The State of Transportation and Health Equity
Agenda

1) Report purpose
2) Methodology
3) Report organization
4) High-level overview of report
5) Q & A
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@SmartGrowthUSA
@CompleteStreets
First, what is health equity?
The Why

- Why this report?
- Why now?
Our methodology

1) Conducted literature review
2) Interviewed 92 experts
3) Coded and analyzed data using Nvivo (qualitative data software)
4) Convened 30+ experts for an in-person meeting to ground truth findings
5) Worked with communications consultant on narrative development and messages
Six critical areas surfaced to the top

Failure to communicate effectively

Government misallocation & mismanagement of funds and resources

Poor decision-making & weak leadership

Disenfranchised communities have been excluded or left out of transportation decision-making

Siloed disciplines have prevented holistic solutions

Displacement is the result of unmanaged development & insufficient investment in people
6 strategies (+ 40 specific sub-strategies)

1. Reframe the transportation conversation
2. Allocate funding and resources equitably
3. Improve the quality and diversity of transportation leadership
4. Prioritize historically underrepresented communities in transportation decision-making
5. Work in unison to provide people-focused infrastructure
6. Invest in communities without displacement
How is the report organized?

Strategy 1
Strategy 2
Strategy 3
Strategy 4
Strategy 5
Strategy 6
How is the report organized?

Strategy 1

<table>
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**Strategy 1.1**

- **Level of Government**: Federal, State, Local
- **Responsibility**: Transportation Leadership, Transportation Practitioner, Elected Official, Advocate
- **5 Ps**: Policy, Process, Politics, People, Practice

**Challenge**

**Strategy**

**Feature**

Learn more
Strategy #1
Reframe the transportation conversation

Smart Growth America
Improving lives by improving communities
Reframe the transportation conversation

How to:

• Connect transportation messages to issues people care about
• Educate the press
• Use trusted messengers
• Use demonstration projects as a communication tool
• Tell stories to change hearts and minds
• Create and share case studies and easy to understand fact sheets

Photos courtesy of Living Streets Alliance.
#CrashNotAccident

- Campaign by Transportation Alternatives and Families for Safe Streets
- Change the way media communicates about traffic safety, urging them to use the term “crash” over “accident.”
- Result: Associated Press issuing guidance to reporters to avoid using the term “accident”
Strategy #2
Allocate funding and resources equitably

Smart Growth America
Improving lives by improving communities
Allocate funding and resources equitably

- Fix federal policy by creating a national vision for transportation
- Fix state and local policy
- Build better projects

Photo courtesy of the City of Cleveland Heights.
Feature

Smart Scale: Performance-based project scoring framework
(Virginia)

- VDOT updated how it selects projects for funding
- New framework uses 6 factors
  - congestion mitigation,
  - economic development,
  - accessibility,
  - safety,
  - environmental quality,
  - and (in areas with a population over 200,000) coordination with land use
- As a result, VDOT funds more Complete Streets projects
Strategy #3

Improve the quality and diversity of transportation leadership

Smart Growth America
Improving lives by improving communities
How to: Improve the quality and diversity of transportation leadership

- Support and invest in the future of the field
- Hire more diverse leaders
- Redefine expertise
- Provide & require training
- Institutionalize the connection between health & transportation in higher education
- Prepare for new mobility and technology

Photos courtesy of Smart Growth America.
Feature

Hire high school interns as part of transportation projects (Houston, TX)

• Together for Safer Roads worked with their member businesses, the City of Houston, and community groups to increase safety along a dangerous road in the Gulfton neighborhood.

• Invested over $100,000 in staff time, technical consulting, and grant funding—matched many times over by the Houston Department of Public Works.

• Hired local high school students for a STEM-based summer internship.

Photos courtesy of Connect Community.
Strategy #4

Prioritize historically underrepresented communities in transportation decision-making

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Prioritize historically underrepresented communities in transportation decision-making

• Give up power and make space for disenfranchised communities to drive decision-making
• Remove barriers to participating
• Hire staff who are reflective of the community and pay community consultants for their expertise
• Organize opportunities for shared capacity building
• Use creativity and fun

Photos courtesy Carol Swenson (top) and Transportation for America (bottom).
Asian Media Access: Making engagement fun (Minnesota)

- Serving immigrants and refugees in Minnesota since 1992
- Strongly believes that community perspective needs to be the foundation for any discussion on transportation policy or design
- AMA uses a variety of techniques to better engage the immigrant and refugee community, including:
  - spray painting multilingual stencils on sidewalks to encourage walkability
  - hosting hot pot dinners to encourage deep and thoughtful community discussion
  - using Storybird (an online resource to create visual stories) to make sure seniors’ voices are heard

Photo courtesy of Asian Media Access.
Strategy #5

Work in unison to provide people-focused infrastructure
How to:

Work in unison to provide people-focused infrastructure

• Build partnerships and relationships across disciplines
• Build political capital
• Create a diverse base of knowledge and skills within internal government teams
• Offer trainings and share resources across disciplines
• Make the transportation decision-making process easy to understand

Photo courtesy of Smart Growth America.
First-ever conference focused on Complete Streets implementation, creative placemaking, and equity.

Brought together two distinct disciplines: transportation and the arts.

“In 2018, I received an ArtPlace America scholarship to attend Intersections in Nashville. It was a turning point for my work, and the session with Oboi Reed on the power of place and mobility as vehicles for community transformation particularly resonated with me. I learned that walking, biking and art can be used as a strategy for neighborhood transformation. Increasingly, my work has focused on arts-based neighborhood organizing. I helped secure a nearly $3 million infrastructure investment for my neighborhood. I also helped raise $35,000 from developers, local businesses, and private foundations to pay artists during Open Streets Nashville.”

M. Simone Boyd Novelist & Neighborhood Organizer in Nashville, TN
City & county work together to transform 5-lane road into a 3-lane Complete Street (Orlando, FL)

- Team of transportation, public health, and law enforcement worked with elected officials and county on demonstration project
- Project transformed 5-lane to 3-lane
- As a result, city and county forged a partnership to work on safety and other similar projects in the future
Invest in communities without displacement
How to:

Invest in communities without displacement

• Measure displacement & reward projects that allow residents to remain in place
• Strengthen guardrails on existing investment tools
• Improve strategic coordination between transportation, housing, and land use
• Build shared prosperity through transportation investment

Photos courtesy Smart Growth America (top) and 11th Street Bridge Park (bottom).
11th Street Bridge Park
(Washington, DC)

- Old bridge is being transformed into an elevated park, which will be a new civic space for healthy recreation, environmental education, and the arts.
- 11th Street Bridge Park team has been working for years to ensure that the park will be a driver of inclusive development.
- Equitable development plan addresses four key areas:
  - workforce development,
  - small business enterprises,
  - housing,
  - and arts & culture.
• City of Minneapolis and the State of Oregon recently updated their zoning practices to allow for increased housing access.

• **Minneapolis** - Updated their comprehensive plan to allow for more housing choice in single-detached housing neighborhoods.

• **Oregon** - Passed a bill that will preclude zoning exclusively for single-detached housing in cities with populations larger than 25,000 across the state.
How to advance health equity through transportation?

• Need to address the 6 critical areas
• We know what works—use the 40 strategies
• Will require stakeholders, across levels & disciplines, improving the system both from within and from outside

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Where can I find the report?

On our website at smartgrowthamerica.org.
Q&A

Add your questions in the chat box.
Join us next week for a webinar on...

Equitable Complete Streets principles in school communities

Register