

Advancing Equity

Better Bike Share

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LOCAL AND REGIONAL GOVERNMENT
ALLIANCE ON
RACE & EQUITY

Government Alliance on Race and Equity

A national network of government working to achieve racial equity and advance opportunities for all.

- ✓ Supporting jurisdictions at the forefront
- ✓ Expanding jurisdictions – in 30 states and more than 100 cities – all levels of government
- ✓ Providing tools and resources to put theory into action

Center for Social Inclusion

The Center for Social Inclusion's mission is to catalyze grassroots community, government, and other institutions to dismantle structural racial inequity.



Government Alliance for Race and Equity

Washington

Seattle
Tacoma

Minnesota

Metropolitan Council
Minneapolis
Minneapolis Park Board
St. Paul

Iowa

Dubuque
Iowa City

Wisconsin

Dane County
Madison

Oregon

Portland
Multnomah County

California

Alameda County

Michigan

Ottawa County

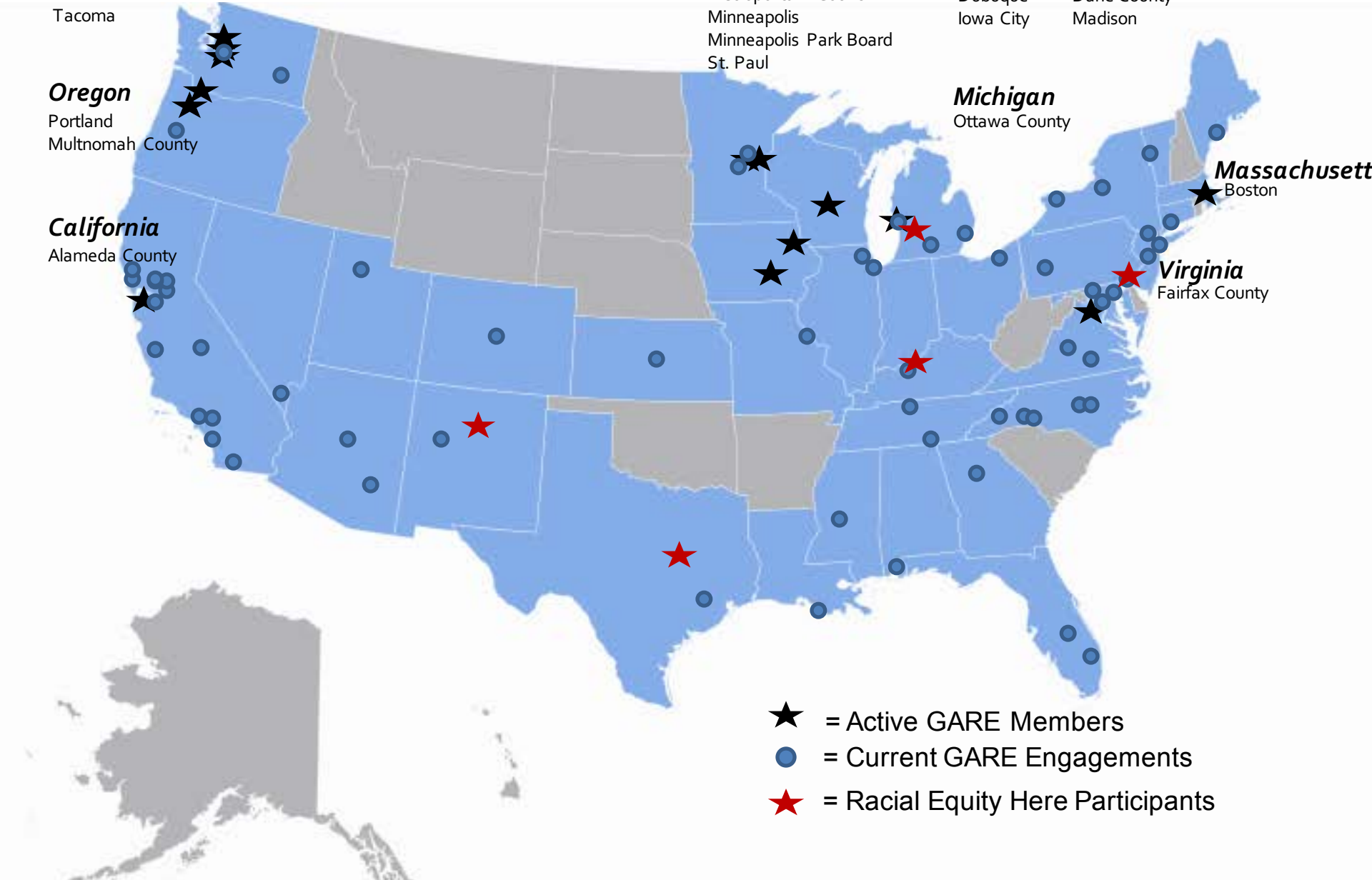
Massachusetts

Boston

Virginia

Fairfax County

- ★ = Active GARE Members
- = Current GARE Engagements
- ★ = Racial Equity Here Participants



Objectives for today:

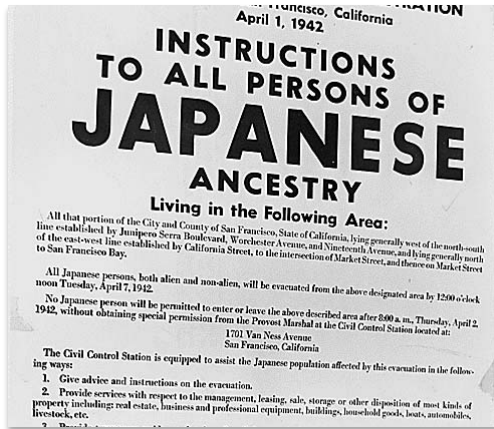
- Gain understanding of basic equity terminology
- Develop skills at operationalizing and organizing for equity
- Gain skills communicating about race
- Strategize about advancing equity with your peers

Values and realities

- All men are created equal
- With liberty and justice for all
- Government of the people, by the people, for the people, shall not perish from the earth

History of government and race

Initially explicit



Government explicitly creates and maintains racial inequity.

Became implicit



Discrimination illegal, but "race-neutral" policies and practices perpetuate inequity.

Government for racial equity



Proactive policies, practices and procedures that advance racial equity.

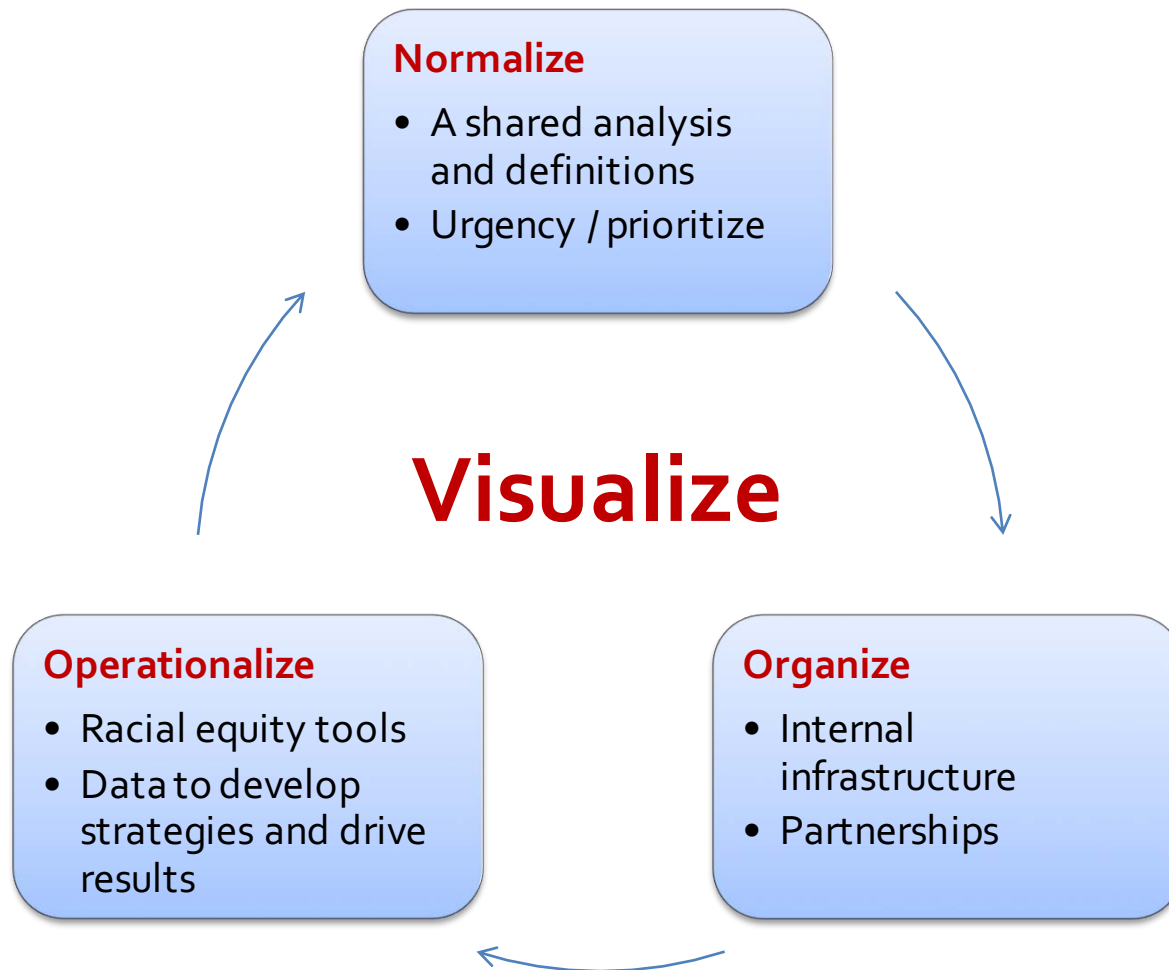
Why we lead with race

- Racial inequities deep and pervasive
- Racial anxiety on the rise – race is often an elephant in the room
- Learning an institutional and structural approach can be used with other areas of marginalization
- Specificity matters

Current context:



National best practice



Laying it on the Line

1. Hiring and promotion decisions should be based solely on merit.
2. Outreach is the most important strategy to improve equity in bike share programs.
3. I believe we can end racial inequity.

