

Outreach for Airports: Key Considerations and Policy

Howard Caro-López, PhD
Civil Rights Analyst
U.S. DOT- Departmental Office
of Civil Rights

“Recalibrating” Community Engagement

- DOT’s Title VI community engagement goals
 - Fostering proactive engagement by FAA and Airport Operators
 - Educating the public on inclusive planning
 - Getting ahead of Title VI concerns
- **Proactive Engagement=Good Business**



Assessing Your Community Engagement:

- Does your airport:

- Provide public information on community outreach for its programs & projects?
- Include information accessible to persons who are limited English proficient (LEP)?
- Establish working relationships with community stakeholders from service area?
- Use data-driven analysis?



Proactive Engagement Strategy: Considerations

- 1. Go above the bare minimum
 - Inclusive Engagement
 - Identifying and seeking out input from “affected communities”
 - Multi-pronged information sharing
 - Evaluating public feedback to provide customer and community-oriented service



Proactive Engagement Strategy: Considerations

- 2. Know your Community
 - Demographic/Data-driven research
 - EJ Screen
 - Census Factfinder
 - GIS Mapping
 - ESRI (paid data)
 - What to look for
 - Race and national origin
 - Language proficiencies
 - Socio-economic indicators





Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community.



Enter a state, county, city, town, or zip code:

GO

Population

Age

Business and Industry

Education

Governments

Housing

Income

Origins and Language

Poverty

Race and Hispanic Origin

Veterans

Show All

Washington city, District of Columbia

Population

Census 2010 Total Population



Bookmark/Save



Print

601,723

Source: 2010 Demographic Profile

Popular tables for this geography:

2010 Census

- [General Population and Housing Characteristics \(Population, Age, Sex, Race, Households and Housing, ...\)](#)
- [Race and Hispanic or Latino Origin](#)
- [Hispanic or Latino by Type \(Mexican, Puerto Rican, ...\)](#)
- [Households and Families \(Relationships, Children, Household Size, ...\)](#)

2014 American Community Survey

- [Demographic and Housing Estimates \(Age, Sex, Race, Households and Housing, ...\)](#)

2015 Population Estimates Program

- [Annual Population Estimates](#)

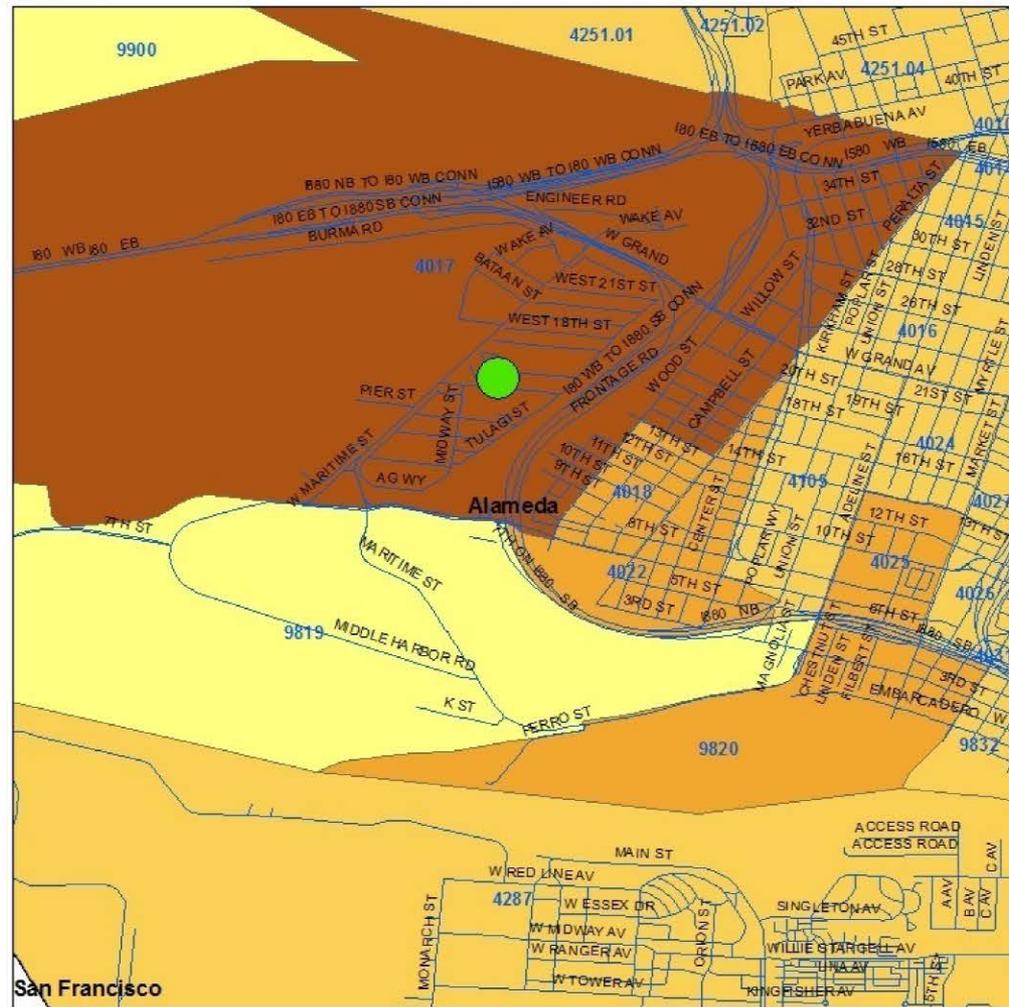
Census 2000

- [General Demographic Characteristics \(Population, Age, Sex, Race, Households and Housing, ...\)](#)

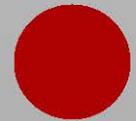
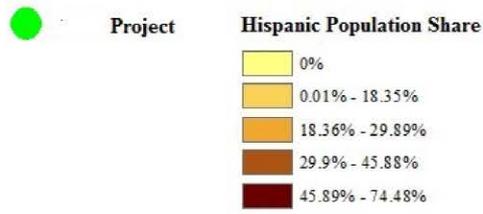
- [Want more? Need help? Use Guided Search or visit Census.gov's Quick Facts.](#)



Hispanic Population Share by Census Tract



0 0.275 0.55 1.1 Miles



Proactive Engagement Strategy: Considerations

- 3. Market Research: How do local communities get information?
 - Web-based content
 - Community newspapers/print media (particularly in LEP communities)
 - Social media
 - Broadcast media



Proactive Engagement Strategy: Considerations

- 4. LEP Needs Assessment
 - How is your outreach connecting with LEP populations?
 - Bilingual staff
 - Professional document translation and interpretation (telephonic)
 - Dedicated central budget for airport offices to utilize
 - Identifying LEP persons
 - Data driven, but not just statistics
 - Avoid assuming what the spoken languages are



Proactive Engagement Strategy: Considerations

- 5. Outreach Evaluation
 - Is your approach actually working?
 - Measure participation in outreach activities and set targets
 - Solicit feedback on activities with community stakeholders (evaluations, focus groups)
 - Review and revise activities with feedback
 - Technical Assistance from FAA & DOT



Proactive Engagement Strategy: Considerations

- 4. Leverage Stakeholder relationships
 - Community and advocacy organizations can be a resource
 - Consider working groups with stakeholders to coordinate outreach and identify issues of concern



In Summary

- View community engagement in strategic terms
- Engagement is as good as your partnerships
- Data will help find your target and evaluate your results
- Engagement cannot be a static process



Contact Information

Howard Caro-López, PhD

Departmental Office of Civil Rights- U.S.
DOT

howard.caro-lopez@dot.gov

(202) 366-1669

