



**REPORT TO THE CITY COUNCIL OF THE CITY OF GUADALUPE**  
**Agenda of August 11, 2020**

*Thomas Brandeberry & Sonia Rios*

**Prepared by:**  
**Thomas Brandeberry & Sonia Rios-Ventura**  
**RCDC**

  
**Approved by:**  
**Todd Bodem, City Administrator**

**SUBJECT:** Adoption of Three Resolutions Related to Community Development Block Grant Activities

**RECOMMENDATION:**

It is recommended that the City Council:

1. Adopt Resolution No. 2020-67 to apply for a Community Development Block Grant Coronavirus Response Round 1 (CDBG-CV1) grant program funds to create a COVID-19 high risk households food delivery service, manage the grant, hire a Coronavirus Community Service Coordinator, buy all needed equipment, and execute the grant if awarded;
2. Adopt Resolution No. 2020-68 to apply for a Community Development Block Grant Economic Development 2020 NOFA (extended due date) grant program funds to create a technical assistance program for local microenterprises that can lead to financial assistance; and
3. Adopt Resolution No. 2020-69 to approve the CDBG Economic Development program guidelines for both Microenterprise Technical Assistance and Microenterprise Financial Assistance.

**DISCUSSION:**

The Department of Housing and Community Development posted their notice of funding availability on June 5th, 2020 for the Coronavirus Response Round 1 grant allocation. The allocation for the City of Guadalupe is \$84,676. The grant is limited to a 12-month expenditure period starting once the contract is executed. Additionally, the grant requires that the activity be directly related to COVID-19. After review, the City held a public meeting on Monday July 6th, 2020 where Rural Community Development Corporation of California (RCDC) presented the CDBG-CV1 program grant and asked for community feedback. The following projects were suggested:

- Extend Boys and Girls Club hours depending on what the Guadalupe Unified School District decides about the school schedule.

- Create a Coronavirus Community Service Coordinator position to coordinate the City's weekly food distribution, set up a list of households who COVID-19 high risk individuals in the home, and provide delivery services to those households.
- Expansion of senior services.

The City has determined the most valuable use of these funds would be to hire a Coronavirus Community Service Coordinator position to coordinate the City's weekly food distribution, support all other food distributions with the city, set up a list of households who have COVID-19 high risk individuals in the home, and provide any additional delivery services (prescription pick up, for example) to those households. The City would promote the program and the Coronavirus Community Service Coordinator would assess these households considered "vulnerable" to COVID-19 infection and also assess the households needs as it might relate to future emergencies and disasters, to be done in coordination with public safety. The results of each assessment, with the household's permission will be provided to the City Public Safety Department for their use incases of emergencies and disasters. In order to deliver the needed food to the households with at-risk individuals, the City will purchase a delivery van with grant funds.

The Department of Housing and Community Development posted their notice of funding availability on January 21, 2020 for, among other activities, the CDBG Economic Development Competitive grant program. On June 19th, 2020 the Department of Housing and Community Development extended the deadline for all Economic Development Activities only to September 15, 2020 and made them first come first serve until remaining funds were gone. The grant has a 3-year expenditure period starting once the contract is executed. After review, the City held a public meeting on Monday July 6th, 2020 where RCDCC presented the CDBG-ED program grant and asked for community feedback. The following project was suggested:

- Give grants to people who want to get certified to run a daycare and loans to do the needed work to make their homes compliant with daycare licensing requirements.
- Create a technical assistance program for local microenterprises that can lead to financial assistance (loans and grants).

As part of the requirements to operate an Economic Development, Microenterprise program, the City is required to adopt Council approved guidelines. The City determined that best practice would be to create guidelines for both technical assistance (business development skills) and financial assistance (loans and grants). The guidelines have been written to ensure that the CDBG rules are clearly addressed. Some parts of the guidelines where the City has flexibility, the city made determinations on policy and best practice. The adopted guidelines cannot be changed or altered with Council approval.

**FISCAL IMPACT:**

The cost to operate the CDBG-CV1 program, to manage the contract and purchase needed equipment will be fully paid by the CDBG grant, \$84,676. There is no match requirement. There will be no fiscal impact to the City.

The cost to operate the CDBG-ED Microenterprise program, to manage the contract and hire the needed services will be fully paid by the CDBG grant, \$250,000. There is no match requirement. There will be no fiscal impact to the City.

**ATTACHMENTS:**

1. Resolution No. 2020-67
2. Resolution No. 2020-68
3. Resolution No. 2020-69
4. Microenterprise Technical Assistance Guidelines
5. Microenterprise Financial Assistance Guidelines

**RESOLUTION NO. 2020-67**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GUADALUPE, CALIFORNIA, APPROVING AN APPLICATION FOR FUNDING AND THE EXECUTION OF A GRANT AGREEMENT AND ANY AMENDMENTS THERETO FROM THE 2020 COMMUNITY DEVELOPMENT BLOCKGRANT PROGRAM- CORONAVIRUS RESPONSE ROUND 1 (CDBG-CV1) NOFA DATED JUNE 5, 2020**

**WHEREAS**, The Department of Housing and Community Development posted their notice of funding availability on June 5, 2020 for the Coronavirus Response Round 1 grant allocation; and

**WHEREAS**, on July 6, 2020 the City and RCDC held a public meeting to review the CDBG-CV1 program and the potential projects that could be done with the grant funds; and

**WHEREAS**, after receiving feedback from the community, City staff has recommended that the best use of these grant funds would be to create a Coronavirus Community Service Coordinator position to coordinate the City's weekly food distribution, set up a list of households who COVID-19 high risk individuals in the home, and provide delivery services to those households.

**NOW, THEREFORE, BE IT RESOLVED**, by the City Council of the City of Guadalupe as follows:

**SECTION 1:**

The City Council/County Board of Supervisors has reviewed and hereby approves the submission to the State of California of one or more application(s) in the aggregate amount, not to exceed, \$84,676 for the following CDBG-CV1 activities, pursuant to the June 2020 CDBG-CV1 NOFA:

Public Service (Activity Delivery and General Administration)	\$84,676
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**SECTION 2:**

The City hereby approves the use of Program Income in an amount not to exceed \$0.00 for the CDBG-CV1 activities described in Section 1.

**SECTION 3:**

The City acknowledges compliance with all state and federal public participation requirements in the development of its application.

**SECTION 4:**

The City hereby authorizes and directs the Mayor, or designee, to execute and deliver all applications and act on the City's behalf in all matters pertaining to all such applications.

**SECTION 5:**

If an application is approved, the Mayor, or designee, is authorized to enter into, execute and deliver the grant agreement (i.e., Standard Agreement) and any and all subsequent amendments thereto with the State of California for the purposes of the grant.

**SECTION 6:**

If an application is approved, the Mayor, or designee, is authorized to sign and submit Funds Requests and all required reporting forms and other documentation as may be required by the State of California from time to time in connection with the grant.

**PASSED, APPROVED AND ADOPTED** at a regular meeting on the 11th day of August, 2020 by the following vote:

**MOTION:**

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

I, Joice Earleen Raguz, City Clerk of the City of Guadalupe DO HEREBY CERTIFY that the foregoing Resolution, being **Resolution No. 2020-67**, has been duly signed by the Mayor and attested by the City Clerk, all at a regular meeting of the City Council, held August 11, 2020, and that same was approved and adopted.

ATTEST:

\_\_\_\_\_  
Joice Earleen Raguz, City Clerk

\_\_\_\_\_  
Ariston Julian, Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
Philip Sinco, City Attorney

**RESOLUTION NO. 2020-68**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GUADALUPE, CALIFORNIA, APPROVING AN APPLICATION FOR FUNDING AND THE EXECUTION OF A GRANT AGREEMENT AND ANY AMENDMENTS THERETO FROM THE 2019-2020 FUNDING YEAR OF THE STATE CDBG PROGRAM**

**WHEREAS**, the Department of Housing and Community Development posted their notice of funding availability on January 21, 2020; and

**WHEREAS**, on June 19, 2020 the Department of Housing and Community Development extended the deadline for all Economic Development Activities only to September 15, 2020; and

**WHEREAS**, on July 6, 2020 the City and RCDCC held a public meeting to review the CDBG-ED program and the potential projects that could be done with the grant funds; and

**WHEREAS**, after receiving feedback from the community, City staff has recommended that the best use of these grant funds would be to create a technical assistance program for local microenterprises that can lead to financial assistance.

**NOW, THEREFORE, BE IT RESOLVED**, by the City Council of the City of Guadalupe as follows:

**SECTION 1:**

The City Council/County Board of Supervisors has reviewed and hereby approves the submission to the State of California of one or more application(s) in the aggregate amount, not to exceed, \$250,000 for the following CDBG activities, pursuant to the January 2020 CDBG NOFA:

Microenterprise (Activity Delivery and General Administration)     \$250,000.

**SECTION 2:**

The City hereby approves the use of Program Income in an amount not to exceed \$00.00 for the CDBG activities described in Section 1.

**SECTION 3:**

The City acknowledges compliance with all state and federal public participation requirements in the development of its application(s).

**SECTION 4:**

The City hereby authorizes and directs the Mayor, or designee, to execute and deliver all applications and act on the City's/County's behalf in all matters pertaining to all such applications.

**SECTION 5:**

If an application is approved, the Mayor, or designee, is authorized to enter into, execute and deliver the grant agreement (i.e., Standard Agreement) and any and all subsequent amendments thereto with the State of California for the purposes of the grant.

**SECTION 6:**

If an application is approved, the Mayor, or designee, is authorized to sign and submit Funds Requests and all required reporting forms and other documentation as may be required by the State of California from time to time in connection with the grant.

**PASSED, APPROVED AND ADOPTED** at a regular meeting on the 11<sup>th</sup> day of August, 2020 by the following vote:

**MOTION:**

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

I, Joice Earleen Raguz, City Clerk of the City of Guadalupe DO HEREBY CERTIFY that the foregoing Resolution, being **Resolution No. 2020-68**, has been duly signed by the Mayor and attested by the City Clerk, all at a regular meeting of the City Council, held August 11, 2020, and that same was approved and adopted.

ATTEST:

\_\_\_\_\_  
Joice Earleen Raguz, City Clerk

\_\_\_\_\_  
Ariston Julian, Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
Philip Sinco, City Attorney

**RESOLUTION NO. 2020-69**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GUADALUPE, CALIFORNIA, ADOPTING THE CDBG-ED MICROENTERPRISE PROGRAM GUIDELINES**

**WHEREAS**, after receiving feedback from the community, City staff has recommended that the best use of the CDBG Economic Development, Microenterprise grant funds would be to create a technical assistance program for local microenterprises that can lead to financial assistance; and

**WHEREAS**, RCDC developed microenterprise guidelines for both the technical assistance and financial assistance portion of the project.

**NOW, THEREFORE, BE IT RESOLVED**, by the City Council of the City of Guadalupe that the City Council has reviewed and hereby approves the CDBG Economic Development, Microenterprise Guidelines for both Technical Assistance and Financial Assistance.

**PASSED, APPROVED AND ADOPTED** at a regular meeting on the 11<sup>th</sup> day of August, 2020 by the following vote:

**MOTION:**

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

I, Joice Earleen Raguz, City Clerk of the City of Guadalupe DO HEREBY CERTIFY that the foregoing Resolution, being **Resolution No. 2020-69**, has been duly signed by the Mayor and attested by the City Clerk, all at a regular meeting of the City Council, held August 11, 2020, and that same was approved and adopted.

**ATTEST:**

\_\_\_\_\_  
Joice Earleen Raguz, City Clerk

\_\_\_\_\_  
Ariston Julian, Mayor

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Philip Sinco, City Attorney



# Guidelines

For

## Microenterprise Technical Assistance Services Program

Funded By

**City of Guadalupe**

With

Community Development Block Grant

Adopted: / / \_\_\_\_

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ATTACHMENT A: GRANTEE'S EXECUTED RESOLUTION ADOPTING  
GUIDELINES

Adopted: \_\_/\_\_/\_\_

ATTACHMENT B: GRANTEE'S SCDBG MICROENTERPRISE TECHNICAL ASSISTANCE SERVICES PROGRAM APPLICATION

ATTACHMENT C: GRANTEE'S APPLICANT AND PROGRAM PARTICIPANT TRACKING FORMS FOR TECHNICAL ASSISTANCE

Adopted: \_\_/\_\_/\_\_

**COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)  
MICROENTERPRISE TECHNICAL ASSISTANCE  
PROGRAM GUIDELINES**

**1.0 INTRODUCTION**

The City of Guadalupe here after call "Grantee" has established a microenterprise Technical Assistance (TA) program, here after called the "Program". TA will allow program participants to be more successful in their efforts to create businesses or expand existing businesses. TA provide technical assistance services including; (*Grantee to complete with list of classes, services offered*) These TA Program guidelines have been formally adopted by the Grantee and approved by the California Department of Housing and Community Development, here after called "the Department". See **Attachment A** for copy of the adopting resolution.

**2.0 MICROENTERPRISE TA SERVICES PROGRAM OVERVIEW**

**2.1 PROGRAM OPERATOR ("Operator")**

The Operator may either be the Grantee's employee and an agency that operates on behalf of Grantee.

The Operator will:

- Market the TA Program;
- Accept and process participant applications;
- Document participant CDBG income eligibility and adequate number of employees; and
- Ensure set up of participant files to document all provided services and associated costs.

Operator will work with program participants and ensure CDBG compliance with these program guidelines, and the Operator will ensure the Grantee is in compliance with a CDBG Contract requirements.

**2.2 PROGRAM SERVICE AREA**

TA services are available to all eligible businesses/persons located within the City of Guadalupe's jurisdictional boundaries. The person(s) receiving the TA services must live in Guadalupe or have a business located and operating with the City of Guadalupe.

**2.3 FUNDING SOURCE FOR TA PROGRAM SERVICES**

The TA Program is paid for with CDBG funds provided by HUD to the Department,

as such, these funds have a number of federal requirements that must be met, as described below. These CDBG funds come to the Grantee from Department grant awards that are administered under a formal grant contract or from local CDBG program income (PI) funds administered approved by the Department.

### **3.0 CDBG PROGRAM REQUIREMENTS**

#### **3.1 ELIGIBLE PROGRAM APPLICANTS**

All eligible applicants must meet the definition of a microenterprise. For CDBG purposes:

- A microenterprise is defined as a commercial enterprise that has five or fewer employees, one or more of whom owns the enterprise; or
- Persons developing microenterprises means persons who have expressed an interest in, or who are after an initial screening process, are expected to be actively working toward developing businesses, each of which is expected to be a microenterprise at the time it is formed.
- Either of the above must also meet the income qualifying requirements.
- Eligible applicants must have a physical business address in the program service area. Individuals wishing to start a new business are also eligible applicants, but they must provide proof that their primary residence is located in the program service area.

Eligible applicants documented as meeting the definition of microenterprise are here after referred to as "program participants".

#### **3.2 INELIGIBLE PROGRAM APPLICANTS**

- An ineligible existing business applicant is one that has a physical business location outside of the service area.
- An ineligible person applying for the program is one with a residence outside of the service area.
- Non-profits are not an eligible microenterprise business.
- Income of the business owner (s) is above the maximum at the time of applying for TA services.

#### **3.3 ELIGIBLE PROGRAM COSTS**

Use of CDBG funds for TA program services is restricted to certain eligible costs. All costs associated with funding TA must be "indirect costs". Indirect is defined as third party costs to a Program Operator and other consultants that

provide TA to program participants. Common TA costs may provide: 1) business development workshops or classes restricted to CDBG eligible program participants; 2) "oneonone" counseling using professional business development staff; 3) opportunities for "structured peer networking"; and 4) on-line business training courses. The Grantee's specific CDBG TA services are outlined in Sections 5.3 to 5.6.

### **3.4 INELIGIBLE PROGRAM COSTS**

Microenterprise "direct financial assistance" costs will not be funded under this program. Direct financial assistance may be provided only under an approved CDBG microenterprise financial assistance program. Direct financial assistance activities are typically any costs associated with day to day business operations. These operations costs are ineligible, whether the business is operating out of a private leased commercial space, their home or a public facility.

Examples of ineligible direct financial assistance costs are not limited to: 1) payment of costs to produce/purchase marketing materials (printing, language translations or professional design costs); 2) payment of marketing ads or distribution of marketing materials; 3) payment of third party costs for website building or hosting; 4) payment of rents / lease payments, utilities or other business fees or operating / overhead expenses; 5) payment of purchasing real property or furniture, fixtures or equipment for the business; 6) payment of any personal or business debt; 7) payment of any cash or wages; 8) paying for credit reports; and 9) paying for loan or grant underwriting services.

In addition, no payment of food or drinks offered at the TA classes or other instruction sessions are eligible costs. Cash or like cash payments, undocumented TA costs are not eligible.

For information on the Grantee's Microenterprise Financial Assistance see those guidelines.

### **3.5 TIMEFRAME FOR RECEIVING TA SERVICES**

Under federal regulations, a program participant may receive TA services for up to three (3) years, after completing income verification as an eligible microenterprise. It is expected that most program participants will use all microenterprise TA services well before the three year limit. At a limited date, a program participant may return for additional services, but will need to be recertified as income qualified.

### **3.6 MEETING CDBG MICROENTERPRISE DEFINITION REQUIREMENT**

Program applicants for this Program must meet the CDBG definition of a microenterprise business. The CDBG definition of a microenterprise business is

one that has five (5) or fewer employees, including the owner(s). All employees, part time and full time, on the business payroll at the time of loan application will be counted. The term "employee" includes all owners of the business on the payroll, even if the owner's "salary draws" are not on a regular basis. The Program requires a current CDBG income self-certification form(attached) which should be placed in the program participant file to document the number of employees and compliance with the HUD microenterprise definition.

### **3.7 MEETING CDBG NATIONAL OBJECTIVE REQUIREMENT**

Under federal regulations, use of CDBG funds for microenterprise activities must meet the national objective of benefit to low/mod income persons under the Limited Clientele definition. As such, all microenterprise owners must be documented as meeting HUD low/mod income definition prior to receiving any Program services. This is in addition to meeting the "definition" of a microenterprise, as described above in Section 3.6. The CDBG income self-certification form will be used to verify income of program applicants for the microenterprise technical assistance services program.

The above requirements apply also persons developing microenterprises or persons who have expressed an interest in, or who are after an initial screening process, are expected to be actively working toward developing businesses.

As with other microenterprise program activities, if the Grantee finds that the applicant income information is not accurate and the program participant is over HUD's income limits, then a program applicant is ineligible and program services currently being offered to program participants must cease immediately.

### **3.8 OTHER CDBG FEDERAL LAWS AND REGULATIONS**

There are a number of federal laws and state regulations that are triggered with the use of CDBG funding for a services Program. The Grantee, along with the Administrator, will take the lead and ensure compliance with these other CDBG regulations.

