



June 2, 2010

To: Metropolitan Policy Committee
From: Stacy Clauson
Subject: Item 5.e: Annual Review of Title VI Plan

Action Recommended: Review and provide feedback to staff.

Background

The MPOs [Title VI Plan](#) was adopted in June, 2009. One of the actions that was outlined as part of the plan is the completion of an annual report. The annual report is essentially an overview of the past year's activities with respect to Title VI issues. ODOT, to whom the MPO will submit the annual report, has provided a standard report template form to use (see Attachment 1).

Discussion

Staff has prepared a draft of the Title VI Annual Report for MPC review prior to submittal to ODOT (see Attachment 2).

The CAC was consulted to identify the key strengths or opportunities that the MPO has pursued since adoption of the Title VI Plan. Successes mentioned included: the Community Focus Group, August 2009; Cornucopia multicultural event, October 2009; outreach for CAC recruitment, Fall 2009; the bus posters in English and Spanish used as part of the recruitment; and starting to form relationships with minority and under-represented communities.

In addition, the CAC was consulted to identify the key Title VI-related weaknesses or opportunity areas that the CAC would recommend the MPO focus on in the upcoming year. The CAC has identified a desire to continue to broaden its public outreach strategies to reach a broader cross-section of the community. The CAC has indicated its desire to capitalize on at least one of the potentially significant transportation issues to be addressed in the next year (e.g. greenhouse gas planning, regional transportation planning, LTD EmX Extension planning, the Beltline Facility Planning) and use this as an opportunity to conduct a more thorough public outreach effort. This outreach effort could provide the MPO with an opportunity to craft a message on the importance of the MPOs transportation planning activities and experiment with additional public outreach strategies, such as speaker's bureaus, community conversations, and other broader noticing techniques, both high tech (social media outlets) and low tech (e.g. outreach to community facilities and religious organizations and one-on-one conversations).

The CAC also encouraged continued collaboration with a Community Involvement Focus Group in order to carry on the conversation started at this year's focus group meeting.

Other areas of needed improvement identified included: public hearings are in the middle of the day when everyone is at work, as well as sending outreach materials to churches for placement in newsletters and posting flyers.

Attachments

1. Title VI Accomplishment Report Template for MPOs
2. Draft Central Lane MPO Title VI Annual Report