

# Title VI Report

## CASCADES EAST TRANSIT 2040 TRANSIT MASTER PLAN



### DATA

**24,267** total reach through social media engagement

**1,500** individuals contacted through nine separate emails blasts

**260** open house attendees across Central Oregon

**237** completed surveys on goals, vision, and needs

**26** total press releases/public notices to ensure public visibility

**413** completed on-board customer surveys

**8** staff briefings for county and city staff across the region

**26** operator surveys

**119** total estimated participants in the Virtual Workshop, which includes an additional 39 transit riders that completed paper surveys on-board local Bend and regional bus routes

Surveys and key outreach materials translated into Spanish

## PROJECT OVERVIEW AND PROCESS

CET's 2040 Transit Master Plan establishes a 20-year regional vision for public transportation in Central Oregon. The plan was developed in partnership with cities across our region, Deschutes, Jefferson and Crook Counties, the Confederated Tribes of Warm Springs, the Bend MPO, and individual communities within those jurisdictions. The 2040 Transit Master Plan outlines transit needs, goals, and future operational and capital investment strategies for CET's urban, rural, and intercommunity public transportation services.

## OUTREACH AND PUBLIC INVOLVEMENT

Outreach activities to support the 2040 Transit Master Plan:

- Seven regional project steering committee/Regional Public Transportation Advisory meetings
- Two rounds of local technical advisory committee meetings across seven communities with additional meetings focused on Bend transit initiatives
- Two regional technical advisory committee meetings
- Promotional fliers shared with 72 partner organizations to encourage public input, especially organizations that represent the underserved, including LEP-populations, Latino groups, low-income individuals, those who experience disabilities, older adults, and the tribal community
- 51 outreach events/presentations to local organizations including Let's Talk Diversity, Native Aspirations, Jefferson County Disability Coalition, Council on Aging, Central Oregon Coalition for Access, and KWSO – Warm Springs radio



City of Bend January 2019 Open House



City of Madras March 2019 Open House

## TITLE VI EFFORTS

Throughout the planning process, staff actively engaged underserved populations and organizations representing these groups to solicit feedback and ensure CET services and outreach were compliant with Title VI requirements. All Central Oregon residents were encouraged to participate in public meetings and have their voices heard.

- During the two rounds of open houses, at least two meetings were held in each Central Oregon community served by CET to provide a geographically accessible public process
- Every committee meeting/open house location was confirmed to be ADA accessible to ensure everyone was welcome to attend
- Public participation was promoted through advertisements in local news outlets, newsletters, website and social media posts, and through local agencies and project stakeholders
- Key outreach materials and surveys were available in Spanish and information to request materials in an alternative formats and different languages was included in communications
- A bilingual (English-Spanish) CET staff was present at the Madras, Redmond, and Bend meetings for Round 1 and at the Madras meetings for Round 2 to communicate with any Spanish-speakers. A CET staff member who speaks conversational Spanish was present at all of the meetings to ensure accessibility of the planning materials.
- Staff regularly attended meetings with diverse stakeholder groups that represent the underserved to provide updates on the Transit Master Plan process
- Participated in community and partner events throughout planning project to provide various opportunities for public comment
- Materials were available on-board CET buses and posted at transit hubs to capture input from transit riders. Paper copies were available for community members without access to a smart phone or computer.



Redmond Housing Works Event in August 2019

A poster for the Central Eastern Tri-County (CET) 2040 Transit Master Plan. The top left features a photograph of a white bus on a road. To the right is the logo for 'cascades east transit' with a colorful 'cet' logo. The main text reads: 'LAST CHANCE TO WEIGH IN ON CET'S 2040 TRANSIT MASTER PLAN' followed by 'ÚLTIMA OPORTUNIDAD DE EVALUAR EL PLAN MAESTRO DE TRÁNSITO 2040 DE CET'. Below this, it states: 'The CET 2040 Transit Master Plan provides an overview of existing and future transit services across our region' and 'El Plan maestro de tránsito CET 2040 brinda una descripción general de los servicios de tránsito existentes y futuros en nuestra región'. On the right side, it says: 'Deadline to submit comments through CETTransitPlan.com is July 26' and 'La fecha límite para enviar comentarios a través de CETTransitPlan.com es 26 de julio'.

Poster developed and distributed to encourage public comments regarding the draft Transit Master Plan



Warm Springs Back-to-School Event in August 2019



City of La Pine January 2019 Open House