

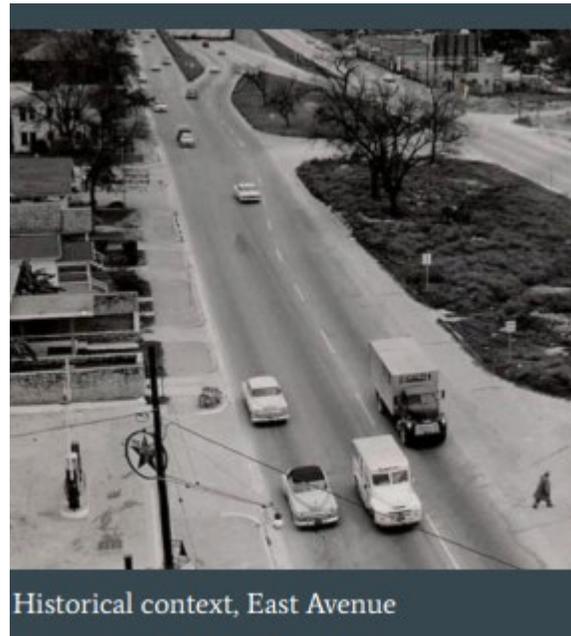


Transportation Equity and Engagement

Joint Meeting of the Bicycle and Pedestrian Advisory Committees | March 16, 2021

Topics We'll Cover

Austin's Mobility History



ATD Equity Action Plan

Welcome to... **The Equity Action Team!**

This is the one-stop shop for all EAT members and those interested in joining the team. The EAT is here to guide our implementation. We are comprised of community members and City staff.

On This Page, you'll find:
 - A brief description of the work of the Equity Office
 - An overview of the Equity Action Team
 - A list of our members and their contact information

Equity Office Web... | Equity Office Face... | Join the EAT!

What is equity, the Equity Office, and the Equity Action Team?

What is equity?
 Equity is often used interchangeably with equality, though they are not the same. Equality means treating everyone the same, regardless of circumstance. Equity means giving people what they need to get on an even playing field. We want to ensure that everyone has the opportunity to succeed.

The first task of the Equity Office was to determine what "equity" would mean for Austin.

Chief Equity Officer Brian Gable was instrumental in bringing together the community and Commission staff to help establish the Office in order to build a shared definition.

The process took a year, but in the end, the Office was established with the goal of ensuring that everyone has the opportunity to succeed. The Office will continue to work with the community to ensure that everyone has the opportunity to succeed.

Informational report with various recommendations such as gender, sexual orientation, age, ability, class, immigrant status, veteran status, and others. Within these categories, we will identify specific areas of need.

Public: A key document on the "Equity Roadmap" that serves as a guide for the City's equity work.

What is the Equity Office?
 The Equity Office was created in the budget process of 2018. A community organizing coalition, Commission of Civic United (CCU), was instrumental in the creation of the Equity Office as the "Most Economically Disadvantaged" city in the nation, in addition to economic inequality and disparities in outcomes for Austin's communities of color.

CCU wanted to begin using an Equity Assessment Tool to assess City of Austin programs, services, policies, and planning.

At the same time, the Hispanic/Latino Quality of Life Commission passed a recommendation for the creation of a Diversity Office.

In response, the City Council created an Equity Office to develop and administer an Equity Assessment Tool.

After an extensive research and interview process, Brian Gable was hired as the Chief Equity Officer in October 2018. The Office now has 14 staff members with exceptional transparency and knowledge of equity.

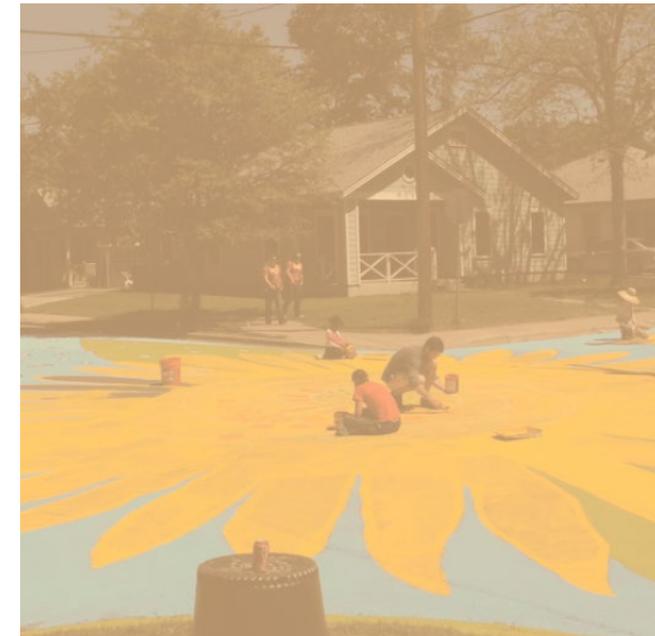
What is an Equity Assessment Tool?
 The Equity Assessment Tool is a self-assessment methodology implemented in 2020. The Equity Office will meet the assigned goal of having completed every assessment. We are very excited by this milestone, as it reflects the progress of the Office, at the most basic level.

The Tool has been used to establish a baseline for the City's impact on equity. It offers recommendations through a variety of assessment areas: policies, programs, planning, and equity. The four versions of the Tool are: Department Culture, Community Engagement, Budget, and Alignment with the Strategic Direction 2023.

Other Links

- Equity Action Plan
- Equity Office Report
- Equity Office Web
- Equity Office Facebook

ASMP Policy Framework





An Introduction to Equity





Introductions

Who you are

What you do

What made you want to join BAC or PAC?





Our values vs. Our Realities





All men are created equal...

...was revolutionary at the time, but when Jefferson spoke these words, they applied to White male property owners.



Of the people, by the people, and for the people...

...yet our leaders across all industries don't come close to the diversity of our communities. Women didn't get the right to vote until 1920. Until the Voting Rights Act of 1965 People of Color were guaranteed access to their vote

Our values:

What about
our realities?

OUR INDICATORS

City Council adopted 6 Strategic Outcomes and these Indicators on March 8, 2018.



ECONOMIC OPPORTUNITY & AFFORDABILITY

Having economic opportunities and resources that enable us to thrive in our community.

- A. Employment/unemployment
- B. Income equality
- C. Cost of living compared to income
- D. Housing availability and affordability
- E. Homelessness
- F. Training for better jobs
- G. Ability to improve your income



MOBILITY

Getting us where we want to go, when we want to get there, safely and cost-effectively.

- A. Traffic congestion
- B. Transportation cost
- C. Accessibility to transportation choices
- D. Safety
- E. Condition of transportation-related infrastructure



SAFETY

Being safe in our home, at work, and in our community.

- A. Timeliness and quality of emergency response
- B. Public compliance with laws and regulations
- C. Emergency preparedness and recovery
- D. Fair administration of justice
- E. Quality and reliability of critical infrastructure



HEALTH & ENVIRONMENT

Enjoying a sustainable environment and a healthy life, physically and mentally.

- A. Health conditions among the public
- B. Accessibility to quality health care services, (physical and mental)
- C. Accessibility to quality parks, trails, and recreational opportunities
- D. Environmental quality
- E. Climate change and community resilience
- F. Food security and nutrition



CULTURE & LIFELONG LEARNING

Being enriched by Austin's unique civic, cultural, ethnic, and learning opportunities.

- A. Quality of cultural venues, events, programs, and resources
- B. Vibrancy of the creative industry
- C. Appreciation, respect, and welcoming of all people and cultures
- D. Honoring and preservation of historical and ethnic heritage
- E. Quality of lifelong learning opportunities



GOVERNMENT THAT WORKS FOR ALL

Believing that city government works effectively and collaboratively for all of us—that it is equitable, ethical, and innovative.

