

Incorporating Environmental Justice Principles in Plans & Projects

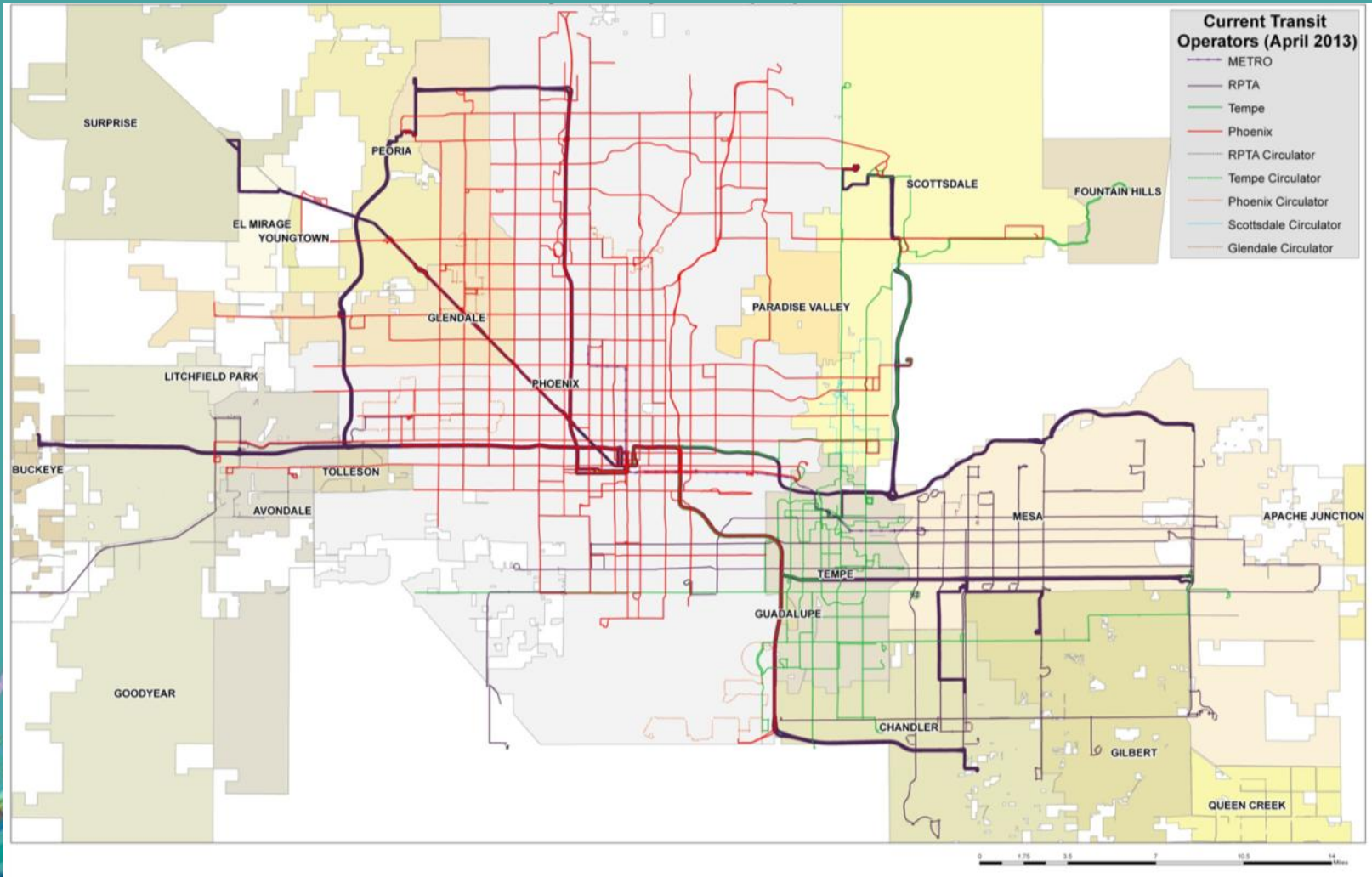
