



**FORWARD
PINELLAS**
Integrating Land Use & Transportation

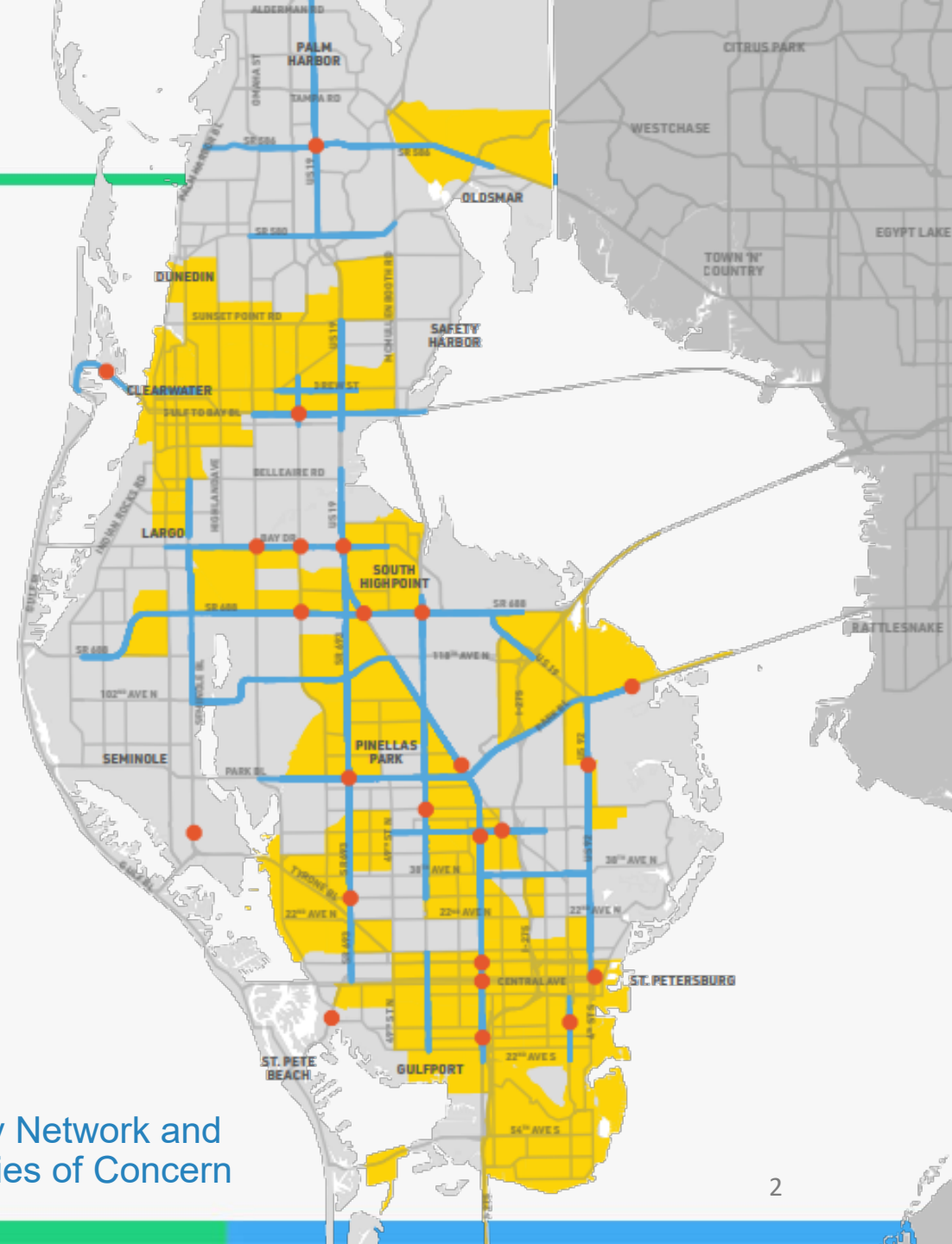


Forward Pinellas Equity Assessment

Working Towards Creating an Equitable Pinellas

Our Why

- Recognize injustices to historically excluded and/or racial minority communities
- Research historical and current systems, policies and practices
- Develop: A strategic plan to ensure our work is inclusive and results in equitable outcomes for the entire community.
 - Programmatic and structural changes
 - Near-term, mid-term and long-term solutions




