

# Transportation Equity



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MINNESOTA



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# What is Equity in Transportation?

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- Equity in transportation seeks fairness in mobility and accessibility to meet the needs of all community members.
- Facilitate **social and economic opportunities** by providing equitable levels of access to affordable and reliable transportation options **based on the needs of the populations being served, particularly populations that are traditionally underserved.**

# Outline

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1. Equitable engagement
  - Hennepin County Cohort Model
2. Equity in data analysis and communications

# Equitable Engagement

## Hennepin County Cohort Model



# METRO Transit Blue Line Extension Engagement Cohort



Brooklyn Park | Crystal | Robbinsdale | Golden Valley | Minneapolis



# Planning for people

Often, when people think about planning, they focus on the things: buildings, streets, green space, roads, and transit.

But planning is really about people, about the communities we call home. It is about where we work, where our families will grow, and hopefully where they'll prosper, and where we'll connect with one another.



Metropolitan Council Public Engagement Plan

# Hennepin County Cohort model

- Census
- Elections
- Trusted Messengers/COVID 19 response
- Zero Waste Plan
- METRO Blue Line Extension



# Hennepin County Community Engagement Roster Program

- Roster program pre-qualifies community and cultural groups for contracting with the county
- Contracts with a cohort of community-based experts with complimentary expertise, geographies and cultures
- Focus on extending our reach through trusted community leaders on communications and engagement
- Pay rate budgeted at approximately \$85 - \$150 per hour
- Able to invoice hourly or by deliverables

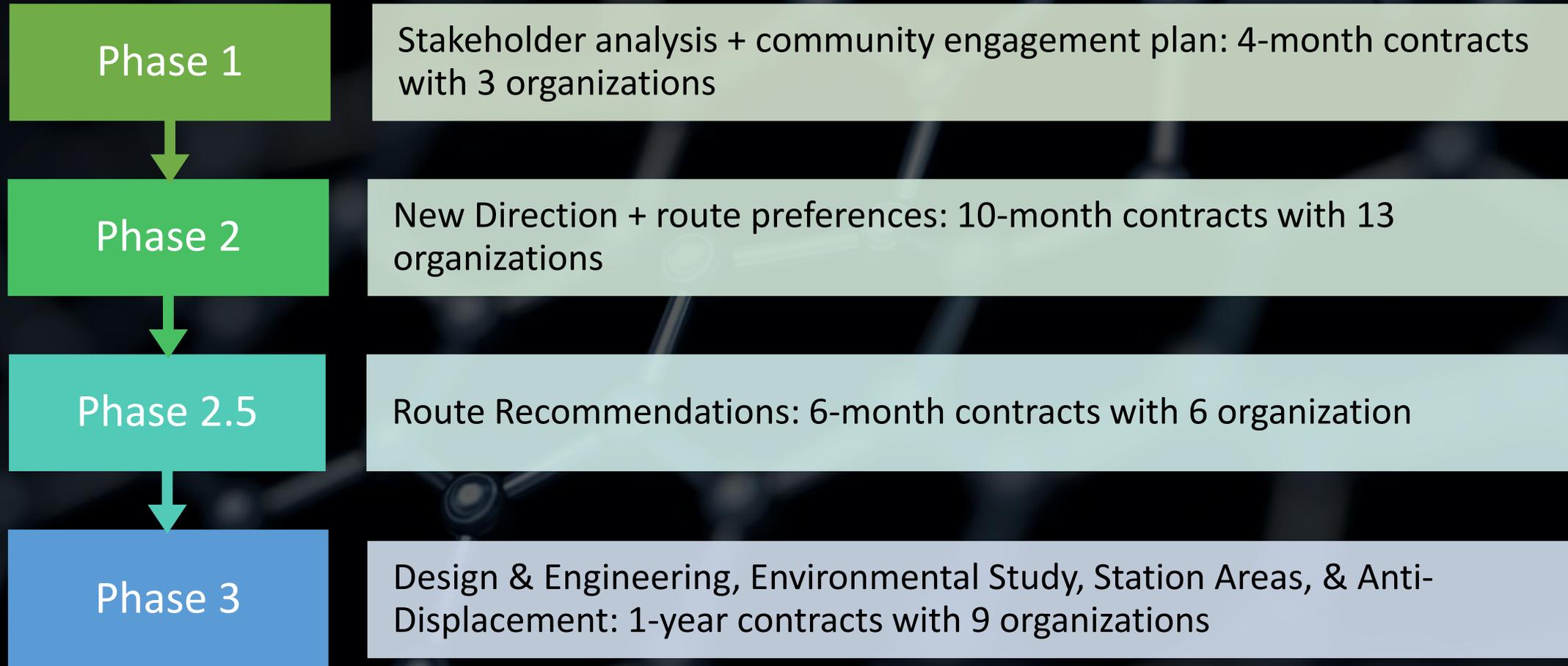
Community Engagement Roster Participants					
Organization Name	Filter by Services Provided	Filter by Topic Expert	Filter by Communities	Organization Name	Agreement Number
<input type="text" value="Search"/> <input type="checkbox"/> 1 Day At A time <input type="checkbox"/> A Mother's Love Initiative <input type="checkbox"/> African Career Education and R... <input type="checkbox"/> African Community Senior Servi... <input type="checkbox"/> African Immigrants Community... <input type="checkbox"/> African Minnesota Women Awa... <input type="checkbox"/> All Parks Alliance for Change <input type="checkbox"/> Alliance Services LLC	<input type="checkbox"/> Communication <input type="checkbox"/> Community assessment research <input type="checkbox"/> Community storytelling <input type="checkbox"/> Engagement planning <input type="checkbox"/> Engagement report on activities a... <input type="checkbox"/> Engagement training <input type="checkbox"/> Event planning and implementati... <input type="checkbox"/> Facilitation <input type="checkbox"/> Implement and lead engagement ...	<input type="checkbox"/> Community economic dev... <input type="checkbox"/> Community safety <input type="checkbox"/> Criminal justice system <input type="checkbox"/> Education <input type="checkbox"/> Employment <input type="checkbox"/> Environment <input type="checkbox"/> Health <input type="checkbox"/> Housing <input type="checkbox"/> Other	<input type="checkbox"/> Asian Indian <input type="checkbox"/> Black/African Americ... <input type="checkbox"/> Cameroonian <input type="checkbox"/> Chinese <input type="checkbox"/> Elders/seniors <input type="checkbox"/> Ethiopian <input type="checkbox"/> Ghanaian <input type="checkbox"/> Hmong <input type="checkbox"/> Karen	Organization Name Agreement Number Services Provided Services Provided Other Topic Expert Topic Expert Other	
Lake Street Council	PL00000084	Community storytelling, Event planning and implementation	Community economic development		
A Mother's Love Initiative	PL00000044	Communications, Community assessment research, Community storytelling, Engagement planning, Engagement training, Engagement report on activities and outcomes, Event planning and implementation, Facilitation, Implement and lead engagement plan, Mediation	Community economic development, Community safety, Criminal justice system, Education, Employment, Environment, Health, Housing, Racial equity		
African Immigrants Community Services	PL00000061	Community storytelling, Engagement training, Engagement report on activities and outcomes, Event planning and implementation, Facilitation, Implement and lead engagement plan	Community economic development, Community safety, Criminal justice system, Education, Employment, Environment,		

# Scope of services examples

- Amplify project messaging through social media, e-newsletters, text networks and BIPOC media sources
- Advise County staff on policy, programs, and communications formats
- Work together as a cohort team with complimentary services, geographies, and communities served
- Direct engagement: pop-ups, focus groups, community meetings, door-knocking
- Documentation: notes, photos, videos
- Final report documenting activities and community input



