



Plan
Hillsborough



Planning
for Equity

Planning in Hillsborough County

Dayna Lazarus, M.U.R.P.

Plan Hillsborough, Community Planner II
Nondiscrimination Plan Project Planner



planhillsborough.org

Who is



**Plan
Hillsborough**

Plan Hillsborough consists of Boards and staff for:

- 1. The City-County Planning Commission** - *Land Use/Comprehensive planning*
- 2. The Metropolitan Planning Organization (MPO)** - *Transportation planning*
- 3. The Hillsborough River Board**



What does Plan Hillsborough do?



- We plan for **25 years of growth**
- We coordinate long-range **land use, transportation, infrastructure** (like schools, rec centers), and **environmental planning**
- We perform **studies** and **guide** where and how the community will grow, and what transportation options we will have



How do we PLAN?

Transportation : Hillsborough MPO

➤ **Budgeting** for infrastructure, programs, etc

1. Transportation Improvement Program (TIP) update every summer with public hearing; 5-year horizon

2. Long-Range Transportation Plan (LRTP) – update every 5 years, 25-year horizon ~ Current: 2045 LRTP, updated 2020

+ studies and more plans such as Public Participation Plan and Nondiscrimination Plan



Nondiscrimination Plan – 2021 Update (ND Plan)

After the passing of a [Racial Equity Resolution](#) in August 2020 by the MPO's Citizens Advisory Committee and the MPO Board, it was decided that the 2021 ND Plan update presents an opportunity to **expand** the MPO Title VI and Nondiscrimination Plan to incorporate the Hillsborough City-County Planning Commission and enact proactive measures to produce more equitable outcomes.

Project Page: <http://www.planhillsborough.org/title-vi-and-nondiscrimination-plan/>



Nondiscrimination Plan – 2021 Update

Last Hillsborough MPO *Title VI and Nondiscrimination Plan* adopted March 2018, the plan is:

- Required by Federal Law
- Must be updated every 3 years; next update due in 2021
- Covers:
 - **Mapping:** Identifying underserved communities and where they are located
 - **Public Engagement:** How we engage those communities in our work
 - **Performance Measurement:** How we evaluate the equity outcomes of our plans
 - **Planning:** How we incorporate equity into plans and planning processes (E.g. Title VI Coordinator, Recommendations for planning)



Nondiscrimination Assurance and Legislation

No persons shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity on the basis of:

- **Race, Ethnicity, Color, or National Origin** – Title VI of the Civil Rights Act of 1964
- **Family Status** – Title VI of the Civil Rights Act, Florida Civil Rights Act of 1992
- **Religion** – Title VI of the Civil Rights Act of 1964, Florida Civil Rights Act of 1992
- **Ability** – Rehabilitation Act of 1973 and Americans with Disabilities Act of 1990
- **Sex** – Highway Act of 1973, Florida Civil Rights Act of 1992
- **Gender and Sexual Orientation** – *Bostock v. Clayton County*
- **Age** – Age Discrimination Act of 1975



