# ADVANCING MOBILITY WITH INCLUSIVE PLANNING

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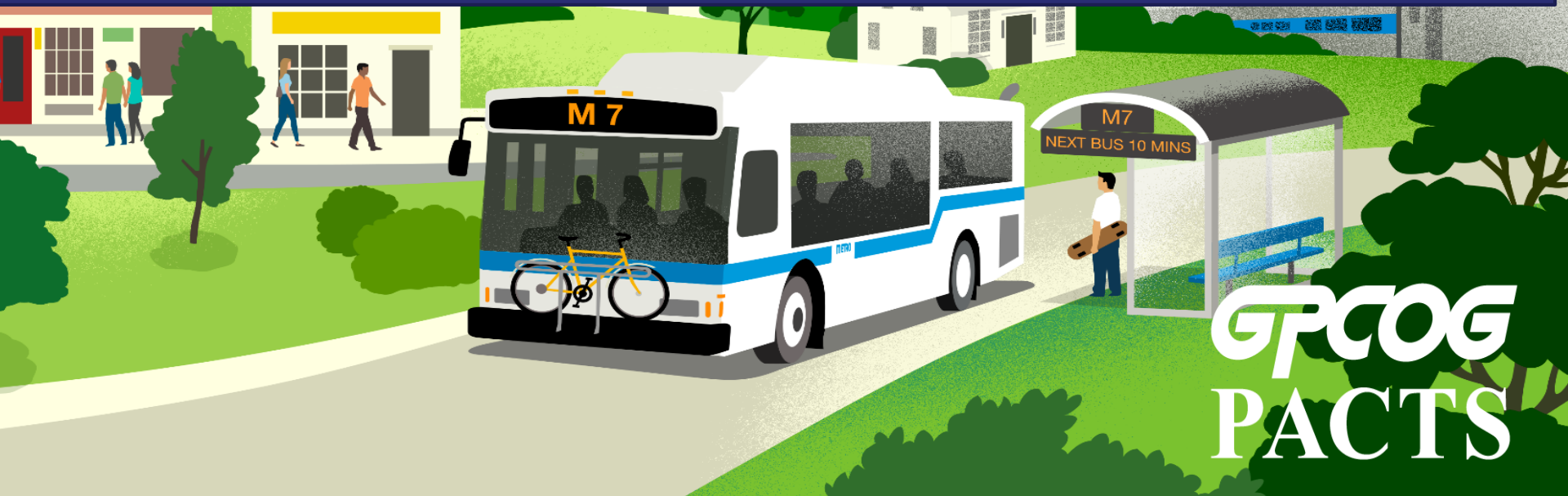


# GREATER PORTLAND COUNCIL OF GOVERNMENTS IS:

- The regional planning council for 25 cities and towns in Southern Maine.
- Home to the region's federally-mandated metropolitan planning organization (MPO)
- A regional convener and catalyst, working for sustainable prosperity.

# INCLUSIVE TRANSPORTATION PLANNING AT GPCOG

**Focused on systemic approaches to** actively and consistently **include older adults, people with disabilities, and people of color in** the transportation **planning and decision-making** process.

