

Legislation, policy, and guidance on transportation equity

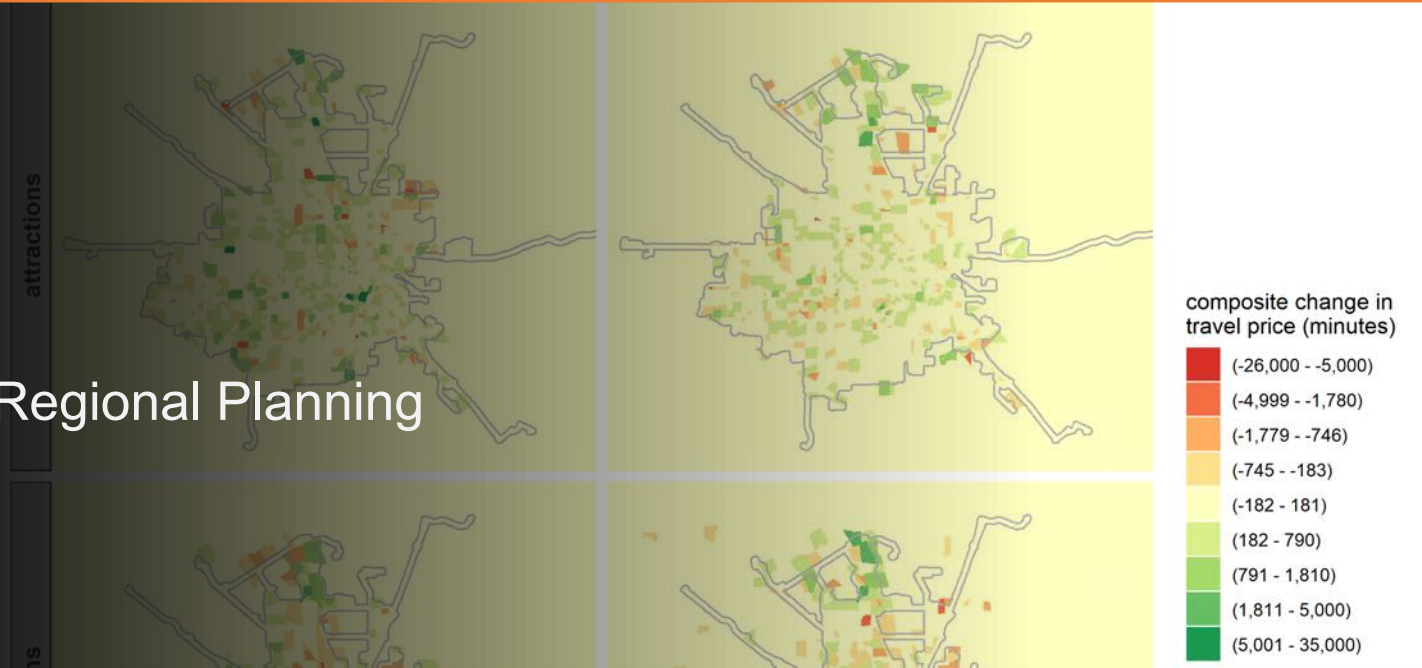
TRB Webinar

Alex Karner

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School of Architecture

The University of Texas at Austin



Overview

1. Transportation equity and justice
2. Many laws and regulations nominally support equity-related goals
 1. Real-world performance analyses rarely informative
 2. Real-world legal outcomes have been lackluster
3. Progress lies in proactive practitioners and an engaged public

1. Transportation equity and justice

Transportation equity and justice

- Transportation planning decisions influence:
 - how easily people can reach opportunities (accessibility)
 - health and environmental burdens
- **Current system:** heavily disadvantages non-drivers and overly burdens people of color and low-income people
- **Desired state:** All have access to the transportation resources they need to lead a meaningful life; none are overly burdened

Transportation equity/justice

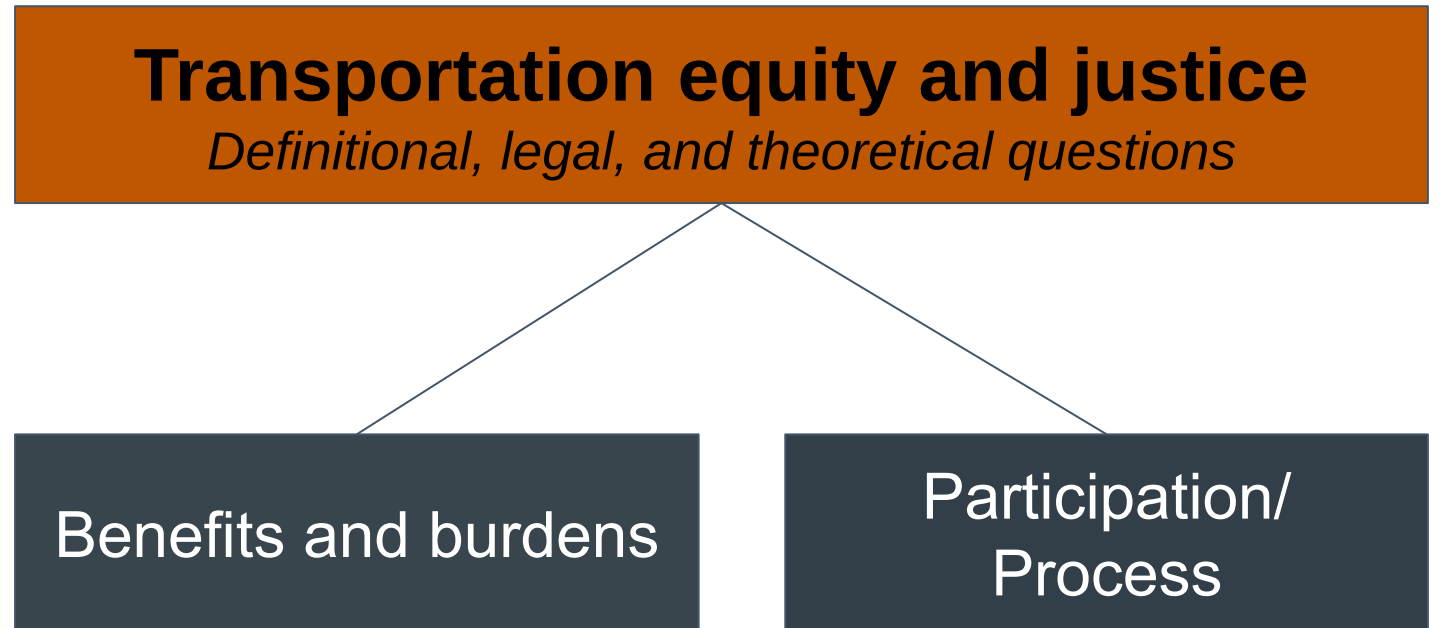
Motivation

Transportation resources affect key outcomes

- **Activity participation** (Farber et al. 2018; Schwanen et al. 2015; Lucas 2012)
- **Income and employment**
(Blumenberg and Pierce 2014; Blumenberg and Manville 2004; Smart and Klein 2018)
- **Wellbeing and health** (De Vos et al. 2013; Delbosc 2012; Woodcock et al. 2009)
- **Desired state:** All have access to the transportation resources they need to lead a meaningful life; none are overly burdened