- A. Financial cost and sustainability of City government
- B. Condition of City facilities and technology
- C. Satisfaction with City services
- D. Employee engagement among City of Austin employees
- E. Public engagement and participation
- F. Equity of City programs and resource allocation
- G. Transparency and ethical practices

Percent Poverty by Census Tract, Austin MSA, 2010-2014, ACS 5-Year Data

Map of Poverty:

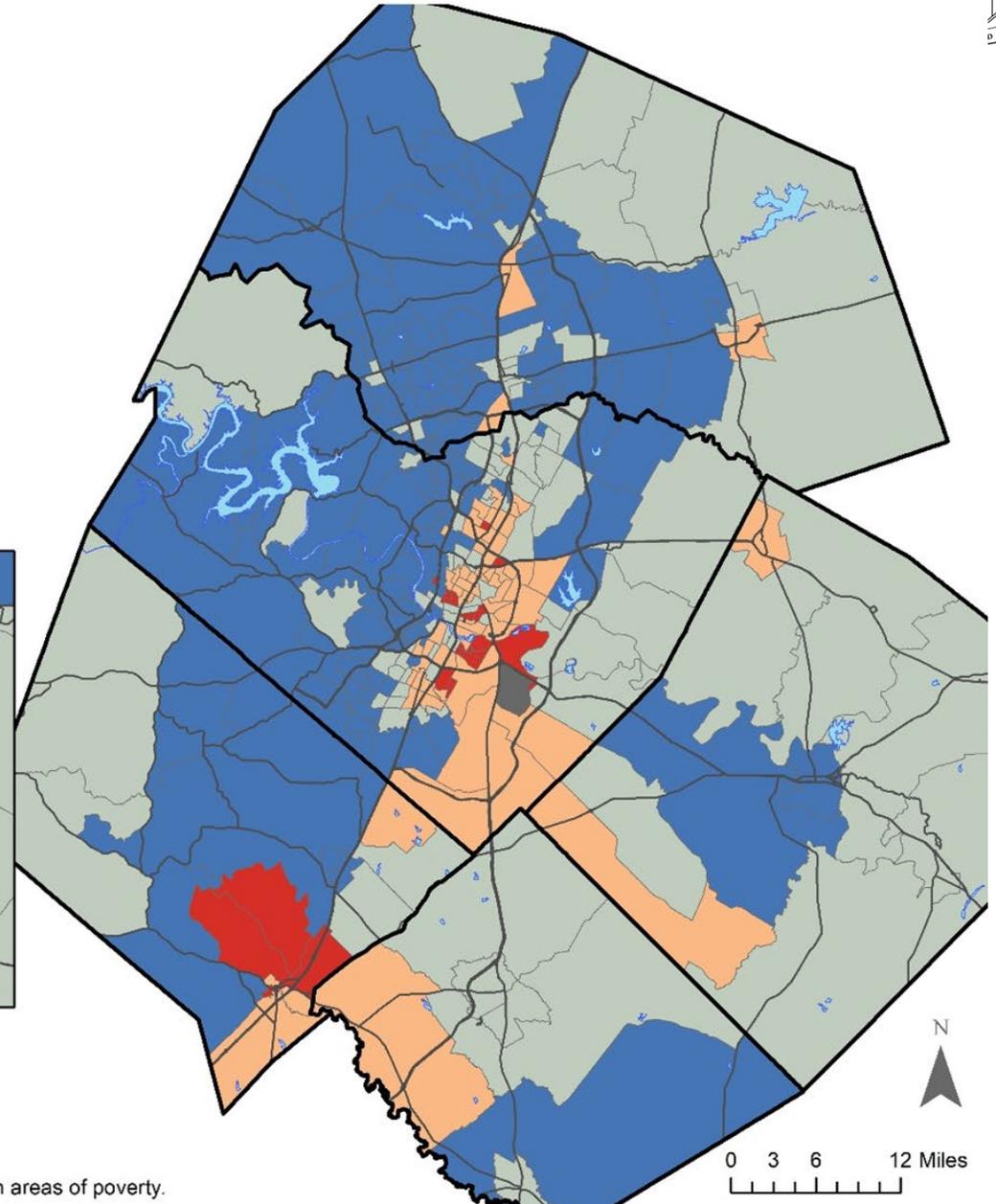
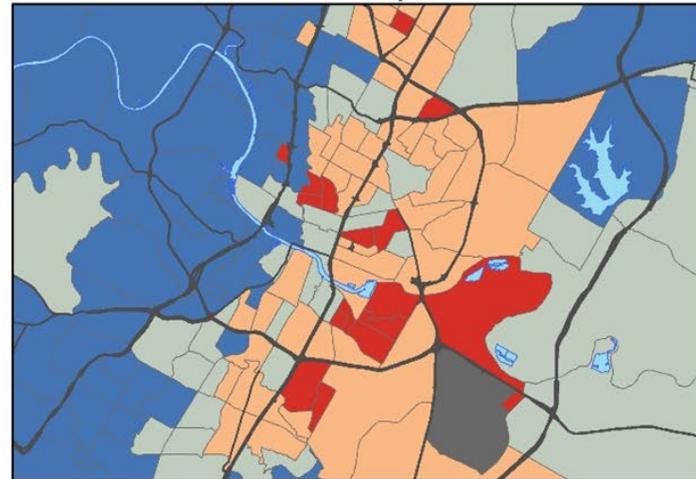
Legend

- County
- Highways
- Water
- Airport

Percent Poverty by Census Tract

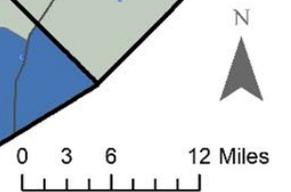
- Less than 10%
- 10% to 20%
- 20% to 40%
- Over 40%

