Equitable Development Increases Equity: How Process Leads to Product

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The Build Back Better Regional Coalition

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The Path to Equity is through Equitable Development
Realizing Equity

1. Inequality
   Unequal access to opportunities

2. Equality?
   Evenly distributed tools and assistance

3. Equity
   Custom tools that identify and address inequality

4. Justice
   Fixing the system to offer equal access to both tools and opportunities
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.*

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.

*Definition from PolicyLink
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
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.
• 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 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.”
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?
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
Thank You

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