Webinar

Enhancing Social Engagement to Achieve Sustainability in Transportation Planning

Background Photo:
Great Allegheny Passage, Pittsburgh, PA
(Source: Mehri Mohebbi’s PhD Research Archive)
Thank You to the 2017-2018 Sustainable Communities Division Sponsors!

Interested in sponsorship? Contact Merrill St Leger Demian (Merrill.StLegerDemian@smithgroupjjr.com)
SCD Contact Information

Website: planning.org/divisions/sustainable

Blog: www.sustainableplanning.net

LinkedIn: APA Sustainable Communities Division

Facebook/Twitter: APASCD

Matt Bucchin, Division Chair: APASCD@gmail.com
Today’s Event

Enhancing Social Engagement to Achieve Sustainability in Transportation Planning

Mehri Mohebbi (Mehrsa)
Planning Communities
University of Cincinnati
Twitter: @mohebbmi

“Religious Social Capital to Promote Religious Minorities’ Engagement in Planning Practices”

Jana Lynott
AARP
Public Policy Institute
Twitter: @JanaLynott

“Transportation Planning: A Tool to link Social Engagement & Health”

Angela van der Kloof
Mobycon
Radboud Univzersity
Twitter: @AngelavdKloof

“Social Power of Bicycle Projects for Refugees and Immigrants in the Netherlands”

Prof. Nader Afzalan
University of Redlands
APA Tech Division
Twitter: @naderafzalan

“Does Digital Divide Still Matter? Equity Considerations of Using Participatory Tools In Transportation Planning”
Religious Social Capital to Promote Religious Minorities’ Engagement in Planning Practices

Mehri Mohebbi (Mehrsa), APA Webinar, January 19, 2018

Background Photo: Flags related to Holy month of Muharram rituals in Dearborn, Michigan (PhD Dissertation Archive)
Planners’/Researcher’s Unfamiliarity to Communicate with Muslims’ Core values ➔ Understanding Religious Values ➔ Ease of Access to Muslim Community ➔ Understanding Diversity ➔ Promoting Quality of Contact

Racial/Ethnic Breakdown of Religious Groups in the United States
What is your race? Are you white, African American, Asian, or some other race?

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>African American</th>
<th>Hispanic</th>
<th>Asian</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muslims</td>
<td>28%</td>
<td>35%</td>
<td>18%</td>
<td>8%</td>
<td>18%</td>
</tr>
<tr>
<td>Protestants</td>
<td>88%</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catholics</td>
<td>76%</td>
<td>11%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mormons</td>
<td>90%</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jews</td>
<td>93%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Gallup Poll: Daily tracking survey 2008

Gallup Poll
Considering Quality of Contact ➔ Overcoming Group-Based Issues

**Hispanic** ➔ Immigration status is a big issue (they are not counted, considered, and studied)

~ "No es importante lo que decimos, hacen lo que quieran hacer"

**Muslims** ➔ Surveillance and Tight Security + Public Eyes’ Misconception

~ Alia, a 21 years old woman, from Dearborn expressed her concern about this approach:
"...so automatically with that [one’s hijab] will come different thoughts depending on how is their view about Muslims. It could be positive or negative"

Group-Based Characteristics ➔ Techniques + Places + Language + Time + Budget
- Living a local’s life through informal connections in public spaces (e.g. mosques, etc.)
- Connecting with local governing organizations (the city)
- Participating in community-based activities

- Discovering the meaning of truthfulness in locals’ eyes & the meaning of outsider
- Learning about the effectiveness of locals’ voice in policy making in the last fifty years

- Gain trust
- Access data
Themes

Fear of Otherness
- Micro-aggression
- Social Segregation
- Public Misconceptions

Cultural Differences with Non-Muslims
- Social Illiteracy
- Social Mistrust
- Lack of Equal Treatment

Social Acceptance within Muslim Community
- Traditional Views on Muslim Women
- Judgmental Approach

Built Environment Components + Public Life
- Semi-Public Median Spaces
- Social Dynamism
- Lighting & Visual Quality

Sub-Categories

Positive OR Negative Decision
Policy Considerations for Local, Regional, and Federal Planning Entities

- **Enforce** policies combating Residential Segregation
- **Make Citizen Groups** through inter-faith activities
- **Promote Inter-Group Interactions** by initiating neighborhood-level community activities led by residents themselves
- **Motivate Muslim Youth** to become social-engagement ambassadors in their communities

Photo Credit: Islamic House of Wisdom Interfaith Ceremonies (Dearborn Heights, MI)
Thank you!

Mehri Mohebbi (Mehrsa)

* Social Sustainability Strategist & Senior Urban Planner
Planning Communities
* PhD Candidate in Urban & Regional Planning
School of Planning, University of Cincinnati

Twitter: @mohebbmi
Social Power of Bicycle Projects for Refugees and Immigrants in the Netherlands

Angela van der Kloof, APA webinar, 19 Januari 2018
- Meeting
- Doing
- Learning
- Sharing
Bicycle Lessons
Integrating cycling into daily life
In the Netherlands, of 10 bike trips made, 4.5 are done by males and 5.5 by females.

Source: CBS 2014
Public Engagement
Thank you!

Angela van der Kloof
Sustainable Mobility Consultant at Mobycon & External PhD candidate Radboud University, the Netherlands

a.vanderkloof@mobycon.nl
twitter: @AngelavdKloof
www.mobycon.com

APBP Webinar on Women Cycling: Bicycling for a Lifetime 2016-05-12:
https://www.youtube.com/watch?v=ts66pjZZulw


Chapter 4 in Cycling Cultures: ‘Lessons learned through training immigrant women in the Netherlands to cycle’ - University of Chester Press

Does Digital Divide Still Matter?
Equity Considerations of Using Participatory Tools In Transportation Planning

Nader Afzalan, Ph.D.
University of Redlands
APA- Technology Division

January 19, 2018
A gentle nudge can increase participation in MOOCs.

