



Strengthening Regions Through Equity and Economic Inclusion Strategies

NADO Policy Conference
March 14, 2022



PlanRVA
THE REGIONAL
COMMISSION

slido



What do we mean when we use the term "Inclusivity"?

ⓘ Start presenting to display the poll results on this slide.

slido



**What do you think of when you hear
"Richmond, Virginia"?**

ⓘ Start presenting to display the poll results on this slide.

Background

Our Approach

Current Projects

What's Next

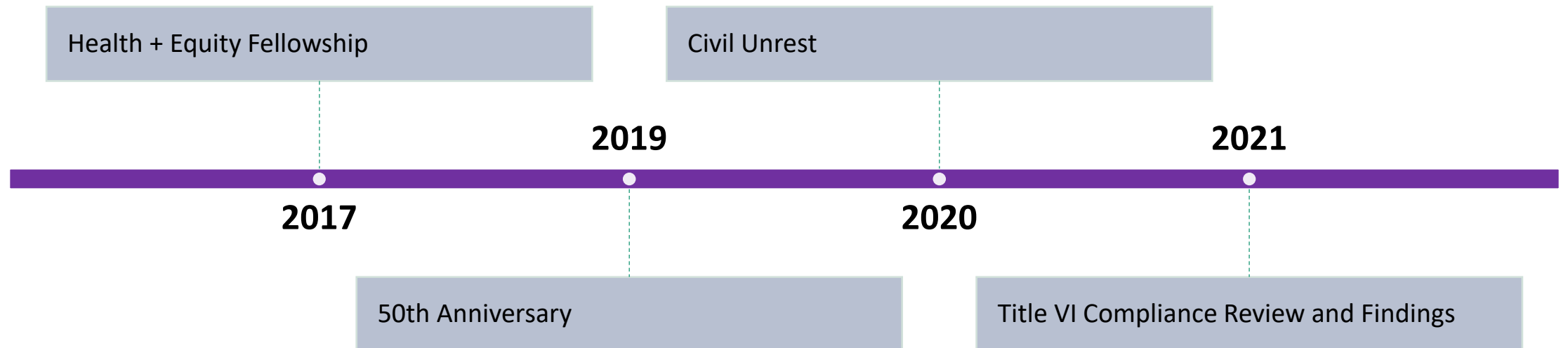


Richmond, Virginia





Critical Influences



Core Values



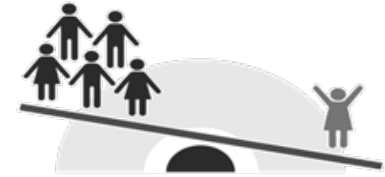
Wow through Service



Think “Big Picture”



Promote Representation



Do More with Less



Facilitate Change



Learning Continuously

Operational Initiatives

Equitable
Recruitment
Strategy

Inclusive
Purchasing &
Supplier Diversity
Program

Inclusive Meetings
Toolkit

Staff and Partner
Training



Current Projects



Richmond Region Market Value
Analysis



RVA Engage Civic Action Series



Lower Chickahominy Watershed
Collaborative



Equity Analysis of Regional
Transportation Priorities

What's Next?

