

Equity In Action: Evaluating Community Baseline Conditions

June 22, 2021



www.scag.ca.gov



Meeting Logistics



- Meeting length: 1.5 hours.
- This meeting is being recorded.
- All participant lines will be muted.
- If you have a question during the presentation, please type it into the chat box or press the "raise hand" function.
- We will log all questions and try to get to as many as we can during opportunities for Q&A.
- A recording of this webinar, the PowerPoint slides, and additional resources will be available on the SCAG website. We will send a link to everyone who has registered after the event.

Agenda

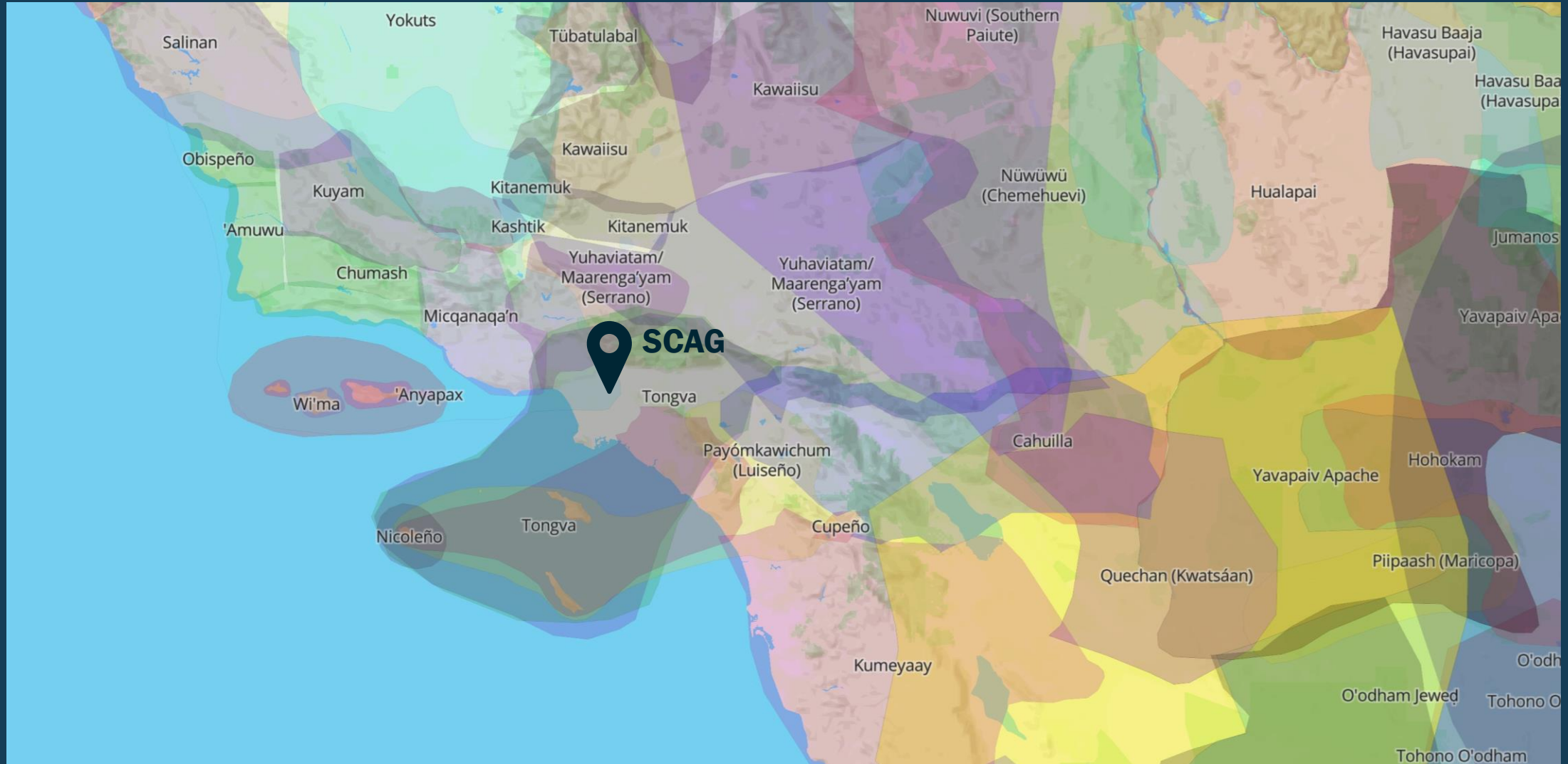


1. SCAG's Equity Efforts
2. Why evaluate Racial Equity Baseline Conditions?
3. The Process to Develop a Community Baseline
 - Center Community
 - Develop your Vision
 - Define Indicators
 - Analyze the Data
 - Communicate + Disseminate
4. Next Steps
5. Discussion [Breakout rooms]
6. Potential Opportunity: SCP Call 4
7. Q&A

You will leave this workshop learning more about how to...

- Measure and compile data on existing inequities and disparities in your community.
- Monitor and evaluate equity outcomes.
- Use data to mitigate or reverse key equity gaps that limit access to resources.
- Leverage resources to develop your community's own Racial Equity Baseline Conditions report!

Land Acknowledgement



We want to know...

