

Tools and Strategies for Making a Visible Difference in Communities

2015 Equitable Development Workshop, Baltimore



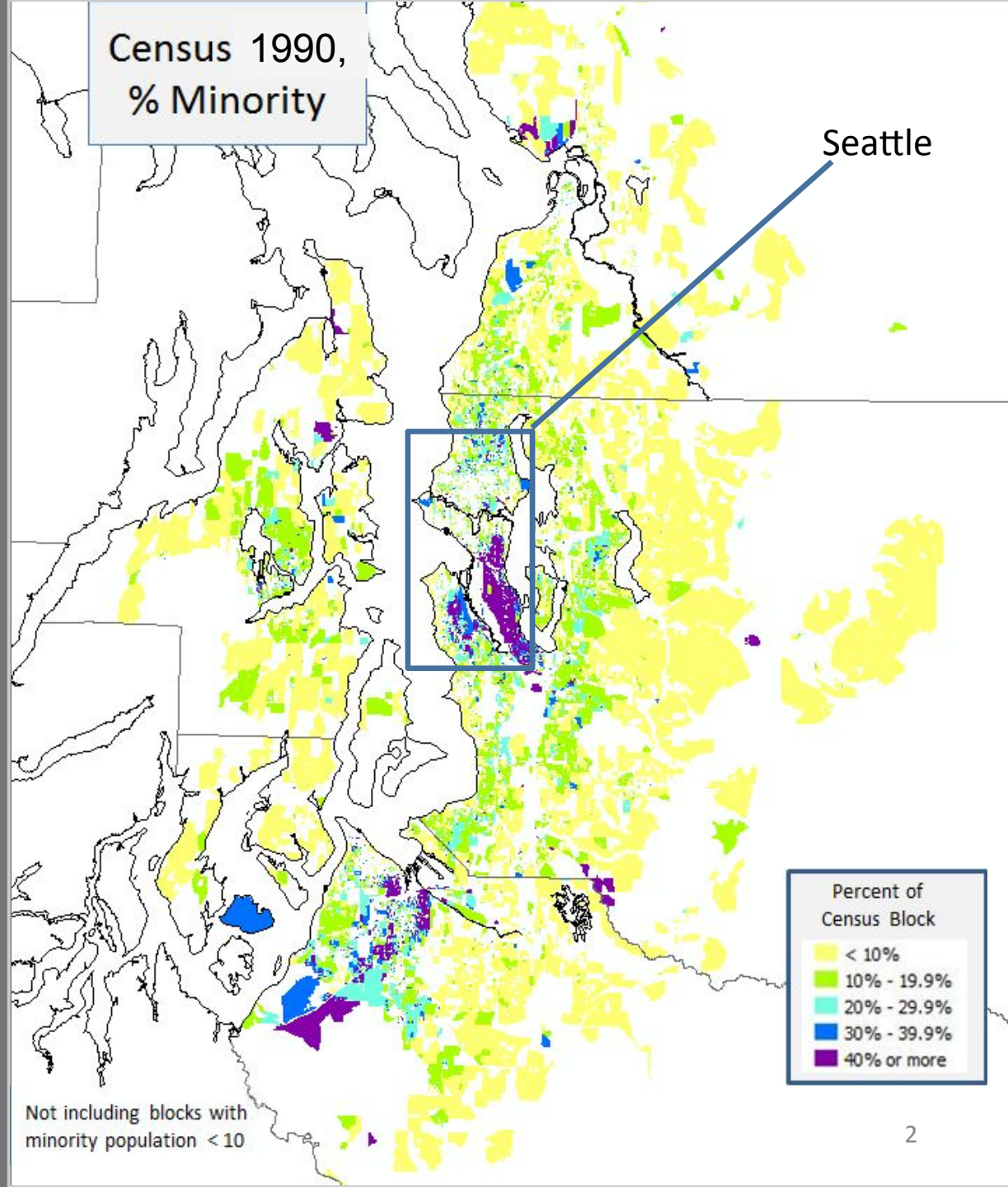
Working in Partnership for Equitable Development

Can we grow with
prosperity **and** stability?

