

# MAKING EQUITY REAL IN MOBILITY PILOTS

## PROBLEM

Historically, transportation investments and plans have not met the mobility needs of low-income people of color because decisions have been made behind closed doors without community input. This has resulted in these communities suffering from disproportionate levels of transportation-related pollution and longer and less reliable commutes. A lack of good mobility options limits low-income people's ability to raise themselves out of poverty. Today, low-income people of color often face financial, technological, physical, or cultural, barriers to accessing shared mobility services (i.e. bikeshare, scooter share, Uber, carshare, etc.). Some of these mobility services have also be shown to compete with public transit ridership and utilize unfair labor practices, both of which harm people of color. When mobility projects are not implemented with equity, they reinforce the inequalities baked into our systems and can often deepen those inequalities.

## SOLUTION

Equitable mobility pilot projects should center the voices usually left out of decision-making through a community-driven process.

Equitable mobility pilot projects must also address entrenched injustices by providing the following benefits to low-income communities of color in a way that is meaningful, direct, and assured.

- Increase access to affordable, efficient, safe, reliable mobility options.
- Reduce air pollution.
- Enhance economic opportunities.

## FOUR KEY STEPS TO MAKING EQUITY REAL IN A PILOT PROJECT

### 1. Embed Equity in the Mission, Vision, & Values

Explicitly state a commitment to equity in your pilot project. This goes beyond just equitable access to mobility, but also must aim to address other interconnected injustices that low-income people of color face, such as health disparities, a lack of economic opportunities, and community power and engagement.

### 2. Build in Equity into the Process

Create partnerships with low-income people of color and other marginalized communities in the development and deployment the pilot project.

## WHAT IS EQUITY?

Equity is transforming the behaviors, institutions, and systems that disproportionately harm people of color. Equity means increasing access to power, redistributing and providing additional resources, and eliminating barriers to opportunity, in order to empower low-income communities of color to thrive and reach full potential.

Greenlining's definition of equity is specific to racial equity, given the legacy of institutionalized racism by government. Our emphasis on race is not about excluding other marginalized groups. These equity approaches are intended to also be applicable to creating equitable outcomes for other groups such as the elderly and people with disabilities.

### A) Mobility Needs Assessment

First, engage communities in identifying their mobility needs. These needs may vary greatly depending on characteristics of a community, such as geography, demographics, or types of trips.

### B) Mobility Equity Analysis

Once a community's mobility needs are known, a mobility equity analysis assesses how a pilot project approach performs across a variety of equity indicators, including affordability, accessibility, health benefits, jobs opportunities, fair labor practices, and more. The community must be involved in selecting the relevant equity indicators to evaluate the approach of the pilot project. For a detailed list of example metrics under each indicator, refer to the full [Mobility Equity Framework](#).

<b>Goal #1</b> Increase Access to Mobility	<b>Goal #2</b> Reduce Air Pollution	<b>Goal #3</b> Enhance Economic Opportunity
1. Affordability	6. Clean Air and Positive Health Benefits	9. Connectivity to Places of Employment, Education, Services, & Recreation
2. Accessibility	7. Reduction in Greenhouse Gases	10. Fair Labor Practices
3. Efficiency	8. Reduction in Vehicle Miles Traveled	11. Transportation-Related Employment Opportunities
4. Reliability		12. Inclusive Local Business & Economic Activity
5. Safety		

### C) Community Decision-Making

Beyond assessing the mobility needs of the community and conducting an equity analysis, an equitable process must also center communities with less political power or voice in decision-making. This could take many different forms, and examples include:

- Form partnerships between community-based organizations, companies, cities, agencies, and stakeholders.
- Train city, agency, and/or mobility company staff in community engagement and partnership.
- Provide technical assistance and leadership development to community groups.
- Implement some degree of community-decision making (e.g. voting, advisory committees, etc.)

## 3. Ensure Equity Outcomes

The implementation of the pilot project must lead to equity outcomes, including but not limited to:

- The project significantly addresses priority needs that are identified by low-income communities of color.
- The project provides direct, meaningful, measurable, and assured benefits and avoids substantial burdens to low-income communities of color.
- The project must aim to be financially, technologically, physically, and culturally accessible to all regardless of race, gender, income, ability or zip code.

## 4. Measure & Analyze for Equity

To keep improving outcomes, regularly evaluate the equity successes and the equity problems of pilots.

- Involve communities in the evaluation process, equity metric selection, data collection and review.
- Adapt programs to address challenges and lessons learned.