



Speaking With *One* Voice
Civil Rights Virtual Symposium

Gaining the Competitive Edge

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U.S. Department of Transportation

**Office of the Secretary (OST)
Departmental Office of Civil Rights (DOCR)
Policy, Education, and Outreach Division (S-35)**

Public Involvement - Effectively Serving and Understanding all Communities

Introduction



Achieving Transportation Equity Through Meaningful Public Engagement



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**U.S. Department
of Transportation**

Transportation Equity

- Encompasses a *fair distribution* of the benefits and burdens of transportation investments
- Is supported by civil rights law (Title VI), executive agency guidance (Executive Order 12898), and related policies (e.g., FTA circulars)
- Its achievement remains elusive



How to achieve transportation equity?



Quantitative performance assessment

- Known shortcomings
- Results rarely reveal evidence of inequity

(Karner and Niemeier 2013; Karner and London 2014; Karner 2016)



Public engagement

- Emphasis on legal compliance
- More advanced methods rely on extraordinary conditions for success



How to realize meaningful engagement?

Ask the communities what they need.

“The MPO shall ... [seek] out and [consider] the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services.” *23 CFR §450.316(a)(1)(vii)*

each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing ... disproportionately high and adverse human health or environmental effects ... on minority populations and low-income populations. *Executive Order 12898 (1994)*



Case Studies

California SB 535 (distribute cap-and-trade revenue)

- Devote 25% of revenue to benefit disadvantaged communities
 - A benefit “meaningfully addresses a community need”
- seek out and consider the needs; identify and address impacts

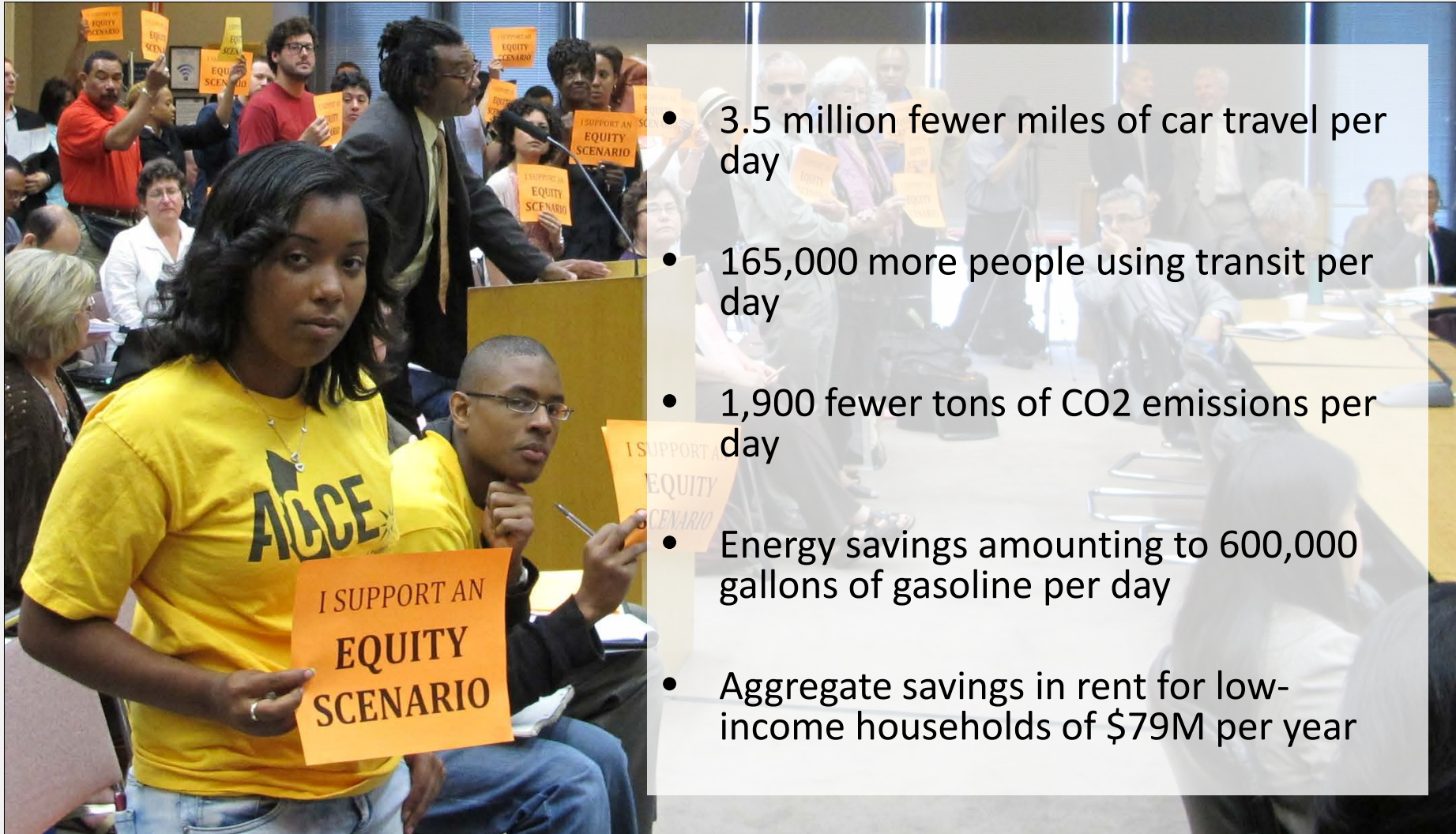
California SB 375 (reduce transport GHGs)

