National Equity Atlas Bay Area Equity Atlas

Presentation to the Alameda County Workforce Development Board, Organizational Effectiveness Committee

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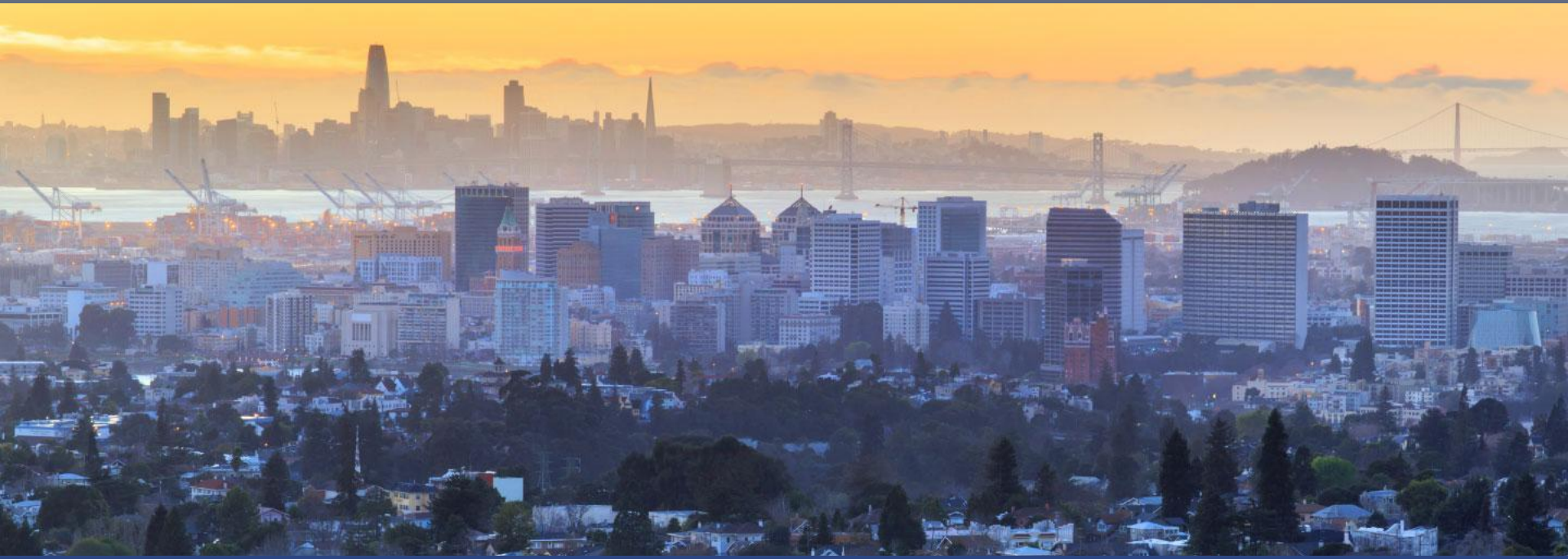
PolicyLink USCDornsife Equity Research Institute

Today's Agenda

- Introductions
- Overview of the National Equity Atlas (NEA) and Bay Area Equity Atlas (BAEA)
- Survey of Atlas tools
  - Short demo of indicator tables
  - Recent analyses
  - Challenges and future goals
- Q&A + Discussion

ABOUT NEA AND BAEA



Bay Area Equity Atlas

SFF San Francisco Foundation

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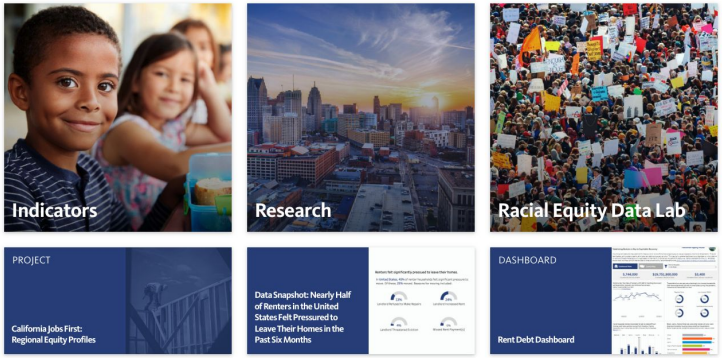
PolicyLink

About the National Equity Atlas

- Launched in 2014
- Produced by **PolicyLink** and the **USC Equity Research Institute (ERI)**
- First-of-its-kind data and policy tool providing communities, advocates, and policymakers with actionable data and strategies to advance racial and economic equity in the U.S.



