

A person wearing a grey sweater is sitting at a desk, working on a project. The desk is covered with a large map, several sticky notes, and two markers. The person's hands are visible, and they appear to be marking or pointing at the map. The background is a soft, out-of-focus indoor setting.


EQUITY IN PLANNING

SCATE PARK
is a huge asset!
↑



AILEEN DANEY

Planner,
Alta Planning + Design

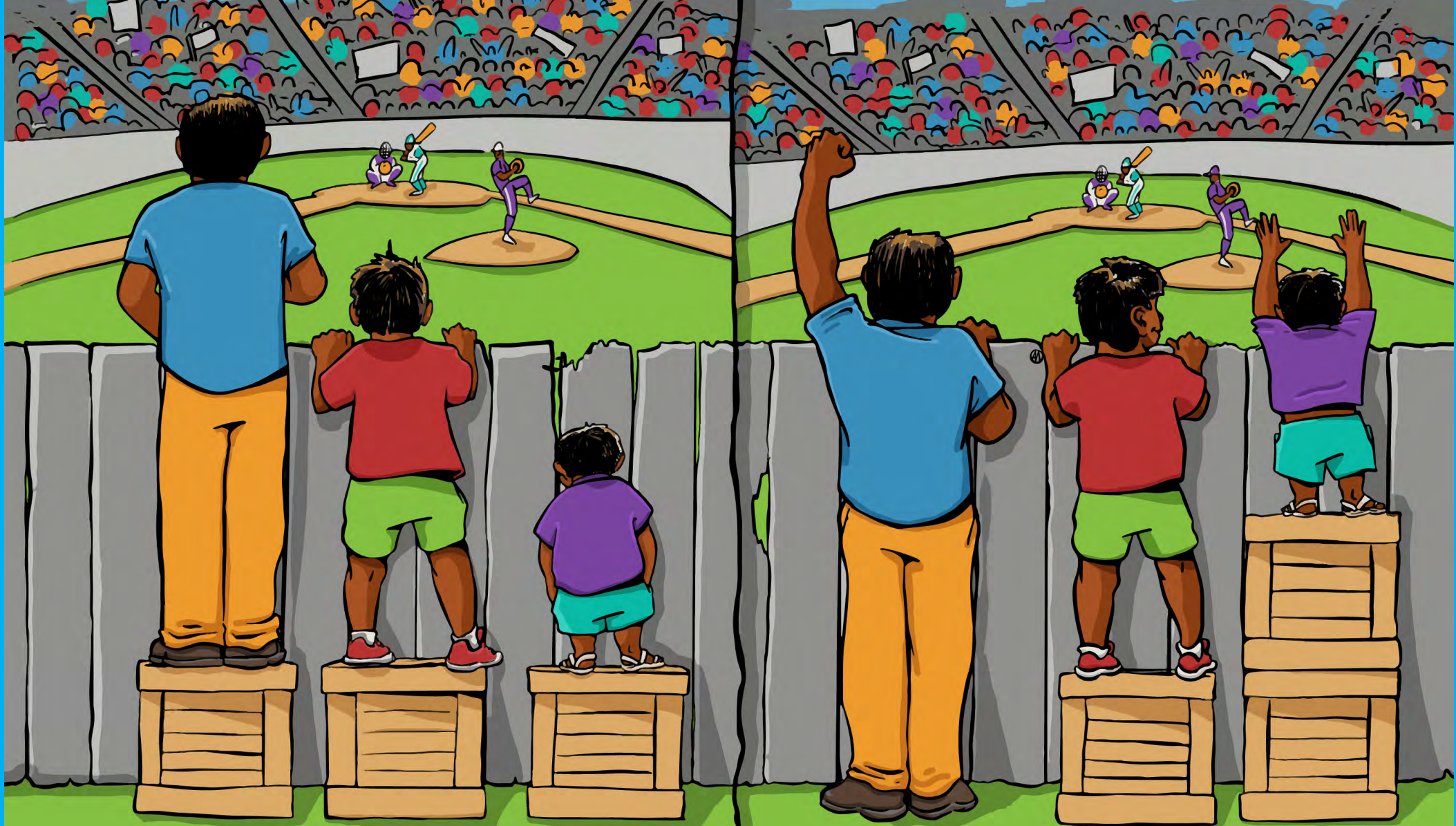
A hand-drawn map on a table with a sticky note. The sticky note has handwritten text: "SKATE PARK" with an arrow pointing to a location on the map, and "is a huge asset!" below it. The map shows streets, buildings, and a park area. A person's hand is visible pointing at the map.

