

# Pedestrian Program Racial Equity Analysis Workplan

## Overview

The Seattle Race and Social Justice Initiative (RSJI) is a citywide effort to end institutional racism and race-based disparities in City government. To this end, the Racial Equity Toolkit (RET) lays out a process and a set of questions to guide the development, implementation, and evaluation of policies, initiatives, programs, and budget issues to address impacts on racial equity.

Using the RET as a guiding document, we will conduct a Racial Equity Analysis (REA) that centers BIPOC communities--specifically those which include refugees, individuals living with disabilities, low-income households, individuals struggling to maintain/attain stable housing, business owners and/or those disproportionately impacted by COVID-19. This Pedestrian Program REA process will:

1. Set racial equity outcomes for the Pedestrian Program
2. a. Prioritize and involve Black and brown stakeholders impacted by the City's pedestrian investments; b. Assess alignment of the pedestrian investments with the racial equity outcomes
3. a. Develop strategies to incorporate intentional racial equity into the Pedestrian Master Plan implementation process; b. Document unresolved issues and opportunities for future resolution
4. Identify and roll out strategies for continuous community engagement and feedback into the project implementation
5. Identify improved reporting mechanisms and flexibility for community centered project-program implementation
6. Share the RET document with Department Leadership, Change Team, and community members

## REA Steering Committee

A committee of City staff will meet monthly to guide the RET process including workplan development, outreach methods, and strategy development. The Steering Committee is comprised of the following staff:

1. Allison Schwartz, Vision Zero Representative
2. Natasha Marin, Nonwhiteworks, External Outreach Advisor and Consultant
3. Stephen Barham/Frances Hernandez, Data Scientist
4. Barbie-Danielle DeCarlo, SDOT RSJI Advisor, Office of Economic Equity and Inclusion (OEEI)
5. Jessica Fortino/Amy Gray, Change Team Member
6. Nathalie Salazar, ADA Representative

## Work Plan

By building relationships and engaging with the community according to our Core Values, we want to improve and expedite the allocation of pedestrian investments to better meet the needs of BIPOC communities.

In consultation with the REA Steering Committee, Departmental Leadership and Change Team, we established the following core values and racial equity goals for the Pedestrian Master Plan Implementation Program.

## Racial Equity Analysis Goals

- Building sustainable partnerships with communities, community organizations, and internal partners in order to identify appropriate solutions.
- Documenting disparities in the City's pedestrian investments (past, present, and future plans) in a way that is accessible to City of Seattle residents.
- Repair harm and negative impact in BIPOC communities

## Core Values: Relationships, Responsiveness, Repairing harm

We will achieve our goals using strategies based on the Core Values of the RSJI:

- Build relationships for authentic engagement and change our style of transactional engagement
- Engage community groups recommended by the RET Committee and other partners that are best suited to understanding concerns and identifying opportunities that would add value for their own communities
- Respond to specific requests, remain open to feedback and new approaches
- Create space and respond to communities' recommendations for how resources are allocated
- Recommend remedies for both mitigating harm and adding value through SDOT's demonstrated commitment to short- and long-term projects that improve conditions
- Remain connected to these communities on an ongoing basis

## Outreach Methodology

We will use two different approaches to uncover the issues and concerns of Black, Indigenous, and people of color (BIPOC) around feeling comfortable moving freely through public space, as well as low-income communities and people with disabilities. Our first approach is city-wide, and the second community led.

### *Public Role*

1. Consult: gather information and ask for advice from residents to better inform the City's work implementing pedestrian program and projects
2. Collaborate: create a partnership with key stakeholder groups to work with the City to develop and implement the Pedestrian Program
  - a. Partner with community organizations, community leaders, and non-profit organizations to stay actively engaged.

## Citywide Approach

### Summary

The PMP team is embarking on a Racial Equity Analysis to examine and eliminate racial inequities in our work. To accomplish this, we are utilizing several strategies, focusing first and foremost on building trust with BIPOC communities through partnerships and guidance with Nonwhiteworks, our consultant, who

specializes in anti-racist practices. We will leverage our consultant and community expertise to evaluate the effectiveness of the PMP Priority Investment Network as the prioritization tool and identify other barriers and opportunities to equitably serving the needs of the community.

