Equity Advisory Committee
PSRC Inclusive Outreach Discussion

Facilitator: Elizabeth Ralston, MPH, Accessibility Consultant
Elizabeth Ralston Consulting, LLC

Elizabeth Ralston Consulting ER

PSRC's current and planned work in accessibility and inclusive outreach

- 2025 Regional Transportation Plan community meetings: assessed accessibility at these events
- Digital document remediation (in progress)
  - Goal to complete by April 2028
- Interviewing PSRC staff and community partners on inclusive outreach strategies (in progress)
- Trainings on inclusive outreach and accessibility topics (2027)
- Audit of physical meeting spaces (2027)

About Elizabeth

✯ I guide organizations in the strategic development of an **accessibility road map,** with an emphasis on equity and inclusion

✯ I help organizations expand their capacity to engage their audiences through **event planning, program delivery, and strategic communications** through an accessibility lens

★ **Public Health and Nonprofit** background

✯ Individual with **lived experience of disability**: deafness

✯ Fun Fact: Served in Peace Corps **Malawi**



PSRC and Inclusive Outreach

PSRC is committed to improving **inclusive outreach strategies**.

The EAC plays an important role as an **ambassador** to the communities served by PSRC.

Goal of this Discussion

1. Get grounded in **inclusive outreach** and what that means
2. Create a **shared understanding of terminology**, including accessibility
3. **Receive feedback** from the Equity Advisory Committee on PSRC's inclusive outreach strategies

Questions to discuss in breakout rooms

Here are the questions we will be discussing:

1. What recommendations do you have for PSRC to be **more inclusive** to people with disabilities in outreach efforts?
2. How can PSRC's presentations be **improved**?
3. How can PSRC more **effectively communicate** about its plans with communities?

Warm up

Zoom Poll

Terminology: Inclusive Outreach

Inclusive outreach is an intentional practice of designing communication and engagement activities that:

1. Removes barriers to accessibility
2. Ensures the participation of underserved and diverse communities

Sources: City of San Rafael, City of Seattle Race and Social Justice Initiative

Terminology: Social Model of Disability



Source: Adapted from Inclusionlondon.org.uk, KITA LLC All Rights reserved – used with permission

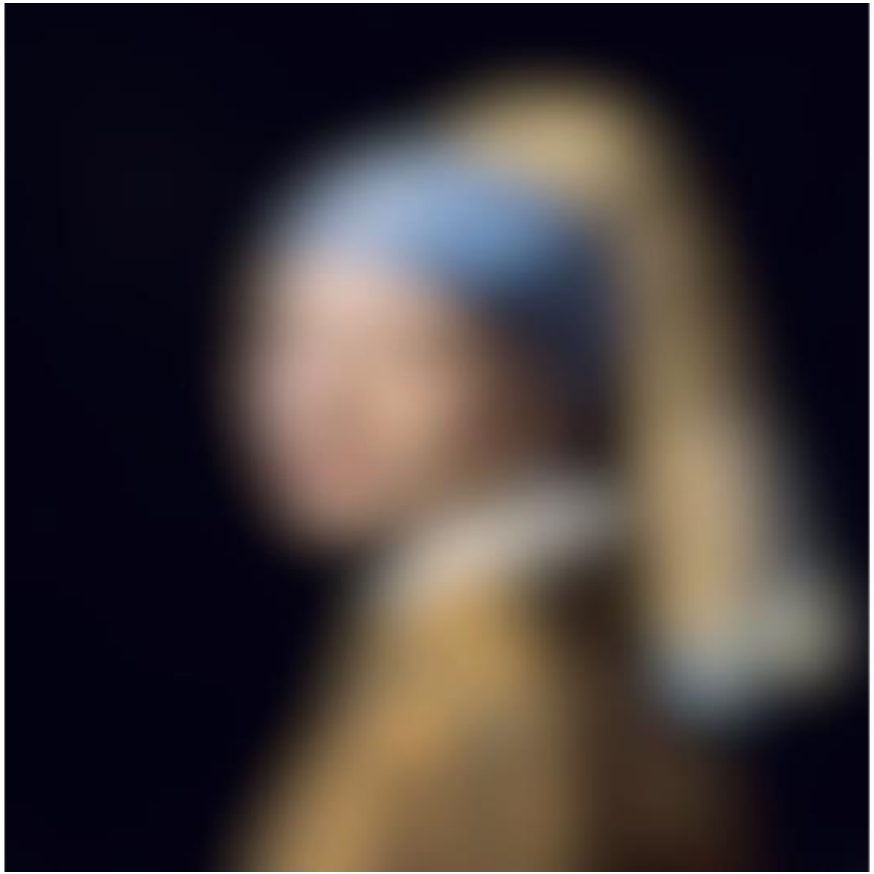
Terminology: The Americans with Disabilities Act Title II

Title II of the ADA **prohibits discrimination** against qualified individuals with disabilities in all programs, activities, and services of public entities.

It applies to all **state and local governments**, their departments and agencies, and any other instrumentalities or special purpose districts of state or local governments.

Title II extends coverage to all **public entities that provide public transportation**, whether or not they receive federal financial assistance. It establishes detailed standards for the operation of public transit systems, including commuter and intercity rail (e.g., AMTRAK).

Terminology: Accessibility



Terminology: Accessibility

ac·ces·si·bil·i·ty

/əkˌsesəˈbilədē/

Noun

- The quality of being able to be reached or entered.
- The quality of being easy to obtain or use.
- The quality of being easily understood or appreciated.