# INCLUSIVE TRANSPORTATION PLANNING PROJECT

Steering Committee included19 older adults & people w/ disabilities

Focus groups, survey, and workshops engaged over 400 stakeholders

Resulted in Framework for a “ready-to-launch” solution – Shopper Links pilot

# SHOPPER LINKS PILOT

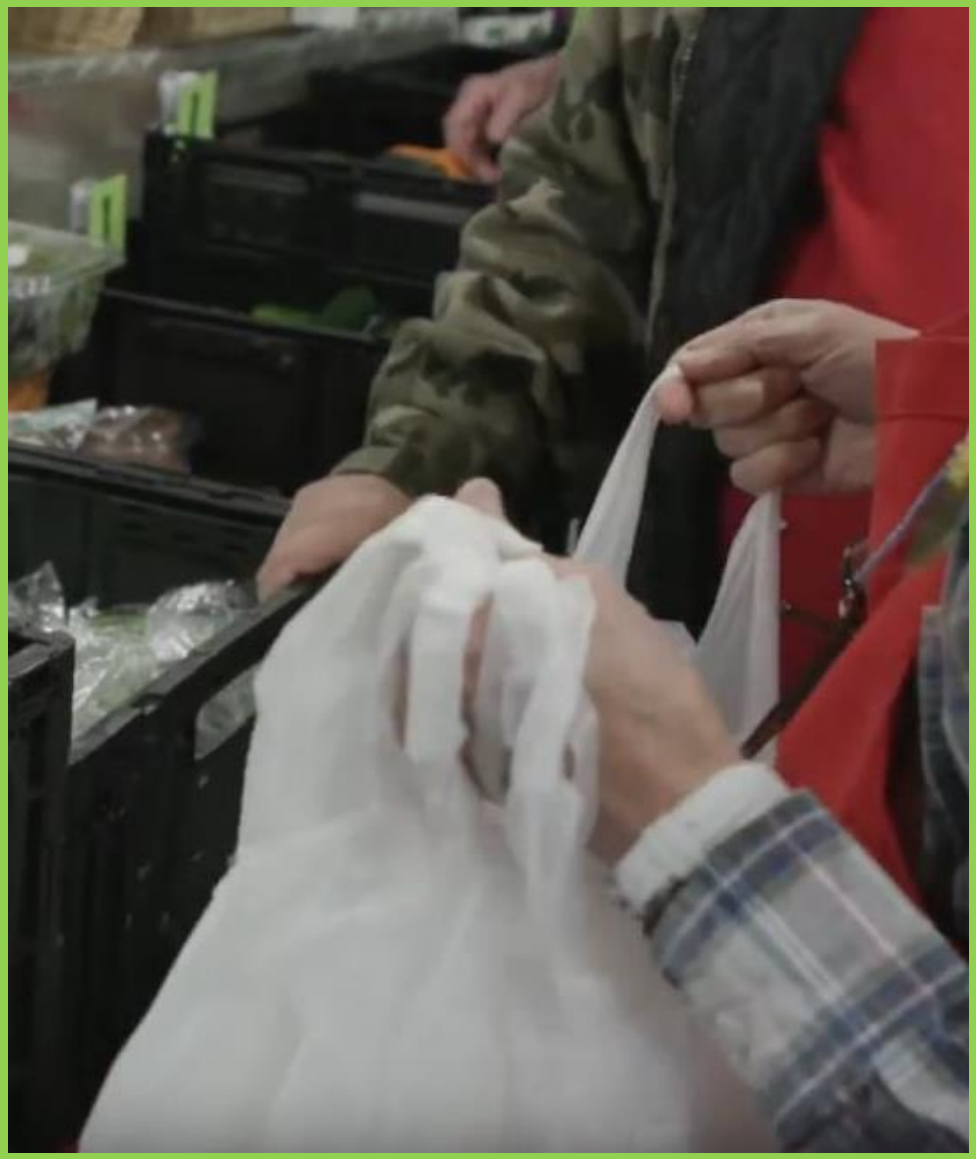
*"Groceries are essential."*

*"I have to do without food and be very low on food because of this issue."*

*"Carrying groceries on a bus is limited to what a person can carry."*

*"Have a van or bus that takes residents to grocery stores once a week."*

# SHOPPER LINKS PILOT

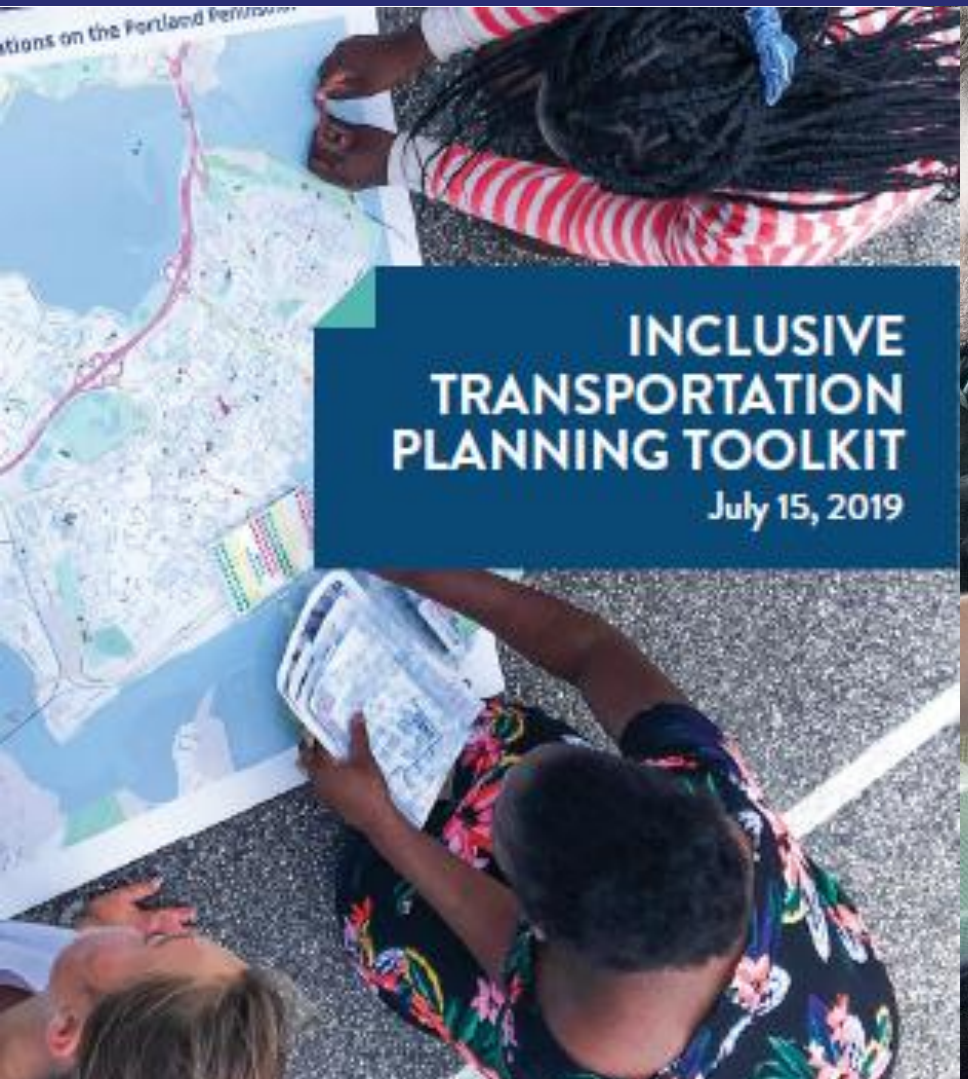


Tested two ways to provide rides to food outlets for older adults and people with disabilities who live in South Portland, Maine

# SHOPPER LINKS PILOT – LESSONS LEARNED

- **More time is needed since behavior change is slow**
- **Promotion is best through word-of-mouth and trusted sources**
- **Outreach materials and the process to register, should be short and simple**
- **On-demand rides can be intimidating – even when accessed by phone**
- **Flexible scheduling is critical**

# TOOLS FOR INCLUSIVE TRANSPORTATION PLANNING



# ADVANCING INCLUSIVE DECISION-MAKING

# REFLECTIONS ON INCLUSIVE PLANNING

- Cultivate a shared understanding of equity
- Stay open to constant feedback and adjust
- Adopt universal design
- Build multi-sector partnerships to invite multiple perspectives and help leverage funding
- For planning agencies … Build inclusive planning into every project