Engaging Traditionally Disenfranchised Groups

Who are these groups?
- Latinos
- Native Americans
- African Americans
- Asians
- Homeless
- Immigrants
- Low-Income
- Low Reading Proficiency
What do these groups have in common?

- Outside the mainstream
- Informal Leaders
- Distrust of government
- Require passports for outsiders
- Community hierarchy

CSS vs. CIA

CSS—Community Impact Assessment
- To understand the potential impacts of a proposed transportation action on a community and its quality of life.

CIA elements

- Safety
- Mobility/access
- Cohesion,
- Displacement/relocation
  - Businesses
  - People
  - Farms
  - Institutions
**CSS vs. CIA**

- CSS—refers to context sensitive solutions
  - Develops transportation solutions that will be community assets
  - Decision-making process involves stakeholders, vision, and evaluation
  - Understanding the context of the project while evaluating the outcomes.
  - Projects that include the community from the beginning in defining transportation issues while seeking solutions.

**CIA necessary to achieve CSS**

- Community Impact Assessment
  - Identifies the outreach methodology
  - Identifies community issues and concerns
  - Develops a forum for scoping
  - Broad based representation of the community

**Tools from the field-I-70 East Corridor**

- Overview
- Background
- Demographics
- History
- Outreach Plan-goals & objectives
- Lessons learned
Who is involved in the I-70 East Corridor EIS?

Who is involved in the I-70 East Corridor EIS?

What is the I-70 East Corridor EIS?

- Multi-modal transportation project
- Highway improvements
- New rapid transit line to airport
- Case study
  - Community impact assessment
  - Environmental justice
When will the EIS end?

- Community Outreach: 11/04 – 12/05
- Formal Public Comment: 12/05 – 2/06
- Purpose and Need: 12/03 - 2/04
- Scoping: 7/03 - 12/03
- Evaluation Criteria: 12/03 - 2/04
- Alternative Development: 1/04 - 5/04
- Alternative Screening: 3/04 – 1/05

Where is the I-70 East Corridor?

- Source: Piton Foundation
- *Family of four (4)

Corridor demographics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Denver</th>
<th>Corridor Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Latinos &amp; African Amer.</td>
<td>42.5%</td>
<td>78.3%</td>
</tr>
<tr>
<td>Percent DPS children receiving free school lunch</td>
<td>55.0%</td>
<td>64.7%</td>
</tr>
<tr>
<td>Percent children in poverty</td>
<td>20.8%</td>
<td>31.7%</td>
</tr>
<tr>
<td>Average annual household income</td>
<td>$55,129</td>
<td>$43,365*</td>
</tr>
</tbody>
</table>
CSS—Principles were applied to our Public Involvement Plan

- Go to them—their meeting places, their neighborhoods, their leaders.
- Involve residents, businesses and stakeholders in decisions. Public involvement is the nucleus.
- Identified community issues and concerns.
- Encouraged innovation while supporting safety. Engineers are problem solvers.
- We are beginning a dialogue about improvements in the environment “above and beyond” required mitigation.

Corridor History of distrust

- Overall governmental distrust and neglect.
- I-70 original construction
  - Split two communities
  - Condemnation issues
- RTD demonstration line
  - Compromises made
  - Promises made

How to overcome distrust?

- Build on existing relationships
- Include everyone
- Contact early and often
- Be committed
- Ask, don’t tell
- Low-tech solutions
Outreach program overview

- Goals
- Approach/tools
  - Branding
  - Training
  - Door to door outreach
  - Scoping meetings
  - On-going outreach

Outreach process goals

- Solicit participation from every segment of the corridor
- Reach previously underserved residents and businesses
- Fulfill our NEPA requirements

Overall outreach approach
Branding the project

- Logo (no gang colors)
- "Yellow shirts"
- Outreach bags
- Name tags
- Flyers
- Business cards
- Advertising

Outreach training

- Requirement for outreach
- History of neighborhoods
- How to go "door to door"
- Ethnic courtesy
- Lose the "techno-speak"

Door to door outreach

- Pass the test!
- Choose specialists from the neighborhoods
- Use bilingual teams
- Let them know you are coming
- Administer questionnaire
- Ask no personal questions
- Educate and invite
- Provide information on community services
Engaging Traditionally Disenfranchised Groups in Context Sensitive Solutions

Minneapolis, Minnesota

Block meetings
- 8-16 block radius
- Hosted by neighbor in backyard or park
- Intimate – 10-15 people
- Discuss block issues
- Meals and translation
- Capitalize on social culture of the area

Neighborhod meetings
- Larger meetings – up to 120
- Flyers
- Food, translation, child care
- Reveal questionnaire results
- Discuss neighborhood issues

Corridor-wide meetings
- Largest meetings – up to 250
- Flyers, newsletters, and advertisements
- Food, translation, and child care
- Bring together all perspectives
- Dynamic format
**Working Groups**

- On-going participation
- Various topics
  - Community Impacts
  - Interchanges
  - Economic Development
  - Bike, Pedestrian, Open Space
  - Educational and informational

**On-going outreach**

- Website (www.i-70eastcorridor.com)
- Neighborhood specific meetings
- Newsletter
- Stakeholder presentations
- Project office

**Lessons learned**

- Agency support a must – spirit and deed
- Early and often involvement reduces community acrimony
- Public involvement effort were designed to relate directly to the potential impacts
- Investment of time/money builds goodwill and participation beyond the life of the project
- Project office demonstrated commitment and allows the project teams to experience the community
- Hands-on approach creates an atmosphere of meaningful dialogue.
Questions?