Transportation equity/justice

My research framework

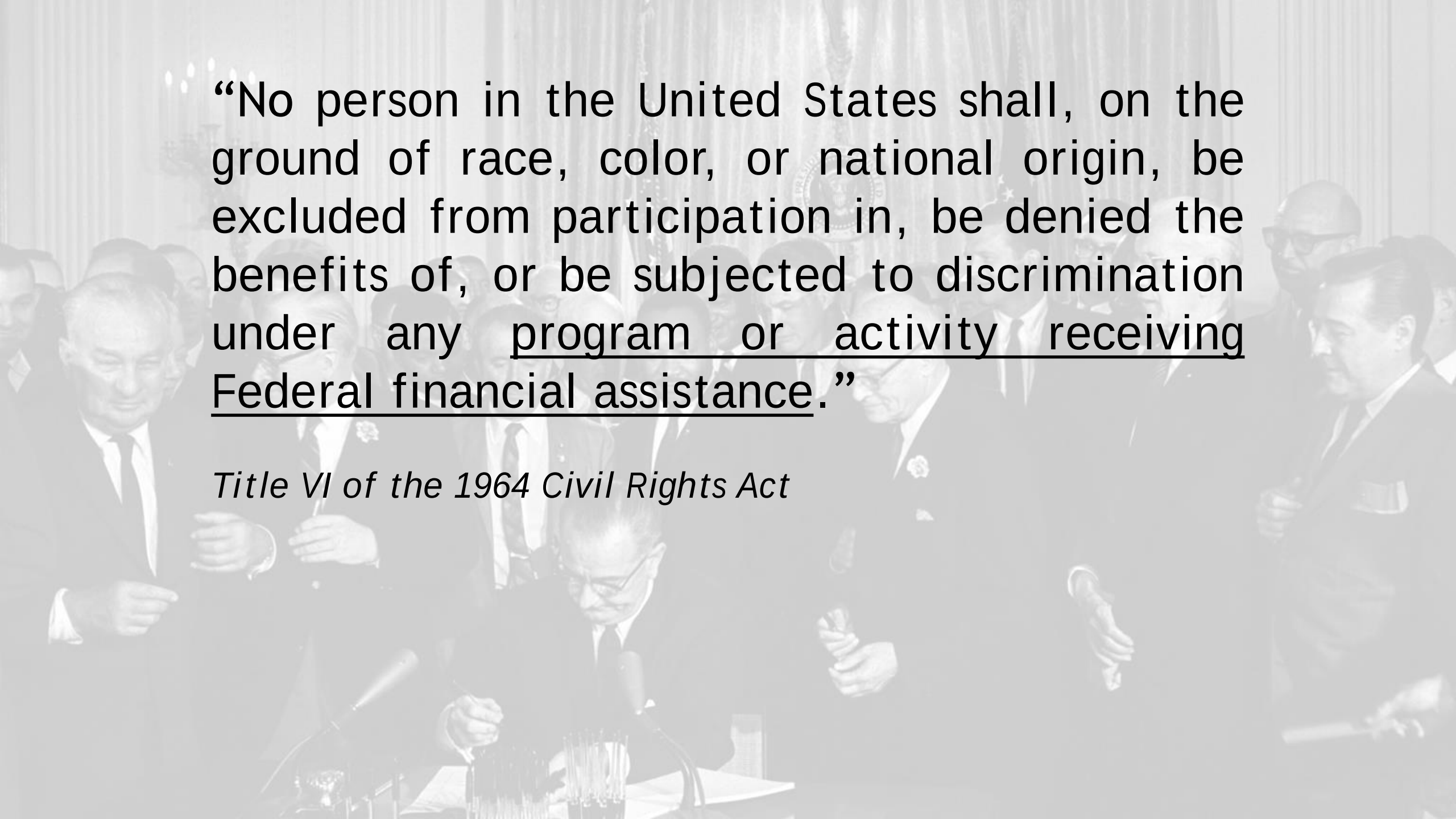


2. Legislation, regulations, and policy

Measure	Type
Title VI of the Civil Rights Act of 1964	Law
Age Discrimination Act of 1975	Law
Civil Rights Restoration Act of 1987	Law
Americans with Disabilities Act of 1990	Law
FTA Statewide and Nonmetropolitan Transportation Planning; Metropolitan Transportation Planning regulations	Regulations
FHWA planning regulations	Regulations
US DOT Title VI regulations	Regulations
FHWA Title VI program	Regulations
Executive Order 12898: Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations	Executive Order
Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency	Executive Order
Executive Order 13330, Human Service Transportation Coordination	Executive Order
FTA Title VI Circular 4702.1B	Guidance document
FTA Environmental Justice Circular 4703.1	Guidance document
FHWA Order on Environmental Justice 6640.23A	Guidance document

Title VI of the 1964 Civil Rights Act





“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.”

Title VI of the 1964 Civil Rights Act

Executive Order 12898 (1994)



- (1) avoid disproportionately high and adverse effects;
- (2) ensure the full and fair participation by all potentially affected communities;
- (3) prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

Title VI practice

Metropolitan planning organizations

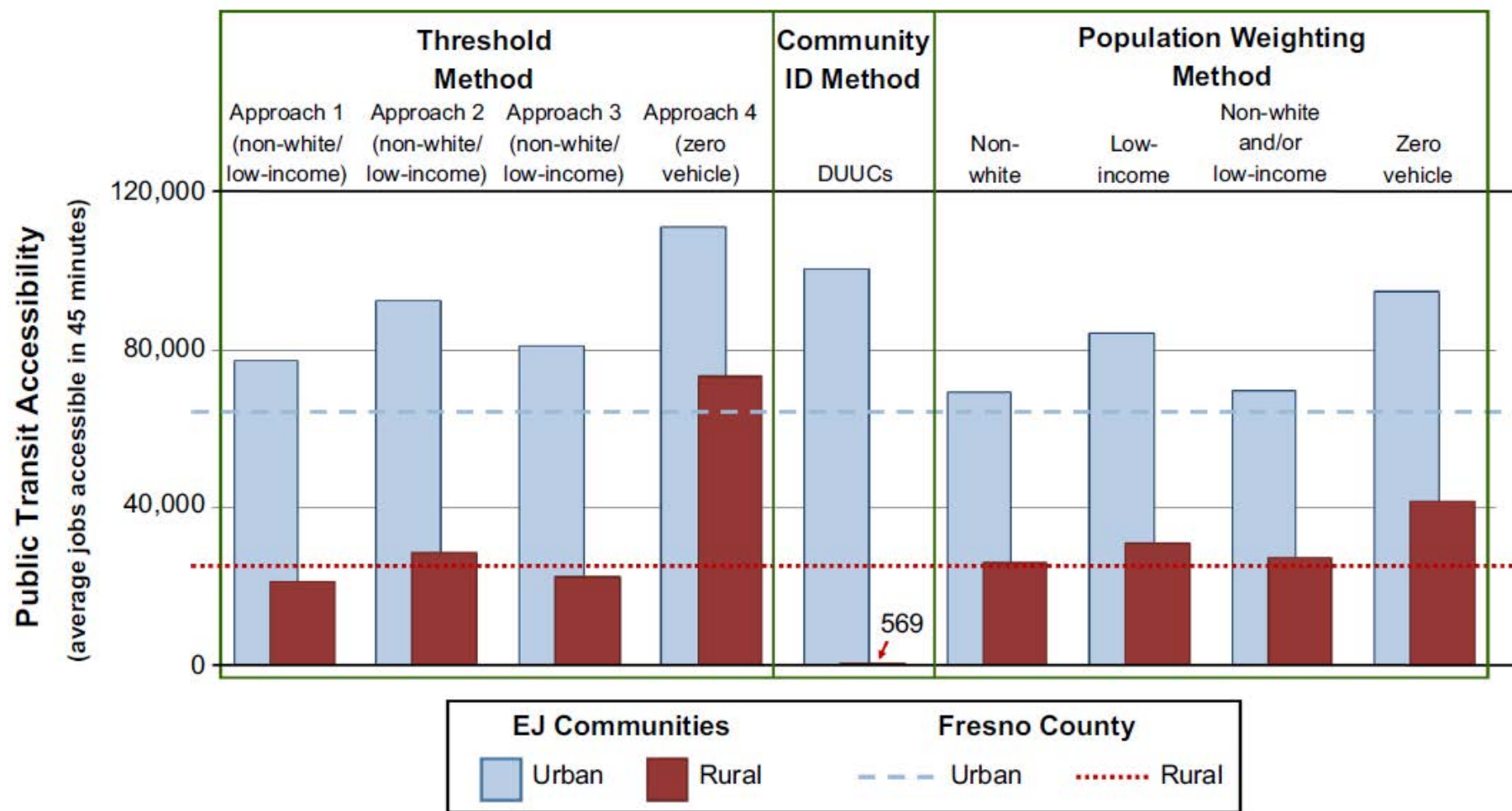
- Equity analysis

- Long-range plan
- Transportation improvement program

→ Limited by long time horizons, absence of race, lack of appropriate feedback, and analytical shortcomings (Karner and Niemeier 2013)

- Public engagement

→ Often unclear how engagement affects outcomes
(Karner and Marcantonio 2018)

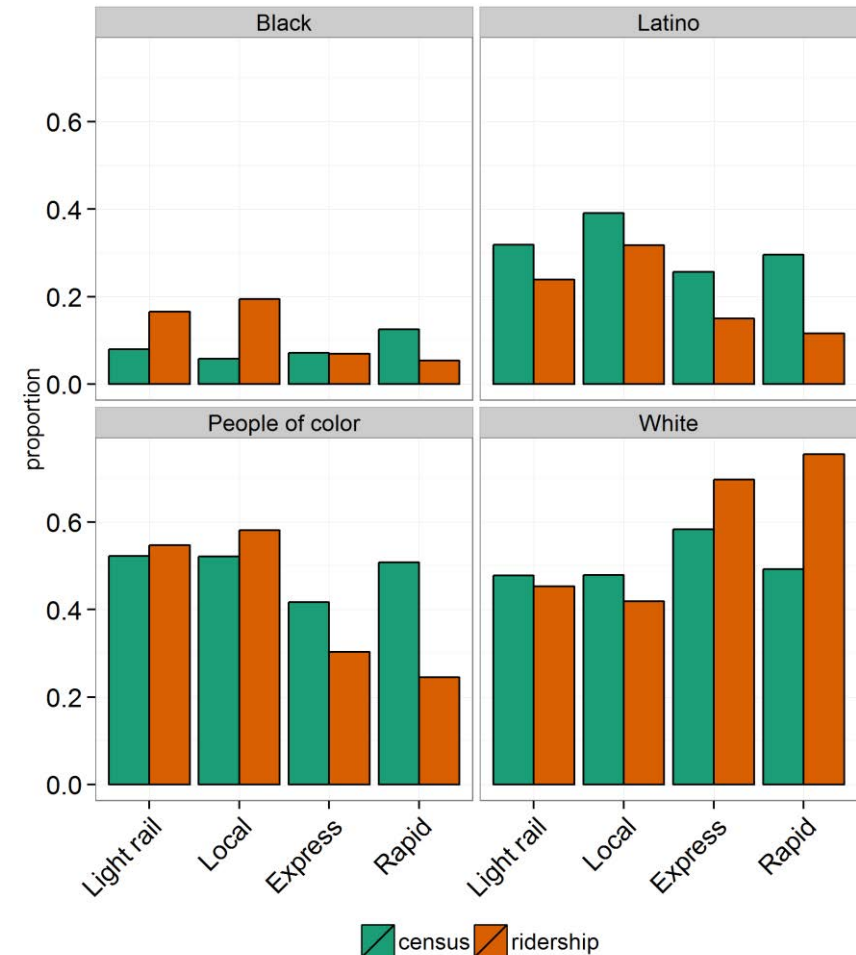


Rowangould, D., Karner, A., & London, J. (2016). [Identifying environmental justice communities for transportation analysis](#). *Transportation Research Part A: Policy and Practice*, 88, 151-162.

