

# Metro | Agenda

Meeting: Equity Strategy Advisory Committee

Date: Wednesday, Jan. 29, 2014

Time: 3 to 5 p.m.

Place: Metro Regional Center, 370A/B, 600 NE Grand Ave., Portland, 97232

Purpose: Discussion and approval on definition of equity; update from Baseline Workgroup

---

**Welcome and check-in** 10 min.

*Carl Talton, Chair*

Review of agenda, current progress in work plan and define success for meeting.

Outcome: Agreement on meeting agenda and expectations

**Update from Baseline Workgroup** 20 min.

*Pamela Phan*

Outcome: Seek guidance and feedback from the committee on current progress of indicator development.

**Equity definition work session** 40 min.

Outcome: Agreement on draft equity definition for Metro

Walk through draft definition combining Northwest Health and CLF definitions

*Peggy Morell, 10 min.*

Review Community Investment Initiative (CII) definition of equity

*Carl Talton, Chair, 10 min.*

Refining discussion on draft combined definition using refining criteria:

Why does it matter?

Our common goal

Problem statement

What is at stake?

Solution statement

**Academic observations on draft definition** 30 min.

Observations and comments on draft definition from academic perspective with a concentration on communications framing. *15 min.*

Group discussion, *15 min.*

*Dr. Larry Wallack*

**Next steps** 5 min.

*Carl Talton, Chair*

Next Advisory Committee meeting on Feb. 26, 2014

MPAC presentation on Feb. 26, 2014

# MAKING A GREAT PLACE



## Metro Equity Strategy Program

Equity Baseline workgroup | Update 01/29/2014

### Overview

The technical workgroup is now on a standing meeting schedule to complete workgroup tasks.

- Technical workgroup - second Fridays of the month
- Feasibility assessment sub-group - second Thursdays of the month
- Indicators analysis sub-group – third Thursdays of the month

### Equity Baseline Workgroup

Cassie Salinas  
Communications, Metro

Cat Goughnour  
Urban League of Portland

Clint Chiavarini  
Research Center, Metro

Duncan Hwang  
Asian Pacific American  
Network of Oregon (APANO)

Pietro Ferrari  
Office of the COO, Metro

Jared Franz  
OPAL Environmental Justice  
Oregon

Karen Scott-Lowthian  
Research Center, Metro

Kayse Jama  
Center for Intercultural  
Organizing (CIO)

Pam Phan  
Office of the COO, Metro

Scotty Ellis  
Coalition for a Livable Future  
(CLF)

Gerardo Vergara-Grindell  
Adelante Mujeres

Molly Vogt  
Research Center, Metro

### Task 1: Indicator Analysis

Indicator sub-group has met twice to prioritize indicators that include outcomes in **housing, economic disparities** (income, poverty, jobs, cost of living adjusted for transportation etc.), and **education**.

Next step: The sub-group will identify a *preferred list of indicators that align with region's desired outcomes*. The existing list is approximately 400 indicators. The workgroup will identify 20 critical indicators which measure disparity and equity in order to meet the region's desired outcomes. Two members from the workgroup will present a working list of preferred indicators at the February 26 Advisory Committee meeting. The presentation will include reasoning for why those indicators were chosen and the workgroup members would like to engage in dialogue about these preferred indicators.

### Task 2: Feasibility Assessment

Feasibility sub-group has developed guiding questions that will evolve into the framework for the assessment. The group categorized the characteristics of a feasible indicator by the following criteria:

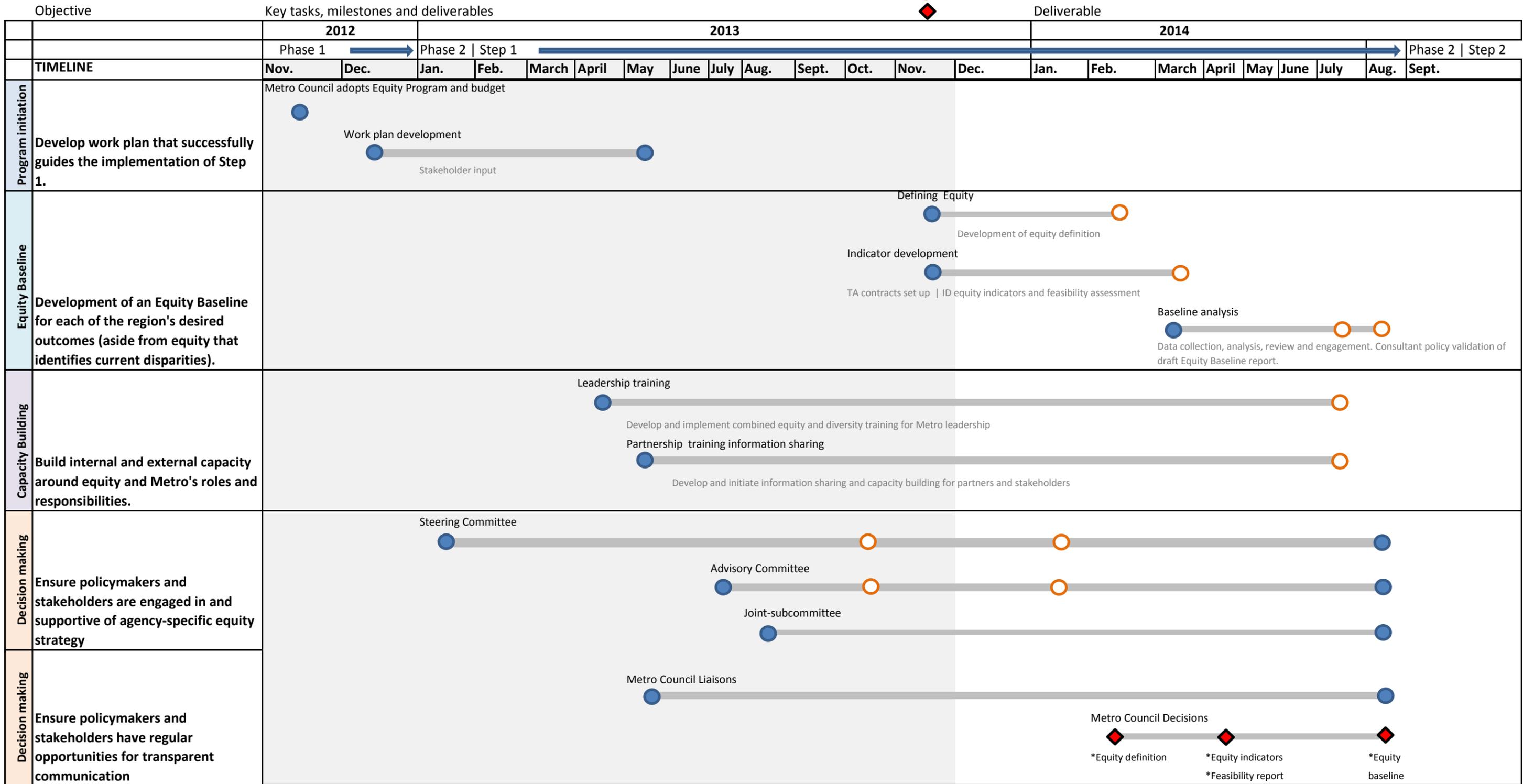
- **Cost:** What are the costs to purchase the data? What is cost for staff time to process and for managing? What are the ongoing costs (i.e. maintenance)?
- **Frequency of reporting:** How often is the data updated?
- **Consistency of reporting:** Is the data updated over time?
- **Geography of reporting:** Does it meet the needs of intended projects or programs?
- **Sharable:** Is the data sharable across organizations agencies, and to the public?
- **Easily understandable:** Can we easily explain it? Is the information easily understood by the public?

