

### 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,  
sylvie@equitablecitiesconsulting.com

### 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 to understand community demand for flights to Mexico. Using CtD's Phase Zero™ Research approach, CtD delivered culturally grounded, bilingual, and inclusive outreach and research to ensure the Mexican community in the Greater Philadelphia region could meaningfully inform project outcomes. Through strategic engagement, including surveys and interviews, CtD translated lived experience and travel preferences into actionable recommendations, informing direct flight routes from Philadelphia International Airport to Mexico.

## SERVICES PERFORMED

### PHASE ZERO™: 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 materials for both digital and print formats.
- Created culturally response survey and interview questions to capture authentic community input.
- Identified and connected with community stakeholder organizations and Spanish-language media to maximize reach and trust.

### PHASE ONE: Engagement & Outreach in Greater Philadelphia Mexican Community

- Distributed survey to community partners at pop-up events and through Consulate of Mexico in Philadelphia to ensure all key audiences were engaged.
- Conducted interviews with community members to contextualize survey findings and understand underlying flight preferences.
- Ensured cultural accessibility and inclusion in every step of outreach to build trust and ensure community voices drove decision-making.

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:

- Engaged over 1,400 respondents across the community.
- Built partnerships with 29 institutions and regional media outlets to reach community members through trusted partners.
- Collected high-quality, actionable data by prioritizing cultural accessibility and bilingual participation.

### Insights and Implications:

- Identified community travel partners, preferred destinations, and concerns to inform Philadelphia to Mexico flight routes.
- Phase Zero™ Research effectively delivered culturally grounded, decision-ready insights to inform policy and program development.