Title VI practice

Public transit agencies

- Service equity analysis
 - Limited by flexibility in data sources
- Public engagement
 - Same limitations noted previously

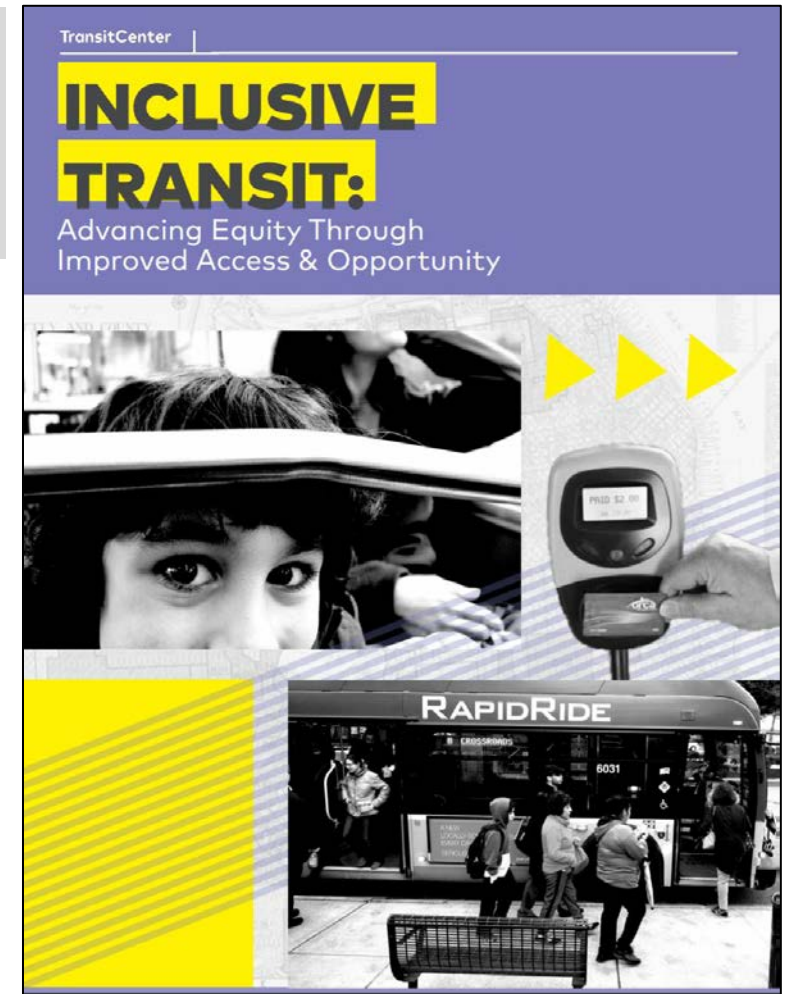


Karner, A. and A. Golub (2015). "[Comparison of two common approaches to public transit service equity evaluation.](#)" *TRR*, 2531, 170-179.

“Typical transit agency equity policy consists of little more than the box-checking exercise required by federal Title VI [requirements designed to] limit further harm to people of color—not to advance equity.”

USDOT’s Title VI regulation includes important affirmative obligations, such as the obligation to remove or overcome the effects of discrimination where “prior discriminatory practice” existed, or “even in the absence of prior discriminatory practice to take affirmative action” to ensure no future discrimination occurs.

Marcantonio, R., Golub, A., Karner, A., & Dyble, L. N. (2017). [Confronting inequality in metropolitan regions: Realizing the promise of civil rights and environmental justice in metropolitan transportation planning](#). *Fordham Urban Law Journal*, 44, 1017-1077.



<https://transitcenter.org/publication/inclusive-transit-advancing-equity-improved-access-opportunity/#>

Litigation

- Plaintiffs seeking relief under Title VI must demonstrate *intentional discrimination*, an incredibly high bar
 - Darensburg v. Metropolitan Transportation Commission (2011)
- *Disparate impact* complaints can be submitted to the relevant executive agency
 - Harbor Bridge (TX) FHWA Title VI complaint (2015)
 - Beavercreek, OH FHWA Title VI complaint (2013)
 - Oakland Airport Connector (CA) FTA Title VI complaint (2010)

3. Future of transportation equity

Spectrum of approaches



Karner, A., London, J., Rowangould, D., & Manaugh, K. (2020). [From Transportation Equity to Transportation Justice: Within, Through, and Beyond the State](#). *Journal of Planning Literature*, 35(4), 440-459.



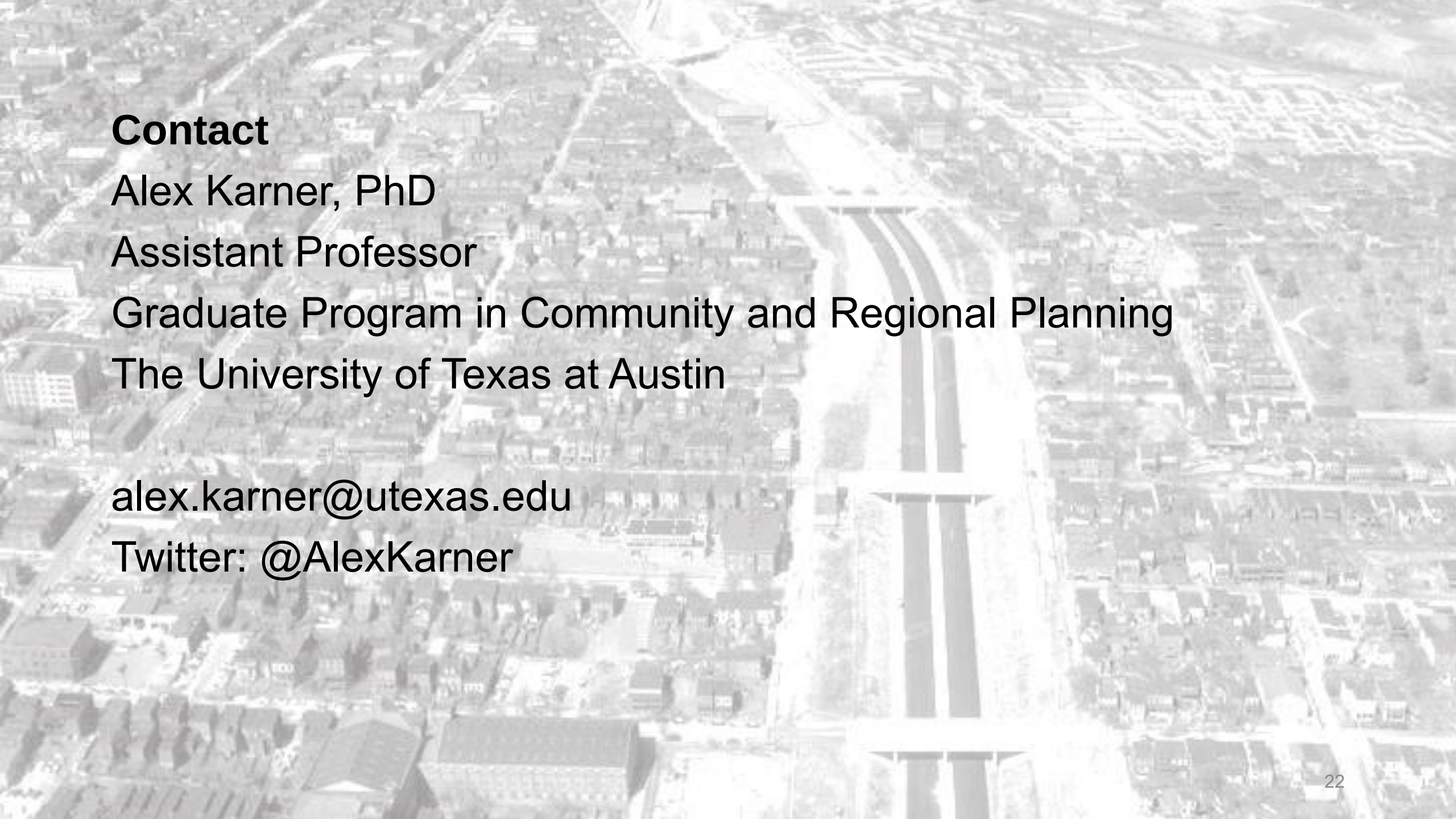
- The “Equity, Environment, and Jobs” scenario outperformed the agency’s preferred plan
- Advocates won key concessions



Karner, A., & Duckworth, R. (2019). [“Pray for transit”: Seeking transportation justice in metropolitan Atlanta.](#) *Urban Studies*, 56(9), 1882-1900.

Conclusions

- Laws, regulations, and policies call our attention to equity and justice—but they cannot guarantee it
- Practitioners have wide latitude to pursue (or not pursue) equity-related goals
- Professional training and pedagogy
- Outside actors are key

An aerial, grayscale photograph of a city street. A multi-lane highway with a concrete overpass structure runs vertically through the center of the image. The surrounding area is densely packed with residential or commercial buildings, trees, and parking lots. The perspective is from a high angle, looking down on the city.

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Equity and Emerging Technologies

Dr. Madison Swayne
San Diego State University

Overview

1. What is transportation equity?
2. What is the role of emerging technology?
3. Research and pathways forward

What is Transportation Equity?

- Mobility AND accessibility
- Equal balance of costs and benefits among groups
- Spatial distribution of costs and benefits
- Creating opportunities for people to make responsible travel decisions.

New Technology

Understanding how new technology and data contribute to equity (or not)



Hyperloop Transportation Technologies



Nicolas Vega, nypost.com

Potential Futures

Dystopian

- More cars
- Potentially dangerous autonomous vehicles
- More sprawl
- Extreme transit poverty and extreme transit wealth

Utopian

- Fewer cars
- Ride-sharing
- On-demand systems
- Active transport opportunities



How do we guide the future?

Private Sector

- Regulations on private companies
- Incentivize “just” technologies
- Limited power

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Public Sector

- Data and data tools to understand travel and travelers
- Leverage data to build more equitable systems
- Additional power

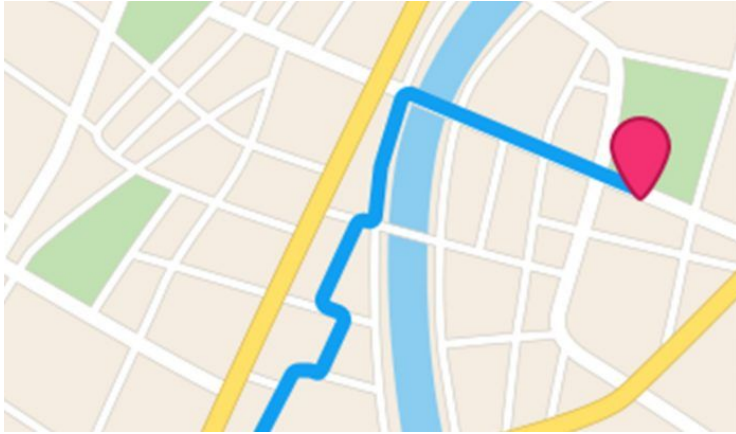
Transportation Data

Qualitative Data including ethnography and interview to understand how people interact with transportation systems

Quantitative Data including big data

Each with a focus on including hard-to-reach populations

Open Data & Big Data



There is new, widespread availability of *big data* and *open-source tools*.

