

FTA

FEDERAL TRANSIT ADMINISTRATION

Public Outreach and Board Approval



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Overview

- What is public outreach?
- What is the purpose of public outreach?
- Best practices in public outreach
- What is the purpose of board communication
- Best practices in board communication

What is Public Outreach?



What is the Purpose of Public Outreach?



Public Outreach Best Practices

- Series of workshops held throughout the service area
- Open Houses clearly explaining proposed route changes and/or fare changes
- Opportunity for feedback
- Provide Rider Alerts
- Survey Riders
- Clearly provide information and ensure translation into LEP languages identified in Four-Factor Analysis
- Availability of LEP resources

Public Outreach Efforts

- Meeting Formats
- Focus Groups
- Local/Faith Based Organizations Announcements
- Traditional media/current social media
 - TV and Radio PSAs
(promoting meeting dates and times)
- Bus Advertising

Purpose of Board Communication

Your Board must be aware of the agency's responsibilities under Title VI. Board (or equivalent) approval is now a requirement under the Title VI Circular



Purpose of Board Communication (con't)

There are several areas where you will need Board approval:

- The Title VI Program of all recipients and sub-recipients
- Certain elements within the Title VI Program must be approved;
 - Service standards (for all Transit Providers)
 - Major service change policy, disparate impact policy and disproportionate burden policy
 - Results of any service and fare equity analyses
 - Results of service monitoring

Questions?

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