



Driving Equity, Now!

Carlton C. Eley
Climate Change Seminar
February 24, 2021



Topics to be Addressed

- What is Equitable Development?
- Equitable Development in Action
- Real Talk about Equity 100

Yes...

This conversation is about
race and planning.

So buckle up.

"As professionals, our experience affects our process and manifests itself in the aesthetics."

Kathryn Prigmore, FAIA, NOMA

- BA Sociology/Social Work Curriculum (1995)
- MS Urban and Regional Planning (1998)
- EPA Smart Growth Program (2000 – 2009)
- EPA Office of Environmental Justice (2013 – 2018)
- Miami Valley Regional Planning Commission
- Ian Axford (New Zealand) Public Policy Fellow (2003)
- APA Social Equity Task Force Chair (2018 – 2019)
- Sojourner Truth Fellow (2021)



“The best preparation comes from...observing, recording, communicating, and self-educating.”

Randall Arendt, Landscape Planner

Facebook AOL Mail (2636) Inbox (1,037) - eleync@gmail.com YouTube Black Students at Harvard's Grad

https://www.bloomberg.com/news/articles/2015-05-14/black-students-at-harvard-s-graduate-school-of-design-say-there-are-no-courses-on-race-and-justice-so-we-made-one

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justice, and the built environment within his own controls, he says:

“The issue is an ideology that leads to racist or architectural modernism, which eliminates architectural and more architectural conditions from the variables that define quality architecture,” says Lee. “When we eliminate these essential considerations, we lose the ability for architecture to respond to the collapsed design languages of the people it serves.”

“Practitioners need to improve their proficiency with regard to working on social equity issues.”

Carlton Eley, May 2015

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How the American Drive-In Staged a Comeback

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10:53 AM 9/5/2020

Defining Equity

Equity:

A condition of parity...that is achieved by being intentional about improving quality of life for populations that are underserved, under-resourced, and vulnerable.

Informed by three questions

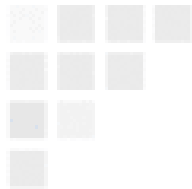
1. Are there deficits?
2. Who experiences the burden of the deficits?
3. How do we make sure well-intentioned interventions do not make deficits worse?



Source: Danielle Coke



Equity is the Unfinished Business of the Planning Profession



ICMA

Leaders at the Core of Better Communities

“Planning at its best takes account of the social implications of land use and economic development decisions.”

The Practice of Local Government Planning

Timeline: Parallel Initiatives

- Advocacy Planning (1965)
- Equity Planning Practice (1969 – 1979)
- Tenet of Social Planning Incorporated into AICP Code of Ethics (1981)
- Equity Development (1983 – 1987)
- Fair Growth (2000)
- Equitable Development (2000)



