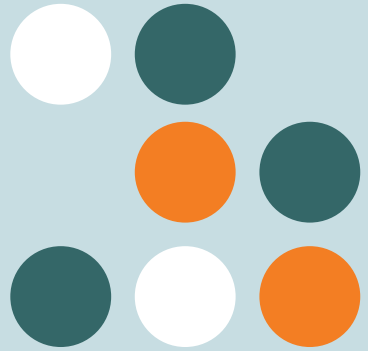


MOBILITY 2050

Public Involvement and Multilingual Communication

Regional Transportation Council

May 9, 2024



**TRANSPORTATION
DEPARTMENT OUTREACH
STRATEGY**

Public Participation Plan

The PPP is a federal requirement, guides our department's public involvement, and outlines the MPO's responsibility to inform and involve individuals and communities.

- Most recent update: November 2022
- Covers federal responsibilities, procedures, strategies, evaluation
- Language Assistance Plan contained as an appendix
- Guides regular MPO public outreach, corridor public outreach, and campaigns

Public Participation Plan Guiding Principles



Consistent and Comprehensive Communication



Commitment to Diversity and Inclusiveness



Consultation with Committees



Collaboration with Audiences and Stakeholders

Public Participation Plan Goals

- 1 Inform and educate
- 2 Engage diverse audiences and encourage continued participation
- 3 Evaluate public participation strategies and efforts

Outreach Strategies

- *Hybrid Public Meetings*
 - *Postcards*
 - *Email*
 - *Advertising*
- *Video*
- *Print and Digital Publications*
- *Media Relations*
- Stakeholder Interviews
- Community Networks
- *Outreach Events*
- *Website*
- *Social Media*
- *Surveys/Polling*
- Visualization
- *Shareable Content*
- Speaking Opportunities

Language Assistance Plan

- Identify community language assistance needs
- Outline how language assistance will be available
- Train staff to interact with and consider needs
- Provide notice of translation/interpretation availability
- Monitor and update plans

Goal: Ensure Meaningful Access

LAP Four-Factor Analysis

01

IDENTIFY

The number or proportion of Limited English Proficiency persons for a program, activity, or service

02

FREQUENCY

Frequency with which LEP individuals come into contact with the program

03

IMPORTANCE

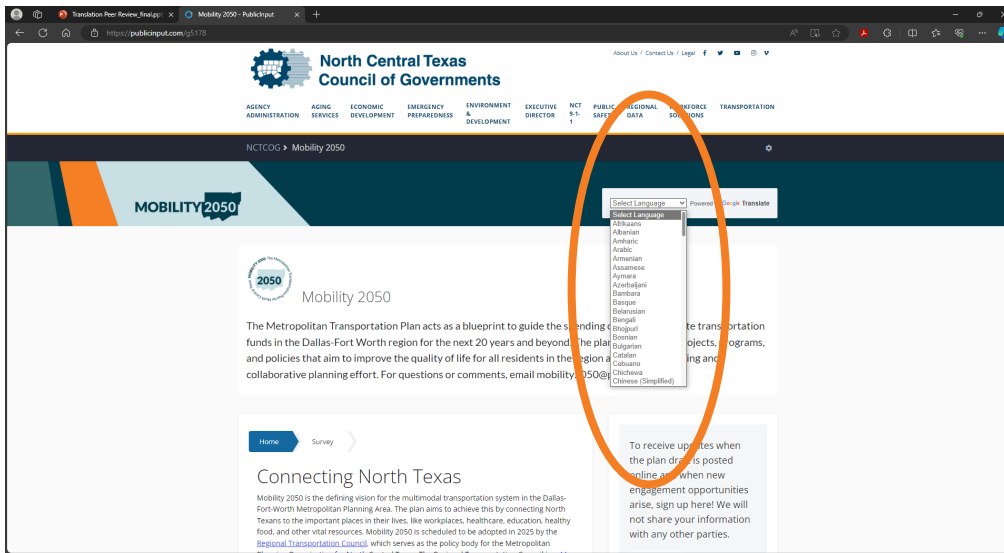
The nature and importance of the program, activity, or service provided to the people's lives

04

RESOURCES

The resources available and the costs to provide language assistance

Examples



Hoja de Hechos | Diciembre 2018

North Central Texas Council of Governments | Regional Transportation Council | www.nctcog.org/mobility2045

Resumo en Breve

Qué es:

Mobility 2045: The Metropolitan Plan for North Central Texas Council of Governments, lo que se proyecta proporcionar \$136.4 billones para el mejoramiento del sistema de transporte en la región para dirigir las necesidades de movilidad para residentes actuales y futuras hasta el 2045.

