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“It has been the Federal Highway Administration’s (FHWA’s) and the Federal Transit Administration’s (FTA’s) long-standing policy to actively ensure nondiscrimination under Title VI of the 1964 Civil Rights Act [https://www.justice.gov/crt/title-vi-1964-civil-rights-act] in federally funded activities. Under Title VI and related statutes, each federal agency is required to ensure that no person is excluded from participation in, denied the benefit of, or subjected to discrimination under any program or activity receiving Federal financial assistance on the basis of race, color or national origin. The Civil Rights Restoration Act of 1987 [http://www.fhwa.dot.gov/environment/environmental_justice/facts/restoration_act.cfm] clarified the intent of Title VI to include all program and activities of federal-aid recipients, subrecipients and contractors whether those programs and activities are federally funded or not.”

— United States Department of Transportation

**MARC** serves as the MPO for the bistate Kansas City region. Its current planning jurisdiction consists of eight counties (Cass, Clay, Jackson and Platte counties in Mo., and Johnson, Leavenworth, Miami and Wyandotte counties in Kan.), home to a population of approximately 1.92 million people.
I. Introduction

The Mid-America Regional Council (MARC) is an association of city and county governments for the bistate Kansas City region. MARC also serves as the federally designated Metropolitan Planning Organization (MPO) for the region and is responsible for ensuring that transportation programs using federal funds in the Kansas City region are based on a continuing, comprehensive and coordinated planning process.

MARC seeks to build a stronger regional community through cooperation, leadership and planning. Through MARC’s leadership, area jurisdictions and diverse community interests sit down together to address regional problems and identify opportunities for cooperative solutions. These efforts enhance the effectiveness of local government.

As a voluntary association, MARC strives to foster better understanding and cooperation on issues that extend beyond the jurisdiction of a single city, county or state. These issues include transportation, child care, aging, emergency services, environmental issues and a host of others.

MARC plays an active leadership role in strengthening the metropolitan community by providing:
- a forum for addressing regional objectives and diverse community issues;
- long-range planning and public policy coordination; and
- technical assistance and services to enhance the effectiveness of local government.

II. Members

MARC serves the nine-county Kansas City region, which includes 119 city governments. As bistate MPO, MARC’s transportation-planning boundaries include the following nine counties:

- In Missouri:
  - Cass
  - Clay
  - Jackson
  - Platte
- In Kansas:
  - Johnson
  - Leavenworth
  - Miami
  - Wyandotte

MARC’s Board of Directors consists of 33 locally elected leaders representing eight counties. More information about MARC’s board members can be found at [www.marc.org](http://www.marc.org).

In addition to the above geographic jurisdictions, MARC also works closely with the following groups and organizations:

- Transit operators:
  - Kansas City Area Regional Transportation Authority (KCATA)
  - Johnson County Transit (The JO)
  - Unified Government Transit (UGT)
  - City of Independence Transit (IndeBus)
- State departments of transportation:
  - Missouri Department of Transportation (MoDOT)
  - Kansas Department of Transportation (KDOT)
- Federal Transit Administration (FTA)
- Federal Highway Administration (FHWA)
Some benefits of working with the MPO include: a voice in key regional decisions, distribution of federal transportation dollars, technical assistance to obtain federal and state funding, education and training opportunities, data to meet special planning needs, access to Geographic Information Systems (GIS) databases, access to data products, and technical expertise.

III. Requirement to Report Minority Representation on Planning and Advisory Bodies

MARC is governed by a board of directors consisting of 33 locally elected leaders from the nine member counties and the six largest cities in the region, as well as representatives from other cities in the area. The six largest cities are Kansas City, Mo., Kansas City, Kan., Overland Park, Kan., Independence, Mo., Lee’s Summit, Mo., and Olathe, Kan. The board oversees a variety of committees with topics ranging from transportation and environment to aging, early learning, emergency services and public safety, and research services.

MARC’s transportation planning, programming and policy committees are composed of elected officials or municipal staff as delegated by the membership jurisdictions. Committee appointments MARC encourages jurisdictions, “To best reflect the demographic diversity of our communities and region we encourage you to consider minorities, women and economically disadvantaged persons when making your appointments.”

MARC’s Total Transportation Policy Committee (TTPC) serves as the local decision-making and policy-development body for multimodal transportation in the region. TTPC is overseen by the MARC Board of Directors, and is the parent committee to a variety of other transportation planning and programming committees, as shown in Figure 1.1.

Figure 1.1

MARC Transportation/Air Quality Committee Structure

MARC’s transportation planning, programming and policy committees are composed of elected officials or municipal staff as delegated by the membership jurisdictions. Committee appointments, MARC encourage membership jurisdictions to best reflect the demographic diversity of our communities and region by encouraging jurisdictions to consider minorities, women and economically disadvantaged persons when making appointments. MARC’s boards are composed of elected officials and the requirement to report minority representation does not apply.

The programming and modal committees housed at MARC comprise representatives from a variety of backgrounds and interests, including engineering and planning professionals, bicycle and pedestrian advocacy groups, business interests and locally elected officials, interested citizens, and others. The range of professions and interests represented contributes to the balance under which MARC planning activities occur.

1 MARC’s Board of Directors is composed of elected official FTA’s C4702.1B Chapter III(10) does not apply.
IV. Policy Statement and Authorities

The Mid-America Regional Council (MARC) assures that no person shall, on the grounds of race, color, or national origin, as provided by Title VI of the Civil Rights Act of 1964 and the Civil Rights Restoration Act of 1987 (PL 100.259), be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. MARC further assures that every effort will be made to ensure nondiscrimination in all of its programs and activities, whether those programs and activities are federally funded or not. In the event MARC distributes federal aid funds to another governmental entity, MARC will include Title VI language in all written agreements and will monitor for compliance. MARC’s Title VI Coordinator is responsible for initiating and monitoring Title VI activities, preparing required reports, and other MARC responsibilities as required by Title 23 Code of Federal Regulations (CFR) Part 200, and Title 49 CFR Part 21.

David Warm, Executive Director       Date

Title VI of the 1964 Civil Rights Act provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity receiving federal financial assistance (refer to 23 CFR 200.9 and 49 CFR 21). The Civil Rights Restoration Act of 1987 broadened the scope of Title VI coverage by expanding the definition of the terms “programs or activities” to include all programs or activities of federal aid recipients, subrecipients and contractors, whether such programs and activities are federally assisted or not (Public Law 100259 [S. 557] March 22, 1988).

Additional Authorities and Citations Include: Title VI of the Civil Rights Act of 1964, 42 USC 2000d to 2000-4; 42 USC 4601 to 4655; 23 United States Code 109(h); 23 United States Code 324; Department of Transportation Order 1050.2; Executive Order 12250; Executive Order 12898; 28 CFR 50.

V. Organization

MARC’s executive director is responsible for ensuring implementation of the agency’s Title VI program. The Title VI Coordinator, under supervision of the executive director, is responsible for coordinating the overall administration of the Title VI program, plan and assurances (See Appendix 1).

Five areas of MARC’s work program have been identified as applicable to Title VI regulations:

**Five Title VI Program areas**
1. Communications and public involvement.
2. Planning and programming.
3. Environmental affairs.
5. Education and training.

The agency’s Title VI-related responsibilities fall into two main categories: “general responsibilities,” applicable to all five Title VI Program Areas, and “program area responsibilities” that are specific to each Title VI program area. It is important to note that the first three Title VI Program areas noted are interrelated; they have been treated separately for purposes of clarity and correspond with the agency’s organization. For example, the communications and public involvement program area applies to and affects the agency work program as a whole, particularly agency efforts and responsibilities related to planning, programming and environmental affairs.

MARC’s Title VI Coordinator is generally responsible for overseeing Title VI compliance in each of the program areas. Other staff members are expected to provide information and support to assist the Title VI Coordinator to perform his or her tasks.
VI. General Responsibilities

We have listed general Title VI responsibilities of the agency applicable to all five Title VI program areas. The Title VI Coordinator, with involvement and assistance from other staff members, is responsible for ensuring these elements of the plan are appropriately implemented and maintained.

1. Data Collection. Statistical data on race, color, national origin, income level and language spoken of participants in, and beneficiaries of, federally funded programs is to be gathered and maintained as described in the Program Area Responsibilities section of this document. The data-gathering process will be reviewed regularly to ensure sufficiency of the data in meeting the requirements of the Title VI Program.

2. Annual Report and Update. An Annual Report and Update will be submitted by the end of October each year, to MoDOT’s and KDOT’s offices of Civil Rights, the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA). The Title VI Coordinator is responsible for gathering information from appropriate staff members and consolidating this information into the final document. The final document is to include:
   a. A report on the previous year’s Title VI-related activities and efforts, including accomplishments and program changes.
   b. An update on Title VI-related goals and objectives for the upcoming year.

3. Annual Review of Title VI Program. Each year, in preparing for the Annual Report and Update, the Title VI Coordinator will review the agency’s Title VI program to assure compliance with Title VI. In addition, he or she will review agency operational guidelines and publications, including those for contractors, to ensure that Title VI language and provisions are incorporated, as appropriate.

4. Dissemination of Information Related to the Title VI Program. Information on the agency’s Title VI program will be disseminated to agency employees, contractors, and beneficiaries, as well as to the public, as described in the Program Area Responsibilities section of this document, and in other languages when needed.

5. Resolution of Complaints. Any individual may exercise his or her right to file a complaint with MARC, if that person believes that he or she, or any other program beneficiaries, have been subjected to unequal treatment or discrimination, in his or her receipt of benefits/services or on the grounds of race, color or national origin. MARC will make a concerted effort to resolve complaints as put forth in its Title VI Complaint Procedure, found in Appendix 2. A list of transit-related complaints, investigations and lawsuits may be found in Appendix 2a. To-date, MARC has never received a Title VI complaint.

6. Procedures Manual. A procedural manual for the agency’s Title VI Program, incorporating the day-to-day processes necessary to maintain the program, will be developed by MARC and updated regularly to incorporate changes and additional responsibilities.
VII. Responsibilities of the Title VI Coordinator

The Title VI Coordinator is responsible for supervising staff activities pertaining to Title VI regulations and procedures set forth in federal guidance and according to MARC’s Title VI Procedures Manual. In support of this, the Title VI Coordinator will:

- Identify, investigate and work to eliminate discrimination, when identified or found to exist.
- Process Title VI complaints received by MARC, as described in Appendix 2.
- Meet with appropriate staff members to monitor and discuss progress, implementation and compliance issues related to MARC’s Title VI program.
- Review periodically the agency’s Title VI program to assess effectiveness of administrative procedures, appropriate staffing needs and resources are adequate to ensure compliance.
- Work with staff involved with consultant contracts and subrecipients to resolve any deficiency status concerns found, and write a remedial action if necessary, as described in the Consultant Contracts section of this plan.
- Review important Title VI-related issues with the executive director, as needed.
- Assess communications and public involvement strategies to ensure adequate participation of impacted Title VI-protected groups and address additional language needs when needed.

Title VI responsibilities include:

- Collection of data and statistical information.
- Creating an annual reports to be submitted to KDOT, MoDOT, FHWA and FTA.
- Annual Review of the Title VI program.
- Circulation of Title VI information.
- Resolve Title VI complaints.
- Create/update a procedural manual regarding Title VI program.

VIII. Responsibilities of Other Staff Members

Other staff members, under supervision of the Title VI Coordinator, will at times be asked to accept or share responsibility for day-to-day administration of the Title VI program, including implementation of the plan and Title VI compliance, program monitoring, reporting, and education within an applicable program area, as described in the Program Area Responsibilities section of this document. In addition, some staff may be asked to accept responsibility for drafting text for an assigned section of the Annual Title VI Report and Update, and to maintain the data and documentation necessary for that report. These responsibilities may include reviewing guidelines and procedures for the assigned Title VI program area, and incorporating Title VI-related language and provisions into agency documents, as appropriate.
IX. Program Area Responsibilities

A. Program Area 1: Communications and Public Involvement

The Communications and Public Involvement program area applies to and affects the agency work program as a whole, particularly efforts and responsibilities related to the Planning and Programming and Environmental Affairs program areas. It has been treated as a separate program area for purposes of clarity, and corresponding to agency organization. See Appendix 4 for MARC’s adopted Public Participation Plan.

As stated in the agency’s Public Participation Plan: MARC’s goal is to have significant and ongoing public involvement in the transportation planning process. MARC also seeks to empower the public to voice their ideas and values regarding transportation issues. MARC strives to ensure early and continuous public involvement in all major actions and decisions. MARC’s Public Participation Plan provides the outline of procedures for ensuring open and effective communication with citizens in the Kansas City region.

Principles of MARC’s Public Participation Plan:

• Equal access is an essential part of the public involvement process.
• Public notification is a priority of the metropolitan planning organization.
• It is the responsibility of the agency to offer access to information and provide timely public notice, as well as to educate the public about the planning process.

i. Elements of MARC’s Public Participation Plan (Appendix 4):

• Meetings: MARC’s committee structure provides an opportunity for local governments and citizens to interact, in order to address transportation and air quality issues. The committees allow those who work in the field and those with interests in transportation to meet on a regular basis to discuss issues, share information and coordinate planning activities. MARC complies with Chapter 610 of the Revised Statutes of Missouri, as amended, known as the Sunshine Law as it pertains to open records and open meetings and encourages any interested citizen to attend open meetings.

• Website: MARC maintains an extensive website, www.marc.org. This site includes information about the agency’s responsibilities, programs, publications and press releases; contact information for all staff; a search function; the Title VI Plan, complaint procedures and complaint form; and provides the ability for the public to make comments on MARC’s programs and policies online at http://www.marc.org/Transportation/Equity/Programs/Title-VI.

• Publications: MARC publishes a number of newsletters — including ReMARC — in addition to other publications such as reports and maps, about other MARC programs and projects. The Citizen’s Guide to Transportation Decision Making, was designed to help area residents understand the complex process of transportation decision making and learn how more effectively provide input. These materials are available on the MARC website or by directly contacting MARC staff. Most publications, including the agency newsletters, are provided free of charge, though a minor fee may be charged for some publications, when appropriate, to recover reproduction costs.

• Transportation Matters blog (transportation@marcblogs.org) is produced by MARC’s Transportation Department and provides information about major transportation plans and projects, upcoming meetings and public comment opportunities, activities, possible decisions and actions, and research. Readers can choose to subscribe to the blog and receive new posts through email. Subscriptions can be customized so that only posts relevant to the readers’ interests (i.e. transit) will be sent by email.

MARC’s public participation goals:

• Inform and educate the public.
• Reach out and build connections.
• Public engagement and inclusion.
• Use input to shape policies, plans and programs.
• Evaluate public participation strategies.
• Social media: MARC has several social media feeds that are used to provide important information about events, projects, and public comment opportunities. While MARC primarily uses these tools for communicating information to the public, the public can communicate back to MARC with comments or questions.

• Press releases: Press releases are routinely sent to news media in the nine-county region, when press coverage of specific events or decisions is warranted.

• Opportunities for public comment: MARC routinely provides opportunities for public comment and continues to work and find new and innovative ways to solicit public comments and involve all segments of the population in the Kansas City metropolitan region. Comments are accepted by phone, social media, fax, e-mail, U.S. mail, and in person at any open meeting. See the Opportunities for Public Comments section for more information.

• Staff is accessible: The MARC staff is accessible in person, by phone, by mail, by fax, by e-mail, or by online comment forms. Contact information for all staff members is provided on MARC's website.

• Events: Events such as workshops, webinars, open houses and forums are held on an as-needed basis. These events are open to the public.

ii. Opportunities for Public Comments

MARC routinely offers different ways for people to comment on transportation activities, programs and decisions made at the agency.

• Comments are accepted at any time: Comments are accepted via an online comment form, by phone, fax, e-mail, U.S. mail, and in person at any board or committee meeting. Contact information for all staff is provided on the agency website; all publications produced by MARC include contact information. MARC makes every effort to respond to all comments received.

• Citizen comments are requested at agency meetings: All MARC board and committee meetings are open to the public. Meeting dates are posted in advance on the agency's website and online calendar. Public comments and responses made during these meetings are kept on record in the official meeting summaries. All committees maintain mailing lists; anyone can request to be added to committee mailing lists.

• Formal public comment periods for major activities: Formal public comment and review periods are used to solicit comments on major planning and programming activities, such as proposed funding distributions, changes or amendments to the Transportation Improvement Program (TIP), changes to MARC policies (such as the Public Participation Plan), and updates to Transportation Outlook 2040, MARC's metropolitan transportation plan. Generally, information may be reviewed by one or more of MARC's committees and before being passed along to the parent committee (such as the Total Transportation Policy Committee or Air Quality Forum) for recommendation to release for a formal public review and comment period. The comment period is announced on the Transportation Matters blog, MARC's website, other agency publications, and in various local advertisements. Comments can be made in person, on the agency's website (using an online comment form), by e-mail, by U.S. postal mail, fax, or telephone. MARC will make every effort to respond to any comments received, and will forward comments to other agencies when appropriate. Comments received and staff responses will be reviewed at the next applicable committee meeting(s), at which time the committee(s) will determine whether it is appropriate to proceed with the recommended action.

iii. Strategies for Engaging Title VI Protected Groups

MARC realizes that there are large segments of the population rarely submit input. In an effort encourage a truly representative voice of the public, MARC will take the approach of “going to the public,” in addition to receiving comments from and educating those parties already interested and involved. As part of this effort, MARC will take the following steps:
• Plan meeting locations carefully: Public meetings should be held in locations that are accessible by public transit. Also, facilities should be compliant with the Americans with Disabilities Act. If a targeted population is located in a certain geographic area, the meeting location should be in that area for their convenience.

• Seek help from community leaders and organizations: To facilitate involvement of traditionally underserved populations, community leaders and organizations representing these groups should be consulted regarding how to most effectively reach their members. Relationships with these groups and organizations should be maintained for future planning process efforts.

• Use alternative news organizations: In addition to mainstream media organizations, advertisements and news releases announcing public participation opportunities should be targeted to media intended to reach minority and ethnic populations.

• Provide services for the disabled: Upon advance notice, deaf interpreters, translators and Braille documents can be provided for public meetings. Notifications of opportunities for public involvement will include contact information for people needing these or other special accommodations.

• Be sensitive to diverse audiences: At public meetings, MARC staff should attempt to communicate as effectively as possible. Technical jargon should be avoided, and appropriate dress and conduct are important. For some meetings, it may be best to use trained facilitators or language translators to better communicate with the audience.

iv. Strategies for Engaging Individuals with Limited English Proficiency
According to Census 2010 data, approximately 9 percent of persons in the nine MARC counties speak a language other than English at home, with Spanish, Indo-European and Asian/Pacific being the most used non-English languages. Only Spanish (at 6 percent) was in use at home by more than 1 percent of Kansas City area residents. MARC will endeavor to ensure that public notices and advertisements are advertised in Spanish in minority newspapers, and will maintain a list of staff members who speak a language other than English to provide points of contact for persons needing information. In addition, MARC will regularly update its list of qualified interpreters and businesses that can provide translation services in the event that translation is needed (Appendix 6).

v. Title VI Responsibilities
Staff involved in public participation is responsible for evaluating and monitoring compliance with Title VI requirements in all aspects of the agency’s public involvement process. Staff members will:

• Ensure that all communications and public participation efforts comply with Title VI.

• Develop and distribute information on Title VI and agency programs to the general public.

• Provide information in languages other than English, as needed.

• Disseminate information to minority media and ethnic- and gender-related organizations, to help ensure all social, economic and ethnic interest groups in the region are represented in the planning process.

• Include the Title VI Notices to the Public — full or abbreviated versions (see Appendix 5) — posted in MARC’s lobby, committee meeting agendas, in relevant press releases and advertisements and on the agency website.

• Notify affected, protected groups of public hearings regarding proposed actions and make hearings accessible to all residents. This includes the use of interpreters when requested, or when a strong need has been identified.
• Collect statistical information on attendees of public meetings to track the representation of different segments of the population.

• Encourage MARC’s committee structure to include representation from Title VI-relevant populations.

B. Program Area 2: Planning and Programming

MARC is responsible for developing long- and short-range transportation plans to provide efficient transportation services to the Kansas City metropolitan area. A comprehensive transportation-planning process is used, which entails the monitoring and collecting data related to transportation issues. MARC coordinates with KDOT, MoDOT, cities, counties and area transit agencies; seeks public involvement; and provides technical support when needed. Refer to “Program Area I: Communications and Public Involvement” for a description of how interaction with the public is handled in regards to this program area and the agency in general.

Operational Guidelines

Primary guidance is provided by:

• The Metropolitan Planning Organization (MPO) regulations 23 CFR 450.

• Fixing America’s Surface Transportation (FAST) Act (Pub. L No. 114-94).

• State and federal Clean Air acts and amendments.

i. Key Planning and Programming Activities

As the designated MPO for the Kansas City region, MARC receives federal funds to develop regional transportation plans and programs and coordinate technical and policy studies on a wide range of transportation and other programs. The primary products of the transportation planning process include:

• Transportation Outlook 2040, the region’s Metropolitan Transportation Plan (MTP).

• Transportation Improvement Program (TIP).

• Congestion Management Process (CMP).

• Public Participation Plan (PPP).

• Regional Intelligent Transportation System architecture (ITS).

• Unified Planning Work Program (UPWP).

• Disadvantaged Business Enterprise Program (DBE).

The agency also provides forecasts of population, housing, economic and transportation trends that form the basis for addressing current needs, and identifying and preparing for future needs.

ii. Considerations of Title VI and Needs of Underserved Population

Considerations of Title VI legislation are made throughout MARC’s planning and programming activities. The MARC planning and programming process insures the identification and evaluation underserved populations’ needs, for example:

• Data collection: Part of the agency’s work program involves collecting, analyzing and reporting on data for the Kansas City metropolitan region. This task includes information on population, housing, employment, poverty, income, wages, transportation, traffic and growth. Member agencies and other groups use this data for activities such as planning and fund distribution. MARC’s Research Services department collects data regularly and publishes information online at Metro Dataline,
http://marc.org/Data-Economy/Metrodataline. Information is collected from a variety of sources, including the U.S. Census Bureau; sources are noted on each data set. Information published on Metro Dataline is free and available to the public. MARC will comply with all data collection and reporting requirements as outlined in Appendix 7.

• **Transportation Outlook 2040:** The development of MARC’s MTP (Metropolitan Transportation Plan) includes an Environmental Justice (EJ) analysis to ensure that the burdens and benefits of planned transportation activities are distributed equitably across racial and socioeconomic groups. MARC staff reviews the impacts that plans, programs and projects may have on low-income and minority residents and communities in such areas as transportation investments, project effects on residents’ travel times, and access to transit.

• Transportation Improvement Program: The region’s five-year TIP includes an Environment Justice (EJ) analysis that reviews the impacts of planned transportation investments on disadvantaged populations and communities, similar to that in the MTP, *Transportation Outlook 2040*.

### iii. Title VI Responsibilities
Staff members are responsible for evaluating and monitoring compliance with Title VI requirements in all aspects of the agency’s planning and programming processes. These staff members will:

• Ensure that all aspects of the planning and programming process operation comply with Title VI.

• Prepare and update a demographic profile of the region using the most current and accurate information available on race, income, or other appropriate criteria.

• Make documents available to the public and member agencies on MARC’s website or in hard-copy format, if requested.

• Develop a process for assessing the effects of transportation investment distributions in the region in planning and programming.

• Continue to ensure that staff makes concerted efforts to involve members of all social, economic and ethnic groups in the planning processes.

### C. Program Area 3: Environmental Justice by Executive Order 12898 (EJ)

The concept of environmental justice includes the identification and assessment of disproportionately high and adverse effects of programs, policies or activities on minority and low-income population groups. Within the context of regional transportation planning, environmental justice considers the relative distribution of costs and benefits from transportation investment strategies and policies among different segments of society (Table 1 Kansas City region demographics). MARC strives to incorporate fairness and equity into the regional transportation process.

MARC assesses the impacts of all major surface transportation projects planned that receive federal funding across the Kansas City region. These projects are included in the Transportation Improvement Program (TIP) and the Metropolitan Transportation Plan (MTP). MARC analyzes where federal investments are distributed around the region and how the implementation of these projects impact EJ populations over time (Appendix 8). MARC’s goal is to have adequate public involvement from minority and low-income populations in the transportation planning process, and to help ensure these populations are receiving a proportionate share of federal transportation investment benefits.
### Table 1: Kansas City region Demographics within MARC MPO Region

<table>
<thead>
<tr>
<th>Minority Populations</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black or African American</td>
<td>248,031</td>
<td>12.9%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>8,348</td>
<td>0.4%</td>
</tr>
<tr>
<td>Asian</td>
<td>49,469</td>
<td>2.6%</td>
</tr>
<tr>
<td>Native Hawaiian and Pacific Islander</td>
<td>2,925</td>
<td>0.2%</td>
</tr>
<tr>
<td>Some Other Ethnicity</td>
<td>47,528</td>
<td>2.5%</td>
</tr>
<tr>
<td>Two or More Ethnicity</td>
<td>57,002</td>
<td>3.0%</td>
</tr>
<tr>
<td>Hispanic or Latino*</td>
<td>168,745</td>
<td>8.8%</td>
</tr>
<tr>
<td>Minority Population</td>
<td>582,048</td>
<td>30.3%</td>
</tr>
<tr>
<td>Total Population</td>
<td>1,921,150</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Households

<table>
<thead>
<tr>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-Income Households</td>
<td>242,463</td>
</tr>
</tbody>
</table>

(U.S. Census Bureau’s 2010-2014 American Community Survey (ACS) 5-Year Estimates)

MARC examines projects and transportation investments funded through federal programs. MARC calculates investments per capita the distribution of funds in identified environmental justice areas vs. non-environmental justice areas. This examination compares previous federal transportation funding rounds to determine the level of equity programmed in environmental justice areas.

A spatial analysis is created to represent proposed transportation projects in relation to minority populations and low-income households. MARC visually and geographically assesses whether EJ populations are receiving disproportionately high and adverse impacts as a result of federal transportation investments. The spatial analysis displays the geographic distribution of transportation investments through a series of maps to help visualize the analysis. Maps are presented throughout the TIP and MTP documents. To involve and promote participation from all communities, MARC maintains an EJ spatial analysis on its transportation webpage.

