



Celebrating Women | Balanced Engagement for Equitable Plans





Dave Biggs

Chief Engagement Officer
MetroQuest







Leadership



Engagement



Equity

A background image showing three people in a professional setting. A man with short brown hair and a beard, wearing a brown sweater over a striped shirt, is looking towards the left. Behind him, a woman with dark hair and glasses is also looking left. In the foreground, a woman with long red hair is looking down, possibly at a laptop. The scene is dimly lit with a soft, natural light source from the left.

Agenda

Celebrating Women in Leadership

A Case Study in Achieving Balanced Engagement

Planning a FEMOPOLIS

Optimizing Online Engagement to Achieve Balance

Live Q&A





Beth Alden
MPO Executive Director
Hillsborough MPO



Liane Miller
Planning & Policy Manager
City of Austin



Jennifer Fix
Associate, Senior Planner
DIALOG

Beth

Women can move cities and transportation forward in powerful ways. Can you tell us about your journey to executive director?



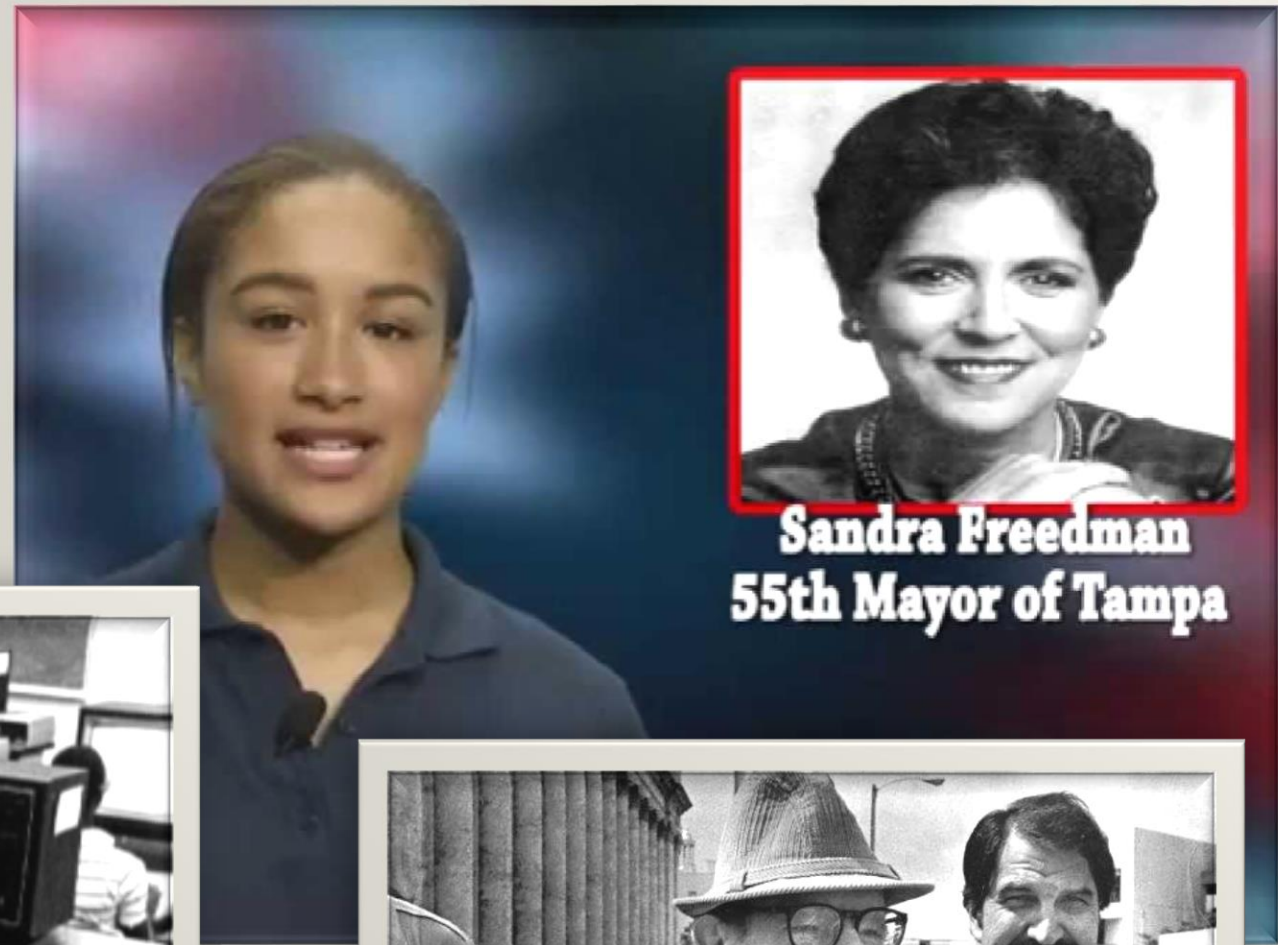


CELEBRATING WOMEN IN PLANNING

BETH ALDEN, AICP
EXECUTIVE DIRECTOR
HILLSBOROUGH MPO, TAMPA, FLORIDA.



Tampa in the 1990's

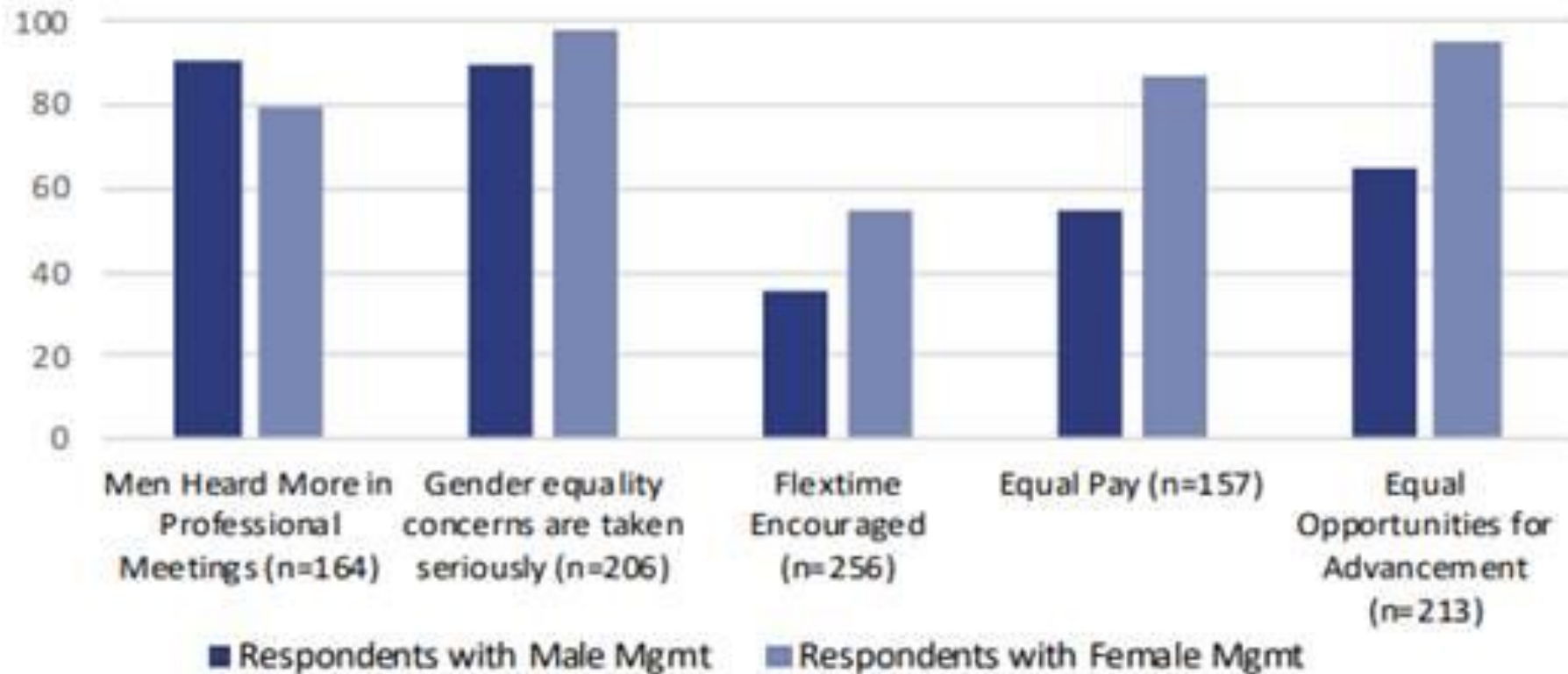


Sandra Freedman
55th Mayor of Tampa



Why does having women in leadership matter?

FIGURE 6: RESPONDENTS' PERCEPTIONS OF WORKPLACE GENDER EQUITY BASED ON THEIR MANAGERS' GENDER (% AGREE)



Source: Women in Planning Workplace Dynamics Survey, 2015

WHO WORKS TO KEEP OUR AIR CLEAN?



**Beth
Alden**



How does Beth's job help keep the air clean?

My job is to plan our cities and towns for the long term – the next fifty years. I work to reshape our streets and neighborhoods so it is easier to make some of our trips by bicycle, bus, rollerblading or walking.

What does Beth enjoy doing when she is not at work?

I like to bicycle, kayak, and grow vegetables and native plants.

What did Beth like to do as a child?

I grew up wondering why it was so hard to bicycle or walk to the mall or to friends' houses. Everything was spread apart, the streets didn't connect with each other, there were big walls separating developments, and many places didn't have sidewalks or safe crosswalks on the major roads.

MY LIFE

- 1991: Bachelor's in Environmental Design and Architecture from NC State
- 1991: Got married
- 1992: Backpacked around Europe, by rail and on foot
- 1996: Master's in Urban Planning from the University of Minnesota
- 1997: Son, Elijah, was born
- 1998: Began work for the Metropolitan Planning Organization for Transportation in Tampa
- 2001: Divorced
- 2003: Started as a volunteer board member of the Sweetwater Organic Community Farm
- 2007: Helped develop a master plan for public transit across eight Tampa Bay area counties.
- 2009: Worked on Hillsborough County's Long Range Transportation Plan

Diverse Outreach

- 3,529 Survey Responses
- 49 Locations for Kiosks
- 94 Presentations to Civic Groups generating 574 surveys

iPads
(Community
Events)
4%

Kiosks
12%

Paper Survey (Civic
Group Meetings)
17%

Website
67%



Reshaping How Success is Measured

Our Metropolitan Transportation Plan Performance-Based Programs, Post-Recession

* Optional Measures



Good Repair & Resilience Program

- ☐ Pavement, Bridge, Transit Vehicle & Facility Condition
- ☐ Economic impact of a major storm*



Vision Zero Program



- ☐ Severe & fatal crashes, and rates per VMT
- ☐ Crash rates in Communities of Concern (COCs)*



Smart Cities Program



- ☐ Travel Time Reliability
- ☐ Vehicle emissions exposure, countywide and in COCs*

Real Choices When Not Driving Program



- ☐ Households, jobs and healthcare served by the bus system and trail/sidepath network*

People often ask...
***Why would
anyone do this?***

Tampa's food deserts often face compound challenges:

- Low sidewalk coverage
- Crosswalks few & far between – and not aligned with bus stops
- High numbers of severe crashes
- Low non-motorized access to fresh produce
- High Respiratory Hazard Index



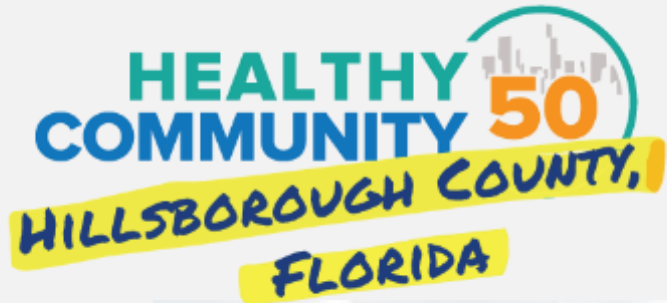
High rates of:

- Diabetes
- Obesity
- Asthma
- Reporting no leisure time activity
- Reporting poor physical and mental health



