



# Fostering East Side Transit Equity Conversations (FESTEC)

*Final report*

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## **Fostering** EAST SIDE TRANSIT *Conversations*

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Photos throughout this report are courtesy of Metropolitan State University Media Studies and show the various community events that were held as a part of this project. The cover photo is of the FESTECC organizers and two Steering Committee members.

# Introduction

In spring of 2013, **District Councils 1, 2, 4, and 5, the East Side Prosperity Campaign, and the East Side Area Business Association (the “Steering Committee”)** came together to develop and implement a project to engage the community in conversations about transit planning. This project is called **Fostering East Side Transit Equity Conversations (FESTEC)**.

This group was contracted by Ramsey County Regional Railroad Authority (RCRRA) to implement this project with funding from the U.S. Department of Housing and Urban Development. RCRRA’s stated goals for the project were to “foster better working relationships with government partners and East Side constituents in transit decision making; develop a deeper understanding by East Side constituents and decision makers of transit patterns and customer needs and the challenges and opportunities for expanded transit service on the East Side; cultivate a more informed constituency that can more effectively influence transit decision making” (from the Request for Proposals, April 2013).

## *What did FESTEC do?*

During the six month period of this contract, the strategies FESTEC used included contracting with Organizing Apprenticeship Project (OAP) to hire, train, and supervise a cohort of 10 ethnically diverse community organizers who represent the demographic characteristics of diverse East Side neighborhoods. The goals of the FESTEC organizers were to create opportunities for engaging underrepresented voices around transit development, develop a set of transit equity principles, and create a plan to sustain community engagement as transit plans are developed and implemented on the East Side.

**Beginning with National Night Out events and continuing with individual conversations, focus groups, business and community meetings in various locations, a Transit Equity Café on November 7, and a Transit Equity Leadership Summit on December 5, hundreds of East Side community members and business owners were engaged.** The FESTEC Steering Committee wanted to maximize their assets in completing this work. They wanted to assure that the diversity within and among each of their

