



3P Public Participation Plan

Draft - January 2022



AMATS "3P" PUBLIC PARTICIPATION PLAN

January 2022

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This report was prepared by the Akron Metropolitan Area Transportation Study (AMATS) in cooperation with the U.S. Department of Transportation, the Ohio Department of Transportation, and the Village, City and County governments of Portage and Summit Counties and Chippewa and Milton Township in Wayne County. The contents of this report reflect the views of AMATS, which is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official view and policies of the Ohio and/or U.S. Department of Transportation. This report does not constitute a standard, specification or regulation.

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Introduction

This *Public Participation Plan* or "3P" seeks to encourage an open planning process that supports early and sustained public involvement, timely public notice, and full public access to information regarding key transportation decisions within the Greater Akron area.

The 3P ensures a continuing, comprehensive, and coordinated process among all area stakeholders while encouraging and providing opportunities for broad-based participation in the development and review of regional transportation plans, programs and policies. Through the 3P, AMATS strives to engage the public at the earliest stages of transportation planning, especially those populations who are traditionally underserved or economically depressed such as the elderly, limited-English proficiency, minority and low-income populations.

The 3P reflects the realities of a changing society. AMATS seeks to foster an environment where the public feels that its insights not only matter, but are encouraged and welcomed. The 3P is updated periodically to: reflect changes in local, state or federal legislation; adjust the plan to include new technologies; and to meet the needs of the community. The agency relies on the following guiding principles when updating the 3P:

- AMATS recognizes that every major public policy decision or implemented transportation project significantly affects someone.
- If the agency's decision-making process is open, objective and considers all viewpoints, then policies, programs and projects are usually much more willingly accepted and embraced by affected communities.
- By utilizing a variety of public outreach techniques in multiple formats to provide planning information, the agency will gain a wide audience and solicit input from a greater number of people.
- Coordination and collaboration among as many as transportation stakeholders as possible during the planning process produces the most effective and balanced transportation solutions.

Because the agency relies on these principles, the 3P allows the Greater Akron area to meet unforeseen changes creatively and forcefully.

Throughout the change occurring around us, there is an old transportation adage that still holds true: *The journey of a thousand miles begins with a single step*. Our agency actively pursues strategies to encourage the public to take their first steps in getting involved in their region's transportation planning process. AMATS provides many opportunities throughout this process for the public to participate and influence transportation policies.

There are several different ways to get involved with AMATS which are presented in 3P, most notably our Citizens Involvement Committee. Please note that the public is by no means limited to the strategies detailed in these pages. The agency actively seeks new opportunities to exchange ideas with the public and welcomes ideas and suggestions on how to do so.

What is AMATS?

"AMATS" stands for the **Akron Metropolitan Area Transportation Study**. We are responsible for transportation planning within the Greater Akron area comprised of Portage and Summit counties and a portion of Wayne County. From highways to bikeways, from buses to trails, our agency plays a role in the planning of the major transportation projects within the area and the funding that makes them possible.

A Policy Committee, a Technical Advisory Committee (TAC), a Citizens Involvement Committee (CIC) and a staff are the official players that comprise AMATS with each suited to a particular role in the planning process. To learn more about each, read on.

AMATS Committees and Staff

Each Player Has a Role - Even You!

Transportation planning in the Greater Akron area is accomplished through a cast of players. Like any ensemble cast, each player performs a unique role, but their roles are intertwined. The Policy Committee, Technical Advisory Committee (TAC), Citizens Involvement Committee (CIC) and agency staff are featured players in this cast, but - like any cast - they need feedback. The feedback that they need comes from you - the public - through your participation in the planning process.

As a member of the public, you are encouraged to participate in the planning process. AMATS strives to make the Greater Akron area's transportation planning process as transparent and accessible as possible. The agency regularly:

- Posts timely notices about meeting dates and locations and meeting materials in advance on our website - **amatsplanning.org**.
- Provides podcasts of past meetings on our agency website and through our podcast subscription service.
- Schedules committee meetings in locations that are accessible for all citizens, including the disabled and transit dependent.

You are welcome to attend any of our committee meetings, all of which are open to the public. Below are descriptions regarding our committees and staff and how you may participate in the regional planning process.

Policy Committee

Currently, there are 46 voting members of the Policy Committee representing every community in the Greater Akron area. It is this body that decides how the area's federal transportation dollars should be spent. The committee is composed of elected officials, county engineers, transit agencies and representatives from the



Ohio Department of Transportation. Its members meet regularly six times a year to make funding decisions, discuss priorities and policies, and collaborate on regional issues.

The Policy Committee provides opportunities for the public to address the committee with the following guidelines:

- Anyone interested in making comments before the Policy Committee may do so during the public comment period at the beginning of the agenda.
- Public comments are limited to three minutes per person, but may be allowed more time by the Policy Committee chairperson.
- Organizations wishing to address the Policy Committee should select one representative to speak during the public comment period.
- Speakers will be asked to fill out an *Audience Participation Form* before addressing the Policy Committee (p. 23).
- Citizens may contact the AMATS staff at **330-375-2436** or by email at **amats@akronohio.gov** in advance to request time to speak, or may do so in person before the meeting with any AMATS staff member.

Technical Advisory Committee (TAC)

The TAC provides technical assistance to the Policy Committee throughout the planning process. The TAC is made up of planners and engineers representing communities, counties and transit providers across the Greater Akron area. The expertise of these members provides the Policy Committee with needed "nuts-and-bolts" insights regarding the area's projects.

Citizens Involvement Committee (CIC)

The CIC is the forum through which the public may weigh in directly on transportation-related matters. Through its open-meeting format, CIC members may freely discuss issues with AMATS staff members and other players in the region's planning process. The AMATS staff works closely with the CIC members to identify potential discussion topics and in the preparation of necessary meeting materials and the scheduling of guest speakers.

The committee meets at a minimum of six times a year and its membership is open to all who wish to participate. Regular meetings commence at **6:30 p.m.** and are usually held in the **Akron-Summit County Public Library** located at **60 South High Street** in downtown Akron, which is centrally located and transit accessible in the Greater Akron area. The CIC does occasionally host on-line "virtual" meetings and other on-line events such as Open Houses and Workshops as circumstances warrant. Additional committee meetings may be scheduled by the CIC members if they so desire.

AMATS promotes CIC meetings through regularly scheduled advertisements with the *Beacon Journal*. Additional newspaper advertisements are occasionally purchased if deemed necessary by the staff given the regional significance of and public interest in particular agenda items and topics. The agency also

promotes CIC meetings through email and social media campaigns to committee members, interested agencies and groups, and area media.

Staff

The AMATS staff assists all three committees and carries out the "day-to-day" administrative and technical work of the agency. The staff develops the area's long-range *Regional Transportation Plan* (RTP) (p. 16-p. 17) and the four-year *Transportation Improvement Program* (TIP) (p. 18-p. 19). The staff is a mix of engineers, planners and other professional disciplines.

While serving as a liaison between the public and the committees of AMATS, the staff ensures that public comment is considered throughout the region's planning process. The staff welcomes verbal and written comments and strives to respond to concerns in a timely manner. You may contact the staff at **330-375-2436** or by email at **amats@akronohio.gov**. You may contact individual staff members directly by referencing the *Staff Directory* on the AMATS web site at **amatsplanning.org**. Written correspondence should be addressed to:

AMATS
1 Cascade Plaza / Suite 1300
Akron, Ohio 44308-1136

It is the policy of AMATS that staff members will acknowledge receiving all electronic and written correspondence from members of the public regarding transportation issues of public interest and respond within a seven-day period of receiving such correspondence. These initial staff responses should be deemed by the public as acknowledgments by AMATS that their concerns have been received by the agency. These responses should not be misconstrued by the public as commitments by the agency or its personnel to address and respond to public concerns during the aforementioned seven-day period. Appropriate agency responses to public concerns may require more time than seven days as circumstances may warrant. AMATS personnel will maintain files documenting all such correspondence throughout the public engagement process as part of its maintenance of permanent records.

