

City of San Leandro

PUBLIC PARTICIPATION PLAN TITLE VI

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PUBLIC PARTICIPATION PLAN

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City of San Leandro

PUBLIC PARTICIPATION PLAN

TITLE VI

I. INTRODUCTION

A. City of San Leandro

The City of San Leandro takes pride in its reputation of being an energetic and well managed city. It is a city that is sensitive to the needs of its citizens and responsive to the input of citizens in civic affairs. A full service city; San Leandro has been governed for nearly a century under the Mayor-Council-Manager form of government.

The city is noted for its fine schools and affordable housing. The city is ideally located for those who enjoy a wide range of cultural and recreational activities.

The City of San Leandro is dedicated and committed to serving the community. City employees strive at all times to achieve the highest professional standards, to communicate a vision of the future, and to enhance the quality of life for every citizen.

B. Purpose of the Participation Plan

As a recipient of federal funds, the City of San Leandro is required to comply with the Title VI of the Civil Rights Act of 1964 and ensure that services and benefits are provided on a non-discriminatory basis. The Public Participation Plan describes steps taken by the City to engage minority and limited English proficient populations. In accordance with the requirements, the steps in this Plan also describe efforts that extend more broadly to include other constituencies that are traditionally underserved, such as people with disabilities and low-income populations.

C. City of San Leandro Commitment

The City of San Leandro is committed to ensuring that no person is excluded from participation in, denied the benefits of, or discriminated against in its projects, programs or activities on the basis of race, color, creed, national origin, sex, or age, as provided in Title VI of the Civil Rights Act and 49 United States Code Section 5332.

The City of San Leandro is committed to:

- Identifying the residential, employment, and transportation patterns of low-income and minority populations so that their needs may be identified and addressed in the regional planning process;
- Integrating into its activities an analytical process that identifies the benefits and burdens of its investments on different socioeconomic groups, identifying imbalances and responding to the analyses produced;
- Promoting full and fair participation by individuals in low income and minority communities in regional planning and programming decisions;
- Ensuring meaningful access to programs and activities by persons with limited English proficiency (LEP); and
- Complying fully with the requirements of Title VI and the Department of Transportation's (DOT) and Federal Transit Administration's (FTA) implementing regulations, policies, guidelines and circulars, including DOT Order of Environmental Justice (Order 5610.2) and DOT Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons.

II. CONTINUING PUBLIC ENGAGEMENT

The City of San Leandro is committed to an active public involvement process that provides comprehensive information, timely public notice and opportunities for continuing involvement in the general public services.

A. Partners

The City of San Leandro's functions are a result of several partnerships, including the City Council; Commissions; public agencies; school districts; private sector; non-profit organizations; and our various communities. These partnerships provide a variety of opportunities to participate in the City's development, operations and services.

B. Public Engagement

The City of San Leandro values input and provides opportunities to participate in the development of the general services in a number of ways.

Meetings

Our City Council and Commissions routinely hold meetings to which the public is encouraged to attend. Meeting agendas are posted at San Leandro City Hall and on the City website and include the following language: The public is invited to speak on any item on the agenda. If special accommodations are required, please call 510-577-3314.

Community Groups

The City of San Leandro works with community groups, employers and the general public to identify needs and concerns.

Special Events

Outreach is sometimes conducted through special events that are held to inform the public about the City services, answer questions and respond to needs.

Surveys

Surveys may be conducted to determine the general public's needs and develop planning strategies.

Printed Materials

Outreach materials, such as flyers and brochures, are translated into multiple languages and are available on the City's website, at San Leandro City Hall and are distributed through employers, community based organizations, special events, workshops, meetings, etc.

Website

The City's website <http://www.sanleandro.org/howdoi/request/lassist.asp> includes up-to-date information concerning Title VI compliance information.

Staff Assistance & Outreach

- City staff is available to respond to inquiries or requests for assistance by telephone (510-577-3314), U.S. mail (835 East 14th Street, San Leandro, CA 94577) or e-mail (LanguageAssist@sanleandro.org).
- City staff is available to meet with and make presentations to interested persons, employers and community groups.
- City staff participates in region-wide community and special events, including events in targeted ethnic and under-represented communities.

III. PUBLIC PARTICIPATION TECHNIQUES

City staff uses a variety of techniques to conduct outreach and encourage public participation.

A. Staff Training

The City of San Leandro works to instill its staff with an awareness of and sensitivity to the needs of the general public. Staff is trained on procedures for accommodating LEP populations, including LEP guidance from the U.S. Department of Transportation. City staff is taught to be mindful of participants

who might be struggling to read complex materials or understand verbal information and to seek appropriate assistance and resources to assist the general public.

B. Notification to LEP or Low Literacy Persons

The City of San Leandro ensures that members of the public are informed of its rights under Title VI. This is carried out in a number of ways:

- Notification on the City’s website.
- Documents and/or flyers that describe an LEP person’s right to access City’s services that are translated into other languages and are available at meetings and the City’s bulletin boards.
- Routine use of language in printed or electronic announcements that alert interested individuals on how to request translation services.

C. Translation Services

The City of San Leandro provides translation services to allow LEP populations to participate in the City’s plans and services.

- Translation services are available upon request.
- Numerous City employees who can conduct translation services for meetings or services.
- Routine use of language on printed or electronic announcements alerting interested individuals on how to request translation services.

D. Techniques for Involving Limited-English Proficient Populations (LEP)

The City of San Leandro uses a number of techniques and practices to provide clear and meaningful information for all interested persons, including:

- Robust use of “visualization” techniques, including maps, charts and photographs to illustrate City services.
- Avoid overly complex or technical terms and write in clear, compelling language in a style appropriate to the intended audience.
- Translation of vital documents, including certain news releases, brochures and fact sheets into Spanish and other languages.
- Review of prior experiences with City’s populations to determine the types of language services that are needed.

- Feature staff for on-call assistance (for example, interpreters for public meetings or translating documents).
- Establish competency of translators; have translators available at meetings as requested.
- Work with non-English language media outlets (print or electronic media) to place articles or public service announcements about City's work or announce participation opportunities.
- Purchase advertising or request public service announcements in non-English language newspapers, radio stations or television stations to promote the City's services.
- Partner with community groups, such as Davis Street Family Resource Center, who can assist in tailoring presentations, general survey materials and meeting announcements to meet the language needs of local participants.
- Provide assistance to employers who employ LEP persons and nonprofit community groups who work with LEP persons for such things as co-hosting and conducting meetings with simultaneous translation services to promote City services; or provide assistance with identifying LEP individuals for participation in community focus groups or public meetings.
- Include, as appropriate, limited-English speaking populations in surveys by having bilingual staff available to conduct the survey.

E. Techniques for Involving Low Income Communities and Communities of Color

The City of San Leandro will continue to outreach to low-income communities and communities of color through outreach to community-based organizations, such as Davis Street Family Resource Center, and churches, and at the Farmer's Market, and with employers and other interested community groups.

F. Other Outreach

Provide information tables at community events and public gathering spaces

IV. UPDATING THE PUBLIC PARTICIPATION PLAN

The City of San Leandro's Public Participation Plan is not a static document, but an on-going strategy that will be periodically reviewed and updated based on experience and the changing circumstances of the city.