Advancing Racial Equity and the Section 4 Program

April 28, 2017
Enterprise Community Partners
national broadcast

Center for Social Inclusion
Dwayne S. Marsh, Vice President for Strategic Capacity Building
Getting started:

10:00 Introduction and Context – Evolutionary Work of Section 4/Enterprise

10:05 Short Report on Data – basics on what happened this time around

10:12 Framing on Racial Equity – Definitions and Tools

11:00 Implications

11:05 Getting Started

11:10 Exemplars – SOME, +1

11:20 Open floor for Q+A

11:45 A Look Ahead – Forecast of CB20 process
Section 4 Racial Equity Analysis
A Review of the CB19 Round
Goal

• Assess articulation of racial equity principles in CB19 LOI and final application rounds.
• Determine how language in CB19 LOI/RFP influences submissions.
• Identify opportunities to sharpen queries on racial equity in CB20.
Main Lessons

• A vast majority of Section 4 applicants have the opportunity to advance racial equity outcomes due to their area of focus.

• The connection between the work of Section 4 applicants and the potential to influence racial equity outcomes is not automatically identified by all applicants.

• Providing clarifying language in the RFP questions about the racial equity framework of applicants allows them the opportunity to articulate their intentions more effectively.

• There is the opportunity to sharpen the racial equity inquiry of Enterprise without making the application form unduly burdensome.
Criteria

① no significant mention of race or racial equity (unawareness)

② recognizes influence of racial inequity on issue of concern (cognizance)

③ identifies a particular potential strategy to address racial equity (interest)

④ proposes approach(es) the specifically addresses racial inequities (priority)

⑤ proposal centers on a racial equity framework (commitment)
Main Pool - Statistics

- n=54

- average LOI score = 3.11 *identifies a particular potential strategy to address racial equity*

- average Full Proposal score = 2.72

- Percentage who sharpened articulation of racial equity strategies from LOI to RFP = 16

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  ② recognizes influence of racial inequity on issue of concern (cognizance)
  ③ *identifies a particular potential strategy to address racial equity (interest)*
  ④ proposes approach(es) the specifically addresses racial inequities (priority)
  ⑤ proposal centers on a racial equity framework (commitment)
Implications

• Calling forward specific request to detail racial equity analysis makes it more facile for applicants to comply given format of the application.

• Applicants who hold the strongest racial equity ethos to their work demonstrated most consistent ability to articulate that work in the application.

• Several organizations whose work has direct bearing on advancing racial equity outcomes chose not to highlight this in their LOI or Full Proposal rounds.
Implications

• Continue to integrate racial equity into the Section 4 process with sensitivity to the nature of the application process.

• Do what it takes to keep applicant articulation of racial equity analysis to be a ‘feed the funder’ phenomena.

• Integrate lessons learned into CB20 workplan.

• **Identify timing of instructional webinars for Enterprise staff and Section 4 applicant community.**
Government Alliance on Race and Equity

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

✓ A membership network of jurisdictions in leadership
✓ Expanding jurisdictions – in 30 states and more than 150 cities – all levels of government
✓ Providing tools and resources to put theory into action

Center for Social Inclusion

Center for Social Inclusion’s mission is to catalyze communities, government, and other institutions to dismantle structural racial inequity and create equitable outcomes for all.
Government Alliance on Race and Equity

= Active GARE Members
= 2015-16 GARE Engagements
= Racial Equity Here Sites
National best practice

Normalize
- A shared analysis and definitions
- Urgency / prioritize

Organize
- Internal infrastructure
- Partnerships

Operationalize
- Racial equity tools
- Data to develop strategies and drive results

Visualize
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 institutions 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.
If contracting were proportional to racial breakdowns in New York City, enterprises led by people of color would procure an additional $8 billion annually.

By 2040, the Twin Cities will have a 30 percent skill gap if they do not eliminate their racial inequities.

In the city of Seattle, reducing the African American unemployment rate to that of whites would generate an additional $25 million in tax revenue.

various sources
The greater the income gaps between rich and poor, the more likely the region is to lose jobs during economic shocks and the longer it will take to recover.
Current context

Equity is the Superior Growth Model

Economists, business leaders, and elected officials increasingly recognize that inequality is hindering economic growth and racial and economic inclusion are the drivers of robust economic growth. To build a strong next economy, leaders in the private and public sector need to advance an equitable growth agenda: a strategy to create good jobs, increase human capabilities, and expand opportunities for everyone to participate and prosper. Equity will make America stronger.

The economic benefits of equity

Racial economic inclusion is good for families, good for communities, and good for the economy. Nationally, GDP would have been $2.4 trillion higher in 2014 if people of color had earned the same as their white counterparts. We also know millions fewer would have lived in poverty, there would be billions more in tax revenue, and a smaller Social Security deficit overall.

PolicyLink, 2015
Current context
Racial inequity in the U.S.

From infant mortality to life expectancy, race predicts how well you will do...
Normalizing
Equity vs. Equality

**Equity** involves trying to understand *what people need* to enjoy full, healthy lives.

**Equality**, in contrast, aims to ensure that everyone gets the same things in order to enjoy full, healthy lives. Like equity, **equality** aims to promote fairness and justice, but it can only work if *everyone starts from the same place and needs the same things.*
Why we should 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
Three key facts

1) Race is a construct and is not biologically determined. Race is a modern idea.

2) Policy drives the social construction of race and has contributed to changing ideas and definitions of race over time.

