counseling, domestic violence prevention and childcare services. They also provide bilingual services to LEP persons. The most frequently traveled destinations are the Health Clinic on Emeline Street, the Santa Cruz County Courthouse, and the Watsonville Courthouse. The group expressed concern about the timing of bus service. According to their Community Advocate, the best means of communicating with this group would be a community survey or a community forum to receive public input.

Community Action Board (Santa Cruz County Immigration Project) is a resource center that provides free general information regarding immigration topics. They provide assistance with replacement green cards and citizenship papers, as well as offering workshops on immigrant topics. Most individuals in this group speak Spanish or one of the indigenous languages of Mexico. The educational level of this group is low and most of their clients have less than six years of formal education. Public transit is used by this group to attend medical appointments, access local schools, and travel to the county courthouse. In addition, this group relies on public transit to get to/from work, school, shopping and appointments.

Although current data on the native language literacy skills of LEP populations within Santa Cruz METRO's service area is not available at this time, Santa Cruz METRO will consider implementing language assistance measures designed to minimize literacy issues, such as visual aids, in-person or telephone-based interpreter services, and community meetings.

II. Factor 2: The frequency with which LEP individuals come into contact with your programs, activities, and services.

Factor 2, Step 1: Review the relevant program, activities and services you provide

This step involves listing Santa Cruz METRO's programs, activities, and services which LEP individuals come into contact with most frequently. Please refer to the Introduction and Factor 1 analysis for an overview of Santa Cruz METRO's transit services.

As identified in Factor 1, LEP individuals inquire about, use, and are affected by the services that Santa Cruz METRO provides on a daily basis, and a cross-section of Santa Cruz METRO Staff and Management are likely to come into contact with LEP persons. These include bus operators, ParaCruz ADA complementary paratransit operators, paratransit reservationists and customer service personnel at the Customer Service call, dispatchers, transit supervisors, customer service personnel working at the Customer Service Call Center and customer service booths at Pacific Station and in Watsonville, and administrative staff. Some LEP individuals in the community also use Santa Cruz METRO's website www.scmtd.com.

Santa Cruz METRO subscribes to a Language Line (telephonic interpreting service) for staff to use to assist LEP persons in accessing Santa Cruz METRO's public transit system. Currently, Santa Cruz METRO is preparing to provide certain staff with additional training on how to most effectively use the Language Line to assist LEP persons. When a Santa Cruz METRO employee encounters a customer needing language assistance in a language other than English, the employee should follow one of the two options below:

Option 1: If you are on-board a Bus or Paratransit van on-duty (but not authorized to use/view a mobile device) and/or do not have access to a phone:

- ⇒ Provide customer with the "I Speak" card.
- ⇒ Help determine the customer's desired language.
- ⇒ Have customer point to the specific language on the "I Speak" card or say the language.
- ⇒ Direct customer to call **METRO Customer Service at (831) 425-8600**.

- ⇒ Outside of Language Line Call Center office hours, employee may choose to seek voluntary language assistance from others.
- ⇒ Engage in additional assistance as needed.
- ⇒ Reminder: *Be patient and kind to all LEP customers.*

Option 2: If you have access to a phone, are authorized to use a mobile device while on duty, and have additional time to help a customer (i.e. while at a Transit Center or in the Admin office):

- ⇒ Provide customer with the "I Speak" card.
- ⇒ Help determine the customer's desired language.
- ⇒ Have customer point to the specific language on "I Speak" card or say the language.
- ⇒ Call the **METRO Customer Service at (831) 425-8600**.

- ⇒ Talk to the Customer Service Representative and inform him/her of which language is needed for interpreting. Once you confirm that a qualified bilingual/multilingual Customer Service Representative or Language Line Interpreter has been reached, give the phone to the customer for assistance in the applicable language.
- ⇒ Engage in additional assistance as needed.
- ⇒ Reminder: *Be patient and kind to all LEP customers.*

Santa Cruz METRO will continue to monitor how the Language Line is used as employees gain more experience with this resource. This information will be used to collect and study data on how often front-line employees are interacting with LEP persons and how Santa Cruz METRO can expand on the formats and techniques used to reach the LEP community more effectively in the future.

Factor 2, Step 2 and Step 3: Review information obtained from community organizations and consult directly with LEP persons to determine the frequency with which LEP persons come into contact with the Santa Cruz METRO's services, programs, and activities.

Santa Cruz METRO staff conducted two studies related to transit services in Santa Cruz County. The first study was Reimagine METRO a 15-month study that began December of 2022. The planning and public outreach effort to re-envision where buses go and how frequently they run. Key goals of the Reimagine Metro effort included:

- Increasing the amount of service provided, assuming a return to pre-COVID bus operator levels by the end of 2023.
- Making transit more reliable, and relevant to the community's needs.
- Adapting to post-COVID travel patterns.
- Creating a network that is useful and attractive for many people's trips.

The following is a summary public participation that was conducted to engage for the Reimagine METRO project. The summary was taken from the Board of Directors meeting held on September 22, 2023.

Project 1: REIMAGINE METRO: Outreach Summary (ATTACHMENT B of Board Memo September 22, 2023)}

Outreach Strategies

The objective of the outreach carried out in July and August 2023 was to secure rider, stakeholder and public feedback on two short-term alternatives (A and B) for service changes in December 2023, and to further explore priorities for improvements to the METRO network in 2024 and beyond.

This phase of outreach built on the efforts undertaken in Phase 1 Outreach, as described in the *Reimagine METRO Alternatives Report*. The outreach effort included six strategies:

Online Survey

An online survey asked respondents to evaluate short term service alternatives as well as note priorities for long term improvements. The e-survey was open from July 12 through August 15. It was promoted through a variety of channels, including:

- METRO’s internal communications channels – website, bus cards, station posters, flyers, social media and e-mail blasts to subscribed riders.
- STAKEHOLDERS – more than 20 organizations were provided with text and graphics to promote the survey to their own constituents.
- UCSC Transportation and Parking Service (TAPS) – newsletter to students
- NEWS COVERAGE – news release to local media; article following public meeting.
- IN-PERSON EVENTS – outreach at the Watsonville Farmers Market, Watsonville Night Out and Live Oak Town Hall were used to drive participation in the survey.
- PROJECT CONTACTS – individuals who had previously engaged or who subscribed to updates were invited to take the survey and share the url with their communities.

Those who took time to complete the survey were offered the opportunity to register for one of three \$100 gift cards to be given away. To date, 729 individuals have responded to the online survey.

Public Meeting

A public meeting was held on July 18 near the beginning of the outreach period. It was promoted through the same channels as the survey. More than 100 people registered for the meeting and more than 90 participated. A detailed presentation of the proposed plan was followed by a robust discussion of the alternatives and other issues of concern to citizens. The project team answered questions about the proposed alternatives from approximately 30 of the participants.

Stakeholder Workshops

All stakeholders identified in Phase 1, were invited to participate in one of four stakeholder workshops. These workshops presented the alternatives proposed for December 2023, and then allowed workshop attendees to discuss the pros and cons of each alternative and voice their



preferences and concerns. The workshops ended with a discussion of longer-term priorities for service growth.

All stakeholder organizations who provided input in Phase 1 (33 organizations) were encouraged to participate in these July and August workshops. Among those, thirty-two individuals from 20 organizations attended the workshops. Organizations represented in July and August meetings included:

- Santa Cruz County
- SCRRTC
- City of Santa Cruz
- City of Watsonville
- City of Capitola
- La Selva Beach Homeowners
- Downtown Association of Santa Cruz
- Cabrillo College
- PVUSD
- Watsonville Senior Center
- SLV Senior Center
- Elderly and Disabled Transportation Advisory Committee
- Monarch Independent Living Service
- SC County Health Officer
- SC County Human Services
- UCSC Student Housing Coalition
- Friends of Rail and Trail
- Regeneración
- Ecology Action
- Equity Transit

Several stakeholders and riders submitted additional comments by email, after the meetings.

Rider Focus Groups

All riders who participated in the Phase 1 focus groups were invited back to preview and offer feedback on the proposed alternatives as well as discuss longer term priorities. Thirty riders participated in 4 focus groups conducted via zoom. They received a \$30 gift card as thanks for their 60 to 90 minute commitment. The riders consulted represented users residing in various parts of the METRO service area:

- UCSC - 12
- Santa Cruz - 9
- Mid- County (Live Oak/Capitola) -3
- Watsonville - 4
- San Lorenzo Valley - 2

Targeted In-person Outreach

To encourage greater participation by South County residents, in-person outreach was conducted in Watsonville, with bilingual staff from METRO and Ecology Action. A METRO tent was used to create visibility. Specialty item giveaways and \$10 grocery gift cards were used as incentives and thank you gifts.

- Watsonville Farmers Market – July 21 and 28
- Watsonville National Night Out Community Event – August 1



In addition, the consulting team participated in a Live Oak Town Hall on August 10.

The objective of the outreach was to build awareness for the project, drive participation in the survey and collect qualitative information from residents unlikely to complete the survey.

Project Website

Throughout the project, the social pinpoint website at [scmtd.com/Reimagine METRO](http://scmtd.com/ReimagineMETRO) has been used to disseminate information about the planning effort. It currently houses:

- Links to the Bilingual Survey (July 12- August 15)
- Alternatives Report
- Recording of and PowerPoint presentation from the Public Meeting (English and Spanish)
- Frequently Asked Questions
- Sign-up for E-mail List
- E-mail Contact (Eleven individuals have submitted input via the website email link.)



Outreach Findings

An Engaged Population

Santa Cruz County residents, including permanent residents and UCSC students, are a very engaged population. While participation in the survey has built gradually, the response to invitations to public meetings, stakeholder meetings and focus groups was immediate and enthusiastic. Many of the individuals who participated in Phase 1 were eager to come back and hear where METRO is headed. Some Core Design Workshop participants attended the stakeholder meetings and provided perspective on why some decisions were made.

Among focus group participants and stakeholders, quite a few had attended the public meeting or watched the recording, and a number had read the full report. Discussions were lively and inclusive, and we received followed up emails from many participants either adding thoughts or thanking us for the opportunity to be heard.

Positive Response to Increased Frequency and Simplification

Feedback from:

1 Public Meeting 90+ attendees
4 Stakeholder Workshops
32 Participants
4 Riders Focus Groups 30 Participants
4 In-person Outreach Events
729 Survey Responses/Email Comments

ross the board, the concept of a simpler, higher frequency network was applauded. No one suggested leaving the network as it is.

“Really appreciate the “turning up” of frequency and service.”

“I can figure it [METRO routes] out after 30 years of using transit; but is will really help to consolidate the routes and make them easier to understand [for new users]”

Feedback on Short Term Alternatives

In concept Alternative A was the preferred choice for most participants in the outreach process, but there was lively discussion of the differences between Alternative A and B, and several respondents clearly stated that they wanted to “mix and match” specific features. This sentiment was mirrored in the on-line survey where respondents were most often split between Alternative A and B for each service area. The comments below provide context for the survey findings which are reported starting on page 12.

UCSC Service

Fifteen-minute service was very favorably received. Many expressions of appreciation from UCSC students and others who travel to campus.

- It was suggested that the odd/even numbering of routes, to indicate which direction they travel around campus, should be maintained to avoid confusion.
- “Love the recommendation for all-door boarding” – comment from a participant who had read the report.
- A few suggestions that TAPS should take responsibility for service to the Coastal Campus to free up resources for other routes (19 and 10).
- A stakeholder noted the plan to increase student enrollment by 10,000 more students and felt this transit plan was a great start in coping with that increase.

- General feeling that this provides clear, reliable, easy to understand transit between housing and school/jobs.
- The need for a direct connection between campus and the east side to be considered in future changes was noted.

Route 10/High Street

The enthusiasm over 15-minute frequency on Routes 18 and 19, was not enough to offset distress over losing service on High Street. While some participants acknowledged that Alternative A was better for them personally, even they felt that eliminating service on High Street was problematic for a number of reasons.

- Alternative A leaves a “big gap” in service. It is a long walk from High Street to the other routes and the terrain is hilly and not an easy walk.
- This would impact a mix of seniors and students who live along High Street. Route 10 is an important connection to downtown, as well as a route to campus.
- “Route 10 is a very useful service, the fastest route from campus to downtown. It is the way that you would drive to campus if driving.”
- Multiple participants preferred Alternative B for the Santa Cruz area because they didn’t want to lose Route 10 service.
- The alternating of Route 19 and 10 on campus to maintain 15-minute service was considered “a good compromise.” (However, this is where the comment came up about odd and even numbering of routes relating to direction of travel.)
- Two UCSC participants suggested reducing service on Route 20 to Coastal Campus, in order to retain 15-frequency on Rt. 19 and keep Route 10. They suggested that TAPS should provide additional service to Coastal Campus. However, we also heard from a senior rider who lives along the 20 and usually rides her bike because the 20 is too infrequent as is.