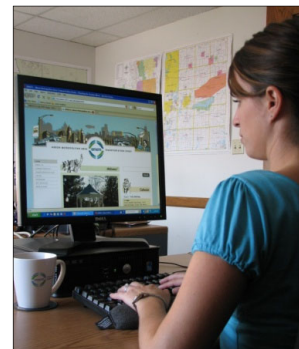
As part of its duties to maintain the programs of AMATS, the staff is granted the discretion by the AMATS Policy Committee to implement minor revisions or administrative modifications to the *Regional Transportation Plan* and the TIP, and various plan and TIP amendments, reports and studies as may be warranted. Such administrative modifications are largely grammatical and typographical corrections or revisions that do not require demonstration of fiscal constraint or an air quality conformity determination. For the sake of transparency, the staff will present all changes to the *Regional Transportation Plan* and TIP to the AMATS Policy Committee regardless as to whether they are minor revisions, administrative changes or amendments. (The criteria used by the staff in making such determinations are presented in *Appendix A - Regional Transportation Plan* (RTP) (p. 16-p. 17) and *Appendix B - Transportation Improvement Program* (TIP) (p. 18-p. 19) of the 3P.)

If the staff determines that formal amendments to the *Regional Transportation Plan* or TIP are warranted, the staff will determine whether such changes constitute Minor or Major Amendments. Once such determinations are made by the staff, then the agency will pursue the appropriate public participation procedures specified in Appendices A and B of the 3P.

On the Web

Emerging technologies present AMATS with new opportunities to connect with the public. The Internet has created boundless opportunities for you and your friends to engage with our agency without the need to leave the comfort of your home.

Along with its two web sites - **amatsplanning.org** and **Switching-Gears.org** - AMATS uses web posting and social media sites such as Twitter, Facebook and YouTube to provide citizens with up-to-the-minute information. The agency also has expanded its practice of posting announcements, meeting information and news on community-oriented sites such as the Summit County Community Calendar, Zvents and other appropriate venues. Below are some of the ways that AMATS harnesses the power of the Internet.



AMATSPANNING.ORG

AMATS routinely updates its website to make the site even more user-friendly. The agency is working to show you how your tax dollars are being spent in a clear, easy-to-understand format. Our web site includes an easy-to-use interactive *Transportation Improvement Program* (TIP), which provides details about AMATS-funded projects and includes map images of TIP project locations.

Among the agency's goals for its site have been to make it easier to inform the public about events while providing opportunities for them to become more engaged and involved in the planning process. From the *Home* and *Meetings* pages, a visitor can check out dates and times for our next Policy Committee, Technical Advisory Committee (TAC), and Citizens Involvement Committee (CIC) meetings. A visitor can also view the most recent committee meeting packet, listen to an MP3 meeting podcast, or complete an *Audience Participation Form* (p. 23) to speak to the Policy Committee. Visitors will also find access to timely features under *What's New*, check out our Twitter feed, or search the entire site for a specific topic.

Title VI of the Civil Rights Act of 1964 requires that AMATS shall not, on the basis of race, color, religion, national origin or sex, exclude anyone from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance. In the event that a member of the public believes that they are the victim of an alleged discriminatory practice by AMATS during the Greater Akron area's transportation planning process, our agency provides a *Nondiscrimination Complaint Form* on our agency web site - amatsplanning.org. Using this form, citizens may describe in detail why they believe that their concerns or needs are not being addressed by the agency.

Additionally, our agency web site - **amatsplanning.org** - includes a link to language interpretation software to assist those for whom English is not the first language. Using this link, visitors to our web site can translate pages into other languages including Chinese, French and Spanish. The [AMATS Title VI - Program Procedures and Documentation](#) Plan outlines other steps to include limited-English proficient persons in the planning process.

SWITCHING-GEARS.ORG

This web site provides information to people on ways to take advantage of the Greater Akron area's trails and inform them on ways to utilize cycling as a means of transportation. Switching-Gears.org also has a calendar announcing organized bike rides and events in our region and an easy-to-use Bike User Map.

Social Media

Social media has fast become one of AMATS' most utilized tools for public outreach. The agency can interact with the public regarding transportation-related topics instantaneously. Below are some of the most popular media that AMATS uses on a regular basis.

- **Twitter** is a great online tool that lets you send messages to your followers in 280 characters or less. Stay up to date with the most relevant news in transportation and land use planning. Follow **@amatsplanning** on Twitter to receive tweets about the latest transportation news.
- **Facebook** is a popular social media tool that is increasingly being used by agencies to reach new audiences and AMATS is no exception. The agency's Facebook page is updated frequently with our latest tweets and pictures of the region. It is also linked to the AMATS website where the public can get more information.
- **YouTube** is a social media site that allows users to post videos and share them with friends. Through its channel - **AMATSPanning** - the agency presents many special video features highlighting transportation topics. Topics range from meeting summaries to informative features.

AMATS does not limit its use of social media to the aforementioned platforms. The agency will consider additional platforms as they emerge for potential use by AMATS. The use of new platforms by AMATS will largely depend upon their appropriateness, feasibility, suitability, and timeliness to the agency's public outreach endeavors.

It is the policy of AMATS and its personnel to refrain from allowing personal or political biases to influence the agency's use of social media. Information and materials posted through various social media platforms shall be presented in an apolitical and objective manner with the sole goal of being to promote a continuing, comprehensive, and cooperative regional transportation planning process for all.

New Approaches

AMATS continually seeks new approaches to engage the public throughout the transportation planning process. Below are descriptions of some of the newer strategies that our agency has embraced in recent years.

Public Empowerment

AMATS pursues innovative public *empowerment* strategies that present opportunities to challenge the public beyond



mere dialogue. These strategies actively urge the public to tackle transportation issues directly through participation in unique events. Generally, these events entail a topic-specific activity geared to spur dialogue between participants and area policy makers. Following participation in a group endeavor, participants share their ideas and insights gained through firsthand experiences as to what can be done to improve accessibility and livability in a particular locale. Below are several examples used by the agency:

- **Active Transportation Conferences** - AMATS hosts conferences dedicated to transportation-related topics designed to provoke discussions between policy makers and the public. The intent of the conferences are to help communities address and identify needs that policymakers may have overlooked. These conferences are daylong events with featured speakers and breakout sessions.
- **Better Block** - Better Block encourages the public to take one neighborhood block at a time, start small, and actually *do* something. It could be setting up new temporary bike lanes; it could be makeshift street art or furniture; it could be a coffee shop, art gallery or beer garden for a brief period of time. These events help the public experience something new in their neighborhoods by letting them see it, live it and - perhaps most importantly – participate in actually *creating* it.
- **Bike-N-Brainstorms** - These events embark on a group bike ride along key corridors as an alternative way to get feedback about on-road biking. At the end of their ride, group members participate in a brainstorming session with agency personnel and local officials to share their ideas as to what can be done to improve bike travel within the area.
- **Jane's Walk** - Inspired by pioneering author and urban activist, Jane Jacobs, these events provide opportunities for people to engage in city planning by meeting and exploring cities through short walking tours. During these tours, participants discuss what can be done to make areas more pedestrian friendly.

The agency also welcomes invitations and suggestions from the public to participate and support community-oriented events benefitting the area's transportation systems.

Community Outreach

As part of its efforts to fashion a vibrant, livable Greater Akron area, AMATS frequently partners with various civic groups on a host of projects. Among the agency's past partners have been the Barberton Community Foundation, The Knight Foundation, Leadership Akron, Neighborhood Development Services and Torchbearers.

