

*Re +Vitalize*  
*A Place-Based Initiative Symposium*  
*Dallas, Texas*

why policy is important to your pbi efforts

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PolicyLink

November 17, 2015



PolicyLink is a research and action institute dedicated to fostering equitable communities of opportunity by *lifting up what works*.

**PolicyLink**

Lifting Up What Works®



# What Equity Is?

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- Full inclusion of all residents in the economic, social, and political life of the region, regardless of race, ethnicity, age, gender, neighborhood of residence, or other characteristics

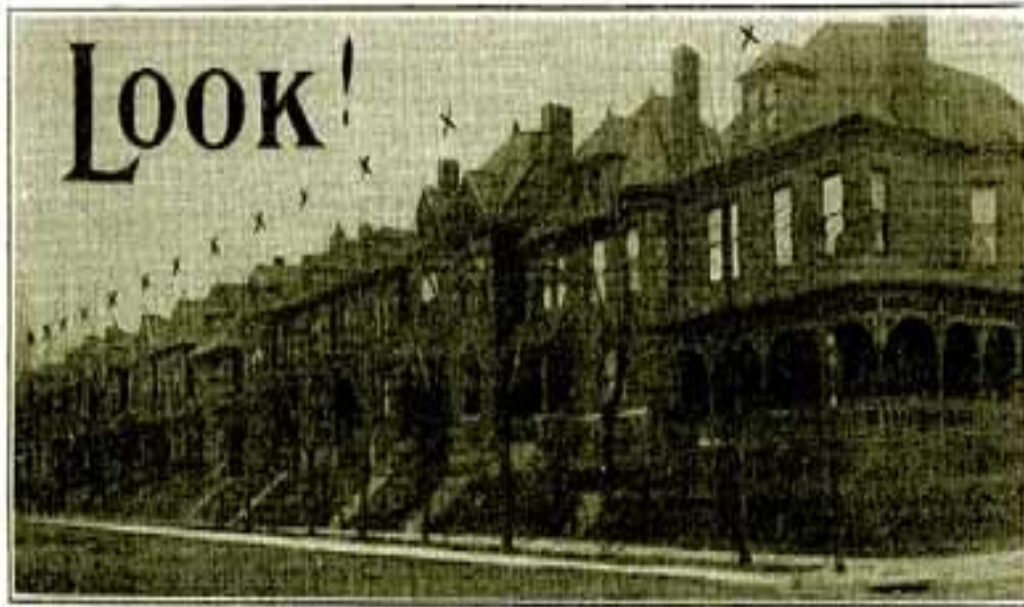
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# Equity Is the Superior Growth Model

- *“Equity investments are not “charity.” Equity is smart strategic investments in the nation’s most valuable asset– it’s people.”*

# Why do we need to focus on equity?

## The Ghost of History



### LOOK At These Homes NOW!

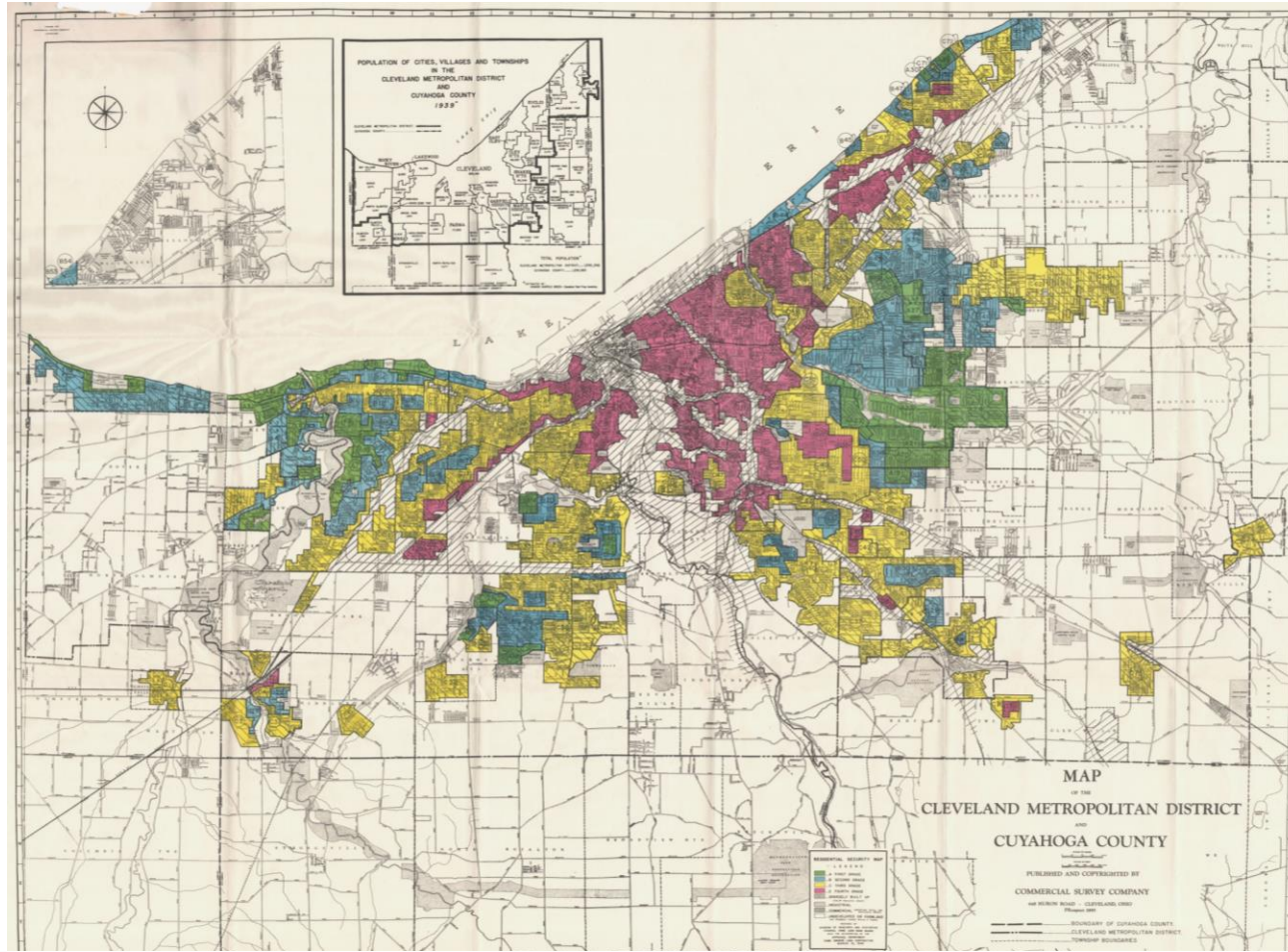
An entire block ruined by negro invasion. Every house marked "X" now occupied by negroes. ACTUAL PHOTOGRAPH OF 4300 WEST BELLE PLACE. SAVE YOUR HOME! VOTE FOR SEGREGATION!





# Why do we need to focus on equity?

## The Ghost of History



**red-line** /red līn/ *v* : to deny loans to certain neighborhoods based on the race and/or ethnicity of its occupants. The impact of which is still evident in American cities today.



