

Center for Environmental Excellence

“Meaningful Community Engagement”

Environmental Justice Community of
Practice

November 17th, 2017



Center for Environmental Excellence by AASHTO

One Stop Source of Environmental Information for Transportation Professionals

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 Trecuzzi, Ohio DOT
- Native Hawaiian Self-Governance Project: Irene Kawanabe, NCSL
- Q&A and Open Discussion



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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](http://environment.transportation.org) > Products and Programs > Communities of Practice Forums > EJ CoP
 - Or: <http://bit.ly/cee-ej-cop>

Poll Question

What is your affiliation?

- State DOT
- MPO/TPO/RPO
- Federal Govt
- Academic/Consultant
- Other

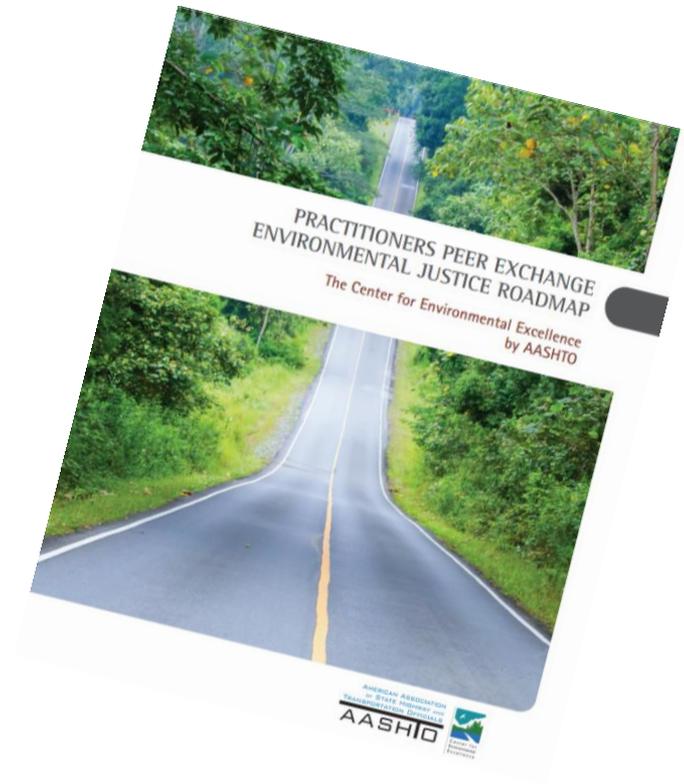
Environmental Justice Roadmap: Lessons learned from last discussions

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



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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.



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.)
- 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



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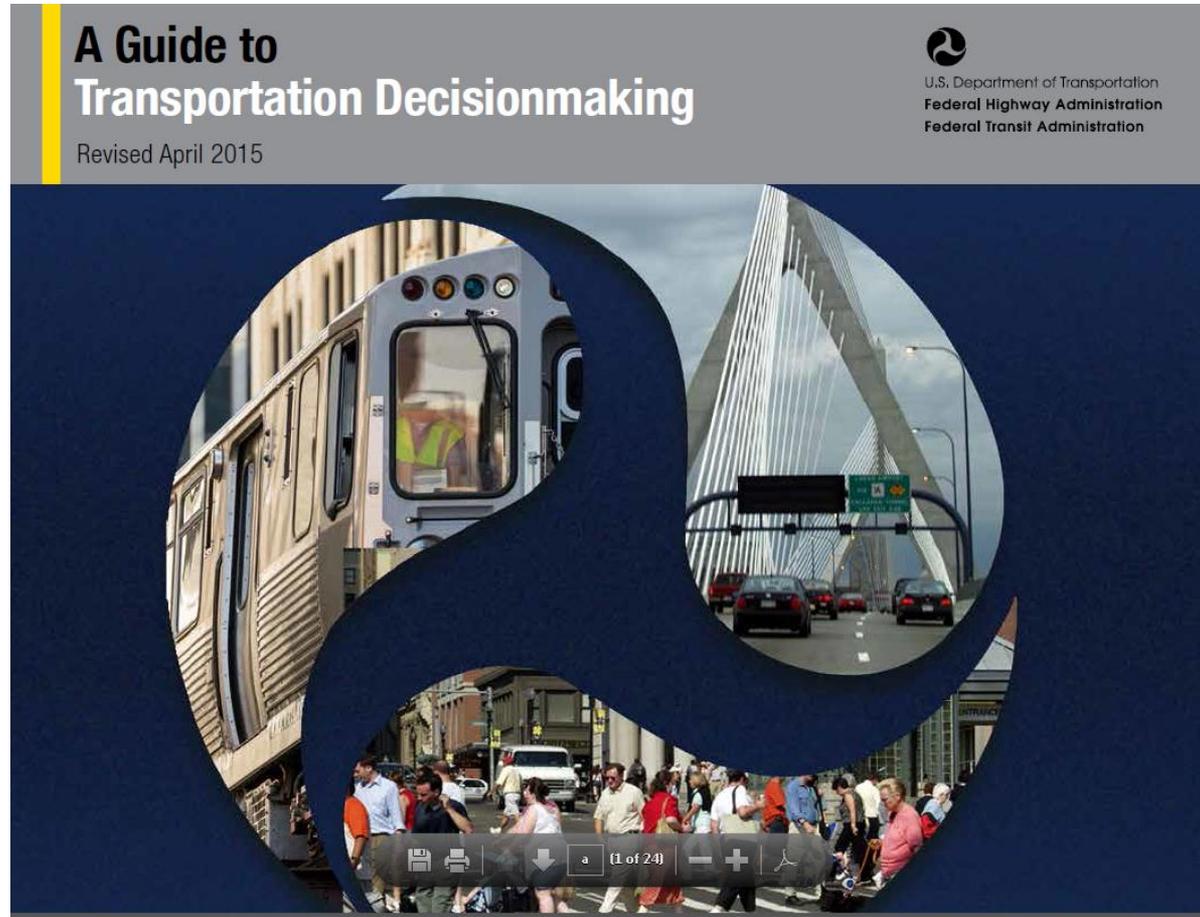
One Stop Source of Environmental Information for Transportation Professionals

