The Draft Public Participation Plan includes regional overview information and a framework of goals, objectives, and strategies for obtaining effective public participation as part of SEDA-COG’s transportation planning efforts.

This copy of the draft plan is available as part of a 45-day comment period beginning on October 24, 2014, and ending on December 8, 2014. The public comment period provides the public an opportunity to provide feedback on all facets of the Public Participation Plan before its adoption.

Written and electronic comments may be submitted via email, SEDA-COG web portal, fax, or Postal Service by 4:00 p.m. on Friday, December 8, 2014.

- Email comments may be submitted to transprojects@seda-cog.org or through the web portal at http://www.seda-cog.org/transportation/Pages/Comments.aspx.
- Comments may be faxed to 570-524-9190
- Please address all written comments to:

  Mr. Steve Herman  
  Transportation Planner, SEDA-COG  
  201 Furnace Road  
  Lewisburg, PA 17837

If you would like to provide comments or discuss the meeting in person, a Public Meeting will be held during the public comment period as follows:

Date: November 12, 2014

Location: SEDA-COG Office,
         201 Furnace Road  
         Lewisburg, PA 17837

Time: 6:00 p.m. to 7:30 p.m.

*The public meeting location is accessible to persons with disabilities. If accommodations are needed for those with special needs related to language, sight or hearing, please call Steve Herman at 570-524-4491 by November 7, 2014.*

The plan can be reviewed online at:
http://www.seda-cog.org/transportation/Pages/PublicParticipationPlan.aspx
DRAFT
PUBLIC PARTICIPATION PLAN UPDATE

A Ready Reference Guide to Public Involvement for Planning Activities in the SEDA-COG Metropolitan Planning Organization (MPO) Region

Prepared for:

SEDA-COG MPO
201 Furnace Road
Lewisburg, Pennsylvania 17837

Prepared by:

McCormick Taylor, Inc.
329 Innovation Blvd. #116
State College, Pennsylvania 16803

DRAFT: October 22, 2014
Susquehanna Economic Development Association-Council of Governments (SEDA-COG)

Mission Statement
SEDA-COG is a regional multi-county development agency, which, under the guidance of a public policy board, provides leadership, expertise, and services to communities, businesses, institutions, and residents. SEDA-COG seeks to enhance growth opportunities in an environmentally sensitive manner while retaining the region’s predominantly rural character. The organization is both a direct service provider and a link to other resources that can be applied to a wide range of community and economic needs. SEDA-COG is also an advocate for the interests of its communities at the state and federal levels.

SEDA-COG’s strengths include a county-based policy board representing public and private interests, a high level of staff expertise, a commitment to innovation, and the flexibility to respond to new opportunities and challenges.

http://www.seda-cog.org

SEDA-COG Metropolitan Planning Organization
James Saylor, Program Director
SEDA-COG
Transportation Planning
201 Furnace Road
Lewisburg, PA 17837

Phone: (570) 524-4491
Email: jsaylor@seda-cog.org

http://www.seda-cog.org/transportation
TABLE OF CONTENTS

1. OVERVIEW

   About SEDA-COG
   The SEDA-COG Metropolitan Planning Organization
   MPO Transportation Planning Documents & Activities
      Long-Range Transportation Plan (LRTP)
      Transportation Improvement Program (TIP)
      Public Participation Plan (PPP)
      Unified Planning Work Program (UPWP)
      Coordinated Public Transit-Human Services Transportation Plan
      Other Planning Activities and Special Studies

2. PUBLIC PARTICIPATION

   Public Participation Goals
   Public Participation Objectives

3. STRATEGIES FOR PUBLIC PARTICIPATION

   Electronic, New Media Strategies
   Traditional Media Strategies

4. INDICATORS FOR PUBLIC PARTICIPATION

   Indicator Specification
   Evaluation Procedures for Public Participation

5. PUBLIC PARTICIPATION PLAN MATRIX

6. PUBLIC PARTICIPATION PROCESS CHECKLISTS

7. MPO CONTACT INFORMATION

   How to Get Involved
   Contact
SUPPORTING APPENDIX

Appendix S.1  Statutes and Regulations for Public Participation
Appendix S.2  General Demographic Analysis
Appendix S.3  Demographic Analysis for Title VI, Environmental Justice, and Other Traditionally Underserved Populations
Appendix S.4  Documentation of Public Comment [Reserved]

RESOURCE APPENDIX

Appendix R.1  Interested Parties Distribution Lists
Appendix R.2  Public Participation Event Checklists and Tools
Appendix R.3  Language Assistance Plan
Appendix R.4  Outreach Strategies
TRANSPORTATION ACRONYMS

ACM  Agency Coordination Meeting
EJ   Environmental Justice
FHWA Federal Highway Administration
FTA  Federal Transit Administration
GIS  Geographic Information System
LEP  Limited English Proficiency
LRTP Long Range Transportation Plan
MPO  Metropolitan Planning Organization
PennDOT Pennsylvania Department of Transportation
PPP  Public Participation Plan
SEDA-COG Susquehanna Economic Development Association-Council of Governments
STIP State Transportation Improvement Program
TIP  Transportation Improvement Program
UZA  Urbanized Area
UPWP Unified Planning Work Program
USDOT United States Department of Transportation
1. **OVERVIEW**

**About SEDA-COG**

The Susquehanna Economic Development Association-Council of Governments (SEDA-COG) is a multi-faceted, public development organization serving 11 counties in central Pennsylvania to address economic development, community life, and public services. Policies are established by a [22-member Board](#) and carried out by a professional staff with expertise in a wide range of fields. SEDA-COG is committed to working with the region’s counties, communities, companies, and individuals to enhance growth opportunities in an environmentally sensitive manner, while retaining the region's predominantly rural character.

![Map of SEDA-COG Metropolitan Planning Organization](image)

**The SEDA-COG Metropolitan Planning Organization**

The SEDA-COG Metropolitan Planning Organization (MPO) is the official transportation planning organization for eight (8) Central Pennsylvania Counties—Clinton, Columbia, Juniata, Mifflin, Montour, Northumberland, Snyder, Union—as designated by the Commonwealth of Pennsylvania.
Pennsylvania on March 27, 2013. Prior to that date, these counties were part of the SEDA-COG Rural Planning Organization (RPO). The 2010 decennial Census resulted in a new urbanized area (UZA) determination that required the formation of an MPO for the affected Bloomsburg-Berwick UZA. Local and state parties agreed to make the MPO coverage contain the entirety of the 8 counties listed above.

The SEDA-COG MPO operates via an agreement with PennDOT to approve studies and capital improvements for highways, bridges, transit, railroads, bicycle/pedestrian facilities, and other transportation concerns. Four primary documents are developed and approved by the MPO: the region’s Long Range Transportation Plan (LRTP), Transportation Improvement Program (TIP), Public Participation Plan (PPP), and annual Unified Planning Work Program (UPWP). In executing its work, the MPO strives to help provide a balanced transportation system for the maximum benefit of people, businesses, and communities in the region.

Consistent with its bylaws, the SEDA-COG MPO’s governing body consists of 17 voting members: one representative from each of the eight member counties (typically the county planning director); three representatives from PennDOT (Engineering District 2-0, Engineering District 3-0, and Central Office); one representative from transit; one representative from multi-modal interests; one representative from the SEDA-COG Board; one representative from SEDA-COG’s Transportation Program; one representative from the largest municipality (by population) in the Bloomsburg-Berwick UZA; and one representative from the 2nd largest municipality (by population) in the Bloomsburg-Berwick UZA. In addition to the 17 voting members, the MPO includes non-voting members. Such non-voting members receive MPO reports and agendas and may participate in MPO discussions. Non-voting members include, among others: Lycoming County officials, Centre County officials, Luzerne County officials, Federal Highway Administration officials, Federal Transit Administration officials, SEDA-COG staff, other state and federal resource agencies, and private citizens with an interest in transportation and economic development throughout the region.

**MPO Transportation Planning Documents & Activities**

The SEDA-COG MPO carries out the metropolitan planning process for the 8-county MPO region. In doing so, the MPO has adopted and regularly updates and amends a core set of plans and programs.

<table>
<thead>
<tr>
<th>Document</th>
<th>Required Update Cycle</th>
<th>Next Update Planned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long-Range Transportation Plan (LRTP)</td>
<td>5 years</td>
<td>2016</td>
</tr>
<tr>
<td>Transportation Improvement Program (TIP)</td>
<td>2 years</td>
<td>2016</td>
</tr>
<tr>
<td>Public Participation Plan (PPP)</td>
<td>Periodically</td>
<td>2014</td>
</tr>
<tr>
<td>Unified Planning Work Program</td>
<td>Annually</td>
<td>2015</td>
</tr>
<tr>
<td>Coordinated Public Transit-Human Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation Plan</td>
<td>5 years</td>
<td>2019</td>
</tr>
</tbody>
</table>
Much of the SEDA-COG MPO’s public participation effort is associated with these plans, as they are the most influential and far-reaching in guiding transportation investments. Public participation is critical to the ongoing improvement and adaptation of these plans to the ever-changing needs, priorities, and circumstances of the MPO region.

In addition, the MPO may generate other plans and technical studies, including: corridor improvement plans, bicycle and pedestrian plan, and air quality conformity analysis.

**Long-Range Transportation Plan (LRTP)**

The SEDA-COG MPO is required to conduct a continuous, cooperative, and comprehensive transportation planning process. Developing a Long Range Transportation Plan (LRTP) is an integral part of this process. The LRTP identifies transportation conditions, needs, goals, projects, and policies for at least a 20-year horizon. It is updated at 5-year intervals for the SEDA-COG region. The most recent SEDA-COG MPO LRTP was adopted in December of 2011, and an LRTP update is planned for 2015.

The SEDA-COG MPO LRTP establishes the vision and objectives that guide public decisions affecting transportation facilities and services in the region. It serves as the blueprint for transportation and economic investments that address network deficiencies, safety issues, mobility constraints, accessibility limitations, and unsustainable development. The SEDA-COG MPO staff coordinates development of the LRTP with residents of the region, a diverse steering committee, and other local, state, and federal agencies.

Consistent with the LRTP’s Plan Assessment section, SEDA-COG staff provides an annual report on the performance measures included in the Plan. These performance measures are designed to examine the condition of our transportation system and gauge the effectiveness of the strategies developed for implementation.

**Transportation Improvement Program (TIP)**

The TIP is the regionally agreed-upon list of priority projects, which consists of the first four years of PennDOT’s Twelve Year Program. The TIP consists of modal and multi-modal projects, including traditional highway/bridge and transit projects, along with bicycle/pedestrian, aviation, and freight-related improvements.

The official TIP is comprehensively updated every two years in Pennsylvania, but between updates, it is a “living document” that is revised regularly by the MPO. TIP Amendments address major changes, such as the addition or deletion of a project or a substantial change in project cost, schedule, design concept, or overall project scope. TIP Administrative Actions address minor changes and are approved publicly at meetings of the SEDA-COG Board.

**Public Participation Plan (PPP)**

The PPP ensures that the SEDA-COG MPO’s public involvement activities comply with applicable Federal and state metropolitan transportation planning regulations. The PPP was developed based on consultation with SEDA-COG and includes regional overview information and a
framework of goals, objectives, and strategies for accomplishing an effective and compliant public participation process in its transportation planning efforts. The PPP includes procedures for implementing public involvement as well as indicators for evaluating the performance of the plan and suggesting future improvements.

**Unified Planning Work Program (UPWP)**
The UPWP describes the annual program and scope of activities for the MPO. It identifies the transportation planning activities that the SEDA-COG MPO intends to accomplish during the program year utilizing federal, state and local resources. Included in the UPWP is a budget, which details how resources will be utilized. The UPWP is reviewed, updated, and re-adopted annually.

**Coordinated Public Transit-Human Services Transportation Plan**
The Coordinated Public Transit-Human Services Transportation Plan (Coordinated Plan) examines the breadth of regional human services needs that trigger a need for public transit service. The plan is called out as a requirement for accessing certain Federal grant programs, particularly the Federal Transit Administration (FTA) Formula Grants for the Enhanced Mobility of Seniors and Individuals with Disabilities (49 U.S.C. 5310). The most recent Coordinated Plan was completed jointly with the Williamsport Metropolitan Planning Organization and was adopted in May 2014.

**Other Planning Activities and Special Studies**

*Local Technical Assistance Program (LTAP) Municipal Outreach* – SEDA-COG has partnered with PennDOT to provide the region’s municipalities with free or low cost training through LTAP. LTAP offers various training courses dealing with roadway maintenance and safety. Technical assistance is also available. The goals of the LTAP program are:

- Increase municipal expertise
- Improve safety for client and public
- Increase professional communication
- Disseminate information
- Promote the implementation of research
- Provide tailored training materials
- Meet municipal government needs

*Regional Gas Utilization Initiative* -- SEDA-COG is conducting a Regional Gas Utilization Initiative study to identify key investments in natural gas infrastructure that will help sustain existing and new industrial activity. The project will:

- Evaluate the feasibility of providing increased access to natural gas utility service.
- Examine options for establishing a decision-making body tasked with finding and constructing these investments.
- Identify potential funding mechanisms for implementing continuing investments.
2. PUBLIC PARTICIPATION

Public participation encompasses all of the activities that seek to reasonably inform and involve citizens, affected public agencies, operators of transportation services, and representative users of the transportation system in the transportation planning process. The ongoing development and maintenance of the transportation system is performed best when the users of the system participate in the planning process, bringing diversified viewpoints into the process that shapes how transportation investments will be made.

Plan Development with Interested Parties

Interested Parties were engaged both in developing the underpinning goals of this Public Involvement Plan and in editing/refining the various drafts. The following Interested Parties were involved during development of the DRAFT Plan:

Via Public Involvement Mini-Workshop, held on August 28, 2014:
- Steve Herman, SEDA-COG MPO
- Carey Mullins, PennDOT CPDM
- Jonathan Ranck, PennDOT District 3-0
- Vicki Rusnak, PennDOT District 2-0
- James Saylor, SEDA-COG MPO
- Brian Wall, PennDOT Central Office
- Cynthia Zerbe, Union-Snyder Transportation Alliance

Via Phone Interviews:
- William Gomes, Mifflin County Planning
- Shawn McLaughlin, Union County Planning

Via MPO Committee Meetings/Review, held on September 26, 2014
- All MPO Committee Members

Public Participation Goals

SEDA-COG MPO’s Public Participation Plan is guided by six (6) goals that set the framework for outreach and involvement into the MPO’s transportation decision-making processes.

