PUBLIC PARTICIPATION PLAN

2020 - 2023

M metro®

The Washington Metropolitan Area Transit Authority (Metro) strives to be a leader in transit-oriented public participation, outreach and communication. Metro's Public Participation Plan (PPP) showcases Metro's commitment to public participation by serving as a guiding tool to guarantee customers and community members receive high-quality information, communication and feedback opportunities around planned projects and to fulfill federal obligations.

CHAPTER 1: PRINCIPLES OF METRO'S PUBLIC PARTICIPATION

CHAPTER 2: GUIDELINES FOR PUBLIC COMMUNICATION & OUTREACH FOR PLANNED PROJECTS

CHAPTER 3: 2017-2020 PPP IN REVIEW

APPENDICES

Metro's Public Participation Plan is grounded in the principle that public participation activities will be conducted through a reasonable, inclusive, and collaborative process that seeks to gain rider and non-rider input into Metro decision-making about its policies and services.

As a recipient of federal funds and per Title VI of the Civil Rights Act of 1964, Metro must submit to the Federal Transit Administration (FTA) a Public Participation Plan that details the Authority's plans and strategies to engage minority and Limited English Proficient (LEP) populations in its planning and programming activities. Recipients of federal funds have "wide latitude" to decide "how, when, and how often specific public participation activities should take place," but these determinations should be supported by demographic analysis and the results of input (e.g., outreach and qualitative research) received through the development of the public participation plan.

WMATA's Public Participation Plan (PPP) was first developed in 2013 through a year-long, multi-step process led by a cross-departmental team. The comprehensive development process included a review of federal requirements, a best practice review of ten transportation agencies around the country, staff and Board Member group interviews, outreach to Community Based Organizations serving Title VI and other hard-to-reach populations in the WMATA service area, and a general public outreach campaign. The PPP was approved by the WMATA Board of Directors in September 2014 and the Federal Transit Administration in January 2015.

Though this plan was developed to satisfy the Title VI requirements, its framework is designed to be applied to all Authority communications efforts around planned projects, whether "required" or not. Metro's public communication and participation activities that fall within this plan are designed to be accessible to all persons by developing and utilizing strategies that improve accessibility for groups with constraints and/or barriers that may limit their participation.

This 2020-2023 edition of the Public Participation Plan has been updated to reflect WMATA's evolution in public communication and outreach since then, including direction from new management, successes and lessons learned, and changes in organizational structure.

The International Association of Public Participation (IAP2), the leader in promoting and improving the practice of public participation throughout the world, has developed IAP2 Core Values to help make better decisions that reflect the interests and concerns of potentially affected people and entities. Many of these Core Values reflect the intent of Metro's goals towards all public communication and participation, including:

- Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.

- Public participation seeks input from participants in designing how they participate.

- Public participation provides participants with the information they need to participate in a meaningful way.

- Public participation communicates to participants how their input affected the decision.

Following these Core Values and through a robust vetting process during the creation of the PPP, Metro has established guiding principles, goals, and objectives that demonstrate the Authority's philosophy toward, and larger commitment to, public participation, equity, and excellent public service. For projects that trigger the Public Participation Plan, these principles should be followed.

Goal One: Inclusive

Actively facilitate the involvement of all communities that may be affected in the public participation process.

Objectives:

- Provide communication materials and translation services that meet the needs of the communities Metro serves, including (but not limited to) limited and no-English proficient (LEP/NEP), low literacy, and individuals with disabilities.

- Ensure that minorities and LEP communities see their ethnicity, race, and languages reflected at outreach events and in communication materials.

- Include methods that consider the needs of low-income communities.

- Include multiple methods of engagement that recognize and address other barriers to access (e.g., physical, financial, technological, and cultural).

Goal Two: Collaborative

Work jointly with the community throughout the planning and project development process.

Objectives:

- Foster sustained and meaningful relationships with community-based organizations, including non-profits, cultural groups, and tenant/neighborhood organizations.

- Obtain early input to inform decision-making.

- Communicate detailed, easy-to-understand information in a timely manner that allows the public to provide informed feedback.

- Use accessible and diverse strategies that facilitate feedback from all members of the community.

- Ensure local jurisdiction partners and Metro Board members are engaged with, and included in, outreach activities when their communities are affected.

Goal Three: Responsive

Proactively link public feedback to outcomes in order to build trust.

Objectives:

- Provide updates and results of engagement directly to the participants within a reasonable timeframe.

- Clearly communicate how public input was used in the development of final recommendations.

- Create opportunities for pubic feedback on general items of interest or concern.

Goal Four: Consistent

Ensure established guidelines from the Public Participation Plan are followed throughout Metro.

Objectives:

- Ensure consistency and quality in planning for and conducting public communication and participation activities through Metro's Office of Content & Strategic Communication.

- Conduct fiscally responsible and practical public communication and outreach.

- Communicate the results of public involvement to all relevant staff and Metro Board of Directors.

- Evaluate the effectiveness of public outreach outcomes with the performance measures established by Metro and implement corrective measures as appropriate.

Key findings found in the original development of the Public Participation Plan still hold true for this edition. These findings have been used to shape communication and outreach plans and provide a strong base for many of the successes. Below is an edited version of the key findings that Metro should still follow today.

- To involve Title VI populations, go where they are. Holding events or posting information where minority, low-income, and limited and no-English proficient population are — like transit centers, social service providers, shopping centers, trainings, targeted publications and festivals — is the most effective method for reaching these populations.

- Demonstrate cultural sensitivity. Know your audience by bringing the appropriate Metro personnel (subject matter, cultural, and language competency) to events and meetings and showing appropriate representation in materials.

- Make it convenient to attend events and tailor event formats to the preferences of groups whose input is sought. Meeting formats should be tailored to the preferences of individual groups or communities – this includes in-person and virtual. Considerations should also be made to include children, like providing activities for children allowing parents to attend and participate in the meeting.

- Translate materials and use universally recognized graphics. Informational materials should be available in the intended audience's language of preference and should be designed culturally appropriate by taking into consideration the intended audience and by creating a clear message with the use of graphics and effective use of text.

- Use media in different languages and vary distribution outlets. Materials should be distributed through various outlets and to locations that many riders frequent, including on the bus, at bus stops, and at Metrorail stations. Materials should also be distributed to locations that are not necessarily transit related, such as Community Based Organizations, libraries, grocery stores, and residences. Newspaper advertising also still works and is a preferred way for many people to receive community information.

- Acknowledge and use input. It should be explicitly evident how public input will be used in decision making.

- Establish an institutional framework for public participation that includes a lead department. A department should be specifically tasked with overseeing public participation and/or a process that facilitates the involvement of several departments.

- Work with Community Based Organizations to build relationships and trust across diverse populations. These nonprofit groups support local communities and are among the most effective resources available to a transit agency for facilitating the frequent contact that is needed to build trust and mutually beneficial relationships.

- Use a variety of tactics to get the word out. Consider employing other techniques, such as using student report card distribution times to get information to families or door-to-door outreach in targeted areas.

- Use technology appropriately. While it has its place in public participation, technology should supplement other forms of outreach. Though the use of technology has become more important in response to the Covid-19 pandemic, consider the audience and access needs in order to be inclusive.

- Use a recurring public forum to allow members of the public to provide feedback to Metro regarding issues of concern to them. This feedback will supplement existing opportunities to comment on specific projects, proposals, and plans.

Federal and Metro Compact Requirements

FTA's Circular 4702.1B "Title VI Requirements and Guidelines for Federal Transit Administration Recipients" is the primary source of federal requirements and guidance for Title VI compliance, but it is not the only federal regulation that provides guidance on full, fair, and meaningful public communication and outreach.

As a recipient of FTA urbanized area formula grants, Metro must also provide opportunities for public hearings and make information available to the public. FTA and the U.S. Department of Transportation (USDOT) also direct transit agencies to incorporate environmental justice principles into their planning, projects, and activities to prevent disproportionately high adverse effects on minority and low-income populations. The USDOT, like other federal agencies, requires public involvement in environmental review processes under the National Environmental Policy Act (NEPA).

Metro's Compact also provided guidance on public participation requirements, including information about Public Hearing requirements and guidelines. Additional details about the Federal and Metro Compact requirements can be reviewed in *Appendix A: Federal and Metro Compact Requirements Review*.

Current Leadership Initiatives

Metro's Board of Directors, General Manager/CEO and Executive Management Team are focused on making Metro the transportation provider and employer of choice in the National Capital Region. They have worked in recent years to advance projects that restore the public's trust in the safety of the Metro system, improve train and bus on-time performance, and effectively manage the Authority's finances to ensure good stewardship of public funds. These efforts resulted in an uptick in ridership before Covid-19, demonstrating the public's renewed confidence in system safety and reliability.

In early 2020 with ridership on the rise, the Covid-19 pandemic brought the region to a halt and Metro responded by reducing service across bus and rail to ensure the safety of its employees and customers, while continuing to provide service for essential travel. Metro's Pandemic Recovery Plan is designed to meet the transit needs of the region while protecting the safety of employees and customers, and is designed to phase in actions that position Metro to emerge stronger and more resilient for post-pandemic operations.

At the same time, Metro continues to invest in system safety, reliability and the region's economy through its 10-year, $15 billion capital program. For the first time in Metro's history, the capital program is bolstered by dedicated funding from Maryland, Virginia, and the District of Columbia. As projects advance in the coming years, Metro will be focused on communicating to customers both the impacts that construction and renewal projects may have on their travel, as well as demonstrating the benefits these projects bring to the region.

Metro's Board of Directors, General Manager, and members of Metro's leadership have sent a very clear message about their commitment to transit equity, the critical role that the public's input has on the success of Metro's initiatives, and the importance of transparency in project communication.

Metro's General Manager/ CEO and Executive Management Team are focused on making Metro the transportation provider and employer of choice in the National Capital Region.

Understanding the nature and extent of Title VI protected populations within Metro's service area provides context for a culturally-sensitive, customized approach to communications and outreach.

Metro serves a population of four million within a 1,500 square-mile service area. The transit zone consists of the District of Columbia, the Maryland counties of Montgomery and Prince George's, the Northern Virginia counties of Arlington, Fairfax and Loudoun and the cities of Alexandria, Fairfax and Falls Church. Overall, 45% of those working in the downtown core – Washington and parts of Arlington County – use public transit. The demographic profile of this service area is 60% minority, and 9% of the households in the service area are at or below the poverty thresholds (see below).

WMATA Demographic Profile

Title VI Communities of Interest
Block Groups in Compact Area (2014-18 ACS)

- Minority % Above Average
- Household Poverty Rate Above Average
- Both Above Average

○ Metrorail Stations   — Metrobus Routes

5 ___ Miles

Prepared 06.29.2020
Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community
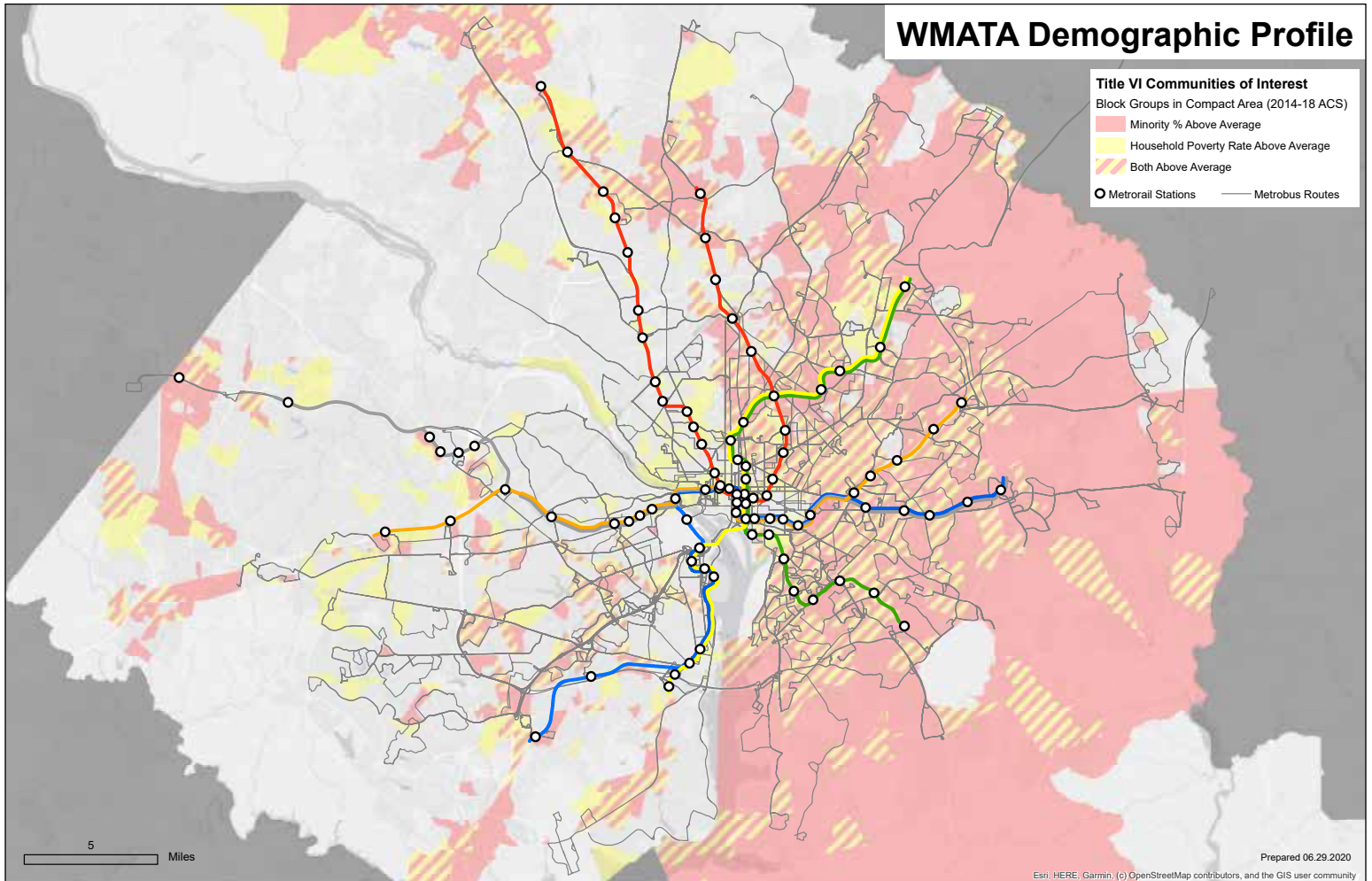
Metro's service area also includes many limited English speakers belonging to various linguistic minorities. According to the U.S. Census 2015 American Community Survey five-year estimates, 11.5% of the population — five years of age and older — residing in the service area is limited English proficient (LEP).

Spanish-speaking households make up 60% of the total LEP households in the service area. Other top languages include Mandarin Chinese, Korean, Vietnamese, African Languages, French, Tagalog and Arabic.

Block Groups with Above Average Share of LEP Households

Any Language

LEP % of All Households
2014-18 ACS Block Groups

- 5.7% - 10%
- 10.1% - 20%
- 20.1% - 87.2%

5 Miles

Prepared 06.25.2020

Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community
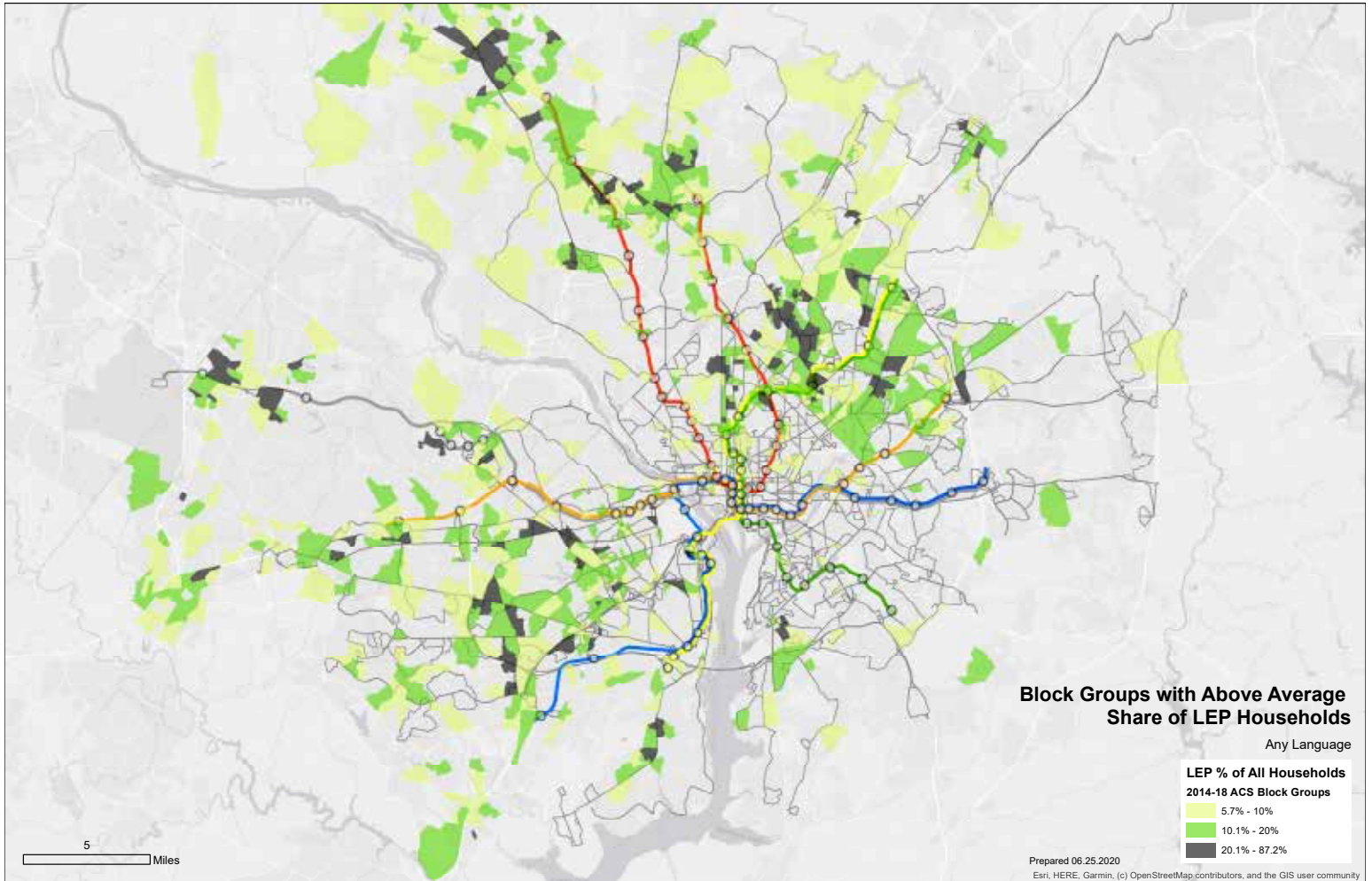
Metro regularly measures the customer composition and demographics of bus and rail ridership by conducting intercept surveys at rail stations and onboard buses. This passenger survey program, run by the Office of Customer Research, follows federal timelines for completion.

