

Metro | Agenda

Meeting: Equity Strategy Advisory Committee
Date: Monday, August 26, 2013
Time: 3 to 5 p.m.
Place: Metro Regional Center, 370A/B, 600 NE Grand Ave, Portland, 97232
Purpose: Facilitated discussion on communication framing; identification of draft vision and key concepts to be included in Metro's equity definition
Attendees: Equity Strategy Advisory Committee; Equity Strategy Steering Committee; Councilor Sam Chase; Martha Bennett, COO; Nuin-Tara Key, Metro; Janet Byrd and Alison McIntosh, Neighborhood Partnerships

Welcome and introductions	10 minutes
Communication Framing Presentation Q & A	25 minutes
Small group discussions Vision and values Key concepts that actualize vision	40 minutes
Debrief/report out Identification of commonalities and points of disagreement	35 minutes
Next steps	10 minutes

Metro Equity Advisory Committee
Defining Equity
Checklist and worksheet
August 26, 2013

VISION: What will the Metro region be like when equity is realized?

VALUES: Using values statements, explain the impacts and benefits of equity. Please use at least two values in addition to fairness and justice.

Values to consider might include
Prosperity Opportunity Stewardship Safety
Making the World Better for Future Generations

How might you incorporate the Barrier, Vertigo, and Public Structures metaphors into a discussion of Metro's equity work?

CHECKLIST:

- VISION: Have I articulated the vision of what an equitable community is?
- VALUES: Have I used values to help answer the question of why equity matters? Have I used values in addition to Fairness and Justice?
- METAPHORS: Have I used metaphors helpful to a discussion of equity and disparity, such as Barriers and vertigo? Have I used public structures metaphors or otherwise productive images of government?
- ELEPHANTS: Have I avoided unhelpful frames or metaphors?
- SHARED BENEFIT: Have I used "we" language and described a community benefit?
- SOLUTION: Have I been solution oriented and positive?
- TONE: Have I chosen my tone and the "temperature" of my conversation deliberately?
- FACTS: Have I balanced my use of facts and my presentation of data?
- CIRCLE of CONCERN: Have I avoided "otherizing" and creating an us/them or zero sum conversation?
- TARGETED UNIVERSALISM: Have I articulated solutions that apply universally, while calling out the need to target effort to achieve universal goals?

Janet Byrd
Alison McIntosh
Neighborhood Partnerships
www.neighborhoodpartnerships.org

Metro Equity Advisory Committee

August 26, 2013

Equity

Development of a working definition

Janet Byrd
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Neighborhood
Partnerships

Our task today

- Begin development of a common, working definition of equity
- Working definition will be re-visited and refined over the course of this committee's work
- Working definition precedes the task of identifying baselines and benchmarks to measure progress across Metro's outcome areas

Metro Outcomes

- **VIBRANT COMMUNITIES**

People live, work and play in vibrant communities where their everyday needs are easily accessible.

- **ECONOMIC PROSPERITY**

Current and future residents benefit from the region's sustained economic competitiveness and prosperity.

- **SAFE AND RELIABLE TRANSPORTATION**

People have safe and reliable transportation choices that enhance their quality of life.

- **LEADERSHIP ON CLIMATE CHANGE**

The region is a leader in minimizing contributions to global warming.

- **CLEAN AIR AND WATER**

Current and future generations enjoy clean air, clean water and healthy ecosystems.

Frames Create Reality

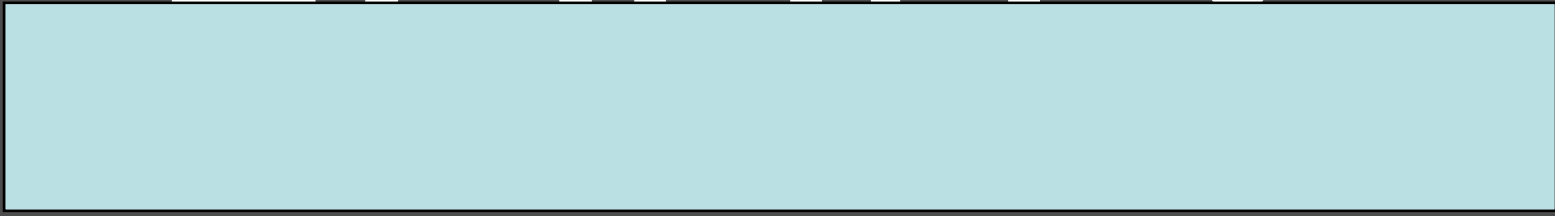
“The way in which the world is imagined determines at any particular time what men will do.”

