

N C T D
WE MOVE PEOPLE

To Involve and Educate the Hispanic Communities on New SPRINTER Line

FINAL REPORT

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**North County Transit District
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District 1**

Abstract

The grant meant to provide “meaningful access” to information to the Hispanic community to address environmental justice and limited English proficient statutes by hiring a full time Hispanic Outreach Coordinator and promote the new SPRINTER light train service with members of the Hispanic community, specifically those with limited English-language proficiency and Spanish-speakers. This population group uses transit at a rate disproportionately higher than other ethnic and racial groups in the county and tends to live in low-income households.

The scope of the project included the development of an outreach and marketing plan prior to the SPRINTER opening, present information seminars to interested groups in the Hispanic community, promote the SPRINTER service at back to school events, adult ROP programs, insure culturally sensitive and correct translation in all printed and collateral materials, involve Hispanic businesses in promotions involving the SPRINTER, help passengers navigate the new light rail system with its new bus connections, and suggest media coverage of the SPRINTER among Spanish language media outlets, including TV, radio, and newspapers. Overall, these efforts provided opportunities for riders’ input in consultation with communities affected by the SPRINTER.

Outreach components included identifying “best practices” related to transportation resources, communication management and dissemination, development of culturally sensitive marketing materials, conceptual framework, field work, and evaluation. Appendices include list of organizations and individuals involved in the process, workshop/ presentation data, media coverage samples, and marketing and promotional samples.

The Hispanic Outreach Project has made significant progress in educating the community through enhanced media coverage, giving Spanish and bilingual presentations about the SPRINTER, and development of publicity campaigns including one on railroad safety tailored to Spanish-speakers. The project further improved the involvement of the Hispanic community in things related to the new SPRINTER light rail service by involving Hispanic-owned businesses in the promotion of public transit, and by establishing a process for comments and feedback at the end of each presentation. By the end of this project, NCTD was better prepared to address the transportation needs of the Hispanic community thanks to an improved two-way communication with English Limited Proficiency (ELP) transit users and a concerted effort to listen to their concerns and feedback about existing services.

Challenges remain. Some of the issues raised, such as lack of state funding for public transportation, residential segregation, and reductions in bus service are beyond the purview of transit agencies and the purposes of this grant. Some recommendations are provided, however, on areas that can be improved.

Better service planning and delivery can be achieved through improved two-way communication and participation of Hispanic, low-income communities in identifying impacts and solutions. NCTD could see higher ridership and more transit users would see improvement in their service. Establishing a sustained outreach program within the Hispanic community will help to ensure a more equitable distribution of public transportation resources.



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Introduction

In 1994, President Clinton signed Executive Order 12898 *Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations*. This order requires that each federal agency shall, to the greatest extent allowed by law, administer and implement its programs, policies, and activities that affect human health or the environment so as to identify and avoid “disproportionately high and adverse” effects on minority and low-income populations. Executive Order 12898 applies to a wider population than Title VI, which does not cover low-income non-minority populations. (DOT, 2008)

In addition, the Dymally-Alatorre Bilingual Services Act declared that a free and democratic society depended “on the right and ability of its citizens and residents to communicate with their government and the right and ability of the government to communicate with them” (California Government Code § 7290 et seq.) At the time of this pronouncement, it was found that that a substantial number of people living, working, and paying taxes cannot communicate with state and local government employees because of their inability to communicate in English. Consequently, people’s participation in the democratic process and dialogue was significantly diminished.

The unintended consequence of this lack of two-way communication between citizens and state and local employees due to language barrier issues is the denial of rights and benefits to which they are entitled. These benefits include public transportation.

Launching the new SPRINTER line train service in North County affected a large percentage of Hispanic residents and other minority and low-income populations. By meeting the goals of this grant, North County Transit District reduces the gap in communication and involvement with those residents, in particular those that do not meet English proficiency guidelines. Close to half of all transit users in North County belong to Hispanic households, and this project served this segment of the ridership.

North County Transit District

NCTD moves more than 12 million passengers annually by providing public transportation for North San Diego County. The family of transit services includes the BREEZE bus system, the COASTER commuter rail service, LIFT paratransit, and the new SPRINTER light rail line.

Originally the North San Diego County Transit Development Board, now North County Transit District (NCTD), was created by California Senate Bill 802 on September 20, 1975. The Board was created to plan, construct and operate, directly, or through a contractor, public transit systems in its area of jurisdiction. On January 1, 2003, a new state law was enacted (SB 1703) that essentially transferred future transit planning, programming, development and construction to SANDAG, San Diego's Regional Planning Agency.

NCTD's geographical service area encompasses 1,020 square miles of north San Diego County extending from Del Mar in the South, northeasterly to Escondido, north to the Riverside County line and west to the Orange County line. The area includes the unincorporated communities of Fallbrook and Ramona as well as the Camp Pendleton Marine Corp Base. Other cities in the service area include Solana Beach, Encinitas, Carlsbad, Oceanside, Vista, and San Marcos. The total population of the NCTD service area is 843,000 people.



Definitions

For the purpose of this grant, the following definitions will be used:

Adverse Effect - The totality of significant individual or cumulative human health or environmental effects, including interrelated social and economic effects, which may include, but are not limited to: bodily impairment, infirmity, illness, or death; air, noise, and water pollution and soil contamination; destruction or disruption of man-made or natural resources; destruction or diminution of aesthetic values; destruction or disruption of community cohesion or a community's economic vitality; destruction or disruption of the availability of public and private facilities and services; vibration; adverse employment effects; displacement of persons, businesses, farms, or non-profit organizations; increased traffic congestion, isolation, exclusion or separation of individuals within a given community or from the broader community; and the denial of, reduction in, or significant delay in the receipt of benefits of Department of Transportation (DOT) programs, policies, or activities.

Community - Community residents, community-based organizations, business and industry, tribal governments and legislators.

Discrimination - Refers to any act or inaction, whether program or activity of a Federal aid recipient, disparate treatment, disparate impact, or perpetuating based on race, color, or national origin.

Education - Formal transmittal of basic knowledge.

Environmental Justice - The right to a safe, healthy, productive, and sustainable environment for all, where "environment" is considered in its totality to include the ecological (biological), physical (natural and built), social, political, aesthetic, and economic environments. Environmental justice refers to the conditions in which such a right can be freely exercised, whereby individual and group identities, needs, and dignities are preserved, fulfilled, and respected in a way that provides for self-actualization and personal and community empowerment. This term acknowledges environmental "injustice" as the past and present state of affairs and expresses the socio-political objectives needed to address them.

Environmental Justice Activity - Means an action taken by DOT, Federal Transit Administration (FTA), or a recipient or sub-recipient of FTA funding to identify and address adverse and disproportionate effects of its policies, programs, or activities on minority and/or low-income populations, consistent with Executive Order 12898 and the DOT Order 5610.2 on Environmental Justice.

Hispanic - A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race or language spoken.

Low-Income - A person whose household income (or, in the case of a community or group, whose median household income) is at or below the U.S. Department of Health and Human Services poverty guidelines.

Low-income Population - Persons of low-income status. This status is based on U.S. Bureau of the Census definitions of individuals living below the poverty line, as defined by a statistical threshold that considers family size and income. For 2007, the poverty line threshold for a family unit of four individuals was \$21,203 (U.S. Census Bureau, 2007). In this report, low-income population is defined as consisting of any census tract located within a 5 mile radius of SPRINTER station that has a proportion of low-income population that is greater than the respective state average.

Minority - A minority or subordinate group is a sociological group that does not constitute a politically dominant voting majority of the total population of a given society. A sociological minority is not necessarily a numerical minority — it may include any group that is subnormal with respect to a dominant group in terms of social status, education, employment, wealth and political power. To avoid confusion, some writers prefer the terms "subordinate group" and "dominant group" rather than "minority" and "majority", respectively. In socioeconomics, the term "minority" typically refers to a socially subordination ethnic group (understood in terms of language, nationality, religion and/or culture). Other minority groups include people with disabilities, "economic minorities" (working poor or unemployed), "age minorities" (who are younger or older than a typical working age) and sexual minorities.

Outreach - Reaching out and actively engaging decision makers, resource managers, transit users, information dissemination outlets, city staff, NCTD staff, and other stakeholders.

Predominantly Minority Area - Means a geographic area, such as a neighborhood, Census tract, or traffic analysis zone, where the proportion of minority persons residing in that area exceeds the average proportion of minority persons in the recipient's service area.

Substantial number of non-English-speaking people - As used in Sections 7292 and 7295.2 of the DOT guidelines, a "substantial number of non-English-speaking people" are members of a group who either do not speak English, or who are unable to effectively communicate in English because it is not their native language, and who comprise 5 percent or more of the people served by any local office or facility of a state agency.

Frequently Used Abbreviations

ADA – American with Disabilities Act

APTA – American Public Transportation Association

DOT – Department of Transportation

ELAC – English Learner Advisory Committee

FTA – Federal Transit Authority

FHWA – Federal Highway Administration

HOC – Hispanic Outreach Representative

ELP – English Limited Proficiency

NCTD – North County Transit District

PTA – Parent -Teacher Association

ROP – Regional Occupational Program

SES – Socio-economic Status

SOV – Single Occupancy Vehicle

SR – State Route

TVM – Ticket Vending Machine

Environmental Justice and *GoCalifornia*

There are three fundamental principles at the core of environmental justice as expressed in the Federal Highway Administration's (FHWA) Transportation & Environmental Justice Case Studies publication and the FHWA Environmental Justice Website:

1. To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations.
2. To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process.
3. To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

GoCalifornia is a plan designed to decrease congestion, improve travel times, and improve safety. It has been incorporated in Governor Schwarzenegger's Strategic Growth Plan for the state of California. Following these guidelines, by raising SPRINTER ridership in North County through involvement and education efforts, NCTD furthers the following plan objectives: (1) reduce SOV; (2) foster neighborhoods; and (3) increase resource efficiency; (4) reduce traffic congestion; (5) improve air quality. By reaching the objectives of the grant, California will see a more prosperous economy, improving the quality of environment, and equity for all people.

About the New SPRINTER Light Rail Service

The SPRINTER is a new rail service being introduced by North County Transit District (NCTD) to the State Route (SR) 78 corridor located in North San Diego County, which is the main link between the major Interstate 5 and 15 Highway, passing through the major communities in North County.

The SPRINTER links Escondido and Oceanside, via a 22-mile rail corridor traveling through San Marcos and Vista. The service is managed by NCTD and operated by a contractor.

Service began on March 9, 2008. The multiple unit train sets are capable of carrying up to 452 passengers (272 seated). Service is planned seven days a week between 4 am and 9:30 pm. The end-to-end running time is 53 minutes.

The project originated with a 1981 joint study conducted by NCTD and the County of San Diego for the light rail project in the corridor. A 1986 study of alternatives to alleviate congestion on the SR78 regional connection followed. The rail corridor was purchased in 1992 and by 2003 federal funding was secured for the upgrading of the track and the purchase of the new diesel multiple unit (DMU) trains.



A number of ridership estimates have been made in planning SPRINTER service. The most recent SANDAG forecast (2007) estimated daily ridership at 11,553 passenger trips. The existing five SPRINTER corridor bus transit routes carried 10,948 daily riders in a 2005 sample.

The SPRINTER rail corridor presents a significant opportunity to widen the usage of transit in North San Diego County. Ideally, transit usage should be increased from both sections of the population already more inclined towards transit usage and new riders attracted from car usage to transit in response to this new regional transit alternative.

Recruitment

NCTD's Board approved the creation of a new Hispanic Outreach Coordinator position to fulfill the terms of the grant. The coordinator prepared a Board item and the approval was granted on November 15, 2007. Human Resources staff at NCTD conducted recruitment efforts to allow for a fast screening and hiring of a suitable candidate.

Appointing the right person with the right attributes and blend of skills is very important. Outreach work requires a very wide range of practical and interpersonal skills. Staff needs to be able to conduct local research; to identify local networks; to contact and negotiate with a range of different agencies, groups, and individuals; to interact with and listen to people and identify their concerns and needs; to set up and coordinate meetings; to locate and negotiate use of premises. In performing these and other tasks, the staff needs to have cultural sensitivity, respect for others and the host communities; the ability to adapt to different groups and different situations and to react to widely differing wants and needs (Adapted from NIACE, 2008).

Project Goals and Objectives

NCTD acknowledges the importance of involving all stakeholders in improving the efficiency of public resources. Involvement is a two-way street. To address communication gaps among the District and all stakeholders, with particular emphasis in members of the Hispanic community, NCTD created the position of Hispanic Outreach Coordinator (HOC).

The scope of work included conducting outreach activities leading up to revenue service; during launch for the new light-rail service; and after SPRINTER start up.

The responsibilities of the new HOC were to:

1. Meet with Hispanic community organizations along SPRINTER light rail corridor in Oceanside, Vista, San Marcos, County of San Diego, and Escondido to present information seminars to interested groups in the Hispanic community.
2. Attend NCTD Planning Department and other outside education events with planning and outreach staff, specifically at back to school events in the fall and adult ROP programs where students learn English and welcome presentations concerning transportation alternatives in the community.
3. Work with marketing staff to insure correct marketing message is translated to Hispanic audience in printed and collateral materials.
4. Involve Hispanic businesses in promotions involving the SPRINTER.
5. Conduct classes for Hispanic volunteers to coordinate SPRINTER transit center information outreach pre-opening, grand opening, and post-opening.
6. Conduct outreach efforts at existing bus transit centers pre-SPRINTER opening with the purpose of converting existing bus passengers in the corridor into SPRINTER riders.
7. Conduct outreach efforts at new SPRINTER stations after the SPRINTER opening and help passengers navigate the new light rail system with its new bus connections.
8. Contact major Spanish language television stations; appropriate Spanish language radio stations, important Spanish language newspapers in the San Diego market to suggest media coverage of the SPRINTER.
9. Represent NCTD at media events leading up to the SPRINTER including pre-opening free ride events, neighborhood get-acquainted events, grand opening festivities, post-opening events.

