Addressing Equity and Rural Poverty: The View from the Ground

Tuesday, April 16, 2013
3:30- 4:45 ET

With Support from the U.S. Department of Housing and Urban Development and the Partnership for Sustainable Communities
National Association of Development Organizations (NADO)

National membership organization for the network of over 520 regional development organizations (RDOs) throughout the U.S.

RDOs are also known as “Councils of Governments,” “Regional Planning Commissions,” “Economic Development Districts,” and other local names.

Promote public policies that strengthen local governments, communities, and economies through the regional strategies focusing on economic development, infrastructure, housing, transportation, and regional planning.

NADO Research Foundation serves as one of eight capacity building teams providing support and technical assistance to HUD Sustainable Communities grantees.
Today’s Speakers

Brett Schwartz, Program Manager, NADO

Chione Flegal, Associate Director, PolicyLink

Danielle Bergstrom, Program Associate, PolicyLink

Ismael Diaz Herrera, Director, San Joaquin Valley Rural Development Center

Reyna Villalobos, Community Building Specialist, Central California Regional Obesity Prevention Program

Emily Saunders, Community Development Senior Project Specialist, City of Knoxville, TN
Quick Housekeeping Information

Please type any questions you have for the speakers in the question box on the side panel throughout the presentation.

The webinar is being recorded and will be posted within a day along with the Powerpoint slides on the NADO website at www.nado.org.

Please contact Brett Schwartz at bschwartz@nado.org if you have any questions after the presentation.
Equity and Economic Inclusion: The Way Forward for America

Chione Flegal, Associate Director
Danielle Bergstrom, Program Associate
April 16, 2013
Introduction

PolicyLink

Mission
PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works.®

Our Work
Founded in 1999, PolicyLink connects the work of people on the ground to the creation of sustainable communities of opportunity that allow everyone to participate and prosper. Such communities offer access to quality jobs, affordable housing, good schools, transportation, and the benefits of healthy food and physical activity.

equity, noun. Just and fair inclusion. An equitable society is one in which all can participate and prosper. The goals of equity must be to create conditions that allow all to reach their full potential. In short, equity creates a path from hope to change.
Introduction
Why equity matters now

The face of America is changing.
Our population is rapidly diversifying. Already, more than half of all babies born in the United States are people of color. By 2030, the majority of young workers will be people of color. And by 2042, we will be a majority people-of-color nation.

The fate of the nation hinges on how we invest in communities of color.
As the country witnesses new extremes of inequality alongside the emergence of a new people-of-color majority, equity has become an economic imperative as well as a moral one.

The way forward: an equity-driven growth model.
To secure America’s prosperity, we must implement a new economic model based on equity, fairness, and opportunity.

Regions are where this new growth model will be created.
Regions are the key competitive unit in the global economy, and the level where strategies are being incubated that bring about robust job growth that is linked to low-income communities and communities of color.
America will be a Majority People-of-Color Nation by 2042

A New Generation Gap?
The Diverging Demographics of Seniors and Youth

Ages 65+
Ages 0 to 4

Percent People of Color by County
0  30  40  50%

Sources: 2010 Census (Summary File 1), Census TIGER/Line, NHGIS, and ESRI.

PolicyLink
Lifting Up What Works
USC Program for Environmental & Regional Equity
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Regions are equitable when all residents—regardless of their race/ethnicity/nativity, neighborhood of residence, or other characteristics—are fully able to participate in the region’s economic vitality, contribute to the region’s preparedness for the future, and connect to the region’s assets and resources.

Strong, equitable regions:

- Possess **economic vitality**, providing high-quality jobs to their resident and producing new ideas, products, businesses, and economic activity so the region remains sustainable and competitive.

- Are **prepared for the future**, with a skilled, ready workforce and a healthy population.