National Environmental Policy Act (NEPA) federal environmental laws per regulation 24 CFR 58 are not triggered for individual Program participants. Nor are there any compliance requirements for Davis Bacon and related Acts for TA activities under these guidelines. Acquisition and relocation laws are also not triggered when using CDBG funds for microenterprise TA services. However, these federal laws may be triggered as part of using the TA funds in conjunction with providing the program participant with financial assistance.

Federal regulations require that local program income be spent first prior to drawing down any federal funds from an open grant. If a Grantee has a program Income (PI) "Waiver" for funding technical assistance services and also has a

Department grant contract award for technical assistance services, the local PI waiver funds must be expended first, prior to drawing down any funds from the open grant contract with the Department.

#### **4.0 APPLICATION PROCESSING FOR TA PROGRAM SERVICES**

##### **4.1 PROGRAM MARKETING AND OUTREACH**

Upon the Grantee's receipt of a Department letter releasing TA Program funding, the Grantee and/or Program Operator will conduct outreach and marketing to all businesses and individuals in the program service area. Grantee and Program Operator will work together to develop a marketing plan for the program to outreach to businesses and persons in the community regarding the availability and accessibility of the TA program. This plan should be kept on file and updated as needed to ensure that all residents in the service area are informed about and have access to program applications.

##### **4.2 EQUAL OPPORTUNITY COMPLIANCE**

This program will be implemented in ways consistent with the Grantee commitment to state and federal equal opportunity laws. No person or business shall be excluded from participation in, denied the benefit of, or be subjected to discrimination under any program or activity funded in whole or in part with CDBG program funds on the basis of his or her religion or religious affiliation, age, race, color, ancestry, national origin, sex, marital status, familial status (number or ages of children), physical or mental disability, sexual orientation, or other arbitrary cause.

##### **4.3 PROGRAM APPLICATION PROCESSING**

Applications will be processed on a first come first served basis. See **Attachment B** for microenterprise TA services program application form. The Grantee will accept applications and review for HUD income eligibility and an allowable number of employees, per Department standards.

All program applications received, both denied and approved, will be logged and kept on file in accordance with federal records retention act. Applicants who do not meet eligibility requirements of the program will be notified in writing with an explanation of ineligibility and files all documentation, including denial letter will be maintain files for review equal opportunity review. Files will be set up for all eligible program participants to document compliance with all CDBG regulations, Department policy, and adopted guideline and all provided TA services.



#### **4.4 PROGRAM PARTICIPANT / APPLICANT CONFIDENTIALITY**

All personal and business financial information will be kept confidential. Program participant files (and denied applicant files) with personal and business confidential information will be kept in locked secured storage units.

#### **4.4 DISPUTE RESOLUTION/APEALS PROCEDURE**

Any person applying for a TA services through the CDBG program has the right to appeal a denied application. The appeal must be made in writing to the Grantee. All appeals will be review by the Grantee's City Administrator. A written response to the appeal will be provided to the applicant by the Grantee within 30 days of receipt of the applicant's appeal letter.

#### **4.5 EXCEPTIONS / SPECIAL CIRCUMSTANCES**

Exceptions are defined as any action, which would depart from policy and procedures stated in the guidelines.

#### **5.0 TECHNICAL ASSISTANCE PROGRAM SERVICE DELIVERY**

##### **5.1 PROGRAM PARTICIPANT CAPACITY EVALUATION**

Eligible program participants will meet with Operator staff to receive a "capacity" evaluation. This evaluation process will be completed via a face to face interview (when appropriate) and standard written format. The current capacity of the business owner or person wishing to start a business will be assessed. Areas of strengths and weaknesses will be identified, and steps needed to address weaknesses will be identified.

##### **5.2 CREATING CAPACITY DEVELOPMENT WORK PLAN**

Based on the capacity evaluation, the Operator will work with the program participant to develop a "work plan". The work plan will outline the TA needed by the program participant and give a timeline for scheduling the services. The work plan will contain expected outcomes from the TA, explain how those outcomes will address the capacity issues identified in the evaluation and provide an estimated cost. The work plan will clearly state the expectations for the program participant and the Grantee/Operator. All parties will sign the work plan. Copies of will be provided to all parties and included in the program participant file.

Eligible program participants will be provided detailed information on the TA provided with this program. TA services will be tracked and documented in the program participant file. The Grantee/Operator will remain in contact with the program participant throughout the process.

**Note:** The following services will be implemented to meet any and all disaster or

emergency declarations (local, state or federal) that exist at the time of service. Presently, Covid 19 will limit classes, for example, to remote and no in person classes will be offered. Please discuss any possible limitation to the methods of providing TA services with the Operator.

### **5.3 BUSINESS DEVELOPMENT VIA CLASSES**

Business development classes will be offered on a regular basis, when sufficient demand for the classes is present. "Mixed TA classes" (eligible CDBG participants and non-eligible CDBG participants) may be offered by the Grantee or Program Operator, or third party provider. When mixed TA classes are offered, the Grantee has received prior written approval from the Department to ensure compliance with federal regulations. Some examples of topics for the classes may include: 1) business plan development or updating; 2) market analysis and marketing plan development; 3) managing employees and payroll services; 4) choosing a legal structure for a business; 5) financial management tools and cash flow projections; 6) controlling inventory and operating expenses; 7) collection of accounts payable; 8) use of the internet and other electronic resources for sales and efficiency; 9) access to capital for growing the business. Other classes may be offered based on the needs of the program participants. Classes may be offered directly by the Operator and a third party vendor.

### **5.4 BUSINESS DEVELOPMENT VIA "ONE-ON-ONE" COUNSELING**

Business development "one on one" TA will be provided as needed, typically after program participant has attended necessary microenterprise TA classes in Section 5.5.

One on one TA will be scheduled with Program Participants a month at a time beginning at the start of each month. The one on one TA will cover similar topics to what is offered in the classes, but this TA will be much more detailed and specific to the Program Participant. The one on one TA may be conducted in person or via video conference call. The one on one TA may be conducted at the location of the program participant or at the Grantee/Operator's office. Notes on the TA provided at these sessions, along with time and training materials used, will be documented by the Operator in the program participant file.

One on One Counseling may be offered directly by the Operator and a third party vendor.

### **5.4 BUSINESS DEVELOPMENT VIA "PEER TO PEER" COUNSELING**

The Grantee may choose to allow the Operator to organize Peer to Peer TA if a sufficient number of program participants with similar types of businesses are enrolled in the TA Program. Peer to Peer TA will be provided in a formal meeting format. The Peer to Peer meetings will be facilitated by the Operator. Topics for

discussion at the meetings will be provided by the members of the group which may include small group exercises and projects to facilitate participants working together to identify and find solutions to common problems experienced in their respective fields.

The date and time for each meeting should be documented with sign-in sheets. Discussion notes, activities conducted and outcomes at the meetings should be documented in program participant files.

## **5.5 BUSINESS DEVELOPMENT VIA ONLINE COMPUTER TRAINING**

Program participants may obtain approval from the Operator to complete business development classes online. The topics for the online classes being requested must be in support of the capacity evaluation objectives. A list of eligible online training classes will be provided by the Operator. Any online training or class not on the approved list must be reviewed and approved in writing by the Grantee.

Online classes may be taken remotely or in the Grantee's or Operator's office. Classes will be paid for directly by the Grantee to the third party vendor. Documentation of completion of the online class is required and will be filed in the program participant file.

## **5.6 COMPLETION OF CAPACITY DEVELOPMENT WORK PLAN**

Program participants commit to completion of TA services as outlined in the capacity building evaluation and plan document. The Grantee will commit to providing the TA in the capacity building evaluation and plan. The program participant and the Grantee understand that the CDBG microenterprise TA services are a limited public resource. Therefore, if a program participant does not consistently complete their business development classes, one on one TA counseling sessions, peer to peer meetings or complete online classes, they may be disqualified from receiving any further CDBG microenterprise TA. Disqualification will be in writing and fully documented in the program participant file.

When funding is available, and microenterprise financial assistance is determined to be needed, those who have successfully completed the work plan, maybe eligible for grants, loans, forgivable loans or some combination of any these financing methods. Please see Microenterprise Financial Assistance Guidelines and discuss this funding opportunity with the Grantee or Operator.

## **6.0 PROGRAM OVERSIGHT BY GRANTEE**

### **6.1 OVERSIGHT OF PROGRAM OPERATOR**

Grantee staff will serve as the primary contact with the Department. If the Grantee determines that they wish to hire an outside consultant to administer the program, the Grantee will be responsible for securing services of a qualified Operator for implementation of this TA Services Program prior to starting any activities under these guidelines. The scope of work for the Operator will include all administration and documentation required for TA services in these guidelines and for CDBG compliance.

## **6.2 TRACKING TA SERVICES OF PARTICIPANTS**

The Grantee's staff oversee and monitor all work conducted by the Operator. Quarterly reporting will be completed by the Operator to either or both the City Administrator and City Council at the discretion of the Grantee. The meeting(s) will be conducted to review the program status: 1) marketing efforts; 2) applications received; 3) eligible program participants being served; 4) successful program participant stories; 5) demand for different services and need for more resources or partners; 6) review of program tracking forms, 7) review of Department reports and funds request for reimbursement of TA Services; and 8) preparation for Department monitoring of grant contract and TA Services. As per the executed agreement between the Grantee and the Operator, all required reports under open grant contracts or PI will be reviewed and approved by the Grantee staff.

**ATTACHMENT A**  
**GRANTEE'S EXECUTED RESOLUTION ADOPTING GUIDELINES**

Adopted: \_\_/\_\_/\_\_

**ATTACHMENT B**

**GRANTEE'S CDBG MICROENTERPRISE TECHNICAL ASSISTANCE  
PROGRAM APPLICATION FORM**

**ATTACHMENT C**

**GRANTEE'S APPLICANT AND PROGRAM PARTICIPANT TRACKING  
FORMS FOR TECHNICAL ASSISTANCE**

# Guidelines

For

## Microenterprise Financial Assistance Program

Funded By

City of Guadalupe

With

Community Development Block Grant

Adopted: \_\_\_ / \_\_\_ / \_\_\_



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Adopted: \_\_/\_\_/\_\_

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**ATTACHMENT D: GRANTEE'S SAMPLE BUSINESS LOAN SERVICING POLICIES**

**COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)  
MICROENTERPRISE FINANCIAL ASSISTANCE PROGRAM GUIDELINES**

**1.0 INTRODUCTION**

The City of Guadalupe hereafter referred to as the “Grantee” has established a microenterprise financial assistance program, hereafter called “the Program”. The Program is designed to stimulate economic growth and create businesses that will improve the living conditions of residents in the community. The Program provides affordable financing to eligible businesses to start up or expand. The Program is useful for small startup businesses as the loan, grant or forgivable loan terms are flexible and can be tailored to the needs of the business. These financial assistance guidelines have been formally adopted by the Grantee and approved by the California Department of Housing and Community Development, hereafter called “the Department”. See **Attachment A** for a copy of the adopting resolution.

**2.0 MICROENTERPRISE FINANCIAL ASSISTANCE PROGRAM OVERVIEW**

**2.1 PROGRAM ADMINISTRATION**

The Grantee or Operator will:

- Originate microenterprise financial assistance loans and/or grants;
- Market the Program;
- Accept and process applications;
- Complete 24 Code of Federal Regulations Part 5 Income Eligibility qualification and document the number of employees;
- Underwrite and recommend approval of loans and grants;
- Ensure a timely loan closing and disbursement of funds;
- Maintain loan files and fiscal records;
- Administer state grants and program income used to fund this program;
- Work with program participants and ensure compliance with these program guidelines; and,
- Ensure that all those receiving financial assistance are given Technical Assistance on owning and operating a business.

The Grantee’s staff will serve as the primary contact with the Department. The Grantee and Operator will follow these adopted program guidelines.

**2.2 PROGRAM SERVICE AREA**

Financing under this Program is available to all eligible businesses or persons located in the Grantee’s jurisdictional limits. These CDBG funds may not be used in entitlement jurisdictions that receive CDBG funds directly from the federal Department of Housing and Urban Development (HUD) entitlement program. Funds may not be provided to program participants outside of

Grantee's jurisdiction.

### **2.3 FUNDING SOURCE FOR LOANS AND GRANTS**

The Program is paid for with CDBG funds provided by HUD to the Department. As such, these funds have a number of federal requirements that must be met, as described below. CDBG funds are either awarded to the Grantee through a competitive NOFA process or originate from local CDBG program income (PI) funds approved by the Department in writing.

### **3.0 CDBG PROGRAM REQUIREMENTS**

#### **3.1 ELIGIBLE PROGRAM APPLICANTS**

All eligible applicants must meet the definition of a microenterprise. For CDBG purposes:

- A microenterprise is defined as a commercial enterprise that has five or fewer employees, one or more of whom owns the enterprise; or
- Persons developing microenterprises means persons who have expressed an interest in, or who are after an initial screening process, expected to be actively working toward developing businesses, each of which is expected to be a microenterprise at the time it is formed.

Eligible applicants must have a physical business address in the program service area. Individuals wishing to start a new business are also eligible applicants, but they must provide proof that their primary residence is located in the program service area.

Eligible applicants documented as meeting the definition of microenterprise are here after referred to as "program participants".

#### **3.2 INELIGIBLE PROGRAM APPLICANTS**

An ineligible existing business applicant is one that has a physical business location outside of the service area. An ineligible person applying for the program is one with a residence outside of the service area. Nonprofits are not an eligible microenterprise business. An applicant currently participating in a microenterprise TA or financial assistance program offered in the same service area as this program is not eligible.

#### **3.3 ELIGIBLE USE OF GRANT OR LOAN FUNDS**

The Grantee or Operator will review the project scope of work proposed by the business. The Grantee and the loan/grant applicant will collect third party cost estimates for all project costs at the application stage. CDBG funds are restricted to certain eligible costs, such as:

- Operating capital for staff salaries or leasing space;
- Purchasing inventory, supplies, computer programs for accounting and

- inventory control or furniture, fixtures and equipment (FF&E);
- Rehabilitation of owner occupied or leased space (tenant improvements) including engineering, architectural and local permits or fees;
- Equipment purchase (with or without installation costs);
- Refinancing of existing business debt in conjunction with financing other eligible costs, except credit cards; and
- Marketing materials and advertising with website development and servicing.

### **3.4 INELIGIBLE USE OF FUNDS**

Funds under this Program will not reimburse expenses incurred prior to Grantee approval of loan or grant. Program funds will not be used to pay off non business debt, such as personal credit cards not associated with the business. Loan funds may not be used for personal expenses such as buying a new family car or making repairs to a participant's home, unless the repairs are required to allow a home business or operate (for example, require to gain a license to operate a day care center). CDBG funds may not be shifted from one approved type of cost to another without resubmitting to the Grantee or Operator for approval. Funds may not be used to support other businesses in which the borrower may have an interest.

### **3.5 MICROENTERPRISE TECHNICAL ASSISTANCE AVAILABILITY**

The Grantee will require all loan applicants for this Program to attend one or more technical assistance (TA) classes offered by a Grantee approved local Small Business Development Center (SBDC) or other local private for profit/nonprofit business development agency. Each applicant must have a letter of recommendation from the local SBDC or approved TA agency which states, at a minimum, that the applicant has completed or updated a professional business plan, has adequate management capacity and a defined financial management system in place to operate the existing or proposed business successfully. The local business development agency will confirm that the business and the owner are both financially sound and possess the capacity to execute the new business plan in order to be successful with the use of CDBG funds. Please see the City of Guadalupe's Microenterprise Technical Assistance Guidelines for additional information on this section.

### **3.6 MEETING CDBG MICROENTERPRISE DEFINITION REQUIREMENT**

Loan applicants for this Program must meet the CDBG definition of a microenterprise business. The CDBG definition is a business that has five (5) or fewer employees, including the owner(s). All employees, part time and full time, on the business payroll at the time of loan application will be counted. The term "employee" includes all owners of the business on the payroll, even if the owner's "salary draws" are not on a regular basis. The Grantee will require the business to provide third party records documenting the current number of employees on the payroll, including all owners of the business. To be eligible for CDBG

microenterprise financial assistance, the microenterprise business owner(s) must also be income eligible per Section 3.7 of these guidelines.

### **3.7 MEETING CDBG NATIONAL OBJECTIVE REQUIREMENT**

Under federal regulations, use of CDBG funds for microenterprise activities must meet the national objective of benefit to low/mod income persons under the Limited Clientele definition. As such, all microenterprise owners must be documented as meeting HUD's low/mod income definition prior to receiving any Program services. This is in addition to meeting the "definition" of a microenterprise, as described above in Section 3.6. The Grantee will verify the microenterprise owner(s) meet HUD's low/mod income requirement by completing the Part 5 income verification process. Financial assistance program applicants must submit documentation to complete the Part 5 income verification process to determine program eligibility. (Separate files will be maintained by the Grantee for each CDBG Microenterprise Program).

As with other microenterprise program activities, if the Grantee determines that the applicant income information is not accurate and the program participant is over HUD's income limits, then all program services must cease immediately.

### **3.8 DECLARED DISTASTER FINANCIAL ASSISTANCE**

When a local, state or federal disaster is declared, grants and forgivable loans may be offered to eligible microenterprise businesses that have been directly affected by the disaster. Covid 19 pandemic is an example of a disaster that has had significant effect on Guadalupe businesses.

Under this program, normal rules, determined by the Financial Assistance Committee will be altered as needed to assist with business recovery. For example, this program requires program participants to complete Microenterprise Technical Assistance prior to receiving Microenterprise Financial Assistance from the City. In the case of a declared disaster, what may normally be a loan could be offered as a forgivable loan, allowing the program participant to receive financial assistance prior to completing the Technical Assistance. A forgivable loan allows the Grantee to provide financial assistance immediately but ensuring that the program participant does complete the Technical Assistance before the loan is forgiven.

### **3.9 OTHER CDBG FEDERAL REGULATIONS**

There are a number of other federal laws and state regulations that are triggered with use of CDBG funding. The Grantee, if applicable, will take the lead and ensure compliance with these requirements. Any impacts on a proposed project will be explained at the time of loan application screening so that the loan applicant knows and understands how the project might be impacted by these overlays.

An environmental review is required by HUD for each business funded with

CDBG monies (24 CFR 58). The review must be completed prior to any activities commencing with the business and the review must encompass all aggregated activities for the business. The environmental review will comply with HUD's regulations regarding the National Environmental Policy Act (NEPA). The Grantee is required to complete and certify the NEPA review along with any State environmental review under California's Environmental Quality Act (CEQA). The level of environmental review is determined by the type of proposed project and the associated activities. The loan applicant will be informed of any additional loan processing time due to the NEPA review. No costs will be charged to the applicant for this process.