One step in the process of improving two-way communication was to build and nurture existing stakeholder relationships by establishing systems that allow the district to survey riders and receive feedback, thus raising the level for public discourse.

The project's goals and objectives identified the desired target group as "Hispanic communities." The challenge with identifying a target group in this manner is the fact that among the Hispanic community there is a microcosm of cultural and sociological differences, including but not limited to time living in the United States, literacy level, socio-economic status (SES), and Spanish-language vocabulary differences depending on country and even region of origin within that country.

The HOC split this category into subdivisions, as the only common denominator for Hispanic community is the self-identification by individuals as belonging to a group with roots from a Latin-American country, and, to an extent, the knowledge and use of the Spanish language.

This grant is a complement to the Governor's Strategic Growth Plan for transportation to reduce congestion below today's levels while accommodating future transportation needs from growth in the population and the economy.

Understanding Our Demographics

In San Diego county, one in two foreign born residents came from Mexico (U.S. Census Quick Facts, 2000). In North County, however, 84% of the foreign born population's national origin is Mexican.

Citizenship status of Hispanic residents is a combination of third generation Hispanic, new Americans (defined as people who received their citizenship within the last 10 years), legal residents, and undocumented workers who either overstayed their visas or who came across the border without authorization. On average, one in three residents in North County belongs to Hispanic households.

Most immigrants in California, like most non-immigrants, travel by car. However, a disproportionate share of immigrants—particularly those new to the U.S.—rely on public transit. This trend, coupled with high rates of immigration, has fueled a 19 percent increase in the number of transit commuters in the state since 1980. Without immigrants, the number of transit commuters in California would be at most half of what it is today (Blumenberg, 2007).

However, the increase in transit commuters has not kept pace with the growth in the California population. Similarly, the increase in immigrant transit commuters, while significant, has not kept pace with the growth in the foreign-born population. Consequently, immigrants are less reliant on public transit than they were in previous decades – 11 percent in 1980 compared to 8 percent in 2000. The decline in transit use among immigrants can be explained by two trends: (1) the rapid assimilation to auto use with years in the U.S. and (2) the decline in public transit service. Low-income adults are much more likely to work nonstandard hours (outside the nine-to-five workday), than are workers in the population at large. Transit schedules, however, are generally configured around standard work schedules (Blumenberg, et. al., 2003).

Despite these trends, transit commuters are disproportionately immigrants. Forty-seven percent of all transit commuters in the state are foreign-born (Handy et. al., 2006). This percentage is identical to the numbers reported by the market analysis report, except that this number corresponds to the percentage of transit users of Hispanic origin (for a total of 83,301), and most are recent immigrants from Mexico (NCTD, 2003).

Given the large growth expected for Hispanic Americans in the SPRINTER station catchments (defined as the distance within the potential users' residence and nearest SPRINTER station in ¼ mile increases), and their already dominant position in transit usage, this group represents the greatest potential source of growth for the SPRINTER service, both in the near and long term.

Establishing a strategic position for the SPRINTER as a reliable and convenient transportation option within the Hispanic market from the start will allow the service to run at its most efficient mode in the short and long term.

Low-income households (annual income under \$21,203) in 2007 represented a significant proportion of total households (25%) within a one mile catchment of stations (NCTD, 2007).

The research with regards to Mexican immigrant travel indicates that the disadvantages to transit include the transit fare costs of traveling with children, difficulty traveling with packages, lack of safe and comfortable shelters, perception of lack of safety on buses, long waits, and limited schedules and routes. Unreliability and limited service hours are of particular concern for immigrants using transit to get to work. Women in particular are concerned with safety at stations, treatment by bus drivers and passengers, and inability to communicate in English (Haynes et. al., 2006).

The Hispanic American population already provides 45% of existing SPRINTER corridor ridership. This group is expected to grow by 60% through to 2030, providing a potentially enormous source of additional SPRINTER ridership.

The SPRINTER market assessment states that many of the concerns of Hispanic transit users will be mitigated through the light train service. Thus, addressing these concerns with facts about the new train service during presentations, at resource fairs, and other means to talk to the public has the potential to switch individuals from car drivers to SPRINTER customers.

Developing the Outreach and Marketing Plan

Identifying Best Practices in Outreach to Minority Ethnic and Race groups

A review of the literature was conducted. UCLA's Department of Urban Planning and Transportation and Los Angeles' MTA's library were particularly useful in locating information relevant to this project. In the following paragraphs, some of these approaches are discussed as they were utilized in the process. Given the characteristics of each subgroup, these tactics were adapted to meet the communication needs and goals of each individual situation according to type of organization, meeting and/or setting.

A summary of the findings is listed:

1. Use people from the area
2. Look for clues that people cannot read English
3. Provide food at presentations
4. Be aware that public meetings may not be part of the culture, and that government agencies might be perceived with distrust or have negative connotations
5. Explore websites, national publications, and local newspapers
6. Talk to local officials and community insiders
7. Form alliances with existing organizations
8. Attend scheduled and special events
9. Visit Laundromats, grocery stores, in particular those who accept Food Stamps, and discount stores
10. Use word of mouth, radio, television, and newspapers



11. Involve school students
12. Use interpreters and translated materials
13. Incorporate color, symbols, and pictures
14. Use photographs, 3D animations, and videos
15. Offer free childcare
16. Be flexible with schedules
17. Start presentations later than expected
18. Use large print
19. Use community calendars
20. Work with neighborhood groups
21. If sufficient bilingual staff is unavailable, contract a local interpreting agency
22. Reserve time for one-on-one conversations
23. Confidentiality and right-to-privacy issues must be taken into consideration

In addition to documenting best practices in outreach activities, further research was conducted with the purpose of identifying transportation patterns in the Hispanic community according to age, occupation, socio-economic status (SES), among other variables.

Creating the Outreach Plan

After a careful review of the literature and market and demographic information about communities impacted by the SPRINTER, a meeting with representatives from several areas of the marketing and communications department was scheduled. The meeting included the Customer Service Supervisor, the American with Disabilities Act



Administrator, the Community Outreach Coordinator, and the Marketing Manager. The meeting was intended to gather information about activities already being conducted by these departments and, in particular, to learn about past and current efforts to educate the Hispanic community about public transit and NCTD services.

This meeting served to identify and avoid redundancies in the adopted strategies and identify available resources, marketing materials, clarify protocol, and establish timelines. In addition, this session resulted in very helpful feedback, including information about resources available within the community, potential partners for the promotion of the light rail service, limited but useful regional databases, including one with the listing of schools most affected by the new SPRINTER service, and local leaders that might provide helpful assistance throughout this effort.



SPRINTER Ambassadors

In coordination with the Customer Service Supervisor, a campaign to recruit Spanish-speaking Ambassadors for SPRINTER stations was outlined. NCTD partnered with several nonprofit organizations, colleges, and community centers to recruit bilingual Ambassadors. Several offered some sort of school credit for participating; other institutions used the opportunity to volunteer with NCTD as a job training tool, since effective communication with the public is always a desirable skill. Another important source of bilingual volunteers was the staff at NCTD.

Marketing

The grant required working with staff from the marketing department to ensure correct marketing message is translated to Hispanic audiences in printed and collateral materials. In collaboration with marketing staff, all print and other promotional materials were analyzed to detect any communication voids or needs which could be addressed prior to the opening of the SPRINTER. The marketing campaign placed ads regarding the opening of the service in the mainstream newspapers such as the

Union Tribune and North County Times, but had not extended the promotion to Spanish-language newspapers even though a significant share of its ridership has limited English skills.

The use of free weekly newspapers for information, news, and services is significant within the Hispanic community in North County, as there is no daily Spanish newspaper in the county. The Union Tribune distributes the Spanish weekly *Enlace* by regions and is distributed in households by subscription (free of charge). All Spanish newspapers are distributed at businesses catering to Hispanic residents, colleges served by the SPRINTER corridor, grocery chains, and a good number of liquor and grocery stores in low-income Hispanic communities, Mexican food restaurants, transit centers, and SPRINTER stations.



Placing ads in Spanish newspapers to announce the opening day of the service was a good strategy for the following reasons: It opened the door for further partnerships with newspaper reporters and editors and enhanced coverage. Positioning the SPRINTER in Spanish media also allows the district to connect more closely with Hispanic residents since the limited exposure to English ads by Spanish-speaking residents is less than ideal.

English-speaking newspapers available in North County such as the North County Times and the San Diego Union Tribune dedicate very few lines on their reports to issues that matter to Hispanic households, such as economic and cultural news from Latin-American countries. Thus, Spanish-speaking newscasts on the Univision and Telemundo local stations have taken over much of this market.

Overall, the closer the connection between NCTD and the Hispanic community at the start up point of the SPRINTER, the more natural the use of the service will be within the community. Ridership goals set for the light train in the short and long terms will be achieved much sooner.

Publicity

To this end, the next step was to assess whether or not a mirror Spanish publicity campaign based on the English one would entice the Hispanic population. With the participation of the marketing staff, a second set of art work was developed, this time displaying the SPRINTER in a more prominent way, and portraying members of the Hispanic community as satisfied users of the light train. These images

conveyed the idea of the SPRINTER as a family-friendly environment, and an easy and convenient service for college students, families, and senior citizens.

Three sets of posters were printed out in full color. Field work was conducted to evaluate the effectiveness of SPRINTER available ads, posters, brochures, and other informational materials. Feedback was requested at Palomar College and at one Mobile Consulate scheduled in North County by the Mexican Consulate in San Diego. These locations were chosen because large numbers of Hispanics attend ESL, citizenship, General Education Diploma and junior college classes. The Consulate provides services to Mexican nationals such as issuing official copies of documents including IDs, passports, birth certificates, and marriage licenses. Large numbers of people participate at these mobile consulate days and all age groups are well represented. 84% of the population in North County has a Mexican heritage or are recent immigrants from Mexico (SANDAG, 2008).

Requesting feedback at Palomar College also provided diversity of opinion. This approach made sense since most TV programs and newscasts at the local stations are aimed at this segment of the market and even residents from countries other than Mexico are used to Mexican Spanish in publicity and media campaigns.

After poster sized prints of both versions of publicity were produced, feedback was requested in the following manner: The HOC requested the participation of individuals based on gender (male, female) and age group (college student, adult, senior 65+). Age was self-reported.

After requesting their participation in the study, the HOC showed the ads side by side, and an assistant was recording the order of their preferences. A digital voice recorder was used to capture the opinions of those surveyed for a more spontaneous dialogue after the survey. People were asked to list the posters in the order of their individual preference, first in general and then by language. A spreadsheet was used to record their feedback. This process was repeated with about 40 individuals, with equal representation of gender and approximate age group.



People's answers were tallied and counted. The results demonstrated very low cultural relevance in the Spanish language for the name SPRINTER. People had difficulty reading the word and pronouncing it out loud. The Spanish translation for SPRINTER is velocista, but this name did not translate well in marketing materials with Spanish-speaking public transit users. One of the marketing materials featured a pair of running shoes with NCTD's colors, royal blue and teal, and a second one featured a stork carrying a train with the caption "We are expecting." This last ad featured a picture of the train, which made it easy to identify with the theme of transportation. When people looked at the first ad, however, a significant majority stated they liked the visuals of the ad, but they didn't know what it was about. When pushed about the name of the SPRINTER and what it referred to, there was no recall. This study took place in early February, 2008, about a month prior to the opening of the SPRINTER. About 90% of these individuals, however, knew about the new "trenecito" (little train) that was about to open. This pattern appeared over and over again during pre-opening presentations and other public events even after service began.

According to a study by the Pew Hispanic Research Center, only about 23% of adult first-generation Hispanics report being fluent in English (2006). Census figures state that over one-third of the Hispanic population in North County was foreign born. Hispanics comprise 45% of all public transit riders in North County, so a targeted effort involving and educating the Hispanic community in Spanish on the SPRINTER line is important.

Challenges

Promoting the SPRINTER before opening and after the service began entailed listening to the concerns of Hispanic users regardless of whether or not they already used public transit. In addition, it required asking for and listening to feedback at resource and education fairs and during presentations, and during face-to-face conversations with members of the public. The communication plan identified some negative factors that needed to be dealt with right away and minimize their impact or face reductions in the number of riders. During the presentations and outreach efforts, a few issues started to arise. NCTD needed to address them promptly.

Hispanic Immigrant Community in North County

A common issue during presentations was the concern for immigration raids and the presence of the border patrol agents and their vehicles near bus stops and SPRINTER stations, including the Escondido, Vista, and Oceanside Transit Centers. The concern was so great that after the SPRINTER opened, leaders, teachers, and presentation organizers asked the HOC to speak about this matter even if individuals present did not raise the issue, in addition to information about the SPRINTER, changes to bus routes, and railroad safety.

Per figures of the Pew Hispanic Center research center, potentially one in three North County Hispanic residents could be undocumented. Chances are, that even if several members of the family are legal residents or citizens, they have somebody within their family milieu who is undocumented or in the process of regularizing their residency status. Therefore, there is a strong fear of having their families separated by immigration raids and many prefer to ride in a car with someone else or simply avoid public places other than their kids' school, grocery stores, and workplace.

For these residents, their mobility preferences might be strongly conditioned by fear and misinformation, like in the case of Hispanic residents who believe there are immigration raids taking place inside SPRINTER trains. Another common concern was the belief that all passengers need a valid ID to ride (the way it happens with Amtrak service, which requires a valid ID, such as a drivers' license, to ride), which might condition them into using "safer" alternative transportation options.

Concerns included rumors by members of the Hispanic community of possible raids on NCTD facilities by U.S. Border Patrol in the area. In addition, several local cities have been in discussions to limit street parking and regulate rental housing requiring landlords to verify immigration status as part of the requirements. The perception among Hispanic residents is that these policies are aimed at them.

