



Building Equity into Climate Action by Design

Saanich E-Bike Pilot



Celebrating 85 Years

COMMUNITY SOCIAL PLANNING COUNCIL OF GREATER VICTORIA

Bringing people together
to address community
issues



Conducting community-
based, participatory
action research
Supporting community



and regional planning
processes



TRANSPORTATION ACES

Transportation Access, Climate and Economic Security

TACES supports municipalities to move from ideas to action on climate equity in transportation.



Equity at all stages. Equity needs to be built into design from the very beginning through to the evaluation at the end.

It will be different for each program and municipality. The cultural, demographic and socio-economic make-up of each community is different. Barriers to program access need to be explored via carefully engaging local stakeholders.

It needs to be intersectional. Consider how sex, gender, culture, race, ethnicity, age, and mental or physical ability (among other identity factors) intersect to influence how individuals may experience program access and impact.

TACES Services



- Consulting to municipalities and regional governments on **equity metrics**
- Supporting municipalities and regional governments on equity in **program design**
- **Policy** review for local governments
- Designing **decision modeling** for local governments in transportation planning
- Supporting local governments on **inclusive engagement** with equity seeking and vulnerable groups



Why climate equity?

“Too often the perspective of low-income individuals and those from BIPOC, LGBTQ+ and immigrant refugee identities are not represented in climate action and well-intentioned program design ends up reinforcing existing inequities.”

Ruth Mojeed, The Inclusion Project

In BC we have:

- a history of **colonialism** and enduring colonial policies
- systemic **discrimination** that creates ongoing social inequities
- and **poverty** with one in five children in BC living in poverty

These inequities become exacerbated by climate change.

These inequities can undermine progress on climate action.



Designing for Equity



What are the impacts on people with **different levels of income and wealth**?

What are the implications for **transportation poverty**?

Is the program designed to address **present and past inequality**?

How **accessible** is the program for low-income residents?

What **other barriers** may limit access to and impact of the program?

Is the program **proactive** in ensuring inclusive access?



Transportation and Poverty



E-cargo bikes are a game changer.

Shedding a car can mean shedding \$5 to \$10k per year.

Access to employment, child care, and other services opens up.

Shorter commuting time a significant factor in the odds of escaping poverty





Saanich incentives program

\$350 – incentive available to all with no proof of income required

\$800 – income qualified incentive

\$1,600 – income qualified incentive

Low-barrier income qualification process: various low-barrier income qualification options, including endorsement form.

Discounts for bike safety skills courses: Those who access the e-bike incentive can access discounted e-bike safety skills classes from local nonprofit (Capital Bikes).



TACES E-bike Equity Pilot

Engagement

- Lived experience advisory
- Community organization advisory
- Focus groups
- Partnerships

Design

- Separate income brackets for different income levels
- Low-barrier assessment process
- Participatory and developmental evaluation of equity and climate impacts



Equity Engagement



Tailored to each community, e.g.:

- Explore community priorities via focus groups and outreach with different equity-seeking groups
- Workshop on barriers to cycling, e-bike usage, and e-mobility programs
- Explore different e-bike program options
- Engage on program design (setting income tiers, income assessment method)
- Test program materials
- Partner on program launch with local non-profits (e.g. Intercultural Association)
- Collaborative evaluation



E-bike programs future evaluation

- There will be some that are evaluated as successful, and some unsuccessful
- Equity can be a cause of program failure / withdrawal
- Be in the successful column – address equity carefully
- A tailored approach (no cookie cutters)



Thank You