High-Injury Network and
Communities of Concern



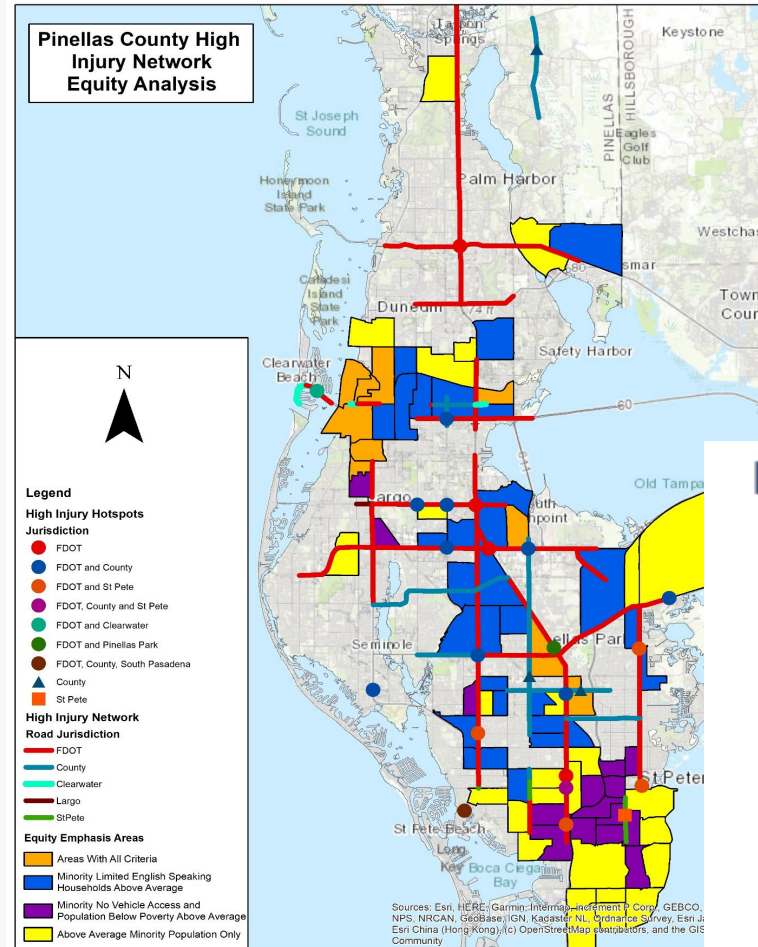


Evaluation Parameters

- External Analysis
 - Establish Equity Emphasis Areas
 - Historical practices causing inequity
 - Degree of historical exclusion
 - Internal Analysis
 - Staffing, Board, Committees
 - Process for public engagement
 - Community outreach practices and partnerships
 - **Experiential Analysis**
 - **Countywide perspectives on inequity**
 - **Equity experts' feedback**
 - **Lived experiences**
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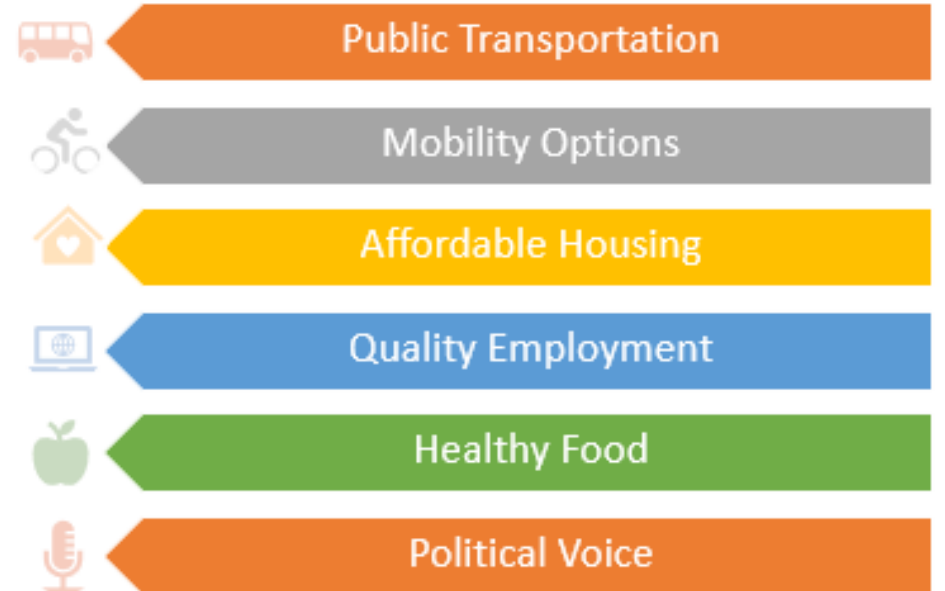
Equity Assessment Findings High Level Summary

- 70% of High Injury Network and Hot Spots are in the Equity Emphasis Area
- 32% of County land mass is comprised of the Equity Emphasis Area
- Internal Assessment found High Injury Network within the Equity Emphasis area is ~3.3% of Transportation Improvement Program funding.



