



I-710 SOUTH CORRIDOR PROJECT

Equity Working Group Meeting #8 Summary

October 27, 2022



ATTENDEES

Task Force

Transportation Agencies

Marisol Barajas, Manager of Government Relations, Long Beach Transit (LBT)
Randy Johnson, Director of Government Relations and Outreach, Access LA

Community-Based Organizations and Advocacy Groups

Ghirlandi Guidetti, Housing and Community Attorney, Legal Aid Foundation of Los Angeles
Laura Cortez, Organizer/Co-Executive Director, East Yard Communities for Environmental Justice

Environmental Organizations

Fernando Gaytan, Senior Attorney, Earthjustice
Joe Lyou, President & CEO, Coalition for Clean Air
Christopher Chavez, Coalition for Clean Air
Natalia Ospina, Project Attorney of Environmental Justice, National Resources Defense Council
Najah Louis, Legal Fellow, National Resources Defense Council

Academic / Research / Policy / Foundations

Niki Okuk, Deputy Director, CALSTART
Edward Muña, USC Equity Research Institute
Vanessa Carter Fahnestock, USC Equity Research Institute

Local Jurisdictions

Viviana Gomez, Transportation Deputy, Los Angeles County Supervisorial District 4
Lynda Bybee, Gateway Cities Council of Governments (COG)
Councilmember Ali Saleh, City of Bell

Community Leadership Committee (CLC)

Marcos Lopez, Long Beach
Phyllis Ollison, Compton
Maria Reyes, Long Beach
Tiesha Davis, Wilmington/San Pedro
Luis Mesa, Bell
Natalie Diaz Rubio, Bell Gardens
Sinetta Farley, East Rancho Dominguez (unincorporated)

LA Metro

Michael Cano, Executive Officer, Federal and State Policy and Programming
KeAndra Cylear-Dodds, Executive Officer, Equity and Race
Jessica Medina, Manager, Equity and Race
Lilian De Loza-Gutierrez, Director, Community Relations

Project Team

Laura Adleman, Senior Outreach and Engagement Specialist, AECOM
Susan Ambrosini, Principal, AECOM
Aryeh Cohen, Planner, AECOM
Susan DeSantis, Senior Project Manager, Arellano Associates
Nora Casillas, Senior Project Coordinator, Arellano Associates
Allison Crook, Assistant Project Coordinator, Arellano Associates
Sam Sosa, Project Coordinator, Arellano Associates
Laura Herrera, Project Coordinator, Arellano Associates

INTRODUCTION

The Los Angeles County Metropolitan Transportation Authority (Metro) initiated the I-710 South Corridor Task Force (710 Task Force) to develop a community-supported, regionally significant, multimodal approach to addressing major mobility, safety, air quality, and equity needs for moving people and goods through the I-710 between the Ports of Los Angeles and Long Beach and State Route 60. The 710 Task Force will review and assess the purpose and need of investment in the I-710 corridor, develop multi-modal improvement strategies, identify programs and projects to advance these strategies, create an investment and implementation plan, and provide recommendations to the Metro Board in 2023.

Members of the 710 Task Force may also serve on working groups of the Task Force that meet as needed to research and analyze specific issues of interest to the project and to develop proposals for the Task Force to consider. The Equity Working Group (EWG) is focused on supporting the implementation of the Equity Planning and Evaluation Tool (EPET), and providing input on each step of the Task Force process to ensure an equitable process and outcomes.

The 710 Equity Working Group Meeting #8 was held virtually on Thursday, October 27, 2022. The intent of this meeting was to: Review input to-date on Multimodal Strategies, Projects, and Programs; and discuss potential project evaluation criteria and performance measures, and metrics for evaluating equity. Simultaneous interpretation in Spanish was provided.

Prior to the meeting, the 710 Task Force received the agenda (**Appendix A**) and presentation (**Appendix C**). All detailed comments made throughout the meeting can be found in **Appendix B**.

710 TASK FORCE EQUITY WORKING GROUP VIRTUAL MEETING #8

- i. **Welcome, Agenda, and Meeting Objectives (Nora Casillas, KeAndra Cylear-Dodds)**
 - > Nora Casillas opened the meeting with an overview of logistics, including live interpretation and Zoom participation.
 - > KeAndra Cylear-Dodds introduced the project team and the meeting objectives.
 - > Ms. Cylear-Dodds gave a recap of Equity Working Group meeting #7 and the meeting agenda.

- > Ms. Cylear-Dodds reviewed the EPET Progress and EPET definitions.

ii. Multimodal Strategies, Projects, and Program Update (KeAndra Cylear-Dodds)

- > Ms. Cylear-Dodds reviewed the Multimodal Strategies, Projects, and Programs (MSPP) input to-date, ongoing engagement, and next steps.

iii. Evaluation Criteria and Performance Measures Discussion (Susan Ambrosini, Vanessa Carter Fahnestock, and Edward Muña)

- > Susan Ambrosini reviewed the importance of evaluation criteria and performance measures in the upcoming evaluation stage of the project.
- > Ms. Ambrosini explained that there will be some overlap in timing between the MSPP development phase and the evaluation phase.
- > Ms. Ambrosini provided an overview of how quantitative and qualitative performance measures might be applied to a potential project.
- > Ms. Ambrosini introduced key issues to consider when evaluating for equity and prioritizing projects.
- > Ms. Ambrosini clarified that some projects will not have enough information available to evaluate all aspects of equity, in which case the Task Force can provide other forms of equity-focused guidance for future planning and implementation processes.
- > Vanessa Carter Fahnestock and Edward Muña from the USC Equity Research Institute (ERI) facilitated a discussion titled “Measures Matter: What is Equitable Implementation and Why Does It Matter?”
- > Ms. Carter Fahnestock provided context around the relationship between equity and regional growth, and the importance of diverse and dynamic “knowledge communities.”
- > Mr. Muña presented ERI’s definitions of past, present, and future forms of equitable implementation, and ERI’s eight principles of equitable implementation.
- > Mr. Muña presented examples of equitable implementation in other project contexts.
- > Mr. Muña presented an action plan for equitable implementation.
- > Ms. Carter Fahnestock and Mr. Muña responded to participants’ questions and comments.

iv. Closing Comments and Thank You (KeAndra Cylear-Dodds)

- > Ms. Cylear-Dodds shared the upcoming meeting dates.
- > Ms. Cylear-Dodds shared how to stay connected with the project.

v. Adjournment

- > The meeting adjourned at 7:00 p.m.

Meeting Logistics

- **Meeting Format:** Webinar
- **Participants:** Task Force and CLC

APPENDICES

- A. Equity Working Group #8 Agenda
- B. Detailed Comment Log
- C. Equity Working Group #8 Presentation

Appendix A: Equity Working Group #8 Agenda

Equity Working Group #8 Agenda / Agenda de la reunión #8 del Grupo de Trabajo de Equidad

Thursday, October 27, 2022 / jueves, 27 de octubre de 2022

5:00-7:00 pm

Meeting Link / Enlace de reunión: tinyurl.com/EquityWG-8

Meeting ID / ID de reunión: 870 6142 6500

Passcode / Contraseña: 5851

Call-in/ Teléfono : 213.338.8477

710 Task Force Purpose and Timeline / Propósito y cronograma del Grupo de Trabajo 710

The 710 Task Force was initiated in September 2021 and will meet monthly to re-evaluate the goals and needs of the corridor, develop multi-modal strategies to meet these goals and needs, identify potential projects and programs in the short and long term based on those strategies, and create a prioritized Investment Plan. The Task Force is expected to present the Investment Plan to the Metro Board for consideration by 2023.

El Grupo de Trabajo 710 se inició en septiembre de 2021 y se reunirá mensualmente para reevaluar los objetivos y necesidades del corredor, desarrollar estrategias multimodales para cumplir con estos objetivos y necesidades, identificar proyectos y programas potenciales a corto y largo plazo basados en esas estrategias, y crear un Plan de inversiones priorizado. Se espera que el Grupo de Trabajo presente el Plan de Inversión a la Junta de Metro para su consideración en 2023.

Working Groups / Grupos del Trabajo

Members of the 710 Task Force may also serve on working groups of the Task Force that will meet as needed to research and analyze specific issues of interest to the project and to develop proposals for the Task Force to consider. The Equity Working Group (EWG) is focused on supporting the implementation of the Equity Planning and Evaluation Tool (EPET) and providing input on each step of the Task Force process to ensure equitable outcomes.

Los miembros del Grupo de Trabajo 710 también pueden servir en grupos de trabajo que se reunirán según sea necesario para investigar y analizar temas específicos de interés para el proyecto y desarrollar propuestas para que el Grupo de trabajo las considere. El Grupo de Trabajo de Equidad (EWG) se centra en apoyar la implementación de la Herramienta de Planificación y Evaluación de Equidad (EPET) y proporcionar información sobre cada paso del proceso del Grupo de Trabajo para garantizar resultados equitativos.

