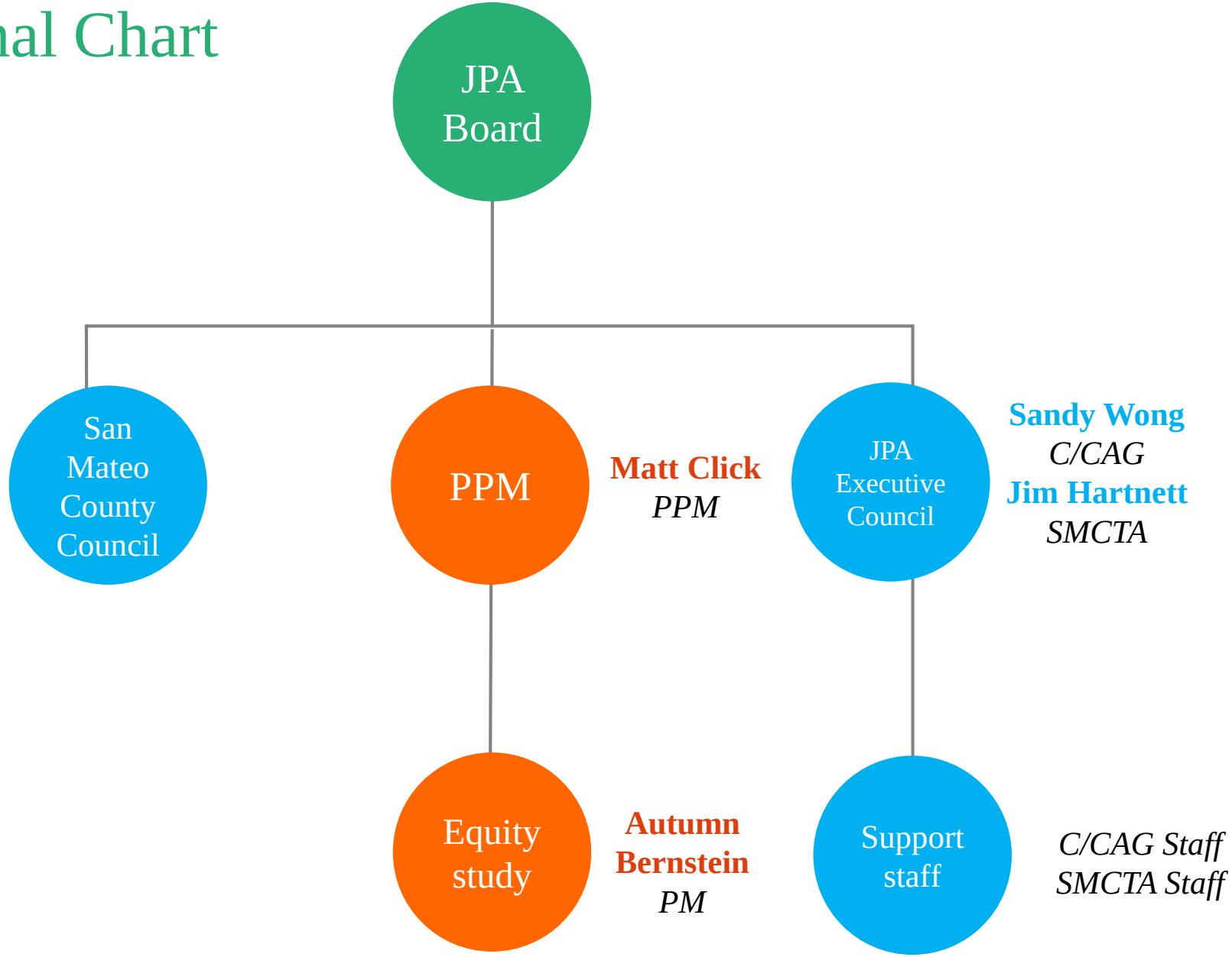
Equity Study:

SMCEL- JPA Board Update

August 14, 2020

JPA Organizational Chart



Purpose and goals of the Equity Study

Identify the potential impacts of the Express Lanes project on **disadvantaged communities and populations** in San Mateo County, and develop a pilot Equity Program to begin in Fall 2021 with the opening of the first section of express lanes.