**Does it reflect disparities or lack of disparities across regional distribution or in a particular area?**

### Input from the Advisory Committee

The workgroup seeks guidance regarding:

1. The progress of tasks 1 and 2 – Are there concerns with this approach? What might be missing?
2. Can you the Advisory Committee provide direction of indicator selection and language framing?



T:\EquityStrategy\2\_2\_Equity\_Strategy\_Program\5\_Communications\Program overview materials

# Metro Equity Strategy Program Advisory Committee | Draft equity definition

*Blank spaces have been provided throughout the definition to prompt group discussion.*

We have a shared fate as individuals within a community and communities within a society. All our communities share the right to self-determination – the freedom and opportunity to shape our own present and future. We know our region is stronger when everyone has access to the benefits of good jobs, a stable economy, safe and reliable transportation, a healthy environment, and access to the resources necessary for meeting our basic needs and supporting good health, well-being and quality of life. In spite of progress toward this goal, disparities in access to the opportunities the region provides create imbalances that disadvantage some communities and advantage others. These disparities are not random but the result of past and current decisions, and they can be changed. As our population grows and the demographics of our region change, we have an opportunity to get ahead of the disparities that are barriers to a \_\_\_\_\_ region. With its regional focus as service provider, convener and investor, Metro is uniquely positioned through its programs, policies and services to help ensure all communities experience the benefits and share the costs of growth and change that

\_\_\_\_\_.

## **Applying the framing tool**

### **Why does it matter?**

We have a shared fate as individuals within a community and communities within a society. All our communities share the right to self-determination – the freedom and opportunity to shape our own present and future.

### **Our common goal**

We know our region is stronger when everyone has access to the benefits of good jobs, a stable economy, safe and reliable transportation, a healthy environment, and access to the resources necessary for meeting our basic needs and supporting good health, well-being and quality of life.

### **Problem statement**

In spite of progress toward this goal, disparities in access to the opportunities the region provides create imbalances that disadvantage some communities and advantage others. These disparities are not random but the result of past and current decisions, and they can be changed.

### **What is at stake?**

As our population grows and the demographics of our region change, we have an opportunity to get ahead of the disparities that are barriers to a \_\_\_\_\_ region.

# Metro Equity Strategy Program Advisory Committee | Draft equity definition

## Solution statement

With its regional focus as service provider, convener and investor, Metro is uniquely positioned through its programs, policies and services to help ensure all communities experience the benefits and share the costs of growth and change that \_\_\_\_\_.

## Development of draft equity definition

We have a shared fate as individuals within a community and communities within a society. All our communities share the right **to self-determination – the freedom and opportunity to shape our own present and future**. We know our region is stronger when everyone **has access to the benefits of good jobs, a stable economy, safe and reliable transportation, a healthy environment, and access to the resources necessary for meeting our basic needs and supporting good health, well-being and quality of life**. In spite of progress toward this goal, disparities in access to the opportunities the region provides create imbalances that disadvantage some communities and advantage others. **These disparities are not random but the result of past and current decisions**, and they can be changed. As our population grows and the demographics of our region change, we have an opportunity to get ahead of the disparities that are barriers to a \_\_\_\_\_ region. **With its regional focus as service provider, convener and investor, Metro is uniquely positioned through its programs, policies and services** to help ensure all communities experience the benefits and share the costs of growth and change that \_\_\_\_\_.