These policies have been heavily covered by the news and social justice groups nationwide. It's possible that there will be a reduction of Hispanic immigration to North County as a result, reducing the number

of potential SPRINTER riders. It's still too early to say this is the case, but national trends support these assumptions (Frontera NorteSur, 2008).

Media reports, talk show commentators, and community groups have objected to hiring of illegal immigrants and have aggressively pursued those individuals who do. Local ordinances have also been put in place requiring employers who hire day laborers to register with the city, under penalty of fines. In addition, the lack of construction jobs and house improvement projects (the types of work where Hispanics are overrepresented) in North County might further influence housing and transportation choices.

These factors might encourage residents in low-income communities (a significant share of potential SPRINTER ridership) to move to locations deemed "friendlier" to immigrants of Hispanic descent.

For the Hispanic community, these are very relevant concerns. In response to this challenge, the HOC created a list of "talking points," which reinforced knowing and spreading facts over hearsay. These talking points addressed their safety concerns by talking about security cameras at stations, trains, and parking lots; telling the public that the only requisite to ride the SPRINTER is to have the proper ticket and be ready to show it when requested; to calm down fears of immigration raids by sharing facts about the presence of immigration and border patrol officials at stations or bus stops and to restate the neutrality of NCTD in the matter; by showing members of the community how to use ticket vending machines during presentations, and allow for clarifications at the end.

These talking points were used at resource fairs and during one-on-one interactions with the public at transit centers. If contact with a prospect transit user is expected, it is important to deliver answers to the most commonly asked questions without being prompted. If members of the community do not trust the NCTD representative, they will not be candid about their particular concerns and opinion on the service.

Community Database and Contact Information

Another challenge was the lack of a comprehensive database of community organizations, local community leaders, calendars, magazines, and other important sources of information. Grassroots organizations led by Hispanics tend to be behind in the adoption of technology. As a consequence, many times these organizations cannot be found via internet search engines, phone books, or city directories.

The only way to reach these organizations is to ask the right people, and finding the right people entails a bit of detective work. This process is time consuming but effective. Engaging in conversations with community outreach representatives from each city, police officers, church leaders, and nonprofit legal services agencies proved to be a helpful tactic.

Word-of-mouth is a great way to transmit information in the Hispanic community. During presentations, the HOC emphasized the benefits of these free presentations and then told attendees they could help

promote this effort with their neighborhood groups, youth groups, church groups, schools, parent meetings, etc. Contact information including e-mail address and direct phone number were given at the end of each presentation. Several presentations were scheduled as a result of this tactic.

Some issues are beyond the reach of this grant, but they need to be evaluated and improved when it is possible to do so. For instance, members of the community do not feel comfortable riding public transit due to the lengthy trips and inefficient transfers. This is prevalent regardless of mode of transportation.

Transit resources for transit users available in Spanish are sorely underfunded and inefficient. These include San Diego County's 511 service and customer service representatives who are fluent enough in Spanish to answer the questions from potential riders and help them navigate the system. Ideally, there should always be one Spanish-speaking person to help riders and address their concerns.

The HOC personally tested the efficiency of the Spanish 511 service over the phone and over the internet, which ideally would be the most efficient ways to find out information about public transit. However, there are some problems with the system including the lack of knowledgeable bilingual personnel during regular service hours and an automated 511 service that does not recognize commands in Spanish, causing significant delays and frustration among those who might attempt to use the system. Therefore, to a shortage of bilingual customer service representatives, we add the inconvenience of an automated phone service that does not provide the promised assistance.

One way to deal with this challenge is to actively promote NCTD services via the HOC. The HOC can explain the riders guide and answer questions on the spot, and clarify the differences between services, fares, and routes. Another way is to hire bilingual customer service representatives when existing representatives retire or quit.



Another challenge was to reach out to illiterate Hispanics. A large majority of immigrant Hispanics work in the agriculture and construction industries and their literacy levels are below elementary school level, many barely able to write their names on paper. Due to the complexity of reading and understanding the riders guides, it would be nice to have Spanish-speaking customer service representatives available via phone at all times to assist this group. Showing them the maps, timetables, destination guide at the end of the riders guides to show them how to find the right

bus was part of the discussion at the end of each presentation and sometimes during resource fairs when a particular person was truly interested in trying out the service. Reaching out to these potential users is an arduous endeavor and NCTD's resources aimed at this group are limited. Presentations at ROP programs were an efficient way to provide illiterate residents with information, but booking them is a slow process and efforts are limited to those who take the initiative to enroll in adult education programs.

Some regularly scheduled community meetings are another great resource because if the HOC representative is there at every meeting, the public learns to trust them and then it is easy to ask questions related to the service and get help planning the service.

Another strategy that delivered the best results was to partner with nonprofit organizations serving the farm worker and migrant communities and give presentations aided by visuals at all their meetings and public events. The points highlighted in the previous paragraph also apply in this situation.

In conclusion, these presentations were another way to gather more contact information and resources available to meet the grant's goals. The HOC asked leaders if there were any individuals she should talk to because of their special standing in the community, contact or involvement with other neighborhood groups, or because they are part of another group of interest for the promotion of the SPRINTER and public transit.

Outreach Activities

Framework

Stakeholders – The grant specifically addresses the need to communicate, educate, and involve the Hispanic community during the planning of the line and after the SPRINTER begins offering service. Until recently, marketing firms, government agencies, media outlets, and service organizations failed to acknowledge and address the issue of diversity within the Hispanic community. The English language is not in itself the only factor to consider when promoting a good or service. In order to fully serve these populations, efforts need to consider and tailor their efforts in a way that encompasses the many nuances that identify them as members of different communities by generation, SOS, country of birth, level of literacy, and other factors. In the past, failure to do this would have caused the alienation of large numbers of people.

In order to integrate, in community outreach activities, considerations expressed in the DOT Order on Environmental Justice, and the DOT LEP Guidance, recipients and sub-recipients should seek out and consider the viewpoints of minority, low-income, and LEP populations in the course of conducting public outreach and involvement activities. An agency’s public participation strategy shall offer early and continuous opportunities for the public to be involved in the identification of social, economic, and environmental impacts of proposed transportation decisions.



Another important issue to consider is a vast majority of recent immigrants and Spanish-speaking residents in North County work in the service industry and might hold up to three full time jobs to make ends meet. Gathering these workers for a meeting during regular working hours might be unfeasible. In addition, these occupations have early morning or late evening shifts, and therefore the SPRINTER might not be able to accommodate those schedules. A better approach is to reach them through other members of their family, such as middle- or high-school students or stay-at-home mothers.

Therefore, language was only one of many factors considered when breaking down the list of stakeholders. This list required individualized attention and varied modes of communication and delivery. In addition, there were extra categories created for public transit users, occasional users, and potential users.

Partnerships

The SPRINTER light rail corridor covers a total of 22 miles and provides service to four cities: Escondido, San Marcos, Vista, and Oceanside. Providing information about the new service in communities affected entailed looking for partners in these efforts. Stakeholders had been identified by age, gender, and to a large extent, by occupation. Each of these stakeholder groups was then broken down to smaller pieces in order to better tailor the message and find the right medium to transmit it.

Families and single individuals alike are constantly in the move, and that is why is difficult to engage them in one-on-one conversations about public transit. It is always simpler to piggy-back information on public transit when parents, students or professionals get together to learn about resources in the community, at parent-teacher association meetings, at resource fairs, or events sponsored by cities or local nonprofit organizations.

The following paragraphs describe education and involvement efforts conducted through local community groups, and city organizations.

Resource Fairs – By far the best venue to reach a large number of individuals. Allowing individuals to speak in their native language about transit services while the HOR is preparing paper trains or giving away balloons to children was a good way to connect with the community. Common doubts about public transportation are resolved on site, and helpful printed information is given away depending on level of experience with the SPRINTER and other transit options. One of the minuses is that there are lots of people interested in talking about public transit and only one person available to answer their questions. A major plus was to have someone who looks and talks like a native Hispanic, since that creates automatic sense of kinship. In these situations, feedback and concerns are aired more spontaneously, as well as personal experiences on public transit (mostly the bus service) which otherwise the district wouldn't know about.

It is hard for someone with low SES and literacy level to open up and share their opinion on public transit for fear of offending someone or simply because the person represents a governmental agency. Given the bad experiences of recent immigrants with authority and government organizations including abuse of power, indifference, and mistreatment, it is not rare to find that recent immigrants of Hispanic descent do not feel comfortable interacting with representatives of such entities. A nonthreatening appearance is really important if feedback is sought out.

At a couple of resource fairs where volunteers were available, the female HOC was always more successful approaching people to offer information about the SPRINTER service than her male counterparts. This was true with females and males. Also, the age of the HOC was similar to many families in North County, which help to find common interests and initiate small conversation that would lead to information about their specific transportation needs.

Chambers of Commerce – Hispanic business owners are underrepresented in North County. However, a couple of organizations were especially helpful throughout the launching of the service: the Vista Chamber of Commerce Hispanic division and Comerciantes Latinos Asociados, with chapters in the coastal communities of Oceanside and Vista, and an inland chapter including the cities of San Marcos and Escondido.

Faith-based Organizations – Churches, nonprofit faith-based organizations participated in the efforts to promote the SPRINTER, but their participation was much lower than expected and desired. Despite having church leaders voicing their support for greener transportation alternatives and safety, at times it felt government and other organizations have used and abused these venues to promote an array of services and initiatives. Therefore, at Church meetings, there are two or three secular groups giving presentations to the community.

Nationally, there has been a tendency among church leaders to refocus community meetings to more religious purposes rather than support secular activities or other non-Church related matters. As a result, agendas reflect a shorter amount of time dedicated to external issues (such as the SPRINTER). With a high number of organizations seeking to reach out to parishioners with less time available to do so, it has become more difficult to schedule presentations at those outlets.

Education Department - The City of San Diego’s office for Migrant Education was a great resource in reaching to the desired target population. The Migrant Education program has several initiatives that meet the needs of temporary workers and family members. These initiatives, combined, provide a great network of services and resources. A vast majority of migrant workers are of Hispanic descent working in the agricultural industry. Their employment is seasonal and they go to different places throughout the year, where their services are needed. Construction workers also have a high participation level in these programs.

Several events and meetings intended for migrant workers are recurring. Childcare and food is provided free of charge, which is one of the principal points identified as best practice. In the Hispanic culture, childcare is cited as one of the main reasons for not attending local meetings that pertain to the future and well-being of community and family. To increase participation at meetings, conferences, and workshops, lunch or dinner and childcare are provided. For many participants, this is the most important meal of the day and not only entices them to participate but also it saves them time at home after the meeting.

Media

Due to limited timelines, the strategic communication plan prioritized goals. Then, a list of strategies was developed to make sure all efforts were conducted in accordance to goals and priorities. Tactics and supporting materials were then developed with the assistance of the marketing and communications director, customer service manager, and ADA office representatives to address the communication needs of the Hispanic community in North County through a variety of perspectives. Several target groups

were identified, and their communication needs assessed. Electronic, print, and face-to-face interactions were identified as most desirable and within budget constraints.

Media lists were compiled and verified for accuracy, since contact persons and editors frequently change. Pricing information for print media was requested and those numbers were then compared to circulation numbers in North County. Those with the highest impact in the area of North County were selected for a limited run of SPRINTER ads.

The marketing department placed ads in Spanish publications serving second language populations to increase comfort levels regarding access to information in a native language, familiarize Spanish-speaking residents with the SPRINTER and other NCTD services, and to provide other service-related announcements. The focus was to disseminate printed information in Spanish newspapers that served the Hispanic communities in North County. As mentioned before, all of these publications were weekly and free to the public and were available in newsstands near transit centers, colleges, adult learning centers, small grocery stores, malls, and government and city buildings. It was common to observe an adult Hispanic passenger on the bus reading several of these publications back to back during a single trip and then give them to the person sitting next to them.

News releases were submitted periodically to newspaper editors about the opening of the SPRINTER service. Reporters were invited to ride the train and interview some of the riders to request their feedback on the new service. Several stories ran on print (see Appendix A).

Another medium to promote the SPRINTER included giveaways to use in resource fairs and community events and during presentations at nonprofit, business, and city events. Giveaways are meant to increase retention of information, keep information at the fingertips of those who get them, and remind people about services available. Some samples are enclosed in Appendix A.

The most successful giveaway, a scaled down version on paper of a SPRINTER train, was a key element at presentations and events. These paper trains were so coveted by adults and children alike that it attracted the public to the NCTD/SPRINTER booth

wherever it was located. The paper train, besides promoting the service, also reminded users about railroad safety general rules. This resource gave the HOC valuable time with the potential rider since they require some time to be put together, and some quick facts about the service and where to find



information were delivered at this time. In some cases, Operation Lifesaver collaborated in these efforts so children and adults got the opportunity to learn about railroad safety from certified experts.

There were two versions of these trains, one for children which outlined information for pedestrians crossing the tracks and featured children looking out the SPRINTER windows, and an adult version, which emphasized the importance of safe driving behavior near railroad tracks. The San Diego regional transit number and website were listed and specific instructions about how to access services through these tools were offered when the paper trains were being handed out.

North County Railroad Services and Safety Video

NCTD, in cooperation with the county of San Diego and the Transit Alliance for a Better North County, a nonprofit organization, produced a 30 minute video about railroad safety focused on the SPRINTER, but also applicable to other local railroad services such as the COASTER commuter train, and the trolley system in Downtown San Diego.



The main purpose was to keep people safe by informing the public about the rules that apply to the right of way and preparing residents to make safe decisions at rail grade crossings. This video was relevant to the communities served by the SPRINTER since the new service would change their usual travel patterns.

The SPRINTER, one of the services outlined in the network of trains in North County, was featured prominently.

As part of this effort, the HOC assisted NCTD and KOCT, the producer of the video, to develop a one minute public service announcement in Spanish to serve the Spanish-speaking community. Although funding for a 30 minute version of the video was not available, the one minute PSA will help to prevent rail incidents along the SPRINTER corridor.