Based on this information collected, Metro has organized minority and low-income demographic profiles by system and by mode of transportation (Metrorail and Metrobus). Low-income is considered a household income of less than $30,000. Metro has also developed language profiles for these stations and lines based on LEP households data within a certain radius. More detailed information about these demographic profiles can be viewed in *Appendix B: Demographic Profile Data*.

Metro Customer Demographic Profile, ALL MODES

	58%
Minority	

	25%
Low-Income	

	13%
Limited English Proficient	
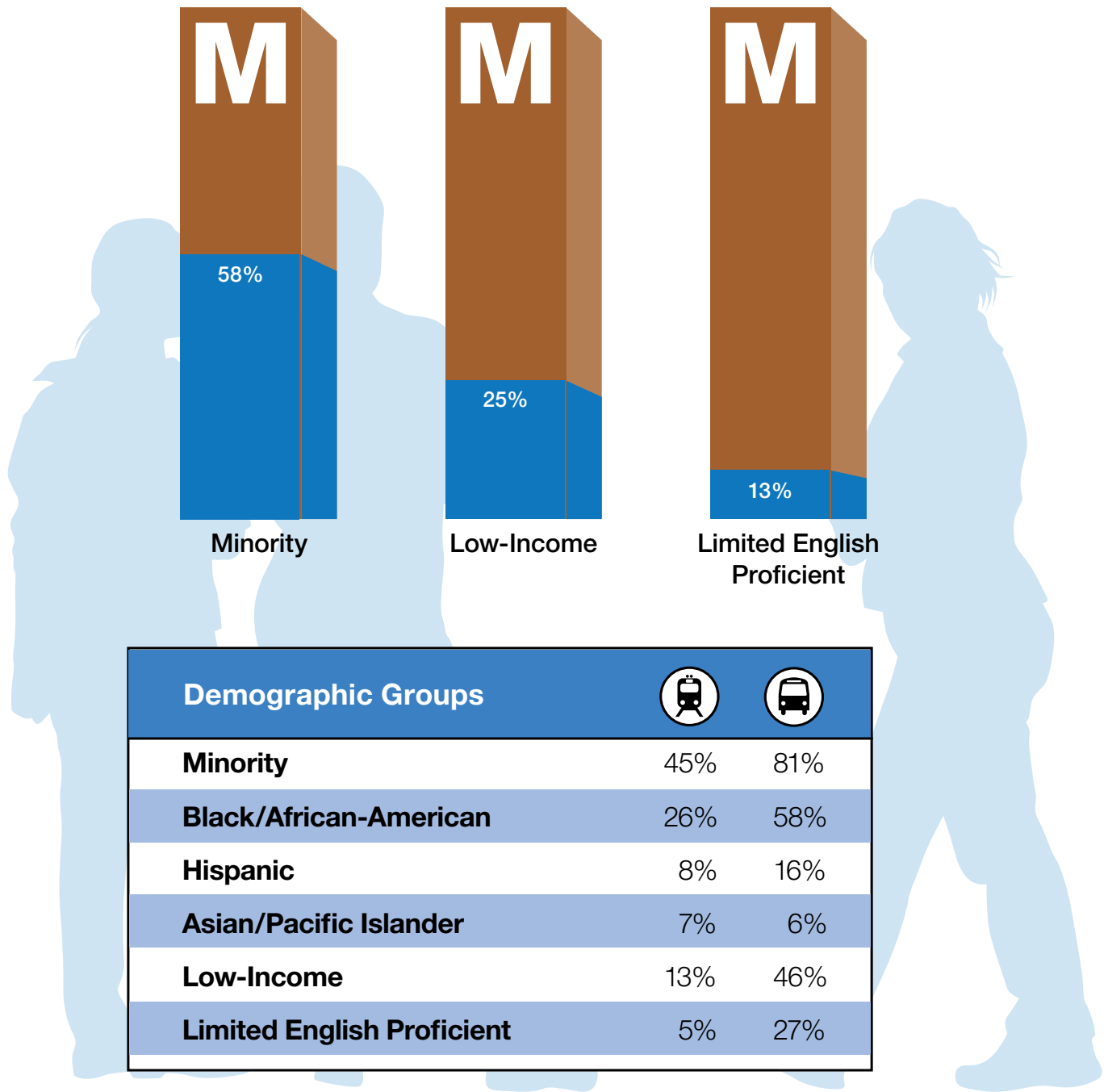
Demographic Groups	🚈	🚌
Minority	45%	81%
Black/African-American	26%	58%
Hispanic	8%	16%
Asian/Pacific Islander	7%	6%
Low-Income	13%	46%
Limited English Proficient	5%	27%

Metro is dedicated to Authority-wide performance monitoring and evaluation at all levels, including the key performance indicators (KPI) program that monitors ongoing and long-term programs towards Metro's strategic goals. To reflect Metro's commitment to performance measurement and to meet its requirement of updating its Title VI program every three years, a performance measurement framework was developed for both the overall plan as well as individual project efforts.

Metro uses the Public Participation Management System (PPMS), a robust online tracking tool developed in-house, as a way to assess these performance measures along with "lessons learned" from all projects. Staff reviews these results and continuously meets with internal and external stakeholders to discuss successes and areas of improvement in current methods and processes.

Metro has experienced a rapid increase of public participation activities due to the number and scale of projects impacting customers, especially around Metro's growing capital program. Metro's standardized public participation planning process, managed by its Office of Content & Strategic Communication (CASC), ensures compliance with Federal Transit Administration (FTA) regulations and ensures communications and outreach methods for planned projects and policy initiatives are inclusive, consistent, collaborative, and responsive to the needs of the community. The tactics laid out in the plan ensure that Metro's diverse customer base, including minority and limited and no-English proficient populations, are engaged and informed.

Once a project is initiated and determined to have customer or community impacts — whether led by Metro internally or led by external organizations or contractors whose projects impact Metro customers — the project plan must be developed to include elements that support inclusive and proactive communications and outreach strategies. The following chapter provides an overview of the process and guidelines that Metro and adjacent projects must follow when impacting customers or the surrounding community.

Project Initiation

Development of the Communications Plan

Execution of the Communications Plan

Monitoring, Tracking and Reporting

When a project is initiated, whether internally at Metro or externally adjacent to Metro property, the Project Owner or Manager must consider its impacts to customers and community members throughout the project's life cycle and the final product's lifespan. The Project Owner or Manager is tasked with identifying whether or not the project triggers the Public Participation Plan, assessing the breadth and impacts of the project scope, and contacting Metro's Office of Content & Strategic Communications (CASC) to begin the intake process.

Qualifying Projects

Metro has a wide variety of projects and initiatives that trigger the compliance of the Public Participation Plan (PPP). Overall, any planned project — or non-emergency project — that has a Metro customer or jurisdictional community impact, or a project that requires public feedback from other guidance like the Metro Compact or FTA, must follow PPP guidelines. Projects that trigger PPP compliance include, but are not limited to:

>> **Studies & Pilots**

Examples include long-term and short-term planning studies, including strategic planning, pilot programs, station area planning projects, or bus, rail, parking or fare studies.

>> **Amenities, Environmental & Infrastructure Changes**

Examples include new systems and structures that impact customer behavior or travel access, opening, modifying and closing customer facilities, fare media or purchasing changes, etc. This includes any projects that require NEPA environmental evaluations and impact reports and/or amend the mass transit plan.

>> **Service Changes**

Examples include changing routes, span of hours or frequency of service, especially those defined as major service changes that require an equity analysis and/or Compact Hearing.

>> **Policy Alternatives & Fare Changes**

Examples include policy initiatives or changes with customer impacts and fare changes.

>> **Public Information & Notification**

Examples include required or planned work that will impact Metro customers or jurisdictional communities, like construction within or around a Metro facility, planned long-term detours, rehabilitation and rebuilding projects, and joint development/adjacent construction/jurisdictional projects that impact Metro customers.

Projects that require a public hearing under WMATA's Compact automatically trigger compliance with the PPP in addition to complying with the Compact standards.

For emergency repairs or projects that impact customers, Metro must do its due diligence to follow PPP protocol for communications and outreach whenever possible.

Understanding Community and Customer Engagement Opportunities and Impacts within the Project Scope

The development of the Project Scope is a critical time for Project Managers and Owners to begin thinking about customer or community impacts and how to engage these groups in providing feedback throughout the project. This is also the best time to involve CASC in the development of a communications and outreach plan. A few examples for Project Managers and Owners to consider follow:

- If a project's scope of work requires operational changes, the Project Manager or Owner must work with internal stakeholders and appropriate jurisdictional partners to develop an approved operations plan or Maintenance of Traffic (MOT) plan. This should happen prior to the CASC intake process.

- If the project's scope is still under development or impacts or engagement strategies cannot be identified during this stage, the Project Manager or Owner should begin the intake process with CASC but must develop a timeline for when this information will become available.

- If a project scope of work, task order, agreement or contract is under development and customer or community impacts and engagement should be included, the intake process with CASC should begin immediately to allow for the project team to participate in providing content, write evaluation criteria or review draft scopes.

- If a project will ultimately have customer impacts but currently does not have communications or outreach in its current scope or contract, the Project Manager or Owner may need to alter the scope to include this task or receive approval from CASC that the task can be completed with internal resources.

In order to align with Metro's strategic objectives and confirm project scopes, key internal stakeholders should also be included from the start of the project. Many of these stakeholders will be able to predict or identify what impacts the project may have — especially around operations planning — including what issues may arise and what mitigations can be put into place to minimize customer, community and ridership impacts.

It is the Project Owner or Manager's responsibility to identify and include the appropriate stakeholders when initiating the project. Once stakeholders have been identified, a kick-off meeting hosted by the Project Owner or Manager is highly recommended as part of this initial process and should include discussions that identify community and customer impacts.

Internal Metro stakeholders may include, but are not limited to:

General Counsel: Metro Compact, FTA or NEPA compliance, etc.

Metro Transit Police Department/ Office of Emergency Management: Entrance impacts, station configuration, etc.

Office of ADA Policy & Planning: ADA compliance, pedestrian access impacts, entrance/escalator/elevator impacts, closing ADA parking spaces, etc.

Office of Board Secretary: Board communication and approvals, etc.

Office of Bus Planning: Road closure impacts, bus stop, loop or transit center impacts, etc.

Office of Chief Maintenance of Way Engineering: Track rights and access, etc.

Office of Customer Research: User testing, pilot feedback, etc.

Office of Equal Employment Opportunity: Equity issues, reviews, and Language Assistance Plan requirements

Office of Elevators & Escalators: Entrance/escalator/elevator impacts, station configuration, etc.

Office of Government Relations: Community area impacts, identification of elected official or jurisdictional stakeholders, etc.

Office of Plant Maintenance: Entrance impacts, station configuration, maintenance of station assets, etc.

Office of Real Estate & Parking: Permits, property lines, road closure impacts, parking garage or lot impacts, Kiss & Ride impacts, Bike & Ride impacts, etc.

Office of Rail Transportation: Entrance/escalator/elevator impact; station configuration, etc.

CASC is also available to advise Project Owners and Managers on the appropriate internal stakeholders so that project meetings are inclusive and informative from the start.

Intake Process: Office of Content & Strategic Communications

Once a project has been identified as a qualifying project that triggers compliance of the Public Participation Plan and it has been determined that customer or community impacts or engagement will happen under the project scope of work, the Project Owner or Manager can begin the project intake process with the Office of Content & Strategic Communications (CASC), a branch of the Department of Customer Service, Communications & Marketing.

The Project Owner or Manager is responsible for contacting the Director of Planned Projects Communication & Participation within CASC to begin the intake process. The Director will assign a Strategic Communications Manager or another member of the CASC team to begin working with the Project Owner or Manager on the communications plan. The intake process must happen early enough in the project's life cycle to allow for a communications plan to be developed and implemented, along with securing any necessary resources. Depending on the scope of the project, this may need to be anywhere from two months to a year prior to realized impacts or engagement.

Development of the Communications Plan

The Project Owner or Manager will be an active participant in the development of a communications plan around their project. CASC will serve as the Communications Project Manager to ensure that all tasks within the plan are completed and to provide guidance on messaging and communications and outreach tactics. The Project Manager or Owner will continue to be responsible for the overall management of the project (i.e. Board action items, approvals, reports) and must ensure any references to communications and outreach items are reviewed and approved by CASC in advance of publishing/presenting to the Board of Directors or other stakeholders.

Each communications plan is tailored to the project, based upon the scope of the project, customer impact levels, schedule and budget. The following process allows CASC to prepare a plan that is executable and ensures compliance.
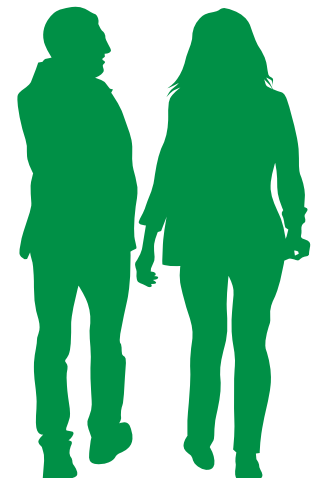
For projects that are externally led and impact Metro customers, such as adjacent construction, those project teams must submit a communications plan to CASC for review and approval.

Project Initiation

Development of the Communications Plan

Execution of the Communications Plan

Monitoring, Tracking and Reporting

STEP ONE: Collect Project Information

As part of the intake process, the Project Owner or Manager will be responsible for and should be prepared to provide the following information:

Scope of Work & Timeline	The Project Owner or Manager must provide details about the project, including any impacts and mitigations, and share any developed presentations, memos or reports that discuss the scope of work. Milestone dates, deadlines for submittals or Board approvals, approximate durations of work, etc. must also be included. If a submitted timeline includes all project work, the Project Owner or Manager must extract or clarify which work is associated with impacts to the customer or community.
Impacted/Targeted Audience & Demographics	The Project Owner or Manager must, to the best of their knowledge, provide an overview of the customers and communities that will be impacted and/or have a high interest or stake in the project. Demographic profile information is preferred (minority, low-income, limited and no-English proficient, those with disabilities, age groups, etc.) but if unknown to the Project Owner or Manager, CASC will work with other offices to gather this information.
Available Budget & Resources	The Project Owner or Manager must provide budget and resource information related to communications and outreach efforts. If a cost baseline or resources haven't been defined yet, CASC will develop a cost estimate for the Project Owner or Manager as part of the planning process.
Purpose of Customer and Community Communications & Input	The Project Owner or Manager, to the best of their knowledge, must provide what they believe the communications goals are and, if applicable, what feedback they would like to receive (i.e. what input would help staff make decisions?). Defining these goals is required for each project and will help CASC develop the correct messaging and tactics to use throughout the communications plan. Examples may include, but are not limited to: • **Collaboration:** WMATA/Project Owner or Manager wants to collaborate with the public on the project, including working directly with them on analysis, alternatives, and/or decision-making with the public. May include the development of alternatives and identification of preferred solutions. • **Consultation:** WMATA/Project Owner or Manager wants to consult with the public on the project, including obtaining feedback on analysis, alternatives, and/or decisions that have been developed by project staff or the Board. • **Information:** WMATA/Project Owner or Manager wants to inform the public on the project, including providing facts and context for consideration to inform them about the policy, problem, alternatives, opportunities, and/or solutions.
Key Stakeholders	The Project Owner or Manager will need to provide a stakeholder list, preferably in a stakeholder register or matrix format. The list should include any key contacts from the initiation phase that have insight into the customer or community impacts as well as any stakeholders that have high interest and/or influence over the project. CASC may require that the Project Owner or Manager participate in a kick-off meeting to present this information. CASC will work with the Project Owner or Manager to determine what Project Management Information System (PMIS) should be used to share content and materials within the project team.

STEP TWO: Define the Communications Project Team

In order to ensure compliance with the Public Participation Plan, Title VI and ADA regulations, and the WMATA Compact, many key departments within Metro will have a large role in the communications planning and implementation process.

Using the stakeholder list provided by the Project Owner or Manager as a starting point, CASC may invite other offices and departments to join the Communications Project Team depending on the project scope. Partner departments that typically have an active role include the following:

- **Office of ADA Policy & Planning:** Responsible for ADA policy and compliance. Advises on access needs for customer with disabilities and senior citizens, serves as the liaison for the Accessibility Advisory Committee, and manages relationships with regional networks focused on accessibility issues.

- **Office of Board Secretary:** Responsible for the coordination, review and distribution of Metro Board materials, arranging public hearings and serving as a liaison for the WMATA Board of Directors and the Riders Advisory Council. Advises on Compact compliance for all projects.

