



RACIAL EQUITY PROGRAM

Adopted August 25, 2021

FUNDING

Equity Goal:

Provide an equitable share of transportation investments to underserved, racially-diverse communities to improve their health, safety, and quality of life.

Action Items:

- Conduct needs assessment of cities and unincorporated communities in Monterey County to understand socioeconomic and demographic characteristics that create a disadvantaged community, including race, income, languages spoken, access to active transportation and health outcomes. Develop maps identifying transportation-disadvantaged communities based on these criteria. Present mapping/strategy to the Measure X Oversight Committee and the TAMC Board to solicit their ideas.
- Adopt a broader regional definition of “Disadvantaged Communities” for state funding purposes, based on the above needs assessment and in coordination with the Monterey County Civil Rights office and the Monterey County Health Department.
- Create a pilot program for Community Based Transportation Plans with a participatory budgeting component in a racially-diverse area, in which residents are given assistance to assess their community transportation needs, develop ideas for meaningful improvements, and given a lump sum of funding to spend on their chosen priorities.
- Focus the next round of the Safe Streets funding program on racially-diverse areas.
- Make it a priority to designate funding for a transformational project to benefit a racially diverse community.
- Create a micro-grants program for bike/pedestrian projects in racially-diverse neighborhoods.
- Include an equity discussion in the twenty-five year Regional Transportation Plan.
- Procure goods and services from local businesses, minority and women-owned businesses and disadvantaged business enterprises, to the extent allowed by funding sources.

HIRING

Equity Goal:

Hire to reflect the diversity of the Monterey County community in order to increase TAMC's success as an agency.

Action Items:

- Foster a culture of inclusion that supports the retention of a racially-diverse staff.
- Expand outreach in recruitment practices to assure a racially-diverse staff:
 - Make it a goal to hire local talent.
 - Develop mentorship programs at the college level and through professional organizations, such as the American Public Works Association and the American Planning Association.
 - Present career information at college job fairs.
 - Evaluate recruitment practices to assure outreach to ethnically-diverse organizations and community groups.
 - Actively work with Board Members, local non-profits and colleges to advertise job openings to a diverse group of individuals.
 - Partner with Hartnell College and Monterey Peninsula College and/or Cal State Monterey Bay to hire local interns and develop programs that support public service.
 - Ask Board Members for ideas on sources of local potential employees.
- Increase the awareness of public service jobs in the community:
 - Reach out to Building Healthy Communities regarding high school leadership program.
 - Conduct a transportation art contest with school children.

PUBLIC OUTREACH

Equity Goal:

Design and implement public outreach and engagement that is broadly accessible and provides means for all to participate.

Action Items:

- Review the AMBAG Public Participation Plan (<https://ambag.org/plans/public-participation-plan>), in particular, the list of stakeholder entities, to assure a diverse range of participation in Agency outreach.
- Identify a list of public outreach champions and allies.
- Coordinate with Board members to get their input on community contacts and outreach/engagement strategies.
- Utilize demographic mapping (see Funding section) to guide outreach to racially-diverse and traditionally-underrepresented communities.
- Coordinate with the Caltrans Equity Task Force and review their Office of Race and Equity Action Plan's goals and strategies.