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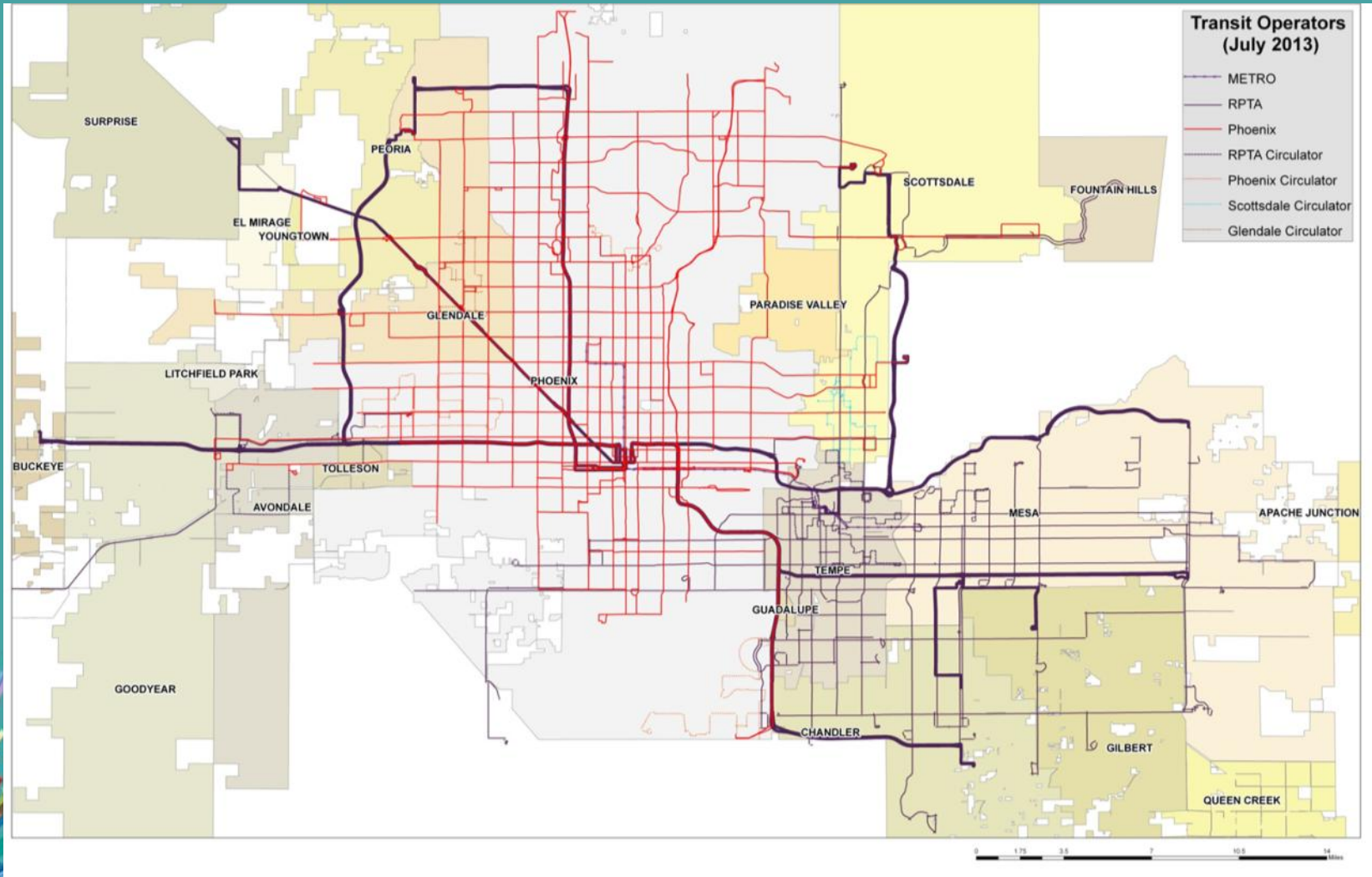
2013 Rail Conference



