

# PBIC Webinar

## Pursuing Equity in Pedestrian and Bicycle Planning



Shari Schaftlein, Federal Highway Administration

Emily Sinkhorn, Redwood Community Action Agency

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Cara Ferrentino, City of Philadelphia

Carniesha Kwashie, City of Philadelphia

**July 26, 2016**



Pedestrian and Bicycle  
Information Center



# Today's Presentation

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- ⇒ **Introduction and housekeeping**
- ⇒ **Presentations**
- ⇒ **Questions at the end**

# Webinar Issues

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## ⇒ **Audio issues?**

Dial into the phone line instead of using “mic & speakers.”

## ⇒ **Webinar issues?**

Re-Load the webpage and log back into the webinar. Or send note of an issue through the Question box.

## ⇒ **Questions?**

Submit your questions at any time in the Questions box.

# CM Credits and Email

## ⇒ Certificate of Attendance

You will receive a certificate of attendance by email from the UNC Highway Safety Research Center



Pedestrian and Bicycle Information Center

Dear James,

Thank you for registering for "A Resident's Guide for Creating Safer Communities for Walking and Biking".

The Federal Highway Administration just released "A Resident's Guide for Creating Safer Communities for Walking and Bicycling," a free guide offering step-by-step instructions for residents and community groups looking to improve pedestrian and bicyclist safety, access, and comfort. This webinar offers an overview of the guide and will review how two communities used the principles outlined within it to make their communities more walkable and bikeable.

Tamara Redmon, with FHWA's Office of Safety, will introduce the guide and discuss how it fits within the US Department of Transportation's Safer People, Safer Streets Initiative.

Laura Sandt, with the Pedestrian and Bicycle Information Center, will discuss the content of the new guide and how residents can use it.





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# New White Paper

## ⇒ “Pursuing Equity in Pedestrian and Bicycle Planning”

(Released Spring 2016)

### ⇒ Primary goals of the paper:

- 1 Define equity in a transportation context
- 2 Summarize research on meeting the transportation needs of traditionally underserved populations
- 3 Share strategies, practices and resources to address bicycle and pedestrian planning inequities.

### ⇒ Download the paper:

[www.fhwa.dot.gov/environment/bicycle\\_pedestrian/resources/equity\\_paper/](http://www.fhwa.dot.gov/environment/bicycle_pedestrian/resources/equity_paper/)

# FHWA Overview

1. Ladders of Opportunity
2. Recent and Upcoming Pedestrian and Bicycle Resources
3. Environmental Justice, Civil Rights, and Equity Resources

## **Pursuing Equity in Pedestrian and Bicycle Planning**

April 2016

Laura Sandt, Ph.D.  
Tabitha Combs, Ph.D.  
Jesse Cohn, MRP

For:  
U.S. Department of Transportation  
**Federal Highway Administration**

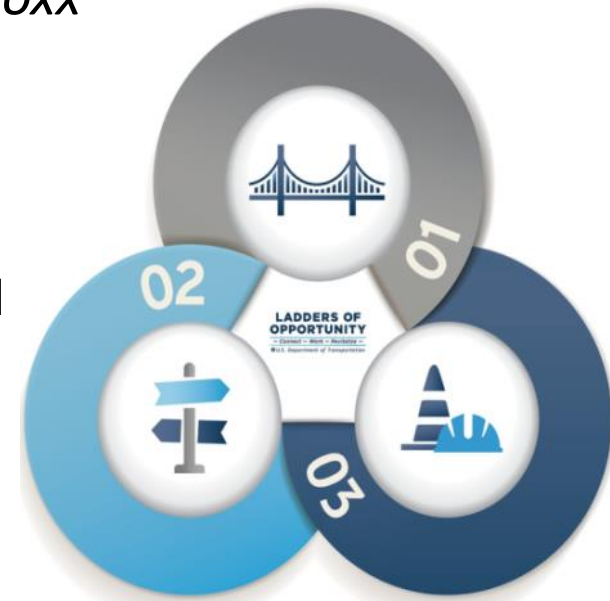
Pedestrian and Bicycle Information Center  
[www.pedbikeinfo.org](http://www.pedbikeinfo.org)

# Context

## Connecting People to Opportunity: A Vision for Bridging the Divide

*The challenge we face as a country is that we must reinvent how we think about transportation. We need to aspire to more, we need a transportation system that connects a big missing dot in the line between income inequality and opportunity. – Secretary Anthony R. Foxx*

- Transportation connects people to opportunity and can invigorate opportunity within communities.
- Current and future transportation projects should connect and strengthen communities.
- Transportation facilities should be built by, for, and with the communities impacted by them.
- Development of transportation facilities should meaningfully reflect and incorporate the input of all the people and communities they touch.



# Context



***revitalize***

Transportation infrastructure can lift up neighborhoods and regions by attracting new opportunities, jobs, and housing.

***connect***

A multimodal transportation system provides safe, reliable, and affordable connections to employment, education, health care, recreation, and other essential services.

***work***

Infrastructure investment creates jobs and paves the way for business, particularly small and disadvantaged business enterprises.

# Context

## LadderSTEP

### Helping Cities:

- Advance Transformative Investments
- Foster Strategic Alliances
- Strengthen Local Capacity

### Example: Richmond, VA Bicycle and Pedestrian Network Analysis

- Public Engagement
- BRT Access Focus
- Connecting Disadvantaged Neighborhoods





# Context

## **Safer People, Safer Streets Pedestrian and Bicycle Safety Initiative:** Identifying and removing barriers to improve safety.

- Mayors' Challenge for Safer People and Safer Streets
- Road Safety Assessments
- Road Safety for Transit Patrons Initiative





# Context

**Every Place Counts Design Challenge:** Raising awareness and identifying innovative community design solutions that bridge the infrastructure divide and reconnect people to opportunity.

- Spokane, WA
- Nashville, TN
- Philadelphia, PA
- St Paul-Minneapolis, MN



**July 2016**

# Context

## **DOT Policy Statement on Bicycle and Pedestrian Accommodation**

- The DOT policy is to incorporate safe and convenient walking and bicycling facilities into transportation projects.
- Every transportation agency has the responsibility to improve conditions and opportunities for walking and bicycling and to integrate walking and bicycling into their transportation systems.
- Transportation agencies are encouraged to go beyond minimum standards to provide safe and convenient facilities for these modes.

# Context

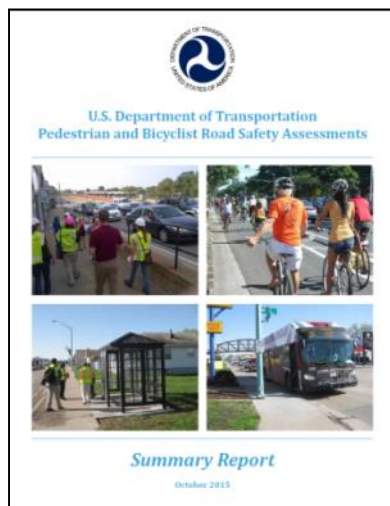
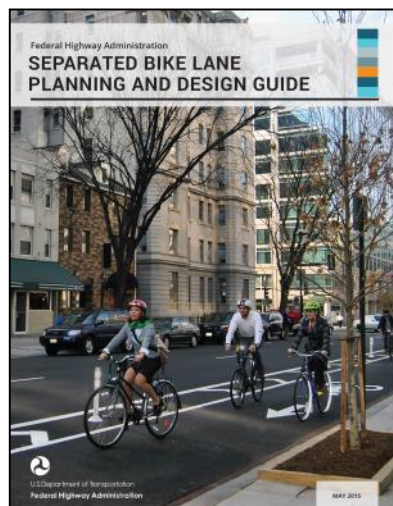
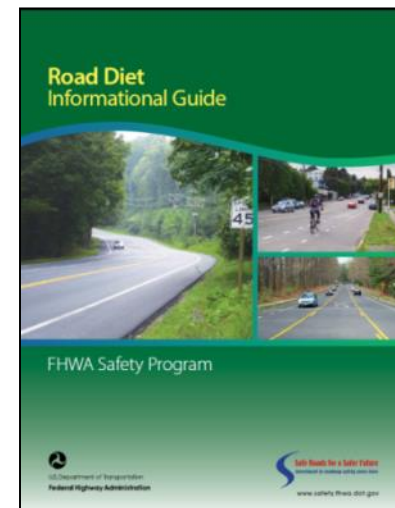
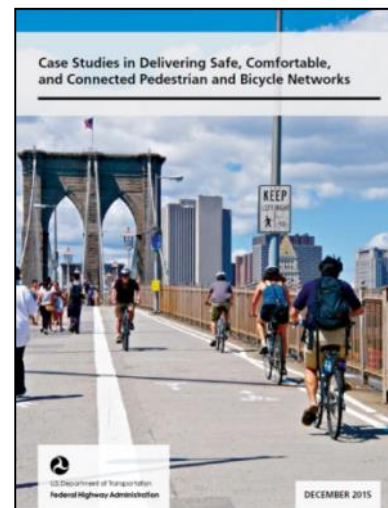
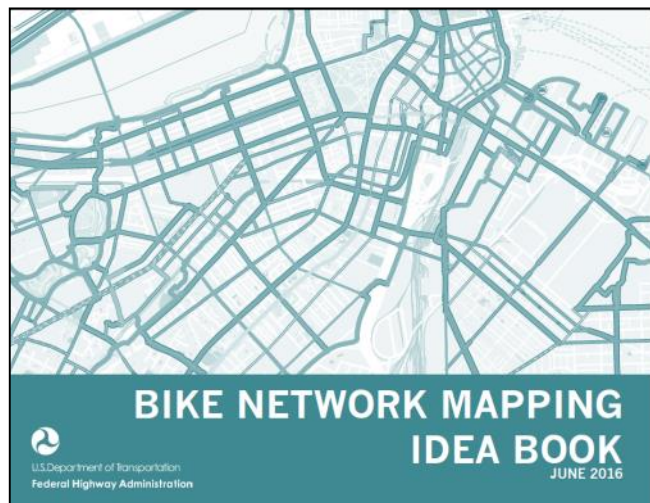
## FHWA Support For:

- An integrated, safe, and convenient transportation system **for all users**
- Sustainable transportation policies and practices
- Design flexibility
- Connected pedestrian and bicycle *networks*
- Pedestrian and bicycle data
- **Equity and Ladders of Opportunity**
- Quality of life and livability



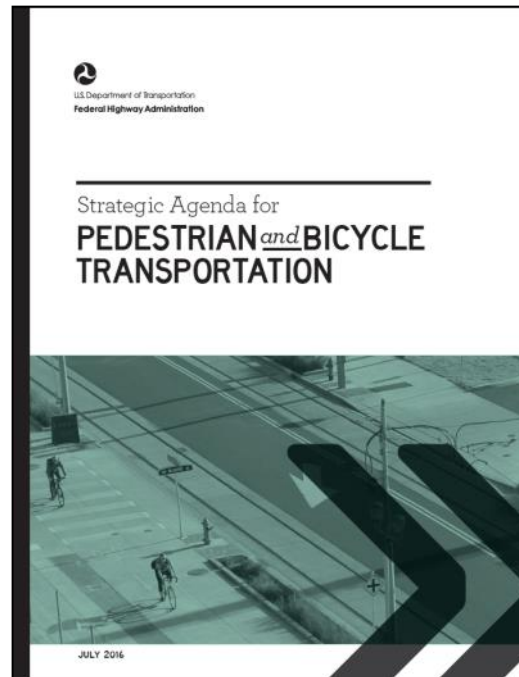


# Recent Pedestrian and Bicycle Resources



# Upcoming Pedestrian and Bicycle Resources

- Achieving Multimodal Networks: Applying Design Flexibility & Reducing Conflicts
- Strategic Agenda for Pedestrian and Bicycle Transportation
- Multimodal Networks in Small Town and Rural Communities