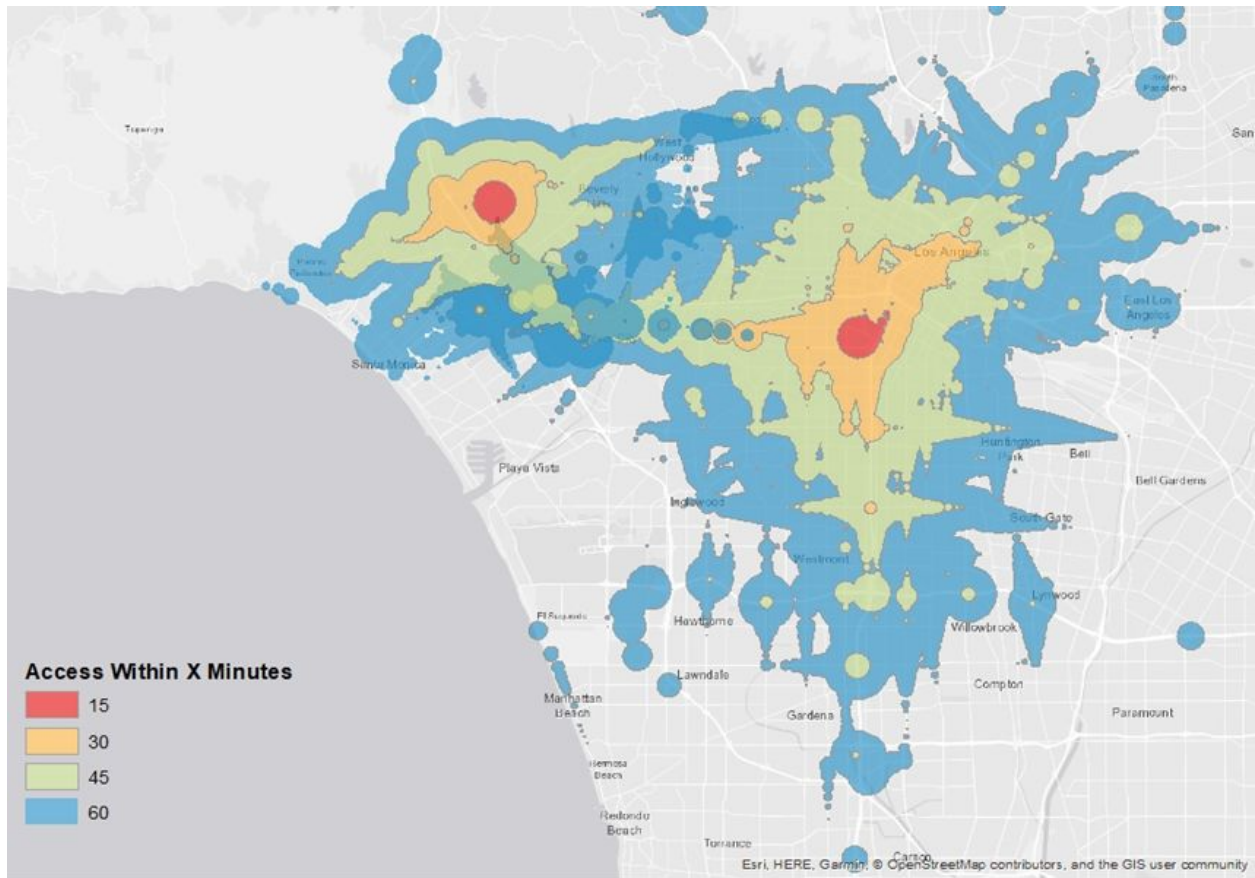
New Data, In Practice

GTFS Usage: Detailed Accessibility Measures

Transit Provider (# of Lines)
LA Metro Bus (139)
City of Commerce Municipal Bus Lines(11)
LA Metro Rail (6)
Metrolink (7)
Beeline (13)
Santa Monica Big Blue Bus (20)
GTrans (5)
Pasadena Transit(10)
Torrance Transit (11)
Culver City Bus(8)
UCLA (8)
Norwalk Transit System (6)
Carson Circuit (8)
LADOT (45)
Foothill Transit (37)
Long Beach Transit (35)
Santa Clarita Transit (42)
Antelope Valley Transit Authority (20)
Orange County Transit Authority (82)



GTFS Usage: Detailed Accessibility Measures



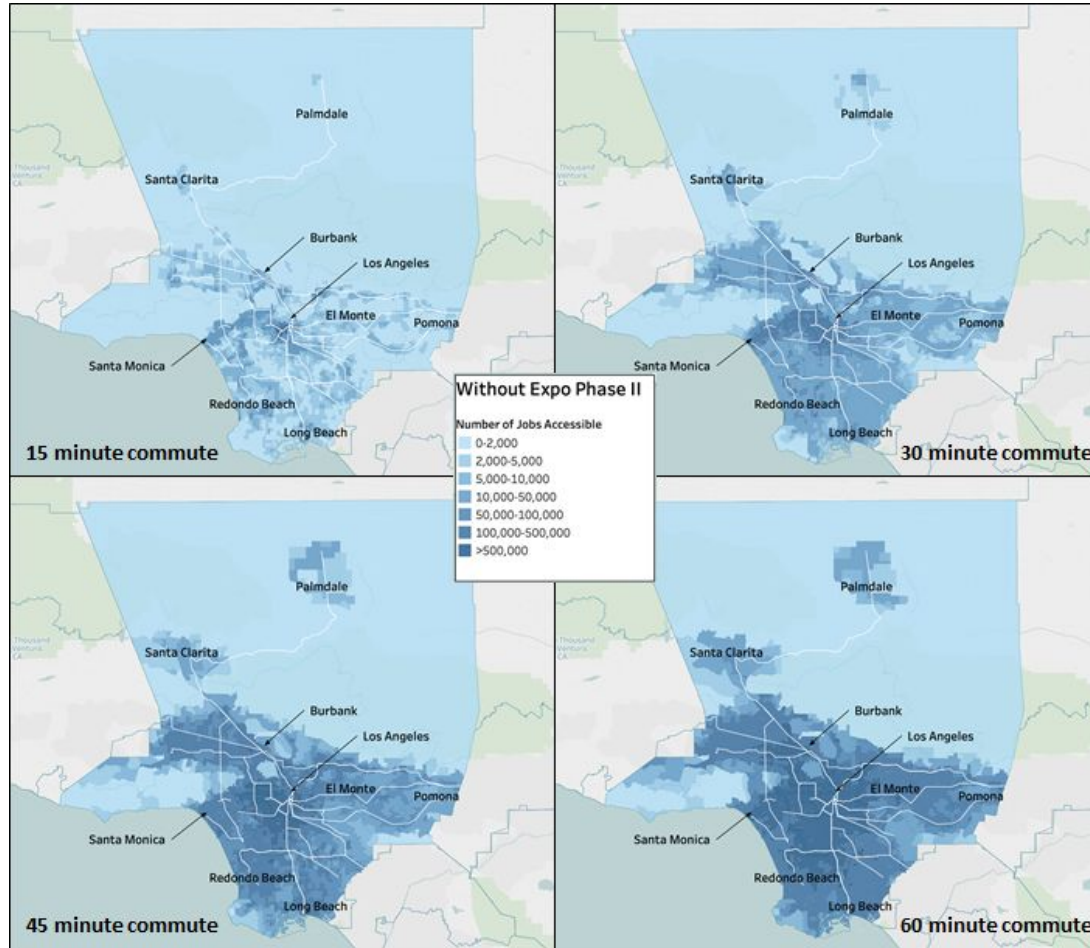
GTFS Usage: Detailed Accessibility Measures



