



## **Community Participation Plan**

### **Exhibit 2 – Title VI Plan**

Rapid City Regional Airport  
4550 Terminal Rd. Ste 102  
Rapid City, SD 57703

# Airport Sponsor Community Participation Plan (CPP)<sup>1</sup>

## 1. Administration

The purpose of this CPP is to ensure that stakeholders or communities affected<sup>2</sup> by Rapid City Regional Airport projects or operations can be informed and participate and have their input thoughtfully considered in the key stages during airport planning efforts, regardless of their race, color, national origin, sex, sexual orientation, gender identity, creed, age, or disability (hereafter, the “protected bases”). This plan is provided in accordance with Title VI of the Civil Rights Act of 1964 (Title VI) and related authorities.<sup>3</sup> This plan and associated reports regarding our CPP efforts will be communicated to the public in formats accessible to persons with disabilities and to limited English proficient (LEP) individuals.

The individuals primarily responsible for implementing the Rapid City Regional Airport CPP are:

<b>Responsible Official</b>	<b>Title, Office, and Responsibilities</b>
<b>1</b> Toni Broom	Director Finance & Administration
<b>2</b> Megan Johnson	Air Service & Marketing Manager

Responsible officials’ contact information is shared with the public through the following methods:

<b>Website, In-person, and Other Communication Methods</b>
<b>1</b> Website
<b>2</b> In Person when applicable

In addition, Rapid City Regional Airport will ensure that members of the public are advised of our nondiscrimination obligations. This includes how to file discrimination complaints with Rapid City Regional Airport and the FAA. We will also conspicuously display the FAA-provided Unlawful Discrimination Posters at airport facilities. See Notice Section of Rapid City Regional Airport’s Title VI Plan.

Rapid City Regional Airport also makes this CPP available through the following methods when engaging members of the public concerning planning efforts:

---

<sup>1</sup> See DOT Order 1000.12C, “The U.S. Department of Transportation (DOT) Title VI Program,” Ch. 2, Sec. 4. (Jun. 11, 2021). <https://www.transportation.gov/sites/dot.gov/files/2021-08/Final-for-OST-C-210312-002-signed.pdf>

<sup>2</sup> Within this CPP, the term “affected” also means *served*, in addition to *positively or negatively impacted*.

<sup>3</sup> Related authorities include the Age Discrimination Act of 1975; Sec. 520 of the Airport and Airway Improvement Act of 1982; and the Civil Rights Restoration Act of 1987.

**Website, In-person, and Other Distribution Methods**

- 1** Website
- 2** SD DBE Newsletter
- 3** In Person Community Outreaches
- 4** Social Media
- 5** Press Releases

**2. Goals and Objectives**

This CPP applies to all airport planning and decision-making efforts, whether or not directly supported by Federal assistance. This includes surveys, public meetings (e.g., airport commission meetings), and hearings, not only meetings for a project requiring an environmental impact statement (EIS) or environmental assessment (EA).

Rapid City Regional Airport’s planning processes that lead to decisions for projects or operations or those of any sub-recipients are:

**Planning Processes**

- 1.** Ground Transportation Program
- 2.** Terminal Renovation Project
- 3.** Parking Lot Improvements

Rapid City Regional Airport seeks public input for the above processes through the following methods:

<b>Public Input Methods</b>	<b>Planning Process(es) that use each Method</b>
<b>A.</b> Website	#1, #2, #3
<b>B.</b> Public Meeting	#1, #2, #3
<b>C.</b> Social Media	#1, #2, #3
<b>D.</b> Press Release	#1, #2, #3

**3. Identification of and Focused Outreach to Affected Communities**

See Community Statistics section of Rapid City Regional Airport’s Title VI Plan, for detailed discussion of Affected Communities.

The specific steps Rapid City Regional Airport will take to communicate with, inform, educate, consult or solicit input from, and expand opportunities for engagement with each Affected Community,<sup>4</sup> are provided below.