Who is in the room?

Fill out the poll on
your screen!



SCAG's Equity Efforts

SCAG's Commitment to Equity & Social Justice



- July 2020 – SCAG Board adopted resolution
- Established the Special Committee on Equity & Social Justice
- Focused on:
 - Developing SCAG's response to advancing equity throughout the agency's activities
 - Advising SCAG's Regional Council on policies and practices to advance its resolved intentions



Defining Racial Equity

“As central to SCAG’s work, **racial equity** describes the actions, policies, and practices that eliminate bias and barriers that have historically and systemically marginalized communities of color, to ensure all people can be healthy, prosperous, and participate fully in civic life.”

Researching & Understanding Our Baseline Conditions

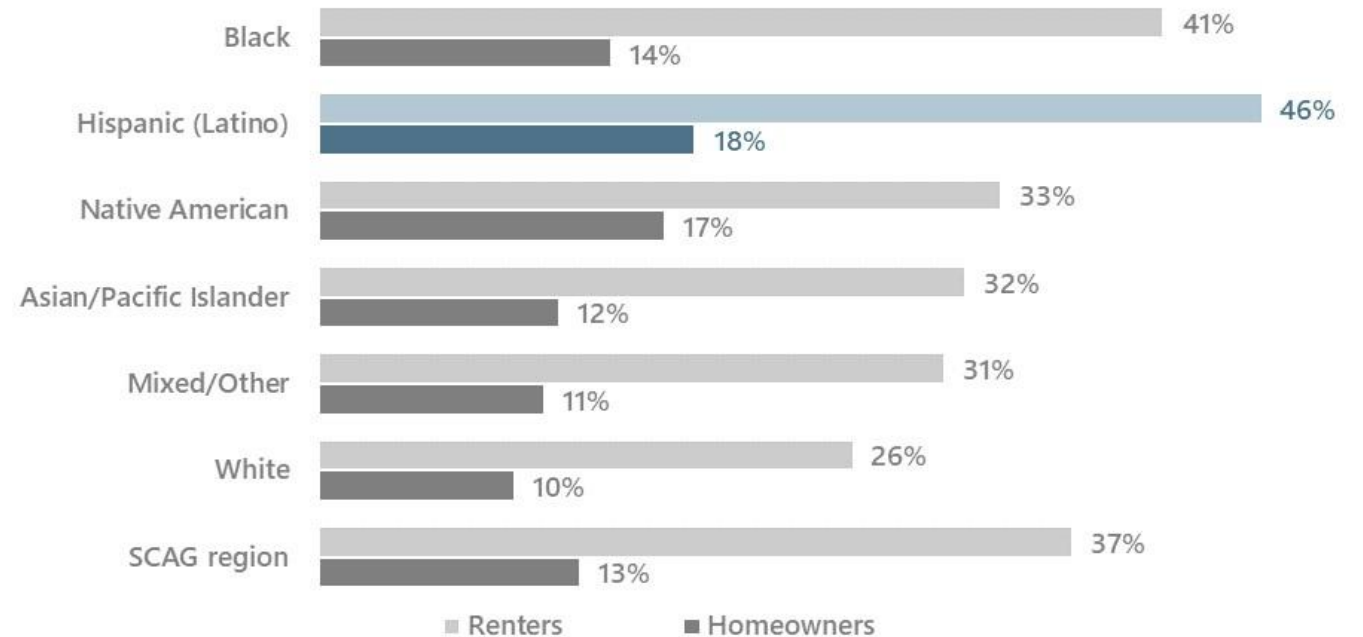
- Analysis of existing disparities and inequities
- Indicators across four main categories aligned with Connect SoCal:
 1. Economic Vitality
 2. Healthy and Complete Communities
 3. Mobility
 4. Environment
- Informed Racial Equity Early Action Plan




Sample Findings



Hispanic (Latino) households are the most likely to be burdened by housing when renting or owning a home as compared to other racial/ethnic groups.



A scenic view of a valley with rolling hills and a city skyline in the distance under a clear blue sky. The foreground shows some dry, yellowish vegetation. The text is overlaid on a dark blue circular shape on the left side of the image.

**A Baseline
Conditions for
Your Jurisdiction:
How can it work for
you?**

Where are you in your
equity process?

Fill out the poll on
your screen!

Why measure Racial Equity Baseline Conditions?



Understand **the barriers** for various communities in being able to thrive



Track **changes** in these barriers in your community over time



Better understand **the impacts of race** on outcomes



Support **better outcomes** for your entire community

Case Study: Oakland's Equity Indicators



Oakland

Equity Indicators



MEASURING CHANGE TOWARD

GREATER EQUITY IN OAKLAND

- Develop a baseline quantitative framework that can be used by City staff and community members to better understand the impacts of race and measure inequities
- Data-driven decision making on programs and services
- Monitor progress, setbacks or areas of improvement

Assess Where Your Jurisdiction is at:

- ✓ Why do you want to measure inequities and disparities in your community? How do you hope to use the completed Baseline Conditions report?
- ✓ What existing partners do you have on board? Who's missing?
- ✓ What local data sources exist in your community? How can you access this information?
- ✓ What are potential challenges or roadblocks? How can you proactively mitigate these?
- ✓ What is your timeline? How will you embed community engagement and opportunities for feedback into this timeline?