**Note:** MARC does not own facilities and/or manage projects that require site relocation, location analysis or land acquisition requiring NEPA. FTA C4702.1B, Chapter III(13) does not apply.

### Operational Guidelines

Executive Order 12898 on environmental justice, and federal and state administrative guidelines for implementing environmental justice requirements.

#### i. Title VI Responsibilities

Staff members are responsible for evaluating and monitoring environmental justice compliance with Title VI. Staff members will:

- Ensure Title VI environmental justice compliance.
- Analyze and make findings regarding the population affected by the action.
- Analyze and make findings about the impacts of planned projects on protected Title VI groups; and determine if there will be a disproportionately high and adverse impact on these groups over time.
- Disseminate information to the public on the processes used and findings of any analysis, in accordance with all agency public involvement procedures. This includes dissemination to groups representing minority media and ethnic/gender related organizations, and the use of public
D. Program Area 4: Consultant Contracts

MARC is responsible for selection, negotiation and administration of its consultant contracts. MARC operates under its internal contract procedures and all relevant federal and state laws.

Operational Guidelines:

• MARC’s Disadvantaged Business Enterprise Program.

• Title 48, Chapter 1, Part 31 – Contract Cost Principles and Procedures.

• Title 23, CFR 172 – Administration of Engineering and Design-Related Service Contracts.

i. Contract Procedures

MARC’s contract procedures are outlined in the Mid-America Regional Council Purchasing Policy. MARC verifies Title VI compliance by consultants (subrecipients of federal funds) in the contracting process. By signing, the contractor agrees to the contract terms and verifies compliance. In addition, Title VI text is included in all MARC requests for proposals and contracts.

ii. Disadvantaged Business Enterprise (DBE) Program

MARC maintains a DBE program that is updated as needed, and corresponding DBE participation goals are updated every three years starting in 2012. MARC reports on DBE participation to FTA and FHWA annually. At the end of three fiscal years, actual DBE participation is evaluated in comparison to established goals. Efforts should be made to create a level playing field for DBE and non-DBE contractors to participate in federally funded projects.

Operational Guidelines:

• Title 49 CFR 26 - Participation by Disadvantage Business Enterprises in Department of Transportation Financial Assistance Programs

• MARC’s Disadvantaged Business Enterprise Program

iii. Title VI Responsibilities

Title VI responsibilities associated with consultant contracts include the following:

• Ensure inclusion of Title VI language in contracts and requests for proposals.

• Review consultants for Title VI compliance as described below:
  - Ensure that all consultants verify compliance with Title VI procedures and requirements.
  - If a recipient or subrecipient is found to be noncompliant with Title VI, the Title VI Coordinator and relevant staff will work with the recipient or subrecipient to resolve the deficiency and will write a remedial action, if necessary.

• Maintain the DBE program as described below:
  - Monitor, update, and maintain the agency’s DBE program.
  - Submit annual reports on DBE participation to FTA and FHWA.
  - Establish and adjust DBE participation goals, as appropriate.
  - Annually review and evaluate DBE participation in relation to DBE goals, and continue efforts to create a level playing field for DBE and non-DBE consultants to participate in federally funded projects.

E. Program Area 5: Education and Training

Title VI and federal and state antidiscrimination laws provide equal opportunity and fair treatment in all employment-related decisions for minorities, women, veterans, individuals with a disability, and other individuals, including educational and training opportunities.
Operational Guidelines

• MARC Affirmative Action Program

i. Employees Encouraged to Participate in Training

All MARC employees are encouraged to participate in professional development and training. Training and education opportunities are made available to all employees, which includes all information on federally funded training, such as courses provided by the National Highway Institute (NHI) and National Transit Institute (NTI).

ii. Title VI Program Responsibilities

Under the category of education and training, Title VI responsibilities include:

• Assistance distributing information to MARC staff regarding Title VI training programs and related statutes.
• Equal access to and participation in applicable NHI and NTI courses for qualified MARC employees.
• Track staff participation in Title VI, NHI and NTI courses.
• Establish, maintain, and update a Title VI procedures manual containing general information about the administration of MARC’s Title VI program, as well as related documents (such as a complaint form).

F. Program Area 6: Ensuring Nondiscrimination of Federal Pass-Through and Subrecipient monitoring

i. Nondiscrimination Pass-Through of FTA Financial Assistance

MARC does not have subrecipients of FTA funds. Over the past few years, the Kansas City Area Transportation Agency (KCATA) has been the recipient of 5316 Job Access and Reverse Commute (JARC) and 5317 New Freedom Program funding. Under the most recent legislation, MAP-21, program 5310 — transportation for older adults and persons with disabilities, the KCATA is the primary recipient. An area-wide solicitation of applications for grants under this programs is conducted in cooperation with MARC. MARC uses goals and objectives in the region’s Coordinated Public Transit-Human Services Transportation Plan (Transportation Outlook 2040: Public Transit and Human Services Transportation) to facilitate and ensure nondiscriminatory pass-through of FTA financial assistance.

A. Project Selection Criteria and Method for Distributing FTA Funds Section: Subsequent to FTA program allocation notification program, announcements are placed in all major Kansas City regional newspapers, in direct mailing items, and on the MARC website. Formal applications are distributed by direct download from the website; direct mail and e-mail applications are available upon request. Upon formal application submission, MARC staff reviews, screens, and ranks the applications. The Special Transportation Committee ranks the formal applications based on need. Committee rankings combined with the amount of available federal funding determine how many of the highest ranked applications are approved. MARC maintains files for each grant year that contains a list of approved and rejected applicants. This list identifies which DBE applicants and applicants provide services to minorities. Determination of need is decided by various indicators of transit dependency and the lack of mobility including income, race, and automobile ownership.

B. Subrecipients must have an adopted Title VI — Civil Rights Act of 1964 Program including but not limited agreeing to the following agreement:

1. Subrecipient agrees for itself, its assignees, and successors in interest (hereinafter collectively referred to as Subrecipient) that Subrecipient shall comply with the regulations governing nondiscrimination in Federally-assisted programs of the USDOT, as set forth in 49 CFR, Part 21, as they may be amended from time to time and hereinafter referred to as Regulations. Regulations are hereby incorporated by reference and made a part of this Agreement. Subrecipient shall not discriminate on the grounds of race, color, or national origin in selecting and retaining subcontractors, including procurements of materials and leases of equipment.

2. Subrecipient shall not participate, either directly or indirectly, in discrimination prohibited by

2 MARC currently does not have FTA funded subrecipients, but in an event of obtaining subrecipients MARC will follow subrecipient monitoring as outlined within the Program.
Section 21.5 of the Regulations, including employment practices, when the Agreement covers program finance fully or in part by FTA.

3. In all solicitations, either by competitive bidding or negotiation, made by Subrecipient for work to be performed under a subcontract, including procurements of materials or leases of equipment, each potential subcontractor or supplier shall be notified by Subrecipient of Subrecipient’s obligations under this Agreement and the Regulations relative to nondiscrimination on the grounds of race, color, or national origin.

4. Subrecipient shall provide all information and reports required by the Regulations or directives issued pursuant thereto, and shall permit access to its accounts, books, records, other sources of information, and its facilities as may be determined by MARC, the state or the federal government to be pertinent to ascertain compliance with such Regulations, orders and instructions. Where any information required of Subrecipient is in the exclusive possession of another who fails or refuses to furnish this information, Subrecipient shall so certify to MARC, the state or the federal government, as appropriate, and shall set forth what efforts it has made to obtain the information.

5. In the event of Subrecipient’s noncompliance with the nondiscrimination provision of this Agreement, MARC shall impose such contract sanctions as it, the state, or the federal government may determine to be appropriate, including, but not limited to withholding of payments to Subrecipient under the Agreement until Subrecipient complies, and/or, cancellation, termination or suspension of the Agreement, in whole or in part.

6. Subrecipient shall include the provisions of paragraphs 2 through 6 in every subcontract, including procurements of materials and leases of equipment, unless exempt by the Regulations, or directives issued pursuant thereto. Subrecipient shall take such action with respect to any subcontract or procurement as MARC, the state or the federal government may direct as a means of enforcing such provisions including sanctions for noncompliance; provided, however, that, in the event Subrecipient becomes involved in, or is threatened with, litigation with a subcontractor or supplier as a result of such direction, Subrecipient may request MARC, or the State to enter into such litigation to protect the interests of MARC, or the state, and, in addition, Subrecipient may request the federal government to enter into such litigation to protect the interests of the federal government.

7. Subrecipient shall comply with the applicable provisions of Executive Order 11246 of September 24, 1965, Title VI of the Civil Rights Act of 1964, and the rules, regulations, and relevant orders of the Secretary of Transportation and the Secretary of Labor. In the event of Subrecipient’s non-compliance with the nondiscrimination clauses of the Agreement or with any of the rules, regulations or orders, this Agreement may be canceled, terminated or suspended, in whole or in part, and Subrecipient may be declared ineligible for further Federally-assisted contracts in accordance with procedures authorized in Executive Order 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order 11246 of September 24, 1965, or by rule, regulation or order of the Secretary of Labor, or as otherwise provided by law. Through these stipulations and processes of passing financial assistance through to subrecipients, MARC ensures that FTA funds are allocated among subrecipients in a non-discriminatory way, and then are used by those subrecipients in a non-discriminatory way as well.

ii. Monitoring of Compliance by Subrecipients (as requested)

As a direct recipient of FTA funds, MARC is responsible for monitoring the compliance of its subrecipients. MARC schedules routine meetings to provide assistance to subrecipients as needed. It also invites subrecipients to participate in training, presentations, conferences, webinars and meetings sponsored by the Kansas City Area Transportation Authority (KCATA), Kansas and Missouri departments of transportation and the FTA.

iii. Title VI Program Requirements

Each transportation provider must sign an assurance that they will not discriminate on the grounds of race, color or national origin, exclude from participation in, deny the benefits of, or subject to discrimination any person within the program or activity receiving federal financial assistance. This assurance is found in the 49 U.S.C. 5310 and 49 U.S.C. 5311 application and is part of the signed...
agreement between MARC and the transportation provider. MARC requires all applicants and/or subrecipients to provide information as described in FTA Circular 4702.1B (as amended). In addition to requirements outlined in the circular, subrecipient must report to MARC on compliance at least once every three years of operation.

**Operational Guidelines**

- FTA Circular 4702.1B

iv. Subrecipient Requirements and Monitoring

**Definition of Subrecipient from FTA Master Agreement:**
Subrecipient means any entity that receives Federal assistance awarded by a FTA Recipient, rather than FTA directly. The term “subrecipient” also includes the term “subgrantee,” but does not include “third-party contractor” or “third-party subcontractor.”

**Application Process:**
- All projects – complete forms for project description/detail and budget and timeline/milestones.
- FTA Certifications and Assurances should be completed annually for each new federal fiscal year, which begins on October 1.
- Proof of acceptable A-133 audit if over $500,000 of federal funds is received on an annual basis (includes all federal sources).
- Construction projects/environmental requirements – Categorical exclusions, State Historic Preservation Office, etc., if applicable.
- Revenue vehicles – changes to fleet plan, if applicable.

**Award Process:**
Federal notice of award is received. Note that this must occur before all subsequent steps. MARC issues to the Subrecipient the Subrecipient Agreement that flows through FTA requirements, including:
- Title VI of the Civil Rights Act of 1964.
- Equal Employment Opportunity (EEO).
- Boilerplate FTA language must be included and flowed through to all levels.
- Disclosure Form to Report Lobbying activities (FTA Form LLL).

**MARC staff provided Grant Administration Process oversight:**
- Procurement rules and guidance questions to MARC.
- Prior approvals (as necessary and in consultation with FTA) – Buy America, scope changes, etc.
- Rebudgeting, revision or amendment.
- Record keeping.
- Reporting – financial and milestone.
- Other – DBE reporting.
- Closeout.
- Audit.

**X. Questions**
For questions on MARC’s Title VI plan and procedures, please contact the Title VI Coordinator at (816)-474-4240 or by email at dblo@marc.org. For information on MARC’s work programs or publications, visit MARC’s website at www.marc.org.
Appendix 1

MARC Title VI Assurances

The Mid-America Regional Council HEREBY CERTIFIES THAT, as a condition of receiving federal financial assistance under the Federal Transit Act of 1964, as amended, it will ensure that:

1. No person on the basis of race, color, or national origin will be subjected to discrimination in the level and quality of transportation services and transit-related benefits.

2. The Mid-America Regional Council will compile, maintain and submit in a timely manner Title VI information required by FTA Circular 4702.1B as updated and in compliance with the Department of Transportation's Title VI regulation, 49 CFR Part 21.

3. Prevent the denial, reduction, or delay in benefits related to programs and activities that benefit minority populations or low-income populations.

4. Ensure meaningful access to programs and activities by persons with Limited English Proficiency (LEP).

5. The Mid-America Regional Council will make it known to the public that those person or persons alleging discrimination on the basis of race, color, or national origin as it relates to the provision of transportation services and transit-related benefits may file a complaint with the Federal Transit Administration and/or the U.S. Department of Transportation.

The person or persons whose signature appears below are authorized to sign this assurance on behalf of the grant applicant or recipient.

______________________________   ____________________________
David A. Warm, Executive Director   Date
Mid-America Regional Council
Part A: Department of Transportation Title VI Assurance

The Mid-America Regional Council (hereinafter referred to as the “Recipient”) HEREBY AGREES THAT as a condition to receiving any federal financial assistance from the Department of Transportation it will comply with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d-42 U.S.C. 2000d-4 (hereinafter referred to as the “Act”), and all requirements imposed by or pursuant to Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally Assisted Programs of the Department of Transportation – Effectuation of Title VI of the Civil Rights Act of 1964 (hereinafter referred to as the Regulations) and other pertinent directives, to the end that in accordance with the Act, Regulations, and other pertinent directives, no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the Recipient receives federal financial assistance from the Department of Transportation, including the Federal Transit Administration, and HEREBY GIVES ASSURANCE THAT it will promptly take any measures necessary to effectuate this agreement. This assurance is required by subsection 21.7(a) of the Regulations.

More specifically and without limiting the above general assurance, the Recipient hereby gives the following specific assurances with respect to its FTA Programs 5307 and 5309:

1. That the Recipient agrees that each “program” and each “facility” as defined in subsections 21.23(e) and 21.23(b) of the Regulations, will be (with regard to a “program”) conducted, or will be (with regard to a “facility”) operated in compliance with all requirements imposed by, or pursuant to, the Regulations.

2. That the Recipient shall insert the following notification in all solicitations for bids for work or material subject to the Regulations and made in connection with all FTA Programs 5307 and 5309 and, in adapted form in all proposals for negotiated agreements:

   The Mid-America Regional Council, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

3. That the Recipient shall insert the clauses of Appendix A of this assurance in every contract subject to this Act and the Regulations.

4. That the Recipient shall insert the clauses of Appendix B of this assurance, as a covenant running with the land, in any deed from the United States effecting a transfer of real property, structures, or improvements thereon, or interest therein.

5. That where the Recipient receives federal financial assistance to construct a facility, or part of a facility, the assurance shall extend to the entire facility and facilities operated in connection therewith.

6. That where the Recipient receives federal financial assistance in the form, or for the acquisition of real property or an interest in real property, the assurance shall extend to rights to space on, over or under such property.
7. That the Recipient shall include the appropriate clauses set forth in Appendix C of this assurance, as a covenant running with the land, in any future deeds, leases, permits, licenses, and similar agreements enter into by the Recipient with other parties: (a) for the subsequent transfer of real property acquired or improved under the FTA Programs 5307 and 5309; and (b) for the construction or use of or access to space on, over, or under real property acquired, or improved under FTA Programs 5307 and 5309.

8. That this assurance obligates the Recipient for the period during which federal financial assistance is extended to the program, except where the federal financial assistance is to provide, or is in the form of, personal property, or real property or interest therein or structures or improvements thereon, in which case the assurance obligates the Recipient or any transferee for the longer of the following periods: (a) the period during which the property is used for a purpose for which the federal financial assistance is extended, or for another purpose involving the provision of similar services or benefits; or (b) the period during which the Recipient retains ownership or possession of the property.

9. The Recipient shall provide for such methods of administration for the program as are found by the Secretary of Transportation or the official to whom he/she delegates specific authority to give reasonable guarantee that it, other recipients, subgrantees, contractors, subcontractors, transferees, successors in interest, and other participants of Federal financial assistance under such program will comply with all requirements imposed or pursuant to the Act, the Regulations and this assurance.

10. The Recipient agrees that the United States has a right to seek judicial enforcement with regard to any matter arising under the Act, the Regulations and this assurance.

THIS ASSURANCE is given in consideration of and for the purpose of obtaining any and all Federal grants, loans, contracts, property, discounts or other federal financial assistance extended after the date hereof to the Recipient by the Department of Transportation under the FTA Programs 5307 and 5309 and is binding on it, other recipients, subgrantees, contractors, subcontractors, transferees, successors in interest and other participants in the FTA Programs 5307 and 5309. The person or persons whose signatures appear below are authorized to sign this assurance on behalf of the Recipient.

David A. Warm, Executive Director
Mid-America Regional Council

Date
Part B: Contract Assurances

During the performance of this contract, the contractor, for itself, its assignees and successors in interest (hereinafter referred to as the “contractor”) agrees as follows:

1. **Compliance with Regulations:** The contractor shall comply with the Regulations relative to nondiscrimination in federally assisted programs of the Department of Transportation (hereinafter, “DOT”) Title 49, Code of Federal Regulations, Part 21, as they may be amended from time to time, (hereinafter referred to as the “Regulations”), which are herein incorporated by reference and made a part of this contract.

2. **Nondiscrimination:** The contractor, with regard to the work performed by it during the contract, shall not discriminate on the grounds of race, color, or national origin in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The contractor shall not participate either directly or indirectly in the discrimination prohibited by Section 21.5 of the Regulations, including employment practices when the contract covers a program set forth in Appendix B of the Regulations.

3. **Solicitations for Subcontracts, Including Procurements of Materials and Equipment:** In all solicitations either by competitive bidding or negotiation made by the contractor for work to be performed under a subcontract, including procurements of materials or leases of equipment, each potential subcontractor or supplier shall be notified by the contractor of the contractor’s obligations under this contract and the Regulations relative to nondiscrimination on the grounds of race, color, or national origin.

4. **Information and Reports:** The contractor shall provide all information and reports required by the Regulations or directives issued pursuant thereto, and shall permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the Mid-America Regional Council or the Federal Transit Administration to be pertinent to ascertain compliance with such Regulations, orders and instructions. Where any information required of a contractor is in the exclusive possession of another who fails or refuses to furnish this information the contractor shall so certify to the Mid-America Regional Council, or the Federal Transit Administration as appropriate, and shall set forth what efforts it has made to obtain the information.

5. **Sanctions for Noncompliance:** In the event of the contractor’s noncompliance with nondiscrimination provisions of this contract, the Mid-America Regional Council shall impose contract sanctions as it or the Federal Transit Administration may determine to be appropriate, including, but not limited to:
   
   a. withholding of payments to the contractor under the contract until the contractor complies; and/or
   
   b. cancellation, termination, or suspension of the contract, in whole or in part.

6. **Incorporation of Provisions:** The contractor shall include the provisions of paragraphs (1) through (6) in every subcontract, including procurements of materials and leases of equipment, unless exempt by the Regulations, or directives issued pursuant thereto. The contractor shall take such action with respect to any subcontract or procurement as the Mid-America Regional Council or the Federal Transit Administration may direct as a means of enforcing such provisions including sanctions for noncompliance: Provided, however, that in the event a contractor becomes involved in, or is threatened with, litigation with a subcontractor or supplier as a result of such direction, the contractor may request the Mid-America Regional Council to enter into such litigation to protect the interests of the Mid-America Regional Council, and, in addition, the contractor may request the United States to enter into such litigation to protect the interests of the United States.
Part C

The following clauses shall be included in any and all deeds effecting or recording the transfer of real property, structures or improvements thereon, or interest therein from the United States.

(Granting Clause)

NOW, THEREFORE, the Department of Transportation, as authorized by law, and upon the condition that the (Name of Recipient) will accept title to the lands and maintain the project constructed thereon, in accordance with (Name of Appropriate Legislative Authority), the Regulations for the Administration of (Name of Appropriate Program) and the policies and procedures prescribed by (Name of Appropriate Administration) of the Department of Transportation and, also in accordance with and in compliance with all requirements imposed by or pursuant to Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally Assisted Programs of the Department of Transportation (hereinafter referred to as the Regulations) pertaining to and effectuating the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252; 42 U.S.C. 2000d to 2000d-4), does hereby remise, release, quitclaim and convey unto the (Name of Recipient) all the right, title and interest of the Department of Transportation in and to said lands described in Exhibit “A” attached hereto and made a part hereof.

(Habendum Clause)

TO HAVE AND TO HOLD said lands and interests therein unto (Name of Recipient) and its successors forever, subject, however, to the covenants, conditions, restrictions and reservations herein contained as follows, which will remain in effect for the period during which the real property or structures are used for a purpose for which federal financial assistance is extended or for another purpose involving the provision of similar services or benefits and shall be binding on the (Name of Recipient), its successors and assigns.

The (Name of Recipient), in consideration of the conveyance of said lands and interests in lands, does hereby covenant and agree as a covenant running with the land for itself, its successors and assigns, that (1) no person shall on the grounds of race, color, , or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination with regard to any facility located wholly or in part on, over or under such lands hereby conveyed [ ] [and] * (2) that the (Name of Recipient) shall use the lands and interests in lands and interests in lands so conveyed, in compliance with all requirements imposed by or pursuant to Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally Assisted Programs of the Department of Transportation – Effectuation of Title VI of the Civil Rights Act of 1964, and as said Regulations may be amended, and (3) that in the event of breach of any of the above-mentioned nondiscrimination conditions, the Department shall have a right to re-enter said lands and facilities on said land, and the above described land and facilities shall thereon revert to and vest in and become the absolute property of the Department of Transportation and its assigns as such interest existed prior to this instruction.*

* Reverter clause and related language to be used only when it is determined that such a clause is necessary in order to effectuate the purposes of Title VI of the Civil Rights Act of 1964.

Part D

The following clauses shall be included in all deeds, licenses, leases, permits, or similar instruments entered into by the Mid-America Regional Council pursuant to the provisions of Assurance 7(a).

The (grantee, licensee, lessee, permittee, etc., as appropriate) for herself/himself, his/her heirs, personal representatives, successors in interest, and assigns, as a part of the consideration hereof, does hereby covenant and agree [in the case of deeds and leases add “as a covenant running with the land”] that in the event facilities are constructed, maintained, or otherwise operated on the said property described in this (deed, license, lease, permit, etc.) for a purpose for which a Department of Transportation program or activity is extended or for another purpose involving the provision of
similar services or benefits, the (grantee, licensee lessee, permittee, etc.) shall maintain and operate such facilities and services in compliance with all other requirements imposed pursuant to Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination of Federally-Assisted Programs of the Department of Transportation - Effectuation of Title VI of the Civil Rights Act of 1964, and as said Regulations may be amended.

[Include in licenses, leases, permits, etc.]*

That in the event of breach of any of the above nondiscrimination covenants, the Mid-America Regional Council shall have the right to terminate the [license, lease, permit, etc.] and to re-enter and repossess said land and the facilities thereon, and hold the same as if said [licenses, lease, permit, etc.] had never been made or issued.

[Include in deeds]*

That in the event of breach of any of the above nondiscrimination covenants, the Mid-America Regional Council shall have the right to re-enter said lands and facilities thereon, and the above described lands and facilities shall thereupon revert to and vest in and become the absolute property of the Mid-America Regional Council and its assigns.

The following shall be included in all deeds, licenses, leases, permits, or similar agreements entered into by the Mid-America Regional Council pursuant to the provisions of Assurance 7(b).

The (grantee, licensee, lessee, permittee, etc., as appropriate) for herself/himself, his/her personal representatives, successors in interest, and assigns, as a part of the consideration hereof, does hereby covenant and agree (in case of deeds, and leases add “as a covenant running with the land”) that (1) no person on the grounds of race, color, or national origin shall be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination in the use of said facilities, (2) that in the construction of any improvements on, over or under such land and the furnishing services thereon, no person on the grounds of race, color, or national origin shall be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination, and (3) that the (grantee, licensee, lessee, permittee, etc.) shall use the premises in compliance with all other requirements imposed by or pursuant to Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally Assisted Programs of the Department of Transportation - Effectuation of Title VI of the Civil Rights Act of 1964, and as said Regulations may be amended.

[Include in licenses, leases, permits, etc.]*

That in the event of breach of any of the above nondiscrimination covenants, the Mid-America Regional Council shall have the right to terminate the [license, lease, permit, etc.] and to re-enter and repossess said land and the facilities thereon, and hold the same as if said [license, lease, permit, etc.] had never been made or issued.

[Include in deeds]*

That in the event of breach of any of the above nondiscrimination covenants, the Mid-America Regional Council shall have the right to re-enter said land and facilities thereon, and the above described lands and facilities shall thereupon revert to and vest in and become the absolute property of the Mid-America Regional Council and its assigns.

* Reverter clause and related language to be used only when it is determined that such a clause is necessary in order to effectuate the purposes of Title VI of the Civil Rights Act of 1964.
Part E

During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the “contractor”) agrees to comply with the following non-discrimination statutes and authorities; including but not limited to:

Pertinent Non-Discrimination Authorities:

- The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 U.S.C. § 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- Federal-Aid Highway Act of 1973, (23 U.S.C. § 324 et seq.), (prohibits discrimination on the basis of sex);
- The Age Discrimination Act of 1975, as amended, (42 U.S.C. § 6101 et seq.), (prohibits discrimination on the basis of age);
- Airport and Airway Improvement Act of 1982, (49 USC § 471, Section 47123), as amended, (prohibits discrimination based on race, creed, color, national origin, or sex);
- The Civil Rights Restoration Act of 1987, (PL 100-209), (Broadened the scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms “programs or activities” to include all of the programs or activities of the Federal-aid recipients, sub-recipients and contractors, whether such programs or activities are Federally funded or not);
- Titles II and III of the Americans with Disabilities Act, which prohibit discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing entities (42 U.S.C. §§ 12131-12189) as implemented by Department of Transportation regulations at 49 C.F.R. parts 37 and 38;
- The Federal Aviation Administration’s Non-discrimination statute (49 U.S.C. § 47123) (prohibits discrimination on the basis of race, color, national origin, and sex);
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, which ensures Non-discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations;
- Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency, and resulting agency guidance, national origin discrimination includes discrimination because of Limited English proficiency (LEP). To ensure compliance with Title VI, you must take reasonable steps to ensure that LEP persons have meaningful access to your programs (70 Fed. Reg. at 74087 to 74100);
- Title IX of the Education Amendments of 1972, as amended, which prohibits you from discriminating because of sex in education programs or activities (20 U.S.C. 1681 et seq).
Appendix 1a: Board of Directors approval of Title VI Program Assurance

MARC's Board of Directors approved the 2014 Title VI Program Assurances on Nov. 26, 2013.