Current Transit Providers Phoenix Metropolitan Area



Transit Providers (July 1, 2013) Phoenix Metropolitan Area



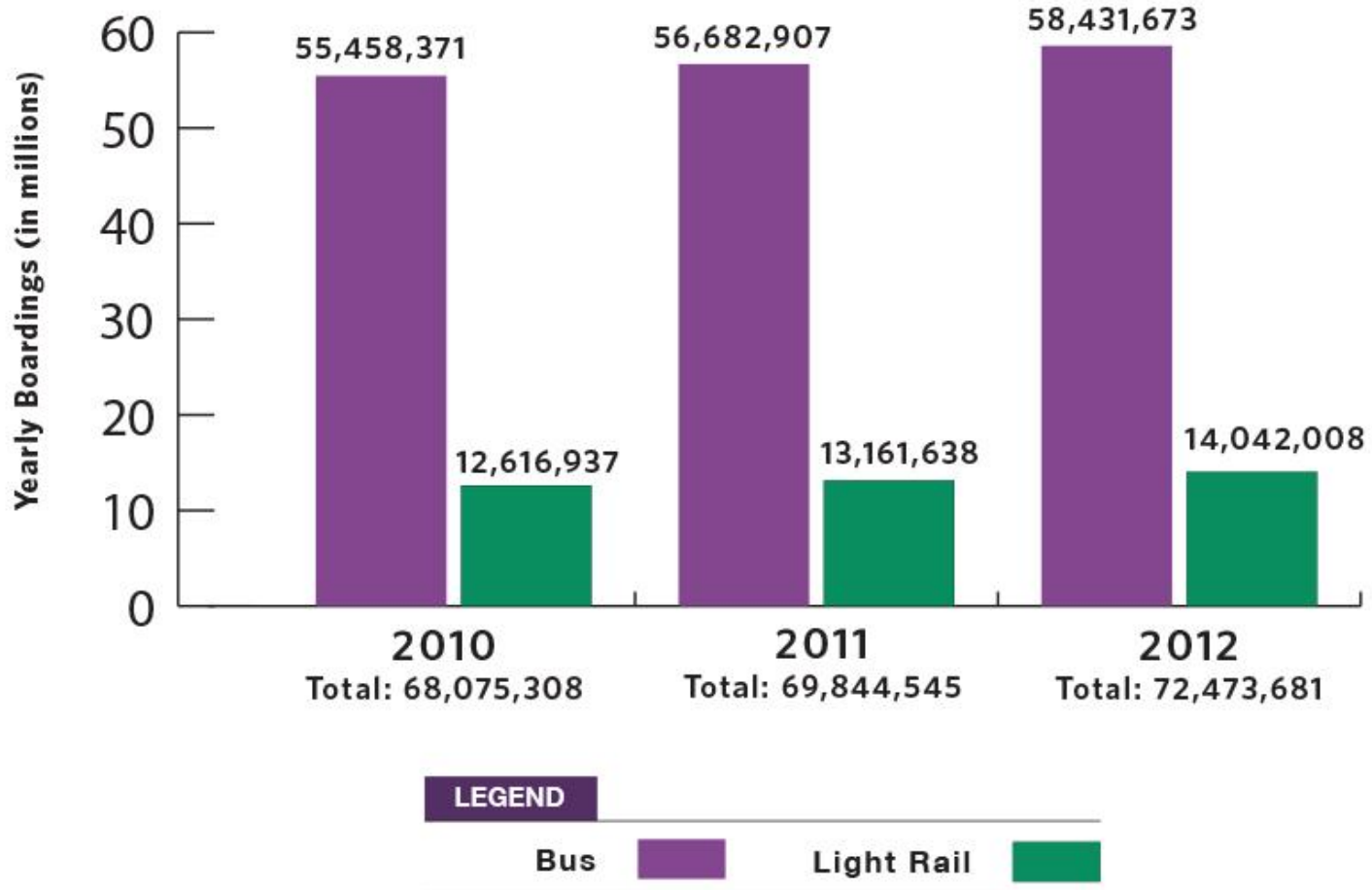
Current System

- 20 miles of light rail
- 58 local bus routes
- 23 Express/RAPID
- 17 circulators
- 2 LINK routes
- Vanpools
- Commuting alternatives



Annual Ridership

Bus and Light Rail Ridership 2010 - 2012



Title VI Policies

- Major Service Changes
 - Establish major service change threshold
 - Once threshold is reached, conduct Title VI analysis
 - Analysis compares the minority and low-income ridership on a route to the overall system ridership
 - Implemented a 25% threshold for public input
- Fare Equity
 - Any proposed fare change requires a Title VI analysis
 - Establish a threshold for comparing the impacts a proposed fare change has on its riders
 - Analysis compares the proposed fare increase to the ridership demographics of a service
 - Implemented a 4% margin for different fare types

Outreach: Getting Approval

Public outreach:
January-March

- 1. Identify**
populations
- 2. Engage**
community
3. Garner public
input
- 4. Document** results



Outreach: Identify

- Origin & destination surveys
 - Last survey in 2011
 - Used as best practice by FTA
- U.S. Census data



- MPO socioeconomic data
- Local resources
 - Neighborhood services
 - Community services

Outreach: Engage

- Develop effective notices
 - Newspaper ads
 - Cultural / ethnic media
 - Door hangers
 - Email blast
 - Website
 - Social media
 - Online commenting
- Cover all basis



