An Evolving Approach To Embedding Equity In Investment Decisions

Using Data and Engagement to Advance Equity

PSRC Peer Networking Event

April 30, 2021
Community Profile

Portland (OR) Region

- 73% are white
- 27% are of color
- 23% are young’uns
- 11% are elders
- 32% < 200% FPL
- Median household income: $59,821
- 9% are not confident speaking English

1.6 million
(in 24 cities & 3 counties)

Metro Council adopts equity as one of the six desired outcomes and a goal in the 2010 RTP

Equity Strategy Advisory Committee
Equity Framework Report
Metro initiates Equity Strategy Program
Equity Inventory Report
Equitable Housing Initiative
DEI Strategic Plan for Racial Equity
Metro department equity actions plans
Construction Career Pathways Framework
SW Corridor Equitable Development Strategy
SW Corridor Equity Coalition
Get Moving Measure
Economic Recovery Plan + CEDS
RDPO Social Vulnerability Tool

2010
2012
2013
2015
2016
2018
2019
2020
2021
First plan to carry out the Strategic Plan to Advance Racial Equity, Diversity and Inclusion

Metro’s six desired outcomes:
- Vibrant communities
- Regional climate change leadership
- Making a great place
- Clean air and water
- Transportation choices
- Economic prosperity

Strategic Plan to Advance Racial Equity, Diversity and Inclusion

2018 Regional Transportation Plan
Outcome-Based Regional Transportation Plan

2018 Regional Transportation Plan

A blueprint for the future of transportation in the greater Portland region

Adopted December 6, 2018

https://www.oregonmetro.gov/regional-transportation-plan

2018 Regional Transportation Plan Investment Priorities

- Equity
- Climate
- Safety
- Congestion

https://www.oregonmetro.gov/regional-transportation-plan
Prioritizing reducing disparities and barriers, particularly for people of color and people with low income

Evaluating transportation investments for equity benefits and impacts

Engaging and addressing the needs of marginalized communities in planning and implementation

Anticipating and minimizing displacement impacts

Source: 2018 Regional Transportation Plan (Chapter 3)
RTP Equity Analysis

Analysis of priorities and disparities experienced by historically marginalized communities

Priorities identified through public engagement and technical work group:

- Transportation safety
- Access to jobs, places and affordable travel options
- Public health
- Affordability
- Involuntary displacement

Source: 2018 RTP (Chapter 3) and Appendix E (Transportation Equity Evaluation)
More than **60 percent of projects improve safety** and **three-quarters of those projects are located in equity focus areas** – areas with the highest incidents of crashes causing death or life-changing injuries.

Average 482 deaths and serious injuries per year

60 percent of severe crashes occur on high injury network which represents 6 percent of all streets

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Data from ODOT (2010-14)

While the number of projects improving safety is moving in the right direction, observed crash data from last five years indicates that the region is moving in the wrong direction to achieve Vision Zero target.

Source: 2018 RTP (Chapter 3)
MPO Project Level - SW Corridor
Equitable Development Strategy

• Expand the breadth and depth of influence among affected people
• Address residential and business displacement
• Reduce disparities and improve conditions for affected people
• Preserve and expand affordable housing
• Advance economic opportunity for all and build community capacity for wealth creation
• Promote transportation mobility and connectivity
• Develop healthy and safe communities
(De)Centering Of Decisions + Power

SWEDS (2019) METRO

MMT Funded Collaborative (2020-2022) METRO + UO, CAT, OPAL

SW Equity Coalition (2022 +) CBO Leads + Coalition Charter
Economic Value Atlas Tool

<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>PEOPLE</th>
<th>PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growing Jobs</td>
<td>Economic Inclusion</td>
<td>Developability</td>
</tr>
<tr>
<td>Market Connection</td>
<td>Racial Inclusion</td>
<td>Mobility</td>
</tr>
<tr>
<td>Target Industries</td>
<td>Accessible Jobs</td>
<td>Market Activity</td>
</tr>
<tr>
<td>Accessing Workforce</td>
<td>Business Location</td>
<td>Affordability</td>
</tr>
</tbody>
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Equitable Development Index Tool

- **COMMUNITY CHANGE**
  - Income + Sales price growth/decline
  - % renters/cost-burdened HH
  - % people of color

- **HOUSING AFFORDABILITY**
  - Rent + Sales Price
  - Home ownership
  - Subsidized housing/households

- **HEALTH + SAFETY**
  - % insured
  - Walkability + community services access

- **ACCESS TO OPPORTUNITY**
  - % in poverty
  - Median Income
  - Access to schools/libraries
  - Educational attainment

- **MOBILITY + CONNECTIVITY**
  - Commute times
  - Transit-dependency
  - Transit access

Web Link: http://equitytool.oregonmetro.gov
Changing communities

rising incomes and sales prices, losing renters and people of color
Meeting a Household Self-Sufficiency Standard

Washington County Self-Sufficiency Wage

(2 Adults, 1 Infant, 1 Preschooler):

$76,258
$18.05 per hour, per adult

Impacted Household Data Portraits

**Disability**
$8,820 per year (17% AMI)

- Household: 1 adult
- Education: High school graduate
- Tenure: Renter
- Housing Costs: $350 per month w/ Section 8 voucher
- Commute time: 65 minutes by transit
- Meets Self Sufficiency Standard: No
- At Risk for Displacement: Yes
- Affordable Monthly Housing Expense: $220