How to Evaluate Your Community's Baseline Conditions



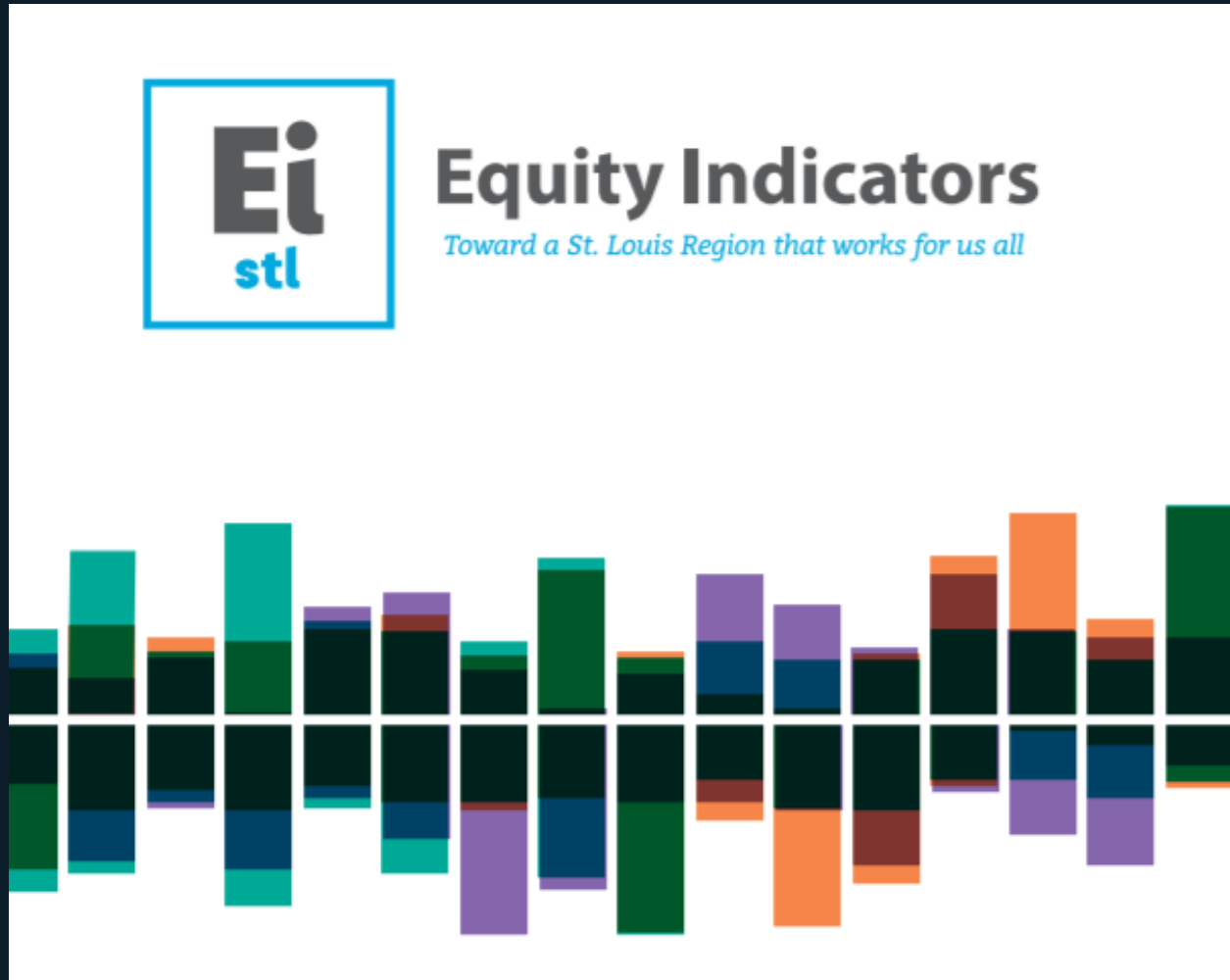
ONGOING

Center Community

How will the community be meaningfully involved?



Case Study: St. Louis Region's Equity Indicators



- Draft framework was created with potential topics and indicators
- Feedback was solicited from various stakeholders: community members, advocacy groups, government agency, city leadership
- Community workshops were held to explore the barriers of the inequities identified

How to Begin to Center Community: Who?



- Who has historically **been left out** of important planning conversations and how will you bring them into the conversation?
- How can you partner with and build on **existing assets and resources** in different communities?
- What **existing relationships and partners** do you already have?
- How can this process be used to **foster even deeper relationships** to the communities impacted by inequity?

Equitable Outreach

Per the State Governor's Office of Planning and Research, the following factors should be considered to ensure **equitable outreach**:

Literacy Level

Socioeconomic Status

Language

Age

Local History

Cultural Norms

What are the Methods of Engagement?

How will the community be meaningfully involved in the development of your Baseline Conditions report?

- How have communities been engaged in the past?
- Are there opportunities to expand engagement?
- **Who** does this involve?
- **When** are they involved?
- **What** does that look like?