Federal Davis Bacon regulations and related compliance Acts are required when utilizing CDBG funding for construction which may add additional costs to projects. In addition, state prevailing wage may be triggered with the use of CDBG funding. The Grantee will work with applicants to ensure that funded business projects are in compliance with state and federal prevailing wage laws. Applicants will be informed of any additional time, costs or administrative work required due to the prevailing wage regulations and any additional costs may be incorporated into the business loan.

Federal acquisition and Relocation laws may be triggered when using CDBG funds (24 CFR 570.606). Acquisition laws, both federal and state, must be followed when CDBG funds are used to assist in the purchase of real property. In the same way, federal and state relocation laws apply if a person or a business is displaced because of the use of CDBG funding. The Grantee will work with loan applicants to ensure that the business is in compliance with any state or federal acquisition /relocation laws triggered by the project. Applicants will be informed of any additional time or costs or administrative work required due to acquisition or relocation regulations.

Federal regulations require the use of CDBG program income (PI) first when the Grantee is operating a loan program activity with an open grant that is the same as an existing PI revolving loan fund (RLF) activity.

All businesses receiving funds under this Program will be required to obtain a Dun and Bradstreet DUNS number. The DUNS number is free and can be obtained online. A copy of the printout with the applicable DUNS number should be kept in the program participant file.

Verification must be provided to the Grantee that all businesses and participants are not on the federal debarred list.

The Department requires the Grantee collect certain income and demographic data from all program applicants and participants.

No conflict of Interest is allowed, in accordance with Title 24, Section 570.611 of

the code of Federal Regulations. As such no member of the governing body and no official, employee or agent of the local government, nor any other person who exercises policy or decision-making responsibilities (including members of the loan committee and officers, employees, and agents of the loan committee, the administrative agent, contractors and similar agencies) in connection with the planning and implementation of the CDBG program shall directly or indirectly be eligible for this program.

Granteeor Program Operator will verify and certify that a conflict of interest does not exist with the business or applicant. Exceptions to this policy can be made only after Grantee's legal counsel makes a written determination that potential conflicts are acceptable.

#### **4.0 PROGRAM OPERATIONS AND LOAN PROCESSING**

##### **4.1 PROGRAM MARKETING AND OUTREACH**

Program marketing will be conducted by the Grantee or the Program Operator. Examples of marketing include media coverage with ads in local papers, distribution of marketing brochures to local chamber of commerce and business networking organizations. Presentations will be scheduled for these groups as well as real estate groups, local commercial banks and Grantees. Social Media will also be utilized along with appropriate websites.

##### **4.2 EQUAL OPPORTUNITY COMPLIANCE**

This Program will be implemented in ways consistent with the Grantee's commitment to state and federal equal opportunity laws. No person or business shall be excluded from participation in, denied the benefit of, or be subjected to discrimination under any program or activity funded in whole or in part with CDBG program funds on the basis of his or her religion, religious affiliation, age, race, color, ancestry, national origin, sex, marital status, familial status (number or ages of children), physical or mental disability, sexual orientation, or other arbitrary cause.

##### **4.3 LOAN APPLICATION PROCESSING**

Loan applications will be processed on a first come first served basis after the microenterprise has received adequate technical assistance required under this program. See **Attachment B** for microenterprise financial assistance application forms. The Grantee will accept loan applications and review for income eligibility, number of employees and financial viability. Applications that do not meet basic requirements of the Program will be returned with an explanation of needed requirements. The Granteeor Program Operator will interview the applicants and review the application for funding in combination with these program guidelines. A site visit may be conducted if the business is in operation. The Granteeor Program Operator will compile a loan package with all the credit, financial, and underwriting information required for loan analysis. All loan documents from application through loan approval and disbursement of CDBG funds will be



contained in a project file for future monitoring by the Department.

#### **4.4 PROGRAM LOAN ADVISORY COMMITTEE**

The Loan Advisory Committee (LAC) shall have an odd number of members. The membership of the LAC will be approved by the Guadalupe City Council. LAC members shall volunteer for this board. The LAC members can be from local business groups, the Grantee, or other interested parties who have the professional capacity to review and evaluate microenterprise loans.

LAC loan review will take place for each loan applicant prior to funding. LAC meetings will be scheduled by Grantee or Program Operator staff once a loan has been underwritten and is ready for review and approval. LAC members are responsible for reviewing each loan application funding proposals and making recommendations to a Guadalupe City Council approved Grantee staff. LAC may request additional information and or attach contingencies for final approval and loan, grant or forgivable loan closing.

#### **4.5 LOAN APPLICANT CONFIDENTIALITY**

All personal and business financial information will be kept confidential. Program participant files with personal and business confidential information will be kept in locked secured storage units.

#### **4.6 DISPUTE RESOLUTION/APPEALS PROCEDURE**

Any person applying for a financial assistance loan through the CDBG program has the right to appeal if their application is denied. The appeal must be made in writing to the Grantee. A written response to the appeal will be provided to the applicant by the Grantee within 30 days of receipt of the applicant's appeal letter.

#### **4.7 EXCEPTIONS/SPECIAL CIRCUMSTANCES**

Exceptions are defined as any action, which would depart from policy and procedures stated in the guidelines.

#### **4.8 LOAN CLOSING PROCESS**

Upon local LAC approval, submittal of the CDBG Loan/Grant Certification Form to HCD (or any other approval documentation/form require at the time) and meeting of all special conditions of funding, the Grantee will prepare for the loan, grant or forgivable loan closing.

Local title companies may process all loan closings, especially when real property is being secured. The Grantee will prepare the escrow loan closing documents; prepare title and lien searches, and UCC-1 filings, as appropriate. Escrow loan closing costs may be paid with Program funds. After closing, the Grantee requests funds from the Department or local finance department (depending on the source of funds; open grant or local program income funds).

All agreements and documents should be reviewed by the Grantee's legal

counsel, as necessary. See **Attachment C** of these guidelines for the Grantee's Sample Loan and Grant Agreement Forms.

CDBG funds will only be disbursed for reimbursement to the borrower for documented eligible project expenses or may be paid directly to third party vendors for project costs. Ongoing operating costs for the business for working capital will be reimbursed based on monthly documented costs.

## **5.0 LOAN TERMS AND SECURITY**

### **5.1 TWO TYPES OF FINANCIAL ASSISTANCE**

Eligible microenterprise businesses may be awarded up to \$30,000 in loan funds with this Program. Loans made with this Program require repayment.

Grants funds may also be awarded with this Program. Grants of up to \$5,000 may be provided for eligible microenterprise businesses/owners that are not able to afford or support a loan. An applicant may not receive both a grant and a loan simultaneously with this program. If a business receives a grant and is successful, such that the business documents the ability to support debt, a financial assistance loan application may be processed. Grant applicants receive the same review and analysis of financial feasibility of the business and personal financials, but loan rates and terms with collateral and security do not apply.

Any combination of loan and grant maybe offered, with LAC approval, when the requested fund covers both tangible (operating capital) and non-tangible (marketing budget).

Under some circumstances, for example, declared disasters, the LAC may approve forgivable loans so that financial assistance can be offered prior to the business completing technical assistance.

The LAC will establish and publish loan terms or underwriting criteria for microenterprise financial assistance program with these guidelines. These requirements with be added to the guidelines and approved by City Council Resolution prior to implementation of the criteria.

### **5.2 LOAN TERMS AND FEES**

Loan terms can range from five to twenty years; depending on the type of financing and the security being offered by business. Typically, the loan terms are longer and more flexible than those used by conventional commercial lenders.

The interest ratefor loans will vary based on cash flow needs of business. In certain cases, interest only payments may be available for up to six months based on the need of the business for cash flow.

A loan servicing fee will be charged to the borrower upon close of the loan. This fee will be used to set up the loan servicing entity. Borrowers will be provided with a loan disclosure detailing all fees associated with the loan transaction. There is no loan pre-payment penalty.

All loans terms, with Section 5, will require greater degree of scrutiny depending on the size of the loan. While grants may not be reviewed in the same manner, the degree to which the business is able to operate into the future will be considered.

### **5.3 COLLATERAL AND SECURITY REQUIREMENTS**

All loans may be collateralized to the greatest extent possible. Both personal and business assets will be reviewed for collateral coverage. Types of collateral may include:

- Liens on real property with Deeds of Trust;
- Liens on machinery, equipment, or other fixtures;
- Lease assignments, as appropriate;
- Grantee Named as Beneficiary on Life Insurance;
- Other collateral, as appropriate; and
- Personal and corporate guarantees.

### **5.4 LOAN SECURITY POSITION**

All loans will be secured in the strongest possible position to ensure loan repayment in the event of a default. Loans may be secured in a second or third lien position.

### **5.5 LOAN-TO-VALUE RATIO (LTV)**

All loans will be secured to the highest degree possible, up to and more than 100% of collateral value. In some instances the collateral being used to secure the loan may already be fully encumbered by another Lender, in which case the LTV ratio may exceed 100%. The Grantee may choose to lien these assets although they are over encumbered.

### **5.6 DEBT SERVICE COVERAGE**

The business must show that the loan payment will be covered by the projected revenue of the business. In addition, the business owner should be able to pay themselves a reasonable living wage. Typical debt coverage ratios for the program are 1.25; coverage as low as 1.10 will be accepted on a case by case basis.

The debt ratio will be calculated for the borrower's personal financials as well as the business financials. Borrower's personal financials and debt service levels must be reviewed to ensure the existing or proposed microenterprise business is not adversely impacted by negative personal financials. In the same way, the business must contribute to the borrower's financial health. This is necessary

because the financials of the borrower and business are closely tied.

## **6.0 LOAN UNDERWRITING PROCESS**

### **6.1 GENERAL CREDIT REQUIREMENTS**

In the private sector, credit scoring is a generally accepted means to underwrite certain loans, particularly small loans where the cost of underwriting can exceed the interest and fee income generated by that loan. The standard in the banking industry is a credit scoring system developed by the Fair Isaac Corporation. This system uses a formula that is applied to raw data in consumer credit files of the three largest credit-reporting bureaus. The result is known as the FICO score. The FICO credit score ranges from 300 to 850 and quantifies an individual's creditworthiness. In general, a credit score of 680 or above is considered an acceptable risk, scores at or below 620 are considered poor risks.

Applicants with FICO scores 620 and below will require targeted analysis, economic impact assessment, and mitigation for the identified credit risk.

### **6.2 MANAGEMENT AND CAPACITY REQUIREMENTS**

A Loan Applicant must show:

- Ability to operate a business successfully;
- Adequate borrowing ability or equity to operate with the new loan payments, on a sound financial basis;
- The proposed loan is of sound value and provides for the current and future needs of the business; and
- The past earning records and future prospects of profits.

### **6.3 ADDITIONAL PROJECT UNDERWRITING CRITERIA**

Each project/business will be evaluated based on how it has performed in the past and its future financial forecasts:

- The amount of private dollars used as leveraging funds;
- The past financial viability of the proposed project;
- The future financial viability of the proposed project;
- The demonstrated need for the funds; and
- Personal financial strength of borrowers.

## **7.0 LOAN SERVICING**

### **7.1 LOAN COLLECTION AND SERVICING**

The Grantee will contract with \_\_\_\_\_ as the loan collection agent for its CDBG economic development loans. The duties of the collection agent will include the following:

- Loan payment collection and accounting;
- Return all loan payments and payoffs to the Grantee;
- Agent will provide monthly receipts of loan payments;
- Provide quarterly statements on each loan;

- Undertake loan collections, including asset liquidation;
- Obtain annual financial statements from each business to assess health of the business; and
- Negotiate any change in repayment terms to avoid foreclosure.

See **Attachment D** of these guidelines for samples of the Grantee's sample business loan servicing policies. These policies and procedures include collection of loan payments, occupancy restrictions and monitoring, changes in title or transfers of title, changes in use, being current on insurance and property tax, default and foreclosure process.

The Grantee's staff will also be responsible for securing the services of a loan servicing agent. The loan servicing agent will comply with local loan servicing policies when collecting payments. All loan repayments of past CDBG economic development loans will be serviced by one agency experienced in collecting and servicing business loans. The Grantee's staff will work closely with the loan servicing agent in monitoring the Grantee's existing economic development loans. The loan servicing agent will give monthly reports on the status of loan payments to be reviewed by the Grantee's Program over site staff and fiscal staff as well. If the loan servicing agent needs to visit a borrower to talk about late payments or discuss how the business is doing, then the Grantee's staff shall be invited to attend the meeting as well.

At each LAC meeting the Grantee's staff or Operator will brief members on any problems or concerns regarding repayments of existing loans. This includes decisions to foreclose and declare defaults. In addition, the City Council will make the final decisions regarding loan collection in conjunction with legal counsel and Grantee staff.

Operator will complete required Department CDBG financial reports for program income. Operator will complete the proper quarterly and annual program income reports for review and approval by the Grantee to the Department CDBG program representative. Grantee staff will consult and monitor the loan servicing agent in the same way the Operator is monitored.

## **8.0 GRANTS FOR MICROENTERPRISE BUSINESS EXPANSION**

### **8.1 SMALL GRANTS FOR LIMITED EXPANSION ACTIVITIES**

The Grantee may make small grants of up to \$5,000 to eligible existing microenterprise businesses. The microenterprise business must be participating in the Grantee's or other agency technical assistance program and grant funds may be provided upon completion of technical assistance activities.

The grants compliment the training provided by the technical assistance activities provided by the Grantee or other agency. The technical assistance activities focus primarily on development of business/marketing plans and financial

management capacity building. Examples of good uses of grant funds to strengthen capacity of microenterprise businesses are: 1) payment for marketing costs such as business cards, logo /branding design and development, flyers and publications/advertisements, web site enhancement or development; 2) payment for computers and/or software to implement improved financial and accounting systems or software systems to help manage inventory or billings/invoices.

## **8.2 UNDERWRITING AND ADMINISTRATION OF GRANTS**

The Grantee will only make grants available to eligible existing microenterprise businesses that have successfully completed the technical assistance courses needed for expansion of their business. The owners must have credit scores of 620 or above, unless there is a reasonable explanation of negative credit history that shows poor credit occurred for reasons beyond the owner's control (divorce, identity thief, health issues or tragic accident, etc.). The Grantee will also require documentation that the grant funded activities will have a positive impact on the future profitability and sustainability of the business. This will be done through analysis of future financial projections/proformas for the business that include the impact of the grant funded activities. Lastly, the Grantee must receive third party cost estimates of the grant eligible costs being requested.

Grant funds will be disbursed to the business as a reimbursement of costs or can be directly to third party vendors. Microenterprise grantees will be required to sign a grant agreement stipulating eligible costs, payment process and reporting procedures.

**ATTACHMENT A**  
**GRANTEE'S EXECUTED RESOLUTION ADOPTING GUIDELINES**

Adopted: \_\_/\_\_/\_\_

**ATTACHMENT B**  
**MICROENTERPRISE FINANCIAL ASSISTANCE APPLICATION FORMS**



**ATTACHMENT C**  
**SAMPLE LOAN AND GRANT AGREEMENT FORMS**


**ATTACHMENT D**  
**GRANTEE'S SAMPLE BUSINESS LOAN SERVICING POLICIES**



**REPORT TO THE CITY COUNCIL OF THE CITY OF GUADALUPE**  
**Agenda of August 11, 2020**

*Shannon Sweeney*

Prepared by:  
Shannon Sweeney, Public Works Director

  
Approved by:  
Todd Bodem, City Administrator

**SUBJECT:** Short Range Transit Plan (SRTP) presentation and public meeting

**RECOMMENDATION:**

That City Council and public provide input to the SRTP, which will help guide the future of transit operations in the City of Guadalupe for the upcoming five years.

**BACKGROUND:**

The City of Guadalupe entered into a contract with SMOOTH Inc. for its transit operations. Transit in Guadalupe includes the Guadalupe Flyer, which operates a 75-minute round trip that includes the City of Santa Maria transit center and various points throughout Guadalupe. There is also an on-demand shuttle that runs between 10 AM and 4 PM on weekdays. Paratransit operations are also available for all points through Guadalupe, Santa Maria, and Orcutt.

A SRTP evaluates the current transit operations, reviews existing and potential revenue sources, analyzes community development, identifies potential options to address issues, and determines a preferred alternative and prepares an implementation plan.

The last City of Guadalupe SRTP was completed in July 2014 and was valid from 2015 through June 2020. Significant community development has occurred since that time and a new SRTP is warranted. Also, maintaining an updated SRTP helps the City to maintain its eligibility for state and federal funding as well as improve the City's ability to compete for grant opportunities associated with transit programs.

**DISCUSSION:**

Moore & Associates was hired through competitive bidding to complete the updated SRTP. They were originally scheduled to complete this work in May 2020. The pandemic has made getting on-board surveys (originally scheduled for the week of March 23) and public participation challenging. Project progress was deferred for a few months to see if social distancing rules would be reduced or rescinded in order to get public input. This presentation is being held at a Council meeting, deemed an essential

meeting, in order to move the project forward. Moore & Associates' presentation provides various options with benefits and challenges associated with each, for the purposes of discussion and input.

**ATTACHMENTS:**

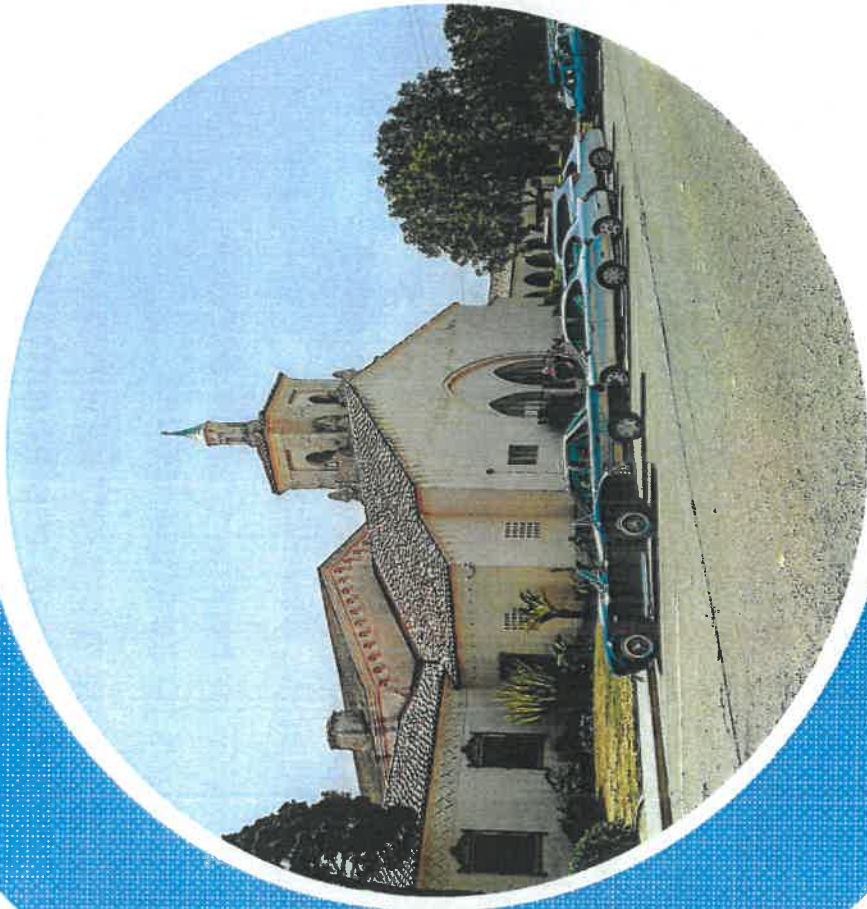
1. SRTP Presentation

# SHORT-RANGE TRANSIT PLAN PRELIMINARY RECOMMENDATIONS

**CITY OF GUADALUPE**

MOORE & ASSOCIATES, INC.