Terminology: Universal Design

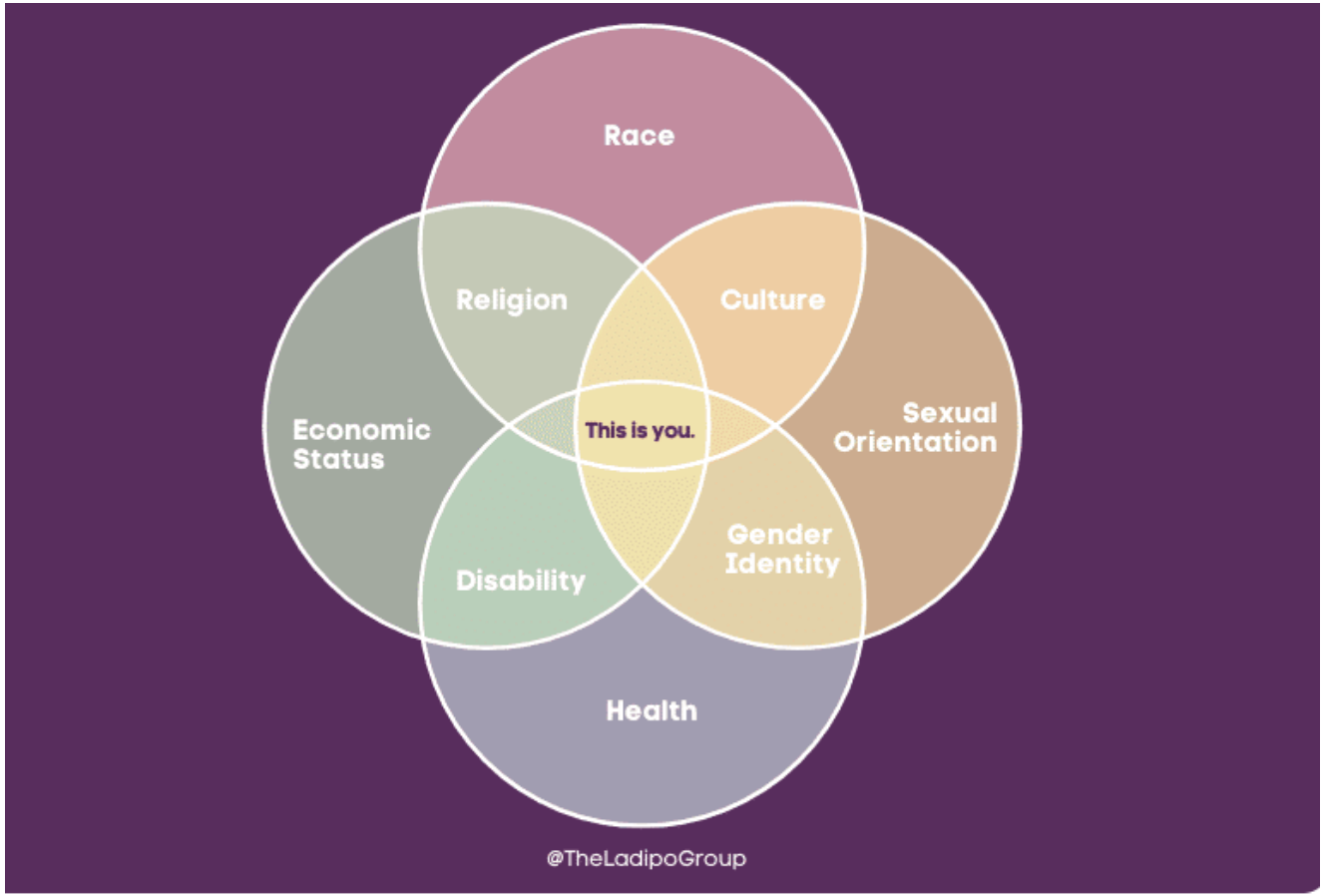
Universal Design is the design and composition of an environment so that it can be **accessed**, **understood,** and **used** to the greatest extent possible by all people regardless of their age, size, ability or disability.



Terminology: Intersectionality

A framework for understanding how aspects of a person's identities combine to create different modes of discrimination and privilege

Terminology: Intersectionality



Source: https://theladipogroup.com/intersectionality-the-overlap-of-race-gender-and-other-identities/

Terminology: Intersectionality

"Disability is one of the most intersectional dimensions of DEI because anybody can become disabled at any time, regardless of what their other identities are."

Sheri Byrne-Haber, Director of Accessibility Projects and Strategy, AccessAbility Officer

DEI+A

Accessibility needs to be integrated into Diversity, Equity, and Inclusion efforts!

DEI initiatives often overlook accessibility and disability.

Diversity also includes disability!

Thank you!



Thank you!

Contact information:

elizabeth@elizabethralston.com
www.elizabethralston.com

Elizabeth Ralston Consulting ER



BREAK

Discussion Questions

1. What recommendations do you have for PSRC to be **more inclusive** to people with disabilities in outreach efforts?

2. How can PSRC's presentations be **improved**?

3. How can PSRC more **effectively communicate** about its plans with communities?

Breakout Rooms Instructions

- We will be splitting into three breakout rooms (approximately 3-4 people per room).
- Each room will discuss all three questions for 20 minutes.
- There will be a notetaker in the room using a google doc to take notes.
- We will come back in 20 minutes and do a report out.

Discussion Questions

1. What recommendations do you have for PSRC to be **more inclusive** to people with disabilities in outreach efforts?

2. How can PSRC's presentations be **improved**?

3. How can PSRC more **effectively communicate** about its plans with communities?

Thank you!

Contact information:

elizabeth@elizabethralston.com
www.elizabethralston.com

Elizabeth Ralston Consulting ER