

*Addendum to the Public Involvement Plan*

## Public Involvement Work Program

### INTRODUCTION

This Public Involvement Plan builds upon the Stakeholder Involvement Plan developed by the Capital Area Regional Transit Coordination Committee (RTCC) as updated August 2, 2010. It provides a work plan for conducting activities to engage public input in updating the Coordinated Public Transit-Health and Human Services Transportation Plan ("Coordinated Plan") during the period December 2010 through August 2011. KFH Group, Inc., the consultant contracted by CAMPO to update the Coordinated Plan, will conduct or, where necessary, assist the CAMPO and the RTCC in conducting each of these activities.

The major public involvement activities will be grouped into three "rounds." The following rounds are slated for the update to the Coordinated Plan:

- Round 1: Project Website and Needs Survey
- Round 2: Presentation of, and Gathering Input on, the Assessment of Needs and Existing Conditions and Proposed Strategies
- Round 3: Presentation of, and Gathering Input on, the Draft Coordinated Plan

### ROUND 1: PROJECT WEBSITE AND NEEDS SURVEY

#### Round 1.a: Project Website

A website will be developed and hosted by Capital Metro that will offer information about this study and links to relevant reference and background materials, publicize dates for upcoming outreach events, and provide appropriate documents for these events and draft versions of the Coordinated Plan. This site will be managed throughout the project. Contributing content for the project website will be an ongoing outreach activity throughout the life of the project.

#### *Purpose:*

The project website will offer the information to the public about the public transportation planning process, provide updates as the project progresses, announce upcoming public meetings and opportunities to provide input, provide a link to an online needs survey, identify stakeholders, share draft documents, answer frequently asked questions, provide links to more information, and contact information.

#### *Responsibilities:*

- Capital Metro will host and manage the web site
- KFH Group, working with Capital Metro, CAMPO and the RTCC, will draft some content as needed.

#### *Timeline:*

##### December 2010:

- KFH Group will provide CAMPO draft content and suggest an initial layout and structure for the website.
- CAMPO will finalize the content and layout, create the web pages, and upload the pages to the site server (either as a stand-alone entity or as a section of the RTCC's or CAMPO's website).
- CAMPO may wish to license an easy-to-remember domain name and set up domain name forwarding to the project website from this URL.
- KFH Group will assist CAMPO and the RTCC in further development of the Stakeholder List introduced on pages 3-5 of the RTCC Stakeholder Plan, incorporating contact information from the RTCC contacts spreadsheet. The master Stakeholder List will be maintained and managed by CAMPO with support from KFH Group, and will serve as points of contact to assist in disseminating information and promoting and/or conducting the survey.

##### January 2011 and each month thereafter:

- KFH Group will assist CAMPO and the RTCC, with both "what's new" information and announcements for the home page as well as additional and updated content for other project website pages.
- KFH Group will provide CAMPO with PDF and Section 508-accessible formats of documents developed under the project contract for posting to the website.
- CAMPO will finalize the updated content, edit existing webpages accordingly (and create new web pages as needed), and upload the updated and new pages to the site server.
- Update the Stakeholder List as needed.

##### August 2011:

- At the conclusion of the project, KFH Group will draft content summarizing the project history and results; this will offer an online project archive.
- CAMPO will finalize the updated content, edit existing webpages accordingly (and create new web pages as needed), and upload the updated and new pages to the site server.

#### Round 1.b: Needs Survey

Prior to development of any recommended coordination strategies, current users of transportation services will be surveyed regarding their perceived needs and how existing public transportation services do or do not assist in meeting those needs.

#### *Purpose:*

The consumer survey is intended to gather consumer perspectives on shortcomings of current transportation options. It will be targeted at current riders of Capital Metro (both fixed route and paratransit) and CARTS, at human service agency consumers regardless of the modes of transportation they use, and at the general public through the project website.