- **Office of Customer Research:** Responsible for oversight of qualitative and quantitative research to identify customer preferences and opinions, and provides customer input on Metro policy decisions. Advises on best methods to collect public input and analysis of results.

- **Office of Equal Employment Opportunity:** Responsible for monitoring Title VI and Language Assistance Plan policy and compliance. Advises on compliance of language access and translation/interpretation needs and manages relationships with regional Community Based Organizations.

- **Office of Government Relations:** Responsible for advocacy and serves as the liaison with federal, state, and local policy and government representatives.

- **Office of Planning:** Responsible for the technical analysis related to Title VI compliance, including evaluating Title VI impacts of service and fare changes. Advises on demographic and census data use and is responsible for preparing equity analysis reports.

Other offices within the Department of Customer Service, Communication and Marketing will also be identified by CASC to join as required. Additional team members may need to be identified by the Project Owner or Manager for resource management (procurement, invoice processing, etc).

A Responsibility Assignment Matrix or List will be part of the final communication plan and will include the role-responsibility-authorities of each team member.

STEP THREE: Determine Communications Messaging and Tactics

CASC, with input from the communications project team, will determine the messaging and the most appropriate communications, outreach, and feedback tactics for the communications plan. These will be based on the project information shared by the Project Owner or Manager, including the scope of the project and its impacts, timeline, impacted/targeted audience, goals for communications and feedback, and key stakeholders.

A strategic messaging framework will be developed and used as a guide for all internal and external messaging. This messaging guidance will help produce coherent and consistent materials that will resonate with the identified target audiences and provide an approved set of key talking points to be used throughout all tactics. The messaging will likely need to be evaluated and updated at different stages of the project.

The communications plan must reflect Metro's guiding principles, goals, objectives, and key findings for public participation (Chapter 1). Each plan must consider what different activities and tactics should be used when the impacted communities are hard-to-reach, especially Title VI communities, to ensure successful communications efforts.

Meet people where they are.

Never expect riders or other members of the public to "come to us" to provide feedback or learn about a project that may impact them. Communicate and collect input where the impacted customers are, whether at their bus stop, local organization, on the platform at the Metrorail station, or at a community festival.

Use a number of approaches and activities to inform the public about opportunities for engagement.

This may include a mix of Community Based Organization and stakeholder outreach, earned media (news stories), posted signage or car flyers, paid advertisements in multi-language newspapers, targeted social media, presentations at local meetings and pop-up events. The needs of customers with low literacy, limited English proficiency, and physical and mental disabilities should all be considered when developing tactics.

Use technology appropriately.

The use of technology can be extremely beneficial and should be part of the strategy in public participation. The importance of virtual engagement tactics was highlighted during the Covid-19 pandemic that began in March 2020. However, Metro must be cautious and use it as appropriate and never as the only way to communicate. Using a mix of technology and other methods considers all populations, regardless of socio-economic status. This is especially important to consider with feedback collection.

Accessibility Requirements and Compliance

All communications plans must include tactics to ensure that all impacted customers and community members have access to the information they need and the ability to participate.

Language Assistance Plan Requirements

The creation of each project communications plan must comply with Metro's Language Assistance Plan (LAP) which ensures that responsible steps are taken to provide meaningful access to benefits, services, information, and other important areas of Metro's programs and activities for individuals with limited and no-English proficiency. The LAP considers the FTA's Four Factor analysis when assessing required languages for communication and community engagement projects.

Four Factor Analysis – Language Assistance Plan

Based on these factors and known numbers of individuals with limited and no-English proficiency (LEP/NEP) riding Metro, the language(s) identified should be heavily considered when developing a specific communications plan using the language(s) of preference.

1 Identification of language of preference when interacting with Metro to provide in-language information and services, and distribution of that information in the appropriate modality (i.e. communicating with those who cannot read).

2 Identification of the frequency with which limited or no-English proficient persons (LEP/NEP) come into contact with Metro. Survey and assessment of key programs and services, and major points of contact to provide equal access in their language of preference.

3 Identification and assessment of essential services for LEP/NEP populations and most effective method of communication in-language of preference. Maintaining collaboration and obtaining feedback on essential services with/from various Metro partners, CBOs, and stakeholders. Maintain collaboration and obtain feedback on what services and information are essential to LEP/NEP persons from Metro partners, Community Based Organizations, and by facilitating meetings with various LEP/NEP populations themselves.

4 Assessment of resources and outreach materials available, and development of new pertinent in-language information for LEP/NEP individuals. Assessment of costs of outreach materials and proactive sharing of available outreach information between the transit authority, LEP/NEP populations, advocacy groups, and government agencies. Provision of in-language information options, through notifications in language, to request additional translated information.

Americans with Disability Act (ADA) Requirements and Compliance

It is important to ensure people with vision, hearing, or speech disabilities are able to receive and convey information, participate in feedback opportunities, and attend events, just as for those people without disabilities. In order to ensure compliance, communications plans must consider the following:

- All event locations hosted by Metro must be accessible and should be confirmed as such by the Office of ADA Policy and Planning prior to location confirmation. Locations should be accessible via public transportation and also have designated accessible parking spaces available along with adequate curb ramps. Depending on event location, ramps or in-service elevators may be required. Restrooms must also be accessible; door openers are preferred and doors should have appropriate ADA door opening space (at least 32 inches without obstructions).

- The public must be informed about the accommodations being provided for the event via press releases, publicity materials, accessibility symbols placed on promo materials, and the inclusion of local disability groups/organizations on project communication lists.

- Signage at events must be posted to direct attendees to the venue, room, elevators, restrooms, accessible parking spots, curb ramps or designated accessible drop off zones. Directional information must be available for the blind, via audible messages or personnel assistance.

- Auxiliary aids and services should be available as tools to help communicate with people who have communication disabilities.

For people who are blind, have vision loss, or are deaf-blind: Provide a qualified reader, information in large print, Braille, or electronically for use with a computer screen-reading program, or an audio recording of printed information. Information posted or shared online/electronically must be accessible.

For people who are deaf, have hearing loss, or are deaf-blind: Provide assisted listening device(s), a qualified note-taker, sign language interpreter, oral interpreter, cued-speech interpreter, or tactile interpreter, real-time captioning, written materials, or a printed script of a stock speech (such as given on a museum or historic house tour).

For people who have speech disabilities: Provide a qualified speech-to-speech transliterator (a person trained to recognize unclear speech and repeat it clearly), keep paper and pen as helpful tool for them to communicate effectively.

STEP FOUR: Establish Resource Requirements

Each tailored communications plan will require budget and staffing resources. As part of the planning process, CASC, along with the Project Owner or Manager and the project team, will identify the required resources based on the activities and tactics necessary:

- ***Does the plan require external staffing and resources?*** Project Owners or Managers should assume that most projects will require external resources. Personnel with specialized skills, such as map and infographic design, video recording and editing, translation/interpretation services, event planning, multi-lingual outreach, installation services, etc. may need to be secured along with the purchase of materials or supplies. Depending on the size and scope of the project, it may be determined that a staff augmentation is required.

- ***Who is responsible for acquiring and managing the required resources?*** The Project Owner or Manager will work with CASC to determine the best methods for acquiring these resources, ideally through existing relationships and contracts. Roles and responsibilities will be established and added to the Responsibility Assignment Matrix or List and may require procurement tasks to be completed by the Project Owner or Manager.

- ***Does the cost baseline reflect the required resource needs?*** If CASC was not part of the initial communications budget development, the cost baseline may need to be revised depending on the identified resource needs. Funding source information, including the preferred process for cost approvals, invoice processing, etc. must be documented and confirmed by the Project Owner or Manager. Any constraints around the budget must be shared immediately and may impact the plan and/or timeline.

Acquiring and securing resources are typically the largest influencer on project timelines. Without appropriate planning, this area may have very large consequences on the compliance and schedule of the project.

STEP FIVE: Develop Schedule

A communications plan implementation schedule will be developed by CASC along with the communications project team. The schedule will take into account the following inputs:

- Milestone list and project timeline/deliverables as provided by the Project Owner or Manager

- Activity and tactics list defined within the communication plan, along with estimated durations

- Internal resource availability, taking into consideration concurrent or upcoming projects, holidays and vacation schedules

- External resource availability, taking into considering contracting lead times and other priorities

These activities will be sequenced to create a schedule model with planned dates for completing project activities. Any change to the critical path will have implications on the entire schedule.

Risks also need to be considered during schedule development. These could include internal risks like management directives, or external risks like supplier or contract delays.

Once the communications plan is drafted, it will be reviewed by the project team and key stakeholders for approval. Depending on the complexity of the plan and resource availability, it may take up to a month for plan development and approvals to proceed.
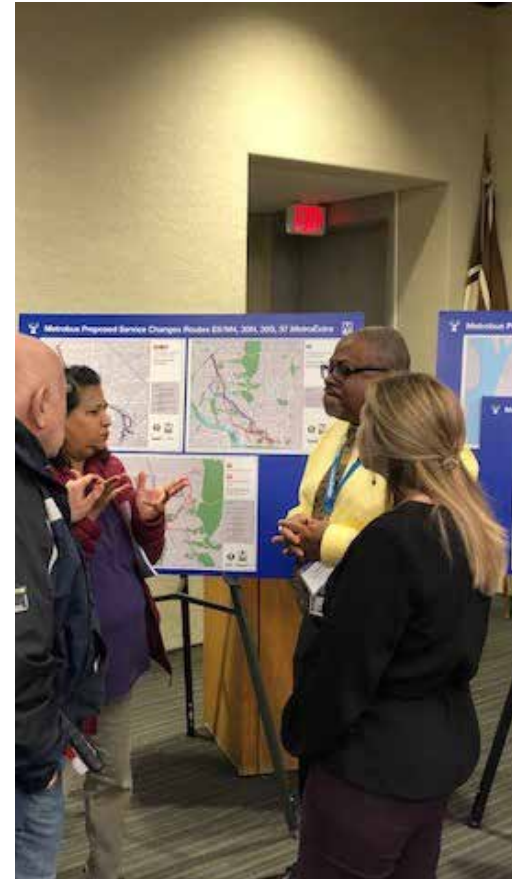
Project Initiation

Development of the Communications Plan

Execution of the Communications Plan

Monitoring, Tracking and Reporting

Once finalized and approved, CASC and the communications project team will begin to execute the communications plan. Many factors will contribute to a successful implementation.

- *Frequent and clear communication between the Project Owner or Manager and CASC is critical to a project's success.* This includes immediately conveying any changes to the project in regards to scope or schedule and providing regular updates. CASC may request that the Project Owner or Manager host project update meetings or provide written updates throughout the project.

- *Make sure everyone understands what impacts missed deadlines can have on the project and plan contingencies.* In order for a project to succeed, all members of the communications project team must work together to deliver items on time. A slip of one or two days can have implications to the critical path of the project.

- *Any changes to the approved communications plan, which includes the cost baseline and resource list, need to be done through a change control process.* This means changes need to be analyzed and approved by CASC and key stakeholders identified prior to implementation.

- *Long-term projects that span multiple months or years will need to reevaluate the communications tactics and messaging on a regular basis or as emerging issues arise.* Continuous assessment of the stakeholder and public satisfaction must be incorporated.

Metro also requires regular status updates about projects that are externally led and impact Metro customers to ensure the communications plan is executed as approved.

In order to ensure compliance and allow for continuous improvement and evaluation, all communications plans are monitored and tracked by CASC as part of a performance measurement framework used for reporting on individual projects and Title VI program compliance. Performance measurement data is collected through four discrete reporting measurements:

1 Communications Plans

Many activities and tactics that are listed in the communications plan, including event locations, language access, and ADA accessibility, are tracked and fed directly into the performance measurement framework.

2 Post-Activity Summaries

A summary of each outreach activity or tactic is written to include the following information when applicable:

- Purpose of activity type. Why was this activity/tactic chosen?
- Estimated/actual participation or interactions. This may include number of surveys collected, materials distributed, emails sent, or number of attendees or participants, depending on the type of activity.
- Targeted population demographics. I.e. minority, low income, LEP, etc.
- Marketing/advertising. What media tactics were used, where materials were placed, and what languages were considered for this activity?
- Outcome of the activity. Did the purpose succeed?
- Lessons learned about activity type or tactic.
- If applicable, ratings or rankings based on surveys, feedback forms or evaluations.*

3 Post-Project Evaluations

All outreach activity summaries are aggregated into a post-project evaluation at the end of each project.

4 Triennial PPP Performance Measurement Review

The results of the post-project evaluations throughout the year feed into an annual performance measurement review. The results are aggregated into a triennial report and are shared as part of this public participation plan update (Chapter 3).

The Public Participation Management System (PPMS) is an internally-developed tool that CASC uses to monitor and track progress on communications plans. This system provides transparency for project managers to track their project's progress and includes features for inputting all performance reporting measurements. This tool also provides the ability to evaluate whether targets are met.

The communications plan will include any additional communication reports that need to be created, whether it is a request from key stakeholders or required by federal mandates.

The communications plan will also determine when the project is closed from a communications perspective. This may be when all reports are submitted and final input has been reported back to stakeholders or the public, or when the impact no longer exists and notification materials need to be taken down.

* When applicable, participants of outreach activities should be able to evaluate their experience and provide Metro an opportunity to collect important demographic information for Title VI purposes. Surveys, feedback, or evaluation forms should take the place of the standard Title VI comment card and offer opportunities for participants to provide additional input about the topic at hand and recommend improvements for future outreach activities.

Project Initiation

Development of the Communications Plan

Execution of the Communications Plan

Monitoring, Tracking and Reporting

Since Metro developed its Public Participation Plan as part of the 2014-2017 Title VI Triennial, the Authority has worked to become a leader in transit public participation practices. More importantly, many of the projects and policies that Metro has advanced since the implementation of the PPP have benefited from the feedback received from members of the public.

Metro had a significant increase in project and policy initiatives over the last three years, especially around capital work, construction, service and fares. This chapter highlights the notable work that was done around public communications and engagement, including the structure that has been put in place to support these efforts.

Project Highlights

Metro's Public Participation team managed the communications and outreach for more than 60 projects between January 2018 through March 2020. Below are summaries of two projects that applied new communications and participation techniques. A complete list of projects can be found in *Appendix D: Outreach Activity List*.

Fiscal Year 2021 Budget

Every winter, Metro completes a robust public input process for its upcoming fiscal year budget. The proposed budget for Fiscal Year 2021 was developed to improve the customer experience and fare options, and manage costs. It included 11 proposed fare change and seven categories of proposed service changes.

The communications plan included standard tactics like outreach events at stations, transit centers and bus stops, stakeholder engagement, targeted marketing and earned media, open houses, and Compact Public Hearings. However, due to the complexity and number of proposals, it was determined that new tools and techniques were needed to increase customer understanding and ensure more constructive responses would be received.

- In order to properly cover all of the proposals that were part of the budget (18 categories, for a total of 100 different proposals), an online survey tool was used to collect feedback. The survey, though streamlined, required at least five to 10 minutes to complete depending on what proposals the customer chose to provide feedback on. Since creating a paper survey wasn't an option due to the complexity of the proposals, new tools were created for outreach street teams to encourage online participation.

- **Over 106,440 brochures were distributed by street teams during the public comment period.** The brochures, which included language in English and Spanish and a statement in Amharic, Chinese, French, Korean, and Vietnamese about how to receive information in their preferred language, included a QR code for customers to scan and automatically go to the survey from their own mobile device. The materials also advertised an incentive to take the survey for a chance to win a $50 SmarTrip® card.

- Multilingual outreach teams carried tablets with them during the outreach events. Customers who were interested could take the survey on the spot, but those who didn't have time could quickly provide contact information and get the survey link sent to them directly via email or text in English and Spanish.

- For the first time ever, an online fare proposal calculator was developed by Metro staff. Available in English and Spanish, the tool allowed a customer to enter in a trip to calculate their potential fare vs their current fare. Different fare proposals could be toggled on and off, and the tool highlighted which pass products could help the customer save money. Links to the calculator were available on the website and on the outreach team tablets. There were over 2,500 visits to the calculators from over 2,200 unique visitors.

These efforts helped Metro gather over 17,000 responses to the budget, with 93% of the input received coming through the survey.

Route 79 *MetroExtra* Cash-Free Pilot

To test the operational and customer impacts of eliminating cash transactions on buses, a year-long pilot of cash-free boarding on Route 79 *MetroExtra* was launched in June 2018. The route was selected for the pilot for a number of reasons, particularly the structure, frequency and availability of SmarTrip® purchasing and loading options along the corridor.

The intention of the pilot was to assess whether the expected benefits would be realized under real-world operating conditions. This included whether customers would like the pilot, whether it would impose a serious burden on customers or operators, and whether cash-free boarding poses any operational difficulties or improves service performance.

Staff used new tactics as part of the communications plan to educate customers and collect the input needed for the performance measures:

- Bus operators were surveyed about their experience with the pilot. Their comments stated that customers were confused by the term "cash-free" thinking it meant that the fare was free, which informed future communications and outreach messaging decisions.

- To measure the effects of the pilot on customer perceptions and behavior, ride-along surveys were conducted aboard the local Route 70 and Route 79 *MetroExtra* three months into the pilot and garnered 1,200 responses. Instead of the typical convenience sample, a rigorous sampling plan was devised to ensure a representative sample of weekday Metrobus riders on routes 70 and 79 and better understand how the "average" customer was impacted by the policy. The results showed that riders were in favor of the pilot and perceived improvements in running and wait times. Riders also stated that the pilot prompted them to change their SmarTrip® card loading habits.

- Prior to the pilot launch, multilingual outreach teams went to high-ridership bus stops to inform customers about the pilot. Teams focused on educating customers about different ways to reload their SmarTrip® cards, as well as the benefits of using one rather than paying with cash. Approximately 10,000 brochures that included SmarTrip® purchasing and reloading locations along the route were distributed.

