

Aspects of Equity

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May 18, 2016



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Today's presenters

Ebony Adedayo, Alliance for Metropolitan Stability

Ed Ewing, the Major Taylor Project

Anita Hairston, PolicyLink



Today's webinar presenters

Ebony Adedayo was born in Milwaukee, WI. She moved to the Twin Cities in 2001 to attend college, and earned a B.A. in Pastoral Studies (Cross Cultural minor) from North Central University in 2006, and a Master of Global and Contextual Studies from Bethel Seminary in 2010. Since graduating, Ebony has worked at the intersections of faith and social justice, efforts that have led her to rewarding roles in both her church and professional experience. She is currently the communications and capacity building coordinator at the Alliance for Metropolitan Stability, a coalition of 34 organizations advancing racial, economic, and environmental justice in the Twin Cities region. The Alliance works to ensure that our regional investments in housing, transit and economic development benefit everyone – especially low-wealth people and people of color, who are often left behind when resources are allocated.



Today's webinar presenters

Ed Ewing developed a love for cycling through family bike trips and riding to work with his father. Ed completed his first bike race in 1984 and has been hooked ever since. After graduating from the College of St. Thomas in 1988, he moved to Seattle to start a 20-year sales and marketing career with Honeywell, Steelcase, and Haworth.

In 2008, Ed discovered the great advocacy work of the Cascade Bicycle Club and accepted the opportunity to direct the Major Taylor Project. The Major Taylor Project is a perfect representation of Ed's purpose and passion for cycling: "Everyone, regardless of race, gender, age, ability, or money, should be able to enjoy a bike. The 'bike' has literally transformed my life."



Today's webinar presenters

Anita Hairston, Associate Director, is based in Washington, DC, and works on transportation policy. She advances PolicyLink priorities that relate to promoting equitable and fair infrastructure investments, with a particular focus on surface transportation. Prior to joining PolicyLink, Anita spent six years with the Washington, DC Office of Planning, where she served first as a community planner, working on neighborhood and citywide plans, and ultimately as the chief of staff, providing leadership for the agency's media activities, legislative initiatives, and several of its major projects. She has also worked as a planning consultant on several projects, including a regional smart growth plan for the San Francisco Bay Area. Anita holds a master's degree in City and Regional Planning from the University of California, Berkeley, and is a member of the American Institute of Certified Planners.





Aspects of Equity Webinar

May 18, 2016

Association of Pedestrian and Bicycle
Professionals

Presenter: Anita Hairston, PolicyLink

PolicyLink



Transportation: a long-time racial and economic justice issue



Transportation: a long-time racial and economic justice issue



Negro Woman In Segregation Case Fined

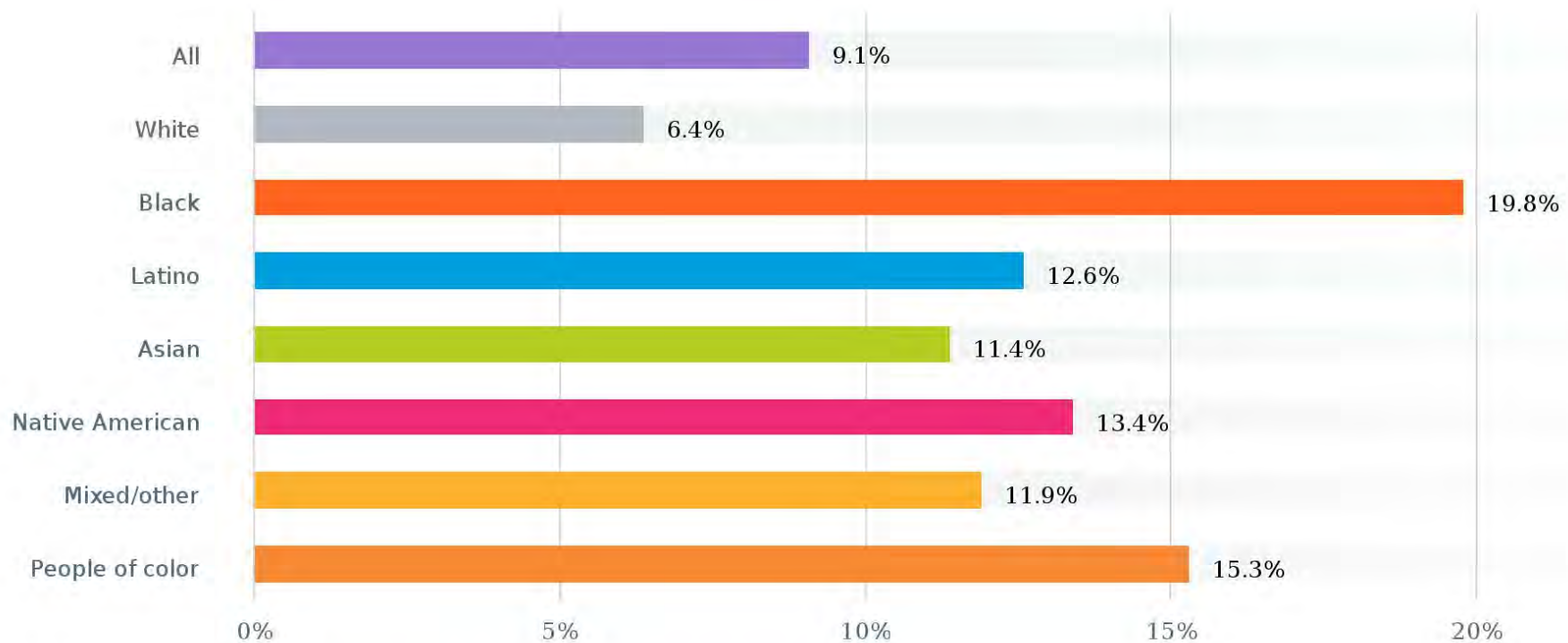
By Associated Press.

