

2021

PUBLIC

PARTICIPATION
PLAN

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1. INTRODUCTION

City residents, workers and visitors participate in the public transportation decision-making process. Everyone who resides, work, travel, or play within the service area are stakeholders and should have ample opportunity to provide input in the planning and decision-making processes for transit services, fare changes, disparity studies, construction, etc. GoRaleigh is committed to providing timely public involvement opportunities and facilitating active participation. The public participation plan is intended to develop two-way communication systems between transit service partners, people, businesses, and leaders to collaboratively address transit needs and ensure the public, including minorities, low-income, and Limited English Proficient (LEP) populations, have meaningful opportunities to participate in the decision making process. GoRaleigh's plan is written to be in compliance with Federal Transit Administration (FTA) Title VI program which requires an inclusive Public Participation Plan to outline how requirements related to public participation will be met.

GoRaleigh, the City of Raleigh's Department of Transportation Transit Program, administers public transportation for the City, including a fixed route transportation system, paratransit service, and a free downtown circulator. The agency provides fixed-route service along 37 bus routes, including four express routes, six connectors, and one downtown circulator. Approximately 333,873 Raleigh residents live within one-third mile of a GoRaleigh transit route and are considered part of the agency's fixed route service area, according to American Community Survey 2013-2015 5-year estimates.

GoRaleigh serves the highest ridership of all transit providers in Wake County with an average daily ridership of 24,475 in 2019. GoRaleigh Access provides on-call paratransit service to individuals with functional disabilities that prevent their use of GoRaleigh's accessible fixed route bus services. The R-Line is a fare free circulator operating in Raleigh's central business district.

Purpose

This plan explains GoRaleigh's public participation strategies and procedures.

When developing an outreach program, careful consideration must be used to ensure the outreach program will result in the maximum exposure within all communities in GoRaleigh's service area regardless of socio-economic status, gender, race, ethnicity, geographic location or age. GoRaleigh should also use these outreach efforts as valuable opportunities to learn more and understand community needs, desires and vision. Local knowledge of an area can prove beneficial when determining emergency management plans or identifying system vulnerabilities. It is critical to ensure inclusive, equitable, and diverse public outreach and engagement, whether for real-time responses to the pandemic, existing projects, or future transportation funding and planning scenarios. The public outreach strategies listed within this plan are designed to provide the public with effective access to information and to provide a variety of efficient and convenient methods for receiving and considering public comment prior to implementing changes and additions. This people-based program ensures a community-led and coordinated approach that addresses everyone, even the most vulnerable and marginalized communities.

2. FEDERAL REQUIREMENTS AND COMPLIANCE

GoRaleigh must comply with a wide variety of federal and state requirements. Key federal laws affecting public participation are identified in Table 1.

Table 1: Key Federal Laws

Federal Law	Requirement
Title VI of the Civil Rights Act of 1964	Prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving federal financial assistance
Americans with Disabilities Act of 1990	Prohibits discrimination on the basis of disability
Executive Order 12898 “Federal Actions to Address Environmental Justice (EJ) in Minority Populations and Low-Income Populations”	Requires federal agencies to identify and address disproportionately high and adverse human health or environmental effects of its programs, policies, or activities on minority or low-income populations
Executive Order 13166 “Improving Access to Services for Persons with Limited English Proficiency (LEP)”	Requires agencies to implement a system to provide meaningful access to services for those who do not speak English proficiently
National Environmental Policy Act (NEPA),	Requires federal agencies to examine the social, economic, and environmental impacts of their actions prior to making decisions

Federal Transit Administration (FTA) regulations and guidance shape how GoRaleigh operates. FTA Circular 4702.1B establishes requirements for GoRaleigh’s Title VI program, a suite of policies, procedures, and data that must be submitted to FTA every three years. GoRaleigh must adopt an inclusive public participation plan as part of its Title VI program.

3. PUBLIC PARTICIPATION PLAN GOALS

This plan is meant to guide GoRaleigh’s public participation efforts into the future. The goals for this plan are:

- The plan will be a useful, easy to understand resource for GoRaleigh and others working with them.
- The plan will provide for equitable engagement.
- The plan will provide an approach for ongoing engagement.
- The plan will expand approaches to include virtual methods.
- The plan will provide for measuring success.