The Vision Zero Coalition

The *Garden Steps* Collaboration





Hillsborough County
PUBLIC SCHOOLS
Excellence in Education

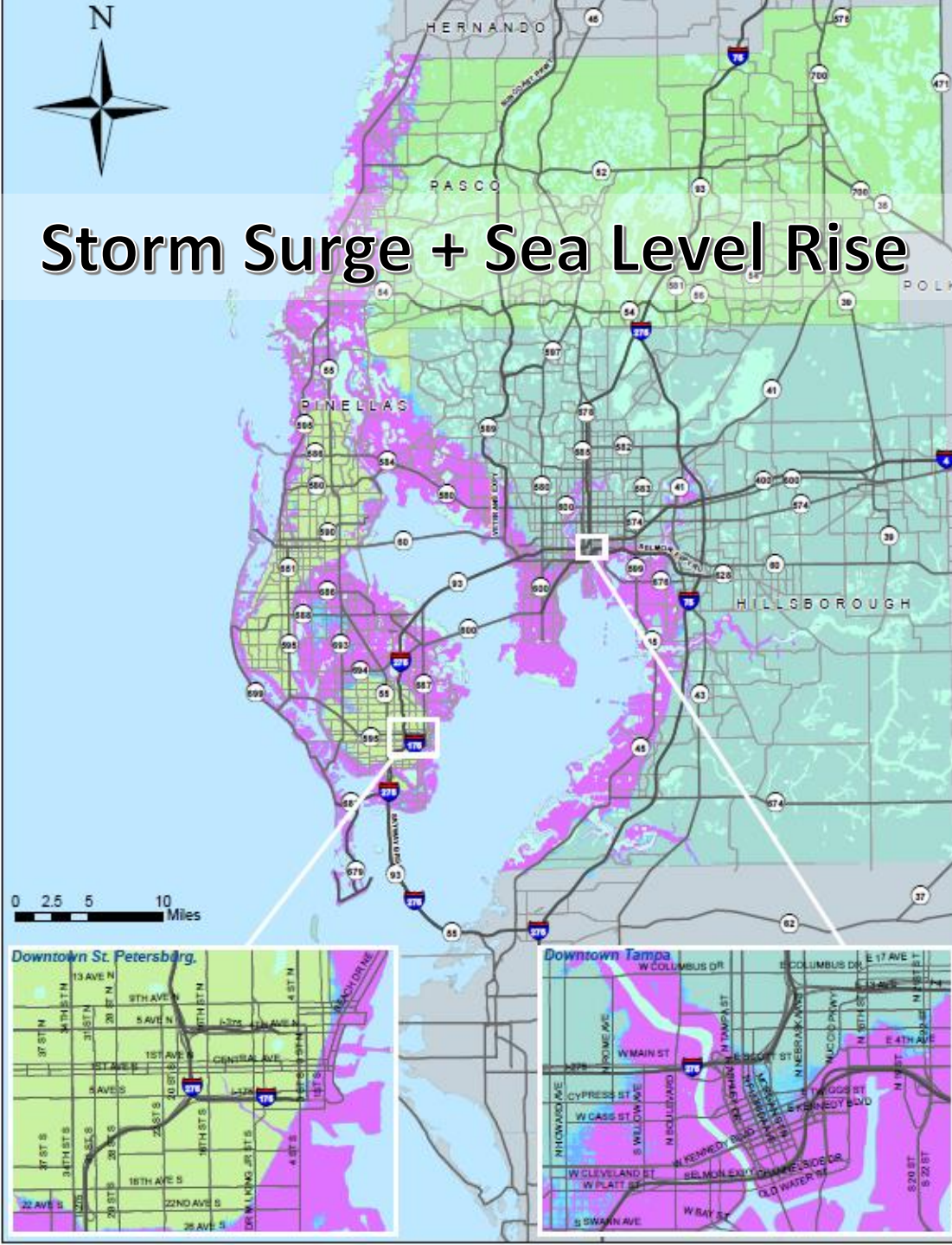


Hillsborough MPO
Metropolitan Planning
for Transportation





Storm Surge + Sea Level Rise



Resilient Tampa Bay Transportation

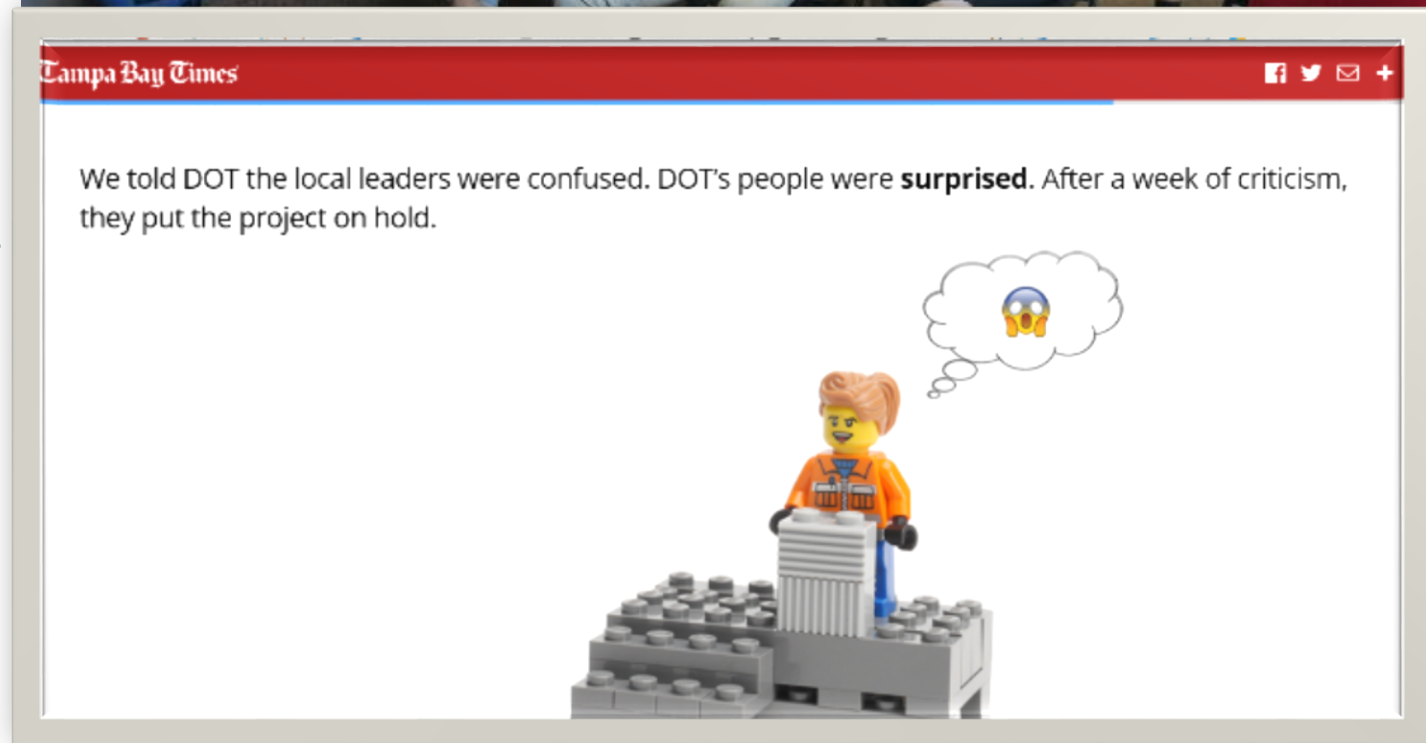
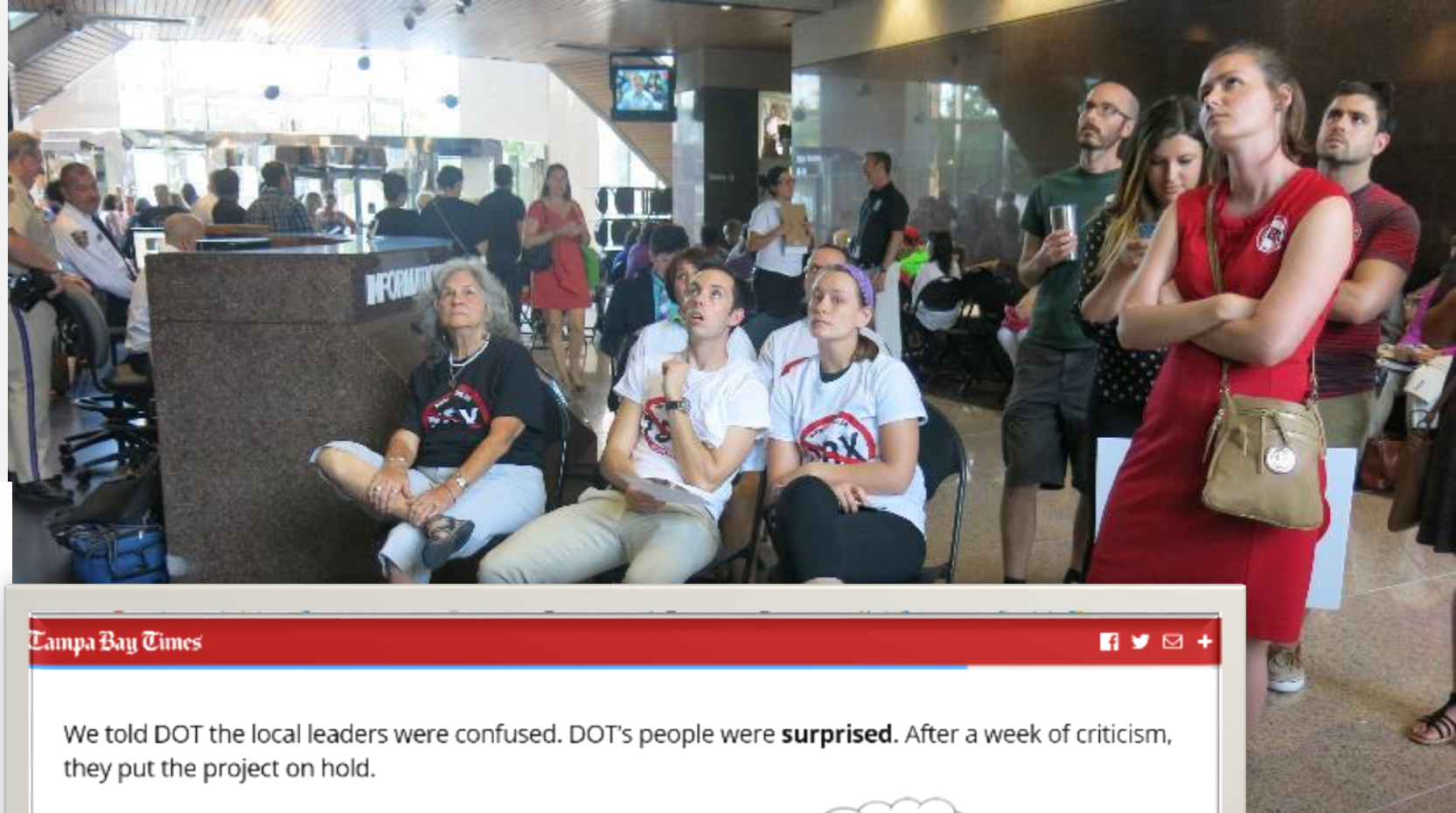
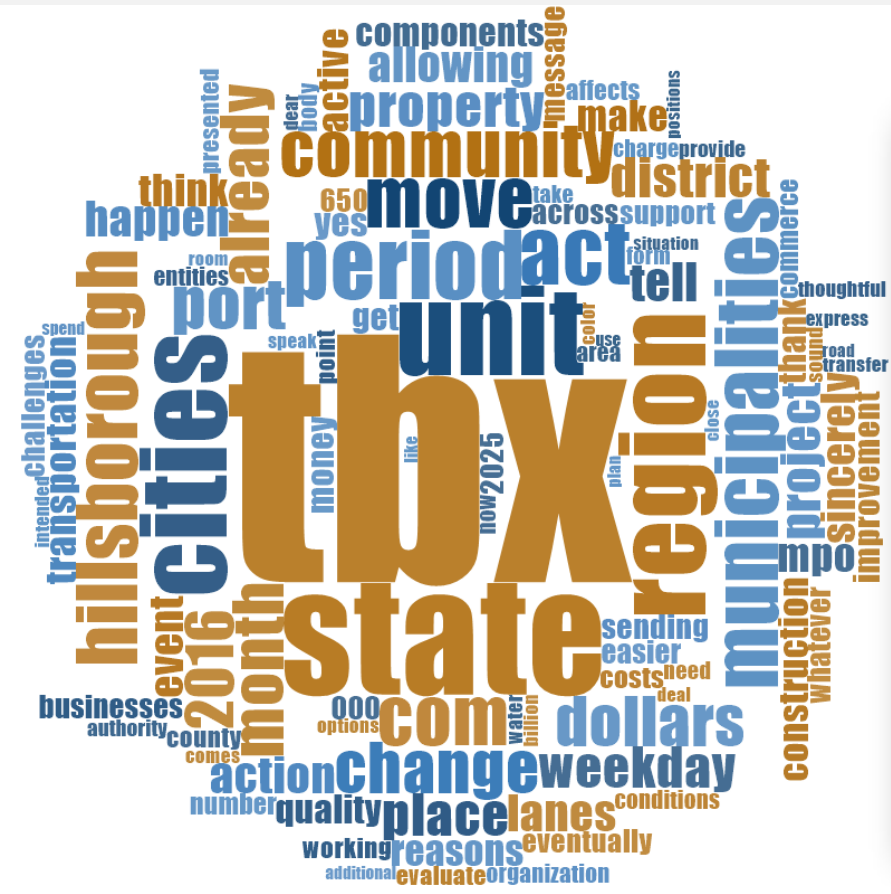


Hillsborough MPO
Metropolitan Planning
for Transportation



FHWA Resilience & Durability to Extreme Weather Pilot

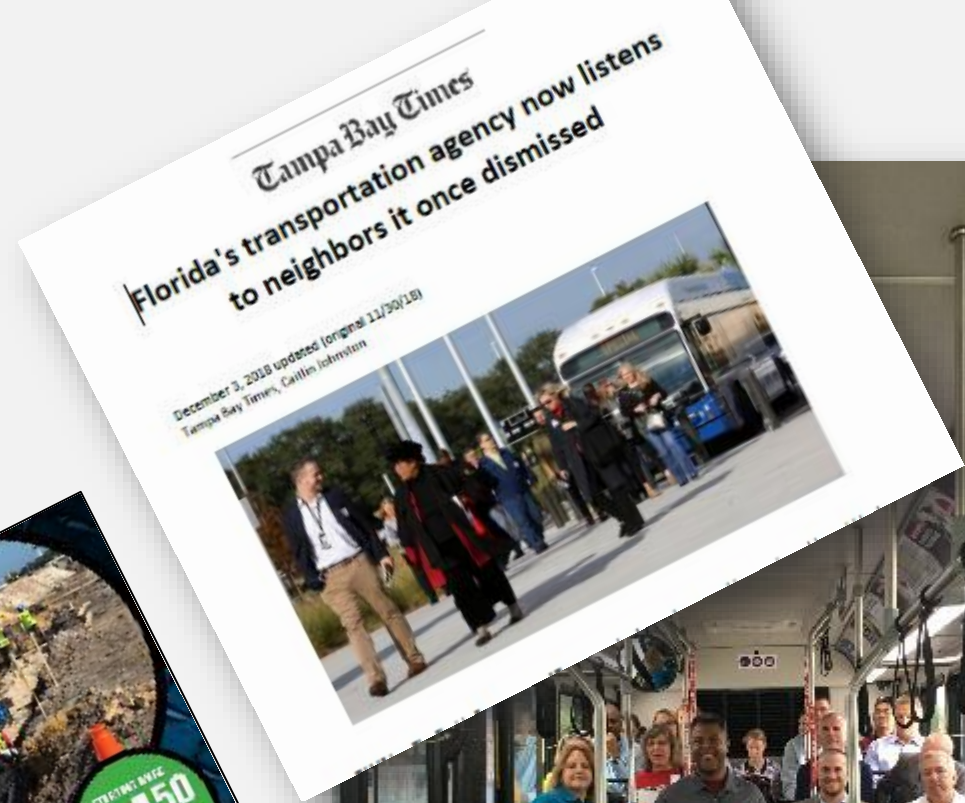
**Collaborating
when public
expectations
not met**