- Are **places of connection**, where residents can access the essential ingredients to live healthy and productive lives in their own neighborhoods, reach opportunities located throughout the region (and beyond) via transportation or technology, participate in political processes, and interact with other diverse residents.
Principles for Advancing Equity

- Choose strategies that promote equity and growth simultaneously.
- Target programs and investments to the people and places most left behind.
- Assess equity impacts at every stage of the policy process.
- Ensure meaningful community participation, voice, and leadership. Our nation’s new majority needs avenues for participating in all aspects of the political process.
Economists are finding a correlation between economic and racial inclusion and regional economic growth.


Economic Inclusion
Inequality is Bad for Sustained Economic Growth

Source: Andrew Berg & Jonathan Ostry, International Monetary Fund
Economic Inclusion

Place Matters

Source: King County (WA) Equity and Social Justice Initiative
Economic Inclusion

Grow Workforce in High-Opportunity Industries

Connect workforce training opportunities to high-growth sectors with good wages

Industries/occupations that pay above-average wages to workers with less than a BA

Coordinate with regional economic stakeholders to develop a shared vision and plan

**Pittsburgh’s Central Keystone Innovation Zone** is focusing on disconnected workers
Economic Inclusion
Support + Expand Small/Minority Owned Businesses

Entrepreneurship Ecosystem

Culture and Place
- Culture and Attitudes
  - Community of practice
  - Creating a "buzz"
- Placemaking
  - Arts and culture
  - Quality of life
- Physical Infrastructure
  - Transportation
  - Telecom
  - Water/sewers
  - Energy/grid

Skills and Talent
- Workforce Training and Education
  - Availability of skilled workforce
  - Workforce training

Financing and Capital
- Entrepreneur Management Capacity
  - Competency and experience
- Equity Financing
  - Supply of equity capital
  - Access to equity capital
  - Financing strategies
  - Exit strategies
- Debt Financing
  - Supply of debt capital
  - Access to debt capital

Entrepreneurial Support Services
- Business Advisory Services
  - Supply of services
  - Affordability or services
  - Quality of services
- Entrepreneurship Development Programs
  - Government programs
  - Networking organizations
  - Incubators and accelerators

Policy
- Federal
  - International market openness
  - Credits and incentives
- State
  - Credits, incentives, and taxes
  - Economic development
- Local
  - Credits, incentives, and taxes
  - Economic development
  - Land use planning
Economic Inclusion
Leverage Anchor Institutions

• While universities and hospitals procure more than a trillion dollars of goods and services every year, little of it is spent locally.

• The University of Pennsylvania has tripled its purchasing from minority and women-owned companies since 1999; in 2011, this accounted for $96 million dollars spent in West and Southwest Philadelphia.

• The Henry Ford Health System in Detroit has multiple policies in place to advance local business development.

Source: Institute for a Competitive Inner City (ICIC)
Economic Inclusion
Support Job Creation Through Public Investment

• Choose investments that maximize job creation and other community benefits.

• Target investments in communities that have been historically underinvested.

• Hire locally for both construction and permanent jobs.

• Prioritize job creation in criteria for public contracts by ensuring that contractors buy supplies locally.

• Invest in infrastructure that serves basic community needs (water quality, sidewalk construction, etc.)
Community Equity Initiative
Reversing the Legacy of Disinvestment in California’s Low-income Unincorporated Communities

A collaborative project of:
California Rural Legal Assistance Inc.,
California Rural Legal Assistance Foundation,
Leadership Counsel for Justice and Accountability, and
PolicyLink
Community Equity Initiative
Why are We Concerned with Unincorporated Communities in CA?

