

## **PUBLIC PARTICIPATION PLAN**

### **ANAHEIM RESORT TRANSPORTATION – ART**

#### **SERVICE OF ANAHEIM TRANSPORTATION NETWORK**





## **PURPOSE**

The purpose of this Public Participation Plan (PPP) is to establish procedures that allow for, encourage, and monitor participation of all citizens in the Anaheim Transportation Network (ATN) service area, including but not limited to low income and minority individuals, and those with Limited English Proficiency (LEP). While traditional means of soliciting public involvement may not reach such individuals, or might not allow for meaningful avenues of input, the intent of this effort is to take reasonable actions to provide opportunities for historically under-served populations to participate in the matters related to the Anaheim Transportation Network (ATN) and to the ATN's service -- Anaheim Resort Transportation (ART) system, microtransit services, demand responsive services and mobile/digital ticketing functionality.

In an effort to afford full and meaningful public participation, a notice will be posted in the local newspaper, correspondences and announcements will be mailed to stakeholders, provide through on-board digital and collateral communications and postings on the ATN website, pertaining and ascertaining public input and participation, will be provided by the ATN. In addition, the ATN will host Public Workshops to receive public input and provide a venue for public involvement.

## **GOALS AND OBJECTIVES OF THE PUBLIC PARTICIPATION PLAN**

**Goal:** The goal of the PPP is to offer real opportunities for the engagement of all citizens of the ART system service area.

### **OBJECTIVES:**

- To determine what non-English language and other cultural barriers exist to public participation within ART service area.
- To provide a general notification of meetings, particularly for public involvement in the manner that is understandable to all populations in the area.
- To hold meetings in locations which are accessible and reasonably welcoming to all area residents, including, but not limited to, low-income and minority members of the public.
- To provide avenues for two-way communication and input from populations which are not likely to attend meetings.
- To provide framework of actions appropriate to various types of plans and programs, as well as amendments or alterations to any such plan or program.
- To use various illustrative visualization techniques to convey the information, including but not limited to charts, graphs, photos, maps social media and internet.

## **IDENTIFICATION OF STAKEHOLDERS**

Stakeholders are defined as those individuals who are either directly, or indirectly, affected by the ATN services. Public members who may be adversely affected, or who may be denied ART service, are of particular interest in the identification of specific stakeholders. Stakeholders are broken down into several groups:

1. General Citizens
2. Minority and low-income persons
3. Public agencies
4. Private organizations and business establishments



**General Citizens:** There are 350,365 residents in the City of Anaheim, but only a percentage of the overall City of Anaheim population is affected by the ATN’s provided transportation services. Specific distribution of the Anaheim’s population by ethnicity is provided in Table 1. <sup>1</sup>

**TABLE 1 – Census 2019 Race Data (Anaheim)**

Race & Origin	Population	Percentage of Population
<b>White</b>	<b>108,379</b>	<b>30.10%</b>
<b>Black/African American</b>	<b>7,749</b>	<b>2.01%</b>
<b>American Indian &amp; Alaska Native</b>	<b>1,462</b>	<b>0.42%</b>
<b>Asian</b>	<b>51,554</b>	<b>13.02%</b>
Asian Indian	4,908	1.42%
Chinese	5,153	1.49%
Filipino	13,864	4.00%
Japanese	1,897	0.55%
Korean	7,501	2.16%
Vietnamese	17,896	5.16%
Other Asian	4,339	1.25%
<b>Native Hawaiian &amp; Other Pacific Islander</b>	<b>1,687</b>	<b>0.44%</b>
<b>Hispanic</b>	<b>189,232</b>	<b>54.01%</b>
Mexican	164,064	47.31%
Puerto Rico	1,649	1.48%
Cuban	1,110	1.32%
Other Latino/Hispanic	9,122	3.90%
<b>Total Population</b>	<b>360,063</b>	

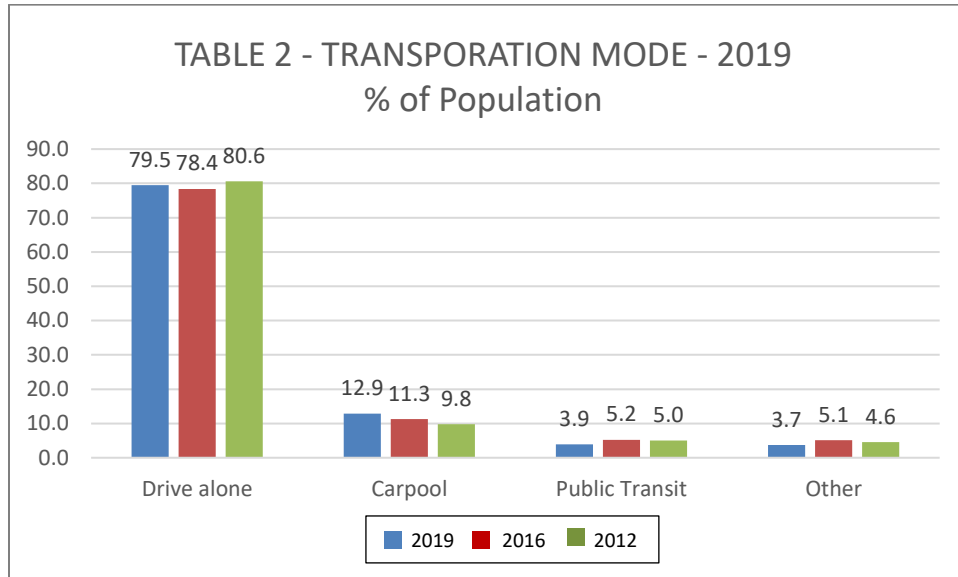
Over 30.10% of the population of the area consider themselves be of solely white race. Since, 54.01% of the households represent Hispanic origin and 16.02% of represent Asian origin, specific techniques need to be used to further engage the general and minority populations. Public notices of meetings in the local newspaper and open house format public information meetings should provide a sound venue to facilitate public participation. While these techniques will continue, staff will make a general effort to engage the general public, using techniques such as surveys, use of social media, and web-based communications.

