

Public Comment Requested

The Nashville Metropolitan Transit Authority (Nashville MTA) and Regional Transportation Authority of Middle Tennessee (RTA) have prepared a Public Participation Plan. This plan is intended to provide guidance on when to engage the public on policy, service changes, and fare changes. It is a comprehensive plan and covers all possible engagement tactics. This is a living document and will change to capture emerging communication approaches and methods, as well as public feedback.

We are asking those who read this document to provide comment on its contents by:

- Emailing comments to WeGoTransit@nashville.gov with the subject line Public Comments;
- Calling 615-862-5686 and leaving a comment by voicemail; and
- Mailing a letter to 430 Myatt Drive, Nashville, TN 32115; ATTN: Public Comments.

October 22, 2020



WeGo Public Transit

Public Participation Plan

Draft for Review

10-7-2020

Glossary of Terms

To ensure consistent use of terminology throughout the document, the following definitions are provided.

Adverse Effect

A geographical or temporal reduction in service which includes but is not limited to the elimination of a route; shortening of a route; re-routing of an existing line; and an increase in headways. WeGo recognizes that additions to service may also result in disparate impacts and disproportionate burdens, particularly if the additions come at the expense of reductions in service on other lines. As part of our Title VI analysis, we shall consider the degree of adverse effects and analyze those effects when planning major service changes.

Agency

Refers to WeGo Public Transit and its subsidiaries; both the Nashville Metropolitan Transit Authority (Nashville MTA) and the Regional Transportation Authority of Middle Tennessee (RTA). This document applies to programs and activities of both entities that are executed under the parent title of WeGo Public Transit.

WeGo Public Transit is the transit services provider of the Nashville MTA and RTA. WeGo Public Transit is the umbrella, public-facing name associated with transit services in Middle Tennessee but is not legally named as the operating bodies.

Nashville MTA is a component unit of the Metropolitan Government of Nashville and Davidson County responsible for public transit services within Metro Nashville-Davidson County and funded with federal, state, and local subsidies, as well as farebox revenue.

The Nashville MTA is responsible for operating local transit services within Metropolitan Nashville-Davidson County. These services consist of 31 bus routes and a network of smaller ADA-accessible vans for its Access program for people with disabilities. The Nashville MTA is contracted to manage RTA services under a fee-for-service agreement. The two authorities share facilities, staff, and a chief executive officer (CEO).

The RTA provides commuter service on the WeGo Star regional rail and a network of regional bus routes. The system includes a number of park-and-ride lots and other support for commuters, such as an Emergency Ride Home Program. The agency contracts with the Nashville MTA, linking riders with Davidson County bus routes.

In addition, RTA provides a rideshare program that organizes commuter vanpools throughout Middle Tennessee through a contract with the Transportation Management Association (TMA) Group. The TMA Group provides insurance, maintenance, repairs, licenses, and registrations for the vans.

The WeGo Star receives Federal Transit Administration (FTA) funding but operates under the safety regulatory authority of the Federal Railroad Administration (FRA) and has its own FRA-approved safety plan. Per 49 CFR §673.11(f), the Star is not included in this Public Participation Plan (PPP).

Community Partners

Any organization or group that desires to work with WeGo to help facilitate participation by their members in a WeGo-sponsored participation strategy method. Community partners are also stakeholders and play a critical role in helping to reach target audiences.

Language Assistance Plan (LAP)

A tailored plan that describes WeGo’s self-assessment which identifies appropriate language assistance measures needed to improve access to WeGo services and benefits from limited English proficient persons.

Limited English Proficient (LEP)

Persons for whom English is not their primary language and who have a limited ability to speak, understand, read, or write English. This includes people who reported to the United States Census that they do not speak English well or do not speak English at all. The single prominent LEP population within Metro Nashville-Davidson County is the Hispanic/Latino population whose first language is Spanish. Of the nearly 47,000 Hispanics/Latinos, 57 percent reported that they did not speak English well. Overall, this represents eight percent of the Nashville MTA service area and four percent of the RTA service area.