- These places are disproportionately home to people of color, are frequently low-income, and face unique challenges to democracy and good governance
- Urban and rural, these communities are an important part of a regional equity framework but are largely invisible to the broader public and policymakers
- Infrastructure and services in these communities often have more in common with developing countries than with incorporated cities that may literally be across the street
Community Equity Initiative
California’s Disadvantaged Unincorporated Communities (DUCs)

- There are just under 1040 populated Census Designated Places in California
- 438 of these places can be characterized as low-income unincorporated communities
- 1.8 million people live in these communities

Tulare County, CA
Credit: Self Help Enterprises
Community Equity Initiative

Conditions in Disadvantaged Unincorporated Communities

1. Inadequate Sidewalks, Storm Drains, Gutters, and Street Lights
2. Insufficient and Substandard Housing
3. Dilapidated and/or Unpaved Roads
4. Unsafe Drinking Water
5. Inadequate Waste-water Systems
6. Insufficient Garbage Collection
7. High Crime Rates and Inadequate Law Enforcement
8. Inconsistent Emergency Services
9. Insufficient Access to Parks, Recreational Opportunities, and Community Centers

Credit: CRLA
Community Equity Initiative

Information Barriers

• No organized system to:
  – identify disadvantaged unincorporated communities
  – track deficits within those communities

• Residents lack information to engage in decision-making processes that affect their communities

• Governing bodies lack the information needed to better serve these communities
Community Equity Initiative

**Information Barriers**

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Community Equity Initiative

Funding Barriers

Disadvantaged Unincorporated Communities:

- Are not prioritized by existing funding streams
- Lack sufficient tax/rate-payer base to support basic service provision
- Are too small to raise capital independently
- Are seen as being too costly for cities considering annexation
Community Equity Initiative

**Governance Barriers**

- Responsibility for service provision and infrastructure divided among:
  - County Governments
  - Special Districts
  - Advisory Bodies
  - Regional Agencies
- Each county in California has a different method for managing its unincorporated areas
- Lack of representation in decision-making bodies
- Lack of accountability
Community Equity Initiative:  
**Strategies for Change**

The Community Equity Initiative employees a four pronged strategy focused on:

- Community capacity building, education and organizing;
- State and local policy advocacy;
- Research; and when necessary
- Litigation
Community Equity Initiative
Mapping California’s Disadvantaged Unincorporated Communities

- Bringing visibility to communities is a critical first step to addressing the challenges they face
- CEI developed a methodology to put DUC’s on the map
Community Equity Initiative
Mapping Disadvantaged Unincorporated Communities in the San Joaquin Valley

Identified 525 communities, home to over 300,000 people

<table>
<thead>
<tr>
<th>Number</th>
<th>Estimated Population (% of DUCs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Disadvantaged Unincorporated Communities</td>
<td>525</td>
</tr>
<tr>
<td>Island communities</td>
<td>44</td>
</tr>
<tr>
<td>Fringe communities</td>
<td>230</td>
</tr>
<tr>
<td>Legacy communities</td>
<td>251</td>
</tr>
</tbody>
</table>
Percent People of Color in
Disadvantaged Unincorporated Communities, 
Census Designated Places, Cities, and Counties

*For the purpose of this analysis “People of color” describes the sum of all racial/ethnic groups that are not non-Hispanic Whites.
Percent of Households that are Low-Income in Disadvantaged Unincorporated Communities, Census Designated Places, Cities, and Counties
Community Equity Initiative
Creating a Policy Framework to Support Disadvantaged Unincorporated Communities

• SB 244
  – Facilitates inclusion of DUC’s in local planning processes
  – Creates a process to identify communities, assess infrastructure needs, and develop plans to fulfill these needs
  – Prevents cherry picking in annexation processes

• Priority in State Funding Programs/Targeted Investments
  – Safe Routes to School
  – Sustainable Communities Planning Grants

• Regionalization of Service Delivery

• Strengthening Community Engagement
  – SB 375
  – Unmet Needs
  – Local Water Challenges
Contact Information

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Addressing Equity and Rural Poverty

April 16, 2013

Ismael Diaz Herrera, Director
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(559) 278-0519
Overview

• Established 2010
  • 40+ on-campus and off-campus partners

• Rural = < 50,000
  • 8 Counties
  • 7 Federal-Recognized Tribes
  • 46 Cities
  • 500+ Census Designated Places
  • Non-Profits and CBOs