MONTGOMERY, Ala., Dec. 5.—A Negro woman was fined \$10 and costs in Police Court today for violating a city ordinance requiring racial segregation on city busses.

Rosa Parks, seamstress at a downtown store, immediately served notice of appeal to Circuit Court. Her \$100 bond was signed by her Negro attorney, Fred Gray, and a former state

Access to transportation varies by race

➤ % of Percent of households without a vehicle: United States, 2012



IPUMS

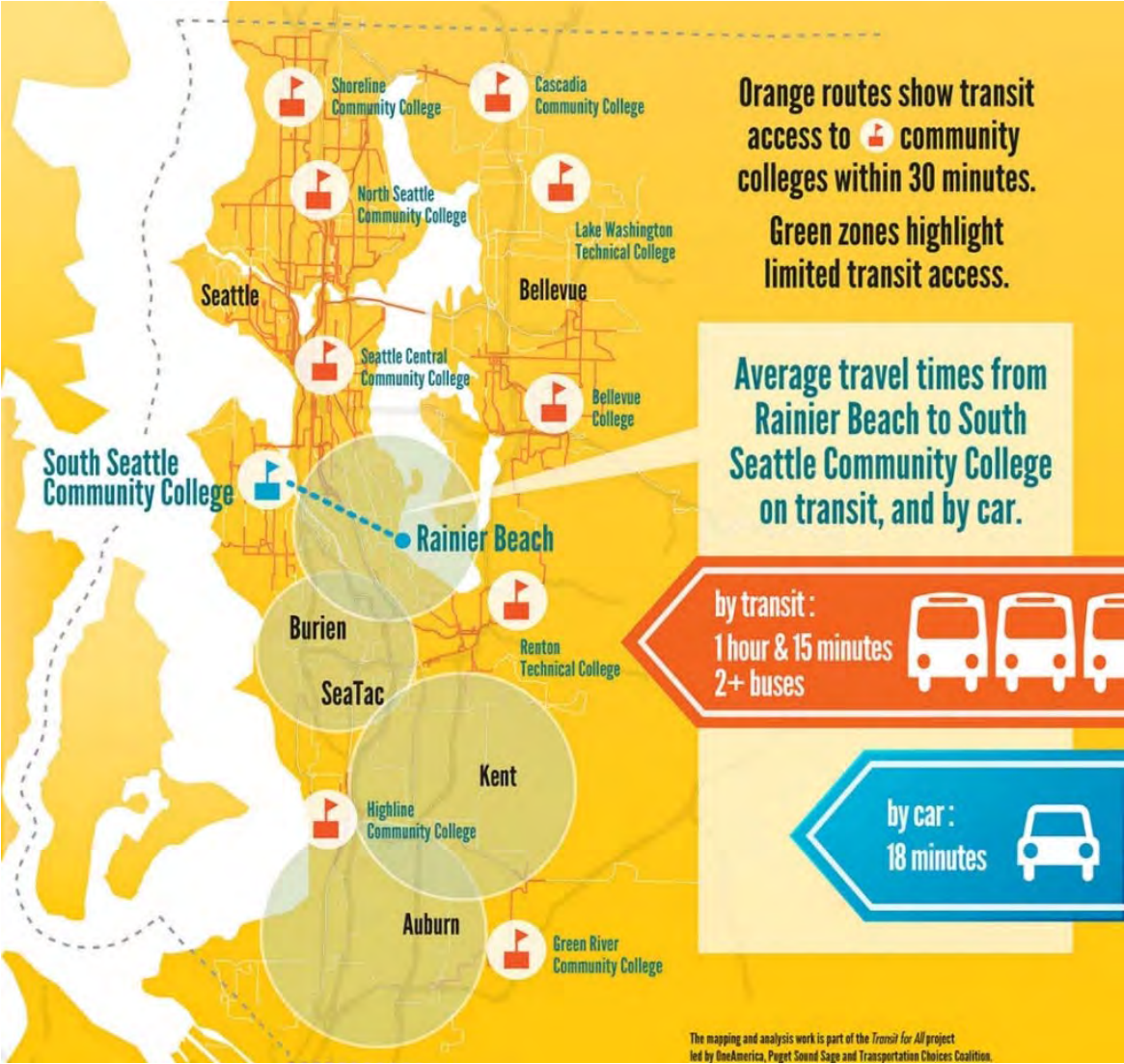
PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

