Equitable Development Increases Equity: How Process Leads to Product

JUSTICE & SUSTAINABILITY ASSOCIATES

February 2, 2022, 12:30 pm EST

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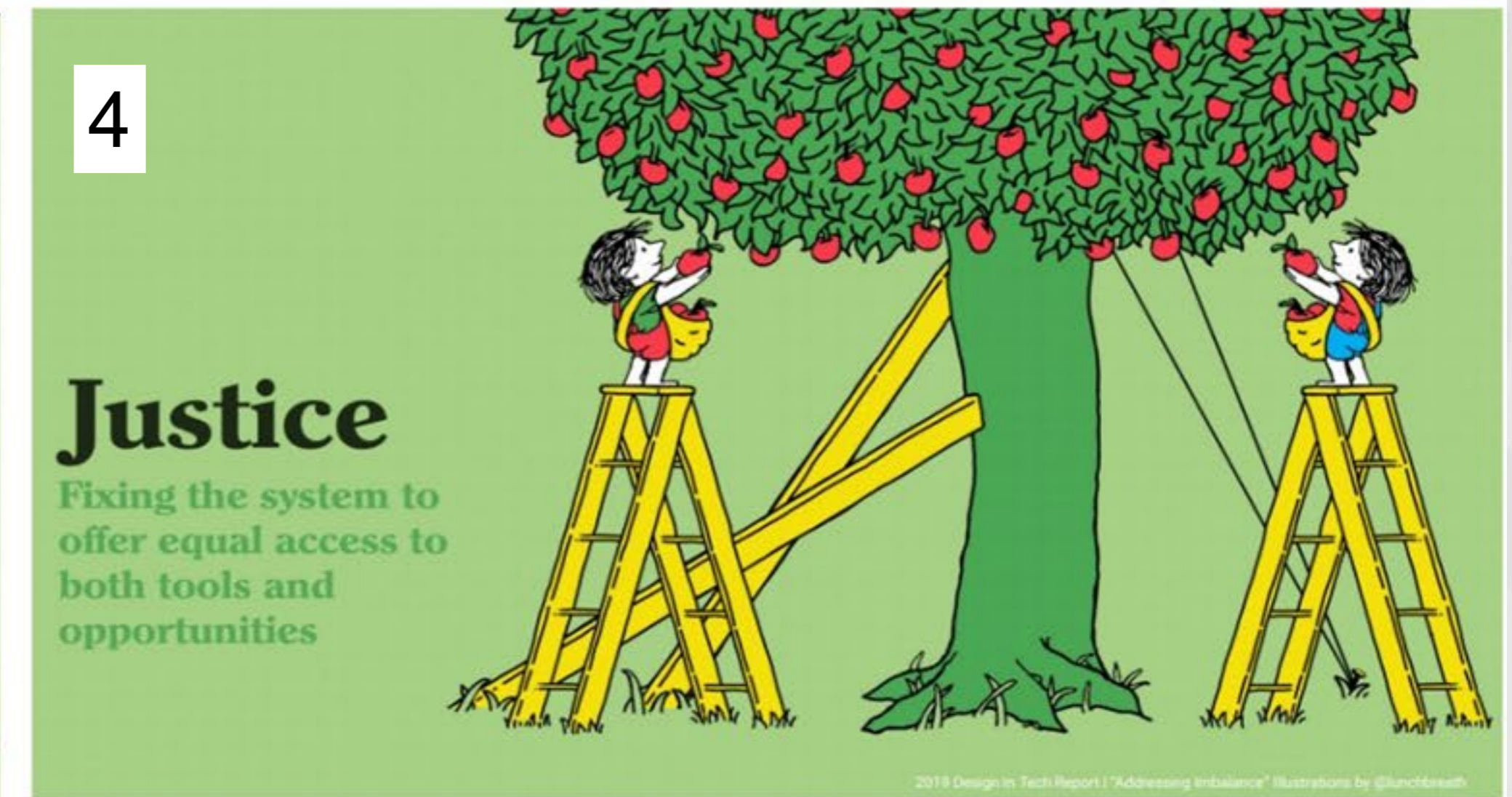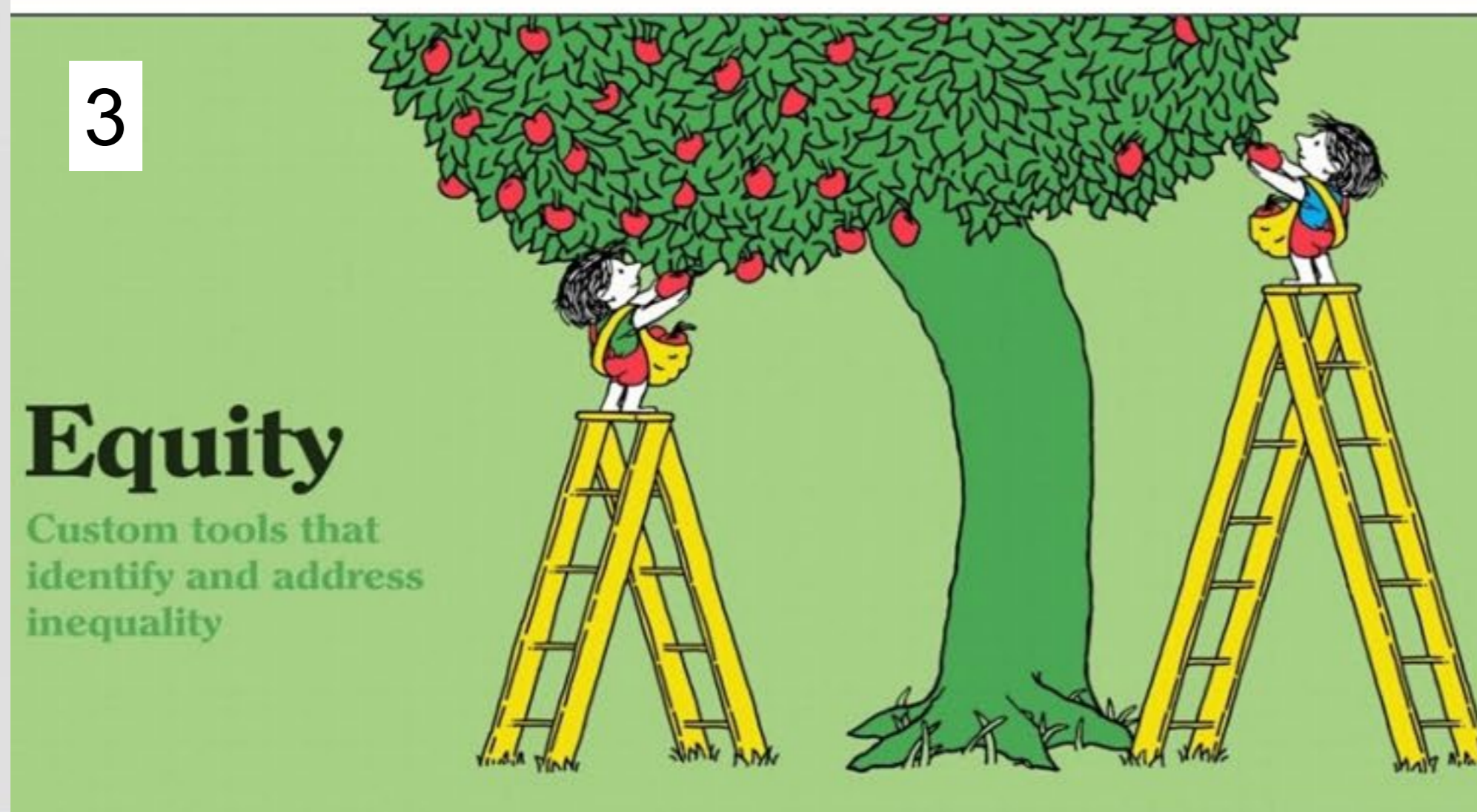