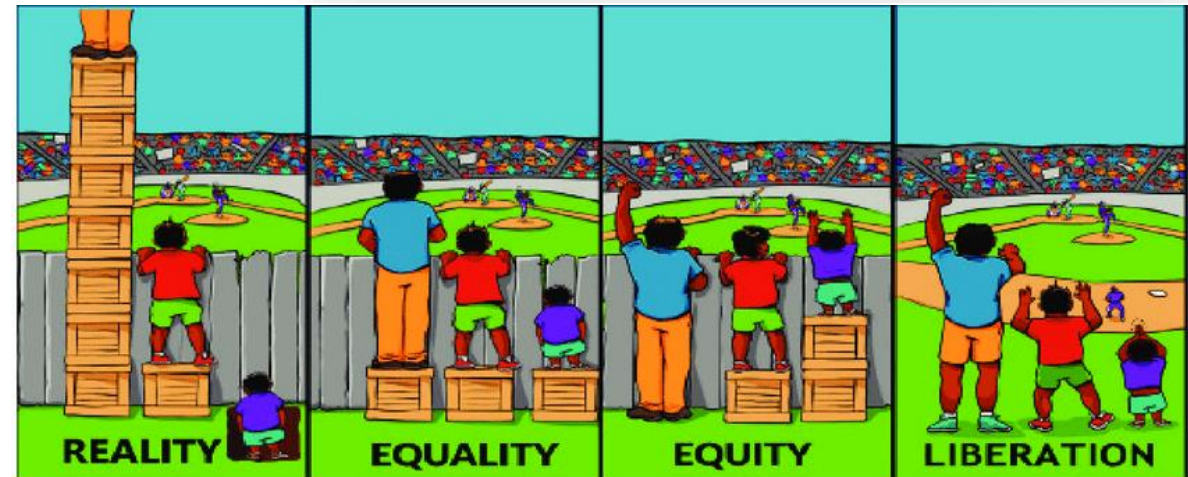
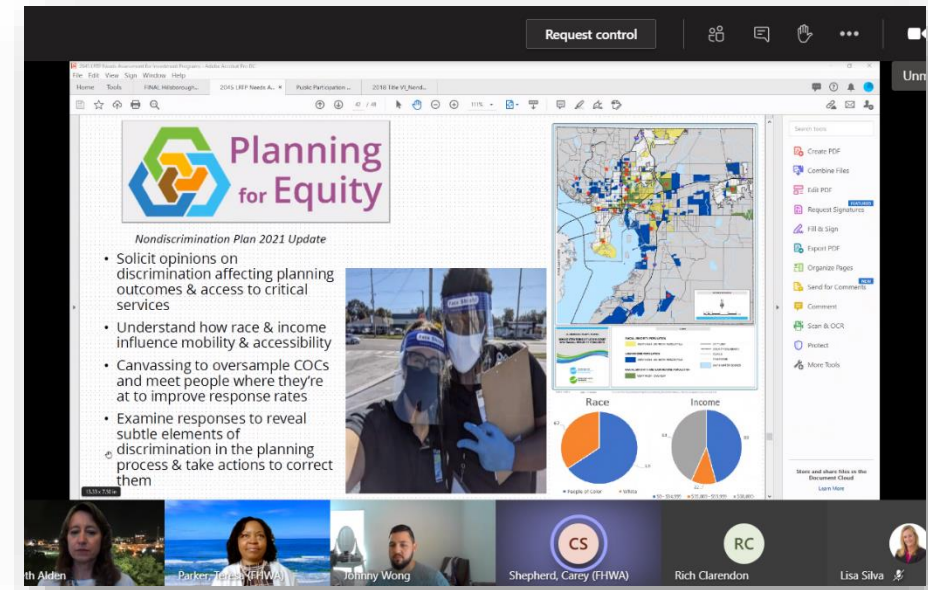
Executive Order on Environmental Justice (1994)

- Requires us to evaluate and address disproportionately high and adverse health or environmental effects in our programs, policies, and activities on **minority and low-income populations**



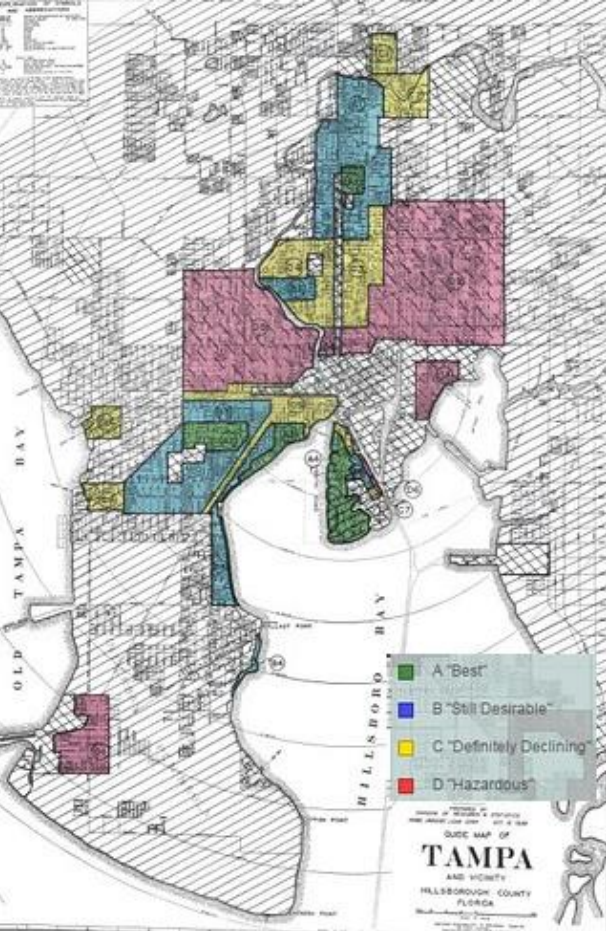
What's NEW in ND Plan?