- Forward RVA
- Scenario Planning + Community Engagement



Racial Disparity in the Land of Sky Region

January 15, 2021

<http://bit.ly/losrace>

Population

Income

Poverty

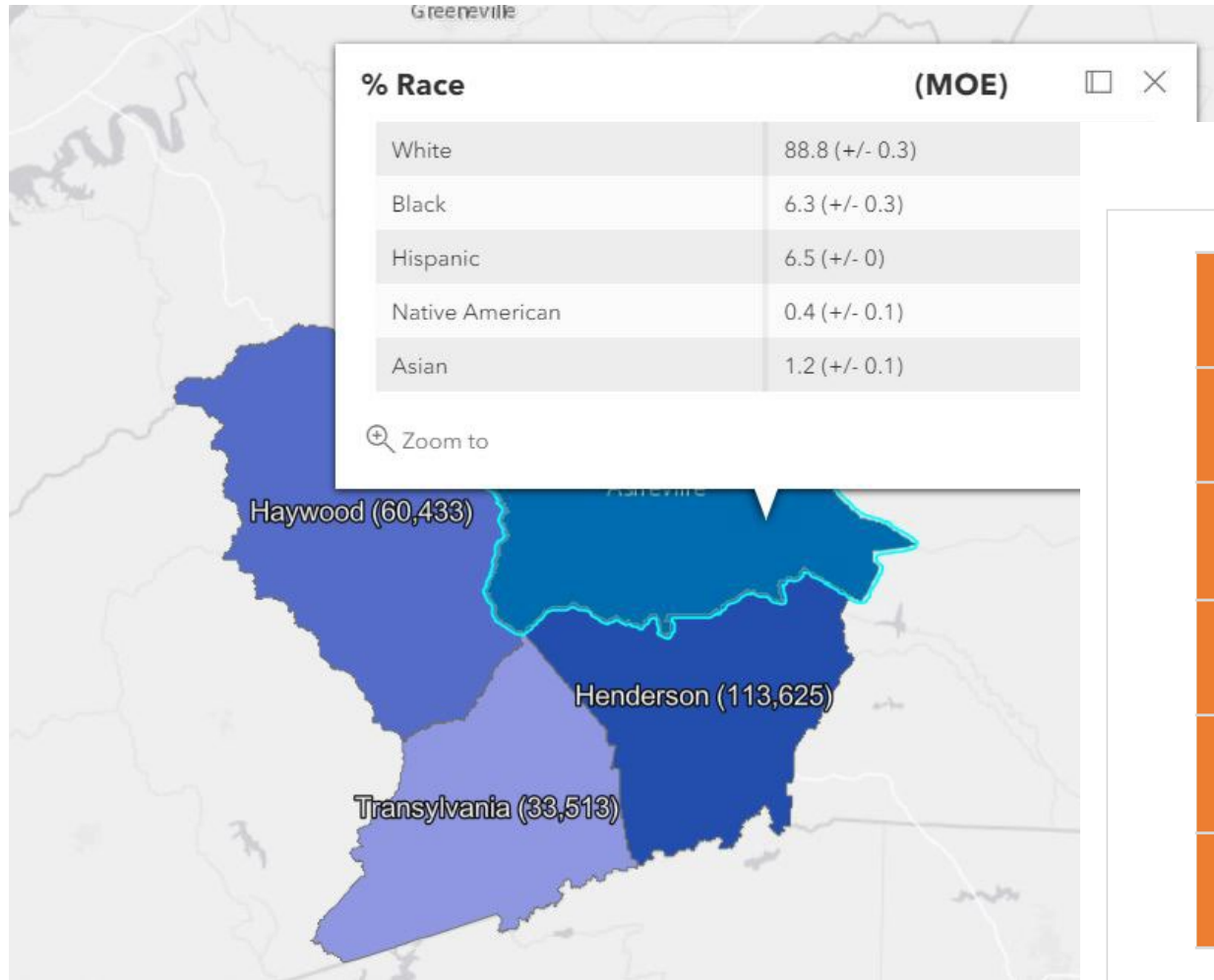
Homeownership

Educational Attainment

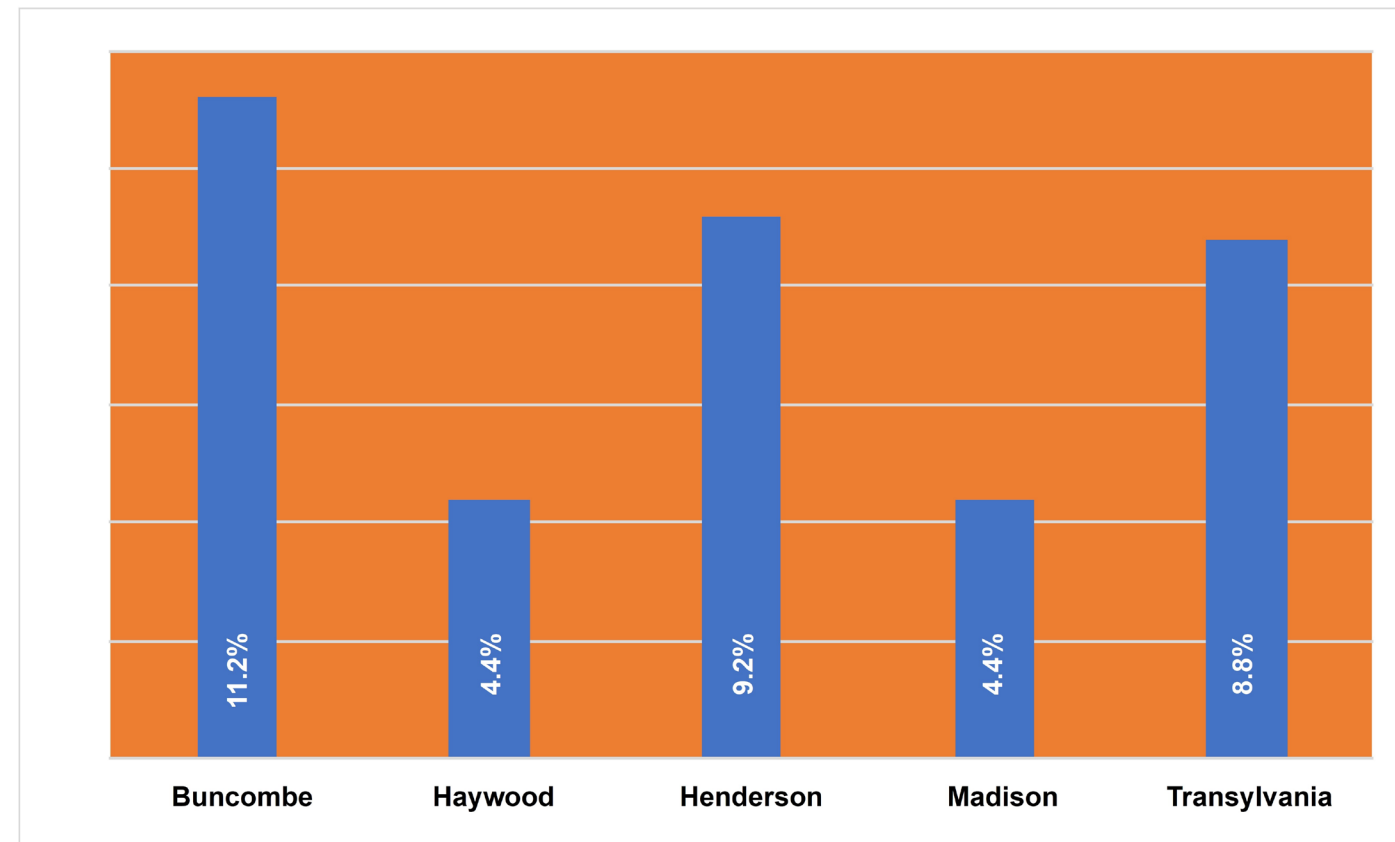
Health

Technology

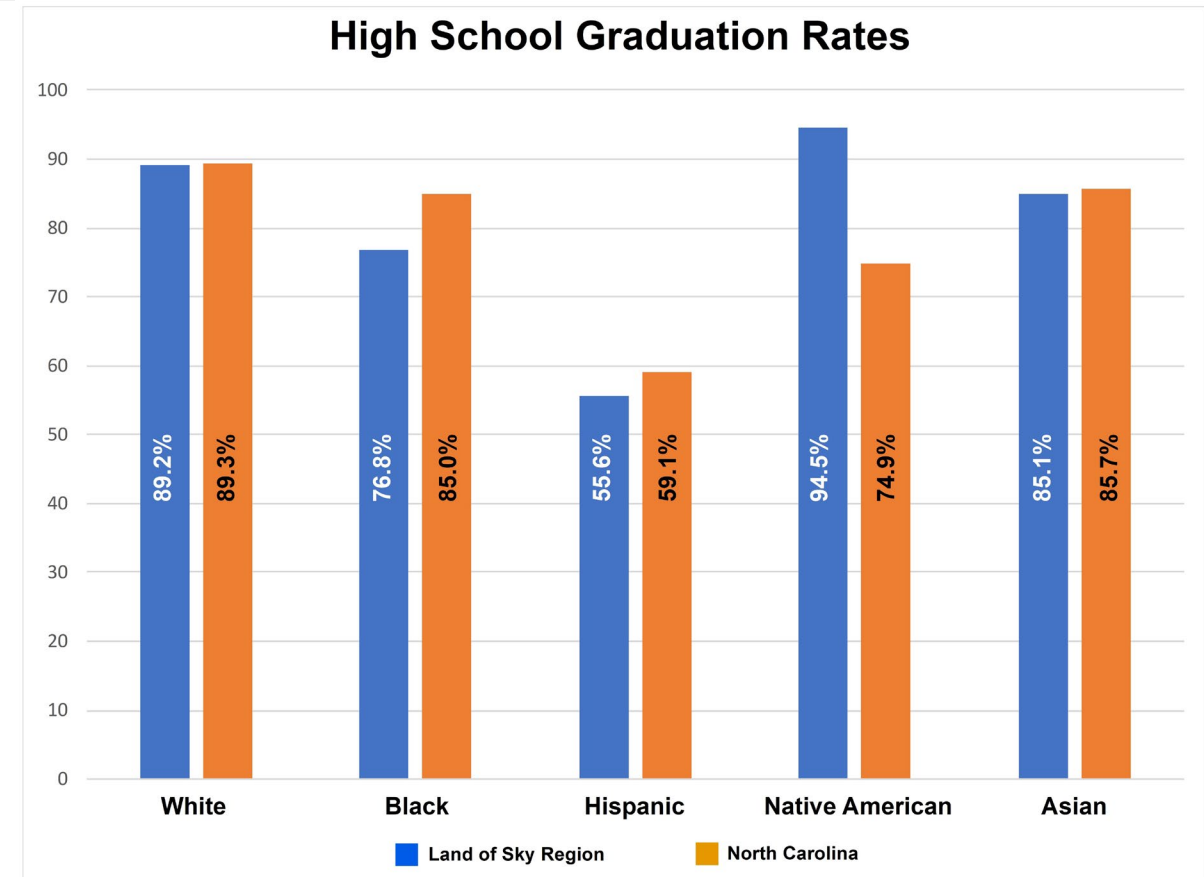