Low income

WeGo characterizes low income consistent with the poverty thresholds as defined by the Department of Health and Human Services. Any household whose income is below 150 percent of these poverty thresholds by household size is considered low income. To define low-income percentage within the service area, WeGo utilizes a GIS-based methodology to determine low-income census blocks. For the Nashville MTA service area, this includes blocks within a half mile of existing fixed-route service. Based on socioeconomic and demographic data from the most recent U.S. Census American Community Survey (ACS) five-year estimates, 25 percent of the population is considered low-income. Being a regional service provider, the RTA service area includes the entire boundary of the 10-county region and has a low-income percentage of 21 percent.

Marginalized Population

A group of people who are traditionally underserved or underrepresented. This includes minority, low income, LEP, seniors, the disabled, and youth.

Minority

To determine minority population within the service area, WeGo utilizes the same GIS-based analysis as stated above for low income. The 2017 minority percentages for the Nashville MTA and RTA service areas are 38 percent and 23 percent, respectively. This includes persons who self-identified as Black or African American, Asian or Pacific Islander, Native American or Alaska Native, Hispanic or Latino, and those persons who identified themselves as some other race or two or more races.

Outreach

An effort by individuals in an organization or group to share its ideas or practices, to educate or inform, and to engage and seek input from other organizations, groups, specific audiences or the general public.

Outreach Methods

Strategies that identify and invite target audiences and stakeholders to participate in a public participation opportunity.

Public Information

A one-way communication from WeGo to the public with the goal of providing clear and objective information about a policy, project, program, or activity.

Public Input

Participation methods that seek community feedback on a policy, project, program, or activity. A response is requested from the public.

Public Outreach Strategy

A specific program of participation methods tailored to meet the unique needs and preferences of a specific geographic area or group and/or issue at hand.

Public Participation

Any process that seeks to inform, collect input from, or involve the public in decision-making processes. Public participation is an umbrella term that describes methods including public information, education, outreach, input, involvement, collaboration and engagement, and communication from the public to WeGo.

Public Participation Plan (PPP)

A tailored program and plan that describes how WeGo will undertake public involvement, information, education, participation, and/or outreach methods.

Public Relations

The dissemination of information to the media and the public with an emphasis on the promotion of a particular policy, program, project, or activity.

Target Audience and Participants

Any demographic, socioeconomic, or other group in the WeGo service area impacted by proposed service, fare, or policy changes under consideration and necessary for public comment, including marginalized populations such as low-income, minority, and LEP populations.

Chapter 1: Introduction

WeGo Public Transit (WeGo) has committed to an identity of inclusivity, equity, and diversity in its day-to-day operations and its role in Nashville-Davidson County and Middle Tennessee. Our approaches, strategies, and attitudes in how we engage with our riders and the general public should reflect this identity and begin with building policies that support those ideals.

This document serves as a framework for how the agency intends to facilitate conversation with the broader community and summarizes a comprehensive approach to effective community engagement. As a living document that is aimed to reduce barriers to participation and respond to feedback, staff will use each outreach opportunity to inform any necessary changes and will update this document as appropriate.

This PPP has been prepared to:

- Outline WeGo’s public outreach strategy;
- Support two-way dialogue with customers;
- Supplement customer research feedback;
- Incorporate customer and non-customer input into decision-making; and,

- Fulfill the obligations under Title VI of the Civil Rights Act of 1964.¹

Purpose of the Plan

WeGo's plan has been developed to guide outreach efforts and enhance the involvement of the general public, particularly the targeted audience, in WeGo's decision-making process. Consistent with the Metropolitan Planning Organization's (MPO) PPP and based on a review of other industry participation programs, collected input from previous public participation efforts, and WeGo personnel's collective experiences, the PPP describes the overall goals, guiding principles and tactics used to reach out to the general public, WeGo customers, and the targeted audience.