1. **Extend the reach of the participation program.** The MPO desires to grow the number of participants in the transportation planning process. This would include strengthening communication networks among local, regional and state planning partners to increase public access and transparency of information and operations. To this end, the MPO intends to expand the use of existing electronic and new media communications alongside the known effective traditional approaches to make the participation process more inviting and convenient.
2. **Encourage diversity of participants.** While the SEDA-COG MPO region has small but growing minority and ethnic populations, significant diversity already exists along the lines of age, physical ability (disability), and means (poverty). The MPO recognizes the benefit of stimulating involvement by a range of persons with a variety of perspectives and interests in the transportation system.

3. **Increase the impact of participation.** As participation is extended, the MPO aims to better manage and apply that feedback to the decision making process. This includes the internal conduits by which feedback is presented to decision-makers, as well as the response back to participants and all interested parties—so that there is better accountability and follow-up to ensure the effective influence of public participation.

4. **Increase participant satisfaction.** Participants in the planning process desire to come away feeling that they understood the material presented, were respected, and that their point of view made a difference and their effort was worthwhile. The MPO aims to enhance its use of comment forms and various modes of surveying to gage satisfaction with the participation process, including the content and quality of communication materials.

5. **Realize opportunities for education.** SEDA-COG desires to expand the baseline knowledge about transportation issues, how transportation investments are made, and the opportunities that citizens have to influence the planning process. The MPO will seek to raise awareness about the MPO’s existence, function, and role in transportation decision-making through more attention to branding, linkages with agency partners, and an increasing presence in the communities served.

6. **Formalize the use of performance indicators.** The MPO will formalize a set of indicators for measuring and tracking the effectiveness of public involvement strategies to evaluate goals and support continuous improvement efforts.

**Public Participation Objectives**

The Objectives of the SEDA-COG MPO’s Public Participation Plan incorporate all of the fundamental Federal guidance for public participation at the MPO level (23 C.F.R. § 450.316) as well as other MPO objectives. The Objectives have been fitted to each plan Goal, as follows:

1. **Extend the reach of the participation program.**

   **OBJECTIVE:** Provide adequate public notice of public participation activities and time for public review and comment at key decision points, including but not limited to a reasonable opportunity to comment on the proposed long range transportation plan and the TIP.
OBJECTIVE: Coordinate with the statewide transportation planning public involvement and consultation processes for:

- Transit agencies that receive Federal funds
- Agencies and non-profit organizations (including representatives of the agencies and organizations) that receive Federal assistance from a source other than the USDOT to provide non-emergency transportation services
- Agencies that maintain/operate roadways or other transportation services on Federal Lands

OBJECTIVE: Make public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web.

OBJECTIVE: Hold public meetings at convenient and accessible locations and times.

2. **Encourage diversity of participants.**

OBJECTIVE: Seek out and consider 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.

3. **Increase the impact of participation.**

OBJECTIVE: Provide an additional opportunity for public comment, if the final long range transportation plan or TIP differs significantly from the version that was made available for public comment by the MPO and raises new material issues which interested parties could not reasonably have foreseen from the public involvement efforts.

OBJECTIVE: Demonstrate explicit consideration and response to public input received during the development of the long range transportation plan and the TIP.

4. **Increase participant satisfaction.**

OBJECTIVE: Provide concise and well-organized plan materials within a transportation planning process that is well defined and easily understood.

OBJECTIVE: Employ visualization techniques to describe metropolitan transportation plans and TIPs.
5. **Realize opportunities for education.**

   **OBJECTIVE:** Provide timely notice and reasonable access to information about transportation issues and processes.

6. **Formalize the use of performance indicators.**

   **OBJECTIVE:** Periodically review the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.
3. STRATEGIES FOR PUBLIC PARTICIPATION

Through this Public Participation Plan (PPP) and subsequent updates, SEDA-COG will expand its existing community engagement activities through the incorporation of proposed new and traditional media strategies with existing ones. These strategies are designed to develop a more robust PPP that offers more access throughout the planning region.

Electronic, New Media Strategies

Regional planning organizations—particularly those like SEDA-COG, that are responsible for large geographic areas with dispersed, lower density populations—are looking to electronic and other non-traditional methods of communications to fulfill their plan goals. This update of the SEDA-COG MPO Public Participation Plan will promote and support the use of more electronic and “new media” resources (apps, social media, online surveying) to extend accessibility to broader community segments who are using smart phones and all types of mobile and desktop computers as their primary means of sending and receiving information. Through future updates, the Public Participation Plan will continue to evolve to reflect the evolving communication methods and trends of the communities served.

To fulfill the goals of this plan update, the following menu of electronic, new media and traditional strategies will be utilized:

SEDACOG Website

The SEDA-COG Website (www.seda-cog.org/) currently provides an online presence and multi-purpose platform for information dissemination and public feedback. The site is actively monitored and maintained by SEDA-COG staff, to keep the site current and implement new features.

Existing SEDA-COG Website Functionality:

- Identification and description of the MPO’s role in metropolitan transportation planning and its By-Laws for operation.
- Clearinghouse for current and DRAFT versions of key planning documents, including the Long Range Transportation Plan, Transportation Improvement Program, Public Participation Plan, and Coordinated Public Transit-Human Services Transportation Plan.
- Links to other transportation resources, particularly those relevant to transportation planning for the region and visualization of the Transportation Improvement Program.
- Links to other transportation planning organizations, planning efforts, studies, and improvement projects throughout the region.
- Notification point for MPO Committee Meetings, other public meetings and public involvement activities associated with plan review and updates.
- Repository for MPO Committee Meeting agendas and minutes of past meetings.
- SEDA-COG Calendar of Events.
• Comment portal for online feedback.

Providing this broad online functionality online will fulfill the MPOs mission to extend public access across SEDA-COG’s large geographic area. The MPO will enhance the webpage resource by adding proposed interactive features, such as Expanded Functionality of SEDA-COG’s Website

Proposed SEDA-COG Website Functionality:
• Added interactive features within the resources of the MPO and maintenance capabilities and expertise of the SEDA-COG IT staff (i.e., surveys, social media connections, GIS-based mapping, —within the available resources, maintenance capabilities and staff expertise of the MPO).
• Link the SEDA-COG website from planning partners’ websites as part of an Agency Coordination Effort to establish an online planning informational network in the region. This will increase the number of access points through which the general public may locate planning update documents for review and comment.
• Online availability of public meeting information to supplement the current practice of conducting public meetings at physical locations. Information will be shown in a static display format in which planning documents are displayed online during a specified period for electronic public review and comment.

Google Analytics
Google Analytics is a service offered by Google that generates detailed statistics about a website’s traffic and traffic sources. The basic service is free and provides a “dashboard” of general webpage usage data, with more in-depth data available through various reporting functions. The service requires minimal modification of the website coding. SEDA-COG has completed the necessary website modifications and is currently using the analytics data.

Google Translate
Google Translate is a free translation service that provides instant translations between dozens of different languages. It can translate words, sentences, and entire webpages in any combinations of supported languages. As of September 2014, 80 languages were supported. SEDA-COG has integrated Google Translate into its website, such that any HTML programmed webpage may be translated between English (base language) and any of the 80 supported languages. SEDA-COG has customized the Google Translate function by enabling an option to automatically display the translation banner to users speaking languages other than the language of the page. The Google Translate default translation banner says “Select Language” in English along with the list of languages, but for purposes of the SEDA-COG website, Google Translate has been modified to show a flag icon in place of each language for easier identification. It is worth noting that Google Translate will not translate PDF files between languages.
Other Electronic Outreach Methods - Existing

Email Blasts – The creation and regular maintenance of a well-organized contact database will support an effective email blast effort in which information is shared with large groups of recipients in an efficient and coordinated way. The SEDA-COG MPO primarily maintains the following:

- **Interested Parties Database**
  The MPO maintains an Interested Parties Database of contact information for those who wish to be notified directly of transportation planning activities, public meetings, and modifications to the MPO’s primary planning documents. The Database is open to all citizens, as well as agencies, government entities, and their representatives. An Interested Party may be added to the database by:
  
  - Contacting the MPO staff via phone or email with name and email address and requesting to be added to the Interested Parties Database.
  - Completing the online Comments Form with name and email address and requesting to be added to the Interested Parties Database.
  - Indicating on a Public Comment Form the request to be added to the Interested Parties Database.

  The MPO maintains the Database regularly and completes a comprehensive review annually. A summary of the Database (in Distribution List format with emails and other contract information removed) is included in the Resource Appendix.

- **Mailing Lists**
  The MPO also maintains other mailing and emailing lists for more specific purposes where the Interested Parties Database is too broad or otherwise not appropriate. For instance, an individual who is participating in a Long Range Transportation Plan Update but does not wish to receive notifications about future TIP Updates or Amendments might wish to be added to the LRTP-specific mailing list only.

Other Electronic Outreach Methods – Proposed

- **Online Survey Tools**: Although these tools are not explicitly required by federal or state guidelines, they can be useful alternate methods to collect feedback.

  - **SurveyMonkeyMetroQuest**
    MetroQuest is an online survey tool utilized effectively for planning and transportation projects. The four to five page survey can be a separate webpage, or integrated/imbbedded into an existing website. Using mapping and visual techniques, MetroQuest guides users through the process of learning
about a planning project and providing valuable input. Below is a summary of
the different types of screens and information that can be utilized:

- **Surveys/Polls** – Survey and other types of polling screen can be created to
gather feedback and demographic information from the public.
- **Ideas Submission** – Polls or topic discussions can provide an open
  comment field for open ended feedback.
- **Mapping Input** – Mapping features allow users to place icons and identify
  specific projects or concerns. Specific roadways and travel routes may
  also be identified. The data may be saved and exported into GIS-
  compatible formats.
- **Prioritization Activities** – The public can participate in prioritizing plan
  topics and or funding strategies.
- **Report Results** – Most comments, ideas, and poll results are provided.
- **Analytics** – Demographic data can be gathered using polls or surveys.
- **Privacy** – Data entered by each user is not shared immediately and is not
  open for comment by other users. A summary of the data provided may
  be shared when the survey is complete.

MindMixer
MindMixer is a public participation tool founded by urban planners to address
the challenge of engaging the public on transportation projects. The site
functions like a traditional website, but also offers the following features and
capabilities:

- **Open/Close Topics for Comment** – Information can be posted to
  MindMixer for a pre-determined period of time during which select
  topics will be open for public comment. Content posted by the public is
  monitored 24/7 by MindMixer who blocks inappropriate language.
- **Ideas Submission** - A topic can be opened for ideation on the site. The
  public can submit ideas and/or “second” ideas offered by others.
- **Prioritization Activities** – The public can participate in prioritizing plan
  topics or funding opportunities.
- **Surveys/Polls** – Any type of survey or poll can be created to gather
  information from the public.
- **Report Results** - Comments, ideas, and poll results can be exported into a
  variety of workable formats (charts, maps, spreadsheets, etc.) to measure
  public feedback.
- **Analytics** – Demographic data can be gathered by topic and reported to
  analyze who is commenting and from which municipality they reside.
- **Translation** - MindMixer pages can currently be translated into 52
different languages.
• **Community Engagement** – All comments or topics posted to the site are available for public view. This level of transparency can establish trust among the providers and the users and ultimately build relationships.

○ Visualization Tools – The following visualization tools are hosted by PennDOT, and links to the tools are present on the SEDA-COG webpage. SEDA-COG will use these tools in their ongoing planning activities and promote their use amongst planning partners.

**PennDOT’s TIP Visualization Portal** provides the public with an informational portal for learning about and viewing improvements to state highways and bridges, as well as to aviation, public transit, and rail freight modes of transportation. The TIP Visualization Portal is a web-based GIS mapping application for highway and bridge projects on the Commonwealth's Twelve Year Transportation Program and Regional Transportation Improvement Plans (TIPs). Users can map and obtain information for highway and bridge projects on various geographical levels, including PennDOT Engineering District, County, Legislative District, Planning Partner, and Address.

[http://www.dot7.state.pa.us/tip_visualization/map.aspx](http://www.dot7.state.pa.us/tip_visualization/map.aspx)

PennDOT’s MPMS IQ application is the Department’s “next generation” web portal that provides access to PennDOT project data as well as other state agency data related to transportation project development. Similar to the TIP Visualization Portal, MPMS IQ is a web-based GIS mapping application that allows users to search for projects using criteria such as Location, Planning partner, Legislative district, PennDOT engineering district, and Highway Occupancy Permit (HOP). Projects can also be mapped individually by MPMS Project ID number or by Bridge Key.

[http://www.dot7.state.pa.us/MPMS_IQ/Mapping](http://www.dot7.state.pa.us/MPMS_IQ/Mapping)

**Traditional Outreach Strategies – Existing**

**MPO Meetings and Other Public Meetings**
These provide an opportunity for the public to provide comments on MPO business and planning projects. The details of public meetings should be well-planned in advance (please see example Public Meeting Plan) to assist in the identification, development and creation of all materials, including advertisements, allocation of public meeting location space (please see example Public Meeting Site Review Checklist), and informational handouts and displays. Public meeting comment forms will be available in hardcopy at public meeting locations to receive public comment, and online during the associated public comment
period. Substantive public comments will be identified and response will be indicated to demonstrate the influence of public participation and feedback upon planning processes.

Mailings
Informational materials and announcements are distributed to committee members, interested parties and the general public. Expansion of mailing lists to include email addresses for addressees will support the use of email and Instant Messaging alternatives.

Support Other Planning Efforts
SEDA-COG will coordinate with the statewide transportation planning, public involvement and consultation processes for transit agencies that receive Federal funds; agencies and non-profit organizations that receive Federal assistance (other than USDOT) to provide non-emergency transportation services; and agencies that maintain and operate roadways and other transportation services on Federal lands. This will be achieved through MPO Committee Surveys, the Interested Parties Database, MPO coordination activity, and the coordinated Public transit-Human Services Transportation Plan.

Print Media
Advertise MPO and Public Meetings in The Daily Item (at minimum) and other newspapers in the respective counties of the SEDA-COG MPO region. This includes placement of legal notices, advertisements and press releases.