Trespassing is a big safety issue among students in the cities served by the SPRINTER, and, since a big percentage belong to Hispanic household, promoting the rail safety message on TV will help parents and students gain awareness on this issue and will promote safer behavior near the SPRINTER tracks.

Transit Outreach Activities

The HOC concentrated her efforts in helping passengers at some of the busiest SPRINTER stations throughout the year including Vista, Escondido, and Oceanside Transit Centers but also at other busy stations including Escondido Avenue, Buena Creek, Rancho del Oro, and Crouch St. These stations have high numbers of bus transfers and pedestrian traffic. Due to the recent changes and reductions in NCTD's

routes and schedules, it was imperative to provide assistance to passengers in learning about and getting information related to these changes.

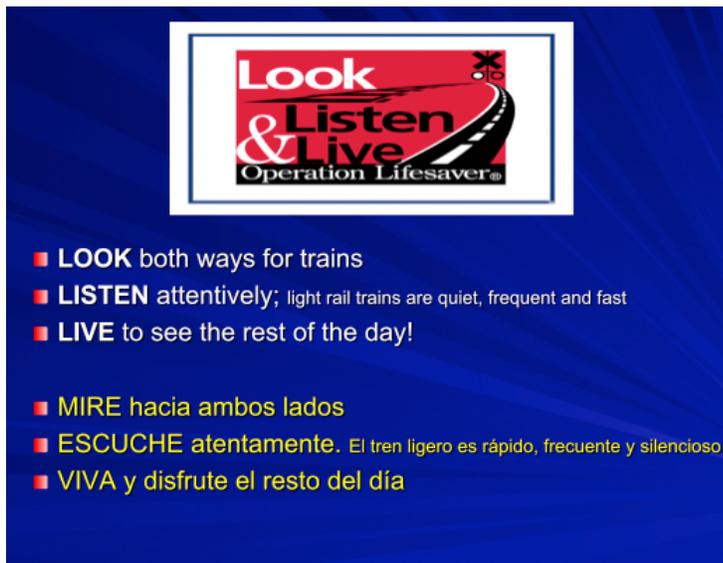
Outreach activities were conducted prior to SPRINTER opening, after opening, and during summer months with particular emphasis at SPRINTER start up weeks, and summer months when families used the SPRINTER to get to the beaches and transfer to the COASTER, Amtrak, and Metrolink services at the West end of the SPRINTER corridor.

The most common issues at these outreach efforts was the lack of understanding about the differences in services offered by the SPRINTER, the COASTER commuter train, Amtrak, and Metrolink trains. Buying tickets was particularly difficult for elderly users, since many of them are wary of using ticket vending machines and, in the case of Oceanside Transit Center, there are three types of TVMs depending on the type of train service needed.

Since there is no simple way to provide information addressing these concerns, having the HOC there to answer questions was a real asset. Talking to a transit-savvy person allowed the user to have a stress free experience, potentially increasing the chances of turning these new users into regular SPRINTER riders in the future.

Operation Lifesaver

A top priority for the District is to ensure safety for all pedestrians, transit users, and drivers along the SPRINTER corridor. To this end, the HOC got certified as a bilingual Operation Lifesaver presenter.



Operation Lifesaver is a non-profit, international continuing public education program first established in 1972 to end collisions, deaths and injuries at places where roadways cross train tracks, and on railroad rights-of-way.

Operation Lifesaver programs are sponsored cooperatively by federal, state, and local government agencies; highway safety organizations, and the nation's railroads. (Operation Lifesaver, 2008).

The Operation Lifesaver certification allowed the HOC to give presentations on railroad safety, along with SPRINTER

information, to all age groups. Training consisted of a presenters workshop conducted at the Metrolink offices in downtown Los Angeles, in which the HOC got familiar with OL goals, messages, statistics,

presenter tools, audience needs, and at the end gave a mock presentation. The certification is granted after a regional coordinator attends an actual presentation by the candidate. If the presentation is deemed acceptable according to the organizations' standards, then the certification is granted.

Back to School Events – NCTD created a database of schools near the SPRINTER corridor. These schools were going to be highly affected by the new service. This list was fundamental in reaching out to residents to inform them about how best benefit from the use of public transit, including the SPRINTER, and also when promoting railroad safety. Activities included distributing riders guides, schedules, fare information, and construction and opening updates as the SPRINTER opening date was approaching.

A good number of high schools have students taking classes at Palomar and MiraCosta colleges, so the benefits of holding a junior monthly pass and subsidies to students in those institutions were heavily promoted at homecoming events and lunch hours.

Community Organizations – There was no comprehensive database available through NCTD or other local business or nonprofit organizations containing information about nonprofit and other service organizations servicing or working with the Hispanic community in North County. The HOC used several sources to create this database and considerable time has been dedicated to the compilation of such list.

After compiling the list, contacting these organizations to promote the SPRINTER service and safety along the corridor was a fairly simple process. Many leaders in the region were excited about this new service, and were interested about promoting it and keeping people safe.

Per the list of best practices in outreach, it is simpler to schedule presentations and talk to the public when piggybacking with other already scheduled events, such as monthly English Learner Advisory Committee meetings, Parent Teacher Association meetings, city special events, resource fairs organized by nonprofit and government and city organizations, and other nonprofit organizations monthly gatherings.

People, including Hispanic families, have very limited time available to attend presentations that do not address a critical matter, such as issues that concern their children or their work. Therefore, creating partnerships with these organizations and adding to their recurring meetings' value by raffling day passes for the SPRINTER and providing printed materials on regional transit and railroad safety was crucial to achieving the goals set.

Evaluation of Outreach Efforts

Following is a summary of goals and an evaluation of their success or failure.

Meet with Hispanic community organizations along SPRINTER light rail corridor in Oceanside, Vista, San Marcos, County of San Diego, and Escondido to present information seminars to interested groups in the Hispanic community.

By all objective measures, this objective was met and exceeded expectations. 96% of schools listed as most affected by the SPRINTER by the market research assessment had informational materials delivered to their parents via mailings and during Spanish presentations given at parent teacher association meetings and ELAC meetings. In addition, students at these locations also received information on the SPRINTER and on railroad safety at assembly presentations.

Community organizations actively participated in SPRINTER promotions. Their support was demonstrated by the willingness of their leadership to organize presentations during scheduled and one-time meetings. Some of the entities engaged included city libraries, Head Start parent groups, community clinics, after-school kids' care programs, migrant education special events, and migrant workers' community meetings.

Attend NCTD Planning Department and other outside education events with planning and outreach staff, specifically at back to school events in the fall and adult ROP programs where students learn English and welcome presentations concerning transportation alternatives in the community.

The HOC participated in all the available back to school events at local colleges during the Spring and Fall. ROP programs saw about 80% participation rate on average. Vista ROP program / Adult school scheduled presentations for each classroom during the Spring. MiraCosta college, covering the area of Oceanside, made individual classroom presentations optional. Participation rate was about 80%.

Escondido's department for Adult Education was the entity with least interest in the promotion of the SPRINTER service. Success rate is about 30% measured by the number of classrooms under English as a Second Language (ESL), citizenship classes, and other classes offered in Spanish. One reason is that only one school location is relatively near to the Escondido Transit Center, so involving residents living further away from the SPRINTER catchment area was better achieved through the San Diego City Library and its Escondido branches and programs.

Palomar College also has a satellite campus in the City of Escondido but it is far away from the SPRINTER stations. In this community, further complications in the planning of presentations arose from the fact that frequent driver license checkpoints are being conducted. The Escondido Transit Center is also a semi-regular center of operations for the Border Patrol Enforcement units.

Work with marketing staff to insure correct marketing message is translated to Hispanic audience in printed and collateral materials.

This goal was achieved 100% percent. Some of the lessons learned through this process allowed the marketing staff to consider and pick a culturally sensitive name for NCTD's new bilingual newsletter. Preparation of updated riders' guides, press releases, riders' alerts, and other promotional copy took much less time. Having the HOC on staff also allowed revisions to copy translated by external translators and, with the marketing director's approval, sometimes the marketing message was adapted to make it more readable.

Involve Hispanic businesses in promotions involving the SPRINTER.

Businesses, either owned by Hispanics or who have high number of Hispanic customers were part of the outreach efforts for a few years already. As the opening date for the SPRINTER approached, the HOC started attending the monthly meetings, updating the business community about SPRINTER line progress, distributing information materials, posters, safety brochures, and promotional materials including SPRINTER adhesive notes and pens.

The HOC gave presentations at these meetings before and after the actual opening, and has kept public transit on the discussion table for a variety of events, resource fairs, sundowners, promotions, and publicity.

Comerciantes Latinos Asociados was of particular assistance as they target the Spanish-speaking business owners in North County area with their Coastal and Escondido chapters. They also have leadership training sessions in which public transit and the SPRINTER in particular are discussed as a great resource and an asset to the community.

Conduct classes for Hispanic volunteers to coordinate SPRINTER transit center information outreach pre-opening, grand opening, and post-opening.

The recruitment and training of volunteers took place without problems. Training in Spanish exclusively was not necessary due to the volunteers' being bilingual. The training sessions were conducted with the rest of the ambassadors. The HOC was one of the ambassadors and worked at several train stops during the SPRINTER's grand opening and post-opening.

Conduct outreach efforts at existing bus transit centers pre-SPRINTER opening with the purpose of converting existing bus passengers in the corridor into SPRINTER riders.

The HOC had very limited time to conduct outreach efforts at existing bus transit centers prior to the SPRINTER opening due to the priorities listed in the communication plan and given the uncertainty about the SPRINTER's opening date. However, during the two weeks following the opening, the HOC and other ambassadors worked at transit centers and other train stops where changes to bus service were more disruptive to inform the passengers about route changes and timetables and help them purchase tickets through the new ticket vending machines (TVM).

Conduct outreach efforts at new SPRINTER stations after the SPRINTER opening and help passengers navigate the new light rail system with its new bus connections.

In addition to community and school event presentations, information booths, commuter day, “Green,” back to school, and other opportunities, the HOC spent a considerable time rotating outreach efforts at three locations where most changes took place and where high numbers of Hispanic residents live: Vista Transit Center, Oceanside Transit Center, and Escondido Transit Center. Because of changes and/or cuts to bus service were felt more deeply at these locations, there were more hours dedicated to provide information to people. SPRINTER schedules, riders guides, brochures on railroad safety were distributed during these efforts. Most stations had SPRINTER ambassadors working in shifts to provide information to transit users. Most stations, however, did not have bilingual ambassadors. The HOC worked in coordination with the Customer Service Manager to provide assistance at stations with high traffic where bilingual assistance was more necessary and coordinated transit outreach efforts accordingly.

Contact major Spanish language television stations; appropriate Spanish language radio stations, important Spanish language newspapers in the San Diego market to suggest media coverage of the SPRINTER.

This goal was also met 100%. All Spanish newspapers covered the opening of the SPRINTER service, including some down in the border area. Newspapers and TV crews also reviewed the service and its passengers, providing fare and route information, and publicizing NCTD’s website and San Diego’s 511 services. Exposure was high in all media outlets.

The HOC distributed press releases in Spanish, corrected wrong information, and was available for interviews with several newspaper and TV outlets. Spanish radio programs in the San Diego County area also publicized the service. Some of these radio programs are sponsored by print news media, such as El Semanario de San Diego. This is one way in which promoting the SPRINTER with newspapers also helped keep the opening of the SPRINTER service on the minds of editors and journalists.

The online version of the Spanish weekly Enlace still features the SPRINTER banner, and when people click on it, they are automatically transferred to NCTD’s website.

Represent NCTD at media events leading up to the SPRINTER including pre-opening free ride events, neighborhood get-acquainted events, grand opening festivities, post-opening events.

Evaluation of outreach efforts is seldom quantitative in nature. Furthermore, since the SPRINTER light rail service initiated operations in March 9, 2008,



there is no data available to compare the before and after ridership numbers or recognition levels. However, there are other ways to quantify the effectiveness of the outreach efforts, such as:



Identification: The week before SPRINTER opened, only 2 people out of 200 Spanish-speaking parents of elementary school level children recalled the name of the SPRINTER train when asked about it. Those numbers have since increased to over 70%. One reason for this is the lack of Spanish synonym for “sprinter.”

Ridership increase: There has been a steady increase on ridership since the SPRINTER opened in March 9, 2008. Part of this increase can be attributed to the outreach activities conducted throughout 2008 at city resource fairs, senior center presentations, back-to-school, green, and lunch hour events at community colleges and universities, employee resource fairs, and other venues.

Presence in regional events: Through the HOC, NCTD has increased dramatically the presence of NCTD’s services including the SPRINTER in the region. The ability to talk to the public about the service in a language they feel comfortable using is a tremendous asset since it allows them to expand on their specific questions and personal transportation challenges or concerns. At each of these events, information about the SPRINTER and railroad safety were distributed. One of the key elements at these events was the ability to give away scale paper SPRINTER trains. These paper trains were so coveted by adults and children alike that it attracted the public to the NCTD/SPRINTER booth wherever it was located. The paper train, besides promoting the service, also reminded users about railroad safety general rules.

There were two versions of these trains, one for children which outlined information for pedestrians crossing the tracks and featured children looking out the SPRINTER windows, and an adult version, which emphasized the importance of safe driving behavior near railroad tracks. The San Diego regional transit number and website were listed and specific instructions about how to access services through these tools were offered when the paper trains were being handed out.

The HOC gave presentations to all but one school in close proximity to the SPRINTER listed in the NCTD database. These included assembly-type presentations for all students focusing on railroad safety and how they relate to the SPRINTER, and Parent Teacher Association and English Learner Advisory

Committee meetings to talk to the parents. Generally, these meetings are well attended and they have a Hispanic majority.