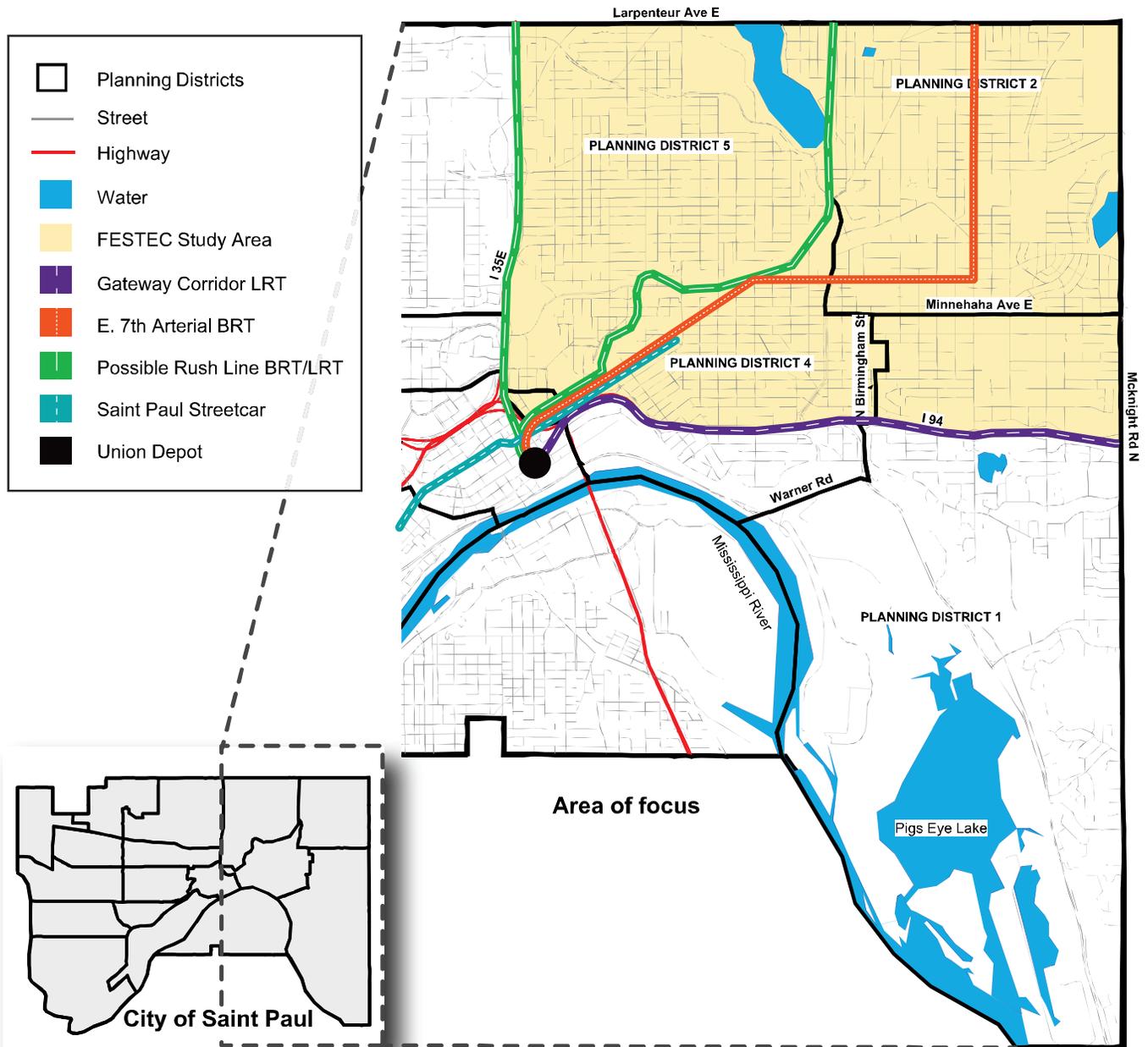
### **What is “transit equity”?**

As stated by the FESTEC organizers, transit equity includes:

- Meaningful involvement from the public in transit decision-making, especially those most affected by the projects and funding choices
- High standards of public accountability and fiscal transparency
- Benefits and burdens of transit projects are distributed equitably across income levels and communities
- High service quality emphasizing access to economic opportunity and basic mobility, with a priority on transit-dependent and transit cost-burdened populations
- Prioritize efforts to revitalize low-income and minority communities AND to expand transportation infrastructure

geographic ranges was acknowledged and incorporated into the work, given that this diversity is so often overlooked. See the table on page 16 of this report for more information about the demographic characteristics of residents the FESTECC area and the survey respondents. See the Appendix for more information about the characteristics of each of the Saint Paul Planning Districts that are partly or fully encompassed by the FESTECC study area – Districts 1, 2, 4, and 5.

## 1. FESTECC map



The FESTECC Steering Committee (through its fiscal agent, Dayton’s Bluff Community Council) contracted with Wilder Research to conduct a literature review of existing studies of transit behavior and needs on the East Side, provide technical assistance for data to be collected as a part of this project (including surveys and focus groups), and to prepare this final project report to RCRRA.

This report highlights the findings from the research conducted as a part of this study as well as the “Equity Principles” (recommendations) provided by the FESTECC organizers, which were developed by the organizers as a result their activities and learnings that occurred throughout this initiative. This effort is ongoing (i.e., this report reflects a snapshot of activities, findings, and recommendations to-date to fulfill the final contract requirements to RCRRA, but the work of the FESTECC Steering Committee continues).



## *Transit Equity Principle 1:*

# Community Engagement

*Community engagement involves local and relationship-based interactions among community members. This type of engagement is most effective when it is led by trusted community groups.* One of the main goals of the FESTECC initiative was to engage community members early in the planning process for several proposed or planned transit projects in various East Side neighborhoods. They did this through one-on-one conversations, focus groups, the Transit Equity Café, and the Transit Equity Leadership Summit convened for this project.

