

Northwest Regional Development Commission Title VI Civil Rights

Public Engagement Plan to Engage Minority and Limited English Proficiency Populations

- Establish the goals and objectives for public engagement. Determine the level of effort required to meet the goals and objectives.
- Identify audiences (i.e., impacted businesses, neighborhoods, etc.) and different approaches (i.e., town hall meeting, social media, surveys, community conversations) for each project milestone to reach the target audiences.
 - County Department of Human Services
 - Local, state and federal government agencies
 - Transit Providers
 - Tribal government officials
 - Business owners and operators
 - Community leaders, major community entities, established community connections (individuals, faith-based groups, civic groups, foundations)
 - All users and modes of travel, including the motoring public, transit, freight and commercial vehicle operations, aeronautics, bike and pedestrian, and passenger rail
 - Potentially affected interests (examples include special interest groups, landowners, etc.)
- Determine roles and responsibilities among team members.
- Review the draft public engagement plan with project partners. Consider opportunities to engage jointly with the public and possibly share resources.

Implement the public engagement plan

- Document and retain information from public engagement processes.
 - Circle back with the public and summarize what was learned during the engagement process and how the input informed the project plan or study.

Review and adjust public engagement practices to improve the processes and outcomes with feedback from internal and external audiences

- Share successes and challenges with peers to help grow knowledge.

Responsibilities

Public engagement is the responsibility of all employees. Each plan, study, project, or activity has specific roles and responsibilities to establish clear expectations for those responsible for public engagement.

Planning and Program Delivery Team

- Design, plan and conduct public engagement for projects, plans and studies