Affected Community	Key Community Reps. (CBOs, leaders, etc.)	Focused Outreach Steps
i. Box Elder	City Clerk	a. Notification of Public Meetings b. Notification of Press Releases
ii. Rapid Valley	City of Rapid City PIO	a. Notification of Public Meetings b. Notification of Press Releases

## **4. Effective Communication**

Rapid City Regional Airport will ensure that public engagement is effective, meaningful, and free of linguistic, economic, historical, and cultural barriers to participation. Every effort will be taken to ensure clear, plain, and effective communication with Affected Communities, including materials in accessible formats for persons with disabilities and in languages other than English. See Limited English Proficiency (LEP) section of Rapid City Regional Airport’s Title VI Plan.

## **5. Communication Platforms**

Diverse communication platforms will be utilized to effectively reach the broadest audience. We will use the following platforms to communicate project details, our nondiscrimination obligations, and contact information for the public to share project or operational feedback with our office and the FAA.

### **Social Media, Monitors, and Other Communication Platforms**

1 Social Media
2 Airport Website
3 Airport Monitor system
4 Public Meetings/Outreaches

---

<sup>4</sup> “Affected communities” means any readily identifiable group potentially impacted by an airport project or operation, such as the community immediately surrounding a project or a community in the flight path.

## **6. Records**

This section includes the procedures Rapid City Regional Airport will follow to document of our outreach efforts. Records for steps taken to provide outreach to Affected Communities will be maintained in the following locations:

### **Website, In-person, and Other Storage Methods**

- 1** Airport Administration Office
- 2** Airport website

Records will be kept for community input. The records will document how Rapid City Regional Airport considered, weighed, and incorporated input received. The records will include justifications for any decisions contrary to community feedback. The records will be stored in the following locations:

### **Website, In-person, and Other Storage Methods**

- 1** Airport Administration Office
- 2** Airport Website

Records for demographics of participants will also be kept. Requested demographic information will include race, national origin, sexual orientation, gender identity, creed, age, disability, languages spoken, and community membership.<sup>5</sup> Demographic information will be requested by the following methods:

### **Demographic Information Collection Methods**

- 1** Voluntary disclosure by attendees at public meetings
- 2** Public information surveys

CPP records will be made available to the public using the same methods for other information outlined within this plan.

## **7. Reporting Outcomes**

Within 60 days of the end of each fiscal year (FY), Rapid City Regional Airport will create a CPP Report for that current FY. The report will summarize efforts taken under this CPP in a narrative statement describing:

1. The specific steps taken to produce meaningful engagement with Affected Communities that FY,

---

<sup>5</sup> This information is solicited to demonstrate compliance with Title VI and related requirements. See 49 CFR § 21.9(b); 49 U.S.C. § 47123; 28 CFR § 42.406; and FAA Order 1400.11.

2. The results of those efforts for that FY, and
3. How the Affected Communities' comments and views are or will be incorporated into the decision-making process.

The CPP Reports will be included with Rapid City Regional Airport's Title VI Plan. If no current Title VI Plan exists, the CPP Reports will be added to its Title VI Assessment for each grant.

## Appendix 1

Title VI regulations require Federal grant recipients to know their community demographics. See 49 CFR § 21.9(b). By knowing this information, the Rapid City Regional Airport will be able to identify, understand, and engage with communities. In doing so, the Rapid City Regional Airport needs to know about communities eligible to be served, actually or potentially affected, benefited or burdened by the Rapid City Regional Airport’s airport program.

Affected Communities <sup>6</sup>	Population
<i>City of Box Elder</i>	12,931
<i>Rapid Valley</i>	8,553

(Hereafter, the above communities will be referred to collectively as “the Affected Communities”).

We have identified the following facts about the Affected Communities:

### Low Income Communities<sup>7</sup>.

A low-income area is an identifiable group of persons living in geographic proximity, whose median household income is at or below the Department of Health and Human Services poverty guidelines. Pursuant to Executive Order 12898, “Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations,” Rapid City Regional Airport is collecting information about affected and potentially affected low-income communities. According to the *U.S. Census Report, such as S1701: Poverty Status in the Past 12 Months*], the overall poverty level for the two affected areas is an average of approximately 9.3%. The poverty rate remains low compared with the rest of the State of South Dakota (12.5%). The poverty rates for the specific Affected Communities are as follows.

