



Setting Our Sights on Equity

New Partners for Smart Growth Conference

February 15, 2014

About Me

I help communities measure, communicate, and evaluate progress toward their goals.

- Technical assistance on Sustainable Communities Grants
- Evaluation of Bay Area Regional Prosperity Plan
- Evaluation and strategic planning for the Great Communities Collaborative



OneBayArea



EQUITY

How do you define it?

What is your community doing (or could your community doing) to be more equitable?

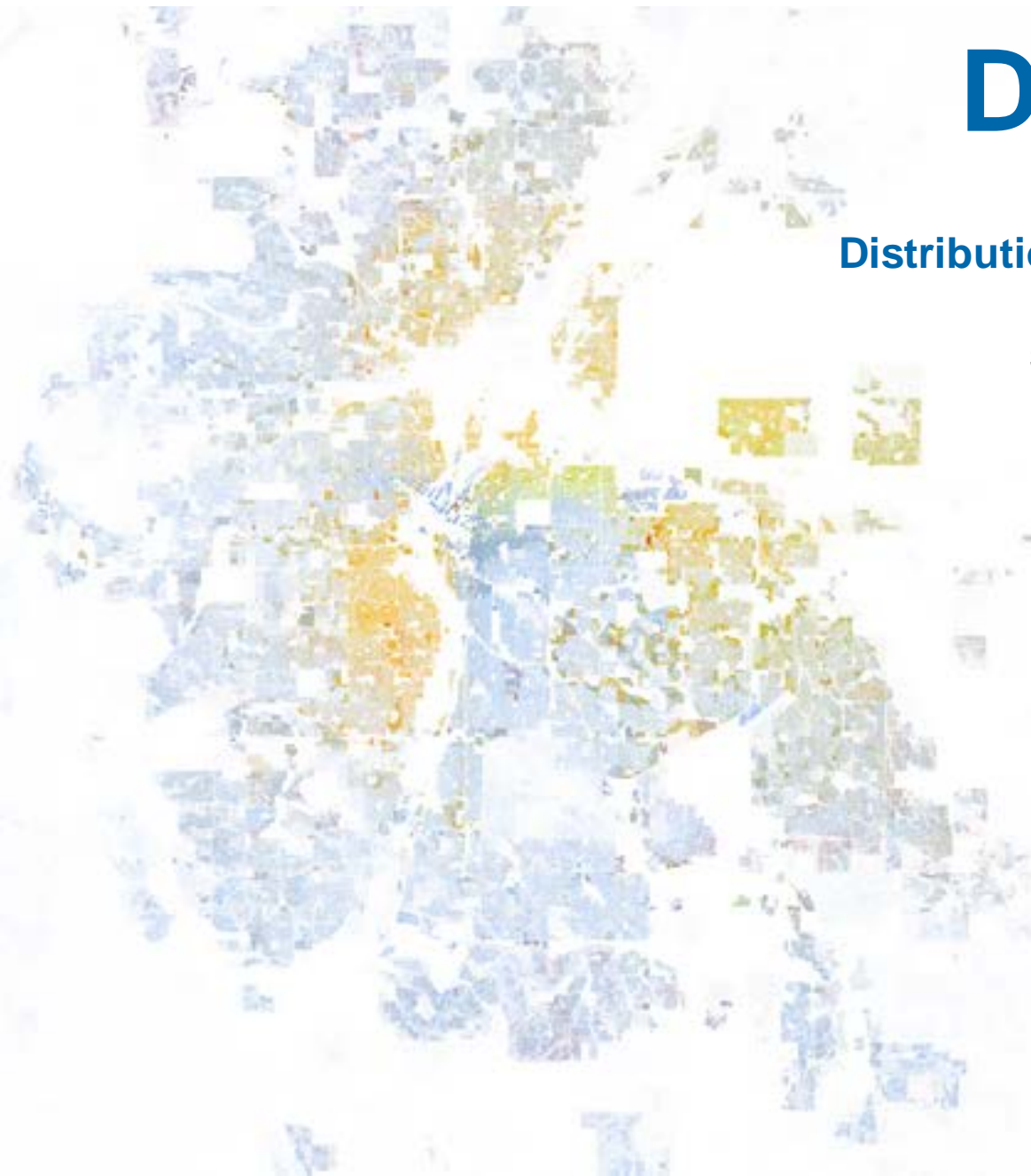
How would you know if it's working?

