# Appendix C: Public Participation Plan

# Contents


1 PURPOSE AND NEED FOR PUBLIC PARTICIPATION PLAN

1.1 Purpose and Need for this Plan

1.2 Federal Protections

2 ACTIVITIES THAT INVOLVE PUBLIC PARTICIPATION

2.1 Activities that Require Formal Public Hearings

2.2 Activities that Involve the SacRT Advisory Board and Subcommittees

2.3 Activities that Involve Public Processes of Other Agencies

3 PUBLIC PARTICIPATION STRATEGIES AND METHODS

3.1 SacRT Marketing and Communications

3.2 Notices on Vehicles

3.3 Electronic Communication

3.4 Media

3.5 Public Meetings

3.6 Accessibility and Public Engagement

3.7 Surveys

3.8 Participating in Meetings Held by Other Community Groups

4 SUMMARY OF OUTREACH EFFORTS

# Public Participation Plan

Updated February 2026

## 1 PURPOSE AND NEED FOR PUBLIC PARTICIPATION PLAN

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

### 1.1 Purpose and Need for this Plan

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

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

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

### 1.2 Federal Protections

To fulfill the purpose and needs described above, SacRT has prepared this plan consistent with the requirements of Title VI of the Civil Rights Act of 1964 and related statutes and regulations. Title VI prohibits discrimination in federally assisted programs and requires that "No person in the United States shall on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance." The key objectives of Title VI that are relevant to this plan are to:

1. Ensure that the level and quality of public transportation service is provided in a nondiscriminatory manner.

2. Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin.
3. Ensure meaningful access to transit-related programs and activities by persons with limited English proficiency.

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

# 2 ACTIVITIES THAT INVOLVE PUBLIC PARTICIPATION

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

Activities that require public participation fall into three broad categories:

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

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

## 2.1 Activities that Require Formal Public Hearings

There are 11 types of activities for which SacRT is required to conduct formal public participation, which is outlined in Section 2 of the SacRT Service Change Policy (Appendix J). Minor service changes can be authorized by SacRT's General Manager/CEO and major service changes require a public hearing, a Title VI equity analysis and approval by the SacRT Board.

## 2.2 Activities that Involve the SacRT Board of Directors and Subcommittees

It is the policy of the Board of Directors of SacRT to encourage participation in the meetings of the Board of Directors. At each open meeting, members of the public are provided with an opportunity to directly address the Board on items of interest to the public that are within the subject matter jurisdiction of the Board of Directors.

The SacRT Board of Directors Meeting is recorded with closed captioning. The recording will be cablecast on Metro Cable Channel 14, the local government affairs channel on the Comcast and Direct TV U-Verse cable systems. The recording will also be video streamed at metro14live.saccounty.gov. Any p erson(s) requiring accessible formats of the agenda or assisted listening devices/sign language interpreters should contact the Clerk of the Board at 279-234-8382 or TDD 916-557-4686 at least 72 business hours in advance of the Board Meeting.

Copies of staff reports or other written documentation relating to each item of business referred to on the agenda are on SacRT's website, on file with the Clerk to the Board of Directors of the Sacramento Regional Transit District and are available for public inspection at SacRT Administrative Office located at 1102 Q Street, Suite 3000, Sacramento, California. Transit access is available via light rail to the 13th Street station and most downtown bus routes. Any person who has any questions concerning any agenda item may call SacRT's Clerk to the Board.

The meetings of SacRT's Board and/or Subcommittees are regular venues for public participation. There are 12 regularly scheduled meetings each year. Time for public comment is reserved at each meeting to ensure public participation in the Board's deliberative process. For participation in capital, financial, and service planning, SacRT encourages public attendance at these meetings. The dates, times and locations for all these meetings are posted on www.sacrt.com/board.

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

## 2.3 Activities that Involve Public Processes of Other Agencies

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

### 2.3.1 Mobility Advisory Council

The SacRT Mobility Advisory Council (MAC) meets in person and virtually the third Thursday of every month at 2:30 p.m. Meeting agendas are presented as live-text screen readable word documents (Note: Agenda is generally available approximately one week before

meeting date). People may contact SacRT's Accessible Services Department at (916) 557-4685 to find more information about the Mobility Advisory Council.