Inset: Central Travis County



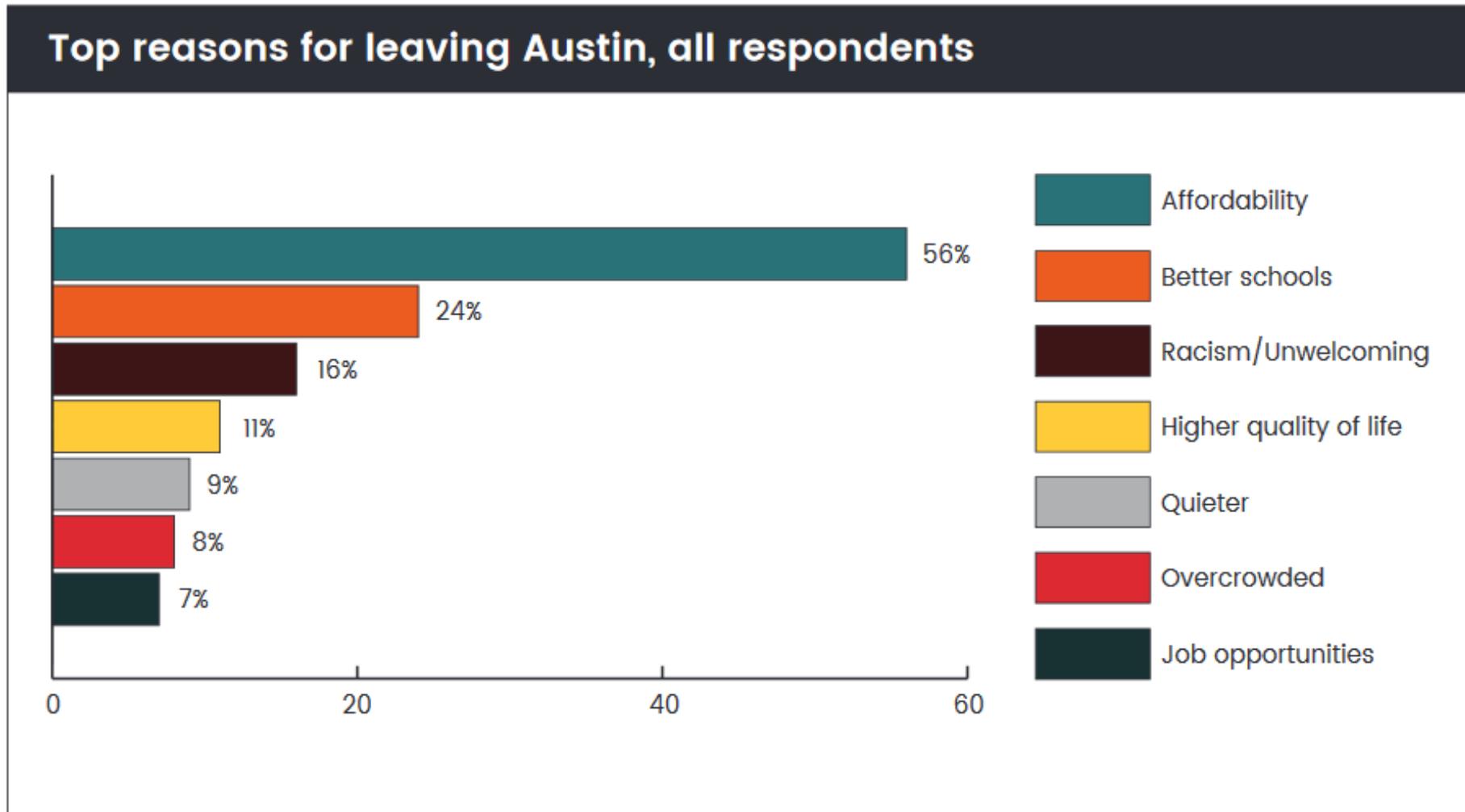
 Community Advancement Network

Map produced by CAN from U.S. Census Bureau, 5-Year, 2010-2014, American Community Survey data. (Table C17002: Ratio of Income to Poverty Level in Past 12 Months)
Census tracts with high student populations tend to correlate with high areas of poverty.





Black Austinites are Leaving the City



Austin in the **only** major American City whose Black population is *declining*

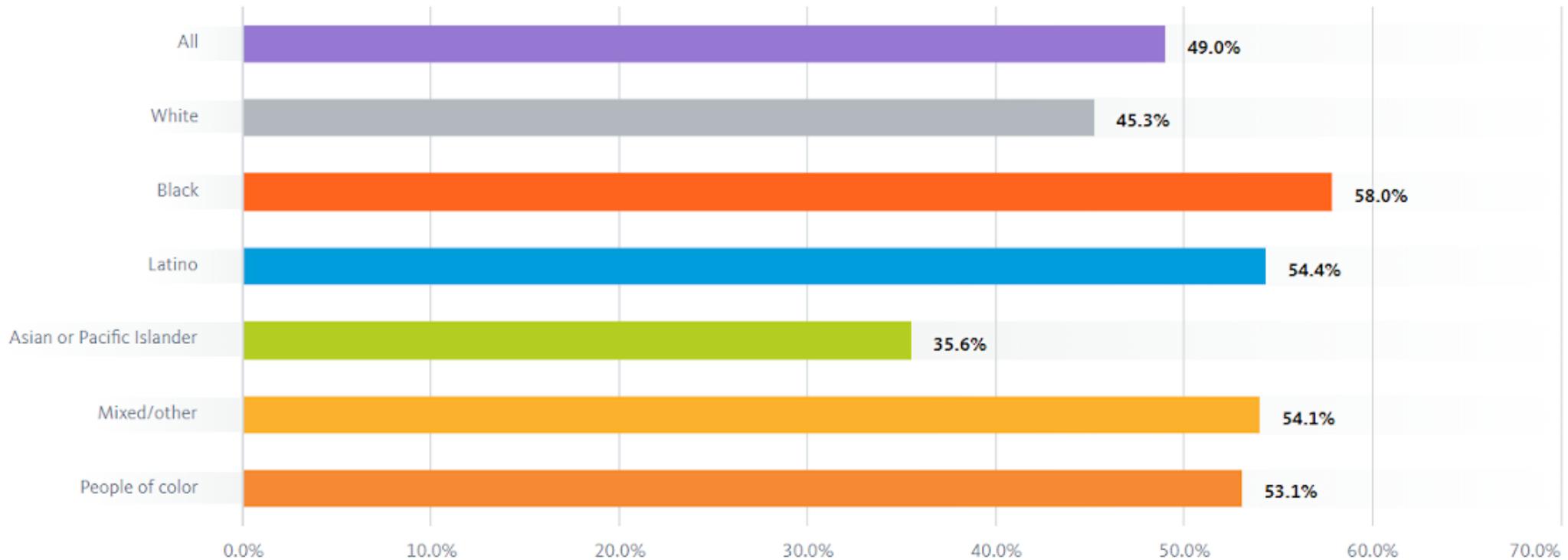


Who can't afford Housing?

Housing burden [?](#) Austin-Round Rock, TX Metro Area

Breakdown:

Housing burden by tenure and race/ethnicity: Austin-Round Rock, TX Metro Area, Renters, 2015



An example of “Colorblindness”

Replicated Study done by Southampton University

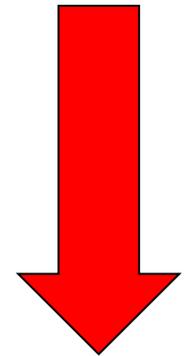
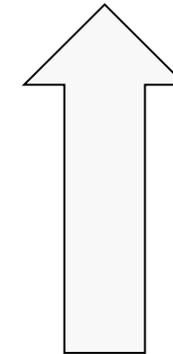
19,000 emails to public service departments including Libraries, Schools, Sheriffs, County Treasurers and Clerk’s Offices

Identical email requests apart from names.

Black sounding names were both:

- less likely to receive a response
- less likely to have a cordial, respectful response

Susan
Smith



LaKeshia
Washington

Source: Racial Discrimination in
Local Public Services: A Field
Experiment in the US

Reflection

Where are some gaps in your organization's Values vs. Realities?





The History of the Equity Office



In 2015:

Austin is the best place to live in the nation according to *U.S. News and World Report*

&

One of the most economically segregated cities in the U.S. according to the *Martin Prosperity Institute*

Leads to:

- 2015 Budget, Council created Equity Office to administer an Equity Tool
- After an extensive search and interview process, Chief Equity Officer Brion Oaks was hired in October 2016

RESOLUTION NO. 20150507-027

WHEREAS, a recent study from the Martin Prosperity Institute determined that Austin is the most economically segregated city in the country, and also that Austin ranked 4th nationally for occupational segregation and 5th nationally for educational segregation; and

WHEREAS, the first Regional Affordability Committee included a presentation from the City Demographer (Presentation) stated that the reduction in the local poverty rate from 20.3 percent in 2012 to 17.8 percent in 2013 was at least partially attributable to the displacement of low-income residents, shown by increases in poverty rates in surrounding counties such as Bastrop, which saw an increase from 10 percent to 22 percent over the same period of time; and

WHEREAS, the Presentation included 2013 data from the American Community Survey produced by the United States Census Bureau that shows that 5.4 % of non-Hispanic white children under the age of 5 in the City of Austin were living at or below the federal poverty threshold, where 51.8% of African-American children and 33.0% of Hispanic children in the same age group are living at or below the federal poverty threshold; and

WHEREAS, the infant mortality rate is an estimate of the number of infant deaths for every 1,000 births, and the Centers for Disease Control and Prevention states that this metric is often used as an indicator to measure the health and well-being of a community, because factors affecting the health of entire populations can also impact the mortality rate of infants; and

WHEREAS, according to data from 2010 provided in a presentation from the Austin/Travis County Health and Human Services Department, white infants have significantly better infant mortality rates in Travis County than in Texas or

“Maintaining the Spirit of the Resolution”

