

# National Equity Atlas Bay Area Equity Atlas

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

Ryan Fukumori, Senior Associate, PolicyLink

**PolicyLink**

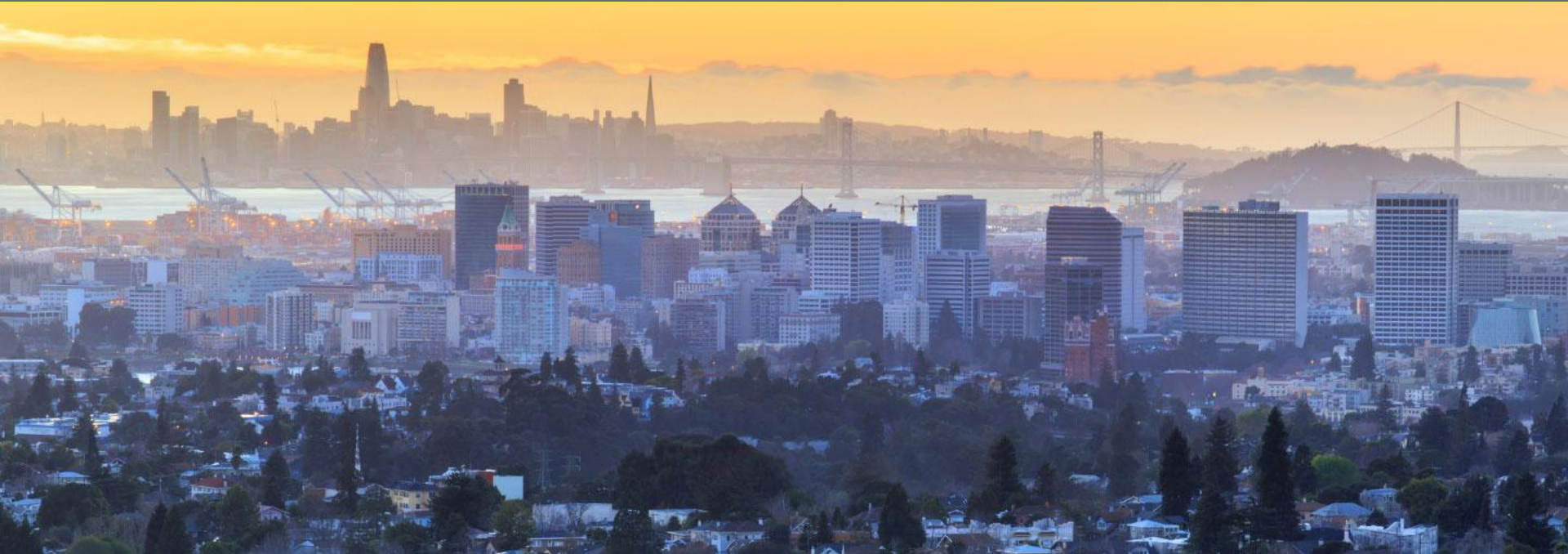
USC Dornsife  
*Equity Research Institute*