IAP2 Spectrum of Public Participation



	Insert	Consult	Involve	Collaborate	Empower
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns, and provide feedback on how public input influenced the decision	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible	We will implement what you decide.

CENTER COMMUNITY

STEP
1

Develop your vision

What does an equitable community mean to you?

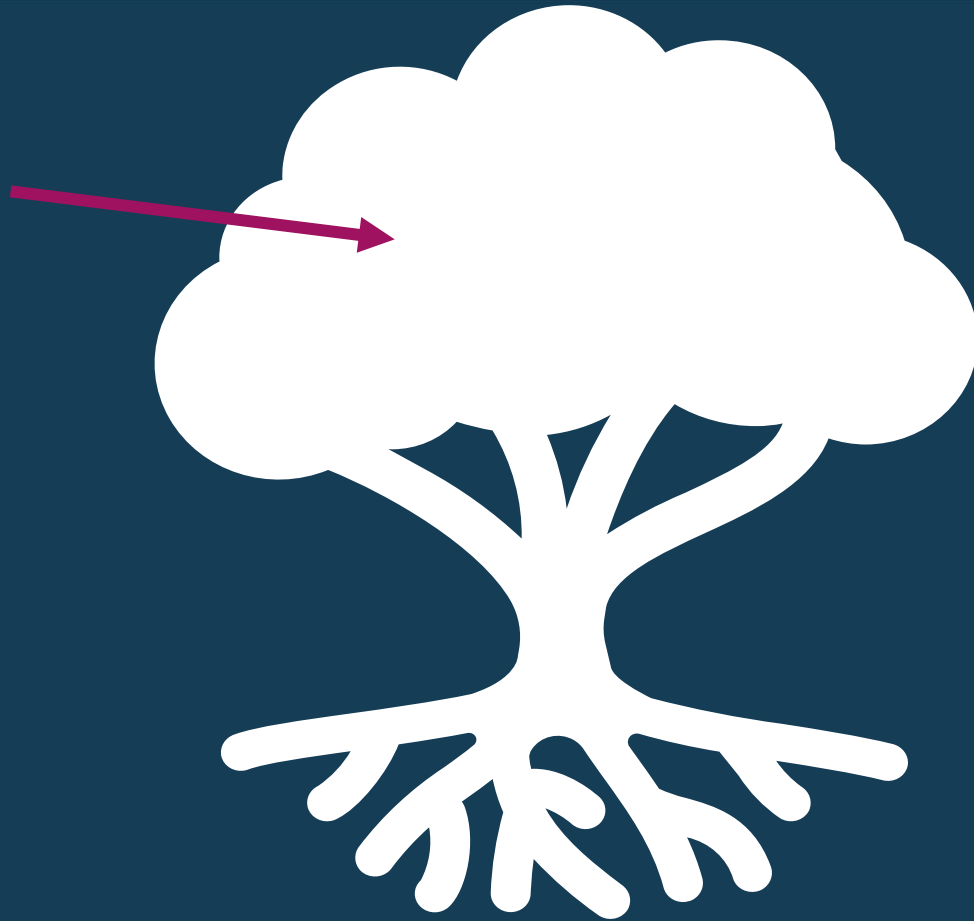


*What would your
community look like if
everyone was thriving?*

Take a moment, take a breath, and imagine.

*You can draw it, write it, talk it out, grab
the toys close to you on your desk– think it
through in the way that works best for you.*

*Overarching Vision
for Your Community*



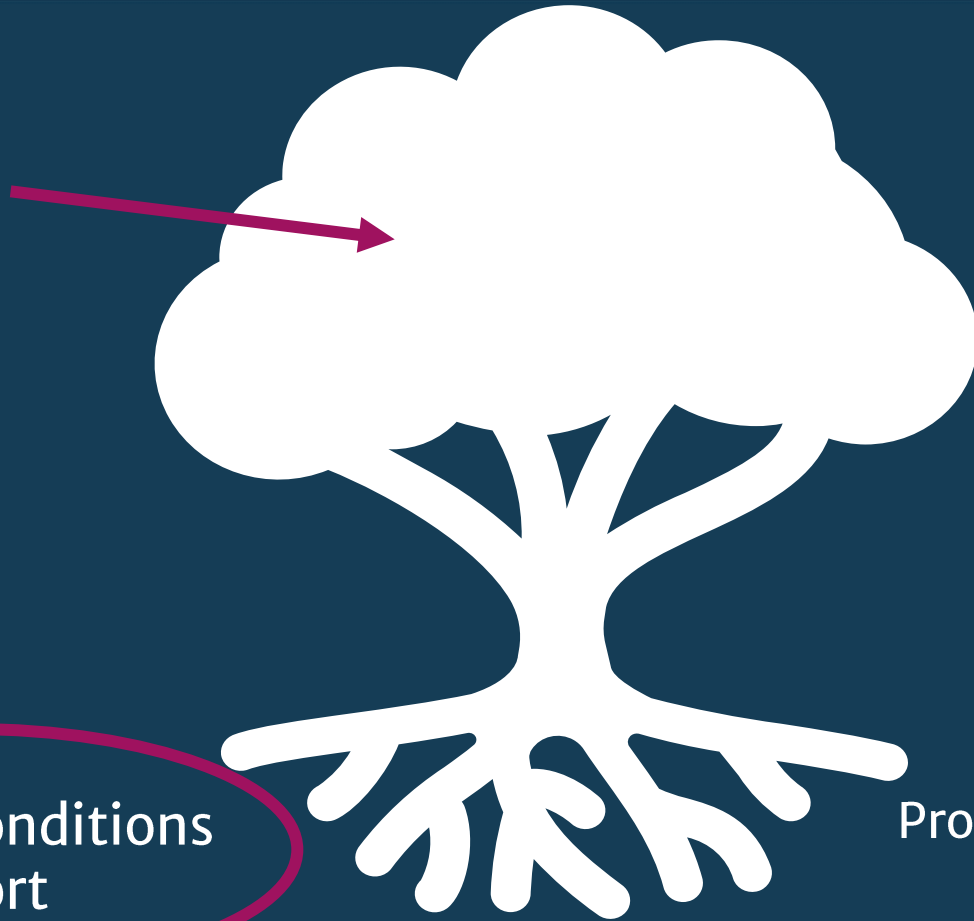
What Could a Vision Look Like?