• TA/Training/Funding
  • Digital Literacy
  • Economic Development
  • Grant Writing
  • Water Infrastructure
WELCOME TO FIREBAUGH
FIHS PROGRESS WITH PRIDE
Community Profile

- 88.8% Hispanic/Latino Population
- 40.9% Foreign-Born Population
- 43.1% Workforce Employed in Agriculture
- 5.5% Population w/ Bachelor’s Degree or Higher

Source:
U.S. Census Bureau, American Fact Finder (ACS 5-Year Estimates, 2007-2011)
# Economic Conditions

<table>
<thead>
<tr>
<th></th>
<th>Unemployment Rate</th>
<th>Population Below Poverty Level</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firebaugh</td>
<td>26.4</td>
<td>28.9</td>
<td>$31,294</td>
</tr>
<tr>
<td>Fresno County</td>
<td>15.4</td>
<td>23.4</td>
<td>$46,903</td>
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<tr>
<td>California</td>
<td>9.6</td>
<td>14.4</td>
<td>$61,632</td>
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<tr>
<td>United States</td>
<td>7.7</td>
<td>14.3</td>
<td>$52,762</td>
</tr>
</tbody>
</table>

*Sources:*
U.S. Census Bureau, American Fact Finder (ACS 5-Year Estimates, 2007-2011)
U.S. Bureau of Labor Statistics (February 2013)
State of California, Employment Development Department (February 2013)
Collaborative Partnership

2012-2013 Training Session Topics
• Computer Literacy
• Social Media
• E-Commerce
• Digital Photography
• Website Development
• QuickBooks
Small Business Growth

Carnitas Ortega
1320 N Street
Firebaugh, CA 93622
- Marketing
- Social Media
- QuickBooks
- Website Development

Luquin Boutique
1031 O Street
Firebaugh, CA 93622
- Marketing
- Social Media
- QuickBooks
- Website Development

5 G’s Auto Sales
1091 N Street
Firebaugh, CA 93622
- E-Commerce
- Marketing
- QuickBooks
- Website Development
What’s Next?

- Additional Training: California Homemade Food Act (AB 1616)
- Local Food Production: Firebaugh Community Garden
- Connect to Local Outlets: Firebaugh Farmers’ Market (April-October)
QUESTIONS?
Creating Healthy Food Access in the Central Valley

Presented By: Reyna Villalobos, MPH
Community Building Specialist
Central California Regional Obesity Prevention Program

Webinar: Addressing Equity and Rural Poverty
April 16, 2013
About CCROPP

• The Central California Regional Obesity Prevention Program (CCROPP) is a program of the Public Health Institute that works across eight counties to improve access to healthy, affordable food and physical activity resources through policy and environmental change.
Growing the Nation’s Produce
Challenges to Healthy Food Access

Widespread social injustice issues exist among healthy food access.
Community Leadership

• Powerful People: Building Leadership for Healthy Communities

• Smart Valley Places – Community Leadership Institutes

• Irvine – Advancing Civic Engagement to Promote Equitable Communities
OUR PARTNERSHIP MODEL

REGIONAL

CCROPP

LOCAL

GRASSROOTS COMMUNITY

CITY DEPARTMENTS

LEAD AGENCY

CPHSJ

UF

CPFSJ

FMM

CRPE

SJV LEAP

CSET

CH

UW
Community Leadership Institutes

- Sustainable Communities and Local Government
- Housing and Community Development
- Water and Waste Water Management
- Land-use and Planning
- Local and Regional Transportation
- Environmental Equity
Healthy Food Access Innovations
Connection to Economic Development

- Buying fresh and local helps $ circulate in our local area
- Farmer’s receive a fair retail value
Impact in Communities

• Promotes good health
• Helps the local economy
• Helps to build community
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Questions?

Please type any questions you have for the presenters in the question box

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