-Walter Lippman, 1921

-(courtesy of Dr. Frank Gilliam)

YELLOW BLUE ORANGE
BLACK RED GREEN
PURPLE YELLOW RED
ORANGE GREEN BLACK
BLUE RED PURPLE
GREEN BLUE ORANGE

EQUITY



Framing Tools

Values

Future generations, Prosperity, Opportunity,
Stewardship, Safety

Metaphors

Barriers and vertigo

Public Structures / Role of Government

Values Matter

- We reason first from deeply held values.
- Values help answer: "Why does this matter to me/us?"
- We need to start with **Values**
- We need to use **Values** that help us move our conversations forward

Levels of Thinking

- **Level One** – Big ideas:
protection, future generations, family well-being, equality, opportunity, prosperity
- **Level Two** – Issues:
housing, the environment, transportation, workforce development, food security
- **Level Three** – Policies:
green building certification, urban reserves, transit oriented development

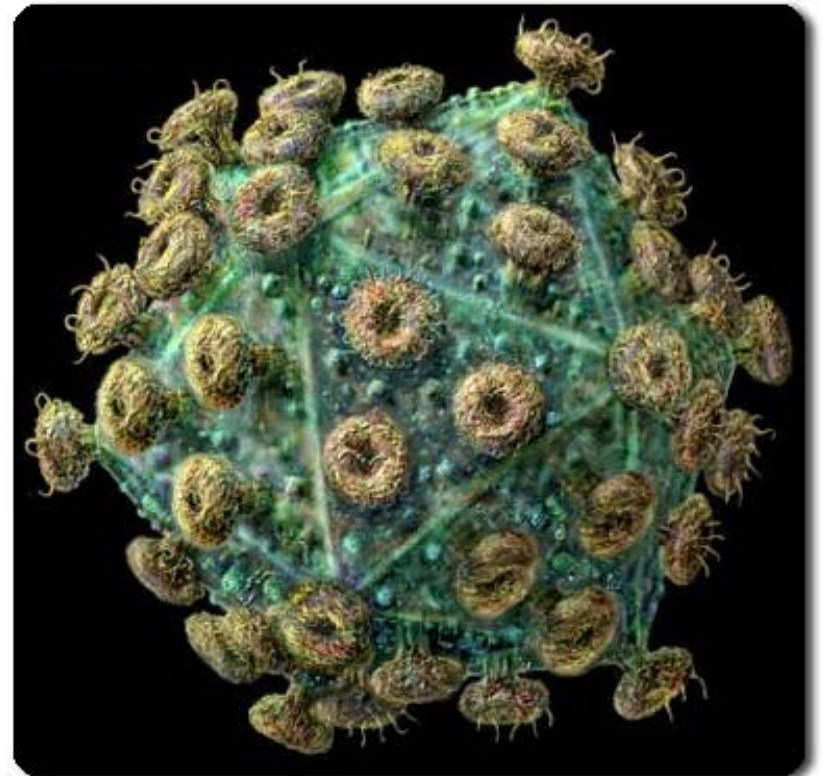
“Natural Economy” Metaphor

Based on this latest survey, most Americans believe that the U.S. economy won't reach **placid waters** for some time. But as they struggle to **steer through the rapids**, each major group in society increasingly appears to be piling into its own boat. And more and more of us feel as if we are paddling alone.

