

SMARTER AND MORE EQUITABLE GROWTH:  
**GETTING REAL ABOUT  
JOBS AND HOUSING**

**PUBLIC**  
**ADVOCATES**  
MAKING RIGHTS REAL

Sam  
Tepperman-  
Gelfant

New Partners  
for Smart  
Growth  
Conference

February 13,  
2014

# PUBLIC ADVOCATES INC.

- Challenging the systemic causes of poverty and racial discrimination since 1971.
  - Strengthening community voices and achieving tangible legal victories
  - Advancing SOCIAL EQUITY in areas such as:
    - Education
    - Housing
    - Transit
- Vital building blocks of thriving communities

# SUSTAINABILITY AND SOCIAL EQUITY: PAST AND PRESENT

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History shows us that **climate change, sprawl, and social equity** issues share common origins



# BROWN V. BOARD OF EDUCATION



# SUBSIDIZED WHITE FLIGHT & SUBURBAN EXCLUSION



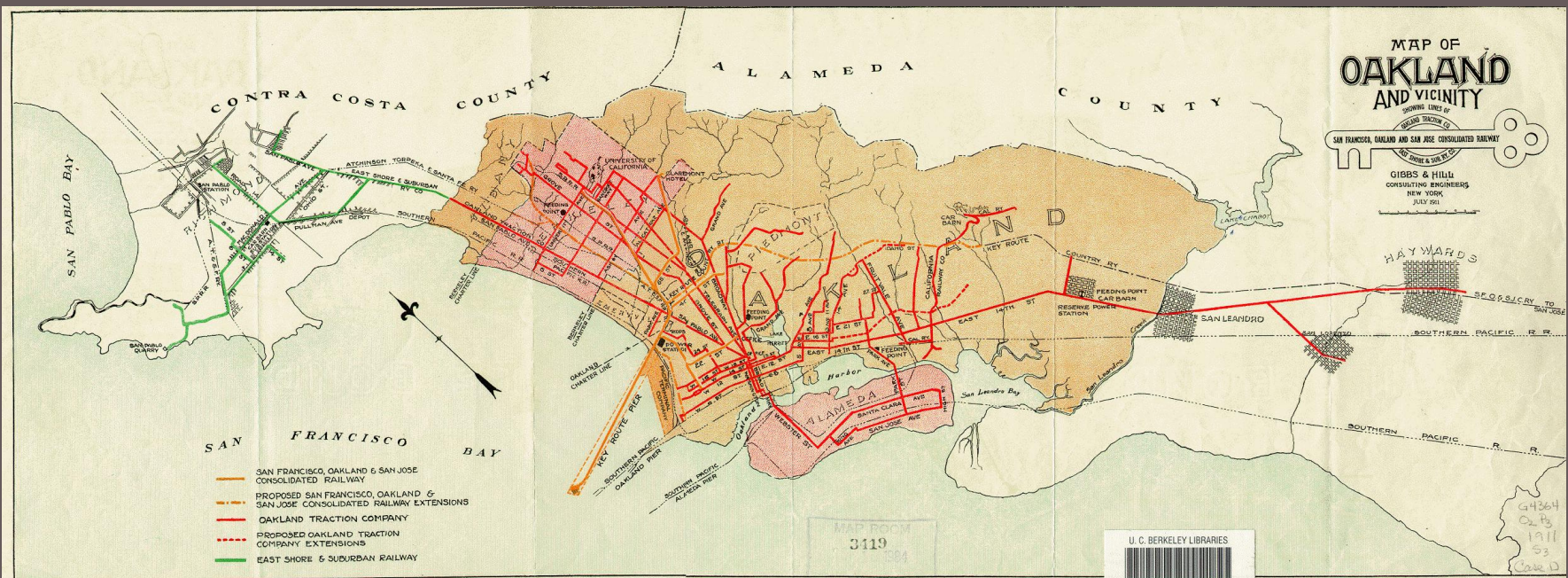
Ribbon-cutting ceremony along the first portion of Interstate highway to be completed in Wisconsin on September 4, 1958–1-94 in the Waukesha area. (Photo courtesy Wisconsin Historical Society Archive)