**Small business owners**
$22,000 per year (24% AMI)

- Household: 3 adults (1 grandparent), 4 children (2 school aged, 1 preschool, 1 infant)
- Education: High school graduates
- Tenure: Renter
- Housing Costs: $1,000 per month
- Commute time: 15 minutes by car
- Meets Self Sufficiency Standard: No
- At Risk for Displacement: Yes
- Affordable Monthly Housing Expense: $550

**Retail worker**
$23,400 per year (29% AMI)

- Household: 1 adult, 4 children (3 school age, 1 preschool aged)
- Education: High school graduate
- Tenure: Renter
- Housing Costs: $750 per month
- Commute time: 55 minutes by transit
- Meets Self Sufficiency Standard: No
- At Risk for Displacement: Yes
- Affordable Monthly Housing Expense: $585

**Transitioning out of homelessness**
$12,500 per year (24% AMI)

- Household: 1 adult
- Education: High school graduate
- Tenure: Renter
- Housing Costs: $310 per month w/ Section 8 voucher
- Commute time: 60 minutes by transit
- Meets Self Sufficiency Standard: No
- At Risk for Displacement: Yes
- Affordable Monthly Housing Expense: $310

Snapshot of households earning less than 30% of Area Median Income
Roadmap for Using Data to Support Equity Outcomes

• Set equity principles based on best practices among peers
• **Ground principles + data through meaningful engagement:** Are those most impacted given the resources to be involved in analysis and process?
• **Testimonials + qualitative information:** Does the qualitative and anecdotal evidence back up what you find in the data?
• **Connect actions to equity outcomes:** Have you collectively evaluated what actions have the most positive impacts on breakdowns for people of color, and other under-served workers/communities/clients? Indicators?
• **Test applications:** Can you test or pilot some applications and evaluate?
• **(De)centering of decisions + power:** Can you decentralize and prioritize people of color and women in making decisions on analysis + actions?
Get Moving Measure

• **Goals**
  • Evaluate who stands to benefit
  • Understand local contexts for projects
  • Anchor community-built outcomes and equity strategies

• **Approach**
  • Measure-wide equity analysis
  • Corridor profiles
  • Equity outcomes and strategies

https://www.oregonmetro.gov/get-moving-2020
Equity Analysis

Were communities of color prioritized for investment?

- **POC EQUITY FOCUS AREAS**
  - High POC areas impacted by Get Moving 2020

- **39%**
  - Of census tracts in the region have an above-average concentration of people of color

- **51%**
  - Half of the $2.7B total project investment impacts

- **High POC areas impacted by Get Moving 2020**

- **ONE QUARTER OF THE REGION’S CENSUS TRACTS**
Would communities of color benefit across investments?

Number of Safety Infrastructure Investments in Areas of High POC Concentration Impacted by Get Moving 2020

- **20** New sidewalk miles
- **190** New safe marked crossings
- **3800** New street lights
- **90** Miles of improved bikeway

Portion of Transit Investments in Areas of High POC Concentration Impacted by Get Moving 2020*

- **75%** of Transit Signal Priority additions
- **50%** of new bus lane miles**

*Source: Get Moving 2020
**Source: Metro
Equity Analysis

Which communities of color would benefit?

REGIONAL DEMOGRAPHIC PROFILE

1.67M PEOPLE LIVE IN THE METRO PLANNING AREA

56% OF THE REGION LIVES IN THE INVESTMENT AREA

480,000 ARE PEOPLE OF COLOR

62% OF THE REGION’S PEOPLE OF COLOR LIVE IN THE INVESTMENT AREA

REGIONAL DEMOGRAPHIC PROFILE

Percent of population living in investment area by race:

- 59% OF BLACK/AFRICAN AMERICANS
- 63% OF AMERICAN INDIANS/ALASKA NATIVES
- 58% OF ASIANS
- 65% OF NATIVE HAWAIIAN/PACIFIC ISLANDERS
- 67% OF LATINOS
- 57% OF OTHER NON-WHITES
Purpose

• Ground outcomes and strategies
• Provide key economic/housing context
• Encourage place-based approach in implementation
Equity outcomes and strategies

• Outcomes
  • Facilitated conversation series about outcomes
  • Collaborative feedback process
  • Themes: Impact, Inclusion, Accountability and oversight

• Strategies
  • Crowd-sourced strategies for BIPOC community leaders
  • Directly responded to each strategy with commitments or rationale for rejection
Equity Focus Areas Methods

- Identify tracts above regional rate
- Apply Boolean OR condition, whereby tracts were included if they exceeded any of three regional rates
- Apply density threshold to remove largely industrial tracts
Equity Focus Areas Pros and Cons

**Pros**
- Binary output
  - Easy to compare
- Simple
  - Easy to explain
- Stackable
  - Easy to see where multiple thresholds are exceeded
- Inclusive
  - Boolean OR
  - Regional rates not isolated to densest clusters

**Cons**
- Binary output
  - No nuance
  - Difference between EFA and non-EFA exaggerated
- Simple
  - Three variables
- Fuzzy data
  - MOEs not included
- Change-over-time
  - Easy to over-emphasize small changes
Partnership with Regional Disaster Preparedness Organization (RDPO)

Social vulnerability through lens of emergency management

Combine federal data with state and local data

Provide localized view of social vulnerability, including indices for region and each county

Federal + Local = SVT

https://rdpo.net/social-vulnerability-tools-project
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