Tacoma 2025
Equity Index

Vision and Goals

- Tacoma is an inclusive and equitable place to
  - **Live, Learn, Work, and Play**

- Equitable Service Delivery to All Residents and Visitors
- Commitment to Equity in Policy Decision Making
- Tacoma 2025 Serves as the Foundation for City Departments' Strategic Plan

Background – Steering Committee

- Six Month Process
- Large and Small Community Events
- Engaged over 2,000 Residents
  - Community Members
  - Partner Organizations
  - Neighborhood Jurisdictions

Reflect the Dreams and Aspirations of Tacoma

Results

Health and Safety
Government Performance
Human and Social Needs
Natural and Built Environment
tacoma2025
shared vision | shared future
Opportunity
Equity
Partnerships
Accountability
Economic Vibrancy and Employment
Arts and Cultural Vitality
Education and Learning

Results

tacoma 2025
shared vision | shared future

Livability

Economy & Workforce

Education

Civic Engagement

Equity & Accessibility

City Government Alignment

Goal 1: Livability

Tacoma residents have connected neighborhoods, accessible and efficient transportation options, and vibrant arts and culture while maintaining affordability.

Success Indicators:

1. **Improve access and proximity by residents to diverse income levels and race/ethnicity to community facilities, services, infrastructure, and employment.**
2. Increase the number of Complete Compact Communities/ 20-Minute Neighborhoods throughout the city.
3. Improve health outcomes and reduce disparities, in alignment with the community health needs assessment and CHIP, for all Tacoma residents.
4. **Decrease the percentage of individuals who are spending more than 45% of income on housing and transportation costs.**
5. Increase positive public perception of safety and overall quality of life.

Goal 2: Economy and Workforce

Tacoma residents can find livable wage jobs in key industry areas. Tacoma will be a place of choice for employers, professionals and new graduates.

Success Indicators:

1. Increase the number of diverse livable wage jobs.
2. **Increase the number of Tacoma households that have livable wage jobs within proximity to the city.**
3. Increase the number of infrastructure projects and improvements that support existing and new business developments.
4. Increase the availability of industry-specific education programs to support identified growth sectors.
5. Increase the percentage of people relocating to the city and affordability of housing compared to neighboring jurisdictions.
6. Decrease the number of vacant properties downtown and in the neighborhood business districts.
7. Increase positive public perception related to the Tacoma economy.

Goal 3: Education

Tacoma produces more graduates from high school and college, links residents to employment in the region, and invests in lifelong learning opportunities.

Success Indicators:

1. Increase the availability and accessibility of early childhood education programs.
2. **All students will graduate from high school and be prepared to enter the workforce or pursue post-secondary education.**
3. **Increase the number of quality out of school time learning opportunities distributed equitably across the city.**
4. Demonstrate community support for education by increasing support for school levies and bonds; volunteering and mentoring youth.
5. Increase the number of college students that find employment and remain in Tacoma after post-secondary completion.
6. **Increase digital access and equity across the city.**
7. Increase the number of adults with post-secondary degrees or certifications.
8. Increase school choice options.

Goal 4: Civic Engagement

Tacoma residents that reflect the diversity of the city are engaged participants in making Tacoma a well-run city through community-led decision making, elected leadership, and volunteer leadership.

Success Indicators:

1. Increase the number of residents who participate civically through volunteering and voting.
2. **Elected officials, boards, commissions, and volunteer leadership will reflect the diversity of the Tacoma community.**
3. Increase the percentage of residents who believe they are able to have a positive impact on the community and express trust in the public institutions in Tacoma.
4. **Representation at public meetings will reflect the diversity of the Tacoma community.**

Goal 5: Equity and Accessibility

Tacoma residents are treated equitably and have access to services, facilities and financial stability.

Success Indicators (All Repeats):

1. **Improve access and proximity by residents to diverse income levels and race/ethnicity to community facilities, services, infrastructure, and employment.**
2. **Decrease the percentage of individuals who are spending more than 45% of income on housing and transportation costs.**
3. **Increase the number of Tacoma households that have livable wage jobs within proximity to the city.**
4. **All students will graduate from high school and be prepared to enter the workforce or pursue post-secondary education.**
5. **Increase the number of quality out of school time learning opportunities distributed equitably across the city.**
6. **Increase digital access and equity across the city.**
7. **Elected officials, boards, commissions, and volunteer leadership will reflect the diversity of the Tacoma community.**
8. **Representation at public meetings will reflect the diversity of the Tacoma community.**

Council Priorities Frequency Analysis

LIVABILITY 1

Improve access and proximity by residents of diverse income levels and race/ethnicity to community facilities, services, infrastructure, and employment.