- Community-defined transportation and land use scenarios
 - Increase transit
 - Provide workforce housing
 - Guard against displacement

Seek out and consider the needs; identify and address impacts



Equity, Environment, and Jobs Scenario



- 3.5 million fewer miles of car travel per day
- 165,000 more people using transit per day
- 1,900 fewer tons of CO2 emissions per day
- Energy savings amounting to 600,000 gallons of gasoline per day
- Aggregate savings in rent for low-income households of \$79M per year



Lessons Learned

- Leading with equity can result in broader sustainability improvements
- Dedicated funding increases the salience of the process, drawing out potential participants
- A priori definitions of “equity” are not helpful



A NEW MODEL FOR TRANSPORTATION EQUITY



Step 1

Identify current priority unmet needs

- Traditional public involvement approaches can play a role in facilitating necessary conversations
- Authentic engagement likely to come from known community-based organizations that have trusted relationships with protected populations
- Such organizations must be resourced to participate effectively



Step 2

Allocate funding to meet Step 1's needs

- A fair share of funding dedicated to meet Step 1's needs can dramatically increase the salience of public engagement efforts
- Discretionary funding varies widely by agency—possibilities include:
 - CMAQ funds
 - Local option sales taxes
 - ...



Step 3

Tailor metrics and measure progress

- Quantitative or qualitative methods can be used
 - Not independent of, but follow from the community-led process
- Track progress over time to ensure that goals are met
- Such expertise is well within the purview of large and small planning agencies



Key Takeaways

- Existing approaches for achieving transportation equity do not work well
- Our model avoids many past pitfalls, providing dedicated funding to meet community needs
- Its application would be likely to result in investments and policies that advance equity goals while improving conditions more broadly



Additional Information

Acknowledgements

Richard Marcantonio
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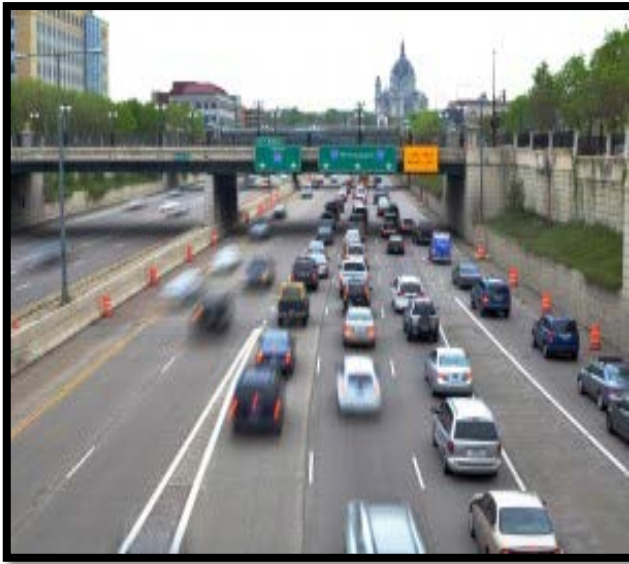
Links to Papers