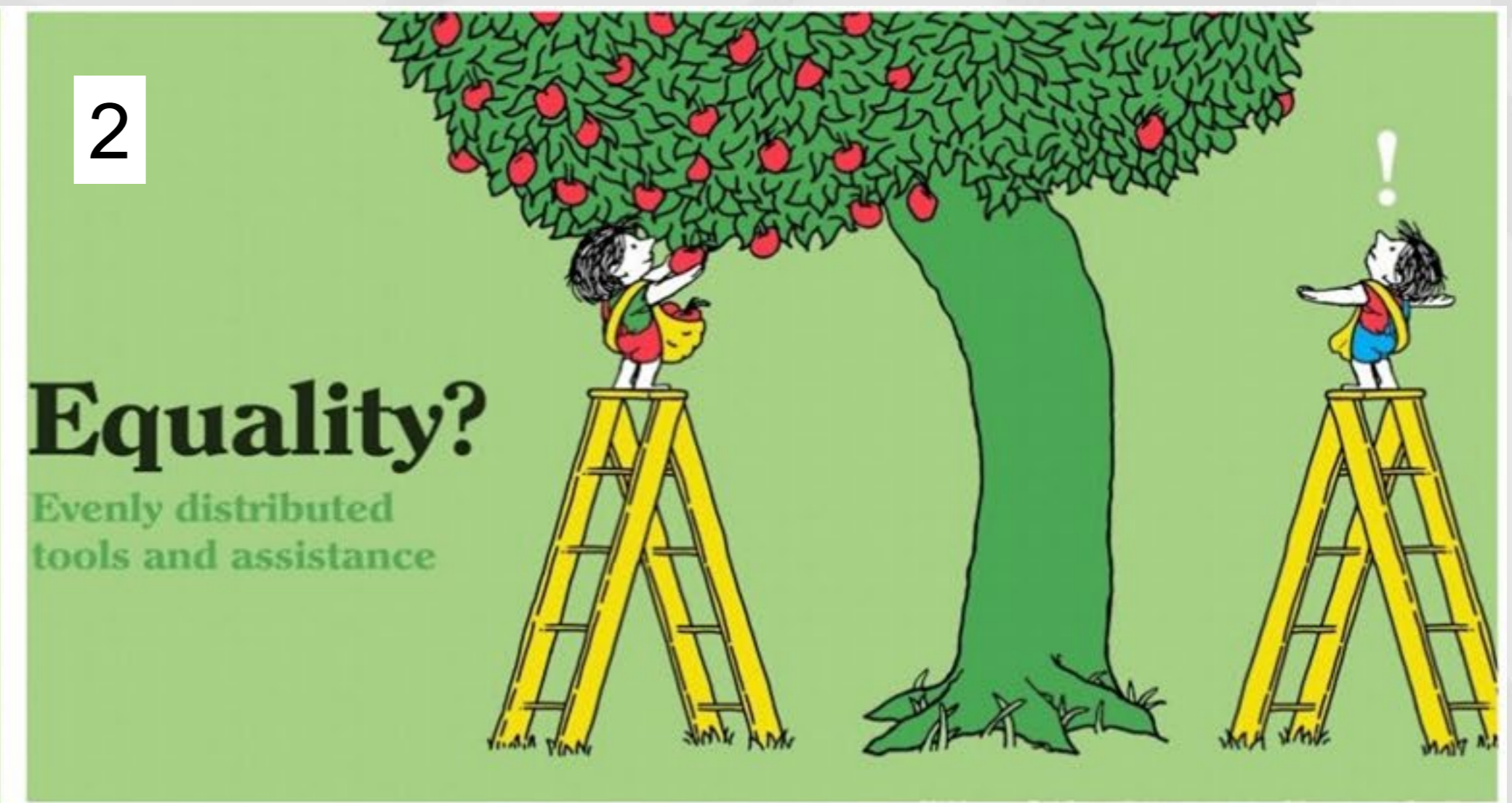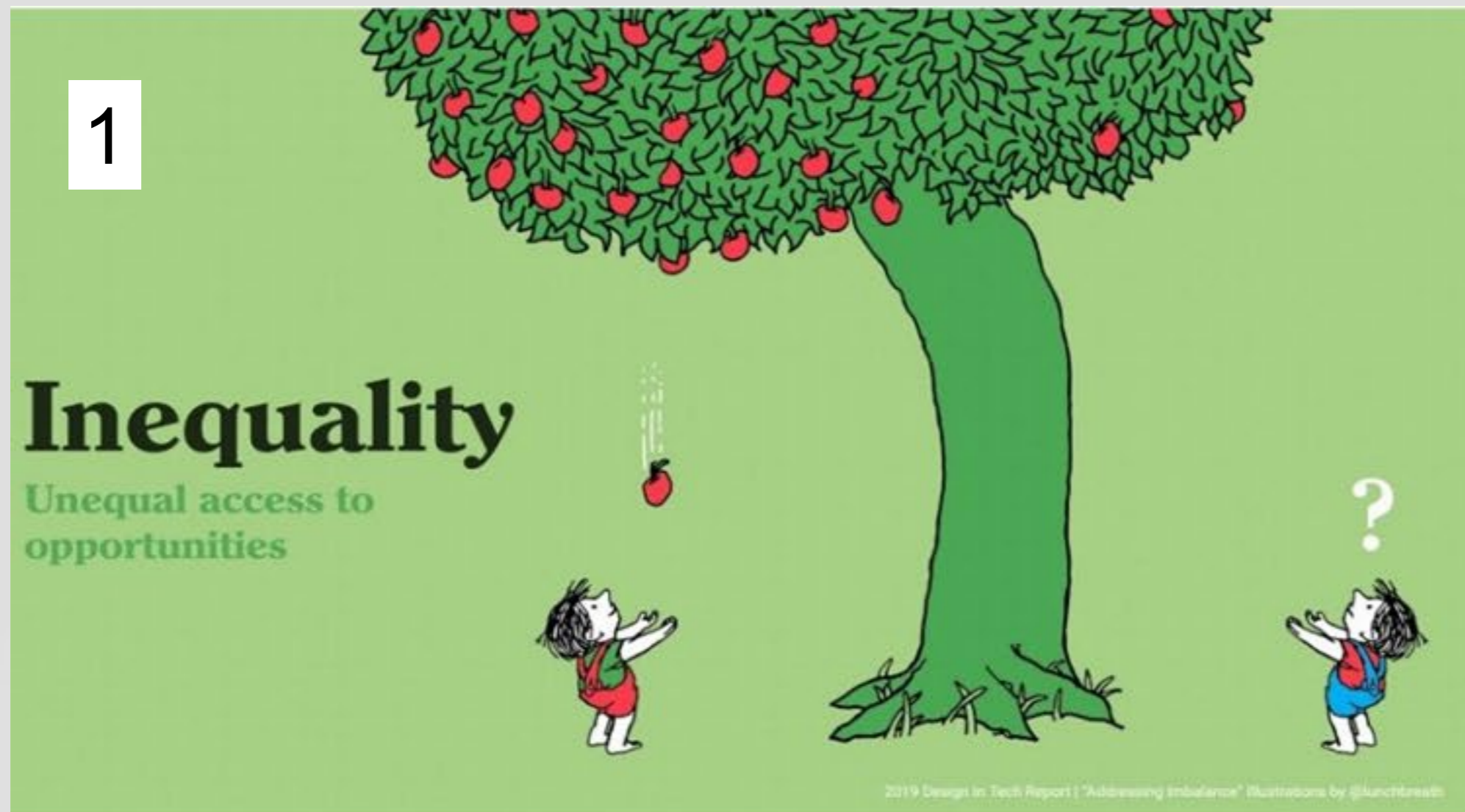# The Build Back Better Regional Coalition