- Expanded to cover Planning Commission; initiative includes branding for long-term
- Discusses history of discriminatory planning in Hillsborough County
- Defining “equity”
- Public engagement component
 - Using NEW outreach strategies
- New mapping process
- Action and Recommendations

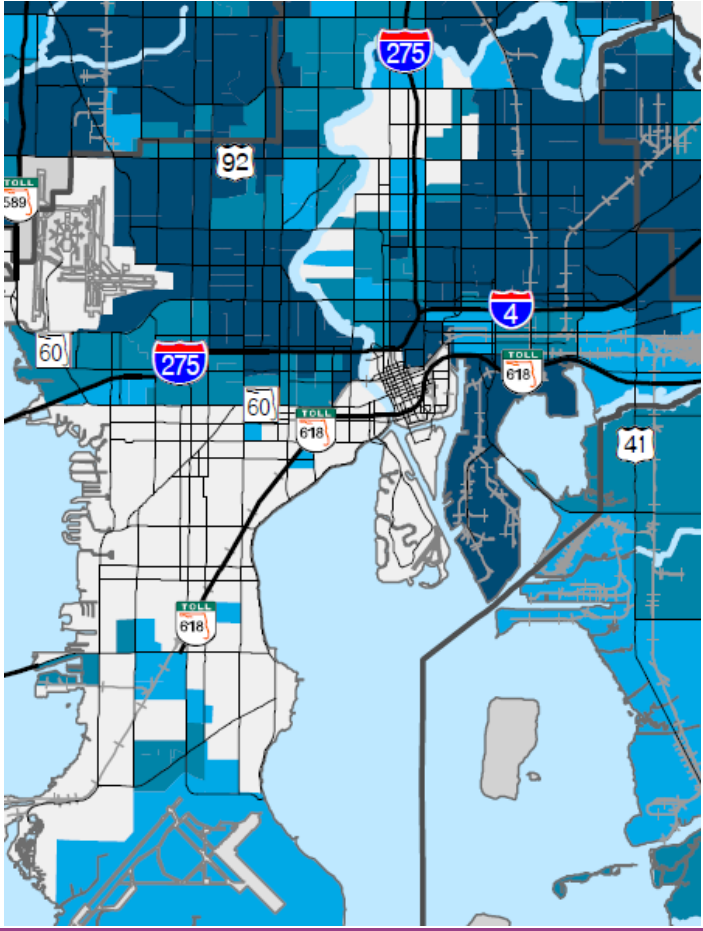


What's new: Mapping Techniques

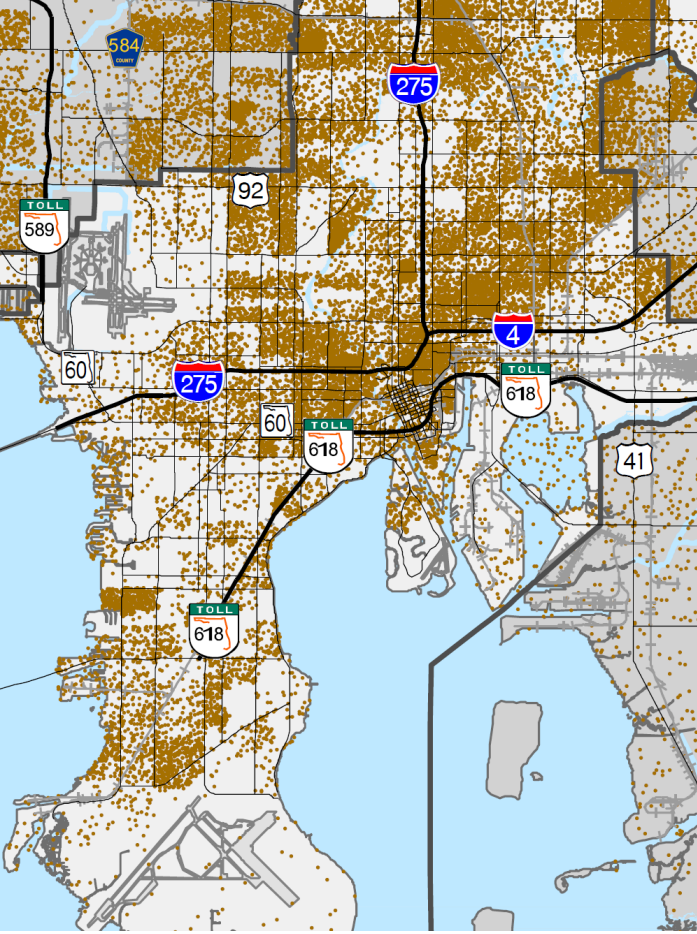
1940s HOLC Map



Concentrations of Racial Minority Population (2018)



Low Income Households (2018)



What's New: Public Engagement Component

Purpose of Engagement Component:

1. Generating **recommendations** in the 2021 Nondiscrimination Plan
2. Building **relationships** for long-term engagement

Outreach *focused* on underserved communities:

- Racial/Ethnic minorities
- Low-Income persons
- Persons with disabilities
- + more

Community leadership is a key component of equity.



Three Engagement Phases

I. Early Engagement *(2 months)*

Who should be at the table?

Who is already engaged?

- a. Contact Lists
- b. Website
- c. Branding

II. Active Engagement *(5 months)*

- a. Survey
- b. Field Outreach
- c. Storytelling Forum Event
- d. Focus Groups

III. Ongoing Engagement *(ongoing)*

Build trust and relationships by:

- a. Carrying out the recommendations.
- b. Bringing the finished Plan back to the community to show them where their input was considered.



