



# Integrating Equity and Inclusion into Transportation Planning & Public Outreach and Engagement Processes at the State, Regional and Local Level

2021 VAMPO Workshop

Presenter: Charles T. Brown, MPA, CPD, LCI, Equitable Cities LLC

Date: **Wednesday, September 15, 2021**

Time: 9:00am – 12:00pm







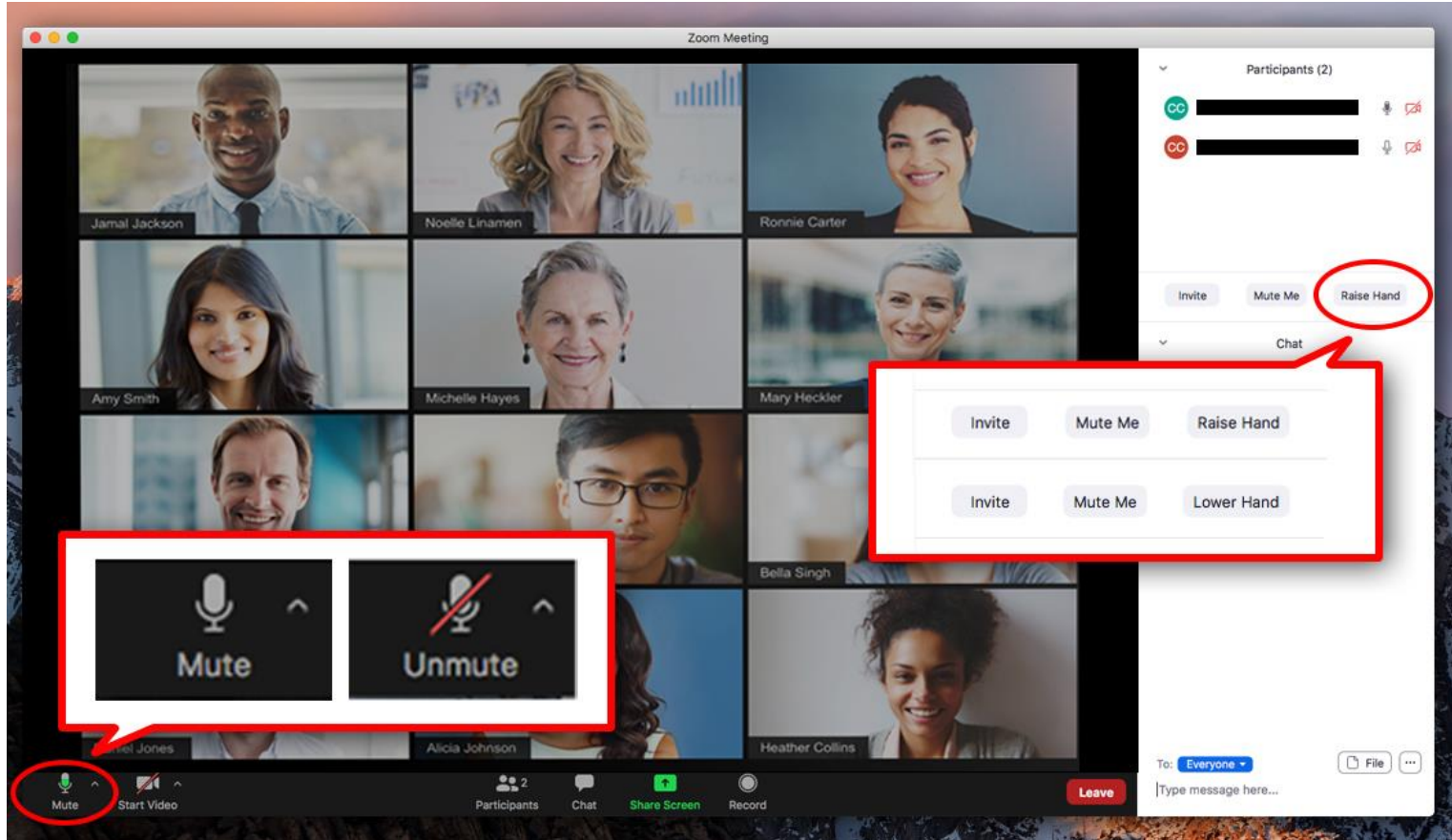
Value  
Truth

**Workshop Facilitator:  
Charles T. Brown, Equitable Cities**

# Virtual Meeting Etiquette & Ground Rules

- Take control of your own noise
- Make privacy a priority and respect each other's privacy
- Give everyone an opportunity to speak
- Disagree respectfully
- Speak openly and freely
- Limit distractions during each session and activity
- Keep an eye on the clock
- Respect everyone, including yourselves
- Others?

# Zoom Logistics



1 Mute Button

2 Video (Camera) Button

3 Chat Functions

4 Reactions

5 Virtual Backgrounds

6 Call-in Number

This meeting is being recorded.





# Workshop Agenda

## WELCOME AND INTRODUCTION

- **Session 1 – Opening Keynote: Arrested Mobility**
  - Large Group Discussion
- **Break (5 minutes)**
- **Session 2 – Ensuring Justice, Equity, and Inclusion in Community Outreach and Engagement Efforts**
  - Activity 1 (Identification/Engagement) – Think.Pair.Share (Breakout Rooms)
  - Activity 2 (Justice Lens) – Think.Pair.Share (Breakout Rooms)
- **Break (5 minutes)**
- **Session 3 – Building Community Trust and Increasing Transparency**
  - Activity 3 – Survey Poll and Open Mic
- **Session 4 – Prioritizing and Centering Equity in Transportation Efforts**
  - Activity 4 – Hot Chat Box
- **Adjournment**





## Ice Breaker Question

Which *southern city* is included in the cover slide?

# ARRESTED MOBILITY







Value  
Equity

# **Session 2 – Ensuring, Justice, Equity, and Inclusion in Community Outreach and Engagement Efforts**





# Centering Equity in Public Outreach & Engagement











# Equity

- The guarantee of fair treatment, access, opportunity, and advancement while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups.
- The principle of equity acknowledges that there are historically underserved and underrepresented populations, and that fairness regarding these unbalanced conditions is needed to assist equality in the provision of effective opportunities to all groups.



# Equity

- Equity involves trying to understand and give people what they need to enjoy full, healthy lives.
- Equity is the presence of justice and fairness within the procedures, processes, and distribution of resources by institutions or systems.
- Facing equity issues requires an understanding of the underlying or **root causes** of inequalities and oppression within our society.





# Various Equity dimensions

## 1. Ability Equity

2. Compensatory Equity

3. Environmental Equity

## 4. Gender Equity

5. Generational Equity

6. Geographic Equity

7. Horizontal Equity

## 8. Income Equity

9. Language Equity

10. Life-Stage Equity

## 11. Modal Equity

12. Occupancy Equity

13. Opportunity Equity

## 14. Outcome Equity

15. Participation Equity

16. Payment Equity

## 17. Process Equity

## 18. Race/Ethnicity Equity

19. Spatial Equity

20. Vertical Equity

# Intersectionality

- Intersectionality is an analytical framework for understanding how aspects of a person's social and political identities combine to create different modes of discrimination and privilege.
- Intersectionality identifies multiple factors of advantage and disadvantage. These intersecting and overlapping social identities may be both empowering and oppressing.





# Equity and Social Identities

- Which identities do you think about most often?
- Which identities do you think about least often?
- Which of your own identities would like to learn more about?
- Which of your identities have the strongest effect on how you perceive yourself?
- Which of your identities have the greatest effect on how others perceive you?