# FHWA Environmental Justice Activities

## DOT

DOT EJ Strategy Update

DOT Citizen Academy

Title VI Order and EJ Order Updates

Virtual Civil Rights Symposium

DOT EJ Workgroup/Federal EJ IWG

## FWHA


EJ Tools Peer Network

NHI EJ Course Updates

EJ FAQs Updates

EJ Website Updates

FHWA EJ Workgroup



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## Environmental Justice

History	<p>FHWA → Environment → Environmental Justice</p> <h3>Environmental Justice, Title VI, Non-Discrimination, and Equity</h3> <p>Although Environmental Justice (EJ), Title VI, Non-Discrimination, and Equity are distinct elements, collectively they can contribute to the development of an equitable transportation system. These elements are regularly mistaken and used interchangeably, thus, making it essential to understand their differences.</p> <p>EJ at FHWA focuses on identifying and addressing disproportionately high and adverse human health or environmental effects of the agency's programs, policies, and activities on minority populations and low-income populations to achieve an equitable distribution of benefits and burdens. This objective is to be achieved, in part, by actively adhering to the principles and practices of both Title VI and the National Environmental Policy Act (NEPA) during the development and implementation of transportation activities. The classes covered by EJ vary slightly from those covered by Title VI and other nondiscrimination statutes, as depicted in Table 1.</p>
Legislation	
EJ, Title VI, & Equity	
EJ at DOT	
EJ at FHWA	
Case Studies	
Training	
Resources	
Key References	

# FHWA Environmental Justice and Equity Resources

## Recently Developed

- Environmental Justice and Climate Change Fact Sheet (2016)
- *Environmental Justice: The New Normal for Transportation*. FHWA Public Roads, May/April 2016
- Environmental Justice Reference Guide (2015)
- Environmental Justice Emerging Trends and Best Practices Guidebook (2011)

## Under Development

- Practitioners' Environmental Justice Roadmap
- Environmental Justice Fact Sheets (Tolling, Automation)
- Community Impact Assessment Guidebook Update
- EJ Analysis in Transportation Planning State of the Practice Study
- EJ Screening Tools Peer Network Summary Report



# FHWA Contacts

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**Safe Routes to School, Livability, and  
Bike/Ped**

**[wesley.blount@dot.gov](mailto:wesley.blount@dot.gov)**

**Fleming El-Amin**

**Environmental Justice and Equity**

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**For More Information:**

**[www.fhwa.dot.gov/environment/bicycle\\_pedestrian](http://www.fhwa.dot.gov/environment/bicycle_pedestrian)**





An aerial photograph of a suburban neighborhood, showing a mix of residential houses, green lawns, and mature trees. A paved road runs diagonally through the scene. The overall tone is bright and slightly desaturated, giving it a clean, illustrative feel.

# **Pedestrian and Bicycle Assessments In Gary and South Bend**

Pursuing Equity in Pedestrian and Bicycle Planning  
Pedestrian and Bicycle Information Center Webinar

July 25, 2016

Presented by Joyce Newland  
FHWA Indiana Division

# USDOT Pedestrian and Bicycle Safety Assessments

- To have transportation project decision makers go out in the field and experience the transportation system from the perspective of those who use it walking and/or biking.
- Facilitate and encourage relationship-building between stakeholders that share responsibility for creating safer streets.
- Engage practitioners who are not typically focused on pedestrian and bicycle safety.
- Focus on locations that have non-motorized safety challenges and begin to address those safety challenges in the transportation planning process.



# Gary Pedestrian and Bicycle Assessment

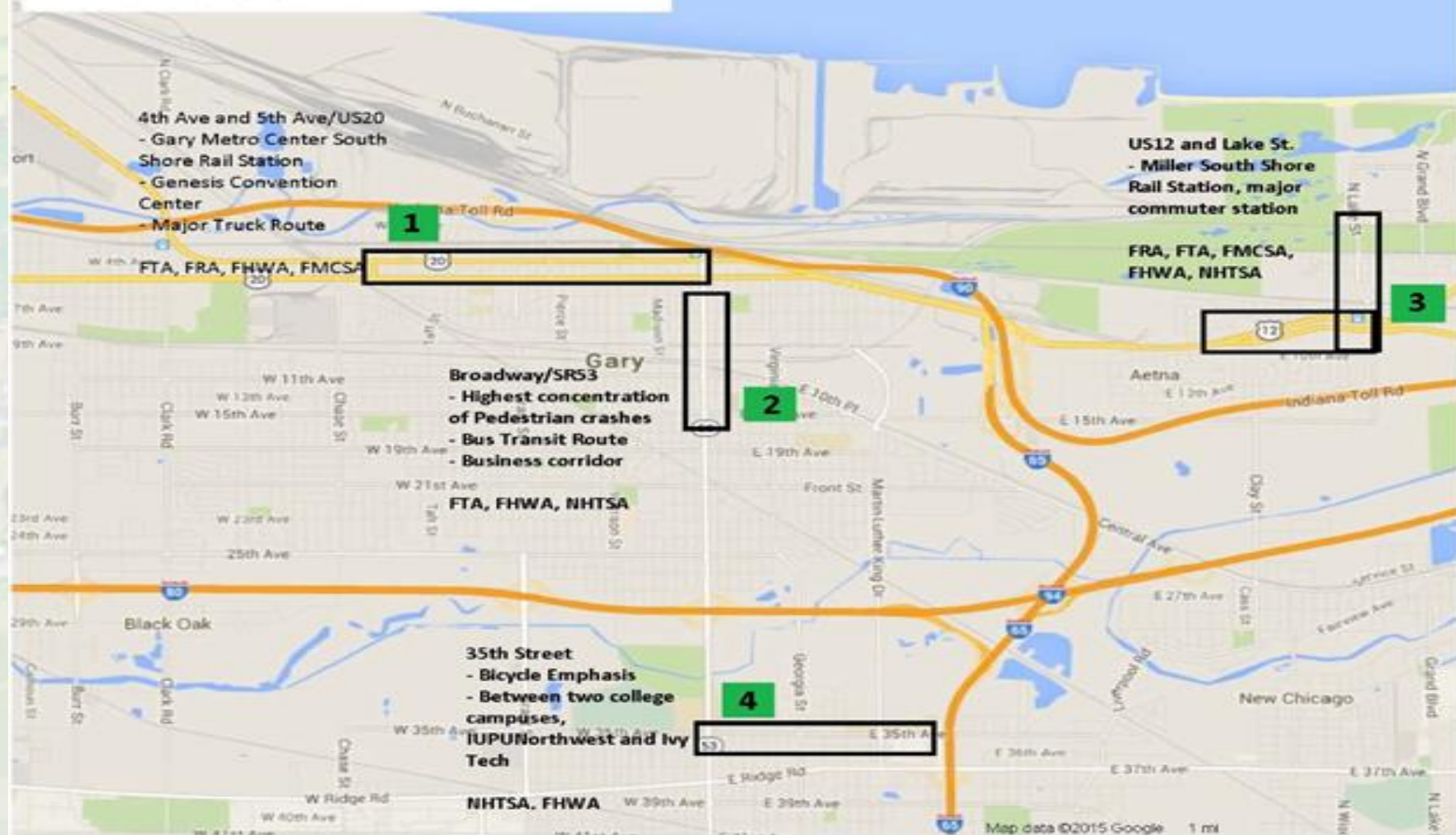
- Multi-modal transportation opportunities
- Close proximity to the USDOT modal partners, and
- Opportunities to leverage upon plans to improve the Gary community with the following initiatives:
  - EPA/HUD/DOT Partnership for Sustainable Communities
  - White House Initiative - Strong Cities, Strong Communities Initiative
  - Livable Broadway – Bus Rapid Transit corridor study

# Gary Pedestrian and Bicycle Assessment

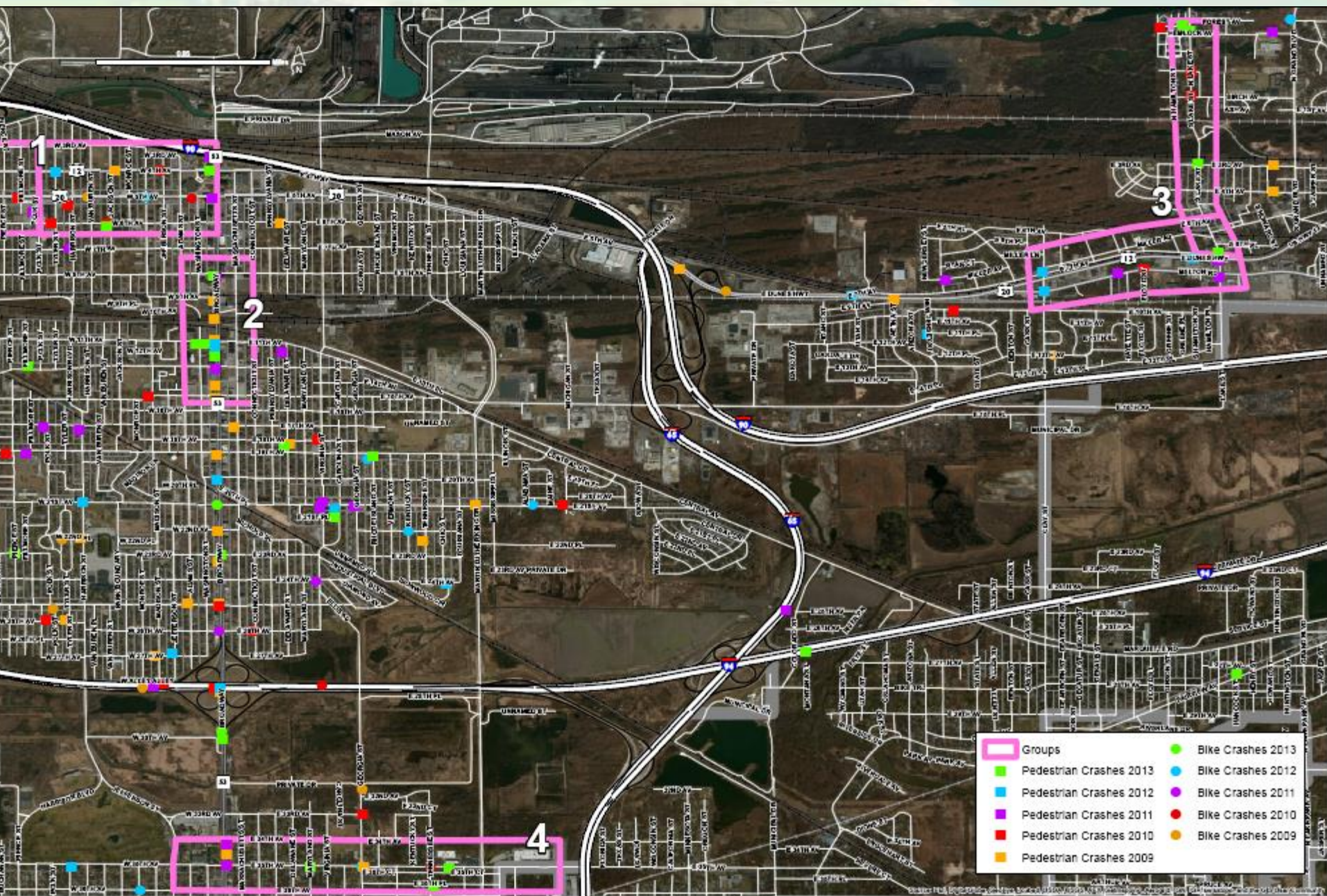
- Locations were selected by the Mayor of Gary, Karen Freeman-Wilson
- Gary Northside Revitalization Project
  - Downtown Center along 4th & 5th Avenues (US 12/20)
  - Lakefront corridors along US 20 and Lake Street
  - Livable Broadway Bus Rapid Transit Corridor



