



# Transportation Equity Program & Resolution: Activity Updates



Andrew Glass Hastings, Transit & Mobility Director  
Naomi Doerner, Transportation Equity Program Manager  
Amy Huang, DON Community Capacity Planning Specialist  
Seattle City Council, Sustainability and Transportation Committee  
December 8, 2017



**Seattle**  
Department of  
Transportation



**Seattle**  
Neighborhoods

# Our mission, vision, and core values

**Mission:** deliver a high-quality transportation system for Seattle

**Vision:** connected people, places, and products

Committed to **5 core values** to create a city that is:

- Safe
- Interconnected
- Affordable
- Vibrant
- Innovative

For **all**

# Presentation Overview

- Introduction
- Transportation Equity Program
- Community Engagement
- Findings & Opportunities
- Projected 2018 Program Activities
- Timeline

# Introduction

Transportation is the 2<sup>nd</sup> highest household cost for households and individuals in Seattle.

With voter approval, Mayoral, and Council support, the City of Seattle and Seattle Department of Transportation (SDOT) has identified and prioritized affordability as a core equity value and outcome.

SDOT creates, promotes and implements affordability-based activities with support from strategic partners, including but not limited to: Department of Neighborhoods; Human Services Department; Seattle Housing Authority; King County Public Health; King County Metro; and other mobility service providers. Activities include:

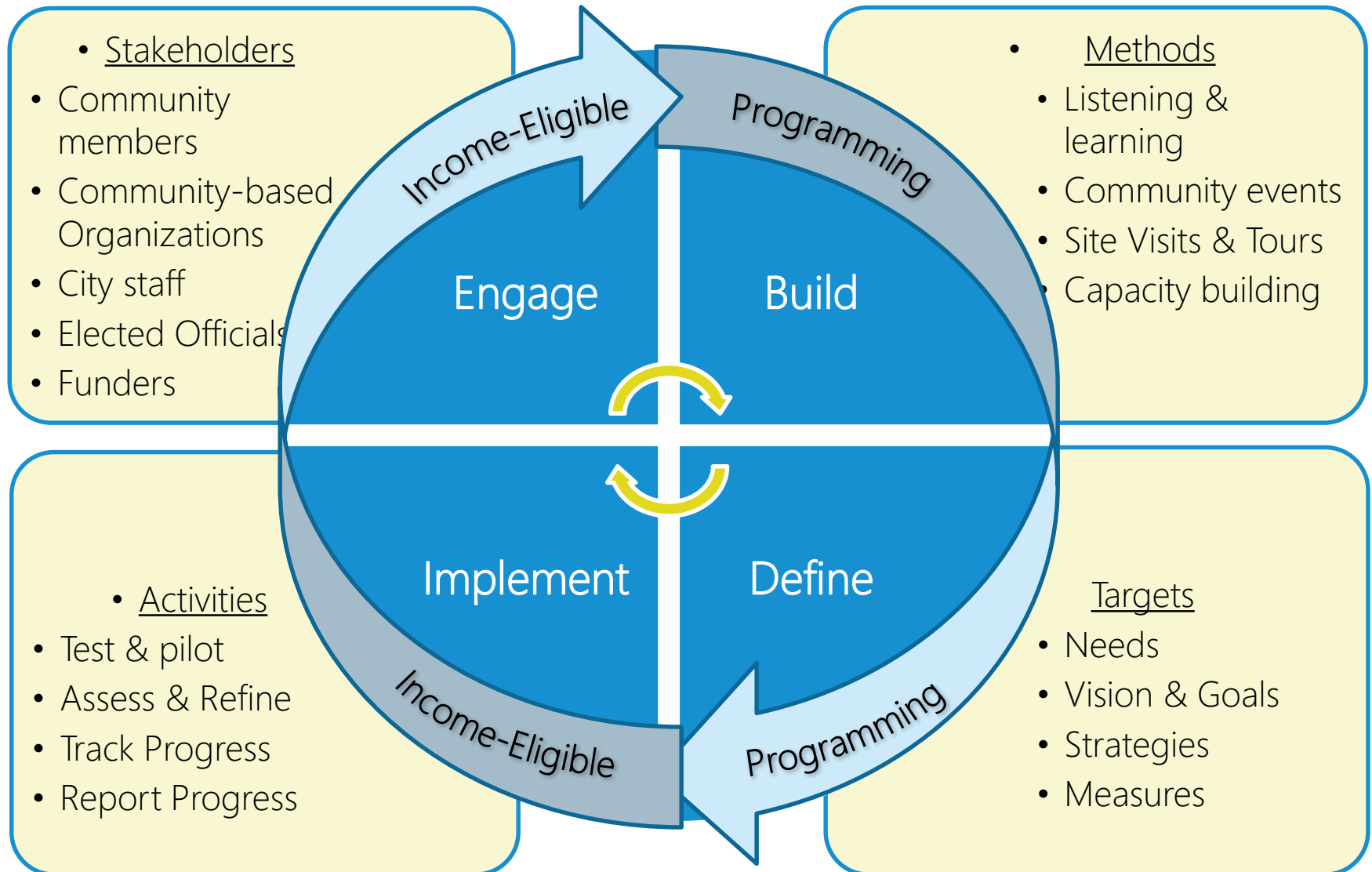
- Low-income access to transit
- Youth ORCA Program
- Car Tab Rebate Program
- Ambassadors Program
- Mobility Fairs
- Income eligible car share