*Paddling Alone On The Economic Rapids
Allstate/National Journal Poll - Saturday, Oct. 10, 2009*



The Power of Metaphors



Anat Shenker-Osorio

Inequality is a Barrier, not a Gap



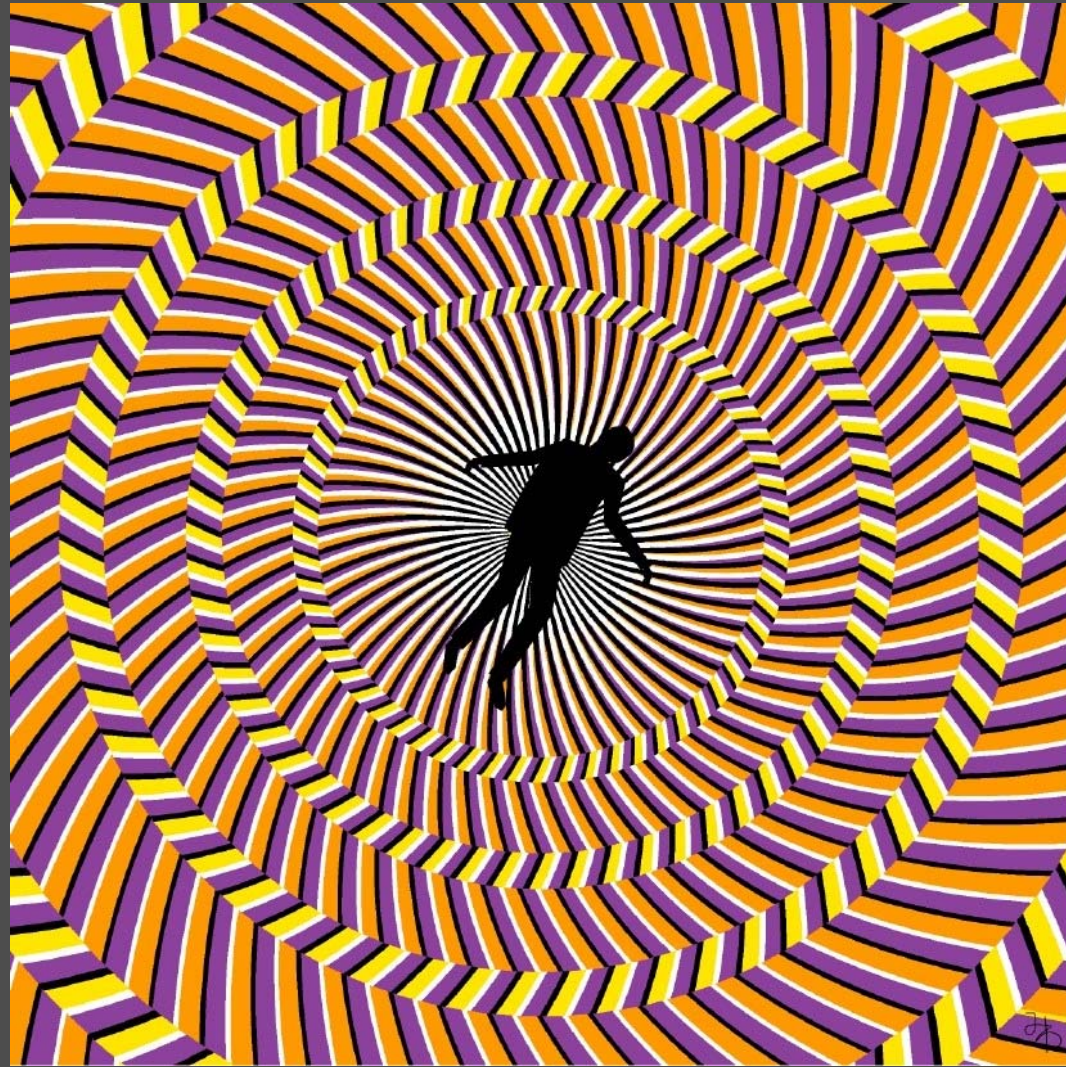
Inequality as a “Barrier”

- An obstacle to “access to resources”, “access to opportunities” “participating fully in the economy”
- Holds people back

