



Equity and Achieving Equitable Outcomes

Climate Resilience Webinar Series

U.S. Department of Housing and Urban Development

Disclaimer

- This presentation is intended to provide communities and states with the tools and information to help in climate resilience planning and activities.
- Information presented in this webinar is independent of the Notice of Funding Availability (NOFA) for the National Disaster Resilience Competition (NDRC). While we expect that this information will be useful to interested communities and eligible applicants, *it should not be construed as the definitive word on any singular approach to resilience.*
- No NOFA NDRC questions will be answered during this presentation.
- All NOFA NDRC questions should be sent to: resilientrecovery@hud.gov

Presenters

- *Moderator*
 - *Matthew Tejada, Director, US EPA Office of Environmental Justice*
- *Presenters*
 - *Kalima Rose, PolicyLink Center for Infrastructure Equity*
 - *Suzi Ruhl, US EPA Office of Environmental Justice*
 - *Carlton Eley, US EPA Office of Environmental Justice*

Agenda

1. Introduction and purpose
2. *Delivering Triple Bottom Line:*
Framework for Engaging Low-Income
Minority Populations in Disaster
Planning and Implementation
3. *Creating Healthy and Sustainable
Communities:* Policies and Practices that
Advance Equity and Resiliency
4. Questions

Purpose

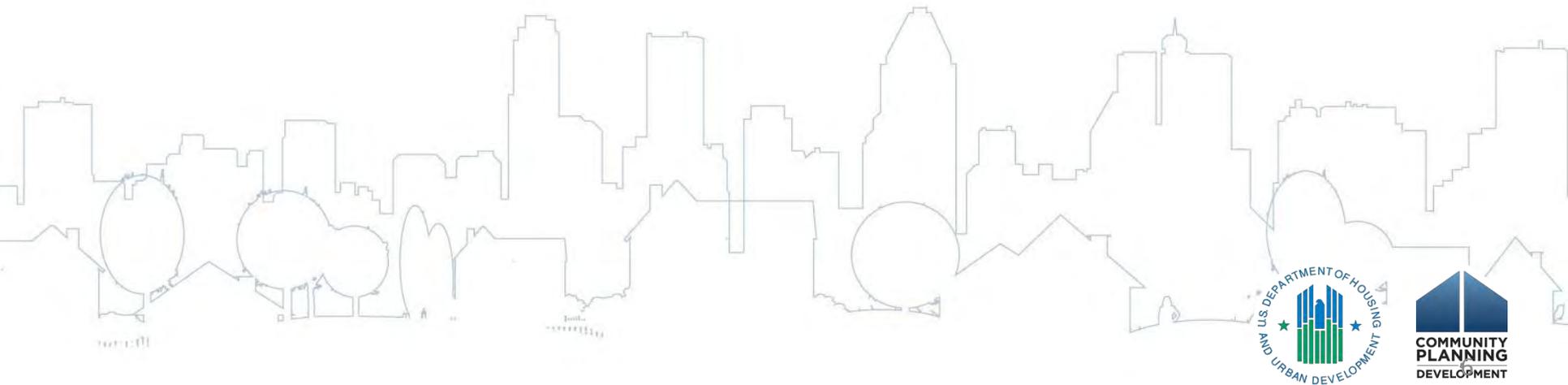
- Increase awareness of policies that support better environmental and public health outcomes for vulnerable and disadvantaged/overburdened communities
- Increase understanding of strategies to ensure that planning and development activities deliver benefits across all segments of society
- Provide illustrations of best practices and lessons learned



Equity in Resilience

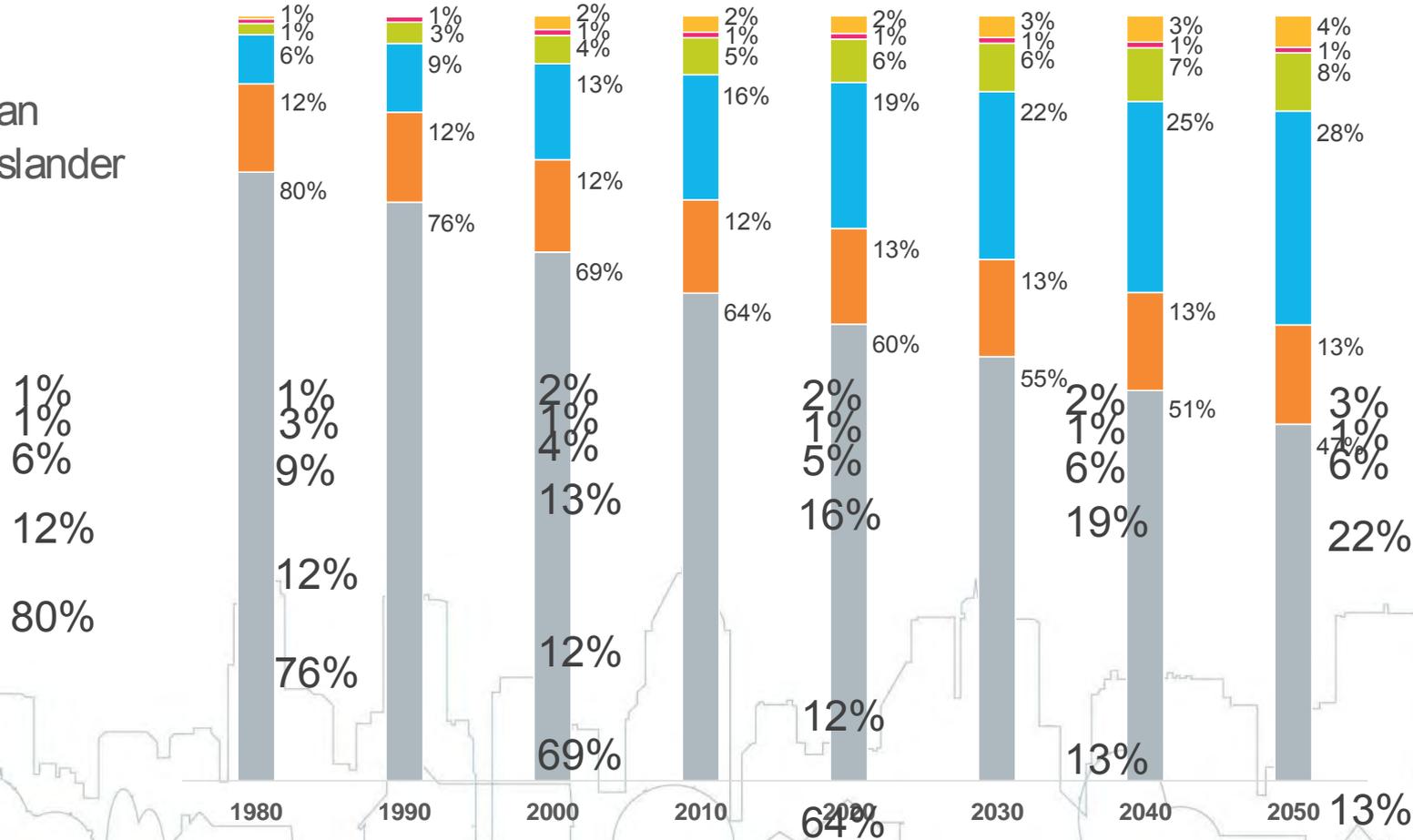
Equity is just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.