Metro ultimately made a decision to not implement a permanent cash-free policy. However, this input has provided additional guidance that will inform future discussions around fare policies on bus.

Other Projects Worthy of Noting:

- The Platform Improvement Project's communications plan expanded from previous shutdown plans and included an online personalized travel alternatives planner, a project blog, and bi-weekly construction updates. The team also successfully tested the use of Nextdoor (a hyper-local social media network) to target impacted communities with relevant communications.

- The West Hyattsville Concrete & Pavement Repair project's communications plan focused on providing information in-language due to the station's high percentage of limited English proficient customers. Because of this, all outreach team members were bilingual in Spanish, ending up with over 2,300 interactions in Spanish over six shifts.

- The Bus Transformation Project built a regional, inclusive communications plan that included a mix of team and committee meetings with stakeholders, pop-up events and open houses with the public, and focus groups with bus operators to provide feedback on a Strategy and Action Plan for the next ten years. Two public surveys garnered over 8,800 responses.

For more information about these projects or to get a copy of any Public Communications & Input Report, contact the Office of Content & Strategic Communication.

Metro staff use a web-based tracking tool specifically formatted for our communications planning process called the Public Participation Management System (PPMS). This tool provides a new way to track planned projects' public participation and creates one large database for easy reporting. The PPMS is considered a first of its kind in public participation tracking in transportation.

The Public Participation Management System provides its users with a web-based system through which they document communications plans for each department's projects, capture data about the results of outreach activities, and produce the annual Federal Transportation Administration (FTA) report of public participation activities, seen in *Appendix D: Outreach Activity List*. An important related function of PPMS is the Public Events Calendar, which provides a centralized summary of relevant public events as well as public outreach activities. The PPMS has been built to provide accountability for both project managers and the Office of Content & Strategic Communications to provide information about the project and progress tracking. It is available to all internal Metro users via the Authority's intranet, Metroweb.

One of the key functionalities of PPMS is the ability to track performance measures. As explained in Chapter 2 under Monitoring, Tracking and Reporting, there are multiple reporting measurements that are tracked within PPMS, including communications plans, post-activity summaries, and post-project evaluations. Below is Metro's Triennial PPP Performance Measurement Review based on the inputs completed between January 2018 – March 2020 (pre-pandemic).

Public Participation Management System & Triennial PPP Performance Measurement Report

Strategy	Action	Performance Measures, Targets and Sources
1. METHODS AND INFORMATION		
What steps did you take to reach the project populations (LEP, low-income and minority groups)?	Outreach events are physically accessible to participants.	1. **100%** of outreach activities were within 1/4 mile of Metrobus or Metrorail line.
		2. **100%** of venues for outreach activities were approved by WMATA ADA staff.
	Activity information, including marketing and promotional materials, is accessible to participants.	3. **99.95%** of outreach materials were translated into all key languages identified in Project Communications and Outreach Plan.
		4. **45.68%** of activities utilized multi-lingual media to advertise activity information.
		5. **97.34%** of outreach materials were developed at least two weeks before event.
2. PARTICIPATION AND EVENT FEEDBACK		
Did participation rates match the project demographics? Did the public and staff view the outreach as effective?	Other than meetings designed for small groups, project outreach events should be well attended.	6. **97.95%** of outreach activities that met the attendance goal for that type of event.
	LEP, minority and low-income participation in outreach accurately reflect project population.	7. **99.59%** of participation rates by minority and low-income groups in the outreach activity met or exceed the demographic range of the project population identified in the Project Communications and Outreach Plan.
	Outreach event participants had a positive experience and were satisfied with opportunities to provide input.	8. **100%** of outreach activities received an average of "good" or higher ratings from post-event comment card or survey for each project activity.
	Key lessons learned from outreach process.	9. For **75.65%** of outreach activities the project managers summarized the key lessons learned for future outreach.
3. FOLLOW UP		
Provide a clear opportunity for all public outreach participants to receive follow up information about the project, including recommendations and plans for implementation.	All event outreach participants are informed of event results, project results and implementation of project results.	10. For **100%** of outreach activities the project manager summarized the key recommendations from the public and explained why or why not these can be implemented.
		11. For **100%** of outreach activities recommendations/results were communicated back to outreach participants and stakeholders/CBOs who provided contact information (who requested to stay in touch).
		12. **91.48%** of outreach activities where there is a process in place for keeping in touch with outreach participants and stakeholders/CBOs in the period between project planning and implementation.
		13. For **99.06%** of outreach activities there is a clear process for re-informing the public (including the key demographic groups from the project) when elements of the project are implemented.

Soliciting Public Input

Collecting feedback from customers and members of the public more broadly enables Metro to better serve its riders. The Office of Customer Research works on a multitude of projects gathering insightful input to make better business decisions. Some of these projects have included:

- Conducting quarterly customer satisfaction surveys of Metro customers to measure success across a variety of tracking metrics.

- Conducting one-on-one interviews of low-income customers to gather feedback on a proposed low-income fare product, educating internal decisions regarding usability and optimization of the implementation and fare offering.

- Conducting focus groups regarding the design and layout of new Metrobuses, including the usability of the new buses for current MetroAccess customers using mobility devices.

- Conducting online focus groups and online surveys of Metrorail and Metrobus customers to identify and propose practices to alleviate customer concerns about returning to the Metro system after Covid-19.

- Collecting feedback from Metrobus customers to evaluate the success of a pilot project that deployed solar powered e-ink displays at bus stops along Columbia Pike to provide customers with real time Metrobus information even when bus stops do not have electrical connections.

- Surveying customers to make demand estimates for replacement shuttle services provided by Metro during station and system repair shutdowns.

- Surveying of Metro Park & Ride customers to determine competitiveness of different travel modes and to identify neighborhoods that supported different proposals for increasing station accessibility, allowing stakeholders to make targeted suggestions for improvements to jurisdictional partners.

Community Based Organization (CBO) engagement has continued to be an integral part of planned projects communications plans. These relationships, managed by the Office of Equal Employment Opportunity, have provided valuable insight into project decisions. Large-scale engagement efforts have included:

- **Bus Transformation Study, 2018-2019:** The study involved a Strategy Advisory Panel whose members included those in leadership positions in local and state governments, Community Based Organizations, businesses, minority and disability groups, labor organizations, think tanks, and the education community, representing a variety of regional perspectives and providing critical insight into issues that affect bus.

- **Blue/Orange/Silver Line Capacity & Reliability Study, 2019-present:** This ongoing study includes a Business & Community Advisory Committee, which is comprised of representatives from business groups and Community Based Organizations within the study area. A Community/Business Stakeholder Workshop was also held in October 2019 to collect input on preliminary concepts.

- **Late-Night & Early Morning Mobility Study, 2019-present:** Community Based Organizations in the region were invited to participate in stakeholder focus groups to discuss the challenges their constituents face using late-night and early-morning transit as well as their constituents' priorities. Focus groups were hosted online in June 2020.

CBOs were also asked to provide input on multiple other project proposals, including: fiscal year budgets; bus studies for routes R1,R2,42,43; Bladensburg Bus Garage reconstruction; Pennsy Drive Heavy Repair & Overhaul Facility; elimination of cash on limited-stop Metrobus routes; elimination of Route W9; and changes to the Deanwood Metrorail Station facilities, among others. CBOs were also notified about other impacts, including station and entrance closures, service, fare or parking changes, and construction.

Metro uses a searchable central database that contains contact information for local stakeholders around the region, including representatives from social service agencies and Community Based Organizations. The database has continued to be updated by staff and is utilized for target communications about these different projects.

Metro has continued to follow the Language Assistance Plan in all planned project communications strategies and has set up processes to support these efforts.

In-Person Outreach

Metro utilizes an on-call outreach contract that provides public engagement support for various projects. The contract provides the flexibility to build professional teams of individuals based on the needs of the project, which may require specialized outreach based on gender, race, ethnicity, and languages spoken. Language needs include, but are not limited to, Amharic, Chinese, French, Korean, Spanish, Vietnamese, or American Sign Language (ASL). All outreach teams are also trained to call Metro's Office of Customer Information to get connected to the on-call language assistance line when needed.

From January 2018 until March 2020 (pre-Covid-19), this contract was used for the following efforts:

On-call Contract Outreach Team Projects	Timeframe	Type of Outreach	Bilingual Staffing*
Parking Pilot Proposals	January-February 2018	Encourage customer feedback on pilot; collect surveys	Spanish (50%), Chinese
Grosvenor Turnback Elimination Proposal	May 2018	Encourage customer feedback on proposal	Spanish (50%), Chinese
Bus Service Changes	June 2018	Notify customers about service changes	Spanish (50%)
West Hyattsville Concrete & Pavement Repair	May-July 2018	Notify customers about parking space closures	Spanish (100%)
Route 79 *MetroExtra* Cash-Free Pilot	June 2018	Encourage customer feedback on pilot; collect surveys	Spanish (100%)
Metrorail Station Customer Service (MLB All-Star Game)	July 2018	Assist customers in stations	Spanish (50%)
Friendship Heights Bus Bay Construction	July-August 2018	Notify and assist customers with relocated bus stops	Spanish (50%)
Extended Red Line Shutdown	July-August 2018	Notify and assist customers with station closures	Spanish (50%), Amharic American Sign Language (ASL)
Blue/Orange/Silver Line Extended Single-Tracking	July-August 2018	Notify and assist customers with service changes	Spanish (50%) Amharic, Korean
Cash-Free Limited-Stop Bus Proposal	September 2018	Encourage customer feedback on proposal; collect surveys	Spanish (50%) Amharic, Chinese
Parking Changes & Special Events Proposal	October 2018	Encourage customer feedback on proposals; collect surveys	Spanish (50%), Amharic Chinese, Korean
Blue/Yellow Line Extended Weekend Shutdown	November 2018	Notify and assist customers with station closures	Spanish (50%), Amharic
Vienna & Largo Town Center Parking Garage Rehabilitations	November 2018	Notify customers about parking space closures	Spanish (50%)
No Yellow Line	November 2018	Notify customers about service changes	Spanish (50%) Amharic, Chinese
Riggs Road (routes R1, R2) Service Evalatuion Study	January 2019	Encourage customer feedback on proposal; collect surveys	Spanish (50%)
Metrorail Station Customer Service: Women's March	January 2019	Assist customers in stations	Spanish (50%), Amharic Chinese, Korean
Fiscal Year 2020 Budget	January 2019	Encourage feedback on proposals; collect surveys	Spanish (50%), Amharic Chinese, Korean
Metro Change Day: Pass Products	July-September 2019	Notify customers about new pass products	Spanish (50%), Amharic
Metrobus State of Good Operations	September 2019	Encourage feedback on proposals; collect surveys	Spanish (50%), Amharic
Purple Line Impacts to New Carrollton Metrorail Station	November 2019	Notify customers about parking space closures	Spanish (50%)
Purple Line Impacts to Silver Spring Transit Center	December 2019-January 2020	Notify and assist customers with relocated bus stops	Spanish (50%), Amharic
Fiscal Year 2021 Budget	February 2020	Encourage feedback on proposals; collect surveys	Spanish (50%), Amharic French, Korean

Percentages indicate the percentage of all outreach team members spoke that language.

Other projects that were supported through other contracting vehicles also required bilingual outreach teams. These included:

Additional Projects	Timeframe	Type of Outreach	Bilingual Staffing*
Mount Pleasant Line (routes 42, 43) and Connecticut Avenue Line (routes L1, L2) Service Evaluation Study	May 2018	Encourage feedback on proposals; collect surveys	Spanish
Bus Transformation Project	September-November 2018 May 2019	Encourage feedback on proposals; collect surveys	Spanish, Amharic
Platform Improvement Project Summer 2019	May-September 2019	Notify and assist customers with station closures	Amharic, Chinese, French, Korean, Portuguese, Spanish, American Sign Language (ASL)
Blue/Orange/Silver Line Capability and Reliability Study	June-July 2019	Notify customers about study	Spanish

In addition to these activities, Metro staff reviewed outreach plans for adjacent construction projects to ensure language assistance needs were considered, such as the King Street-Old Town Metro Access Improvements Project, which included bilingual team members in Spanish and Amharic.

Metro also hosted numerous open houses and public hearing and included bilingual staff as part of their staffing plans. When requested, Metro also had on-site interpreters.

When needed, Metro employee volunteers, known as Metro Information Persons (MIPs), assisted customers during high-ridership events or station closures. The Metro Information Person (MIP) sign-up form includes a field for volunteers to list other languages they are fluent in besides English. Based on this information, MIPs with language skills were placed strategically at locations with high limited to no-English proficient populations when needed.

Written Communication

Metro continues to translate all vital materials that are part of project communications. Depending on the population impacted, Metro typically uses professional translation for the following materials:

- **Advertisements** in non-English publications

- **Brochures/take-ones/fliers**

- **Project webpages and advisories.** Note that wmata.com also has a Google translation tool for Chinese, French, Korean, Spanish, and Vietnamese

- **Press releases** on large-scale projects/impacts only

- **Public hearing notices** and docket materials

- **Signs** (notification, wayfinding, proposals, etc.)

- **Surveys** (paper and online)

For large-scale projects, written materials usually included one-line statements in multiple languages providing information about how to receive more information in their preferred language.

Launch of Metro's Equity Working Group

In recognition of the understanding that not all people start with the same access to opportunities and that a lack of reliable, efficient, affordable transportation is often the major barrier to upward mobility, Metro launched an "Equity Working Group" in 2019 to better prepare the Authority for its role in addressing racial and economic equity.

An early objective of this group was to document current mobility equity conditions regionally and among Metro's customer base as well as identify potential pathways to increase the visibility and importance of equity considerations in Metro's decision-making. One of the group's first outputs, an Equity Primer, is a starting point to informed reflection and deliberation.

To ensure the successful uniform adoption of Metro's planned project communications process and confirm an Authority-wide understanding of Title VI requirements for public participation, staff continue to host trainings for Project Managers and support staff.

Since 2017, over 100 project managers and staff attended a PPP training. Four trainings were completed between January 2017 and March 2020. Training materials, along with an "Introduction to the Public Participation Plan" video, are available to employees on *Metroweb*, Metro's Intranet.

Completion of trainings are now recorded, tracked and reported through Metro's PeopleSoft Enterprise Learning Management system.

Session	# of Participants	Agenda	Feedback Results
Introduction to the Public Participation Plan *February 27, 2018* Jackson Graham Building 600 5th St NW, Washington DC	25 project managers and other staff associated with communications and outreach	• Introduction to Public Participation Plan video • Understanding Your Impacted Population • Guidelines for Planned Project Communications & Outreach	• 25% felt they did not or somewhat understood the PPP prior to the training. • 80% felt they understood the PPP a lot or were an expert after the training. • 94.74% felt their time was valued. *Suggestions for improvement:* More examples
Public Participation Management System (PPMS) *February 28 and March 6, 2018* Jackson Graham Building 600 5th St NW, Washington DC (computer lab) *March 2, 2018* Carmen Turner Facility 3500 Pennsy Drive Hyattsville, MD (computer lab)	14 project managers or departmental points-of-contact	• User roles in the PPMS • Overview of System • Training Environment • New Project Input (Practice)	• 34% felt they did not or somewhat understood the PPMS prior to the training. • 79% felt they understood the PPMS a lot or were an expert after the training. • 100% felt their time was valued. *Suggestions for improvement:* More time on each PPMS system tab
Introduction to the Public Participation Plan *December 13, 2019* Jackson Graham Building 600 5th St NW Washington DC	45 project managers and other staff associated with communications and outreach	• Introduction to Public Participation Plan video • Understanding Your Impacted Population • Guidelines for Planned Project Communications & Outreach	• 71% felt they did not or somewhat understood the PPP prior to the training. • 81% felt they understood the PPP a lot or were an expert after the training. • 100% felt their time was valued. *Suggestions for improvement:* More examples; walk through the process of an actual project
Identifying Customer Behavior through Research Workshop *December 13, 2019* Jackson Graham Building 600 5th St NW Washington DC	32 project managers and other staff associated with communications and outreach	• Case study work • Developing business questions • Identifying possible research questions • Types of information needed to answer research questions	N/A

Staffing Structure

Based on recommendations from the first edition of the Public Participation Plan, Metro established a centralized office in 2015 to manage all project-based public participation activities, as well as provide oversight and coordination for public participation. Under its first phase, the Public Participation Programs team included a Manager of Public Participation Programs and two Special Projects Officers within the Office of External Relations and worked collaboratively with other departments like the Office of Equal Employment Opportunity, who managed relationships and outreach with Community Based Organizations.

With the growth of Metro's historic capital program and the increase of projects and initiatives around policy, planning, construction/maintenance, joint development, and adjacent construction, a restructuring and expansion of the team was needed to meet the demand. A new Office of Content and Strategic Communications was created in March 2020, led by a Senior Director to provide communications project management, content development, and outreach programs, develop collaborative relationships with stakeholders, and ensure compliance with Metro's Public Participation Plan and FTA requirements. Additional supporting positions as of June 2020 include a Director of Planned Project Communications & Participation with Strategic Communications Managers and an Outreach Manager as direct reports, as well as a Content Studio Manager.

The team continues to work closely with other offices within the agency to coordinate projects and ensure compliance. The team meets with representatives from the Offices of Customer Research, Customer Service, Government Relations, Marketing, and Media Relations regularly to discuss upcoming projects and define communication strategies and tactics. The team also meets bi-weekly with representatives from other partner offices — the Offices of ADA Policy & Planning, Customer Research, Equal Employment Opportunity, and Planning — to confirm demographic and Title VI compliance for current and upcoming projects.