AMATS welcomes opportunities to work with new partners in appropriate community-oriented endeavors. Those interested in seeking the agency's involvement should contact AMATS at amats@akronohio.gov or at 330-375-2436.

Speakers' Bureau

AMATS staff members are available by appointment to discuss technical and policy information with citizens and other interested parties during and outside of the agency's normal business hours. Staffers

are also available by appointment to present technical and policy information to the public and to participate in a variety of forums such as panel discussions.

Individuals and groups can request a speaker by contacting AMATS at amats@akronohio.gov or at **330-375-2436**. Requests should be transmitted via the agency's public information coordinator.

Public Information

As part of our efforts to provide the region with a transparent planning process, AMATS goes beyond merely accommodating requests for public information - which we will gladly do! The agency disseminates all meeting materials one week prior to scheduled committee meeting dates via email and through postings on its web site - amatsplanning.org. The public is welcome to subscribe to these electronic mailings. All that's needed for a subscription to AMATS is a subscriber's name and their email address. Postal delivery of materials may be arranged by special request at no charge to recipients.

Many materials, such as our current and past reports, plans and studies are available for review and download on the agency web site. Please note that selected draft and interim materials may be available for viewing and downloading only for specified times, such as public comment periods.

Records of committee meetings are available in the form of minutes and MP3 podcasts on the agency web site. AMATS will gladly forward pdf or printed versions of committee minutes to the public via email or postal delivery upon request. The agency also offers a podcast subscriber service in which committee recordings can be automatically downloaded to your computer as soon as they become available.

In addition, AMATS regularly distributes press releases and other information to Greater Akron area media regarding transportation-related events and developments. The agency also provides a free annual report and a semi-annual newsletter to committee members, the media, and subscribers. Other information and services such as traffic data, project status information, accident data and more are readily available on the agency web site. The staff is available to answer questions regarding information that is not readily available on the site.

Unique Populations

AMATS strives to involve low-income and minority groups in the public participation process for the Greater Akron area. The agency relies on the definitions of these populations provided by the United States Department of Transportation (USDOT) Order 5610.2(a) on Environmental Justice, contained in the *Federal Register* (May 2, 2012). "Low-Income" is defined as a person whose median household income is at or below the U.S. Department of Health and Human Services poverty guidelines.

A "Minority" is defined as a person who is:

- 1) Black (a person having origins in any of the black racial groups of Africa);
- 2) Hispanic (a person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race);
- 3) Asian (a person having origins in any of the original peoples of the Far East, Southeast Asia or the Indian subcontinent);

- 4) Native Hawaiian or other Pacific Islander (a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands; or
- 5) American Indian and Alaskan Native (a person having origins in any of the original people of North America and who maintain cultural identification through tribal affiliation or community recognition)

Using 2010 U.S. Census Bureau data, the agency recognizes where these groups are located within the region (p. 12 and p. 14) and seeks their involvement throughout the planning process using a mix of outreach strategies involving advertisements, community groups, press releases, social media and other available means. The aforementioned *Public Empowerment* strategies, such as Better Block and Bike-N-Brainstorms (p. 6-p. 7), present valuable opportunities for the agency and members of these populations to coordinate, network and organize activities with direct participation and firsthand experiences given the targeted neighborhood scale of many of these events.

The region is also witnessing growth in its Asian and Hispanic populations. The agency also recognizes that the elderly represent another growing segment of the region's population. These populations have unique interests and needs which will contribute to and influence the area's transportation policies and systems. AMATS recognizes this and strives to foster a dialogue with these and other diverse communities within the area. Recently, the agency has increased its outreach efforts to these populations by initiating a dialogue with various organizations including:

- the Akron National Association for the Advancement of Colored People (NAACP)
- the Akron Urban League
- Asian Services in Action, Inc.
- Direction Home Akron Canton
- the International Institute of Akron
- the Ohio Latino Affairs Commission
- Torchbearers
- VANTAGE Aging (Senior Community Service Employment Program (SCSEP))
- and other community and neighborhood groups.

The agency actively pursues opportunities to collaborate on the development of transportation-related programs and projects with representatives of these populations. Each public process confronts the challenge of getting traditionally underrepresented populations involved in the planning process. These potentially underrepresented populations may include the youth and elderly of the community, persons with disabilities, and others who may be too busy or unable to attend public meetings.

AMATS shall make every effort to accommodate the disparate and varied needs of these populations. The agency shall arrange for language translation assistance in circumstances where such assistance is warranted, e.g., during public meeting in communities where languages in addition to English are primarily spoken. Agency personnel will arrange for American Sign Language (ASL) and spoken language translation assistance to be available if deemed appropriate, feasible and necessary.

Long an adherent to the spirit and wording of Title VI of the landmark Civil Rights Act of 1964, Executive Orders 12898 and 13166, and the Americans with Disabilities Act of 1990 (ADA), the agency will broaden and continue its outreach to the region's many varied communities and populations. The passages

below demonstrate that the agency recognizes the importance of these federal requirements throughout the regional planning process.

Title VI of the Civil Rights Act of 1964

Title 49 of the Code of Federal Regulations (49 CFR), Part 21 states that "no person in the United States shall on the grounds of race, color, or national origin be excluded from the participation in, or be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal Financial assistance." In May 2015, AMATS adopted a comprehensive [*AMATS Title VI - Program Procedures and Documentation*](#) Plan, which defines the agency's program, procedures and means of documentation. AMATS employees are responsible for ensuring that the agency's programs, policies, and services are developed, conducted and implemented without regard to a person's race, color, national origin (including Limited English Proficiency), sex, disability, ancestry, religion, military status or age. Employees must ensure that ethnic minorities and low-income populations are not adversely impacted, and aim to achieve full participation by these groups in the agency's programs, policies and activities.

AMATS' Public Information Coordinator/Title VI Coordinator is responsible for initiating and monitoring Title VI activities, preparing required reports, and other responsibilities as required by Title 23 Code of Federal Regulations (CFR) Part 200, and Title 49 CFR Part 21.

Executive Order 12898 - Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations

Executive Order 12898 requires that disproportionately high and adverse human health or environmental effects on minority and low-income populations be identified and addressed to achieve environmental justice. Since the establishment of Title VI, Environmental Justice has been considered in local, state, and federal transportation projects. Additionally, Title 28 CFR Section 42.104 of Title VI and related statutes require federal agencies to ensure that no person is excluded from participation in, denied the benefit of, or subjected to discrimination under any program or activity receiving federal financial assistance on the basis of race, color, national origin, age, sex, disability, or religion.

Executive Order 13166 - Improving Access to Services for Persons with Limited English Proficiency (LEP)

Executive Order 13166 requires federal agencies to examine the services that they provide, identify any need for services to those with limited English proficiency (LEP), and develop and implement a system to provide those services so that LEP persons can have meaningful access to them. This order also requires that recipients of federal financial assistance provide meaningful access to their LEP applicants and beneficiaries.