Federal Highway Administration Public Involvement Resources

AASHTO Center for Environmental Excellence
Environmental Justice Community of Practice
November 17, 2017



A Guide to Transportation Decisionmaking



<https://www.planning.dot.gov/documents/GuidetoTransportationDecisionmaking.pdf>

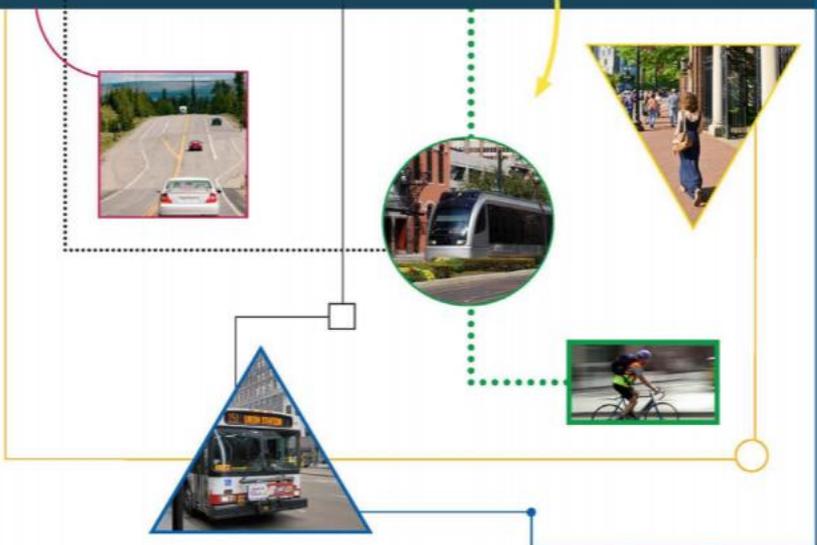
The Transportation Planning Process Briefing Book

The Transportation Planning Process
Briefing Book



Key Issues for
Transportation Decisionmakers,
Officials, and Staff

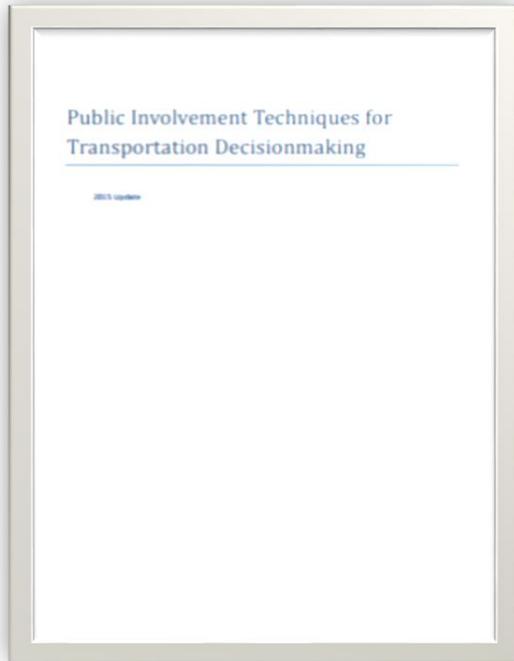
A Publication of the Transportation Planning Capacity Building Program
Federal Highway Administration
Federal Transit Administration



