



## Public Participation Procedures Checklist

### **I. Public Participation: Planning Considerations**

1.  Submit a Transportation Decision Evaluation Form to BART's Office of Civil Rights: (Optional)
2.  Review the public participation staff list to contact appropriate staff.
3. Budget Considerations:  
 If your project is a capital project that will require public outreach, consider including a public participation budget in your grant request.  
 Utilize GCR's "Public Participation Outreach-Meeting Cost Estimates" document. Some budget considerations include:
  - Facility fees
  - Production of meeting notice and project graphics
  - Document translation
  - Direct mailing
  - Newspaper advertisements
  - Meeting recording/transcripts
  - Translation services (contact OCR for translation services)
  - Childcare
  - Refreshments
  - Consultant fees
4.  Will the project require Board approval? Are you attaching a public participation report to your EDD?
5.  Determine your project outreach goals and objectives. What is the critical message the project is conveying to the public?
6.  Is your project a systemwide change? **OR**  Is your project a small scale change?

### **II. Identify Target Populations and Public Participation Needs**

1.  The PM should identify the following to determine his audience: gender, age group, ethnicity, race, country of origin, literacy level, etc.
2.  Contact OCR or GIS directly to obtain current demographic information relating to your project in order to make the outreach more specific.

### **III. Identify Language Service Needs**

1.  OCR and/or IT/GIS can assist in identifying the languages for targeted areas of your outreach.

2. Languages:

- Spanish       Chinese (Mandarin)       Chinese (Cantonese)  
 Vietnamese       Korean       Tagalog       Other\_\_\_\_\_

IV. **Create an Outreach Strategy: Ways to Communicate**

1.  Examples of community input formats (choose as appropriate for effective community input):

- Informational meeting
- Open house
- In-station open houses
- Focus group
- Site tour
- Telephone/key person interview
- Workshop
- Survey

2.  Current BART outreach methods:

- Direct mail
- Station notifications (passenger bulletin, BART Times newsletter, Destination Sign System, informational table, etc.)
- Web (BART website, Facebook, Twitter, city website, etc.)
- Email notifications
- Local newspapers
  - The Oakland Post
- Ethnic media (newspapers)
  - El Mensajero (Spanish)
  - Sing Tao (Chinese)
  - Korean Times (Korean)
  - Viet Nam, The Daily News (Vietnamese)
- Ethnic media (television)
  - Telemundo 48, Univision 14 (Spanish)
  - KTSF Channel 8 and 26 (Chinese)
  - Vietnamese TV, USA (Vietnamese)
  - KTSF Channel 8 and 26 (Korean)
- Radio
- Regular communications with media
- BART Board meetings
- Partnerships with community-based organizations (CBOs)
- Communications with elected officials
- Press briefings and news releases
- Participation in community fairs and festivals
- Sponsorship of major community events
- Mailings to neighbors of stations
- Educational tours and briefings

- Language Line Services (LLS)
- Language interpreters at public meetings
- Written language assistance services

3.  Other suggested outreach methods:
- Publicity at BART stations or trains
  - Direct mail
  - BART seat drops
  - Flyers at turnstiles/BART trains
  - Publicize opportunities on local buses or at local bus stops

**V. Coordinate with Local Stakeholders**

1.  Identify and consider the following types of CBOs in order to reach minority, low-income, and LEP populations within the project area.
- Faith-based organizations
  - Geographic specific-tenant and neighborhood associations
  - Neighborhood/community development corporations
  - Education
  - Social services
  - Recreation
  - Environmental
  - Political
  - Youth and senior
  - Chambers of Commerce
  - Convention and visitor's bureaus
  - Community centers
  - Social service agencies or CBOs that serve minority/low-income/LEP populations
2.  Clearly explain the desired outcomes to the local stakeholders for the different public participation methods chosen. Examples:
- A meeting format that allows for small group discussion will give participants an opportunity to discuss and understand the information being presented.
  - For a construction project, an on-site informational tour may help community members better understand the impact the project would have on their immediate neighborhood.
3.  Consider the different roles each group may play such as sharing information, collecting input, letter writing, or setting community priorities.
4.  Identify the best way to publicize the public participation methods, select meeting dates and venues, and determine translation needs. Community advisors can help BART avoid potential scheduling conflicts and take advantage of existing events where they can easily reach a significant number of community members.