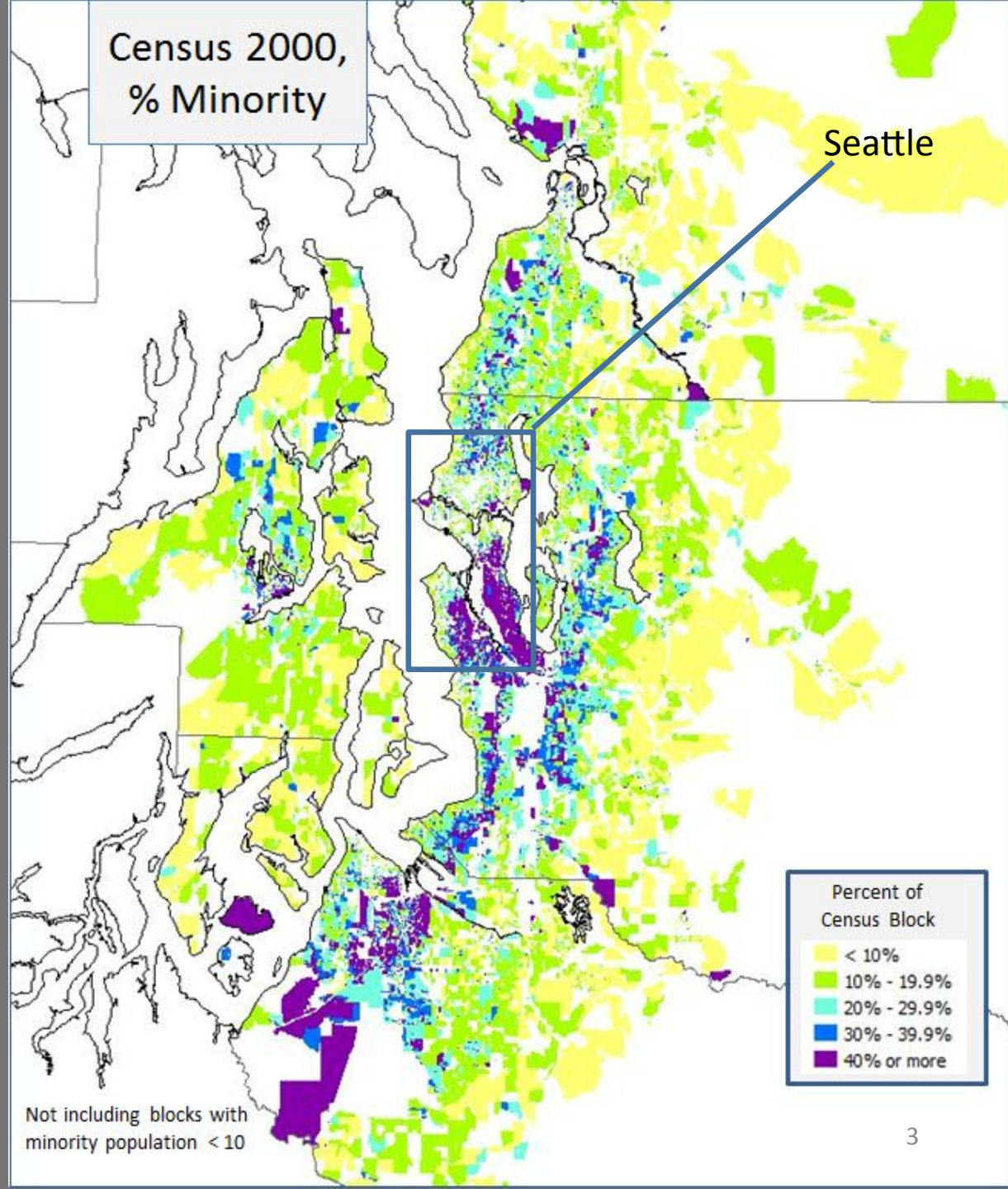


Nora Liu, Community Development Manager
Seattle Department of Planning and Development

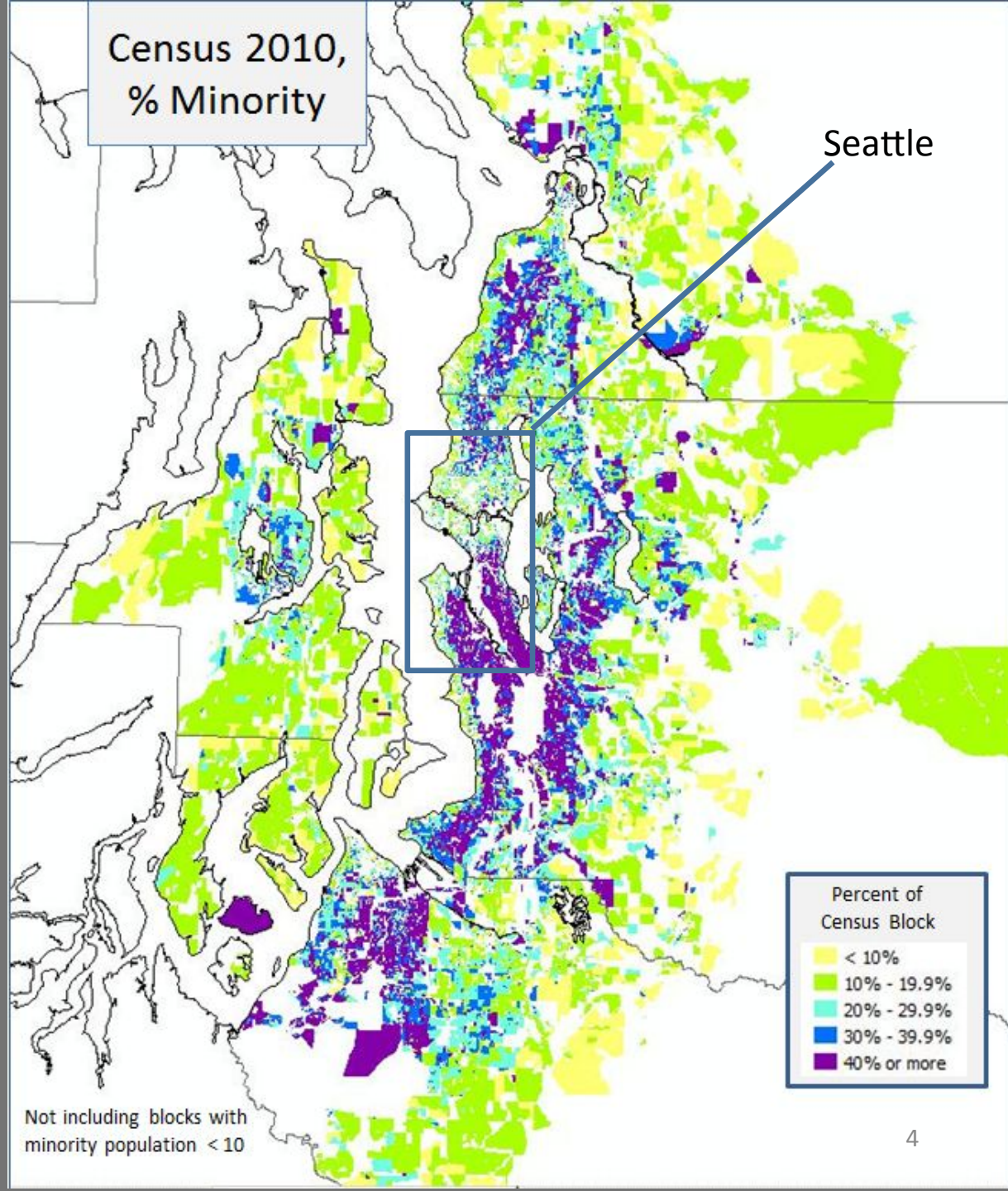
The region's population is becoming increasingly diverse:
1990