Normalizing



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Equity? Equality?

What's the difference?



Racial inequity in the U.S.

From infant mortality to life expectancy, race predicts how well you will do...



Racial equity means:

- “Closing the gaps” so that race does not predict one’s success, while also **improving outcomes for all**
- To do so, have to:
 - ✓ Target strategies to focus improvements for those worse off
 - ✓ Move beyond “services” and focus on changing policies, institutions and structures

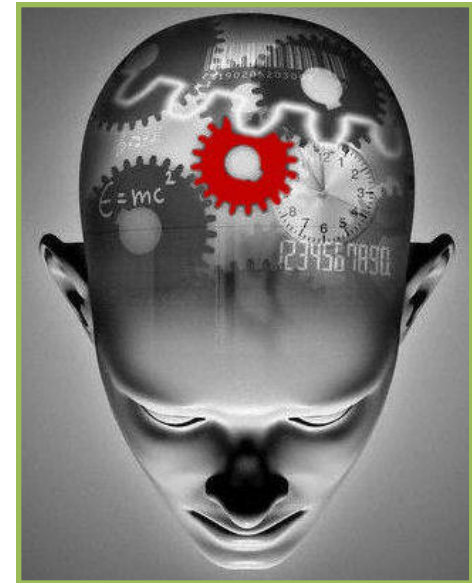
How We Think

Humans need meaning.

- ✓ Individual meaning
- ✓ Collective meaning

Only **2%** of emotional cognition is available consciously

Racial bias tends to reside in the **unconscious** network



We unconsciously think about race even when we do not explicitly discuss it.

The Unconscious Mind



Schemas: the “frames” through which our brains help us understand and navigate the world:

1. Sort into categories
2. Create associations
3. Fill in the gaps

Schemas

Help us organize information into broader categories.
They largely reside in the sub-conscious.

- ✓ Objects
- ✓ Human beings (e.g., “the elderly”)

Schemas and the unconscious are social. They exist in and are shaped by our environment.



What color are the following lines of text?

Blue

Red

Green

Black

Green

Red

Blue

Black

Black

Blue

Green

Red

Green

Green

Black

Blue

(The Stroop Test)



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Explicit bias

Expressed directly

Aware of bias / operates
consciously

Example – Sign in the
window of an apartment
building – “we don’t rent to
_____”

Implicit bias

Expressed indirectly

Unaware of bias / operates
sub-consciously

Example – a property
manager doing more
criminal background checks
on African Americans than
whites.



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Examples of implicit bias

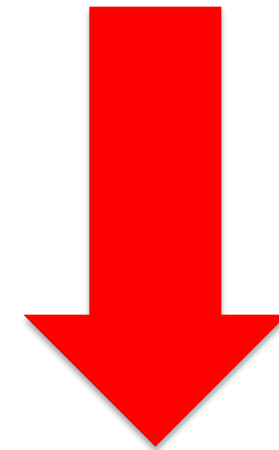
When conductors were placed behind a screen, the percentage of female new hires for orchestral jobs increased 25% – 46%.



Examples of implicit bias

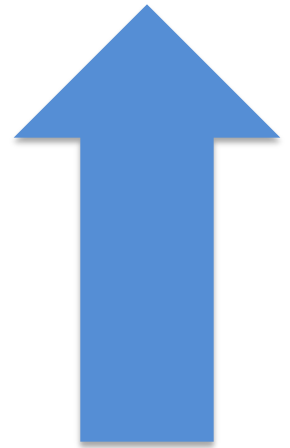
Job search

- ✓ Identical resumes, apart from names.
- ✓ White-sounding names – 50% more callbacks than African-American sounding names.



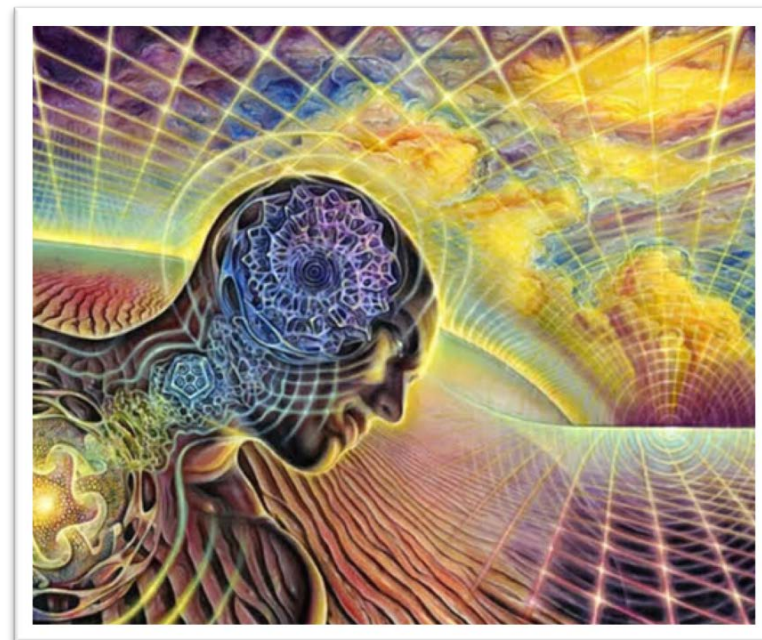
LaKesha
Washington

Susan
Smith



What to do with bias?

- ✓ Suppressing or denying biased thoughts can actually increase prejudice rather than eradicate it.
- ✓ Openly acknowledging and challenging biases allows us to develop strategic interventions.



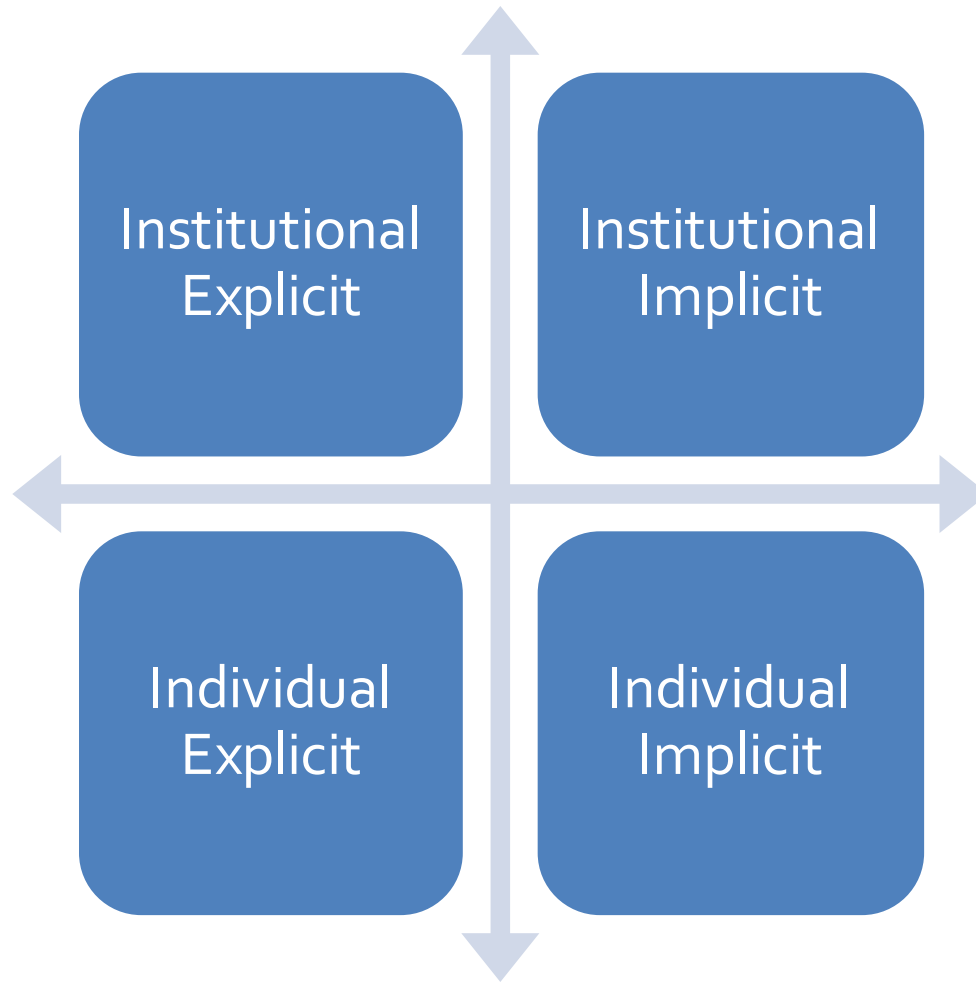
What creates different outcomes?



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Institutional / Explicit

Policies which explicitly discriminate against a group.

Example:

Police department refusing to hire people of color.

Institutional / Implicit

Policies that negatively impact one group unintentionally.

Example:

Police department focusing on street-level drug arrests.

Individual / Explicit

Prejudice in action – discrimination.

Example:

Police officer calling someone an ethnic slur while arresting them.

Individual / Implicit

Unconscious attitudes and beliefs.

Example:

Police officer calling for back-up more often when stopping a person of color.



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Individual racism:

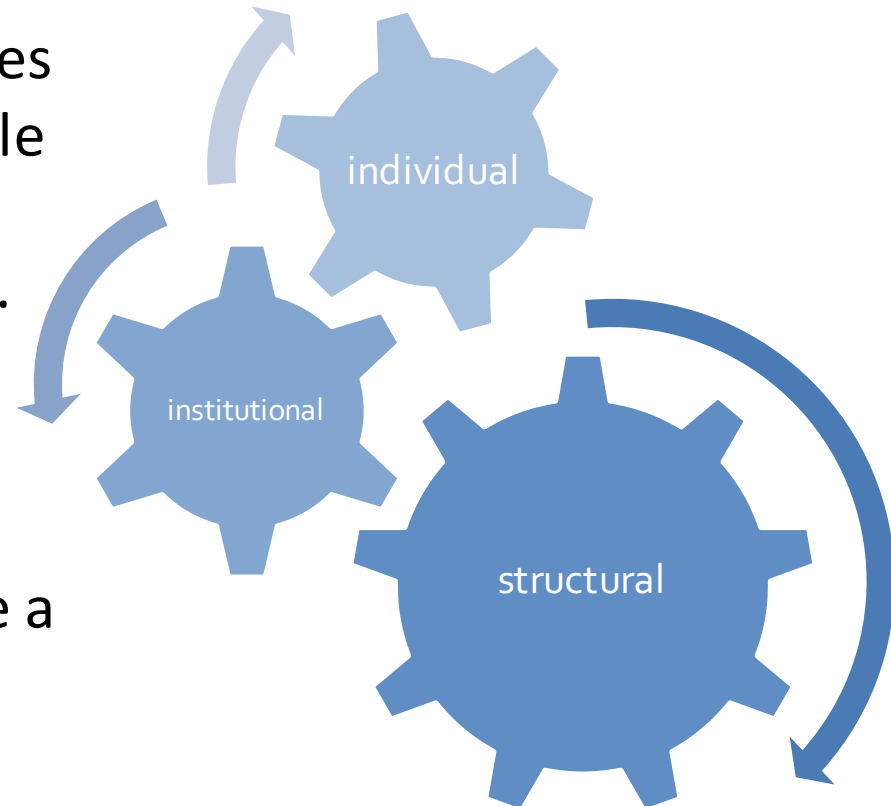
- Pre-judgment, bias, or discrimination by an individual based on race.