- Addressing equity in resiliency means ensuring vulnerable *people, places, and infrastructure* are all strengthened



America will be Majority People-of-Color Nation by 2043

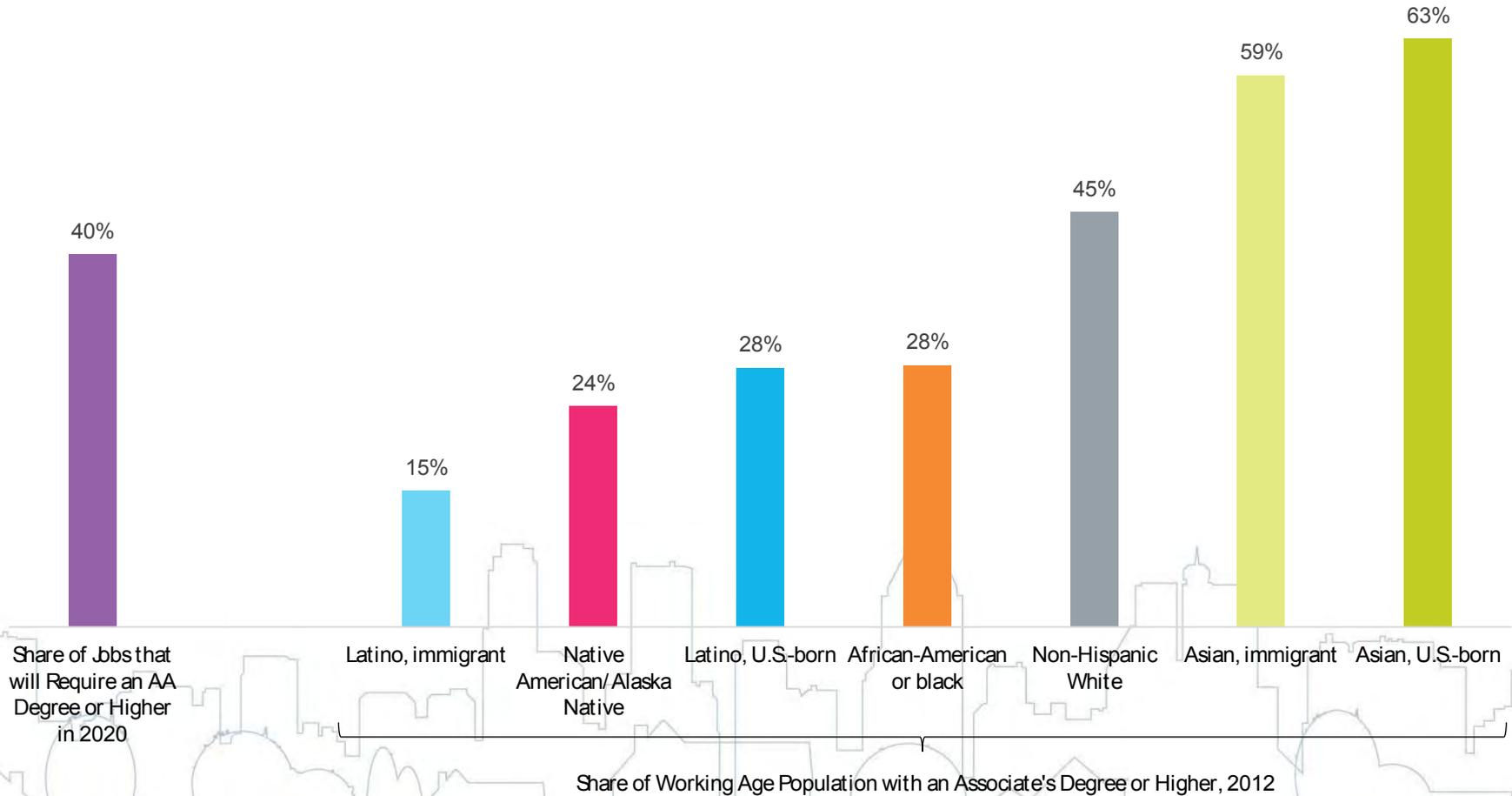
- Other
- Native American
- Asian/ Pacific Islander
- Latino
- Black
- White



Source: 1980-2010 decennial censuses; U.S. Census Bureau, 2012 National Population Projections.

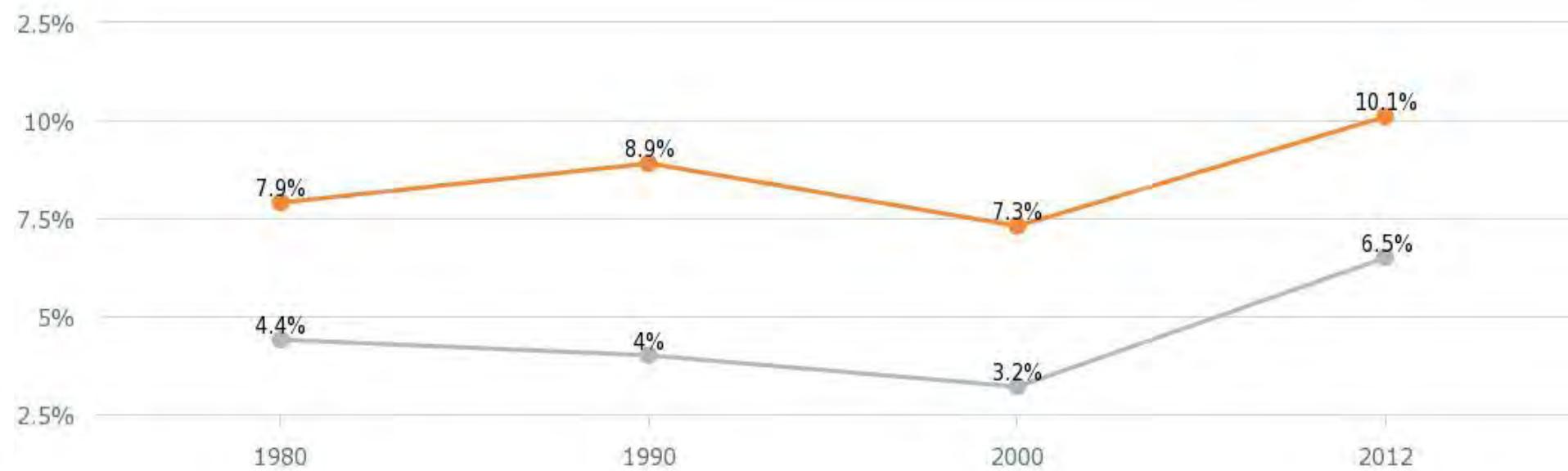


America will face a skills gap unless education levels increase.