**Just over half (54%) of survey respondents said they have a good understanding of the bus routes in their neighborhood.** About half (54%) of community members who were surveyed said they use the Internet to get information about transit, and about one-quarter (24%) get information from calling Metro Transit. Another one-quarter (22%) get information at transit stops. Other common sources of public transit information are word-of-mouth and smart phone apps. About 1 out of 10 (12%) community members who were surveyed said they do not get any information about public transit.

During the focus groups and community convenings, some community members expressed confusion about transit planning and described being overwhelmed by the process and how to get involved:

*“That’s the hard part. I don’t necessarily fight these things sometimes because there’s so much more detail that they have thought about that I am not privy to understand.”*

—SMALL BUSINESS OWNER

Many community members expressed their desire to be involved in transit planning, and noted that they were surprised or pleased that this project was engaging community members very early in the transit planning process and in a very open-ended manner (as opposed to asking community members to comment on a plan that seems to be already set in stone).

In particular, the **small business owners** who participated in the FESTECC small business focus group expressed interest in being engaged in the transit planning process. They are especially interested in

Strategies recommended by the FESTECC Steering Committee to support ongoing community engagement:

- Sustain equity-based organizing, which listens to and supports the recommendations from traditionally underrepresented voices in the community, and could include such activities as:
  - Creating a consumer transit review committee for the East Side
  - Creating a transit safety review committee for the East Side
  - Engaging community in transit stop/shelter design
  - Providing other opportunities for community members to be engaged in all stages of the transit decision-making process
- Implement a transit users’ union

learning more about the experience with light rail lines during the construction period and the impact on small business. They also want additional information about and support for business mitigation and mediation strategies that may be offered to them. Such strategies should off-set the lost business during construction as well as the expenses due to anticipated increase in rent costs after transit upgrades are made (specifically light rail). And finally, they feel that more advance warning is needed about construction plans, so they know when the streets in front of and surrounding their businesses will be closed.

*“It would be nice to have a role in there [transit planning]. I think we [small business owners] are looking for increasing our business. I don’t need help on how to do my business. I need to know how to increase my business. I would like to hear statistics on how many people ride the bus to go to businesses. It would be nice, like I said, ads on the bus, help us advertise more [on the sides of busses, etc.]”*

—SMALL BUSINESS OWNER

*“[I want to know about] financial statistics of other projects that have been done so that they can at least talk to the businesses and say this is what we have seen. Financial statistics would be helpful to know. We’re going to bring light rail and 90% of them went under, or 90% of them never went up. I’d like to know that if they have those statistics.”*

—SMALL BUSINESS OWNER

*One small business owner: “Is my rent going to go up? If so, I’m not for it [light rail].” Another small business owner, in response: “Yes, it is going to go up because of the value. As your values increases, so will the rent.”*

—SMALL BUSINESS OWNERS

## *Transit Equity Principle 2:*

# Everybody Benefits

*With the expected multi-billion dollar investments in transit on the East Side, FESTECS Transit Equity Principle 2 calls for all community members, especially people of color and poor people, to share equitably in the benefits and burdens of transit planning and development.*

**When asked what they like best about having public transit in their community, having the ability to get around (21%) and the accessibility of public transit (20%) were the most common responses** given by community members who participated in the FESTECS survey. Many community members (16%) also like the convenience of having public transit available when they need it. Other things that a few community members like best about having public transit in their community are: saving money, the other people on the bus, less vehicle traffic, and less pollution. One survey respondent said, “[Public transit] removes the hassle of driving, it’s more relaxing and less stressful than driving a car.”

**When asked if they think transit in their community is fair or equitable currently, half (51%) of survey respondents said they feel it is equitable.** Of those who said they think it is not equitable, the most common reason is the cost too high (9%). Other reasons why transit is not considered equitable on the East Side, mentioned by a few community members each, include: lack of information or outreach about service, lack of service to certain areas or at certain times of the day, and distance to or location of transit stops.