Traffic, Transit, Bicycling, Terrain, Directions









# Over 60 persons attended the April 16, 2015 Gary Assessment from the following agencies and organizations:

- City of Gary – Mayor
- City of Gary - Departments of Police, Planning, Economic Development, Public Works, Communications, Redevelopment
- Federal Highway Administration – Indiana
- Federal Transit Administration Region 5
- National Highway Traffic Safety Administration Region 5
- Federal Motor Carrier Safety Administration – Region 4
- Federal Railroad Administration - Region 4
- Federal Motor Carrier Safety Administration - Indiana
- Federal Highway Administration - Resource Center
- US Environmental Protection Agency
- Indiana State Department of Health
- Health By Design
- Northwestern Indiana Regional Planning Commission
- Indiana Department of Transportation – Central Office and District Office
- US Department of Housing and Urban Development
- Everybody Counts
- Indiana Criminal Justice Institute (Governor's Highway Safety Office)
- Lawson-Fisher Associates (INDOT's consultant for the Broadway/SR 53 project)

# Gary Pedestrian and Bicycle Assessment

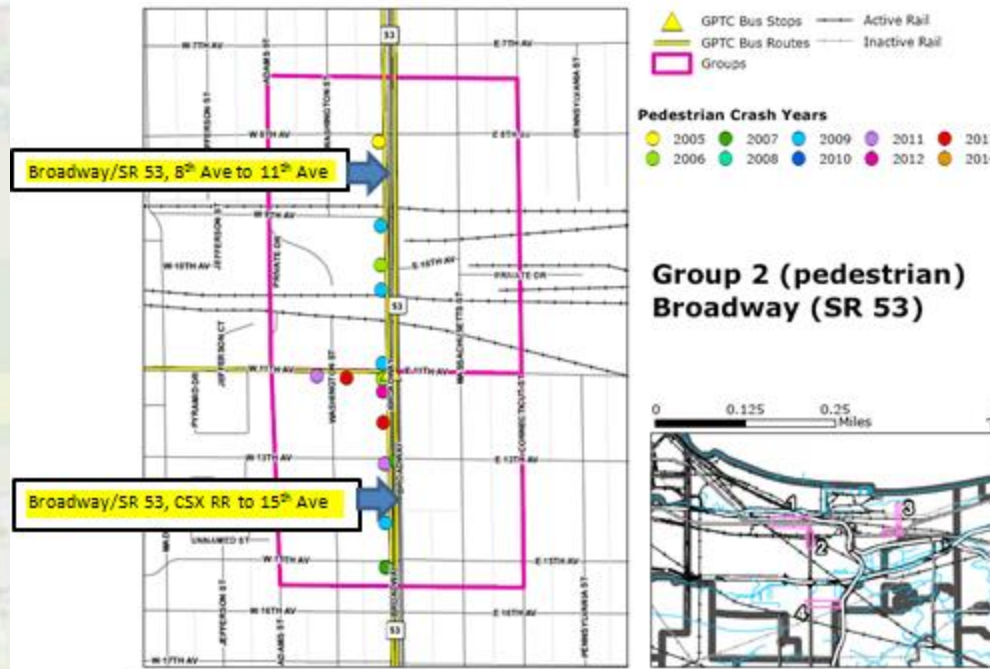




# Gary Pedestrian and Bicycle Assessment



# livable broadway





## Photos of Broadway, 8<sup>th</sup> – 11<sup>th</sup> Ave



Pavement in poor condition



No curb ramp installation or crosswalks



Light standards, utility box, and trash bin are obstructions along this portion of the sidewalk on the

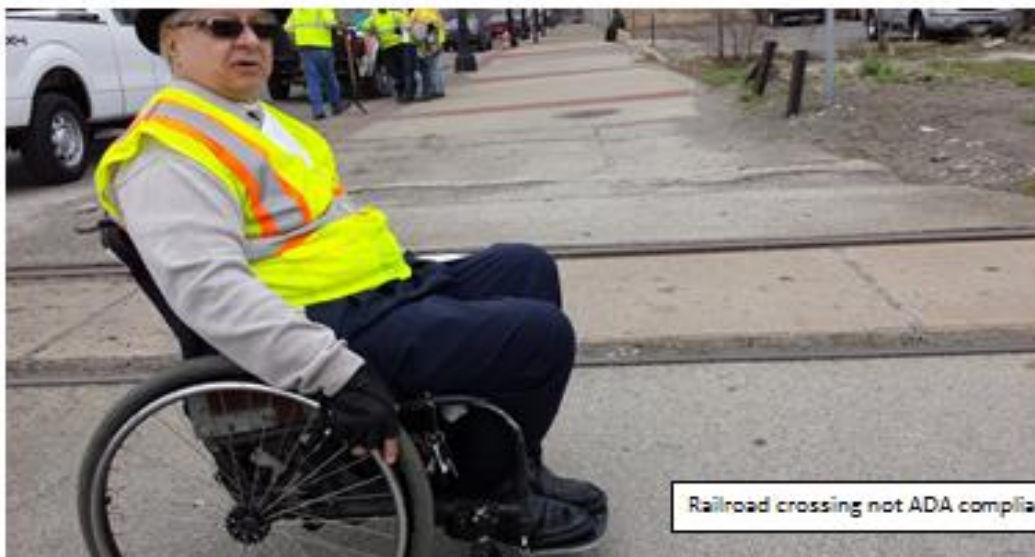


Flashers should be repositioned more towards pedestrians



No railroad crossing signs were found for pedestrians or vehicles as they approached the railroad crossing

Flashers should be repositioned more towards pedestrians



Railroad crossing not ADA compliant



## Photos of Broadway, 11<sup>th</sup> Ave to 15<sup>th</sup> Ave



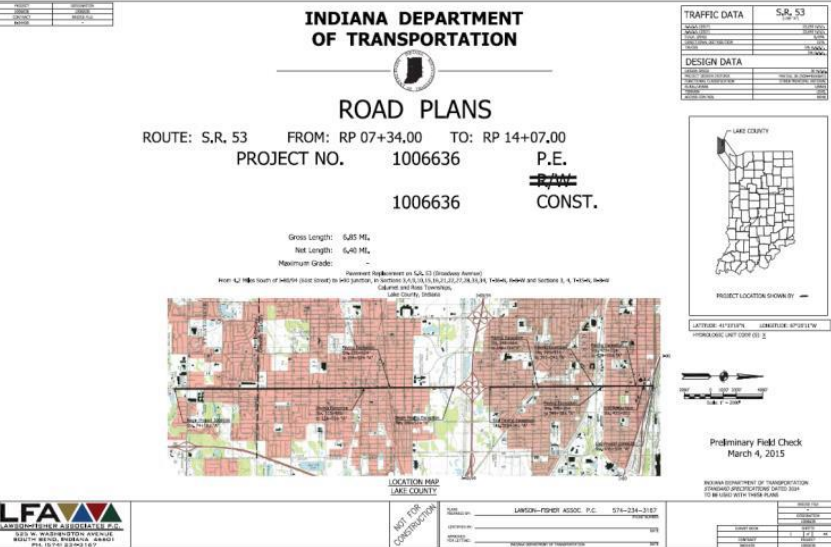
No railroad crossing signs were found for pedestrians or vehicles as they approached the railroad crossing





Bicycle lanes should be considered along the Broadway corridor; and parking limited near some intersections where lanes are striped to be less than 8-feet in width



# Gary Pedestrian and Bicycle Assessment

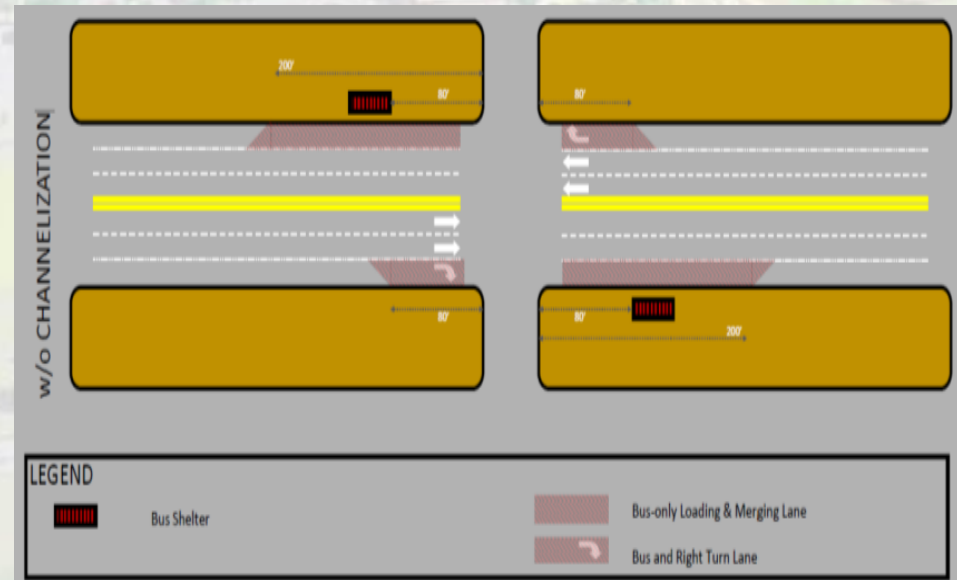


- Broadway resurfacing – Metro-61st
- Transit priority lanes included
- Recommendations and response
- Construction in 2016-17
- Cost: \$6.7M; borne by INDOT

