

Demographic Profile StoryMap

Equity Advisory Committee

July 10, 2025



Puget Sound Regional Council



We are leaders in the region to realize equity for all. Diversity, racial equity and inclusion are integrated into how we carry out all our work.

psrc.org/equity

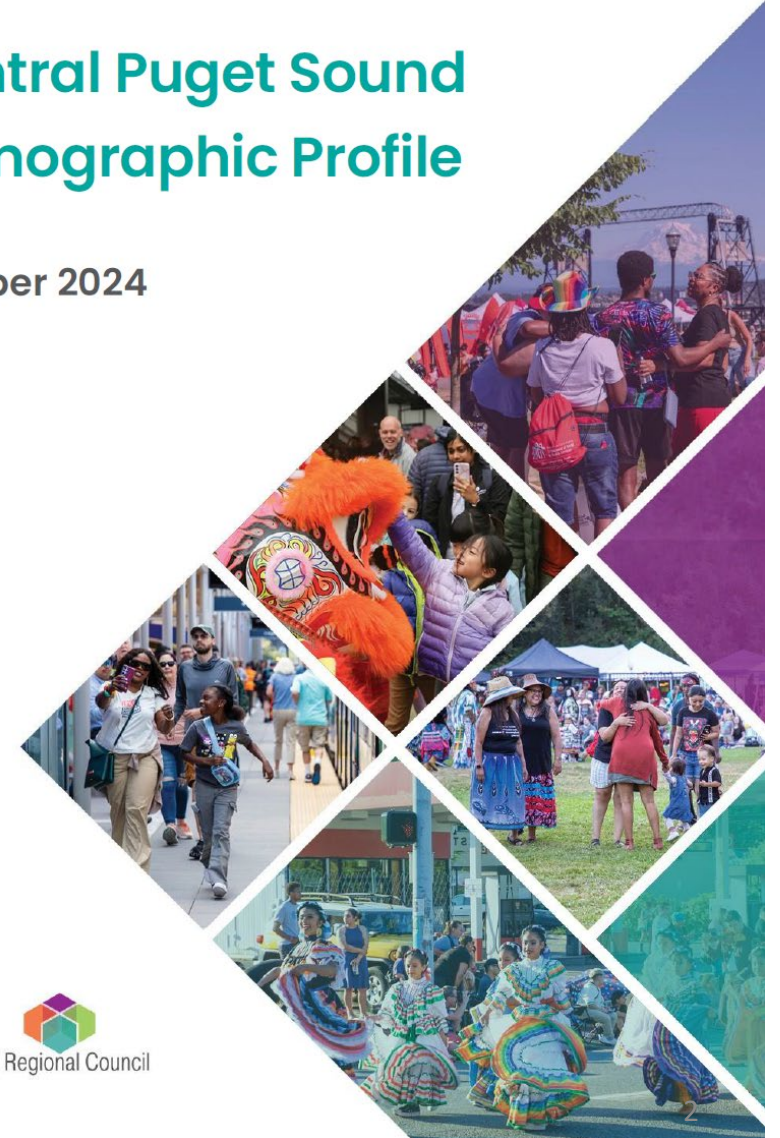
Meeting Overview

Intro to StoryMap project + meeting structure

StoryMap walk-through + breakout groups

Central Puget Sound Demographic Profile

October 2024



Puget Sound Regional Council

Questions for EAC

Comments on draft Demographic Profile StoryMap report:

- What StoryMap elements work well? Also, what could work better and how?
- Is purpose and content of each chapter clear and easy to follow?
- Are graphic and interactive components intuitive and easy to navigate?
- Suggestions to better convey key messages and takeaways?

Purpose of Demographic Profile

Compile demographic information for region

- Environmental justice populations (people of color, low-income)
- Language and limited English proficiency
- Additional protected populations (sex, age, disability, etc.)
- Summary statistics + geographic distributions and patterns

For purpose of:

- Informing environmental justice and equity **analyses of disproportionate impacts**
- Supporting **effective public outreach and engagement** of environmental justice and other equity populations

Equity Focus Areas (EFAs)

Based on foundational work in

VISION 2050 & the Regional Transportation Plan (RTP)

Six demographics used to measure and track disparities

People of
Color

People with
Low Incomes

People with
Disabilities

Youth
(Ages 5–17)

Older Adults
(Age 65+)

People with
Limited English
Proficiency
(LEP)