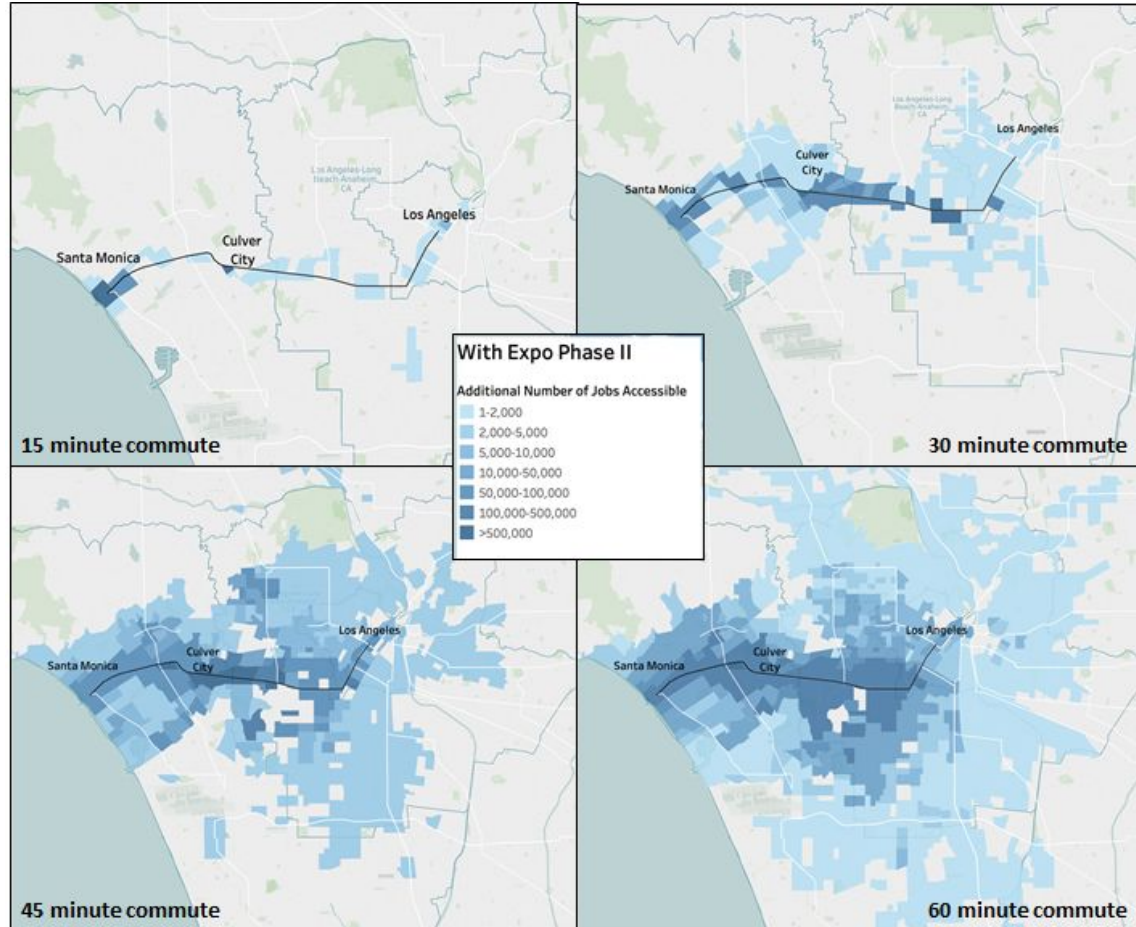
GTFS Usage: Scenario Planning

1. Baseline Job Access - Current Transit System without Expo Phase II
2. Current Transit System with Expo Phase II
3. Current Transit System with Expo Phase II and Vermont BR
4. Current Transit System with Expo Phase II and LAX/Crenshaw Green Line Extension
5. Current Transit System with Expo Phase II, LAX/Crenshaw Green Line Extension, and Vermont BRT

GTFS Usage: Scenario Planning



GTFS Usage: Scenario Planning



Where Research/Data Is Needed

GTFS are one example of transportation data but they are not perfect. No data are.

Need to mix quantitative and qualitative data

Integration of emerging public transit data with data on emerging private transportation technologies.

Take small steps to incorporate new data into your organization

What About COVID?

Even greater emphasis on data and technology in lieu of face-to-face opportunities.

New opportunities to innovate

Thank you!

**Madison Swayne
San Diego State University
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ADVANCING TRANSPORTATION EQUITY

Community Impact Assessment
Environmental Justice
Public Involvement

ENVIRONMENTAL JUSTICE



Environmental Justice fundamental principles :

- ✓ To Avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations
- ✓ To ensure full and fair participation by all potentially affected communities in the decision-making process
- ✓ To prevent the denial of, reduction in or significant delay in the receipt of benefits by minority and low-income populations.

EQUITY IN TRANSPORTATION

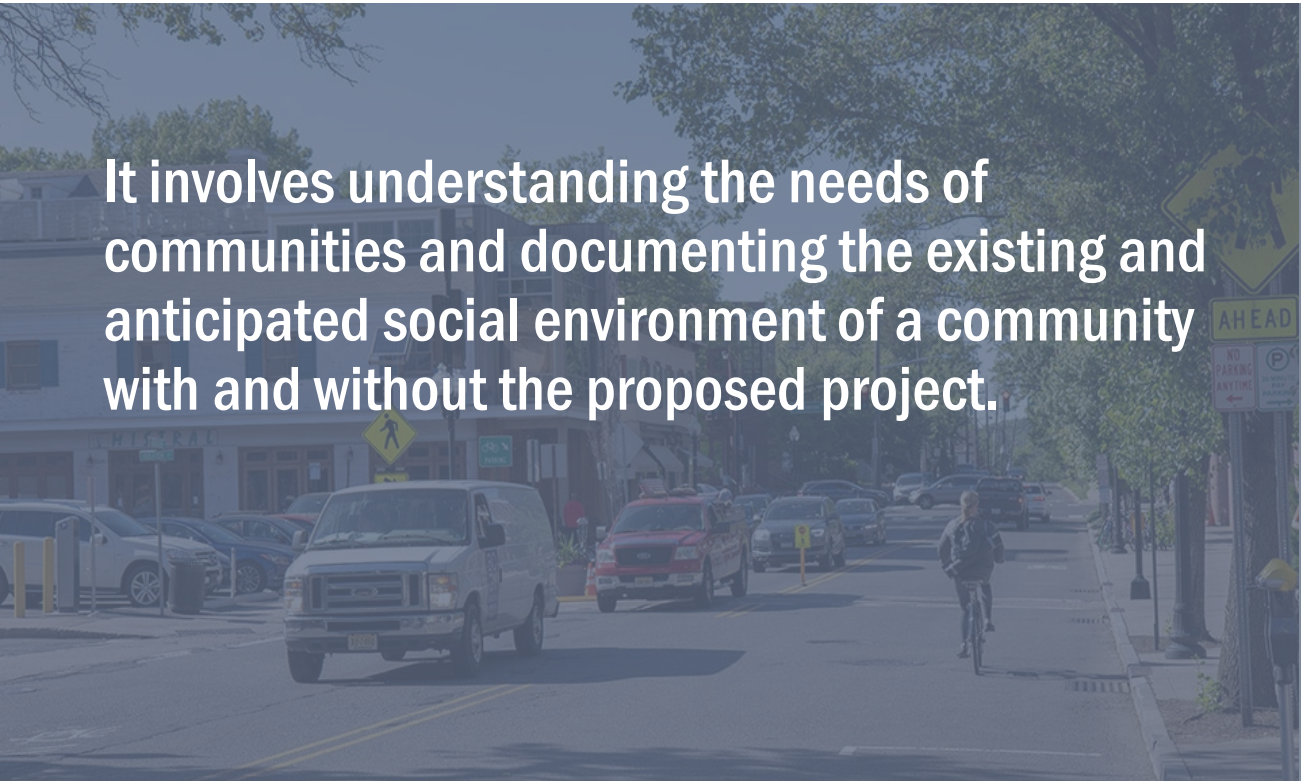


Ensuring fairness in meeting the needs of all

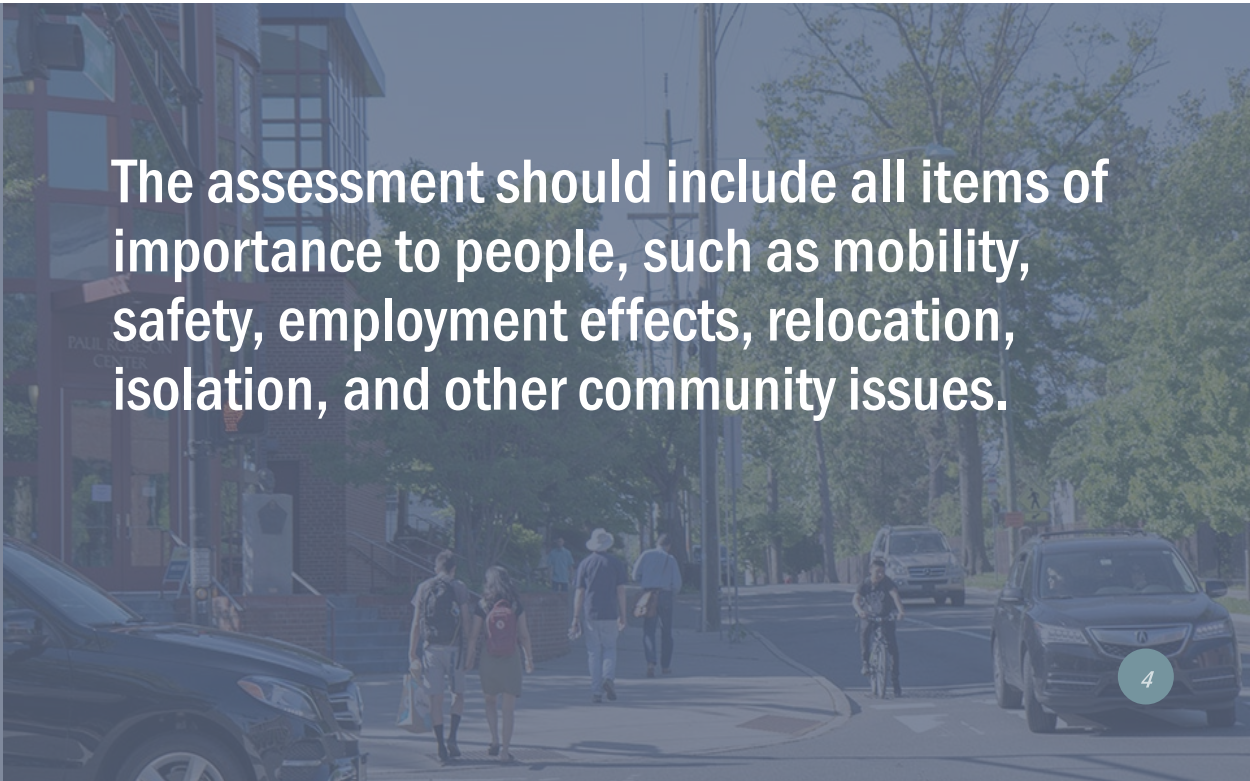
- ✓ Equal access to opportunities
- ✓ Fairness in meeting mobility and accessibility needs
- ✓ Fair and easy access to safe streets, and other basic community amenities.

IMPACT ASSESSMENT

Community impact assessment (CIA) is an iterative process to evaluate the effects of a transportation action on a community and its quality of life.



It involves understanding the needs of communities and documenting the existing and anticipated social environment of a community with and without the proposed project.



The assessment should include all items of importance to people, such as mobility, safety, employment effects, relocation, isolation, and other community issues.

IMPACT ASSESSMENT

Who Will Be Affected

Know who will be affected, short term and long term

Know Where They Are

Know where they live, work and socialize in proximity to the project

Mobility

Understand how non-drivers use the road. Are pedestrian and cyclists needs being met

Identify Potential Partners

Identify and nourish partnerships that can help you understand the community.

