FTA

FEDERAL TRANSIT ADMINISTRATION

Public Outreach and Board Approval

U.S. Department of Transportation
Federal Transit Administration

Rev. 11/5/12

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?

FTATitleVITraining@dot.gov