# METRO Blue Line Extension Engagement Cohorts



# METRO Blue Line Extension project engagement principles

## Meaningfully engage stakeholders

- Honor and build on previous robust community engagement
- Tailor engagement practices to meet the needs of the individual communities in the corridor

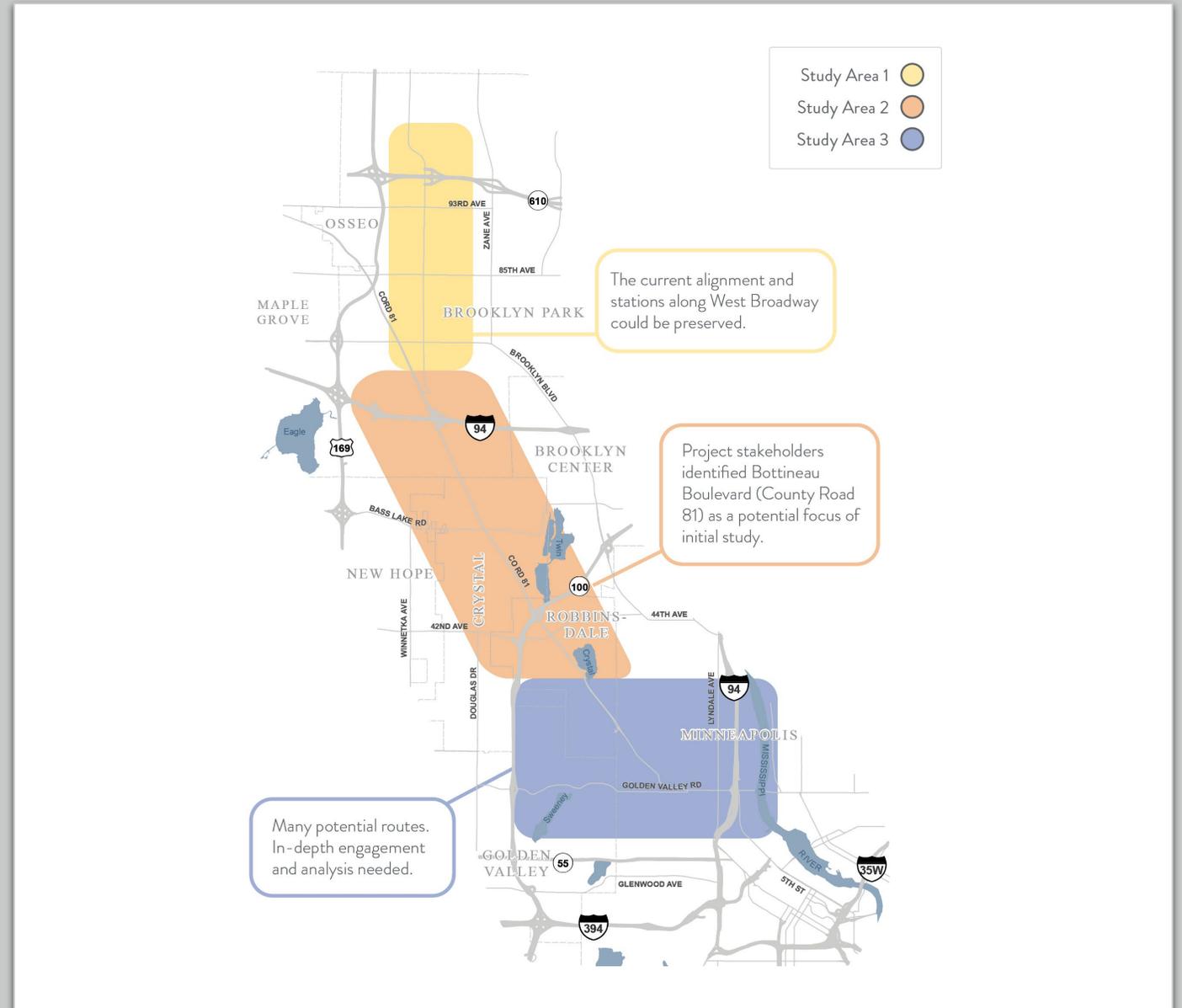
## Engage, inform, and consult diverse communities to co-create project solutions that reduce disparities

- Ensure corridor communities of all races, ethnicities, incomes and abilities are engaged so all communities and corridor cities share in growth opportunities, with an emphasis on low-income and cultural communities
- Use community goals, priorities, and criteria for growth to inform decision-making
- Adjust strategies and approach as needed to ensure corridor communities are fully represented in engagement efforts

# Focus Areas

Stakeholder analysis of the corridor revealed:

- African immigrant
- African American
- Lao
- Hmong
- Vietnamese
- Latino
- Low-income
- Zero car households



# BLRT Engagement Cohort members 2022

Organization	Focus Area	Community Focus
<b>Asian Media Access</b>	Station Area Planning, Environmental Study, Arts Engagement	Asian and immigrant community in North Minneapolis and Brooklyn Park
<b>Encouraging Leaders</b>	Environmental Study, Design & Engineering	Youth and young adults along with in North Minneapolis
<b>Juxtaposition Arts</b>	Anti-displacement	Youth and transit riders in North Minneapolis
<b>Lao Assistance Center</b>	Anti-displacement, Arts Engagement	Lao and Hmong residents, businesses and community leaders in the BLRT corridor
<b>Liberian Business Association</b>	Small Business	Liberian and immigrant small businesses along with community leaders in Brooklyn Park, Crystal and Robbinsdale
<b>Mothers Love</b>	Design & Engineering	Residents in North Minneapolis and Robbinsdale
<b>NEON</b>	Small Business	Small businesses and faith based leaders in North Minneapolis
<b>Pueblos de Lucha Y Esperanza</b>	Design & Engineering	Latino community in the BLRT corridor
<b>West Broadway Coalition</b>	Small Business	Businesses and organizations within the West Broadway corridor



# Discussion

- Turn to your neighbor and talk about a community partner(s) that you have worked with. What expertise did they bring to your project?



# Defining levels of engagement

BLRT Project activities	Level of Engagement
Design & Engineering	Inform, consult, involve
Environmental Study	Inform, consult
Station Area Planning	Inform, consult, involve
Anti-Displacement	Inform, consult, involve, collaborate
Cultivate Arts	Inform, consult, involve, collaborate