“Race and ethnicity alone do not determine social and economic outcomes for those who live and work in Long Beach.”

Long Beach, California

Develop Vision and Goals

*Overarching Vision
for Your Community*



*Roots to buffer
the vision*

Baseline Conditions
Report

Programs & Funding

Roadmap for Racial Equity

STEP
2

Define indicators

What should we measure?



Where could you obtain the data
to develop your racial equity
baseline conditions?

**Fill out the poll on
your screen!**

What is an Indicator?



*An **equity indicator** is a large-scale measure that focus and hold your efforts accountable to population-level systems change over time; these are disaggregated by race/ethnicity*

Examples include...

Poverty Rate, Unemployment rate, Chronic Disease rates, Severe Housing Cost Burden for Renters, Pollution Burden, Educational Attainment

Selecting Indicators to Support Your Vision

VISION

Equity across race in housing

INDICATORS

- Homeownership
- Housing burden
- Overcrowding

VISION

Equity across race in employment or living wages

INDICATORS

- Household income
- Unemployment rates
- Business ownership

VISION

Equity across race in transportation

INDICATORS

- Commute time
- Vehicle ownership
- Access to transit

SCAG's Initial Equity Indicators



Economic Vitality

Economic Vitality

- \$15 / Hour
- Median Hourly Wage
- Poverty
- Working Poor
- Unemployment

Connectedness

- High Poverty Neighborhoods

Healthy & Complete Communities

Affordability

- Home Ownership
- Housing Burden

Housing Quality

- Kitchen Facilities
- Overcrowding

Essential Services

- Plumbing Facilities
- Broadband Access

Public Health

- Health Insurance
- SNAP
- Life Expectancy

Household

- Median Household Income

Mobility

Accessibility

- Access to Employment
- Access to Open Space & Parks
- Commute Time
- Households without a vehicle
- Transportation System Share

Safety

- Pedestrian- & Bicyclist-Involved Collisions

Environment

Climate Vulnerability

- Flood Hazard areas
- Wildfire risk

Environmental

Health

- CalEnviroScreen3.0

Public Health

- Air pollution index



How can we get this data?

- Trusted data source with sound methodology
- Accessible data



How can it be disaggregated by race and ethnicity?

- Disaggregation to the appropriate geographic and sociodemographic resolutions
- Connection & alignment to your goals/policies



With what regularity can the data be produced?

- Regular and rigorous data collection design
- Consistently available data over time

Potential Data Sources

- **FEDERAL** – U.S. Census, American Community Survey, Integrated Public Use Microdata Series (IPUMS USA), My Tribal Area, U.S. Bureau of Labor Statistics
- **STATE OF CALIFORNIA** – State of California Department of Education, California Department of Finance, California Fair Housing Task Force, California Department of Justice, Healthy Places Index, CalEnviroScreen 4.0
- **REGION** – SCAG’s Regional Data Platform, SCAG Open Data Portal, Racial Equity Baseline Conditions Report
- **LOCAL** – Local Profiles, SCAG Local Housing Data, Health Departments
- **OTHER** – National Equity Atlas, University partners, UC Berkeley Urban Displacement Project
- And **many more!**

DEFINE INDICATORS

Who is present in your community?

- **Avoid broad generalizations and labels** – Race/Ethnicity is part of one's identity.
- **Remain open** to discussions with others of diverse backgrounds about what language on race/ethnicity is most appropriate, accurate, and fair
- Omitting a community group **can leave people isolated and left out**
For example, if your community is 70% Asian, break this down further. Do you have a large Japanese community or Filipino? Disaggregate this group to use more specific titles.

What does SCAG do?

Race/Ethnicity:

- Black
- Hispanic (Latino)
- Native American
- Asian
- Mixed or Other
- white

White is always written as lower case – white – unless starting a sentence or figure.

Looking for guidance?

Follow the [AP Stylebook](#) for detailed guidance.

