

## Public Participation Plan

*The content and considerations of Title VI, the Executive Order 13166 (which covers improving access for Limited English Proficiency [LEP] populations), and the DOT LEP Guidance shall be integrated into each recipient's established public participation plan, which describes the proactive strategies, procedures, and desired outcomes that underpin the recipient's public participation activities. Efforts to involve minority and LEP populations in public participation activities can include both comprehensive measures (such as placing notices at all transit stations, stops, and vehicles) as well as targeted measures to address linguistic, institutional, cultural, economic, historical, or other barriers that may prevent minority and LEP persons from effectively participating in a recipient's decision-making process.*

Public participation allows member of the community to provide input so that their concerns, desires, and values are considered as part of the City's decision-making process. By following these guidelines, it is possible that these individuals are able to have a direct influence and potentially affect this process, thus allowing the City to better serve the needs of our community.

The City of Rock Hill's Public Participation Plan serves as a guide for the City's public outreach, in order to ensure that the public is both informed and able to give meaningful levels of input on programs and activities. The plan also emphasizes the importance of reaching out to traditionally underrepresented groups such as low income, minority, and Limited English Proficient (LEP) populations, to ensure they are given the opportunity to participate in this process. The communication activities may focus in different mediums depending on the program or population affected. These include but are not limited to:

### **I. Public Information and Notifications:**

The City of Rock Hill is committed to publishing notices, brochures, proposals, or programs, including how the public can obtain information and make comments, where meetings are to take place, and other applicable information. The notices for public input are posted 30 days in advance so the public has time to consider proposals and make comments. Advertised notices will include contact information for any individuals that have special needs or require special assistance.

The notice methods may include:

- Press releases to local media
- Customer newsletters (email)
- Website links and articles
- On bus advertising
- Printed fliers and brochures
- Spanish translation services and translated materials including service area maps, customer surveys and forms such as Title VI notice information
- Radio, television, or newspaper ads considering stations and publications that serve LEP and minority populations
- Social Media, including Facebook, Twitter and Instagram

## **II. Meeting Locations:**

The City of Rock Hill will continue to offer public meeting locations that have convenient access to public transit and are centrally located so that anyone in its transit service area can attend meetings and receive information about any programs and activities that will impact them, especially LEP and minority populations. Meetings are to be held at different times of the day for easier access. All public meeting locations will be accessible to those with disabilities. If notified five (5) business days prior to the meeting, language or hearing interpreters will be made available.

## **III. Public Meeting Forums:**

On critical issues such as major transit service changes, the City will conduct public meetings with transit service customers. The City will prepare proposals in sufficient detail and make these available prior to the meetings for interested individuals. If the proposal involves service changes, maps will be made available. The City will collect comments (oral and written) and have a sign-in sheet available. If no one is in attendance, staff will wait for 10 minutes, announce the reason for the meeting, provide statement that no one is in attendance and close the meeting.

## **IV. Websites:**

The City of Rock Hill provides information on the transit system on its designated websites: <https://www.cityofrockhill.com/departments/planning-and-development/planning-preservation/transportation-planning> and [www.MyRideRockHill.com](http://www.MyRideRockHill.com).

My Ride Rock Hill website content includes maps and route schedules, a rider guide, other transportation, trip planning, bus locator, mobile app, etc. Any change in service such as traffic reroutes, holiday hours, weather abnormalities, etc. are made available on the site. My Ride press releases are published on the site as well. The site has translation options available for on-demand translation into Spanish, Russian, Portuguese, Italian, German, French, Dutch, Chinese and Arabic. Emails, push notifications and SMS messaging may be sent to customers for service alerts and real-time departure times for any stops when they subscribe for the service.

## **V. Community Events:**

The City of Rock Hill's City Management, Department Heads and City Council participates in community events and provides information and/or field questions relating to programs and activities.

## **VI. Outreach to Community Groups:**

The City of Rock Hill has staff members, as requested and available, to speak to faith-based organizations, colleges, universities, Council Wards, neighborhood communities and other community groups such as the International Center of York County.

The City of Rock Hill has an employee that is very active with the International Center of York County (ICYC). ICYC provides resources and assistance for individuals with limited English proficiency. This employee provides feedback and updates to the City on behalf of ICYC.