BOARD OF DIRECTORS

MID-AMERICA REGIONAL COUNCIL
600 Broadway, Suite 200
Kansas City, Missouri 64105

November 26, 2013
12:15 p.m.

Minutes of Meeting

COMMITTEE MEMBERS PRESENT
Councilmember Marge Vogt, Olathe, Kan. - MARC Board Chair
Councilmember Jan Marcason, Kansas City, Mo. - MARC Board Vice Chair
Mayor David Bower, Raytown, Mo. - MARC Board Trustee
Councilmember Jim Schultz, Independence, Mo. - MARC Board Immediate Past Chair
Mayor Ron Shaffer, Prairie Village, Kan. - MARC Board Past Chair
Commissioner Jimmy Odom, Cass County, Mo.
Presiding Commissioner Pam Mason Clay County, Mo.
Commissioner Beverlee Roper, Pettis County, Mo.
Councilmember Carol Sutera Gladstone, Mo.
Mayor Don Reimal, Imperial, Mo.
Councilmember Dick Davis, Kansas City, Mo.
Councilmember Edward, Kansas City, Mo.
Mayor Pete Lathem, Raymore, Mo.
Commissioner Sherman Ed Ellert, Johnson County, Kan.
Commission Chairperson Bob Holland, Leavenworth County, Kan.
Commissioner Dennis Bixby, Leavenworth County, Kan.
Commission Chairperson Ron Stiles, Miami County, Kan.
Commissioner Angela Markley, Unified Government of Wyandotte County/Kansas City, Kan.
Commissioner Jim Walters, Unified Government of Wyandotte County/Kansas City, Kan.
Mayor John McTaggart, Edwardsville, Kan.
Mayor Laura McConwell, Mission, Kan.

OTHERS PRESENT
Mokhtee Ahmad, Federal Transit Administration - Region VII
Beth Brubaker, Jackson County, Mo.
Emerick Cross, Unified Government Transit
Mark Huffer, Kansas City Area Transportation Authority
Dick Jarrold, Kansas City Area Transportation Authority
Robbie Makinen, Jackson County, Mo.
Jeff Martin, city of Kansas City, Mo.
Ron McLinden, Transit Action Network
OVERVIEW OF REVISED 2013 AND PROPOSED 2014 BUDGET

The MARC staff has prepared the revised 2013 and proposed 2014 budget, copies of which were distributed. Mr. Warm indicated that the Budget & Personnel Committee heard a more detailed report earlier today. The Board will be asked to approve the revised 2013 and proposed 2014 budget at the December meeting.

The 2014 budget has been developed in the challenging fiscal environment that has persisted over the last five years. Overall, MARC’s 2014 budget projects a stable financial outlook for the agency, but also reflects the significant decreases in federal resources supporting local and regional investments. Approximately 25 percent of MARC’s budget supports staff and operations, and 75 percent of funds are designated for pass-through expenses to support local governments and other community agencies. Once again, the budget has been designed to conserve existing revenue streams by limiting deferrable expenses and minimizing the growth in operating expenses, while meeting our program and grant obligations. It also includes contributions to the restricted long-term contingent fund. The 2014 budgeted expenditures are anticipated at $59.3 million, which includes $5 million in contributed services, for net expenditures of $50.2 million. This represents a 15 percent decrease in overall program funding from 2013, due to grants that are drawing to a close and a scaled-back federal, state and foundation grants.

Mr. Warm encouraged the Board to peruse the budget document, and review the major expenditures, revenue sources and trends. He or Dorothy Pope would be happy to answer any questions over the coming weeks.

BRIEF PRESENTATION: REVIEW AND APPROVE SUCCESSION PLAN FOR UNPLANNED VACANCY IN EXECUTIVE STAFF

Mr. Warm noted that during a standing discussion earlier this year, the MARC Board Executive Committee, which includes former board officers and prior board chairs, discussed informal efforts and adopted policies to develop, recruit and plan for turnover in key positions. The committee specifically asked the executive director to develop a plan for an unexpected vacancy in his position and other key positions to ensure that administrative and agency functions can continue without disruption.

The committee has reviewed the draft succession plan, which provides a guide for making orderly decisions. The committee has also reviewed a confidential roster of individuals on staff who are in a position to assume critical roles in the event of an unplanned vacancy, a process which will be undertaken annually with the committee. The plan enables the committee to immediately name an interim executive director, with confirmation by the full board, and lays out general expectations for a search process that guides but does not constrain board action. The Budget & Personnel Committee discussed the plan at its October meeting, and unanimously approved it. The plan is being introduced to the full Board this month for adoption.

Councilmember Schultz moved to approve the Succession Plan for Unplanned Vacancy in Executive Staff as described in the packet. It was seconded by Commissioner Bixby and carried.

CONSENT AGENDA

Councilmember Vogt said that the Budget & Personnel Committee reviewed these items earlier today and were unanimously passed. Any item could be pulled from the agenda and voted on separately at the wish of the Board.

Commissioner Bixby moved to approve the consent agenda. It was seconded by Commissioner Odom and carried. The action included the following:

a. Approve minutes of the October 22, 2013 Board meeting
b. Approve leases for two copiers
c. Approve actions taken at the Head Start Advisory Committee meeting
d. Authorize additional funding for The Family Conservancy for Head Start program for FY 2014
e. Authorize receipt and expenditure of increased SFY 2014 Social Services Block Grant funding
f. Authorize SFY 2014 Aging Services contract modifications
g. Approve applying project fees to the 2014 transportation programming work
h. Approve the 2013 Special Amendment #1 to the FFY 2014-2018 Transportation Improvement Program
i. Approve the proposed 2014 Unified Planning Work Program and authorize agreements with KDOT and MoDOT to receive Consolidated Planning Grants
j. **Authorize executive director to sign the 2014 Title VI Program Assurance**
k. Authorize agreement with Aaron Deacon and accept funds for Digital Leadership initiative
l. Authorize agreement with consultant for planning to address needs of at-risk children and youth
m. Approve the FY2014 Memorandum of Understanding with the MARC Solid Waste Management District and accept and disburse funds
n. Approve purchase and installation of Cassidian 9-1-1 dispatching equipment and software for Belton and Pleasant Hill Police Departments
o. Approve 9-1-1 and RAMBIS maintenance contract extensions with Comtech 9-1-1 2014
p. Authorize renewal of agreement with GeoComm, Inc. for 9-1-1 mapping services
q. Approve memorandum of understanding and apply for and accept funds for Homeland Security/Emergency Services program

EXECUTIVE DIRECTOR’S REPORT

Mr. Warm noted the following items:

Last month, MARC received a national award from the Association of Metropolitan Planning Organizations (AMPO) for our Transport 2040 Outlook 2040 performance measurement work. The work that MARC is doing collectively across Kansas is often referred to as a national model for other regional planning organizations.

The next meeting of the MARC Board will be moved up one week due to the holidays. The meeting will be held December 17, 2013.

ADJOURNMENT

The meeting was adjourned at 1:15 p.m.

MINUTES APPROVED:

[Signature]
Margaret Vogt, Chair
12/17/2013

Date
Appendix 2: Title VI Complaint Procedures

The following pertains only to Title VI complaints regarding the federally funded programs of the Mid-America Regional Council (MARC). For Title VI complaints against other Kansas City region agencies, or if you believe you have suffered housing or employment discrimination, please contact the appropriate agency as listed in Sections 5 or 6.

Title VI, 42 U.S.C. §2000d et seq., was enacted as part of the Civil Rights Act of 1964. At the heart of the regulation is the statement that:

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

The Mid-America Regional Council has a Title VI complaint procedure in place, which outlines a process for local disposition of Title VI complaints and is consistent with guidelines found in Chapter VII of the Federal Transit Administration Circular 4702.1, dated May 26, 1988. If you believe that MARC’s federally funded programs have discriminated against your civil rights on the basis of race, color or national origin, you may file a written complaint by following the procedure outlined below:

TITLE VI Complaint Procedure

1. Submission of Complaint. Any person who feels that he or she, individually or as a member of any class of persons, on the basis of race, color or national origin has been excluded from or denied the benefits of, or subjected to discrimination caused by the MPO may file a written complaint with MARC’s executive director. A sample complaint form may be downloaded or is available in hard copy from the Mid-America Regional Council. Such complaints must be filed within 180 calendar days after the date the discrimination occurred. Note: Upon request, assistance in the preparation of any necessary written material will be provided to a person or persons who are unable to read or write. Complaints should be mailed to:

   Mid-America Regional Council
   Title VI Administrator
   600 Broadway, Suite 200
   Kansas City, MO 64105-1659

2. Referral to Review Officer. Upon receipt of the complaint, MARC’s executive director shall appoint one or more staff review officers, as appropriate, to evaluate and investigate the complaint, in consultation with an approved MARC attorney. The complainant shall meet with the staff review officer(s) to further explain his or her complaint. The staff review officer(s) shall complete his or her review no later than 45 calendar days after the date the MPO received the complaint. If more time is required, MARC’s executive director shall notify the complainant of the estimated timeframe for completing the review. Upon completion of the review, the staff review officer(s) shall make a recommendation regarding the merit of the complaint and whether remedial actions are available to provide redress. Additionally, the staff review officer(s) may recommend improvements to the MPO’s processes relative to Title VI, as appropriate. The staff review officer(s) shall forward his or her recommendations to MARC’s executive director for review. If MARC’s executive director concurs, he or she shall issue the MPO’s written response to the complainant. Note: Upon receipt of a complaint, MARC shall forward a copy of this complaint and the resulting written response to the appropriate MoDOT, KDOT and FTA contacts.

3. Request for Reconsideration. If the complainant disagrees with MARC’s executive director’s response, he or she may request reconsideration by submitting the request in writing to MARC’s executive director within 10 calendar days after receipt of MARC’s executive director’s response. The request for reconsideration shall be sufficiently detailed to contain any items the complainant feels were not fully understood by MARC’s executive director. MARC’s executive director will notify the complainant of his or her decision to accept or reject the request for reconsideration within 10 calendar days. In cases where MARC’s executive director agrees to reconsider, the matter shall be returned to the staff review officer(s) to reevaluate in accordance with paragraph 2 above.
Appendix 2a: List of transit-related Title VI investigations, complaints and lawsuits

The following addresses transit-related actions regarding Title VI investigations, complaints or lawsuits that would involve the Mid-America Regional Council.

<table>
<thead>
<tr>
<th>Action type</th>
<th>Date (Month/Day/Year)</th>
<th>Summary (include basis of complaint: race, color or national origin)</th>
<th>Status</th>
<th>Actions taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigations</td>
<td>1. None</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lawsuits</td>
<td>1. None</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complaints</td>
<td>1. None</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Title VI Complaint form  
Mid-America Regional Council

The purpose of this form is to assist you in filing a complaint with the Mid-America Regional Council (MARC). You are not required to use this form; a letter containing the same information will be sufficient.

**Note:** Items marked with an asterisk (*) are required, whether or not this form is used.

<table>
<thead>
<tr>
<th>1.*</th>
<th>State your name and address:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Name: ______________________</td>
</tr>
<tr>
<td></td>
<td>Address: ____________________</td>
</tr>
<tr>
<td></td>
<td>Phone: Home: (<strong><strong>) __________ Work: (</strong></strong>) ______________</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2.*</th>
<th>Person discriminated against, if different than listed above.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Name: ____________________________________</td>
</tr>
<tr>
<td></td>
<td>Address: ____________________________________</td>
</tr>
<tr>
<td></td>
<td>Phone: Home: (<strong><strong>) __________ Work: (</strong></strong>) ______________</td>
</tr>
</tbody>
</table>

Please explain your relationship to this person(s) discriminated against:

<table>
<thead>
<tr>
<th>3.*</th>
<th>Agency, department or program that discriminated:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Name: ____________________________________</td>
</tr>
<tr>
<td></td>
<td>Individual, if known: ________________________</td>
</tr>
<tr>
<td></td>
<td>Address: ____________________________________</td>
</tr>
<tr>
<td></td>
<td>Telephone: (____) ________________</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4a.*</th>
<th><strong>Non-Employment:</strong> Does your complaint concern discrimination in the delivery of services or in other discriminatory actions of MARC in its treatment of you or others? If so, please indicate below the basis on which you believe these discriminatory actions were taken (e.g., “Race: African American,” National origin: Canadian, or Color: Brown).</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>______ Race: ____________________________________</td>
</tr>
<tr>
<td></td>
<td>______ Color: ____________________________________</td>
</tr>
<tr>
<td></td>
<td>______ National origin: ____________________________________</td>
</tr>
</tbody>
</table>
4b.* **Employment:** Does your complaint concern discrimination in employment by MARC? If so, please indicate below the base(s) on which you believe these discriminatory actions were taken (e.g., “Race: African American”, National Origin: Canadian, or Color: Brown)

<table>
<thead>
<tr>
<th>Base</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race</td>
<td>___________________________</td>
</tr>
<tr>
<td>Color</td>
<td>___________________________</td>
</tr>
<tr>
<td>National origin</td>
<td>___________________________</td>
</tr>
</tbody>
</table>

5. What is the most convenient time and place for us to contact you about this complaint?

6. If we are not able to reach you directly, do you wish to give us the name and phone number of a person who can tell us how to reach you and/or provide information about your complaint? ___________________________

Name:

Phone number: (____) ____________________

7. If you have an attorney representing your concerns for the matters raised in this complaint, please provide the following information:

Name of attorney: ___________________________

Address of attorney: ___________________________

Phone number for attorney: (____) ____________________

8.* In your best recollection, on what date(s) did the alleged discrimination take place?

Earliest date of discrimination: ___________________________

Most recent date of discrimination: ___________________________

9.* Please explain as clearly as possible what happened, why you believe it happened, and how you were discriminated against. Please indicate who was involved. Be sure to include how other persons were treated differently from you. (Use additional sheets if necessary and attach a copy of additional materials pertaining to your case).

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>___________________________</td>
</tr>
<tr>
<td>___________________________</td>
</tr>
<tr>
<td>___________________________</td>
</tr>
</tbody>
</table>
10. The laws we enforce prohibit recipients of federal funds programmed through the MPO from intimidating or retaliating against anyone because he or she has either taken action or participated in action to secure rights protected by these laws. If you believe that you have been retaliated against (separate from the discrimination alleged in question 9), please explain the circumstances below. Be sure to explain what actions you took which you believe were the basis for the alleged retaliation. 

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

11. Please list below any persons (witnesses, fellow employees, supervisors or others), if known, whom we may contact for additional information to support or clarify your complaint.

Name                                   Address                                   Area Code/Telephone Numbers
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

12. Do you have any other information that you think is relevant to our investigation of your allegations? 

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

13. What remedy are you seeking for the alleged discrimination? 

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
14. Have you (or the person discriminated against) filed the same or any other complaints with other agencies such as MoDOT or KDOT offices of civil rights or other?
   Yes ________   No ________   If yes, do you know the complaint number: ______________

   The complaint was filed against which agency or department? ________________________
   Name of agency/department: ____________________________________________________
   Address: ________________________________________________________________
   ________________________________
   Phone: (___) ____________________  Date of filing: ____________________________

   Briefly, what did the complaint include?
   _______________________________________________________________________
   _______________________________________________________________________

   What was the result of the complaint (detailed in question #14.)?
   _______________________________________________________________________
   _______________________________________________________________________

15. How did you learn that you could file a complaint?
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________

16.* We can only accept complaints that have been signed. Please sign and date this complaint form.
   Signature: ________________________________  Date: ____________________________

   Please feel free to add additional sheets to explain the present situation to us.
   Mail the completed, signed Discrimination Complaint Form (make one copy for your records) to:
   Mid-America Regional Council
   Attn: Title VI Administrator
   600 Broadway, Suite 200
   Kansas City, MO 64105-1659
   Phone: (816) 474-4240
Appendix 4: Public Participation Plan

MARC’s Public Participation Plan (updated in Oct. 2013) may be accessed online http://www.marc.org/Transportation/Plans-Studies/Transportation-Plans-and-Studies/Public-Participation-Plan.
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1. Introduction

A. Foundation of Public Participation in Transportation Planning

Public participation is based on the belief that people whose lives are affected by transportation planning and investment decisions have a right to be involved in the decision-making process and influence choices that are made. Directly engaging citizens in this process promotes successful problem solving, yields diverse voices and new ideas, and gives the public a sense of ownership of the developed solutions.

Public participation must be a proactive process in which governing bodies strive to find innovative ways to identify and engage the affected public, provide a wide variety of opportunities for interested parties to become involved, and create a meaningful process that is transparent and ensures effective communication about how public contribution influences decisions. It is also important that a public participation process be continuously evaluated and improved to ensure that under-represented communities are given a voice.

The Mid-America Regional Council (MARC) is committed to a public participation process that:

• Involves the public in decisions that affect their lives,
• Ensures that the public’s contribution will influence decision making,
• Communicates how the public’s contribution will influence decisions,
• Is adaptable and sensitive to diverse audiences,
• Promotes respect,
• Provides equal access to opportunities, information, and education,
• Ensures timely response to participants,
• Is consistent and reliable,
• Promotes continued engagement,
• Allows for flexibility and use of creative approaches,
• Maintains honesty and integrity throughout the process,
• Continuously strives to educate and inform affected and interested parties to give them a more meaningful participatory experience,
• Encourages early and active participation, and
• Involves process evaluation and monitoring tools.

B. The Role of Mid-America Regional Council

The Mid-America Regional Council (MARC) is designated by the federal government as the Metropolitan Planning Organization (MPO) for the bistate Greater Kansas City area. MARC is responsible for coordinating transportation planning activities within the MPO boundary which includes all of Cass, Jackson, and portions of Clay and Platte counties in Missouri, and Johnson, Leavenworth, and Wyandotte counties in Kansas. MARC works with federal and local governments, state departments of transportation, transit agencies, area stakeholders, and the public to ensure that the plans and projects developed help move the region toward the goal of achieving a rising quality of life for everyone.
C. Purpose of the Public Participation Plan

MARC seeks to provide opportunities in the transportation planning process to interested parties as well as engage and involve members of the community who have not been traditionally involved. The purpose of this plan is to provide a framework from which to guide the public participation process in future transportation planning projects at MARC, such as the Unified Planning Work Program (UPWP), the Long-Range Transportation Plan (LRTP), the Transportation Improvement Program (TIP); and for a range of programs and special studies, including Major Investment Studies (MIS). This plan specifies MARC’s underlying goals as well as strategies and techniques to be considered and employed in achieving the goals of the public participation process. The plan describes the importance of environmental justice and provides a framework for including it as a part of the public participation process. Additionally, the plan describes how MARC will work to incorporate visualization and scenario planning techniques into its public participation process to better depict statewide and metropolitan transportation plans and studies.

D. Legal Framework and Plan Application

The Moving Ahead for Progress in the 21st Century (MAP-21) was signed into law on July 6, 2012, and contains specific language outlining federal requirements regarding public involvement processes and procedures. In general, MAP-21 legislation built upon previous transportation legislation (ISTEA, TEA-21 and SAFETEA-LU) to provide states and metropolitan planning organizations specific direction in conducting and promoting broad-based public involvement activities.

MAP-21 Legislation (Public Law 112-141) requires metropolitan planning organizations to provide 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 a reasonable opportunity to comment on the transportation plan.

In addition, the Public Participation Plan:

- shall be developed in consultation with all interested parties; and
- shall provide that all interested parties have reasonable opportunities to comment on the contents of the transportation plan.

In carrying out these required elements of the Public Participation Plan, MARC shall, to the maximum extent practicable:

- hold any public meetings at convenient and accessible locations and times;
- employ visualization techniques to describe plans; and
- make public information available in electronically accessible format and means, such as the World Wide Web, to afford reasonable opportunity for consideration of public information.

Federal legislation requires Metropolitan Planning Organizations to produce documents that govern the regional transportation investments and planning activities, including the development of the Unified Planning Work Program, the Long-Range Transportation Plan, the Transportation Improvement Program, and the Public Participation Plan. This plan will apply to all these activities.
2. Goals For Public Participation

It is MARC’s goal to have significant and ongoing public involvement in the transportation planning process. Education and public outreach are an essential part of fulfilling MARC’S desire and responsibility to successfully inform the public about the planning process at the metropolitan level. In addition to its informative roles, MARC also seeks to empower and improve opportunities for the public to voice their ideas and values regarding transportation. MARC strives to ensure early and continuous public involvement in all major actions and decisions.

The following goals embody these ideas and set out to guide the participation process to successfully achieve the principles that have been outlined.

Goal 1: Inform and Educate the Public

It is MARC’s responsibility to make information accessible to the public and to provide timely public notice. MARC will provide information to the public that is accurate, understandable, and pertinent to regional transportation planning and engagement activities and will do so through the use of varied communication tools. In addition to informing the public, MARC will make every effort to educate the public about the planning process and provide supportive policy, program and technical information. Educating the public supports informed public contribution and continued engagement by the public. Education will be enhanced through the use of visualization tools that will help the public understand and relate to MARC’s various planning products and activities.

Goal 2: Reach Out and Build Connections

MARC recognizes that large segments of the population rarely participate in the transportation planning process, including minority, non-English speaking, and low-income groups. It is a priority to increase the diversity and number of participants in previous engagement activities through building new relationships with organizations and communities that serve these under-represented populations.

Goal 3: Engage the Public and Encourage Continued Participation

MARC will encourage continued public participation by ensuring an engagement process that is meaningful. This includes providing various ways to engage and communicate with the public, responding to all comments and questions in a timely manner, presenting a clear process for incorporating public input into MARC’s plans, and providing other opportunities for further engagement and education.

Goal 4: Use Input to Shape Policies, Plans and Programs

MARC will document all input received from the public. This documentation will provide a record of received comments and will assist MARC staff and MARC committees in reviewing public input, which can then be used in the development of transportation plans and programs. The process of incorporating public input into transportation planning documents will be transparent and open to the public. MARC will inform the public of the decision-making process for each planning activity in which public comment is solicited. This will be presented to the public at the beginning of each planning activity and throughout the engagement process.

Goal 5: Evaluate Public Participation Strategies

In order to sustain best practices in public participation, MARC will continually monitor the public engagement process and create a framework for evaluating and improving this document and the strategies that guide how we engage the public.
3. Specific Plan Processes

Public participation is a valuable tool used to shape plans that accurately reflect the goals and visions for the region. Public surveys indicate that citizens believe their involvement is most valuable when developing the Long-Range Transportation Plan and other plans for individual modes of transportation. MARC also recognizes that specific plans and studies with regional goals and objectives are more valuable with the community direction and support. The following plans are identified as MARC’s core plans with each public participation process identified. All of MARC’s core plans are available on the MARC Transportation Web page and available in hard copy at the MARC offices.

A. Unified Planning Work Program

The Unified Planning Work Program (UPWP) is a document that describes the transportation planning activities MARC and other agencies propose to undertake during the next fiscal year. Each major activity is described in enough detail to indicate who will perform the work, the schedule for completing it and what will result from the activity. The UPWP also contains information on the proposed budget for each activity. The UPWP is posted on the MARC website at www.marc.org/transportation/upwp.

The UPWP is developed by MARC with input from local governments, area transit providers, the Kansas Department of Transportation (KDOT), and the Missouri Department of Transportation (MoDOT). When comments are being solicited during the public review period, information will be posted on the MARC website and in MARC’s main office lobby. It should be shared with stakeholders through transportation mailing lists, the agency’s social media platforms, and in MARC publications. In addition, MARC may place notices in area newspapers (including a Spanish-language newspaper) as an additional means of notification. In the case of a newly developed UPWP, MARC should send a press release to local news media.

All public comments received pertaining to the UPWP will be reviewed and considered. An effective means of incorporating public input into the UPWP is to review comments received the previous year that relate to similar new projects. When developing the work program, the UPWP project manager should take this public comment into consideration.

The UPWP is updated annually in August/September, and released for public review and comment for a minimum of two weeks. Final approval is made in November/December. Amendments are made throughout the year and are released for public comment when projects are either added or deleted, or when significant changes are made to the document.

B. Long-Range Transportation Plan

The Long-Range Transportation Plan (LRTP), called Transportation Outlook 2040, is the centerpiece of the metropolitan transportation planning process and serves as a blueprint for the management of the region’s transportation system. It identifies transportation improvements for a 25- to 30-year horizon. It articulates region-wide transportation goals, policies and strategies ranging from road and transit improvements to projects that enhance bike, pedestrian and freight movement.

The LRTP is developed through an extensive public process that spans several months and involves thousands of individuals across the region. A series of public meetings will be held throughout the region for each complete update. Events will be publicized using display advertisements in The Kansas City Star and other community newspapers, like The Call, Kansas City Globe, Dos Mundo, Northeast News, and Kansas City Hispanic News. Opportunities for public involvement do not stop with the adoption of the Long-Range Transportation Plan; it will continue to evolve as additional needs are identified. The LRTP must be completely updated at least every five years while in air quality attainment (four years when in non-attainment), but may be revised more frequently if necessary. Information about the next update of the LRTP can be found on the LRTP Web page or by contacting Transportation staff.