Inequality as a “Barrier”

- It implies all people are equally capable and deserving
- It suggests inequality has structural and deliberate causes; “barriers” are generally understood as man-made, not natural
- It suggests a role for the audience, which you can further develop and specify, in breaking down barriers
- It’s tangible and part of lived experience, we’ve all faced impediments

Inequality as Vertigo



Inequality as Vertigo



“An economy that has gotten off-kilter”

“Excessive inequality leads to instability”

- It implies there’s an economic system that can be externally *swayed* or put off its axis
- It’s tangible and part of lived experience, we’ve all lost our balance

Dominant Stories



Just Politics



Bureaucracy



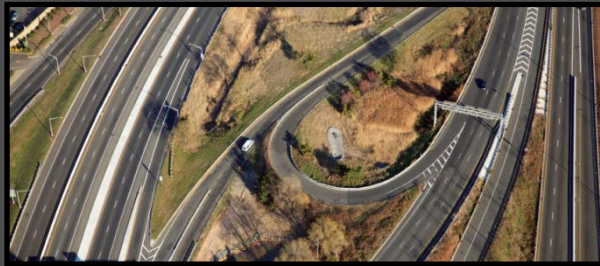
Vending Machine

. . .can't solve anything . . . not my responsibility

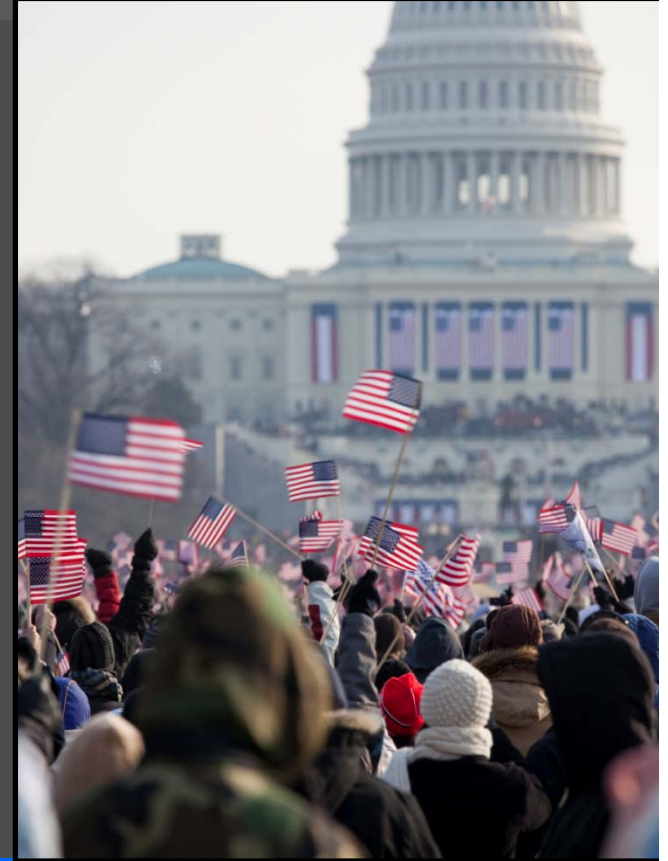
New Stories



Mission & Purpose



Systems & Structures



Citizen-Thinking

... our tool for solutions & the common good ...

Techniques, Pitfalls, and Choices

Elephants

Shared Benefit

Solution Focus

Tone and Temperature

The Limits of Facts

Expanding the Circle of Concern

Targeted Universalism

Elephants!



Avoid: inequality as a “gap”, inequality as top/bottom

Horizontal notions of inequality sound like

- “racial wealth **gap**”
- “**divide** between rich and poor”
- “deepening **chasm**”
- “**widening** inequality”
- “**bridge the gulf**”

Vertical notions include phrases such as

- “a more **hierarchical** society”
- “money flows to the **summits**”
- “income **pyramid**”
- “**plunge** them into **deep straits**”
- “**trickle-down**” and “**bottom-up** economic growth”
- “the income **ladder**”
- “**pull yourself up** by your bootstraps.”