A few community members’ comments follow:

***“The system is too much based on a 9-5, suburb-to-city transit.”***

– COMMUNITY MEMBER COMMENT ON THE SURVEY

***“ [There are] too few routes and buses. Routes don’t penetrate neighborhoods.”***

– COMMUNITY MEMBER COMMENT ON THE SURVEY

Similarly, when asked about the barriers to using transit, over half (56%) of community members who participated in the survey said there are barriers. The most common barriers mentioned by respondents were related to limited accessibility (not enough routes or stops, 20%) and the cost of using public transit (16%).

The following strategies were recommended by the FESTECS organizers to ensure equity:

- Conduct a Race Impact Analysis to address equity in benefits and burdens, including:
  - Training and jobs
  - Business mitigation and mediation
  - Affordable and low-income housing
  - Etc.
- Conduct environmental justice assessments and adhere to requirements
- Conduct other equity assessments for low-income, transit-dependent and transit cost-burdened populations, etc.

Language barriers and safety concerns were also mentioned by a few community members.

The Met Council defines someone who is transit-dependent as a person who is at least 16 years old with no access to an automobile. According to the American Community Survey, **6 in 10 (57%) transit riders in the 7-county metro area and half (49%) of transit riders from the East Side are transit-dependent.** In addition to transit dependence, the cost burden on families of owning one or more vehicles is an important consideration. As the cost of transportation increases, families' economic stability is threatened. Public transit is one way to lower a family's transportation costs. Therefore, other issues of accessibility besides just transit-dependence are also important on the East Side.

Many of the **youth and older adults** who participated in a FESTECC focus group described their dependence on public transportation. Some of the youth indicated their willingness to walk short distances instead of using the bus, whereas several of the older adult participants noted their physical inability to walk even short distances; sometimes the transit stops were far enough away to create a barrier to them using public transportation.

| *"I rely on the bus to get everywhere."*

—YOUTH

| *"If the bus is there, I'll jump on it."*

—YOUTH

| *"I work in Minneapolis, so I take the bus every day. I depend on it for my livelihood."*

—YOUTH

| *"I gave up my car last year so it's kind of hard for me to get around now. I hate asking for rides all the time. Metro mobility is okay; I've taken that quite a bit. We need something more on time."*

—OLDER ADULT

| *"We need transportation that is designed for seniors. And possibly not all those mixed for the public transportation, because there are people there [on the city bus] who are on deadlines for work, and getting to their appointments and such. So we need more [transit options] for handicapped people, like getting to doctors' appointments and things like that."*

—OLDER ADULT

### ***What is a Race Impact Analysis?***

A Race Impact Analysis is a careful examination of the likely impacts of a proposed or existing policy or program in order to minimize disparities and foster racial equity and inclusion. This process helps to maximize the potential for a policy or program to increase equity and helps to minimize unanticipated and unintended consequences that would perpetuate inequities. The process involves a commitment to:

- Fairness and inclusiveness
- Equal protection and enforcement of anti-bias and anti-discrimination laws
- Racial equity in opportunities and outcomes (remedy historic and cumulative institutional bias, both during construction and once the results of development are evident)

The **small business owners** who participated in the FESTECC focus group for business owners expressed their concerns about how they were going to maintain their business during light rail construction. In particular, they had concerns about parking and the impact during the construction period. Several of these business owners noted personal or anecdotal examples from the small business impact of construction of light rail lines.

*“When they started building over there where he was at [on the light rail line on Washington Ave.] a lot of those businesses went away -- they were all mom and pop shops. That they went away when the construction started.”*

—SMALL BUSINESS OWNER

*“It seems to make sense, though, bringing the [light rail] train and then having the little feeder streets like Arcade and Payne having the buses. I can’t imagine seeing tearing up the middle of the road to put in a train and losing parking on the side of the street. That would be bad for everybody.”*