Rt 35/San Lorenzo Valley

The change in service to the Emeline County Service Complex from Route 35E to Route 4 was universally approved of by focus group participants and stakeholders, as well as being favored by a majority of survey respondents.

- San Lorenzo Valley riders who participated in the focus groups reacted very favorably to the Route 35/35E change.
 - This will make getting from downtown to SLV faster – no need to waste time going through Emeline.
 - “Drivers will applaud this as the existing 35E route is a very long shift.”
- In addition, the use of Route 4 to serve Emeline was applauded by stakeholders (including the County Health Officer who checked in with Emeline staff).

- Frontline staff at Emiline are “extremely happy” about the Coral Street access to Emiline from Harvey West to serve residents with low incomes and those experiencing homelessness.

Soquel Avenue vs Water Street for Routes 1 and 2

There was a great deal of discussion in virtually every group about whether it is better to have Routes 1 and 2 leave downtown via Water St. or Soquel Ave. City planners prefer Water Street for a number of reasons, including the fact that it supports the Housing Element of their General Plan, and that it provides a larger unique coverage area (i.e., higher number of people and jobs within ½-mile of transit than if all service were on Soquel Ave). Riders generally preferred Soquel Ave due to immediate access to retail and greater walkability.

There was no clear consensus, but here are the advantages and disadvantages noted for each routing:

Water Street

- Santa Cruz city planners appreciate that service on Water Street will serve more current residents and anticipated housing growth in the draft Santa Cruz General Plan’s Housing Element.
- Water provides faster travel for the bus. However, wider streets, faster vehicle travel and narrower sidewalks make Water less pedestrian friendly.
- The County Services building is at Ocean and Water.
- There is an existing connection from the east to Route 17 along Water, without having to go downtown. Speeds up a long trip to San Jose.
- Service on Water St allows transit to be close to a larger number of people than on Soquel Ave (because service is also proposed on Broadway, such that most of Soquel Ave would be within ¼ mile walk of service on either Water St or Broadway).

Soquel Avenue

- Important retail destinations – several grocery stores – are located along Soquel.
- Better pedestrian experience on Soquel – narrower streets which are easier to cross, slower traffic, and better sidewalks. This is of particular concern for those with disabilities. A sight-impaired ride said:
“I hate walking on Water; It is more difficult to navigate the sidewalks. Pedestrian crossing is very, very difficult, at the triangle. I propose that sighted persons close their eyes on that triangle and try to figure out the traffic for safe crossing.”
- Bus Stops along Soquel have recently been improved – shelters and trash cans.

One participant asked about service to a medical facility as Soquel and Capitola, but it would be served under either option.

Proposed Route 3/Existing Route 66-68

Consolidation of Route 66 and 68 into Route 3, as proposed in Alternative A, was positively received. “It seems to hit the key areas.” Comments, primarily from riders, included:

- The consolidated route will be easier to communicate.
- Some mild expression of concern that riders would like the 3A-B (in Alternative B) with more service to the local neighborhoods, but general agreement that the neighborhoods are walkable and that this makes the consolidation with increased frequency desirable.
- A rider who lives just a bit off the new consolidated route in Alternative A liked that it will speed travel; believes walking is easy, in two directions – to the new Route 3 or up to Route 2, giving him more options.
- One rider believed/hoped that the consolidated Route 3 would make his commute faster.
- A rider in the area of 38th and 41st doesn’t believe there needs to be service on both streets; easier just to have service along a single street and know its times, versus this time for that street and that time for the other street, which is confusing.
- One rider noted that there are some mobile home parks in the area around 38th/41st Avenue with lower income residents. (It appears there are three in the area between 38th and 41st who will benefit from increased frequency.)
- Would like to see 15-minute frequencies on the East Side in the future.

Route 55 Extension to La Selva Beach

The extension of Route 55 service to La Selva Beach was very much appreciated by residents of that area. Comments included:

- Requests to ensure that there will be a stop at Camino Al Barranco/San Andreas.
- One community leader had a number of suggestions for “enhancing” the routing after it leaves La Selva Beach:
 - So that it could connect with Route 73 for trips to Watsonville.
 - To serve drug store and restaurants along Soquel to Rio Del Mar.

A follow-up email from Bonnie Guitierrez is included in the appendix to this summary.

Watsonville-Santa Cruz Routes

There was a positive response to the concept of more direct, consistent and faster service between Watsonville and Santa Cruz. Alternative A would have been the preferred choice for most of the participants, however the appeal of Route 91X (even as a peak hour service) swayed them to choose Alternative B. The desire for 91X to be part of the plan was evident in every group – stakeholders and riders.

Specific comments and questions relating to the cross-county routes included:

- Numerous requests to know the travel time on the new Routes 1 and 2 and on 91X. The primary issue for riders traveling between Watsonville and Santa Cruz is the amount of time it takes. They see a non-stop 91X service as a way to reduce travel time, especially if they are transferring to 17 to San Jose. “It’s a long trip.”
- Riders in focus groups and in-person in Watsonville often preferred Alternative A, but “voted” for Alternative B in order to have the 91X reinstated. Reasons for supporting the 91X included:
 - Watsonville residents who work in Santa Cruz
 - Teens who travel to or work at the Boardwalk
 - People who go to Santa Cruz frequently and want to get there as quickly as possible.
- The in-progress plans for bus on shoulder lanes on the freeway were seen as another advantage of an express route.
- Questions about what time the routes will start running in the morning and end at night – both highway and express routes. Span of service is critical for those traveling to jobs or recreation in Santa Cruz. Early morning trips avoid the worst traffic and are faster.
- Positive response to the idea of a mini-hub (their characterization) at Cabrillo College with the 73, 1 and 2 coming together.
- Speeding access to Cabrillo College is beneficial. “It gets gridlocked there.”
- One couple noted that the reduction in frequency on the 71 through rural Freedom will impact their daughter who rides frequently.

Watsonville Local Changes

There was a very positive response to simplifying Watsonville routes and making them both more frequent and understandable.

- Riders were very appreciative of the proposed plan:
 - *“Thank you for really great service improvements for Watsonville; it’s easier to understand.”*

- *Alternative A is a huge improvement; having to wait an hour to get to the hospital is such a hassle; difficult for all.*
- Most requests for service enhancement revolved around reinstating the 91X while simultaneously increasing frequency in the downtown area.
- Questions/concerns about access to Parajo Valley High School for students who live up along Green Valley Road.
- Route 79 service every 30 minutes is good and will serve senior residents. Some questions about elimination of service on Martinelli. Participants at an in-person event noted that there is a senior housing community, Independence Square, on Martinelli and Crestview. Many residents have mobility challenges and need a stop near them. Removing service on Martinelli would impact these residents.
- Later service (after 6 pm) on Green Valley Road was requested.
- Comments relating to the new Route 78:
 - One rider suggested having Route 78 take Harkin Slough instead of Beach/Ohlone for a faster trip to Westridge and better access to high school..
 - Others noted the jobs along Beach and Ohlone that would be served with the recommended routing. All agreed that pedestrian improvements are needed in that area to support transit use.
 - Desire for service to Ohlone Shopping Center (Target) with a stop close to Clifford and Ohlone. ▪ A comment about the need for increased service on East Beach starting at Union.

Other Comments Relating to Proposed Short Term Changes

Communication

Riders were very appreciative of the new real-time information platforms. However, they still had comments about communication.

- Real Time Information App
 - The new apps are more difficult for some rides who like the simplicity of the text for time method and text alerts. While the new system is undoubtedly more efficient, there is a learning curve that some riders need help with.
 - A number of comments on what riders wished the app did:
 - Display the various routes operating in an area
 - Show the bus stops in route order, rather than alphabetical
 - Some older adults and persons with disabilities are having difficulty using apps, finding their way to real-time information. One sight-impaired rider had downloaded the Transit App but hasn't been able to figure out how to use it with no sight. They feel there is no one to help with these barriers.
- Communication of December Service Changes

- Concern was expressed about the need to communicate the scope of these changes more actively than METRO ever has. This will be particularly important for a number of populations:
 - Watsonville residents, especially Spanish speaking. Suggestions included having bilingual staff at key bus stops and/or on the bus to explain the changes in advance of the launch; not relying on electronic communication or written notices to educate riders.
 - Disadvantaged populations – older adults, persons with disabilities and persons of low income who rely on transit. Outreach to stakeholders who work with these populations could help to ease the transition.
- Wi-Fi on buses will help to ease long travel times, “make transit fun.”

ParaCruz

Repeatedly, participants asked for and were given assurance that ParaCruz would not be adversely impacted. ParaCruz is seen by the general public as a good option for those unable to use fixed route service. However, those participants who use ParaCruz often noted that it is not a good option, but rather a mode of last resort. They described ParaCruz as unreliable and expensive and would prefer to use fixed route if possible.

In Watsonville, one individual expressed desire to have better service for people with disabilities in remote areas – specifically referenced along Beach near the County border.

Bike Share

Quite a few people continued to ask about bike to bus access, specifically focusing on the electric bike share hubs. They wanted to know if they will be coordinated with the METRO routes to enable people living along streets not served by METRO to use the bikes to access the routes.

However, it is clear that two factors limited the effectiveness of this strategy. Some older adults and persons with disabilities are unable to bike, while many people may not be able to afford the fees (we heard \$7 per day, \$30 per month or \$150 per year) unless there is a combination fare for bike and bus.

Unserved Areas

The context of our meetings was that short term changes would impact only the urbanized areas from Watsonville to Santa Cruz/UCSC so discussion of service to new or outlying areas was limited. However, one area within the urbanized area, Beach Flats, was mentioned a few times as needing service restored.

Longer Term Priorities

Long-term priorities were largely constrained to the existing service footprint. Frequency was the most often noted priority among meeting participants. The online survey response even more strongly demonstrates the appeal of frequency.

However, in stakeholder and rider focus groups, the relationship of frequency and service span (especially weekends and evenings) in meeting rider needs was also a significant topic. Long term priorities, in general order of priority to meeting participants are outlined here.

- Provide 15-minute service on more routes.
- - East side of Santa Cruz.
 - West side of Santa Cruz where there are jobs.
- Speed connections between areas of the county.
 - Santa Cruz to Watsonville (91X all day).
 - Direct service from UCSC to Eastside of Santa Cruz.
 - More service to San Jose (possibly from east side of Santa Cruz without going to Transit Center).
- Evening Service
 - Downtown Santa Cruz to Campus (desires varied from midnight to 2:30 AM).
 - Downtown Santa Cruz to residential areas after businesses close (11 PM-midnight).
 - Special Events – last bus 15-30 minutes after concerts and events end.
- Weekend Service
 - Increase span and frequency of weekend service to accommodate work trips, as well as recreation and shopping. This need is especially great in San Lorenzo Valley where weekend service is minimal.
 - Weekend service to the beach, so you could get there without fighting tourist traffic.
 - Suggestion to enhance access to the beaches for lower-income families by creating a Beach Loop.
 - Multiple comments about parking difficulties in relation to special events. “Would very much like to be able to take a bus to an event and leave my car behind.”
- Walkability Improvement
 - Sidewalks and poor pedestrian access in many areas currently make using transit difficult, particularly for persons with mobility limitations. This needs to be addressed to support the expanded transit network.
- Demand Response Service
 - Several comments were made about the potential to use demand response service, either to address first mile last mile issues or to replace fixed route in low-usage rural areas, such as San Lorenzo Valley, Davenport and Bonny Doon.

Watsonville Farmers Market participants also noted the need for service to Pajaro and Los Banos.

- Pajaro
 - Could a Watsonville route serve it?
 - MST is expensive.
 - Many with mobility challenges live in Pajaro and have difficulty crossing the bridge.
 - Pajaro needs a circulating route morning and night.
- Los Banos
 - Lots of People live in Los Banos and work in Salinas or Watsonville. Need bus service or rideshare. People would use vanpools.

Preliminary Survey Findings

Following is a high level summary of survey. At that point, we have received 729 responses, 710 in English and 19 in Spanish. In addition, 16 people completed the survey with assistance at the in-person outreach in Watsonville.

Introductory Questions

Do you agree that METRO service (where and how often the bus comes) needs to change?

Overwhelmingly, respondents agree that METRO needs to change (79%). While some were unsure (14%), very few said that it didn't need to change.

Is it okay to make changes that may inconvenience a few people if many more people will benefit?

Most respondents agreed with this statement, either definitely (30%) or probably (41%). Some were unsure (20%) but very few disagreed entirely.

Generally speaking, do these changes sound like a good idea?

The survey described the types of changes being planned: 10% more service, higher frequency in areas with higher demand, simpler routes and better transfers with no second fare. It also noted that some route numbers and names would change, while what streets have bus service might change in some areas. Respondents were asked:

More than 80% of respondents said yes, these definitely (44%) or probably (40%) sound like a good idea. Eleven percent were unsure.