### 2.3.2 Unmet Transit Needs

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

Notices for Unmet Transit Needs hearings and events are prepared by SACOG in Spanish and English and distributed by SacRT in all buses and light rail vehicles. Hearings and events are held in public at various locations, with hearings presided over by one member of the SACOG board of directors. SacRT's role is to field technical questions about existing and upcoming services from members of the public and to furnish a staff member and an alternate to serve on the Social Service Transportation Advisory Council, which is charged with officially assessing the reported unmet needs and recommending findings to the SACOG Board for review and approval. (Note: To arrange with SACOG for non-English language or sign language interpreters, please call (916) 321-9000 or 711 for TTY/TDD at least 72 hours prior to the meeting). Paratransit service is also available for riders with qualifying disabilities, and meetings are accessible to people with disabilities.

# 3 PUBLIC PARTICIPATION STRATEGIES AND METHODS

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

This section describes the public participation strategies and methods that are available to SacRT. These are selected and implemented on the best judgment of SacRT staff and Board members with respect to the criteria above. SacRT utilizes strategies recommended by community members for a specific neighborhood or population group. SacRT also recognizes that public participation can be a fluid process, and that outreach measures

may be added or altered depending on the scale of a proposal's impact and changes in the level of public interest.

## 3.1 SacRT Customer Service and Marketing

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

1. Developing and maintaining positive and effective communication with the community and various levels of government that interface with or impact the development of programs and operations at SacRT;
2. Paid advertising with local media outlets, including minority-focused media, to air public service announcements and messages to make customers aware of SacRT services and ways to contact the authority;
3. Public events to coordinate with individuals, institutions, and organizations to introduce new services, support existing services, vehicles, facilities, customer conveniences, and organizational milestones;
4. Providing opportunities for public participation through alternative means other than written communication;
5. Using locations, facilities, and meeting times that are convenient and accessible to low- income and minority communities; and
6. Developing comprehensive communication plans that ensure the delivery of information on SacRT's programs and activities through alternative means. This includes, but is not limited to, translation of vital information into other languages, alternative formats for individuals with disabilities, and the use of communication strategies (both paid and owned).

## 3.2 Notices on Vehicles

Postings of special printed participation activities are produced by SacRT and are available in multiple languages to ensure compliance with the Language Assistance Plan. Public notices include brochures, flyers, and posters. Brochures are used to provide more content and serve as an information source, whereas posters are designed to publicize activities and highlight key information such as date, time and location of the activity, and many include QR codes that link to more information on SacRT's website, which is accessible in multiple languages using Google Translate. These materials are distributed system-wide and/or in targeted areas. There are also kiosk posters available at all light rail stations and transit centers. They are also available at SacRT light rail stations, as passenger

bulletins and notices placed on train seats. In addition, SacRT has Title VI public notice information available in all safe harbor languages on every bus and light rail train, as it is considered a vital document (described in the Language Assistance Plan - Appendix D).

A general statement on how to obtain telephone information in multiple languages is listed on individual pocket timetables, which is listed as, "For route, schedule and fare information, call 916-321-BUSS (2877) or visit www.sacrt.com." Printed pocket timetables are also available on most buses and light rail trains, at the SacRT Customer Service and Sales Center, and are distributed to libraries, schools, colleges, major employment centers, and other high-traffic destinations.

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



Figure 1: Local Bus and Train Advertisement on ZipPass Fare App

## 3.3 Electronic Communication

The SacRT website (www.sacrt.com) is the agency's primary channel for public information and participation. In 2025, SacRT launched a new website to meet accessibility compliance regulations. The website also allows visitors to access information in over 200 languages using Google Translate. All relevant news and information about bus schedules, paratransit services, planning projects, agency governance, compliance with regulations, employment opportunities, vital documents related to service benefits, and many other topics are posted on the website. Importantly, the monthly "Next Stop Newsletter" page (found at www.sacrt.com/NSN) is available on the agency's web page and includes fare information, rider discounts for special events, and current and/or upcoming service changes, and other community information.

