**Appendix 5**

**Public Involvement Plan**

The purpose of the **Public Involvement Plan** is to establish procedures that allow for, encourage, and monitor participation of all citizens within the **City of USA** service area including but not limited to low income and minority individuals, and those with limited English proficiency (LEP).

While traditional means of soliciting public involvement may not reach such individuals, or might not allow for meaningful avenues of input, the intent of this effort is to take reasonable actions to provide opportunities for historically under-served populations to participate in transportation decision making efforts.

**Goal**

The goal of public involvement is to offer real opportunities for the engagement of all citizens within the **City of USA** service area to participate in the development of plans, programs, and services.

**Strategies**

In order to promote inclusive public participation, the **City of USA** uses the following strategies, as appropriate.

* Coordination and Consultation
	+ Coordinate and consult with partners, stakeholders, program participants and their caregivers, and the public affected by the distribution of state and federal transit grant programs.
	+ Seek guidance and input from WisDOT on public involvement mechanisms and strategies.
	+ Maintain an electronic distribution list of all potential program participants, partners, stakeholders, etc.
* Accessibility and Information
	+ Meetings
		- Adhere to state and federal public hearing requirements
		- Provide a general notification of meetings, particularly forums for public input, in a manner that is understandable to all populations in the area.
		- Hold meetings in locations which are accessible and reasonably welcoming to all area residents including, but not limited to, low-income and minority members of the public.
		- Employ different meeting sizes and formats
		- Provide avenues for two-way flow of information and input from populations which are not likely to attend meetings.
	+ Make public information available in electronically accessible formats
	+ Use social media in addition to other resources to gain public involvement
	+ Use radio, television or newspaper ads on stations and in publications that serve LEP populations. Outreach to LEP populations may also include audio programming available on podcasts.
	+ Expand traditional outreach methods by visiting ethnic stores/markets and restaurants, community centers, libraries, faith-based institutions, local festivals, etc.
* Timeliness
	+ Provide timely information about state and federal grant programs to affected program participants, the public, partner agencies, and other interested parties.
	+ Provide adequate notice of public involvement activities and time for public review and comment.
* Public Comment
	+ Work openly and diligently to incorporate public comments received and to notify respondents of final plans, reports, programs, etc.
	+ Provide for early, frequent and continuous engagement by the public

* Social/Environmental Justice
	+ Seek and consider the needs of those traditionally underserved by participating in outreach efforts that address the needs of minority persons, the elderly, persons with disabilities, limited English Proficient individuals, and low-income households.
	+ Determine what non-English languages and other cultural barriers exist to public participation within the **City of USA** service area.
* Training
	+ Participate in training to continuously improve the knowledge and understanding of civil rights and environmental justice principles.
* Evaluation
	+ Document and maintain records of public outreach efforts.
	+ Review the effectiveness of public participation activities.
	+ Seek news ways to providing public input opportunities.

**Participation Techniques**

The **City of USA** will use the following participation techniques as deemed appropriate. Participation techniques will be reviewed and modified each year, as necessary. If new techniques are tried and found to be successful, this list will be updated to include the new techniques.

* Booth at Community events (craft fair, festival, farmers market, parades, etc.)
* Advisory meetings and committees
* Direct mailings (letters, fliers, etc.)
* Website and social media
* Project-specific newsletter articles
* Public information meetings
* Legal advertisements
* Presentations to community partners, citizens/residents, etc.
* Press releases, meetings with local media representatives
* Surveys (telephone, internet, and public information meetings)
* Work with partner organizations

 **Public Outreach Activities**

The **City of USA** maintains a log/record of the various types of outreach activities it uses to promote inclusive public participation. On an annual basis, the **City of USA** reviews its log of outreach activities to determine if additional or different strategies are needed to promote inclusive public participation.

The direct public outreach and involvement activities conducted by the **City of USA** are summarized below. Information collected on the size, location, meeting format, number of attendees, etc. as well as the scope of the distribution method (e.g., information posted to social media, fliers in grocery stores and community centers, etc.) will be used for future planning efforts.

| **Summary of Outreach Activities** |
| --- |
| **Event Date** | **Name of** **Event/Activity**  | **Date Publicized**and **Communication****Method** (Public Notice, Posters, Social Media, etc.) | **Outreach Method** (Meeting, Focus Group,Survey, etc.). | **Staff** **Members Responsible** | **Notes** |
| Ongoing | Website, Facebook, Twitter | Website and Social Media Materials | Website and Social Media Materials | Agency Staff | Insert website here |
| Ongoing | Transportation Routes Update | Newspaper, Website, Social Media, Community Resource Guides (ADRC) | Advertisement/ Transportation Route Summary | Insert name |  |
| Ongoing | Council Meetings | Publish/Post Meeting on Website, social media, and three public places | Public Meeting  | City Administrator |  |
| Insert dates | Community Events, e.g., Wellness Fair, Open House, Farmers Market | Posters, Brochures, Flyers | Informational Booth, Ongoing methods vary e.g., farmers market, community day, etc. | Agency Staff | Insert Location of Events |
| Quarterly | Newsletter | Printed every quarter, and posted on website | Printed every quarter, and posted on website | Insert Names |  |
| Insert dates | Board Meetings | Advertise Board Meeting on website and newspaper | Public Meeting | Insert Names |  |
| Insert dates | ADRC Meetings, Transportation Coordination Committee Meetings | Advertise Board Meeting on website and newspaper | Public Meeting | Insert Name of attendees |  |
| Insert date | Yearly Surveys | Printed survey and distributed to riders/program participants | Survey | Insert Name |  |
| Ongoing | Informational letters Program Participants | Ongoing | Letters and Flyers | Insert Name |  |