Short-Term Alternatives

After these introductory questions, respondents were asked to evaluate short-term service alternatives for areas relevant to them personally. They were able to skip areas not of interest to them.

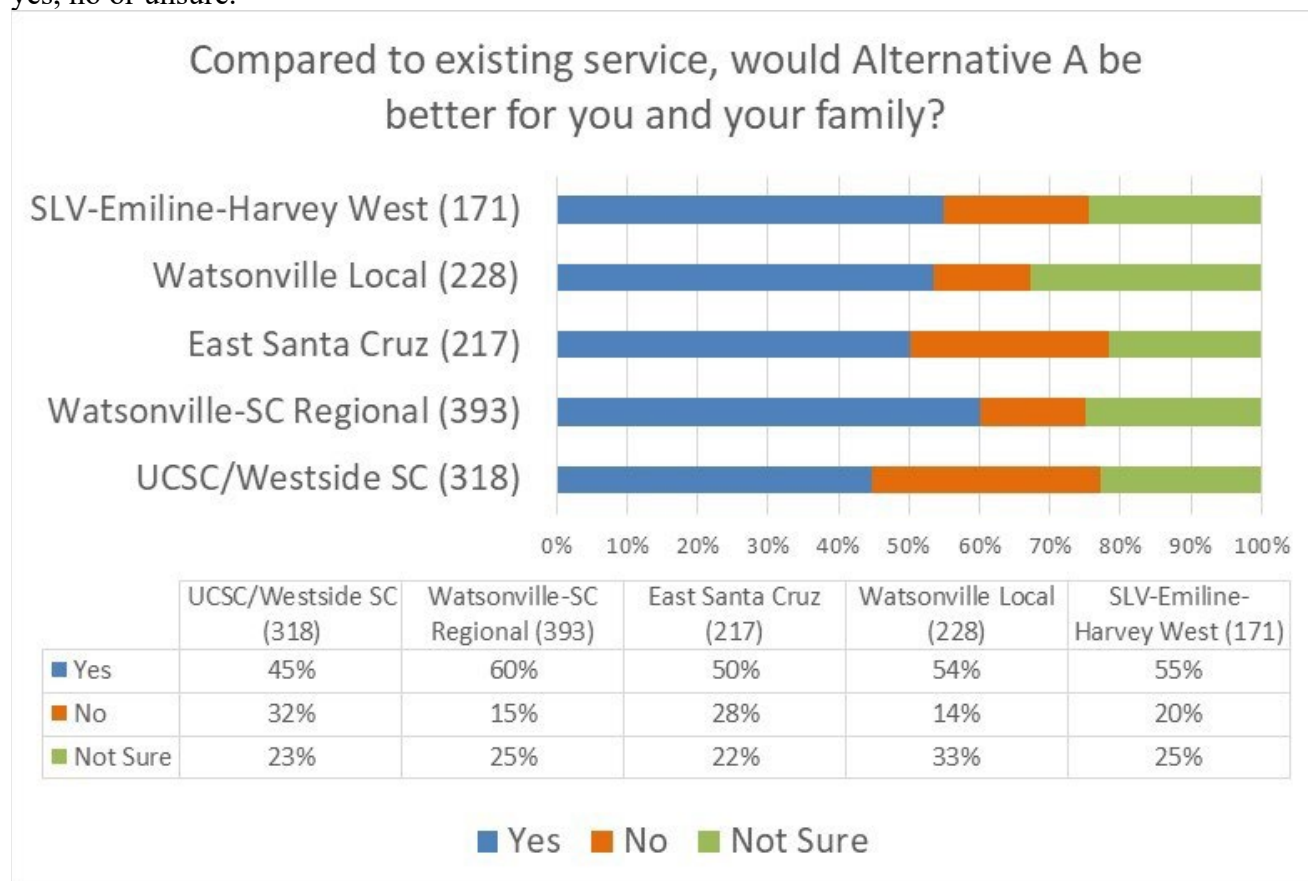
The areas for which changes were presented, included:

- UCSC and Westside of Santa Cruz
- Watsonville to Santa Cruz Regional Routes
- East Santa Cruz (Seabright, Twin Lakes, Brommer Road and Pleasure Point)
- Watsonville Local Routes
- San Lorenzo Valley-Emiline-Harvey West

For each area of interest, they were first asked to compare Alternative A (the frequency focused alternative) with the existing service, and to say whether Alternative A would be better for them and their family.

Compared to existing service, would Alternative A be better for you and your family?

The chart below shows the percentage of respondents who answered this question and said yes, no or unsure.



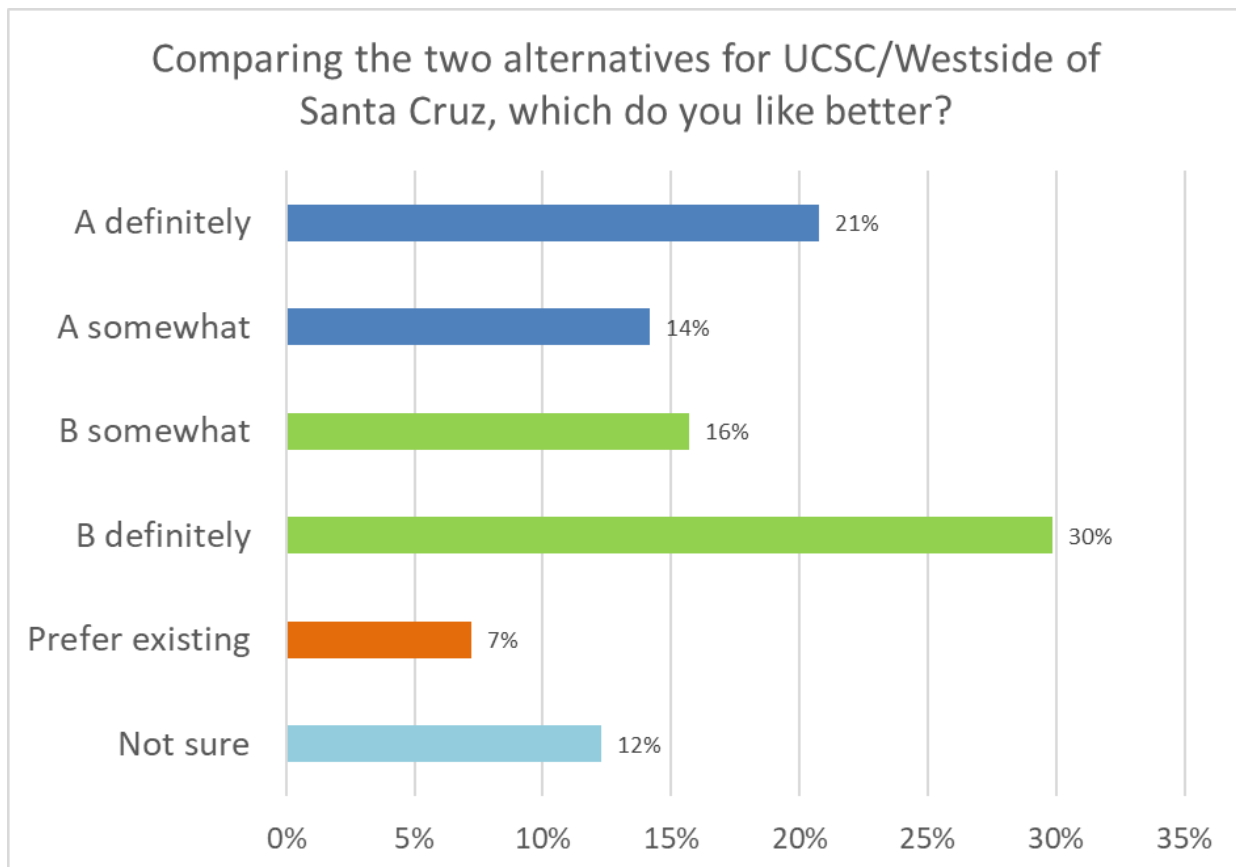
A slight majority of respondents (50-60%) said that Alternative A was better than existing service in all areas except for UCSC/Westside Santa Cruz.

For the UCSC/Westside Santa Cruz alternatives, only 45% of the 318 respondents said that Alternative A was better. The responses for UCSC students (105 individuals) were essentially identical (46%) to the overall sample.

Across the board, one-quarter to one-third of respondents were unsure how to rate the alternatives.

After respondents answered the initial question comparing Alternative A to existing service, Alternative B was introduced, and they were given the chance to select their preferred scenario. The following charts show the breakdown of response for each area of the community.

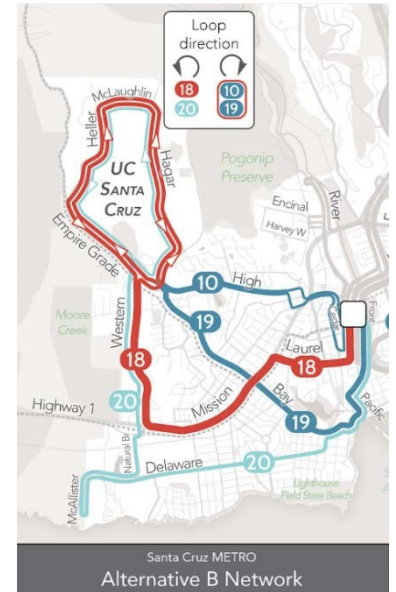
UCSC – Westside of Santa Cruz



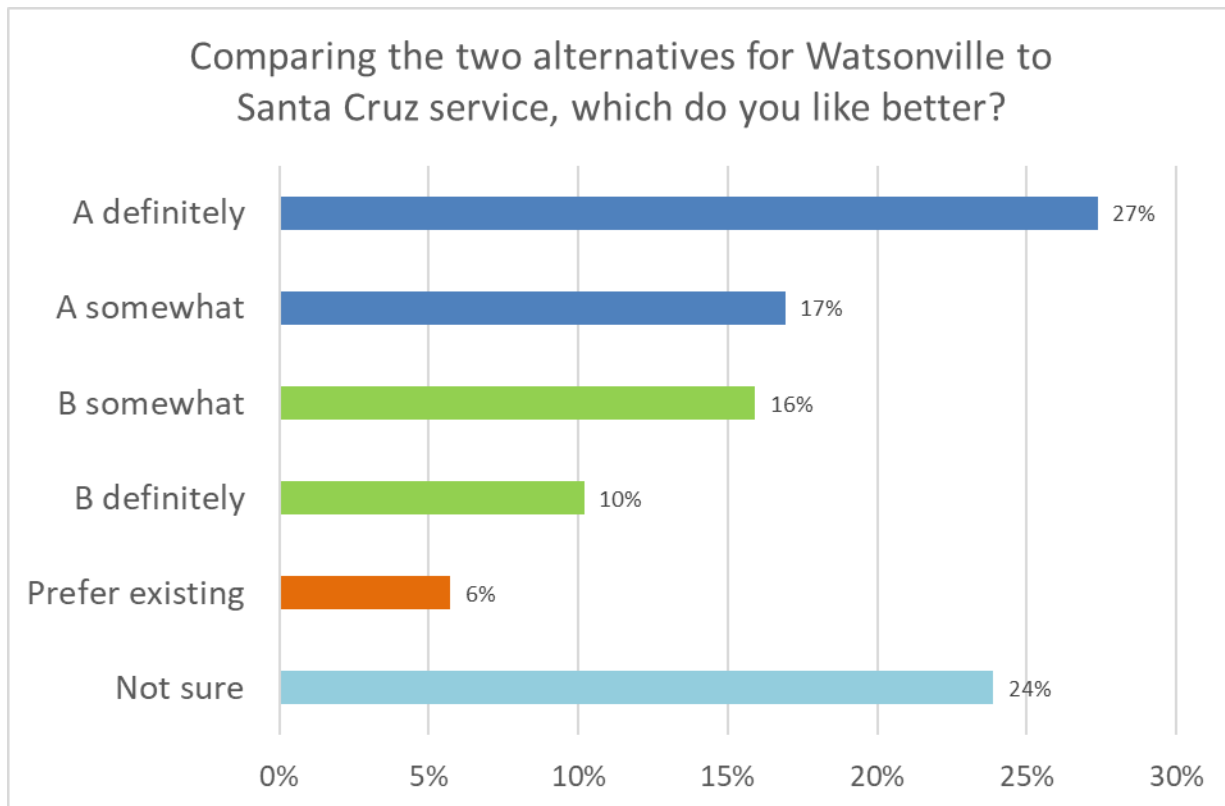
Alternative B for UCSC and the westside of Santa Cruz was preferred by more respondents. It appears to have attracted many who said NO to alternative A in the initial question as well as those that were unsure. In addition, Alternative B was preferred even by some who said YES to Alternative A in the first question.