Institutional racism:

- Policies, practices and procedures that work better for white people than for people of color, often unintentionally or inadvertently.

Structural racism:

- A history and current reality of institutional racism across all institutions, combining to create a system that negatively impacts communities of color.



Operationalizing

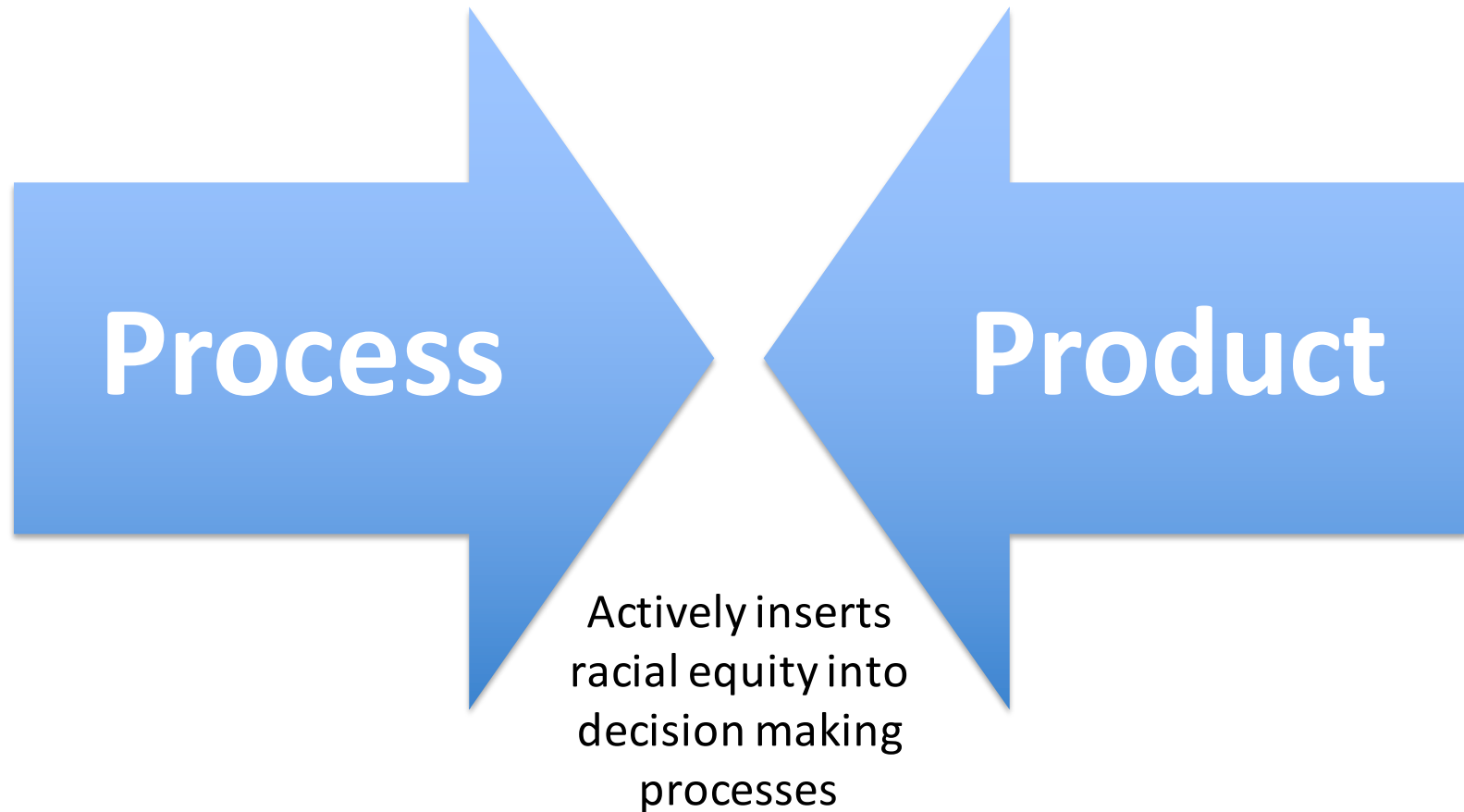


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What is a Racial Equity Tool?

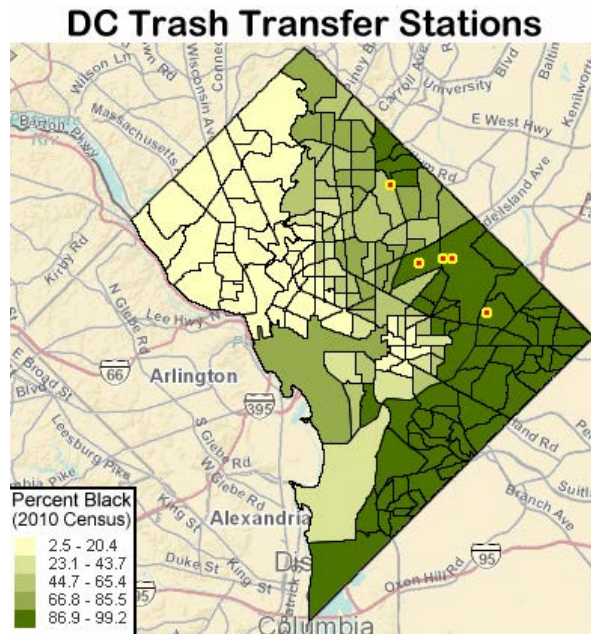


Race in governmental policies

Federal Housing Administration



Location of city facilities



Streetlighting



What is a Racial Equity Tool process?



Case Study: Minneapolis - Bossen Field

Project overview

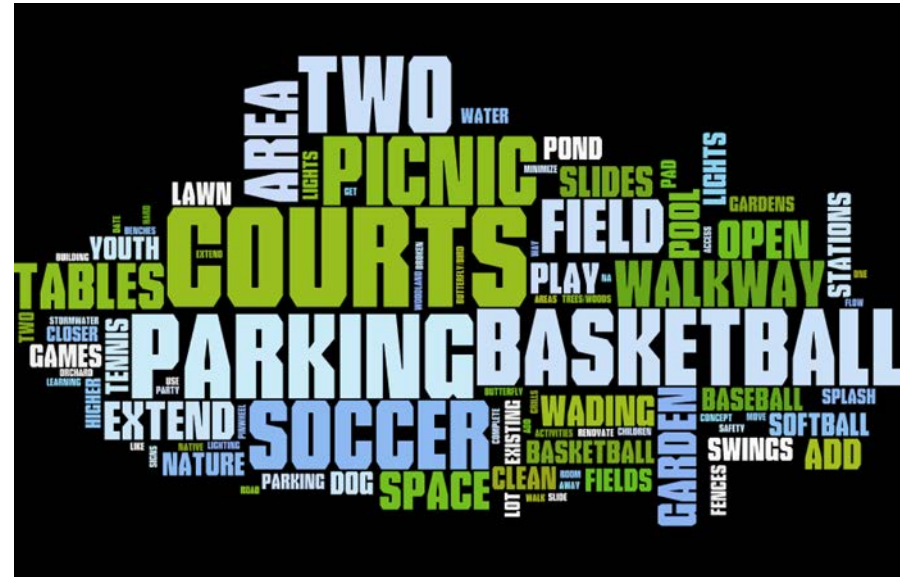
- City-wide athletic complex and neighborhood park
- Demographics and usage
- Timeline and funding



Community engagement

How was community engaged?

- ✓ Surveys – online and paper
- ✓ Door knocking
- ✓ Intercept events
- ✓ Focus groups
- ✓ Public meetings
- ✓ Language translation / interpretation
- ✓ Partnering with community



Common themes identified?

Who benefits from proposed plan?

Addressing potential negative impacts on communities of color

Community engagement

Athletics users

Concept B was strongly preferred.

Thought on location was “where it impacted people less.”



