

Maricopa Association of Governments
FY 2019 Title VI and Environmental Justice
Annual Goals and Accomplishments
Report



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Introduction

The Maricopa Association of Governments (MAG) is committed to ensuring the full participation of all populations in regional planning activities. MAG's nondiscrimination policy addresses Title VI, Environmental Justice, and other federal and state statutes. Extensive outreach and data analysis are conducted to provide equal benefit to these populations and to protect them from shouldering a disproportionate burden. This annual report details progress made, activities undertaken, and goals to give voice to communities of concern.

For more information about this report or other civil rights issues, please contact the MAG Title VI Coordinator, Marcy McMacken at (602) 452-5076.

Accomplishments

The following accomplishments were achieved since the last annual report dated July 27, 2018.

Update on Goals Identified for FY 2019

In FY 2019, MAG identified and achieved the following goals to ensure full compliance with Title VI, Environmental Justice, and related authorities. These goals were developed by the Title VI Coordinator, reviewed by the Title VI Division Liaisons, and approved by the MAG Executive Director.

- Fully and efficiently responded to requests for Limited English Proficiency services, translation requests, and special accommodations needed to engage communities of concern in MAG's regional planning.
- Maintained core MAG documents in English and Spanish on the MAG website as well as in hard copy. Provided copies in Braille upon request.
- Continued to post the Title VI public notice on MAG's website, in the MAG offices by the third floor reception desk, and in all vital publications.
- Ensured the new MAG website is compliant with Title VI requirements and includes the mandated public notice.
- The Title VI Coordinator continued to offer information about civil rights training opportunities throughout the year to the division liaisons.
- Continued to review all program areas and sub recipients for full compliance with Title VI requirements.
- Engaged the Title VI liaisons to review the approved Title VI Program, including the LEP Plan, for any improvements that can be made. Secured appropriate training as needed.
- Created a newly updated MAG Public Participation Plan that reflects MAG's commitment to Title VI compliance and dedication to include public participation from diverse community members throughout the region.
- Staffed MAG Community Outreach tables at community events such as the Arizona State Fair, the African American Disabilities Expo and the Maricopa Senior Expo.

- Conducted outreach through surveys and focus groups to identify transportation values people in the region share. This effort included Title VI communities of concern with the goal of shaping future public transportation investments.
- Updated the MAG Awareness Survey zip code map.

Program Area Reviews

All program areas at MAG are routinely reviewed to ensure full compliance with Title VI and Environmental Justice regulations. Each program area and sub-recipient is reviewed by the MAG Title VI Coordinator, MAG Fiscal Services staff, the MAG division directors, and the MAG Executive Director as contracts and planning agreements are developed. This includes a careful analysis of Title VI provisions to ensure strict adherence. The review revealed full compliance.

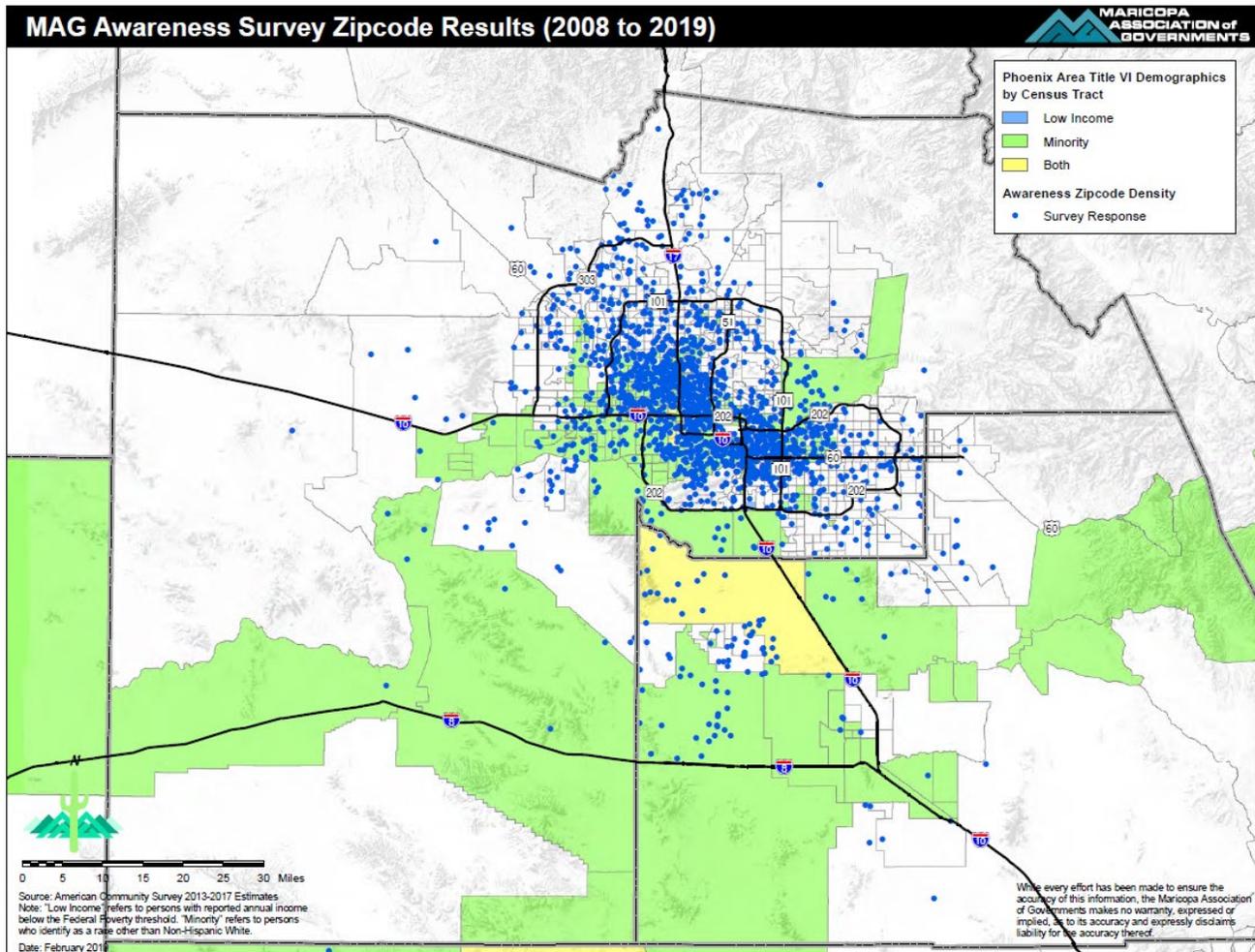
Compliance with Title VI and Environmental Justice depends on having a robust communication plan with targeted outreach to communities of concern. The analysis revealed a strong presence in the region, particularly in Title VI and Environmental Justice communities. A variety of communication vehicles are regularly utilized to ensure successful outreach. These results support a continuation of current efforts.