FDOT hits the
“reset” button on
Tampa Bay Express –
December 2016

Develops plan
for robust
community
engagement



WTS 2018
*Women in
Transportation*
“Moving the Bay
Area” Event



Advancing Women in Transportation

Me

Chief Public
Relations
Officer ,
Tampa-Hillsb.
Expressway
Authority

Assistant County
Administrator for
Development &
Infrastructure

Vice
President for
Communi-
cations,
Tampa
International
Airport

Chief
Development
Officer,
Pinellas
Suncoast
Transit
Authority

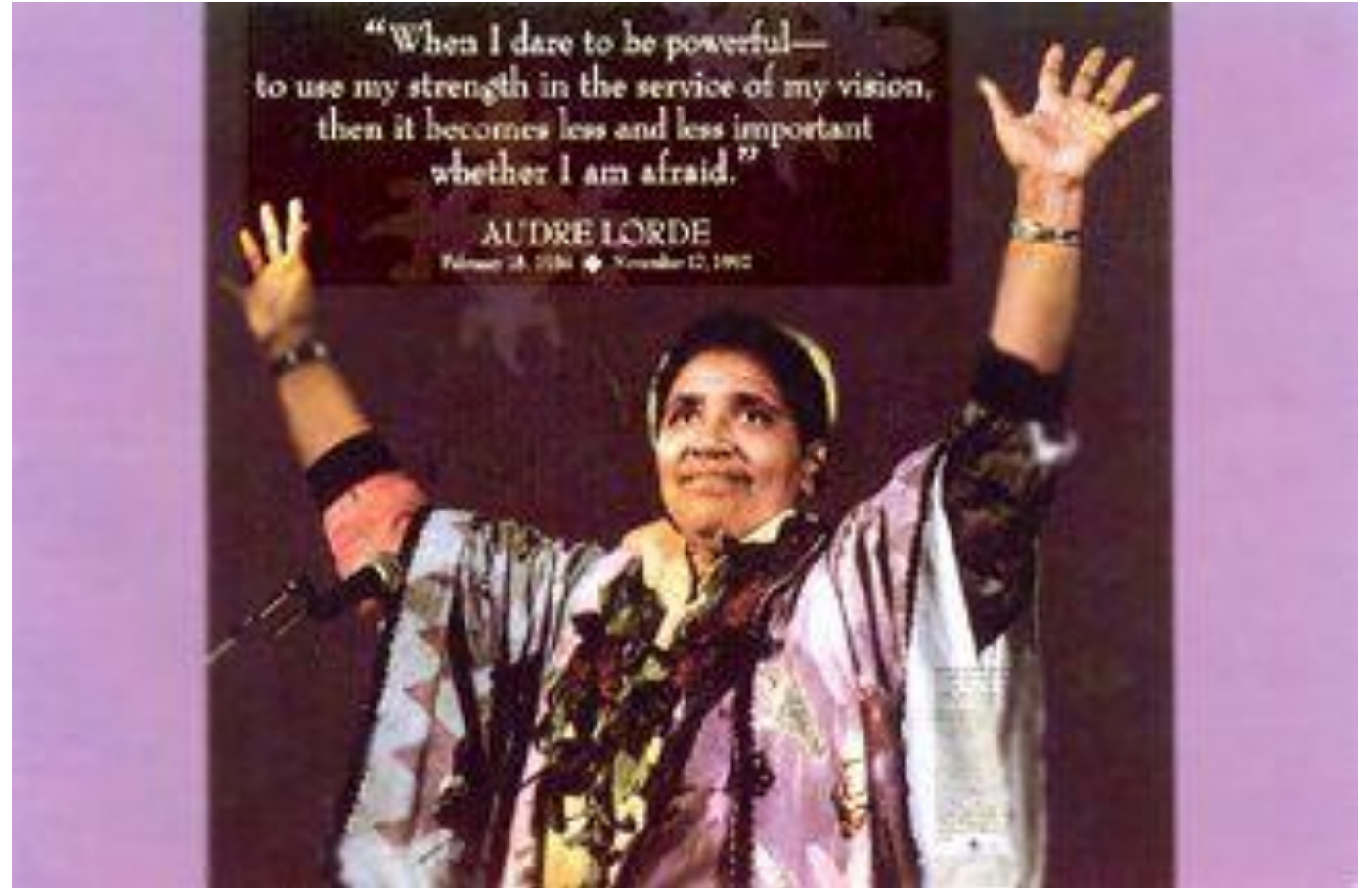
City of Tampa
Director of
Transportation
& Stormwater
Services

Tampa
Bay Next
Project
Engineer,
FDOT
District 7

Director
of Public
Relations,
Port
Tampa
Bay



**“When I dare to be
powerful, to use
my strength in the
service of my
vision, then it
becomes less and
less important
whether I am
afraid.”
—Audre Lorde**



Liane

Your public outreach outcomes have been outstanding, and you've achieved balanced engagement, how did you do it?





Balanced Public Engagement

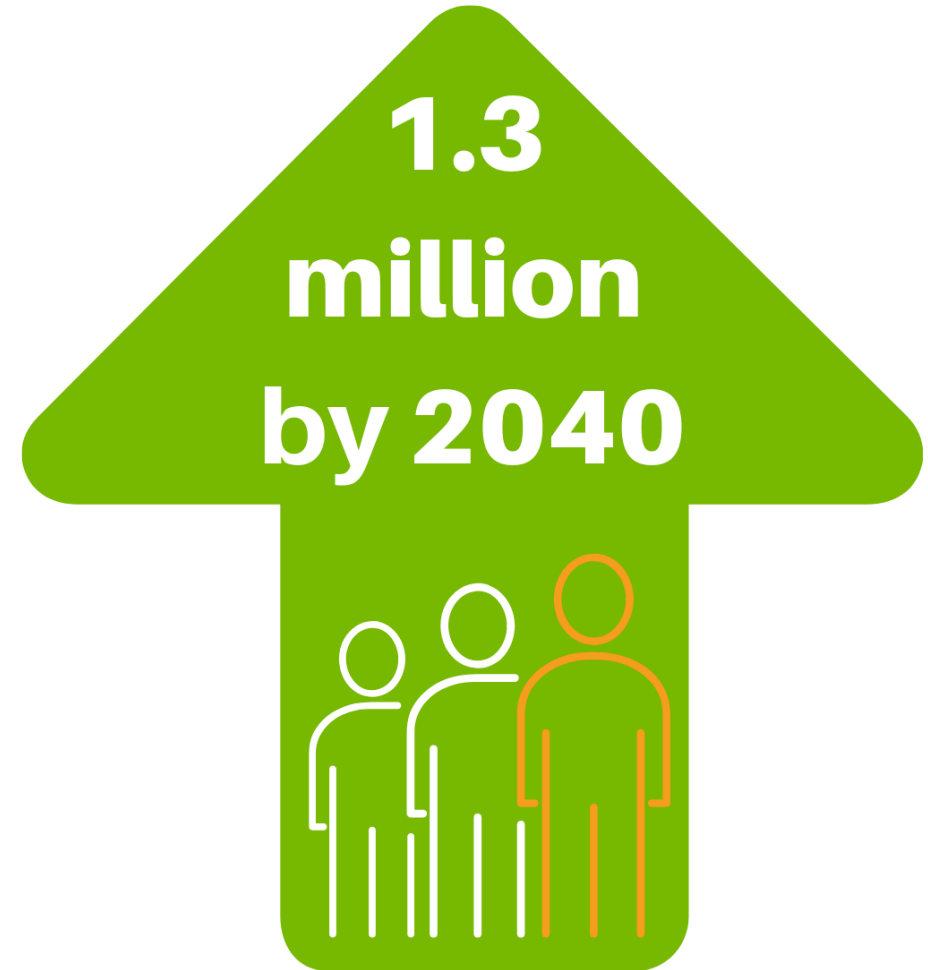
MARCH 6, 2019

AUSTIN TRANSPORTATION DEPARTMENT

LIANE MILLER, AICP

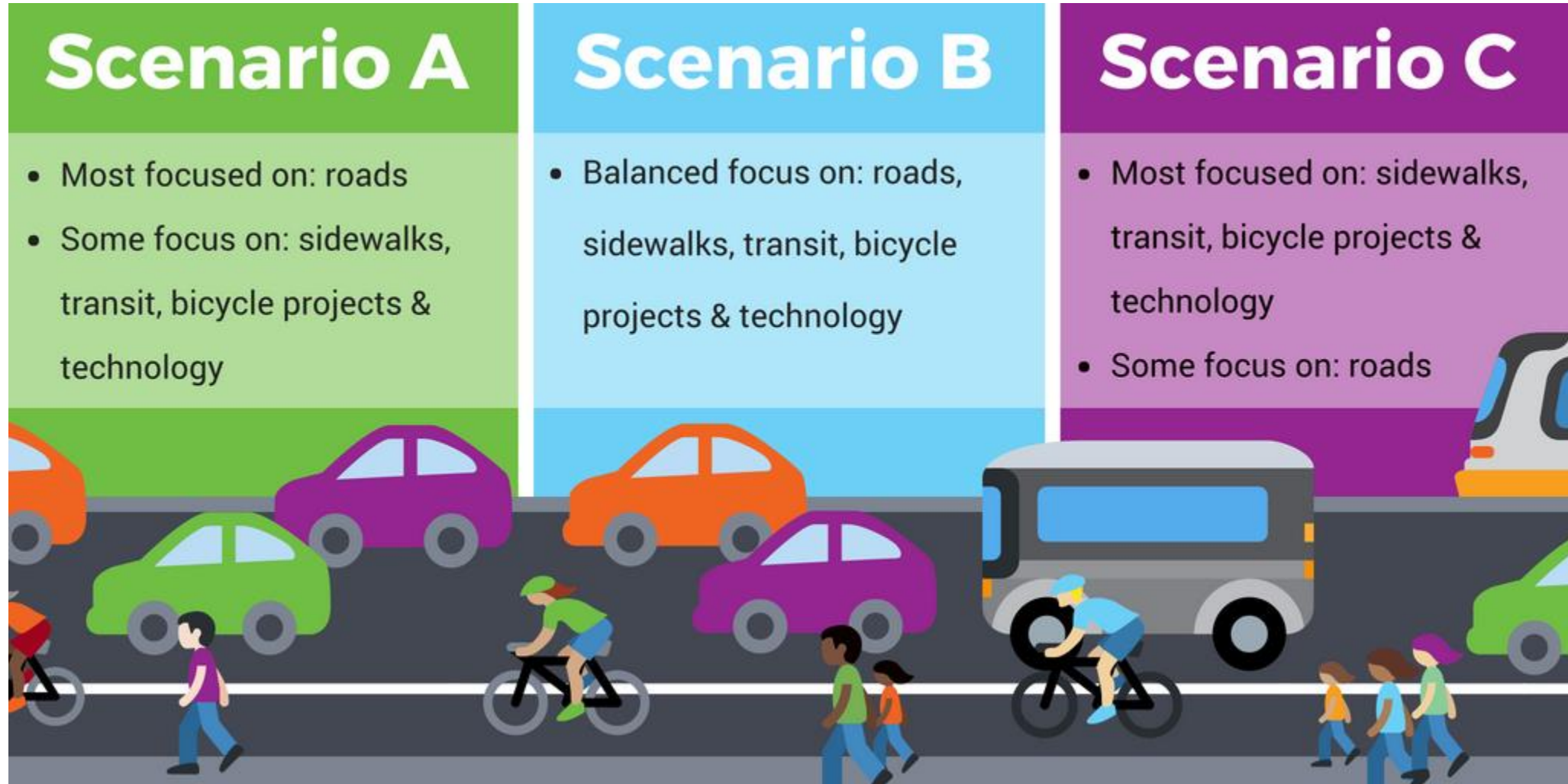
Historically, Austin's population has **DOUBLED** every 20-30 years.

How will we get around in the future?



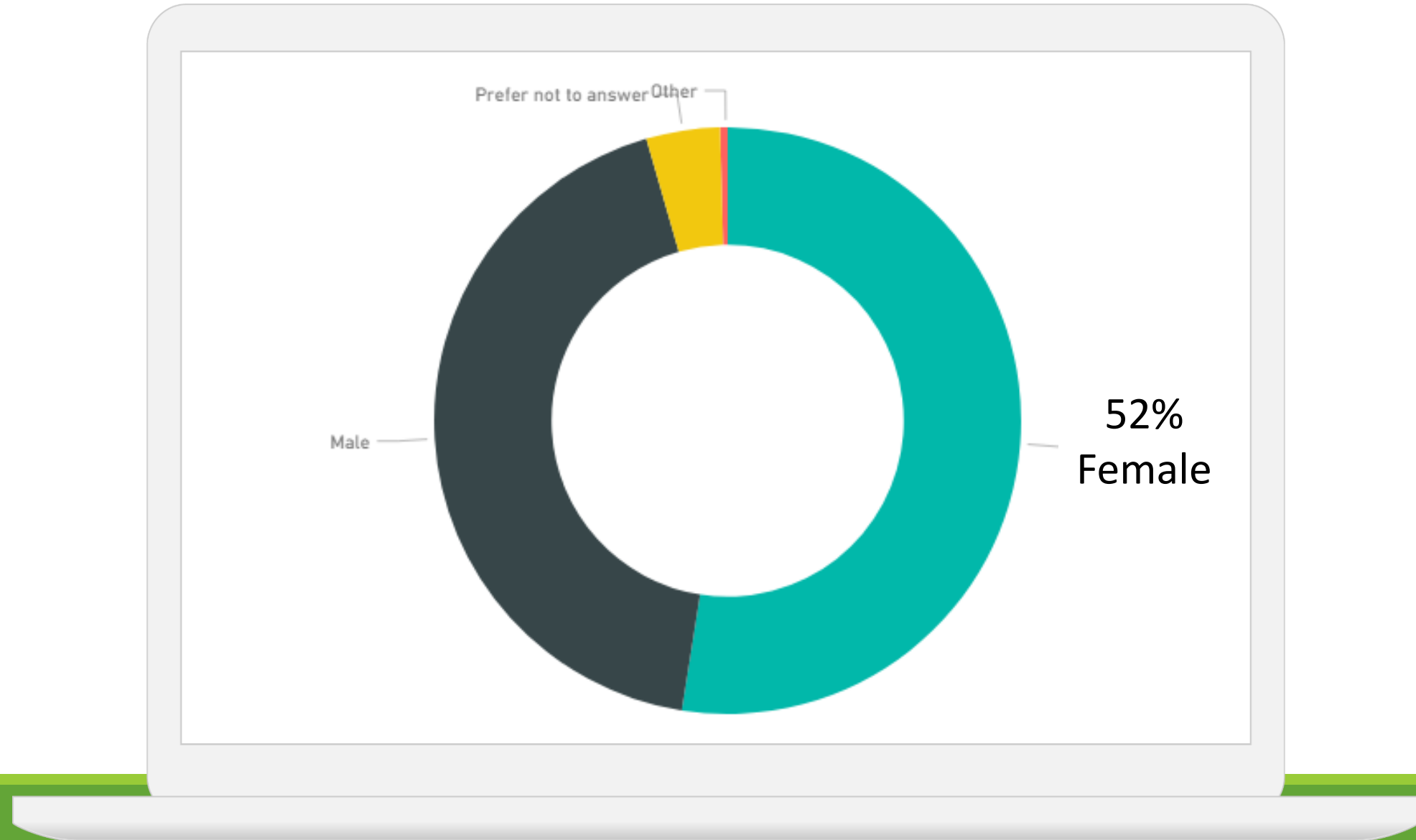
**Meaningful public
engagement** is critical
to success of ASMP
and future of
transportation in Austin

Phase II - Scenarios




We Surveyed Nearly
6,000 Austinites!