—SMALL BUSINESS OWNER

*“All the businesses that survived on University are big businesses. They have their own parking lot. All small business owners, family businesses, they’re all out the door. I think there’s no reason for [light rail] transit to come to the East Side because we don’t have any big companies or those who employ thousands of people over here on the East Side. It’s pretty much just family businesses... but there’s not a lot of big stories here on the East Side of Saint Paul.”*

—SMALL BUSINESS OWNER

*“It’s one thing to detour your daily ride to work but when it is your business ... as much advanced notification [as possible should be provided] and maybe more often than just one business card in the mail saying that starting next spring we will be working on your street. And more information about it. They’re going to do with they need to do and they’re going to dig that street up there not going to do anything better for us except for better signage. It’s usually the traffic - that’s usually the biggest concern. Before they shut the street down they have to get a permit to get all the signs up to make sure the other streets can have that traffic flow but it’s never, ever mentioned [on the sign] about the businesses that are in it [on that street, how to access them]....That affects businesses.”*

—SMALL BUSINESS OWNER

### *Transit Equity Principle 3:*

## **Affordability, Accessibility, and Availability**

*Public transit is a lifeline for many people, and use of public transit (vs. dependence on cars) can be a way to reduce families' transportation cost-burden.*

**The commuter population (workers at least age 16 who commute to work) of the East Side is estimated to be 35,250 by the American Community Survey. Of that, 2,715 (8%) commute via bus to work.** This is comparable to the City of Saint Paul overall, where 9 percent of commuters use the bus to get to and from work. Data at the planning district level are unavailable.

The community members who participated in the FESTECC survey are likely to be public transit users. Just over half (56%) of the survey participants who were asked said that driving a car is their primary mode of transportation, and just under half (46%) said that using the bus is their primary mode of transportation. Only a few respondents said walking, biking, and other modes of transportation are their primary modes. About one-third (32%) of survey participants said that public transit is their only source of transportation, one-quarter (25%) said they drive and use public transit, one-quarter (25%) said they don't use public transit at all, and one-fifth (19%) said they mostly drive but sometimes use public transit.

One-third (31%) of FESTECC survey respondents said they use public transit daily. The most common reason for using public transit, as reported by two-thirds (66%) of survey participants who ever use public transit, is going to work or school. Other common reasons for using public transit include going to appointments like the doctor (38%), entertainment and leisure (38%), errands (37%), and visiting family and friends (33%).

**East Side residents who use public transit experience a significantly longer commute time on average**

**when compared to East Side commuters who use other modes of transportation.** According to the American Community Survey, one-quarter (26%) of East Side residents who take public

The FESTECC organizers recommended the following strategies to address transit affordability, accessibility, and availability in the East Side.

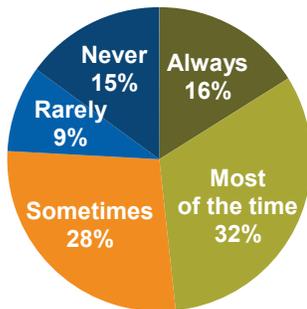
- Make sure public transit is going to the right places at the right times, including: schools, libraries, other places of education; after school and recreation opportunities for youth; health care centers; jobs and marketplaces; senior residential complexes; etc.
- Increase the hours of service and the number of routes during non-peak hours and overnights
- Make public transit more affordable, especially for youth, seniors, and other transit-dependent populations, and educate community members about how to use public transit in cost-effective ways
- Provide transit information in multiple languages
- Provide WiFi and electrical outlets for charging mobile devices and laptops at transit stops and on transit systems

transit have a commute time of 60 or more minutes. Over one-third (38%) have a commute time between 30 and 59 minutes. The length of trips on public transit is a concern for many East Side community members. When asked in the FESTECC survey how long their transit trips take, very few community members (9%) said their trip takes less than 30 minutes, about one-third (32%) said their trip takes 30 to 59 minutes, one-quarter (27%) said their trip takes between 1 hour and one and a half hours, and one-quarter (23%) said their trip takes over one and a half hours. This could be related to the relatively low number of jobs on the East Side.