Field Outreach

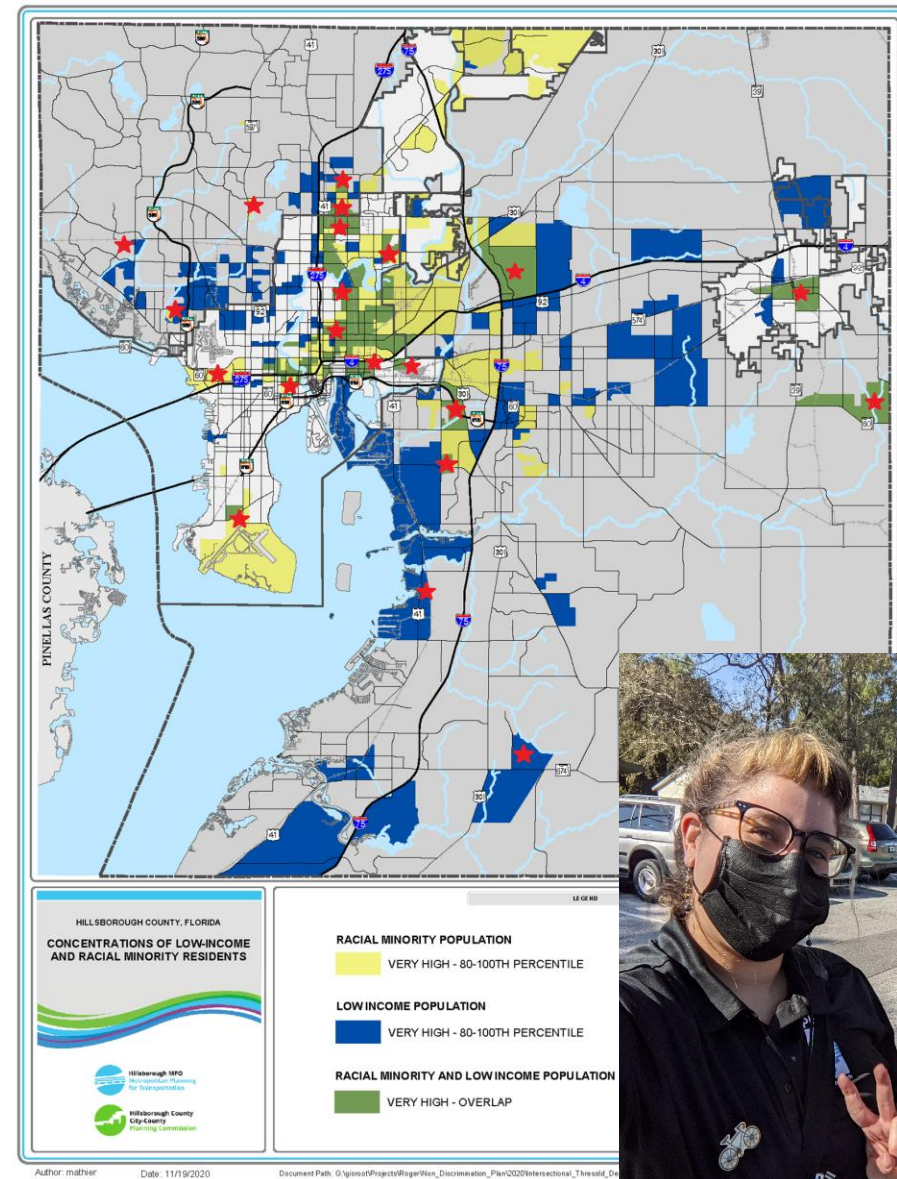
Purpose: To verbally administer surveys with members of underserved communities and ensure oversampling.

Method

1. Produced **materials** (flyer and survey)
2. Using GIS **maps**, identified EJ block groups
3. Identified popular community **hot spots**
