



PUBLIC PARTICIPATION PLAN

INTRODUCTION AND PURPOSE

As a recipient of Federal Transit Administration (FTA) funds, the City of Montebello is required to adhere to the Title VI regulation (49 CFR part 21) and to integrate into its Title VI Program considerations expressed in the U.S. Department of Transportation's Policy Guidance Concerning Recipients' Responsibility to Limited English Proficient Persons (70 FR 74087, December 14, 2005). The revised Circular states that transit providers which operate 50 or more fixed route vehicles in peak service and are located in urbanized areas (UZA) of populations of 200,000 or greater must approve a Public Participation Plan.

Accordingly, Montebello Bus Line's (MBL) Public Participation Plan strives to promote public involvement in transit planning decision-making activities. This plan establishes formal procedures that allow for, encourage, and monitor public participation within the MBL service area including, but not limited to, minority individuals, persons with Limited English Proficiency (LEP), and low-income populations. This document describes proactive public outreach strategies and procedures.

GOALS AND OBJECTIVES

The goal of the MBL Public Participation Plan is to offer a variety of opportunities for the general public to engage in transit planning and decision-making activities in accordance with FTA Circular 4702.1B Chapter III-5 Promoting Inclusive Public Involvement. The objectives of the plan are as follows:

- To determine what non-English languages and / or other barriers may exist to public participation within the MBL service area.
- To provide a general notification of meetings, particularly forums for public input, in a manner that is understandable to all populations in the MBL service area.
- To hold meetings in locations that are accessible and reasonably welcoming to all area residents, including, but not limited to, minority, LEP, and low-income members of the public.
- To utilize a variety of communication methods to capture public input from populations that are typically not likely to attend or engage in public meetings.

IDENTIFICATION OF STAKEHOLDERS

Stakeholders are those individuals who are either directly or indirectly affected by a plan, project, or program based on decisions related to recommendations or implementation actions. Those individuals 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.

General stakeholders within the MBL service area include, but are not limited to:

- All thirteen (13) cities and unincorporated communities
- Community Partners
- Major Employers
- Major Colleges, Universities, and School Districts
- Metrolink
- Montebello Bicycle Coalition
- Montebello City Commissions (Traffic and Safety, Planning, and Culture and Recreation)
- Montebello Chamber of Commerce
- Non-profit and private business community
- Other regional and municipal transit providers such as the City of Commerce Transit, Foothill Transit, Los Angeles Metropolitan Transportation Authority, Norwalk Transit, and the Sunshine Shuttle (covers unincorporated areas of south Whittier)
- Public (including minority, LEP, and low-income populations)
- Southern California Association of Governments (SCAG)
- Transit Advocates (Los Angeles Marketing Exchange and Gateway Cities Transit Providers)

In the City of Montebello, MBL provides demand response Dial-A-Taxi Services for the elderly and disabled which complements MBL’s fixed route services. Additionally, MBL also participates in the mandated para-transit transportation program for Los Angeles County provided by ACCESS Services, a local public entity established to meet the Americans with Disabilities Act (ADA). MBL staff may also periodically meet with social service providers, transit advocates, public members, and other agencies as necessary.

DIRECT STAKEHOLDERS

According to the U.S. Census Bureau, 9,818,605 residents exist within Los Angeles County area as depicted in the Table 1 below:

Table 1: Demographic Profile for Los Angeles County

Category	Number	Percentage of
Total	9,818,605	100%
Hispanic / Latino	4,687,889	47.7%
White	4,936,999	50.3%
African American	856,874	8.7%
Native American / Alaskan Native	72,828	0.7%
Asian	1,346,865	13.7%
Native Hawaiian and Pacific Islander	26,094	0.3%

2% of the population identifies as two or more races.

Source: U.S. Census Bureau, 2010 Census

Techniques utilized to engage the general population in all aspects relative to transit includes public notices of meetings in the local newspapers, transit updates/alerts on the MBL website, social media, written and oral announcements at City of Montebello Council meetings, and community meetings. Further, with the imminent installation of an innovative intelligent transportation system, MBL will strive to proactively engage members of the public with other cost-effective approaches utilizing a broad range of electronic messaging techniques.

MINORITY POPULATIONS

As indicated in Table 1 referenced above, minority populations comprise almost half of the percentage of the population in Los Angeles County. Hispanic / Latino individuals are the largest minority, with 47.7 percent of the total population. Asian and African American persons account for 13.7 percent and 8.7 percent of the population, respectively. A small number of American Indian / Alaska Natives and Hawaiian and Pacific Islander individuals account for less than 1 percent each. Persons who consider themselves to be of more than one race account for 2.0 percent of the population.