Public Plans Displays
Major planning documents (primarily the TIP) are displayed at county government buildings, local libraries and in the offices of planning partners in the SEDA-COG region.

Demographic Profiles
The MPO seeks to maintain current profiles of the region’s demographic composition (including GIS mapping that illustrates the profiles) for use. Wherever possible, identical datasets are used in different plans and documents, so that data consistency exists across SEDA-COG’s various planning efforts. Profiles of particular interest for planning purposes include minority, low-income, elderly, disabled, and limited-English proficiency (LEP) populations.

Traditional Outreach Strategies – Proposed

Broadcast Media
Broadcast media outlets have become a fusion of traditional and new media, often delivering your message in two or more formats, with one being an online posting.

- Press releases are a required component of the outreach process and should be issued 14 calendar days prior to a Public Meeting or upon the start of a Public Comment Period and should be sent to local newspapers, radio, and TV broadcast media outlets.
## 4. Indicators for Public Participation

This Public Participation Plan adopts a series of indicators designed to measure the effectiveness of public participation strategies and monitor the return on the investment of time, talent, and financial resources. Baseline measurements and targets are established with this plan update. Future evaluations of the results will be useful to strengthen the Public Participation Plan during regular reviews and the required incremental updates.

### Indicator Specification

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Indicators</th>
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</table>
| **Public Meeting Comment Forms** | Participant feedback:  
  - Source of notice about plan revisions  
  - Source of notice about public meeting  
  - Satisfaction with adequacy of notice about plan revisions |
| **Interested Parties Database** | Number of Interested Parties on email distribution list |
| **Project/Plan-Specific Web Portal**  
   (MetroQuest, MindMixer)  
   - Portal Surveys  
   - Evaluation of Portal analytics | Project/Plan-Specific Web Portal:  
  - Site hits  
  - Usage patterns  
  - Feeder sites  
  - Time spent on site |
| **MPO Committee Survey** | Representation on the MPO Committee |
| **Interested Parties Database**  
   MPO Coordination Activities | Number of Interested Parties related to statewide transportation planning and local transit planning (where the transit agency receives Federal funds) |
| **Coordinated Public Transit-Human Services Transportation Plan** | MPO resources expended  
  - Dollar value of staff time  
  - Dollar value of resources provided |
| **Website analytics (Google)** | Number of website hits (SEDA-COG site or Project/Plan-specific web portal):  
  - Transportation Page  
  - Plan Sites  
  - Technical Information Pages  
  - Meeting Notices |
| General Meeting Site Checklist | Number of public meeting locations that meet:  
|                               | • Basic requirements  
|                               | • Enhanced requirements  
| Surveys of meeting attendees via comment form | Meeting attendee:  
|                               | • Distance traveled from home to meeting site  
|                               | • Satisfaction rating of meeting location/facility  
|                               | • Satisfaction rating of meeting time  
| Surveys of meeting attendees via comment form | Demographic composition of participants  
| Website analytics (Google Analytics, Translate) | Requests for language Google translation Web hits on translated documents  
| MPO Committee Survey | Demographics composition of MPO Committee (Voting and Non-Voting Members)  
|                               | • Appointed  
|                               | • Attending  
| Comment Tracking | Number of comments received during the additional comment period  
| Survey of MPO Committee | MPO Committee feedback:  
|                               | • Found summary of participant feedback “very useful” in their decision making effort  
| Comment Tracking – Provide documentation of public participation activities including summaries of involvement activities and compilations of unique and significant comments with a response that indicates how the comment was incorporated into the plan or why the plan took a different approach. | Participant feedback (follow-up survey, using contact information from comment forms, emails, etc.):  
|                               | • Aware of how their comments were addressed.  
|                               | • “Reasonably satisfied” that their comments were addressed |
### Online Survey

**Surveys of meeting attendees via comment form**

Participant feedback (follow-up survey, using contact information from comment forms, emails, etc.):
- Understanding of material presented
- Understanding of process being followed
- “Reasonably satisfied” that the process is being followed correctly

### Surveys of meeting attendees via comment form

Participant feedback (comment forms):
- Found the graphics/visuals were “very helpful” for understanding the plan/program

### Interested Parties Database

Year over year increase in the number of individual citizens/households on the Interested Parties email distribution list

### Online Survey

Participant feedback (follow-up survey, using contact information from comment forms, emails, etc.):
- “Reasonably satisfied” with the amount of time for public review and comment.

### Agency Coordination Effort

Number of municipal, community, and regional transportation agency sites posting the SEDA-COG logo and link to the SEDA-COG website.

### MPO PPP Review

Conduct biennial PPP review on TIP Update cycle (every 2-years)

### Regional Performance Measures Report

Conduct yearly MPO level evaluation of performance indicators of PPP effectiveness. Summarize yearly review into Indicators Report (integrate into Regional Performance Measures Report?)

---

**Evaluation Procedures for Public Participation**

The MPO will continue to evaluate its PPP biennially. The evaluation will include review of procedures and performance indicators, including trailing trends. The findings will be incorporated into subsequent public involvement activities, and the PPP will be revised, where appropriate. Technical revisions to the demographic data summaries, distributive mapping, and other PPP content will be considered, as new information becomes available. The
solicitation of public comment and/or the need for new adoption votes will only result from significant PPP updates or requirements in new federal/state policy and legislation.
5. PUBLIC PARTICIPATION PLAN MATRIX

The following Public Participation Plan Matrix on the following pages consolidates the goals, objectives, strategies and indicators (performance measures) that are described earlier in this PPP. The Matrix is a ready reference table designed to provide a concise overview of the PPP goals and objectives, combined with a summary listing of the related public involvement strategies that support each set of goals and objectives.

Overall goals for public participation are listed in the first column to the left of the matrix. The goals identify the primary points of emphasis the reach, diversity, impact, satisfaction, education and performance of SEDA-COG’s public participation efforts.

Objectives listed in the second column involve general actions that address each goal, and individual strategies identified in the third column list the strategies or action items specific to each corresponding objective. Implementing the public participation strategies will affect the desired change as identified in the goals and objectives.

Indicators contained in the far right column identify performance measures that will be utilized to gauge the effectiveness of each public participation strategy. Monitoring the performance indicators will enable SEDA-COG to identify the effectiveness of each strategy and thus the overall efficacy of its Public Participation Plan. Based on performance results, SEDA-COG will refine its goals, objectives, strategies and indicators in future biennial updates intended to continuously improve the PPP.
### Goals

1. **Extend the reach of the participation program.**
   - The MPO desires to grow the number of participants in the transportation planning process. This would include strengthening communication networks among local, regional and state planning partners to increase public access and transparency of information and operations. To this end, the MPO intends to expand the use of existing electronic and new media communications alongside the known effective traditional approaches to make the participation process more inviting and convenient.

   - **Objectives**
     - Provide adequate public notice of public participation activities and time for public review and comment at key decision points, including but not limited to a reasonable opportunity to comment on the proposed long range transportation plan and the TIP.

     - **Strategy**
       - Public Meeting Comment Forms

     - **Indicator**
       - Participant feedback:
         - Source of notice about plan revisions
         - Source of notice about public meeting
         - Satisfaction with adequacy of notice about plan revisions

   - **Strategy**
     - Provide adequate public notice of public participation activities and time for public review and comment at key decision points, including but not limited to a reasonable opportunity to comment on the proposed long range transportation plan and the TIP.

     - **Indicator**
       - Interested Parties Database

     - **Indicator**
       - Project/Plan-Specific Web Portal (MetroQuest, MindMixer)

     - **Indicator**
       - MPO Committee Survey

     - **Indicator**
       - MPO Coordination Activities

     - **Indicator**
       - Coordinated Public Transit-Human Services Transportation Plan

     - **Indicator**
       - Make public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web.

     - **Indicator**
       - Hold public meetings at convenient and accessible locations and times.

     - **Indicator**
       - Surveys of meeting attendees via comment form

   - **Strategy**
     - Coordinate with the statewide transportation planning public involvement and consultation processes for:
       - Transit agencies that receive Federal funds.
       - Agencies and non-profit organizations that receive Federal assistance from a source other than the USDOT to provide non-emergency transportation services.
       - Agencies that maintain/operate roadways or other transportation services on Federal Lands.

     - **Indicator**
       - MPO resources expended

     - **Indicator**
       - Number of website hits (SEDA-COG site or Project/Plan-specific web portal):

     - **Indicator**
       - General Meeting Site Checklist

     - **Indicator**
       - Meeting attendee:

   - **Strategy**
     - Make public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web.

     - **Indicator**
       - Website analytics (Google)

     - **Indicator**
       - Number of interested Parties on email distribution list

     - **Indicator**
       - Number of Interested Parties Database

     - **Indicator**
       - Number of Interested Parties related to statewide transportation planning and local transit planning (where the transit agency receives Federal funds)

     - **Indicator**
       - Coordinated Public Transit-Human Services Transportation Plan

     - **Indicator**
       - MPO Coordination Activities

     - **Indicator**
       - MPO resources expended

     - **Indicator**
       - Number of website hits (SEDA-COG site or Project/Plan-specific web portal):

     - **Indicator**
       - General Meeting Site Checklist

     - **Indicator**
       - Meeting attendee:

   - **Strategy**
     - Hold public meetings at convenient and accessible locations and times.

     - **Indicator**
       - General Meeting Site Checklist

     - **Indicator**
       - Meeting attendee:

   - **Strategy**
     - Surveys of meeting attendees via comment form

     - **Indicator**
       - Meeting attendee:

   - **Strategy**
     - Coordinate with the statewide transportation planning public involvement and consultation processes for:

     - **Indicator**
       - MPO resources expended

     - **Indicator**
       - Number of website hits (SEDA-COG site or Project/Plan-specific web portal):

     - **Indicator**
       - General Meeting Site Checklist

     - **Indicator**
       - Meeting attendee:

   - **Strategy**
     - Make public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web.

     - **Indicator**
       - Website analytics (Google)

     - **Indicator**
       - Number of website hits (SEDA-COG site or Project/Plan-specific web portal):

     - **Indicator**
       - General Meeting Site Checklist

     - **Indicator**
       - Meeting attendee:

   - **Strategy**
     - Hold public meetings at convenient and accessible locations and times.

     - **Indicator**
       - General Meeting Site Checklist

     - **Indicator**
       - Meeting attendee:

   - **Strategy**
     - Surveys of meeting attendees via comment form

     - **Indicator**
       - Meeting attendee:

   - **Strategy**
     - Coordinate with the statewide transportation planning public involvement and consultation processes for:

     - **Indicator**
       - MPO resources expended

     - **Indicator**
       - Number of website hits (SEDA-COG site or Project/Plan-specific web portal):

     - **Indicator**
       - General Meeting Site Checklist

     - **Indicator**
       - Meeting attendee:
### SEDA-COG MPO Public Participation Plan Goals-Objectives-Strategies-Indicators Matrix

**2. Encourage diversity of participants.**

While the SEDA-COG MPO region has a small but growing minority and ethnic populations, significant diversity already exists along the lines of age, physical ability (disability), and means (poverty). The MPO recognizes the benefits of stimulating involvement by a range of persons with a variety of perspectives and interests in the transportation system.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Strategies</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic composition of participants</td>
<td>Seek out and consider 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.</td>
<td>Surveys of meeting attendees via comment form</td>
</tr>
<tr>
<td>Requests for language Google translation</td>
<td></td>
<td>Website analytics (Google Analytics, Translate)</td>
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<tr>
<td>Web hits on translated documents</td>
<td></td>
<td>MPO Committee Survey</td>
</tr>
<tr>
<td>Demographics composition of MPO Committee (Voting and Non-Voting Members)</td>
<td></td>
<td>Number of comments received during the additional comment period</td>
</tr>
<tr>
<td>• Appointed</td>
<td></td>
<td>Participant feedback (follow-up survey, using contact information from comment forms, emails, etc.):</td>
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<tr>
<td>• Attending</td>
<td></td>
<td>• Aware of how their comments were addressed.</td>
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<td>• “Reasonably satisfied” that their comments were addressed</td>
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**3. Increase the impact of participation.**

As participation is extended, the MPO will aim to better manage and apply that feedback to the decision making process. This includes the internal conduits by which feedback is presented to decision-makers, as well as the response back to participants and all interested parties—so that there is better accountability and follow-up.

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<tbody>
<tr>
<td>Number of comments received during the additional comment period</td>
<td>Provide an additional opportunity for public comment, if the final long range transportation plan or TIP differs significantly from the version that was made available for public comment by the MPO and raises new material issues which interested parties could not reasonably have foreseen from the public involvement efforts.</td>
<td>Comment Tracking</td>
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<td></td>
<td>MPO Committee feedback:</td>
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<td></td>
<td>• Found summary of participant feedback “very useful” in their decision making effort</td>
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**4. Increase participant satisfaction.**

Participants in the planning process desire to come away feeling that they understood the material presented, were respected, their point of view makes a difference, and their effort was worthwhile. The MPO aims to enhance its use of comment forms and various modes of surveying to gauge and improve satisfaction with the participation process, including the content and quality of communication materials.

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<td>Employee feedback (follow-up survey, using contact information from comment forms, emails, etc.):</td>
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<td></td>
<td>• Understanding of material presented</td>
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<td>• Understanding of process being followed</td>
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<td>• “Reasonably satisfied” that the process is being followed correctly</td>
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**Demonstrate explicit consideration and response to public input received during the development of the long range transportation plan and the TIP.**

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<td>Number of website hits on links</td>
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</tbody>
</table>
### 5. Realize opportunities for education

SEDA-COG desires to expand the baseline knowledge about transportation issues, how transportation investments are made, and the opportunities that citizens have to influence the planning process. The MPO will seek to raise awareness about the MPO’s existence, function, and role in transportation decision-making through more attention to branding, linkages with agency partners, and an increasing presence in the communities served.

<table>
<thead>
<tr>
<th>Action</th>
<th>Indicator</th>
<th>Year over year increase in the number of individual citizens/households on the Interested Parties email distribution list</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide timely notice and reasonable access to information about transportation issues and processes.</td>
<td>Interested Parties Database</td>
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<tr>
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<td>Online Survey</td>
<td>Participant feedback (follow-up survey, using contact information from comment forms, emails, etc.):</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “Reasonably satisfied” with the amount of time for public review and comment.</td>
</tr>
<tr>
<td></td>
<td>Agency Coordination Effort</td>
<td>Number of municipal, community, and regional transportation agency sites posting the SEDA-COG logo and link to the SEDA-COG website</td>
</tr>
</tbody>
</table>

### 6. Formalize the use of performance indicators

The MPO will formalize a set of indicators for measuring and tracking the effectiveness of public involvement strategies to evaluate goals and support continuous improvement efforts.