- [Publication in Public Works Management & Policy](#)
- [Publication in Progressive Planning](#)



Additional Questions





Rethinking I-94

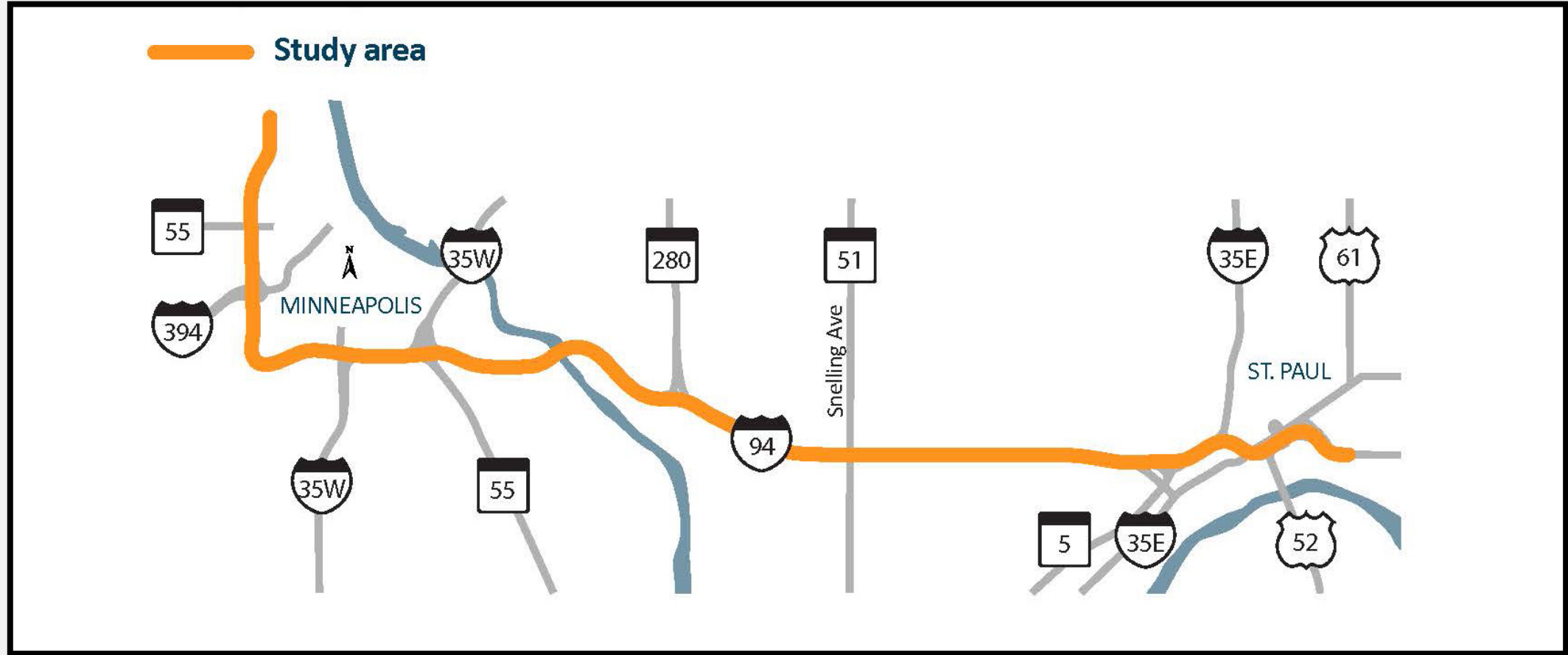
Gloria Jeff, AICP Project Director

Brenda Thomas, Engagement and Strategy Director

How Did We Get Here?



Overall Goals of the Program



I-94 Corridor

Rethinking Interstate 94

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TRANSPORTATION

1.75 million people live in Hennepin and Ramsey counties. Of these, 250,000 live within one mile of I-94 from Broadway Avenue to Highway 61. Along this corridor, there is a rich and diverse community.



