

# The State of Transportation and Health Equity



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# Agenda

- 1) Report purpose
- 2) Methodology
- 3) Report organization
- 4) High-level overview of report
- 5) Q & A





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@CompleteStreets



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# First, what is health equity?







## The State of Transportation and Health Equity

A field scan of the biggest challenges to health equity facing our transportation system and the strategies we should use to address them



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# The Why

- Why this report?
- Why now?



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# 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



Failure to communicate  
effectively

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

Government  
misallocation &  
mismanagement  
of funds and resources

**Six  
critical areas  
surfaced to  
the top**

Siloed disciplines have  
prevented holistic  
solutions

Poor  
decision-making  
& weak leadership

Displacement is the  
result of unmanaged  
development  
& insufficient  
investment in people

# 6 strategies (+ 40 specific sub-strategies)

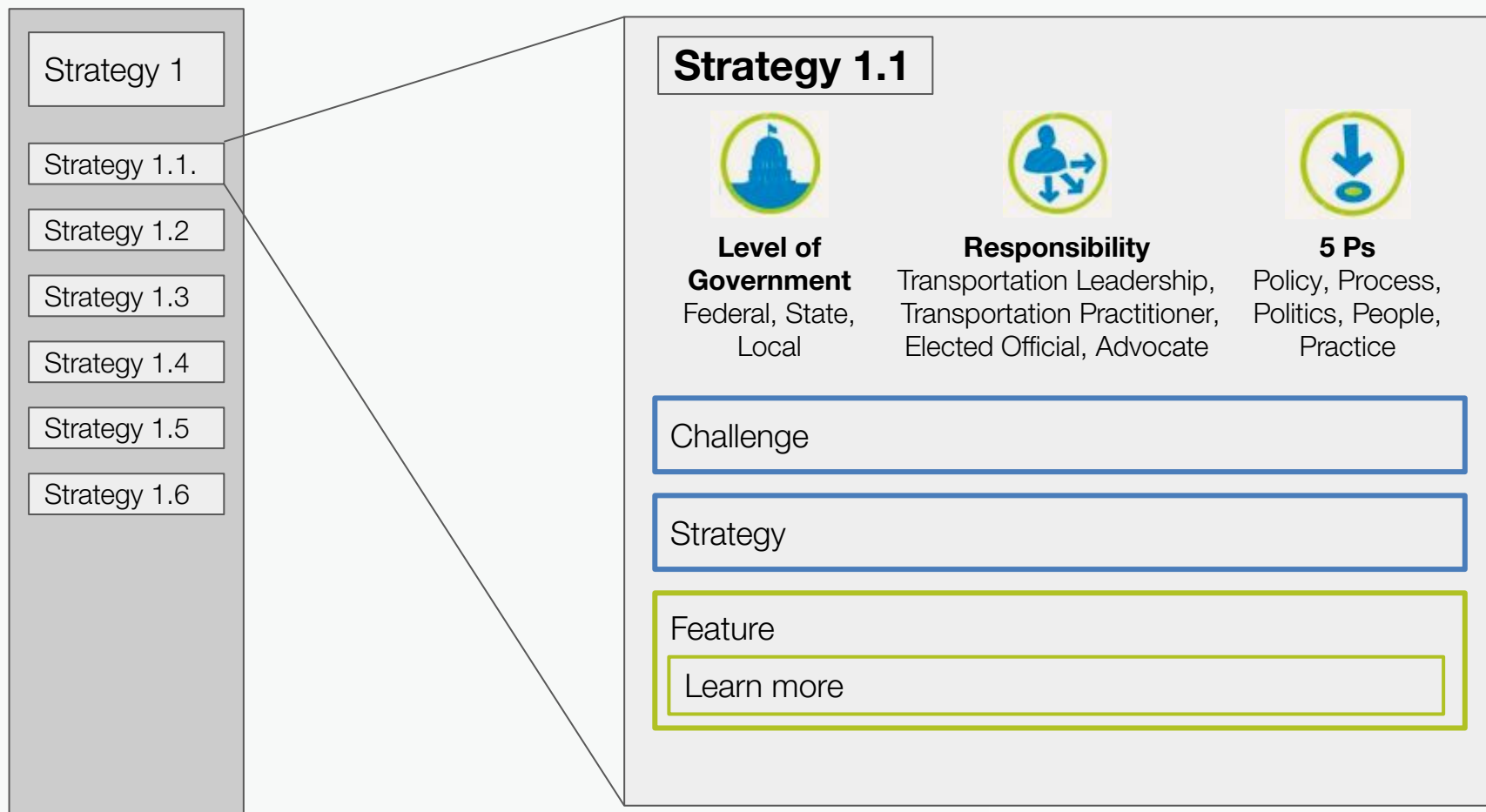
1. Reframe the transportation conversation
2. Allocate funding and resources equitably
3. Improve the quality and diversity of transportation leadership
4. Prioritize historically underrepresented communities in transportation decision-making
5. Work in unison to provide people-focused infrastructure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