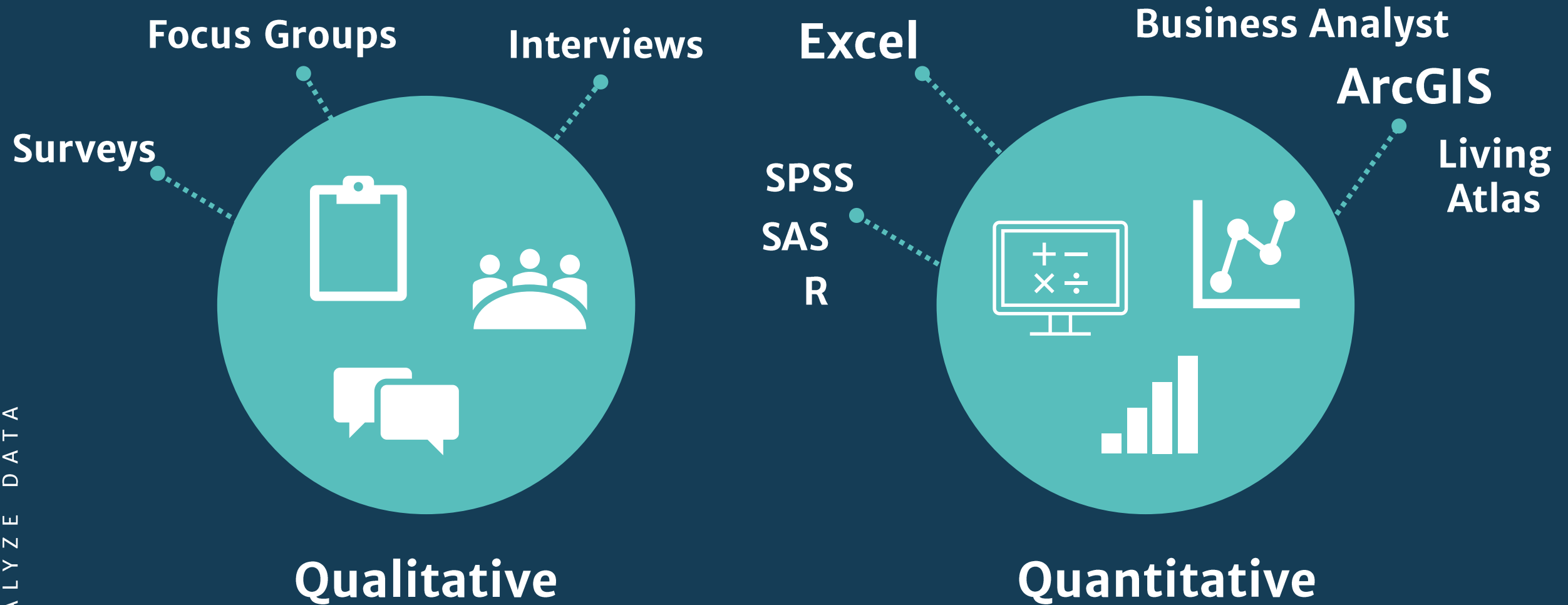
STEP
3

Analyze the data

What is the data telling us?



