

Geography of Opportunity: A Housing Equity Assessment for Wisconsin's Capital Region

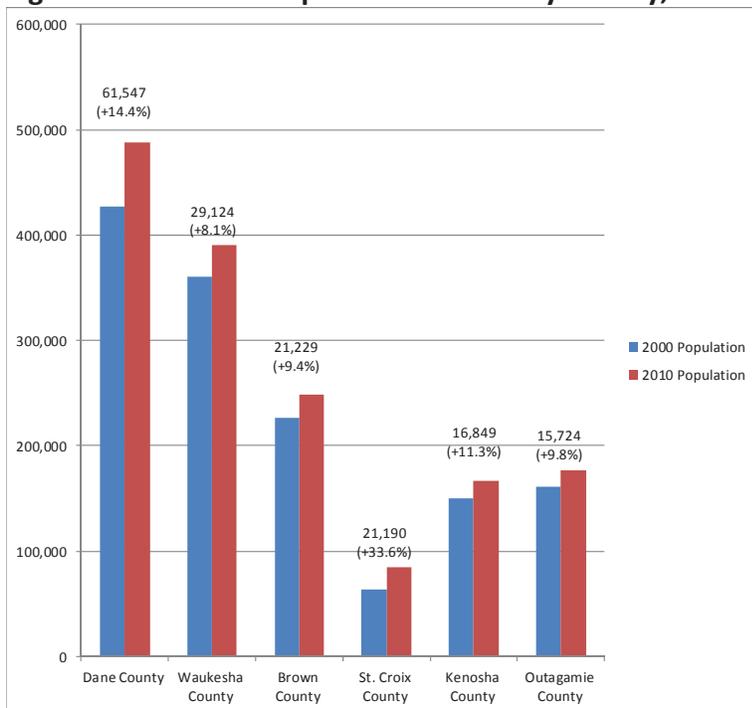
Appendix A: Background Data

Appendix A presents data and information about Dane County.

Population Trends

Growth in Dane County outpaced statewide growth from 2000 to 2010 at more than double Wisconsin's rate of change. While Wisconsin's population increase was around 6%, Dane County's growth rate was just over 14%, making it the number three county statewide in percent change over the ten-year period behind St. Croix and Calumet counties at just over 33% and 20% respectively (see Figure 1).

Figure 1 – Absolute Population Growth by County, 2000-2010



Source: U.S. Census Table DP-1: Profile of General Population and Housing Characteristics: 2000, 2010

Population Projections

The Wisconsin Department of Administration recently (February 2013) released new population projections for counties in 2013. The new projections show significantly smaller increases in population for Dane County. In 2008, DOA estimated that Dane County's population would increase by 164,000 people between 2010 and 2035; a 33 percent increase – from 490,000 to 654,000 people. In 2013, the projected increase dropped to 105,000. Instead of increasing by a

third, it increases by a fifth, to 593,000 in 2035. Part of the recent lowering of projected populations from their 2008 numbers is due to a cooling in the rate of decadal growth from 2000 to 2010, specifically, due to economic recession in the years following 2007.

Despite this adjustment, Wisconsin and Dane County are expected to continue on a steady course of growth with births exceeding deaths through 2040. Mortality of early Baby Boomers will have an effect on the increase in death rates beginning around 2026, though not enough to have an effect of net growth. Age cohorts will continue to affect a change in population composition through 2040, with proportionally more residents aged 65 and over and fewer aged 18-65. Age cohorts under 18 will comprise a similar proportion of the population in the decades from 2010 until 2040. While the proportion of the population aged over 65 in Dane County will increase, it is projected that these cohorts will remain under 25% of the population unlike other parts of the state.

Both Dane County and Madison will remain the number two county and city by population through 2040 behind City of Milwaukee and Milwaukee County.¹ Cities throughout Wisconsin are expected to grow at a rate of 11% (contributing the largest numerical increase in population) with both villages and towns outpacing their growth rate at 15% and 14%.

Race and Ethnicity

Throughout the FHEA, “people of color” is used as synonymous with “minority” or “minorities” and includes Census categories: Hispanic or Latino; non-Hispanic Black or African-American Alone; non-Hispanic Asian Alone; non-Hispanic American Indian and Alaska Native Alone; non-Hispanic Native Hawaiian and Other Pacific Islander alone; non-Hispanic some other race alone; and non-Hispanic two or more races alone. The use of this term reflects the changing composition of our population. Within a few short decades, the term “minority” will no longer accurately describe groups of different racial or ethnic origins within the United States because there will be no single group that constitutes a majority (see Figure 2 to Figure 5).

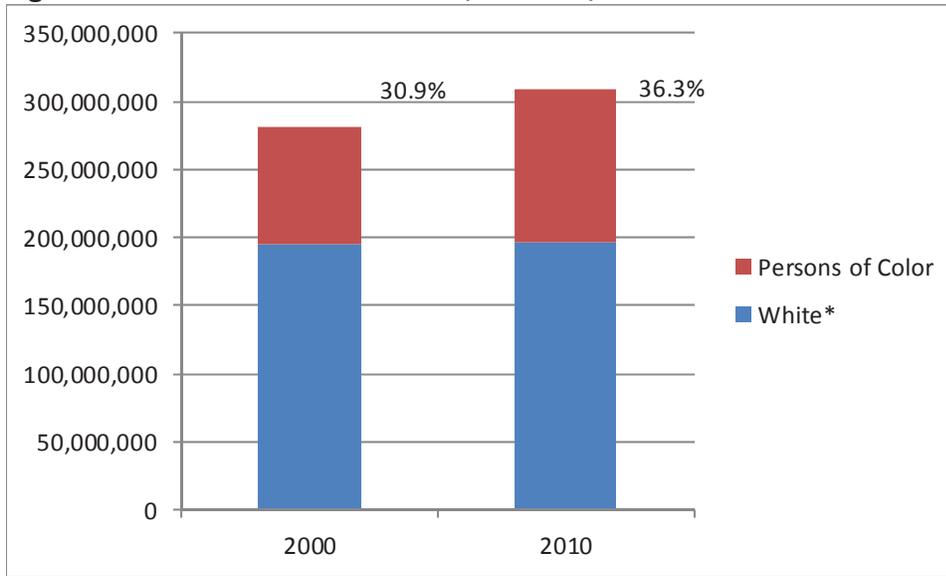
¹ Egan-Robertson, David; Wisconsin’s Future Population: Projections for the State, Its Counties and Municipalities, 2010 – 2040; UW-Madison Applied Population Lab; 2013.

Figure 2 – Population by Race and Ethnicity

	United States		Wisconsin		Dane County	
	2000	2010	2000	2010	2000	2010
Total Population	281,421,906	308,745,712	5,363,675	5,686,986	426,526	488,073
White*	194,552,774	196,817,552	4,681,630	4,738,411	372,597	399,488
Asian*	10,123,169	14,465,124	87,995	128,052	14,651	22,903
Black or African American*	33,947,837	37,685,848	300,245	350,898	16,829	24,717
Some Other Race*	2,890,162	3,332,939	48,963	54,171	1,830	2,111
Two or More Races*	4,602,146	5,966,481	51,921	79,398	6,232	9,929
Hispanic or Latino**	35,305,818	50,477,768	192,921	336,056	14,387	28,925
% Persons of Color	30.9%	36.3%	12.7%	16.7%	12.6%	18.1%

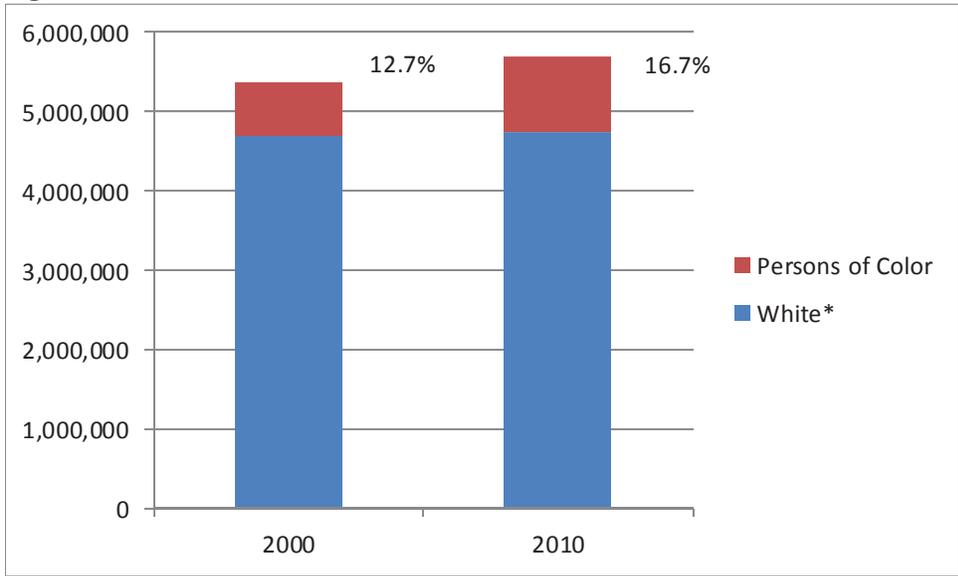
*Race Alone, Not Hispanic or Latino; **Any Race or Combination of Races
 Source: U.S. Census Table QT-P3 & QT-P4: 2000, 2010

Figure 3 – Percent Persons of Color, US 2000, 2010



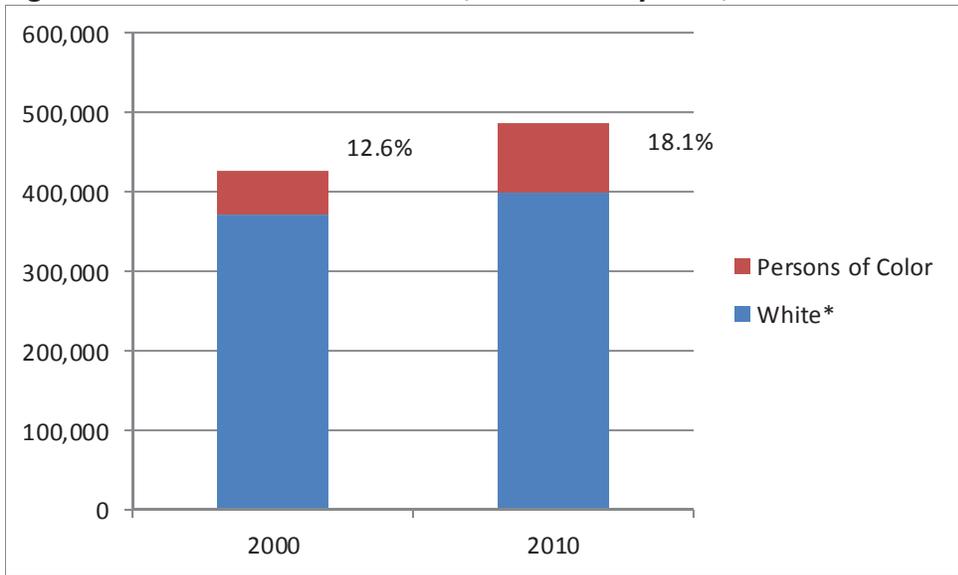
*Race Alone, Not Hispanic or Latino
 Source: U.S. Census Table QT-P3 & QT-P4: 2000, 2010

Figure 4 – Percent Persons of Color, WI 2000, 2010



*Race Alone, Not Hispanic or Latino
 Source: U.S. Census Table QT-P3 & QT-P4: 2000, 2010

Figure 5 – Percent Persons of Color, Dane County 2000, 2010



*Race Alone, Not Hispanic or Latino
 Source: U.S. Census Table QT-P3 & QT-P4: 2000, 2010

Dane County Asian Communities

The composition of Dane County's Asian population roughly mirrors that of the U.S. with Chinese, Filipino, Asian Indian, Vietnamese, Korean, and Japanese making up the largest segments of the population (see Figure 6).

Figure 6 – Make-up of Asian Populations

	Number or People	Percent Total Asian Population (Dane County)	Percent Total Asian Population (U.S.)
Chinese	6,836	25.1%	21.2%
Asian Indian	5,162	18.9%	17.7%
Hmong	4,171	15.3%	1.4%
Korean	2,903	10.7%	9.5%
Filipino	1,584	5.8%	19.0%
Japanese	1,360	5.0%	7.3%
Other	1102	4.0%	3.7%
Vietnamese	992	3.6%	9.7%
Cambodian	583	2.1%	1.5%
Laotian	539	2.0%	1.3%
Taiwanese	505	1.9%	1.3%
Thai	408	1.5%	1.3%

Source: U.S. Census Table PCT7: Asian Alone or in Combination with One or More Races: 2010

Geography of Race

Some of the overall population trends in Dane County include concentration of persons of color to be predominantly located in the City of Fitchburg and City of Madison (see Figure 7 and Figure 8) and high rates of suburban growth particularly among minority populations (see Figure 9).

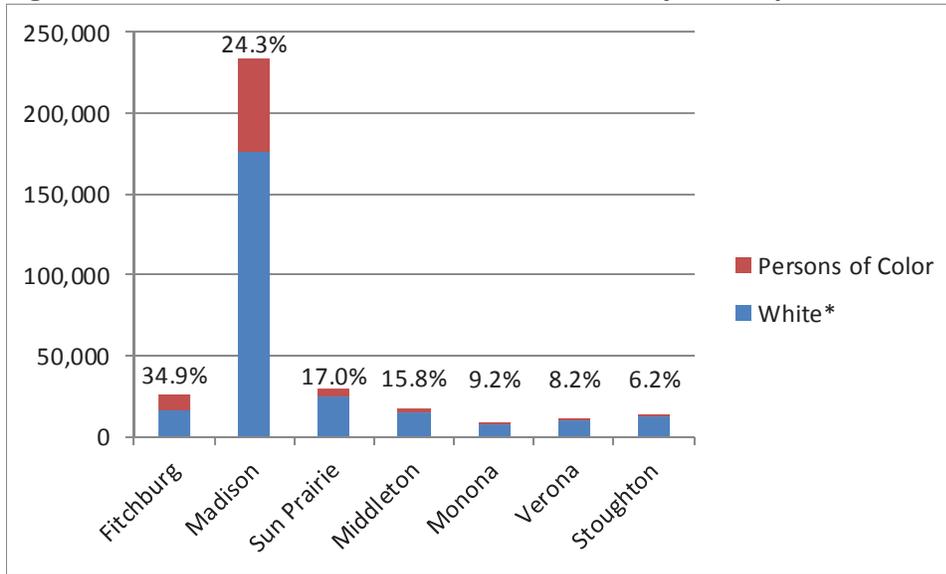
Figure 7 – Race and Ethnicity for Cities in Dane County, 2010

	Fitchburg	Madison	Sun Prairie	Middleton	Monona	Verona	Stoughton
Total Population	25,260	233,209	29,364	17,442	7,533	10,619	12,611
Asian*	1,217	17,126	1,074	730	100	266	169
Black or African American*	2,557	16,507	1,785	582	202	134	178
White*	16,455	176,463	24,362	14,694	6,842	9,744	11,827
Some Other Race*	92	1,204	136	77	45	28	39
Two or More Races*	598	5,961	754	375	112	189	168
Hispanic or Latino**	4,341	15,948	1,253	984	232	258	230
% Persons of Color	34.9%	24.3%	17.0%	15.8%	9.2%	8.2%	6.2%

*Race Alone, Not Hispanic or Latino; **Any Race or Combination of Races

Source: U.S. Census Bureau: 2010 Decennial Census: QT-P3, QT-P4

Figure 8 – Percent Persons of Color in Dane County Municipalities, 2010



*Race Alone, Not Hispanic or Latino

Source: U.S. Census Table QT-P3 & QT-P4: 2010

Figure 9 – Percent Change in Population of Races for Sub-Areas of Dane County, 2000-2010

	Dane County	City of Madison	1st Ring Suburbs	2nd Ring Suburbs
Total Population	14.4%	12.1%	10.5%	27.4%
Asian*	56.3%	42.7%	67.8%	182.0%
Black or African American*	46.9%	37.7%	34.5%	149.1%
White*	7.2%	3.5%	-2.2%	20.0%
Some Other Race*	15.4%	17.9%	-3.3%	30.5%
Two or More Races*	59.3%	61.8%	50.1%	144.5%
Hispanic or Latino**	101.0%	87.4%	107.4%	130.9%
% Persons of Color	64.3%	51.1%	65.9%	140.2%

*Race Alone, Not Hispanic or Latino; **Any Race or Combination of Races

Source: U.S. Census Table QT-P3 & QT-P4: 2000, 2010

Concentrations of a number of U.S. Census designated “Asian Sub-Groups” exist throughout the County. Many of these groups have self-segregated into communities of family groups. Others exist due to enrollment at the University of Wisconsin-Madison. Figure 10 below represents the top percentile of the most racially/ethnically concentrated Census Tracts in terms of Asian Sub-Groups.

Figure 10 – Census Tracts with Highly Concentrated Asian Populations, 2010

Tract	Population	Asian Sub-Group	Actual	Predicted	Actual/ Predicted	% of Dane County Sub-Group
2.04	5,012	Asian Indian (5,162)	469	53	8.85	9.15%
3.00	5,380	Korean (2,903)	300	32	9.38	10.33%
		Taiwanese (505)	76	6	13.65	15.05%
14.01	5,941	Hmong (4,171)	508	51	10.01	12.18%
		Cambodian (583)	108	7	15.22	18.52%
16.03	3,414	Korean (2,903)	164	20	8.08	5.65%
23.01	2,994	Laotian (593)	42	3	12.70	7.08%
32.00	2,778	Chinese (6,836)	327	17	19.79	4.78%
		Korean (2,903)	71	8	9.17	2.45%
		Japanese (1,360)	74	3	25.74	5.44%
		Taiwanese (505)	23	2	11.01	4.55%

Source: U.S. Census Table PCT7: Asian Alone or in Combination with One or More Races: 2010

Population sizes range from around 2.5% to upwards of 19% of the total Dane County population of those sub-groups. Population concentrations range from eight to 25 times the predicted population (racial distribution being equal throughout the County) of residents of the Asian Sub-Groups. It is important to consider these finer grain population breakdowns to ensure that no one specific racial or ethnic group is being disadvantaged while Asian residents on the whole appear to be faring better.

- Census Tract 14.01—bounded by Wingra Creek, the Beltline, Fish Hatchery Road, and Lake Monona. Tract 14.01 is noteworthy in terms of the concentration of its Asian populations, such as the *eleven percent* of Hmong that make up the tract’s population. The Hmong population in Tract 14.01 amounts to just over 12% of the total Hmong population of Dane County and is almost ten times the predicted population—assuming all races and ethnicities are spread equally throughout the County. Tract 14.01 is also home to a large proportion of the County’s Cambodians (18.5%) totaling 108 residents, fifteen times the predicted population of a tract that size.²
- Census Tract 2.04—bounded by Old Sauk Road, Gammon Road, Mineral Point Road, and the Beltline. Tract 2.04 is home to nine percent of the County’s Asian Indian population. The total populations of the adjacent tracts to the southwest (Tracts 4.05, 4.06, and 109.01) account for an additional 14% of the Asian Indian population. All of these tracts

² It should be noted that the term “Hmong” as it is used by the Census Bureau refers to a number of ethnic groups. Hmong people can be found in China, Laos, Thailand, and Vietnam and in diaspora communities in a number of other world nations. The terms “Chinese,” “Laotian,” “Thai” and “Vietnamese” refer to specific countries of origin—are also available identifiers on the Decennial Census forms. Reports exist from the 2000 Census as well as the 2010 Census of Hmong people being counted as “Laotian” on the Census forms. While there are on-going community outreach and language/translation clarification efforts on the part of the Census Bureau, there may be some continuing misidentifying (self or otherwise) of Hmong citizens in other categories, namely: “Laotian.”

have at least four times the predicted number of Asian Indian residents for tracts of their size.

- Census Tract 32.00—an outlier for City of Madison and Dane County demographics. It is home to a very high concentration of Chinese, Korean, Japanese, and Taiwanese residents due to the presence of Eagle Heights and other private student housing for the UW-Madison. This tract is around 50% Asian, over ten times the countywide proportion (4.7%) of Asian residents.
- Census Tract 16.03—southwest of the Capital Loop, to the north of Regent Street. Tract 16.03 is likewise home to a high number of Korean residents, again due in part to the presence of the UW-Madison campus and a high number of multi-family dwellings.
- Census Tract 3.00—bounded by South Whitney Way, University Avenue, Midvale Boulevard, and Mineral Point Road. Tract 3.00 is home to 10% of Dane County’s Korean population and a smaller, but proportionally large, population of Taiwanese residents.

Economy

Dane County’s major employment sectors in terms of proportion of total employment and number of employees are, in rank order, Healthcare and Social Assistance, Retail Trade, Accommodation and Food Services, Manufacturing, and Finance and Insurance (see Figure 11). Wisconsin’s major employment sectors match those of Dane County but the rank order differs slightly. On the national scale, employment numbers show a similar composition of the top five sectors with the notable exclusion of “Finance and Insurance” (number seven in terms of number of employees in the nation) and the inclusion of “Administrative & Support and Waste Management & Remediation Services” (which ranks seventh in Wisconsin).

Important industry clusters in Dane County, as measured by Location Quotient (LQ), include “Information,” “Professional, Scientific, and Technical Services,” “Real Estate and Rental and Leasing,” and “Finance and Insurance” (see Figure 12). Strong exporting industries for Dane County are “Professional, Scientific, and Technical Services” and “Information” (LQ above 1.25 designates a potential export industry).

Figure 11 – Top Five Sectors by Employees

Dane County		
#1	Health Care and Social Assistance	42,465
#2	Retail trade	29,184
#3	Accommodation and Food Services	23,620
#4	Manufacturing	22,515
#5	Finance and Insurance	22,163
Wisconsin		
#1	Manufacturing	424,211
#2	Health Care and Social Assistance	383,665
#3	Retail trade	295,401
#4	Accommodation and Food Services	216,515
#5	Finance and Insurance	140,381
United States		
#1	Health Care and Social Assistance	18,059,112
#2	Retail trade	14,698,563
#3	Accommodation and Food Services	11,556,285
#4	Manufacturing	10,984,361
#5	Administrative & Support and Waste Management & Remediation Services	9,389,950

Source: U.S. Census Bureau: County Business Patterns: 2011

Figure 12 – Location Quotients of the Top Five Dane County Economic Sectors

	Location Quotients (To Wisconsin)	Location Quotients (To the U.S.)
Agriculture, Forestry, Fishing and Hunting	1.63	1.44
Finance and Insurance	1.49	1.71
Professional, Scientific, and Technical Services	1.70	<i>non-exporting</i>
Other Services (Except Public Administration)	1.24	1.22
Information	2.18	1.82
Real Estate and Rental and Leasing	1.73	<i>non-exporting</i>

Source: U.S. Census Bureau: Business Patterns: 2011

Labor Force, Occupations and Unemployment

Labor Force and Occupations

The composition of the labor force in Wisconsin, like elsewhere in the country, is heavily dependent on service industry work (see Figure 13 and Figure 14). “Office and Administrative Support Occupations” account for the highest number of employees of any one Standard Occupational Classification (SOC) at 15.6% of Wisconsin employees (416,360) (see Figure 13). This SOC is in the bottom third of mean annual wages at \$33,030 per year. Four of the five top occupations (by number of employees) fall into the category of “service providing” sectors, the exception being “Production Occupations” accounting for 11.2% of employment. “Production Occupations” mirrors some of the jobs found in goods producing, which includes manufacturing that has historically been a major component of Wisconsin’s base industries.

The top occupations in Wisconsin in terms of earnings include “Management,” “Legal,” and “Healthcare Practitioners and Technical” (see Figure 15). The top five earning occupations list (see Figure 15) is not surprising given that most are high-skilled jobs and include commonly identifiable professions, such as “architect,” “lawyer,” or “doctor.” “Healthcare Practitioners and Technical Occupations” is also present in the top third of SOCs by number of employees, this corresponds with the North American Industry Classification System (NAICS) sector “Healthcare and Social Assistance,” comprising 17% of total employment in Dane County. The top five earning occupations at the state level also have a strong correlation to the “Professional, Scientific, and Technical Services” and “Information” identified earlier as strong exporting industries for Dane County (see Figure 12).

Figure 13 – Top Five Wisconsin Occupational Categories by Employees, 2012

Occupation	# of Employees	% of Total Employment	Mean Annual Wage
Office and Administrative Support Occupations	416,360	15.57%	\$33,030
Production Occupations	300,540	11.24%	\$34,910
Sales and Related Occupations	262,440	9.82%	\$36,240
Food Preparation and Serving Related Occupations	228,910	8.56%	\$20,060
Transportation and Material Moving Occupations	205,960	7.70%	\$32,150

Source: Bureau of Labor Statistics, Occupational Employment Statistics (OES) Survey, 2012

Figure 14 – Major Employment Sectors and Occupations in Dane County: 2006-2010; 2014

	Employee	Margin of Error
Arts, entertainment, recreation, accommodation and food services*		
Food preparation and serving related occupations	11,695	830
Management occupations	2,570	405
Office and administrative support occupations	1,415	242
Building and grounds cleaning and maintenance occupations	1,315	285
Personal care and service occupations	1,195	279
Educational, health and social services*		
Education, training, and library occupations	20,345	822
Healthcare practitioners and technicians occupations	13,970	760
Office and administrative support occupations	7,905	504
Management occupations	5,105	399
Healthcare support occupations	5,000	435
Finance, insurance, real estate and rental and leasing*		
Office and administrative support occupations	6,860	466
Business and financial operations specialists	4,685	361
Sales and related occupations	4,120	428
Management occupations	4,035	401
Computer and mathematical occupations	1,860	276
Information		
Office and administrative support occupations	1,785	252
Arts, design, entertainment, sports, and media occupations	1,510	234
Management occupations	1,360	247
Computer and mathematical occupations	1,355	258
Sales and related occupations	675	163
Professional, scientific, management, administrative, and waste management services*		
Computer and mathematical occupations	4,255	526
Office and administrative support occupations	3,745	400
Management occupations	3,735	418
Business and financial operations specialists	2,950	357
Building and grounds cleaning and maintenance occupations	2,835	409
Retail trade		
Sales and related occupations	13,950	772
Office and administrative support occupations	4,895	395
Management occupations	1,045	215
Healthcare practitioners and technicians occupations	955	213
Installation, maintenance, and repair occupations	775	181
Sources: U.S. Census Bureau, American Community Survey 2006-2010 Five-year estimates. Special Tabulation: Census Transportation Planning; QCEW Employees, Non-QCEW Employees & Self-		
*Census Industry classifications corresponding to more than one NAICS two-digit code		

Figure 15 – Top Five Wisconsin Occupational Categories by Mean Wage, 2012

Occupation	Employment	% of Total Employment	Mean Annual Wage
Management Occupations	116,140	4.34%	\$96,500
Legal Occupations	12,460	0.47%	\$79,770
Healthcare Practitioners and Technical Occupations	158,140	5.92%	\$73,260
Computer and Mathematical Occupations	60,030	2.25%	\$68,220
Architecture and Engineering Occupations	44,840	1.68%	\$65,770

Source: Bureau of Labor Statistics, Occupational Employment Statistics (OES) Survey, 2012

Jobs and Educational Requirements

In Wisconsin, demand for employees with any level of post-secondary education is expected to increase by at least 8%, about double the rate for new employees without a post-secondary degree (see Figure 16). Detailed data on the future composition of Wisconsin’s workforce can be found in the Georgetown University Center on Education and Workforce report titled, “The Midwest Challenge.”

Figure 16 – Projected Educational Demand for New Jobs in Wisconsin, 2008-2018

	2008	2018	% change
High school dropouts	231,000	241,000	4%
High school graduates	984,000	1,026,000	4%
Some college	664,000	704,000	6%
Associate’s	338,000	366,000	8%
Bachelor’s	554,000	600,000	8%
Graduate	231,000	255,000	10%

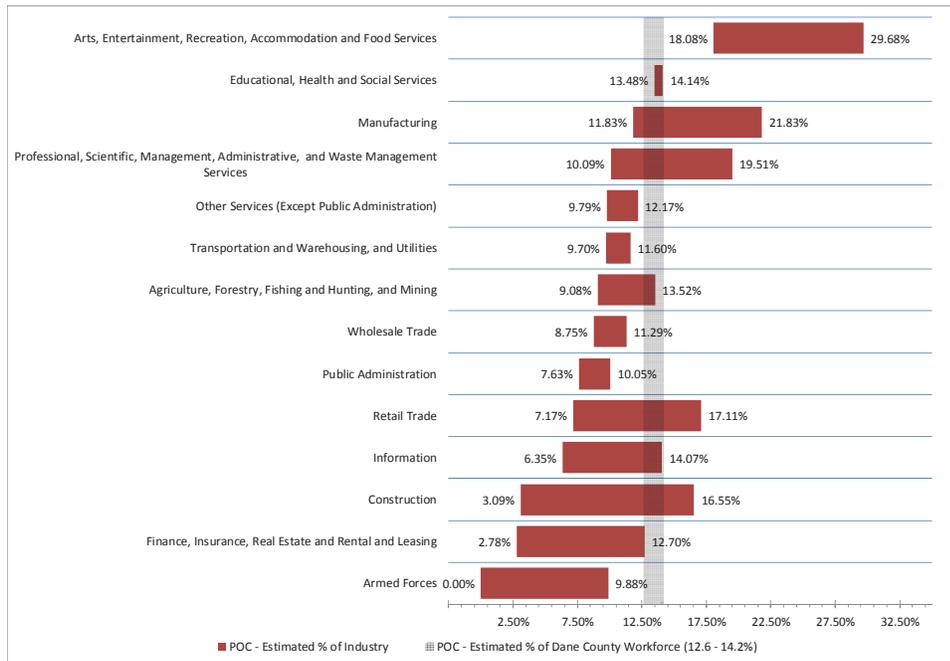
Workforce Composition

People of color comprise 13% to 14% of Dane County’s workforce. However, people of color appear to be disproportionately either over- or under-represented in a number of industries and occupations in the region.

On the one hand, within “Public Administration,” “Wholesale Trade,” “Transportation and Warehousing, and Utilities,” and “Other Services (Except Public Administration)” people of color are under-represented, according to estimates. On the other hand, estimates show that roughly one third of industries have higher percentages of people of color than for the workforce as a whole. These include “Finance, Insurance, Real Estate, and Rental and Leasing,” “Construction,” “Information,” and “Retail Trade”.³ (See Figure 17)

³ Estimated ranges are broad enough that the true percentages of people of color within an industry may actually be equal to or less than the percentage of people of color in the broader workforce.

Figure 17 – Estimated Percent Persons of Color by Industry, 2006-2010



Source: U.S. Census Bureau, American Community Survey 2006-2010 Five-year estimates. Special Tabulation: Census Transportation Planning

Unemployment

Unemployment rates in Dane County were two to four percentage points below the national average and two percentage points below state unemployment levels during the period from 2006—2012, increasing by almost two percentage points to 6% total unemployment over the last three years (see Figure 18). This is not the case across all groups.

The widest gaps in employment rates between racial and ethnic groups are the Black-White and Black-Hispanic disparities in the period from 2010—2012 (see Figure 18). Blacks were between three to five and a half times more likely than Whites or Hispanics to be unemployed. During this period it was estimated that 21% of Blacks in Dane County were unemployed (+/-4%), compared to 18% of Blacks unemployed nationally—an unemployment rate *at least 50%* higher than any of the other major racial and ethnic group in Dane County.

Figure 18 – Unemployment Rates by Race and Ethnicity, 2006-2012

	2006 - 2008		2008 - 2010		2010 - 2012	
United States Residents:	6.4%	+/-0.1	9.0%	+/-0.1	10.1%	+/-0.1
Asian*	5.0%	+/-0.1	7.2%	+/-0.1	7.8%	+/-0.1
Black or African American*	12.0%	+/-0.1	15.2%	+/-0.1	17.5%	+/-0.1
White**	5.2%	+/-0.1	7.5%	+/-0.1	8.4%	+/-0.1
Hispanic or Latino***	7.4%	+/-0.1	10.9%	+/-0.1	12.2%	+/-0.1
Wisconsin Residents:	5.4%	+/-0.1	7.4%	+/-0.1	8.1%	+/-0.1
Asian*	6.4%	+/-1.0	7.2%	+/-0.9	7.6%	+/-1.2
Black or African American*	15.7%	+/-1.2	18.3%	+/-1.2	21.8%	+/-1.0
White**	4.7%	+/-0.1	6.3%	+/-0.1	7.0%	+/-0.1
Hispanic or Latino***	7.6%	+/-0.7	11.8%	+/-1.0	11.6%	+/-0.9
Dane County Residents:	4.1%	+/-0.3	5.7%	+/-0.4	5.9%	+/-0.4
Asian*	6.6%	+/-3.5	7.4%	+/-2.9	6.7%	+/-2.4
Black or African American*	16.4%	+/-3.8	19.8%	+/-3.9	21.4%	+/-3.9
White**	3.6%	+/-0.3	4.9%	+/-0.4	5.0%	+/-0.4
Hispanic or Latino***	3.5%	+/-1.7	5.1%	+/-1.6	4.9%	+/-1.9

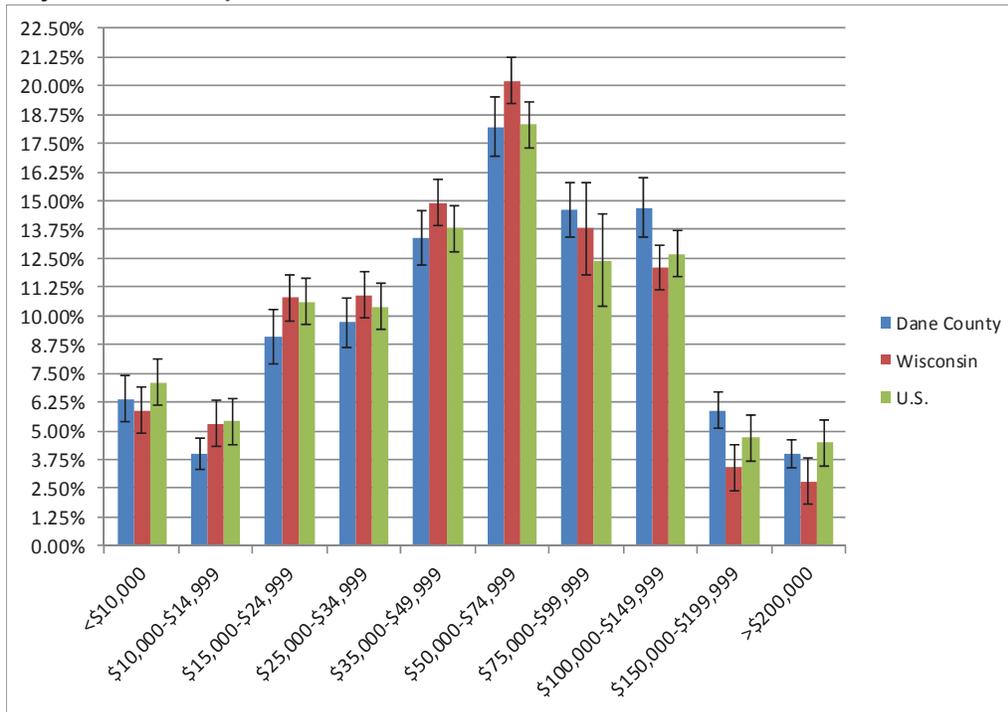
*Race Alone; **Race Alone, Not Hispanic or Latino; ***Any Race or Combination of Races

Source: U.S. Census Bureau, ACS, S2301 "Employment Status, "Three Year Estimates

Income

As shown in Figure 19, the income distribution of Dane County residents roughly matches that of the state and of the country as a whole with a greater proportion of households earning incomes in the middle range of incomes, as one might expect. Dane County has proportionally fewer households earning in the \$10,000-\$74,999 range than in Wisconsin and the United States and proportionally more households earning \$75,000-\$199,999 per year than both Wisconsin and the United States.

Figure 19 – Percent of Households by Income and Benefits, 2007-2011 (In 2011 Inflation-Adjusted Dollars)



Source: U.S. Census Bureau: American Community Survey: 2011 (5-Year Estimate)

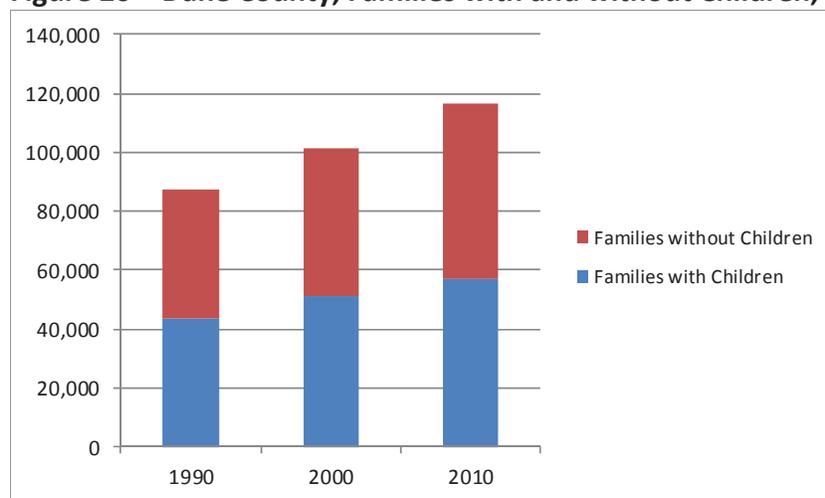
Households

Households with Children Under 18

Dane County follows the national trend in decreasing household and family sizes. Figure 20 below shows changes in number of families with and without children between 1990 and 2010 in Dane County. Families without children increased 36% during this period, from 43,719 to 59,625. In comparison, families with children increased only 31% during this period, from 43,627 to 57,127.

The number of households with children in both Madison and Dane County has increased in absolute numbers but decreased slightly in overall proportion of the total number of households over the past twenty years. Madison’s percentage of households with children (22.2%) is noticeably lower than the percentage of Dane County households (28.0%). This difference reflects the appeal of suburban communities to families with children, and the presence of the University of Wisconsin-Madison, which had an enrollment of 42,820 students in 2012, almost 20% of Madison’s 2010 population.

Figure 20 – Dane County, Families with and without Children, 1990-2010



Source: U.S. Census Table DP-1: Profile of General Population and Housing Characteristics: 1990, 2000, 2010

Single Parent Families and Single Person Households

The proportion of households that are single parent families and single persons living alone has risen throughout the country. The number of married-couple households is increasing at a much slower rate than family households and non-family households. Meaning, the number of single parent households, single person households, and unmarried cohabitating households are on the rise. Due to the margin of error and the short length of time that the American Community Survey (ACS) has been estimating some of these statistics, as well as incompatibility issues between Decennial Census and ACS data, it is difficult to illustrate a strong, meaningful trend for some of the more specific categories of household composition at the local level.

The proportion of single parent families increased significantly since 1980. Dane County is no exception to this national trend of increase, but the relative share of households that are single parent is much lower. In 2010, 2.1% of Dane County households were single father households and 5.6% were single mother households.⁴ It should be noted that these statistics ignore the potential of an unmarried partner filling the role of “parent” and raising the child(ren). This statistic also does not speak to the potential for the presence of a sibling, grandparent, etc. in the household who fulfill many childrearing duties. For these reasons, the percentages above may inaccurately represent the proportion of parents raising children on their own.

Figure 21 below illustrates that around 30% of Dane County households are householders living alone. With the ever-increasing proportion of the population aged 65 and older, householders over 65 living alone can be expected to increase well beyond the current 7.5% of the population. Looking back 40 years, in 1970 around 17% of total households were single-person, 70% were married couples, and 40% were married couples with children. The percentages of Dane County households between 2008 and 2011 were 31%, 46%, and 28% respectively.⁵

⁴ Source: U.S. Census Bureau: Decennial Census: QT-P11 “Profile of General Population and Housing Characteristics,” 2010

⁵ <http://www.census.gov/population/pop-profile/2000/chap05.pdf>

Figure 21 – Households Living Alone in Dane County, 2005-2007, 2008-2011

	2008 ACS (3 Year Est.)		2012 ACS (3 Year Est.)	
Householders Living Alone	31.9%	+/-0.8	30.70%	+/-0.8
Householders Over 65 Living Alone	7.00%	+/-0.3	7.50%	+/-0.4

Source: U.S. Census Bureau: American Community Survey: Table S1101: 2008, 2012

Domestic Partner Families and Households

Trends and numbers for domestic partner families and households are somewhat difficult to track over the long term due to changing Census definitions, the fluctuating legal landscape of marriage equality, and the complexity of modern relationships. The 1980 Census and prior Censuses had no provision for declaring either domestic partnerships or co-habitation. Nineteen-ninety marked the first year when respondents were able to indicate an “unmarried partnership” of either opposite or same sex. Nineteen-ninety Census responses by same sex couples of “married” resulted in editing the sex of the non-householder to its opposite. In 2000, Census responses of “married” accompanying same sex couples were edited to read “unmarried partner.”

Confusion remains for many same and opposite sex couples in filling out the American Community Survey, and further options to indicate co-habitation with a boyfriend or girlfriend are being tested. For these reasons, the Census Bureau releases updated estimates of same and opposite sex partnerships at the national level on a yearly basis. The data presented in Figure 22 are more likely indicative of increasing accuracy in recording unmarried partnerships within Dane County than of trends one way or the other. Nationally, the 2012 American Community Survey estimated that there were 6,288,700 (+/-25,922) opposite sex, unmarried partner households and 639,440 (+/-7,394) same sex, unmarried partner households.

Figure 22 – Unmarried Partner Households in Dane County, 2005-2007, 2008-2011

	2008 ACS (3 Year Est.)		2012 ACS (3 Year Est.)	
Unmarried Partners, Same Sex	1.0%	+/-0.2	0.8%	+/-0.2
Unmarried Partners, Opposite Sex	5.8%	+/-0.4	6.8%	+/-0.4

Source: U.S. Census Bureau: American Community Survey: Table S1101: 2008, 2012

Families with Other or Additional Guardians

An estimated 5.7% of households with children in Dane County have living arrangements outside of a nuclear family (mother, father, and children). This does not necessarily imply the absence of one or both parent but rather that many households also have multi-generational living arrangements (see Figure 23). For example, while 2.7% of children in households are the

grandchild of the householder, fewer than one percent of Dane County households in 2012 were grandparents caring for their own grandchildren or 1,468 (+/-413) households.⁶ The remaining households were families where parent(s) and child(ren) lived with grandparent(s) or grandparent(s) lived with child(ren) and grandchild(ren).

Figure 23 – Children in Households in Dane County, 2007, 2009, 2011

	2007 ACS (3 Year Est.)		2009 ACS (3 Year Est.)		2011 ACS (3 Year Est.)	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total Children Under 18 in Households	103,045	+/-145	101,067	+/-259	105,204	+/-225
Child of Householder	97,136	+/-951	95,038	+/-820	99,225	+/-957
Grandchild of Householder	2,811	+/-676	3,616	+/-771	2,909	+/-660
Other Relationship to Householder	1,486	+/-454	1,148	+/-342	1,217	+/-474
Foster Child or Other Unrelated Child	1,612	+/-510	1,265	+/-386	1,853	+/-469

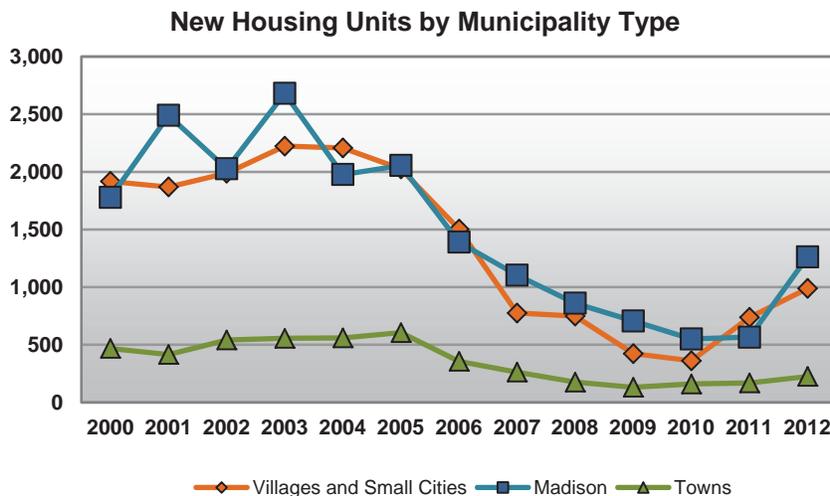
Source: U.S. Census Bureau: American Community Survey (3 Year Estimates): Table S1101: 2007, 2009, 2011

Housing

Housing Supply

During this first half of the decade (2001-2005), the City of Madison led production with just over 11,228 of the 24,215 new units (see Figure 24). Total housing production from 2006-2010 was about half as much as the previous five years, at 12,499 units, due to the great recession. Madison continued to slightly outpace smaller cities and villages in production (although comprising less than half of total production countywide, with production in Towns added).

Figure 24 – New Housing Units by Municipality Type, 2000-2012

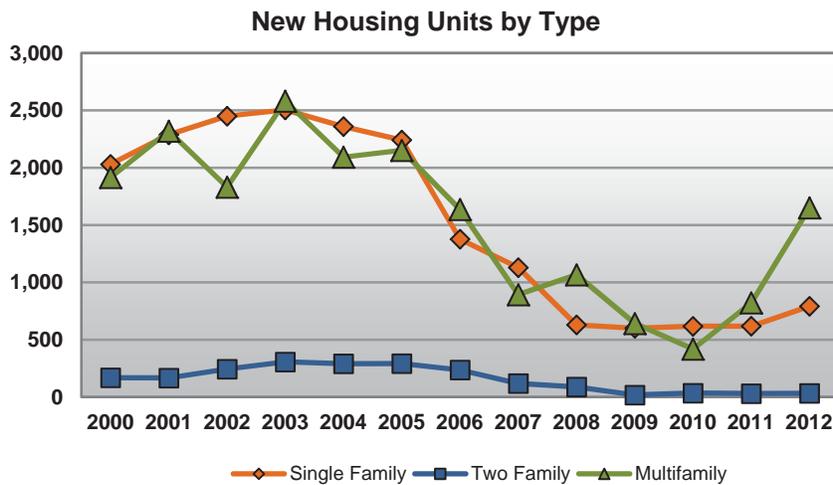


Source: CARPC Building Permit data

⁶ Source: U.S. Census Bureau: American Community Survey (3 Year Estimates): DP02 "Selected Social Characteristics in the United States," 2013

Single- and multi-family unit production has been roughly equal over the first dozen years of this century, with multi-family slightly outpacing single-family. During the great recession, low production and growing demand for apartments led to a very low vacancy rate of 2%, putting upward pressure on rents and fueling a boom in apartment construction, especially in Madison (see Figure 25). Two-unit building production topped 300 in 2003 before falling to below 50 new units a year starting in 2009. Most (61%) of the 2-unit and multi-family units built during this 13-year period were added in the City of Madison. Conversely, 69% of the single-family units were built outside of Madison.

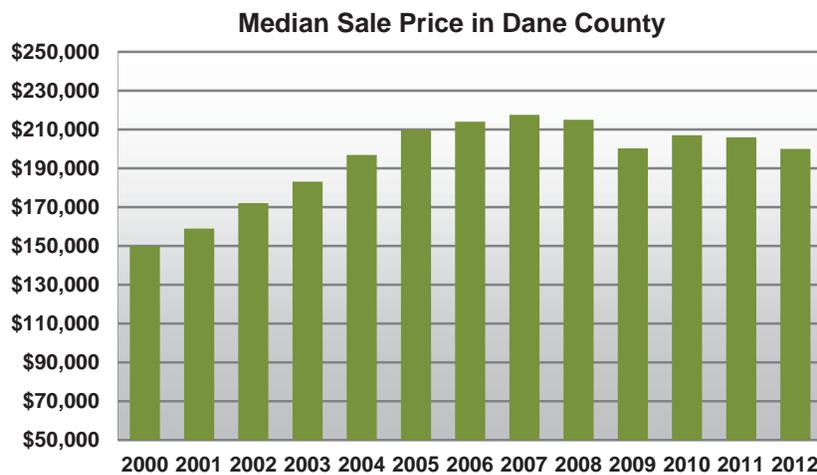
Figure 25 – New Housing Units by Type, 2000-2012



Source: CARPC Building Permit data

The median sales price for homes in Dane County rose significantly from \$150,000 in 2000 to \$217,500 in 2007 (see Figure 26). During the great recession, median price fell to \$200,000 in 2012.

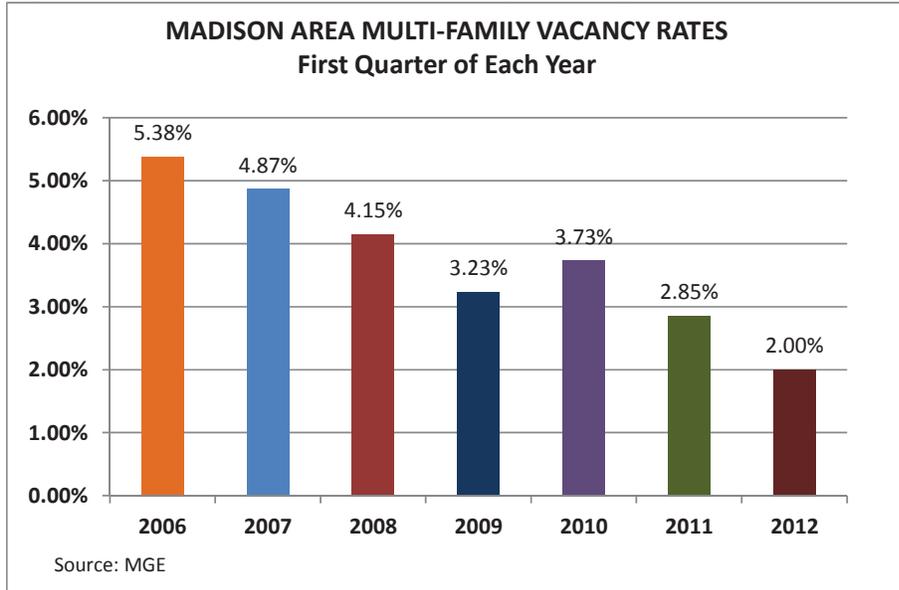
Figure 26 – Median Sale Prices, 2000—2012



Source: Wisconsin Realtor's Association

As housing rebounded after the great recession, apartment vacancy rates fell significantly in the Madison area from 5.4% in 2006 to 2.0% in 2012 (see Figure 27). Rising demand for rental housing is discussed in the next section. The falling vacancy rate corresponds to the sharp jump in multi-family housing construction shown in Figure 25 above.

Figure 27 – Madison Area Multi-Family Vacancy Rates, 2000—2011 (First Quarter)



Source: Madison Gas & Electric

Housing Demand-Shifting Demand

Capital Region Sustainable Communities commissioned a market study to estimate potential demand for housing and commercial space, over coming decades, in walkable and transit-supportive locations. The 2014 report, *Dane County Market Demand Study: Bus Rapid Transit and Other Local Investments in Walkable, Transit-Supportive Communities*,⁷ found that demographic and preference changes will continue to shift demand away from large-lot (1/6 acre or larger) single-family detached homes to other housing types ranging from: small-lot homes to town homes to large and small multi-family homes. This shift results from changing demographics, as discussed in the Households section above, changing preferences towards more urban lifestyles, and reduced economic capacity to purchase homes given stagnant incomes and rising student debt.

Between 1990 and 2010, approximately 35,000 single-family homes were built in Dane County. Most of these, 29,000, were large-lot (1/6 acre or larger) suburban homes, representing 45% of all homes constructed during that period.⁸ The Market Study found that, if this recent building trend continued, an additional 33,000 large-lot single-family units would be needed. Taking into account shifting demand preferences, however, the Market Study estimated that the demand

⁷ Center for Neighborhood Technologies with Peloton Research Partners and Seth Harry & Associates, 2014, http://www.capitalregionscrpg.org/2013_postings/Market_Study/Final_Madison_WTS_Study-1-9-14.pdf

⁸ Households and Housing Trends: Implications for Future Urban Development in Dane County, Wisconsin, White Paper, Staff of the Capital Area Regional Planning Commission, June 2011

would drop to 17,600 units from 2010 to 2035, or about half as many as the previous decades. Most, or about 70%, of the demand is estimated to be for smaller housing types, identified as “WTS [Walkable, Transit-Supportive] Compatible” (see Figure 28). Multi-family homes are estimated to comprise 46% of new demand; however, recently revised population projections by the Wisconsin Department of Administration lowered these numbers (see callout box).

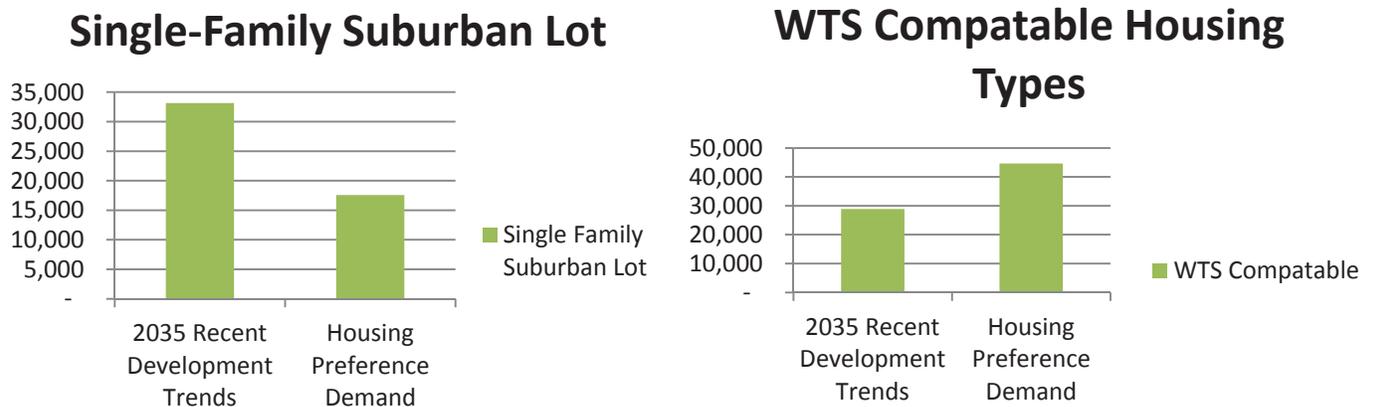
Wisconsin Lowers Population Projections

The Wisconsin Department of Administration (DOA) recently (February 2013) released new population projections for counties in 2013. The new projections show significantly smaller increases in population for Dane County.

In 2008, DOA estimated that Dane County’s population would increase by 164,000 people between 2010 and 2035; a 33 percent increase – from 490,000 to 654,000 people. In 2013, the projected increase dropped to 105,000. Instead of increasing by a third, it increases by a fifth to 593,000 in 2035.

Taking into account of these reduced DOA projections, the Market Study estimates would also be reduced. New households in Dane County would change from 62,300 to 47,800. The estimated demand for large-lot single-family homes drops to 12,200, with the remainder of the demand identified as walkable, transit-supportive.

Figure 28 – Walkable, Transit-Supportive & Single-Family Suburban Lot Development vs. Preference Demand



Source: Dane County Market Demand Study: Bus Rapid Transit and Other Local Investments in Walkable, Transit-Supportive Communities, Center for Neighborhood Technologies with Peloton Research Partners and Seth Harry & Associates, 2014

Affordability

Figure 29 and Figure 30 below show the number of rental and owner households in Madison and the rest of Dane County that are “cost burdened” (paying more than 30% of income for rent) and “severely cost burdened” (paying more than 50%). The largest number of “cost burdened” households is very low-income renters in the City of Madison.⁹

To eliminate all cost burdens would mean assisting approximately 51,000 low and moderate-income households that pay more than 30% of income for housing.

Figure 29 – Low & Moderate Income Households Paying More than 30% OF Income for Rent: Dane County, 2008—2010

Income by Cost Burden	Madison			Non-Madison			Dane County		
	Renters	Owners	Total	Renters	Owners	Total	Renters	Owners	Total
Household Income <= 30% HAMFI	12,145	1,815	13,960	4,200	1,980	6,180	16,345	3,795	20,140
Household Income >30% to <=50% HAMFI	6,850	2,835	9,685	4,470	2,655	7,125	11,320	5,490	16,810
Household Income >50% to <=80% HAMFI	3,480	4,020	7,500	1,835	4,905	6,740	5,315	8,925	14,240
Total	22,475	8,670	31,145	10,505	9,540	20,045	32,980	18,210	51,190

Source: US Census, Special CHAS tabulation, by US HUD, of 3-Year American Community Survey Data

Alleviating severe cost burdens would require assisting approximately 27,000 households.