Meeting Objectives and Agenda / *Objetivos y agenda de la reunión*

Objectives

During this Equity Working Group #8 meeting, the working group will:

- Review input to date on Multimodal Strategies, Projects, and Programs (MSPP)
- Discuss potential project evaluation criteria and performance measures, and metrics for evaluating equity

Objetivos

Durante esta reunión del Grupo de Trabajo de Equidad #8, el grupo hará lo siguiente:

- Revisar los aportes hasta la fecha sobre estrategias, proyectos y programas multimodales (MSPP)
- Discutir los posibles criterios de evaluación de proyectos y las medidas de desempeño, y las métricas para evaluar la equidad

Agenda Overview (2 hours) / *Resumen de la agenda (2 horas)*

Time	Agenda Item
5:00-5:10 pm (10 min)	1) Welcome, Agenda, and Meeting Objectives * <i>Bienvenida, revisión de la agenda y objetivos de la reunión</i>
5:10-5:40 pm (30 min)	2) Agenda Item #1: Multimodal Strategies, Projects & Programs Update <i>Punto #1 de la Agenda: Actualización de las Estrategias, los Proyectos y Programas Multimodales</i>
5:40-6:55 pm (75 min)	3) Agenda Item #2: Potential Evaluation Criteria & Performance Measures Discussion <i>Punto #2 de la Agenda: Discusión sobre los posibles criterios de evaluación y las medidas de desempeño</i>
6:55-7:00 pm (5 min)	4) Closing Comments and Thank You <i>Comentarios finales y agradecimiento</i>

***Note: If this is your first time participating in an Equity Working Group meeting, please log on at 4:45 pm for meeting instructions and Spanish interpretation assistance, if needed.**

**Nota: Si es la primera vez que participa en una reunión del Grupo de Trabajo de Equidad, únase a la reunión a las 4:45pm para obtener instrucciones de los protocolos de Zoom y asistencia de interpretación en español, si es necesario.*

Pre-Work: Meeting Materials and Handouts / Trabajo previo: Materiales y folletos de la reunión

To prepare for this working meeting, attendees should read and review the following materials and, time permitting, independently research topics related to the meeting objectives and agenda (*above*) and review meeting materials [here](#).

Para prepararse para esta reunión, los participantes deben leer y revisar los siguientes materiales y, si el tiempo lo permite, investigar de forma independiente temas relacionados con los objetivos y la agenda de la reunión (arriba) y revisar materiales de la reunión [aquí](#).

Appendix B: Detailed Comment Log

Verbal Comments			
TIME	Agenda Section	Name, Organization/ Community	Question/Comment
5:16 PM	Agenda Item #1: Multimodal Strategies, Projects & Programs Update	Chris Chavez, Coalition for Clean Air	On participation part of it where you list 5,000 participants - is that just based off registration numbers? Unique participants? [KeAndra Responded]. Great to hear that it's unique participants, thank you for answering in so much detail.
5:27 PM	Agenda Item #2: Potential Evaluation Criteria & Performance Measures Discussion	Natalia Ospina, NRDC	Is there space for projects to be included in the investment plan if there needs to be more specificity? If there's a lack of information, would the project not go forward?
6:06 PM	Agenda Item #2: Potential Evaluation Criteria & Performance Measures Discussion	Najah Louis, NRDC	<p>Framing equity as a vehicle for economic development can be positive, but what about when there isn't economic development or gain to be had? Can we treat equity as a goal in and of itself?</p> <p>An example would be the issue of the LA City Council - equity isn't necessarily an economically viable tool for them. When resources are concentrated, they might want those resources to be spread unequally.</p>
6:13 PM	Agenda Item #2: Potential Evaluation Criteria & Performance Measures Discussion	Fernando Gaytan, Earthjustice	Comprehensive and informative presentation. Question for Edward on the metrics and temporal element - when things get evaluated. Nothing erodes trust more than getting buy-in from the community and then ignoring their suggestions. How do you think you could incorporate and measure those suggestions, and what time would work best for you?
6:17 PM	Agenda Item #2: Potential Evaluation Criteria & Performance Measures Discussion	Laura Cortez, EYCEJ	<p>The first question to KeAndra and the Metro team - can you clarify how we're intended to use this information (from ERI)? Assuming we're not trying to adopt this framework, it's just informational.</p> <p>I appreciate the comments from Najah and Fernando.</p> <p>Leadership development and expertise - one thing to note is that Indigenous knowledge is not typically seen as legitimate knowledge. As we're looking at</p>

Metro 710 Task Force EWG Meeting #8 Summary

			<p>projects, we need to lean on the expertise of the original caretakers of this land, the Tongva people.</p> <p>Shared Decision-Making - this doesn't get to the issue. 'Shared' is not enough; it's about power. To be truly equitable, there needs to be a relinquishment of power by those in power/getting paid to those who are donating their time and energy to be here.</p> <p>They are filling in gaps in data - ensuring that Black people, Indigenous people, and Queer folks are represented in this data.</p> <p>Accountability - how do we build responsibility and trust when previous projects have been brought to the Metro board and BOS that didn't go through the Task Force and working groups?</p>
6:26 PM	Closing Comments and Thank You	Laura Cortez, EYCEJ	Does that mean there will be no CLC meeting in November?
6:27 PM	Closing Comments and Thank You	Phyllis Ollison, CLC - Compton	So the meeting on November 15 was changed?
Written Comments			
No written comments were received at this meeting			

Appendix C: Equity Working Group #8 Presentation

Welcome!

We will begin in a few moments.

Equity Working Group Meeting #8

October 27, 2022, 5-7pm



Metro



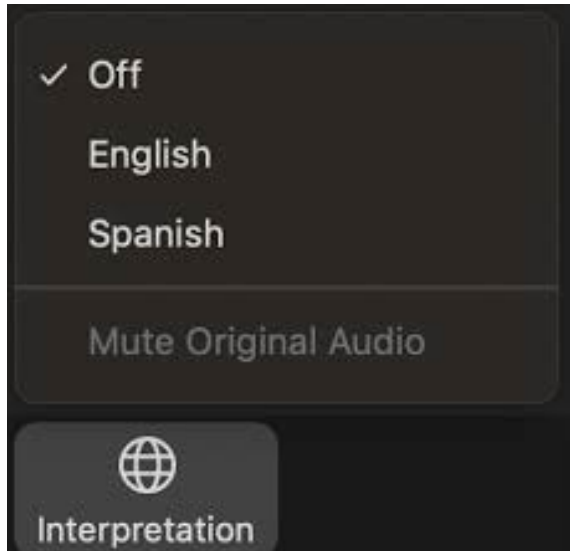
Metro

We're developing a new vision for the 710 corridor.

Equity Working Group Meeting #8

Thursday, October 27, 2022





- > This meeting is transmitted in both English and Spanish. Everyone must choose a language.
- > Click the **Interpretation** icon in your meeting controls to enter an *English or Spanish* room
- > To hear the interpreted language only, click **Mute Original Audio** (Optional)

- > *Esta reunión se transmite tanto en inglés como en español. Todos deben elegir un idioma.*
- > *Haga clic en el icono de Interpretación en los controles de su reunión para ingresar a una sala en inglés o español*
- > *Para escuchar solo el idioma interpretado, haga clic en “**Mute Original Audio**” o “**Silenciar audio original**” (Opcional)*

Zoom Protocols / *Protocolos de Zoom*

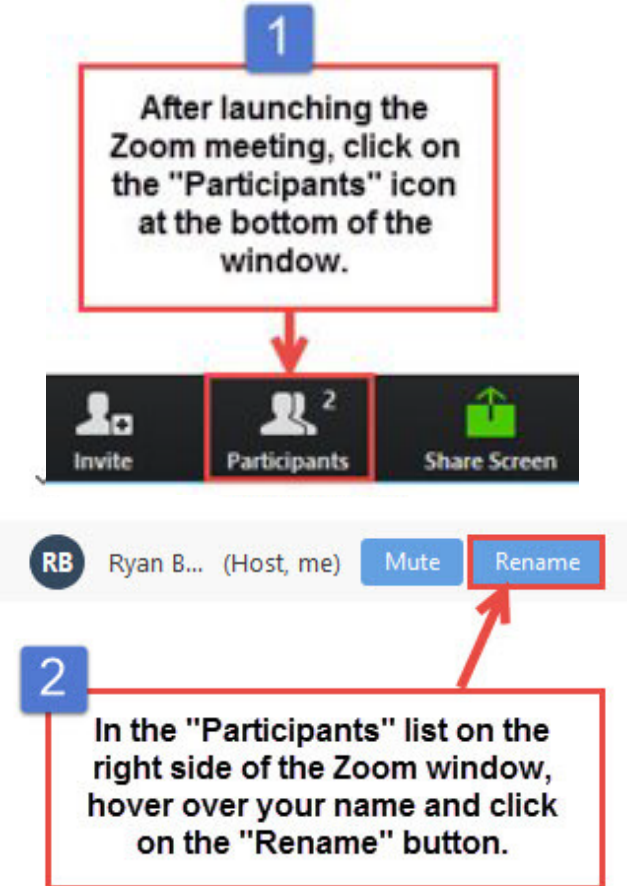
- > Click **Raise Hand** in your meeting controls or
- > **Press*9** on the phone line.
- > To lower your hand, click **Raise Hand** in your meeting controls.
- > Comments & questions can also be provided in writing by using the **Q&A** function.
- > The **Q&A** button is located on the control panel at the bottom of your screen.
- > Tech Support - Phone: 323.609.3345
Monitoring, translation support