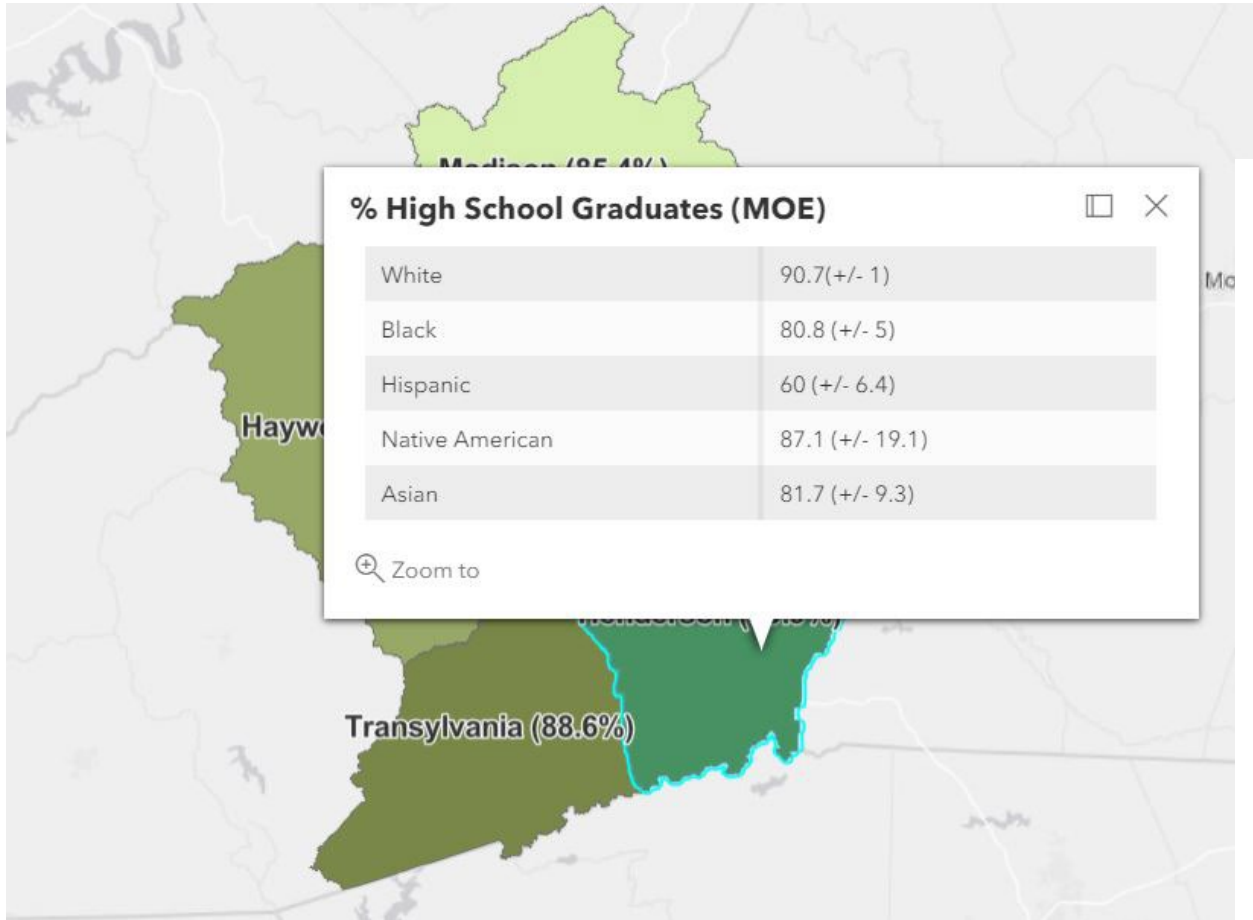
Race & Ethnicity by County



% People of Color *



Education by County



<http://bit.ly/losrace>



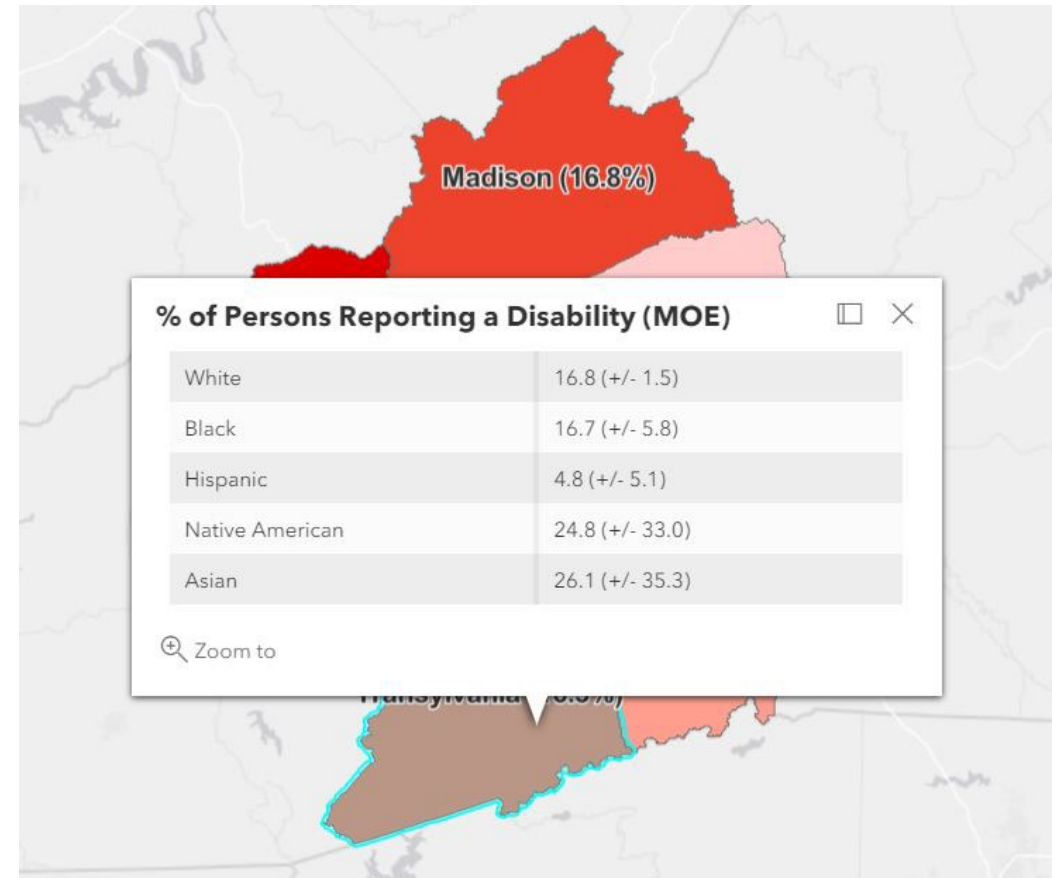
Next Steps

- Update with 2020 Census data (currently ACS 2015-2019)
- Break out variables by additional dimensions (i.e. disability by age, education by gender)
- Add additional topics and sub-topics