# Transportation Equity Program

SDOT established the Program in 2017 to:

- Provide safe, environmentally sustainable, accessible, and affordable transportation options
- Support disproportionately cost-burdened communities in Seattle to thrive in place:
  - People with low-income
  - People of color
  - Immigrants & refugees
  - People with disabilities
  - LGBTQ people
  - Women and girls
  - Youth
  - Seniors
- Mitigate the effects of displacement, including racial disparities related to displacement, through transportation access

# Transportation Equity Program: Equity-Centered Framework



# Transportation Equity Program: Resolution

The [Transportation Equity Resolution \(Res 31773\)](#) was presented to the Sustainability & Transportation Committee on 9/19/17, and it:

- Affirms the City of Seattle's commitment to racial equity and social justice (recently re-authorized by Mayor Durkin via Executive Order, noting transportation equity among other key outcomes);
- Recognizes SDOT's commitment to the Transportation Equity Program;
- Institutionalizes the Program's overarching goals, framework and equity-centered approach to working with communities.

# Community Engagement: Background

Seattle Department of Neighborhoods (DON) provides:

- Programs and services that engage people in civic participation
- Fosters stronger communities
- Makes government more accessible
- Preserves and enhances the character of Seattle's neighborhoods

SDOT partners with DON's Community Liaisons Program on the Transportation Equity Program.

Community Liaisons conduct their work in a culturally-relevant manner allowing participants comfort and familiarity while navigating the City's processes, and they are:

- Expert "bridge-builders"
- Bi-cultural
- Bi-lingual



# Community Engagement: Models

Several community engagement models have been established to support SDOT's Transportation Equity Program:

- Transportation Equity Community Liaison cohort
- Community Conversations
- Staff Conversations
- 2017 Ambassador Program
- Go Sea! Mobility Fair

# Community Engagement: Recent Activity



Community Liaison Transportation Equity cohort training.

Oct. 7, 2017

Capacity building for diverse community leaders.

# Community Engagement: Recent Activity



Go SEA! Mobility Fair  
Oct. 7, 2017

Engagement and income-eligible enrollment programming.

# Findings & Opportunities: Strategy

Tiered community engagement strategy developed to formally introduce the Transportation Equity Program, framework and Resolution, and obtain initial feedback and collect data.

