Designing **Value**: What does it mean to design with equity in mind?

Charles T. Brown, MPA  
Lunch Keynote Address  
2019 Northeast Multimodal and Transit Summit  
New Haven Lawn Club  
193 Whitney Avenue, New Haven, CT 06511  
November 25, 2019  

Twitter: @ctbrown1911
Fort Sill, Oklahoma
Shuqualak, Mississippi
“I got 99 problems but connecting with you isn’t one.”
What is equity and why does it matter?
Equity

- Equity involves trying to understand and give people what they need to enjoy full, healthy lives.
- Equity is the presence of justice and fairness within the procedures, processes, and distribution of resources by institutions or systems.
- Facing equity issues requires an understanding of the underlying or root causes of inequalities and oppression within our society.
Consideration of Social Identities

- Identities you think about most often
- Identities you think about least often
- Your own identities you would like to learn more about
- Identities that have the strongest effect on how you perceive yourself
- Identities that have the greatest effect on how others perceive you
IF YOU WANT TO CHANGE THE

VISIBLE

FIRST, CHANGE THE

INVISIBLE
Transportation has been weaponized as a tool of oppression within society.
Equity: Nationally

Who is most at risk?:

“Older adults, people of color, and people walking in low-income communities are disproportionately represented in fatal crashes involving people walking.”
“Relative pedestrian danger for older adults age 50 and above is more than a third higher than the general population.”
Equity: Nationally

People of color

“Between 2008 and 2017, Black/African-Americans were 72% more likely to have been struck and killed by drivers while walking.”
Low-income Neighborhoods

“People living in neighborhoods where the median household income is $36,000 or less were killed at much higher rates than their counterparts.”
Downstream versus Upstream Approach
Equity

Race

Place

Health

Twitter: @ctbrown1911
Could where you live influence *how long you live*?

<table>
<thead>
<tr>
<th></th>
<th>Noxubee County</th>
<th>Mississippi</th>
<th>United States</th>
<th>Somerset County</th>
<th>New Jersey</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (Years)</td>
<td>74.97</td>
<td>74.70</td>
<td>78.60</td>
<td>81.95</td>
<td>80.20</td>
<td>78.60</td>
</tr>
<tr>
<td>National Average</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
People of color face higher rates of diabetes, obesity, stroke, heart disease, and cancer.
Household Expenditures

Expenditures ($12.82 trillion)

- Other expenditures: $3.18 trillion (24.8%)
- Health: $2.73 trillion (21.3%)
- Housing: $2.35 trillion (18.3%)
- Food: $1.48 trillion (11.6%)
- Transportation: $1.20 trillion (9.3%)
- Recreation: $1.14 trillion (8.9%)
- Apparel and services: $411 billion (3.2%)
- Insurance and pensions: $342 billion (2.7%)

Bureau of Transportation Statistics: Total National Household Expenditures (Major Categories), 2016
Where we live, block by block

New York, New York, United States

What these colors mean

Regions worth exploring
Gentrification Fears Stall Rezoning Quest

by THOMAS BREEN | Sep 19, 2019 7:03 am

(31) Comments  |  Commenting has been closed  |  E-mail the Author

Posted to: Business/ Economic Development, City Hall, Dixwell, Mill River, Whalley, Wooster Square
“Trees planted in minority communities mature just in time for gentrification to take place.”
**Summary**

**Connecticut** has both high and low scoring categories, as can be expected by a state ranked in the middle.

Connecticut is in part held back by its below-average ridership, which contributes to Education & Encouragement being its lowest scoring category. That category score is one of the more easily changed category scores, as improving driver education related to bicyclists and pedestrians would significantly improve that category score. While this education improvement would not necessarily address ridership or safety in the short-term, it could perhaps affect buy-in for a more multimodal transportation system.

The other area for improvement in the Education & Encouragement category would be addressed by the Department of Transportation sponsoring an event, conference, or series of events that are focused on bicycling and walking for physical activity or transportation. The state Department of Public Health currently sponsors an annual training and summit hosted by Bike Walk Connecticut, which brings together practitioners, advocates, and elected officials throughout the state so that they can learn and work together to address bicycling-related issues. The state DOT may choose to sponsor this existing event or create complementary events to develop a strong community dedicated to improving biking and walking in Connecticut.