Types of Data Analysis

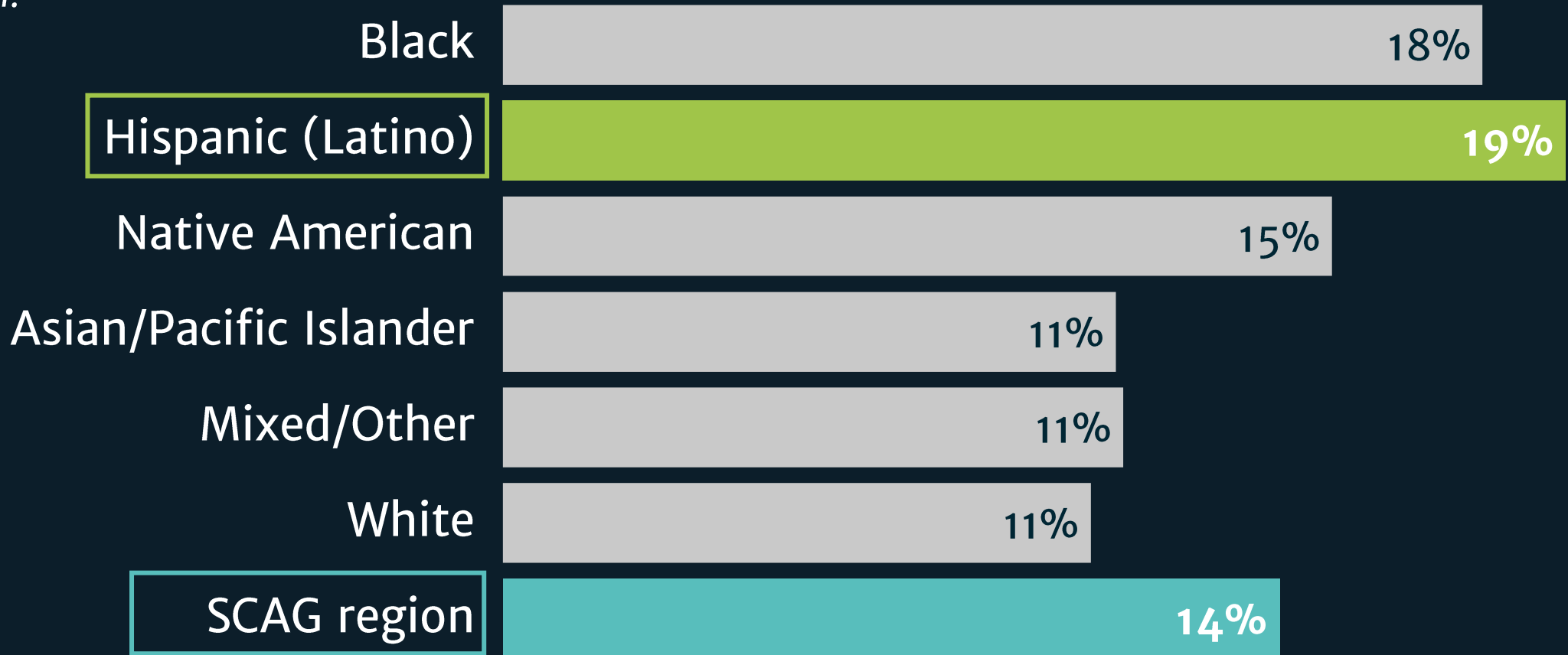


Today's Tutorial: Broadband Access



The digital divide.

Percentage of population without access to broadband (high-speed internet) in the SCAG region.



Today's Tutorial: IPUMS USA

<https://usa.ipums.org/usa/>

usa.ipums.org/usa/

LOG IN | REGISTER | IPUMS.ORG



HOME | SELECT DATA | MY DATA | SUPPORT



IPUMS USA

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DATA

BROWSE AND SELECT DATA
ANALYZE DATA ONLINE
IPUMS ABACUS
DOWNLOAD OR REVISE MY DATA

SUPPLEMENTAL DATA

GEOGRAPHY & GIS
LINKED CENSUS DATA
1850-1860 SLAVE SAMPLES
1790-1840 FULL COUNT DATA
FEDERAL STATISTICAL RDC

DOCUMENTATION

USER GUIDE

U.S. CENSUS DATA FOR SOCIAL, ECONOMIC, AND HEALTH RESEARCH

IPUMS USA collects, preserves and harmonizes U.S. census microdata and provides easy access to this data with enhanced documentation. Data includes decennial censuses from 1790 to 2010 and American Community Surveys (ACS) from 2000 to the present.

USE IT FOR GOOD -- NEVER FOR EVIL

CREATE YOUR CUSTOM DATA SET

Get Data

ONLINE TOOL FOR ANALYSIS

Analyze Data Online



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IPUMS USA

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WHAT IS IPUMS?
IPUMS provides census and survey data from around the world integrated across time and space. IPUMS integration and documentation makes it easy to study change, conduct comparative research, merge information across data types, and analyze individuals within family and community context. Data and services available free of charge.

IPUMS USA
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SAMPLE DESCRIPTIONS
QUESTIONNAIRES
PUBLISHED CENSUS VOLUMES
COMPLETE COUNT DATA
REVISION HISTORY

SUPPORT
FAQ

ANALYZE DATA



Five Guiding Principles of a Racial Equity Perspective

1. Examine your **own background and biases**.
2. Make a commitment to **dig deeper** into the data.
3. **Recognize the impact** the research process itself has on communities and **acknowledge your role** in ensuring that research benefits communities.
4. **Engage communities** as partners in research.
5. Guard against the implied or **explicit assumption that white is the default** position.

STEP
4

Communicate + Disseminate

How can we share our findings?



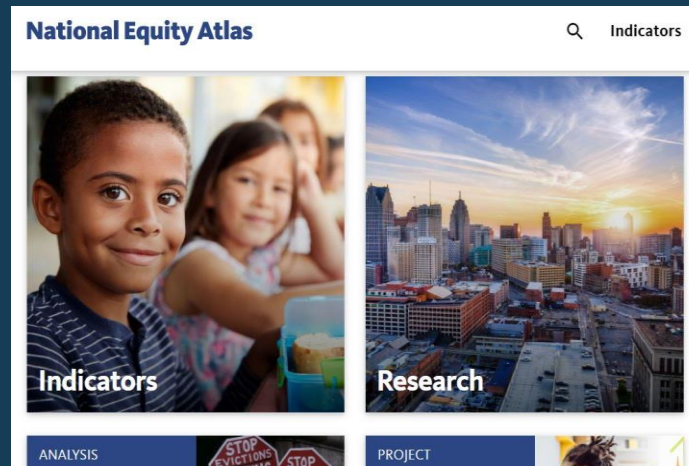
How to Communicate Your Findings



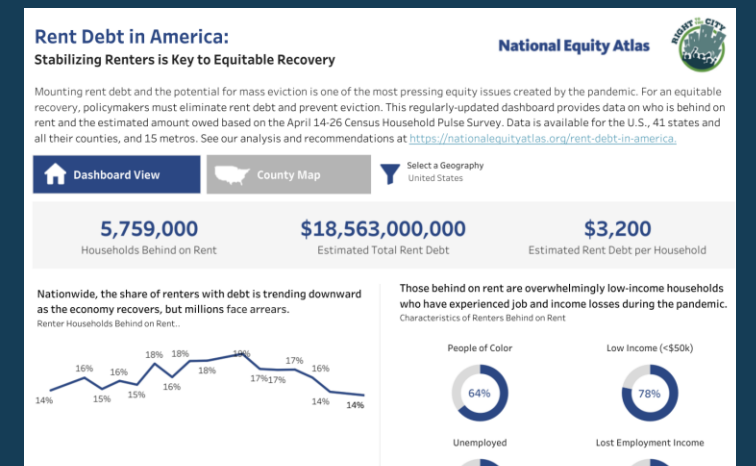
Mapping



ArcGIS Story Map



Equity Dashboard



Fact Sheets

It's more than talk,
you need to **ACT** too.