Nearly one-third (30%) of survey respondents said their household spends \$50 or more per month on public transit, including 18 percent who spent \$100 or more per month on public transit. One in 10 (11%) of survey respondents said they are part of a program that covers their public transit costs and well over half (58%) said their household spends less than \$50 per month on public transit. When asked if their household’s income was adequate to meet their transit needs, just under half (48%) said it is adequate “always” or “most of the time.” Nearly one-quarter (24%) said their household’s income is “rarely” or “never” adequate to meet their transit needs. See Figure 2.

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## 2. Is your household’s income adequate to meet your transit needs?



Overall, it appears that community members’ experiences with getting around the East Side could be improved, as evidenced by the fact that 7 out of 10 community members who were surveyed rated the overall pleasantness of their experiences getting around the East Side as only “fair” (43%) or “poor” (27%). On the other hand, about two-thirds of community members who were surveyed said that the transit schedule fits in with their life (24% said “excellent” and 43% said “good”). The routes available and the location of transit stops were rated somewhat more positively than the cost to use transit, quality of bus stops, the wait times for rides, and the length of time trips on the bus take. Only about one-quarter of community members who were surveyed rated options for biking on the East Side as “excellent” (10%) or “good” (18%). See Figure 3.

### 3. Please rate the following aspects of transit in your community.

Overall pleasantness of your experience getting around the East Side



City bus routes available/Routes available



Location of transit stops



Quality of bus stops (i.e., shelter, air and noise, cleanliness, etc.)



Wait times for bus rides/bus schedule



How long city bus trips take



Transit schedule fits in with your life



Cost to use transit



Options for biking



■ Excellent ■ Good ■ Fair ■ Poor ■ Not applicable

When asked about how transit could be improved in their community, by far the most common response given by community members (46%) who participated in the survey were related to improving or expanding the transit system in terms of routes, schedule (frequency and times of day), etc. One survey participant said, “I’d like more solid routes, easier to understand. Right now, routes are counter-intuitive - they go all over the place.” Reducing cost (12%), improving busses (including cleanliness, size, amenities, etc., 8%), and providing enclosed transit stops (6%) were also mentioned by several residents. Only a few residents (4%) suggested bringing light rail to the East Side (and the survey did not ask specifically about community members’ attitudes toward light rail).

Older adults who participated in the FESTECC focus group were particularly likely to note accessibility barriers that prevent them from fully using public transit:

*One participant: "I think would be great if they had an Eastside trolley and you did specify seniors only and give it an age of 45, 50 or whatever. I think it would be awesome." Another participant: "I think that would be really great but then it's going to have to have a lift included in it as well... We are remarkably heavy with seniors on the East Side. I'm sure you even know that. And a lot of them want to stay in their homes and alter their homes and their lifestyles right where they are at so that [a seniors only transit option] would work for them."*

—OLDER ADULTS

*"Up until last spring I took buses all the time. It did work, but like I belong to Health Partners clinics and they are on Phalen Boulevard and for that, you have to go downtown, transfer, go to Regions Hospital, catch a shuttle that will take the clinics on Phalen Boulevard. So that was kind of inconvenient."*

—OLDER ADULT

*"I quit taking the bus because they eliminated the bus #6. I used to take it to work every day. So I had to walk. But then I slipped on the ice I fell flat on my back twice. And that's when I started driving to work."*

—OLDER ADULT

*"Being a visitor to other cities I found it very helpful to know that particular route that bus could be expected every 10 or 15 minutes rather than an hour or hour and a half to two hours in between. Bigger buses on the more heavily traveled routes are fine but perhaps smaller buses would be more fuel efficient and could travel more frequently and have more of a network in an area rather than just one spike that way and another one that way."*

—OLDER ADULT

Metro Transit bus routes most commonly used by East Side community members who were surveyed include routes #63, #74, and #64. Routes #16, #50, #21, and #10 were each used by a few of the survey respondents. Many of these routes are outside of the East Side. About half of the survey participants' most recent use of public transit involved trips that started on the East Side (43%) and that ended on the East Side (45%). Other common starting and ending locations for East Side residents who use public transit are: downtown Saint Paul, east metro suburbs (Maplewood, Oakdale, Woodbury, etc.), and downtown Minneapolis. When asked where they want to go on public transit but can't, the most common responses were locations in Saint Paul (including locations on the East Side where transit is not currently going). Some respondents also wanted to go to east metro suburbs, shopping areas, Minneapolis, southern suburbs, and northern suburbs.