And Achieved Balanced Engagement!



By Survey Method

Type	Language	Participants
Online	English	5,172
	Spanish	47
	Accessible	49
Paper	English	477
	Spanish	27
	Chinese (traditional)	2
	Vietnamese	0
TOTAL		5,774


ENCUESTA También puede completar esta encuesta en línea en www.asmp-spanish.metroquest.com

Después de considerar la Guía de Escenarios del Plan de Movilidad Estratégico de Austin, por favor tómese un momento para proporcionar sus comentarios a continuación.

	Escenario A	Escenario B	Escenario C
¿Cómo calificaría cada escenario posible en términos de habilidad para satisfacer las necesidades y prioridades de nuestra comunidad? <small>Califique los escenarios, 5=mejor, 1=peor</small>	☆☆☆☆	☆☆☆☆	☆☆☆☆
¿Cuál escenario debería ser el punto de partida para la estrategia de transportación en Austin?			

¿Qué es lo que le gusta del escenario que usted escogió como punto de partida?

¿Cómo lo ajustaría para sus necesidades?

Use el reverso de la página si necesita espacio adicional

Preguntas Opcionales

¿En cuál Distrito Concejal de Austin vive usted?

☐ Distrito 1 (Houston) ☐ Distrito 4 (García) ☐ Distrito 7 (Post) ☐ Distrito 10 (Alter)

☐ Distrito 2 (García) ☐ Distrito 5 (Klicker) ☐ Distrito 8 (Travis) ☐ Yo no sé.

☐ Distrito 3 (Krentler) ☐ Distrito 6 (Parrington) ☐ Distrito 9 (Tova) ☐ Yo no vivo en Austin.

¿Cómo describiría usted su raza y etnicidad?

☐ Indio Americano/Nativo de Alaska ☐ Hispano/Latino/Acendencias Españolas ☐ Blanco

☐ Asiático ☐ Nativo de Hawái ☐ Otro

☐ Negro/Africano Americano ☐ Otras islas del Pacífico ☐ Prefiere no responder

¿Qué edad tiene?

☐ Menor de 17 años ☐ 18 a 24 años ☐ 25 a 34 años ☐ 35 a 44 años ☐ 45 a 54 años


☐ 55 a 64 años ☐ 65+ años ☐ Prefiere no responder

¿Qué es su sexo?

☐ Hombre ☐ Mujer ☐ Otro ☐ Prefiere no responder

¿En cuál zona postal/zip code vive?

Por favor apunte su email si gusta recibir actualizaciones de ASMP

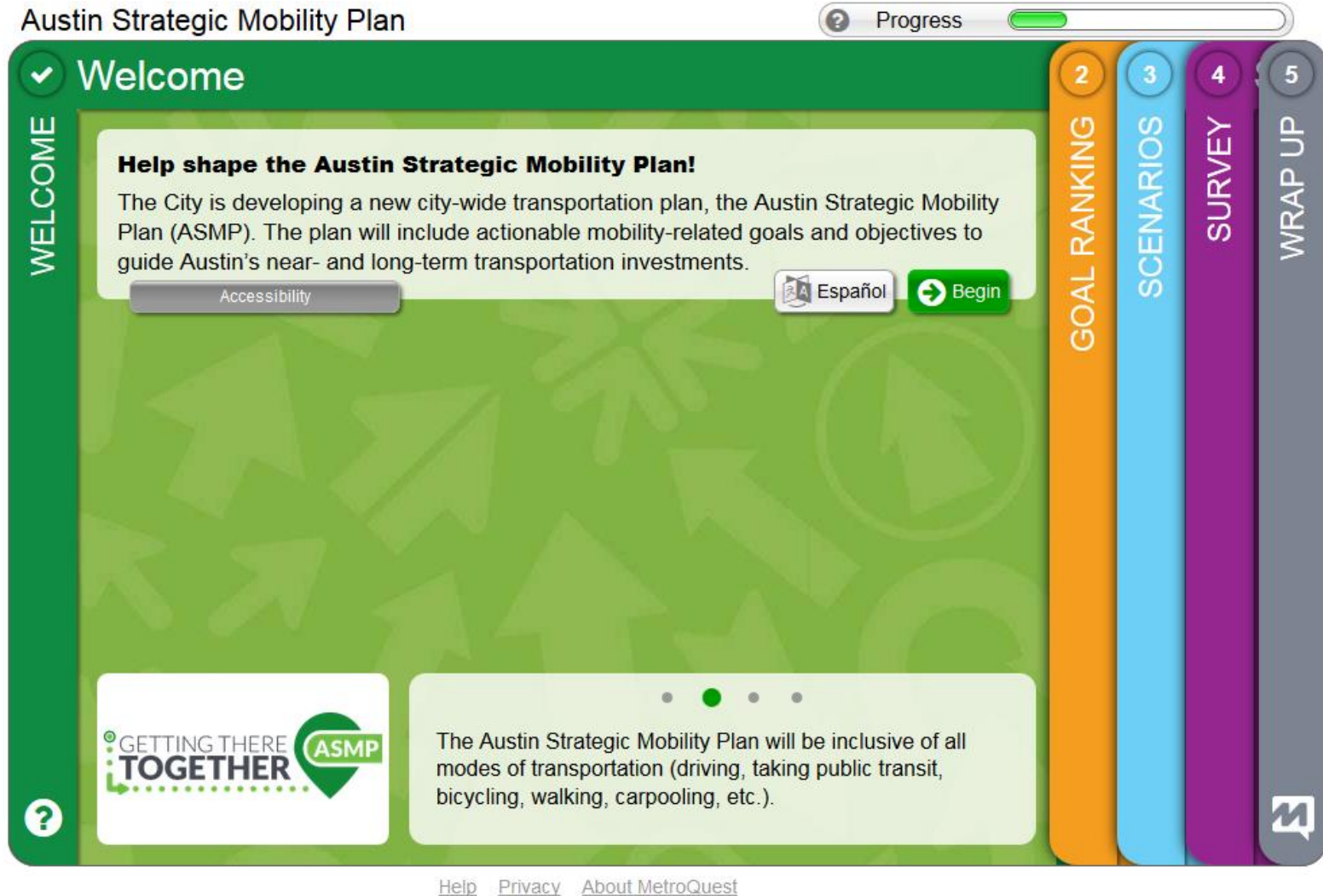


¿Para más información? austintexas.gov/asmp

5 Tips for Balance

Tip #1: Go Online!

- MetroQuest Survey
- Translated to Spanish
- Created accessible version
- Anytime, anywhere





WELCOME



GOAL RANKING

Goal Ranking

1

Affordability

2

Commuter Delay

3

Travel Choice

4

Sustainability

5

Health and Safety

Order your top 5
items above this line

Innovation

Placemaking

Economic Prosperity

Affordability



Lower the cost of traveling in Austin by
providing affordable travel options.

Public Engagement Phase One Ranking: #2



What to do



Next Task

3

SCENARIOS

4

SURVEY

5

WRAP UP



WELCOME

GOAL RANKING

SCENARIOS

Scenario A

Scenario B

Scenario C

Scenario C

Emphasizes investing in public transit, bicycle, and pedestrian projects along corridors and within activity centers and fewer roadway projects.

More about this

Please rate this scenario:

★ ★ ★ ★ ★

Optional Comment

Scenario Performance

BEST

BETTER

GOOD

VEHICLE DELAY

MILES OF ROADWAY PROJECTS

VEHICLE MILES OF TRAVEL

MILES OF TRANSIT PROJECTS

BEST

BETTER

GOOD

ACCESS TO TRANSIT

ACCESS TO AFFORDABLE HOUSING

EQUITABLE DISTRIBUTION OF PROJECTS

MILES OF BICYCLE FACILITIES

MILES OF WALKING/BIKING TRAILS

How your prioritized goals perform:

Affordability

Commuter Delay

Travel Choice

Sustainability

Health and Safety

Good

Better

Best

4 SURVEY

5 WRAP UP



WELCOME

GOAL RANKING

SCENARIOS

4 Survey

5 WRAP UP

General Questions

Affordability

Commuter Delay

Travel Choice

Sustainability

Health and Safety

Affordability

Which of the following strategies do you feel would best promote transportation affordability? (select up to 3)

☐ Invest more transportation infrastructure and programming resources in historically marginalized communities

☐ Offer more choices in how we travel to reduce personal costs associated with car ownership

☐ Support opportunities to live, work and play in close proximity, especially along public transit corridors

☐ Promote policies that provide affordable housing near public transit corridors

☐ Promote policies that encourage people to drive less

☐ I'm not sure what the best strategy is.

What to do

Next Task

Next

WELCOME

GOAL RANKING

SCENARIOS

4 SURVEY

5 WRAP UP


What to do

Thank You!

Thanks for your input! Your time spent here will help shape the future of transportation investment in Austin, impacting the entire community. Please visit our [website](#) to learn more.

You also may be interested in learning more about our community's high-capacity transit initiative led by Capital Metro. Please visit [Project Connect](#) to learn more.

GETTING THERE TOGETHER ASMP



Final Questions (Optional)

In which Austin Council District do you live?

Which best describes your race and ethnicity?

What is your age?

What is your gender?

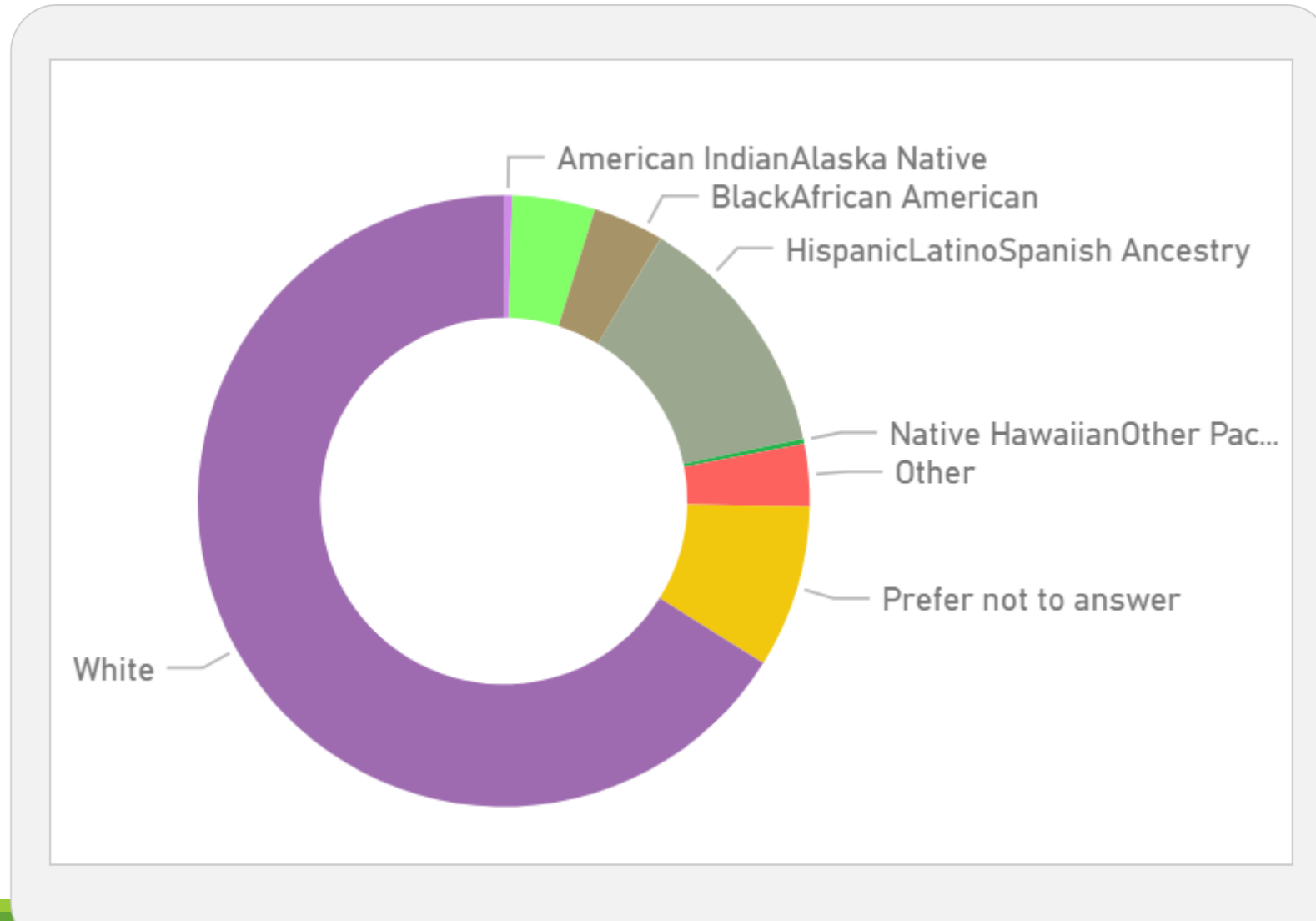
What ZIP code do you live in?

Do you want to receive project updates?

