Center for Environmental Excellence

“Meaningful Community Engagement"

Environmental Justice Community of Practice

November 17th, 2017
Webinar Agenda

• Agenda Overview, Housekeeping, and Roadmap Reflection: Samantha Hoilett, AASHTO
• Community Engagement Resources from FHWA: Jody McCullough, FHWA
• Public Involvement Strategies: Amy Luft, COMPASS
• EJ Outreach Case Study in Cleveland: Erica Schneider and Veronica Trecazzi, Ohio DOT
• Native Hawaiian Self-Governance Project: Irene Kawanabe, NCSL
• Q&A and Open Discussion
Housekeeping

- All attendees are on mute
- We’ll be saving all questions until the end.
- If you would like to make a comment or ask a question, please enter your thoughts into the question pane, or raise your hand so I can know to unmute you. The “raise hand” option should be a small hand icon in the “Attendee” panel.
- The webinar will be recorded and available on the Center Website within a week:
  - Environment.transportation.org > Products and Programs > Communities of Practice Forums > EJ CoP
Poll Question

What is your affiliation?

• State DOT
• MPO/TPO/RPO
• Federal Govt
• Academic/Consultant
• Other
The Environmental Justice Roadmap was developed through conversations and the peer exchange that emerged out of the EJ CoP last year.

One of the eight focus areas was “Community Engagement”. Practitioners noted that it was important to:

• Have a proactive approach: meeting people where they are
• Have early and ongoing involvement
• Recognize the value of tribal and other community liaisons
Environmental Justice Roadmap: Lessons learned from last discussions

- A list of what practitioners suggested works well is here on the right
  - Is there anything listed here that you have or haven’t tried before? Please share your examples at the end.

Peer Exchange Responses:
- Multiple open houses
- Using videos
- One-on-one gatherings with 15-20 people
- Learning about communities and their histories and cultures
- Guided outreach
- Showing respect for others
- Going through the community’s locally elected leader (e.g., Alderman, City Councilor, County Commissioner, etc.)
- Identifying the community gatekeeper(s)
- Having a project office in the project area
- Spending time in the community
- Identifying their preferred mode of communication
- Using their preferred media to reach them
- Building relationships with members of the community
A Guide to Transportation Decisionmaking

The Transportation Planning Process Briefing Book

Public Involvement Techniques for Transportation Decisionmaking

ENGAGING PEOPLE THROUGH OUTREACH AND ORGANIZATION
- Involving the Public in Transportation Planning
- Why is it Important to Engage the Public?
- Including People Who Are Traditionally Underserved
- Bringing Together a Core Participation Group
- Understanding Different Communication Styles

TECHNIQUES FOR INVOLVING THE PUBLIC
- Open Meetings
- Determining the Best Type of Meeting
- Interacting During Meetings
- Changing a Meeting Approach
- Selecting an Organizational Feature
- Establishing Communication Outside of Meetings
- Technology

GENERATING FEEDBACK
- Establishing Places for the Public to Interact

How to Engage Low-Literacy and Limited-English Proficiency Populations

Outreach techniques

- Limited English proficiency
- Low-literate populations

https://www.fhwa.dot.gov/planning/publications/low_limited/
NHI/NTI Course
Public Involvement in the Transportation Decisionmaking Process

Upon completion of the course, participants will be able to:

- Describe U.S. DOT transportation decisionmaking processes, including those that trigger the National Environmental Policy Act
- Describe the relationship between public involvement and decisionmaking
- Develop a public involvement plan with stakeholder assistance that includes attention to non-traditional populations as an evaluation component
- Describe interest-based problem solving and the values that underlie it
- Identify ways to enhance public involvement plans

FHWA-NHI-142036
Public Involvement Reference Tool

Links to All States, Puerto Rico and District of Columbia

- State DOT Homepage
- State Long Range Transportation Plan
- Statewide Public Involvement Plan
- Public Involvement for NEPA Process
- Limited English Proficiency (LEP)
- Title VI Plan
- EJ Policy Statement
- Native American Tribal Consultation

Techniques for Improved Engagement In Public Participation

Case study video series

- Use a technology tool or technique in a public involvement effort
- Identification and techniques for virtually engaging traditionally underserved communities
- Implement limited English proficiency strategies
- Engage all segments of the public to provide meaningful input into in every aspect of the transportation decision making process