Questions/Comments

Erica Anderson erica@landofsky.org

Mary Roderick mary@landofsky.org





INCLUSIVE HIRING PARTNERS

**A resource to close the opportunity gap for Buncombe
County residents**

A model of collaboration with



Individuals
disconnected
from rewarding,
well-paying
careers

A diagram consisting of two large white circles with blue borders, positioned side-by-side. A white double-headed arrow connects the two circles. The left circle contains text about individuals disconnected from rewarding careers, and the right circle contains text about employers ready to fill jobs in high-demand industries.

Employers ready
to fill available jobs
in high-demand industries

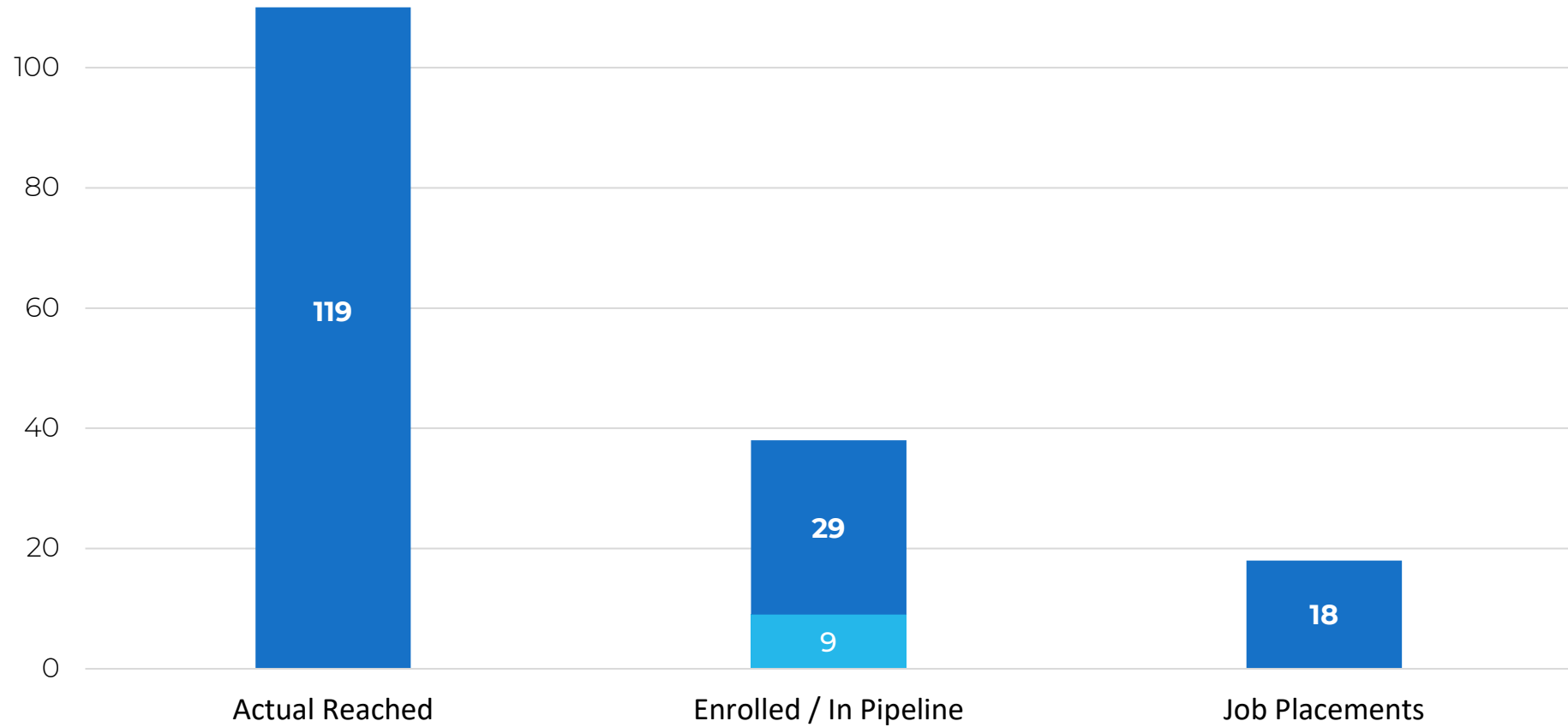






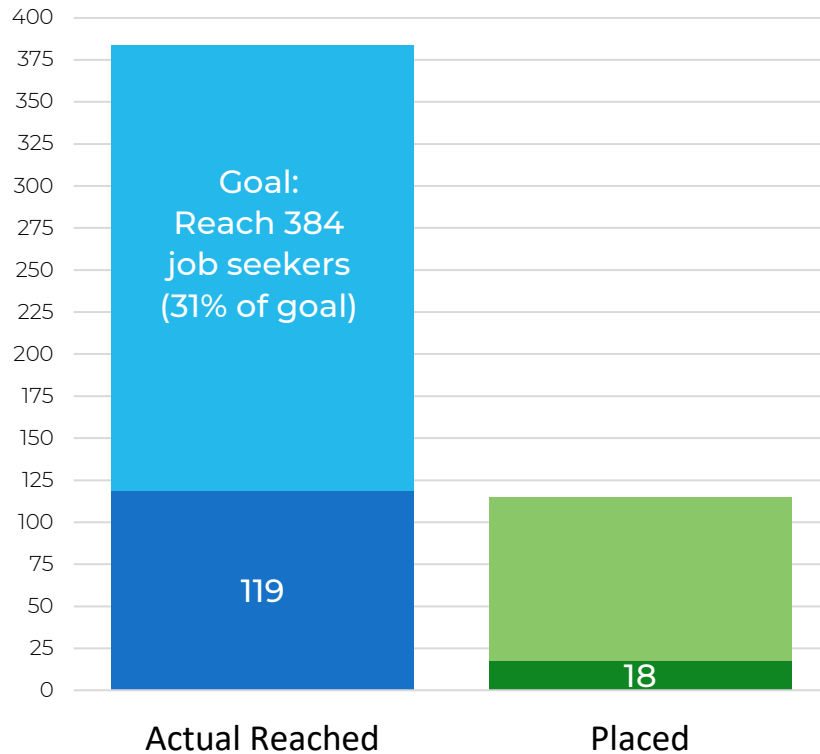
SO, HOW ARE
WE DOING?