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The Path to Equity is through Equitable Development

Realizing Equity

Definition of Terms

Equitable Development

An intentional investment in the physical and social development of cities and **communities to ensure that everyone, especially historically marginalized and at-risk communities, participates in and benefits from a region's economic transformation**

Inequitable Development

Development plans and practices that result in **only portions of a population benefiting from a region's economic transformations** through effects such as displacement or exclusion of vulnerable communities*

Definition from PolicyLink

Equity

As an **OUTCOME: Reduced disparities and more equitable quality of life outcomes** (e.g., living wage employment, affordable housing) through public and private investments, programs, and policies

As a **PROCESS - Inclusive engagement of all impacted stakeholders** and conflict resolution that accounts for past history and negative legacies of development

Justice

Justice **corrects the systems** that are the **root causes** and **perpetuate inequality.**

Effective equitable development creates opportunities to **right the historical injustices** and **repairs social and economic damage to communities that have been marginalized and excluded.**

U.S. Economic Development Administration (EDA)
Investment Priorities

Economic development planning or implementation projects that **advance equity** across the U.S. through investments that directly benefit:

One or more traditionally underserved populations

Including but not limited to women, Black, Latino, Indigenous and Native American persons, Asian Americans, and Pacific Islanders

Underserved communities within geographies that have been systemically and/or systematically **denied a full opportunity** to participate in **aspects of economic prosperity**

Such as Tribal Lands, Persistent Poverty Counties (XLSX), and rural areas with demonstrated, historical underservice

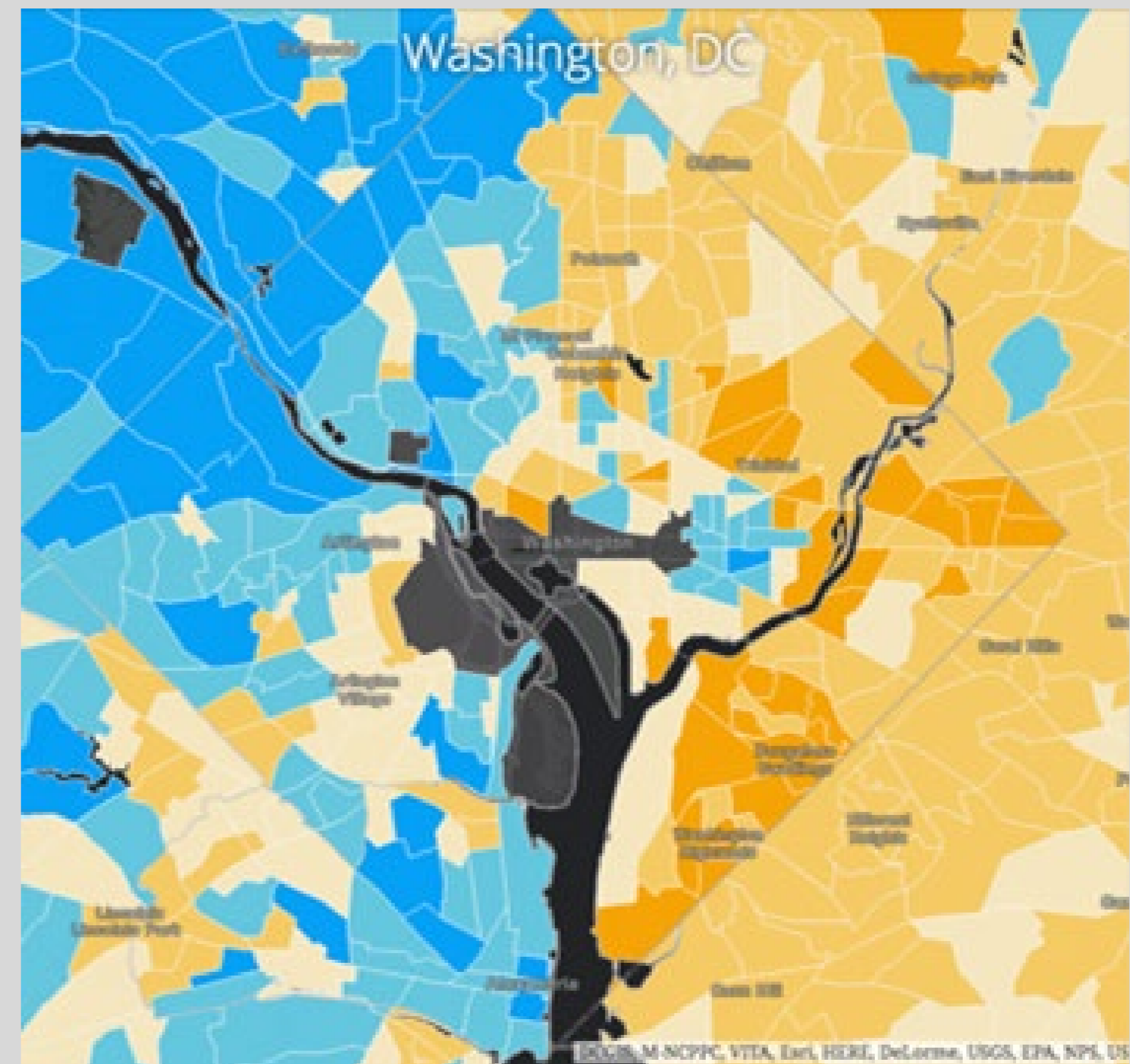# The Need for Physical & Social Development

PROBLEM:

Neglect of social development

Lack of conversations that include people who are affected by policies

RESULT:
Imbalances and inequality

Wealth Divide (ESRI 2016)

Past to Future Planning & Development in the US

Past Legacies

—

- "Good" neighborhoods / "Bad" neighborhoods
- Residential segregation
- Exclusive distribution of amenities
- Disproportionate capital protection
- Disregard

Future Legacies

+

- All neighborhoods are "Neighborhoods of Choice"
- Residential integration
- Inclusive distribution of amenities
- Proportionate capital protection
- Shared interest

"**Planning with equity** requires an **intentional focus** on eliminating **racial inequities** and **barriers** and making accountable and catalytic investments to assure that lower-wealth residents:

- Live in healthy, safe, opportunity-rich neighborhoods that reflect their culture (and are not displaced from them);
- Connect to economic and ownership opportunities; and
- Have voice and influence in the decisions that shape their neighborhoods."

PolicyLink, 2016

Elevating Stakeholder Engagement

Engagement begins with care, consideration, convenience, and respect for all.

All participants should feel confident that their time and contributions are valued.

From Outreach to Engagement

Outreach

- "Audience"
- Uninformed, not conversant
- External activated
- Event focused
- Static encounters
- Linear
- One-dimensional

Engagement

- "Constituency"
- Informed, conversant
- Internally motivated
- Process focused
- Accountable relationships
- Multi-directional
- Integrated, multi-dimensional

Essentials of Engagement

1. **Cultivating Inclusivity Early**

    Inform people and lower the barriers of participation.