Affected Communities	Poverty Rate
<i>Box Elder</i>	7.1%
<i>Rapid Valley</i>	11.5%

See *S1701: Poverty Status in the Past 12 Months*

### Racial and Ethnic Communities.

Demographic data for race, color, and national origin was evaluated to identify racial and ethnic communities and populations in each Affected Community. The demographic composition by race, color, or national origin for the specific Affected Communities are as follows<sup>8</sup>:

<sup>6</sup> “Affected communities” means any readily identifiable group potentially impacted by an airport project or operation, such as the community immediately surrounding a project or a community in the flight path.

<sup>7</sup> Low-income data must be collected to assist in our compliance with Environmental Justice requirements (not Title VI requirements). For example, this data will be utilized in our Community Participation Plan (CPP) to help ensure the meaningful involvement of low income communities in airport programs and activities.

<sup>8</sup> Recommend using demographic groups from the U.S. Census.

**Affected Community: Box Elder**  
**Total Affected Community Population: 11,293**

<b>Demographic Group within Affected Community</b>	<b>Number of People in Minority Group</b>	<b>Percent of Total Affected Community Population</b>
<i>White</i>	8,510	75%
<i>Black or African American</i>	280	2%
<i>American Indian or Alaska Native</i>	1,185	10%
<i>Asian</i>	175	1%
<i>Native Hawaiian or Other Pacific Islander</i>	50	1%
<i>Hispanic or Latino</i>	615	5%
<i>Two or more</i>	739	6%

**Affected Community: Rapid Valley**  
**Total Affected Community Population: 7,849**

<b>Demographic Group within Affected Community</b>	<b>Number of People in Minority Group</b>	<b>Percent of Total Affected Community Population</b>
<i>White</i>	6,084	77%
<i>Black or African American</i>	111	1%
<i>American Indian or Alaska Native</i>	529	7%
<i>Asian</i>	195	2%
<i>Native Hawaiian or Other Pacific Islander</i>	0	0%
<i>Hispanic or Latino</i>	507	6%
<i>Two or more races</i>	485	6%
<i>Some other race alone</i>	62	1%

See [S1701: Poverty Status in the Past 12 Months](#)

**Limited English Proficiency (LEP).**

The goal of all language access planning and implementation is to ensure that Rapid City Regional Airport communicates effectively with limited English proficient (LEP) individuals. Effective language access requires self-assessment and planning. The next table lists non-English languages<sup>9</sup> that are spoken in LEP households in the Affected Communities. The smallest data set we were able to achieve was for Pennington County, South Dakota, population 95,397. The data source is Source, [https://www.lep.gov/maps/lma2015/Final\\_508](https://www.lep.gov/maps/lma2015/Final_508).

The threshold we have used for identifying the languages with significant LEP populations is the

---

<sup>9</sup> Recommend using language groups from the U.S. Census, and using data for the “Speak English less than ‘very well’” category for each language over the threshold.



DOT LEP Policy Guidance safe harbor threshold, which is 5% or 1,000, whichever is less.<sup>10</sup> According to the data we gathered for Pennington County, South Dakota, only 1.129% of the population qualifies as LEP population. The largest group is Spanish speaking at 495 people out of a population of 95,397. All groups are below the threshold. The safe harbor for our community is 4,769. Please refer to the end of this document to find data for all languages in our community.

<b>Languages Spoken by LEP Persons - Tenant and Staff Language Data Survey</b>	<b>A few times a year (12 or less days a year)</b>	<b>Several times a month (13 to 51 days a year)</b>	<b>At least once a week (52 to 364 days a year)</b>	<b>Every day (365 days a year)</b>
<i>Spanish</i>	X			
<i>Other Native North American Languages</i>				
<i>Vietnamese</i>				
<i>German</i>				
<i>French</i>				

Beneficiary Diversity.

Demographic information is collected from airport customers, attendees at community meetings, and businesses seeking opportunities at the airport, through voluntary disclosures.

**Description of Beneficiary Demographic Information Collection Methods**

- *Airport Administration Office conducts ongoing surveys of airport guests for customer satisfaction. The survey includes a voluntary request for demographic information.*
- *Demographic and language data gathered ongoing through website Google Analytics.*
- *Language Line usage reports pulled annually.*

Staff and Advisory Board Diversity.

Demographic information is collected from airport program employees and members of planning and advisory boards, through voluntary disclosures.