#### *Approaches:*

There will be a three-pronged approach to survey administration:

- Electronically through the project website
- Through a paper survey of current Capital Metro and CARTS customers (both fixed-route and demand-response/paratransit), distributed on board vehicles during regular service
- Through a paper survey of consumers of human service agencies, distributed through a variety of human service agencies

#### *Responsibilities:*

- KFH Group will provide input to CAMPO and the RTCC on the survey.
- CAMPO will develop and print the survey and provide copies to Capital Metro, CARTS and the human service agencies identified through the planning process.
- CAMPO will post and monitor the survey electronically (using a web-based survey tool such as Survey Monkey) and make available to the network of organizations compiled in the previous planning process. A prominent link to the survey will also be posted to the project website as well as the CAMPO website.
- The transportation providers will distribute the survey on board fixed route and paratransit vehicles, collect completed surveys from customers, and return to CAMPO. It is recommended that they also post a link to the needs survey and project website on their sites.
- The human service agencies will distribute the survey to their consumers, collect the responses, and return to CAMPO.
- CAMPO will tabulate the survey responses and provide the data tabulation to KFH Group.

#### *Survey Formats:*

- The survey will be prepared in English and Spanish and printed with English on one side and Spanish on the other.
- Transit customers who understand English or Spanish, but who are non-literate or unable to complete the survey due to a disability, will receive on-board assistance in completing the survey by \_\_ (date) \_\_\_\_.
- Transit customers who do not understand English or Spanish will be offered assistance for completing the survey in accordance with the Title VI/Limited English Proficiency Plan of Capital Metro.
- The participating human service agencies will provide for any needed language assistance for their consumers.

- An electronic version of the survey, in English and Spanish, will be created using a web-based survey application (such as Survey Monkey) and made available through a link on the project website.

*Survey Distribution:*

Surveys will be distributed on board the participating transportation providers during a single week (Tuesday, Wednesday or Thursday recommended).

- Capital Metro provides \_\_\_ average daily boardings and therefore needs \_\_\_ copies of the survey.
- CARTS provides \_\_\_ average daily boardings and therefore needs \_\_\_ copies of the survey.

Surveys will be distributed and collected by participating human service agencies during the same week (Tuesday, Wednesday or Thursday recommended).

- \_\_\_ (human service agency) \_ serves \_\_\_ unduplicated consumers and therefore needs \_\_\_ copies of the survey.

*Timeline:*

Phase 1

- KFH Group will provide feedback to CAMPO on the Seattle survey.
- CAMPO will finalize the survey, translate into Spanish, and prepare for printing
- KFH Group will assist CAMPO in determining the quantity needed for each human service agency and the transportation providers based on average daily ridership of the transit systems and total consumers of the HSAs, and notify CAMPO.
- A printer will be selected and surveys will be printed.

Phase 2

- CAMPO will prepare the electronic survey in both languages and post to the project website along with an announcement on the home page that links to the survey.
- CAMPO will distribute printed surveys to the transportation providers and participating human service agencies
  - Surveys will be distributed after colleges and schools are back in session,
  - the transportation providers will distribute and collect the survey on board (Tuesday, Wednesday or Thursday preferred).
  - the participating human service agencies will distribute and collect the survey to their consumers.
  - CAMPO staff will collect the completed surveys from the transportation providers.
  - the participating human service agencies will return their completed surveys by mail.
- CAMPO will remove the survey announcement from the project website homepage, close the online survey, and generate a response report.

Phase 3

- CAMPO staff/interns will tabulate the paper survey responses
- CAMPO will provide KFH Group with the tabulated responses including the online survey
- KFH Group will incorporate the responses into the needs assessment

**ROUND 2: PRESENTATION OF, AND GATHERING INPUT ON, THE ASSESSMENT OF NEEDS AND EXISTING CONDITIONS AND PROPOSED STRATEGIES**

A series of public meetings will be conducted during the task titled "Strategies and Partnerships," to present information to the public on the project to date and solicit feedback and recommendations.