AUGUST 11, 2020



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## WHAT IS A SHORT-RANGE TRANSIT PLAN?

- Evaluate current City services, capital assets, system oversight, and transit budget
- Review existing and potential revenue sources
- Analyze population growth and community development
- Identify potential transit service options to address issues
- Determine a preferred alternative and prepare an implementation plan



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## PROJECT ACTIVITIES

### Completed

- Review existing documents and conditions
- Conduct onboard observations of Guadalupe Flyer (ridecheck)
- Conduct community and ADA surveys
- Project webpage
- Prepare preliminary service alternatives

### Pending

- Present preliminary recommendations to City Council and the community
- Receive feedback
- Develop preferred alternative
- Prepare implementation and financial plan
- Finalize Short-Range Transit Plan



## Key Issues

- New and planned residential developments in Guadalupe (e.g., Pasadera)
- Traffic congestion on Highway 166
- Current 75-minute running time for Guadalupe Flyer has been stretched as far as it can go
- Current level of service is relatively low (Flyer service frequency is lower than the industry standard of 60 minutes)
- Flyer service within Guadalupe and Guadalupe Shuttle have overlapping service areas





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## PRELIMINARY RECOMMENDATIONS

- Developed through a review of initial feedback from the community, City staff, and contractor staff
- Five stand-alone recommendations (Options A, B, C, D, and G)
- Two recommendations (Options E and F) that can be added to any of the first four options



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## OPTION A: MAINTAIN THE STATUS QUO

- The City currently provides three service offerings, operated under contract by SMOOTH:
  - **Guadalupe Flyer:** fixed-route service operating a single-direction loop within Guadalupe and providing service to the Santa Maria Transit Center
  - **Guadalupe Shuttle:** shared-ride reservation-based service open to the general public operating within Guadalupe
  - **ADA Paratransit Service:** eligibility-based shared-ride reservation-based service open to ADA-certified individuals needing to travel within  $\frac{3}{4}$  mile of the Guadalupe Flyer route
- This option would result in no changes to the current service

---

## OPTION A: MAINTAIN THE STATUS QUO

### Benefits

- A “safe play” give the current economic uncertainties
- People are used to it

### Challenges

- Community mobility needs have changed
- Would not position Guadalupe Transit for the future
- Flyer has a low service frequency and no capacity to accommodate new locations or address service delays
- Little opportunity for ridership growth
- Could not expand to serve underserved areas

---

## **OPTION B: ADJUST GUADALUPE FLYER ROUTING WITHIN GUADALUPE**

- The Guadalupe Flyer's route has remained largely static
- There are now a number of new and planned residential developments that are not served by the Flyer
- This option would evaluate how the Flyer travels through Guadalupe and where stops should be located
- Any expansion of the service area would likely require the addition of a second bus, which would improve service frequency but at a greater cost

---

## OPTION B: ADJUST GUADALUPE FLYER ROUTING WITHIN GUADALUPE

### Benefits

- Would offer better service to locations in Guadalupe that are not currently being served by the Flyer
- Could potentially serve new residential developments in Guadalupe
- Could potentially expand service to currently underserved areas

### Challenges

- Current Flyer route cannot accommodate additional running time, so changes would need to be within the same service window to continue current level of service
- Likely some existing service points would need to be eliminated to accommodate any new service points
- Would likely require addition of a second bus in order to expand service “footprint” in Guadalupe as well as increase frequency

---

## **OPTION C: DIVIDE GUADALUPE FLYER SERVICE INTO EXPRESS PORTION AND IN-TOWN PORTION**

- The travel needs of riders traveling within Guadalupe are likely different than those using the Flyer to travel to Santa Maria
- The current trip length for the Flyer is significantly impacted by congestion on Highway 166, and it cannot accommodate delays
- Delays on Highway 166 can cause the service to run late for the balance of the day
- This option would divide the Flyer into two routes: an Express route operating between Guadalupe and Santa Maria, and an in-town route operating solely within Guadalupe
- The in-town route would likely replace the Shuttle service
- The in-town route could be operated as a regular fixed route (with accompanying ADA paratransit service) or a deviated fixed route

---

## OPTION C: DIVIDE GUADALUPE FLYER SERVICE INTO EXPRESS PORTION AND IN-TOWN PORTION

### Benefits

- A separate Express route could accommodate longer travel times and delays on Highway 166
- Performance of the in-town route would not be impacted by delays on the Express route
- The in-town route could be adjusted as needed to serve new locations
- If operated as a fixed route, continuation of ADA service would provide ample capacity for ADA trips

### Challenges

- Depending on where the two routes meet, a transfer may be needed to travel between Santa Maria and many locations within Guadalupe
- If operated as a deviated fixed route (which deviates from the designated route to pick up passengers), may reduce capacity to serve ADA trips

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## **OPTION D: OPERATE GUADALUPE FLYER ONLY DURING PEAK HOURS AND OPERATE A DEVIATED FIXED-ROUTE SERVICE WITHIN GUADALUPE DURING OFF-PEAK HOURS**

- The Guadalupe Flyer would continue to provide the same service, but only during peak hours (for example, 7 a.m. to 9 a.m. and 3 p.m. to 5 p.m.)
- A deviated fixed route could replace both the Shuttle and the ADA service
- The ADA service would continue to operate during peak hours
- Reducing the number of services operated by the City could lower the operating cost, but likely at the expense of service quality



## OPTION D: OPERATE GUADALUPE FLYER ONLY DURING PEAK HOURS AND OPERATE A DEVIATED FIXED-ROUTE SERVICE WITHIN GUADALUPE DURING OFF-PEAK HOURS

### Benefits

- Lower operating costs if deviated fixed-route service replaces Shuttle and ADA service
- Maintains service between Guadalupe and Santa Maria
- Route deviations would offer curb-to-curb service for ADA-eligible riders

### Challenges

- Eliminates midday access to Santa Maria
- May reduce capacity for ADA riders during off-peak periods
- Limited number of route deviations per trip, with the next “ride opportunity” an hour away
- May require continued operation of ADA service to effectively cover ADA trips
- Would not address congestion issues on Highway 166 during peak hours
- Does not address the need for expanded service within Guadalupe

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## **OPTION E: REDUCE THE AMOUNT OF SERVICE PROVIDED BY GUADALUPE FLYER ON SUNDAY**

- One alternative would eliminate trips at the beginning and end of the service day, thereby reducing the span of service
- Another alternative would maintain the service span, but the Flyer would operate less frequently
- This option would be implemented alongside any of the first four options
- While this would be a relatively limited service reduction, the benefit would be the reallocation of vehicle service hours to provide more service within Guadalupe during the week

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## OPTION E: REDUCE THE AMOUNT OF SERVICE PROVIDED BY GUADALUPE FLYER ON SUNDAY

### Benefits

- Vehicle service hours eliminated on Sunday could be reallocated to other days with greater demand
- Service within Guadalupe would be largely unaffected if the Shuttle (or a separate in-town route) continues to operate

### Challenges

- Access to Santa Maria on Sunday would be reduced.

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## **OPTION F: PROVIDE EVENING AND/OR WEEKEND SERVICE THROUGH SUBSIDIZED UBER/LYFT/TAXI AGREEMENT**

- Rather than the City providing bus service on evenings and weekends, rides would be provided by Uber, Lyft, or taxis through a subsidized fare agreement
- The City would negotiate a subsidy with the transportation provider, resulting in a lower cost for the customer
- This option could be implemented alongside any of the first four options

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## OPTION F: PROVIDE EVENING AND/OR WEEKEND SERVICE THROUGH SUBSIDIZED UBER/LYFT/TAXI AGREEMENT

### Benefits

- Availability of transit service within Guadalupe would be expanded
- The City could realize a significant cost savings by scheduling trips on a per-ride basis
- Customers could benefit from curb-to-curb service offered by taxis and Transportation Network Companies (TNCs) such as Uber and Lyft

### Challenges

- There may not be sufficient capacity at this time to effectively provide service through taxis and TNCs
- ADA service may need to continue to be provided by the City using ADA vehicles if accessible vehicles are not available through taxis and TNCs

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## **OPTION G: MERGE THE CITY'S TRANSIT PROGRAM INTO THE CITY OF SANTA MARIA'S TRANSIT PROGRAM (SMAT)**

- With this option, all transit service in Guadalupe would be operated by SMAT
- The service may be fully incorporated into SMAT's service, or it may continue to be identified as Guadalupe Transit
- The City would turn over its current transit funding to the City of Santa Maria to operate the service

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## OPTION G: MERGE THE CITY'S TRANSIT PROGRAM INTO THE CITY OF SANTA MARIA'S TRANSIT PROGRAM (SMAT)

### Benefits

- Better connectivity with other SMAT routes
- Better connectivity with regional transportation services

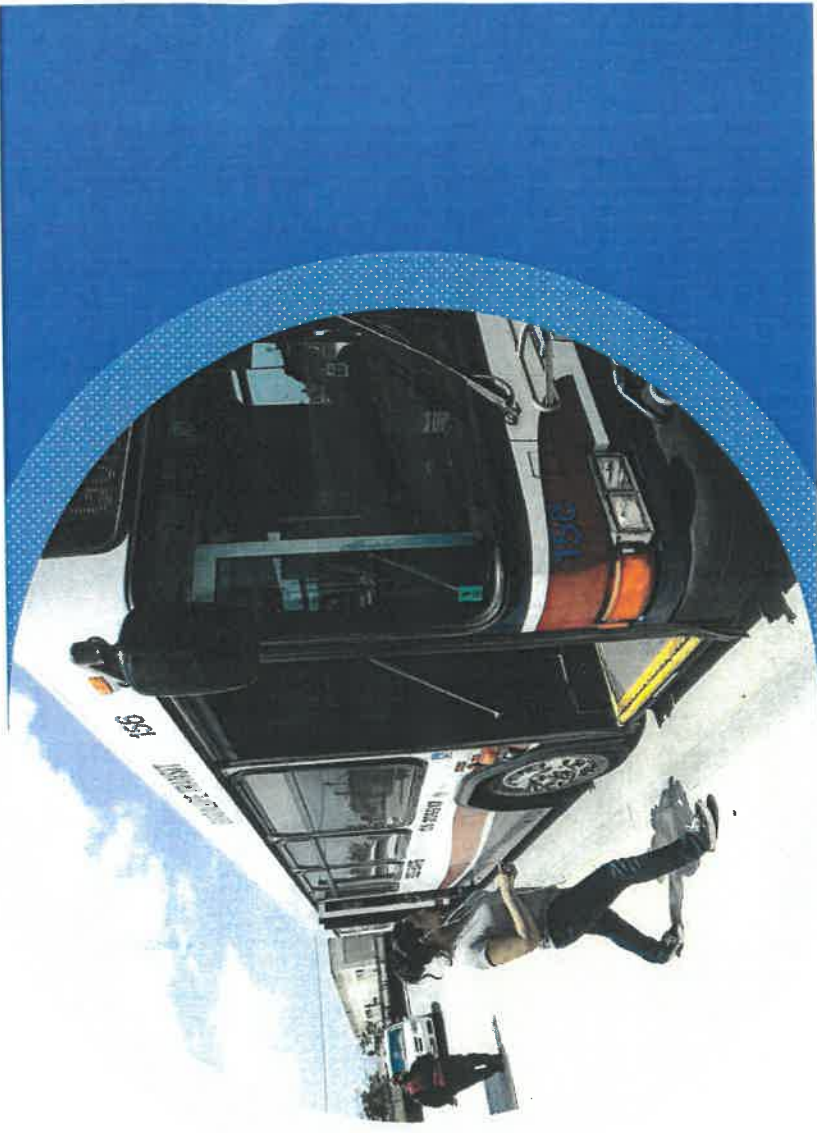
### Challenges

- Loss of control by the City over how and when transit service operates
- Level of service in/to Guadalupe may be reduced
- SMOOTH would no longer be the operator of the program, resulting in a significant loss of institutional knowledge

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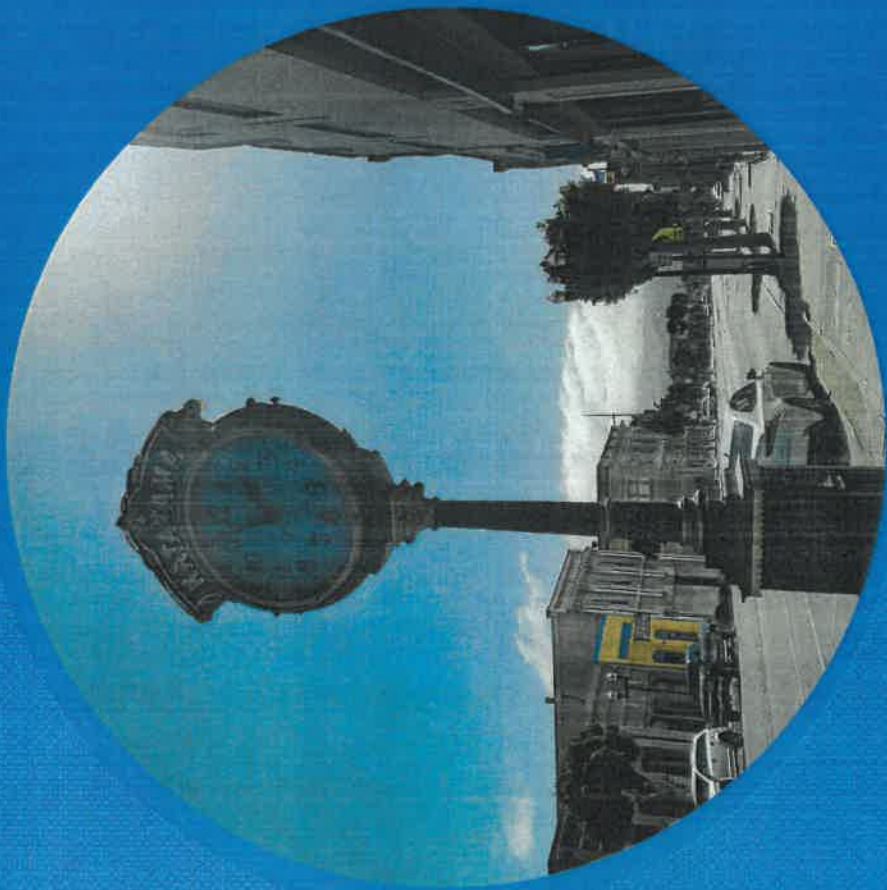
## NEXT STEPS

- Review feedback regarding preferred service options
- Identify a preferred service option
- Develop a financial plan and implementation plan for the preferred alternative





# QUESTIONS/ COMMENTS







Agenda Item No. 11.

**REPORT TO THE CITY COUNCIL OF THE CITY OF GUADALUPE**  
**Agenda of August 11, 2020**

*Shannon Sweeney*

Prepared by:  
Shannon Sweeney, Public Works Director  
(Jim Talbott, SMOOTH, Inc. - Transit Contractor)

  
Approved by:  
Todd Bodem, City Administrator

**SUBJECT:**

Adoption of Title VI Non-Discrimination Policy and other transit related plan, policy, and procedural documents.

**RECOMMENDATION:**

That the Guadalupe City Council:

1. Adopt Resolution No. 2020-70, approving a Title VI Non-Discrimination Policy; and
2. Adopt Resolution No. 2020-71 approving five other transit related plans, policies and procedures.

**DISCUSSION:**

As a recipient of Federal Transit Administration (FTA) capital transit funding, the City is required to maintain and strictly follow a Title VI Non-Discrimination Policy. Revised/updated documents are presented to the California Department of Transportation (CA DOT) every three years for review and department approval. Non-compliant plans, policies, or procedures could result in the loss or delay of federal transit funding. City transit staff have begun the current review period and seek Council approval so as to proceed with CA DOT review and approval.

The policy document of most significance is the Title VI Non-Discrimination Policy. This policy must be adopted by a resolution of the City Council. The other five plans, policies, and procedures documents are also important, but need not be adopted by resolution (a simple motion will suffice); however, these other plans, policies, and procedures may be adopted by resolution as well, and therefore, staff has prepared another resolution for this purpose.

**ATTACHMENTS:**

1. Resolution No. 2020-70 (with the Guadalupe Transit Title VI Non-Discrimination Policy attached at Exhibit A), entitled "A Resolution of the City Council of the City of Guadalupe Approving the City of Guadalupe Title VI Non-Discrimination Policy."

2. Resolution No. 2020-71 entitled "A Resolution of the City Council of the City of Guadalupe, California Approving Various Transit-Related Plans, Policies, and Procedures for its Transit System."
3. City of Guadalupe Public Participation Plan and Limited English Proficiency (LEP) Plan
4. Guadalupe Transit Senior and Disabled Fare Policy (Flyer and Shuttle) and Guadalupe Transit ADA Paratransit Service Fare Policy
5. Guadalupe Transit Public Hearing Procedures for Major Transit Service or Fare Changes

**RESOLUTION NO. 2020-70**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GUADALUPE, CALIFORNIA  
ADOPTING THE CITY OF GUADALUPE TITLE VI NON-DISCRIMINATION POLICY FOR ITS TRANSIT  
SYSTEM**

**WHEREAS**, the Guadalupe Transit System receives funding from the Federal Transportation Administration and the California Department of Transportation; and

**WHEREAS**, these funding agencies require the City of Guadalupe to adopt a Title VI non-discrimination policy, and

**WHEREAS**, the City adopted the first Title VI Policy in 2014 and a subsequent reviewed and updated policy in 2017; and

**WHEREAS**, an updated Title VI Policy has been prepared and submitted to the City Council for review and approval.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Guadalupe that the City of Guadalupe Title VI non-discrimination policy (2020), as revised and updated, attached hereto as Exhibit A, is hereby approved and adopted.