Equity Focus Areas (EFAs)
have higher proportions of members of these groups



StoryMap Project

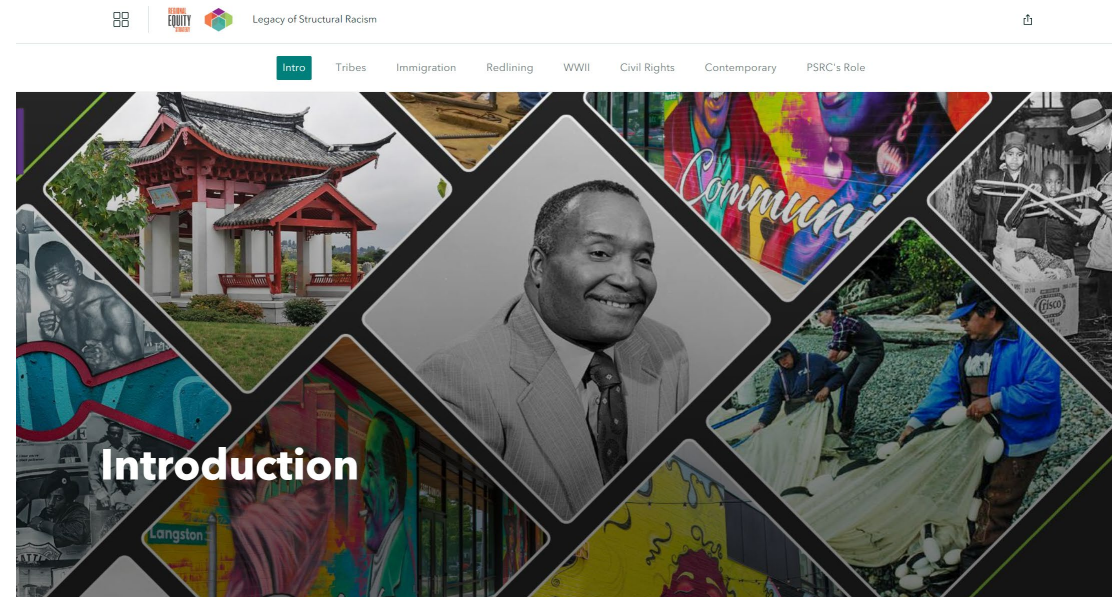
Goal of interactive StoryMap report

- Make content more accessible to general audience
- Highlight key stories and trends
- Provide downloadable data and graphics

StoryMap platform

Cross-agency project team

EAC Subcommittee



Demographic Profile StoryMap

Collection

Central Puget Sound Demographic Profile

Draft Storymap Collection

1. Introduction
2. Background
3. Race & Income
4. Language
5. More Demographics
6. Maps & Data
7. Equity in Regional Planning



1 Introduction



2 Background



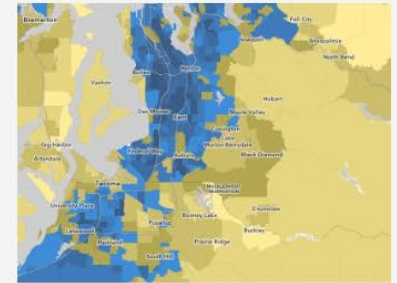
3 Race & Income



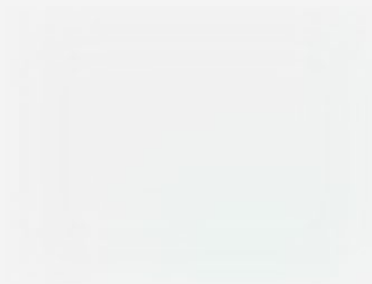
4 Language



5 More Demographics



6 Maps & Data



7 Equity in Regional Planning

Demographic Profile StoryMap

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1 Introduction



2 Background



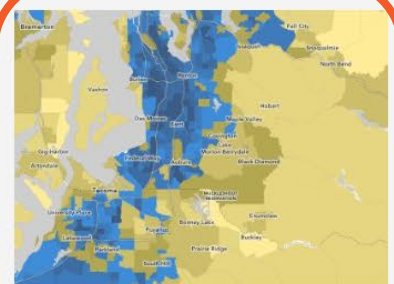
3 Race & Income



4 Language



5 More Demographics



6 Maps & Data



7 Equity in Regional Planning

Today's Meeting Structure

Chapter walk-through + breakout groups

- Three segments
 - Introduction and Background
 - Race & Income
 - Maps & Data
- Comfortable and safe space for providing feedback

Opportunity to provide anonymous feedback

StoryMap Walk-Through and Breakout Groups



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Next Steps

StoryMap Project Timeline



Interested in conducting additional review and comment?

- Contact Lauren Engel, lengel@psrc.org



Thank You!

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Puget Sound Regional Council