DIVERSITY

OF INCOMES & RACES

Distribution of races and ethnicities
in greater Denver, 2010

Source: Cooper Center Racial Dot Map



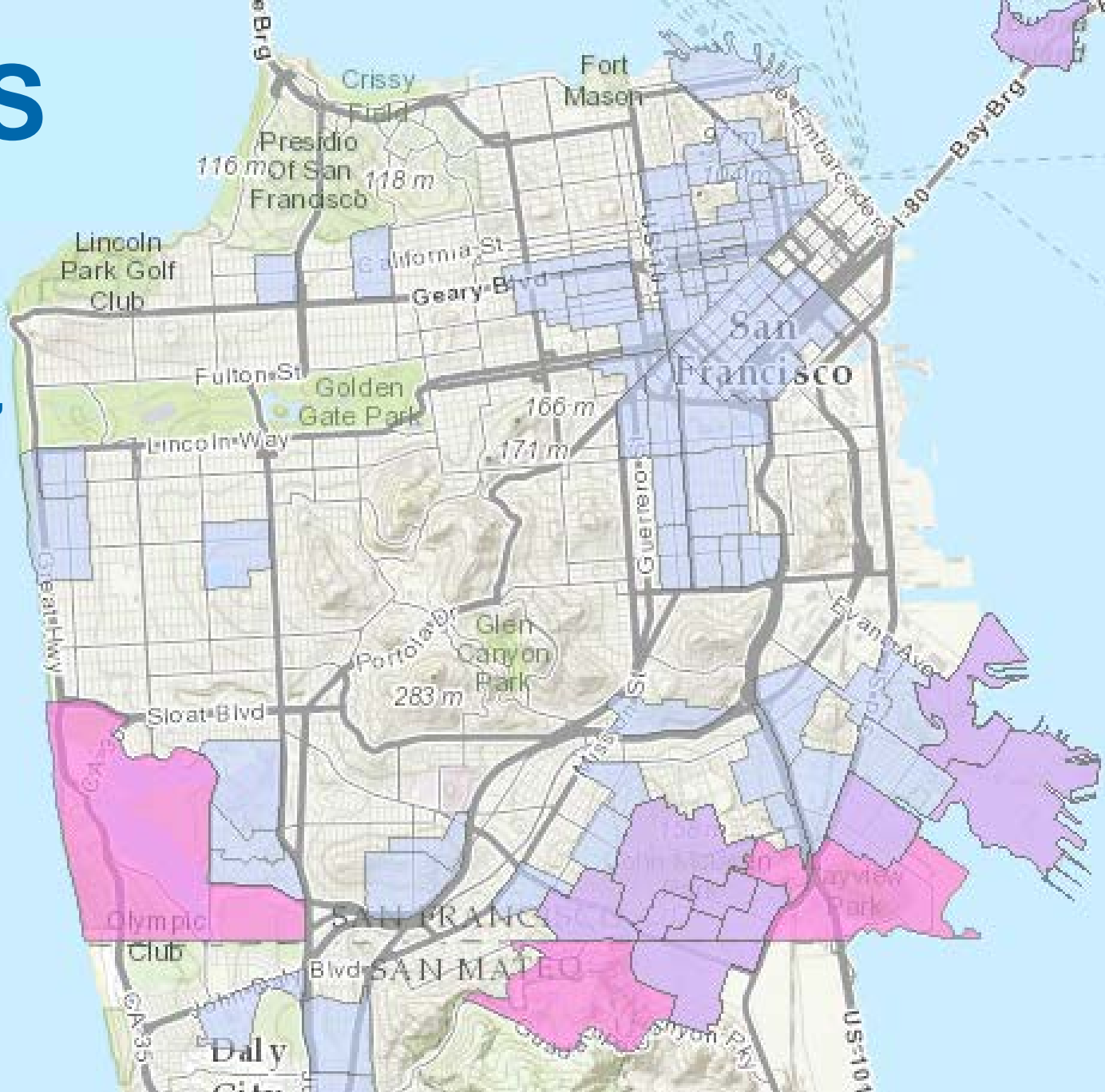
- White
- Black
- Asian
- Hispanic
- Other Race / Native American / Multi-racial

ACCESS

TO RESOURCES

Low income areas and neighborhoods located over a mile from a grocery store, San Francisco

Source: USDA Food Research Atlas



AFFORDABILITY

FOR LOW-INCOME RESIDENTS

Percentage of income spent on housing and transportation for a low-income household, Chicago