One common theme that was found from the survey responses as well as many comments at the public events held for this project is related to accessibility of public transit: East Side community members tend to perceive the system as designed for suburban workers who travel in to downtown for work, on a typical 9 a.m. to 5 p.m. work schedule. A few comments follow:

*One participant: “Tamarack, Battle Creek, the movie theater in Woodbury. They fill those whole parking lots up [with people who park and ride] and they catch the bus and they take it straight downtown St. Paul. They come into the cities. But people from the cities who work out [in the suburbs] too... so they should be flexible and offer that same sort of system for people who are in to go out as well as people who are out to go in.” Another participant: “A lot of buses [come in to the city] in the morning and [travel out to the suburbs] at night.”*

—OLDER ADULTS

Another common theme related to accessibility that was raised in several focus groups and at both of the FESTECC community convenings is related to the “hub and spoke” concept of organizing transit routes, which often requires users to travel in to a central location before getting back on another bus to travel back out to their desired destination. One participant’s comment follows:

*“When setting up the transportation system there needs to be a grid or a spoke or wheels around the centers so that you don’t necessarily have to go from the end of one spoke to the hub and then all the way back out to the other spoke in order to get to where you need to be.”*

—OLDER ADULT

## Transit Equity Principle 4:

# Safety

*Transit safety is a concern for all riders (and some who don't ride but would if they were not afraid to) and must be addressed through various strategies, including a focus on crime and inappropriate behavior (rough language, etc.), fear of using public transit because of immigration status, conduct and demographic make-up of transit police officers, and accessibility issues related to snow and ice removal, condition of sidewalks, etc.*

Safety is a significant concern related to public transportation, among all groups of community members including business owners and residents of all ages, income levels, and racial/ethnic backgrounds. When asked about the one thing that could be done to improve public transit in their community, 11 percent of community members who participated in the FESTECC survey mentioned suggestions related to safety. Figure 4 indicates that road conditions, safety, and walkability on the East Side are also concerns for a majority of surveyed community members.

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#### 4. Please rate the following aspects of transit in your community.

Safety of transit



Road traffic conditions (cars)



Pedestrian traffic conditions (walkability, safety)



Many of the **small business owners** who participated in the FESTECC small business focus group commented on the fights that frequently occur the transit stops outside of their places of business. One small business owner talked about wanting to have the transit stop outside of their business removed due to all of the disruptive and dangerous fighting that occurs there. They noted that most of their customers drive to their place of business (as opposed to walk or ride the bus), and that for some communities, safety was the main reason why public transportation is not used.

*“...Having the bus shelters out there and thugs would hang out at the bus shelters with all those people...What’s happening in the bus stops, there’s a lot of drugs going on, there’s a lot of gang activity going on. There’s just a lot of... people don’t feel safe to even come close to the bus there.”*

—SMALL BUSINESS OWNER

In addition to fighting and criminal activity at transit stops and on the bus, many community members commented on the dangers of winter weather and lack of snow removal on sidewalks and around transit stops.