## IAP2 Spectrum of Public Participation

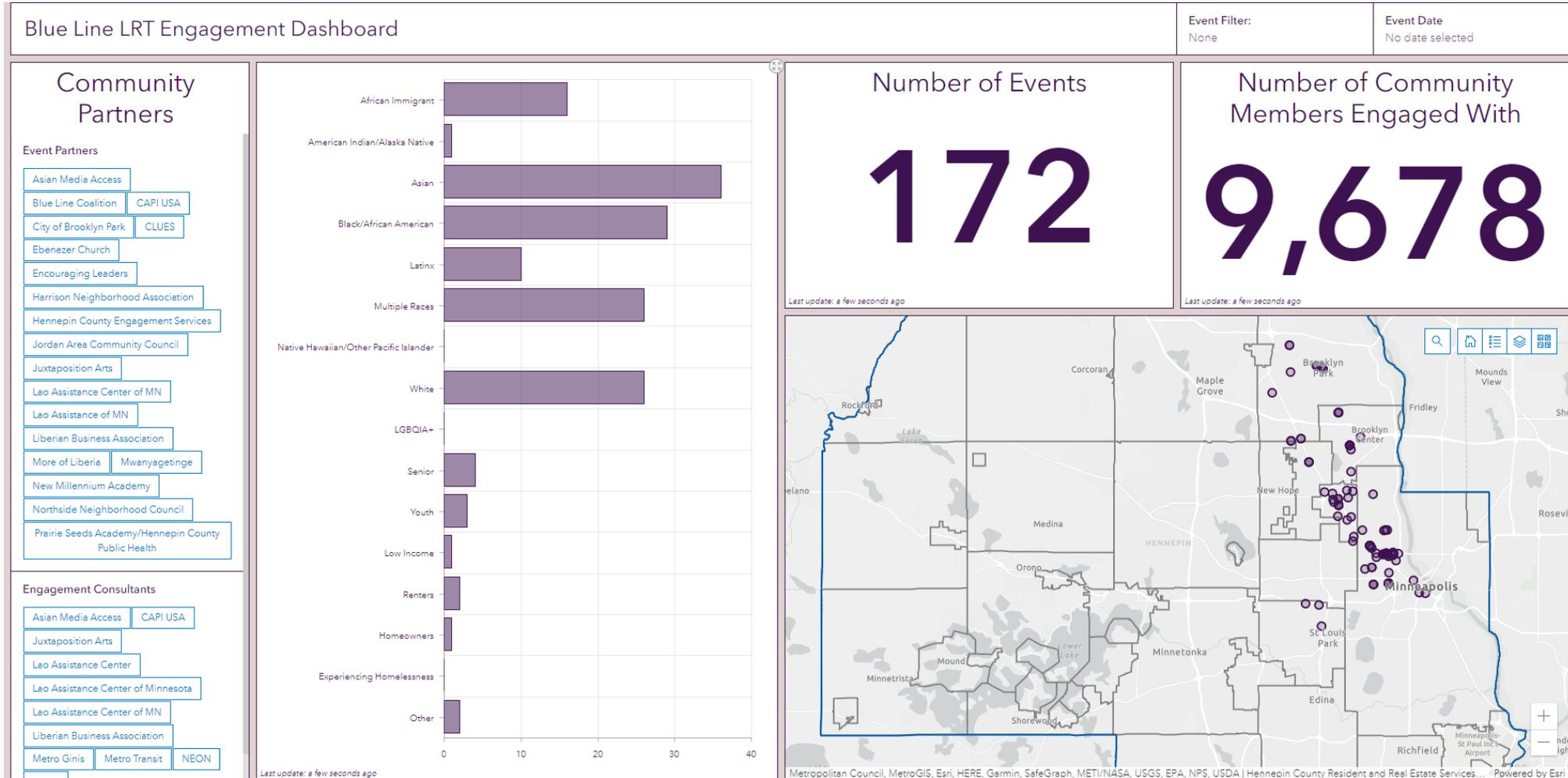


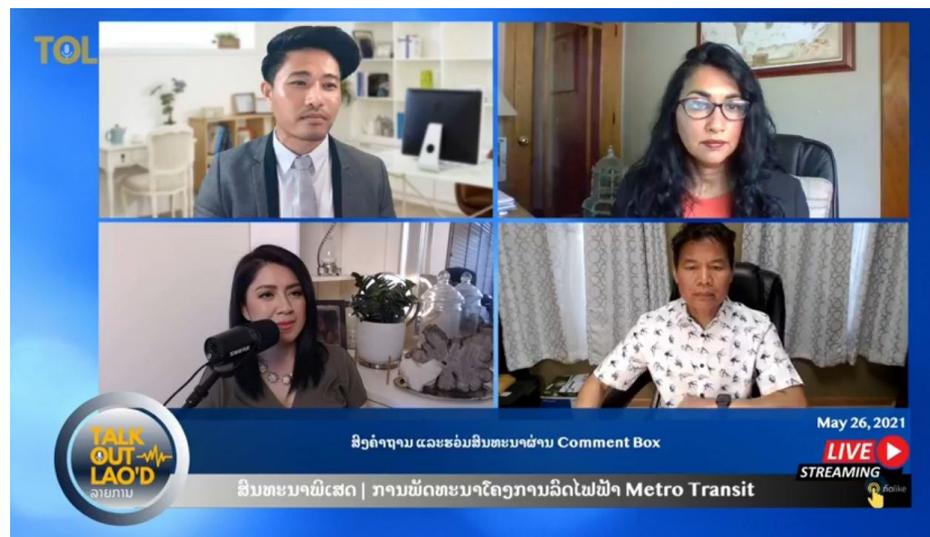
IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

© IAP2 International Federation 2018. All rights reserved. 20181112\_v1

# Outcomes





# Equity in data analysis and communications

# Urban Institute's Applying Racial Equity Awareness in Data Visualization

Sep 3, 2020

Jonathan Schwabish  
Senior fellow

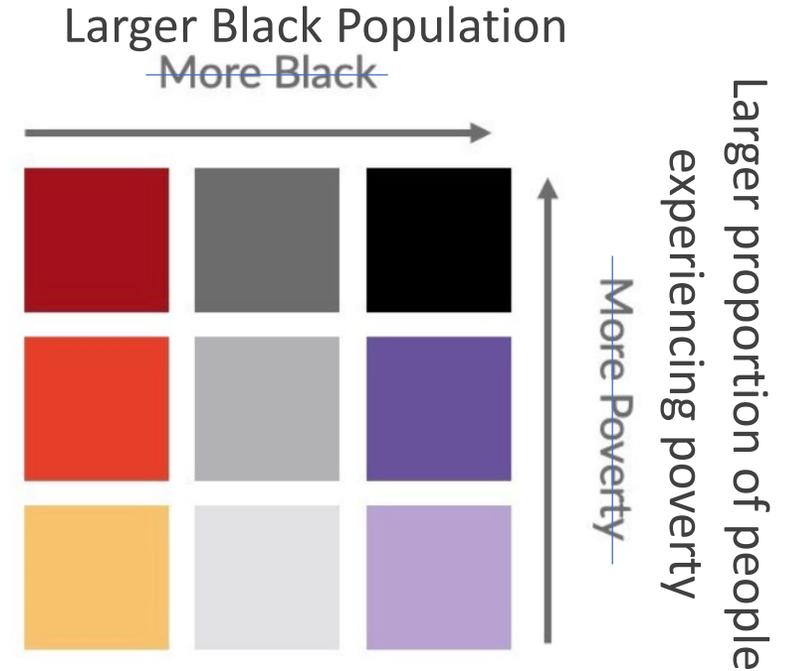
Alice Feng  
Data visualization developer

# Urban Institute's 9 tips

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## 1. Using language with a racial equity awareness

- People-first language, such as “people with disabilities”
- Labels and Annotations
- Monitor the current lexicon and give people the option to self-identify



# Urban Institute's 8 tips

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## 2. Ordering data labels in a purposeful way

- Present study focus group first
- Order of results should reflect the argument you're trying to make
- Can you use neutral sorting? (i.e. alphabetically or by population size)

