

## Environmental Justice: Context-Sensitive Planning Grants

### To Involve and Educate the Hispanic Communities on new SPRINTER Line

- **Grant Amount:** \$90,000
- **Grant Recipient:** North County Transit District
- **County:** San Diego

**Project Area** – 1,200 square miles of north San Diego County, from Del Mar in the South, northeasterly to Escondido, north to Riverside County line and west to Orange County line.

**Project Focus** – The Project included the development of an outreach and marketing plan prior to the SPTINTER opening and the promotion of SPTINTER services in culturally appropriate material. The project included, but not limited to, presenting information at seminars to interested groups in the Hispanic community, the promotion of the SPRINTER services at back to school events, and at adult ROP programs. The project also required insurance of culturally sensitive and correct translation in all printed and collateral materials. The project involved Hispanic businesses in the promotions development and dissemination. Media coverage of the SPTINTER among Spanish language media outlets, including TV, radio, and newspapers was also a focus of the project.

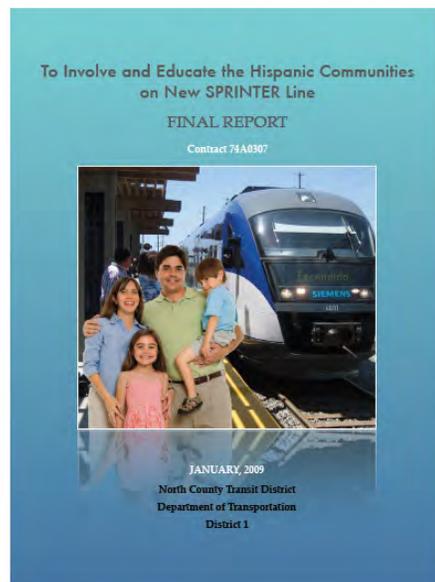
**Project Goals** – The purpose of the project is to address communication gaps among NCTD and all stakeholders, with particular emphasis in the members of the Hispanic community. NCTD's goal was to improve two-way communication by nurturing existing stakeholder relationships. The goal was to create a communication and marketing plan by and for the Latino

community about the light rail service, as well as encouraging community planning for bus services. The plan and newly developed promotional material was aimed at helping passengers navigate the new light rail system with its new bus connections.

**Community Outreach** – An Outreach Plan was developed early on in the planning stage. The plan included coordination with the SPRINTER Ambassadors program and other local agencies. In collaboration with NCTD marketing staff, all print and promotional materials were analyzed to detect any communication voids or needs which should be addressed prior to the opening of SPRINTER at various community events. NCTD also gathered information and evaluated printed material for their effectiveness at various public meetings at varying locations, and with the use of focus groups.

Outreach was conducted at Resource Fairs, partnering with Chambers of Commerce, and Faith-based Organizations, and the City of San Diego's Education Department.

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Project Outcome- The Hispanic Outreach Project has made significant progress in educating the community through enhanced media coverage, giving Spanish and bilingual presentations about the SPTINTER services. The development of publicity campaigns including one on railroad safety tailored to Spanish-speakers. The project furthered improved the involvement of the Hispanic community in

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. NCTD was better prepared to address and develop materials to meet the transportation needs of the Hispanic community. Numerous marketing materials and presentations were developed with the use of the Environmental Justice grant.

### Challenges

- Given that immigrant populations are the highest users of public transportation addressing concerns of immigrants who live in a constant fear of raids and deportation had to be addressed in a sensitive manner.
- Community information gathering and data base creation.
- Outreach to illiterate communities.

### Successes

- Community organizations actively participated in SPRINTER promotions.
- 96% of schools listed as most affected by the SPTINTER by the market research assessment had informational materials delivered to their parents via mailings and Spanish presentations at parent teacher association meetings and ELAC meetings.
- Working with marketing staff to insure correct marketing message was translated to Hispanic audience in printed and collateral materials.
- Hispanic businesses were involved in the SPRINTER promotions.
- Almost 100% of local Spanish speaking media; newspapers and TV covered the opening of SPTINTER.