Goals

The PPP broadly strives to achieve four goals when including the public in the planning and project development process:

1. **Inclusivity:** Actively facilitate the involvement of those affected by the planning and project development process. Every effort is made to ensure that opportunities to participate are physically, geographically, temporally, linguistically, and culturally accessible.
2. **Collaboration:** Work jointly with those affected throughout the planning and project development process. WeGo recognizes that comments received are useful, relevant and constructive, contributing to better plans, projects, strategies, and decisions.
3. **Responsiveness:** Document public feedback to the planning and project development process in order to reflect the needs and opinions of the public and build trust through active participation strategies.
4. **Consistency:** Ensure established guidelines from this plan are followed throughout the planning and project development process. This involves communicating regularly, developing trust with communities, and building capacity to provide public input.

Guiding Principles

To achieve these goals and effectively engage all populations, a set of guiding principles has been established to advance all reasonable efforts for reaching groups affected by the planning and project development process. Outreach strategies should reflect these principles to the greatest extent possible, with the understanding that they may not be feasible in all cases.

- **Principle 1: To involve affected groups, go where they are.**
Provide convenience and encourage participation of the targeted audience by holding events where groups frequent or congregate. This could include transit centers, community-based organizations (CBOs), community centers, shopping centers, houses of worship, and festivals.
- **Principle 2: Demonstrate cultural sensitivity.**

¹ Title VI of the Civil Rights Act of 1964 states that "no person in the United States shall, on the grounds 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 (42 USC Section 200d).

Know your audience and bring the appropriate staff (subject matter experts, cultural liaisons, and linguistic expertise) to events and meetings.

- **Principle 3: 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. Surveys, open discussion, and question and answer sessions are generally accepted meeting formats. Electronic voting with senior citizens is not as successful. One size does not fit all.

- **Principle 4: Translate materials and use graphics.**

Informational materials should be available in the target population's native language and should be designed with graphics and minimal text, as guided by the WeGo LAP.

- **Principle 5: Newspaper advertising still works.**

Not everyone hears about events via the internet or has access to it. Using community newspapers or culturally relevant forms of media and distribution are important tactics in reaching specific populations. This does not limit the use of other forms of media as a communication tool.

- **Principle 6: Acknowledge and use input.**

It should be explicitly evident how the public input will be used in decision-making and communicated back on how it was used.

- **Principle 7: Use pilot programs to collect feedback.**

Some policies or programs require first-hand experience in order to collect adequate feedback. In these circumstances, pilot programs are not only useful for establishing internal policies but also to collect how users interact with, benefit from, or are burdened by specific components of a policy or program.

Federal Requirements

As a recipient of federal funds and per Title VI of the Civil Rights Act of 1964, WeGo must submit a PPP to the FTA that details the agency's intentions and strategies to engage the public broadly, but more specifically, to disadvantaged groups such as low income, minorities, and those with limited English proficiency, when advancing planning and programmatic activities.

Under this direction, WeGo must:

- Ensure that the level and quality of public transportation service is provided in a non-discriminatory manner;
- Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin;
- Ensure meaningful access to transit-related programs and activities by persons with limited English proficiency;
- Ensure its programs and policies do not disproportionately impact the environmental and human health conditions in minority and low-income communities;²

² Executive Order 12898 (59 FR 7629) dictates that each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations.

- Ensure persons with disabilities have equal access to services and public involvement activities, including materials presented and methods for providing feedback; and,
- Ensure public participation activities are designed and planned through an inclusive process.

Below is a list of activities federally mandating a proactive public participation effort, requirements of FTA Title VI Circular 4702.1B. Planning and project development activities not detailed below are at the discretion of the agency to effectively engage and provide outreach to customers and users of transit services.