Significado:

En general, un enfoque innovador para mejorar el sistema de transporte es necesario para modernizar la manera en que viajan los residentes a medida que leván su vida cotidiana. Mobility 2045 se basa en los éxitos de los planes pasados, mientras adoptando nuevas y emergentes tecnologías que podrían ayudar en mejorar la confiabilidad y proporcionar opciones para el sistema de transporte.

Por las Numeraciones:

Se espera que la población de Dallas-Fort Worth aumente el 57 por ciento para el 2045, a aproximadamente 11.2 millones de personas. Mientras la población de la región se expande, los 4 millones adicionales de personas agregarán más de 2 millones de empleos para aumentar el empleo a casi 7 millones.

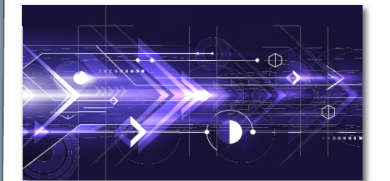
Moviendo Tejanos del Norte con la Vista Hacia el Mañana

The Regional Transportation Council aprobó el Mobility 2045 en junio 2018. The Metropolitan Transportation Plan para el área de Dallas Fort Worth se implementa para identificar y abordar mejoras en el sistema de transporte actual. El Mobility 2045 sugiere diferentes estrategias y tácticas que se adaptarán a las necesidades específicas del sistema de transporte de la región para finalmente mejorar la experiencia de viaje por todo el norte de Texas.

El plan incluye las recomendaciones del los planificadores regionales y los proveedores de transporte, que tomaron contribución de los usuarios del sistema a través de extensas oportunidades de alcance público. Esto les ayudó en desarrollar el plan de transporte hasta el 2045. Un área tan grande como Dallas Fort Worth requiere un enfoque multimodal para mejorar el transporte, confiando en carreteras, ferrocarril y las mejoras en el sistema de transporte activo. El Mobility 2045 continuará construyendo hacia el futuro e incorporará iniciativas tecnológicas, así como el tren de alta velocidad, tren automático modernizado y vehículos automatizados. Estas opciones potenciales aumentan en el plan Mobility 2040, destacando la sostenibilidad y la calidad de vida, aumentando las opciones de transportation y ayudando la región en prepararse para un estimado aumento de 4 millones de personas.

El plan propone que se proporcionen \$136.4 billones para el sistema de transporte hasta el 2045. Es importante tener en cuenta que el Mobility 2045 es una lista de proyectos y programas que pueden ser económicamente permitidos por la duración del plan.

Debido al intenso crecimiento de población y los fondos limitados disponibles, el Mobility Plan reconoce cuales proyectos e inversiones beneficiarán al sistema de transporte de la región más efectivamente.



Planificadores han adoptado un enfoque integral en el desarrollo del próximo Metropolitan Transportation Plan de la región.

GIAO THÔNG CÔNG CỘNG
CƠ HỘI CHO BẠN ĐÓNG GÓP Ý KIẾN ONLINE
CHÚNG TÔI MUỐN NGHE Ý KIẾN CỦA BẠN

TỪ NGÀY 08/06/2020 ĐẾN NGÀY 07/07/2020

Regional Transportation Council kết hợp với North Central Texas Council of Governments thành lập ban tổ chức quy hoạch, xây dựng và quản lý đô thị (Metropolitan Planning Organization) cho vùng Dallas- Ft. Worth, cùng với nhau khuyến khích người dân tìm hiểu thêm về tất cả những vấn đề liên quan đến giao thông trong vùng và tham gia đóng góp ý kiến giúp thiết lập các chương trình ưu tiên.