### Comparison States

<table>
<thead>
<tr>
<th>National (Overall)</th>
<th>Eastern Region (out of 11)</th>
</tr>
</thead>
<tbody>
<tr>
<td>22. Rhode Island</td>
<td>7. Maine</td>
</tr>
<tr>
<td>23. New York</td>
<td>8. Rhode Island</td>
</tr>
</tbody>
</table>

### Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Rank out of 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure &amp; Funding</td>
<td>30</td>
</tr>
<tr>
<td>Education &amp; Encouragement</td>
<td>39</td>
</tr>
<tr>
<td>Legislation &amp; Enforcement</td>
<td>19</td>
</tr>
<tr>
<td>Policies &amp; Programs</td>
<td>13</td>
</tr>
<tr>
<td>Evaluation &amp; Planning</td>
<td>20</td>
</tr>
</tbody>
</table>
THE FIRST BLACK BARBIE TO USE A WHEELCHAIR IS HERE!

SOURCE: THE INSIDER

...and people are loving it!

A. Rye
How Our Transport System is Biased Against Women
usa.streetsblog.org
“History never really says goodbye.
History says,” See you later.” –E.G.
What are some real world examples of addressing equity in transportation?
Vehicle-Pedestrian Crashes in Communities of Concern
Communities of Concern

Characteristics of a Community of Concern:

1. **Minority** concentration equal to or exceeding the regional threshold; or,
2. **Low-income** concentration equal to or exceeding the regional threshold; or,
3. **Two or more Non-EJ Disadvantaged populations** equal to or exceeding the regional threshold.
   - Female head of household with children
   - Carless households
   - Persons with limited English proficiency
   - Elderly over 75 years of age
Research Focus Areas and Questions

Research Focus Areas:
1. Communities of Concern (COCs) versus Non-Communities of Concern (Non-COCs)
2. Racially Concentrated Areas of Poverty (RCAPs) versus Non-RCAPs

Research Questions:
1. Do more vehicle-pedestrian crashes take place in these areas than in other areas?
2. Are the physical conditions of pedestrians involved in these crashes more severe?
3. If yes, what can be done to assist these communities?
Communities of Concern – Data Analysis

Data/Methodology:

- Pedestrian-Vehicle Crashes, 2008 – 2013;
- Mapped results for each of the 13 Counties in TNJ Region;
- Crashes per 1,000 people;
- Crashes per square mile; and,
- Communities of Concern versus Non-Communities of Concern
## Findings – Crashes per 1,000 people

### Vehicle-Pedestrian Crashes in Communities of Concern & Non-Communities of Concern

**Crashes per 1,000 People**

<table>
<thead>
<tr>
<th>County</th>
<th>Communities of Concern</th>
<th>Non-Communities of Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sussex</td>
<td>1.8</td>
<td>0.4</td>
</tr>
<tr>
<td>Ocean</td>
<td>2.0</td>
<td>0.9</td>
</tr>
<tr>
<td>Middlesex</td>
<td>2.0</td>
<td>1.4</td>
</tr>
<tr>
<td>Somerset</td>
<td>2.1</td>
<td>0.9</td>
</tr>
<tr>
<td>Hunterdon</td>
<td>2.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Warren</td>
<td>2.5</td>
<td>0.6</td>
</tr>
<tr>
<td>Morris</td>
<td>2.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Monmouth</td>
<td>2.7</td>
<td>0.9</td>
</tr>
<tr>
<td>Union</td>
<td>3.7</td>
<td>1.5</td>
</tr>
<tr>
<td>Bergen</td>
<td>4.1</td>
<td>1.7</td>
</tr>
<tr>
<td>Passaic</td>
<td>4.6</td>
<td>1.2</td>
</tr>
<tr>
<td>Hudson</td>
<td>5.0</td>
<td>3.8</td>
</tr>
<tr>
<td>Essex</td>
<td>6.0</td>
<td>2.3</td>
</tr>
</tbody>
</table>
## Findings – Crashes per Square Mile

### Vehicle-Pedestrian Crashes in Communities of Concern & Non-Communities of Concern

<table>
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<th>County</th>
<th>Communities of Concern</th>
<th>Non-Communities of Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ocean</td>
<td>2.105</td>
<td>0.5</td>
</tr>
<tr>
<td>Sussex</td>
<td>2.101</td>
<td>0.1</td>
</tr>
<tr>
<td>Somerset</td>
<td>5.706</td>
<td>0.6</td>
</tr>
<tr>
<td>Middlesex</td>
<td>6.026</td>
<td>2.6</td>
</tr>
<tr>
<td>Monmouth</td>
<td>6.907</td>
<td>0.7</td>
</tr>
<tr>
<td>Morris</td>
<td>7.306</td>
<td>0.6</td>
</tr>
<tr>
<td>Warren</td>
<td>7.601</td>
<td>0.1</td>
</tr>
<tr>
<td>Hunterdon</td>
<td>10.201</td>
<td>0.1</td>
</tr>
<tr>
<td>Bergen</td>
<td>23.600</td>
<td>4.4</td>
</tr>
<tr>
<td>Union</td>
<td>25.11</td>
<td>4.9</td>
</tr>
<tr>
<td>Passaic</td>
<td>50.30</td>
<td>1.3</td>
</tr>
<tr>
<td>Essex</td>
<td>61.90</td>
<td>6.3</td>
</tr>
<tr>
<td>Hudson</td>
<td>68.00</td>
<td>7.5</td>
</tr>
</tbody>
</table>