Unemployment Rate by Race, 1980-2012, United States

People of color
White



IPUMS

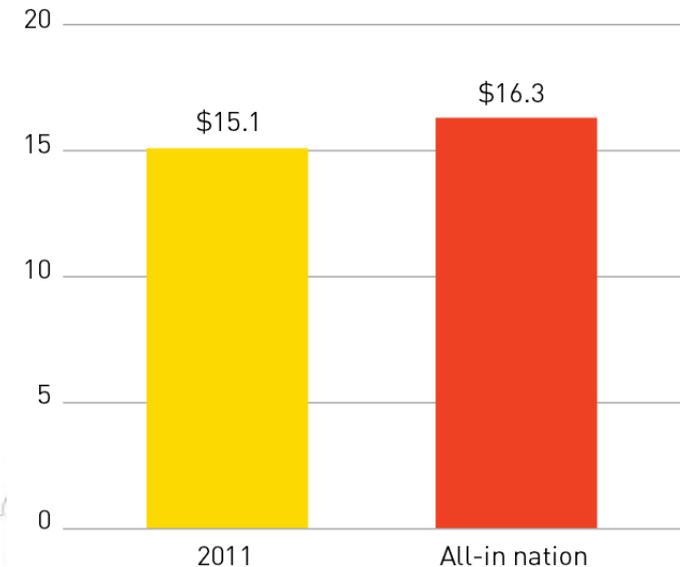


There are significant economic benefits to equity

If racial gaps were closed in 2011,

- GDP would have been \$1.2 trillion higher;
- 13 millions fewer people would have lived in poverty; and
- Tax revenue would have been \$192 billion higher.

Increased national standard of living: GDP \$1.2 trillion higher



Source: Author's calculations of 2012 March Current Population Survey.



**Equity is
the
Superior
Growth
Model**



How does the plan relate to outcomes?



Weaving the Equity Pieces Together

Inclusive Governance	Establish systems of engagement
	Resource participation
	Translate input into results
	Establish governance inclusion goals
	Staff agencies for strong community liaison
	Appoint representatives to boards & commissions
Data for Deliberation and Decision Making	Establish purpose
	Disaggregate by race/ethnicity, income, geography
	Create process of analysis and deliberation
	Set concrete goals
	Measure progress
Policy & Resource Alignment	Identify arenas of policy change
	Develop capital investment plan
	Map legislative/administrative pathway
	Develop implementation vehicles



Resiliency Outcomes

Target resiliency resources
to vulnerable communities

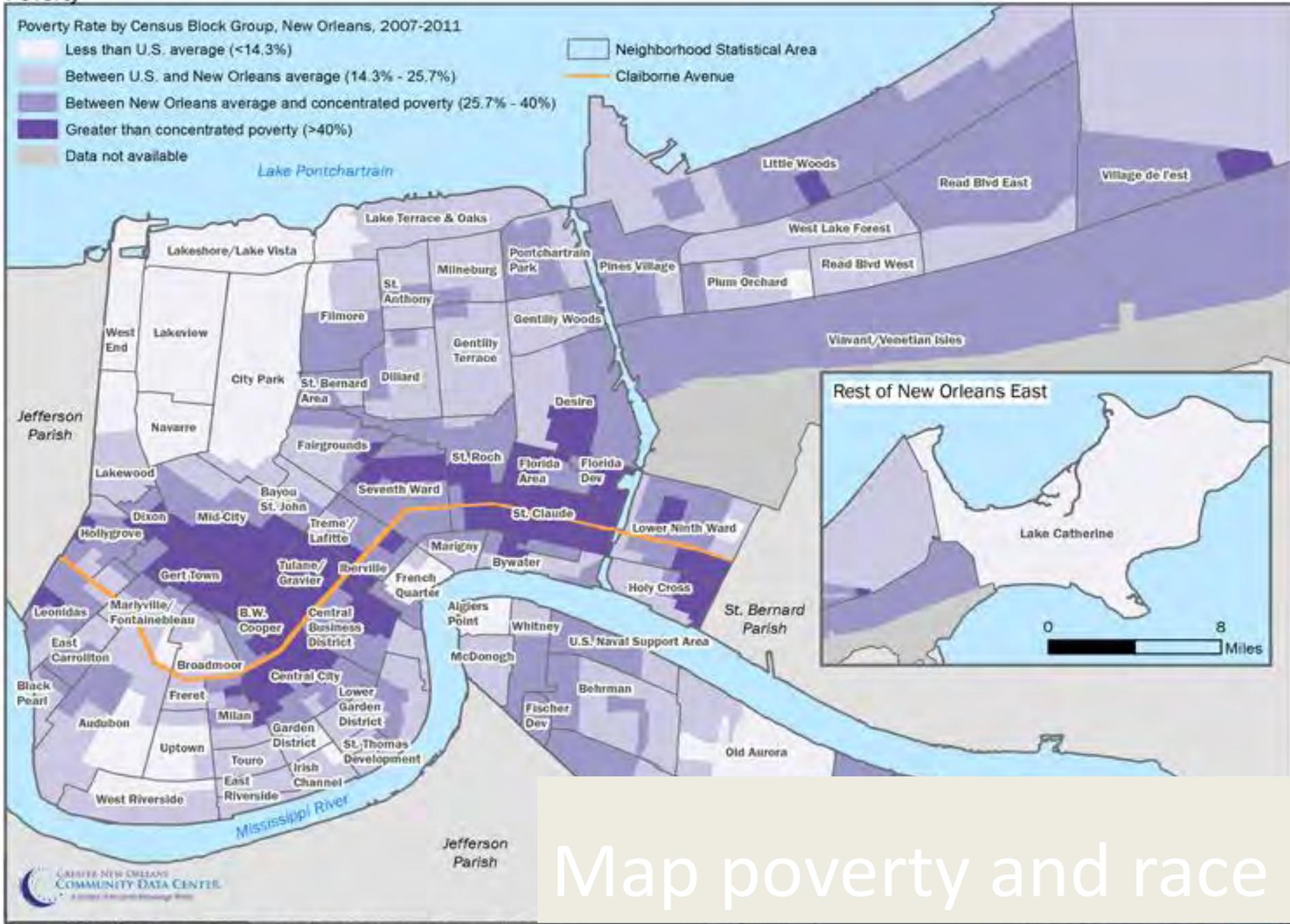


Poverty

Poverty Rate by Census Block Group, New Orleans, 2007-2011

- Less than U.S. average (<14.3%)
- Between U.S. and New Orleans average (14.3% - 25.7%)
- Between New Orleans average and concentrated poverty (25.7% - 40%)
- Greater than concentrated poverty (>40%)
- Data not available

- Neighborhood Statistical Area
- Claiborne Avenue



Map poverty and race

Target repairs and retrofits to low income homes





Link with schools to train youth of color in resiliency jobs of the future

Photo Credit: Verde Living Cully

Target high unemployment populations of color for jobs in resiliency



- **Retrofit municipal buildings, affordable housing for energy efficiency**
- **Address storm water and rising sea levels through natural barriers**
- **Upgrade building systems to be out of harm's way**

