

# Transportation Equity



CommuteCon

April 1, 2020

Tamika L. Butler, Esq.

[tbutler@tooledesign.com](mailto:tbutler@tooledesign.com)

 [@TamikaButler](https://twitter.com/TamikaButler)

**TOOLE**  
DESIGN





# Who We Are



“ I feel this is very important.  
Not just for the future  
success of our company,  
but laying the groundwork  
for fundamental change in  
our nation's character ”

*-Toole Design staff member*

# Diversity & Inclusion Mission Statement

---

At Toole Design, we work to create communities where people of all ages, abilities, identities, and backgrounds feel safe and excited to walk, bike, and take transit. To achieve these outcomes, our staff must reflect a diversity of perspectives.

Our Diversity and Inclusion initiative includes actions to ensure that all aspects of our work embody inclusive practices and promote diversity. **Our definition of diversity includes people of any race, ethnicity, country of origin, nationality, physical ability, medical history, age, gender identity, sexual identity, religion, political affiliation, income, or educational attainment.**

# Enough background...

---

Let's talk about the science of smart commuting!

# The Science of Smart Commuting

CommuteCon 2020





Science is emerging  
as a driving force  
behind smart  
commuting initiatives  
worldwide.



# It's Great!

---



I LIKE SCIENCE

+

I WANT TO

HELP PEOPLE



I LOVE SCIENCE

**But...**



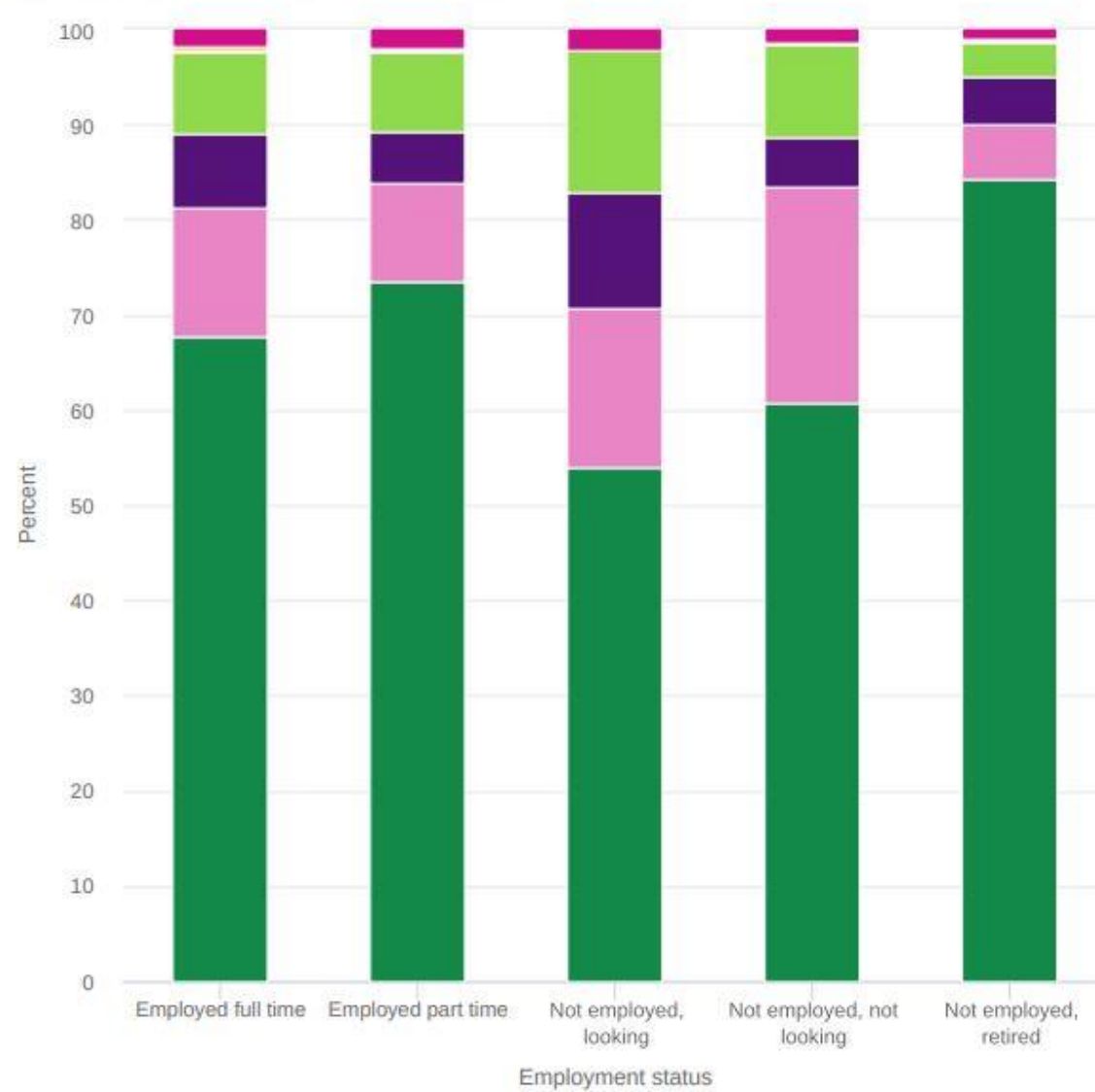
JONATHAN  
MARKS

*Is science racist?*

DEBATING  
RACE

FIGURE 5-D

## Employment status of scientists and engineers, by ethnicity and race: 2017



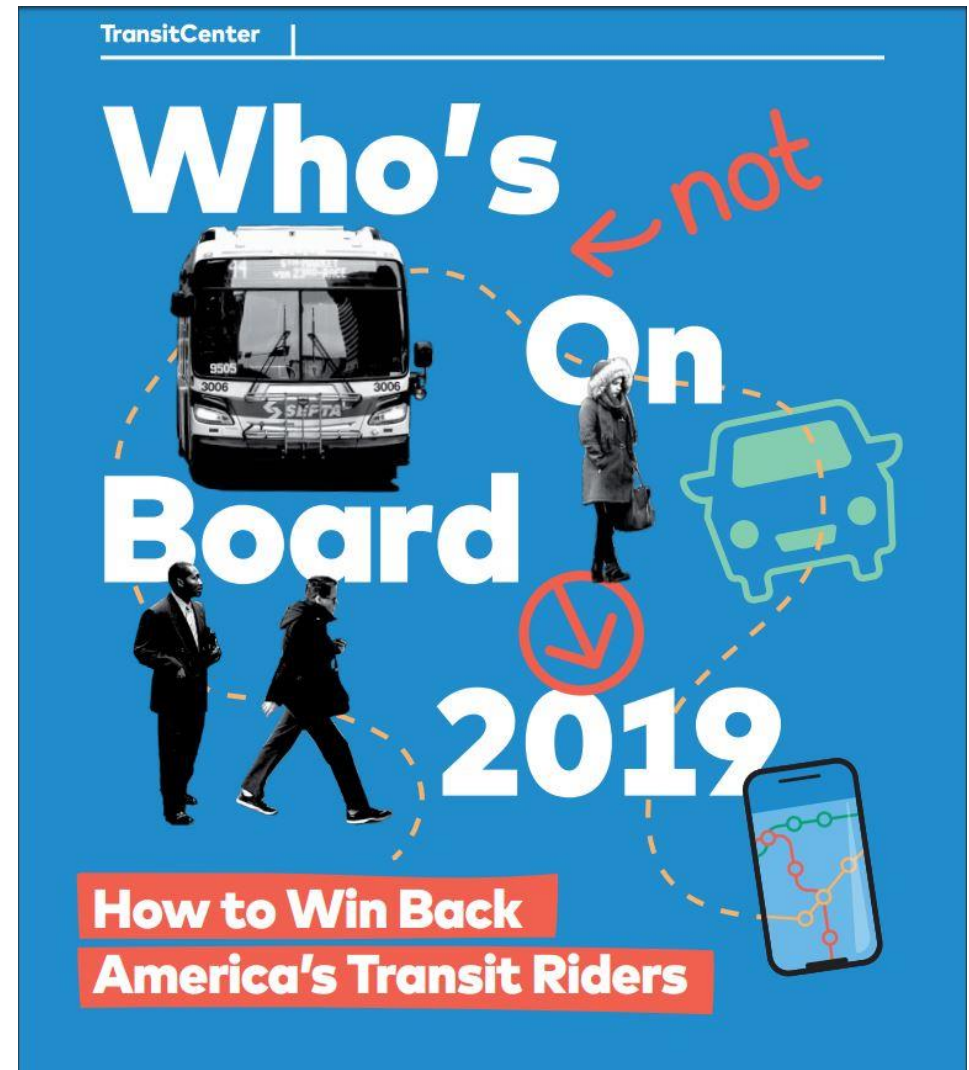
# So what do we do?