- > *Haga clic en “**Raise Hand**” o “**Levantar la mano**” en los controles de la reunión o*
- > ***Presiona *9** en la línea telefónica.*
- > *Para bajar la mano, haga clic en “**Raise Hand**” o “**Levantar la mano**” en los controles de la reunión.*
- > *Los comentarios y las preguntas también se pueden proporcionar por escrito mediante la función de **Q&A**.*
- > *El botón **Q&A** se encuentra en el panel de control en la parte inferior de la pantalla.*
- > *Asistencia Tecnológica por teléfono al 323.609.3345*

Member Identification / Identificación de miembros

CLC and Task Force Members, please change your Zoom screen name to include: Name, CLC/Task Force, Jurisdiction

Miembros del Comité de Liderazgo Comunitario (CLC) y del Comité Consultivo, por favor cambie su nombre de pantalla de Zoom para incluir: Su nombre, CLC/Comité Consultivo



Agenda

5:00pm Welcome, Agenda, and Meeting Objectives (10 min)

- > Overview of presentation and discussion topics, recap of previous meeting, and Equity Planning and Evaluation Tool (EPET) progress

5:10 pm Agenda Item #1: Multimodal Strategies, Projects & Programs Update (30 min)

- > Status update and input received

5:40pm Agenda Item #2: Potential Evaluation Criteria & Performance Measures Discussion (75 min)

- > Timeline and Next Steps
- > Consider potential Equity-focused Evaluation Criteria
- > Presentation on Equity Metrics (USC Equity Research Institute)

6:55 pm Closing Comments and Thank You (5 min)

Welcome!

Metro and Consultant Team



KeAndra Cylear Dodds

LA Metro, Equity and Race



Jessica Medina

LA Metro, Equity and Race



Ernesto Chaves

LA Metro, Highway Programs



Michael Cano

LA Metro, Countywide Planning



Lilian De Loza-Gutierrez

LA Metro, Community Relations



Susan Ambrosini

AECOM, Equity Team

Agenda

5:00pm Welcome, Agenda, and Meeting Objectives (10 min)

- > Overview of presentation and discussion topics, recap of previous meeting, and Equity Planning and Evaluation Tool (EPET) progress

5:10 pm Agenda Item #1: Multimodal Strategies, Projects & Programs Update (30 min)

- > Status update and input received

5:40pm Agenda Item #2: Potential Evaluation Criteria & Performance Measures Discussion (75 min)

- > Timeline and Next Steps
- > Consider potential Equity-focused Evaluation Criteria
- > Presentation on Equity Metrics (USC Equity Research Institute)

6:55 pm Closing Comments and Thank You (5 min)

Meeting Objectives

During this meeting, the working group will:

- > Review input to-date on Multimodal Strategies, Projects, and Programs (MSPP)
- > Discuss potential project evaluation criteria and performance measures, and metrics for evaluating equity

Equity Working Group Meeting #7 Recap

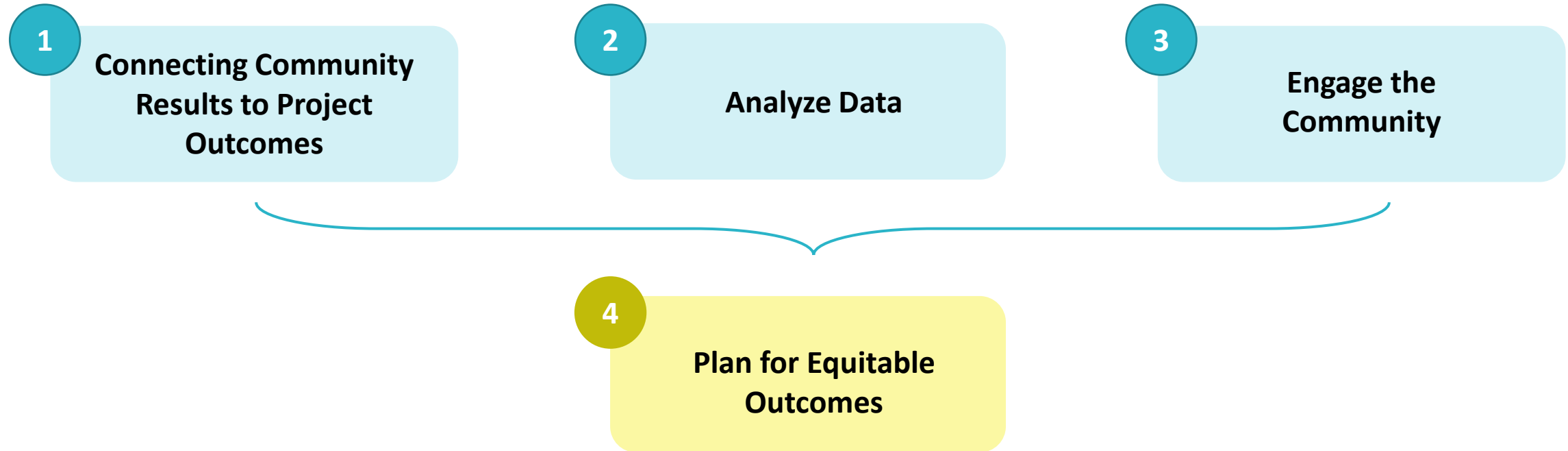
Summary

- > Held virtually via Zoom on Thursday, September 29th
- > 19 participants (12 Task Force Members, 7 CLC Members)
- > Meeting topics included:
 - Multimodal Strategies, Projects & Programs Update
 - Zero-Emission Truck (ZET) Program - Equity-focused Discussion

Highlights

- > Reviewed progress on the Equity Planning and Evaluation Tool (EPET)
- > Reviewed suggestions to-date for Multimodal Strategies, Projects & Programs and discussed next steps in the process
- > Held an Equity-focused discussion around the Zero-Emission Truck Program Principles
 - Discussed strategies for effective outreach/education to receive meaningful community input on the ZET program
 - Discussed potential Community Benefits as part of ZET program and how impacted communities could be best involved in shaping these programs
 - Discussed Performance Metrics related to ZET and effective strategies for tracking and evaluating programs over time

Equity Planning and Evaluation Tool Progress



Considerations as we move forward with Investment Plan and ZET program:

- > How have proposed actions been designed to ensure equitable outcomes?
- > How has engagement with impacted communities informed the proposals?
- > How will project impacts be measured and tracked?

Equity Planning and Evaluation Tool Definitions

Community

- > A geographic and/or social group of people with a shared identity, affiliation, and/or origin. For EPET purposes, “community” includes people who may be served or are otherwise impacted by Metro’s services, including but not limited to, Metro riders, program participants, residents and/or local business owners.

Community Results

- > The community level condition of well-being we would like to achieve. It lacks disparities based on race, income, ability, or other social demographics.

Project Outcome

- > A clearly defined future state of being at the program, local, or agency level resulting from the proposed action that ultimately supports the community result.