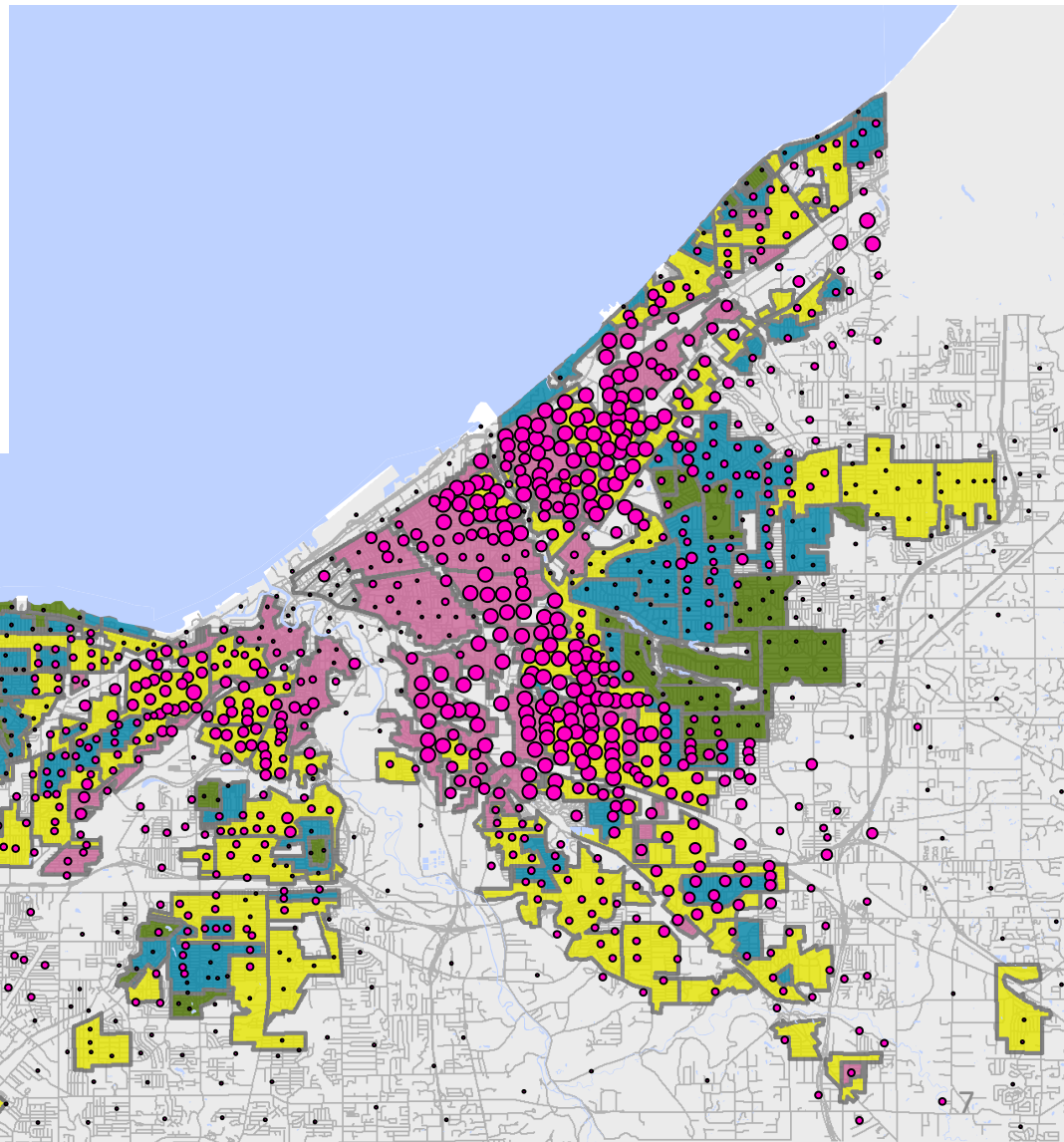
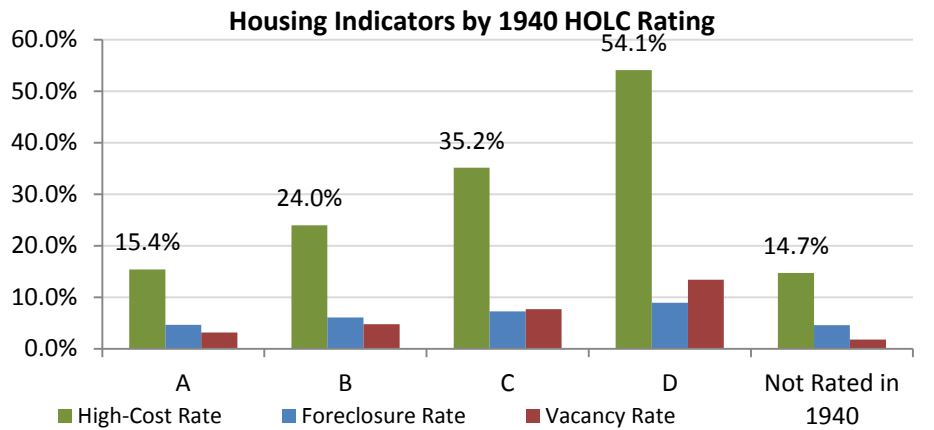
1. The **Home Owners' Loan Corporation (HOLC)** was created in the wake of the Great Depression to help refinance homes at risk of foreclosure. However, the HOLC is best known for creating residential security maps, better known as "redlining maps," to guide investment in American cities. These maps assigned grades of 'A' through 'D' to neighborhoods to indicate their desirability in terms of investment. Black and Immigrant neighborhoods were often given grades of 'C' or 'D', resulting in little or no access to mortgage insurance or credit for decades. Though the HOLC was discontinued in 1951, the impact of disinvestment as a result of redlining is still evident in many American cities today.



# Why do we need to focus on equity?

## Not Really Ghosts - History Continues Today

### Redlining & Recent Subprime Lending in Cleveland





## Full Employment for All: The Economic Benefits of Racial Inclusion

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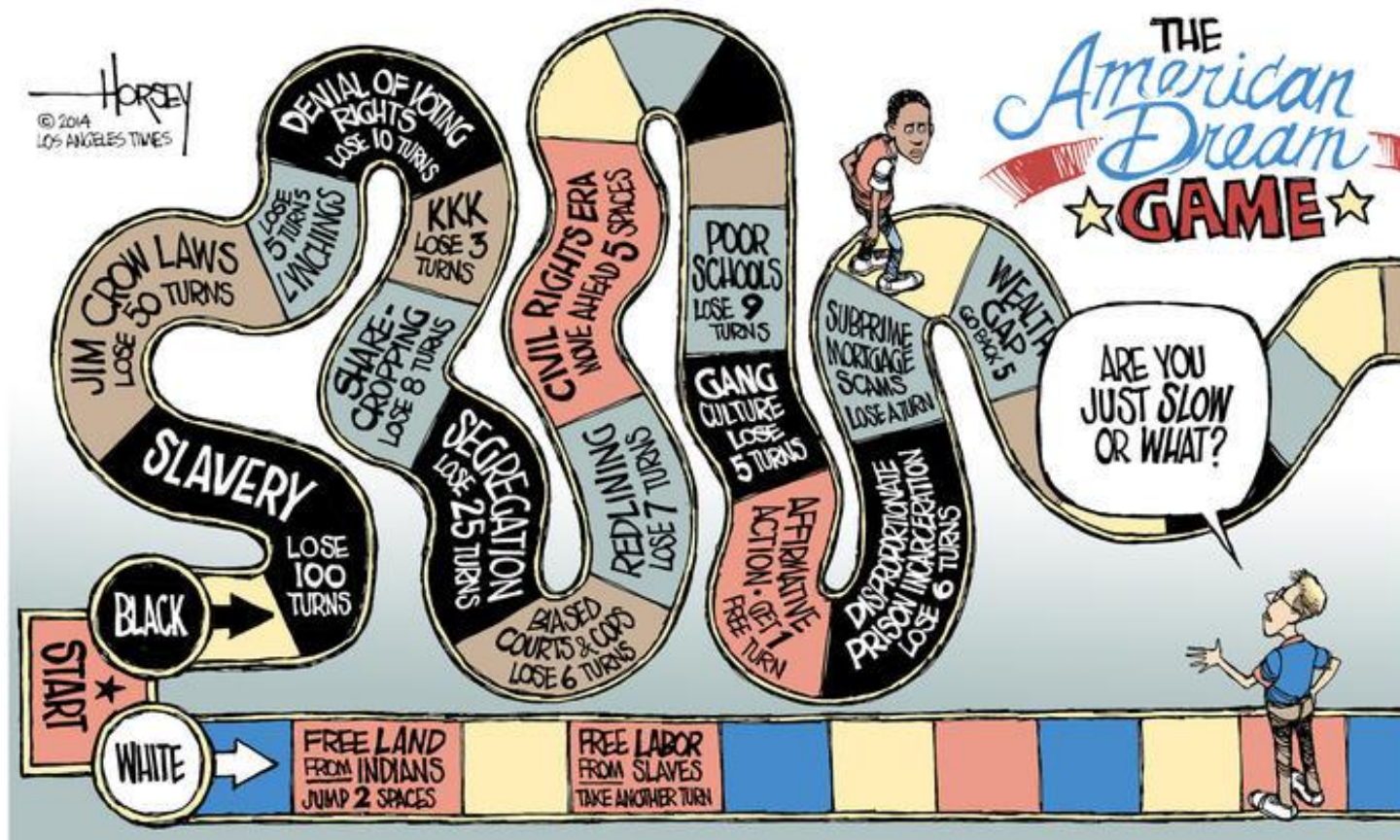
**CRIME SCENE DO NOT CROSS**