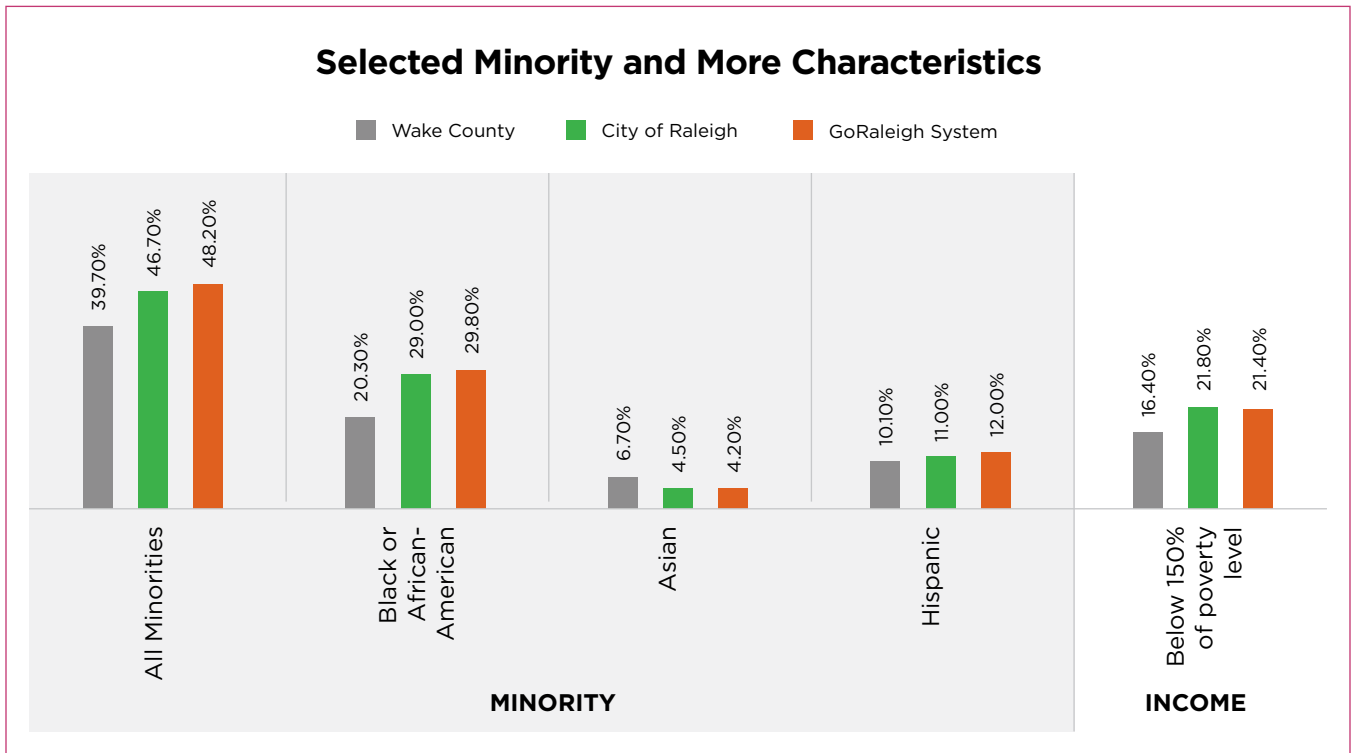
4. GORALEIGH CUSTOMERS

GoRaleigh is the transit system responsible for operating most of the public transportation services in Raleigh. It provides public transportation services throughout the city’s municipal area and also operates regional/express bus routes in partnership with GoTriangle, the regional provider. GoRaleigh is also contracted to operate routes serving the Wake Tech Community College campus south of Raleigh and the Towns of Wake forest, Garner, and Knightdale. In addition to Fixed Route Services, GoRaleigh operates curb-to-curb paratransit services for persons with disabilities who are unable to use the fixed route system.

Raleigh is committed to equitable and inclusive public participation for our customers. GoRaleigh’s system generally serves a higher percentage of minorities than are present in the general population of Raleigh, as shown in Figure 1. Low-income populations are served in approximately equal proportion to the overall population.

Because GoRaleigh’s customers have a variety of needs, public participation may take a variety of formats. GoRaleigh strives to make its outreach accessible for persons with disabilities. Appendix A outlines our Language Assistance Plan, describing how GoRaleigh will assist those with limited English proficiency.

Figure 1: Selected Race, Ethnicity and Income Characteristics of the GoRaleigh System