The pilot Equity Program will **provide meaningful transportation benefits** to disadvantaged communities and/or populations who are identified through the course of this study.

The pilot Equity Program will be **funded by toll revenues** from the Express Lanes project.

Equity Study schedule

Description	Summer 2020	Fall 2020	Winter 2020/2021	Spring 2021	Summer 2021
Baseline Conditions and Needs Assessment					
ESAC facilitation	★	★	★ ★	★ ★	
Literature review					
Define equity metrics					
Demographic and travel analysis					
Public engagement (phase I)					
Publish final needs assessment					
Equity Program Recommendation					
Draft & analyze 2-3 equity program alternatives					
Public engagement (phase II)					
Recommend preferred alternative					
Board review and approval					

Equity Study deliverables

Deliverable 1: Baseline Conditions and Needs Assessment Report

Goal: Assess needs and potential impacts to disadvantaged communities

- Literature review
- ESAC engagement
- Public engagement, Phase I
- Equity metrics
- Demographic analysis
- Transportation behavior analysis

Deliverable 2: Equity Program Recommendations

Goal: Identify targeted strategies to improve mobility for disadvantaged communities

- Public engagement, Phase II
- Equity program recommendations
- Implementation/phasing plan
- Monitoring strategy

Equity Study decision-making process

** Spring 2021 for JPA board action on Equity Program*

Equity Study Advisory Committee (ESAC)

City/Agency	Title	First	Last
Belmont	Public Works Director	Peter	Brown
Brisbane	Deputy City Manager	Stuart	Shillinger
Burlingame	Transportation Engineer	Michael	Tsai
Menlo Park	Associate Transportation Engineer	Rene	Baile
Redwood City	Senior Transportation Coordinator	Jessica	Manzi
San Bruno	City Engineer / Deputy Director of Public Works	Hae Won	Ritchie
San Mateo	*City Manager*	*Drew*	*Corbett*
South San Francisco	Senior Transportation Planner	Christopher	Espiritu
East Palo Alto	Public Works Director	Kamal	Fallaha
Foster City	Public Works Director	Norm	Dorais
San Mateo County	County Manager	Mike	Callagy
JPA Board Member	Board Chair	Alicia	Aguirre
Transform	Policy Advocacy Manager	Hayley	Currier
YLI	Program Manager, SM County	Eduardo "Lalo"	Gonzalez
SAMCEDA/PMG	Principal, MC2	Don	Cecil
SMC Central Labor Council	Assistant Executive Officer	Erin	Chazer
MTC	Field Operations & Asset Management	Pierce	Gould
VTA	Transportation Engineering Manager	Murali	Ramanujam
SFCTA	Deputy Director for Planning	Hugh	Louch

Interviewees

✓ Interview completed 🕒 Interview scheduled

Name(s)	Affiliation	Status
Alicia Aguirre	San Mateo Express Lanes JPA, C/CAG Boardmember, Redwood City Councilmember	✓
Emily Beach	San Mateo Express Lanes JPA, SMCTA Chair, Burlingame Mayor	✓
Ofelia Bello	Executive Director, Youth United for Community Action, EPA Planning Commissioner	🕒
Davina Hurt	C/CAG Vice Chair, Belmont Councilmember	✓
Brian Oh	San Mateo County Department of Public Health	🕒
Everardo Rodriguez	Chair, North Fair Oaks Community Council	✓
Carlos Romero	SMCTA Boardmember, East Palo Alto Councilmember	🕒
Sydney Webster	Pastor, Trinity Baptist Church of San Mateo	🕒

Guiding Document

Why do we need a guiding document?