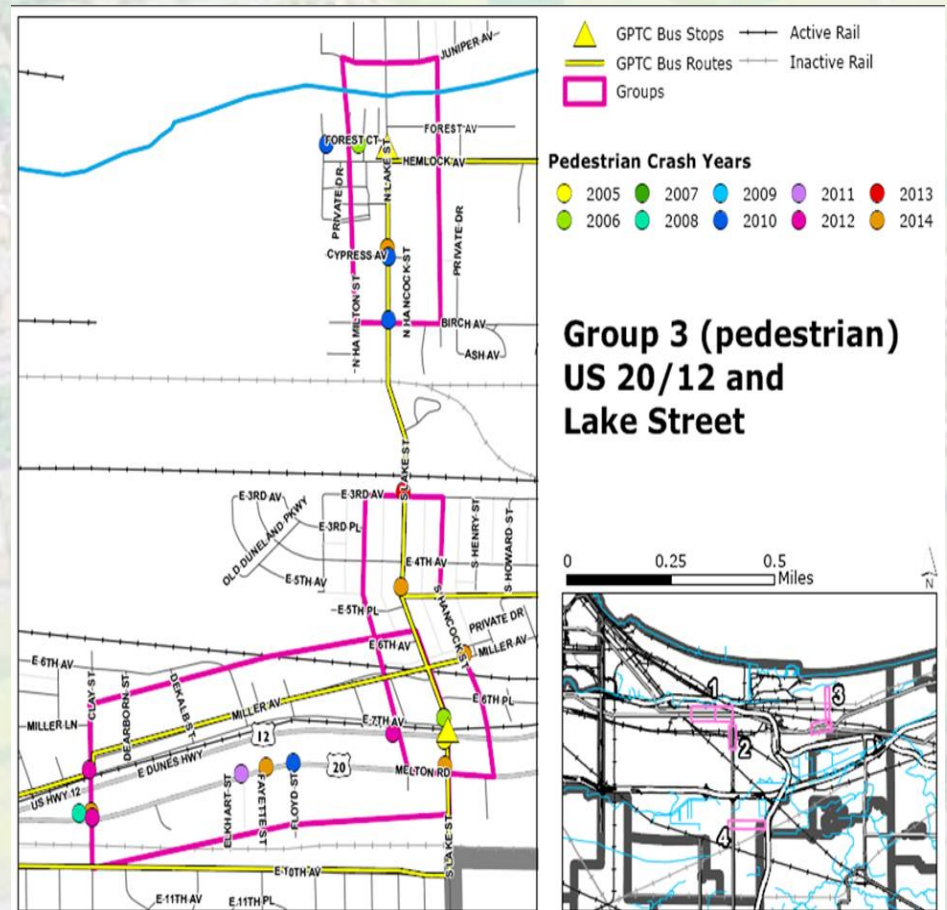
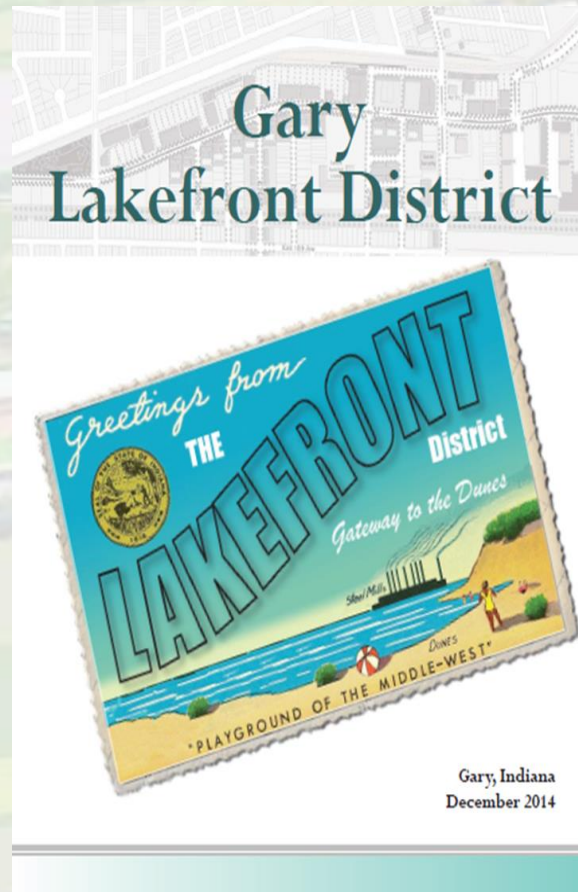


# Gary Pedestrian and

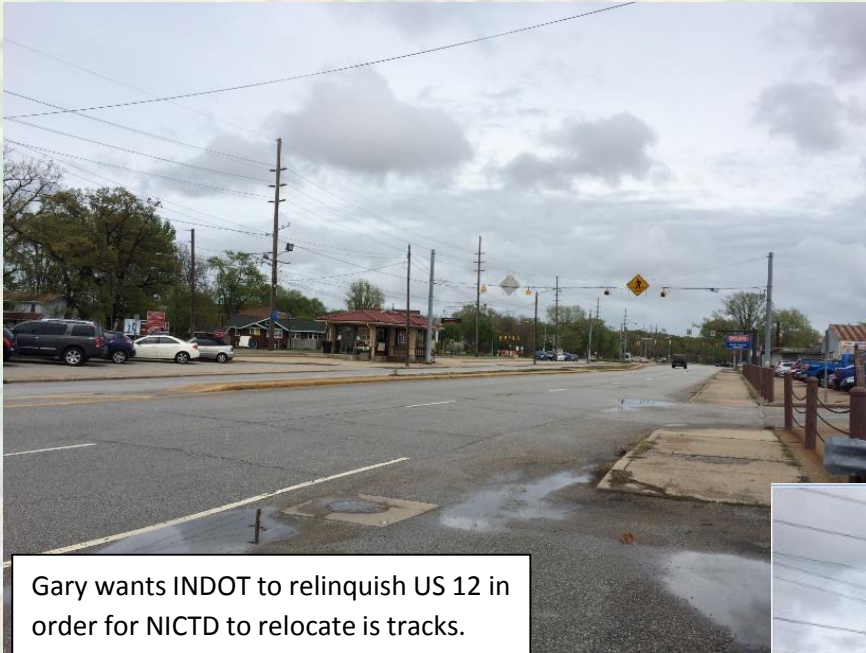
- Broadway resurfacing – Metro-61st
- Transit priority lanes included
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# Gary Pedestrian and Bicycle Assessment







Gary wants INDOT to relinquish US 12 in order for NICTD to relocate its tracks. TOD Development would go in.



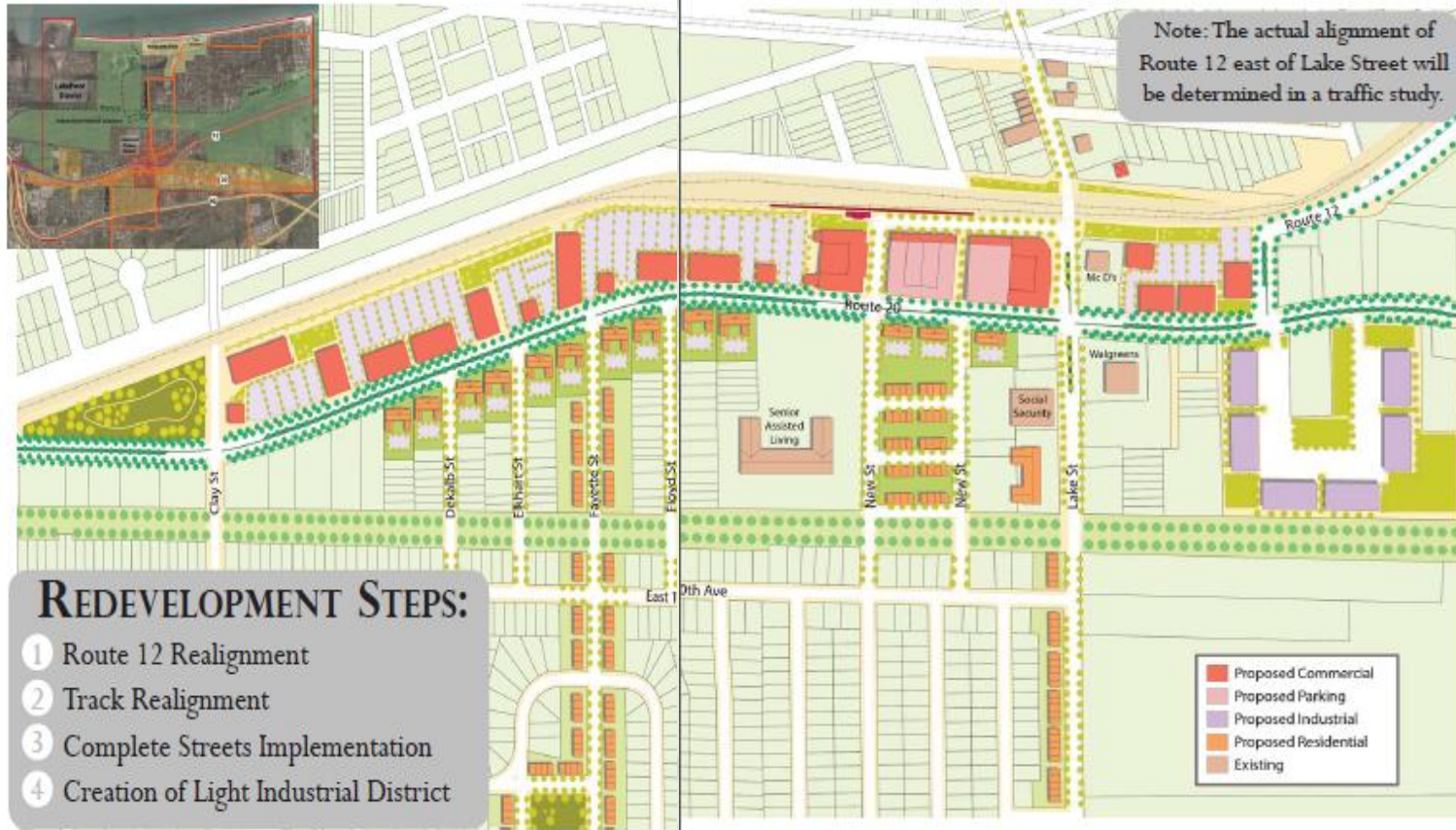
Mid-block crossing is prevalent from parking lot to NICTD

# GARY LAKEFRONT DISTRICT CENTER

*"Creating opportunity for new commercial, retail, housing, industrial, and green infrastructure."*



Note: The actual alignment of Route 12 east of Lake Street will be determined in a traffic study.



## REDEVELOPMENT STEPS:

- 1 Route 12 Realignment
- 2 Track Realignment
- 3 Complete Streets Implementation
- 4 Creation of Light Industrial District



# ROUTE 12 REALIGNMENT



Aerial view of Route 12 closure looking west and example commercial corridor view. Source: CDOT, 2010.

Route 12 and Route 20 run parallel for approximately 1 mile – from a point east of Lake Street to a point west of Clay Street – where the two roadways converge. The land between these two roadways is either vacant or commercial in nature, with driveways and parking lots connecting both arterials at various points. Closing Route 12 along this 1 mile stretch provides a unique opportunity for pedestrian-scale development by creating an atmosphere for attractive commercial development along Route 20 and surrounding the Lake Street Train Station, as well as enhancing connections to residential neighborhood areas to the south of Route 20.



## Step 1

# TRACK REALIGNMENT



Aerial view of station and track realignment.

Closing Route 12 from a point east of Lake Street to the Route 12/20 convergence also creates an opportunity to realign the existing commuter rails to provide a longer tangent track, while keeping the train station in its current location. The proposed realignment may allow for a 750 foot elevated station platform and approximately 2,000 feet of tangent track.