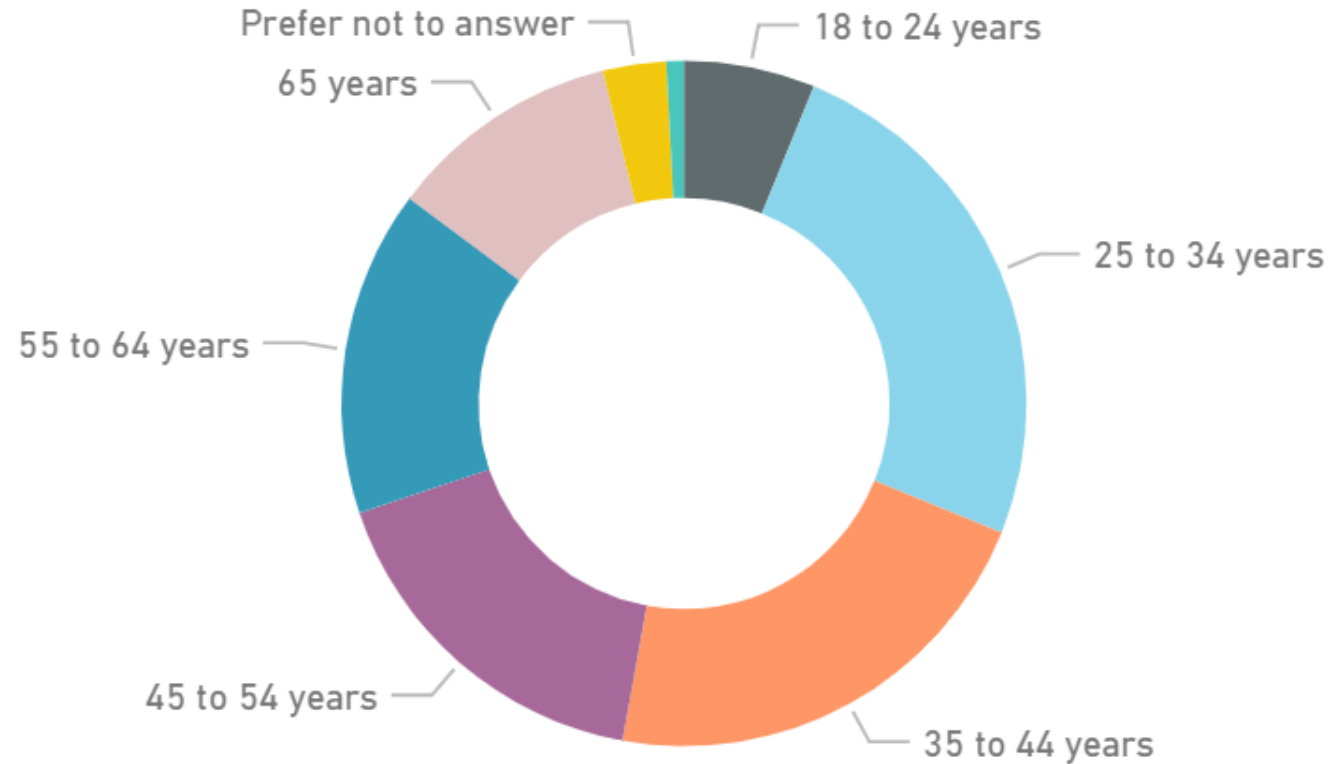
Submit Final Questions

Skip

Tip #2: Monitor Demographics Early!



Tip #2: Monitor Demographics Early!



Tip #3: Go To Them!



- Childcare needs
- Timing
- Relationships
- Languages



Targeted Engagement

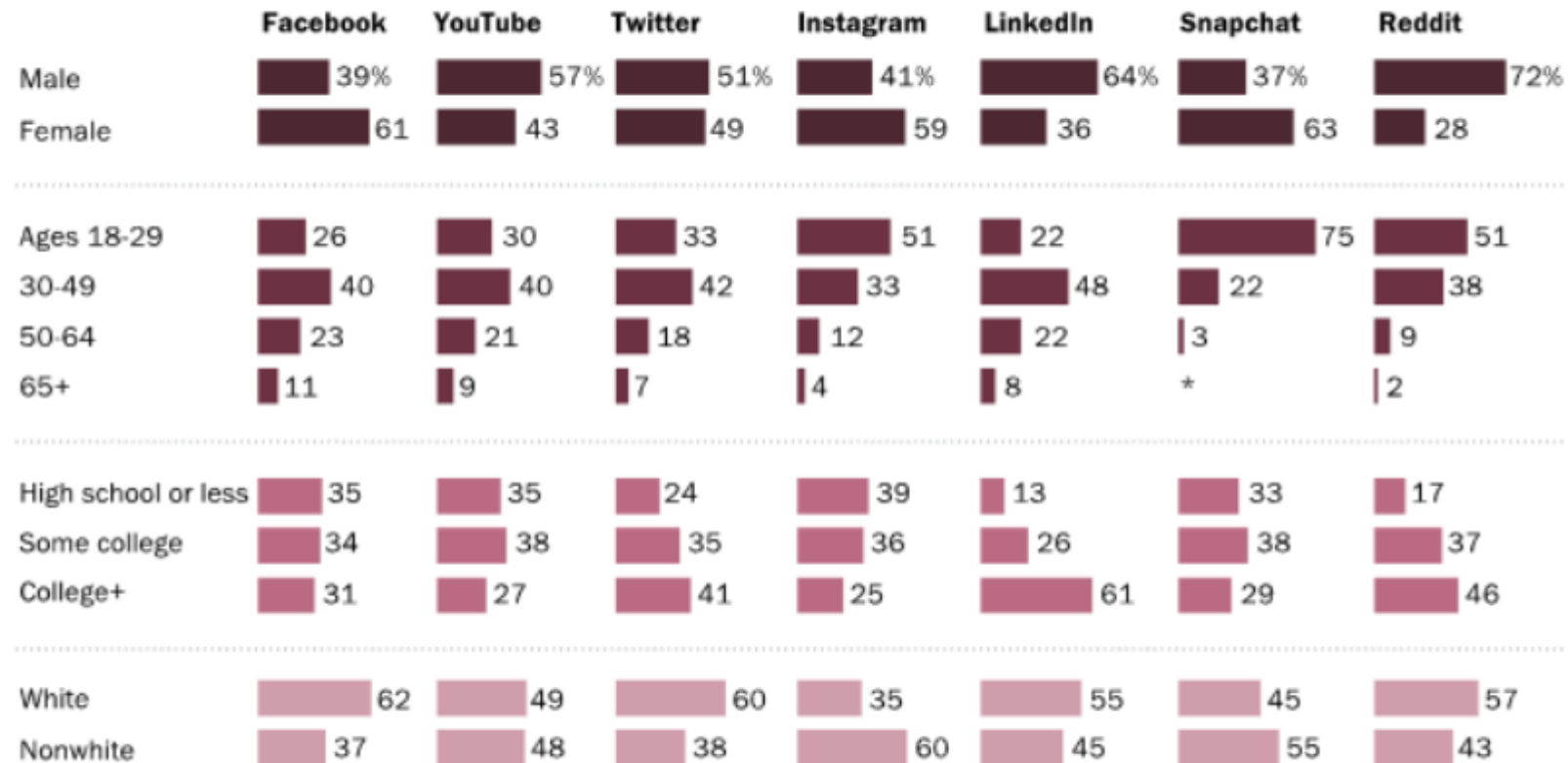
- Targeted Organizations
 - Meals on Wheels
 - Housing Authority of the City of Austin
 - Many others!
- Targeted Events and Presentations
- Employer-Based Engagement
- Focus Groups
- Targeted Media



Tip #4: Be Social!

Profiles of social media news consumers

% of each social media site's news consumers who are ...



Note: Tumblr and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

Source: Survey conducted July 30-Aug. 12, 2018.

"News Use Across Social Media Platforms 2018"

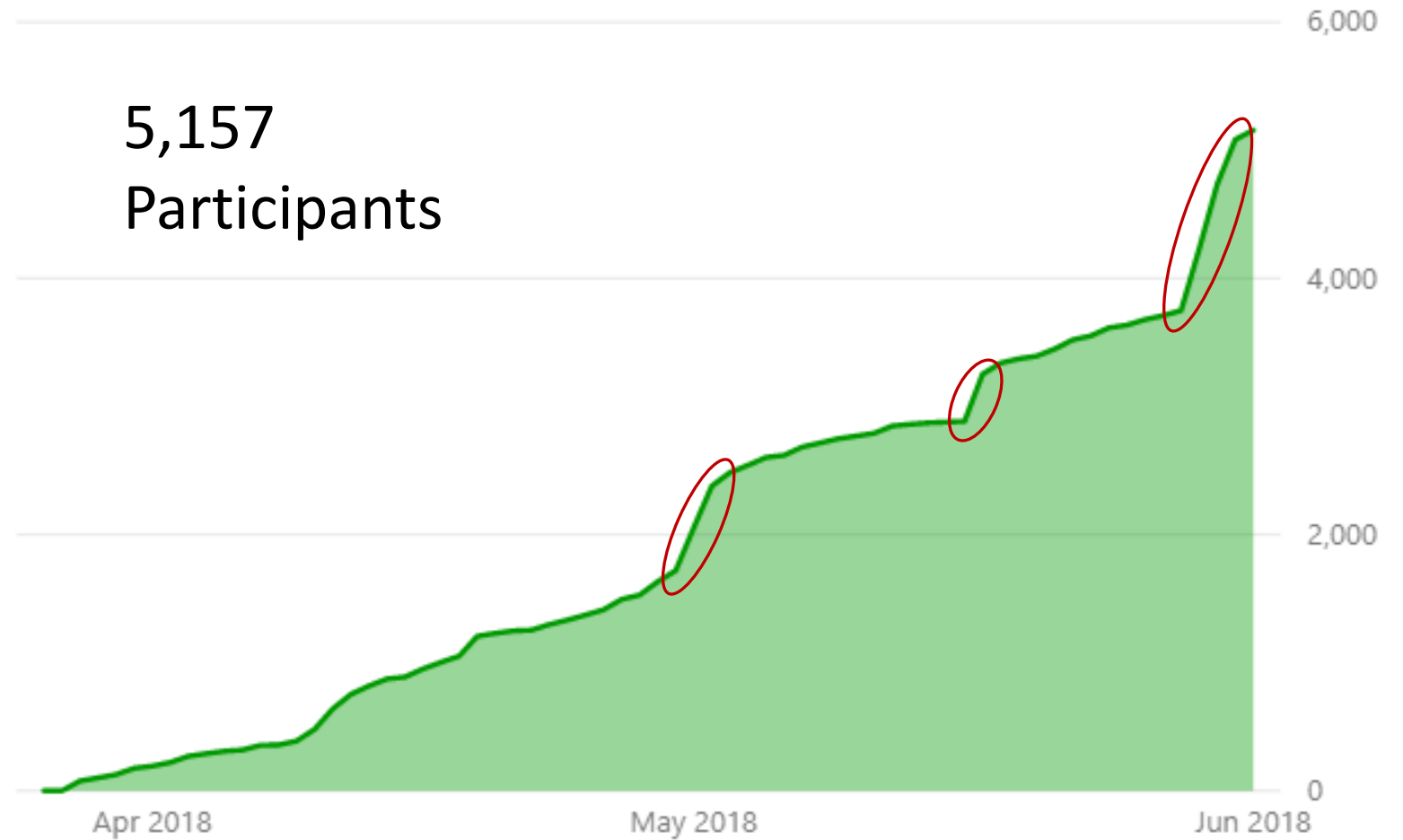
Targeted Social Media



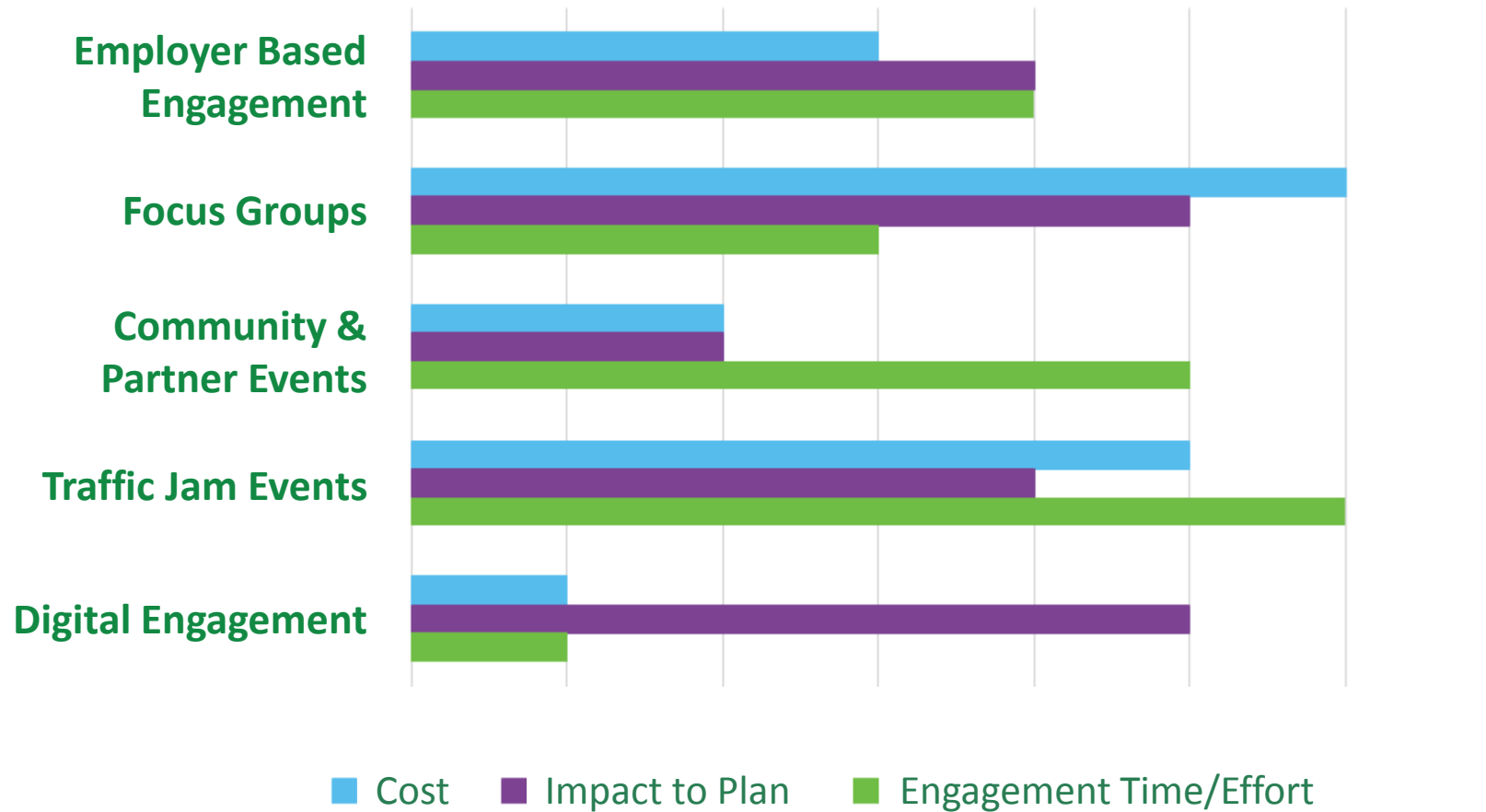
Driving Online Engagement

Where did the 3 big jumps come from?