Comment period: 14 days program adoption and amendments
Web page: www.marc.org/transportation/upwp
E-mail: transportation@marc.org
Update schedule: every year in August/September
Mid-America Regional Council

When a new update is being developed, it is suggested that a specific public participation plan be written to outline the public participation process. MARC should post drafts of chapters online throughout development, in addition to when it is officially released for public comment as a single document. In the past, presenting one or more chapters of the plan each month, allowed the Total Transportation Policy Committee (TTPC) and the public more opportunities to comment on the plan update as it was developed prior to its official release for public comment.

When comments are solicited during the public review period, information will be posted on the MARC website and in MARC’s main office lobby. It should be shared with stakeholders through transportation mailing lists, the agency’s social media platforms, and in MARC publications. In addition, MARC may place notices in area newspapers (including a Spanish-language paper) as an additional means of notification. In the case of a newly developed LRTP, MARC should send a press release to local news media. The public review and comment period will last at least 30 days, as federally required.

Amendments are periodically made, between major updates, to the LRTP as new projects, funding, or programs arise. The process for LRTP amendments is 14 days to allow for simultaneous public comment periods for amendments impacting both the long-range transportation plan and transportation improvement programs. Only chapters containing the proposed amendments are presented for public comment and approval.

C. Transportation Improvement Program

The Transportation Improvement Program (TIP) documents how Greater Kansas City will prioritize limited transportation resources to meet the needs of the region. The TIP contains major surface transportation projects planned to receive federal, state and local funding within the metro area that will be carried out in a five-year period. Project examples include new roadways, additional through lanes to existing streets, interchange construction or modification, improvements to intersections, transit amenities and bicycle/pedestrian facilities. MARC updates the TIP every two years and processes amendments on a quarterly cycle throughout the year. Special amendments may also be processed at other times throughout the year.

It is recommended that efforts to involve the public be made during the early stages of the TIP process. Early and continuous public involvement could be done for the TIP in the following stages: (1) Previous public comment from other projects as well as a regular transportation survey should be taken into account and provided to serve as a tool throughout the entire TIP process. (2) When MARC solicits projects for the TIP, an opportunity for public input and comment should be made. The website, newsletters, surveys, and other means of communication should be used to do this. (3) An opportunity should be made available for public comment on possible projects. Additionally, when the projects recommended for funding are proposed, staff should present the full list of projects that were considered, as well as public comments to provide a more informed basis to analyze projects.

When comments are solicited during the public review period, information will be posted on the MARC website and in MARC’s main office lobby. It should be shared with stakeholders through transportation mailing lists, the agency’s social media platforms, and in MARC publications. In addition, MARC may place notices in area newspapers (including a Spanish-language paper) as an additional means of notification. In the case of a newly developed LRTP, MARC should send a press release to local news media.
In the event of declared state and/or federal emergencies, or at the discretion of MARC's executive director, MARC may elect to process any emergency-related TIP revisions through an expedited public participation process — a seven-day review instead of 14 days. Information will be posted on the MARC website and in MARC’s main office lobby. It should be shared with stakeholders through transportation mailing lists, the agency’s social media platforms, and in MARC publications.

D. Public Participation Plan

The Public Participation Plan provides a framework to guide the public participation process in transportation-planning projects at MARC, such as the UPWP, LRTP, TIP, and a range of programs and special studies, including major investment studies. This plan specifies MARC’s underlying goals, strategies and techniques to be considered and employed in achieving the goals of the public participation process.

The development of a new Public Participation Plan will itself involve an inclusive public participation process. The process shall meet the goals of the currently adopted Public Participation Plan and strive to employ new and/or underused methods for engaging the public, particularly to evaluate and validate the effectiveness of strategies outlined in the current plan.

Once a final draft of a new Public Participation Plan is complete, MARC staff will present it to the Total Transportation Policy Committee for its consideration and approval to release to the public for a 45-day comment and review period. All comments received by MARC will be considered in the final review by the Total Transportation Policy Committee, prior to its adoption.

When comments are solicited during the public review period, information will be posted on the MARC website and in MARC’s main office lobby. It should be shared with stakeholders through transportation mailing lists, the agency’s social media platforms, and in MARC publications. In addition, MARC may place notices in area newspapers (including a Spanish-language paper) as an additional means of notification.

Based on yearly evaluations of the public participation processes MARC may undertake, MARC staff will decide at the time of the plan’s full review (every three years) whether an update or a full redevelopment of the plan is necessary. If only minor updating is necessary, MARC staff may choose to use TTPC and the final public comment and review period as the means for involving the public in the adoption of the updated plan.

The adopted plan will be posted on the MARC website and be available in both an English and Spanish version.

E. Amendments and Administrative Modifications

There are many factors that can require adjustments to transportation plans and projects, some which may be considered minor and do not necessitate the full review required of amendments. In such cases, an administrative modification may be made. An administrative modification is a revision that does not require public review and comment, re-demonstration of fiscal constraint, or a conformity determination (in nonattainment and maintenance areas). Administrative modifications can only be made to the Long-Range Transportation Plan, Transportation Improvement Program, and the Unified Planning Work Program. Such revisions may include minor changes to project costs, funding sources of previously-included projects, and minor changes to a project’s initiation date.

MARC staff will follow established guidelines for each MPO product to determine whether proposed changes will be processed as administrative modifications or amendments and will proceed with the approval of MARC’s Director of Transportation.

Amendments to the Long-Range Transportation Plan, Transportation Improvement Program, Unified Planning Work Program and administrative modifications will be listed on the MARC Transportation website.

A variety of strategies and techniques will be used to encourage early and continuous public participation throughout the development of MARC’s core plans. These plans include the Long-Range Transportation Plan, the Unified Planning Work Program, the Transportation Improvement Program and the Public Participation Plan. MARC also participates in a variety of special and local studies. These include alternatives analyses, corridor studies, major investment studies and feasibility studies. As new plans are federally mandated and incorporated into MARC’s roles and responsibilities, MARC will continue to apply community engagement techniques to accomplish the goals outlined in this plan.

In addition to internal planning work, any contracted planning work, which includes public engagement activities, performed by consultants and managed by MARC will be held to the goals outlined in this plan. It is suggested that all requests for proposals should include a project requirement specifically identifying MARC’s Public Participation Plan as a guiding document for proposed engagement strategies. Successfully identifying techniques that support all of MARC’s goals for public engagement will be beneficial to a proposal in a competitive procurement process.

As MARC continues to serve the Kansas City region, standards should be in place so that there is a level of consistency among the different planning efforts. At the same time, MARC recognizes that strategies and extent of public participation will vary depending upon the project. Early and continuous public participation should still be viewed as an important goal that merits consideration in the transportation planning process.

MARC’s planning activities and programs, including those for the purposes of public engagement, must be sensitive to the region’s diverse audience. MARC ensures that no person will — on the ground of race, religion, age, gender, disability, national origin, or economic status — be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any MARC program or activity. MARC also promotes the full and fair participation of all affected populations in the transportation decision-making process. Any information, education and participation opportunities will be equally accessible.

For additional information regarding the Title VI program and filing a complaint, please visit [www.marc.org/transportation/title_vi.htm](http://www.marc.org/transportation/title_vi.htm).

Project managers are responsible for developing a unique public engagement strategy for each project that uses the appropriate techniques. The strategy should include a timeline showing engagement techniques and other relevant activities, and should outline target audiences and expected outcomes. The following techniques and strategies will serve as a guide for expectations of the project managers to consider when developing the public participation component of their project. Finding a balance of various techniques and strategies will be key and the end result will be a tailored mix of approaches that ensure early, continuous, and accessible public participation. A MARC staff member designated as the Public Engagement Advisor will be available as necessary to aid this process.

MARC’s transportation staff will collaborate with the Public Affairs department and other transportation agencies to help deploy these techniques and strategies.

A. Inform and educate the public

1. Visualization

Visualization techniques will be used in all core transportation plans, programs and projects. These techniques will better relate projects to regional goals and make documents clearer and simpler for the public and those who do not have a background in transportation planning. Effective visualization techniques help build consensus and clarify ideas between the public and decision makers. Tailoring visualization techniques for a specific document or population will help interested people understand transportation planning goals and activities. These techniques will include, for example, interactive maps...
of project locations in the Transportation Improvement Program. Other techniques include use of color, diagrams, tables and photos that better illustrate the ideas and concepts represented in transportation plans, projects and programs.

Scenario-planning activities and workshops should be considered as a tool to help the public understand the results of planning or failing to plan for the future. Scenario planning is a process that involves looking into the future, anticipating possible events, scenarios or changes, and analyzing what will happen as a result. Participants can see how planning can minimize any damage, and maximize opportunities.

MARC will continue to develop additional methods that provide easy identification and understanding of the transportation-planning process in Kansas City region.

2. Website
MARC’s extensive website, www.marc.org, is host to a variety of information on all aspects of the transportation-planning process and can provide interactive activities to solicit feedback from the public. However, not all citizens have the access or ability to use the Internet. Individuals without Internet access are encouraged to use a public computer at local public libraries. While it is an effective tool, MARC has a responsibility to also use traditional forms of public outreach that provide broad avenues for participation.

Although not federally required, MARC will continue to work towards better compliance with Section 508 of the Federal Rehabilitation Act to ensure people with disabilities are able to access technology. Every effort will be made to ensure special needs are met. The public is encouraged to contact the MARC offices if they encounter difficulties accessing information on MARC’s website.

Display of Documents
• MARC’s core plans and published documents are available in electronic format on the website. Documents pertaining to current studies in which MARC is a part of should be available online as well. Corridor, area, feasibility and alternatives analysis studies that MARC is involved with are posted online with summary descriptions and links to all relevant documents, schedules, maps and contact information. If MARC is not the host of this information, an effort should be made to direct interested parties to the appropriate source.

Public Comment Opportunities
• The MARC website offers an easily identifiable place for public comment on MARC transportation projects and studies. When updates and amendments to programs and projects are released for public review and comment, MARC will make them available on the website at www.marc.org/input.htm.

Advertisement of the Website
• The MARC website address will be included on all MARC publications and advertisements, in addition to any materials related to core plans and studies.

Upcoming events and meeting calendar
• A public meeting calendar is available on the MARC website. This calendar displays MARC’s regional transportation-related meetings and events that are open to the public. This includes, at a minimum, all of the regular monthly transportation committee meetings, MARC Board meetings and other relevant meetings that pertain to transportation-planning projects, policies and programs.

By clicking on individual meetings, citizens have access to additional information about the meeting, including past agendas, meeting summaries and contacts. For more information about scheduled meetings, contact the Transportation Department at 816/474-4240.
Committee Meetings

- MARC is host to several committees that provide an opportunity for stakeholders to discuss issues and coordinate transportation-planning activities. Planning committees establish strategies for managing the region’s transportation system. Programming committees establish funding priorities and review and score transportation project applications. Both make recommendations to the Total Transportation Policy Committee, which reports to the MARC Board of Directors for approval. A complete listing of MARC’s committees can be found on MARC’s website.

All of MARC’s transportation committee meetings are open to the public. This provides a great opportunity for the public to stay informed and participate in the planning process.

3. Internet

The Internet is a dynamic tool that allows MARC to reach a large cross section of people at times conducive to their schedule. Public surveys indicate that additional and innovative ways to use the Internet and other technology available would encourage more public participation. People have access to Web-based information 24 hours a day, seven days a week. Message boards, electronic mailing lists, blogs, discussion forums and social media sites can be used to inform, educate and start dialogues about transportation planning between users.

4. Social Media

MARC has several social media feeds that are used to provide important information about events, projects, and public comment opportunities. While MARC primarily uses these tools for communicating information to the public, the public can communicate back to MARC with comments or questions. MARC uses the following social media tools for transportation related information:

<table>
<thead>
<tr>
<th>Social media platform</th>
<th>Account name/handle</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td><a href="http://www.facebook.com/MARCKCMetro">www.facebook.com/MARCKCMetro</a></td>
<td>General MARC content including transportation related updates and notices.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.facebook.com/rideshareKC">www.facebook.com/rideshareKC</a></td>
<td>Rideshare program information, alerts, etc.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.facebook.com/airQKC">www.facebook.com/airQKC</a></td>
<td>Air Quality program updates, alerts, and occasional transportation information.</td>
</tr>
<tr>
<td>Twitter</td>
<td><a href="http://www.twitter.com/MARCKCMetro@MARCKMetroKC">www.twitter.com/MARCKCMetro@MARCKMetroKC</a></td>
<td>General MARC content including transportation related updates and notices.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.twitter.com/MARCKCMetro@MARCKCTrans">www.twitter.com/MARCKCMetro@MARCKCTrans</a></td>
<td>General MARC transportation related updates and notices.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.twitter.com/KCSmartMoves@KCSmartMoves">www.twitter.com/KCSmartMoves@KCSmartMoves</a></td>
<td>Regional transit activities, project updates, and meeting notices.</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.twitter.com/AirQKC@AirQKC">www.twitter.com/AirQKC@AirQKC</a></td>
<td>Air Quality Program updates, alerts, and occasional transportation information.</td>
</tr>
</tbody>
</table>
5. Publications and Mailings

MARC uses publications and mailings to inform interested parties about transportation-related issues and events. Also noted in these publications are comment periods, points of contact and key information about how to get involved. A regular mailing/contact list of interested citizens is maintained and periodically updated by MARC staff.

Electronic forms are available on MARC’s website, or interested parties can be added to any mailing list, free of charge, by calling 816/474-4240. MARC should always look for ways to increase circulation of its publications and mailings. During the creation/amendment process of core plans and studies, information will be shared via the following publications.

Guide to Transportation Decision Making

MARC has developed A Citizen’s Guide to Transportation Decision Making, modifying a base guide from the Federal Transit Administration and the Federal Highway Administration to provide Kansas City-specific information. The guide describes how the transportation-planning process works, explains how to get involved, and provides information about where public comment is most appropriate. The guide is general in nature, and written in clear and simple language. The Citizen’s Guide is distributed at speaking engagements, public outreach meetings, display tables, and is mailed in response to public inquiry.

ReMARC

MARC publishes ReMARC, a bimonthly newsletter that reports on issues important to cities and counties in the Kansas City metro region. Updates on regional transportation-related issues are often included in this newsletter.

MARC Annual Review

Every year MARC publishes a review of MARC’s current efforts to meet regional challenges in transportation planning, protecting the environment, developing a strong economy, providing efficient public services and assisting vulnerable populations.

Transportation Matters blog

Previously a newsletter, this blog is produced by MARC’s Transportation Department and provides information about major transportation plans and projects, upcoming meetings and public comment opportunities, activities, possible decisions and actions, and research. The blog is available at transportation.marcblogs.org and can be linked to from the MARC website. Readers can choose to subscribe to the blog and receive new posts through email. Subscriptions can be customized so that only posts relevant to the readers’ interests (i.e. transit) will be sent by email.

6. Information Displays and Booths

MARC should capitalize on opportunities at events already taking place in the community, such as professional, college, and high school sporting events, community events, neighborhood association meetings and festivals, as well as going to area shopping centers and markets. A “traveling display” may be assembled that include surveys, mailing list sign-up forms, LRTP and TIP summaries, and other information that may be of interest to the general public. This gives the public direct access to MARC, the planning process and its staff. Thus, booths should be staffed with informed and approachable MARC staff and equipped with small gifts and promotional items in exchange for the public’s time.
B. Reach out and build connections

MARC recognizes that additional efforts must be taken to involve a broader portion of the population, including the disabled, racial and ethnic, minority, and low-income populations. Ideally, the concerns of environmental justice — a holistic effort that deals with the inequitable environmental burden born by these segments of the population — will lead to better planning that reflects the needs of all people, designing transportation facilities that fit harmoniously into communities, as well as improving data collection and communication between MARC and underserved populations.

Environmental justice assures that services and benefits allow for meaningful participation and are fairly distributed to avoid discrimination.

1. Collaboration

An effort should be made to collaborate with other organizations whenever possible. Examples of collaboration opportunities include working with other transportation agencies in advertising, recruiting elected public officials to be present at public meetings, or working with a retirement center to involve a particular segment of the population. Joining other meetings already taking place within different communities should be considered whenever possible.

2. Outreach Bank

The Outreach Bank tool documents connections and relationships developed through previous engagement strategies. This information tool will be developed to include contacts to organizations, media, neighborhood groups, etc. and should be used in initial outreach efforts. The Outreach Bank will be maintained by the Transportation Department’s Public Engagement Advisor.

3. Media

Every effort should be made to use the media when involving the public. No single form will reach everyone, so it is recommended that MARC use a variety of methods. MARC should take advantage of opportunities with the media, therefore, press releases should be sent to radio, television and local newspapers. Press releases, when appropriate, should include information about MARC programs and activities, briefings, interviews, upcoming events and actions, as well as whom to contact as a regional resource for more information.

Newspapers should include both general circulation newspapers and minority-oriented newspapers. Opportunities should also be sought to advertise and publish in other newsletters produced by homeowner’s association, church groups, civic groups and others that have interest in MARC’s planning programs. Advertisements are made to notify the public of meetings and the availability of public documents. Newspapers should be used when conducting public involvement activities relating to MARC plans and projects. Also, newspaper or utility bill inserts can effectively reach large audiences. Only very important projects would most benefit from large-scale insert distribution due to the large expense.

4. Public Interaction

An effective way to educate people about transportation-planning activities and create opportunities for the public to get involved is to meet with them face to face. MARC must take the attitude of “meeting the public where they are” instead of expecting the public to always come to MARC. The following are examples of what these events can entail:

Public Meetings

- Public meetings are a great way to inform the public of the planning process and to solicit ideas, input and feedback. It is important that MARC have open and honest communication and listen to the public. Public meetings should be held at multiple locations throughout the region when dealing with region-wide issues, plans and programs. Locations should be on “neutral ground,” like libraries, community centers or schools, rather than municipal or state buildings. When possible, these locations should be accessible by transit and located at buildings that are compliant with the
Americans with Disabilities Act. A meeting site inventory with facility information should be created and maintained as a staff resource. If a targeted population is located in one geographic area, then the meeting should be held in that area for the convenience of participants. Informed and approachable MARC staff should be readily available to answer any question citizens may have. It is important that information is presented in a format that is easily understood. Technical jargon should be avoided, and visualization techniques should be used to describe complicated ideas in an easy-to-grasp format.

• Co-sponsoring meetings with groups such as businesses, environmental groups, and civic organizations should be used to develop strong citizen participation and awareness. Citizens have identified that they are more willing to participate in transportation discussions when part of an organization meeting (e.g., YMCA, neighborhood association, Rotary Club, etc...) rather than a more formal town hall meeting.

• To ensure participation of traditionally underserved populations, marketing and advertising campaigns are vital. Specific community leaders should be involved in the advertising process when applicable (community leaders know best how to reach and involve their own residents), and services may need to be provided (child care, food, etc.). These relationships should be maintained for future partnerships in the planning process.

• Attempts to have elected officials present for public forums are highly recommended. Elected officials have been a consistent request of attendees in the past. Credible public relations firms and mediators should also be considered when deemed appropriate. Meeting times should be appropriate for the area, so that the maximum number of attendees will be available.

• Upon advance notice, hearing-impaired and language interpreters and Braille documents will be provided for public meetings. Advertising will include contact information for those needing these or other special accommodations.

Involving Participants with Limited English Proficiency

• As a recipient of federal funds, MARC is responsible for involving and providing meaningful access to the benefits, services, information, and other important portions of their programs and activities for individuals who are considered limited English proficient (LEP). LEP persons are individuals who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English. These individuals may be entitled language assistance.

• In compliance with federal LEP regulations (Title VI of the Civil Rights Act of 1964) and to guide MARC staff through assessing whether certain requirements for providing language assistance for any given public participation process is required, MARC has adopted an LEP plan for its transportation program. This LEP plan describes the analysis MARC staff must follow in order to assess what translation and interpreter requirements, if any, must be followed. If it is determined that special services are required, the LEP will also guide staff on the process for fulfilling these requirements. The LEP plan can be found on MARC’s website at www.marc.org/transportation/lep.htm.

• MARC’s transportation-related public participation processes will strive to improve contact and communication with non-native English speakers. MARC will continue to identify and use channels of communication on which the community relies, including minority newspapers and radio stations. MARC will also continue to foster relationships with businesses and organizations that serve immigrant populations.

• Interpreters and translating services should also be identified and readily available to serve the needs of this population. Tools will be used to help identify areas that predominantly speak other languages so they will have an equal chance to participate in planning discussions. These tools include the Modern Language Association Language Map and geographic mapping data available through the U.S. Census.
C. Engage the Public and Encourage Continued Participation

MARC encourages the public to ask questions and voice their ideas and opinions about regional transportation activities at any time throughout the year. Comments received outside of the official comment period will be evaluated by MARC staff, incorporated where possible, and acknowledged in the same way the comment was received. To contact MARC transportation staff, please reference the contact information listed on the next page.

1. General Contact Information

   E-MAIL: transportation@marc.org
   MAIL: Transportation Services Department
          Mid-America Regional Council
          600 Broadway, Suite 200, Kansas City, MO 64105-1659
   PHONE: 816/474-4240
   FAX: 816/421-7758

2. Consultation

A consultation process was developed to provide a direct and ongoing form of participation and communication for individuals, organizations, agencies and others who desire increased participation in MARC’s planning process. One goal of the Public Participation Plan that specifically relates to consultation is to provide expanded involvement opportunities through early and more efficient notification of events and meetings where the public would have an opportunity to participate in the planning process.

MARC staff will issue a “Notification of Plan Update” to all individual contacts registered on the Consultation List. This notification will provide an overview of the proposed update process and will delineate the specific update timeline, outline general process activities, and describe public participation opportunities.

Intermediate communications may also be made to contacts on the Consultation List as needed throughout the planning process. The consultation process will conclude by providing notification to the contacts on the Consultation List of a completed process, and provide directions for accessing finalized plan updates.

The Consultation List

• The Consultation List is maintained by MARC’s transportation department. Any individual, organization, agency or other interested party can request to be added to the register by contacting MARC or joining via the website.

3. Website

The MARC website, provides a user-friendly and easily visible place for public comment on transportation projects and studies. When updates and amendments to programs and projects are released for public review and comment, MARC will make them available on its website at www.marc.org/input.htm.

4. Mailings

Direct mailings should be used to target a particular audience to announce upcoming meetings, activities or provide information. Letters, fliers and postcards are best suited for this category. These should be used for project fact sheets, progress bulletins and overall updates to a planning process. An area that may be targeted may have a special interest in the project or be directly affected by it. It is key to ensure that all stakeholders within a project area participate in the planning process. Special studies and local planning activities that MARC is involved with should use this method more often.
5. Committee Meetings

MARC’s committee structure provides opportunities for stakeholders, local governments and citizens to work together to address transportation and air quality issues. The committees meet on a regular basis to discuss issues, share information and coordinate planning activities.

Public notification of MARC Board and committee meetings will be given at the same time committee members are notified. Operating procedures (such as notification, impromptu meetings and changes in the agenda) for each committee vary. Details can be found in the bylaws or operating procedures of each committee. Notification is considered complete by posting a copy of the agenda or meeting notice, including the time, date, and place of the meeting, on the MARC website and meeting calendar, and by electronically notifying committee members, interested parties, and members of the news media who have expressed an interest in receiving such notifications. Each committee hosts its own Web page that provides this information. Hard copies will be distributed by request.

6. Surveys

Previous public comments indicate that the best way to engage the public on transportation-related issues is through written surveys sent to people’s homes. Surveys are an effective tool that can be used to generate a valid representation of public opinion and, when used in combination with direct public interaction, can reach a large audience. Surveys should deliver specific input from the public and contain consistent questions so that the results are easily compared. Surveys can also be used to collect technical data during corridor or planning studies.

7. Comment Cards and Evaluation Forms

To make sure everyone has a voice in the planning process, comment cards and evaluation forms will be made available at all regular MARC meetings. Comment cards are an additional way for the public to share comments and provide feedback in a way that may be more comfortable than voicing an opinion during an open meeting. Evaluation forms let MARC staff know how effective each outreach event was in the eyes of the participants. Future events will be tailored or changed based on the comments received from the evaluation forms.

D. Use Input to Shape Policies, Plans, Programs

1. Document and Incorporate Public Input

MARC recognizes that, to foster a strong base of citizen participation, it is important to respond to comments and questions that have been submitted to explain how they are reviewed and considered. It is MARC’s responsibility to respond to all comments received that apply to the UPWP, LRTP, TIP, PPP, special studies, and any other major projects that MARC undertakes. Draft responses will be prepared for consideration by the appropriate MARC committees.

Citizens have indicated through focus groups and surveys that MARC should acknowledge public comments further by posting them on MARC’s website, and by discussing received comments at working sessions and committee meetings. MARC will attempt to make its work more transparent and inform the public of what other members of the public are saying.

It is MARC’s role to use public comment to guide its planning activities. Comments will be considered for incorporation and presented to appropriate committees and other implementing agencies. Every comment warrants a response from MARC staff and will include how the comment was integrated into the process.

E. Evaluate Public Participation Strategies

1. Evaluation

Evaluating the public participation process is an essential part of the Public Participation Plan for many reasons. Effective evaluation of MARC’s public participation processes will support continuous ongoing improvement of future processes and projects, help MARC assess the performance of the process against its objectives, and support improvement of the practice of public participation.
It is critically important at the outset that project managers and the public engagement advisor plan how a public participation strategy will be evaluated. IAP2 suggests that the following questions be answered as the strategy is being developed:

- What is success?
- What will measure success?
- How will we gather data?
- What does the data mean and how will we use it?

There will be two main areas of evaluation:

- The process and tools used to implement public participation, and
- The outcome of the public participation program.

The following table can help organize the approach for evaluating a single technique or the entirely of a public participation process.