**WE LEAD WITH EQUITY  
AND  
CENTER INTERSECTIONALITY**





*"Transportation has been weaponized as a tool of oppression within society."*

Subject N  
1000  
ADDITIONAL  
ADDITIONAL  
ADDITIONAL





## Highway Robbery: Historic Tremé, New Orleans, LA



# Hurricane Katrina (August 23 – 25, 2005)

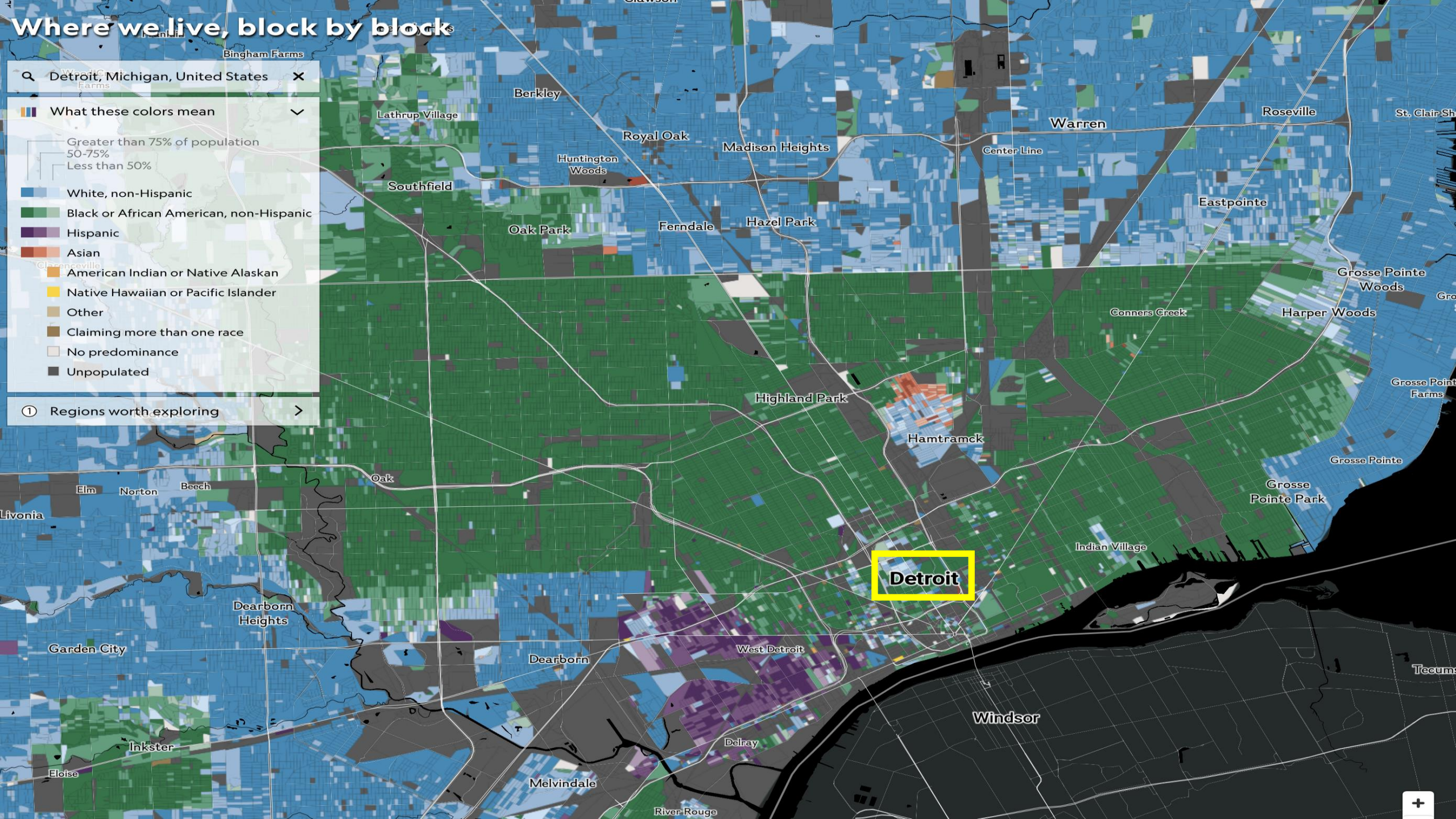




# Hurricane Sandy (October 22 – November 2, 2012)









# Where we live, block by block

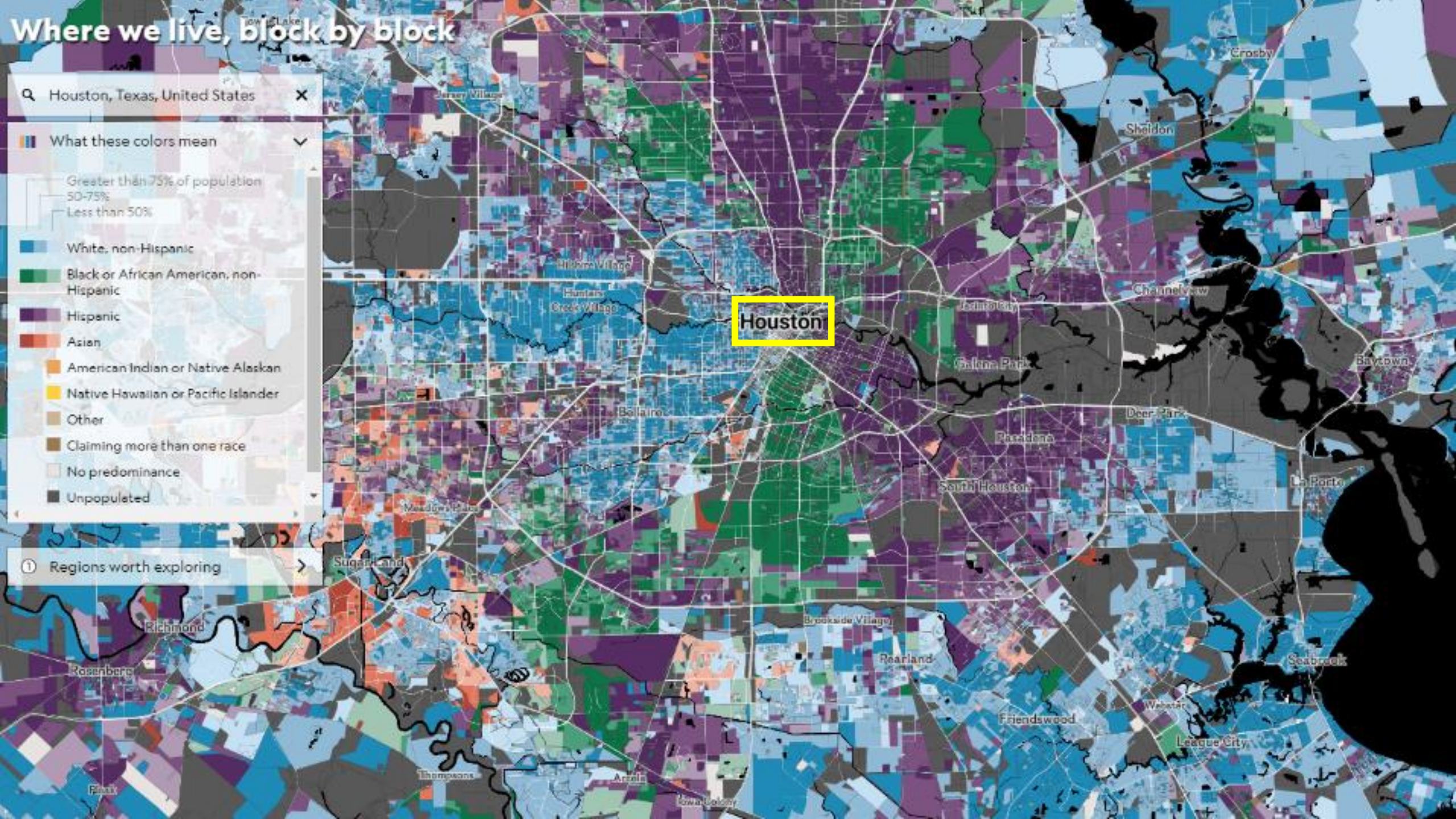
🔍 Houston, Texas, United States

📏 What these colors mean

Greater than 75% of population  
50-75%  
Less than 50%

- White, non-Hispanic
- Black or African American, non-Hispanic
- Hispanic
- Asian
- American Indian or Native Alaskan
- Native Hawaiian or Pacific Islander
- Other
- Claiming more than one race
- No predominance
- Unpopulated

📍 Regions worth exploring

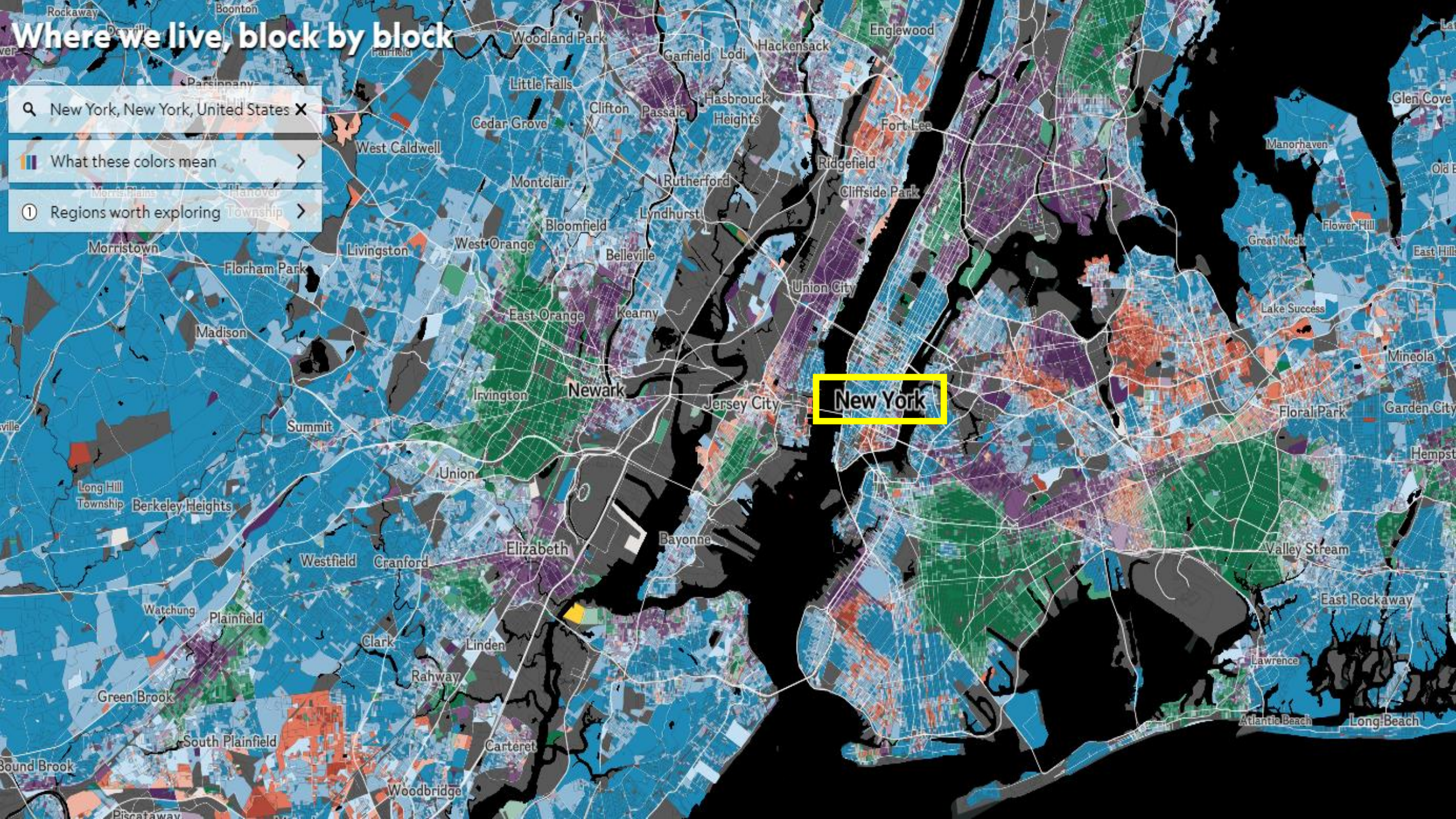








# Where we live, block by block





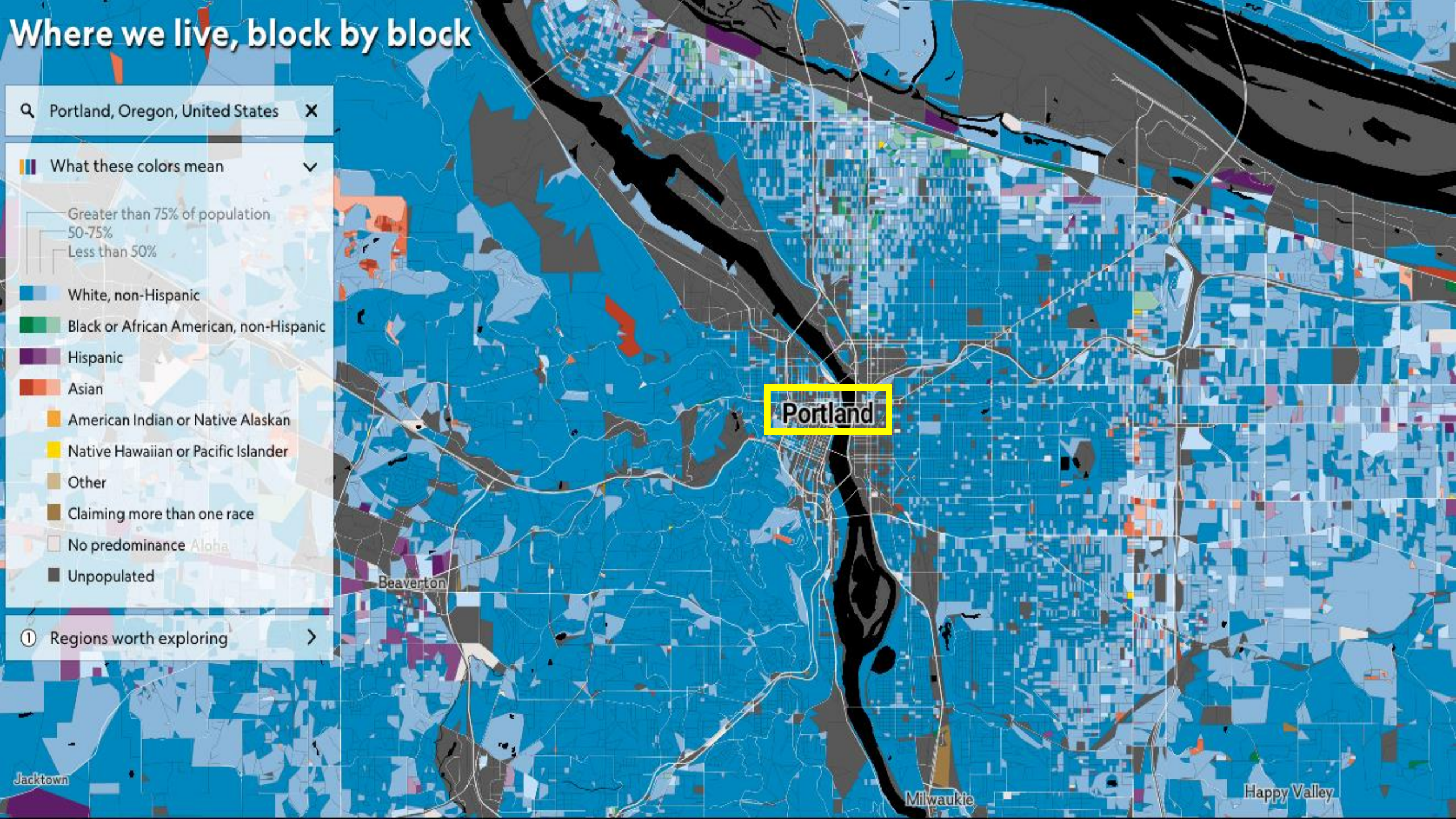
# Where we live, block by block

Portland, Oregon, United States

What these colors mean

- Greater than 75% of population
- 50-75%
- Less than 50%
- White, non-Hispanic
- Black or African American, non-Hispanic
- Hispanic
- Asian
- American Indian or Native Alaskan
- Native Hawaiian or Pacific Islander
- Other
- Claiming more than one race
- No predominance Aloha
- Unpopulated