# Urban Institute's 8 tips

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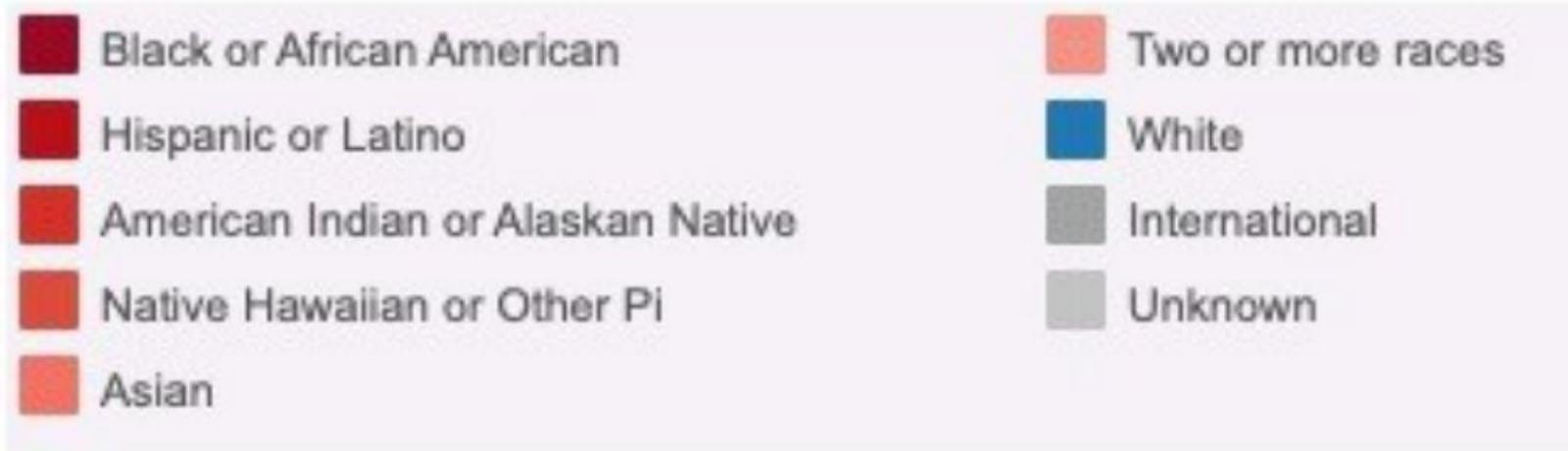
## 3. Consider the missing groups

- Acknowledge who is and is not included
- Avoid gender binary
- Noting omitted groups
- Avoid lumping into “Other” category

# Urban Institute's 8 tips

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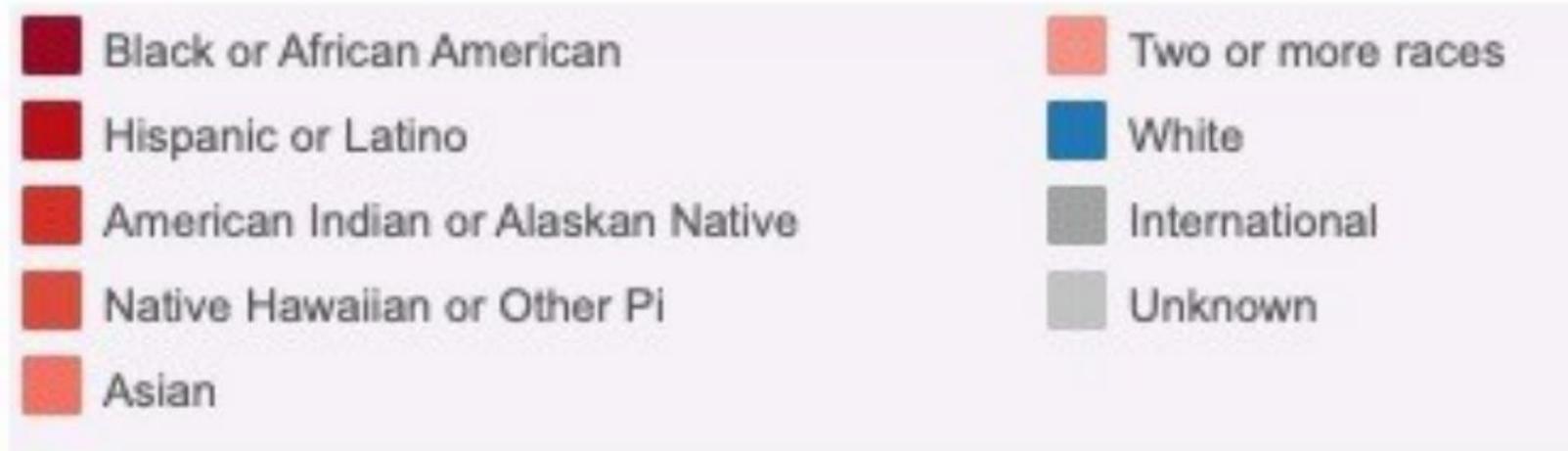
## 4. Using colors with a racial equity awareness



# Urban Institute's 8 tips

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## 4. Using colors with a racial equity awareness



**“Be aware of how our use of colors, words, and categorizations can perpetuate or exacerbate inequities.”**

# Urban Institute's 8 tips

## 5. Using icons and shapes with equity awareness



“nurse”



“boss”

# Urban Institute's 8 tips

## 5. Using icons and shapes with equity awareness



“nurse”



“boss”

# Urban Institute's 8 tips

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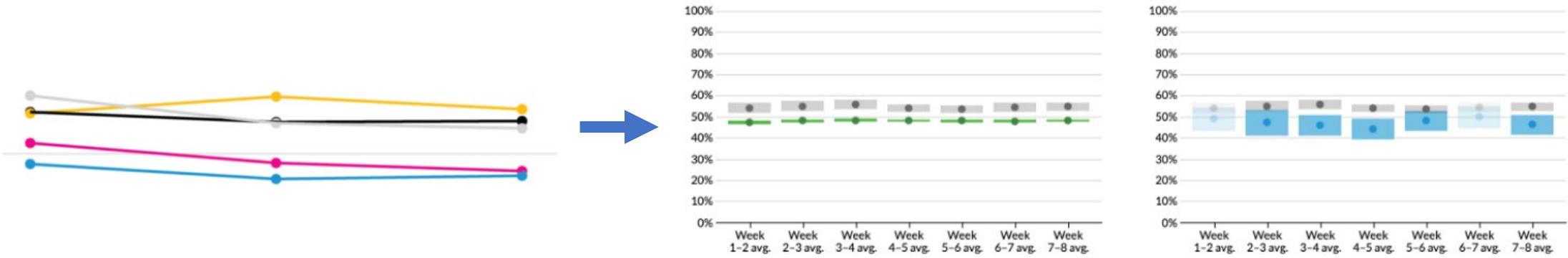
## 6. Demonstrating empathy

- Put people first
- Help the reader better understand and recognize the people behind the data



# Urban Institute's 8 tips

## 7. Questioning default visualization approaches



Urban's [Tracking COVID-19's Effects by Race and Ethnicity](#)

# Urban Institute's 8 tips

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## 8. Engaging or reflecting lived experience

- Reach out to members of the communities being visualized and ask for their feedback and advice
- What have we missed