LIVABILITY 5

Increase positive public perception of safety and overall quality of life.

CIVIC ENGAGEMENT 1

Increase the number of residents who participate civically through volunteering and voting.

CIVIC ENGAGEMENT 3

Increase the percentage of residents who believe they are able to have a positive impact on the community and express trust in the public institutions in Tacoma.

LIVABILITY 3

Improve health outcomes and reduce disparities, in alignment with the community health needs assessment (CHNA) and CHIP, for all Tacoma residents.

ECONOMY 7

Increase positive public perception related to the Tacoma economy.

CIVIC ENGAGEMENT 2

Elected officials, boards, commissions, and volunteer leadership will reflect the diversity of the Tacoma community.

LIVABILITY 4

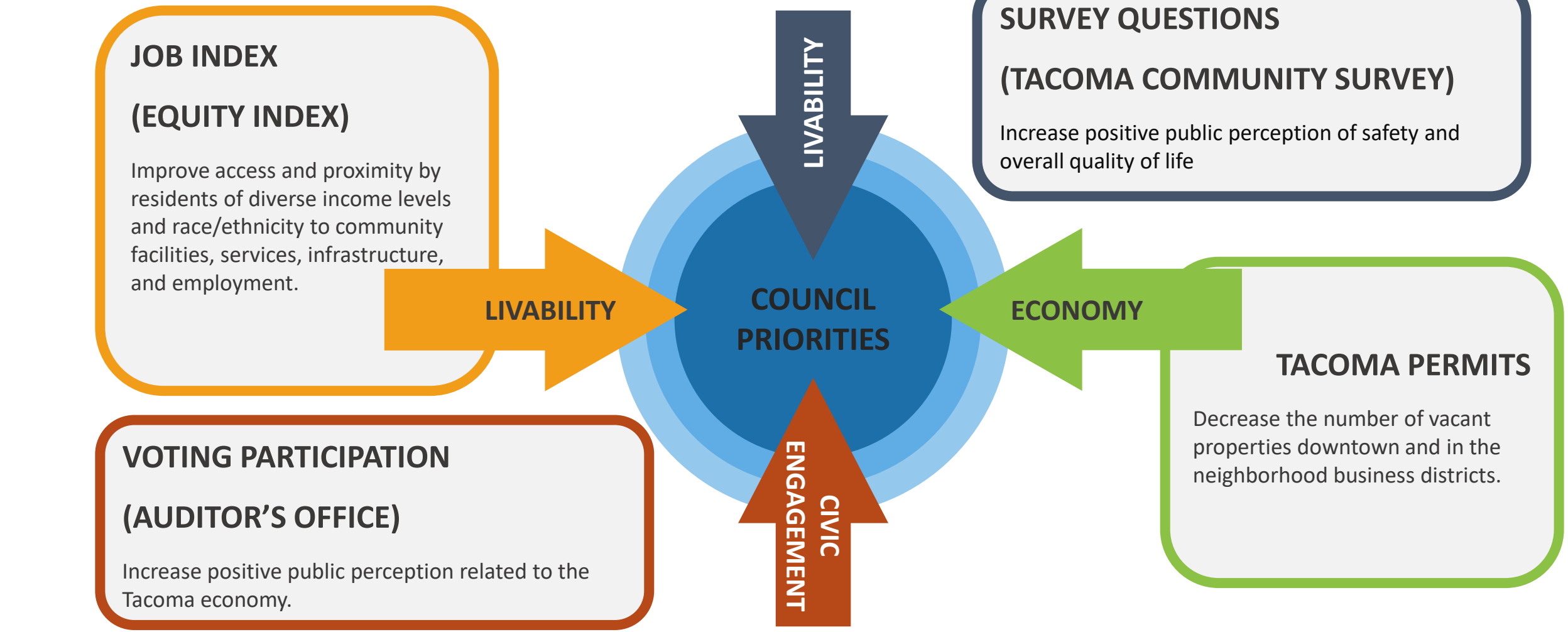
Decrease the percentage of individuals who are spending more than 45% of income on housing and transportation costs.

LIVABILITY 2

Increase the number of residents who participate civically through volunteering and voting.