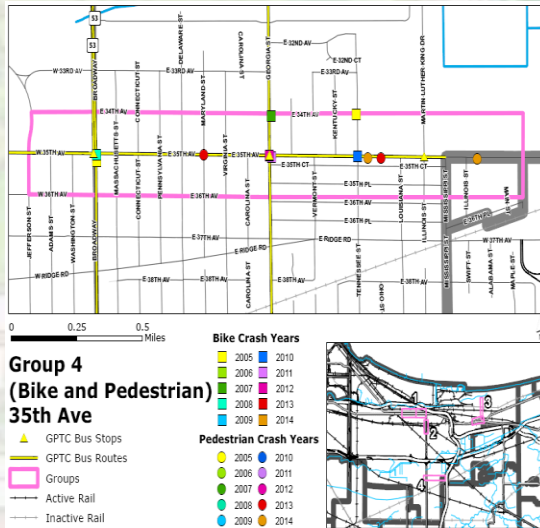
Realignment strategy for railway in the vacated Route 12 right-of-way.



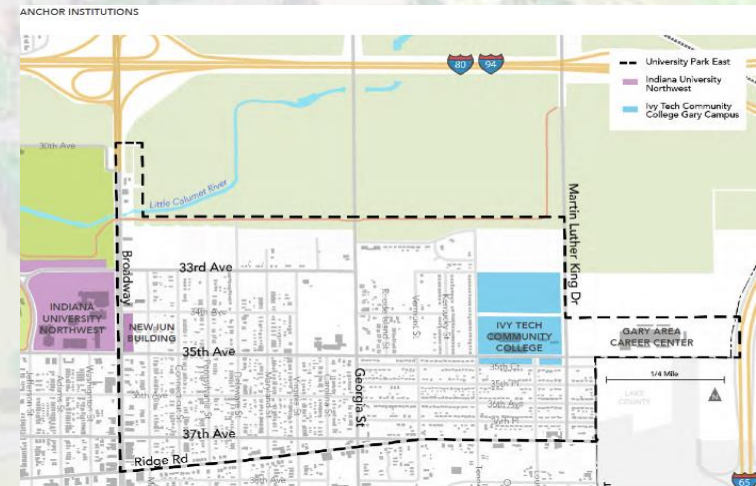
## Step 2



# Gary Pedestrian and Bicycle Assessment



35<sup>th</sup> Avenue is a wide 2-lane road that could incorporate bike lanes and reduce 40 mph speed limit



Boundary of HUD Choice Neighborhood Planning grant. 35<sup>th</sup> Avenue runs through the middle of the area.

# Gary Pedestrian and Bicycle Assessment

MARCH 2016

## UNIVERSITY PARK EAST

### EXISTING CONDITIONS ASSESSMENT

#### BIKE/PED ASSESSMENT REPORT 2015 (INDOT/FHWA)

Over 60 people attended the Federal Highway Department of Transportation bicycle and pedestrian assessment in Gary on April 16, 2015. The City was selected because it had all the modal elements including pedestrian and bicycle activity, railroads, heavy trucks, highways, commuter rail and fixed transit routes. The 35<sup>th</sup> Avenue corridor in UP-East between IUN and Ivy Tech was chosen for a bicycle assessment. This assessment served to inform multi-modal transportation recommendations in UP-East. Notable discoveries included the presence of storm water gates that are not designed for bicyclists, and curb cuts that are unnecessarily wide. The assessment also revealed that 35<sup>th</sup> Avenue appears to be wide enough with appropriate speeds to safely accommodate bicycle lanes that would serve both the broader community as well as students.



#### LIVABLE BROADWAY REGIONAL PLAN

The Livable Broadway Regional Plan (2015) is a coordinated approach between the Gary Public Transportation Corporation (GPTC), the Indiana Department of Transportation (INDOT), and municipalities along Broadway to improve the corridor for all users. The plan looked at ways to increase public transit efficiency and improve the transit experience along the corridor. New signage, better amenities, and predictable timetables were among the many improvements proposed. The long-term strategy included rapid (limited stop) service to decrease travel times, improvements to pedestrian crossings, and the addition of sidewalks along the corridor to improve accessibility and safety for all users. Implementation of this plan is currently underway and incorporated into the planning process for UP-East.

## livable broadway regional plan

planning framework  
3/21/2015

#### CREATING LIVABLE COMMUNITIES 2013 (NIRPC)

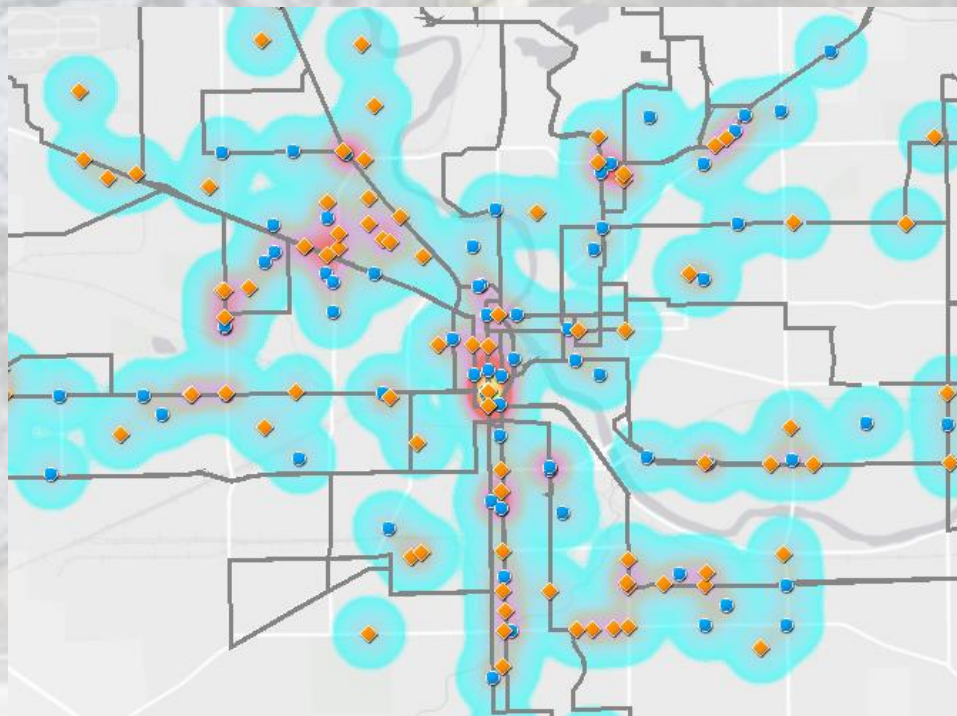
The Northwestern Indiana Regional Planning Commission (NIRPC) worked with planners and municipality representatives to determine where 'livable centers' are in Northwest Indiana. Municipalities were chosen based on NIRPC's analysis and the municipality's plans. NIRPC's analysis highlighted areas that are dense and walkable, typically with small block sizes; population and employment density; and access to transit, education, and civic halls. The NIRPC team identified the IUN-Glen Park neighborhood as a livable center. IUN-Glen Park, as defined by NIRPC, is bordered by a combination of 32<sup>nd</sup> Avenue/33<sup>rd</sup> Avenue/35<sup>th</sup> Avenue/37<sup>th</sup> Avenue to the north, Chase Street to the west, a combination of Ridge Road/Norfolk Southern/an abandoned railroad to the south, and Mississippi Street/Interstate 65 to the east. According to the report, the population density was just over eight people per acre and the housing density was four units per acre. Vacancy rates to the west of Grant Street are 10-15%, and to the east are 15-25%. The report also identified IUN and Ivy Tech as the most significant employers and the two strongest assets in the neighborhood.



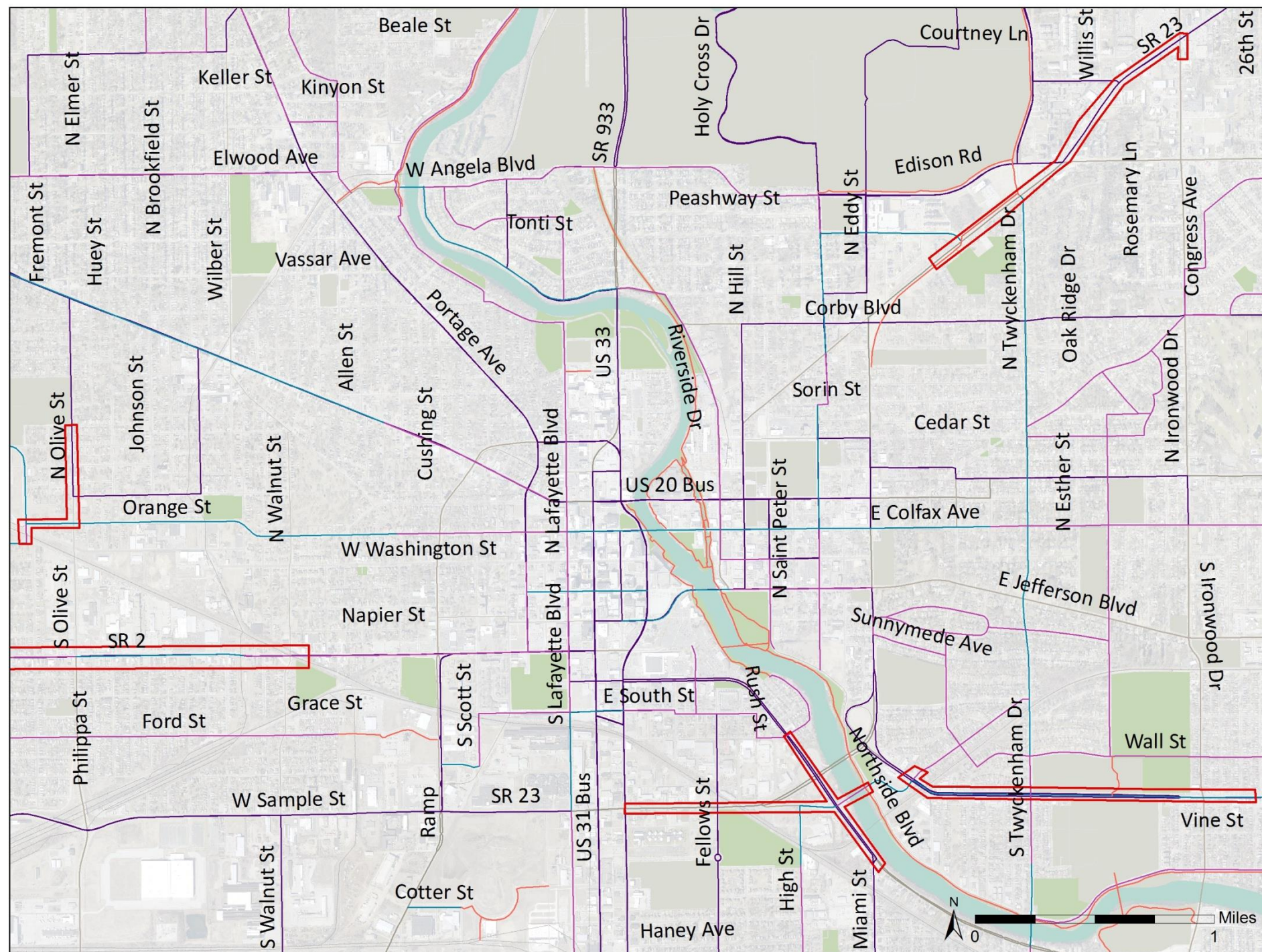


# South Bend Pedestrian and Bicycle Safety Assessment

- Active Transportation
- Federal and local level conversations
- South Bend bicycle and pedestrian crashes
- Recent projects, upcoming projects, without projects
- Areas of interest

