



2024 Update

Equity and Engagement for Transportation

Presentation to TCC

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April 5, 2024

A large, stylized graphic of the letter 'A' is positioned in the center-right of the slide. It is composed of several overlapping, semi-transparent rectangular shapes in various colors including blue, orange, red, green, and teal, creating a modern, geometric look.

ONE
great
REGION

Agenda

- ARC Strategic Framework
- Federal Requirements for Public Participation
- Equity and Engagement
 - USDOT
 - ARC
- Community Engagement Assistance Contract
- Discussion

Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | **Integrity** | **Equity**

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.

Requirement for public participation in transportation planning

CFR 450.316 – Interested parties, participation and consultation

“The MPO shall develop and use a documented Participation Plan that defines a process for providing reasonable opportunities to be involved in the metropolitan transportation planning process.”

The MPO must provide participation opportunities for:

- individuals,
- affected public agencies,
- representatives of public transportation employees,
- public ports, freight shippers, providers of freight transportation services,
- private providers of transportation (including intercity bus operators, employer-based commuting programs, such as carpool program, vanpool program, transit benefit program, parking cash-out program, shuttle program, or telework program),
- representatives of users of public transportation,
- representatives of users of pedestrian walkways and bicycle transportation facilities,
- representatives of the disabled,
- and other interested parties.

Other Governing Federal Legislation and Executive Orders

- ▮ Title VI of the Civil Rights Act
- ▮ Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973
- ▮ Executive Order 13166 – Improving Access to Services for Persons with Limited English Proficiency (LEP)
- ▮ Executive Order 12898 – Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, **as amended by:**
 - ▮ *Executive Order 14008 – On Tackling the Climate Crisis at Home and Abroad*
 - Section 223 of EO 14008 established the **Justice 40 Initiative**
 - ▮ *Executive Order 13985 – Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*

Justice 40 at USDOT

- Executive Orders 13985 and 14008
- USDOT Equity Action Plan, January 2022
 - Four Pillars
 - ▶ Wealth Creation
 - ▶ Power of Community
 - ▶ Interventions
 - ▶ Expanding Access