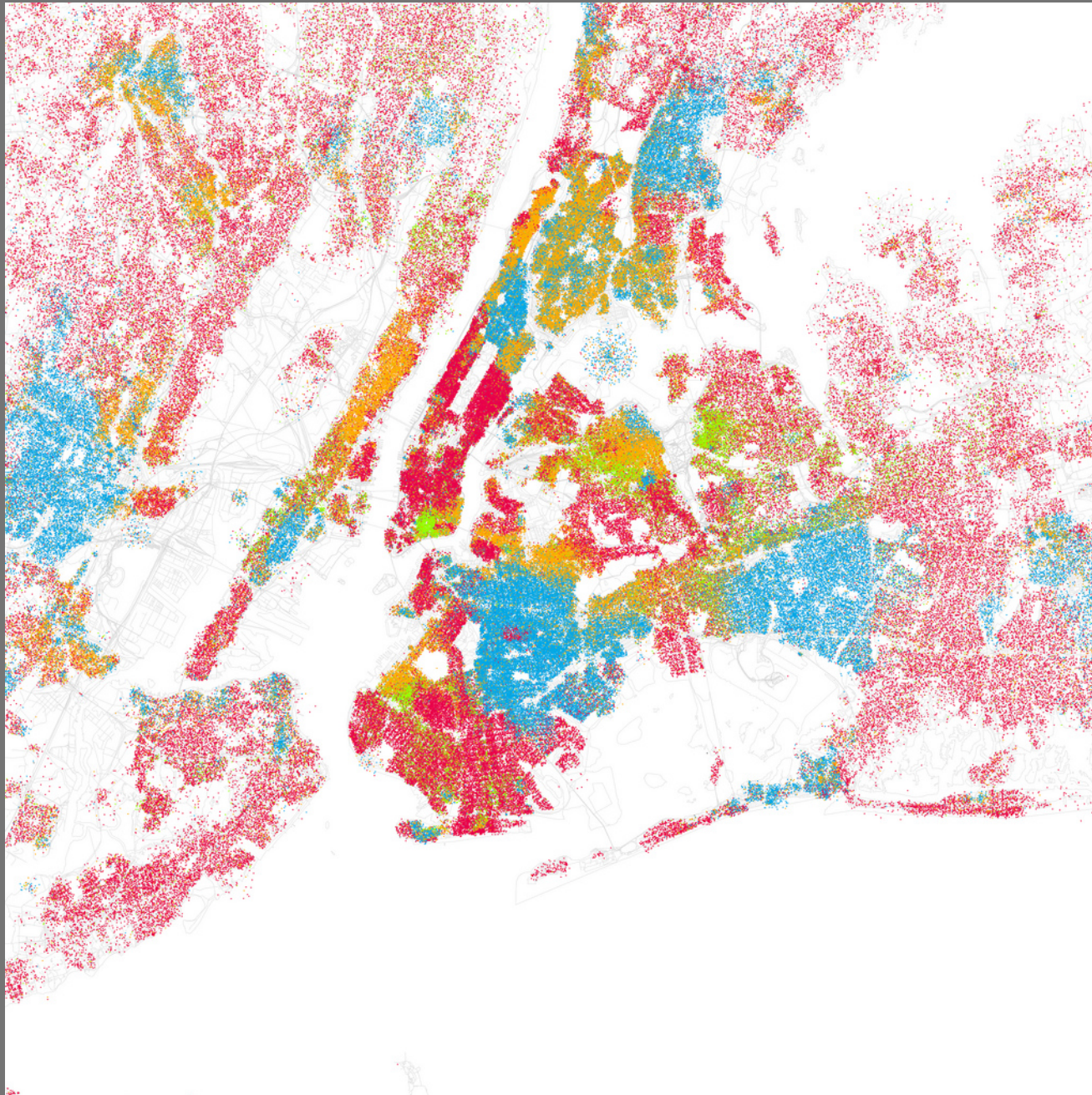


The region's population is becoming increasingly diverse:
2000



The region's population is becoming increasingly diverse:
2010





Race and Ethnicity
by Eric Fischer:

New York

Red is **White**

Blue is **Black**

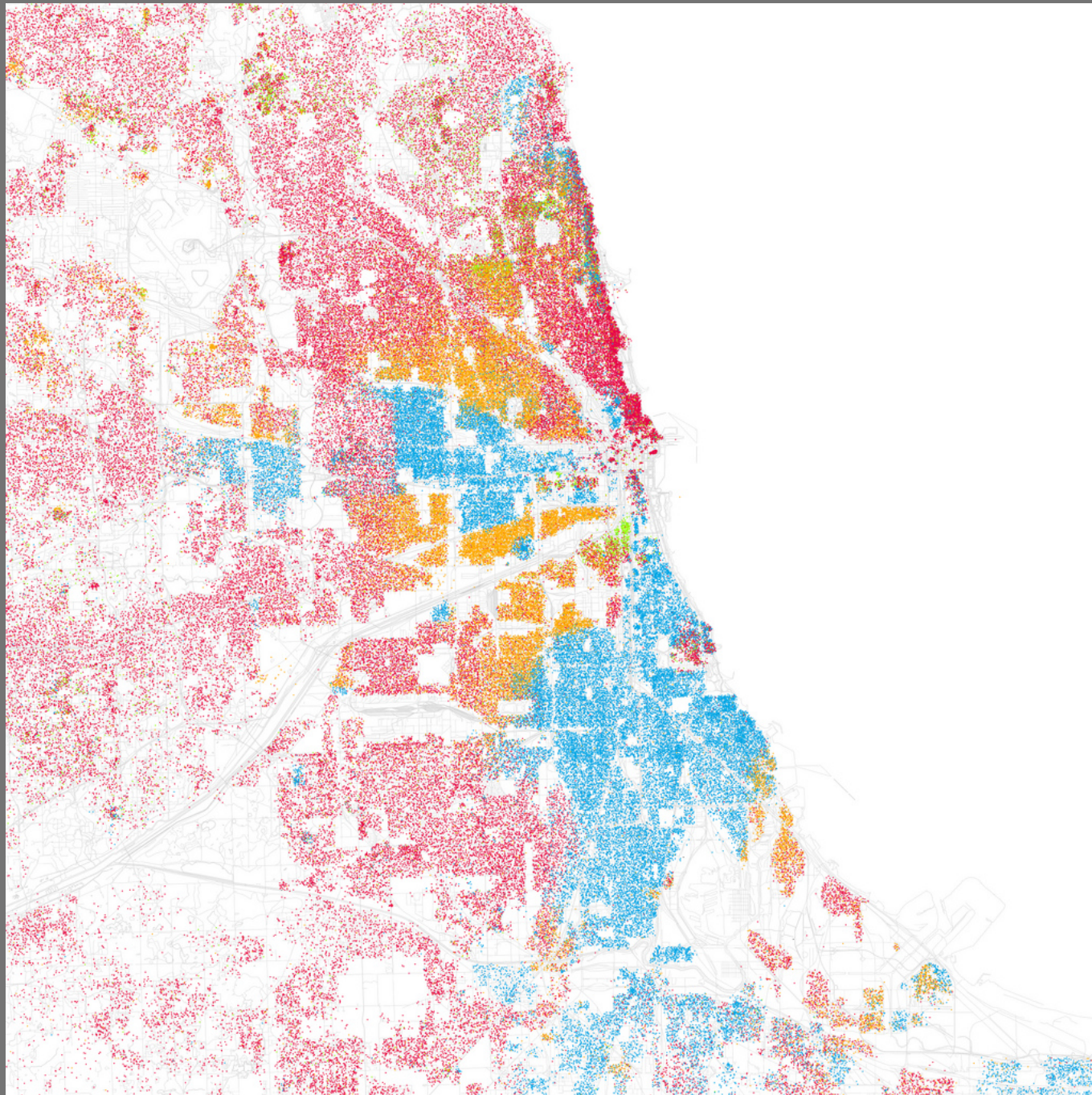
Green is **Asian**

Orange is **Hispanic**

Gray is Other

Dot is **25 people**

from Census 2000

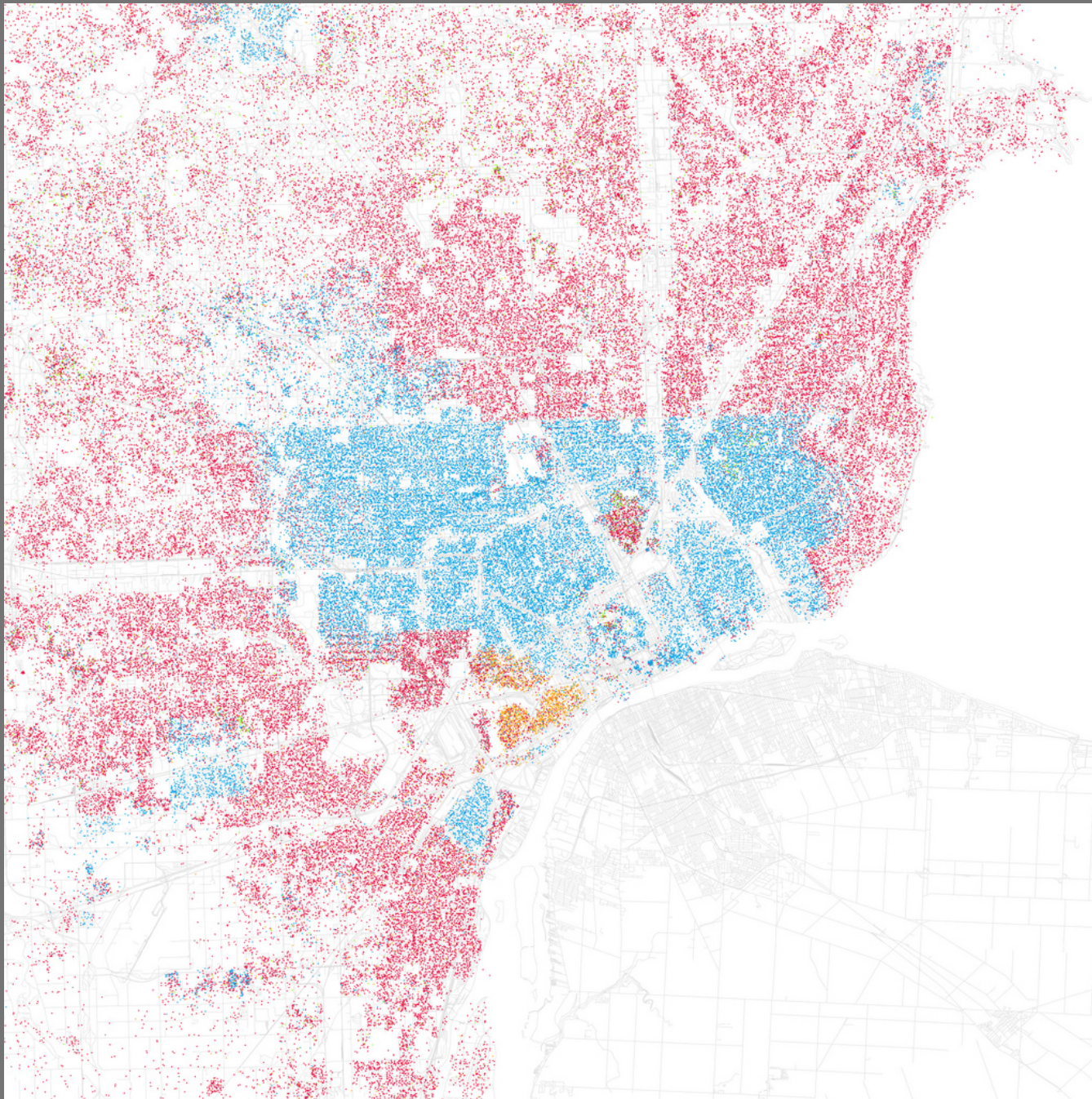


Chicago

Red is **White**
Blue is **Black**
Green is **Asian**
Orange is **Hispanic**
Gray is Other

