



Transportation Diversity, Equity and Inclusion Lunch and Learn Webinar Series

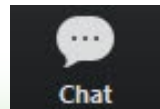
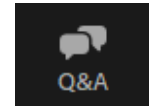
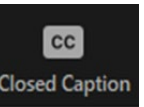
September 20, 2023

12:30-1:15 pm ET



Instructions for Zoom Webinar Participation

- All participants are muted.
- The session is being recorded. All materials including the recording will be put on the [NADTC](#) website.
- Closed captioning is available. You can turn captioning/subtitles on or off by clicking on the cc button.
- Please put your questions in the Q & A button.
- Chat is open and can be used for general comments, or technical assistance.



MISSION: To promote the availability of accessible transportation options that serve the needs of **Older Adults, People with Disabilities, Caregivers and Communities.**

MAJOR OBJECTIVES:

- Person-centered technical assistance and information
- Training
- Communication and Outreach
- Coordination and partnership
- Investment in community solutions

USAging



Photo Credit: Metrolina Association for the Blind, Charlotte, NC

Why a Transportation Diversity, Equity and Inclusion Initiative?

- 2017 NADTC poll findings that African Americans, Hispanic Americans and whites differ in the ways they use transportation.
- Historical and current inequities resulting in disparities in service availability and accessibility.
- By 2050, the U.S. will be a minority majority nation.



NADTC's Transportation Diversity, Equity and Inclusion Initiative

- National Survey
- Focus Groups
- Regional Meetings
- Lunch & Learn Webinar Series
- National Symposium



Today's Presenter



Kiana Parker, Community Member and Consultant who has worked with multiple transportation agencies in the Puget Sound region. Kiana's areas of focus include transportation equity, accessibility, multimodal integration and preventing the displacement of Black and brown communities. Kiana now works as a Planner for the Seattle Department of Transportation in Public Space Management.

Facilitated Discussion/Q&A

Effective Approaches to Outreach and Engagement

It Doesn't Have to be Transactional

Introduction



Effective outreach and community engagement strategies are at the core of creating transportation solutions that increase equity, effectively serve the community, and hopefully, make people's lives better.



Unfortunately for many transportation organizations, reaching the right community stakeholders isn't always easy. There are a diversity of voices that need to be heard.

Questions to Consider

- What is/are the key questions at the center of your engagement efforts?
- Who are you trying to reach? Have a clear understanding of why you need to talk to them and be willing to share that.
- Why me? It's a simple question you will want to be able to answer.
- Not all transportation projects are the same, so spend some time discussing how big of an ask are you making? What is the extent of the community involvement you seek?



Factors that Diminish Engagement



Lack of trust

Outreach practitioners who do not live among the communities they serve

The inability to empathize or identify a shared experience

Using communities solely as a means to extract information

Absence of communication with community stakeholders especially once a project is complete

When people put in considerable time and effort and don't see or feel the benefits




Reaching Diverse Populations

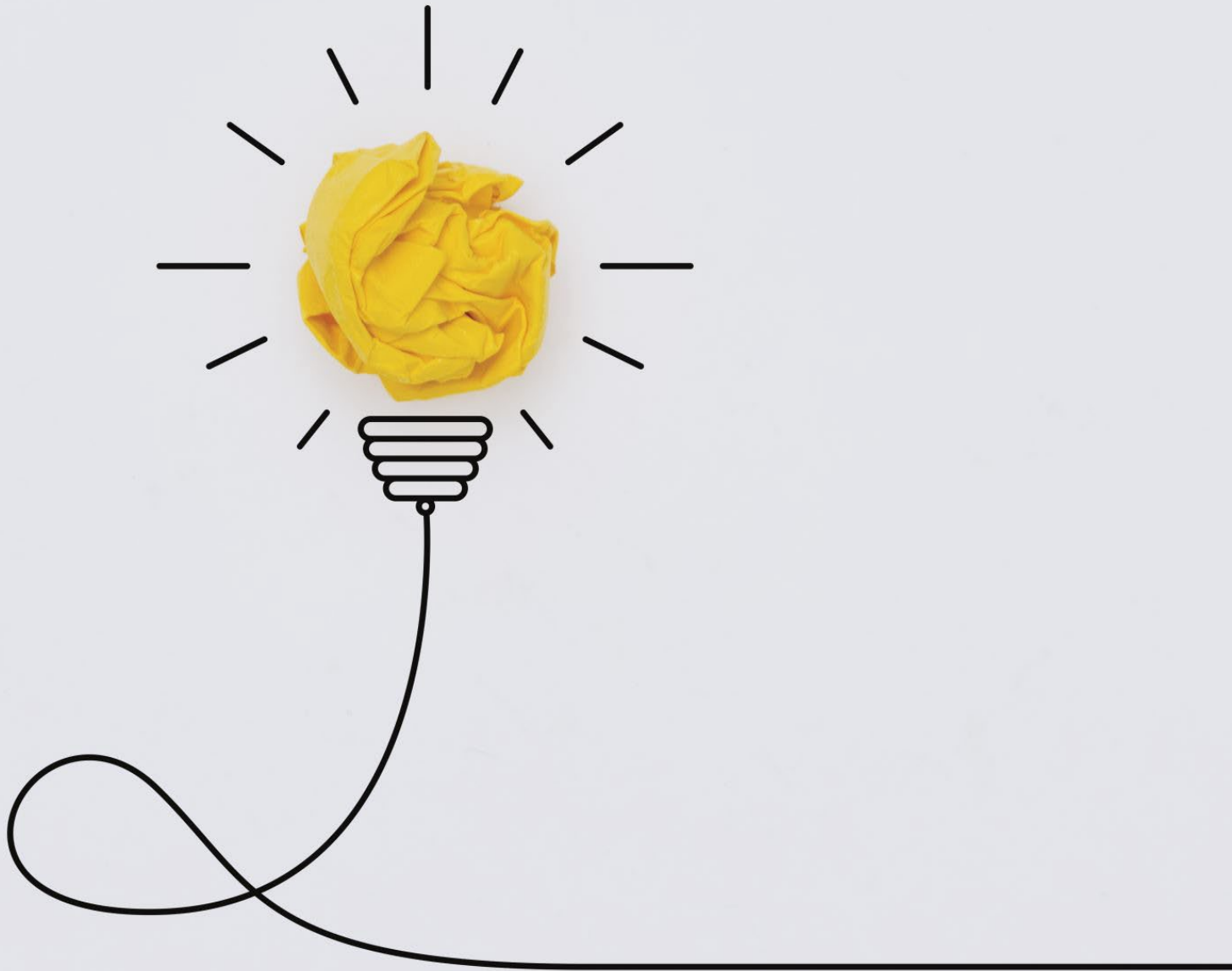
The Advantages of Community-Based Organizations

Cater to a specific demographic

Are better connected to transit organizations and their services

Transit agencies have a history of working with specific ones (I call this the list of usual suspects)





Grow your Knowledge before making your ask

- Build your street cred before asking people to get involved in the work that you are doing.
- Spend time with people you want to engage with. Take a genuine interest in their experiences. This builds trust.
- Ride the bus. The front of busses is where older adults and people with disabilities generally like to sit. Offering a seat is a great way to start a conversation.

- Broad-stroke language doesn't always help people feel seen.

Many communities of color rely on word of mouth to get information

People watching is a great way to gather information

Find the influencers

Be creative in your thinking

People want attention





Diversify your workforce



Who is doing the asking?



Look at your position descriptions



What does it mean to be “qualified”
to do this work?



Are there ways to lower barriers for
people whom you know can help you
do this work?

Discussion



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