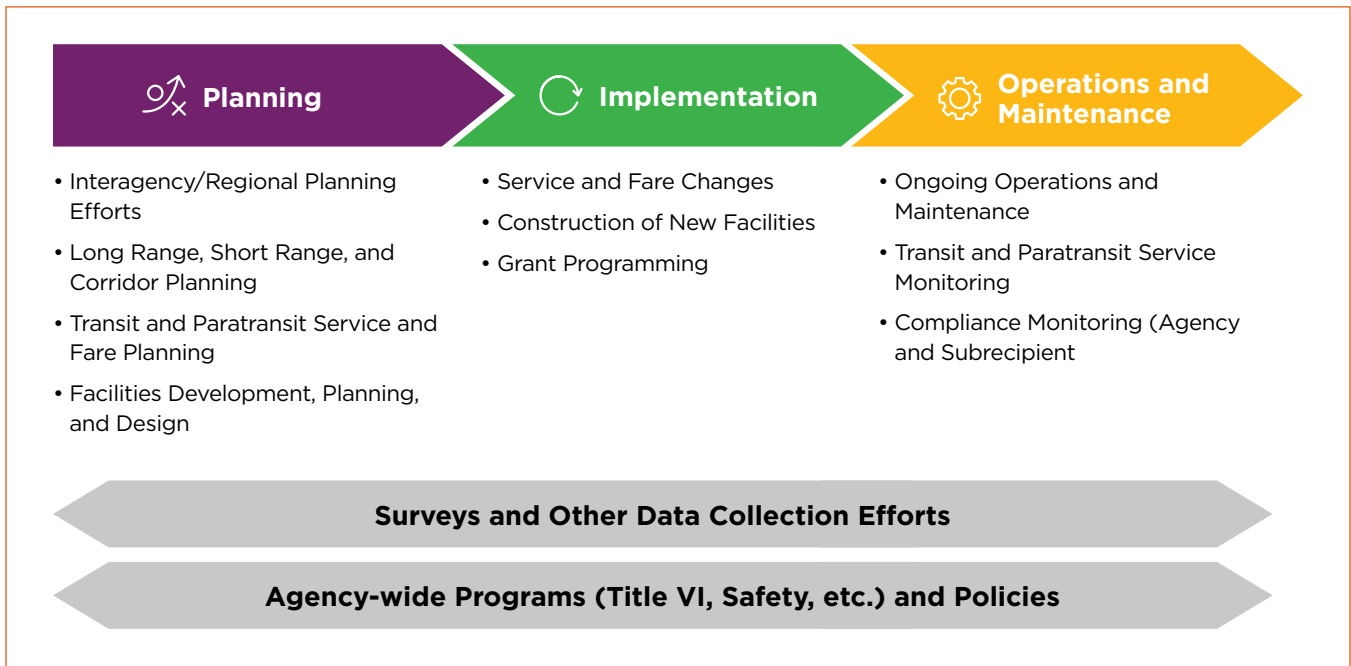


Sources: US Census Bureau, American Community Survey 5-year Estimates (2014-2018), Table B02001, “Race.”; Table B03002, “Hispanic or Latino Origin by Race.”; Table C17002, “Ratio of Income to Poverty Level in the Past 12 Months.” Data is shown for minority groups comprising greater than 1% of the population.

5. PLANNING AND OPERATIONAL CONTEXT

GoRaleigh leads public participation efforts for a broad range of public transportation planning and operational initiatives. Key agency program areas and activities which public participation supports are illustrated in Figure 1. Appendix B outlines the public participation requirements for specific processes.

Figure 2: GoRaleigh Processes with Public Participation



GoRaleigh works with a variety of regional and local planning and transportation partners, including

- Capital Area Metropolitan Planning Organization (CAMPO)
- North Carolina Department of Transportation (NCDOT)
- Raleigh Transit Authority (RTA)
- City of Raleigh Planning Commission
- Wake County
- GoWake Access
- GoCary
- Town of Cary
- GoTriangle
- Town of Apex
- Town of Fuquay-Varina
- Town of Garner
- Town of Holly Springs
- Town of Knightdale
- Town of Morrisville
- Town of Rolesville
- Town of Wake Forest
- Town of Wendell
- Town of Zebulon
- Research Triangle Park

GoRaleigh’s public involvement process also integrates with and complements public involvement outlined in the Capital Area Metropolitan Planning Organization’s (CAMPO) Public Involvement Plan (PIP) and the Wake Transit Plan Public Engagement Policy (PEP). GoRaleigh may develop public participation efforts collaboratively with any of its partners.

Table 2: Boards, Committees, and Commissions

Board, Committee or Commission	Description
Raleigh Transit Authority (RTA)	Established by City Code to set general transit policy. It consists of nine members appointed by the Raleigh City Council and operates within funding and budgetary parameters approved by the City Council. The RTA consists of three committees: the Finance and Policy Committee, the Route Committee, and the Marketing Committee.
Wake County Transit Planning Advisory Committee (TPAC)	A staff-level advisory committee comprised of agencies and local governments with jurisdiction in Wake County, including GoRaleigh. The TPAC coordinates the planning and implementation aspects of the Wake Transit Plan and serves in a structured advisory role to the CAMPO Executive Board and GoTriangle Board of Trustees.
CAMPO Executive Board	Comprised of elected officials from member governments (including City of Raleigh) and stakeholders from other transportation agencies. This is the decision-making body for the metropolitan planning organization.
CAMPO Technical Coordinating Committee	Comprised of staff from member and stakeholder agencies, including GoRaleigh. This committee makes technical recommendations to the executive board.
CAMPO Mobility Coordinating Committee (MCC)	Comprised of staff from member agencies. The MCC manages and guides ongoing coordination activities in the urban area and is responsible for implementing goals and recommendations identified in the Coordinated Public Transit- Human Services Transportation Plan.