A picture of transportation inequity

- Pedestrian fatality rates for African Americans and **60% higher** than for non-Hispanic whites, and 43% higher for Hispanics than whites.
- Nearly **1 in 5** Americans rely on accessible transportation infrastructure (i.e. curb ramps, wheelchair-accessible transit, etc.) for daily travel.
- Racial minorities are **4** times more likely than Whites to rely on public transportation for their work commute.
- Households in the bottom 90% income bracket spend **2 times** the amount on transportation that households in the top 10% income bracket spend each year.



Where you live determines your access to opportunity...



Equity Manifesto



Transportation Equity Caucus

principles



1. Create affordable transportation options for all people
2. Ensure fair access to quality jobs, workforce development, and contracting opportunities in the transportation industry
3. Promote healthy, safe, and inclusive communities
4. Invest equitably and focus on results

Equity In Action: Active Transportation

- Bicycle Sharing
- Vision Zero
- Active Transportation Master Planning
- Funding Strategies





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Inclusive Community Engagement in Bike/Ped Planning

**Ebony Adedayo,
Alliance for
Metropolitan Stability
Communications and
Capacity Building
Manager**



Objectives



Illustrate the importance of involving communities of color in planning around bike/ped infrastructure

Lift up the value of cross sector partnerships, communicate the effectiveness of development when it leads with an equity lens

Demonstrate how equitable development starts with an inclusive and authentic engagement process

Overview



- History of Project
- Partnership with the city and the Alliance
- Models of engagement
- Successes
- Challenges
- Q & A

History of Project



In 2009, residents began to imagine what it would be like to convert low-traffic streets in North Minneapolis to a Greenway.

Greenway Types

Bike Boulevard Greenway

A bike boulevard greenway is a lower-volume, lower-speed street that has been designated as a bike route on a quiet street and is marked with large bicycle symbols with the text "BLVD". Select street intersections feature traffic calming measures to encourage lower traffic speeds.



Half & Half Greenway

A Half and Half greenway introduces a diagonal diversion into the intersections. On-street parking is clustered to one side for North-South streets. The off-street bikeway traverses the intersection.



Full "Linear Park" Greenway

Amenity options include recreation and community elements (basketball court, community garden/orchard, playground), infrastructure elements (trail rest stops, benches, bicycle racks), and stormwater and habitat elements (rain gardens, enhanced landscaping).



History of Project (Contd)

- Residents, in partnership with Transit for Livable Communities initially and with the city, did some engagement around the project with the community.
- There was interest in the project but the people participating in this unique engagement process were not very diverse or representative of the community



Partnership with the City of Mpls and the Alliance



- The city approached AMS about scaling up the engagement activities to ensure that residents of color, immigrants, people with disabilities, elderly, and other underrepresented groups were able to participate
- Importance:
 - Ensured that nothing would happen without the support of the community
 - Would be a departure from the years of under-engagement on city projects
 - Would ensure that an amenity positioned to help the community would actually benefit the community

Models of Engagement

- Northside Greenway Council
- Micro-granting
- Community Connectors



Successes

- 2014 and 2015 survey results
- More ideas brought to the project than simply building a greenway. Project plans are beginning to reflect the community's vision.



Lessons Learned

Difference between community engagement and organizing

Decentralized community leadership and decision making is important

If you want communities to do this work, put resources on the table.