- Modification to fares, fare media, or fare policy;
- Instituting a major change in service, including but not limited to, removal or addition of a route;
- Major capital projects and investments.

The contents of this Plan describe the public outreach policies when these activities are initiated by the agency. The following sections outline the minimum requirements and are compliant with the agency’s Title VI Program.

Chapter 2: Stakeholders

This document provides guidance to ensure outreach and engagement practices are inclusive of all stakeholders, particularly the targeted audience within our service area, and more narrowly, those who depend on our services.

In order to better understand those communities, WeGo staff uses a combination of census data and the most up-to-date origin and destination onboard survey data collected by WeGo staff every five years. Per the most recent data, the following breaks down the demographic profile of the service areas and our riders:

<u>Targeted Community</u>	<u>Nashville MTA Service Area</u>	<u>RTA Service Area</u>	<u>Nashville MTA Riders</u>	<u>RTA Riders</u>
Minority	38%	23%	55%	16%
Low Income	25%	21%	44%	6%
LEP	8%	4%	N/A ³	N/A

Using this information along with additional geographic analysis allows tailored strategies so staff can be effective, inclusive, and comprehensive in engaging with all stakeholders.

All activities stated in this document will be developed to accommodate languages other than English and Spanish when a minimum of 20 percent of the impacted population speaks a language other than English or Spanish.

Partnerships with CBOs

³ Insufficient data from Origin Destination Survey to determine an estimated percentage of Limited English Proficient riders.

WeGo has an established relationship with many local community-based organizations and agencies. The list below is a sampling of a cross section of these organizations, groups, and agencies.

- Amalgamated Transit Union
- Mayors, Metro Council, state legislators, regional governing bodies, and other elected officials
- Tennessee Department of Transportation, Greater Nashville Regional Council, Nashville Area Metro Planning Organization
- Neighbor2Neighbor, neighborhood associations and homeowner associations
- Access Passenger Advisory Committee and disability organizations
- Nashville Chamber of Commerce, regional and affinity group chambers of commerce
- The Urban League, Stand Up Nashville, Conexión Américas, and advocacy groups for marginalized groups
- Newspapers, television, radio, and non-traditional media
- Alignment Nashville, StrIDe advisory committee, WeGo Youth Action Team, Metro Nashville Public Schools (MNPS), and other K-12 schools
- Interdenominational Ministers' Fellowship, American Muslim Advisory Council, Catholic Charities and other faith-based organizations
- Metro Parks, Nashville Public Library, Metro Nashville Public Health, Metro Planning, Metro Arts, Homeless Impact Division, and other Metro departments
- Rotary Clubs, Kiwanis, League of Women Voters, and other civic groups
- Music City Riders United, Walk/Bike Nashville, Transit Now Nashville, Transit Alliance of Middle Tennessee, and other transit advocacy groups
- Downtown Partnership, Nashville Convention and Visitor's Corporation, Greater Nashville Hospitality Association, Concierge Association
- Colleges and universities
- Healthcare and technology industry groups

Relationships with CBOs are essential to building ties with community members WeGo may not otherwise have access to for feedback and dialogue essential to public participation. Rather than relying on the public to come to WeGo, CBOs provide the opportunity for more organic outreach from the organizations themselves as conduits for information sharing and gathering and developing trust through partnership.

WeGo is working to establish a Community Partner Network in order to create a structured feedback model and reporting mechanism to bring information to the Nashville MTA and RTA Boards. This network will be in addition to ongoing and project-based outreach to established and new community partners and will operate under the guiding principles of the PPP.

Chapter 3: Public Participation Implementation

Public Participation Policies

It is WeGo's intent to ensure actions are considerate of public comment in its mission to provide transit services for the convenience of residents and visitors within the operating service area of Metro Nashville-Davidson County and Middle Tennessee.

It shall be the policy to inform and involve the public in the planning and implementation of new services, service adjustments, fare adjustments, planning activities, new facility construction and other capital projects, further referred to as major event, in accordance with federal and state regulations.