6. GORALEIGH STAKEHOLDERS

Building a strong network of stakeholders is key to having successful and equitable public outreach to develop transportation improvements that are adopted by the community. Stakeholder contacts provide the foundation for developing the strategic partnerships needed for moving beyond project-level engagement to implementing community-oriented solutions. GoRaleigh develops partnerships such as these through existing stakeholder contacts and expands its network through strategic planning, community involvement, and engaging dialogue with stakeholders with focused meetings on how to better serve and meet the essential needs of the community it intends to serve.

GoRaleigh works with its network of stakeholders to enhance the reach of public engagement, and impact to communities by:

- Using various methods and strategies to increase the distribution of information concerning plans and programs;
- Providing more opportunities and trusted connections for the public to ask questions and provide feedback to help guide the planning and implementation of transit improvements; and
- Opening valuable avenues for reaching minority and LEP populations.

The primary roles that stakeholders facilitate include:

- Helping define outreach goals, approaches, and metrics
- Providing input on successes and opportunities for improvements
- Serving as a conduit between GoRaleigh and the broader public, including conducting future initiative-specific and ongoing outreach efforts themselves

GoRaleigh has a growing network of stakeholders that represent the needs of traditionally underserved populations in the transportation decision-making process. Equity considerations and community-led perspectives from these populations is essential for ensuring that outreach efforts and transit plan improvements are inclusive and effective. Stakeholder groups include

- Community / individuals,
- Community partners / non-profits,
- Governing and transportation agencies,
- Other transit agencies,
- Adjacent communities, and
- Others

Appendix C lists stakeholders working with GoRaleigh.

7. METHODS

GoRaleigh uses a variety of public participation methods to facilitate public participation. Each public participation effort requires a well-defined goal and thoughtful planning. GoRaleigh's Public Participation Toolkit provides resources for staff engaging with the public. The toolkit walks users through understanding how engagement fits in the transportation planning process, preparing for engagement, working with partners, making sure engagement is equitable and providing language assistance, and choosing and implementing techniques.

Participation methods range from those used to inform the public, to those for gathering information, to those used to collaborate with the public.

Figure 3 summarizes the methods GoRaleigh may consider for public participation and the factors that influence selection. The figure groups outreach tools and techniques by their function (Inform, Get Feedback, or Collaborate) and indicates each method's suitability for various transit processes. Ranges are provided to characterize the costs and resource needs associated with each technique. Each tool or technique is also characterized by its suitability for engaging non-traditional stakeholders.

Descriptions of key methods follow the figure.

Description of Public Participation Methods

Open House - An open house is an informal meeting where people join at any time to get project-specific information and talk one-on-one with representatives at pre-arranged stations. Guests get information at their own pace from the various exhibits and provided materials. Attendees are encouraged to provide their opinions, comments, and preferences for the record to project leads either in writing or spoken.

Online town hall - An online session with a facilitator-guided discussion or event.

Virtual engagement - Virtual engagement is a flexible approach for engaging with the intended audience online. Virtual engagement platforms focus on creating interactive online experiences..

Informational handouts - Information may be shared in conventional formats like factsheets, FAQs, or newsletters as well as in creative ways like graphic novels or other visualizations.

Community Member to Community Member Engagement - Community member to community member is a grassroots program to build community-wide awareness of any particular issue. This program relies on neighbor residents encouraging others to get informed and involved in a particular initiative by disseminating information through postcard writing, door to door canvassing, social media posts, phoning or texting.

Social Media - Social Media and web-based communication outreach strategies are the most convenient and cost-effective tools that provide information quickly to a wide and diverse audience. Web page and social media content is developed by or for the agency to engage and get the public's attention in high numbers. A variety of mediums can be published on-line for public consumption, such as videos, photos, documents and links to other resources. Social media posts are a great tool to share information and encourage participation. Posted content is sharable, thus helping to spread the information within the community. This tool is a great resource to engage the younger generation.

Community Interviews - Using pre-written questions, project team members will reach out to key stakeholders and community leaders to solicit feedback on a variety of local/neighborhood topics. This can be in a one-on-one or small group format. Responses can be used to help structure the outreach program as well as project recommendations. Questions that should be asked should include local issues, other leaders/groups to network with, and to rate existing services/programs.

Surveys - Surveys are a tool to extract quantitative or qualitative data to analyze and understand the perceptions, preferences, and needs of a particular population to be able to implement a successful plan.

Community Canvassing - Community canvassing techniques take engagement to the people. For transit, this often means conducting outreach at transit stations and centers to directly reach riders.

Photo/video submission - Not everyone likes to write or have the words to express exactly what they would like to convey. Allowing community members to submit comments using video

or photo gives them an opportunity to convey thoughts and ideas as precisely as possible. Submissions could be pictures of a particular location, issue, or best case example at another location. This allows for richer content.