Among UCSC students, the preference for Alternative B was even stronger: 34% said Definitely B, while 19% somewhat preferred B.

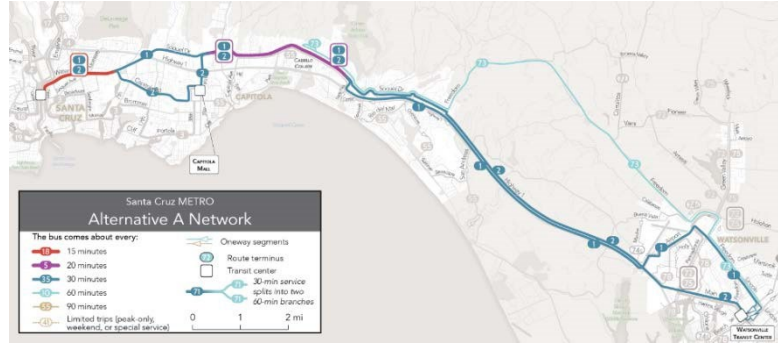
Watsonville – Santa Cruz Regional



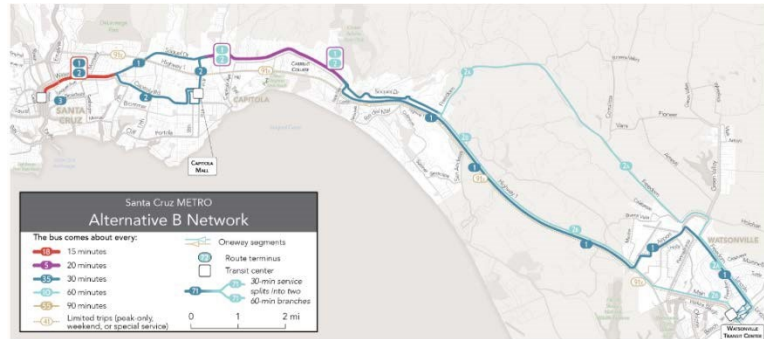
Routes



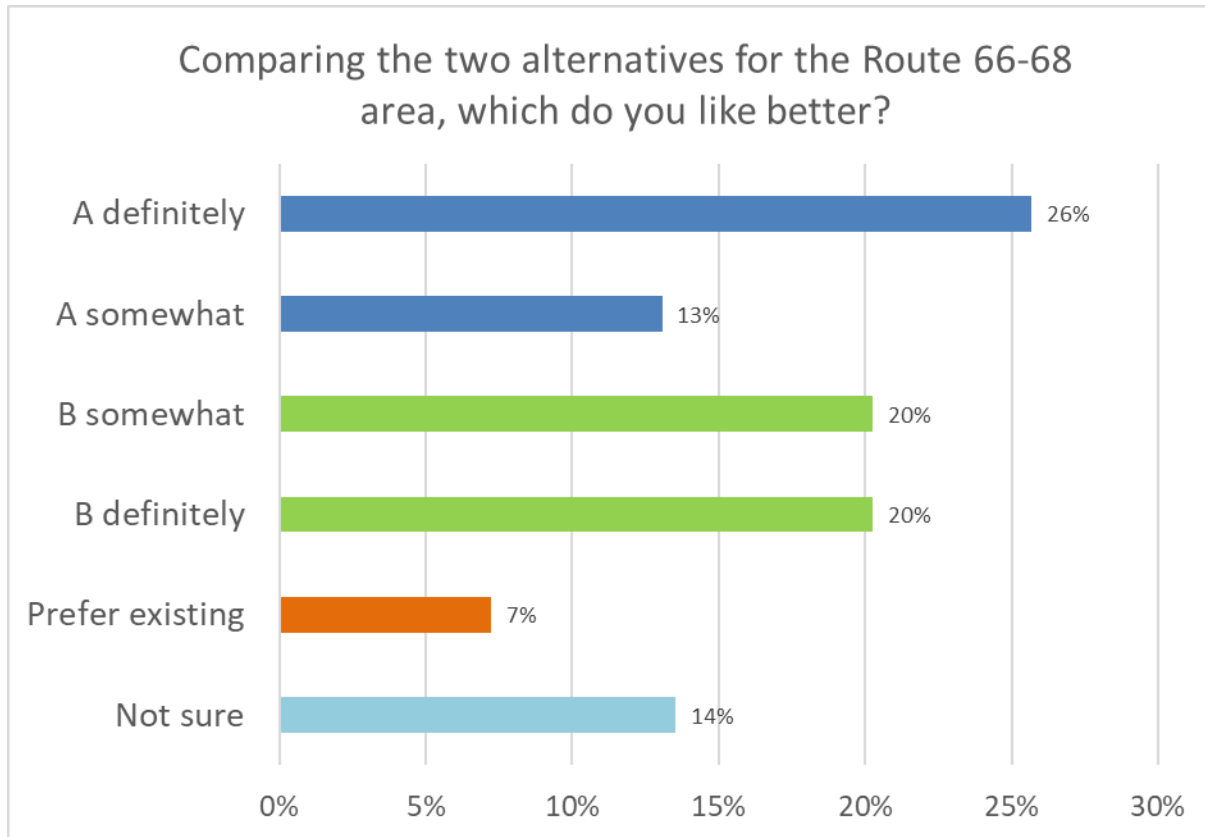
Alternative A was the clearly preferred choice (44% for **Alternative A** vs. 26% for **Alternative B**) for the **Watsonville to Santa Cruz routes**. Note that nearly a quarter of respondents were unsure. Among those that stated a preference, the majority chose A.



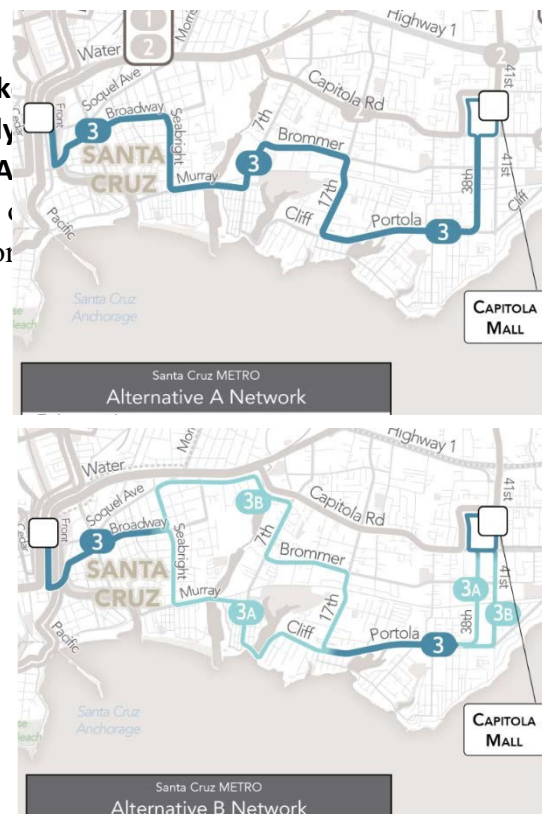
Among the small number of respondents who completed the survey in Spanish, one third chose A, one third chose B and one third were either unsure or preferred the existing system.



East Santa Cruz – Routes 66 and 68



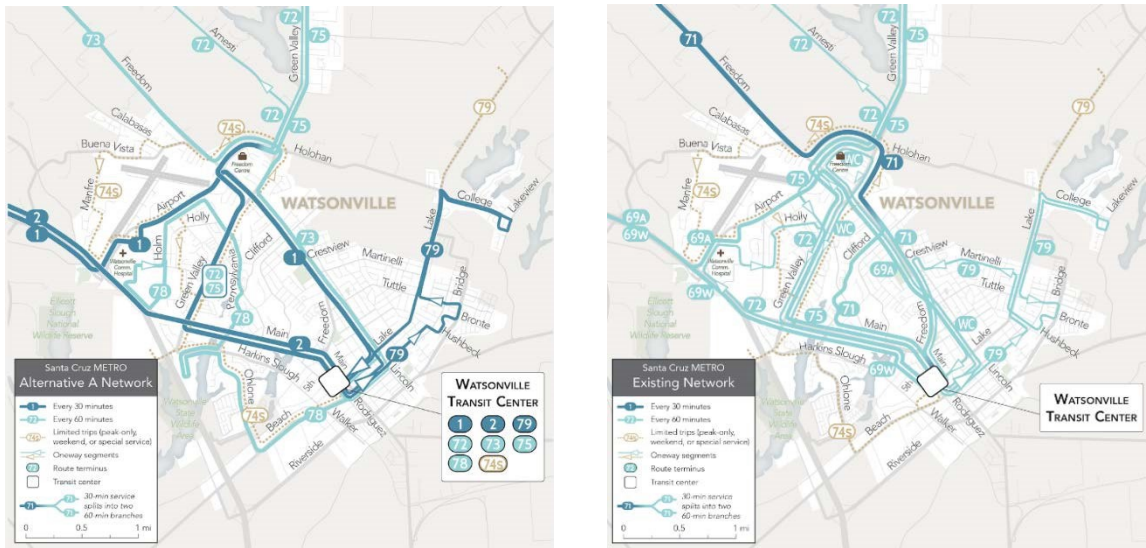
Respondents interested in the Seabright, Twin Lakes, Brommer Road and Pleasant Point area were fairly evenly divided in their preference for Alternative A or B. While Alternative A was the “definite” choice of the largest segment (26%), overall 39% definitely or somewhat preferred Alternative A, while 40% definitely or somewhat preferred Alternative B.



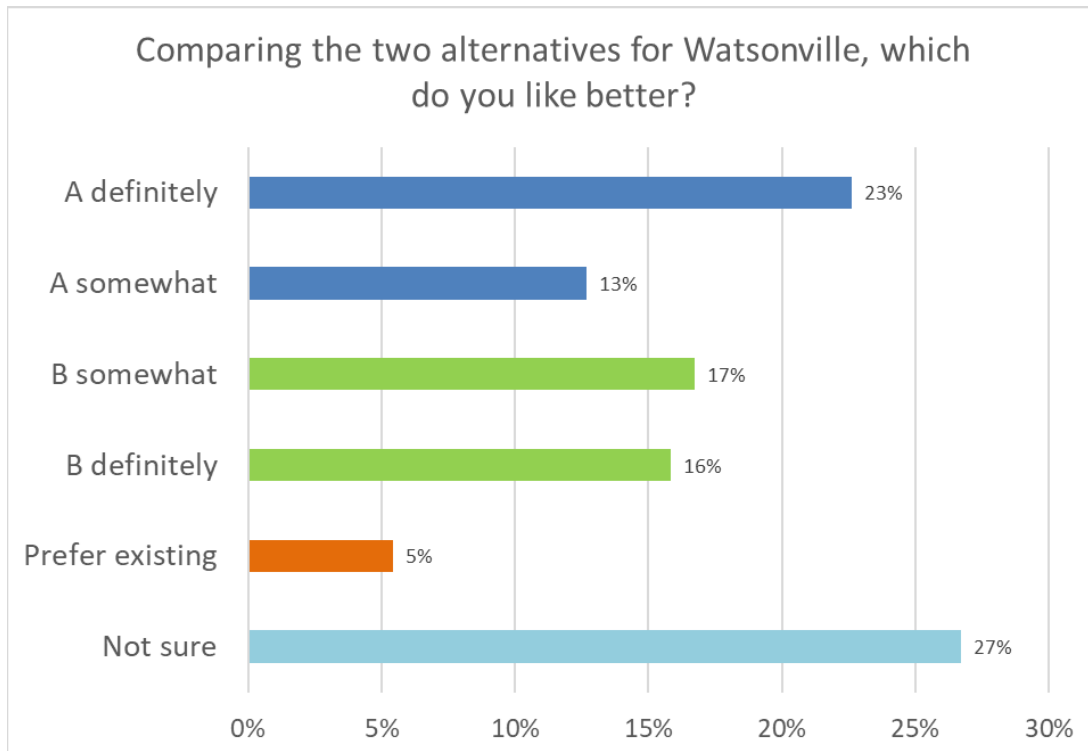
Watsonville Local Service

For the Watsonville area, respondents were asked first about the proposed local route network and then about the regional routes connecting Watsonville to Santa Cruz.

Comparing the proposed local route network to the existing route network, the majority (54%) chose Alternative A while only 14% preferred the existing service. One third were unsure which was best.



Next, the two proposed alternatives for the regional routes were explained, to the extent they impacted Watsonville specifically. Then respondents were asked to choose their preferred option – Alternative A, Alternative B or the existing service.