Public involvement activities include the following: a proactive, coordinated, and cooperative public involvement process as outlined in the MAG Public Participation Plan. The Plan provides complete information and full access to key decisions by all segments of the population to help inform the decision-making process in the implementation of the MAG Regional Transportation Plan. Where possible, outreach efforts are coordinated with the Arizona Department of Transportation (ADOT), the Regional Public Transportation Authority (RPTA), Valley Metro Rail (METRO), and the City of Phoenix Public Transit Department.

MAG addresses and considers the needs of under-served populations throughout its planning and programming process, and provides outreach in a variety of ways, including the Community Outreach program, GIS mapping, the Human Services division of MAG, and through programs run by the Regional Public Transportation Authority (RPTA), using MAG funds. Through the MAG public involvement program, MAG's Community Outreach Planner coordinates with minority communities to solicit input and to serve as a liaison between MAG and the communities. In addition to minority communities, MAG targets and solicits input from persons with disabilities.

As part of its proactive public involvement activities, MAG provides numerous opportunities for input, including stakeholder presentations, hosting community outreach tables and information booths at special events, and online feedback opportunities. Efforts also include targeted mailings, small and large group presentations and one-on-one correspondence via telephone, website and e-mail. During the development of the Regional Transportation Plan, MAG offers the public opportunities to comment. MAG also conducts a public hearing for the Annual Report of the implementation of Proposition 400. MAG coordinates these public hearings with the Arizona Department of Transportation (ADOT), Valley Metro and the City of Phoenix Public Transit Department, whose representatives attend the hearings. Throughout the year, MAG staff continually worked with these agencies on other public outreach activities.

The following map indicates the residences of people completing the MAG Awareness Survey, one of the agency's tools for collecting feedback from the public and communities of concern.



Since the last annual report dated July 27, 2018, MAG has conducted the following outreach.

- Continued to incorporate the requirements of Title VI into projects, plans, and activities throughout the agency in a number of ways. This encompasses including appropriate language in all contracts, agreements and public notices; postings about meetings and events; targeted outreach to communities of concern through relevant publications and community partners; hosting public events in diverse locations and at different times of the day; and analysis to ensure communities of concern receive equal benefit and do not experience disproportionate burden resulting from MAG's planning.
- Conducted successful outreach, particularly to communities of concern. Throughout the year, thousands of people engage with MAG through outreach efforts in areas such as transportation and human services. This input can validate or revise planned investments. Provided outreach to

nonprofit agencies providing services to persons with disabilities to discuss regional coordination and collaborative planning opportunities in human services transportation. This also included outreach to stakeholders in Pinal County and the Gila River Indian Community to ensure agencies from the small urban and rural areas in the MAG region have an opportunity to participate in regional coordination efforts.