THEO DÕI VÀ GÓP Ý ONLINE

- Phản hồi về Covid-19: Hệ thống thông tin công cộng và cơ hội kinh tế
- Đạo luật trợ giúp kinh tế trong mùa dịch: Quỹ dành cho Văn chuyển Công cộng
- Hợp tác gây quỹ cho vùng Southeast Dallas
- Tương trình của chính quyền địa phương
- Thay đổi trong chương trình công ăn Việc làm

NGUỒN THÔNG TIN

- Ngày làm sạch không khí www.airnorthtexas.org
- Đóng góp ý kiến thay đổi chính sách quản lý giao thông qua internet www.nctcog.com/mapyouexperience
- Chương trình hạn chế sử dụng xe nhà khói trong vùng www.smokingvehicle.net
- Việc thay thế phương tiện và cơ hội được cấp chính sách www.nctcog.org/agfunding

Để tiện cho công chúng theo dõi và đóng góp ý kiến, thông tin sẽ được chia sẻ online tại www.nctcog.org/input. Nếu cần bản in giấy, xin gọi 817-608-2365 hoặc email cbaylor@nctcog.org
Người tàn tật cần thông dịch, xin gọi 817-608-2365 hoặc email cbaylor@nctcog.org để được hỗ trợ.

North Central Texas Council of Governments



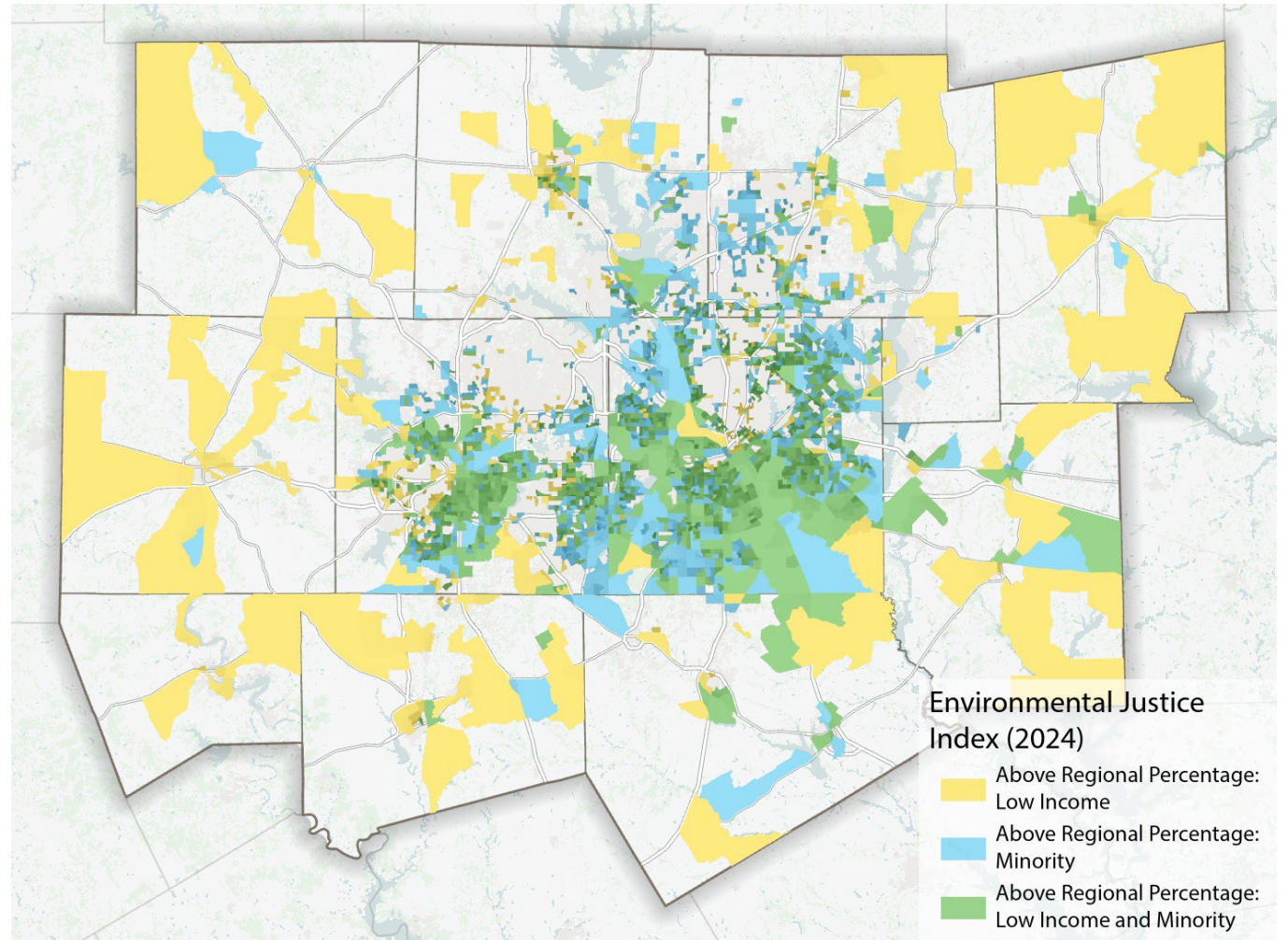
MOBILITY 2050 OUTREACH EFFORTS

Guiding Principles for Mobility 2050 Outreach

- 1 Seek meaningful input early in the planning process
- 2 Ask the right people for the right things
- 3 Focus on problem solving

Multilingual Communications Strategies for Mobility 2050

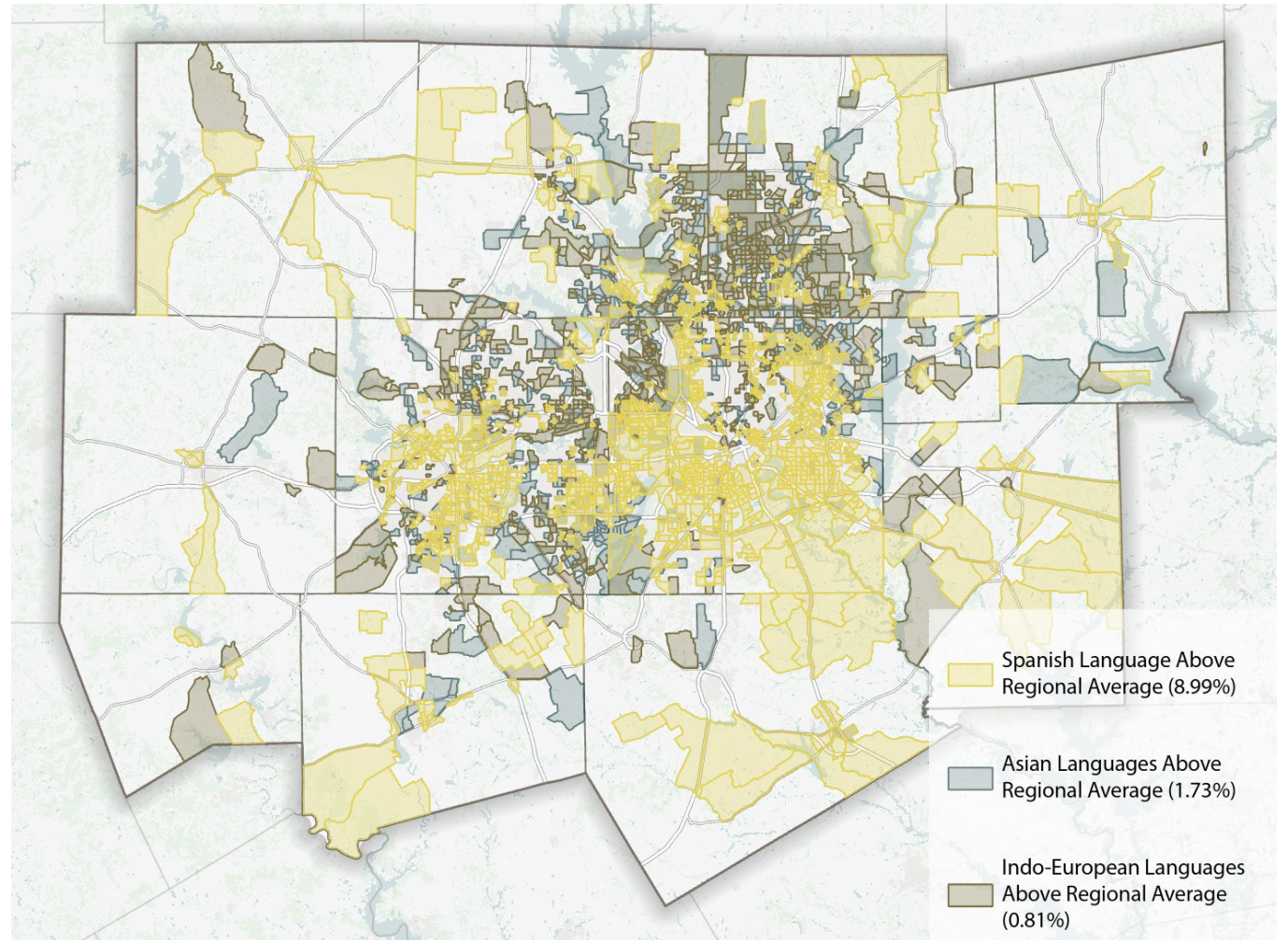
- Our region is home to diverse communities speaking multiple languages.
- Enhance accessibility: Ensure all residents can participate meaningfully.
- Demonstrate our commitment to hearing all voices.
- Strengthen trust: Build rapport and credibility within diverse communities.