SacRT also uses these social media services to communicate with riders and the public in digital format:

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

- Instagram (Instagram.com/RideSacRT)
- LinkedIn
- TikTok; and
- YouTube.

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

## 3.4 Media

SacRT has multiple partnerships across cultural and linguistic groups in its service area. In addition, SacRT provides public notices in local schools, public libraries, and community centers in areas where service changes and/or other vital SacRT activity are occurring, including route-level outreach. Media relations involve various levels of outreach methods, which include:

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




*Figure 2: Social Media Public Outreach*

## 3.5 Public Meetings

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

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

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

## 3.6 Accessibility and Public Engagement

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

- Accessible parking
- Accessible entrances
- Accessible restrooms
- Accessible meeting room
- Space and signage for foreign language interpreters; and
- Adjustable microphones and podiums.

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

- Documents in alternative formats (large print, electronic, braille or audible);
- Translated documents
- Assistive listening devices
- Closed captioning
- American Sign Language (ASL) interpreters; and
- Foreign language interpreters.

## 3.7 Surveys

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

- Transit rider customer satisfaction surveys
- Bus rider route-specific surveys
- Paratransit rider satisfaction surveys
- Paratransit rider service-specific surveys, and
- Non-transit rider market surveys.

## 3.8 Participating in Meetings Held by Other Community Groups

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

### 3.8.1 S700 Low-Floor Light Rail Train Launch Campaign

In September 2024, SacRT introduced the new S700 Low-Floor Light Rail Trains, designed to improve accessibility, comfort, and safety for riders throughout the Sacramento region. To promote this milestone, SacRT launched a comprehensive outreach campaign that included:

- **Public Announcements and Press Releases** highlighting the benefits of the new trains, including enhanced ADA accessibility and modern features.
- **Community Engagement Events** at major stations and transit centers, where riders could tour the new trains and learn about improvements.
- **Digital and Social Media Campaigns** featuring videos, photos, and rider testimonials to showcase the new fleet.
- **Partnerships with Local Organizations** to ensure outreach to diverse communities and Title VI populations.

The campaign emphasized SacRT's commitment to equity and accessibility by providing multilingual materials and hosting pop-ups in neighborhoods with high transit dependency.

Sacramento Regional Transit



# Bus Stop Improvement Project

## Share your Thoughts!

Help SacRT create a Bus Stop Improvement Plan that reflects your current bus stop needs. Take a look at the draft Improvement Plan and let us know if you agree with the proposed recommendations.

Questions or Comments? Visit
**sacrt.com/busstopimprovement**
**or call 916-321-BUSS (2877)**

# Bus Stop Improvement Project

### Spanish

El borrador de plan de mejoras de paradas de autobus de SacRT está disponible para comentario público
Ayude a SacRT a crear un plan de mejoras de paradas de autobús que refleje las necesidades actuales de su parada de autobús. Haga comentarios y obtenga más información en sacrt.com/busstopimprovement o llame al 916-321-2877.

### Chinese

SacRT 公車站改進計畫草案已公開徵求公眾意見
幫助 SacRT 制定一個反映您目前公車站需求的公車站改進計畫。請訪問 sacrt.com/busstopimprovement 網站或致電 916-321-2877 發表意見並瞭解更多資訊。

### Vietnamese

Dự thảo kế hoạch cải thiện điểm dừng xe buýt của SacRT được đưa ra để lấy ý kiến công chúng
Hãy giúp SacRT tạo một kế hoạch cải thiện trạm xe buýt phản ánh nhu cầu trạm xe buýt hiện tại của bạn. Bình luận và tìm hiểu thêm tại sacrt.com/busstopimprovement hoặc gọi theo số 916-321-2877.

### Hmong

SacRT Lub Phiaj Xwm Kev Txhim Kho qhov chaw Tsheb Npav Nres Thauj Neeg
Pab SacRT tsim lub phiaj xwm kev txhim kho lub chaw tsheb npav nres thauj neeg uas cuam tshuam rau koj cov kev xav qhov chaw tsheb npav nres thauj neeg. Qhov lus xam pom thiab kawm paub ntau ntxiv ntawm sacrt.com/busstopimprovement los sis hu 916-321-2877.