LIMITED ENGLISH PROFICIENCY POPULATIONS

Consistent with MBL revisions to the LEP Policy and newly incorporated Language Assistance Plan, reasonable efforts will be made to engage LEP populations utilizing techniques such as the development of public notices in appropriate non-English languages that will provide contact information where individuals can be informed of the affected project or services to provide input or comments. Other efforts may include conducting focus groups in concentrations of LEP populated areas for the purpose of gaining input from a particular defined portion of the community. In addition, non-profit organizations and other advocacy groups can be utilized to disseminate information to LEP populations. Such non-profit organizations, advocacy groups, or other organizations can provide insight into the needs of LEP populations.

LOW-INCOME POPULATIONS

To ensure that low-income households are not under-served, MBL will identify populations within the service area with a per capita income of 80 percent or less of the national average in order to establish low income thresholds. Low-income populations in the MBL service area should be given every reasonable opportunity to provide input on transportation plans and programs to avoid disproportionate harm; or lack of benefit of transportation programs and projects.

In summary, methods of gaining input either directly or indirectly from minority, LEP, and low-income population groups include a wider range of notification techniques, focus group meetings or informal interviews, if required; and the use of agency or advocacy group contacts through non-profit or private organizations.

PUBLIC COMMENT PROCESS FOR MAJOR SERVICE AND FARE CHANGES

Periodic service changes are needed to address changing ridership trends, population distribution, land use patterns, unmet transportation needs, and availability of resources. For this purpose, MBL management and planning staff hold monthly and weekly staff meetings to discuss service recommendations. Overall benefits, costs, and fair distribution of services are determined at the planning and programming stages.

In consideration of proposed major service or fare changes, FTA requires that funding recipients prepare and submit service and fare equity analyses for public comment. Accordingly, MBL has established a threshold that defines a “major service change” and the definition of an ensuing adverse impact that would be created by a “major service change”.

Specifically, a major service change is defined by MBL as meeting one of the following criteria:

1. All proposed fare changes excluding ride free promotional events, and temporary fare reductions that are mitigating measures for other actions.
2. All promotional fare reductions remaining in effect after six (6) months.
3. Proposed service expansions and reductions including all routing and timetable changes remaining in effect after 12 months that exceed 20 percent of their current configurations.

The following types of service changes are exempt:

- Minor route alignment, frequency, span, or time point adjustments;
- Routing or bus stop changes due to temporary road detours caused by construction, maintenance, closures, emergencies, labor disruptions or strikes, fuel shortages, or safety concerns;
- Any temporary service addition, change, or discontinuation of a route with less than twelve months of operation;
- Changes on special service routes serving sporting events, special events, or service contracted through other cities or agencies;
- Any service change that does not meet the definition of a major service change described above.

In addition to the outreach efforts identified earlier in this plan, MBL will utilize the City of Montebello Council meetings to announce proposed major changes to services and fares. Accordingly, the public will be notified of proposed major service or fare changes resulting in increases or decreases in advance of the actual implementation. All comments and / or complaints that are received in response to such proposed service or fare changes will be compiled and presented to the City of Montebello Council for their review and consideration. Based on the extent and volume of comments received, public hearing(s) will be held to afford the community an opportunity to convey such concerns prior to approval of the proposed major service or fare change.

The following procedures, strategies, techniques, and media will be utilized to engage and notify the public in the public hearing process prior to the City of Montebello Council approval:

- Place printed materials on buses: interior cards, flyers, and / or comment cards describing the proposed changes.
- Information available on website.
- Social media outlets: email blasts, Facebook, Twitter.
- Press releases and meetings with local media representatives.
- Presentations to professional, citizen, and student organizations.
- User and non-user surveys.
- Use of various illustrative visualization techniques to convey the information, including, but not limited to, charts, graphs, photos, maps, and the Internet.

CONCLUSION

This document will serve as the *Public Participation Plan* for MBL. The plan is available for review on the MBL website, www.rideMBL.com and at the Department of Transportation Facility. If materials are requested in LEP languages, large type, and/or Braille, staff will make a reasonable attempt to accommodate those needs.

Members of the public can also obtain information about the plan by contacting MBL Customer Service by phone at (323) 558-1625; or via U.S. Postal Service: Montebello Bus Lines, Transit Operations Manager, 400 South Taylor Avenue, Montebello, CA 90640.