Figure 30 – Low & Moderate Income Households Paying More than 50% of Income for Rent: Dane County, 2008—2010

Income by Cost Burden	Madison			Non-Madison			Dane County		
	Renters	Owners	Total	Renters	Owners	Total	Renters	Owners	Total
Household Income <= 30% HAMFI	11,000	1,535	12,535	3,570	1,580	5,150	14,570	3,115	17,685
Household Income >30% to <=50% HAMFI	2,155	1,715	3,870	1,055	1,450	2,505	3,210	3,165	6,375
Household Income >50% to <=80% HAMFI	345	1,265	1,610	85	1,415	1,500	430	2,680	3,110
Total	13,500	4,515	18,015	4,710	4,445	9,155	18,210	8,960	27,170

Source: US Census, Special CHAS tabulation, by US HUD, of 3-Year American Community Survey Data

What would it take to alleviate housing cost burdens in Dane County? To eliminate all cost burdens would mean assisting approximately 51,000 low and moderate-income households that pay more than 30% of income for housing (see Figure 29). Alleviating severe cost burdens would require assisting approximately 27,000 households (see Figure 30). Targeting resources to the most severe housing cost burdens could mean focusing assistance on the 14,570 very low-income. **Providing a Section 8 housing voucher worth approximately \$600 a month to every very low-income renter would cost more than a \$100 million a year.**

In practice, a variety of strategies are needed to meet different household needs. For example, households of different sizes and with or without children have different housing needs. Moderate-income households may benefit from homeowner assistance or market-rate rental housing construction. Very low-income households will likely require higher levels of assistance such as Section 8 or low-income housing tax credits.

⁹ HAMFI is HUD Area Median Family Income. HUD is U.S. Department of Housing and Urban Development.

Geography of Opportunity: A Fair Housing Equity Assessment of Wisconsin's Capital Region

Appendix B Opportunity Mapping Atlas

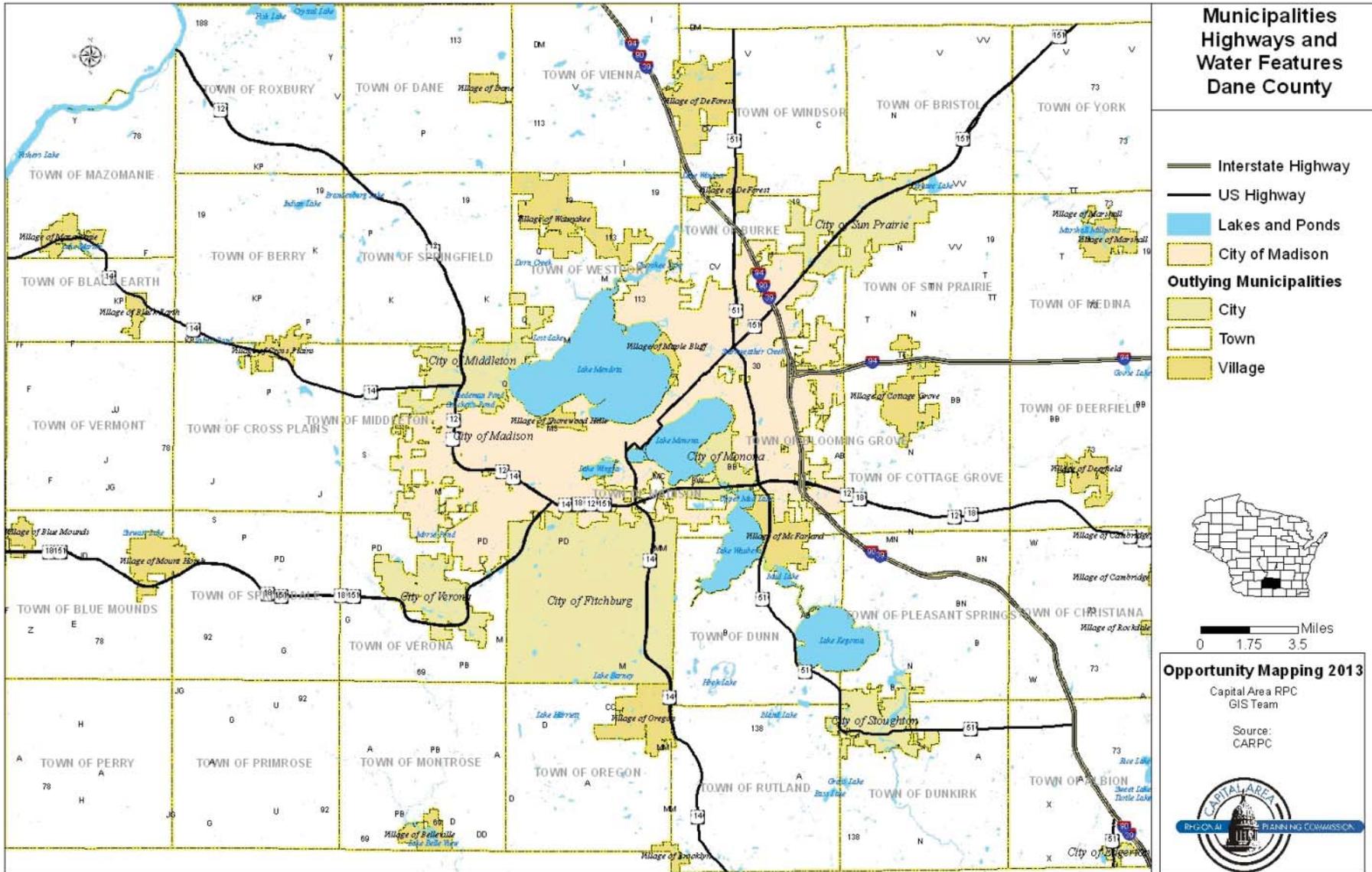
Appendix B presents a series of maps depicting various aspects of the geography of opportunity in the Madison, Wisconsin region.

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Regional Context

Figure 1 - Overview of Madison Region



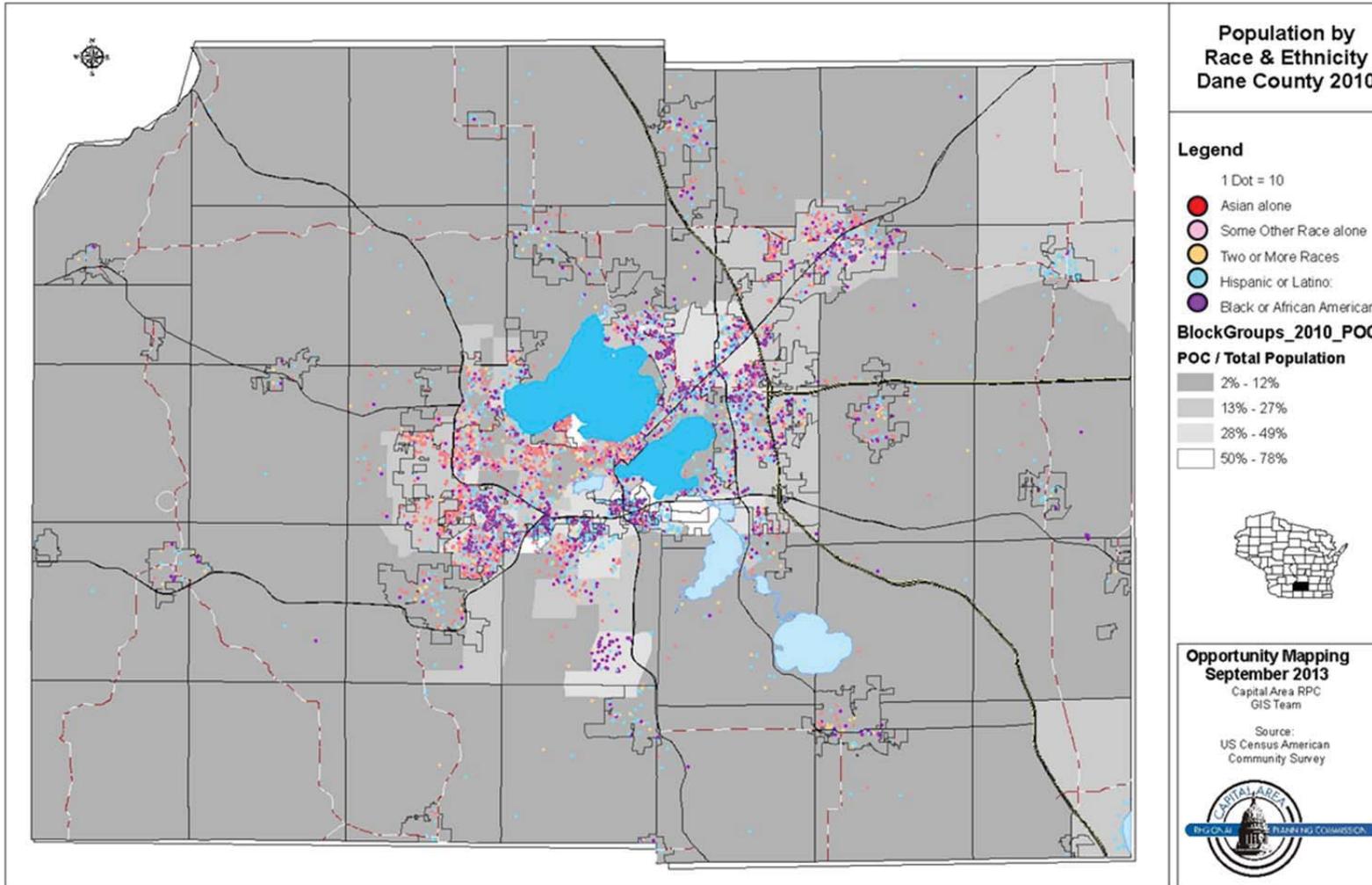
Source: Capital Area Regional Planning Commission

Geography of Race

The maps below show the distribution of Black, Hispanic/Latino and Asian populations by block group and serve to further illustrate areas of high concentrations of people of color within Dane County.

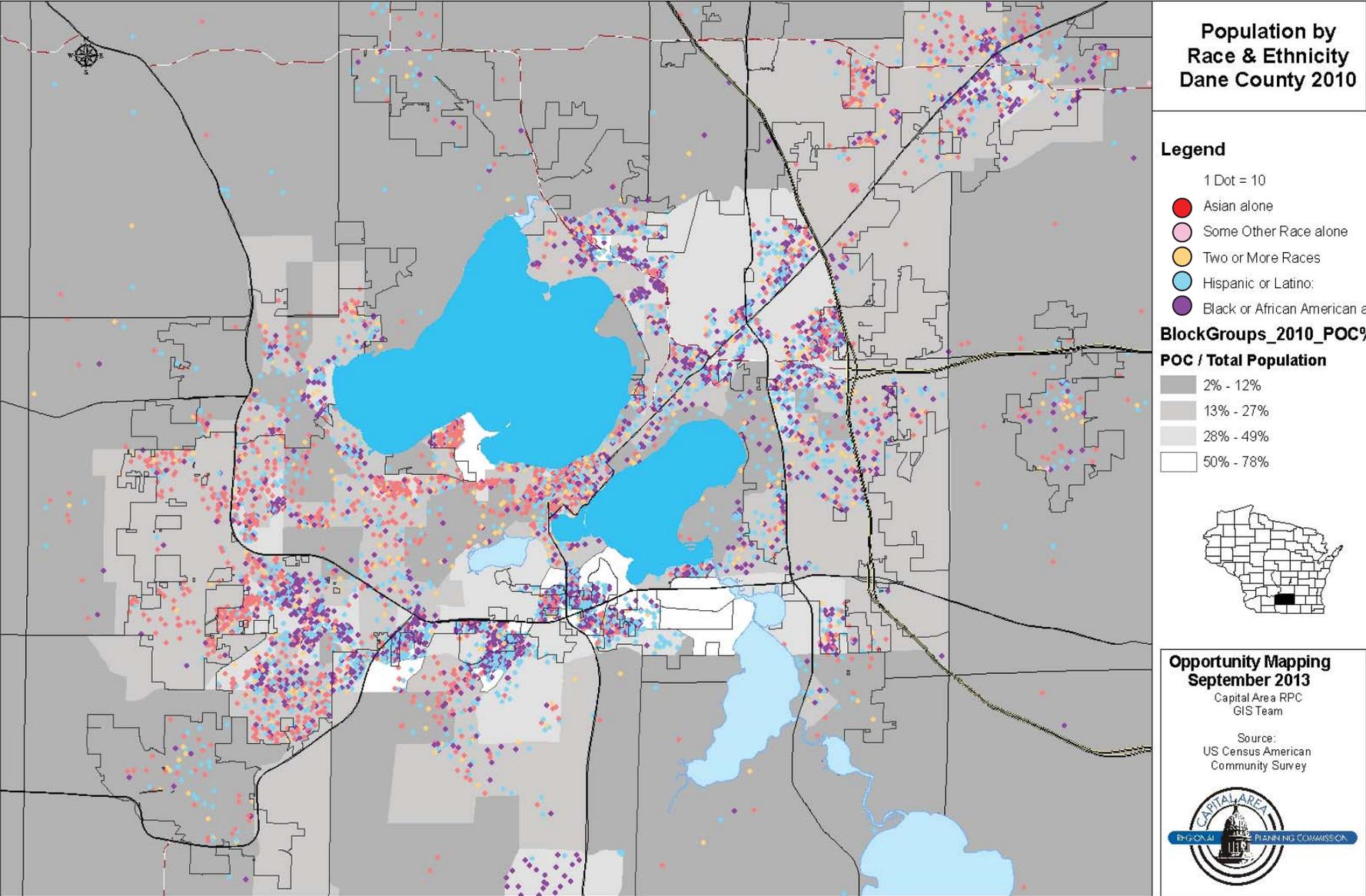
Racial and ethnic groups are distributed in different areas of the county.

Figure 2- Dot Map Distribution of Population by Race, Dane County 2010



Source: U.S. Census Table DP-1: Profile of General Population and Housing Characteristics: 2010

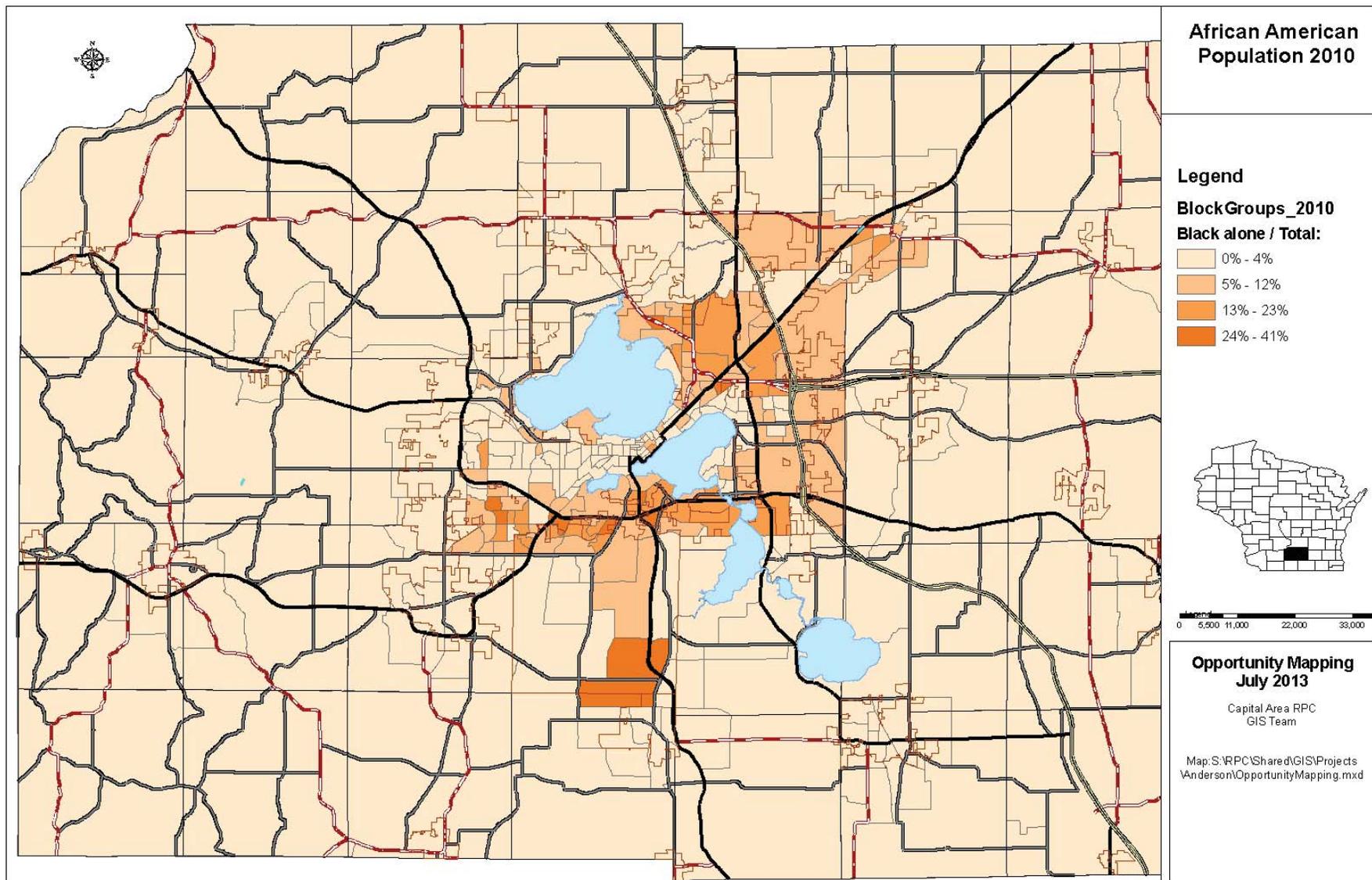
Figure 3 – Dot Map Distribution of Population by Race, Dane County-Central Area 2010



Source: U.S. Census Table DP-1: Profile of General Population and Housing Characteristics: 2010

African-American persons are clustered along the south beltline highway in Madison, Fitchburg and the Town of Madison, in southeast Madison and in north and east Madison

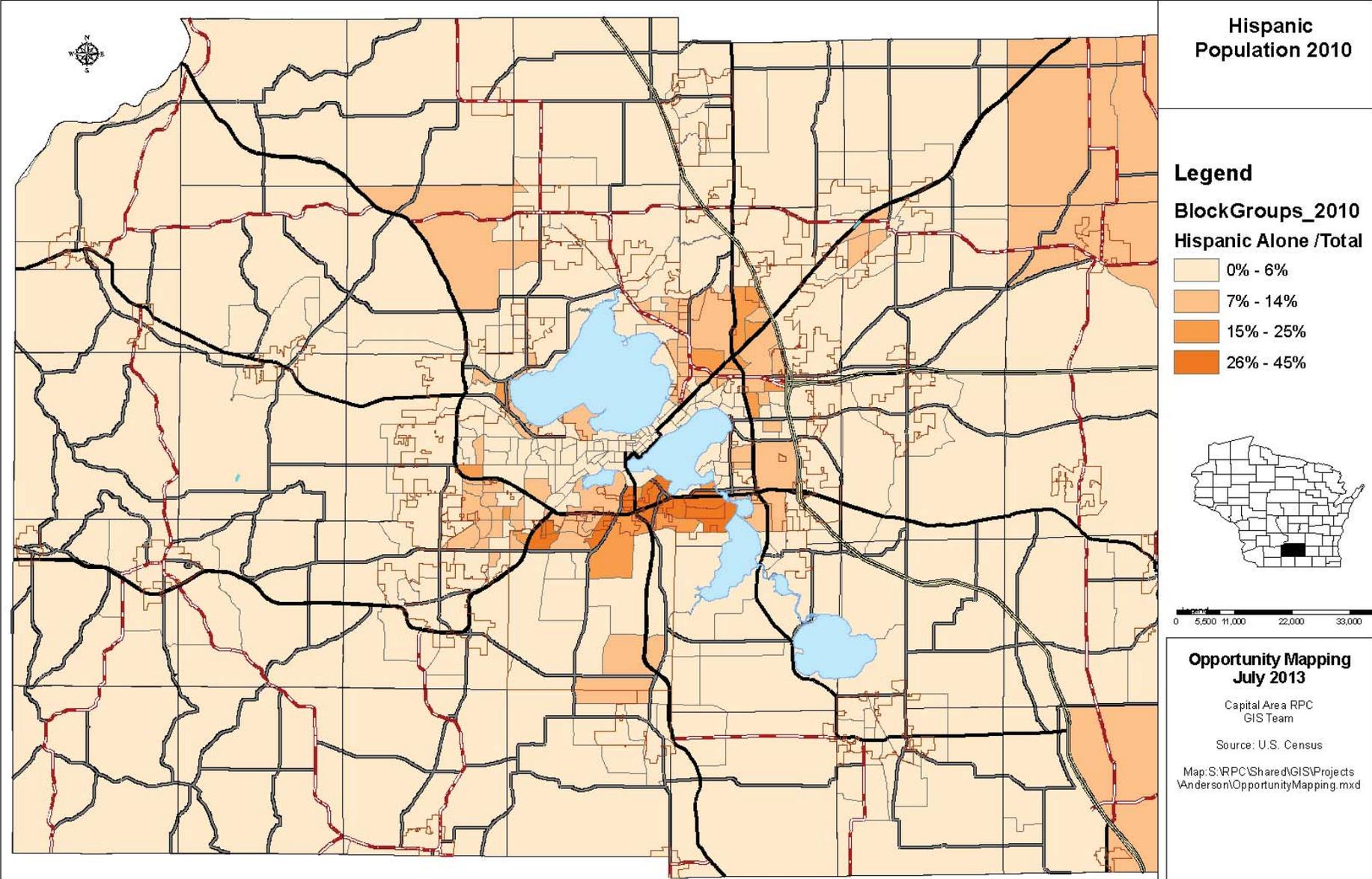
Figure 4 - Dane County Black or African-American Population, 2010



Source: U.S. Census Table DP-1: Profile of General Population and Housing Characteristics: 2010

Hispanic persons are concentrated in the same areas as Blacks, some live in rural areas.

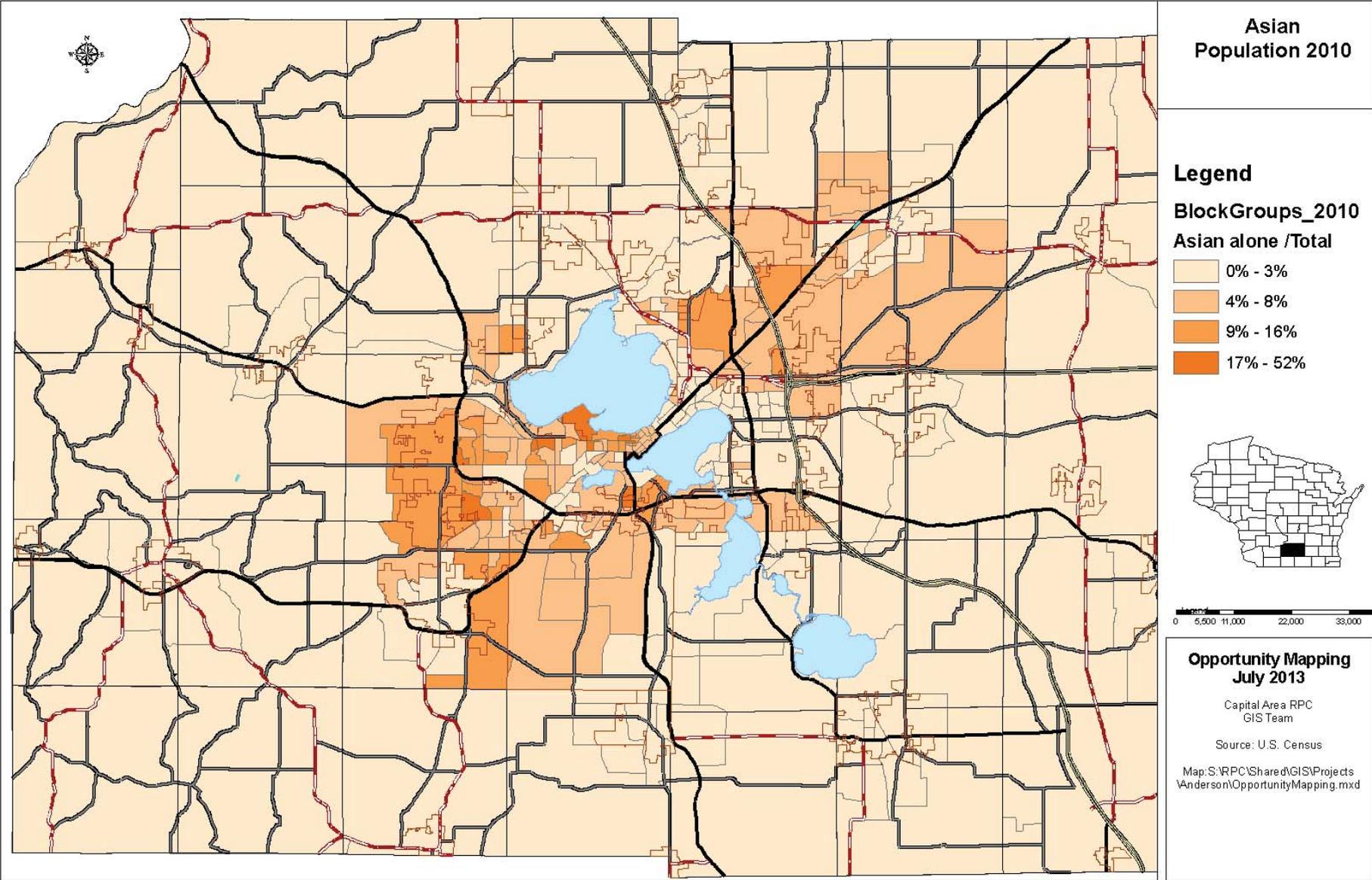
Figure 5 – Dane County Hispanic or Latino Population, 2010



Source: U.S. Census Table DP-1: Profile of General Population and Housing Characteristics: 2010

Concentrations of Asian residents follow a somewhat different pattern than other people of color.

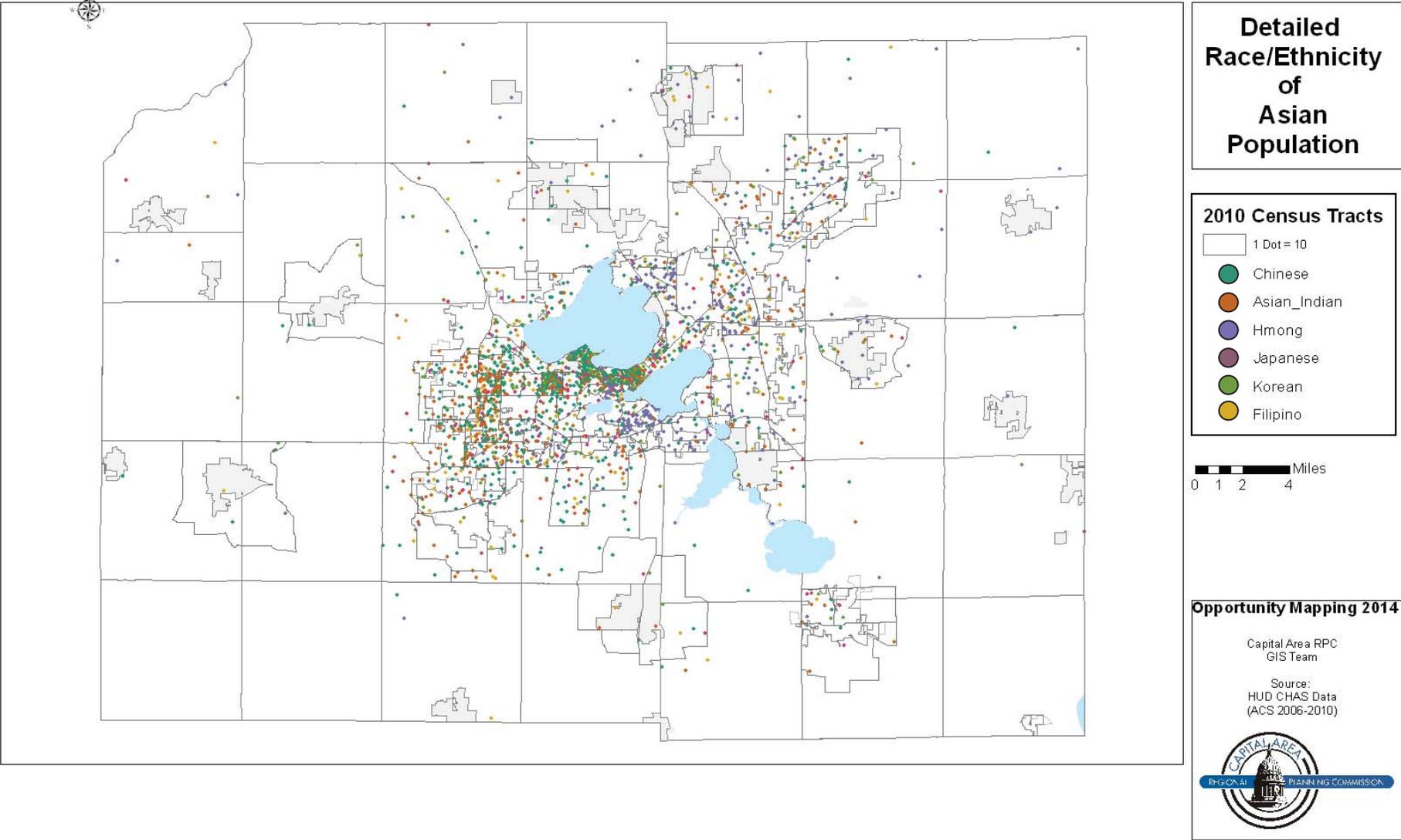
Figure 6 – Dane County Asian Population, 2010



Source: U.S. Census Table DP-1: Profile of General Population and Housing Characteristics: 2010

Asian residents live primarily along University Avenue, from campus to Whitney Way, along West Washington and Park Street south of Wingra Creek, and near the beltline on the west side.

Figure 7 – Geography of Asian Races/Ethnicities, 2010



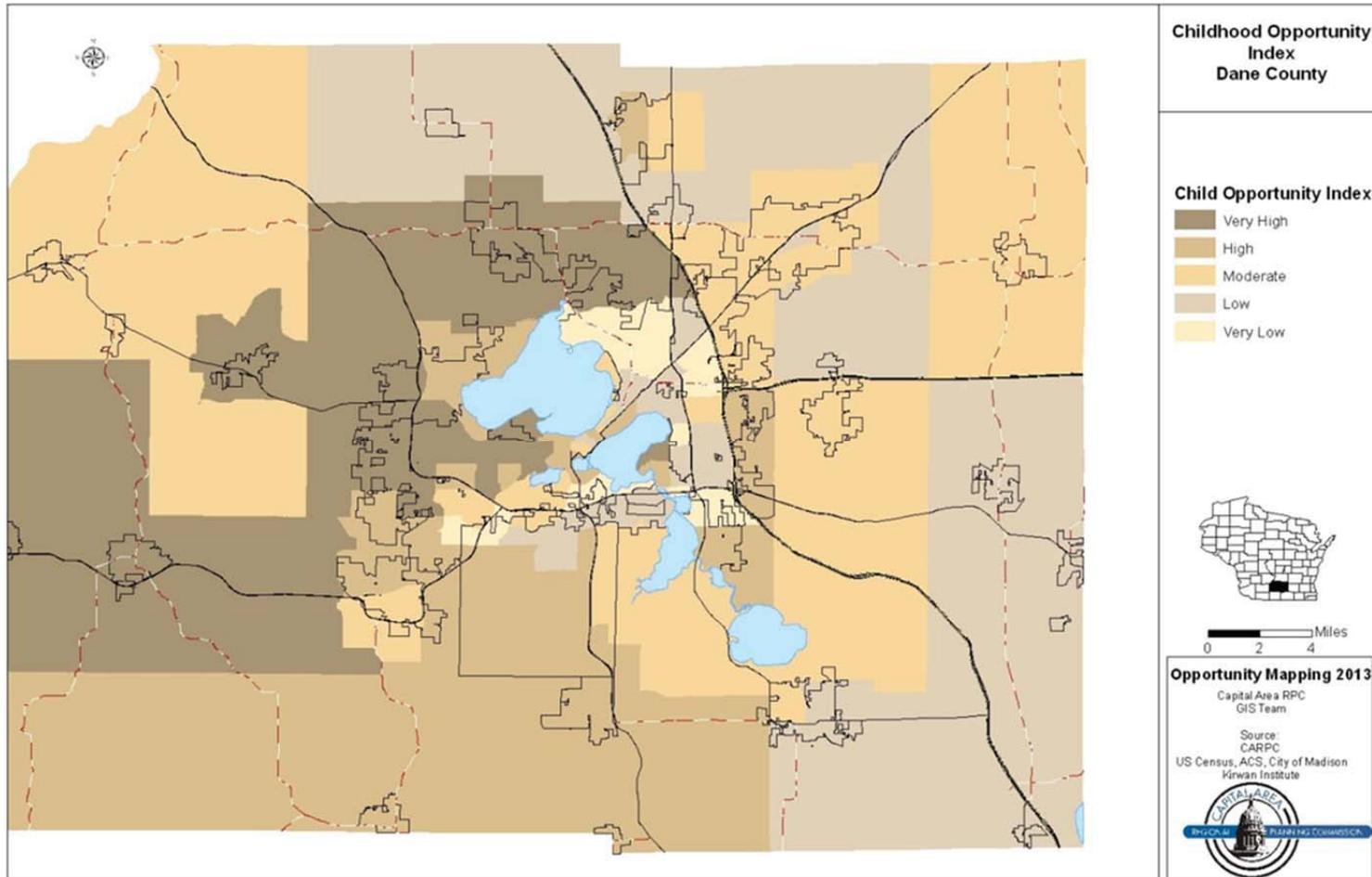
Source: U.S. Census Table PCT7: Asian Alone or in Combination with One or More Races: 2010

Access to Opportunities

A summary measure of opportunity is the Childhood Opportunity Index created by the Kirwan Institute at Ohio State University. The index combines measures of education opportunity, health and environmental opportunity, and social and economic opportunities (see table below).

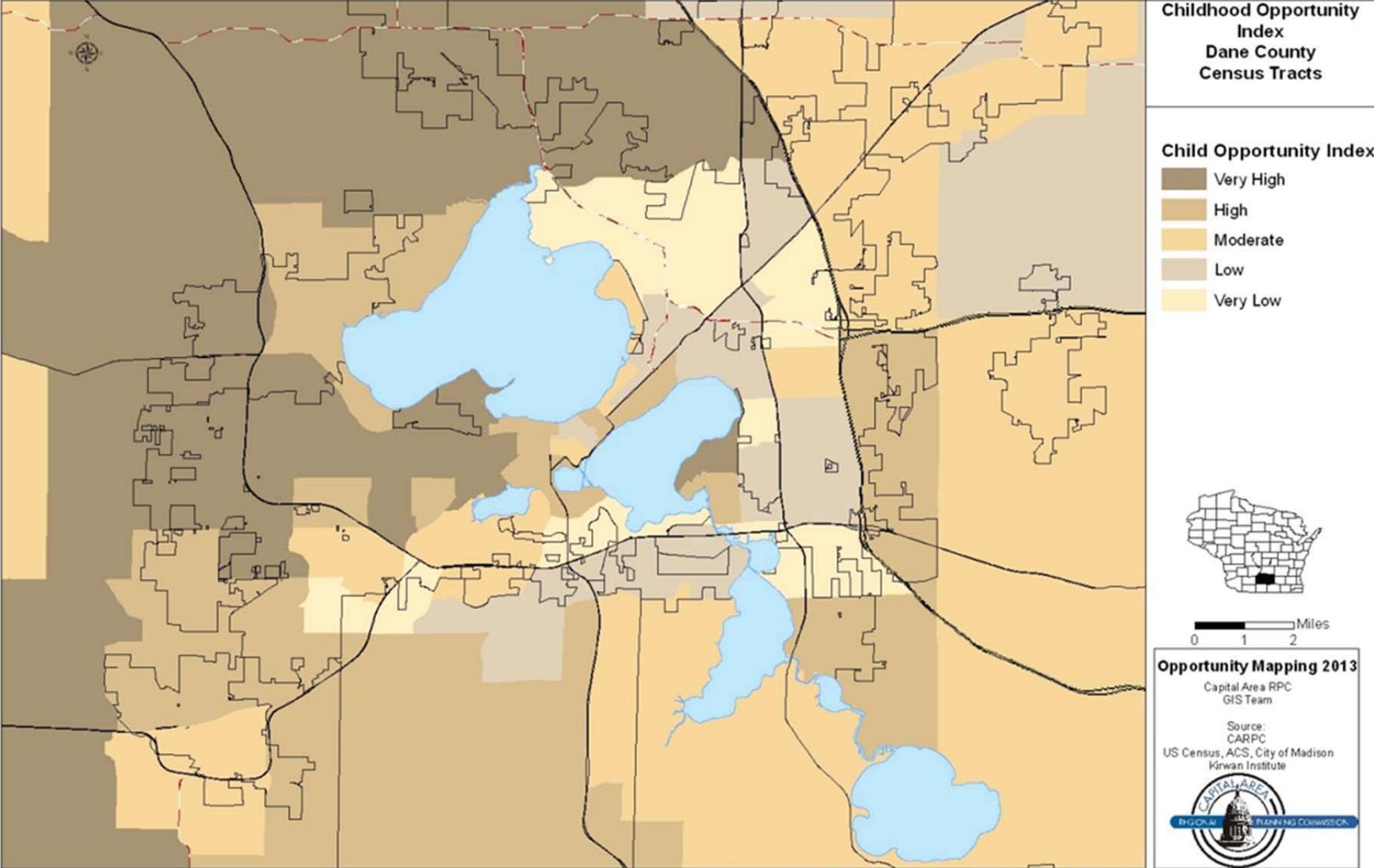
High opportunity areas are found on the west and north of the central portion of the county. Lowest opportunity areas are found in along the periphery of Madison, including Fitchburg. Some rural areas exhibit low opportunities.

Figure 8 - Childhood Opportunity Index, Dane County



Source: Kirwan Institute, Ohio State University

Figure 9 - Childhood Opportunity Index – Madison, WI Area



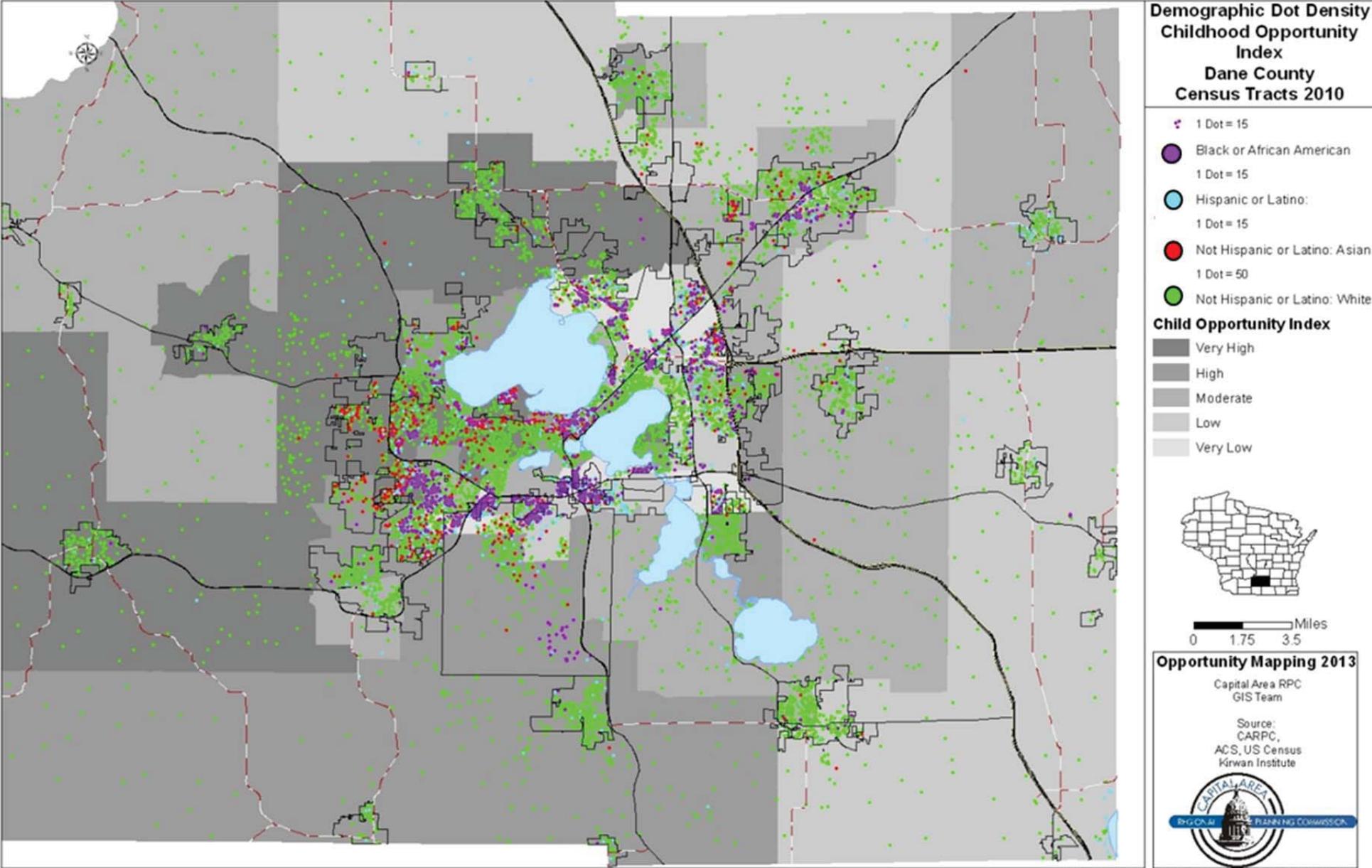
Source: Kirwan Institute, Ohio State University

Child Opportunity Indices - Indicators

Child Opportunity Indices
<p>Overall Child Opportunity Index Score: Composite score of all child opportunity indicators, calculated as the average of EDCOMP, HECOMP, and NBCOMP</p>
<p>Educational Opportunity Index Score: Composite score of all educational indicator z-scores</p>
<p>Health & Environmental Opportunity Index Score: Composite score of all health & environmental opportunity indicator z-scores</p>
<p>Social & Economic Opportunity Index Score: Composite score of all social & economic opportunity indicator z-scores</p>
Educational Opportunity Indicators
<p>Standardized z-score for ED1, Adult educational attainment. Definition: Percentage of adults age 25 and older with a college education beyond high school.</p>
<p>Standardized z-score for ED2, Student poverty rate. Definition: Percentage of students receiving free or reduced-price lunches, calculated as the average for the three nearest in-district schools. Note: For McAllen, TX, child poverty rate (percentage of children under 18 living in poverty) was used in place of free-reduced lunch rate.</p>
<p>Standardized z-score for ED3, Reading proficiency rate. Definition: Fourth grade reading proficiency rate, calculated as the average for the three nearest in-district schools.</p>
<p>Standardized z-score for ED4, Math proficiency rate. Definition: Fourth grade math proficiency rate, calculated as the average for the three nearest in-district schools.</p>
<p>Standardized z-score for ED5, Early childhood education neighborhood participation patterns. Definition: Ratio of number of children (3 years and older) attending preschool/nursery school in the neighborhood (i.e., the census tract) to total number of 3 & 4 year olds in the neighborhood (census tract).</p>
<p>Standardized z-score for ED6, High school graduation rate. Definition: Percentage of students who graduated from high school on time (4-yr cohort graduation rate) for the school district where the census tract is located.</p>
<p>Standardized z-score for ED7, Proximity to high-quality (NAEYC-accredited) early childhood education centers. Definition: Number of high-quality ECE providers located within the neighborhood (census tract) or within reasonable walking distance (1/2 mile) of the tract's perimeter.</p>
<p>Standardized z-score for ED8, Proximity to early childhood education centers of any type. Definition: Number of ECE providers (of any type) located within the neighborhood (census tract) or within a reasonable walking distance (1/2 mile) of the census tract's perimeter.</p>

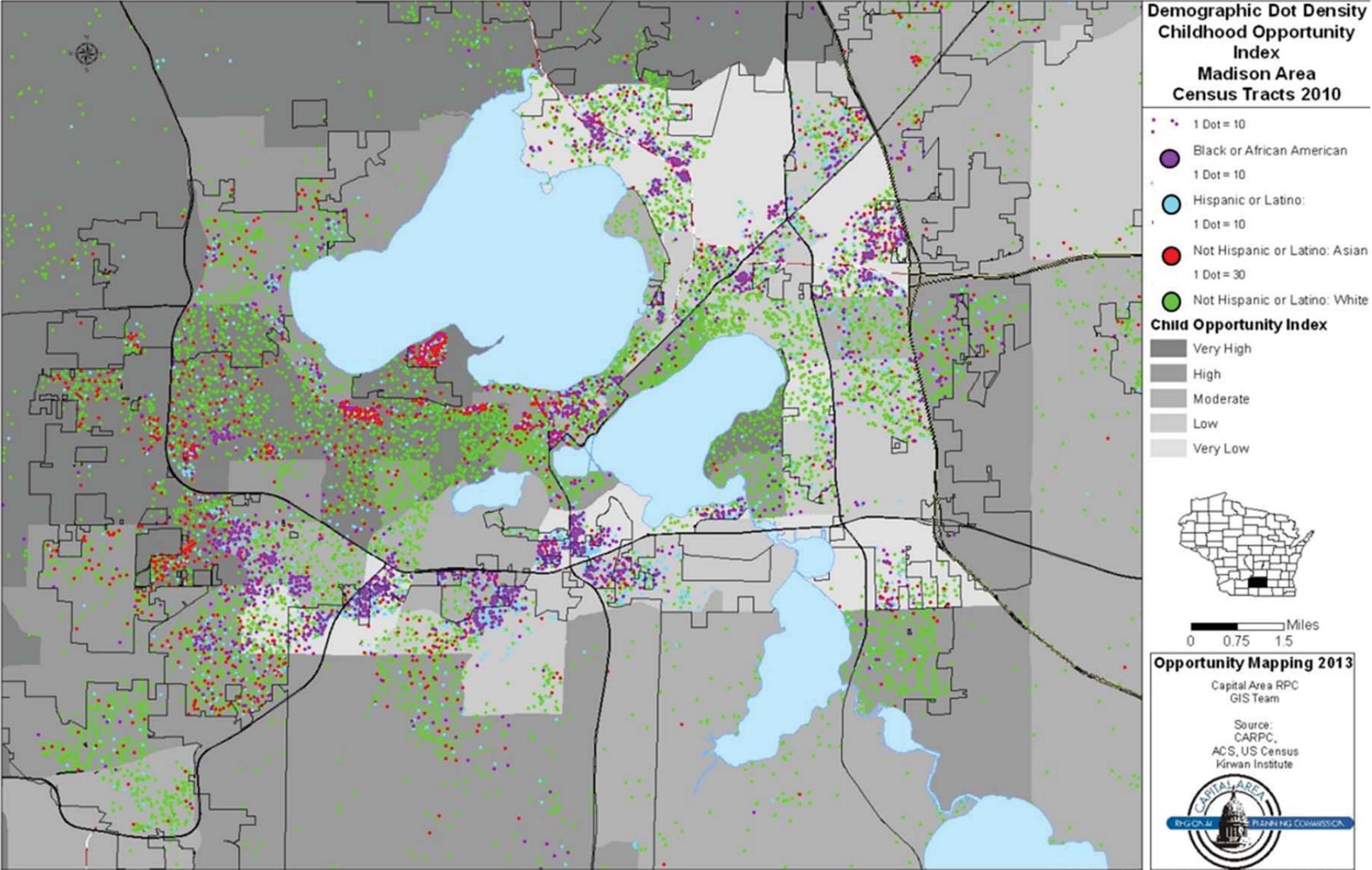
Health & Environmental Opportunity Indicators
Standardized z-score for HE3, Retail healthy food index. Definition: Percentage of healthy food retailers located within a half-mile of the census tract's perimeter.
Standardized z-score for HE4, Proximity to toxic waste release sites. Definition: Distance (in meters) to the nearest toxic waste and release site from the census tract centroid (geographic center).
Standardized z-score for HE5, Volume of nearby toxic release. Definition: Aggregated toxic release volume (in pounds), based on the proportion of the census tract area that overlays a two-mile buffer around any toxic release sites nearby.
Standardized z-score for HE6, Proximity to parks and open spaces. Definition: Distance (in meters) to the nearest parks or open spaces from the census tract centroid (geographic center).
Standardized z-score for HE7, Housing vacancy rates. Definition: Percent of housing units in the census tract that are vacant.
Standardized z-score for HE8, Proximity to health care facilities. Definition: Number of health care facilities within 2 miles of the census tract's perimeter.
Social & Economic Opportunity Indicators
Standardized z-score for NB1, Neighborhood foreclosure rate. Definition: Ratio of estimated number of foreclosure starts to USPS count of addresses (STARTS/USPS_ADD), where STARTS = Estimated number of foreclosure starts from July 2009 to June 2010; and USPS_ADD = USPS count of addresses for the identified area in March 2010.
Standardized z-score for NB2, Poverty rate. Definition: Percentage of people below poverty (for the population for whom the poverty level has been determined).
Standardized z-score for NB3, Unemployment rate. Definition: Percentage of the civilian labor force who are unemployed.
Standardized z-score for NB4, Public assistance rate. Definition: Percentage of people on public assistance.
Standardized z-score for NB5, Proximity to employment. Definition: Average number of employees within 5 miles of the census tract centroid (geographic center).

Figure 10 - Childhood Opportunity Index and Race/Ethnicity, Dane County 2010



Source: Kirwan Institute, Ohio State University, U.S. Census

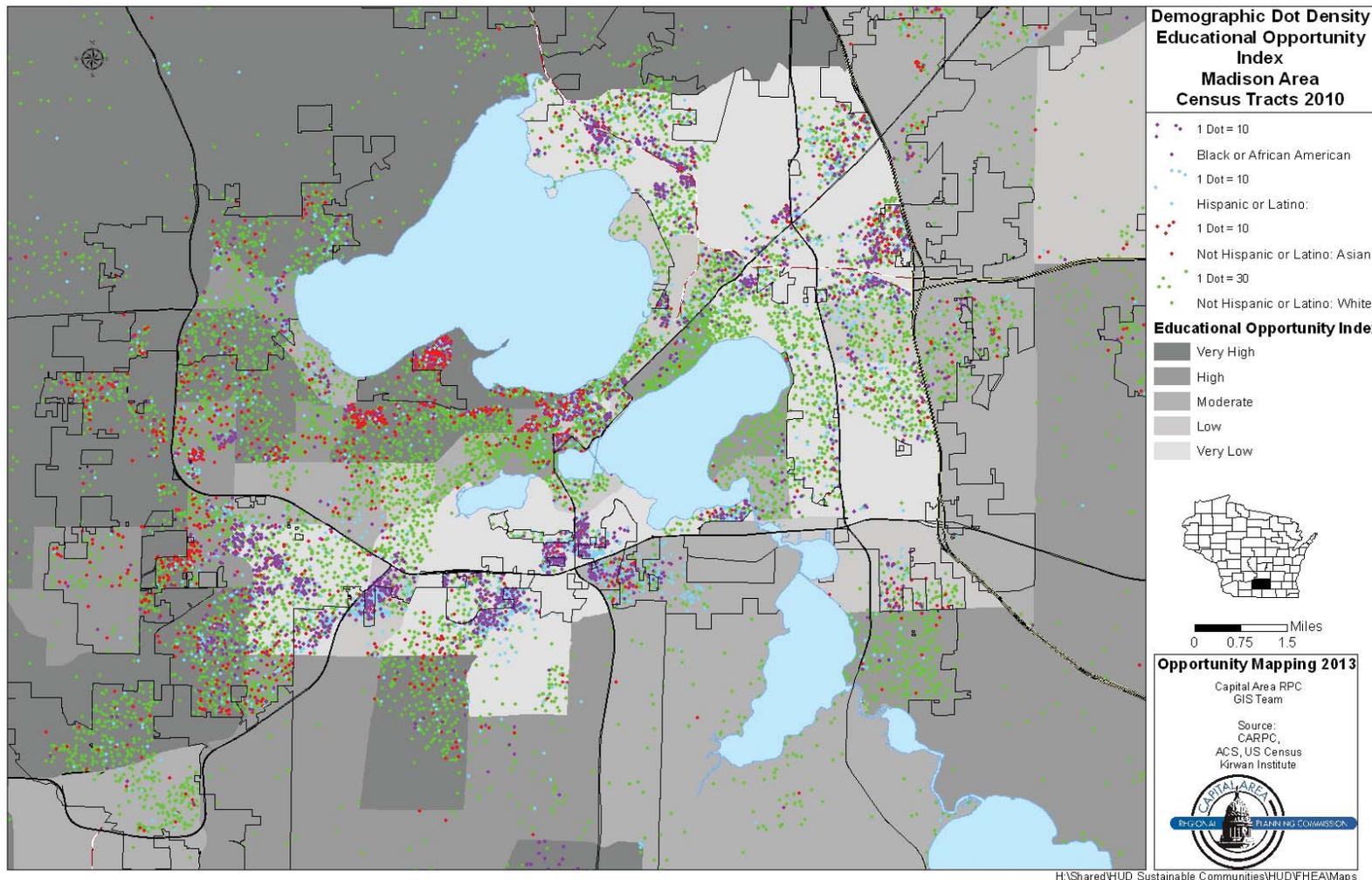
Figure 11 - Childhood Opportunity Index, Race/Ethnicity, Madison Area 2010



Source: Kirwan Institute, Ohio State University, U.S. Census

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Figure 12- Educational Opportunity Index, Dane County 2010

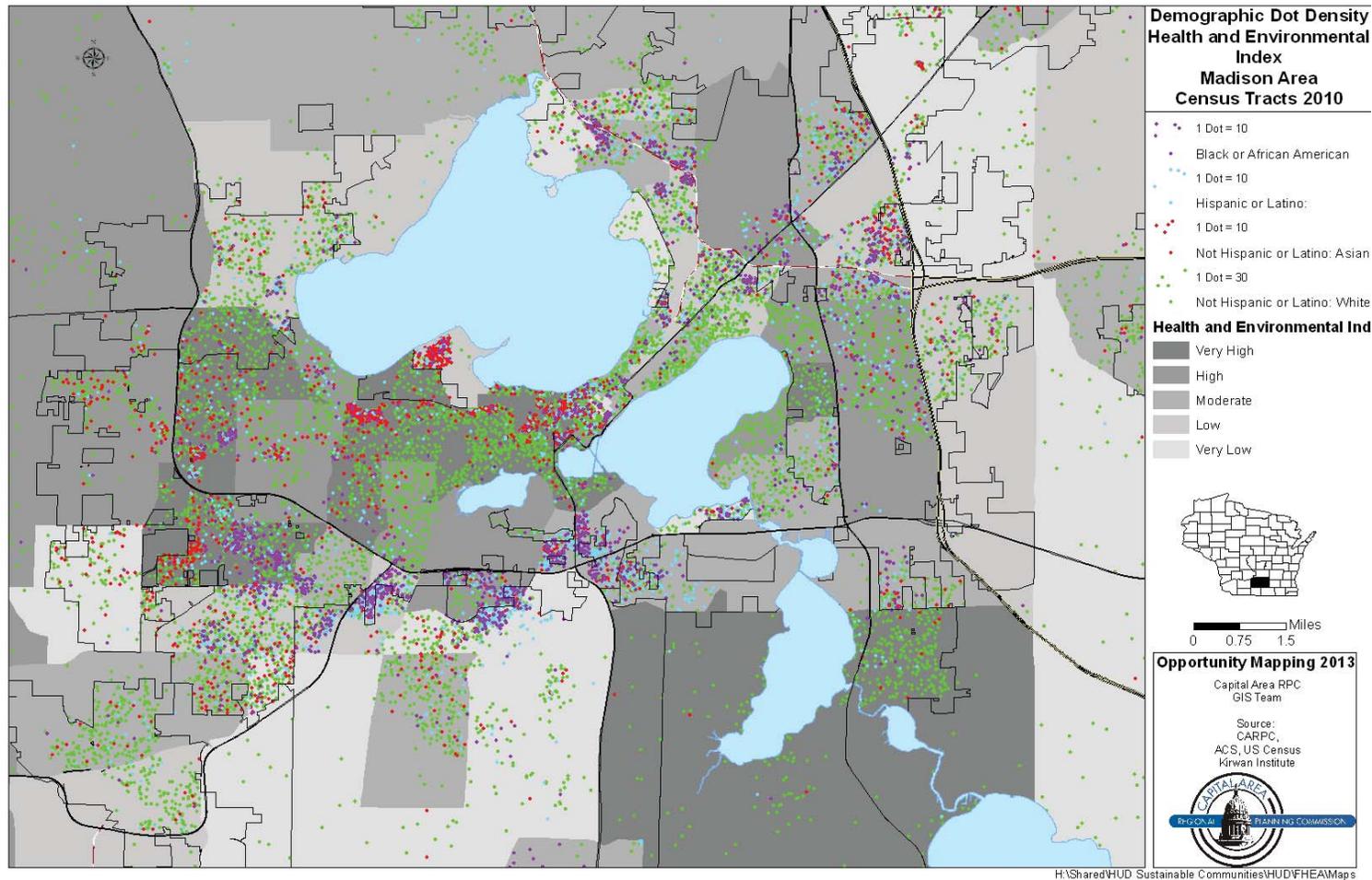


Source: Kirwan Institute, Ohio State University, U.S. Census

Figure 12- Educational Opportunity Index, Dane County 2010. Figure 12 indicates the level of educational opportunity in Dane County Census Tracts. This is measured through an educational opportunity index, a composite of numerous variables tabulated by the Kirwan Institute including math and reading proficiency rates, high school graduation rate and local proximity to centers of high quality early childhood education.