### Russian

Проект плана модернизации автобусных остановок SacRT опубликован для сбора комментариев
Помогите SacRT выработать план модернизации автобусных остановок, который отражает ваши текущие потребности в автобусных остановках. Оставить комментарий и узнать больше можно на сайте sacrt.com/busstopimprovement или по телефону 916-321-2877.

### Arabic

نشر مشروع خطة تحسين موقف الحافلات الخاصّة بهيئة النّقل العام
في ساكرامنتو للحصول على تعليقات الجمهور ساعد هيئة النّقل العام في ساكرامنتو على وضع خطة تحسين موقف الحافلات التي تعكس احتياجاتك الحاليّة من الموقف. اترك تعليقًا واطلع على مزيد من المعلومات على هذا الرابط sacrt.com/busstopimprovement أو اتصل على 916-321-2877.

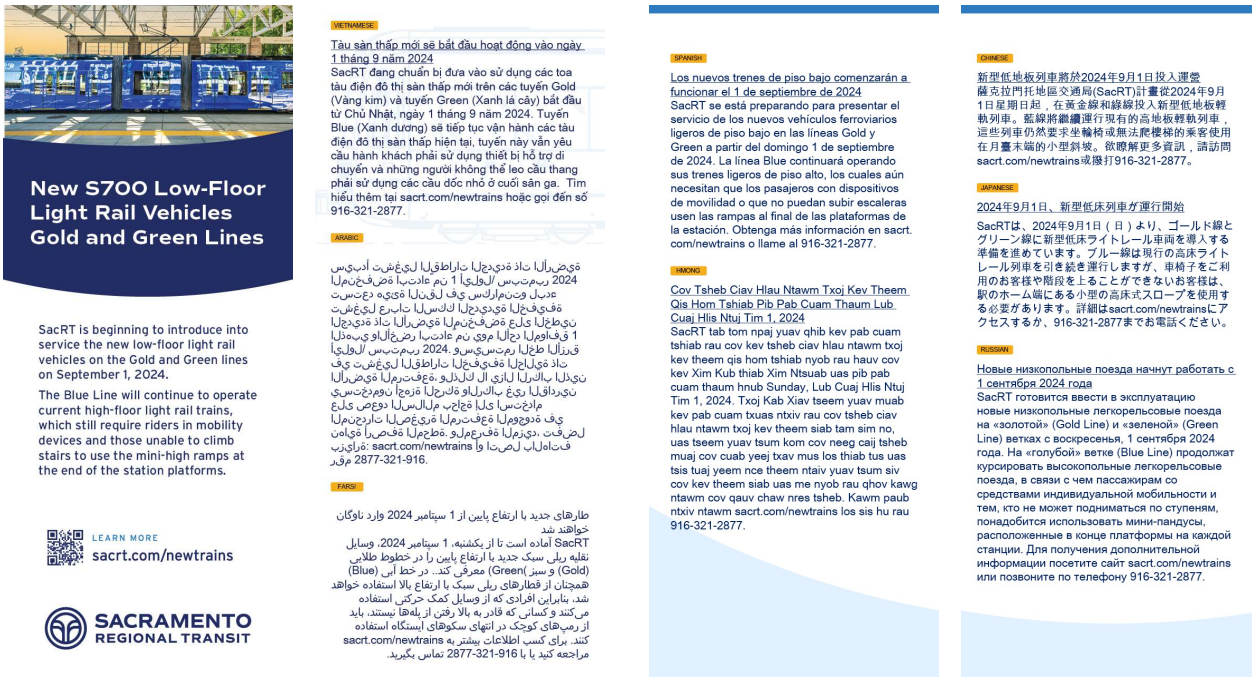



*Figure 3: S700 Launching Information Brochure*

### 3.8.2 Community Outreach Partnership – City Year Sacramento

City Year helps students and schools succeed, while preparing for the next generation of civically engaged leaders who can work across lines of difference. SacRT provides transit passes for corps members in exchange for the promotion of SacRT services and programs.