# 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**

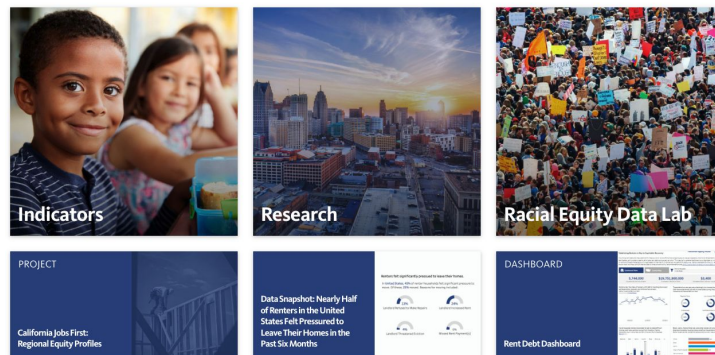
**SFF** San Francisco  
Foundation

**USCDornsife**  
Equity Research Institute

**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



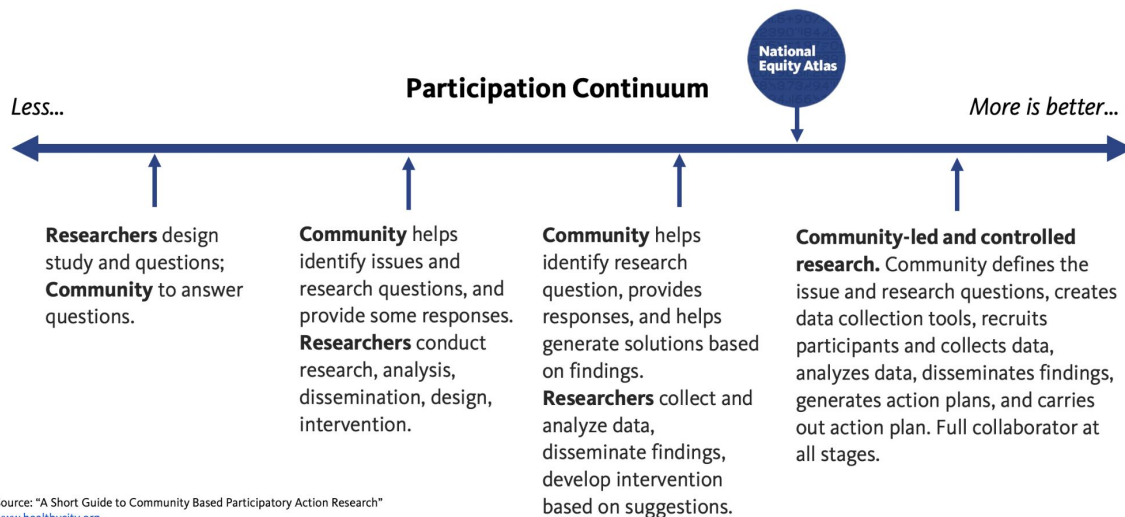
Javonne Saunders, a driver based in Los Angeles, works approximately 55 hours per week. *Photo: Diamela Cutiño/Rideshare Drivers United*

## 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



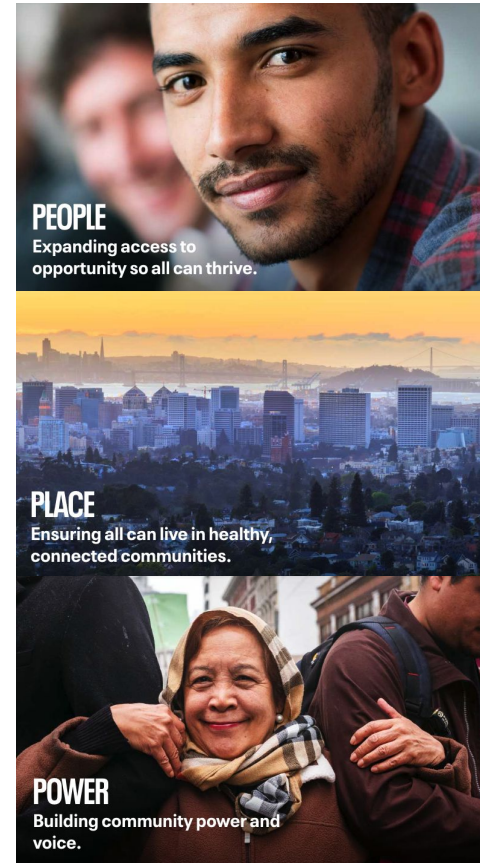
# A research justice approach



- 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



# 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

**The Coming Wave: COVID-19 Evictions**  
A Growing Crisis for Families in San Mateo County

Four in 10 San Mateo County residents are renters, including the majority of Latinx and Black residents. Many renters were already facing a crisis due to soaring rents before the pandemic, and they have been hit hard by the virus and its economic impacts. Without long-term eviction protections, these renters are at risk of being evicted or losing their homes, which could force them out of their neighborhoods or even onto the street.

Renters who've lost their jobs and have no replacement income are especially vulnerable. With little to no savings, they face the risk of homelessness.

**7,900** additional renter households at imminent risk of eviction, including **4,800** children

**Mass eviction would devastate families and our community**  
Homelessness takes an immeasurable toll on people and strains resources.

**\$25,421** cost to exit a family from emergency shelter to permanent housing

2,300 households could become homeless in 2021 due to COVID-19 evictions.

**19%** reported job loss as a primary cause of homelessness

Job loss was the most common cause of homelessness according to survey reported evictions as a primary cause.