Legend:
- **Communities of Concern**
- **Non-Communities of Concern**
Findings – Essex County

<table>
<thead>
<tr>
<th>Communities of Concern</th>
<th>Non-Communities of Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crashes per 1,000 People</td>
<td>6.0</td>
</tr>
<tr>
<td>Crashes per Square Mile</td>
<td>61.9</td>
</tr>
</tbody>
</table>

# Crashes in Non-Communities of Concern
455 (11%)

# Crashes in Communities of Concern
3,559 (89%)
## Findings – Hunterdon County

<table>
<thead>
<tr>
<th># Crashes in Non-Communities of Concern</th>
<th># Crashes in Communities of Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>57 (84%)</td>
<td>11 (16%)</td>
</tr>
</tbody>
</table>

### Communities of Concern

<table>
<thead>
<tr>
<th>Crashes per 1,000 People</th>
<th>Crashes per Square Mile</th>
<th>Crashes per 1,000 People</th>
<th>Crashes per Square Mile</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.4</td>
<td>10.2</td>
<td>0.4</td>
<td>0.1</td>
</tr>
</tbody>
</table>

*Source: Together North Jersey, U.S. Census Bureau*
Findings – Crash Severity

Crash Severity in Communities of Concern and Non-Communities of Concern

- **Killed**
  - Communities of Concern: 64.2%
  - Non-Communities of Concern: 35.8%

- **Incapacitated**
  - Communities of Concern: 67.2%
  - Non-Communities of Concern: 32.8%

- **Moderate Injury**
  - Communities of Concern: 74.5%
  - Non-Communities of Concern: 25.5%

- **Complaint of Pain**
  - Communities of Concern: 84.8%
  - Non-Communities of Concern: 15.2%
VA Walkability Action Institute

Workshop Overview:

1. 2.5 day workshop with technical assistance
2. Goal: Increase walking and walkability throughout VA
3. Partnership between VDOH & Equitable Cities LLC
4. Competitive process
5. Five multidisciplinary teams selected from VA
6. Action Plan development
7. Curriculum included topics, such as complete streets, open streets, tactical urbanism, pedestrian safety, etc.

Twitter: @ctbrown1911
New Brunswick Ciclovia: “Health is Wealth”
New Brunswick Ciclovia

Program Overview:

1. Goal: Increase health and wellness, decrease social isolation, & promote active transportation
2. Partnership between 4 key organizations
3. Held 4 times a year
4. Approximately 14,000 – 16,000 participants
5. 3.1 mile route connecting key city assets and locations
6. Four key evaluations conducted over the years
7. Key highlights: improvement in physical activity, reductions in social isolation, & overwhelming public support

Twitter: @ctbrown1911
Workshop and TA Overview:

1. Goal: Increase policy adoption and implementation
2. Partnership between 5 key organizations
3. Three regional workshops held throughout the state
4. 1,000 plus participants have been trained to date
5. Nine competitive technical assistance awards granted
6. More than 50 policies adopted as a result
7. Phase II awarded; revised CS policy underway
City of Baltimore: Bikeshare Equity and Access
Baltimore Bikeshare Equity

Study Overview:

1. Goal: understand barriers to access for blacks & Hispanics
2. Partnership between 4 key organizations
3. Two separate focus groups held at different hours
4. Translators were provided
5. Food, drinks and $25 participant incentive given
6. Approximately 25 participants across two focus groups
7. Pizza “Happy Hour” themed, nighttime focus group
8. Key topics: pricing/cost, outreach and engagement, payment options, harassment and assault, & crime, etc.
Solano Transportation Authority (STA): Equity Principles
STA Equity Working Group

Working Group Overview:

1. Goal: develop equity guiding principles for Plan
2. Equity Working Group included community stakeholders
3. Three Equity Working Group meetings held
4. Three public meetings held: two in-person
5. Facebook Live public meeting under development
6. Equity guiding principles being developed through a collaborative process
7. Final equity principles will guide transportation decisions and investments moving forward

Twitter: @ctbrown1911
Race, Place and Public Space: Biking while Black in NYC
Race, Place and Public Space

Fishbowl Discussion Overview:
1. Goal: understand barriers to biking for blacks in NYC
2. Partnership between Five Boro Story Project and Center for Health Equity
3. Held at Hostos Community College in Bronx, NYC
4. “What Creates Health” workshops and panels
5. Participant led discussion with occasional topics proposed by facilitators
6. Local musical artists, story circle workshops, food, health care workers, etc.