**Description of Employee and Advisory Board Demographic Information Collection Methods**

- *Employees are asked to submit voluntary confidential demographic information at time of hiring. Job applicants are asked to submit the same information when submitting their job application through the job application website.*
- *Every 3 years, the Airport Administration Office sends an email to all board members asking*

<sup>10</sup> See the DOT LEP Policy Guidance at <https://www.federalregister.gov/d/05-23972/p-133>. The safe harbor provisions apply to the translation of written documents only; however, it provides a consistent starting point for identifying significant LEP populations.

*them to voluntarily and anonymously enter demographic information through an online survey.*

## Appendix 2

In creating a Language Assistance Plan, the Rapid City Regional Airport considered the volume, proportion, or frequency of contact with LEP persons in determining the appropriate language assistance to provide.

In Community Statistics section, we identified the following languages spoken by LEP persons in Affected Communities:

<b>Language</b>
<i>Spanish</i>
<i>Chinese (incl. Mandarin, Cantonese)</i>
<i>Tagalog (incl. Filipino)</i>
<i>Vietnamese</i>
<i>Arabic</i>
<i>Korean</i>
<i>French</i>
<i>Hindi</i>
<i>Portuguese</i>

Rapid City Regional Airport also collects data for languages spoken by airport guests.<sup>11</sup> Data sources include:

<b>Data Sources for Languages Spoken by Airport Guests</b>	<b>Website link to Data Source</b>
<i>Airport language line usage data</i>	<a href="http://www.languageline.com">www.languageline.com</a>
<i>Assistance requests to airport information desks</i>	N/A
<i>Website Google Analytics</i>	N/A
<i>Ongoing customer feedback</i>	<a href="#">Frequently Asked Questions</a> <a href="http://rapairport.com">✈️ Rapid City Regional Airport (rapairport.com)</a>

Based on the above data, the following additional languages have been identified as likely to be spoken by LEP airport guests:

<b>Language</b>
<i>None</i>

The Title VI Coordinator will also actively engage with community educators, community groups, places of work, business groups, social groups, and the like to confirm that translation

---

<sup>11</sup> We aim to provide appropriate language assistance services to every LEP person encountered. This includes instances when LEP statistical data for a particular language was not available beforehand, or the safe harbor threshold for written translation was not met.

and interpretation services are accurate and effective. Additionally, the Title VI Coordinator will inform leadership and staff of the Rapid City Regional Airport of the responsibility to provide language access. We have made the following plans to provide translation services free of charge to ensure that individuals with LEP have access to the benefits of the airport:

**Translation Services:**

- All written notices contain a statement in the identified languages, when appropriate, of how to receive translated written materials.
- The following vendors have been identified for written translations:

<b>Translation Vendors</b>	<b>Languages</b>
<i>Google Translate Services</i>	<i>All above languages</i>

- Information regarding translation services can be obtained at:

<b>Location for Translation Assistance</b>	<b>Languages</b>
<i>Airport website request form</i>	<i>All above languages</i>
<i>Airport website translate view</i>	<i>Spanish</i>

**Interpretation Services:**

- The following vendors have been identified for interpretation services:

<b>Interpretation Vendors</b>	<b>Languages</b>
<i>Language Line, Inc.</i>	<i>All above languages</i>

- Information regarding interpretation services can be obtained at:

<b>Location for Interpretation Assistance</b>	<b>Languages</b>
<i>Airport website</i>	<i>All above languages</i>
<i>Airport information desks</i>	<i>All above languages</i>

**Description of Interpretation Assistance Processes**

---

*Airport Administration Office maintains a Title VI Binder with language assistance resources.*

*The Rapid City Regional Airport contracts with the Language Line, Inc. to provide on-demand telephone interpretation services to airport guests. When a request for an interpreter is received, the following process is used: Airport information desk staff use I-Speak cards to identify the language spoken by the airport guest. Staff contacts Language Line, Inc. and “parks” the request in the queue for the appropriate language. Language Line, Inc. operators will coordinate connect the requesting party to an interpreter for the duration of the call. The completed call is then logged in the Title VI Binder. This log is kept for one year.*

---

Detailed information is available in the Language Assistance Plan.