4. Went into the **field** – Knocked doors and stood at hot spots 3 days/week, 5 hours/day, 7 weeks

Staff: One lead, one local member of community, one fluent in Spanish

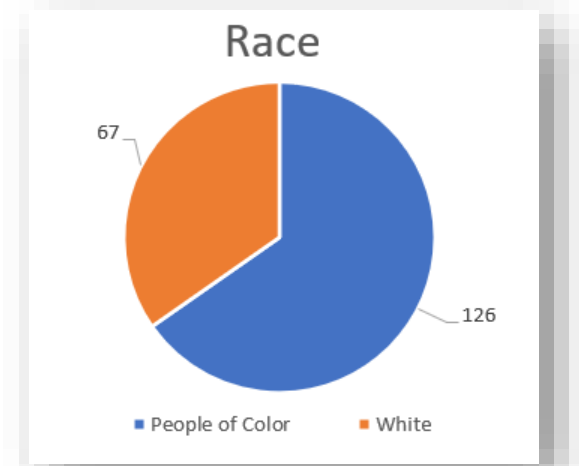
Goal: 50 surveys, or one per staff member per day



Field Outreach

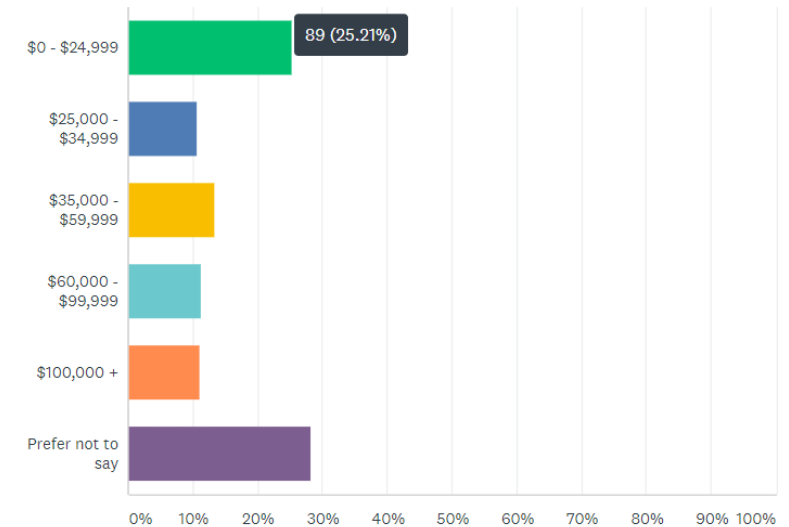
Why do field outreach this way?