3) We did not choose this system but we have a responsibility to address it.
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
Racial equity means:

Enterprise envisions communities where every person has equitable access to safe, affordable housing, and where race and origin are not a predictor of life outcomes. As such, Enterprise has begun assessing racial and systemic issues in order to lead transformative systems change to produce equitable outcomes.

According to Census Bureau projections, people of color will represent a majority of the U.S. population by 2044. Despite this ongoing demographic change, the daily lives of people of color will not change unless we transform the systems and institutions that create barriers to opportunity. From housing to criminal justice to health access, people of color and immigrant communities face disproportionately unequal outcomes.

As the HUD Section 4 Capacity Building program represents such a significant portion of Enterprise’s ability to deliver meaningful solutions, greater attentiveness to racial equity principles in funding choices will be another opportunity to deploy a paradigm shift and realize impactful returns.

The definitions below, from the Government Alliance on Race Equity and PolicyLink, will help organizations bridge the gap between the concepts of equity and racial equity in their housing and community development activities.

**Equity:** just and fair inclusion into a society in which all can participate, prosper, and reach their full potential. Unlocking the promise of the nation by unleashing the promise in us all. Example: residents of Anytown, USA, live in quality housing that is affordable to them and located in a safe neighborhood with nearby public K-12 schools, numerous transit routes/stops and business centers that offer employment opportunities. [Source – PolicyLink: http://www.policylink.org/about/equity-manifesto](http://www.policylink.org/about/equity-manifesto]

**Racial equity:** a condition where race cannot be used to predict success, and we have successful systems and structures that work for all. Example: Race can no longer be used to predict life outcomes, such as the likelihood of graduating college or becoming incarcerated. [Source – Government Alliance on Race and Equity Resource Guide, Page 15: http://racialequityalliance.org/newsite/wp-content/uploads/2015/02/GARE-Resource_Guide.pdf](http://racialequityalliance.org/newsite/wp-content/uploads/2015/02/GARE-Resource_Guide.pdf]

Enterprise recognizes that incorporating a racial equity framework will help us all strive for communities where every person has equitable access to safe, affordable housing, and where race and origin are not a predictor of life outcomes.
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.
Bias

The evaluation of one group and its members relative to another.

We all carry bias. Acting on bias can be discriminatory and create negative outcomes for particular groups.

Source: Unconscious (Implicit) Bias and Health Disparities: Where Do We Go from Here?
Explicit bias

- Expressed directly
- Aware of bias / operates consciously
  
  Example – Sign in the window of an apartment building – “whites only”

Implicit bias

- Expressed indirectly
- Unaware of bias / operates sub-consciously
  
  Example – a property manager doing more criminal background checks on African Americans than whites.
Examples of implicit bias

Screened auditions account for up to 46% of the increase in the percentage of females in symphony orchestras since 1970.

Claudia Goldin, Cecilia Rouse: The Impact of "Blind" Auditions on Female Musicians (1997)
Examples of implicit bias

Job search – Identical resumes, apart from names.

White-sounding names – 50% more callbacks than African-American sounding names.
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?
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.
Examples from your organization –

Institutional/Explicit

*Policies which explicitly discriminate against a group.*

Institutional/Implicit

*Policies that negatively impact one group unintentionally.*

Individual/Explicit

*Prejudice in action – discrimination.*

Individual/Implicit

*Unconscious attitudes and beliefs.*
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.
Structures are a part of our lives:
Operationalizing
Race in institutional policies

Federal Housing Administration

Location of city facilities
DC Trash Transfer Stations

Interstate System
What is a Racial Equity Tool?

Process

Product

Actively inserts racial equity into decision making processes
What is a Racial Equity Tool process?

1. Desired results
2. Analysis of data
3. Community engagement
4. Strategies for racial equity
5. Implementation plan
6. Communications and accountability
Who should use a Racial Equity Tool?

- Elected officials
- Government staff
- Community
One day Alice came to a fork in the road and saw a Cheshire cat in a tree. "Which road do I take?" she asked. "Where do you want to go?" was his response. "I don't know," Alice answered. "Then," said the cat, "it doesn't matter."
Choice Points

• Key decision-making opportunities that influence outcomes.

• Cumulative impacts of many small choices can be as significant as the impacts of big decisions.

• Less likely to replicate the status quo.
When to use a Racial Equity Tool?

Early

Often
What is a Racial Equity Tool process?

1. Desired results
2. Analysis of data
3. Community engagement
4. Strategies for racial equity
5. Implementation plan
6. Communications and accountability
Used in budget, policy, and program decisions

Examples:

✓ Streetlights / complaint-based systems
✓ Restrictions on use of criminal background checks in hiring processes
✓ Contracting policies and procedures
✓ Public utility project ranking criteria
Racial Equity Tool
In Application
What is your proposal and what are the desired results and outcomes?
What’s the community and performance data? What does the data tell us?
How have communities been engaged? Are there opportunities to expand engagement?
Who will benefit from or be burdened? How are you advancing racial equity or mitigating unintended consequences?
What is your plan for implementation?
How will you ensure accountability, communicate, and evaluate results?
What if I don’t have enough time?

Ask the question:

Who benefits or who is burdened by the decision?
Implications
Racial Equity case study

Jim Steck
Senior Vice President for Affordable Housing
City First Homes
Q & A
A Look Ahead
Getting started:

**CB20 Timeline**

- ✓ LOI Release – May 1
- ✓ LOI applications due May 31, 8:00 p.m. EDT
- ✓ Invitations to submit full Request For Proposals (RFP) Release – July 10
- ✓ RFP applications due – August 7, 8:00 p.m. EDT
Contact information

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