SKATE PARK
is a huge asset!

alta planning + design



*creating active,
healthy communities*



EQUALITY

EQUITY



What does it
mean for
planners?

the six E's

Engineering



Creating safe, connected,
and comfortable places for
bicycling and walking

Education



Equipping people with the
knowledge and confidence
to bike and walk

Evaluation



Monitoring efforts to increase
active transportation and
planning for the future

Enforcement



Building safe and responsible
behaviors on the road and
building respect among all
road users

Equity



Increasing access and
opportunity for all residents,
including disadvantaged,
minority and low income
populations

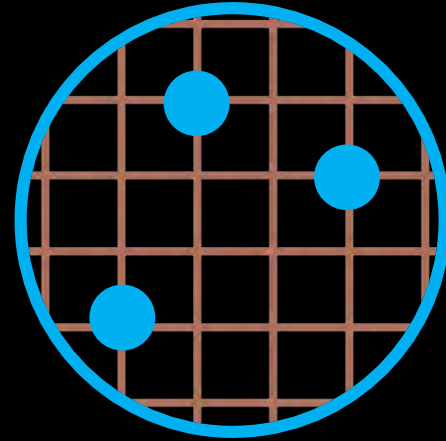
Encouragement



Fostering a culture that
supports and encourages
active transportation

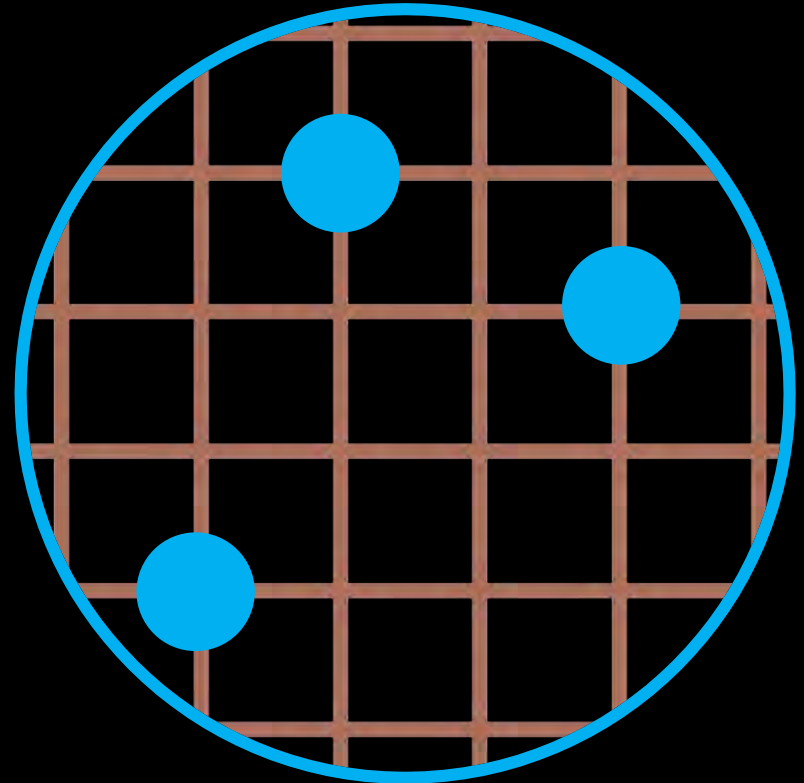
equity through two lenses

- data-driven analysis
- public outreach



data-driven equity analysis

- Provides an **objective, quantitative assessment** of concentrations of **vulnerable populations**
- Defensible approach for **identifying areas of need** and that may typically have been **left out of previous planning processes**



project background

→ Through a grant from the Centers for Disease Control (CDC), the South Carolina **Department of Health and Environmental Control (DHEC)** is leading an effort to **increase pedestrian planning efforts** occurring in South Carolina

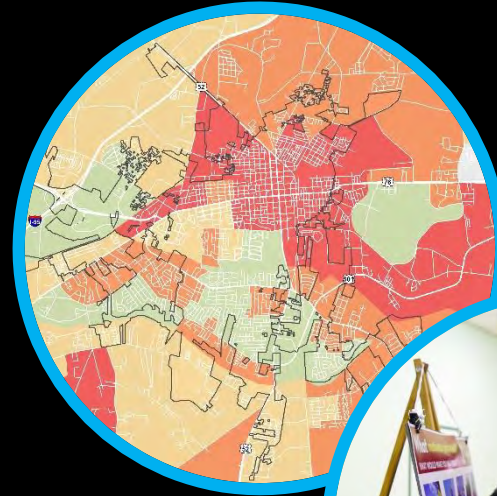
→ Develop a **pedestrian-focused master plan** for **16 communities** in 15 specific counties across the state