Job Seekers Reached



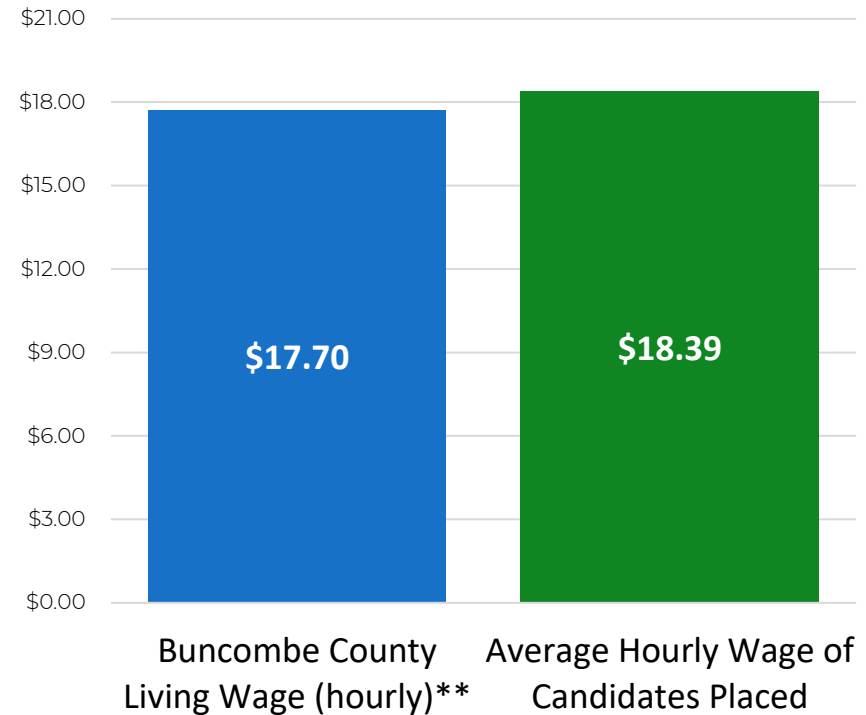
Job Seekers Served - Goal vs. Actual

Grant Cycle 56% Complete



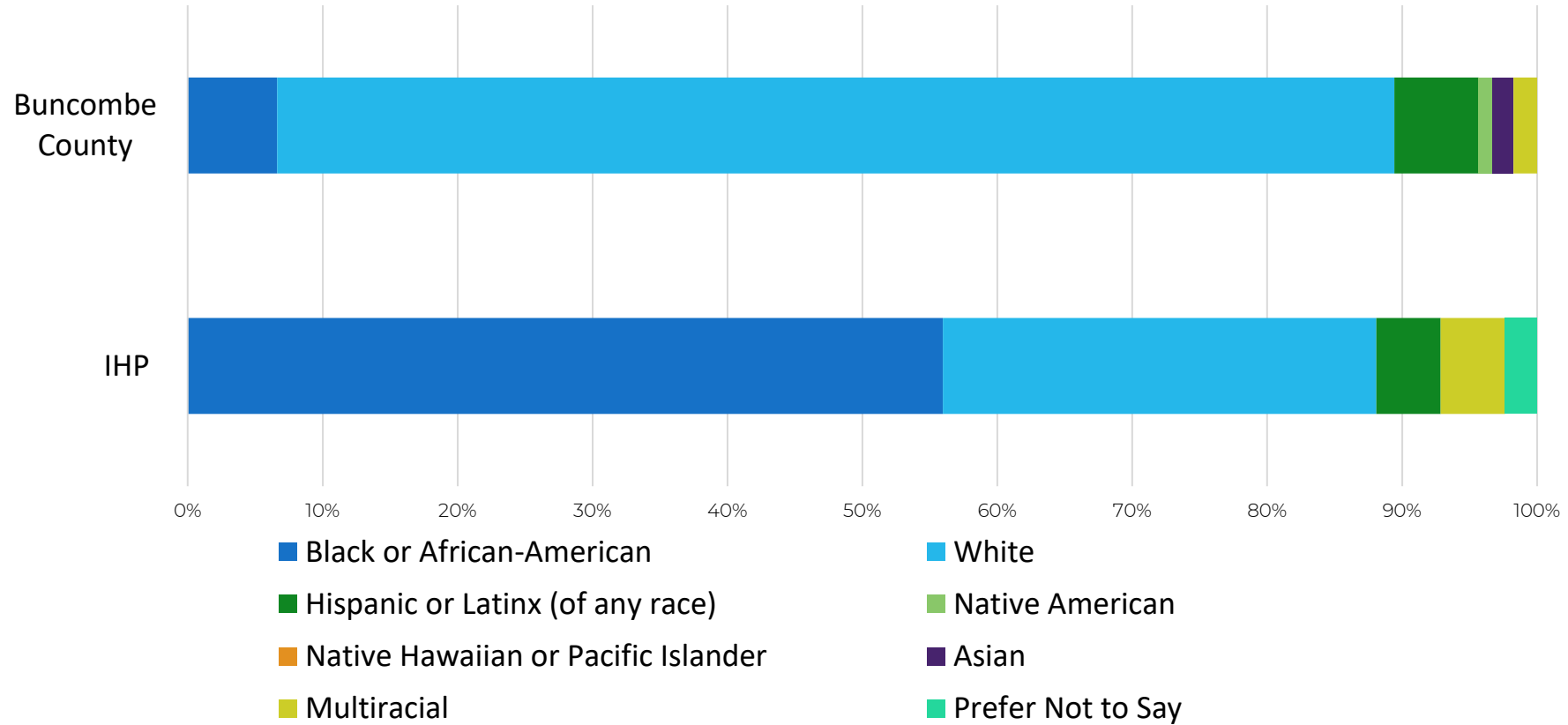
Average Wage Among Job Seekers Placed

*All IHP Candidates Earn at Least
\$15/Hour*



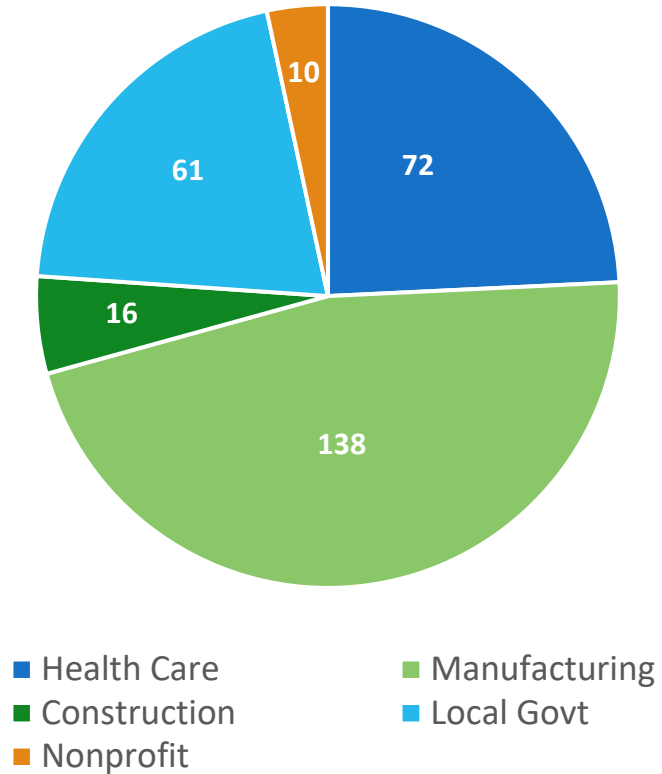
IHP Job Seeker Demographics

Actively Enrolled IHP Job Seekers

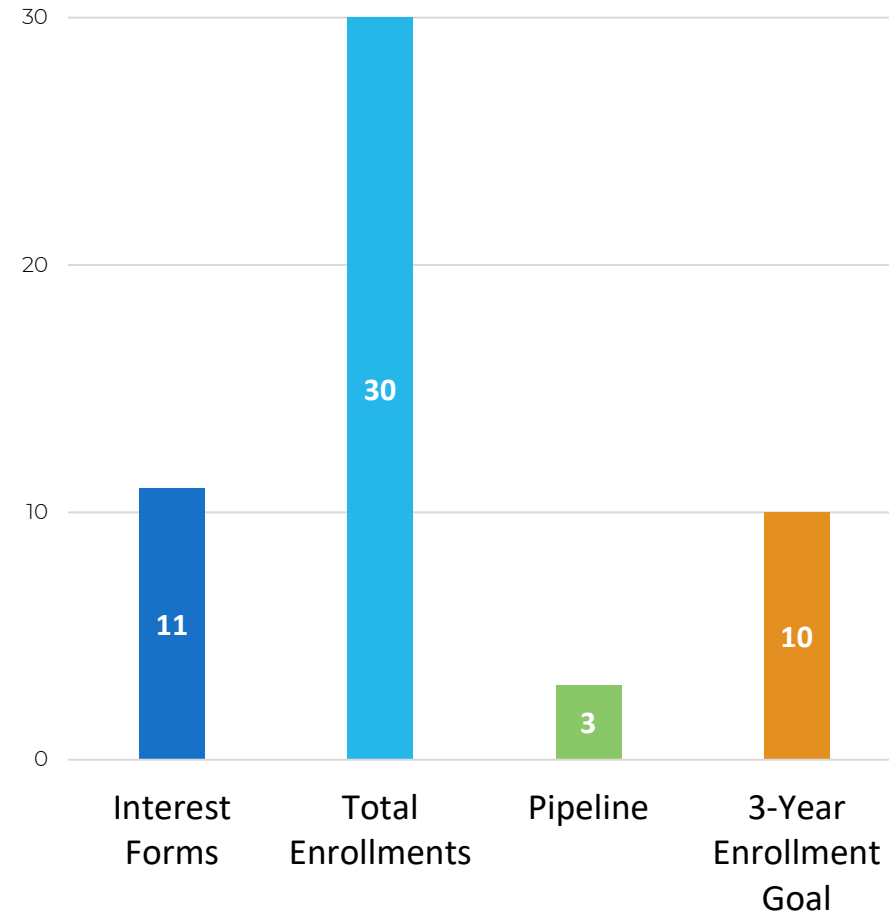


Available Jobs by Industry

Over 300 Total Jobs as of 2/09/2022



Employer Partnerships to Date





A Venn diagram with two overlapping circles on a light blue background. The left circle is titled 'Better Careers' and contains three items: 'Support services', 'Work-based learning', and 'Greater access to opportunities'. The right circle is titled 'Better Workplaces' and contains three items: 'Inclusive hiring practices', 'DEI training', and 'More diverse workforce'. The intersection of the two circles is empty.

Better Careers

Support services

Work-based learning

Greater access
to opportunities

Better Workplaces

Inclusive hiring practices

DEI training

More diverse workforce

Questions?

April Brown

(c) (970) 980-1883

abrown@ashevillechamber.org

www.ihp-wnc.org



Asheville-Buncombe County

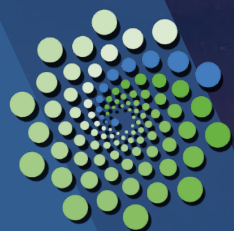
BUILDING COMMUNITY THROUGH BUSINESS



Change Agent Phillip Cooper
ARC INspire Coordinator
philip@landofsky.org

WNC Recovery to Career: A Collective Impact Ecosystem