Adjusting to the New Normal

As the world continues to respond to the Covid-19 pandemic, Metro is rethinking what the future of communications and public participation may look like. With many previous outreach successes built around in-person interactions, whether at pop-up events or open houses, Metro must expand its toolbox to include new tactics and strategies that engage and protect constituents.

In addition to transitioning to virtual meetings, Metro quickly deployed a protected information booth in the early months of the pandemic response to continue in-person customer notification while protecting the safety of customers and outreach teams. Due to historically low ridership during the Covid-19 pandemic response, Metro instituted an around-the-clock track work program to continue state of good repair maintenance efforts, resulting in week-long shutdowns of one to four stations per week. Customer outreach teams used new information booths with plastic barriers, contactless brochure stands, and large signs with QR codes that help limit physical interaction while providing necessary in-person notification. These booths were put in place each morning and taken down at the end of each day for cleaning. The booths were located at impacted stations one week in advance of the closure, while separate outreach teams staffed the stations during the closures to help with directions and shuttle bus questions.

Like many of its peer transit agencies as mentioned in *Appendix C: Peer Transit Agency Review*, Metro is considering additional ways to use technology in distributing interactive materials, holding meetings or events and collecting feedback. Stakeholders and Community Based Organizations will also play a large role in determining the appropriate channels to reach Metro customers and community members, especially those in hard-to-reach communities.

APPENDIX A

FEDERAL AND METRO COMPACT REQUIREMENTS REVIEW

In developing its Public Participation Plan, WMATA considered relevant federal guidance, the WMATA Compact, and Title VI principles. This appendix summarizes the public participation requirements found in these documents.

Public Participation Federal Requirements

Public Participation Requirement	Source Documentation	Applicability
Public participation required for the development of a Title VI Program's public participation plan, disparate impact policy, disproportionate burden policy, and major service change policy.	*FTA C 4702.1B*	Title VI Program Development (Civil Rights and Long-Range Planning)
Periodically evaluate the effectiveness of public participation strategies used in reaching Title VI protected populations and the general public.	*FTA C 4702.1B; FTA/FHWA joint planning regulations (23 CFR Part 450)*	Title VI Program Development (Civil Rights and Long-Range Planning)
Major services changes require that agencies solicit public comment, including comments from Title VI protected populations.	*FTA C 4702.1B, 49 U.S.C. § 5307*	Rail and Bus Service Changes
Public comment is required prior to implementation of fare increases.	*FTA C 4702.1B, 49 U.S.C. § 5307*	Fare Studies/Changes, Paratransit Service or Policy Changes, Budget Long-Range Planning, Bus
Title VI, LEP, and EJ populations must have the opportunity to have input into the transportation decision-making process and into the development of programs, policies, or services provided.	*FTA C 4702.1B; FTA/FHWA joint planning regulations (23 CFR Part 450); USDOT Order 5610.2(a); DOT LEP Guidance*	Line Studies Station Access Planning, Rail and Bus Service Changes, and Strategic Planning, Environmental Planning, Paratransit Service or Policy Changes, Budget
Provide early and continuous opportunity to provide comments to the public, including Title VI protected and environmental justice populations.	*FTA/FHWA joint planning regulations (23 CFR Part 450); FTA C 4703.1*	Agency-wide
Provide adequate and clear notice of opportunities for public involvement, in the appropriate Non-English languages, with ample time provided for members of the public to plan to participate.	*FTA/FHWA joint planning regulations (23 CFR Part 450); FTA C 4702.1B; FTA C 4703.1; DOT LEP Guidance*	Agency-wide
Ensure that public participation occurs at convenient times and locations for Title VI, LEP, and environmental justice populations.	*FTA/FHWA joint planning regulations (23 CFR Part 450); FTA C 4702.1B; FTA C 4703.1; DOT LEP Guidance*	Agency-wide

Public Participation Requirement	Source Documentation	Applicability
Employ varying public meeting formats, interactive exercises, and visualizations that engage individuals with different learning styles, levels of educational attainment, and literacy.	*FTA/FHWA joint planning regulations (23 CFR Part 450); FTA C 4702.1B; FTA C 4703.1*	Agency-wide
Provide adequate notice of the availability of language assistance.	*DOT LEP Guidance*	Agency-wide
Ensure that oral translation and interpretation services in the appropriate languages are provided during public participation activities.	*DOT LEP Guidance*	Agency-wide

Title VI of the Civil Rights Act of 1964

Section 601 of *Title VI of the Civil Rights Act of 1964* states that:

> "No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

The U.S. Department of Transportation Title VI implementing regulations can be found at *49 CFR Part 21*. The regulations prohibit denying individuals services or assistance in a federally funded program based on their race, color, or national origin. The regulations also prohibit other specific discriminatory actions including: providing individuals a different type of service or treatment or separate or segregated treatment; restricting an individual's ability to meet admission, enrollment, quota, eligibility, membership, or other requirement; imposing additional conditions that individuals in the protected classes must meet in order to participate in a federal program; denying an individual the opportunity to participate in program or receive a service; or denying an individual the opportunity to participate as a member of a planning or advisory body that is an integral part of the program. Discrimination can also result from the siting or locating of services or facilities in places where they are not accessible to individuals based on the race, color, or national origin. Under the DOT regulations, recipients of DOT financial assistance are "expected to take affirmative action to assure that no person is excluded from participation in or denied the benefits of the program or activity on the grounds of race, color, or national origin."

FTC Circular 4702.1B: Title VI Requirements and Guidelines for Federal Transit Administration Recipients

The Federal Transit Administration's Title VI Circular (*FTA C 4702.1B*) is the primary source of federal guidance for Title VI. Public participation is listed as one of FTA's three Title VI Program objectives (*Chap. II-1*):

a) Ensure that the level and quality of public transportation service is provided in a nondiscriminatory manner;

b) Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin; and,

c) Ensure meaningful access to transit-related programs and activities by persons with limited English proficiency.

Public Participation Plan

FTA Circular 4702.1B requires that recipients submit a "public participation plan that includes an outreach plan to engage minority and limited English proficient populations, as well as a summary of outreach efforts made since the last Title VI Program submission. A recipient's targeted public participation plan for minority populations may be part of efforts that extend more broadly to include other constituencies that are traditionally underserved, such as people with disabilities, low-income populations, and others."

Chap. III-5, Promoting Inclusive Public Participation instructs recipients to integrate the contents of *Title VI, Executive Order 13166*, and the DOT LEP guidance into the development of the public participation plan. The public participation plan should describe the proactive strategies that the recipient will use to engage minority and LEP communities and the desired outcomes of this outreach. FTA recipients have "wide latitude" to decide "how, when, and how often specific public participation activities should take place," but these determinations should be supported by demographic analysis and the results of input (i.e., outreach and qualitative research) received through the development of the public participation plan.

Chap. III-5 also includes a list of effective practices for promoting public participation. These strategies are examples of the types of practices that recipients may include in a public participation plan, but they do not represent a comprehensive list of potential strategies for reaching minority, LEP, and low-income communities. The effective practices listed in the Circular include:

 a) Scheduling meetings at times and locations that are convenient and accessible for minority and LEP communities;

 b) Employing different meeting sizes and formats;

 c) Coordinating with community- and faith-based organizations, educational institutions, and other organizations to implement public engagement strategies that reach out specifically to members of affected minority and/or LEP communities;

 d) Considering radio, television, or newspaper ads on stations and in publications that serve LEP populations. Outreach to LEP populations could also include audio programming available on podcasts; and,

 e) Providing opportunities for public participation through means other than written communication, such as personal interviews or use of audio or video recording devices to capture oral comments.

FTA recipients are required to conduct public participation during the development of the Title VI Program, including the development of major service change policy, disparate impact policy, and disproportionate burden policy. However, the type and extent of public participation required in the development of these policies is not explicitly addressed in *FTA C 4702.1B*.

On an ongoing basis, FTA grant recipients are required to conduct public participation in the development of programs or projects and to develop a process to consider public comments prior to a major service reduction or fare increase (per *49 U.S.C. Sections 5307(b)* and *5307(c)(1)(I)* respectively).

States and MPOs are also required to follow FTA/FHWA's joint planning regulations (*23 CFR Part 450*) in the development of statewide and regional transportation plans; other FTA recipients are encouraged to look to these regulations as a guide for the use of public involvement in their public involvement activities. The FTA/FHWA's joint planning regulations include requirements such as providing early and continuous public involvement opportunities that provide the public and various stakeholders with access to information (including technical information) and the transportation decision-making process. They also call for providing adequate notice of public meetings and activities and time for public review; holding public participation meetings and activities at times and locations; using visualization techniques as appropriate; making information available on the Internet to the greatest degree possible; demonstrating consideration and response to public input; and periodic reviews of the effectiveness and accessibility of the public participation

process. These regulations also explicitly call for "a process for seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services."

Language Access Plan

Beyond the public participation plan, every Title VI Program is required to include a language access plan that ensures that limited English proficient (LEP) persons have meaningful access to the benefits, services, information, and other activities and programs provided by the recipient. The language access plan includes an analysis that identifies the LEP populations served by the recipient and identifies how the recipient will provide language assistance by language and provide notice to LEP persons of the availability of language assistance. The language access plan also identifies how the recipient will train employees to provide timely and reasonable language assistance to LEP populations.

The information contained within the language access plan should also be utilized in the development of public participation plan strategies to ensure that engagement activities will be inclusive of LEP populations.

Executive Order (EO) 12898: Federal Actions to Address Environmental Justice in Minority Populations and Low- Income Populations

This Executive Order establishes a working group made up of Federal agencies to define criteria for identifying disproportionately high and adverse human health or environmental effects on minority populations and low-income populations. This working group provides guidance and serves as a clearinghouse. Each agency identified in the order, including the U.S. Department of Transportation, is responsible for creating an agency-wide environmental justice (EJ) strategy.

While many of the principles of environmental justice and Title VI overlap, Title VI and environmental justice have key differences. Title VI protects individuals from discrimination on the basis of their race, color, or national origin, in the delivery of federal programs and services. Environmental justice seeks to protect minority and low-income populations from disproportionate and adverse effects to human or environmental health due to the actions of federal agencies, per *Executive Order 12898*.

U.S. Department of Transportation Order 5610.2(a) Final DOT Environmental Justice Order

U.S. DOT Order 5610.2(a) describes how the Department of Transportation will consider environmental justice principles throughout all of its programs, policies, and activities. It specifically addresses the integration of environmental justice into planning and programing, rulemaking, and policy formation with the aim of preventing disproportionately high and adverse effects to minority or low-income populations. FTA requires that transit agencies adhere to the *Environmental Justice Circular, 4703.1*, which incorporates the following EJ principles outlined in the DOT Order:

Section 5 Integration with Existing Operations requires that the U.S. DOT and its modal administrations ensure that, in the operations and programs they administer, there are meaningful opportunities for public participation during the planning and development of programs, policies, and activities. This includes providing opportunities for the identification of potential effects, alternatives, and mitigation measures in the National Environmental Policy Act (NEPA) required analyses and other planning activities. To prevent disproportionately high and adverse effects to minority or low-income populations, the public (including Title VI and low-income populations) should be able to access all available public information on the human health or environmental impacts of any program, proposed action, policy, or activity.

Section 7 Preventing Disproportionately High and Adverse Effects instructs the U.S. DOT and its modal administrations to ensure that operations avoid discrimination and disproportionately high and adverse effects on minority populations and low-income populations. An evaluation of the potential environmental, public health, and economic effects of DOT programs, policies, and activities, potential measures to avoid or

mitigate any adverse effects identified, and the identification of alternatives to the proposed activity, program, or policy are required. The public, including members of minority and low- income communities, must have an opportunity to comment and to have their comments considered throughout this process and to have their input solicited in the consideration of alternatives.

National Environmental Policy Act (NEPA) Public Involvement Process - 42 U.S.C. § 4331

DOT's Public Involvement Reference Tool outlines the following requirements for public involvement in the NEPA process:

NEPA's procedural requirements apply to all Federal agencies in the executive branch. NEPA requires agencies to undertake an assessment of the environmental effects of their proposed actions prior to making decisions. Two major purposes of the environmental review process are better informed decisions and citizen involvement.

40 CFR § 1506.6(a)-(f) requires the following efforts:

- Involving the public in preparing and implementing NEPA procedures;

- Providing public notice of hearings or meetings and the availability of environmental documents;

- Holding public hearings or meetings;

- Soliciting appropriate information from the public;

- Explaining where interested persons can get information on environmental impact statements (EISs); and

- Making EIS comments available to the public.

23 CFR § 771.111(h) stipulates that each State must have procedures approved by the FHWA to carry out a public involvement-public hearing program.

FTA Circular 4703.1: Environmental Justice Policy Guidance for FTA Recipients (August 15, 2012)

Ensuring meaningful public participation by minority and low- income populations is a significant focus of FTA's environmental justice circular. *Chapter 3: Achieving Meaningful Public Engagement with Environmental Justice Populations* provides an overview of effective practices used to engage environmental justice populations in the transportation planning process. FTA C 4703.1 asserts that proactive, effective engagement of environmental justice populations allows recipients to identify the transit needs of EJ populations and set priorities. When planning for a new transit facility, early public engagement aids in the identification of a proposed project's benefits and potential adverse effects, and provides an opportunity for input into the identification of appropriate mitigation measures to any adverse effects.

EJ populations should be engaged throughout the transportation planning process, from the planning stages (long-range planning, visioning, and scenario planning) through project implementation (construction, operation, and ongoing evaluation). Several key points to ensure success in the engagement of EJ populations identified in Chapter 3 include:

a) Effective public participation strategies are designed to eliminate barriers to active participation by all members of the community, including EJ populations.

b) There is more than one way to communicate with all minority and low-income populations. Communication techniques that work for one minority group in one region of the country may not work for a different minority group elsewhere.

c) The success of a public participation plan depends on how well the recipient is engaged with the community on an ongoing basis and aware of their lifestyles and needs. (Where do they work? Where do they relax? What languages are spoken at home? What ways do they receive information?)

d) Planning for effective public involvement includes not only relying upon transportation experts and demographic and socio-economic data analysis, but also reaching out to those who know the community and its needs, lifestyles, and concerns.

e) It is important to follow FTA/FHWA joint planning regulations as required, including the requirement for periodic evaluation of the effectiveness of the public engagement process.

f) Strategies that reach LEP populations should be included in any public participation plan, per a recipient's Title VI program and its public participation and language access plans.

Chapter 3 also provides an overview of traditional and non-traditional public engagement strategies, as well as guidelines for hosting successful public meetings.

Traditional outreach, including providing notices, public meetings, listening sessions and community forums, should be made more inviting by using clear and accessible language and media to reach EJ populations. The use of interactive and well-facilitated outreach sessions during the notice and comment process and making comments received in these sessions part of the public record is recommended. In long-range planning, capital planning, and other major decisions, the use of more resource-intensive and more in-depth engagement practices such as visioning and scenario planning workshops is recommended.

Non-traditional public participation approaches include strategies such as informal group meetings; community-led meetings; direct mail; digital media; and partnerships with community groups. The needs of environmental justice populations should be included throughout the planning process to ensure that their perspectives are captured at the inception of a project or planning process.

To ensure that public meetings are accessible and engage EJ populations, they should be held at convenient times and locations and feature an open format that allows everyone in attendance to participate. To ensure that meetings are accessible to all, staff that can accommodate the needs of people who are linguistically and cultural isolated, and individuals with disabilities, should be in attendance. Agencies should also consider the different learning styles, levels of educational attainment, and literacy skills of the various populations in their communities. All of the communication in the meeting and in the materials should be in language accessible to the general public and the purpose of the meeting and steps within the project process must also be clear. Meeting notices should be posted in advance of the meeting based on agency/jurisdictional standards.

Executive Order (EO) 13166: Improving Access to Services for Persons with Limited English Proficiency

Executive Order 13166 requires that federal agencies and their grantees identify the access, need for, and usage of their services and programs by people with limited English proficiency (LEP). Federal agencies and their grantees must develop and implement a system that allows LEP populations "meaningful access" to services provided. This order requires that agencies involve stakeholders, including their recipients, and LEP persons and their representatives in developing strategies that address the particular needs of LEP populations.

U.S. Department of Transportation, Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons

U.S. DOT's LEP guidance provides detailed information concerning the responsibilities of recipients of federal transportation funding to provide language assistance to persons with limited English proficiency. *Section V. How Does a Recipient Determine the Extent of Its Obligation to Provide LEP Services*, provides detailed guidance related to the development of the required Four Factor Analysis component of the language access plan. *Section V, (2) The Frequency With Which LEP Individuals Come in Contact With the Program, Activity, or Service* states that recipients should consider whether appropriate outreach to LEP persons could increase the frequency of contact with LEP language groups.

Section VI. Selecting Language Assistance Services, B. Written Language Services (Translation) addresses the role of providing written translation in ensuring meaningful access to public participation activities. This section states that written statements about the services available and the right to free language assistance services in the appropriate non-English languages should be included in all materials (e.g., brochures, booklets, outreach, and recruitment information) that are routinely disseminated to the public. Providing adequate outreach to inform the public of the availability of services and free language assistance includes, but may not be limited to:

    a) Posting signs and placards at grocery stores, bus shelters, and subway stations;

    b) Putting notices in print media and on radio and television stations that serve LEP groups;

    c) Airing videos and public service announcements;

    d) Placing flyers and signs in the offices of community-based organizations that serve large populations of LEP;

    e) Distributing information at places of worship, ethnic shopping areas, and other gathering places for LEP groups;

    f) Using posters with appropriate languages designed to reach potential beneficiaries; and

    g) Developing pictures, images, figures, or icons that could be understandable alternatives to written words.

Recipients should regularly assess the needs of the LEP populations who frequently encounter or are affected by the program or activity to determine whether certain critical written outreach materials should be translated.