---

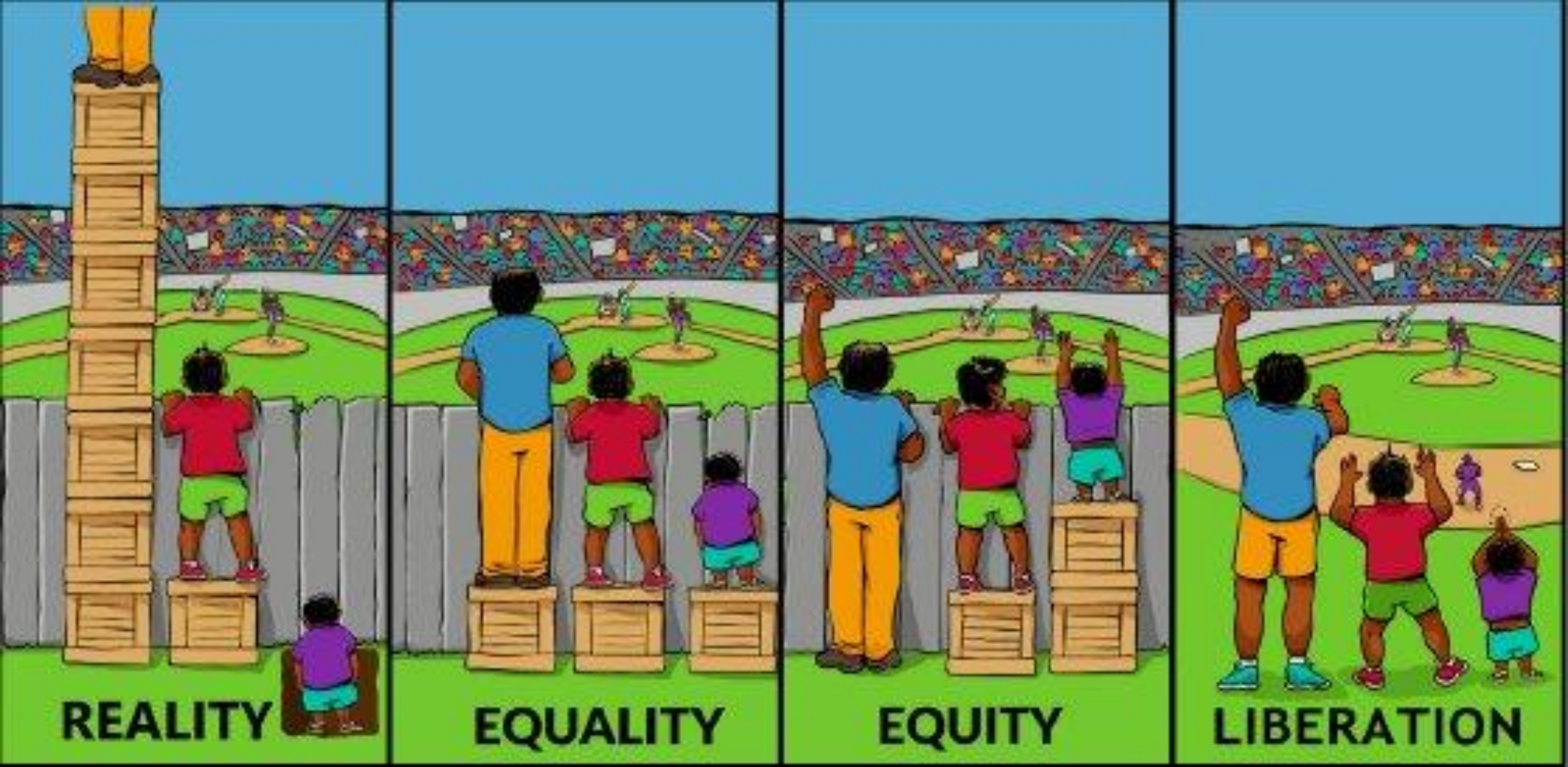
Diversity, Equity, and Inclusion Take Centerstage

# What is going wrong?

- Housing Costs
- Displacement
- Changing Demographics
- Race







# But the data...



- Know the biases in the data
  - Be sure to think about how biases impact the conclusions you can make.
- Who is interpreting the data?
  - What are their/your biases?
- What is the ground truth?
  - Data is great but it doesn't tell the whole story. You have to know what is happening on the ground as well. Don't forget qualitative data is data.
- Who is represented in the data?
  - Data should reflect the entire population you are studying, and do so accurately.

# Best Practices

- Qualitative AND quantitative
- Representative sub-groups
- Challenge assumptions
- Reporting back to those who gave their time to help inform your data (through surveys, focus groups, etc.)



# Trainings

- Be proactive about building knowledge by providing trainings on equity.
- Targeted learning sessions on these matters, *especially* when run by trained professionals, can shed light and bring a level of understanding that is otherwise difficult to find/achieve.



# Hiring and Retention



- Hiring effectively requires a simple but powerful shift in mindset: go from thinking that finding and hiring diverse candidates takes too much time or is too hard, to simply seeing it as part of the standard process.
- Diversifying our offices is only the first step.
- Beyond being hired, people need to work in a supportive and inclusive environment where they can show up as their full, authentic selves.

**There is no such thing as a single-issue struggle because we do not live single-issue lives.**

**Audre Lorde**



# Stay in touch!

---

Tamika L. Butler, Esq.

[tbutler@tooledesign.com](mailto:tbutler@tooledesign.com)

 @TamikaButler