# How is the report organized?

[illegible]

# How is the report organized?



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Strategy#1

# Reframe the transportation conversation



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## How to:

# Reframe the transportation conversation

- 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.



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## Feature

# #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”



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Strategy#2

# Allocate funding and resources equitably



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# How to:

## 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.



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# Feature

## Smart Scale: Performance-based project scoring framework

(Virginia)



Photo courtesy of Virginia's Office of Intermodal Planning and Investment.

- 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

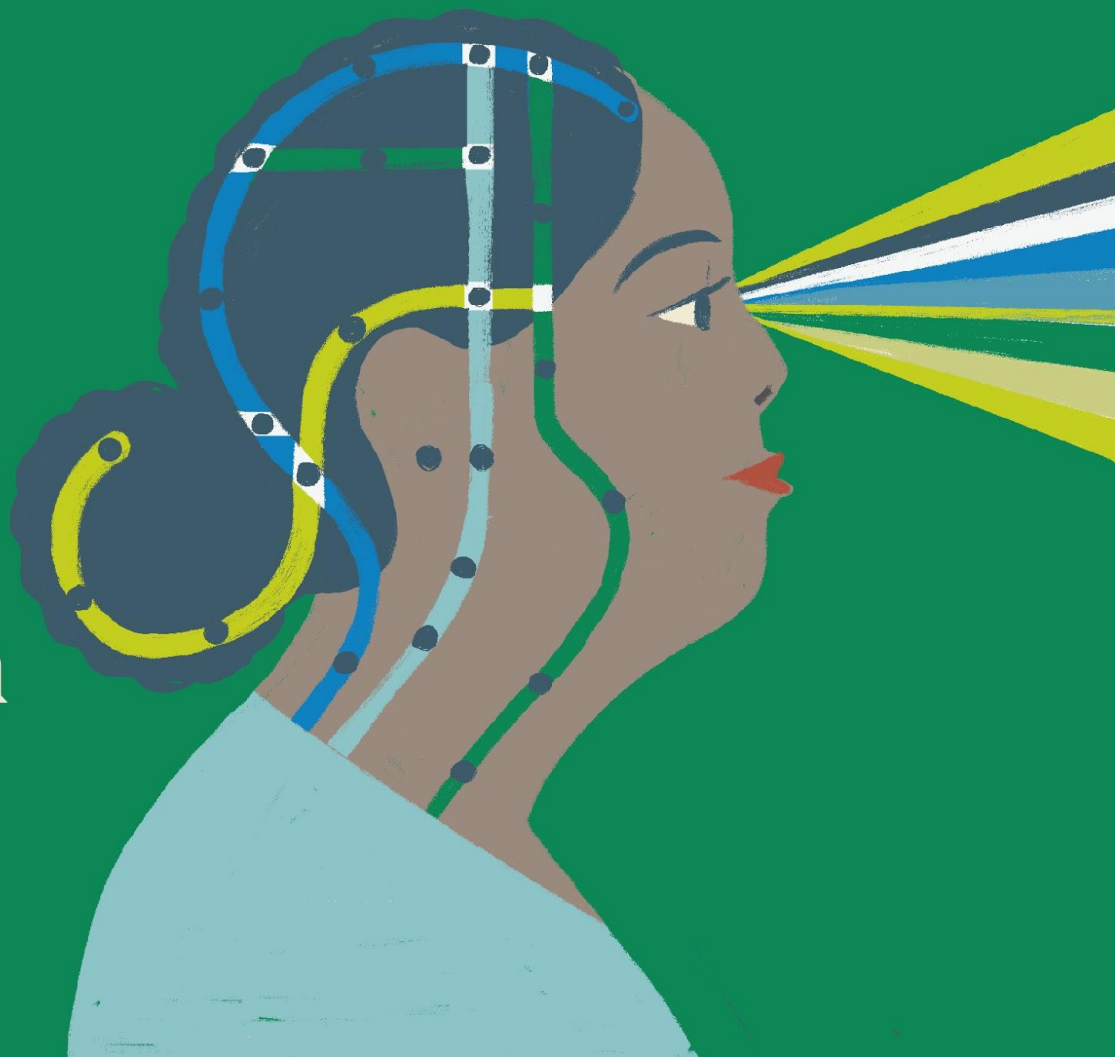
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Strategy#3