32.6% of households live in poverty

150,000+ vehicles per day

80+ lane miles of pavement

2 tunnels 145 bridges

12% speak primarily an African language
5% speak primarily Spanish
2% speak primarily Hmong

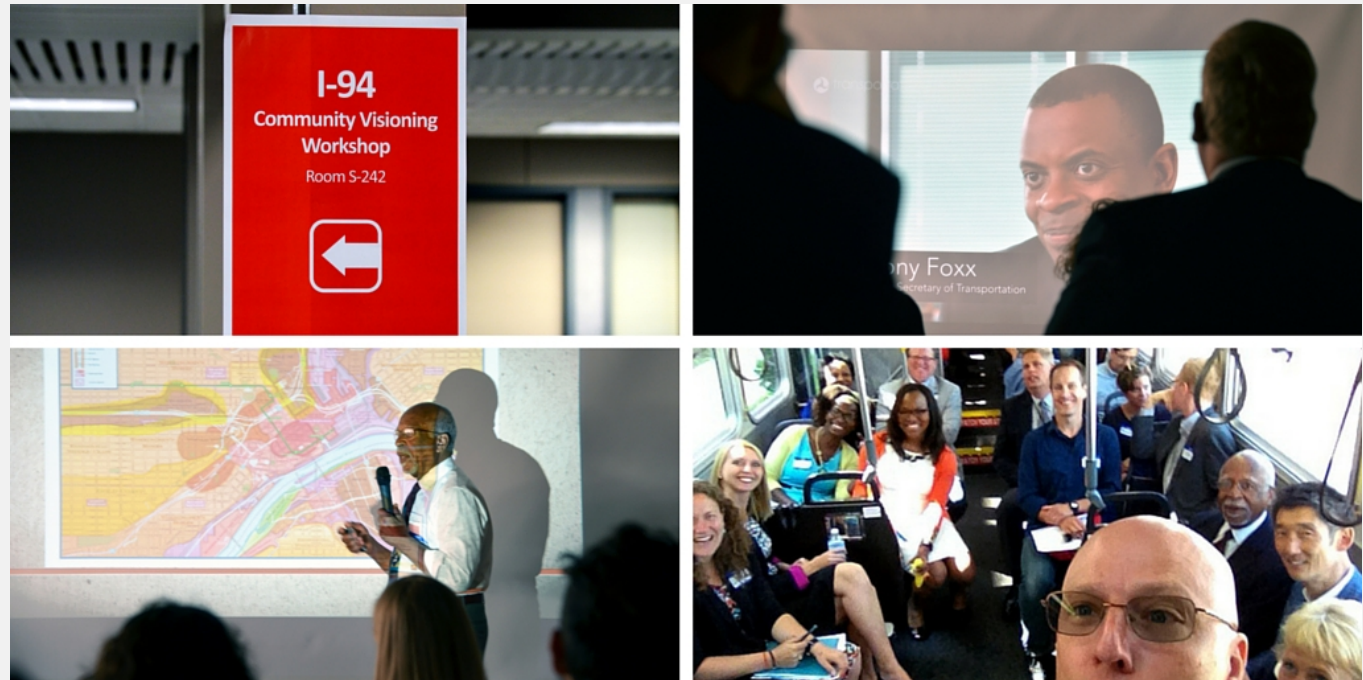
2 million+ transit riders use I-94 every year, without counting those using the Green line