## Project Objectives

Eliminate racial inequities in implementation of the Pedestrian Master Plan by:

- Building sustained partnerships with communities and community organizations, resulting in ongoing SDOT engagement
- Engaging community stakeholders in an accessible way for clear understanding and transparency of SDOT projects and prioritization processes
- Evaluating the effectiveness of the Priority Investment Network as the principal prioritization tool for pedestrian infrastructure investments

**Strategy 1:** Work with community to understand barriers to walking and rolling and systemic changes to better address needs.

## Activities

### Walking and Rolling Assessments

The purpose of the walking assessment is to gain feedback from as many as people as possible regarding their experiences walking, helping us uncover barriers to walking, make project decisions, build awareness of and educate on the Pedestrian Program. This assessment will serve as both a public health function and documentation of the safety challenges and barriers to walking/rolling through narratives, photography, and other chosen mediums. The survey will help us uncover travel patterns related to race, gender, and how communities utilize public space, such as:

- What barriers to walking are/are not being addressed by the Pedestrian Program
- What elements of the pedestrian environment make walking less desirable
- How the Pedestrian Program can better address barriers to walking experienced by communities
- What potential biases exist in the data gathering/interpretation process and how can these biases be minimized
- How do demographics relate to specific types of safety concerns, whether public safety or transportation safety

Walking Assessment methods could include:

1. Online forms
2. Online open house
3. Ethnic media promotion\*
4. Social media promotion
5. Pop-Up Social Distance Events

6. Department of Neighborhoods newsletter
7. Presence at existing City and community events

\*There will be a concerted effort to reach out to a wide variety of media outlets to capture Seattle's diversity and present the public with multiple civic engagement opportunities.

We will consider providing incentives to participate, such as a chance to win a grocery or local business gift card or masks. If successful, we would like to continue these walking assessments long term as a method to inform our continuing PMP priorities and processes.

## Community Partners

We are engaging the following community-based organizations as partners that work with specific racial and ethnic groups, regardless of the geographic areas within the city where their communities live. These organizations will help us understand the barriers and challenges to walking in the City of Seattle.

- Mentoring Urban Students and Teens (MUST)

Mentoring Urban Students and Teens finds responsible African-American men to serve as mentors for African-American male high school students. MUST Black youth and mentors will be able to share their narratives, stories, and highlight the barriers and challenges to walking and biking.

- NorthStar Cycling Club

The first club of its kind for BIPOC communities in the Seattle area. They build community around movement on bicycles and change the narrative and image of who and what defines a cyclist. Their expertise will inform and suggest recommendations for improving routes where BIPOC bodies have experienced negative barriers to walking and biking.

- Young Women Empowered (Y+WE)

Young Women Empowered cultivates the power of diverse young women to be creative leaders and courageous changemakers through transformation programs within a collaborative community of belonging. Their unique perspective will inform and highlight the barriers and challenges to walking and biking as women.

We will identify appropriate outreach methods for each key group once identified. Methods may include:

- One-on-one interviews
- Focus groups
- Coffee chats
- Attending existing community meetings

**Strategy 2:** Build community relationships by creating a variety of engagement opportunities for documenting barriers to walking and rolling and gathering narratives of pedestrian experiences.

### Activities

- Community-Based Events

Coordinate with local organizations recommended by the RET Committee to host community events (online or in person) for safe dialogues, information sharing, gathering feedback and conducting engagement (for example SPS Lunch Site Pick Ups). These may serve as opportunities to administer the survey developed for the walking and rolling assessment.

- Digital and Physical Media Campaigns

Develop clear and visually compelling artwork and messaging to help the public better understand SDOT's process for improving walking and rolling conditions, and share created assets broadly through social media outlets. We will adapt digital social media campaigns for print media to be accessible for those with technology barriers.

## Community-Led Participatory Budgeting Proposal

### Summary

We are utilizing several strategies, focusing first and foremost on building trust with BIPOC communities through partnerships and guidance from the Department of Neighborhoods' Community Liaisons and community-based organizations. Working in focus areas (those with the highest needs) we will work with the community to identify specific short- and long-term high priority projects while also gaining valuable information on programmatic and policy-level changes.