The west side of the City Madison and outlying communities north and west of Madison show the highest levels of educational opportunity in Dane County, while the south, east and north sides have the lowest overall areas of educational opportunity. Much of the block groups containing significant barriers to opportunity also are in an area of low to very low educational opportunity.

Figure 13- Health and Environmental Index, Dane County 2010

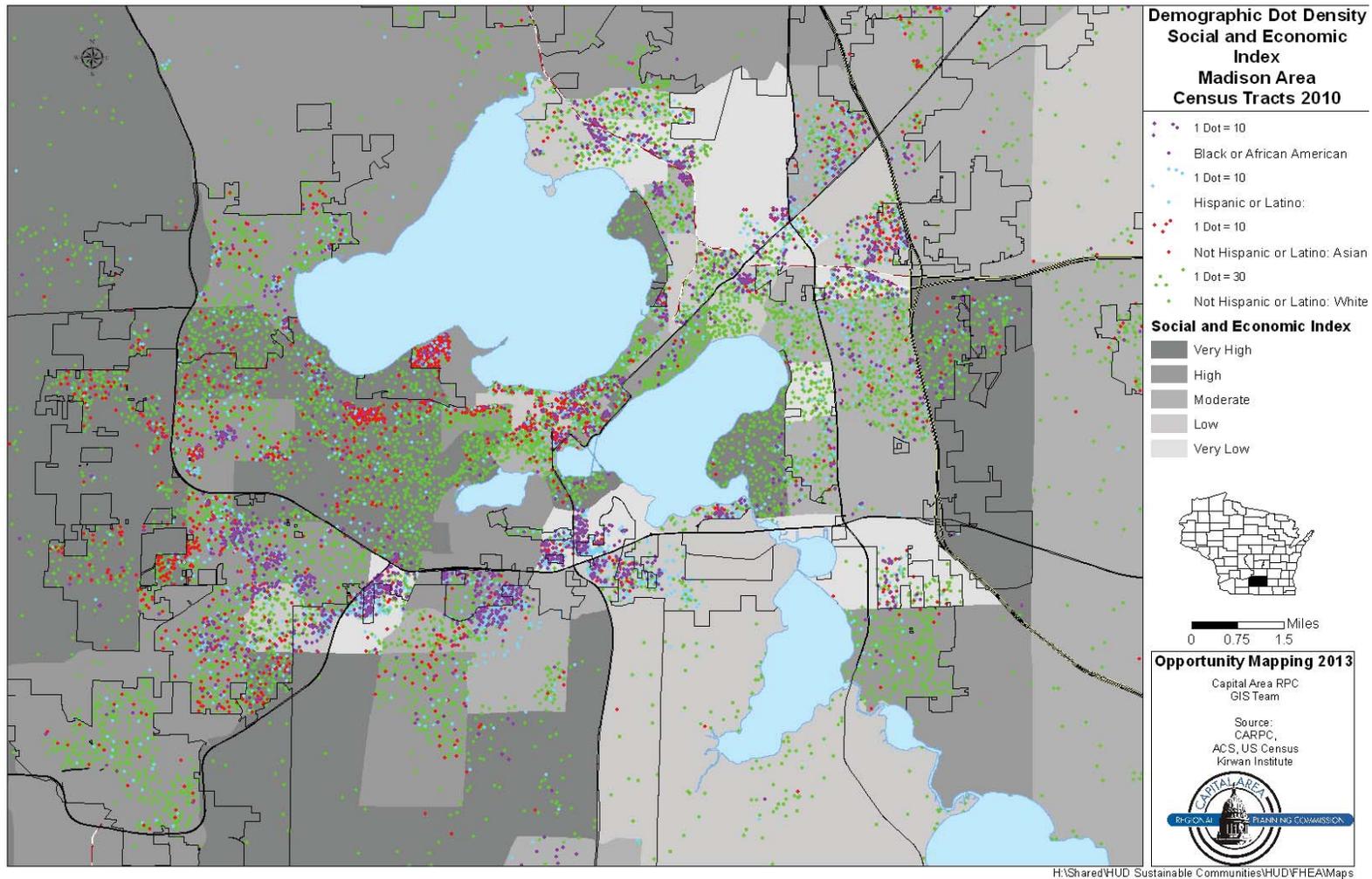


Source: Kirwan Institute, Ohio State University, U.S. Census

Figure 13 indicates the quality of health and the environment in Dane County Census Tracts. This is measured through a health and environmental index, a composite of numerous variables tabulated and scored by the Kirwan Institute. Some of these variables include local proximity to toxic waste release sites, parks and open space and healthcare facilities.

The west side of Madison, as well as outlying areas directly southeast of the City have the highest health and environmental scores. The lowest health and environmental scores can be found in outlying communities to the north and east of Madison. There is a variation in block groups with high barriers to opportunity, with some of these block groups in areas with high health and environmental scores while others are in areas with low to moderate scores.

Figure 14- Social and Economic Index, Dane County 2010



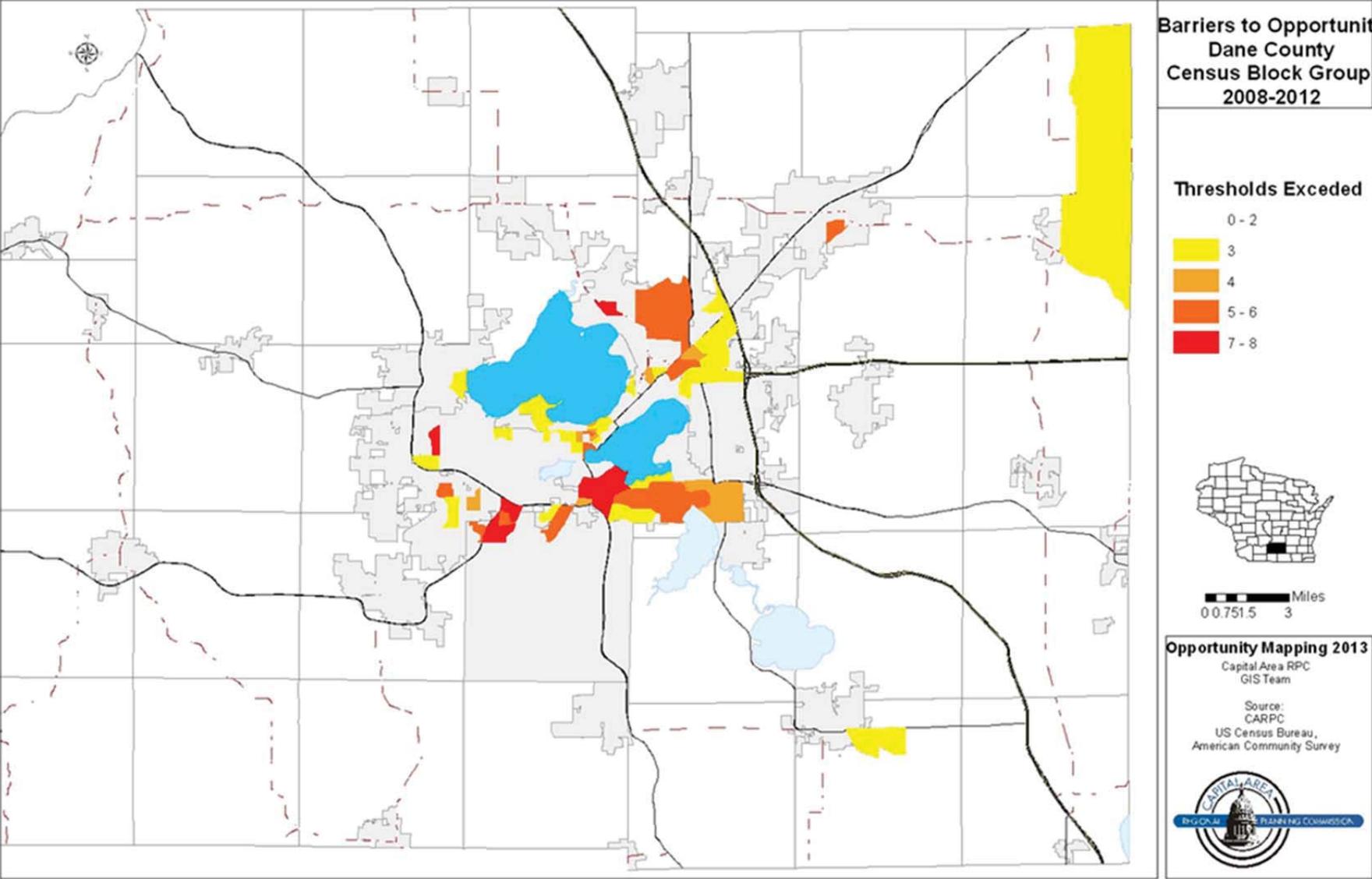
Source: Kirwan Institute, Ohio State University, U.S. Census

Figure 14 shows the degree of social and economic opportunity in Dane County Census Tracts. This is measured through a Social and Economic Index, a composite of numerous variables tabulated by the Kirwan Institute. Some of these variables include local poverty, unemployment and home foreclosure rates.

The west side of Madison, as well as outlying areas to the north and west of Madison have the highest scores on the social and economic opportunity index in Dane County. The north side of Madison in contrast, has the lowest scores of social and economic opportunity. Many block groups with high barriers to opportunity are also located in census tracts with moderate to low social and economic opportunity index scores.

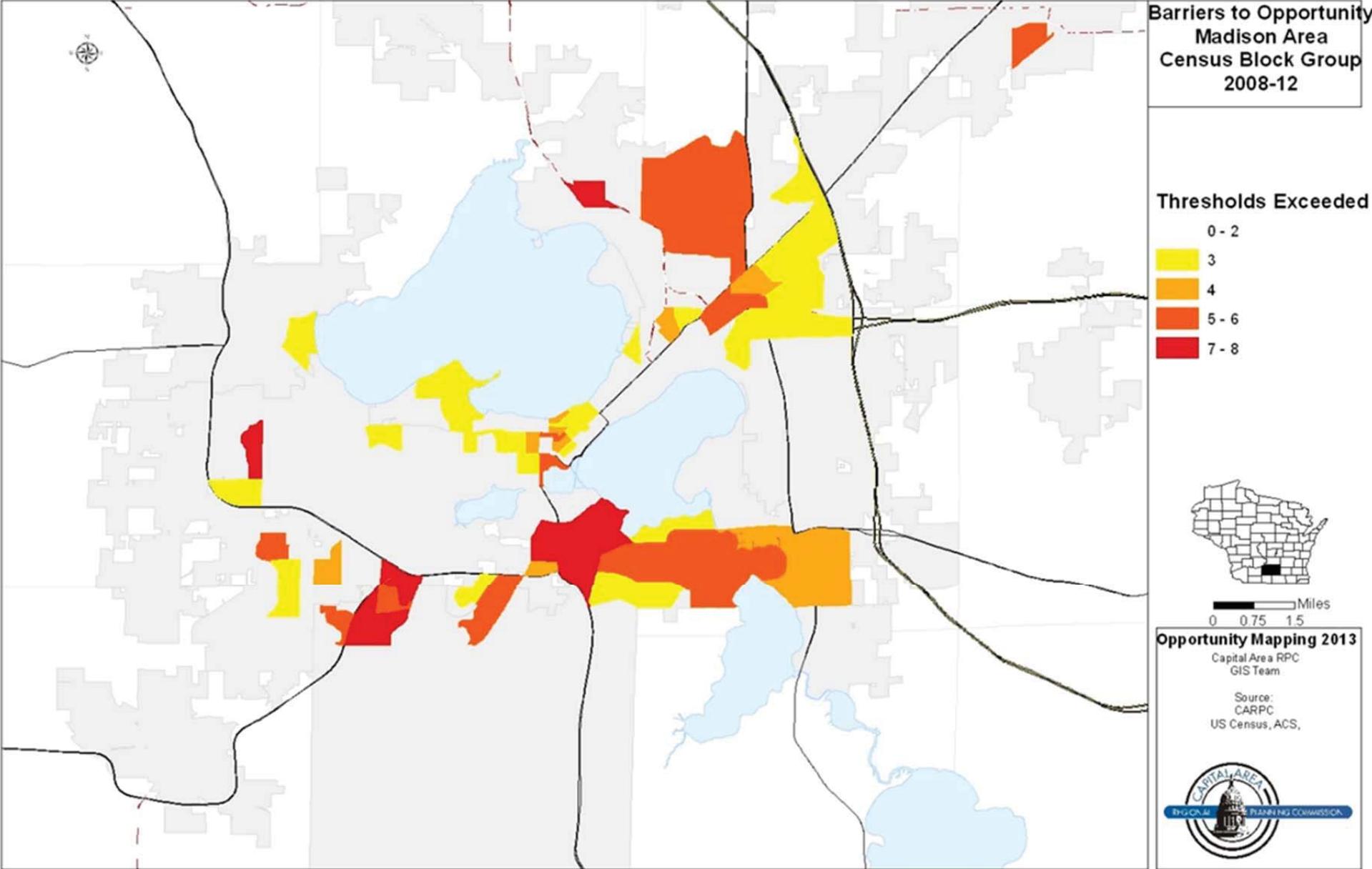
Barriers to Accessing Opportunities: Social and Economic

Figure 15 - Barriers to Opportunity in Dane County



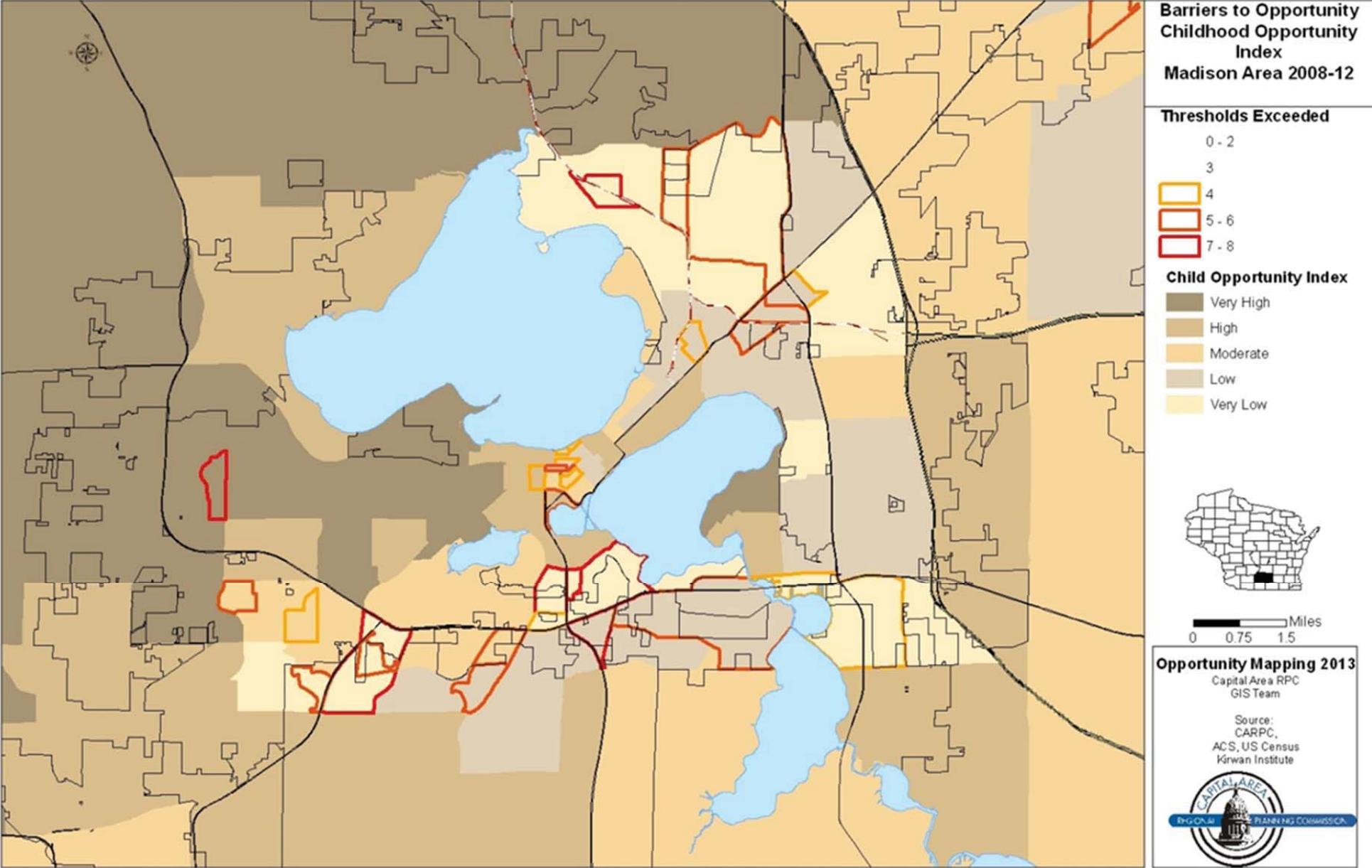
Source: Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2007-11

Figure 16 - Madison Area Barriers to Opportunity



Source: Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2007-11

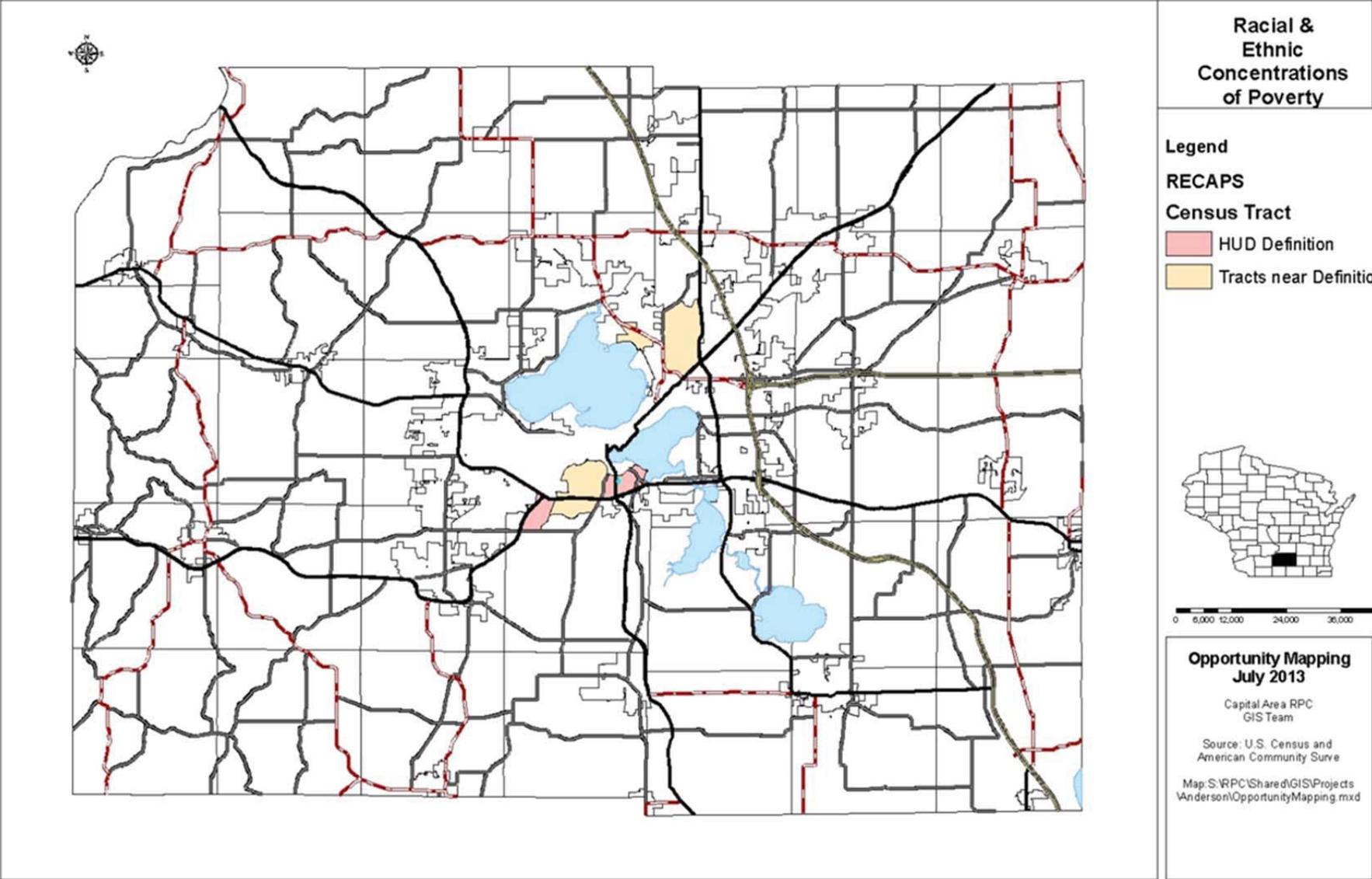
Figure 17 - Childhood Opportunity Index and Barriers to Opportunity, Madison Area 2012



Source: Kirwin Institute, U.S. Census, American Community Survey 5-year estimates, 2008-12

Racial and Ethnic Concentrations of Poverty

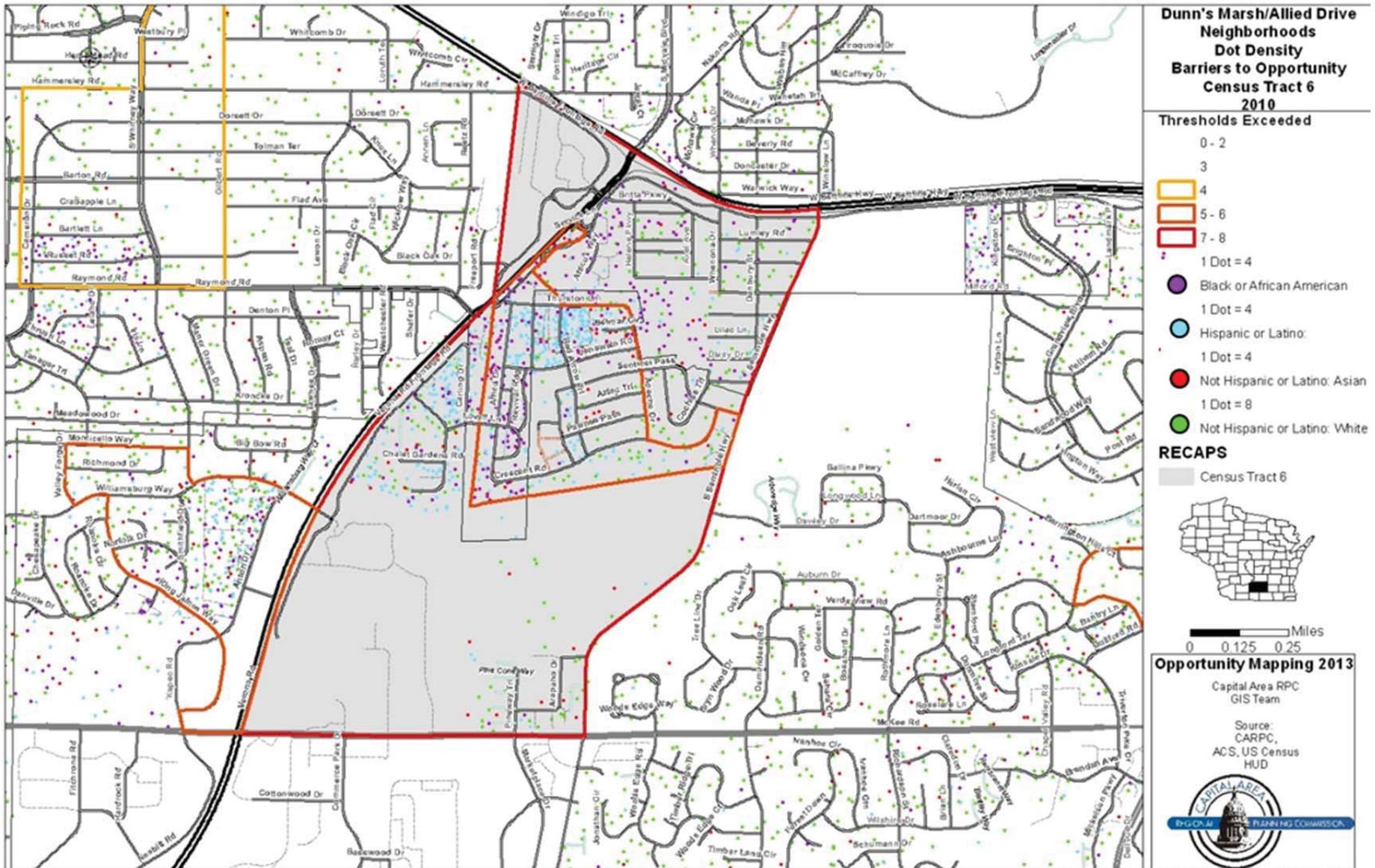
Figure 18 - Racial & Ethnic Concentrations of Poverty, Dane County



Source: U.S. Census and Department of Housing and Urban Development

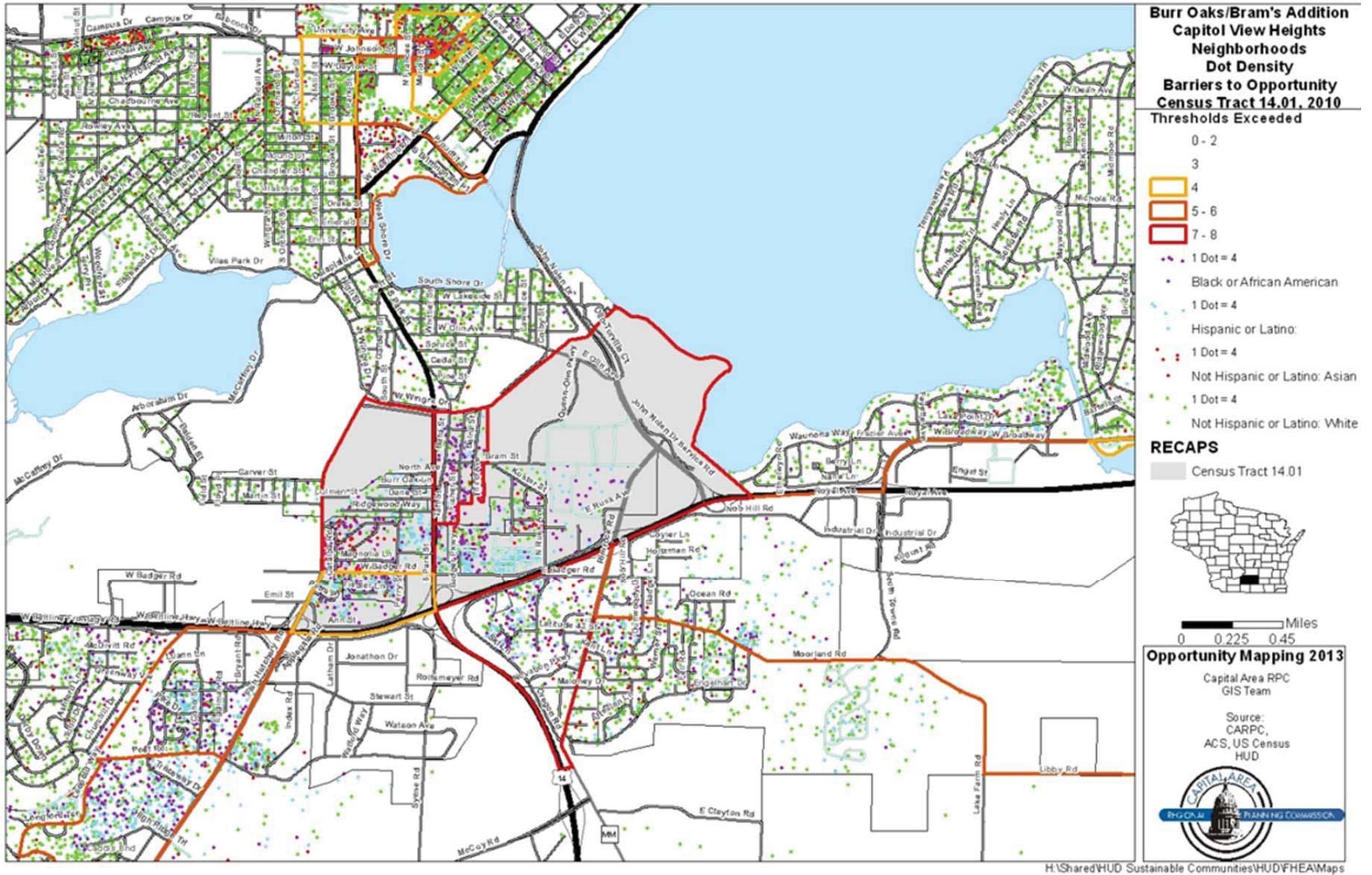
Profiles of Areas with Concentrated Barriers to Opportunity

Figure 19 - Dunn's Marsh/Allied Drive—Census Tract 6



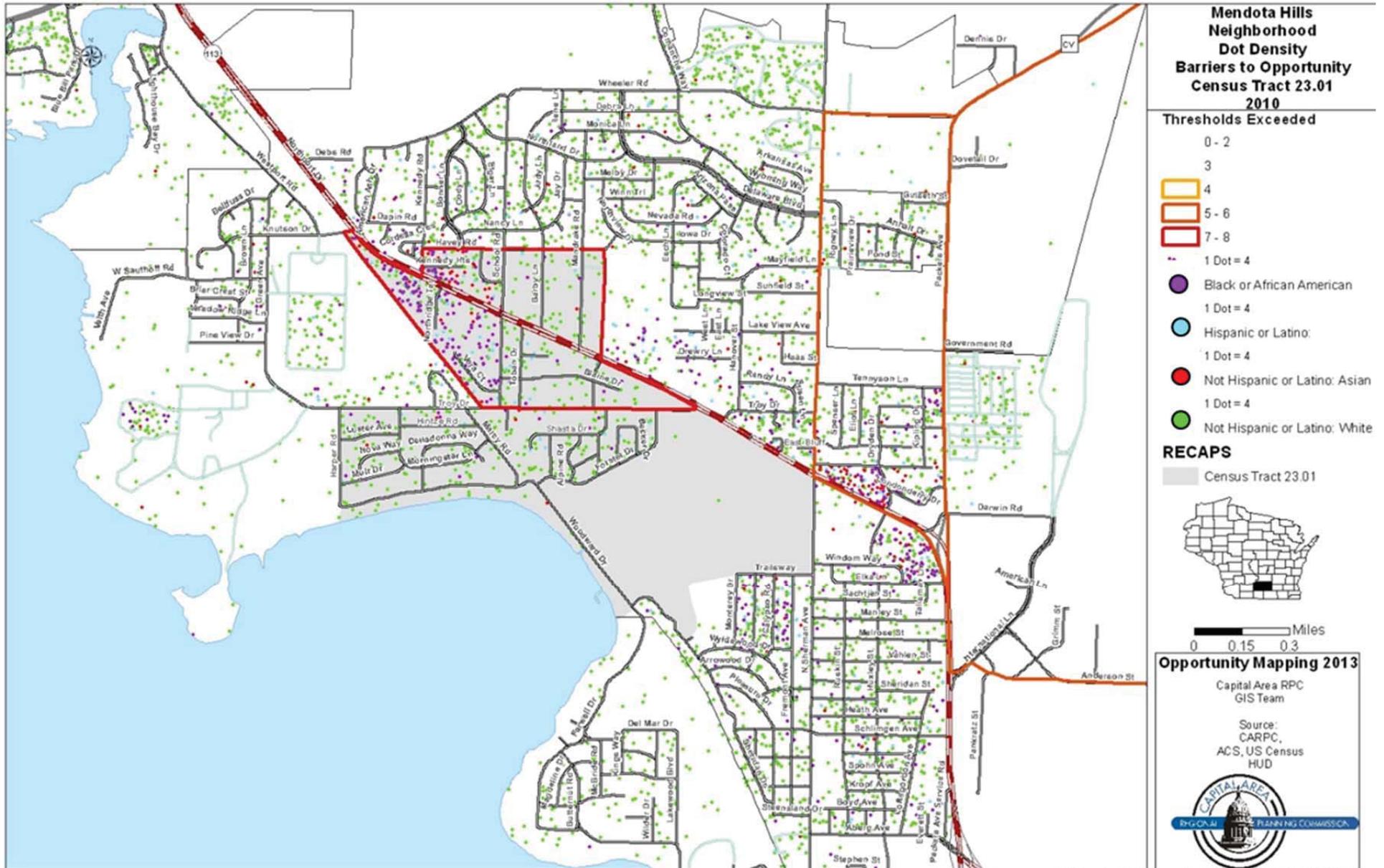
Source: U.S. Census, CARPC

Figure 20 - Burr Oaks/Bram's Addition/Capitol View Heights—Census Tract 14.01



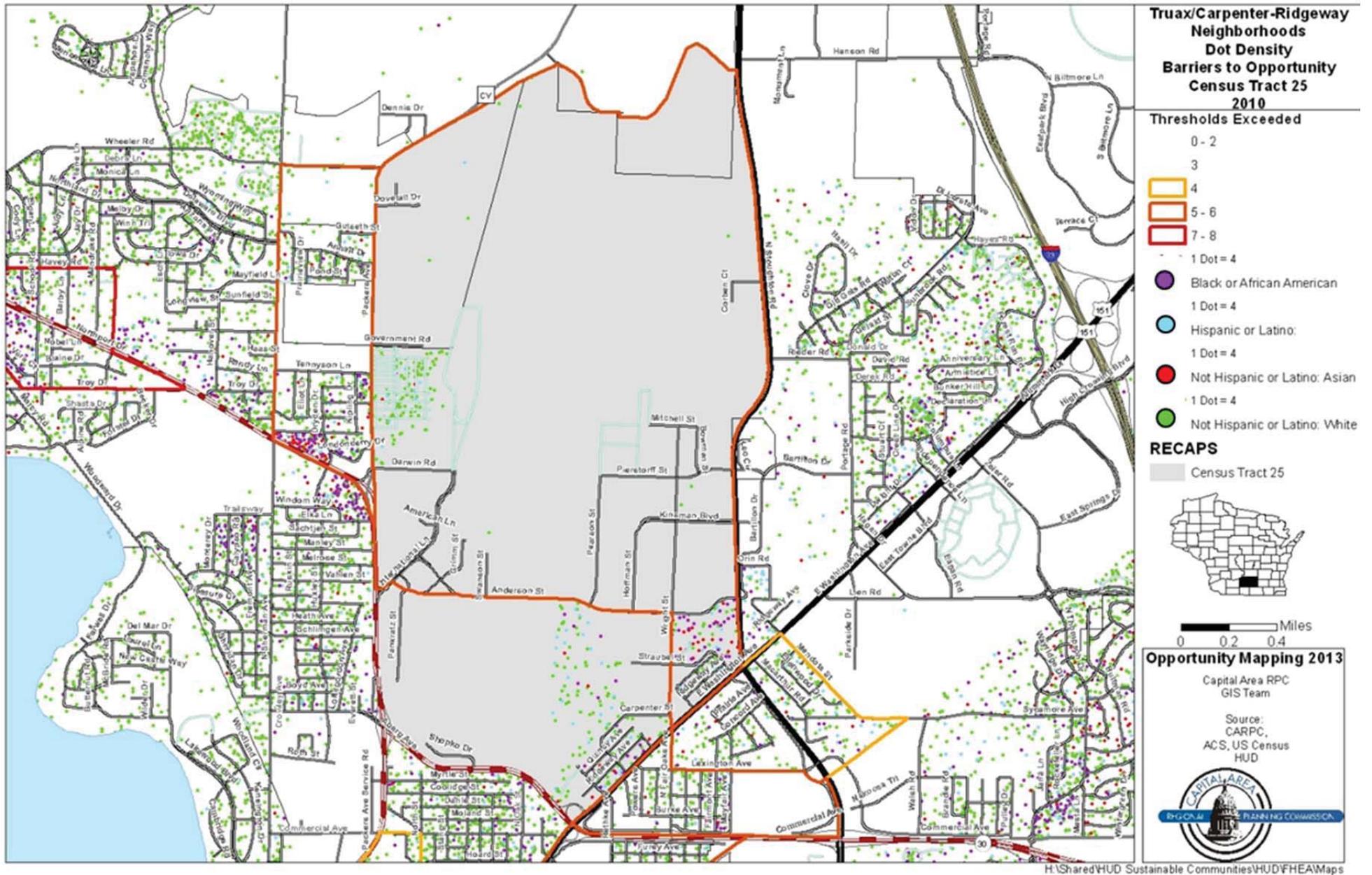
Source: U.S. Census, CARPC

Figure 21 - Mendota Hills—Census Tract 23.01



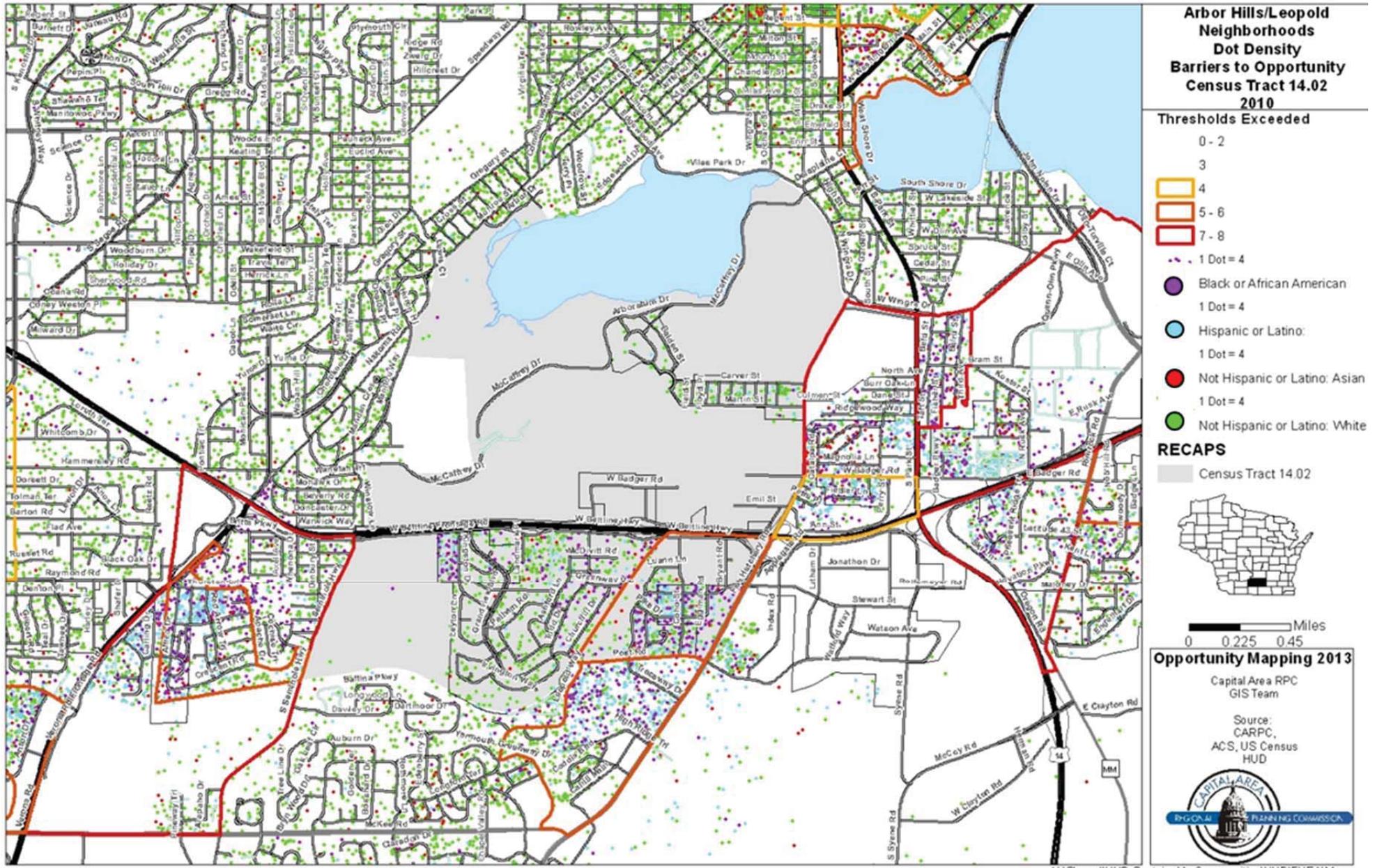
Source: U.S. Census, CARPC

Figure 22 - Truax/Carpenter-Ridgeway Neighborhoods—Census Tract 25



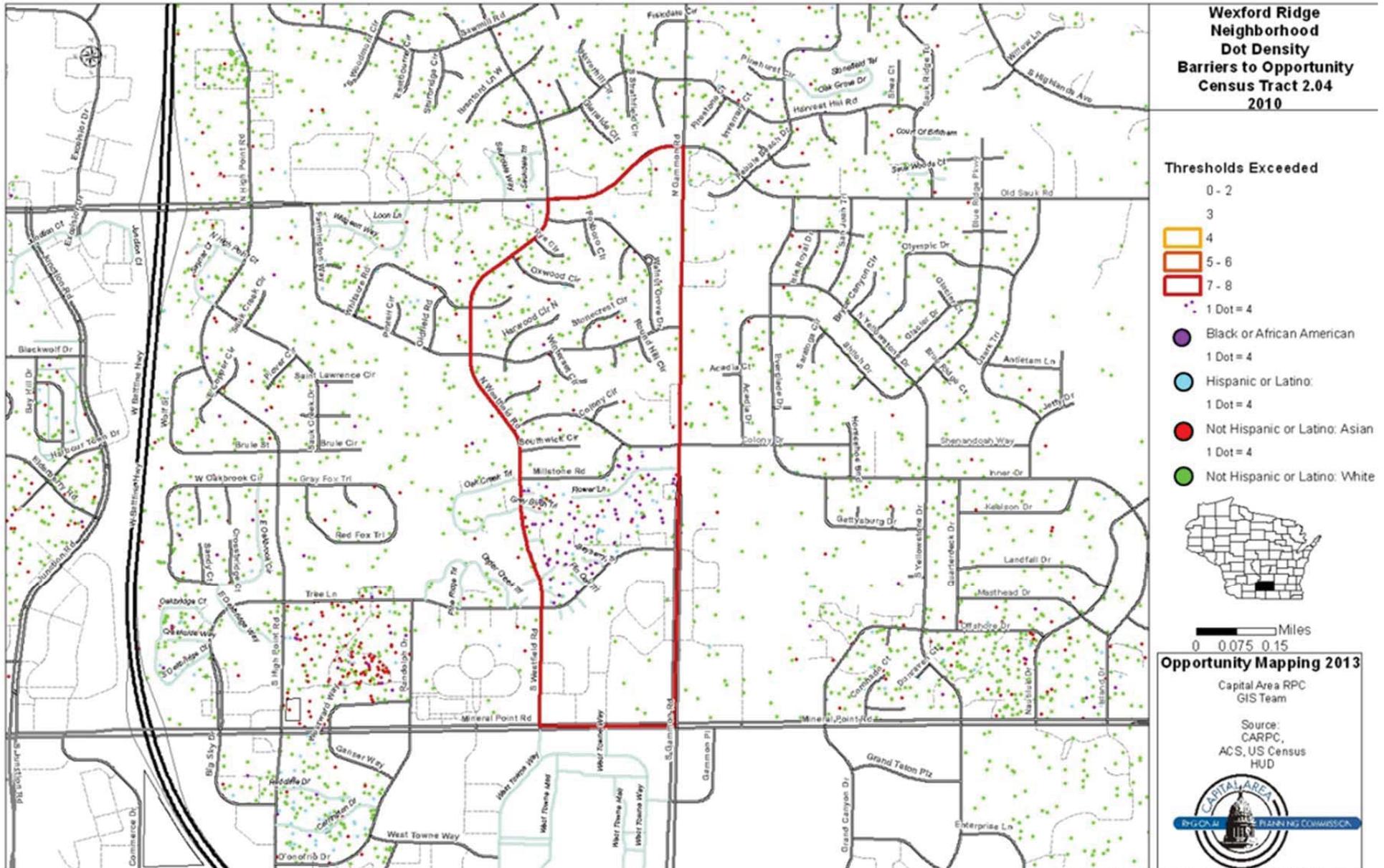
Source: U.S. Census, CARPC

Figure 23 - Arbor Hills/Leopold Neighborhoods—Census Tract 14.02



Source: U.S. Census, CARPC

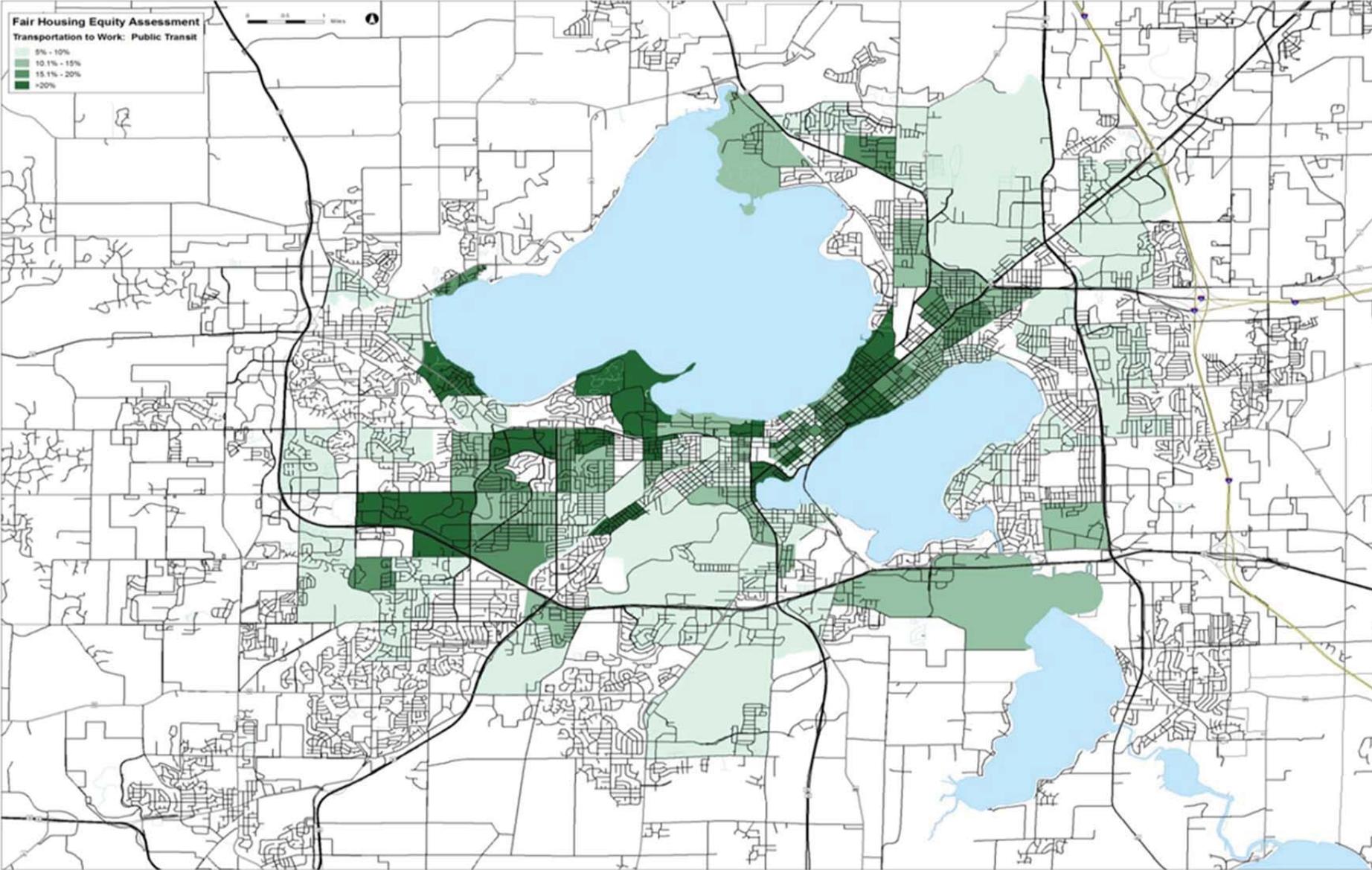
Figure 24 - Wexford Ridge Neighborhood



Source: U.S. Census, CARPC

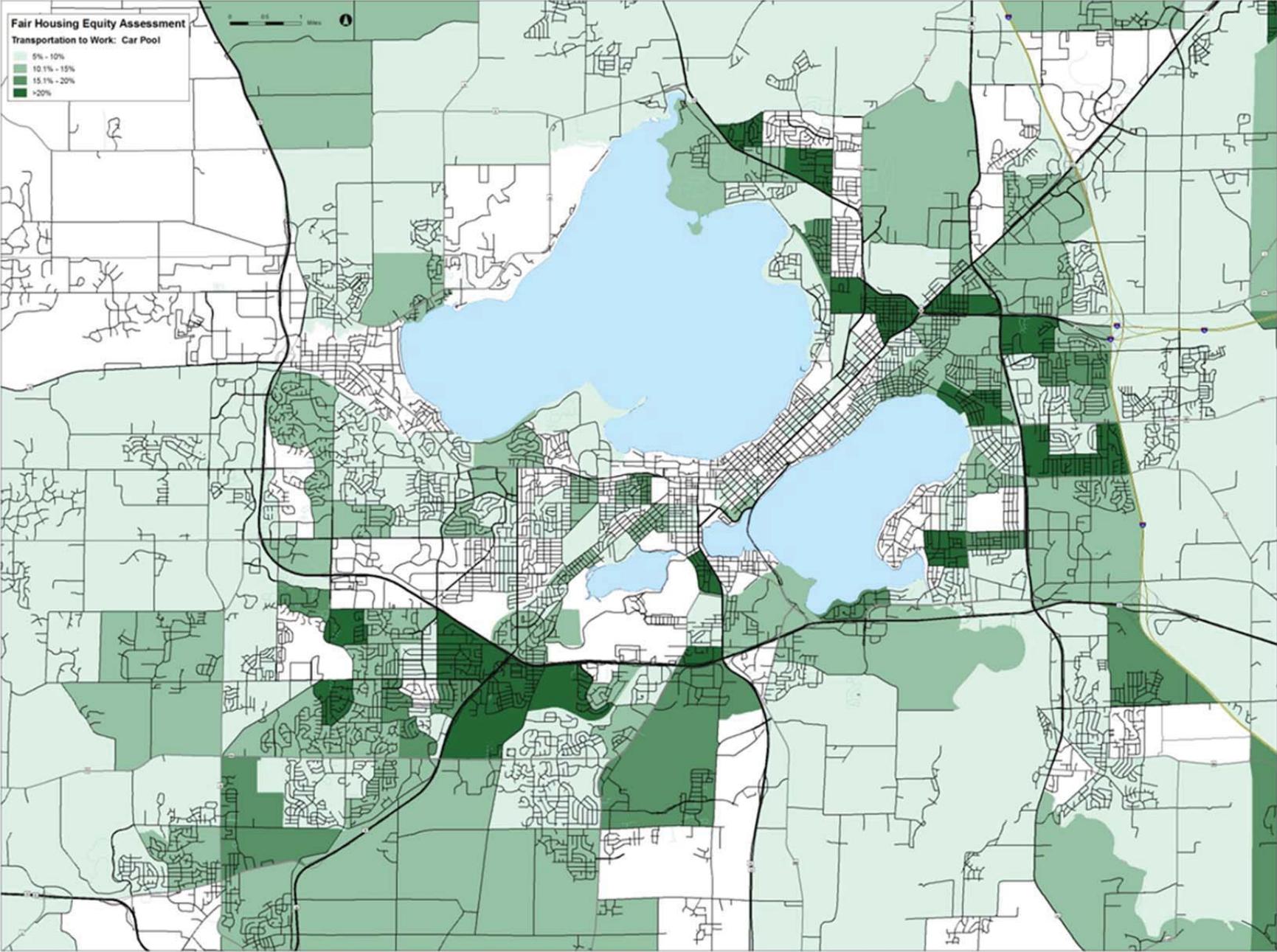
Barriers to Opportunity: Physical

Figure 25 - Transportation to Work by Public Transit



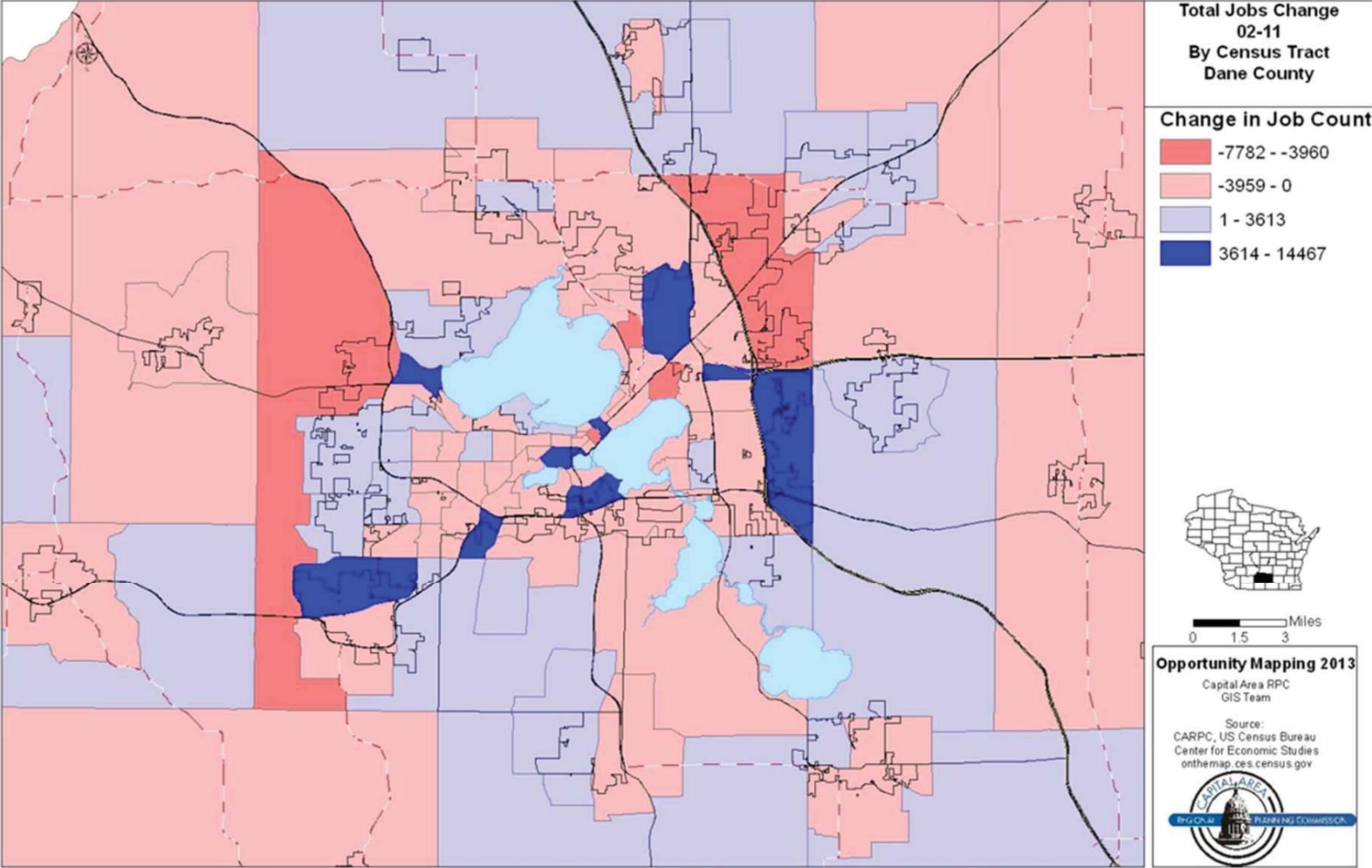
Source: Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2007—2011

Figure 26 - Transportation to Work by Carpool



Source: Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2007—2011

Figure 27 - Change in Total Number of Jobs by Census Tract, 2002—2011

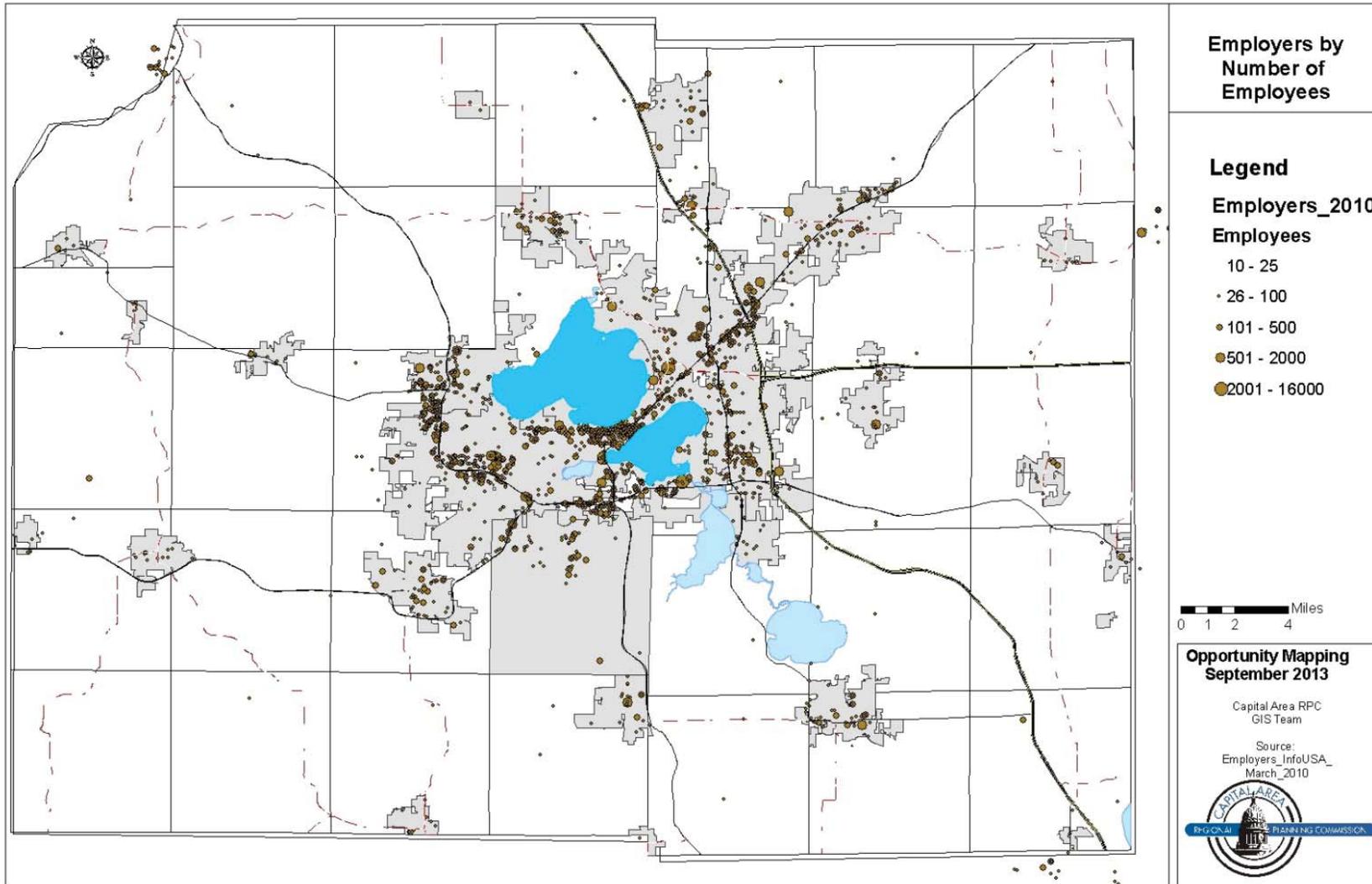


Source: US Census Bureau, Center for Economic Studies, onthemap.ces.census.gov

Jobs

Jobs are concentrated in downtown Madison, the University of Wisconsin, and along major transportation thoroughfares – especially the beltline.