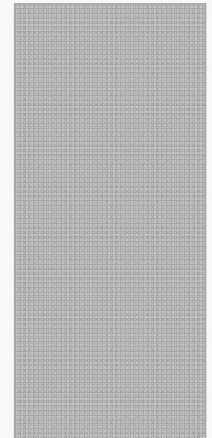


Questions & Answers



CASCADE BICYCLE CLUB

- LARGEST STATEWIDE BICYCLE ORG
 - 17,000 MEMBERS
 - 40 STAFF MEMBERS
 - ADVOCACY, EVENTS, EDUCATION,
DEVELOPMENT, MARKETING & COMMUNICATIONS
- SEATTLE, WA
40+ YEARS

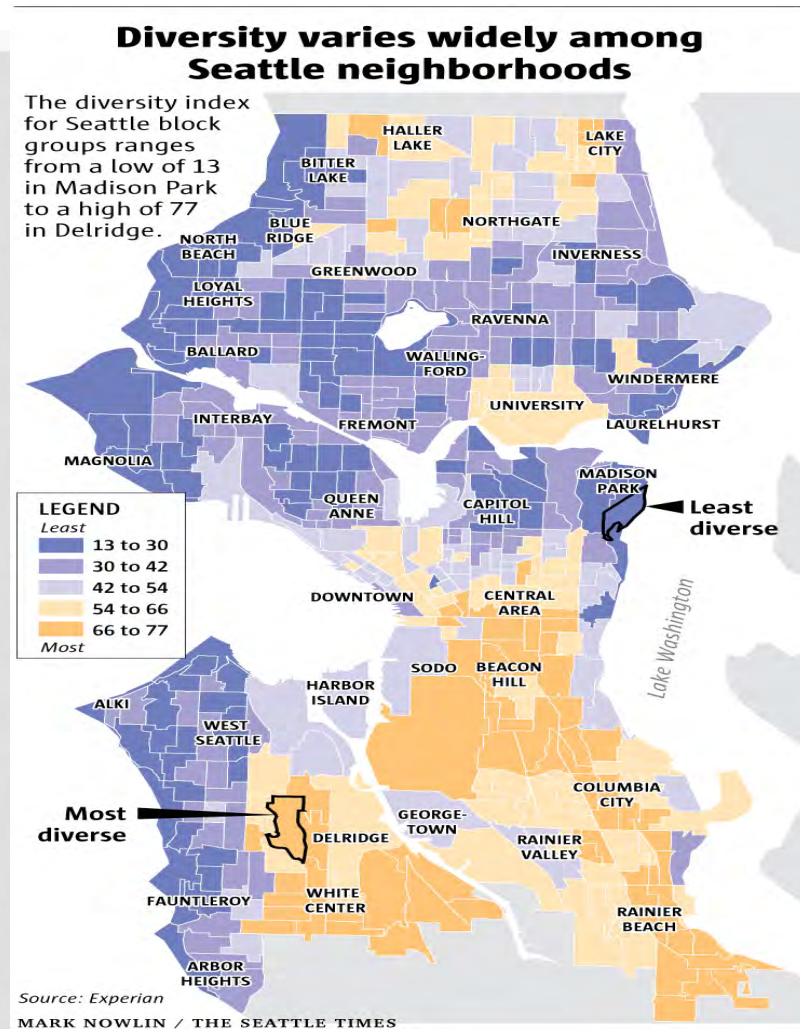


SEATTLE, WASHINGTON

- White 422,870; 69%
- Asian 84,215; 13%
- Black or African American 48,316; 7%
- Hispanic or Latino 40,329; 6%
- Two or More Races 31,247; 5%
- Some Other Race 14,852; 2%
- American Indian 4,809 Below; 1%
- Three or more races 3,438 Below; 1%
- Native Hawaiian Pacific Islander 2,351 Below; 1%
- Alaska Native tribes 687 Below; 1%
- Native Hawaiian 368 Below; 1%

DIVERSITY

Central District
Rainier Valley
White Center
Burien
Seatac
Tukwila
Tacoma



MAJOR TAYLOR PROJECT

Marshall "Major" Taylor was the first African American athlete to achieve the level of world champion.