To optimize the impact of this grant, the HOC participated in local and regional activities related to the Hispanic community and/or transportation. These included attending and/or presenting information about the SPRINTER at the National Council of La Raza national convention in July and the American Public Transportation Expo in November volunteering for Operation Lifesaver.

Several events, such as Oceanside’s Cinco de Mayo and Day of the Dead Festivals, Vista’s Soccer Festival, and San Marcos’ Guelaguetza Festival, attract over 5,000 people. Resource organizations are encouraged to bring information to an almost exclusive Hispanic audience. Along with promotional and railroad safety materials, education was provided in the form of informal conversations on public transit use, riders’ guide use, phone- and web-based customer service, and fare information. These events are also listed in community guides as easily accessible using the SPRINTER service (Appendix A). However, these efforts are not mirrored in Spanish-speaking print media, which diminishes their efficiency in reaching out to the Hispanic community.



Project Findings

In any outreach program, relationships are always important. However, in the Hispanic community are even more so. A business/professional demeanor comes across differently in this market. Instead of being perceived as proper and professional, this behavior/dress code can be perceived as a disdainful, arrogant, or indifferent attitude towards the Hispanic leader or group. This will result in people not being so open to the message being conveyed. The most important part of the presentation usually happen in a more relaxed, after-the presentation environment, when not everybody is listening. Dedicating extra time to stay close to the attendees after the presentation takes place is very important for involving them in the transportation project process.

Given the high incidence of trespassing along the SPRINTER corridor, it was also important to include the message about safety at all levels: during presentations, on print materials, giveaways, and resource fairs.

A shortcoming of a short-term effort such as this one is that close to 35% of all individuals in the community are Spanish-speaking. As stated in previous paragraphs, the district does not have enough people on staff to help these potential users feel comfortable with the services available. For many agencies, this was the first time NCTD had a presence at their local meetings, events, and educational efforts. NCTD's presence has to be prominent, given that the largest market share of their future SPRINTER ridership will potentially come from this group. Education and involvement in the Hispanic community are crucial in order to attract them to the SPRINTER and other public transit services.

By restricting the scope of this grant to SPRINTER service, agencies also restricted the reach of the HOC. The SPRINTER is not a stand-alone service, but it serves as the East to West transit spine in North County. Many bus routes were changed to feed riders into the SPRINTER corridor, but this service is not destination-oriented, as the bus is. Bus routes can be tweaked to better serve the community, but in order for this to happen the community has to be involved.

Educating and involving Hispanic residents in the SPRINTER line would optimally include education and involvement in other transit services. This would result in having their feedback and transit needs taken into account when changes to services are being considered and at public transit hearings. Individuals with disabilities and seniors are very vocal about their concerns when changes in service are being discussed, but Spanish-speaking users do not have a meaningful participation in this process due to the hearings being scheduled during regular working hours at inconvenient locations, not having an interpreter available, and other factors that are mostly related to logistics and therefore easily solvable.

Outreach is an involved activity, and a proper outreach plan should be considered a two-way communication process. Therefore, it is necessary to involve all stakeholders during the outreach planning stage. Diversity of guidance and expertise during outreach planning is essential. Involving

relevant department heads and program coordinators within the transit agency complemented the final outreach plan with a diversity of opinion and experience that could not have been obtained otherwise.

Recognize that results in outreach and education will take time. Allow adequate budgets to provide a long-term strategy in the development of materials and tactics employed.

Build on existing stakeholder relationships. It saves time and money. Local stakeholders are already familiar with regional sector concerns, vulnerability and resources. Likewise, build on established education networks. Direct engagement with informal and formal educational institutions is an important and effective model for involvement and education outreach.

Mirror existing media partnerships with English-speaking media in the Spanish-speaking media. Make these partnerships permanent.

Given the large percentage of Spanish-speakers served by NCTD services including the SPRINTER, it will be crucial to keep in mind a bicultural approach when developing new communication tools, such as websites, brochures, riders' guides, etc. A good example is calling the light train "SPRINTER." The name

is not easy to recall for Spanish-speakers due to the lack of cultural relevance. The unintended consequences of such a choice include confusion among transit users with other services such as the COASTER or Metrolink and lack of connection when the name is encountered at information kiosks, newspapers, and other venues. This diminishes the effectiveness of communication efforts by reaching only a small fraction of the intended target.



A bicultural approach was used successfully when choosing a title for the brand new NCTD newsletter. The name selected, "In Transit," means fairly the same in English and in Spanish without even having to translate it, and therefore it is easy to recall and to know what the publication is about. As with other NCTD publications, this newsletter is published in English and in Spanish.

Summary

In conclusion, all measures seem to indicate that the desired outcomes for the grant titled "To Involve and Educate the Hispanic Communities on the New SPRINTER Line" were met satisfactorily.

In addition, NCTD's efforts to educate this segment of the population served to ensure the full and fair participation by all potentially affected communities in the transportation decision-making process and

benefits. It also helped the minority and low-income populations of Hispanic ancestry benefit from the SPRINTER service by providing information in Spanish tailored to their transportation needs, SES, and education in the manner information provided solely in English cannot provide.

By successfully completing the goals and objectives set forth by this grant, so we meet the goals of the plan *GoCalifornia*, which is designed to decrease congestion, improve travel times, and improve safety. By improving communication with the Spanish-speaking community and limited ELP transit users, NCTD increases SPRINTER ridership among the Hispanic community in North County. Through involvement and education efforts, NCTD furthers the following plan objectives: (1) reduce SOV; (2) foster neighborhoods; and (3) increase resource efficiency; (4) reduce traffic congestion; (5) improve air quality. By reaching the objectives of the grant, California will see a more prosperous economy, improving the quality of environment, and equity for all people.

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- Appendix A Marketing and Media Samples – Mailers, Brochures, Newspaper Articles, Giveaways.
- Appendix B Sample of bilingual PowerPoint presentation (English/Spanish).
- Appendix C SPRINTER Hispanic Outreach Program - Project Costs.
- Appendix D Database of Contacts: Organizations, individuals, media, volunteers.

Appendix A – Marketing and Media Samples (continued)

NORTH COUNTY TRANSIT DISTRICT

ADA

INFORMACIÓN ACERCA DE COMO SOLICITAR LA CERTIFICACION DEL DECRETO DE AMERICANOS CON DISCAPACIDADES



Y COMO USAR EL SERVICIO DE TRANSPORTE ADA DE NCTD

LIFT



WE MOVE PEOPLE

Mayor información: www.nctd.com

Invierno de 2008

EN TRÁNSITO

COASTER BREEZE



REGLAMENTACIÓN DE NO FUMAR

Entra en vigor el 1º de diciembre de 2008

El 18 de octubre de 2008 la Junta de Directores del NCTD aprobó una reglamentación prohibiendo fumar en los vehículos del Distrito de Tránsito del Condado Norte y en todas las instalaciones de transporte público. Esta reglamentación señala que fumar cigarrillos es un peligro para la salud y causa molestias y riesgos importantes a la salud de aquellas personas que se encuentran presentes en áreas donde se están fumando cigarrillos. El Director General de Salud Pública de los Estados Unidos ha concluido que el fumar cigarrillos puede causar muchas enfermedades para el fumador, así como también para los demás, ya que no estamos libres de riesgos de la exposición al humo involuntario del cigarrillo, que es el humo proveniente del cigarrillo de otra persona.

Por consiguiente, NCTD prohíbe fumar en los vehículos de transporte público de NCTD y en el transporte público de NCTD. Esta prohibición incluye los paradas NCTD, centros de transferencia y estacionamiento, y todas las áreas con techos de no fumar por las líneas estacionadas. El transporte público incluye BREEZE y los trenes COASTER. La nueva reglamentación prohíbe fumar dentro de una unidad cualquier instalación de tránsito en cualquier vehículo de tránsito. La nueva reglamentación prohíbe fumar dentro de una unidad cualquier instalación de tránsito en cualquier vehículo de tránsito. La nueva reglamentación prohíbe fumar en donde está el vehículo de tránsito.

Muchas gracias por su cooperación.

Mayor información: www.nctd.com

Ototoño de 2008

EN TRÁNSITO

COASTER BREEZE

LOS USUARIOS DE TRANSPORTE PÚBLICO EVITAN LOS ALTOS PRECIOS DE LA GASOLINA

Una persona que usa el transporte público en los Estados Unidos puede ahorrar más de \$8.000 al año al usar el transporte público en vez de manejar, con base en los precios de gasolina de hoy en día, de acuerdo a un nuevo análisis dado a conocer recientemente por la Asociación Americana de Transporte Público (AAPA), por sus siglas en inglés. De acuerdo a la AAPA, una persona en San Diego puede ahorrar un promedio de \$841 dólares al mes con base en un precio de gasolina de \$3.50 por galón. Las estadísticas actuales para los San Dieguinos muestran que el costo promedio de manejar un automóvil es de \$11.000 al año. Los costos variables incluyen gasolina, mantenimiento y seguros, y los costos fijos incluyen impuestos, registro, depreciación y seguros por financiamiento. La comparación también usa el promedio de un automóvil de tamaño medio con un nivel de millaje de 25,000 millas al año. Para calcular sus ahorros individuales con su automóvil, visite www.publictransportation.org.

APTA quiere un ahorro promedio al calcular el costo promedio de tomar el transporte público, al determinar el costo de un pase mensual promedio de transporte público. APTA compara este pasaje con el costo promedio de manejar. El costo de manejar fue calculado usando la fórmula de manejo del AA de 2006, con base en costos variables así como fijos. Los costos variables incluyen gasolina, mantenimiento y seguros, y los costos fijos incluyen impuestos, registro, depreciación y seguros por financiamiento. La comparación también usa el promedio de un automóvil de tamaño medio con un nivel de millaje de 25,000 millas al año.

SPRINTER BREEZE

DAY PASS

Ride All Day on **SPRINTER & BREEZE**
Viaje durante todo el día **SPRINTER** y **BREEZE**
\$4.00

Senior / Disabled / Medicare Cardholder
Pasajes para personas de edad incapacitadas / con tarjeta de Medicare
\$2.00

SINGLE-RIDE

Por cada viaje **\$2.00**

Senior / Disabled / Medicare Cardholder
Pasajes para personas de edad incapacitadas / con tarjeta de Medicare
\$1.00

Under with fare-paying passenger / MENORES con un pasajero que pague su tarifa **GRATIS**

Day Pass **\$5.00**
Regional Day Pass **\$11.00**

Get fare. Information: **511**
Número exacto. Información: **511**

DiarioSanDiego.com: Región - - Sprinter placer de viajar

Para más información: www.diariosandiego.com

Garitas

diariosandiego.com

Subscribes Clasificados Anuncios Diario Impreso

Región -

Buscar artículos:

Sprinter placer de viajar
Por: Amanda Barrois-Feltran

Diario San Diego SAN DIEGO Mié Abr 23 2008 21:52:01

Residentes del Norte del Condado disfrutan el nuevo tren ligero que sigue siendo la atracción de la región

Más que un simple transporte de uso diario necesario para llegar a trabajos, escuelas y otros deberes el nuevo tren ligero del Condado se ha vuelto una atracción para muchos que han dejado el automóvil para utilizar este eficiente modo colectivo.

A poco más de 30 días de exitosa aparición Sprinter ha comenzado a modernizar la vida de habitantes de las comunidades entre Oceanside y Escondido.

Con su innovadora apariencia y tecnología los usuarios se sienten satisfechos y contentos con

contar con un tren ligero que está superando las expectativas de su funcionamiento.

"Lo esperamos por mucho tiempo desde el 2005, ahora que ya está aquí nos pone muy felices viajar en él, es rápido cómodo y muy económico", dijeron María Medina y Denise Delgado.

Desde su debut Sprinter captó la atención de residentes de la región y visitantes foráneos que continúan llegando a conocer este transporte que es el primero en todo el país en recorrer 22 millas usando moderna tecnología de diesel y electricidad.

De acuerdo a oficiales del Distrito de Transporte del Norte del Condado (NCTD) el número de usuarios ha ido en aumento, tan sólo en primer día se transportaron 13 mil personas.

"Esta semana se han transportado en promedio ocho mil pasajeros al día, y el número de pasajeros sigue creciendo, estas cifras son más de lo previsto", mencionó Maiba Novoa, representante hispana de NCTD.

El nuevo transporte representa una vía alterna a problemas de tráfico del área ya que corre paralelo a la ruta 78 de Este a Oeste pasando por 15 estaciones

<http://diariosandiego.com/bin/articulos.cgi?ID=49346&q=1>

6/27/200

La Prensa San Diego

March 7, 2008

Se Anuncia Nueva Fecha de Inicio para SPRINTER

OCEANSIDE, CA — El North County Transit District (NCTD) ha anunciado el 9 de marzo como la fecha de inicio para el servicio del tren ligero SPRINTER. NCTD y sus contratistas han estado trabajando incansablemente para completar y aprobar las inspecciones regulatorias y de seguridad. La nueva fecha refleja el tiempo que dichos trámites requieren, se le informará al público con suficiente antelación y habrá tiempo para que se finalicen los últimos detalles de la operación.

NCTD y su Mesa Directiva están comprometidos a proveer servicios de transporte público seguros, convenientes, confiables y fáciles de usar. Karen King, Directora Ejecutiva del NCTD, declaró: "Queremos ofrecer el servicio del SPRINTER a los pasajeros lo antes posible, pero nuestra prioridad es certificar la seguridad del sistema. Sabemos que cuando los pasajeros abor-

den el SPRINTER por primera vez quedarán impresionados por su conveniencia y comodidad y estamos seguros de que la espera valdrá la pena".

Existen varias razones para este retraso. Las Unidades Múltiples de Diesel, como el SPRINTER, nunca han sido operadas en California y por tal razón las agencias regulatorias estatales y federales han tenido que ser extraordinariamente cuidadosos durante sus inspecciones. El NCTD seleccionó esta fecha de inicio para que las inspecciones continúen y haya suficiente tiempo para cumplir con sus requisitos.