- Provided outreach to nonprofit agencies serving domestic violence survivors to discuss regional coordination and collaborative planning opportunities in human services domestic violence planning.
- Conducted extensive outreach to older adults through Age Friendly Arizona. The network is designed to assist people 60 years and older in finding the resources they need to live independently in their homes. Access to transportation has been identified as a critical element to achieving this goal. Efforts are underway to meet the transportation needs of older adults in rural communities throughout Arizona and include: Bullhead City, City of Maricopa, the Northwest Valley, Parker, Phoenix, Scottsdale, Surprise, Tempe, Tucson, Verde Valley, Wickenburg, and the area covered by the Southeastern Arizona Governments Organization (SEAGO).
- Continued to provide appropriate and comprehensive outreach to communities of concern using a variety of effective strategies, including designating MAG's Community Outreach Planner as the agency's disability outreach coordinator, translating materials, and holding public meetings in historically disadvantaged communities.
- Interacted routinely with members of the public through various social media tools that include Facebook, Twitter, YouTube and LinkedIn. The following metrics reflect a robust audience in each of these areas for the MAG 2019 Fiscal Year (July 2018 – June 2019)
 - Twitter:
 - 533 Tweets
 - 596,000 impressions (the total number of times tweets appeared on Twitter streams)
 - Profile visits: 7,516
 - Engagements: 1,900 (the sum of interactions such as re-tweets, likes, and replies)
 - Mentions: 150
 - New followers: 288 (total of 3,060)
 - Facebook:
 - 268 Posts
 - New Page Likes: 174 (total of 901)
 - Followers: 1092
 - Engagement 2,687 (reactions, comments, shares)
 - YouTube:
 - 83 subscribers
 - Website:
 - 596,012 total page views
 - 338,800 unique page views

- Average time on a webpage :53
 - Total number of sessions: 189,073
 - Pages per sessions: 3.15
- Most popular pages (views):
 1. Home (68,778)
 2. Values survey-English 50,968
 3. RFP/RFQ (38,833)
 4. Specs and Details (33,052)
 5. Values survey landing page (31,364)
 6. Jobs at MAG (16,878)
 7. Specs and Details Committee Page (13,675)
 8. Publications (12,821)
 9. Maps and Data (12,709)
 10. Calendar (7,480)

Sub-Recipient Reviews and Contract Compliance

MAG does process a number of contracts each year. To ensure Title VI and Environmental Justice requirements are fully met in every contract, MAG completes a checklist for every contract. A review of 10 consultant contracts and 32 on-call contracts for a total of 42 contracts was conducted to ensure strict compliance. The results indicated that no action needed to be taken and all contracts were in compliance.

Title VI Training and Environmental Justice

MAG offered all staff access to a Disability Awareness Training at MAG on September 12, 2018. Training materials were shared with MAG liaisons who attended. In addition, training materials and webinars were shared with the liaisons throughout the year for dissemination to staff. The new Title VI Coordinator attended a two-day Environmental Justice National Transportation Institute (NTI) training in January 2019. There was an All Staff Title VI training scheduled for June 2019 but due to scheduling conflicts, the training will be offered as brown bag training opportunity for staff in August 2019. Members of MAG staff continue to participate in the Diversity Leadership Alliance workshops and trainings, keeping up to date on issues regarding the underserved population.

Complaint Procedures

MAG maintains a clear procedure for the public to file Title VI complaints. In FY 2019, no complaints were received.

Goals

MAG will pursue the following goals in FY 2020.

Reviews

MAG will continue to thoroughly review every program area at MAG for Title VI compliance. This will be done by the Title VI Coordinator with assistance from the liaisons in each division. In addition, all contracts will be reviewed to ensure Title VI requirements are met. This will continue to be done through the use of a contract checklist.

Sub-Recipient Reviews and Contract Compliance

MAG will ensure that Title VI and Environmental Justice requirements are fully met in every contract. MAG completes a checklist for every contract, which ensures that all contracts are in compliance.

Training

The Title VI Coordinator or a designee will attend at least one training during FY 2020 and will share training materials with the MAG Title VI liaisons. The Title VI Coordinator will also share information pertaining to other Title VI training opportunities with liaisons. The Title VI Coordinator will also provide staff training during FY2020.

Other Related Goals

Demographic Data Collection

The MAG Regional Analytics Division will continue to collect a range of data, including demographic data from the U.S. Census Bureau. In addition to general population concentrations, MAG also collects data regarding minorities, age, poverty level, and Limited English Proficiency (LEP). Population concentrations for these protected classes are mapped out with overlays of capital transportation investments and bus service. This allows for analysis to determine if Title VI neighborhoods are receiving equal benefit and not show a disproportionate burden. Title VI neighborhoods are identified by the presence of communities of concern that are higher than the regional average. The exception for this is LEP neighborhoods. MAG follows the federal Safe Harbor Provision of five percent or 1,000 people within a tract or neighborhood. The census tract is the geography for all analysis. MAG will continue to make these data available through interactive online viewers and training sessions.

For More Information

Please contact the MAG Title VI Coordinator, Marcy McMacken, with any questions at (602) 254-6300 or at mmcmacken@azmag.gov. The FY 2020 MAG Title VI and Environmental Justice Program is available on the MAG website at <https://azmag.gov/Programs/Public-Outreach/Title-VI-Program-and-Environmental-Justice>.