- Brion intentionally followed the resolution, engaging the community whose organizing resulted in the Office
- Co-created the Equity Assessment Tool, and defined “equity” for the City of Austin
- Volunteers dedicated over 900 hours in the process

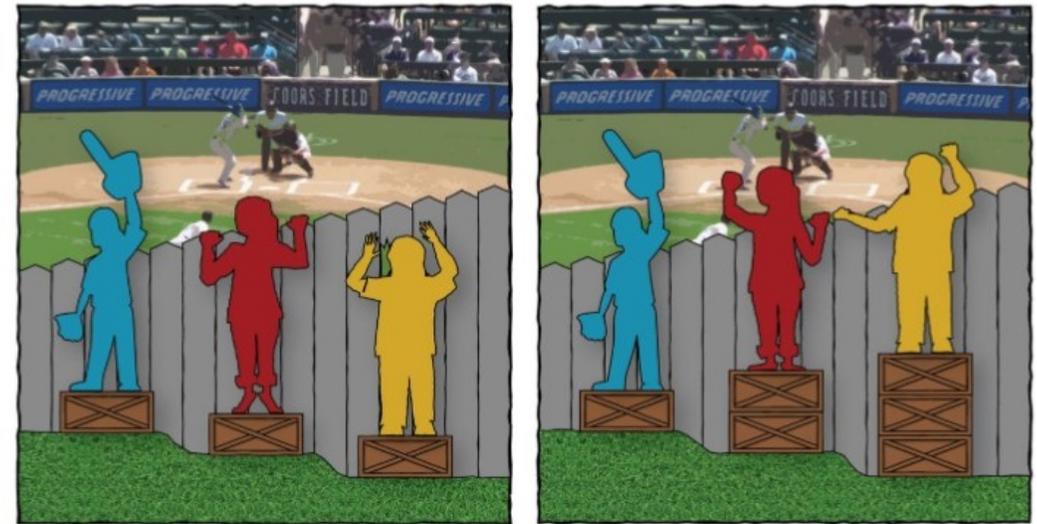
Racial Equity is:

Racial equity is the condition when race no longer predicts a person's quality of life outcomes in our community.

The City recognizes that race is the primary determinant of social equity and therefore we begin the journey toward social equity with this definition.

The City of Austin recognizes historical and structural disparities and a need for alleviation of these wrongs by critically transforming its institutions and creating a culture of equity.

Often confused...

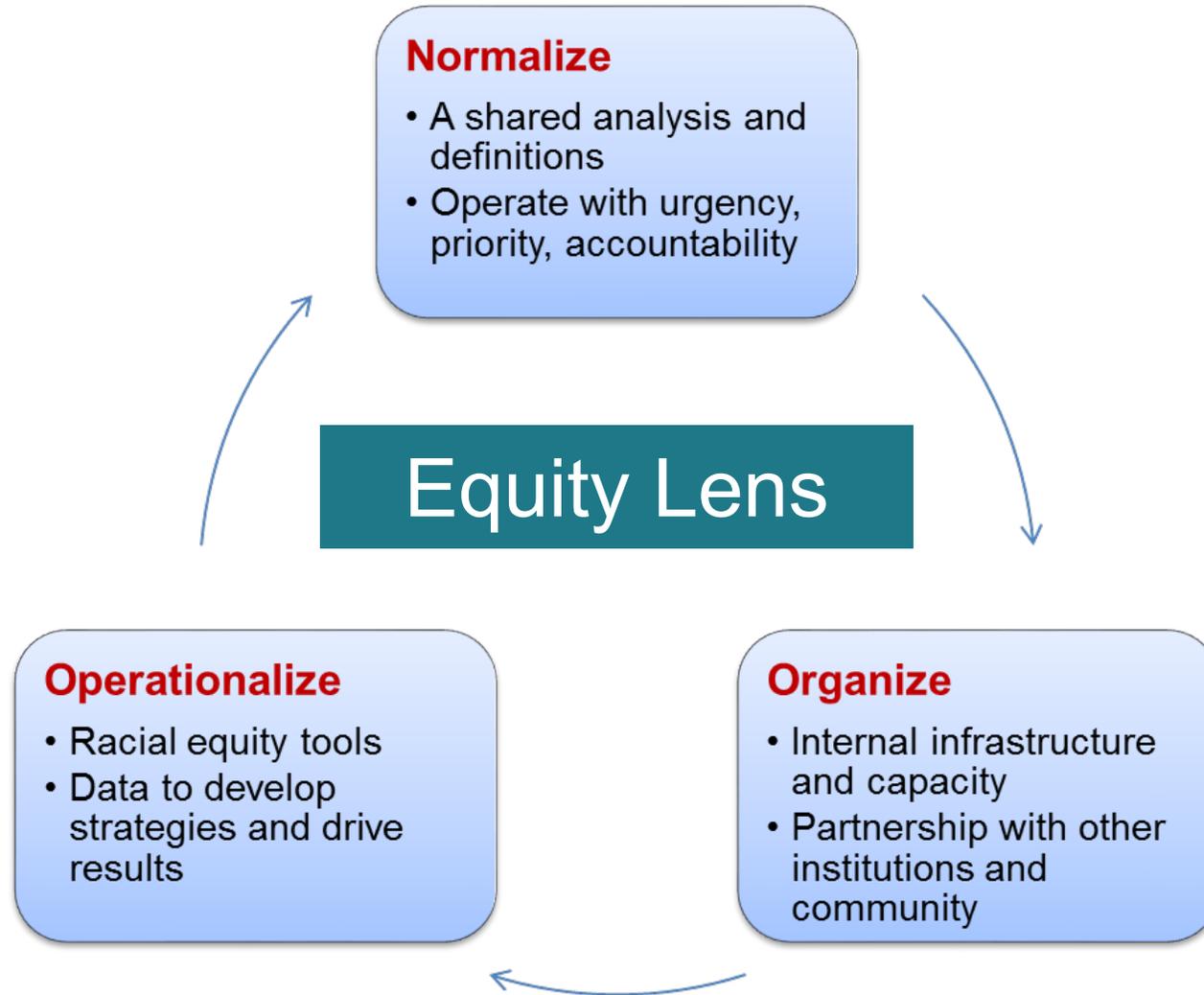


EQUALITY

EQUITY

...but **not** the same

Building a Framework for Equity:





What do you know about the racial history of Austin?





Indigenous Peoples and Land



Indigenous Peoples and Land

The screenshot displays the 'Native Land' web application interface. At the top, there are navigation links: 'How To Contribute', 'Territory Acknowledgement', 'Teacher's Guide', 'Donate', 'Blog', 'About', and 'Language'. The main map area shows various indigenous territories in Texas, color-coded and labeled. A search bar on the left contains the text 'Austin, Texas 78701, United State'. Below the search bar are three dropdown menus for 'Territories', 'Languages', and 'Treaties'. A tooltip is visible over the map, listing 'Nemane (Comanche)', 'Sana', 'Tonkawa', and 'Jumanos'. At the bottom left, a box indicates 'You are on the land of: Jumanos, Tonkawa, Nemane (Comanche)'. The bottom right corner features a 'Mapbox' logo, an 'Export Map' button, and checkboxes for 'Colors' and 'Labels'. The footer includes the text '© Mapbox © OpenStreetMap'.

Native Land

How To Contribute Territory Acknowledgement Teacher's Guide Donate Blog About Language

Territories Languages Treaties

Search your address, or toggle switches above to add shapes. Click around! [Think critically about this map](#)

Q Austin, Texas 78701, United State X

Territories Languages Treaties

You are on the land of:
Jumanos
Tonkawa
Nemane (Comanche)

Export Map Colors Labels

© Mapbox © OpenStreetMap

Acknowledging how we got here

Inheriting inequality

“As greater Austin booms, the poisonous legacy of segregation continues to cut off the African-American population from economic opportunities and its own cultural anchors, threatening the whole region's potential.”

