Cross Sector Approaches to Equity

Urbanism Next, Portland
Clarrissa Cabansagan, TransForm
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Our Goals:

1. **EMPOWER** communities of color to lead

2. **PRIORITIZE** the needs of those most impacted by climate injustice
Does SF really have the most expensive rents in the world?

A claim that San Francisco suffers the highest median rents in the world made international headlines.

By Adam Brinklow | Jul 5, 2016, 9:23am PDT

Displacement Typologies

Lower income (LI) tracts
1. Not losing LI households
2. At risk of gentrification and displacement
3. Ongoing Gentrification/Displacement

Moderate to high income (MHI) tracts
1. Advanced gentrification
2. Not losing LI households
3. At risk of exclusion
4. Ongoing Exclusion/Displacement
5. Advanced exclusion

Source: Urban Displacement Project, UC Berkeley
Tackle Root Causes of Inequality

- Resources **denied or supplied** based on color of your skin

- **Codified systems of oppression for generations:**
  - Wealth accumulation
  - Access to opportunity

- Policymakers and private industry we have the **power and responsibility** to undo racism in the built environment.
Low-income Californians spend 2/3 of their income on housing.
“Shared mobility companies tend to locate their services in higher income areas to minimize financial risk, perpetuating the transportation injustices of the past.”

TransForm, OakMob 101 Report
OakMob 101 - Survey Results

Bike Share
- 34% of respondents don't have access to a bicycle
- 78% of respondents are more likely to try bike share after OakMob 101

Car Share
- Respondents spend an average of $250 a month on transportation and 34% don't own a car
- 70% of respondents are more likely to try car share after OakMob 101

Community-Identified Barriers

- Too Expensive: 38%
- Credit/Debit Card Access: 34%
- Cell Phone Access: 11%
- Language: 8%
- Other Reasons: 9%
Remove Barriers to Bike Share

- Anyone with CalFresh, PG&E Care, or an SFMTA Lifeline pass is automatically eligible.

- $5 for the first year of Ford GoBike membership, then $5/month in later years

- In response to community input, BS4A includes:
  - Unlimited 60-min rides (instead of 45 mins)
  - Cash payment options
  - Clipper card integration
Co-create with Community Stakeholders + Companies

“...The communities of East Oakland, Fruitvale and West Oakland, where high number of Latino, Black and low income residents live, are underserved by transportation options, including shared mobility. These communities are also disproportionately impacted by poor air quality and transportation cost burden. This program addresses differences in access and impacts to help achieve a transportation system that meets the needs of underserved communities.” - Equity Outcome Statement, OakDOT
Bay Area Bike Share Member Demographics (2014)

Sources: 2010-2014 American Community Survey 5-Year Estimates and Shaheen, 2015
The Bay Area Bike Share Equity Group works to reduce barriers for bike share riders to proportionally represent the ethnicity, race, and income levels of the communities where Ford GoBike operates. We work to ensure bike share benefits communities historically underserved by transportation projects.

- Bike Share Equity Fund → Equity Outreach
Diversifying Bike Share for All Members

No Assistance

78% POC

*optional demographic question. 78% of equity members reporting, 61% of organic discount members reporting.
Diversifying Bike Share for All Members

No Assistance

Help from Equity Ambassador

78% POC

97% POC

*optional demographic question. 78% of equity members reporting, 61% of organic discount members reporting.
2014

3% of all riders made under $25K
Today

23% of all riders

~4,000 BS4A members
Reaching those with greatest need

Income Breakdown of BS4A Members*

*optional demographic question. 76% of equity members reporting, 26% of organic discount members reporting.
Oakland Bike Plan

Link to Plan: https://www.letsbikeoakland.com/draft-plan/#
Focusing on Disadvantaged Groups

Some groups of Oaklanders face greater vulnerabilities and disparities in the transportation system. The more groups a person identifies with, the greater the disparity. These groups include:

- People of color
- Women
- People of lower income
- People with limited English proficiency
- People with disabilities
- Children and seniors
- Single parents
- People who don’t own cars or don’t ride

Who is being stopped on bikes and where?

African Americans make up a quarter of Oaklanders. Data on bicycle stops by the Oakland Police Department between 2018-2019 show that black individuals were the most likely to be stopped while riding bikes in any other group.

- 3% ASIAN
- 17% WHITE
- 17% HISPANIC
- 60% BLACK

Link to Plan: https://www.letsbikeoakland.com/draft-plan/#/
Implement what the community is asking for!

- Bike resource centers at existing community spaces - libraries, bike co-ops
- Fund bike culture lead by POC:
  - bike programming
  - empowered to shape options
- Fill bike share gaps
- Economic empowerment through biking
Total Miles Traveled by Mode

- Bike Share*: 564,000
- Scooter Share: 1,184,000
- Dedicated Space Car Share: 1,036,000
- Free Floating Car Share: 236,000

Source: OakDOT
Pushing the Limits of Public Private Partnerships

- **East Oakland Community-Based Transpo Plan**
  - Needs Assessment
  - CITY

- **UC Berkeley Low-Income Shared Mobility Study**
  - Deeply Understand Barriers and Sensitivities
  - STATE + ACADEMIA

- **Lyft Up East Oakland**
  - Community Driven Ideas Capacity Building
  - PRIVATE + NON-PROFITS GRASSROOTS

- **Temescal Protected Bike Lanes**
  - Travel Needs of Service Workers
  - BUSINESS IMPROVEMENT DISTRICT
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