Areas Above Average for Low Income and Total Minority Population, EJI (2024), NCTCOG

Target Languages & Tailored Communication Channels

- Web resources available in 133 languages via Google Translate
- Primary languages in region: Spanish and Vietnamese (Census Bureau)
- Limited English Proficiency dataset helps staff find the right language(s) for various communications



Areas Above Average for Limited English Proficiency, EJI (2024), NCTCOG

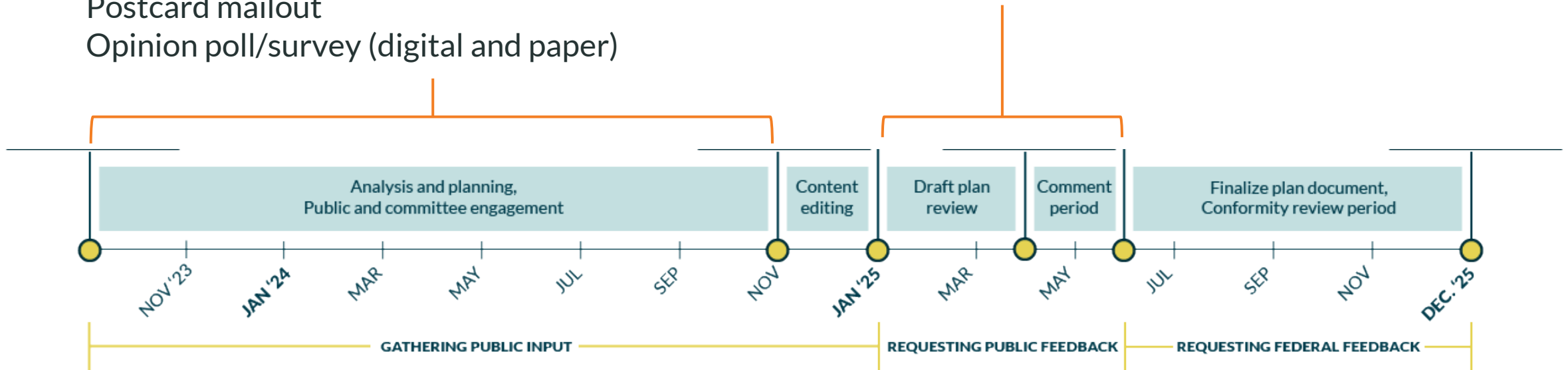
Public Involvement Strategy

Input Phase

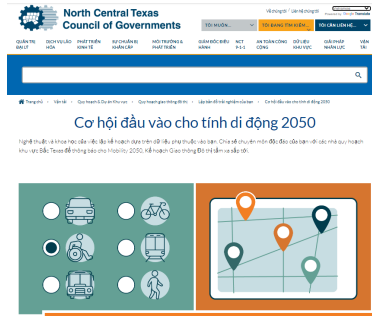
- Public meetings (multiple options for participating)
- Enhanced community engagement
- Map Your Experience campaigns
- Social media and web-based outreach
- Postcard mailout
- Opinion poll/survey (digital and paper)

Feedback Phase

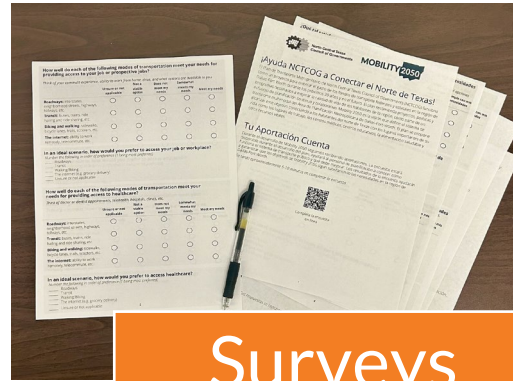
- Public meetings (multiple options for participating)
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- Social media and web-based outreach