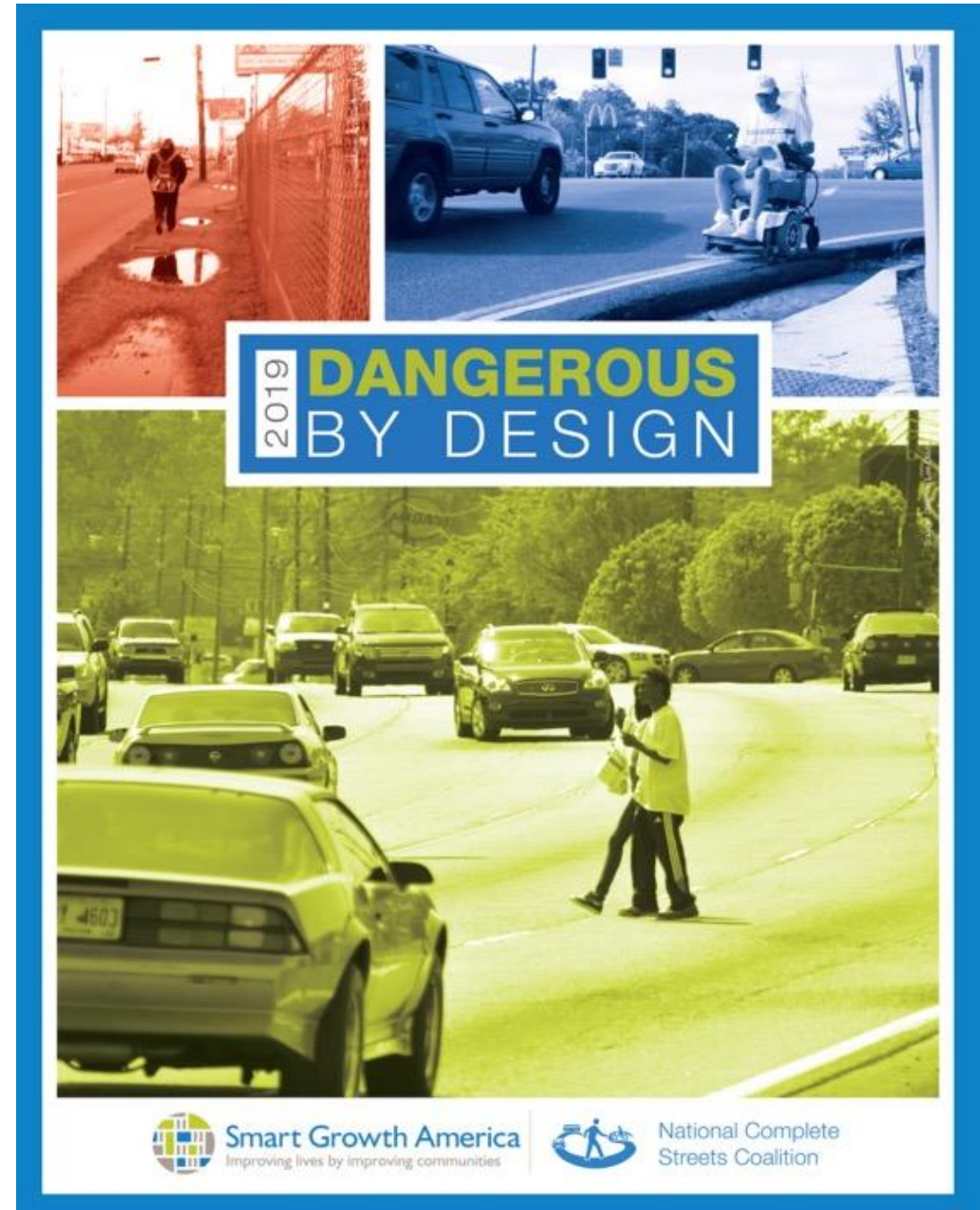
Regions worth exploring





# Equity: Nationally

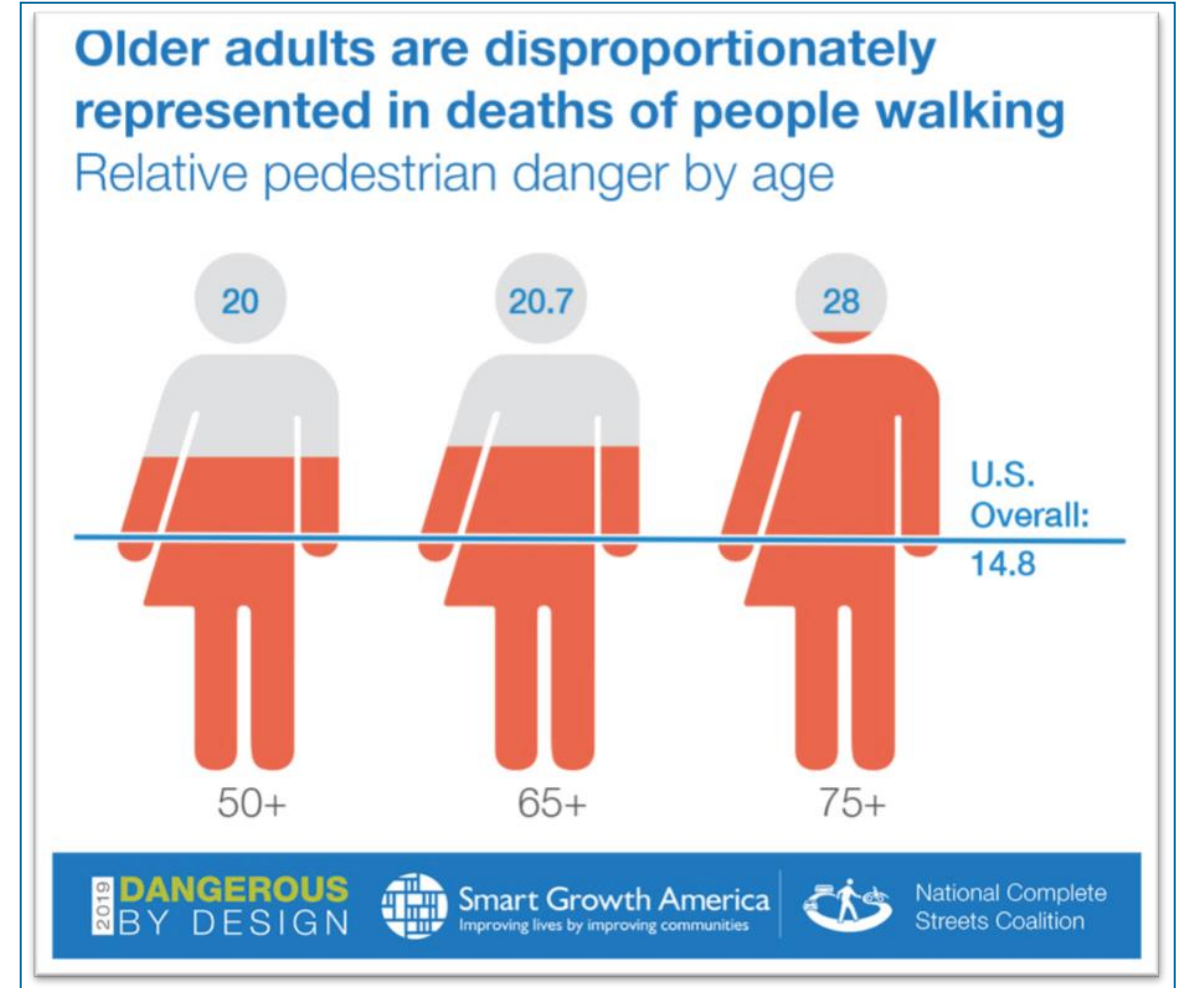
- Who is most at risk?:
- “Older adults, people of color, and people walking in low-income communities are disproportionately represented in fatal crashes involving people walking.”





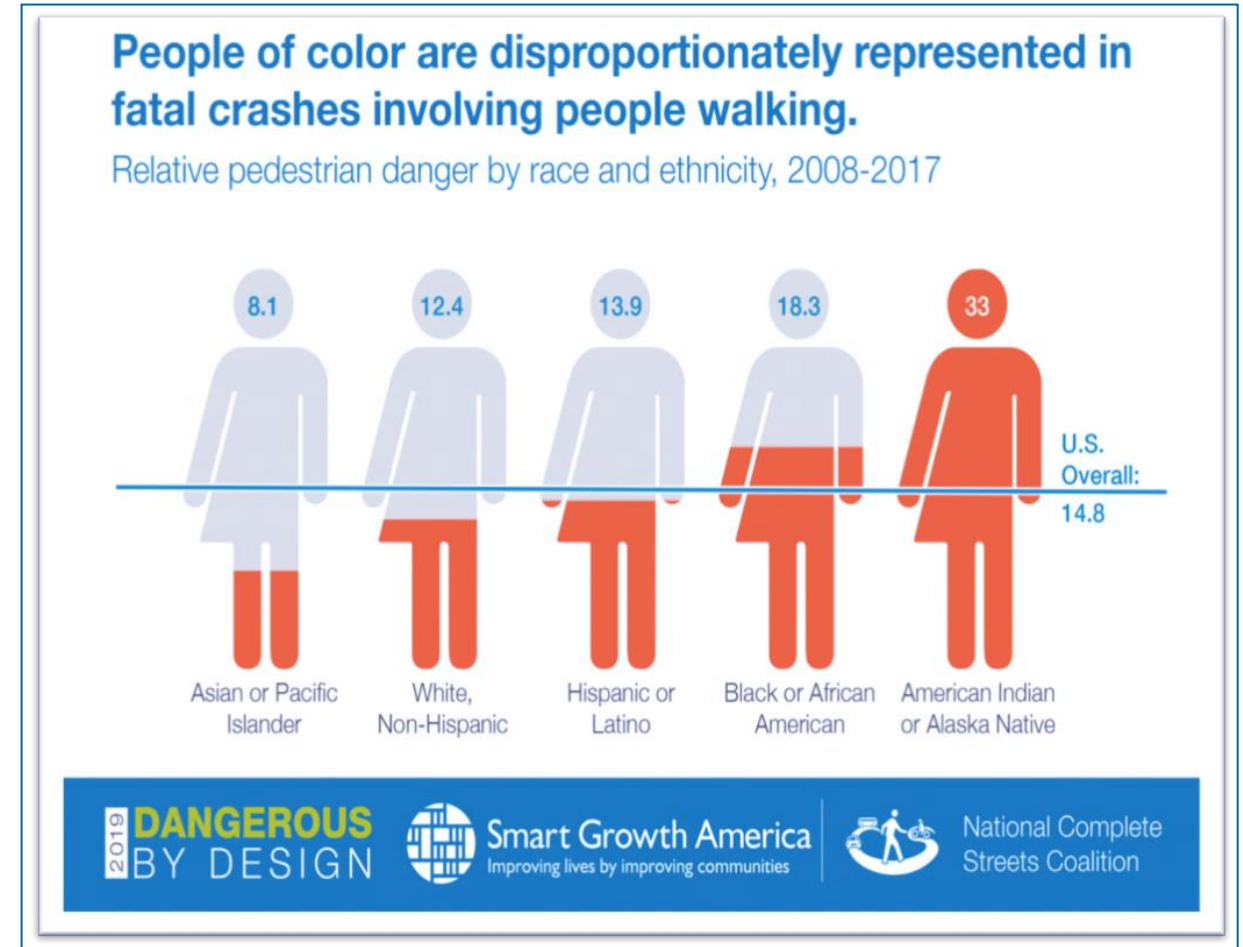
# Equity: Nationally

- **Older Adults**
- “Relative pedestrian danger for older adults age 50 and above is **more than a third higher** than the general population.”



# Equity: Nationally

- **People of color**
- “Between 2008 and 2017, Black/African-Americans were **72% more likely** to have been struck and killed by drivers while walking.”



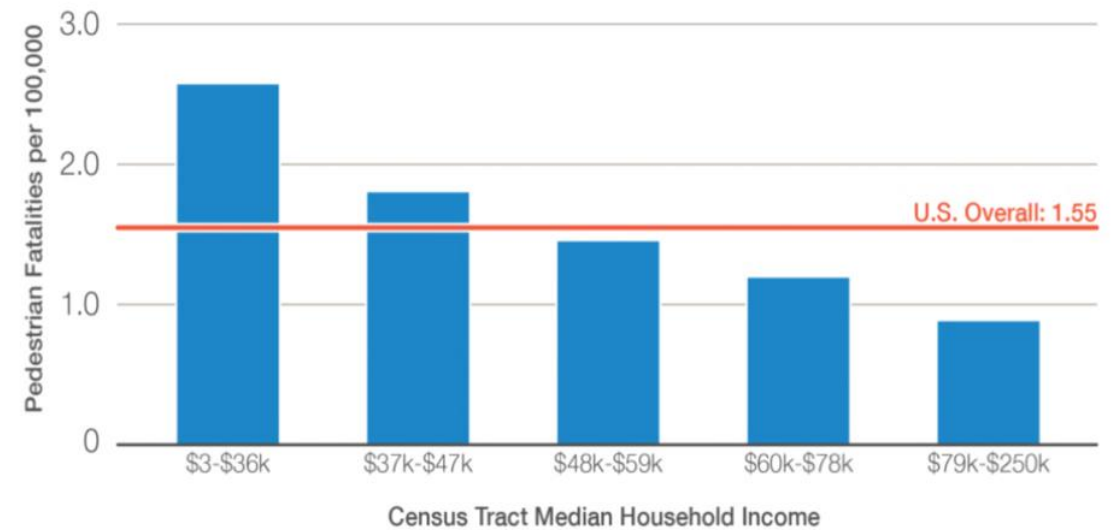


# Equity: Nationally

- **Low-income Neighborhoods**
- “People living in neighborhoods where the median household income is \$36,000 or less were killed at **much higher rates** than their counterparts.”

## People die while walking at much higher rates in lower-income communities.

Based on income of census tracts where fatalities occur.



2019 **DANGEROUS**  
BY DESIGN



Smart Growth America  
Improving lives by improving communities



National Complete  
Streets Coalition



# Downstream versus Upstream

## FRAMEWORK FOR REDUCING HEALTH INEQUITIES AREA REGIONAL HEALTH INEQUITIES INITIATIVE





# EQUITY IMPLICATIONS



**Race**



**Place**



**Health**



**“HISTORY DOESN'T SAY  
GOODBYE; HISTORY SAYS SEE  
YOU LATER.”**



A photograph of the Historic Tredegar building, a large red brick structure with multiple arched windows. A black banner with white text "HISTORIC ★ TREDEGAR" is draped across the middle of the building. To the right, a modern glass-walled building, the American Civil War Museum, is visible. In the foreground, two people are riding bicycles on a grassy area. The sky is blue with some clouds.