49 U.S.C. § 5307 Urbanized Area Formula Grants, Public Participation Requirements

Recipients of DOT § 5307 grant funding must comply with the following public participation requirements:

a) Make available to the public information on amounts available to the recipient under this section and the program of projects the recipient proposes to undertake;

b) Develop, in consultation with interested parties, including private transportation providers, a proposed program of projects for activities to be financed;

c) Publish a proposed program of projects in a way that affected citizens, private transportation providers, and local elected officials have the opportunity to examine the proposed program and submit comments on the proposed program and the performance of the recipient;

d) Provide an opportunity for a public hearing in which to obtain the views of citizens on the proposed program of projects;

e) Ensure that the proposed program of projects provides for the coordination of public transportation services assisted under 49 USC §5336 with transportation services assisted from other United States Government sources;

f) Consider comments and views received, especially those of private transportation providers, in preparing the final program of projects; and

g) Make the final program of projects available to the public.

Public Involvement Requirements by WMATA Activity

WMATA Activity	Public Involvement Requirement	Source
Mass Transit Plan	A copy of the proposed *mass transit* plan, amendment or revision, shall be kept at the office of the Board and shall be available for public inspection. Information with respect thereto shall be released to the public. After thirty days' notice published once a week for two successive weeks in one or more newspapers of general circulation within the Zone, a public hearing shall be held with respect to the proposed plan, alteration, revision or amendment. The thirty days' notice shall begin to run on the first day the notice appears in any such newspaper.	*WMATA Compact, Article VI- Planning- Section 15: Adoption of Mass Transit Plan (p. 8)*
	• Make available to the public information on amounts available to the recipient under this section and the program of projects the recipient proposes to undertake; • Develop, in consultation with interested parties, including private transportation providers, a proposed program of projects for activities to be financed; • Publish a proposed program of projects in a way that affected citizens, private transportation providers, and local elected officials have the opportunity to examine the proposed program and submit comments on the proposed program and the performance of the recipient; • Provide an opportunity for a public hearing to obtain the views of citizens on the proposed program of projects; • Ensure that the proposed program of projects provides for the coordination of public transportation services assisted under section 5336 of this title with transportation services assisted from other United States Government sources; • Consider comments and views received, especially those of private transportation providers, in preparing the final program of projects; and • Make the final program of projects available to the public.	*49 U.S.C. § 5307 Public Participation Requirements*

WMATA Activity	Public Involvement Requirement	Source
Transit Planning and Strategic Planning Documents	Publicize and make available the results of studies of all phases and forms of transportation, including transportation vehicle research and development techniques and methods for determining traffic projections, demand motivations, and fiscal research, and other information relating to transportation.	*WMATA Compact, Article V- General Powers- Section 12:* *Enumeration (p. 5-6), Subsection i*
	States and MPOs are required to follow FTA/FHWA's joint planning regulations in the development of statewide and regional transportation plans; other FTA recipients are encouraged to look to these regulations as a guide for public involvement in their public involvement activities.	*FTA/FHWA Joint Planning Regulations, 23* *CFR Part 450*
Service and Fare Changes – General	The Board shall not raise any fare or rate, nor implement a major service reduction, except after holding a public hearing with respect thereto. The Board shall give at least fifteen days' notice for all public hearings. The notice shall be given by publication in a newspaper of daily circulation throughout the Transit Zone and such notice shall be published once a week for two successive weeks. The notice period shall start with the first day of publication. Notices of public hearings shall be posted in accordance with regulations promulgated by the Board. Prior to calling a hearing on any matter specified in this section, the Board shall prepare and file at its main office and keep open for public inspection its report relating to the proposed action to be considered at such hearing. Upon receipt by the Board of any report submitted by WMATC, in connection with a matter set for hearing, pursuant to the provisions of Section 63 of this Article XIII, the Board shall file such report at its main office and make it available for public inspection.	*Article XIII-Jurisdiction; Rate and Service- Section 62: Hearings (p. 22), Subsections a, c, and d*
	Recipients must have a locally developed process to solicit and consider public comment before raising a fare or carrying out a major reduction of transportation.	*49 U.S.C. § 5307*

WMATA Activity	Public Involvement Requirement	Source
WMATA's Major Service Change Policies	• Span of Service – Metrobus: A public hearing is required if there is a reduction of more than one hour in the span of service on a line. • Span of Service – Metrorail: A public hearing is required if service is reduced. • Frequency – Metrobus: A public hearing is required if there is a reduction of more than 20 percent in revenue miles. • Frequency – Metrorail: A public hearing is required if service is reduced. • Coverage/Availability – Metrobus: A public hearing is required if there is a reduction of 15 percent in route miles or if there is a reduction of 10 percent of riders. • Coverage/Availability – Metrorail: A public hearing is required for any change in coverage/availability.	*WMATA's Title VI Major Service Change Policy*
NEPA Documentation	• Involving the public in preparing and implementing NEPA procedures; • Providing public notice of hearings or meetings and the availability of environmental documents; • Holding public hearings or meetings; • Soliciting appropriate information from the public; • Explaining where interested persons can get information on environmental impact statements (EIS); and • Making EIS comments available to the public.	*40 CFR § 1506.6(a)-(f)*
Title VI Program Development	Provide an opportunity for meaningful public participation in the development of the major service change, disparate impact, and disproportionate burden policies.	*FTA C 4702.1B*

Washington Metropolitan Area Transit Authority (WMATA) Compact – Summary of Public Participation Requirements

Article V- General Powers- Section 12: Enumeration (p. 5-6)

In addition to the powers and duties elsewhere described in the Compact, and except as limited by the Compact, the Authority may:

- Hold public hearings and conduct investigations relating to any matter affecting transportation in the (WMATA) Zone with which the Authority is concerned and, in connection therewith, subpoena witnesses, papers, records and documents; or delegate such authority to any officer. Each Director may administer oaths or affirmations in any proceeding or investigation. (Subsection K)

- Make or participate in studies of all phases and forms of transportation, including transportation vehicle research and development techniques and methods for determining traffic projections, demand motivations, and fiscal research and publicize and make available the results of such studies and other information relating to transportation. (Subsection I)

Article VI- Planning- Section 15: Adoption of Mass Transit Plan (p. 8)

A copy of the proposed mass transit plan, amendment or revision, shall be kept at the office of the Board and shall be available for public inspection. Information with respect thereto shall be released to the public. After thirty days' notice published once a week for two successive weeks in one or more newspapers of general circulation within the Zone, a public hearing shall be held with respect to the proposed plan, alteration, revision or amendment. The thirty days' notice shall begin to run on the first day the notice appears in any such newspaper. The Board shall consider the evidence submitted and statements and comments made at such hearing and may make any changes in the proposed plan, amendment or revision which it deems appropriate and such changes may be made without further hearing. (Subsection b)

Article XIII- Jurisdiction; Rate and Service- Section 62: Hearings (p. 22)

- The Board shall not raise any fare or rate, nor implement a major service reduction, except after holding a public hearing with respect thereto. (Subsection a)

- Any Signatory, any political subdivision thereof, any agency of the federal government and any person, firm or association served by or using the transit facilities of the Authority and any private carrier may file a request with the Board for a hearing with respect to any rates or charges made by the Board or any service rendered with the facilities owned or controlled by the Authority. Such request shall be in writing, shall state the matter on which a hearing is requested and shall set forth clearly the matters and things on which the request relies. As promptly as possible after such a request is filed, the Board, or such officer or employee as it may designate, shall confer with the protestant with respect to the matters complained of. After such conference, the Board, if it deems the matter meritorious and of general significance, may call a hearing with respect to such request. (Subsection b)

- The Board shall give at least fifteen days' notice for all public hearings. The notice shall be given by publication in a newspaper of daily circulation throughout the Transit Zone and such notice shall be published once a week for two successive weeks. The notice period shall start with the first day of publication. Notices of public hearings shall be posted in accordance with regulations promulgated by the Board. (Subsection c)

- Prior to calling a hearing on any matter specified in this section, the Board shall prepare and file at its main office and keep open for public inspection its report relating to the proposed action to be considered at such hearing. Upon receipt by the Board of any report submitted by WMATC, in connection with a matter set for hearing, pursuant to the provisions of Section 63 of this Article XIII, the Board shall file such report at its main office and make it available for public inspection. For hearings called by the Board pursuant to paragraph (b), above, the Board also shall cause to be lodged and kept open for public inspection the written request upon which the hearing is granted and all documents filed in support thereof. (Subsection d)

Article XVI- General Provisions- Section 76: Police (p. 31)

The Authority shall have the power to adopt rules and regulations for the safe, convenient and orderly use of the transit facilities owned, controlled or operated by the Authority, including the payment and the manner of the payment of fares or charges therefor, the protection of the transit facilities, the control of traffic and parking upon the transit facilities, and the safety and protection of the riding public… The rules or regulations established under this subsection shall be adopted by the Board following public hearings held in accordance with section 62(c) and (d) of this Compact… (Subsection e)

WMATA Title IV Major Service Change Polices – Public Hearing Requirements

In 2013, WMATA developed major service change policies for Metrorail and Metrobus as part of the Title VI Program.

Parameters	Metrobus - Compact Required Public	Metrorail - Compact
Span of Service	Yes, if there is a reduction of more than one hour in the span of service on a line.	Yes, if service is reduced.
Frequency	Yes, if there is a reduction of more than 20 percent in revenue miles.	Yes, if service is reduced.
Coverage/ Availability	Yes, if there is a reduction of 15 percent in route miles or if there is a reduction of 10 percent of riders.	Yes

Understanding the target audience is significant for any public participation initiative to be successful. All public communication and outreach plans should be tailored based on who is impacted. WMATA uses data collected from rail and bus passenger surveys, as well as U.S. Census data and other sources, to create demographic profiles that help guide public participation.

This appendix is an overview the following data used when creating demographic profiles for WMATA projects:

- WMATA Compact Area Demographics and Limited English Proficient Populations

- WMATA Metrorail Station and Bus Route Demographics

Additional information about this data can be requested from WMATA's Office of Planning and Office of Customer Research.

WMATA Compact Area Demographics & Limited English Proficient Populations

WMATA, the regional transit agency for the Washington, D.C. metropolitan area, is an interstate compact agency created in 1967 by the District of Columbia, the State of Maryland and the Commonwealth of Virginia. WMATA's transit service area includes:

- Washington, D.C.

- Montgomery County (MD)

- Prince George's County (MD)

- City of Alexandria (VA)

- City of Fairfax (VA)

- City of Falls Church (VA)

- Arlington County (VA)

- Fairfax County (VA)

WMATA owns and operates both rail and bus service in these compact jurisdictions with some jurisdictions that also operate supplementary local bus service. WMATA is governed by a Board of Directors comprised of eight voting and eight alternate directors. Maryland, the District of Columbia, Virginia, and the federal government appoint two voting and two alternate directors each.

In Fiscal Year 2019, Metrorail provided 175 million passenger trips and Metrobus provided 107 million passenger trips.

Compact Area Demographics

Based on the 2011-2015 American Community Survey the 1,944-square-mile WMATA compact area is home to 4.1 million people, of which 59 percent are minorities and 9 percent are living in poverty.*

WMATA's service area profile uses the household poverty thresholds set by the U.S. Department of Health and Human Services. WMATA's ridership profile defines a low-income household as one that earns $30,000 or less as an annual household income. The market research conducted to identify low-income bus routes, bus transfer centers, Metrorail stations, and neighborhoods used $30,000 as a low-income threshold.

APPENDIX B

DEMOGRAPHIC PROFILE DATA

Understanding the target audience is significant for any public participation initiative to be successful. All public communication and outreach plans should be tailored based on who is impacted. WMATA uses data collected from rail and bus passenger surveys, as well as U.S. Census data and other sources, to create demographic profiles that help guide public participation.

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In Fiscal Year 2019, Metrorail provided 175 million passenger trips and Metrobus provided 107 million passenger trips.

Compact Area Demographics

Based on the 2014-2018 American Community Survey the 1,944-square-mile WMATA compact area is home to 4.2 million people, of which 60.4 percent are minorities and 8.8 percent are living in poverty.*

WMATA's service area profile uses the household poverty thresholds set by the U.S. Department of Health and Human Services. WMATA's ridership profile defines a low-income household as one that earns $30,000 or less as an annual household income. The market research conducted to identify low-income bus routes, bus transfer centers, Metrorail stations, and neighborhoods used $30,000 as a low-income threshold.

These populations are not distributed equally throughout the region.

	District of Columbia	**Maryland (Compact areas)**	**Virginia (Compact areas)**
High Minority Areas	• Northeast quadrant • Northwest quadrant east of 16th Street NW • Southeast quadrant • Eastern and southern portions of Southwest quadrant	• Northern Silver Spring • Wheaton/Glenmont • Aspen Hill • White Oak • Rockville • Gaithersburg • Germantown • Prince George's County	• Herndon • Chantilly • Lorton • Bailey's Crossroads • Centreville • Annandale • Springfield • Hybla Valley
High Low-Income Areas	• Northeast quadrant • Northwest quadrant east of 16th Street NW • Southeast quadrant • Eastern and southern portions of Southwest quadrant	• Eastern Montgomery County • Gaithersburg • Germantown • Prince George's County inside the Beltway	• Herndon • Chantilly • Lorton • Bailey's Crossroads • Centreville • Annandale • Springfield • Hybla Valley

Compact Area Limited English Proficient (LEP) Populations

Based on the 2014-2018 American Community Survey, 12 percent of the WMATA compact area population over five years old has limited English proficiency.

	District of Columbia	**Maryland (Compact areas)**	**Virginia (Compact areas)**
High LEP Areas	• Columbia Heights • Upper 16th St NW • Fort Totten	• Silver Spring • Wheaton-Glenmont • Aspen Hill • Rockville • Gaithersburg • Germantown • Takoma Park • Langley Park • Hyattsville • East Riverdale • Glassmanor	• South Arlington • City of Alexandria, west end • Central Fairfax County • Hybla Valley • Annandale • Vienna • Reston • Herndon

Thorough analysis was done in 2020 using the 2014-2018 American Community Survey by the Office of Planning on the LEP populations around Metrorail stations (block groups within 1/2 mile radius) and along Metrobus routes (block groups within 1/4 mile radius).

WMATA Metrorail Station and Metrobus Line Demographics

WMATA regularly measures the customer composition and demographics of bus and rail ridership by conducting intercept surveys at rail stations and on-board buses. This program, run by the Office of Customer Research, is known as Travel Trends and follows federal timelines for completion.

Surveys are conducted at least every five years or two years after the implementation of new service, like the Silver Line Phase 1. The program has been in place since 2000 with the most recent bus data being collected in the fall of 2018 and rail in the spring of 2016.

Tables 1 & 2 are demographic profile charts for all Metrorail stations and Metrobus routes based on the most current data collected as of October 2019. Minority and Low-Income figures reflect the most recent bus and rail surveys. Since reliable language information cannot be gathered through passenger surveys, Limited English Proficient (LEP) figures are from the 2011-2015 American Community Survey (ACS) and reflect populations living within ½ mile of Metrorail stations and ¼ mile of Metrobus routes. Languages listed as "Top LEP Languages" are those whose LEP speakers represent at least 1 percent of the total area population. For certain languages, the ACS only offers aggregated language groups: for example, "African Languages." In this case, the region's large Ethiopian population means that one can assume that most people in this category are Amharic speakers.