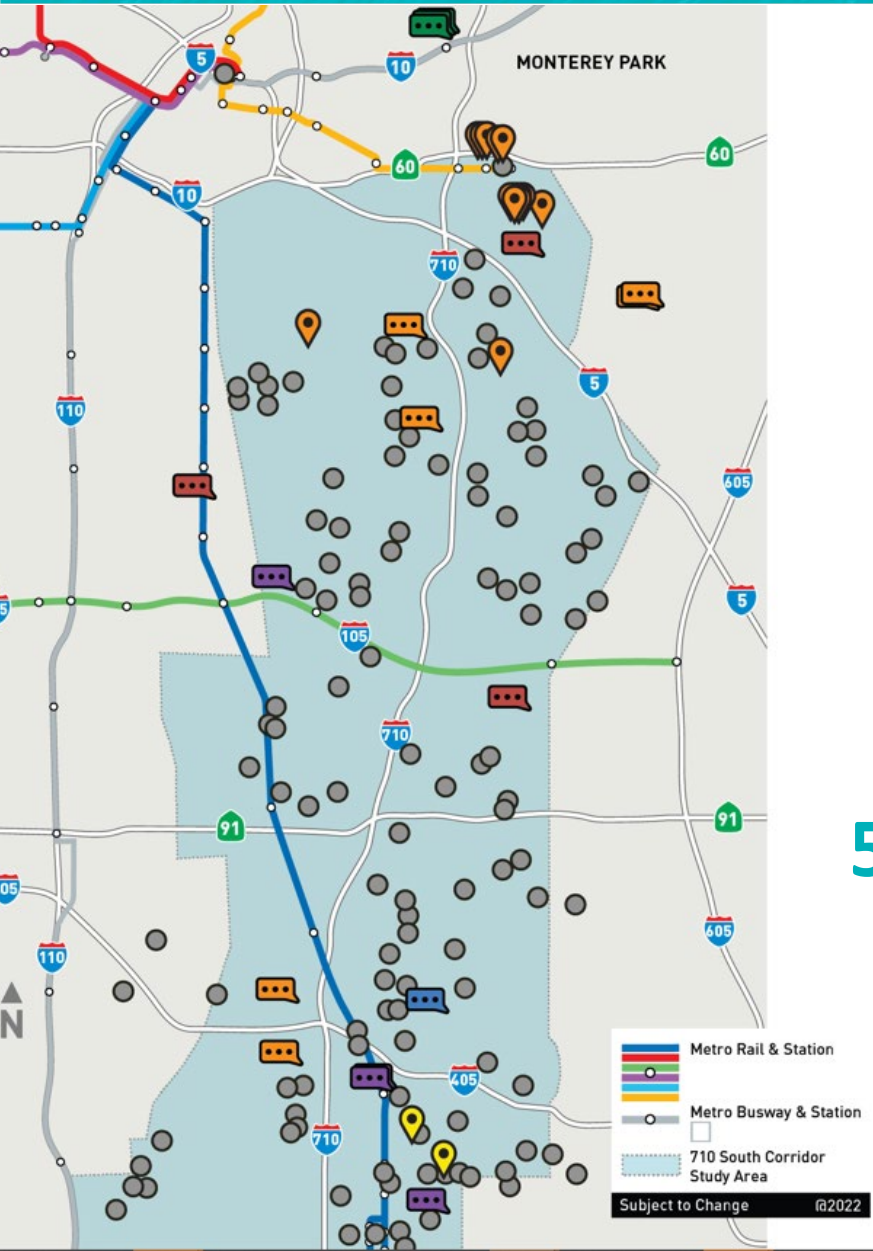
Agenda Item #1:

Multimodal Strategies, Projects & Programs Update

What We're Working Toward



CBO Engagement & Public Outreach



34 CBO events



All Groups



Cultural Groups



Senior Groups



Faith Based Groups



Labor Unions

5,115 stakeholders engaged so far at events



2,300+ survey/
map responses collected

4,800 English/Spanish Flyers distributed at key locations throughout the corridor



1,956 collateral pieces distributed at events in **English, Spanish and Khmer**

2 confirmed CBO partners
9 tentative CBO partners



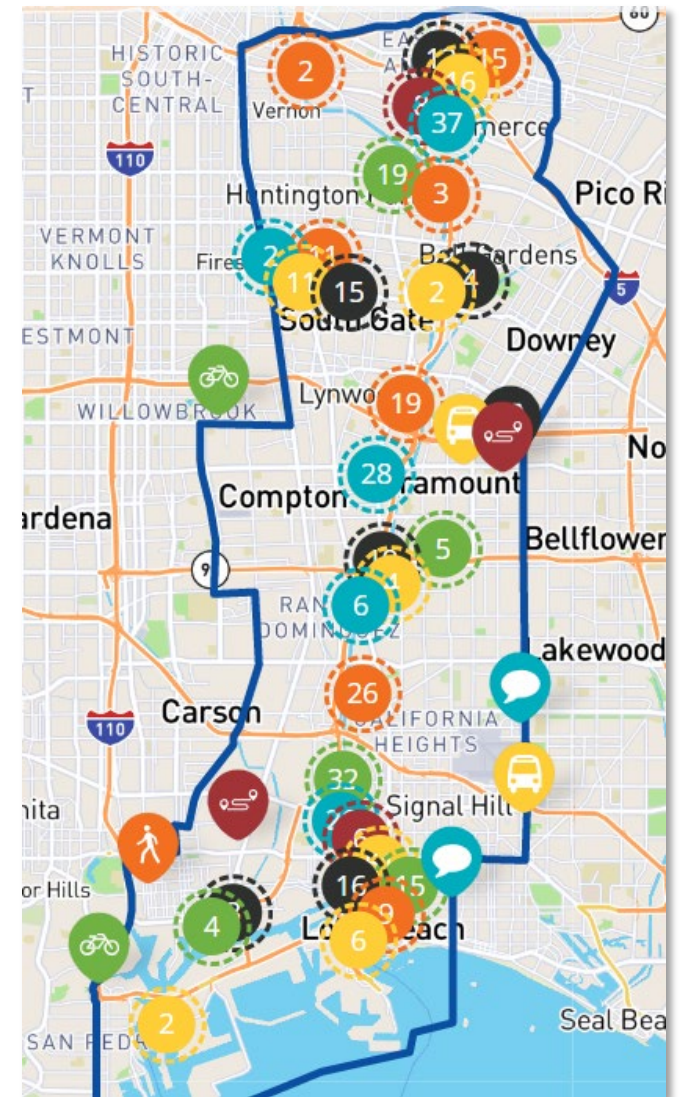
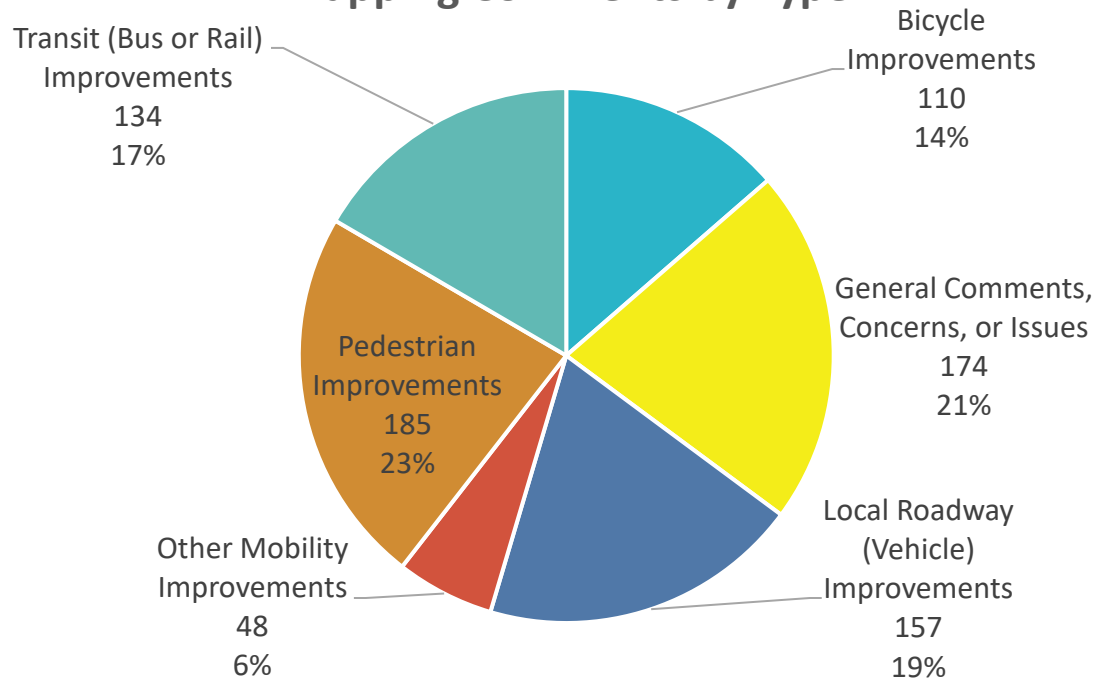
2 digital stakeholder survey campaigns prepared with a combined total of **1,521,565** impressions

Engagement efforts as of the date of this presentation.

