

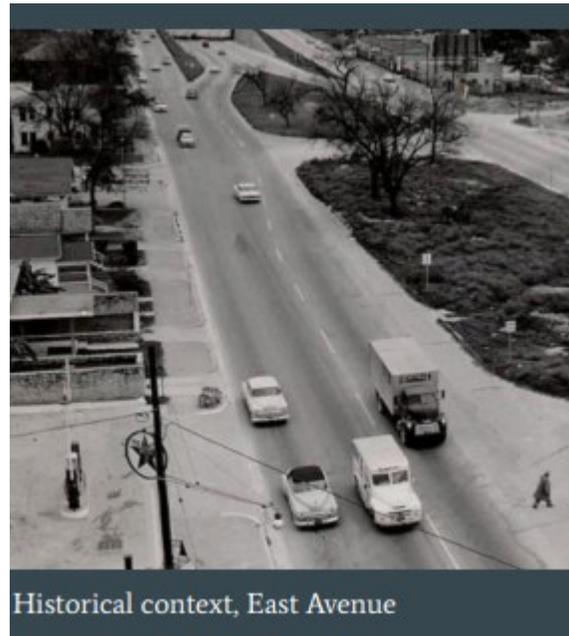


# Transportation Equity and Engagement

Joint Meeting of the Bicycle and Pedestrian Advisory Committees | March 16, 2021

# Topics We'll Cover

## Austin's Mobility History



## ATD Equity Action Plan

Welcome to... **The Equity Action Team!**

This is the one-stop shop for all EAT members and those interested in joining the team. The EAT is here to guide our program members. We are comprised of community members and City staff.

**On This Page, you'll find:**  
 - the mission and vision of the Equity Office  
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 - the mission and vision of the Equity Office

Equity Office Web... Equity Office Face... Join the EAT!

### What is equity, the Equity Office, and the Equity Action Team?

**What is equity?**  
 Equity is often used interchangeably with equality, though they are not the same. Equality means treating everyone the same, regardless of circumstances. Equity means giving people what they need to get on an even playing field, so everyone can succeed.

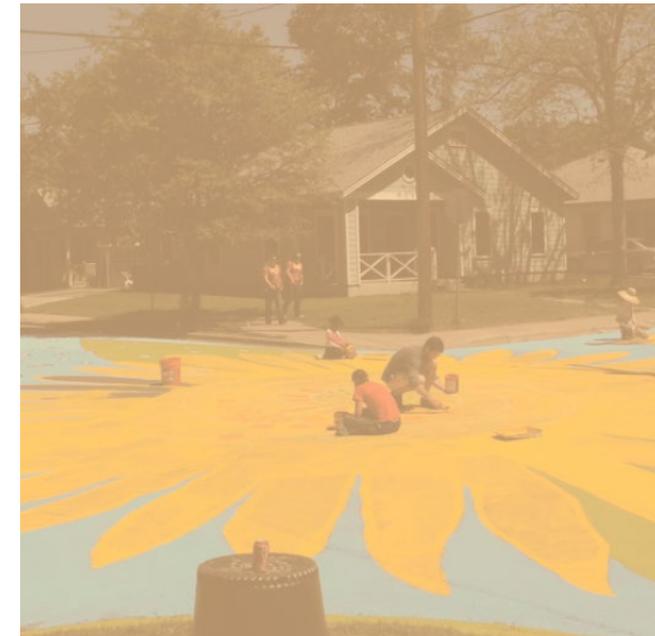
**What is the Equity Office?**  
 The Equity Office was created in the budget process of 2018. A community organizing coalition, Commission on Civic United Action, identified equity as the "Most Economically Disadvantaged" city in the nation, in addition to economic inequality and disparities in income between Austin's communities of color.

**What is the Equity Action Team?**  
 The Equity Action Team grew out of the organizing coalition and the Commission. Chief Equity Officer Brian Gable wanted to ensure he was centering the talent of the community in the work of the Office.

**Other Links**

- Equity Office Web...
- Equity Office Face...
- Join the EAT!