https://www.fhwa.dot.gov/planning/publications/briefing_book/index.cfm



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

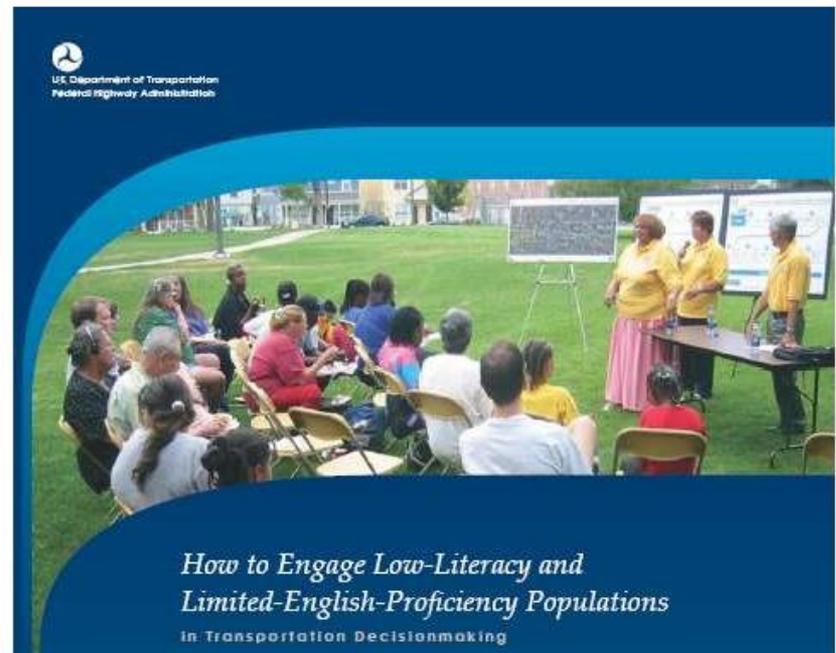
- Establishing Places for the Public to Interact

https://www.fhwa.dot.gov/planning/public_involvement/publications/pi_techniques/fhwa_hep15044.pdf

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

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

https://www.fhwa.dot.gov/planning/public_involvement/reference_tool/

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



PlanWorks



- Home
- Decision Guide
- Assessments
- User Portals
- Applications
- Library
- Glossary

Decision Guide

-  Long Range Transportation Planning
-  Programming
-  Corridor Planning
-  Environmental Review/NEPA Merged with Permitting

Applications



How do I get started?

Please answer a few questions to help us guide you to the information most applicable to your needs.

Go »



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/>

Contacts

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Public Involvement In All You Do