Description of Major Events

Major service changes occur when WeGo makes modifications to the existing fixed-route bus and rail system by additions or reductions in service as defined by WeGo's Adopted Major Service Change Policy (Nashville MTA and RTA Title VI Programs, 2019). A major service change is defined by WeGo as meeting one of the following criteria:

- The establishment of new fixed-route bus or rail service;
- The elimination of fixed-route bus or rail service without alternative service or a replacement route within three-quarters of a mile of the existing service;
- A reduction of service for an existing route or set of routes serving a similar transit market or service area, with net decreases of more than 25 percent in route configuration (route directional miles), or 25 percent of daily revenue service hours and 1,000 annual revenue hours;
- A major modification of an existing route or set of routes serving a similar transit market or service area, with net increases or decreases of more than 25 percent in route configuration (route directional miles), or 25 percent of daily revenue service hours and 1,000 annual revenue hours, or rerouting an existing route, or system-wide restructuring of transit service greater than five percent of total revenue service hours;
- Any proposed service modification that results in a disparate impact or disproportionate burden as defined by WeGo's adopted Disparate Impact and Disproportionate Burden Policy.

Fare increases and decreases are changes in any of WeGo's fare structure. When the fare is increased or decreased, discount fares, fare media, premium services, and paratransit fares may change at the same time. WeGo staff will evaluate information such as revenue forecast, expected shortfalls, and fare studies to determine if a fare increase or decrease is warranted. While some fare changes may be unavoidable, public feedback is essential in determining rates of change.

Planning activities occur when the agency submits its strategic plan that is updated every five years. Staff will engage with members of the community to guide the development of a strategic plan which holds the 25-year vision of the agency. A publicly informed plan will ensure future planning and development practices are in line with the vision from the community and updated regularly to establish new recommendations and solicit feedback on progress made.

Capital investment and/or improvement projects are programmed into the MPO's Transportation Improvement Program (TIP). The MPO has an adopted PPP that guides the public outreach and engagement for all the transportation planning activities and decision-making process in the MPO-planning area as well as all their planning documents including the TIP. WeGo coordinates with the MPO and relies on the locally adopted public participation requirements for the TIP for the development of the transit Program of Projects (POP) to satisfy the POP's public participation requirements. WeGo also conducts public outreach activities as part of the planning process for major capital projects. ⁴

⁴ The Nashville Area MPO's Public Participation Plan was last updated in 2019 and can be found by visiting: <https://www.gnrc.org/DocumentCenter/View/651/Public-Participation-Plan>

For projects that will substantially affect a community or the public transportation service of a community, WeGo will strive to:

1. Provide an adequate opportunity for public review and comment on the project;
2. Provide an opportunity to schedule a public hearing on the project if the project affects significant economic, social, or environmental interests;
3. Consider the economic, social, and environmental impacts of the project; and,
4. Find that the project is consistent with official plans for developing the community.

Public Outreach Strategy

At the onset of any of the above major events, a tailored public outreach strategy will be created by the Community Outreach and Engagement Specialist in collaboration with the Planning, Communications and Marketing, Engineering, Legislative Relations, Customer Care, and other WeGo departments as appropriate. Staff will create a plan of action for each public involvement event including the following:

- Inclusive methods of communicating with the riding public, non-riding public, member jurisdictions, private sector partners, and state and federal agencies, in particular strategies to reach the targeted audience;
- Identification of specific and potentially affected public and other stakeholder groups;
- Identification of possible barriers to participation among the targeted population and strategies to reduce such barriers;
- A defined strategy that addresses all seven guiding principles;
- Various outreach techniques appropriate to the proposed action to be taken;
- Procedures that will be proactive in organizing information for full public access to key decisions;
- Opportunities for continuing public participation;
- Reasonable approaches and techniques to provide public information, input, and agency consideration in response to public concerns;
- A clearly defined timeline of activities in accordance with the public notice procedures as detailed in the following section; and
- Direction from the Community Outreach and Engagement Specialist and approval from the CEO and/or board of directors.

