



Equity-Based Decision Making in Rural and Small-Urban Transit

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Introductions – Presenters



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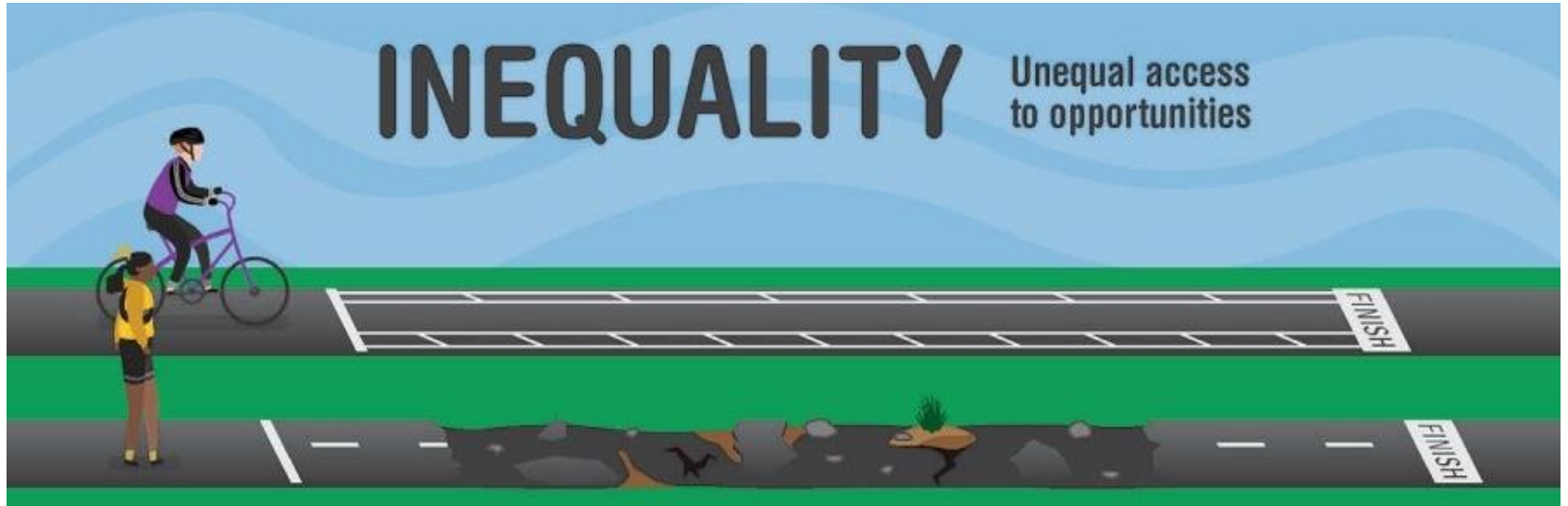


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Agenda

- Review Equity as a concept
- Highlight current industry trends
- Discuss lessons from a recent research project
- Open the floor for questions peer-to-peer sharing

What is equity?



What is equity?



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What is equity?



FEDERAL SUPPORT

1964

Title VI of the Civil Rights Act of 1964

1994

E.O. 12898 - Federal Actions To Address Environmental Justice in Minority Populations and Low-Income Populations

2000

E.O. 13166 - Improving Access to Services for Persons With Limited English Proficiency

2021

E.O. 13985 - Advancing Racial Equity and Support for Underserved Communities Through the Federal Government

Title VI ~ “No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”

E.O. 12898 ~ “[Federal] programs, policies, and activities that **substantially affect human health or the environment** should be conducted so that they do not limit participation, deny benefit, or discriminate based on a person’s “race, color, or national origin.”

E.O. 13166 ~ “each Federal agency shall examine the services it provides and develop and **implement a system by which LEP persons can meaningfully access those services**

E.O. 13985 ~ “ **the consistent and systematic, fair, just, and impartial treatment of all individuals** individuals, including individuals who belong to underserved communities that have been denied such treatment”



*Equity in transit is the fair and just **distribution** of the benefits and burdens associated with transit services and infrastructure across communities to address the needs of the people in a manner that **acknowledges and accounts for historical and current disparities** , **considers and supports people unique circumstances and abilities** , and **continues to evolve as these factors change** . At minimum, transit benefits are presumed to include **sufficient access to destinations and opportunities** .*

How Do We Understand Inequity?

- Standard analyses:
 - Title VI programs for transit agencies – fare and service equity analyses
 - Environmental Justice assessments under E.O. 12898
- **Emerging trends:**
 - New data sources – looking beyond the Census and basic rider surveys
 - New technologies – real-time demographic analysis within transit planning apps
 - New methods of analysis – more than disparate impact and disproportionate burden
 - More representative groups and intersectional understanding

How is Perspective Shifting?

- COVID-19 highlighted:
 - Transit funding is extremely vulnerable
 - Issues with current transportation planning
- Research funding has shifted to fund work on equity
 - 8 active projects
 - 5 pending projects
 - 2 anticipate projects
- Cross-industry understanding/coordination
- Numerous federal programs focused on directing investment into equity-oriented projects and programs
 - INFRA Grants
 - Justice 40 Initiative

} **TRB**

Why is Equity in Performance Measurement Important?

- To operationalize commitments to creating an equitable transportation system
- “We are all transportation dependent.” ~*Tamika Butler*
- Professional ethics
 - The transportation network exists as a public good
 - We have a responsibility to get people where they need to go in a manner that works for them (and to evolve as needs change)
- Compliance with federal mandates

What Gives Equity in Performance Measurement Power?