Amy Luft

Communication Coordinator
Community Planning Association of Southwest Idaho



COMPASS

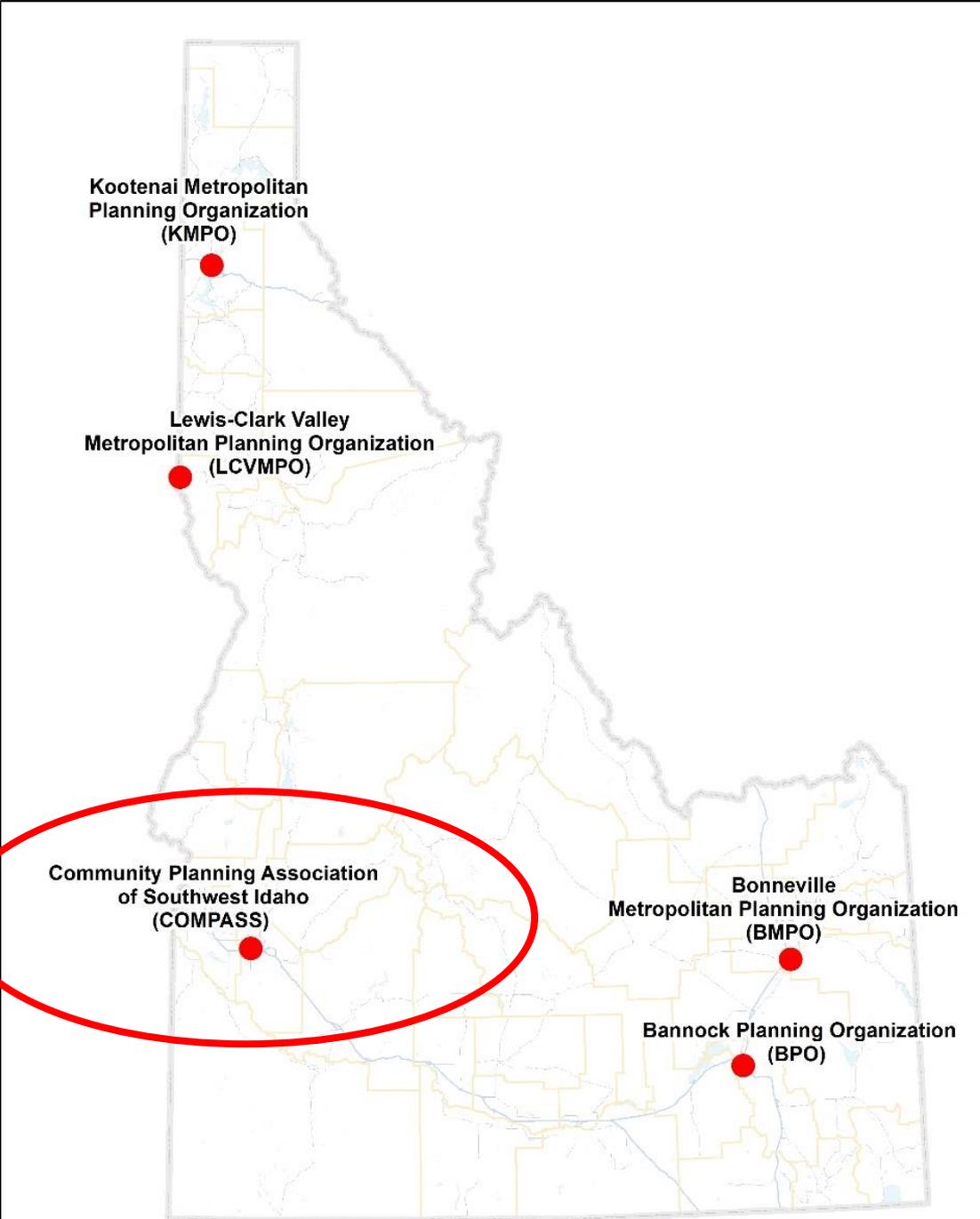
COMMUNITY PLANNING ASSOCIATION

of Southwest Idaho

Poll Question

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%



**Kootenai Metropolitan
Planning Organization
(KMPO)**

**Lewis-Clark Valley
Metropolitan Planning Organization
(LCVMPO)**

**Community Planning Association
of Southwest Idaho
(COMPASS)**

**Bonneville
Metropolitan Planning Organization
(BMPO)**

**Bannock Planning Organization
(BPO)**

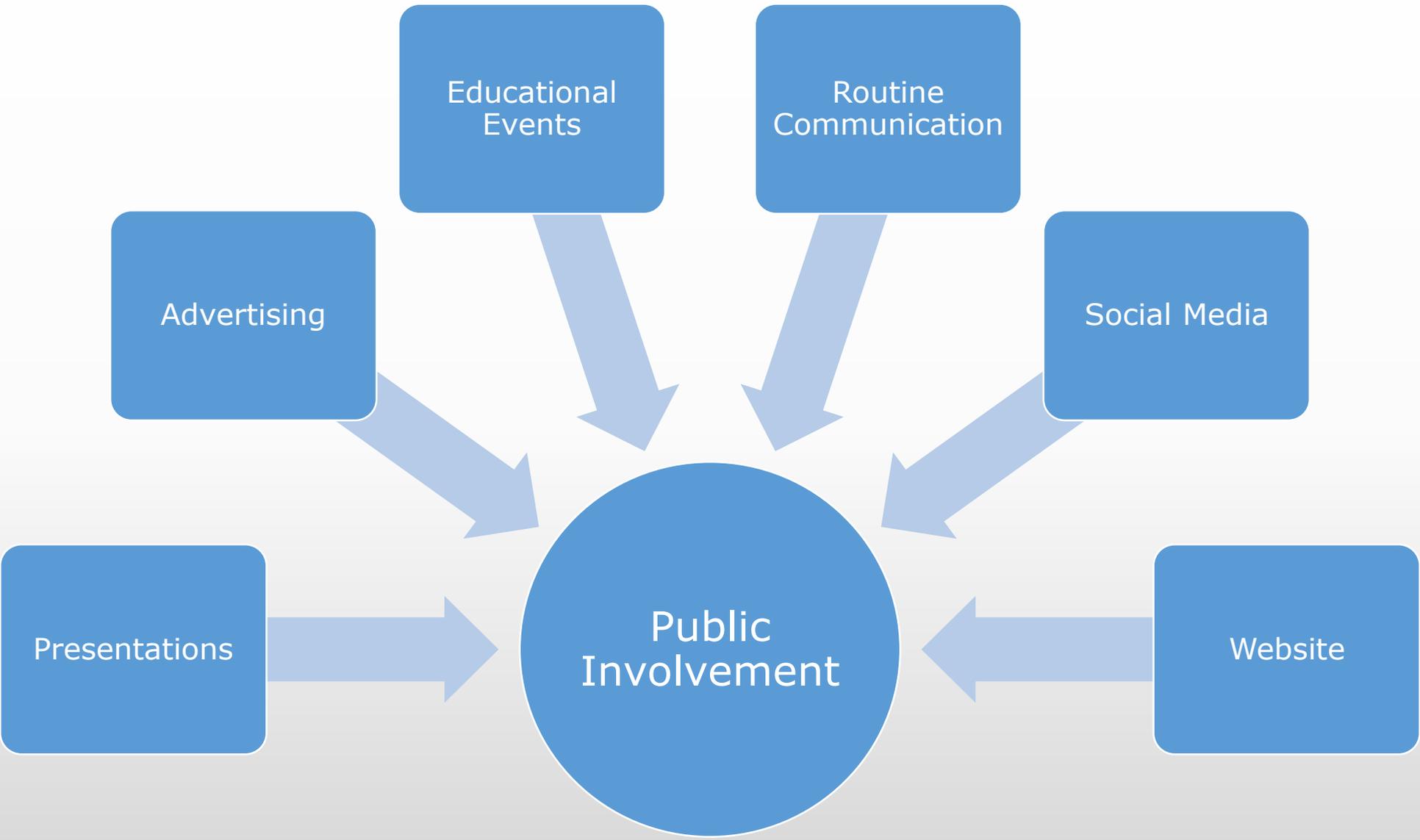


The problem...

- 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









COMPASS

COMMUNITY PLANNING ASSOCIATION

of Southwest Idaho

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



Amy Luft

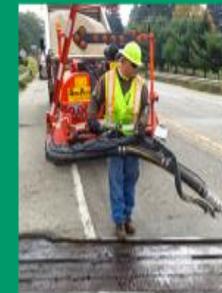
Communication Coordinator

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OPPORTUNITY CORRIDOR • NOVEMBER 17, 2017



OHIO DEPARTMENT OF
TRANSPORTATION

THE CLEVELAND OPPORTUNITY CORRIDOR PROJECT: MITIGATING IMPACTS AND PROVIDING OPPORTUNITIES FOR THE FUTURE

Erica Schneider & Veronica Trecuzzi
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?