How we do research

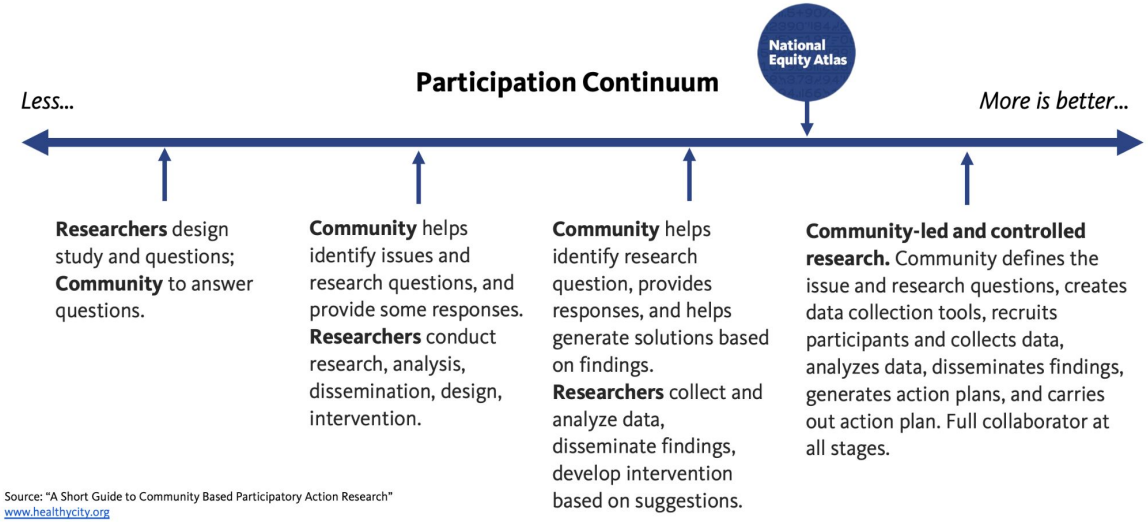
- Campaign-driven
- Justice-driven
- Rigorous
- Accessible

Javonne Saunders, a driver based in Los Angeles, works approximately 55 hours per week. *Photo: Diamela Cutiño/Rideshare Drivers United*

How we do data

- Strong narrative and messaging
- Deeply disaggregated local data
- Community-tested framework
- Unique indicators and analyses
- User-friendly interface
- Data for policy and systems change

A research justice approach

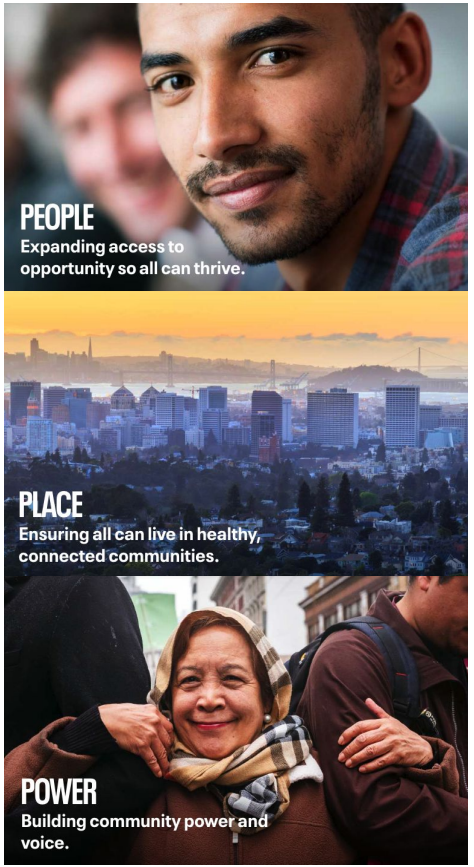


Source: "A Short Guide to Community Based Participatory Action Research"
www.healthycity.org