Dot is **25 people**

from Census 2000



Detroit

Red is **White**

Blue is **Black**

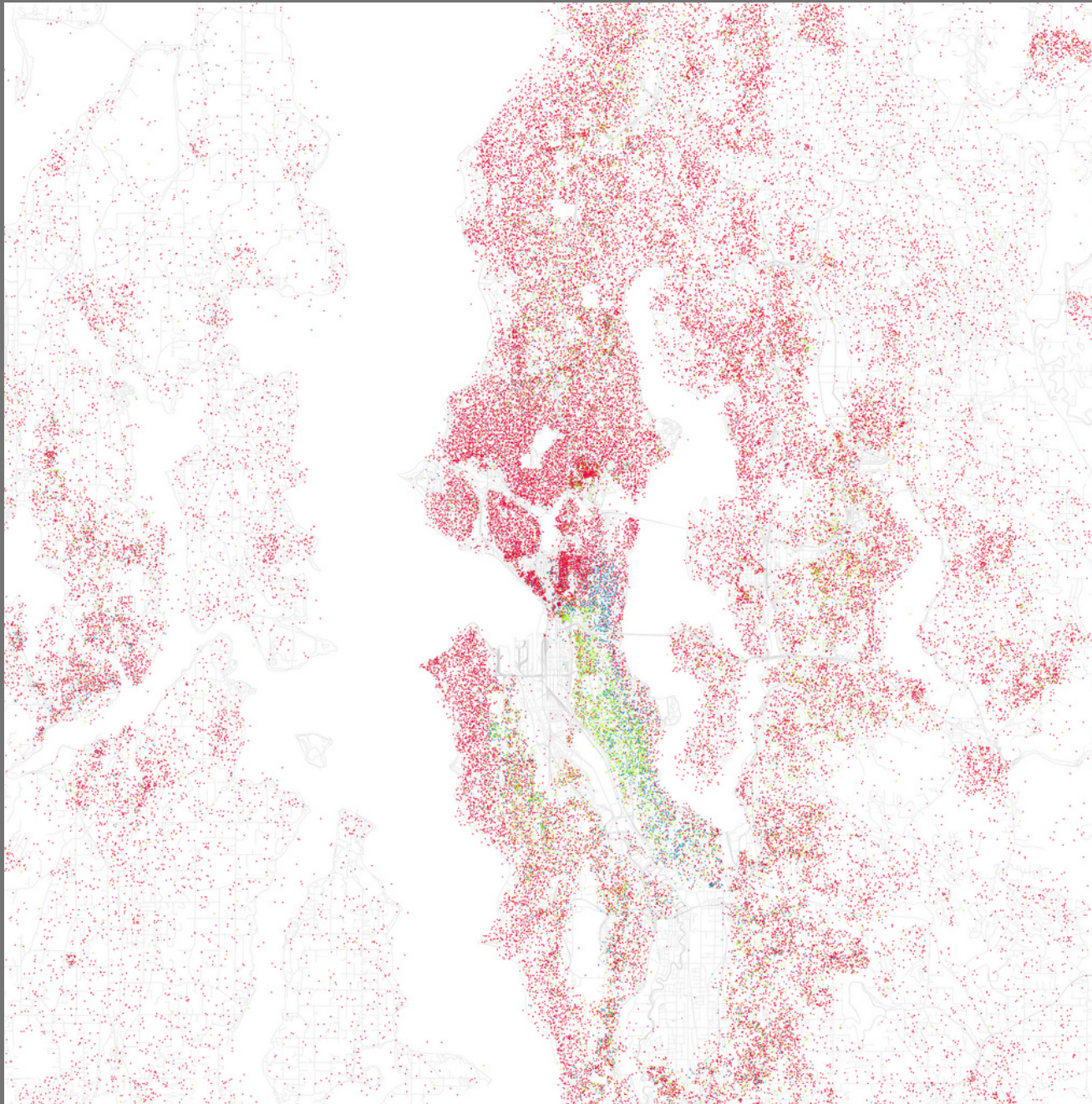
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Seattle

Red is **White**

Blue is **Black**

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from Census 2000



Seattle's Neighborhoods with Race Covenants

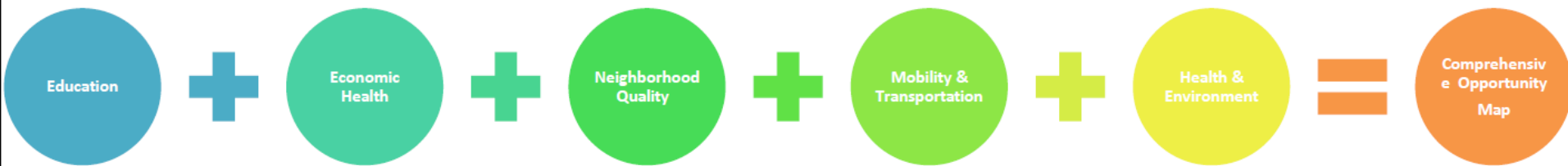
Alki Ballard/Sunset Hill Beacon
Hill Bitter Lake Blue Ridge
Broadmoor Broadview Bryant
Capitol Hill Duwamish Eastlake
Greenlake Greenwood Haller
Lake Hawthorne Hills Hillman
City Lake City Lakeridge
Laurelhurst Loyal Heights

