

Airport Nondiscrimination Compliance

Title VI Requirements for Effective Business Outreach and Public Engagement



**Federal Aviation
Administration**

Office Of Civil Rights

*ACHIEVING SAFETY
THROUGH DIVERSITY*

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Agenda

Business Opportunity Outreach

Community Involvement

Business Opportunity Outreach

49 CFR 21.5 (b)(2) – Ensure against disparate impacts

49 CFR 21.5 (b)(7) – Affirmative action to remove or overcome the effects of the prior discriminatory practice

49 CFR Part 21, Appendix C (a)(1)(x) – Outreach for Airport Business Opportunities



Business Opportunity Outreach

Go beyond Disadvantaged Business (DBE) Program

- Includes contracts that are not Federally funded
- Can use same outreach programs

Keep records, collect data

- Outreach must be effective
- Collect data for outreach recipients, attendees at pre-bid and informational meetings, and contract awards
- Data should capture race, color, national origin, disability, age, sex, and creed

Business Opportunity Outreach

Best Practices

- Attend or participate in your local chamber of commerce, trade shows, community events, meetings/events
- Get involved in the community and charitable events
- Research local business that could be a good fit at your airport. Maintain contact information.
- Develop your own outreach events so the community can come to you

Community Involvement

49 CFR 21.5 (b)(2) – Ensure against disparate impacts

49 CFR 21.5 (b)(7) – Affirmative action to remove or overcome the effects of the prior discriminatory practice

49 CFR 21.5 (b)(2) – Prohibits discrimination through methods of administration

49 CFR Part 21, Appendix C (a)(1)(viii) – Select project locations with the least community impact

Community Involvement - Best Practices

Awareness of communities surrounding airport

- EJSCREEN
- Create a community participation plan

Outreach

- Solicit input throughout planning process, not just for environmental clearance
- Use varied methods, taking into account limited English proficiency, work schedules, transit dependency, and accessibility issues that may create barriers.

Noise program

- Monitor and track impacts in surrounding communities

Best Practices for Outreach & Engagement

New media - fully utilize airport website resources

- Direct access to required Title VI information, through tabs and links
- Prominent location
- Combine with other Title VI resources

Old media - newspapers, mailings

- Place notices in local newspapers about projects and meetings



Resources

Description	Website Link
49 CFR Part 21	www.ecfr.gov for 49 CFR 21
EJSCREEN	https://www.epa.gov/ejscreen

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