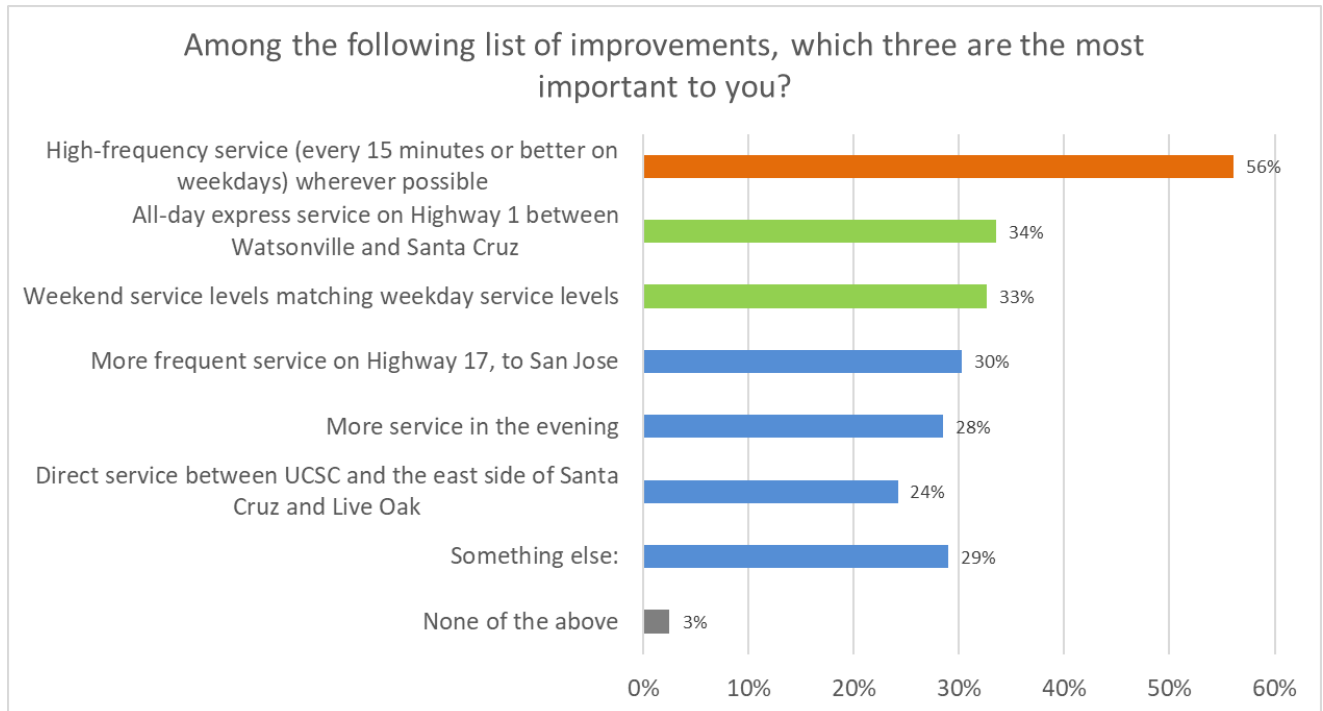
Among those who rated how the different alternatives would impact Watsonville, 36% preferred Alternative A (23% definitely), while 33% preferred Alternative B, but often less strongly (only 16% definitely).

As with the choice of the local network, a fairly large segment (27%) was unsure which was the better choice.

As previously noted, in person outreach was conducted at the Farmer's Marketing and National Night Out Event in Watsonville. At these events a small number of persons completed a partial survey with the assistance of staff. As with other Watsonville respondents, their initial reaction to Alternative A was positive. But when both options were presented 6 of 12 respondents preferred Alternative B, 4 chose alternative A and no one preferred the existing network. Two people were unsure which was best.

Improvement Priorities for the Future

The final service-oriented question in the survey asked respondents to select from a list of potential long-term service priorities the ones most important to them. They were allowed to select up to three from a list of seven or to specify a different priority.



High-frequency routes was the clear leader in terms of priority – 56% of respondents chose it as one of their three options.

A second tier of priorities (chosen by one third of respondents) included increased express service between Watsonville and Santa Cruz and improved weekend service. All of the list priorities were chosen by one-quarter or more of the respondents. In addition, 29% of respondents noted “something else.”

Among the 109 UCSC students who responded, preferences were more concentrated.

- 81% chose high frequency service (15 minutes or better).
- 47% chose improved weekend service.
- 44% chose direct service between UCSC and the east side.
- 39% chose more frequent service on Highway 17 to San Jose.
- 29% chose more service in the evening.

Something Else

More than 100 respondents noted a priority that was “something else.” The complete list of responses is included at the end of this summary. The following are some of the frequently noted priorities.

- Don’t eliminate Route 10.
- Service to La Selva Beach and connecting La Selva Beach to Watsonville.

- Service to Beach Flats.
- Enhanced service to San Jose:
 - Direct service from Santa Cruz (without going thru downtown and SLV)
 - Service to San Jose Airport and San Jose State.
 - Stop in Los Gatos.
- Passenger Rail Service (Santa Cruz to Watsonville).
- Improved service to San Lorenzo Valley:
 - More frequent, longer hours and better weekend service
 - Reinstate service to Lompico, South Felton
 - Buses with air conditioning
 - Service on Graham Hill Road
- Bus service on holidays.
- Demand response service in areas not practical to serve with fixed route, open to the general public.
- More bike capacity, allowing bikes on bus when rack is full.
- Smaller electric buses, other than in UCSC area.
- Direct service from Watsonville to UCSC.
- Improve ParaCruz service – hire additional drivers and improve reliability.
- Consider the needs of seniors and persons with disabilities in areas where frequent service on major streets means longer walks to the stop.
- Increased service between Davenport and SC.

Demographics

An online survey is never “statistically valid” in the sense of providing a sense of a whole population’s exact distribution of opinions, because respondents are inherently self-selected by their interest in the material, and means and ability to find and respond to the survey.

However, the demographic profiles of respondents indicate that this survey did capture input from a diverse cross-section of Santa Cruz County residents.

It should be noted that the respondents who completed the survey in Spanish all exited before the demographic questions.

Transit Ridership

The survey captured a broad range of levels of transit ridership, including both people who have never ridden, occasional riders and frequent riders. The distribution of how often respondents ride METRO was:

Daily	22%
Several times per week	30%
A few times per month	18%
Less than once a month	19%
Never	12%

Age

Respondents came from all age groups. Of the 526 who provided their age, the distribution was as follows:

under 18	3%
18-24	27%
25-34	15%
35-44	14%
45-54	9%
55-64	13%

Student and Employment Status

Respondents were asked about their student and employment status.

- Thirty-six percent of the respondents were students.
- UCSC – 21%
- Cabrillo College – 9%
- Middle/High School – 3%
- Other School – 4%
- Two-thirds of respondents are employed.
 - 41% full time
 - 26% part-time.
- Among those who are employed:
 - 27% work evenings after 8 PM
 - 32% work weekends
 - 20% work in downtown Santa Cruz

Mobility Limitations

About 15% of respondents indicated that they have a disability that limits their mobility. Specifically, they noted:

- I use a walker – 2%
- I use a wheelchair or scooter – 2%

- I have limited or no vision – 3%
- I am hearing impaired – 1%
- I have a cognitive disability – 2%
- Other disability – 6%

Vehicle Availability

Three-quarters (75%) of respondents said that they have a valid driver’s license. However, only 60% said that a working vehicle is usually available for their use.

Income

About a quarter of respondents have incomes of under \$25,000. The remainder of the sample was fairly evenly divided across the income spectrum.

Less than \$25,000	25%
\$25,000-\$49,999	15%
\$50,000-\$74,999	15%
\$75,000-\$99,999	13%
\$100,000-\$149,000	17%
Over \$150,000	16%

Gender, Ethnicity and Language

The gender distribution of the respondents was 56% female, 38% male and 5% non-binary.

Respondents were asked to “check all that apply” to indicate their race/ethnicity. The following is the distribution of responses:

American Indian or Alaska Native	4%
Asian	11%
Black or African American	2%
Native Hawaiian or Pacific Islander	1%
White	63%
Latino or Hispanic	27%
Other	5%

Most respondents (89%) speak English at home; 10% speak Spanish. If we assume the 20 Spanish language respondents who did not answer

Project 2: Watsonville-Santa Cruz Intercity Transit Speed and Reliability Study

The second project was the Watsonville-Santa Cruz Intercity Transit Speed and Reliability Study that was conducted in April 2023. METRO hired a consultant that partnered with Regeneración Pajaro Valley, a community-based organization. Regeneración conducted outreach to Spanish speaking residents. Public participation efforts included six in-person pop up events and online surveys. Outreach collateral was provided in both English and

Spanish (see example below). A total of 292 surveys were completed, of those 41 were from Spanish speaking customers. Customers were asked how transit could serve them better?

Feedback from participants included:

1. Shorter wait times for the bus to come
2. Bus goes more places
3. More reliable travel time
4. Bus stop close to my house or where I'm going to
5. More information about where the bus goes or when it will come
6. More seating or chairs at bus stops
7. Cheaper bus fare
8. Improved accessibility to/from bus stops for people with disabilities
9. Better sidewalks to/from bus stops
10. Improved safety or security at bus stops
11. More bike racks or storage at or near bus stops

Marketing Activities:

As referenced in the Public Participation Plan, METRO's marketing department held more than 25 outreach events between 2023-2025, for all county residents, including low-income, minority, and limited English proficient populations.

III. Factor 3: The importance of your program, activities, and services to LEP persons.

Factor 3, Step 1: Identify your agency's most critical services

This step involves identifying which Santa Cruz METRO services are most critical to LEP persons, and the consequences that would result if language barriers prevented a person from accessing these services.

Using public transportation is very important to LEP persons as indicated from survey results. Santa Cruz METRO's most critical services are:

- Fixed route transit services, including:
 - University of California at Santa Cruz
 - Highway 17 Express Service
- ADA complementary paratransit service

If limited English is a barrier to using these services then the consequences for the individual are serious, including limited access to obtain health care, education, or employment. Critical information from Santa Cruz METRO, which can affect access, includes:

- Route and schedule information
- Fare and payment information
- Information about how to ride and purchase tickets & passes
- Public hearing announcements

- Safety and security announcements
- Information about Santa Cruz METRO's ParaCruz service & eligibility
- Information needed to correctly book daily paratransit rides
- Complaint Forms

Factor 3, Step 2: Review input from community organizations and LEP persons

This step involves documenting the importance of different services provided by METRO to individuals who are LEP, as well as suggestions and requests these individuals have made.

As stated in Factor 1 Step 4c, METRO conducted public engagement in the redesign of its fixed route system. Outreach was conducted in English and in Spanish.

In 2023, the project team hosted an online public meeting in July that drew over 90 attendees; stakeholder conversations were held with 20 organizations; rider focus groups involved 30 riders who had participated in the initial round of outreach from throughout the service area; three in-person outreach events were held in Watsonville and one in Live Oak; an online survey solicited responses from over 800 individuals; and the project website logged over 1,500 unique visitors.

IV. Factor 4: The resources available to Santa Cruz METRO for language assistance to customers with limited English proficiency.

Factor 4, Step 1: Inventory language assistance measures currently being provided, along with associated costs

This step involves consulting Santa Cruz METRO staff on the different language assistance measures provided to LEP individuals in order to help them access services and information.

Santa Cruz METRO provides the following language assistance measures:

- Santa Cruz METRO has bilingual employees bus operators, administrative staff, customer service representatives, and reservation agents for ADA complementary paratransit. The table below shows which o provide Spanish-speaking interpretation throughout its employment ranks. Bus operators, ParaCruz operators, Administrative staff, and Customer Service representatives are fluent in English and Spanish to provide assistance to Santa Cruz METRO's LEP population on an as-needed basis with transit questions, route and scheduling information and trip planning assistance. Santa Cruz METRO provides bilingual pay to those employees who qualify as able to speak/read and write in Spanish.
- Santa Cruz METRO's Paratransit service provides Spanish-speaking reservationists to assist Paratransit customers when scheduling their rides.
returns to in-person meetings, Santa Cruz METRO plans to bring back a bilingual Spanish-speaking interpreter to participate in such meetings

- Santa Cruz METRO's fixed-route buses have Bus Cards (English/Spanish) informing passengers of their rights under Title VI of the Civil Rights Act, and informing passengers that Language assistance is available.
- Santa Cruz METRO's Ticket Vending Machines provide assistance with ticket purchases in English and Spanish.
- Santa Cruz METRO's ParaCruz Guide is provided in English and Spanish and is available on Santa Cruz METRO's website in both languages.
- Santa Cruz METRO has a sign provided in English, Spanish and Chinese on its bulletin board at the Administrative office and at the two (2) transit centers: Pacific Station (920 Pacific Avenue, Santa Cruz) and Watsonville Transit Center (475 Rodriguez Street, Watsonville), which states that *free language assistance is available if requested in a timely manner*.
- Information on all public hearings that require notification to the public is posted in English and Spanish throughout Santa Cruz METRO's service area and published in local newspapers in both English and Spanish.
- Santa Cruz METRO's *Headways Magazine* is provided in English and Spanish. The *Headways Magazine* contains all transit-related information on transit routes and schedules.
- Bilingual services are available at the Customer Service Booth at the two (2) transit centers: Pacific Station (920 Pacific Avenue, Santa Cruz) and Watsonville Transit Center (475 Rodriguez Street, Watsonville).
- Security Officers at the Santa Cruz Metro Center (Pacific Station) and the Watsonville Transit Center are bilingual Spanish-speakers.
- Station Manager at the Watsonville Transit Center provides bilingual (English/Spanish) transit information.
- Signage in Santa Cruz METRO's bus shelters is in English and Spanish.
- Most signage at Santa Cruz METRO's transit centers is in English and Spanish.
- Vital information, as well as those vital documents (*see list below*) are on Santa Cruz METRO's website, and available in English and Spanish.
- The following vital documents are provided in English and Spanish:
 - Title VI notice of rights and complaint forms and procedures;
 - Notices of proposed and approved fare and service changes;
 - Notices advising LEP individuals of free language assistance services.