- **Community Need:** Residents recovering from substance use disorder need access to behavioral and mental health providers, wraparound services, employability skills and training to secure and retain employment.
- **Solution:** Land of Sky & Southwestern Commission are spearheading a program centered around building collaboration and resource sharing with organizations across 11 ARC counties, resulting in stream-lined coordination of services and effective leveraging of resources to those served by the recovery-to-work ecosystem.
- **Funded by:** ARC INSPIRE & Dogwood Health Trust



New Growth Innovation Network

POWERING INCLUSIVE ECONOMIES

This presentation was prepared by New Growth Innovation Network (NGIN) using Federal funds under award ED21HDQ3070009 from the U.S. Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the U.S. Economic Development Administration or the U.S. Department of Commerce.

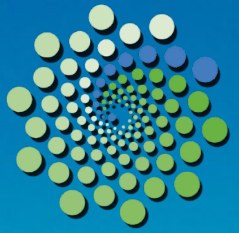


INCLUSIVE RECOVERY INITIATIVE

NADO Policy Conference

Strengthening Regions through Equity and Economic Inclusion Strategies

March 14, 2022



New Growth Innovation Network

POWERING INCLUSIVE ECONOMIES

New Growth Innovation Network (NGIN) is a knowledge, insight and innovation hub, supporting practitioners to advance inclusive economic growth in their regions by creating greater prosperity for people of color, women and neglected geographies.

Emerging Principles of Inclusive Economic Growth

How do you measure success?