**It's been a struggle to pay rent since I was laid off both my jobs in April. My family has worked hard stay in our apartment. We hope the county will do more to help families like ours.**  
— Pablo Rubio, Daly City

**The Coming Wave: COVID-19 Evictions**  
A Growing Crisis for Families in Sonoma County

Four in 10 Sonoma County residents are renters, including the majority of Latinx residents. Many renters were already facing a crisis due to soaring rents before the pandemic, and they have been hit hard by the virus and its economic impacts. Without an effective eviction moratorium, these renters are at risk of being evicted or losing their homes, which could force them out of their neighborhoods or even onto the street.

Renters who've lost their jobs and have no replacement income are especially vulnerable. With little to no savings, they face the risk of homelessness.

**7,000** additional households at imminent risk of eviction, including **5,100** children

**Mass eviction would devastate families and our community**  
Homelessness takes an immeasurable toll on people and strains resources.

**\$20,075** minimum cost per year to temporarily shelter one individual

**14,000** households at imminent risk of eviction, including **12,300** children

**8,700** additional households at risk of eviction due to income loss when the Federal Pandemic Unemployment Compensation ends July 31.

**New evictions resulting in homelessness would exacerbate racial inequities.**  
Population experiencing homelessness by race/ethnicity

**The Coming Wave: COVID-19 Evictions**  
A Growing Crisis for Families in Contra Costa County

More than one in three Contra Costa County residents are renters, including the majority of Black, Latinx, and immigrant residents. Many were already facing a crisis due to soaring rents before the pandemic, and they have been hit hard by the virus and its economic impacts. Without an effective eviction moratorium, these renters are at risk of being evicted or losing their homes, which could force them out of their neighborhoods or even onto the street.

Renters who've lost their jobs and have no replacement income are especially vulnerable. With little to no savings, they face the risk of homelessness.

**19,000** additional households at imminent risk of eviction, including **12,300** children

**\$2,695** minimum cost per year to temporarily shelter one individual

**In September, our rent will be raised to \$1,695. My husband's work laid off 75% of their workers. I am worried every day that he will be laid off too and we will be unable to stay in our home.**  
—Veronica Alvarado, 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

NBC BAY AREA

73°

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

**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

f t i

ECONOMY

**New study identifies segregated neighborhoods throughout Bay Area**

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

**East Bay Housing Organizations**

**Raise the Roof**

July 18, 2023

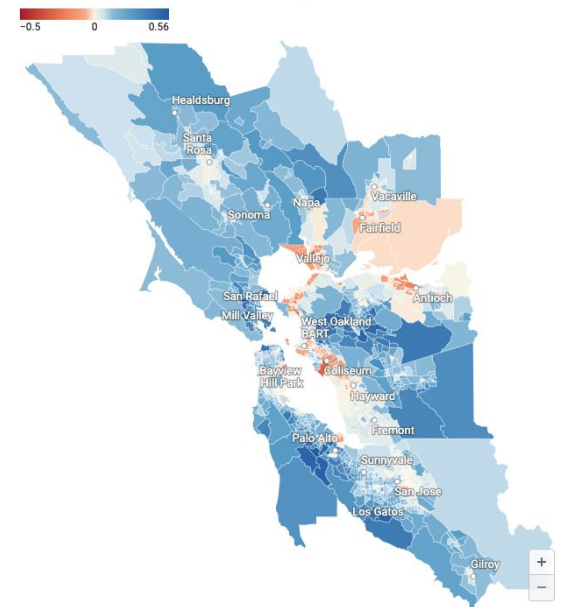
To: Aaron Sage, Principal Planner  
Mindy Gentry, Planning Manager  
Asha Bleier, Consultant Project Manager, Dudek  
Elizabeth Dickson, Planner, Dudek

Laura Hoffmeister, Mayor  
Edi Biraan, Vice-Mayor  
Carlynn Obringer, Councilmember  
Laura Nakamura, Councilmember  
Dominic Allano, Councilmember

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

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

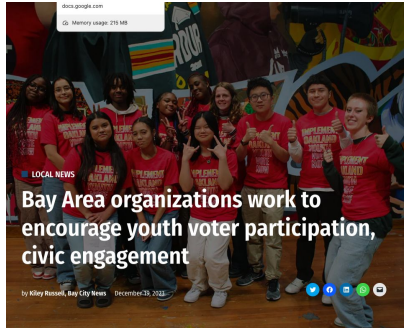
Black-White Index of Concentration at the Extremes, 2019



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



Bay Area's young voters are registering at lower rates. Organizers are combating this ahead of 2024 election