Visit a couple times

Go back and look around, you don't always see everything in one visit.

<https://www.fhwa.dot.gov/livability/cia/>

CEDAR-RIVERSIDE NEIGHBORHOOD

KEY DEMOGRAPHICS

The Cedar-Riverside neighborhood contains more than 8,200 people within the target area surrounding I-94 (Figure 45). Blacks make up 46.5 percent of the neighborhood target area, followed by Whites—37.2 percent, and Asians—10.2 percent. An estimated 36.1 percent of people living in the neighborhood target area live in poverty.

There are an estimated 1,811 people who primarily speak an African language, 181 people who primarily speak Korean and 106 people who primarily speak Vietnamese. These individuals speak English less than “very well”. Of those who speak an African language, it is likely that Somali and Oromo are equally represented based on the number of people born in Somalia and Ethiopia.

NEIGHBORHOOD ORGANIZATIONS AND DESTINATIONS

Neighborhood Organizations

- West Bank Coalition

Business Associations

- West Bank Business Association

Destinations

- Cedar-Riverside Community School
- Augsburg College
- Saint Catherine University
- Masjid Dar Al-Hijrah
- Riverside Assembly of God
- Coyle Community Center
- Currie Park
- Murphy Square Park
- West River Parkway
- West Bank Farmers’ Market on Cedar Ave
- West Bank Farmers’ Market – Augsburg Campus
- Farm to Fairview – St. Kate’s

Figure 45: Cedar-Riverside Neighborhood Target Area Key Demographics (2015 American Community Survey 5-Year Estimates)

Population	8247
Race	
Asian	10.2%
Black	46.5%
Native American	0.1%
Other	1.6%
Two or More Races	4.4%
White	37.2%
Poverty	36.1%
Language	
African Language	1811
Korean	181
Vietnamese	106
Spanish	74
Chinese	56
Place of Birth	
Somalia	1260
Ethiopia	1054
Korea	200
China	195
Vietnam	156
Mexico	107
India	72

Figure 38: Number of People Living in Poverty, Zone 2 (2015 American Community Survey 5-Year Estimates)

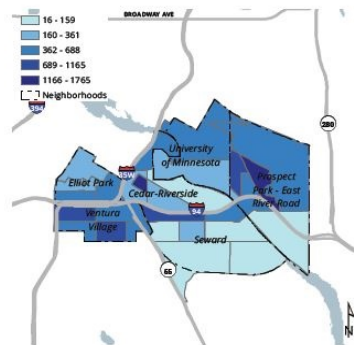
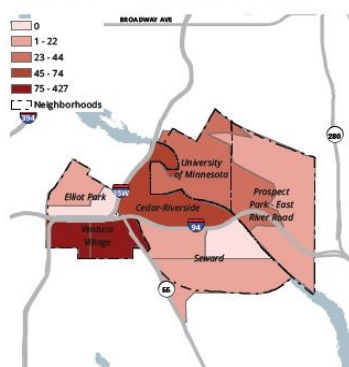


Figure 39: Number of People Who Speak Spanish and Speak English Less than “Very Well” by Census Tract, Zone 2 (2015 American Community Survey 5-Year Estimates)



RETHINKING I-94: ENGAGING COMMUNITIES

June 2018

Since 2016, the Minnesota Department of Transportation has been engaging with communities along Interstate 94 between St. Paul and Minneapolis in an effort to *plan for future transportation changes* on and along the freeway. We spent our time *listening* and *learning* directly from the people about:

- How they want to be engaged
- Past frustrations and hopes for the future as it relates to I-94
- Visions for the I-94 corridor and their communities

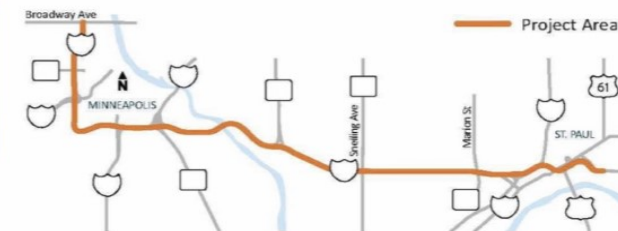
Based on what we have heard, *our vision for the I-94 corridor* is to best address all transportation infrastructure and modal needs while balancing community needs and impacts. Any *improvement and enhancement* to the I-94 corridor will be sensitive to the health, environment, safety, accessibility, connectivity, economic vitality, legacy and equity of the adjacent I-94 corridor neighborhoods, communities and stakeholders.

Engagement methods

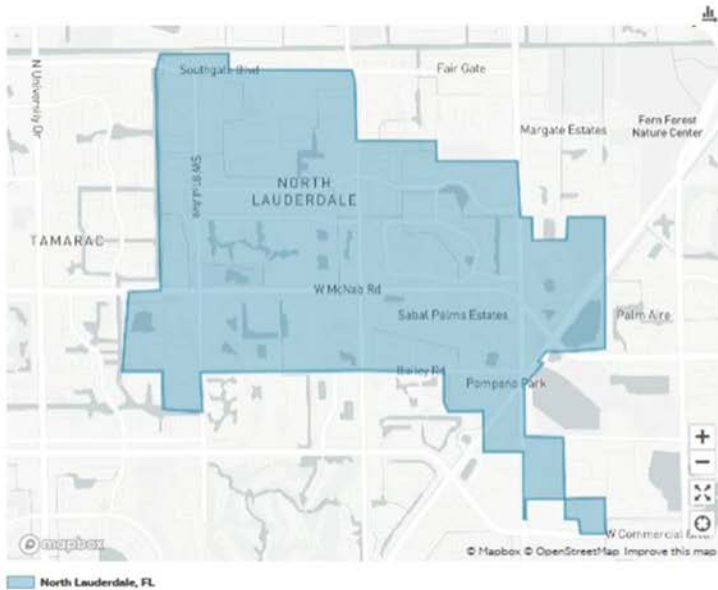
We used several approaches to engage with communities along the I-94 corridor.



Rethinking I-94: Project Corridor



Broward MPO Municipal Profile: City of North Lauderdale



Population

43,829
People

Total Population
North Lauderdale, FL

Sources: US Census ACS 5-year

Median Age in North Lauderdale

33.8
Years

Median Age
North Lauderdale, FL

Sources: US Census ACS 5-year

Median Age in North Lauderdale compared to Broward County

Median Age
40.1
Years

Broward County, FL

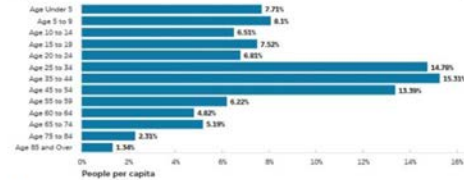
33.8
Years

North Lauderdale, FL

15.71%

% Diff. shows the percentage increase or decrease as compared to the original geography.
Sources: US Census ACS 5-year

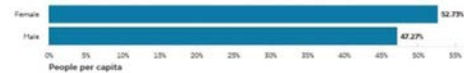
Age Totals



People per capita

Sources: US Census ACS 5-year

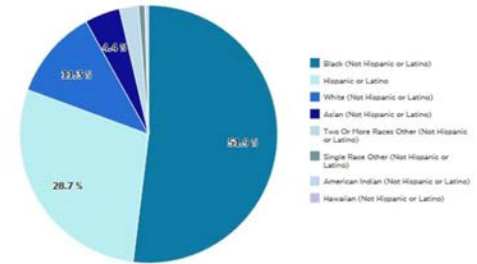
Sex



People per capita

North Lauderdale, FL

Race/Ethnicity Totals



North Lauderdale, FL

Sources: US Census ACS 5-year

Foreign Born Population in North Lauderdale compared to Broward County

Foreign Born Population

33.7%
Broward County, FL

46.4%
North Lauderdale, FL

37.82%

% Diff. shows the percentage increase or decrease as compared to the original geography.
Sources: US Census ACS 5-year

Language Spoken at Home in North Lauderdale Compared to Broward County

Language Spoken at Home: English

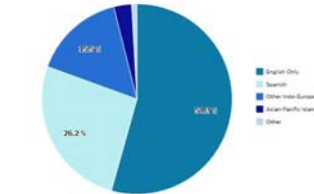
59.3%
Broward County, FL

54.3%
North Lauderdale, FL

9.13%

% Diff. shows the percentage increase or decrease as compared to the original geography.