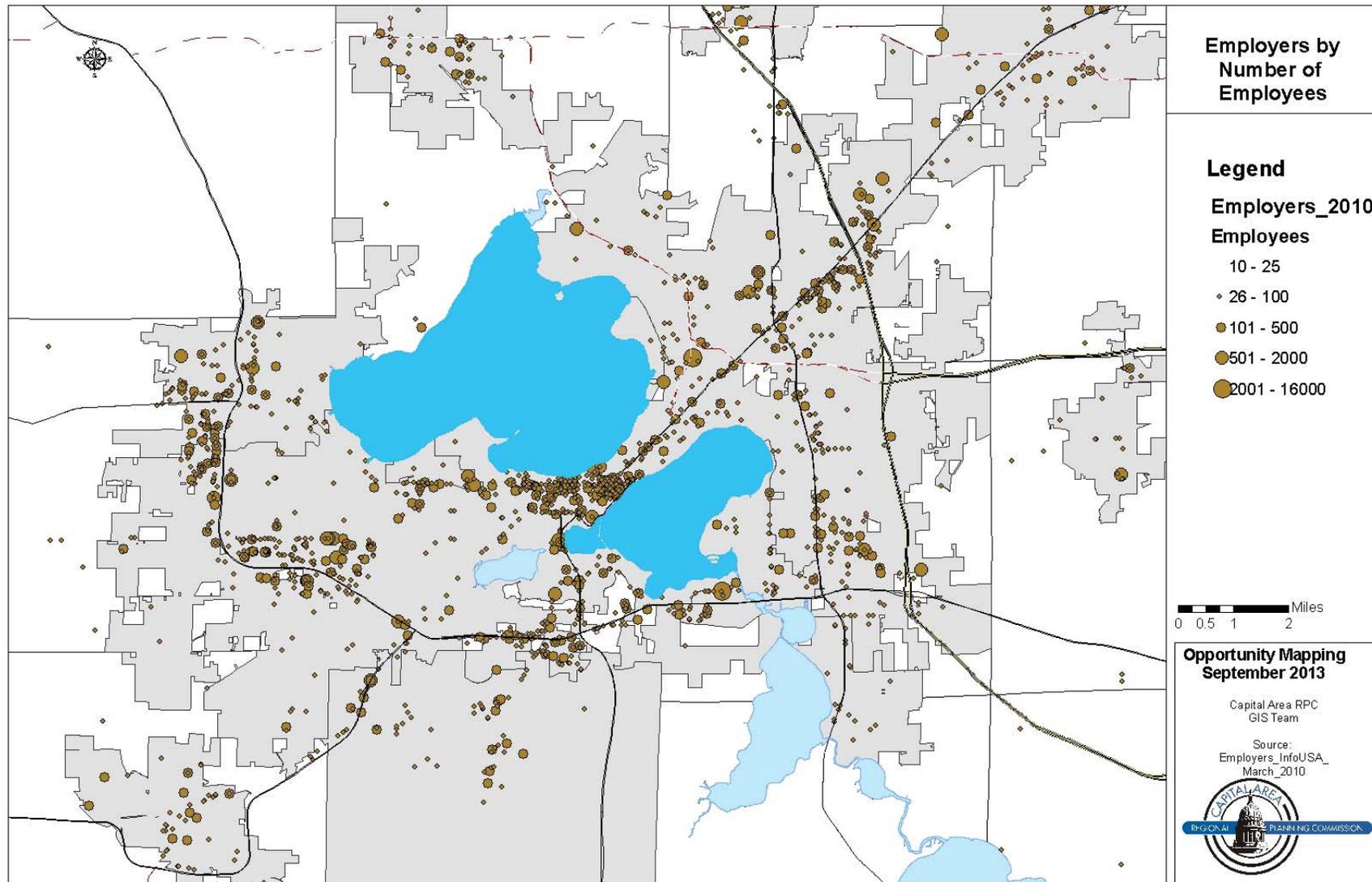
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Source: Employers Info USA, March 2010.

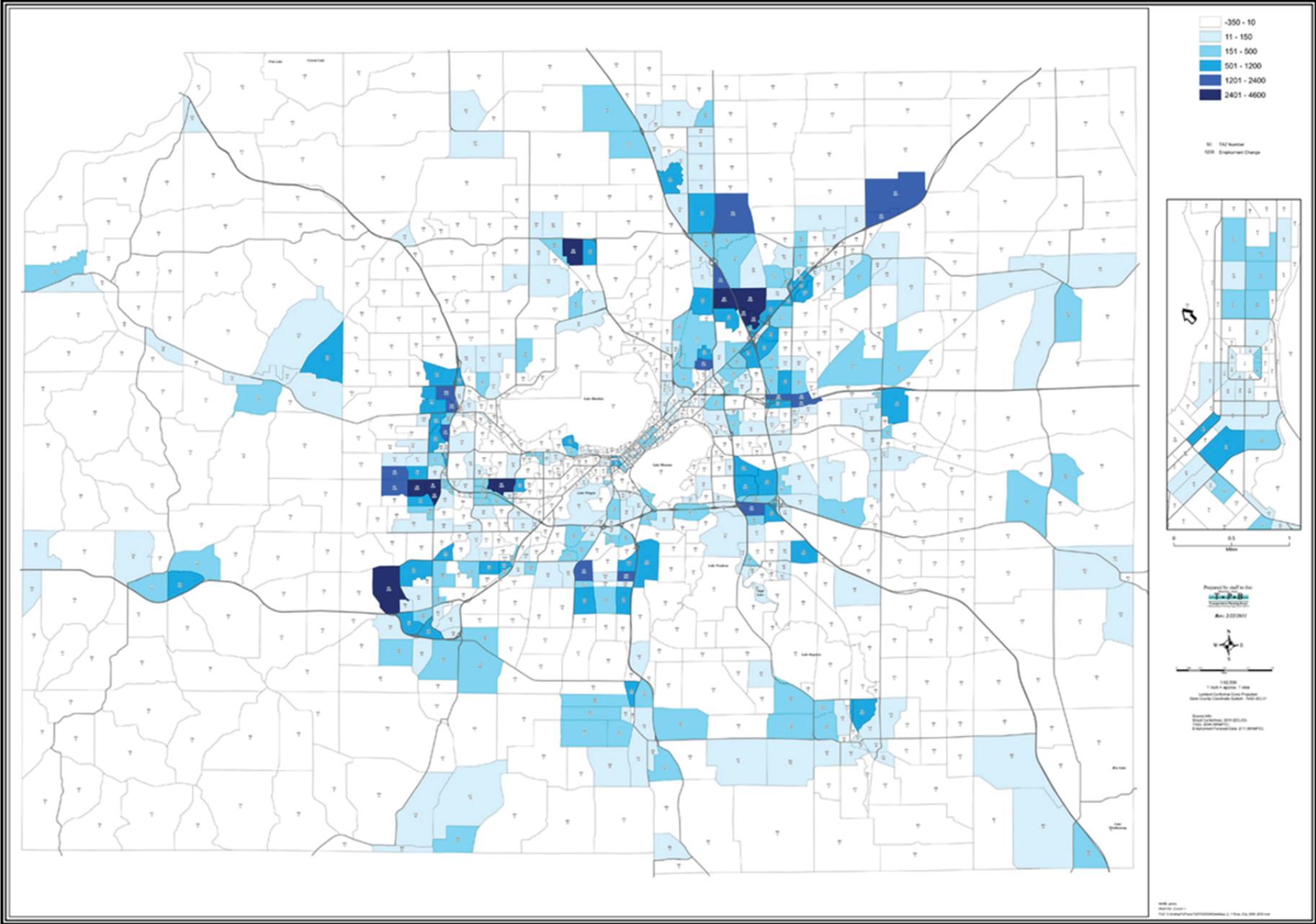
Jobs are concentrated in downtown Madison, the University of Wisconsin, and along major transportation thoroughfares – especially the beltline.

Figure 28 – Madison Area Employment, 2010



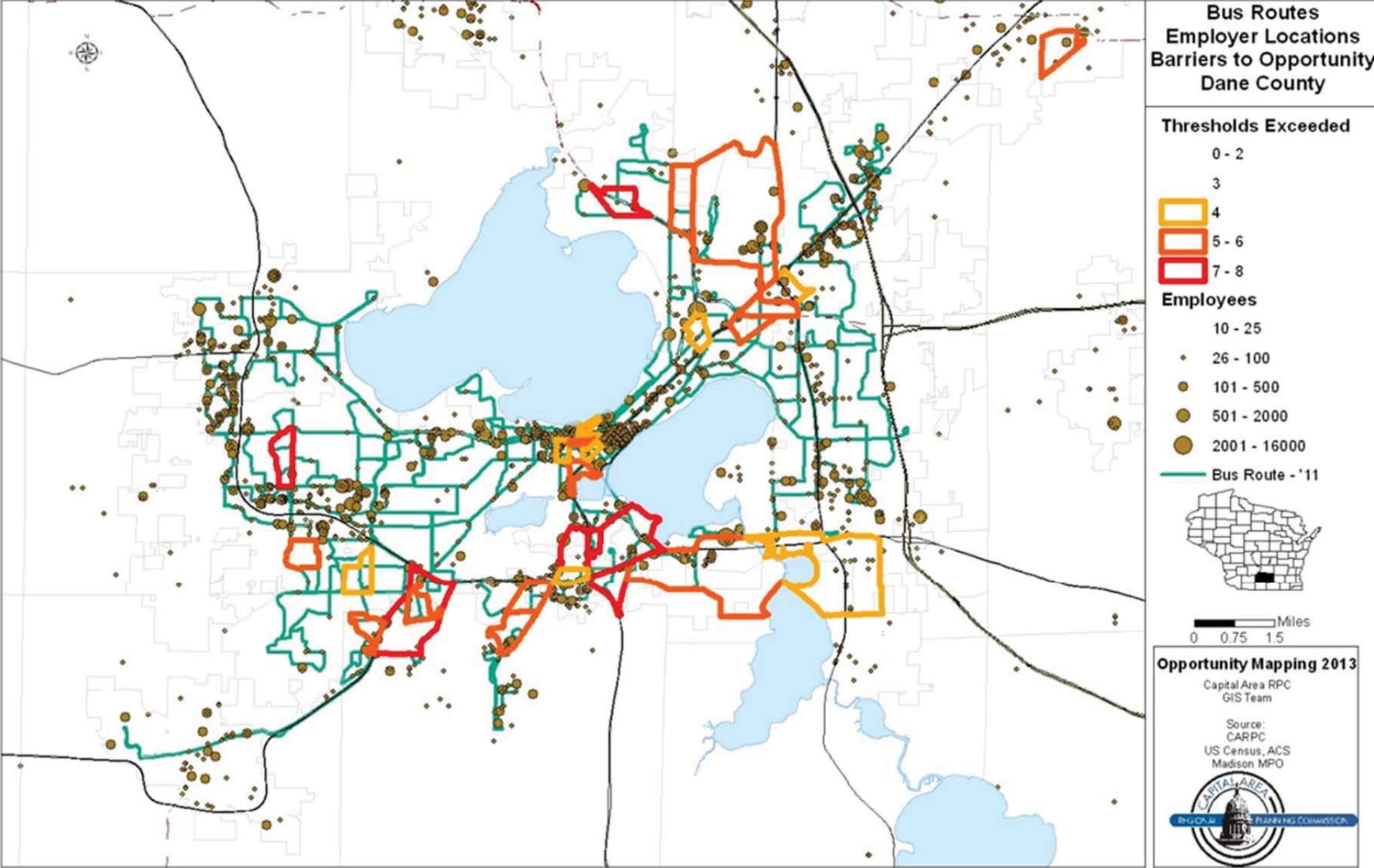
Source: Employers Info USA, March 2010

Figure 29 - Employment Change 2000—2035 by Traffic Analysis Zone



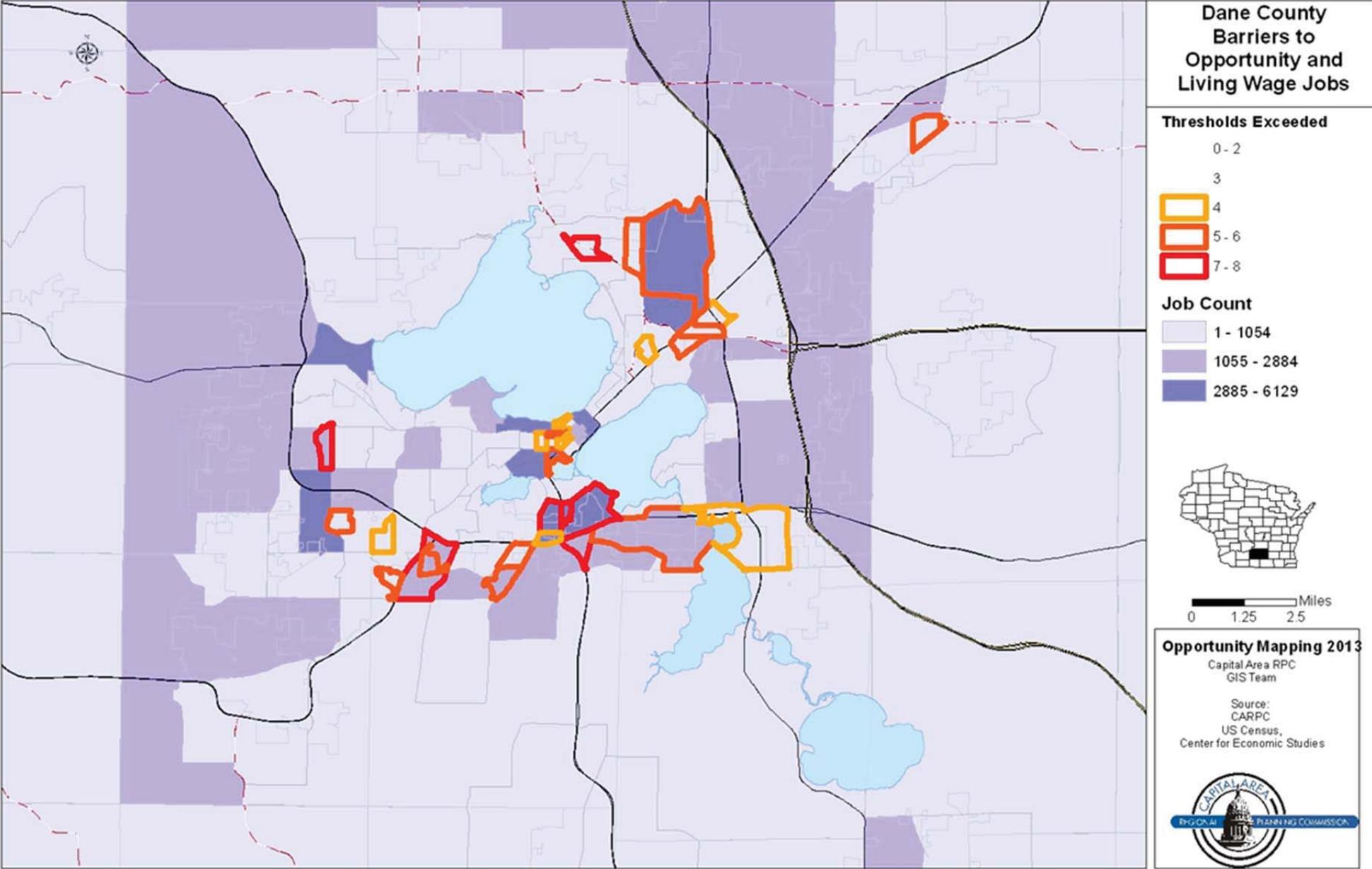
Source: Madison Area Transportation Planning Board

Figure 30 - Employment, Bus Routes, and Barriers to Opportunity, Madison Area 2008-12



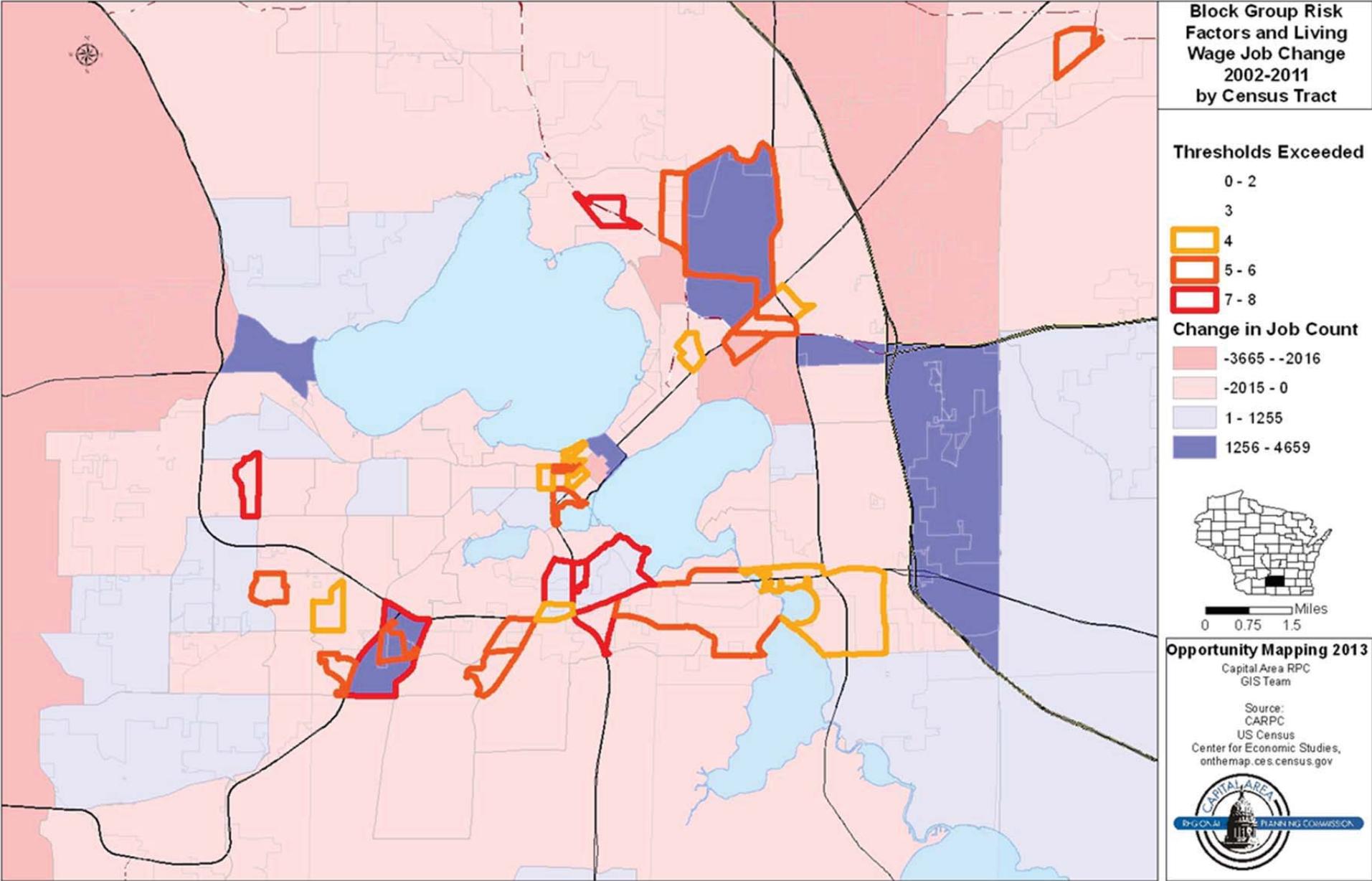
Source: Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2008-12, and Employers Info USA, March 2010

Figure 31 - Living Wage Jobs and Areas with Opportunity Barriers, Madison Area 2011



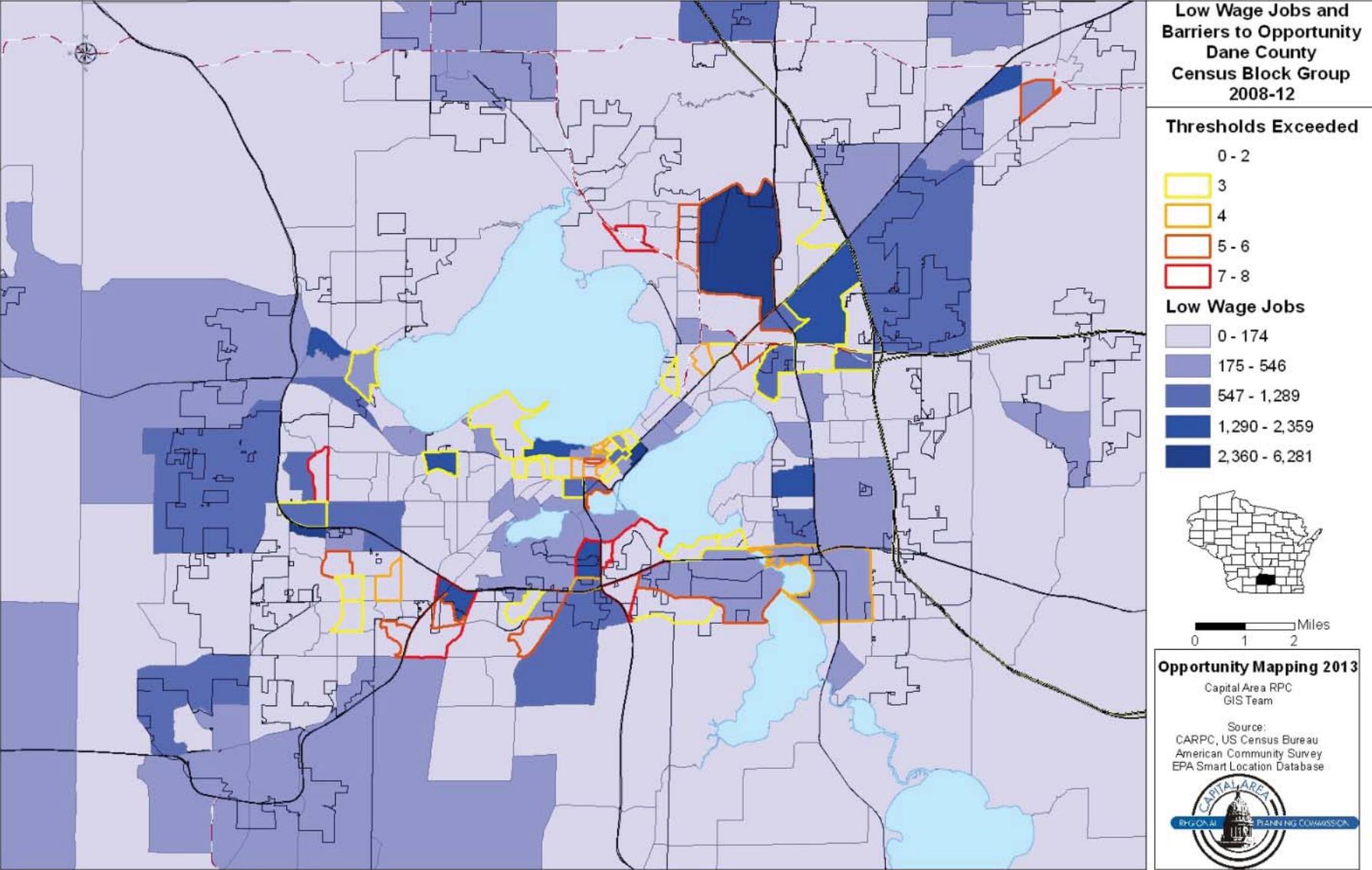
Source: Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2008-12, and Employers Info USA, March 2010

Figure 32 - Change in Living Wage Jobs and Areas with Opportunity Barriers, Madison Area 2002-11



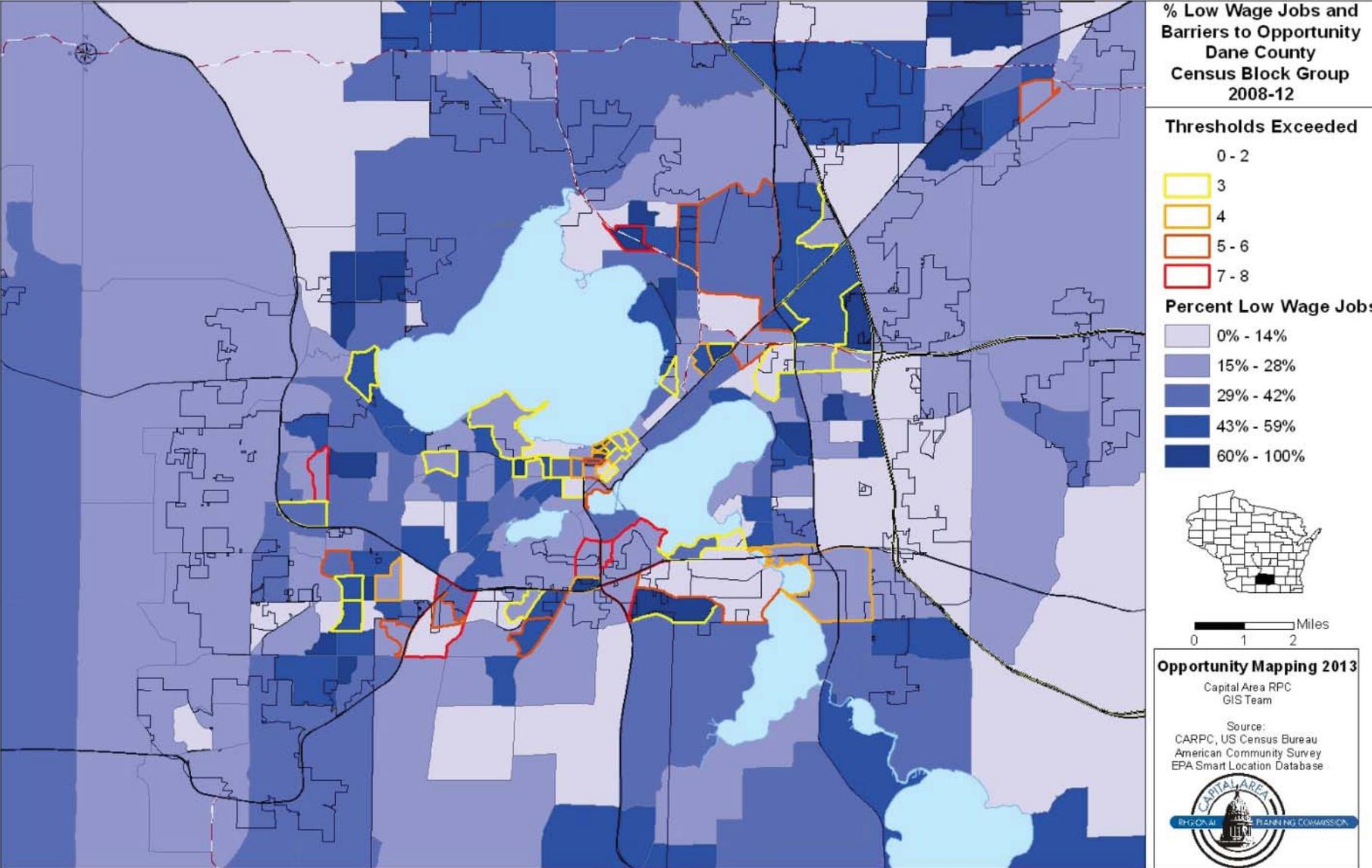
Source: Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2008-12, and Employers Info USA, March 2010

Figure 33: Total Low Wage Jobs in Dane County



Source: EPA Smart Location Database, American Community Survey 2008-12

Figure 34: Percent Low Wage Jobs in Dane County



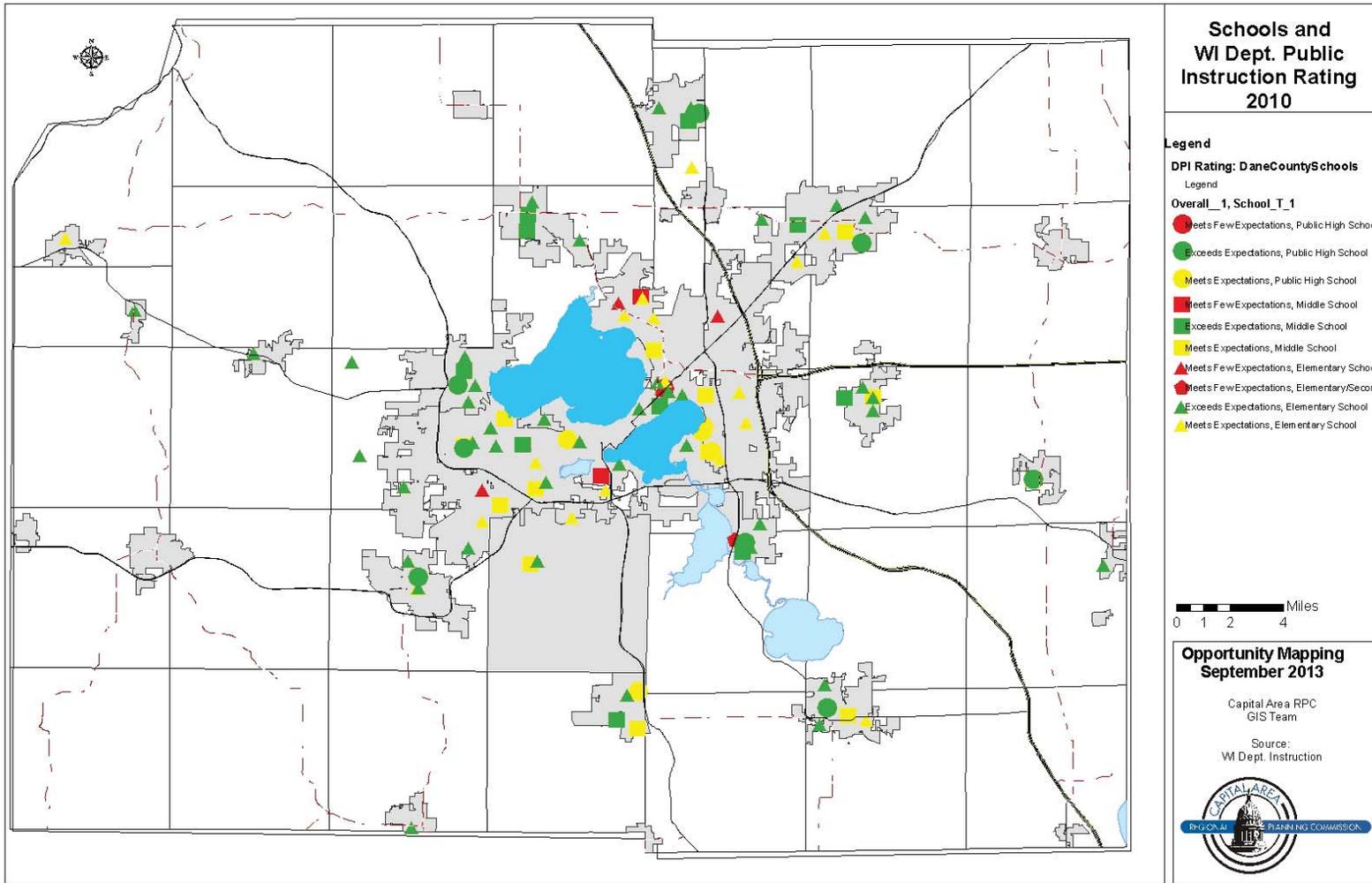
Source: EPA Smart Location Database, American Community Survey 2008-12

Schools

Schools that exceed expectations¹ are mostly located on Madison's west side, isthmus, and in suburbs. Schools rated as meeting few expectations are located in south Madison, southwest Madison, and north Madison (and one in McFarland).

¹ The Wisconsin Department of Public Instruction (DPI) provides report cards on public school performance, as determined by student scores on standardized achievement tests. DPI ratings: exceeds expectations, meets expectations, and meets few expectations.

Figure 35 – Wisconsin Department of Public Instruction (DPI) Ratings, 2010



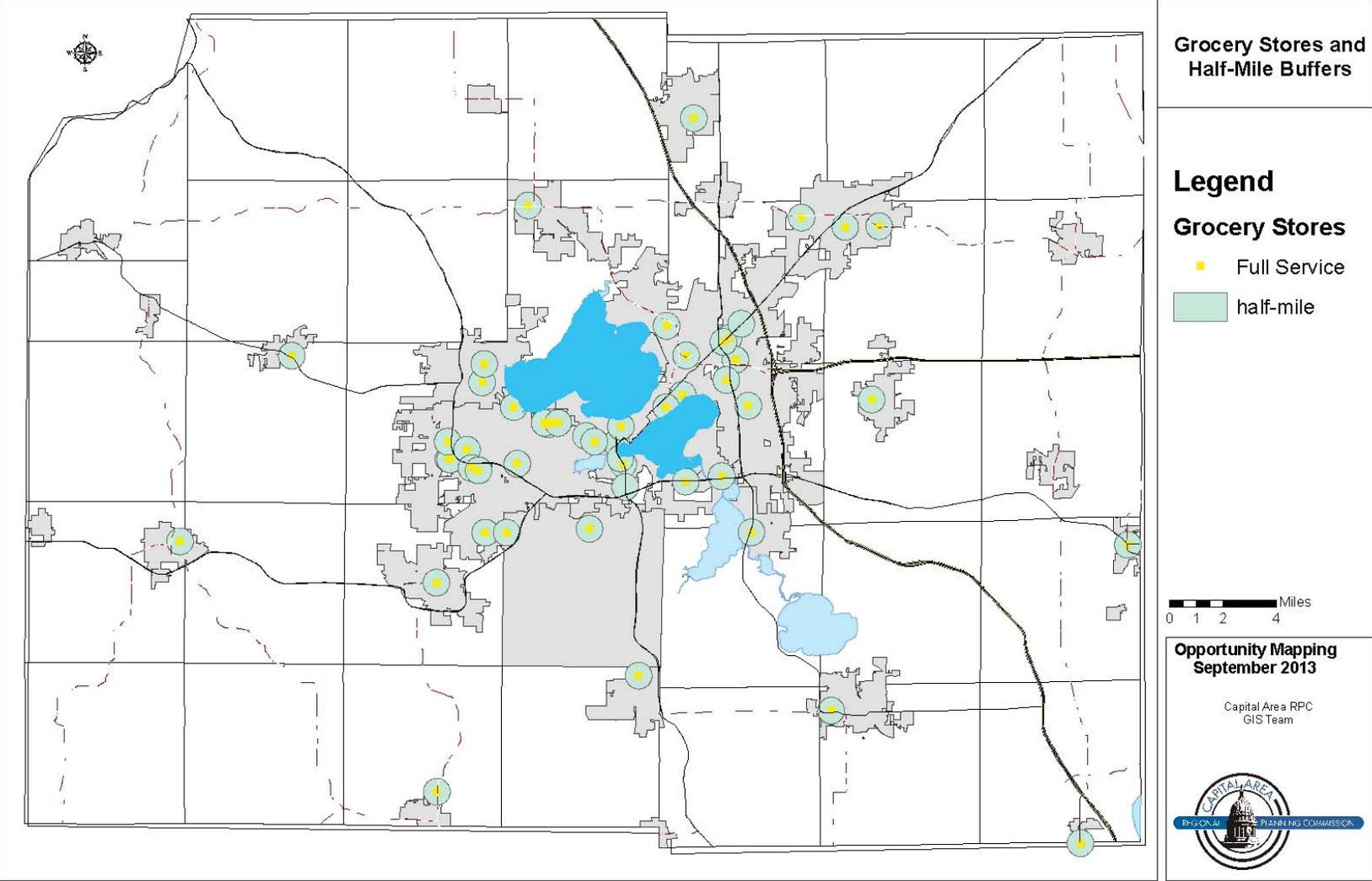
Source: Wisconsin Department of Public Instruction 2010

Healthy Food

Full-service grocery stores² are located along University Avenue in Madison; near the beltline in southwest Madison; on the east side of Madison; and in each of the near-by suburbs.

² A full-service grocery store sell fresh produce during all store hours.

Figure 36 - Full-Service Grocery Stores in Madison, 2013

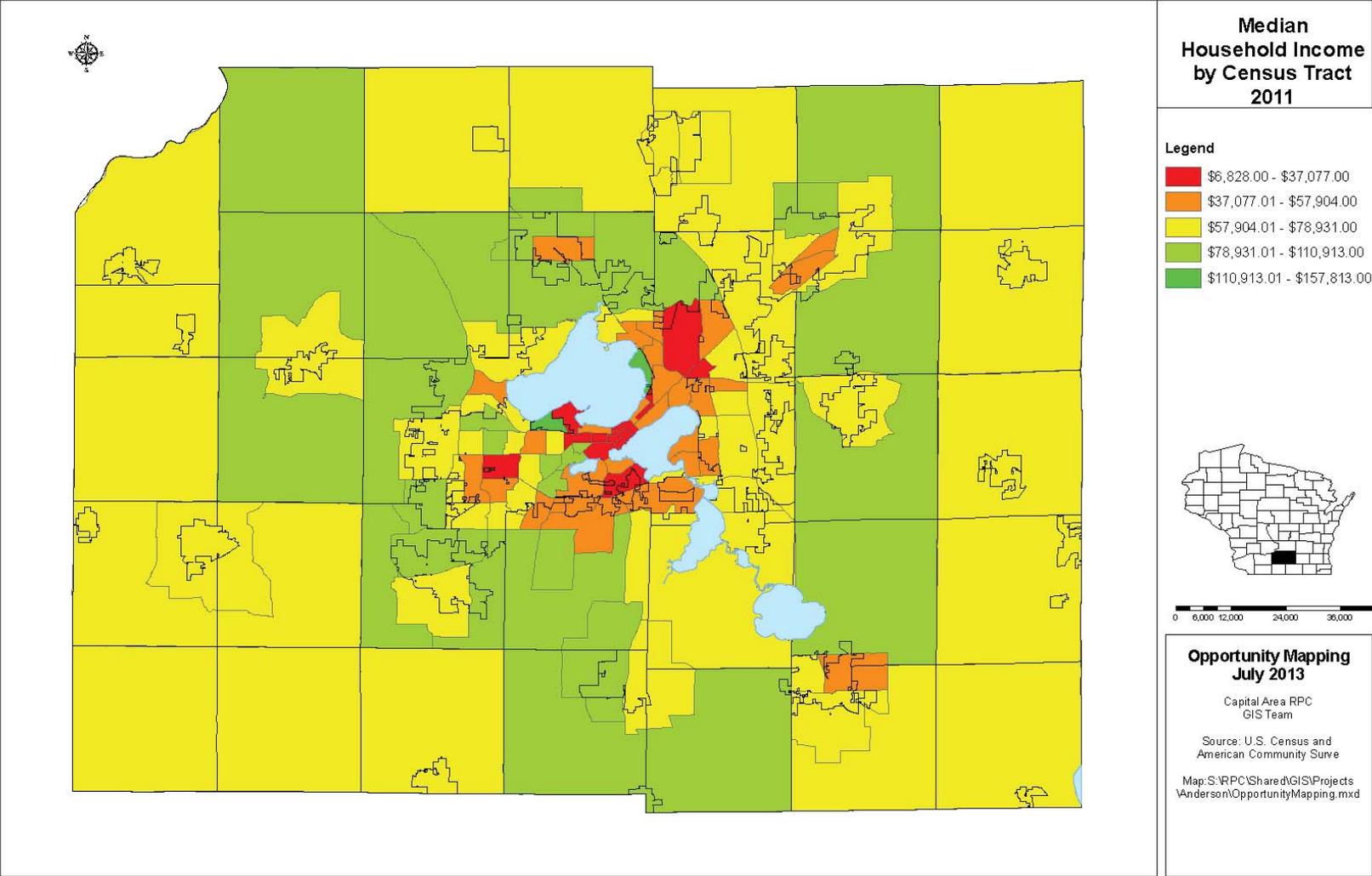


Source: Capital Area Regional Planning Commission

Income

Highest median incomes form a rough circle around the central urban area of the county, as well as portions of Madison's west side and the suburbs of Shorewood Hills and Maple Bluff. Lowest median incomes occupy the center, south, northeast and southwest portions of Madison and extending into the Town of Madison and City of Fitchburg, both to the south.

Figure 37 – Median Household Income by Tract, 2011

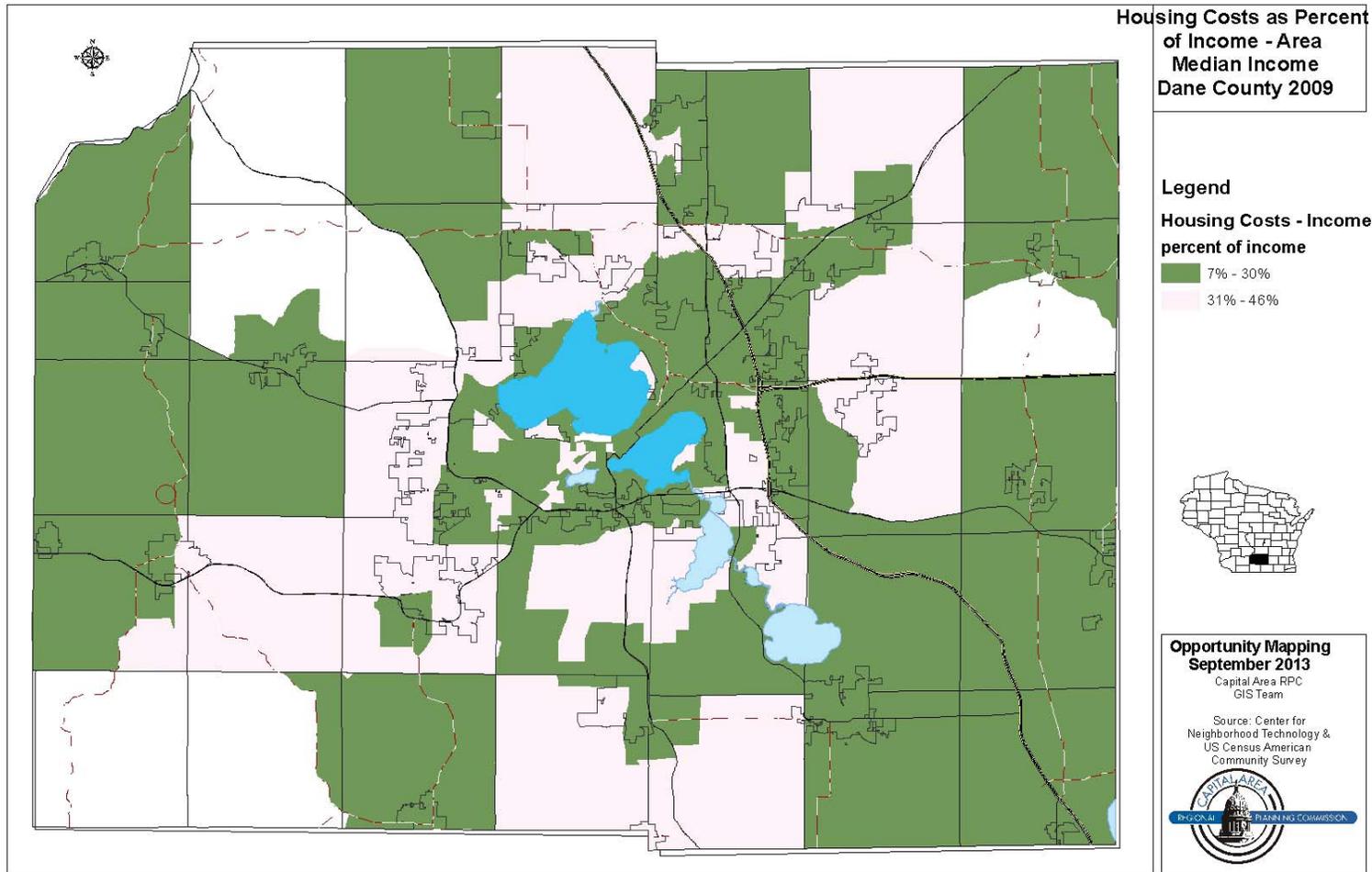


Source: Capital Area Regional Planning Commission and U.S. Census, American Community Survey 2011 5-Year Estimates

Housing

Much of the Cities of Madison, Sun Prairie, Stoughton and Monona, the Village of DeForest, and outer rural areas fall within the affordable category for average households. shows the areas (in green) where a typical regional household³ would be able to spend 30% or less of their income on housing.

Figure 38 - Housing Costs as Percent of Income for Households at 100% of AMI, 2009

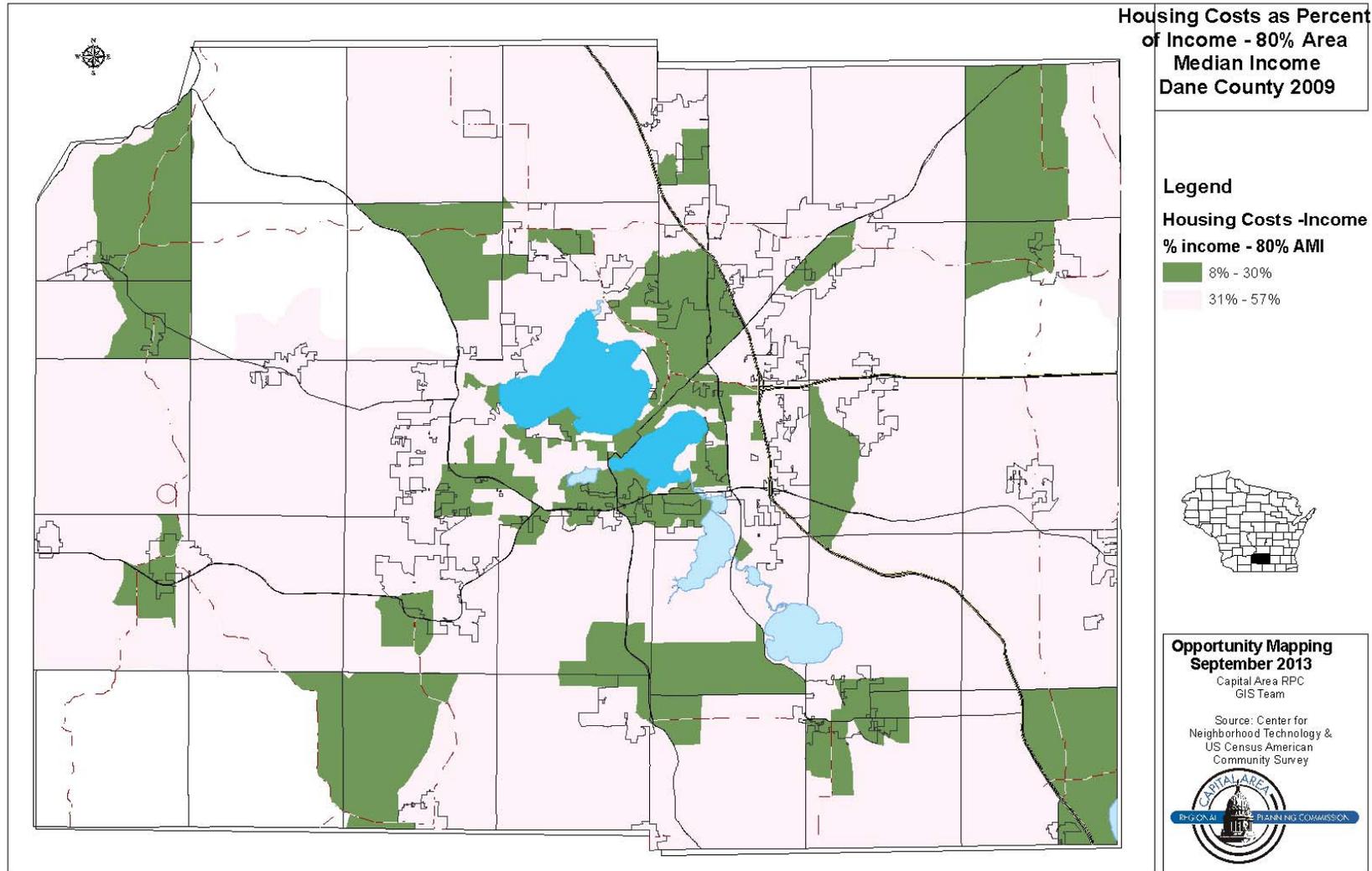


Source: Center for Neighborhood Technology and U.S. Census, American Community Survey

³ A typical regional household in 2011 has 2.39 people, 1.28 workers, and an annual income of \$58,775.

Areas affordable to moderate-income households (at or below 80% of area median income) are substantially fewer than for average-income households

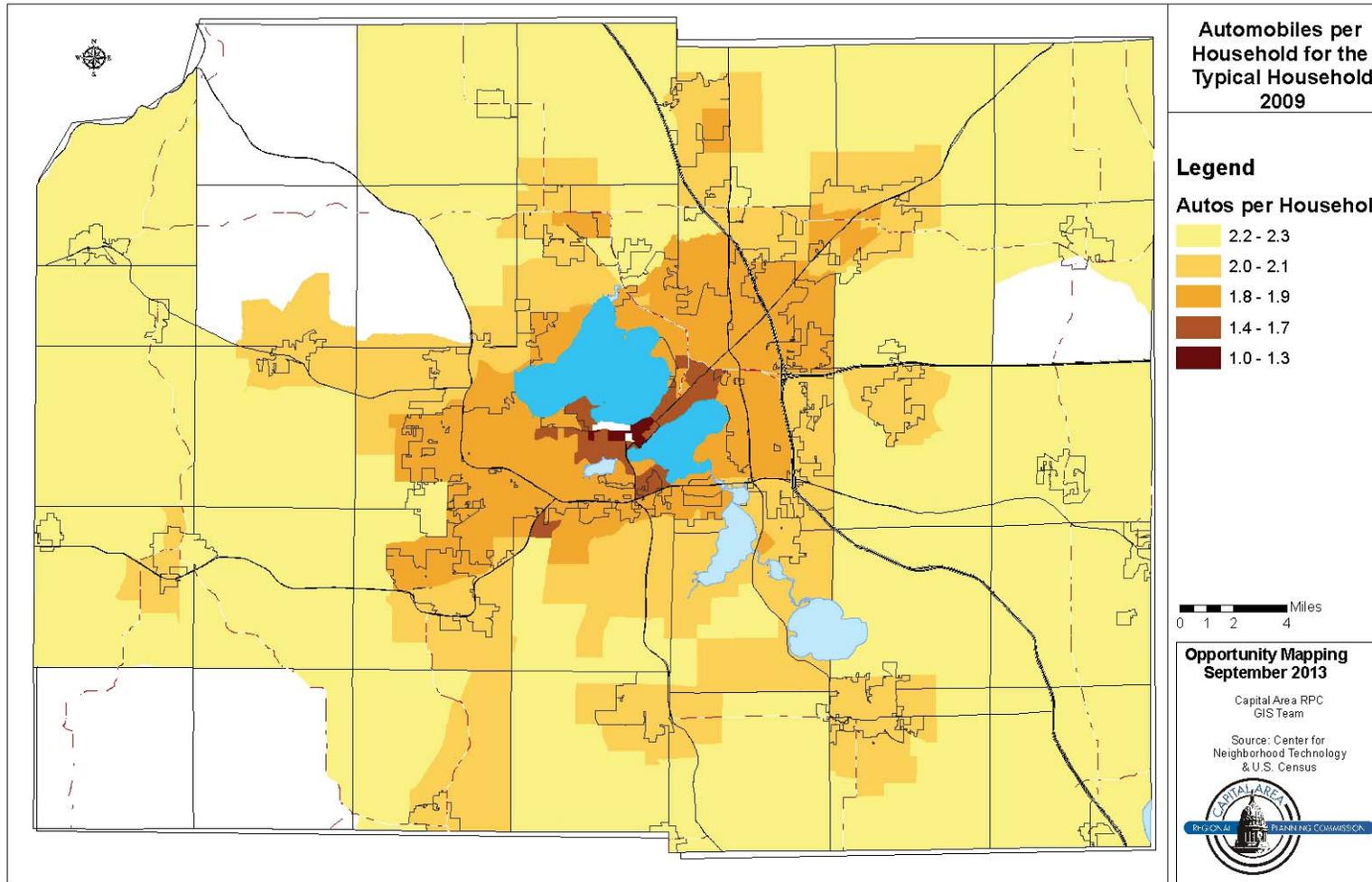
Figure 39- Housing Costs as Percent of Income for Households at 80% of AMI, 2009



Source: Center for Neighborhood Technology and U.S. Census, American Community Survey

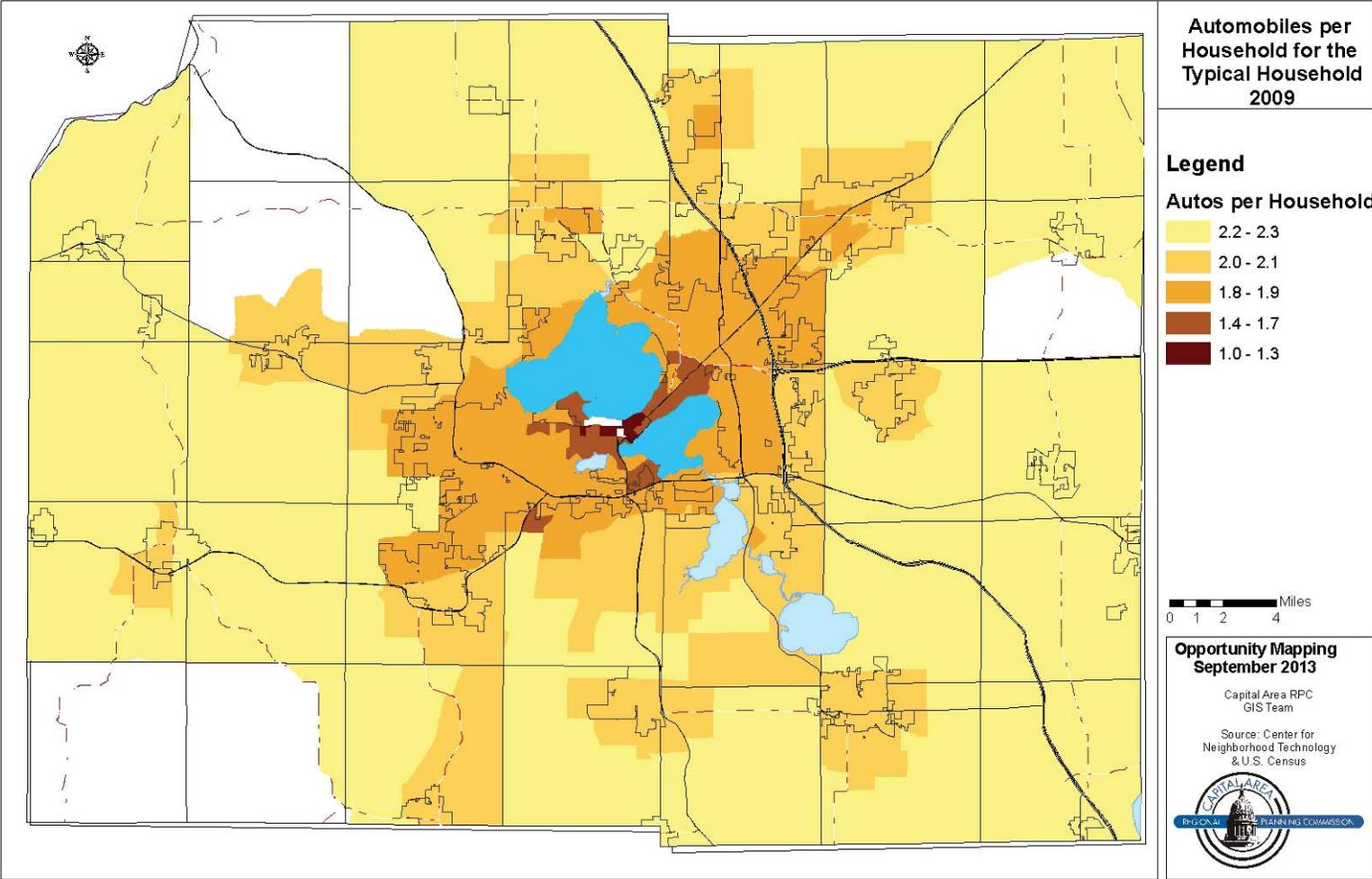
Transportation

Automobiles



Car ownership increases as one moves farther from the center towards areas with fewer options for travel without cars. The difference between central area and suburban areas is about equivalent to one additional car per household.

