

Centering **Equity**: Through Community Engagement and Demonstration Projects

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Steffani serves as the Programs Director of Forth. She oversees teams that focus on equitable access to cars, charging infrastructure and emerging modes of transportation.

She previously served in quality assurance and process improvement leadership roles in social service and healthcare-focused organizations.

She holds an MBA in Healthcare degree from the Oregon Health and Science University and graduated with her BS in Economics from the University of Oregon.

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OUR FOCUS AREAS

Access to Electric Cars

Forth builds programs for drivers who have traditionally faced the most barriers to electrification.

Access to Charging

Forth is working to make it as easy to charge a car as it is to park.



Progressive EV Policy

We build influence and knowledge at the national, state and local levels.

Events & Partnerships

Forth convenes diverse stakeholders to collaborate and advance equitable transportation systems.

Emerging Modes

We're increasing access to micromobility, electrifying farm equipment, school buses, and supporting e-mobility in lower-income countries worldwide.

- How **Forth** defines equity
- Equitable steps toward community inclusion in program design & outreach
- The equitable power of a demonstration project
- Additional resources

Equity Defined

- Equity, equality, fairness, 'underserved'
- Targeted Universalism – Approach
- Transportation is #2 household expense
- Commute time #1 predictor of escaping poverty
- Long history of inequality, largely race-based, from redlining, urban renewal, gentrification
- Designing programs around those who face the greatest barriers = better programs



Targeted Universalism is a different, hybrid approach:

- Setting universal goals pursued by targeted processes to achieve those goals
- Identifies individualized solutions that meet the needs of historically underserved communities.
- Ensures that the universal goal is met by all groups, including the largest and most dominant ones, but not only the largest and mo

Targeted approach:

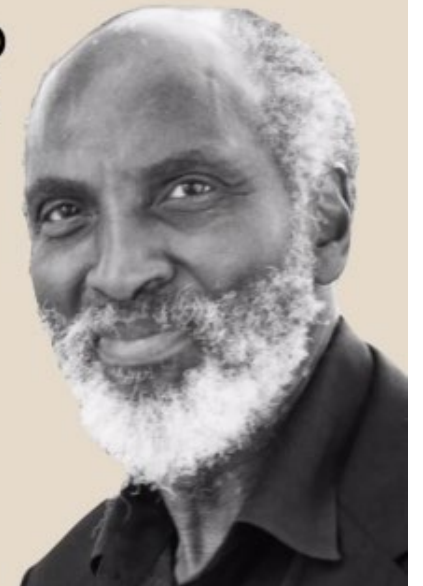
- Intent to address specific groups' needs

Universalism approach:

- Used to reach a universal goal or solve a broad public need

EQUITY 2.0? WHAT IS TARGETED UNIVERSALISM AND HOW DOES IT ADDRESS INEQUALITY?

john a. powell



Community-led Program Design

- **Prioritize** historically underrepresented communities in decision-making!
- Implement a **community-based participation decision-making** model
- Do your research first! – Identify trusted CBO's and other stakeholders for partners
- Staff should be culturally responsive and reflect the communities you want to serve
 - Hire within the community

Outreach

- Include community members' voices in shaping solutions
 - Listening sessions
 - Perform a community needs assessment
 - before you start the work
- Prioritize multiple opportunities for community input -
 - Maintain feedback-loops



Remove barriers/provide resources to effective participation

- Pay people for time and insights
- Provide childcare
- Offer accessibility and translation services
- Provide food
- Offer different places for folks to engage such as in-person and online
- Ensure language is accessible / get away from industry jargon



Demonstration Projects

Showcase methods for equity by addressing **transportation needs** across communities of varying sizes and geographical locations nationwide.

- Put TE in traditionally sidelined communities
- Prioritize demo projects that address transportation barriers for a local community
- Direct feedback between users and producers
- Community inspiration & shared best practices
- Low-risk method for elected officials to gauge effectiveness in a community



Questions /Follow-up information

- Steffani Cuff, MBA, Programs Director @ Forth
 - Steffanic@forthmobility.org
- Forth Roadmap Conference September 24-26, 2024 in Detroit.
Register now for lowest rates: www.roadmapforth.org

