# Public Participation Plan Best Practices

Recipients must provide opportunities for the public to be involved in proposed transportation decisions and must have a written Public Participation Plan explicitly describing proactive strategies and procedures to inform and engage the public of the available transportation program. **Efforts to reach minority, low-income, and LEP populations should be explicitly detailed in the plan. A Public Participation Plan without these efforts explicitly described will not be sufficient.**

Examples of methods used in the public participation plan include, but are not limited to:

* Outreach to local employers, schools, and community and faith-based organizations
* Newsletters
* Social Media
* Local newspapers
* Newspapers
* Direct mail campaigns

Outreach should take into consideration literacy issues. Language should be clear, simple, and easy to understand. Jargon should be limited. The public should be informed of the availability of free language assistance through outreach materials.

Demographics should always be considered; to perform effective outreach it is important to know your audience. It is important to conduct outreach in a manner which takes language proficiency under consideration.

Public Participation Plan FAQ

Q: We do not have a large minority or limited English proficient populations; do we still need to have a public participation plan?

A: Yes, all recipients are required to have a public participation plan. The length of your public participation plan will vary based on the size of your project.