Figure 40 - Automobiles per Household, 2009



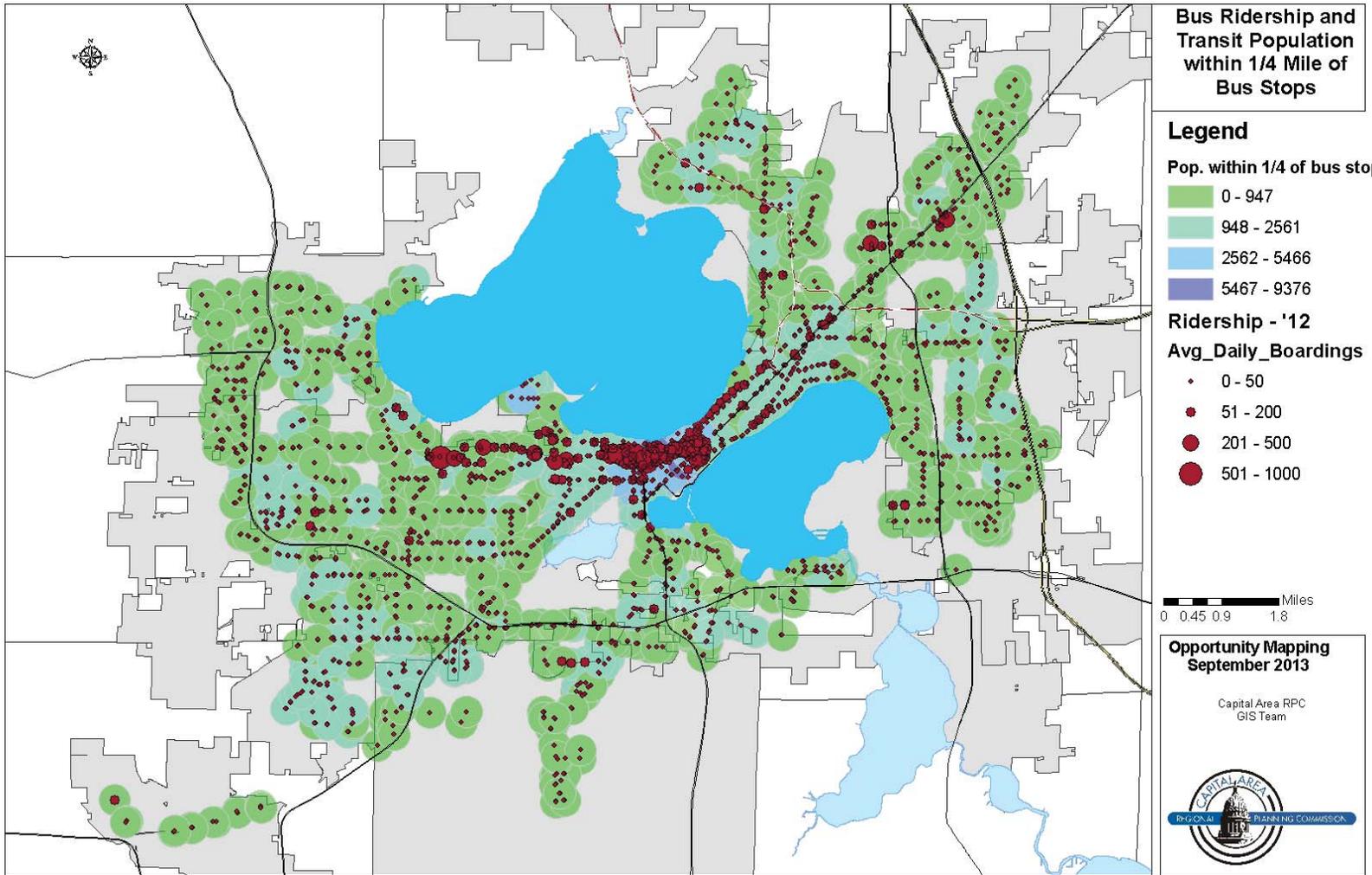
Source: Center for Neighborhood Technology and U.S. Census

Transit

This map shows population within a quarter mile of each Madison Metro bus stop (color shading) and average daily ridership (size of dot).

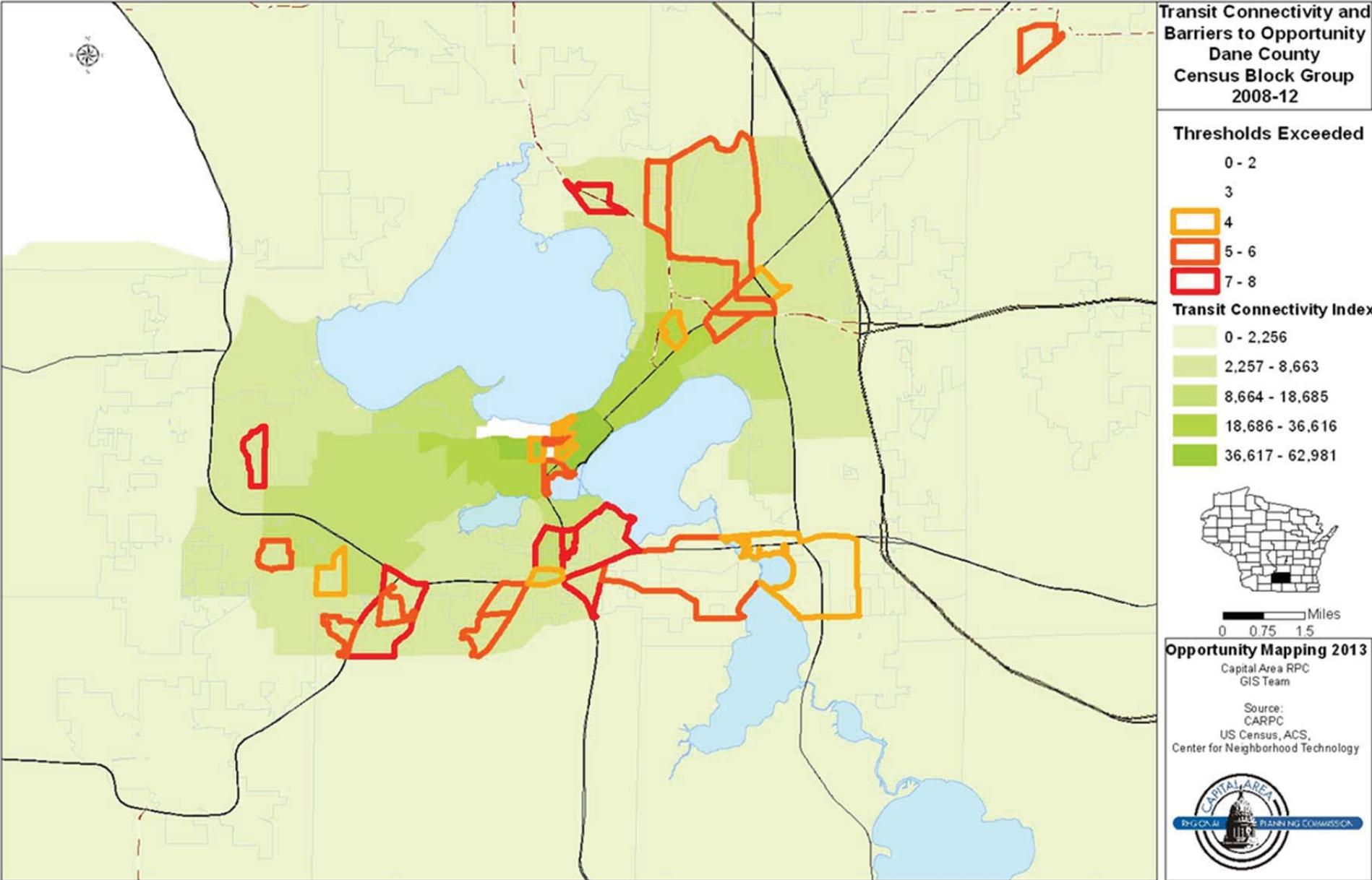
Population and ridership are greatest in the downtown and UW campus area, and along University Avenue heading west from campus.

Figure 41 - Bus Ridership and Transit Population within One Fourth Mile of Bus Stops, 2010



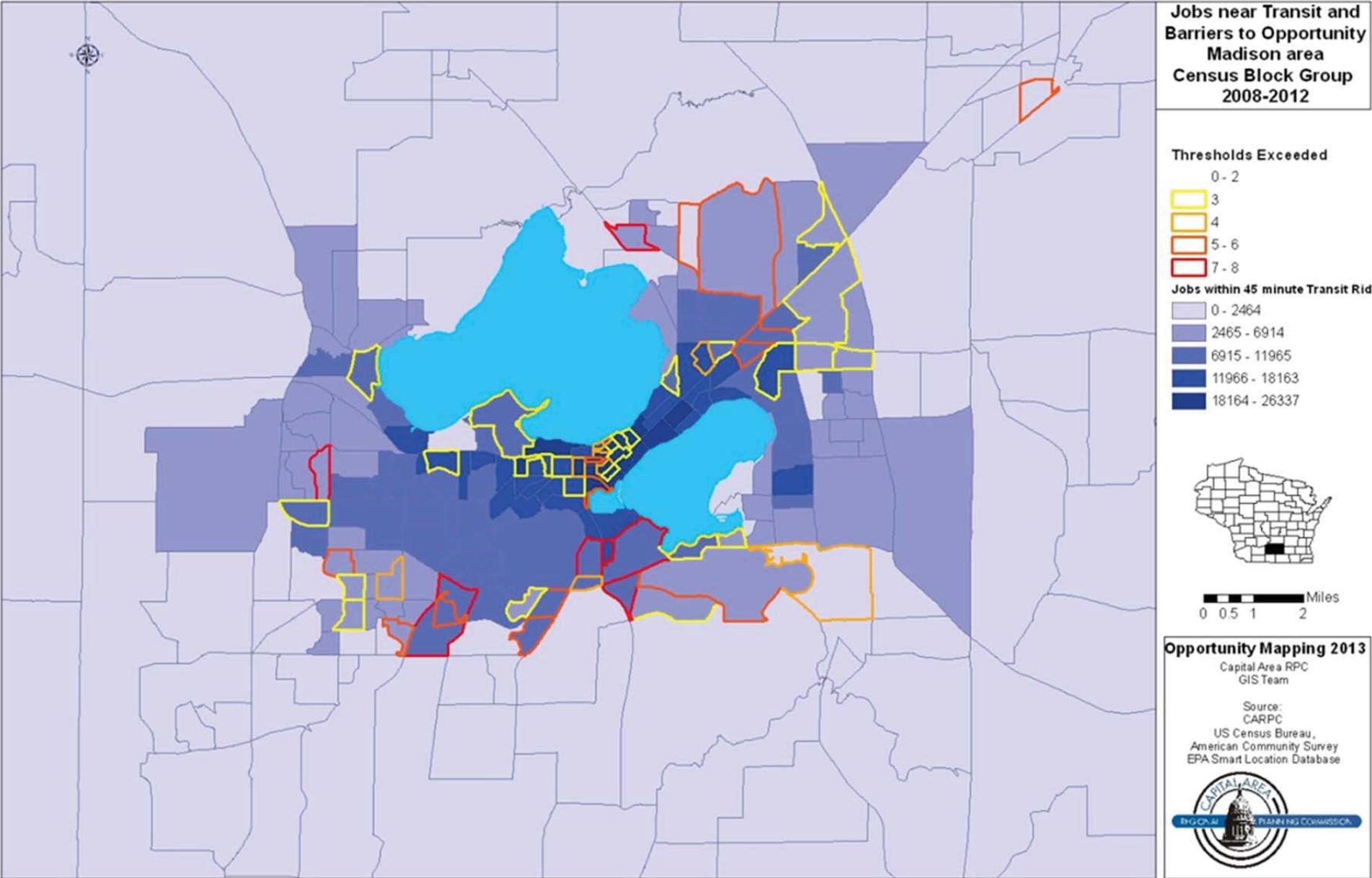
Source: Capital Area Regional Planning Commission, Madison Metro, and U.S. Census

Figure 42 - Transit Access and Barriers to Opportunity, Madison Area, 2008-12



Source: Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2008-12, and Employers Info USA, March 2010

Figure 43 - Jobs Within a 45 Minute Transit Ride



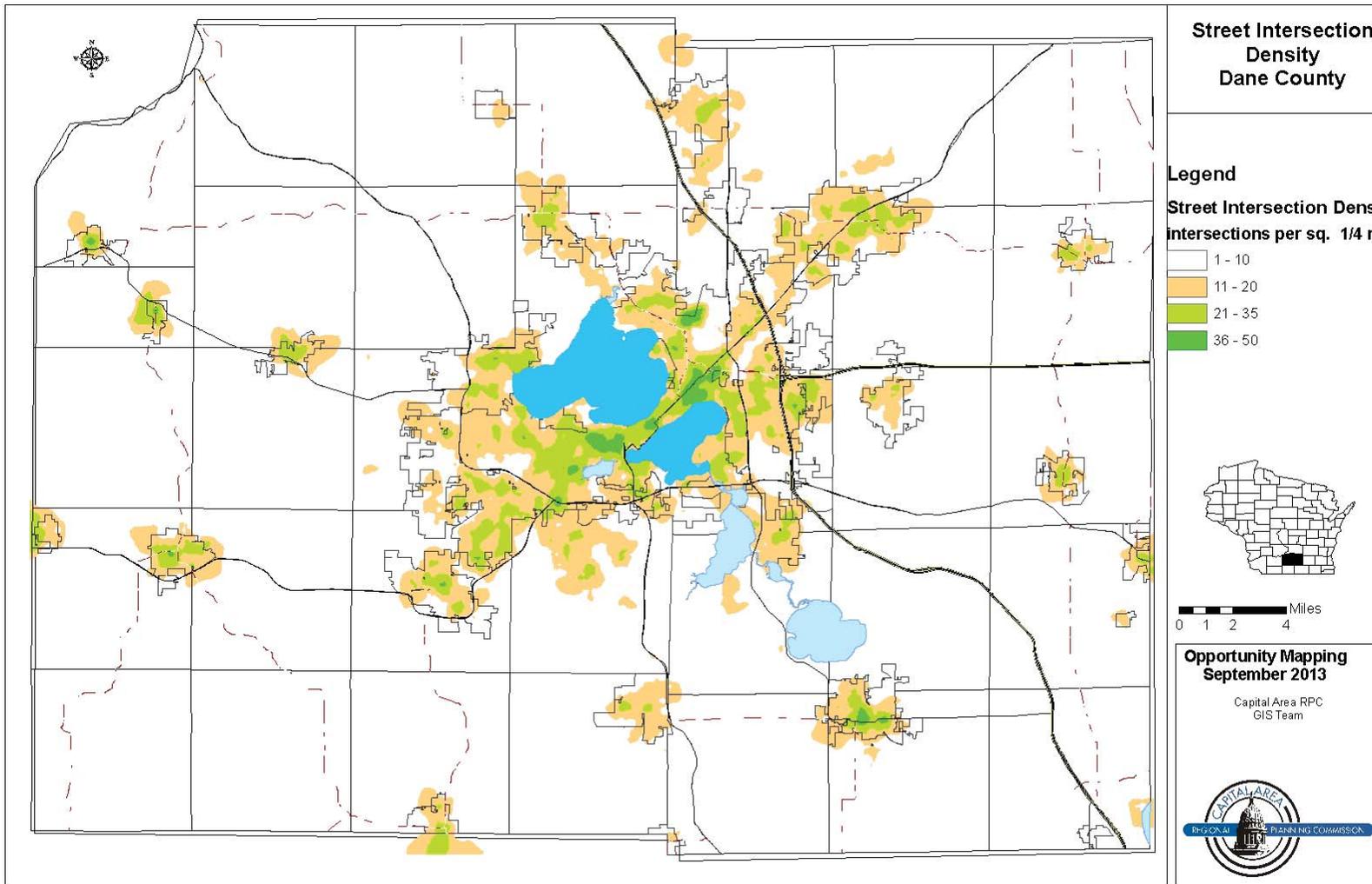
Source: EPA Smart Location Database and American Community Survey 2008-12

Walking

This map shows the number of street intersections per square quarter mile. Darker green shows the most walkable areas (meeting LEED-ND requirements) and light green moderately walkable. Tan areas are difficult-to-walk areas and White areas are essentially not walkable.

Areas of high walkability, according to this measure, are near the UW campus, downtown and near east side of Madison.

Figure 44 – Street Intersection Densities, 2010



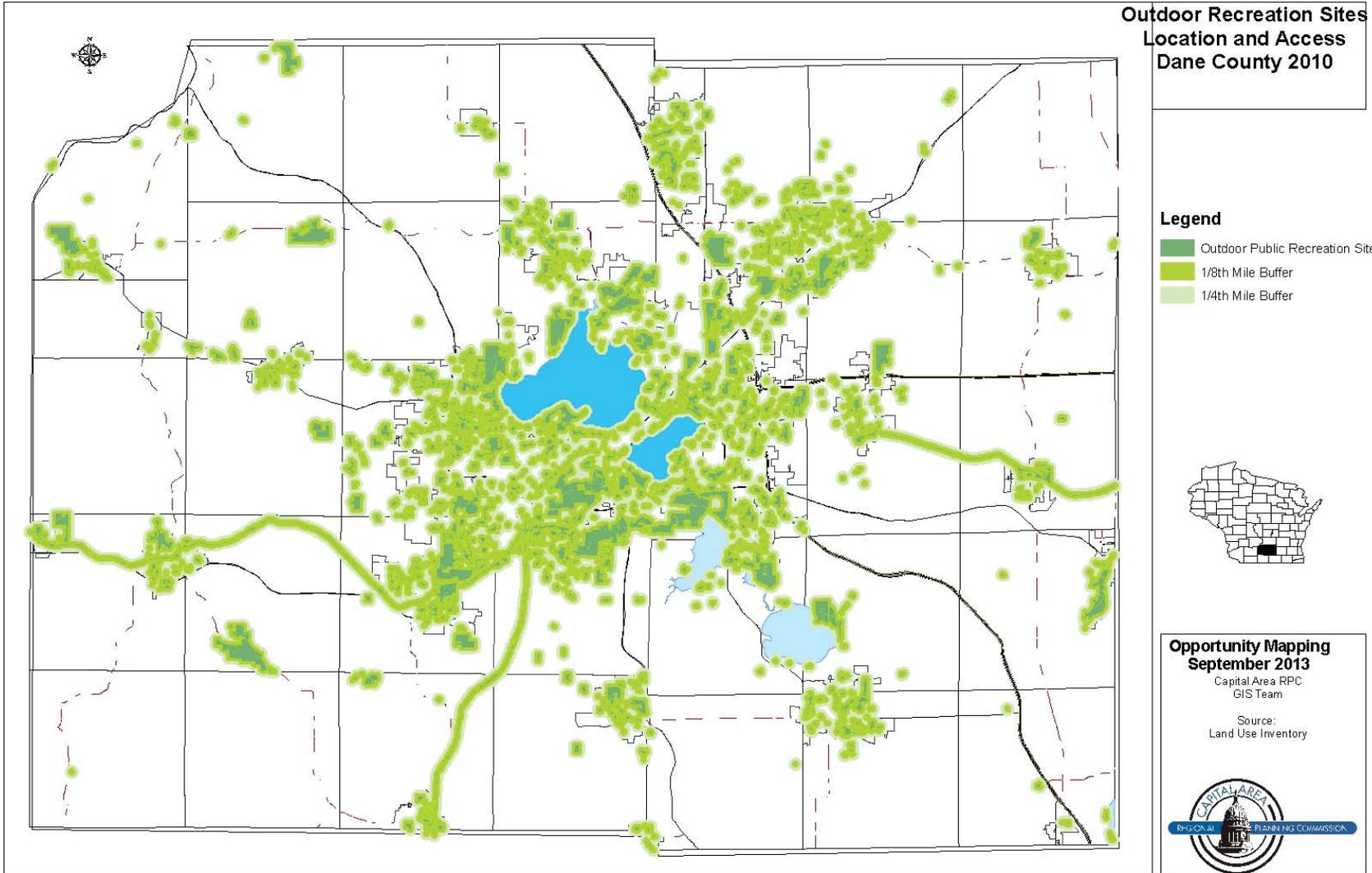
Source: Capital Area Regional Planning Commission

Park and Open Space

This map shows existing parks and a quarter mile radius around the parks.

Most areas of cities and villages in the region are within a quarter mile of parks.

Figure 46 – Dane County Outdoor Recreation Sites, Location and Access, 2010

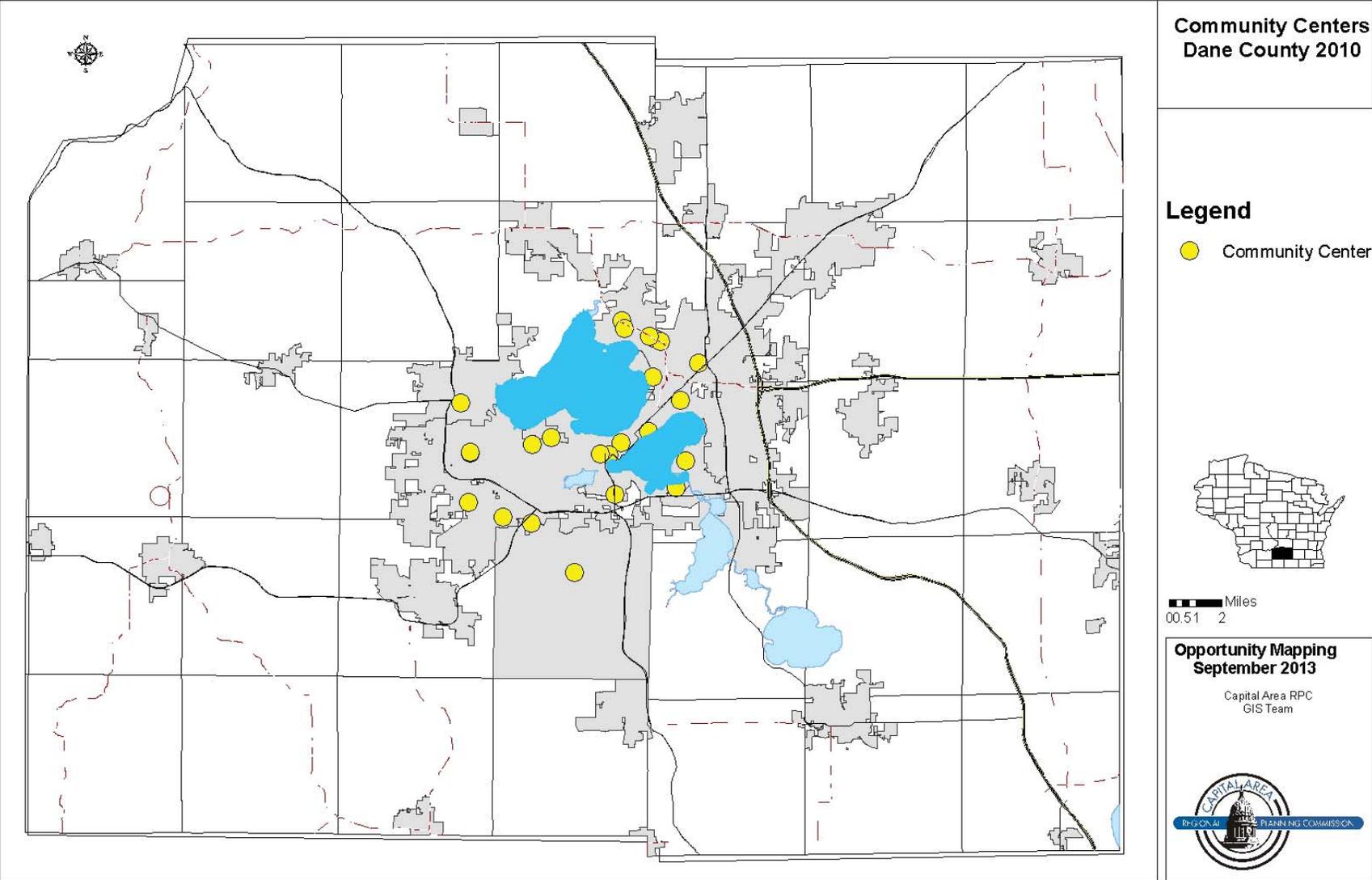


Source: CARPC and Dane County Land Use Inventory

Community Centers

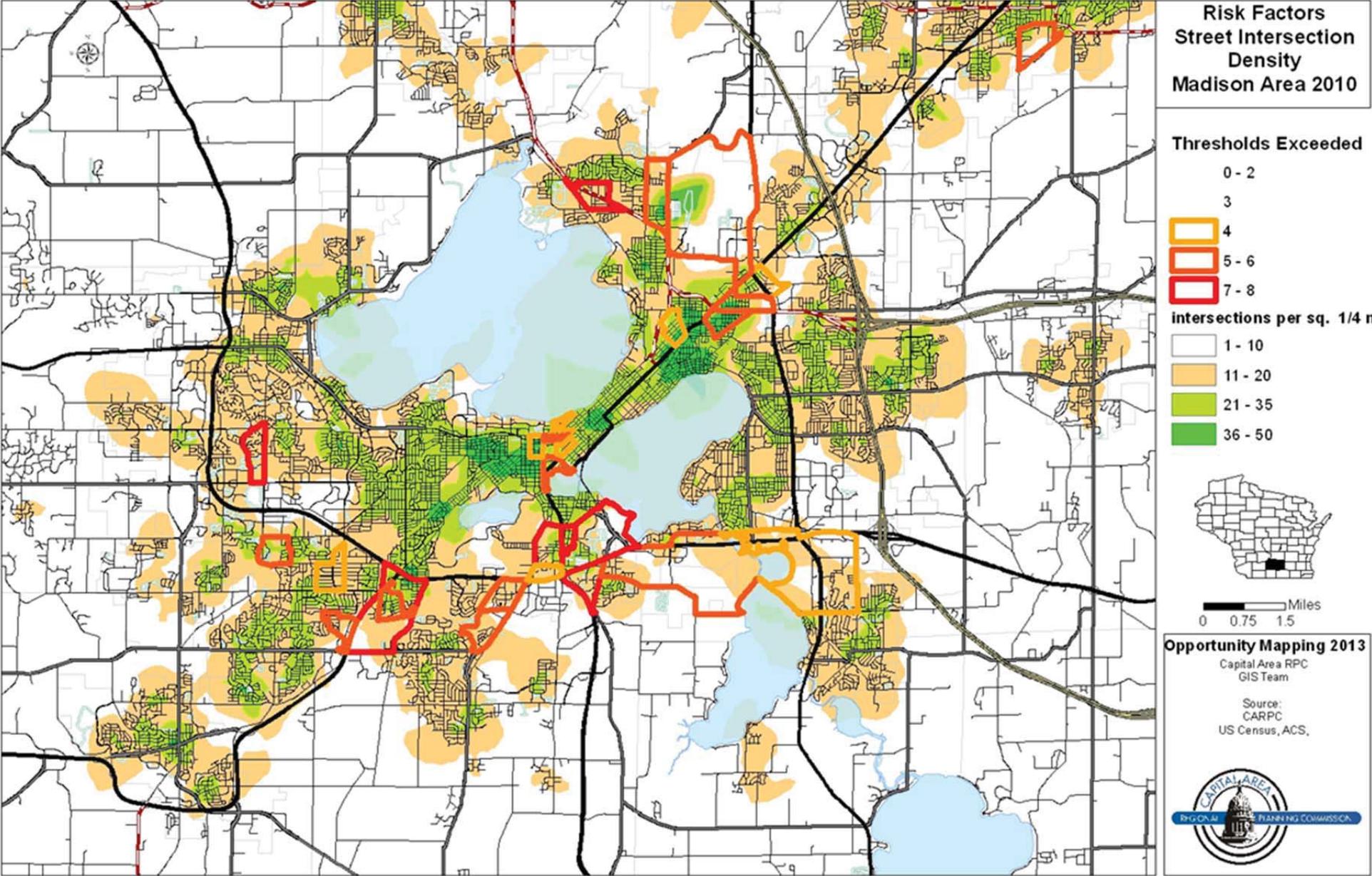
The distribution of community centers in the county is almost entirely within the City of Madison.

Figure 47 – Community Centers, 2010



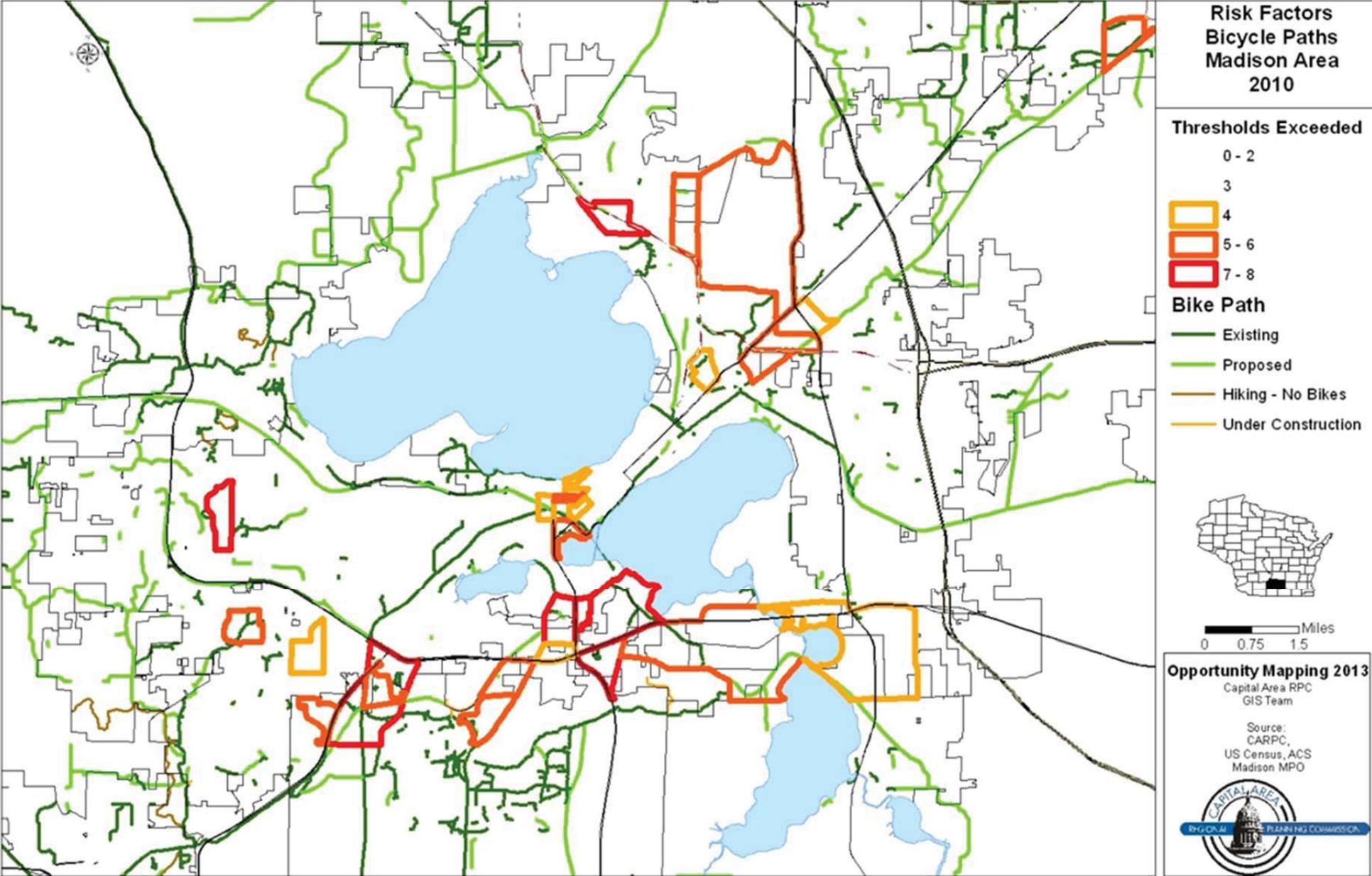
Source: Capital Area Regional Planning Commission

Figure 48 - Street Intersection Density and Areas with Opportunity Barriers, Madison Area 2008-12



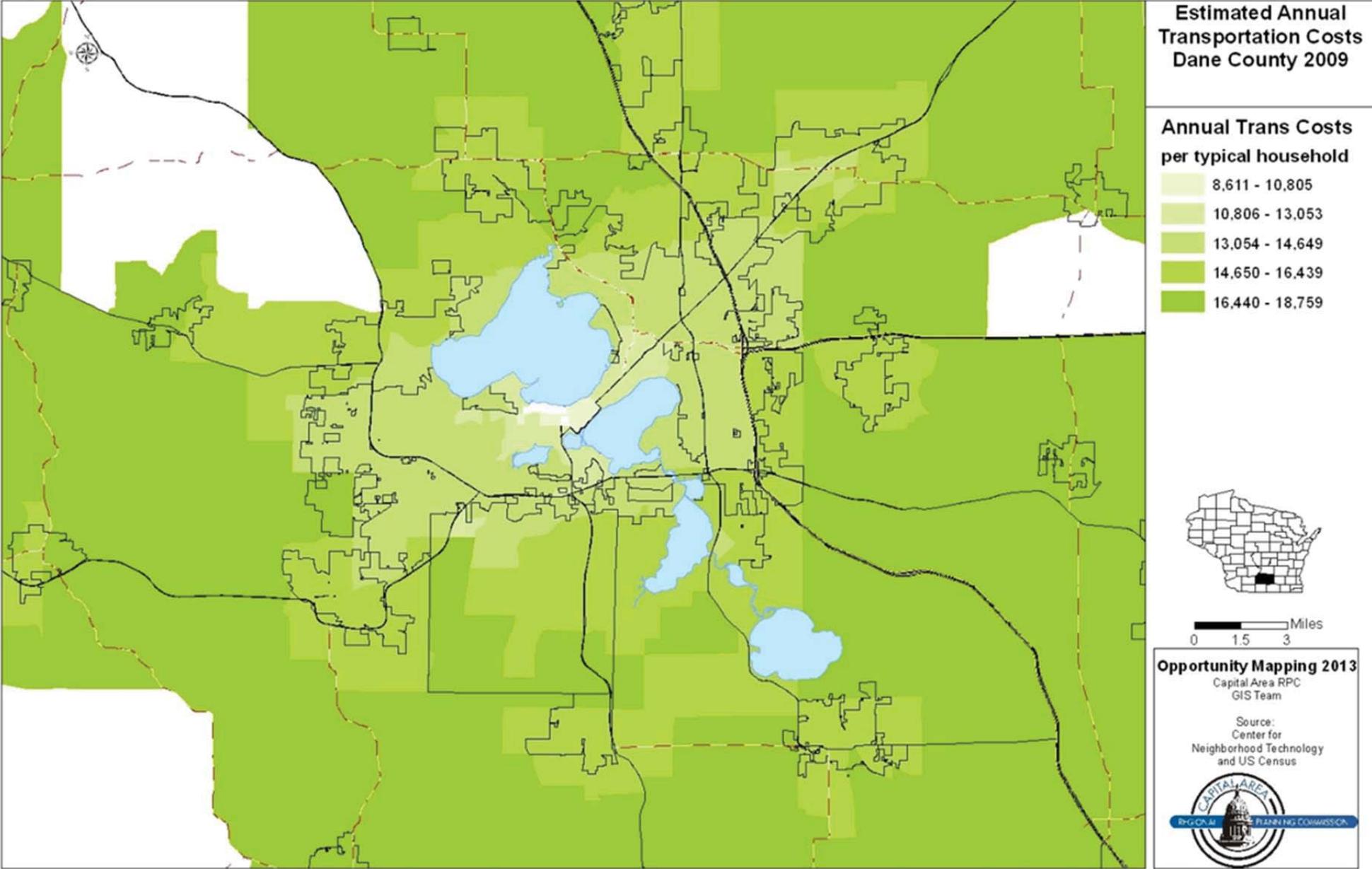
Source: Capital Area Regional Planning Commission and U.S. Census, American Community Survey 5-year estimates, 2008-12

Figure 49 - Bicycle Paths and Areas with Opportunity Barriers, Madison Area 2008-12



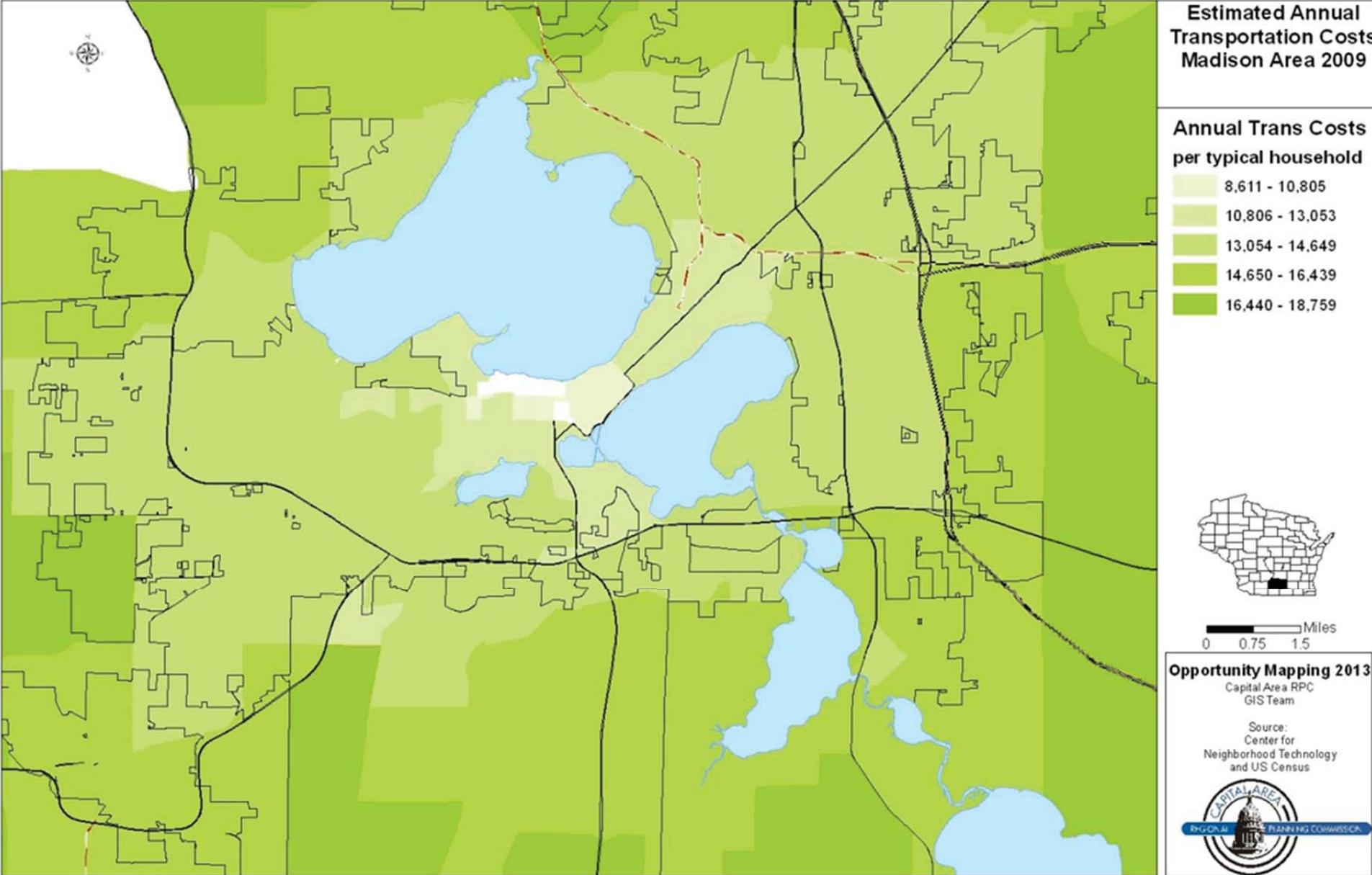
Source: Capital Area Regional Planning Commission and U.S. Census, American Community Survey 5-year estimates, 2008-12

Figure 50 - Estimated Annual Transportation Costs, Dane County 2009



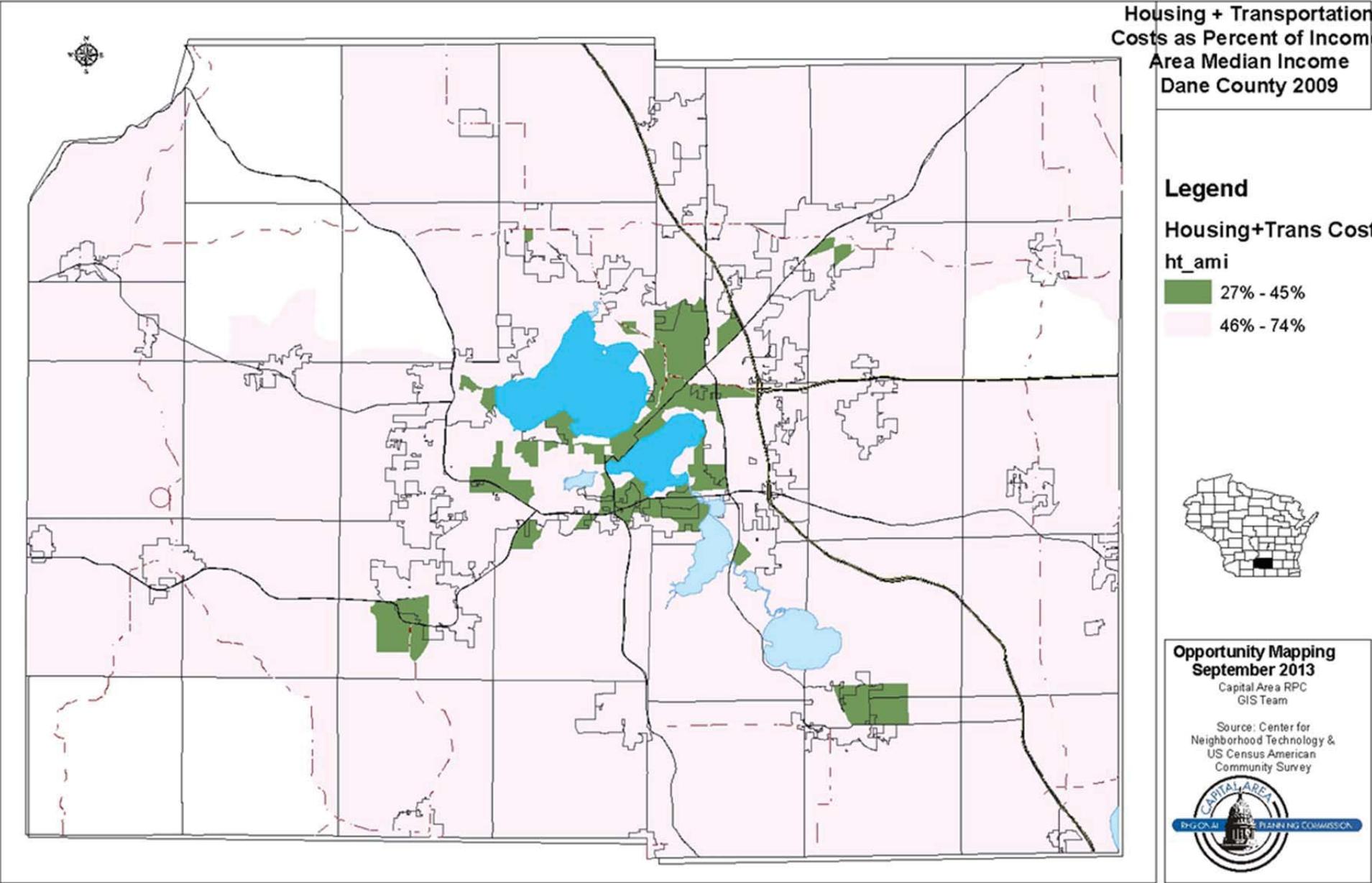
Source: Center for Neighborhood Technology and U.S. Census

Figure 51 - Estimated Annual Transportation Costs, Madison Area 2009



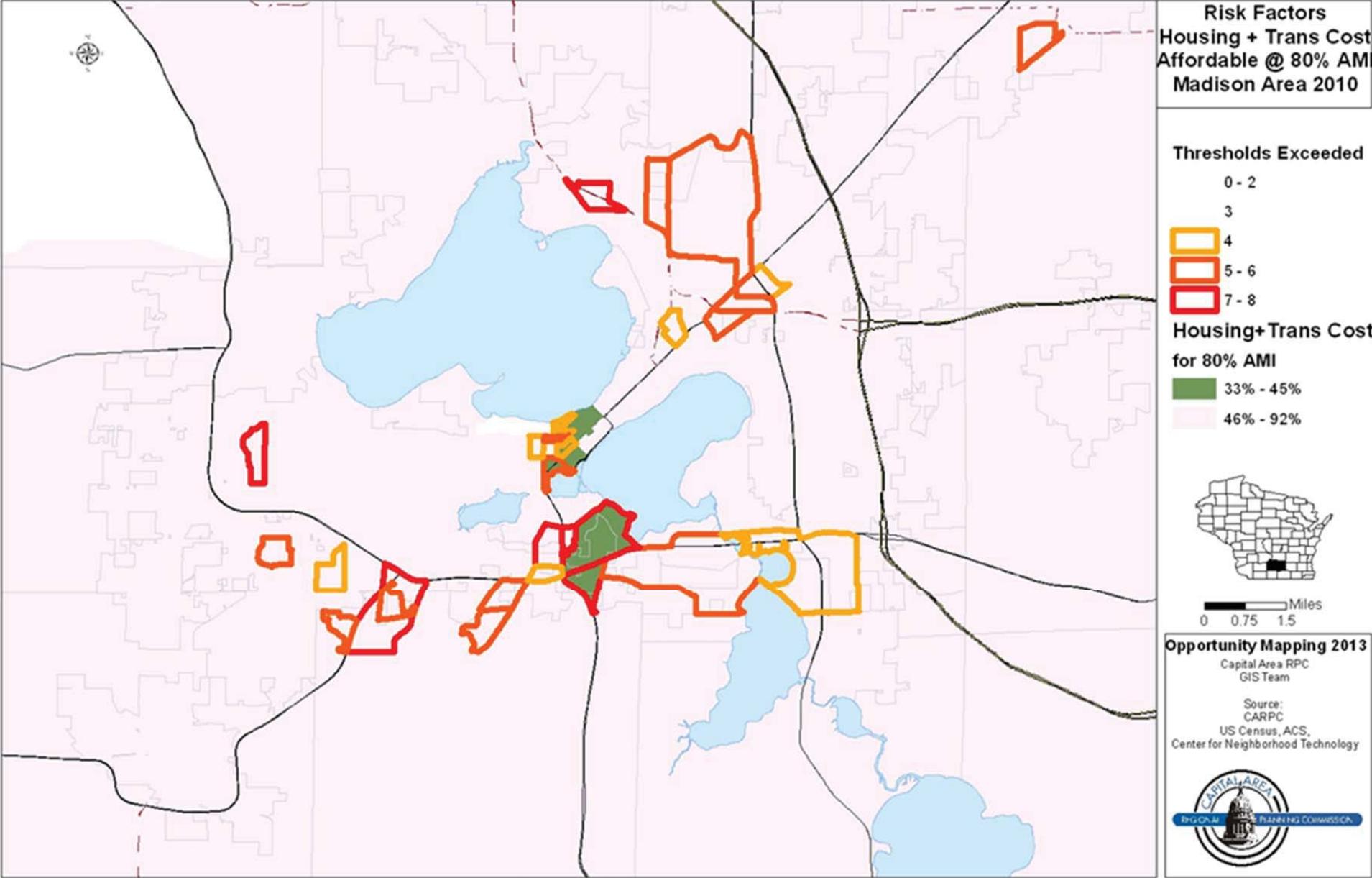
Source: Center for Neighborhood Technology and U.S. Census

Figure 52 - Housing & Transportation Costs as Percent of Income for Households at 100% of AMI, 2009



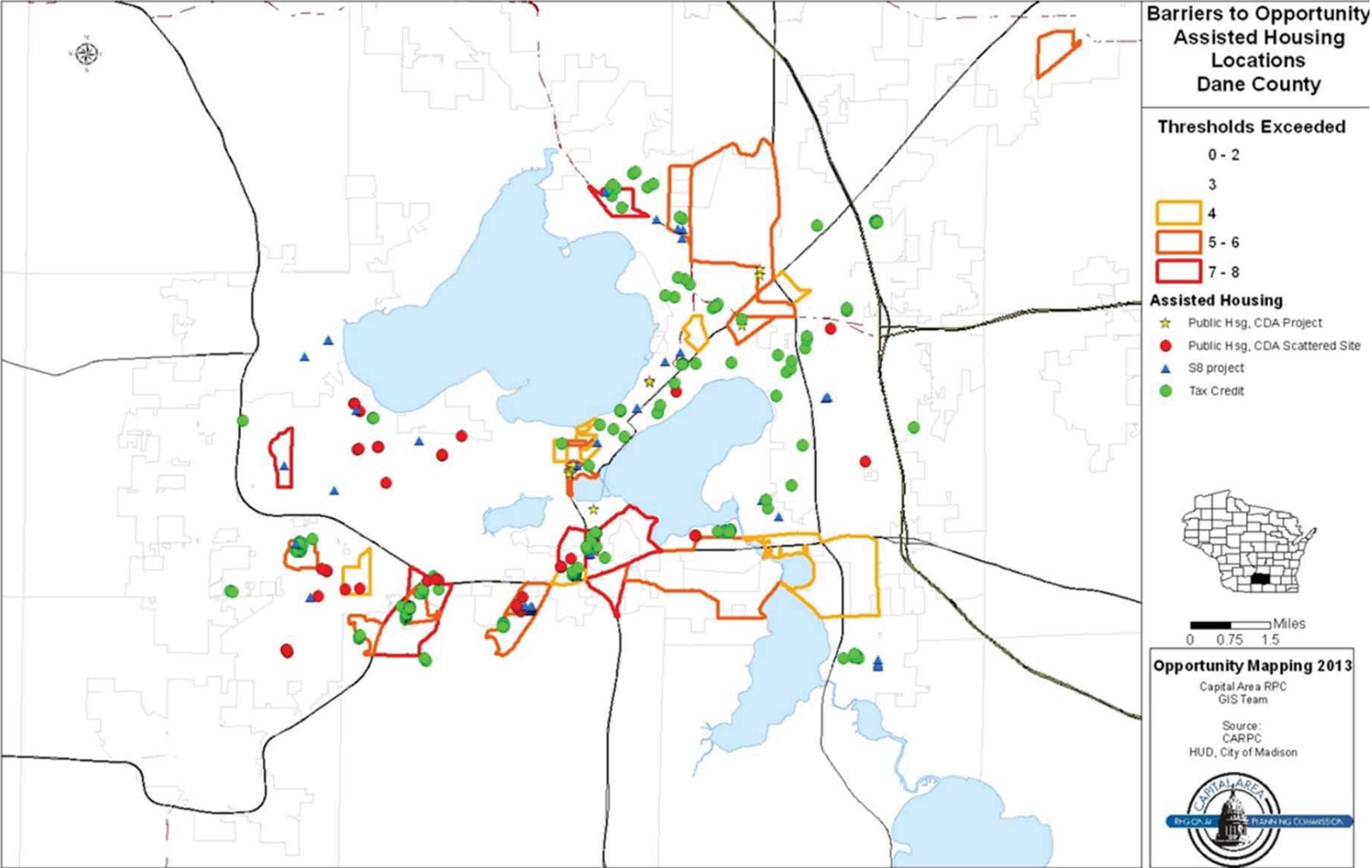
Source: Center for Neighborhood Technology and U.S. Census

Figure 53 - Housing + Transportation Costs as Percent of Income for Households at 80% of AMI, 2009



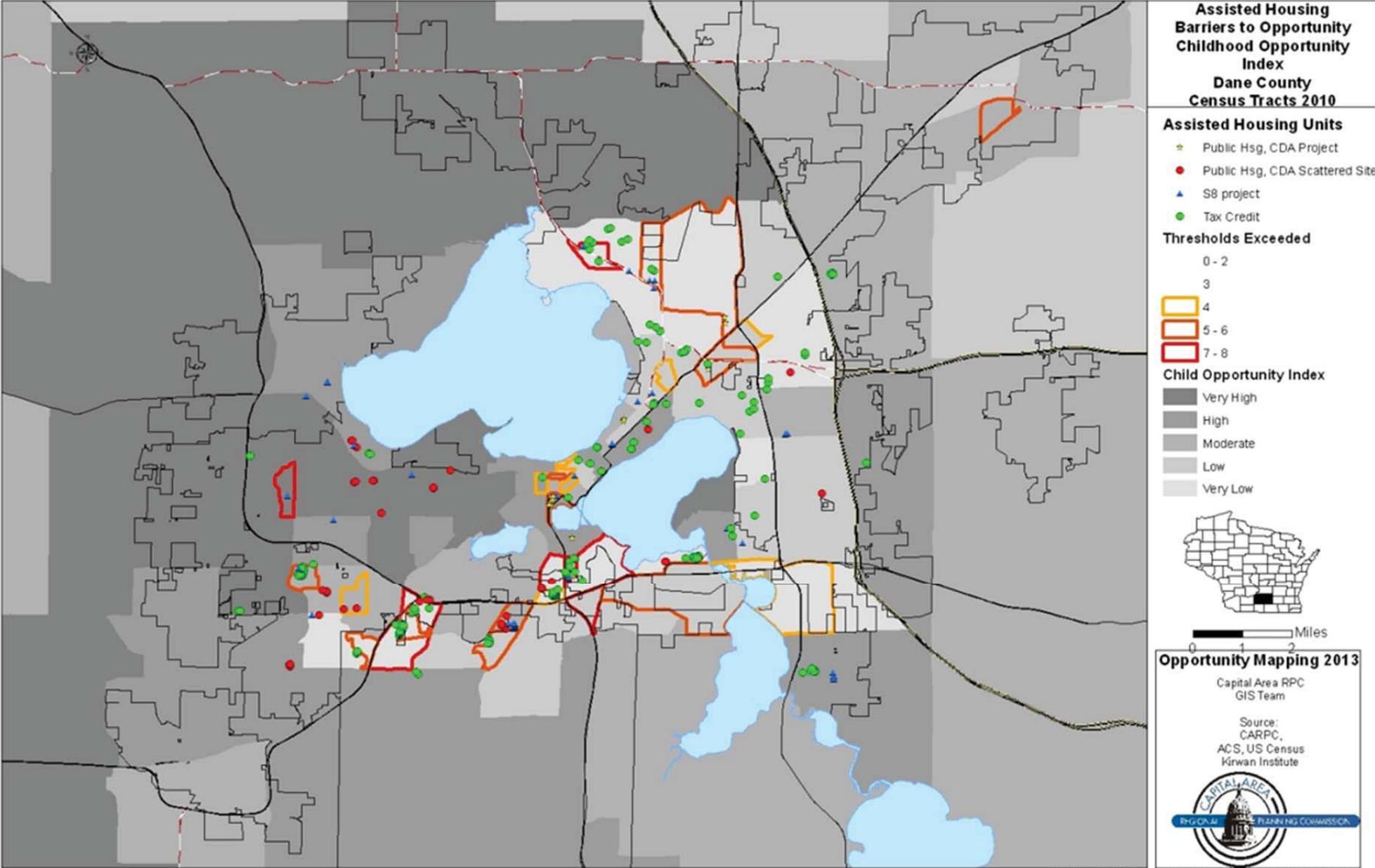
Source: Center for Neighborhood Technology and U.S. Census