Performance measurement is a decision-making tool



Performance measurement is a repair tool



Equity information helps the community hold agencies accountable



Equity information helps agencies maintain compliance

What is the Equity-First Performance Measure Development Process?



Question based



Iterative



Prioritizes people

Data Considerations



Specific



Context-sensitive



Representative



Timely

How Can Qualitative Data Contribute?

- Context is *critical* when addressing inequity
- Quantitative data is inherently limited – it must aggregate and dilute
 - Census statistics
 - Ridership numbers
 - Fare revenue
 - Survey statistics
- Qualitative data enhances understanding of lived experience and contextualizes quantitative data
 - Outreach events
 - Focus groups and interviews
 - Customer, stakeholder, and staff feedback
 - Case studies

Improving performance measures to include principles

Who didn't get to experience success or experienced a burden in order to ensure the success?

Who benefits from the success of this measure?

How can the measure be adapted to that everyone's needs are met and burdens are shared fairly?

If the adapted performance measure identifies an inequity, what strategic actions could be taken to address this issue?



To do this, we imagine a measure and interrogate those outcomes with questions



Once the measure is adapted so that it has equitable targets, we further inspect and address other factors that influence outcomes

Development
Performance

Whose needs are not currently considered (or fully considered) in the existing set of performance measures and who is not at the table during planning etc.?

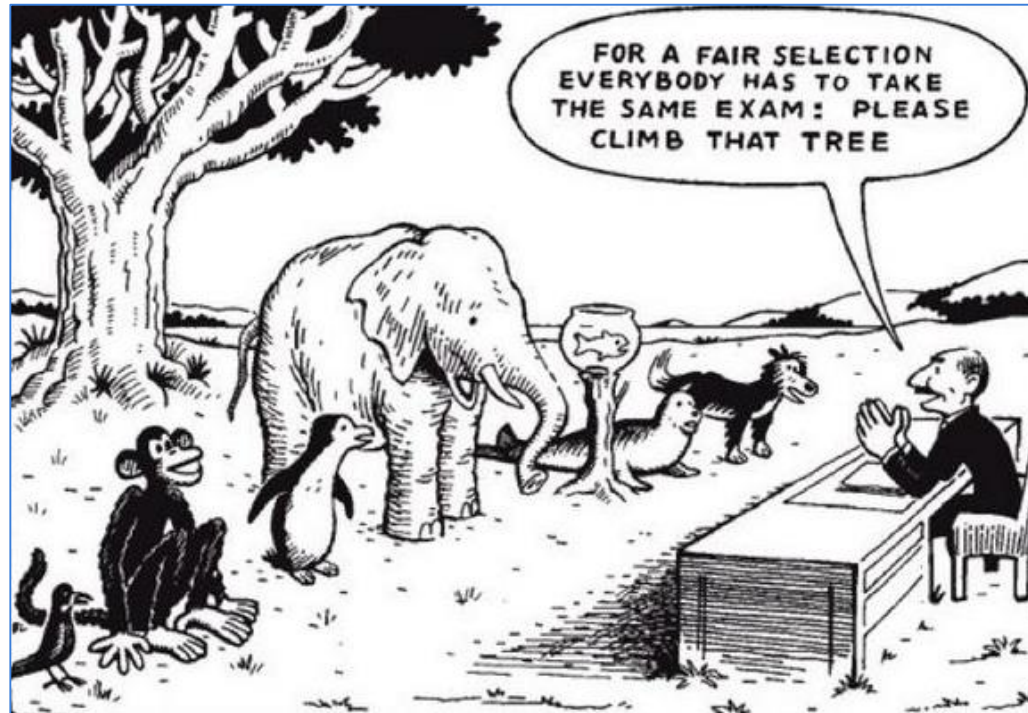
What are the transportation needs of the people identified in the previous question?

New performance
To establish a target level of performance for the needs identified, what information is needed?

How can data collection/processing be conducted so that the new performance measure functions as intended, and the results are representative and context-sensitive?


Underrepresented and marginalized and
If the performance measure identifies an inequity, what strategic actions can be taken to address this issue?

Don't Forget to Consider the Whole Person



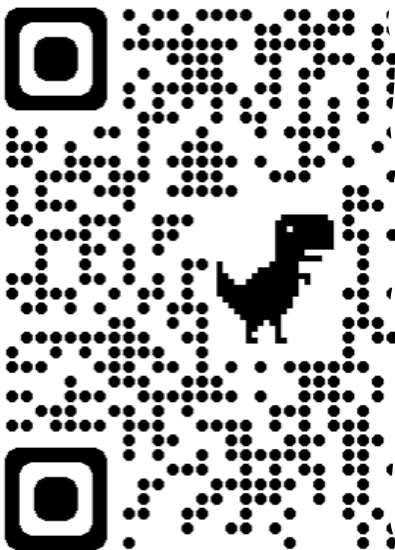
Source: @EdConteXts

Current Synthesis Project - TCRP Synthesis SB-37

- Transit Agency Goals and Non-Traditional Performance Indicators Focused on Equity
 - Looking beyond traditional performance measures
 - Seeking info about goals and performance metrics to improve equity in service planning and the customer experience
 - Currently in data collection phase
 - Preparing to conduct case example research with a handful of regions
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Partici

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<https://bit.ly/SB37portal>

Concluding Discussion

- How do you see your agency adopting these concepts?
- Do you do something for equity that you'd like to highlight to others can learn?

Contact Us

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