Paul Davidoff



Norman Krumholz



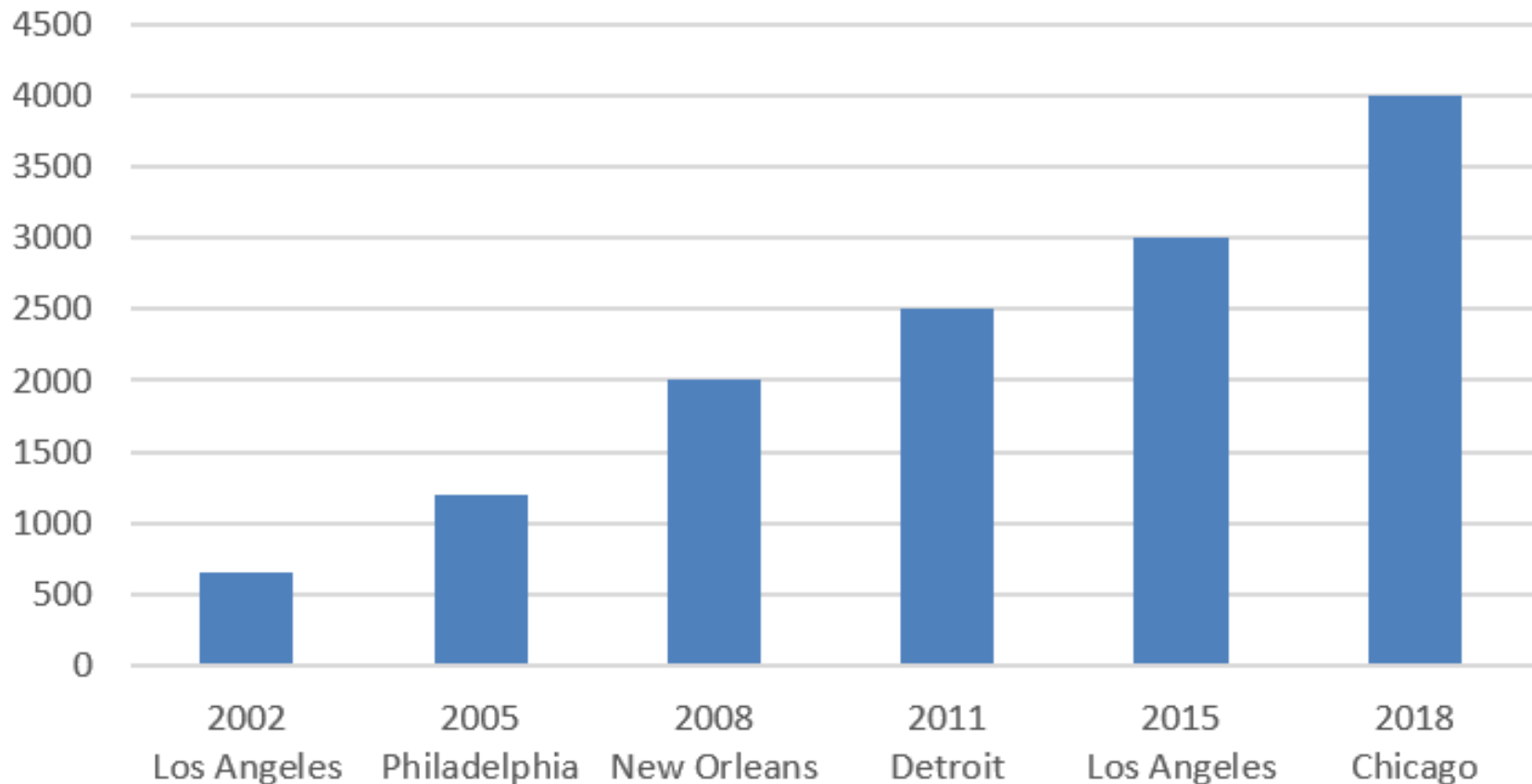
Robert Mier



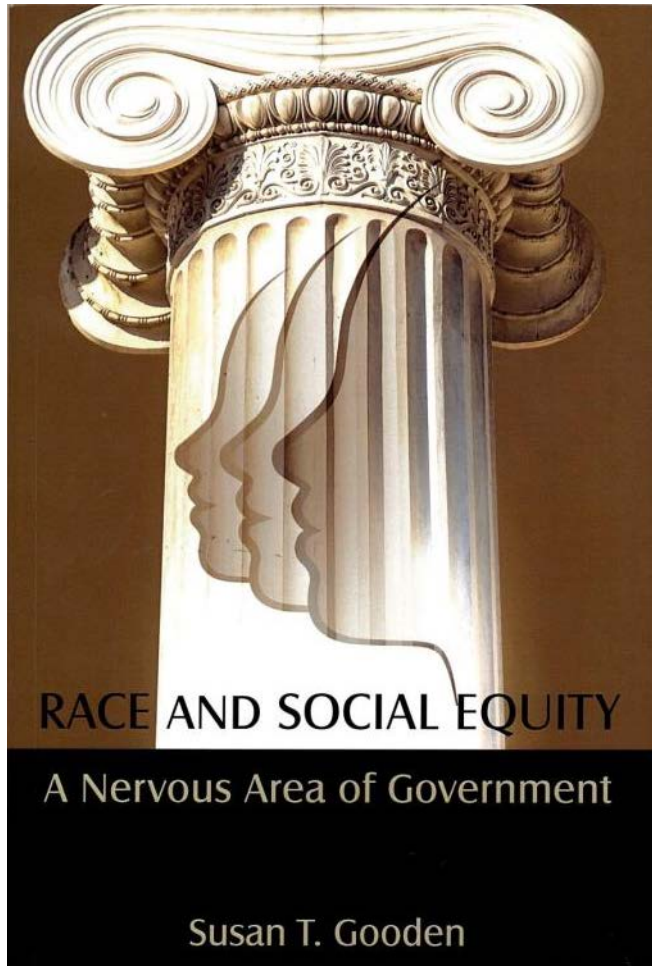
Angela Glover
Blackwell

Trending Upwardly

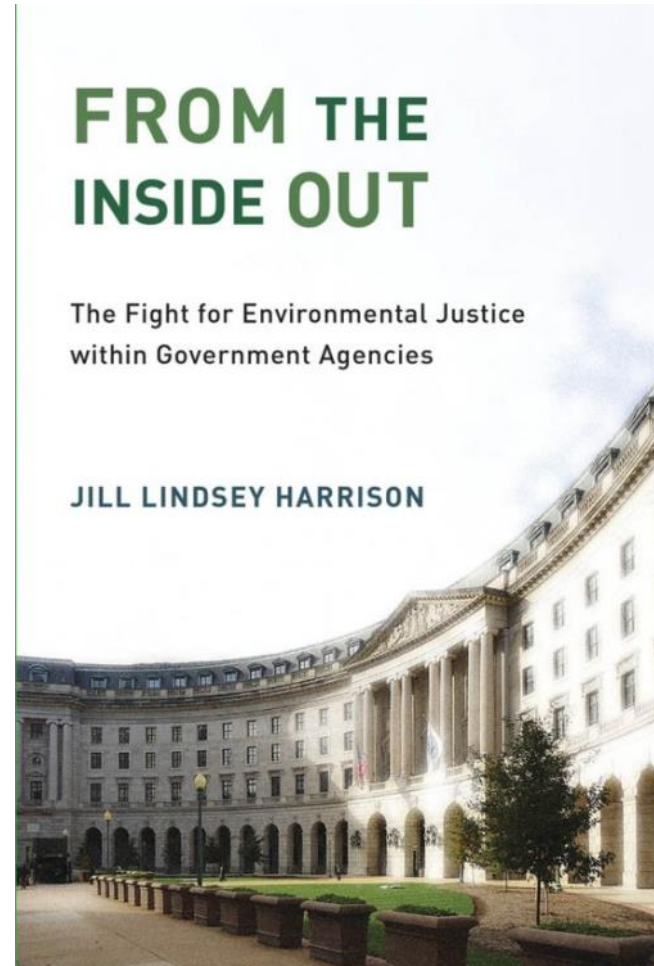
Attendance for the Equity Summit (2002 - 2018)



Navigating the Legacy of Unfinished Business



(Published 2014)



(Published 2019)

Making a Visible Difference with Communities

Equitable development is an approach to meet the needs of underserved communities through projects, programs, and/or policies that reduce disparities while fostering places that are healthy, vibrant, and diverse.

Equitable Development Principles

- Housing choice
- Transportation choice
- Personal responsibility
- Capacity building
- Healthy communities
- Heritage preservation
- Stewardship (environmental)
- Entrepreneurship
- Sustainable wealth creation
- Civic engagement
- From Good to Great Through Planning/Design, Standard of Excellence

Source: Carlton Eley, MSURP (2007)

Equitable Development in Action: 18th and Vine Jazz District in Kansas City, MO



Equitable Development – Keys to Success: 18th and Vine Jazz District in Kansas City, MO



- Project balances objectives of economic and cultural development.
- Citizens and elected officials looked past blemishes and recognized the neighborhood had a 'place-making dividend'.
- Launched with \$22 million dollar sales revenue package from City of Kansas City.
- Renters that move into the Jazz District are required to acknowledge they are moving into an 'entertainment district'.
- Jazz District Compact formed among key district stakeholders to address common goals for promoting and strengthening the District.