The cost of providing these services – not including bilingual pay – has historically been less than \$30,000 annually depending on the number of public hearings that are held each year.

Factor 4, Step 2: Determine what, if any additional services are needed to provide meaningful access

This step involves reviewing the top languages spoken in Santa Cruz METRO’s service area and ensuring that an appropriate amount of language assistance services are being provided to individuals who are LEP and use Santa Cruz METRO.

Due to the small size of the agency, limited resources and consideration of the language assistance services already provided, Santa Cruz METRO should focus its language measures on areas that have not already been covered. The following measures will be implemented on an on-going basis as funds become available:

- “I Speak” cards for each reception area.
- Training for Reception Staff and Customer Service Representatives to contact telephone translation services when needed.
- Santa Cruz METRO Staff will continue to encourage advertisers with Santa Cruz METRO to provide their advertisements in both English and Spanish.

Santa Cruz METRO will continue to analyze the effectiveness of its language assistance services by conducting community outreach and obtaining community feedback through in-person surveys, pop-up events, monitoring staff interactions with LEP persons, and soliciting public input from the LEP population. Based on the responses received, the Agency will determine if additional funds are needed to obtain more comprehensive services for those individuals who are LEP.

Factor 4, Step 3: Analyze your budget

This step involves determining the amount of Santa Cruz METRO’s budget is devoted to language assistance measures for customers who are limited English proficient. METRO’s bilingual pay differential for FY 2023 was \$137,488, and \$131,040 in FY 2024, relatively the same. The amount of the pay differential is projected to be higher for FY25.

Table 4: Santa Cruz METRO Bilingual Pay Differential FY23 – FY25

	FY23	FY24	FY25
Total Bilingual Pay	\$137,488	\$131,040	\$185,952

Department	Number of Employees	Bilingual Employees
Administration	4	1
Finance	9	0
Customer Service	5	3
Human Resources	7	1
Marketing & Public Relations	2	0
Information Technology	5	1
Grants Planning	6	1
Safety, Security & Risk	2	0
Purchasing	4	0
Inventory Management	4	0
Facilities Maintenance	17	0
ParaCruz Non Drivers	6	3
ParaCruz Management / Supervisors	4	1
ParaCruz Van Drivers	36	17
Operations Non-Drivers	22	11
Operations Drivers	235	145
Fleet Maintenance	36	0
Total of Employees	404	184

METRO also pays administrative staff as well as its public facing employees, bus operators and customers service representative, bilingual pay differentials. This is very helpful to and breakdowns barriers to access for customers and potential employees who are limited English proficient.

Factor 4, Step 4: Consider cost-effective practices for providing language services

This step involves determining what cost-effective practices Santa Cruz METRO is utilizing to provide language assistance measures to individuals who are LEP.

Santa Cruz METRO's employees who receive bilingual pay must go through a formal, established process for certifying employees who are proficient in Spanish.

Santa Cruz METRO may wish to collaborate with the community organizations identified in Factor 1 to provide cost-effective practices. Santa Cruz METRO may wish to partner with these organizations to provide:

- Distribution channels for printed information.
- Translation assistance for LEP persons.
- Educational and outreach opportunities to help improve access to public transit for LEP persons.

In addition, Santa Cruz METRO may research and pursue language assistance products and translation services developed and paid for by local, regional, or state government agencies.

Bilingual Staff: Santa Cruz METRO maintains bilingual staff to provide Spanishspeaking interpretation on its buses, at its administrative offices, at its paratransit facility and within its Customer Service facility for basic transit questions, paratransit assessment appointments and trip planning assistance. It is important for Santa Cruz METRO to ensure the competency of its oral and written translation services. For an employee to qualify for bilingual pay, he/she must take a test with an outside testing facility that tests for oral and written language skills in Spanish. Upon the successful completion of the test, employees are paid bilingual pay in accordance with their labor agreement.

II. Monitoring and Updating the LAP

Ongoing outreach efforts will include a process to obtain feedback on Santa Cruz METRO's language assistance measures. Santa Cruz METRO will monitor its LAP and provide updates as needed. Specific tasks will include triennial contact with the organizations to measure results and discuss needs of LEP persons. These efforts will reveal any changes to the implementation plan that may be necessary, including any noticeable changes in demographics of the LEP population or the availability of new resources.



MINORITY REPRESENTATION ON COMMITTEES AND COUNCILS SELECTED BY SANTA CRUZ METRO

Santa Cruz METRO (METRO) is a transit district formed pursuant to Public Utilities Code section 98100 et seq. The METRO Board of Directors is appointed by other bodies (cities and county in Metro's jurisdiction). METRO receives advisory information from two committees, the METRO Advisory Committee (MAC) and the Elderly and Disabled Transportation Advisory Committee (E&D TAC).

Membership on MAC

The MAC shall be composed of no greater than 7 members appointed by the Board of Directors (BOD). All MAC members shall serve for a term of four (4) years and will serve at the pleasure of the Board of Directors. Members wishing to resign from an appointment may submit such resignation to the CEO/General Manager.

The METRO Board of Directors shall nominate individuals to be considered for appointment as members of the MAC. Additionally, Santa Cruz County residents who have submitted an application directly to METRO shall be considered. Annually, the METRO Board Chair shall appoint an Ad Hoc Committee composed of four members of the Board who shall meet as needed to review the list of Board nominees and other citizen applications and make appointment recommendations to the full Board. Appointments to the MAC shall be made by the METRO Board of Directors.

In this process, the Board strives to balance the membership to reflect the ethnic, gender, and geographic diversity of the County. To the extent it is practical, representation on MAC will be regular riders of the system and will include representatives of the following consumer groups:

- i. At least one member from the Disability community.
- ii. At least one member from University of California, Santa Cruz, who is either a student or employee of the same.
- iii. At least one member who is a commuter using the Highway 17 service.
- iv. At least one member of the Disadvantaged Business Community.
- iv. At least one member from Cabrillo College, who is either a student or an employee of the same.
- v. At least one member who is a rider of Paratransit.



MINORITY REPRESENTATION ON COMMITTEES AND COUNCILS SELECTED BY SANTA CRUZ METRO

Vacancies on MAC

When a vacancy is created or a MAC member's term expires, the METRO Board shall be solicited for nominations. The METRO Board nomination period shall be open for thirty (30) days following the notification to METRO Board Members of the vacancy(s). The METRO Board shall be notified of the open nomination period via email correspondence. Following the conclusion of the thirty-day nomination period, the Ad Hoc Committee shall convene and review current MAC application on file and current Board Member nominations. The Ad Hoc Committee shall then make new appointee recommendation(s) to the full METRO Board for consideration and approval to fill the expired seat, or the remainder of the vacated MAC member's term.

Membership on E&D TAC

The Santa Cruz County Regional Transportation Commission (SCCRTC) selects members for the E&D TAC. Santa Cruz METRO has no authority over or influence on the selection process. The racial composition of the E&D TAC members is not known at this time.

Table Depicting Membership of Committees, Councils, Broken Down by Race

Body	Caucasian	Hispanic/Latino	African American	Asian	Native American
Service Area Population	53.7%	34.8%	1.0%	4.5%	0.30%
METRO Advisory Committee	6 members (86%)	1 member (14%)	0 members (0%)	0 members (0%)	0 members (0%)

Description of how subrecipients are monitored in accordance with 49 CFR 21.9(b), and to ensure that subrecipients are complying with the DOT Title VI regulations, primary recipients must monitor their subrecipients for compliance with the regulations. Importantly, if a subrecipient is not in compliance with the Title VI requirements, then the primary recipient is not in compliance.

Santa Cruz METRO does not have any subrecipients.

Title VI equity analysis during the planning stage with regard to where a project is located or sited to ensure the location is selected without regard to race, color, or national origin. Facilities include, but are not limited to, storage facilities, maintenance facilities, operations centers, etc. Facilities do not include bus shelters and transit stations, power substations, etc. which are evaluated during project development of the NEPA process.

Santa Cruz METRO has not built any transit facilities since the submittal of its last Title VI Program. To the extent that any transit facilities are planned for construction, METRO is prepared to complete the required analyses.

Results of Service and/or Fare Equity Analyses Transit agencies are required to conduct equity analyses for major service changes and fare changes to ensure that those changes do not result in disparate impacts to minority riders or a disproportionate burden on low-income riders. Transit agencies shall submit the results of any major service change and/or fare equity analyses conducted since the submission of its last Title VI Program. Agencies shall also submit documentation such as a board resolution, copy of meeting minutes, or similar documentation with the Title VI Program as evidence of the board or governing entity or official's consideration, awareness, and approval of the analysis.

Santa Cruz METRO performed two Title VI equity analyses for service changes. The equity analyses were submitted to the Board of Directors for review and approval on September 22, 2023 and March 22, 2024. METRO did not conduct any equity analyses for fare changes.

September 22, 2023 Title VI Equity Analysis:

Santa Cruz Metropolitan

Transit District

DATE: September 22, 2023

TO: Board of Directors

FROM: John Urgo, Planning & Development Director



SUBJECT: PUBLIC HEARING TO RECEIVE PUBLIC COMMENTS ON THE PROPOSED REIMAGINE METRO PHASE 1 SERVICE PROPOSALS FOR IMPLEMENTATION IN DECEMBER 2023 WILL COMMENCE AT 9:00 AM OR AS SOON THEREAFTER AS THE MATTER CAN BE HEARD

I. RECOMMENDED ACTION

That the Board of Directors:

- A) Conduct a public hearing to receive comments on the Santa Cruz Metropolitan Transit District's (METRO) Reimagine METRO Phase 1 service proposals for implementation in December 2023, and B) Consider adopting the proposed service changes, and**
- C) Receive an update on Reimagine METRO Phase 2.**

II. SUMMARY

- On December 16, 2022, the Board awarded a contract to Jarrett Walker & Associates, LLC to analyze METRO's existing fixed-route network, complete a Bus Network Reimagining Plan for both near term and long-term service improvements, and conduct a robust public outreach process.
- The Board received an update on METRO's existing fixed-route network conditions and opportunities at its March 24, 2023 Board meeting.
- On June 23rd, the Board received the Reimagine METRO Alternatives Report, which contained two alternative service proposals for implementation in December 2023, and initiated a public comment period open through August 15th, 2023.
- One general public outreach meeting was held via Zoom on July 18th with over 90 participants. In addition, stakeholder outreach was conducted with 20 organizations, 30 riders attended rider focus group meetings, four in-person outreach events were held (three in Watsonville and one in Live Oak), 804 survey responses were collected, and there were over 1,500 unique visitors to the project website between July 1 and August 15th.

- In response to Board, public and stakeholder input, the project team has prepared a service alternative for implementation in December 2023 that combines elements of the two alternatives previously presented.
- Today's Public Hearing offers another opportunity for members of the public to comment on the December 2023 service proposal.
- Staff recommends that the Board receive the summary of public comment received during the public outreach period and approve the staff recommended alternative service proposal for implementation in December 2023.

III. DISCUSSION/BACKGROUND

In December 2022, Santa Cruz METRO initiated a 15-month planning and public outreach effort to re-envision where buses go and how often they run. Key goals of the Reimagine METRO effort include:

- Increasing the amount of service provided, assuming a return to pre-COVID bus operator levels by the end of 2023.
- Making transit more reliable, and relevant to the community's needs.
- Adapting to post-COVID travel patterns.
- Creating a network that is useful and attractive for many people's trips.

