



Engaging Traditionally Disenfranchised Groups In Context Sensitive Solutions
Minneapolis, Minnesota



Engaging Traditionally Disenfranchised Groups

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Who are these groups?

- Latinos
- Native Americans
- African Americans
- Asians
- Homeless
- Immigrants
- Low-Income
- Low Reading Proficiency

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What do these groups have in common?

- Outside the mainstream
- Informal Leaders
- Distrust of government
- Require passports for outsiders
- Community hierarchy



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CSS vs. CIA

- CIA—Community Impact Assessment
 - To understand the potential impacts of a proposed transportation action on a community and its quality of life.

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CIA elements

- Safety
- Mobility/access
- Cohesion,
- Displacement/relocation
 - Businesses
 - People
 - Farms
 - Institutions

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CSS vs. CIA

- CSS—refers to context sensitive solutions
 - Develops transportation solutions that will be community assets
 - Decision-making process involves stakeholders, vision, and evaluation
 - Understanding the context of the project while evaluating the outcomes.
 - Projects that include the community from the beginning in defining transportation issues while seeking solutions.

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CIA necessary to achieve CSS

- Community Impact Assessment
 - Identifies the outreach methodology
 - Identifies community issues and concerns
 - Develops a forum for scoping
 - Broad based representation of the community

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Tools from the field-I-70 East Corridor

- Overview
- Background
- Demographics
- History
- Outreach Plan-goals & objectives
- Lessons learned

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Who is involved in the I-70 East Corridor EIS?



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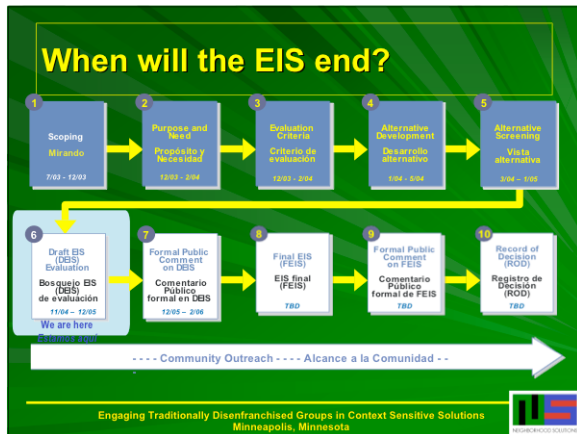
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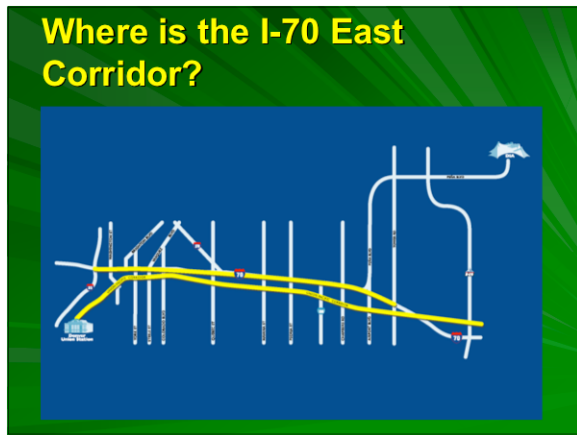
What is the I-70 East Corridor EIS?

- Multi-modal transportation project
- Highway improvements
- New rapid transit line to airport
- Case study
 - Community impact assessment
 - Environmental justice



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Corridor demographics

Demographics	Denver	Corridor Average
Percent Latinos & African Amer.	42.5%	78.3%
Percent DPS children receiving free school lunch	55.0%	64.7%
Percent children in poverty	20.8%	31.7%
Average annual household income	\$55,129	\$43,365*

Source: Piton Foundation
*Family of four (4)

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CSS—Principles were applied to our Public Involvement Plan

- Go to them—their meeting places, their neighborhoods, their leaders.
- Involve residents, businesses and stakeholders in decisions. Public involvement is the nucleus.
- Identified community issues and concerns.
- Encouraged innovation while supporting safety. Engineers are problem solvers.
- We are beginning a dialogue about improvements in the environment “above and beyond” required mitigation.

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Corridor History of distrust

- Overall governmental distrust and neglect
- I-70 original construction
 - Split two communities
 - Condemnation issues
- RTD demonstration line
 - Compromises made
 - Promises made



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How to overcome distrust?

- Build on existing relationships
- Include everyone
- Contact early and often
- Be committed
- Ask, don't tell
- Low-tech solutions

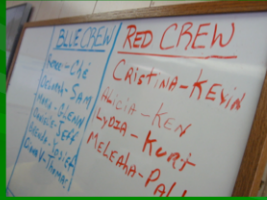


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Outreach program overview

- Goals
- Approach/tools
 - Branding
 - Training
 - Door to door outreach
 - Scoping meetings
 - On-going outreach



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Outreach process goals

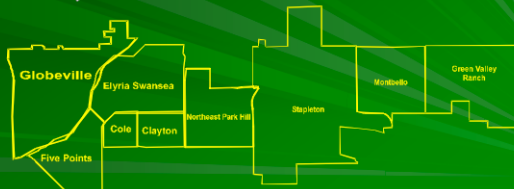
- Solicit participation from every segment of the corridor
- Reach previously underserved residents and businesses
- Fulfill our NEPA requirements



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Overall outreach approach



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Branding the project

- Logo (no gang colors)
- "Yellow shirts"
- Outreach bags
- Name tags
- Flyers
- Business cards
- Advertising



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Outreach training

- Requirement for outreach
- History of neighborhoods
- How to go "door to door"
- Ethnic courtesy
- Lose the "techno-speak"



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Door to door outreach

- Pass the test!
- Choose specialists from the neighborhoods
- Use bilingual teams
- Let them know you are coming
- Administer questionnaire
- Ask no personal questions
- Educate and invite
- Provide information on community services



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Block meetings

- 8-16 block radius
- Hosted by neighbor in backyard or park
- Intimate – 10-15 people
- Discuss block issues
- Meals and translation
- Capitalize on social culture of the area



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Neighborhood meetings

- Larger meetings – up to 120
- Flyers
- Food, translation, child care
- Reveal questionnaire results
- Discuss neighborhood issues



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Corridor-wide meetings

- Largest meetings – up to 250
- Flyers, newsletters, and advertisements
- Food, translation, and child care
- Bring together all perspectives
- Dynamic format



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Working Groups

- On-going participation
- Various topics
 - Community Impacts
 - Interchanges
 - Economic Development
 - Bike, Pedestrian, Open Space
- Educational and informational



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On-going outreach

- Website (www.i-70eastcorridor.com)
- Neighborhood specific meetings
- Newsletter
- Stakeholder presentations
- Project office

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Lessons learned

- Agency support a must – spirit and deed
- Early and often involvement reduces community acrimony
- Public involvement effort were designed to relate directly to the potential impacts
- Investment of time/money builds goodwill and participation beyond the life of the project
- Project office demonstrated commitment and allows the project teams to experience the community
- Hands on approach creates an atmosphere of meaningful dialogue.

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Questions?



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