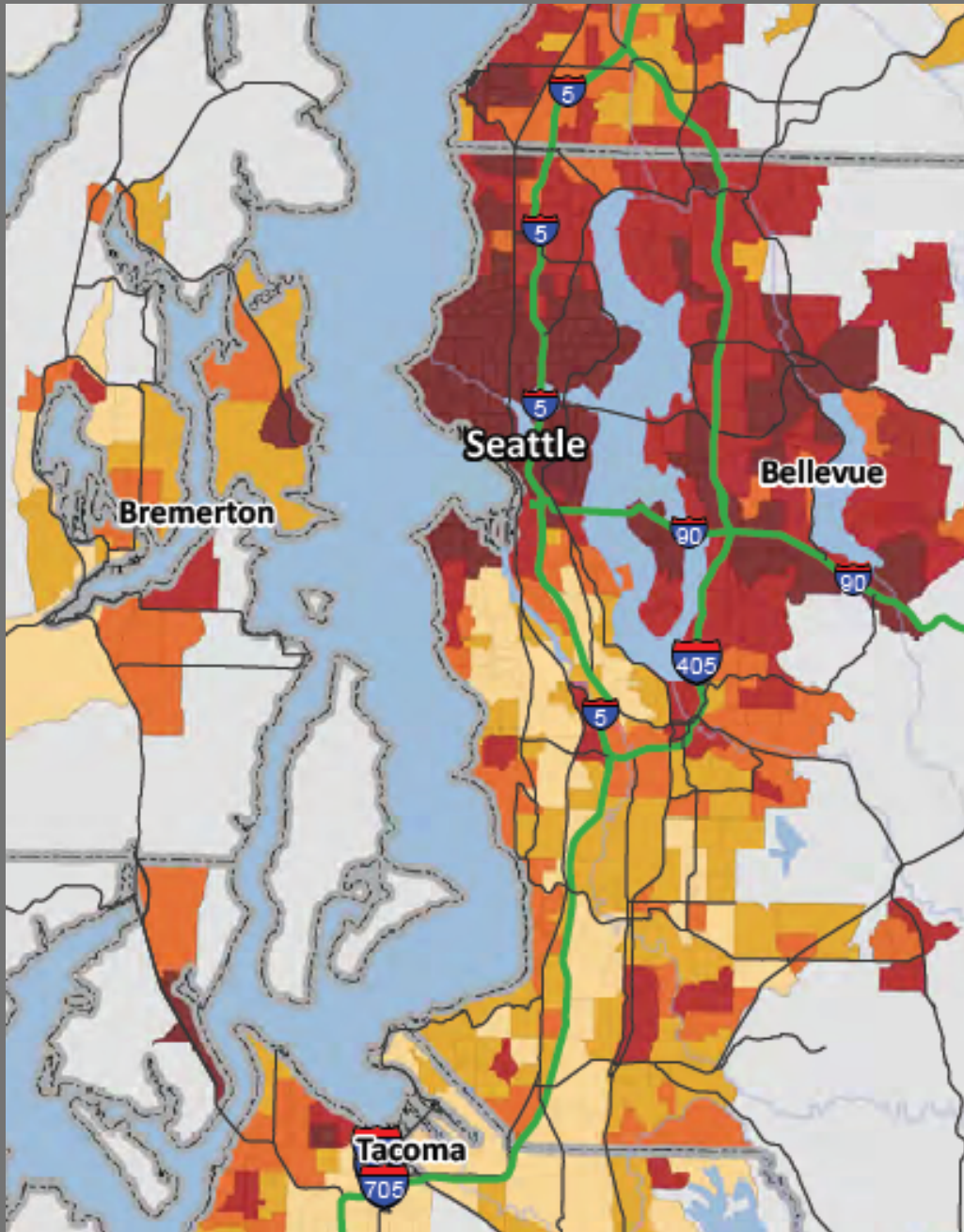


Madrona Magnolia Maple Leaf
Matthews Beach Montlake
Olympic Hills North Beach/Blue
Ridge North College Park
Northgate Pinehurst Queen Anne
Queen Anne, lower Queen Anne,
north Ravenna Sandpoint
Sheridan Beach Squire Park
Victory Heights View Ridge
Wedgewood West Seattle/High
Point Windermere

Detroit's Physical Barrier

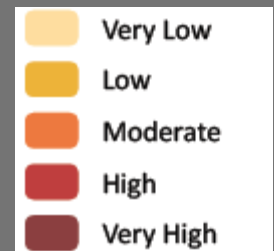
Kirwan Institute's "Neighborhoods of Opportunity" data

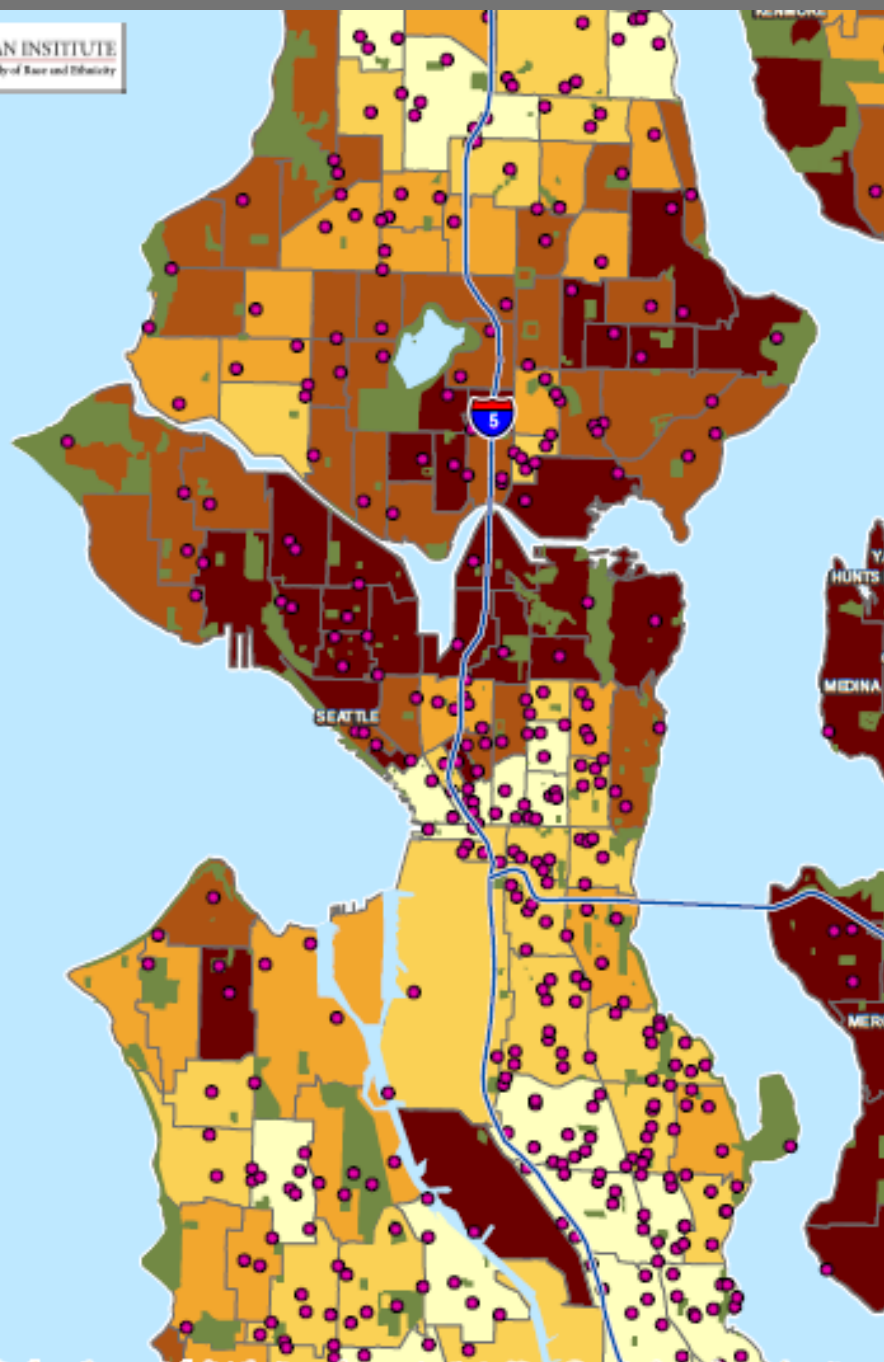




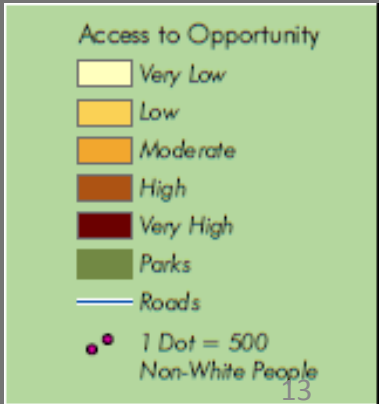
Comprehensive Opportunity

- Education
- Economic Health
- Housing
- Transportation/Mobility
- Health & Environment