<table>
<thead>
<tr>
<th>Evaluation Step</th>
<th>Example Applications of Process Evaluations</th>
<th>Example Applications of Outcome Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is success?</strong></td>
<td>- Functional areas of program&lt;br&gt;- Best practices&lt;br&gt;- Core values</td>
<td>- Public participation goal&lt;br&gt;- Public participation objectives&lt;br&gt;- Promise to the public</td>
</tr>
<tr>
<td><strong>What will measure success?</strong></td>
<td>- Satisfaction of participants&lt;br&gt;- Satisfaction of participants relative to activity objectives</td>
<td>- Level of public awareness of the project&lt;br&gt;- Level of participation&lt;br&gt;- Satisfaction of public relative to goal/promise&lt;br&gt;- Overall increase in organization credibility</td>
</tr>
<tr>
<td><strong>How will we gather data?</strong></td>
<td>- Team debriefs after activities, milestones, project, and process&lt;br&gt;- Feedback forms&lt;br&gt;- Informal chats with participants&lt;br&gt;- Informal calls and meetings with key stakeholders&lt;br&gt;- Observations at participation activities&lt;br&gt;- Peer reviews</td>
<td>- Observing and documenting&lt;br&gt;- Developing and maintaining appropriate records&lt;br&gt;- Administering statistically valid surveys&lt;br&gt;- Conducting formal interviews&lt;br&gt;- Using third-party program evaluation&lt;br&gt;- Developing program logic and an outcomes hierarchy</td>
</tr>
<tr>
<td><strong>What does the data mean and how will we use it?</strong></td>
<td>- Regular correspondence among team on evaluation results&lt;br&gt;- Appropriate modifications of process&lt;br&gt;- Regular feedback to the public meetings</td>
<td>- Formal program report&lt;br&gt;- Mailing with decision and decision record&lt;br&gt;- Case studies</td>
</tr>
</tbody>
</table>

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2. Documentation of Process and Performance

Evaluation of Individual Public Outreach Events

At the conclusion of each public engagement event or activity (public forum, open house, focus group, survey, etc.), MARC staff will compile an event or technique summary and evaluation. At a minimum, the summary and evaluation must include the following information:

- Name and date of event or activity
- MARC staff contact
- Description and context for the event/activity
- Description of target audience/stakeholders
- Evaluation of event or activities based on the five areas of evaluation and their respective performance measures.
- Identification of areas or techniques that could be improved upon and/or identification of techniques that would have ensured better results.

Evaluation of Public Participation Strategies for Core Plans and Studies

Each final plan or study document must be supplemented by a public participation process evaluation. Through this evaluation, the manager of the public participation process for that plan or study must document the strategy for engaging the public in the planning process as well as evaluate the public participation process as a whole based on the evaluation areas identified above. Evaluations of individual techniques as outlined in Section 1 above should already be complete at this stage.

Annual Review of the Public Participation Process

Every year, the MARC transportation staff person designated as the Public Engagement Advisor will compile evaluations for both individual techniques/events and full public participation strategies. This compilation of the Transportation Department engagement activities and evaluations will provide insight into areas that may need improvement. The Public Engagement Advisor will recommend any improvements that should be addressed in future planning activities. These evaluations and recommendations will be reviewed through a peer review process at MARC. The peer review group will serve to deliberate and forward recommendations to an internal decision making body for any changes in the public participation process. Any changes directly affecting the content of this plan must pass through the standard approval process including approvals by the Total Transportation Policy Committee and the MARC Board of Directors.

Review of Public Participation Plan

- The Public Participation Plan will be reviewed every three years at a minimum. Annual improvement recommendations will impact this review and provide insight into which elements of the plan should be modified, with the ultimate goal of maintaining core principles and best practices in the context of our region.
- The evaluation process will require the continued used of current tools and the development of new tools that will help MARC staff track the effectiveness of public participation activities and techniques.
Appendix

A. Relevant Federal Language
B. Flow Chart of Fundamental Public Participation Process
C. Development of the Public Participation Plan
D. Public Participation Survey and Results
E. Focus Group Notes
F. Definitions
G. Public Comments and Responses
H. Spectrum of Public Participation from the International Association for Public Participation
I. Example Techniques from the International Association for Public Participation
A. Relevant Federal Language

Moving Ahead for Progress in the 21st Century (MAP-21)

PUBLIC LAW 112-141

Section 5303 (i) (65) PARTICIPATION BY INTERESTED PARTIES

(A) IN GENERAL; Each metropolitan planning organization shall provide 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 a reasonable opportunity to comment on the transportation plan.

(B) CONTENTS OF PARTICIPATION PLAN — A participation plan —

(i.) shall be developed in consultation with all interested parties; and

(ii.) shall provide that all interested parties have reasonable opportunities to comment on the contents of the transportation plan.

(C) METHODS — In carrying out subparagraph (A), the metropolitan planning organization shall, to the maximum extent practicable —

(i.) hold any public meetings at convenient and accessible locations and times;

(ii.) employ visualization techniques to describe plans; and

(iii.) make public information available in electronically accessible format and means, such as the World Wide Web, as appropriate to afford reasonable opportunity for consideration of public information under subparagraph (A).

Section 6001 (i) (6) PUBLICATION

PUBLICATION — A transportation plan involving Federal participation shall be published or otherwise made readily available by the metropolitan planning organization for public review, including (to the maximum extent practicable) in electronically accessible formats and means, such as the World Wide Web, approved by the metropolitan planning organization and submitted for information purposes to the Governor at such times and in such manner as the Secretary shall establish.
B. Flow Chart of Public Participation Process

As demonstrated in the flow chart, MARC has incorporated a consultation component to the traditional involvement process in an effort to further promote and encourage early and continuing public involvement opportunities and engagement throughout the entire planning process. The specifics of the consultation element and other elements are detailed in Section 7 of the plan.

C. Development of the Public Participation Plan

Although the Public Participation Plan is mandated by the federal government, providing opportunities for public participation is a valued way for MARC to ensure efficient use of state and local funds and create results that are meaningful to all stakeholders. In an effort to create a framework that better affords a more meaningful public participation process and in compliance with SAFETEA-LU’s consultation requirements, MARC staff developed a process that employed a series of surveys and focus groups. Both tools served to inform the development of this plan by accomplishing the following goals:

• Recognizing the current level at which the public participates;
• Discovering how MARC can better inform the public of participation opportunities;
• Finding the preferred methods for responding to the public’s comments and questions;
• How to make better use of the public’s input; and
• Discovering obstacles that prevent interested parties from participating.
The following graphic represents the process of developing this plan. Every step allowed for contribution by the public. Public and stakeholder input was directly solicited by MARC staff in the Assessment and Review steps.

**Step 1: Assessment – Survey and Focus Group Component of Update Process**

The Assessment step was developed to acquire as much input from stakeholders as possible. This step, involving surveys and focus groups, is depicted below.

**Surveys**
- Surveys were administered to MARC’s committee members and internal staff, as well as to the public. The committee and staff surveys focused on evaluating current public participation practice, while public surveys focused on how to reach out to those not traditionally involved, how to better engage and provide opportunities for those who are already engaged, and gained a better understanding of what motivates people to get involved in transportation issues.

**Focus Groups**
- Focus groups were used as tools to address many of the same issues — but at a deeper level — and also discuss participation barriers and possible solutions. The Engaged Public Focus Group, made up of people who are already taking part in MARC’s transportation-planning activities, told staff how they became involved and what barriers they faced in participating and feeling comfortable during the process. This group was asked to help focus a survey that would be administered on a larger scale.
to the general public. After the public survey was administered and collected via paper and online formats, including a Spanish-language version, the Public Participation Plan Team contacted those who noted in the survey their interest in further participation. The Public Focus group helped to generate more in-depth information about the difficulties of participating, and brainstormed ideas for how MARC staff could make the process easier and more useful to the public.

- The collective responses identified ways MARC could improve current practices to make the public participation process more transparent, understandable and meaningful. Surveys, survey summaries, and focus group notes are available later in the appendix of this plan.

**Step 2: Exploring Alternatives**

During this step the Public Participation Plan Team explored strategic alternatives and policy changes. Survey results were compiled and acted as the foundation for additional staff research. The team explored best practices of other MPO public participation plans that would help address issues and concerns that surfaced in Step 1 and could be applied to the Kansas City Region’s planning process. The team also began to review the existing process that guides public participation in its own plans. Additionally, comments received during the staff focus group were examined to identify where changes could be made.

**Step 3: Redefining Direction**

The Public Participation Plan Team used this step to examine the plan at a broader scale. Using the changes and best practices discovered in Step 2, the team reorganized the overall framework of the plan, noted other areas where additional information was needed, and began to incorporate specific examples from the research conducted in Step 2. The focus was geared toward identifying and defining goals and strategies for the plan.

**Step 4: Developing the Plan**

The team continued to incorporate research, staff, committee and public comment into a draft plan. The direction and vision set forth in Step 3 guided the style and content for the first draft plan. This step allowed MARC to compile everything learned in previous steps into a consistent voice organized around a series of defined goals. Many additional internal meetings took place and a draft plan was developed.

**Step 5: Informal Review of Draft Plan**

The MARC staff focus group reconvened to discuss changes made in the Public Participation Plan. Each staff member was given a copy of the draft plan that was developed in Step 4 for review before the focus group met. At the focus group meeting changes were identified and discussed. Staff examined how each aspect of the plan fit within the current process as well as identified how the changes would affect the process. MARC staff members provided additional comments and concerns, in which additional research and discussion took place within the project team. Comments were addressed and changes were incorporated into the plan. A final draft plan was produced.

**Step 6: Formal Review of Draft Plan**

This step set forth a formal comment period in which the public had 45 days to review and comment on the final draft plan. Every effort was made to notify previous participants and the public of this opportunity to provide input, including advertisements, website postings, and e-mail notices.
Step 7: Finalize and Adopt Plan

This step incorporated changes made as a result of the public comment period in Step 6. The public participation plan team revisited the document a final time and constructed a final version of the plan. The plan was released to the Total Transportation Policy Committee and MARC Board of Directors for approval and adoption.

D. Public Participation Survey Results

Citizen Engagement in Transportation Survey

<table>
<thead>
<tr>
<th>Web Survey</th>
<th>Paper Survey</th>
<th>Total Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>198</td>
<td>English</td>
</tr>
<tr>
<td>Spanish</td>
<td>0</td>
<td>Spanish</td>
</tr>
<tr>
<td>TOTAL</td>
<td>198</td>
<td>TOTAL</td>
</tr>
</tbody>
</table>

1. What area of transportation is most important to you? Choose ONE.
Total responses: 226

<table>
<thead>
<tr>
<th>Rank</th>
<th>Choices</th>
<th>% of Responses</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Public transportation</td>
<td>36%</td>
<td>81</td>
</tr>
<tr>
<td>2</td>
<td>Maintaining existing roads and bridges</td>
<td>15%</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>Environmental impacts</td>
<td>15%</td>
<td>34</td>
</tr>
<tr>
<td>4</td>
<td>Commuting/ridesharing</td>
<td>9%</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td>Safety</td>
<td>8%</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>Bicycle/pedestrian</td>
<td>8%</td>
<td>17</td>
</tr>
<tr>
<td>7</td>
<td>Land use/zoning</td>
<td>4%</td>
<td>9</td>
</tr>
<tr>
<td>8</td>
<td>Freight/rail</td>
<td>3%</td>
<td>7</td>
</tr>
<tr>
<td>9</td>
<td>Other</td>
<td>2%</td>
<td>5</td>
</tr>
</tbody>
</table>

2. What motivates you to become involved in transportation issues?
Total responses: 183

- I am going to be a transportation planner. Also I want to affect change to create a better metro region.
- I am actively involved in climate protection issues and better transportation policies are a must.
- Frustration over the city’s lack of good and safe options for bicycles, pedestrians, and public transportation.
- A project impacting my day-to-day travel.
- I want public transportation that I can actually use to go to work and visit my family.
- Traveling to other cities and seeing how well mass transit works.
- The fact that it affects the quality of life for people throughout the area.
- Convenience and environmental impacts.
- Community engagement.
• Economy.
• I often ride the bus to work.
• Public transportation in Kansas City needs improvement — cyclists and pedestrians are not safe due to unavailability of passageways.
• Vital contribution to public safety, economic development and access to services/quality of life.
• I want to see more bike commuting. There are so few bike lanes; I can only commute on the trolley trail, and am fortunate to live nearby.
• The connection between land-use patterns and transportation infrastructure — the opportunity to positively change people’s quality of life through the responsible and joint planning of both.
• I am concerned about urban sprawl in the metro area.
• Economic opportunity.
• Help improve the quality of the environment by relying less on personal transportation and utilizing mass transit systems.
• I don’t drive so issues pertaining to pedestrian traffic can affect me. Being a pedestrian, all issues (auto, bus, bicycle, etc.) can affect my day-to-day travel.
• Potholes; little to no street maintenance in my neighborhood.
• The lack of viable transportation options in Kansas City.
• Helping the environment.
• I am a student studying planning and I live in North Kansas City where public transportation is scarce.
• Desire to improve the roadways for bicycles and improve traffic flow.
• Need for alternative transportation sources.
• Lack of good connections from northland area to south areas.
• I am a transportation/traffic engineer.
• Self-interest and an appreciation of public transportation in other cities.
• Accessibility to businesses in the metropolitan area.
• Unsafe dependence on foreign energy sources, unwise use of resources (environmental impacts, waste, etc), community development around public transportation.
• A background in transportation planning and land-use planning. Seeing how important it is to the community to have a diverse base of transit modes.
• Commuter issues and better public transit.
• I’m concerned for the well-being of not just my family, but others. What a pity it is that you can’t even walk outdoors without the likelihood of smelling auto exhaust. Yuck.
• Neighborhood involvement over Mission Rd. bridge.
• Not having a vehicle.
• When roads are not maintained properly.
• Cost of fuel.
• Helping the environment.
• Understanding the process of community decision making.
• My commute from the north.
• We have poor public transportation compared to cities of similar size.
• Road conditions.
• I want to minimize the amount of pollution I personally contribute. I also want public transportation to be affordable and convenient for all KC residents. Finally, I want KC to have a great national reputation. To do that, it needs to attract tourists who are impressed with how easy the city is to access, i.e., great public transport.
• Environment, commute.
• Global warming.
• If it’s going to help move traffic along better during rush hour or after large events.
• Probably self-interest — I’ll get involved if the issue could benefit me.
• Environmental concerns and my desire to see a robust, fortified urban core; additionally, a better unification of suburban areas with the urban core will benefit everyone in the metro area.
• Transportation is important to economy and quality of life.
• I want light rail to work in Kansas City.
• KC’s mass transportation is a joke! We need commuter rail from Johnson County, light rail through central KC, and buses connecting it all. The lack of good mass transit is really holding KC from becoming a great city once again!
• Good alternative transportation, less dependency on foreign oil, reduce auto emissions, create community.
• If it would affect my house or my commute to work.
• Wide impact, useful plan.
• I-35 gridlock.
• I would like to help my community in any way possible.
• The environmental impacts.
• A desire to find alternatives to dealing with sprawl, congestion, and poor air quality.
• Social equity and environmental impacts.
• My need to be transported.
• A friend.
• Traffic jams and concern about environmental impact of them.
• Cost savings. Environment. Making better use of my commuting time.
• A very long commute.
• Providing a cleaner and greener environment for myself, family and community.
• Environmental concerns.
• Public transportation is a success factor in communities. I feel my community seriously lacks public transit for being such a rail area no less. I prefer to walk, bike, or take the bus (I have never had light rail, etc avail to me, but I would use it) rather than drive. Driving creates stress, laziness, and more pollution than necessary. Only problem is even within walk zones and a pedestrian walk signal, drivers will nearly run a cyclist/walker over and act as if we were in the way.
• I want us all to need less of it, and I want all the transportation that we do need to work well as a system.
• The future of Kansas City and the region, higher tourist draw, more jobs in the urban core, and eco-friendly.
• Seeing other cities be more progressive than us makes me concerned. Having no other option than a car to get around is a problem. We need efficient rail and bus transportation.
• Making our transportation options (car, bike, bus, rail) more like a city like Seattle, San Francisco or San Diego.
• My family doesn’t own a car — public transportation is our primary means of transportation. We try whenever possible to support clean, safe, frequent, and accessible public transportation.
• I’d like to know more about it.
• Safety and better traffic flow.
• Environmental impacts.
• Our metro highways can barely handle the load. The demand on the highways increases. Commercial truck traffic clogs the interstates, repair work is never-ending and creates never-ending havoc with traffic, and most importantly public safety.
• Saving time and safety.
• The benefits to the urban fabric of Kansas City and its sustainability.
• Seeing a transportation system that works for the entire area and encourages dense development.
• I live in a town with a jail which releases prisoners with no transportation. If they hitchhike, they’ll be picked up again. Their only hope is to get a ride to the airport where they can catch a bus.
• I live/work/play in the River/Crown/Plaza strip and would like to see it accessible by foot any time of day.
• The cost versus effectiveness of the proposed plans.
• I’m a member of a local planning and zoning board.
• Living a fair distance from both work and our children’s school (9+ miles).
• The need to get from one part of town to the other in a safe and relatively quick manner.
• The metro and surrounding cities does not have enough convenient and reliable public transportation.
• To make a better community.
• Recognition that we are depleting the planet’s resources.
• Environmental: use of natural resources, air quality, sprawl.
• I’m very concerned about our air quality, the environment, our use of fuel, and the ethical issue of access for those who cannot afford to own a car. I’ve visited a few cities with fantastic public transportation — I realize this must be balanced with population density — but believe that we can create a meaningful system to augment other forms of transportation, including walking. At one point I had a health issue and was advised not to drive for 3 weeks. I went to the KCATA website, and learned that it would take 2.5 hrs to commute by bus from south Kansas City (64131) to my office in North Kansas City, usually a 30 minute commute.
• Overall safety issues.
• To help protect our environment.
• Request of a friend.
• Living in Europe for many years. I would love to see KC have a viable public transportation system that goes well beyond bus routes, similar to what you see in large cities in Europe.
• The fact that KC is so far behind other cities in regards to public transportation and the mindset of Kansas Citians seems to be car driven — excuse the pun.
• Economic and environmental issues.
• Quality of life.
• Importance to future environment of good decisions now.
• Nothing at this time.
• Concern for the appearance and reputation of our community.
• Environmental concerns.
• Proximity to my travel routes.
• Helping build a more comprehensive public transportation system that better serves workers and tourists.
• Need.
• I’d like to see Kansas City get to the next step and support its residents with a transportation plan that is accessible, affordable and well maintained.
• Cheaper, cleaner alternative to driving solo.
• Long-time resident seeking better public transportation.
• If we could streamline our transportation, we could be efficient on so many levels: energy, emissions, time, and many more I probably can’t even think of that would trickle down and have a positive effect.
• Fuel prices.
• I want to see Kansas City move forward and become a leader among other cities. Not just trying to play catch up.
• I want to not own a car and save money.
• Ease and cost-effectiveness of commute to work.
• The desire for Downtown Kansas City to increase pedestrian-friendly, walkable environment and to decrease cars and air pollution in the urban core.
• Home ownership.
• Self-interest.
• I feel that the region doesn’t believe that public transportation is a necessity. But it is, and could be more valuable to increased development, better quality of life, environmental betterment, etc.
• Inability to seek employment in certain parts of the metro because of lack of adequate public transportation.
• I would like a safer environment for cyclists in KC, particularly in Overland Park.
• Dissatisfaction with current availability of public transit.
• Effective usage of natural resources and better service for the public.
• Concern for environment and bicycle safety.
• Environment, cost of gasoline, congested traffic, cost of automobile, lack of public transportation.
• Traffic is outrageous — constant road construction, need rail system, visit St. Louis, Chicago, New York — any transportation is great, bus system doesn’t cut it!
• Price of gas, emergency, evacuation issues (e.g. New Orleans after Katrina)
• Almost zero public transport in this area.
• They are not easily available or accessible.
• Safety for our elderly and our young adults that need to ride the bus.
• I am motivated by the need for the improvement of public transportation in KC metro.
• I’m not sure I’ve ever been involved in transportation issues.
• See workers at the Legends unable to get home from work at night because no buses run late at night. Workers on Leavenworth Rd. You can get to the Legends but no return route. No Sunday service from the Argentine. Very difficult to get to downtown KCK or KCMO or Johnson County.
• I have to walk everywhere I want to go and can’t go most places because the bus system in Johnson County is so complicated, disjointed and unreliable.
• I am about 86; have no car and no desire to own one, and shouldn’t be driving anyway at my age. Public transportation is almost nil in Johnson County, because people don’t use it. If it were available, it would be too costly; maybe $1.50. I used to ride streetcar or bus for 7 cents until 1957. Embittering! I did not cause inflation; why should I be made one of its victims. Despite the wording of the Pledge of Allegiance, justice is rare or nowhere. The above is written, of course, in a lost cause.
• I honestly don’t have much motivation to becoming involved in transportation issues. It seems to me that KC doesn’t respond well to its request on public transportation issues. Example: light rail. It finally passes, but how long will it take the city to do anything with it? It’s been such a long road for the light rail, I’m not confident that it will be implemented in a timely manner. I would definitely utilize public transportation more in this city if it was more efficient and accessible.
• Wanting easier, non-car access to downtown, KCK, and suburbs.
• Environmental issues.
• The imperative need to have transportation that is available to the public north to south and across state lines!
• So you don’t have to pay for gas.
• Helping others to their destination.
• When people learn how to drive.
• Potholes, drivers disregard for traffic laws running stop signs and stop lights, speeding in and out of traffic.
• More drivers, some more challenged than others, bad roads and bridges.
• After seeing the film “An inconvenient Truth,” by Al Gore. I feel like it’s important to address this issue.
• Needs of lower income people.
• With more population, too much congestion on roadways and high cost to maintain, adds to personal stress and anxiety.
• I don’t know.
• When it affects me and my commute.
• I have no running car.
• I’m a conservationist and cyclist.
• Because you need to be able to get where you need to go on weekends too.
• Too old to drive and I only go to places within the city to do shopping.
• The lack of transportation available in Kansas City metro area.
• Global warming — destruction of planet.
• Potential light rail throughout the metro area.
• Environmental and humanitarian concerns — I believe quality public transportation is essential both to alleviate pollution and to provide equal access to goods and services.
• Lack of available hours after 7:00 p.m. for the auto-less and poor, elderly and handicapped.
• Future needs and growth of our community.
• I do not like car culture — the pollution, expense, road rage, etc.
• I want to promote environmentally friendly public transportation options for the Kansas City metro area.
• I would like for Truman Rd. bus to run on Sundays and 109 Winchester to run on Sundays and Saturdays.
• To get transportation improved.
• La seguridad en cuanto caminos, y stacionamientos y la buena idea de compartir el carro para trabajo. (Safety on all roads, parking, and the great idea of carpooling to work.)
• Asegurarse que tengamos un medio de transporte seguro y que protega nuestro medio ambiente. (Assurance that we will have a safe, environmentally friendly form of transportation.)
• Para poder. Tener un mejor servicio en la ciudad. (For power. To be able to have better service in the city.)
• Para cuidar el medio ambiente. (To care for the environment.)
• Pues que participando podemos mantener el transporte. (By participating, we can maintain the transportation system.)
• La seguridad automovilistica. (Driver safety)•
• Porque es una encuesta muy importante para la ciudad. (Because this survey is very important for the cities.)
• Conocer los planes y proyectos de transporte acerca de nuestra region. (To become familiar with the transportation plans and projects around our region.)
• Por las problemas del medio ambiente. (Environmental problems (issues).)
• La seguridad. (Safety.)
• El mejorar el servicio a mas gente que lo necesita. (Improving service and serving more people that need it.)
• Me motiva a participar porque necesitamos mas seguridad en las calles o en los vecindarios. (I’m motivated to participate because there is a need for improved safety on the streets and in the neighborhoods.)
• La necesidad tan indispensable que es para todos. (It needs to be for everyone.)
• Mejorar el servicio. (To improve service.)
• Para tener una mejor transportacion. (To have a better transportation system.)
• El poder transportarse mejor a otros lugares. (Better transportation options to other places.)
• Me motiva cuando mi hijo viaja. (I’m concerned for the safety of my son when he travels.)
• La seguridad de mi familia. (My family’s safety.)
• Por que me gustaria que mis hijas pudieran usar el bus para la escuela. (Because I’d like my daughters to be able to ride the bus to school.)
• Para mejorar el medio ambiente y tener el mejor servicio. (In order to improve environmental quality and get better service.)
• Mejorar el uso del transporte en nuestra area. (To improve transportation in our area.)
• El medio ambiente, seguridad. (The environment, safety.)
• Tener participacion en la toma de desiciones para los futuros proyectos de transporto. (To participate in making decisions regarding future transportation projects.)

3. **What prevents you from becoming involved in transportation issues? Choose ALL that apply.**

Total responses: 202

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<th>% of Responses</th>
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<td>I do not know how or when to get involved</td>
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<tr>
<td>2</td>
<td>I think decisions are being made behind closed doors</td>
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<td>3</td>
<td>I do not think my input will matter</td>
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<td>4</td>
<td>The meeting locations or times are not convenient for me</td>
<td>18%</td>
<td>36</td>
</tr>
<tr>
<td>5</td>
<td>I do not understand the issues</td>
<td>32%</td>
<td>65</td>
</tr>
<tr>
<td>6</td>
<td>I do not feel the issues will have an impact on me personally</td>
<td>38%</td>
<td>76</td>
</tr>
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</table>

• Responses to “other”:
• More pressing demands on my time/energy.
• I am involved.
• Distance between home and work (commuter).
• As a full-time student, mother and wife I don’t have the time right now to get involved.
• Primarily, lack of time.
• Basically lazy.
• I moved to KS, where transit is not a high priority.
• Extremely busy schedule.
• No time.
• Busyness/laziness.
• I need more info before getting "loud" about anything.
• Power brokers are all auto centric.
• Time.
• Actually never been asked.
• Most decisions have been satisfactory.
• Lack of time.
• I don’t have time.
• I have conversed several times with The JO, and they make me feel my experience/opinions do not matter.
• I am actively involved and am not sure it matters.
• I do get involved.
• I find out about a lot of decisions after the fact. I fear original ideas from an individual will only receive a patronizing acknowledgement.
• Apathy.
• Time constraints.
• Time.
• Lack of interest.
• I am currently living outside the area.
• I am really busy.
• Lack of funding.
• Nothing.
• Busy lifestyles — work full time.
• Time.
• Time.
• My plea that people use the bus, and that the fare be reasonable, will fall on deaf ears.
• I need info on meeting dates and times.
• Changes will raise taxes again, again and again.
• Not enough time.
• I have not made the effort to get involved until now.
• No conocía el tema nunca había oído hablar de esto. (I'm unfamiliar with the subject; I've never heard anyone talk about this.)
• Nunca he oído de este tema. (I've never heard anything about this topic.)
• Ninguna. (Nothing.)
• Nunca nadie me ha invitado a algo referente al transporte. (Nobody has ever invited me to anything related to transportation.)
4. **What are the best ways to communicate with you about regional transportation issues and ways you can get involved?** Rank the following list from 1 to 11, with 1 being most effective, and 11 being least effective.