Advocacy Groups, Community-based Organizations & Service Providers									
Outreach Tiers	People of Color	Immigrants & Refugees	People w/Disabilities	Homeless & Housing Insecure	LGBTQ People	Women & Girls	Youth	Seniors	Notes
Community Members	DON Community Liasons & Yesler Terrace residents								Engagement to continue in 2018
Organizations	Puget Sound Sage, Transit Riders Union, Transportation Choices Coalition, One America, Literacy Source, Entre Hermanos, Southwest Family & Youth Services, Seattle Navigation Center, Capitol Hill Housing, YMCA, Yesler Community Collaborative, Seattle Housing Authority, POCAAN								
Coalitions & Networks	Transit for All, Human Services Department Community Connectors (food bank network)								
SDOT Advisory Boards	Pedestrian, Bicycle & Transit Advisory Boards								
City Commissions	Comission on Community Involvement & Youth Commission								

# Findings & Opportunities:

## Community Liaisons Transportation Equity Cohort Training

“After getting familiar with different programs, I’ll be able to see which one would be [the] best fit for different community members, [and] help them in a more effective and efficient way.”

“The most useful part was how people can get connected to the Seattle Department of Transportation.”

“[The most useful topics covered during training were] updated information about accessible transportation services, eligibility for affordable transportation services. This is crucial information for low-income individuals and families.”



# Findings & Opportunities:

## Feedback Summary

### Access Barriers

- Physical access to transit (ADA, sidewalks, personal safety, etc.)
- Knowledge of cost-saving travel options
- In-language information
- Navigation & wayfinding
- Payment methods & program enrollment
- Travel times, transit schedules & frequency

### Affordability Barriers

- More affordable options for all ages
- Rising costs, including transportation costs
- Multiple transit fares
- Cash vs. credit card cost differences for transit
- Transit pass replacement

### Other Barriers

- Regional connectivity for people already displaced
- Transparency and involvement in decision-making around transportation planning, policies and investments
- More inclusive outreach and engagement