*Purpose:*

These public meetings will:

- review the project's vision, mission, goals and objectives,
- present a brief summary of the findings of the analyses of needs and resources,
- introduce preliminary strategies for addressing priority areas for additional services,
- provide a forum for the public to ask questions related to the project, and
- encourage the public to provide feedback on the preliminary strategies as well as to suggest additional strategies.

*Approach:*

Meetings will be held in a variety of days, times, and locations, including community activity centers which are more likely to attract populations who have traditionally not been participants in the transportation planning process. As described on page 16 of the Stakeholder Involvement Plan under "B. Develop and Implement a Plan to Reach Non-Participating Minority and Low-Income Populations," traditional non-participants include persons who are low-income, minority, elderly, and disabled; have no vehicles; are low literate or have limited English proficiency. The Stakeholder Involvement Plan also recommends that meetings be:

- held in transit-accessible locations or in the community for those who do not have personal transportation;
- held at times of the day to mitigate the safety concerns of elderly persons;
- held on days of the week or weekend when it is convenient for the public to attend;
- piggy-backed on existing events when feasible, to reduce time away from family and work;
- conducted in a language that can be understood by the community, with materials provided in the appropriate language.

*In addition, it is recommended that:*

- transportation be provided to the meetings for persons interested in attending who could not otherwise attend. In some cases, it may be recommended that CARTS or Capital Metro expand their service area or hours specifically for a meeting, to facilitate participation.
- meetings be conducted on board a bus in some communities – "Meeting in a Bus".

*At a minimum, the following meetings are recommended:*

- weekday and evening meetings for predominantly English-speaking populations.
- weekday and evening meetings for predominantly Spanish-speaking populations.
- at least one meeting for any additional significant non-English populations identified in Capital Metro's Title VI/LEP Plan. Ideally, these meetings would be hosted by community organizations that assist the target population.
- Meetings should be conducted in both the urban Austin core and in larger outlying communities within the 10-county RTCC region.

As noted above, to the extent feasible, transit services should be made available to each meeting. For example, on the nights of evening meetings, if CARTS is able to extend its service hours to provide transportation to and from the meeting, this would facilitate greater attendance by those with no other means of transportation. Working with community-based organizations to coordinate group trips where feasible is also recommended.

Serving refreshments may be recommended to increase participation.

*Promotion:*

- Each meeting will be announced beginning 3-4 weeks in advance by a combination public service announcements and news releases sent to local news media, announcements mailed and emailed to human service agencies, advocacy groups, and local governments, as well as posted on the project website, all according to Texas and Federal laws and regulations. Capital Metro and CARTS will also be asked to promote the meetings with their customers. Promotion will be in English, Spanish and any other significant languages.
- Announcements should include the dates, times and locations of the meeting(s) most convenient to the target population of each organization to receive the announcement, general information about the availability of transit to the meeting, how to request accessibility or language accommodations, the project website address, and a number to call for more information.

*Presentation Formats:*

- The presentations at the meetings will include a combination of speech (with sign language interpretation if requested), visual displays (including large maps), projected electronic slides, and printed handouts. All printed materials will be made available in both English and Spanish, large print, and accessible electronic formats if requested. For people with vision disabilities, a verbal description will be available for visual displays.
- Presentation materials will be posted to the project website and will be formatted for review on most common software formats – Microsoft Word and Adobe Acrobat – as well as accessible (Section 508-compliant) formats (such as RTF, plain text or HTML).

*Public Input Formats:*

- At each meeting, the public will be invited to ask questions and provide input verbally (both in a public forum and, for those who prefer not to speak publicly, one-on-one with event staff) and in writing, through a simple survey form available at the meeting. Verbal input will be transcribed by event staff.
- Following the presentation of preliminary strategies, participants will be asked to provide feedback on strategies presented and suggest additional strategies and ideas. Depending on the number of attendees and available staff, it may be worthwhile to consider forming groups to discuss and solicit input. Responses and ideas will be documented on flip chart papers.
- People who are unable to attend a public meeting will also be invited to submit input through the website or by mail in writing.
- All verbal and written input would be compiled and summarized.

