Design for Racial Equity

Ideas Exchange
Enterprise Daylighting the Numbers

By Mia Scharphie

Design is full of good intentions. As designers, we just love that conceptual design phase when creativity
Initiative Focus

- Internally
- Externally
- Both

Track Numbers?

- Yes
- No
- Other
CULTURE CHANGE

“The inherent stigma/discomfort that most people have discussing race explicitly.”

TRUST & HISTORY

“Building the trust that has been lost between residents and city government. Also, showing the immense knowledge that residents in our local neighborhoods.”

COMPLEXITY

“One of our largest challenges comes in working with State and Federal agencies to help them understand the intricate and place based nature of these issues and how systems change is necessary to support effective solutions.”
internal intervention points

- WORKPLACE INITIATIVES
- REDESIGNING DESIGN
  + PARTICIPATORY PROCESS
  + REPRESENTATION

external intervention points

- DESIGN AS CAPACITY BUILDING
- AWARENESS BUILDING
  + RESEARCH
  + DEMONSTRATION PROJECTS
- SYSTEMS THINKING ON RACIAL INEQUITY
- STRATEGIC INTERVENTIONS
Amy Howton & Tamaya Dennard
DESIGN IMPACT

Emily Roush-Elliott
DELTA DESIGN BUILD WORKSHOP

June Grant
BLINKLAB ARCHITECTURE
Impact Design Hub
Racial Equity Exchange

August 15, 2017

Tamaya Dennard
Amy Howton
How do we improve social change efforts in the social sector?

• Community voice + recurring themes
• Compelled to action
• Status quo is unacceptable
• How can we act differently?
CREATING METATHEMES

We started with 30 projects

Our projects span a wide cross-section of social sector areas.

We ultimately chose 13 projects.
A focus on ensuring that everyone has the resources they need to participate, advance, and thrive in our society.

**EQUITY LENS**

informs these two approaches

- Human-Centered Design
- Intersectional Approach
1. **Bridge Norms**
   Value me for who I am, not who I’m told to be. Challenge me to grow.

2. **Go Beyond Feedback**
   Move from community voice to community leadership.

3. **Feed My Soul**
   Tap into my passion, tap into my power.

4. **Redesign the System**
   Decrease system complexity to increase engagement and dignity.

5. **Give Room to Heal**
   Consider my whole self, including my trauma and history.

6. **Keep Promises**
   Show up every time. Deliver on your word.
EQUITY IN PRACTICE: CALLS TO ACTION

1. Look into the mirror.
2. Embrace our complexity.
3. Challenge our own biases and refuse to pass them down.
4. Recognize racism + sexism.
5. Acknowledge our interventions can both help and hurt.
7. Flip the power.
8. Learn together.
9. Create space for pain.
10. Get out of the box.
11. Value people over paperwork.
12. See each other, push each other.
13. Be transparent and circle back immediately.
APPLYING TO RACIAL EQUITY PRACTICE

• Look into the mirror.
  – Embrace our complexity.
  – Challenge our own biases and refuse to pass them down.
  – Work across difference.

• Recognize racism and sexism

• Acknowledge our interventions
  • can both help and hurt.
OUTCOMES

• **Look into the mirror**: Talent Acquisition Pipeline; Building organizational capacity; Sharing power + participatory decision-making.
  - Embrace our complexity.
  - Challenge our own biases and refuse to pass them down.
  - Work across difference.

• **Recognize racism and sexism**: With partners, in solving for root causes of inequity. Solve for institutionalized racism.

• **Acknowledge our interventions can both help and hurt**: Tracking impact. Racial Equity Impact Assessment (Annie E Casey).
Challenges

• Readiness

• Current political climate

• How might we build bridges while also disrupting status quo?

• Approach vs. Toolkit—calls for change of mindset
THANK YOU!