Aún con esta nueva fecha, habrá trabajos de jardinería y otras obras que tendrán que completarse después de que se inicie el servicio. Uno de los detalles técnicos que posiblemente no se resolvieron a tiempo es el andén norte de la avenida Escondido en Vista ya que en estos momentos se está ajustando para que se adapte mejor a las puertas de acceso del tren ligero. Los pasajeros serán transportados hacia y de la estación en todos los viajes hacia el este cuando el servicio SPRINTER comience operaciones el 9 de marzo. Se proyecta que la estación estará cien por ciento terminada a finales de la primavera de este año.

El cambio de fecha les dará a los operadores más tiempo para probar la eficiencia de los hornos de operación, lo cual resultará en un servicio más confiable. El 9 de marzo también les da más tiempo de entrenamiento práctico a los conductores y controladores.

NCTD transporta a más de 12 millones de pasajeros al año en el Condado Norte de San Diego. La familia de transporte público incluye a los autobuses Breeze, el servicio de bancaqueta a bancaqueta FAST, el servicio paratransito LIFT, el tren COASTER y el tren ligero SPRINTER, cuya fecha inicial de operación está programada para el 9 de marzo del 2008. La misión del NCTD es ofrecer servicio de transporte público seguro, conveniente, confiable y fácil de usar.

Appendix B – Sample of Bilingual PowerPoint Presentation (English/Spanish)



NCTD
We Move People/Movemos a la gente

12,000,000 riders annually/
pasajeros al año

BREEZE Fixed route buses/Camiones de ruta fija

LIFT vans ADA / Paratransito

COASTER Commuter trains / Tren de pasajeros

SPRINTER Light train / Tren ligero

SPRINTER
7 days a week- 7 días a la semana

- Monday – Friday 30 minute passenger service on weekdays and weekends between 10 am and 6 pm; every hour the rest of the schedule
- From 4:00 a.m. to 9:30 p.m.
- Same fare as the BREEZE buses
- Cada 30 minutos de lunes a viernes y entre 10 y 6 sábados y domingos. Cada hora el resto del tiempo.
- De 4:00 a.m. a 9:30 p.m.
- Mismo precio que los autobuses Breeze

FUN QUESTION:
How fast did the first steam engine go, back in 1804?

About light rail – El tren ligero

- Operates more frequently than long distance or freight, runs day and night, one after the other, often traveling in both directions
- Servicio más frecuente que tren de larga distancia o carga, viajando en ambas direcciones
- Travels at speeds up to 55 MPH
- Alcanza velocidades de hasta 55 MPH
- May or may not operate on streets shared with cars, buses, motorcycles, bicyclist, pedestrians
- Opera en entornos urbanos: peatones, autos, ciclistas
- Light rail cars are not "light" in weight
- 24-35 times the weight of an automobile
- No son ligeros de peso
- Entre 24 y 35 veces el peso de un automóvil

Corridor - SPRINTER - Ruta

oceanside-escondido rail project

15 stations along 22 mile alignment
15 estaciones a lo largo de 22 millas

FARES/TARIFAS

- Pases Mensuales
 - Adulto \$59
 - Juvenil (6 – 18 años) \$32
 - Mayores de 60/ Incapacidades/ Medicare \$16 o \$42 incluyendo Coaster
 - Pases Estudiantiles
 - CSUSM \$49
 - MiraCosta \$44
 - Palomar \$47
- Pases de un Día
 - General \$4.50 (SPRINTER y autobuses, \$2 descuento en COASTER)
 - Mayores de 60 \$2.25
 - Regional \$5
 - Niños de 5 años y menos - Gratis

Accommodates 226 riders/Capacidad

TRUE OR FALSE?
Some trains don't need drivers.

Look Listen & Live Operation Lifesavers

- LOOK** both ways for trains
- LISTEN** attentively; light rail trains are quiet, frequent and fast
- LIVE** to see the rest of the day!
- MIRE** hacia ambos lados
- ESCUCHE** atentamente. El tren ligero es rápido, frecuente y silencioso
- VIVA** y disfrute el resto del día

Expect the SPRINTER anytime
El SPRINTER puede pasar en cualquier momento

TRUE OR FALSE?
Some trains don't need drivers

Cross tracks safely
Cruce las vías con precaución

It's your responsibility to keep safe
La seguridad es su responsabilidad

- Know the meaning of warning signs
- Know what to do when warning device activates
- Know the laws that apply to the right of way
- Eliminate risky behavior and liability
- Be prepared to make a lifesaving decision
- Sepa lo que significan las señales
- Sepa qué hacer cuando se activan las alarmas
- Conozca la ley de derecho de vía
- Elimine conductas riesgosas
- Esté preparado para tomar decisiones que pudieran salvarle la vida

Two types of rail grade crossings
Hay dos tipos de cruces a nivel

Passive & Active

Appendix B – Sample of Bilingual PowerPoint Presentation (English/Spanish Version)
(continued)

Trains always have the right of way
El tren siempre tiene derecho de paso

Stop when red lights BEGIN to flash
Deténgase cuando las luces rojas
intermitentes se prendan

Los trenes no pueden maniobrar

Trains Can't Swerve

Trains travel faster than it appears
Los trenes viajan más rápido de lo que parece

Distancia aproximada que necesitan los
siguientes tipos de vehículo para detenerse
por completo

Approximate Stopping Distance at
55 MPH

200 FT
230 FT
300 FT
600 FT
5,280 FT

Look for a second train
Asegúrese de que ambas vías estén libres de
peligro

What would you do?
¿Qué harías?

Call the number posted near tracks
immediately
Llame al número 800 marcado en los
postes inmediatamente

DOT 178809S

Las vías y el terreno sobre el que
se encuentran son propiedad
privada

**TRESPASSING IS
DANGEROUS
AND ILLEGAL**

**Stay Off!
Stay Away!
Stay Alive!**

**STAY OFF
RAILROAD TRACKS**

It is illegal to cross tracks
except at rail grade crossings
Es ilegal cruzar las vías en lugares no
designados para hacerlo

Cross tracks only:

- Where crosswalk signs are posted at grade crossings
- On sidewalks that cross the tracks
- Overpass bridges built for pedestrian traffic

Sólo cruce las vías

- Donde el símbolo del cruce está marcado
- En banquetas que cruzan las vías
- Puentes construidos para uso de peatones

Always LOOK, LISTEN and LIVE Siempre MIRE, ESCUCHE y VIVA

Appendix B – Sample of Bilingual PowerPoint Presentation (English/Spanish Version) (continued)

Don't trespass on train bridges or train tunnels
No invada puentes o túneles ferroviarios



Stay 15 feet away from tracks
Permanezca a una distancia de 15 pies de distancia (3 metros) o más

- Don't get hit by a dangerous flying object.
- Don't chance losing your balance.
- Avoid the risk of tripping or falling into a train.
- Algún objeto podría salir disparado de las vías.
- Podría perder el equilibrio.
- Evite tropezar y caer en las vías.



Trains have 3' overhang
Los trenes rebasan por un metro el tamaño de las vías de cada lado



NEVER HANG OUT AROUND THE TRACKS!
JAMÁS USE LAS VÍAS PARA JUGAR O PASEAR



It's illegal and dangerous to throw items at trains



Es peligroso e ilegal aventar objetos a los trenes

Or put things on the track



O colocar objetos sobre los rieles

Stay Alive VIVA

- Never ride a bike or skateboard over the tracks!
- Never attempt to cross tracks after warning devices activate
- Remove ipods and headphones and listen
- Never attempt to outrun a train
- No use las vías para manejar su bicicleta o patineta
- No cruce las vías cuando las luces estén prendidas
- Quitese los audifonos y escuche
- No trate de ganarle al tren



Operation Lifesaver – Operación Salvavidas
Thank you! ¡Gracias!

- Contact information - Comuníquese
 - Melba Novoa
 - (760) 966-6571
 - mnovoa@nctd.org
- Transit Information: 511, www.gonctd.org
- More info on rail safety - Más información sobre seguridad ferroviaria
 - www.oli.org

Appendix B – Sample of Bilingual PowerPoint Presentation (Spanish Version) (continued)



NCTD "Movemos a la Gente"

12 millones de pasajeros al año

- BREEZE** Camiones en rutas fijas
- LIFT** vans ADA
- COASTER** Tren de pasajeros entre Oceanside y San Diego
- SPRINTER** Tren ligero entre Oceanside y Escondido

Tren ligero SPRINTER

- Servicio cada 30 minutos entre semana y cada hora los fines de semana
- De las 4 a.m. a las 9:30 p.m.
- Mismas tarifas que los camiones BREEZE
- 7 días a la semana

Ruta del SPRINTER

oceanside-escondido rail project

15 estaciones a lo largo de 22 millas

TARIFAS

- Pases Mensuales
 - Adulto \$59
 - Juvenil (6 – 18 años) \$32
 - Mayores de 60/ Incapacidades/ Medicare \$16 o \$42 incluyendo Coaster
 - Pases Estudiantiles
 - CSUSM \$49
 - MiraCosta \$44
 - Palomar \$47
- Pases de un Día
 - General \$4.50
 - Mayores de 60 \$2.25
 - Regional \$5
 - Coaster \$4.50 a \$6.00

Niños de 5 años y menos - Gratis

Utilizando las máquinas de boletos

1. Escoge el tipo de boleto que quiere comprar
2. Presione la fecha para indicar el número de boletos
3. Presione el botón de la letra J para pagar
4. Deposite billetes o monedas, o introduzca tarjeta de crédito
5. Recoge sus boletos

226 pasajeros en cada tren

- **MIRE** a ambos lados
- **ESCUCHE** con atención. Los trenes son silenciosos, frecuentes y rápidos.
- **¡VIVA** y disfrute su vida!

Cruce las vías con precaución

La SEGURIDAD es su responsabilidad

- Conozca el significado de los carteles
- Sepa qué hacer cuando las alarmas se activen
- Recuerde las leyes de derecho de paso
- No se arriesgue innecesariamente
- Esté preparado para tomar una decisión que pudiera salvarle la vida

El SPRINTER puede pasar en cualquier momento

Tipos de señalamiento

Activas y Pasivas

Appendix B – Sample of Bilingual PowerPoint Presentation (Spanish Version)
(continued)

Los trenes siempre tienen el derecho de paso



Deténgase cuando las luces rojas estén prendidas



En los cruces

- Desacelere cuando se acerque a las vías
- Prepárese a hacer alto cuando las luces rojas se prendan, aunque no se haya bajado la barra todavía
- No se acerque a más de 15' de ningún lado de la vía

PRECAUCIONES

No se detenga en las vías, rebase o haga cambio de velocidad



Preste atención a los señalamientos



Los trenes no pueden maniobrar



Viajan más rápido de lo que parece



Distancia que les lleva detenerse a una velocidad de 55 millas por hora

- 200 FT
- 230 FT
- 300 FT
- 600 FT
- 5280 FT




Cuando haya dos vías y un tren detenido...



Cuando no siga las reglas...

- Le bajarán puntos en su archivo de manejo
- Le darán multa de \$750
- Cárcel
- Pudiera sufrir daño corporal irreparable o morir

¿Qué haría?



Appendix B – Sample of Bilingual PowerPoint Presentation (Spanish Version) (continued)

Llame al teléfono anotado en las cabinas

DOT 178809S



No invada el terreno en puentes o túneles ferroviarios



Manténgase a 15 pies (3 metros) de distancia

■ Riesgos

- Objetos peligrosos salen volando
- Pierde su equilibrio
- Evitar tropezar y caer sobre las vías



Es peligroso e ilegal tirar objetos contra trenes



VIVA

- No maneje una bicicleta o patineta sobre las vías!
- No intente jamás cruzar las vías cuando las alertas comiencen a sonar
- Quitese los audifonos y escuche
- Nunca trate de ganarle al tren



Operación Salvavidas

¡Gracias!