HISTORIC ★ TREDEGAR

**Virginia is ranked in the Top 25 nationally!**





HOW CAN **WE**  
CREATE A SAFE,  
**EQUITABLE** AND  
INCLUSIVE  
SYSTEM FOR  
**ALL?**







whitespace

# #1. JUSTICE FRAMEWORK

- Distributive Justice
- Procedural Justice
- Interactional Justice
- Representational Justice
- Care





# Distributive Justice

**WHO HAS PHYSICAL ACCESS TO THE STREET, PARK OR TRAIL?**





# Procedural Justice

**WHO HAS INFLUENCE OVER THE DESIGN, OPERATIONS AND PROGRAMMING?**





# Interactional Justice

**WHAT MAKES PEOPLE FEEL WELCOME OR UNWANTED IN A SPACE?**





# Representational Justice

**DO PEOPLE FEEL THEIR EXPERIENCE AND HISTORY ARE REPRESENTED IN THE SPACE?**





# Care – People and Environment

**HOW DO PEOPLE DEMONSTRATE THEIR CARE FOR THE SPACE AND OTHER PEOPLE IN IT?**







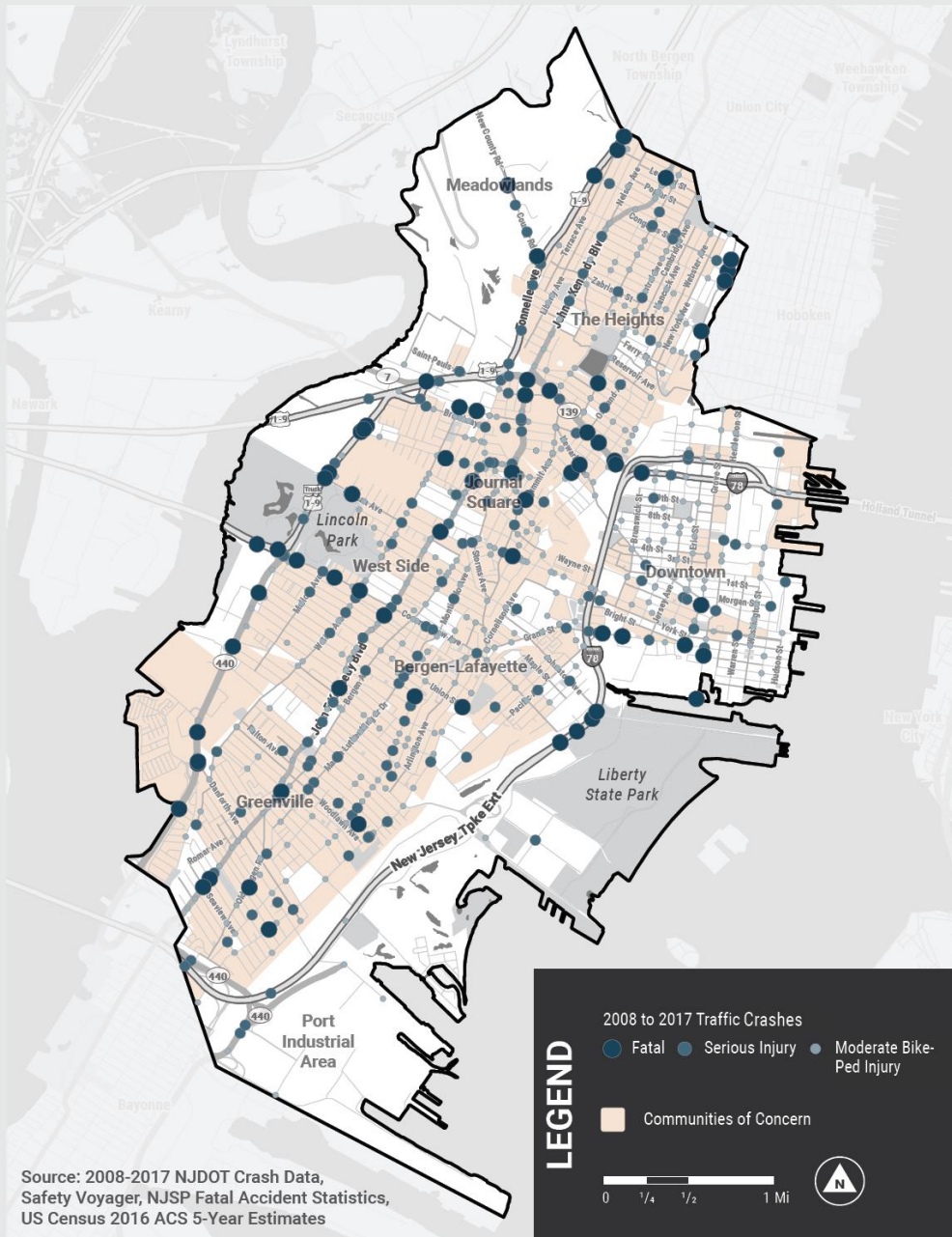
**WELCOME TO DOWNTOWN CITY**

JERSEY

## **Case Study #1: Jersey City, New Jersey**



Figure 6: Map of Communities of Concern and Traffic Crashes



## Bicycle Master Plan & Vision Zero Action Plan

**FIRST EVER IN THE CITY HISTORY!**



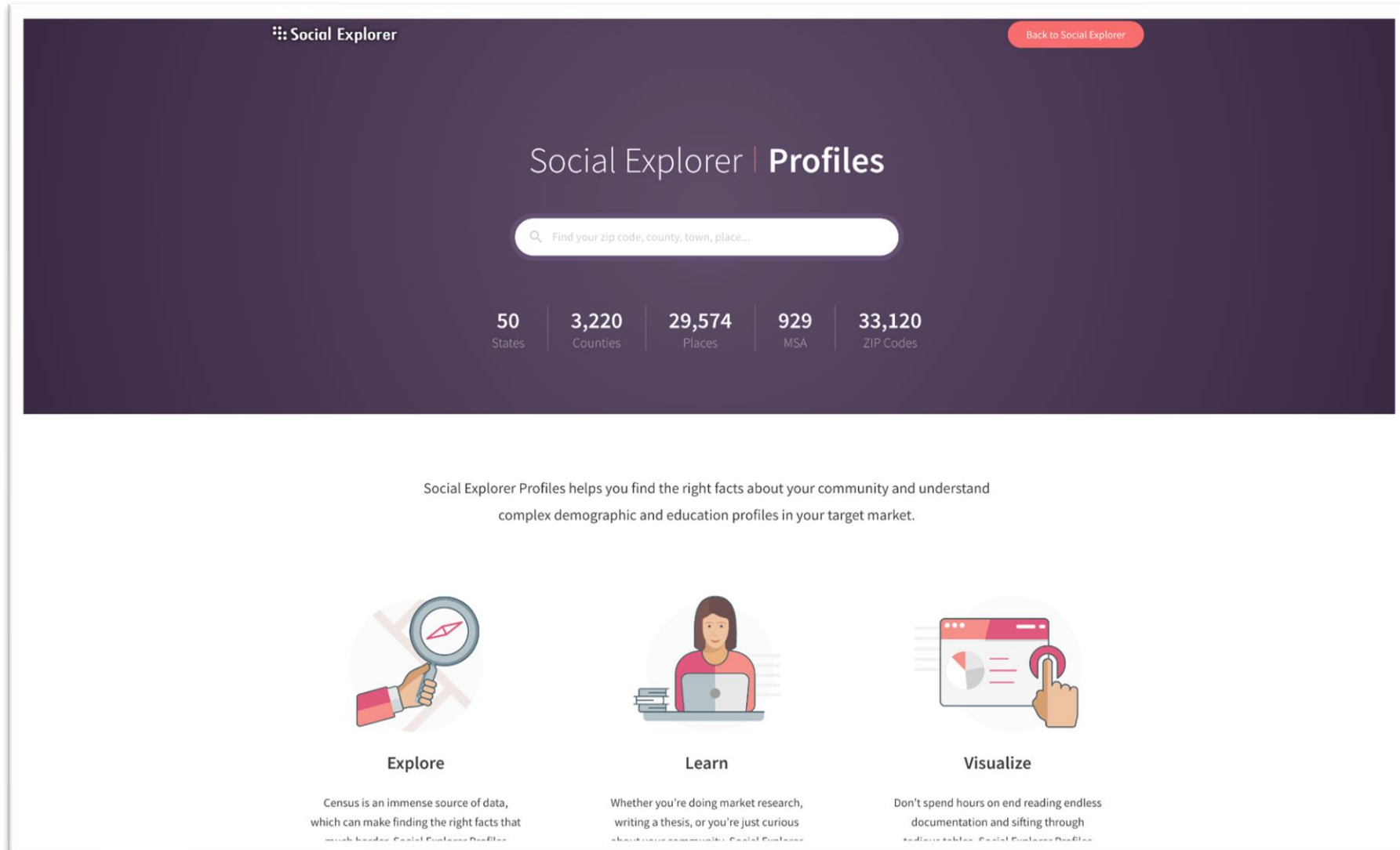






# Step 1: Identify Environmental Justice Populations

## DEVELOP AN UNDERSTANDING OF THE MINORITY & LOW-INCOME POPULATIONS IN THE CITY.

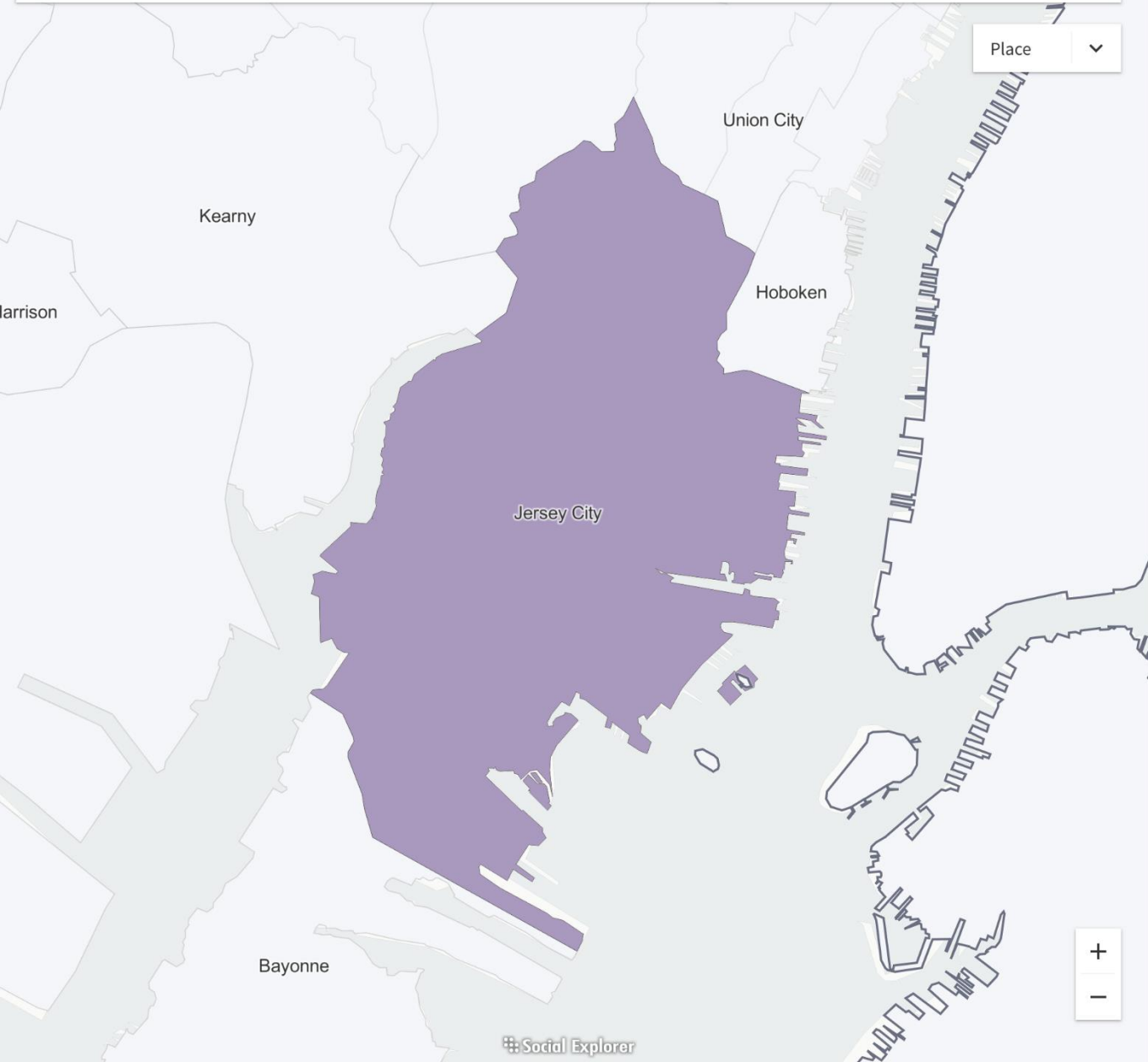




# Jersey City city, New Jersey

U.S. Place

Citation: U.S. Census Bureau (2019). American Community Survey (ACS) 5-year estimates.