Articulate a vision and intended outcomes for Equity Program

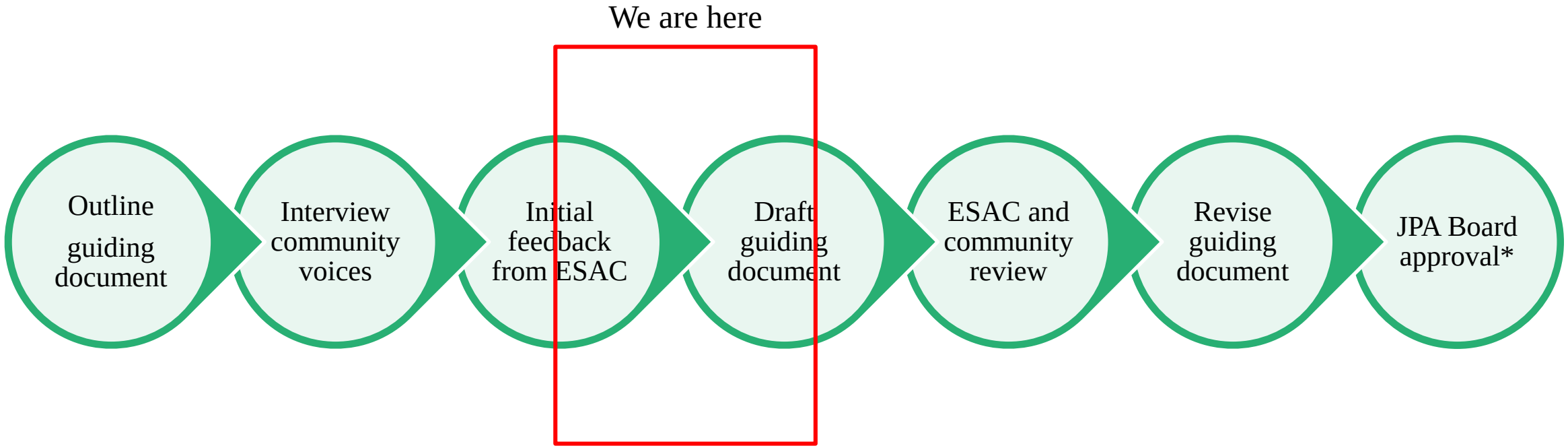
Decide how we will define and measure equity

Identify communities and populations to prioritize

Create a methodology to answer the most important questions

Understand the challenges the project presents and for whom

Our process



*September 11th Board Meeting

Vision

Key questions

- What does a successful Equity Program achieve for San Mateo County and for low-income communities?

- What does equity look like in the context of the Express Lanes project? (i.e., how are we defining equity?)

What we've heard so far

- Improved mobility and access for those who face the greatest hardships.
- Better public transit for those who rely on it.
- Lead the region

- "A level playing field"
- "Start from the bottom, meet those needs, then work your way up"

Objectives

Key questions

- What are our objectives for the equity study?

- In addition to equity, what other objectives for the express lanes must we consider?

What we've heard so far

- Direct toll funds to programs that meet demonstrated needs
- Improve public transit for those who rely on it
- Launch a pilot program that can evolve over time

- Mode shift to transit
- Travel time and reliability in the express lanes
- Fiscal responsibility

Target populations

Key questions

- Who are the populations that this Equity Program should target?

- What geography should be targeted?
  - Low-income communities by the freeway
  - Low-income residents countywide
  - Low-income commuters who live elsewhere

What we've heard so far

- **Low-income**
- Service workers
- Immigrants/limited English speakers
- African American + Latinx
- Students + Seniors

- **Low-income communities by the freeway**
- Low-income residents Countywide
- Low-income commuters who live elsewhere

Challenges

Key questions

- What challenges does the Express Lanes project pose for low-income communities? Would these challenges exist if not for the Express Lane?

- What challenges do we anticipate in extending benefits to targeted populations?

What we've heard so far

- Lack of car ownership (existing)
- Unable to afford express lanes (new)
- Widen disparities in access between rich and poor

- Getting the word out via trusted messengers
- Ensuring unbanked people can access
- Confusion about where/how benefits can be used

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