**PASSED AND ADOPTED** at a regular meeting on the 11<sup>th</sup> day of August, 2020 by the following vote:

**MOTION:**

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

I Joice Earleen Raguz, City Clerk of the City of Guadalupe, **DO HEREBY CERTIFY** that the foregoing Resolution, being **Resolution No. 2020-70**, has been duly signed by the Mayor and attested by the City Clerk, all at a regular meeting of the City Council, held August 11, 2020 and that same was approved and adopted.

**ATTEST:**

\_\_\_\_\_  
Joice Earleen Raguz, City Clerk

\_\_\_\_\_  
Ariston Julian, Mayor

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Philip F. Sinco, City Attorney



City of Guadalupe - Transit  
Title VI Non-Discrimination Policy

**REQUEST FOR CONDITIONAL APPROVAL LETTER**  
(07/23/2020)

The City of Guadalupe has updated the Title VI Non-Discrimination Policy and is submitting it to the California Department of Transportation for review and approval. The earliest that the City's Governing Body, the Guadalupe City Council, can meet for this action is on Tuesday, August 11, 2020. For this reason, the City is respectfully requesting of the Department this "Request for a Conditional Approval Letter" once the revised policy has been reviewed and approved, so as to expedite the approval process.

Thank you for your time and consideration in this matter.

\_\_\_\_\_  
Shannon Sweeney, Public Works Director

\_\_\_\_\_  
Date

# TITLE VI PROGRAM UPDATE

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## **Guadalupe Transit Operated by the City of Guadalupe, CA**

Effective: August 11, 2020

Revision: # 3

Prepared by:  
City of Guadalupe  
918 Obispo Street  
Guadalupe, CA 93434  
(805) 356-3891 (City Administrator Office)  
URL: <http://www.ci.guadalupe.ca.us>



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# SECTION ONE:

## Introduction

### Guadalupe's Commitment to Civil Rights

This Update of GUADALUPE TRANSIT's Title VI Program has been prepared to ensure that the level and quality of Guadalupe's fixed route and demand response services are provided in a nondiscriminatory manner and that the opportunity for full and fair participation is offered to Guadalupe's riders and other community members. Additionally, through this program, GUADALUPE TRANSIT has examined the need for services and materials for persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English.

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

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

-Civil Rights Act of 1964

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

-Executive Order 13166

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

- The benefits of its bus services are shared equitably throughout the services area;
- The level and quality of bus services are sufficient to provide equal access to all riders in its service area;
- No one is precluded from participating in Guadalupe's service planning and development process;
- Decisions regarding service changes or facility locations are made without regard to race, color or national origin, and that development and urban renewal benefitting a community as a whole not be unjustifiably purchased through the disproportionate allocation of its adverse environmental and health burdens on the community's minority population; and
- A program is in place for correcting any discrimination, whether intentional or unintentional.

GUADALUPE TRANSIT has engaged the public in the development of this program. The updated service standards detailed in this program have been reviewed by the City Council during a public City Council meeting on August 11, 2020. In addition to the Title VI policy, and to develop a system to provide services to those with limited English proficiency, GUADALUPE TRANSIT collaborated with the City of Santa Maria, SMAT transit department for the purpose of utilizing their rather extensive investigative and data accumulation in the preparation of their Title VI and related policies.

Guadalupe's City staff and Council were involved in the development of this program. On June 24<sup>th</sup>, 2014, the City Council reviewed and approved the initial Title VI Program and directed transit staff to implement the policy with all posted notices immediately thereafter. The required declaration of existing or new discrimination complaints and new data relative to these policies has resulted in the need for this updated policy.

This program contains all of the elements required of a transit provider operating in a rural (Guadalupe City) and urbanized area (Santa Maria) of 200,000 or less in population, and operating less than fifty vehicles in peak service. It supersedes Guadalupe's Title VI Program of 2014 and is effective as of the date of Council approval, August 8, 2017 and August 11, 2020. It has been prepared using data from the most recent (Year 2010) U.S. Census.

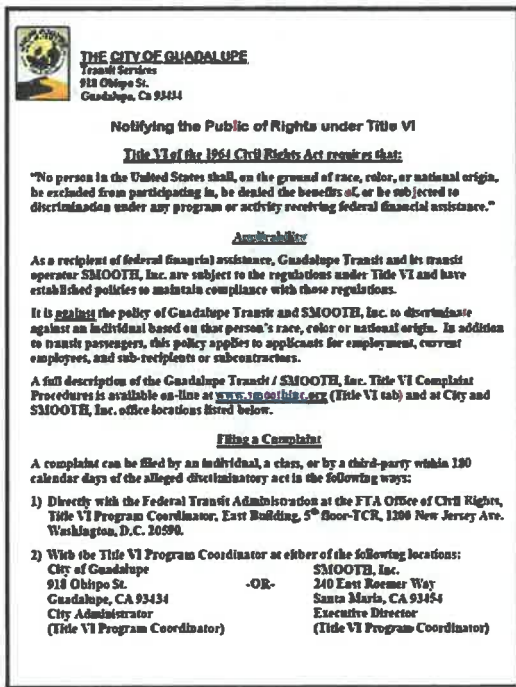
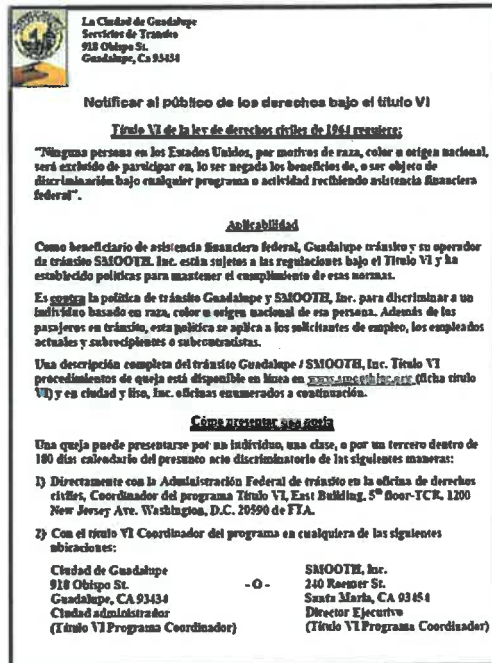
Tips on filing a complaint

- Be sure to complete the Complaint Form. Only complete Complaint Forms will be accepted.
- If the complainant is unable to write a complaint, GUADALUPE TRANSIT will provide assistance.
- Complaint Form should have following information:
  - Complainant's name, address, and contact information (telephone number, email address, etc.).
  - How, when, where, and why the complainant believes he or she was discriminated against
  - Location, names, and contact information of any witnesses

# SECTION TWO: General Requirements

## Notice to the Public

To make Guadalupe’s riders aware of its commitment to Title VI compliance, and their right to file a civil rights complaint, GUADALUPE TRANSIT has presented the following, in both English and Spanish, on its website, <http://www.ci.quadalupe.ca.us> - Select “Guadalupe Transit” icon – Select “Title VI”, as well as on the following posters in the Guadalupe City Hall, on all transit buses, in transit schedules, and in the city’s transit contractor offices.

# Your Civil Rights

The City of Guadalupe operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes they have been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with GUADALUPE TRANSIT. For more information on Guadalupe's civil rights program and the procedures to file a complaint (English or Spanish), please contact the Executive Director of the city's transit contractor, SMOOTH, Inc., at (805) 922-8476 or visit the SMOOTH office at 240 Roemer Way, Santa Maria, CA 93454 from 8:00 a.m. to 5:00 p.m. Monday through Friday. For more information about GUADALUPE TRANSIT programs and services, visit <http://www.ci.guadalupe.ca.us> – Select "Residents" – Select "Transportation".

## Discrimination Complaint Procedures

GUADALUPE TRANSIT has established a process for riders to file a complaint under Title VI. Any person who believes that she or he has been discriminated against on the basis of race, color, or national origin by GUADALUPE TRANSIT may file a Title VI complaint by completing and submitting the agency's Title VI Complaint available at the city's transit contractor offices (SMOOTH, Inc.) or on our website <http://www.ci.guadalupe.ca.us> – Select Guadalupe Transit icon – Select "Title VI".

If a person believes he or she has been discriminated against in using any GUADALUPE TRANSIT service, bus or its paratransit services, the following is the procedure to file a complaint:

1. Complete the Complaint Form, available at the SMOOTH office or website.
2. Sign the completed Complaint Form
3. Submit the Complaint Form within one hundred eighty (180) days of the date of the alleged discrimination.

### Tip on Filing a Complaint

- Be sure to complete the Complaint Form. Only complete Complaint Forms will be accepted.
- If the complainant is unable to write a complaint, GUADALUPE TRANSIT will provide assistance.
- Be sure to include your name, address, and contact information (telephone number, email address, etc.).
- Be sure to include how, when, where, and why you believe you were discriminated against.
- Be sure to include the location, names, and contact information of any witnesses.



# The Procedure

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

<http://www.ci.guadalupe.ca.us> – Select the Guadalupe Transit icon - Select "Title VI".

Below is the procedure for filing a complaint:

1. **Get a Complaint Form.** Customer acquires a Title VI Complaint Form. The Title VI Complaint Form is available in English and Spanish on the City of Guadalupe's website, or by contacting the GUADALUPE TRANSIT contractor's office (SMOOTH, Inc.) at 805-922-8476.
2. **Complete the Complaint Form.** GUADALUPE TRANSIT will process complaints that are complete. If the customer needs assistance in completing the Title VI Complaint Form, customers may contact the GUADALUPE TRANSIT contractor's office (SMOOTH, Inc.) at 805-922-8476.
3. **Sign the Complaint Form.** Customers are required to sign the Complaint Form.
4. **Submit the Complaint Form.** Civil rights complaints should be filed immediately. However, GUADALUPE TRANSIT will investigate complaints up to 180 days after the alleged incident. . Customers should submit their complaints to:

City of Guadalupe  
918 Obispo Street  
Guadalupe, CA 93454  
Email: smoothinc\_@hotmail.com  
Phone: (805) 922-8476

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

U.S. Department of Transportation  
Federal Transit Administration  
Office of Civil Rights, Region IX  
201 Mission Street, Suite 1650  
San Francisco, CA 94105-1839

5. **Acknowledgement.** Complaints will be recorded and receive a complaint number. GUADALUPE TRANSIT will review the complaint to determine if there was a Title VI violation(s). GUADALUPE TRANSIT will send an

acknowledgement letter informing the customer whether the complaint is a Title VI issue and will be investigated by GUADALUPE TRANSIT.

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

If Guadalupe's investigator is not contacted by the complainant or does not receive the additional information within thirty (30) days, GUADALUPE TRANSIT can administratively close the case. Also, a case can be administratively closed if the complainant no longer wishes to pursue their case.

- Outcome.** After the investigator reviews the complaint, one (1) of the following letters will be issued to the complainant: a closure letter or a letter of finding (LOF). A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed.

A LOF summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member, or other action will occur. If the complainant wishes to appeal the decision, she/he has ten (10) days after the date of the closure letter or the LOF to do so.

A person may also file a complaint directly with the Federal Transit Administration, at:

Federal Transit Administration  
Office of Civil Rights  
1200 New Jersey Avenue SE  
Washington, DC 20590  
Title VI Complaint Form

**FORMULARIO DE RECLAMO  
POLICIA FEDERAL CONTRA EL TITULO VI**

Nombre: \_\_\_\_\_  
 Dirección postal: \_\_\_\_\_  
 Teléfono (de casa): \_\_\_\_\_ Teléfono (de trabajo): \_\_\_\_\_  
 Dirección de correo electrónico: \_\_\_\_\_  
 ¿Requisitos de acceso accesible? (marcar todos apropiados) Lugar Físico:  Accesibilidad:  Otros:   
 ¿Cada vez que se le ha informado de su nombre?  Sí  No  
 \* Si usted responde "No" a esta pregunta, le será servido un...  
 Si no, por favor suministrar el nombre y la relación de la persona a quien usted se queja: \_\_\_\_\_  
 ¿Quiénes son los que se quejan por su nombre?  No  Sí  
 Por favor señalar que ha obtenido el permiso de la parte apropiada al reclamo en nombre de su negocio.  
 ¿Cada vez que se le ha informado de su nombre?  Sí  No  
 Fecha de la denuncia: \_\_\_\_\_  
 Explique lo más claramente posible lo que pasó y por qué cree que fueron discriminados, discriminados o todos los personas que experimentaron. Incluya el nombre e información de contacto de la persona que discriminó (si lo conoce) así como nombres y la formación de contacto de los testigos. Si se necesita más espacio, utilice el dorso de este formulario.

¿Anteriormente ha presentado una queja del título VI con esta agencia?  Sí  No

¿Ha presentado una queja en cualquier otro Federal, estatal o local, agencia o tribunal estatal o Federal?  Sí  No

Si "SI", revise todas las que apliquen:  
 Agencia de Federal  
 Tribunal de Federal  Agencia de Estado  
 Tribunal de Estado  Agencia de Local

Proporcione por favor información sobre una persona de contacto en la Agencia de Estado donde se presentó la queja.  
 Nombre: \_\_\_\_\_  
 Título: \_\_\_\_\_  
 Dirección de correo: \_\_\_\_\_  
 Dirección de postal: \_\_\_\_\_  
 Teléfono: \_\_\_\_\_

Nombre de la persona de contacto: \_\_\_\_\_  
 Título: \_\_\_\_\_  
 Teléfono: \_\_\_\_\_

Una vez que se han completado los datos de esta información que cree que es pertinente a su queja. Firma y fecha repetidas a continuación.  
 Firma: \_\_\_\_\_ Fecha: \_\_\_\_\_

Por favor, envíe este formulario en persona en la siguiente dirección, o envíe por correo este formulario a cualquiera:  
 Ciudad de Guadalupe 918 Olague St. -OR- Federal Transit Administration  
 Guadalupe, CA 93834 East Balling, 5<sup>th</sup> Floor, YCR  
 Ciudad Administrador / Título VI Programa Coordinador 1200 New Jersey Ave. SE  
 Washington, DC 20590

\*\*Para información, llame (888) 556-3399





# SECTION THREE:

## Guadalupe's Public Participation Plan

### Key Principals

Guadalupe's Public Participation Plan (PPP) has been prepared to ensure that no one is precluded from participating in Guadalupe's service planning and development process. It ensures that:

- Potentially affected community members will have an appropriate opportunity to participate in decisions about a proposed activity that will affect their environment and/or health;
- The public's contribution can and will influence Guadalupe's decision making;
- The concerns of all participants involved will be considered in the decision-making process; and
- GUADALUPE TRANSIT will seek out and facilitate the involvement of those potentially affected.

Through an open public process, GUADALUPE TRANSIT has developed a public participation plan to encourage and guide public involvement efforts and enhance access to Guadalupe's transportation decision-making process by minority and Limited English Proficient (LEP) populations. The public participation plan describes the overall goals, guiding principles, and outreach methods that GUADALUPE TRANSIT uses to reach its riders.

#### **Limited English Proficient (LEP)**

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

### Early, Continuous and Meaningful

The steps outlined in the public participation plan offer early (in the planning process), continuous, and meaningful opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation decisions at GUADALUPE TRANSIT. It is a guide for how GUADALUPE TRANSIT engages its diverse community. GUADALUPE TRANSIT may continue to improve its public participation methods over time based on feedback from all of its riders and community members including low-income, minority, and LEP populations as well as customer and community-based organizations.



## Goals of the Public Participation Plan

The goals of Guadalupe's PPP include:

- **Clarity in Potential for Influence.** The process clearly identifies and communicates where and how participants can have influence and direct impact on decision making.
- **Consistent Commitment.** GUADALUPE TRANSIT communicates regularly, develops trust with riders and our community, and builds community capacity to provide public input.
- **Diversity.** Participants represent a range of socioeconomic, ethnic, and cultural perspectives, with representative participants including residents from low income neighborhoods, ethnic communities, and residents with LEP.
- **Accessibility.** Every reasonable effort is made to ensure that opportunities to participate are physically, geographically, temporally, linguistically, and culturally accessible.
- **Relevance.** Issues are framed in such a way that the significance and potential effect is understood by participants.
- **Participant Satisfaction.** People who take the time to participate feel it is worth the effort to join the discussion and provide feedback.
- **Partnerships.** GUADALUPE TRANSIT develops and maintains partnerships with communities through the methods described in its public participation plan.
- **Quality Input and Participation.** That comments received by GUADALUPE TRANSIT are useful, relevant, and constructive, contributing to better plans, projects, strategies, and decisions.

## Objectives of the Public Participation Plan

Guadalupe's PPP is based on the following principles:

- **Flexibility.** The engagement process will accommodate participation in a variety of ways and be adjusted as needed.
- **Inclusiveness.** GUADALUPE TRANSIT will proactively reach out to and engage low income, minority, and LEP populations from the GUADALUPE TRANSIT service area.
- **Respect.** All feedback will be given careful and respectful consideration.
- **Proactive and Timeliness.** Participation methods will allow for early involvement and be ongoing.
- **Clear, Focused and Understandable.** Participation methods will have a clear purpose and use for the input, and will be described in language that is easy to understand.
- **Honest and Transparent.** Information provided will be accurate, trustworthy, and complete.

- **Responsiveness.** GUADALUPE TRANSIT will respond and incorporate appropriate public comments into transportation decisions.
- **Accessibility.** Meetings will be held in locations which are fully accessible and welcoming to all area residents, including, but not limited to, low-income and minority members of the public and in locations relevant to the topics being presented and discussed.

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

- A fare increase is being considered;
- A new route is established;
- An existing route is proposed for elimination;
- Reduction of twenty-five percent or more of the daily transit revenue vehicles miles of a route; or
- Reduction of twenty-five percent or more of the number of route miles of a route; that reduces the total number of one-way bus trips by more than 25% of the current number of bus trips.
- For minor schedule and service changes not rising to the level of those above, GUADALUPE TRANSIT will post service change notices on appropriate buses and stops sixty (60) days in advance of the change date.
- Exemptions to the public participation plan include the following:
  - For minor change in fare for temporary promotional fares.
  - For minor change in service for minor route changes and/or schedule changes that do not exceed the thresholds of 25%.
  - Experimental or emergency service.
  - Seasonal service variation.
  - Experimental or emergency fare change.
  - If any experimental or emergency service or fare change remains in effect more than 275 days, they will be subject to public comment and/or public hearing.

### **Regional Partnership/Capitol Programming**

For its capital programming, GUADALUPE TRANSIT uses the Santa Barbara County Association of Governments' (SBCAG) adopted public participation plan dated December 2014. This plan clearly indicates that the MPO's public participation process satisfies the Guadalupe's public participation requirements for its Program of Projects. The notices for the involvement activities and time established for public review of and comments on the TIP will satisfy FTA's program of projects requirements.