## Direction from advisory committee

- Combine NWHF definition with CLF definition
- Edit for duplication between two definitions
- Add concept of **self-determination**
- Relate the definition to **the region's desired outcomes**

## Other direction and requirements

- Provide **historical context**
- Make definition **specific to Metro**
- Ensure it meets Title VI requirements

## 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. Places of concentrated poverty are no longer limited to Portland’s city center but instead are spread throughout the region.<sup>i</sup> Furthermore, data show starkly disparate patterns of poverty, home ownership, educational achievement, air quality, childhood obesity, and access to parks between White communities and communities of color. For example:

- “In 2009, African American and Hispanic/Latino children were over 60 percent more likely to live in poverty than the general population.”<sup>ii</sup>
- In Multnomah County, “communities of color earn half the incomes of whites, earning \$16,636 per year, while white people earn \$33,095.”<sup>iii</sup>
- “Educational attainment stratifies strongly by race and ethnicity. In every county in the region, White and Asian residents report higher average attainment levels than Black, American Indians, and Hispanic residents....”<sup>iv</sup>
- “32 percent of the Black graduating class of 2006 have enrolled in an Oregon public university or college (through Spring 2008); compared with 47 percent of White students....”<sup>v</sup>
- “In 2000 in Multnomah County, the home-ownership rate for Whites was 60 percent, that for Latinos was 28 percent, for African Americans was 37 percent, and for Native Americans was 36 percent.”<sup>vi</sup>

## CII Vision

The Community Investment Initiative envisions a future where:

- a living wage job and meaningful opportunities for advancement are available for every member of our labor force
- our regional economy is stable, robust and resilient
- our natural and built environments are cared for and accessible to all
- all community members have opportunities for meaningful civic engagement
- our innovative approach to investing in infrastructure, transportation systems, twenty-first century school facilities and development ready communities positions our region as a global competitor.

---

<sup>i</sup> Regional Equity Atlas. [www.equityatlas.org](http://www.equityatlas.org)

<sup>ii</sup> The Path to Economic Prosperity: Equity and the Education Imperative. *Greater Portland Pulse*. P. 13.

<sup>iii</sup> Curry-Stevens, A., Cross-Hemmer, A., & Coalition of Communities of Color (2010). *Communities of Color in Multnomah County: An Unsettling Profile*. Portland, OR: Portland State University.

<sup>iv</sup> The Path to Economic Prosperity: Equity and the Education Imperative. *Greater Portland Pulse*. [www.portlandpulse.org](http://www.portlandpulse.org)

<sup>v</sup> The State of Black Oregon, *Urban League of Portland*, p 29.

<sup>vi</sup> Regional Equity Atlas, [www.equityatlas.org](http://www.equityatlas.org)

# Moving the Conversation on Equity

Metro Equity Strategy Advisory Committee

Larry Wallack

January 29, 2014



# Odds Metaphor

# Frame basics

Frames are mental structures that help people understand the world. Frames are shortcuts for people that connect abstract ideas to familiar things.

**EQUALITY**



FOIJJTV



Equity, as a cue,  
what does it *mean*...?

To you	To others
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

# To Consider in Framing Race

- Core values
- Order of message components
- Audience
- Strategic goals

Frank Gilliam, *The Architecture of a New Racial Discourse*.  
FrameWorks Institute, 2006.

# Gilliam's "Graveyard of Framing Hypotheses"

- Diversity as Strength
- The Miner's Canary
- White Privilege

All cue dominant understandings of race and individual-level thinking

# Challenge of Racism Frame

- Historical Progress
- Personal Racism
- Self-making Person
- Separate Fates

# Most Effective in Increasing Support for Policies

- Opportunity for All
  - “We,” interdependence, shared fates
  - Systemic Focus
  - Prosperity Grid
- Ingenuity
  - Solutions First
  - “We (society) know what to do”
  - Stakeholder Effect Model

# “10 Lessons” In the Age of Obama

1. Lead with shared values: opportunity & common good
2. It's about all of us
3. Over-document barriers to equal opportunity, especially racial bias
4. Acknowledge progress we've made
5. Present data through contribution model rather than deficit model

# “10 Lessons” In the Age of Obama

6. Be thematic instead of episodic
7. Carefully select the vehicles and audiences to tell the story of contemporary discrimination
8. Be rigorously solution-oriented
9. Link racial justice solutions with broader efforts to expand opportunity
10. Use opportunity as a bridge, not a bypass

**No  
Blank slate**