Local neighbors

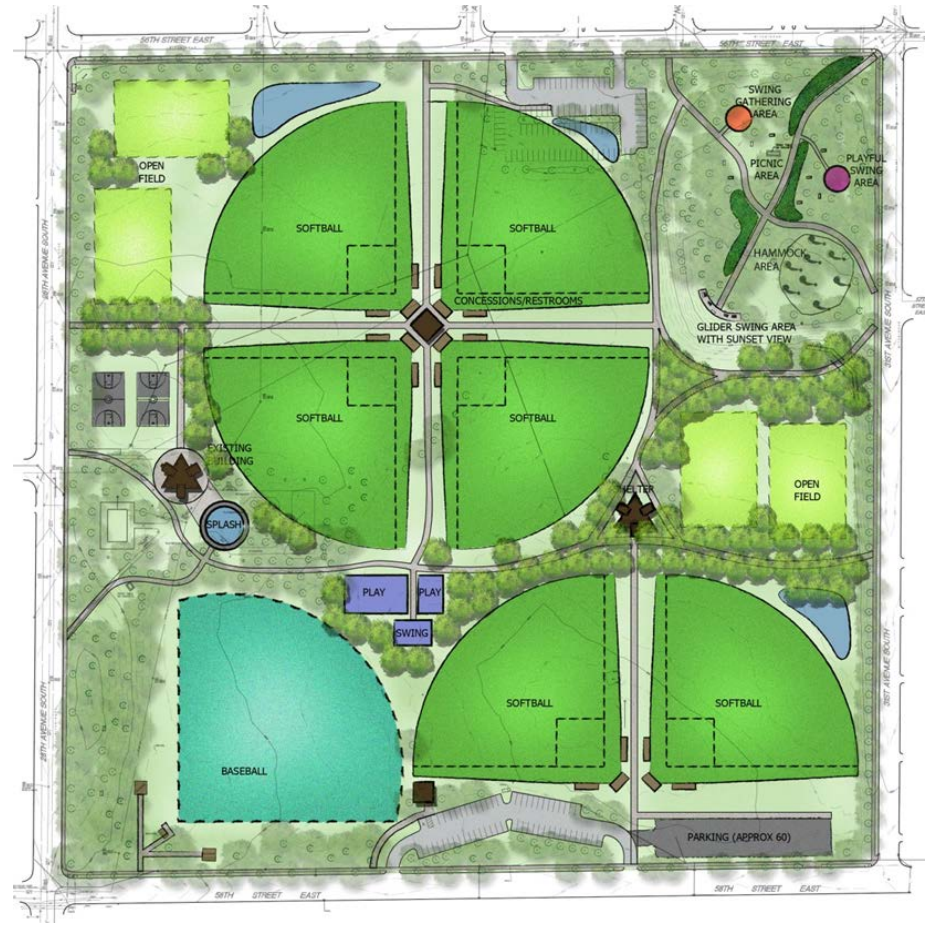
Concept C was strongly preferred.

Location of open field space close to residents was key. Ease of access, visibility, safety.



Solution – new design

- Picnic shelters/picnic area
- Extended walkways- corridors for connection
- Additional parking for athletic users
- Open field space - proximity to apartment buildings
- Location of pinwheel further from dense housing
- Two basketball courts



How did equity inform the project?

Project scope and charge

- ✓ Balance neighborhood and citywide needs

Additional preplanning

- ✓ Racial equity consultation- training for project staff
- ✓ Implementation of racial equity toolkit
- ✓ Development of targeted engagement tools to reach different user groups

Outreach and engagement

- ✓ Authentic engagement and relationship building
- ✓ Analysis of qualitative and quantitative feedback

Process

- ✓ Racial Equity lens at important decision points
- ✓ Weighing desires of different user groups and finding solutions that benefit all park users

Holding ourselves accountable

- ✓ Evaluating impacts over time
- ✓ Incorporating lessons learned into future projects

Who should use a Racial Equity Tool?



Elected officials



Government staff



Community

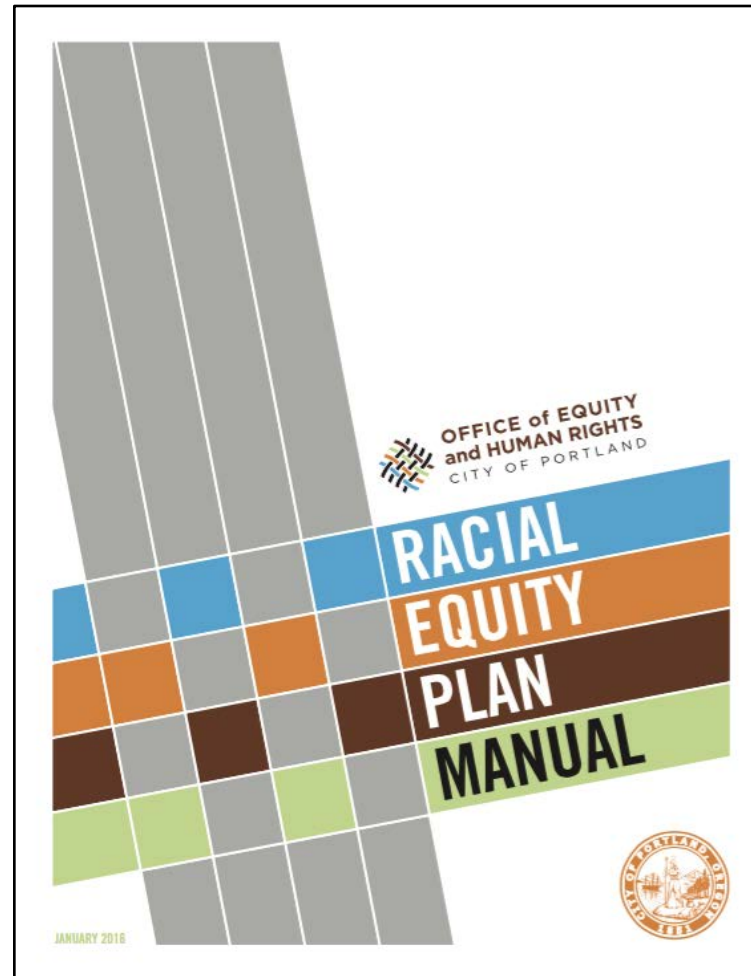
Racial Equity Action Plans: Dane County

Dane County Template for 2016 Departmental Racial Equity Action Plans

Department:

1. Dane County employees understand and are committed to achieving racial equity.				
Outcomes and Actions	Department Performance Measure	Timeline	Person responsible	Progress report
A. Dane County employees understand, are committed to, and have the infrastructure needed to advance racial equity. 1) Leadership – Department director or designee assigned to participate on the Countywide Racial Equity Strategic Leadership Team.	Assignment made	Dec 2015		
2) Racial Equity Plan – Plan is developed and progress reports take place twice a year.	Plan developed Progress reported	Dec 2015 July 2016		
3) Racial Equity Team – Team is convened and assists departmental leadership with the development and implementation of the Action Plan.	Team is convened	Dec 2015		
4) Training leads – Identify employees to lead Introductory Racial Equity Training for their colleagues. Participate in a countywide “train-the-trainer” session.	Trainers identified and participate in train-the-trainer session	Q1		
5) Training for all employees – Conduct Introductory Racial Equity Training for all employees.	Percent of departmental employees who have	2016		

Racial Equity Action Plans: **Portland**



Organizing



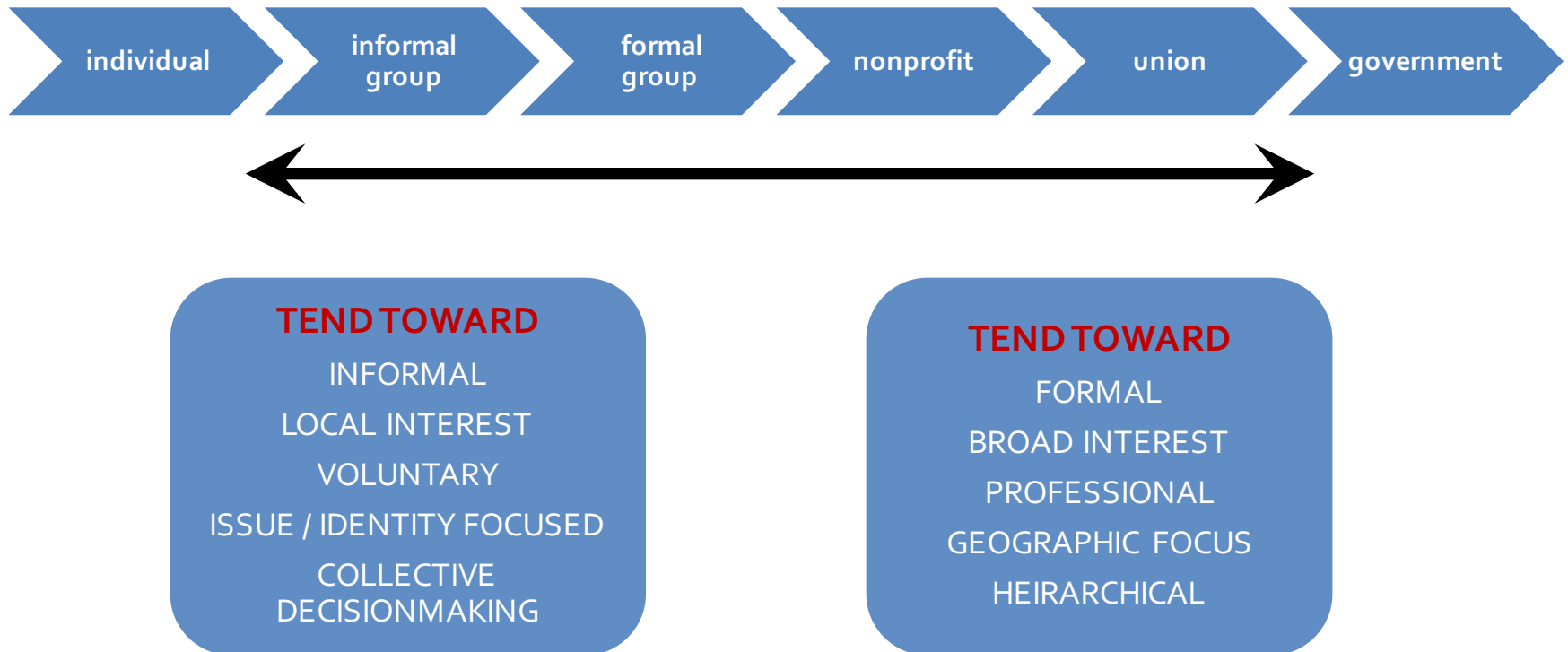
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Inside / Outside Strategies