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We focus on projects that:
Allow us to play a role through planning, design, construction and sometimes operations
Include an element of housing
Respond directly to inequity, especially racial inequity
LEFLORE ENERGY APPRENTICE PROGRAM (LEAP)
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LEFLORE ENERGY APPRENTICE PROGRAM (LEAP)
AVERAGE COST TO MAINTAIN 65°F THIS UPCOMING DECEMBER
(due to air infiltration – does not include heat loss through other means)

$176
Poor Performance
- 14% of a minimum wage earner’s monthly income

$88
Fair Performance
- 7% of a minimum wage earner’s monthly income

$35
Good Performance
- 3% of a minimum wage earner’s monthly income

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ASSET RICH / INCOME POOR
WHY CITY AGENCIES **MUST** PARTICIPATE
IN THE FINANCIAL MECHANISM

June A Grant
Founder, Design Director

August 15, 2017
Asset Rich
High-foreclosure rates indicate there is/was high homeownership.

Income Poor
In 2014, 50% of residents in the San Pablo Avenue Corridor lived on less than $35,000 per year, while 50% of City of Oakland residents lived on less than $53,000.

A Housing Retention Strategy is needed...

Neighborhood Household Income Levels:
- Extremely Low Income: 9%
- Very Low Income: 13%
- Low Income: 19%
- Median Income: 19%
- Moderate Income: 40%
AN IN-LAW UNIT IS AN OPPORTUNITY TO RETAIN WEALTH

In 2014, nearly a third of San Pablo residents lived on less than $15,000 in household income and benefits. Bay Area Average Income is $97,400.

<table>
<thead>
<tr>
<th>Market Rate Rent</th>
<th>$2500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable Rent</td>
<td>$1000 - $1500</td>
</tr>
<tr>
<td>Loan Repayment</td>
<td>$600</td>
</tr>
<tr>
<td><strong>Net Profit</strong></td>
<td><strong>$400 minimum</strong></td>
</tr>
</tbody>
</table>

An Asset-Rich / Income Poor population whose income is below $15,000 gain an annual income increase of $4,800 (32% increase).
A COMMUNITY COMES TOGETHER TO CREATE CRITICAL MASS

- Select Geographic Study Area
- Review Parcel Maps for Capacity
- Review Census Income Data
- Interview Sample Owners
- Estimate Development Costs
- Create In-Law Build-out Roadmap
- Identify Construction Partners
- Connect Owners to Lenders
REALITY: Discriminatory Practices Reduce Wealth Construction

Loan Approval Rates with similar credit scores. African-American 33% vs 67% National Average loans approved.

Credit Scores. 64% white American borrowers had a FICO score of 720 or higher compared with 41 percent of Latino borrowers and 33 percent of African-American borrowers.

Transparent Options are needed...
Proposed County lending programs would shackle property owners to a 55-year low-rent restriction. 25 years longer than a 30 year loan! In essence, poorer individuals would be additionally fined for being “poor” and bear a greater burden of providing housing for the increased Bay Area population growth with no opportunity to improve wealth.

Non-profit development agency proposals include the non-profit retaining all rights to the in-law unit with “rent” paid to owners. In essence, the non-profit would be a residing tenant that prevents owners from selling their property. Prevents the owner from having a say who is able to reside on their land. In exchange for a loan, the owner's right of use and governance is restricted. If this were a company, this is not a loan, this is an equity position.

Equitable Solutions are needed…
CASE STUDY: Retaining Communities through Participation

Vancouver: 35% of Single Family Homes have ADU’s

The City of Santa Cruz is the only Bay Area city which has created a program to provide in-law loans backed by private banks.

- Sustainable Communities Grant
- California Pollution Control Financing Agency
- Private Loans provided by Silicon Valley Bank

Oakland: Maximum Capacity of A Sample Block. 25 In-Law Units
Equitable Financial Mechanisms Must Be Created, **IF** We Wish To Retain A Diverse Population In Oakland.

**SANTA CRUZ’S PUBLIC-PRIVATE PARTNERSHIP MODEL IS WORTH EXPLORING...**
Questions?
Comments?

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