



**PUBLIC PARTICIPATION PLAN**

**ANAHEIM RESORT TRANSPORTATION – ART**

**SERVICE OF ANAHEIM TRANSPORTATION NETWORK**



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.

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, 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 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 businesses



**General Citizens:** There are 336,265 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.

**TABLE 1 – Census 2012 Race Data (Anaheim)**

Race & Origin	Percent of Population
White	27.5
Black	2.4
Indian	0.2
Asian	14.6
Islander	0.4
Hispanic	52.8
Other/Two	2.0

According to national average, approximately 5.6% of the population uses public transit as a modal transportation choice. As compared to 2000 Census, a 1.2% increase 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 represents 10 percent of the visitor population in the Anaheim Resort area.

**TABLE 2 – Transportation Mode**

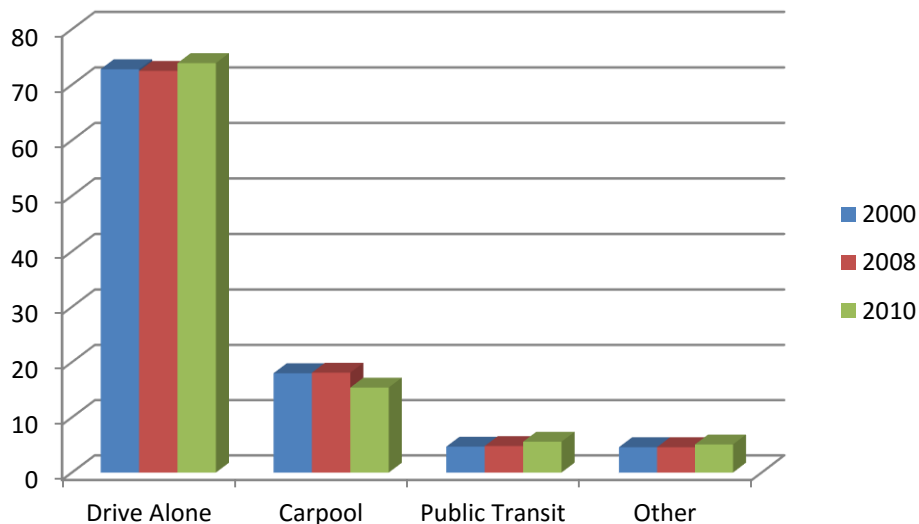
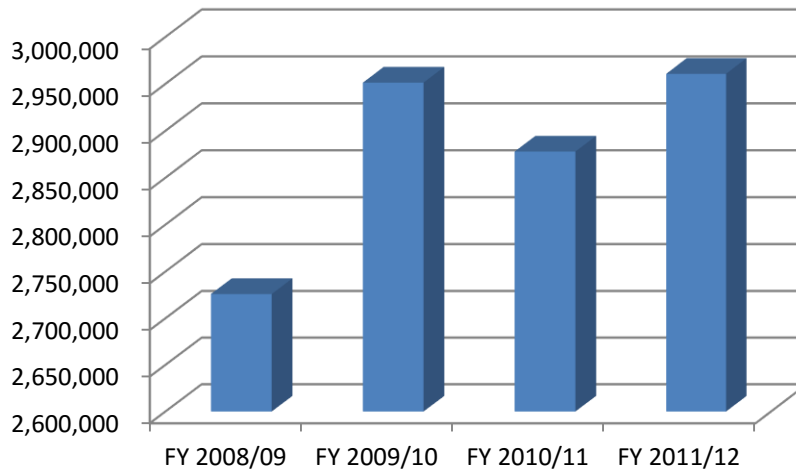




TABLE 3 – ART Annual Ridership



Over 27.5 percent of the population of the area consider themselves be of solely white race. Since, 52.8 percent of the households represent Hispanic origin and 14.6% of represent Asian origin, specific techniques will 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.

**Minorities:** Minority population makes up approximately 70.4 percent of total Anaheim population (see Table 1). Persons of Hispanic origin make up the largest minority with just over 52.8 percent of the total population. Asian and Black persons account for 17 percent. 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.

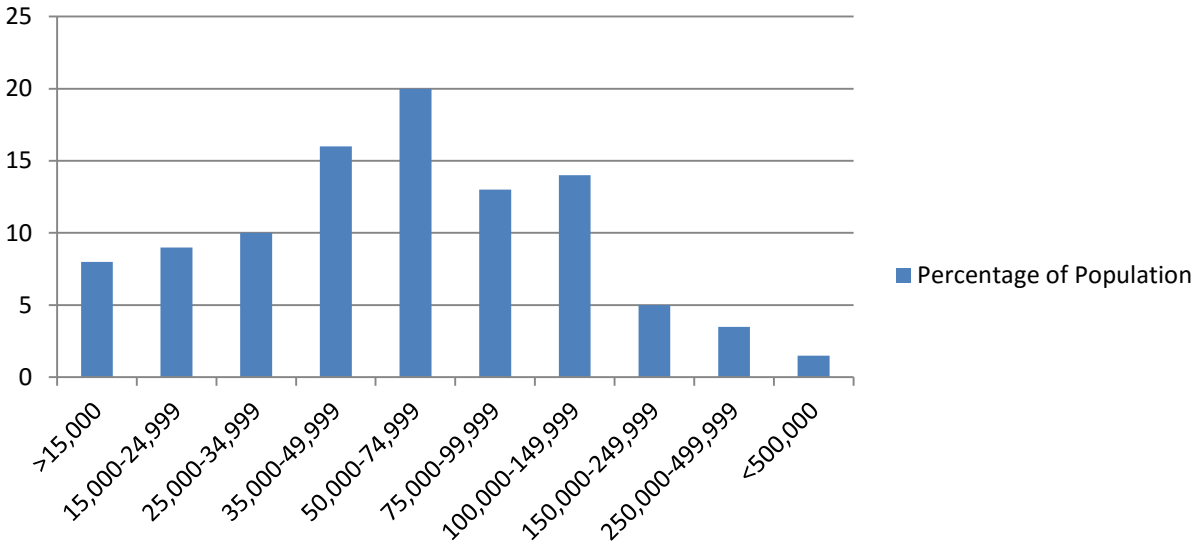
Engaging minority, and low-English proficiency population can be challenging. Language and cultural barriers may not be compatible with the more traditional means of engaging the public in the planning process. The ATN will make reasonable efforts to engage minority populations using such techniques 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 percent of all households in the ATN service area. Roughly, 8 percent of the population were below the local poverty level, based on 2010 incomes and on per capita income threshold for Orange



County based on 80 percent 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 and onboard surveys;
2. Notices in the local newspapers;
3. Social media Outlets; and
4. Web-based communications.

Public may also inquire and provide input by contacting the ATN's offices located at 1280 South Anaheim Blvd., 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 1280 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:** Information can be requested from staff in person, by phone, e-mail, fax and/or US mail.



**CENSUS 2010**

**CITY OF ANAHEIM PROFILE**