Modes of community participation

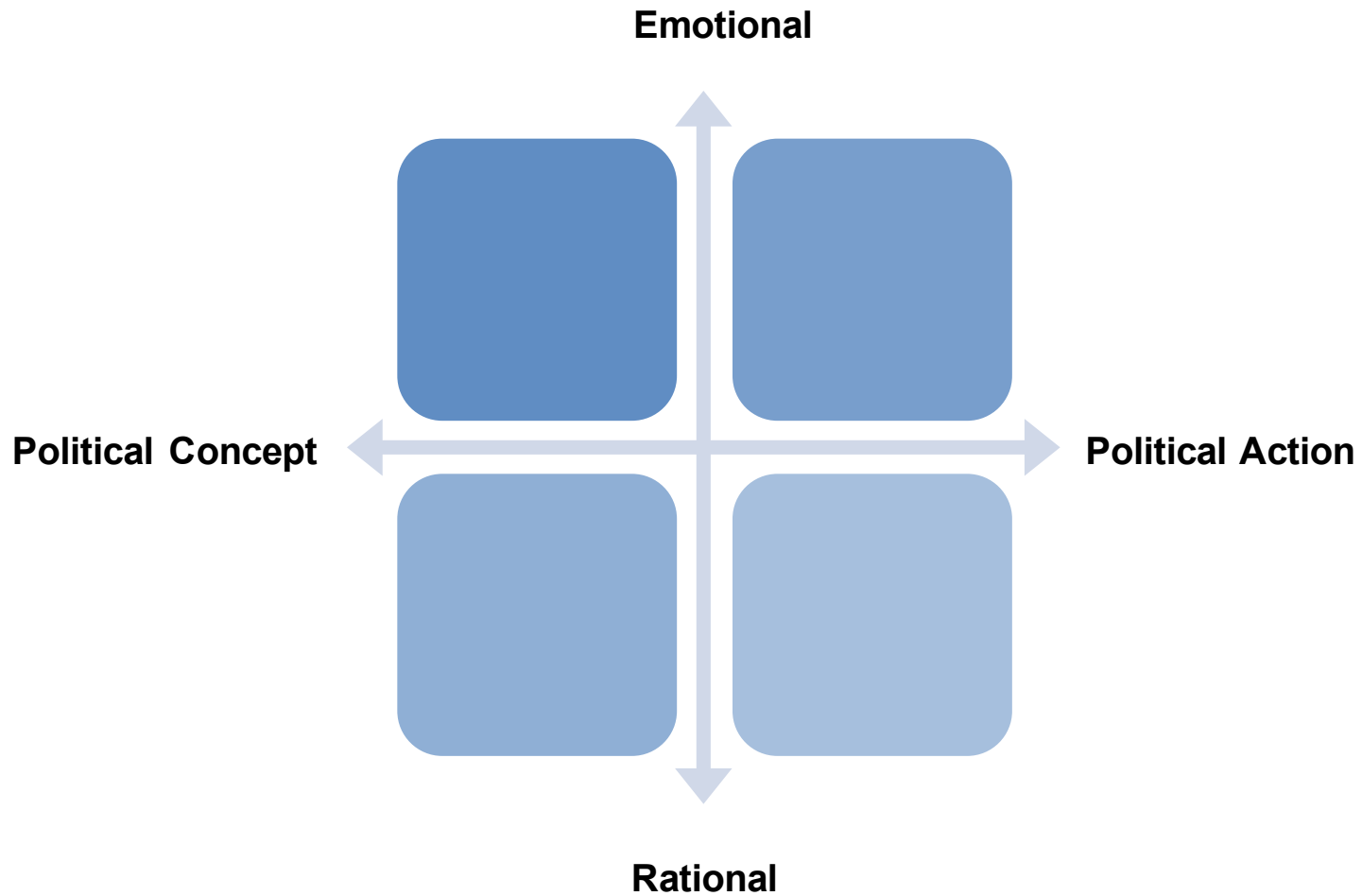


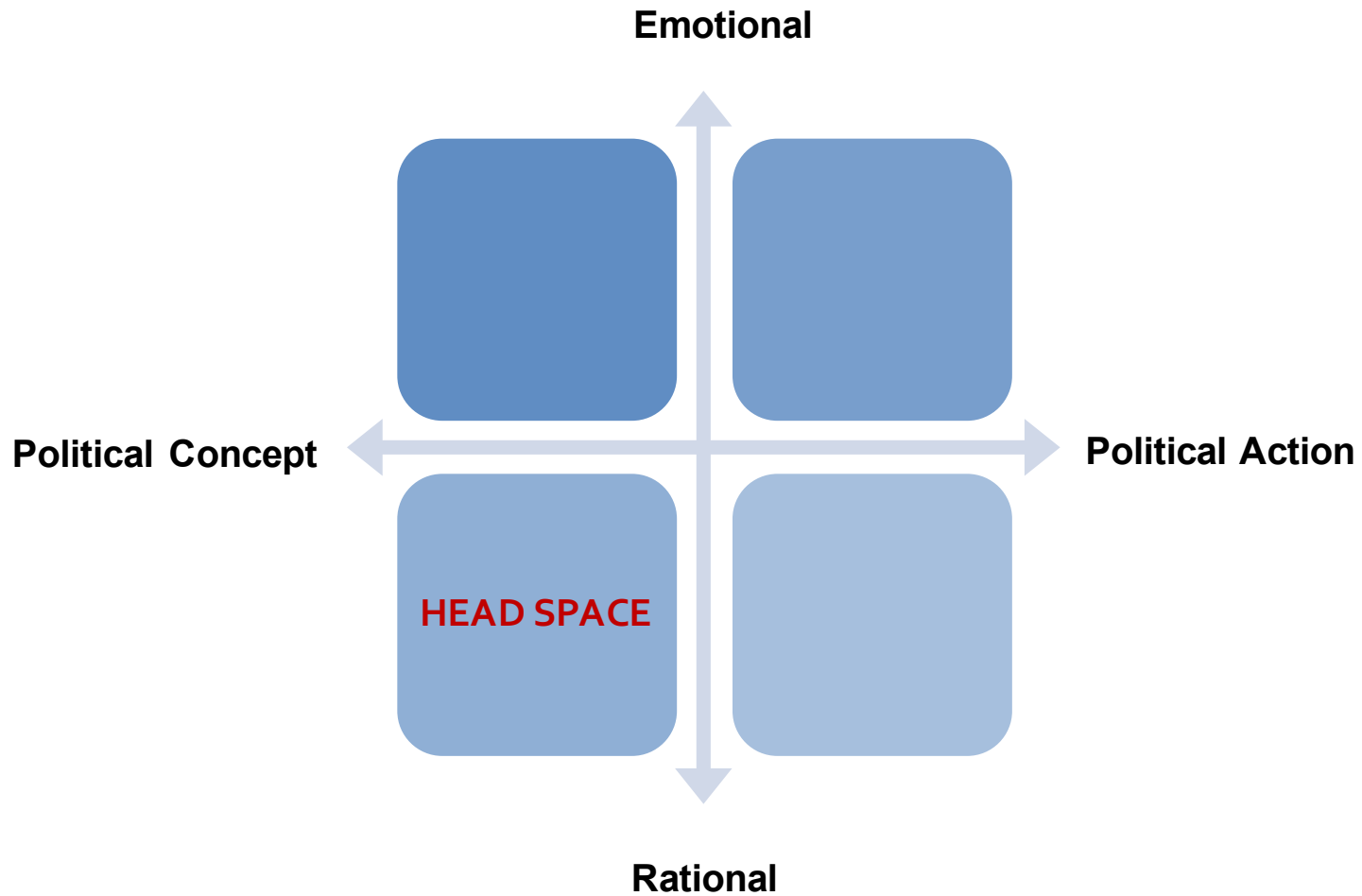
**political
concept**



**political
action**

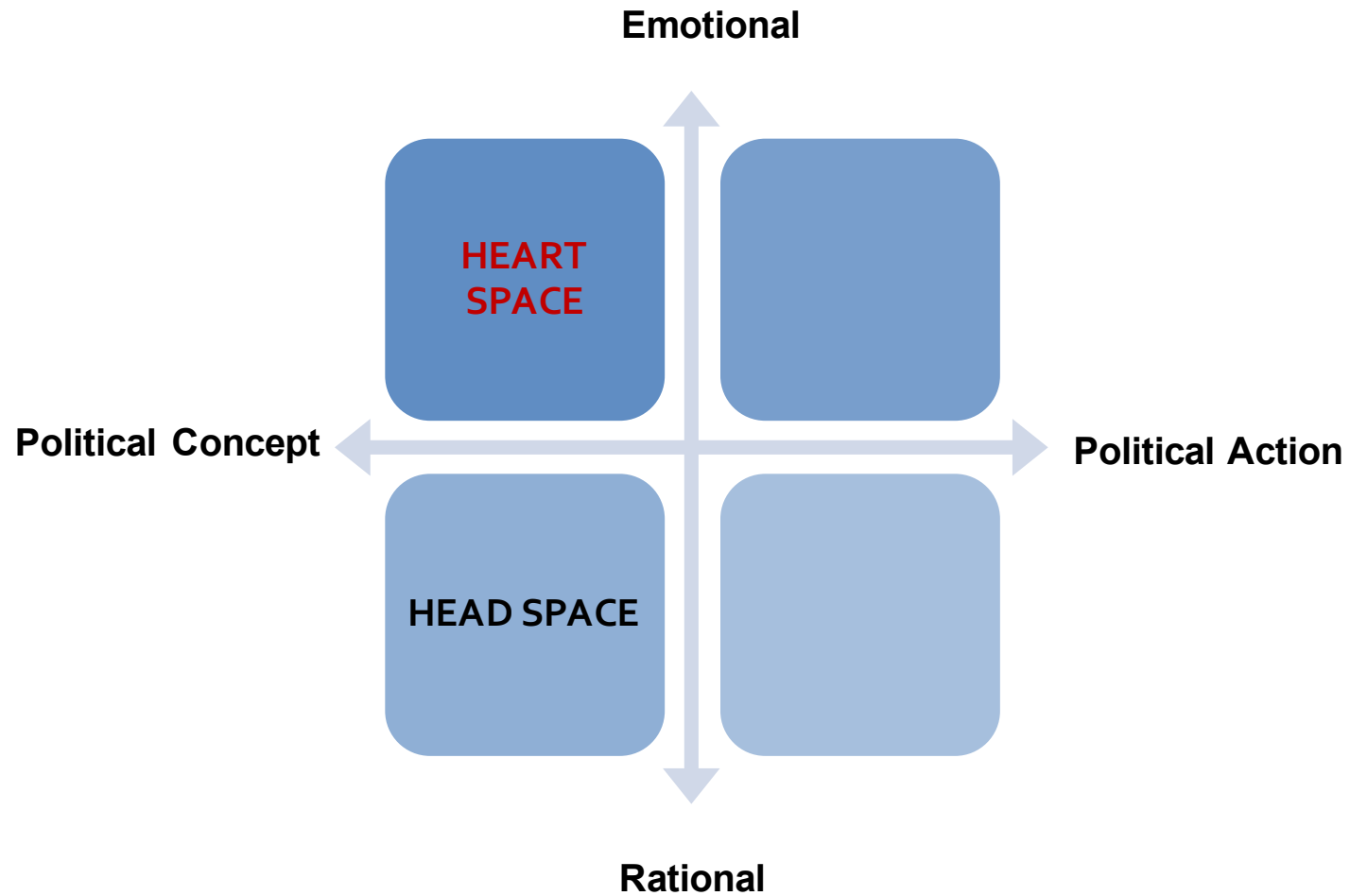
Van Jones's "Heart Space/Head Space Grid"
from Rebuild the Dream (2012)