## ASMP Policy Framework





# ATD's FY19 Equity Action Plan

## Action Items

Action Item	Description	Status
Equity SPOC	Establish an Equity Single Point of Contact	Complete
ASMP Edits	Establish <b>Public Interaction</b> and <b>Equity</b> policies through the Austin Strategic Mobility Plan (ASMP) to guide transportation activities and decision-making	Complete
Engagement Plan	Establish a <b>Public Engagement and Equity Plan and Program</b> to create and maintain high-quality, consistent relationships between Austin community members and the Austin Transportation Department to improve community-informed transportation decisions. Create <b>outreach standards</b> to proactively engage with all parts of the community. Create <b>program objectives to measure success</b> of the program, including measuring the accessibility of information (e.g., languages and for the blind and visually impaired), the diversity of events and event locations, and the activities to reach historically underrepresented populations.	In Progress
ASMP Edits 2	Establish objectives in the Austin Strategic Mobility Plan (ASMP) to <b>increase accessibility of information</b> . For example, establish an objective that all departmental and project material will be available in English and Spanish by 2023.	Complete



# Institutional Change

- ATD has dedicated resources to achieve our Equity goals
- Designated an Executive sponsor
- Hiring an Equity Lead for the Department
- Formation of ATD Equity Group and dedicated staff time
- Trainings led by Equity Office and in the process of hiring Joyce James to lead in depth trainings on systemic and institutional racism.

# ATD Equity Progress

- Formation of ATD Equity group in an equitable manner
- In process:
  - Governance
  - Trainings & Framework
  - Subcommittees

# ASMP Equity & Engagement

## Policy Framework

### Policy Summary

#### Equity

- Policy 1** Acknowledge and learn from the negative effects of past transportation and land use decisions
- Policy 2** Amplify the voices of historically underserved and underrepresented populations
- Policy 3** Partner with the public and private sectors to expand and improve mobility solutions for historically underserved communities
- Policy 4** Take steps to mitigate unintended consequences when they occur
- Policy 5** Prioritize serving the most vulnerable populations in Austin by supporting broader efforts to provide social services

#### Affordability

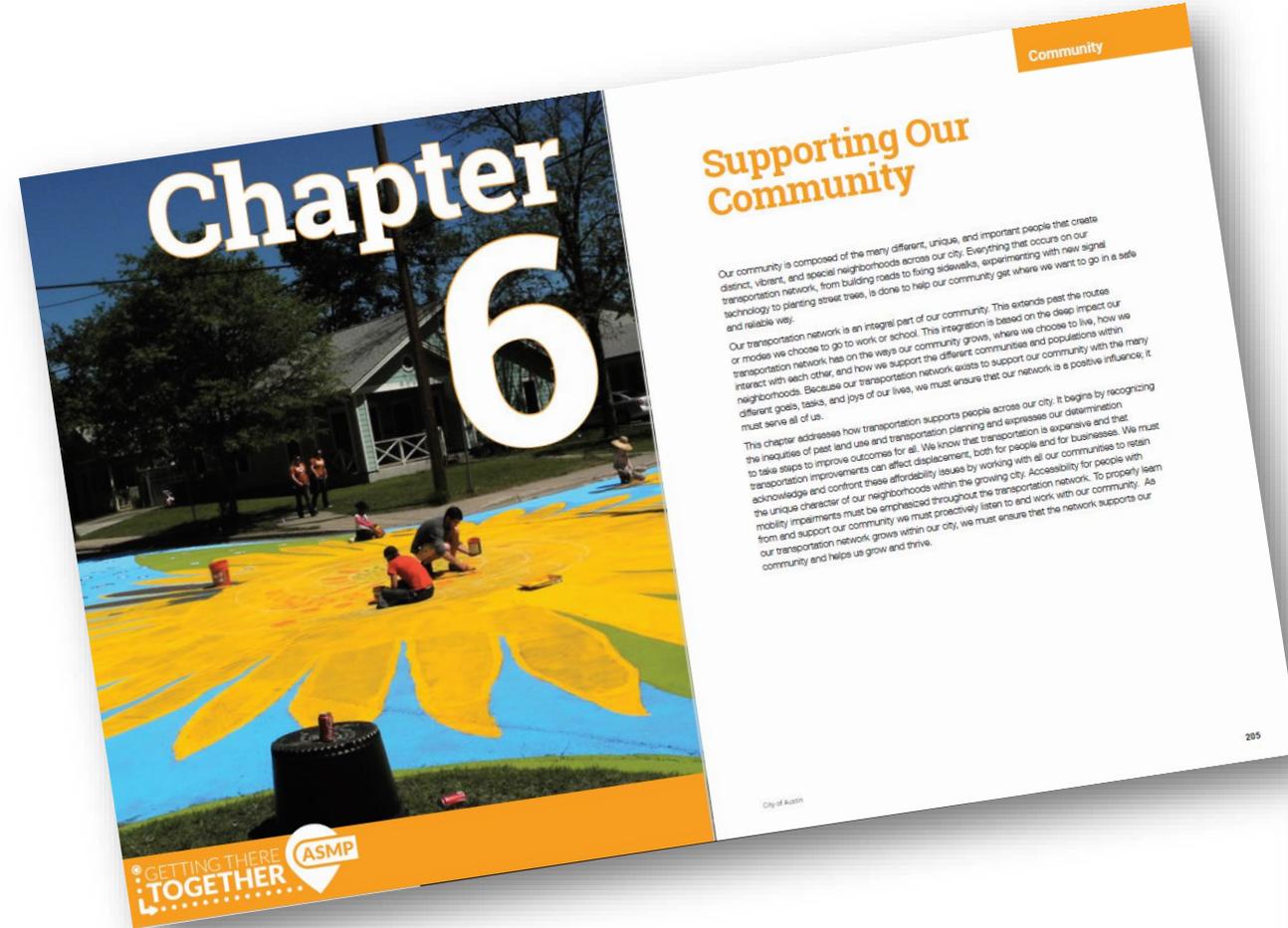
- Policy 1** Proactively assess displacement impacts of transportation projects
- Policy 2** Work with communities to mitigate displacement impacts of transportation projects
- Policy 3** Reduce transportation costs as a component of household affordability

