



DRAFT
RACIAL EQUITY PROGRAM

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.. Develop maps identifying transportation-disadvantaged communities based on these criteria.
- Adopt a broader regional definition of “Disadvantaged Communities” for state funding purposes, based on the above needs assessment.
- 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.
- 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 through professional organizations, such as the American Public Works Association and the American Planning Association.
- Present career information at college career days.
- 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 community colleges and/or Cal State Monterey Bay to hire local interns; make it a goal to hire local talent.
- 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>), to assure outreach is made to a broad list of stakeholder entities.
- Identify a list of public outreach champions and allies within various ethnic groups.
- Partner with TAMC board members to get their input on community contacts and outreach/engagement strategies for projects in their jurisdiction.
- Continue to utilize remote meetings to facilitate access for those unable to travel to in-person meetings.