5.  Community Concerns/Preferences:
- Meeting times coordinated with transit schedules.
  - Weekend meetings preferred over weeknight evenings or during business hours.
  - Meetings held at accessible meeting locations, near or even at a BART station.
  - Meetings held at a safe location.
  - Refreshments and childcare offered at meetings.
6.  Consider utilizing BART's Advisory Committees for input and assistance in distributing your project information: Accessibility Task Force, Bicycle Task Force, Business Advisory Council, Citizen Review Board, Earthquake Safety Program Citizens' Oversight Committee, Transit Security Advisory Committee.
7.  Consider utilizing OCR's Title VI/EJ and LEP Advisory Committees for input and assistance in distributing your project information.
- Determine the goal of your presentation.
    1. What is the purpose of your presentation?
    2. Do you have any specific questions you want to ask the Title VI/EJ and/or LEP Advisory Committee?
    3. How will you incorporate the Advisory Committee's feedback into your project?
  - Once you have completed steps 1-3 above, contact OCR if you would like to schedule a presentation date with an Advisory Committee.
  - Provide OCR with the title of your presentation and the name(s) of the presenter(s)/speaker(s).
  - Inform OCR of the timeframe of the public outreach. Do you need feedback months in advance of your outreach, or sooner?
  - A couple of weeks before the presentation, OCR will remind you of the date, time, and location of your presentation.
  - If you plan on distributing handouts or copies of your presentation, please bring 20 copies.
  - If you have an electronic presentation, email it to OCR in advance, if possible, otherwise bring it to the meeting in a USB flash drive. OCR will provide the laptop and projector.
  - If feedback has been incorporated in some manner (i.e. mentioned in a document, implemented at the outreach event, etc.), please inform OCR.
  - Depending on the timeframe of the project, determine if you want any follow up meetings with the Advisory Committees and contact OCR if so.
  - In some instances, the Advisory Committees may want to follow up on projects that were presented to them. OCR will contact you if this is the case.

**VI. Prepare for Outreach: Public Notice**

1.  Ensure that outreach begins 2 weeks prior to your event (if not sooner) in order to provide adequate meeting notice to the public.
2.  If translation services are necessary, fill out OCR's "Translation Services Request Form" and submit to OCR at least 4 weeks (if not sooner) prior to your event.
3.  If interpretation services are necessary, fill out OCR's "Interpretation Services Request Form" and submit to OCR at least 72 hours (if not sooner) prior to your event.

4.  Work to publicize activities using the chosen outreach methods, identify performance measurements and set targets for participation from the area.
5.  Ensure that flyers, notices, and other outreach methods clearly describe the issue and purpose of the meeting or public participation activity.
6.  Identify a specific number and sequence of public participation methods and clearly communicate how BART decision makers would use the public input.

**VII. Implement Public Participation Strategy**

1.  Implement the methods defined in the public participation strategy.
2.  Gather participant contact information during the public participation activity for future project correspondence and updates.
3.  Collect and record community input through note taking, wallgraphics, surveys, recordings, etc.

**VIII. Compile, Review, and Report Results**

1.  Compile and report results with project team, partners, local governments, CBOs, etc.
2.  Utilize OCR's "Title VI Outreach Form" (available on WebBART's OCR webpage) to record Title VI/EJ/LEP outreach information after your event and submit to OCR.
3.  Clearly define how public input will or will not be incorporated into the project scope/description. BART should be able to demonstrate to the community that it has considered and explored the direction recommended by the public and taken that into account as part of its overall analysis.
4.  Revisit the participation goals established at the beginning of PPP strategy development to monitor progress and performance.

**IX. Community Reporting and Transparency**

1.  Make sure the community is aware of key decision-making activities such as board meetings or where action should be taken, so community members can see how the decision was made.
2.  Communicate results back to the community, providing a record of the number and characteristics of the participants and date, time and location meetings, and description of the rationale for how and why suggestions made through community input were or were not implemented.
3.  Regularly update the community on the status of the issue and identify additional opportunities for community input.
4.  If Advisory Committee input was incorporated into your project, contact the responsible BART department and inform them. A follow-up meeting with the Advisory Committee(s) might be necessary.