Under development
Public Engagement
Case Studies and Notable Practices

- Case studies
- Notable practices
- Unusual outreach, for example
  - Charlotte County-Punta Gorda (Florida) MPO awarded a Citizen Transportation Planning Award
  - MPO staff and organizing team partners engaged the community with the help of the University of Kansas’ 1972 31-foot Airstream Land Yacht

https://www.planning.dot.gov/focus_caseStudies.aspx
For more information

- FHWA Public Involvement  
  https://www.fhwa.dot.gov/planning/public_involvement/

- Transportation Planning Capacity Building  
  https://www.planning.dot.gov/

- NEPA and Transportation Decisionmaking; Public Involvement and its Role in Project Development  
  https://www.environment.fhwa.dot.gov/projdev/tdmpi_p_d.asp

- Planworks  https://fhwaapps.fhwa.dot.gov/planworks/

12/7/2015
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Public Involvement
In All You Do

Amy Luft

Communication Coordinator
Community Planning Association of Southwest Idaho
Using your best guess: What percentage of your constituents know they have a voice in transportation issues?

- Less than 10%
- 10 – 30%
- 30 - 60%
- 60 - 75%
- 75 - 100%
The problem...

• 48% knew “someone” did regional transportation planning

• 26% recognized our name

• 10% knew they had a representative on our Board

• 37% were aware they could be involved in transportation planning in general
Public Involvement Presentations Advertising Educational Events Routine Communication Social Media Website Presentations Website
Marketing – Who we are and what our role is
Educating – What we do and how they can be involved
How...

Consistency

Staff training

Constant messaging

Focus on them
What...

Our role

Board representation

Services/expertise

Their role
How is this different?
Is it working?
What can I do?

Learn what you can

Apply what you learn

Do it everywhere

Measure success and improve
Thank You!

Amy Luft
Communication Coordinator
Community Planning Association of Southwest Idaho (COMPASS)
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THE CLEVELAND OPPORTUNITY CORRIDOR PROJECT: MITIGATING IMPACTS AND PROVIDING OPPORTUNITIES FOR THE FUTURE

Erica Schneider & Veronica Trecazzi
Ohio Department of Transportation
Poll Question

Have you ever had a project that resulted in a disproportionately high and adverse effect to an EJ Population?

• Yes
• No
• Unsure
The Cleveland Opportunity Corridor project

- Is located in the City of Cleveland, Cuyahoga County, Ohio

- Involves construction of a 3.5 mile urban boulevard through a underserved area of Cleveland

- Includes traffic lights at intersections from the I-490-East 55th Street intersection to the East 105th Street-Chester avenue intersection near University Circle
PROJECT LOCATION
PURPOSE AND NEED

- The area has experienced a steady level of decline during the past several decades as businesses have closed or relocated, employment opportunities have declined, and population has decreased.

- The area has been transformed from once strong, cohesive communities into isolated residences, neglected properties, and incompatible land uses as the number vacant parcels has risen.

- The City of Cleveland, working with ODOT and FHWA, identified the Opportunity Corridor project as a way to help achieve redevelopment and revitalization of this area, improving quality of life for communities and residents.
PURPOSE AND NEED
PURPOSE AND NEED

- The purpose of the Opportunity Corridor project to improve the roadway network within a historically underserved, economically depressed area within the City of Cleveland.

- Needs of the project included:
  - Improving system linkage
  - Improving mobility; and
  - Supporting planned economic development (City of Cleveland)

- The following goals were also identified:
  - Improve public transportation connections; and
  - Improve facilities for pedestrians and cyclists
In an effort to shift traffic from Cleveland’s Innerbelt Bridge, ODOT identified a concept to provide a better transportation connection between I-490 and University Circle. Early studies led to the decision to examine the construction of a boulevard connecting these two areas.

While numerous alternatives were evaluated, there were two main concepts:

- Improving existing streets
- Constructing new roadways
PREFERRED ALTERNATIVE
PREFERRED ALTERNATIVE

East 105th Street cross section (Looking North)
Based on 2010 census data, the vast majority of the project area exhibited a high percentage of low income residents, ranging from 26.5% near the northern end of the project area (University Circle) to 65% in other areas.

Also based on 2010 census data, the majority of the project area exhibited a high percentage of minority populations, ranging from 47.2% near the northern end of the project area (University Circle) to nearly 100% in other areas.

Furthermore, approximately 40% of occupied housing units in the study area were zero automobile households, highlighting the importance of public transit access and well as pedestrian/bicycle facilities.
ENVIRONMENTAL JUSTICE POPULATIONS

[Map of a city showing various neighborhoods and transit lines with labels and codes indicating different areas and routes.]
ENVIRONMENTAL JUSTICE IMPACTS

- ODOT determined that any project in the study area would mostly affect low-income and minority populations and made efforts to avoid and/or minimize impacts to residences, businesses, and community facilities.

