

Incorporating Social and Economic Elements to Achieve True Sustainability

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Agenda

- Introduction of APTA's new recommended practice
- Overview of the 6 objectives for economic and social sustainability
- Deeper dive into the first 3 objectives using examples from VTA
- Summary and next steps

Santa Clara Valley Transportation Authority (VTA)



APTA Recommended Practice

- *Social and Economic Sustainability for Transit Agencies*, April 2018
- Provides a framework for transit agencies to achieve “true sustainability” by taking a holistic approach to maximize the economic and social benefits of transit

“Improving transit systems’ performance and integrating transit with community development is *more vital to sustainability than simply reducing the environmental footprint of agency operations and facilities.*”

APTA's Six Objectives of Social and Economic Sustainability



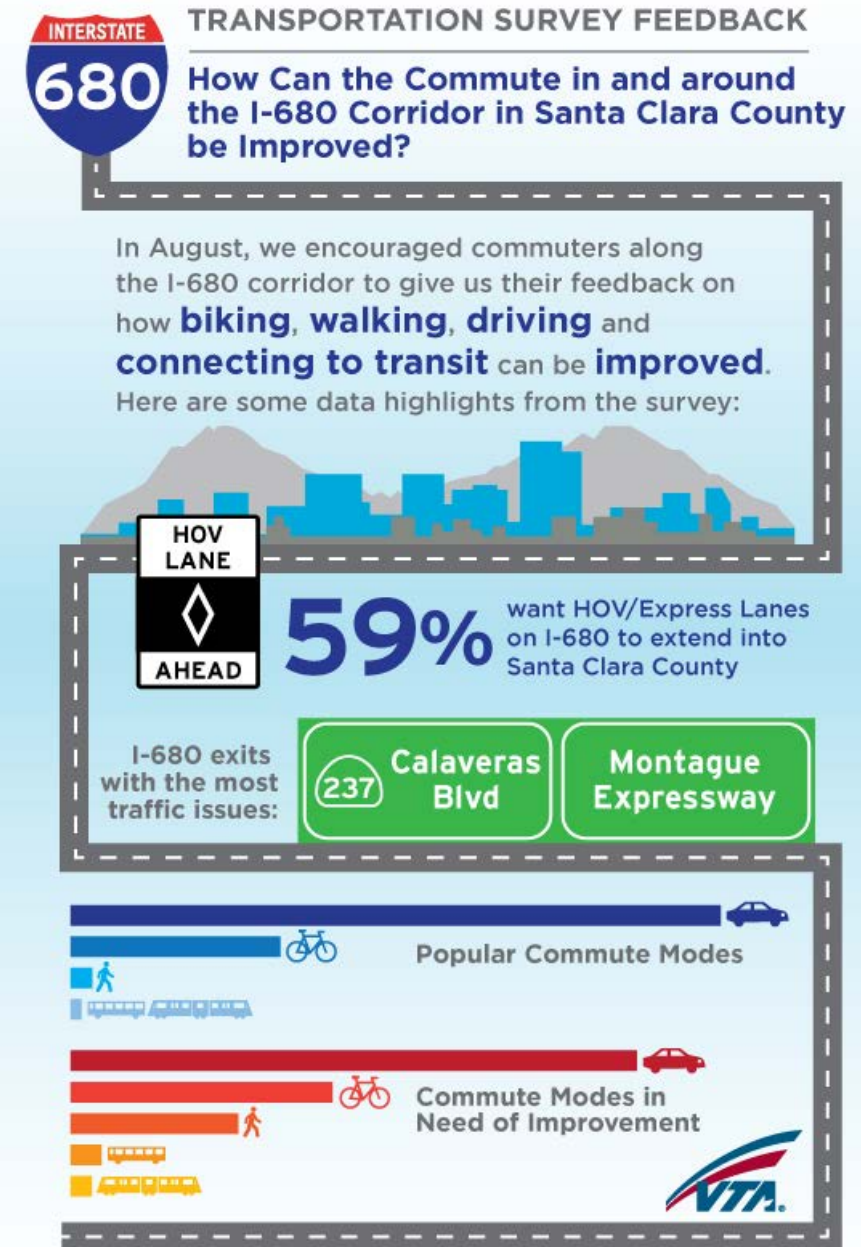
Objective 1: Community Building and Engagement