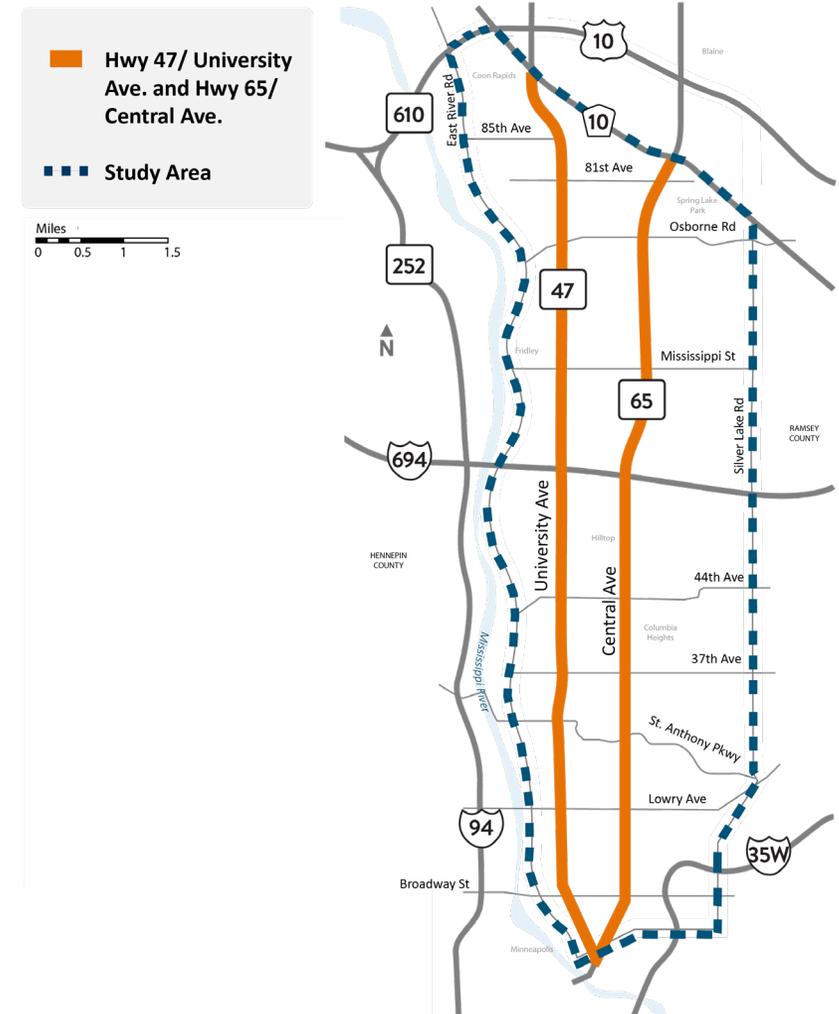
# SEH Holistic Multimodal Analysis

Hwy 47/65 PEL Study  
Chelsea Moore-Ritchie  
Heather Kienitz  
Erin Jordan

# Holistic Multimodal Analysis



- Holistic and flexible approach to improve decision-making
- Enhanced community involvement
- Purpose & Need and Evaluation Criteria



# The Dilemma



Mobility



Safety

Source: NACTO

# The Dilemma

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 Demographics

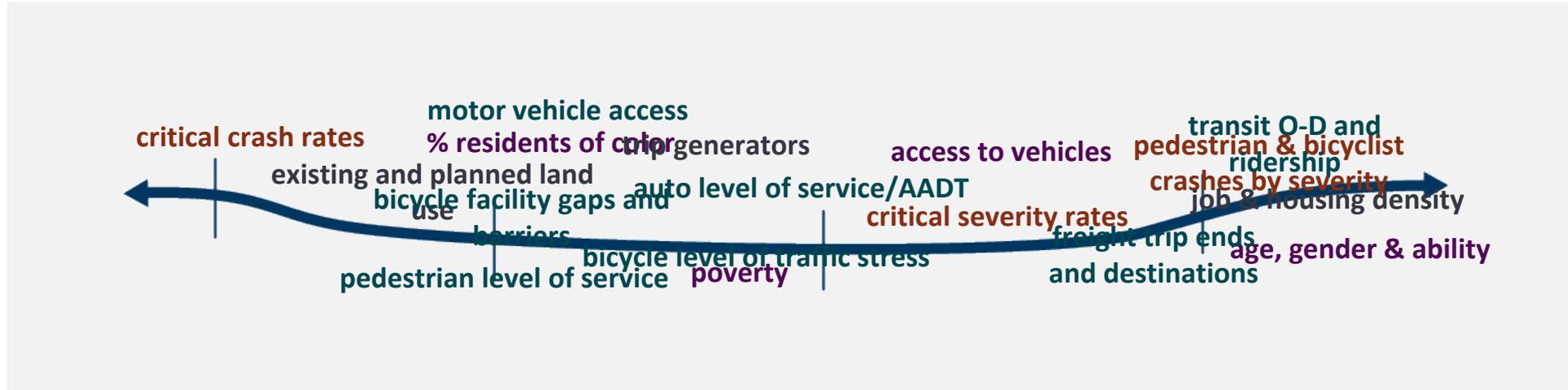
 Land Use

 Other

Source: NACTO

# Analysis by Geography

## Sample Corridor



 Demographics

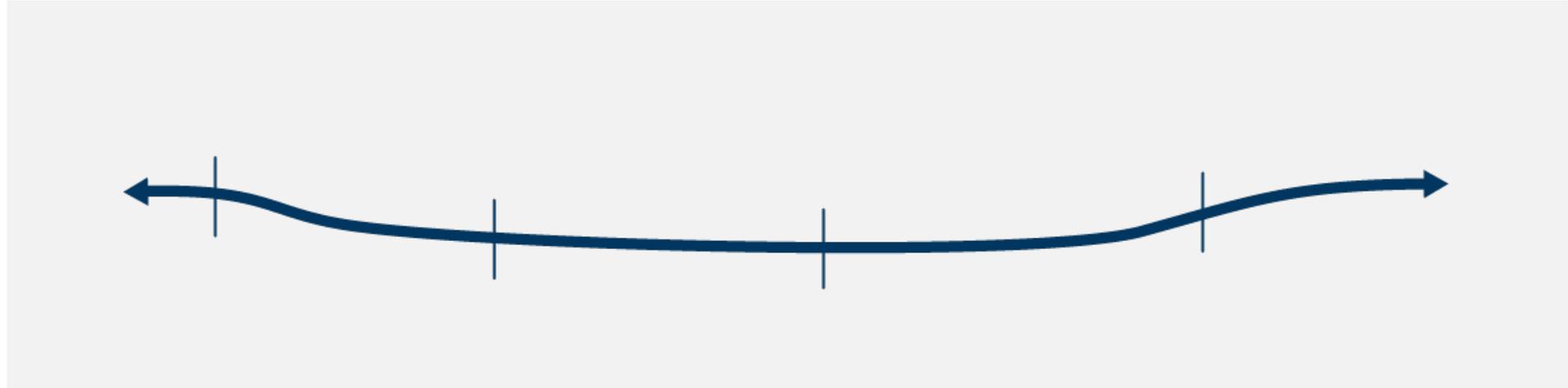
 Safety

 Land Use

 Mobility

# Analysis by Topic

Sample Corridor



## Demographics

% residents of color  
access to vehicles  
% of residents living below  
the poverty line  
age, gender & disability