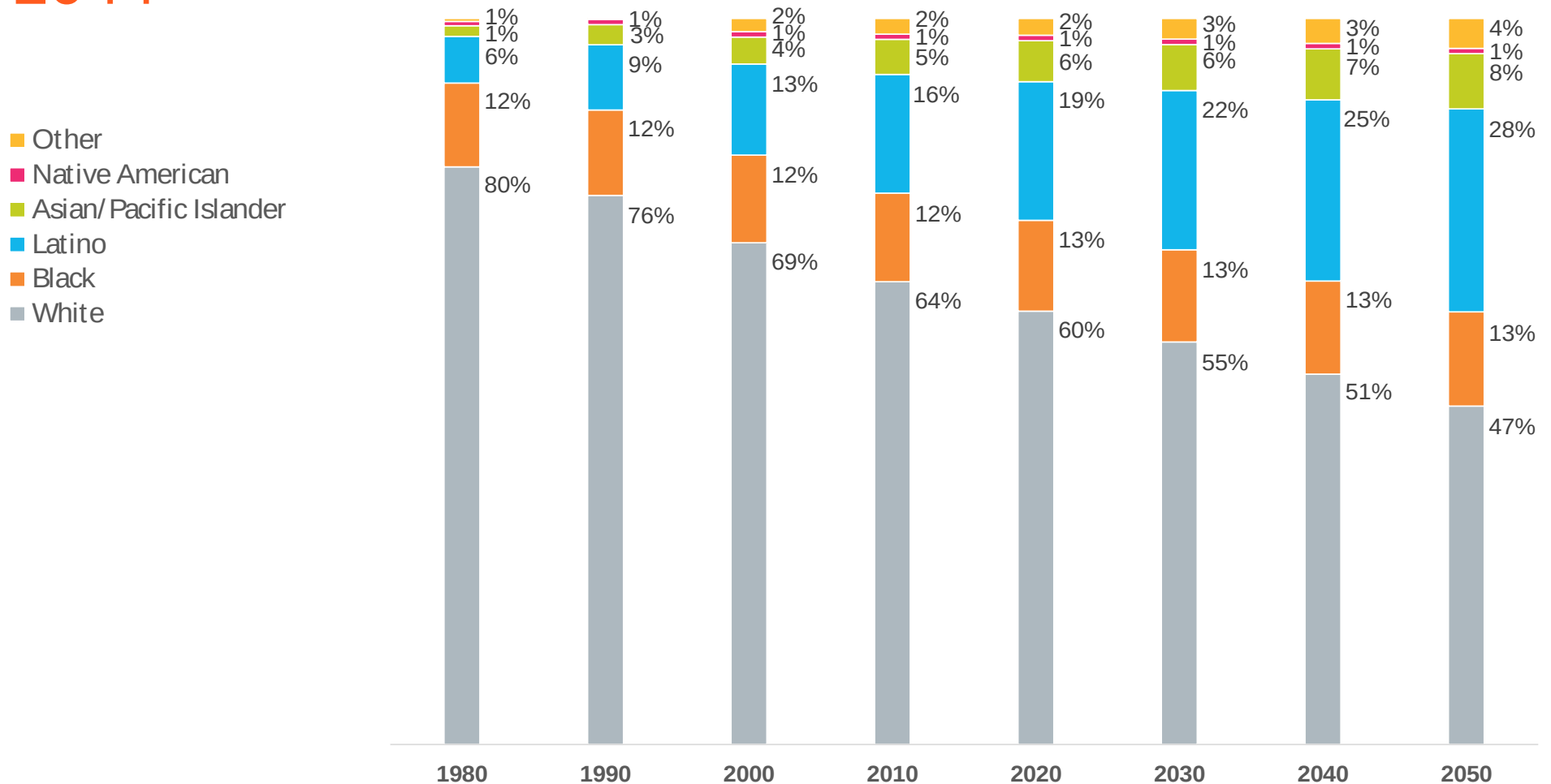
# Why do we need to focus on equity?

## Not Really Ghosts - History Continues Today



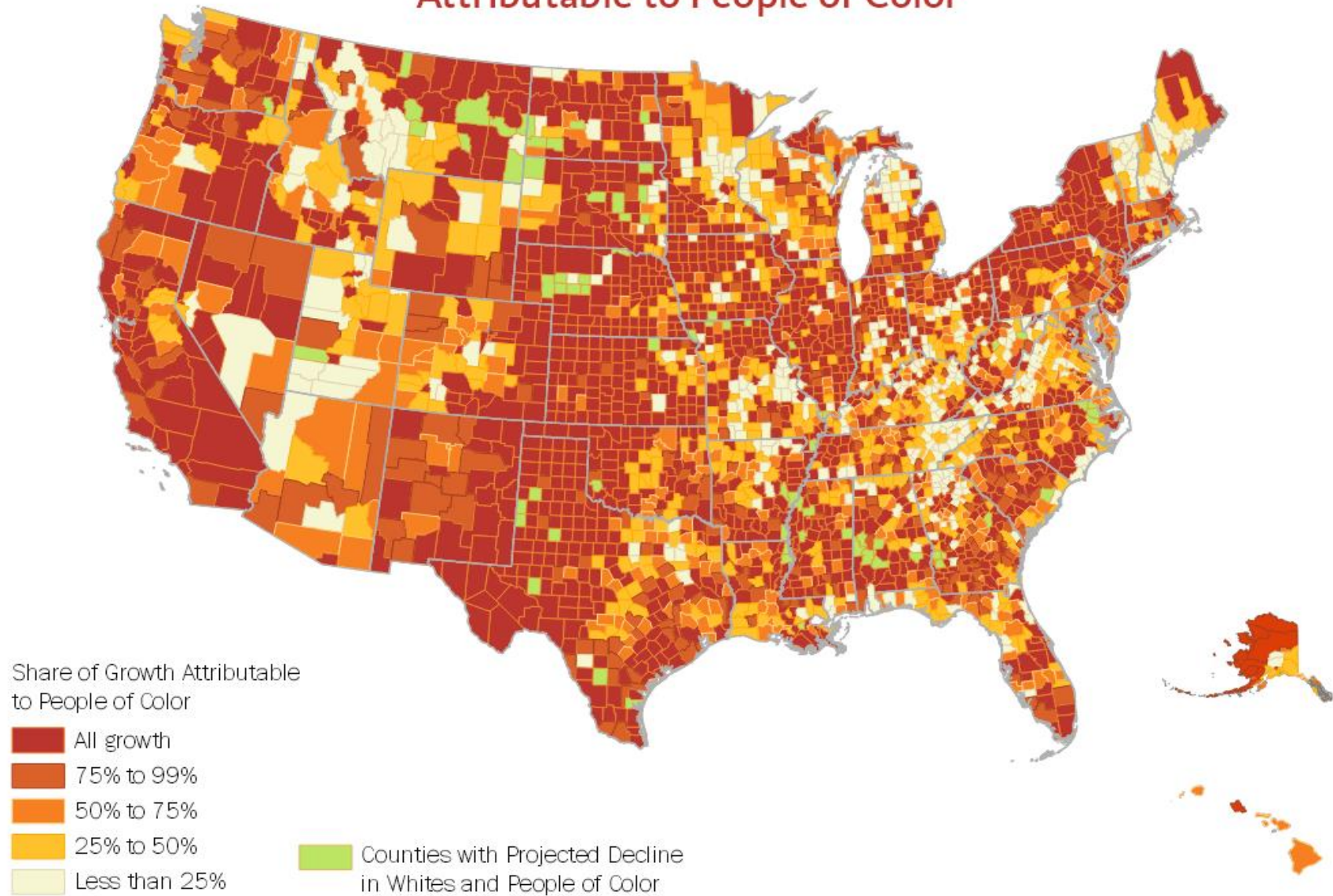
Source: David Horsey / Los Angeles Times