Figure 54 - Assisted Housing Units with Opportunity Barriers, Madison



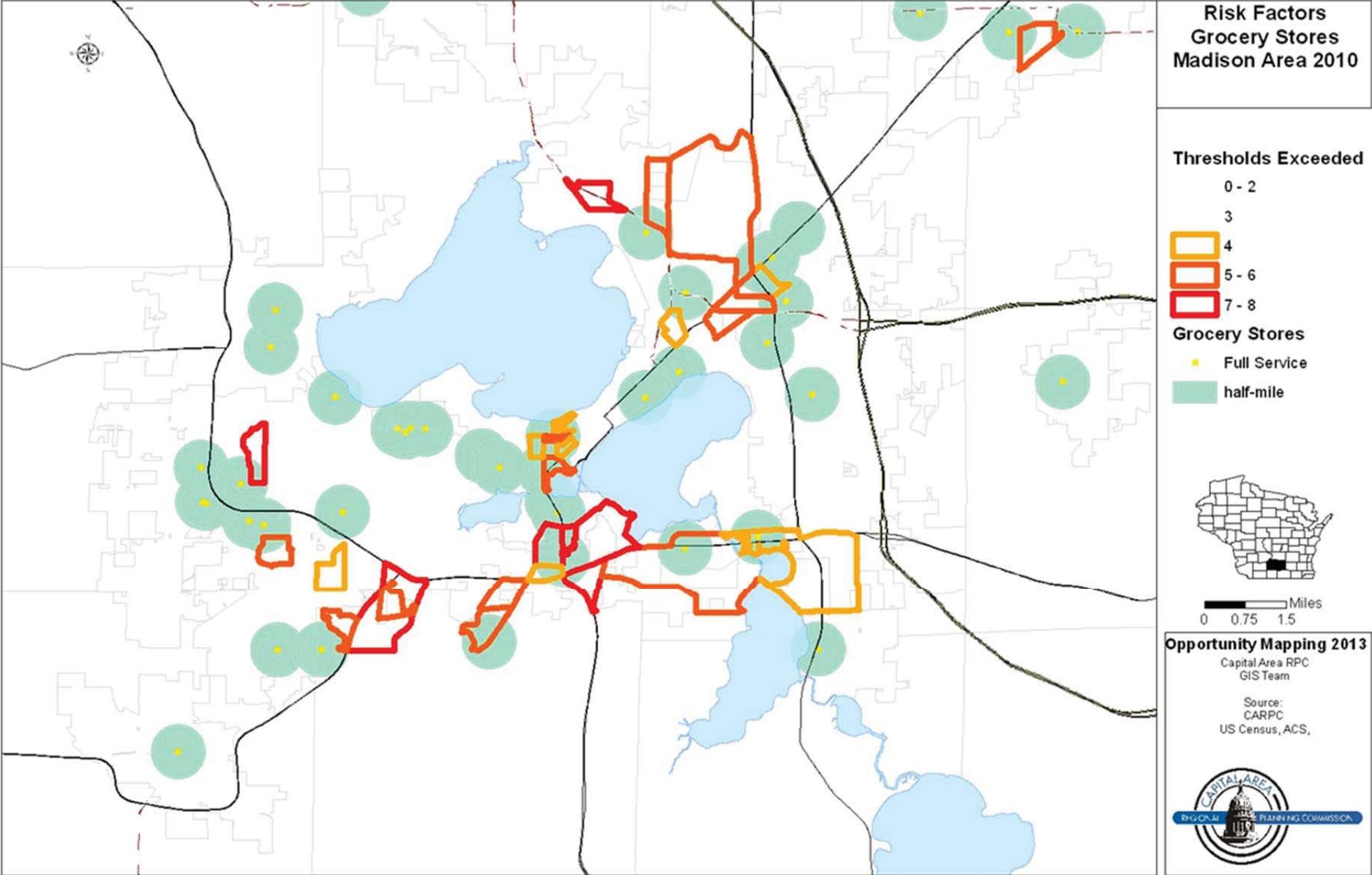
Source: City of Madison, Capital Area Regional Planning Commission and U.S. Census, American Community Survey 5-year estimates, 2008-12

Figure 55 - Assisted Housing Units and Childhood Opportunity Index, Dane County



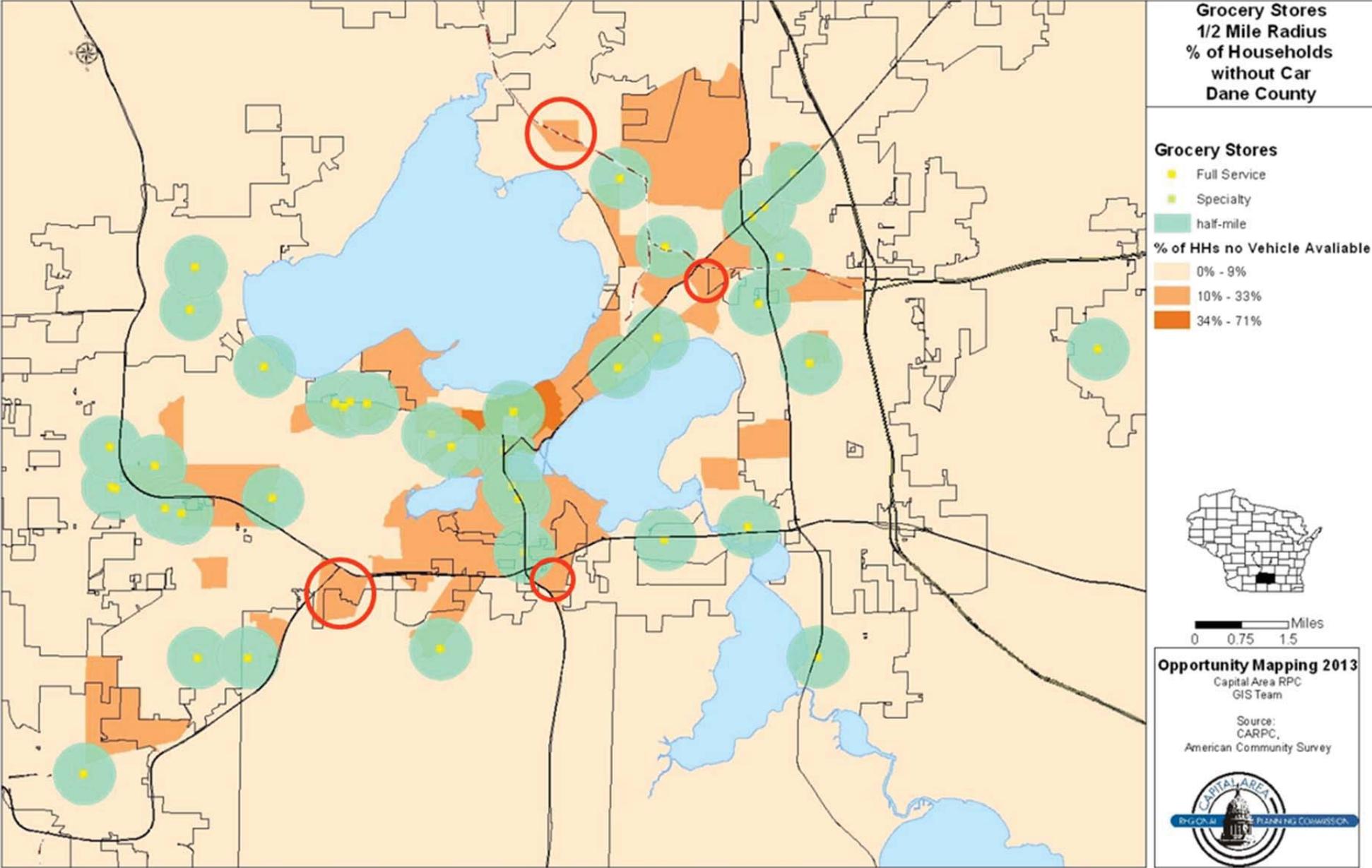
Source: City of Madison, Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2008-12, and Kirwan Institute

Figure 56 - Grocery Stores and Areas with Opportunity Barriers, Madison Area 2008-12



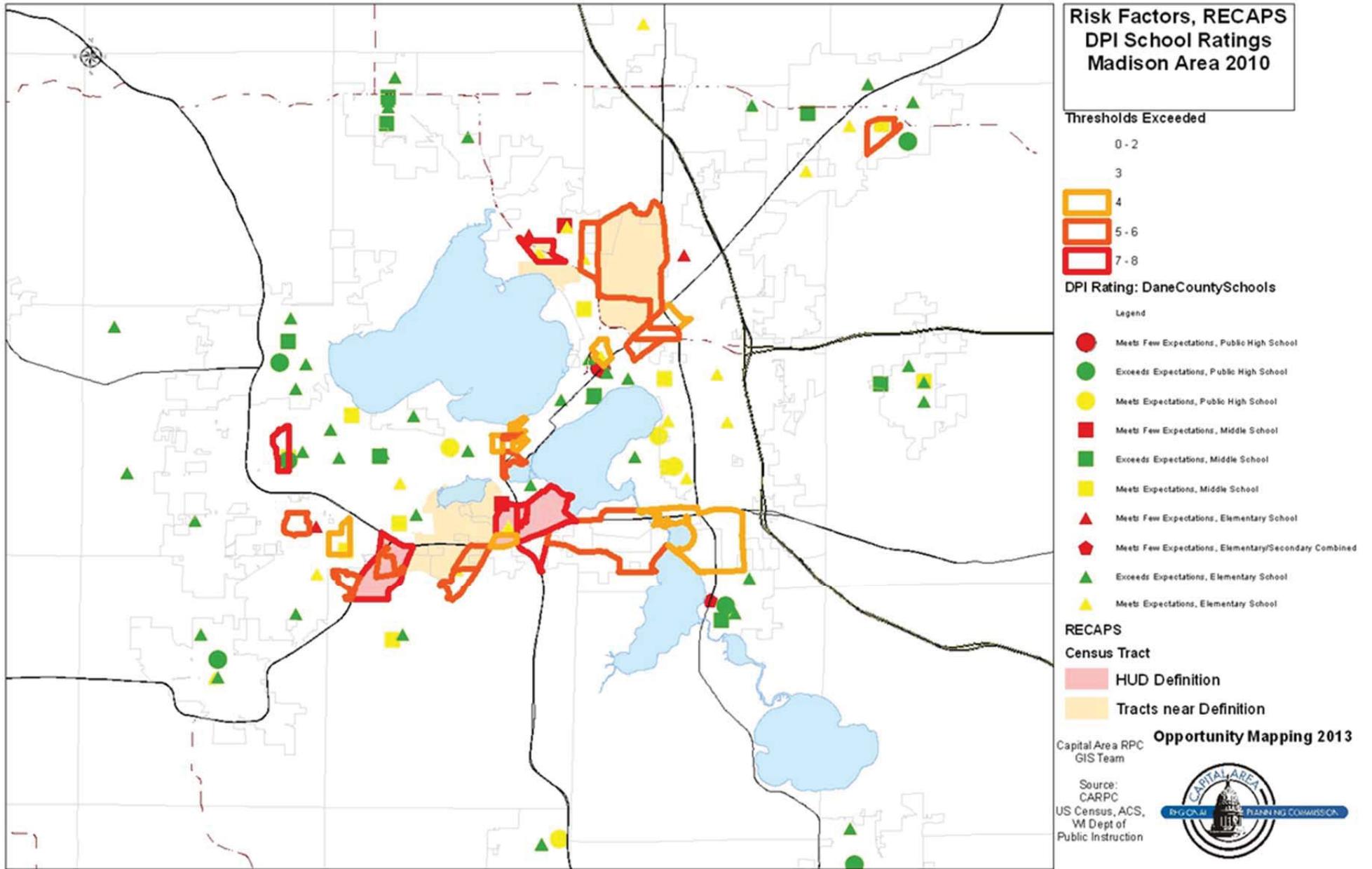
Source: Capital Area Regional Planning Commission and U.S. Census, American Community Survey 5-year estimates, 2008-12

Figure 57 - Overlay: Full-Service Grocery Stores (2010) and Concentrations of Households with no Car (2007-11)



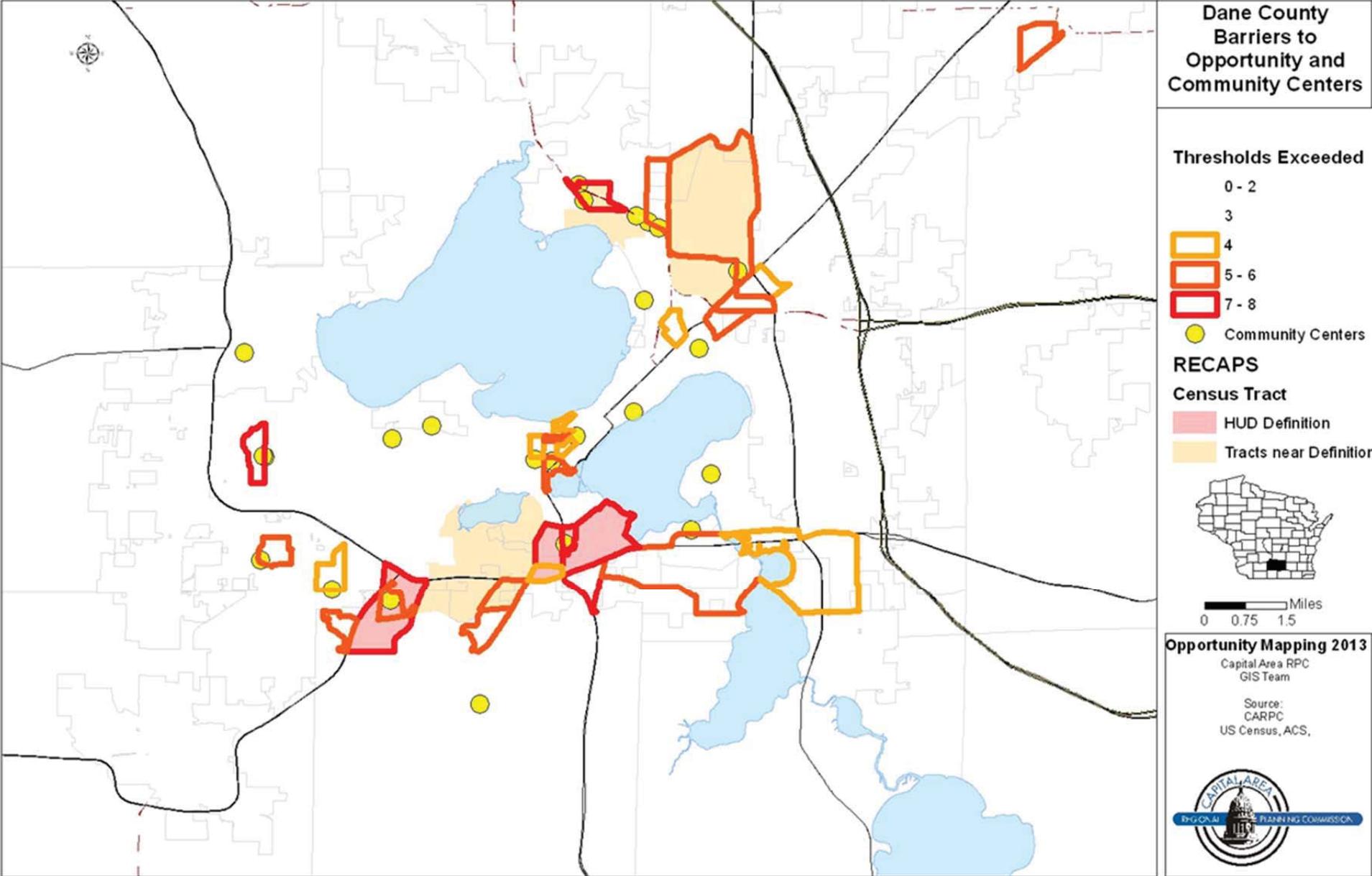
Source: Capital Area Regional Planning Commission, U.S. Census, American Community Survey 5-year estimates, 2007-11

Figure 58 - Public School Ratings and Areas with Opportunity Barriers, Madison Area 2008-12



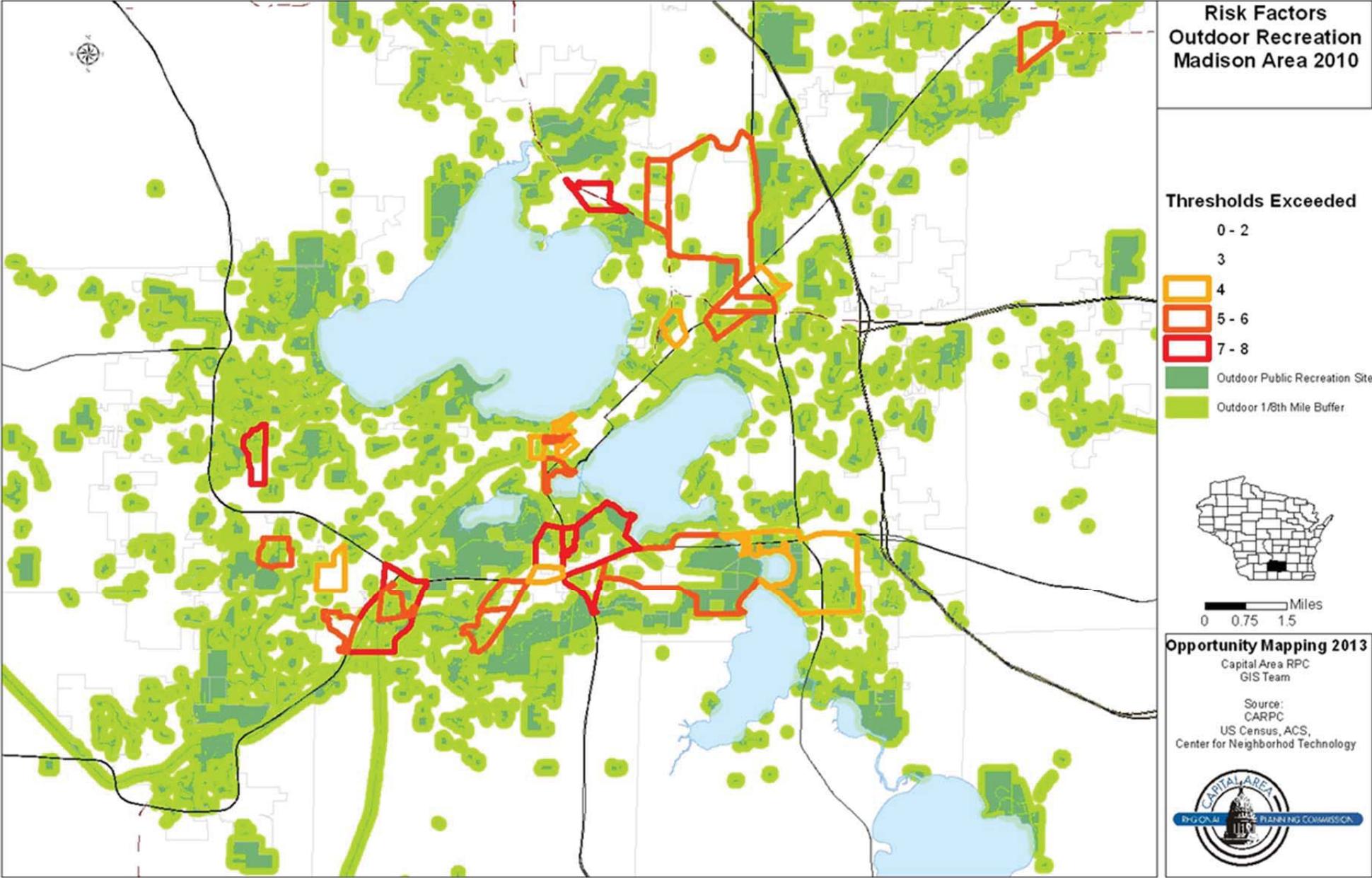
Source: Capital Area Regional Planning Commission and U.S. Census, American Community Survey 5-year estimates, 2008-12

Figure 59 - Community Centers and Areas with Opportunity Barriers, Madison Area 2008-12



Source: Capital Area Regional Planning Commission and U.S. Census, American Community Survey 5-year estimates, 2008-12

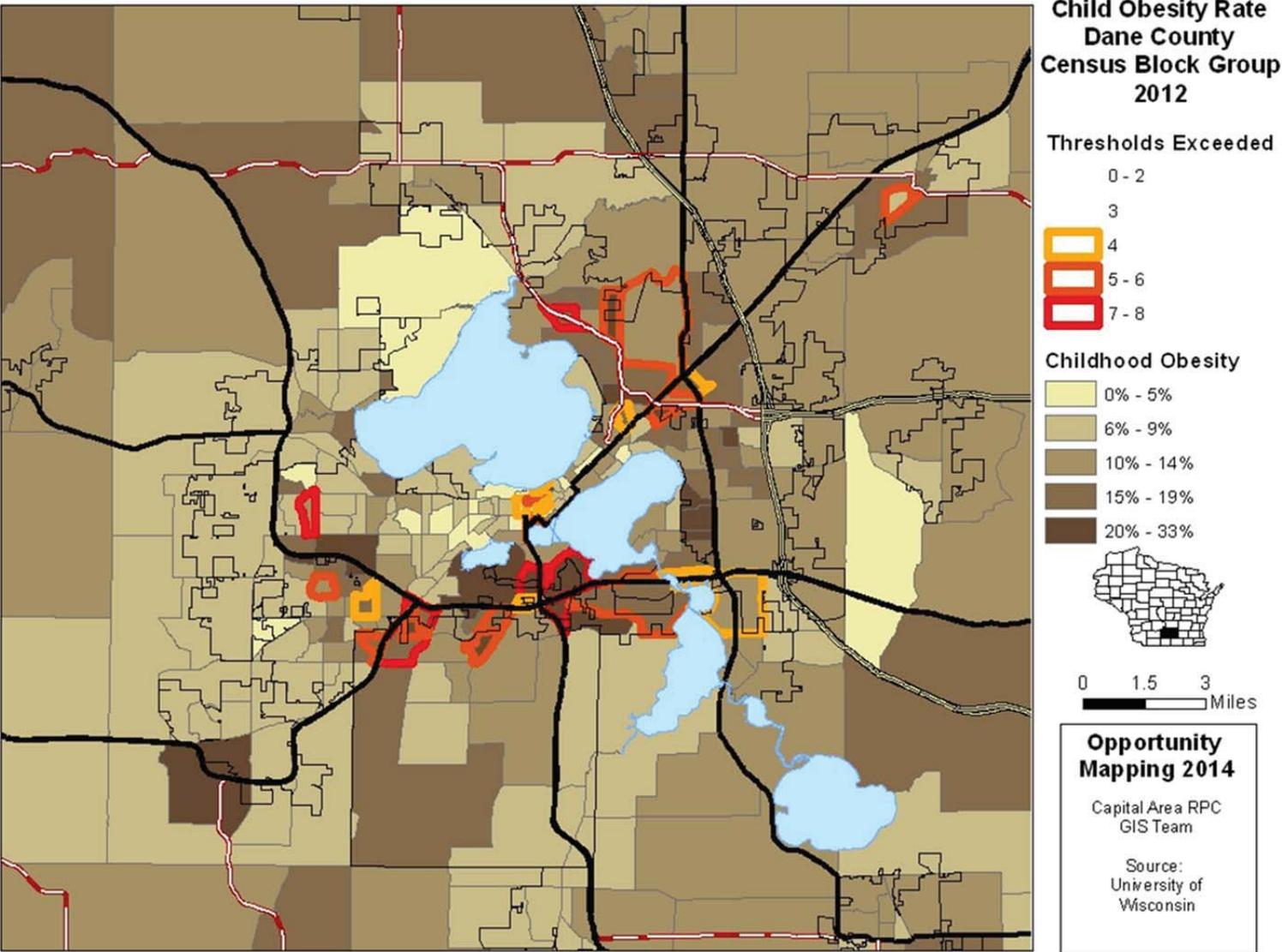
Figure 60 - Outdoor Recreation and Areas with Opportunity Barriers, Madison Area 2008-12



Source: Capital Area Regional Planning Commission and U.S. Census, American Community Survey 5-year estimates, 2008-12

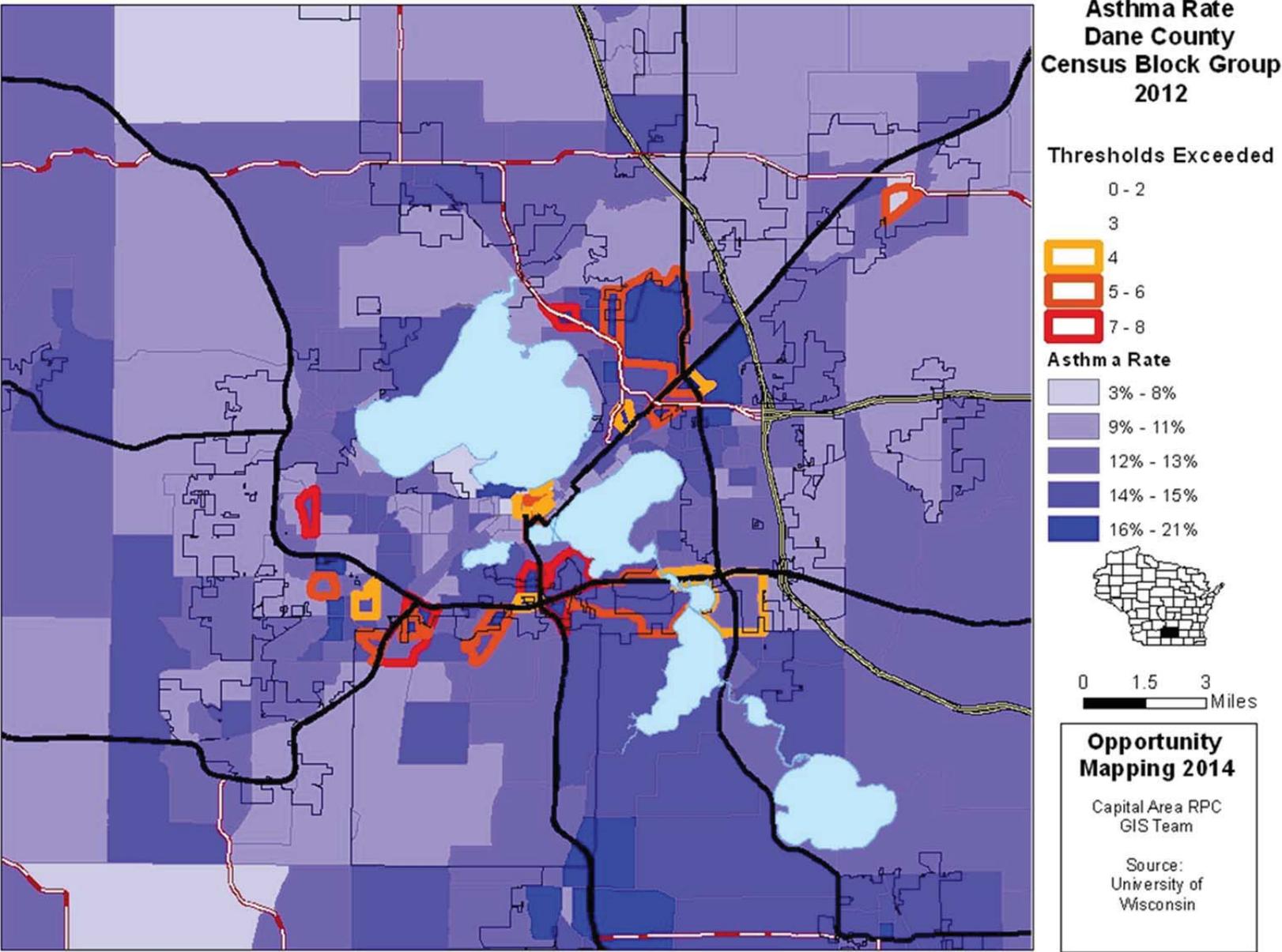
Barriers to Opportunity and Health Outcomes

Figure 61 - Childhood Obesity in Dane County



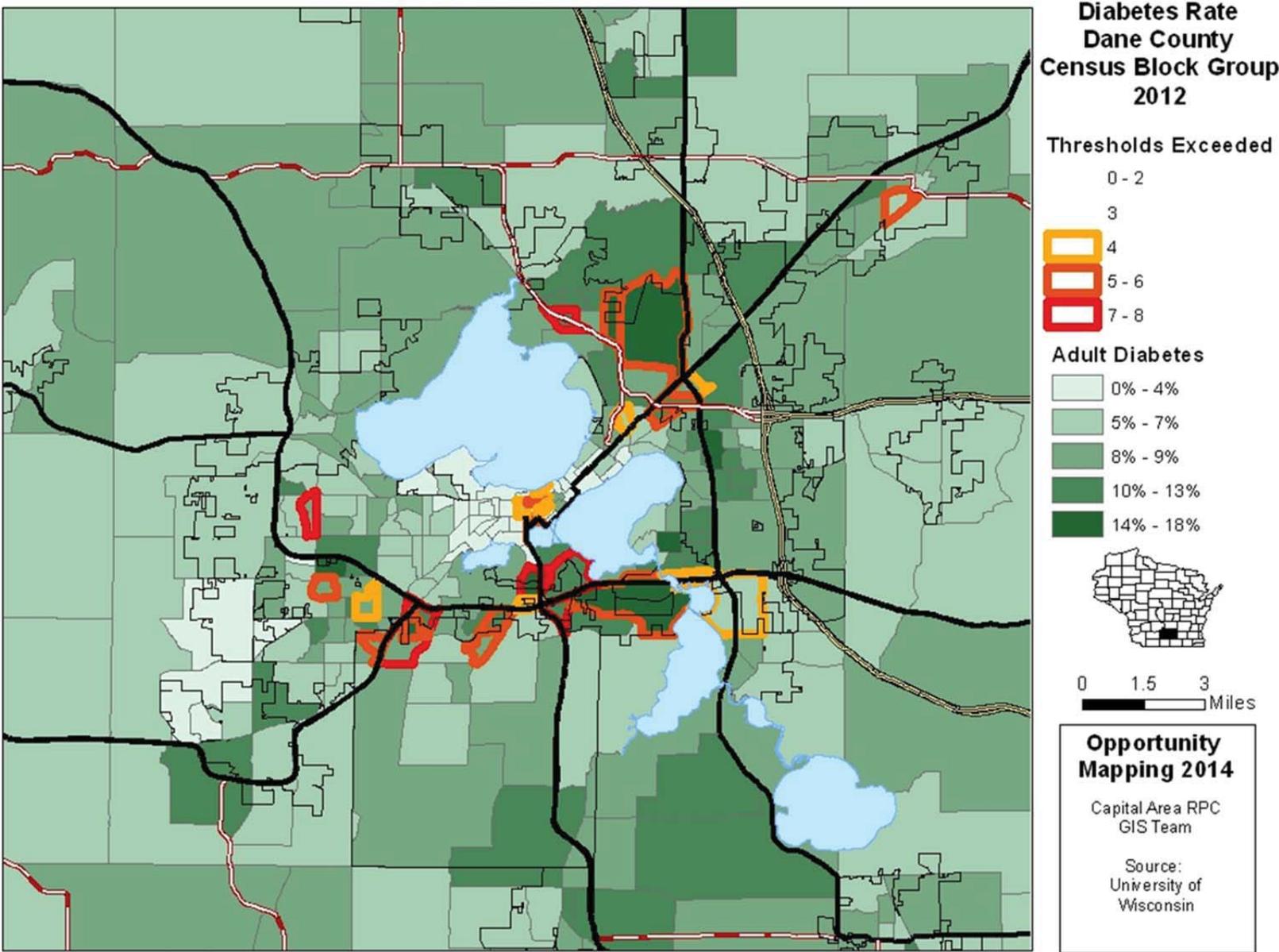
Source: University of Wisconsin Population Health Informatics Exchange (PHINEX)

Figure 62 - Asthma Rates in Dane County



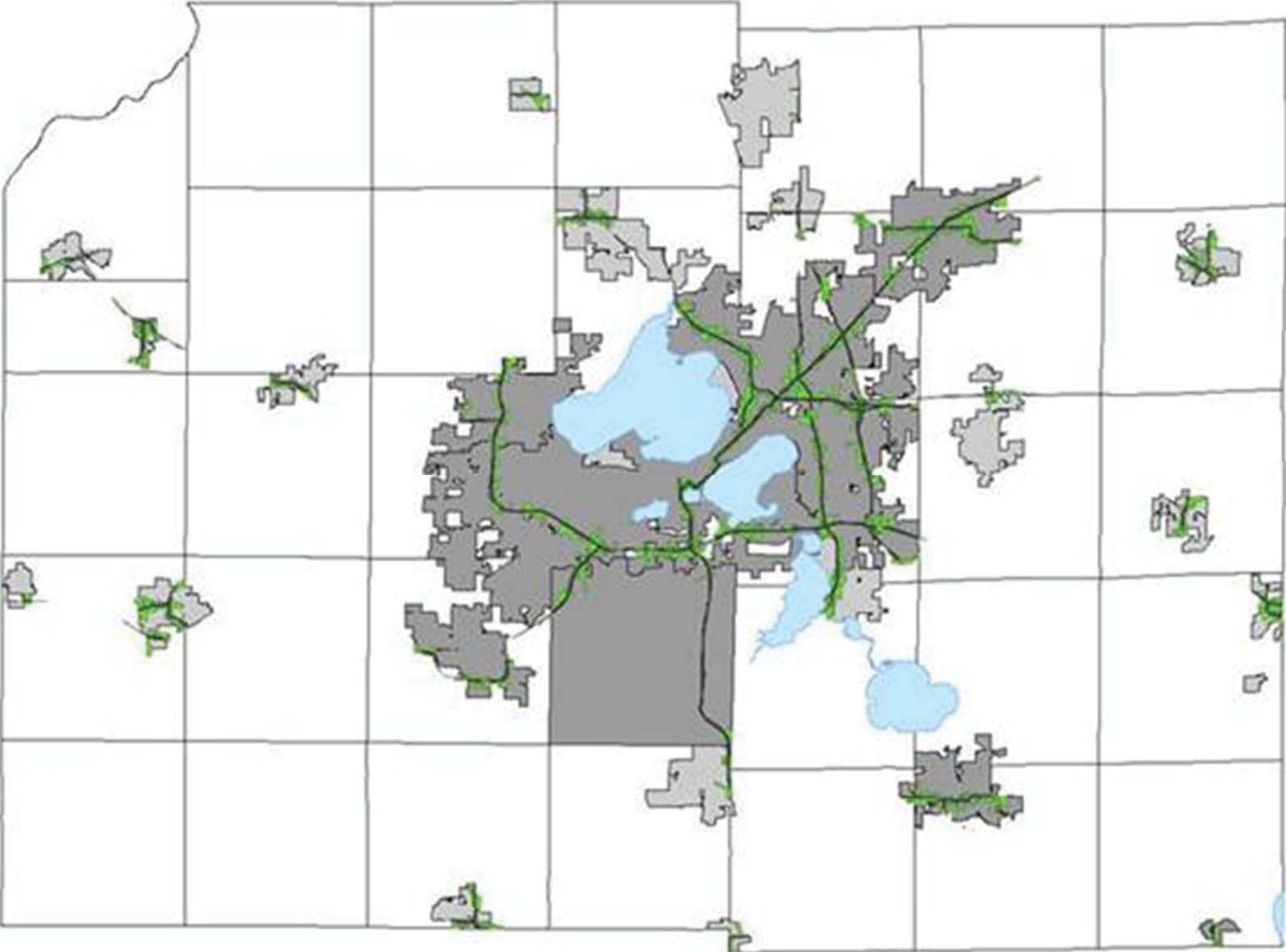
Source: University of Wisconsin Population Health Informatics Exchange (PHINEX)

Figure 63 - Diabetes Rates in Dane County



Source: University of Wisconsin Population Health Informatics Exchange (PHINEX)

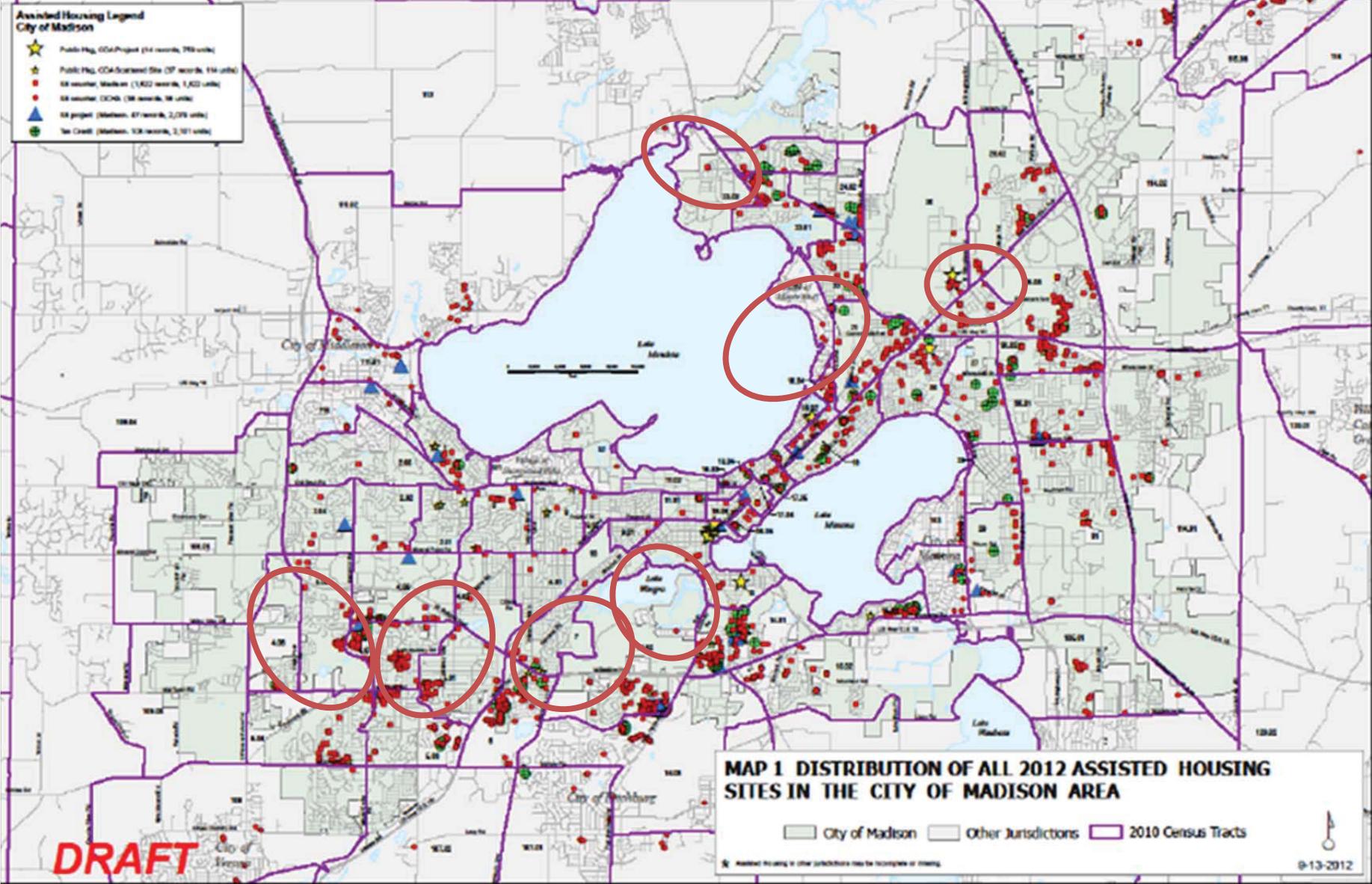
Figure 64 - Census Block Groups at "High Risk" due to Proximity to Busy Highways



Source: Capital Area Regional Planning Commission

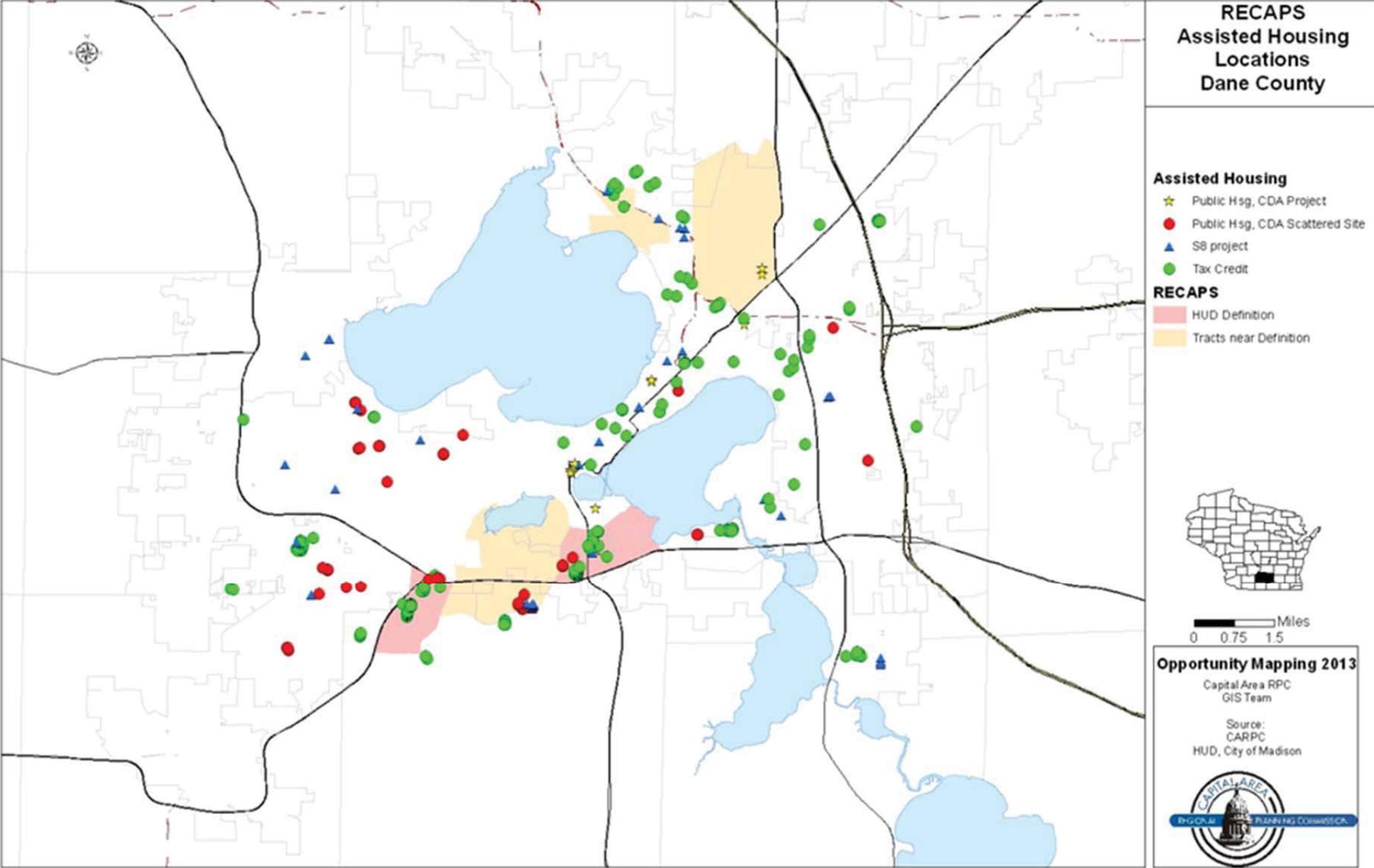
Siting of Assisted Housing

Figure 65 - Distribution of 2012 Assisted Housing Sites, City of Madison (circles added)



Source: City of Madison

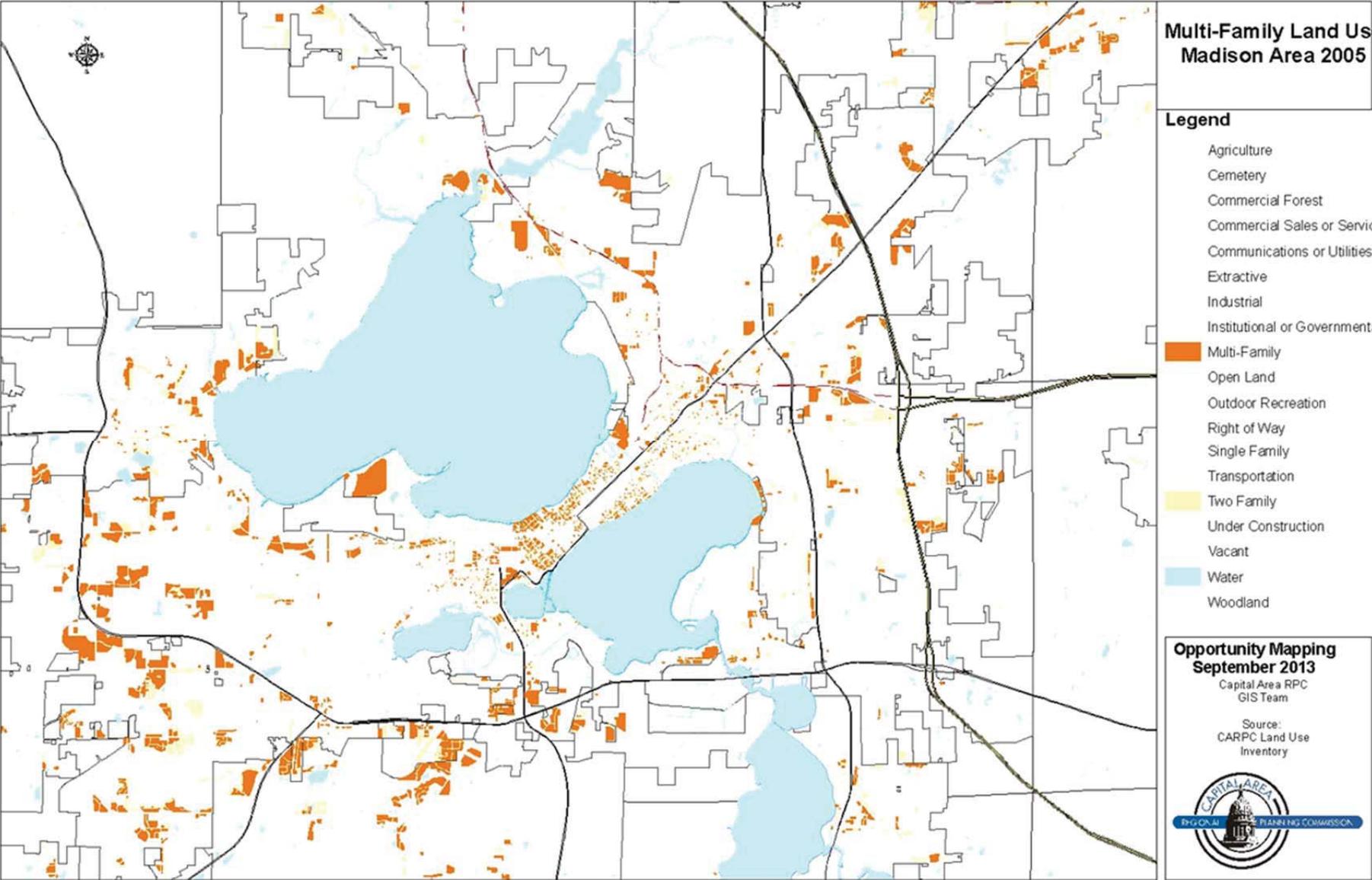
Figure 66 - Assisted Housing Units and RECAPS Areas



Source: City of Madison, Department of Housing and Urban Development

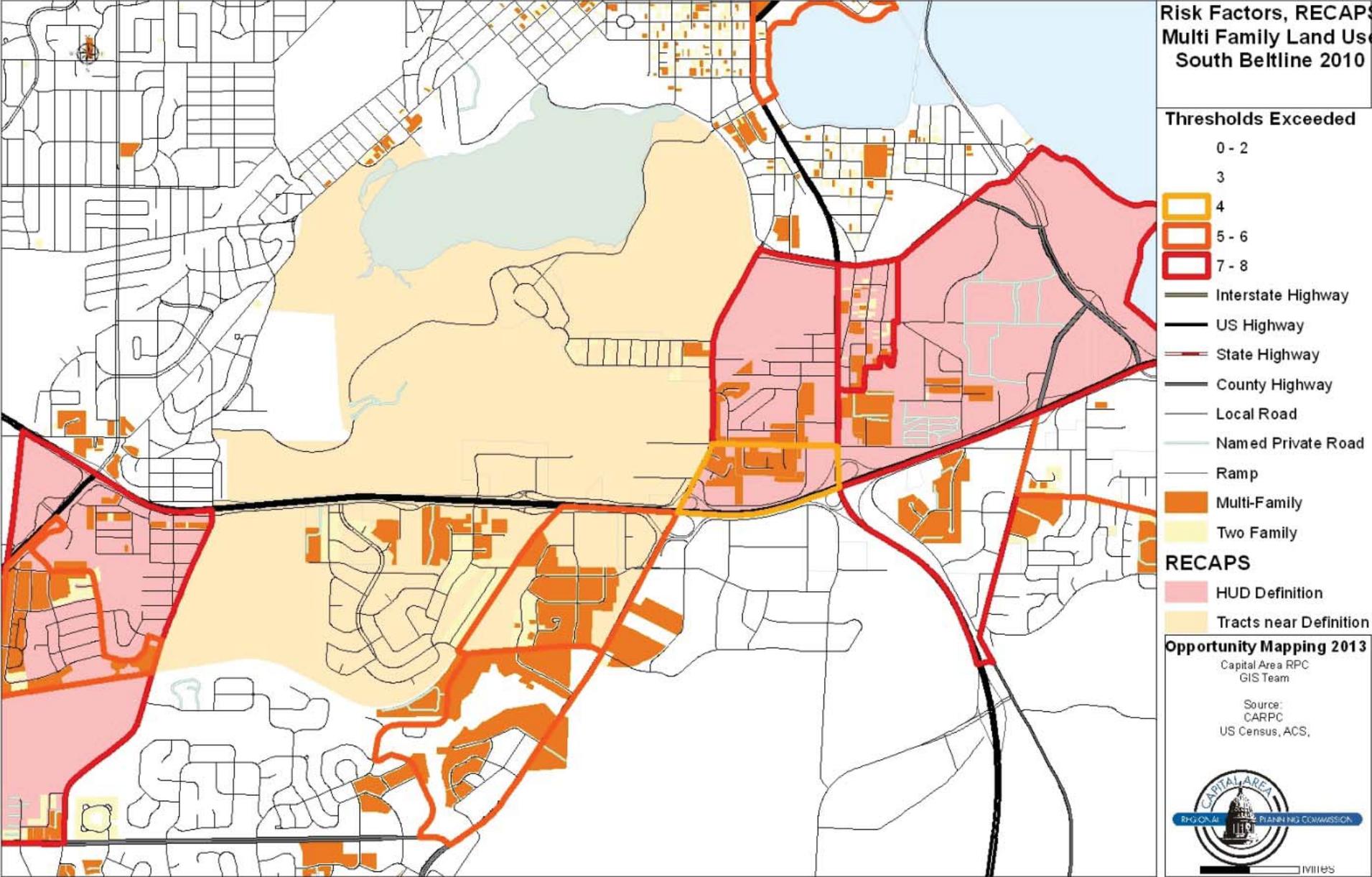
Zoning and Land Use Barriers

Figure 67 - Multi-Family Land Uses, Madison Area 2005



Source: Capital Area Regional Planning Commission

Figure 68 - Multi-Family Land Uses and Concentrated Barriers to Opportunity, South Madison and Fitchburg



Source: Capital Area Regional Planning Commission

Geography of Opportunity:

A Fair Housing Equity Assessment for Wisconsin's Capital Region

Appendix C: Measures of Segregation in Dane County

On a national level, “exposure to extensive poverty is the norm for most blacks and Latinos, while the opposite is true for most whites and Asians. Less than one-third of black and Latino children live in middle-class neighborhoods where middle-class norms predominate. Meanwhile more than 60% of white and Asian households live in neighborhoods where the majority of people are not poor.”¹

Data presented above shows that Blacks and Latinos in Dane County are similarly more likely to live in concentrated poverty. This section presents numerical measures of such segregation. The measures were developed to better understand the magnitude of segregation, and to compare levels of segregation across regions and time.

Dissimilarity Index

The dissimilarity index² is a commonly used measure of segregation between two groups, such as White and Black populations, reflecting their relative distributions across neighborhoods within a city or metropolitan area. Dissimilarity Index values range from zero (complete integration) to one, (complete segregation).

Imagine a hypothetical metro region with two census tracts. If all of the Black people lived in one tract and all the White people in the other, the dissimilarity score would be 1. If they were evenly divided between the two tracts the score would be 0. The dissimilarity index can be roughly interpreted as the percent of residents that would need to move for the community to achieve complete integration. In general, values lower than 0.4 are considered to reflect low segregation. Values between 0.4 and 0.55 indicate moderate segregation, with those over 0.55 thought of as high levels.

Nationally, dissimilarity indices show high segregation between Black and White people, and moderate segregation between Whites and Hispanics or Asians (see Figure 1). Segregation between Black and White remained essentially unchanged from 2000 to 2010 while decreasing slightly for Hispanics and Asians. Large metro regions in the U.S. tend to have high dissimilarity indices. Milwaukee, for example, has one of the worse segregation scores with a Black-White score of 0.70 and a Hispanic-White score of 0.61.

Figure 1 – US Dissimilarity Indices, 2000, 2010

	2010	2000
Black-White	62.7%	65.2%
Hispanic-white	50.0%	51.6%
Asian-white	45.9%	42.1%

¹ Cashin, Sheryll, “Place, not Race: Affirmative Action and the Geography of Opportunity,” *Poverty & Race*, May/June 2014, Vol. 23: No. 3, Poverty & Race Research Action Council

² “Measurement of Segregation by the US Bureau of Census in Racial and Ethnic Residential Segregation in the United States: 1980-2000,” Weinberg, Iceland and Steinmetz

Source: U.S. HUD

The City of Madison shows low levels of segregation as measured by the dissimilarity index (see Figure 2). White-Black segregation is moderately higher than for Hispanic and Asian. Madison’s dissimilarity measures are comparable to other Wisconsin cities and peer regions nationally. Like many small to mid-size metro regions, dissimilarity indices generally are low.

It should be noted that, while the dissimilarity index measures segregation well for large metro regions, it is less effective at measuring segregation in smaller metros like Madison. The reason it is less accurate for smaller metros is that it uses the census tract as the unit of geography. Regions with large populations exhibit segregation at the tract level. In less populated regions like Madison, smaller pockets of predominantly persons of color can exist within census tracts that also include significant numbers of White persons (see Barriers to Opportunity: Social and Economic section above).

Figure 2 – Indices of Dissimilarity, City of Madison, 2010

White-Non-White	
White-Black	0.37
White-Hispanic	0.31
White-Asian	0.29
White-Pacific Islander	N/A
White-Native American	N/A

Source: U.S. HUD

On a county level, Black-White segregation is near the “high” level on a national scale, while Hispanic and Asian segregation levels are low/moderate (see Figure 3). Higher segregation at the county level reflects more predominantly White areas outside the City of Madison.