Videos - Videos are a powerful visual and auditory tool to engage, educate, and tell a story about a particular topic, community, or area of interest. Video storytelling and educational videos are known for their capability to establish deeper understanding and engagement around a topic to meet key objectives. Video storytelling can be used to express a narrative through video. It can be used to help present a brand, allow users to connect, and explain the evolution of an organization.

Workshops - Workshops are interactive meetings that include facilitated exercises. A workshop typically includes an informational component as well as one or more interactive exercises or facilitated small group discussions. Fun and creative exercises like games or puzzles encourage everyone to participate.

Onsite Meetings/Walking Tours - A site tour or audit is a comprehensive examination of a site environment. Site tours/audits provide an interactive learning opportunity for members of the community to better understand the evaluative criteria of a particular area. Community members may have varying needs and expectations, or function differently in a common area, site tours/audits are a great way to bring everyone to work together to record the interests of diverse sectors of the population, define shared interests, and create community-based solutions.

Charrettes - A charrette integrates creative, intense working sessions in the form of a series of short feedback loops conducted for public engagement workshops, meetings, or at open houses. As an open, collaborative multidisciplinary planning process, this method harnesses the perspectives and ideas of all participating parties using written, illustrative, and narrative-based tools to develop a plan that captures the needs of the community representatives.

Staffed booths at events - The best way to get feedback from any community is to be where they are. Community events, festivals and fairs present a great opportunity to meet neighbors in a fun setting, but will also provide insight to travel patterns of visitors alike. Having a hands-on exercise and a chance to win a prize is a sure way to encourage participation (and friendly word of mouth nudges to visit the project booth).

Pop-up events - A pop-up meeting is a convenient way to expand project exposure by bringing information directly to the people instead of attending a meeting at a specific time and location. Pop-ups are a convenient and effective alternative to more traditional approaches. Pop-ups can be informal and flexible, as agencies can apply creativity and the right resources to have effective results with engaging the public. Pop-ups can take on a more traditional 'tent and tables' approach, or be an elaborate planning effort. The purpose of the pop-up can be informative which may include distributing pamphlets, displaying posters, or for "getting the word out" or participatory, which would include administering surveys, holding impromptu Q & A sessions, or obtaining comments.

School Based outreach - School-based outreach involves reaching out and involving interested parties and parents associated with a particular school district regarding an area of interest or concern. Agencies will contact all applicable school administration staff to determine what would be the most effective outreach methods for connecting with students and their families. Further coordination with school-based outreach would include working with these school-related contacts to involve them in a plan or project that will have an impact on their communities.

Community Leaders/Ambassadors - The Community Leader/Ambassador Program method is an engagement model contract with a member of a specific community that will lead community engagement efforts in a public process. The community ambassador will have deep and trusted connections with specific communities as he or she has established the confidence of both the people in their communities and the local agencies. He or she is known for navigating cultural and language differences. Essentially, this method utilizes intermediaries that open channels of communication and engage communities with the agency working to serve those communities.

Community partner-led engagement - Community-partner-led engagement gives community members within the study area an intentional and transformative role in the project-planning and decision-making process. Community partners should also guide the engagement program and lead outreach efforts, particularly those within their community/service area.

Meeting in a box - A “Meeting in a Box” method is a public engagement technique implemented for small groups that can meet at a convenient time and location to share their opinions about a plan or project in their community. Participant leads are given a meeting kit that contains everything they need to hold a facilitator-guided discussion, including instructions, questions, participant worksheets, questionnaires, and directions for recording and follow-up. Meeting kits can be paper-based or are provided through downloadable links or online platforms that host the meeting materials such as on a project or agency website.

Pass programs - Pass programs targeted to title VI populations - transportation is more than mobility; it is also a crucial link to the socio-economic and overall quality of life for residents. Providing low-to zero fare programs to Title VI/EJ communities will assist in expanding opportunities and access to quality education, better paying jobs, better medical services etc.

Participatory mapping - Participatory mapping is a group-based research process where participants provide information to facilitate the discussion for a given topic. Specifically, participants are asked to note their preferences, features, or concerns onto a project area map. Web-based applications allow users to digitally provide personal input to assemble ideas, comments, or suggestions and it also gives the public easy access to

8. EQUITABLE ENGAGEMENT

GoRaleigh is committed to equitable engagement. Equitable engagement and participation relies on a commitment to include all community members and ensures the people most affected and marginalized, especially individuals and communities that have been historically left out of the transportation planning and decision-making, are able to make intentional contributions to the process. Commitment must be made to go beyond the minimum outreach activities and invest resources to learn, understand and acknowledge historical inequities and the social and economic impacts caused by these structural imbalances.

An equitable engagement program is a two-way collaborative process that can lead to decisions that are properly scaled to address mobility and access, equitable distribution of resources, and effective services and programs. Not only must the engagement plan target all members of the community, but to be successful, the program must foster community trust built on accountability and mutual respect.