# American will be Majority People-of-Color Nation by 2044



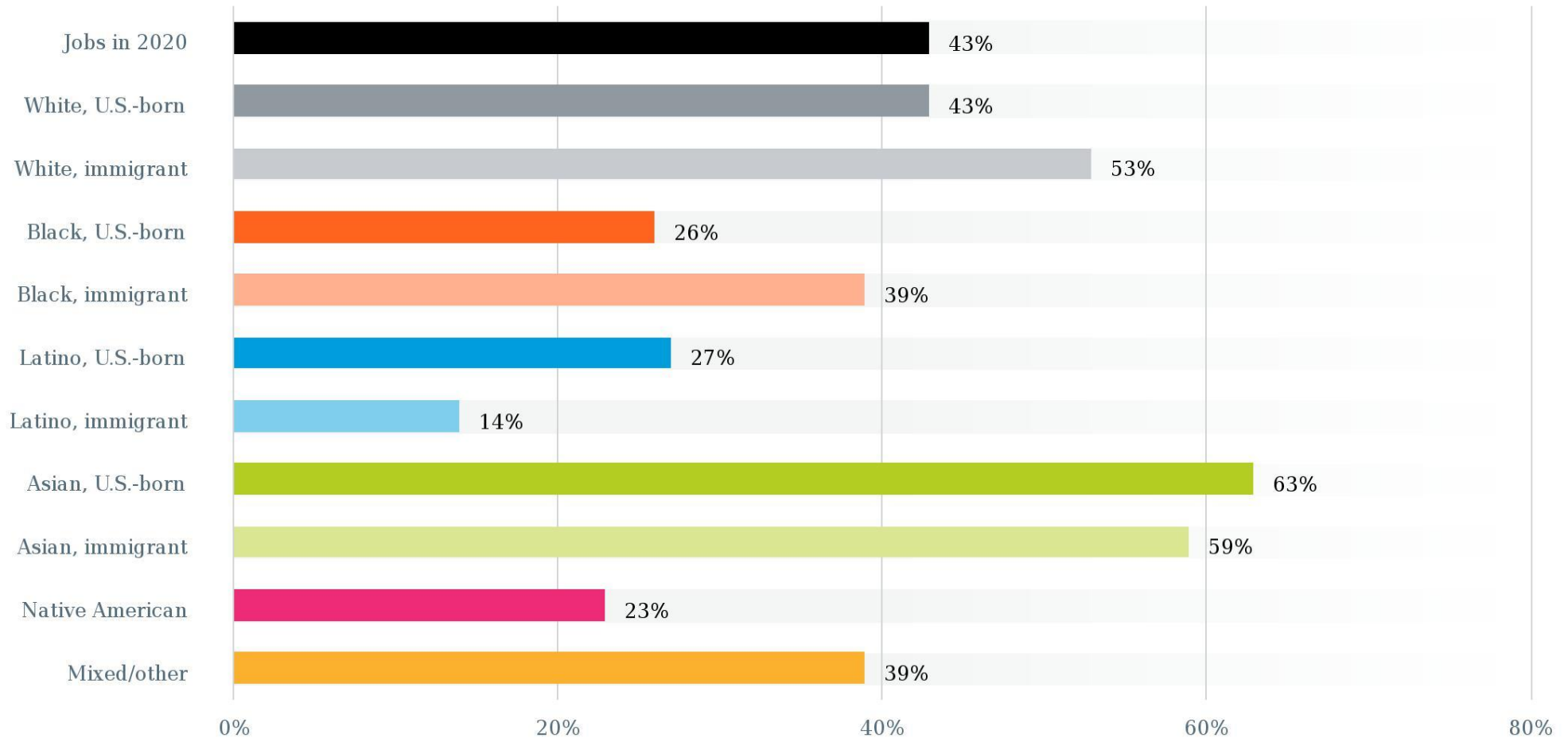
Source: 1980-2010 decennial censuses; U.S. Census Bureau, 2012 National Population Projections.

## Projected Population Growth from 2010 to 2040 Attributable to People of Color





# Why do we need to focus on equity?



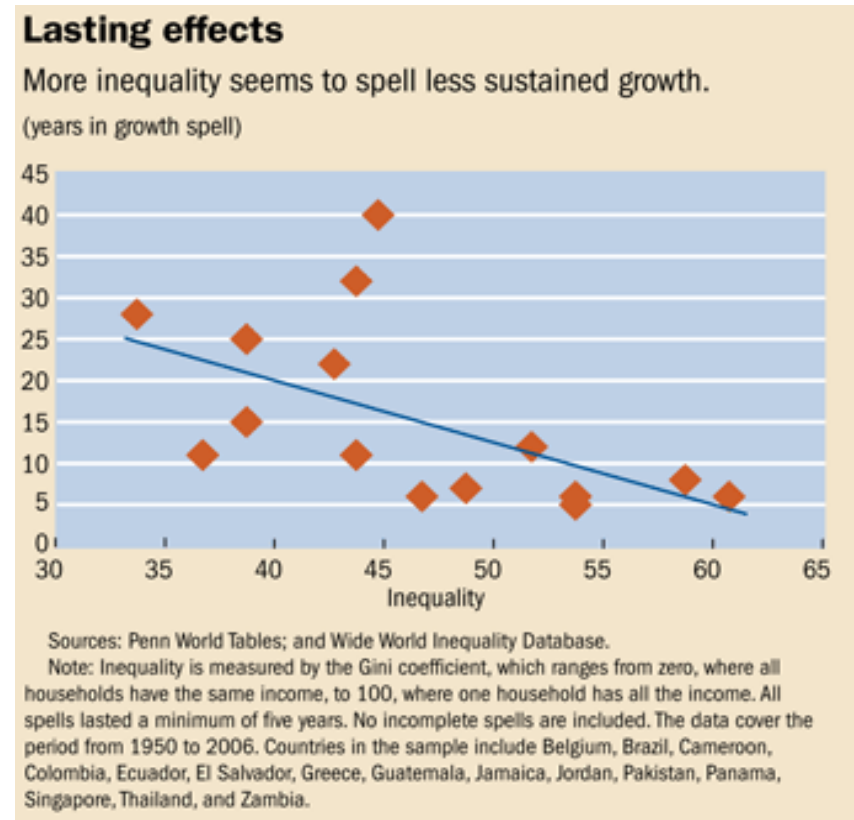
IPUMS; Georgetown University Center on Education and the Workforce  
PolicyLink/PERE National Equity Atlas, [www.nationalequityatlas.org](http://www.nationalequityatlas.org)  
Educational attainment based on 2012 data

# Why do we need to focus on equity?

## Inequality is bad for the economy

According to the IMF, lower inequality results in faster and more sustained economic growth.

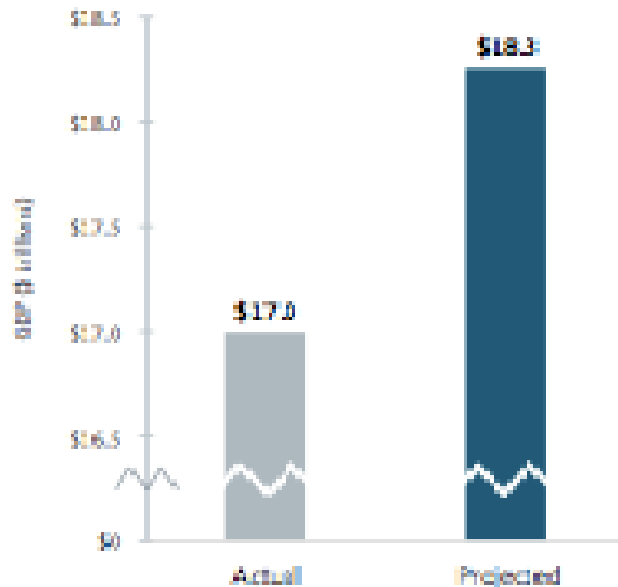
- A [2011 study](#) analyzed over 100 countries and found that every 10 percent increase in income inequality increased the length of a country's growth cycle by 50 percent.
- A [2014 study](#) found lower inequality is correlated with faster economic growth.



## Why do we need to focus on equity?

If there were full employment for all in 2015...