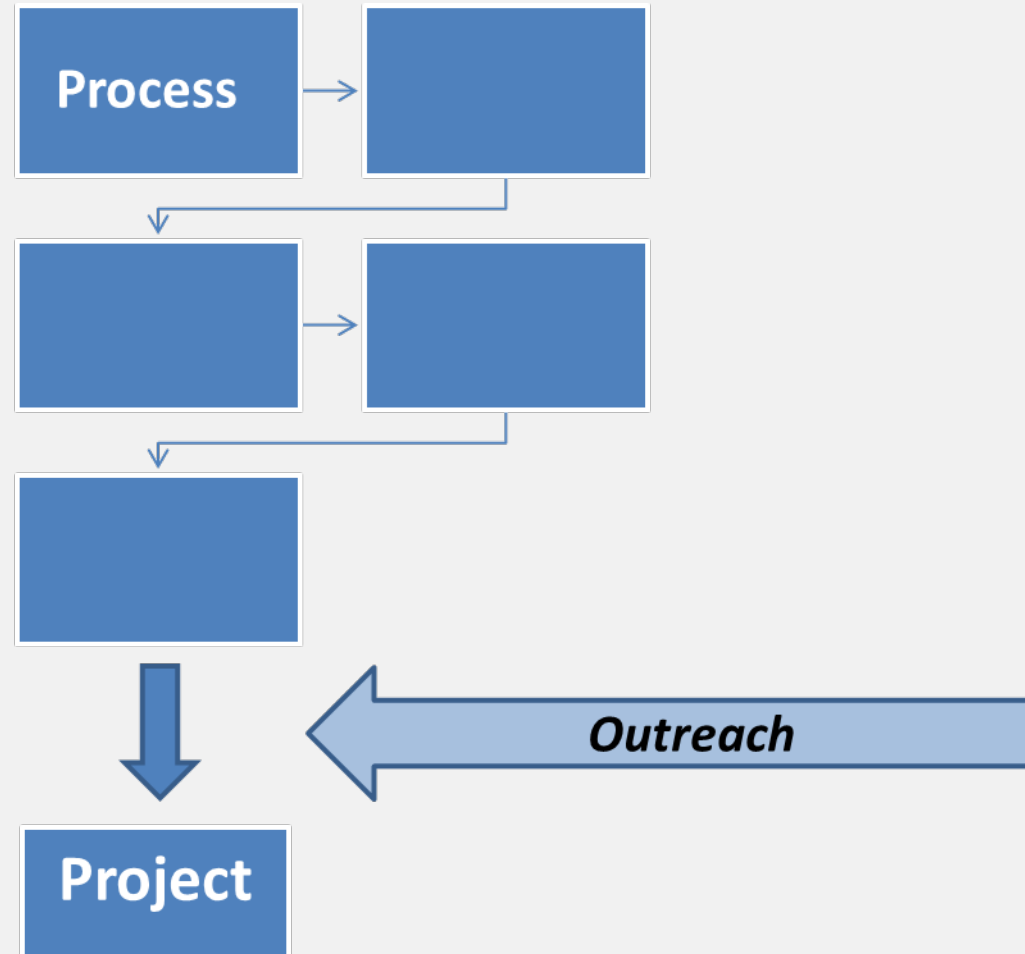
What is Different?

Design an engagement process that will:

- Engage **MORE** voices in transportation planning
- Focus on those **IMPACTED** by the project (communities in the corridor)
- Improve diversity and **INCLUSION** of underrepresented voices
- Engage the impacted **EARLIER** in the process
- Engage with purpose to **BUILD RESILIENT RELATIONSHIPS**