Short Term Job Creation

Subsidize companies

Low cost

Profit generation

Municipal competition

Siloed leadership

“Inward” community development

Equity pursued separately

Sustained Inclusive Growth

Invest in regional assets

Value added

Wealth generation

Regional collaboration

Cross-sector partnerships

Linking neighborhoods & regions

Inclusion as core driver of growth



Inclusive Economic Development Toolkit



Economic Development Tools

How do we make our existing tools more equitable

- Inclusive Incentives
- Inclusive Clusters
- Entrepreneurship & Small Business Support
- Infrastructure Investment
- Human Capital
- Inclusive Financial Capital



Supportive Services Tools

How do we collaborate to address topics that impact job growth

- Affordable Housing
- Transportation Access
- Affordable Childcare
- Neighborhood Development
- Sustainable Development



Systems Implementation Tools

How do we build equity into our organization and practice

- Community & Stakeholder Engagement
- Organizational Diversity
- Outcomes Measurement
- Local Policy
- Capacity Building
- Equitable Decision Making



INCLUSIVE RECOVERY INITIATIVE

Funded by the U.S. Economic Development Administration
Research and National Technical Assistance Program

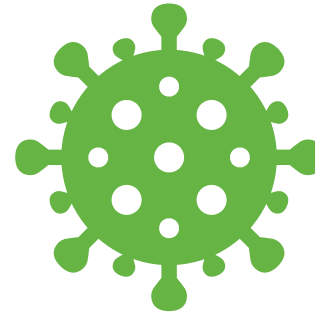
Supported by the National Association of Development
Organizations Research Foundation

Project Overview & Outcomes



Inclusive Growth

Create a shared understanding of the barriers to long-term economic competitiveness created by persistent inequality and racial income and wealth gaps



COVID-19 Recovery

Examine the impact of COVID-19 on existing inequality and identify inclusive strategies for recovery and growth



CEDS Development

Support the development of inclusive growth strategies and solutions to be embedded in Comprehensive Economic Development Strategies

What are the challenges to implementing inclusive growth strategies?

Based on interviews with 66 Economic Development Organizations:

- 1 Identifying Inclusive Tools and Strategies
- 2 Embedding Data on Inequality into Plans
- 3 Engaging Diverse Voices
- 4 Supporting BIPOC/Women-Owned Small Businesses
- 5 Tackling Rural Specific Challenges



Ecosystem Barriers

Equity within regions is hampered by inequitable access to:

- Broadband
- Transportation
- Housing
- Childcare

Link to full report:

<https://bit.ly/2YP5oyx>



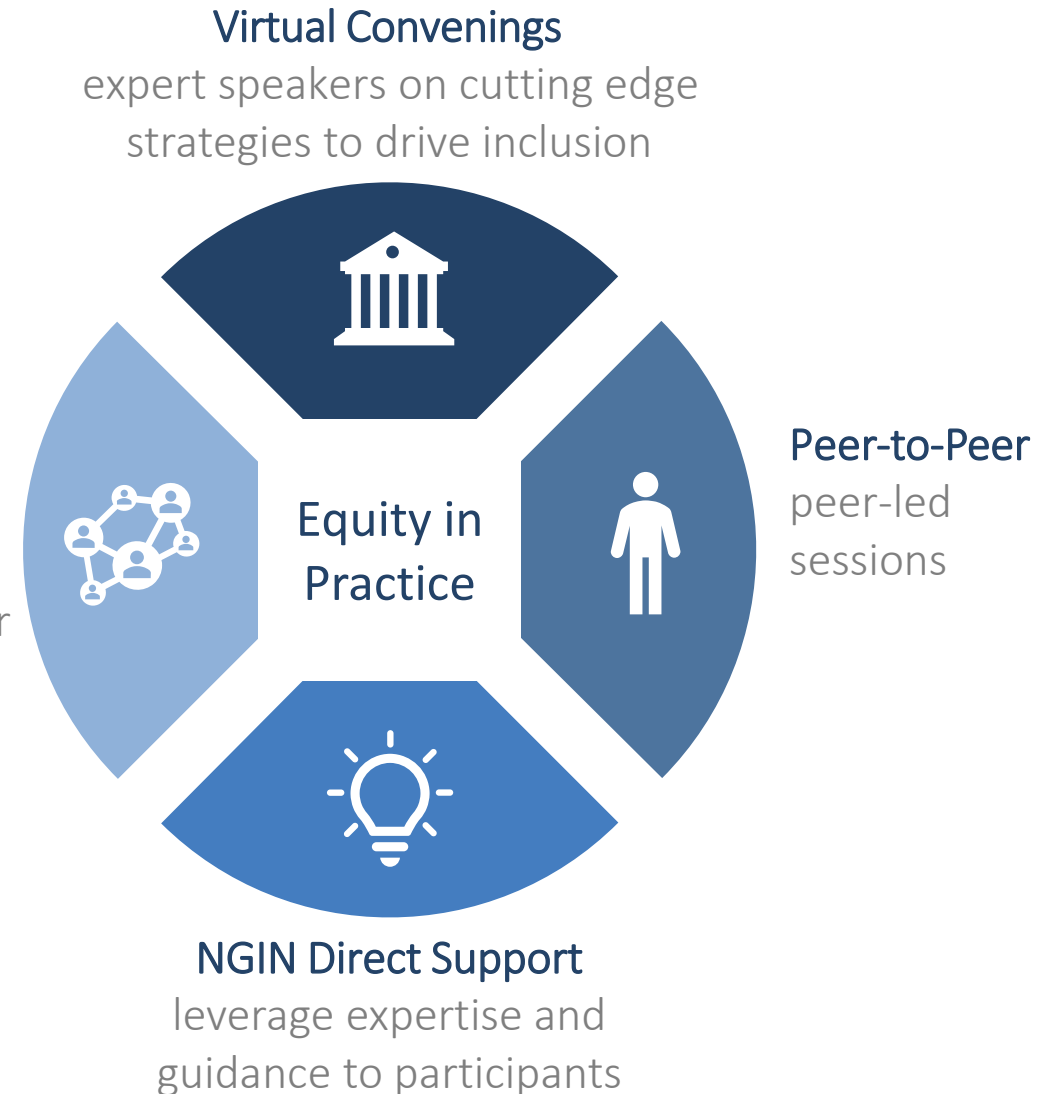
Introduction to the Community of Practice

A network of economic development organizations seeking to learn and support one another in developing greater strides towards inclusive economic growth strategies.