The national economy would be **\$1.3 trillion** stronger



**14.3 million** more workers would be employed

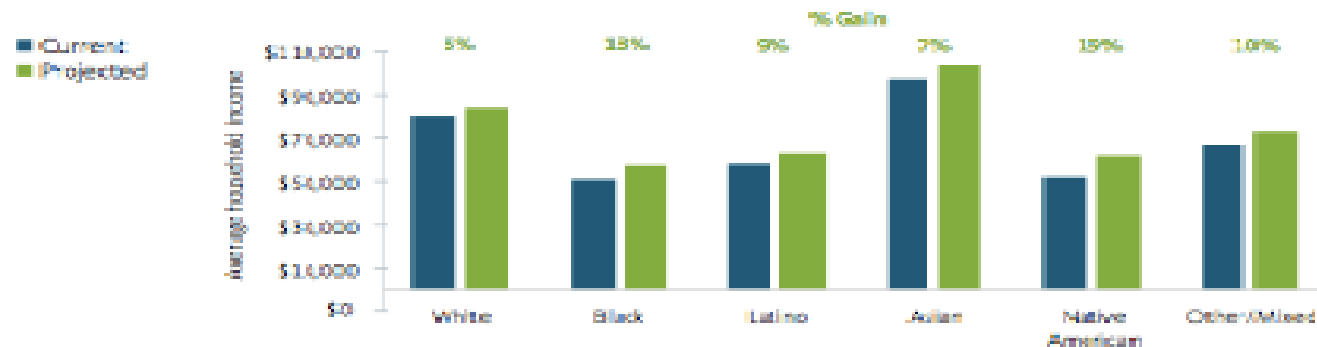


**9.3 million** fewer Americans would be living in poverty



**\$261 billion** more in tax revenue to strengthen our social safety net

Native Americans and Blacks would experience the largest increases in average household income





# Strategic Actions to Achieve Equity

## Talking about Race and Inequality

- Productive conversations about race and inequality are difficult to have
- Focus on building understanding of historic and systemic nature of racial disparities
- Acknowledge that increasing opportunity for all will help strengthen country overall
- Promote importance of connectivity and intentionality



# Set the Table for Success

16



# What role should advocates play?

| Levels of Community Engagement                                                                                                                                                                                 |                                                                                                                                                                                                              |                                                                                                                                                                                                      |                                                                                                                                                                                                      |                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| We inform                                                                                                                                                                                                      | We consult                                                                                                                                                                                                   | We engage in dialogue                                                                                                                                                                                | We and community work together                                                                                                                                                                       | Community directs action                                                                                                                                                                             |
| Characteristics of Engagement                                                                                                                                                                                  |                                                                                                                                                                                                              |                                                                                                                                                                                                      |                                                                                                                                                                                                      |                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>Primarily one-way channel of communication</li> <li>One interaction</li> <li>Term-limited to event</li> <li>Addresses immediate need of county and community</li> </ul> | <ul style="list-style-type: none"> <li>Primarily one-way channel of communication</li> <li>One to multiple interactions</li> <li>Short to medium-term</li> <li>Shapes and informs county programs</li> </ul> | <ul style="list-style-type: none"> <li>Two-way channel of communication</li> <li>Multiple interactions</li> <li>Medium to long-term</li> <li>Advancement of solutions to complex problems</li> </ul> | <ul style="list-style-type: none"> <li>Two-way channel of communication</li> <li>Multiple interactions</li> <li>Medium to long-term</li> <li>Advancement of solutions to complex problems</li> </ul> | <ul style="list-style-type: none"> <li>Two-way channel of communication</li> <li>Multiple interactions</li> <li>Medium to long-term</li> <li>Advancement of solutions to complex problems</li> </ul> |
| Strategies                                                                                                                                                                                                     |                                                                                                                                                                                                              |                                                                                                                                                                                                      |                                                                                                                                                                                                      |                                                                                                                                                                                                      |
| Media releases, brochures, pamphlets, outreach to vulnerable populations, ethnic media contacts, translated information, staff outreach to residents, new and social media                                     | Focus groups, interviews, community surveys                                                                                                                                                                  | Forums, advisory boards, stakeholder involvement, coalitions, policy development and advocacy, including legislative briefings and testimony, workshops, community-wide events                       | Co-led community meetings, advisory boards, coalitions, and partnerships, policy development and advocacy, including legislative briefings and testimony                                             | Community-led planning efforts, community-hosted forums, collaborative partnerships, coalitions, policy development and advocacy including legislative briefings and testimony                       |

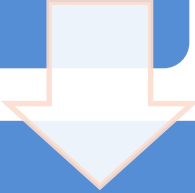
Source: King County



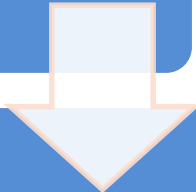
# Data Driven Decision Making

## MODEL: HUD Sustainable Communities Initiative Fair Housing and Equity Assessment

**Data:** What is going on here? Where do racial and income disparities exist?



**Deliberation:** How did we get here?  
What does this data mean?



**Decision Making:** How might this new information inform investments and planning decisions?

# DATA Source Example

## [nationalequityatlas.org](http://nationalequityatlas.org)

Data in Action: [Data Drives Economic Opportunity in New Orleans >](#)

Data revealing 52 percent of black men in New Orleans are jobless led Mayor Landrieu to launch an ambitious new jobs plan.

[Equity Profile: Houston Region](#)

Houston's economy is strong overall, but racial inequities in education, income, health, and opportunity—along with stagnant wages and rising inequality—place its future prosperity at risk.

# DATA Source Example: San Francisco FED

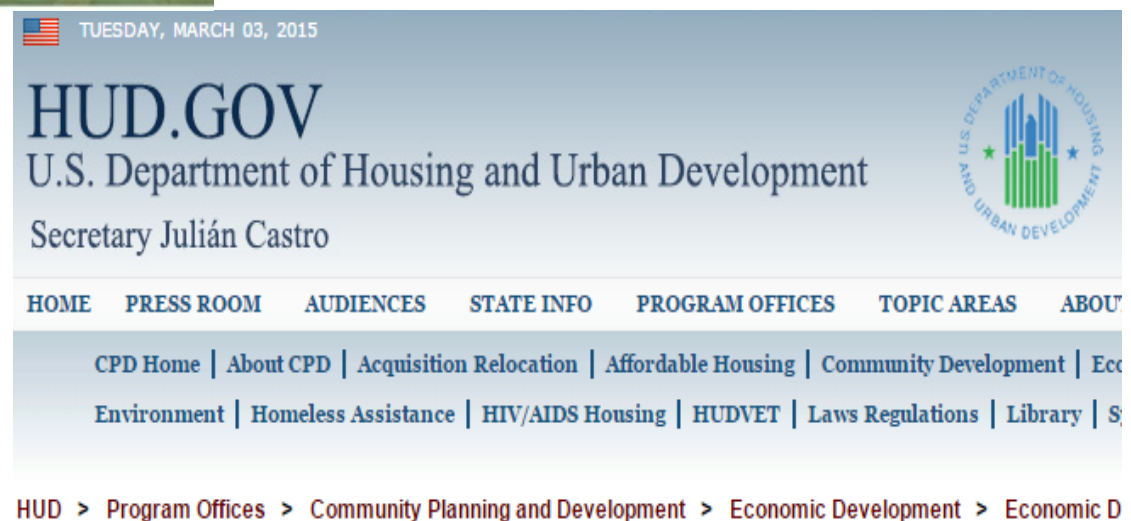


## Vantage Point: A Community Indicators Survey

No one knows the specific context, challenges, and strengths of your community better than you. When you share your first-hand knowledge with the **Federal Reserve Bank of San Francisco**, you take us beyond the numbers to help us better understand, interpret, and address conditions on the ground for low- and moderate-income people.

<http://www.frbsf.org/community-development/data/vantage-point-community-indicators-project/>

# Federal Initiatives for PBI



Promise Zones



# Federal Initiatives for PBI



U.S. Department of Transportation  
Federal Transit Administration

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## Capital Investment Program: New Starts, Small Starts and Core Capacity Improvements

TUESDAY, MARCH 03, 2015

**HUD.GOV**

U.S. Department of Housing and Urban Development  
Secretary Julián Castro



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[Housing Choice Vouchers](#) | [Indian Housing](#) | [Moving To Work](#) | [RHIIP](#) | [Real Estate Assessment](#)

[HUD](#) > [Program Offices](#) > [Public and Indian Housing](#) > [PIH](#) > [Public Housing](#) > [Choice Neighborhoods](#)

## Choice Neighborhoods

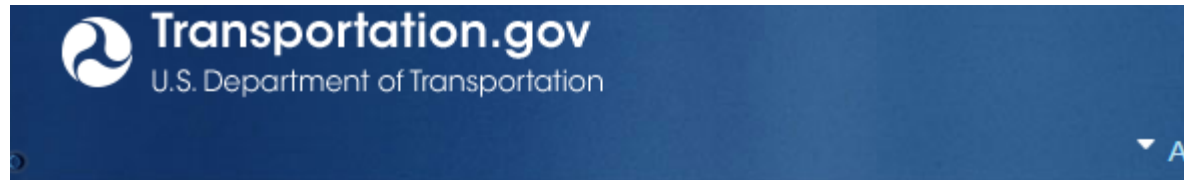
### Developing High-Quality Mixed-Income Housing

Redeveloped housing in the Larimer Neighborhood of Pittsburgh, Pennsylvania.