1. The restriction that no part of said premises shall in any manner be used or occupied directly or indirectly by any negro or negroes, provided that this restriction shall not prevent the occupation, during the period of their employment, of janitors' or chauffeurs' quarters in the basement or in a barn or garage in the rear, or of servants' quarters by negro janitors, chauffeurs or house servants, respectively, actually employed as such for service in and about the premises by the rightful owner or occupant of said premises.
2. The restriction that no part of said premises shall be sold, given, conveyed or leased to any negro or negroes, and no permission or license to use or occupy any part thereof shall be given to any negro except house servants or janitors or chauffeurs employed thereon as aforesaid.



# DISMANTLING OF LOCAL TRANSIT INFRASTRUCTURE



# CREATED UNSUSTAINABLE PATTERNS . . .





**. . . THAT PERSIST TODAY**



# SHARED HISTORY, SHARED SOLUTIONS

Maximizing **social equity** also maximizes **environmental benefits**, **reduces sprawl**, and creates more sustainable regions.

# SMART GROWTH & SUBURBAN EXCLUSION: THE JOBS-HOUSING CONNECTION

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# 6 BIG WINS FOR SOCIAL EQUITY



# THE EQUITY, ENVIRONMENT & JOBS SCENARIO

- Distribute Housing Growth Equitably:  
Increase quality affordable housing options in *both* urban areas *and* suburban job centers
- Protect against Displacement:  
Ensure that lower-income communities are not displaced by TOD by regional grant incentives (OBAG)
- Improve Local Transit Service:  
Fund more of the local transit service on which low-income riders of color depend

# CASE STUDY: PLEASANTON, CA JOBS AND TRANSIT WITHOUT HOUSING

- 70,000 residents
- High Quality Public Schools
- HQ of Safeway, Clorox; major Kaiser facilities
- 2 BART Stations
- 25 year plan for 40,000 new jobs; fewer than 3,000 new homes



■ 40,000 daily in-commuters

# LEHD DATA: LOW-INCOME IN-COMMUTERS

HTTP://ONTHMAP.CES.CENSUS.GOV/

**Inflow/Outflow Analysis**  
enter your own subtitle

Display Settings  
 Labor Market Segment Filter: Earnings: \$1,250 per month or less  
 Year: 2011

Map Controls  
 Color Key, Flow Overlay, Selection Outline, Identify, Zoom to Selection, Clear Overlays, Animate Overlays

Report/Map Outputs  
 Detailed Report, Export Geography, Print Chart/Map

Legends  
 Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.  
 -> Employed and Live in Selection Area  
 -> Employed in Selection Area, Live Outside  
 -> Live in Selection Area

**Inflow/Outflow Job Counts in 2011**  
Workers Earning \$1,250 per month or less

- 9,102 - Employed in Selection Area, Live Outside
- 3,676 - Live in Selection Area, Employed Outside
- 1,426 - Employed and Live in Selection Area

**Inflow/Outflow Job Counts (All Jobs) - Workers Earning \$1,250 per month or less 2011**

	Count	Share
<a href="#">Employed in the Selection Area</a>	10,528	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	9,102	86.5%
<a href="#">Employed and Living in the Selection Area</a>	1,426	13.5%
<a href="#">Living in the Selection Area</a>	5,102	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	3,676	72.1%
<a href="#">Living and Employed in the Selection Area</a>	1,426	27.9%

Reset Highlighting

Privacy Policy | 2010 Census | Data Tools | Information Quality | Product Catalog | Contact Us | Home  
 Source: U.S.Census Bureau, Center for Economic Studies | e-mail: CES.OnTheMap.Feedback@census.gov

## BETTER DATA: JOBS-HOUSING “FIT”

- “increasing housing and transit affordability, and improving the jobs-housing fit in the SCS forecasted development areas should increase greenhouse gas reduction.”

Recommendations of the Regional Targets Advisory Committee (RTAC) Pursuant to California Senate Bill 375, September 29, 2009

# THANK YOU!

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