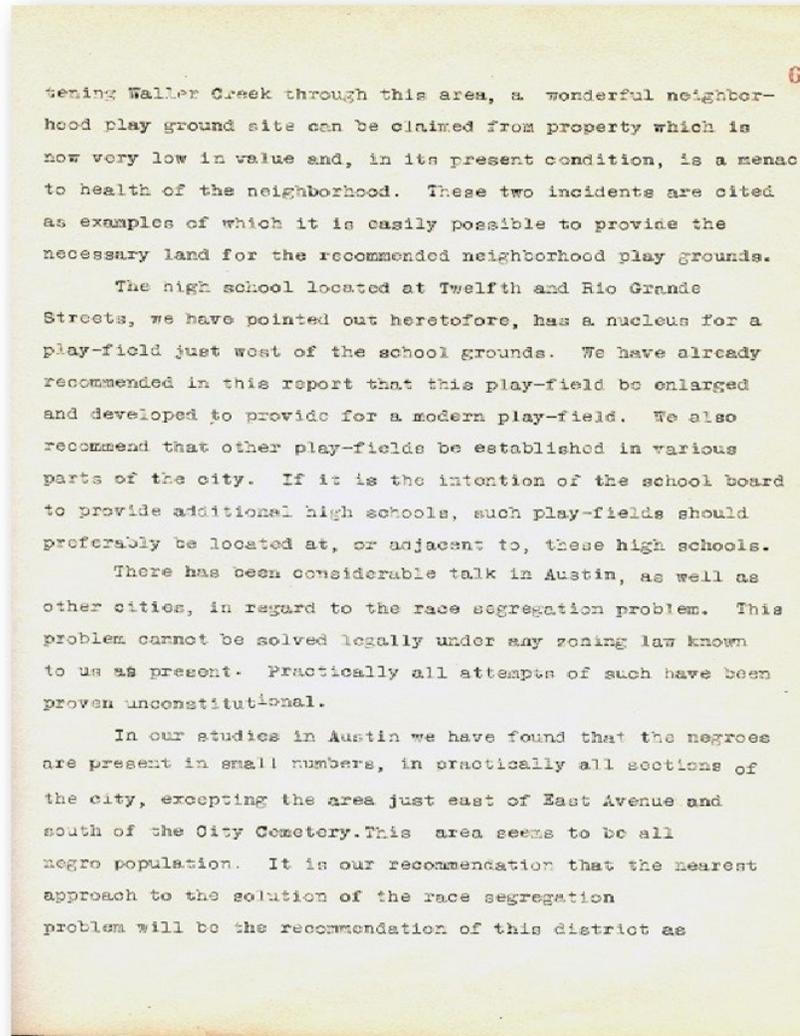
-An *American-Statesman* three-part series

<http://projects.statesman.com/news/economic-mobility/>

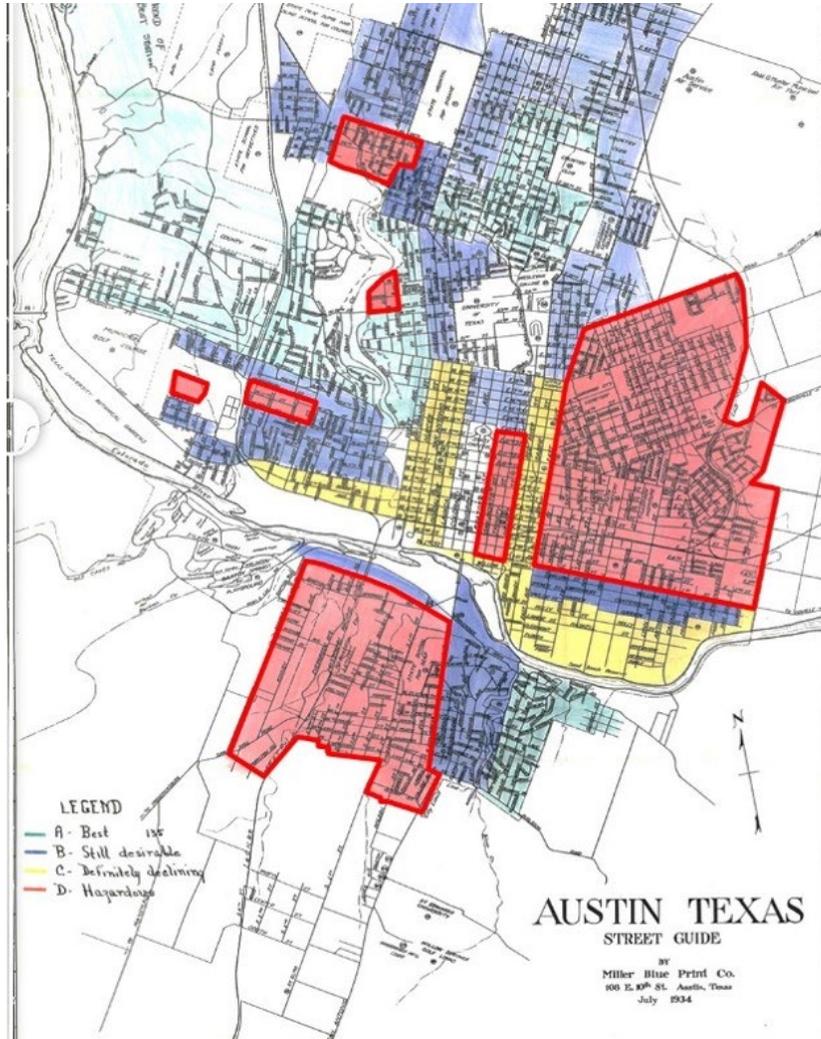


1928 Plan

“There has been considerable talk in Austin, as well as other cities, in regard to the race segregation problem. This problem cannot be solved legally under any zoning law known to us at present. Practically all attempts of such have been unconstitutional.” pg. 66



Creating the “Negro District”



A New Deal program was proposed that would reinforce segregationist boundaries in Austin and throughout the country. The program, designed to restore household wealth during the Great Depression, used redlining -- the practice of denying goods or services to racially determined neighborhoods -- to specifically exclude communities of color.

Restrictive and Racial Covenants

2. Any street or part thereof may be closed at any time made to the owner of lots immediately abutting upon the part so closed.

3. The alleys within the several blocks are for the benefit of the lot holders within said block, and a majority in area of such holders may by a written instrument executed by them and concurred in and signed by the Company close such alleys.

4. All lots when sold by the company shall be subject to the following conditions and restrictions, binding upon the company's grantee or any successor in title, which may be enforced by injunction or other legal process enforcing and compelling observance of these restrictions and conditions.

a. No lot shall be sold or leased to any Mexican or person of Negro blood, or to any corporation or firm composed of Negroes or Mexicans.

b. Except upon the written consent of the Company, no residence shall be erected to cost less than three times the selling price at which the company sells the lot, or less than one thousand dollars.

c. No lot or part thereof, shall be used for illegal or immoral purposes, or for the sale of spiritous, vinous, malt or other intoxicating liquors.

d. Except by written consent of the Company, no building shall be erected nearer than twenty-five feet of any street upon which said lot may front, and all barns, stables and stable yards erected on said premises shall be next to the alley and not closer than twenty-five feet to any street line.

e. All signs, notices, bills and advertisements placed by the lot owner shall be placed

Restrictive and Racial Covenants

“Hyde Park is exclusively for white people”

HYDE PARK

The most beautiful, healthful, and practical place for homes in the city of Austin. It's the safest place for investment. The terms offered are remarkably easy. The prices are very reasonable. Any person buying two lots WILL BE GIVEN ONE LOT FREE OF COST. There are six miles of beautiful graded streets in HYDE PARK, and a magnificent

SPEEDWAY FROM THE PARK TO THE CITY.
THE FINEST DRIVE IN TEXAS.



HYDE PARK IS EXCLUSIVELY FOR WHITE PEOPLE.