Larimer is the target neighborhood of a FY2013 Choice Neighborhoods Implementation Grant.



# Federal Initiatives for PBI



[Home](#) > [Policy Initiatives](#)

## Ladders Of Opportunity

*"Through transportation, we can help ensure that the rungs on the ladder of opportunity aren't so far apart—and that the American dream is still within reach for those who are willing to work for it." – Secretary Anthony Foxx*



**LADDERS OF  
OPPORTUNITY**

— Work — Connect — Revitalize —

 U.S. Department of Transportation

# Affirmative Furthering Fair Housing Rule

## A Tool for PBI

- 1) **Clarifies the definition of AFFH** to include actions that **expand access to opportunity for low-income households by: increasing mobility, reducing income segregation and concentrated poverty – and fosters investments in high-poverty communities.**
- 2) **Improves on the current process** that local jurisdictions undertake to ensure that HUD funds are being used to further fair housing, by aligning fair housing goals with **Consolidated Plans for CDBG, HOME, HOPWA and public housing allocations.** These are the plans that determine how these HUD formula dollars can be used.
- 3) **Provides local jurisdictions with an assessment tool** that provides consistent data to ensure that grantees can measure their progress on reducing income segregation and racially concentrated poverty while expanding access to quality schools, good jobs, transportation and healthy environments for all.
- 4) **Requires federal formula dollars** are targeted towards solving the challenges identified in the assessment



# AFFH Assessment Tool

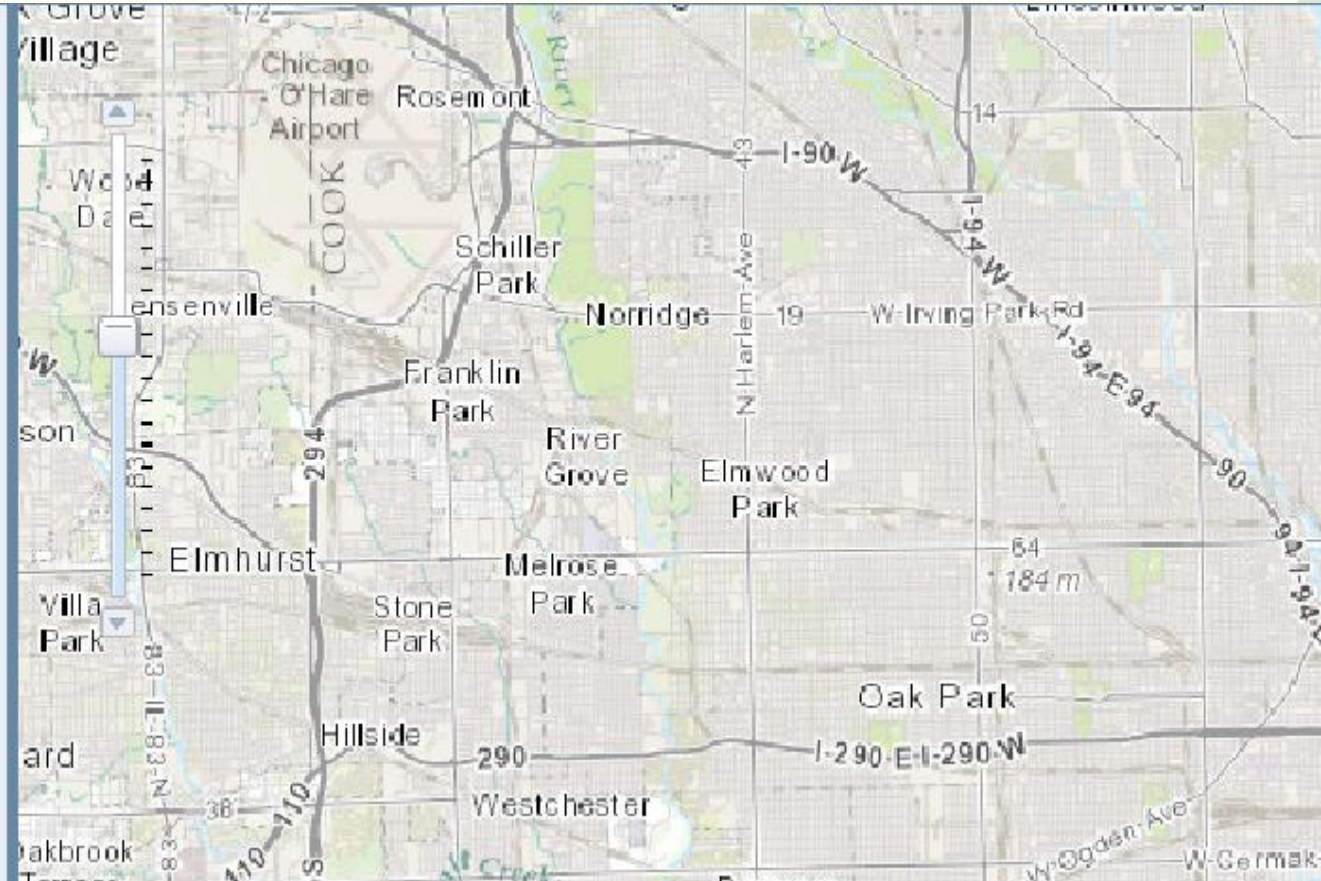
(still in draft form)



