Public Outreach and Board Approval
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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