

# EQUITY IN COMMUNITY ENGAGEMENT POLICIES

The City is committed to ensuring that all City communities are included in the development and implementation of Complete Streets improvement projects and commits to an equitable approach to public engagement and education. This section details specific policies related to community engagement that will ensure all affected communities have a voice in Complete Streets improvements, focusing on outreach methods sensitive to factors including, but not limited to, race, gender, culture, income, age, vehicle access, disability, and English language proficiency of populations.

## Race/Gender/Culture

### Policy

Complete Streets project outreach efforts will be sensitive to race, gender and ethnicity, and will be tailored to the affected community to help achieve comprehensive participation.

### Actions

- » Consult with key community leaders in the project area who can assist by identifying existing community social networks.
- » Partner with faith-based organizations and social service agencies that can provide insight into neighborhood dynamics and offer recommendations on appropriate public meeting forums.
- » Ensure that visual aids depict images of diversity and inclusion.

## Income

### Policy

Complete Streets project outreach efforts will identify communities with socio-economic challenges and customize communication methods and meeting locations to optimize participation and engagement with the project.

### Actions

- » Host family-friendly meetings in centrally located facilities to minimize transportation and childcare costs.
- » Ensure that there are affordable and convenient transportation options to and from meeting locations.
- » Design easy to read outreach materials and unambiguous signage.
- » Leverage the access to technology to offer community members alternative affordable options to provide input.

## Age

### Policy

Complete Streets project outreach efforts will engage community members of all ages by customizing communication methods and meeting locations to optimize participation with the project.

### Actions

- » Contact area senior center/living facilities for guidance on advertising project information and soliciting feedback.
- » Contact area PTA's to engage the parents of school-aged children with transportation projects.
- » Create audience specific print and electronic communications to attract the attention of all ages

## Accessibility

### Policy

Complete Streets project outreach efforts will ensure all residents have equal opportunity to participate in the public process regardless of vehicle access, physical disability, or other factors.

### Actions

- » Hold public meetings in accessible spaces and provide transit information and reasonable accommodations for those with impairments.
- » Partner with other agencies to obtain translation services and identify spaces and forums in which immigrant and non-English speakers will be comfortable to engage.
- » Schedule meetings at the most opportune time for the majority of community members.

The Complete Streets community engagement policies comprehensively align outreach efforts with the project development and implementation processes, beginning with the initial step of identifying new projects through closeout of construction. Although each project should include a customized outreach plan, the Complete Streets community engagement policies generally apply to the following steps in project development:

1. Project Identification
2. Funding: Budget/CIP
3. Project Initiation
4. Concept Development
5. Pre-final Design
6. Pre-construction