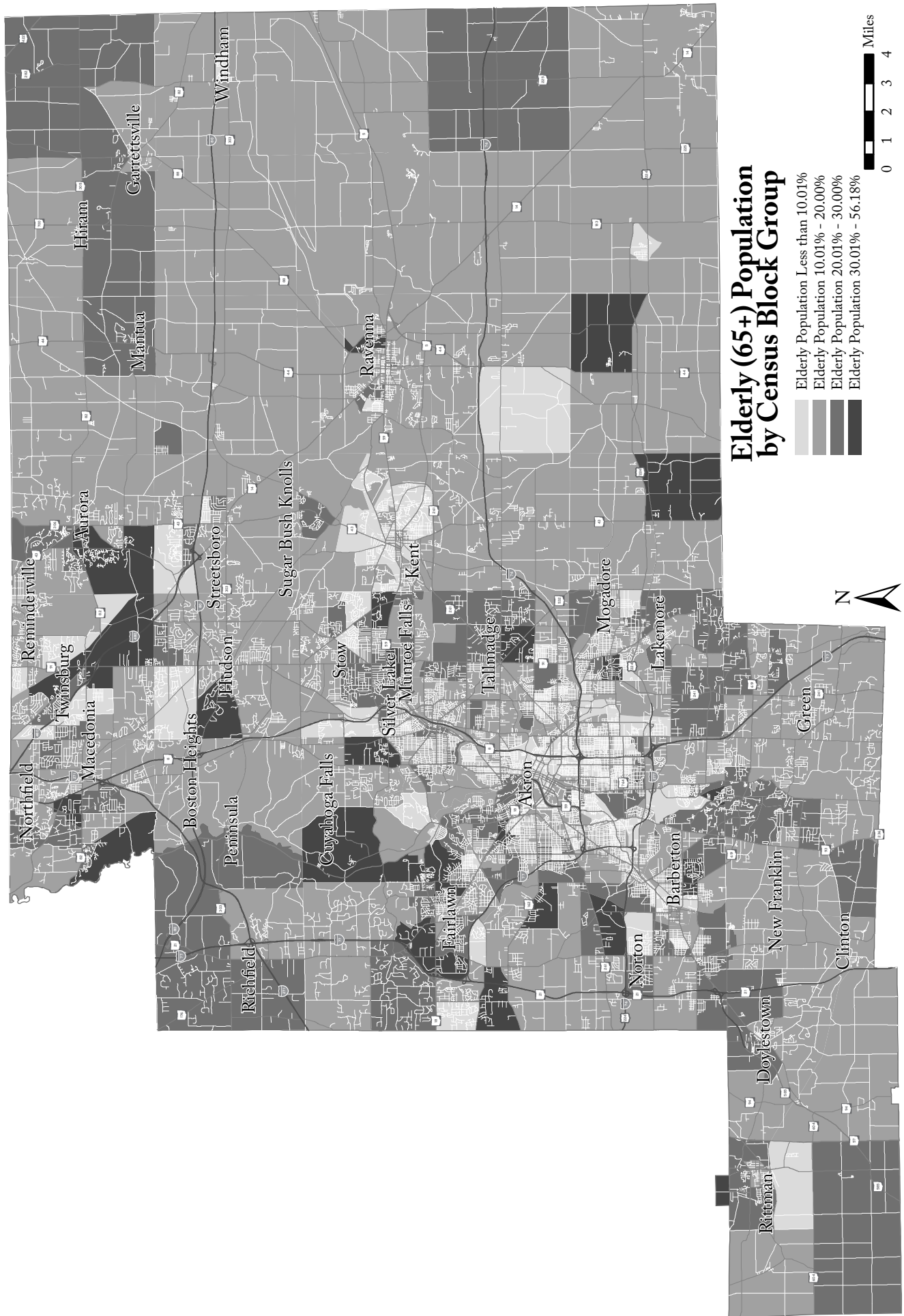
To assist federal agencies in carrying out their LEP responsibilities, the U.S. Department of Justice has issued a Policy Guidance Document, *2002 LEP Guidance*. This document sets the compliance standards that recipients of federal financial assistance must follow to ensure that their programs and activities normally provided in English are accessible to LEP persons and thus do not discriminate on the basis of national origin in violation of Title VI's prohibition against national origin discrimination.

Appendix E - Language Assistance Plan for Limited English Proficient Populations (p. 24-p. 28) details how AMATS meets the needs of LEP populations within the Greater Akron area and evaluates the effectiveness of its efforts.

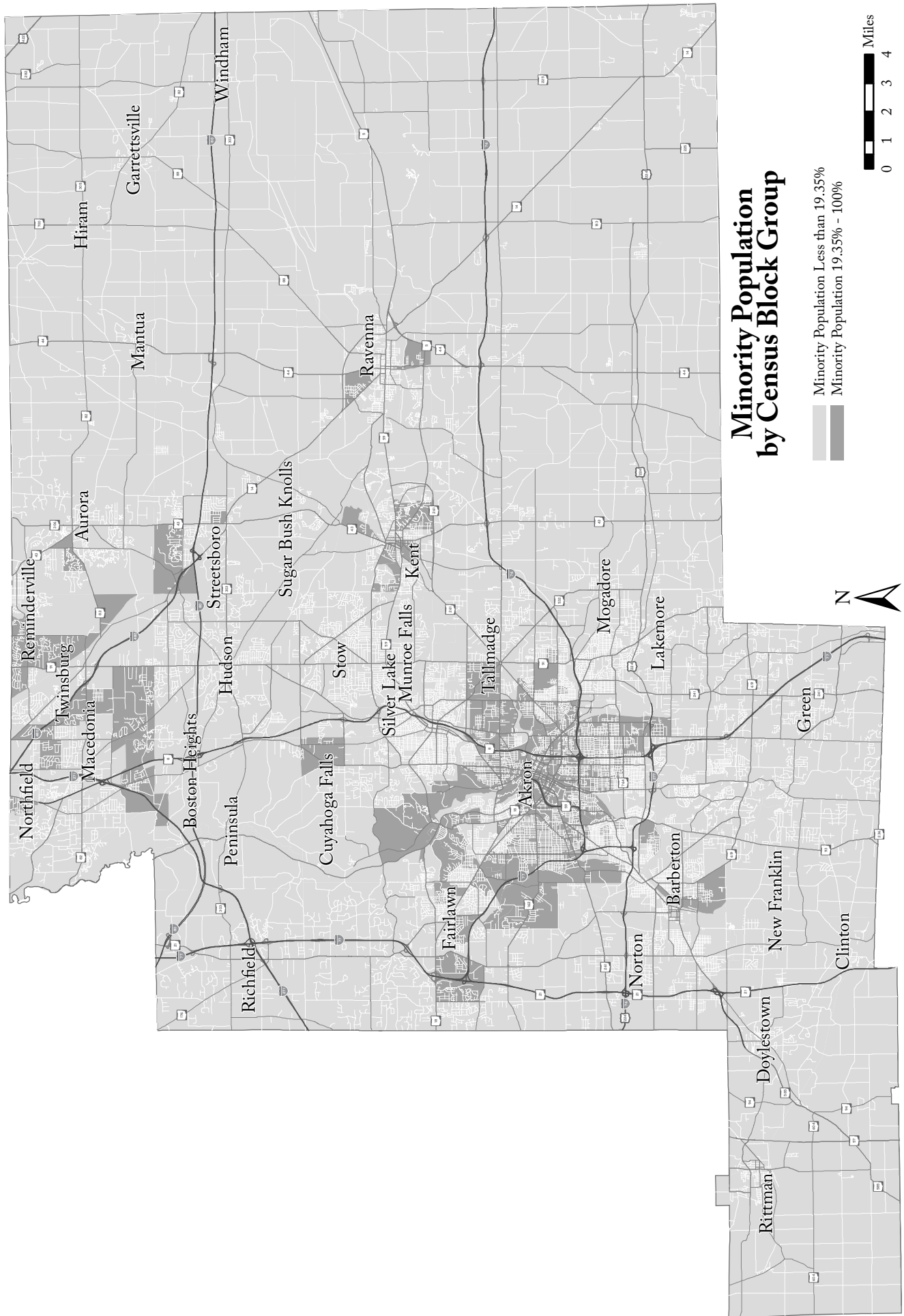
Americans with Disabilities Act of 1990

The agency prides itself on its ongoing efforts to meet and exceed the standards outlined in the Americans with Disabilities Act of 1990. AMATS will make every effort to arrange for translation, sign language and other special assistance at meetings for individuals with special needs who request them in a timely manner of at least three business days beforehand.