<table>
<thead>
<tr>
<th>Action</th>
<th>Indicator</th>
<th>Conduct biennial PPP review on TIP Update cycle (every 2-years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Periodically review the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.</td>
<td>MPO PPP Review</td>
<td></td>
</tr>
</tbody>
</table>
6. PUBLIC PARTICIPATION PROCESS CHECKLISTS

This section contains a series of “checklists” designed to offer-step-by-step public participation guidance to support specific SEDA-COG planning activities. These planning activities include the development of: Long Range Transportation Plans (LRTP) and Updates; LRTP Amendments; Transportation Improvement Program (TIP) Updates, Amendments and Administrative Actions; and, Public Participation Plan (PPP) Updates.

The following “Process Checklists” lay out the key steps of SEDA-COG’s public participation process for their primary plans, plan updates, amendments, and modifications. Each Process Checklist is built with steps that are generally chronological, although certain elements of each step may happen earlier or later in the process. Statutory and regulatory requirements—such as timeframes for public comment and involvement of FHWA—are provided at their minimum or better values, and their source (Federal or State) are indicated, where applicable.

Process Checklists are provided for the following:

- Long Range Transportation Plan (LRTP) & Updates
- Long Range Transportation Plan (LRTP) Amendment
- Transportation Improvement Program (TIP) Update
- Transportation Improvement Program (TIP) Major Amendments
- Transportation Improvement Program (TIP) Amendments
- Transportation Improvement Program (TIP) Administrative Actions

Each Process Checklist is provided on its own page or pages.
| **1** | Conduct a review of the MPO’s current Public Participation Plan and appropriate the plan for the LRTP effort or implement an update, as required to comply with new transportation legislation, regulations, executive orders, and guidance (see Public Participation Plan Update). |
| **2** | Implement a public involvement program that is consistent with the MPO’s adopted PPP to support the LRTP development.  
• Ensure that FHWA and FTA are provided with an opportunity to participate in the LRTP development process. *(Federal)*  

*Note: MPOs typically implement a specialized public involvement program (sometimes through a consultant’s services) for LRTPs and Updates. The implemented program must fulfill the PPP requirements and be consistent with its goals and objectives.* |
| **3** | Release DRAFT LRTP document for public and agency comment.  
• Make document available in an accessible electronic format on the SEDA-COG website.  
• Make document available in a hard copy format at the SEDA-COG Office, county government offices, public transit agency offices, and PennDOT District 2-0 & 3-0 Offices.  
• Provide the DRAFT LRTP document to FHWA and FTA for review prior to the beginning of the 30-day public comment period.  

Optional and non-required activities to support LRTP public participation:  
• Upon the discretion of the MPO, the MPO staff may meet with local stakeholders and county staff and commissioners at their regularly scheduled and advertised meetings. |
| **4** | Notify public and agencies of opportunities to comment.  
• Publish notifications at least 30 calendar days prior to the public comment period ending date and at least 14 calendar days prior to any public meeting date:  
  o Legal Notice to appear in *The Daily Item* newspaper, at a minimum.  
  o Press Release distributed to other newspapers and broadcast media outlets.  
  o Interested Parties notified via email using distribution list.  
  o Web notification provided on the SEDA-COG webpage in an accessible format.  
• Conduct at least one (1) public meeting. |
| **5** | Document the public participation effort.  
• Document the participation activities conducted (Meeting Venue Checklist, Public Participation Meeting tracking form).  
• Compile comments received and generate responses to unique and significant comments that indicate how the comment was incorporated or why a different approach was taken.  
• Incorporate comments and Comment Responses into the FINAL LRTP document.  
• Post Comment Responses on the SEDA-COG website (or LRTP web portal, if applicable) in an accessible electronic format within 14 calendar days of the close of the public comment period.  
• Provide notification (by email) of the Comment Responses to the Interested Parties and all those who commented and provided email contact information. |
| **6** | If the FINAL LRTP differs significantly from the version that was made available for public comment, provide an additional 7 calendar day public comment period. |
- Make the document available in an accessible electronic format on the SEDA-COG website.
- Provide the revised document to FHWA and FTA for review prior to the beginning of the 7-day public comment period.
- Provide notification (by email) of the additional comment period to the Interested Parties and all those who commented previously and provided email contact information at least 7 calendar days prior to the public comment period ending date.

<table>
<thead>
<tr>
<th>7</th>
<th>Conduct Pennsylvania-required inter-agency consultation through presentation at an Agency Coordination Meeting (ACM). <em>(State)</em></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Request presentation time at a regularly scheduled ACM meeting.</td>
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<tr>
<th>8</th>
<th>Adopt the LRTP.</th>
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<tbody>
<tr>
<td></td>
<td>MPO adopts the FINAL LRTP by vote of the MPO committee at a regularly scheduled meeting.</td>
</tr>
<tr>
<td></td>
<td>Make the FINAL LRTP available on the SEDA-COG website in an accessible format.</td>
</tr>
<tr>
<td></td>
<td>Post notice of the LRTP adoption to the SEDA-COG webpage, and notify Interested Parties through electronic mailings.</td>
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</table>
## Long Range Transportation Plan (LRTP) Amendment

Applies to modifications of the MPO LRTP that occur between LRTP Update cycles. Where the update is triggered by a TIP Amendment, the public participation activities may be conducted jointly. The more stringent public participation program (TIP amendment or LRTP amendment) should be followed.

1. **Release the DRAFT LRTP Amendment(s).**
   - Make amendment(s) available in an accessible electronic format on the SEDA-COG website.
   - Make amendment(s) available in a hard copy format at the SEDA-COG Office, county government offices, public transit agency offices, and PennDOT District 2-0 & 3-0 Offices.
   - Provide the amendment(s) to FHWA and FTA for review prior to the beginning of the 30-day public comment period.

   Optional and non-required activities to support LRTP public participation:
   - Upon the discretion of the MPO, the MPO staff may meet with local stakeholders and county staff and commissioners at their regularly scheduled and advertised meetings.

2. **Determine need to provide targeted participation activities for project amendments that disproportionately burden an area with high populations or concentrations of LEP, Minority, In-Poverty, or Disabled Persons.**

   **TRIGGER:** Burdensome action or project in a project area (tract) with LEP, Minority, In-Poverty, or Disabled population that exceeds 1,000 or 5% of the total population.

   - **High LEP Outreach Activities:**
     - Conduct a targeted outreach activity within the project area to engage the affected population.
     - Advertise the activity in the LEP language.
     - Make amendment(s) available in an accessible electronic format on the SEDA-COG website in the affected LEP language (if possible).
   - **High Minority, In-Poverty, or Disabled Outreach Activities:**
     - Conduct a targeted outreach activity with the project area to engage the affected population.
     - Advertise the activity through at least two (2) agencies, community organizations, or advocacy groups that specifically serve the affected population.
     - Make amendment(s) available in print copy format at the nearest municipal office to the project area.

3. **Notify public and agencies of opportunities to comment.**

   - Publish notifications at least 30 calendar days prior to the public comment period ending date and at least 14 calendar days prior to any public meeting date:
     - Legal Notice to appear in *The Daily Item* newspaper, at a minimum.
     - Press Release distributed to other newspapers and broadcast media outlets.
     - Interested Parties notified via email using distribution list.
     - Web notification provided on the SEDA-COG webpage in an accessible format.
   - Present at a minimum of two advertised meetings of county commissioners or planning commissions in different parts of the region.
   - Conduct at least one (1) public meeting.
<table>
<thead>
<tr>
<th>Long Range Transportation Plan (LRTP) Amendment (continued)</th>
</tr>
</thead>
<tbody>
<tr>
<td>❹ If the FINAL LRTP Amendment(s) differs significantly from the version that was made available for public comment, provide an additional 7 calendar day public comment period.</td>
</tr>
<tr>
<td>• Make the amendment(s) available in an accessible electronic format on the SEDA-COG website.</td>
</tr>
<tr>
<td>• Provide the amendment(s) to FHWA and FTA for review prior to the beginning of the 7-day public comment period.</td>
</tr>
<tr>
<td>• Provide notification (by email) of the additional comment period to the Interested Parties and all those who commented previously and provided email contact information at least 7 calendar days prior to the public comment period ending date.</td>
</tr>
<tr>
<td>❺ SEDA-COG MPO adopts the LRTP Update by vote of the MPO committee at a regularly scheduled meeting.</td>
</tr>
<tr>
<td>• MPO adopts the FINAL LRTP Amendment by vote of the MPO committee at a regularly scheduled public meeting.</td>
</tr>
<tr>
<td>• Make the FINAL LRTP Amendment available on the SEDA-COG website in an accessible format.</td>
</tr>
<tr>
<td>• Post notice of the LRTP Amendment to the SEDA-COG webpage, and notify Interested Parties through electronic mailings.</td>
</tr>
</tbody>
</table>
Transportation Improvement Program (TIP) Update
Applies to the regular update of the TIP/STIP and Twelve-Year Plan (TYP) according to the statewide program.

1. Release the DRAFT TIP.
   - Make TIP available in an accessible electronic format on the SEDA-COG website.
   - Make TIP available in a hard copy format at the SEDA-COG Office, county government offices, public transit agency offices, libraries, and PennDOT District 2-0 & 3-0 Offices.
   - Provide the TIP to FHWA and FTA for review prior to the beginning of the 30-day public comment period.

   Optional and non-required activities to support TIP public participation:
   - Upon the discretion of the MPO, the MPO staff may meet with local stakeholders and county staff and commissioners at their regularly scheduled and advertised meetings.

2. Notify public and agencies of opportunities to comment.
   - Publish notifications at least 30 calendar days prior to the public comment period ending date and at least 14 calendar days prior to any public meeting date:
     - Legal Notice to appear in The Daily Item newspaper, at a minimum.
     - Press Release distributed to other newspapers and broadcast media outlets (see Press Release Distribution list in Appendix X).
     - Interested Parties notified via email using distribution list.
     - Web notification provided on the SEDA-COG webpage in an accessible format.
   - Conduct at least two (2) public meetings in different parts of the region.

3. Document the public participation effort.
   - Document the participation activities conducted (Meeting Venue Checklist, Public Participation Meeting tracking form).
   - Compile comments received and generate responses to unique and significant comments that indicate how the comment was incorporated or why a different approach was taken.
   - Incorporate comments and Comment Responses into the FINAL TIP.
   - Post Comment Responses on the SEDA-COG website in an accessible electronic format within 14 calendar days of the close of the public comment period.
   - Provide notification (by email) of the Comment Responses to the Interested Parties and all those who commented and provided email contact information.

4. If the FINAL TIP differs significantly from the version that was made available for public comment, provide an additional 7 calendar day public comment period.
   - Make the TIP available in an accessible electronic format on the SEDA-COG website.
   - Provide the TIP to FHWA and FTA for review prior to the beginning of the 7-day public comment period.
   - Provide notification (by email) of the additional comment period to the Interested Parties and all those who commented previously and provided email contact information at least 7 calendar days prior to the public comment period ending date.

5. SEDA-COG MPO adopts the TIP by vote of the MPO committee at a regularly scheduled meeting.
   - MPO adopts the FINAL TIP by vote of the MPO committee at a regularly scheduled public meeting.
   - Make the FINAL TIP available on the SEDA-COG website in an accessible format.
   - Post notice of the TIP adoption to the SEDA-COG webpage, and notify Interested Parties through electronic mailings.
### Transportation Improvement Program (TIP) Major Amendments

Applies to interim modifications of the MPO TIP that occur between TIP Update cycles and qualify as “Major” Amendments:

- Involves flexing Highway funds to Transit projects.
- Includes a candidate project deemed to be high profile by the MPO Committee.
- Adds a new project(s) from a Federal discretionary funding initiative.
- Adds a new project/project phase(s), increases a current project phase, deletes a project/projects phase(s), or decreases a current project phase where the total project cost or modification exceeds $10 million. Exceptions that would be handled as Amendments include Bridge/Pavement Preservation projects or events requiring Urgent Remedial Measures.

#### 1 Release the DRAFT TIP Amendment(s).

- Make amendment(s) available in an accessible electronic format on the SEDA-COG website.
- Make amendment(s) available in a hard copy format at the SEDA-COG Office, county government offices, public transit agency offices, libraries, and PennDOT District 2-0 & 3-0 Offices.
- Provide the amendment(s) to FHWA and FTA for review prior to the beginning of the 30-day public comment period.

Optional and non-required activities to support LRTP public participation:

- Upon the discretion of the MPO, the MPO staff may meet with local stakeholders and county staff and commissioners at their regularly scheduled and advertised meetings.

#### 2 Determine need to provide targeted participation activities for project amendments that disproportionately burden an area with high populations or concentrations of LEP, Minority, In-Poverty, or Disabled Persons.

**TRIGGER:** Burdensome action or project in a project area (tract) with LEP, Minority, In-Poverty, or Disabled population that exceeds 1,000 or 5% of the total population.

- **High LEP Outreach Activities:**
  - Conduct a targeted outreach activity within the project area to engage the affected population.
  - Advertise the activity in the LEP language.
  - Make amendment(s) available in an accessible electronic format on the SEDA-COG website in the affected LEP language (if possible).
- **High Minority, In-Poverty, or Disabled Outreach Activities:**
  - Conduct a targeted outreach activity with the project area to engage the affected population.
  - Advertise the activity through at least two (2) agencies, community organizations, or advocacy groups that specifically serve the affected population.
  - Make amendment(s) available in print copy format at the nearest municipal office to the project area.
### Transportati on Improvement Program (TIP) Major Amendments (continued)

#### 3 Notify public and agencies of opportunities to comment.
- Publish notifications at least 30 calendar days prior to the public comment period ending date and at least 7 days prior to any public meeting date:
  - Legal Notice to appear in *The Daily Item* newspaper, at a minimum.
  - Press Release distributed to other newspapers and broadcast media outlets (see Press Release Distribution list in Appendix X).
  - Interested Parties notified via email using distribution list.
  - Web notification provided on the SEDA-COG webpage in an accessible electronic format.
- Present at a minimum of two advertised meetings of county commissioners or planning commissions in different parts of the region.
- Conduct at least one (1) public meeting.