- However, due to the project area’s socioeconomic characteristics, there was no feasible alternative which would address both the identified transportation needs and avoid impacts to low-income and minority populations.

- Despite expected benefits, low-income and minority populations would be affected more than other populations by the project. Therefore, the project was found to have a disproportionately high and adverse effect on environmental justice populations.
ENVIRONMENTAL JUSTICE IMPACTS

EJ impact analysis determined that there would be a negative impact due to displacement of existing homes, commercial businesses, and one faith-based organization.

- **Residential Relocations:**
  - 64 buildings/76 units

- **Commercial Business Relocations:**
  - 25 buildings/16 occupants

- **Church Relocations:**
  - 1 building

Traffic noise is expected to increase as a result of the project as well.
Expected benefits of the project for low-income and minority populations included:

- Improved access to the interstate system and a major employment center (University Circle)
- Increased mobility and local access for all transportation system users
- Increased pedestrian and bicycle access, connectivity, and safety
- Potential for increased local employment opportunities resulting from planned complementary development as part of the City of Cleveland’s revitalization strategy
- Potential for enhanced community cohesion through complementary infill development and redevelopment
Expected benefits of the project for low-income and minority populations included (continued):

- Improved visual environment
  - Lighting; grass/tree lawns; landscaped median with stormwater treatment; aesthetic treatment on retaining walls and bridges
- Improved safety:
  - Upgrades to existing local streets at proposed intersections; dedicated bicycle and pedestrian facilities; improved congestion

However, despite these anticipated benefits, the project would still disproportionately adversely affect low-income and minority populations...
IN VOLVING THE PUBLIC

- ODOT and the City of Cleveland used a context sensitive solution approach to proactively engage study area residents and business owners to provide input into design of the project.

- Worked with stakeholders to engage low-income and minority neighborhoods.

- Ensured environmental documents were written in a reader-friendly style... this helped in the public’s understanding of the project.
INVOLVING THE PUBLIC
INVOLVING THE PUBLIC

ODOT and the City of Cleveland used multiple outreach methods including:
- Fliers posted a churches, community centers and recreational centers;
- Written and verbal surveys;
- Questionnaires;
- Map and design exercises;
- One-on-one meetings;
- Email blasts, media advisories, direct mailings, project website, newspaper advertisements, and press releases.
- Project team also interviewed residents and workers to understand the role of local businesses in each neighborhood.
The study team actively monitored PI and made changes when necessary to make sure the communities were being kept up-to-date and given chances to offer meaningful input. As a result refinements to PI included:

- Font size increased to improve readability
- Reader-friendly newsletters
- U.S. Postal Service data used to reach more people including both property owners and tenants
- Stamps made available at meeting so comments could be mailed
INVOLVING THE PUBLIC

- Meetings held during the day to reduce security concerns, serve older adult populations, and small business owners.
- Public meetings were held during the daytime and in the evening to reach more people.
- Meetings were held in neutral locations within each neighborhood.
- Meeting sites located as close as possible to residents and businesses.
The City of Cleveland held a business coordination meeting to provide an opportunity for local businesses to learn about the project. Individual meetings were also held with several local businesses.

Neighborhood coordination meetings were held in each of the five neighborhoods to share information and give residents the opportunity to ask questions. These meetings also allowed the study team an opportunity to develop a better understanding of the community and their needs.

City of Cleveland was instrumental in the stakeholder meetings and keeping everyone in the project area informed.
# INVOLVING THE PUBLIC

## AASHTO CoP Webinar – Environmental Justice  November 17, 2017

### ROADSIDE Elements

**Instructions:**
- Select the appropriate level of investment, ranking each functional or amenity element below.
- Place your RFP & the Priority Column in your top 3 investment choice.

