

INDYGO

PUBLIC INVOLVEMENT PROGRAM

MAY 2015

WWW.INDYGO.NET

317.635.3344



PURPOSE AND OBJECTIVES

An effective public involvement program provides for an open exchange of information and ideas between the public and transportation decision makers. The objective of IndyGo's public involvement process is to support proactive public involvement at all stages of planning and project development.

IndyGo seeks public feedback on a variety of decisions, including:

- Service and Fare Changes
- Annual Operating Budget
- Title VI related policy development

Each time decisions need to be made on one of these items, IndyGo will utilize its public involvement program to ensure it is meeting these performance objectives, especially in consideration of low income and minority populations:

- Early and continuous involvement
- Reasonable public availability of technical information
- Collaborative input on alternatives, evaluation criteria and mitigation needs
- Open public meetings
- Access to the decision-making process prior to closure

AFFECTED PUBLIC AND STAKEHOLDERS

IndyGo strives to reach many audiences in its public outreach and engagement strategies. For each individual plan, project or program that calls for public involvement, IndyGo will identify the stakeholders who are either directly or indirectly affected. Those who may be adversely affected or who may be denied benefit of a plan, project or program are of particular interest in the identification of stakeholders. IndyGo's stakeholders include, but are not limited to:

- IndyGo Riders
- Minority Populations
- Limited English Proficiency (LEP) Populations
- Low-Income Populations
- Those with Disabilities
- Neighborhood Associations
- The City of Indianapolis Leadership
- Indianapolis City-County Council
- Other regional and municipal transit providers including: Commuter Connect, IUPUI Shuttle Services, Ivy Tech Shuttle Services, Access Johnson County, Central Indiana Regional Transit Authority, Janus Developmental Services, Hamilton County Express
- Hamilton and Johnson Counties
- IndyGo Board of Directors
- IndyGo Open Door Service
- Major Employers
- Major Colleges, Universities and School Districts
- Non-profits and private businesses

ENGAGEMENT TECHNIQUES

To ensure that all segments of the community are included in the process, IndyGo will use some or all of the following techniques to engage with the public. The public outreach strategies used in any particular instance will be tailored to address the scope of the proposed plan, project or activity, the population of the planning or project impact area and the resources available for public outreach.

Public Meetings

- *Community Organizations* - IndyGo will arrange to speak at Community Development Corporations, Neighborhood Associations and other community meetings that will be affected by impending plans or service changes. At each meeting IndyGo will present information on the purpose, need, background and milestones of IndyGo services and updates being discussed, engage in dialogue about how each population is affected and take comment on the plans.
- *Public Open Houses* - IndyGo may host a public open house to engage with the public on how changes to service, fares or other projects could affect them. Open houses are an informal meeting at an easily accessible, public space where information on the purpose, need, background and milestones of IndyGo services and updates being discussed are displayed for the public to view. IndyGo staff will be available to interact with the public in attendance, answer questions and take comments on any of the plans. Comment cards will also be available for those who do not wish to speak with an IndyGo staff member.
- *Public Hearings* - IndyGo hosts public hearings to present its annual budget among other plans. In the case of a public hearing, IndyGo will give information on the purpose, need, background and milestones of IndyGo services and updates being discussed and take either verbal or written public comment at the conclusion. No dialogue will be had at a public hearing. It is a forum for voicing opinions only.

Social Media: Twitter/ Facebook

IndyGo will utilize its social media presence to engage in dialogue with the public. All upcoming projects and plans will be posted to IndyGo's Twitter and Facebook accounts for followers to leave comment. Where appropriate, IndyGo staff will follow-up with each on an individual basis.

Surveys

IndyGo creates a variety of surveys to engage with the public and learn more about its constituents. When appropriate in the planning process, IndyGo will make a survey available to the public to gauge public opinion and respond accordingly.

Call Center

IndyGo will utilize its Customer Service Call Center as a two-way engagement tool to communication upcoming projects and plans. Call Center staff are informed of all major projects underway, public meetings as well as impending service or fare changes to answer any questions callers may have. If a caller would like someone from IndyGo's staff to return their call, the Call Center will log their comment and assign it to the correct department for follow-up.

NOTIFICATION PROCEDURES

IndyGo uses a variety of outlets to notify affected groups including current riders of IndyGo, transit stakeholders, Marion County taxpayers with special consideration of low income and minority populations, about upcoming public meetings and transportation plans, programs, and projects. The notification procedures used in any particular instance will be tailored to address the scope of the proposed plan, project or activity, the population of the planning or project impact area and the resources available for public outreach.