Contract with people of color and women's firms to build neighborhood resiliency

Living Cully Partnership

-Transforms a Portland neighborhood landfill into a community park

-Utilizes social enterprise and people of color firms for the work



Photo: Verde, Living Cully



Offer competitive grants to pilot projects in underserved communities



MAPC grants to Equity Projects in Sustainable Communities Initiative

Applicant: Vietnamese American Initiative for Development, Inc. (Viet-AID)

Activity Type: CDC Pre-Development Planning

Geography: Fields Corner Neighborhood in Boston

Project Partners: Greater Four Corners Action Coalition; Dorchester House; City of Boston

Funding Approved: \$60,000



Protect key infrastructure systems most critical to your economy



Local and regional plans and policies can be the foundation of a more equitable resilience approach

- **Grow good jobs**
- **Build a skilled workforce**
- **Strengthen the safety net**
- **Erase barriers and expand opportunities**
- **Sector strategies aimed at good jobs**
- **Building on assets and anchors**
- **No subsidies without accountability and clear policy goals**
- **Transportation which increases job access for underserved populations**
- **Diversity in entrepreneurship**

New Orleans Targets Jobs to African American Men

The Process

In order for New Orleans to reach her full potential, all New Orleanians must participate in the city's economic growth. Our work together must focus on disadvantaged job seekers and businesses but must engage employers, workforce and small business training providers, job seekers, nonprofits and faith leaders to make the difference.

HERE ARE THE STEPS WE FOLLOWED TO BUILD A COMPREHENSIVE STRATEGY:



Investigate the Problem

- Lindy Boggs Center at Loyola University and The Data Center released staggering data showing that **52%** of working age African American males are not working.
- Focus groups of disadvantaged job seekers, social service providers, educators, job training providers and employers helped clarify employment barriers.
- Detailed analysis of a citywide survey



Generate New Ideas

- National experts at PolicyLink and the Democracy Collaborative identified best practices implemented in other cities and helped us to assess their suitability locally.
- Collaborative design sessions brought together disadvantaged job seekers, social service providers, educators, job training providers and employers to design new solutions that work for New Orleans.

Anchor Employers Engage

What We Learned

In 2013, the Lindy Boggs National Center for Community Literacy at Loyola University released a report revealing that **52%** of African American working age males are not working. Disadvantaged job seekers are not limited to African American males. Nevertheless, this population does demonstrate high need and opportunity for greatest impact.

A citywide survey of non-working African American males, developed with the guidance of The Data Center and conducted in partnership with Office of Workforce Development, helped us to better understand

“WHO ARE THE 52%?”

AFRICAN AMERICAN MALES WANT TO WORK

39.4% have registered with an employment agency

26.4% participate in informal work

THEY HAVE THE BASIC SKILLS REQUIRED TO WORK

73% have a high school diploma or higher

AFRICAN AMERICAN MALES ARE READY TO WORK

73% do not use drugs recreationally

57% do not have criminal convictions

BUT THEY NEED SOME SUPPORT

40.7% do not feel the education they received is sufficient in getting a job

50.7% do not have regular access to a car

From job seekers to employers, training providers to social service agencies, key partners have identified

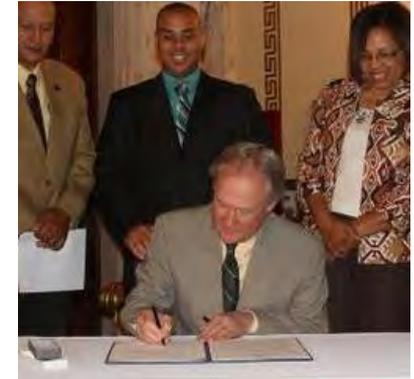
5 essential strategies

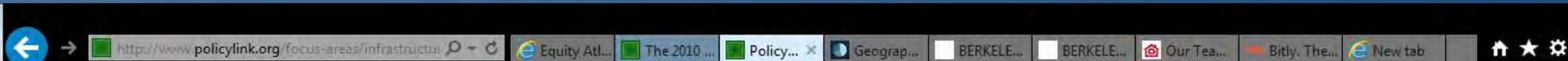
to connecting disadvantaged job seekers and businesses to economic opportunities.

- 1 Establish a collaborative of local anchor institutions committed to expanding economic opportunity to disadvantaged job seekers and businesses. Anchor institutions include the region's largest employers that are so well established, it is unlikely they will ever move. In New Orleans, we include hospitals, universities, Louis Armstrong International Airport, and the Sewerage & Water Board of New Orleans.
- 2 Create a workforce intermediary that connects disadvantaged job seekers to employment opportunities through anchor institutions, providing case management, foundational skills training, and supportive services.
- 3 Create a procurement intermediary that connects qualified disadvantaged businesses to contracting opportunities through anchor institutions.
- 4 Create a worker-owned cooperative that connects job seekers to employment by leveraging procurement and purchasing opportunities through anchor institutions.
- 5 Establish and align customized job training based on employer needs that prepares disadvantaged job seekers for in-demand jobs through anchor institutions and major infrastructure projects.

Hiring and Contracting Rhode Island

- The Rhode Island Statewide Planning Program developed an Equity Profile
- Analysis inspired the Governor to enact an Executive Order on Diversity
 - Goal of increasing government job and contracting opportunities for people of color
 - Directs government agencies and departments to develop recommendations and strategies to increase hiring of people of color and contracting with minority businesses





<http://bit.ly/10S0zRw>

Center for Infrastructure Equity

Overview Sustainable Communities Transportation Equity Community Equity Initiative Jobs and the Economy

Reforming policies to address deficits in disadvantaged unincorporated communities



Community Equity Initiative 

bit.ly/1sN2W2c

The Sustainable Communities Initiative



The Community Engagement Guide for Sustainable Communities

NOFA Guide Equity example

The screenshot shows a web browser window with the address bar displaying a URL. The browser's address bar contains the text: <http://bit.ly/1uqsS6w>. The browser's address bar also shows the domain policylink.org. The browser's address bar also shows the text: [Equity Atl...](#), [The 2010...](#), [beta.p...](#), [Geograp...](#), [BERKELE...](#), [BERKELE...](#), [Our Tea...](#), [Bitly. The...](#), [New tab](#). The browser's address bar also shows the text: [File](#), [Edit](#), [Go to](#), [Favorites](#), [Help](#). The browser's address bar also shows the text: [Google](#), [PolicyLink](#). The browser's address bar also shows the text: [Lifting Up What Works™](#). The browser's address bar also shows the text: [PolicyLink](#). The browser's address bar also shows the text: [The Sustainable Communities Regional Planning Grant Guide](#). The browser's address bar also shows the text: [How to Link Equity to Each Rating Factor](#). The browser's address bar also shows the text: [In communities across America, many people have been working to forge the elements of a national agenda for change, reaching across class, race, and ethnicity, and urban and suburban divides. These people have been motivated by a vision of equity—inclusion and fairness for all—recognizing that metropolitan development patterns have not been fair to everyone. Through broad coalitions, their efforts have focused on ensuring that everyone—regardless of where they live—has access to the essential ingredients for economic and social justice, affordable housing and transportation choices, strong social networks, safe and walkable streets, parks and playgrounds, and](#). The browser's address bar also shows the text: [1 / 26](#). The browser's address bar also shows the text: [Print](#), [Download](#), [Share](#), [Home](#), [Back](#), [Forward](#), [Refresh](#), [Close](#).