## AFFIRMATIVELY FURTHERING FAIR HOUSING PROPOSED RULE BACKGROUND MATERIALS, AND PROTOTYPE GEOSPATIAL TOOL

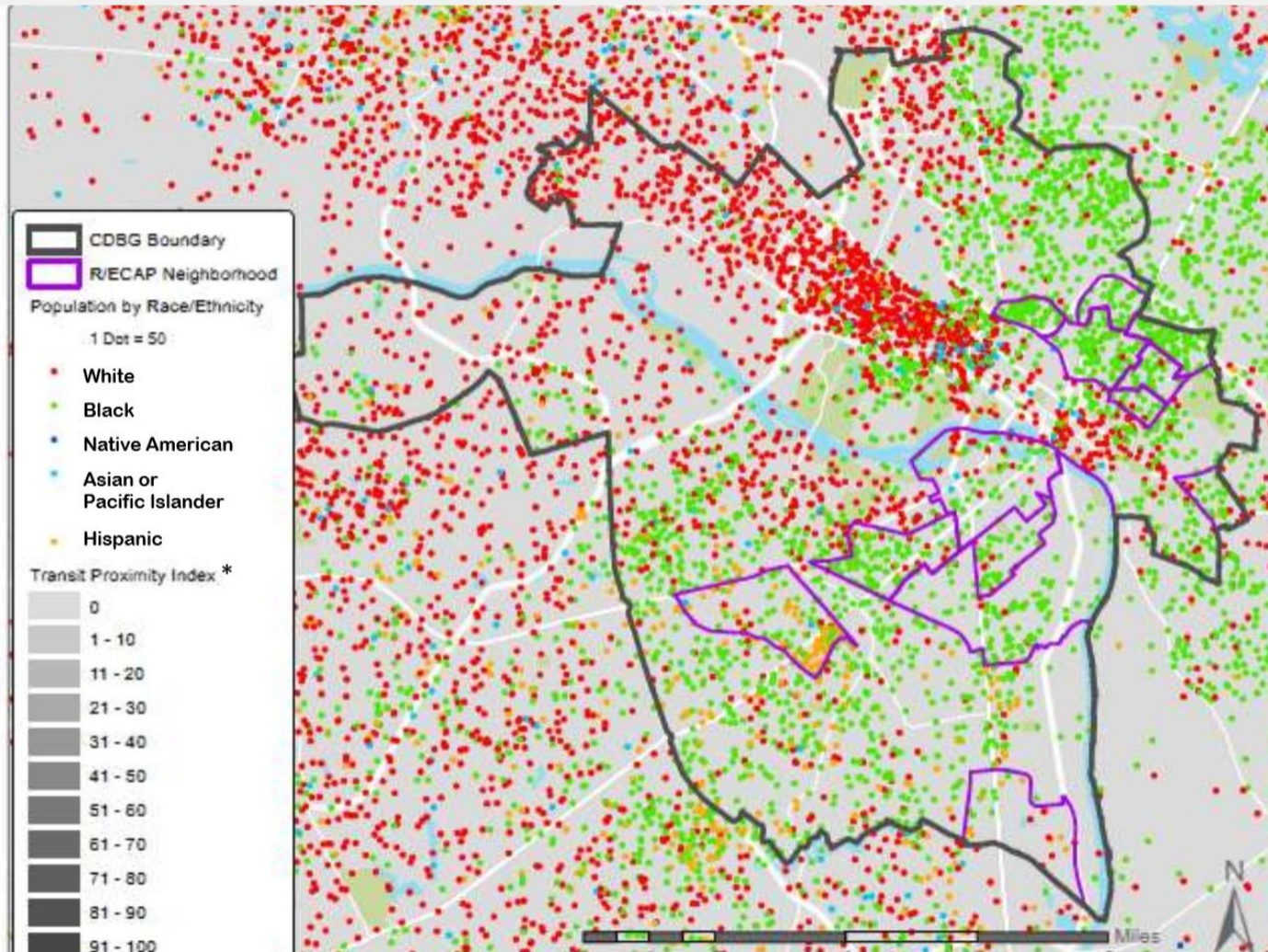
### Table of Content

- ☐ + Voucher Locations
- ☐ + Subsidized Housing
- ☐ + Children
- ☐ + Disability
- ☐ + Elderly
- ☐ + Limited English Proficiency (LEP)
- ☐ + Non-Elderly Adults, Living Alone
- ☐ + Poor Population
- ☐ + Race Ethnicity (2010)
- ☐ + Race Ethnicity Historical
- ☐ + Community Assets and Stressors
- ☐ + Racially/Ethnically-Concentrated Area of Poverty