*Responsibilities:*

- KFH Group will recommend meeting times and general locations.
- CAMPO will select final times and locations and schedule with the hosting venues.
- KFH Group will draft content of meeting announcements.
- CAMPO will finalize content of meeting announcements and distribute.
- KFH Group will prepare all meeting materials following review and approval by CAMPO.
- CARTS and Capital Metro should schedule any additional transportation coverage to be provided to meeting participants.
- KFH Group will assist CAMPO and the RTCC in staffing and conducting all meetings, including presentation of findings and strategies.
- KFH Group will compile and summarize verbal and written input received at the meetings.

*Timeline:*

December 2010:

- Select week(s) during which meetings will be scheduled.
- Select general locations for meetings.
- Identify any other major local meeting events during the target weeks and determine if it is worthwhile to coordinate with this effort.

January - February 2011:

- Schedule meetings with hosting facility.
- Draft content for meeting announcements.
- Develop distribution list for announcements.
- Post "save the dates" meeting announcement on the project website.

*At least one month prior to each meeting:*

- Finalize content for meeting announcement and distribute.
- Expand meeting announcement on the project website.
- Determine staffing and translation needed for each meeting.
- CARTS and Capital Metro should schedule any additional transportation coverage to be provided to meeting participants.

*At least one week prior to each meeting*

- Prepare meeting materials.
- Finalize presentation content.
- Send out last email reminder
- Arrange for accessibility accommodations and translation if requested.

### ROUND 3: PRESENTATION OF, AND GATHERING INPUT ON, THE DRAFT COORDINATED PLAN

A second series of public meetings will be conducted during the task titled "Coordination Plan," to present information to the public on the project to date and solicit feedback and recommendations on the DRAFT Coordinated Plan.

*Purpose:*

These public meetings will:

- offer a brief overview of the project's history and findings,
- present the Draft Coordinated Plan emphasizing the action items that CAMPO can implement in the near future (within the next 2-3 years),
- present a long-term action items,
- provide a forum for the public to ask questions related to the project,
- encourage the public to provide feedback on the recommended plan, and
- provide information on the public comment period and process.

*Approach:*

- The same approach as used in Round 2 is recommended for Round 3.
- The experiences of Round 2 will likely result in fine-tuned recommendations for meeting times and locations in specific communities.

*Promotion:*

- The same promotion activities as conducted in Round 2 are recommended for Round 3.
- The experiences of Round 2 will likely result in fine-tuned recommendations for promotional activities to reach target populations.

*Responsibilities:*

- KFH Group will recommend meeting times and general locations based on experiences in Round 2.
- CAMPO will select final times and locations and schedule with the hosting venues.
- KFH Group will draft content of meeting announcements.
- CAMPO will finalize content of meeting announcements and distribute.
- KFH Group will prepare all meeting materials following review and approval by CAMPO.
- CARTS and Capital Metro should schedule any additional transportation coverage to be provided to meeting participants.
- KFH Group will assist CAMPO and the RTCC in staffing and conducting all meetings, including presentation of findings and strategies.
- KFH Group will compile and summarize verbal and written input received at the meetings.

*Timeline:*

March 2010:

- Select week(s) during which meetings will be scheduled
- Select general locations for meetings
- Identify any other major local meeting events during the target weeks and determine if it is worthwhile to coordinate with this effort.

April 2011:

- Schedule meetings with hosting facility.
- Draft content for meeting announcements.
- Develop distribution list for announcements.
- Post "save the dates" meeting announcement on the project website.

*At least one month prior to each meeting:*

- Finalize content for meeting announcement and distribute.
- Expand meeting announcement on the project website.
- Determine staffing and translation needed for each meeting.
- CARTS and Capital Metro should schedule any additional transportation coverage to be provided to meeting participants.

*At least one week prior to each meeting:*

- Prepare meeting materials
- Post full Draft Report to the project website.
- Finalize presentation content.
- Arrange for accessibility accommodations and translation if requested.