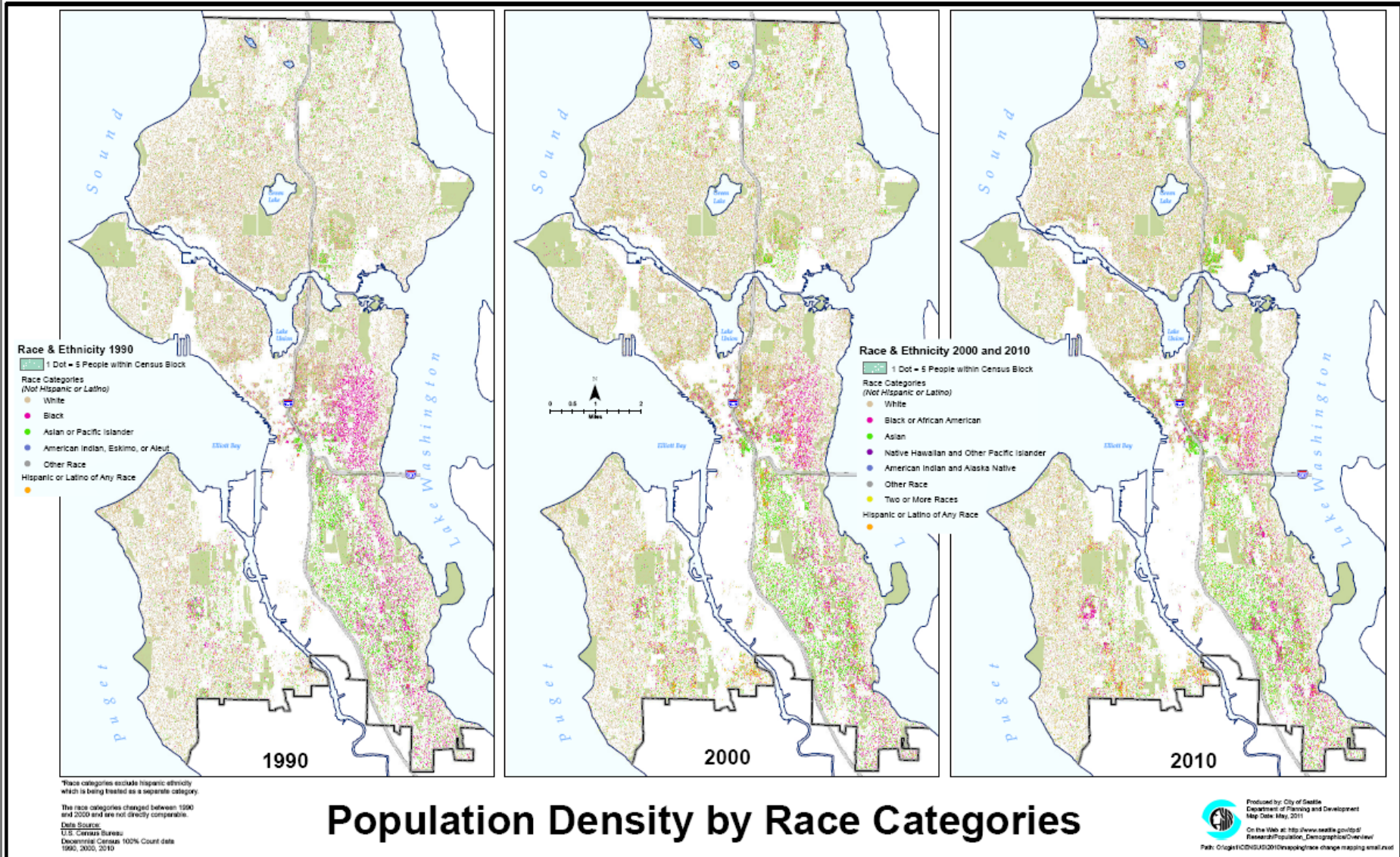


Map 2A: OPPORTUNITY & RACE
SEATTLE, WA



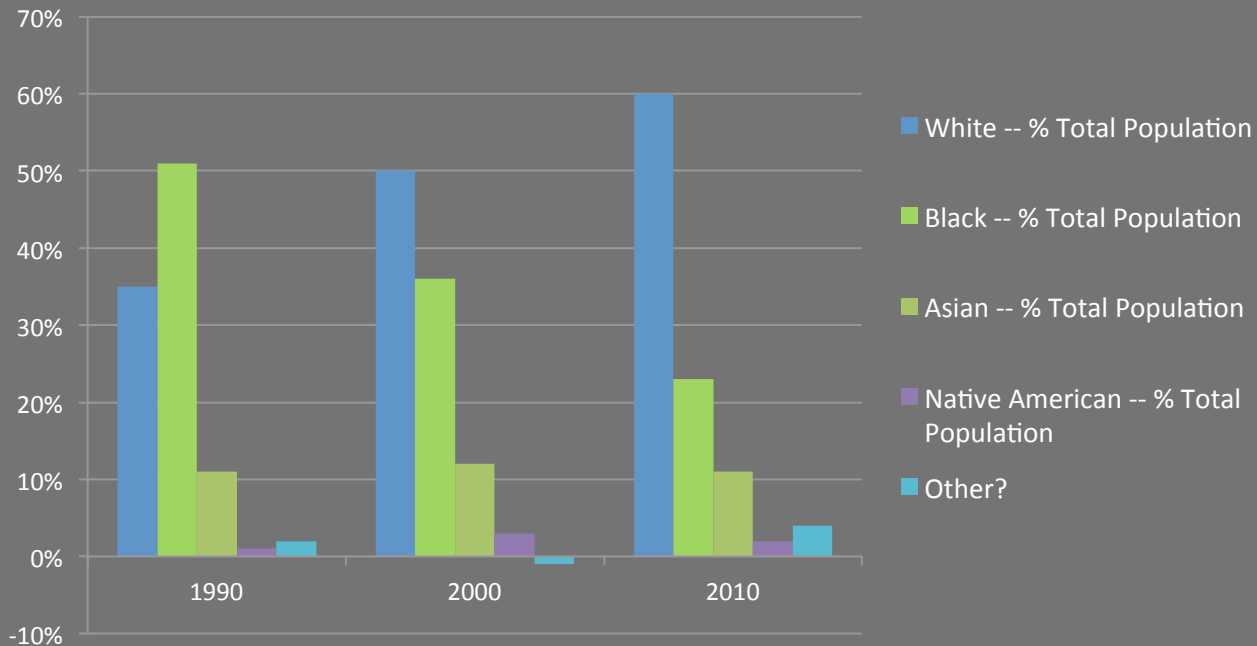
Displacement in Seattle

1990 - 2010



Seattle's Central District change from 1990 to 2010

Central District, Seattle Demographic Change	1990	2000	2010
White -- % Total Population	35%	50%	60%
Black -- % Total Population	51%	36%	23%
Asian -- % Total Population	11%	12%	11%
Native American -- % Total Population	1%	3%	2%





