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 included 19 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
“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.”
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

COMMUNITY TRANSPORTATION LEADERS

INCLUSIVE TRANSPORTATION PLANNING TOOLKIT
July 15, 2019
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