Multilingual Examples



Webpages



Surveys



MYE Español



Graphics



Social Media



Mail

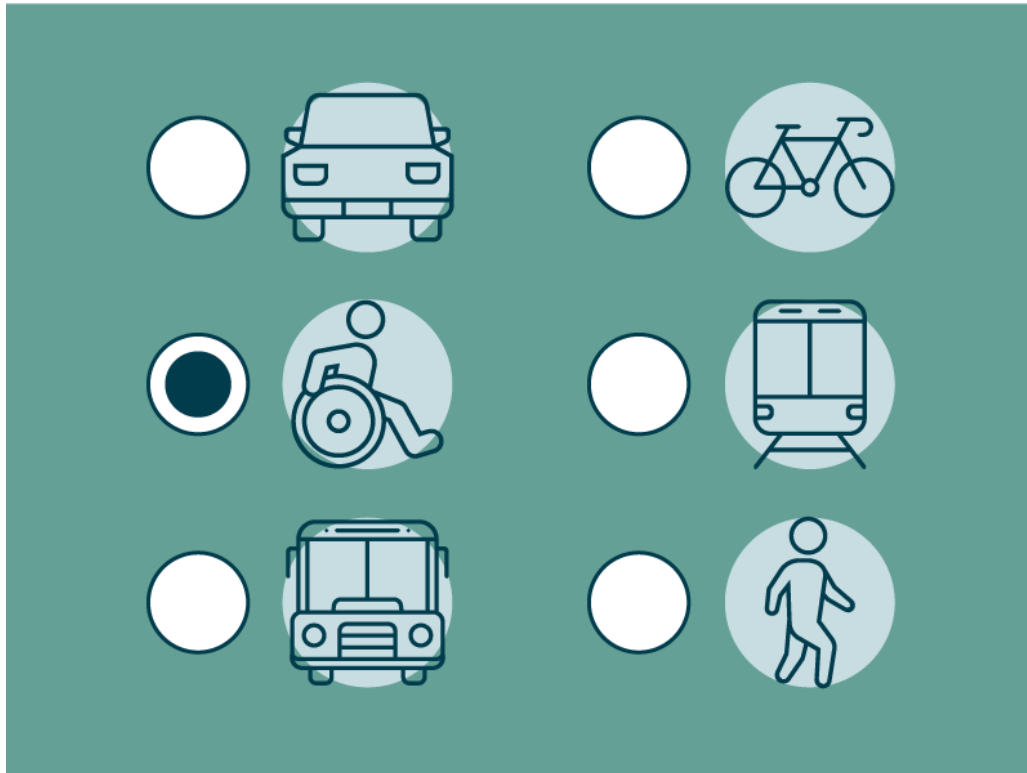
Upcoming Initiatives

- Multilingual postcard campaign
- Multilingual social media efforts (Spanish, Vietnamese)
- Continuing library partnerships: English and Spanish paper surveys available in communities with high percentage of LEP Spanish and/or low internet access

We Need Your Input

www.nctcog.org/M50

Take the Survey/Opinion Poll



Map Your Experience



Outreach Toolkit

www.nctcog.org/M50toolkit

North Central Texas Council of Governments

Home » Transportation » Regional Planning & Projects » Metropolitan Transportation Plan » Mobility 2050 » Outreach Toolkit

Outreach Toolkit

INPUT OPPORTUNITIES

Take The Limited-Time Survey

Take the Survey

A 10- to 15-minute survey is available throughout 2024. Let us know how the Dallas-Fort Worth transportation system meets your needs in getting to key destinations like work, healthcare, education, and healthy food.

Map Your Experience

Start Mapping

Drop a pin and tell us about specific locations of need using our online mapping tool—available online, any time. You can even use the Map Your Experience tool on the go, using a mobile device.