**** Equity & Accessibility is in Bold**

Council Priorities & Baseline Data

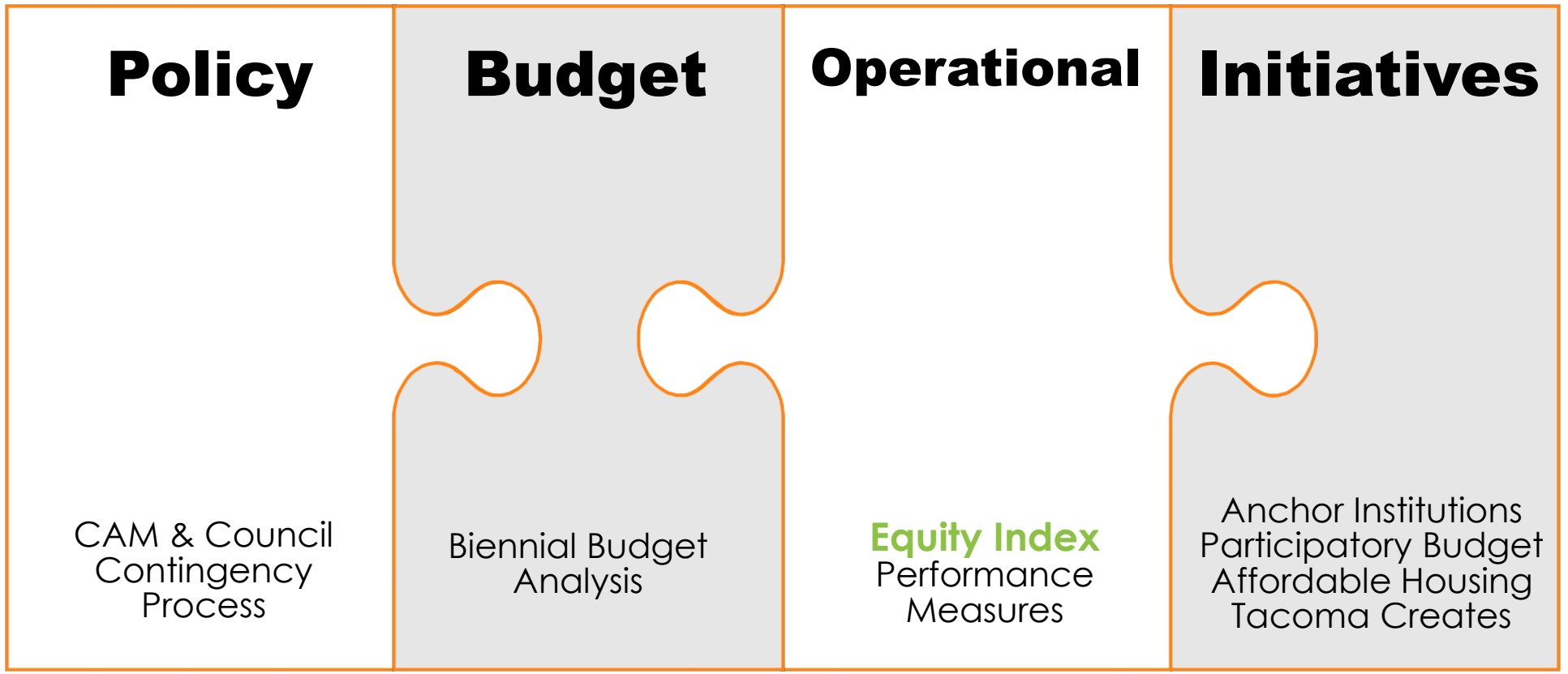


Application & Embedding

Shared Visions Shared Future

Tacoma 2025 worked to ensure that this plans' values, opportunities, priorities, and accountability measures reflect the dreams and aspirations of Tacoma community.

Goal Areas
- Livability
- Economy
- Education
- Accessibility & Equity
- Civic Engagement



