

Public Participation Plan (PPP)

The best decisions are made from a well-informed and involved public.

What makes this PPP different?

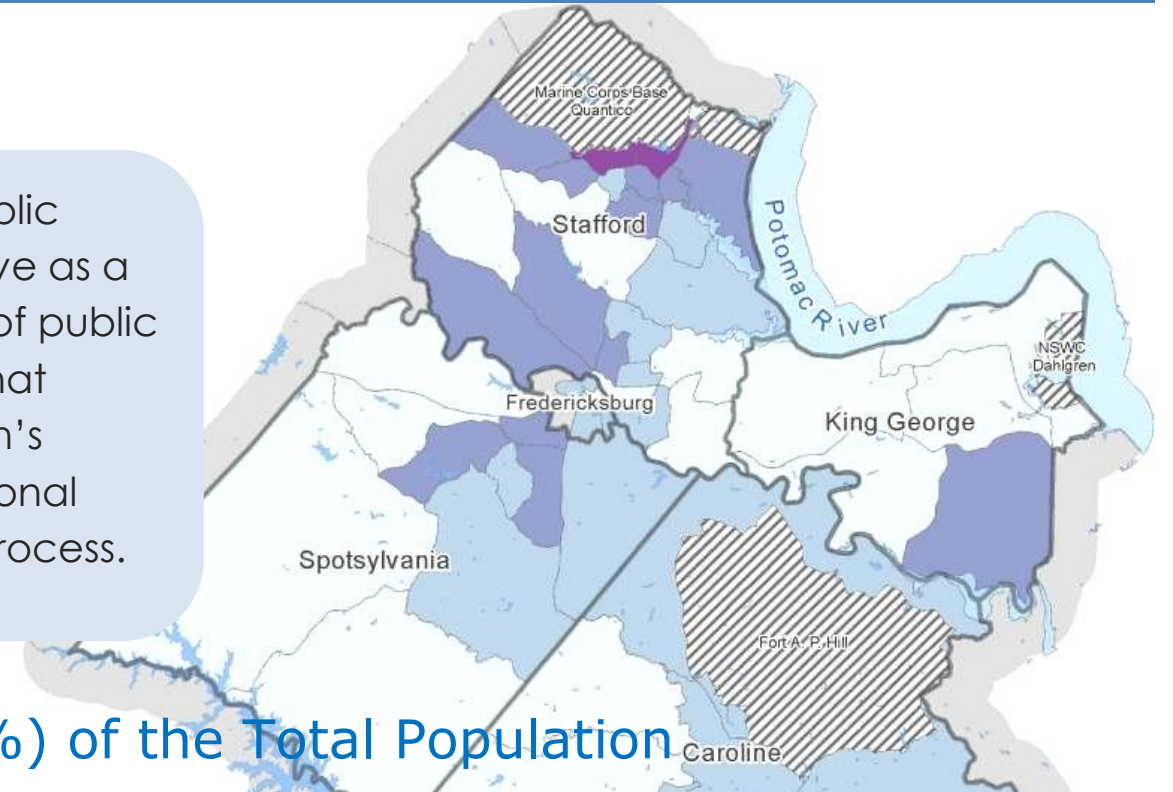
The difference is an enhanced emphasis on the public outreach to the Title VI Community. As a complimentary element, FAMPO has developed a Limited English Proficiency (LEP) Plan that provides procedures on how to identify persons who may need language assistance, the way in which assistance may be provided, the training of staff, and how to notify LEP persons that assistance is available.

How was the Title VI Community Outreach conducted?

To identify the most effective outreach methods to use in better reach the transportation underserved:

- ▲ 188 interviews were conducted within the region's minority communities.
- ▲ Two, well-received Focus Group Meetings were conducted.

The purpose of the Public Participation Plan is to serve as a guide in the development of public outreach strategies that encourage the citizen's involvement in the regional transportation planning process.



Title VI Population (%) of the Total Population

	GW Region	Caroline	City	King George	Spotsylvania	Stafford
African American	17.44	29.12	21.02	17.21	16.58	15.09
Hispanic	6.62	3.55	3.15	7.73	6.36	7.97
Asian American	2.10	.41	2.05	1.05	2.17	2.61
Disabled (5 yrs and older)	15.83	21.92	19.70	18.11	16.32	12.55
Low Income	6.35	8.02	13.38	6.03	7.08	4.03
Limited English Proficient	3.38	1.57	5.40	1.07	3.48	3.74

(2009 American Community Survey: U.S. Census Bureau)

What minority groups were interviewed?

NAACP (all local chapters plus Virginia Chapter)

Mayfield Civic Association

Project Faith

Dawn Progressive Association

Rappahannock Area Agency on Aging (RAAA)

Salvation Army

Social Services/Health Department

FREdericksburg Regional Transit

Rappahannock Area Community Services Board (RACSB)

disAbility Resources

LUCHA Ministries

Brisben Homeless Shelter

MWHC Cultural Services

Arc of Rappahannock

Rappahannock Goodwill Industries

IMANI Multi-Cultural Center

Potomac Tribe

Rappahannock Tribe

Churches

What were some of the questions were asked during the interviews?

What services do you provide?

What ways do you interact with their prospective communities?

How can we do a better job in reaching out to these underserved communities?

What outcome resulted from the Title VI Community Outreach?

Recommended Title VI Public Outreach Strategies

Dissemination of information via the Title VI Community Resource Directory

Translation of key planning documents into one-page fact sheets

Partner outreach activities with local agencies and organizations

English and Spanish Title VI Statement in all print notifications

Who attended the Focus Group Meetings?

Director of King George Social Services

Coordinator of MWHC Cultural Services

Director of Spanish Information Network of Virginia

Former Chairman of Spotsylvania NAACP

Member of Mayfield Civic Association

Chairman of Spotsylvania NAACP and Spotsylvania Citizens Roundtable

disAbility Resources Center Community Action Coordinator

Founder of LUCHA Ministries

Pastor of Union Bell Baptist Church and Postmaster of North Stafford

Executive Director of disAbility Resources Center

Korean Community Leader

Executive Director of the Rappahannock Area Agency on Aging

Hispanic Community Liaison

State NAACP President

Public Outreach Methods

Adoption of Public Participation Plan

FHWA Certification Review

FHWA Certification Review Report

Adoption of Title VI Nondiscrimination Plan
 Adoption of Updated Public Participation Plan
 Adoption of Limited English Proficiency Plan

2007		2010		2011		2012	
Traditional Methods		Traditional Methods		Traditional Methods		Traditional Methods	
Newspaper Ads	Press Releases	Internet Advertising		Internet Advertising		Internet Advertising	
Email Notifications	Informational Flyers	Social Media		Social Media		Social Media	
Public Notices	Informational Brochures			New Website		New Website	
Public Meetings	Government Cable					Really Simple Syndication (RSS) Feed	
Public Hearings	Surveys/Questionnaires					Smartphone Translation Tool	
Radio Interviews	Citizen Mailing Lists					Language Identification Cards	
Speakers Bureau	711 Virginia Relay Service					Quick Response Code (QR)	
Comment Forms	Demographic Surveys					Title VI Community Resource Directory	
Video	Other Website Links					One-Page Fact Sheet of Key Documents Translated into Spanish	
Local Government Website Links							

Recommendations from the FHWA Certification Review:

- Update the Public Participation Plan (PPP) to include Title VI outreach strategies
- Analyze the TAG membership/purpose
- Develop a Limited English Proficiency (LEP) Plan