### Project Objectives

Eliminate racial inequities in implementation of the Pedestrian Master Plan by:

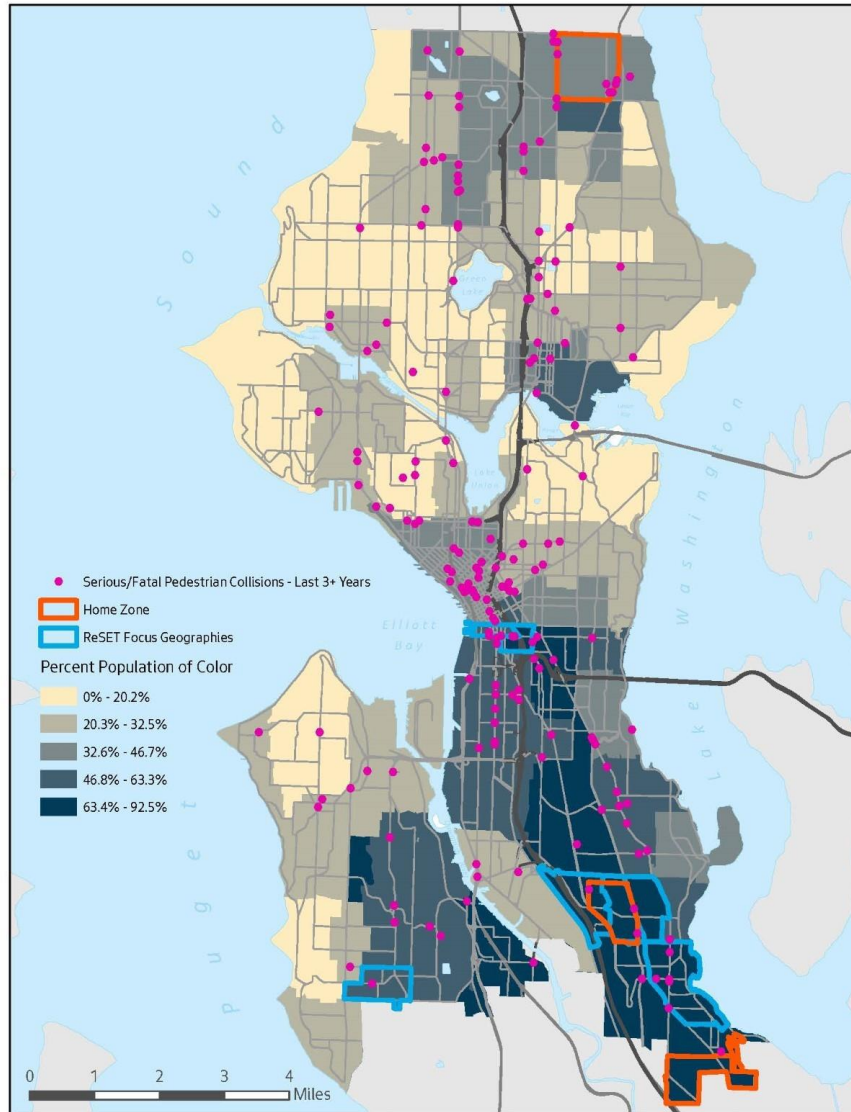
- Working in the highest need communities to identify and prioritize projects that improve on-the-ground conditions for pedestrians.
- Engaging community stakeholders to build relationships that create trust and accountability.
- Identify barriers to walking that can be addressed by City programs and policies.

### Focus Areas

This is a pilot approach to prioritizing projects based on direct community engagement. For the first round, we are working with the top two highest need areas – **Chinatown International District** and **Rainier Beach**. These neighborhoods were ranked as the highest priority based on the criteria the REA Steering Committee selected<sup>1</sup> as well as other SDOT priorities such as ReSET (based on cases of COVID-19 per capita) and Home Zone collaboration. The Chinatown-International District (Little Saigon, Japan Town, and Chinatown) and Rainier Beach, which were selected based on the REA Committee's Racial Equity Vision selection criteria, which include:

- People of color
- People living with disabilities
- Immigrants, refugees (Seattle is a sanctuary city)
- People of color living with disabilities
- Seniors of color
- People who don't speak English as primary language
- Low-income people of color

The following map provides context for selected areas, overlaying the Home Zone and ReSET focus geographies with racial demographic information from the American Community Survey 5-year data from 2013-2017.