key tenets of the program initiative

→ **Equity-based planning**

→ **Community engagement**

→ **Safe pedestrian access
to healthy foods**



small communities in South Carolina

- Often inherently a “20 minute neighborhood”
- Have a backbone of existing pedestrian facilities
- Have evidenced readiness, coalition with momentum



two case studies of the process



→ scoping meeting

→ data collection + analysis

→ public outreach: listen + learn

→ translate into plan development

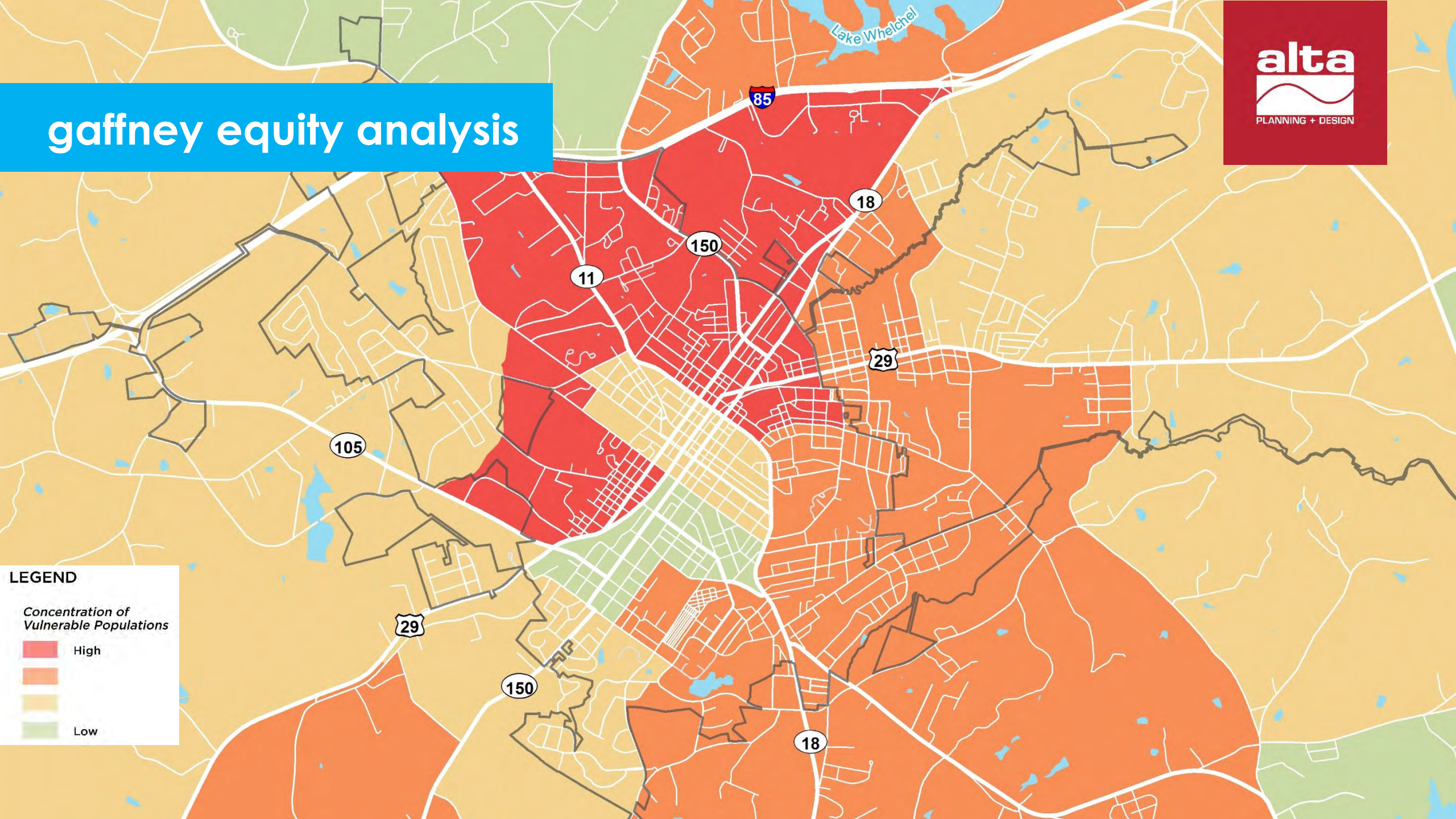
→ implementation strategies

→ final plan

equity analysis criteria

INPUTS	MEASURE
SENIORS	65 and over
CHILDREN	14 and under
LINGUISTIC ISOLATION	Speak English “not well” or “not at all”
LOW-INCOME HOUSEHOLDS	200% below 2015 Federal Poverty Guidelines for a four-person household
NON-WHITE POPULATIONS	All races excluding those that identify as white
VEHICLE ACCESS	0 vehicle available
SNAP RECIPIENTS	Households who have received SNAP assistance in the past 12 months