Map Comments & Survey Responses

860 Map Comments **1529** Survey Responses

Mapping Comments by Type



English



Español



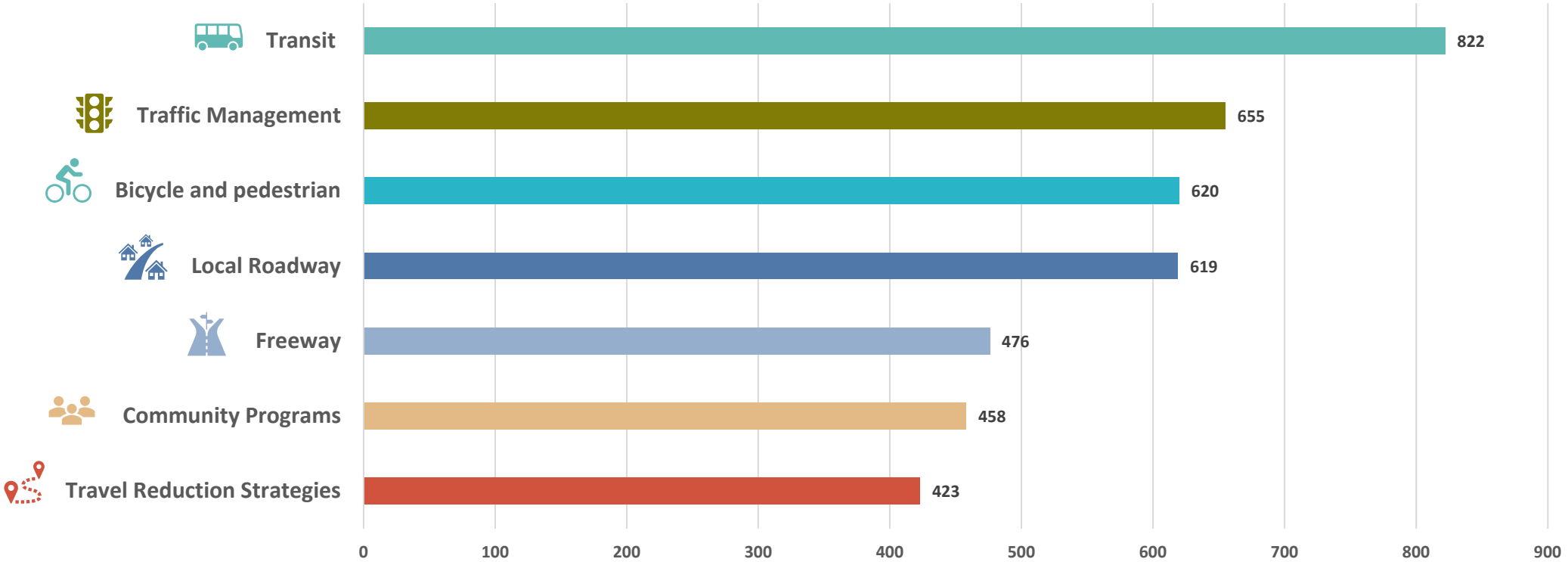
*Results updated 10/24/22 at 9:30 am

<https://arellano.mysocialpinpoint.com/metro-710-task-force/map>


Survey Responses

Based on your experience and on the needs of your community, what type of projects, programs, or improvements would you most like to see implemented within your community and the I-710 Corridor?







Improvement Categories










What We Are Hearing So Far - Public Workshops

Category	Suggested Projects & Programs – Some Key Highlights
Bicycle 	<ul style="list-style-type: none"> • Improve safety for bikeways including safe crossings • Extend bike paths to connect to the LA River
Pedestrians 	<ul style="list-style-type: none"> • Sidewalk and crosswalk improvements including ADA accessibility • Create cross-streets to protect pedestrians from cars exiting the freeway
Roadway 	<ul style="list-style-type: none"> • Traffic calming strategies • Revamping crosswalks along roadways
Transit (Bus or Rail) 	<ul style="list-style-type: none"> • Increase safety and security by installing security cameras and working with law enforcement • Increase police presence in areas that have transit
Other Mobility 	<ul style="list-style-type: none"> • Opportunities for electric buses and express lanes for electric vehicles • Connect communities through parks, green and walkable space
Community Programs 	<ul style="list-style-type: none"> • Incentivize businesses to promote telecommuting • Work with LA Metro to create ambassador programs in cities along the corridor
General Comments 	<ul style="list-style-type: none"> • Address air quality issues and particulate matter from storage container lots • Increase HVAC units in schools • Identify industrial facilities that house many trucks that need to transition to Zero-Emissions

What We Are Hearing So Far – Equity Working Group

Category	Suggested Projects & Programs – Some Key Highlights	
Bicycle		<ul style="list-style-type: none"> • Add dedicated bike lanes to protect bicyclists from vehicular traffic
Pedestrians		<ul style="list-style-type: none"> • Safe pathways to transit centers and hubs • Add lighting, landscaping and safe access to the Los Angeles River
Roadway		<ul style="list-style-type: none"> • Convert an existing lane to create a zero-emissions truck lane on the freeway • Apply traffic calming features to local streets (traffic lights, roundabout gardens)
Transit (Bus or Rail)		<ul style="list-style-type: none"> • Provide more express bus and rapid transit to make transit more competitive to the automobile • Shuttle services targeted towards differently abled community populations
Other Mobility		<ul style="list-style-type: none"> • Provide access to reasonably priced fresh produce and healthy food • Measures to facilitate the use of freight rail rather than trucks to reduce traffic on the freeway
Community Programs		<ul style="list-style-type: none"> • Provide workforce development for greener jobs • Air filters and clean air systems for schools
General Comments		<ul style="list-style-type: none"> • Plant trees to provide more tree canopy. Plant drought-tolerant vegetation.

What We Are Hearing So Far – Interactive Mapping Comments

Category	Suggested Projects & Programs – Some Key Highlights	
Bicycle		<ul style="list-style-type: none"> • Extend the LA River Bike Trail further north • More bike lanes as well as barrier-separated bike routes on city streets
Pedestrians		<ul style="list-style-type: none"> • Safe pedestrian walkways with railings to cross over I-710 • Better cross walks, traffic lights, and pedestrian safety features near schools
Roadway		<ul style="list-style-type: none"> • Truck prohibitions on impacted neighborhood streets to keep trucks on designated truck routes • Speed bumps and traffic calming features particularly near schools
Transit (Bus or Rail)		<ul style="list-style-type: none"> • Dedicated bus lanes on heavily used bus routes • Signal prioritization for Blue Line trains on Long Beach Blvd and in downtown LA
Other Mobility		<ul style="list-style-type: none"> • Expand on-dock and near-dock freight facilities to move more cargo by rail rather than trucks. • Improve signal synchronization
Community Programs		<ul style="list-style-type: none"> • Safety guards and additional security features for schools • Create additional green space to encourage bicycle use and walking
General Comments		<ul style="list-style-type: none"> • Lighting and more security at Metro rail stations and on the trains • Convert diesel trucks to zero emissions trucks.

Agenda Item #2: Potential Evaluation Criteria & Performance Measures

What We're Working Toward



- **Through October 31** – Project Team is currently collecting ideas on Multimodal Strategies / Projects & Programs from many different sources, including the Equity Working Group (EWG).
- **Early 2023** – We will bring back a draft list of the Multimodal Strategies / Projects & Programs for the EWG to consider and provide input.

Anticipating the Next Phase



- **November 2022 to January 2023** — Seeking input on criteria to evaluate and refine projects and programs
- **Early 2023**— Projects will begin to undergo evaluation & prioritization in the next phase