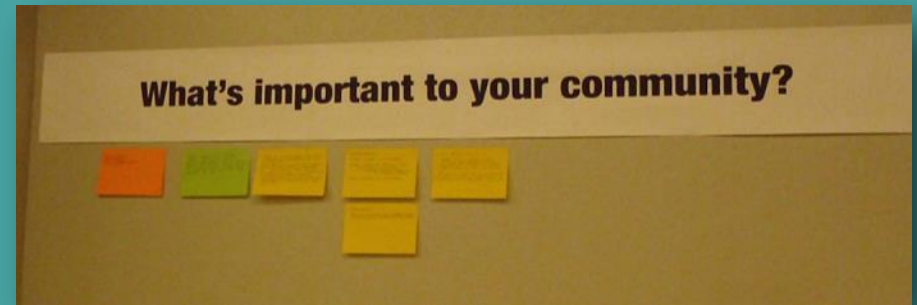
Outreach: Input

- Get meaningful public input
- Establish partnerships
 - Individual stakeholders
 - Business community
 - Attend community events
 - Meet with neighborhood groups
 - Establish community working groups
 - Public meetings
- Adjust plan as needed
- Go to where the people are! Do not wait for them to come to you!



Outreach: Document

- Complete timely documentation
- Include number of:
 - Meetings
 - Events
 - Participants
- Tally results
 - % of surveys completed
- Nothing beats good public input data



Approved Title VI Policies

- Major Service Change
 - Approved a threshold of 25% to require a service equity analysis
- Fare Equity Policy
 - Approved a threshold of 4% difference in fare change by fare types (e.g. local vs. express) to determine if a disparate/ disproportionate impact exists and must be mitigated



Examples: Major Service Change Policy

Example 1: Proposed 30% Service Reduction on Route X

Route X Ridership

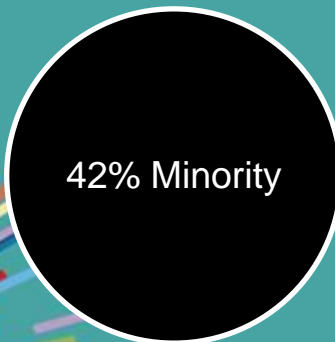


System Ridership



Example 2: Proposed 30% Service Reduction on Route Y

Route Y Ridership



System Ridership



Examples: Fare Equity Policy

Example:

Proposed Local Fare **12%** Increase
Local Riders = 50% Minority

Proposed Express Fare **6%** Increase
Express Riders = 30% Minority

Increase on Predominately Minority Fares (**12%**) >
Increase on Predominately Non-Minority Fare (**6%**)



$12\% - 6\% = 6\%$



4% Policy



Title VI
Impact

Data Used for Equity Analyses

- **For Service Changes:** type of service change considered
 - Changes to existing service: O/D survey data
 - Service to new geographic area: Census data
- **For Fare Adjustments:** all fare adjustments must be evaluated for equity
 - O/D survey data
 - Census data

Process for Identifying Communities: O/D Survey Approach

- If the service change affects service along an existing route:
 1. Select O/D survey data for specified route
 2. Identify minority passenger percentage of current route users
 3. Determine minority passenger percentage for the transit system
 4. If minority passenger percentage for the route is greater than the transit system percentage, potential Title VI impact
- Process is similar for low-income communities

Process for Identifying Communities: Census Data Approach

- If the service change provides service to a new geographic area:
 1. Select Census units within ½ mile of the proposed route alignment
 2. Identify minority population percentage of total population in selected Census units
 3. Document planned service standards
- Process is similar for low-income communities

Process for Identifying Communities: Census Data Approach

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Development of Transit Standards / Performance Measures

Phase 1 Categories	Phase 2 Categories
<ul style="list-style-type: none">• Service Types (Local/Express Bus, Light Rail, Paratransit, Circulators, LINK)• Span of Service• Location within Region• LINK Facilities• Federal Requirements• Effectiveness	<ul style="list-style-type: none">• Service Types (Streetcar, Commuter Rail, Vanpool)• Capital Facilities• Service Status• Customer Desires• Land Use

Moving Forward

- Title VI Policies
 - Board approved in March 2013
 - Effective on March 31, 2013
 - For service or fare changes occurring after April 1, 2013
- Integrate into Phase I of regional Transit Standards / Performance Measures
 - Board approval in June 2013
 - Based on EJ principles
 - Includes Title VI policies

Thank You

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