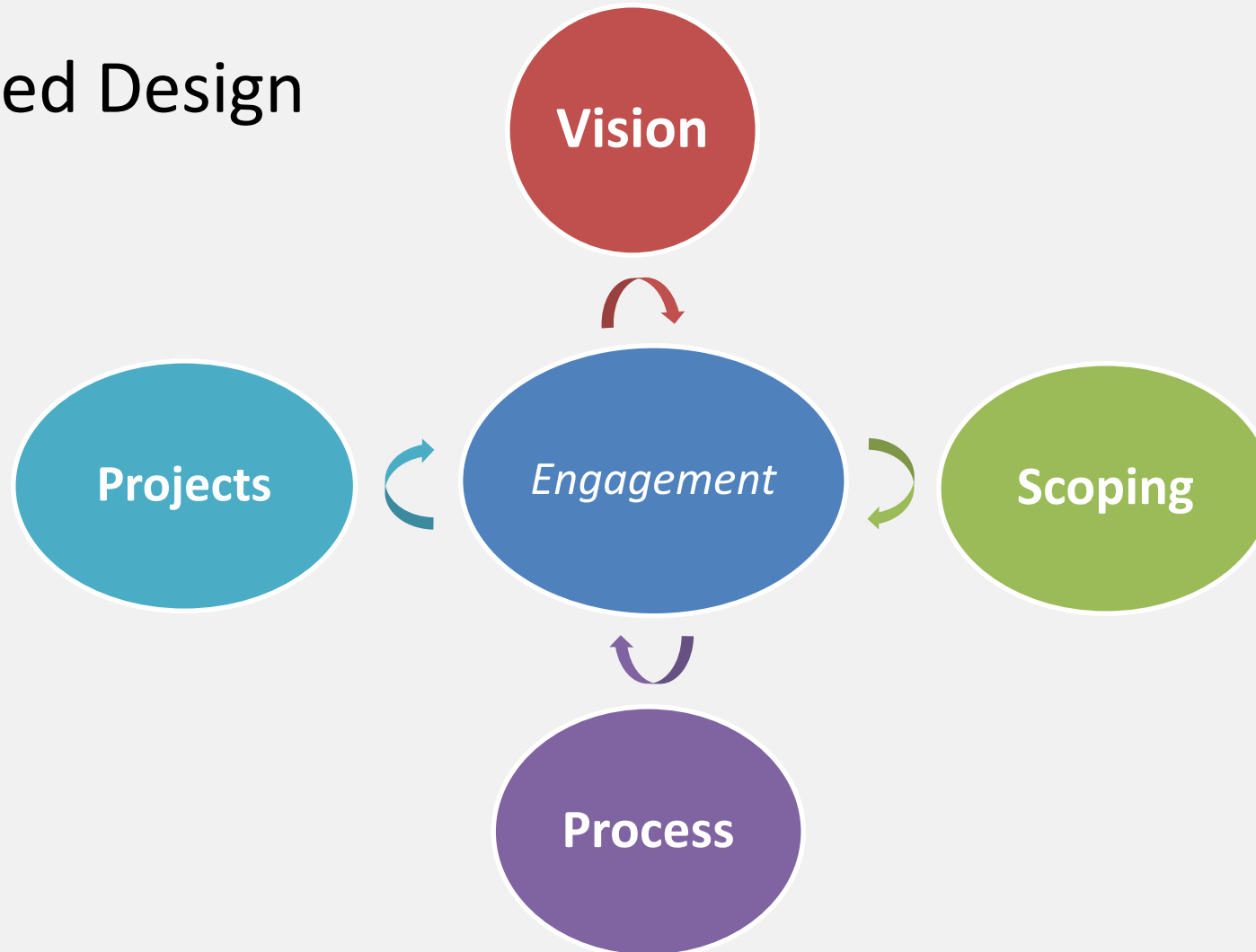


Historical Approach

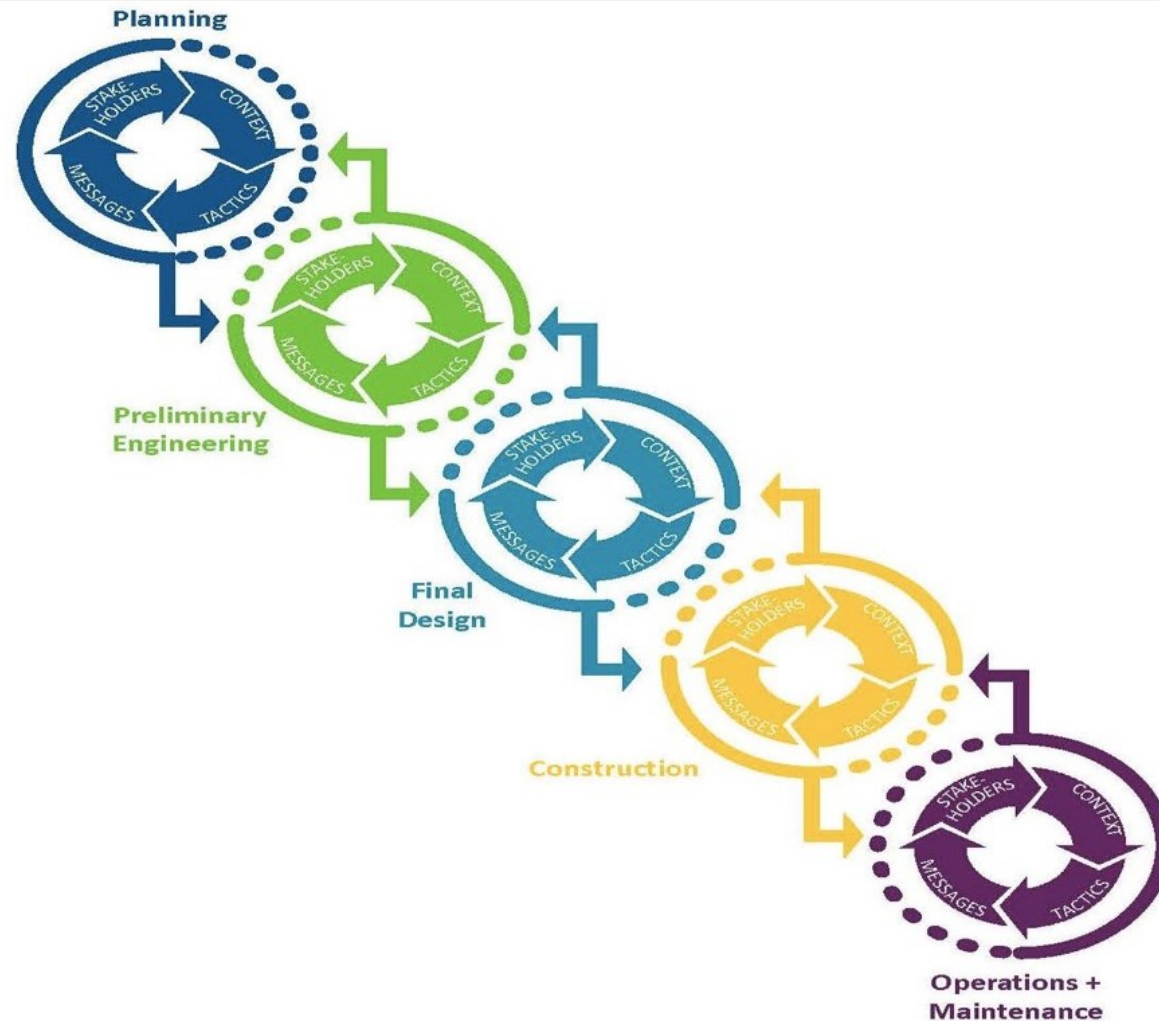


Rethinking I-94 Approach

Human Centered Design



Public Engagement Process



What We Did

- Baseline Survey: 2,200+ completed surveys
- Listening Sessions: 75+ people from over 50 organizations
- One-on-Ones: 150+ meetings
- Listening for “Values” Segmentation of Corridor: 800+ phone interviews and 1200+ online surveys
- 6 Visioning Workshops and 15 Community Events: 443 comments
- Online Engagement: Interactive Map (250+ comments) and email correspondence

Goals for underrepresented voices were met in ALL areas



What We Learned

Guiding Commitments

- Vision
- Co-Power
- Authenticity/Respect