Twitter: @ctbrown1911
Charleston Complete Streets

Regional Discussion Overview:

1. Goal: familiarize and unify around complete streets implementation

2. Over 100 stakeholders in attendance, including elected officials, health, housing, transportation and advocacy groups

3. Interactive group discussions and report backs

4. “Reimagining Complete Streets” table session

5. Historical and contemporary discussions on equity, environmental justice and public health

6. Actionable items and policies identified and instituted
Equity Actions: The Time is Now!

- ACTION #1: INSTITUTIONALIZE COMMITMENT TO EQUITY THROUGH THE ADOPTION OF A CITYWIDE RACIAL EQUITY ACTION PLAN *(RACIAL/ETHNIC EQUITY)*
Equity Actions: The Time is Now!

- ACTION #2: FOSTER MORE EQUITABLE TREATMENT OF DIVERSE LANGUAGES IN THE PUBLIC SPHERE, COMMUNICATIONS AND MARKETING, AND PLANNING PROCESSES *(LANGUAGE EQUITY/ACCESS)*
Equity Actions: The Time is Now!

- ACTION #3: PRIORITIZE STREET AND BIKEWAY INVESTMENTS, AND MAINTENANCE IN COMMUNITIES OF CONCERN (COC’S) *(RACIAL & SPATIAL EQUITY)*
Equity Actions: The Time is Now!

- ACTION #4: SAFEGUARD AGAINST DISCRIMINATORY ENFORCEMENT *(RACIAL/ETHNIC EQUITY)*
Equity Actions: The Time is Now!

- ACTION #5: ENSURE THE FULL AND FAIR PARTICIPATION OF LOW-INCOME AND MINORITY COMMUNITIES IN THE TRANSPORTATION DECISION-MAKING PROCESS (PROCESS EQUITY)
Equity Actions: The Time is Now!

- ACTION #6: DOCUMENT AND INCREASE MOBILITY AND ACCESS FOR THE ELDERLY AND PERSONS WITH DISABILITY (ABILITY EQUITY)
Equity Actions: The Time is Now!

- ACTION #7: EVALUATE AND MITIGATE THE UNINTENDED CONSEQUENCES OF IMPROVED MOBILITY AND ACCESS ON LOW-INCOME AND MINORITY COMMUNITIES (INCOME EQUITY)
Equity Actions: The Time is Now!

**ACTION #8:** ENGAGE WITH WOMEN TO DEEPEN UNDERSTANDING OF BEHAVIOR AND USAGE DIFFERENCES TO IMPROVE OVERALL ACCESS AND MOBILITY *(GENDER EQUITY)*
Equity Actions: The Time is Now!

- ACTION #9: MAP THE CORRELATION BETWEEN CRIME AND TRAFFIC VIOLENCE THROUGH CLUSTER DATA ANALYSIS
Equity Actions: The Time is Now!

- ACTION #10: ENGAGE WITH FOREIGN-BORN POPULATIONS TO DEEPEN UNDERSTANDING OF BEHAVIOR AND USAGE DIFFERENCES TO IMPROVE OVERALL ACCESS AND MOBILITY \((CULTURAL\ EQUITY)\)
Equity Actions: The Time is Now!

- ACTION #11: ENCOURAGE LAW ENFORCEMENT TO DOCUMENT THE RACE/ETHNICITY OF ALL USERS INVOLVED IN TRAFFIC STOPS AND ACCIDENTS
Equity Actions: The Time is Now!

- ACTION #12: INCREASE INVESTMENTS IN PEDESTRIAN AND BICYCLE INFRASTRUCTURE AND MAINTENANCE (MODAL EQUITY)
Equity Actions: The Time is Now!

BONUS EQUITY ACTION: INVEST IN TRANSIT (ALWAYS)
“Never forget that justice is what love looks like in public.” – Cornel West
THANK YOU

For questions or comments, please contact Charles T. Brown, MPA at charlesbrown@equitablecities.com or 908-956-2770.