■ Contacto

- Melba Novoa
- (760) 966-6571
- mnovoa@nctd.org

■ Más información sobre seguridad ferroviaria

www.oli.org

Appendix C – Sprinter Hispanic Outreach Program - Project Costs

Job	Project	Job	Cost Code	Cost Type	Description	L P M	Approved Budget-WA	Unallocated Budget	Rev Avail Bud Amt-JA	Actual Amount	Open Encum Amount	Total Exp/Oblig Amt	Rem Avail Bud Amt-JA
807017	Sprinter Hispanic Outreach	807017	44230101700000	7 B D	Job Expenditures								
		807017	44230101710000	8 B S	Salary and Benefits								
		807017	44230101711000	9 I	NCTD Hired Position		79,781.00		79,781.00	79,051.52		79,051.52	729.48
		807017	44230109700000	7 B D	Job Expenditures								
		807017	44230109740000	8 B S	Services								
		807017	44230109742000	9 I	Advertising/Promotional to		6,219.00		6,219.00	6,218.74		6,218.74	.26
		807017		7 T	Task 1		86,000.00		86,000.00	85,270.26		85,270.26	729.74
		807017	44230204700000	7 B D	Job Expenditures								
		807017	44230204730000	8 B S	Materials								
		807017	44230204732000	9 I	Materials & Supplies Outre		4,405.00		4,405.00	4,404.35		4,404.35	.65
		807017	44230209700000	7 B D	Job Expenditures								
		807017	44230209740000	8 B S	Services								
		807017	44230209742000	9 I	Advertising/Promotional Ou		4,595.00		4,595.00	4,564.64		4,564.64	30.36
		807017		7 T	Task 2		9,000.00		9,000.00	8,968.99		8,968.99	31.01
		807017	44230301700000	7 B D	Job Expenditures								
		807017	44230301710000	8 B S	Salary and Benefits								
		807017	44230301711000	9 I	NCTD Final Report		4,500.00		4,500.00	3,560.27		3,560.27	939.73
		807017	44230304700000	7 B D	Job Expenditures								
		807017	44230304730000	8 B S	Materials								
		807017	44230304732000	9 I	Materials & Supplies Final		500.00		500.00	187.27		187.27	312.73
		807017		7 T	Task 3		5,000.00		5,000.00	3,747.54		3,747.54	1,252.46
		807017		1 T	Total:		100,000.00		100,000.00	97,986.79		97,986.79	2,013.21

Appendix D – Database of Contacts

Adult School

Lizeette Zurita
Vista Adult School
ESL Coordinator
760-758-7122 x 8055
760-726-3277
lzurita@vusd.k12.ca.us
305 E. Bobier Drive
Vista, CA 92084

After-School Program

Jona Newcomb
Camp Fire USA
Program Director
760-722-8318
619-291-8988
jnewcomb-campfire@sbcglobal.net
402 Brooks St.
Oceanside, CA 92054
www.campfireusa.org

Business

Verónica Arellano
Nu Skin
Owner
760-730-3417
usanuskin@gmail.com
<http://usa.magicinthemirror.com>

Geronimo Arongo
A Smog
Business
760-758-4849
760-758-4838
414A N. Santa Fe
Vista, CA 92083

George Burrola
Aloha Printing
Business Representative
760-471-1006
760-471-1018
george@alohaprinting.com
133 Newport Drive
San Marcos, CA 92069
www.alohaprinting.com

Nathan Byerly
Genentech
Employee Transportation Programs
Manager
650-225-8285
650-467-3002
nathanb@gene.com
1 DNA Way
S. San Francisco, CA 94080-4990
www.gene.com

Joseph Casas
Casas Law Group, P.C.
Attorney at Law
619-692-3146
619-692-3196
joseph@casaslaw.com
2323 Broadway, Studio 202
San Diego, CA 92102
www.casaslaw.com

Felix Cruz
Chapulin Distributors, Inc.
Manager
760-233-1440
760-233-1456
grupochapulin@cox.net
1519 Industrial Ave., Sute E
Escondido, CA 92029

Al Delino
Al Delino Art Direction & Design
Creative Director
760-753-2555
760-944-9855
al@aldelinodesign.com
1912 Wandering Rd.
Encinitas, CA 92024
aldelinodesign.com

Jose M. González
JLC Landscaping Construction
Owner
760-741-6157
P. O. Box 1883
Escondido, CA 92033

Lorena González
Wells Fargo Bank
Membership Coordinator
760-737-6649
760-796-7672
lorena.gonzalez@wellsfargo.com
444 So. Escondido Blvd.
Escondido, CA 92025
www.wellsfargo.com

Marta Hoyt
Edward Jones
Financial Advisor
760-744-5034
877-358-2560
marta.hoyt@edwardjones.com
277 S. Rancho Santa Fe Rd.#L
San Marcos, CA 92078
www.edwardjones.com

Emmanuel Ley
Graphic Productions
Sales & Design
619-934-2370
619-271-9128
eley@kosandiego.com
871 Bowsprit Rd.
Chula Vista, CA 92914
www.kosandiego.com

Jane Ogle
San Diego National Bank
Assistant Vice President / Branch Manager
760-726-2122 x 6001
760-726-2896
jogle@sdnb.com
245 Vista Village Dr.
Vista, CA 92083
www.sdnb.com

Paul O'Neal
Vista Chamber of Commerce
President
760-726-1122
760-726-8654
paul@vistachamber.org
201 Washington St.
Vista, CA 92084
www.vistachamber.org

Jose Ormeño, CLTC

Prudential
Agent
619-543-8140
619-688-1344
jose.ormeno@prudential.com
7676 Hazard Center Drive, Suite 600
San Diego, CA 92108

Auran Reséndiz

MAC Cleaning
Manager
760-271-3590
760-941-8593
mac_cleaning@hotmail.com
616 Duran St.
Vista, CA 92083

Rafael Reyes

Palace Cabinetry
Owner
760-533-8088
760-740-6985
reyes@palacecabinetry.com

Robert Rivas

Lorian Home Systems, Inc.
Director of Sales/Marketing
619-847-2261
619-280-8150
rrivas@lorianhh.com
3570 Camino del Rio North, Suite 201
San Diego, CA 92108
Business
www.lorianhh.com

Adam Rivera

Rivera's Iron Works, Inc.
Owner
760-727-0866
760-727-7502
2534 S. Santa Fe Ave.
Vista, CA 92084
www.riverasironworkshome.com

Elizabeth Salazar

ACS Private Security
Contract Specialist
619-466-6260
619-466-6491
esalazar@acsecurityservices.com
7227 Broadway, Ste. 205
Lemon Grove, CA 91945
www.acsecurityservices.com

Frank G. Sanchez

WSI - We Simplify
Internet Marketing Consultant
858-309-4386
fsanchez@wsibusinessconcepts.com
5663 Balboa Ave., Suite 396
San Diego, CA 92111
www.wsibusinessconcepts.com

Maria Flavia Sartor

Better, Remodel & Design
Contractor
619-634-9570
619-269-7969
mariasartor0507@hotmail.com
P.O. Box 4474
San Diego, CA 92164

Oscar Sinfuentes

Todo Real Estate
Broker
760-743-3838
760-743-6620
oscar@todorealestate.com
240-D W. Mission Ave.
Escondido, CA 92025
www.todorealestate.com

Bob Sole

Express Blinds & More
Owner
858-997-4101
bob@shopexpressblinds.com
www.shopexpressblinds.com

Marcos Souza

SCORE
Business Counselor
619-557-7272
marcoscore@aol.com
550 West C Street, # 550
San Diego, CA 92101
www.score-sandiego.org

DeeDee Timmons

Allstate Insurance Company
Agency Owner
760-806-1630
760-806-1635
895 E Vista Way
Vista Ca 92084

Henry Vazquez

Vista Chamber of Commerce/Latino
Business Committee Chair
760-631-0004 x 103
760-631-2288
hvazquez@homeownersfinancial.com
110 Escondido Ave., Ste. 203
Vista, CA 92084
www.homeownersfinancial.com

Sandra Vazquez

SandL Graphic Design
Graphic Designer
760-758-3239
sandra@sandLGraphicDesign.com
503 S Santa Fe
Vista, CA 92084
www.sandlgraphicdesign.com

Habib Zehtab, P.E.

Genentech
Senior Engineer
760-231-2821
760-231-2761
hzehtab@gene.com
1 Antibody Way
Oceanside, CA 92056
www.gene.com

Nicki Madrigal

A C N
Executive Team Trainer
760-729-2638
togetherwithacn@gmail.com
www.together.acnrep.com

Alex Fridman

Mis Raices
Sales Representative
858-812-5632
afidman@mis-raices.com
4445 East Gate Mall 2nd Fl.
La Jolla, CA 92121
www.mis-raices.com

Alba Anderson

Emily's
Manager
760-639-6410
1318 N. Santa Fe Ave., Ste. B
Vista, CA 92083

Catholic Church

Rev. Michael Diaz
St. Mary of the Sea
Pastor
760-722-1688
760-722-2653
609 Pier View Way
Oceanside, CA 92054

Rev. Richard Perozich
St. Mary Parish
Pastor
760-745-1611
760-745-1238
pastor@stmary.sd.coxmail.com
1160 S. Broadway
Escondido, CA 92025

Ricardo Ramirez
St. Mark
Pastoral Assistant/Hispanic Ministry
760-744-1540
760-744-3828
1147 W. Discovery St.
San Marcos, CA 92078

Maria Zarate
St. Mary Parish
Parish Assistant
760-745-1611
760-745-1238
administrator@stmary.sd.coxmail.com
1160 S. Broadway
Escondido, CA 92025

Child Care Center

Betsy Jones
Escondido Community Child
Development Center
Director
760-745-9215
205 W. Mission Ave., Ste. F
Escondido, CA 92025

Church

Steve Ito
Stone Gate Bible Fellowship
Pastor
760-803-8598
904 Rancheros Dr.
San Marcos, CA 92069

Gilberto Meza
Templo Calvario
760-727-6353
256 Smilax Rd.
San Marcos, CA 92069

City Library

Anna McElroy
Frente Indígena de Organizaciones
Binacionales
Mission Branch Library Manager
760-435-5635
760-433-6850
amcelroy@ci.oceanside.ca.us
3861-B Mission Ave.
Oceanside, CA 92058
www.library.ci.oceanside.ca.us

City of Escondido

Rick Buquet
Neighborhood Watch Program
Director
760-839-4579
760-739-7049
rbuquet@ci.escondido.ca.us

Jerry VanLeeuwen
City of Escondido
Community Services Director
760-839-4871
jvanleeuwen@ci.escondido.ca.us

City of San Diego

Catalina Dunleavy
San Diego County Office of Education -
Migrant Education
Service Assessment
760-510-0250
760-752-1599
catidun@sdcoe.net
135 Vallecitos de Oro, Suite A
San Marcos, CA 92069

Alejandra Estrada
San Diego County Office of Education -
Migrant Education
Service Assessment
760-510-0250
760-752-1599
aestrada@sdcoe.net
135 Vallecitos de Oro, Suite A
San Marcos, CA 92069

José Enrique González
San Diego County Office of Education
Community Outreach Specialist
619-470-5249
619-470-5276
enrique@sdcoe.net
800 National City Blvd.
National City, CA 91950
www.sdcoe.com

Allison Pickering
Escondido Adult School / ROP
Assistant Principal
760-291-3244
760-739-7304
apickering@euhsd.k12.ca.us
3750 Mary Lane
Escondido, CA 92025
www.euhsd.k12.ca.us

Dolores Valdes
San Diego County Office of Education
Program Specialist
760-510-0253 x 225
760-752-1599
dvaldes@sdcoe.net
135 Vallecitos de Oro, Suite A
San Marcos, CA 92069
www.sdcoe.net

City of San Marcos

Verónica Martínez
City of San Marcos
Public Services Specialist
760-744-1050
760-744-7543
vmartinez@san-marcos.net
1 Civic Center Drive
San Marcos, CA 92069

City of Vista

Jim Baumann
Vista Chamber of Commerce
President & CEO
760-726-1122
760-726-8654
jim@vistachamber.org
201 Washington St.
Vista, CA 92084
www.vistachamber.org

Community Organization

Bill de la Fuente

Vista Townsite Community Partnership
Outreach Worker
760-806-8980
760-726-9309
642 Vista Village Drive
Vista, CA 92084

Carlos Maldonado

California Rural Legal Assistance, Inc.
Community Worker
760-966-0511
760-966-0291
cmaldonado@crla.org
215 S. Coast Hwy, Ste. 201
Oceanside, CA 92054

Elementary School

Ms. Lee Anderson

California Avenue School
Principal
760-630-4870
leeanderson@vusd.k12.ca.us
215 W. California Avenue
Vista, CA 92083

Marta Baker

Central Elementary School
Principal
760-432-2431
mbaker@eusd4kids.org
122 W. Fourth Avenue
Escondido, CA 92025

María Bermúdez

Bobier Elementary School
ELAC Representative
760-724-8501 x 5535
mariabermudez@vusd.k12.ca.us
220 West Bobier Drive
Vista, CA 92083

Deborah Constanzo

Alvin Dunn Elementary School
Assistant Principal
760-290-2000
debby.constanzo@smusd.org
3697 La Mirada Drive
San Marcos, CA 92078
www.alvindunnelementary.org

María Enríquez

Alvin Dunn Elementary School
ELAC Representative
760-290-2000 x 3012
3697 La Mirada Drive
San Marcos, CA 92078
www.alvindunnelementary.org

Vivian Firestone

Crestview School
Principal
760-726-3240
vfiresto@vusd.k12.ca.us
510 Sunset Blvd.
Vista, CA 92083

Mary Gleisberg

McAuliffe Elementary School
Principal
760-722-8357
mgleisberg@oside.k12.ca.us
3701 Kelton Dr.
Oceanside, CA 92056

Ms. Ivette

Rock Springs Elementary
Parent Coordinator
760-432-2284
1155 Deodar Road
Escondido, CA 92026

Darren McDuffie

Del Dios Elementary
Principal
760-433-2439
dmcduffie@eusd4kids.org
1400 W. 9th Avenue
Escondido, CA 92025

Kathleen McPerry

Garrison Elementary School
ELAC Representative
760-757-8270
333 Garrison Drive
Oceanside, CA 92054

Maria Mendoza

Del Dios Elementary
ELAC Representative
760-433-2439 x 190
mmendoza@eusd4kids.org
1400 W. 9th Avenue
Escondido, CA 92025

Ruthann Mercado

Maryland Elementary School
PTA Representative
760-631-6675
700 North Avenue
Vista, CA 92054

Phyllis Morgan

Palmquist Elementary School
Principal
760-757-0337
dbourhenne@oside.k12.ca.us
1999 California St.
Oceanside, CA 92054

Kathy Morris

Rock Springs Elementary
Principal
760-432-2284
kmorris@eusd4kids.org
1155 Deodar Road
Escondido, CA 92026

Margie Oliver

Garrison Elementary School
Principal
760-757-8270
moliver@oside.k12.ca.us
333 Garrison Drive
Oceanside, CA 92054

Cruz Sepian

Central Elementary School
ELAC Representative
760-432-2431 x 152
122 W. Fourth Avenue
Escondido, CA 92025

Acacia Thede

Maryland Elementary School
Principal
760-631-6675
acaciathede@vusd.k12.ca.us
700 North Avenue
Vista, CA 92083

Diane Villegas

Bobier Elementary School
Principal
760-724-8501
760-724-8501
dianevillegas@vusd.k12.ca.us
220 West Bobier Drive
Vista, CA 92083

Gina Zyburt
Olive Elementary School
Principal
760-724-7129
gzyburt@vusd.k12.ca.us
836 Olive Avenue
Vista, CA 92083

Escondido School District

Dr. Maria Chavez
Migrant Education
Director
760-510-0250
135 Vallecitos de Oro, Suite A
San Marcos, CA

