Best Practices: Equity

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Helping people, changing lives

HOPELINK

Family development, adult education, employment training, home heating assistance, transportation, and more.
Hopelink Mobility Management

We promote self-sufficiency for all members of our community by facilitating access to the community. We do this by:

(1) supporting the coordination of special needs transportation through cross-sector collaborations to improve transportation services and

(2) providing travel education and resources to build awareness of existing transportation options.
Targeted Populations

- Limited English proficiency (LEP) populations
- Older adults
- Low-income individuals and families
- People with disabilities
- Veterans
- Youth
How do you define Equity?
FAIR INCLUSION...

...into a society in which all can participate, prosper, and reach their full potential
TDM Action Plan Core Values

Equity. TDM implementers endeavor to reach as many people as possible through their programs. To this end, they seek to design programs that enhance equitable access to programs and services so that all people are able to benefit from convenient and affordable travel options.
Connect all people with travel options that optimize the transportation system’s capacity.

1. Expand programs
2. Provide information people need
3. Enhance the existing transportation system
4. Maximize new investments
5. Influence policy
6. Research and advocate
Equality versus Equity

**Equality**

**Equity**
Figure 2-1. Change in Special Needs Populations, 2008-2015

- Youth 5-17: 17%, 16%, 16%
- Seniors 65+: 10%, 11%, 13%
- Seniors 85+: 1%, 2%, 2%
- Individuals with Disabilities: 11%, 10%, 12%
- Low-Income: 20%, 24%, 26%
- Total Special Needs: 44%, 47%, 48%

Why Care?

Figure 2-13. Summary Tabulations of LEP Individuals, 2015

Why Care?

81% drive themselves around
32% have others drive them

73% walk

62% use public transportation
24% ride a bike

29% take a taxi
10% use a special transportation service

2017 AARP Age-Friendly Community Survey of Seattle, WA, Residents Age 45+
Best Practices: TDM and Equity

- TDM Outreach
  - Trans-creation materials
  - Accessible meetings and documents
  - Know all appropriate resources
- Service Adaptations (e.g. Uber/Lyft partnerships)
  - Cost considerations
- Digital Divide
- Wheelchair accessible options
Best Practices: TDM and Equity

- Developing new solutions to meet needs of target populations
  - Transit instruction for all trips
  - New material for target populations
  - Awareness campaigns
Mobilize! Public Transit Orientation (PTO)

- Working with facilities to offer group trips, showing clients how to use transit.
- Primary partnerships with resettlement agencies
- Multi-modal and transfers
- Funds are distributed towards their ORCA cards.
Accessible Travel Map

- For older adults & people with disabilities, caregivers, and support staff
- 30+ transportation services and resources in King County
- 20,000 copies printed in-kind by King County Metro
- Now in Spanish!
Offer Me A Seat Campaign

- Education on inclusion of transit system for all users
- Example: London, England
  - Tested with 1200+ riders
  - 72% of journeys were made easier as the result of the badge
  - 98% would recommend the badge
SDOT’s Transportation Equity Program
Transportation Equity Program: Overview

In 2017, SDOT formally established the Program to:

– Provide safe, environmentally sustainable, accessible, and affordable transportation options

– Support low-income communities to thrive in place:
  • Communities of color,
  • Immigrant and refugee communities
  • people with disabilities
  • people experiencing homelessness or housing insecurity
  • LGTBQ people
  • Women and girls
  • Youth
  • Seniors

– Mitigate the effects of displacement and disparate racial outcomes related to displacement
Program Overview
Community & Equity-centered Framework

**Stakeholders**
- Community members
- Community-based Organizations
- City staff
- Elected Officials
- Funders

**Methods**
- Listening & learning
- Community events
- Site Visits & Tours
- Capacity building

**Activities**
- Test & pilot
- Assess & Refine
- Track Progress
- Report Progress

**Targets**
- Needs
- Goals
- Strategies
- Measures
Transportation Equity Program: Focus Areas

- Affordable Housing & Housing Security
- Health & Food Access
- Environment & Access to Recreation
- Job Access & Workforce Development
- High-risk Displacement Areas
- Schools & Youth-Based
- Arts, Culture, & Faith-based

Partnerships with organizations serving low-income communities.

Engagement
Capacity Building
Research & Policy Innovation
Programming
Agenda Setting
TDM in Puget Sound

- Consider the TDM program(s) you implement.
  - How are you reaching and prioritizing communities with the most needs?
  - What are your specialized strategies for doing that?
  - What is your resource allocation?
  - Who informs your decisions? How do you solicit information?
Available Resources

- Subject Matter Experts in our community
- National Center for Mobility Management
- Local Mobility Coalitions
King County Mobility Coalition

- Vision: a coordinated transportation network that allows all people to move freely around King County and the Puget Sound region
- 30+ Agencies
You don’t need to be a voice for the voiceless, just...

PASS THE MIC.

@DrSuad
Questions?

Thank you for listening!

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