Demographics Education Economics Households Housing

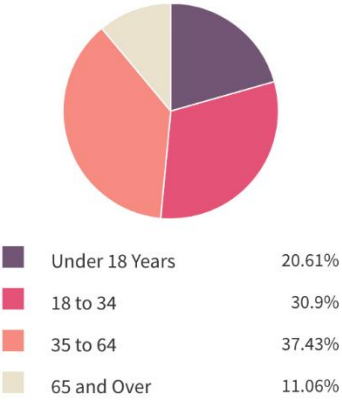
261,940 Population

14.74 Square Miles  
17,766.41 People Per Square Mile

## Age

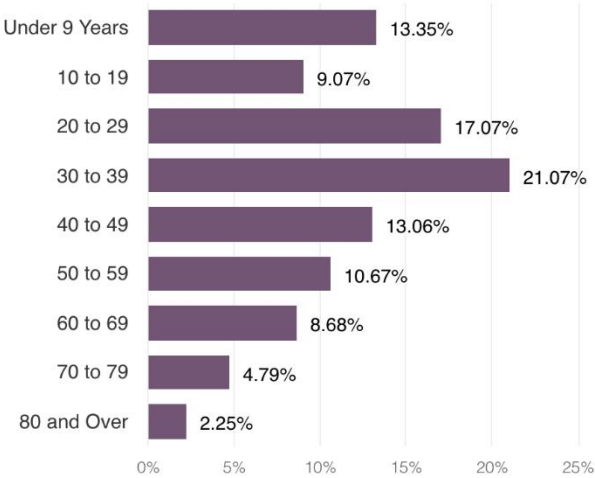
Median Age  
34.3 years

Population By Age



Show data

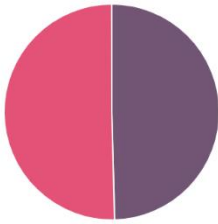
Population By Age (Detailed)



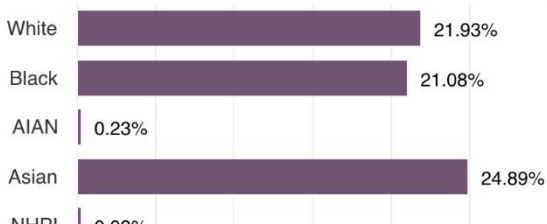
Show data

## Sex, Race & Ethnicity

Sex



Race & Ethnicity





**Census Tract 109, Essex County, New Jersey**

Total Population: Black or African American Alone	82.56%	1,870
Total Population: White Alone	1.15%	26
Percent base: Total Population:		2,265

2019

2016 2017 2018 2019 2022

[Show all years](#)

Filter list...

ACS 2019 (5-Year Estimates)

▲

Race

Total Population

White Alone

Black or African American Alone

American Indian and Alaska Native Alone

Asian Alone

Native Hawaiian and Other Pacific Islander Alone

Some Other Race Alone

Two or More Races

Hispanic or Latino by Race

Total Population

Not Hispanic or Latino

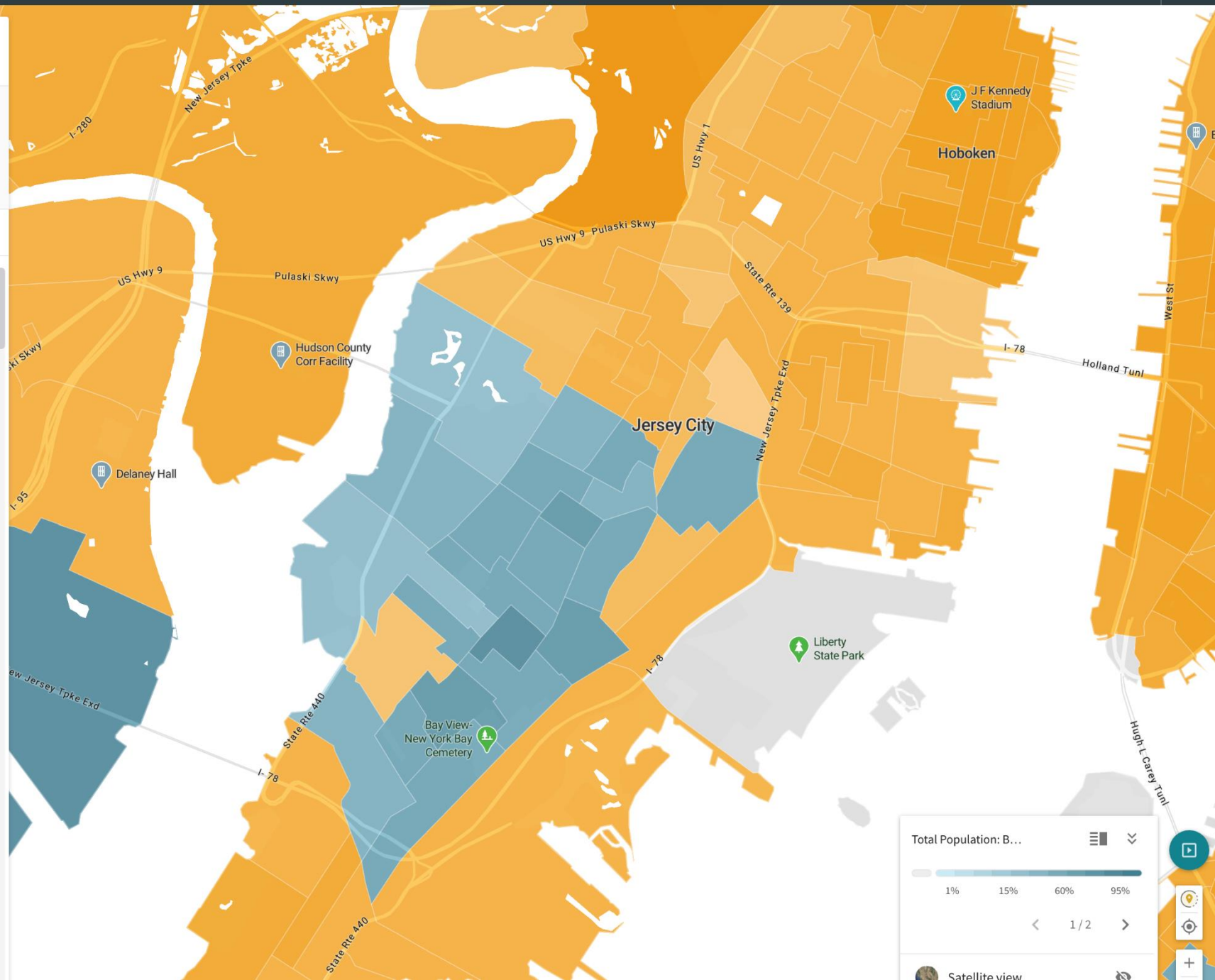
White Alone

Black or African American Alone

American Indian and Alaska Native Alone

Asian Alone

Native Hawaiian and Other Pacific Islander Alone





Total Population: Black or African Ame... 


Change data

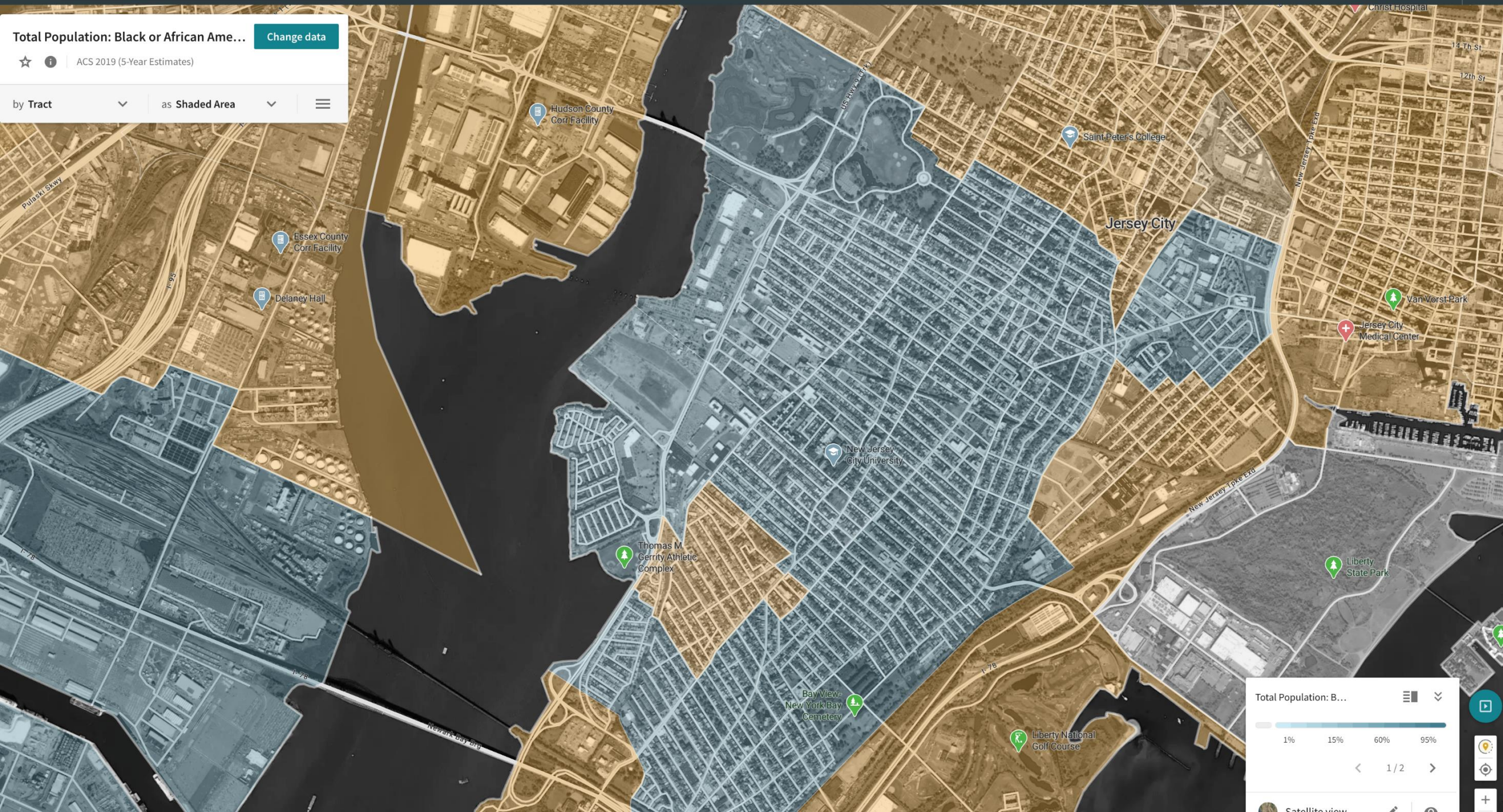
☆ ⓘ

 ACS 2019 (5-Year Estimates)


by Tract

as Shaded Area






Total Population: B...



1% 15% 60% 95%

< 1 / 2 >

 Satellite view



# Step 2 – Conduct Needs Assessment

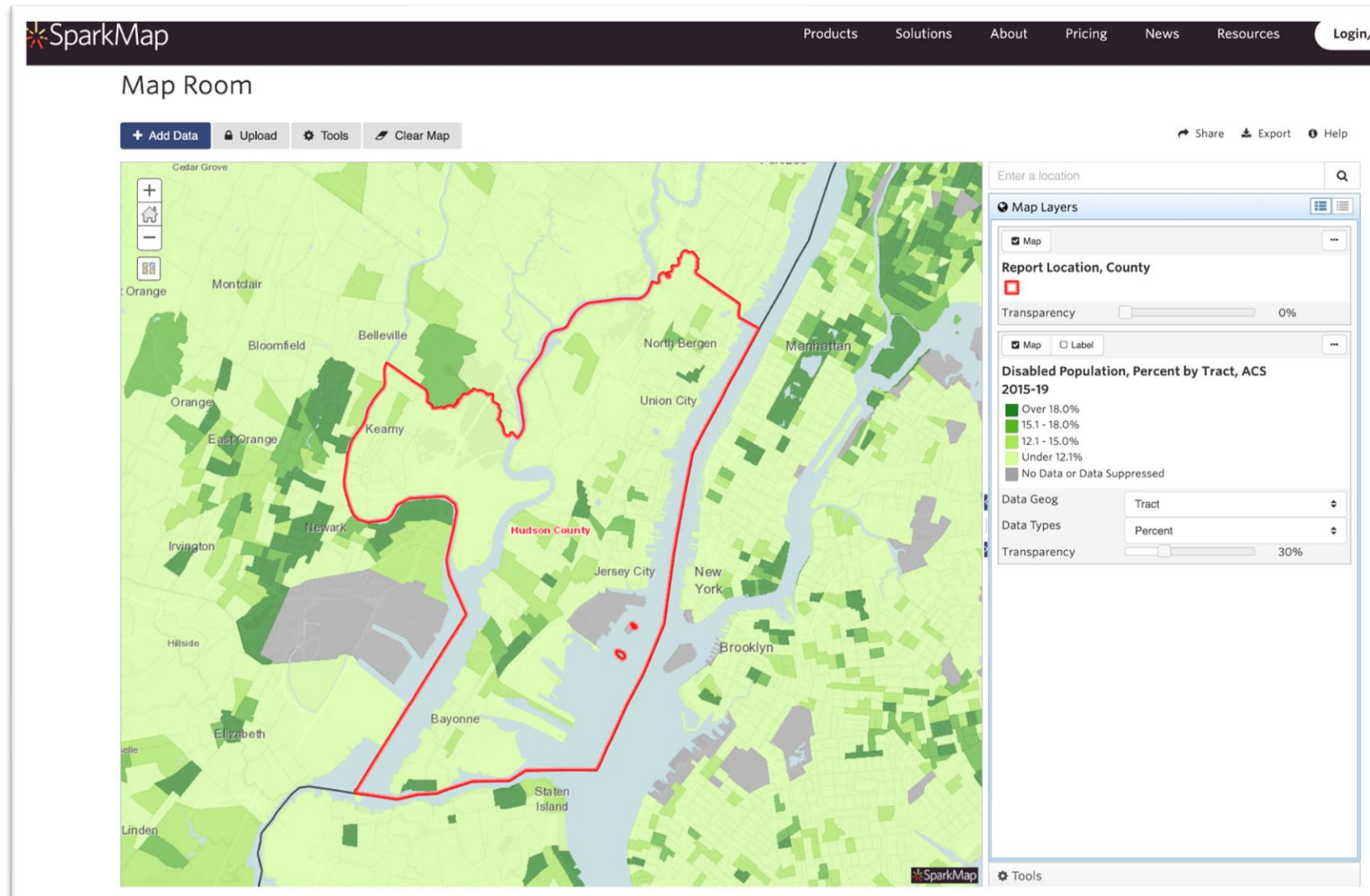
**DEVELOP A CLEAR UNDERSTANDING OF THE CONDITIONS AND TRANSPORTATION-RELATED NEEDS.**





# Step 2 – Conduct Needs Assessment

**DEVELOP A CLEAR UNDERSTANDING OF THE CONDITIONS AND TRANSPORTATION-RELATED NEEDS.**





## WARD A



Ward A's route started at Audubon Park and ended adjacent to Bayside Park, and made sure to include portions of the larger N-S arterials, like Ocean, Garfield, and Bergen Avenues.