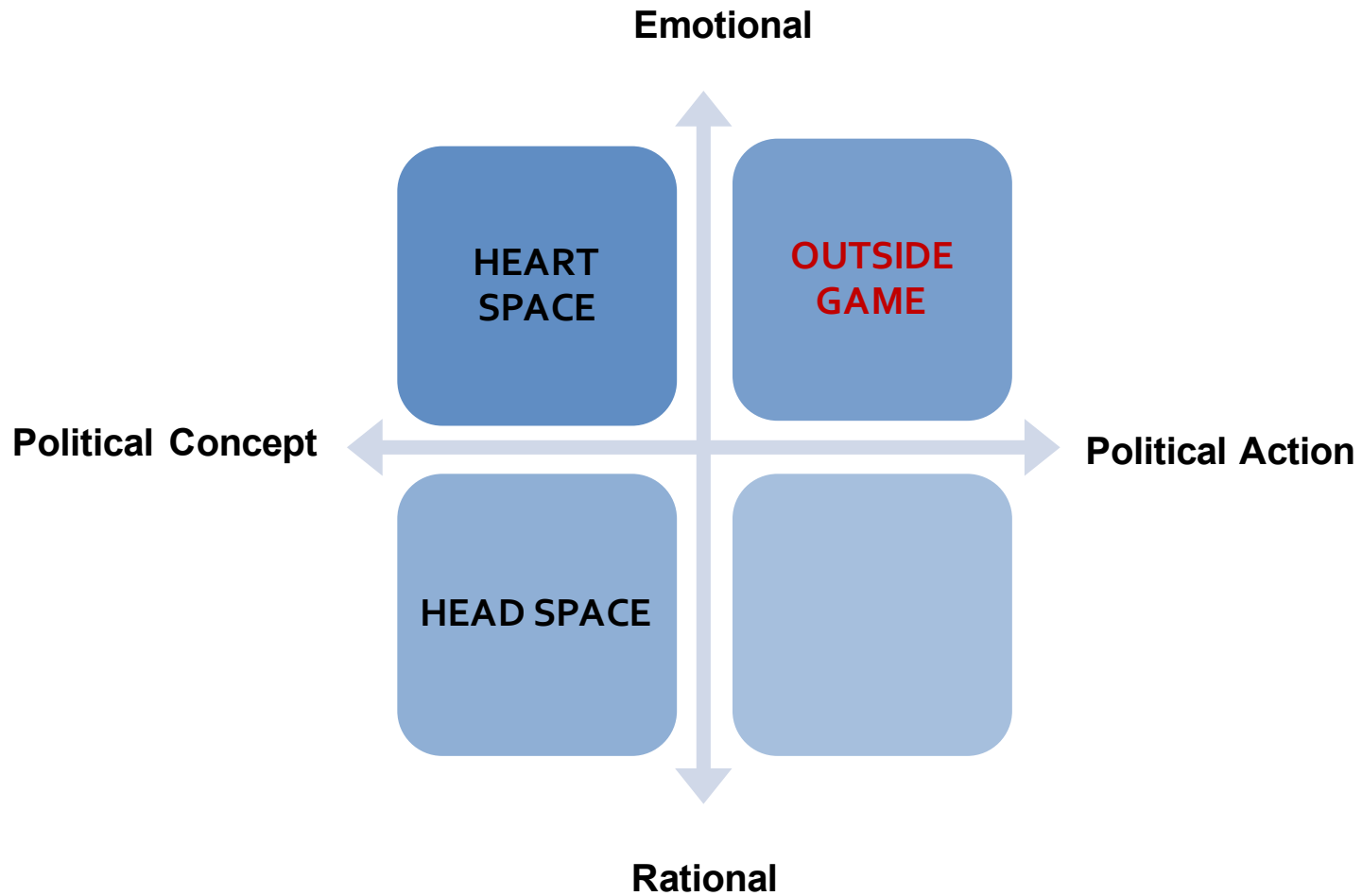
Head space

- Where Rational + Conceptual meet
- Think tanks, academics and policy wonks
- Facts and rational arguments
- One cannot make meaningful, effective, and lasting change without a sober view of the data combined with sound policy prescriptions



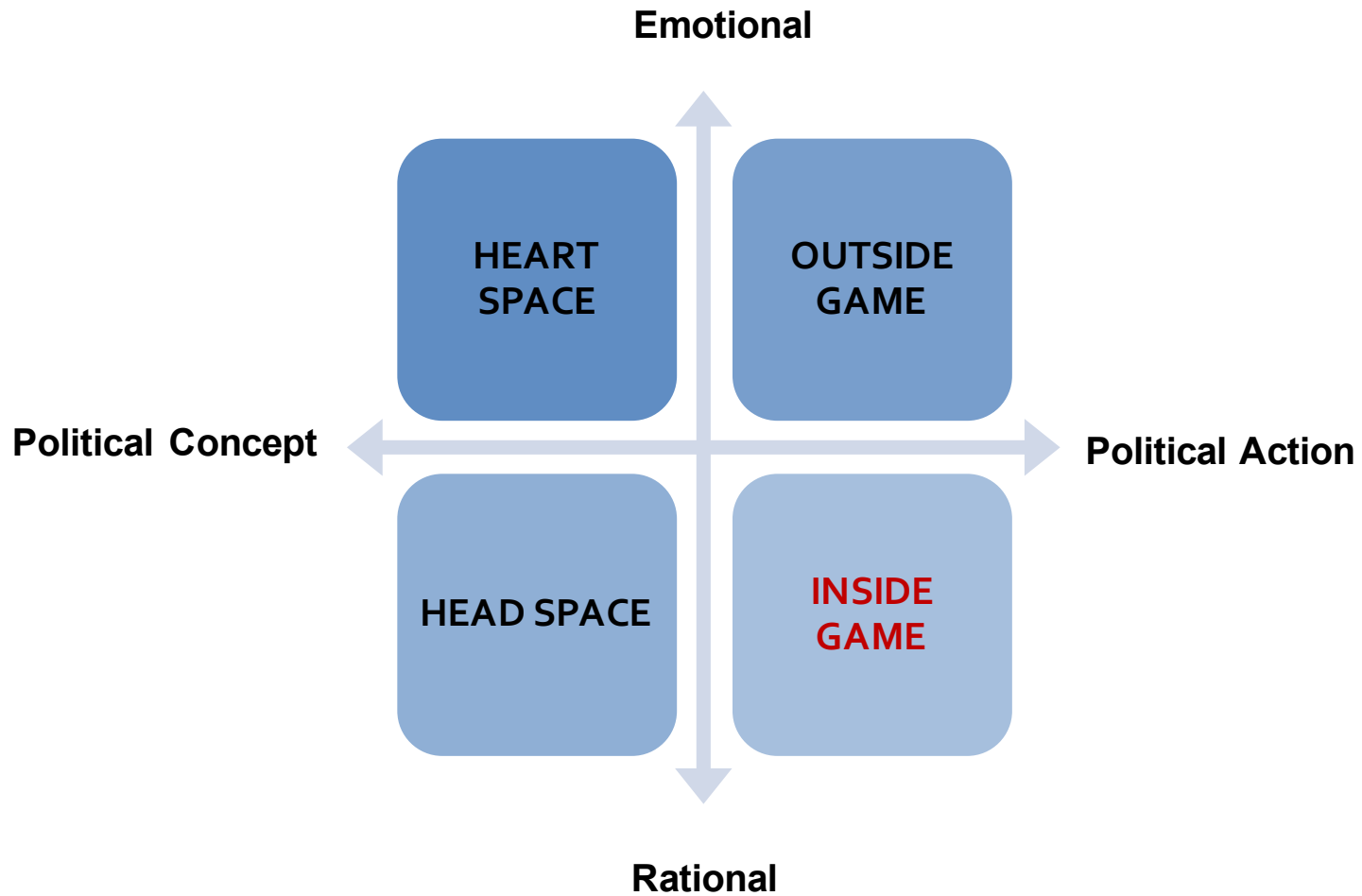
Heart Space

- Here emotions have sway
- Great storytellers, artists, preachers, and other resonant communicators
- Energizing emotions shared: feelings of love and rage, contempt and compassion, pride and shame
- Needed for inspiration and motivation