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PolicyLink
Lifting Up What Works™

The Sustainable Communities Regional Planning Grant Guide

How to Link Equity to Each Rating Factor

In communities across America, many people have been working to forge the elements of a national agenda for change, reaching across class, race, and ethnicity, and urban and suburban divides. These people have been motivated by a vision of equity—inclusion and fairness for all—recognizing that metropolitan development patterns have not been fair to everyone. Through broad coalitions, their efforts have focused on ensuring that everyone—regardless of where they live—has access to the essential ingredients for economic and social justice, affordable housing and transportation choices, strong social networks, safe and walkable streets, parks and playgrounds, and

National Equity Atlas

Visit the National Equity Atlas at www.nationalequityatlas.org

Sign up online for the **national launch webinar** with Angela Glover Blackwell, Manuel Pastor, and the Equity Atlas team on **Tuesday, November 18 from 3-4 ET**



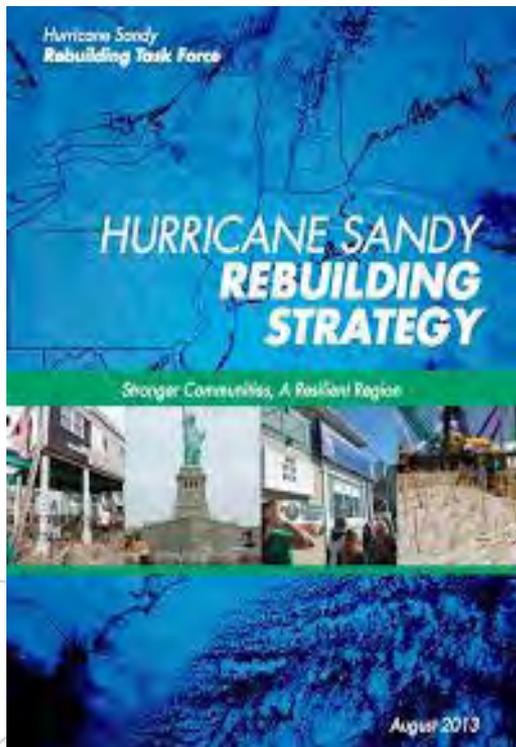
The screenshot shows the homepage of the National Equity Atlas. At the top, it says "Data to Build an Equitable Economy" and "National Equity Atlas". There are navigation links for "About the Atlas", "Data Summaries", "Indicators", "Reports", and "Data in Action". A search bar is also present. Below the navigation, there is a welcome message: "Welcome to the National Equity Atlas, a comprehensive data resource to track, measure, and make the case for inclusive growth." To the right, there is a "New Brief: The Equity Solution" section with a sub-headline: "How much stronger would your region's economy be with racial equity? Find out in The Equity Solution: Racial Inclusion Is Key to Growing a Strong New Economy." Below this is a large image of diverse children on a school bus with the text "The Face of America is Changing" and a button that says "Begin with the U.S. Summary". At the bottom of the image, there is a paragraph: "By 2043, the majority of Americans will be people of color. Rising diversity is a tremendous asset—if all can access the resources and opportunities they need to thrive. Explore the Atlas to get data on changing demographics, racial inclusion, and the economic benefits of equity—in your region, state, and nationwide. Begin with the U.S. Summary to explore indicators like the map below."



Creating Healthy and Sustainable Communities: Policies and Practices that Advance Equity and Resiliency



Equity in Resiliency



National Disaster Recovery Framework

- **Objective**
 - Restore, redevelop and revitalize the health, social, economic, natural and environmental fabric of the community
- **Recovery Core Principles**
 - Individual and family empowerment
 - Partnerships and inclusiveness
 - Resiliency and sustainability
 - Psychological and emotional recovery
- **Legally-mandated Requirement**
 - Ensure that all recovery plans are equitable



Core Concept: Resiliency

Resilience -ability to prepare for and adapt to changing conditions and withstand and recover rapidly from disruptions

- physical infrastructure
- economic
- environmental
- health and social capacity

Disruptions: deliberate attacks, accidents, potential threats, and naturally occurring incidents

Factors: Focus of effort and stakeholders + scale and time frame of planning and rebuilding efforts + expected return frequency + severity of the event/stressor

Core Concept: Vulnerable/Overburdened Populations

Vulnerable populations: low-income communities, overburdened populations, children and youth, elderly individuals, certain communities of color, households and people with limited English proficiency, immigrants, individuals with chronic medical conditions, people who are homeless or at risk of homelessness, and individuals with disabilities.

Diversity of businesses, neighborhoods, residents, and workers that may have been disproportionately vulnerable to the impacts of storms due to location, limited financial or other resources, less access to emergency services and support, or other disadvantages.

Hurricane Sandy Rebuilding Strategy (2013)

Environmental justice means equal access to safe and healthy housing for all; mitigating risks to communities in disaster-prone areas; improving access to affordable, quality housing free of hazards to residents' health; and working to achieve inclusive, sustainable communities free from discrimination.

HUD's 2012-2015 Environmental Justice Strategy



Core Concept: Environmental Risks

Areas highly stressed prior to disaster subject to environmental and health risks exacerbated by disaster

Health risks

- disease disparities associated with natural disasters (e.g. asthma)
- psychological/emotional recovery



Environmental risks: indoor, on-site and off-site pollution

- lead, asbestos, radon, mold
- contaminated sites (e.g. brownfields, leaking underground storage tanks, Superfund sites)
- surface water pollution (e.g. combined sewer overflows, stormwater).



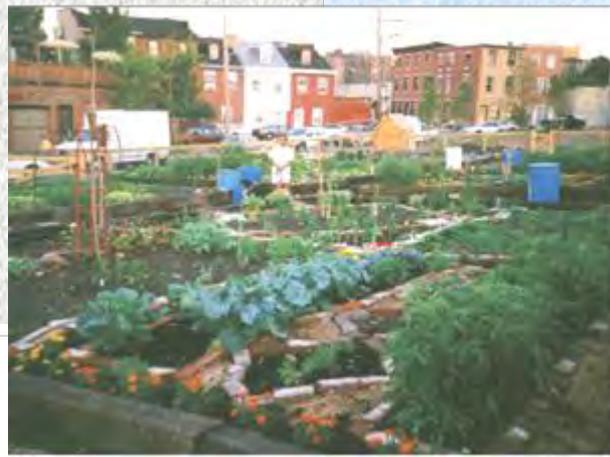
Brownfields and Natural Disasters

- Sites with real or perceived contamination impacting reuse potential
- Located in nearly every community
- Source of community stress, with environmental, economic and social/health challenges
- Weather disaster causes migration of contamination to other properties