#### Accessibility

- Policy 1** Ensure that people of all functional abilities have equitable access to the transportation network and mobility services
- Policy 2** Advance public transportation and other mobility services for people with mobility impairments
- Policy 3** Ensure sidewalks are safe and accessible for people with mobility impairments
- Policy 4** Make all detours safe, accessible, and known to people of all functional abilities
- Policy 5** Enforce accessible parking regulations

#### Public Interaction

- Policy 1** Provide high-quality customer service, responsiveness, and transparency
- Policy 2** Engage community members in transportation decisions
- Policy 3** Make public engagement convenient, accessible, and meaningful
- Policy 4** Evaluate interactions with the community
- Policy 5** Proactively maintain community relationships
- Policy 6** Create shared experiences for the public to engage with mobility options





# ASMP Equity & Engagement

## Types of Transportation Equity

Geographic Equity	Modal Equity
<p>Funding and treatment of <u>different areas</u> of the city is equitable based on <u>needs</u></p>	<p>Funding and treatment of <u>different modes</u> of transportation is equitable based on <u>community goals and needs</u></p>
Travel Choice Equity	Social Equity
<p>Users are provided <u>meaningful choices</u> that enable <u>access to destinations and opportunities</u></p>	<p>Acknowledging and acting to <u>right historical wrongs and inequities</u> caused by transportation-related decisions</p>