- Transparency
- Inclusivity

Livability Framework

- Health & Environment
- Economics
- Sense of Place
- Safety
- Connections
- Equity
- Trust



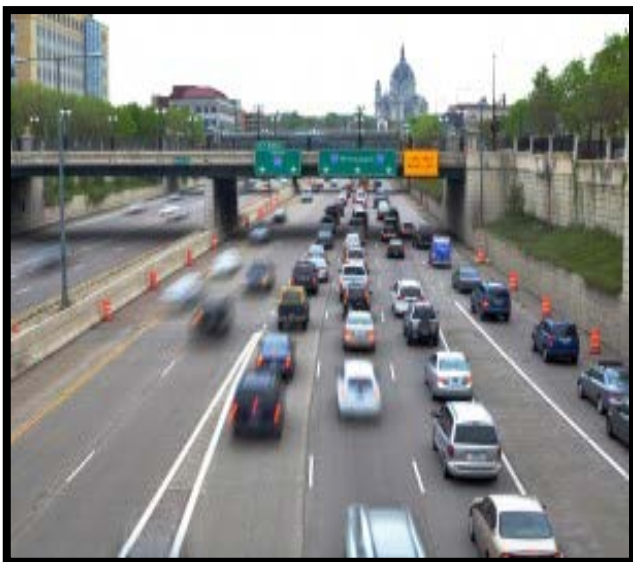
How will this allow us to do our work better

1. Engagement Planning Toolkit
2. Community Overviews and Culture Maps
3. Zone Profiles
 - Demographics
 - Quantitative and Qualitative Assessments
 - Organizations
 - Events
 - Stakeholders: Media, Neighborhoods, Elected Officials





QUESTIONS



Thank You

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Thank you very much!

Request additional information or pose questions to the following:

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