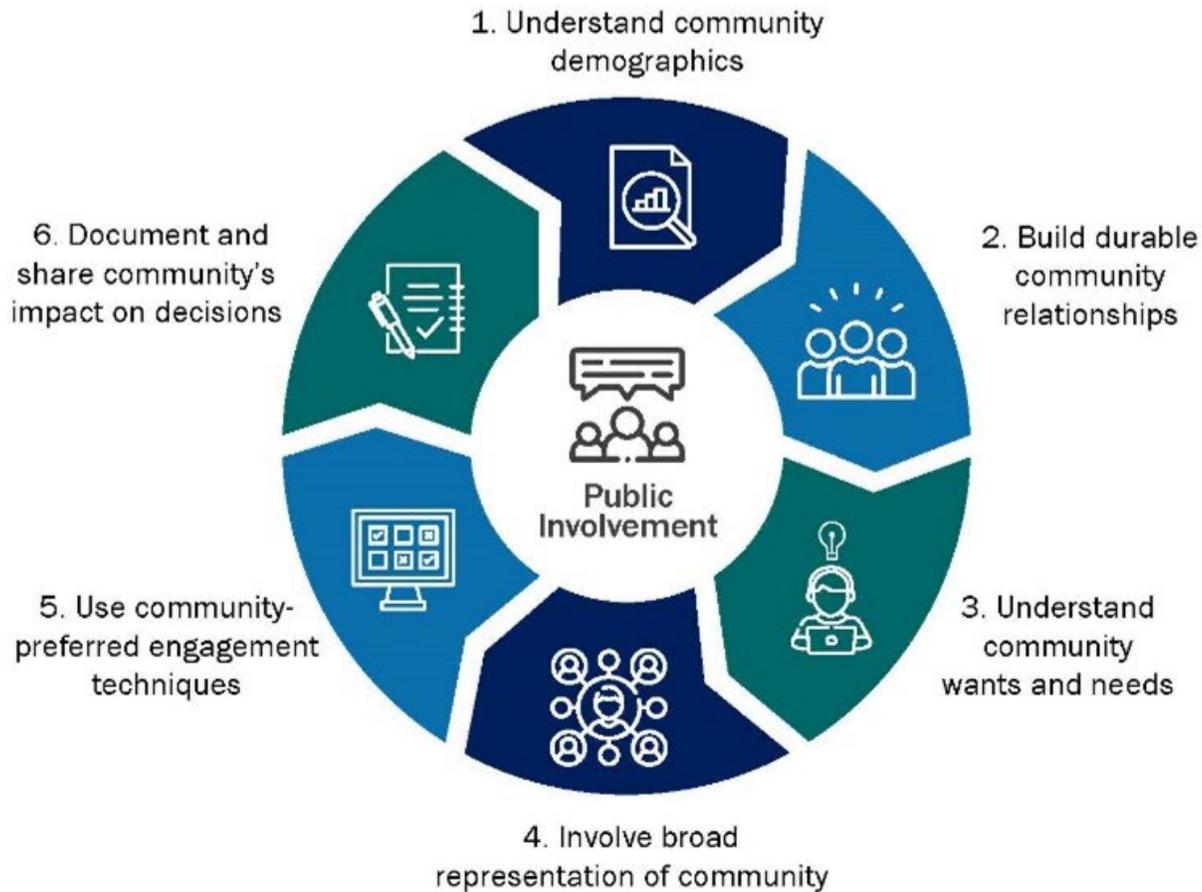


U.S. Department
of Transportation



Equity Action Plan
2023 Update
September 2023

Meaningful Public Involvement New Guidance from USDOT



U.S. Department
of Transportation



Promising Practices for Meaningful
Public Involvement in Transportation
Decision-Making

Updated November 2023

Equity and Outreach at ARC

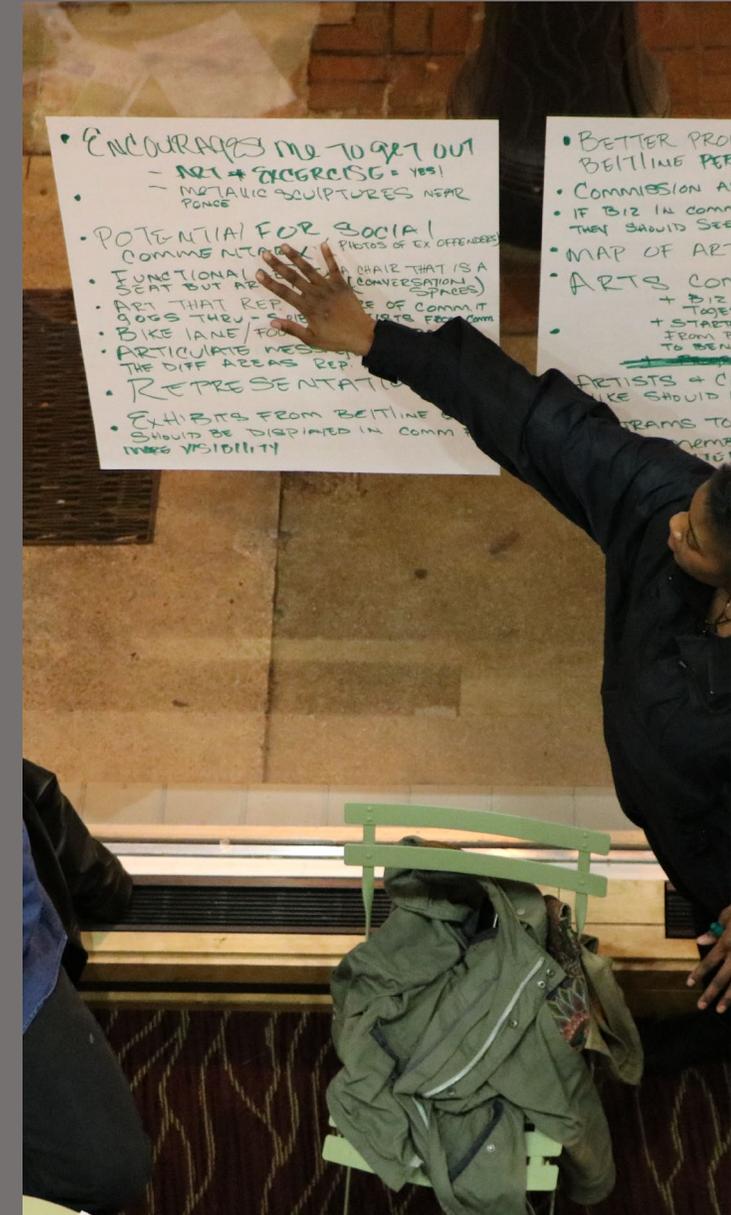
Community Engagement Assistance Contract