92% of US teens go online daily.

39% of US adults engage in civic or political activities through online networking sites.
Does digital divide still exist?
Does digital **divide** still exist? **Yes**
Is digital divide related to Race?
Is digital divide related to income?
1. Relationship between online engagement and the participants’ background.

2. Strategies for equitable online engagement
Research on Chicago Bikeshare

Hello, Chicago.
Welcome to the best way to get around town.

Get Started

» HOW IT WORKS
Where do you want to have a bike-share station?
Where do you want to have a bike-share station?

- Name
- Email
- Location of residence (zip code)
- Why here
Online suggestions vs Implementations pretty much correlated
Who participated online?
1,400 PARTICIPATED

45%  33%  22%
SHOPPING 25%

WORK/SCHOOL 34%

FUN 41%
From various socio-economic background
Is the engagement of online participants associated with their socio-economic background?

<table>
<thead>
<tr>
<th>RACE/ Ethnicity: Black, White, Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIVERSITY INDEX</td>
</tr>
<tr>
<td>EDUCATION</td>
</tr>
<tr>
<td>MEDIAN HOUSEHOLD INCOME</td>
</tr>
<tr>
<td>UNEMPLOYMENT RATE</td>
</tr>
<tr>
<td>POPULATION DENSITY</td>
</tr>
<tr>
<td>Number of Online Participants</td>
</tr>
<tr>
<td>-----------------------------</td>
</tr>
<tr>
<td>Pop. of White</td>
</tr>
<tr>
<td>Pop. of Black/African American</td>
</tr>
<tr>
<td>Hispanic Population</td>
</tr>
<tr>
<td>Pop 25+ by Educational Attainment: Less than 9th Grade</td>
</tr>
<tr>
<td>Pop 25+ by Educational Attainment: 9-12th Grade/No Diploma</td>
</tr>
<tr>
<td>Pop 25+ by Educational Attainment: Bachelor's Degree</td>
</tr>
<tr>
<td>Pop 25+ by Educational Attainment: Grad/Professional Degree</td>
</tr>
<tr>
<td>Median Household Income</td>
</tr>
<tr>
<td>Unemployment Rate</td>
</tr>
<tr>
<td>Population Density</td>
</tr>
</tbody>
</table>
ONLINE PARTICIPATION

WHITE

POPULATION DENSITY

EDUCATION

BLACK

UNEMPLOYMENT
<table>
<thead>
<tr>
<th>Category</th>
<th>White</th>
<th>Population Density</th>
<th>Education</th>
<th>Black</th>
<th>Unemployment</th>
<th>Income</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Participation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Median household income was not associated with online participation
4 considerations for equitable online engagement
1. Consider digital literacy

Age or level of education may matter more than income.

2. Explore the socio-economic profile of the participants

Do not allow anonymous participation.

https://www.salesforce.com/blog/2015/06/5-steps-defining-your-sales-strategy.html
3. Analyze your engagement processes

Do you need other engagement methods?

https://www.linkedin.com/pulse/insure-full-participation-each-attendee-22-habits-master-crabtree/
4. Go where people are

Join peoples’ online communities (e.g. Nextdoor).
TAKEAWAY

Context evaluation → Participation strategy
Data-obese cities:

Who represents these data?
Technology Division Smart Cities Awards

2018 Smart Cities Awards Call for Nominations

ENTRIES DUE JANUARY 29, 2018

The Technology Division of the American Planning Association is seeking nominations for plans, projects, or initiatives (Project) that have utilized and/or deployed digital tools, applications and methods as part of a planning process plan, project, smart city initiative or policy to be recognized for their innovative achievements.

A jury panel of planners, technology industry professionals, and academics will evaluate all eligible nominations based on the guideline criteria below to select the award winners. Those award recipients will be invited to receive their award and showcase their smart city project at the Technology Division’s facilitated discussion session at the 2018 National Planning Conference in New Orleans.

Call for Nominations — Full Version
Call for Nominations — Summary

QUESTIONS
Michelle Singleton, AICP, Technology Division Smart Cities Awards Coordinator
Thomas Coleman, AICP, Technology Division Chair
Follow @APA_Technology on Twitter for up-to-date information.
DATA COLLECTION

Archival research & Interview

Census, Zip code, Esri

Divvy website

City of Chicago

Planners
THANKS

nader_afzalan@Redlands.edu
@nader_afzalan
Contact Information

Enhancing Social Engagement to Achieve Sustainability in Transportation Planning

**Mehri Mohebbi (Mehrsā)**
Email: mohebbmi@mail.uc.edu, Twitter: @mohebbmi

**Jana Lynott, AICP**
Email: jlynott@aarp.org, Twitter: @JanaLynott, Website: www.aarp.org/livablepolicy

**Angela Van der Kloof**
Email: a.vanderkloof@mobycon.nl, Twitter: @AngelavdKloof, Website: www.mobycon.com

**Nader Afzalan, Ph.D. (Past Chair, APA-Technology Division)**
Email: nader_afzalan@redlands.edu, Twitter: @naderafzalan

**APA Sustainable Communities Division**
Email: apascd@gmail.com, Twitter: @APASCD, Website: sustainableplanning.net

Webinar recording and slides will be posted at:
• www.ohioplanning.org/planningwebcast
• www.sustainableplanning.net