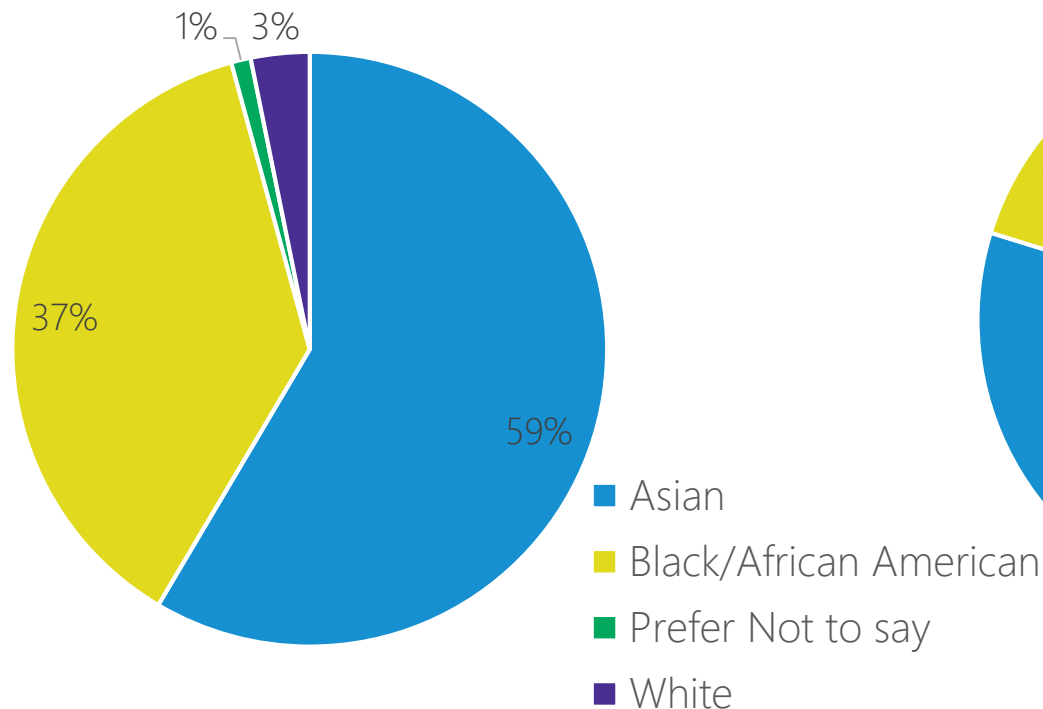


# Findings & Opportunities:

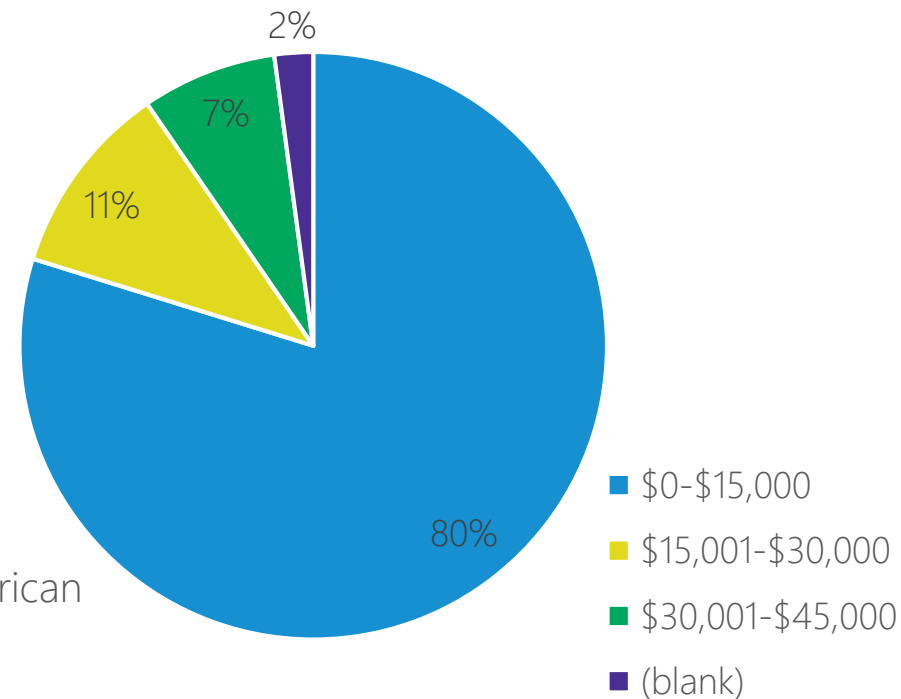
## Go SEA! Mobility Fair Yesler Terrace survey results

- Approximately 250 people attended the event.
- 94-people took the survey (many with in-language support or using translated surveys).