# ASMP Equity & Engagement

## Indicators & Action Items

### Indicators



**Increase the mobility funding allocated to areas that are historically underserved**



**Increase the percent of transportation projects and programs that use the Equity Assessment Tool**



**Increase the percent of City employees receiving mobility equity training**



**Increase the number and share of people participating in transportation workforce training programs**

### Equity

Action Item	Description
<b>199</b> Historic investment patterns analysis	Evaluate historic resource investment and disinvestment, considering location and populations benefited/burdened, to better understand future needs through an equity lens.
<b>200</b> Equity analysis zones	Identify a framework to designate geographic zones that will be used in analyzing the equity of programming, project implementation, and engagement efforts related to transportation. The criteria should consider race, income, car-ownership, educational attainment, housing tenure, transit availability, language spoken at home, age, disability status, and other factors to help focus efforts on historically underrepresented and underserved communities.
<b>201</b> Austin history of mobility equity resources	Collaborate with community members to document past inequities, struggles, and triumphs related to transportation and mobility, especially including moments that affected communities of color, low-income communities, and people with disabilities.
<b>202</b> Institutional racism memo	Produce a memo from the City Manager acknowledging racist and inequitable transportation policies of the past (and present) and calling for all City officials and employees to join in a commitment to educate themselves and to begin immediately to do their part to deliver meaningful change.
<b>203</b> Single equity point of contact for Mobility Outcome	Establish a single point of contact within the Mobility Outcome to identify equity priorities and evaluate the effectiveness of community engagement efforts. Participating departments should maintain consistent communication with the single point of contact and be two-way conduits for information.
<b>204</b> Equity Assessment Tool in transportation projects	Update or expand the Equity Assessment Tool to better address infrastructure projects, including addressing capital renewal needs, criticality, and risk and incorporate the tool into transportation planning and projects.
<b>205</b> Mobility equity training for City employees	Develop mobility equity training for City of Austin employees. Require all mobility outcome department employees complete the training.
<b>206</b> Workforce inclusion goals	Embed local workforce inclusion goals into the scopes of transportation projects, with an emphasis on historically underserved and underrepresented communities.
<b>207</b> Transportation workforce training programs	Create transportation workforce training programs and internships, particularly for historically underserved and underrepresented communities.

# ASMP Equity & Engagement

## Indicators & Action Items

### Indicators



**Increase the amount of mobility project materials and other City transportation information available in the City's target languages**



**Increase the amount and diversity (digital, analog, and in-person) of mobility-related public engagement activities**



**Increase the demographic and geographic representativeness of mobility public engagement processes**



**Increase the satisfaction of participants with the outcomes of mobility engagement**



**Increase the number and percentage of people reached through mobility education campaigns**



**Improve the response time for mobility-related customer service requests**



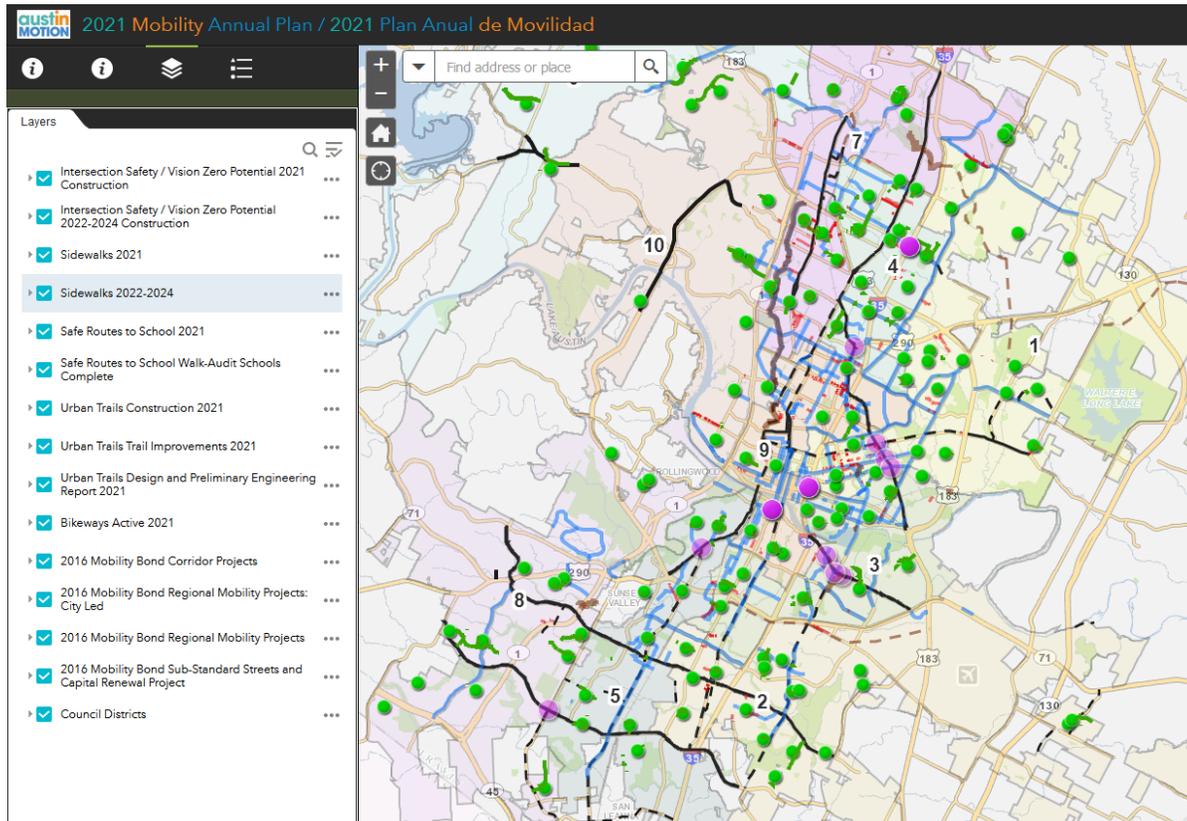
**Increase the amount of mobility project materials and other City transportation information available at or below an 8th-grade reading level**