#### 4 Document the public participation effort.
- Document the participation activities conducted (Meeting Venue Checklist, Public Participation Meeting tracking form).
- Compile comments received and generate responses to unique and significant comments that indicate how the comment was incorporated or why a different approach was taken.
- Incorporate comments and Comment Responses into the FINAL TIP.
- Post Comment Responses on the SEDA-COG website in an accessible electronic format within 14 calendar days of the close of the public comment period.
- Provide notification (by email) of the Comment Responses to the Interested Parties and all those who commented previously and provided email contact information.

#### 5 If the FINAL TIP differs significantly from the version that was made available for public comment, provide an additional 7 calendar day public comment period.
- Make the document available in an accessible electronic format on the SEDA-COG website.
- Provide the revised document to FHWA and FTA for review prior to the beginning of the 7-day public comment period.
- Provide notification (by email) of the additional comment period to the Interested Parties and all those who commented and provided email contact information at least 7 calendar days prior to the public comment period ending date.

#### 6 SEDA-COG MPO adopts the amendment(s) by vote of the MPO committee at a regularly scheduled public meeting.
- MPO adopts the FINAL TIP Amendment by vote of the MPO committee at a regularly scheduled meeting.
- Make the FINAL TIP Amendment available on the SEDA-COG website in an accessible format.
- Post notice of the TIP Amendment to the SEDA-COG webpage, and notify Interested Parties through electronic mailings.
**Transportation Improvement Program (TIP) Amendments**

Applies to interim modifications of the MPO TIP that occur between TIP Update cycles and qualify as Amendments:

- Adds a new project or removes an existing project utilizing federal funds. Exceptions that would be handled as Administrative Actions include:
  - A project that utilizes federal funds from an approved reserve line item where the total project cost does not exceed $5 million.
  - A project being added from a Statewide Managed Program.
  - A project being added in response to an emergency.
- Adds a new project phase(s), increases a current project phase, deletes a project phase(s), or decreases a current project phase that utilizes federal funds where the modification exceeds $5 million but does not exceed $10 million.
- Adds federal funds to a 100% non-federal funded project, exception being projects from the Statewide Managed Programs.
- Results in a major change in the scope of work or schedule to a project.
- Creates a new federal funded line item.

### 1 Release the DRAFT TIP Amendment(s).
- Make Amendment(s) available in an accessible electronic format on the SEDA-COG website.
- Notify MPO Committee of the Amendment(s) via meeting packet distributed prior to committee meetings.
- Provide the Amendment(s) to FHWA and FTA.

### 2 Notify Interested Parties of the Amendment(s) via email.

### 3 No public review or comment period required.

### 4 SEDA-COG MPO adopts the amendment(s) by vote of the MPO committee at a regularly scheduled public meeting.
- Make the FINAL TIP Amendment available on the SEDA-COG website in an accessible format.
- Notify Interested Parties of the Amendment(s) approval via email.
**Transportation Improvement Program (TIP) Administrative Actions**

Applies to interim modifications of the MPO TIP that occur between TIP Update cycles and qualify as Administrative Actions.

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<thead>
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<tbody>
<tr>
<td><strong>❶</strong></td>
<td>No public review or comment period required.</td>
</tr>
<tr>
<td><strong>❷</strong></td>
<td>Notify MPO Committee of the Administrative Action(s) via meeting packet distributed prior to committee meetings.</td>
</tr>
</tbody>
</table>
| **❸** | SEDA-COG MPO adopts the Administrative Action(s) by approval of MPO staff.  
  - Make the Administrative Action(s) available as part of the MPO Committee Meeting Summary, on the SEDA-COG website in an accessible format.  
  - Notify Interested Parties of the Administrative Action(s) via email. |
<table>
<thead>
<tr>
<th></th>
<th>Public Participation Plan (PPP) Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Conduct a review of the MPO’s current Public Participation Plan.</td>
</tr>
<tr>
<td></td>
<td>• Task MPO staff or a sub-group of the MPO Committee to review the current PPP and identify need and scope of updates required.</td>
</tr>
<tr>
<td>2</td>
<td>Implement updates to the Public Participation Plan.</td>
</tr>
<tr>
<td></td>
<td>• Determine whether the update will be completed by staff or with consultant help.</td>
</tr>
<tr>
<td>3</td>
<td>Release the DRAFT PPP for public and agency comment.</td>
</tr>
<tr>
<td></td>
<td>• Make document available on the SEDA-COG website in an accessible format.</td>
</tr>
<tr>
<td></td>
<td>• Notify the public and Interested Parties of opportunities to comment on the LRTP document.</td>
</tr>
<tr>
<td></td>
<td>• Provide a minimum 45-day public comment period. <em>(Federal)</em></td>
</tr>
<tr>
<td></td>
<td>• Provide the DRAFT LRTP document to FHWA and FTA for review at the beginning of the 45-day public comment period.</td>
</tr>
<tr>
<td></td>
<td>• Hold at least one (1) public meeting.</td>
</tr>
<tr>
<td></td>
<td>• Document the public participation effort, comments received, and responses. Incorporate this material in the FINAL PPP document.</td>
</tr>
<tr>
<td></td>
<td>• Respond to significant comments and post responses on the SEDA-COG website in an accessible format within 14 calendar days of the close of the public comment period.</td>
</tr>
<tr>
<td>4</td>
<td>SEDA-COG MPO adopts the PPP.</td>
</tr>
<tr>
<td></td>
<td>• MPO adopts the FINAL PPP by vote of the MPO committee at a regularly scheduled meeting.</td>
</tr>
<tr>
<td></td>
<td>• Make the FINAL PPP document available on the SEDA-COG website in an accessible format.</td>
</tr>
<tr>
<td></td>
<td>• Post notice of the PPP adoption to the SEDA-COG webpage, and notify Interested Parties through electronic mailings.</td>
</tr>
</tbody>
</table>
7. MPO CONTACT INFORMATION

How to Get Involved

The SEDA-COG MPO provides information to the public via standard mailings, e-mail, and the SEDA-COG website. Public forums, public meetings, and special presentations are scheduled as needed or as requested by organizations. Persons wanting to get involved in the activities of the MPO, can do the following:

- Visit the Transportation section of the SEDA-COG website at: www.seda-cog.org/transportation/Pages/Home.aspx
- View MPO meeting schedules, agendas, and minutes that are posted in the Metropolitan Planning Organization section at: www.seda-cog.org/transportation/Pages/MetropolitanPlanningOrganization.aspx
- Sign up for the MPO Interested Parties Database and email list by:
  - Contacting the MPO staff by phone at (570) 524-4491.
  - Submitting your name and email address through the Comment page at: www.seda-cog.org/transportation/Pages/Comments.aspx
- View notices of MPO public meetings, which are advertised in the legal notices of The Daily Item newspaper, at a minimum.
  - The MPO generally meets on a bi-monthly basis, from 9:00 AM to 12:00 noon at the SEDA-COG office (201 Furnace Road, Lewisburg, PA).
  - All MPO meetings are open to the public, and an opportunity for public comment is included on every MPO meeting agenda.
  - We recommend confirming all MPO meetings with SEDA-COG staff or via the website at: www.seda-cog.org/transportation/Pages/MPOMeetingSchedule.aspx

Contact

For more information about this Public Participation Plan please contact:

James Saylor, Program Director
SEDA-COG
Transportation Planning
201 Furnace Road
Lewisburg, PA 17837

Phone: (570) 524-4491
Email: jsaylor@seda-cog.org

DRAFT – 10/22/2014
SUPPORTING APPENDIX

Appendix S.1  Statutes and Regulations for Public Participation
Appendix S.2  General Demographic Analysis
Appendix S.3  Demographic Analysis for Title Vi, Environmental Justice, and Other Traditionally Underserved Populations
Appendix S.4  Documentation of Public Comment [Reserved]
APPENDIX S.1

STATUTES AND REGULATIONS FOR PUBLIC PARTICIPATION

Federal Acts & Regulations

Public participation in the transportation planning and programming process has been a priority for federal, state and local officials since the passage of the Intermodal Surface Transportation Efficiency Act (ISTEA) in 1991; its successors, the Transportation Efficiency Act for the 21st Century (TEA-21); the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU); and the present Moving Ahead for Progress in the 21st Century Act (MAP-21). Therefore, the SEDA-COGMPO Public Participation and Environmental Justice policies must reflect the mandates of ISTEA, TEA-21, SAFETEA-LU, MAP-21, and subsequent Federal legislation.

In particular, the Federal regulation requiring an MPO’s development of a public participation plan is found in 23 C.F.R. § 450.316.

The MPO shall develop and use a documented participation plan that defines a process for providing citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with reasonable opportunities to be involved in the metropolitan transportation planning process.


Title VI & Environmental Justice (EJ)

Public participation must also take into consideration Presidential Executive Order 12898, Environmental Justice. The Environmental Protection Agency defines Environmental Justice as the “fair treatment of people of all races, cultures and income with respect to development, implementation and enforcement of environmental laws, regulations, programs and policies.” Fair treatment means that no racial, ethnic or socioeconomic group should bear a disproportionate share of the negative environmental consequences resulting from the operation of industrial, municipal and commercial enterprises and from the execution of federal, state, local, and tribal programs and policies. Appendix S.3 includes a map of environmental justice populations identified for the region’s LRTP update, based on the U.S. Census Bureau’s American Community Survey data.
The Federal Highway Administration articulates three fundamental environmental justice principles:

- To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations.
- To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process.
- To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

Title VI of the Civil Rights Act

“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.”

Title VI of the Civil Rights Act of 1964 is the federal law that protects individuals from discrimination on the basis of their race, color, or national origin in programs that receive federal financial assistance. There are many forms of illegal discrimination based on race, color, or national origin that can limit the opportunity of minorities to gain equal access to services and programs. Among other things, in operating a federally assisted program, a recipient cannot, on the basis of race, color, or national origin, either directly or through contractual means:

- Deny program services, aids, or benefits;
- Provide a different service, aid, or benefit, or provide them in a manner different than they are provided to others; or
- Segregate or separately treat individuals in any matter related to the receipt of any services, aid, or benefit.

Americans with Disabilities Act (ADA)

The Americans with Disabilities Act of 1990 (ADA) prohibits discrimination on the basis of disability by public entities in services, programs and activities. Public entities are required to make programs accessible to individuals with disabilities including conducting meetings and hearings in ADA-compliant buildings. Special accommodations must be provided to ensure communications are equally effective for persons with disabilities in order to participate in meetings, planning and programming activities.

Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency
Signed by the President on August 11, 2000, this Executive Order requires Federal agencies to examine the services they provide, identify any need for services to those with limited English proficiency (LEP), and develop and implement a system to provide those services so LEP persons can have meaningful access to them. It is expected that agency plans will provide for such meaningful access consistent with, and without unduly burdening, the fundamental mission of the agency. The Executive Order also requires that the Federal agencies work to ensure that recipients of Federal financial assistance provide meaningful access to their LEP applicants and beneficiaries.

A follow-up memorandum from the Office of the Attorney General was issued on February 17, 2011 to direct a renewed commitment to language access. The memorandum cites “uneven” implementation of comprehensive language access programs, particularly in the face of limited resources and personnel.

**Commonwealth of Pennsylvania Acts & Regulations**

**Sunshine Law (65 PA C.S. § 701-716)**

Act 84 of 1986 (as amended in 1993, 1996, and 1998) established that all official actions and deliberations of municipal or agency governing bodies held for the purpose of making a decision take place at meetings that are open to the public. The openness keeps residents more informed and allows for increased public confidence in our governing bodies. The General Assembly of Pennsylvania finds that secrecy in public affairs undermines the faith of the public in government. Major provisions of the original act: are:

- All meetings or hearings of every agency at which formal action is taken are public meetings and shall be open to the public. The board or council has the option to accept all public comment at the beginning of the meeting.
- No formal action shall be valid unless formal action is taken during a public meeting.
- No public meeting of any agency shall be begun, adjourned, recessed or interrupted for the purpose of an executive session except for labor negotiations and certain disciplinary actions.
- The minutes of a public meeting of an agency shall be promptly recorded and open for examination and inspection by citizens of the Commonwealth. A person attending a meeting of an agency shall have the right to use recording devices to record all the proceedings.
- Every agency shall hold public meetings at specified times and places of which previous notice must be given by posting notice of the public meetings at the principal office of the agency or the building where the meeting is to be held.
- Public notice of meeting times and locations shall be published in a newspaper of general circulation at least once each year.

http://www.legis.state.pa.us/WU01/LI/LI/CT/HTM/65/65.HTM
APPENDIX S.2

GENERAL DEMOGRAPHIC ANALYSIS

Table 1 shows county, MPO, and state population statistics since the 2000 Census. More than 375,000 people live in the SEDA-COG MPO region, according to the 2011 Census American Community Survey. The MPO’s population increased at a rate of 3.3% since the 2000 Census. The largest levels of population growth were seen in Union and Columbia Counties during the 11 year period. The highest rates of growth on a percentage basis were seen in Union and Juniata Counties. The MPO as a whole and five of the eight MPO counties had growth rates that exceeded the PA statewide average. Minimal to zero population growth in certain MPO counties is likely due to the ongoing economic downturn and closing of several large manufacturers in the region.

Table 1. Population of SEDA-COG MPO Counties

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</thead>
<tbody>
<tr>
<td>Clinton</td>
<td>39,015</td>
<td>39,238</td>
<td>37,914</td>
<td>1,324</td>
<td>3.5%</td>
</tr>
<tr>
<td>Columbia</td>
<td>67,020</td>
<td>67,295</td>
<td>64,151</td>
<td>3,144</td>
<td>4.9%</td>
</tr>
<tr>
<td>Juniata</td>
<td>24,439</td>
<td>24,636</td>
<td>22,821</td>
<td>1,815</td>
<td>8.0%</td>
</tr>
<tr>
<td>Mifflin</td>
<td>46,671</td>
<td>46,682</td>
<td>46,486</td>
<td>196</td>
<td>0.4%</td>
</tr>
<tr>
<td>Montour</td>
<td>18,193</td>
<td>18,267</td>
<td>18,236</td>
<td>31</td>
<td>0.2%</td>
</tr>
<tr>
<td>Northumberland</td>
<td>94,321</td>
<td>94,528</td>
<td>94,556</td>
<td>-28</td>
<td>0.0%</td>
</tr>
<tr>
<td>Snyder</td>
<td>39,597</td>
<td>39,702</td>
<td>37,546</td>
<td>2,156</td>
<td>5.7%</td>
</tr>
<tr>
<td>Union</td>
<td>44,872</td>
<td>44,947</td>
<td>41,624</td>
<td>3,323</td>
<td>8.0%</td>
</tr>
<tr>
<td>SEDA-COG MPO</td>
<td>374,128</td>
<td>375,295</td>
<td>363,334</td>
<td>11,961</td>
<td>3.3%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>12,660,739</td>
<td>12,702,379</td>
<td>12,281,054</td>
<td>421,325</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau: American Community Survey (2007-2011), 5 Year Estimate

Figure 1 gives population density within the SEDA-COG MPO Counties.