Total responses: 230

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<thead>
<tr>
<th>Rank</th>
<th>Choices</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>E-mail</td>
<td>Word of mouth</td>
</tr>
<tr>
<td>2</td>
<td>The Kansas City Star newspaper</td>
<td>City government sites, local news sites</td>
</tr>
<tr>
<td>3</td>
<td>Mailings</td>
<td>Escuela (school)</td>
</tr>
<tr>
<td>4</td>
<td>Television</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Radio</td>
<td>Internet Sites Listed:</td>
</tr>
<tr>
<td>6</td>
<td>Internet sites</td>
<td>Kansascity.com, kcata.org</td>
</tr>
<tr>
<td>7</td>
<td>City or neighborhood newsletter</td>
<td>cnn.com</td>
</tr>
<tr>
<td>8</td>
<td>Other local newspaper</td>
<td>WyCoKCK website</td>
</tr>
<tr>
<td>9</td>
<td>Mid-America Regional Council (<a href="http://www.marc.org">www.marc.org</a>)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Phone calls</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

5. **What is the best way to engage you in regional transportation issues? Choose ONE.**

Total responses: 226

<table>
<thead>
<tr>
<th>Rank</th>
<th>Choices</th>
<th>% of Responses</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A written survey sent to my home</td>
<td>50%</td>
<td>112</td>
</tr>
<tr>
<td>2</td>
<td>Internet discussion forums</td>
<td>19%</td>
<td>42</td>
</tr>
<tr>
<td>3</td>
<td>Informal meeting in my neighborhood or at my church</td>
<td>18%</td>
<td>41</td>
</tr>
<tr>
<td>4</td>
<td>A public meeting at city hall</td>
<td>7%</td>
<td>16</td>
</tr>
<tr>
<td>5</td>
<td>Other</td>
<td>7%</td>
<td>15</td>
</tr>
</tbody>
</table>

- Responses to “other”:
  - E-mail, I believe
  - Public meetings in different areas of the community would be great
  - Create an ambassador program via online and provide consistent tools for us to better communicate the issues to others
  - 1. Informal meetings 2. Public meeting @city hall 3. Internet discussion forums
  - I’m not interested in being involved
  - Convince me public involvement is more than just for show.
• Send me an email survey
• Either internet or written survey to home
• Invite e-mail membership with/ notices of meetings and on-line referendums/petitions
• Moderated listserv
• I need to know when/where meetings occur that I can attend.
• Undecided
• Internet or Email Survey
• A public meeting at the Kauffman Foundation
• Email survey sent to my home
• Indicate that people are going to ride the buses; charge a reasonable fare. Stop inflation!
• Literature for educational purposes
• Television
• This survey and invitations to meetings about public transportation and bike issues

6. Where do you think citizen involvement and input is most valuable? Choose ONE.

Total responses: 227

<table>
<thead>
<tr>
<th>Rank</th>
<th>Choices</th>
<th>% of Responses</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Developing the region’s long-term transportation plan</td>
<td>29%</td>
<td>66</td>
</tr>
<tr>
<td>2</td>
<td>Developing individual plans for each mode of transportation</td>
<td>26%</td>
<td>58</td>
</tr>
<tr>
<td>3</td>
<td>Developing the values on which we base transportation decisions for the region</td>
<td>20%</td>
<td>46</td>
</tr>
<tr>
<td>4</td>
<td>Developing specific programs, projects and studies</td>
<td>20%</td>
<td>46</td>
</tr>
<tr>
<td>5</td>
<td>Other</td>
<td>5%</td>
<td>11</td>
</tr>
</tbody>
</table>

• Responses to “other”:
• All of the above.
• In addition to the citizens’ role in the basis of regional transportation “values,” planners need to gauge the preference toward/against a LRTP.
• Neighborhoods.
• I can’t choose just one: all of the above are equally important.
• They are all important.
• I’d like to know any of the plans that involve the area.
• It’s not. Citizens are idiots, don’t involve them in decisions.
• I do not know.
• The need.
• This is a poorly framed question.
• Federal level.
• The buses don’t run long enough.
7. **How should MARC share the comments it receives from the public? Choose ALL that apply.**

Total responses: 235

<table>
<thead>
<tr>
<th>Rank</th>
<th>Choices</th>
<th>% of Responses</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Public comments should be posted on MARC’s website</td>
<td>28%</td>
<td>137</td>
</tr>
<tr>
<td>2</td>
<td>Public comments should be discussed at working sessions and committee meetings</td>
<td>26%</td>
<td>127</td>
</tr>
<tr>
<td>3</td>
<td>Public comments should be made available at public meetings</td>
<td>25%</td>
<td>121</td>
</tr>
<tr>
<td>4</td>
<td>Final projects should include a section for a public comments and/or a summary</td>
<td>21%</td>
<td>102</td>
</tr>
</tbody>
</table>

- Responses to “other”:
  - Public comments should be included at every step in the process.
  - *The Kansas City Star* local section.
  - Sharing doesn’t accomplish much. You must INCORPORATE! Use the information, don’t just regurgitate it.
  - Consider setting up a blog section on website.
  - E-mail.
  - Publications — be it on Internet, journals, newspapers, etc.
  - Newspaper.
  - The public should always get to know what the public has to say.
  - All of the above.
  - Share with newspapers and Internet news sites.
  - Consumer-friendly position paper, press release on same.
  - www.kcata.org
  - *The Kansas City Star*, KCUR.
  - TV/radio.
  - E-mail.
  - Telemundo.

8. **Are you familiar with the Mid-America Regional Council?**

Total responses: 238

- Yes 134
- No 104
9. If you answered “yes” to question 8, what MARC activities and programs are you familiar with?

Total responses: 101

- Regional Transportation planning; long-range planning; regional emergency response coordination.
- Orange alerts, carpooling.
- Transportation planning, RideShare.
- Long-Range Plan, Commuter rail studies.
- All.
- Emergency management, Mid-America Medical Reserve Corps.
- Stop/oats buses.
- Bike trails map.
- MetroGreen, First Suburbs and Great Places Coalition, etc.
- First Suburbs coalition, MetroGreen, other programs at MARC.
- Environmental planning, community development, transportation planning.
- Neighborhood association communications.
- I know it is a federally mandated council that controls all transit issues for the metropolitan area.
- RideShare, MetroGreen, online surveys, KC Rain Gardens
- Lectures and award banquets.
- All transportation programs.
- Various.
- Data collection and maintenance, MARCIT insurance.
- RMBIS.
- RideShare carpooling program.
- MSAG; MAP-IT.
- Long-range planning, RideShare.
- Transportation, environmental, continuing education, public affairs.
- RecycleSpot, AirQ, Government Training Institute.
- Training specifically.
- First Suburbs Coalition.
- None — I just know what it is and some stuff it does.
- Rain gardens.
- RideShare.
- Cooperation with KCATA.
- Transportation planning.
- I am aware of MARC through a friend who works there. I have just recently started checking the MARC website. I know there are programs for the elderly and for transportation, but not in detail.
- Consulting at University of Missouri-Kansas City, elections.
- I know someone who works there.
• No programs specifically. I know that MARC is an umbrella organization for many government-funded agencies.
• Noting specific.
• RideShare, recycling, joint purchasing, MAGWeb, RITMA.
• KC Scout, library consortium, local government Web manager group.
• RideShare. Those signs over the highways.
• Recycling (but this needs to be pushed a lot more, and green buildings too!!).
• Transportation, environmental programs, regional forecasting, community development; less familiar with aging, emergency response, daycare.
• Recycling, transportation, urban planning issues.
• Bridges, light rail.
• Transportation, bicycle planning
• MetroGreen and Smart Moves.
• Transportation primarily.
• Online resources about various communities and initiatives.
• Mostly transit related. I have looked at others casually to see what linkages exist to transit commuter issues.
• The Smart Moves concept.
• Ozone alert days, Smart Moves.
• Department of Aging.
• Transportation plan.
• Computer training, RideShare program.
• All environmental-related programs.
• I am familiar and most appreciative of the recycling programs, and attended a rain barrel workshop last summer.
• Metropolitan Council on Early Learning.
• I just have a friend who works there. I know that they are involved with long-range planning for the metropolitan area.
• Website.
• Green initiatives, early child development, environmental activities.
• Only vague general knowledge.
• Work in a delegate agency.
• Air quality monitoring, 9-1-1, childcare, transportation planning.
• Familiar with a MARC employee — thus the organization.
• SmartMoves, Metro Dataline.
• Smart Moves
• Greenspace programs and bike paths.
• Smart Moves and bicycling projects.
• Can’t think of a specific program.
• None.
• Aging, Regional Planning.
• AirQ.
• Just through the website.
• Government employee training, metro and regional statistics, recycling information.
• None.
• Not relevant to the issue of public transportation.
• Newsletter, training opportunities, people who work there, publications, recycling info, regional studies.
• MetroGreen initiatives, Smart Moves.
• Bike maps.
• Environmental planning activities.
• Newsletter.
• Recycling/transportation information.
• Highways.
• Presentations.
• Acquaintances.
• In-home services transportation senior food programs.
• Air quality, recycle.
• MARC grant.
• Was once a city government employee, I am aware of MARC activity.
• I have completed a couple of surveys mailed to me and I participated in the automotive air pollution study.
• List of public officials.
• Library.
• Metro Council on Early Learning and aging services.
• Transportation.
• Public transit initiatives.
• No conozco ninguno. (I do not know of any.)
• Ninguna. (None.)
• Ninguna. (None.)
• Ninguna. (None.)

10. What MARC meetings or events on transportation issues have you attended?

Total responses: 31
• LRTP 2030 Update (2005).
• Paseo Bridge open house.
• As many as I can when time allows — First Suburbs and MetroGreen.
• Metro Green Bike Ride, public input on bridging the Missouri River meeting.
• Quite a few.
• I-35 Corridor Study / Alternatives Study.
• Years ago when there was discussion about taking out the trolley tracks, which I thought was a mistake as I’ve been a proponent of light rail for 10 years.
• Don’t have a car and don’t know when/where to go or what my role would even be. I would LOVE to get this place more connected with light rail (there’s enough track...), better bus systems, bicycle friendly roads, and alternative vehicle fueling locations.

• TTPC, Transit, Bike/Ped, AQF, various transportation study meetings, occasional OGL and STP/Bridge committee meetings.

• Never been to one because I find out after the fact. I did attend a transit public forum in the summer of 2005 at Johnson County Community College about Smart Moves.

• When are they?
• None. Times and location are inconvenient.
• Haven’t — don’t know when they occur.
• I attended a meeting once but I can’t remember what it was about.
• Fundraisers.
• Annual meeting.
• I attended a session a few years ago with the federal highway administration and MARC, but don’t remember the content.
• None — not aware of meetings.
• Smart Moves meeting and bicycling meetings.
• Independence Memorial Building, late 2005 or 2006.
• Private meetings with Regional Transit Alliance and MARC.
• None. I don’t know when and where they meet. I didn’t know the public was invited.
• None that I know of, though I would have had I received a mailing notice.
• Schooling.
• Prior years, 1998-2000.
• No he tenido la oportunidad de asistir a ningún evento. (I have not had the opportunity to attend any events.)
• A ninguno, la razón es que es la primera vez que tengo información del tema. (None, because this is the first time I’ve ever had any information on the subject.)

11. Would you be more willing to participate in transportation discussions if they were included as part of a local town hall meeting or an organization meeting?

Total responses: town hall 205; organization 212

<table>
<thead>
<tr>
<th>Local Town Hall Meeting</th>
<th>Organization Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>94</td>
</tr>
<tr>
<td>No</td>
<td>111</td>
</tr>
<tr>
<td></td>
<td>46%</td>
</tr>
<tr>
<td></td>
<td>54%</td>
</tr>
</tbody>
</table>
12. What zip code do you live in?

13. Would you be willing to participate in a future focus group to discuss ways to strengthen citizen engagement in values discussions and transportation decision making for the Kansas City region?

Total responses: 305

Yes 105
No 200

E. Public Focus Group Notes

Staff Focus Group

November 7, 2006

Notes:

- Priorities Committee may bump up projects making for shorter public comment periods. TIP amendments must have a comment period; timing and length of comment periods are flexible.
- TIP comments are not always the type of comment that can affect change, poor timing, people don't know what they should comment on. How can we better present TIP to public? What kind of comments do we want at specific times? This will change with each project. We need to provide more context and visualization. Where should TIP comments go? Some are more appropriate at municipal levels.
• Would groups be able to request longer comment periods, interest groups, for instance, where 15 days would not be enough?
• Stakeholder meeting, listening sessions very effective.
• Interactive maps for TIP must be accompanied by ads directing people to site. Using tools together.
• For public focus group: Dean’s engagement groups. Piggyback or form new focus group. Use as test group and have them come up with public questions/take survey.
• Public needs more specific questions.
• ATA has their own citizens group, try chamber lists.

Public Focus Group: Engaged
December 7, 2006
Questions and Summarized Answers:
What is Public Participation?
• Putting information out there for comments and response.
• Get feedback from public.
• Availability of information.
• Theoretically: hear from John Q. Public, now we hear from interest groups.
• Engaging people not typically involved in governance.

Involvement
• We should be careful how we identify stakeholders.
• Stakeholder and public are not the same.
• NIMBYs (Not in My Backyards) with direct impact take on representing entire region. Broad public is not well-represented. Is this right?
• Interest groups should be more involved to better represent the region.

What gets you involved?
• To make something happen long term.
• Frugality — Tax money invested wisely.
• Professionally, then led to investment as an expanded stakeholder.
• Involved because of values.
• Environmental concerns — to help the process — see it move forward and not get bogged down.
• To enhance the project.

Education
• Issues can be explained better electronically — more “understandable”
• Inform/educate with long and complicated legal documents — “I know nothing more now than I did before.”
• Public doesn’t know how to get involved;
• There is a huge learning curve to get to where you can even comment/ can not comment when you do not understand.
• Honest information needs to be put into perspective where the public can understand.
• Informed Consent — Is that public involvement?
Communication / Forums
- Open forum meetings — you don’t know whether you were heard, you don’t get to hear what each other says — no feedback from public.
- Websites will generate more comments, but comments from face-to-face conversation are higher quality.
- We need to expand electronic communication but maintain face-to-face.
- Web — you don’t always know who made the comment.

Motivation
- How can we get public to be more aware of issues beyond their own neighborhood?
- How can we get citizens to stick around through the length of a project?
- John Q. Public will not be interested if there is no direct impact.
- “Stakeholder” participation process: in reality you have to have a reason to care about it.

Values
- MARC’s main role should be to establish regional values.
- Values should be established up front — before project is defined. Smart Moves as example.
- Values can be so broad sometimes that they can be interpreted any way — not as they were really intended.
- Disconnect between values and when project is put out there — feeling ineffectual.
- People come to meetings with values but are not necessarily informed.
- Engineers do not understand values.
- Putting a plan out in the guise of public participation.
- Public thinks the decisions are made before or without public participation (no values discussion).

Survey
- When should public participation start? Timing.
- How should public notices be sent out?
- How long is too long for documents?
- How well has MARC done to educate you?

Public Focus Group: General Public
March 15, 2007
Notes:

Concerns and motivations
- Low-cost transportation options
- Urban sprawl
- Transit
- Care for economically challenged
- Transportation as the lifeblood of economy
- Commuting alternatives

Ideal Situation for Engagement
- Starting different conversations through online blogs. Must be transparent and friendly. Probably would attract a younger age group.
- Website dedicated to transit issues — not from MARC (most people are not familiar with MARC).
- Getting involved at “ground zero,” but the ability to enter at any point should be an option.
- “Sub-ground zero” — Online blog for ideas — possibly on MARC’s website.
How do you let people know about this?
- People who are not able to use the Internet.
- How do you give elderly people a voice?
- How do we address bilingual?
- Connect with neighborhood organizations, churches, community centers, Spanish newspapers/radios, etc.
- Target audience should influence how information is communicated.

At what point do people want to know about things?
- Stop sign issues may not be as important as changes to a central or main street.

Individuals’ needs are not being heard
- A single individual’s needs should have as much weight to their input as an organization — the ideal is that you wouldn’t have to be under the organization to have weight.

Would you know whom to contact for certain issues?
- We cannot assume everyone know who to contact.

Barriers (completed an Affinity Diagram)
- Access/Process
- Timeliness
- Confidence/Impact
- Disjointed
- Disenfranchisement

Solutions
- Access/Process
- Regional Access point person who would direct/manage questions from citizens, 411-type number. 311?
- Regional database of current activities and contacts on district by district basis. This could be accessible through the web or by phone.
- Start educating children in schools about transportation issues.
- Timeliness.
- People can try to be in touch but if information isn’t there, then they will not be informed. Use organizations to funnel timely information.
- Focus on partnership with the community from start to finish.
- Confidence/Impact.
- No form response, need to contact from a real person via phone, real-time on-line help, post acknowledgement on blogs.
- Disenfranchisement.
- Surveys — surveys on buses.
- More frequent polling, snail mail.
- Communicate through employers.
- Need more local champions to lead big issues.
- Disjointed.

How big is your “backyard“?
Interests go across state lines, very broad in this group.
### F. Definitions

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americans With Disabilities Act (ADA)</td>
<td>The legislation defining the responsibilities of and requirements for transportation providers to make transportation accessible to individuals with disabilities. (FTA1)</td>
</tr>
<tr>
<td>Alternatives Analysis</td>
<td>Understanding how the transportation system and its components work such as information on the costs, benefits and impacts of potential chances to the system.</td>
</tr>
<tr>
<td>Attainment Area</td>
<td>An area considered to have air quality that meets or exceeds the U.S. Environmental Protection Agency (EPA) health standards used in the Clean Air Act. Nonattainment areas are areas considered not to have met these standards for designated pollutants. An area may be an attainment area for one pollutant and a nonattainment area for others.</td>
</tr>
<tr>
<td>Corridor</td>
<td>A broad geographical band that follows a general directional flow connecting major sources of trips that may contain a number of streets, highways and transit route alignments. (APTA1)</td>
</tr>
<tr>
<td>Corridor Studies</td>
<td>The usual purpose of the corridor study is to determine the best way to serve existing and future travel demand. These studies define alignment, mode(s) and facilities between activity centers or other logical termini. Corridor planning is accomplished using a long-range outlook (at least 20 years, but sometimes longer).</td>
</tr>
<tr>
<td>Consultation</td>
<td>The act of consulting or conferring; deliberation of two or more persons on some matter aimed at ascertaining opinions or reaching an agreement.</td>
</tr>
<tr>
<td>Department of Transportation (DOT)</td>
<td>Establishes the nation’s overall transportation policy. Under its umbrella there are ten administrations whose jurisdictions include highway planning, development and construction; urban mass transit; railroads; aviation; and the safety of waterways, ports, highways, and oil and gas pipelines. The Department of Transportation (DOT) was established by act of October 15, 1966, as amended (49 U.S.C. 102 and 102 note), “to assure the coordinated, effective administration of the transportation programs of the Federal Government” and to develop “national transportation policies and programs conducive to the provision of fast, safe, efficient, and convenient transportation at the lowest cost consistent therewith.” (OFRI)</td>
</tr>
<tr>
<td>Environmental Justice (EJ)</td>
<td>Environmental justice assures that services and benefits allow for meaningful participation and are fairly distributed to avoid discrimination.</td>
</tr>
<tr>
<td>Feasibility Studies</td>
<td>Study in which a potential strategy or project is further studied to determine if a solution is feasible in light of environmental, engineering, budgetary, and community constraints.</td>
</tr>
<tr>
<td><strong>Federal Highway Administration (FHWA)</strong></td>
<td>A branch of the US Department of Transportation that administers the federal-aid Highway Program, providing financial assistance to states to construct and improve highways, urban and rural roads, and bridges. The FHWA also administers the Federal Lands Highway Program, including survey, design, and construction of forest highway system roads, parkways and park roads, Indian reservation roads, defense access roads, and other Federal lands roads. The Federal agency within the U.S. Department of Transportation responsible for administering the Federal-Aid Highway Program. Became a component of the Department of Transportation in 1967 pursuant to the Department of Transportation Act (49 U.S.C. app. 1651 note). It administers the highway transportation programs of the Department of Transportation under pertinent legislation.</td>
</tr>
<tr>
<td><strong>Federal Transit Administration (FTA)</strong></td>
<td>A branch of the US Department of Transportation that is the principal source of federal financial assistance to America's communities for planning, development, and improvement of public or mass transportation systems. FTA provides leadership, technical assistance, and financial resources for safe, technologically advanced public transportation to enhance mobility and accessibility, to improve the Nation's communities and natural environment, and to strengthen the national economy. (Formerly the Urban Mass Transportation Administration) operates under the authority of the Federal Transit Act, as amended (49 U.S.C. app. 1601 et seq.). The Federal Transit Act was repealed on July 5, 1994, and the Federal transit laws were codified and re-enacted as chapter 53 of Title 49, United States Code. The Federal Transit Administration was established as a component of the Department of Transportation by section 3 of Reorganization Plan No. 2 of 1968 (5 U.S.C. app.), effective July 1, 1968. The missions of the Administration are 1) to assist in the development of improved mass transportation facilities, equipment, techniques, and methods, with the cooperation of mass transportation companies both public and private. 2) to encourage the planning and establishment of areawide urban mass transportation systems needed for economical and desirable urban development, with the cooperation of mass transportation companies both public and private. and 3) to provide assistance to State and local governments and their instrumentalities in financing such systems, to be operated by public or private mass transportation companies as determined by local needs; and 4) to provide financial assistance to State and local governments to help implement national goals relating to mobility for elderly persons, persons with disabilities, and economically disadvantaged persons. (OFRI)</td>
</tr>
<tr>
<td><strong>Focus Groups</strong></td>
<td>A small group selected from a wider population and sampled, as by open discussion, for its members' opinions about or emotional response to a particular subject or area.</td>
</tr>
<tr>
<td><strong>Goals</strong></td>
<td>Generalized statements which broadly relate to the physical environment to values.</td>
</tr>
<tr>
<td><strong>Internet</strong></td>
<td>A vast computer network linking smaller computer networks worldwide. The Internet includes commercial, educational, governmental, and other networks, all of which use the same set of communications protocols.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>------</td>
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</tr>
<tr>
<td>Long-Range Transportation Plan (LRTP)</td>
<td>A document resulting from regional or statewide collaboration and consensus on a region or state’s transportation system, and serving as the defining vision for the region’s or state’s transportation systems and services. In metropolitan areas, the plan indicates all of the transportation improvements scheduled for funding over the next 20 years.</td>
</tr>
<tr>
<td>Major Investment Studies</td>
<td>A study, similar to an Alternatives Analysis (AA), which was previously required by federal regulation. It reviewed and evaluated a range of alternatives for proposed transportation improvements in a corridor or subarea.</td>
</tr>
<tr>
<td>Metropolitan Planning Area</td>
<td>The geographic area in which the metropolitan transportation planning process required by 23 U.S.C. 134 and section 8 of the Federal Transit Act (49 U.S.C. app. 1607) must be carried out. (23CFR420)</td>
</tr>
</tbody>
</table>
| Metropolitan Planning Organization (MPO) | 1) Regional policy body, required in urbanized areas with populations over 50,000, and designated by local officials and the governor of the state. Responsible in cooperation with the state and other transportation providers for carrying out the metropolitan transportation planning requirements of federal highway and transit legislation.  
2) Formed in cooperation with the state, develops transportation plans and programs for the metropolitan area. For each urbanized area, a Metropolitan Planning Organization (MPO) must be designated by agreement between the Governor and local units of government representing 75 percent of the affected population (in the metropolitan area), including the central cities or cities as defined by the Bureau of the Census, or in accordance with procedures established by applicable State or local law (23 U.S.C. 134(b)(1)/Federal Transit Act of 1991 Sec. 8(b)(1)). (FHWA2) |
| Nonattainment Area (NAA) | Any geographic area that has not met the requirements for clean air as set out in the Clean Air Act of 1990. |
| Public Meeting or Hearing | A public gathering for the express purpose of informing and soliciting input from interested individuals regarding transportation issues. |
| Public Participation | The active and meaningful involvement of the public in the development of transportation plans and programs. |
| SAFETEA-LU | The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) was enacted as the nation’s principal transportation funding law in 2005. SAFETEA-LU authorizes the federal surface transportation programs for highways, highway safety, and transit for 2005 to 2009. It continues and builds upon many of the essential features of its predecessors, TEA-21 and ISTEA, including those pertaining to MPOs. |
| Section 508, Rehabilitation Act | An Act amended by Congress in 1998 to require Federal agencies to make their electronic and information technology accessible to people with disabilities. |
| **State** | Any of the 50 states, comprising the United States, plus the District of Columbia and the Commonwealth of Puerto Rico. However, for some purposes (e.g., highway safety programs under 23 U.S.C. 402), the term may also include the Territories (the U.S. Virgin Islands, Guam, American Samoa, and the Northern Mariana Islands) and the Secretary of the Interior (for Indian Reservations). For the purposes of apportioning funds under sections 104, 105, 144, and 206 of Title 23, United States Code, the term “State” is defined by section 1103(n) of the TEA-21 to mean any of the 50 States and the District of Columbia. |
| **Surveys** | A sampling, or partial collection, of facts, figures, or opinions taken and used to approximate or indicate what a complete collection and analysis might reveal. |
| **Title VI** | Title VI of the Civil Rights Act of 1964. Prohibits discrimination in any program receiving federal assistance. |
| **Transportation Improvement Program (TIP)** | A document prepared by a metropolitan planning organization that lists projects to be funded with FHWA/FTA funds for the next one- to three-year period. |
| **Unified Planning Work Program (UPWP)** | The management plan for the (metropolitan) planning program. Its purpose is to coordinate the planning activities of all participants in the planning process. |
| **Visioning** | A variety of techniques that can be used to identify goals. |
| **Visualization** | Formation of mental visual images, or the act or process of interpreting in visual terms or of putting into visual form. |
| **Website** | A connected group of pages on the World Wide Web regarded as a single entity, usually maintained by one person or organization and devoted to a single topic or several closely related topics. |

*Adapted from the FHWA definitions*
G. Public Comments and Responses

The proposed 2010 revisions to the Public Participation Plan were made available for public review and comment at www.marc.org/transportation/input.htm October 24–December 7, 2010.

