



## **RACIAL EQUITY PROGRAM IDEAS**

### **THREE FOCUS AREAS**

#### **FUNDING**

##### Equity Statement:

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.
- Adopt a broader regional definition of “Disadvantaged Communities” for state funding purposes, based on the above needs assessment.
- Explore creating Community Based Transportation Plans with participatory budgeting in racially-diverse areas. Develop a neighborhood improvement-type of program 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, every few years.
- Include an equity discussion in the twenty-five year Regional Transportation Plan.

#### **HIRING**

##### Equity statement:

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

##### Action Items:

- Develop mentorship programs at the college level and through professional organizations.
- Present career information at high school college/career days
- Expand current practices to reach out to diverse organizations and groups
- Ask Board Members for ideas on sources of local potential employees
- Reach out to Building Healthy Communities regarding high school leadership program
- Conduct a transportation art contest with school children to publicize the profession



## **PUBLIC OUTREACH**

### Equity Statement:

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

### Action Items:

- Adopt regional definition of “transportation-disadvantaged communities” in coordination with the Monterey County Civil Rights office and the MoCo Health Department.
- Have staff review the AMBAG Public Participation Plan (<https://ambag.org/plans/public-participation-plan>), in particular, the list of stakeholder entities.
- Identify a list of public outreach champions and allies.
- Set up calls with board members to get their input on community contacts and outreach/engagement strategies.
- Develop maps identifying transportation-disadvantaged communities based on various criteria (transportation, economic, language, health, education, etc.).
- Present mapping/strategy to X-TOC and TAMC Board and solicit their ideas.