- Recognize **value of experiential knowledge** in our methods/research
- Build **long term partnerships with local leaders** to co-create and co-own research products
- Engaging with grassroots leaders to **inform research priorities**
- Provide **rapid response data and research support**

About the Bay Area Equity Atlas (BAEA)

- Produced in partnership with the San Francisco Foundation, PolicyLink, and the USC Equity Research Institute (ERI)
- A comprehensive data tool that tracks the state of equity across the nine-county region
  - Actionable, disaggregated data
  - 23 equity metrics covering 272 geographies



Equity Campaign Leaders (ECL) Member Organizations

ACCE Institute

APEN Asian Pacific Environmental Network

BARHII Bay Area Regional Health Inequities Initiative

Bay Rising

Canal Alliance

EBASE 20 Our People. Our Cities. Our Future.

EBHO

Jobs With Justice SF

meda

Public Advocates Making Rights Real

Neighborhood Housing Services Richmond

Urban Habitat

Working Partnerships USA

YCD

Who is our primary audience?

- Designed to support policy advocates, organizers, community nonprofits working to build equity across the region
- In practice, our research tools & community engagement efforts serve many audiences:

Policy Advocates

Community Organizers

Nonprofit Providers & Developers

Foundations

Local Government Officials & Staff

Academic Researchers & Students

Journalists & Media Outlets

Example use cases

Bolstering Tenant Stories with Equity Data to Strengthen Eviction Protections and Rent Stabilization

“Equity Atlas data underscores what we are seeing on the ground every day, and provides critical information for us to advocate for humane, equitable, common sense policy to keep people housed.”

— Debra Ballinger, Monument Impact, Concord

Example use cases

Segregation in the Bay Area

One in 10 Bay Area Neighborhoods are Segregated Areas of White Wealth

EAST BAY TIMES

NEWS › HOUSING · News

One in 10 Bay Area neighborhoods is 'highly segregated' enclave of White wealth, new report says

The Bay Area Equity Atlas says most segregated communities are in San Mateo, Marin and Contra Costa counties

ECONOMY ›

New study identifies segregated neighborhoods throughout Bay Area

CBS NEWS BAY AREA

UPDATED ON: AUGUST 16, 2022 / 1:30 PM / CBS/BAY CITY NEWS SERVICE

NBC BAY AREA

TRENDING Prices Keeping Going Up · Stockton Serial Killer · Plan Your 2022 Vote · Bay Are...

BAY AREA

New Report Quantifies Racial and Economic Segregation in the Bay Area

By Bay City News • Published July 30, 2022 • Updated on July 30, 2022 at 10:21 pm

East Bay Housing Organizations

July 18, 2023

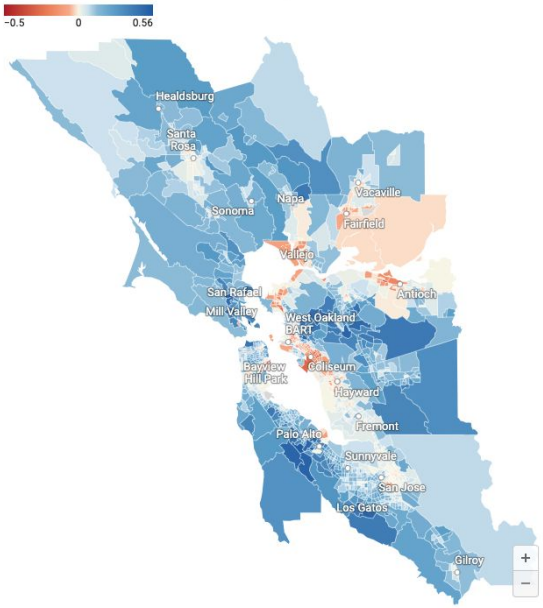
To: Aaron Sage, Principal Planner
Mindy Gentry, Planning Manager
Asha Bleier, Consultant Project Manager, Dudek
Elizabeth Dickson, Planner, Dudek