2. **Design for Intent**

    Maximize engagement by developing a clear agenda with specific times
    for meetings/presentations and specific times for collaboration,
    brainstorming, and sharing.

3. **Let Participants Put Their "Fingerprints" on the Process and Final Product**

    Give participants an opportunity to be heard and acknowledged: It
    will give them a sense of ownership of the content being created and
    increase their willingness to contribute.

4. **Build More Transparent, Accountable Relationships**

    Integrate people into a process, not just a one-time event.

Setting an Inclusive Table

Key Table Setting Questions

Questions to consider when engaging the community:

- Who should be at the table?

- When did they arrive?

- Who is not at the table? Why?

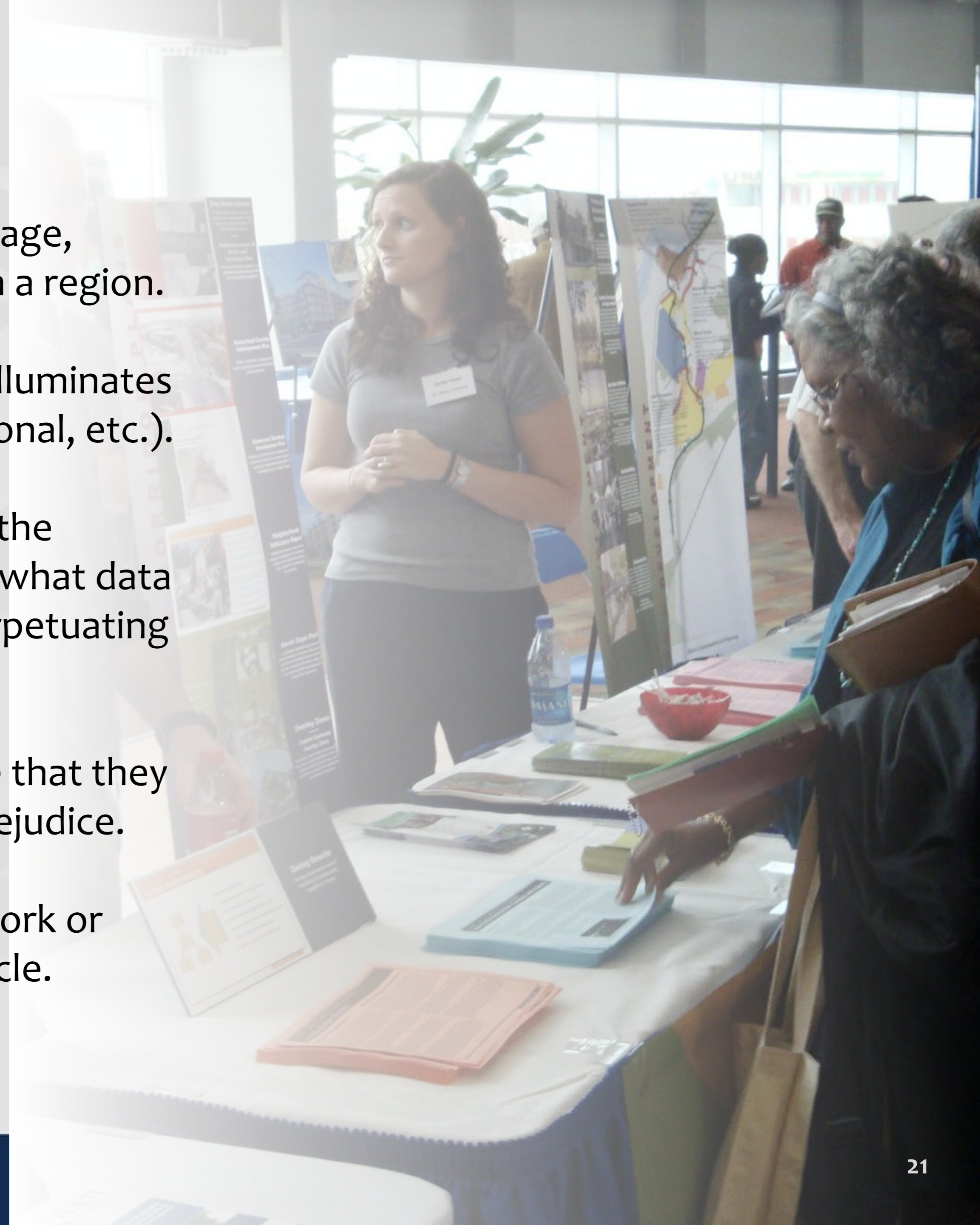- How can the process give all access to the table?

Equitable Design

Developing **strategies** to achieve more equity and more justice in communities that have experienced historic and current inequities by:

- Understanding data and lived experiences
- Identifying and addressing disparities
- Measuring results
- Creating sustainable processes

A High Capacity, Well-Informed Stakeholder Partnership

Sustained Information Sharing & Conflict Resolution

Collaborative & Facilitated Problem Solving

Win-Win Outcomes with Evidence-Based Benefits

Measuring Equity

1. **Disaggregating Data** (breaking data down by race, ethnicity, age, income, etc.) helps uncover underlying social determinants in a region.

1. **Mapping Data** - Visualizing inequitable resource distribution illuminates disparities at various scales (i.e. neighborhood, regional, national, etc.).

1. **Diverse Perspectives.** Consider presenting data/stories from the perspectives of those from impacted communities. Consider what data you are measuring and if it reflects lived experiences or is perpetuating historical bias.

1. **Imagery** - Carefully consider visualizations of data and ensure that they do not perpetuate the stereotypes that reinforce bias and prejudice.