Anticipating the Next Phase

Multimodal Strategies, Projects & Programs

Draft list of Initial
Projects and Programs

Task Force,
CLC, Working
Group feedback

Final list of Initial
Projects and Programs

Bundle projects
for evaluation

Fall 2022 - Winter 2023

Winter 2023

Spring 2023

Develop criteria and
performance measures

TF, CLC, Working
Group feedback

Evaluate bundled projects by
these criteria and measures

Evaluation Framework

Evaluation Criteria

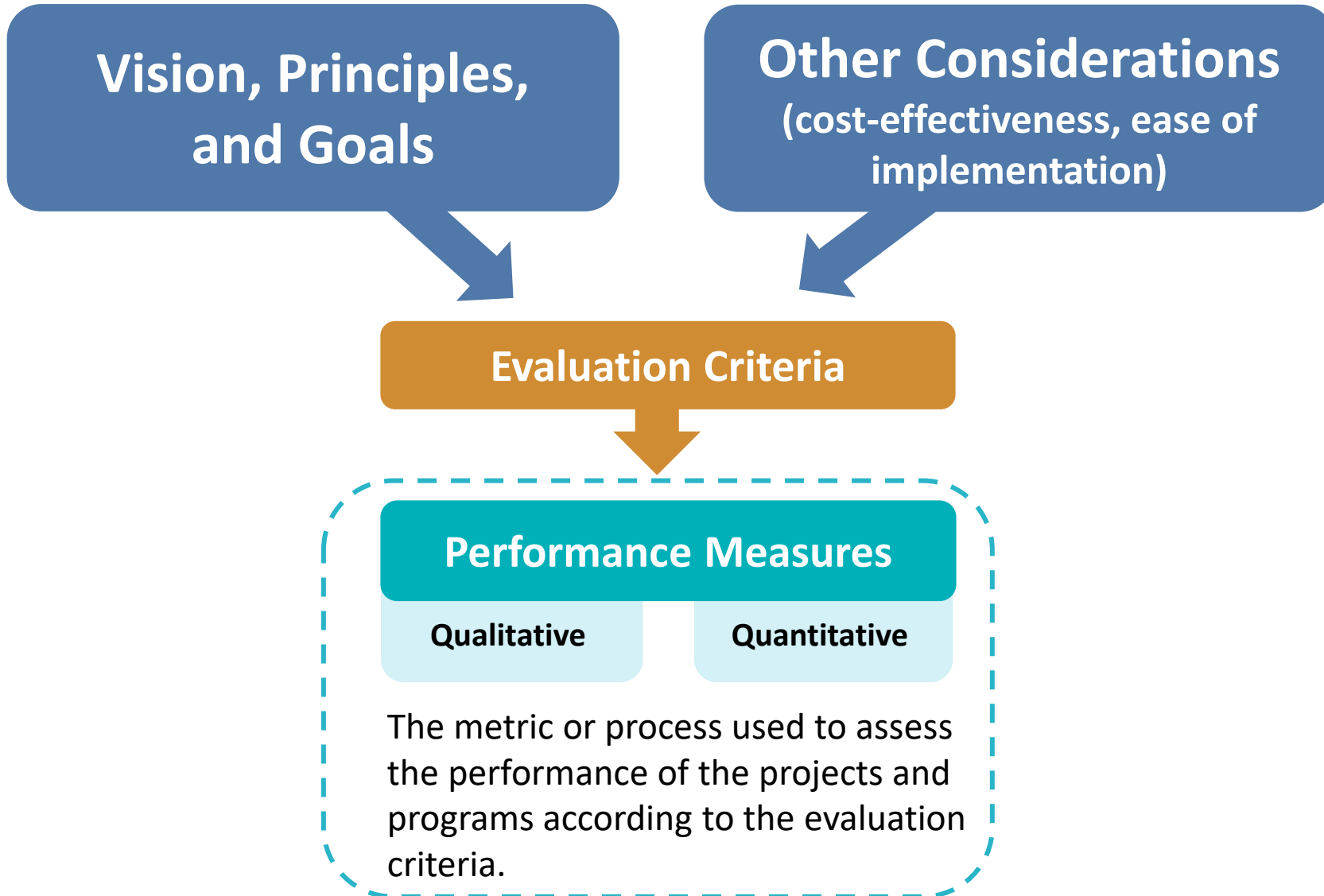
**Vision, Principles,
and Goals**

Other Considerations
(cost-effectiveness, ease of
implementation)

Evaluation Criteria

The benchmark or standard against which the projects and programs will be evaluated to measure relevance, impact, sustainability, effectiveness, and fit. Think in terms of "outcomes" or "desired states".

Evaluation Criteria



Examples of Project Evaluation Criteria

EXAMPLE

Example of Project Improvement:

New bicycle lanes and facilities at locations throughout study area to expand existing network

Evaluation Criteria

1. Increase in bicycle use
2. Improved safety for bicycle users

Examples of Project Evaluation Criteria

EXAMPLE

Example of Project Improvement:

New bicycle lanes and facilities at locations throughout study area to expand existing network

Evaluation Criterion

Increased bicycle use



Performance Measures

Increase in active transportation trips
Quantitative

Examples of Project Evaluation Criteria

Example of Project Improvement:

EXAMPLE

New bicycle lanes and facilities at locations throughout study area to expand existing network

Evaluation Criterion

Improved safety for bicycle users



Performance Measures

User experience in terms of ease of use, security, and trip reliability

Qualitative

Number of miles of protected bicycle facilities added (Class I & Class IV)

Quantitative

Evaluating for Equity

Key Issues

Equity assessments must consider several quantitative and qualitative measures:

- **What** a project accomplishes locally and regionally
- **How** a project is implemented
- **Who** is meaningfully involved in the planning and implementation process, and how
- **Who** receives project benefits or faces negative project impacts
- **When** projects are implemented in each community, based on factors such as need and historical disinvestment

Evaluating for Equity

Key Challenges

At this early planning phase, many projects will not have enough detail to assess equity on a project-by-project basis - In these cases, the Equity Working Group should think about:

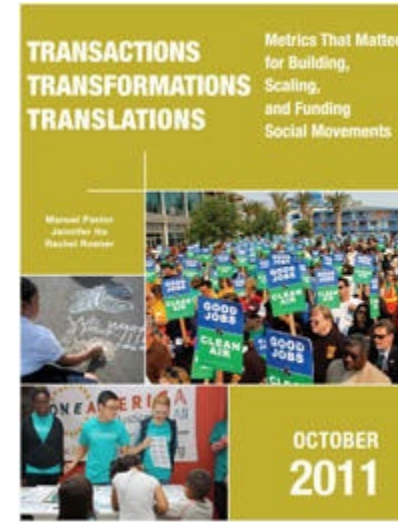
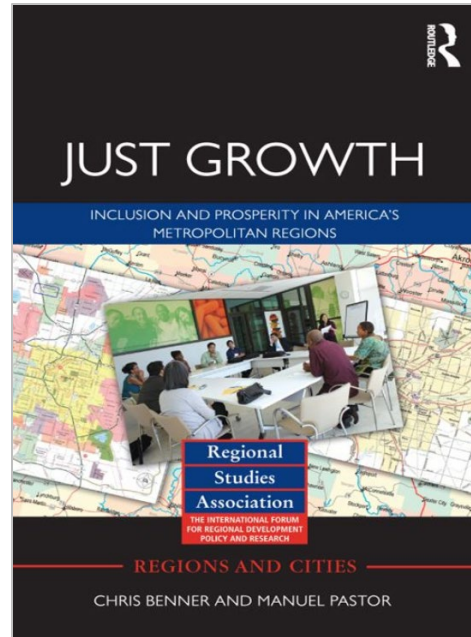
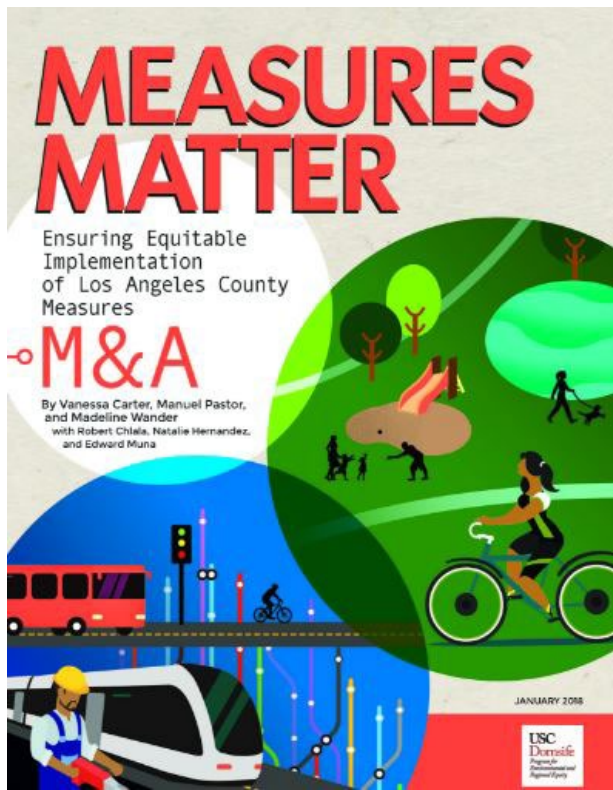
- Equity-focused **processes** to recommend for future stages of project development and implementation
- Guidance/requirements for the **design, construction, and execution** of projects to promote equitable outcomes after the Task Force process is over

Questions on Evaluation Criteria and Performance Measures?

Equity Research Institute Presentation



Metro



USC
Dornsife
Dana and David Dornsife
College of Letters, Arts
and Sciences
Equity Research Institute

MEASURES MATTER: What is Equitable Implementation and Why Does it Matter?

10.27.22

Vanessa Carter Fahnestock, Edward Muña

Who are we?

USC ERI conducts research and facilitates discussions on issues of climate justice, regional equity, and governing power. We conduct **rigorous** research in our focus areas that is **relevant** to public policy concerns and that **reaches** directly affected communities that most need to be engaged in the discussion.



Vanessa Carter Fahnestock
Project Manager



Edward Muña
Project Manager

OVERVIEW

- What leads to robust regional growth: Equity via “knowledge communities”
- What equitable implementation is and how to do it
- Metrics that capture what matter



Photo Credit: Scott Chan, API Forward Movement

FRAMING THE WORK: JUST GROWTH

Conventional wisdom in economics says there is a trade-off between equity and efficiency.

But, new evidence shows that regions that work **toward equity** have **stronger** and **more resilient** economic growth.