*“I had a customer come from Maplewood recently and they said, ‘Two days and you still don’t have the snow off the streets? My neighborhood is so nice and clean, nobody parked outside, and all the snow is gone.’ That’s something that the City of St. Paul needs to do a better job of following the snow, especially major streets. Not the smaller blocks but the major streets.”*

—SMALL BUSINESS OWNER

The following strategies were recommended by the FESTECC organizers that focus on security personnel, staff capacity in transit systems to assist those who need extra help, and emergency services:

- Create a better pipeline for job opportunities for more diverse Metro Transit Police
- Involve youth by creating driver/operator assistance programs
- Create emergency buttons/emergency phone line for transit stops (including crime, snow removal, and other maintenance issues) and add security cameras at transit hubs
- Ban firearms on public transit
- Ban immigration raids on public transit

# Other Issues to Consider

It was noted at both the Transit Equity Café and the Transit Equity Leadership Summit that several of the FESTECC organizers were not able to answer community members' questions about transit planning on the East Side. In addition, the emphasis in responses on light rail as the mode of transit coming to the East Side indicates that the organizers were unaware of the range of transit options being considered. (For example, Bus Rapid Transit was not significantly discussed.) Therefore, Wilder Research recommends that in addition to the training provided to the FESTECC organizers by Organizing Apprenticeship Project (OAP), in the future it would also be beneficial for the FESTECC organizers to receive intensive training from the transit systems (and through other resources, possibly) to ensure that they are aware of existing and proposed transit development plans and options, can articulate current data about transit use and needs (research-based), and have an understanding of how transit planning, decision-making, and implementation processes work. In addition, when engaging diverse communities, better integration of the organizers' work with that of geographically-based entities, including the District Councils and their leadership, could be mutually beneficial.

Wilder Research also observed in the focus groups, at the Transit Equity Café, and at the Transit Equity Leadership Summit, that the FESTECC organizers had preconceived ideas or recommendations that they were offering up to participants during conversations and activities that were framed as information-gathering from the community. Additional training for the FESTECC organizers about how to collect information from community in a neutral manner while collecting surveys and facilitating café-type events (i.e., not inserting their own opinions), and how to separate information-gathering activities from organizing activities is recommended. Furthermore, better integration of the research and organizing components of this initiative would strengthen the recommendations for future phases of FESTECC work.

# Data Sources & Participants

Wilder Research compiled data and information from several sources to provide the information that supports the FESTECC Equity Principles as described above. First, Wilder Research conducted a review of available transit-related studies that have been conducted in parts of the East Side over the past several years. The complete review can be found in the Appendix.

## 5. Demographic characteristics of the study participants and the FESTECC study area

	Survey respondents N=276	Residents of the FESTECC area* N=85,282
Under 18	12%	31%
18-34	52%	61%
35-64	35%	
65+	4%	
African American	39%	15%
American Indian	4%	2%
Asian/Pacific Islander	11%	28%
White	38%	39%
Hispanic/Latino/a	20%	13%
Other**	2%	9%
Less than \$10,000	14%	27% poverty rate
\$10,000 - 19,999	14%	
\$20,000 - 29,999	19%	
\$30,000 - 39,999	17%	
\$40,000-49,999	14%	
\$50,000-79,999	15%	
\$80,000-99,999	3%	
\$100,000+	5%	

\*Source: American Community Survey (2007-2011)

\*\*FESTECC survey respondents were given the option to mark all that apply, whereas "Other" includes people who marked two or more races on the American Community Survey.

Second, Wilder Research developed a short survey that the FESTECC organizers used in their interactions with community members. Three versions of the survey were used, due to updates after pilot testing and further revisions after feedback from the FESTECC organizers and Steering Committee. All three versions of the survey and all of the survey results can be found in the Appendix. Figure 5 summarizes the demographic characteristics of the 280 community members who took the survey, as well as the characteristics of the East Side neighborhoods that are covered by the FESTECC project area.

Third, Wilder Research worked with the FESTECC organizers to conduct three focus groups in the East Side during November 2013. One group was with five youth (plus 2 FESTECC organizers), one group was with six business owners (plus one FESTECC organizer), and one group was with 10 older adults (plus 2 FESTECC organizers). Participant quotes from these groups are used throughout the report. The focus group questions are included in the Appendix.

Finally, Wilder Research staff observed both the Transit Equity Café and the Transit Equity Leadership Summit and used our notes plus the notes provided by the FESTECC organizers and feedback from the FESTECC Steering Committee to flesh out the recommendations and strategies described above.