# **Guadalupe's Public Participation Process**

## **Outreach Efforts -- Alerting Riders and Encouraging Engagement**

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

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

1. Establish a task force to develop a public draft document to present to the open house meetings for discussion. The composition of the task force will be made up of the following: Guadalupe City Administrator, related city department staff person (finance, police/fire, public works, etc.) and, a Transit Contractor representative. Other members may be invited to attend as appropriate. The public draft document will summarize existing conditions, the need for change(s), options, rider suggestions since previous schedule printing, and other components as necessary. The public draft document will be in English and Spanish.
2. Perform an internal review of the public draft document. This task is performed by the task force;
3. A Title VI review of the proposal is conducted;
4. Title VI issues are addressed (if any) and the service changes are finalized;
5. Public outreach venues, dates, and times are determined with consideration of the proposed changes and their impact on specific locations/populations within the GUADALUPE TRANSIT service area;
6. Bilingual (English and Spanish) public outreach materials and a program are developed;
7. Outreach in advance of public information sessions is released (using tool-box of mediums listed below);
8. An email and/or flyer is transmitted to GUADALUPE TRANSIT community partners;
9. Local radio stations are notified and interviews may be conducted (if available);
10. The public comment period ends;
11. Staff prepares a summary for the City Council to review detailing the outcome of the public participation process along with staff recommendations;
12. The final service/fare change date is set;
13. Public notification and marketing are conducted in advance of any service or fare change;
14. Bilingual system timetable and website updated in advance of the proposed change.

### **Selection of Public Meeting Locations**

When determining location and schedules GUADALUPE TRANSIT will:

- The 2020 Coronavirus/COVID 19 pandemic and resulting “social distancing” mandates have indicated an additional layer of planning for Public Meetings. These meetings may involve the need to utilize various telephonic or computer technology.
- Determine the number of meetings to accommodate and attract public participation at times and locations that are convenient and accessible for minority and LEP communities;
- Employ different meeting sizes and formats including open house (town hall type) meeting formats; organizations to implement public engagement strategies that reach out specifically to members of affected minority and/or LEP communities.
- Consider radio, television, or newspaper ads as well as other formats that serve LEP populations.
- Provide opportunities for public participation through means other than written communication, such as one-on-one interviews or use of audio

## **GUADALUPE TRANSIT Mediums (Bi-lingual)**

(See “SECTION TWELVE: Attachments” for examples)

- **Print.** Newspapers and other periodicals.
- **Outdoor.** Advertising on-board buses, bus shelters, and at the transit center.
- **Website.** GUADALUPE TRANSIT will include meeting notices on its website if available.
- **Email.** GUADALUPE TRANSIT will email notices to transit related constituents.
- **Radio.** GUADALUPE TRANSIT uses widely, as appropriate.
- **Bus Cards, On-board Flyers:** GUADALUPE TRANSIT regularly uses bus cards and flyers to provide riders with details of service changes and schedules of public meetings and hearings.
- **Direct Mail to Community Partners.** GUADALUPE TRANSIT sends notices and flyers in the mail to community partners. In the event of failed deliveries, GUADALUPE TRANSIT will research new address and attempt hand delivery.
- **Public Information Sessions.**
- **Public Hearings.**
- **Legal Notices.**
- **Rider Alerts/Take Ones.** GUADALUPE TRANSIT regularly uses Rider Alerts for passengers to take that detail service changes and schedules of public meetings and hearings.

# Addressing Comments

## The Incorporation of Public Comments into Decisions

All comments received through the public participation plan are given careful, thoughtful consideration. Because there are a number of different ways riders or members of the community can comment on proposed service or fare changes (mail, email, social media, public meetings and others), all comments are assembled into a single document for presentation to the City Council for consideration.

# Identification of Stakeholders

## Our Community Partners

Stakeholders are those who are either directly or indirectly affected by a plan, or the recommendations of that plan. Those who may be adversely affected, or who may be denied benefit of a plan's recommendation(s), are of particular interest in the identification of specific stakeholders. Stakeholders can come from a number of groups including general citizens/residents, minority and low-income persons, public agencies, and private organizations and businesses. While stakeholders may vary based on the plan or program being considered, GUADALUPE TRANSIT has assembled a listing of stakeholders with whom we regularly communicate through email and direct mail. A complete list of Guadalupe's community stakeholders can be obtained by contacting GUADALUPE TRANSIT.

### **Stakeholder List**

Any community organization or person can be added to Guadalupe's stakeholder list and receive regular communications regarding service changes by contacting GUADALUPE TRANSIT's transit contractor, SMOOTH, Inc., at (805) 922-8476 (Executive Director). Local organizations and businesses can also request that a speaker from GUADALUPE TRANSIT attend their regular meeting at the same number.



# **SECTION FOUR: LANGUAGE ASSISTANCE PLAN**

## **Improving Access for People With Limited English Proficiency**

In order to ensure meaningful access to programs and activities, GUADALUPE TRANSIT uses the information obtained in a Four Factor Analysis to determine the specific language services that are appropriate. This analysis helps GUADALUPE TRANSIT to determine if it communicates effectively with LEP persons and informs language access planning.

The Four Factor Analysis is local assessment that considers:

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

## **Factor 1 – Number of LEP Persons in Service Region**

The first step in determining the appropriate components of a Language Assistance Plan is understanding the proportion of LEP persons who may encounter Guadalupe's services, their literacy skills in English and their native language, the location of their communities and neighborhoods and, more importantly, if any are underserved as a result of a language barrier.

To do this, GUADALUPE TRANSIT evaluated the level of English literacy and to what degree people in its service area speak a language other than English and what those languages are. Data for this review is derived from the United States Census Bureau "American Fact Finder" web portal data from 2013. Data was reviewed for Guadalupe's service area consisting of the city limits of Guadalupe, Santa Maria, and north Santa Barbara County.

## Santa Barbara County Overview

Guadalupe’s service system encompasses the City of Guadalupe, east on Highway 166 (Main Street), ending at the Santa Maria Transit Center on the corner of So. Miller St. and East Boone St. The city’s transit service also includes an origin-to-destination paratransit service for eligible disabled Guadalupe residents through the Americans with Disability Act (ADA). This ADA service has a service area that includes any destination within the Santa Maria city limits, to include the unincorporated Orcutt region. The primary languages in the county are English and Spanish. Of the total County population (373,862), sixteen and one-half percent (16.5%) or 61,584 residents report speaking English “less than well.” The most populous groups in the category are shown below.

Within the County of Santa Barbara, thirty-two percent (32%) of the total population of 407,609 reports speaking in a language other than English. Thirty-two percent (32.7%) or 133,216 of the total population speaks Spanish and of that number, forty-seven percent (47.2%) or 62,841 residents report speaking English “less than well.” Second to Spanish speaking residents are residents speaking other languages representing approximately six percent (6.8%) of the total population or 28,065. Two percent (2.3%) of the “Other Language” speakers or 9,551 residents reported speaking English “less than very well.”

### Speak English Less than Well (County)

This data reveals that at the county level, while there are numerous languages spoken at home, there is a significant Spanish speaking population which reports speaking English less than well.

<u>COUNTY</u> - Speak English “Less than Very Well”	Population	Total
Total Spanish Speakers	133,216	32.7%
English Less than Very Well	62,841	47.2%
Other Language Speakers	28,065	6.9%
English Less than Very Well	2,607	2.3%

### Guadalupe

Within the City of Guadalupe, sixty-five percent (65%) of the population of 5,653 reported speaking a language other than English. Sixty-nine percent (69.9%) or 3,949 of the total population speaks Spanish and, of that number, forty-six percent (46.8%) or 1,844 residents report speaking English “less than well.” Second to Spanish speaking residents, at 131 or two percent (2.3%) of the total population were Asian or Pacific Islanders, two percent (67.9%) or 89 of which reported that the speak English “less than well.”

<u>GUADALUPE</u> -Speak English "Less than Very Well"	Population	Total
Total Spanish Speakers	3,949	69.9%
English Less than Very Well	1,844	46.8%
Asian & Pacific Island	131	2.3%
English Less than Very Well	89	67.9%

## Santa Maria

Within the City of Santa Maria, fifty-four percent (54.1%) of the population of 106,290 reports speaking in a language other than English. Fifty-one percent (51.6%) or 54,379 of the total population speaks Spanish and of that number, fifty-two percent (52.4%) or 28,469 residents report speaking English "less than well." Second to Spanish speaking residents are residents speaking "Other" languages represent approximately five percent (4.9%) or 5,157 and, with approximately foifty-eight percent (58%) of these residents or 2,993 reporting speaking English "less than very well."

<u>Santa Maria</u> - Speak English "Less than Very Well"	Population	Total
Total Spanish Speakers	54,379	51.6%
English Less than Very Well	28,469	52.4%
Other Languages	5,157	4.9%
English Less than Very Well	2,993	58%

## Orcutt

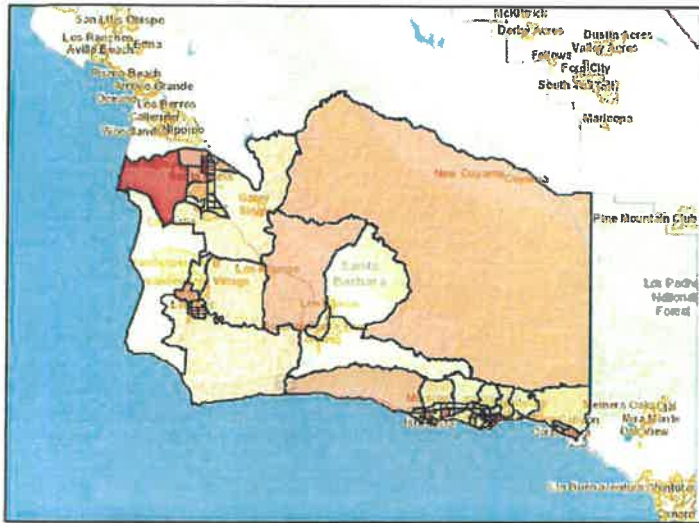
GUADALUPE TRANSIT provides ADA service to Orcutt (unincorporated). Within Orcutt, twelve percent (12%) of the population of 35,262 reports speaking in a language other than English. Six percent (6.8%) or 2,404 of the total population speaks Spanish and of that number, thirty-one percent (10%) or 766 residents report speaking English "less than well." Second to Spanish speaking residents, 1,378 residents speak "Other" languages or approximately percent (5.9%) on non-English speakers, with forty-two percent (42.3%) or 583 reporting speaking English "less than very well."

<u>Orcutt</u> - Speak English "Less than Very Well"	Population	Total
Total Spanish Speakers	2,404	6.8%
English Less than Very Well	766	31.9%
Other Languages	1,378	5.9%
English Less than Very Well	583	42.3%

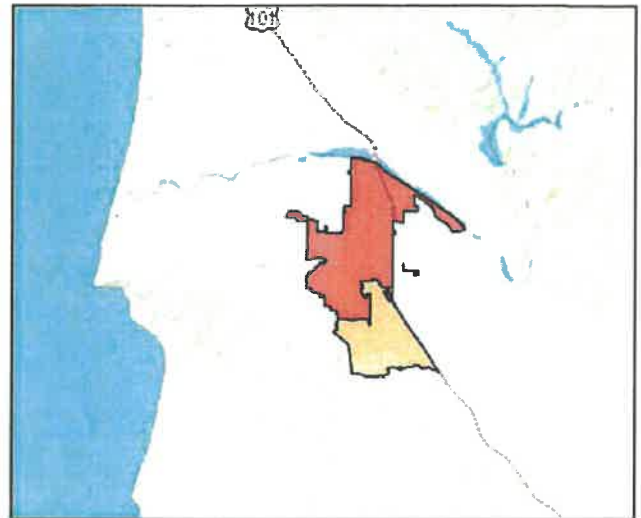


## The Locations of the LEP Community

While the need to provide language services to the Spanish speaking population in the GUADALUPE TRANSIT service area is clearly demonstrated in the tables above; it is helpful to understand where in the service area populations of limited English proficiency reside. The map below provides a spatial display of residents who speak Spanish at home and report speaking English "less than well."



*Santa Barbara County*



*Orcutt, Santa Barbara County*

GUADALUPE TRANSIT has long been aware of the significant Spanish speaking population in its service area. The map indicates locations where this population is concentrated in the service area; most notably in the Cities of Guadalupe, Santa Maria, and Orcutt.

Several conclusions can be drawn from this review:

- Thirty-three percent (33%) of residents of the County report speaking English "less than well";
- Of those reporting speaking English "less than well", the largest population speaks Spanish at home.
- This pattern is also true when data is reviewed at the municipal level.
- This pattern is very evident in Guadalupe and Santa Maria communities; and
- The LEP population (Spanish) is concentrated in the core of Guadalupe's service area.

Additionally:

- There is a need to translate documents and outreach materials into Spanish (GUADALUPE TRANSIT uses Spanish for "Latin Americans living in the United States" for its translations)
- Additional language services would benefit other LEP populations, although the likely encounters with the service are significantly lower than the Spanish speaking group.

## **Factor 2 – Frequency of LEP Use**

There are a large number of places where GUADALUPE TRANSIT riders and members of the LEP population can come into contact with GUADALUPE TRANSIT services including the use of fixed route and demand response buses, calls to customer service representatives, reservation agents, and Guadalupe's outreach materials. An important part of the development of Guadalupe's Language Access Plan is the assessment of major points of contact, including:

- The use of the bus service (on-board signage, announcements, and driver language skills);
- Communication with Guadalupe's customer service staff;
- Bus pass sales;
- Printed outreach materials;
- Web-based outreach materials;
- Public meetings;
- Demand response reservation agents;
- Local news media (print and radio);
- Service related posters at Guadalupe's bus terminal.

## **Factor 3: Resources and Costs for LEP Outreach**

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

- A bilingual English/Spanish transit website
- A complete bilingual English/Spanish system timetable
- A complete bilingual English/Spanish Rider's Guide to demand response services (ADA paratransit)

- Bilingual English/Spanish outreach materials (bus cards and rider alerts)
- Bilingual English/Spanish representation at public meetings
- Bilingual English/Spanish customer service representatives
- Bilingual English/Spanish Demand Response reservation agents/customer service representatives
- Bilingual English/Spanish on-board signage

To date, the costs associated with these efforts fit within the Guadalupe's marketing and outreach budget.

Costs are predominantly associated with translation services and material production.

## **SECTION FIVE: CURRENT STATUS**

### **Public Media**

All of Guadalupe Transit's printed literature is available in English and Spanish. The most recent passenger survey in 2016 was also printed in both languages and on-board assistance by transit staff person was available to assist riders in either language.

Extensive outreach was conducted during the most recent Short Range Transit Plan (SRTP) in 2013. This included radio and television advertising, two Public Hearings at City Hall, two Public Hearings conducted with a local community advocacy group CAUSE, posting of new route schedules in all bus stops, retail stores, and on all vehicles, as well as two direct mailings of new transit schedules to every residence in Guadalupe. All materials and meetings were delivered in Spanish and English.

Guadalupe Transit is committed to continue this practice to insure a maximum level of communication in the community.

### **Transit Staff**

GUADALUPE TRANSIT's transit contractor (SMOOTH) utilizes three bi-lingual English/Spanish dispatch/reservationists and its Operations Manager on its staff, bringing their Spanish speaking capacity to 100%. This has been a long-standing goal for the contractor.

As of the printing of this update, two of the three full-time drivers assigned to daily Guadalupe routes are fully bilingual speakers. Of the sixteen substitute drivers available to work Guadalupe shifts on Fixed Route or ADA shifts, eight (50%) are Spanish speakers.

The Public Works Department's Administrative Assistant is a fluent Spanish speaker. The Administrative Assistant is typically responsible for providing Spanish translation during public meetings or hearings.

## **Post-Event Assessments**

As a way to continue to evaluate the success of Guadalupe Transit's commitment to this policy, transit staff will monitor the following.

- Annual reviews of regional census data for changing patterns of LEP populations;
- Ongoing collaboration with regional partners;
- Ongoing review of translation requests for any transit related material; and
- Post Event Assessments (PEA).

Following service changes, fare increases and planning projects, transit staff will assess the effectiveness of public involvement against the goals established in this plan. Wherever identified, transit staff will make changes or enhancements for future events. This assessment will ask the questions:

1. Did the public know there was an opportunity to participate?
2. Was the purpose of the participation clearly articulated to the public?
3. Did the public have access to appropriate resources and information to allow for meaningful participation?
4. Did the decision making process allow for consideration and incorporation of public input?
5. Were there complaints about the public engagement process?
6. Were the public engagement efforts cost effective?
7. What additional methods could have been employed to improve the process?
8. Should the Public Participation Process or Language Assistance Plan be amended?

# SECTION SIX: Decision Making Bodies

## City Council (Elected Members)

At GUADALUPE TRANSIT, decisions regarding policy, service changes, fares, capital programming, and facility locations are made by City Council. The City Council is composed of four (4) elected City Council members, and one (1) elected Mayor.

Body	Caucasian	Latino	African American	Asian American	Native American
City Council	1	4	0	0	0

# SECTION SEVEN: Vehicle and Service Data

## Vehicle Load

Vehicle load is expressed as the ratio of passengers to the total number of seats on a vehicle. Guadalupe operates their service with one 29' Gillig Low Floor bus (primarily scheduled on the Guadalupe Shuttle), two 40' Gillig Low Floor buses (Guadalupe Flyer), and one Ford raised roof van (ADA).

Vehicle Type	Seated Capacity	Standing Capacity	Total Capacity	Preferred	Peak Load	Non-Peak Load
Gillig 29' Low Floor Bus	28	18	46	1	1.2	1
Gillig 40' Low Floor Bus	39	24	63	1	1.0	1.0
Ford Raised Roof Vans (ADA)	8	0	8	1	1.0	1.0



## **Vehicle Headway (Frequency)**

For Guadalupe's purposes, Vehicle Headway is the frequency of time between two regular pickups at the same bus stop. The Guadalupe Flyer travels through twelve bus stops in Guadalupe city limits, approximately 11 miles along Highway 166 (Main Street), then to four bus stops in Santa Maria. The Guadalupe Flyer Vehicle Headway remains the same throughout the week at 75 minutes; there is no Peak or Off Peak scheduling as exist in some transit systems.

## **On-Time Performance**

Among the most important service standard for riders is on-time performance or adherence to published schedules. The transit contractor includes a report of this on-time performance each month in its transit report.

- A vehicle is considered on-time if it departs a scheduled time point no more than one minute early and no more than ten (10) minutes late.
- Guadalupe's on-time performance objective is 95% or greater.

## **Service Availability – Access to the Bus**

GUADALUPE TRANSIT currently provides transit service so that 100% of all residents of the City of Guadalupe are within a quarter of a mile (1/4 mile) walk of bus service. Consideration is given to new markets as demand warrants and as resources become available.