- Regional Stakeholder Network Database

- Equity Focus Groups
(Design and Implementation)

- MPO Participation Plan

- Community Engagement Strategy



Consultant Team

Diverse Collaboration



Stakeholder Network Database

Summary

- 340 organizations across
- 20 counties
- 13 target communities
- Systematic process applied to ensure inclusion of organizations representing
 - ▶ 9 Federally Protected classes and
 - ▶ 4 supplemental groups

Protected Classes

Veterans
Businesses (Small + Disadvantaged)
Minorities: Racial Ethnic National Origin LGBTQ+
People with disabilities
Females
Youth
Low-Income
Limited English Proficiency
Older Adults

Equity Focus Groups

Draft Schedule

◆ Apr 8, 2024: Commence Outreach, Meeting Announcement & Registration

Apr 29-May 17, 2024 Conduct Virtual Meetings

Jun 10-21, 2024 Conduct In-Person Meetings

Compile Feedback Data Jun 24-28, 2024

July, 2024: Public Engagement Kick-Off ◆



Equity Focus Groups

Requirements

Equity Approach

- Outreach processes must be flexible to remain effective in a dynamic ever-changing environment
- Coverage across ARC's geography and targeted audience is mandatory to ensure effective messaging
- The 20-county area and its cast of underserved communities require strategies tailored to maintain manageability
- The outreach process will maximize partnerships to remain current and as a means of amplifying ARC's messaging



Draft Equity Focus Group Discussion Areas

Understanding Community Needs and Culture

- How do you currently engage with the regional transportation planning?
- What are some barriers you face in participating more actively?
- How well do you think current transportation plans reflect the cultural and historical needs of your community?

Impact of Historical Events and Policies

- What is your experience with historical projects and policies that shaped transportation and equity in your community?
- In what ways do you think understanding the needs and cultural nuances of your community will improve transportation investment for your area?

Engagement and Data Collection Methods

- What do engagement methods do you and the community you serve prefer?
- Do you have any suggestions for other engagement methods not presented?
- What suggestions do you have for making the data collection methods more accessible?

Transportation and Mobility Planning

- How do you travel when performing your daily activities (work, play, shop, worship)?
- What types of transportation challenges do the members of your organization/ community you serve face?
- If money fell out of the sky what transportation improvement would you spend it on?

Representation and Inclusivity

- Do you feel that your community is adequately represented in transportation planning and decision making?
- What methods of outreach would be most effective in reaching underrepresented groups within your area?
- Do you know who makes transportation decisions for your community?

Transparency and Trust

- What are your main reservations, concerns and aspirations regarding regional transportation planning?
- How can the ARC better facilitate the expression of diverse opinions and desires in its planning activities?

Outreach Materials and Strategies

- How do you want to receive information about the Atlanta MPO public participation plan?
- What strategies would you recommend to increase community awareness and participation in the outreach process?