Race/ethnic background



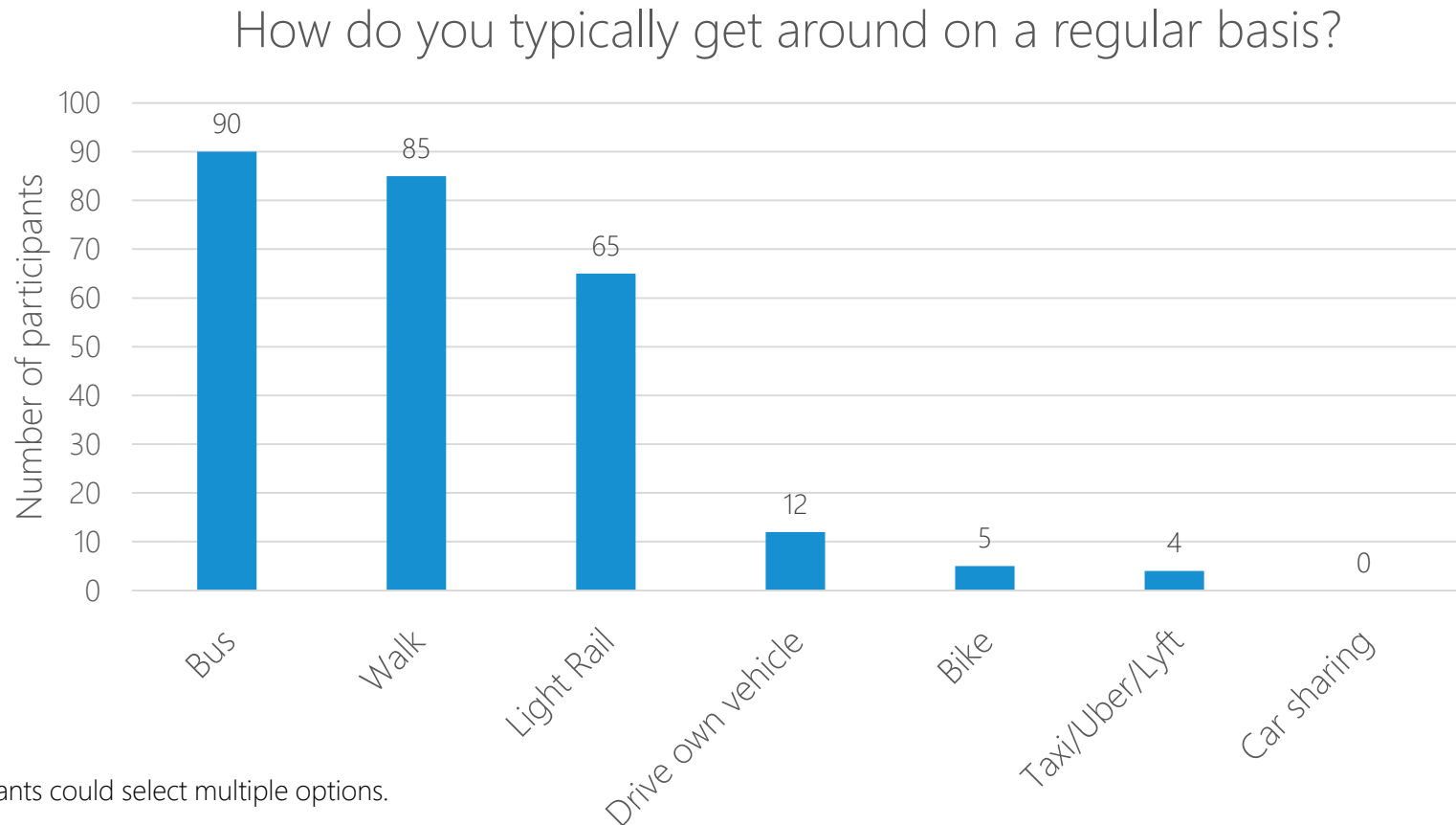
Household income



# Findings & Opportunities:

## Go SEA! Mobility Fair Yesler Terrace survey results

- Transit and walking are the way most people get around.
- 96% of participants take the bus.