### Public Interaction

Action Item	Description
<b>228</b> Online plan and performance	Create an online platform containing the Austin Strategic Mobility Plan, including adopted policy, action items, objectives, and multimodal street network table. Include performance measurements towards objectives and interactive maps.
<b>229</b> Community organization partnership guidelines	Establish guidelines for how the City of Austin works with community organizations in mutually beneficial partnerships.
<b>230</b> Improved 3-1-1 response	Audit and analyze 3-1-1 calls related to transportation issues, considering calls per capita in certain areas of Austin. Coordinate to improve service response time and outcomes for community members.
<b>231</b> Public Engagement Program	Create a Public Engagement Program to guide the Austin Transportation Department and consult with other mobility departments in proactively creating and maintaining high-quality, consistent relationships with community members and improve community-informed transportation decisions.
<b>232</b> Reading level standards	Determine and set standards for the reading level of written materials and other communication policies that increase understanding. Update printed and digital materials to match these standards.
<b>233</b> Common Spanish-language vocabulary list	Work with Spanish-speaking community members and staff to identify a standard Spanish translation for common mobility-related words and phrases to increase consistency and comprehension of translated materials.
<b>234</b> Community ambassadors	Implement community ambassadors to ensure culturally relevant and language-appropriate mobility programming combined with local neighborhood knowledge.
<b>235</b> Infrastructure encouragement and activation	Celebrate and activate new multimodal infrastructure through celebrations, events, and trainings through partnership with schools, institutions, businesses, and community groups.
<b>236</b> Public initiatives focused on exploring transportation options	Promote and market educational campaigns like Mobility Month, Bike to Work Day, Dump the Pump Day, ATX Detour Day, Ozone Action Days, and others.
<b>237</b> Pedestrian right-of-way public education	Educate the public on their role in keeping sidewalks clear and functional including vegetation removal, motor vehicle and dockless vehicle parking, and trash cart placement.

# Active Mobility and Safety Infrastructure

## DEVELOPING EQUITY FRAMEWORKS FOR PRIORITIZATION

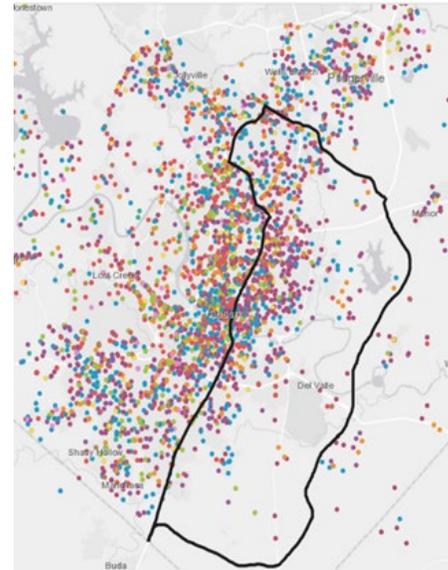


### Equity in Vision Zero Initial findings



# Ford City:One Challenge:

- Launched in June of 2019
- Focused on Racial Equity and increasing access to healthy living in Austin's Eastern Crescent
- Good Apple and Tappy Guide were chosen winners in January 2020
- Stay Home, Stay Healthy program created with Good Apple in March of 2020.
- Delivered over 800,000 pounds of food to more than 3,500 families.
- Focused on communities at the highest risk of adverse outcomes related to COVID-19.





## Artbox Program

Placemaking is an integrated, urban design approach to the planning, design and management of public spaces.

Placekeeping is defined as safeguarding and strengthening the qualities that define the culture of a community.



- Bcycle for All
- Equitable use of City pass bank
- Interlocal Agreement (ILA)



# QUESTIONS & DISCUSSION