## WARD B



Ward B segments had the highest average rating at 2.03. This route included a large portion of West Side Avenue.



## WARD C



Ward C segments had the lowest average rating at 1.43. JFK Blvd in Ward C was among the lowest scored segments at 1.2







# EQUITY



The action items listed below were developed to ensure that all Jersey City residents have safe and equitable access to the city's bikeway network and are not denied full and fair participation in transportation decision-making processes. For the purposes of this plan, and the protection of marginalized and historically and systemically excluded populations, the following nine equity variables have been included within the 12-point Equity Action Plan.

## Action #1: Institutionalize equity through the transportation equity).

Consider the adoption of a Transportation Equity Action Plan to institutionalize the city's commitment to advancing racial equity through not just cycling but all its transportation programs, processes, and policies. The Transportation Equity Action Plan is 100% consistent with recommendations found within the City's Vision Zero Action Plan, and cements a collective vision of equity that aims to eradicate long-standing institutional and structural barriers to access and mobility for historically and systemically excluded populations due to their race, religion, political or cultural group, age, gender, sexual preference or financial status.

### HOW?

- Step 1:** Create a transportation equity guiding statement.
- Step 2:** Identify desired results and community outcome indicators.
- Step 3:** Develop actions to achieve each outcome.

## PRIORITY EQUITY GOALS



Equity is a foundational pillar for this entire plan. Below are five overarching equity goals that must be obtained if cycling safety, mobility, and access enhancements are to be beneficial for all Jersey City residents. Failing to reach these goals will result in the failure to achieve this plan's broader network, mode share, and safety goals.

- 1** Institutionalize equity within the city's mobility, neighborhood, and land use plans, programs, policies, and processes with a specific emphasis on the eradication of systemic (i.e., institutional and structural) racism and discrimination. Achieving this goal will require work outside the realm of bicycle planning, but will positively impact all future planning, policy, and program efforts carried forth by Jersey City.
- 2** Ensure the full and fair participation and engagement of Jersey City's marginalized and historically and systemically excluded populations, disaggregated by race, religion, political or cultural group, age, gender, sexual preference or financial status. Achieving this goal will also require work outside the realm of bicycle planning, but will positively impact all future planning, policy, and program efforts carried forth by Jersey City.
- 3** Increase the rate of bicycling among Jersey City's marginalized and historically and systemically excluded populations, disaggregated by race, religion, political or cultural group, age, gender, sexual preference or financial status.
- 4** Reduce the number and percentage of bicycle-related fatalities and moderate to serious injuries among Jersey City's marginalized and historically and systemically excluded populations, disaggregated by race, religion, political or cultural group, age, gender, sexual preference or financial status.

- 5** Prioritize increased bike infrastructure investments and maintenance in areas identified as priority Communities of Concern, those that are the most vulnerable within such a designation. Achieving this goal will require consistent overlap with the Evaluation Action Plan, as well as the Priority Network Goals and Chapter 3 recommendations.



This map illustrates the most vulnerable 10% of the designated Community of Concern populations in Jersey City, based on race and socioeconomic class. The darkest areas on this map are where the Master Plan will target investments in the network, and the implementation of the Equity Action Plan.

**Legend**

- Highest Priority
- 2nd Highest Priority
- Median Priority
- 2nd Lowest Priority
- Lowest Priority

Data: ACS Community Survey 5-year Estimates





# Step 3 – Align & Allocate Funding

**TARGET POPULATION NOT GEOGRAPHY-BASED NEEDS**



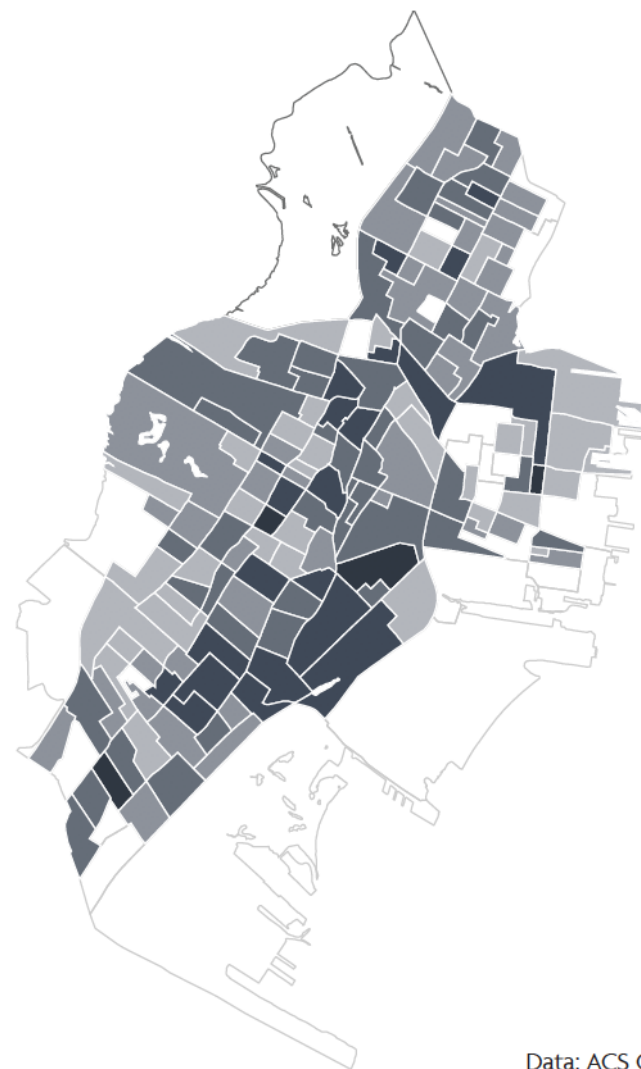


# Centering Equity

## DEVELOPMENT OF AN EQUITY ACTION PLAN



- 5** Prioritize increased bike infrastructure investments and maintenance in areas identified as priority Communities of Concern, those that are the most vulnerable within such a designation. Achieving this goal will require consistent overlap with the Evaluation Action Plan, as well as the Priority Network Goals and Chapter 3 recommendations.



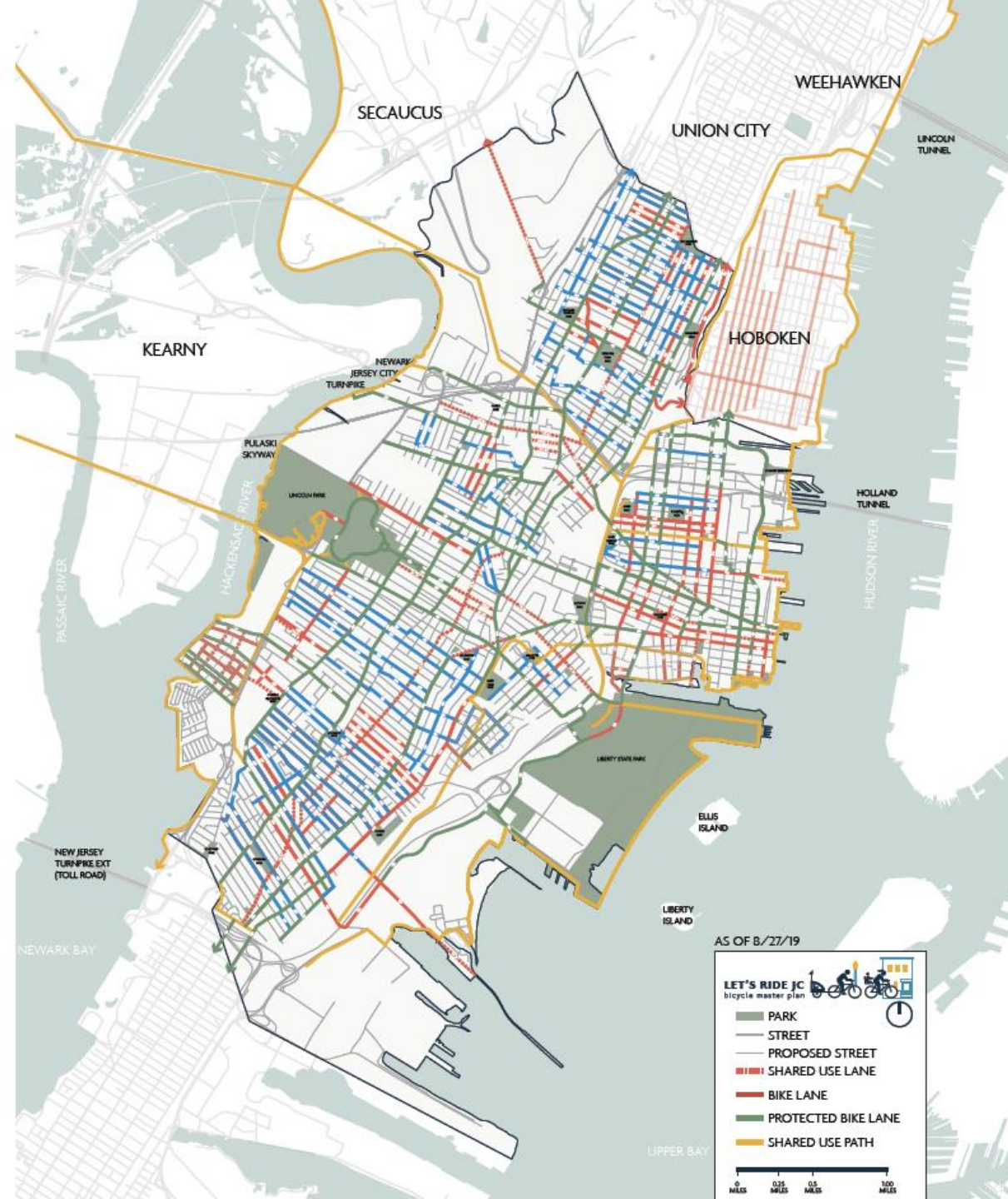
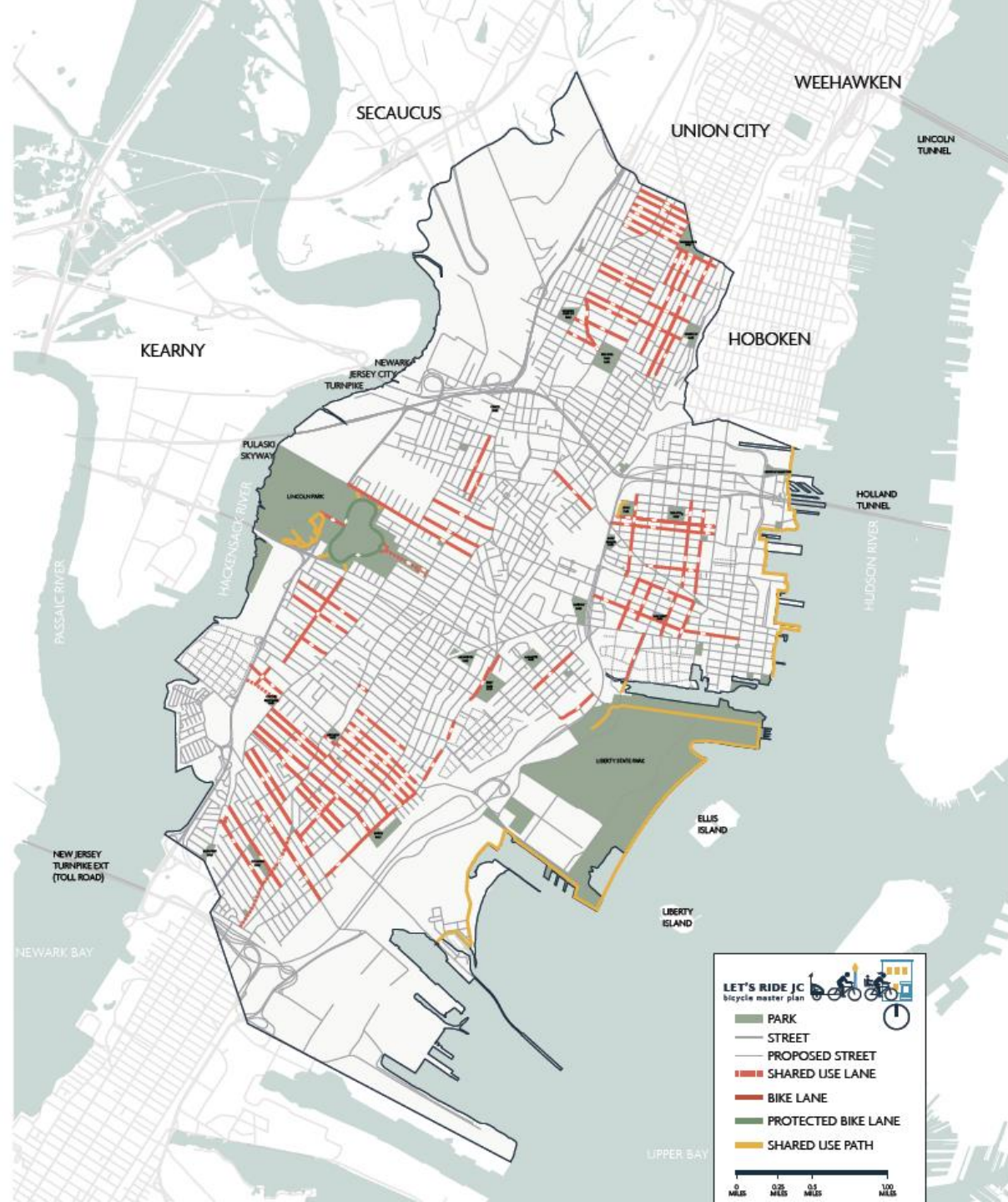
This map illustrates the most vulnerable 10% of the designated Community of Concern populations in Jersey City, based on race and socioeconomic class. The darkest areas on this map are where the Master Plan will target investments in the network, and the implementation of the Equity Action Plan.

