

# OLD COLONY PLANNING COUNCIL BROCKTON, MA

---

Old Colony Planning Council is a regional planning agency that serves 17 communities southeast of Boston, Massachusetts. Recognizing the historical inequity around issues like housing, transportation and climate, the organization created a task force that led discussions about the way OCPC looked at equity. They created a mission statement called Reflection, Opportunity and Action. The staff and Council felt it was not enough to simply call out the inequity but imperative to include actions that they will take to ensure equity in their work. The statement took several months to develop before it was adopted by the Council, with the intent to review it annually.

The statement is just one of the many actions OCPC is taking to address equity and inequality through its work. The organization is determined to bring activism to planning and create positive impacts as a result of its work. OCPC developed a procurement policy that ensures RFPs are intentionally sent to diverse suppliers. OCPC has also created a repository of workforce agencies that intentionally reach diverse candidates when advertising for staff members. One of the goals of the Council's Public Participation Plan is outreach to the region's environmental justice communities, to ensure that low-income, minority, foreign-born, or non-English speaking persons have equal access to the planning process.

When interviewing staff at OCPC, including Executive Director Mary Waldron, they had advice for other Regional Development Organizations wanting to



begin working on an equity statement and/or including equity as a focus of their work. They encouraged organizations to not be fearful to take the first step, to consult with local groups already focused on equity, to listen to people of color and those with lived experience, and to be willing to change previous opinions and perspectives.

## Our Vision

- *Our vision is that communities in the Old Colony region are:*
- *Resilient, using social, economic, and environmental resources to respond to, withstand, and recover from adverse situations brought about by natural disasters or economic downturns.*
- *Sustainable, the needs of all people and the natural environment are met now without compromising the ability to meet those needs in the future.*
- *Equitable, social, economic, and environmental opportunities exist for all.*
- *Connected, everyone has accessible, affordable, and sustainable mobility choices.*
- *Responsive, planning efforts are inclusive and reflect the diverse needs of all.*
- *Collaborative, cooperating regionally to tackle common challenges.*

## Mission Statement:

- *Reflect on how we work (both internally and externally), identify opportunities for doing better, and take action – ensuring that our commitment to diversity, equity, and inclusion remains strong.*

## Statement on Equity, Diversity & Inclusion:

- *At Old Colony Planning Council (OCPC) we embrace diversity, equity, and inclusion as organizational values. We recognize the positive intrinsic relationship between these values and thriving communities. We commit to reflecting these values in all the work that we do.*
- *As we reflect on the events of the past week, we know the people that live in our communities are feeling pain. We continue to take action to foster equity and inclusion and counter racism in our community. OCPC's Reflection, Opportunity, and Action (ROA) Task*

*Force continues to build on these values by examining what we as a regional planning agency and as individuals can do.*

## **OCPC Reflection, Opportunity, and Action (ROA) Task Force**

*In 2020, OCPC created a Reflection, Opportunity, and Action (ROA) Task Force to ensure and strengthen its commitment to diversity, equity, and inclusion. The mission of the task force is to reflect upon and strengthen its organizational values in its work and policies and find opportunities for improvement. OCPC recognizes the positive intrinsic relationship between these values of diversity, equity, and inclusion and thriving communities, and strives to be a partner and asset to the communities in the region in the planning and decision-making process, where all members of the community have input, feel valued, and receive benefit from the planning process.*

*The task force set a number of goals including:*

- 1. Continuous review of public participation methods to ensure traditionally underserved populations and organizations are heard.*
- 2. Proactive engagement of stakeholders, identifying diverse organizations and people for participation and involvement in the decision-making processes.*
- 3. Intentional development of opportunities for inclusion providing a platform for underrepresented communities to be heard.*
- 4. Foster participation internally empowering staff to share ideas, concerns, and thoughts.*
- 5. Create opportunities around themes of inclusive public participation, community empowerment, and cultural competency.*



**OLD COLONY**  
PLANNING COUNCIL