Best Practices: Brownfields, Equity, and Resiliency

- Assist populations facing cumulative negative public health and environmental impacts and help with pre-development needs to make sites ready for reuse
- Provide brownfields site assessment, cleanup, and environmental benefits (i.e. land revitalization to reduce blight)
- Coordinate land use planning, local workforce development, economic development and environmental cleanup efforts
- Provide funding to increase participation in decision-making by overburdened populations
- Track project outcomes (e.g. engagement, remediation)



EPA Brownfields Resources

- Grant programs for brownfields assessment, cleanup, area-wide planning, environmental workforce development and job training,
http://www.epa.gov/brownfields/grant_info/index.htm
- Lists or maps of state inventories showing contaminated properties cleaned, undergoing cleanup and proposed for cleanup or assessment
http://www.epa.gov/brownfields/state_tribal/state_map.htm
- Targeted brownfields site assessment and Technical Assistance to Brownfields (TAB) providers
http://www.epa.gov/brownfields/grant_info/tba.htm
http://www.epa.gov/brownfields/tools/EPA_TAB_Bifold_Final-508_05-21-13.pdf
- EPA's Envirofacts Data warehouse to inform resiliency planning including current and formerly contaminated properties at: <http://www.epa.gov/enviro/>



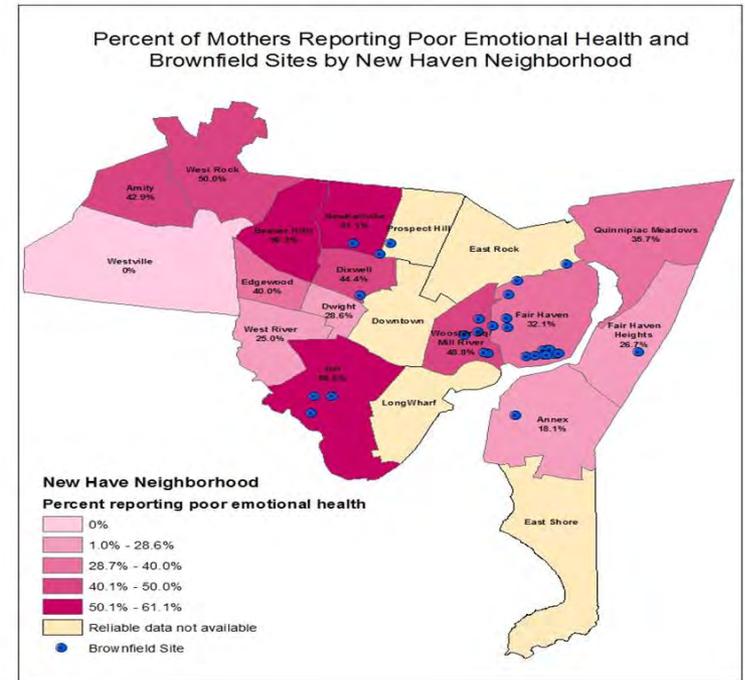
Equity and Resiliency in Practice: New Haven, CT

Mental Health Outreach for Mothers (MOMs)

- community-academic partnership through Yale University School of Medicine's Department of Psychiatry
- established in 2010 to address intersection of mental health and poverty specific to low-income families in New Haven

Community Conditions:

- 29.7% of residents live below poverty level
- Non-white population is 68.2%
- 9.1% of residents over 25 hold bachelors degree



THE NEW HAVEN
MOMs PARTNERSHIP



Equity and Resiliency in Practice: New Haven, CT

Hurricane Sandy interrupted essential resources and basic needs

(housing, food, benefits and earnings, health care)



Funding:

- CT Department of Social Services approved for Hurricane Sandy Social Services Block Grant
 - ❖ Contract with Yale MOMS

Approach:

- Health care and emotional recovery services
- Economic resiliency and workforce development
- Community Ambassadors
- Community mental health hubs on remediated brownfields

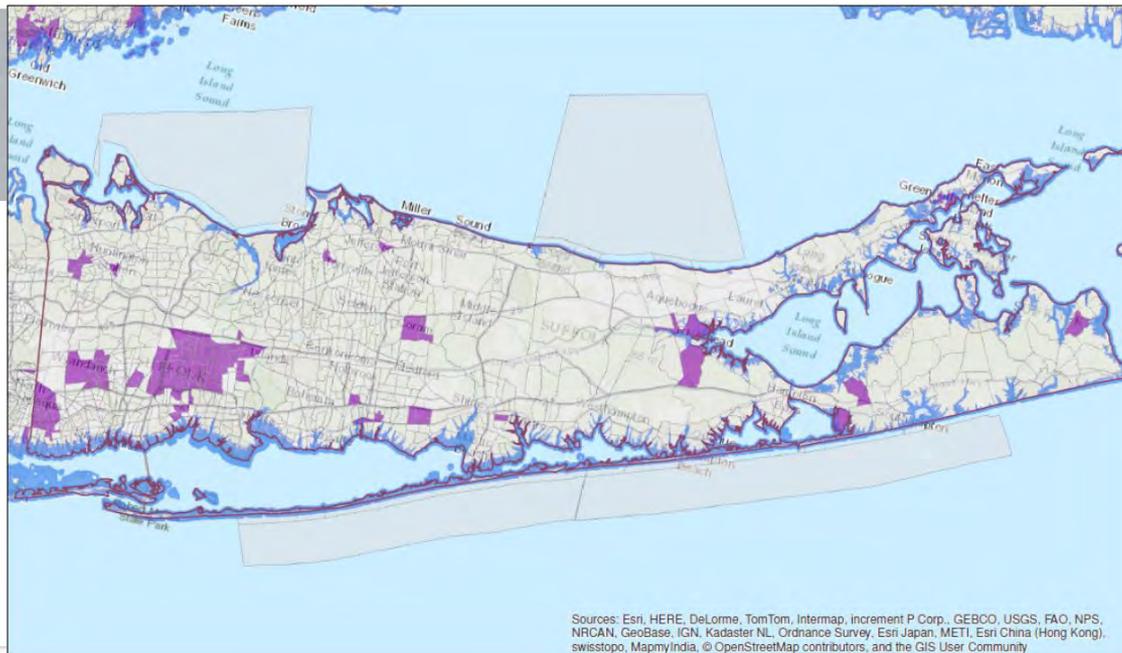


Equity and Resiliency in NY: Long Island Vulnerable Communities

Sharing Data and Analytical Tools

Capacity Building & Training

- Health Impact Assessment
- Scenario Planning
- Community Engagement



Policy Support

- HIA and Monitoring
- Ecosystem Goods and Services Assessment
- Cost Benefits Analysis
- Technical Planning Support