AFFIRM



COUNTER



TRANSFORM

Racial Equity Early Action Plan

“As central to SCAG’s work, racial equity describes the actions, policies, and practices that eliminate bias and barriers that have historically and systemically marginalized communities of color, to ensure all people can be healthy, prosperous, and participate fully in civic life.”

COMMUNICATE & DISSEMINATE

EQUITY INDICATORS



Economic Vitality



Healthy & Complete Communities



Mobility



Environment

GOALS & STRATEGIES

Shift Organizational Culture



Center Racial Equity in Regional Planning & Policy



Encourage Racial Equity in Local Planning Practices



Activate & Amplify



Listen & Learn



Engage & Co-Power



Integrate & Institutionalize

What's Next?



Build Bridges

Build & strengthen relationships with community-based organizations and residents



Join Peers

Connect with other jurisdictions through groups like GARE, the Government Alliance for Race and Equity



Move Forward

Develop a Plan on moving forward and how to integrate the information from your Baseline Conditions (e.g. an **Equity Action Plan**)



Direct Resources

Apply for funding to address existing disparities & inequities between groups

BREAK OUT DISCUSSION

Baseline Conditions in your Community



1. What might you hope to use the findings of the Baseline Conditions for?
2. What is your jurisdictions' relationship to the communities impacted by your work?
3. What is a potential goal you have for the Baseline Conditions report?



2020-2021

Sustainable Communities Program

CALL FOR APPLICATIONS



Call for Applications #4: Civic Engagement, Equity & Environmental Justice

SCAG Toolbox Tuesday
June 22, 2021



Since 2005, the Southern California Association of Governments (SCAG) has provided resources and direct technical assistance to local jurisdictions via the Sustainable Communities Program (SCP).

The 2020/21 SCP provided local jurisdictions with three opportunities to access funding and resources to meet the needs of their communities, address recovery and resiliency strategies considering COVID-19, and support regional goals.

SCAG will release a fourth Call for Applications for programs and projects centered on **Civic Engagement, Equity & Environmental Justice** in Fall 2021.

Sustainable Communities Program Goals

- Provide needed planning resources
- Promote, address and ensure equity
- Encourage strategies to reduce VMT and GHG emissions
- Implement strategies in Connect SoCal
- Support Connect SoCal Key Connections
- Support regional resiliency
- Increase funding to the region

SCP Call 4 Goals + Objectives

Goals

- Center and prioritize racial and social equity
- Address the pervasive and deep inequities experienced in historically disinvested communities
- Include a wide range of eligible activities
- Support the development of plans to close the gap of racial inequities
- Support the goals in SCAG's Equity Early Action Plan, Connect SoCal, SCAG's Public Participation Plan

Objectives

- Focus support in SCAG's Communities of Concern and SB 535 Disadvantaged Communities
- Support local planning efforts focused on eliminating barriers to civic engagement
- Build community capacity, trust, and sustainable relationships with stakeholders
- Prioritize community identified and implemented projects

Eligible Project Types

Civic Engagement Programmatic Areas:



Arts, Culture & Design



Safety & Community



Local Campaigns &
Organizing



Parks, Green, Open, and
Public Space



Climate Action & Resilience



Community Healing &
Repair

Eligible Project Types

Equity & Environmental Justice Programmatic Areas:



AB 617
Implementation



Resilient
Communities



SB1000 EJ
Elements/Policies



Connected
Communities

SCP Call 4 Timeline*



*subject to change upon feedback

Listening Sessions

Tuesday, July 13th
11:30am – 1:00pm

Thursday, July 15th
5:00pm – 6:30pm

Interested? Please RSVP!

Have questions? Please contact Anita Au, Senior Regional Planner

au@scag.ca.gov

(213) 236-1874

What toolboxes or additional resources could be helpful for you?

Fill out the poll on your screen!

Thank you!

Questions?

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Amy Zhou
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www.scag.ca.gov



Additional Resources

- [Oakland Race and Equity Baseline Conditions Report](#)
- [Bay Area Equity Atlas](#)
- [City of Long Beach Equity Profile](#)
- [Orange County Equity Profile](#)
- [Los Angeles County Equity Profile](#)
- [National Equity Atlas](#)
 - [National Equity Atlas Local Data Tools](#)
- [California Immigrant Data Portal](#)
- [Government Alliance on Racial & Equity Alliance Getting to Results](#)
- [GARE Advancing Racial Equity and Transforming Government: A Resource Guide](#)
- [Institute for State and Local Governance \(ISLG\) Equity Indicators](#)