



**PEOPLE, PLANNING, AND PREPARING FOR THE
FUTURE: YOUR 25 YEAR TRANSPORTATION PLAN**

TECHNICAL REPORT #4:
ENVIRONMENTAL JUSTICE ACTION PLAN

February 9, 2009

APPENDIX A

ENVIRONMENTAL JUSTICE ACTION PLAN FOR THE 2035 CAMPO PLAN

*Prepared by Group Solutions RJW in
Conjunction with Estilo Communications for the
Capital Area Metropolitan Planning Organization (CAMPO)
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INTRODUCTION

The purpose of this Environmental Justice (EJ) Action Plan is to describe the outreach activities that will be undertaken to ensure that the needs of EJ populations¹ are understood and addressed in the CAMPO 2035 Plan. Targeting and reaching EJ populations for regional transportation planning is essential, as these populations make up a large part of the region's demographic mix, and members of the EJ population are a large part of the constituency served by public transportation.

Outreach to EJ populations can be a challenging task. Targeted outreach must be conducted for EJ populations, as EJ groups are typically underserved by standard, mainstream outreach methods. "These groups are a rich source of ideas that can improve transportation not only for themselves but also for the entire community. Agencies must assume responsibility for reaching out and including them in the decision-making process -- which requires strategic thinking and tailoring public involvement efforts to these communities and their needs."² For example, given the burdens of hourly work schedules or insufficient access to childcare or transportation, attending forums can be a challenge for the low-income. Some EJ members may be preliterate or non-English speakers. Similarly, life experiences may have made other EJ members uncomfortable venturing beyond familiar locations and/or voicing opinions in open forums. However, the very reasons that make soliciting input from EJ populations difficult also make their needs and opinions particularly important to developing a comprehensive transportation plan, a plan that responds to the needs of diverse stakeholders across diverse counties in Central Texas.

This EJ Action Plan supplements and complements outreach techniques identified in the Public Involvement Strategy. At the end of each round of outreach, EJ techniques will be reviewed and amended, if warranted. At the conclusion of the public involvement program, a summary of EJ best practices will be captured and presented to CAMPO as an "EJ Toolkit".

¹ Environmental Justice populations are defined by CAMPO as low-income, African American, Asian American, Hispanic, and Alaskan Native/American Indian.

² "Public Involvement Techniques for Transportation Decision-Making," U.S. Department of Transportation, Federal Highway Administration.

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I. TARGETED EJ POPULATIONS

This EJ Action Plan targets the following populations³:

- Low-Income
- Hispanic
- African-American
- Asian-American

Outreach activities to groups may overlap (e.g., an activity may reach residents who are both minority and low-income, or may reach both African-Americans and Hispanics at a single community event. The outreach team will ensure that messaging and materials relate appropriately across EJ groups.

Finally, to ensure effective outreach, materials such as press releases, flyers, surveys and invitations, must be made available in the languages other than English if significant portions of a population are not English speaking. According to the Modern Language Association, 10-33% of the residents in the CAMPO five county area speak Spanish. Because this is a significant percentage of the population, materials directed to the Hispanic community will be provided in Spanish and English. The Asian American population is a targeted EJ group that also speaks various Asian languages. However, the majority of Asian Americans speak English, and only 1% or less speaks only an Asian language. Thus, in the interest of using resources as effectively as possible, outreach efforts will focus on the larger Asian community that is fluent in the English language.

II. OUTREACH TECHNIQUES

The EJ Action Plan incorporates two techniques – media outreach to EJ populations and captive audience opportunities – to ensure that EJ populations know about the 2035 CAMPO planning effort and are included in the planning process.⁴ Media outreach includes both traditional media (newspapers, radio, and TV) and social media. Captive audience opportunities include going to where EJ populations already are and collecting needed survey input, as well as disseminating information to EJ populations through flyers placed at frequented locations. A description of activities planned at each round of public involvement follows.

EJ OUTREACH – ROUND ONE. Press releases and public service announcements will be distributed to EJ newspapers, and EJ radio and TV stations. Flyers with public meeting information and a survey link will be distributed in areas that are frequented by the targeted EJ populations. In addition, the team will go to locations and events where EJ groups gather to capture surveys from those who do not attend meetings. Social media outlets will also be used to distribute invites to the meetings and link to the survey.

Specifically, the public involvement team will:

- Translate materials directed to the Hispanic population into Spanish (Estilo Communications)

³ Because the Alaskan Native/American Indian population in the CAMPO area is relatively small, this population will not be targeted for special outreach.

⁴ EJ groups are included in outreach techniques identified in the Public Involvement Strategy. Techniques identified in this document provide a “safety net” that ensures input from targeted EJ populations.

