#KEEPINGITREAL ABOUT EQUITY IN ACTIVE TRANSPORTATION

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WHO IS MISSING FROM YOUR DEFINITION OF "FOR ALL?"
THE 6TH E = EQUITY

“Almost regardless of the specific measures, it seems that social equity is correlated with economic growth and the stronger studies have provided evidence of not just correlation, but probable causation, with improving social equity actually contributing to more rapid economic growth.”

ACTIVE TRANSPORTATION VIA SOCIAL JUSTICE LENS

EQUITY ISSUES

- Profiling, violence & crime a major factor in hindering physical activity
- Unsafe infrastructure ≠ safe transportation choice
- Ghost bicyclists/pedestrians
- Transportation a major expense for families
- Disparity in connections between daily needs & transportation options
29 million Americans do not have a supermarket within a mile of their home if they live in an urban area.

1/3 of schools are in “air pollution danger zones.”

Parents report violence and crime as 1 of 5 primary factors affecting children’s walking or bicycling.

Twice as many low-income kids walking and biking to school than kids in more affluent.

Sidewalks in African American neighborhoods are 38 times more likely to be of low quality.

African Americans and Latinos have a pedestrian fatality rate 60% and 43% higher than that of whites.

70% of African American and 81% of Latino neighborhoods lack recreational facilities.

Teens who were active in school were 20% more likely to earn an “A” in math or English.

Pedestrians are more than twice as likely to be struck by a vehicle in locations without sidewalks.

1/4 of health care costs in the United States are attributable to obesity.

75% of black residents consider violence against civilians by law enforcement to be a serious problem, compared with less than 20% of whites.

30% of people with disabilities report that transportation is a problem for them.
REAL TALK ON BUILDING EQUITABLE COMMUNITIES

- Intentionally break down silos through coalition building
- Take strategic account of the assets within your coalition(s) - “you ain’t got the answers”
- Check for existing community builders before stepping into a community
- Empower non-transportation oriented organizations to take the movement to their constituents
- Every collaborative effort doesn’t need your organization in the front of the picture
- Policy wins don’t guarantee equitable implementation
- Don’t be intimidated by the inhibiting factors a community is facing
- Just because YOU don’t see the work doesn’t mean it isn’t happening
Intentionally break down silos through coalition building: National Active Transportation Diversity Task force
Take strategic account of the assets within your coalition(s)
Check for existing community builders before stepping into a community

Oboi Reed Co-Founder of Slow Roll Chicago, and 2015 White House Transportation Champion for Change, is a Voices for Healthy Kids incubator grantee to work in South/West Chicago.
Empower non-transportation oriented organizations to take the movement to their constituents

NOBEL-Women Conference 2014 resolution passage

NAACP Convention 2014 resolution passage
Every collaborative effort doesn’t need your organization in the front of the picture

Safe Routes to School National Partnership, Technical Assistance Recipient, BikeKnox passes Complete Streets Policy October 14, 2014
Policy wins don’t guarantee equitable implementation

Safe Routes to School National Partnership, Technical Assistance Recipients, Texas Southern University, NAACP, AARP, Project Row Houses, residents, and Houston MPO form coalition to support SRTS in the 3rd Ward.
Don’t be intimidated by the inhibiting factors a community is facing

Supported Baltimore United on the ground for food distribution post the murder of Freddie Gray and worked with The FoodTrust to provide technical assistance connecting the community leaders with food access initiatives, funding and support.
Just because YOU don’t see the work doesn’t mean it isn’t happening

Safe Routes to School National Partnership, Technical Assistance Recipient, Bicycle Coalition of Greater Philadelphia working with 4th District Councilman Curtis Jones Jr, and cohort on pushing PENNDOT to release 19 million in unspent SRTS dollars
Resources

- How to use SRTS to combat the threat of violence in communities
- At the Intersection of Active Transportation and Equity Joining Forces to Make Communities Healthier and Fairer
- Taking Back the Streets and Sidewalks How Safe Routes to School and Community Safety Initiatives Can Overcome Violence and Crime
- Using the Transportation Alternatives Program of MAP-21 to Impact your Local Community
- Safe Routes to School: Helping Communities Save Lives and Dollars
- Overcoming Obstacles in Underserved Communities
- Fighting For Equitable Transportation: Why It Matters
- Personal Safety In Safe Routes to School: Addressing Violence and Crime in Your Community
- Rural Communities: Making Safe Routes Work
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