Guadalupe's ADA service provides complementary transit access to eligible residents within ¼ mile of the fixed route Flyer route which virtually encompasses the entire town. The ADA service then extends along Highway 35 then into Santa Maria. In light of the difficult ADA schedule connectivity between the Guadalupe and Santa Maria (SMAT) ADA services, the city has allowed destinations in Santa Maria to be scheduled beyond the standard ¼ miles limitation.

## **Vehicle Assignment Policy**

The length of buses are assigned to routes based on ridership. Routes with higher ridership demand are assigned larger buses to accommodate higher passenger loads. Also, routes with lower ridership are assigned with smaller vehicles.

## **Transit Amenity Maintenance**

GUADALUPE TRANSIT has 19 bus stops in the service area, 10 of which have bus shelters. Stops, shelters, and benches will be placed according to industry standards with consideration of permitting and for local special needs.

The installation of new bus amenities can be requested through the customer service office, through the City's website, or at public meetings. The City Public Works department is responsible for daily maintenance and repairs on bus shelters.

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

# **SECTION EIGHT: Program Specific Requirements**

### **Title VI Monitoring**

The results of any ongoing monitoring of service standards can be obtained by contacting GUADALUPE TRANSIT by way of the City's transit contractor SMOOTH, Inc. (see Section 10).

### **Subrecipient Compliance**

The City of Guadalupe monitors the compliance of its transit contractor on a monthly basis by way of the monthly transit data report. Policy review is completed on an as scheduled basis by the Public Works Director, City Administrator, Finance Director, or City Attorney, as dictated by the subject matter.

The City of Guadalupe is a subrecipient of the City of Santa Maria-SMAT transit department because Santa Maria is the direct federal grantee for one or more Guadalupe bus purchases using federal funds. Santa Maria transit management informs the city of, and reviews, Guadalupe reporting requirements. The documents subject to this review by Santa Maria SMAT transit department are:

- Title VI Policy
- Title VI Bus Notifications
- Preventative Maintenance
- Public Participation Policy
- Grant Reconciliation
- Drug & Alcohol Testing Compliance
- Half Fare Policy
- Inventory & Assets
- DBE Plan
- Maintenance Plan

Santa Maria transit staff will meet with Guadalupe transit staff annually or more in the event there is change in reporting requirement.

Below summarizes the process for subrecipient compliance:

1. At the beginning of the fiscal year, review the report requirements. Refer to current Triennial Review Manual and the website for the Federal Transit Administration.
2. Schedule a meeting with the subrecipients to review reporting and possible updates.
3. Schedule on-site visits. Request updates of the following for the on-site visits: Title VI Policy, Limited English Plan, Title VI Bus Notifications, MIS reports, Public Participation Plan, Maintenance Plan, fare policy, and other required information.
4. Conduct on-site visits and review requested submissions.
5. Review submission and request necessary changes, if any.

GUADALUPE TRANSIT staff provides oversight of transit operations including Title VI. During the past three-year Title VI Policy term, there were no Title VI findings, complaints, lawsuits, or inquiries alleging discrimination.

### **Equity Analysis for Facility**

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

### **Demographic Service Profile**

Because GUADALUPE TRANSIT operates fewer than 50 buses in peak service, a demographic service profile was not required to be prepared for this plan update.



# SECTION NINE:

## Grants, Reviews and Certifications

### **Pending Applications for Financial Assistance**

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

### **Pending FTA Grants**

FTA 2020 - 2021 5311 Program-Operating Assistance

FTA 2021 - 2020 5311 CARES II - Operating Assistance

### **Open FTA Grants**

CA-64 B019 - 00924 FTA 5311 2019 - 2020 Program-Operating Assistance

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

The last Caltrans/5311 Title VI Policy Compliance Review was dated 08/08/2017. The Policy was found to be IN COMPLIANCE.

### **Recent Annual Certifications and Assurances**

GUADALUPE TRANSIT executed its most recent Certification and Assurances in 2019. The City is current.

### **Previous Triennial Review Findings**

Guadalupe has satisfied all previous Triennial Reviews.

# SECTION TEN:

## Contact

For additional information on the 's Title VI Plan, or its efforts to comply with the Civil Rights Act of 1964 or Executive Order 13166 Improving Access to Services for Persons with Limited English Proficiency, please contact:

Jim Talbott, Guadalupe Transit Contractor  
240 Roemer Way  
Santa Maria, CA 93454  
Tel: (805) 922-8476  
E-Mail: jimt\_smooth@hotmail.com

# SECTION ELEVEN: Resolution

THIS RESOLUTION WILL BE REVIEWED AND ADOPTED  
DURING THE AUGUST 11TH, 2020 CITY COUNCIL  
MEETING.

RESOLUTION NO. 2020- \_\_\_\_\_

## A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GUADALUPE, CALIFORNIA APPROVING THE TITLE VI PROGRAM UPDATE FOR THE GUADALUPE TRANSIT PUBLIC TRANSPORTATION SERVICES

**WHEREAS,** the City of Guadalupe receives funds from the Federal Transit Administration (FTA) Section 5311 Program for operating assistance; and

**WHEREAS,** the City of Guadalupe is a subrecipient of the City of Santa Maria Transit Department in two FTA Section 5339 Program grants for replacement buses; and

**WHEREAS,** the FTA requires transit operators to submit a Title VI Program Update every three (3) years as a condition of receipt of FTA Section 5311 and 5339 funds; and

**WHEREAS,** Guadalupe transit staff has prepared the Title VI Program Update in accordance with FTA Circular 4702.1B.

**NOW, THEREFORE, IT IS HEREBY RESOLVED** at a regular meeting of the City Council of the City of Guadalupe, California as follows:

The City of Guadalupe's Title VI Program Update for the Guadalupe Transit Public Transportation Services is **APPROVED**.

**PASSED AND ADOPTED** at a regular meeting of the City council of the City of Guadalupe held this 11th day of August, 2020.

**MOTION:** \_\_\_\_\_

**AYES:** \_\_\_\_\_

**NOES:** \_\_\_\_\_

**ABSENT:** \_\_\_\_\_

**ABSTAIN:** \_\_\_\_\_

\_\_\_\_\_  
Ariston Julian, Mayor

Attested to:

\_\_\_\_\_  
City Clerk



## On-Bus Poster Announcement

THE GUADALUPE  
FLYER and SHUTTLE  
WILL BE CLOSED  
TUESDAY  
JULY 4<sup>TH</sup>, 2017  
INDEPENDENCE DAY

EL GUADALUPE  
FLYER y SHUTTLE  
NO ESTARÁN EN  
SERVICIO MARTES  
4 de JULIO, 2017  
DIA de INDEPENDENCIA

## On-Bus Passenger Survey

### SUNDAY FLYER RIDER SURVEY

Please answer the following questions about your **SUNDAY FLYER TRIP ONLY. THANK YOU!**

- 1) Where are you coming FROM?  HOME  SHOPPING  WORK  
 MEDICAL/DENTAL  SCHOOL (WHICH SCHOOL?): \_\_\_\_\_  
 RECREATION  OTHER (PLEASE SPECIFY): \_\_\_\_\_
- 2) Where are you GOING TO?  HOME  SHOPPING  WORK  
 MEDICAL/DENTAL  SCHOOL (WHICH SCHOOL?): \_\_\_\_\_  
 RECREATION  OTHER (PLEASE SPECIFY): \_\_\_\_\_
- 3) Did you transfer TO this bus from another bus?  
 YES (TO route # \_\_\_)  NO
- 4) Will you transfer FROM this bus TO another bus?  
 YES (TO route # \_\_\_)  NO
- 5) If the Guadalupe Flyer did NOT operate on Sundays, how would you have made this trip?  
 DRIVE ALONE  SOMEONE ELSE WOULD DRIVE ME  BIKE  
 CARPOOL/VANPOOL  TAXI  I WOULD NOT MAKE THE TRIP

### ENCUESTA A PASAJERO DE AUTOBÚS DE DOMINGO

Favor de responder las siguientes preguntas sobre su viaje de autobús de domingo solamente. Gracias!

- 1) ¿De dónde viene?  MI CASA  DE COMPRAS  EL TRABAJO  
 MEDICO/DENTAL  ESCUELA (CUAL ESCUELA?): \_\_\_\_\_  
 RECREACIÓN  OTRA (FAVOR DE ESPECIFICAR): \_\_\_\_\_
- 2) ¿A dónde vas?  MI CASA  DE COMPRAS  EL TRABAJO  
 MEDICO/DENTAL  ESCUELA (CUAL ESCUELA?): \_\_\_\_\_  
 RECREACIÓN  OTRA (FAVOR DE ESPECIFICAR): \_\_\_\_\_
- 3) ¿Se Transfirió a este autobús de otro autobús?  
 SI (LA RUTA # \_\_\_)  NO
- 4) ¿Se transferirá de este autobús a otro autobús?  
 SI (LA RUTA # \_\_\_)  NO
- 5) Si el autobús de Guadalupe no opera el domingo, ¿cómo habría hecho este viaje?  
 CONDUCIR SOLO  ALGUIEN ME CONDUCIRÍA  BICICLETA  
 COMPARTIR VIAJE  TAXI  YO NO HARÍA EL VIAJE

**RESOLUTION NO. 2020-71**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GUADALUPE, CALIFORNIA  
ADOPTING VARIOUS TRANSIT-RELATED PLANS, POLICIES, AND PROCEDURES**

**WHEREAS**, the Guadalupe Transit System receives funding from the Federal Transportation Administration and the California Department of Transportation; and

**WHEREAS**, revised and updated documents are presented to the California Department of Transportation (CA DOT) every three years for review and department approval; and

**WHEREAS**, the following transit-related plans, policies, and procedures have been revised and updated:

1. City of Guadalupe Public Participation Plan and Limited English Proficiency (LEP) Plan
2. Guadalupe Transit Senior and Disabled Fare Policy (Flyer and Shuttle)
3. Guadalupe Transit ADA Paratransit Service Fare Policy
4. Guadalupe Transit Public Hearing Procedures for Major Transit Service or Fare Changes; and

**WHEREAS**, the City Council has reviewed these revised and updated plans, policies, and procedures documents.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Guadalupe that the City of Guadalupe hereby approves and adopts the following revised and updated plans, policies, and procedures:

1. City of Guadalupe Public Participation Plan and Limited English Proficiency (LEP) Plan
2. Guadalupe Transit Senior and Disabled Fare Policy (Flyer and Shuttle)
3. Guadalupe Transit ADA Paratransit Service Fare Policy
4. Guadalupe Transit Public Hearing Procedures for Major Transit Service or Fare Changes; and

**PASSED AND ADOPTED** at a regular meeting on the 11<sup>th</sup> day of August 2020 by the following vote:

**MOTION:**

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

I Joice Earleen Raguz, City Clerk of the City of Guadalupe, **DO HEREBY CERTIFY** that the foregoing Resolution, being **Resolution No. 2020-71**, has been duly signed by the Mayor and attested by the City Clerk, all at a regular meeting of the City Council, held August 11, 2020 and that same was approved and adopted.

**ATTEST:**

\_\_\_\_\_  
Joice Earleen Raguz, City Clerk

\_\_\_\_\_  
Ariston Julian, Mayor

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Philip F. Sinco, City Attorney



# **CITY OF GUADALUPE**

## **PUBLIC PARTICIPATION PLAN**

### **AND**

## **LIMITED ENGLISH**

## **PROFICIENCY (LEP) PLAN**

**(04/2014 / Updated 08/11/2020)**

### **Public Participation Plan**

The Guadalupe City Council is designated as the contact point for Public Participation regarding all City issues or concerns. The Council meets on the second Tuesday of each month at 6:00 p.m. at Guadalupe City Hall, 918 Obispo St., Guadalupe, CA. Meeting agendas are published on the City's website at [www.ci.guadalupe.ca.us](http://www.ci.guadalupe.ca.us) and are posted at City Hall in the business office. Each meeting includes a Community Participation Forum, an opportunity to speak directly to the City Council. Spanish translation is available at all City Council meetings.

When warranted the City Council has at its discretion, the option of directing the appropriate staff to convene a specific committee to fully explore any public input or concerns. This committee may include a representative of the Council, appropriate city staff, and representatives from the community. Specific details (date, time, location) for this committee meeting will be properly posted and/or published (English & Spanish) so as to include as much public participation as possible.

### **Limited English Proficiency (LEP) Plan**

The FTA "Four Factor Analysis" and 2010 Census Data were used in developing the City's LEP Plan in order to ensure a meaningful access to City programs and activities, to include the City transit service.

The Four Factor Analysis included considering the following elements.

- 1) The number or proportion of LEP persons eligible to be served or likely to be encountered.
- 2) The frequency with which LEP persons come into contact with the program.
- 3) The nature and importance of the program, activity, or service provided.
- 4) The resources available to the recipient for LEP outreach, as well as costs associated with that outreach.

The following 2010 Census Data for Guadalupe was used in determining the City's LEP Plan.

Subject	ZCTA5 93434CITY OF GUADALUPE					
	Total		Percent of specified language speakers			
	Estimate	Margin of Error	Speak English "very well"		Speak English less than "very well"	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population 5 years and over	6,156	+/-180	54.8%	+/-5.9	45.2%	+/-5.9
Speak only English	26.6%	+/-4.3	(X)	(X)	(X)	(X)
Speak a language other than English	73.4%	+/-4.3	38.4%	+/-6.9	61.6%	+/-6.9
Spanish or Spanish Creole	71.0%	+/-4.8	37.8%	+/-6.9	62.2%	+/-6.9
Other Indo-European languages	0.9%	+/-0.8	50.0%	+/-28.4	50.0%	+/-28.4
Asian and Pacific Island languages	1.2%	+/-0.9	63.9%	+/-32.4	36.1%	+/-32.4
Other languages	0.3%	+/-0.4	40.0%	+/-59.7	60.0%	+/-59.7



**ZCTA5 93434CITY OF GUADALUPE**

**Total**

**Percent of specified language speakers**

**Speak English "very well" Speak English less than "very well"**

Subject	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
<b>SPEAK A LANGUAGE OTHER THAN ENGLISH</b>						
<b>Spanish or Spanish Creole</b>	4,368	+/-326	37.8%	+/-6.9	62.2%	+/-6.9
<b>5-17 years</b>	1,018	+/-230	60.4%	+/-12.6	39.6%	+/-12.6
<b>18-64 years</b>	2,907	+/-258	30.9%	+/-7.1	69.1%	+/-7.1
<b>65 years and over</b>	443	+/-178	31.6%	+/-23.6	68.4%	+/-23.6
<b>Other Indo-European languages</b>	58	+/-52	50.0%	+/-28.4	50.0%	+/-28.4
<b>5-17 years</b>	0	+/-18	-	**	-	**
<b>18-64 years</b>	51	+/-50	43.1%	+/-30.0	56.9%	+/-30.0
<b>65 years and over</b>	7	+/-11	100.0%	+/-100.0	0.0%	+/-100.0
<b>Asian and Pacific Island languages</b>	72	+/-58	63.9%	+/-32.4	36.1%	+/-32.4
<b>5-17 years</b>	0	+/-18	-	**	-	**
<b>18-64 years</b>	10	+/-16	100.0%	+/-100.0	0.0%	+/-100.0
<b>65 years and over</b>	62	+/-52	58.1%	+/-41.9	41.9%	+/-41.9
<b>Other languages</b>	20	+/-23	40.0%	+/-59.7	60.0%	+/-59.7
<b>5-17 years</b>	8	+/-13	100.0%	+/-100.0	0.0%	+/-100.0
<b>18-64 years</b>	12	+/-19	0.0%	+/-92.0	100.0%	+/-92.0
<b>65 years and over</b>	0	+/-18	-	**	-	**

The frequency with which LEP persons come into contact with Guadalupe Transit services varies greatly between residents of Guadalupe. The 2014 Short Range Transit Plan (SRTP) indicated in a Transit Passenger Survey that, of 178 passenger respondents 23% of riders used the inter-city route 6 days/week, 50% 2-5 days/week, 10% once per month and the balance of 17% 1-4 days/month or less. This survey, coupled with the numbers of Spanish speakers in the community would indicate a strong likelihood of coming into contact with LEP persons.

Because the transit route includes bus stops within the city limits of Santa Maria (see map below), the following language demographic data for the City in Santa Maria was considered. This data, as well as the City of Santa Maria's similar LEP conclusions, further support the need for the use of English and Spanish in outreach activities.

**LEP, CENSUS DATA**

**ABILITY TO SPEAK ENGLISH IN SANTA MARIA, CA**

**SUMMARY**

Spanish is the dominant non-english language representing 46.1% of the total city population.

28.5% of the City have an English proficiency "less than very well" .

19.6% of the City have an English proficiency "less than well".

The State average for Spanish speaking very well is 14.55% compared to the City average pf 17.56%

The State average for Spanish speaking less than very well is 13.54% compared to the City average of 29%.

The City exceeds the States averages on both areas.



QT-P17-POPGROUP-Total population:  
 Census 2000 Summary File 4 (SF 4) -  
 NOTE: Data based on a sample. For information on  
 confidentiality protection, sampling error, nonsampling error,  
 definitions, and count corrections see  
<http://factfinder.census.gov/home/en/datanotes/expsf4.htm>.