Jennifer Elbert-Rasmussen
Escondido Union High School District
Promise Educator on Assignment
760-291-3267
760-739-7520
jrasmussen@euhsd.k12.ca.us
302 N. Midway Drive
Escondido, CA 92027

Rosa Martinez
Escondido Union School District
School Clerk
760-489-4131
760-489-4119
rmartinez@eusd4kids.org
835 W. 15th Ave.
Escondido, CA 92029

Escondido Police Department

Leticia Garduño
Escondido Police Department
Public Relations
760-839-4799

Government Org

Linda Culp
SANDAG
Senior Transportation Planner
619-699-6957
619-699-1905
lcu@sandag.org
401 B Street, Ste. 800
San Diego, CA 92101
www.sandag.org

Head Start

Elizabeth Diaz
MAAC Project, Vista
Area Director
760-631-2695
545 Townsite Dr.
Vista, CA 92083
www.maacproject.org

Jackie Duncan
MAAC Project, San Marcos
Area Director
760-736-3066
139 Gosnell Way
San Marcos, CA
www.maacproject.org

Linda Hernandez
MAAC Project, San Marcos
Area Director
760-744-2110
634 W. Mission Road
San Marcos, CA
www.maacproject.org

Pam Peyton
MAAC Project, Oceanside
Area Director
760-941-7616
ppeyton@maacproject.org
2322 Catalina Circle
Oceanside, CA 92054

Douglas Regin
MAAC Project Head Start
Assistant Director
760-471-4210
760-471-9320
dregin@maacproject.org
800 W. Los Vallecitos, Suite J
San Marcos, CA 92069
www.maacproject.org

Stacey Van Note
MAAC Project, San Marcos
Area Director
760-591-7713
444 Firebird Lane
San Marcos, CA 92069
www.maacproject.org

High Continuation School

Peg Cowan
Ocean Shores High Continuation School
Principal
760-439-3142
pcowman@sdcoe.k12.ca.us
3131 Oceanside Blvd.
Oceanside, CA 92056

Karen Jones
Ocean Shores High Continuation School
ELAC Representative
760-439-3142
3131 Oceanside Blvd.
Oceanside, CA 92056

High School

Mike Barnes
Hannalei Elementary School
Principal
760-631-6248
jbarber@vusd.k12.ca.us
120 Hannalei Drive
Vista, CA 92084

Kimo Marquardt
Oceanside High School
Principal
760-722-8201
kmarquardt@oside.k12.ca.us
One Pirates Cove
Oceanside, CA 92054

Mr. Marta
General Raymond Murray High School
ELAC Representative
215 N. Melrose Drive
Vista, CA 92054

Ed Nelson
Escondido Union High School District
Superintendent
760-291-3201
enelson@euhsd.k12.ca.us
302 N. Midway Drive
Escondido, CA 92027

Belinda Smith
General Raymond Murray High School
Principal
besmith@vusd.k12.ca.us
215 N. Melrose Drive
Vista, CA 92083

Junior College

Bruce Bishop
Palomar Junior College
Student Affairs Director
760-744-1150
bbishop@palomar.edu
1140 W. Mission Road
San Marcos, CA 92069

Robert Deegan
Palomar Junior College
President
760-744-1150 x 2105
rdeegan@palomar.edu
1140 W. Mission Road
San Marcos, CA 92069

Claudia Duran
Palomar Junior College
Vice President Associated Student
Government
760-744-1150-3766
cduran2@palomar.edu
1140 W. Mission Road
San Marcos, CA 92069
www.palomar.edu

Tom Plotts
Palomar Junior College
Chief of Police
760-744-1150
tplotts@palomar.edu
1140 W. Mission Road
San Marcos, CA 92069

Literacy

Dr. Graciela Anderson
Programa INEA
760-471-4253
432 W. Mission Road, Learning Center
San Marcos, CA 92069

Lutheran Church

P. Samuel Gomez
Grace Lutheran Church and Schools
Pastor
760-747-3029
760-745-1612
sgomez@gracelchms.net
643 W. 13th Ave.
Escondido, CA 92025
www.gracelcms.net

Ruth Tuomi
Lutheran Social Services of Southern
California
Caring Neighbors Program Coordinator
760-737-8640
760-745-5837
210 Park Avenue
Escondido, CA 92025

Sandy Zielinski
Grace Lutheran Church and Schools
Principal/Director of Children's Ministries
760-747-3029 x 105
760-745-1612
szielinski@gracelcms.net
643 W. 13th Ave.
Escondido, CA 92025
www.gracelcms.net

Middle School

Bob Mueller
Lincoln Middle School
Principal
760-757-0153
bmueller@oside.k12.ca.us
2000 California St.
Oceanside, CA 92054

Lidia Scinski
San Marcos Middle School
Assistant Principal
760-290-2509
lindia.scinski@smusd.org
650 W. Mission Road
San Marcos, CA 92069

Neighborhood Group

Robert Barrientos
Lansing Circle Neighborhood Group
President
760-213-0683
333 Lansing Circle # C
Escondido, CA 92025

Ruth Garcia
West Hillside Neighborhood Group
President
760-743-0918
reggie9936@yahoo.com
861 W 3rd Ave.
Escondido, CA 92025

José Gaytán
CALM Grove Neighborhood Group
President
323-350-0092
Jose-Gaytan@hotmail.com
1155 Beverly Way
Escondido, CA 92026

Benny Herrera
Park Place Neighborhood Group
President
760-745-0804
662 Park Place
Escondido, CA 92025

Debbie Ibarra
Orange Place Neighborhood Group
President
760-294-8676
missdebbie92025@cox.net
1545 Orange Place
Escondido, CA 92025

Ginger Kullman
Los Arboles Neighborhood Group
President
760-745-6633
ginkullman@hotmail.com
411 S. Beech
Escondido, CA 92025

Alberto Lara
S. Elm/Hickory Neighborhood Group
President
760-497-3171
644 E. 3rd Ave.
Escondido, CA 92025

Carol Rea
Old Escondido Neighborhood Group
President
760-735-8072
carolrea@aol.com
420 E 7th Ave.
Escondido, CA 92025

Joyce Roberts
North Hickory Neighborhood Group
President
760-432-8458
robresgp@sbcglobal.net
728 N. Hickory
Escondido, CA 92025

News Media

Yolanda Mendez
El Semanario
Sales Executive
760-738-6089
760-738-7456
yolanda@elsemanariosd.com
www.elsemanariosd.com

Non-Profit

Pete Aadland
Operation Lifesaver, California
State Coordinator
760-688-0588
Paadland@caol.us
2604 B El Camino Real, Suite 290
Carlsbad, CA 92008
www.caol.com

Raul Castillo
Boys & Girls Club of Vista
Program Director
760-724-6606
410 W. California Avenue
Vista, CA 92083
www.bgcvista.com

Feliciano Cruz
Migrantes por Ayoquezco, Oaxaca
Representative
760-598-1202
3846 La Rosa Drive
San Marcos, CA 92078

José González
Frente Indígena de Organizaciones
Binacionales
Representative
760-945-6712
sandiego@fiob.org
3438 Seabreeze Walk
Oceanside, CA 92056
www.fiob.org

Dorothy Johnson
California Rural Legal Assistance, Inc.
Directing Attorney
760-966-0511
760-966-1905
djohnson@crla.org
215 S. Coast Hwy, Ste. 201
Oceanside, CA 92054
www.crla.org

Roberto López
Acción San Diego
Director of Lending
619-685-1383
619-685-1470
rlopez@accionsandiego.org
1250 6th Ave. Suite 500
San Diego, CA 92101
www.acconsandiego.org

Rubie Richardson
MAAC Project
Human Resources Specialist
760-471-4210
760-471-3753
rrichardson@maac.cc
800 W. Los Vallecitos, Suite J
San Marcos, CA 92069
Non-Profit
www.maac.org

Matt Robins
Boys & Girls Clubs of San Marcos -
Jennifer Loscher Branch
Branch Director
760-471-2490
1 Positive Place
San Marcos, CA 92069
www.boysgirlsclubsm.org

Chelle Sutyak, MA
Casa de Amparo
Director of Programs
760-453-2300 x 208
3355 Mission Avenue, Ste. 238
Oceanside, CA 92054
www.casadeamparo.org

Rosalía Zamora
California Rural Legal Assistance, Inc.
Administrative Legal Secretary
760-966-0511
760-966-0291
rzamora@crla.org
215 S. Coast Hwy, Ste. 201
Oceanside, CA 92054
www.crla.org

Beatriz Ramirez
The Bravo Foundation
Program Manager
619-270-8252
619-294-2078
bramirez@bravofdn.org
2727 Camino del Rio South, Ste. 137
San Diego, CA 92108

Freda Statom
KIPP: Adelante
Director of Development
619-849-9018
619-233-3212
fstatom@kippadelante.org
1475 Sixth Avenue, 2nd Floor
San Diego, CA 92121
www.kippadelante.org

Gabriel Morales
High Tech High
Admissions and Outreach Coordinator
619-243-5029
619-243-5050
gmorales@hightechhigh.org
2861 Womble Road
San Diego, CA 92106
www.hightechhigh.org

Alfredo Velasco
Palomar Family YMCA
Executive Director
760-745-7490-212
760-745-7942
avelasco@ymca.org
1050 North Broadway
Escondido, CA 92026
Non-Profit
www.palomar.ymca.org

Chris Alto
Boys and Girls Clubs of Greater San
Diego
Site Supervisor
760-745-0515
760-745-0113
calto@sdyouth.org
835 W. 15th Ave.
Escondido, CA 92025
www.sdyouth.org

Oceanside School District

Ms. Randi Gibson
Oceanside Unified School District
Director of Student Services
760-966-7802
2111 Mission Avenue
Oceanside, CA 92054

Larry Perondi
Oceanside Unified School District
Superintendent
760-757-2560 x 4006
larry.perondi@oside.k12.ca.us
2111 Mission Avenue
Oceanside, CA 92054

Print Media

Aida Bustos Garcia
Semanario Enlace
General Manager
619-293-1039
619-260-5088
aida.bustos@enlancelink.com
P. O. Box 120191
San Diego, CA 92112
www.enlancelink.com

John Cannon
San Diego Union Tribune
Editor Hispanic Themes
619-293-1049
john.cannon@uniontrib.com
www.signonsandiego.com

Yolanda Castellanos
El Latino Newspaper
Sales Representative
619-426-1491
619-426-3206
sales@ellatino.net
1550 Broadway St., Suite U
Chula Vista, CA 91911
www.ellatinoonline.com

Ítalo Catarachini
Comercio Hispano
Publisher
760-519-7000
760-433-2490
comerciohispano1@yahoo.com

Ítalo Catarachini
Impacto de San Diego
Publisher
760-519-7000
760-433-2490
impactosd@yahoo.com

Ana Hannegan
Hispanos Unidos Newspaper
Publisher
760-740-9561
760-737-3035
ana@hispanosnews.com
411 West 9th Ave.
Escondido, CA 92025
Print media
www.hispanosunidos.com

Alejandro Maciel
Semanario El Latino
General Manager
619-426-1491
619-426-1491
amaciel@ellatino.net
P. O. Box 550
San Diego, CA 92121
www.ellatino.net

Yolanda Mendez
El Latino Newspaper
Sales Representative
619-426-1491
619-426-3206
sales@ellatino.net
1550 Broadway St., Suite U
Chula Vista, CA 91911
Print media
www.ellatinoonline.com

Daniel Muñoz
Prensa de San Diego
Chief Editor
619-425-7400
619-425-7402
laprensa@ix.netcom.com
601 Third Avenue, Suite C
Chula Vista, CA 91910

Maria Negrete
Diario San Diego
Sales / Advertisement
619-409-1777 x 102
619-409-1771
mnegrete@diariosandiego.com
236 F Street
Chula Vista, CA 91910
www.diariosandiego.com

Abraham Nudelstejer
Diario Latino de San Diego
Director Editorial
anudelstejer@diariolatino.com
www.diariolatino.com

Juan Ortega
El Semanario de San Diego
President
760-738-6089
760-738-7456
elsemanariosd@yahoo.com

María Sahagún
Semanario el Latino
Sales / Advertisement
619-426-1491
619-426-3206
sales@ellatino.net
P. O. Box 550
San Diego, CA 92112
www.ellatino.net

Virginia Santoyo
El Latino Newspaper
Independent Sales Representative
760-532-5018
619-426-1491
1550 Broadway St., Suite U
Chula Vista, CA 91911
www.ellatinoonline.com

Lisa Springsted
Semanario Enlace
Sales / Advertisement
619-733-4287
619-293-2950
lisa.springsted@mienlace.com
350 Camino de la Reina
San Diego, CA 92108
www.mienlace.com

Carlos Valdivia
Semanario Enlace
Sales / Advertisement
619-823-7320
619-293-2950
carlos.validivia@mienlace.com
350 Camino de la Reina
San Diego, CA 92112
www.mienlace.com

Public Library

Joanna Axelrod
Escondido Public Library
Youth Services Librarian
760-839-4266
760-746-2052
jaxelrod@escondido.org
2245 E. Valley Parkway
Escondido, CA 92025
www.escondido.org/library

TV Media

Mike Bragg
PocketMercials/VMT
Writer-Producer
858-231-9400
mike@virtualmarketingteam.com
P. O. Box 762
Power, CA 92074
www.virtualmarketingteam.com

Rafael Garcia
Azteca America
Account Executive
619-237-6235
619-266-2296
rafael_garcia@aztecasd.com
4600 Air Way
San Diego, CA 92102
www.aztecasd.com

Tom Reeser
KOCT Television Station
Manager
760-722-4433
treeser@koct.org
Oceanside, CA 92054
www.koct.org

University

Carmen Arciniega
California State University, San Marcos
Director, Special Events
760-750-4401
760-750-3240
carmen@csusm.edu
California State University, San Marcos
San Marcos, CA 92096
www.csusm.edu