VISION EQUITY
Equitable Approaches to Multi-Modal Transportation Policy Design and Practice
Dr. Maya Rockeymoore | March 10, 2015
Challenge

How is equity defined?

Who gets access & when?

Who determines priorities?

Who is engaged? Why? On what terms?

What is the desired outcome?
For whom?
Source: National Household Travel Survey, 2009

Share of adult social & recreational trips by bike, 2009
Source: National Household Travel Survey, 2009

Share of adult transportation by bike, 2009
Interesting Stats

- Cycling is concentrated in central cities, especially near universities and in gentrified neighborhoods near the city center. (Pucher, 2011)
- In the U.S., 24% of all bicycle trips are made by women and 76% are made by men. (U.S. Depart of Transportation, 2010)
- Almost all the growth in cycling in the US has been among men between 25–64 years old, while cycling rates have remained steady among women and fallen sharply for children. (Pucher, 2011)
- Children from low-income and minority households, particularly blacks and Hispanics, are more likely to bike or walk to school than whites or higher-income students. (McDonald, N., 2008)
- Bicycling is becoming more diverse. Between 2001 and 2009, cycling rates rose fastest among African Americans, Hispanics, and Asian Americans. Those three groups also account for a growing share of all bike trips, rising from 16% in 2001 to 21% in 2009. (Pucher, J., et al., 2011)
“The question for us is, ‘Who makes decisions?’ People and communities that are most impacted by those decisions must not only lead on those issues, but they must be actively participating,” said Peggy Saika, president and executive director, Asian Americans/Pacific Islanders in Philanthropy.

“Diversifying the environmental movement is the central challenge of the movement and the central opportunity. We will never successfully tackle the enormous challenges we face, including climate change, without doing so,” said Clifford Rechtschaffen, one of Governor Jerry Brown’s senior advisors.
Targeted Universalism Policies

- Target groups within a population-wide framework
- More cost
- Less stigma
- More public support
- Broad and concentrated impact

Universal Policies

- Reach more people
- More public support
- Less stigma
- Higher cost
- Broad impact

Targeted Policies

- Reach selected groups
- Less public support
- More stigma
- Less cost
- Limited impact
Creating Targeted Universalism Policies*

1. Articulate your universal goal.
   - What is the vision?
   - What benefit does it provide for all residents?
   - Does it solve a real need?

2. Assess difference of general population from the universal goal.
   - How much does the status of the general population differ from the universal goal?
   - Tools: General data analysis

3. Assess how far particular groups or areas diverge from the goal.
   - How much does the status of subgroups differ from general population?
   - Tools: Gap analysis, GIS mapping, disaggregated data analysis

4. Assess barriers to achieving the goal for each subgroup or area.
   - What are the unique challenges that may prevent subgroups from reaching the goal?
   - Tools: Focus groups, needs assessments, accessibility audits

5. Craft targeted approaches for each group to reach universal goal.
   - How can policy approaches be customized to address specific barriers faced by some while moving everyone towards goal?
   - Tools: Extra resources, added incentives, more information, prioritizing underserved

6. Add targeted approach to universal strategy
   - Roll out universal approach for all
   - Embed targeted strategies
   - Tools: Measure overall changes, and differences between targeted and general population
Targeted Universalism

- Inclusive but targets marginalized
- Conscious of Race, Class, Gender
- Makes connection to social determinants
- Prioritizes Equity of Outcomes
- Addresses geography of opportunity constraints
- Promotes linked fate and collective solutions
- Recognizes how people are differently situated
- Participatory Policy making

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# Vision Equity: Best Practices

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<th>Organizational Diversity</th>
<th>Implement diverse hiring practices</th>
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<td>Ensure equity of opportunity within work environment</td>
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<th>Collaboration</th>
<th>Establish partnerships with diverse organizations</th>
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<td>Design policy and program strategies in collaboration with diverse communities and partners</td>
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<th>Measurement</th>
<th>Measure progress in hiring practices</th>
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<tr>
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<td>Establish process measures that ensure engagement with diverse stakeholders</td>
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<td>Measure impact of targeted/universalism policy approaches</td>
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Christian Lozano

Thank you for all support, prayers, and condolences you gave to my family in the toughest times of our lives. With all my love, may God bless you.

Christian Lozano

Sincerely,
Lozano Family
Polendo Family
Ortega Family

6-17-92 to 10-03-08
VISION EQUITY + VISION ZERO

• Prioritizing pedestrian & cyclist safety, lower vehicle speeds
• Focusing on vulnerable groups & communities
• Considering all relevant factors (health, economic, education, cultural)
THANK YOU.

Dr. Maya Rockeymoore
President and CEO

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