1. **Data Collection and Metric Tracking –** Develop/use a framework or methodology that is consistent throughout the project lifecycle.

Key Learnings

- **Setting an inclusive table** involves thinking about who is **not** at the table—now and historically—and then including them in decision-making, early and always

- Engagement, discussion and decision-making **without an equitable approach** leads to *unsustainable* **outcomes**

- **Collaboration, accountability** and **transparency** represent **essential practices in equitable development;** without them, equity is impossible

Phase II Application Success

Equity

Equity is a pillar of Build Back Better proposals.

"Extent to which the application articulates a plan for sharing the project's benefits across **all *affected communities***, and **how *resident*** and ***community leadership*** will be **engaged** throughout the project's duration."

"EDA encourages efforts to reach **historically excluded populations, racial minorities, and women**. These strategies should create the connectivity and conditions for growth **where it may not exist**, such as in ***rural and underserved communities***."
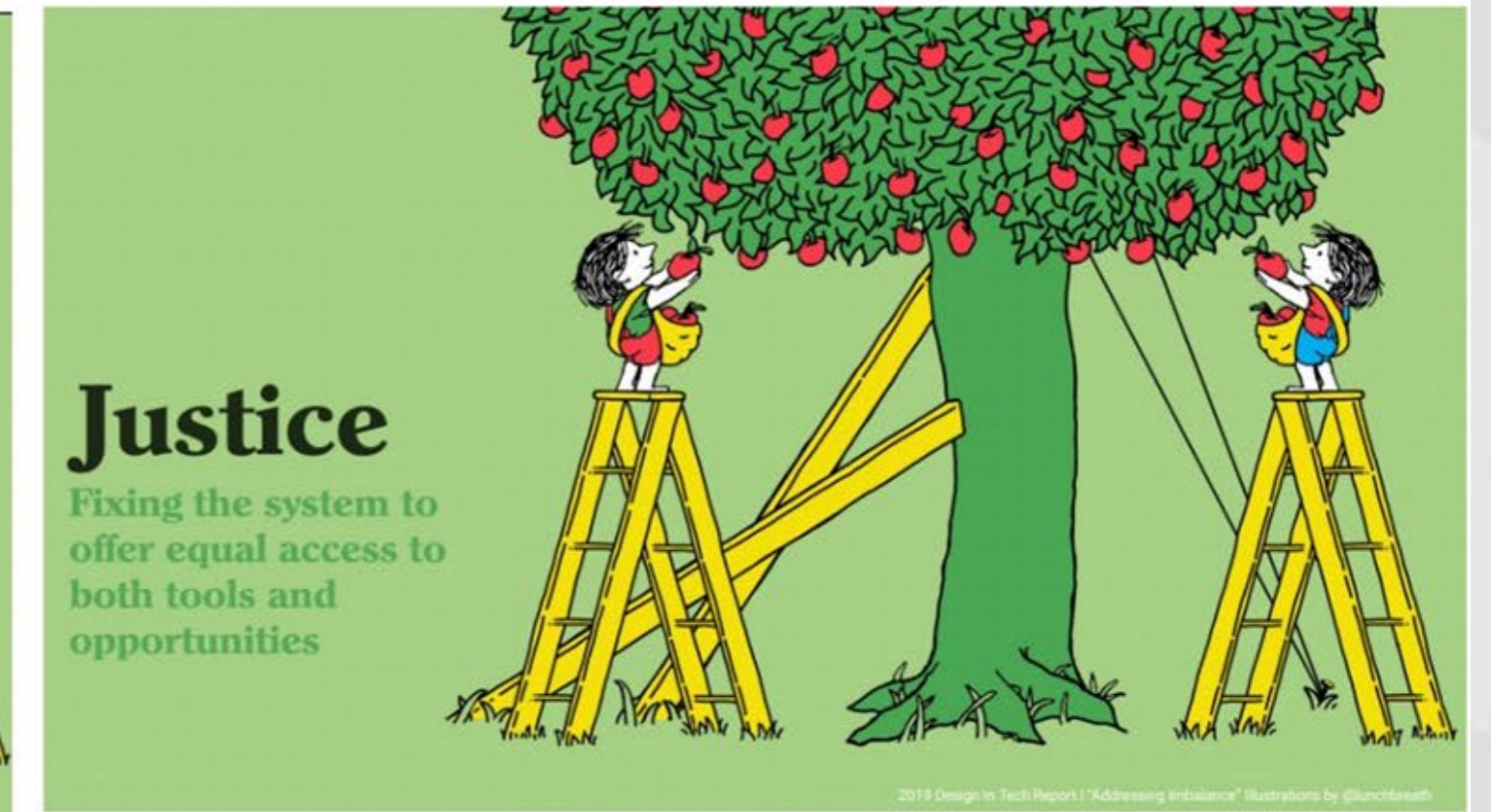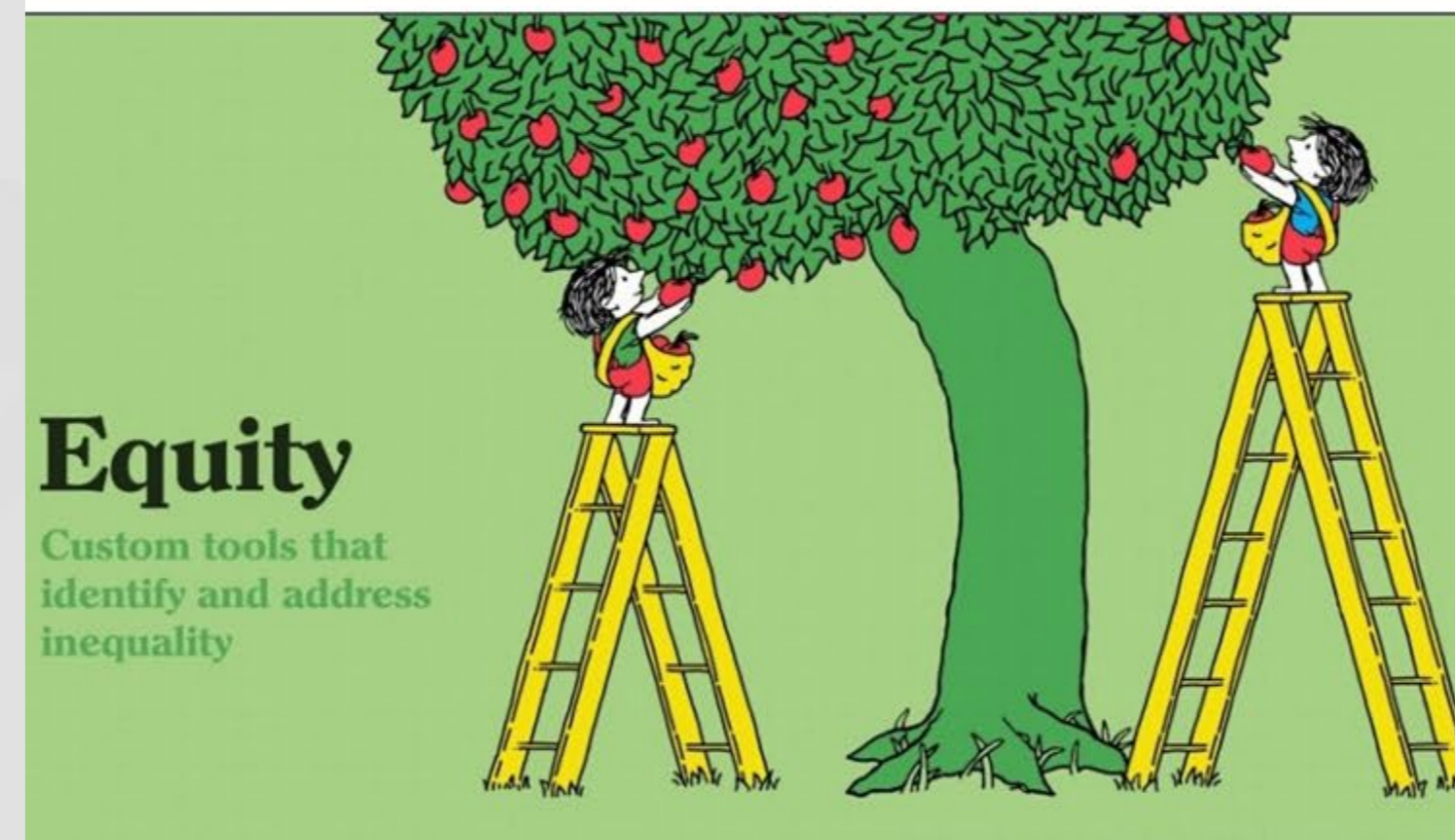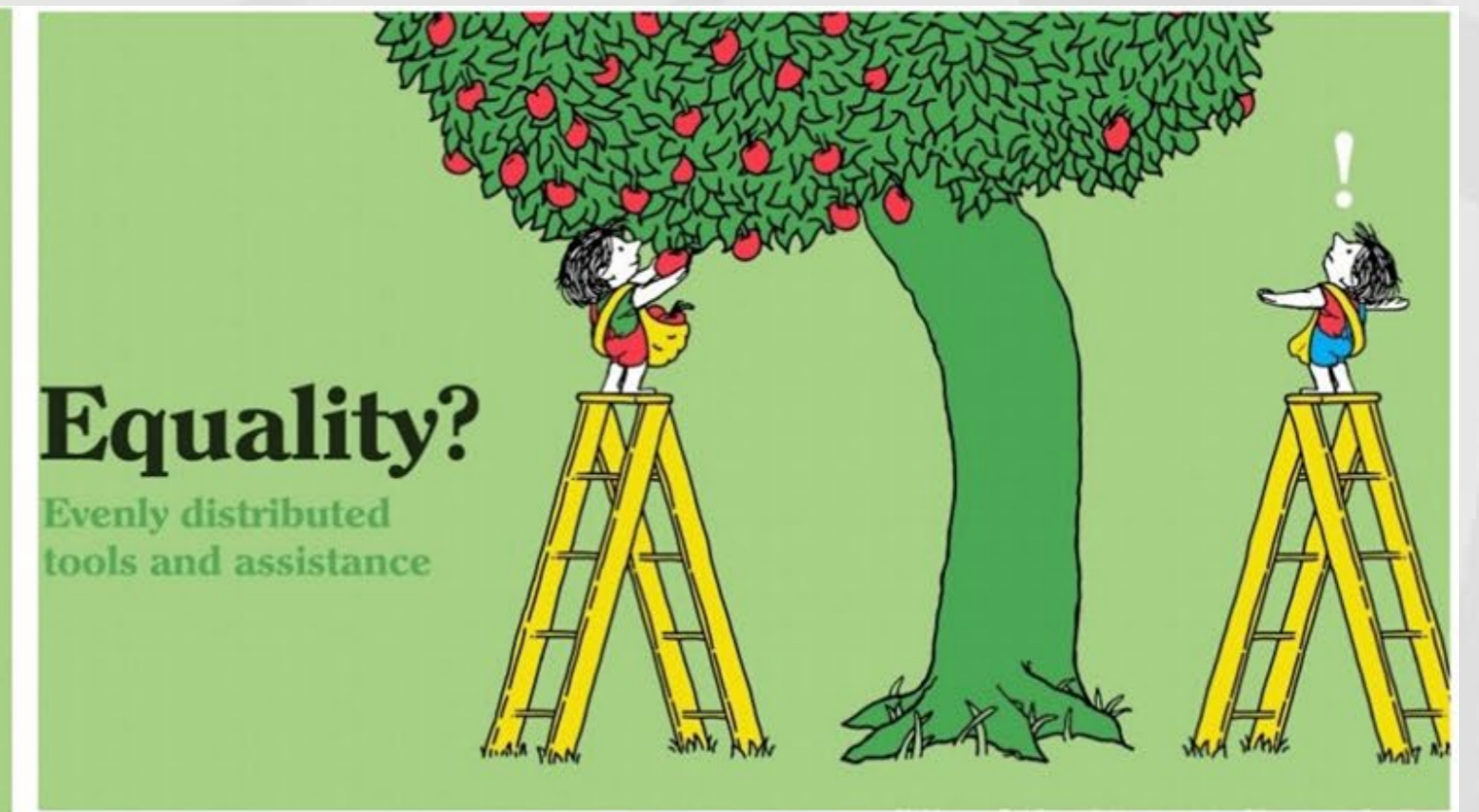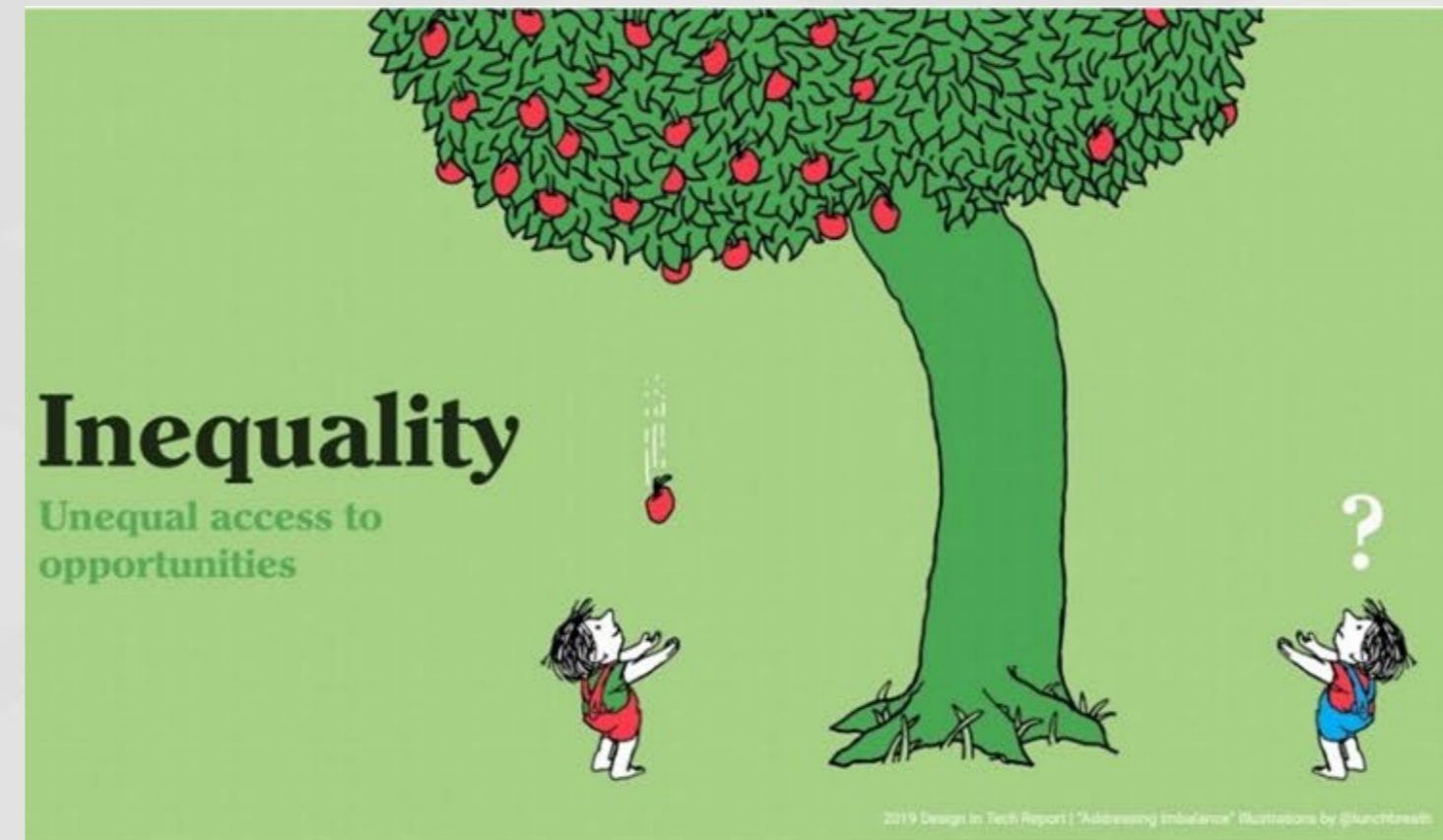
How Well Does Your Application …

1. …explain how your project is preparing identified historically excluded communities to enter and succeed in the labor market?

2. …articulate the region's/sector's existing equity gaps (disparities) and the demographics of stakeholders most impacted by these gaps?

3. …indicate specific equity goals, outcomes and partner commitments?

4. …describe how and when/where partners will measure equity?

Equitable Application Outcomes

"Applicants should indicate ... how the benefits of the cluster will be shared equitably across all affected communities within the project area."

NOFO FAQ #13: Distress Criteria
https://eda.gov/arpa/build-back-better/faq

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Thank You

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