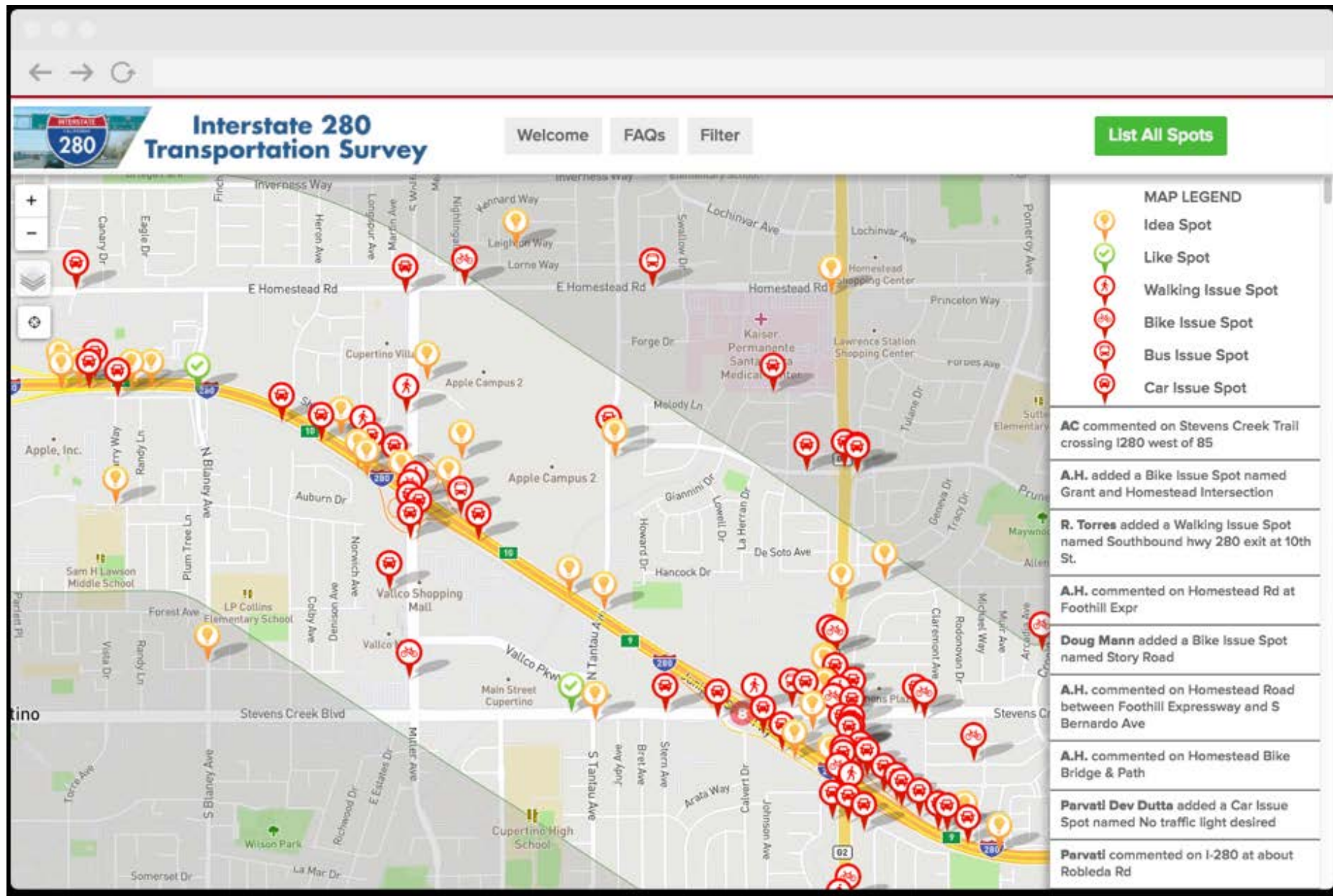
- Broad approach using a variety of communication methods to engage the community beyond traditional public hearings



Example: Online Surveys

- VTA created map-based online surveys to get ideas and insights from a wider group of residents
- Vendors used: Maptionnaire, Crowdsport, Jotform
- Participants can add their own spots, vote or comment on others spots, and share a spot on social media
- Transparent and interactive process
- Easy to use and access from any device and from any location
- Spatial visualizations provide new way to analyze data and communicate results back to the community
- High rate of participation: 1,650 to 3,400 responses
- Reasonable cost: \$6,000 – 10,000





Objective 2: Economic Impact

- Measure and communicate transit's benefits to the economy including job creation, increased real estate values, efficient use of land, infrastructure development, livable communities, increased accessibility and mobility, etc.
- Promote social inclusion, diversity, and environmental responsibility in the procurement of goods and services

Example: Inclusive Business Diversity Programs



- VTA's Business Diversity Program includes
 - Minority or Women Business Enterprise
 - Disabled Veterans Business Enterprise
 - Lesbian, Gay, Bisexual, and Transgender Business Enterprise

Objective 3: Employees and the Workforce

- Sustainable organizations create an inclusive and supportive workplace culture for all transit employees
 - Professional training and development opportunities
 - Partnerships with colleges and technical schools
 - Employee engagement surveys
 - Wellness programs for physical and mental health
 - Consistent new hire onboarding process
 - Ongoing conversations about employee performance
 - Employee recognition programs

Example: Maintenance Women's Workshop



- VTA realized that for many women maintenance workers, there was no opportunity to network with other women because they were the only woman on their shift
- A rotating maintenance women's workshop was implemented to give women a space to support each other

Summary

- APTA recommends transit agencies address social and economic factors in addition to environmental ones to support true sustainable development in our communities.
- Next steps:
 - Collaborate with other departments within your agency to address each of the six objectives
 - Connect and promote the economic and social benefits that result from facility retrofit and other sustainability projects
 - Incorporate social and economic achievements in annual sustainability reports