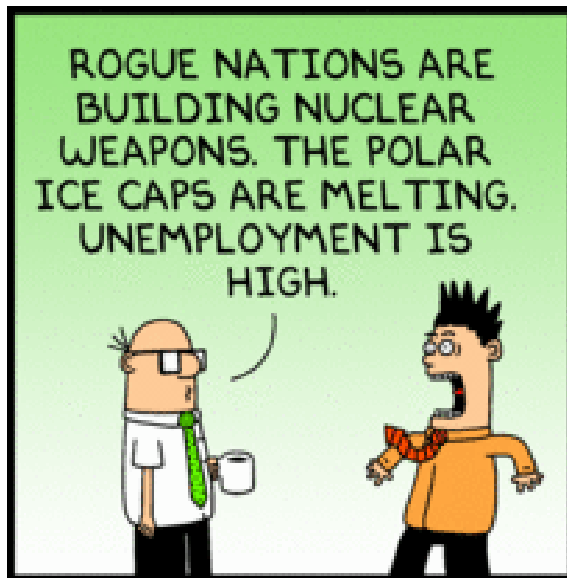
Connectivity & Mutuality

“We are all caught up in an inescapable network of mutuality, tied in a single garment of destiny. Whatever effects one directly effects all indirectly.”

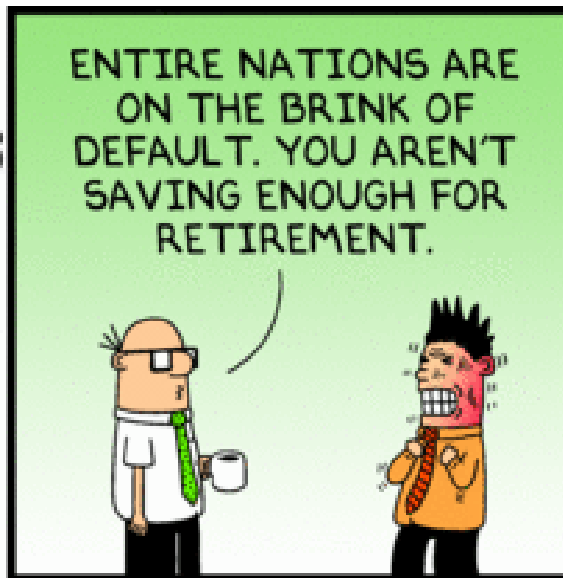
-The Rev. Dr. Martin Luther King, Jr.



Crisis or Solution?



DilbertCartoonist@gmail.com
Dilbert.com



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We cannot just tell a **morality tale**; we need to talk about inequality as a **structural problem** that requires **structural solutions**

Inequality Happens



Choosing Tone and Temperature



An aerial photograph showing a group of approximately ten people sitting in a loose circle on a large, green grassy field. The people are dressed in casual outdoor attire, including jackets, t-shirts, and hats. The grass is a mix of green and brown, suggesting some dry patches. The overall scene is outdoors and appears to be a group meeting or a community gathering. The text "The Circle of Concern" is overlaid in the center of the image in a white, sans-serif font.

The Circle of Concern

An aerial photograph of a group of people sitting on a grassy field, arranged in a circle. The image is dark and has a halftone or dithered texture. The people are seen from above, and their shadows are cast on the grass. The overall scene suggests a community meeting or a group discussion.

Expanding the Circle of Concern

- Don't "otherize"
 - *Use language that calls out commonality and humanity*
- Make the case for "targeted universalism"
 - *A focus on universal benefit with targeted efforts that recognize and remedy inequities*
 - *may require different strategies in different communities/audiences*

The central challenge
for modern,
diversifying societies is
to create a new,
broader sense of “we.”

- Robert Putnam

Discussion group one: twenty minutes

Keeping in mind the five outcome areas:

VISION: What will the Metro region be like when equity has been realized?

VALUES: Why does equity matter? What *values in addition to fairness and justice* do you rely on when discussing equity in the Metro region?