## Safety

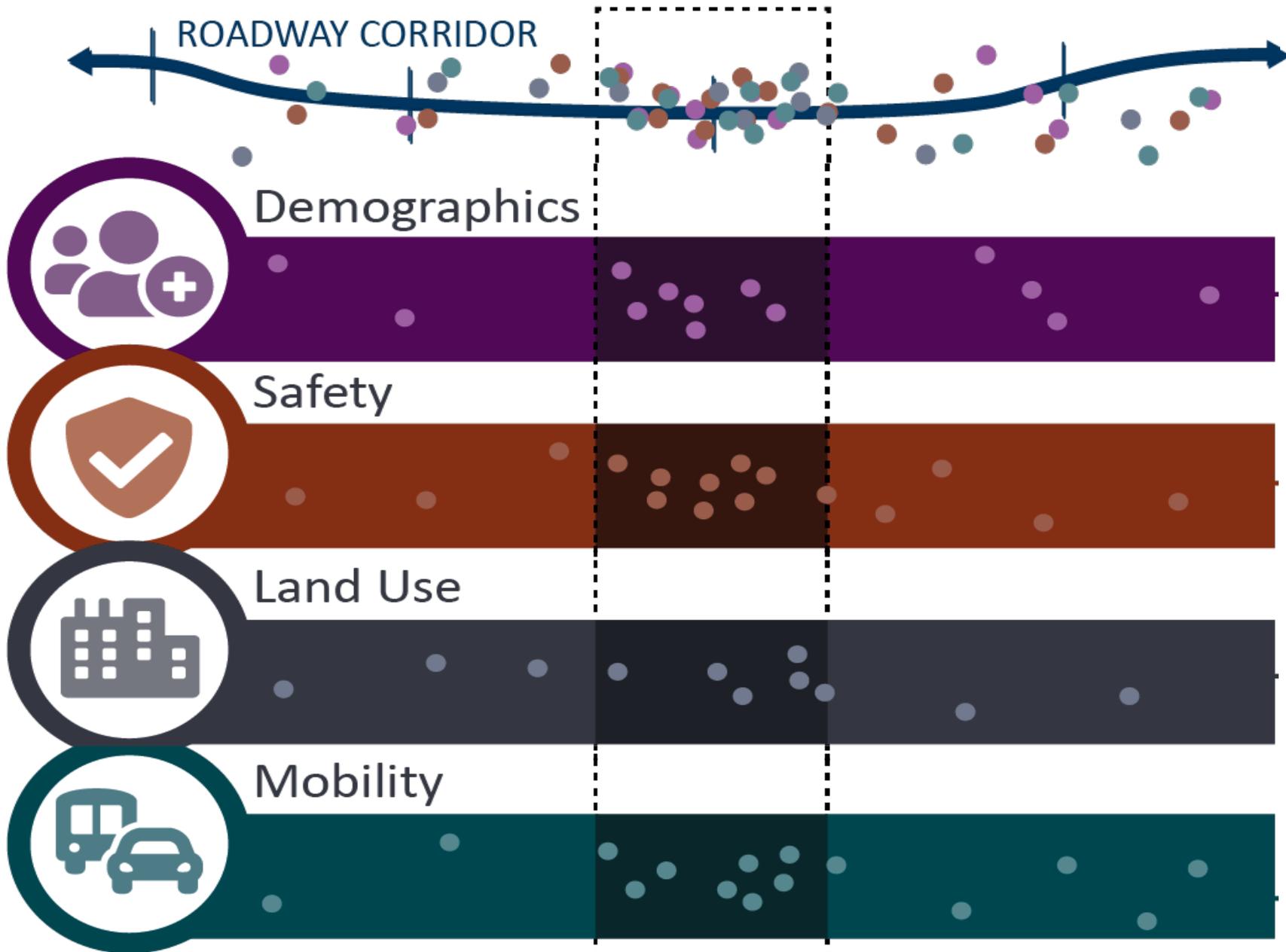
critical crash rates  
critical severity rates  
pedestrian & bicyclist  
crashes by severity

## Land Use

trip generators  
existing and planned  
land use  
job & housing density

## Mobility

motor vehicle access    bicycle level of traffic stress  
auto level of service/AADT    transit O-D and  
bicycle facility gaps and    ridership  
barriers  
pedestrian level of service    freight trip ends  
and destinations

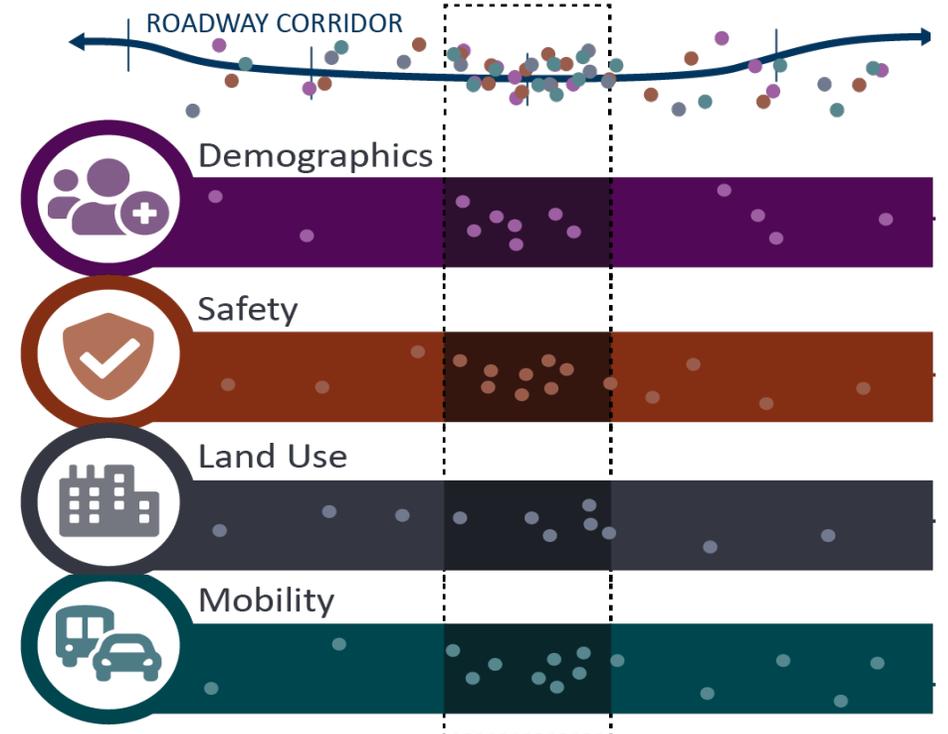


# Holistic Multimodal Analysis

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## Benefits

- Summarize information and improve communication
- Keeps context information front and center
- Identify compounding issues and patterns
- Customize solutions and prioritize projects based on community needs