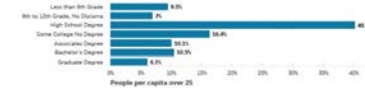
Language Spoken at Home



North Lauderdale, FL

Sources: US Census ACS 5-year

Educational Attainment



North Lauderdale, FL

Sources: US Census ACS 5-year

Economy

Median Household Income in North Lauderdale compared to Broward County

Median Household Income
\$57,333
USD

Broward County, FL

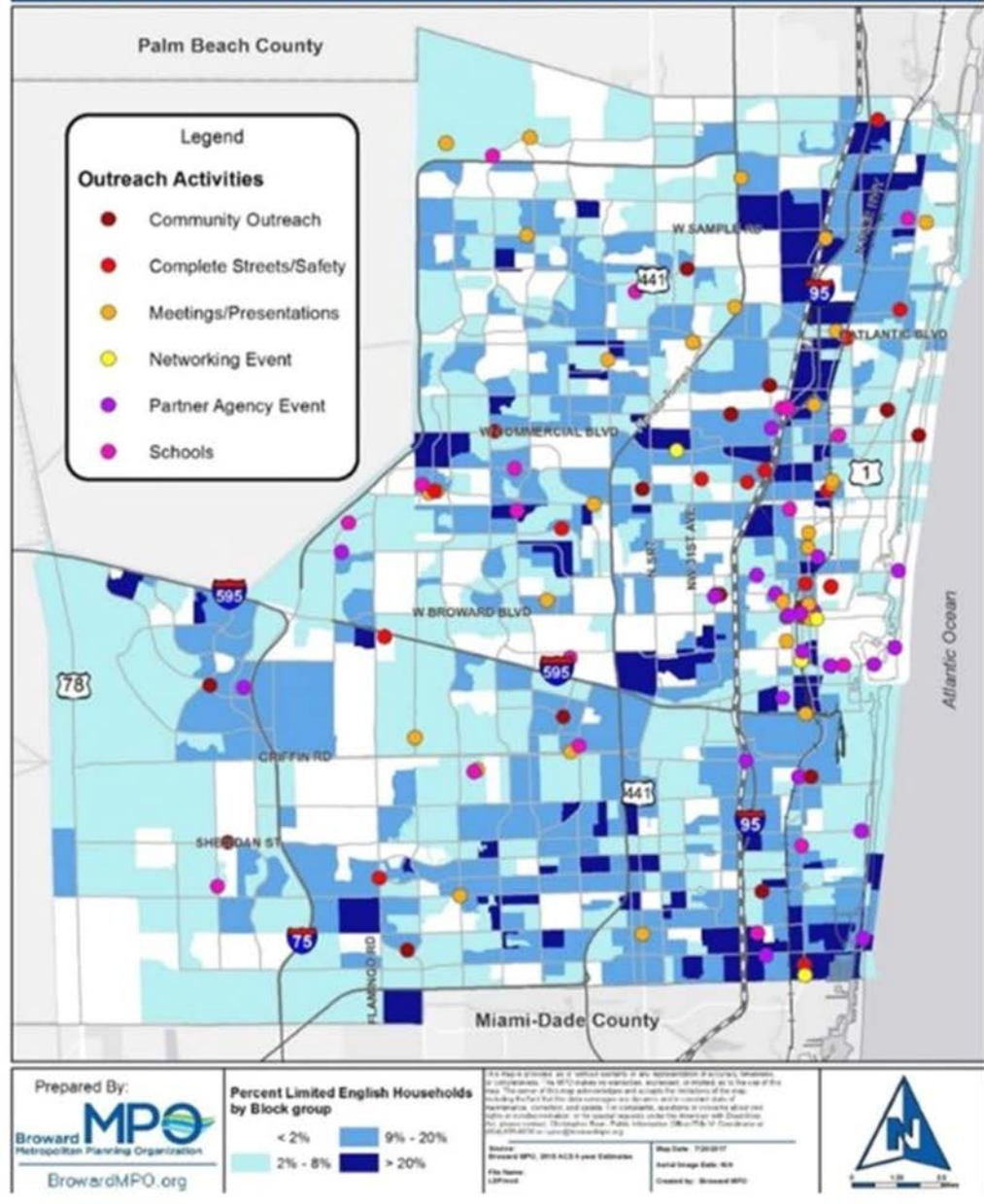
\$42,119
USD

North Lauderdale, FL

34.54%

% Diff. shows the percentage increase or decrease as compared to the original geography.
Sources: US Census ACS 5-year

Broward MPO Title VI Program FY 2016 & 2017 Outreach Activities & LEP Households

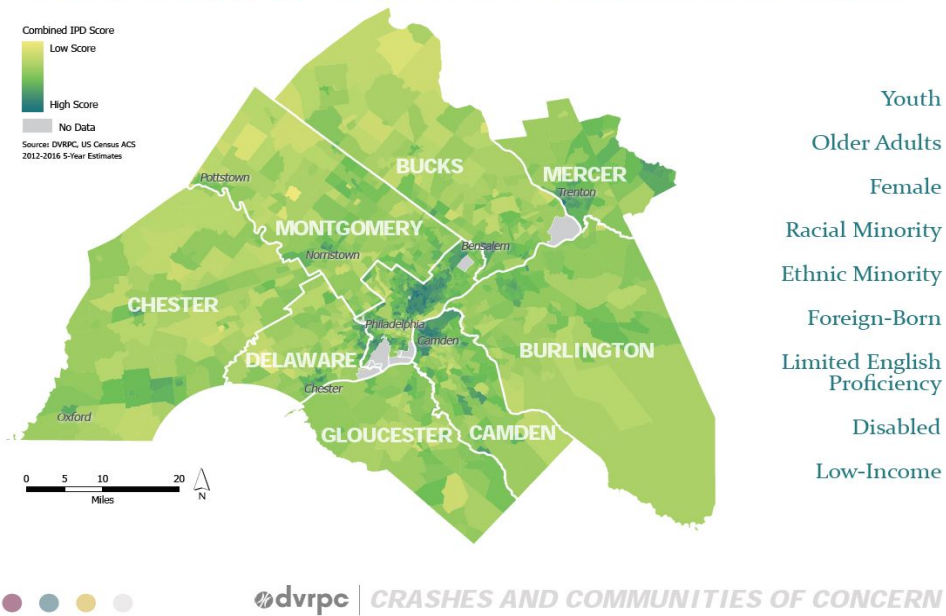


Broward MPO uses the equity tool to identify underserved areas to plan outreach activities and fund projects.

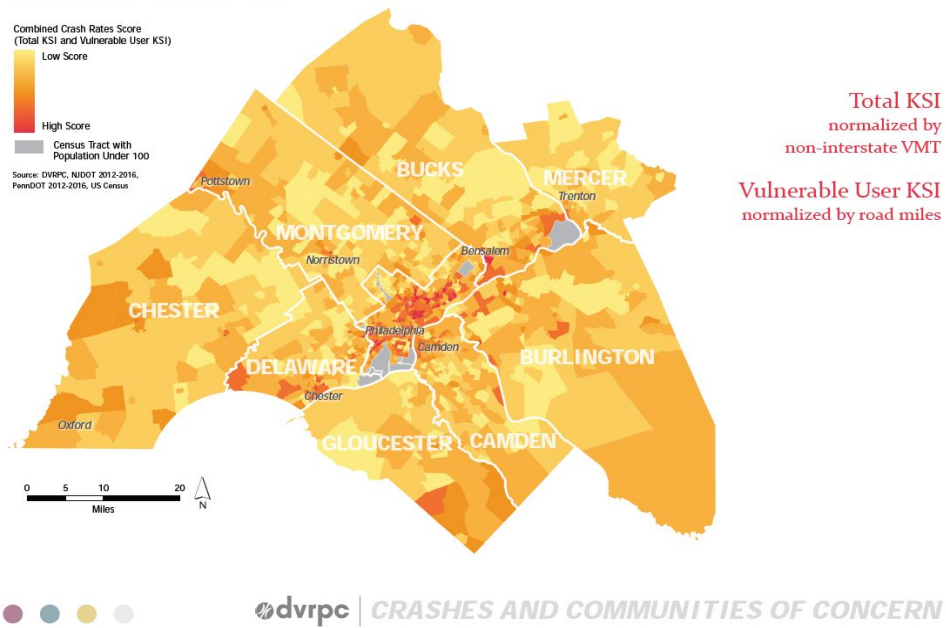
RESEARCH QUESTION

Do **communities of concern** in the region experience **severe traffic crashes** disproportionately and, if so, which populations are at the greatest risk and further, **where** is the impact most critical?

INDICATORS OF POTENTIAL DISADVANTAGE



CRASH RATES



TRENDS AND RECOMMENDATIONS



Key issue: wide roads with fast moving traffic near residential areas where car ownership rates are lower (meaning people are more likely to walk)

Recommendations:

- Consider **systemic safety measures** to slow traffic in communities of concern
- **Prioritize safety investments** that benefit communities of concern with traffic safety challenges

New Jersey DOT Strategic Highway Safety Plan



Equity



Lane Departure



Intersections



Driver Behavior



Pedestrians
and Bicyclists



Other Vulnerable
Road Users



Data

Equity Emphasis Area Goal, Objective and Strategies



Goal:

Ensure highway safety investment is inclusive of the interests of traditionally underserved populations and is considered more deliberately.

Objective

Develop alternate methods to assess equity demographic indicators related to crashes.

Objective Performance Metric

Alternate tools to screen potential impacts to underserved populations.

Strategies:

Lane Departure

- » Map lane departure fatalities and serious injury crashes to identify locations with recurring crash trends, particularly locations in areas with underserved populations, and assess any significant contributing factors at these locations such as age, speed, weather, and drowsy or distracted driving.
- » Make recommendations for improvements to communicate seasonal reminders and situational awareness in multiple languages.

Intersections

- » Supplement local network screening lists with additional context data on priority locations within underserved communities - including but not limited to, proximity to community destinations such as schools, recreation centers, employment centers and places of worship.
- » Perform an analysis of investment typology by roadway functional classification for historic and potential investments in underserved communities.
- » Map household income and crash areas to see if more crashes are occurring in underserved communities.

Driver Behavior

- » Promote an awareness campaign to provide publicly-available materials related to driver behavior that needs to be corrected. Materials will be translated into multiple languages and will be printed as well as provided online. Technical publications and data will be made graphically-rich and more user-friendly to increase accessibility within underserved populations.
- » Deploy a local demonstration pilot project, using best practices, to change safety culture in underserved communities with residents and community leaders as the change catalyst.

Public Involvement

Ensuring full and fair participation by all potentially affected communities in the decision-making process.

Public Involvement – mechanisms to exchange and gather information from the public



Public Participation Plan

Broward MPO
Metropolitan Planning Organization

BrowardMPO.org
Adopted February 14, 2019

Move People & Goods | Create Jobs | Strengthen Communities

DID YOU KNOW?

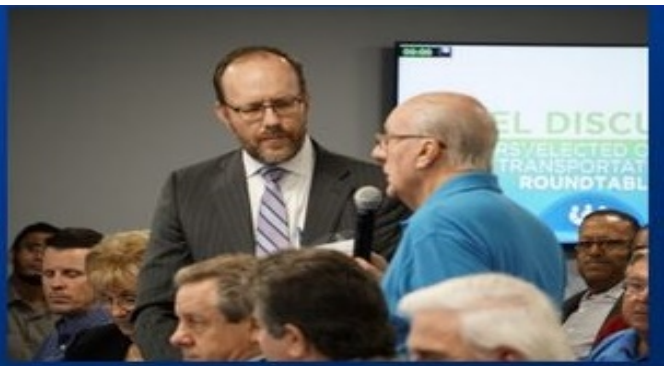
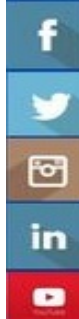


Through the Broward MPO's Speak Up Broward program, the agency uses social media and other innovative tools and strategies to reach out to the public about important transportation issues.