Equitable Development in Action: ReGenesis in Spartanburg, SC



Equitable Development – Keys to Success: ReGenesis in Spartanburg, SC



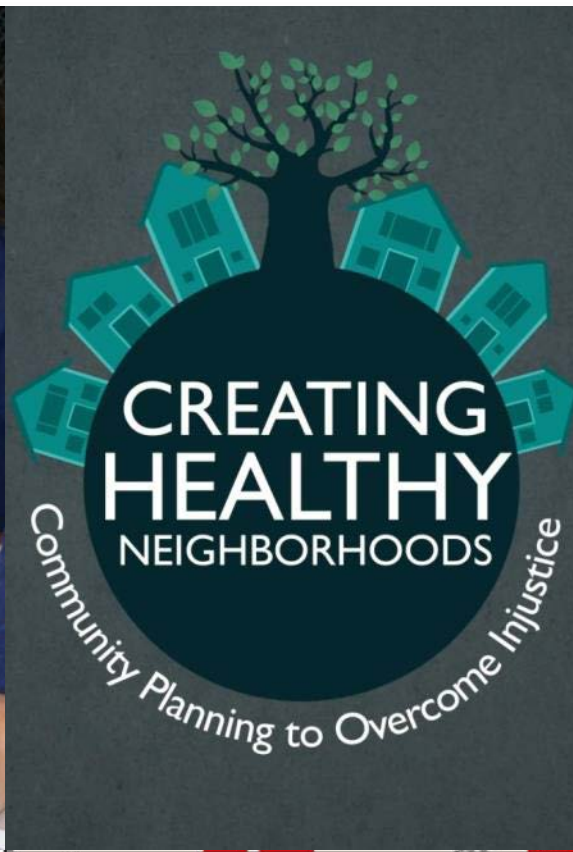
April 20, 2015
National Planning Excellence Awards
Seattle, Washington

- Project maintains strong focus on collaborative problem-solving and partnership development.
- MOU established between the impacted neighborhoods and the City of Spartanburg.
- Local leaders elected to public office for the city council and South Carolina Legislature.
- Key services put in place – health care and grocery stores – to address long-standing community needs.
- Leveraged \$300 million in community reinvestment over 15-years.

Equitable Development in Action: Westside Specific Plan in National City, California



 Public Schools



0 0.25 0.5 Miles

Source: San Diego Geographic Information Systems (San GIS) Updated October 2019



Paradise Creek,
Phase 1 and Phase 2 completed

Equitable Development – Keys to Success: Westside Specific Plan in National City, California



April 11, 2019
National Planning Excellence Awards
San Francisco, CA

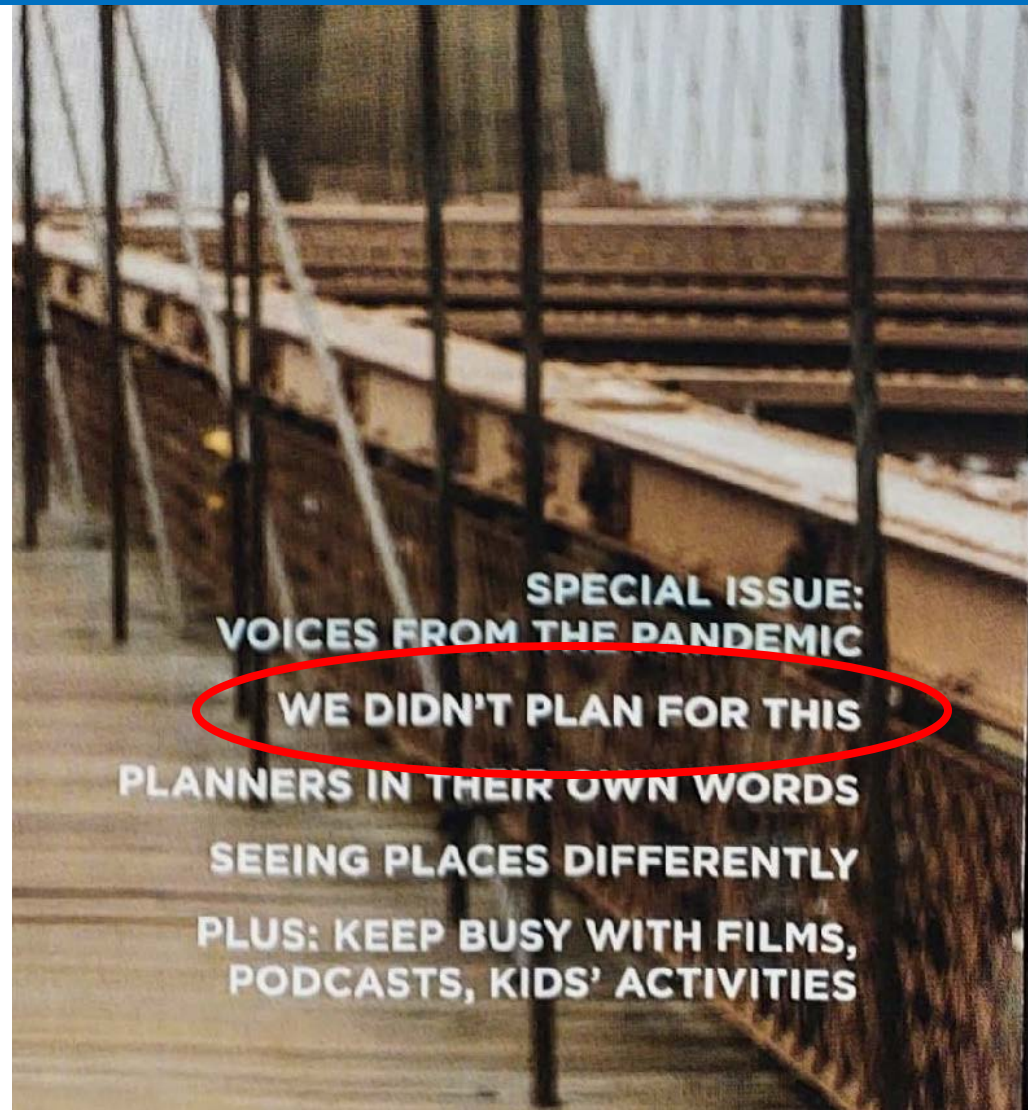
- Residents worked with intermediaries to encourage 'community-driven' planning efforts.
- Westside Specific Plan prepared to correct problem of conflicting land use and introduce a new neighborhood vision.
- Leveraged funding from California's Greenhouse Gas Reduction Fund for community development projects.
- Amortization ordinance grants city council the ability to phase-out non-conforming businesses.
- National City's model for including an 'environmental justice element' in the general plan scaled-up as state policy (Senate Bill 1000).