Race and Social Justice Initiative

What it is: The Race and Social Justice Initiative envisions a city where racial disparities have been eliminated and racial equity achieved. The mission of the Race and Social Justice Initiative is to end institutionalized racism in City government and to promote multiculturalism and full participation by all its residents, and to partner with the community and other institutions to create racial equity

- ✧ Partners: Initiated by Mayor Nickels (2005), supported by Council
 - All City staff
 - Change Teams: RSJI leadership in each department
 - Core Team: Citywide RSJI leadership
 - King County
 - Community
- ✧ Tools:
 - Mandatory trainings for all staff
 - RSJI Budget & Policy Filter
 - RSJI Tool Kit
 - Inclusive Outreach and Public Engagement

Rewards

- ✧ A shared vision & goals toward an equitable city
- ✧ Common framework, language, tools, collective impact
- ✧ Shared leadership, increased sustainability

Plan for

- ✧ Race is a “hot” topic, needs time for buy-in
- ✧ Leadership must be courageous, creative and committed

Collective Impact:

“Large-scale social change requires broad cross-sector coordination, yet we remain focused on isolated intervention of individual organizations.”

John Kania & Mark Kramer

Systemic, Upstream Change:

Change institutions and structural interactions to eliminate imbedded racial inequity

Change policies and programs to contribute to community conditions that support equity

Change individual behaviors/ treat problems resulting from outcomes of racial inequity



Planning Outreach & Engagement Liaisons

What it is: Outreach and engagement conducted in a culturally-specific manner allowing comfort and familiarity while navigating the city's processes. Its goal is for historically under-represented communities to be fully engaged in policy making decision and able to make decisions that shaper their futures. A fully engaged populace.

✧ Partners:

- POELs are expert "bridge-builders" who are members of their cultural community, fluent in their respective languages, and are bi-cultural and bi-lingual. They are consultants who are compensated for their work. This arrangement creates a high level of neutrality and trust for the POELs as they work with community members.

✧ Tools:

- Very clear communications, including key documents
- Simultaneous interpretation equipment
- Innovative mechanisms such as electronic polling , engaging mapping exercises, etc

Rewards

- ✧ A diversity of voices and interests at the table
- ✧ Communities eager to partner
- ✧ Policies and decisions that reflect a broad spectrum of interests

Plan for

- ✧ Reaction to the shift in power dynamics
- ✧ Cost in resources and time
- ✧ Leadership must be fearless, creative, consensus building and committed



Community Development Equity Toolkit

- Community Engagement and Capacity
- Community Fabric
 - Maintain or increase economic and cultural diversity and support cross-cultural integration of community
 - Minimize displacement, maximize inclusion
 - Promote land uses that benefit the neighborhood
 - Encourage a built environment that serves the diverse needs of the neighborhood
- Housing
- Economic Vitality
- Public Safety
- Parks, Open Spaces and Community Facilities
- Cultural Resources
- Transportation
- Sustainable Infrastructure, Health, Open Space, Environment

Healthy Living Assessment

Framework ... Indicators ... Questionnaire ... Asset Map



Percent of residential area within ½ mile of a supermarket/grocery store that accepts EBT (food stamps) and WIC

Rationale: Having a supermarket within ½ mile of one's home is associated with lower rates of obesity and overweight

Benchmark/Established Standards: All residents have a supermarket or other healthy food store within ½ mile





Invest in Community Anchors

What it is: Those things that are essential to a strong and healthy community, and that may provide an anchor in the face of displacement pressures.

- ✧ Strong business districts that provide culturally specific good and services for its diverse community
- ✧ Housing that meets financial and family size needs of the community
- ✧ Places of community gathering, where people can come together, to problem solve, to celebrate, to reinforce cultural identity.

Community Cornerstones

a HUD Challenge Grant Project

Multi-pronged effort that addresses key community priorities raised during neighborhood planning in Southeast Seattle

- ✧ Strengthen the multicultural business district at Othello
- ✧ Create the leadership and groundwork for a multicultural community center
- ✧ Create affordable family sized housing

Partners

- ✧ HUD Sustainable Communities Initiative
- ✧ Business owners and residents at the Othello neighborhood
- ✧ Non-profit and for profit housing developers
- ✧ Leadership of the immigrant and refugee communities

Rewards

- ✧ Anti-displacement
- ✧ Shift in the power dynamic

Beware:

- ✧ Time and resources needed

Rainier Beach Innovation Zone

INVEST IN COMMUNITY STABILITY & ECONOMIC MOBILITY:

- A new model of transit oriented development that prioritizes employment, education and entrepreneurship.



Seattle's Comprehensive Plan

Making Race and Social Equity the Overarching Core Value of the Plan

What it is:

- ✧ Defining race and social equity; and equitable development
- ✧ Incorporating race and social justice in the vision and in the goals and policies of each element
- ✧ Incorporating an equity analysis of the growth strategies
- ✧ Equity metrics that will be analyzed and reported on annually

A vision for our future

Race and Social Equity:

- We will have achieved race and social equity when all who are experiencing poverty, communities of color, and historically marginalized communities can attain those resources and opportunities that improve their quality of life and enable them to reach their full potential.
- It is our shared responsibility to address the history of inequities in the systems we work in and their on-going impacts in our communities.
- Together we will leverage our collective resources to create communities of opportunity for everyone, regardless of race or means.

Equitable Development:

- Public and private investments in neighborhoods to meet the needs of those affected by poverty, communities of color, and historically marginalized communities,
- taking into account past history and current conditions,
- so that future outcomes are equitably distributed,
- both for the people currently living and working there, as well as for new people moving in.



And all communities determine their own futures