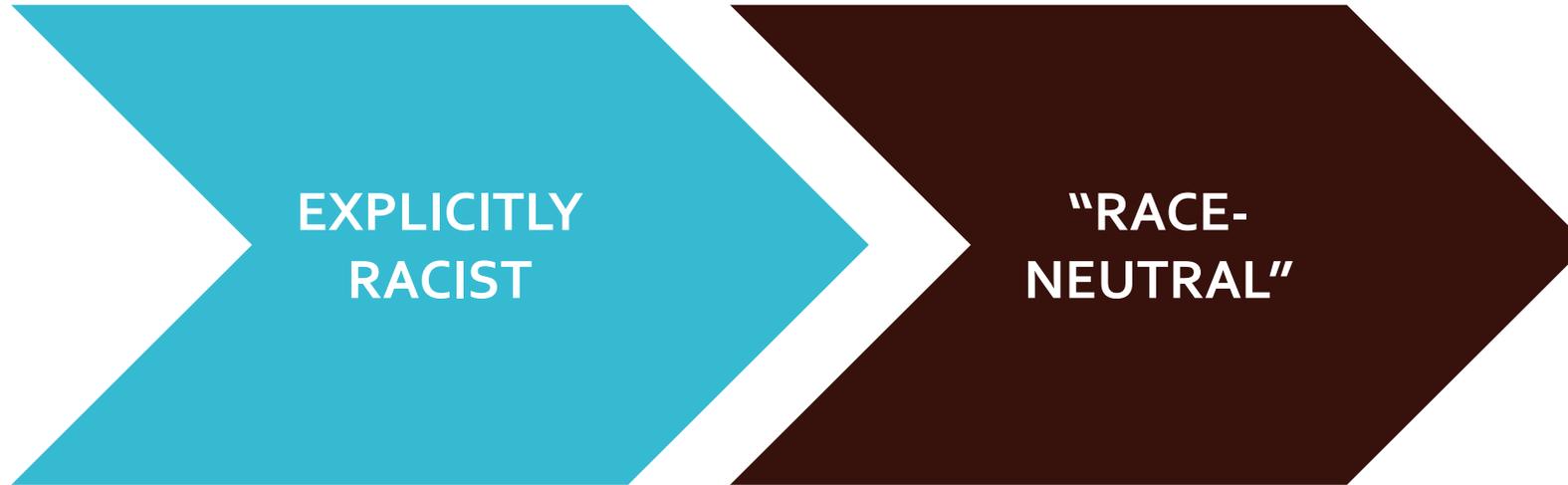
The main line of Electric Street Cars run into and around a belt in the Park. Free Mail Delivery twice a day. There is no limestone dust. The soil is the best for Fruits, Flowers and Lawns. No one thinks of taking a carriage drive without going to Hyde Park. The drives are free from mud and dust. The scenery is interesting. The altitude of Hyde Park is 185 feet above the river. Hyde Park is Cool, Clean and Restful. Invest while YOU CAN SELECT, and SECURE ONE LOT FREE. If you wish to buy on the installment plan the terms are \$3.00 per month on each lot. If you pay all cash a discount of 8 per cent will be allowed. If you wish to invest and do not live in Austin, we will pay your fare both ways, if the distance is not over 300 miles. Strangers who wish to see the city can have a Free Carriage by calling at our office.

Extraordinary Inducements Are Offered

To persons who will agree to erect good houses. If parties wish to build in Hyde Park, we will trade lots for other Austin property on a fair basis, and DONATE ONE LOT as a Premium. Beautiful Views of Hyde Park, and of THE SPEEDWAY sent free upon application. Write to us, or call at 721 CONGRESS AVENUE, AUSTIN, TEXAS.

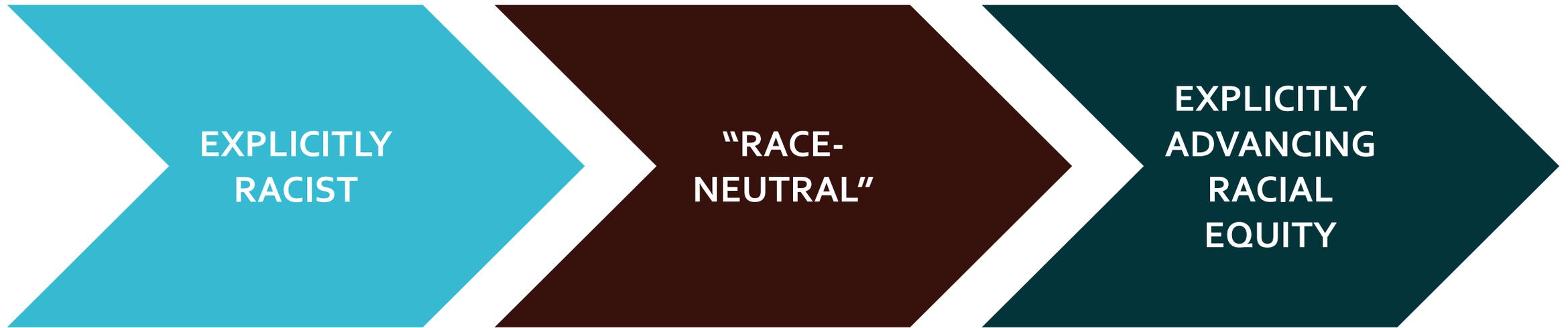
M. K. & T. LAND AND TOWN CO.
M. M. SHIPLE, General Manager

Where are we now?



While most explicitly racist laws and policies have been overturned or replaced, **explicitly racist laws have had a profound effect on today’s racial outcome gaps in wealth, health, lifespan and every other indicator of wellbeing.** “Race-neutral” laws, policies and practices like the GI Bill — to name just one example — replicate and worsen existing gaps between People of Color and White people.

Where do we go from here?



We can create a future in alignment with our values by **explicitly, proactively advancing racial equity** through rigorous, data-driven strategies. The Racial Equity Here commitment is centered around these strategies, **like using a racial equity tool.**



Where do you see this history playing out in your work?



Austin's Opportunity to Drive Equity

Key Areas of Departmental CHOICE

- **Planning:** What to change and prioritize in programs?
- **Budgeting:** what items do we add or cut and what initiatives get the funding?
- **Personnel:** who to hire, retain, promote, or develop as leaders
- **Policy Development:** what to propose or modify?
- **Practices:** routines/habits and or expectations to set

The cumulative impacts of small choices can lead to BIG influence on outcomes and equity

Core Elements to Operationalize Racial Equity

Lead with
Race/Ethnicity

Focus on human
centered design and
institutional empathy

Engage residents,
especially those
adversely affected, in
decision making

Bring conscious
attention to racial
inequities and
disparities *before*
decisions are made

Avoid or minimize
adverse impacts and
unintended
consequences

Affirm our
commitment to
equity, inclusion, and
diversity



How can you play a role in advancing Racial Equity?





ATD's FY19 Equity Action Plan

Action Items

Action Item	Description	Status
Equity SPOC	Establish an Equity Single Point of Contact	Complete
ASMP Edits	Establish Public Interaction and Equity policies through the Austin Strategic Mobility Plan (ASMP) to guide transportation activities and decision-making	Complete
Engagement Plan	Establish a Public Engagement and Equity Plan and Program to create and maintain high-quality, consistent relationships between Austin community members and the Austin Transportation Department to improve community-informed transportation decisions. Create outreach standards to proactively engage with all parts of the community. Create program objectives to measure success of the program, including measuring the accessibility of information (e.g., languages and for the blind and visually impaired), the diversity of events and event locations, and the activities to reach historically underrepresented populations.	In Progress
ASMP Edits 2	Establish objectives in the Austin Strategic Mobility Plan (ASMP) to increase accessibility of information . For example, establish an objective that all departmental and project material will be available in English and Spanish by 2023.	Complete



Institutional Change

- ATD has dedicated resources to achieve our Equity goals
- Designated an Executive sponsor
- Hiring an Equity Lead for the Department
- Formation of ATD Equity Group and dedicated staff time
- Trainings led by Equity Office and further developing in depth trainings on systemic and institutional racism.