- NextDoor
- Employer-based engagement

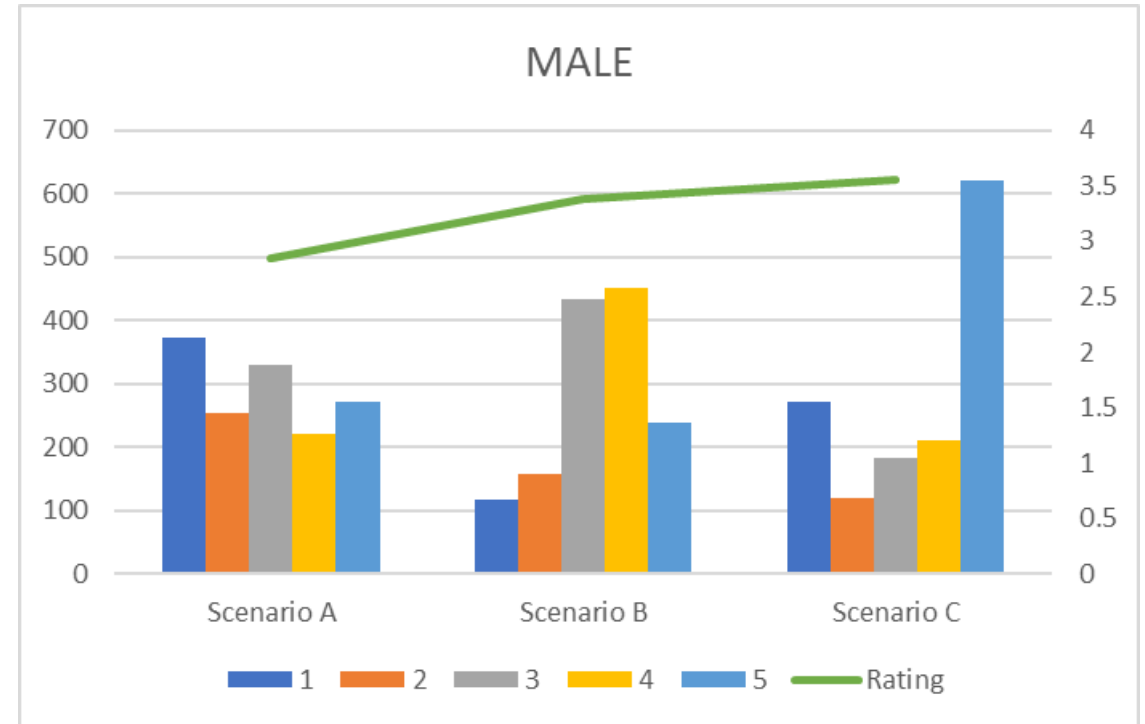
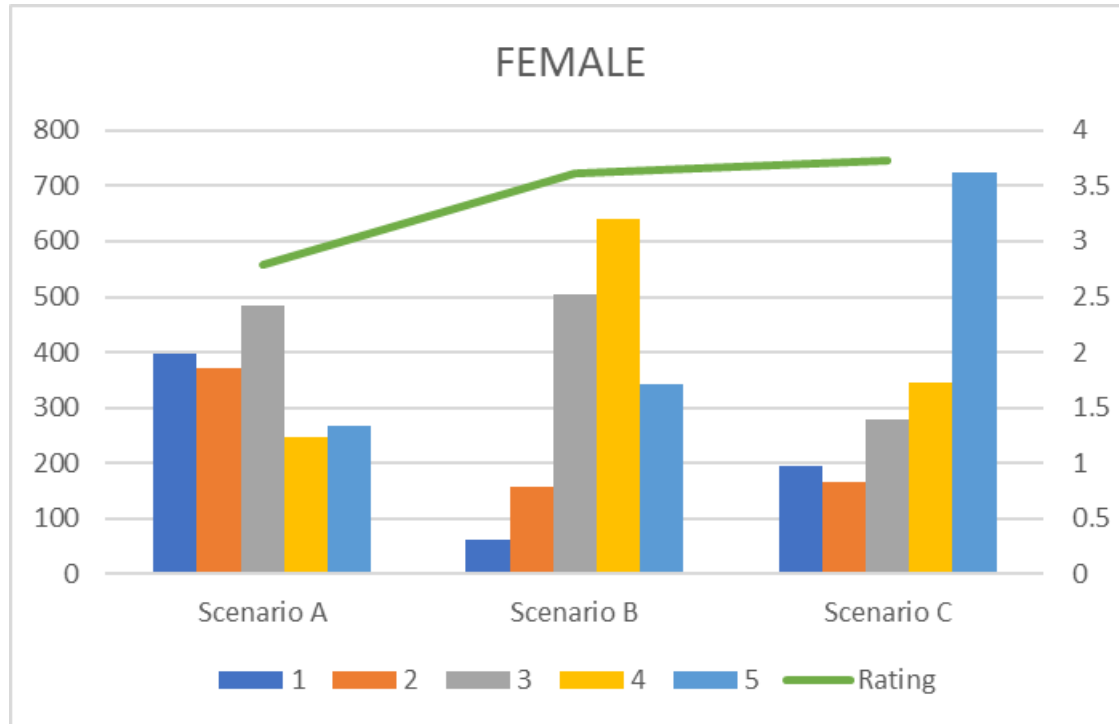


Cost, Impact to Plan and Engagement Effort



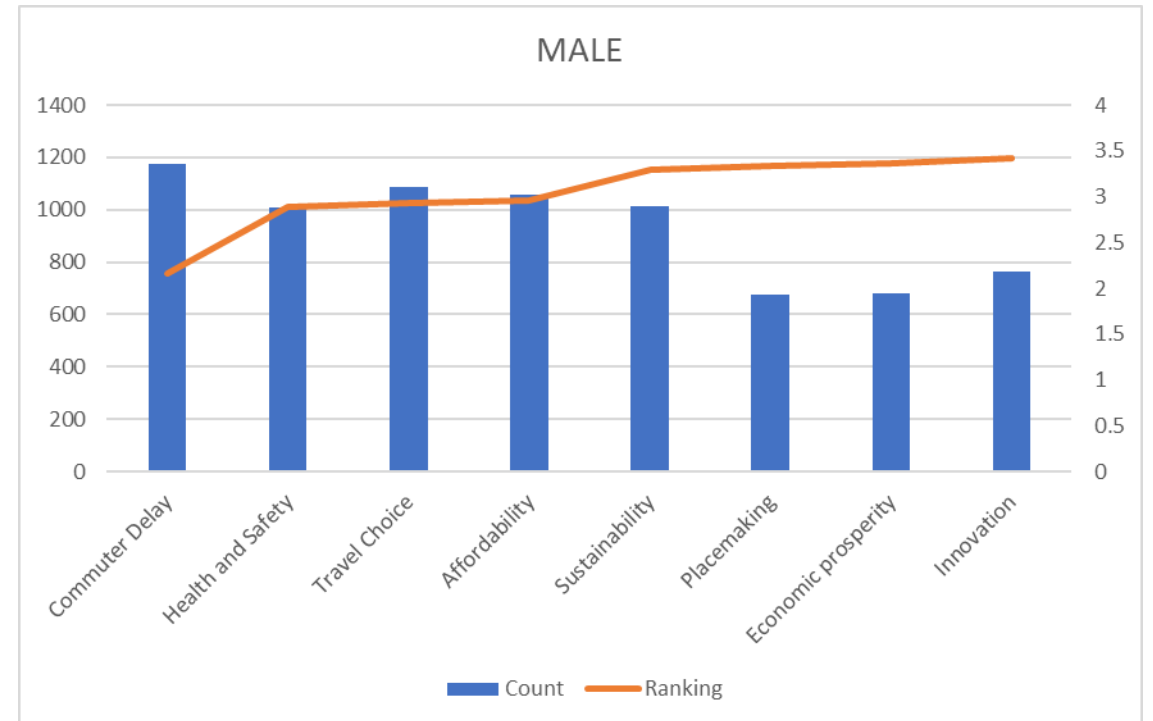
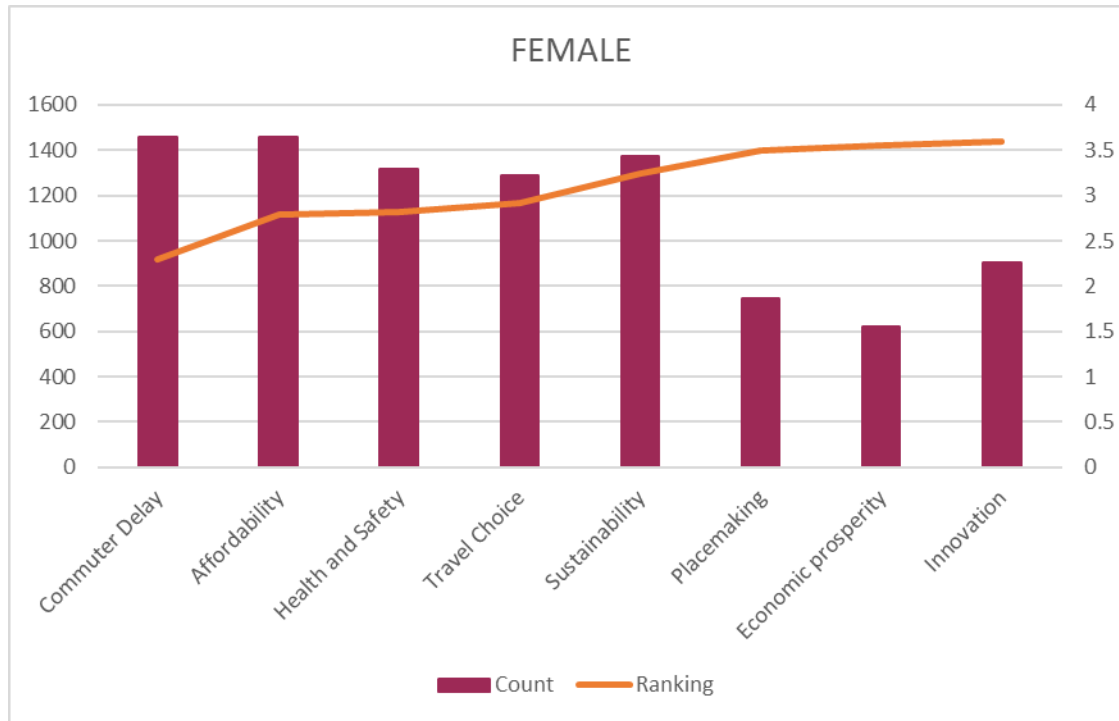
Tip #5: Mine the Results

Scenario Ratings



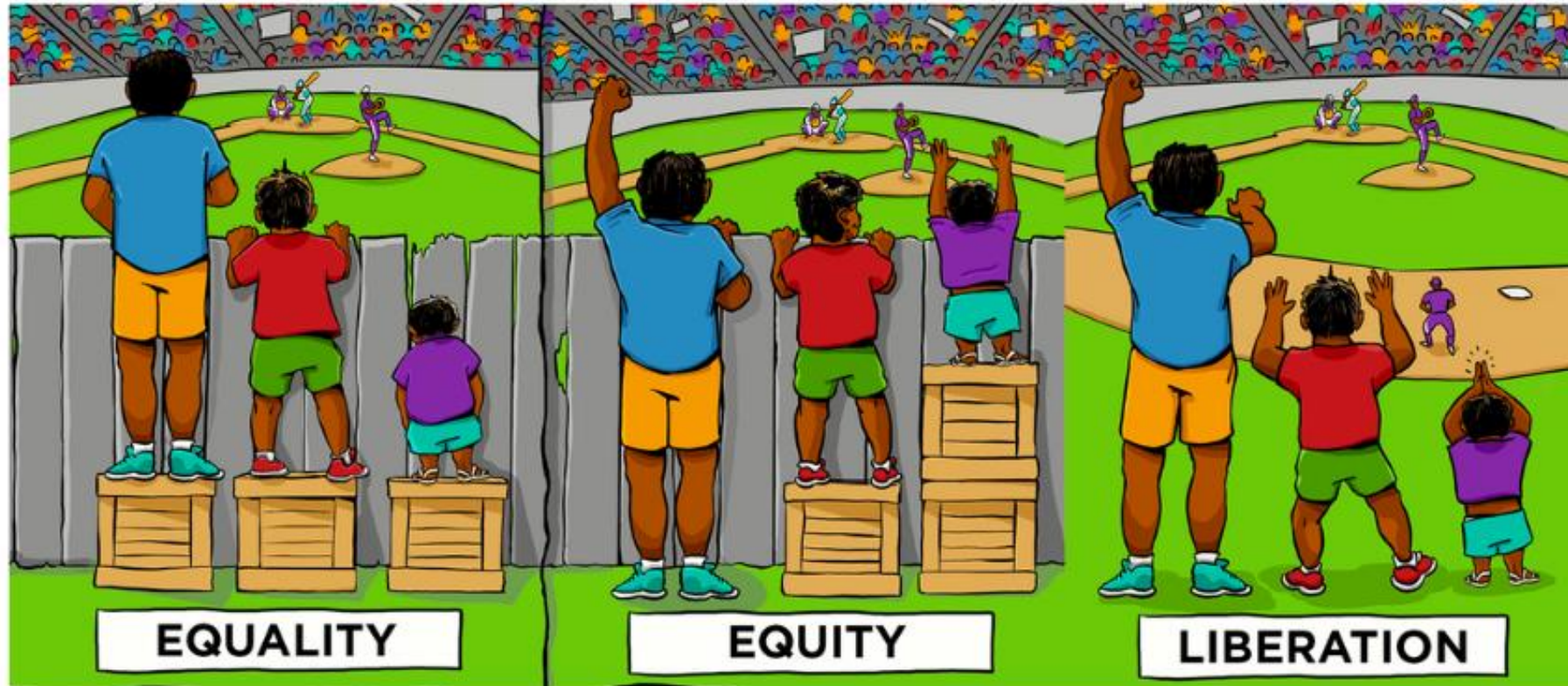
Tip #5: Mine the Results

Goal Rankings



Closing Comments

Work to be Equitable



Liane Miller, AICP

Senior Business Process Consultant

Austin Transportation Department

liane.miller@austintexas.gov



austintexas.gov/ASMP



Jennifer

You're a trailblazer in planning cities for women by women. Tell us, how can we think "FEMOPOLIS" when planning our urban places?