#### Functional elements:

1. Wayfinding Signage
   - Pedestrian Orientation
   - Neighborhood Directories

2. Ornamental Pedestrian & Access Lighting
   - LED
   - Standard Metal Housing

3. Enhanced Sidewalks
   - Colored Concrete
   - Brick Paver

4. Enhanced Crosswalks
   - Colored Paint
   - Colored Concrete

#### Amenity elements:

1. Dedicated Bike Lane
   - On-Street Bike Lane

2. Multi-Use Path/Trail
   - Off-Street Bike Lane
   - Multi-Purpose Path

3. Streetcape Planters
   - Permanent Planter
   - Movable Planter

4. Pedestrian Amenity
   - Bike Racks
   - Bus Shelter
   - benches

### LEVEL OF INVESTMENT:

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<th>Not Appropriate</th>
<th>Somewhat Appropriate</th>
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**ADDITIONAL comments:**
- Please provide additional comments concerning roadside elements in the space below.
MITIGATION MEASURES

As a result of Environmental Justice impact analysis and public input, ODOT and the City of Cleveland committed to the following measures to mitigate adverse impacts:

- Construction of two pedestrian/bike bridges:
  - One near the southern end of the project and one approximately in the middle

- Contribution of $500,000 toward the planned expansion of the Kenneth L. Johnson (Woodland) Recreation Center, considered an important facility to the community.
MITIGATION MEASURES
MITIGATION MEASURES

- Noise walls in locations that meet the criteria, if desired by the public.

- New entrance into the St. Hyacinth neighborhood:
  - Construct enhancements along Maurice and Bellford avenues including street trees, sidewalk/pavement repairs/improvements. Ongoing coordination with project stakeholders during final design.

- Enhanced bus shelters in areas where existing bus lines will cross the new boulevard.
  - Coordination with local Transit Authority during final design to identify specific locations and design of shelters.
**MITIGATION MEASURES**

- Provided enhanced aesthetics into the overall design.

- Included increased lighting for safety and appropriate use of landscaping and park benches.

- Provide a minimum of $500,000 for on-the-job training that will target training opportunities for individuals in the immediate vicinity of the project.
  - Federal-aid transportation funds will not be used
  - Construction jobs related to the project
MITIGATION MEASURES

- **Voluntary residential relocation program**
  - Allow some residents whose homes are not directly impacted to be eligible for relocation assistance.
  - Offered assistance and benefits that match those provided to the required relocations.
  - Federal-aid transportation funding will not be used.

- **Voluntary and Required relocations:**
  - Replacement housing will have similar access to public transit
  - Relocate residents within the same neighborhood, if desired
OUTCOMES...

- Project received very positive reviews through the NEPA process by the community.
- ODOT continues to work closely with the City and the communities.
- Once section is completed, one is currently under construction and the final section will move into construction in 2018.
QUESTIONS

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MEANINGFUL COMMUNITY ENGAGEMENT WEBINAR: NATIVE HAWAIIAN SELF-GOVERNANCE PROJECT

NOVEMBER 17, 2017
Poll Question

Have you ever gone through a local leader for your community engagement meetings?

• Yes
• No
• Unsure
Understanding Community

- Learn about community history and culture
- Develop outreach strategies and tools that are culturally and socially sensitive
- Identify trusted community leader and gatekeeper
- Collaborate with other community connected agencies
- Identify culturally appropriate location of meetings
- Identify preferred mode of communication
- Spend time in community. Build relationships with community members.
Prepare, Prepare, Prepare & then Adapt!

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<th>Before the meeting</th>
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<td>□ Study the community/history</td>
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<td>□ Prepare appropriate materials (cultural and meeting space)</td>
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<td>□ Identify questions and goals</td>
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<th>At the meeting</th>
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<td>□ Facilitate, listen and repeat back</td>
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<td>□ Be flexible with time</td>
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<td>□ Discuss follow-up activities</td>
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<td>□ Thank you(s)</td>
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Major Take-Aways

- Debrief after each meeting and adjust for future meetings
- Each community is unique
- Identify and rely on local contacts/leaders
- Follow-up with community and/or other agencies
Questions?

Contact at
Irene Kawanabe
303-856-1414
irene.kawanabe@ncsl.org
Open Discussion/Q&A

• Start with any questions for the presenters
  • Please use the question box at the bottom of the webinar toolbar

• Move to open discussion
  • Please either use the question box, or raise your hand if you would like to be unmuted to discuss your question/comment

What works well for your agency in terms of engaging environmental justice populations in meaningful engagements?

Peer Exchange Responses:
• Multiple open houses
• Using videos
• One-on-one gatherings with 15-20 people
• Learning about communities and their histories and cultures
• Guided outreach
• Showing respect for others
• Going through the community’s locally elected leader (e.g. Alderman, City Councilor, County Commissioner, etc.)
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Center for Environmental Excellence

Visit our Website:
http://www.environment.transportation.org

Use our resources:
✓ Weekly Website Updates
✓ Broadcast Emails
✓ Practitioner's Handbooks
✓ Communities of Practice
✓ Peer Exchanges

Please contact: Samantha Hoilett at shoilett@aashto.org with any questions.