1. We must ***meet people where they're at.***
2. We can oversample members of EJ communities.
3. Data shows that face-to-face is best way to engage and form new relationships.
4. Regular people don't always go to interest group meetings.
5. During Covid-19, interest group meetings infrequent; moved online.



What is your approximate annual household income?

Answered: 353 Skipped: 0



Field Outreach during Covid-19



Safety Plan

- We will be **WEARING** masks and gloves. We will bring hand sanitizer for us to use.
- We will bring pens, masks and hand sanitizer to **GIVE AWAY**.
- We will **ONLY SPEAK TO PEOPLE WEARING MASKS**. We will primarily approach people that are already wearing masks. We will offer masks to people as a condition to speaking with us.

Materials

To Give away:

- Face masks
- Hand sanitizers
- Pens
- Flyers with survey link
- Postage paid surveys

For Us:

- Latex gloves
- Face masks
- Face shields
- Pens to give away
- Hand sanitizer

Storytelling Forum

Purpose: To provide an opportunity to everyone in Hillsborough County to offer their stories/experiences and ideas for solutions.

Stories put a face to a problem, give people practice speaking their truth, and provide “heart” data to decision-makers.

Method

- Leveraged community partnerships.
- Utilized Virtual (Zoom) platform.
- Kicked off the meeting with a presentation on the history of discriminatory planning.
- Facilitated storytelling discussion with attendees.



Storytelling Forum:

Discuss your experiences, challenges, and perspectives.

A promotional flyer for the Planning for Equity Storytelling Forum. It features logos for Plan Hillsborough, Planning for Equity, CDC, METRO, and WIMAUMA. The text includes "REGISTER NOW FOR THE Planning for Equity Storytelling Forum", "Join us to help plan for an equitable future!", "FEBRUARY 13 • 11 A.M. TO 1 P.M.", and "Zoom: Register at bit.ly/hcequityforum".



Focus Groups

Purpose: To dig deeper into accessibility challenges faced by State- and Federally-protected communities, discuss solutions and identify recommendations.

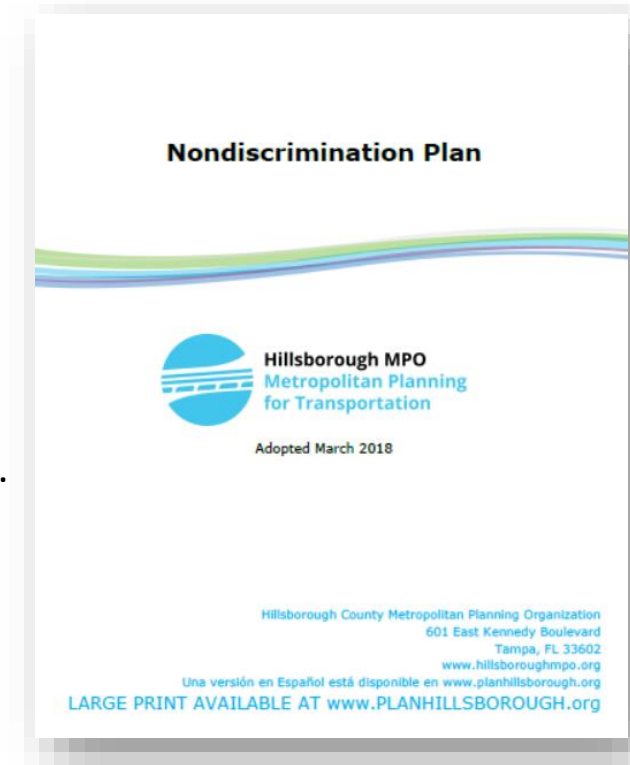
Method

- Recruiting people who did the survey and meet certain criteria (range of ages, disabilities, genders, races/ethnicities).
- Hosting 5 virtual focus groups:
 1. **Black | African/American** (3/3/21)
 2. **LGBTQ** (3/4/21)
 3. **People with Disabilities** (3/9/21)
 4. **Low-Income** (3/10/21)
 5. **Latinx | Hispanic** (3/11/21)



