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
Regional Baseline Conditions

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.

- Black: 41%
- Hispanic (Latino): 46%
- Native American: 33%
- Asian/Pacific Islander: 32%
- Mixed/Other: 31%
- White: 26%
- SCAG region: 37%

RACIAL EQUITY: BASELINE CONDITIONS REPORT
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

- 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

1. Establish vision
2. Define indicators
3. Analyze data
4. Communicate & Disseminate
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?
Per the State Governor’s Office of Planning and Research, the following factors should be considered to ensure equitable outreach:
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

<table>
<thead>
<tr>
<th>Public Participation Goal</th>
<th>Insert</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promise to the Public</strong></td>
<td>We will keep you informed.</td>
<td>We will keep you informed, listen to and acknowledge concerns, and aspirations and provide feedback on how public input influenced the decision.</td>
<td>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.</td>
<td>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.</td>
<td>To place final decision-making in the hands of the public.</td>
</tr>
</tbody>
</table>
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.
Develop Vision and Goals

Overarching Vision for Your Community
“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
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**
  - Homeownership
  - Housing burden
  - Overcrowding

**VISION**
- **Equity across race in employment or living wages**
  - Household income
  - Unemployment rates
  - Business ownership

**VISION**
- **Equity across race in transportation**
  - Commute time
  - Vehicle ownership
  - Access to transit

*Adapted from the Government Alliance on Race and Equity Racial Equity Scorecard*
### SCAG’s Initial Equity Indicators

<table>
<thead>
<tr>
<th>Economic Vitality</th>
<th>Healthy &amp; Complete Communities</th>
<th>Mobility</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Economic Vitality</strong></td>
<td><strong>Affordability</strong></td>
<td><strong>Accessibility</strong></td>
<td><strong>Climate Vulnerability</strong></td>
</tr>
<tr>
<td>• $15 / Hour</td>
<td>• Home Ownership</td>
<td>• Access to Employment</td>
<td>• Flood Hazard areas</td>
</tr>
<tr>
<td>• Median Hourly Wage</td>
<td>• Housing Burden</td>
<td>• Access to Open Space &amp; Parks</td>
<td>• Wildfire risk</td>
</tr>
<tr>
<td>• Poverty</td>
<td><strong>Housing Quality</strong></td>
<td>• Commute Time</td>
<td><strong>Environmental Health</strong></td>
</tr>
<tr>
<td>• Working Poor</td>
<td>• Kitchen Facilities</td>
<td>• Households without a vehicle</td>
<td>• CalEnviroScreen3.0</td>
</tr>
<tr>
<td>• Unemployment</td>
<td>• Overcrowding</td>
<td>• Transportation System Share</td>
<td><strong>Public Health</strong></td>
</tr>
<tr>
<td><strong>Connectedness</strong></td>
<td><strong>Essential Services</strong></td>
<td><strong>Safety</strong></td>
<td>• Air pollution index</td>
</tr>
<tr>
<td>• High Poverty Neighborhoods</td>
<td>• Plumbing Facilities</td>
<td>• Pedestrian- &amp; Bicyclist-Involved</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Broadband Access</td>
<td>Collisions</td>
<td></td>
</tr>
<tr>
<td><strong>Public Health</strong></td>
<td><strong>Public Health</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Health Insurance</td>
<td>• Health Insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• SNAP</td>
<td>• SNAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Life Expectancy</td>
<td>• Life Expectancy</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Household</strong></td>
<td><strong>Household</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Median Household Income</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Robust Data Requirements

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


- **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!
Be Cautious with Language

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.
Analyze the data

What is the data telling us?
Types of Data Analysis

Qualitative
- Surveys
- Focus Groups
- Interviews
- SPSS
- SAS
- R

Quantitative
- Excel
- ArcGIS
- Business Analyst
- Living Atlas
Today’s Tutorial: Broadband Access

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

- Black: 18%
- Hispanic (Latino): 19%
- Native American: 15%
- Asian/Pacific Islander: 11%
- Mixed/Other: 11%
- White: 11%
- SCAG region: 14%
Today’s Tutorial: IPUMS USA

https://usa.ipums.org/usa/

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
Today’s Tutorial: IPUMS USA

https://usa.ipums.org/usa/
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.
Communicate + Disseminate

How can we share our findings?
How to Communicate Your Findings

Mapping

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.”

**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
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?
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*

- **April–May 2021**: Initial Approach and Strategy
- **July 2021**: Listening Sessions
- **August 2021**: Draft Guidelines
- **September 2021**: Regional Council Approval and Call Opens
- **September 2021 – Winter 2022**: Application Development and Evaluation
- **Spring 2022**: Project Recommendations and Awards

*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?

Anikka Van Eyl
vaneyl@scag.ca.gov

Amy Zhou
zhoua@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