HUD-DOT-EPA Partnership for Sustainable Communities: Team EJ



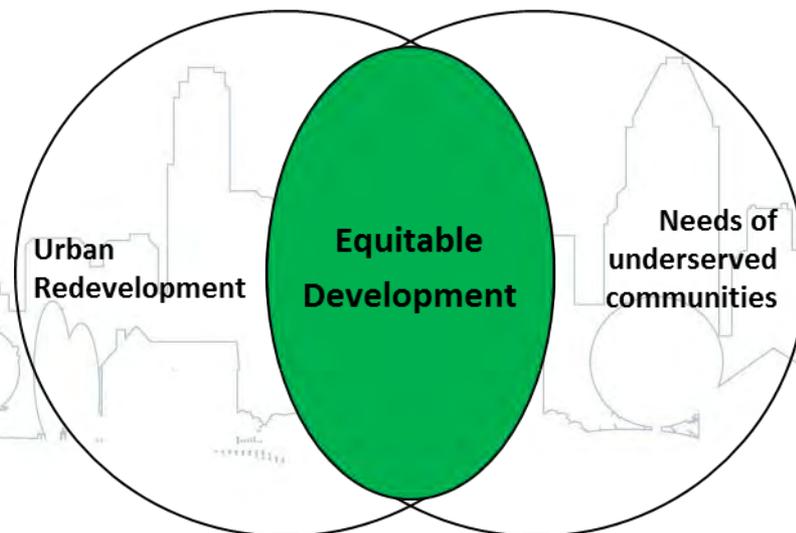
www.epa.gov/compliance/environmentaljustice/sustainability/index.html



Defining Equitable Development

- Equitable development is an approach to meet the needs of underserved communities and individuals through projects, programs, and/or policies that reduce disparities while fostering places that are healthy, vibrant, and diverse.

(2006 Smart Growth Awards Application)



ICMA



ICMA

Leaders at the Core of Better Communities

“Planning at its best takes account of the social implications of land use and economic development decisions.”

The Practice of Local Government Planning





Working Together for
Environmental
Justice



Elevating Best Practices

File Edit View History Bookmarks Tools Help

US EPA 20th Anniversary Video Ser... x +

www.epa.gov/environmentaljustice/events/20th-anniversary.html

20th Anniversary Video Series

EPA's Office of Environmental Justice has officially launched a 20th Anniversary Video Series - making a visible difference in communities. These videos feature federal and local government officials, non-profit leaders and students who tell stories about the lessons that they have learned over their time working on environmental justice. These videos will be featured on the [Environmental Justice in Action Blog](#). Thanks to each of the participants in the video series for sharing your stories and for raising awareness about environmental justice.

-  [Pollution by Design: Reducing Pollution through Organization](#) by Penny Newman, Center for Community Action and Environmental Justice
-  [Smells Like Progress: Growing up in Cancer Alley](#) by Dr. Beverly Wright, Deep South Center for Environmental Justice
-  [Injecting Knowledge to Cure Injustice](#) by Sacy Wilson, University of Maryland
-  [Can One Community Organization Change an Entire City?](#) by Dr. LaTonia Whitehead, Centers For Disease Control and Prevention
-  [Strong Leaders Matter](#) by Lisa Jackson, Former Administrator, EPA
-  [Chicagoland is Breathing a Little Easier](#) by Kimberly Wasserman, Little Village Environmental Justice Organization
-  [Are you getting the basic amenities your taxes paid for?](#) by Omega Wilson, President, West End Revitalization Association
-  [You are the True Expert about Your Community](#) by Teri Blanton, Kentuckians For The Commonwealth
-  [Environmental Justice is About Government Engaging with Communities on a Personal Level](#) by Edith Pestana, CT Department of Energy and Environmental Protection
-  [A Breath of Fresh Air After 35 Years](#) by Susana Almanza, Director, PODER-Texas
-  [Environmental Justice from a Physicians Perspective](#), by Donna Christensen, Representative, U.S. Virgin Islands
-  [Building Bridges for Sustainability and Environmental Justice](#) by Sue Briggum, Former NEJAC Member

www.epa.gov/environmentaljustice/grants/ej-smgrants.html

4:45 AM 11/4/2014

www.epa.gov/environmentaljustice/events/20th-anniversary.html#videos



What Does This Have to do with Public Policy?

“What does this have to do with whitewashing a fence?”



The Adventures of Tom Sawyer by
American Author & Humorist Mark Twain



What Does This Have to do with Public Policy?



American Planning Association
**Planning and the
 Black Community Division**

Making Great Communities Happen



**2014 Equitable
 Development Workshop:
 Smarter Growth through
 Environmental Justice**

13th Annual New Partners for Smart Growth
Building Safe, Healthy, Equitable and Prosperous Communities

February 13, 2014
 Denver, Colorado

Congresswoman Julia Carson
 and the Congressional Black Caucus
 Annual Legislative Conference present:

**PUBLIC HEALTH,
 ENVIRONMENT AND
 TRANSPORTATION:
 In Pursuit of Livable
 Communities**

Friday, September 8, 2006
 9:00 a.m. - 11:00 a.m.
 Room 1408, Washington Convention Center
 501 Mount Vernon Place NW, Washington, DC

Travelers will discuss ways to create safe, healthy, and livable communities through smart growth strategies and transit-friendly practices.

Panelists:
 Sue Martin, Smart Growth
 President, Smart Growth
 Leadership Institute
 St. Howard Franklin
 Director for District Council
 and President
 Geoffrey Anderson
 Environmental Protection Agency
 Debra Alvarez
 Director of Administration
 and Planning
 Ed Robinson
 Community Public Health Coordinator
 Corbin Coleman
 Director of Planning

Moderator:
 Virginia A. Collier, MD
 Director, District Council of Public Health
 www.dcp.org/health/apha/sep/2006/09

The above information is for informational purposes only. This event is subject to change without notice. For more information, please contact the organizers.

*This event is subject to final approval by the public.

sustain
 a journal of environmental and sustainability issues

Issue #1
 Fall/Winter 2009

The
 Community Institute
 for the Environment
 and Sustainable
 Development

**Sustainable
 Communities**

Vision for Broadway

Planning and the Black Community Division Technical Assistance Workshop:
 Applying Equitable Development and Smart Growth Strategies for
 Corridor Enhancement