ARC Transportation Participation Plan

Requirements

- One of the four MPO Core Deliverables (MTP, TIP, **PPP**, UPWP)
- Requires stakeholder engagement in developing the PPP
 - ARC Committees and staff participation
 - Equity Focus Groups
 - Digital survey efforts
 - In-person outreach
- 45-day public comment period
 - Virtual public involvement
 - Public Hearing

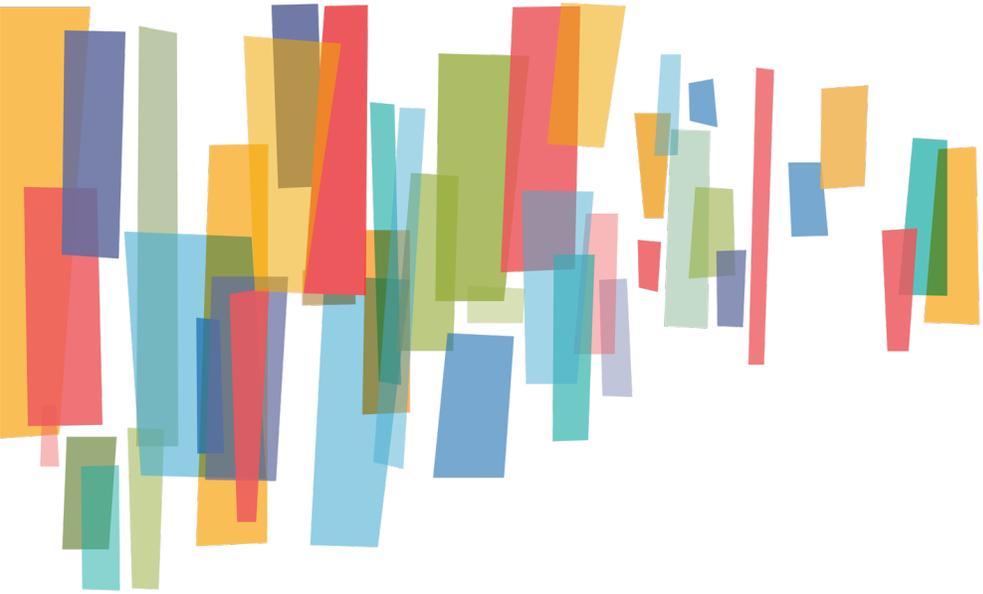


Community Engagement Strategy

..to integrate meaningful equity and engagement activities into all TPD programs, plans, and studies

- Review of current practices for community engagement
- Identify areas that need improvement
- Summary Recommendations Report
 - Community Engagement Ethos
 - Preferred engagement practices and tools
 - Minimum standards and documentation requirements for public involvement
 - Recommended tool (such as dashboard or commercial platform) to track and aggregate public input and comments





Questions?

Draft Schedule for Equity Focus Groups

Group	Format	Date	Time
Pilot at ARC's Committee on Aging Meeting	In Person	Tuesday, March 27, 2024	10:30 AM - 12:00 PM
Females	Virtual	Monday, April 29, 2024	6:30 PM - 8:00 PM
Youth	Virtual	Tuesday, April 30, 2024	3:30 PM - 5:00 PM
Veterans	Virtual	Thursday, May 2, 2024	10:30 AM - 12:00 PM
Businesses (Small + Disadvantaged)	Virtual	Tuesday, May 7, 2024	12:00 PM - 1:30 PM
Minorities: Racial Ethnic National Origin LGBTQ+	Virtual	Thursday, May 9, 2024	12:00 PM – 1:30 PM
People with Disabilities	Virtual	Tuesday, May 14, 2024	10:30 AM - 12:00 PM
Low-Income	In Person	Tuesday, June 11, 2024	3:30 PM - 5:00 PM
Limited English Proficiency	In Person	Tuesday, June 18, 2024	6:30 PM - 8:00 PM
Older Adults	In Person	Thursday, June 20, 2024	10:30 AM - 12:00 PM