MARC received no comments.

In December 2011, MARC proposed to amend Section 3, A–D, of its Public Participation Plan to allow: (1) Transportation Improvement Program revisions related to declared emergencies to be processed through an expedited public participation process; and (2) flexibility in the use of local newspapers for the advertising of public review and comment periods. The proposed amendment was released for a 45-day public review and comment period at www.marc.org/transportation/input on Dec. 25, 2011. Announcements were printed in various local newspapers posted on the MARC website, and shared with the agency’s mailing lists and social media followers.

MARC received two comments related to the PPP amendment, which are included on the following pages. In response to both comments, MARC staff revised the proposed language further clarifying the expectations regarding public notification methods for updates and amendments to the core transportation planning products.
From: Allison Smith [mailto:allisons@ksdot.org]
Sent: Thursday, December 29, 2011 11:58 AM
To: Transportation
Cc: Davonna C. Moore; Ron Achelpohl
Subject: Comments on Proposed PPP Changes

Mell,

Please accept the following comments regarding the proposed changes to the Public Participation Plan.

- From my review, it appears that MARC will be transitioning away from consistently publishing notices of public comment periods in the KC Star, Dos Mundos, and other regional publications. I think this direction has the potential to be beneficial in streamlining the review process and conducting the public participation process in a more cost effective manner. I do, however, have one concern that in making these changes the planning partners would want to be cautious with this approach so as not to diminish any of the outreach to traditionally underserved or disadvantaged populations.

The PPP should, at a minimum, clearly lay out how the commenting period will be conducted in ways that reach out to all segments of the population. The PPP should outline the cases for when notices will be published and create expectations for opportunities to comment. One question I would ask is how will a minority member of the public know when to look for public commenting opportunities on UPWP amendments for example when they may or may not be published in area newspapers (including Spanish-Language newspapers)? KDOT believes that it would be reasonable to better outline the parameters for when and where public comment period notifications will be made and work towards the flexibility MARC is looking for.

- I think the expedited Public Participation Process for emergency related TIP amendments will work as it has been described to me by Marc Hansen, but I am unclear from just reading this as to what the expedited process will look like. It was explained to me that since it wasn’t being outlined in the TIP revision policy it would be outlined in the PPP and I don’t see that. From the KDOT perspective and conversations with FHWA, this needs to be clarified in the document so we are all on the same page. Bottom line is that the process needs to be detailed somehow so that all planning partners are aware and comfortable with the process. Would MARC be able to produce a document detailing this process?

Thank you in advance for your consideration of these comments. As always, please feel free to contact me if you wish to discuss further.

Be Well,
Allison L. Smith
MPO Transportation Planner
Kansas Department of Transportation
Bureau of Transportation Planning
700 SW Harrison
Topeka, KS 66603-3754
785-296-0341 office
785-296-0963 fax
Hearing Impaired -711
allisons@ksdot.org
Partners,

I’ve taken a look at the proposed revisions to the PPP and would make the following two comments:

--Relying on the MARC website, newsletter, and email list as the only ‘guaranteed’ means of public notice concerns me, as people generally do not check MARC’s website to see if there are any public comment opportunities (myself included). Particularly for the TIP and MTP, one generally expects there to be some use of traditional means of communications (such as newspapers, flyers, radio, etc.). The revisions to the PPP presents the public with some doubt as to when they can expect to see such public notices. I’d recommend that further clarity be provided, indicating when those more traditional methods of public notice are going to be provided for.

--The declared emergency provision (as I’ve commented on before) presents difficulties. The PPP is meant to establish basic expectations for public notice and commenting opportunities. The idea of ‘expediting’ the public participation process when it happens to be inconvenient would seem to undermine that intent. I, personally, would argue that seven days is itself an unreasonable amount of time by which to expect the public to provide meaningful and thoughtful comment on large, complicated documents (like the TIP). At that point, you might as well not have any public comment period. Additionally, in the instance of an actual emergency (such as a bridge collapse, tornado event, etc), TIP amendments would not be necessary in order to get repairs underway. Therefore, it’s unclear what purpose this declared emergency provision really serves. I’d recommend eliminating the provision.

Feel free to give me a call if you’d like to talk about either of these comments. Happy New Year!

Paul Foundoukis
Community Planner
FHWA, Kansas Division
(785) 271-2448 x220
## H. Spectrum of public participation from the International Association for Public Participation

<table>
<thead>
<tr>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public participation goal</strong></td>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
</tr>
<tr>
<td><strong>Promise to the public</strong></td>
<td>We will keep you informed.</td>
<td>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</td>
<td>We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.</td>
<td>We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.</td>
</tr>
<tr>
<td><strong>Example techniques</strong></td>
<td>• Fact sheets</td>
<td>• Public comment</td>
<td>• Workshops</td>
<td>• Citizen advisory committees</td>
</tr>
<tr>
<td></td>
<td>• Web sites</td>
<td>• Focus groups</td>
<td>• Deliberative polling</td>
<td>• Consensus building</td>
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<tr>
<td></td>
<td>• Open houses</td>
<td>• Surveys</td>
<td>• Participatory decision making</td>
<td>• Public meetings</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>• Delegate decision</td>
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I. Example techniques from the international Association for Public Participation

<table>
<thead>
<tr>
<th>Technique</th>
<th>Always think it through</th>
<th>What can go right</th>
<th>What can go wrong</th>
</tr>
</thead>
</table>
| Printed Public Information Materials | • Fact Sheets  
• Newsletters  
• Brochures  
• Issue Papers | • KISS! - Keep It Short and Simple. Make it visually interesting but avoid a slick sales look  
• Include a postage-paid comment form to encourage two-way communication and to expand mailing list  
• Be sure to explain public role and how public comments have affected project decisions. Q&A format works well. | • Can reach large target audience  
• Allows for technical and legal reviews  
• Encourages written responses if comment form enclosed  
• Facilitates documentation of public involvement process  
• Only as good as the mailing list/distribution network  
• Limited capability to communicate complicated concepts  
• No guarantee materials will be read |
| Information Repositories | • Libraries, city halls, distribution centers, schools, and other public facilities make good locations for housing project-related information  
• Make sure personnel at location know where materials are kept  
• Keep list of repository items  
• Track usage through a sign-in sheet | Relevant information is accessible to the public without incurring the costs or complications of tracking multiple copies sent to different people  
• Can set up visible distribution centers for project information | Information repositories are often not well used by the public |
| Technical reports | Technical documents reporting research or policy findings  
• Reports are often more credible if prepared by independent groups | Provides for thorough explanation of project decisions | Can be more detailed than desired by many participants  
• May not be written in clear, accessible language |

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<tbody>
<tr>
<td><strong>Advertisements</strong></td>
<td>• Figure out the best days and best sections of the paper to reach intended audience</td>
<td>• Potentially reaches broad public</td>
<td>• Expensive, especially in urban areas</td>
</tr>
<tr>
<td></td>
<td>• Avoid rarely read notice sections</td>
<td></td>
<td>• Allows for relatively limited amount of information</td>
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<tr>
<td><strong>Newspaper Inserts</strong></td>
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</tr>
<tr>
<td>A “fact sheet” within the local newspaper</td>
<td>• Design needs to get noticed in the pile of inserts</td>
<td>• Provides community-wide distribution of information</td>
<td>• Expensive, especially in urban areas</td>
</tr>
<tr>
<td></td>
<td>• Try on a day that has few other inserts</td>
<td>• Presented in the context of local paper, insert is more likely to be read and taken seriously</td>
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<tr>
<td></td>
<td></td>
<td>• Provides opportunity to include public comment form</td>
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<tr>
<td><strong>Feature Story</strong></td>
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<tr>
<td>Focused stories on general project-related issues</td>
<td>• Anticipate visuals or schedule interesting events to help sell the story</td>
<td>• Can heighten the perceived importance of the project</td>
<td>• No control over what information is presented or how</td>
</tr>
<tr>
<td></td>
<td>• Recognize that reporters are always looking for an angle</td>
<td>• More likely to be read and taken seriously by the public</td>
<td></td>
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<tr>
<td><strong>Bill Stuffer</strong></td>
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<tr>
<td>Information flyer included with monthly utility bill</td>
<td>• Design bill stuffers to be eye-catching to encourage readership</td>
<td>• Widespread distribution within service area</td>
<td>• Limited information can be conveyed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Economical use of existing mailings</td>
<td>• Message may get confused as from the mailing entity</td>
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<tr>
<td><strong>Press Release</strong></td>
<td></td>
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<tr>
<td></td>
<td>• Fax or e-mail press releases or media kits</td>
<td>• Informs the media of project milestones</td>
<td>• Low media response rate</td>
</tr>
<tr>
<td></td>
<td>• Foster a relationship of editorial board and reporters</td>
<td>• Press release language is often used directly in articles</td>
<td>• Frequent poor placement of press release within newspaper</td>
</tr>
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<tr>
<td>News Conferences</td>
<td>• Make sure all speakers are trained in media relations</td>
<td>• Opportunity to reach all media in one setting</td>
<td>• Limited to news-worthy events</td>
</tr>
<tr>
<td>Television</td>
<td>• Cable options are expanding and can be inexpensive</td>
<td>• Can be used in multiple geographic areas</td>
<td>• High expense</td>
</tr>
<tr>
<td></td>
<td>• Check out expanding video options on the internet</td>
<td>• Many people will take the time to watch rather than read</td>
<td>• Difficult to gauge impact on audience</td>
</tr>
<tr>
<td>Information centers and field offices</td>
<td>• Provide adequate staff to accommodate group tours</td>
<td>• Provides opportunity for positive media coverage at groundbreaking and other significant events</td>
<td>• Relatively expensive, especially for project-specific use</td>
</tr>
<tr>
<td></td>
<td>• Use brochures and videotapes to advertise and reach broader audience</td>
<td>• Excellent opportunity to educate school children</td>
<td>• Access is limited to those in vicinity of the center unless facility is mobile</td>
</tr>
<tr>
<td></td>
<td>• Consider providing internet access station</td>
<td>• Places information dissemination in a positive educational setting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Select an accessible and frequented location</td>
<td>• Information is easily accessible to the public</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Provides an opportunity for more responsive ongoing communications focused on specific public involvement activities</td>
<td></td>
</tr>
<tr>
<td>Expert panels</td>
<td>• Provide opportunity for participation by general public following panel</td>
<td>• Encourages education of the media</td>
<td>• Requires substantial preparation and organization</td>
</tr>
<tr>
<td></td>
<td>• Have a neutral moderator</td>
<td>• Presents opportunity for balanced discussion of key issues</td>
<td>• May enhance public concerns by increasing visibility of issues</td>
</tr>
<tr>
<td></td>
<td>• Agree on ground rules in advance</td>
<td>• Provides opportunity to dispel scientific misinformation</td>
<td></td>
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<tr>
<td></td>
<td>• Possibly encourage local organizations to sponsor rather than challenge</td>
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<tr>
<td><strong>Briefings</strong></td>
<td>Use regular meetings of social and civic clubs and organizations to provide an opportunity to inform and educate. Normally these groups need speakers. Examples of target audiences: Rotary Club, Lions Clubs, Elks Clubs, Kiwanis, League of Women Voters. Also a good technique for elected officials.</td>
<td>Control of information/presentation</td>
<td>Project stakeholders may not be in target audiences</td>
</tr>
<tr>
<td></td>
<td>• KISS - Keep it Short and Simple</td>
<td>• Opportunity to reach a wide variety of individuals who may not have been attracted to another format</td>
<td>Topic may be too technical to capture interest of audience</td>
</tr>
<tr>
<td></td>
<td>• Use “show and tell” techniques</td>
<td>• Opportunity to expand mailing list</td>
<td></td>
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<tr>
<td></td>
<td>• Bring visuals</td>
<td>• Similar presentations can be used for different groups</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Builds community good will</td>
<td></td>
</tr>
<tr>
<td><strong>Central Information Contact</strong></td>
<td>Identify designated contacts for the public and media</td>
<td>People don’t get “the run around” when they call</td>
<td>Designated contact must be committed to and prepared for prompt and accurate responses</td>
</tr>
<tr>
<td></td>
<td>• If possible, list a person not a position</td>
<td>• Controls information flow</td>
<td>May filter public message from technical staff and decision makers</td>
</tr>
<tr>
<td></td>
<td>• Best if contact person is local</td>
<td>• Conveys image of “accessibility”</td>
<td>May not serve to answer many of the toughest questions</td>
</tr>
<tr>
<td></td>
<td>• Anticipate how phones will be answered</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Make sure message is kept up to date</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Websites</strong></td>
<td>A web site provides information and links to other sites through the World Wide Web. Electronic mailing lists are included.</td>
<td>Reaches across distances</td>
<td>User many not have easy access to the internet or knowledge of how to use computers</td>
</tr>
<tr>
<td></td>
<td>• A good home page is critical</td>
<td>• Makes Information accessible anywhere at anytime</td>
<td>Large files or graphics can take a long time to download</td>
</tr>
<tr>
<td></td>
<td>• Each web page must be independent</td>
<td>• Saves printing and mailing costs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Put critical information on the top of page</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>• Use headings, bulleted and numbered lists to steer users</td>
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<tbody>
<tr>
<td>Technical Information Contact</td>
<td>• The technical resource must be perceived as credible by the audience</td>
<td>• Builds credibility and helps address public concerns about equity</td>
<td>• Limited opportunities exist for providing technical assistance</td>
</tr>
<tr>
<td>Providing access to technical expertise to individuals and organizations</td>
<td></td>
<td>• Can be effective conflict resolution technique where facts are debated</td>
<td>• Technical experts may counter project information</td>
</tr>
<tr>
<td>Information Hotline</td>
<td>• Make sure contact has sufficient knowledge to answer most project-related questions</td>
<td>• People don't get “the run around” when they call</td>
<td>• Designated contact must be committed to and prepared for prompt and accurate responses</td>
</tr>
<tr>
<td>Identify a separate line for public access to prerecorded project information or to reach project team members who can answer questions/obtain input</td>
<td>• If possible, list a person not a position</td>
<td>• Controls information flow</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Best if contact person is local</td>
<td>• Conveys image of “accessibility”</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Easy to provide updates on project activities</td>
<td></td>
</tr>
<tr>
<td>Interviews</td>
<td>• Where feasible, interviews should be conducted in person, particularly when considering candidates for citizens committees</td>
<td>• Provides opportunity for in-depth information exchange in nonthreatening forum</td>
<td>• Scheduling multiple interviews can be time consuming</td>
</tr>
<tr>
<td>One-to-one meetings with stakeholders to gain information for developing or refining public involvement and consensus building programs</td>
<td></td>
<td>• Provides opportunity to obtain feedback from all stakeholders</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Can be used to evaluate potential citizen committee members</td>
<td></td>
</tr>
<tr>
<td>In-Person Surveys</td>
<td>• Make sure use of result is clear before technique is designed</td>
<td>• Provides traceable data</td>
<td>• Expensive</td>
</tr>
<tr>
<td>One-on-one “focus groups” with standardized questionnaire or methodology such as “stated preference”</td>
<td></td>
<td>• Reaches broad, representative public</td>
<td></td>
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</thead>
<tbody>
<tr>
<td><strong>Response Sheets</strong></td>
<td>- Use prepaid postage&lt;br&gt;- Include a section to add name to the mailing list&lt;br&gt;- Document results as part of public involvement record</td>
<td>- Provides input from individuals who would be unlikely to attend meetings&lt;br&gt;- Provides a mechanism for expanding mailing list</td>
<td>- Does not generate statistically valid results&lt;br&gt;- Only as good as the mailing list&lt;br&gt;- Results can be easily skewed</td>
</tr>
<tr>
<td><strong>Mailed Surveys and Questionnaires</strong></td>
<td>- Inquiries mailed randomly to sample population to gain specific information for statistical validation</td>
<td>- Provides input from individuals who would be unlikely to attend meetings&lt;br&gt;- Provides input from cross-section of public not just activists&lt;br&gt;- Statistically tested results are more persuasive with political bodies and the general public</td>
<td>- Response rate is generally low&lt;br&gt;- For statistically valid results, can be labor intensive and expensive&lt;br&gt;- Level of detail may be limited</td>
</tr>
<tr>
<td><strong>Telephone Surveys/Polls</strong></td>
<td>- Make sure you need statistically valid results before making investment&lt;br&gt;- Survey/questionnaire should be professionally developed and administered to avoid bias&lt;br&gt;- Most suitable for general attitudinal surveys</td>
<td>- Provides input from individuals who would be unlikely to attend meetings&lt;br&gt;- Provides input from cross-section of public, not just those on mailing list&lt;br&gt;- Higher response rate than other communication forms</td>
<td>- More expensive and labor intensive than mailed surveys</td>
</tr>
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<td>What can go right</td>
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<tr>
<td><strong>Internet surveys/polls</strong></td>
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<tr>
<td>Web-based response polls</td>
<td>• Be precise in how you set up site, chat rooms or discussion places can generate more input than you can look at</td>
<td>• Provides input from individuals who would be unlikely to attend meetings</td>
<td>• Generally not statistically valid results</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Provides input from cross-section of public, not just those on mailing list</td>
<td>• Can be very labor intensive to look at all of the responses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Higher response rate than other communication forms</td>
<td>• Cannot control geographic reach of poll</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Results can be easily skewed</td>
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<tr>
<td><strong>Computer-based polling</strong></td>
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<tr>
<td>Surveys conducted via computer network</td>
<td>• Appropriate for attitudinal research</td>
<td>• Provides instant analyses of results</td>
<td>• High expense</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Can be used in multiple areas</td>
<td>• Detail of inquiry is limited</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Novelty of technique improves rate of response</td>
<td></td>
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<tr>
<td><strong>Community facilitators</strong></td>
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<tr>
<td>Use qualified individuals in local community organizations to conduct project outreach</td>
<td>• Define roles, responsibilities and limitations up front</td>
<td>• Promotes community-based involvement</td>
<td>• Can be difficult to control information flow</td>
</tr>
<tr>
<td></td>
<td>• Select and train facilitators carefully</td>
<td>• Capitalizes on existing networks</td>
<td>• Can build false expectations</td>
</tr>
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<td></td>
<td></td>
<td>• Enhances project credibility</td>
<td></td>
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<tr>
<td><strong>Focus groups</strong></td>
<td></td>
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</tr>
<tr>
<td>Message testing forum with randomly selected members of target audience. Can also be used to obtain input on planning decisions.</td>
<td>• Conduct at least two sessions for a given target</td>
<td>• Provides opportunity to test key messages prior to implementing program</td>
<td>• Relatively expensive if conducted in focus group testing facility</td>
</tr>
<tr>
<td></td>
<td>• Use a skilled focus group facilitator to conduct the session</td>
<td>• Works best for select target audience</td>
<td></td>
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<tr>
<td><strong>Deliberative polling</strong></td>
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<tr>
<td>Measures informed opinion on an issue</td>
<td>• Do not expect or encourage participants to develop a shared view</td>
<td>• Can tell decision-makers what the public would think if they had more time and information</td>
<td>• Resource intensive</td>
</tr>
<tr>
<td></td>
<td>• Hire a facilitator experienced in this technique</td>
<td>• Exposure to different backgrounds, arguments and views</td>
<td>• Often held in conjunction with television companies</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• 2–3 day meeting</td>
</tr>
<tr>
<td>Technique</td>
<td>Always think it through</td>
<td>What can go right</td>
<td>What can go wrong</td>
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<tr>
<td><strong>Simulation games</strong></td>
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</tbody>
</table>
| Exercises that simulate project decisions | • Test “game” before using  
• Be clear about how results will be used | • Can be designed to be an effective educational/ training technique, especially for local officials | • Requires substantial preparation and time for implementation  
• Can be expensive |
| **Tours** | | | |
| Provide tours for key stakeholders, elected officials, advisory group members and the media | • Know how many participants can be accommodated and make plans for overflow  
• Plan question/answer session  
• Consider providing refreshments  
• Demonstrations work better than presentations | • Opportunity to develop rapport with key stakeholders  
• Reduces outrage by making choices more familiar | • Number of participants is limited by logistics  
• Potentially attractive to protestors |
| **Open houses** | | | |
| An open house to allow the public to tour at their own pace. The facility should be set up with several stations, each addressing a separate issue. Resource people guide participants through the exhibits. | • Someone should explain format at the door  
• Have each participant fill out a comment sheet to document their participation  
• Be prepared for a crown all at once — develop a meeting contingency plan  
• Encourage people to draw on maps to actively participate  
• Set up stations so that several people (6-10) can view at once | • Foster small group or one-on-one communications  
• Ability to draw on other team members to answer difficult questions  
• Less likely to receive media coverage  
• Builds credibility | • Difficult to document public input  
• Agitators may stage themselves at each display  
• Usually more staff intensive than a meeting |
| **Community fairs** | | | |
| Central event with multiple activities to provide project information and raise awareness | • All issues, large and small must be considered  
• Make sure adequate resources and staff are available | • Focuses public attention on one element  
• Conducive to media coverage  
• Allows for different levels of information sharing | • Public must be motivated to attend  
• Usually expensive to do it well  
• Can damage image if not done well |
<table>
<thead>
<tr>
<th>Technique</th>
<th>Always think it through</th>
<th>What can go right</th>
<th>What can go wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee klatches</td>
<td></td>
<td></td>
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<tr>
<td>Small meetings within neighborhood usually at a person’s home</td>
<td>• Make sure staff is very polite and appreciative</td>
<td>• Relaxed setting is conducive to effective dialogue</td>
<td>• Can be costly and labor intensive</td>
</tr>
<tr>
<td>Meetings with existing groups</td>
<td></td>
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<tr>
<td>Small meetings with existing groups or in conjunction with another event</td>
<td>• Understand who the likely audience is to be</td>
<td>• Opportunity to get on the agenda</td>
<td>• May be too selective and can leave out important groups</td>
</tr>
<tr>
<td>Web-based meetings</td>
<td></td>
<td></td>
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<tr>
<td>Meetings that occur via the internet</td>
<td>• Tailor agenda to your participants</td>
<td>• Cost and time efficient</td>
<td>• Consider timing if international time zones are represented</td>
</tr>
<tr>
<td></td>
<td>• Combine telephone and face-to-face meetings with web-based meetings</td>
<td>• Can include a broader audience</td>
<td>• Difficult to manage or resolve conflict</td>
</tr>
<tr>
<td></td>
<td>• Plan for graphics and other supporting materials</td>
<td>• People can participate at different times or at the same time</td>
<td></td>
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<tr>
<td>Computer-facilitated workshop</td>
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<tr>
<td>Any sized meeting when participants use interactive computer technology to register opinions</td>
<td>• Understand your audience, particularly the demographic categories</td>
<td>• Immediate graphic results prompt focused discussion</td>
<td>• Software limits design</td>
</tr>
<tr>
<td></td>
<td>• Design the inquires to provide useful results</td>
<td>• Areas of agreement/disagreement easily portrayed</td>
<td>• Potential for placing too much emphasis on numbers</td>
</tr>
<tr>
<td></td>
<td>• Use facilitator trained in the technique</td>
<td>• Minority views are honored</td>
<td>• Technology failure</td>
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<tr>
<td></td>
<td></td>
<td>• Responses are private</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Levels the playing field</td>
<td></td>
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<tr>
<td>Public hearings</td>
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<tr>
<td>Formal meetings with scheduled presentations offered</td>
<td>• Avoid if possible</td>
<td>• Provides opportunity for public to speak without rebuttal</td>
<td>• Does not foster constructive dialogue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Can perpetuate an us vs. them feeling</td>
<td></td>
</tr>
<tr>
<td>Technique</td>
<td>Always think it through</td>
<td>What can go right</td>
<td>What can go wrong</td>
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</tbody>
</table>
| **Design charrettes** | - Best used to foster creative ideas  
- Be clear about how results will be used | - Promotes joint problem solving and creative thinking | - Participants may not be seen as representative by larger public |
| Intensive session where participants redesign project features |  |  |  |
| **Consensus-building techniques** | - Use simplified methodology  
- Allow adequate time to reach consensus  
- Consider one of the computerized systems that are available  
- Define levels of consensus, i.e. a group does not have to agree entirely upon a decision but rather agree enough so the discussion can move forward | - Encourages compromise among different interests  
- Provides structured and trackable decision making | - Not appropriate for groups with no interest in compromise  
- Clever parties can skew results  
- Does not produce a statistically valid solution  
- Consensus may not be reached |
| Techniques for building consensus on project decisions such as criteria and alternative selection. Often used with advisory committees. Techniques include Delphi, nominal group technique, public value assessment and many others. |  |  |  |
| **Advisory committees** | - Define roles and responsibility up from  
- Be forthcoming with information  
- Use a consistently credible process  
- Interview potential committee members in person before selection  
- Use third party facilitation | - Provides for detailed analyses for project issues  
- Participants gain understanding of other perspectives, leading toward compromise | - General public may not embrace committee’s recommendation  
- Members may not achieve consensus  
- Sponsor must accept need for give-and-take  
- Time and labor intensive |
| A group of representative stakeholders assembled to provide public input to the planning process |  |  |  |
| **Task forces** | - Obtain strong leadership in advance  
- Make sure membership has credibility with the public | - Findings of a task force of independent or diverse interests will have greater credibility  
- Provides constructive opportunity for compromise | - Task force may not come to consensus or results may be too general to be meaningful  
- Time and labor intensive |
<table>
<thead>
<tr>
<th>Technique</th>
<th>Always think it through</th>
<th>What can go right</th>
<th>What can go wrong</th>
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<tbody>
<tr>
<td><strong>Panels</strong></td>
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</tbody>
</table>
| A group assembled to debate or provide input on specific issues | • Must appropriate to show different news to public  
• Panelists must be credible with public | • Provides opportunity to dispel misinformation  
• Can build credibility if all sides are represented  
• May create wanted media attention | • May create unwanted media attention |
| **Citizen juries** |                         |                         |                             |
| Small group of ordinary citizens empanelled to learn about an issue, cross examine witnesses, make a recommendation. Always non-binding with no legal standing | • Requires skilled moderator  
• Commissioning body must follow recommendations or explain why  
• Be clear about how results will be used | • Great opportunity to develop deep understanding of an issue  
• Public can identify with the “ordinary” citizens  
• Pinpoint fatal flaws or gauge public reaction | • Resource intensive |
| **Role playing** |                         |                         |                             |
| Participants act out characters in predefined situation followed by evaluation of the interaction | • Choose roles carefully. Ensure that all interests are represented.  
• People may need encouragement to play a role fully | • Allow people to take risk-free potions and view situation from other perspectives  
• Participants gain clearer understanding of issues | • People may not be able to actually achieve goal of seeing another’s perspective |
| **Samoan circle** |                         |                         |                             |
| Leaderless meeting that stimulates active participation | • Set room up with center table surrounded by concentric circles  
• Need microphones  
• Requires several people to record discussion | • Can be used with 10 to 500 people  
• Works best with controversial issues | • Dialogue can stall or become monopolized |
<table>
<thead>
<tr>
<th>Technique</th>
<th>Always think it through</th>
<th>What can go right</th>
<th>What can go wrong</th>
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<tbody>
<tr>
<td>Open space technology</td>
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<tr>
<td>Participants offer topics and others participate according to interest</td>
<td>• Important to have a powerful theme or vision statement to generate topics</td>
<td>• Provides structure for giving people opportunity and responsibility to create valuable product or experience</td>
<td>• Most important issues could get lost in the shuffle</td>
</tr>
<tr>
<td></td>
<td>• Need flexible facilities to accommodate numerous groups of different sizes</td>
<td>• Includes immediate summary of discussion</td>
<td>• Can be difficult to get accurate reporting of results</td>
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<tr>
<td></td>
<td>• Ground rules and procedures must be carefully explained for success</td>
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<tr>
<td>Workshops</td>
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<tr>
<td>An informal public meeting that may include a presentation and exhibits but ends with interactive working groups</td>
<td>• Know how you plan to use public input before the workshop</td>
<td>• Excellent for discussions on criteria or analysis of alternatives</td>
<td>• Hostile participants may resist what they perceive to be the “divide and conquer” strategy of breaking into small groups</td>
</tr>
<tr>
<td></td>
<td>• Conduct training in advance with small group facilitators. Each should receive a list of instructions, especially where procedures involve weighting/ranking of factors or criteria</td>
<td>• Fosters small group or one-to-one communication</td>
<td>• Several small-group facilitators are necessary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Ability to draw on other team members to answer difficult questions</td>
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<td></td>
<td></td>
<td>• Builds credibility</td>
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<td></td>
<td></td>
<td>• Maximizes feedback obtained from participants</td>
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<tr>
<td></td>
<td></td>
<td>• Fosters public ownership in solving the problem</td>
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<tr>
<td>Future search conference</td>
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<tr>
<td>Focuses on the future of an organization, a network of people, or community</td>
<td>• Hire facilitator experienced in this technique</td>
<td>• Can involve hundreds of people simultaneously in major organizational change decisions</td>
<td>• Logistically challenging</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Individuals are experts</td>
<td>• May be difficult to gain complete commitment from all stakeholders</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Can lead to substantial changes across entire organization</td>
<td>• 2–3 day meeting</td>
</tr>
</tbody>
</table>

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Appendix 5: Notice to the Public

The paragraph below will be inserted into all significant publications that are distributed to the public, such as future versions and updates of the *Transportation Outlook 2040*, the region’s Metropolitan Transportation Plan. The text is placed permanently in the MARC lobby and on the agency’s website (www.marc.org). The version below is the preferred text, but where space is limited or in publications where cost is an issue, the abbreviated version can be used in its place.