# Improve the quality and diversity of transportation leadership



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# 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)



Photos courtesy of Connect Community.

- 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.



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Strategy#4

# Prioritize historically underrepresented communities in transportation decision-making



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## How to:

# 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).



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## Feature

# Asian Media Access: Making engagement fun (Minnesota)



Photo courtesy of Asian Media Access.

- 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



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Strategy#5

# Work in unison to provide people-focused infrastructure



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## 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.



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## Feature

# Intersections: Creating Culturally Complete Streets (Nashville, TN)

- First-ever conference focused on Complete Streets implementation, creative placemaking, and equity.
- Brought together two distinct disciplines: transportation and the arts



Photo courtesy of LeXander Bryant.

“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*



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## Feature

# City & county work together to transform 5-lane road into a 3-lane Complete Street (Orlando, FL)

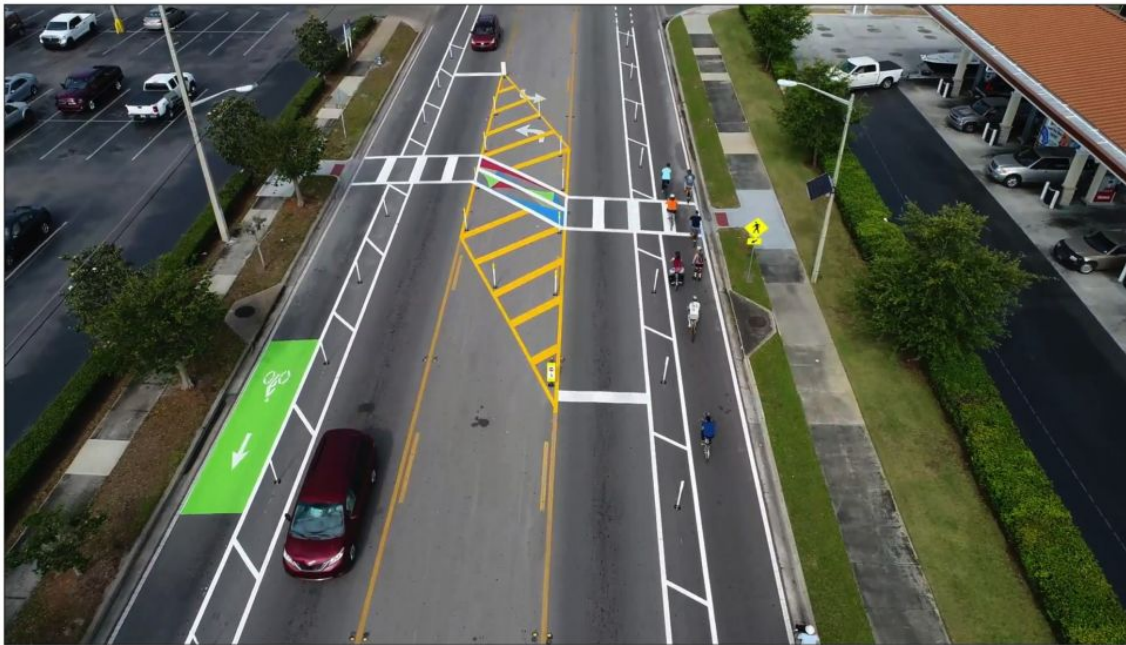


Photo courtesy of the City of Orlando.

- 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

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Strategy#6

# Invest in communities without displacement



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## 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 11<sup>th</sup> Street Bridge Park (bottom).



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# Feature

## 11th Street Bridge Park

(Washington, DC)



Photo courtesy of 11th Street Bridge Park.

- 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.