### Legend

- Highest Priority
- 2nd Highest Priority
- Median Priority
- 2nd Lowest Priority
- Lowest Priority

Data: ACS Community Survey 5-year Estimates.







# Step 4 – Evaluate Benefits & Burdens

**ASSESS PROJECT IMPACTS AND COMPARE IMPACTS ON EJ VERSUS NON-EJ POPULATIONS**

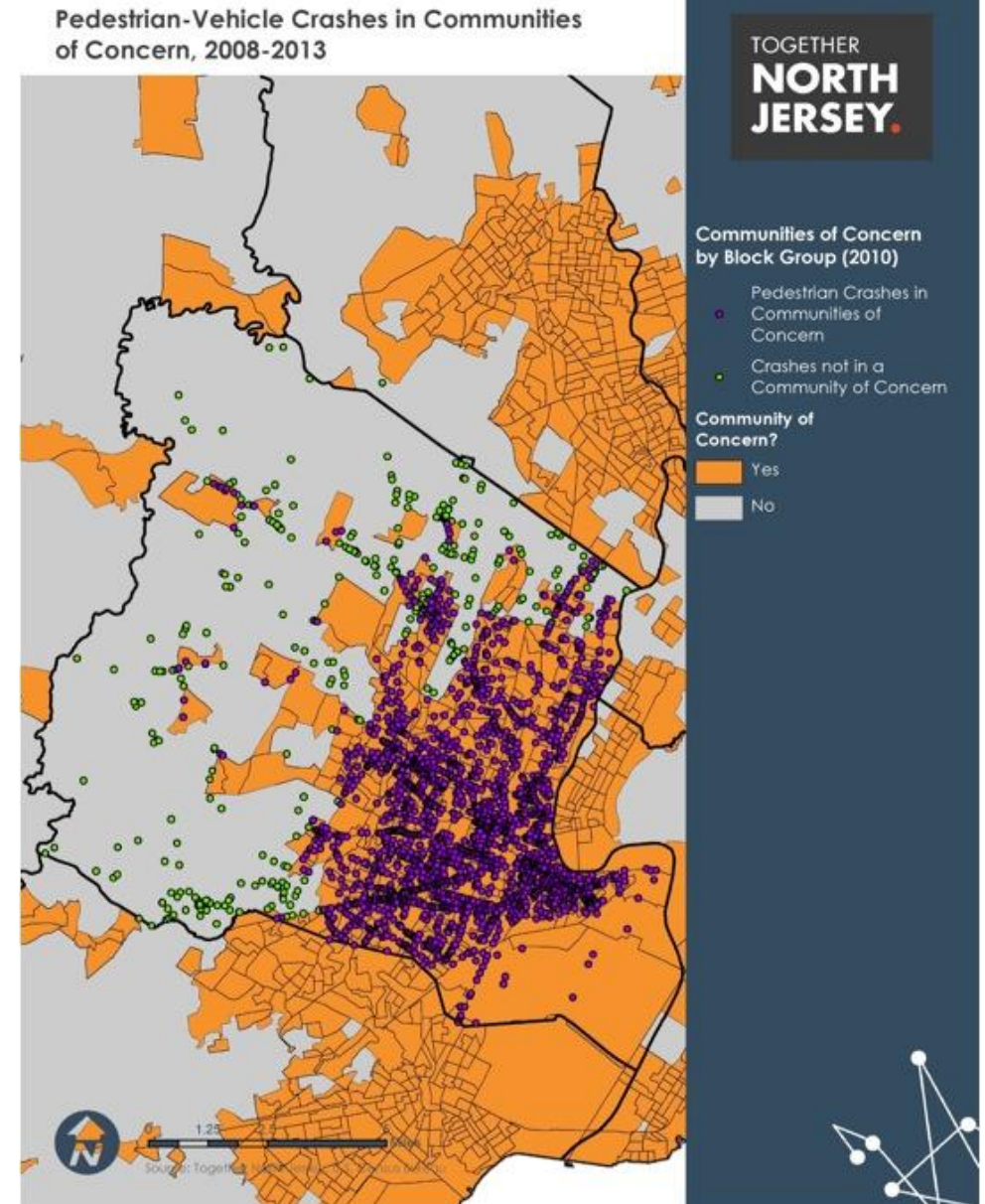




# Step 4 – Evaluate Benefits and Burdens

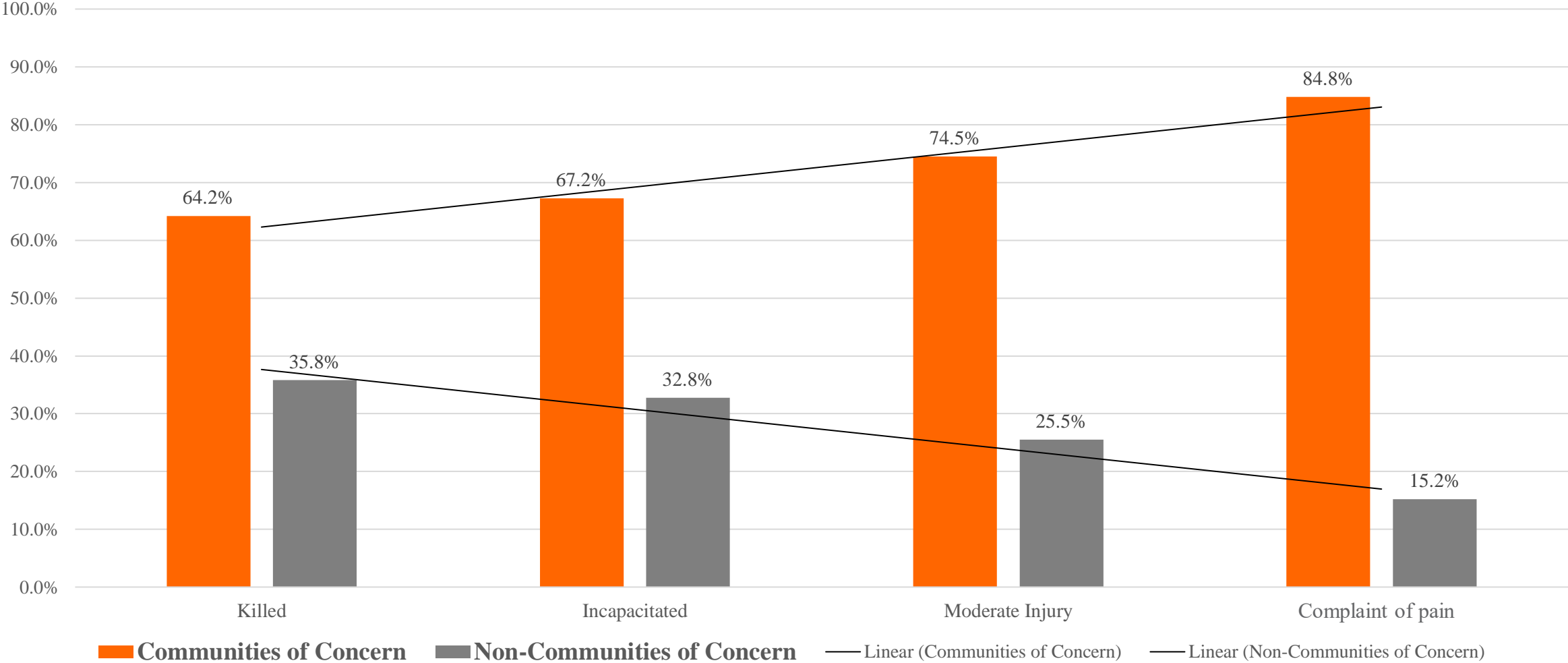
# Crashes In Non-Communities of Concern	# Crashes in Communities of Concern
455 (11%)	3,559 (89%)

Communities of Concern		Non-Communities of Concern	
Crashes per 1,000 People	Crashes per Square Mile	Crashes per 1,000 People	Crashes per Square Mile
6.0	61.9	2.3	6.3





# Crash Severity in Communities of Concern and Non-Communities of Concern





# Step 5 – Identify and Address Impacts

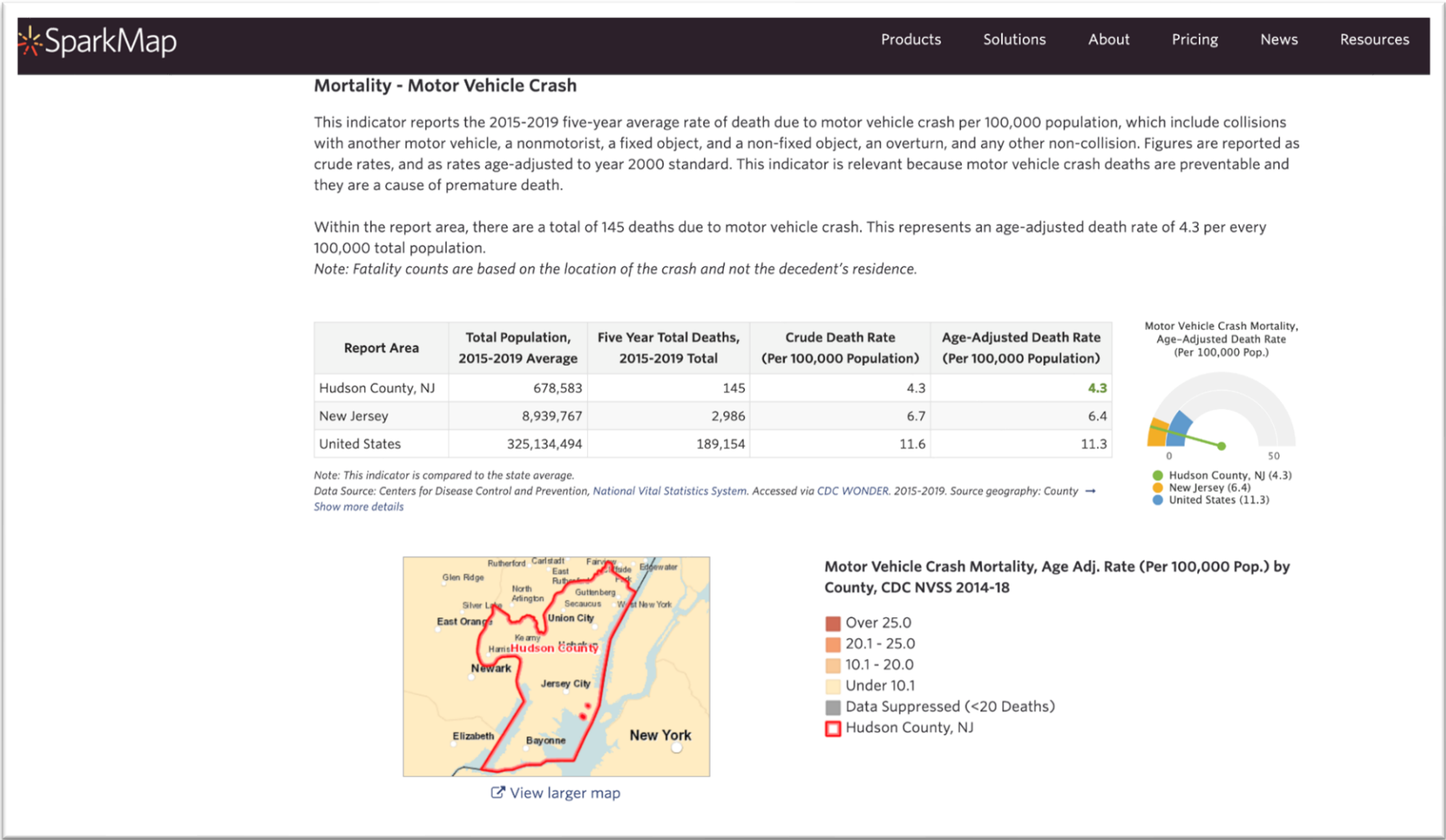
**LEVERAGE DESKTOP ANALYSIS AND PUBLIC INPUT TO IDENTIFY AND ADDRESS ADVERSE IMPACTS**