Equitable engagement will be a key component of public participation for all GoRaleigh outreach efforts. Participation methods and techniques will be selected to encourage diverse participation. Key strategies for making engagement more equitable are described below.

- **Locate meetings near transportation services.** Events should be readily accessible for transit-dependent individuals. In some cases, providing transportation options may be considered.
- **Choose community/neighborhood locations.** Neighborhood-scale engagement can help build trust and make it easy for people to attend.
- **Bring engagement to where community members are.** Attending a specific meeting requires people to commit their time and travel to the location of the meeting. Bringing engagement to where people already are removes the demands on participants' time and resources.
- **Provide childcare/ kids activities.** Parents can participate more readily in child-friendly events.
- **Keep information clear, easy-to-read, and quick.** Digesting complex information requires a commitment of mental energy. Keeping information easy to understand quickly also helps reduce demands on participants.
- **Provide services for visually or hearing-impaired individuals.** Accessibility is important for all forms of engagement. Making engagement more accessible ranges from providing information in multiple formats to providing sign language interpreters at meetings or braille translations of written materials.
- **Provide flexibility in days and times for meetings.** Consider the needs of individuals working different shifts and juggling other responsibilities.
- **Provide accessible, virtual options.** Most adults in the U.S. now have access to the internet in some form, often via smartphone. In recent months, the COVID-19 pandemic has forced agencies to focus more on virtual options for engagement. Virtual options provide a powerful tool in removing many of the barriers to participation for those who have internet access. Virtual meetings are accessible from wherever people are and can remove barriers associated with travel and caregiving responsibilities. Many virtual options also remove the barriers associated with scheduling – people can participate whenever it is most convenient for them.
- **Provide translation/interpretation services.** Language assistance is a critical for inclusion of those with limited English proficiency. Appendix A details GoRaleigh's Language Assistance Plan.

9. MEASURING SUCCESS

GoRaleigh is committed to determining the success of its public participation strategies through quantifiable performance measures. Both qualitative and quantitative approaches are employed by GoRaleigh to evaluate the effectiveness of outreach initiatives. Measures are generally selected as appropriate for each outreach effort. GoRaleigh may also use specific metrics to track performance agency wide. Figure 4 on the next page illustrates metrics that may be considered by GoRaleigh.

Figure 4: Public Participation Metrics

Metric	Types of Measure			Reporting Audience		Scope		Ease of Collecting Data
	Quantity	Quality	Effectiveness	Agency-Oriented	Public Oriented	Project or Plans Specific	Agency-wide	
Accessibility								
Meeting/outreach event location(s) represent area demographics (minority, low-income, LEP persons, other characteristics of immediate v. project area)		✓		✓	✓	✓	✓	**
Online engagement participation levels and diversity (total and % minority, low-income, LEP, and other demographics)	✓	✓		✓	✓	✓	✓	*
Distance/accessibility of meetings/events by transit		✓		✓	✓	✓	✓	*
All agency meetings/events are ADA accessible*		✓		✓	✓	✓	✓	*
Agency meetings/events have language accessibility°		✓		✓	✓	✓	✓	*
Effectiveness of notification methods (include a question on comment form about how they learned of the opportunity)		✓	✓	✓		✓	✓	**
Reach								
Total number of attendees at meeting or outreach event (goal of ##)	✓			✓	✓	✓		*
Total number of relevant comments (goal of ##)	✓			✓	✓	✓		*
Number of people signed up for ongoing engagement (goal of ##)	✓			✓			✓	*
Number of visits, time spent, and/or unique visitors to project webpage (goal of ##)	✓			✓		✓		*
Number of articles or media coverage (goal of ##)	✓			✓		✓	✓	**
Likes and shares of social media posts (goals of ##, ##)	✓			✓	✓	✓	✓	*
Number/Percent of online visitors engaging (comments, feedback, surveys)	✓	✓		✓		✓		*
Number/Frequency of community engagement opportunities (ongoing and initiative-based measures)	✓			✓	✓	✓	✓	**