# Holistic Multimodal Analysis

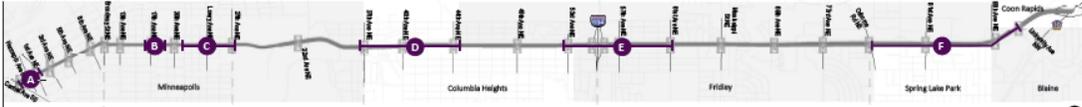
## Hwy 47/Hwy 67 PEL Example

### Walking and Transit Focus

Hwy 47  
Analysis 1 -  
Walking and  
Transit Focus

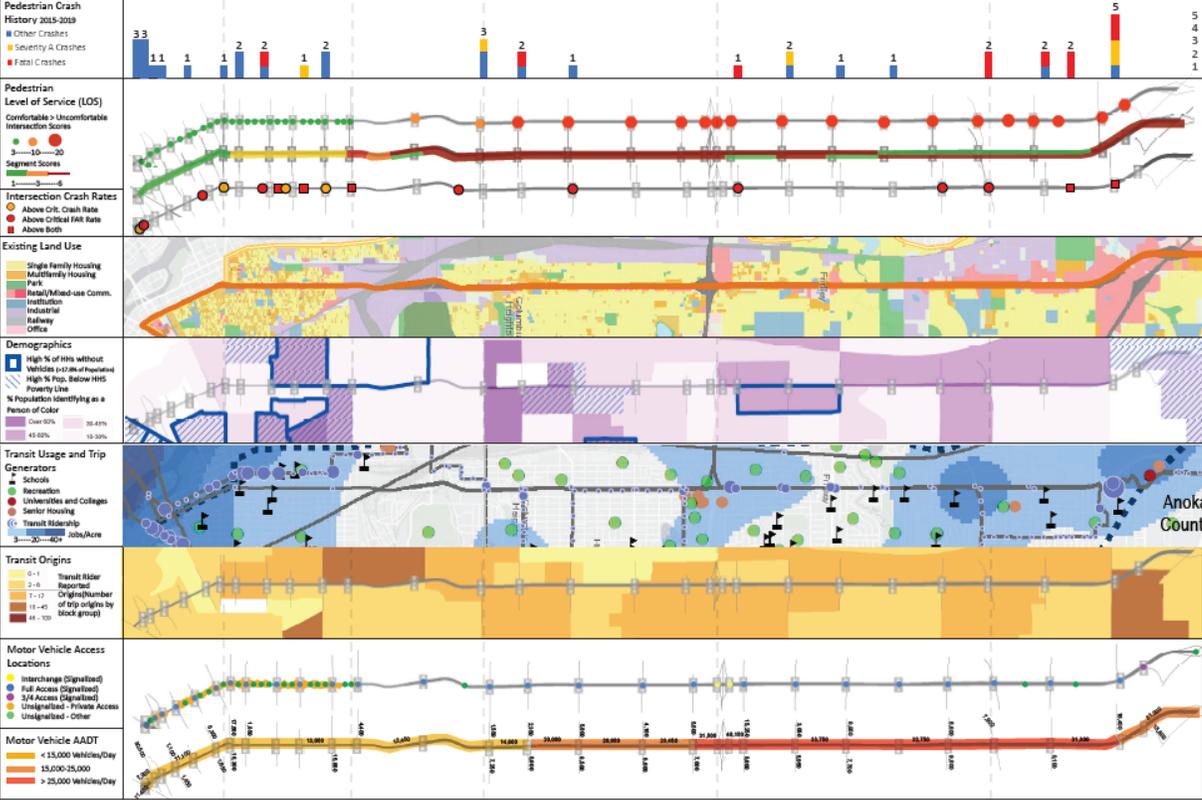


FOCUS AREAS



- 1** Exceeds FAR and CCR, history of pedestrian crashes; high percentage of households w/out vehicle and people below poverty line; high pedestrian generators
- 2** High transit origins; uncomfortable segment PLOS; fatal and severe pedestrian crash, 1 intersection each exceeds the FAR, CCR and both crash rates; high percentage of people of color, households without vehicle, and people below poverty line; high pedestrian generators
- 3** High transit origins; severe pedestrian crash, over 3x the CCR; high percentage of people of color, households w/out vehicle, and people below poverty line; higher job density
- 4** Higher transit ridership, uncomfortable PLOS; severe pedestrian crashes; pedestrian generators including higher density housing; high percentage of people of color and people below the poverty line; multiple intersecting bus routes
- 5** High transit ridership; high percentage of people of color, households w/out vehicle, and below poverty line; higher pedestrian generators and job density; one pedestrian fatality and above critical FAR rate; high conflicting vehicle volume from interstate
- 6** High transit ridership; high transit origins; high job density; highest pedestrian crash history; high traffic volumes; uncomfortable PLOS; high percentage people of color and below poverty line