Change Management

Kirwan Institute for the Study of Race and Ethnicity

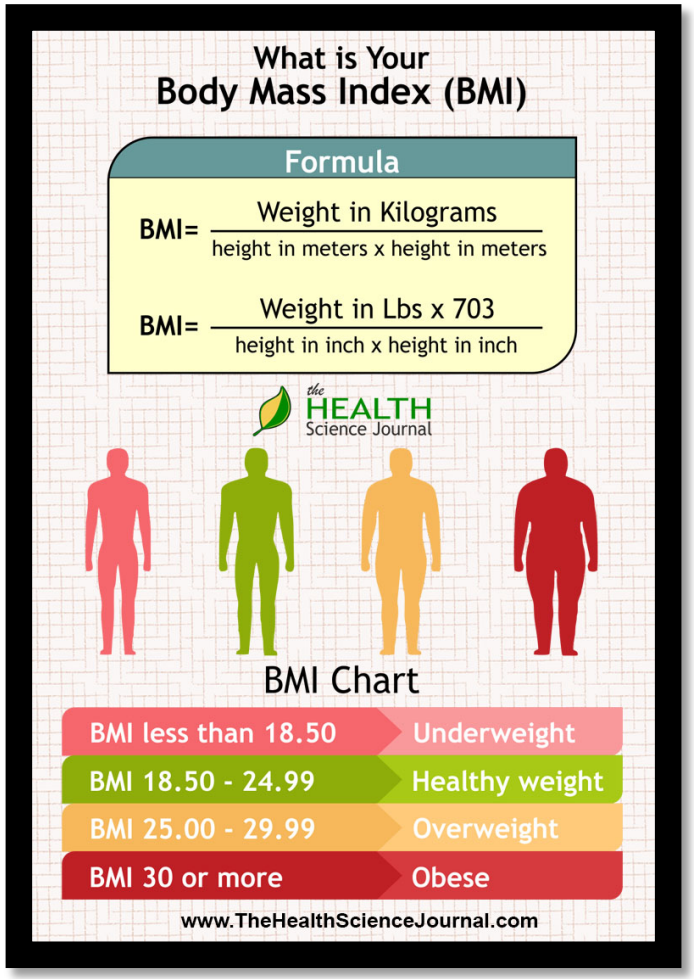
- Established in 2003 at Ohio State University
- *Thompson v HUD* (2005) Supreme court case
- Founding Director, John A. Powell gave testimony with submittal of the maps

Opportunity Mapping

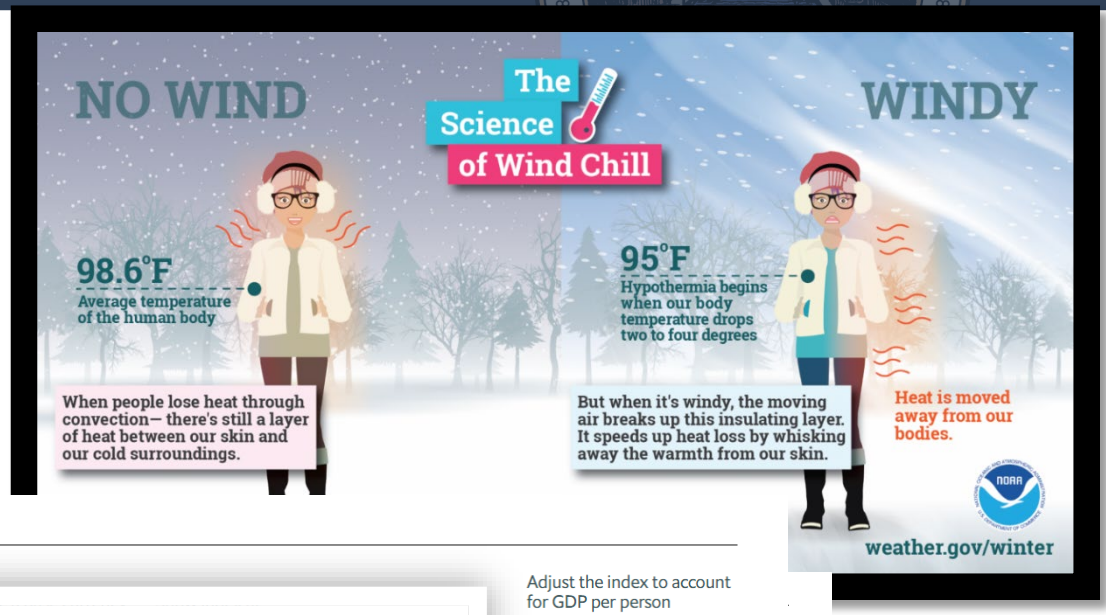
Identify Disparities and Communities of Concern

- Helps City officials and community members improve quality of life
- Better understanding of community needs; resulting in a better distribution of resources where the needs are greater
- Measure and assess progress over time

What is an Index?



BEST COLLEGES
U.S.News & WORLD REPORT
RANKINGS



The Big Mac index

Country		2000
Switzerland	Franc	
Sweden	Krona	
United States	US$	
Norway	Krone	
Canada	C$	
Euro area	Euro	
Denmark	Krone	
Israel	Shekel	
Australia	A$	
Uruguay	Peso	
Brazil	Real	

Adjust the index to account for GDP per person
Raw index | GDP-adjusted

…he US dollar in July

…rvalued | Overvalued
20%
US dollar

…ed States. The implied
…e actual exchange rate,

What is an Equity Index?