OUTREACH TOOLS

Resources	Social Media
Public Input Page	Social Media Template
Página de Aportaciones Públicas (Español)	Plantilla de Redes Sociales (Español)
Presentation Slide	Map Your Experience Image
Diapositiva de Presentación (Español)	Mobility Survey Image
Template Article	
Artículo de Plantilla (Español)	
Timeline	
Cronograma (Español)	

OUTREACH TOOLS

Resources

Public Input Page
 Página de Aportaciones Públicas (Español)

Presentation Slide
 Diapositiva de Presentación (Español)

Template Article
 Artículo de Plantilla (Español)

Timeline
 Cronograma (Español)

Social Media

Social Media Template
 Plantilla de Redes Sociales (Español)

Map Your Experience Image
 Mobility Survey Image

Mobility 2050 Schedule

Milestone/Activity	Date
Mobility 2050 Kickoff at STTC/RTC	February/March 2024
Public Input Gathered	Throughout 2024
Draft plan compiled	November – December 2024
Draft plan published	January 2025
STTC/RTC draft plan information	January 2025 – May 2025
Required public comment period (two 30 day)	April – May 2025
RTC Adoption	June 2025
Federal Conformity Determination	December 2025

CONTACT US



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Public Engagement Goals

01

OPPORTUNITY

Create public input forums, both online and in person, that provide opportunities for meaningful public input.

02

INPUT

Encourage Dallas-Fort Worth residents to provide input throughout the development of Mobility 2050.

03

EDUCATION

Increase awareness of the Mobility Plan, transportation funding realities, and planning efforts in the Dallas-Fort Worth region.

04

EQUITY

Engage demographic groups traditionally underrepresented in the transportation planning process, including low-income, minority, and LEP populations.

Outreach Methods

In-Person/Tangible

Direct approach for traditionally underserved groups

- Public meetings
 - Option to stream
- Opportunities for Enhanced Community Engagement
- Postcards
- M2050 paper survey
- Committee consultation

Virtual

Blanket-the-Region approach

- Map Your Experience
- Public Input portal
- M2050 survey
- Media outreach
 - Social media @nctcogtrans
 - Website
 - News releases
 - NCTCOG publications posted online
- Paid advertising
 - Instagram/Facebook M2050 survey push
 - YouTube MYE video
 - Google SEO

Census Bureau: Asian and Pacific Island Languages

Regional Percentage: 1.73%

Asian and Pacific Island languages	Chinese (incl. Mandarin, Cantonese)	Mandarin Chinese, Min Nan Chinese (incl. Taiwanese), Yue Chinese (Cantonese)
	Japanese	Japanese
	Korean	Korean
	Hmong	Hmong
	Vietnamese	Vietnamese
	Khmer	Central Khmer (Cambodian)
	Thai, Lao, or other Tai-Kadai languages	Thai, Lao
	Other languages of Asia	Burmese, Karen, Turkish, Uzbek
	Tagalog (incl. Filipino)	Tagalog, Filipino
	Ilocano, Samoan, Hawaiian, or other Austronesian languages	Cebuano (Bisayan), Hawaiian, Iloko (Ilocano), Indonesian, Samoan

Census Bureau: Other Indo-European Languages

Regional Percentage: 0.81%

Other Indo-European languages	French (incl. Cajun)	French, Cajun
	Haitian	Haitian
	Italian	Italian, Sicilian
	Portuguese	Portuguese, Kabuverdianu
	German	German, Luxembourgish
	Yiddish, Pennsylvania Dutch or other West Germanic languages	Dutch, Yiddish
	Greek	Greek
	Russian	Russian
	Polish	Polish
	Serbo-Croatian	Bosnian, Croatian, Serbian
	Ukrainian or other Slavic languages	Bulgarian, Czech, Ukrainian
	Armenian	Armenian
	Persian (incl. Farsi, Dari)	Iranian Persian (Farsi), Dari
	Gujarati	Gujarati
	Hindi	Hindi
	Urdu	Urdu
	Punjabi	Punjabi (Panjabi)
	Bengali	Bengali
	Nepali, Marathi, or other Indic languages	Nepali, Marathi, Konkani
	Other Indo-European languages	Albanian, Lithuanian, Pashto (Pushto), Romanian, Swedish
Telugu	Telugu	
Tamil	Tamil	
Malayalam, Kannada, or other Dravidian languages	Malayalam, Kannada	

Connecting to the Planning Process