image credit: The Canadian Architect, 1958

**“what does a non-sexist city look like?
asks Delores Hayden**

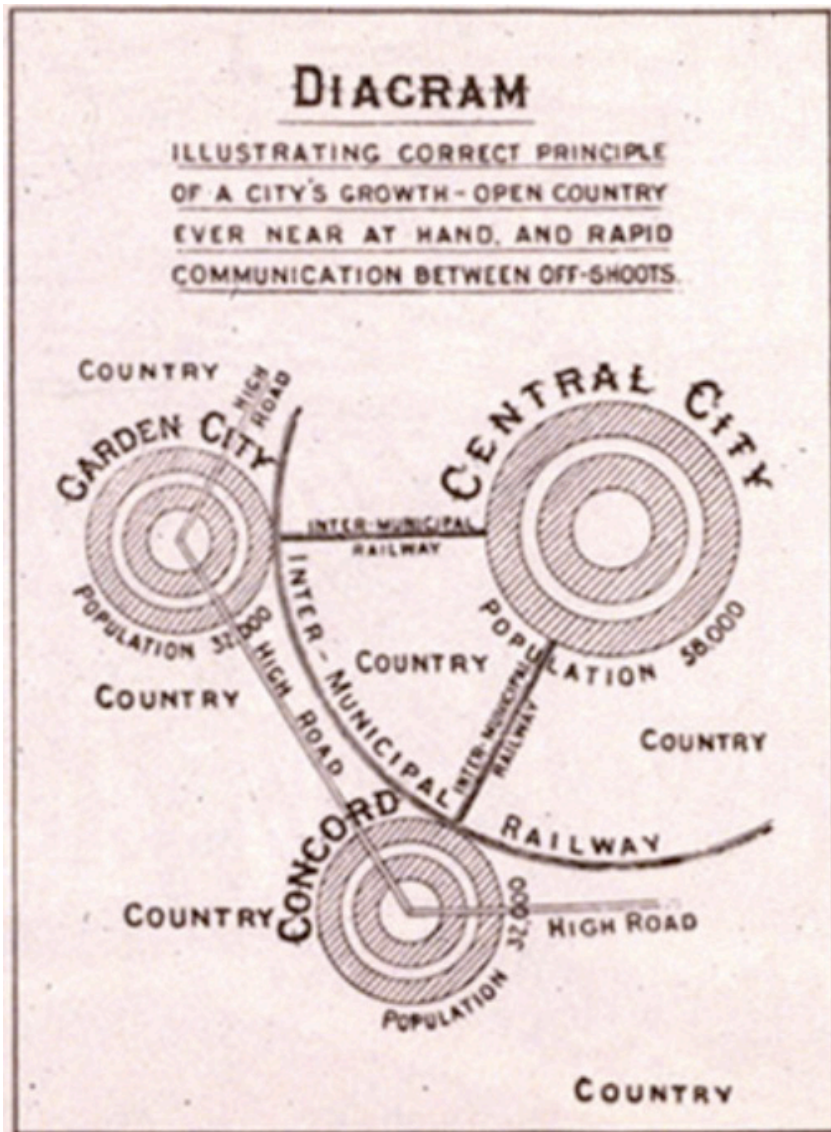


photo credit: Khan Academy

gender mainstreaming in vienna



Frauen-Werk-Stadt
Women-Work-City



From City Lab - photo credits (l to r) - Franziska Ullman and Josef Lex (Flickr)

Gender Criteria for “Optimal Spatial Distribution”

Proximity of buildings to
transportation infrastructure

Adequate space between
buildings

Orientation of buildings to open
space within visual + vocal range

Orientation of occupied
rooms toward transportation
infrastructure

Avoidance of blank walls

Avoidance of building recesses
and protrusions that limit visibility

-Handbook on Gender Mainstreaming
in Urban Development, City of Berlin

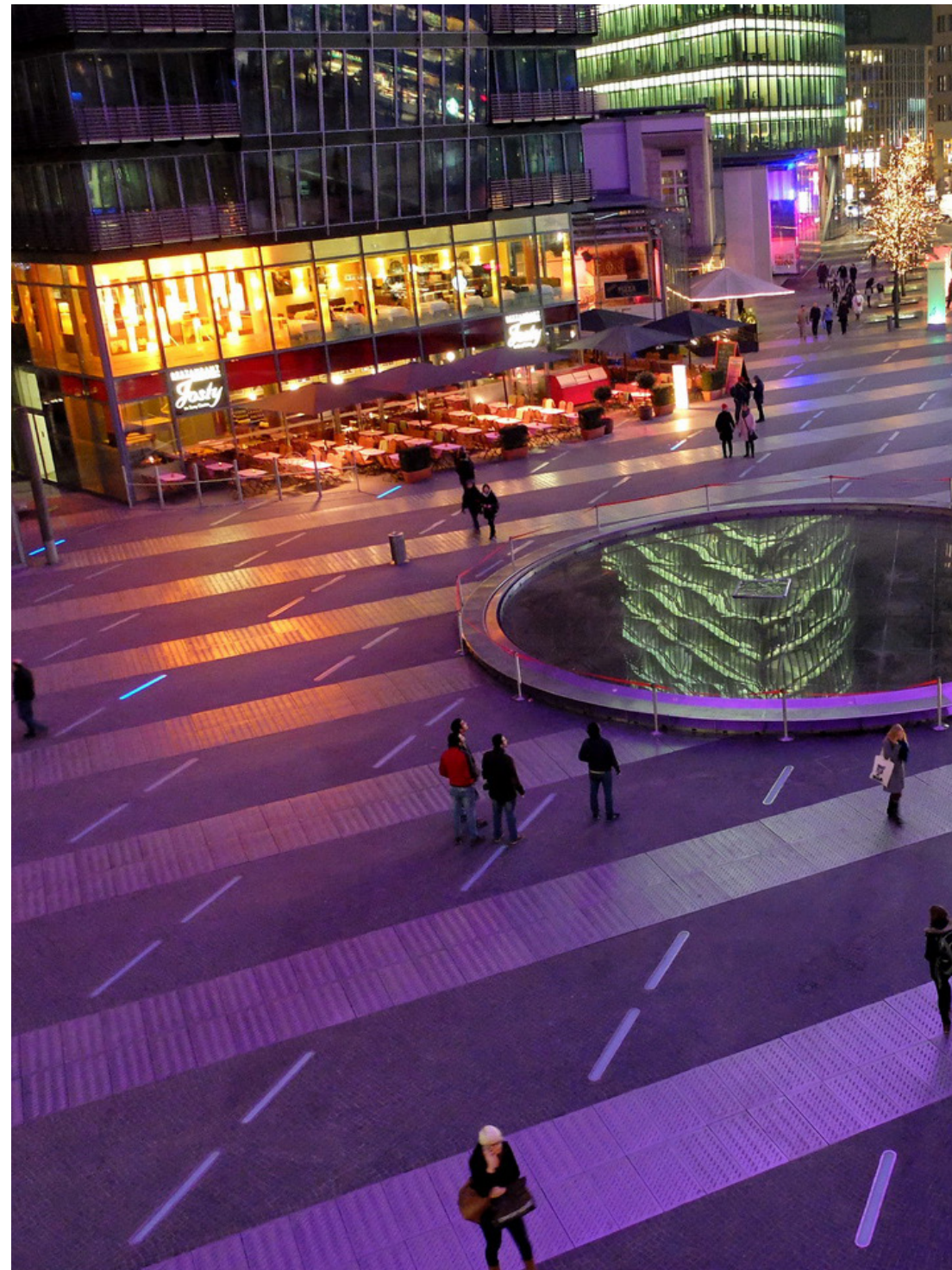
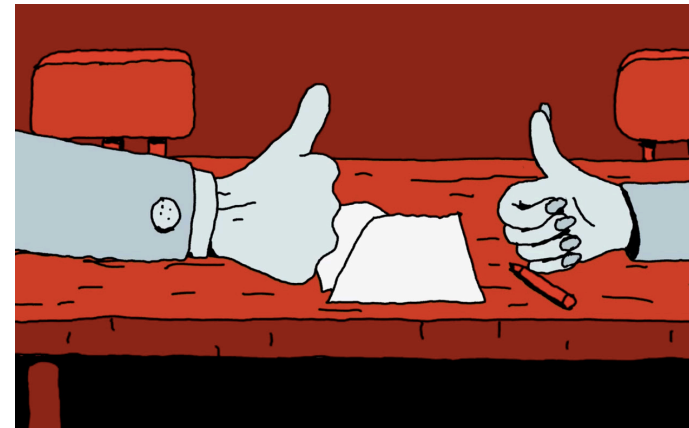
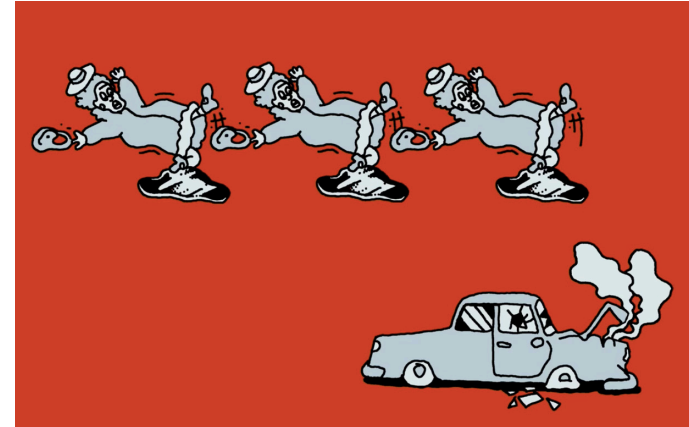


photo credit: Flickr - Sabine Marzahn

gender budgeting



2 Gender equality
is created in
everyday life



CITY OF WOMEN



From 'Nonstop Metropolis',
Rebecca Solnit & Joshua Jelly

XX KVINNOHISTORISKT MUSEUM



THE PHOTOGRAPHER IS A WOMAN

ALMA HAAG ELLEN DAHLBERG RAGNHILD HAARSTAD

November 11 2017 - May 13 2018

From the Ulmea Museum of Women's History: <http://www.kvinnohistoriskt.se>

lev!



From <http://www.synk.nu>



email – jfix@dialogdesign.ca
twitter – [@j_urbanfix](https://twitter.com/j_urbanfix)

20 years of best practices research



Select MetroQuest customers

State Agencies



Local Agencies



Chicago Metropolitan
Agency for Planning



City of Rochester, NY



Metro



Fresno Council
of Governments

Consulting Firms



A woman with dark hair tied back, wearing a dark blue polka-dot shirt, is smiling and looking at a laptop screen. A young girl with dark hair is leaning her head against the woman's face, also looking at the screen. They are outdoors, with trees and greenery in the background. The laptop is silver and open. The text "Optimizing Online Engagement to Achieve Balance" is overlaid on the bottom half of the image in a dark red, serif font.

Optimizing Online Engagement to Achieve Balance

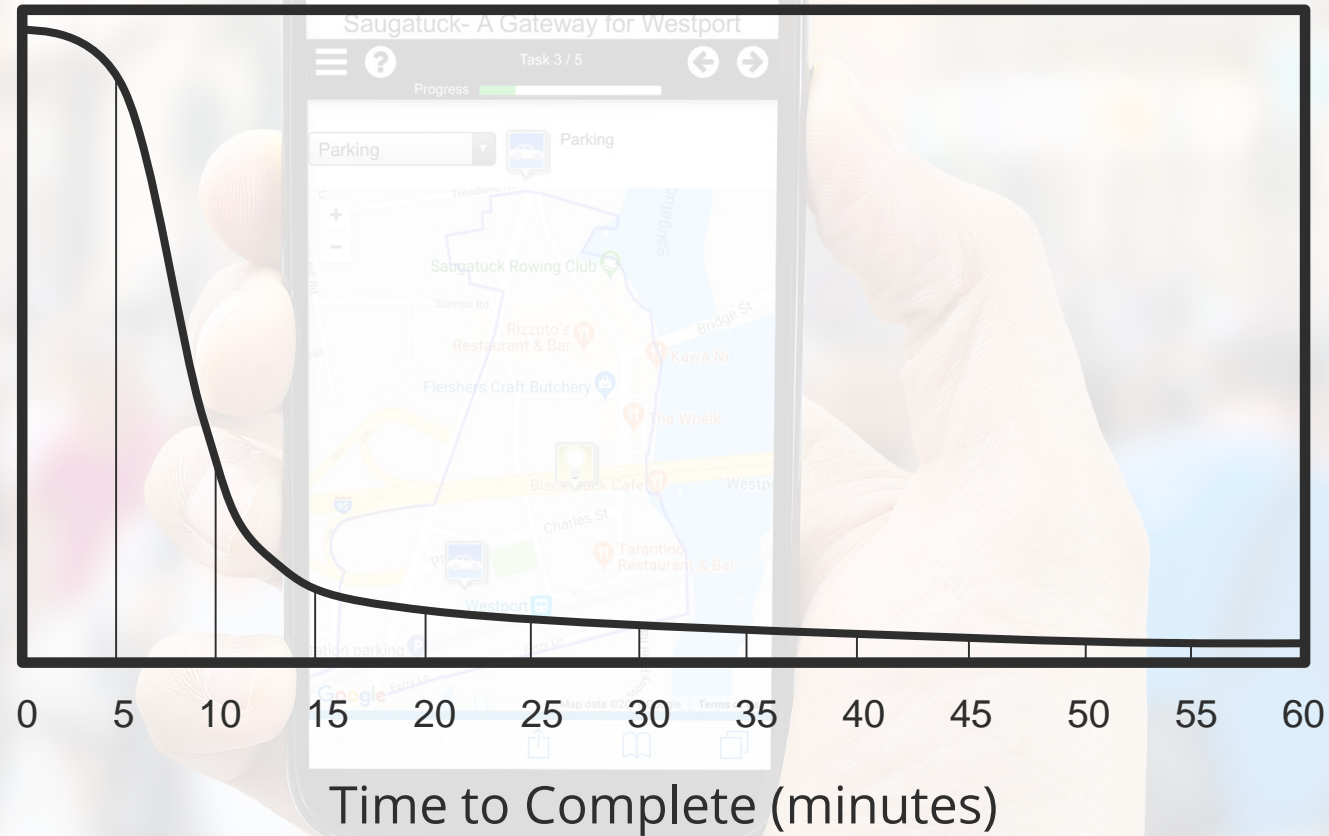


Maximize
participation



Aim for 5 minutes

Participants



Offer it anytime online



Delightful on mobile



Make it safe & private



Weave in education

Saskatoon Active Transportation Plan (ATP)

Progress

1 2 3 4 5

WELCOME ATP BUDGET STRATEGIES PROJECT SELECTION WRAP UP

Active Transportation Projects

What to do: Next Task

Sidewalks on Major Roads

Should this be a priority?

✓ Yes ✗ No

Add Comment

1 / 5 Projects selected

Map data ©2019 Google 2 km Terms of Use

Help Privacy About MetroQuest

Abbotsford Survey #2

Progress

1 2 3 4 5

How should Abbotsford grow? Compare and Rate Introduction

City Centre Today

Please rate this scenario.

★ ★ ★ ★ ★

Optional Comment

Walk to groceries

Working near home

Convenient transit

Cost of infrastructure

Greenhouse gas emissions

Preserved natural areas

Worse than Current Plan Better than Current Plan

IMAGES THANK YOU

Springfield City Plan - Stage 2

Progress

What to do: Next Task

1 2 3 4 5

STRATEGY RATING VISION WRAP UP

Safety Details

Technology Details

2 22

Bicycling Details

Walking Details

10 3


50

Facebook Twitter Email Share



Use images to explain planning

2045 Transportation Plan

Progress 

What should be in the plan?