Table 2 shows historic county, MPO, and state population statistics since the 1960 Census. Since 1960, the MPO’s population growth rate has consistently exceeded the PA statewide growth rate.
Table 2. Historic Population and Growth of SEDA-COG MPO Counties

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinton</td>
<td>37,914</td>
<td>37,182</td>
<td>38,971</td>
<td>37,619</td>
<td>0.8%</td>
<td>-2.7%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Columbia</td>
<td>64,151</td>
<td>63,202</td>
<td>61,967</td>
<td>53,489</td>
<td>19.9%</td>
<td>3.5%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Juniata</td>
<td>22,821</td>
<td>20,625</td>
<td>19,188</td>
<td>15,874</td>
<td>43.8%</td>
<td>18.9%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Mifflin</td>
<td>46,486</td>
<td>46,197</td>
<td>46,908</td>
<td>44,348</td>
<td>4.8%</td>
<td>-0.9%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Montour</td>
<td>18,236</td>
<td>17,735</td>
<td>16,675</td>
<td>16,730</td>
<td>9.0%</td>
<td>9.4%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Northumberland</td>
<td>94,556</td>
<td>96,771</td>
<td>100,381</td>
<td>104,138</td>
<td>-9.2%</td>
<td>-5.8%</td>
<td>-2.3%</td>
</tr>
<tr>
<td>Snyder</td>
<td>37,546</td>
<td>36,680</td>
<td>33,584</td>
<td>25,922</td>
<td>44.8%</td>
<td>11.8%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Union</td>
<td>41,624</td>
<td>36,176</td>
<td>32,870</td>
<td>25,646</td>
<td>62.3%</td>
<td>26.6%</td>
<td>15.1%</td>
</tr>
<tr>
<td>SEDA-COG</td>
<td>662,738</td>
<td>638,236</td>
<td>617,438</td>
<td>538,395</td>
<td>23.1%</td>
<td>7.3%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>12,281,054</td>
<td>11,881,643</td>
<td>11,863,895</td>
<td>11,319,366</td>
<td>8.5%</td>
<td>3.5%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

Source:
APPENDIX S.3

DEMOGRAPHIC ANALYSIS FOR TITLE VI, ENVIRONMENTAL JUSTICE, AND OTHER TRADITIONALLY UNDERSERVED POPULATIONS

In response to the identified EJ policies, a distributive geographic analysis was conducted to identify the locations and concentrations of minority, low-income, limited English proficiency, and other traditionally underserved populations (TUP). The preparation of such a demographic profile describes the social composition of the SEDA-COG MPO Region and illustrates how demographic patterns vary spatially.

The identification of these populations is a first step toward establishing effective strategies for engaging them in the transportation planning process. The mapping not only aids in the development of an effective public involvement program but also provides a baseline for assessing impacts of the transportation investment program.

Distributive Analysis Methodology

Datasets and mapping were assembled as a baseline inventory of demographic attributes for the following populations that are traditionally underserved by the transportation system:

- Minority
- Low-Income (In-Poverty)
- Senior (Elderly)
- Disabled
- Those with limited English proficiency (LEP)
- Those with no personal vehicle available (zero-vehicle households)
- Female Head of Household with Own Children Present

The primary and most comprehensive data source for information on these populations is the U.S. Census Bureau—particularly the American Community Survey 5-year estimates (2007-2011).

U.S. Census Data

Using a geographic information system, spatial and demographic data from the U.S. Census Bureau were compiled at either the tract or county level of geographic level of detail—whichever was the smallest and most detailed Census geography available for that dataset. Table 1 provides a summary of the American Community Survey data for the SEDA-COG MPO Region.
## Table 1. Profile of Traditionally Underserved Populations in the SEDA-COG MPO Region, 2011

<table>
<thead>
<tr>
<th>SEDA-COG MPO Region</th>
<th>Total</th>
<th>Average Concentration (Regional Threshold)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>374,128</td>
<td></td>
</tr>
<tr>
<td>Minority Population</td>
<td>1,7366</td>
<td>4.6%</td>
</tr>
<tr>
<td>Senior Population</td>
<td>62,998</td>
<td>15.4%</td>
</tr>
<tr>
<td>Total Population for which Poverty Status has been determined</td>
<td>349,391</td>
<td></td>
</tr>
<tr>
<td>Low-Income Population</td>
<td>47,411</td>
<td>13.6%</td>
</tr>
<tr>
<td>All Persons : Age 5 or Older</td>
<td>353,573</td>
<td></td>
</tr>
<tr>
<td>Limited English Proficiency Population</td>
<td>8,236</td>
<td>2.3%</td>
</tr>
<tr>
<td>Total Civilian Non-Inst. Population : Age 16 to 64</td>
<td>344,994</td>
<td></td>
</tr>
<tr>
<td>Disabled Population</td>
<td>48,149</td>
<td>14.0%</td>
</tr>
<tr>
<td>Total Housing Units : Occupied</td>
<td>145,401</td>
<td></td>
</tr>
<tr>
<td>Zero Vehicle Households</td>
<td>12,313</td>
<td>8.5%</td>
</tr>
<tr>
<td>Female Head of Household with Children</td>
<td>7,896</td>
<td>5.4%</td>
</tr>
</tbody>
</table>

### Notes:
1. Minority Population: Calculated as "Total Population" minus "All Persons: Not Hispanic or Latino; Population of one race; White alone".
2. Senior Population: Value given as "All Persons: 65 Year or Older".
3. Low-Income Population: Value given as "Poverty Status in 1999 (below poverty level) : Individuals".
4. Limited English Proficiency Population: Value given as "All Persons: Age 5 or Older: Speaks English less than 'Very Well'".
5. Disabled Population: Value given as "Total Civilian, Non-Institutionalized Population: Ages 16 to 64: with any Disability".
6. Zero Vehicle Households: Value given as "Total Occupied Housing Units: Occupied: No Vehicle Available".
7. Female Head of Household with Children: Value given as "Total Occupied Housing Units: Occupied: Female householder, no husband present, with own children under 18 years old"

### Source:
U.S. Census Bureau, American Community Survey, 5-year Estimate (2007-2011)

### Mapping Methodology

Mapping of Census data was completed individually for each population according to the concentration of the population within each geographic area (tract or county). The mapped concentration is represented using 5 classes, which are based on the Regional Threshold (regional Average Concentration in Table 1) for the population at hand, as follows:

| Class 1 | Zero to ½ of the Regional Average |
| Class 2 | ½ of the Regional Average to Regional Average |
| Class 3 | Regional Average to 1½ times the Regional Average |
| Class 4 | 1½ times the Regional Average to 2 times the Regional Average |
| Class 5 | Greater than 2 times the Regional Average |
Racial Minority Populations

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin. Specifically, minority populations represent the following:

- **Black** - a person having origins in any of the black racial groups of Africa.
- **Asian** - a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent.
- **American Indian and Alaskan Native** - a person having origins in any of the original people of North America and who maintains cultural identification through tribal affiliation or community recognition.
- **Native Hawaiian or Other Pacific Islander** - a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- **Other** – Persons who identified themselves some other race besides those identified above have been classified as “Other” in the 2000 US Census, and included as minorities when identifying minority populations in this region.
- **Two or more Races** – For the first time in the 2000 US Census, people were allowed to identify themselves as belonging to multiple races. For calculation purposes, persons identifying themselves as having two or more races have been included as part of the minority population.
Ethnic Minority Population

U.S. federal government agencies, including the Census Bureau, adhere to standards issued by the Office of Management and Budget (OMB) which specify that race and Hispanic origin (also known as ethnicity) are two separate and distinct concepts. These standards generally reflect a social definition of race and ethnicity recognized in this country, and they do not conform to any biological, anthropological, or genetic criteria.

Ethnic minority population includes those who self-identify as “Hispanic or Latino (of any race)”, which refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.

Low-Income Populations

Executive Order 12898 on Environmental Justice and the USDOT Order on Environmental Justice specifically identify low-income populations as a group to be considered in the long-range transportation plan when identifying and addressing the impacts of the transportation investment program. USDOT defines “low-income populations” as those having a median household income that is
at or below the Department of Health and Human Services’ poverty guidelines. Since information from the U.S. Census Bureau informs these guidelines, the Census’s “In-Poverty Status” indicator was used to identify low-income populations.

To prevent bias, the percentage below poverty level is calculated using the “Population for which Poverty Status is determined”. The Census determination of poverty level is based on family size, composition, and income. If a family’s total income is less than the threshold for that family type, then each every person in the family is considered to be “in-poverty”. While the income thresholds do not vary by geographic region, they are updated annually according to the Consumer Price Index.

**Limited English Proficiency Population**

*Executive Order 13166 on Improving Access to Services for Persons with Limited English Proficiency (LEP)* aims “to improve access to federally-conducted and federally-assisted programs and activities for persons who, as a result of national origin, are limited in their English proficiency.” An operative definition for an individual with limited English proficiency may be stated as those individuals who have a limited ability to read, write, speak or understand the English language. This Department of Justice definition is derived from *Title VI* of the *Civil Rights Act*, which prohibits recipients from discriminating on the basis of race, color or national origin, and contemplates a close relationship between one’s
national origin and one’s language. For the purpose of this analysis, LEP persons include those who speak the English language “less than very well,” as classified by the Census. It should be noted that ability to speak English is based upon self-reporting or upon an answer given by another member of the household.

Disabled Population

The Americans with Disabilities Act of 1990, along with the Americans with Disabilities Act Amendments Act of 2008, prohibit discrimination on the basis of disabilities. The term “disability” means, with respect to an individual:

- A physical or mental impairment that substantially limits one or more major life activities of such individual;
- A record of such an impairment; or
- Being regarded as having such an impairment, which includes the circumstance where an individual has been subjected to actions prohibited under the ADA Act because of an actual or perceived physical or mental impairment.
The ADA Amendments of 2008 were enacted to provide “a clear and comprehensive national mandate for the elimination of discrimination” and “clear, strong, consistent, enforceable standards addressing discrimination. In doing so, the Act Amendments rejects several Supreme Court rulings that limit the scope of protection provided under the ADA.

Senior Population

The Age Discrimination Act of 1975, which prohibits discrimination on the basis of age, states:

No person in the United States shall, on the basis of age, be excluded from participation, in be denied the benefits of, or be subjected to discrimination under, any program or activity receiving Federal financial assistance.

For the purposes of this public participation plan, the application of this Act is made for the Senior (Elderly) population—persons age 65 and over. The population of the United States is aging rapidly, with the median age increasing from 28 in 1970 to 37.2 in 2010. In the coming decades covered by this plan, cumulative advances in medicine and nutrition as well as improvements in environmental quality are anticipated to promote this trend, and the Senior population will continue to expand as the “Baby Boomer” generation ages.
Zero-Vehicle Households
Female Headed Households with Children Present

While not afforded specific protections under an Executive Order or Federal or State Act, households with particular characteristics face unique transportation challenges and are considered in this analysis as a traditionally underserved population.

Zero-vehicle households are those households without direct ownership of an automobile and tend to be highly transit-dependent. In the U.S., the transportation program has traditionally favored investments in highway infrastructure, and currently, more than 90 percent of all personal travel occurs on the highway system via personal automobile. Female headed households with children present tend to have lower income (nearly half at or below poverty level).
APPENDIX S.4

DOCUMENTATION OF PUBLIC COMMENT
[Reserved for future use]

<< Legal Notice >>

<< Press Release >>

<< Comment and Response Tracking >>

<< Public Meeting >>

- Meeting Plan
- Sample Comment Form
- Comments Received
## RESOURCE APPENDIX

<table>
<thead>
<tr>
<th>Appendix R.1</th>
<th>Interested Parties Distribution Lists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix R.2</td>
<td>Public Participation Event Checklists and Tools</td>
</tr>
<tr>
<td>Appendix R.3</td>
<td>Language Assistance Plan</td>
</tr>
<tr>
<td>Appendix R.4</td>
<td>Outreach Strategies</td>
</tr>
</tbody>
</table>
INTERESTED PARTIES DISTRIBUTION LISTS

SEDACOG MPO Members (Full Copy of Draft Plan/TIP)
1. Clinton County – Tim Holladay, County Planning Director
2. Columbia County – Gail Kipp, County Chief Clerk
3. Juniata County – Brad Kerstetter, County Planning Director
4. Mifflin County – William Gomes, County Planning Director
5. Montour County – Amanda Boyer, County Transit Director
6. Northumberland County – Patrick Mack, County Planning Director
7. Snyder County – Malcolm Derk, County Commissioner
8. Union County – Shawn McLaughlin, County Planning Director
9. SEDA-COG Board of Directors – Commissioner Jerry Ward
10. Transit Representative – Cindy Zerbe, USTA Administrator
11. Multi-modal Representative – Maria Culp, rabbittransit (Northumberland County Transportation)
12. PennDOT Central Office – Carey Mullins, Transportation Planning Specialist
13. PennDOT District 2-0 – Vickie Rusnak, Planning and Programming Manager
14. PennDOT District 3-0 – Jonathan Ranck, Transportation Planning Specialist
15. Town of Bloomsburg – William Lowthert, Town Administrator
16. Berwick Borough – Debra Force, Borough Manager

Counties and Municipalities (Notice Only)
1. Clinton County Board of Commissioners
2. Columbia County Board of Commissioners & Planning Director
3. Juniata County Board of Commissioners
4. Mifflin County Board of Commissioners
5. Montour County Board of Commissioners & Planning Director
6. Northumberland County Board of Commissioners
7. Snyder County Board of Commissioners
8. Union County Board of Commissioners
9. All municipalities in the 8-county MPO

Legislators – Federal & State (Notice Only)
1. Senator Bob Casey
2. Senator Pat Toomey
3. Congressman Glenn Thompson
4. Congressman Bill Shuster
5. Congressman Thomas Marino
6. Congressman Lou Barletta
7. State Senator Gene Yaw
8. State Senator John Gordner
9. State Senator Jake Corman
10. State Senator John Wozniak
11. State Senator Joe Scarnati
12. State Representative Michael Hanna
13. State Representative Mike Fleck
14. State Representative Adam Harris
15. State Representative Fred Keller
16. State Representative Kurt Masser
17. State Representative Lynda Schlegel Culver
18. State Representative David Millard
19. State Representative Karen Boback
20. State Representative Kerry Benninghoff

**Transit Providers (Full Copy of Draft Plan/TIP)**
1. Call A Ride Service, Inc. (Juniata/Mifflin Counties)
2. Lower Anthracite Transit System (Northumberland County)
3. MTR, Inc. (Columbia County)
4. rabbittransit (Northumberland County)
5. STEP, Inc. (Clinton/Lycoming Counties)

* USTA, Montour County Transit, and rabbittransit included on the MPO member list.