In addition, our agency web site - **amatsplanning.org** - includes a link to language interpretation software to assist those for whom English is not the first language. The **[AMATS Title VI- Program Procedures and Documentation](#)** Plan outlines other steps to include limited-English proficient persons in the planning process.







Conclusion

Our agency aims to be as open as possible when it comes to sharing information and explaining why and how transportation decisions are made in the Greater Akron area.

Our *Public Participation Plan* or "3P" is intended to appeal to as many different interested people through a mix of opportunities and strategies both digital and personal.

AMATS will continue to explore new opportunities for public outreach as they become available. Outreach can be challenging and our agency is committed to receiving as much feedback as possible.

Appendix A - Regional Transportation Plan (RTP)

A primary responsibility of AMATS is to prepare and maintain a long-term *Regional Transportation Plan* (RTP) that meets the travel needs of the region. The RTP creates a framework for the region's transportation system through the identification of needs and project recommendations. It also sets the direction for transportation decisions, policy and planning throughout the region.

Public participation is an integral part of preparing the RTP. This is your chance for your voice to be heard! Comments received during the review of the Draft RTP will be presented to the Policy Committee and other stakeholder planning agencies for consideration before final adoption of the RTP by the Policy Committee.

Once a Draft RTP has been created, AMATS will:

- Make copies of the draft available to the public at:
 - AMATS website – **amatsplanning.org**
 - AMATS office
- Tweet on **@amatsplanning**
- Post on **facebook.com/amatsplanning**
- Schedule at least one public meeting for review and comment
- Place advertisements in newspapers including the *Akron Beacon Journal*, the *Record-Courier* and *The Reporter* and other publications deemed as appropriate by the AMATS staff.
- Send news releases
- Regularly maintain and update its lists of those interested parties and transportation stakeholders that receive information pertaining to the area's transportation planning process.

Please note that AMATS will not limit itself to the activities identified above to promote awareness of the Draft RTP and will actively pursue additional opportunities to do so.

Amending the Plan

Periodically, local or state officials request that the approved RTP be modified, or that a project recommendation be added or dropped. Such requests will be identified as either a major or minor amendment. The individual amendment determines which public involvement procedures are appropriate. The procedures for Major and Minor amendments and Administrative Modifications are described below.

• Major Amendments

If the amendment involves a project recommendation that includes a new interchange; a new roadway or lane addition greater than one mile in length; a new major public transit project; commuter rail; or has a significant impact on air quality, then it will be considered a major amendment and public involvement for the amendment will follow the same procedures as the Draft RTP.

- **Minor Amendments**

If the amendment does not include a project such as one previously mentioned, it will be considered a minor amendment. Such amendments will be available for public consideration and comment through the appropriate *Meeting Packet* link and the *Get Involved* page of the agency website - amatsplanning.org - prior to Policy Committee action.

- **Administrative Modifications**

The staff is granted the discretion by the AMATS Policy Committee to implement minor revisions or administrative modifications to the *Regional Transportation Plan*, and various plan-related amendments, reports, and studies as may be warranted. Such administrative modifications are largely grammatical and typographical corrections or revisions that do not require demonstration of fiscal constraint or an air quality conformity determination.

For the sake of transparency, the staff will present all changes to the *Regional Transportation Plan* to the AMATS Policy Committee regardless as to whether they are amendments or minor administrative modifications.

If adopted by the Policy Committee, amendments and administrative modifications will be included in the RTP and will be posted on the website.

Appendix B - Transportation Improvement Program (TIP)

The *Transportation Improvement Program* (TIP) is the Greater Akron area's four-year program of highway, public transit, and bicycle and pedestrian projects. It must be consistent with the *Regional Transportation Plan* (RTP). Through the TIP process, projects are scored and selected, providing funding for area transportation projects.

Public participation is necessary in the development of a sound TIP for the area. Comments generated during the review of the Draft TIP will be presented to the Policy Committee and other stakeholder planning agencies for consideration before adoption of the Final TIP document by the Policy Committee.

Once a Draft TIP has been created, AMATS will:

- Make copies of the draft available to the public at:
 - AMATS website – **amatsplanning.org**
 - AMATS office
- Tweet on **@amatsplanning**
- Post on **facebook.com/amatsplanning**
- Schedule at least one public meeting for review and comment
- Place advertisements in newspapers including the *Akron Beacon Journal*, the *Record-Courier* and *The Reporter* and other publications deemed as appropriate by the AMATS staff.
- Send news releases
- Regularly maintain and update its lists of those interested parties and transportation stakeholders that receive information pertaining to the area's transportation planning process.

Please note that AMATS will not limit itself to the activities identified above to promote awareness of the Draft TIP and will actively pursue additional opportunities to do so.

Amending the TIP

Periodically, state or local officials request that a project in the approved TIP be modified or cancelled or that a new project be added. Such requests will be identified as either a major or minor amendment. The individual amendment determines which public involvement procedures are appropriate. The procedures for Major and Minor amendments and Administrative Modifications are described below.

• Major Amendments

If the amendment involves a project that includes a new interchange; a new roadway or lane addition greater than one mile in length; a new major public transit project; commuter rail; or has a significant impact on air quality, then it will be considered a major amendment and public involvement for the amendment will follow the same procedures as the Draft TIP.

- **Minor Amendments**

If the amendment does not include a project such as one previously mentioned, it will be considered a minor amendment. Such amendments will be available for public consideration and comment through the appropriate *Meeting Packet* link and the *Get Involved* page of the agency website - amatsplanning.org - prior to Policy Committee action.

- **Administrative Modifications**

The staff is granted the discretion by the AMATS Policy Committee to implement minor revisions or administrative modifications to the *Transportation Improvement Program (TIP)*, and various TIP-related amendments, reports, and studies as may be warranted. Such administrative modifications are largely grammatical and typographical corrections or revisions that do not require demonstration of fiscal constraint or an air quality conformity determination.

For the sake of transparency, the staff will present all changes to the TIP to the AMATS Policy Committee regardless as to whether they are amendments or minor administrative modifications.

If adopted by the Policy Committee, amendments and administrative modifications will be included in the TIP and will be posted on the website.

Appendix C - Involvement of Interested Parties and Public Comment

The *2022 Public Participation Plan* or "3P" describes AMATS' ongoing efforts to engage and involve the public in the metropolitan transportation planning process for the Greater Akron area. 3P is an update to the *2018 Public Participation Plan* and will be an input into the upcoming *Regional Transportation Plan* (RTP) and *Transportation Improvement Program* (TIP).

In developing 3P, AMATS is actively seeking consultation with interested parties and communities. Our agency seeks to develop a policy document that engages the public and other private and public organizations by providing ample opportunities for input and involvement in the area's planning process. It is our goal to base 3P on the insights of the area's citizens, community groups, affected public agencies and representatives of public transportation, freight shipping and pedestrian and bicycle transportation.

The Draft 3P details how the agency will provide opportunities for public comment and involvement throughout the planning process and for its most significant products, the RTP and TIP. These opportunities include posting committee meeting packets and MP3 podcasts on the AMATS website and using social media tools and non-traditional meetings and strategies to reach out to new audiences and communities.

AMATS will continue to give special consideration to making all of its public meetings convenient and accessible. Meetings of the AMATS Citizens Involvement Committee are scheduled in the evenings and in central locations. Also, all materials, plans and information can be accessed 24 hours a day on the AMATS website - amatsplanning.org. Additional review and involvement opportunities are provided during the development of the RTP and the TIP.