Figure 3 – Indices of Dissimilarity, Dane County, 2010

White-Non-White	0.36
White-Black	0.52
White-Hispanic	0.42
White-Asian	0.45
White-Pacific Islander	N/A
White-Native American	N/A

Source: U.S. HUD

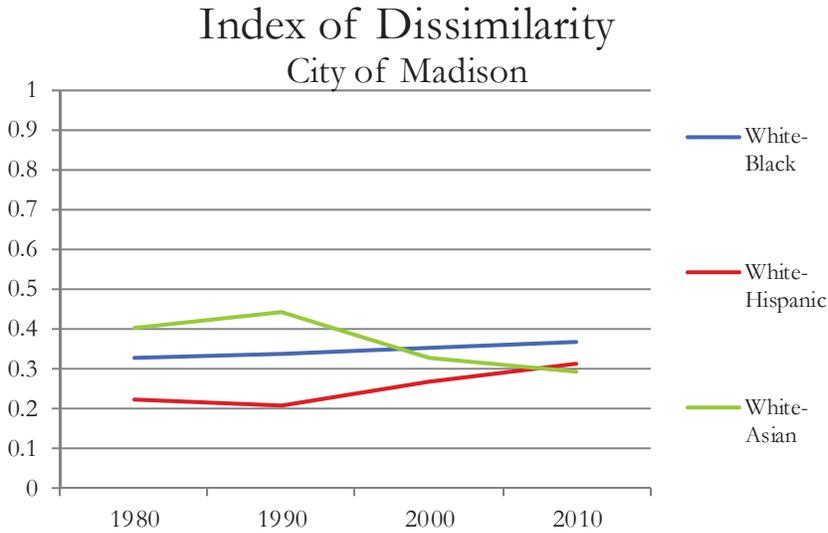
Trends in Madison

Between 1980 and 2010, the dissimilarity index shows segregation between Hispanic and White increasing significantly, although remaining low overall. This rise in Hispanic-White segregation corresponds to significant increases in Hispanic population in the City; indicating that many Hispanic newcomers moved to predominantly Hispanic areas.

Segregation between Asians and Whites decreased significantly during this period by this measure. This trend indicates increasing dispersion of Asians as populations increased. The White-Black segregation measure remains mostly flat, although higher than other populations.

White-Hispanic segregation have increased somewhat, reflecting a tendency for Hispanic newcomers to move to largely Hispanic areas. White-Asian segregation has decreased, reflecting increasing dispersion of growing populations. White-Black segregation remained flat.

Figure 4 – Changes in Indices of Dissimilarity, City of Madison, 1980—2010



Source: U.S. HUD

Time series data is not available for Dane County, only the Madison metropolitan statistical area which is defined by census and included Columbia, Dane, and Iowa Counties for the 2000 and 2010 Census periods.

Comparison to Other Wisconsin Cities

Figure 5 – Dissimilarity Indices: Comparison with Other Wisconsin Cities, 2010

	2010 Population						Indices of Disimilarity		
	Total Population	White	Black	Hispanic	Asian	Other Races	White-Black	White-Hispanic	White-Asian
Milwaukee	594,833	220,219 37%	243,059 41%	103,007 17%	22,696 4%	5,852 1%	0.70	0.61	0.45
Madison	233,209	176,463 76%	19,659 8%	15,948 7%	19,254 8%	1,885 1%	0.37	0.31	0.29
Green Bay	104,057	76,249 73%	4,621 4%	13,896 13%	4,605 4%	4,686 5%	0.27	0.42	0.21
Kenosha	99,218	68,967 70%	11,106 11%	16,130 16%	2,182 2%	833 1%	0.36	0.32	0.37
Racine	78,860	42,189 53%	18,921 24%	16,309 21%	753 1%	688 1%	0.37	0.33	0.19
Appleton	72,623	61,856 85%	1,721 2%	3,643 5%	4,671 6%	732 1%	0.28	0.19	0.16
Waukesha	70,718	56,868 80%	2,091 3%	8,529 12%	2,822 4%	408 1%	0.24	0.28	0.35
Oshkosh	66,083	58,774 89%	2,398 4%	1,770 3%	2,388 4%	753 1%	0.37	0.12	0.12
Eau Claire	65,883	59,499 90%	1,144 2%	1,268 2%	3,354 5%	618 1%	0.16	0.19	0.19
Janesville	63,575	56,465 89%	2,189 3%	3,421 5%	1,118 2%	382 1%	0.20	0.17	0.21
West Allis	60,411	49,547 82%	2,730 5%	5,770 10%	1,467 2%	897 1%	0.22	0.23	0.24
La Crosse	51,320	45,423 89%	1,574 3%	1,012 2%	2,791 5%	520 1%	0.25	0.14	0.22
Sheboygan	49,288	38,108 77%	1,250 3%	4,866 10%	4,640 9%	424 1%	0.26	0.22	0.18
Wauwatosa	46,396	40,585 87%	2,492 5%	1,450 3%	1,602 3%	267 1%	0.27	0.14	0.18
Fond du Lac	43,021	37,584 87%	1,377 3%	2,742 6%	870 2%	448 1%	0.28	0.25	0.19

Source: U.S. HUD

Comparison to Peer Communities

Figure 6 – Dissimilarity Indices: Comparison with Peer Cities, 2010

	2010 Population						Indices of Disimilarity		
	Total Population	White	Black	Hispanic	Asian	Other Races	White-Black	White-Hispanic	White-Asian
Iowa City, IA	67,862	54,103	4,400	3,627	5,264	468	0.35	0.31	0.30
		80%	6%	5%	8%	1%			
Asheville, NC	83,393	63,508	12,038	5,455	1,614	778	0.38	0.33	0.22
		76%	14%	7%	2%	1%			
Boulder, CO	97,385	80,873	1,225	8,507	5,902	878	0.20	0.26	0.23
		83%	1%	9%	6%	1%			
Ann Arbor, MI	113,934	80,158	10,057	4,666	18,118	935	0.33	0.11	0.33
		70%	9%	4%	16%	1%			
Sioux Falls, SD	153,888	130,577	7,961	6,827	3,436	5,087	0.34	0.34	0.19
		85%	5%	4%	2%	3%			
Eugene, OR	156,185	128,031	3,391	12,200	9,123	3,440	0.13	0.24	0.21
		82%	2%	8%	6%	2%			
Des Moines IA	203,433	143,413	23,743	24,334	10,211	1,732	0.37	0.34	0.30
		70%	12%	12%	5%	1%			
Spokane, WA	208,916	175,482	7,565	10,467	8,889	6,513	0.22	0.14	0.17
		84%	4%	5%	4%	3%			
Madison	233,209	176,463	19,659	15,948	19,254	1,885	0.37	0.31	0.29
		76%	8%	7%	8%	1%			
Lincoln, NE	258,379	214,739	13,002	16,182	11,363	3,093	0.32	0.32	0.31
		83%	5%	6%	4%	1%			
Raleigh, NC	403,892	215,204	120,403	45,868	19,715	2,702	0.50	0.49	0.32
		53%	30%	11%	5%	1%			

Source: U.S. HUD

Predicted Racial and Ethnic Composition

The second metric used to measure segregation is a comparison between the actual racial/ethnic composition of a place and one that is predicted based on metro population and household income characteristics. This regionally-derived data was provided to CARPC by HUD for each municipality in Dane County. The municipal level data was aggregated to get averages for cities, villages and towns as well as the county as a whole.

Scores greater than 100 indicate that a racial group is more concentrated in a place than would be expected, given that group's share of the total metro region population at different income levels. For example, given Dane County's percent and income distribution of people of color, one would expect people of color to make up 14% of Madison's population if the region was not segregated. However, people of color make up 17% of the population, earning it a actual/predicted score of 122% (its percentage of people of color is 22% higher than the region as a whole).

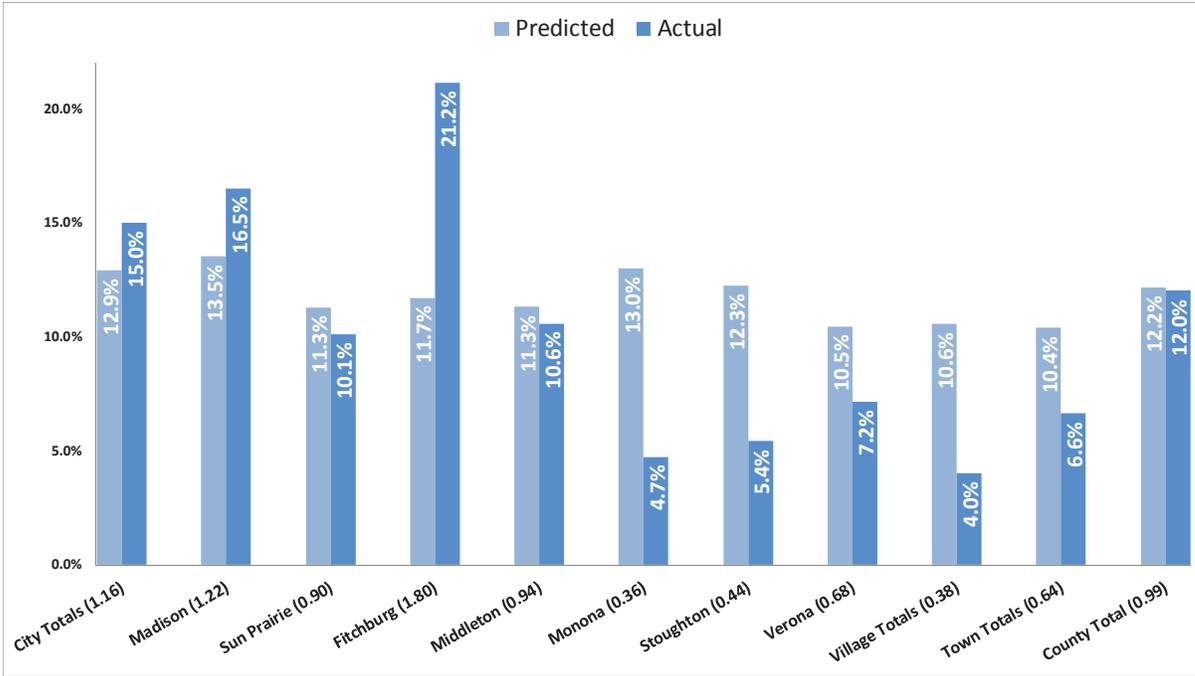
Example of Predicted Racial/Ethnic Composition Ratio
Panel A. Hypothetical Jurisdiction A

<u>Income category</u>	<u>Metro area racial share</u>	<u>Total Jurisdictional Population</u>	<u>Predicted racial pop.</u>	<u>Actual racial pop.</u>	<u>Actual/Predicted Ratio</u>
Less than \$50,000	0.32	10,000	3,200	1,300	
\$50,000 to \$100,000	0.34	6,000	2,040	500	
Greater than \$100,000	0.28	2,000	560	200	
Total			5,800	2,000	0.3448

As shown in Figure 7, cities in Dane County contain the highest percentages of persons of color, including 5% Black, 4% Hispanic and 5% Asian, for a total of 15% people of color. In each of population groups, **cities as a whole had larger populations of people of color than projected**. Both Madison and Fitchburg exceed predicted populations individually, with Fitchburg having significantly greater Black and Hispanic populations than projected (170% and 289% respectively vs. projections). Sun Prairie and Middleton did not have the overall predicted population of people of color, but had approximately 90% of these numbers. The remaining cities fell below their predicted rates by about half, with people of color comprising roughly 5% of their populations.

Cities as a whole had larger populations of people of color than projected.

Figure 7 - Percent Persons of Color and Dissimilarity Indices by Municipality and Municipality Type



Source: U.S. HUD

Geography of Opportunity:

A Fair Housing Equity Assessment for Wisconsin's Capital Region

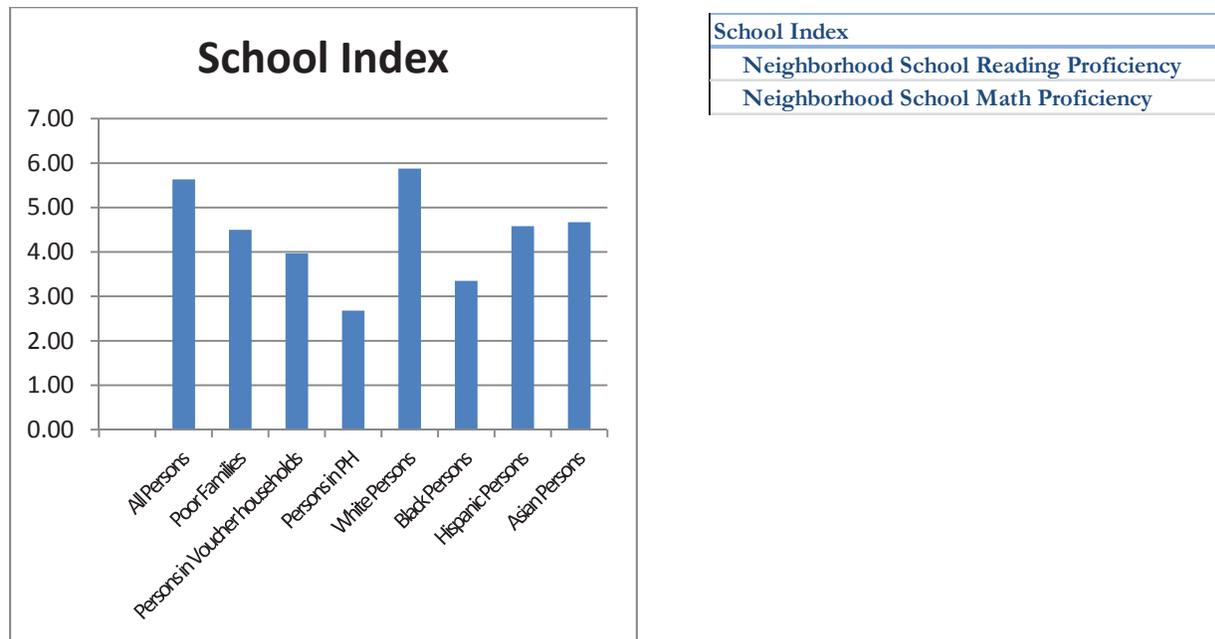
Appendix D: Measures of Disparities in Access to Opportunities

HUD Analysis of Disparities in Access to Opportunity

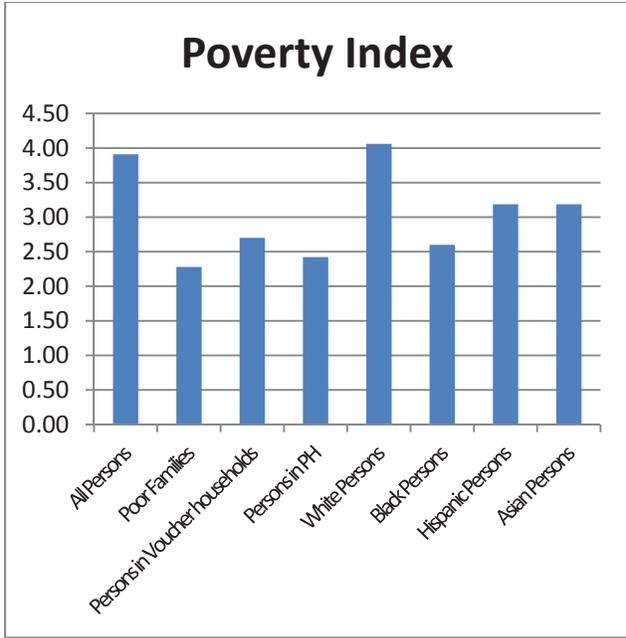
The U.S. Department of Housing and Urban Development prepared an analysis of disparities in access to opportunity for Dane County. HUD measures disparities in five indices as shown in Figure 1: school, poverty, labor engagement, housing and neighborhood stability, and job accessibility.

Each index combines two or more measures as shown to the right.¹ Scores are 0 to 10, with 10 being assigned to census tracts with highest access scores. Total census tract scores for the groups are combined for an overall average. An overall high access score for a group means that they mostly live in census tracts with high levels of opportunity.

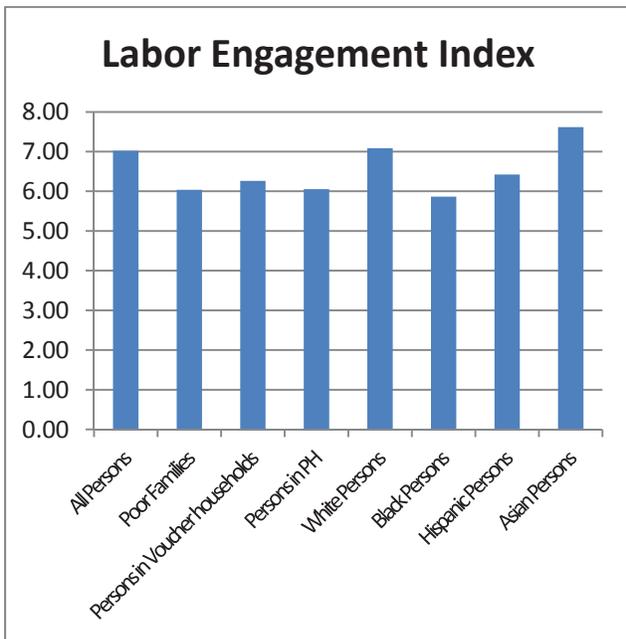
Figure 1 - Access to Opportunity, Dane County, WI



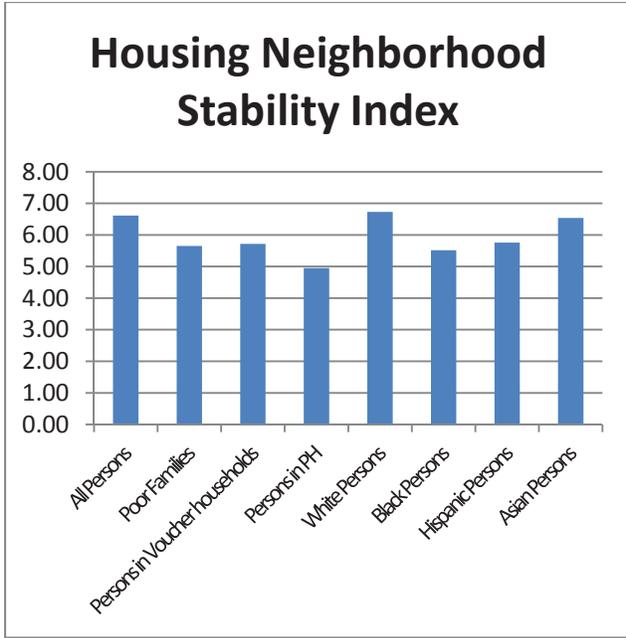
¹ Each opportunity dimension ranges from 1 to 10, with 10 representing the most opportunity-rich census tracts, and 1 representing the most opportunity-scarce census tracts. Data represent the average neighborhood characteristics for each group. Highlighted disparity cells represent statistically significant differences across groups at the 0.1 significance level. For more information on the variables in each dimension, please read the PDR Fair Housing Data Documentation Guide.



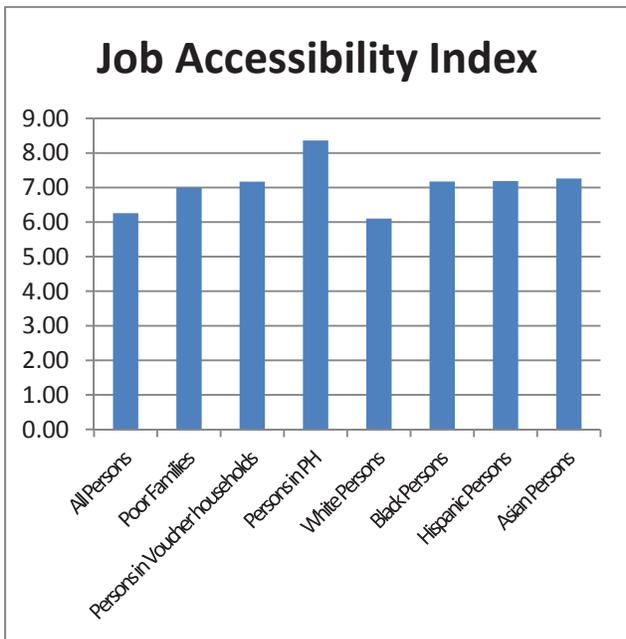
Poverty Index
Family Poverty Rate
% of Households w/ Public Assistance



Labor Engagement Index
% w/ Bachelor's or Above
Unemployment Rate
Labor force Participation Rate



Housing Neighborhood Stability Index
% of New Purchase Successful, Low-Cost
% of Refi Purchase Successful, Low-Cost
Homeownership Rate
% Vacant
% Crowded (1+ Occupant per room)



Job Accessibility Index
Tract Level Job Counts
Tract Level Job Worker Counts
Origin-Destination Flows
Aggregate Commute Time
Tract-Tract Average Commute by Mode

Source: U.S. HUD

For example, Asian people tend to live in census tracts with high levels of labor engagement, as measured by percent with a bachelor’s degree or higher, the unemployment rate, and the labor participation rate. Conversely persons living in public housing tend to live in tracts with high levels of poverty and public assistance.

As shown in Figure 2, **White persons measured the highest access to opportunity with an overall score of 6.8. Black persons scored the lowest access at 4.8.** Persons in public housing, persons in voucher households, and poor people, also had low access scores.

Figure 2 - Summary Table Access to Opportunity, Dane County, WI

Indices	All Persons	Poor Families	Persons in Voucher households	Persons in Public Housing	White Persons	Black Persons	Hispanic Persons	Asian Persons
School	5.6	4.5	4	2.7	5.9	3.3	4.6	4.7
Poverty	3.9	2.3	2.7	2.4	4.1	2.6	3.2	3.2
Labor Engagement	7	6	6.3	6.1	7.1	5.9	6.4	7.6
Housing Neighborhood Stability	6.6	5.7	5.7	5	6.7	5.5	5.8	6.5
Job Accessibility	6.3	7	7.2	8.4	6.1	7.2	7.2	7.3
Opportunity	6.6	5.2	5.3	4.5	6.8	4.8	5.8	6.6
Demographic Shares of Total Population					84.40%	4.30%	4.80%	4.30%

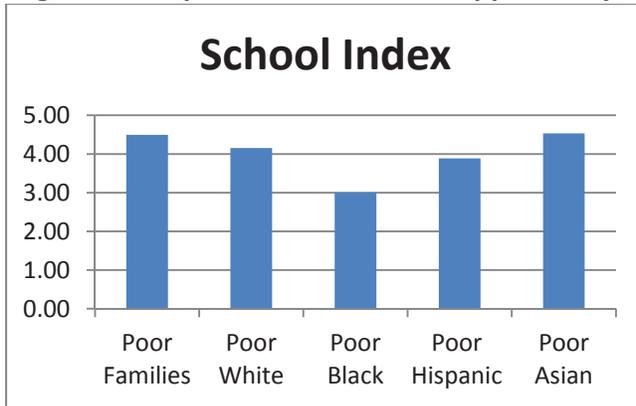
Source: U.S. HUD

Poverty and school indices had the lowest access overall, with scores all below five. Labor engagement and job accessibility had the high access scores, ranging from 5.0 to 8.4. Housing and neighborhood stability indices scored in the mid-range.

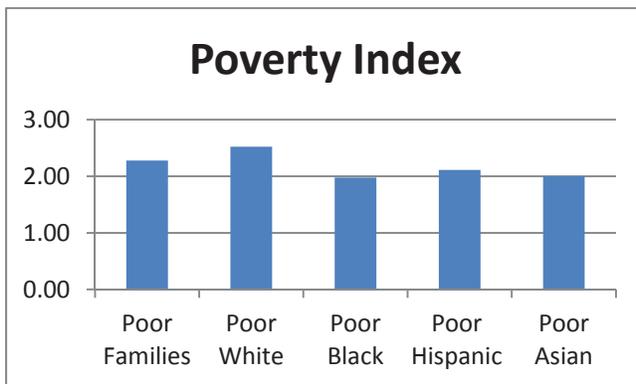
To measure disparity between racial and ethnic groups, HUD compared access scores for poor persons in each group. This method effectively holds income constant and isolates race and ethnicity as a key variable accounting for different levels of access.

Figure 3 shows the opportunity access scores for poor Whites, Blacks, Hispanics, Asians and all poor families. Not surprisingly, poor persons generally had lower access scores than those for all persons. For example White persons had an overall access score of 6.8 while poor Whites scored 5.4; poor Hispanics scored 4.5 compared to 5.8 for all Hispanics. Access scores for poor Blacks, however, were not significantly lower, at 4.3, than for all Blacks at 4.8, likely reflecting high levels of poverty among Black families. The gap between poor Asians and all Asians was also small (6.0 vs. 6.6), but the scores were medium-high overall.

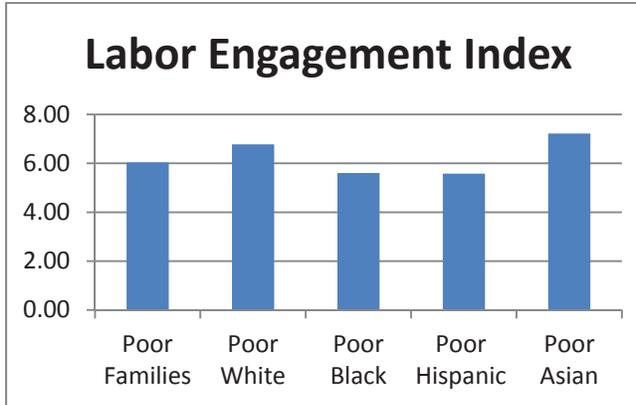
Figure 3 - Disparities in Access to Opportunity, Dane County, WI



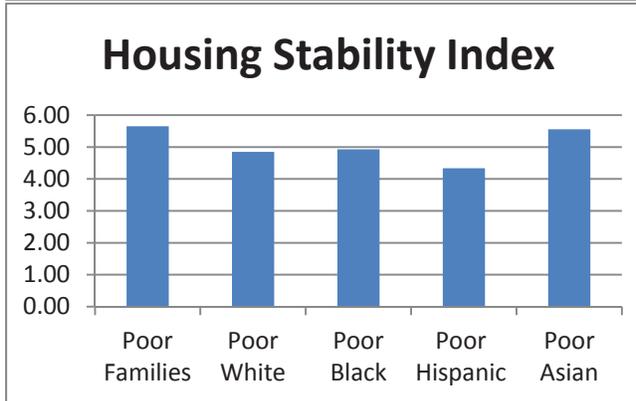
School Index		
Neighborhood School Reading Proficiency		
Neighborhood School Math Proficiency		
Disparity Black-White	Disparity Hispanic-White	Disparity Asian-White
1.15	0.27	-0.38



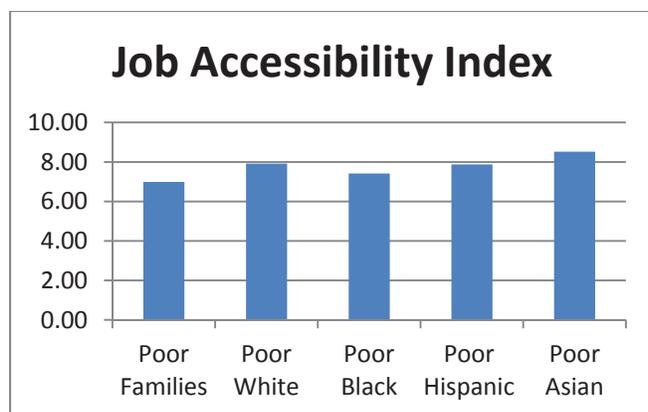
Poverty Index		
Family Poverty Rate		
% of Households w/ Public Assistance		
Disparity Black-White	Disparity Hispanic-White	Disparity Asian-White
0.55	0.41	0.52



Labor Engagement Index		
% w/ Bachelor's or Above		
Unemployment Rate		
Labor force Participation Rate		
Disparity Black-White	Disparity Hispanic-White	Disparity Asian-White
1.17	1.19	-0.44



Housing Neighborhood Stability Index		
% of New Purchase Successful, Low-Cost		
% of Refi Purchase Successful, Low-Cost		
Homeownership Rate		
% Vacant		
% Crowded (1+ Occupant per room)		
Disparity Black-White	Disparity Hispanic-White	Disparity Asian-White
-0.08	0.52	-0.71



Job Accessibility Index		
Tract Level Job Counts		
Tract Level Job Worker Counts		
Origin-Destination Flows		
Aggregate Commute Time		
Tract-Tract Average Commute by Mode		
Disparity Black-White	Disparity Hispanic-White	Disparity Asian-White
0.50	0.04	-0.61

Source: U.S. HUD

The gap between the opportunity access scores for poor Whites and poor Blacks is 1.1, which is the Black-White disparity measure as shown in Figure 4. While the disparity is smaller than the gap between all Whites and all Blacks (2.0), it shows that race is a factor in access to opportunity. In part, this is because poor Blacks are much more likely to live in low opportunity areas than poor Whites.

The gap between the opportunity access scores for poor Whites and poor Blacks shows that race is a factor in access to opportunity. In part, this is because poor Blacks are much more likely to live in low opportunity areas than poor Whites.

Other high disparity scores are Black-White and Hispanic White Labor Engagement (1.2) and Black-White School (1.2). Opportunity access scores for poor Asians are slightly higher than for poor Whites.

Poor White families are more likely to have access to quality schools, and be engaged in the labor market, than poor Black families.

Figure 4 - Summary Table Disparities in Access to Opportunity, Dane County, WI

Indices	Poor Families	Poor White	Poor Black	Poor Hispanic	Poor Asian	Disparity Black-White	Disparity Hispanic-White	Disparity Asian-White
School	4.5	4.2	3.0	3.9	4.5	1.2	0.3	-0.4
Poverty	2.3	2.5	2.0	2.1	2.0	0.5	0.4	0.5
Labor Engagement	6.0	6.8	5.6	5.6	7.2	1.2	1.2	-0.4
Housing Neighborhood Stability	5.7	4.9	4.9	4.3	5.6	-0.1	0.5	-0.7
Job Accessibility	7.0	7.9	7.4	7.9	8.5	0.5	0.0	-0.6
Opportunity	5.2	5.4	4.3	4.5	6.0	1.1	0.9	-0.6

Source: U.S. HUD

Opportunity disparities in the Madison area are significantly lower than in the Chicago metropolitan area. As shown in Figure 5, the Chicago area Black-White Opportunity Index disparity is 3.5 and the Hispanic-White measure is 2.5. Poor Blacks scored only 2.0 for access to opportunity compared to 5.5 for poor Whites.

Figure 5 - Opportunity Disparities for the Chicago Metropolitan Area

	Disparity Black-White	Disparity Hispanic- White	Disparity Asian-White
School Index	3.91	2.85	0.15
Poverty Index	2.61	1.77	0.69
Labor Engagement Index	3.46	1.93	-0.02
Housing Stability Index	3.13	2.56	0.69
Job Accessibility Index	1.51	0.22	-0.61
Opportunity Index	3.48	2.54	0.33

Source: U.S. HUD

Des Moines, Iowa is sometimes considered a peer region to Madison, as a Midwest state capital. The Des Moines Black-White disparity measure was 1.7 and the Hispanic-White disparity measure was 1.9. The Black-White disparity measure for Lane County, Oregon is -1.4, meaning that poor Blacks have higher access to opportunities than poor Whites, according to these measures.

The Madison area generally has lower racial/ethnic disparities, when controlling for income, in access to opportunities than other regions in the country. Knowing that disparities are worse elsewhere, however, does not mean Madison area residents should feel complacent about disparities overall. On many measures racial disparities between all Blacks and all Whites are wider in the Madison area than virtually any other region in the country (see Section F—Barriers to Accessing Opportunities p. 100).

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Geography of Opportunity:

A Fair Housing Equity Assessment for Wisconsin's Capital Region

Appendix E

Best Practices for Incorporating Equity and Inclusion in Planning

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I. Introduction / Background

A. CRSC Goals and Activities

In the Capital Region Sustainable Communities' (CRSC) application to the Sustainable Communities Regional Planning Grant (SCRPG) program, the lack of social equity concerns and goals were identified as gaps in regional plans. To close these gaps, the CRSC formed a social equity committee called the Increasing Equity in Planning and Decision Making Work Group (also referred to as the "Equity Work Group") charged with the following:

- Identify gaps in public participation plans and efforts.
- Examine best practices for incorporating equity into planning.
- Prepare goals, metrics and strategies for achieving full participation of all groups.
- Address issues of displacement from rising land values that may result from future transit-oriented development.
- Encourage planning efforts in the region to incorporate equity goals into plan updates, and to incorporate public participation strategies into future public participation plans.

Taking up this charge, the Equity Work Group has been focusing on increasing participation by traditionally under-represented groups in planning and decision-making, and integrating equity concerns across all CRSC projects. The Equity Work Group has completed a review on local plans for goals, metrics, and past and ongoing practices of public participation in the region.

B. Purpose of this Report

This report comprises an inventory of best practices on how to incorporate equity and inclusion into planning. Many of these best practices were identified and discussed by the Equity Work Group, whereas others are new additions to the report. In its grant application, the CRSC said it would encourage planning efforts in the region to incorporate equity goals into plan updates, and to incorporate public participation strategies into future public participation plans, which, under Wisconsin state statutes are required components of comprehensive planning that must be adopted by the governing body. As a result, the purpose of this report is to provide shared knowledge of best practices for the Equity Work Group to review for final recommendations to be presented to the CRSC to use in their partnership work and partner organizations' activities.

II. The Basics: Equitable Planning and Development

Equity is just and fair inclusion into a society in which everyone can participate and prosper.

A. What is Equity?

Equity is an issue that has been defined by many, and continues to grow more widespread. Equity goes beyond the narrow question of discrimination, to focus on the outcomes of policies and projects – that is, the social disparities that planning can serve to perpetuate or improve. However, it is not a tool to force equal outcomes or impose a one-size-fits-all approach. Instead, it helps us ask simply, what is a fair distribution of impacts (benefits, disadvantages and costs) for a given project?

Additional definitions and descriptions of equity include the following:

- Just and fair inclusion into a society in which everyone can participate and prosper.¹
- A criteria for inclusion and/or prioritization of policies.²
- Similar to, yet distinct from, “equal opportunity.” Opportunity alone may not be enough to achieve equitable outcomes. For example, equal education opportunity is required by law, yet this alone does not facilitate the outcome that each person finishes school or is prepared for higher education.
- A way of responding to the specific needs that people have, which can also benefit more than any one group. For example, a building with only a stairway entrance may be *technically* accessible by everyone, but is not really so in practice. Building a ramp to enable wheelchair access ensures that people using wheelchairs can access the building—it also benefits others who will opt to use the ramp as well.
- Regions that use the talents of all their people succeed, while those that systematically exclude some or allow them to fall behind do not.³



“A region is a collection of communities sharing not just borders, but a linked economic and social fate. ... **In today’s global economy, a metropolitan region must harness the productive capacities of all of its residents, businesses and institutions in order to stay competitive, sustainable, vibrant, and healthy.** The difference between regional vibrancy and regional vulnerability depends upon the success of maximizing opportunity for all of a region’s neighborhoods and people.”
(Kirwan Institute, 2007)

(Image source: Lee, 2012)

¹ CRSC Equity Work Group, based on PolicyLink’s definitions.

² Lee, 2012.

³ CRSC Equity Work Group.

Figure 1 – Addressing Equity at the Societal, Community, and Individual/Family Level



B. What is Equitable Planning and Development?

Equitable development encourages fairness in planning and development practice to ensure everyone has a safe and healthy environment in which to live, work, and play.

Equitable development can be defined as, “an approach to meet the needs of underserved communities and individuals through projects, programs, and/or policies that reduce disparities while fostering places that are healthy, vibrant, and diverse.”⁴ Equity development is important to ensure that “low-income communities and communities of color participate in and benefit from decisions that shape their neighborhoods and regions.”⁵ How we plan and redevelop existing communities can compromise low-income households or residents living in disinvested neighborhoods. Such individuals may not have an opportunity to enjoy the benefits within the same neighborhoods once they rebound (Eley 2011, citing the EPA/NEJAC 1996 report “Environmental Justice, Urban Revitalization, and Brownfield”).

Equitable Development Principles

CRSC’s Perspective

When the CRSC was first formed as a partnership, guiding principles to be considered for equitable development were outlined. These principles are:

- Integrate strategies that focus on people with those focused on improving places.
- Reduce local and regional disparities.
- Promote investments that are catalytic, coordinated, and result in a triple bottom line (improvements in all three pillars of environment, equity, and economy).
- Ensure meaningful community participation, leadership, and ownership in change efforts.

Carlton Eley’s Perspective

Carlton Eley is a national leader on equitable development. During his keynote speech at the 2011 Capital Area Planning Conference, he cited from *The Practice of Local Government Planning*, “Planning at its best takes account of the social implications of land use and economic development decisions.”⁴ Eley explains that accounting for social equity in planning and development processes can improve management of the built environment by:

- Introducing innovative ideas/solutions;
- Garnering broader public support for proposed projects which can translate into cost savings for developers; and
- Encouraging outcomes that are beneficial for a wider range of stakeholders.⁶

Eley identifies the following principles for equitable development:

- Housing Choice – decent housing at varying price points.
- Transportation Choice – viable alternatives so people can meet daily needs. Pedestrian oriented modes are primary.
- Personal Responsibility – people foster change; successful communities engage individuals and groups to get communities on track.
- Capacity Building – need effective outreach, education and technical assistance.

⁴ Eley, 2011.

⁵ PolicyLink, n.d.(a).

⁶ Eley, 2009.

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Best Practices for Incorporating Equity & Inclusion in Planning – FINAL DRAFT

- Healthy Communities – health in the broadest sense: wellness, safety, physical activity, access to nutritious food, and encouraging environmental justice.
- Heritage Preservation – contribute to a sense of place.
- Stewardship – ethic of being a custodian of assets and passing them onto the next generation.
- Entrepreneurship – organizing or managing a business or enterprise.
- Sustainable Wealth Creation –financial intelligence to combat persistent poverty across generations.
- Civic Engagement – citizens are their own best advocates.

III. Model Strategies for Achieving Equity Results

Equity models focus on closing gaps in the root causes of inequality versus closing gaps in the outcomes themselves (Inzeo, 2012).

A. Getting Equity Advocacy Results (GEAR) Framework

Getting Equity Advocacy Results (GEAR) by PolicyLink provides a framework for dynamic and collaborative efforts to move equitable change proposals forward, which would include iterative and ongoing cycles of assessment, learning, messaging, and alignment of both strategies and actions.⁷ GEAR means not only working toward a major equity goal, but also successfully achieving important steps for equity along the way. GEAR identifies four “gears” that are critical components of advocacy campaigns for equity, they are:

- **Build the base [Organizing]**
 - *Engaged community residents, leaders, and organizations are the foundation of thriving communities. They are also at the base and in the leadership of efforts for equitable change.*
 - *ONGOING ORGANIZING assures that those closest to community challenges are central to seeking solutions and building power to bring them about.*
- **Name and frame the equity solutions [Capacity building]**
 - *Finding a promising target for change requires understanding the problem and potential solutions, as well as possible pathways to get there.*
 - *ONGOING CAPACITY BUILDING involves strengthening the knowledge and skills of equity advocates and their organizations to effectively engage in efforts for change.*
- **Move the equity proposal [Research]**
 - *Advancing equity advocacy requires applying the results of organizing, capacity building, research, and communications to a campaign.*
 - *ONGOING RESEARCH is needed to inform every aspect of the advocacy process, from documenting conditions and soliciting community participation to assessing prospective solutions and projecting the impact of change.*
- **Build, advance, and defend [Communications]**
 - *A vision for equity can be achieved only when the interpretations, processes, and implementation of a proposal for change are carried through and critical components supporting equity are functioning.*
 - *ONGOING COMMUNICATIONS activities involve a range of tools to strategically disseminate ideas and information and to educate stakeholders and decision makers to advance equity.*

⁷ PolicyLink, n.d.(b).

B. Communities of Opportunity Model

The Communities of Opportunity (COO) Model by the Kirwan Institute has two goals: to bring opportunities to opportunity-deprived areas, and to connect people to existing opportunities throughout the metropolitan region.⁸ The model seeks to bring opportunities into distressed neighborhoods by improving education, stimulating investment and expanding employment opportunities. The model also advocates for improving housing mobility, providing fair and effective public transportation, managing sprawling growth in order to reduce the drain of jobs and resources from existing communities, and the fair investment in all of a region's people and neighborhoods.

The COO Model identifies the following needs:

- Build human capital through improved wealth-building, educational achievement, and social and political empowerment.
- Invest in places by supporting neighborhood development initiatives, attracting jobs with living wages and advancement opportunities, and demanding high-quality local services for all neighborhoods, such as local public schools that perform.
- Encourage better links among people and places, fostering mobility through high-quality public transportation services and region-wide housing mobility programs.

Strategies on how to bring back opportunities to disinvested urban areas include:

- Support equitable investment in public infrastructure.
- Support anchor institutions (e.g. public universities, museums, and hospitals).
- Leverage public investment to attract private investment to areas of low growth.
- Develop high-performing magnet schools to attract a diverse urban constituency.
- Aggressively target redevelopment of vacant property and brownfield areas.
 - Land banks can help with this through public acquisition of abandoned property and transfer to a nonprofit 3rd party for redevelopment.
- Utilize community benefits agreements to ensure that existing residents have fair access to emerging opportunities.

C. Community Planning with a Health Equity Lens

Public health professionals support the role of equity in planning – a field that has its roots in public health and welfare. Rebecca Haber with the National Collaborating Centre for Environmental Health states, although “health *inequalities* are unavoidable, health *inequities* are differences in health outcomes that are avoidable.”⁹ Health inequities are “systematically patterned by socioeconomic status,” and shaped by elements such as income, access to education, housing, and environmental factors.⁹ Community planning has the potential to reduce health inequities by applying an equity lens. Six ways an equity lens can be applied to community planning for health are:

- Involve community members in the planning process.

⁸ Kirwan Institute, 2007.

⁹ Haber, 2011.

- Target specific populations in planning.
- Monitor and evaluate outcomes.
- Use equity focused tools (e.g. Health Equity Impact Assessment (HEIA), the Urban Health Equity Assessment and Response Tool (Urban HEART), and health equity audits).
- Use incentives or policy levers.
- Consider social determinants of health and how different determinants intersect.

D. Equity & Social Justice at the County Level

King County's population in the state of Washington is becoming increasingly racially and ethnically diverse. Demographic changes can bring new richness to local communities. However, these changes cease to become assets when communities of color, low-income populations and limited English-proficient neighbors are left behind. Equity enables everyone to help grow and strengthen an economy. According to King County's 2013 Equity and Social Justice Annual Report, counties can work for equity and social justice at six levels:

- **Increase focus on the determinants of equity**
 - King County has identified 14 determinants of equity, they are: family wage jobs and job training; affordable, safe, quality housing; early childhood development; quality education, equitable law and justice system; access to affordable, healthy, local food; access to health and human services; access to parks and natural resources; access to safe and efficient transportation; community and public safety; economic development; strong, vibrant neighborhoods; healthy built and natural environments; and equity in county practices. Equal access to these determinants is necessary for all people to thrive and achieve their full potential.
- **Eliminate the root causes of inequities**
 - Focus on the root causes and structural factors of inequities at the community level and beyond instead of only focusing on traditional problem areas, such homelessness, disease, and incarceration.
- **Focus efforts on people of color, low-income communities, and people with limited English proficiency**
 - To move all communities forward, target programs and investments that benefit the people and places most left behind.
- **Consider equity and social justice impacts in all phases of decision-making**
 - Consider the current and historic equity impacts of county policy, budget, and operational decisions.
- **Promote fairness and opportunity in county government practices**
 - Promote opportunity and provide fair treatment of all employees, contractors, clients, community partners, residents, and others who interact with the county.

- **Build equity and social justice awareness**
 - Raise awareness on equity and social justice through community engagement, partnerships, and communications with all county communities and groups.

E. Equitable Transportation: Transit Oriented Development

When implemented as an equitable development strategy, Transit Oriented Development (TOD) can benefit local communities and the region as a whole, such as:

- Revitalization around transit stations (with improved quality of life and economic development);
- More accessible jobs, housing, services, and recreation opportunities;
- More transportation choices and lower transportation costs for residents;
- Affordable housing and mixed-income communities;
- Asset-building and ownership opportunities;
- Reduced air pollution and traffic congestion; and
- Regional and community visioning processes.¹⁰

4 Major Ways to Pursue TOD

1. Community Engagement in TOD Planning – Critical at each step of the process

- Regional planning – involve community in setting goals and guidelines for transit and TOD (e.g. Portland Interstate MAZ light rail line finished in 2000).
- Station area planning – include equity goals and issues of affordable housing and station access in station area plans.
- Project planning – advocates should get involved early to shape key decisions, such as land price, how design can advance TOD goals, and community benefits desired.
- Example:
 - Baltimore Neighborhood Collaborative – helped advance equitable and sustainable development along Baltimore’s existing and planned transit corridors by coordinating with Maryland Transit Authority to develop plans that reflect local needs.

When visioning, advocates should address:

- Promoting equity goals in the overall plan or vision;
- Zoning;
- Land acquisition; and
- Design standards.

2. Community-Led TODs – build a coalition to collaborate on key steps, such as:

- Identify community goals (its own overall vision, separate from specific land use and transit ridership goals);
- Create a community plan to generate support from residents and leaders (a holistic one, with an inventory of neighborhood assets such as organizations and properties);
- Offer, and fight for, alternatives;
- Build productive relationships with government; and
- Find creative solutions.
- Examples:
 - Bethel New Life – launched several development projects with Chicago Transit Authority.

¹⁰ PolicyLink, 2008.

- Oakland Fruitvale Community Partnership, Oakland, California – transit village project (see case study below).

3. Securing Community Benefits Around TODs

- Use formal Community Benefits Agreements (CBA) or informal negotiations to link low-income residents to the economic and housing opportunities created by the new development, protect against displacement, and ensure community-friendly station area design.
- Important to include:
 - a) Anti-displacement and affordable housing protection, b) living wage jobs for residents, c) priority for community-based developers, d) enhanced neighborhood-serving retail, e) station accessibility, and f) improved neighborhood environment.
- Examples:
 - Valley Jobs Coalition Community Benefits Agreement for the NoHo Commons Development (located around the North Hollywood Red Line Subway Station in Los Angeles, California). The benefits agreement entails establishing an extensive local hiring system; ensures 75% of the jobs pay a living wage; provides job training programs and childcare; and construction of 162 affordable housing units (of which 28 units will be for very low-income residents).
 - Ballpark Village Community Benefits Agreement, San Diego, California. For a privately funded development, the CBA required and funded a study of how the TOD and other developments would affect land prices and low-income residents in the neighborhood; and got a good-faith promise from the developer to recruit a unionized grocery chain that pays a living wage and benefits.
 - Oakland Fruitvale Community Partnership, Oakland, California. Got priority consideration for their transit village due to demonstrated commitment to community (see case study below).

4. Commercial Stabilization in TODs and Along Transit Corridors

- To ensure that new commercial and retail serves the needs of area residents, supports existing small businesses, realizes a community-driven vision for the future of the area, and helps the neighborhood withstand gentrification pressures. Neighborhoods that can best hold their own have a viable economic niche, a commercial district that successfully attracts working families, are clean and safe, and have stores selling quality goods at reasonable prices.
- Strategies can include business assistance (for businesses with the greatest potential to grow and contribute to the community), façade improvements, preservation of cultural facilities, streetscape improvements, and business attraction and commercial real estate development.
- Examples:
 - Fruitvale Transit Village, Oakland, California (see case study below).
 - San Francisco Mission District – a long-term (1 year) planning process that resulted in a detailed plan.
 - San Francisco Mercy Housing for the Rose Hotel – a brief process that resulted in a 2-page policy document.

Fruitvale Transit Village, Oakland, California

Place: The Fruitvale district is a low-income, multi-ethnic, predominantly Latino neighborhood in Oakland. Once a thriving neighborhood full of shopping destinations, businesses left as freeways and malls were built elsewhere and the area suffered from crime and lack of investment.

What happened: After the community opposed the transit agency's proposal to build a multi-level parking facility at the Fruitvale station, the Spanish Speaking Unity Council (a community development corporation formed in 1964) developed an alternative plan for the station. The result was a successful development that benefits area residents and stabilized the community.

Strategy: Over the course of ten years, the Unity Council planned a successful transit-oriented development by a coordinated set of actions: forming the Oakland Fruitvale Community Partnership, raising funds, holding community planning meetings, passing a new zoning ordinance, creating the Fruitvale Development Corporation, initiating a Main Street program with partners, acquiring land, and building the community's vision. In the process, the Unity Council transformed itself from a service provider to a pioneering community development and service agency.

Funding: Community Development Block Grant (for developing the plan), Federal Transit Administration (FTA) planning grant (for predevelopment activities like economic, traffic and engineering studies), and FTA construction grant (to build parking).

Partners: Bay Area Rapid Transit (BART), City of Oakland, and Local Initiatives Support Corporation (LISC)

Results: 140+ participants in Main Street committees, 133 net new jobs, 51 new business start-ups, 8 expansions, 110 storefronts renovated, new investment from private (\$2.7 M) and public sectors (\$2.1 M) (figures from 2000).

F. Equity Impact Assessment

What is it?

- A critical tool for advancing equitable planning and development.
- Both a process and a tool to identify, evaluate, and communicate potential impacts – both positive and negative – of a policy or program on equity.¹¹
- A systematic examination of how different racial and ethnic groups will likely be affected by a proposed action or decision.¹²

How is it used?

- Gather information to inform planning and decision-making about public policies and programs that impacts equity in the area.¹³
- Minimize unanticipated adverse consequences in a variety of contexts, including the analysis of proposed policies, institutional practices, programs, plans and budgetary decisions.¹²
- Provide guidance to community leaders and decision makers as a vital tool for preventing institutional racism and for identifying new options to remedy long-standing inequities.¹²

Example of Two Different Models

5-Stage Question Model for Racial and Economic Equity Assessment

The Organizing Apprenticeship Project (OAP) developed equity assessment questions for legislative and community leaders to use as a guide to strengthen equity impact of budgets in Minnesota. These questions were designed for members of every budget and policy committee to ask as they consider actions to address challenges. However, these equity assessment questions could also be used by other practitioners and stakeholders to advance equity in planning and development (see below).

1. How does the proposed action (policy, budget or investment decision) impact racial and economic disparities in the area?
2. How does the proposed action support and advance racial and economic equity in such areas as education, contracting, immigrant and refugee access to services, health, workforce and economic development?
3. Have voices of groups affected by the action been involved with its development? What solutions were proposed by these groups and communities?
4. What do you need to ensure that proposals are successful in addressing disparities – what resources, what timelines and what monitoring will help ensure success of proposal for achieving racial and economic equity?
5. If your assessment shows that a proposed action will likely increase disparities, what alternatives can you explore? What modifications are needed to maximize racial and economic equity outcomes and reduce racial and economic disparities?

¹¹ King County, WA, 2013.

¹² Race Forward: The Center for Racial Justice Innovation, 2014.

¹³ King County, WA, 2010.

5-Level Question Model for Equity and Social Justice Assessment

As previously discussed, King County’s 2013 Equity and Social Justice Annual Report identifies six levels at which counties can work for equity and social justice. King County provides a list of essential questions pertaining to five of the six levels that can be asked to obtain a better understanding of the inequities that exist (see below).

- **Increase focus on the determinants of equity**
 - Which determinant or determinants of equity does our work affect?
 - How can we increase access to these determinants?
 - When there are barriers to determinants for communities, how can we remove or address them?
- **Eliminate the root causes of inequities**
 - What upstream pro-equity policies, structures and systems do we need to promote opportunity for all?
 - Instead of looking at a simpler response to a complex problem, what is the comprehensive approach we need to get at the root causes?
 - What other areas and sectors must we engage and work with to be part of the solution?
- **Focus efforts on people of color, low-income communities, and people with limited English proficiency**
 - How are people of color, low-income communities and people with limited English proficiency affected by the county programs, policies and decisions? Are they negatively affected? If so, why?
 - Can we avoid or mitigate these negative impacts?
 - What can we do to increase opportunities for these populations?
- **Consider equity and social justice impacts in all phases of decision-making**
 - In process equity, is the decision process inclusive, fair and open? Does it consider all communities?
 - In terms of distributional equity, is there fair and just distribution of benefits and burdens to all residents in the community?
 - For intergenerational equity, do the decisions and actions today break the cycle of inequities so there is equity for future generations?
- **Build equity and social justice awareness**
 - Who is being engaged? Who is not? Who is being overlooked?
 - How can engagement become more inclusive?
 - How is the county’s capacity being built to better engage communities?

Geography of Opportunity, Appendix E:

Best Practices for Incorporating Equity & Inclusion in Planning – FINAL DRAFT

- How is capacity being built in the community? Importantly, are the solutions based on community involvement and interests?

IV. Best Practices for Equitable and Inclusive Planning

A. Elements of Equity in Sustainable Communities

According to Eley (2010), “Although sustainability is commonly viewed as a concept that incorporates energy, urban management, environmental objectives, and policy integration, ... when development disregards cultural heritage and cherished/significant institutions; avoids meaningful participation of vulnerable populations or non-traditional stakeholders; and/or simply disperses or shifts poverty around rather than provide a pathway out of poverty, it is not sustainable.”

A sustainable community involves economic competitiveness, equity, environmental, and public health. These four areas are interconnected. When it comes to equity, Kalima Rose and Sarita Tuner with PolicyLink identifies five elements, in which equity can be achieved for a sustainable community. The five equity elements are listed below and have overarching applications in how equity and inclusion can be incorporated into planning. These five equity elements will be used as themes to highlight best practices on how to incorporate equity and inclusion into planning.

- Inclusive governance
- Robust community engagement
- Framing regional conversations around equity
- Alignment of funding and investments with equity priorities
- Increased regional capacity to advance equity

“...Community planning is defined as a process that: addresses the needs of a local area; brings together stakeholders from many sectors of society (e.g. government, residents, non-governmental organizations, service providers); plans for, and promotes, the future well-being of an area.”

“[It] can take on many different forms and target different issues, depending upon local circumstances. **However, there are some core principles of community planning; it should be participatory, incorporate the diversity of the community, build community capacity, use robust research methods, and plan for concrete action.**” (Haber, 2011)

B. Inclusive Governance & Community Engagement: Bringing the Right People Together

- Effective advocacy requires constant consultation with partners (with, not for). Avoid tokenism – go the extra mile for meaningful involvement; structure it so you do not end up speaking for others.
- Connect to faith communities and coalitions.
- Participation practices need to engage a broad cross-section of partners with far-reaching constituencies. Peter Block’s advice for Atlanta: “If you want a future that’s distinct from the past, you have to be with people who you aren’t used to being with” (Partnership for Southern Equity, 2012).
- Relationships matter. Approach it like an ecosystem (an “equity ecosystem”): the justice infrastructure forms when equity organizations and champions coalesce as a community to influence the established systems (Partnership for Southern Equity, 2012).

- To get traction, engage communities and organizations that are already trying to solve the problem you seek to address. Identify people interested in making the change.
- Convene community leaders, residents, and elected/appointed officials to learn about and discuss a community-based agenda around policies that address needs related to equity (e.g. racial health disparities, fresh food access, transportation, and the built environment) (RWJF Webinar, 2012).
- Community-based participatory research. One of the most widely accepted ways to involve communities and build capacity for effective participation is by having residents participate in selecting issues, designing studies, interpreting findings, and presenting results to policy makers in order to reduce their burden and promote better public policies (Pastor and Benner, 2011).
- How to encourage people to get beyond the surface equity gestures? Education and leveraging relationships with decision makers are key. A shift also has to happen within the coalition, for people to see their silo not as an end but as a means to an end (i.e. just and fair inclusion). Also, many organizations who want to advance equity may think it means “community engagement” rather than institutional and structural change (e.g. hiring outreach staff to take a priorities scan goes deeper). It requires not just being reactionary; step back and be strategic about how to achieve equity – set your own campaign.
- “We’ve learned that through engagement, we provide an educational opportunity to help the public understand the scope and dimension of the issues facing our community. We have found that authentic engagement with the ability to convey a sense of possibility helps members of the community to see things differently, see how strategies fit together, and discover how things can change. Engagement develops a community will for change” (United Way of Dane County, 2006).
- Focus on specific populations and place an emphasis on equity as a principle. This combination is important in ensuring that inequities do not inadvertently increase in community planning initiatives. For example, a process may be participatory, but if not explicitly focused on equity, it may not reach specific groups (e.g. youth, homeless people, and immigrants). Similarly, highlighting equity may lead to greater engagement of community members. For example, the HIA requires engagement (Haber, 2011).
- In working with diverse groups of people, it is important to understand local history, culture, values, and politics. These underlying influences may have as much of an impact on participation as logistical barriers, such as scheduling and selecting a location for meetings (Brenman, 2012; CRSC Equity Workgroup; and Haber, 2011).
 - What has happened in the past with similar or analogous projects (Brenman, 2012)?
 - It is likely that sub-groups who have been omitted or excluded from the policy are already disadvantaged both socially and economically and will thus be hard to access (Brenman, 2012).
 - Avoid perpetuation of past injustices, and examine vestiges of past discriminatory practices and policies (Brenman, 2012).
- Use a variety of techniques to engage people. The following are valuable when used with a variety of group processes that enable rich conversation and bring people to consensus (United Way of Dane County, 2006):
 - One-on-one contacts.