According to national average, approximately 3.9% of the population uses public transit as a modal transportation choice (pre-Covid-19). As compared to 2016 data, a 0.6% decrease in the use of public transit services occurred (Table 2). ART ridership, as depicted in Table 3, indicates increase in transit use at national average levels; however, represents a higher than national average use by the traveling public. Since ART’s inception in 2002, ridership continues to represent 38.4% percent of total visitor population in The Anaheim Resort area.

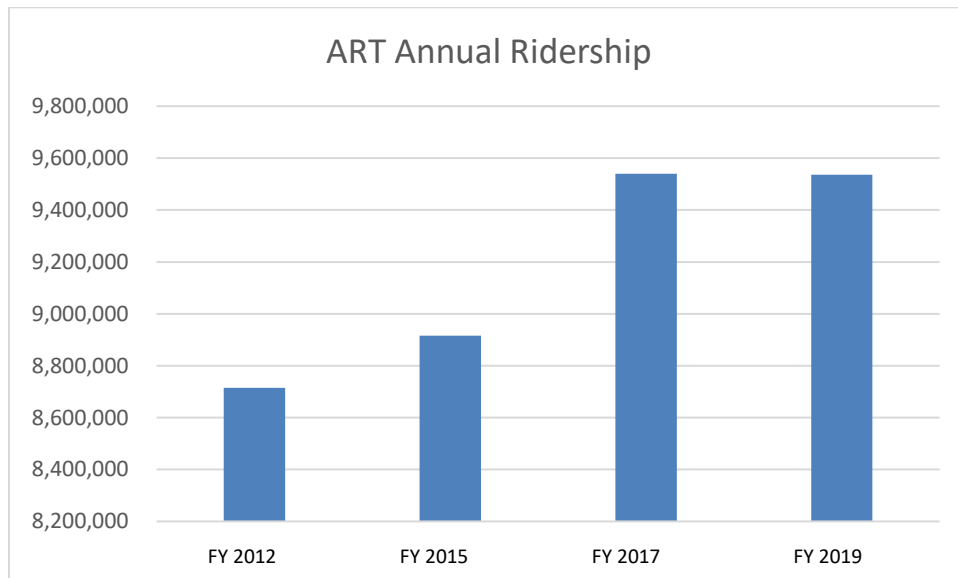
<sup>1</sup> American Community Survey 2016-2019 Update. Place of Birth by Nativity and Citizenship Status



**TABLE 2 – Transportation Mode<sup>2</sup>**



**TABLE 3 – ART Annual Ridership (pre\_Covid 19)**



**Minorities:** Minority population makes up approximately 72.9% of total Anaheim population (see Table 1). Persons of Hispanic origin make up the largest minority with just over 54.01% of the total population. Asian and Black persons account for 18.25%. There are also a small number of American Indian/Alaska native (0.2 percent), and Hawaiian/Pacific Islander individuals (0.4 percent). Person who consider themselves to be of more than one race account for just over 2.0 percent of the population.