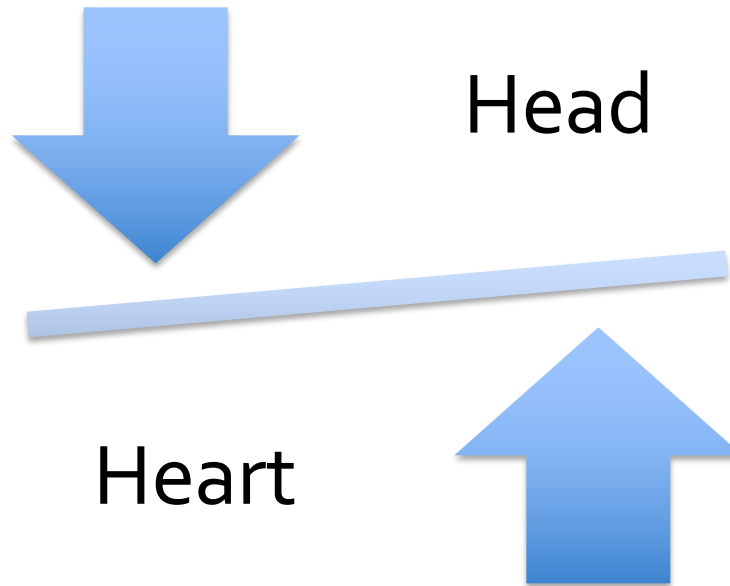
Outside game

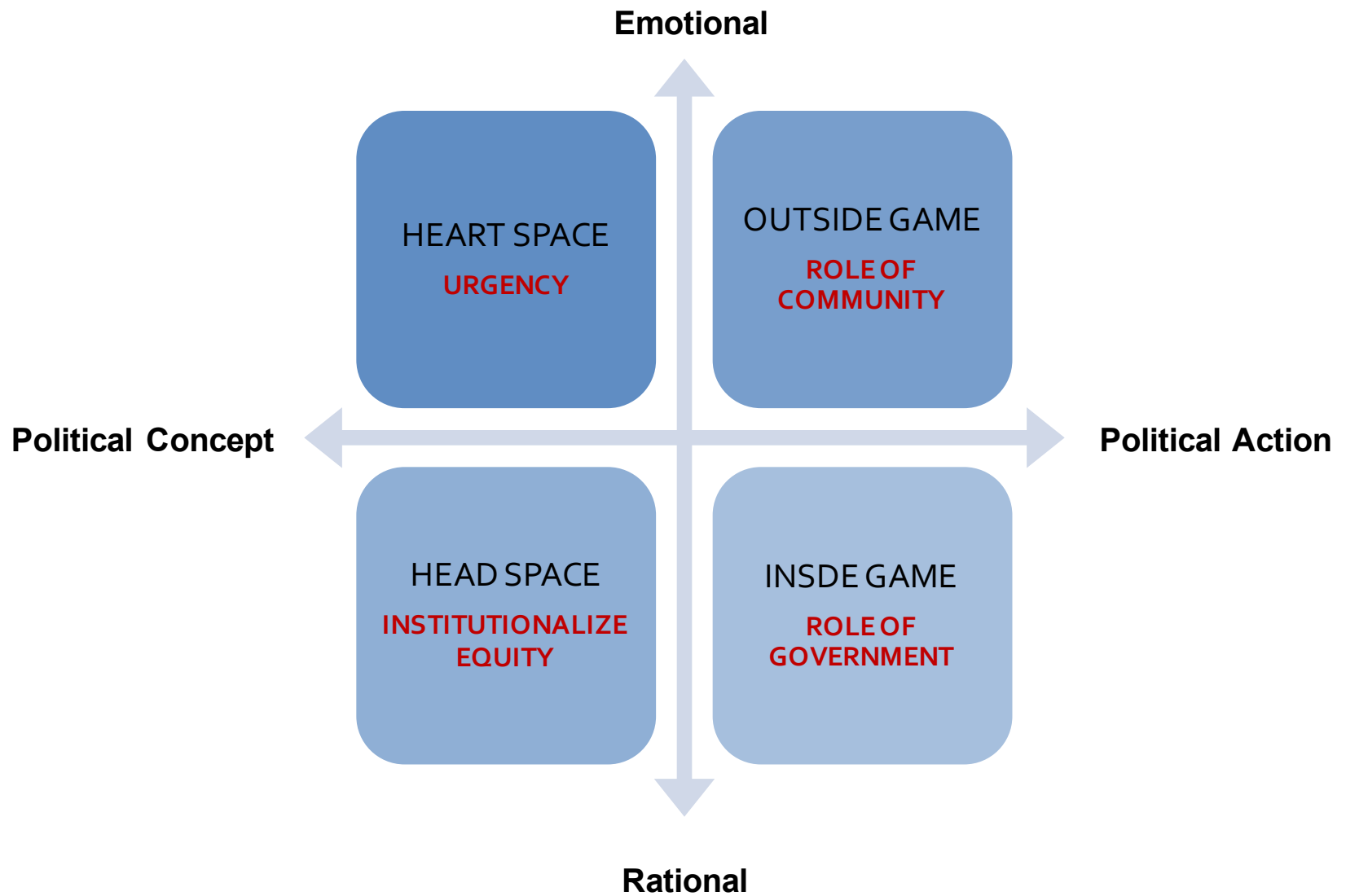
- Where emotion and action meet
- Activists, organizers and volunteers
- Action not based on their immediate, rational self interest, but on what feels right- what moves their heart

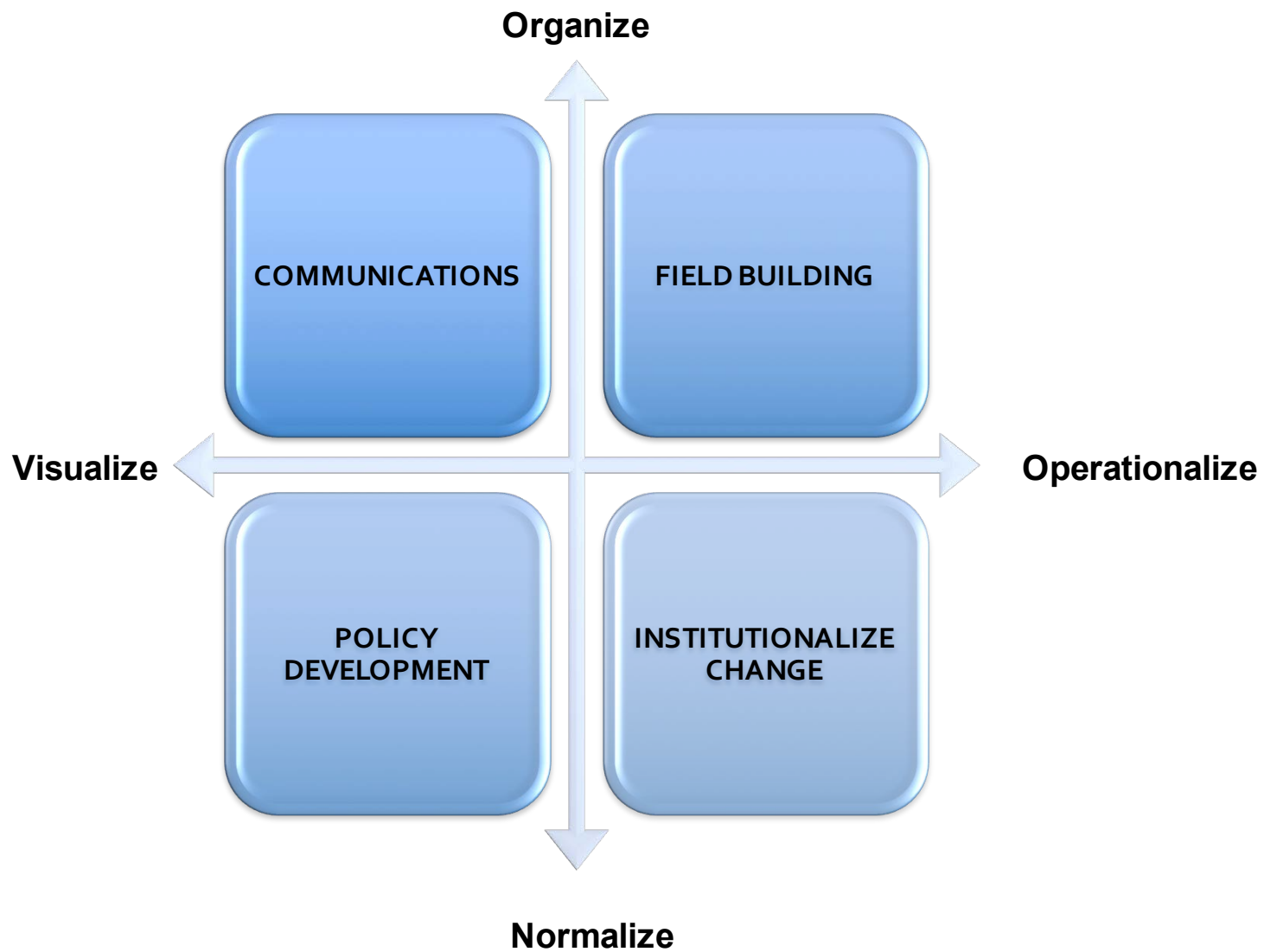


Inside game

- Where reason meets action
- Elected officials, paid lobbyists, staff members at legislative and bureaucratic levels
- People who have enough power, standing, access or influence to impact the behavior of the decision makers
- Natural home of the deal maker - cold blooded maneuver and necessary compromise







Transactional & transformational change

“The single biggest failure in change initiatives is to treat adaptive challenges like technical problems.”