- Public meetings and hearings.
- Open house/availability booth at other community events.
- Focus groups.
- Radio feedback. Radio is a strong tool to engage people who have limited time to attend events; for example, you can engage people who call from work.
- Email feedback.
- Interactive technology, e.g. online surveys.
- Advice-giving groups, short- or long-term.
- Consensus-based decisions-making group.
- Conferences, workshops, and symposiums.
- Phone blast, an effective tool to reach people who are less likely to have computers (PolicyLink).
- Successful community mobilization (Richardson, 2012):
 - Learning facilitator vs. Instructor.
 - Establish an environment for honest dialogue and supportive learning.
 - Be decent and consistent to earn the trust and confidence of participants.
 - Establish credible, long-term relationships.
 - Facilitate with humility, altruism and selflessness.
 - Ensure that all participants have a voice.
 - Represent a logical sequence of events.
 - Utilize participant data and photographs to release leadership capacity.
 - Bring this process to the community-at-large (e.g. evenings and weekends).
- Success factors in health equity initiatives (Haber, 2011):
 - Open communication and information sharing.
 - Strong leadership.
 - Community input.
 - Providing a forum for citizen participation and minimizing barriers.
 - Generating a broad consensus.
 - Building upon existing relationships.
 - Knowledge of cultural attributes.
 - Connecting obesity efforts to other city plans and programs.

- Recommendations grounded in the everyday realities of local residents.
- Linking equity to shared values and existing priorities.
- Powerful leaders.
- Presenting clear information (e.g. health data).

C. Creating & Framing the Right Message

- Reframe the conversation around the demographic shifts that are happening. Leverage examples, such as documenting a history of race and transportation, to lift up and educate.
- Have a strategic communication plan to effectively engage the media. Be proactive about how you frame and create a narrative around just and fair inclusion. (PolicyLink)
- Framing health equity
 - Health begins where we live, work and play – before the doctor’s office (RWJF, 2010). Social factors that are root causes of community health include institutional power (in business, government, and schools) and social inequities (neighborhood social and physical conditions, segregation, workplace conditions). A health frame can be persuasive and effective, because: 1) people understand health personally, 2) health represents quality of life and well-being, 3) health is a shared value, and 4) people are morally outraged by health inequities (Inzeo, 2012; RWJF, 2010).
- Language and framing around social determinants
 - Traditional phrasing of social determinant language consistently tested poorly in every phase of research. Phrases like “social determinants of health” and “social factors” fail to engage people, even though the concept behind social determinants resonates with them (RWJF, 2010).
 - Priming audiences about the connection with messages they already believe makes the concept more credible. Present messages in colloquial, values-driven, emotionally compelling language, not academic, such as “health starts in our homes, schools and communities” (RWJF, 2010).
 - Use one strong and compelling fact—a surprising point that arouses interest, attention and emotion—for maximum impact. Using more than one or two facts tends to depress responses to them (RWJF, 2010).
 - Identify the problem, but offer potential solutions. This is especially helpful if your audiences are opinion leaders (RWJF, 2010).
 - Incorporate the role of personal responsibility. To appeal to a full spectrum of people, recognize the shared belief in equal opportunity to make choices that lead to good health (RWJF, 2010).
 - Mix traditionally conservative values with traditionally progressive values. For example, combine the notion of personal responsibility with one of opportunities (RWJF, 2010).
 - Focus broadly on how social determinants affect all Americans, versus a specific ethnic group or socioeconomic class. Describing disparities consistently evokes negative reactions from most audiences (RWJF, 2010).

- Stress opportunities vs. outcomes. Discuss disparities in outcomes (such as health outcomes) in terms of “opportunities to be healthy.” This bases the conversation in the widely shared value of equal opportunity, and avoids the pitfalls of emphasizing “external factors” and “disparities,” which tend to be rejected or misinterpreted and thus, ineffective (Cultural Logic, 2007; RWJF, 2010).
- Explain the role of *particular* external factors in ways that are very clear and compelling in order to compete with the “right choices” perspective. For example, explaining how the built environment can play a role in human health by creating opportunities for physical activity through sidewalks, parks, and recreation centers. Vibrant communities where people can walk around and be physically and socially active can lead people to feel secure and interact with and support one another (Cultural Logic, 2007).
- Put forward a clear and practical vision for how to address the problem of inequities. Clear explanations of practical steps with more likelihood of success are engaging and motivating (Cultural Logic, 2007).
- Lessons for talking about racial equity
 - Race is a central consideration for healthy communities. “Race has shaped our regions, creating places that offer profoundly unequal opportunities to their residents. ... Effective strategies to build healthy, vibrant, sustainable communities must address both race and place, openly and authentically” (PolicyLink, 2011).
 - Lead with shared values. Starting with values that matter most to Americans helps audiences to “hear” our messages more effectively than do dry facts or emotional rhetoric (The Opportunity Agenda, 2010).
 - Show that it is about *all of us*. A winning message is not just about the rights and interest of people of color, but also about our country as a whole and everyone in it. It explains that it is not in our moral or practical interest to exclude any group, community, or neighborhood, or to tolerate unequal opportunity or discrimination (The Opportunity Agenda, 2010).
 - Over document the barriers to equal opportunity, especially racial bias. Be specific about the mechanisms that deny equal opportunity. Gather comprehensive and reliable data and prepare a staple of examples to make a convincing and compelling argument. Instead of leading with evidence of unequal outcomes alone—which can sometimes reinforce stereotypes and blame—document *how* people of color frequently face stiff and unequal barriers to opportunity (The Opportunity Agenda, 2010).
 - Example: Don’t lead by discussing the income gap between white and African Americans. Instead, lead with facts like from the 2003 California study that found employment agencies preferred less qualified white applicants to more qualified African Americans, or the Milwaukee and New York studies that demonstrated white job seekers with criminal records were more likely to receive callbacks than African Americans with no criminal records (The Opportunity Agenda, 2010).
 - Acknowledge the progress we *have* made. Doing so helps lower people’s defenses and enables a reasoned discussion rooted in reality rather than rhetoric (The Opportunity Agenda, 2010).

- Present data on racial disparities through a contribution model instead of just a deficit model. Go beyond pointing out the inequalities to show how closing the gaps will benefit society as a whole (The Opportunity Agenda, 2010).
 - Example: With the Latino college graduation rate at 1/3 of the white rate, it means that closing the ethnic graduation gap would result in over 1 million more college graduates each year, helping America compete and prosper in a global economy (The Opportunity Agenda, 2010).
- Be thematic instead of episodic: Select stories that demonstrate institutional or systemic causes over stories that highlight individual action. The latter can lead audiences to ignore the root causes and systemic policy solutions. Prioritize human stories, preferably in groups, that are inherently systemic or thematic, backed by strong research and statistics (The Opportunity Agenda, 2010).
- Carefully select vehicles and audiences to tell the story of contemporary discrimination. Modern discrimination tends to take more nuanced and less visible forms (covert, implicit, structural biases), and diversity now goes beyond the old black-white paradigm. Tailor the depth and detail of the message to the medium and audience (The Opportunity Agenda, 2010).
- Be rigorously solution-oriented. Help sympathetic people avoid “compassion fatigue” and inaction by linking the description of the problem to a clear, positive solution and action (The Opportunity Agenda, 2010).
- Link racial justice solutions with broader efforts to expand opportunity. Linking goals to broader solutions can engage new audiences and build larger, more lasting constituencies (The Opportunity Agenda, 2010).
- Use “opportunity” as a bridge, not a bypass. Do not stop there and avoid discussions of race. Bridge from the value of opportunity to the roles of racial equity and inclusion in fulfilling that value for all (The Opportunity Agenda, 2010).
 - Example: It is in our national interest to ensure everyone enjoys full and equal opportunity. That is not happening in our educational system today. If we do not attend to those inequalities while improving education for all children, we will never become the nation we aspire to be (The Opportunity Agenda, 2010).
- Community planning with an equity lens (Haber, 2011):
 - *Put equity on the agenda*: Be loud and clear in identifying why equity is a concern;
 - *Involve community members*: Use a participatory planning process that includes diverse voices;
 - *Drive equity goals*: Make a commitment by setting targets to reduce unfair differences in health outcomes and maintaining strong leadership;
 - *Monitor inequity*: Collect information on population subgroups to monitor impacts and insure that inequity is not inadvertently increased;
 - *Make equity explicit*: Use a clear definition of what equity means and use planning tools that highlight equity issues.

D. Place-Based Community Planning Strategies

- Place-based strategies enable you to set very specific goals. Once you have identified specific needs, identify (PolicyLink, 2011):
 - Desired policy or system change
 - Target population (be specific)
 - Policy-maker target
 - Equity strategy
 - Partners and resources needed
 - Target equity outcomes
- Opportunity Mapping – allows us to measure and show the dynamics of opportunity in a region by mapping where people live, where jobs are located, and how residents can get from home to work to school and to community resources (Kirwan Institute, 2007).
 - Recognizing “that inequality has a geographic footprint, and that maps can track the history and presence of discriminatory and exclusionary policies that spatially segregate people. ... To address the need for equitable opportunity and improved living conditions for all residents, we need to assess the geographic differences in resources and opportunities across a region to make informed, affirmative interventions into failures and gaps in ‘free market’ opportunities” (Kirwan Institute, 2007).
 - Purpose of opportunity mapping: Used to better understand and represent the dynamics of opportunity within a region. Allows communities to measure opportunity comprehensively and comparatively; to communicate who has access to opportunity-rich areas and who does not; and to understand what needs to be remedied in opportunity-poor communities. Enables people to proactively identify where policy interventions are needed to remedy conditions of inequality (Kirwan Institute, 2007).
 - Use variables that indicate high and low opportunity. High opportunity variables can include the availability of sustainable employment, high performing schools, a safe environment, access to high-quality health care, adequate transportation, quality child care and safe neighborhoods (Kirwan Institute, 2007).
- Community Asset Mapping - begins by identifying community assets as the building block for planning, rather than beginning a planning process by identifying problems and deficiencies (Brenman, 2012).
 - Possible focus areas: Social assets, physical and natural assets, educational assets, and economic assets.
 - Residents and planners can develop an understanding and appreciation of what are often the hidden intangible assets of a community – the skills and knowledge of the residents (regardless of background) and the organizations that make up a community.
 - To start, involve the community in deciding the goals and focus of the project, how the mapping results will be used, what skills and assets to identify, if other asset inventories exist (and what was learned), designing the inventory, deciding the timeline and how to

communicate through the process, and developing a plan for collecting the information and sharing it once compiled.

E. Increasing Regional Capacity to Advance Equity

- Build and utilize regional equity networks:
 - Start by convening local equity leaders to identify common interests, develop partnerships, and target participation.
 - Include a diversity of organizations representing all the voices needed to affect policy (Northwest Health Foundation, Portland; PolicyLink, 2012).
 - Attributes of successful equity networks: leadership development, relationship development, knowledge centers and/or a committed anchor agency (institutions that can provide research and technical skills, communication strategies and tools), resource development (funding, in-kind—involve funders), and peer learning/equity education opportunities (bring people together for knowledge sharing) (PolicyLink, 2012).
 - Build relationships with foundations and other funders, and if needed, help them advance grant-making efforts that promote equity (in issues such as food access, health, and the built environment) (Northwest Health Foundation, Portland; PolicyLink, 2012; RWJF, 2012).
- To advance a regional equity agenda, bring together under one tent: community developers (to work on projects that demonstrate what is possible); policy reform strategists (to focus on changing policy to make the possible the norm); and social movement regionalists (to build power to shift politics and policy) (Pastor and Benner, 2011).
- Create and offer a strategy that can “move the needle,” rather than asking decision makers to “fix the problem” (e.g. San Diego Market Creek Plaza).
- Support and highlight existing neighborhood efforts as examples of equitable development, and connect them to a broader regional equitable development agenda. Do not go to communities with a program already laid out, and expect them to simply adopt or implement it (e.g. Twin Cities and Kansas City Sustainable Communities).
- Provide leadership training to expand residents’ capacity to engage in community building, decision making, and neighborhood improvement (e.g. Twin Cities and Atlanta sending delegations to national Equity Summit, then holding regional events. Community Health Improvement Partners’ Resident Leadership Academy trains San Diego County residents in public health and planning leadership).
- Bring people together around some common perspectives and principles: A common equity focus and orientation, vision of regionalism, shared values and priorities, permanence and momentum (PolicyLink).

F. Improving Access to Opportunity for Low-Income Communities & Communities of Color

PolicyLink identifies five strategies on how to improve access to opportunity for low-income communities and communities of color, they are (abridged):

- 1. Set aside more resources for equity.** Seek more funding for initiatives and policies that advance equity. Create targeted set-asides of funding for high poverty communities. Create priority scoring for equity-focused projects. Set clear benchmarks for equity-resource allocation, community improvements, and policy changes.
- 2. Institutionalize policies that promote meaningful community engagement.** Set aside proportional resources to fund community engagement and capacity building. Be specific about how input from community engagement with traditionally marginalized communities translates into concrete outcomes in the planning process and future investments. Formalize a regional equity working group that informs regional transportation, housing, economic development, and infrastructure policy.
- 3. Develop advocacy capacity.** Sustain or develop regional equity networks to help institutionalize consortia of community and equity leaders that include members of all sectors and numerous issue areas.
- 4. Track equity data.** Disaggregate data collection and analyses by race, ethnicity, income, and nativity, in all planning processes, whenever possible, to drive comprehensive approaches and shared commitment to advancing equity outcomes.
- 5. Create ongoing infrastructure to implement equity.** Create vehicles for public institutions and community organizations to develop a shared capacity to deliver. Partner with local philanthropic organizations, apply for EPA Technical Assistance grants, re-grant transportation dollars for implementation, utilize CDBG, HUD Section 4, or Capacity Building for Affordable Housing and Community Development to support organizations serving low-income communities/communities of color to engage in regional planning and policy activities. Establish formal committees and board positions charged with implementing equity. Set goals and benchmarks for creating representation of people of color in agency staffing and governance positions. Evaluate progress on outcomes regularly.

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Appendix F: Deliberation

Geography of Opportunity:

A Housing Equity Assessment for Wisconsin's Capital Region

Geography of Opportunity paints a picture of unequal access to opportunity in the Madison region – with barriers to accessing opportunity clearly demarcated along racial lines. Knowing this information, as well as some of its causes and consequences, is the first step. The FHEA process includes Data (the sections above), Deliberation, and Decision-Making. Appendix F documents deliberation activities conducted by Capital Area Regional Planning Commission staff and others, under the Sustainable Communities Regional Planning Grant from the U.S. Department of Housing and Urban Development (HUD).

Deliberation is an on-going process that informs decision-making, and continues beyond decision-making to evaluate progress towards goals and make further decisions and actions as appropriate. This Appendix presents deliberation to-date, with the expectation of further dialogue.

Deliberation of FHEA started with initial meetings regarding data coordination and availability. Initial maps were presented to the CRSC Equity Work Group on July 17, 2013. Deliberation continued concurrently with development of opportunity mapping and analysis: presentations of works in progress were made to a number of policy and community bodies as listed below.

Specific deliberation included coordination with City of Madison, Office of Common Council. CARPC staff met with Common Council staff and an Alder to discuss applying the Geography of Opportunity Framework to City Equity Initiatives. These discussions resulted in drafting a resolution adopting the framework as a guide for City equity work.

Another outreach of deliberation was the presentation to the City of Madison Housing Strategy Committee. One member, staff to a local affordable housing non-profit later communicated that their organization would focus on developments in location-efficient areas as a result of FHEA information presented.

CARPC staff are scheduled to make a presentation on Geography of Opportunity at the YWCA's Racial Justice conference in October 2014. The presentation will precede a workshop on using Geography of Opportunity, and the Community of Opportunity framework as a tool for policy and action towards change.

Meetings and Presentations

- Todd Violante, Director of Dane County Planning & Development, Tim Saterfield, Dane County Human Services, Data Coordination, February 6, 2013
- Matt Wachter, Housing Planner, Housing Strategy Committee, City of Madison, May 21, 2013
- Jordan Bingham, Public Health Madison & Dane County, June 19, 2013
- Presentation of initial mapping, CRSC Equity Work Group, July 17, 2013
- Tariq Saqqaf, Neighborhood Resource Coordinator, City of Madison, August 7, 2013
- Erica Nelson, Wisconsin Council on Children and Families, September 5, 2013
- Public Health Madison & Dane County, Data Roundtable, October 4, 2013
- Presentation to Dane County Economic and Workforce Development Committee, October 9, 2013
- FHEA Presentation at CARPC/CRSC Annual Conference, October 31, 2013
- Todd Violante, Planning Director & Olivia Parry, Planner, Dane County Planning & Development, November 12, 2013
- Technical Advisory Committee, Fitchburg Health Impact Assessment, November 14, 2013
- Isadore Knox, Dane County Equal Opportunities Office, November 14, 2013
- Heather Allen, Staff to Madison Common Council, November 19, 2013
- Salli Martyniak, Executive Director, Forward Community Investments, November 21, 2013
- Presentation to East Isthmus Neighborhood Planning Council, November 25, 2014
- Will and Becky Green, Mentoring Positives, November 26, 2013
- Presentation to City of Madison Housing Strategy Committee, November 26, 2013
- Kaleem Caire, President, Urban League of Greater Madison, January 8, 2014
- Erica Nelson and Torry Winn, Wisconsin Council on Children and Families, January 9, 2014
- Colleen Clark, Equity Coordinator, Dane County, January 23, 2014
- Presentation to City of Madison CDBG Commission, February 6, 2014
- Public Health Madison & Dane County, January 10, 2014
- Equity Core Group, February 11, 2014
- Aparna Vidyasagar, Reporter, Madison Commons, February 13, 2014
- Technical Advisory Committee, Fitchburg Health Impact Assessment, March 3, 2014
- Judy Olson, City of Madison, March 7, 2014
- Presentation to Planning & Public Health Learning Community, March 10, 2014
- Sustainable Communities Leadership Academy: Economic Prosperity and Inclusion, Baltimore, March 11-13, 2014
- Technical Advisory Committee, Fitchburg Health Impact Assessment, March 10, 2014
- Colleen Clarke, Equity Coordinator, Dane County, April 9, 2014
- Presentation to Equity Work Group, April 23, 2014
- Heather Allen, Staff to Madison Common Council, April 24, 2014
- Ndyai Mamadou, Public Health Madison & Dane County, April 24, 2014

- Posted information about FHEA in response to the Urban League of Greater Madison's online request to post information about equity initiatives.
- Presentation to Capital Area Regional Planning Commission, July 10, 2014
- Torry Winn, Wisconsin Council on Children and Families, August 12, 2014
- Presentation to First Unitarian Society, MOSES Team, August 13, 2014

Equity Work Group Meetings – The Work Group met 16 times between August 2011 and March 2014.

CARPC staff made a series of blog posts about the FHEA on the Capital Region Sustainable Communities website and blog during the spring of 2014. The posts, their links, and view as of August 12 are listed below:

- The Introductory post - <http://www.capitalregionscrpg.org/blog/?p=1233>
- Geography of Opportunities - <http://www.capitalregionscrpg.org/blog/?p=1241> – 195 views
- Barriers to Opportunity-Physical - <http://www.capitalregionscrpg.org/blog/?p=1267> – 46 views
- Barriers to Opportunity-Socio-economic - <http://www.capitalregionscrpg.org/blog/?p=1399> – 44 views
- Comparing Barriers to Opportunities - <http://www.capitalregionscrpg.org/blog/?p=1502> – 86 views
- Draft Fair Housing Equity Assessment Available - <http://www.capitalregionscrpg.org/?p=1233> – 152 views
- Barriers to Opportunity Date Update - <http://www.capitalregionscrpg.org/?p=1720> – 91 views

**Geography of Opportunity:
A Housing Equity Assessment for Wisconsin's Capital Region**

**Appendix G
CRSC Community Building Grant Summary Report**

Summary Report

Community Building Grant Program

Administered by the Capital Area Regional Planning Commission

For the Sustainable Communities Regional Planning Grant

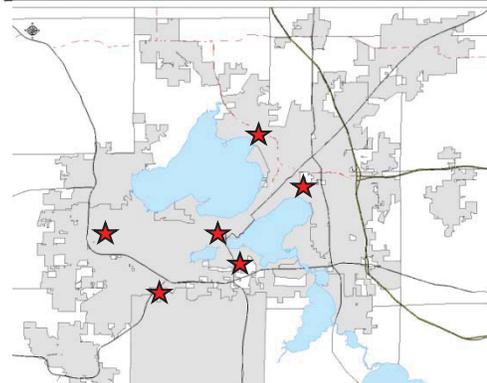
June 2014

Executive Summary

The Capital Area Regional Planning Commission (CARPC) conducted a Community Building Grant Program (CBGP) in 2012-2014 as a component of its Sustainable Communities Regional Planning Grant. The CBGP awarded six grants totaling \$70,000 for projects in low-income and communities of color in the Madison Wisconsin region. The purpose of the grants was to: 1) increase community capacity; 2) increase resident participation; and 3) connect community projects on a regional level to advance equity. This report presents CBGP background, development, goals, selection process, grant summaries and outcomes, observations, and project descriptions.

Overall, grant projects achieved goals 1 and 2 above. Four projects provided direct training and employment to residents on leadership and organizing around energy, food and other issues identified as important by residents. Two projects built social capital through placemaking and community events.

The CBG program was less successful in achieving the third goal “connect community-building activities regionally to increase equity and inclusion in planning, decision-making and their outcomes.” Resident participants prioritized local objectives. Yet, regional decision-making remains an important force in shaping access to opportunity across the region, as highlighted in a recent study of expansion of Verona Road (discussed below). Heightened awareness of, and organizing around, racial disparities presents the opportunity to build towards a coordinated voice in city and regional level decision-making.



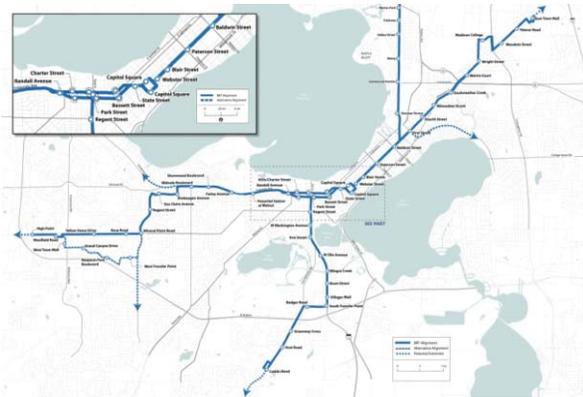
Introduction

This report describes the Community Building Grant Program (CBGP) operated by the Capital Area Regional Planning Commission (CARPC). The CBGP was a component of the Sustainable Communities Regional Planning Grant (SCRPG) awarded to CARPC by the U.S. Department of Housing and Urban Development (HUD) in 2010. The SCRPG was a 3-year award, for 2011-2014, to execute and advance a variety of sustainable development projects and goals in the Madison region. The Madison area initiative funded by the SCRPG was called Capital Region Sustainable Communities (CRSC).

Background

In its application for the Sustainable Communities Regional Planning Grant, CARPC identified the need for community engagement in low-income and communities of color. The application tied such engagement to transit-oriented development planning associated with potential Bus Rapid Transit – another focus of the grant work. The application proposed community engagement to develop TOD plans and designs in targeted neighborhoods:

Develop TOD plans and designs. CARPC staff including grant-funded positions, local organizers and local planning staff will identify potential transit nodes along bus and rail corridors, including areas with concentrations of low-income and communities of color. CARPC will hire one or more local organizers to engage community members and resident organizations and organize planning and design workshops that engage residents and stakeholders in hands-on exercises to model financially viable (drawing on market study data) TOD options that include affordable housing and anti-displacement strategies.



While carrying out grant activities, however, it became clear that a TOD engagement strategy would have a low chance of success for two reasons. First, it became apparent that BRT would remain a long-term (5-10 years) prospect until sometime after the grant ended. Neighborhood leaders stated that, without an immediate prospect of BRT, the potential to foster neighborhood participation in TOD planning is very limited. Second, it became clear that, for authentic engagement – originated and led by local residents – residents should identify their own concerns, not have outsiders identify concerns for them.

Consequently, the community engagement portion of the SCRPG was redesigned as a Community Building Grant program. The new grant program was established to meet the equity purposes described in the grant application.

Development of Grant Program

CRSC included establishing and developing a regional consortium. The consortium consisted of representatives from government, business and non-profit entities; and spanned economic, environmental and social equity concerns. To address social equity concerns, CRSC established an Equity Work Group, in addition to other work groups comprised of consortium members.

Among its other tasks, the Equity Work Group provided input and guidance on development of the Community Building Grant Program (CBGP). At several meetings during 2012 work group members discussed how to structure a grant program to best achieve equity objectives.

Following guidance from the Work Group, CARPC recruited a Community Building Grant Advisory Group. Membership in the group consisted of representatives from communities of color and low-income communities. Advisory Committee members consisted of:

Michael Miller, Grant Administrator, Madison Community Development Division

Paula Tran Inzeo, Program Specialist, WI Clearinghouse for Prevention Resources

Mario Garcia-Sierra, Madison Gas & Electric

Martha Cranley, Director, United Way of Dane County

CARPC Staff: Steve Steinhoff, Bridgit Van Belleghem, and Rachel Holloway

Committee members provided critical input and guidance on the Request for Proposals, selection process and evaluation criteria and process. They also complied with a conflict of interest policy.

Based on input from this committee and the Equity Work Group, the following goals were established for the program:

1. Increase capacity of communities throughout Dane County, especially those traditionally under-represented in municipal and regional planning and decision-making, to plan and implement projects that advance community goals and quality of life.
2. Increase local resident participation in activities and projects that advance CRSC activities and priorities (see Attachment).
3. Connect community-building activities regionally to increase equity and inclusion in planning, decision-making and their outcomes.



Funding allocated to the Community Building Grant Program was \$70,000. This represented an increase from the \$55,000 listed in the grant budget for TOD planning and design, as originally conceived. Savings from other grant projects was reallocated to the Community Building Grant Program to further advance equity objectives. Applicants could receive up to \$25,000.

Selection Process

The Request for Proposals was issued November 1, 2012. CARPC publicized the RFP through its email distribution lists, blog posts, e-newsletters and direct emails and phone calls. CRSC partner organizations helped spread the word. For example, the City of Madison sent notice of the RFP to the approximately 75 neighborhood associations in its email distribution list. They also posted notice to neighborhood association email listserves.

Eligible organizations were nonprofits, educational institutions, neighborhood-based organizations, cultural organizations, small business associations, and other community-based entities that are representative of and/or led by low-income communities, communities of color, immigrant communities, youth or people

with disabilities. Applicants were expected to be committed to engaging traditionally underrepresented communities in planning and development decision-making. Applicants were asked to provide: description of community; existing organizational capacity; statement of need; goals and activities; lasting impact; cost proposal; and a timeline.

CARPC held a grant review session on November 20 to provide information about the CBGP and answer questions. Twenty six people attended the session. In addition to this review session, the 2012 conference of CARPC and CRSC, held in November, focused on equity in planning. Potential applicants were encouraged to attend the conference and were offered scholarships.

CARPC received 19 applications by the deadline of December 19. The Grant Review Committee met on January 19 to evaluate and rank applications. Committee members completed score sheets for each application, and a summary sheet for all scores, prior to the January meeting. At the meeting, scores were combined to identify the numerical ranking. The Committee used this ranking as a starting place for discussion about the relative merits of applications. Based on this discussion the Committee finalized their selection of six applications to be awarded grants. All received awards less than their request.

Community Building Grant Projects

The six projects selected to receive grants were:

Urban League of Greater Madison’s South Madison Promise Zone, Planet Bike and Sustain Dane’s “Eat Play Bike” project – \$10,000 - to use “place making” techniques to transform a traditional strip mall surface parking lot into a permanent public gathering space with community vendors and performance programming for creative experimentation in local foods, bicycles and art.

Key Outcomes: four placemaking events that drew 200 to more than 300 people each. Residents participated in organizing and designing events. Initial skepticism transformed to active participation in activities, dancing, singing and celebrating in a shared public space. A how-to guide with lessons learned was created for other communities. Placemaking events continue in 2014 with Eat Play Art to be held July 24.



Lussier Community Education Center – \$10,000 for Grassroots Engagement Mentors (GEMs) asset mapping and community engagement project.

Key Outcomes: Seven GEMs were trained on the cycle of organizing. They conducted 22 relational meetings with neighbors to learn about their gifts, assets and things they value and wish to see improved. Planning meetings identified tenant issues and led to constructive dialogue with property management and property improvements.



Mentoring Positives Get on the Bus Project - \$8,000 for an East Washington Neighborhood Engagement Series of workshops and design charrettes targeting three communities in Madison and Sun Prairie along the possible Bus Rapid Transit line running down the East Washington Avenue Corridor.

Key Outcomes: Three activities: a community meal and speak-out; a make music Madison community meal; and two sustainability and clean energy events.

Dane County Timebank – \$10,000 to work with core partners of the Allied Community Cooperative and residents of all ages to use time banking to pool and exchange resources in order to reduce residents’ energy use, and building toward an energy efficiency and solar installation cooperative.

Key Outcomes: Community outreach and engagement; trainings for local residents on how to conduct initial home energy conservation screenings; information sessions on the potential for local solar projects; a neighborhood video about the project; and re-launch of Allied Community Cooperative as a vehicle for community energy and food initiatives.

Youth Services of South Wisconsin – \$18,000 for Gardens for Empowerment (G4E) project engaging youth and adults in the neighborhood to build and maintain several community gardens in areas of Meadowood and Brentwood Village neighborhoods

Key Outcomes: In Meadowood – mosaic art workshops for different age youth; four raised-bed gardens; neighborhood photomapping; connection with Oakhill Correctional Institute’s horticultural program to receive seedlings; and mentoring and assistance with neighborhood block parties. Ten African-American youth were hired and trained to work on the project and serve as leaders and mentors. A total of 681 pounds of produce were harvested.

In Brentwood, G4E team members helped with a garden wall project at Sherman Middle School, painted garden signs, distributed produce to neighbors door-to-door and at summer festival, worked with UW Environmental Studies to conduct photomapping, and raised funds through a car wash to purchase fruit trees for the neighborhood. Nine youth were hired, eight of whom were African-American and 430 pounds of produce were harvested.

Freedom Inc. – \$14,000 for a leadership development program through two Freedom School weekend retreats for 10-15 participants.

Key Outcomes: Two youth Freedom Schools served over 40 unduplicated young people; Hmong Girls training served 30. Community engagement included community potluck and Black Women Wellness, and Hmong Food Justice events. FI also surveyed community members, met with the Mayor, and participated in Neighborhood Resource Team meetings.



Observations

Each of the Community Building Grant projects contributed to program goals 1 and 2 above, to increase community capacity to plan and implement projects, increase resident participation. Gardens for Empowerment, Freedom Inc., Lussier Center’s Grassroots Engagement Mentors, and Dane County Timebank provided direct training and employment to residents on leadership and organizing around energy, food and other issues identified as important by residents. Eat Play Bike and Mentoring Positives built social capital through placemaking and community events.

The CBGP was less successful in achieving the third goal, “connect community-building activities regionally to increase equity and inclusion in planning, decision-making and their outcomes.” Grantees were invited to join and participate in the CRSC Equity Work Group, at which discussions about regional equity agendas and networks were discussed – drawing on best practices from other regions in the US. Feedback from grantees revealed that resident leaders were primarily focused on neighborhood-level work, and that a regional agenda seemed to remote and difficult to influence.

Furthering the goal of connecting community-building activities across the region remains important, but requires more time and energy. Heightened awareness over racial disparities in education, income, and incarceration in Dane County has increased recognition that a broad and coordinated approach to equity is required to affect system-level changes. Community-level organizing, under the name Justified Anger, is building organizational and political infrastructure to affect such change on a larger scale.

Community Building Grant projects can serve as examples to these initiatives, of how efforts for resident capacity building and engagement can advance community objectives. The challenge remains, how to scale up such capacity-building to influence decision-making at the City and regional level, where many decisions are made that influence equity and access to opportunity.

For example, a recent paper, “Community-Based Advocacy at the Intersection of Public Health and Transportation,”¹ highlighted the importance of regional capacity to influence decisions. The paper presents the expansion of Verona Road (Allied Drive neighborhood) in the Madison region as a case study. It documents how significant amounts of neighborhood engagement had limited affects on final project design, which was primarily influenced by regional transportation objectives – to meet forecasted regional demand. Many community proposals, to mitigate impacts of highway expansion on residents, were not acted on because they were deemed impractical from a regional transportation perspective:

Issues that pose this regional-local conflict require a more complex solution [than the incremental changes adopted for the project]. Integrating arterial roads planning into regular planning practice involves not only developing a set of design alternatives and operations strategies but engaging in a discussion about regional development and equity: who is served by the regional facility and what communities experience its negative effects. *In this case, there was no forum in which this conversation could happen*, nor were planning techniques or analyses used that would relate local and regional transportation impacts or needs. [emphasis added]

¹ Carolyn McAndrews and Justine Marcus, *Community-Based Advocacy at the Intersection of Public Health and Transportation: The Challenges of Addressing Local Health Impacts within a Regional Policy Process*, Journal of Planning Education and Research, <http://jpe.sagepub.com>, May 9, 2014.

As this quote shows, a coordinated and city or regional level voice in decision-making is needed in the Madison area. Many efforts are underway to increase equity and reduce racial disparities. Such efforts have the potential to foster such a coordinated and city/regional level equity voice.

Project Activities and Outcomes

Urban League of Greater Madison's South Madison Promise Zone, Planet Bike and Sustain Dane's "Eat Play Bike" project

The Urban League, Planet Bike and Sustain Dane (Partners) organized four placemaking events in the parking lot of the Villager Mall on the south side of Madison, a largely low-income neighborhood and community of color (of diverse racial and ethnic groups). The first event, on June 6, 2013, drew more than 200 participants; 70% of whom were children and 85% persons of color. The next three events – June 13, 20 and 27 – built on initial success, each drawing more than 250 people, with similar local and racial/ethnic compositions. Much organizing and outreach work was done by community volunteers. Outreach included canvassing neighborhood. Residents got to meet new neighbors and learn about different cultures during organizing meetings.

At the events, partners with local organizations, residents and others adopted parking spaces to conduct placemaking. Examples included: playing chutes and ladders, sitting on a beach chair, learning about conservation, looking inside a fire truck, riding BCycle (bike share) bicycle, getting free water from City water truck, and planted vertical gardens. Many vendors operated food carts. Live music was also featured.

Initially, residents were cautious, expressing amazement that the City would allow the parking lot – usually full – to be taken over festival activities. Some youth had experience of harassment from officials when they gather in public groups; and had to overcome this negative association. The experience of participating in the first event, however, lowered these barriers and suspicions. By the second event people felt comfortable enough to start dancing and singing. By the third event, people were very comfortable with the event and would start playing with materials before placemakers were finished setting up. By the fourth event participants did not want Eat Play Bike to end and asked if they could do it all summer.

Placemaking events continue in 2014 with Eat Play Art to be held July 24.

Lessons included:

- Create multiple ways for residents to engage. An architectural drawing of the Villager parking lot, or "Ideal Wall," was a good way for residents to visualize what and where they wanted things to be included in the placemaking. It allowed residents who do not feel comfortable taking in front of people to draw what they wanted. Residents felt empowered because they had the ability to decide what was important to the community.
- Use of social media helped reach a larger audience. More white people started coming because they saw how much fun the event was. Facebook worked well and was free.
- Having property owners and the City involved was important. They assisted with permits and approvals which allowed organizers to focus on engagement.
- Use local and non-jargon terms. Residents had difficulty understanding the concept of placemaking, and started calling it "carnival in the hood." Organizers adopted this neighborhood term.
- Providing bus passes and food vouchers helped recruit volunteers.
- Direct neighborhood canvassing was much more effective than placing an ad in the local weekly paper.

- Residents initially did not reserve parking spots for placemaking because they were not clear on what that meant. Once they saw examples they started bringing their own things to share and adopt spaces.
- Diverse food choices helped attract residents and keep them there.
- Working with vendors to keep food prices within reach of residents also helped.
- Having local musicians added to the popularity. Drums attracted and got people's attention. Diverse music selections also increased popularity. Have upbeat music made people dance in the parking lot.
- Partners with local organizations, residents, and partners to adopt a space to do placemaking.
- It will take more than four events to get residents who have been disenfranchised for so many years to actively participate in the planning, design and management of public spaces in South Madison. However, regardless of ethnicity, everyone values having a place where they can gather, enjoy good food, good music, activities for children, and getting to know their neighbors. Residents value such meeting spaces; they know this is something missing in their neighborhood.

Lussier Community Education Center

The Grassroots Engagement Mentors (GEMS) project focused on community members' assets and needs in the southwest side of Madison including but not limited to the Section 8 Wexford Ridge Apartment Complex, Teresa Terrace and Meadowood neighborhoods.

These areas have strong concentrations of African American and Latino households, a high percentage of children under the 17 as well as families with children and female headed households. This area continues to see average to high rates of crimes against people and property. The median household income for the greater southwest side ranges from \$30,000 – \$65,000 and reports 20 – 75% of the children as economically disadvantaged. Five – nine % of the households include parents with no high school diploma or GED.

GEMs involved residents of these communities at three levels: 1) as community asset mapping and organizing mentors or GEMs, 2) as individuals interviewed or participating in focus groups with GEMs, and 3) as people engaged in community development organizing and campaign work.

GEMS is a neighbor engagement and action project that brings dynamic community members together to:

- Learn about community organizing, mobilization and action planning;
- Talk with neighbors about their gifts, assets, and things they value about the community and wish to see improved;
- Discover potential adult and youth action team members; and
- Make community change with teams of neighbors.

The GEMS project involved three stages:

- Stage 1 – Seven community members were recruited to become GEMS. Lussier hosted a training and follow-up with seven GEMS. The training and engagement meetings focused on understanding the cycle of organizing, mastering the skill of relational meetings, and building individual networks and connections.
- Stage 2 – GEMS conducted 22 relational meetings with Wexford Ridge neighbors to learn about their gifts, assets and things they value and wish to see improved. Listening sessions were held with

Wexford Ridge Management and community leaders such as Madison Police Department neighborhood officer and Joining Forces for Families case manager.

- Stage 3 – Planning meetings were conducted to determine issues to be addressed and actions to take. Priority was given to tenant issues at the apartment complex. GEMS recruited community members from their networks to be part of the determined action.

Planning meetings identified tenant issues and led to constructive dialogue with property management and property improvements.

Mentoring Positives Get on the Bus Project

The Get on the Bus project reached out to and mobilized low-income residents and people of color to participate in neighborhood activities and events:

Activity #1 – Darbo-Worthington Community Meal and Speak Out

This event in the East Pointe complex brought together 30-40 adults and at least as many kids for a community meal and speak out on food access. The most exciting outcome was the initiation of our [video documentary project](#). More details are available in the attached event summation.

Activity #2 – Truax Solstice Make Madison Music Community Meal

This event at the East Madison Community Center was organized in tandem with the Center's Solstice Make Music Madison event. While weather suppressed the turnout, they did provide much of the food, consolidated a relationship with EMCC and collected more video interviews. We also identified a long term project to continue our work in the neighborhood past the end of the grant period.

Activity #3 – “Turn’t Up, Truax!” Power Event

Mentoring Positives organized an event at the Truax Apartments on sustainability and green energy in collaboration with Madison Gas & Electric (MG&E), the University of Wisconsin-Madison Office of Sustainability and other community partners. Approximately 40 neighborhood residents attended and participated in a variety of activities including making smoothies in a bike powered blender.

Activity #4 – “Turn’t Up, Darbo!” Power Event

Mentoring Positives organized an event at the East Pointe Apartments on sustainability and green energy in collaboration with Madison Gas & Electric (MG&E), the University of Wisconsin-Madison Office of Sustainability and other community partners. Approximately 50 neighborhood residents attended and participated in a variety of activities including making smoothies in a bike powered blender.

The project encountered obstacles in organizing similar activities in Sun Prairie, a suburb just to the northeast of Madison. They made many contacts and learned the lay of the land, but competing visions for the City made engagement around issues like transit and energy difficult.

Lessons Learned:

- There's no real substitute for building direct relationships with neighbors
- Don't just rely on email and Facebook -- go door-to-door, poster and chalk
- Posters need bold graphics and banners
- Don't include a lot of boring text
- Location is key - go where the people are

- Always offer a meal or snacks
- Door prizes keep people involved longer
- Promote the event as a “Speak Out”
- Emphasize “Your Voice is Important”

Dane County Timebank

The Dane County Timebank (DCTB) conducted outreach in the Allied Drive neighborhood, and organized events including; a project kick-off; trainings for local residents on how to conduct initial home energy conservation screenings, from Madison Gas & Electric (MG&E); and a solar project information event. In addition, they coordinated and shot energy conservation video with 15 neighborhood residents as actors, and worked with neighborhood teen to edit the video. This work laid the groundwork for re-launch of the Allied Community Cooperative, which is serving as the vehicle for community initiatives related to energy and healthy food.

Youth Services of South Wisconsin

Youth Services was the lead agency for the Gardens for Empowerment initiative. Gardens for Empowerment (G4E) uses beautiful flower and food production gardens to build social capital and empower residents to prevent violence. This is done with a

comprehensive approach, using the principles of economic and youth leadership development. Project partners included Public Health of Madison & Dane County, University of Wisconsin Extension and Dane County Extension, Community Action Coalition, Edgewood College Sustainable Leadership Certificate Program, and landlords and community organizations.

The G4E project served two low-income areas, predominantly communities of color in the Meadowood and Brentwood Village neighborhoods. Both evolved as low-income areas due, in part, to concentrations of multi-family housing with limited access to jobs, transit and healthy food sources, among other opportunities.

Outcomes of the project included:

Meadowood

- Set up and clean up at the Meadowood Neighborhood Festival
- The Meadowood Neighborhood Center received funding from Madison Arts Commission for a mosaic art workshop project. With the funds, they were able to hire a local community artist, Marcia Yapp. They held four mosaic art workshops, each for a different age group. The first workshop was held for the youth hired by the Gardens for Empowerment (G4E) program. After learning the art of mosaic, these youth were instructors/mentors in each of the other workshops. There was a workshop for kindergarten through 5th graders, a workshop for middle and high school students and a workshop for all families. The Clean & Freshies (local residents hired and trained for G4E activities) created the two front panels and the two top panels. All other participants created another 84 tiles to fill the other six sides of the pillars. The pillars look amazing and have brought pride and beauty to Russett Road.
- The Clean & Freshies built four 8’ x 4’ raised garden beds in the front yard of the Porchlight property on Russett Road. This effort was led by Micah Kloppenberg of Community Action Coalition and UW students from an Environmental Studies class.

- The Clean & Freshies partnered with an Environmental Studies class from the UW-Madison for three semesters in 2013. The first semester, the UW students assisted the Clean & Freshies with planting the gardens and also built two Aldo Leopold benches for the JFF property. The summer class was part of the effort to build four raised garden beds. The UW students rented vans from campus and took the Clean & Freshies on a road trip to visit banks and credit unions to get a better understanding of how each institution handles money. They also brought the Clean & Freshies to campus to do garden design planning. The fall class brought the students back to campus for a discussion about identifying curriculum for future programming as well as a photomapping exercise.
- Oakhill Correctional Institute has a horticulture program and provides seedlings to many of the children's gardens throughout Dane County. Both gardens received the majority of their plants from Oakhill. Jason Garlynd, the trainer for the horticulture program and Deputy Warden Ninnemann came for a tour of the Meadowood gardens this summer.
- The Clean & Freshies helped set up, mentor the youth, and clean up for several youth block parties on Theresa Terrace. These block parties were for grade school children.
- Statistics: 681 pounds of produce harvested, 258 bags of trash collected, 10 African American youth (14-15 years old, half male, half female) completing employment, and 460 volunteer hours.

Brentwood

- The Brentwood Green Team helped out at Sherman Middle School with a garden wall project using a centuries-old building technique called cob. The day the Brentwood Green Team joined in, they made batch upon batch of cob to help construct the wall. It was an extremely physical process, as cob builders use their bare feet to mix the materials.
<http://www.isthmus.com/daily/article.php?article=40543>
- The Brentwood Green Team painted garden signs.
- They bagged clean produce and walked the neighborhood offering it to neighbors.
- At the Brentwood Summer Festival, the Green Team helped set up and were on hand to offer fresh produce to the festival attendees.
- Some of the Green Team joined the UW's Environmental Studies class on campus for a photomapping exercise and a curriculum discussion.
- A long time resident in Brentwood offered his back yard for a garden for the Brentwood Green Team to grow tomatoes, beans and watermelon. That same resident also worked with the Green Team to put on a car wash. The money earned from the car wash will purchase fruit trees to be planted in 2014.

Freedom Inc.

Freedom Inc. (FI) conducted three activities: Freedom Schools, community engagement, and civic participation.

Freedom School Activities

- **Two youth Freedom Schools**, gender specific (as desired by participants) Aug 20-23 and Aug 27-29, of Hmong and Black low-income youth from the Southside, Allied and Owl Creek neighborhoods—Mothers in the Neighborhood and Gems, Black women and girls groups for community empowerment in Allied community, attended and participated in Freedom School. There were roughly 20 youth at each freedom school, totaling over 40 unduplicated young people. Some of the

workshops that the young people enjoyed best were: Know Your Rights; Female Body Health; Media Justice Workshop; Educational Justice Workshop; and Power Workshop

- **Hmong Girls Training**—early January Hmong teens and youth staff (30) in Wisconsin Dells

Community Engagement Activities - Below are different community events that FI either created or had some form of leadership in key parts of the event:

- **Black Women Wellness**
 - FI adult and youth staffs and participants attended the event, and youth staff and youth leaders with Jasmine Timmons co facilitated the youth track throughout the day. Youth discussed health justice and healing for Black girls sisterhood and how to get involved in change work. ~25 youth in attendance of youth track. This partnership started in Freedom School, and is leading to a Black Girl Health Summit to happen in 2014.
 - Staff also attended Black Women Wellness Town Hall meeting and networked, brought civic engagement and action analysis to health issues. Partnered with women who want to learn more.
- **Hmong Food Justice**
 - Community Garden Potluck - Community Action Coalition in attendance, neighborhood officers, and Alder Sue Ellington, and Hmong FI elders. Elders discussed improvements for gardens and safety e.g. better lighting, safer walkway, etc. This led to neighborhood officers working to implement those suggestions as a way to improve safety as discussed by the community. Also needs for continuing gardens addressed such as more soil, and how the garden has improved the community. Near 30 in attendance. This will lead to a possible Farmer's Market led and ran by low income Hmong folks and increased garden space for low income community gardens.
 - Food Justice Gathering—Mayor invited, neighborhood police attended, FI Hmong youth and elders. Though the Mayor was unable to attend, we have been in close contact with him regarding Brittingham garden. The importance of Hmong women leadership was highlighted and how community change led by Hmong women and supported by Hmong queer and allied youth leads to real improvements. Too often Hmong women and youth leadership is overlooked. Food justice also discussed with this perspective. Over 35 in attendance. This lead to more recognition of Hmong women and Hmong women wanting to stay involved in community change work.
 - Aprina Paul Gatherings—A young Black teen queer girl was brutally killed. FI supported the family by helping to create spaces such as 2 Block parties (with a total attendance of over 100) on the Southside of Madison. Black families were able to openly express the continued pain and suffering folks are experiencing and find ways to move toward healing. FI continues to support the family through court, healing spaces, and one on ones. We think addressing the real crisis of our communities and finding spaces to heal is just as critical to change work as speaking to elected officials.
 - Domestic Violence Gatherings
 - Hmong International Abusive Marriage gathering—Over 30 Hmong folks attended gathering to discuss the impact of patriarchy on the lives of women and children. This space allowed for Hmong women to show their leadership and also imagine a different world where they are just as valuable as their male counterparts. This is huge because it is Hmong women advocating for change within their communities!

- Black staff and youth posted their personal stories on FB about how DV has impacted them. This caused other to share and continue the FB campaign against domestic violence. It was very specific to the experiences of Black queer wimmin.
- Annual Potluck—Annual potluck that brings together and celebrates Black and Hmong families and communities. Resources provided to families, and safe space for our communities to be without harassment. We have developed relationships with the neighborhood office who has greatly minimized the amount of police presence at events, thus making our communities feel safer. This gathering is also a true testament to our work. It is rare to see Southeast Asian and Black communities really building kinship. Over 500 people in attendance.
- Community partnerships— We have also been busy showing up in other spaces and continuing to push for social change in spaces like Hmong New Year, YWCA racial justice conference, Race to Equity community meetings...Furthermore our work has expanded further into communities like the Owl Creek community where we are developing new programs to support folks’ leadership to participate in change making, civic engagement. We have developed new relationships with the UW, the YWCA restorative justice branch, community groups, schools and elected officials.

Civic Participation Activities

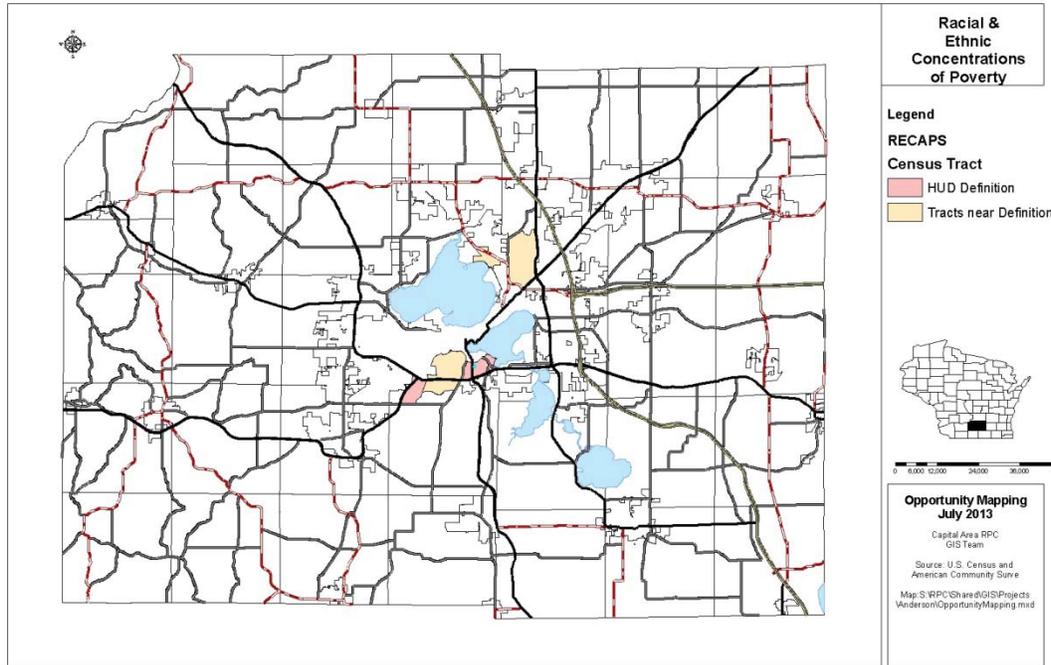
- Youth and Adult FI staff and members engaged in deep community surveying to better document and learn of the community needs—to build a shared awareness and analysis on the issues that in which we should act. There were over 40 surveys in the Bayview Neighborhood and ~15 done in the Owl Creek. FI staff and leaders from these neighborhoods conducted the surveys. There will be action groups formed as a result of the surveys where community members can work on issues they are passionate about, as well as get politicized through FI generally. We will be doing a thorough survey of other communities as well, and more in the above-mentioned neighborhoods. (Fall and Winter)
- Meetings with the Mayor to discuss the experiences and issues Black and Hmong women, queer folks and youth face in Madison. We discussed some possible outcomes and specifically discussed the importance of community and civic engagement led by impacted communities in addressing the root injustices.
- Meetings with NRT’s (Neighborhood Resource Team) and neighbors in the Owl Creek area to identify areas of change and action plans to improve lives of low income Black residents. Alder woman, neighborhood police and city officials in attendance.

Alignment with Findings of the Fair Housing Equity Assessment

In compliance with HUD requirements, CARPC developed a Fair Housing Equity Assessment (FHEA). The FHEA explores the distribution of opportunities, and barriers to opportunities the Madison, Wisconsin region. A purpose of the FHEA is to advance a CRSC priority challenge: ensuring equitable access to opportunity for all. It also is intended to meet HUD requirements to “affirmatively further fair housing choice.”

One of the required components of the FHEA is an analysis of the geography of racial concentrations of poverty. In its FHEA, CAPRC expanded this analysis to include a broader range of “barriers to opportunity.”

The map below shows the location of U.S. census tracts that meet, and come close to meeting, HUD's definition of Racial and Ethnic Concentrations of Poverty (RECAPs). The census tracts shaded pink meet the definition, while those shaded tan come close. HUD's defines RECAPs as census tracts with the family poverty rate above 40% or three times the metro average and a non-White population greater than 50%.



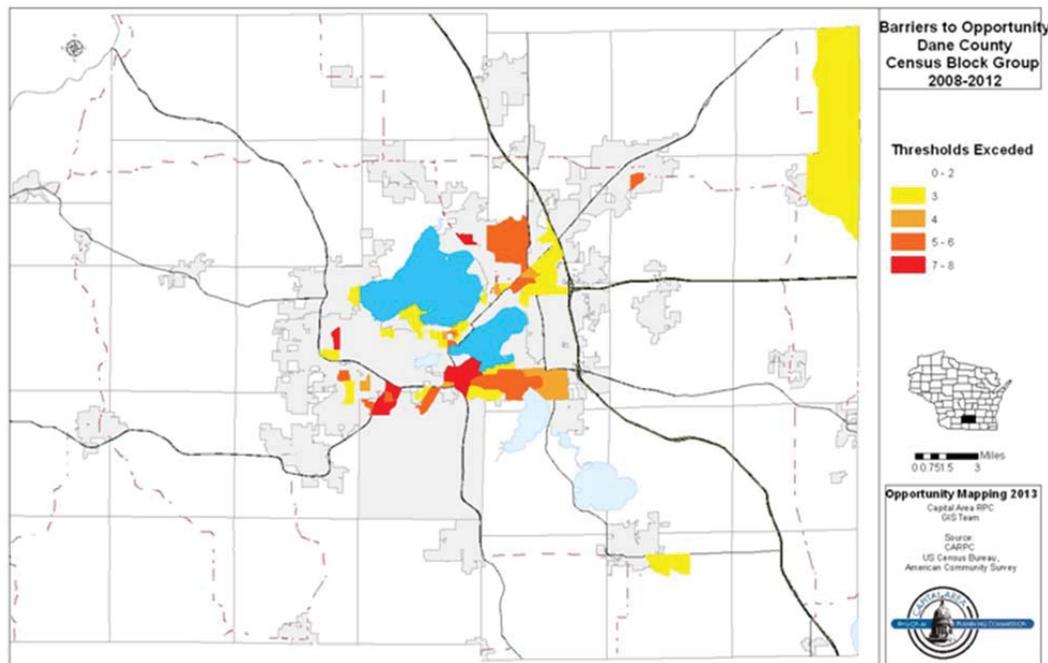
Source: U.S Census and Department of Housing and Urban Development

CARPC further analyzed 10 variables as potential barriers to opportunities – such as good jobs and schools, healthy food options, and transportation and housing choices. This analysis, conducted at the census block group level (smaller than census tracts), identified block groups where significantly greater portions of the populations, compared to regional averages, exhibited opportunity barriers such as unemployment or single-parent household. The variables analyzed, the average for all block groups, and the thresholds used to qualify as a barrier to opportunity, are shown in the table below.

Characteristic	Variable	Block Group Avg.	Barrier Threshold
Segregation	% Non-White Persons	18%	33%
Poverty	% Persons below Poverty	13%	30%
Language	% Limited English Proficiency	2%	5%
Mobility	% Household with no Vehicle	8%	20%
Family	% Single-Parent Households	13%	25%
Housing	% Households Paying More than 50% of Income for Rent	21%	40%
Education	% Adults with less than High School Degree	6%	12%
Youth	% Children under 18 Years	21%	29%
Employment	% Unemployed	6%	10%
Food Stamps	% Households Receiving Food Stamps	8%	16%

Source: US Census 2010 (race, age) and American Community Survey (ACS) 5-year 2007-2011 (all other variables).²

For each block group, the number of thresholds exceeded were totaled. The map below shows block groups where three or more opportunity barrier thresholds were exceeded.



² ACS data at the block group level comes with a wide range of margins of error (MOE). Where counts are small the MOE can be as high as 100%. It was determined that, for the purposes of this analysis, that ACS data at the block group level was appropriate for the following reasons: 1) the analysis identifies block groups with higher than average counts which have lower margins of error; 2) the analysis combines 10 variables for each block group to get an overall picture of risk, which minimizes the impact of higher MOE for any one variable; and 3) block group level data is more useful for guiding policy because it provides more precise picture of geographic distribution.

Block groups with highest concentrations of barriers to opportunity in the Madison region are found along the south beltline highway at Park Street and Verona Road/Highway 151; and north Madison and west Madison. Block Groups along the south beltline highway adjacent to Park Street have the highest concentration to barriers of opportunity at eight each.

The block groups with high concentrations of barriers to opportunity coincide closely with the neighborhood selected to receive Community Building Grants, as shown on the map below. Stars indicate location of CBGP recipients.

