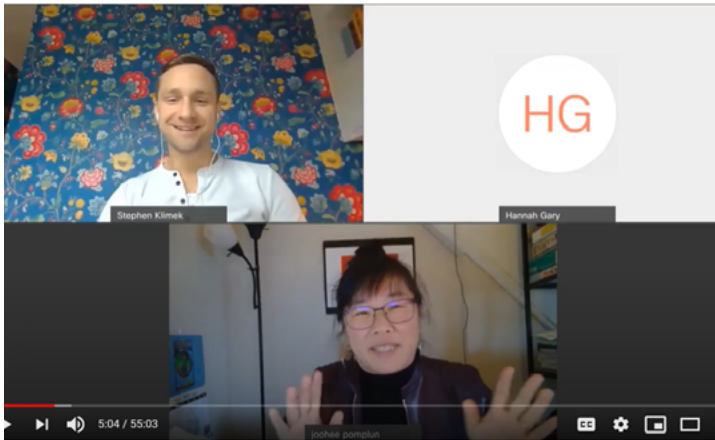


LCDA & TOD

2021 Technical Assistance - Equity



Webinar Speakers

Joo Hee Pomplun
Executive Director
[The Alliance](#)

Key Considerations

- What should be done by a project team to understand the historic and ongoing role of racial disparities and inequities in their community?
- How can those least represented and most impacted by current and historic racial inequities be involved in the project's process?
- How can the project move the needle on efforts to increase racial diversity and inclusion in a community?
- What can be done through an individual project to support and incentivize the region's economic competitiveness by furthering racial equity outcomes in housing, jobs, and transportation?

References & Resources

The Alliance
[Equitable Development Scorecard](#)

Local Precedents
[Westside Community Organization](#)
AEDA - [Little Mekong Market](#)

Equity Discussions
[Urban Consulate](#)

Metropolitan Council Data
[Equity Considerations for Place-Based Advocacy and Decisions](#)

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Equity Takeaways

Understanding Historic Inequities

- The first step is to accept and acknowledge that our country was built on white supremacy and our systems were created to reinforce those values. We are still working to undo this today.
- People often want to just look to data about who is experiencing disparities and what root causes may be. This is one strategy, but when we just look at numbers we forget about the real people behind them.
- Data has been used to harm BIPOC and marginalized communities by not accounting for people's real experiences. Actually talk to people in addition to looking at data and reading history. Use a human-centered approach, embrace storytelling and use a human history to inform your process.

Involving Communities Least Represented and Most Impacted

- Before anything else, spend time in the community you plan to work in. Don't go in and start by asking detailed development questions right away. Meet the community where they are, and have a conversation about where they want to be. Build trust and two-way relationships. To do that you can't extract, you have to give back. If people don't believe you are invested in community, why would they believe in your project?
- Elevating expertise of the community is critical and raises the visibility of communities that have been disenfranchised and left out. As you get to know a community you will learn who the leaders are to engage with and where else to go to get input.
- As you gather community input be sure to reflect back to them what you think you heard to make sure you have interpreted the information accurately. The more accessible data a community has the more they can understand issues and they can inform what should be done to achieve equitable outcomes. Then trust the expertise of the community – community relies on you to translate their ideas into a project. Think about the intended benefits of the project – if you don't know the community, how do you know your project could ever meet the community's needs?
- Support robust engagement that is being led by neighborhood organizations, nonprofits, or others. Commit to working with community leaders and consider creating an advisory committee to accomplish that. Be sure you understand what you hear from them at a human level and think creatively about what you can do in your project as well as who you could partner with to pair project needs or goals with community needs and goals.

Increasing Racial Diversity and Inclusion

- Diversity and inclusion are outcomes of equity, but diversity and inclusion is not equity. Equity is really about the shifting of power. Think about how your project can be inclusive of and responsive to as many communities as possible. Engage the community on an ongoing basis and use your project site for different kinds of engagement.

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Furthering Racial Equity Outcomes

- Fundamentally, project budgets reflect the values of the project and the project team. Look at your project budget – did you budget for engagement? It's not something that there isn't room for; if you don't have it identified it's an essential project need that's missing. Think creatively about other pieces of your budget and how marketing, design, or other pieces can be used to connect with and bring community together.
- No single project can address all root causes to the inequity we experience today. Doing its best is not from the perspective of the developer – its from the community. Equity is about transformation, shifting power, centering communities left out through the history of our country and our real estate development processes. Create a development process that ensures the users and the community are put at the center of every decision so that the project can deliver meaningful benefits. Be true to the intentions of listening to community voices and how you plan to meet those community needs. A project's benefits need to be realized today and expand into the future through its full life-cycle. That means being regenerative, being a good neighbor, and helping community build the future they want to see.
- Understanding and valuing where the community is coming from is essential to creating that relationship and establishing trust. Ultimately, the community has to live with the project. Westside Community Organization's work with the Equitable Development Scorecard led them to say 'we're not saying no to investment – we're saying no to displacement.' If they don't live with the project, they've been displaced and they have to live with it in a different way. Community members are trying to preserve their homes, livelihoods, and way of life. Respect and understand that as you approach a project and community engagement.
- There is often a false binary created around community benefits and that to accomplish them it forces a choice of trade offs in restrictions and additional costs. Something does not inherently need to be lost to create another benefit like environmental sustainability, sense of safety, and/or affordability. Those are created when there is a lack of interest in being creative or innovative with the community and project partners. Many issues will come up through this kind of engagement and they are just as relevant to a successful project. For example, safety in BIPOC communities is not achieved by more policing of the roads so bring creative solutions to how your project can create safe and welcoming spaces for BIPOC community members.
- Part of the engagement is about helping the community understand complexities of development. It is a hard thing to do but also important for community to be brought in and participate. This one project will not be the last one and part of equitable development is increasing a community's capacity to impact future developments, land uses, and policy issues. All of these factors contribute to a community's strength, and a strong community is essential to both local and regional economic competitiveness. Bring a human-centered approach to seeing how the project's process and final products can maximize community member's ability to participate in the workforce.