Based on an initial assessment of METRO's existing fixed-route bus network presented to the Board in March 2023, the project team identified important reasons to redesign parts of METRO's existing fixed-route network. Four issues rose to the forefront:

- 1) Existing service is infrequent: Most of METRO's bus routes run every 30 to 60 minutes in the daytime. Some buses come just a few times a day, and evening and weekend services are significantly less than in the daytime. As a result, METRO riders experience long waits for the next bus, service that is difficult to understand and use, and overcrowding in high-demand areas.
- 2) Service has been reduced several times in recent years: METRO used to provide more service than it does now. By 2015, service had reduced 12% compared to 2002 levels, with an additional 8% service cut in 2016. From 2019 to 2021, service was reduced by a 29%, first as a response to COVID-era operating conditions, and later to persistent staffing shortages. Today, METRO operates 13% less than in 2019, and 30% less than it did twenty years ago.
- 3) Service is often slow and unreliable: A study of METRO's core Watsonville-to-Santa Cruz service (Routes 69A, 69W and 71) found that traffic congestion adds up to 20 minutes of delay per trip, while dwell time (i.e., time spent at bus stops) contributes 20 to 45 minutes per trip. Traffic congestion also contributes to high variability of travel times throughout the network.
- 4) The public and riders are asking for change: In a poll conducted in September and October 2022, Santa Cruz METRO found that county residents think METRO should provide more service, focus on higher frequency in core areas, and prioritize the needs of disadvantaged communities. These priorities were echoed during subsequent rounds of outreach, as summarized below. As a

result, many riders report using METRO less often than they would like, and less often than they have in the past.

Recognizing the urgent problems and challenges laid out by the public, METRO is seeking to take action to improve service quality and make the network more useful to more people as quickly as possible. In June, the project team presented two alternative scenarios to the Board for implementation by the end of the year. The alternatives, A and B, differ on a range of details but both include:

- 10% more service, made possible by accelerated driver recruitment
- More frequency, with service every 15 minutes in the highest demand areas, and every 30 minutes or better in as many places as possible
- Simpler and more direct routes, especially in Watsonville
- Timed transfers between routes at the Watsonville Transit Center to reduce waiting times
- Free transfers between routes, regardless of fare or pass type used, except for transfers to the Highway 17 express.

The Alternatives Report, published in June, contains detailed descriptions of the alternative service scenarios. At a high level, both alternatives would provide similar overall coverage to the existing network, although Alternative B would provide service near slightly more people. Both alternatives would make it possible to reach more places in less time, although Alternative A would increase access to destinations for more people.

Summary of Public Outreach

After an initial round of outreach in March and April, a second round of outreach efforts commenced in June to solicit public feedback on the two alternatives. The project team hosted an online public meeting in July that drew over 90 attendees; stakeholder conversations were held with 20 organizations; rider focus groups involved 30 riders who had participated in the initial round of outreach from throughout the service area; three in-person outreach events were held in Watsonville and one in Live Oak; an online survey solicited responses from over 800 individuals; and the project website logged over 1,500 unique visitors.

A detailed summary of public outreach is attached to this report. In general, there was a positive response to increased frequency. There was also a positive response to simplified service, especially in Watsonville. Concerns over the potential loss of service on High Street (Route 10) led some respondents to favor Alternative B, even though they expressed support for the increased frequency in Alternative A. Similarly, a desire for the return of Route 91X led many to support Alternative B, despite support for the simplified route network in Alternative A. In general, there was some uncertainty about what is being proposed, and questions about how major service changes will be communicated to the public.

Title VI

Title VI is a process that identifies the impact of significant/major service changes on low-income and minority communities, to determine whether these impacts

either create a disparate impact on minority communities or a disproportionate burden on low-income populations. The Federal Transit Administration (FTA)

requires a detailed equity analysis of service and fare changes for transit agencies with 50 or more fixed route vehicles in peak service in large urbanized areas (over 200,000 in population). METRO does not operate in a large urbanized area; therefore, FTA's requirements for analyzing major service and fare changes under Title VI do not apply to METRO's service and fare changes. Instead, METRO is encouraged to evaluate significant system-wide service and fare changes and proposed improvements at the planning and programming stages to determine whether these changes have a discriminatory impact on minority and low-income individuals.

The Reimagine METRO Alternatives Report analyzes in detail how many people are affected by the changes to coverage and frequency in the alternatives on weekdays in the daytime, weekday evenings, weekend daytimes, and weekend evenings. The analysis considers total population in comparison to low income and minority individuals, and finally jobs. In general, all alternatives would increase access to service every 30-minutes or better by at least 20 percentage points, compared to existing conditions, with greater increases for low income and minority individuals. All alternatives would also increase access to jobs for over 62% of the population, with greater increases for low income and minority individuals. More detail can be found in the METRO Alternatives Report presented to the Board in June.

Phase 1 Service Proposal Recommendation

The project team incorporated the feedback received over the two months of public outreach to develop a third service alternative, which is now simply called Phase 1. Phase 1 incorporates elements of both alternatives A and B and is based on an updated set of assumptions, which, due to accelerated bus operating hiring and training, include a return to a full roster of drivers by December. This makes it possible to incorporate the most popular elements of both alternatives.

Specifically, Phase 1 builds on Alternative A and includes service on High Street and a modified Route 91X with direct service between Watsonville and Santa Cruz every 30 minutes during peak periods. It also includes several weekday and weekend span of service improvements. A detailed description is contained in the presentation attached to this report.

The project team recommends Phase 1 as the preferred service alternative. If the Board approves this recommendation, staff and the project team will develop schedules and prepare for a major service change in December, based on Phase 1.

Phases 2 and 3 Frequent Network Concept

The project team will convene again in October to develop a Reimagine METRO Phase 2 and Phase 3 Frequent Network Concept. Building on the improvements in Phase 1 and feedback heard from the public, Phase 2 would increase frequency to 15 minutes on three cross-county corridors serving South and Mid-County. Service would be extended from the eastside of Santa Cruz through downtown to

the UCSC campus, creating a frequent, one-seat ride from Cabrillo College or Capitola Mall to westside destinations and UCSC. A high-frequency route serving

South County would connect Watsonville to Cabrillo College every 15-minutes. Riders traveling through Cabrillo College or Capitola Mall may need to transfer, but transfers would be free and between frequent routes. In addition, Route 91X would operate every 30 minutes all day from Watsonville to Santa Cruz without stopping at Cabrillo College. Phase 3 will focus on further improvements in the longer term, based on other priorities identified in outreach and in prior outreach and network design workshops. The project team will return to the Board for consideration of Phases 2 and 3, after an additional round of outreach and stakeholder discussions are completed this fall.

IV. STRATEGIC PLAN PRIORITIES ALIGNMENT

This item aligns with the following Strategic Priorities:

- Service Quality and Delivery
- Strategic Alliances and Community Outreach
- Financial Stability, Stewardship & Accountability

V. FINANCIAL CONSIDERATIONS/IMPACT

In contrast to Alternatives A and B which are both cost-neutral to current service levels, Phase 1 is assumed to require a 8 percent increase over service levels planned for implementation this fall and would require up to 12 additional operators. Given these increased operator levels, implementing Phase 1 could incur up to \$2 million per year in additional operating expense (note: the planning level assumptions used to arrive at this number are conservative and assume 1,362 average revenue hours per operator per year and include a 5 percent contingency; the exact operator requirement will be determined during the scheduling process).

To cover this potential increase in operating expense, staff recommends using newly authorized transit operating funds in the State of California's FY23-24 budget through the Transit and Intercity Rail Capital Program (TIRCP) and ZeroEmission Transit Capital (ZETC) Program. These funds are being made available to transit agencies to cover operating expenses from either operating deficits or through the implementation of ridership recovery plans. METRO is in a unique position to take advantage of the latter due to the timing of implementation of its Reimagine METRO service improvement plan. While these are one-time funds, they can be spread over the next four fiscal years and are more than adequate to cover the operating gap needed to implement Phase 1. In addition, METRO would not be able to take full advantage of the newly available funding without implementation of a ridership recovery plan.

Phases 2 and 3 are still conceptual drafts and the Board is not being asked to take action on them. Phase 2 is roughly a 50% increase in service and could require up to 60 additional operators. Staff has identified a path towards sustainable operational funding for at least three years to implement Phase 2 through a combination of the FY23-24 TIRCP funds and others sources. Extending the plan

into future years would require identifying additional sources of funding. Staff will workshop these concepts with the Board in October and November.

VI. CHANGES FROM COMMITTEE

N/A

VII. ALTERNATIVES CONSIDERED

The Board could direct staff to implement Alternative A or B, i.e. an alternative that is cost-neutral to current operations. However, Alternatives A and B were initially planned in April and May under an assumption that METRO would end the year with 145 bus operator FTEs, 10 below the 155 contained in the FY24 Budget. METRO currently has 147 operator FTEs due to recent progress in bus operator hiring and training. Staff therefore does not recommend implementing Alternative A or B as doing so would implement a level of service that is below what is currently budgeted and possible given current operator levels. Importantly, Phase 1 reflects Board and stakeholder comments.

The Board could also direct staff to consider another combination of service options taken from Alternatives A and B that differs from the staff recommended Phase 1. The Board could also direct staff to consider service changes not presented in either Alternatives A or B. Staff does not recommend either option, as creating an alternative service plan at this stage would delay implementation beyond the December 2023 service change, and potentially jeopardize METRO's ability to take full advantage of the new TIRCP/ZETC funding.

VIII. ATTACHMENTS

Attachment A: Reimagine METRO Board Update Presentation and Recommended Alternative (Not Attached to This Title VI Program)


Attachment B: Summary of Public Outreach

IX. APPROVALS

John Uργο, Planning &
Development Director



Approved as to fiscal impact:
Chuck Farmer, CFO



Michael Tree, CEO/General Manager



March 22, 2024 Equity Analysis

Santa Cruz Metropolitan Transit District

DATE: March 22, 2024

TO: Board of Directors

FROM: John Urgo, Planning and Development Director

SUBJECT: PUBLIC HEARING TO RECEIVE PUBLIC COMMENTS ON THE PROPOSED REIMAGINE METRO PHASE 2 SERVICE PROPOSALS FOR IMPLEMENTATION IN JUNE AND SEPTEMBER 2024 WILL COMMENCE AT 9:00 AM OR AS SOON THEREAFTER AS THE MATTER CAN BE HEARD



RECOMMENDED ACTION

That the Board of Directors:

- A) Conduct a public hearing to receive comments on the Santa Cruz Metropolitan Transit District's (METRO) Reimagine METRO Phase 2 service proposal for implementation in June and September 2024, and B) Consider adopting the proposed service changes, and**
- C) Receive an update on Reimagine METRO Phase 2.**

II. SUMMARY

- On December 16, 2022, the Board awarded a contract to Jarrett Walker & Associates, LLC to analyze METRO's existing fixed-route network, complete a Bus Network Reimagining Plan for both near term and long-term service improvements, and conduct a robust public outreach process.
- The Board received an update on METRO's existing fixed-route network conditions and opportunities at its March 24, 2023 Board meeting.
- On June 23, 2023, the Board received the Reimagine METRO Alternatives Report, which contained two alternative service proposals for implementation in December 2023, and initiated a public comment period open through August 15, 2023.
- On September 22, 2023, the Board of Directors approved the Reimagine METRO Phase 1 service plan for implementation in December 2023 and March 2024.
- On February 23, 2024, the Board received a presentation on the Reimagine METRO Phase 2 service plan for implementation in June and September 2024, and initiated a public comment period open through March 5, 2024.
 - Three general, hybrid public outreach meetings were held via Zoom and in person on February 20th and 22nd in Watsonville and on February 21st in Santa Cruz, with 25 online public meeting participants and 21 in-person public

meeting participants. In addition, METRO received 508 e-survey responses and the campaign generated 1,800 link clicks.

- In response to public and stakeholder input, the project team has revised the plan presented to the Board in February.
- Today's Public Hearing offers another opportunity for members of the public to comment on the Reimagine METRO Phase 2 service proposal.
- Staff recommends that the Board receive the summary of public comments received during the public outreach period and approve the staff recommended alternative service proposal for implementation in June and September 2024.

III. DISCUSSION/BACKGROUND

In December 2022, Santa Cruz METRO initiated a 15-month planning and public outreach effort to re-envision where buses go and how often they run. Key goals of the Reimagine METRO effort include:

- Increase the amount of service provided, taking advantage of successful bus operator hiring efforts and the availability of increased operating funds.
- Make transit more reliable, and relevant to the community's needs.
- Adapt to post-COVID travel patterns.
- Create a network that is useful and attractive for many people's trips.