Source:
http://storage.cloversites.com/northriversidebaptistchurch/site_images/sub_page70_picture0.jpg

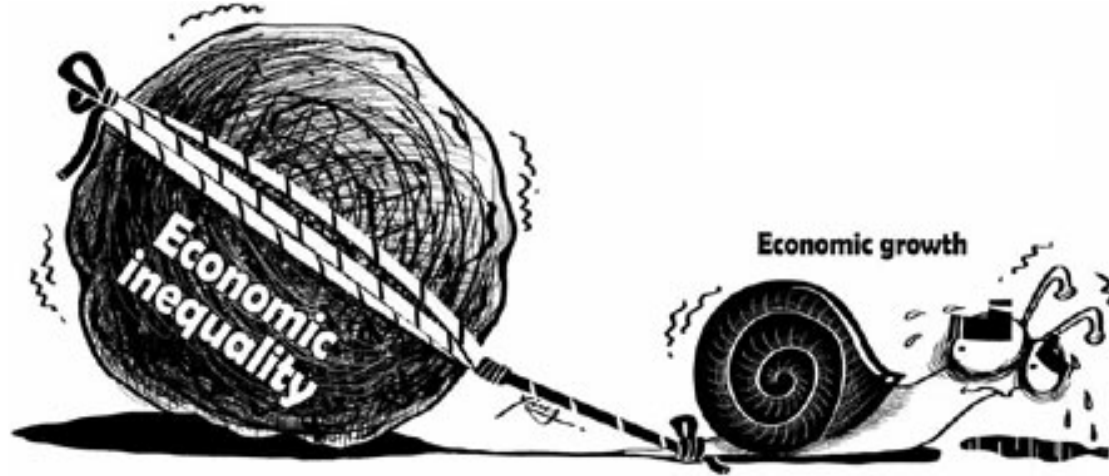
EVIDENCE: EQUITY IS GOOD FOR GROWTH



Even the Federal Reserve Bank of Cleveland found that that **racial inclusion** and **income equality** matter for growth—and the IMF and Standard & Poor’s agree that inequality is bad for the economy!



WHY THE RELATIONSHIP

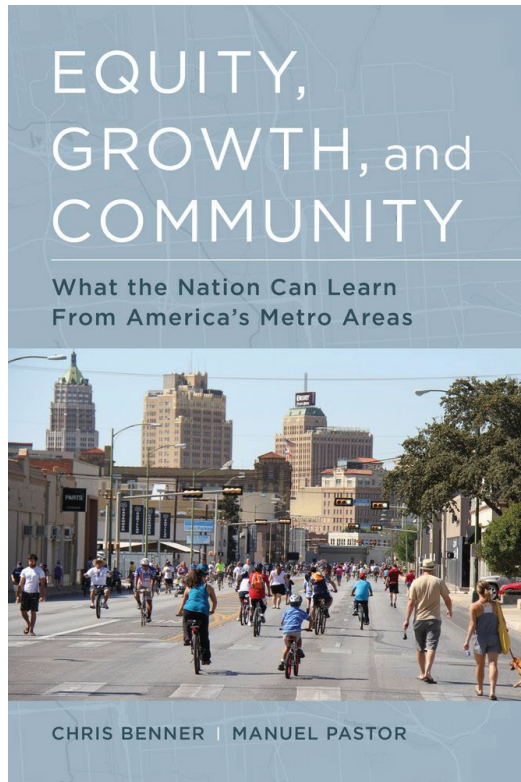


Underinvestment in each other makes us less competitive as regions and as a nation



Social tensions over who will gain and who will lose make us less likely to cohere on what we need to do to thrive

HOW TO ACHIEVE JUST GROWTH



We found that regions with **diverse and dynamic knowledge communities** seemed to have better growth and equity outcomes.

These are communities that consist of diverse constituencies and:

- centralize **knowledge and data**
- have **common regional destinies**
- are **action** oriented
- pursue **multi-issue framing** and **relationship building** that builds regional resilience
- acknowledge **legitimacy** of others' viewpoints

EQUITABLE IMPLEMENTATION IN LA

DEFINING EQUITABLE IMPLEMENTATION

Past

Prioritizes investments that close racialized and other gaps, especially by wealth, environmental burden, and existing amenities in a way that will improve work and economic opportunities for underinvested communities.

Present

Involves authentic partnership throughout the process that centers the perspectives of vulnerable communities, supports community-based participation and power, and results in shared decision making, while also strengthening the health and well-being of the entire region.

Future

Mitigates disparities likely to emerge in the future by leveraging funding for long-term community health and organizational capacity, anticipating and addressing future harm that may result for new investments in a place, and incorporating metrics and evaluation to promote adaptable and effective implementation.

PRINCIPLES

1. Drive with **equity** from the start
2. Support **grassroots groups** and **leadership development**
3. Share **decision making** among residents, cities, and agencies
4. Take a **collaborative approach** to training and technical assistance
5. Attach **equity guidelines** to government dollars
6. Advance a **broad regional economic and health equity platform** through all programs and policies
7. Integrate and **lead across siloes**
8. Conduct **ongoing** outcomes and process evaluation



Photo Credit: ACT-LA

PRINCIPLES

1. Drive with equity from the start
2. Support grassroots groups and leadership development
3. Share decision making among residents, cities, and agencies
4. Take a **collaborative approach** to training and technical assistance
5. Attach **equity guidelines** to government dollars
6. Advance a broad regional economic and health equity platform through all programs and policies
7. Integrate and lead across siloes
8. Conduct **ongoing** outcomes and process evaluation

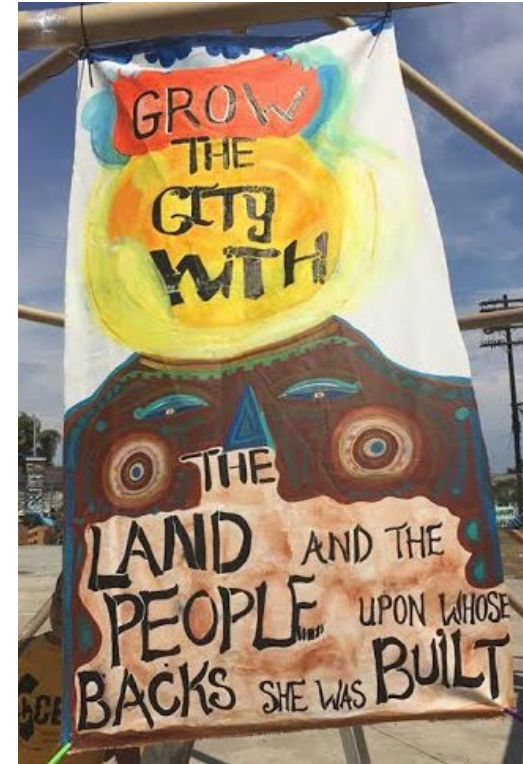


Photo Credit: ACT-LA

EQUITABLE IMPLEMENTATION IN ACTION

Tying Government Funds to Equity Guidelines: Fresno's Measure C



KMJ Now Radio. <http://www.kmjnow.com/2016/06/14/>

- **Advocacy** from Cultiva la Salud, Leadership Council for Justice and Accountability and others helped push use of Measure C (half-cent sales tax) for comprehensive parks equity.
- Measure C was used to significantly fund City of Fresno Midtown Trail, a 17-mile trail of recreation space for **highly underserved communities**.
- Fresno City Council adopted a **grant application scoring formula** for C funds that prioritized geographic and economic disparities & low-income neighborhoods.



ACTION PLAN

ACTION PLAN, BROADLY SPEAKING

1. Define Equity through Inclusive and Participatory Processes
2. Create Equitable Processes to Impact Programs and Policies
3. Design Metrics that Ensure Accountability and that are Adaptable to Changing Conditions



Photo Credit: Mike Dennis

ACTION PLAN: Long Beach-East LA Corridor Equity Working Group

1. Define Equity:

Metro Equity Definition

Equity is both an outcome and a process to address disparities to ensure fair and just access to opportunities. *Equality* is not the same as *equity*, and ultimately we're striving for *justice*.

710 Task Force Equity Guiding Principle:

The Long Beach-East LA Corridor Mobility Investment Plan is founded on the Guiding Principle of Equity – “A commitment to: (1) strive to rectify past harms; (2) provide fair and just access to opportunities; and (3) eliminate disparities in project processes, outcomes, and community results.”

The plan seeks to elevate and engrain the principle of Equity across all goals, objectives, strategies, and actions through a framework of Procedural, Distributive, Structural, and Restorative Equity, and by prioritizing an accessible and representative participation process for communities most impacted by the I-710.

ACTION PLAN: **METRO**

2. Create Equitable Processes:

Including community in decision making:

- Long Beach-East LA Corridor Mobility Investment Plan Task Force
- Community Leadership Committee
- Equity Working Group
- Long Beach-East LA Corridor Outreach
- Long Beach-East LA Corridor Information Hub and Survey/Mapping Tool- <https://arellano.mysocialpinpoint.com/metro-710-task-force/map#/sidebar/tab/about>

Accountability of Those Processes

- How do we validate responses?
- How do we prioritize projects?
- How do we uplift voices most in need?