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- Contact the minority media to confirm that they received invitations to the media launch, answer related questions, and encourage attendance at the event (Group Solutions RJW)
- Contact the minority media to confirm that they received press releases or public service announcements, answer related questions, and encourage dissemination of the information (Group Solutions RJW)
- Distribute flyers to 15 – 20 high quality locations across the five-county area frequented by EJ populations or their representatives. These locations may include libraries, churches, schools, health clinics, etc. (Estilo Communications)
- Collect 250 to 300 completed needs assessment surveys at locations or events across the five-county area. Completed surveys should represent EJ residents from all five counties and from all identified EJ populations. (Estilo Communications)
- Distribute notice of meetings and survey link via 3 – 5 social networking sites targeted toward EJ audiences (Estilo Communications)

EJ OUTREACH – ROUND TWO. The public involvement team will again distribute press releases and public service announcements to EJ newspapers, and EJ radio and TV stations. Flyers with public meeting information and survey link will again be distributed in areas that are frequented by the targeted EJ population. And, the team will continue outreach at locations and events where EJ groups gather to capture surveys from those who do not attend meetings. Social media outlets will continue to be used to distribute invites to the meetings and link to the survey. All materials directed specifically to the Hispanic population will be in Spanish and English.

Specifically, the public involvement team will:

- Translate materials directed to the Hispanic population into Spanish (Estilo Communications)
- Contact the minority media to confirm that they received press releases or public service announcements, answer related questions, and encourage dissemination of the information (Group Solutions RJW)
- Distribute flyers to 15 – 20 high quality locations across the five-county area frequented by EJ populations or their representatives. These locations may include libraries, churches, schools, health clinics, etc. (Estilo Communications)
- Collect 200 to 300 completed round two surveys at locations or events across the five-county area. Completed surveys should represent EJ residents from all five counties and from all identified EJ populations. (Estilo Communications)
- Distribute notice of meetings and survey link via 3 – 5 social networking sites targeted toward EJ audiences (Estilo Communications)

EJ OUTREACH – ROUND THREE. The public involvement team will distribute press releases and public service announcements to EJ newspapers, and EJ radio and TV stations. Organizations representing EJ populations will receive information about the draft CAMPO 2035 Plan and a link to the project website to review the document and forward to their comments. Social media outlets will also be used to distribute a link to the website and draft plan. All information directed specifically to the Hispanic population will be in Spanish and English.

Specifically, the public involvement team will:

- Translate materials directed to the Hispanic population into Spanish (Estilo Communications)

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- Contact the minority media to confirm that they received press releases or public service announcements, answer related questions, and encourage dissemination of the information (Group Solutions RJW)
- Distribute flyers to 15 – 20 high quality locations across the five-county area frequented by EJ populations or their representatives. Encourage individuals and organizations to review draft 2035 Plan, attend workshops, and/or submit comments to CAMPO (Estilo Communications)
- Contact 10 – 12 organizations representing EJ populations about the draft 2035 Plan. Encourage individuals and organizations to review the draft 2035 Plan, attend workshops, and/or submit comments to CAMPO (Estilo Communications)
- Distribute notice of meetings and survey link via 3 – 5 social networking sites targeted toward EJ audiences (Estilo Communications)

III. ROLES

As project owner, CAMPO will determine desired outcomes; provide technical analysis, expertise, and information; and, participate as part of a project speaker's bureau to reach EJ and other populations. CAMPO will also create survey questions to facilitate public input, post information to the CAMPO website, and provide necessary information for press releases, electronic newsletters and flyers.

As prime consultant, Group Solutions RJW is responsible for implementing the public involvement strategy and EJ action plan including media outreach, project communications, and public involvement activities. Estilo Communications will assist Group Solutions RJW with translations, media lists, and outreach to EJ populations.

Group Solutions RJW and Estilo Communications will work collaboratively to ensure effective EJ outreach. Group Solutions RJW will provide oversight and guidance for EJ outreach, including activities described in the EJ Action Plan. Group Solutions will also work to ensure that EJ populations are active participants in each of the techniques identified in the Public Involvement Strategy for the 2035 CAMPO Plan. Estilo will initiate the techniques identified in this EJ Action Plan and implement any revisions or amendments as necessary.

IV. DELIVERABLES

- Spanish translations (survey, PSAs, press releases, newspaper insert, executive summaries) (Estilo Communications)
- Flyers in English and Spanish (Estilo Communications)
- An estimated 250-350 completed surveys from EJ outreach events in Round 1 (Estilo Communications)
- An estimated 200-300 completed surveys from EJ outreach events in Round 2 (Estilo Communications)
- Report on Round 1 EJ outreach activities and results, including a list of outlets used to collect surveys, number of surveys collected (total and per outlet), a list of outlets for flyers, the total number of flyers circulated, and any confirmed secondary reach of flyers circulated (i.e., incorporated into newsletters, websites or announcements at meetings), and a list of organizations contacted. (Estilo Communications)
- Report on Round 2 EJ outreach activities and results, including a list of outlets used to collect surveys, number of surveys collected (total and per outlet), a list

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of outlets for flyers, the total number of flyers circulated, and any confirmed secondary reach of flyers circulated (i.e., incorporated into newsletters, websites or announcements at meetings), and a list of organizations contacted. (Estilo Communications)

- Report on Round 3 EJ outreach activities and results, including list of outlets for flyers, total number of flyers circulated, and any confirmed secondary reach of flyers circulated (i.e., incorporated into newsletters, websites or announcements at meetings), and a list of organizations contacted. (Estilo Communications)
- EJ Outreach Toolkit (i.e., summary of best practices for EJ outreach) (Group Solutions RJW)