



Inclusive Public Participation and Community Outreach

Public and community outreach is a requirement of Title VI as it provides meaningful access to the citizens. Scottsdale's public involvement process aims to give the public ample opportunities for early and continuing participation in critical transportation projects, plans and decisions, and to provide full public access to key decisions.

Public and community outreach activities seek public comment on the service and facility changes that occur. At each meeting, the public is encouraged to make verbal or written comments. Press releases go out and as a result, newspaper articles announce the public meetings in every case. Public meetings about transportation changes are generally held in concert with Transportation Commission meetings where a special public comment period is held before and/or following a presentation to the commission.

Scottsdale will seek out and consider the viewpoints of minority and low-income populations in the course of conducting public outreach. The City will engage the public in its planning and decision-making process, as well as its marketing and outreach activities.

The City community outreach efforts include:

- *Transportation Commission.* The Transportation Commission provides a forum for public hearings and other public involvement mechanisms to assure community-based transportation plans, projects and issues, and to meet all Federal and other guidelines for public involvement in transportation projects. The Commission has monthly meetings at which the public is invited to make either generic transportation comments or comments specific to any transportation project, route, or other related issue. The Commission occasionally holds a public hearing, after other public meetings more centrally located to the low income and minority populations have been held on a given topic.
- *Meeting locations.* The Commission meetings are held at City Hall which is centrally located in South Scottsdale - the area of the highest density of low income, minority, senior, and LEP individuals and households. Meetings held at City Hall are televised on public access Channel 11. When route changes were proposed for areas outside of the South Scottsdale area or additional public input was needed, a special meeting was held closer to the actual route/route segment being proposed for changes. Except for Commission meetings, transit public meetings are held at a variety of times in the day to accommodate the needs of our population and encourage attendance.

- *Advertisements of public hearings.* Public meetings and hearings are held at several accessible locations within the areas with populations identified as low income, minority, LEP, senior, and disabled. Public hearings are held for capital improvement projects, and bus route changes.
- *Public Discussion meetings.* Meetings are held several weeks to several months in advance before construction decisions are made. Additionally, public discussion meetings occur for topics of specific neighborhood concerns. A news release is sent to the local newspaper, and information is posted on the City's website and at the meeting location. Additionally, City of Scottsdale sends informational mailings to affected property owners.
- Advertisements for publication will consider minority owned and operated newspapers to reach target audience: Arizona Informant (African American community), Asian American Times (Asian American community), LaVoz and Prensa Hispana (Hispanic community). Copies of the press releases will be in both English and Spanish.
- *On site community open houses.* Open houses are held at transit and community centers at various times through the day and week to increase the likelihood in meeting with residents to hear their comments and questions. These open houses are accessible by public transit and have planning staff available to answer questions in both English and Spanish.
- *Accessibility to community.* Planners can receive calls regularly from minority and low income community residents requesting information on capital improvements projects, service changes and offering comments and suggestions.
- *The City's website.* www.scottsdaleaz.gov is also updated to provide public involvement information, meeting details, route change information, and is used for intake of public comments.
- *Meeting Event Sequence and Materials.* All public meetings begin with greeting the customer at the door and offering language or other assistance/accommodation. Transportation public meetings begin with an introduction and an educational presentation before discussion and recording of comments. Copies of the presentation slides are available in print for those needing reading assistance, and comment cards are available at the greeting desk. If requested, a translator for Spanish or any other language is provided.

Table 1. Scottsdale Public Outreach Opportunities

| Notification Type | Location | Assistance Provided |
|--------------------------|---------------------|------------------------------------|
| Press Release (PR) | Granite Reef (GR) | |
| Newspaper Article (NA) | Piute (P) | Greeter (G) |
| Newsletter/Bulletin (NB) | Cactus (C) | Spanish Interpreter Available (SI) |
| City Website (W) | City Hall (CH) | |
| VM Website (VW) | Mustang Library(NL) | |
| Door Hangers (DH) | | |
| Bus Stop Notice (S) | | |