**Freight Providers (Notice Only)**
1. Canadian Pacific
2. Con-Way Central Express
3. Federal Express
4. Milton Transportation
5. Moran Industries
6. Norfolk Southern
7. North Shore Railroad Company
8. Reading & Northern Railroad Company
9. SEDA-COG Joint Rail Authority (Non-operator railroad)
10. United Parcel Services
11. Ward Trucking
12. Watsontown Trucking
13. Yellow Transportation

**Human Service Agencies (Notice Only)**

**Economic Development Agencies (Notice Only)**
1. Central PA Chamber of Commerce
2. Clinton County Economic Partnership
3. Columbia Montour Chamber of Commerce
4. Greater Susquehanna Valley Chamber of Commerce
6. Mifflin County Industrial Development Corporation
7. Northumberland County Industrial Development Corporation
8. Union County Economic Development Corporation
9. Berwick Industrial Development Association

**Environmental and Recreation/Bike/Ped Agencies (Notice Only)**
1. Merrill W. Linn Land & Waterways Conservancy
2. Northcentral Pennsylvania Conservancy
3. Penn State Cooperative Extensions
4. Susquehanna Greenway Partnership
5. Susquehanna River Basin Commission
6. Montour Area Recreation Commission
7. Buffalo Valley Recreation Authority
8. East Buffalo Township Pedestrian and Bike Committee

**State and Federal Agencies (Notice Only)**
1. PA Department of Aging
2. PA Department of Agriculture
3. PA Department of Community and Economic Development
4. PA Department of Conservation and Natural Resources
5. PA Department of Environmental Protection
6. PA Department of Health
7. PA Department of Public Welfare
8. PA Dept. of Military & Veterans Affairs and the PA Disabled Veteran Outreach Program
9. PA Department of Transportation
10. PA Emergency Management Agency
11. PA Fish and Boat Commission
12. PA Game Commission
13. PA Historical & Museum Commission
14. PA Office of Vocational Rehabilitation
15. PA State Police
16. Governor’s Regional Offices (Northeast and Northwest)
17. U.S. Army Corps of Engineers
18. U.S. Department of Commerce
19. U.S. Department of Housing and Urban Development
20. U.S. Department of Transportation
21. U.S. Environmental Protection Agency
22. U.S. Fish & Wildlife Service

**Surrounding County Planning Agencies (Notice Only)**
1. Centre County Planning & Community Development Office
2. Centre Regional Planning Agency
3. Lycoming County Planning Commission
4. Tri-County Regional Planning Commission
5. Luzerne County Planning Commission

Private Citizens (MPO Mailing Lists – Notice Only)
1. Connie Tressler?
2. Mary Ann Dalkiewicz?
3. Michelle Oswald, Bucknell University
4. Alexis Isenberg, Buchart-Horn
5. Rob McQuillan, LIFE Geisinger
6. Jeff Iseman, PA Statewide Independent Living Council

Interested Persons from Meeting Survey (Notice Only)
See list of contacts interested in transit meeting activity notices also (from 2013 survey).

Community Libraries (Full Copy of Draft TIP Only)
1. Annie Halenbake Ross Library (Lock Haven)
2. Bloomsburg Public Library
3. Juniata County Library
4. Mifflin County Library
5. Thomas Beaver Free Library (Danville)
6. Degenstein Community Library (Sunbury)
7. Selinsgrove Community Library
8. Public Library for Union County

Tribal Contacts (Notice Only)
1. Absentee-Shawnee Tribe of Oklahoma
2. Cayuga Nation
3. Delaware Nation
4. Delaware Tribe
5. Eastern Shawnee Tribe of Oklahoma
6. Oneida Indian Nation
7. Oneida Nation of Wisconsin
8. Onondaga Nation
9. Seneca-Cayuga Tribe of Oklahoma
10. Seneca Nation of Indians
11. Shawnee Tribe
12. Tonawanda Seneca Nation
13. Tuscarora Nation
APPENDIX R.2

PUBLIC PARTICIPATION EVENT CHECKLISTS AND TOOLS

- Event Checklist
- Public Meeting Plan Template
- Public Meeting Comment Form Template
# Event Site Checklist

## Venue Information

<table>
<thead>
<tr>
<th>Location:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Available Dates:</td>
<td></td>
</tr>
<tr>
<td>Confirmation needed by:</td>
<td></td>
</tr>
<tr>
<td>Cost</td>
<td></td>
</tr>
<tr>
<td>Size / # of rooms</td>
<td></td>
</tr>
<tr>
<td>Seating capacity</td>
<td></td>
</tr>
<tr>
<td>Any restrictions?</td>
<td></td>
</tr>
<tr>
<td>Certificate of Insurance Required?</td>
<td></td>
</tr>
<tr>
<td>Directions to Venue</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td></td>
</tr>
<tr>
<td>E-mail:</td>
<td></td>
</tr>
<tr>
<td>Website:</td>
<td></td>
</tr>
</tbody>
</table>

## Event Logistics

<table>
<thead>
<tr>
<th>Table / Chairs needed</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio visual provisions</td>
<td></td>
</tr>
<tr>
<td>Projector</td>
<td></td>
</tr>
<tr>
<td>Projection screen</td>
<td></td>
</tr>
<tr>
<td>Computer</td>
<td></td>
</tr>
<tr>
<td>Internet access</td>
<td></td>
</tr>
<tr>
<td>Sound system provisions</td>
<td></td>
</tr>
<tr>
<td>Floor Plan with Electrical outlets</td>
<td></td>
</tr>
<tr>
<td>Platform/stage</td>
<td></td>
</tr>
<tr>
<td>Lighting</td>
<td></td>
</tr>
<tr>
<td>Telephone / Conference call capability</td>
<td></td>
</tr>
<tr>
<td>Food / beverage service</td>
<td></td>
</tr>
<tr>
<td>Set-up</td>
<td>By facility operator? Provide meeting layout</td>
</tr>
<tr>
<td>Security</td>
<td>By event sponsor? Obtain photos of facility</td>
</tr>
</tbody>
</table>

## Event Accessibility

<table>
<thead>
<tr>
<th>Transportation</th>
<th>Parking available</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fixed route transit service</td>
</tr>
<tr>
<td></td>
<td>Paratransit service</td>
</tr>
<tr>
<td>Disability Accessibility</td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td></td>
</tr>
<tr>
<td>Nearby Hotels</td>
<td></td>
</tr>
</tbody>
</table>
### Notes (Concerns, Pros & Cons)

<table>
<thead>
<tr>
<th>Notes (Concerns, Pros &amp; Cons)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
</tr>
</tbody>
</table>

**Venue meets criteria?**  
☐ Yes  ☐ No

---

**Form completed by:**  

**Date:**
PUBLIC MEETING PLAN

DATE: Select a date that works for all project team members. Tuesdays, Wednesdays, and Thursdays often work best as meeting dates.

FORMAT / TIME: Determine what type of meeting will be held in order to schedule. Often, evening meetings allow the public to attend the meeting after work hours.

- Will there be a Presentation? Yes / No
- Will there be an Open House/Plans Display? Yes / No

Example scheduling:

- Open House: 4:00 p.m. – 7:00 p.m.
- Presentation: 6:00 p.m. – 7:00 p.m.

LOCATION: Select a location that is close to the project area, accessible by public transportation, and is handicap accessible. The meeting venue should be a building that routinely provides community services (such as a Fire Hall, a Community Center, or Church).

MEETING PURPOSE: Determine the purpose of the meeting. Example meeting purposes include:

- Obtain feedback from the public
- Share the results of technical studies
- Provide information about a project or document

STAFFING (TBD): Determine the individuals from each participating agency that will be attending the meeting and list them here by agency.
PLANS DISPLAY AREA

If you choose to do a Plans Display, divide the content by station. See an example of Station listings below, along with suggested materials for each station. A staff member should be present at each station in order to answer questions and provide information. Staff should be located at Stations that align with their areas of expertise.

STATION 1: REGISTRATION

Staffing: List staff that would be present at this station.

Materials: Welcome sign, General Sign-in Sheets, Comment Form, Public Meeting Informational Handout, Media Kits, Hard Copies of relative documents, Comment Box

Provide an explanation of the purpose of each station here.

STATION 2: PROJECT PURPOSE & NEED (if applicable)

Staffing: List staff that would be present at this station.

Displays: Project Purpose and Needs Summary, Project Mapping

Provide an explanation of the purpose of each station here.

STATION 3: Technical Information (such as traffic studies, environmental studies, etc.)

Staffing: List staff that would be present at this station.

Displays: Two Environmental Features Maps – Natural / Socioeconomic Features, Environmental Effects Matrix, Section 106 Renderings and Mitigation information

Provide an explanation of the purpose of each station here.

STATION 4: DOCUMENT DISPLAY/COMMENT AREA

Staffing: List staff that would be present at this station.

Displays: Tables and Chairs, Pencils, General Comment Forms, Documents for review

Provide an explanation of the purpose of each station here.
MEDIA COORDINATION:

- Will there be a press release? Yes / No
- When will the press release be distributed? Yes / No

ADVERTISEMENT/NOTIFICATIONS:

- Does the Project / Document require 30-day notice (in the form of an advertisement prior to the Meeting)? Yes / No?
- How many times will the advertisement run in the newspaper(s)?
- Will notification letters be sent to the public / local stakeholders? Yes / No
Please provide comments regarding the SEDA-COG Public Participation Plan in the space provided below. You may submit this form via email to <<name>>@seda-cog.org or mail it to the address below.

SEDA-COG PPP Comments
201 Furnace Rd
Lewisburg, PA 17837

Name: ________________________________________________________________

Address: ___________________________________________________________________

City: ___________________________ State: ___________ Zip: ______________________

Email: ___________________________________________________________________

Phone: ___________________________________________________________________

Comments:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
**Suggested questions**

The following is a list of potential questions that can be used to customize the Comment Form to gather more targeted feedback. Comment categories include Public Participation Plan / Planning Document, Limited English Proficiency, and Public Meeting.

**Public Participation Plan / Planning Document**

- How helpful were the graphics in the Public Participation Plan / Planning Document?
  - Very helpful
  - Somewhat Helpful
  - Not very helpful

- The Public Participation Plan / Planning Document includes an appropriate level of public outreach (Circle your response).
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree

  Please explain:

**Limited English Proficiency**

- How do you receive information?
  - Community Group Bulletin
  - Word of Mouth
  - Newspaper
  - E-mail
  - Mail

- How could SEDA-COG improve services to persons with Limited English Proficiency (LEP) in the area?
Public Meeting

• How far from the meeting site do you live?
  _____ Less than 5 miles
  _____ 5-10 miles
  _____ 10 – 20 miles
  _____ Over 20 miles

• Was the information at the plans display clear and understandable? (Circle yes or no)
  Yes / No   If No, let us know how we can improve:

• Do you have any specific concerns with the information as presented at the Public Meeting tonight?
  Yes / No   If yes, please describe:
APPENDIX R.3

LANGUAGE ASSISTANCE PLAN

As stipulated Title VI of the Civil Rights Act, SEDA-COG is required to develop a Language Assistance Plan (LAP). The LAP is an outreach plan based on the Four Factor Analysis developed for the eight counties in the SEDA-COG region. The Four Factor Analysis determines the demography of the region, as well as frequency of contact with persons with Limited English Proficiency (LEP), the importance of LEP outreach, and resources available for LEP outreach. The LAP utilizes information gathered and establishes a framework for implementing identified outreach strategies.

Written Translation

Written translation is required for languages that meet the Safe Harbor Threshold (which is defined as either 5% or over 1,000 LEP individuals in a given region). Because the Safe Harbor Threshold is met for both Spanish and West Germanic, translation of vital documents must be provided. Documents identified by SEDA-COG as most critical to LEP individuals include the Long Range Transportation Plan (LRTP), the Public Participation Plan, and the Transportation Improvement Program (TIP).

Spanish

For Spanish translation, the following are methods of providing written translation of documents:

- **Google Translate**: Google Translate is an online automated translation service. SEDA-COG has enabled a Google Translate button on its website that allows visitors to automatically translate text into the language of their choice. For the top 9 languages in SEDA-COG’s service area (with the exception of West Germanic), SEDA-COG has included flag icons on their website, so that Google translation for those languages may be more easily accessed for LEP individuals.

  - Verification of prominent languages: The USDOT/Federal Highway Administration, Pennsylvania Division has noted the need for all agencies receiving federal assistance to verify the accuracy of any automated translation software being used as a translation strategy. Google translate can be a useful tool for obtaining automatic translation results, but there have been questions about accuracy of the service.

    - SEDA-COG recognized this concern and addressed it by performing Google Translate on several of its webpages and verifying the accuracy of the results, with use of a bilingual translator. Based on an analysis of
eight SEDA-COG webpages, Google Translate provides a passing translation into Spanish despite the presence of several consistent grammatical errors. Google Translate does not provide translation into West Germanic.