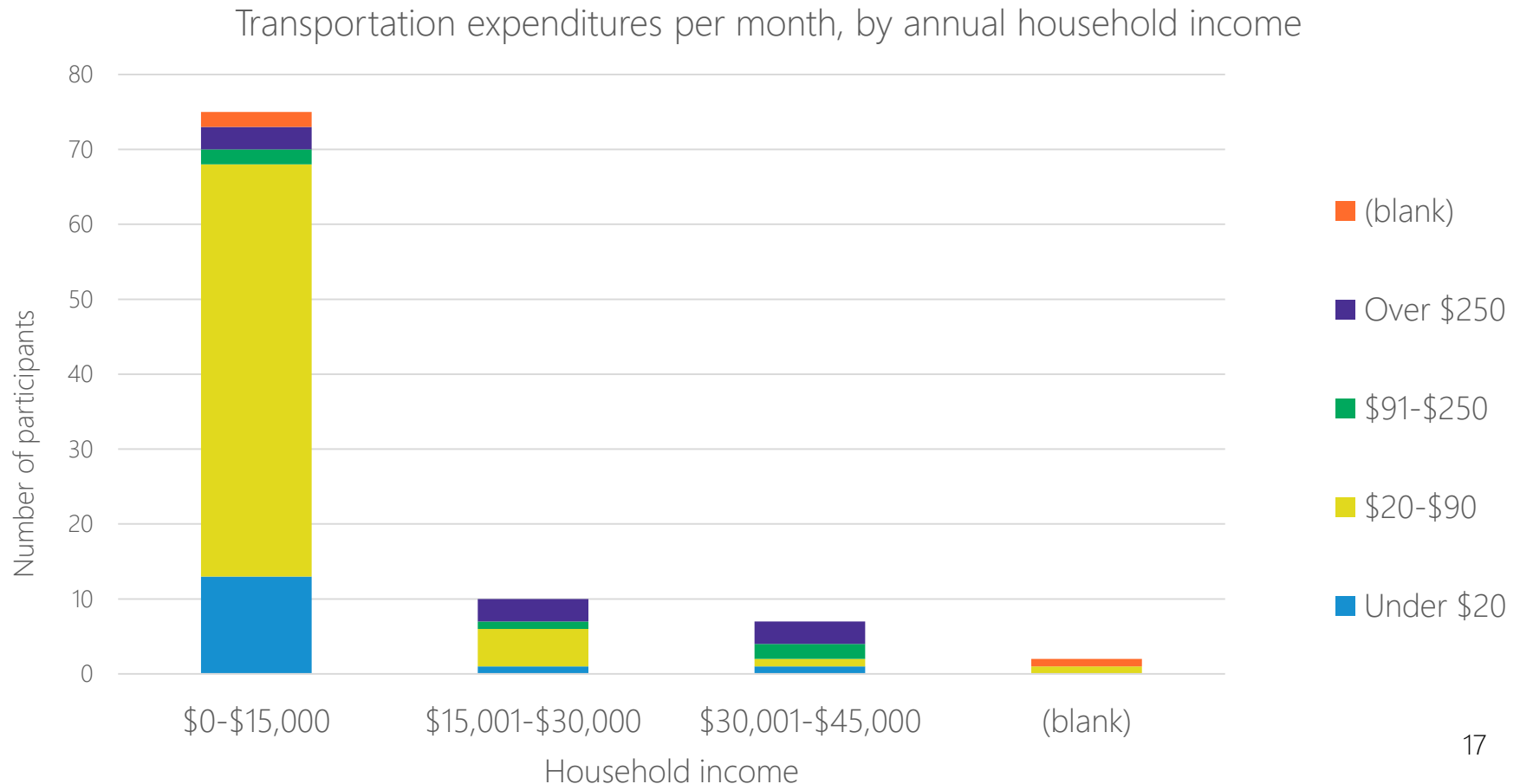
Participants could select multiple options.



# Findings & Opportunities:

## Go SEA! Mobility Fair Yesler Terrace survey results

- Overall 66% of respondents spend \$20-\$90 on transportation each month.
- 15% spend more than that.