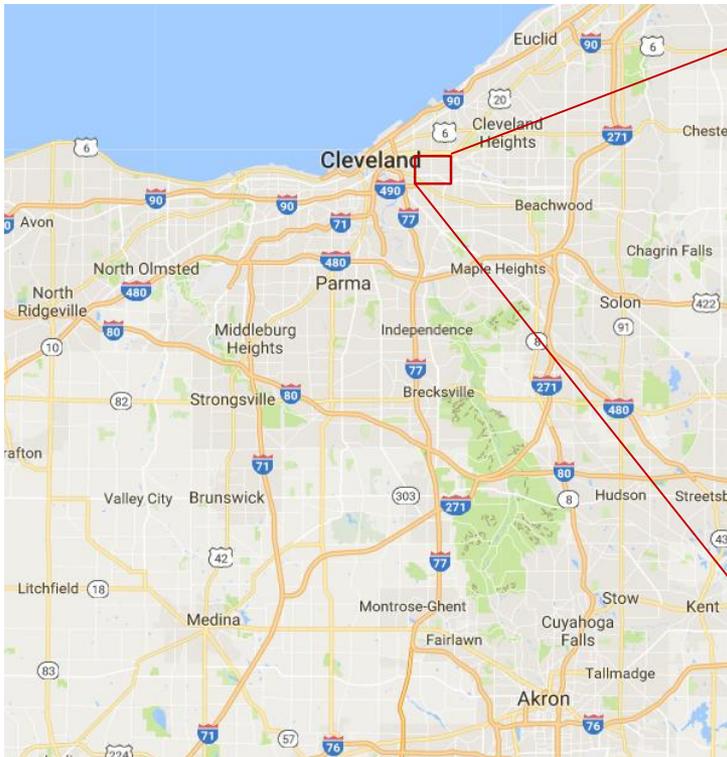
- Yes
- No
- Unsure

PROJECT DESCRIPTION

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



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

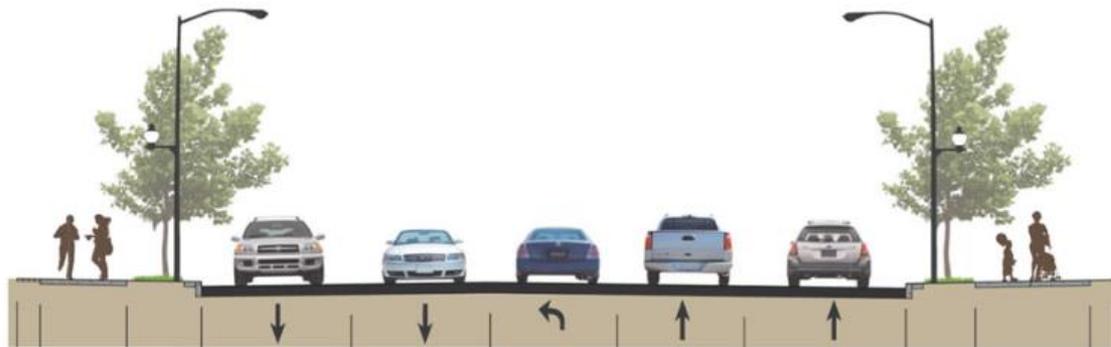
ALTERNATIVES

- 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

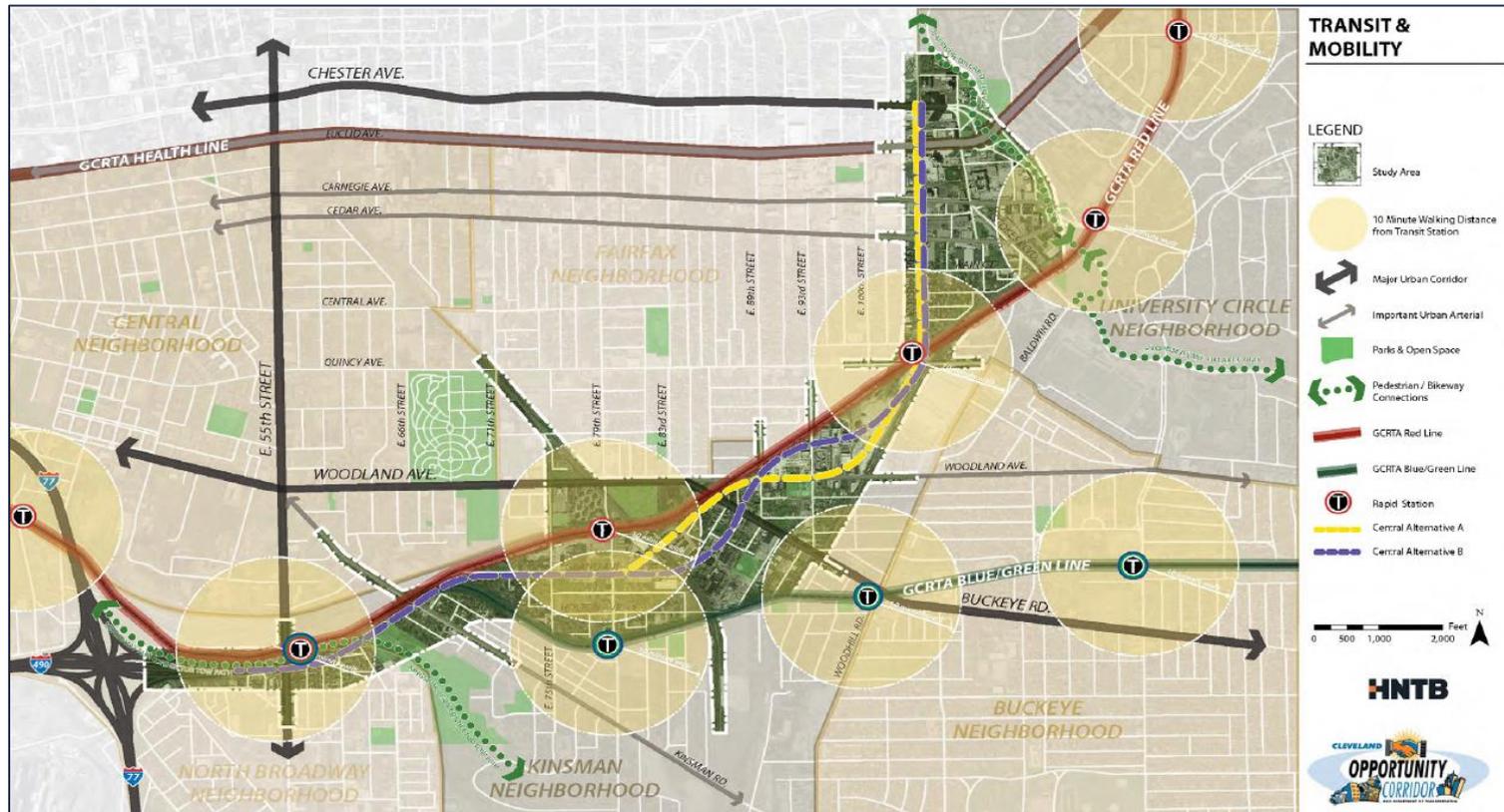


East 105th Street cross section (Looking North)

ENVIRONMENTAL JUSTICE POPULATIONS

- 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



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.

