

Public Outreach Strategies

To promote inclusive public participation, consider the following strategies:

✓ Analyze the effectiveness of past public outreach efforts

✓ Know Your Community

- Who lives in your community?
 - Recognize the *total* community (customers, stakeholders, vulnerable groups, etc.)
- Who are the vulnerable community member populations?
 - Low Income
 - Minority
 - Older populations
 - Foreign born populations and English is not the primary language
 - Zero car households
 - Low education attainment
 - Single parent households
- What are essential locations?
 - Jobs
 - Medical care
 - Hospitals
 - Schools
 - Shopping
 - Other

✓ Promote/Advertise the Public Outreach Effort

- Use social media to gain public involvement.
- Use radio, television or newspaper ads on stations and in publications that serve Limited English Proficient (LEP) populations.
- Expand traditional outreach methods by visiting ethnic stores/markets and restaurants, community centers, libraries, faith-based institutions, local festivals, etc.

✓ Public Outreach Format

- Provide for early, frequent and continuous engagement by the public.
- Hold public meetings at accessible locations and vary meeting times locations.
- Employ different meeting sizes and formats - input meeting, listening sessions and/or community forums
- Make public information user-friendly by writing clear, concise and understandable document, available in electronically accessible formats, and employs visualization techniques.
- Consider using technology tools such as teleconferencing or videoconferencing.
- Provide childcare and food during meetings, if possible.

✓ Examples of Meeting Participants

- Transportation Partners
 - Transportation planning agencies, including MPOs, local and state governments
 - Public transportation providers, including ADA paratransit providers
 - Private transportation providers, taxi operators, vanpool providers, school transportation operators and intercity bus operators
 - Nonprofit transportation providers, including volunteer programs
 - Past or current organizations funded under 5310
 - Human service agencies funding, operating and/or providing transportation services
- Passengers and Advocates
 - Existing and potential riders, including both general and targeted population passengers (individuals with disabilities and seniors)
 - Protection and advocacy organizations
 - Representatives from independent living centers
 - Advocacy organizations working on behalf of targeted populations
- Human Service Partners
 - Agencies that administer health, employment or other support programs for targeted populations. Examples include but are not limited to departments of social/human services, employment one-stop services, vocational rehabilitation, workforce investment boards, Medicaid, Community Action Programs (CAP), Aging and Disability Resource Centers (ADRC), Developmental Disability Council, community services board.
 - Nonprofit human service provider organizations that serve the targeted populations
 - Job training and placement agencies
 - Housing agencies
 - Healthcare facilities
 - Mental Health agencies
- Other
 - Security and emergency management agencies
 - Tribes and tribal representatives
 - Economic development organizations
 - Faith-based and community-based organizations
 - Representatives of the business community (e.g. employers)
 - Appropriate local or state officials and elected officials
 - School districts
 - Policy analysts or experts

✓ **Resources**

- **Enhanced Mobility of Seniors and Individuals with Disabilities Program Guidance and Application Instructions**
<https://www.transit.dot.gov/regulations-and-guidance/fta-circulars/enhanced-mobility-seniors-and-individuals-disabilities>
- **Environmental Justice Policy Guidance for Federal Transit Administration (FTA) Recipients**
<https://www.transit.dot.gov/regulations-and-guidance/fta-circulars/environmental-justice-policy-guidance-federal-transit>
- **FTA – Public Involvement in Transit Decision Making**
 - <https://www.transit.dot.gov/Public-Involvement#:~:text=FTA%E2%80%99s%20environmental%20impact%20procedures%20require%20project%20sponsors%20to,VI%20of%20the%20Civil%20Rights%20Act%20of%201964.>
 - Promising Practices for Meaningful Public Involvement in Transportation Decision-Making - <https://www.transportation.gov/priorities/equity/promising-practices-meaningful-public-involvement-transportation-decision-making>
- **National RTAP - Stakeholder Outreach and Coordination**
 - Webinar - <https://www.youtube.com/watch?v=FZJZ8objjWs>
 - Presentation - https://irp.cdn-website.com/270961f6/files/uploaded/Stakeholder_Outreach_and_Coordination_Webinar_Slides.pdf
- **Wisconsin Non-Driver Advisory Committee (WiNDAC)**
 - <https://wisconsin.gov/Pages/about-wisdot/who-we-are/comm-couns/windac.aspx>
- **Coordinating Council on Access and Mobility (CCAM)**
 - <https://nationalcenterformobilitymanagement.org/ccam/>
 - 2023-2026 Coordinating Council on Access and Mobility Strategic Plan
 - <https://www.transit.dot.gov/regulations-and-programs/access/ccam/about/2023-2026-coordinating-council-access-and-mobility>
- **Rides in Sight**
 - A national database of transportation services for older adults and people with special mobility needs.
 - <https://ridesinsight.org>
- **Connecting My Community: The National Transit Frontline Worker Campaign Toolkit**
 - <https://www.transitworkforce.org/CONNECTINGMYCOMMUNITY/>