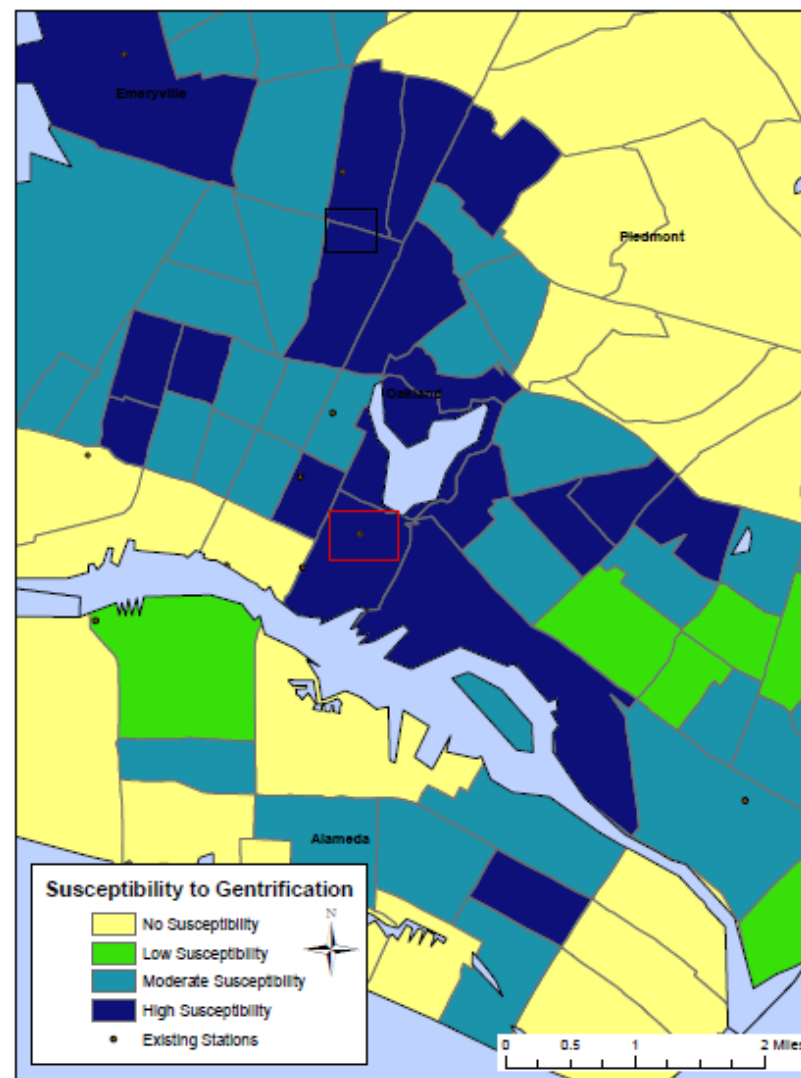
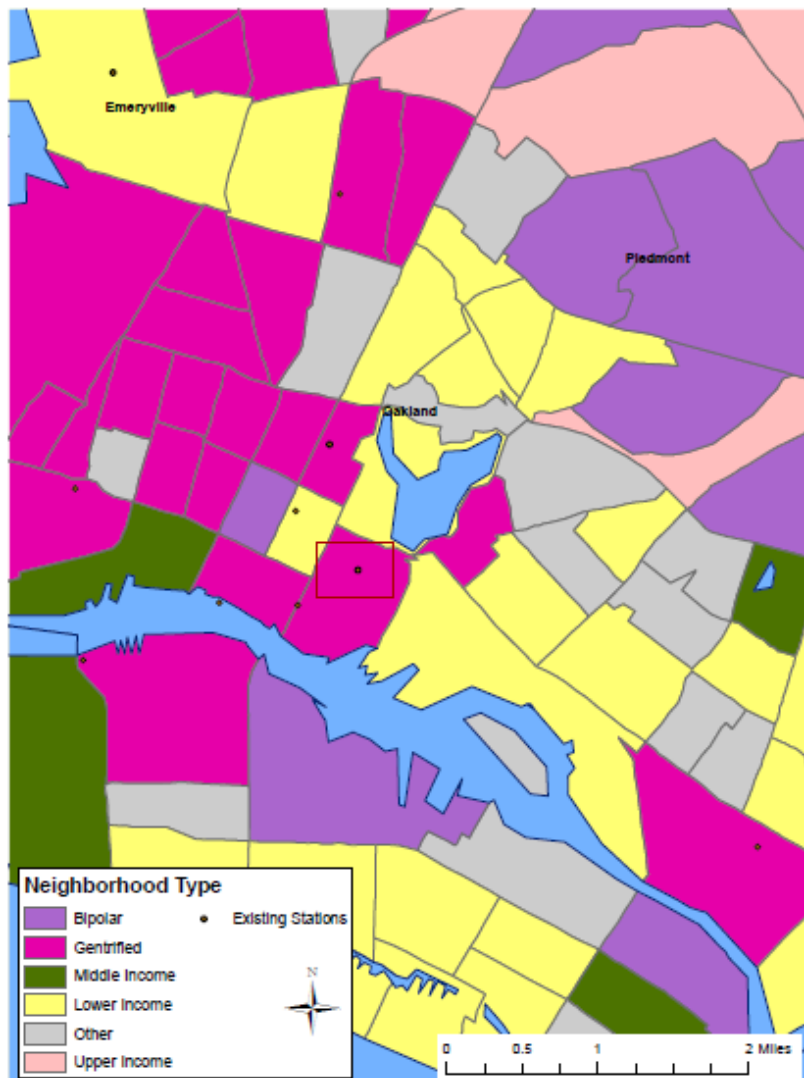
Source: HUD Location Affordability Portal



GENTRIFICATION / DISPLACEMENT

Historic neighborhood change, 1990-2000 and projected susceptibility to gentrification, 2000-2010, Oakland

Source: Chapple 2009



HOW COULD YOU MEASURE EQUITY IN YOUR COMMUNITY?