Laura Hoffmeister, Mayor
Edi Birsan, Vice-Mayor
Carlyn Obringer, Councilmember
Laura Nakamura, Councilmember
Dominic Aliano, Councilmember

RE: Comments on HCD's May 19th, 2023 Response Letter to Concord's Draft 6th Cycle Housing Element

Most Highly Segregated Black Neighborhoods are Located in Oakland and San Francisco, but Vallejo, Pittsburg, and Antioch Each Have One

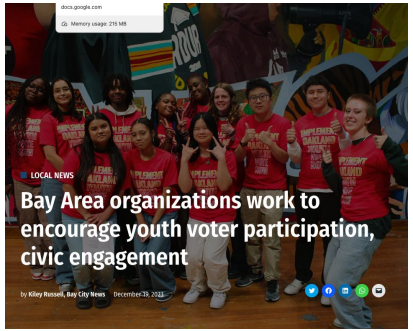
Black-White Index of Concentration at the Extremes, 2019



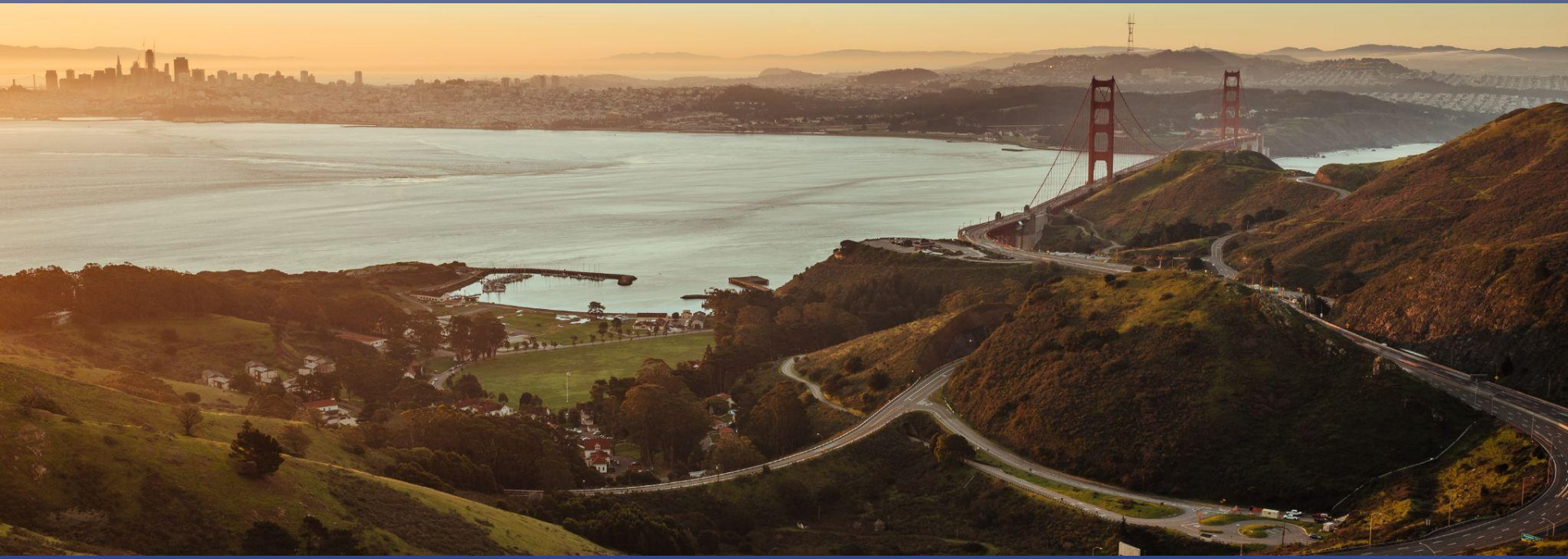
Source: Bay Area Equity Atlas analysis of the 2019 five-year American Community Survey summary data • Get the data • Created with Datawrapper