Based on an initial assessment of METRO's fixed-route bus network presented to the Board in March 2023, the project team identified important reasons to redesign parts of METRO's existing fixed-route network. Four issues rose to the forefront:

- 1) Existing service is infrequent: Most of METRO's bus routes run every 30 to 60 minutes in the daytime. Some buses come just a few times a day, and evening and weekend services are significantly less than in the daytime. As a result, METRO riders experience long waits for the next bus, service that is difficult to understand and use, and overcrowding in high-demand areas.
- 2) Service has been reduced several times in recent years: METRO used to provide more service than it does now. By 2015, service had reduced 12% compared to 2002 levels, with an additional 8% service cut in 2016. From 2019 to 2021, service was reduced by 29%, first as a response to COVID-era operating conditions, and later to persistent staffing shortages.
- 3) Service is often slow and unreliable: A study of METRO's core Watsonville-to-Santa Cruz service (Routes 69A, 69W and 71) found that traffic congestion adds up to 20 minutes of delay per trip, while dwell time (i.e., time spent at bus stops) contributes 20 to 45 minutes per trip. Traffic congestion also contributes to high variability of travel times throughout the network.
- 4) The public and riders are asking for change: In a poll conducted in September and October 2022, Santa Cruz METRO found that county residents think METRO should provide more service, focus on higher frequency in core

areas, and prioritize the needs of disadvantaged communities. These priorities were echoed during subsequent rounds of outreach, as summarized below.

Recognizing the urgent problems and challenges laid out by the public, METRO is seeking to take action to improve service quality and make the network more useful to more people as quickly as possible. In June 2023, the project team presented to the Board two alternative scenarios for implementation by the end of 2023. After an outreach period that solicited input from over 800 individuals, the Board approved the Reimagine METRO Phase 1 service plan in September 2023, which was implemented in December 2023 and March 2024. The Phase 1 service plan relied on METRO's existing resources to operate and return service to prepandemic levels.

The Reimagine METRO Phase 2 service plan envisions a 50% increase in service from March to September 2024. This planned service increase is made possible by:

- Increased funding from the State of California through the SB125/Transit and Intercity Rail Capital Program (TIRCP)
- Active and ongoing efforts to recruit large numbers of drivers to take advantage of this funding, increasing staff from ~150 to ~230 drivers.
- Active and ongoing discussions with UCSC to discuss the best uses for TAPS funding and how to physically enable increases in Metro service.

In February 2024, staff presented the draft Phase 2 proposal to the Board. The draft proposal includes:

- Frequency improvements in more areas (Live Oak, Soquel, Aptos and Watsonville)
- Weekend service levels matching weekday service levels on most routes
- All-day service on Route 90X
- UCSC to east side direct service on Routes 1, 2 and 3

The proposed service changes are consistent with past rounds of outreach that has revealed the public is interested in higher frequency service, wherever possible; better weekend and evening service; more express service on Highway 1 and Highway 17; and better east-west connections in Santa Cruz.

The proposed changes would bring many more people near frequent service. While overall population and jobs near service would stay the same, the changes would bring nearly 100,000 residents and 40,000 jobs near service that runs: every 15 minutes in the daytime and every 30 minutes after 9 PM to midnight, seven days per week.

Summary of Public Outreach

The project team conducted a series of public outreach activities in February and March to solicit public feedback on the Phase 2 draft network plan. Promotional

tools included news releases, flyers, social media posts and email alerts; a project website; and direct calls and emails to participants in prior rounds of outreach.

Public outreach meetings were conducted in hybrid fashion and held in Watsonville (2) and Santa Cruz (1) at different times of the day. Consultant staff presented remotely, and METRO staff attended in person and answered questions. All meetings were held in English and Spanish.

A detailed summary of public outreach is attached to this report. In general, there was a positive response to the draft Phase 2 plan. Most respondents felt the draft plan would make transit more useful for themselves, with a slightly greater percentage saying it would make transit better for the whole community. Recurring themes included positive comments on improved frequency, concerns related to reliability, a desire for more highway 17 service and a return of Route 15 to UCSC. Other comments pertained to the lack of service on holidays; infrastructure and safety concerns; and passenger information. Many respondents commented positively on METRO bus operators.

Title VI

Title VI is a process that identifies the impact of significant/major service changes on low-income and minority communities, to determine whether these impacts either create a disparate impact on minority communities or a disproportionate burden on low-income populations. The Federal Transit Administration (FTA) requires a detailed equity analysis of service and fare changes for transit agencies with 50 or more fixed route vehicles in peak service in large urbanized areas (over 200,000 in population). METRO does not operate in a large urbanized area; therefore, FTA's requirements for analyzing major service and fare changes under Title VI do not apply to METRO's service and fare changes. Instead, METRO is encouraged to evaluate significant system-wide service and fare changes and proposed improvements at the planning and programming stages to determine whether these changes have a discriminatory impact on minority and low-income individuals.

The Reimagine METRO Draft September 2024 Network Report analyzes in detail how many people are affected by the proposed changes to service on weekdays in the daytime, weekday evenings, weekend daytimes, and weekend evenings. The analysis considers total population in comparison to low income and minority individuals, and finally jobs. In general, the draft plan would more than double the amount of people living within a ½ mile of service that comes every 15-minutes or better, with greater increases for low income and minority individuals. The plan would also enable the average resident to reach 19% more jobs within 45 minutes, with slightly lower job access increases for low-income and minority individuals, since greater concentrations of low-income and minority individuals live in south County farther from job centers to the north. More detail can be found in the METRO Draft September 2024 Network Report presented to the Board in February.

Phase 2 Service Proposal Recommendation

Implementation of the full Phase 2 package relies on state funding to increase countywide service, continued progress in hiring and training new bus operators, the availability of a UCSC layover location and additional UCSC funding to increase campus-oriented service. METRO has secured state funding for increased service and has nearly completed the process of hiring and training the bus operators needed to operate that service. However, METRO cannot control the outcome of discussions with UCSC that pertain to securing a layover location and additional operating funds. The draft Phase 2 map envisions METRO operating twice the campus loop service that it does today on a fleet of vehicles that would be majority high-capacity articulated buses and, in the near future, entirely zero-emission. This added campus-oriented service comes at a cost that is not covered by the increase in state funding.

As a result, the project team is proposing two service plans:

- Scenario A includes a UCSC layover and additional funding
- Scenario B is feasible without new resources from UCSC

Both scenarios incorporate the feedback received over the two months of public outreach and include the following changes from the Draft Plan:

- Route 1 is maintained from Watsonville to Downtown Santa Cruz (Route 18 stays separate from Route 1).
- More service on Route 17. Every 30 minutes from Santa Cruz, every 60 minutes from Scotts Valley.
- Direct service to Capitola Mall and Dominican Hospital from most of Watsonville and Santa Cruz.
- Route 15 restored to UCSC (Route 20 continues to serve all UCSC main campus).

Staff recommends the Board adopt Scenario B as the preferred service alternative, pending future discussions with UCSC administrators around Scenario A. If the Board approves this recommendation, staff and the project team will develop schedules and prepare for a major service change in June.

IV. STRATEGIC PLAN PRIORITIES ALIGNMENT

This item aligns with the following Strategic Priorities:

- Service Quality and Delivery
- Strategic Alliances and Community Outreach
- Financial Stability, Stewardship & Accountability

V. FINANCIAL CONSIDERATIONS/IMPACT

The Phase 2 Scenario B service plan is a roughly 50 percent increase over baseline conditions (i.e. pre-Reimagine METRO Phase 1) and would require up to

55 additional operators over today. Implementing Phase 2 could incur up to \$9 million per year in additional operating expense (note: the planning level assumptions used to arrive at this number are conservative and assume 1,362 average revenue hours per operator per year and include a 5 percent contingency; the exact operator requirement will be determined during the scheduling process).

To cover this increase in operating expense, staff plans to use \$28.3 million in newly authorized transit operating funds allocated to METRO in the State of California's FY23-24 budget through the Transit and Intercity Rail Capital Program (TIRCP) and Zero-Emission Transit Capital (ZETC) Program. These funds are being made available to transit agencies to cover operating expenses from either operating deficits or through the implementation of ridership recovery plans. METRO is in a unique position to take advantage of the latter due to the timing of implementation of its Reimagine METRO service improvement plan. While these are one-time funds, they can be spread over the next three fiscal years and are adequate to cover the operating gap needed to implement Phase 2. In addition, METRO would not be able to take full advantage of the newly available funding without the implementation of a ridership recovery plan.

VI. CHANGES FROM COMMITTEE

N/A

VII. ALTERNATIVES CONSIDERED


The Board could direct staff to consider another combination of service options that differs from the staff recommended Phase 2 Scenario B. Staff does not recommend this option, as creating an alternative service plan at this stage would delay implementation beyond the Summer and Fall 2024 service change, and potentially jeopardize METRO's ability to take full advantage of the new TIRCP/ZETC funding.

VIII. ATTACHMENTS

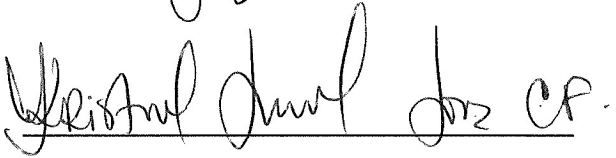
- | | |
|----------------------|---|
| Attachment A: | Reimagine METRO Phase 2 Board Update Presentation and Recommended Alternative |
| Attachment B: | Summary of Public Outreach |
| Attachment C: | Reimagine METRO Draft September 2024 Network Report |

IX. APPROVALS

John Urgo, Planning &
Development Director



Approved as to fiscal impact:
Chuck Farmer, CFO



Daniel Zaragoza,
Interim CEO/General Manager



Approval of Title VI Program by Governing Entity The recipient must provide a copy of board meeting minutes, resolutions, or other appropriate documentation showing the board of directors or appropriate governing entity or official(s) responsible for policy decisions has reviewed and approved the Title VI Program. The approval must occur prior to submission to the FTA.





BEFORE THE BOARD OF DIRECTORS OF THE SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Resolution No. 25-03-02
On the Motion of Director: Kalantari-Johnson
Duly Seconded by Director: Rotkin
The Following Resolution is Adopted:

RESOLUTION ADOPTING THE UPDATED TITLE VI PROGRAM REPORT AND AUTHORIZING ITS SUBMISSION TO THE FEDERAL TRANSIT ADMINISTRATION PURSUANT TO PART 21 OF TITLE 49 OF THE CODE OF FEDERAL REGULATIONS

WHEREAS, Title VI of the Civil Rights Act of 1964 states that, “no person in the United States shall, on the ground of race, color or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program, activity or service that receives federal financial assistance”; and

WHEREAS, the Federal Transit Administration (FTA) prescribes the method and delivers guidance to public transit operators to comply with Title VI in accordance with Part 21 of Title 49 of the Code of Federal Regulations; and

WHEREAS, the FTA issued circular FTA C4702.1B, effective October 2012, setting forth requirements and guidelines for Title VI compliance for grantees; and

WHEREAS, the Santa Cruz Metropolitan Transit District (METRO), as a recipient of federal financial assistance from the FTA, must submit an updated Title VI Program to the FTA by April 1, 2025; and

WHEREAS, METRO’s Title VI Program must include numerous elements, including but not limited to:

- 1) System-wide service standards and policies; and
- 2) Title VI Notice to the Public, Complaint Process and Forms; and
- 3) A Public Participation Plan; and
- 4) A Language Implementation Plan; and
- 5) A plan for engaging persons with Limited English Proficiency; and
- 6) Summary of Public Outreach efforts undertaken.

WHEREAS, METRO staff and General Counsel have developed and provided the proposed Title VI Program update for Board consideration and approval, including the above-referenced items, evidencing METRO's compliance with Title VI.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SANTA CRUZ METROPOLITAN TRANSIT DISTRICT, that it hereby determines and orders as follows:

1. The Title VI Program Regulation and Complaint Procedure attached and labeled "Exhibit A" is hereby amended and adopted, including appendices labeled:
 - a. "Attachment A", Title VI Policy Statement; and
 - b. "Attachment B", Title VI Discrimination Complaint Form.
2. The Title VI Program update "Exhibit A", as attached, shall be submitted to FTA prior to the April 1, 2025 deadline.

PASSED AND ADOPTED by the Board of Directors of the Santa Cruz Metropolitan Transit District on March 28, 2025 by the following vote:


AYES: DIRECTORS – Downing, Kalantari-Johnson, Koenig, Leonor, Lind, Martinez, Newsome, Orbach, and Rotkin

NOES: DIRECTORS – None

ABSENT: DIRECTORS – Dutra and Quiroz-Carter

ABSTAIN: DIRECTORS – None

APPROVED:


REBECCA DOWNING
Board Chair

ATTEST:



COREY ALDRIDGE
CEO/General Manager

APPROVED AS TO FORM:



JULIE A. SHERMAN
General Counsel



**EXHIBIT A, SANTA CRUZ METROPOLITAN TRANSIT DISTRICT
RESOLUTION NO. 25-03-02**

METRO's Updated Title VI Program- 2025 Report
(Attached)