DID YOU KNOW?

The Broward MPO worked to create roundtable events as a unique way to engage with Broward County's 31 municipalities. This forum provided an opportunity to discuss the shared vision for our region and how to best tackle issues around transportation and related economic and land development issues.

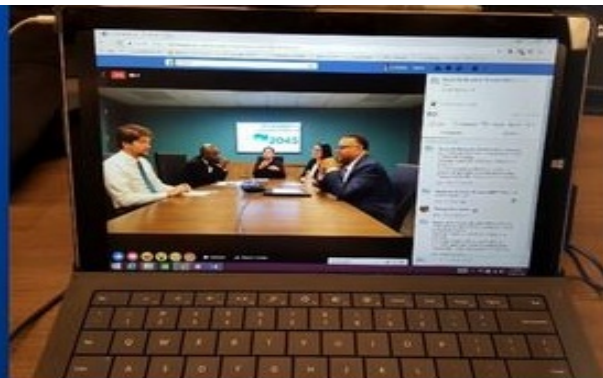
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CONNECTING WITH OUR COMMUNITY






Who is the Public ?

Know your audience

- Some communities have old scars from past projects, and mistrust the DOT
- Understand the education difference
- Cultural diversity
- Within each community are diverse needs



CAMPPO

CAPITAL AREA METROPOLITAN
PLANNING ORGANIZATION

2018
Public
Participation
Plan



Adopted: April 2, 2012 Amended: Mar
Amended: X



Engaging visually impaired stakeholders

- Learn how to engage and obtain meaningful participation from traditionally underserved populations



Addressing Changing Demographics in Environmental Justice Analysis, State of Practice

Demographic Trends and Forecasts

- White (Non-Hispanic) population: 80% in 1980; 63% today; 44% by 2060
- Substantial growth in LEP populations driven by immigration
- Greatest Relative change in Small Urban/Rural Areas
- Poverty rates for minority groups have declined, but are still higher than for white households
- EJ populations living in central city or inner suburban areas are increasingly being displaced by real estate market pressures

Virtual Public Involvement



Virtual Public Involvement

Virtual public involvement supports agencies' efforts to engage the public more effectively by supplementing face-to-face information sharing with technology.

Innovative virtual public involvement techniques provide State departments of transportation (DOTs), transit agencies, metropolitan planning organizations (MPOs), and rural transportation planning organizations (RTPOs) with a platform to inform the public and receive feedback. These strategies create efficiencies in how information is disseminated and how input is collected and considered, which can potentially accelerate planning and project development processes.

ENCOURAGING PUBLIC ENGAGEMENT

Public involvement is a critical component in the transportation decision-making process, allowing for meaningful consideration and input from interested individuals. As daily users of the transportation system, the public has useful opinions, insights, and observations to share with their State DOT, MPOs, and local agencies on the performance and needs of the transportation system or on specific projects. Timely and strong public engagement has the potential to accelerate project delivery by helping identify and address public concerns early in the planning process, thereby reducing delays from previously unknown interests late in the project delivery process.



A heat map illustrates responses from citizens when they were asked where future subways should be built. Source: San Francisco Municipal Transportation Authority



Virtual public involvement tools include online surveys, visualization, and telephone town halls.

Nearly all State DOTs and most MPOs and local agencies use websites to post information about their activities. With the increased use of social media tools and mobile applications, the public can access user-friendly features such as online videos, podcasts, crowdsourced maps, and other interactive forums to receive information and provide input.

These new opportunities for information sharing and public involvement in the transportation planning, programming, and project development process include, but are not limited to, telephone town halls, online meetings, pop-up outreach, social meetings/meeting-in-a-box kits, story maps, quick videos, crowdsourcing, survey tools, real-time polling tools, social media following, visualization, and working with bloggers.

BENEFITS

- **Efficiency and Low Cost.** Virtual tools and platforms can efficiently be made accessible to communities, many at a lower cost than traditional public engagement methods.
- **Accelerated Project Delivery.** Robust public engagement helps identify issues early in the project planning process, which reduces the need to revisit decisions.



Pennsylvania Department of Transportation
5.14K subscribers • 264 videos
The official YouTube account for the Pennsylvania Department of Transportation (PennDOT). The channel offers insight into ...

OregonDOT
5.29K subscribers • 817 videos
The Oregon Department of Transportation works to provide a safe, efficient transportation system that supports economic ...

MichiganDOT
4.37K subscribers • 439 videos
The Michigan Department of Transportation (MDOT): Providing the highest quality integrated transportation services for economic ...



I-15 Corridor Story Map
Today's Traffic Conditions
As Utah's population grows, congestion on I-15 grows, too. Through traffic data analysis, we review problem areas on I-15 and prioritize what needs to be addressed. A speed analysis shows where slowdowns regularly occur during commute times, pinpointing where congestion frequently occurs.
(Information video in production)
Funded Construction Projects
IDOT has funded projects to alleviate traffic congestion on I-15. Projects are prioritized and programmed through the Statewide Transportation Improvement Program, or STIP. Projects that add travel lanes are scheduled up to seven years in advance.
Studies and Future Planning
IDOT plans for the future to maintain the quality of our infrastructure and address projected growth. Our planning process starts with the United States House Transportation Trust, which addresses potential projects needed by the year 2040. We also perform more detailed studies to identify where each toll interchange or roadway segment is likely future project locations. We use the information to help us determine the best way to improve the corridor.

Speed Report Guide

Public Involvement During a Pandemic

ZOOM !ZOOM! ZOOM!





Virtual Public Engagement Best Practices

Virtual public engagement can be a great way to disseminate information and gather feedback for a program or study. There are several different ways to gather feedback, including live presentations or recorded presentations (such as webinars or livestreams), maps and webpages with project information and key documents, and social media. The way project really depends on the target audience.

Creating a project website is important, but if no one knows about it, opportunities for public involvement will be unavailable to the public. Taking stock of existing county/municipal website and social media can help address this. It's always good practice to share information on their accounts to help get the word out. Shows that are streamed on television and online that can be accessed on a website.

Engage local officials to find out where people go to get their information, such as chambers of commerce or other organizations that have email lists to members, websites or social media. In some cases, a town with a Facebook page create a subgroup specifically for project information and collect feedback. Facebook and Twitter, also allow for the creation of polls which can be used to monitor social media posts and groups created for the project. Project team members should respond to any questions and incorporate general comments as part of public feedback.

Considering all these resources will help develop an outreach strategy. If the mayor has a large Facebook following, it would make sense to have a public meeting. But if a town isn't on social media, or has a small following, a presentation and contact information to the study website to ask people to visit the project website and provide feedback.

Virtual outreach efforts should have equitable approaches to reach all project areas especially among low income and minority populations. Research and Transportation Research Board show that low-income populations. Project websites and materials posted online without computer access can easily view them.

Below are some general best practices and tips for different types of virtual public engagement.

General Tips for Gathering Virtual Public Input

- Consider expanding public comment periods to allow more people to participate as they find out about the opportunity for input. For example, if a comment period is traditionally a month consider making it 6 weeks.
- Provide multiple ways to engage the public so they can participate in the way they are most comfortable. For example, if you are planning to do a webinar, also provide people with a recording they can watch later and a way to submit comments after the virtual meeting.
- Keep virtual public meetings to one hour (or less) in length. If the meeting will consist of Q&A, a 30-minute presentation followed by a 30-minute Q&A session is recommended.
- Presentations posted online may need to be formatted differently than those given in person. If slides are posted, rather than a recording of a presentation, ensure they have adequate information to explain what people are looking at and being asked to provide feedback on.
- Facebook ads can be used to target people living in a community or study area. Ads can also be run in newspapers with information about project websites and a way for people who don't have computer access to request information, such as a number they could call to request that project information be mailed to them.
- Use familiar channels to let people know about the opportunity for public comment, such as websites, social media and e-mail blasts. For example, share the project website on the county/municipal webpage and social media accounts. Share the posts with community groups who can post them to their social media accounts and email information to members.
- If possible, collect or request contact information so you can reach back out, follow up and close the loop on comments received.
- It is important to consider the needs of residents in the study area.
 - Make sure project information is translated for residents who have limited English proficiency.
 - Low-income populations may not have access to virtual outreach or study websites. Study information, including a contact phone number and surveys or other requests for feedback, could be mailed to these households.

Live Virtual Public Presentation Best Practices

- Do a test run ahead of time.
 - Make sure all the presenters log in early so attendees are not waiting on someone to log into the software.
 - Ensure all presenters/speakers have a quiet space they can use during the meeting.
 - Test audio, screen sharing, videos etc.
 - Test the comments to ensure participants will be able to ask questions.
- Eliminate distractions. Make sure you can present/run the meeting without being distracted by something around you.
- Explain that questions will be held until the end but encourage people to submit them via the comment box or chat box.
- Have a moderator to monitor questions as they come in and ensure they get addressed during the Q&A portion.
 - Don't forget to unmute people who call in and want to ask a question.
 - Try to answer as many questions as possible during the live meeting. This demonstrates to members of the public that project sponsors are listening in real time.
- Keep in mind some members of the public may only be able to call in and there may be visually impaired participants so presenters should give a brief explanation of the visuals.

- It is important to consider the needs of residents in the study area.
- Make sure project information is translated for residents who have limited English proficiency.
- Low-income populations may not have access to virtual outreach or study websites. Study information, including a contact phone number and surveys or other requests for feedback, could be mailed to these households.

Did you meet your outreach goals?



INSTITUTIONAL CHANGE

- 
- A background image of a cyclist riding on a bridge, with a city skyline visible in the distance. The image is overlaid with a blue gradient.
- Change has to come from the top
 - Ask the uncomfortable questions
 - Empower staff

- It's ok to take small steps
- Do what will work for your organization
- But do something



THANK YOU!

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