Example use cases

Media partnership with Bay City News Foundation on Democracy



SURVEY of ATLAS TOOLS



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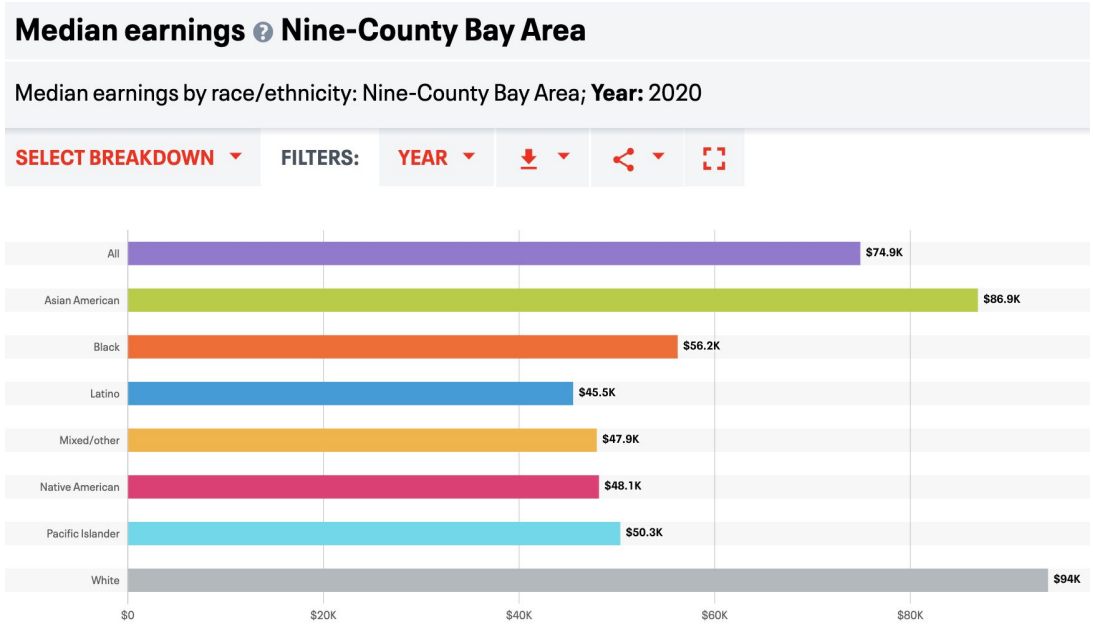
Recently @ BAEA / NEA
Updated Indicator Tables



- **Updated data** for all population indicators (through at least 2020)
- Revised **wraparound text** (factors behind disparities, strategies for equity, etc.)
- **New indicators**:
  - BAEA: Experiencing Homelessness, Basic Family Needs
  - NEA: Workforce equity metrics