“A thriving south side community, not surviving south side community”.
-SPC Student

Public Feedback: Needs Assessment Categories





Equity Assessment Action Items



Equity Policy 1: Remove Barriers for Political Voice

- **Objective:** Improve access to the decision-making process for ALL people
- **Strategy Examples:**
 - Diversify Forward Pinellas
 - Committee composition
 - Board Reapportionment
 - Expand multi-lingual information
 - Expand opportunities for public engagement
 - Outreach: pop-up events, in-person engagements, virtual presence
 - Education: school-based roadway safety program (k-5) and planning profession (6-12)

“People like me don’t have time to be involved in the political process and that is by design.” – Pinellas County Resident



Equity Policy 2: Local Organization Collaboration

Objective: Grass-roots efforts with communities within Equity Emphasis Areas and cross-sector / cross-jurisdictional partnerships to achieve systemic change.

Strategy Examples:

1. Establish and strengthen long-term relationships with representatives trusted by diverse communities
 - Yearly focus group sessions with SPC
 - Continual stakeholder engagement one equity
2. Public-private partnerships
 - Yearly Mobility Audits
3. Incentivize affordable housing working with local governments
 - Existing Affordable Housing Density Bonus
 - Promote benefits of accessory dwelling units
 - Continue work with Pinellas County and Local Governments on Countywide Housing Compact
 - Highlight effectiveness of community benefits agreements
 - Encourage local fair housing law enforcement through partnerships with municipalities

Long-term relationships which “Move at the Speed of Trust”.



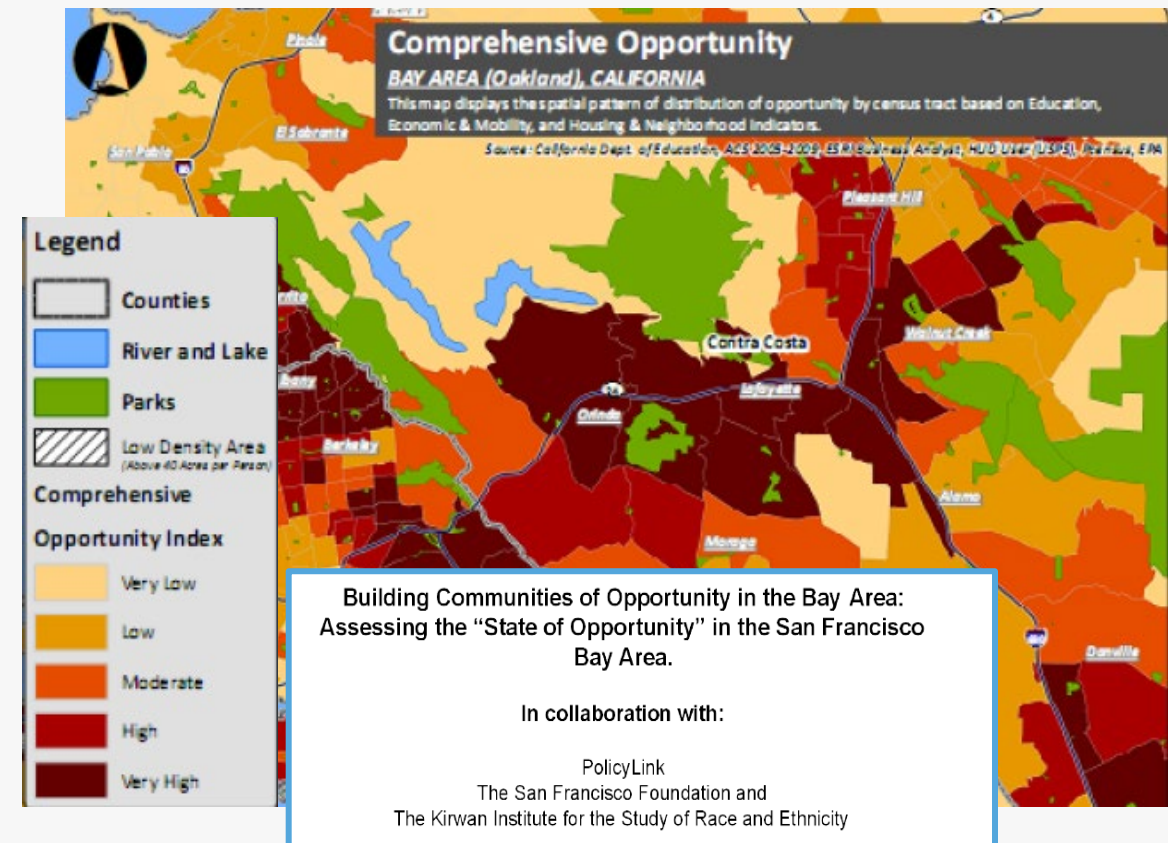
Equity Policy 3: Increase Access to Opportunity