# Step 5 – Identify and Address Impacts

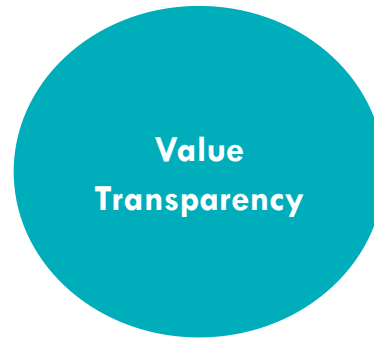
## LEVERAGE DESKTOP ANALYSIS AND PUBLIC INPUT TO IDENTIFY AND ADDRESS ADVERSE IMPACTS











## **Activity 2a – Think/Pair/Share: Identification of Key Populations**



# Key Questions

- What challenges have you or your team faced in identifying and engaging key residents?
- What have you done to overcome these challenges?
- *Please decide who will report back to the group*







Value  
Trust

## **Activity 2b – Think/Pair/Share: Engagement of Key Populations**



# Key Questions

- **Looking back:** In what ways have you or have you NOT approached or measured your transportation projects, plans, policies or outreach and engagement efforts through a **justice lens**?
- **Looking ahead:** In what ways will you approach or measure your efforts through **justice lens**?
- ***Please decide who will report back to the group***







Value  
Time

**BREAK (5 Minutes)**





Value  
Justice

# **Session 3 – Building Community Trust and Increasing Transparency**





# Building Trust in Communities



# BUILDING TRUST IN COMMUNITIES

There are four ways you can build trust:

1. **Contractual trust** refers, simply, to whether promises are kept, expectations are clear, and community members believe that they can depend on one another.
2. **Communication trust:** "Community members need to know they'll be told what they need to know when they need to know it."
3. **Competency trust** is built when people are knowledgeable and skilled in what they do.
4. **Caring trust** leads others to believe that no matter what might go wrong, you intend to act in their best interests rather than from a personal motive.





# BUILDING TRUST IN COMMUNITIES

Simple actions to building trust:

## 1. Contractual trust

- Publish updates about important projects in local newspapers, community portals or social media.

## 2. Communication trust

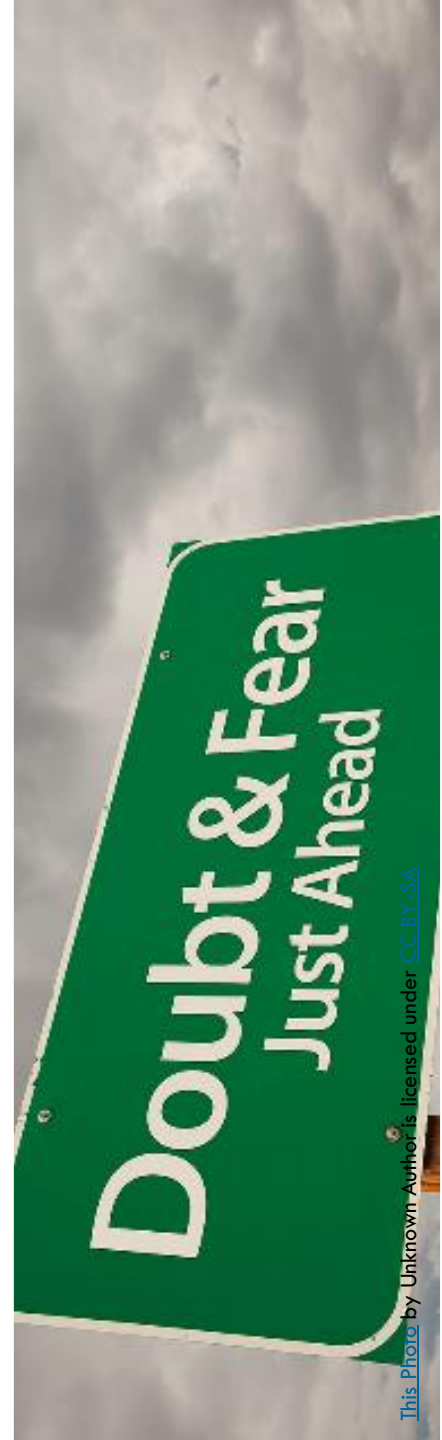
- Carry on respectful meetings even when an issue creates conflict.

## 3. Competency trust

- Get training and resources for leaders and volunteers.

## 4. Caring trust

- Create and maintain a welcome wagon.





# BUILDING TRUST IN COMMUNITIES

It takes time to build trust:

1. **Exhibit humility and vulnerability**
2. **Ask questions with genuine curiosity**
3. **Take time**
4. **Share information that helps newcomers be successful in your community**
5. **Gather input intentionally from all groups**

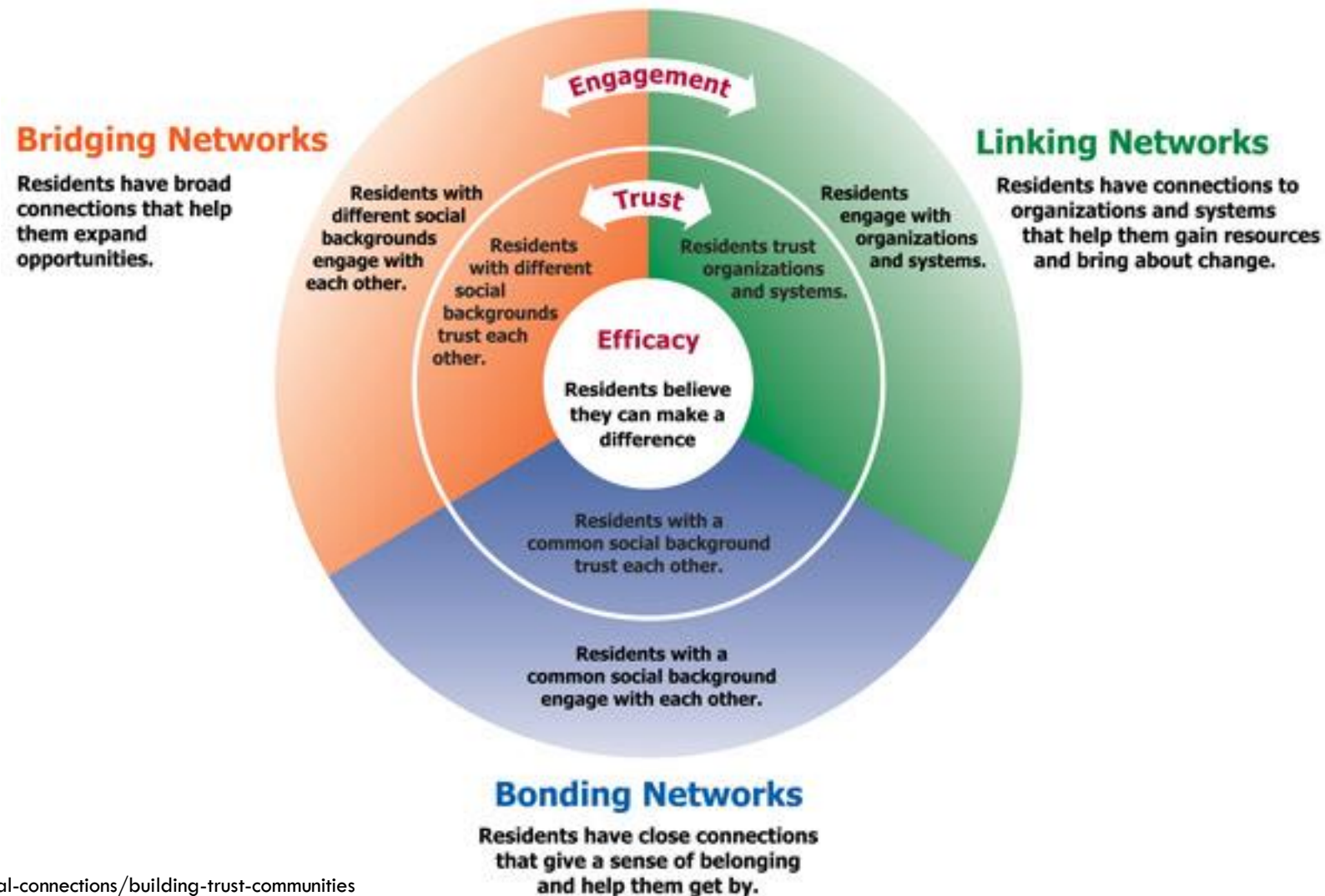
**"The only way to grow trust is to take the time needed to understand differences and find commonalities."**

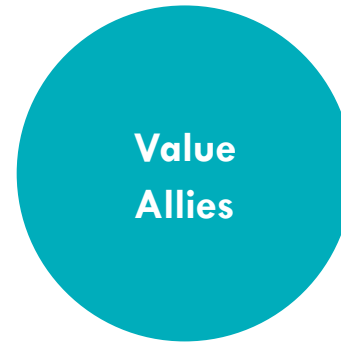




# BUILDING TRUST IN COMMUNITIES

## Why build trust?





# **Activity – Trusted Allies**



# Key Questions

- Which form of trust is hardest to maintain?
- Do you feel that your agency has the trust of the community as a whole? Minority communities? Low-income communities?





Value  
Justice

# **Session 4 – Prioritizing and Centering Equity and Inclusion in Active Transportation and Mobility Plan**





## #2. Centering Equity

- Racial Equity
- Modal Equity
- Procedural Equity
- Language Equity
- Gender Equity
- Spatial Equity
- “Common Sense”







# **ACTION #1 RACIAL EQUITY ACTION PLAN**

## **COMMIT TO EQUITY THROUGH THE ADOPTION OF A RACIAL EQUITY ACTION PLAN**





## **ACTION #2: INFRASTRUCTURE & MAINTENANCE**

**PRIORITIZE INVESTMENTS AND MAINTENANCE IN  
MINORITY AND LOW-INCOME COMMUNITIES**



## **ACTION #3: FULL & FAIR PARTICIPATION**

### **ENSURE THE FULL & FAIR PARTICIPATION OF RACIALIZED MINORITY GROUPS**





## **ACTION #4: LANGUAGE EQUITY AND ACCESS**

**FOSTER MORE EQUITABLE TREATMENT OF DIVERSE  
LANGUAGES IN THE PUBLIC SPHERE**



## **ACTION #5: ELDERLY & PERSONS W/ DISABILITIES**

**DOCUMENT AND INCREASE MOBILITY AND ACCESS  
FOR THE ELDERLY AND PERSONS WITH DISABILITIES**





**ACTION #6: WOMEN & FEMALE-HEADED HOUSEHOLDS**  
ENGAGE WITH THEM TO DEEPEN UNDERSTANDING OF  
BEHAVIOR AND USAGE DIFFERENCES



## **ACTION #7: FOREIGN-BORN POPULATIONS**

**ENGAGE WITH THEM TO DEEPEN UNDERSTANDING OF  
BEHAVIOR AND USAGE DIFFERENCES**





## **ACTION #8: GENTRIFICATION & DISPLACEMENT**

**EVALUATE AND MITIGATE THE UNINTENDED  
CONSEQUENCES OF IMPROVED MOBILITY AND ACCESS**

**“TREES** PLANTED IN MINORITY  
COMMUNITIES MATURE JUST IN  
TIME FOR **GENTRIFICATION** TO  
TAKE PLACE”





## **ACTION #9: RACIALIZED ZONING AND LAND USE**

ANALYZE THE IMPACT OF PAST AND CURRENT  
ZONING AND LAND USE DECISIONS



**ACTION #10: LAW ENFORCEMENT/OVER-POLICING**  
SAFEGUARD AGAINST DISCRIMINATORY  
ENFORCEMENT





# Activity – Hot Chat Box

# Key Questions

- What additional actions (i.e., policies, plans or programs) might you add to this list of recommendations?
- **Please type your answers in the chat.**





**End of Workshop**



**I am  
Because  
WE are**

# Thank you for attending!



[vampo@associationbuilders.com](mailto:vampo@associationbuilders.com)

Charles Brown  
[charlesbrown@equitablecities.com](mailto:charlesbrown@equitablecities.com)

AICP CM Event #: 9219840