AMATS provides a 45-day comment period for the Draft 3P. During the 45-day period, the public may review and present comments for consideration by the AMATS Policy Committee for possible incorporation into the final version of the draft. The preparation of the Draft 3P benefitted from a 65-day comment period stemming from two fortuitous events: First, the changes sought by AMATS to the 2018 version of the 3P were deemed by the agency to be of such regional significance that an additional 20 days for public comment was warranted and; Secondly, the AMATS 2022 Committee Meeting Calendar permitted the scheduling of two public meetings hosted by the AMATS Citizen Involvement Committee (CIC) to present initial and final drafts of the 3P.

The Draft 3P was available for public comment for 65 days beginning on **January 13, 2022 through March 18, 2022**. A Public Comment Form for the Draft 3P was available as a pdf for downloading through the agency web site - [amatsplanning](http://amatsplanning.org) - and is presented as part of *Appendix D* (p. 22) with this draft document. The Draft 3P was also presented to the public for review and comment during the **6:30 p.m.** meetings of the AMATS Citizens Involvement Committee (CIC) scheduled for **January 20, 2022** and **March 17, 2022** at the Akron-Summit County Public Library - Main Library located at 60 South Main Street in Akron. These meetings were promoted through advertisements in the *Beacon Journal*, *Record-Courier* and *The Reporter* newspapers, press releases and various social media. These ads will be included in *Appendix D* when available.

AMATS is continually seeking new ways to engage and involve the public and other agencies. As new opportunities arise, they will be incorporated into the transportation planning process. The *3P* will be updated accordingly. The public is encouraged to forward their opinions and suggestions regarding this document to **AMATS Public Information Coordinator Kerry Prater** via email at kprater@akronohio.gov or postal mail at the following address:

Mr. Kerry Prater
AMATS
1 Cascade Plaza / Suite 1300
Akron, Ohio 44308-1136

**Appendix D -
Comment Forms**



Comment Form - 2022

Draft Public Participation Plan - "3P"

Name: _____

Email Address: _____

Comments: _____

To learn more about transportation planning in the Greater Akron area, please visit us online at amatsplanning.org.



Audience Participation Form

The Policy Committee welcomes your comments.
Please keep these guidelines in mind:

- Please register by completing the application below.
- Public comments will be limited to three (3) minutes per person at the beginning of the meeting.
- Groups wishing to address the Policy Committee should select a representative to present the group's position.

Please submit this form to a staff member prior to the meeting.
Forms may also be completed online, faxed, or mailed.

Akron Metropolitan Area Transportation Study
1 Cascade Plaza | Suite 1300 | Akron, Ohio 44308-1136
Phone: 330-375-2436 | Fax: 330-375-2275
Web: amatsplanning.org/get-involved/

Name: _____ Date: _____

Representing (optional): _____

Topic: _____

Address: _____

Telephone #: _____ Email: _____

Would you like to receive meeting material by email? ☐ Y ☐ N

Appendix E - Language Assistance Plan for Limited English Proficient Populations

It is the policy of AMATS to provide meaningful access to all of its programs and services to all individuals, including those who are limited in English proficiency. AMATS recognizes that there are many individuals for whom English is not their primary language. Individuals who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English can be limited-English proficient or "LEP." These individuals are entitled to language assistance with respect to a particular type or service, benefit, or encounter. By definition, the term LEP refers to any person age 5 and older who reported speaking English less than "very well" as classified by the U.S. Census Bureau. The term "English proficient" refers to people who reported speaking English only or speaking English "very well" on their Census response form. If a respondent answered that they spoke English "well," then they would still be considered LEP.

According to the *2013 American Community Survey*, 0.18 percent of the AMATS area population is unable to speak English. The U.S. Census Bureau – *American Fact Finder (2008-2012)* reports there are several languages spoken in the AMATS area. Some of these languages include Spanish, Russian, Chinese, Hmong, and Nepalese. Language for LEP individuals can be a barrier to: accessing important benefits or services; understanding and exercising important rights; complying with applicable responsibilities; and understanding other information provided by federally funded programs and activities.

Many individual federal programs, states, and localities have provisions requiring language services for LEP individuals. Federal laws applicable to language access include Title VI of the Civil Rights Act of 1964, as well as Title VI regulations, prohibiting discrimination based on national origin, and Executive Order 13166 issued in 2000 by then-President Bill Clinton. Executive Order 13166 is an order to federal agencies stating that people who are LEP should have meaningful access to federally conducted and federally funded programs and activities. This order requires federal agencies to examine the services that they provide, identify any need for services to those with limited-English proficiency, and develop and implement a system to provide those services so that LEP persons can have meaningful access to them. It is expected that agency plans provide for such access consistent with the fundamental mission of the agency. Executive Order 13166 also requires that the federal agencies work to ensure that recipients of federal financial assistance provide meaningful access to their LEP applicants and beneficiaries.

To assist federal agencies in carrying out these responsibilities, the U.S. Department of Justice has issued a Policy Guidance Document entitled, *Enforcement of Title VI of the Civil Rights Act of 1964 - National Origin Discrimination Against Persons With Limited English Proficiency (LEP Guidance)*. This guidance sets forth the compliance standards that recipients of federal financial assistance such as AMATS must follow to ensure that their programs and activities normally provided in English are accessible to LEP persons and thus do not discriminate on the basis of national origin.

AMATS is committed to taking measures to assure that individuals are not excluded from participating in programs simply because they face challenges communicating in English. The purpose of the LEP Plan contained in *Appendix E* is to outline the steps that AMATS follows to provide language assistance for LEP persons seeking meaningful access to AMATS programs and services. For further discussion of the

agency's LEP Plan, please consult the [AMATS Title VI - Program Procedures and Documentation](#) (May 2015). This document is available at amatsplanning.org.

Determining the Need

Recipients of federal funding and federal agencies are required to take reasonable steps to ensure meaningful access to their programs and activities by LEP persons. AMATS considers various factors in its pursuit to provide meaningful access to LEP communities and populations within the Greater Akron area. Following guidance from the U. S. Department of Transportation, four factors serve as the developmental foundation of this LEP Plan. These four factors and how the agency considers them are presented below:

1. The number or proportion of LEP persons eligible in the service area or likely to encounter an AMATS-funded program, activity or service.

This first factor is the basis of the agency's LEP Plan. It requires AMATS to review U.S. Census data to determine if a language meets the LEP "Safe Harbor" Threshold. The agency determines the Safe Harbor Threshold by initially analyzing LEP demographic data for two to three of the largest identified language groups other than English within the Greater Akron area. The threshold is then calculated by dividing the population estimate for a language group that "Speaks English not well, or not at all" by the total population of the county. The LEP Safe Harbor Threshold provision stipulates that for each LEP group that meets the LEP language threshold (5 percent or 1,000 individuals, whichever is less) AMATS must provide translation of vital documents in written format for the non-English users. Examples of written translation of vital documents include the [AMATS Title VI - Program Procedures and Documentation](#) Plan and/or public notices, Title VI Complaint Procedures and Title VI Complaint Forms.

According to data from the U.S. Census Bureau, 5.5 percent of the population of the Greater Akron area speak a language other than English at home. AMATS recognizes that this percentage is likely to increase in the future given current demographic trends.

**Language Spoken At Home
(U.S. Census 2012-2016 American Community Survey)***

	Number	Percentage
Only English	646,025	94.5%
Spanish	7,343	1.1%
Other Indo-European	15,395	2.3%
Asian/Pacific Island Language	9,612	1.4%
Other	5,061	0.7%
Total	683,436	100.0%

* - Based on the U.S. Census Bureau's American Community Survey's 2016 five-year estimates (2012-2016) for "Age by Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over." Table B16004

2. The frequency with which LEP individuals come into contact with an AMATS-funded program.

LEP persons are persons identified as speaking English less than very well, not well or not at all. Just because a person speaks a language other than English doesn't mean they don't speak English or are identified as LEP. AMATS and its contractors, if relevant, will be trained on what to do when they

encounter a person that speaks English less than well. AMATS or its contractor will track the number of encounters and consider making adjustments as needed to its outreach efforts to ensure meaningful access to all persons and specifically to LEP and minority populations of AMATS' programs and services.