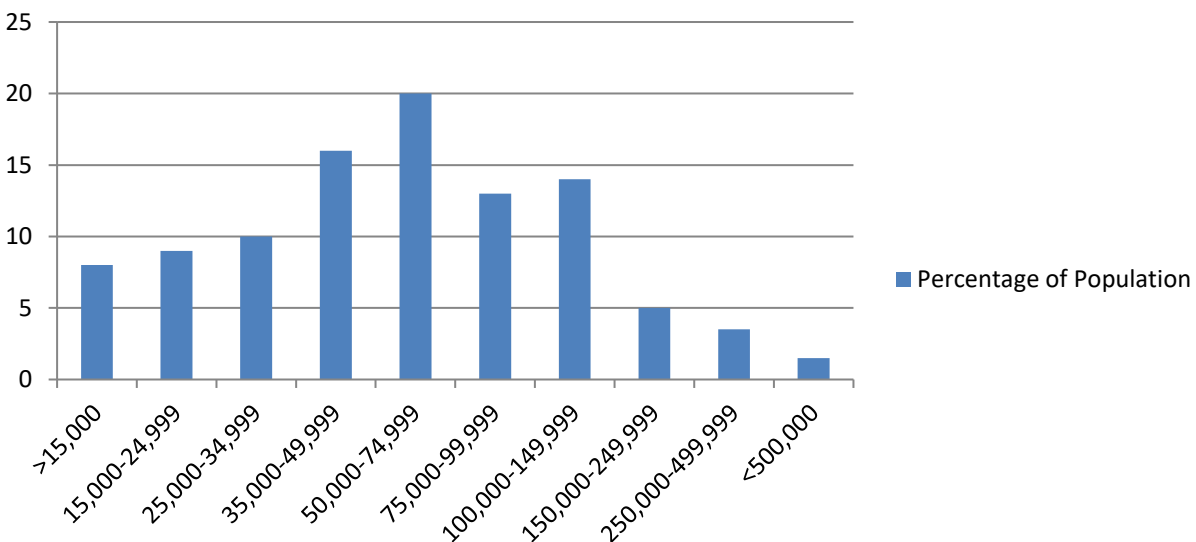
<sup>2</sup> American Community Survey Selected Economic Characteristics



Engaging minority, and low-English proficiency population can be challenging. Language and cultural barriers may not be compatible with the more traditional means of engaging the public in the planning process. The ATN will make reasonable efforts to engage minority populations using such techniques as including notations in public notices in appropriate non-English languages that will provide a contact where the individual can be informed of the process/project, and will have the opportunity to provide input. Focus groups may also be established for the purpose of gaining input from a particular defined portion of the community. Also, advocacy groups can be a good resource for contact and dissemination of information to minority and low-English proficiency populations. Such advocacy or agencies can have insight into the needs of the under-represented populations, as well as providing valuable contacts or arenas for input. Contacts with local residents through a translator should also be maintained and used as requested and needed.

**Low-Income:** Low income households, those under 150 percent of the local poverty level, account for over 17% of all households in the ATN service area. Roughly, 8% of the population were below the local poverty level, based on 2016 incomes and on per capita income threshold for Orange County based on 80% of the national per capita income of \$27,334. Low income populations of the ATN service area should be given an opportunity to provide input on transportation plans and programs, to avoid disproportionate harm, or lack of benefit, of transportation programs and projects.

**Table 4 -- Household by Income**



While low-income individuals may have access to all of the traditional means of public involvement discussed under “General Public”, they may be less likely to become involved, or offer input. Some methods of gaining input directly, or indirectly from this portion of the population include focus groups, informal interviews, and agency/advocacy group contacts.

**Public-Agencies:** Public agencies can provide valuable input to the planning process, in addition to assisting in gaining participation from traditionally under-represented populations, including but not limited to minorities, low-income, and limited English proficiency households. These agencies have great insight into the transportation needs of their clients and are useful partners in overcoming difficult barrier that may not be understood by professionals dealing more distinctly with the provision of transportation services.



**Private Organizations and Businesses:** Private organizations and businesses offer a number of perspectives that are valuable to the planning process. Often transportation for employees and clients is of critical concern to the private sector. In the ATN/ART service area, transportation services to the clients take precedent and represent issues of the outmost importance. For these reasons, representation of private interests is of great importance and is guaranteed by the ATN Board of Directors.

## **PUBLIC PARTICIPATION PLAN**

This document upon its adoption, is to serve as the PPP for the ATN and its ART transit system. Availability of the policy review will be advertised in a manner reasonably expected to reach the general public, as well as minority populations, low-income persons, and other traditionally under-served populations. This could occur through contacts mentioned earlier in this document, notification of contacts available in English and Spanish languages, in addition to traditional public notices in local newspapers, social media and web-based communications.

Opportunities for participation for both users and nonusers of the ART service will be made available through:

1. Questionnaires, onboard and on-line surveys;
2. Notices in the local newspapers;
3. Social media outlets;
4. Digital and collateral notices on-board ATN vehicle fleet
5. Web-based communications.

Public may also inquire and provide input by contacting the ATN's offices located at 1354 South Anaheim Boulevard, Anaheim, CA 92805 or on ATN's website at [www.rideart.org](http://www.rideart.org).

If materials are requested in Spanish, or any other language, staff will make reasonable accommodations.

## **OUTREACH EFFORTS**

In addition to the outreach efforts identified earlier in this plan, staff will use the following techniques during future planning and project development phases, as deemed appropriate by staff and the ATN Board of Directors:

- Presentations at community neighborhood associations
- Formal interviews with business community stakeholders
- Formal interviews with elected officials
- Informal conversations with individuals and small groups
- Interviews with people who are or could be affected by ATN services
- Presentation by experts or various transit-related subjects
- User and non-user surveys

**Availability of Documents:** Hard copies of documents, upon completion, will be available at the ATN offices located at 1354 South Anaheim Blvd., Anaheim, CA 92805 and on the ATN's website at [www.riderart.org](http://www.riderart.org). Responses to Information Requests and Comments are available from ATN staff in person, by phone, through electronic mail, or US mail.