

Equitable Engagement in Transportation

Moving from traditional outreach
to meaningful participation

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Presented by:



Meet the Presenters



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Start With the Right Question

What does equitable engagement look like in practice?

Not more meetings. Better understanding of who needs to participate, what stands in their way, and how the process can adapt.



Participation is shaped by Real Barriers

Equity begins by understanding why people may not be able or willing to participate



Trust and past experience



Accessibility



Work and family schedules



Unclear connection between input and
decisions



Language and culture

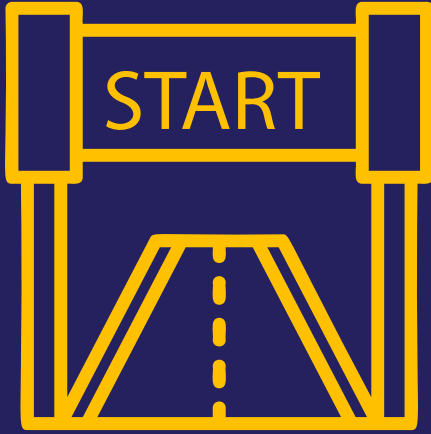


Technology and digital access



Location and transportation

Change the Starting Point



Traditional starting point:

“How do we get people to our meeting?”



Equitable starting point:

“Who needs to be part of the conversation, and what may prevent them from participating?”

Look beyond the usual participants

- Residents and businesses directly affected by the project
- Transit riders and transportation users
- Historically underserved communities and limited English proficiency populations
- People with disabilities, seniors, youth, and people working nontraditional hours
- Community organizations, institutions, employers, and trusted local leaders
- People who do not typically participate in formal public processes



The Public Meeting is one Tool, Not the Strategy



- Pop-up engagement
- Small-group conversations
- Trusted community partners
- Neighborhood-based outreach
- Walking tours and site visits
- Business and resident outreach
- Digital and non-digital options
- Language access
- Accessible formats
- Phone, email, and online feedback

Meet people where they are, not simply where the project team is most comfortable engaging them.

Create More Than One Path to Participation

Create realistic opportunities to participate across different schedules, abilities, and circumstances.



Scheduled Engagement

Public meetings, workshops, stakeholder meetings, hearings, and milestone events



On-Demand Engagement

Pop-ups, surveys, phone and email, community events, online tools, and targeted conversations

Move from Outreach to Influence



**“Here is what we heard. Here is what we did.
Here is what we could not change, and why.”**

Use Project Experience to show the Difference



Challenge

What was not working?



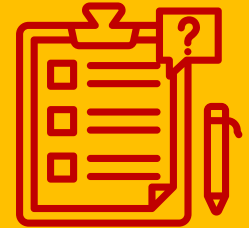
Engagement Response

What did the team change?



Community Input

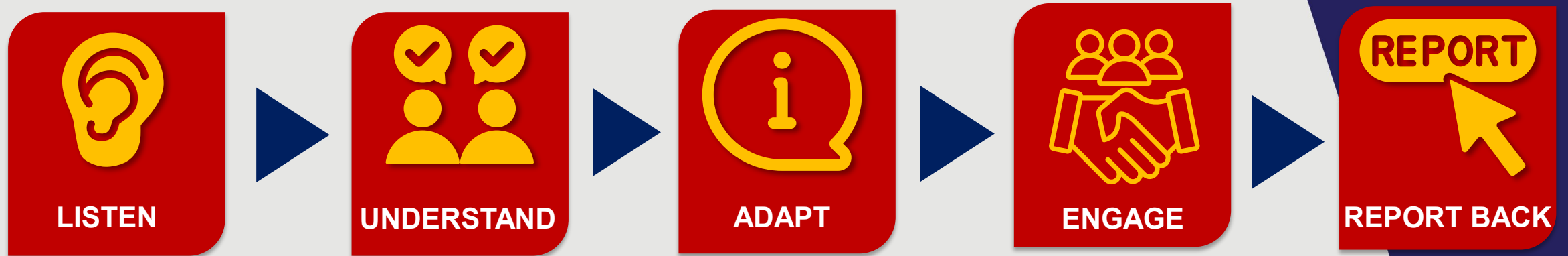
What did people tell us?



Project Response

What changed as a result?

A Practical Framework to take back to the next Project



**Equitable engagement is not a single technique.
It is a way of designing the engagement process around the
people affected by the project.**

From Principle to Practice

Where is the biggest gap between what we say we want to do and what actually happens on transportation projects?



THANK YOU!