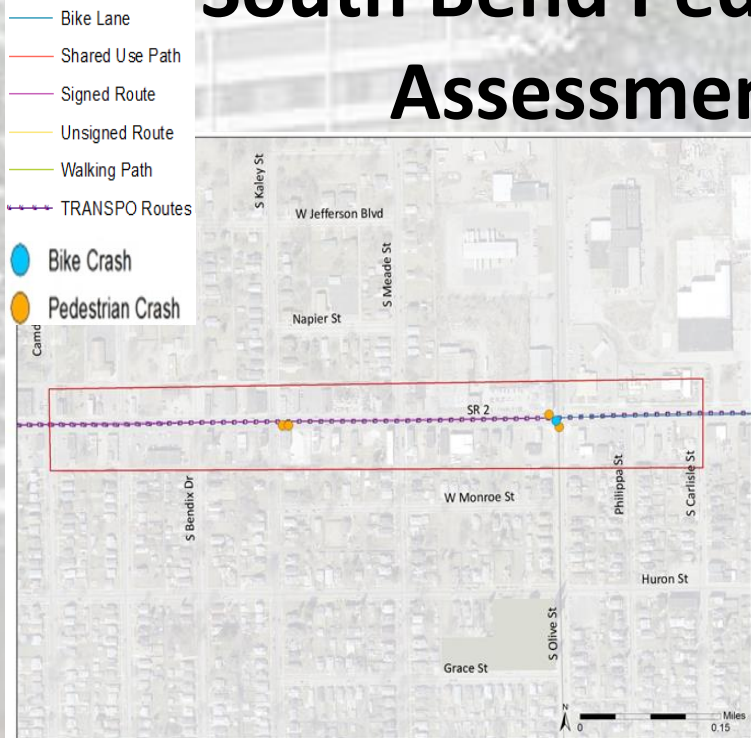






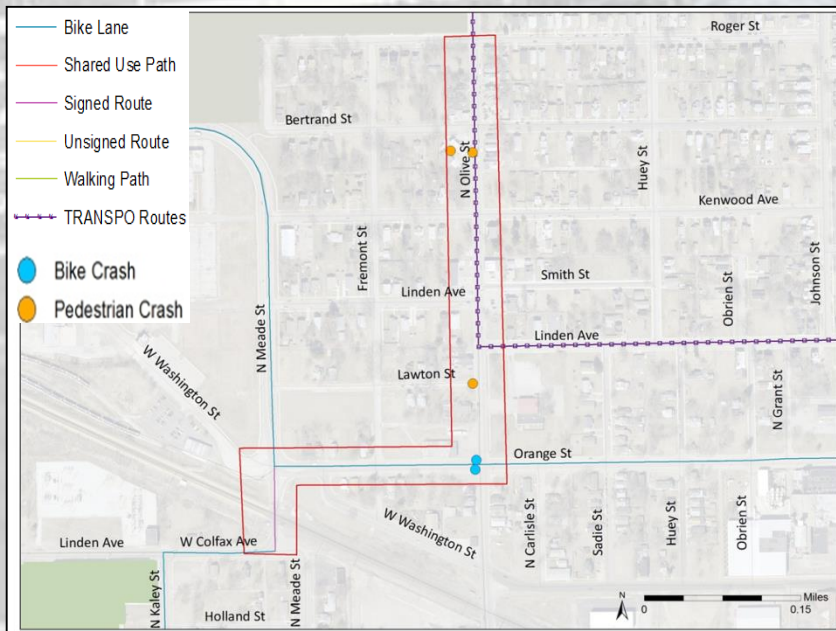


# South Bend Pedestrian and Bicycle Safety Assessment – Western Avenue





# South Bend Pedestrian and Bicycle Safety Assessment – Olive Street



## 2 WAY STREET CONVERSION

CONCEPTUAL PLAN





# South Bend Pedestrian and Bicycle Safety Assessment



# Gary and South Bend Pedestrian and Bicycle Safety Assessment

Joyce Newland

Planning & Environmental Specialist

FHWA Indiana Division

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# Indego & Equity

## Reflections on Efforts to Develop an Inclusive Bike Share Program in Philadelphia



[www.rideindego.com](http://www.rideindego.com)

 @rideindego

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Carniesha Kwashie, Better Bike Share Partnership Grant Manager  
Mayor's Fund for Philadelphia  
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# Agenda

1. Context
2. Site Planning – Toward Community Ownership
3. Engagement & Partnerships





# Context: Philadelphia Basics

## Quick Stats

- Population: 1.5 million
- Median household income: \$37,000
- Percentage of households at or below poverty line: 27%

## Demographics:

- 44% African American / Black
- 33% White
- 13% Latino / Hispanic
- 7% Asian
- 3% Mixed race or other





# Context: Indego Basics

- Launched April 23, 2015;
- System owned by City of Philadelphia;
- 100 stations and 1000 bikes;
- 32 stations located in Census blocks where majority of households live at or below poverty line;



SPONSORED BY



OPERATED BY



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MANUFACTURED BY



# Context: City Goals for Program

1. Provide a new, affordable, convenient option for moving around the city for transportation, fitness, and fun.
2. Improve access to transit and access community resources, such as libraries, schools, parks, grocery stores, and rec centers.
3. Ensure that major public investment in a new transportation system is set up to benefit as many Philadelphians as possible, particularly underserved communities.
4. Ensure that bike share represents the diversity of Philadelphia; all Philadelphians (over the age of 16) think **“bike share is for people like me”**





# A few challenges....

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## **ACCESS**

Are there stations in my neighborhood?

Can I afford a membership?

Can I pay for a membership?

Do I know how to ride a bike?

Is the program described in my language or in plain English  
(~6<sup>th</sup> grade reading level)

## **CONVENIENCE**

Can bike share take me where I need to go?

Is my commute a bike-able distance?

## **DESIRABILITY**

Do I feel safe at stations and riding bikes?

Do I see my peers and role models using the system?

Did I feel included in the bike share outreach process?

Is biking a respected activity in my community?

# Site Planning – Toward Ownership

1. Understand local context;
2. Build relationships;
3. Seek to understand community needs, and where bike share fits in;
4. Gather input on station locations, including through site visits with community leaders and community meetings;
5. Follow up and communicate.

**Lessons learned...** Be persistent, maximize face time, and capitalize on existing knowledge.





# Better Bike Share Partnership



**Basics:** 3 year grant funded by JPB Foundation, managed by Mayor's Fund for Philadelphia

**Goal:** develop replicable, socially-equitable bike sharing model

## National Efforts:

1. Assessment and dissemination of best practices (NACTO);
2. Challenge grant program, awarding \$900,000 over three years (People for Bikes);



[betterbikeshare.org](http://betterbikeshare.org)



# Philadelphia Work: Pre-Launch Focus Groups

Participants were low-income Philadelphians living in the expected spring 2015 bike share service area. Key findings:

- Marketing materials must show economic, racial, gender, and body-type diversity;
- Value of bike share for exercise and for spending time with family and friends, not “just” for transportation;
- 1 hour trips;
- Participants willing to pay \$15- \$20 per month for bike share – main preference was “cheaper than transit” (transit pass - \$91/month);



# Marketing Materials

BETTER BIKE SHARE **Indego** SPONSORED BY **Independence**

WE'RE FAMILY. WE RIDE TOGETHER.



KIM & KHAYLA  
SOUTH PHILADELPHIA RESIDENTS

UNLIMITED 1-HOUR RIDES FOR \$15/MONTH  
CASH OR CREDIT PAYMENT OPTIONS

SIGN UP ONLINE AT [RIDEINDEGO.COM](http://RIDEINDEGO.COM)  
JOIN THE FAMILY. JOIN INDEGO.

BETTER BIKE SHARE **Indego** SPONSORED BY **Independence**

INDEGO KEEPS US ACTIVE TOGETHER.



DAVID & MONIKA  
NURSE & GRAD STUDENT

UNLIMITED 1-HOUR RIDES FOR \$15/MONTH  
CASH OR CREDIT PAYMENT OPTIONS

SIGN UP ONLINE AT [RIDEINDEGO.COM](http://RIDEINDEGO.COM)

BETTER BIKE SHARE **Indego** SPONSORED BY **Independence**

INDEGO IS HEALTHY, FAST, AND CHEAP. I LOVE IT!



KEOLA  
PERSONAL FINANCE GURU

UNLIMITED 1-HOUR RIDES FOR \$15/MONTH  
CASH OR CREDIT PAYMENT OPTIONS

SIGN UP ONLINE AT [RIDEINDEGO.COM](http://RIDEINDEGO.COM)  
RIDE HEALTHY. RIDE INDEGO.

BETTER BIKE SHARE **Indego** SPONSORED BY **Independence**

ESTA ES MI CIUDAD. ESTE ES MI TRANSPORTE.



JASMINE  
ORGANIZADORA COMUNITARIA

ILIMITADO PASEOS DE 1 HORAS PARA \$15 / MES  
OPCIÓN DE PAGAR EN EFECTIVO O TARJETA DE CREDITO

ENSCRÍBESE POR LA RED EN [RIDEINDEGO.COM](http://RIDEINDEGO.COM)  
SU CIUDAD. SU INDEGO.

# Timing & Pricing

## Indego30

**\$15** / month

Unlimited 1 hour trips

\$4 / hour for trips over 1 hour

Cash payment available

**BUY A PASS**

## Indego30 Access

**\$5** / month for PA ACCESS card holders

Unlimited 1 hour trips

\$2 / hour for trips over 1 hour

Cash payment available

**BUY A PASS**

# Bike Share & Biking Education

Partnership with the Bicycle Coalition of Greater Philadelphia (BCGP) as Grant Sub-Recipient

## People Power!

- 1 outreach manager
- 2 community liaisons
- 5 street team members
- 20 community ambassadors



## Education Since Launch

6 classes  
10+ group rides  
40+ tabling events  
And more...





# Outreach Partnerships



## City of Philadelphia Mural Arts Program

Bike wraps designed by middle school students, with community bike share murals forthcoming



## PowerCorpPHL

Workforce development

# Partnerships

Indego SPONSORED BY Independence

WWW.RIDEINDEGO.COM

INDEGO HELPS US CONNECT WITH OUR COMMUNITY.

ANTON AND THE UNITY IN THE COMMUNITY LEADERSHIP TEAM

UNLIMITED 1-HOUR RIDES | \$15/MONTH CASH OR CREDIT PAYMENT OPTIONS

SIGN UP ONLINE AT [RIDEINDEGO.COM](http://RIDEINDEGO.COM)



Unity in the Community, South Philadelphia  
(non-profit community organization)

- Group bike rides
- Leader was a bike share ambassador
- Better Bike Share Partnership sponsors events



# Program Stats (Since April 2015)



- . 700,000 trips;
- . 7000 Indego pass holders;
- . 170 pay in cash;
- . 500 Indego Access pass holders in first three months (50 of them pay cash);



# Summary Reflections

1. Build relationships;
2. Have partners do what they do best;
3. Patience and preparation key to site planning efforts – avoiding the avoidable missteps;
4. Need to continually document outcomes when testing new strategies;
5. Keep learning and refining.