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## Feature

# Updating zoning practices

(Minneapolis, MN & Oregon)

- 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.

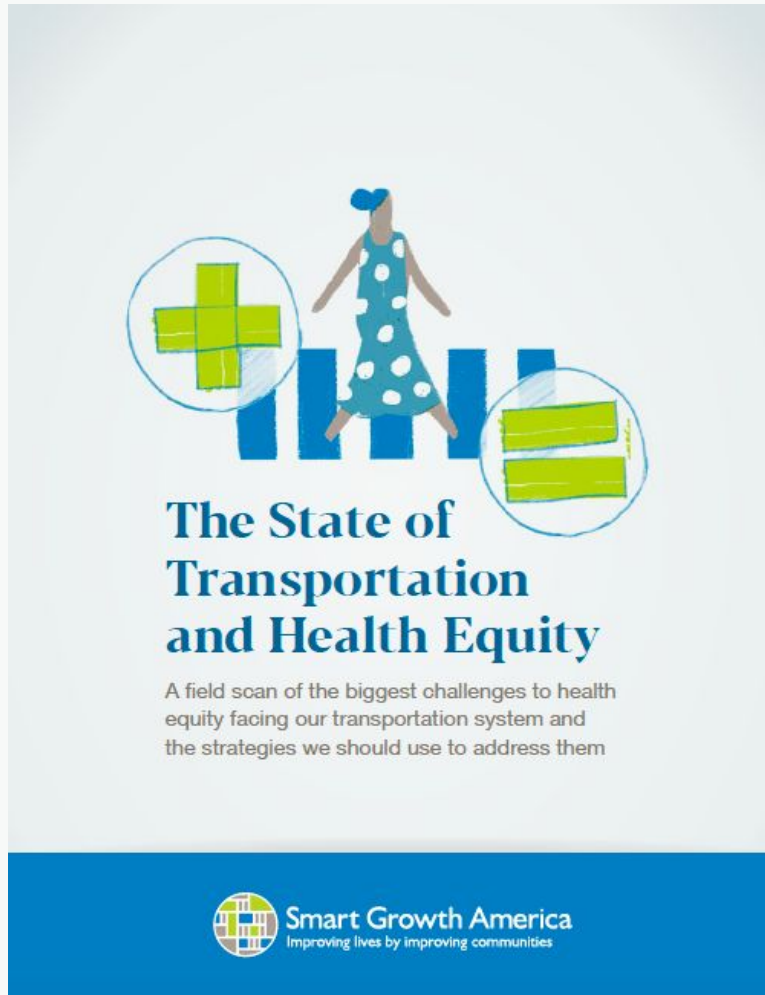


Photo courtesy of Smart Growth America.



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# 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

Share this report in your network!



# Where can I find the report?

On our website at [smartgrowthamerica.org](http://smartgrowthamerica.org).



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Smart growth is a way to build cities, towns, and neighborhoods that are economically prosperous, socially equitable, and environmentally sustainable.

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Smart Growth America empowers communities through technical assistance, advocacy and thought



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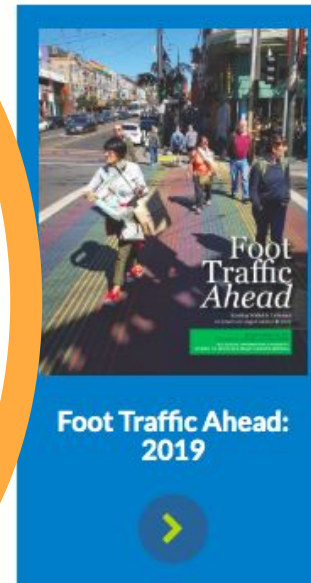
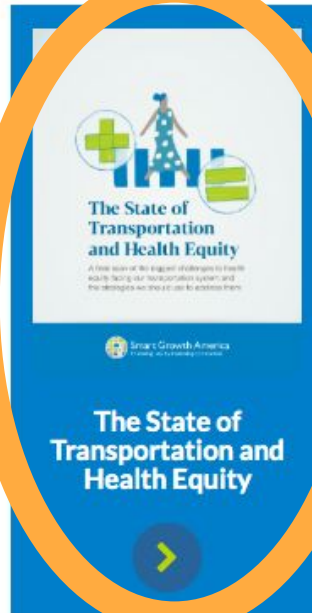
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# Q&A



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