Discussion group two: twenty minutes

Keeping in mind the five outcome areas:

VISION: What are the *three most powerful images* to describe what the Metro region will be like when equity has been realized?

VALUES: Why does equity matter? What three to five statements resonate most with you in describing why equity matters to the Metro region?

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The logo for Neighborhood Partnerships, featuring the text "Neighborhood Partnerships" in a white serif font on a light blue rectangular background.

Neighborhood
Partnerships

*With Gratitude to Patrick Bresette of Public Works
See more of Patrick's work at www.PublicWorks.org*

Community Investment Initiative Equity Framework

The Equity Workgroup was charged with creating an Equity Framework to prompt discussion of equity in the formation of strategies and to guide integration and operationalization of equity in the implementation of those strategies. The framework below is intended to provide a structure for assessing CII strategies with the understanding that, though not every CII strategy or project will directly address all aspects of equity, the cumulative product of CII strategies will be a reduction of disparities in the region.

CII Definition of Equity

Equity exists when individuals, communities and jurisdictions have equal political, social, and economic opportunity, and when there is fairness in the geographic distribution of the benefits and burdens of building a healthy region. Investing in equity is a means to achieve healthy communities, and an end that further contributes to the region's prosperity. The recommendations of the CII and its work groups will address **economic, social, political, and geographic equity by addressing structural disparities and by providing equitable access to opportunities in healthy communities.**

Structural disparities include:

- Social – differential access to education, health services, food, and a safe and healthy environment
- Economic – differential access to jobs and wealth creation
- Political – differential access to political participation within and between communities across the region
- Geographic – differential distribution of investments and opportunities around the region

Healthy communities provide the following outcomes:

- Social equity – access to quality education, quality health care, healthy food, and a safe and healthy environment
- Economic equity – access to living wage jobs, small business opportunities, new economy job skills, and opportunities for wealth creation
- Political equity – access to political participation, and a proportional voice in local and regional decision-making processes
- Geographic – proximity to institutions and infrastructure that provide social, economic, and political opportunities

Communities with low levels of political, economic, social and geographic inequality are successful because they capitalize on the full human potential of all of their members and avoid the costs associated with poverty and reliance on social services. Despite this information, and the fact that the Portland Metropolitan Region is considered to be a leader in urban policy, there is evidence that our region is more unequal than the nation's average and that it is becoming more unequal over time.¹ Places of concentrated poverty are no longer limited to Portland's city center but instead are spread throughout the metropolitan region.¹¹ Furthermore, data show starkly disparate patterns of poverty, home

The NWHF Case for Equity

We have a shared fate—as individuals within a community and communities within society. All communities need the ability to shape their own present and future. Equity is both the means to healthy communities *and* an end that benefits us all. Equity requires the intentional examination of systemic policies and practices that, even if they have the appearance of fairness, may, in effect, serve to marginalize some and perpetuate disparities. Working toward equity requires an understanding of historical contexts and the active investment in social structures over time to ensure that all communities can experience their vision for health.

Priorities for our Equity Work

We believe that we will improve the health of all communities through deliberate strategies that promote equity and eliminate health inequities. We believe that the following areas represent the greatest opportunities for Northwest Health Foundation's efforts:

Race/ethnicity, including immigrant and refugee identification

Geography

Physical, mental and developmental disability

MAKING A GREAT PLACE

Goals for the region endorsed by city and county elected officials and approved by the Metro Council

VIBRANT COMMUNITIES

People live, work and play in vibrant communities where their everyday needs are easily accessible.

ECONOMIC PROSPERITY

Current and future residents benefit from the region's sustained economic competitiveness and prosperity.

SAFE AND RELIABLE TRANSPORTATION

People have safe and reliable transportation choices that enhance their quality of life.

LEADERSHIP ON CLIMATE CHANGE

The region is a leader in minimizing contributions to global warming.

CLEAN AIR AND WATER

Current and future generations enjoy clean air, clean water and healthy ecosystems.

EQUITY

The benefits and burdens of growth and change are distributed equitably.