*Map of Seattle with percent population of color by census tract (source: American Community Survey 5-year data circa 2013-2017), Home Zone areas (outlined in orange), ReSET focus areas (outlined in blue), and serious/fatal pedestrian collisions from the last three years (indicated by pink dots).*

**Strategy 2:** Develop community-driven implementation plans to improve pedestrian conditions.

### Community Partners

We are partnering with community-based organizations and the Department of Neighborhoods Community Liaisons Program to assist us with neighborhood engagement as we plan for

inclusive engagement. These teams will guide SDOT staff throughout the various stages of project planning.

## Activities

- Review Existing Priorities

For some communities, repeated requests have been made to improve pedestrian issues. We will review forthcoming projects, past planning efforts, and requests to various programs (such as Your Voice, Your Choice, Neighborhood Street Fund, or ADA) to develop a summary of what is slated to be built as well as previous asks.

- Work with Partners to Gather and Share Information

Once we have done an assessment of future conditions and past requests, we will work with the community to understand whether those continue to be priorities or if there are more pressing, emerging priorities. This phase will involve handing over decision-making authority to community members regarding how available funds are spent. Handing over decision-making authority is not a typical process for a government agency (though we have examples, through Neighborhood Street Fund, Your Voice/Your Choice programs). We believe it's the direction we need to be moving if we are truly to lift and center BIPOC communities. We realize we will not be able to do everything, but they will determine what to advance with the available funds and help determine what projects are good candidates for grants or other funding sources such as a future transportation funding package.

- Identify Implementation Plans

SDOT staff will work to develop project proposals and partner with other programs to implement community priorities. Staff will aim to identify a range of projects based on the lead time needed to implement, from early wins to longer term, most costly projects. At this time, we are not certain how many projects we will be able to fund and would like to remain nimble to respond to community requests.

## Root Causes of Racial Inequities and Historical Documentation

Through our focused outreach, we will come to better understand the reasons for the racial inequities in our programs. Both our citywide efforts and community-led approach will help us identify causes for trends in walking rates as they relate to infrastructure and demographic data. Hearing directly from BIPOC communities, refugees, and English Language Learners will shed new light on challenges that individuals, communities, families, and visitors face in traveling and moving freely in the City of Seattle. Our racial equity analysis will include documenting our program priorities and how decisions are made to improve our transparency within communities, and will include naming the systems of power that are the barriers.

## Assess Alignment of Pedestrian Master Plan Strategies with REA Outcomes



Based on what we learn through analyzing data and reaching out to communities, we will assess how well the New Sidewalks and Crossing Improvements programs are aligned with our identified racial equity outcomes. We will also work to identify any unintended consequences of our current programs.

## Strategy Development for Racial Equity

We will work to develop strategies that address the root causes of inequities in pedestrian travel. These strategies will be identified in consultation with:

- Families and community groups we reach out to through our focused outreach approach
- PED REA Steering Committee

This may involve modifying existing programs to increase accessibility by communities of color, creating new programs that better meet their needs, or collaborating with community groups to support existing work that could be amplified with additional funding.

We may be able to take immediate action on some of these strategies while others may take time to develop and implement. Strategies will be reported in the PMP Implementation Plan and will also be used to inform SDOT's future citywide pedestrian planning work. Implementation of the strategies will work to:

- Identify and roll out opportunities for continuous community engagement and feedback in project implementation
- Identify improved reporting mechanisms and flexibility for community centered project-program implementation

## Document Unresolved Issues

We anticipate that we will hear about a wide range of issues and concerns during our internal research and outreach process, some that we can address and some that we can't address at this time. We will document issues that are left unresolved through our process.

## Reporting and Feedback Mechanisms

We will identify both input and output metrics to evaluate the progress toward our equity outcome. This may require additional data collection efforts to supplement the data we currently collect on a routine basis.

We will report back internally and externally on the progress toward our equity outcome. We will learn through our outreach process the best ways to communicate this information back out to the community.

## Share completed REA

Once completed, we will share the Racial Equity Analysis with SDOT leadership, the Change Team, and the community that we engaged with to develop the analysis.

## Pedestrian Program Racial Equity Analysis Workplan Timeline

	2021			2022				2023
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>Identify Community Partnerships</b>								
<b>Community Engagement</b>								
<b>Deliver Projects*</b>								
<b>Summary &amp; Report to Community</b>								

\*Timeline subject to change. It is a priority to do the work correctly and be open to flexible timeline for genuine collaboration, feedback, analysis, and disrupt transactional style of outreach and engagement. Prioritized projects will be incorporated into the PMP workplan and project planning and delivery will continue beyond 2022.