

Community Engagement (CE) Equity Analysis:

The purpose of a CE equity analysis is to determine if targeted outreach efforts are required to reach specified population groups within the activity geographic boundary.

Step 1: Determine if a CE equity analysis is required for this effort.

If no, explain why here:

If yes or unsure, use the CAMPO communities of concern map, local knowledge and/or other relevant data to identify where high concentrations of traditionally underserved populations are located.

NOTE: You can use the [Engagement Tactics Checklist](#) to identify the most appropriate outreach methods to use for your activity.

| <u>Step 2: List the population groups that will receive targeted outreach</u> | <u>Step 3: List the specific locations to reach each group</u> | <u>Step 4: Materials and methods to be utilized for each group</u> |
|--|---|---|
| Spanish speaking persons living at the Village Squire mobile home community | Spanish translated yard signs at the community entrance. Translated poster at the adjacent bus stops. Staff booth at Latin American Festival (April 28), two days before April 30 Open House. | Posters and yard signs will advertise open house, website and route 33. |
| Knightdale High School students who currently cross at Old Knight/1 st avenue to reach downtown | Community information board at the high school and/or other avenues determined by the school | Poster, including Spanish version |
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Explain how you completed the equity analysis:

CAMPO's Communities of Concern map was used to confirm local knowledge. The crosswalk and sidewalk project is spread across 5 Census tracts that are classified as communities of concern for race, LEP, zero car household, income, and Hispanic/Latino. Local knowledge informed us to target the Village Squire mobile home community for translated flyers. Additionally, we know that high school students will utilize the sidewalk project to get to transit, Bojangles and downtown Knightdale. We have already reached out to the high school to coordinate on promoting the project.