On-Board Notifications

IndyGo will notify current riders of any public meetings or plans that may affect them with on-board announcements and service alert cards. On-board announcements are created on a case by case basis to announce potential impacts to riders. They are pre-recorded and set to play at a set interval between stop announcements and general messages to insure those riding the bus will hear about potential impacts to their travel. IndyGo also creates a monthly service alert card that is posted on the interior of the bus with construction and event detours as well as any upcoming public meeting dates and the phone number to IndyGo's Customer Service Call Center for those seeking more information.

Web Content and Monthly E-Newsletter

IndyGo will notify anyone who visits IndyGo.net or subscribes to IndyGo's e-newsletter, of public meetings and upcoming transportation plans, programs, and projects. Large scale projects will be given their own web page, while smaller scale projects will be presented in a blog post or e-newsletter highlighting key initiatives.

Social Media: Twitter/ Facebook

IndyGo will notify those that follow IndyGo on Twitter or Facebook of all upcoming public meetings and plans with several posts leading up to the event.

Media

IndyGo will issue a press release and be available for interview about any scheduled public hearings or proposed changes to IndyGo service to the media to reach those that do not regularly interact with IndyGo.

Local Media includes, but is not limited to:

- Indianapolis Associated Press (AP)
- The Indianapolis Star
- The Indianapolis Recorder
- Indianapolis Business Journal
- La Voz
- Local Network Television: 4, 6, 8, 13, 59
- Radio One
- WFYI
- WIBC
- WTTS

Legal Notices

IndyGo will purchase advertisements in one or more of the following publications to announce public meeting dates and times in attempt to reach as many Marion County residents as possible:

- The Indianapolis Star
- The Indianapolis Recorder
- Indianapolis Business Journal

EDUCATION AND ASSISTANCE TECHNIQUES

IndyGo offers a variety of education and assistance techniques to help its constituents get an accurate and full public understanding of the transportation problem, potential solutions and obstacles and opportunities within various solutions to the problem.

To educate its constituents, IndyGo holds public meetings to engage with attendees and help them understand impending plans. In the event of a public meeting, IndyGo will ensure:

- Dates and times are released well in advance.
- It is held at convenient and accessible locations and times.
- Visualization techniques are employed to more clearly show plans.
- Information is available in via print and electronically accessible formats, on the IndyGo web site.
- The public review and comment period lasts well beyond the meeting to garner the most input.
- All reasonable requests for access to large print, Braille and other special services for non-English speakers or people with disabilities with at least three days' notice.

CONSIDERATION OF PUBLIC INPUT

IndyGo takes public comment and suggestions very seriously and will revise plans if there is a large public consensus against proposals. When plans are updated, IndyGo will notify the public of the changes through all the same avenues they were originally broadcast. Once a comment period is closed, IndyGo will publish a summary of all public engagement efforts and public comment.

The summary will be available in IndyGo's board packet for the month it was submitted to the IndyGo Board of Directors for approval. Board packets are available on IndyGo.net for the public to download after each meeting date. It can also be obtained by calling the IndyGo Customer Service Call Center at 635.3344 or submitting a comment online at IndyGo.net.

EVALUATION OF PUBLIC INVOLVEMENT

IndyGo will debrief internally after each public outreach and engagement campaign to identify what strategies did or didn't work well. The evaluation will allow IndyGo to adjust its next public involvement plan to better suit the needs of the community and IndyGo passengers.

To help with our program evaluation, IndyGo will use some or all of these measurable performance objectives as they specifically related to the proposed project, plan or activity:

- Website traffic
- Number of e-newsletters distributed and opened
- Social Media reach
- Media coverage
- Number of contacts made with community organizations, specifically in low income and minority neighborhoods
- Number of comments received by IndyGo Customer Service Call Center
- Number of participants who attended public open houses, public hearings or community meetings
- Percentage of public open house or public hearing attendees who heard about meeting from each outreach effort
- Number of survey responses received

IndyGo's Public Involvement Program will be reviewed in its entirety every three years at a minimum to ensure the core principles and best practices are up to date. The evaluation process will require IndyGo staff to track the effectiveness of public participation activities and techniques and make recommendations for adjustments.

LEGAL AUTHORITY & COMPLIANCE

The IPTC Public Involvement Program was developed in accordance with applicable federal law and the following federal circulars:

- FTA C 4702.1B – Title VI Requirements and Guidelines for Federal Transit Administration Recipients
- FTA C 4703.1 – Environmental Justice Policy Guidance for Federal Transit Administration Recipients

In accordance with 49 U.S.C. 5307 and by resolution of the IPTC Board of Directors, IndyGo relies on the public participation process of the Indianapolis Metropolitan Planning Organization (MPO) for the Program of Projects (POP).

In establishing an overall Disadvantaged Business Enterprise goal for the corporation, IPTC provides for public participation in accordance with 49 CFR Part 26.