Table 1: Metrorail Station Demographic Profiles

Station	Fall 2019 Average Weekday Ridership	Minority %	% Low-Income	% Asian	% African Amer	% Latino	Top LEP Languages*
ADDISON ROAD	2,900	95%	26%	0%	88%	2%	Spanish
ANACOSTIA	6,200	85%	41%	1%	76%	4%	-
ARCHIVES-NAVY MEMORIAL-PENN QUARTER	7,700	44%	5%	4%	31%	5%	Chinese
ARLINGTON CEMETERY	1,100	26%	20%	5%	7%	12%	-
BALLSTON-MU	11,000	32%	7%	9%	12%	8%	Spanish
BENNING ROAD	2,800	95%	39%	1%	86%	8%	-
BETHESDA	9,700	29%	9%	7%	11%	9%	-
BRADDOCK ROAD	4,200	24%	6%	4%	10%	6%	-
BRANCH AVENUE	5,600	88%	8%	1%	78%	4%	-
BROOKLAND-CUA	6,700	53%	19%	5%	37%	7%	Spanish, Amharic
CAPITOL HEIGHTS	1,900	96%	31%	0%	89%	3%	-
CAPITOL SOUTH	7,300	25%	5%	4%	12%	5%	-
CHEVERLY	1,100	64%	8%	2%	52%	8%	Spanish
CLARENDON	5,000	26%	12%	10%	8%	4%	Spanish
CLEVELAND PARK	4,100	17%	6%	6%	4%	5%	Spanish
COLLEGE PARK - U OF MD	4,100	44%	17%	9%	27%	5%	Spanish
COLUMBIA HEIGHTS	12,200	46%	15%	4%	27%	12%	**Spanish**
CONGRESS HEIGHTS	2,700	95%	44%	1%	87%	1%	Spanish
COURT HOUSE	7,200	27%	7%	9%	8%	8%	Spanish

Station	Fall 2019 Average Weekday Ridership	Minority %	% Low-Income	% Asian	% African Amer	% Latino	Top LEP Languages*
CRYSTAL CITY	12,300	36%	7%	7%	18%	8%	Spanish, Chinese
DEANWOOD	1,500	95%	38%	0%	84%	5%	Spanish
DUNN LORING-MERRIFIELD	4,200	36%	7%	17%	8%	7%	Korean, Chinese
DUPONT CIRCLE	17,900	33%	7%	8%	12%	9%	Spanish
EAST FALLS CHURCH	4,300	26%	7%	10%	8%	6%	-
EASTERN MARKET	6,100	24%	9%	4%	13%	4%	-
EISENHOWER AVENUE	1,800	34%	4%	5%	19%	3%	Spanish
FARRAGUT NORTH	24,500	34%	5%	7%	18%	7%	Spanish
FARRAGUT WEST	21,500	40%	5%	8%	22%	6%	-
FEDERAL CENTER SW	6,200	40%	5%	8%	24%	7%	-
FEDERAL TRIANGLE	7,700	38%	4%	4%	25%	6%	Chinese
FOGGY BOTTOM-GWU	20,500	42%	14%	10%	20%	8%	Spanish
FOREST GLEN	2,200	28%	6%	5%	13%	6%	Spanish
FORT TOTTEN	8,800	75%	29%	3%	59%	15%	**Spanish**
FRANCONIA-SPRINGFIELD	6,100	38%	7%	7%	18%	9%	-
FRIENDSHIP HEIGHTS	8,200	33%	11%	9%	13%	7%	-
GALLERY PLACE-CHINATOWN	24,000	41%	8%	7%	24%	7%	Chinese
GEORGIA AVE-PETWORTH	7,100	56%	24%	6%	35%	14%	**Spanish**, Amharic
GLENMONT	6,000	49%	12%	8%	25%	13%	**Spanish**
GREENBELT	5,900	58%	14%	5%	44%	6%	**Spanish, Chinese**
GREENSBORO	1,800	33%	3%	11%	9%	9%	Korean, Chinese
GROSVENOR-STRATHMORE	5,100	26%	4%	9%	4%	10%	-
HUNTINGTON	6,200	37%	9%	5%	19%	10%	Spanish
JUDICIARY SQUARE	8,000	39%	4%	5%	24%	6%	Chinese
KING STREET-OLD TOWN	6,100	39%	10%	8%	18%	8%	-
LANDOVER	1,900	86%	21%	1%	79%	6%	Spanish
LARGO TOWN CENTER	4,100	90%	11%	1%	83%	3%	-
L'ENFANT PLAZA	22,000	44%	3%	7%	28%	6%	-
MCLEAN	2,800	37%	6%	14%	10%	10%	Chinese, Spanish, Korean
MCPHERSON SQUARE	14,800	40%	6%	8%	23%	7%	Spanish
MEDICAL CENTER	5,500	39%	6%	9%	20%	6%	Spanish
METRO CENTER	26,400	35%	7%	6%	18%	8%	Chinese
MINNESOTA AVENUE	2,400	89%	41%	4%	78%	5%	-
MORGAN BLVD	1,900	94%	10%	1%	86%	7%	-

Station	Fall 2019 Average Weekday Ridership	Minority %	% Low-Income	% Asian	% African Amer	% Latino	Top LEP Languages*
MT VERNON SQUARE 7TH ST-CONVENTION CENTER	5,300	41%	11%	7%	26%	6%	Spanish, Chinese
NAVY YARD-BALLPARK*	8,900	38%	6%	5%	23%	7%	-
NAYLOR ROAD	2,400	95%	29%	1%	86%	3%	Spanish
NEW CARROLLTON	7,100	62%	9%	3%	50%	5%	Spanish, French
NOMA-GALLAUDET U	12,100	46%	7%	6%	29%	8%	-
PENTAGON	14,400	41%	6%	6%	23%	9%	-
PENTAGON CITY	13,500	42%	8%	11%	18%	10%	Spanish
POTOMAC AVENUE	3,700	57%	17%	6%	41%	6%	-
PRINCE GEORGE'S PLAZA	4,700	66%	25%	3%	50%	16%	**Spanish**
RHODE ISLAND AVENUE-BRENTWOOD	5,500	79%	29%	3%	63%	12%	Spanish
ROCKVILLE	4,200	35%	11%	8%	14%	9%	Chinese, Spanish, Korean
RONALD REAGAN WASHINGTON NATIONAL AIRPORT	6,100	41%	18%	6%	25%	9%	Chinese
ROSSLYN	15,200	35%	8%	11%	12%	8%	-
SHADY GROVE	12,000	46%	8%	13%	21%	8%	Chinese
SHAW-HOWARD UNIVERSITY	5,400	52%	17%	6%	36%	10%	Spanish
SILVER SPRING	12,500	49%	15%	5%	32%	9%	Amharic, Spanish
SMITHSONIAN	9,200	37%	3%	9%	20%	5%	Chinese
SOUTHERN AVENUE	4,900	95%	24%	2%	84%	4%	Spanish
SPRING HILL	1,300	44%	13%	11%	23%	4%	Korean, Chinese, Spanish
STADIUM-ARMORY	2,700	47%	17%	3%	30%	7%	-
SUITLAND	4,800	80%	16%	3%	67%	4%	Spanish
TAKOMA	5,500	37%	9%	4%	22%	7%	Spanish, Amharic
TENLEYTOWN-AU	7,000	27%	17%	4%	12%	7%	-
TWINBROOK	4,300	43%	11%	16%	16%	8%	Spanish, Chinese, Korean
TYSONS CORNER	3,800	46%	16%	14%	18%	11%	Chinese, Korean
U STREET/AFRICAN-AMERICAN CIVIL WAR MEMORIAL/CARDOZO	6,900	39%	14%	4%	23%	8%	Spanish
UNION STATION	29,900	40%	8%	6%	26%	6%	-
VAN DORN STREET	2,400	44%	9%	5%	29%	10%	Spanish, Amharic
VAN NESS-UDC	6,100	29%	11%	7%	13%	7%	Spanish
VIENNA/FAIRFAX-GMU	9,600	35%	6%	15%	10%	7%	Korean, Chinese

Station	Fall 2019 Average Weekday Ridership	Minority %	% Low-Income	% Asian	% African Amer	% Latino	Top LEP Languages*
VIRGINIA SQUARE-GMU	4,400	27%	7%	11%	9%	7%	Spanish
WATERFRONT	4,700	45%	12%	6%	29%	5%	-
WEST FALLS CHURCH-VT/UVA	2,900	32%	6%	16%	6%	7%	Spanish
WEST HYATTSVILLE	3,500	74%	33%	6%	47%	26%	**Spanish**
WHEATON	3,800	51%	16%	8%	25%	15%	Spanish
WHITE FLINT	3,800	40%	8%	14%	14%	9%	Chinese, Spanish
WIEHLE-RESTON EAST	8,500	36%	7%	11%	15%	8%	-
WOODLEY PARK-ZOO	6,000	26%	9%	7%	6%	11%	Spanish

*Used November for Navy Yard, Due to Nat's Playoffs

* Languages spoken at home by LEP households representing ≥1% of all households in block groups within 0.25mi of a line. If a line comprises multiple routes, the languages for all routes are listed. LEP languages in bold represent ≥5% of households.

Source: 2014-2018 American Community Survey
ACS language definitions were changed in 2016 (subsequent to the 2011-2015 data used in WMATA's 2017 Triennial submission)

Figures for "Amharic" are for the ACS definition 'Amharic, Somali and other Afro-Asiatic Languages.' Since there is a large and prominent Ethiopian community in WMATA's service area, Amharic is presumed to be the primary language spoken by people in this language category. Previously, Amharic was part of the broad "African Languages" definition.

Methodology:
With the exception of Spanish, Block Group data only provides language information by group ("Other Indo-European Languages," "Asian and Pacific Island Languages," and "Other Languages"). Figures for specific languages (other than Spanish) were interpolated from Public Use Microdata Area (PUMA) data by applying the PUMA-level share of a specific language within its group to the corresponding language group share of the selected Block Groups.

Table 2: Metrobus Route Demographic Profiles

Routes	Line Name	Fall 2019 Average Weekday Ridership	Minority %	Low-Income %	% Asian	% African Amer	% Latino	LEP Languages*
1A,B	Wilson Blvd-Vienna	3,400	78%	52%	11%	37%	31%	Spanish, Vietnamese, Korean
1C	Fair Oaks-Fairfax Boulevard	800	84%	46%	26%	27%	33%	Spanish, Amharic
2A	Washington Boulevard -Dunn Loring	2,400	57%	37%	24%	10%	23%	Korean, Spanish, Chinese
2B	Fair Oaks-Jermantown Rd	600	31%	12%	11%	12%	9%	-
3A	Annandale Road	600	75%	33%	12%	18%	41%	Spanish, Chinese
3T	Pimmit Hills	400	73%	18%	41%	8%	28%	Spanish
3Y	Lee Highway-Farragut Square	500	39%	6%	14%	10%	7%	Spanish
4A,B	Pershing Drive-Arlington Boulevard	1,500	72%	36%	14%	21%	31%	Spanish
5A	DC-Dulles	800	68%	16%	33%	26%	6%	Spanish, Amharic
7A,F,Y	Lincolnia-North Fairlington	2,900	62%	26%	6%	36%	17%	Spanish, Amharic
7C,P	Park Center-Pentagon	300	33%	0%	10%	16%	3%	Spanish
7M	Mark Center-Pentagon	1,600	39%	4%	3%	25%	4%	Spanish
7W	Lincolnia-Pentagon	700	73%	15%	9%	44%	21%	Spanish
8S,W,Z	Foxchase-Seminary Valley	1,200	50%	8%	6%	23%	16%	Spanish, Amharic
10A,E,N	Alexandria-Pentagon	2,100	63%	33%	7%	29%	22%	Spanish, Chinese
10B	Hunting Point-Ballston	2,000	75%	41%	7%	45%	30%	Spanish
11Y	Mt Vernon Express	500	33%	0%	6%	16%	11%	-
15K	Chain Bridge Road	300	78%	24%	32%	21%	23%	Spanish, Vietnamese
16A,C,E (B,J,P)	Columbia Pike	4,700	82%	50%	13%	41%	38%	Spanish
16G,H (K)	Columbia Heights West-Pent City	4,500	61%	27%	19%	23%	21%	Spanish, Vietnamese
16L	Annandale-Skyline City-Pentagon	300	56%	7%	16%	21%	19%	Spanish
16Y	Columbia Pike-Farragut Square	1,600	46%	10%	14%	16%	16%	Spanish

Routes	Line Name	Fall 2019 Average Weekday Ridership	Minority %	Low-Income %	% Asian	% African Amer	% Latino	LEP Languages*
17B,M	Kings Park	100	69%	13%	13%	25%	0%	Spanish
17G,H,K,L	Kings Park Express	800	45%	5%	14%	9%	18%	Spanish
18G,H,J	Orange Hunt	500	37%	4%	11%	10%	14%	Spanish
18P	Burke Centre	500	44%	4%	18%	8%	15%	Spanish, Vietnamese, Korean
21A,D	Landmark-Bren Mar Pk-Pentagon	700	51%	22%	5%	33%	10%	Spanish, Amharic
22A,C,F (B)	Barcroft-South Fairlington	1,700	57%	23%	13%	25%	17%	Spanish
23A,B,T	McLean-Crystal City	3,300	66%	44%	13%	25%	29%	Spanish, Amharic
25B	Landmark-Ballston	1,900	71%	49%	11%	40%	22%	**Spanish**, Vietnamese
26A	Annandale-East Falls Church	700	68%	53%	15%	10%	45%	Spanish
28A	Leesburg Pike	4,500	83%	55%	15%	37%	32%	Spanish, Amharic
28F,G	Skyline City	500	72%	2%	22%	27%	16%	Spanish, Vietnamese
29C,G	Annandale	600	56%	15%	20%	19%	13%	Spanish, Vietnamese
29K,N	Alexandria-Fairfax	1,900	78%	54%	22%	39%	16%	Spanish, Vietnamese, Korean
29W	Braeburn Drive - Pentagon Express	200	22%	0%	15%	0%	5%	Spanish
30N,30S	Friendship Heights - Southeast	4,800	69%	40%	10%	43%	10%	Spanish
31,33	Wisconsin Avenue	5,400	50%	22%	16%	16%	14%	-
32,34,36	Pennsylvania Avenue	6,100	88%	49%	2%	78%	5%	-
37	Wisconsin Avenue Limited	500	32%	12%	7%	21%	3%	-
38B	Ballston-Farragut Square	2,800	61%	29%	12%	29%	19%	**Spanish**, Vietnamese
39	Pennsylvania Avenue Limited	800	74%	11%	5%	56%	3%	-
42,43	Mount Pleasant	5,800	51%	20%	6%	23%	18%	Spanish
52,54 (53)	14th Street	11,500	71%	41%	4%	47%	23%	**Spanish**, Amharic
59	14th Street Limited	1,600	72%	23%	0%	38%	39%	**Spanish**, Amharic

Routes	Line Name	Fall 2019 Average Weekday Ridership	Minority %	Low-Income %	% Asian	% African Amer	% Latino	LEP Languages*
60,64	Fort Totten-Petworth	4,200	82%	47%	2%	57%	26%	**Spanish**, Amharic
62,63	Takoma-Petworth	3,500	71%	32%	1%	47%	23%	**Spanish**, Amharic
70	Georgia Avenue-7th Street	11,200	90%	54%	2%	72%	15%	Spanish, Amharic
74	Convention Center-S.W. Waterfront	1,100	75%	45%	0%	65%	15%	Chinese
79	Georgia Avenue Limited	6,200	87%	50%	4%	68%	12%	Spanish
80	North Capitol Street	5,400	84%	43%	3%	64%	17%	Spanish, Chinese
87	Laurel Express	600	91%	38%	1%	85%	8%	Spanish
83,83X,86	College Park	3,400	84%	48%	5%	61%	19%	Spanish, Chinese
89,89M	Laurel	700	91%	40%	1%	79%	14%	Spanish
90,92	U Street-Garfield	11,200	89%	60%	3%	77%	7%	Spanish
96,97	East Capitol Street-Cardozo	4,600	68%	42%	3%	54%	7%	Spanish
A2,6,7,8	Anacostia-Congress Heights	9,900	99%	70%	1%	92%	4%	Spanish
A4,W5	Anacostia-Fort Drum	3,100	83%	46%	4%	70%	7%	-
A9	M.L. King Jr. Ave. Limited Line	600	87%	25%	5%	72%	8%	-
A12	Martin Luther King Jr. Highway	2,200	96%	56%	5%	76%	13%	Spanish
B2	Bladensburg Road-Anacostia	6,100	96%	63%	0%	87%	6%	Spanish
B8,9	Fort Lincoln Shuttle	500	81%	50%	1%	70%	8%	Spanish
B21,22	Bowie State University	500	85%	24%	1%	82%	7%	-
B24	Bowie-Belair	800	99%	49%	3%	73%	13%	Spanish
B27	Bowie-New Carrollton	200	89%	36%	0%	74%	13%	Spanish
B29	Crofton-New Carrollton	200	90%	12%	4%	68%	7%	-
B30	Greenbelt-BWI Airport Express	200	44%	27%	0%	32%	9%	Spanish
C2,4	Greenbelt-Twinbrook	8,500	89%	56%	9%	56%	33%	**Spanish**, Chinese
C11,13	Clinton	300	92%	26%	3%	89%	10%	-
C12,14	Hillcrest Heights	500	100%	41%	0%	86%	8%	-
C21,22,26,29	Central Avenue	1,700	100%	44%	2%	84%	6%	-
C28	Pointer Ridge	400	90%	13%	7%	75%	9%	-
C8	College Park-White Flint	2,300	84%	50%	14%	46%	28%	Spanish, Chinese

Routes	Line Name	Fall 2019 Average Weekday Ridership	Minority %	Low-Income %	% Asian	% African Amer	% Latino	LEP Languages*
D1	Glover Park-Franklin Square	400	33%	5%	3%	10%	17%	-
D2	Glover Park-Dupont Circle	1,500	38%	16%	12%	10%	15%	-
D4	Ivy City-Franklin Square	1,300	82%	41%	7%	60%	8%	-
D5	MacArthur Boulevard-Georgetown	300	23%	3%	6%	8%	6%	-
D6	Sibley Hospital - Stadium-Armory	3,500	57%	23%	8%	34%	13%	-
D8	Hospital Center	3,100	92%	63%	2%	72%	11%	Spanish
D12,13,14	Oxon Hill-Suitland	3,500	98%	62%	0%	88%	6%	Spanish
E2	Ivy City-Fort Totten	1,000	84%	27%	7%	58%	21%	Spanish
E4	Military Road-Crosstown	4,400	82%	39%	1%	54%	25%	**Spanish**, Amharic
E6	Chevy Chase	300	63%	24%	8%	34%	17%	-
F1,2	Chillum Road	1,300	87%	45%	0%	77%	13%	**Spanish**
F4	New Carrollton-Silver Spring	5,300	94%	60%	2%	66%	28%	**Spanish**, Amharic
F6	New Carrollton-Fort Totten	1,700	92%	50%	7%	79%	12%	**Spanish**
F8	Langley Park - Cheverly	1,000	84%	41%	0%	62%	22%	**Spanish**
F12	Ardwick Industrial Park Shuttle	300	99%	65%	0%	94%	6%	Spanish
F13	Cheverly-Washington Business Park	700	100%	52%	0%	71%	29%	Spanish
F14	Sheriff Road-Capitol Heights	1,500	99%	52%	0%	93%	3%	Spanish
G2	P Street-LeDroit Park	1,500	74%	23%	6%	59%	8%	Spanish
G8	Rhode Island Avenue	3,200	73%	38%	2%	52%	14%	Spanish
G9	Rhode Island Avenue Limited	700	60%	31%	5%	37%	20%	Spanish
G12,14	Greenbelt-New Carrollton	2,800	92%	36%	3%	74%	10%	Spanish
H1	Brookland-Potomac Park	600	25%	15%	7%	17%	1%	Spanish
H2,3,4	Crosstown	5,200	65%	37%	8%	37%	19%	Spanish
H6	Brookland-Fort Lincoln	1,200	95%	42%	1%	78%	17%	Spanish
H8,9	Park Road-Brookland	3,100	90%	52%	2%	72%	22%	**Spanish**, Amharic
H11,12,13	Marlow Heights-Temple Hills	800	99%	33%	2%	93%	6%	Spanish