Example Recommendations

- **Agencywide** (E.g. Hiring, Engagement, Coordination)
 - Continue to expand engagement with traditionally underserved or underrepresented communities.
 - Coordinate community planning efforts across transportation, housing, land use, community health, and other planning areas.
 - Ensure that community characteristics and history are surveyed for every plan or project.
- **MPO** (E.g. Long-Range Plan, Committees, Prioritization)
 - Use Environmental Justice areas to prioritize TIP projects.
 - Explore a participatory budgeting process for TIP and UPWP projects.
 - Continue to explore demographic based seats on committees.
 - Continue to develop methods of evaluating environmental justice impacts of projects and plans.
- **Planning Commission** (E.g. Comprehensive Plans, Project Studies)
 - Explore opportunities to prevent displacement from gentrification.
 - Identify opportunities for improving access to housing, parks and recreation, and other comprehensive planning areas.





Your Involvement is Valuable!

- Stories and surveys will guide **Recommendations** (chapter) in the Nondiscrimination Plan
- Nondiscrimination Plan will be brought before the Boards for approval **June 2021** and updated every 3 years.
- We have an **Ongoing Engagement Phase** laid out in order to continue working with you.

As Advocates, How Can You Help?

1. Provide input for recommendations today.
2. Recommendations in plan set a precedent for ACTION - once the plan has been approved, identify specific recommendations you want to advocate for and help agencies devise a plan of action.
3. Ask other jurisdictions to also implement recommendations.
4. Participate in planning – existing methods s/as advisory boards, TIP hearings; and future methods such as community hubs, additional advisory committees, etc.
5. Follow implementation by being involved in next Nondiscrimination Plan update in 2024.



Question 1 – What has kept you from being able to make a trip by foot, on a bike, on a bus, in a car or other way? What would have made it easier?

- Quote: “It’s hard to get around without a car, especially if you’re disabled.”
- Quote: “Buses come once an hour. Walking long distances to the bus is difficult.”
- Quote: “Uber cost me \$40 to get to work.”
- Quote: “I can’t walk to work because cars speed and it’s terrifying.”



Question 2 - When looking for a place to live, what challenges have you faced? What would make finding a place you would like to live possible?

- Quote: “In order to get assistance, I would need a disability or very low income. There’s no assistance for those in the middle.”
- Quote: “Housing costs are high, but Habitat homes undo some damage.”
- Quote: “Rent goes up and landlords do nothing. No maintenance, nothing.”



Question 3 – Leadership by our most underrepresented groups is key to fixing inequitable conditions. We need to reach people we don't always hear from. What are some ways we could do that?

- Quote: “Government is going to do what they’re gonna do, they don’t actually do anything for us.”
- Quote: “Politicians don’t make it easy to contact them to fix things. Put their faces on posters.”
- Quote: “Go to pharmacies and food stores where people frequent like bodegas have bulletin boards. That’s how I found my apartment.”



Question 4 – What are some things we should consider as a **planning agency** that deals with land use, environment and transportation to improve quality of life for underserved people and end systemic discrimination?

- Quote: “Let people organize their own services for their own needs; support what people are already doing.”
- Quote: “Start educating and involving people of color young – get young people involved at planning in high schools and middle schools.”
- Quote: “Defund the police and fund public transportation instead.”





Plan
Hillsborough



Planning
for Equity

Thank you!

Questions and Comments

Dayna Lazarus, MPO Staff – Lazarusd@plancom.org

Linea de Ayuda en Espanol: (813) 272-5940 y marque el 1



planhillsborough.org