2008

14 Schools

High Diversity

Free/Reduced

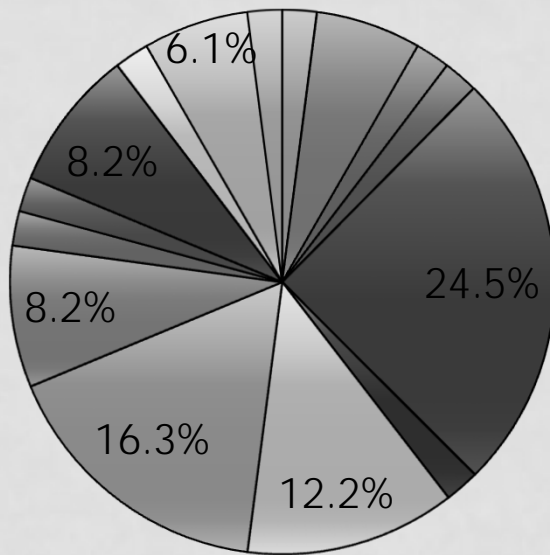


THE MAJOR TAYLOR PROJECT

- The Major Taylor Project(MTP) is a year-round, youth development cycling program produced by Cascade Bicycle Club, integrating bicycling, healthy living, bicycle maintenance, road safety awareness and the importance of working toward individual goals.
- MTP is focused on introducing youth from diverse communities to recreational cycling and creating an inclusive culture of bicycling.
- Programming focuses on safe bicycling knowledge and behavior, road safety, and goal setting. MTP also offers a Winter Build-A-Bike curriculum, a Spring/Fall riding curriculum, and the 206 mile Group Health Seattle to Portland ride. Students participate in group rides with ride leaders each week, exploring their neighborhoods and surrounding Seattle areas.
- Curriculum; STEM, Multi-modal transportation, Nutrition, Equity, Exploration.

PARTICIPANT DEMOGRAPHICS

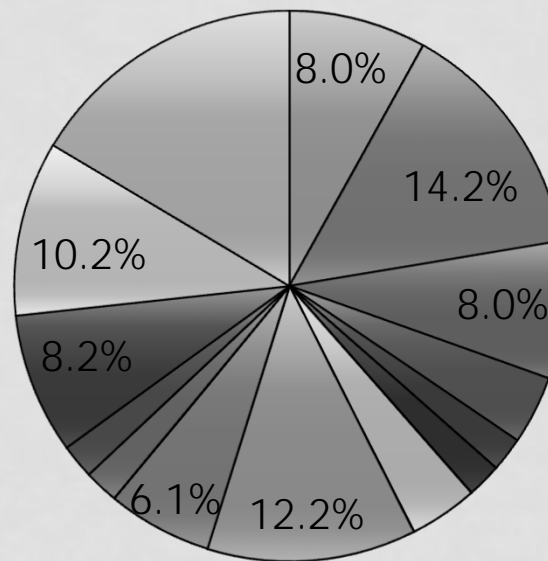
The Major Taylor Project (MTP) serves a diverse middle and high school student population.



Language(s) spoken at home

- Alcio
- Amharic & English
- Arabic & Farsi
- Cham, English & Vietnamese
- English
- Nepali, English
- Somali
- Spanish
- Spanish & English
- Swahili
- Tagolog & English
- Vietnamese
- Vietnamese & Chinese

Race/Ethnicity



- African American/Black/Black
- African/Black American
- Asian/Asian-American
- Asian (Vietnamese)/Vietnamese
- Hispanic
- Indian (Asian)
- Iraqi
- Latino/Latina & White
- Mexican
- Mexican American
- Muslim
- Pacific Islander
- Somali
- White

THE MAJOR TAYLOR PROJECT



THE MAJOR TAYLOR PROJECT



THE MAJOR TAYLOR PROJECT



THE MAJOR TAYLOR PROJECT

14 Major Taylor Project Sites(16 Fall 2016)

4 School Districts

360 Students

3,000 mins with each student

47,490 total miles ridden by MTP students

6,600 Granola Bars consumed by MTP students

33,851 Calories burned/student

WHITE CENTER COMMUNITY GOALS

- Quality Education
- Access to Affordable Housing
- Access to Livable Wage Jobs
- Building Strong Healthy Families



WHITE CENTER SCHOOLS

- Mtn View Elementary; 85% (free/reduced)
- White Center Heights Elementary; 84%
- Cascade Middle School; 85%
- The Evergreen Campus; 77%

TRAFFIC GARDEN

Cascade Bicycle Club Traffic Garden
Dick Thurnau Memorial Park

White Center, WA
February 23, 2016

Alta Planning + Design



COMMUNITY ENGAGEMENT

- Authentic Engagement with Leaders
- Listening
- Supporting Existing Goals
- Following Through

Resources

Recent communication about/from the U.S. Department of Transportation which includes statements in strong support of equity and inclusion:

- [Smart Cities: Connecting People to Opportunity](#)
- [Bridging the Divide](#) (video)
- [A Departure from Decades of Highway Policy](#)
- [Opportunities Agenda Fact Sheet](#)

In addition, [USDOT has extended the local hire pilot program](#) through March 2017 to allow additional communities to include local hire provisions in their federal-funded transportation projects. USDOT has [embraced local hire](#) as part of the Ladders of Opportunity initiative.