- Normalize conversations about race and the critical role it plays in our systems
- Name and prioritize racial inequalities impacting economic growth and stability
- Exchange knowledge across a peer-to-peer network
- Identify inclusive strategies that support a CEDS implementation

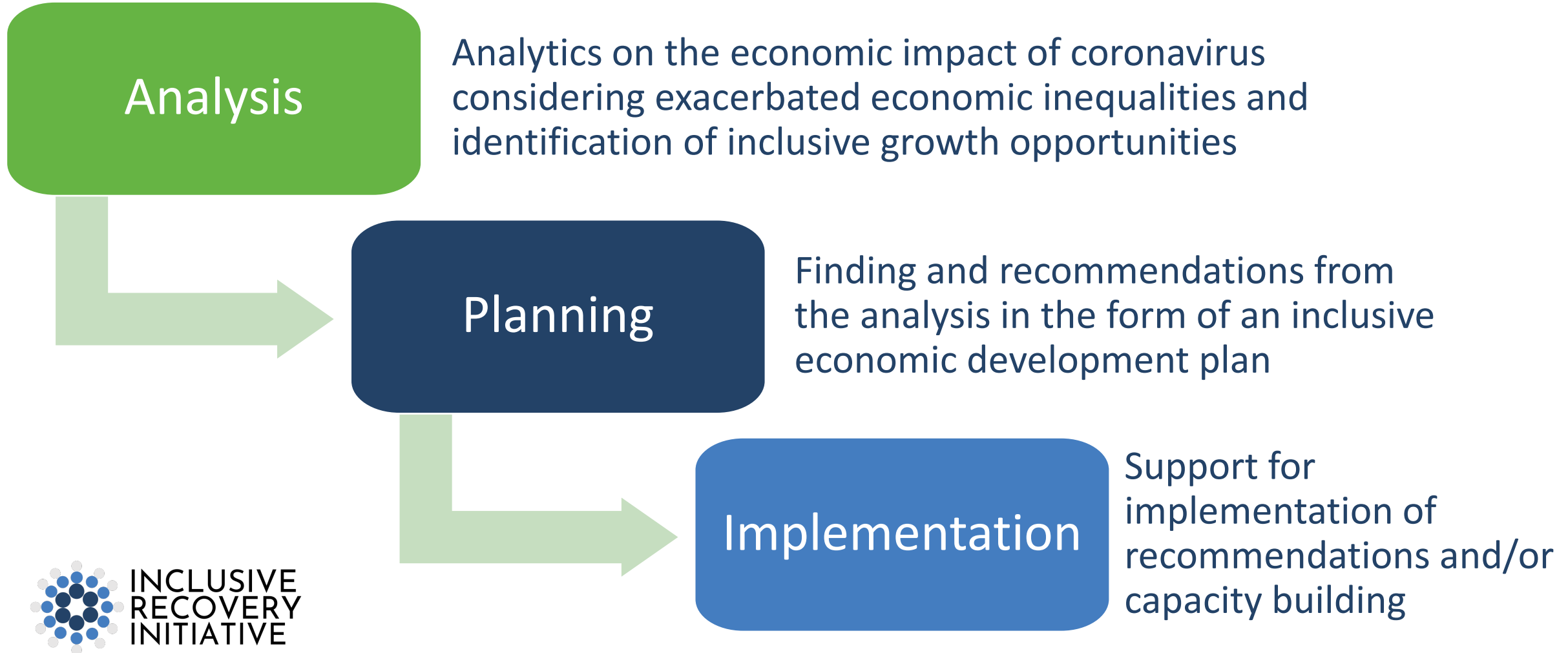


**NGIN
Community
Network**
the practitioner
hub





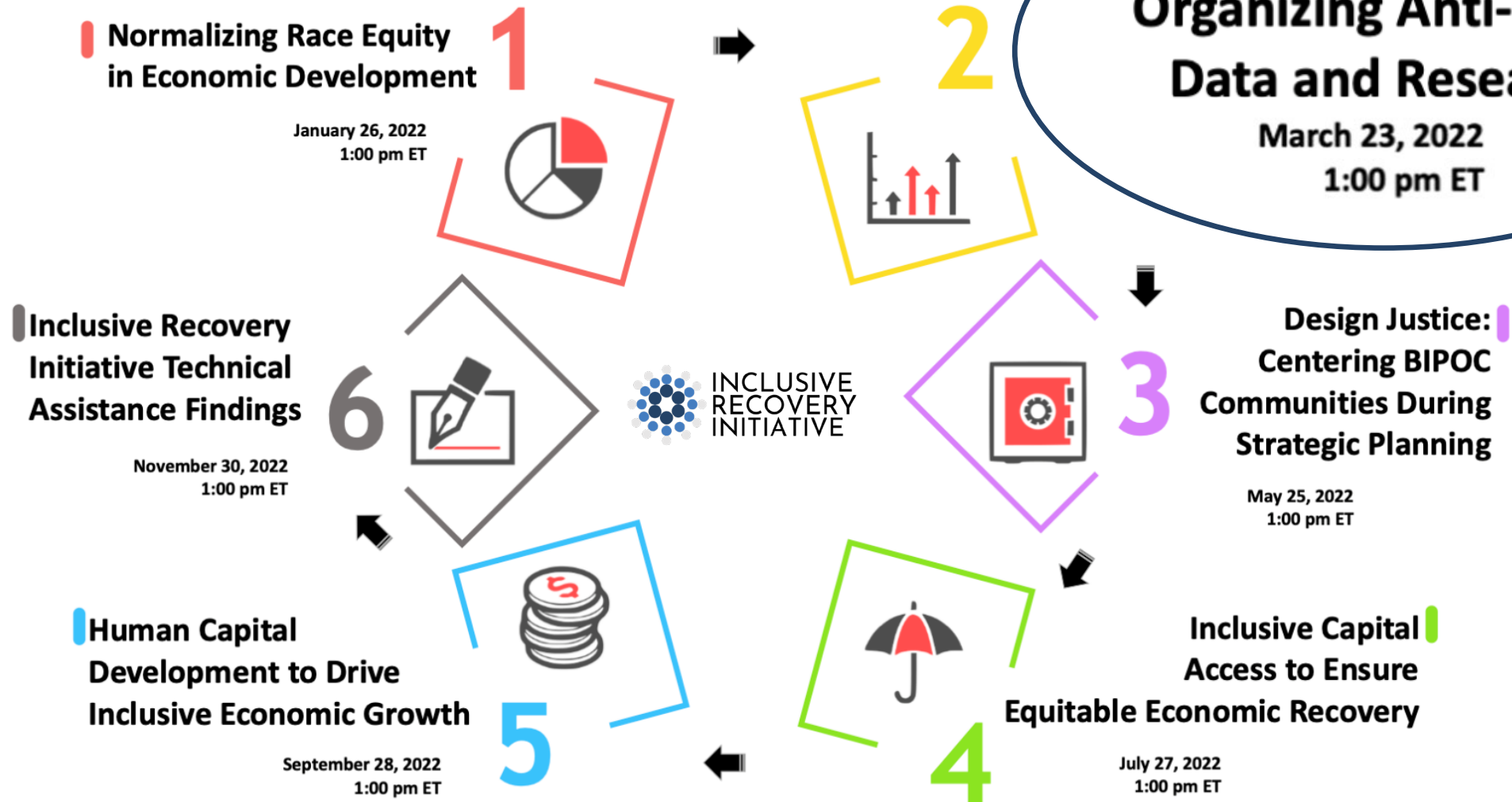
Technical Assistance Package



Join Our Convenings!

NEXT WEDNESDAY Organizing Anti-bias Data and Research

March 23, 2022
1:00 pm ET



Questions?



Amanda Straight
amanda@newgrowth.org