Subject	Santa Maria city, California		% of Sub-Pop	% of Total CA Pop
	Number	Percent		
<b>POPULATION 5 YEARS AND OVER</b>				
Population 5 years and over	<b>70,334</b>	<b>100.0</b>		
<b>Speak only English</b>	<b>34,040</b>	<b>48.4</b>	<b>48.40%</b>	<b>48.40%</b>
<b>Speak a language other than English</b>	<b>36,294</b>	<b>51.6</b>	<b>51.60%</b>	<b>51.60%</b>
<b>Spanish</b>	<b>32,433</b>	<b>100.0</b>	<b>46.11%</b>	<b>46.11%</b>
Speak English "very well"	12,353	38.1	38.09%	17.56%
Speak English "well"	6,295	19.4	19.41%	8.95%
Speak English "not well"	6,480	20.0	19.98%	9.21%
Speak English "not at all"	7,305	22.5	22.52%	10.39%
<b>Other Indo-European languages</b>	<b>908</b>	<b>100.0</b>	<b>1.29%</b>	<b>1.29%</b>
Speak English "very well"	711	78.3	78.30%	1.01%
Speak English "well"	127	14.0	13.99%	0.18%
Speak English "not well"	58	6.4	6.39%	0.08%
Speak English "not at all"	12	1.3	1.32%	0.02%
<b>Asian and Pacific Island</b>	<b>2,571</b>	<b>100.0</b>	<b>3.66%</b>	<b>3.66%</b>
Speak English "very well"	1,292	50.3	50.25%	1.84%
Speak English "well"	878	34.2	34.15%	1.25%
Speak English "not well"	394	15.3	15.32%	0.56%
Speak English "not at all"	7	0.3	0.27%	0.01%
<b>All other languages</b>	<b>382</b>	<b>100.0</b>	<b>0.54%</b>	<b>0.54%</b>
Speak English "very well"	101	26.4	26.44%	0.14%
Speak English "well"	57	14.9	14.92%	0.08%
Speak English "not well"	66	17.3	17.28%	0.09%
Speak English "not at all"	158	41.4		
<b>ABILITY TO SPEAK ENGLISH</b>				
Population 5 years and over	70,334	100.0		
Speak a language other than English	36,294	51.6		
5 to 17 years	10,092	14.3		
18 to 64 years	23,892	34.0		
65 years and over	2,310	3.3		
Speak English less than "very well"	21,837	31.0		
5 to 17 years	5,099	7.2		
18 to 64 years	15,499	22.0		
65 years and over	1,239	1.8		
<b>ABILITY TO SPEAK ENGLISH IN</b>				
Linguistically isolated households[1]	2,977	(X)		
Population 5 years and over in	68,181	100.0		
In linguistically isolated households[1]	13,469	19.8		
5 to 17 years	4,118	6.0		
18 to 64 years	8,823	12.9		
65 years and over	528	0.8		

# FactFinder



**Legend:**

**Boundaries**

- State
- County

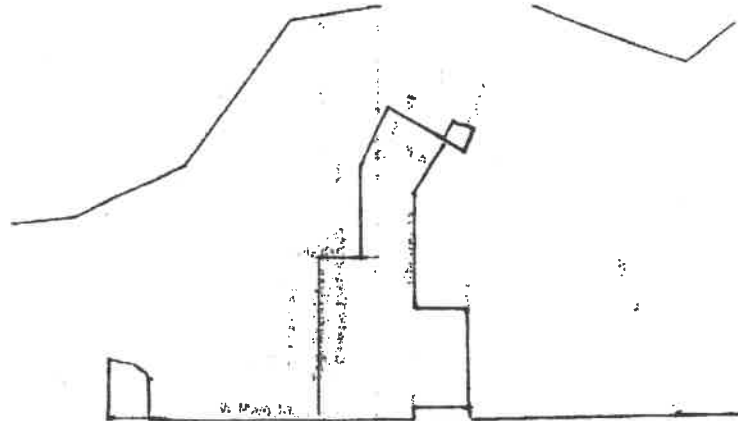
**Features**

Streets (to center)

**Your Selections**

- State
- County

Populations less than 100 are not visible at this zoom level



# FactFinder



**Legend:**

**Boundaries**

- State
- County

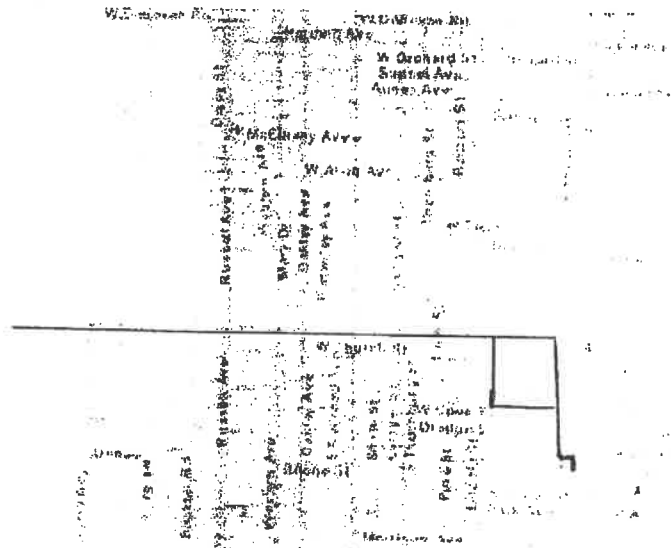
**Features**

Streets (to center)

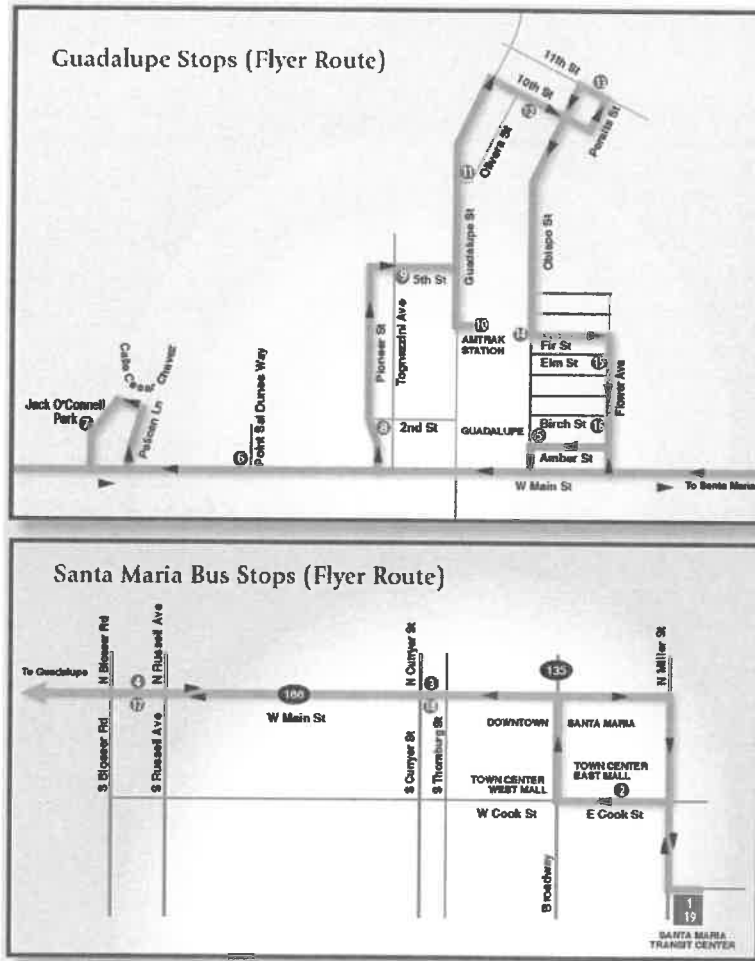
**Your Selections**

- State
- County

Populations less than 100 are not visible at this zoom level



## Current Transit Map – Cities of Guadalupe and Santa Maria

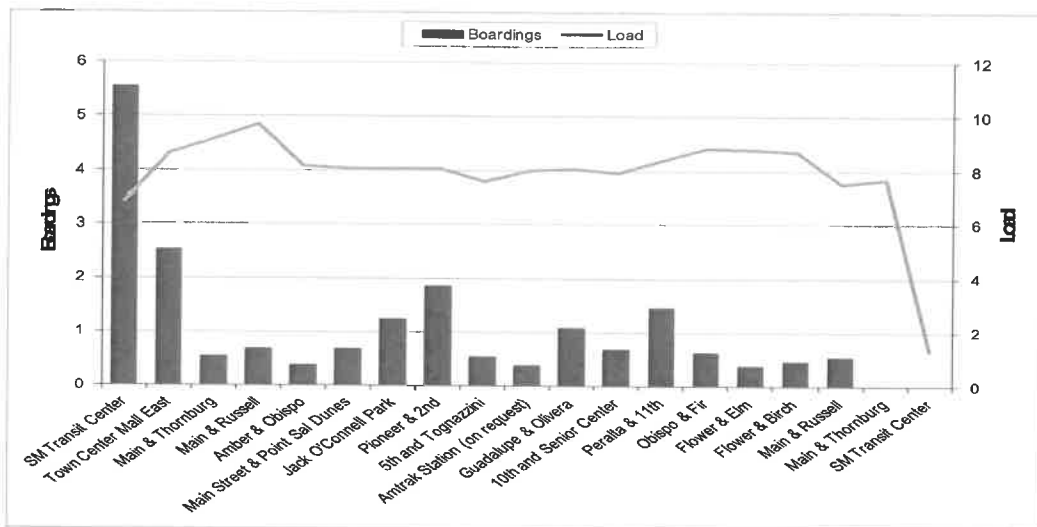


### Transit Boarding Frequency and LEP Exposure

The frequency with which LEP persons come into contact with Guadalupe Transit services varies greatly between residents of Guadalupe. The 2014 Short Range Transit Plan (SRTP) indicated in a Transit Passenger Survey that indicated, of 178 passenger respondents 23% of riders used the inter-city route 6 days/week, 50% 2-5 days/week, 10% once per month and the balance of 17% 1-4 days/month or less. This survey, coupled with the numbers of Spanish speakers in the community would indicate a strong likelihood of a high frequency of contact with LEP persons.

A clear indication of the importance of the service to the lives of its passengers is seen in the Passenger Ride per Capita for the Guadalupe Transit system. 2011/2012 ridership (not including ADA) for Guadalupe (112,010) equates to 15.8 Passenger Trips Per Capita (PTPC). This is 2.7 TIMES the PTPC than neighboring Santa Maria/Orcutt at 5.7 PTPC (738,146 fixed route trips @ 130,364 census residents) and, 5.8 TIMES the PTPC of the Lompoc Colt and Santa Ynez Transit services COMBINED (155,018 fixed route trips @ 56,929 census residents in Solvang, Santa Ynez and Buellton). This is again, a clear indication of the need for transit services in this community.

The relatively even distribution of passengers shown in the table below entering and exiting the bus in Guadalupe and Santa Maria indicates an even distribution of exposure to passengers throughout the transit route.



**LEP Study Conclusions and LEP Plan**

Applying the Four Factors as a “foundational” consideration, incorporating the 2010 Census Data from Santa Maria and Guadalupe, along with boarding frequency data, it was determined that it is appropriate for the City to provide Spanish language assistance services whenever requested and/or feasible. Relative to the Transit Department, the following elements have been implemented.

- 1) All printed route schedules and service description material will be provided in English and Spanish.
- 2) The transit website will include Spanish translated material.
- 3) The City’s transit contractor will be required to provide an appropriate level of language translation for daily transit activities.
- 4) All transit public hearings and transit survey efforts will be conducted with Spanish translation available.

**Summary of Recent Public Outreach Efforts**

Over the past reporting period, Guadalupe Transit conducted the following public outreach activities:

- 1) The City Council acted on several annual transit business items to include annual approval of the FTA 5311 funding resolution and the resolution approving the annual TDA Claim. In each case the public had the opportunity during the City Council meetings to participate with Spanish translation available.
- 2) The City utilized a number of successful and well attended Public Hearings and Open House opportunities during the 2013 Short Range Transit Plan (SRTP) which, concluded in June 2014. All public outreach was conducted by staff proficient in Spanish and all written material was available in English and Spanish.
- 3) The City began the process of updating its Short Range Transit Plan (SRTP) in December 2019. As this activity progressed though, the SRTP consultant began experiencing project difficulties as a result of the Coronavirus/Covid 19 pandemic which interrupted the SRTP. The SRTP consultant will resume its work as soon as it has been determined that the exposure risks for SRTP activities have diminished to a safe and reliable range. The SRTP will again schedule Public Hearing and/or Open House opportunities with specific stakeholders in the community as well as a public presentation to the City Council. All activities will include Spanish translation.

- 4) The Guadalupe Flyer schedule brochure was redesigned in 2014 following the 2013 SRTP, and has been re-printed since. All sections of the brochure include Spanish translation.
- 5) The transit contractor for the City maintained a 100% level of customer service dispatchers functional in Spanish. All transit contractor staff are provided training in a variety of ways to provide timely and reasonable Spanish translation. These include a hand-out training flier listing commonly used phrases and responses to service questions in English and Spanish. Transit staff is also familiarized with the availability of Spanish translation by way of 2-way radio or cell phone with office staff. Another translation tool communicated to transit employees, involves solicitation of a fellow passenger in a Community-based peer effort to assist a Spanish language speaker and their transit employee.

**Follow Up Evaluation and Updates**

The City Transit service will monitor and evaluate the needs of LEP persons in its service area in an on-going manner, remaining sensitive to any changes in language demographics. A formal evaluation and update will be made a part of all subsequent Short Range Transit Plans with recommendations for enhancing or altering the service's support for LEP persons.



**GUADALUPE TRANSIT**  
**SENIOR AND DISABLED FARE POLICY (Flyer and Shuttle)**

(Revised 11/2014 and 08/11/2020)

It is the policy of the City of Guadalupe to strictly honor and adhere to all applicable local, state, and federal regulations in the performance of all transit services under its control.

The Federal Transit Act, 49 U.S.C. Section 5307 (d)(1)(D), stipulates that federally subsidized transit providers may not charge more than half of the peak fare for fixed route transit during off-peak hours for seniors, people with disabilities, and Medicare cardholders. This is not an Americans with Disabilities Act (ADA) requirement, rather a general condition for recipients of federal transit funding. This Policy does not apply to the determining of the fare for ADA complementary paratransit services (see section following).

As such, the City of Guadalupe transit service has established a half fare policy for the Guadalupe Flyer and Shuttle services. The following is an example of such a half fare calculation:

Flyer - General Public Fare = \$1.50.....Senior and Disabled Fare = \$0.75  
Shuttle - General Public Fare = \$0.50.....Senior and Disabled Fare = \$0.25



## **GUADALUPE TRANSIT** **ADA PARATRANSIT SERVICE FARE POLICY**

(Revised 11/2014 and 08/11/2020)

It is the policy of the City of Guadalupe to strictly honor and adhere to all applicable local, state, and federal transit regulations in the performance of all transit services under its control.

Federal ADA Regulations, Title 49-Transportation, Subtitle A, Part 37.131(4)(c)(1-4) specify the fares allowed for passengers on Americans with Disability Act (ADA) paratransit services. The fare shall not exceed twice the fare charged to an individual paying a full fare (General Public fare) for a trip of similar length, at a similar time of day, on the system's fixed route service.

As such, the City of Guadalupe transit service has established a twice-the-fare policy for the City's ADA service. The following is an example of such an ADA fare calculation:

Flyer General Public Fare = \$1.50.....ADA Fare = \$3.00

Personal care attendants shall not be charged for the ride while rendering assistance to an ADA eligible passenger. An individual simply accompanying an ADA eligible passenger shall pay the same fare as the ADA eligible individual they are accompanying.

While currently not exercised, the federal guideline does allow a transit provider to include transfer and premium charges to a trip of similar length and is allowed to charge a higher fare to a social service agency or other organization for agency trips (i.e. trips guaranteed to the organization).



**GUADALUPE TRANSIT**  
**PUBLIC HEARING PROCEDURES**  
**FOR**  
**MAJOR TRANSIT SERVICE OR FARE CHANGES**  
(Updated 08/11/2020)

**I. BACKGROUND**

Guadalupe Transit is required by the Federal Transit Act, as amended through 1992, to establish a policy which defines a process to solicit and consider public comment prior to raising fares or implementing a major reduction in transit services.

**II. GUADALUPE TRANSIT POLICY STATEMENT**

A. It shall be Guadalupe Transit's policy that public comment be solicited prior to:

1. Any permanent change which increases fares of Guadalupe Transit's fixed route or ADA Demand Response services.
2. A twenty-five percent (25%) or more reduction of the number of daily transit revenue miles of a route (the total number of miles operated by all vehicles in revenue service for a particular day of the week on an individual route).
3. A twenty-five percent (25%) or more reduction of the number of transit route miles of a route (the total mileage covered during one round trip by a vehicle in revenue service on a particular route).
4. A proposed introduction of a new route.

B. It shall be Guadalupe Transit's policy that the following would be exempt from public comment and public hearing:

1. A minor change in fare or service. Examples would be temporarily



reduced or promotional fares, minor route modifications or temporary route changes due to street construction or minor schedule changes.

2. Experimental or emergency service or fare changes expected to exist fewer than one hundred and eighty (180) days and standard seasonal variations in service. If these changes ultimately continue to remain in effect for more than the one hundred and eighty (180) days, they will be the subject of public comment and public hearing.

### III. PUBLIC NOTIFICATION

When required, the public comment process will begin by informing the City Council of the need for a public hearing and/or the publishing of a legal notice thirty (30) calendar days in advance of the public hearing or open house date in the local newspaper of general circulation. This notice will set a specific place, date, and time for one or more public hearings or open house. Written comments will also be accepted on the proposed changes twenty (20) calendar days beyond initial publishing of the legal notice.

Legal notices will inform the public of the proposed actions, which initiated the public comment process. Press releases will also be prepared and sent to the local media. Patrons of routes proposed for adjustment will be notified of the public comments process by displaying pamphlets or posters on bus shelters on the route(s) affected.

### IV. SCHEDULING PUBLIC HEARING(S)

The public hearing(s) and/or open house(s) will be scheduled and conducted by a knowledgeable and suitable representative of the City as determined by the City Administrator or Public Works Director and a representative of the transit contractor at the time, date, and place designated. The facility utilized for public hearings and open houses will be accessible too persons with disabilities. Special arrangements will be made for sight or hearing impaired persons if requested. In keeping with the City's Limited English Proficiency (LEP) Policy, public hearings and open houses shall include the capacity to provide Spanish language translation.

### V. PROCEDURES OF CONDUCTING PUBLIC COMMENT PROCESS

- A. **Public Hearing.** Forms shall be available to attendees to register their presence and desire to speak. Public hearings will begin with a reading of the public notice, purpose, and the proposed action which has necessitated the public hearing. After an explanation of the proposed action is completed, the public will be invited to offer their comment. Each comment will be limited to three (3) minutes. After all registered persons have commented, a final opportunity will be offered for any additional public comment. This offering will precede the close of the public hearing.

B. **Open House.** Open house is a less formal public hearing comment process where staff and a consultant can explain the changes to attendees on a small group or one-on-one basis. Attendees would be requested to complete a survey or public comment form and sign-in. Generally, the summary of proposed changes would be displayed around the room and/or presented. Staff, as appropriate, may introduce the changes in a summary fashion. Staff would then interact with attendees to stimulate feedback.

## VI. DOCUMENTATION OF PUBLIC HEARINGS

Official records of Guadalupe Transit public hearing on fare or service adjustments will be generated by:

- A. Affidavits of newspaper publications of public notices.
- B. Press releases conveying information on upcoming public hearings.
- C. Tape recordings, minutes, public comment forms, or certified verbatim transcripts of proceedings.

## VII. ADDRESSING PUBLIC COMMENTS RECEIVED

All relevant comments received verbally or in writing at a public hearing, or as otherwise conveyed to Guadalupe Transit prior to the established deadline, will be summarized in a written report which will include the original public comments. The report will be made available to the City Administrator, Public Works Director, and any special committee designated by the City Council for this transit matter for input and/or comments to be included in an advisory recommendation to the City Council.

## VIII. ADMINISTRATORS

The City Council will be notified of all public comment solicitations in advance of all scheduled public hearings on fare and service adjustments. A subsequent report on public comment received will be provided to the City Council along with staff/special committee recommendations for final disposition of the issues. Upon review by the City Council, staff will be directed accordingly to proceed with or amend the recommended service and/or fare adjustments.