



Memorandum

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TO: AC Transit Accessibility Advisory Committee (AAC)

FROM: Krystle Pasco, Associate Program Analyst
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SUBJECT: Overview of Alameda CTC's Equity Initiative, Community Engagement and the Inclusive Engagement Guide

Introduction

The Alameda County Transportation Commission (Alameda CTC) staff will provide an overview and seek input from AC Transit's Accessibility Advisory Committee (AAC) regarding community engagement for Alameda CTC's equity initiative, which will include an Inclusive Engagement Guide. The goal of this work is to ensure that equity communities, with specific emphasis on low income people of color throughout the county, are proactively engaged and that their voices shape the outcomes of transportation projects, programs, and plans throughout Alameda County.

Community Engagement

Alameda CTC's Equity Initiative includes developing two main documents:

- **Race and Equity Action Plan (REAP)** to outline concrete actions that Alameda CTC's leadership and staff can take to advance racial and socio-economic equity and environmental justice in their respective departments, operations, programs, and policies.
- **Agency-wide Inclusive Engagement Guide (IEG)** to describe goals, objectives, and desired outcomes with respect to equitable engagement across all agency-led projects, programs, and plans.

Engagement on the IEG will be multilayered, with a variety of inputs in order to be informed by emerging best practices and to ensure community members and their voices are part of the process and inform methods and outcomes.

The engagement will be countywide, with a specific emphasis on residents in Equity Priority Communities and low income people of color.

The objectives of the engagement are to:

- Seek input from communities on how to best conduct inclusive and equitable outreach and engagement in order to inform how Alameda CTC implements the REAP and IEG.
- Seek input on how to best work with populations who do not currently and/or have not historically had good access to public processes for transportation projects, programs, and plans, and/or who have been disproportionately impacted by negative impacts of transportation decisions.

There are three main engagement activities.

1. Review of best practices, research lessons learned from national peers, and conduct discussions with industry leaders.
2. Release of a survey to be used in listening sessions, and distributed to CBOs throughout the county, both for the CBOs to fill out and to send to their members to get community input. The survey is available on Alameda CTC's website: www.alamedactc.org/equity through November 15th. The survey is available in [English](#), [Chinese](#), and [Spanish](#).
3. Discussions through virtual Town Hall Listening Sessions, including presenting at existing committees, such as Alameda CTC's Paratransit Advisory and Planning Committee (PAPCO) and AC Transit's AAC, etc.

The survey and discussions with CBOs and community members will include open questions to solicit input on how we can best engage with their communities. This effort is different than outreach typically done by Alameda CTC to solicit community input on specific transportation projects, programs, and plans. The goal of this engagement is to understand how to better reach a broad audience of people in Alameda County and specifically how to better engage equity communities. Example questions include:

- What does ideal community engagement look like to you?
- How do you like to be contacted?
- How do you like to receive information?

- Any other input on how can we better engage with you and your community to get your input into transportation system changes that affect you?

Inclusive Engagement Guide

The input gathered from the survey and listening sessions, best practices research, as well as discussions with industry leaders will directly inform the IEG. The IEG is a key deliverable for the Equity Initiative, and is an agencywide document that will delineate goals, objectives, and desired outcomes with respect to equitable engagement across all agency-led projects, programs, and plans.

The IEG will institutionalize and standardize inclusive engagement methods, which will include resources and information on Title VI and language assistance. The agency will eventually conduct training for staff and build capacity across departments and provide resources to staff Project Managers for incorporating inclusive engagement into scopes of work. The IEG will include sections focused on CBO engagement and contracting as well. The IEG will be completed in 2023.

Alameda CTC staff requests that AC Transit AAC members provide input on how the agency can improve its inclusive engagement and equitable outreach methods and be prepared to discuss on November 8th.