Public Notice Procedures

Should a major event occur that requires a public outreach strategy, the following series of events are required prior to the change taking place:

- Administer a public notice and provide adequate time for public input
 - Public notices should be written in both English and Spanish and posted at a minimum in at least three formats which can include newspapers of general circulation, WeGoTransit.com, onboard vehicles, social media, and at WeGo Central.
 - Public notice should be available in accessible formats in compliance with the Americans with Disabilities Act (ADA) and in languages other than English and Spanish by request.
 - Public comment period should be no less than 21 calendar days.
- Provide information on how to submit comments
 - Where materials for public review are available;
 - How to submit public comments; and,
 - Beginning and ending dates for the public comment period.
- Meeting information

- Advertise and/or offer an opportunity to share the meeting schedule;
- Provide the time and place of meetings;
- State the purpose of meetings; and,
- Publish a notice of meetings at least 10 calendar days in advance of the first taking place.
- Summarize and package all public comments received for presentation to the Nashville MTA and/or RTA Boards and for record keeping purposes
 - Review comments for final policy recommendations;
 - Provide a summary report of public comments in board item and for documentation purposes of the Title VI Triennial update; and,
 - Get Board approval no less than 10 calendar days prior to the change taking place.
- Include notice of board meeting to the public where recommendations will be voted on
 - Public access to the Nashville MTA and RTA Boards is maintained by providing public notice of every regularly scheduled board meeting and any special meeting at which Board action will take place. Public comment is available at all regularly scheduled board meetings.

When deemed appropriate and reasonable, WeGo may also conduct other activities to solicit public comment, including but not limited to:

- Hold public meetings and/or workshops in communities affected by the event;
- Make presentations to elected officials and local jurisdictions;
- Make presentations to business and community groups; and,
- Publicize the event through marketing promotions using local media, such as radio, television and social media in both English and Spanish.

Other activities that do not fall into the category of a major event may warrant public participation as determined by the CEO in coordination with the Title VI Officer or when a disparate impact is identified that exceeds the adopted policy or threshold. When this occurs, a tailored public outreach strategy may be developed under the direction of the Community Outreach and Engagement Specialist and approved by the CEO.

Chapter 4: Ongoing Engagement

Outside of the major event requirements, WeGo provides continual opportunities for members of the community to engage with our staff and provide feedback. This section addresses the day-to-day engagement that is just as crucial to providing an inclusive environment for our riders, non-riders, and the general community.

Public Meetings and Public Hearings

Public meetings differ from public hearings in that they are less formal and handled with greater flexibility to accommodate when information is to be shared or quick feedback is needed outside of what is required for major events. A public hearing is an opportunity for the public to submit public comments directly to WeGo staff or board members without responses, much like at a board meeting –this can be done with a stenographer to fully capture public feedback. Public hearings are required for major events.

Public meetings allow for a more conversational approach, presentations, polls, workshops, online videos and webinars, charettes, and creative methods of collecting public feedback on

project or proposal, or simply a dialogue with WeGo staff. Public meetings do not have to have a goal in mind, other than to listen to what the public has to say.

For example, public hearings were held prior to adoption of the nMotion strategic plan; public meetings were held to gain feedback during development of the nMotion strategic plan.

Public Comments

WeGo solicits public input regarding transit services, amenities, routing, fare structure, and fare media on a continual basis. In order to maximize the public's opportunity to comment and become part of the dialogue in programs, practices, and policies, opportunities are made available on an ongoing basis to provide feedback that is documented and recorded for official purposes. Comments may be submitted in the following manner:

- Via the WeGo website at WeGoTransit.com;
- In person at public meeting(s) or hearing(s);
- Via comment cards;
- To a Customer Care Representative by calling 615-862-5950 during regular Customer Service business hours, or TTY at 711;
- Via regular mail or delivery service to 430 Myatt Drive; Nashville, TN 37115; Attn: Public Comments; or,
- Via email to WeGoTransit@nashville.gov.