BENEFITS FOR ENVIRONMENTAL JUSTICE POPULATIONS

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

BENEFITS FOR ENVIRONMENTAL JUSTICE POPULATIONS

Expected benefits of the project for low-income and minority populations included (continued):

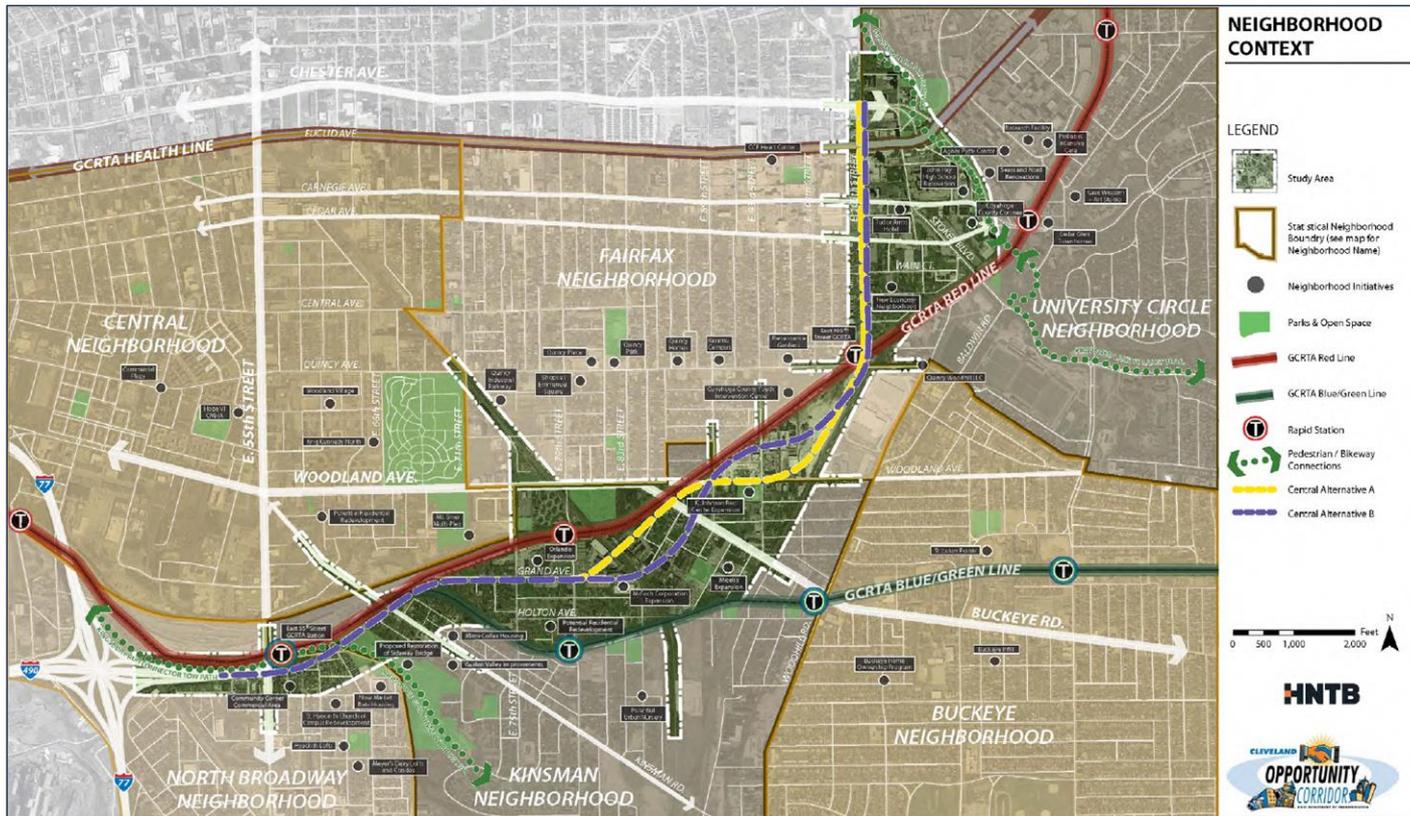
- Improved visual environment
 - Lighting; grass/tree lawns; landscaped median with stormwater treatment; aesthetic treatment on retaining walls and bridges
- Improved safety:
 - Upgrades to existing local streets at proposed intersections; dedicated bicycle and pedestrian facilities; improved congestion