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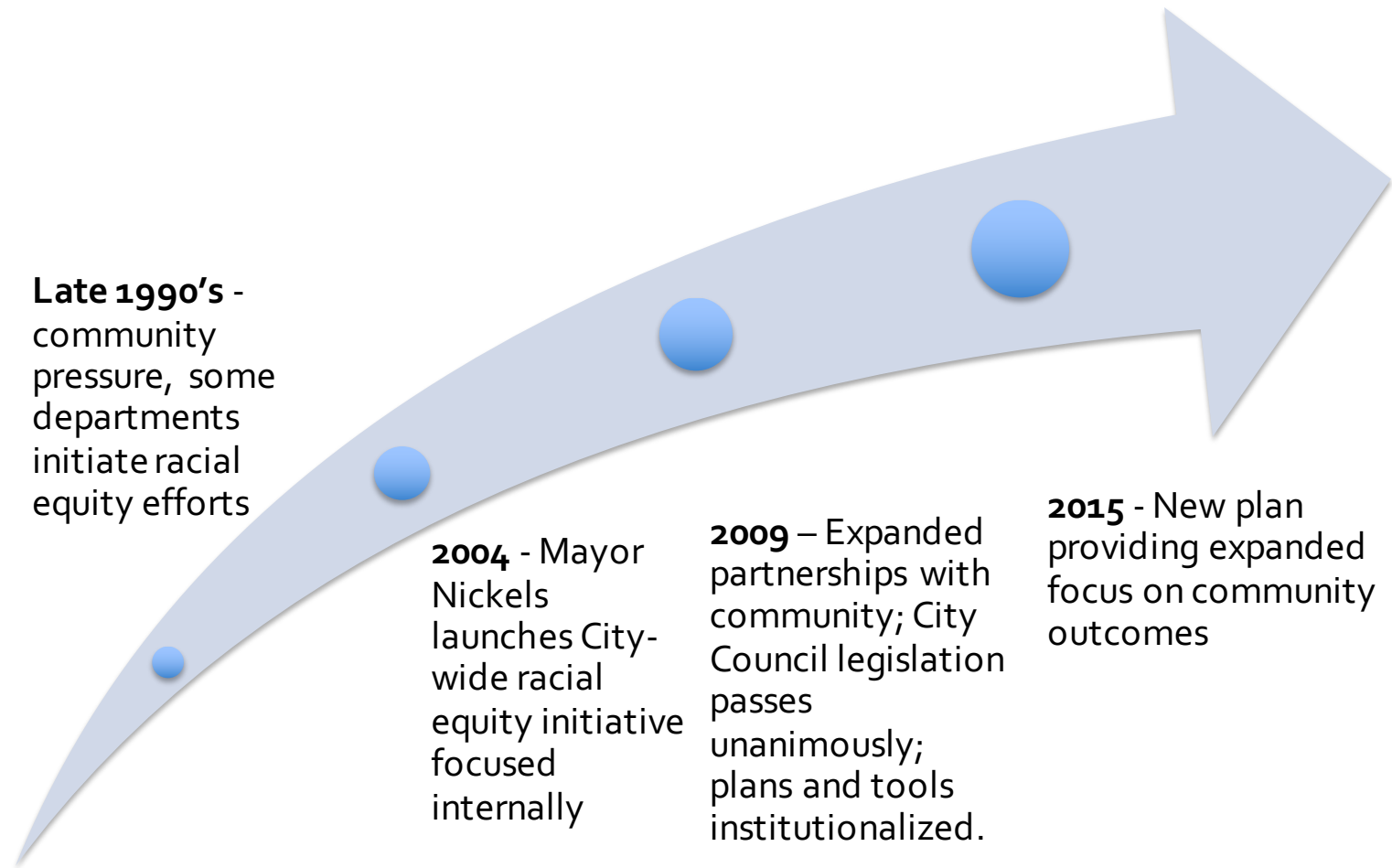
Transactional approaches

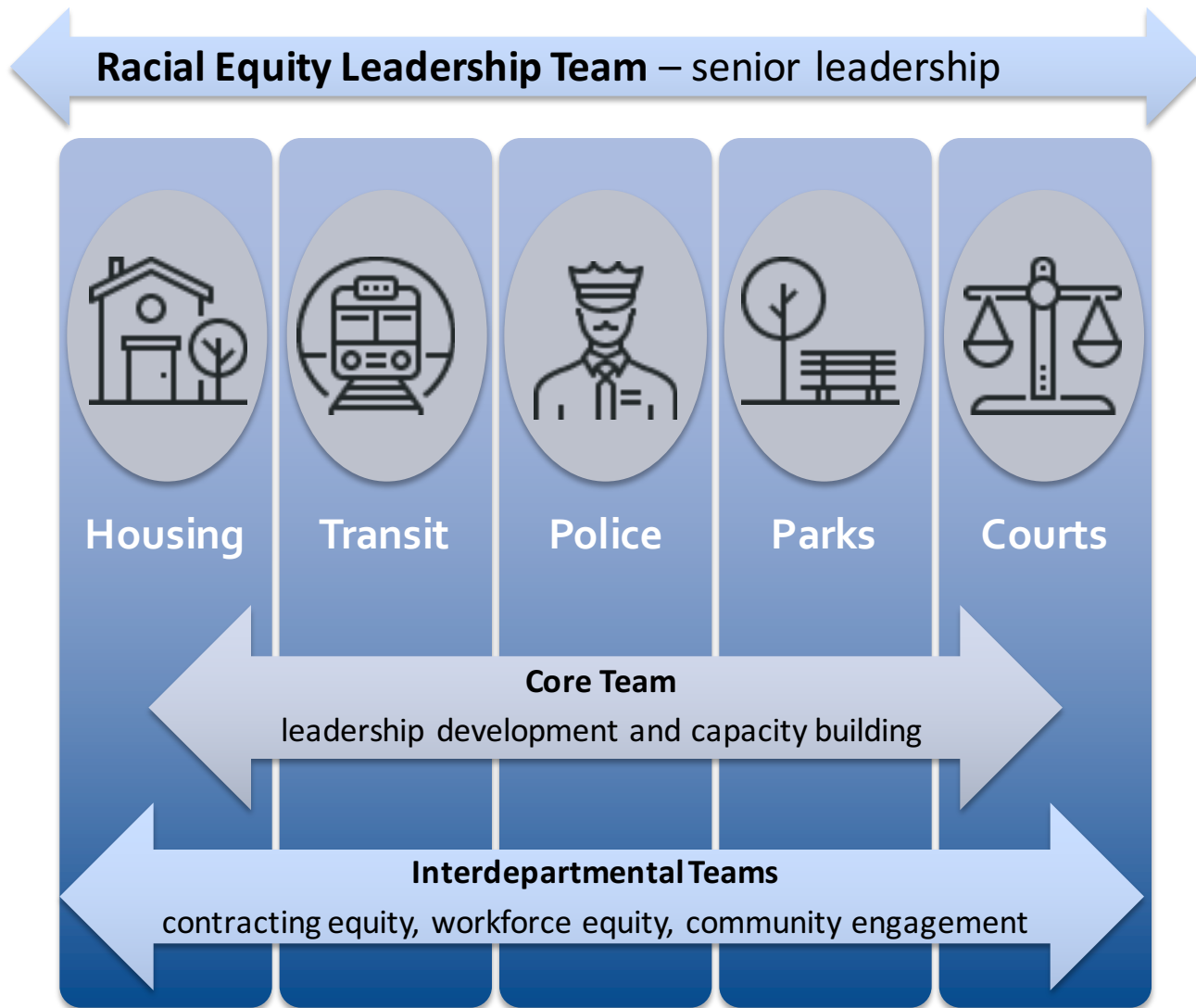
- Issue-based
- Help individuals negotiate existing structures.
- Solutions “transact” with institutions
- Short-term gains for communities, but leave the existing structure in place

Transformative approaches

- Cut across multiple institutions
- Focus on policy and organizational culture
- Alter the ways institutions operate
- Shifting cultural values and political will to create racial equity

Seattle's Race and Social Justice Initiative



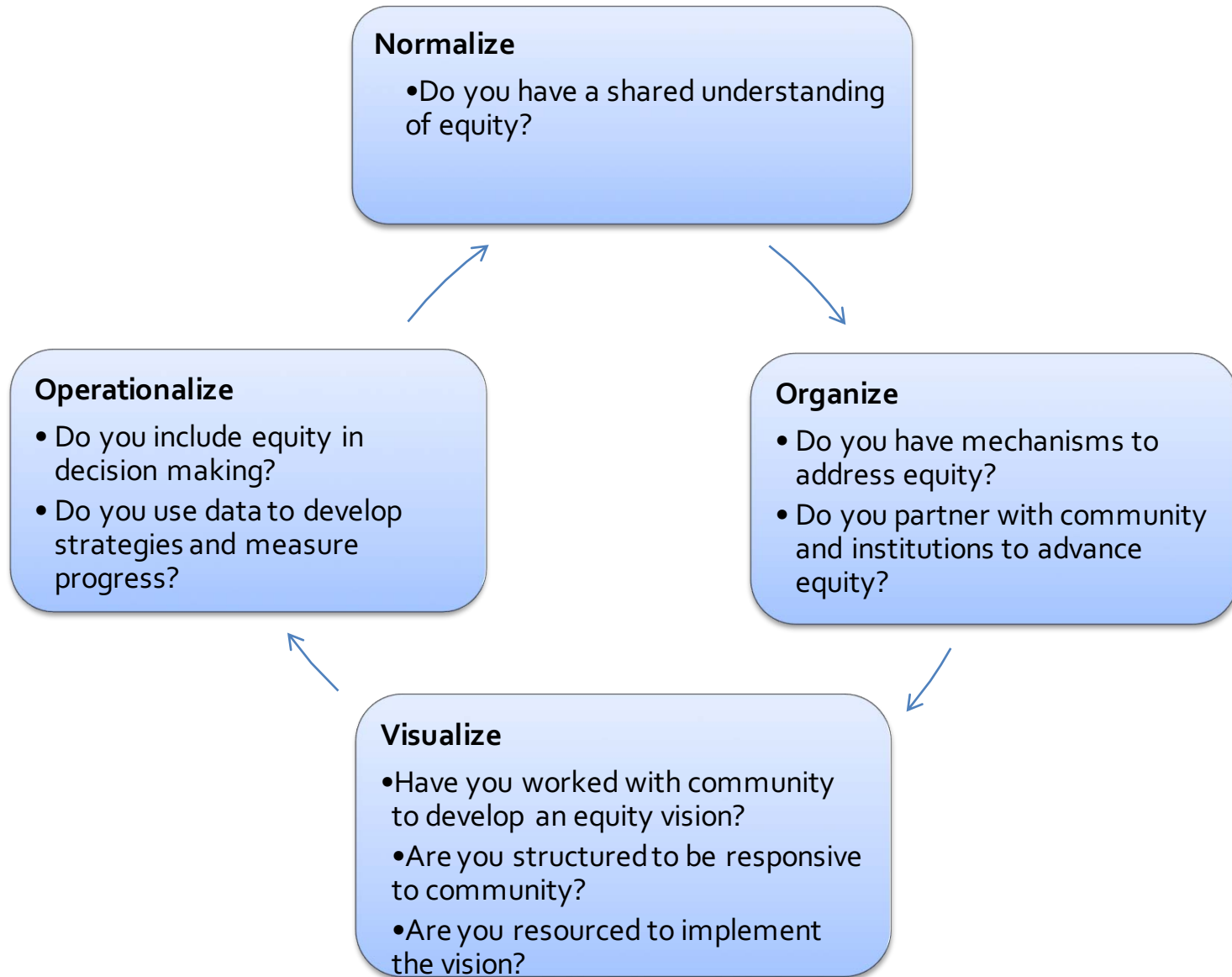


- Accountability agreements
- Departmental work plans
- Performance reviews
- Racial Equity Tools
- Institution-wide work plans

Changing minds

- Most importantly, the best way to change attitudes is to change behavior.
- Attitudinal change tends to follow behavior change.
- Requires both short and long-term approaches.

Assessing our organization



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