In addition to the above methods for submitting public comment, comments posted on social media, videos, or online presentations in response to WeGo announcements for public comment may be collected as part of the official record.

The Customer Care line provides a two-way engagement tool to communicate upcoming projects and plans as well as general information on bus, rail, and paratransit services. Customer Care staff is informed of all major projects underway, public meetings and impending service or fare changes to answer any questions callers may have. If a caller would like someone else from WeGo to return their call, Customer Care staff will log their comment and assign it to the correct department for follow-up. The public is also afforded the opportunity to comment on all proposed actions taken by the WeGo at regularly scheduled board meetings.

Other Public Outreach Activities

WeGo uses a variety of communication methods to solicit public input. These methods are continually evaluated for effectiveness and built upon to ensure messaging is consistent and in line with the goals of this document. The following methods of engagement have been identified as effective ways to reach members of the targeted audience:

- **Speaker's Bureau** – WeGo key staff members may present to community groups, chambers of commerce, business organizations, elected officials, and neighborhood/community associations. Speakers Bureau presentations may also be requested at large.
- **Information Awareness Program** – This includes marketing promotions targeted toward promoting the WeGo image throughout the community to both riding and non-riding customers.
- **Internet/Web Access** – The WeGo website is currently accessible providing information on WeGo service, policies, projects, service modifications, job opportunities, and more. The WeGo website includes a Title VI Statement, procedures for filing a complaint, and the Title VI complaint form. WeGo staff also responds to email inquiries.
- **WeGo Committees** – These committees were established by WeGo to assist with obtaining governmental and citizen input on the business of WeGo. Outreach activities

through committees are listed below and may also cease when committees are no longer in existence or have ceased to serve their intended purpose.

- Access Passenger Advisory Committee (APAC) – Committee comprised of users with disabilities and their advocates to represent the view of persons with disabilities.
- Better Bus Advisory Committee – CBOs interested in transit growth and advocacy
- StrIDe Advisory Committee—WeGo staff, MNPS, and community partners who gather to identify ways to grow student ridership
- **Press Releases** – WeGo sends press releases to the media and posts press releases on its website to announce service modifications, upcoming events, and other outreach activities.
- **Flyers, Posters, and Banners** – WeGo uses these media to inform the general public of upcoming events to notify citizens and encourage public participation.
- **Social Media** – WeGo uses social media feeds to make announcements regarding service proposals, modifications, delays, upcoming events, and other outreach activities.
- **Comment Cards** – WeGo may opt to assign staff, where appropriate and available, to notify the public and to distribute comment cards.
- **Surveys** – WeGo may conduct surveys by mail, in person, or online- to obtain public input or gauge public opinion regarding WeGo services or actions to be taken.

Measures of Effectiveness

At the close of each public involvement event, a report of the planning and engagement activities and a summary of public comments and recommendations is compiled and submitted to appropriate staff. That report is often used to inform recommendations to the Board and to answer questions that arise in response to proposals.

Wherever possible, along with public input, demographics information is also collected in order to assess whether target audiences have been reached, and if the principles of this policy have been followed. This information is voluntary and is collected with comment cards at public meetings and hearings.

Conclusion

In conclusion, WeGo is dedicated to providing the public with opportunities to weigh in on major and minor projects and proposals and to give feedback outside of official information gathering efforts. WeGo seeks to do this work in an equitable and inclusive manner, making every effort to reach marginalized communities and ensure that the voices of targeted audiences are heard.

This is a living document and will continue to be updated as appropriate and as new and/or additional information is available (i.e. 2020 Census, Title VI Program triennial updates).