REAL TALK ABOUT EQUITY AND CHANGING INSTITUTIONS



"Fostering Social Equity and Inclusive Growth"
2018 National Planning Conference
New Orleans, LA

Neglect is a Self-Inflicted Wound

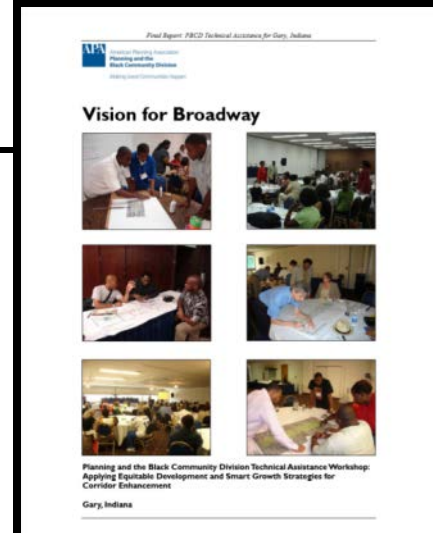


Change How You Manage Your Projects

“What does this have to do with whitewashing a fence?”



The Adventures of Tom Sawyer by
American Author & Humorist Mark Twain





Doing Nothing Is Not an Option

Inequality is higher in most metropolitan areas than in 2007.

Brookings 2016

We'll bequeath the gift of toxic inequality to our children.

Thomas Shapiro 2017

For many poor families, housing costs are 'out of reach'.

The Washington Post 2016

The nation's affordable housing stock dropped by 60% from 2010 to 2016.

The Washington Post 2017

In NYC, 'blue-lining' is a new shameful form of housing discrimination.

Michael Greenberg 2020

Half-century of civil rights gains have stalled or reversed.

The Guardian 2018

In nearly every U.S. metro area, new data show opportunity lags for minority children.

NPR 2019

Approximately half the luxury condo units that have come on the market in the past five years in Manhattan are still unsold (while the homeless shelters are full).

The Atlantic 2020

Racism cost the U.S. economy \$16 trillion over the last two decades.

Business Insider 2020

Equity is the Outcome of Ethical Practice



Cleveland State University's celebration and tribute to Norman Krumholz (1927 – 2019).

February 29, 2020



The Equity Challenge

- Rise above false choices.
- Be curious.
- Get comfortable being uncomfortable.



Tools and Resources

- *Race and Social Equity: A Nervous Area of Government*
by Susan T. Gooden, PhD
- Equitable Development and Environmental Justice
 - <http://www.epa.gov/environmentaljustice/equitable-development-and-environmental-justice>
- APA Planning for Equity Policy Guide
 - <https://www.planning.org/publications/document/9178541/>
- Planning for Equitable Development: Social Equity by Design (Planning Advisory Service Memo)
 - <https://www.planning.org/publications/document/9120655/>
- PolicyLink
 - <https://www.policylink.org>



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