Gary Johnson

**SOCIAL
 JUSTICE**

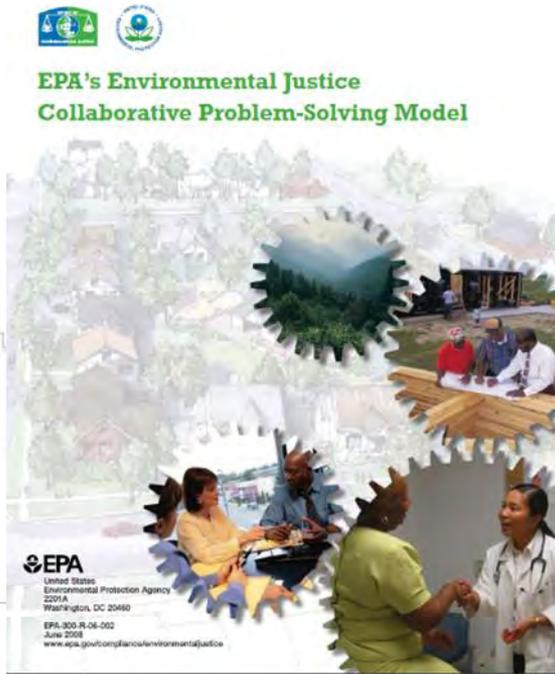
APHA 138TH ANNUAL
 MEETING & EXPO

NOVEMBER 6-10, 2010 DENVER, CO

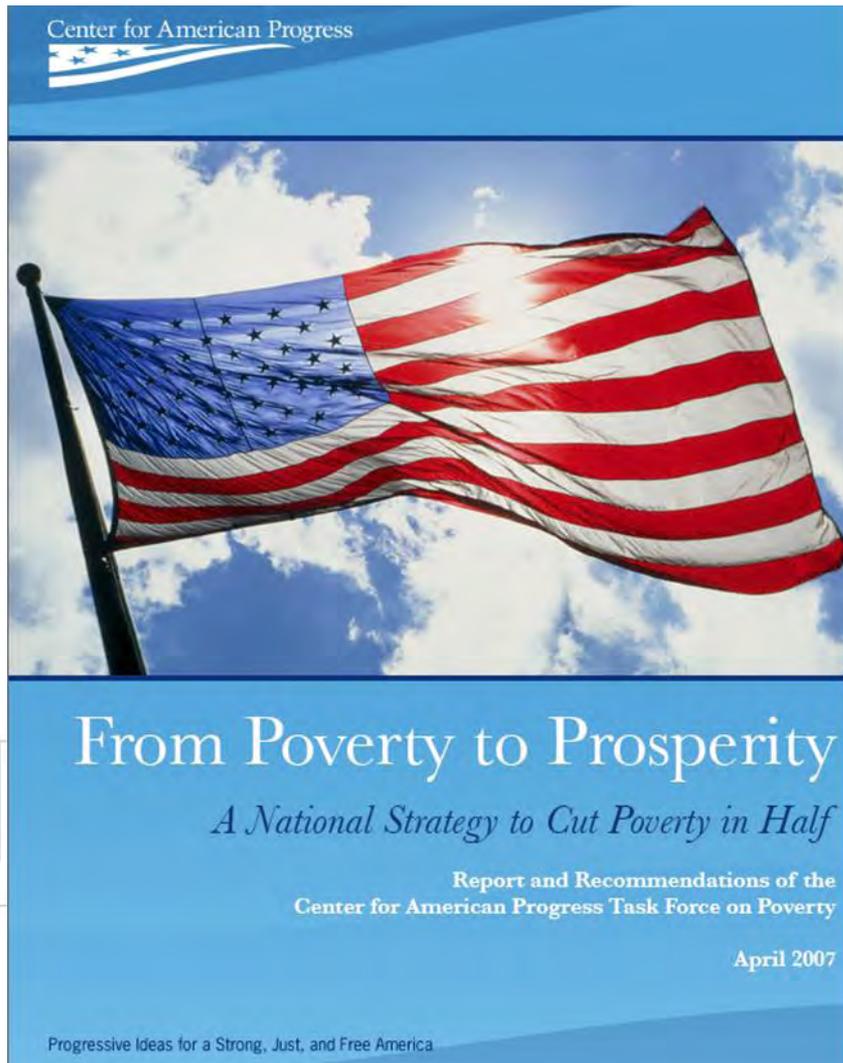
the **NATIONAL
 ORGANIZATION
 of MINORITY
 ARCHITECTS**

National Vacant Properties Campaign
 CREATING OPPORTUNITY FROM ABANDONMENT

Collaboration



Achieving Equitable Outcomes: Shifting from Idea to Practice



National Organization of Minority Architects

Planning and the Black Community Division (APA)

Architectos

SEED Network

- Social Economic Environmental Design

National Urban League

Minority Academic Institutions

“This is not rocket science...We are never going to solve the problems without all our communities represented.”

Angela Park,
founder and chief executive of
Mission Critical



Audacious Planning—Compelling Results



Why Encourage Equitable Development?

- Place-based solutions are expansive.
- Social priority versus economic imperative is a false choice.
- The times they are a-changin'.



How to Remain Informed on this Topic?

- EPA's Environmental Justice Collaborative Problem-Solving Model
 - <http://www.epa.gov/environmentaljustice/resources/publications/grants/cps-manual-12-27-06.pdf>
- Smart Growth and Equitable Development
 - <http://www.epa.gov/smartgrowth/equitabledev.htm>
- Attend national conferences
 - New Partners for Smart Growth Conference
 - » January 29 - 31, 2015 in Baltimore, MD
 - » The 6th Equitable Development Workshop is January 29.
Tweet at us by using hashtag: #EquiDev - <http://twitter.com/Equidev>.



Conclusion: Beyond the Green— Beyond a False

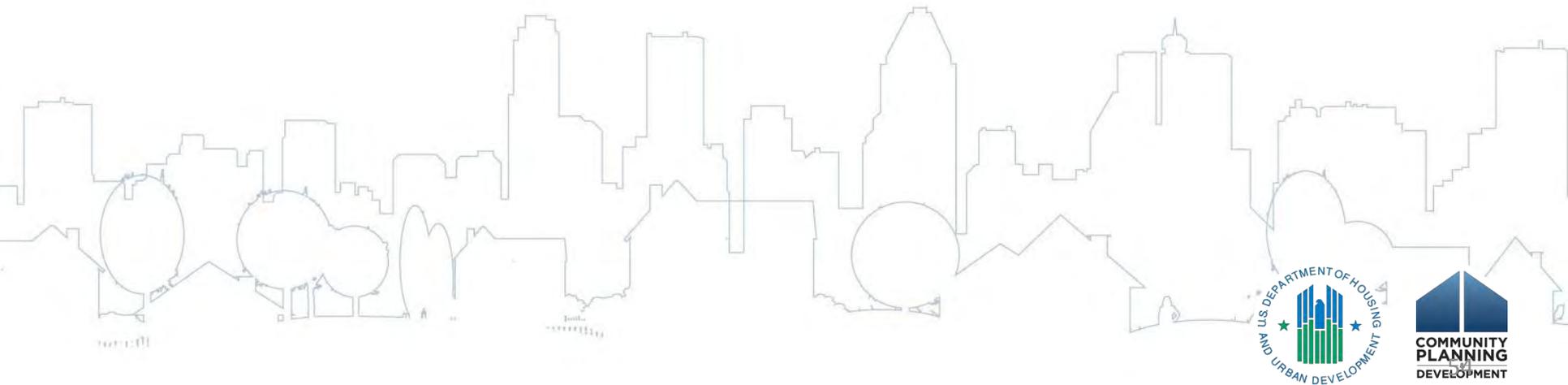


Contact Information

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 - Ruhl.Suzi@epa.gov
- Carlton Eley
 - Eley.Carlton@epa.gov



Questions?



Reminder

- No NOFA NDRC questions will be answered during this presentation.
- All NOFA NDRC questions should be sent to: resilientrecovery@hud.gov