City Year volunteers are committed to serving as tutors, mentors, and role models in schools, cultivating learning environments where all students can build on their strengths, fully engage in their learning, and experience success—helping them progress on their journey towards bright futures. City Year enlists the help of full- time volunteers (age 17 through 25) that are committed to the program for 10 months (during the traditional school year) to serve as positive role models in the community and schools. Many volunteers are from outside the Sacramento area and utilize public transit during their 10-month stay.

City Year AmeriCorps volunteers serve as transit ambassadors and raise awareness of transit-related programs and projects to elementary and middle school students at six Sacramento City Unified School District schools with significant populations of English Learner students.

<u>Earl Warren Elementary</u>

Languages Spoken: Spanish, Vietnamese, Cantonese

<u>Ethel I. Baker Elementary</u>

Languages Spoken: Spanish, Vietnamese, Cantonese, Marshallese, Hmong, Pashto, Russian, Urdu

Father Keith B. Kenny Elementary

Languages Spoken: Spanish, Pashto

Fern Bacon Middle School

Languages Spoken: Spanish, Hmong, Pashto

Leataata Floyd Elementary

Languages Spoken: Marshallese, Hmong, Spanish

Nicholas Elementary
Languages Spoken: Spanish, Vietnamese, Hmong, Pashto, Marshallese

Oak Ridge Elementary

Languages Spoken: Spanish, Hmong, Marshallese, Pashto

Rosa Parks K-8 School

Languages Spoken: Spanish, Hmong, Tagalog, Cantonese

### 3.8.3 Community Outreach Partnership – Russian American Media Group and Afisha, Inc.

In 2015, SacRT established a partnership with the Russian American Media Group to assist with outreach to the Slavic communities. The partnership extended to community events, such as the International Kids Day celebration, as well as print publications distributed throughout the Sacramento region. In 2021, SacRT added Afisha, Inc. to its outreach partnership list. SacRT also partners with the Spanish language magazine D'Primeramano for special events throughout the year and Asian Resources.

### 3.8.4 SacRT Leadership in Minority Organizations

Members of SacRT's Executive Management Team hold positions on the Board of Directors for several major ethnic organizations. The CEO/General Manager is the Chair of the Sacramento Asian Pacific Chamber of Commerce, and Treasurer of the California Asian Pacific Chamber of Commerce. SacRT's Chief of Staff is a member of the Sacramento Black Chamber of Commerce.

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

# 4 SUMMARY OF OUTREACH EFFORTS

Since the 2023 Public Participation Plan, outreach activities have included:

- Community events/sponsorships
- MLK march and expo
- Tet festival
- Chinese New Year celebration
- Black expo
- Cesar Chavez march
- Healthy Kids Day
- Chalk It Up Festival
- Family safety and health expo
- Earth Day
- Rancho Cordova July Fourth
- Greater Urban League
- Elk Grove multi-cultural festival
- Festival Latino
- Black Heritage Month
- Marketing/outreach campaigns
- Connect Card
- SacRT Flex
- ZipPass mobile app transitioning to Transit Connect App in 2026
- Contactless fare payment on Light Rail
- RydeFreeRT (fare-free transit for students)
- Light Rail modernization
- Watt/I-80 Transit Center Improvement Project
- Future new stations (Dos Rios and 7th & Railyards)
- Downtown Riverfront Streetcar project
- California Clean Air Day
- Earth Day
- Transit Employee Appreciation Day Causeway Connection (UC Davis service expansion)
- Holiday bus fundraiser
- Human Trafficking Awareness Month
- Respect the Ride campaign
- Rail Safety Week
- Stakeholder meetings at SacRT offices

- Unmet transit needs rider meetings
- SacRT Transit Academy
- On-board rider outreach
- SacRT in the Community blog; and
- Next Stop: SacRT podcast.

In addition to community events, SacRT participates in hundreds of pop-up events each year throughout its service area to share vital information with customers and the public.