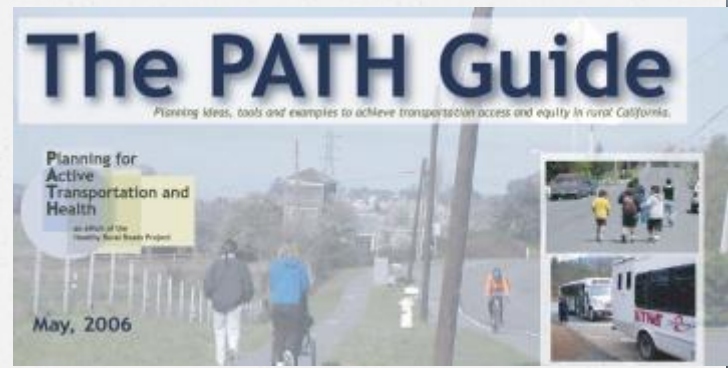


# Pursuing Equity in Transportation Decision-making in rural Humboldt County, CA



**Emily Sinkhorn**, Deputy Director, Natural Resources Services Division,  
Redwood Community Action Agency  
Eureka, Humboldt County, California



[illegible]

# Humboldt County, California





# Why is transportation equity important Humboldt County?

- Remote communities
- Less funding for infrastructure
- Traffic safety concerns
- Demographics



# How we are addressing transportation equity



**Transportation-Disadvantaged Populations Report**

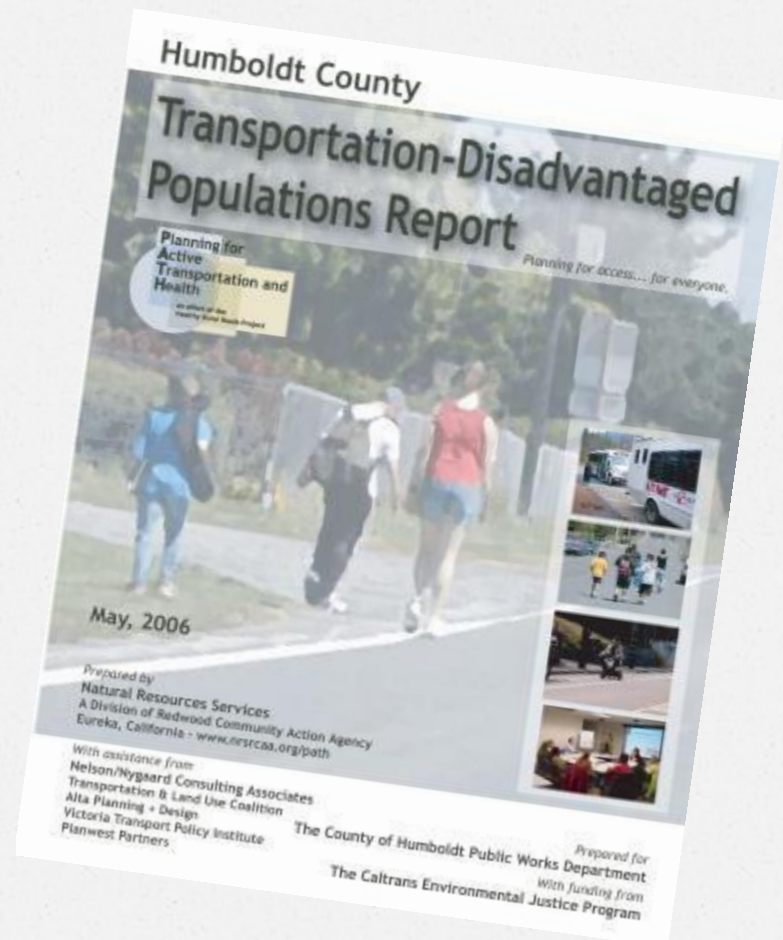
**Rural Safe Routes to School Prioritization Tool**

**Reducing Language Barriers in Transportation Decision-making**



# Development of the Transportation-Disadvantaged Populations Report

- Caltrans' Environmental Justice planning grant with the County of Humboldt
- Visual tools can go a lot further than words!
- Available at:  
[www.nrsrcaa.org/nrs/hr/pdfs/FinalDRAFT\\_TDP\\_Report.pdf](http://www.nrsrcaa.org/nrs/hr/pdfs/FinalDRAFT_TDP_Report.pdf)

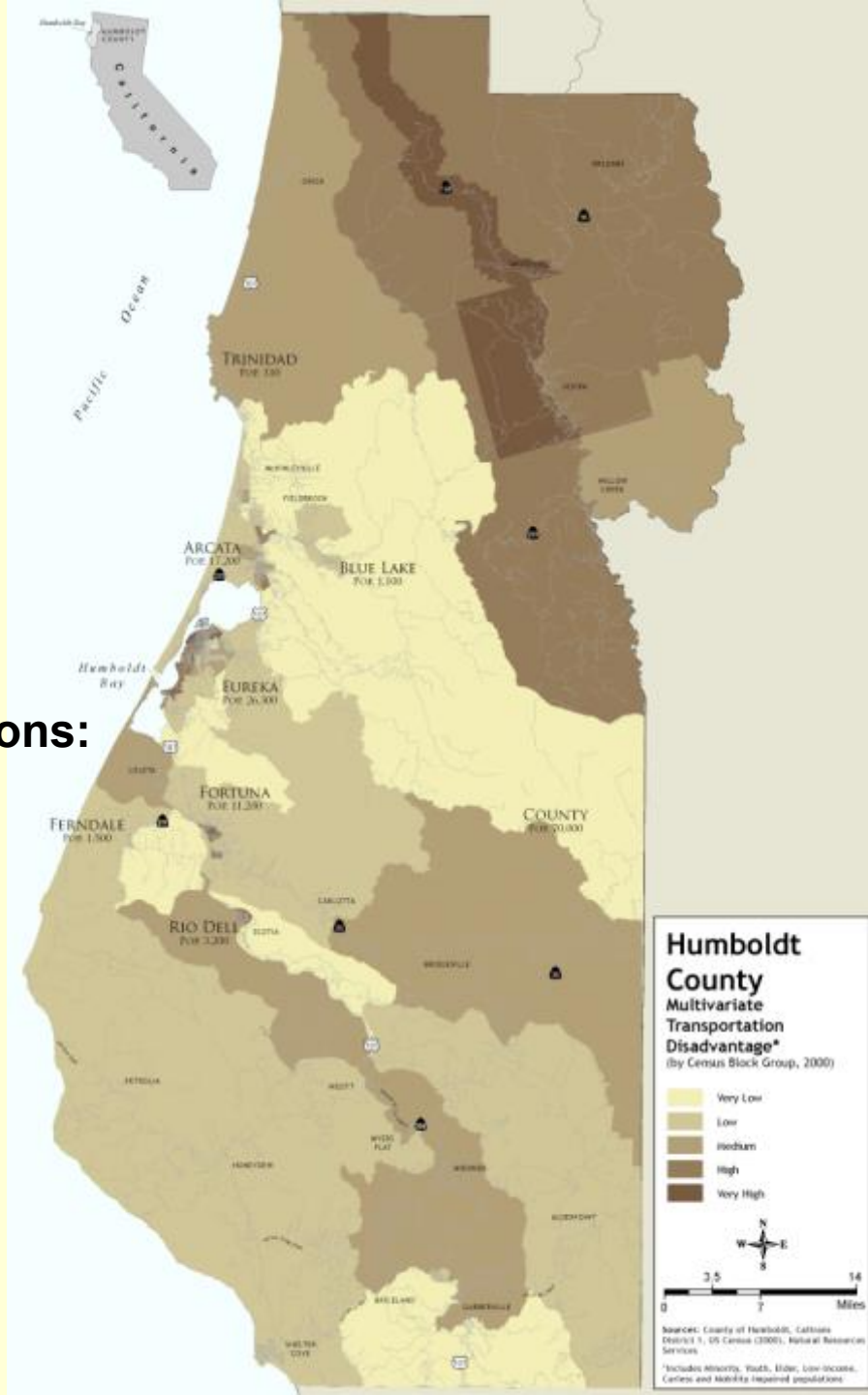


# Transportation Equity in Humboldt County

## ‘Transportation Disadvantaged’ Populations:

- Carless
- Elderly
- Ethnic Minorities
- Youth
- Disabled Individuals
- Low-Income

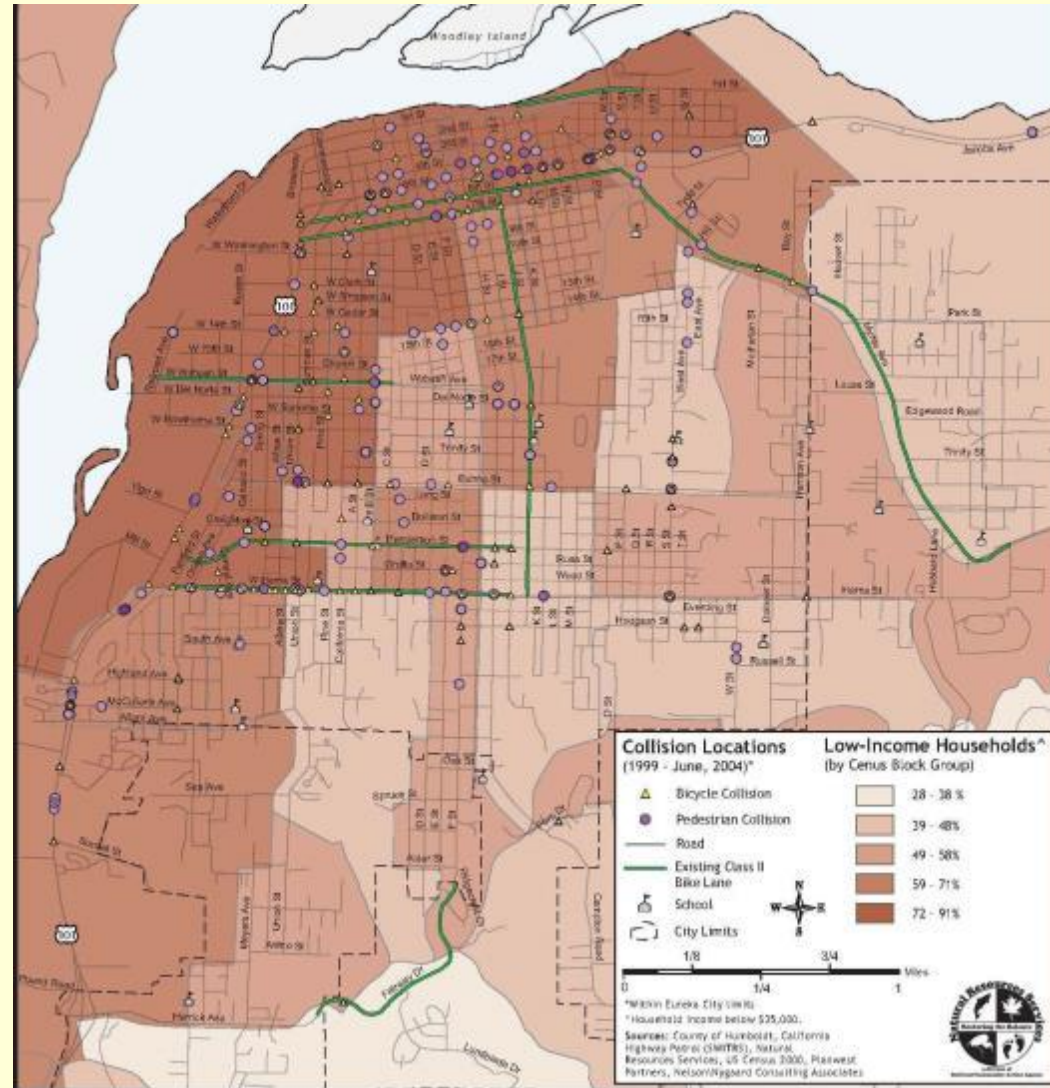
*Darkest areas of the map represent areas with ‘very high’ transportation disadvantage*