Below is a list of issues identified on SEDA-COG’s webpages:

- Incorrect translation
- Lack of translation
- Unnecessary translation
- Punctuation Issues
- Inaccurate acronym translation
- Subject/modifier translation error
- Capitalization error
- Improper tense
- Individual/plurality issue
- Feminine/masculine word error

Below are errors as identified by webpage:

- Metropolitan Planning Organization -
  - 1 Punctuation issue
  - 2 Incorrect translations
  - 4 Subject/Modifier translation errors
  - 1 Unnecessary translation
  - 2 Lack of translations
  - 18 Inaccurate acronym translations

- Long Term Transportation Plan -
  - 10 inaccurate acronym translations
  - 1 Punctuation Issue
  - 2 Capitalization Error
  - 1 Subject/Modifier translation error

- Transportation Alternatives Program –
  - 6 Subject/Modifier translation errors
  - 1 Feminine/Masculine word error
  - 3 Punctuation Issues
  - 9 Lack of translations
  - 1 Unnecessary translation
  - 15 Inaccurate acronym translations
• **Public Participation Plan** –
  - 6 Incorrect Translations
  - 4 Subject/Modifier translation errors
  - 2 Unnecessary translations
  - 1 tense issue
  - 1 individual/plurality issue
  - 10 Inaccurate acronym translations

• **Regional Gas Utilization** –
  - 1 Punctuation issue
  - 1 Incorrect translation
  - 1 Feminine/Masculine word error

• **LTAP** –
  - 6 Incorrect translations
  - 6 Capitalization issues
  - 2 Inaccurate acronym translations
  - 11 Subject/Modifier translation errors
  - 6 Lack of translations
  - 4 Punctuation issues

• **Freight Planning** –
  - 3 Incorrect acronym translations
  - 5 Incorrect translations
  - 2 Subject/Modifier translation errors
  - 1 Punctuation issue

• **Local Translation Services:** Identify a local translation service that could be called upon if in-depth translation is necessary. Local organizations that provide on-call translation services are listed in the Appendix. For both the LRTP and the Public Participation Plan, SEDA-COG will provide a summary of each document in Spanish upon request. However, because the TIP is extremely lengthy and not an all-inclusive document, SEDA-COG will rely upon on-call translators to provide translation of specific questions related to the document.

**West Germanic**

For translation into West Germanic, SEDA-COG will rely upon community leaders or elders from local Amish and Mennonite groups to provide verbal interpretation services to LEP individuals that require translation. A list of community leaders is included in the Appendix. The FTA does not require written translation for LEP populations that have literacy issues. Because West
Germanic does not have a consistent written language, interpretation services will be provided verbally upon request for all three critical planning documents.

- **Focus Groups:** Amish and Mennonite communities may be more hesitant to participate in government activities or public meetings. One outreach method that has proved successful with West Germanic-speaking communities in Union County is to hold small focus groups that are either arranged or approved by church leadership such as the Bishop or Deacon.

**Translation of Phone/In-Person Requests**

Phone and in-person interpretation is not required as part of Title VI, but if they are encountered, may be handled in the following ways:

**Spanish**

- Use a free, on-demand interpretation service called InterpreTALK, a service provided by Language Services Associates through the commonwealth of Pennsylvania.
- Provide personnel a Language Identification card that LEP individuals can use to indicate their language (A sample Language Identification Card is included in the Appendix).

**West Germanic**

- Phone or in-person West Germanic interpretation requests should be referred to the identified community leaders for interpretation.

**Title VI/LEP Coordination Team**

SEDA-COG does not have one individual staff member that regularly picks up the phone; instead, there is a group of staff members that are responsible for picking up the phone during different shifts. SEDA-COG has produced a Training Manual, which is compiled in a binder. The manual includes information about how to handle translation requests. This binder will be kept at the receptionist’s desk in case a translation request is made. The staff member on call will assess the binder when the need arises. Binder content will also be available in PDF format. All individuals responsible for phone answering will be emailed the PDF and will be responsible for doing self-directed training of the materials so they are informed of the protocol should the need arise. Information included in the manual is as follows:

**Telephone requests**

All requests for translation will be made to the SEDA-COG general office number. When a member of the Title VI Coordination Team receives a request via telephone, they will forward that call to InterpreTALK, which will provide translation in the appropriate language.
• **How InterpreTALK works:** If the coordinator is aware of which language the LEP individual is speaking, they will call the InterpreTALK phone number and tell them which language to speak in, and then transfer the call to the InterpreTALK representative, connecting the LEP individual with the interpreter. If the coordinator cannot recognize the language, they will call the InterpreTALK representative, tell them they cannot identify the language, and then transfer the call, again connecting the interpreter with the LEP individual. The interpreter in this case will identify the language and provide interpretation services in the respective language.

**In-person requests**

If a staff member receives an in-person request for translation while outside of the office, they will forward the call to the SEDA-COG main office line for a member of the Title VI Coordination Team to handle the request.

**Providing Notice**

SEDA-COG will provide notice to LEP individuals, informing them of upcoming events and services provided by the agency. The following include potential announcement methods:

- Post translated notice in local newspapers, or include a link to the website that provide the translated notice.
- Coordinate with local LEP groups that could aid in distributing agency announcements, such as schools and religious organizations.
- Provide notice in a format relative to an LEP audience, such as radio or television networks that cater to LEP groups.

**Toolbox**

The two main requirements of Title VI with regard to LEP are to provide meaningful access to LEP individuals and promote inclusive public participation. Beyond fulfilling basic written and verbal translation requirements, SEDA-COG has a toolbox of methods from which they may choose to utilize certain outreach strategies to fulfill these goals. Potential tools include the following:

- Posting translated notices in local newspapers
- Designing and distributing informational materials detailing SEDA-COG planning efforts, including flyers, posters, brochures, and bus advertisements
- Radio or Public Service Announcements in Spanish
- Providing real-time translation services at Public Meetings or events with the use of headsets
- Presenting information at community organizations frequented by LEP individuals.
Monitoring the LEP Plan

The LEP Plan must be monitored and updated annually by a member of the Title VI Coordination Team, in order to comply with evolving FTA standards. A Self-Assessment Checklist, which will be included in the Training Manual, will be used to review the effectiveness of the LEP Plan (See the Self-Assessment checklist in the Appendix).
APPENDIX R.4
OUTREACH STRATEGIES

Outreach Best Practices and Tools

SEDA-COG ensures all outreach strategies, communications and public involvement efforts comply with Title VI. SEDA-COG actively provides information regarding its Title VI obligations to the public using a variety of methods. Information, such as reference to the FTA circulars and the SEDA-COG Title VI and LEP programs and complaint procedure is available upon request at the SEDA-COG office and on the website. Aligned with the above referenced communication tactics, SEDA-COG provides the following:

b. Title VI non-discrimination notice on SEDA-COG’s website.
c. Services for Limited-English Proficient persons. Upon advance notice, translators may be provided.

In addition, SEDA-COG’s Public Participation Plan proactively initiates the public involvement process and makes concerted efforts to involve members of all social, economic, and ethnic groups in the public involvement process. When staff prepares a document or schedules a meeting for which the target audience is expected to include LEP individuals, then these documents, meeting notices, flyers and agendas may be printed in an alternative language based on the known LEP population. A list of outreach tools that may further inform and engage Title VI populations are shown in the table below.

<table>
<thead>
<tr>
<th>Outreach Tool</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mailings</td>
<td>Mail sent to an affected group or area to educate, notify, or request input.</td>
</tr>
<tr>
<td>Display Ads in Newspaper</td>
<td>Paid advertisement in the newspaper to alert readers about an upcoming event or action.</td>
</tr>
<tr>
<td>Displays at Transit Centers</td>
<td>Permanent or temporary displays at transit hubs and centers to reach a large number of system riders.</td>
</tr>
<tr>
<td>Legal Notice</td>
<td>Public posting or advertising in newspapers to announce a legal action or intent.</td>
</tr>
<tr>
<td>Mobile Device Alerts</td>
<td>Real-time information to alert customers to important information.</td>
</tr>
<tr>
<td>On-board Information</td>
<td>Pamphlets and posters that alert riders to information.</td>
</tr>
<tr>
<td>Public Hearing</td>
<td>A meeting during which public testimony may be heard and formal action may be taken on any measure before the SEDA-COG Board.</td>
</tr>
<tr>
<td>Rider Alerts</td>
<td>Notifications of route, frequency, or other information that is of particular interest to riders.</td>
</tr>
<tr>
<td>Signs</td>
<td>Signs on buses, at stop locations, and at transit centers to reach people who use transit services.</td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Surveys (scientific and self-selected)</td>
<td>Surveying opinions and ideas to help SEDA-COG understand how to better serve the constituency.</td>
</tr>
<tr>
<td>Workshops/Open Houses/Town Halls</td>
<td>Types of meetings where staff and public interact and discuss various issues.</td>
</tr>
</tbody>
</table>

**Public Outreach for Title VI Policies**

SEDA-COG should provide public notice regarding any policy changes that may disproportionately affect Title VI populations, including major service changes or fare changes. The notice also should include information on how citizens could obtain copies of the policies and provide comment on these policies.

**Outreach to Low-Income Persons**

In addition, SEDA-COG may also employ one or more strategies to involve low-income communities and minority populations. These include:

- Focus Groups provide opportunities to meet with affected communities or groups to inform, educate or solicit input.
- Meeting notices should include information with on how to request translation assistance.
- Provide extensive use of visualization techniques including maps and graphics.
- Consult with Mid-State Literacy Council, Lycoming County Literacy Project, Juniata County Literacy Program, READ and SUCCEED of Mifflin County, Perry County Literacy Council, and the Union-Snyder Community Action Agency to obtain data on low literacy and limited English Proficient Populations.
- Consult with SEDA-COG Housing Development Corporation on locations of low-income housing populations.
- Conduct an ongoing dialogue with groups representing potentially underserved populations, such as the elderly, youth, and non-native English speakers.
- Notify agencies that work with minorities and low income populations of agency activities.
- When multiple meetings are held for a single subject, efforts should be made to use a diversity of meeting locations in an effort to reach all segments of affected populations.
- Seek opportunities to speak at meetings of groups involving minority/low income and traditionally underserved populations.
- Distribute press releases to local media outlets to inform the public of meetings, open houses, and other SEDA-COG activities.
- Include language on all SEDA-COG press releases and other notices that SEDA-COG assures nondiscrimination in accordance with Title VI of the Civil Rights Act of 1964 and that special accommodations can be arranged in advanced.
Outreach to Limited English Proficiency (LEP) Persons

Traditional public involvement strategies, like public meetings and written media such as newspapers, email, and websites, may not be effective for LEP populations. Consider instead the following approaches:

- Include information on website and meeting notices on how to request translation or other assistance.
- Research LEP community behavioral and traditional communication methods
- Announcements in ethnic news media such as radio programs
- Posting of flyers or notices at community organizations in identified areas with high LEP populations
- Literacy rate of local LEP groups and use of visual aids such as maps and graphics. Consider whether the LEP group is literate in English, their own language, or neither.
- Which LEP groups will be most impacted
- Contact religious or community organizations as a way to reach out to LEP communities
- Small meetings may be less intimidating for those unfamiliar with the public involvement process
- Use of interpreters, translation headsets for use at public meetings, telephone translation services, and automated written translation services like Google Translate
- Provide written translation of “vital documents” in the language(s) most commonly spoken by LEP individuals

Outreach to Disabled Persons

According to the Pennsylvania Sunshine Act, the following wording must be included in a Public Meeting Notice:

The Meeting location is accessible to persons having disabilities. If you need accommodation due to a disability and want to attend the meeting, please call (XXX) XXX-XXXX at least 24 hours in advance so that arrangements can be made.

When selecting meeting venues, check to ensure that the following aspects are ADA compliant:

- Parking Spaces and curb ramps
- Doors and facility access
- Aisle way width
- Emergency egress
- Signage
- Seats, tables, and counters
- Restrooms
- Drinking fountains
- Room for wheelchair turnaround
• Lack of obstructions on walls or floors that may inhibit cane or wheelchair use

If the facility does not meet an ADA requirement, there are barrier removal strategies that can be used to comply with requirements. A complete and detailed checklist of ADA requirements, along with recommended barrier removal strategies, is available at http://www.ada.gov/racheck.pdf.

Outreach to Zero-Car Households

For citizens that do not have access to personal vehicles for travel, consideration should be given to providing public notices and information to these populations through existing transit providers, as well as through bicycle and pedestrian organizations. Consider instead the following approaches:

• Utilize Census data to map zero-car households as well as transit services and infrastructure to sufficiently identify and catalog the locations of these populations.
• Provide information and meeting notices at transit stops and stations, on transit vehicles (rail and rubber tire), and at transportation hubs that connect various modes.
• Contact organizations that serve bicyclists and pedestrians to reach these communities. This includes Transportation Management Associations (TMAs), local bicycle coalitions and clubs, transit providers, National Center for Bicycling and Walking and the Association of Pedestrian and Bicycle Professionals.
• Target areas frequented by bicyclists and pedestrians, such as multi-use paths and trails, and pedestrian malls.
• Provide information through public services announcements (digital, print and broadcast), and well as through various news media outlets.

Outreach to Senior Persons

For citizens who have reached the age of retirement, or who are 65-years-old or older, outreach should target media outlets and organizations that serve these populations. These include the following:

• Utilize Census data to map elderly citizens to sufficiently identify and catalog the locations of these populations.
• Contact organizations and advocacy groups that serve seniors and the elderly. This includes National Council on Aging, the Retirement Housing Foundation, AARP, Meals on Wheels, elderly legal services, Alliance for Retired Americans, and medical service providers.
• Post information and meeting notices on paratransit and social services vehicles, and at retirement communities.
• Target areas frequented by seniors, such as libraries, recreation centers and shopping centers.
• Provide information through public services announcements (print and broadcast), and well as through various news media outlets.

Source(s):
• Metropolitan Transit Authority of Black Hawk County, IA
  www.mettransit.org/Title_VI_Program_2013-2016_3-4-14.pdf
• Hernando County, FL Transit Service 2013 Title VI Plan
  http://www.hernandobus.com/pdf/Hernando%20County%202013%20Title%20VI%20Plan%20-%20final.pdf
• ITNGreaterKansasCity
  https://www.itngreaterkansascity.org/sites/default/files/2014-KCATASubrecipientTitleVIP-ITNGKC_.pdf
• Spokane, WA Transit Authority
  https://www.spokanetransit.com/files/content/2014_Title_VI_Plan_.pdf