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

INVOLVING 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 at 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.

INVOLVING THE PUBLIC

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.

INVOLVING THE PUBLIC

- 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



ROADSIDE Elements

advancing context sensitive design solutions



Instructions:

- Place a YELLOW DOT in the Level of Investment Column, ranking each Element Category below.
- Place a RED DOT in the Priority Column for your Top 2 Investment Choices.

	LEVEL OF INVESTMENT:					PRIORITY
	Not Appropriate	Somewhat Appropriate	Neutral	Appropriate	Very Appropriate	
FUNCTIONAL elements:  <p>1. Wayfinding Signage Example: • Pedestrian Orientation • Neighborhood Districts</p>						
 <p>2. Ornamental Pedestrian & Accent Lighting Example: • LED • Standard Metal Halide</p>						
 <p>3. Enhanced Sidewalks Example: • Colored Concrete • Brick Paver</p>						
 <p>4. Enhanced Crosswalks Example: • Brick Paver • Colored Concrete</p>						
AMENITY elements:  <p>1. Dedicated Bike Lane Example: • On-Street Bike Lane</p>						
 <p>2. Multi-Use Path / Trails Example: • Off-Street Bike Lane • Shared Path</p>						
 <p>3. Streetscape Planters Example: • Permanent Planter • Movable Planter</p>						
 <p>4. Pedestrian Amenities Example: • Site Furniture • Bus Shelters • Litter receptacles</p>						

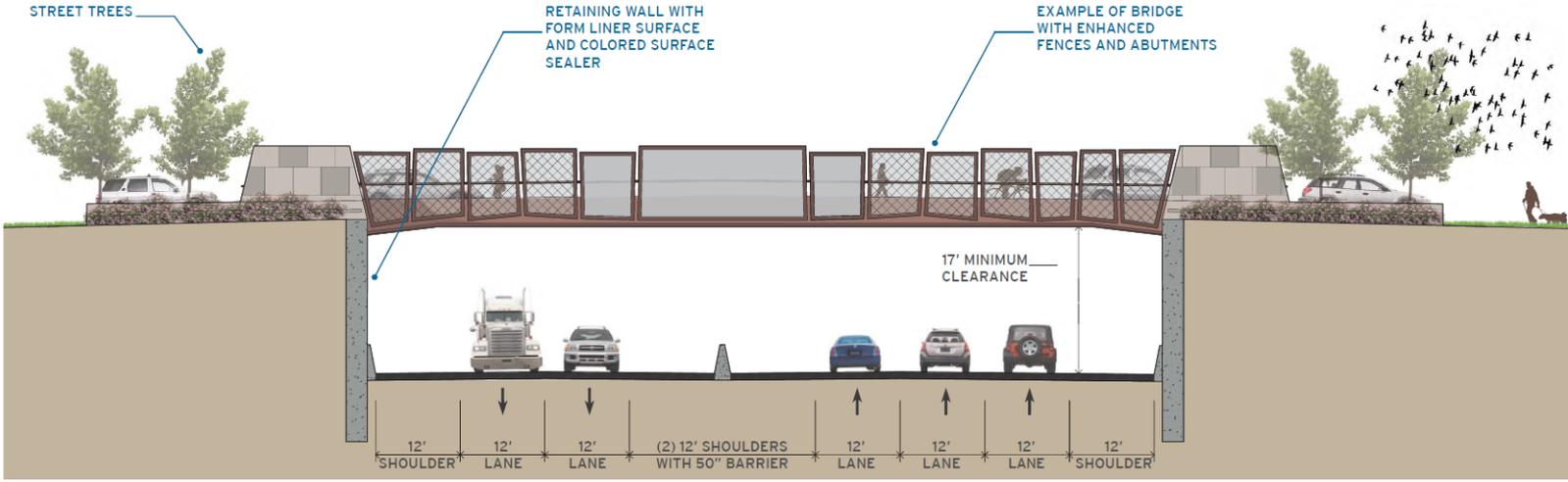
ADDITIONAL comments:
 Please provide additional comments concerning roadside elements in the space below.