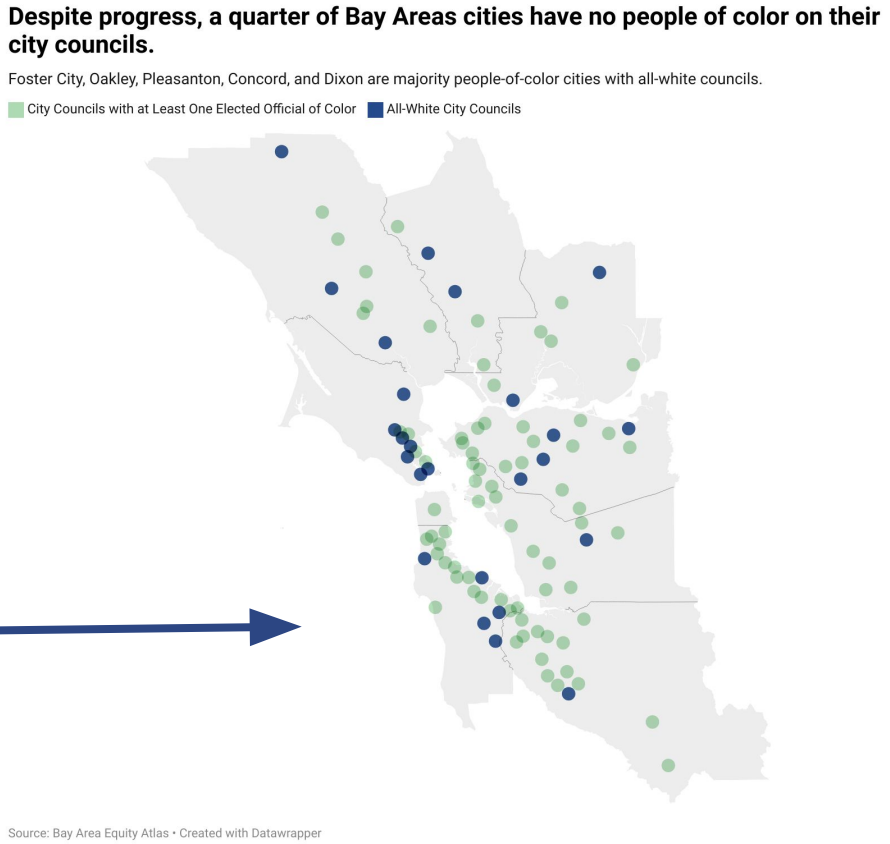
Which geographies do our indicator tables include?

Site	Bay Area Equity Atlas	National Equity Atlas
Level of detail	• 9-County Bay Area • All of Alameda County • Individual cities & CDPs • Census tract-level mapping data for some indicators	• 5-County Bay Area (Alameda, Contra Costa, Marin, San Francisco, San Mateo) • All of Alameda County* • City-level data for Oakland & Fremont* *some metrics only

Recently @ BAEA

Written Analyses & Data Visualizations

- Tracking **local govt. spending** of American Rescue Plan Act funds *(Treasury data)*
- Examining **residents' financial recovery** from the pandemic *(Household Pulse Survey data)*
- Surveying **racial diversity of local elected officials** *(Original data collection)*
- Comparing cities' and counties' **population change over the 2010s** (*Census data)*



Recently @ BAEA

“In Their Own Words” Resident Stories Series

Meet Ixchel Arista — A Youth Organizer Pushing to Increase Youth Political Inclusion in Oakland
June 30, 2023

Meet Tamisha Torres-Walker — An East Bay Elected Official Pushing for Change
September 21, 2023

Meet Maria Salinas — A Farmworker and Organizer Fighting for Language Equity
October 12, 2023

What are some notable data limitations?

- **Using American Community Survey (ACS) & State of CA data:**
  - Time lag (most recent ACS data available: 2022)
  - Some communities & populations too small to report
  - Limited data on business ownership, disability, health, environment
  - Racial categories are subjective (how people answer, how we categorize the responses)
- Site maintenance is labor intensive: adding new indicators requires future planning

Forthcoming @ NEA/BEA

Projects in the Pipeline

- **NEA: Greening America's Cities initiative**
  - New environmental justice indicators
  - Regional analyses of Los Angeles, Atlanta
- **BAEA: Signature regional analyses**
  - Housing growth & affordable housing development
  - Population change in Bay Area's Black communities
  - Refineries, air pollution, & environmental justice
  - Comparing in-migration & out-migration

QUESTIONS?

Questions for Organizational Effectiveness Committee:

- **What kinds of data and research tools do you currently use to inform decision-making in your work?**
  - What's been most helpful?
  - What are the main challenges?
- **What are your goals/aspirations in growing how you work with data?**
  - What kinds of population-level data would you like to have, but cannot currently access?

Bay Area Equity Atlas

Thank you!

To explore more data about our region, visit bayareaequityatlas.org

National Equity Atlas: nationalequityatlas.org

Questions? Connect with us by email:

- Ryan Fukumori, ryan@policylink.org

SFF San Francisco Foundation

USC Dornsife Program for Environmental and Regional Equity

PolicyLink