ATD Equity Progress

- Formation of ATD Equity group in an equitable manner
- In process:
 - Governance
 - Trainings & Framework
 - Subcommittees

ASMP Equity & Engagement

Policy Framework

Policy Summary

Equity

- Policy 1** Acknowledge and learn from the negative effects of past transportation and land use decisions
- Policy 2** Amplify the voices of historically underserved and underrepresented populations
- Policy 3** Partner with the public and private sectors to expand and improve mobility solutions for historically underserved communities
- Policy 4** Take steps to mitigate unintended consequences when they occur
- Policy 5** Prioritize serving the most vulnerable populations in Austin by supporting broader efforts to provide social services

Affordability

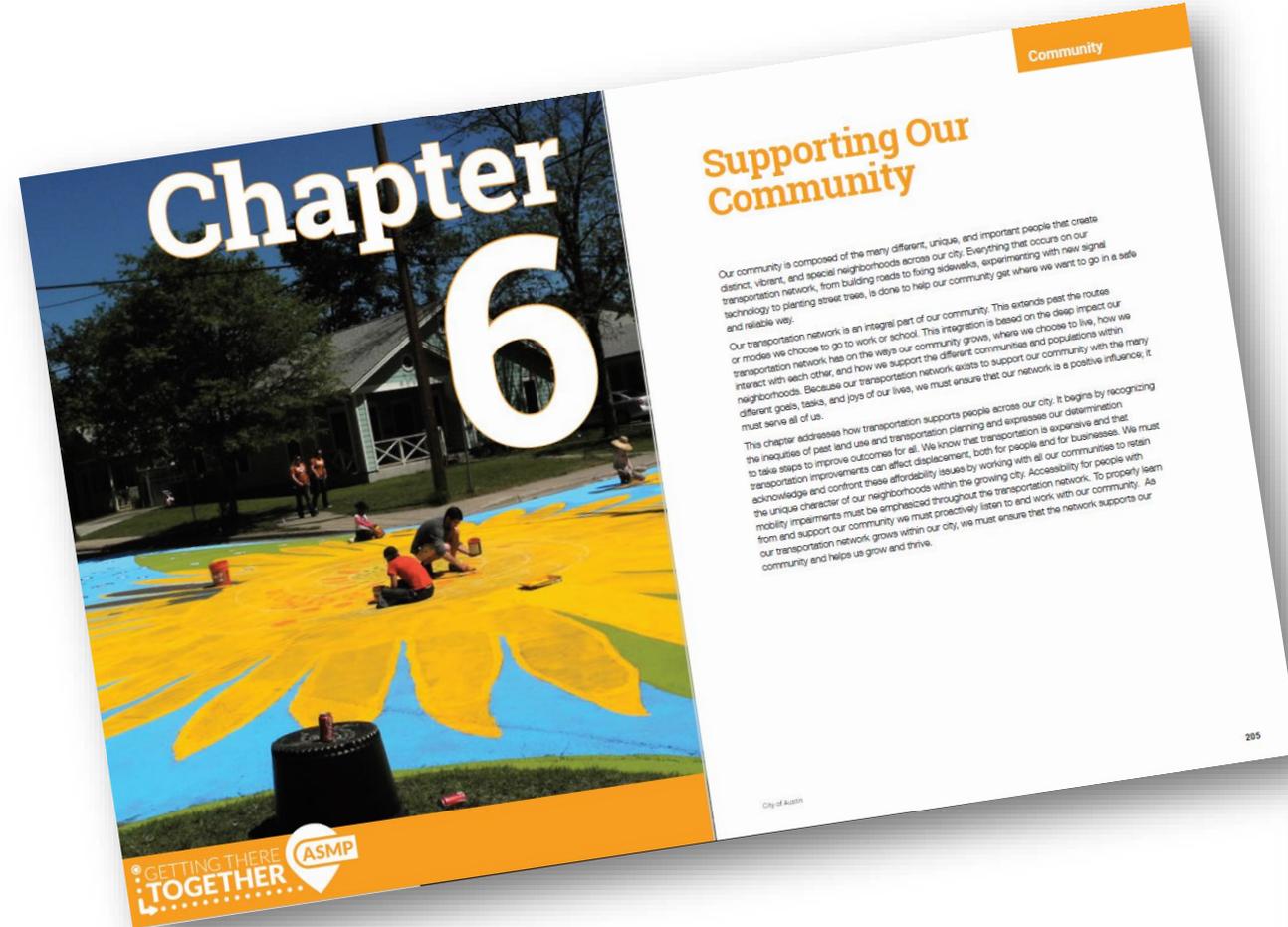
- Policy 1** Proactively assess displacement impacts of transportation projects
- Policy 2** Work with communities to mitigate displacement impacts of transportation projects
- Policy 3** Reduce transportation costs as a component of household affordability

Accessibility

- Policy 1** Ensure that people of all functional abilities have equitable access to the transportation network and mobility services
- Policy 2** Advance public transportation and other mobility services for people with mobility impairments
- Policy 3** Ensure sidewalks are safe and accessible for people with mobility impairments
- Policy 4** Make all detours safe, accessible, and known to people of all functional abilities
- Policy 5** Enforce accessible parking regulations

Public Interaction

- Policy 1** Provide high-quality customer service, responsiveness, and transparency
- Policy 2** Engage community members in transportation decisions
- Policy 3** Make public engagement convenient, accessible, and meaningful
- Policy 4** Evaluate interactions with the community
- Policy 5** Proactively maintain community relationships
- Policy 6** Create shared experiences for the public to engage with mobility options





ASMP Equity & Engagement

Types of Transportation Equity

Geographic Equity	Modal Equity
<p>Funding and treatment of <u>different areas</u> of the city is equitable based on <u>needs</u></p>	<p>Funding and treatment of <u>different modes</u> of transportation is equitable based on <u>community goals and needs</u></p>
Travel Choice Equity	Social Equity
<p>Users are provided <u>meaningful choices</u> that enable <u>access to destinations and opportunities</u></p>	<p>Acknowledging and acting to <u>right historical wrongs and inequities</u> caused by transportation-related decisions</p>

ASMP Equity & Engagement

Indicators & Action Items

Indicators



Increase the mobility funding allocated to areas that are historically underserved



Increase the percent of transportation projects and programs that use the Equity Assessment Tool



Increase the percent of City employees receiving mobility equity training



Increase the number and share of people participating in transportation workforce training programs

Equity

Action Item	Description
199 Historic investment patterns analysis	Evaluate historic resource investment and disinvestment, considering location and populations benefited/burdened, to better understand future needs through an equity lens. Identify a framework to designate geographic zones that will be used in analyzing the equity of programming, project implementation, and engagement efforts related to transportation. The criteria should consider race, income, car-ownership, educational attainment, housing tenure, transit availability, language spoken at home, age, disability status, and other factors to help focus efforts on historically underrepresented and underserved communities.
200 Equity analysis zones	
201 Austin history of mobility equity resources	Collaborate with community members to document past inequities, struggles, and triumphs related to transportation and mobility, especially including moments that affected communities of color, low-income communities, and people with disabilities.
202 Institutional racism memo	Produce a memo from the City Manager acknowledging racist and inequitable transportation policies of the past (and present) and calling for all City officials and employees to join in a commitment to educate themselves and to begin immediately to do their part to deliver meaningful change.
203 Single equity point of contact for Mobility Outcome	Establish a single point of contact within the Mobility Outcome to identify equity priorities and evaluate the effectiveness of community engagement efforts. Participating departments should maintain consistent communication with the single point of contact and be two-way conduits for information.
204 Equity Assessment Tool in transportation projects	Update or expand the Equity Assessment Tool to better address infrastructure projects, including addressing capital renewal needs, criticality, and risk and incorporate the tool into transportation planning and projects.
205 Mobility equity training for City employees	Develop mobility equity training for City of Austin employees. Require all mobility outcome department employees complete the training.
206 Workforce inclusion goals	Embed local workforce inclusion goals into the scopes of transportation projects, with an emphasis on historically underserved and underrepresented communities.
207 Transportation workforce training programs	Create transportation workforce training programs and internships, particularly for historically underserved and underrepresented communities.