Diversity/Equity									
Demographic distribution of commenters as measured by voluntary demographic data collected via comment forms represents customer base and/or project or plan area		✓		✓	✓	✓	✓	**	
Geographic distribution of participants based on comment form addresses or zip codes (goal of ## percent of zip codes represented)		✓		✓	✓	✓		**	
Number or percentage of meeting, event, or virtual activity attendees and/or comments received from minority, low-income, and/or LEP persons (goals of ## or ## percent)	✓	✓		✓	✓	✓		**	
Diversity of community organizations provided notifications or coordinated with for community events and cross-section of Title VI populations served (goal of ## organizations representing seniors, low-income, minority, LEP, and/or disabled populations)		✓	✓	✓		✓	✓	**	
# of non-profits engaged	✓	✓		✓		✓	✓	**	
# of other community partners	✓	✓	✓	✓		✓	✓	**	
Community feedback on agency (e.g. "agency values its customers", "would recommend to others", "agency engages all community members equitably" or similar), disaggregated by race, income, or other characteristics using comment form or questionnaire				✓	✓	✓	✓	***	
Decision Integration									
All comments are analyzed and summarized to the project team in a timely manner for decision-making (goal of meeting summaries prepared within ## business days)	✓			✓	✓		✓	✓	**
All comments requiring response are responded to within ## business days	✓			✓	✓		✓	✓	**
Comments requiring response and actions taken in response to comments are tracked				✓	✓	✓	✓	✓	***
Integration of public and partner input into transit service and fare planning decisions (structured evaluation)				✓	✓	✓		✓	***
Change over time in customer satisfaction on transit service and fares (year to year survey comparisons)				✓	✓	✓		✓	***
Number/Percent of online visitors engaging (comments, feedback, surveys)	✓	✓			✓		✓		*
Number/Frequency of community engagement opportunities (ongoing and initiative-based measures)	✓				✓	✓	✓	✓	**



* Always Applies

** Applies when thresholds are met or data indicates language assistance is needed

APPENDIX A - LANGUAGE ASSISTANCE PLAN

APPENDIX B - PUBLIC PARTICIPATION ACTIVITIES

Process	Public Participation Activities or Requirements
 Planning	
Interagency/Regional Planning Efforts	<p>GoRaleigh collaborates with regional and local partners to implement effective public participation around efforts such as the Wake Transit Plan and the CAMPO planning process. GoRaleigh’s role and responsibilities depend on which agencies it is collaborating with and the specific effort.</p>
Long Range, Short Range, and Corridor Planning	<p>Most of GoRaleigh’s planning efforts are conducted in collaboration with one or more partners. Public participation strategies are developed for each planning effort.</p>
Transit and Paratransit Service and Fare Planning	<p>GoRaleigh conducts public outreach to obtain feedback about proposed changes. For proposed changes to service, outreach may occur during long range and/or short-range transit planning and also includes public meetings and other outreach to announce and obtain feedback approaching implementation of proposed changes to routes.</p>
Facilities Development, Planning, and Design	<p>During the initial planning stage for construction of a new facility or expansion of an existing facility such as a vehicle storage facility, maintenance facility, operation center, park and ride, etc., GoRaleigh conducts a Title VI equity review. The equity review identifies if there is potential for any disproportionate adverse impacts or disparate burdens to minority and low-income populations as a result of the construction of the facility or improvements. As part of the process, GoRaleigh engages the public to receive its input about facility siting, planning and mitigation options.</p>
 Implementation	
Service and Fare Changes	<p>GoRaleigh complies with FTA public outreach requirements under Title VI and GoRaleigh’s major service and fare change policies. This includes conducting equity analyses to determine if there are any disproportionate impacts or disparate burdens felt by minority and low-income populations as a result of the changes, and using public input to help determine alternatives or modifications to any proposed changes or identify opportunities for service enhancements or other strategies to mitigate any potential disproportionate impacts or disparate burdens.</p>
Construction of New Facilities	<p>For construction involving federal funds, GoRaleigh follows the stipulations set by the NEPA for project planning and design. This includes providing opportunities for the public input during the NEPA process and incorporating EJ and Title VI principles by ensuring meaningful participation by low-income and minority persons. GoRaleigh conducts public outreach and uses public input to evaluate alternatives, identify potential effects and, when necessary, to develop mitigation measures to address potential impacts. Throughout the process GoRaleigh works to ensure a high level of accessibility to public meetings, official documents, and notices to affected communities.</p>

Process	Public Participation Activities or Requirements
 Implementation (continued)	
Grant Programming	<p>GoRaleigh is the FTA's designated recipient of funding in the Raleigh-Cary urbanized area for the Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program. GoRaleigh notifies the public and key stakeholders about the program's call for projects and eligibility requirements, administers grant funding, oversees and monitors the grants once they are awarded, and prepares and adopts a 5310 Program Management Plan (PMP), which was done most recently in 2020. Stakeholder and Public Outreach Activities for this program include:</p> <ul style="list-style-type: none"> • Public engagement related to development and adoption of the PMP • Advertising program funding availability • Announcing a Call for Projects • Conducting workshops and presentations to provide information about the program, eligibility requirements, and application process. • Presentation of recommended grant awards and approvals at open meetings.
 Operations and Maintenance	
Ongoing Operations and Maintenance	<p>GoRaleigh routinely interfaces with the public during its regular operations. GoRaleigh provides information, alerts, and updates as a part of daily service, special events, and emergency operations. The GoRaleigh website provides information about its service maps and schedules, fares and passes, and top news stories. Information about GoRaleigh Access paratransit service is provided on the City of Raleigh's website. Additionally, the public can receive updates through Twitter, Instagram, Facebook or sign up for bus alerts through <i>MyRaleigh Subscriptions</i>.</p>