ACTION PLAN: **METRO**

Examples from the Detailed Action Plan:

3. Design Metrics:

- **Identify metrics** based on what equity stakeholders want for their neighborhoods, through reviewing documents and presentations by network.
- Adopt equity metrics that help identify and measure **progress on regional economic, social, health, and environmental issues.**
- **Present findings on evaluation process to equity stakeholders** and develop recommendations to improve processes.



Photo Credit: Los Angeles Neighborhood Land Trust

MEASURING WHAT WE MEAN

WHAT WE OFFER:



1) A **framework for metrics** that captures **transactions and transformations** with examples for ten strategies

2) Recommendations for a **new approach to metrics** that transcends organizations and drives towards movement building

3) Suggestions for a **new relationship between movement builders and funders** to develop a **common language** to reach common goals

TRANSACTIONS and TRANSFORMATIONS

A FRAMEWORK FOR METRICS THAT MATTER

TRANSACTIONS

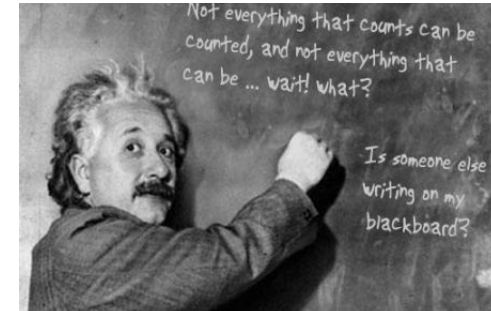
- What is easier to count that counts

TRANSFORMATIONS

- What is harder to count yet counts

Not everything that counts can be counted, and not everything that can be counted counts.

Albert Einstein



TRANSACTIONS and TRANSFORMATIONS

SIGNING UP

Organizing – Civic Engagement

TRANSACTIONS

- # and diversity of membership base
- # and diversity of people mobilized
- Voter registration and turnout

TRANSFORMATIONS

- Sense of ownership, community, and trust
- Empowered to speak up and take action
- New formations (e.g. 501(c)4)

The New Deal wasn't won by economic experts. It was won by ordinary people who organized to create a sense of crisis and mandate for change.

Jean Hardisty and Deepak Bhargava, 2005
“Wrong about the Right” in *The Nation*

TRANSLATIONS and TRANSLATORS

CO-CREATE THE METRICS



- Support and capture **innovation** and **experimentation**
- **Create space** to work together towards a common framework
- Adopt a **frame for visioning** and **evaluation**
- Forge a **new** type of **relationship**

METRICS FOR THE LONG BEACH-EAST LA CORRIDOR

Measuring what matters, even when the data is a bit fuzzier.

Reminder:

Metrics should stir conversations like these and be embedded in knowledge communities – like this one.

They are by their very nature fluid and change over time.



METRICS FOR THE LONG BEACH-EAST LA CORRIDOR

What metrics matter for the Long Beach-East LA Corridor process?



TRANSACTIONS

- # people, organizations engaged
- Geographical distribution of \$s
- \$s received by community orgs, municipalities, and business
- What else?

TRANSFORMATIONS

- Sense of buy-in on definition of equity by all stakeholders
- Impact of community voices on decisions
- Principled conflict that results in new opportunities
- What else?

METRICS FOR THE LONG BEACH-EAST LA CORRIDOR

#4: Take a collaborative approach to training and technical assistance



TRANSACTIONS

- # of and \$s allocated for TA contracts
- Successful applications from small cities and CBOs
- # of “hits” on social pinpoint tool
- What else?

TRANSFORMATIONS

- In-culture, in-community, and/or local TA contracts
- Culture of sharing best practices
- Engagement of pinpoint tool across diverse users
- What else?

METRICS FOR THE LONG BEACH-EAST LA CORRIDOR

#5: Attach equity guidelines to government dollars



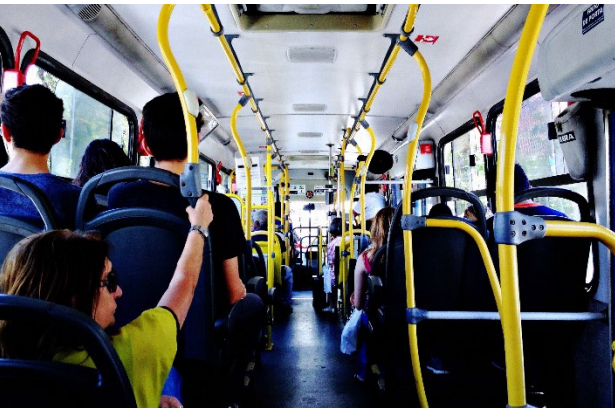
TRANSACTIONS

- Guidelines for how project \$s will be used to advance equity
- # incentives or penalties for alignment with equity guidelines
- What else?

TRANSFORMATIONS

- Level of buy-in from EWG/CLC on guidelines
- Project partners integrating equity to their work for the first time
- Equity and other stakeholders developing trust
- What else?

LOS ANGELES' TOMORROW



THANK YOU!

Download this report and
others at:

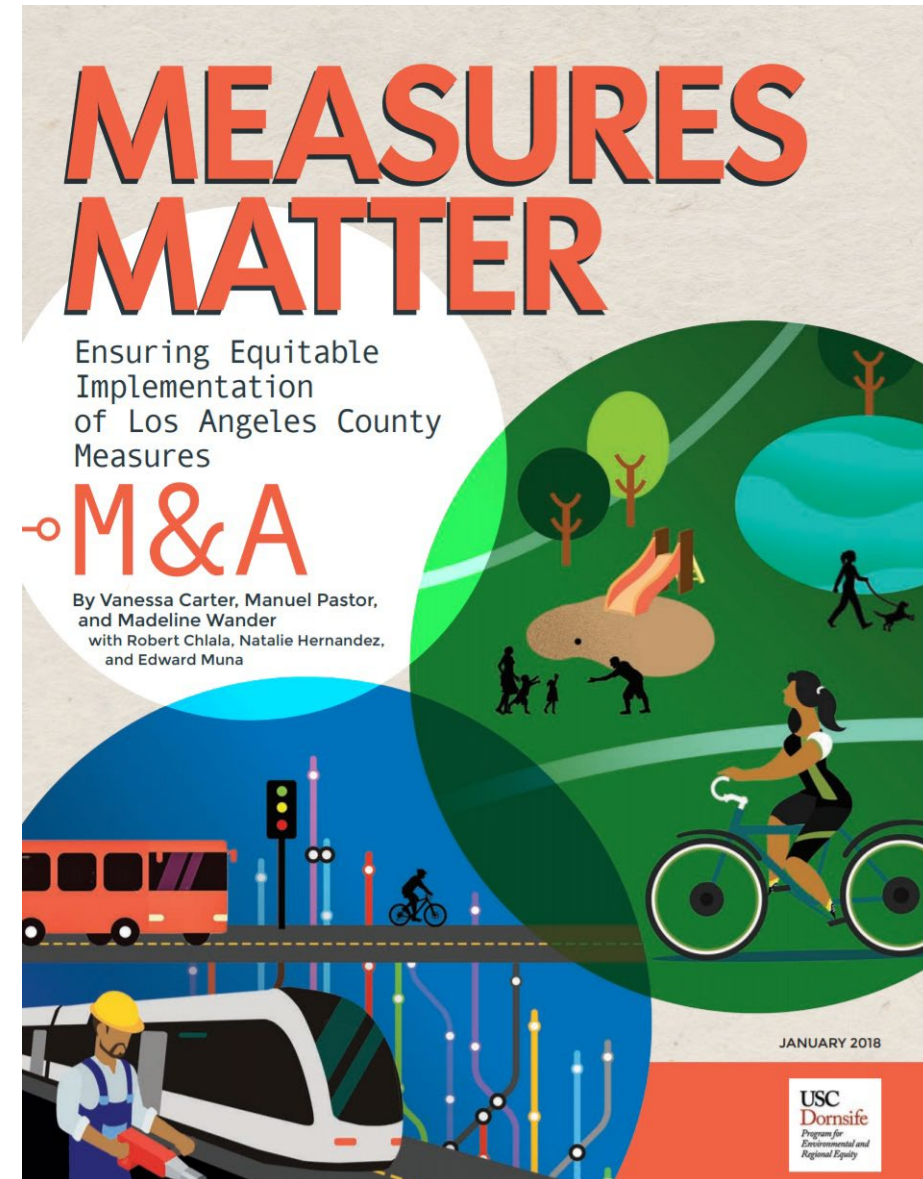
dornsife.usc.edu/eri

Edward Muña

muna@usc.edu

Vanessa Carter Fahnestock

vanessa.carter@usc.edu



Closing Comments and Thank You

Stay connected to this project



Michael Cano, *Executive Officer (Interim)*
Countywide Planning & Development
Metro

One Gateway Plaza, MS 99-13-1
Los Angeles, CA 90012



213.922.4710



710corridor@metro.net



metro.net/projects/i-710-corridor



@metrolosangeles



losangelesmetro

Thank you for joining us!