ASMP Equity & Engagement

Indicators & Action Items

Indicators



Increase the amount of mobility project materials and other City transportation information available in the City's target languages



Increase the amount and diversity (digital, analog, and in-person) of mobility-related public engagement activities



Increase the demographic and geographic representativeness of mobility public engagement processes



Increase the satisfaction of participants with the outcomes of mobility engagement



Increase the number and percentage of people reached through mobility education campaigns



Improve the response time for mobility-related customer service requests



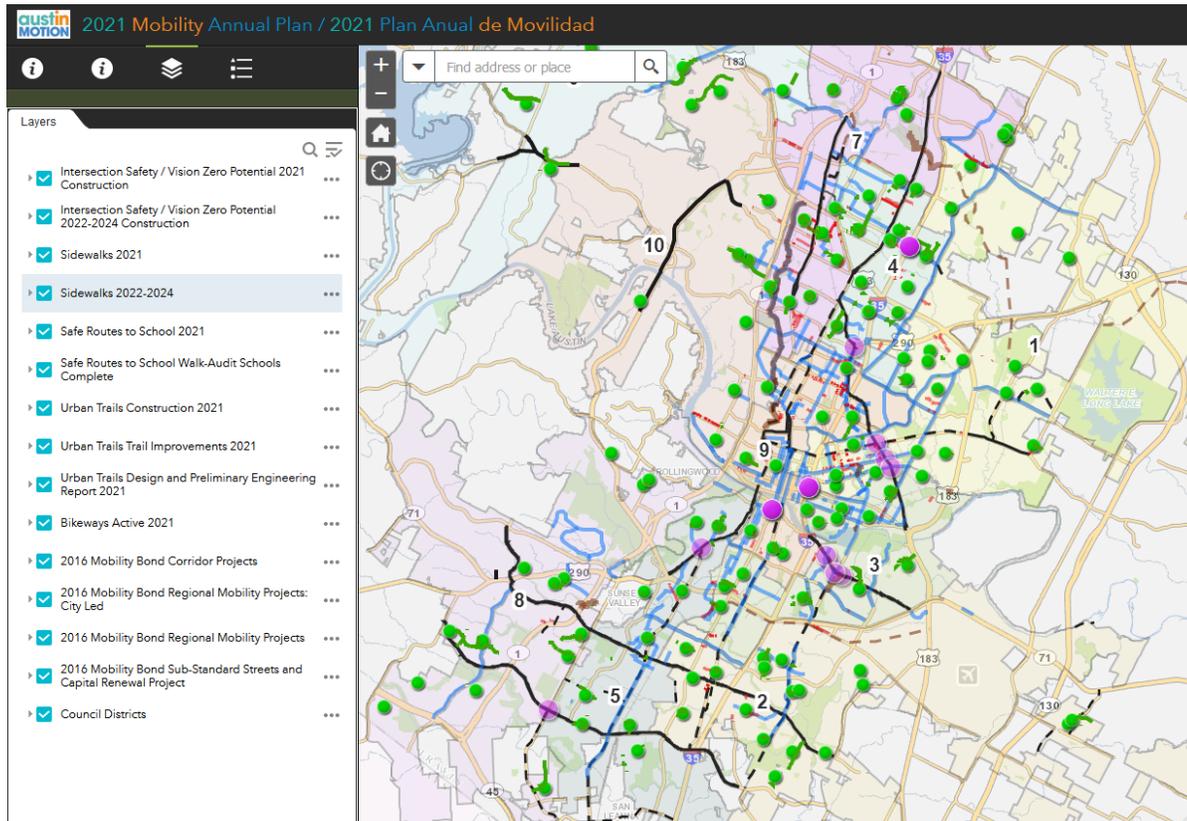
Increase the amount of mobility project materials and other City transportation information available at or below an 8th-grade reading level

Public Interaction

Action Item	Description
228 Online plan and performance	Create an online platform containing the Austin Strategic Mobility Plan, including adopted policy, action items, objectives, and multimodal street network table. Include performance measurements towards objectives and interactive maps.
229 Community organization partnership guidelines	Establish guidelines for how the City of Austin works with community organizations in mutually beneficial partnerships.
230 Improved 3-1-1 response	Audit and analyze 3-1-1 calls related to transportation issues, considering calls per capita in certain areas of Austin. Coordinate to improve service response time and outcomes for community members.
231 Public Engagement Program	Create a Public Engagement Program to guide the Austin Transportation Department and consult with other mobility departments in proactively creating and maintaining high-quality, consistent relationships with community members and improve community-informed transportation decisions.
232 Reading level standards	Determine and set standards for the reading level of written materials and other communication policies that increase understanding. Update printed and digital materials to match these standards.
233 Common Spanish-language vocabulary list	Work with Spanish-speaking community members and staff to identify a standard Spanish translation for common mobility-related words and phrases to increase consistency and comprehension of translated materials.
234 Community ambassadors	Implement community ambassadors to ensure culturally relevant and language-appropriate mobility programming combined with local neighborhood knowledge.
235 Infrastructure encouragement and activation	Celebrate and activate new multimodal infrastructure through celebrations, events, and trainings through partnership with schools, institutions, businesses, and community groups.
236 Public initiatives focused on exploring transportation options	Promote and market educational campaigns like Mobility Month, Bike to Work Day, Dump the Pump Day, ATX Detour Day, Ozone Action Days, and others.
237 Pedestrian right-of-way public education	Educate the public on their role in keeping sidewalks clear and functional including vegetation removal, motor vehicle and dockless vehicle parking, and trash cart placement.

Active Mobility and Safety Infrastructure

DEVELOPING EQUITY FRAMEWORKS FOR PRIORITIZATION

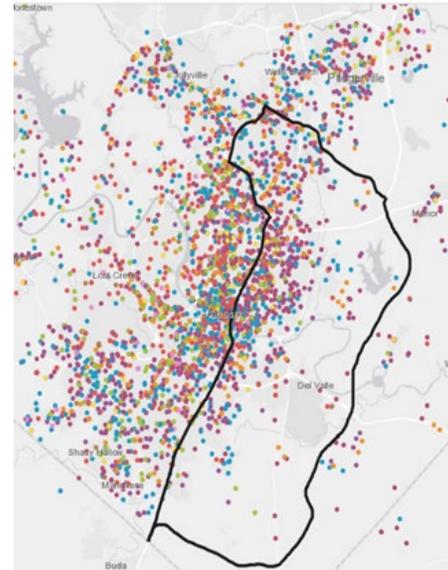


Equity in Vision Zero Initial findings



Ford City:One Challenge:

- Launched in June of 2019
- Focused on Racial Equity and increasing access to healthy living in Austin's Eastern Crescent
- Good Apple and Tappy Guide were chosen winners in January 2020
- Stay Home, Stay Healthy program created with Good Apple in March of 2020.
- Delivered over 800,000 pounds of food to more than 3,500 families.
- Focused on communities at the highest risk of adverse outcomes related to COVID-19.





Artbox Program

Placemaking is an integrated, urban design approach to the planning, design and management of public spaces.

Placekeeping is defined as safeguarding and strengthening the qualities that define the culture of a community.



- Bcycle for All
- Equitable use of City pass bank
- Interlocal Agreement (ILA)

QUESTIONS & DISCUSSION

