Overview of Air District’s Racial Equity Initiative
Office of Diversity, Equity & Inclusion
Mary Ann Okpalaugo, Manager
OUTLINE

- Building Internal Capacity for Racial Equity Work
- Overview the Development of the Vision and Pillars Framework
- Emerging Work: Getting to Impact
- Board Proclamation to 2018 Government Alliance on Race and Equity (GARE) Cohorts
INTERNAL CAPACITY BUILDING

- 33 Air District employees have participated in the GARE Program and are our initial building blocks for our racial equity work
- Increase knowledge of racial equity and equity tools
- Identification of cross-divisional initiatives that advance racial equity
Vision: All people in the Bay Area thrive in vibrant and healthy communities

Achieving Our Vision

- **Racial Equity Team**: Employees from the GARE Teams are our initial building blocks providing resources to work on projects and coordinate efforts.

- **Actions and Pillars** – Projects and initiatives grouped into 4 key pillars of work led by employee workgroups.

- **Impact and Vision** – The collective efforts of the employees, actions and pillar work groups will achieve impacts in our organizations and communities.
WORKFORCE DEVELOPMENT

Identify goals and strategies that support racial equity in creating, sustaining, and retaining a viable workforce

Examples:

- Unconscious Bias Training, Speaker Series, Diversity Job Fairs
- Identify and implement best practices in hiring and developing a racially diverse and culturally responsive workforce at all levels

Richard Rothstein, Author Color of Law
COMMUNITY HEALTH

Prioritizing and engaging Bay Area communities disproportionately impacted by air pollution

Examples:

- Community Health Protection Program
- Regulation 11, Rule 18 - Reduction of Risk from Air Toxic Emissions at Existing Facilities
PUBLIC INVESTMENT

Analyze existing funding and investment strategies and provide recommendations to prioritize communities impacted by inequities.

Examples:

- Clean Cars for All Program
- Nearly 60% of 2018 Carl Moyer grants were awarded to projects in CARE communities

$9,500 EV Grant Recipient
OPERATIONS

Analyze agency policies to encourage inclusive and racially equitable practices. This pillar of work serves as the “catch all” pillar for all areas that do not perfectly align within other pillars of work.

Example:

- Work to ensure contracting language and outreach efforts are inclusive, transparent, and reach Disadvantaged Business Enterprises (DBE’s).
EMERGING WORK: GETTING TO IMPACT

- Development of an organizational racial equity plan
- Racial equity measurement and evaluation tools
- Continue internal education of all staff in racial equity content and advancing equity practices within the Air District
PRESENTATION OF PROCLAMATION BY BOARD OF DIRECTORS

- 2018 GARE Introductory and Implementation Cohorts
Advancing Racial Equity: The Role of Government

A Look at the Road Ahead for BAAQMD

July 31, 2019

Dwayne S. Marsh
coDirector, Government Alliance on Race and Equity
Why we are all here
The Message

- **Mission critical.** Advancing racial equity is central to achieving the vision of Bay Area Air Quality Management District.

- **National movement.** This work is part of expansive field of practice in local, regional, and state government.

- **State momentum.** In the not to distant future, failure to center racial equity in government in California will leave you behind the curve.

- **Leg up.** Tremendous advantages exist BAAQMD through its own efforts in governing for racial equity to date and the pathbreaking collaborative work with regional partners MTC and BCDC.
IS AMERICA POSSIBLE?
Racial inequity in the U.S.

From infant mortality to life expectancy, race predicts how well you will do...
Racial inequity in the U.S.

Follow the lives of 8,654 boys who grew up in rich families ...

Grew up rich

Most white boys raised in wealthy families will stay rich or upper middle class as adults, but black boys raised in similarly rich households will not.

...and see where they end up as adults:

<table>
<thead>
<tr>
<th></th>
<th>White Men</th>
<th>Black Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rich adult</td>
<td>1,453</td>
<td>611</td>
</tr>
<tr>
<td>Upper-middle-class adult</td>
<td>910</td>
<td>664</td>
</tr>
<tr>
<td>Middle-class adult</td>
<td>598</td>
<td>804</td>
</tr>
<tr>
<td>Lower-middle-class adult</td>
<td>372</td>
<td>776</td>
</tr>
<tr>
<td>Poor adult</td>
<td>360</td>
<td>747</td>
</tr>
</tbody>
</table>

Adult outcomes reflect household incomes in 2014 and 2015.
Structural racism

A system in which public policies, institutional practices, cultural representations, and other norms work in various, often reinforcing ways to perpetuate racial group inequity.

- Aspen Institute
Why we lead with race

• Racial inequities deep and pervasive
• Racial anxiety on the rise – race is often an elephant in the room
• Learning an institutional and structural approach can be used with other areas of marginalization
• Specificity matters
Impacts of Racism

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

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

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

About Equity, Growth, and Community

What the Nation Can Learn From America’s Metropolitan Regions

In the last several years, much has been written about growing economic challenges, increasing income inequality, and political polarization in the United States. This new book by Chris Benner and Manuel Pastor argues that lessons for addressing these national challenges are emerging from a new set of realities in America’s metropolitan regions: first, that inequality is, in fact, bad for economic growth; second, that bringing together the concerns of equity and growth requires concerted local action; and, third, that the fundamental building block for doing this is the creation of diverse and dynamic epistemic (or knowledge) communities, which help to overcome political polarization and help regions address the challenges of economic restructuring and social divides.

Benner and Pastor examine how inequality stunts economic growth and how bringing together equity and growth requires concerted local action. Combining data and stories from diverse metropolitan areas, the book explores the lessons of growth and equity beyond metro areas and presents a powerful prescription for regions, metros, and the nation—how to reinvigorate local economies for shared prosperity and how to address inequality and political polarization.