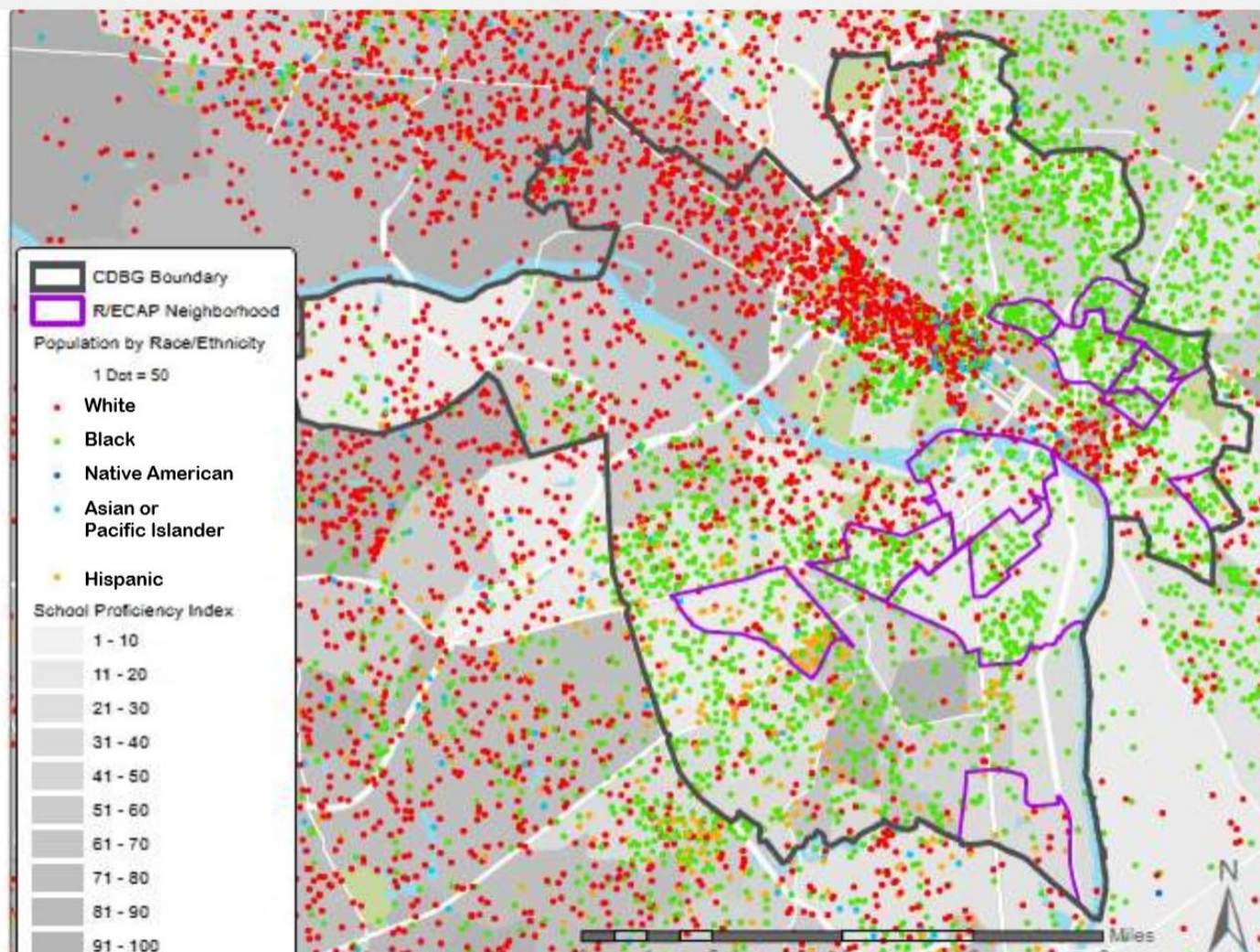


## Map 12. Transit Proximity Index and Race/Ethnicity, Jurisdiction X



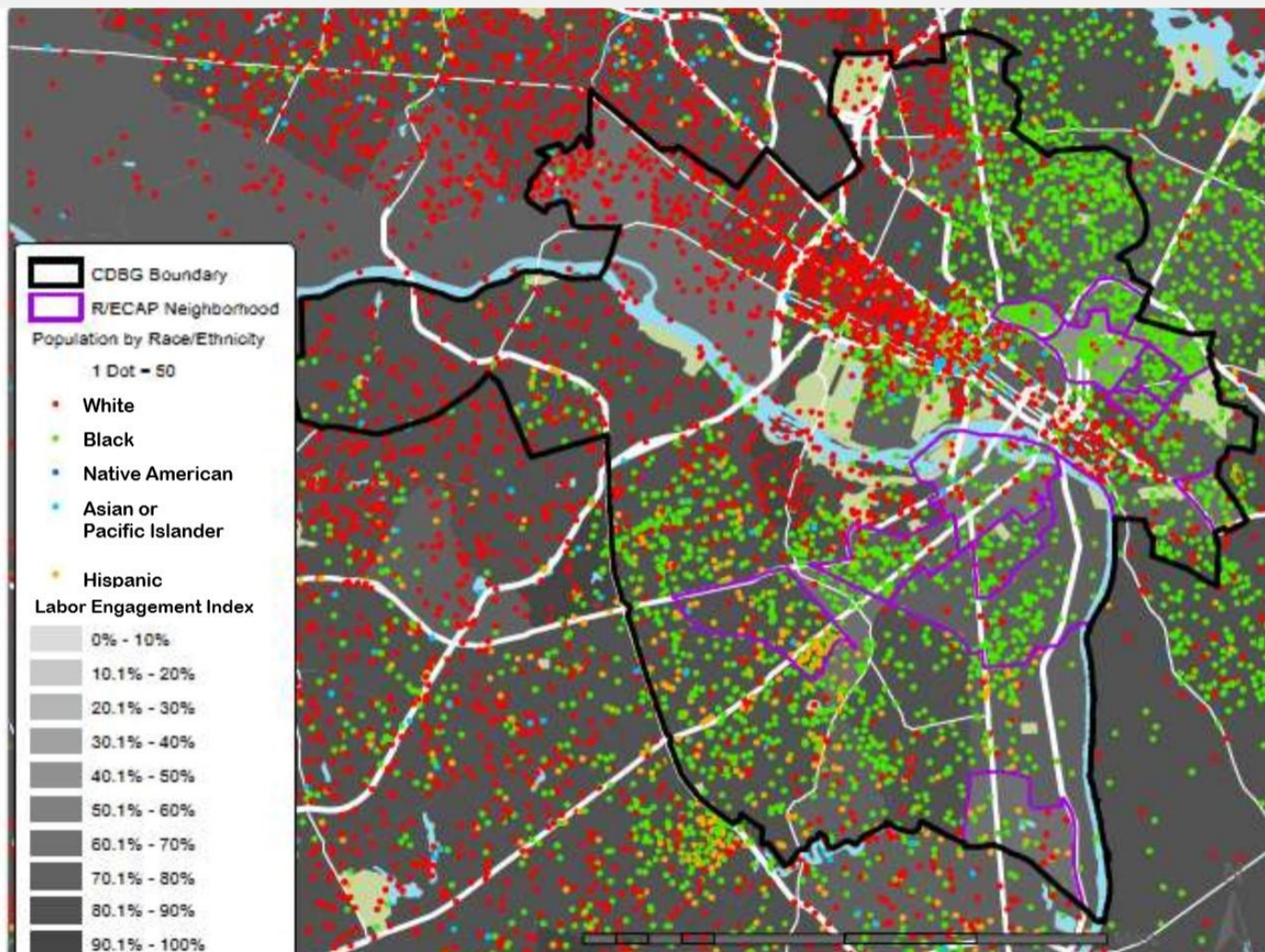


## Map 9. School Proficiency Index and Race/Ethnicity, Jurisdiction X





**Map 11. Labor Engagement Index and Race/Ethnicity, Jurisdiction X**



# Federal Initiatives for PBI

## Drive Act???

### Transportation Equity Caucus – Strategies

<http://equitycaucus.org/home>

- Create affordable transportation options for all people
- Ensure fair access to quality jobs, workforce development, and contracting
- Promote healthy, safe, and inclusive communities
- Invest equitably and focus on results



# Strategies for Success: Comprehensive Community Development

## Houston LISC

### Great Opportunities (GO) Neighborhoods

As part of the *Building Sustainable Communities* strategy, Houston LISC launched the Great Opportunities (GO) Neighborhoods program in 2009.

GO Neighborhoods is a community-driven approach to comprehensive community development that creates impact by strategically investing in and leveraging investments across six areas:

1. Expanding capital investment in housing and other real estate
2. Building family income and wealth
3. Stimulating economic development
4. Improving residents' access to quality education
5. Developing healthy environments and lifestyles
6. Strengthening leadership and civic engagement



### NORTHSIDE



# Local Strategies for Success

## Expiring Use: Retention of Subsidized Housing



Preserve affordable rental units by protecting subsidized housing units with expiring contracts

# Strategies for Success

## Code Enforcement



Can be an important tool in community vitalization efforts. Caution must be used to ensure use does not inadvertently jeopardize low-income property owners. Strategy should be coupled with property owner assistance programs



# Strategies for Success

## Expand Community Land Trusts



This alternative property ownership model encourages permanent affordability and wealth-building.

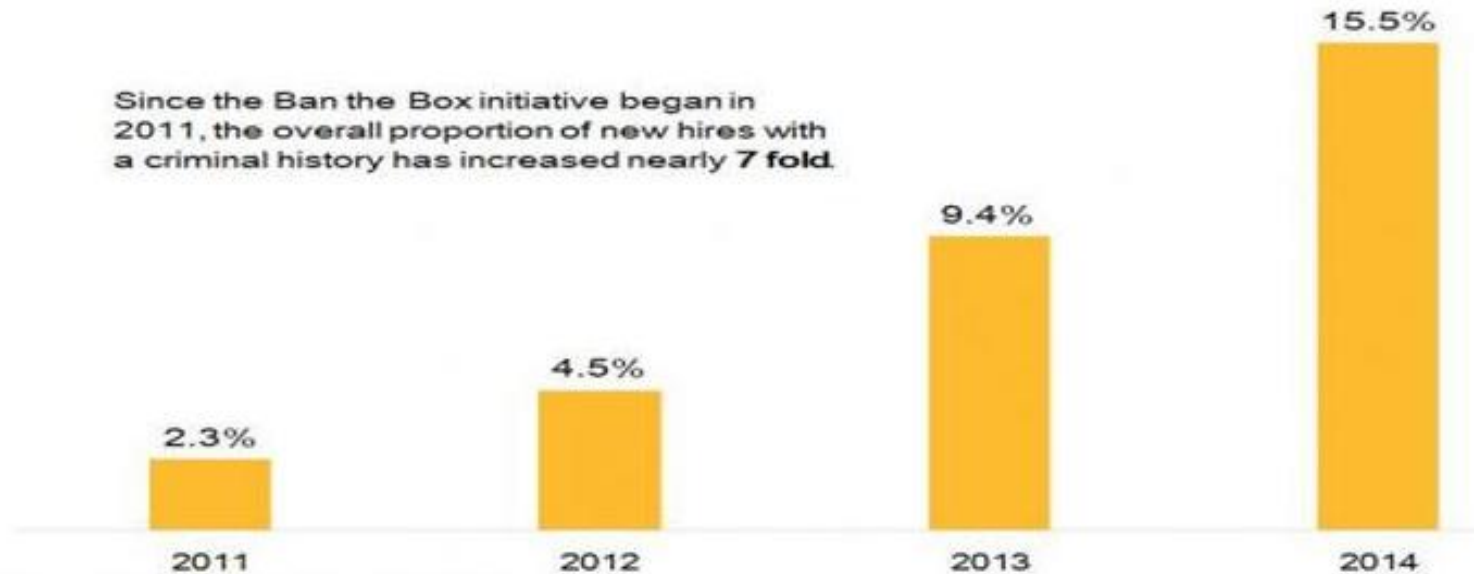
# Strategies for Success: Ban the Box

## Why "Ban the Box" Matters: Durham's Success Story

10 Oct 2014 | America's Tomorrow

### City of Durham, North Carolina: Percent of New Hires with a Criminal History

Since the Ban the Box initiative began in 2011, the overall proportion of new hires with a criminal history has increased nearly 7 fold.



Source: Southern Coalition for Social Justice

Above: Southern Coalition for Social Justice

# Strategies for Success

## Tri-locate: Housing, Jobs, Transportation



90 affordable apartments located one mile west of Downtown Los Angeles, the development is adjacent to the METRO Red/Purple Line Westlake/MacArthur Park Station and is one block from the historic General Douglas MacArthur Municipal Park – McCormack Baron Salazar



# Strategies for Success

## Creative Place Making: Arts in Community Development



Small town economy builder - Links local culture and the arts with the unique attributes of a community to both grow the economy and create a better place for residents to live - Sauk County, WI

# Strategies for Success



## Real Estate Acquisition

Minneapolis uses two innovative concepts in its efforts to purchase real estate owned properties the **First Look Program** and the [Twin Cities Community Land Bank](#).

- **First Look Program**

Minneapolis was one of the first cities in the nation to partner with National Community Stabilization Trust in 2008 to pilot a new, innovative national program to address the housing foreclosure crisis - the First Look Program.

## The Northside Home Fund Cluster Developments

The [cluster approach](#) focuses on small geographic areas, or "clusters", intended to make a noticeable positive impact on the housing stock and to stabilize and strengthen the homeownership market of North Minneapolis neighborhoods. The [Northside Home Fund](#),

# Strategies for Success

Anti-Displacement is a priority strategy



## Managing Neighborhood Change: Anti-Displacement Strategies Toolkit

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<http://www.mapc.org/neighborhood-change>



# Equitable Development Toolkit

## 25 Tools, and More on the Way [www.policylink.org](http://www.policylink.org)

### Land Use and Environment

- Community Mapping
- Inclusionary Zoning
- Infill Incentives
- Brownfields
- Commercial Stabilization
- Developer Extractions
- Commercial Linkage Strategies

### Health and Place

- Healthy Food Retailing
- Asthma and the Environment
- Code Enforcement

### Coming Soon:

- Urban Parks and Greening
- Climate Change Advocacy
- Foreclosed Properties

### Affordable Housing

- Just Cause Eviction Controls
- Rent Controls
- Expiring Use: Retention of Subsidized Housing
- Employer-Assisted Housing
- Housing Trust Funds

### Economic Opportunity

- Minority Contracting
- Local Hiring Strategies
- Living Wage Provisions
- CDC's with Resident Shareholders
- Cooperative Ownership Models
- Community Development Financial Institutions

# Thank You!

## Contact Information

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