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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The Forum for America's Ideas

MEANINGFUL COMMUNITY ENGAGEMENT WEBINAR: NATIVE HAWAIIAN SELF-GOVERNANCE PROJECT

NOVEMBER 17, 2017



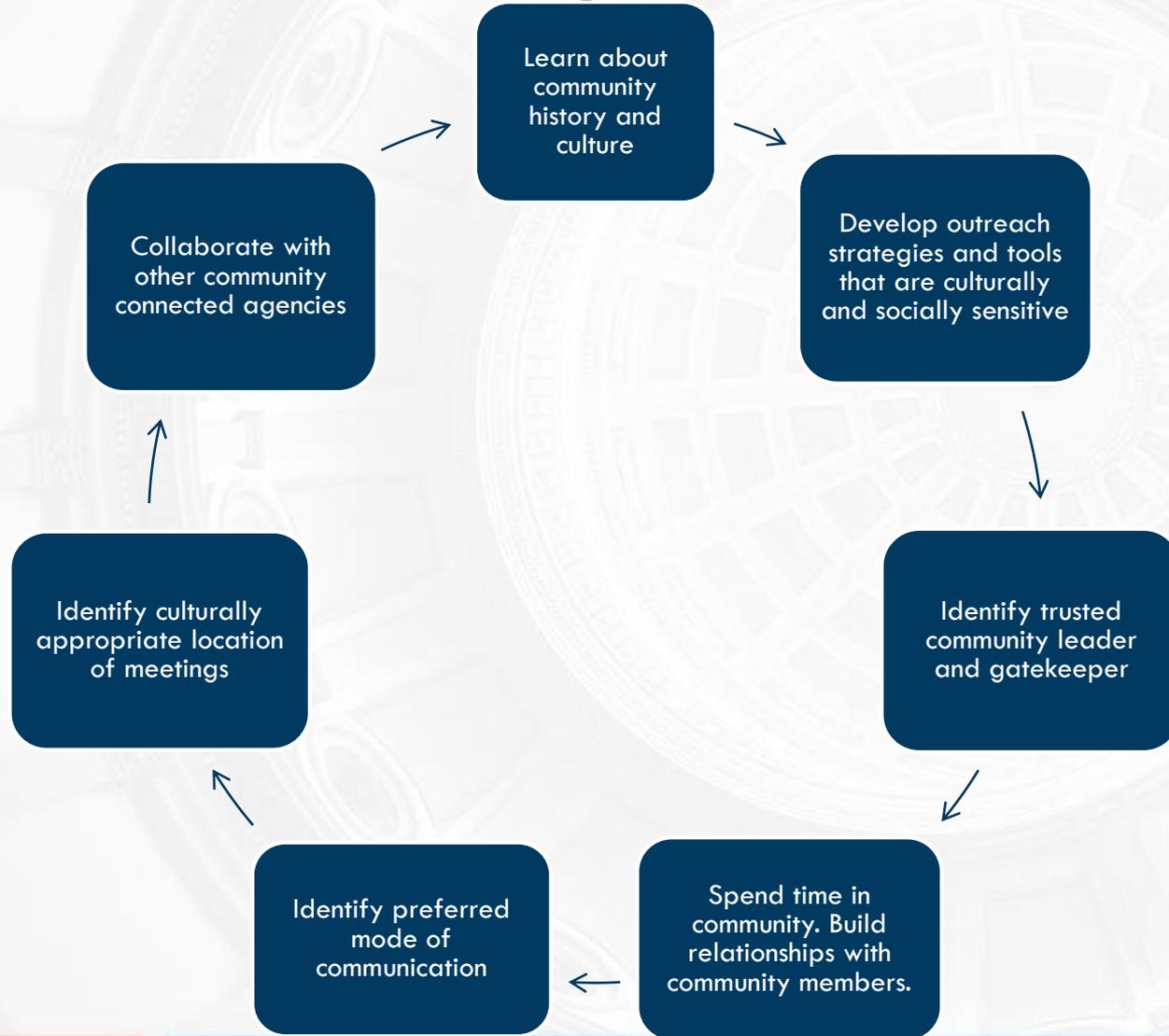
NATIONAL CONFERENCE *of* STATE LEGISLATURES

Poll Question

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

- Yes
- No
- Unsure

Understanding Community



Prepare, Prepare, Prepare & then Adapt!

Before the meeting

- Study the community/history
- Prepare appropriate materials (cultural and meeting space)
- Identify questions and goals

At the meeting

- Facilitate, listen and repeat back
- Be flexible with time
- Discuss follow-up activities
- Thank you(s)



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?

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Use our resources:

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- ✓ Broadcast Emails
- ✓ Practitioner's Handbooks
- ✓ Communities of Practice
- ✓ Peer Exchanges



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