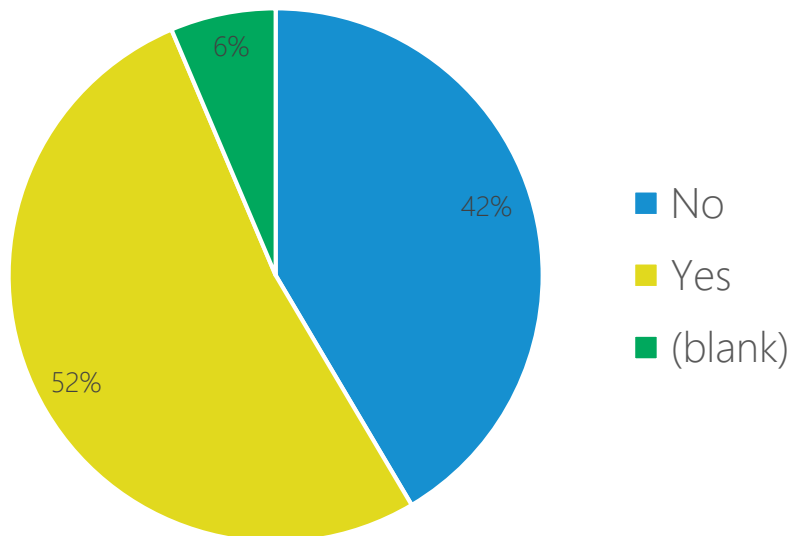


# Findings & Opportunities:

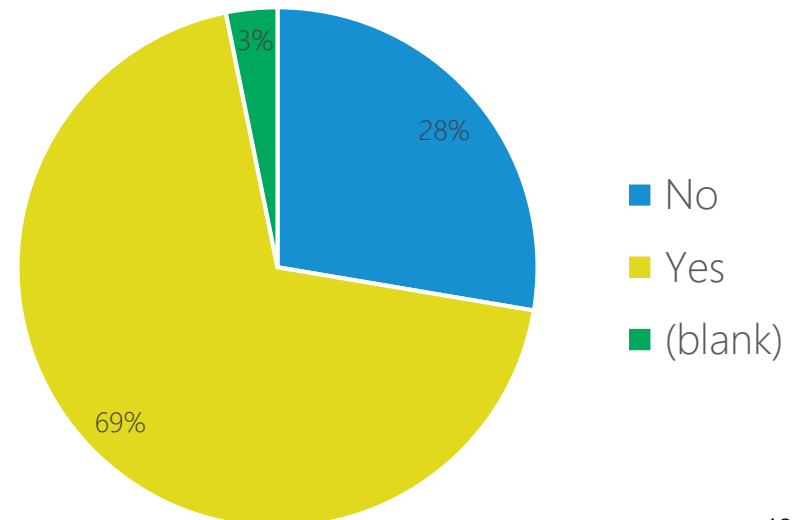
## Go SEA! Mobility Fair Yesler Terrace survey results

- A majority of respondents have access to smart phones and credit/debit cards, but many do not.

Do you have access to a smart phone?



Do you have access to a credit/debit card?



# Findings & Opportunities

- Overall strong support for the Transportation Equity Program, framework and approach, articulated within the Resolution
- Strong interest from local community members, community groups, advocacy organizations, services providers and agency partners to participate in Program activities in 2018 and beyond
- Scale affordability transportation programming to match demand
  - Innovate through policy and programming
  - Work with partners to identify sustainable funding sources
- Expand engagement and programming approaches to reach and support more communities (i.e. people with disabilities, seniors, etc.)
- Create greater transparency and accountability in decision-making around broader transportation equity vision, goals and implemented strategies

# Projected 2018 Program Activities

## Income-eligible Programming & Engagement (On-going)

- Community Conversations
- Ambassador Program
- Go SEA! Mobility Fairs
- Car Share pilot
- Youth ORCA program
- Transit Access expansion
- Policy innovation
- Research and analysis
- Local community tour(s)

### Build (Q1-Q2)

- Hire program staff
- Identify community-based transportation equity champions
- Set expectations, protocols processes for expert equity advisory group
- Establish community-based transportation equity expert advisory group
- Identify shared transportation equity principles
- Deepen relationships with community partners through engagement strategies
- Identify capacity building funding partners and resources

### Define (Q2 – Q4)

- Create vision for Transportation Equity Agenda
- Identify key areas or categories of Transportation Equity opportunities
- Establish measurable goals
- Key performance indicators
- Define qualitative and quantitative data collection methods for tracking indicators and outcomes
- Name existing and future strategies
- Prioritize goals and strategies
- Review process for agenda
- Release agenda

# Timeline

Anticipated Timeline	Activity
Fall, 2017- On-going	Phase. 1 Engagement & Assessment
Fall 2017- Fall 2018	Programming & Phase 2. & 3. Engagement
Fall – Winter, 2018	Transportation Equity Agenda
Beyond	Phased implementation

# Questions?

naomi.doerner@seattle.gov | (206) 795-5213

[www.seattle.gov/transportation/transportationequity](http://www.seattle.gov/transportation/transportationequity)



**Seattle**  
Department of  
Transportation