# SURVEY of ATLAS TOOLS



# Recently @ BAEA / NEA

## Updated Indicator Tables

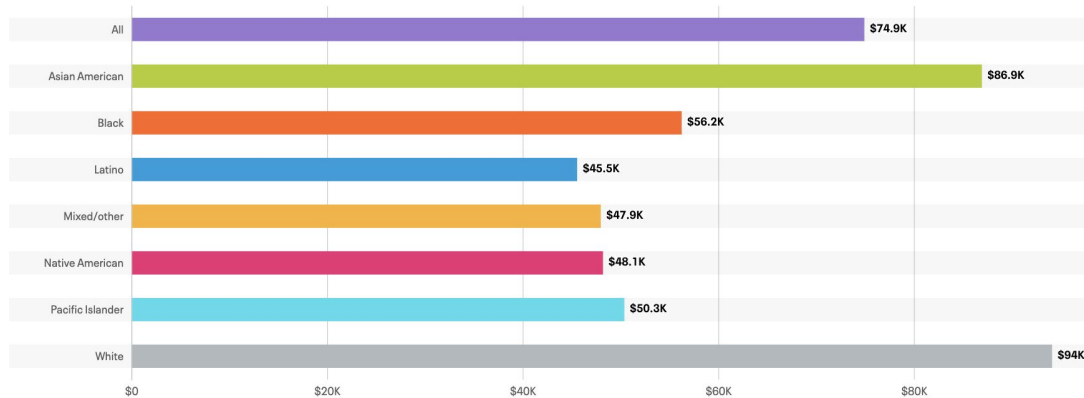
### Median earnings Nine-County Bay Area

Median earnings by race/ethnicity: Nine-County Bay Area; Year: 2020

SELECT BREAKDOWN ▾

FILTERS:

YEAR ▾



- **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	<ul style="list-style-type: none"><li>● 9-County Bay Area</li><li>● All of Alameda County</li><li>● Individual cities &amp; CDPs</li><li>● Census tract-level mapping data for some indicators</li></ul>	<ul style="list-style-type: none"><li>● 5-County Bay Area (Alameda, Contra Costa, Marin, San Francisco, San Mateo)</li><li>● All of Alameda County*</li><li>● City-level data for Oakland &amp; Fremont*</li></ul> <p>*some metrics only</p>



## Recently @ BAEA

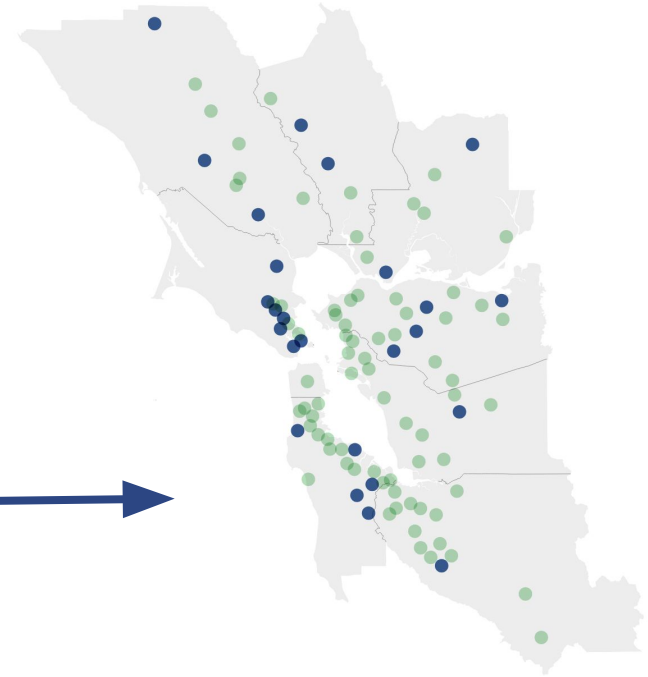
# Written Analyses & Data Visualizations

- 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*)

**Despite progress, a quarter of Bay Areas cities have no people of color on their city councils.**

Foster City, Oakley, Pleasanton, Concord, and Dixon are majority people-of-color cities with all-white councils.

■ City Councils with at Least One Elected Official of Color ■ All-White City Councils



Source: Bay Area Equity Atlas • Created with Datawrapper

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](https://bayareaequityatlas.org)

National Equity Atlas: [nationalequityatlas.org](https://nationalequityatlas.org)

**Questions?** Connect with us by email:

- Ryan Fukumori, [ryan@policylink.org](mailto:ryan@policylink.org)