Analysis Maps



# Holistic Multimodal Analysis

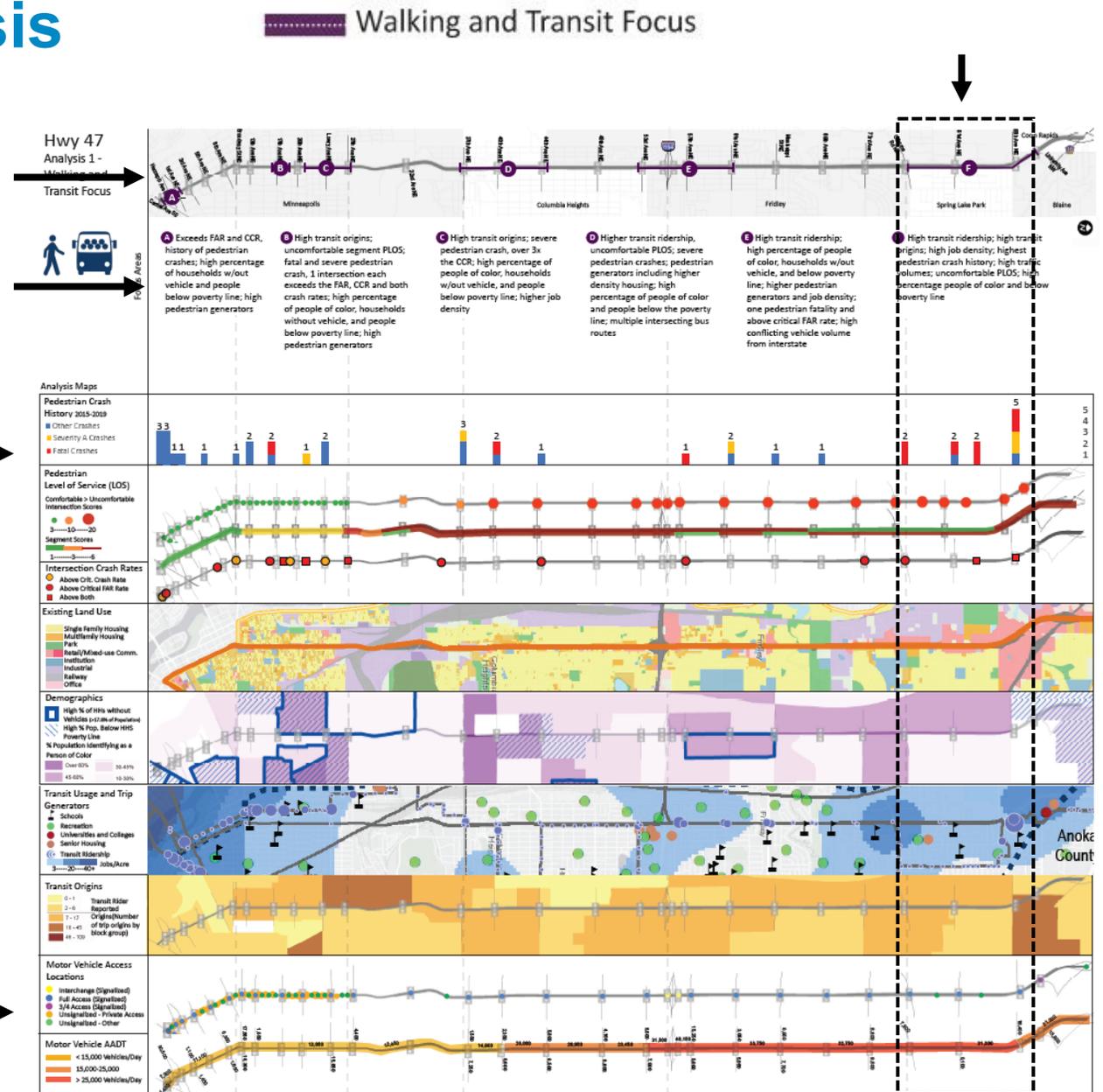
Hwy 47/Hwy 67  
PEL Example

## Compounding Factors

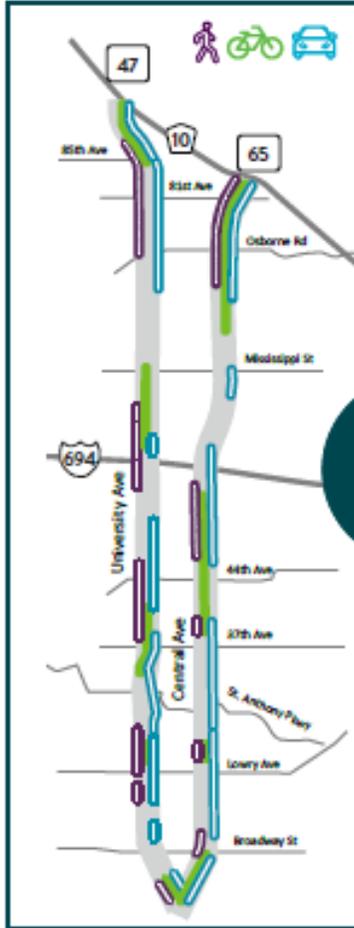
Focus Areas

Summary of key findings

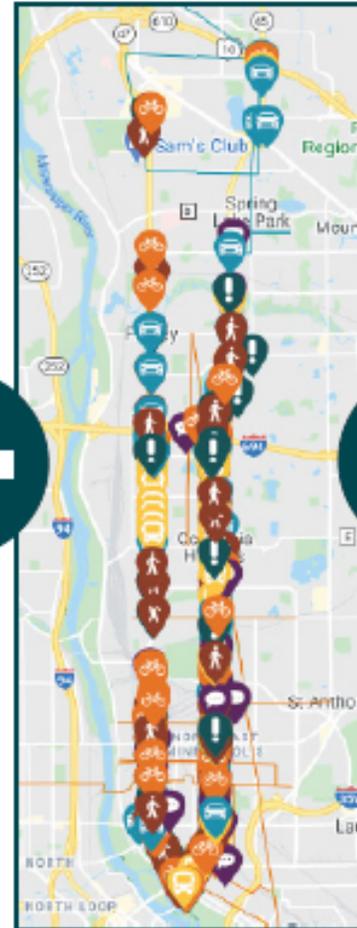
Data layers



## Multimodal Analysis Prelim. Focus Areas



## Public Engagement



## Focus Areas for Multimodal Solutions

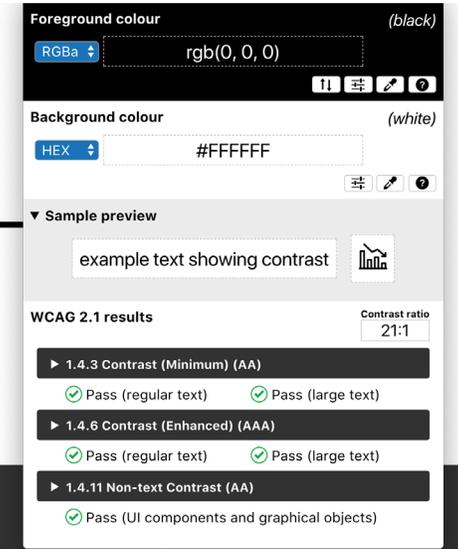


# Accessibility

- Color and symbology
- Language
- Translations
- Reader accessibility
- Free Resources

# Color and symbology

- Don't rely on color alone
- Use high contrast colors
- Use a free color checker for color contrast



▶ **1.4.3 Contrast (Minimum) (AA)**

✔ Pass (regular text)      ✔ Pass (large text)

▶ **1.4.6 Contrast (Enhanced) (AAA)**

✔ Pass (regular text)      ✔ Pass (large text)

▶ **1.4.11 Non-text Contrast (AA)**

✔ Pass (UI components and graphical objects)

ThePacielloGroup – Free color checker

# Plain Language

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## Hemingway App

passive voice    adverbs

lengthy, complex sentences

simpler alternative

very hard to read

## US DOT Leadership Academy Transportation Toolkit



# Translations



**Learn More**  
Visit the project website at:  
[www.walkbikeridebville.com](http://www.walkbikeridebville.com)

**Take the Survey**  
Share your experience and help us identify issues and future needs.

**Sign Up**  
Subscribe to receive project news and updates.

## Walk. Bike. Ride.

Burnsville Multi-Modal Study & Complete Streets Policy

Improving active transportation for a healthier, safer, and more vibrant Burnsville.

### Timeline

**Spring/Summer 2021:**  
Gather public feedback, data collection and needs assessment.

**Late Summer 2021:**  
Draft recommendations and Complete Streets Policy.



#YouBelonginBville



**Baro Waxbadan**  
Booqo websaydhka mashruuca:  
[www.walkbikeridebville.com](http://www.walkbikeridebville.com)

**Samee Sahanka**  
La wadaag khibradaada oo naga caawi sidii aan u aqoonsan lahayn arrima ha iyo baahiyaha

**Is-diiwaangeli**  
Isku qor si aad u hesho wararka iyo cusbooneysiinta mashruuca.

## Soco. Baaskiil. Kaxee.

Burnsville Qaababka-Badan ee Daraasaadka & Buuxi Nidaamka Wadooyinka

Hagaajinta gaadiidka fufuran ee caafimaadka, nabadgelyo, iyo firfircooni badan ee Burnsville.

### Jadwalka

**Guga/Xagaaga 2021:**  
Isku-keen Jawaab-celinta dadweynaha, xog uruurinta iyo u bahaan qiimeyn.

**Xagaagii Dambe 2021:**  
Talooyinka qabyo-qaraalka iyo Buuxi Nidaamka Wadooyinka.



#Waxaad leedahay Bville



**Aprende más**

Visita el sitio web del proyecto:  
[www.walkbikeridebville.com](http://www.walkbikeridebville.com)

**Toma la encuesta**

Comparte tu experiencia y ayúdanos a identificar problemas y necesidades.

**Registrate**

Suscríbete para recibir noticias y actualizaciones del proyecto.

## Camina. Bicicleta. Monta.

Estudio Multi-Modal y de Calles Completas de Burnsville

Mejorando el transporte activo para un Burnsville más saludable, seguro, y vibrante.

### Calendario

**Primavera/verano 2021:**  
Colecta comentarios del público, colecta de datos y evaluación de necesidades.

**Mas tarde en el verano 2021:**  
Crear recomendaciones y Politicas de Calles Completas (Complete Street).



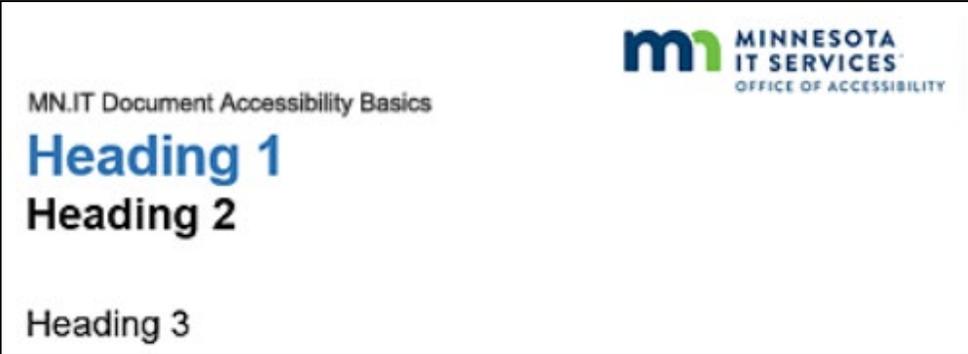
#PerteneceEnBville



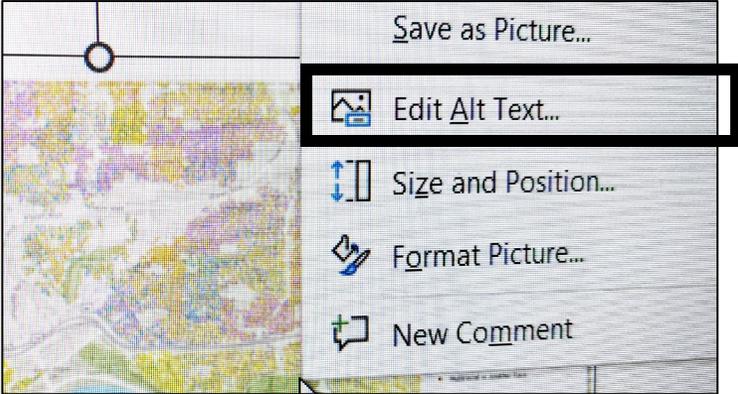
# Reader Accessibility

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## Styles



## Alt Text



## Recap

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**Equity is not just about public engagement, it's integral to every aspect of a transportation process.**

- Empower accessibility and equity at every stage, not just public facing documents
- Think critically about things “we have always done”
- Put yourself in someone else's shoes
- Make use of online resources and trainings!

# Resources

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## Project Links:

- [Hennepin County Engagement Services](#)
- [Hennepin County Community Engagement Roster Program](#)
- [MyBlueLineExt.org](#)
- [METRO Blue Line Extension](#)

## Educational Resources:

- [USDOT Equity website](#)
- [USDOT Accessibility website](#)
- [TRB – Diversity, Equity and Inclusion Website](#)
- [Minnesota IT Services – Accessibility Trainings](#)

## Free Tools:

- [USDOT Leadership Academy](#)  
Transportation Toolkit (Good resource for accessible language)
- [EJ Screen](#)
- [Color Checker](#)
- [Hemingway Editor](#)

## Q&A

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