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

Learn More About the Book
Read and Download for Free

This book, the latest fruit of a highly productive collaboration between two first-rate thinkers, is both immensely wise and highly practical—a must-read. Benner and Pastor blow apart simplistic ideas about collaborative problem-solving—which tend to stop at reframing or the magic of dialogue—to show how the locally driven process of generating shared knowledge, risk-taking and even productive conflict can generate real progress on the most urgent challenges our country and our communities face.

Xavier de Souza Briggs, author of Democracy as Problem Solving: Civic Capacity in Communities across the Globe

Pastor & Benner, 2015
Economists, business leaders, and elected officials increasingly recognize that inequality is hindering economic growth and racial and economic inclusion are the drivers of robust economic growth. To build a strong next economy, leaders in the private and public sector need to advance an equitable growth agenda: a strategy to create good jobs, increase human capabilities, and expand opportunities for everyone to participate and prosper. Equity will make America stronger.

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

Institutional Transformation (sectoral) + Policy
Development (practice) +
Culture Change (narrative) +
Power Shift (organizing) =

Systems Change
National effective practice

Normalize
• A shared analysis and definitions
• Urgency / priority

Organize
• Internal infrastructure
• Partnerships

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

Visualize
National effective practice

- Clear racial equity vision
- Plan for continuing education for all staff
- Application of racial equity analysis tool
- Development of an organizational racial equity work plan and assessment
- Support for a racial equity change team and partnerships with community
- Racial equity measurement and evaluation tools
- Narrative and communications plan
Individual racism:
Pre-judgment, bias, or discrimination by an individual based on race.

Institutional racism:
Policies, practices and procedures that work better for white people than for people of color, often unintentionally.

Structural racism:
A history and current reality of institutional racism across all institutions. This combines to create a system that negatively impacts communities of color.
Democracy is not possible without racial justice, and racial justice is not possible without a working democracy.
History of government and race

Initially explicit

Government explicitly creates and maintains racial inequity.

Discrimination illegal, but “race-neutral” policies and practices perpetuate inequity.

Became implicit

Proactive policies, practices and procedures that advance racial equity.

Government for racial equity
Our Five Functions

- Narrative Shift
- Institutional and Sector Change
- Movement and Capacity Building
- Research
- Policy Development
Government Alliance on Race and Equity

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

✓ Core network – 59 67 78 159 members
✓ Engaged jurisdictions – 30 states / 150+ cities
✓ Provide tools to put theory into action
Government Alliance on Race and Equity

2015
9 jurisdictions (pre-network)

2016
network launched with 20 members

2017
42 members

2018
85 members

2019
159 members

60 in pipeline!!
Learning Cohorts to Advance Racial Equity
Key components

- A curriculum that builds on the field of practice
- Technical assistance
- Peer-to-peer strategizing and problem-solving
- Advancing Racial Equity speaker series
As a result of participating, each jurisdiction will have:

• Racial equity training curriculum
• Trained facilitators to implement training with other employees
• Racial Equity Tool to be used in policy, practice, program and budget decisions
• Example policies and practices that help advance racial equity
• Racial Equity Action Plan
National best practice

Normalize
- A shared analysis and definitions
- Urgency / prioritize

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

Organize
- Internal infrastructure
- Partnerships

Visualize
Core Lessons

• **Communication and Transparency:** Build support and relationships with community.

• **Navigating the Political Landscape:** Map institutional power to build political will and leadership buy-in.

• **Cultivating Leaders:** Find the sparkplugs and assemble a cohesive, diverse group of government employees to carry forward racial equity work.

• **Expanding Regional Collaboration and Growing the Field:** Create opportunities for coordinating with neighboring jurisdictions and engage others in the region to develop a regional strategy for dismantling racial inequities.

• **Sharing the Field of Practice:** Be strategic and use all policy levers and tools available to advance racial equity.

• **Maximizing Measurable Impact in the Community:** Conduct evaluations and surveys, using data, and establishing performance measures.

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**CSI CENTER FOR SOCIAL INCLUSION**

**LOCAL AND REGIONAL GOVERNMENT ALLIANCE ON RACE & EQUITY**
Progress

- **Resolutions** advancing Racial Equity (Marin, Richmond, Contra Costa)
- **Racial Equity Action Plans** developed (more than 20 in the West)
- **Offices of Equity** initiated (Long Beach, Oakland, BAAQMD)
- **Cross-jurisdictional** collaboration (Napa, Solano)
- **Institutional Change** initiatives (Los Angeles County, Santa Clara County)
- **Statewide** institutional interrogation (State of California)
- **Racial Equity Tool** application (Berkeley)
What’s worked

• **Collective learning** – regional synergies emerge when allies can compare notes, experiences, and struggles

• **Customized technical assistance** that recognizes that patterns build movements but nuance sharpens impact

• **Curriculum built on field of practice** to create the ultimate open source democracy upgrade

• **Peer-to-peer strategizing** let’s bureactivists find each other, exchange tactics, lift floors and raise ceilings

• **Speaker Series expertise** demonstrates that jurisdictions have mileposts for which to strive

• **Consistency, integrity, delivery** staff competence, patience, solidarity, and dependability have built GARE CA brand
What’s next

- **Depth with core cohorts** ensuring the success of Bay Area and Southern California efforts
- **More localities** to complement range of counties that have participated in the program
- **Inland Empire, Northeast CA, Central Valley, San Diego** in recognition of diversity of state regions
- **In-depth exchange** within and beyond California (membership, gatherings, peer crossovers)
- **Local/state alignment** to create improved condition for implementation
- **Increase philanthropic investment** to get maximum leverage from local jurisdictions commitment