AMATS maintains records of public meetings and phone inquiries in order to assess the frequency with which staff has possibly been in contact with LEP persons. AMATS staff has no record of receiving a request for an interpreter nor has there been any request for translated documents to the agency in its capacity as the Greater Akron area's federally designated metropolitan planning organization.

3. The nature and importance of the program, activity or service provided by AMATS to the LEP population.

AMATS understands that an LEP person with language barrier challenges also faces difficulties obtaining health care, education or access to employment. A transportation system is a key link to connecting LEP persons to these essential services. AMATS has identified activities and services which would have serious consequences to individuals if language barriers prevented access to information or the benefits of those programs. The activities and services include providing emergency evacuation instructions in our facilities and providing information to the public on security awareness or emergency preparedness.

AMATS' assessment of what programs, activities and services that are most critical include contact with community organizations that serve LEP persons, as well as contact with LEP persons themselves to obtain information on the importance of the modes or the types of services that are provided to the LEP populations.

It should be noted that AMATS does not provide any actual transportation services beyond its participation with statewide partners in the contract for Gohio Commute, a carpool matching web site. As the Greater Akron area's federally designated metropolitan planning organization, the agency is responsible for the federal transportation funding that reaches communities within its region and for ensuring that there is public participation in how that funding is spent.

4. The resources available to AMATS and overall costs to provide LEP assistance.

Translation of all AMATS plans and materials is limited due to cost restrictions. Further, the LEP population in the region is not necessarily of a significant proportion to warrant such expenses. The agency does provide translation services for information and items posted on its web site - **amatsplanning.org**. The agency will provide translation services at AMATS-hosted events in situations deemed appropriate and necessary by the staff or in those situations where a request for such assistance is relayed to the staff in a timely manner of at least three business days beforehand.

Although AMATS does not have a separate budget for LEP outreach, the agency will continue to work with the city of Akron and the Greater Akron area's transit providers - METRO RTA of Summit County and the Portage Area Regional Transportation Authority (PARTA) in Portage County - to implement low cost methods of reaching LEP persons. For example, the city of Akron has a Spanish speaking person on staff, as do METRO RTA and PARTA. These resources ensure that AMATS can provide assistance to LEP Spanish-speaking persons, if needed. In addition, AMATS and our transit providers work with local advocacy groups to reach LEP populations.

With due consideration of the aforementioned four factors, the AMATS LEP Plan for the 3P, is outlined below:

LEP Implementation Plan

AMATS will strive to accommodate those members of the public who are LEP. If an LEP individual or someone on their behalf should contact AMATS for assistance, the agency staff will take the name and contact information of the person in need of assistance. The staff will work with available interpreter/translator services to assist LEP individuals in their understanding of the transportation planning process. The staff shall promote the availability of LEP assistance upon timely request by LEP individuals through various available media prior to public meetings, comment periods and public empowerment events.

For those with limited-English proficiency, the AMATS website - amatsplanning.org - makes translations available of all of its pages. An automatic translation button allows the AMATS website to be made accessible in Chinese, French and Spanish with the potential for additional languages in the future.

Outreach programs, particularly in the area of bicycle and pedestrian safety education, include the distribution of educational material. The production of multilingual publications and documents and/or interpretation at meetings/events will be provided to the degree that funding permits and based on current laws and regulations. Educational material, e.g., safety brochures, provided free-of-charge from various entities, such as the National Highway Traffic Safety Administration, will be ordered and distributed at AMATS public participation events. When available, copies of brochures, pamphlets, and similar documents, in other languages will be secured and distributed at events which are held throughout the Greater Akron area.

Citizen involvement with AMATS and/or its three committees is voluntary. AMATS provides ample opportunities for the public to comment on the use of federal funds throughout the regional planning process and specifically during development of the four-year *Transportation Improvement Program* (TIP) and the long-range *Regional Transportation Plan*.

With the recognition that transportation projects impact all residents, AMATS strives to encourage an understanding of the process and promote opportunities to comment.

Monitoring and Updating the LEP Plan

The staff, in concert with the Citizens Involvement Committee (CIC), monitors the implementation of the agency's LEP Plan. The CIC meets regularly and invites anyone with an interest in regional planning to participate in their meetings and activities.

The AMATS LEP Plan is designed to be a living document that can be updated easily. Updates will examine all plan components, including:

- How to identify persons who may need language assistance.
- Examine past records from past meetings and events for requests for language assistance in order to anticipate possible need for assistance at upcoming meetings, i.e., a tracking system.

- Review to determine staff training needs.
- Address all completed *Nondiscrimination Complaint Forms* received by the staff. This form is available on the agency web site - amatsplanning.org. Using this form, citizens may describe in detail why they believe that their concerns or needs are not being addressed by the agency.

AMATS will post this LEP Plan and related materials on its web site at amatsplanning.org. Any person, including social service, non-profit, and law enforcement agencies and other community partners with internet access, will be able to access the plan. Printed copies will be made available upon request.

Any questions or comments regarding this LEP Plan should be directed to:

AMATS
1 Cascade Plaza / Suite 1300
Akron, Ohio 44308-1136

Telephone - 330-375-2436
Fax - 330-375-2275
E-Mail - amats@akronohio.gov

Appendix F - Title VI Complaint Procedures

Any person who believes that he or she has been excluded from participation in or has been denied the benefits or services of any program actively administered by ODOT or its sub-recipients, MPOs and RTPOs, on the basis of race, color, national origin, gender, age, disability, or income status may file a complaint of discrimination under Title VI, other non-discrimination statutes, and executive orders. The person filing the complaint may submit the written complaint to any agency (local government, MPO, ODOT or directly to FHWA/FTA). Once received, the most relevant federal funding source is used to determine which agency will lead the investigation. For FTA-funded programs, most investigative work would be completed at the local level. For FHWA-funded programs, agencies should route the complaint up the government agency hierarchy to the FHWA District Office, who will initiate the investigation. Please see Appendix E for additional information on the Title VI complaint process.

At a minimum, an agency must:

1. Inform the public of the local Title VI policy and outline the steps an individual must complete to successfully file a complaint. This information should be readily available and easy to access. Examples of where Title VI information (and access to complaint forms) might be effectively disseminated include:
 - Prominent placement on the agency's website (home page link and/or a dedicated Title VI page)
 - Posters prominently placed in common areas of agency's facilities
 - Brochures at public events
2. Provide the mailing address where complaints can be filed
3. Provide the contact information of the office that can answer questions regarding the complaint filing process (Title VI Coordinator, etc.)

The AMATS Title VI Complaint Form is included in Appendix F and is provided in both English and Spanish versions.