gaffney equity analysis



LEGEND

Concentration of Vulnerable Populations

- High
- Medium-High
- Medium-Low
- Low

29203 equity analysis

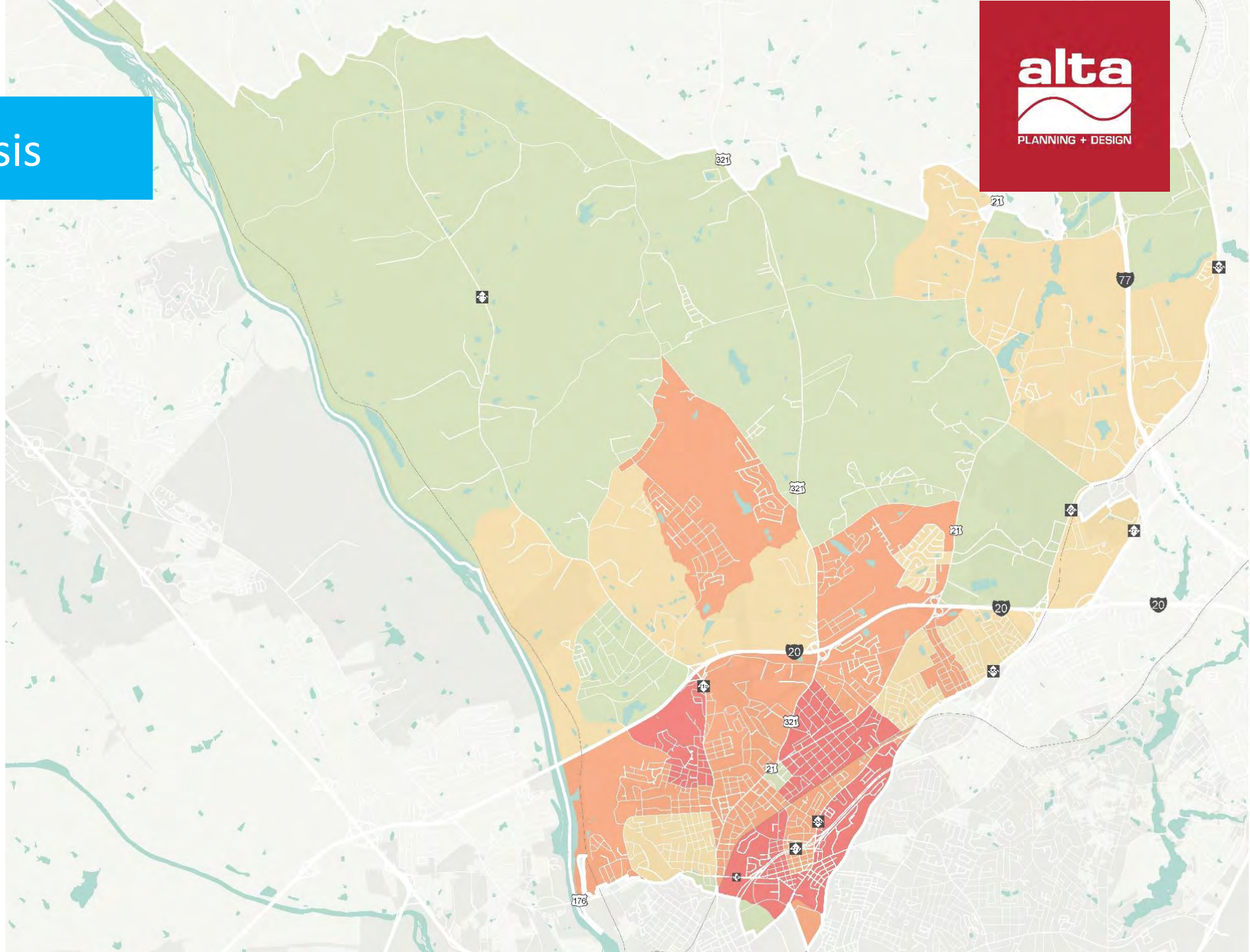
**29203 zip code
population: 39,843**



LEGEND

*Concentration of
Vulnerable Populations*

-  High
-  Medium
-  Low
-  Very Low

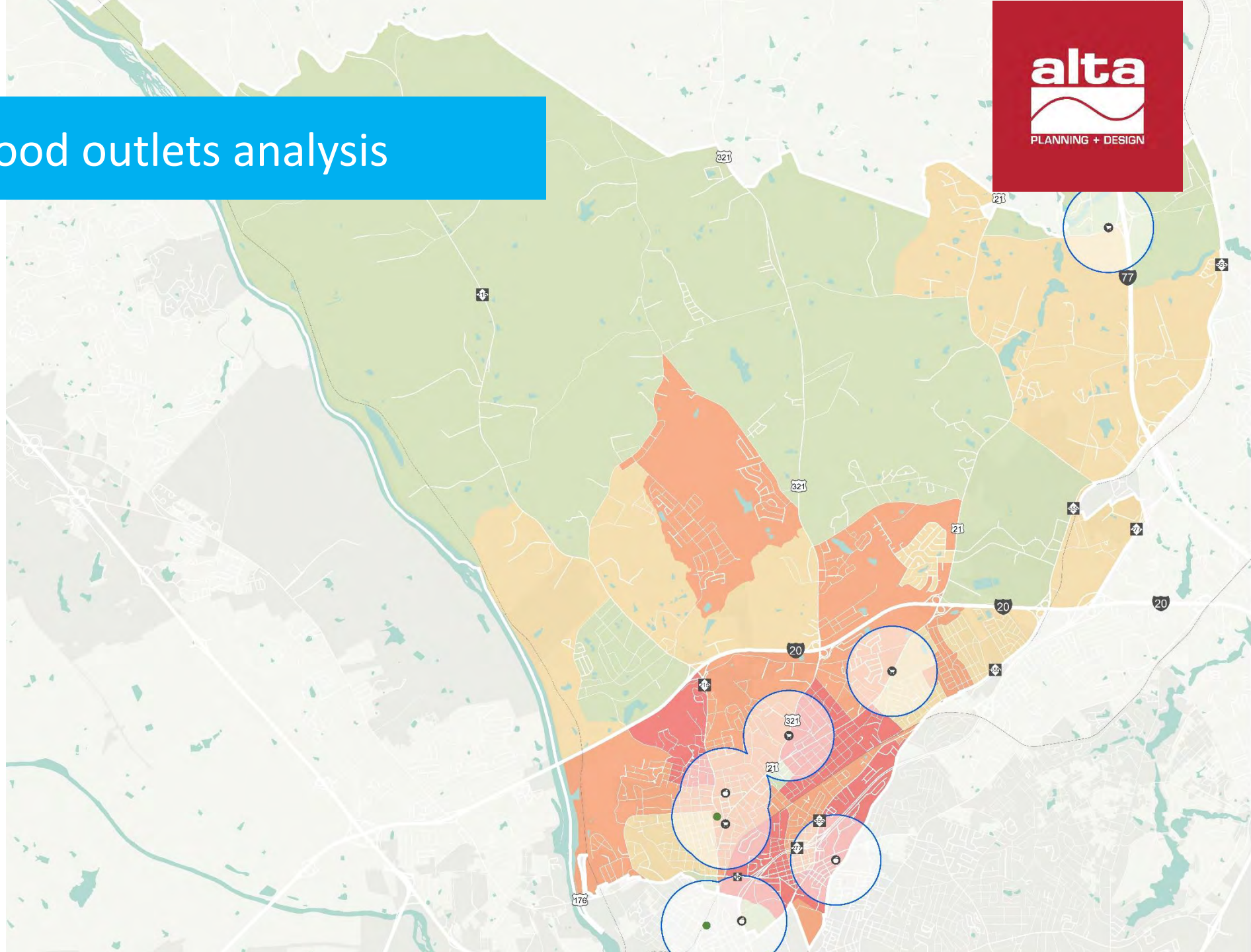


access to healthy food outlets

- **food security is a determinant of one's health status**
- **food insecure residents are more likely to have a poor diet**
- **a healthy food outlet density of 0.2 or greater is desirable**

Number of Food Retail Establishments (FRE)	9 (4 year round)
Number of People/FRE	4,427
Square Miles/FRE	7.0 (15.8 year round)
Number of Grocery Stores	4
Number of People/Grocery Stores	9,961
Square Miles/Grocery Stores	15.82
Healthy Food Outlet Density	0.14 (0.06 year round)