# Transportation Equity in Eureka

# Locations of Bicycle and Pedestrian Involved Collisions and Low-Income Households in Eureka



# How we are addressing transportation equity



**Transportation-Disadvantaged Populations Report**

**Rural Safe Routes to School Prioritization Tool**

**Reducing Language Barriers in Transportation Decision-making**



# Safe Routes to School



- Education
- Encouragement
- Engineering
- Enforcement
- Evaluation
- **Equity**
- Environment



# SRTS Prioritization Tool

A means of determining which schools have the highest need and capacity to support SRTS programs and ensuring equity in which schools were supported for infrastructure improvements and education.





# Prioritization based on:

## HCAOG SR2S Regional Tool - SR2S School Prioritization Tool

Data Source	Criteria Description	Measured by	Values	Maximum Score
<b><u>School Readiness Criteria</u></b>				
School Inventory Calls	School administration support	Presence/Absence	Present = 5 Absent = 0	5
School Inventory Calls	SR2S activities/discussions/interest	Presence/Absence	Ongoing = 10 Present = 5 Absent = 0	10
School Inventory Calls	SR2S champion present at the school	Presence/Absence	Present = 5 Absent = 0	5
School Inventory Calls	Active school/parent support organization (e.g. PTO/PTA, Booster Club, school site council)	Presence/Absence	Present = 5 Absent = 0	5
School Inventory Calls	SR2S district or school policy adopted	Presence/Absence	Present = 5 Absent = 0	5
SR2S Parent Surveys	Completed SR2S parent surveys	Annual Reporting	Present = 5 Absent = 0	5
<b><u>Internal Need Criteria</u></b>				
Ed-Data	Free & Reduced Lunch	Schools scored based on percentage of students eligible as reported	80-100% or greater = 8 60-79% = 6 40-59% = 4 20-39% = 2 0-19% = 0	8
CA Dept of Education	Aerobic Fitness (% meeting Healthy Fitness Zone)	Schools are scored based on percentage of students achieving the benchmark fitness level	70-100% = 0 40-70% = 3 0-40% = 5	5
Ed-Data	Student Enrollment	Schools are scored based total student enrollment	Above 300 = 5 101-300 = 3 Under 100 = 1	5

- **School Readiness – SRTS**  
involvement/interest, Admin & Parent Support, Policy
- **Internal Need -**  
Free/reduced lunch, Aerobic Fitness, Enrollment

# Prioritization based on:

Data Source	Criteria Description	Measured by	Values	Maximum Score
<b>External Need Criteria</b>				
School Inventory Calls	Pedestrian facilities	Score based on the presence or absence of dedicated pedestrian facilities leading to the school campus.	Absent = 5 Present but insufficient = 3 Present = 0	5
Humboldt County Road Centerline Shapefile	Posted Speed limit	Speed limit of school roads and speed limits of roads intersecting within 660 ft	School on a road over 35mph = 10 Intersects Over 35mph = 5 25 or under and no intersections = 1	5
HCAOG Regional Trails Master Plan Shapefiles	Existing bicycle and trail facilities	Score based on the presence or absence of dedicated bicycle facilities within 660 ft buffer leading to the school campus. Includes only Class I and II facilities and trails.	Absent = 5 Present = 0	5
2012 Census or American Communities Survey (ACS)	Percentage of carless households	Scored are based on the percentage of carless households per census area in which the surveyed school is located. Classification performed by natural breaks (Jenks Method).	13-17% = 5 9-12% = 4 6-8% = 3 3-5% = 2 0-2% = 1	5
UC Berkeley SafeTREC Transportation Injury Mapping System (TIMS) / Caltrans SWITRS	Bicycle and Pedestrian Collision Frequency	Based on the total number of bike or pedestrian involved collisions within .5 mile buffer, scores assigned based on natural breaks in the data	25-71 = 5 6-24 = 3 1-5 = 1 0 = 0	5
			<b>Total Readiness Score</b>	<b>35</b>
			<b>Total Need Score</b>	<b>43</b>
			<b>Total Possible Score</b>	<b>78</b>
<b>Adjusted score for schools without Fitness Data</b>			<b>Total Adjusted Score</b>	<b>73</b>

- External Need –**  
Ped/bike facilities,  
Posted speed limit,  
Carless households,  
Collision Data



# School Readiness

## 2012 HCAOG SR2S School Inventory Questions

School and District Name:  
School Contact Name and Information:

1. Is your school familiar with Safe Routes to Schools? (y/n)
2. Who in the school administration would be willing to work with us and other schools on these issues? *(We are simply looking for a contact person we can share information with and/or help with ped/bike safety questions and concerns.)*
3. Have you engaged in SR2S programs or had discussions as a school? (y/n?)  
*If yes, describe program (i.e. Participate in Walk to School Days, Had traffic calming/infrastructure improvements)*
4. Is there a SR2S (or walking/bicycling) champion at your school? (Is there a parent, teacher, or administrator who is active/enthusiastic about helping kids safely walk/bike to school? Can I have their contact information?)
5. Have there been concerns around child health or kids getting enough physical activity?
6. *What types of activities in School PE address ways to get physical activity outside of school, or behaviors about walking or cycling to school? (Does PE address importance of getting PA outside of school?)* Are you aware of lessons/activities taught through P.E. or Health Education that focus on Physical Activity?
7. What are the safety concerns around kids traveling to school? *(Are there concerns around motor vehicle safety, lack of sidewalks, congestion, speeding, etc?)*
8. Are there safety or health concerns around the pick-up/drop-off zone? *(Are there concerns around motor vehicle safety, lack of sidewalks, congestion, speeding, etc?)*
9. Does your school have an active PTA/PTO or engaged parent group?  
If yes, what is his/her name? Do you have contact information?
10. Do you know how many kids walk or bike to your school?
11. What are the main walking routes to your school?
12. Does your school have bicycle parking? Is it covered/protected?
13. Does your school have a crossing guard? If yes, At which road crossing?  
How was the location selected? Who pays for it?  
Is it a paid position? Does the crossing guard have other non-crossing guard duties?  
Have you had any challenges regarding staffing or ?  
What has made it successful?  
*If no, have you had a crossing guard in the past? At which road crossing?*

- **Determined by school inventory phone calls**



# Internal Need



- **Based on publicly available data**

- ✓ **Free/reduced meals**
- ✓ **Fitness data**
- ✓ **Enrollment**





# SRTS Prioritization Tool

## External Need

Spatial Data Component



# SRTS Prioritization Tool

- Collaborative process
- Allows jurisdictions to apply for funding on behalf of high ranking schools
- Introduced rural schools to SRTS
- Helped to form the Countywide SRTS Task Force
- Made grant applications more competitive





# SRTS Prioritization Tool

## Successes!

- Secured funding through the Cycle 1 Active Transportation Program (ATP) (California's TAP funding)
  - Education and encouragement program at Eureka City Schools – Redwood Mobility Education Program
  - Infrastructure improvements and education at Toddy Thomas Middle School in Fortuna
  - Infrastructure and Remote Drop Off Program at Lafayette Elementary School in Eureka

# SRTS Prioritization Tool

## Successes!



- Last fall also secured ATP funding for I/Nl programs at **6 additional schools/communities in Humboldt County!**



# SRTS Prioritization Tool

## Successes!



- Framing of SRTS gained more traction with local policy makers



# How we are addressing transportation equity



**Transportation-Disadvantaged Populations Report**

**Rural Safe Routes to School Prioritization Tool**

**Reducing Language Barriers in Transportation Decision-making**



# Reducing Language Barriers



- Providing language interpretation and translation for public meetings – including transportation projects



# Reducing Language Barriers

## Guidelines for Hosting Effective Multi-Lingual Meetings

Hosting a multi-lingual meeting takes some extra advance planning and preparation but this effort pays off when all participants can participate, understand and be heard! Here are some basic guidelines to help you access local resources available here on the North Coast.



**Before** the meeting:

	Task	Ideal lead time	Resources
<input checked="" type="checkbox"/>	Find a skilled interpreter for your meeting and confirm availability and interpreter's expectations. If meeting will be long (1.5+ hours) a second interpreter may be needed to provide breaks.	2-3 weeks before	<a href="http://www.northcoasttranslate.org">www.northcoasttranslate.org</a>  Standard rates for interpretation and translation are \$20-30 per hour. Some interpreters charge mileage for travel to meetings.
<input checked="" type="checkbox"/>	Reserve interpretation equipment for large meetings (headsets and radio base unit). Test the equipment before using!	2-3 weeks before - contingent upon availability	Community Wellness Center 908 7th street, Eureka (707) 268-2132
<input checked="" type="checkbox"/>	Have written materials translated – ideally by the same interpreter you will have at the meeting.	2-4 weeks before – expect translation to take about 1 hour for every page of dense text.	<a href="http://www.northcoasttranslate.org">www.northcoasttranslate.org</a>
<input checked="" type="checkbox"/>	Meet with your interpreter and/ or send materials and agenda for the meeting so they understand what will happen.	3 - 7 days before	Let interpreter know if headsets will be available, anticipated number of attendees, length of meeting, and provide any materials to be presented.

**Did you know...?** *Interpretation* refers to spoken conversations. Some interpreters can interpret simultaneously, while others need the speaker to stop after each phrase so they can relay the message to speakers of another language. *Translation* refers to written information. Please note that illiteracy or learning disabilities can affect the ability to understand written text, so in some cases an interpreter would still be needed. Some interpreters and translators only provide one service or the other, not both.

[www.northcoasttranslate.org](http://www.northcoasttranslate.org)



# Reducing Language Barriers



**South Fortuna Elementary  
Walkability Assessment**



# Looking Ahead



- Continue to work with local organizations and municipalities to reduce barriers to local residents participating in transportation decision-making
- Regularly update Transportation-Disadvantaged Populations Report with new data
- Continue prioritizing working with disadvantaged communities





# THANK YOU!

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[www.naturalresourceservices.org](http://www.naturalresourceservices.org)



# Questions?

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⇒ **Archive at [www.pedbikeinfo.org/webinars](http://www.pedbikeinfo.org/webinars)**  
Download a video recording and presentation slides

⇒ **Questions?**

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