

CLIENT

Philadelphia International Airport -
Air Service Development and
Cargo Services

DATES

September 2023 - January 2024

COLLABORATORS

Equitable Cities Consulting
Consulate of Mexico in Philadelphia

REFERENCE

Sylvie Gallier Howard,
Founder & CEO of Equitable Cities
Consulting,
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BUDGET

~\$24,000

EXECUTIVE SUMMARY

Connect the Dots, in partnership with Equitable Cities Consulting and the Consulate of Mexico in Philadelphia, supported the Philadelphia Airport Air Service Development and Cargo Services Division. The project collected data from the Mexican community and the community with ties to Mexico living in the Greater Philadelphia region about desired flight destinations within Mexico from the Philadelphia Airport. Our role was centered around ensuring cultural accessibility to survey materials and building and implementing a bilingual, culturally inclusive strategy to collect public insights. Additionally, we conducted interviews with select community members to gather a better understanding of the survey findings regarding travel patterns and preferences and oversaw reporting and analysis of all engagement data, resulting in a final report that will inform decisions on a potential direct flight from PHL to Mexico.

SERVICES PERFORMED

Connect the Dots' role building and implementing a culturally inclusive strategy to collect public insights and ensuring cultural accessibility in outreach and engagement included:

PHASE 0: Outreach & Engagement Design and Relationship Building

- Developed a culturally accessible outreach and engagement plan in partnership with Equitable Cities Consulting and coordinated with the Mexican Consulate
- Designed and distributed bilingual (English/Spanish) survey sharekit including digital and print materials
- Designed bilingual and culturally accessible digital and paper surveys
- Identified and connected with community stakeholder organizations and Spanish-language media
- Developed survey questions and stakeholder interview questions

PHASE 1: Engagement & Outreach in Greater Philadelphia Mexican Community

- Distributed survey to community partners at pop-up events and through Consulate of Mexico in Philadelphia
- Conducted and analyzed community stakeholder interviews

Connect the Dots also collected, coded, and analyzed survey responses from community stakeholders and led the writing of the final report on findings and recommendations

PROJECT OUTCOMES

Engagement Outcomes:

- Collected 1446 survey responses.
- Coordinated with 29 partner institutions and regional media outlets to disseminate the survey.
- Ensured culturally appropriate, bilingual insights collection via informal social media, trusted Spanish-language media, and community organizations

Insights and Implications:

- Gathered insights to inform the creation of a direct flight between Philadelphia and Mexico, highlighting Mexican community needs and concerns.