Mixing of incomes and races

Access to resources

Affordability for low-income residents

Tracking or anticipating gentrification and displacement

Other?

Measuring Equity in Sustainable Communities

Common challenges:

- Projects are politically contentious
- Equity and displacement can be hard to define, let alone measure
- Limited capacity to analyze data, especially to look at neighborhood conditions in large-scale projects
- Best practice not to consider equity separately, but to integrate it across all performance measurement

Community members calling for an equity scenario at a meeting of the Bay Area Metropolitan Transportation Commission (a 2011 RPG recipient)



Source: Public Advocates

City of Seattle: Community Cornerstones

How do to monitor the **potential displacement** of low-income, culturally/ethnically diverse communities along a new light rail line?

Performance measures:



Source: City of Seattle

- Retention of **residents, culturally-connected businesses, and ethnic/cultural organizations**
- **Affordability:** housing costs, development and diversity of affordable housing,
- **Access:** transit boardings in communities of concern
- Completion of business outreach programs to build up mentorship amount community business owners.

St. Charles Parish

St. Charles Parish is creating a corridor plan along a semi-rural road and wants to examine **food and job access** in depth:

- A fair amount of local destinations, but poor connectivity
- Household transportation surveys capture local grocery shopping and travel time to work, by income
- Potential to conduct additional surveys of the quality of locally sold food



Northeast Los Angeles River Collaborative

How to measure and communicate the **potential benefits** of a food hub in a diverse, mixed-income community?

- Include questions in local business surveys and residents designed to capture the potential benefits of local food production and access.
- Case studies of conversions of infill sites to food businesses ([Infill Philadelphia: Food Access](#))



Source: University of Wisconsin - Stout

Take-aways

- Looking at the distribution of resources (parks, food, transit) is an effective way to begin a conversation about equity.
- Maps and data are useful for baseline conditions, but in order to get at key equity issues, planners often need to dig deeper.
- Resident surveys are a particularly useful way to examine access to and use to resources.
- It can be easier and more effective to track change in where resources (community groups, businesses) are located than where people live—but you need to do your homework.

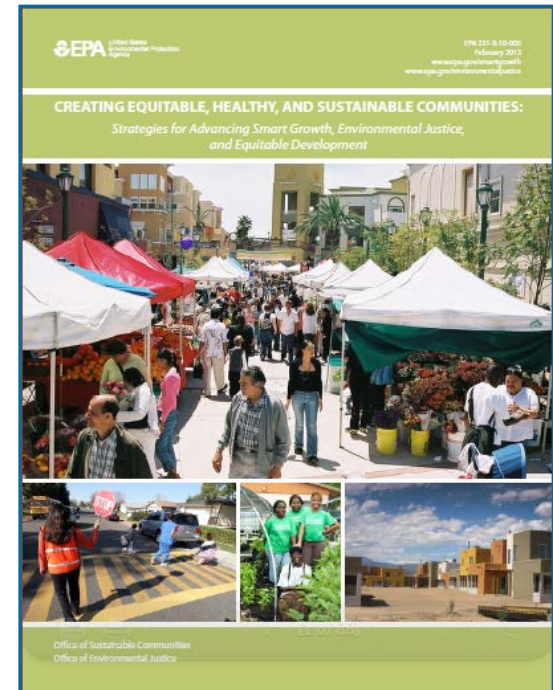
Further Reading

[PolicyLink Equitable Development Toolkit:](#)

- Comprehensive set of policy tools related to affordable housing, land use, economic development, and health.

[EPA, Creating Equitable, Healthy, and Sustainable Communities:](#)

- Overview of policy tools for creating equitable development, including case studies from communities across the nation.



Source: US EPA

Example anti-displacement efforts:

- Houston, Texas: [Neighborhood Centers, Inc.](#)
- Pittsburgh, Pennsylvania: [The Hill District Consensus Group](#)
- Los Angeles, California: [The Figueroa Corridor Coalition for Economic Justice](#)
- Brooklyn, New York: [The Fifth Avenue Committee](#)

QUESTIONS?

Eliot Rose
ICF International
eliot.rose@icfi.com