access to healthy food outlets analysis



LEGEND

Concentration of Vulnerable Populations

 High

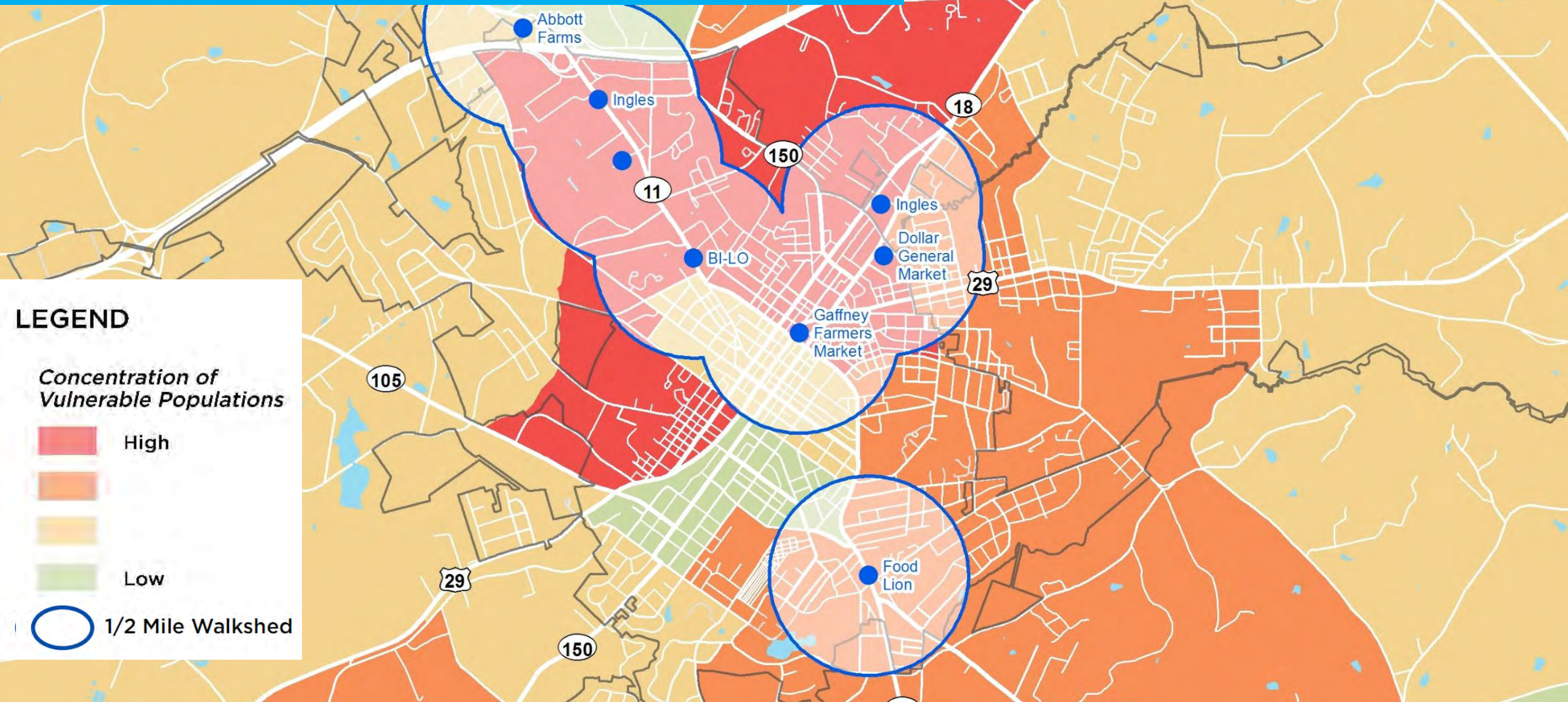
 Medium-High

 Medium-Low

 Low

 1/2 Mile Walkshed

access to healthy food outlets analysis



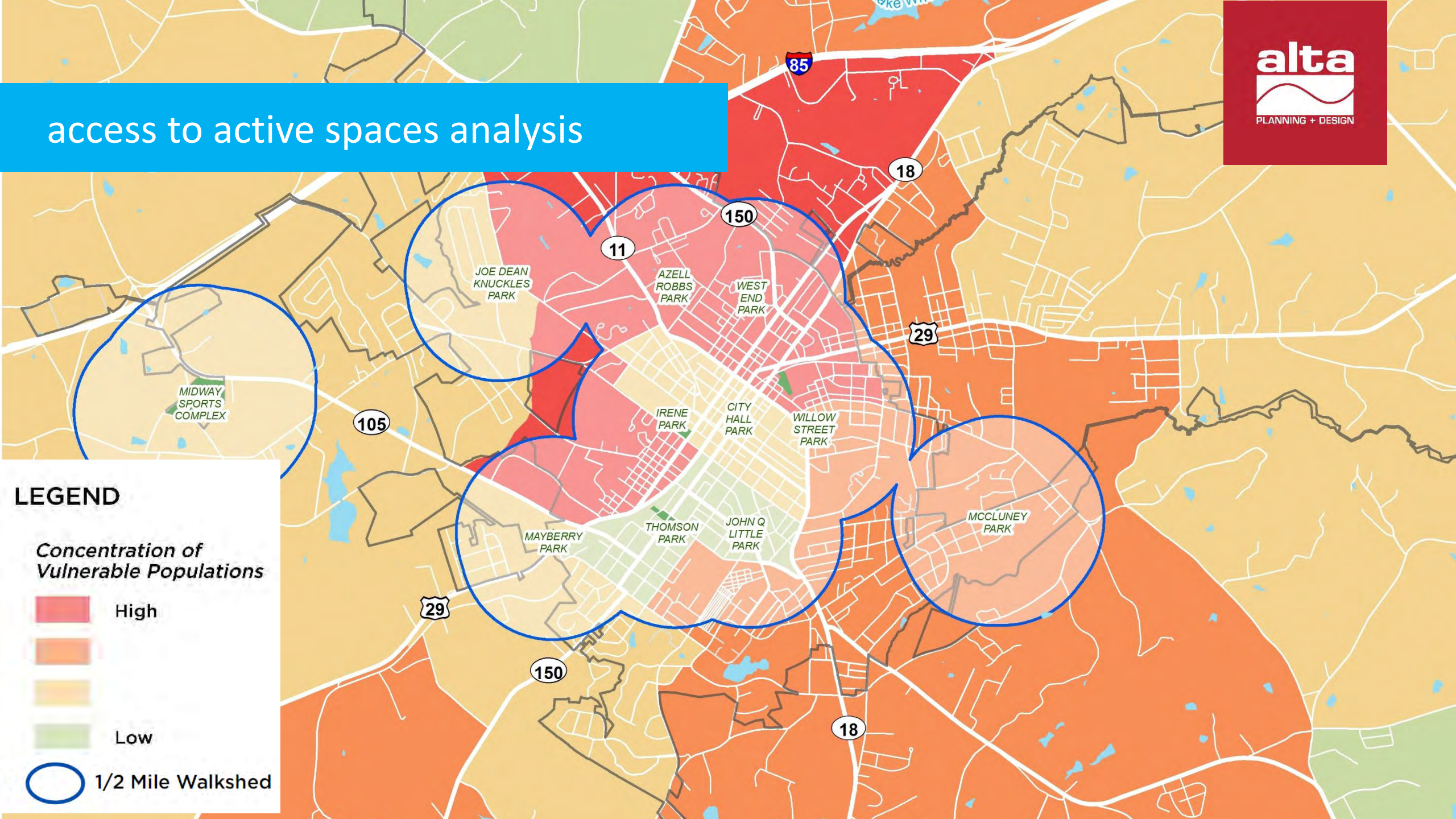
LEGEND

Concentration of Vulnerable Populations

- High
- Low

1/2 Mile Walkshed

access to active spaces analysis



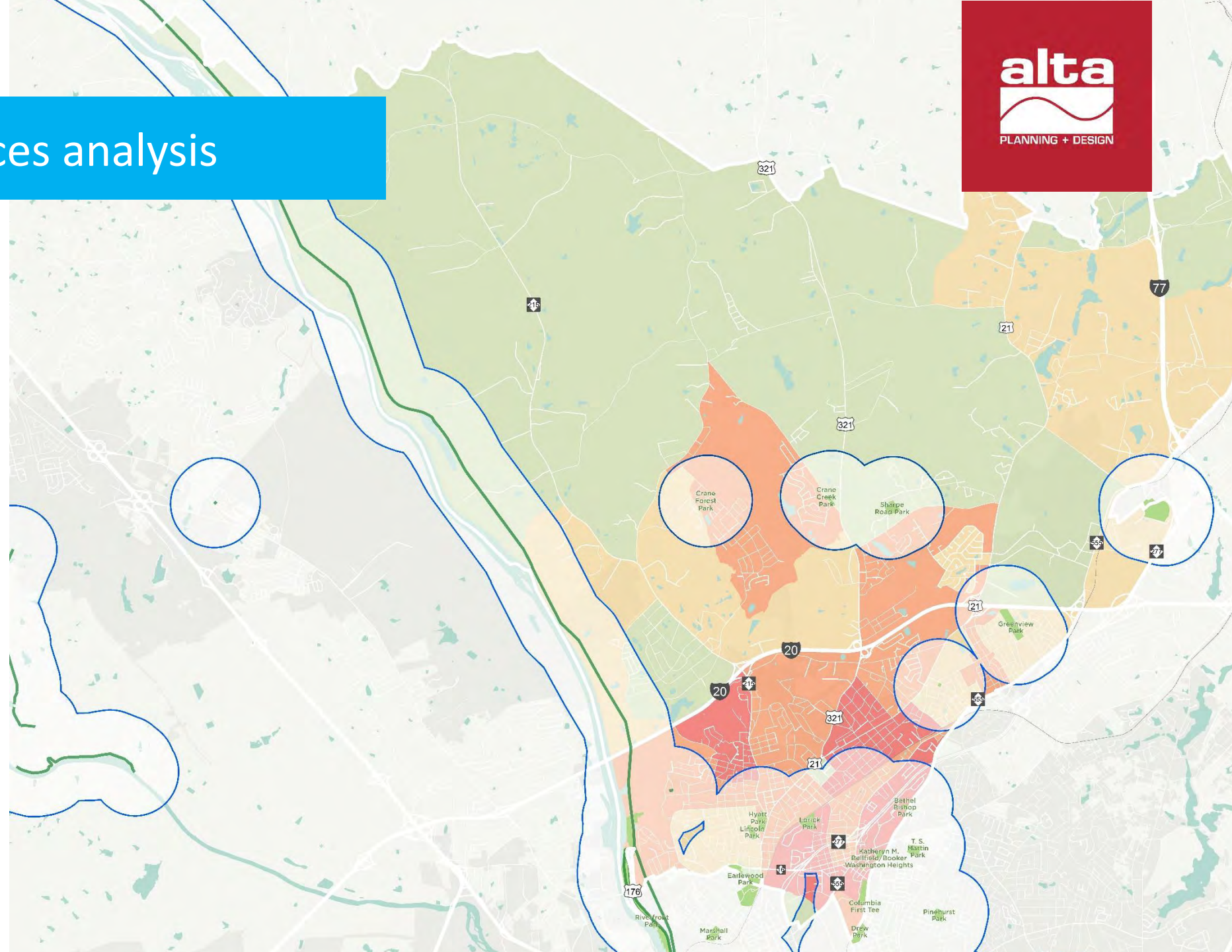
LEGEND

Concentration of Vulnerable Populations

- High
- Low

1/2 Mile Walkshed

access to active spaces analysis



LEGEND

Concentration of Vulnerable Populations

 High



Low

 1/2 Mile Walkshed



focus groups



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voting and discussion boards

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What motivates you to walk?

WHAT WOULD MAKE YOU WALK MORE?

PLACE A STICKER TO VOTE FOR YOUR THREE FAVORITES!

City of Ga

 <p>Safer Crossings Sidewalk extensions, more visible crosswalks, crossing islands, and other improvements can make it safer to cross major streets.</p>	 <p>Better Lighting Highly visible pedestrian lighting along sidewalks helps make walking at night safer and more comfortable.</p>	 <p>Improved Access to Destinations Improved walking facilities to destinations such as grocery stores, schools, museums, parks, and theaters.</p>