**Notice to the Public**

**Rights under Title VI**

The Mid-America Regional Council (MARC) hereby gives public notice that it is the policy of the agency to assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898 on Environmental Justice, and related statutes and regulations in all programs and activities. Title VI requires that no person in the United States of America shall, on the grounds of race, color, or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which MARC receives federal financial assistance. Any person who believes they have been aggrieved by an unlawful discriminatory practice under Title VI has a right to file a formal complaint with MARC. Any such complaint must be in writing and filed with MARC’s Title VI Coordinator within one hundred and eighty (180) days following the date of the alleged discriminatory occurrence. For more information, or to obtain a Title VI Discriminatory Complaint Form, please see our website at www.marc.org.

Interpretation services are provided at no cost.

A shortened version of the above paragraph, such as the example below, may be used in publications where space or cost is an issue:

MARC programs do not discriminate against anyone on the basis of race, color or national origin, according to Title VI of the Civil Rights Act of 1964. For more information, or to obtain a Title VI Complaint Form, see www.marc.org/Transportation/Equity/Programs/Title-VI.aspx or call 816-474-4240.

Interpretation services are provided at no cost.
Appendix 6: Data Collection and Reporting Requirements

MARC will comply with the following data collection and reporting requirements as Federal Transit Administration’s (FTA) Circular 4702.1B, “Title VI Program Guidelines for Federal Transit Administration Recipients,” effective October 1, 2012.

General reporting requirements:

All applicants, recipients, and subrecipients are required to maintain and provide to FTA the information outlined below. The information is required under Department of Justice regulation and must be submitted prior to the approval of any grant application. Recipients and subrecipients should provide updated information as conditions warrant. Updates must at a minimum be provided every three years. Information previously submitted under the general reporting requirements may be referenced in subsequent submissions, as appropriate.

All applicants, recipients, and subrecipients shall maintain and submit the following general requirements:

a. A list of any active lawsuits of complaints naming the applicant, which allege discrimination on the basis of race, color, or national origin with respect to service or other transit benefits. The list should include: the date the lawsuit or complaint was filed; a summary of the allegation; and the status of the lawsuit or complaint, including whether the parties to the lawsuit have entered into a consent decree. For applicants of assistance under Section 6, 10, 16(b)(2) and 18, this information should be maintained and made available to FTA on request. For all applicants for FTA assistance, this information should be relevant to the organizational entity actually submitting the application, not necessarily the larger agency or department of which the entity is a part (e.g., not all information on all modes of transportation).

b. A description of all pending applications for financial assistance, and all financial assistance currently provided by other federal agencies. For applicants of assistance under Section 6, 10, 16(b)(2) and 18, this information should be maintained and made available to FTA on request. For all applicants for FTA assistance, this information should be relevant to the organizational entity actually submitting the application, not necessarily the larger agency or department of which the entity is a part.

c. A summary of all civil rights compliance review activities conducted in the last 3 years. The summary should include: the purpose or reason for the review; the name of the agency or organization that performed the review; a summary of the findings and recommendations of the review; and, a report on the status and/or disposition of such findings and recommendations. For all applicants for FTA assistance, this information should be relevant to the organizational entity actually submitting the application, not necessarily the larger agency or department of which the entity is a part.

d. A signed FTA Civil Rights Assurance that all of the records and other information required under Circular 4702.1 have been or will be compiled, as appropriate, and maintained by the applicant, recipient, or subrecipient. In the case of state-administered programs, this assurance should be provided by the primary and subrecipient (Appendix 1).

e. A signed standard DOT Title VI Assurance. This assurance will be maintained as part of the FTA “One-Time Submission” file (Appendix 1, Part A).
f. For construction projects, a fixed-facility impact analysis to assess the effects on minority communities. If this information has been prepared as a result of an environmental assessment or environmental impact statement, the applicant, recipient or subrecipient should reference the relevant information by document, page number(s), and date of submission to FTA. The analysis should include:

- A discussion of the potential impact on minority communities and minority-owned businesses during and after construction;
- A discussion of all potential negative environmental impact, such as noise, air or water pollution;
- A detailed list of minority-owned businesses and households that will be affected by the construction project;
- A description of other significant changes or impacts on the minority community, such as increased traffic, reductions in the amount of available parking, etc.; and
- A description of the relocation program and/or other measures adopted by the applicant that will be used to mitigate any identified adverse social, economic, or environmental effect of the proposed construction project.
Appendix 7: Limited English Efficiency Plan

MARC’s Limited English Proficiency Plan, updated in May 2016, is available online at http://www.marc.org/Transportation/Equity/Programs/Title-VI and on the following pages of this document.

Mid-America Regional Council
Limited English Proficiency Plan
Greater Kansas City Metropolitan Planning Boundary
Updated May 2016

MARC’s Limited English Proficiency Policy:
Engaging the diverse population within the Kansas City area is important. MARC is committed to providing quality services to all citizens, including those with limited English proficiency.

Background and Analysis:
Individuals who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English can be considered limited English proficient, or LEP. These individuals may be entitled language assistance with respect to a particular type or service, benefit, or encounter.

According to the U.S. Department of Transportation’s (USDOT) Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons, “Title VI and its implementing regulations require that recipients take responsible steps to ensure meaningful access by LEP persons. Recipients should use the guidance to determine how best to comply with statutory and regulatory obligations to provide meaningful access to the benefits, services, information, and other important portions of their programs and activities for individuals who are LEP.”

Federal financial assistance includes grants, cooperative agreements, training, use of equipment, donations of surplus property, and other assistance. Recipients of USDOT assistance that are subject to LEP requirement include:

- State departments of transportation.
- Metropolitan planning organizations (MPOs).
- Regional transportation agencies.
- Regional, state and local transit operators.
- State and local agencies with emergency transportation responsibilities (e.g., transportation of supplies for natural disasters, planning for evacuations, quarantines, and other similar actions).

The Mid-America Regional Council (MARC) serves as the MPO for the Kansas City metropolitan area. LEP requirements extend to all MPO programs or activities, even if some activities are not funded by federal assistance. Subrecipients are also covered in cases when federal funds are passed through from a recipient to a subrecipient.

The USDOT recommends four factors that should be analyzed by federally assisted agencies and programs to determine the level and extent of language-assistance measures required to sufficiently ensure meaningful access to programs, activities, and services within the MPO’s area of responsibility. After conducting the four-factor analysis, the MPO is in a better position to implement a cost-effective
mix of proactive language-assistance measures, target resources appropriately, and to respond to requests for LEP assistance from constituents.

**The four factors to be considered are:**
1. The number and proportion of LEP persons served or encountered in the eligible service population.
2. The frequency the LEP individuals come into contact with programs, activities, and services.
3. The importance of programs, activities and services, to LEP persons.
4. Resources available to the recipient and costs.

Which specific steps should be taken will depend on the information gathered from Census and other data, from fieldwork with LEP individuals and the organizations that serve them, and from analysis of agency resources and the costs of providing language assistance.

**Meeting the requirements**

**Safe Harbor Stipulation:**

Federal law provides a “safe harbor” stipulation so recipients of federal funding can ensure compliance with their obligation to provide written translations in languages other than English with greater certainty. A safe harbor means that as long as a recipient (in MARC’s case, the MPO) has created a plan for the provision of written translations under a specific set of circumstances, such action will be considered strong evidence of compliance with written translation obligations under Title VI.

However, failure to provide written translations under the circumstances does not mean there is noncompliance, but rather provides for recipients a guide for greater certainty of compliance in accordance with the four factor analysis. Evidence of compliance with the recipient’s written translation obligations under “safe harbor” includes providing written translations of vital documents for each eligible LEP language group that constitutes 5 percent or 1,000 persons, whichever is less of eligible persons served or likely to be affected. Translation can also be provided orally.

The safe harbor provision applies only to the translation of written documents. It does not affect the requirement to provide meaningful access to LEP individuals through competent oral interpreters, where oral language services are needed and reasonable to provide.

**Providing Notice to LEP Persons:**

U.S. DOT guidance indicates that once an agency has decided, based on the four factors, to provide language services, it is important that the recipient notify LEP persons of services available free of charge in a language the LEP persons would understand. Example methods for notification include:

1. Signage that indicates when free language assistance is available with advance notice;
2. Stating in outreach documents that language services are available;
3. Working with community-based organizations and other stakeholders to inform LEP individuals of MARC’s MPO services and the availability of language assistance;
4. Using automated telephone voice mail or menu to provide information about available language-assistance services;
5. Including notices in local newspapers in languages other than English;
6. Providing notices on nonEnglish-language radio and television about MARC’s MPO services and the availability of language assistance; and
7. Providing presentations and/or notices at schools and community-based organizations about available language services.
Four-Factor Analysis:

Factor 1: The Number and Proportion of LEP Persons in the Eligible Service Area

The first step in understanding the profile of individuals that could participate in the transportation-planning process is a review of U.S. Census data. Table 1 displays the primary language spoken and number of individuals that are LEP. For planning purposes, we are considering people that speak English “less than very well” and only the top three language groups are included in the analysis.

<table>
<thead>
<tr>
<th>Table 1 – Language Spoken at Home by the Ability to Speak English for the Population Age 5 and Over</th>
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</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td>--------------------------------------------------</td>
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<tr>
<td>Population Number</td>
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<tr>
<td>Missouri</td>
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<tr>
<td>Cass</td>
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<tr>
<td>Clay</td>
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<tr>
<td>Jackson</td>
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<tr>
<td>Platte</td>
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<tr>
<td>Ray</td>
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<tr>
<td>Kansas</td>
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<tr>
<td>Johnson</td>
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<td>Leavenworth</td>
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<tr>
<td>Miami</td>
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<tr>
<td>Wyandotte</td>
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<tr>
<td>Total</td>
</tr>
<tr>
<td>Source: U.S. Census Bureau, 2010-2014 ACS</td>
</tr>
<tr>
<td>Language</td>
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<tr>
<td>--------------------------------</td>
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<tr>
<td>Spanish or Spanish Creole</td>
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<tr>
<td>French (including Patois, Cajun)</td>
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<tr>
<td>French Creole</td>
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<tr>
<td>Italian</td>
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<tr>
<td>Portuguese or Portuguese Creole</td>
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<tr>
<td>German</td>
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<tr>
<td>Yiddish</td>
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<tr>
<td>Other West Germanic languages</td>
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<tr>
<td>Scandinavian languages</td>
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<tr>
<td>Greek</td>
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<tr>
<td>Russian</td>
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<tr>
<td>Polish</td>
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<tr>
<td>Serbo-Croatian</td>
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<tr>
<td>Other Slavic languages</td>
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<tr>
<td>Armenian</td>
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<tr>
<td>Persian</td>
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<tr>
<td>Gujarati</td>
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<tr>
<td>Hindi</td>
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<tr>
<td>Urdu</td>
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<tr>
<td>Other Indic languages</td>
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<tr>
<td>Other Indo-European languages</td>
</tr>
<tr>
<td>Chinese</td>
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<tr>
<td>Japanese</td>
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<tr>
<td>Korean</td>
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<tr>
<td>Mon-Khmer, Cambodian</td>
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<tr>
<td>Hmong</td>
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<tr>
<td>Thai</td>
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<tr>
<td>Laotian</td>
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<td>Vietnamese</td>
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<td>Other Asian languages</td>
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<td>Other Pacific Island languages</td>
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<td>Navajo</td>
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<td>Other Native North American languages</td>
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<tr>
<td>Hungarian</td>
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<tr>
<td>Arabic</td>
</tr>
<tr>
<td>Hebrew</td>
</tr>
<tr>
<td>African languages</td>
</tr>
<tr>
<td>Other and unspecified languages</td>
</tr>
<tr>
<td>Total Speak English “less than very well”</td>
</tr>
<tr>
<td>Total Service Population</td>
</tr>
</tbody>
</table>

Source: U.S. Census 2010-2014 ACS 5-year estimate
According to the 2010 US Census and the 2014 American Community Survey, only 4 percent of the population in the metropolitan area speaks English less than very well. Using language spoken at home as a surrogate for English proficiency data suggests that the majority of the non-English speaking persons would speak Spanish (approximately 65% or 46,600 of the 73,200 non-English speaking persons). The remaining non-English speaking persons would speak one of the Indo-European or Asian/Pacific Island languages. Data does not indicate that 5 percent or more of the population speak a specific language within one of these language categories other than Spanish. Conclusion: Spanish is the most dominant language spoken by LEP individuals in the MPO area, and should be the focus of any translation or language assistance activities.

Data suggest that Vietnamese and Chinese (approximately 5,500 respectively but less than 0.2 percent of the service population) are growing populations within the MARC area of individuals who do not speak English very well. Data further suggest that these individuals do not frequently interact with MARC programs. Due to the infrequent contact and cost associated in translation services MARC elects not to translate its documents into Vietnamese of Chinese at this time. MARC will actively monitor the frequency, location and interaction with these population and effectively provide translation services as warranted.

Factor 2: The Frequency in which LEP Persons Encounter MPO Programs

The analysis identified Spanish as the most prevalent language spoken by LEP individuals in MARC’s MPO service area. The analysis further reveals that LEP individuals comprise less than 5 percent of the region’s 1.8 million people, and their contact with the MPO is infrequent and generally not predictable. The small, but growing, size of the LEP population in the region will likely increase the probability of future contact with the MPO. However, to date, no requests for language-assistance services have been made by LEP individuals.

<table>
<thead>
<tr>
<th>Participation with MPO services by ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>277</td>
</tr>
</tbody>
</table>

Source: 2015 Transportation Outlook 2040 update public meeting surveys

Factor 3: The Importance of the Service Provided by the MPO Program

MARC’s MPO programs use federal funds to plan for future transportation projects, but do not include any direct service or program that requires vital, immediate or emergency assistance, such as medical treatment or services for basic needs (like food or shelter). Further, the MPO does not conduct required activities such as applications, interviews or other activities prior to participation in its programs or events. Involvement by any citizen with the MPO or its committees is voluntary.

However, the MPO must ensure that all segments of the population, including LEP persons, have had the opportunity to be involved in the transportation planning process to be consistent with the goal of the federal environmental justice program and policy. The impact of proposed transportation investments on underserved and underrepresented population groups is part of the evaluation process in use of federal funds in three major areas for the MPO:

- The annual Unified Planning Work Program (UPWP)
- Five-year Transportation Improvement Program (TIP)
- Four-year Long-Range Transportation Plan (LRTP)

Inclusive public participation is a priority consideration in other MPO plans, studies and programs as well. Transportation improvements resulting from these planning activities have an impact on all residents. Understanding and continued involvement are encouraged throughout the process. The MPO encourages input from all stakeholders, and every effort is taken to make the planning process as inclusive as possible.
As a result of the long-range transportation planning process, selected projects receive approval for federal funding and progress towards project planning and construction under the responsibility of local jurisdictions or state transportation agencies. These state and local organizations have their own policies to ensure LEP individuals can participate in the process that shapes where, how and when a specific transportation project is implemented.

Factor 4: The Resources Available and Overall MPO Cost

The MPO has traditionally budgeted between $2,500 to $3,500 annually for printing product documents, brochures and other public participation material. Estimated cost for full translation services ranges from $15,200 to $28,800 almost eight times the average printing budget and a tenth of the MPO’s overall administrative budget.

<table>
<thead>
<tr>
<th>Estimated Document Translation Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vital Documents</td>
</tr>
<tr>
<td>Number of Words</td>
</tr>
<tr>
<td>Cost per word</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Source: 2015 Document Translation Services proposals

Considering the size of the LEP population in MARC’s MPO area and current financial constraints, full multilanguage translations of large transportation-planning documents and maps is not warranted at this time. However, continued growth of the MPO area and its Spanish-speaking population makes offering Spanish translations a sound community investment.

Implementation

Based on the current low levels of residents with limited English proficiency in the MARC MPO area and the limited interaction with MARC, a full LEP plan is not necessary at this time. However, engaging the diverse population within the region is important and therefore MARC has completed the following Limited English Proficiency Plan for providing limited language-assistance services to the LEP population in the MARC region.

All language assistance activities detailed below will be coordinated by MARC’s LEP Coordinator in collaboration with MARC staff.

Training and Identifying LEP Individuals Who Need Language Assistance

Key staff at MARC offices uses language identification cards when first encountering an LEP individual. These cards, developed by the U.S. Census Bureau, have the phrase “Mark this box if you read or speak [name of language]” translated into 38 different languages. It was developed by the Census Bureau and is used by government and non-government agencies to identify the primary language of LEP individuals during face to face contacts. The Census Bureau’s Language Identification Flashcard can be downloaded for free at www.justice.gov/sites/default/files/crt/legacy/2010/12/14/lSpeakCards.pdf.

The Language Identification flashcards are made available at public meetings and the front desk of the MARC offices. Once a language is identified, the LEP coordinator or relevant point of contact is notified to assess feasible translation or oral interpretation assistance.
Language Assistance Measures:
Language assistance will be provided for LEP individuals through the translation of some key materials, as well as through oral interpretation when necessary and possible.

Translation of Written Materials:
Translation of all MARC MPO plans and materials is not possible due to cost restrictions, and the fact that current population levels do not warrant such translations. However, MARC will provide the following translated materials:

- Key Documents’ executive summaries for the following identified key documents will be made available in Spanish:
  - (a) Long-range transportation plan
  - (b) Transportation Improvement Program
  - (c) Unified Planning Work Program

- Notices of official actions and opportunity for public comment – Spanish-language translations will continue to be provided for newspaper advertisements notifying the public of opportunities to comment on proposed changes to the MPO’s long-range transportation plan, Transportation Improvement Program, Unified Planning Work Program, and Public Participation Plan. These translations are published in local circulation newspapers that target Spanish-speaking persons.

- Outreach materials – Spanish-language outreach materials from organizations such as federal, state and local transportation agencies will be made available, when possible. The LEP coordinator will keep a list of such materials.

- Current MARC outreach materials will be translated on a case-by-case basis. However, MARC will consider requests to provide key outreach materials in Spanish as new materials are developed.
  - Public Participation Plan
  - Title VI Brochure
  - Citizen’s Guide to Transportation Decision Making

- MARC website — MARC is currently assessing cost and infrastructure needs to efficiently modify MARC’s website to allow translation services, such as the Google Translate program (http://translate.google.com) that will allow users to view HTML content in other languages.

Oral Language Services:
MARC will provide some oral interpretation services to Spanish-speaking LEP individuals. In order to provide these services, the LEP coordinator should do the following:

- Maintain a list of points of contact where a LEP person interacts with the organization.
  - Currently the anticipated key points of contact for LEP individuals are the front-desk receptionist and the LEP coordinator. As interaction with LEP individuals increases, additional points of contact should be identified.

- Identify, by language spoken, employees who fluently speak and/or write a language other than English. Detail which of these employees are also able to act as interpreters.
  - An inventory of staff language capabilities has been established and is maintained by the LEP coordinator.

- Create a list of outside sources that can provide oral translation services (including both paid and unpaid services). Outline the cost of these services. Identify budget and personnel limitations.
  - A list of paid and unpaid translation services, as well as associated costs, is being developed and will be updated and expanded on an annual basis.
Staff Training:
In order to establish meaningful access to information and services for LEP individuals, staff that regularly interacts with the public, and those who will serve as translators or interpreters, are trained yearly on MARC’s LEP policies and procedures as outline above in the “Training and Identifying LEP Individuals Who Need Language Assistance” section. Yearly training ensures that staff members are effectively able to work in person and/or by telephone with LEP individuals. MARC management staff is included in this training, even if they do not interact regularly with LEP persons, to ensure that they fully understand the plan, so they can reinforce its importance and ensure its implementation by staff.

Providing Notice of Available Language Service to LEP Persons:
MARC has established the following methods to inform Spanish-speaking LEP individuals, supporting organizations, as well as the general public, of available no-fee LEP services.

• Posting information — MARC should post information at the front-desk reception area to notify LEP individuals of any available services to translate MARC MPO oral or written program material, and how to obtain these services.

• Outreach documents — Key outreach documents should include a notice that some language assistance services are available. This notice will be listed in Spanish and English.

• Community organizations — MARC should notify area community-based organizations and other stakeholders of available language-assistance services.

• Public notices — MARC should periodically issue notices, in Spanish and English, about available LEP services to translate MPO oral or written program material in local Spanish-language newspapers in the region.

Current budget and staff limitations preclude MARC from implementing all available notification techniques. However, in the future, MARC may consider additional notification methods, such as:

• Automated telephone voice mail attendant or menu system – provides information about available language-assistance services and how LEP individuals can obtain access.

• Radio announcements – provide notices on area Spanish-language radio stations about available language-assistance services and how to obtain access.

• Community presentations – provide presentations and/or notices in Spanish at schools and religious organizations.

Monitoring and Updating the LEP Plan:
MARC monitors changing population levels and the language needs of LEP individuals in the region. An annual review of this LEP plan coincides with the annual evaluation of the public participation activity and the Title VI program. Evaluation results and recommended changes are shared with MARC’s Total Transportation Policy Committee (TTPC). The LEP Coordinator keeps a record of any LEP services provided and makes this information available during the annual review process.

In the connection with updates to MARC’s Title VI Program and Public Participation Plan, MARC may use some of the following tools to conduct further assessment:

1. Conduct surveys or focus groups.

2. Develop an evaluation process to assess LEP service provision.

3. Establish a tracking system to collect primary-language data for individuals that participate in programs and activities.

MARC will determine the appropriate mix of written and oral language communications for LEP individuals — to include but not limited to — translations, on paper, over the Internet, interpreter assistance, or by working with local organizations that serve LEP persons in the Kansas City metropolitan region.
Contact:
MARC will respond to reasonable requests for LEP consideration in its programs and activities.

In order to request assistance or to discuss LEP issues, please contact:

  Limited English Proficiency Coordinator
  Mid-America Regional Council
  600 Broadway, Suite 200
  Kansas City, MO 64105
  Phone: (816) 474-4240
  Fax: (816) 421-7758

To file a complaint regarding LEP activities, please fill out the Title VI complaint form available at [http://marc.org/Transportation/Equity-Considerations/Programs/Title-VI/TVI-assets/TitleVI_complaintform.aspx](http://marc.org/Transportation/Equity-Considerations/Programs/Title-VI/TVI-assets/TitleVI_complaintform.aspx). Should an LEP complaint be filed, the Title VI review process will be followed.

More information on filing an LEP complaint with the Department of Justice can be found at [https://www.justice.gov/crt/how-file-complaint](https://www.justice.gov/crt/how-file-complaint).