Routes	Line Name	Fall 2019 Average Weekday Ridership	Minority %	Low-Income %	% Asian	% African Amer	% Latino	LEP Languages*
J1,2 (3)	Bethesda-Silver Spring	4,900	73%	35%	11%	43%	18%	Spanish, Amharic
J12	Marlboro Pike	800	98%	59%	9%	78%	13%	Spanish
J4	College Park-Bethesda Limited	800	84%	38%	11%	54%	21%	**Spanish**, Amharic
K2	Takoma-Fort Totten	500	74%	28%	5%	36%	15%	**Spanish**
K6	New Hampshire Avenue-Maryland	4,800	95%	57%	7%	62%	27%	**Spanish**, Amharic
K9	New Hampshire Avenue- MD Limited	1,200	66%	40%	0%	49%	12%	**Spanish**, Amharic
K12,(13)	Forestville	2,500	99%	54%	5%	90%	4%	Spanish
L1,2	Connecticut Avenue	4,100	51%	18%	7%	27%	14%	Spanish
L8	Connecticut Avenue-Maryland	2,000	77%	46%	16%	33%	34%	Spanish
M4	Nebraska Avenue	1,100	49%	37%	8%	21%	15%	-
M6	Fairfax Village	1,600	95%	46%	0%	85%	2%	Spanish
MW1	Metroway-Potomac Yard	2,700	55%	18%	9%	28%	16%	Spanish
N2,4,6	Massachusetts Avenue	3,900	49%	35%	14%	18%	13%	-
NH1	National Harbor - Southern Avenue	1,600	98%	48%	0%	91%	4%	Spanish
NH2	National Harbor - Alexandria	800	85%	35%	13%	58%	15%	Spanish
P6	Anacostia-Eckington	3,400	96%	61%	1%	85%	4%	-
P12	Eastover-Addison Road	4,500	99%	56%	1%	91%	3%	Spanish
P18,19	Oxon Hill-Fort Washington	1,200	97%	34%	7%	76%	12%	Spanish
Q1,2,4,5,6	Veirs Mill Road	6,100	92%	58%	13%	52%	30%	Spanish, Chinese, Korean
R1,2	Riggs Road	3,400	93%	49%	3%	58%	39%	**Spanish**, Amharic
R4	Queens Chapel Road	1,100	94%	41%	1%	84%	15%	**Spanish**
R12	Kenilworth Avenue	1,300	89%	39%	5%	56%	15%	**Spanish**
REX (R99)	Richmond Highway Express	1,800	86%	53%	6%	58%	23%	Spanish
S1	16th Street-Potomac Park	2,000	47%	11%	6%	23%	17%	**Spanish**, Amharic
S2,4	16th Street	8,000	62%	23%	6%	31%	22%	Spanish, Amharic
S9	16th Street Limited	6,100	60%	23%	6%	35%	18%	Spanish, Amharic
T2	River Road	1,200	71%	44%	14%	30%	25%	Chinese

Routes	Line Name	Fall 2019 Average Weekday Ridership	Minority %	Low-Income %	% Asian	% African Amer	% Latino	LEP Languages*
T14	Rhode Island Avenue-New Carrollton	1,600	89%	44%	4%	64%	27%	**Spanish**
T18	Annapolis Road	3,600	96%	63%	1%	81%	11%	**Spanish**
TAGS (S80,91)	Springfield Circulator	100	61%	24%	4%	39%	11%	Spanish
U4	Sheriff Road-River Terrace	600	100%	62%	5%	84%	4%	-
U5,6	Marshall Heights	2,300	100%	63%	0%	94%	1%	-
U7	Deanwood - Minnesota Ave.	1,200	100%	75%	1%	96%	5%	-
V1	Benning Heights-M Street	600	93%	14%	2%	84%	9%	-
V2,4	Capitol Heights-Minnesota Avenue	6,800	99%	65%	1%	90%	3%	-
V7,8 (U8)	Benning Heights-Alabama Avenue	2,800	99%	69%	0%	90%	4%	Spanish
V12	District Heights-Suitland	1,400	86%	41%	1%	74%	3%	-
V14	District Heights-Seat Pleasant	1,200	97%	50%	1%	91%	3%	Spanish
W1	Shipley Terrace-Ft. Drum	1,500	96%	58%	1%	89%	1%	-
W2,3	United Medical Center-Anacostia	2,500	99%	69%	0%	92%	2%	Spanish
W4	Deanwood-Alabama Avenue	5,300	98%	70%	0%	91%	1%	Spanish
W6,8	Garfield-Anacostia Loop	2,400	98%	70%	2%	88%	5%	Spanish
W14 (W13)	Bock Road	600	100%	29%	5%	87%	17%	Spanish
X1,3	Benning Road	900	82%	30%	1%	73%	1%	Spanish
X2	Benning Road-H Street	8,700	84%	56%	2%	73%	7%	-
X8	Maryland Avenue	900	75%	24%	4%	64%	2%	-
X9	Benning Road-H Street Limited	2,600	93%	56%	3%	82%	5%	-
Y2,7,8	Georgia Avenue-Maryland	6,300	88%	52%	5%	54%	30%	Spanish
Z2	Colesville-Ashton	800	85%	42%	10%	63%	12%	Spanish
Z6	Calverton-Westfarm	2,300	91%	55%	9%	67%	19%	Spanish
Z7	Laurel-Burtonsville Express	500	86%	36%	11%	54%	30%	Spanish
Z8	Fairland	2,600	94%	53%	4%	78%	16%	Spanish, Amharic

Routes	Line Name	Fall 2019 Average Weekday Ridership	Minority %	Low-Income %	% Asian	% African Amer	% Latino	LEP Languages*
Z11	Greencastle-Briggs Chaney Express	800	97%	68%	6%	87%	7%	Spanish, Amharic

*Used November for Navy Yard, Due to Nat's Playoffs

* Languages spoken at home by LEP households representing ≥1% of all households in block groups within 0.25mi of a line. If a line comprises multiple routes, the languages for all routes are listed. LEP languages in bold represent ≥5% of households.

Source: 2014-2018 American Community Survey
ACS language definitions were changed in 2016 (subsequent to the 2011-2015 data used in WMATA's 2017 Triennial submission)

Figures for "Amharic" are for the ACS definition 'Amharic, Somali and other Afro-Asiatic Languages.' Since there is a large and prominent Ethiopian community in WMATA's service area, Amharic is presumed to be the primary language spoken by people in this language category. Previously, Amharic was part of the broad "African Languages" definition.

Methodology:
With the exception of Spanish, Block Group data only provides language information by group ("Other Indo-European Languages," "Asian and Pacific Island Languages," and "Other Languages"). Figures for specific languages (other than Spanish) were interpolated from Public Use Microdata Area (PUMA) data by applying the PUMA-level share of a specific language within its group to the corresponding language group share of the selected Block Groups.

APPENDIX C

PEER TRANSIT AGENCY REVIEW

WMATA contacted peer transit agencies that were interviewed for the 2020-2023 Public Participation Plan as well as some local agencies to capture their insights on their experiences related to public participation and communication strategies – especially those who had implemented innovative and effective public participation practices especially with minority, low-income and Limited English Proficient (LEP) populations.

The following agencies were interviewed:

Agency	Location	Interviewee(s)/Point of Contact
Arlington County Department of Transportation/ART Transit	Arlington, VA	Francis Tettey, Grants Compliance Specialist, Department of Environmental Services
Bay Area Rapid Transit (BART)	San Francisco, CA	Sharon C. Moore, Senior Manager of Workforce & Policy Compliance, Office of Civil Rights
Capital Metro	Austin, TX	Jackie Nirenberg, Manager, Community Involvement
Chicago Transit Authority (CTA)	Chicago, IL	Jeffery Wilson, Director – RPM – Government and Community Relations
District Department of Transportation (DDOT)	Washington, DC	Anovia Daniels, Community Engagement Manager
Fairfax Connector/Fairfax County Department of Transportation	Fairfax, VA	Anna Nissinen, Chief of Communications, Marketing and TDM Programs
Maryland Transit Administration (MTA)	Baltimore, MD	Joe Calhoun, Title VI & ADA Compliance Coordinator
MBTA	Boston, MA	Anthony Thomas, Manager of Policy Development & Outreach
Metro Transit	Minneapolis – St. Paul, MN	Sam O'Connell, Sr Manager, Public Affairs
Metropolitan Council	Minneapolis - St. Paul, MN	Sara Maaske, Senior Communications Specialist
Prince George's County Department of Public Works & Transportation	Prince George's County, MD	Anthony Foster, Chief, Transit Planning
Ride On, Montgomery County Department of Transportation	Rockville, MD	Will Kenlaw, Program Manager: Marketing, Advertising & Customer Service
SEPTA	Philadelphia, PA	Wendy Green-Harvey, Manager, Local & Community Affairs
Sound Transit	Seattle, WA	Mitzi McMahan, Senior Title VI Specialist
TriMet	Portland, OR	Nathan Jones, Equity & Inclusion Outreach Coordinator
UMD Department of Transportation Services	College Park, MD	Cara Fleck Plewinski, Assistant Director for Marketing and Communications
WeGo Public Transit	Nashville, TN	Miriam Leibowitz, Community Outreach & Engagement Specialist

While each of the organizations interviewed serve a unique set of constituents and operate in different environments, it was apparent that many shared similar best practices.

Reoccurring Themes

Improving Language Accessibility & Design

Many agencies consider language needs for Limited English Proficiency (LEP) communities as part of their communications and outreach tactics. For example, CTA had business cards printed in multi-language and gave them to contractors and construction crew on the project to hand out to concerned community members. They also set up a language line specifically for the project. WeGo had a stenographer available to take verbal public comment for anyone interested in utilizing that service in addition to comment cards at public meetings which was heavily utilized by participants. Ride On has increased the languages that their brochure is translated into – from English and Spanish to seven. Sound Transit has added the line "service is changing" in multiple languages to all alerts. They have also created a translated "how to ride during Covid-19" FAQ document.

Agencies also use radio stations, social media and in-person outreach as a way to reach LEP communities. ART Transit have had success doing small group travel trainings on buses with Senior, Hispanic and Student groups and makes sure all outreach teams have bilingual speakers.

Some agencies have learned the hard way that there is a need for quality control in translations – even when using a professional translation service. TriMet has learned about the importance of "Language Pathways and Language Networks" -- for language support there needs to be a full path, from becoming aware of a program or service, to learning more about it, to accessing the program or service, to its full utilization. Tapping into the appropriate community networks and asking people about the ways in which they want to engage is the first step.

The design of materials are also considered when creating clear communication materials. UMD has streamlined the visual look of wayfinding and notification signs with colors and icons so that is easy for a customer to understand what the sign is for, even from far away (like a closed bus stop). Sound Transit has also expanded all visual communications to include more pictograms and more translations. MTA has used moveable "information kiosks" that customers can walk around and interact with.

Building Relationships with Community Based Organizations

Many agencies continue to rely on local Community Based Organizations (CBOs) to get the word out about projects to communities that are typically hard to reach and provide perspectives that can help shape future communication. For example, CTA partnered with local CBOs and advocates for various events – Pop-ups/"Block by Block" – allowing the authority to build trust within the community. MTA and SEPTA both asked CBOs to aid in the spread of translated materials to LEP populations in an effort to improve communication with these populations, and BART worked with senior organizations to coordinate the distribution and collection of paper surveys.

The Metropolitan Council changed their communications tactics for a new transitway project that was traveling through sacred land after building relationships and meeting with local tribe members. They provided recommendations on how to better communicate to the group and began adjusting their verbiage and tactics, such as placing tribal flags at meeting spaces and adjusting their opening statement at the beginning of public meetings to build trust and respect.

Some agencies, like MTA, have hired CBOs and community leaders as contractors for community engagement, focusing on targeted populations. Capital Metro has learned that many underrepresented groups, in particular, minority and limited English proficiency groups, won't engage unless they have someone "bring us into their tent." This intermediary becomes an ambassador for Capital Metro by arranging a meeting with either a single stakeholder or groups of residents. Some of these intermediaries have come from partnerships sought with social service organizations, and has gone a long way in establishing the trust and credibility needed to have meaningful dialogues with underrepresented communities.

MBTA has also compiled a robust database of community organizations and neighborhood groups with the help of interns that tracks which projects stakeholders are interested in and the communication to these groups.

Going to Where People Are

Many of the agencies recognize that populations that are hard to reach must be approached with different and creative methods. Several agencies have used pop-up events at a variety of locations to meet their communities where they are. Capital Metro, for example, held pop-up events at food pantries, back-to-school events, grocery stores and bus stops to connect with customers and community members. ART has attended farmer's markets, library programs, church events, school events, and adult education centers to speak to their customers. MTA has gone to a wide variety of locations, including malls, veterans' halls, doctor's offices and social service location. Metro Transit has held pop-up events near heavily utilized public parks and trails. Prince George's County has attended Nationals Night Out at the Nationals Ballpark. Due to the Covid-19 pandemic, TriMet has shifted some outreach locations, noting that some locations that were previously used have had to close their doors indefinitely – for example, from community centers to school lunch programs and health care providers.

Engagement buses are also used for pop-up events. Capital Metro's engagement bus is outfitted with a video screen and wifi to run presentations and videos. It has also been leveraged to serve as a "cooling station" on hot days and as a "warming station" on cold ones. Metro Transit's bus is a retrofitted 40' bus that is outfitted with project displays and A/V equipment that can be tailored for each of the five communities along the alignment

Many agencies also attend community and CBO meetings. CTA utilize interns to attend select community meetings and ask elected officials and key stakeholders to advise on the number of meetings within the community.

Posting information at locations where people already are – outside of transit stations and stops – has also been successful for many agencies. Fairfax Connector has posted flyers in multiple languages at various business establishments that cater to diverse populations. DDOT frequently hangs door hangers on doors in impacted neighborhoods and works with HOAs, developers and local associations to ensure all neighbors are given the appropriate notice, especially those in multi-unit dwellings. MTA has found success in door-to-door flyering, which has provided good visibility within neighborhoods compared to postcard mailings which received a lot of returns.

Considerations in Staffing and Committees

Some agencies have staff or committees that support projects in different ways. For example, CTA introduced an "Ask Me" program where staff volunteers would walk around the project site area with signs and t-shirts that read "Ask Me" about the project. With all of the continuous service changes due to Covid-19, Sound Transit staff have meetings twice a week and include representatives from Title VI and Accessibility. BART values input received from their two Advisory Committees and recently recruited new members representing various community-based organizations in their service area.

New Approaches in a New World

In response to Covid-19, there has been a needed shift in outreach methods across all agencies as person-to-person contact has been greatly reduced or eliminated.

- **Virtual Events.** All agencies have had to move their outreach and community events to an online platform to comply with social distancing. Fairfax County Department of Transportation has utilized the virtual formats to allow constituents who wish to stay anonymous to do so while still participating, lowering the barrier to attend meetings and provide input. UMD has hosted live Zoom Q&A sessions for students. Metro Transit has learned to keep their meetings focused, short and have a meeting moderator to monitor the quality of the meeting, alert speakers to questions in the chat features and ensure materials are sent ahead of time. MTA has learned to be aware of barriers when it comes to visual/audio presentations. For example, there may be participants with visual disabilities, so documents must be accessible by a screen reader (increasing plain-text conversion) and to remember to use descriptors when speaking, like what slide the presenter is on – do not say "As you can see".

  Capital Metro reinvented originally-scheduled public meetings into virtual events on Zoom, which allowed for multiple speakers on the screen, creating a panel discussion and live Q&A. For their Spanish-speaking audience, they partnered with the local Univision affiliate to host a Facebook Live event that was viewed over 3,000 times and are planning to work with a local African American radio station to host a radio version of the virtual meetings with a live, call-in Q&A.

Many agencies are still figuring out the best formats that work for their constituents going forward. One agency is exploring Telephone Town Halls where people can opt-in to get push notifications so that it isn't considered a robo-call. Others are looking on additional ways to be inclusive, understanding that there are constituents who are not digitally connected or who are uncomfortable participating online. Agencies are exploring if virtual meetings may actually better cater to underserved populations (visually impaired, people with disabilities and those with limited English proficiency, for example) as they may have better access to these virtual platforms and resources like instant screen readers and translation services, or to those constituents who want to stay anonymous (some immigrants, for example).

- **Using New Channels – or Going Back to the Old Ones**. Many agencies use a multi-channel approach in their communications efforts and are reconsidering their strategies. WeGo Public Transit avoids a "copy-paste" process by reworking materials and content across platforms to appeal to the constituents that platform reaches, understanding that each channel is different. UMD is rethinking how materials are translated into flexible, virtual formats that are engaging, such as interactive pdfs, animations or narrated slideshows. MTA has used an interactive pdf with a web interface for their Regional Transit Plan where the public can place sticky notes, provide comments, and like/dislike/reply to other comments in the document.

  Social media platforms and web apps are being used in new ways. The Metropolitan Council has used Facebook for polls and "open question" engagement – such as "What does transit mean to you" – to collect feedback from customers and provide ideas for future marketing efforts. ART Transit has also partnered with Moovit, Transit, City Mapper and Nextdoor to synchronize 'real time' schedule information, e-mail message alerts and the ability to access 'real time' information through web-enabled mobile phone apps for customers and other patrons' access.

  Some agencies are considering what they consider "old" techniques, such as direct mail or phone calls. Fairfax County Department of Transportation has reinstated its direct mailing efforts in multiple languages as a response to Covid-19. Ride On received feedback from a recent public forum that attendees recommended adding back "low-tech" approaches, like signs on buses, in addition to "high-tech" methods. Some are also considering how they can enhance current channels to provide more benefits to customers. MTA recently added a "live chat" function to one of their project pages as an opportunity for the public to "talk" with the project team. The public can leave a message at any time, but there are also "live chat" hours.