What to do Next Task

WELCOME PRIORITIES SCENARIOS ELEMENTS WRAP-UP

Roadways Transit Community Funding

Roadway Options

- Advanced Technology
- New/Expanded Ramps
- Elevated Toll Roads
- Complete the Loop
- I-275 Boulevard

New/Expanded Ramps

Improve expressway ramps and new road connections to make it easier and safer to enter and exit




Image Courtesy of FDOT

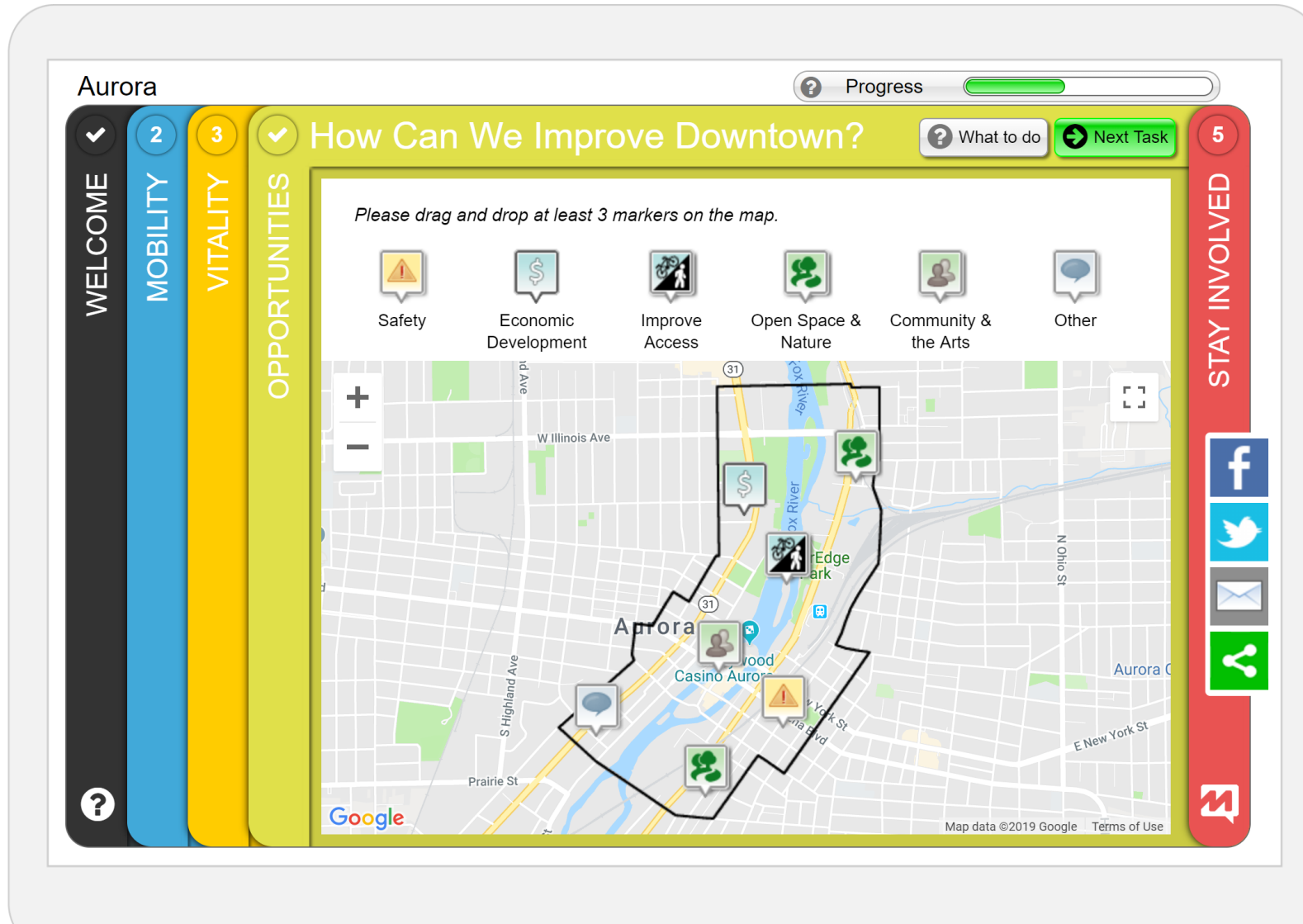
Please rate this image from 1 star (least preferred) to 5 stars (most preferred)

★★★★★

Previous Optional Comment Next



Put citizens in the planner's seat



Collect demographic information

Austin Strategic Mobility Plan

Progress

WELCOME

GOAL RANKING

SCENARIOS

4 SURVEY

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What to do

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GETTING THERE TOGETHER ASMP



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What is your age?

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What ZIP code do you live in?

Do you want to receive project updates?

Submit Final Questions

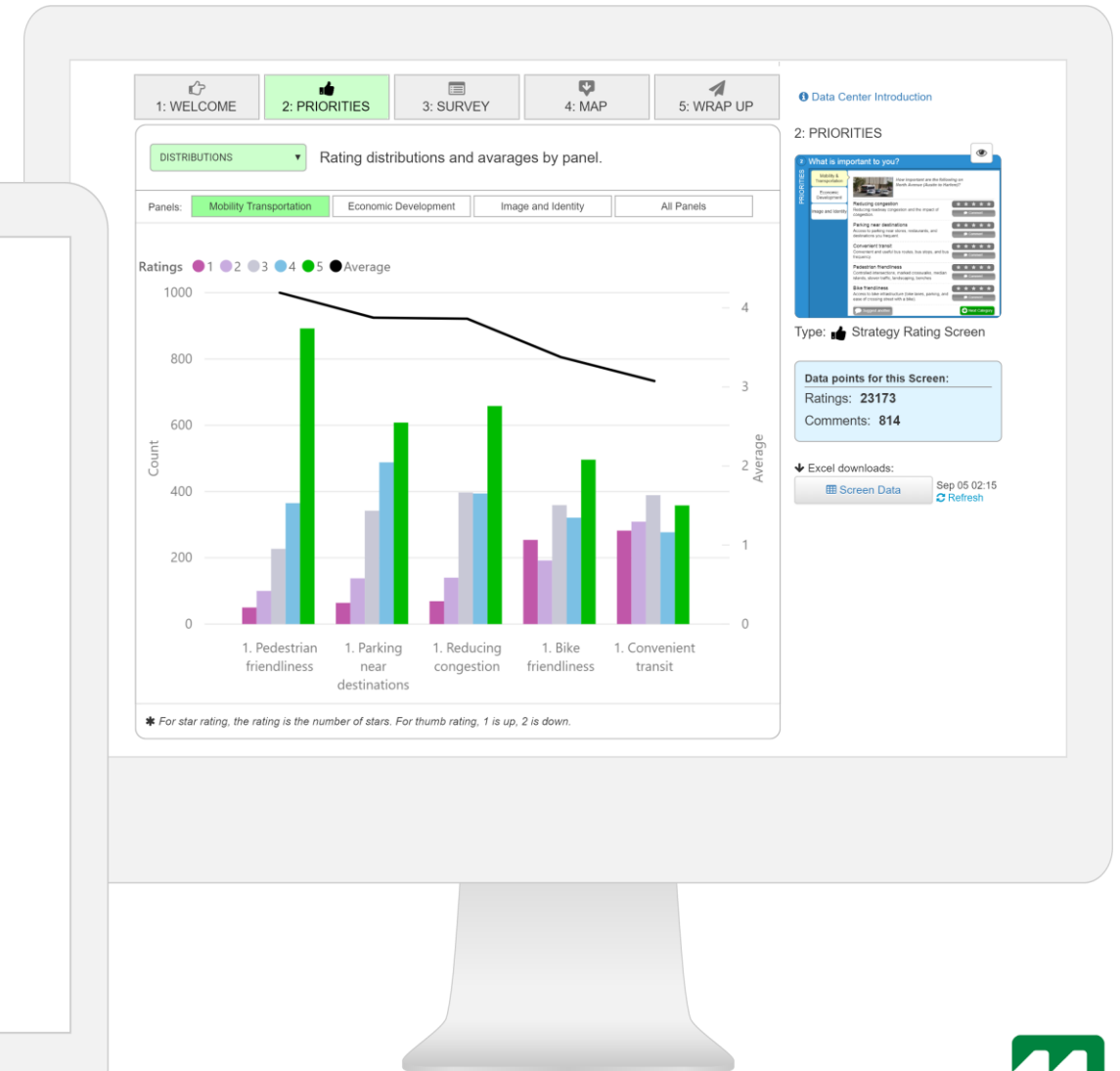
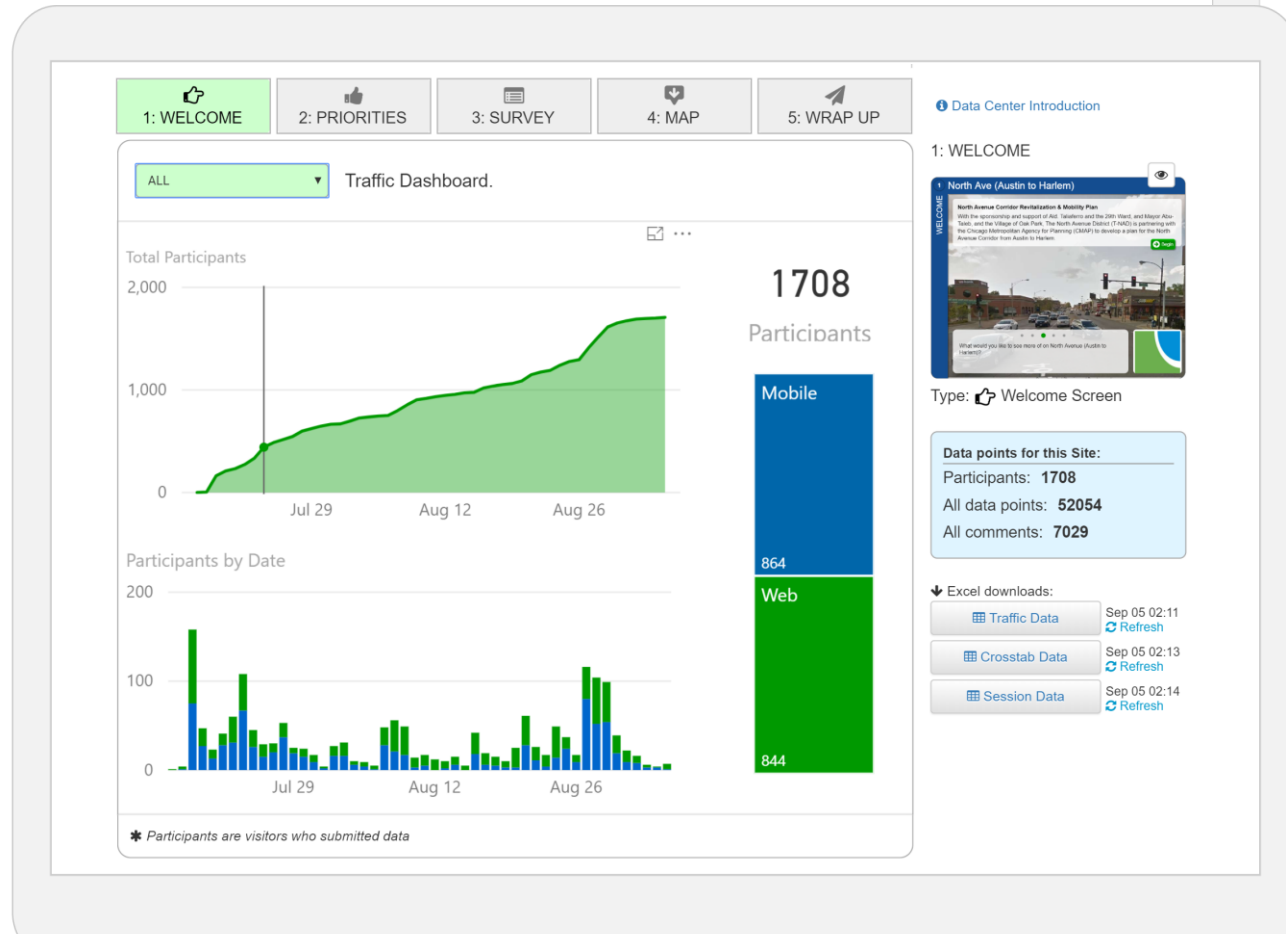
Skip

Help

Privacy

About MetroQuest

Monitor the participation



Go to them



A woman with short blonde hair, wearing a yellow shirt, is smiling and looking at a laptop screen. The background is blurred, showing other people in a meeting. The right side of the image has a green overlay with white text and a list of four items, each preceded by a checkmark. The laptop screen shows a dashboard with a line graph, a 'Participants' count of 9342, and a list of data points.

Actionable results

- ✓ Critical mass
- ✓ Diversity
- ✓ Informed input
- ✓ Quantifiable results




To make bold changes



MetroQuest for balanced engagement





Poll: What
additional information
would you like?



NEW MPO Report

Public Involvement Trends that Matter

- Top 3 MPO Challenges
- Top 5 Public Participation Priorities
- Citizen Preference Insights
- Popular Involvement Methods
- Public Involvement Frequency
- Top 4 Transportation Project Types

Thank you to 172 survey participants!

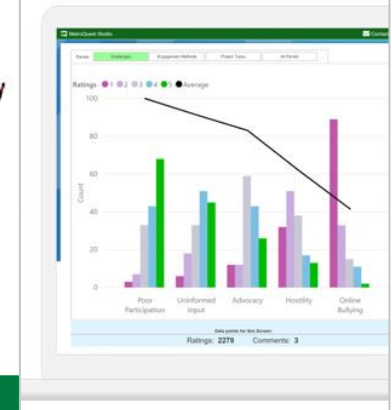


Despite their efforts, many MPOs are suffering from poor public participation.

Public involvement is valuable for many reasons. Informed public input can help shape transportation plans to meet the true needs of residents. Better decisions can be made prior to investing millions of dollars in new developments, while increased public support can streamline project approvals. But effective public involvement is not always easy.



ment challenges, using both a rating and open-ended question as the most common challenge, followed by 'don't make time to give their input,' noted one 'formed citizens are trying to sway projects.'



2018 MPO Report:

Public Involvement Trends that Matter



Webinar Recording



Speakers



Katanya E. Raby

Associate Outreach Planner

Chicago Metropolitan Agency for Planning



Stephane Phifer

Deputy Executive Director Planning

Chicago Metropolitan Agency for Planning



Lindsay Bayley

Senior Planner

Chicago Metropolitan Agency for Planning



Questions?



Beth Alden
Hillsborough MPO



Liane Miller
City of Austin



Jennifer Fix
DIALOG



Dave Biggs
MetroQuest



Thank you for participating!

AICP CM: <https://www.planning.org/events/course/9172755/>