Objective: Develop equitable transportation options and land use decisions which increase availability of quality employment, education and other necessities

Strategy Example:

- Access to Opportunity Assessment (GIS-based)
- Specific targets and monitoring to increase equity funding in Long-Range Transportation Plan
- Safety Funding Program with Equity Lens
- Innovative practices to increase healthy food availability
 - Health in All Policies
 - Complete Streets Grant Program
 - Knowledge Exchange Series

“It is not lack of aptitude; it is lack of opportunity which holds people here back” – Pinellas County Resident



Equity Policy 4: Strengthen Awareness and Agency Accountability

Objective: Strengthen awareness regarding equity needs, inclusion and structural racism – in all its forms, and strengthen agency accountability

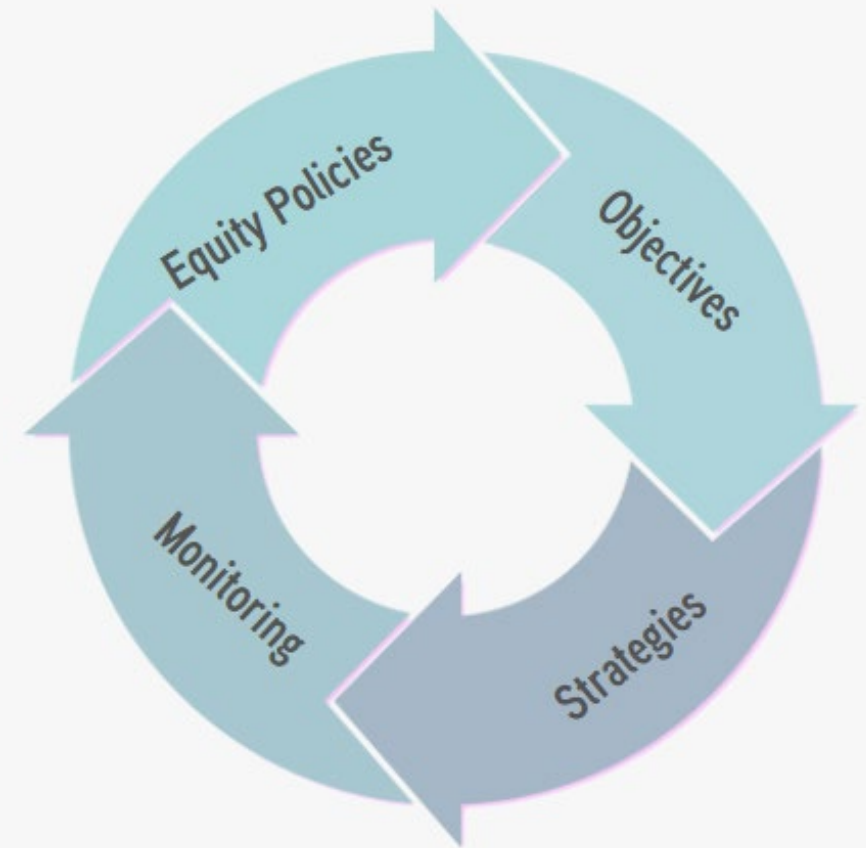
■ Strategy Examples:

- Build community awareness
 - Story Maps (GIS-based)
 - Equity-based data tools for community engagement
 - Equity Assessment webpage and dashboard
- Internal awareness
 - Updated procurement policy, ADA Compliance Plan and Public Participation Plan
 - Staff training & processes
 - Equity focused tools for project review and analysis
 - Equity matrix and decision flow chart



What are the next steps?

- Forward Pinellas Board Review and Approval
- Implement Equity Assessment Action Plans
- Monitor Action Plans
- Evaluate Effectiveness
- Ensure Accountability
- Update Equity Policies





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Questions?