Process	Public Participation Activities or Requirements
Programs and Policies	
Title VI Program	<p>Public participation is an integral part of the development and adoption of the Title VI Program. Specific outreach requirements include:</p> <ul style="list-style-type: none"> • Providing a Public Notice of Rights under Title VI • Publicly posting Title VI Complaint Procedures • Develop a public participation plan to engage minority and LEP populations • Develop a Language Assistance Plan for engaging with LEP populations • Engage the public when developing policies to establish the disparate impact and disproportionate burden thresholds for use in determining adverse effects of major service changes or fare increases. • Engage the public in the decision-making process to develop the major service change policy. • Engage the public in the decision-making process to develop the major service change policy. • Engage the public in evaluating and addressing the potential for proposed major service changes or any fare changes to create disparate impacts or disproportionate burdens to minority and low-income populations.
Disadvantaged Business Enterprise (DBE) Program	<p>GoRaleigh’s Disadvantaged Business Enterprise (DBE) program is meant to ensure nondiscrimination and create a level playing field on which DBEs can fairly compete for contracts. This program involves outreach and public input for certain program activities, such as setting goals for DBE contracting as a percent of federal funds received.</p>

APPENDIX C - STAKEHOLDERS

Stakeholder Type	Stakeholders
Community / Individual	<ul style="list-style-type: none"> • Transit riders <ul style="list-style-type: none"> ◦ Fixed route ◦ Paratransit • Members of the general public • Traditionally underserved populations <ul style="list-style-type: none"> ◦ Low-Income ◦ Minority ◦ Low English Proficiency (LEP) ◦ Elderly ◦ Youth ◦ Persons with disabilities
Community Partners / Non-profits	<ul style="list-style-type: none"> • African American Caucus • Alianza Latina Pro-Educación en Salud (ALPES) • Alliance of Disability Advocates (ADA) • Arc of the Triangle • Arc of Wake County • Boys and Girls Clubs • Bicycle and Pedestrian Advisory Commission (BPAC) • Business organizations • Capital Area Friends of Transit • Carroll's Kitchen • CASA • Center for Volunteer Caregiving (CVC) • Centro para Familias Hispanas (CPFH) • Chinese American Friendship Association of North Carolina • Citizens Advisory Councils (CACs) • Community Partner Network • Community United Church of Christ - Justice in Changing Climate • Councils on Aging • Downtown Living Advocates • Downtown Raleigh Alliance (DRA) • DHIC • Dialysis center support groups • Disability Rights North Carolina • El Pueblo • Family Promise of Wake County • Family Support Network of Wake County • Garner Senior Center • Glenwood South Neighborhood Collaborative • Habitat for Humanity • Healing Transitions (Men's Shelter) • Healing Transitions (Women's Shelter)

Stakeholder Type	Stakeholders
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Community Partners / Non-profits

- Homeowners associations (HOAs) & neighborhoods on City contact lists
- Jobs for Life
- Justice Love Foundation
- Mayor’s Committee for Persons with Disabilities
- NAACP
- Neighbor2Neighbor
- New Bern Corridor Alliance
- North Carolina Bicycle Club
- Oaks and Spokes
- Partnership Raleigh Program (City of Raleigh)
- Passage Home
- Raleigh bike share program representatives
- Raleigh Chamber of Commerce
- Raleigh Dream Center
- Raleigh Housing Authority
- Raleigh Rescue Mission
- Raleigh Youth Council
- Regional Transportation Alliance
- Resources for Seniors
- Religious organizations / places of worship
- Retirement groups / AARP
- Sacred Heart Catholic Church
- Saint Augustine’s University
- Salvation Army
- Shared mobility user groups (bike, run, walk)
- Shaw University
- Southeast Community Organization
- Southeast Raleigh Assembly
- Southeast Raleigh Community Center
- Step Up Ministry
- Wake Tech University
- WakeUP Wake County
- William Peace University
- Wilmington

Governing and Transportation Agencies

- CAMPO
- City of Raleigh Planning Commission
- FTA
- NCDOT
- Raleigh City Council
- Raleigh Transit Authority (RTA)
- Resource/regulatory agencies
- Transit Citizen Advisory Committee (GoTriangle)
- Wake County Transit Planning Advisory Committee (TPAC)

Stakeholder Type	Stakeholders
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Other Transit Agencies

- GoCary
- GoDurham
- GoTriangle
- GoWake Access
- Wolfline

Adjacent Communities

- Contracted service recipients:
 - o Fuquay-Varina
 - o Knightdale
 - o Wake Forest
 - o Wendell
 - o Zebulon
- Other Wake County communities
 - o Apex
 - o Cary
 - o Durham
 - o Garner
 - o Holly Springs
 - o Morrisville
 - o Rolesville

Other

- Media
 - o News and Observer
 - o Carolinian
 - o Que Pasa
 - Property owners and developers
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