 <p>Sidewalk & Path Improvements Continuous sidewalks along all streets and wide paths with a buffer area on major routes provide a safe and comfortable place for pedestrians.</p>	 <p>Drinking Fountains, Benches, & Trash Cans Benches along popular walking routes make long walks especially for older adults, and amenities like drinking fountains and trash cans complete the streetscape.</p>	 <p>Destination Signage Wayfinding signs at key destinations help pedestrians find their way.</p>



comment maps



project website

WALKABLE 29203



HOME

ABOUT

RESOURCES

SURVEY

CONTACT

Welcome

The Walkable 29203 Plan will enhance and expand walkability and active transportation and recreation options within the 29203 zip code, while also increasing access to healthy foods.

PUBLIC OPEN HOUSE ON JUNE 2ND!



survey

→ Online interface paired with hard copy survey option

→ Internet and computer access limited in rural, low-income communities



User Survey - Pedestrian Access

Thank you for your interest in, "Walkable 29203," the Pedestrian Master Plan for this effort, we hope to enhance and expand the walkability and active transportation options in the 29203 zipcode, while also increasing access to healthy foods.

Thank you for your time!

1. Where do you live?

- Crane Creek Area
- North Main Area
- In another part of the 29203 zipcode
- In a different zipcode

2. How are the current walking conditions in your community?

- Excellent
- Fair
- Poor

3. How important is it to you to make the walking conditions in your community better?

- Very Important
- Somewhat Important
- Not Important

4. Why do you walk in your community? (check all that apply)

- To get somewhere
- Recreation
- Exercise
- Other (please specify)
- To enjoy nature
- Socialize
- I do not walk

technical training



public outreach strategies

- Designed to be community-specific
- Considers technical knowledge of attendees
- Work in large and small group settings
- Know what questions to ask



key takeaways

listen

distinguish between equity and equality

avoid technical jargon

mean what you say and say what you mean

self evaluate



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