**AKRON METROPOLITAN AREA TRANSPORTATION STUDY (AMATS)
TITLE VI / CIVIL RIGHTS COMPLAINT FORM**

Section I				
Name:				
Address:				
Telephone (Home):			Telephone (Work):	
Electronic Mail (E-Mail) Address:				
Accessible Format Requirements?	Large Print		Audio Tape	
	TDD		Other	
Section II				
Are you filing this complaint on your own behalf?			Yes*	No
*If you answered "yes" to this question, go to Section III.				
If not, please supply the name and relationship of the person for whom you are filing this complaint:				
Please explain why you have filed for a third party:				
Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party.			Yes	No
Section III				
I believe the discrimination I experienced was based on (check all that apply):				
[] Race [] Color [] National Origin [] Other _____				
Date of Alleged Discrimination (Month, Day, Year): _____				
Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. If more space is needed, please use the back of this form.				
Section IV				
Have you previously filed a Title VI complaint with this agency?			Yes	No

**AKRON METROPOLITAN AREA TRANSPORTATION STUDY (AMATS)
TITLE VI / CIVIL RIGHTS COMPLAINT FORM**

Section V
<i>Have you filed this complaint with any other Federal, State, or local agency, or with any Federal or State court?</i>
☐ Yes ☐ No
<i>If yes, check all that apply:</i>
☐ Federal Agency: _____
☐ Federal Court _____ ☐ State Agency _____
☐ State Court _____ ☐ Local Agency _____
<i>Please provide information about a contact person at the agency/court where the complaint was filed:</i>
<i>Name:</i>
<i>Title:</i>
<i>Agency:</i>
<i>Address:</i>
<i>Telephone:</i>
Section VI
<i>Name of agency complaint is against:</i>
<i>Contact person:</i>
<i>Title:</i>
<i>Telephone number:</i>

You may attach any written materials or other information that you think is relevant to your complaint.

Signature and date required:

Signature

Date

Please submit this form in person at the address below, or mail this form to:

Jeff Gardner
Title VI Coordinator
Akron Metropolitan Area Transportation Study (AMATS)
1 Cascade Plaza / Suite 1300
Akron, OH 44308 - 1136
Phone: 330.375.2436
E-Mail: amats@akronohio.gov

**AKRON METROPOLITAN AREA TRANSPORTATION STUDY (AMATS)
FORMULARIO DE RECLAMOS DEL TÍTULO VI / DERECHOS CIVILES**

Sección I				
Nombre:				
Dirección:				
Teléfono (casa):			Teléfono (empleo):	
Dirección de correo electrónico (e-mail):				
¿Requisitos de formato accesible?	En letra grande		Cinta de audio	
	TDD		Otro	
Sección II				
¿Está completando este reclamo en su nombre?			Sí*	No
*Si respondió que "sí", diríjase a la Sección III.				
Si no, proporcione el nombre de la persona por quien está realizando el reclamo y su relación:				
Explique por qué completó este documento en nombre de un tercero:				
Si está completando este documento en nombre de un tercero, confirme que obtuvo el permiso de la parte perjudicada.			Sí	No
Sección III				
Creo que la discriminación que sufrí fue a causa de (marque todos los que correspondan):				
[] Raza [] Color [] Nacionalidad [] Otro _____				
Fecha de la presunta discriminación (Mes, día, año): _____				
Explique lo más claro posible qué ocurrió y por qué cree que fue discriminado. Describa a todas las personas involucradas. Incluya el nombre y la información de contacto de las personas que lo discriminaron (si las conoce) así como también los nombres e información de contacto de cualquier testigo. Si necesita más espacio, utilice el reverso de este formulario.				
Sección IV				
¿Ha presentado un reclamo de Título VI ante este organismo anteriormente?			Sí	No

**AKRON METROPOLITAN AREA TRANSPORTATION STUDY (AMATS)
FORMULARIO DE RECLAMOS DEL TÍTULO VI / DERECHOS CIVILES**

Sección V
<i>¿Ha presentado un reclamo ante cualquier otro organismo local, estatal o federal, o ante algún tribunal estatal o federal?</i> ☐ Sí ☐ No <i>En caso afirmativo, marque todas las que correspondan:</i> ☐ Agencia federal: _____ ☐ Tribunal federal _____ ☐ Organismo estatal _____ ☐ Tribunal estatal _____ ☐ Organismo local _____
<i>Brinde información sobre una persona de contacto en la agencia o el tribunal estatal donde presentó el reclamo:</i>
<i>Nombre:</i>
<i>Cargo:</i>
<i>Organismo:</i>
<i>Dirección:</i>
<i>Teléfono:</i>
Sección VI
<i>Nombre del organismo contra el cual presenta el reclamo:</i>
<i>Persona de contacto:</i>
<i>Cargo:</i>
<i>Número de teléfono:</i>

Puede adjuntar cualquier material escrito u otra información que crea relevante para su reclamo.

La firma y la fecha son obligatorias:

Firma

Fecha

Entregue este formulario en persona en la dirección que figura a continuación o envíelo por correo a la siguiente dirección:

Jeff Gardner
Coordinador de Título VI
Akron Metropolitan Area Transportation Study (AMATS)
1 Cascade Plaza / Suite 1300
Akron, OH 44308 - 1136
Phone: 330.375.2436
E-Mail: amats@akronohio.gov

Appendix G - Measures of Effectiveness Report

The *3P* is a living document that must evolve to meet the changing needs, not only of the Greater Akron area, but the nation and the world as well. A triennial review by AMATS of the *3P* regarding its timeliness and effectiveness is an essential component of this document's evolution.

AMATS deems it necessary to evaluate the successes and failures of its various methods of public outreach. This evaluation assists agency personnel in identifying areas of improvement regarding public outreach and participation. Additionally, AMATS is required by federal regulation (23 CFR 450.316) to review periodically the effectiveness of the procedures and strategies contained in the *3P* to ensure a full and open process within the Greater Akron area.

Because public outreach is an ongoing activity, AMATS has a variety of strategies and tools for communicating and engaging the public. The agency is continually working to improve its outreach efforts to ensure inclusivity of all citizens, especially underserved populations. Below are tables presenting the Measures of Effectiveness of each Traditional and Digital outreach method utilized by AMATS.

The Traditional Methods Table presents: the method used by AMATS; the agency's target goals for each method; and the actual results of each method.

Traditional Methods					
Public Participation Method	Target Goal*	2021	2022	2023	Goal Results
Face-to-Face/Virtual Meetings	12	39			
Project Workshops/Open Houses	1	1			
Bike-N-Brainstorm Events	2	4			
Jane's Walk Events	2	6			
AMATS Public Events/Presentations (Move With The Mayors, public displays, speeches, etc.)	1	5			
Title VI / Non-discrimination Complaint Resolutions	0	0			

* AMATS target goal numbers are simply a general target. Actual numbers for each category may fluctuate depending on the year due to the cycle of projects/plans, unforeseen circumstances, or states of emergency.

The Digital Methods Table quantifies the various electronic and social media tools that AMATS uses to inform and involve the public in transportation planning.

Digital Methods					
Digital Tool	Target Goal*	2021	2022	2023	Goal Results
AMATS Website Visitors *	75,000	87,699			
Switching-Gears Website	2,000	2,582			
Electronic Newsletter Subscribers	500	683			
Podcasts	4	3			
Press Releases	8	13			
MailChimp Email Campaigns	6	63			
MailChimp Email Campaigns – Open Rate	20%	29.2%**			
MailChimp Email Campaigns – Click Rate	10%	10.5%**			
Facebook Reach	500	578			
Twitter Impressions	25,000**	32,000			
YouTube Views (Annual)	200	484			

* AMATS target goal numbers are simply a general target. Actual numbers for each category may fluctuate depending on the year due to the cycle of projects/plans, unforeseen circumstances, or states of emergency.

** Based on Yearly Average

* The total number of visitors to the AMATS website is based on totals provided by 427 Design, the agency's website hosting firm. These totals span two months. From Sept. 12-Oct. 11, 2021, the firm recorded 3,717 visitors and, from Oct. 12-Nov. 11, 2021, the firm recorded 3,909 visitors. Based on these totals, AMATS and 427 Design estimate that there were 87,699 visitors to the agency website since January 2020. AMATS and 427 Design will refine how website visitors are tabulated in the coming year using better analytics.

** Twitter impressions logged from July 1, 2020 to June 30, 2021.