- 197 Scored Census Blocks Groups
- 4 Equally Weighted Determinant Categories
- 20 Indicators
- Racial Demographic Overlay

All sources were authoritative, accurate and reliable data; collected by block group or census tract.

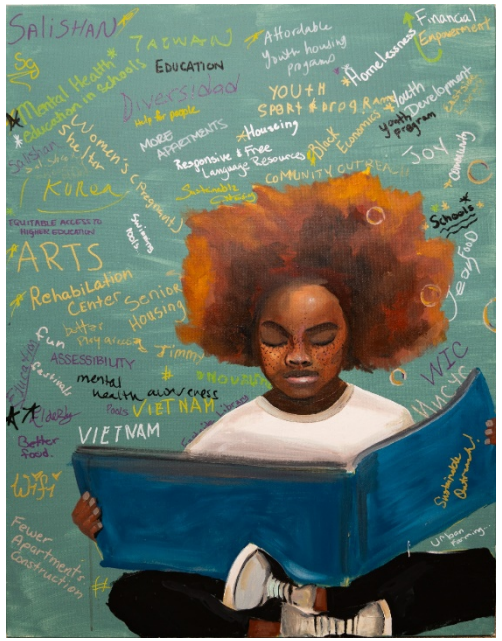
Established all calculations and data within ArcGIS **First**

Proctor Festival

- Roads
- Art
- Transportation
- Homelessness

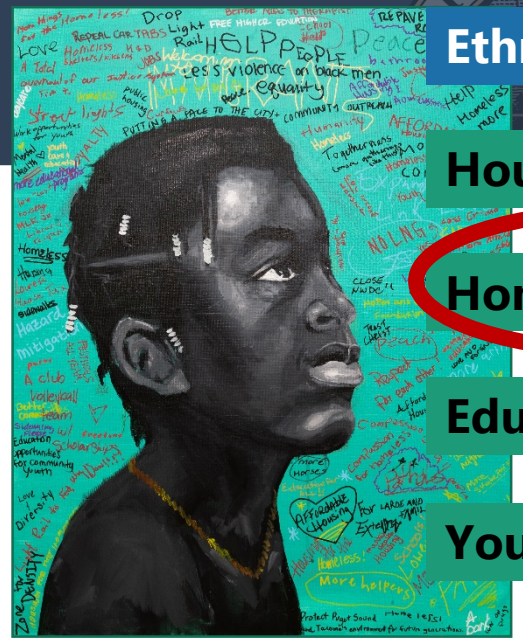
Salishan

- Education
- Youth



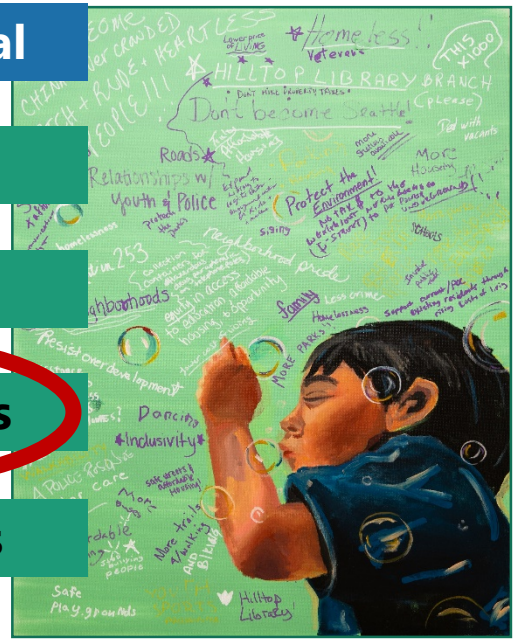
Ethnic Fest

- Housing
- Homelessness
- Education
- Youth



Hilltop Festival

- Housing
- Library
- Livable Wages
- Homelessness



Language Access

- Homelessness

McKinley Fest

- Roads
- Parks
- Youth
- Transportation

Accessibility

- Parks and Open Spaces
- Healthy Food
- Transportation
- Voter Participation
- Digital Access

Livability

- Nuisance (311)
- Crime
- Median House Value
- Pavement
- Housing Cost Burden
- Life Expectancy
- Urban Tree Canopy

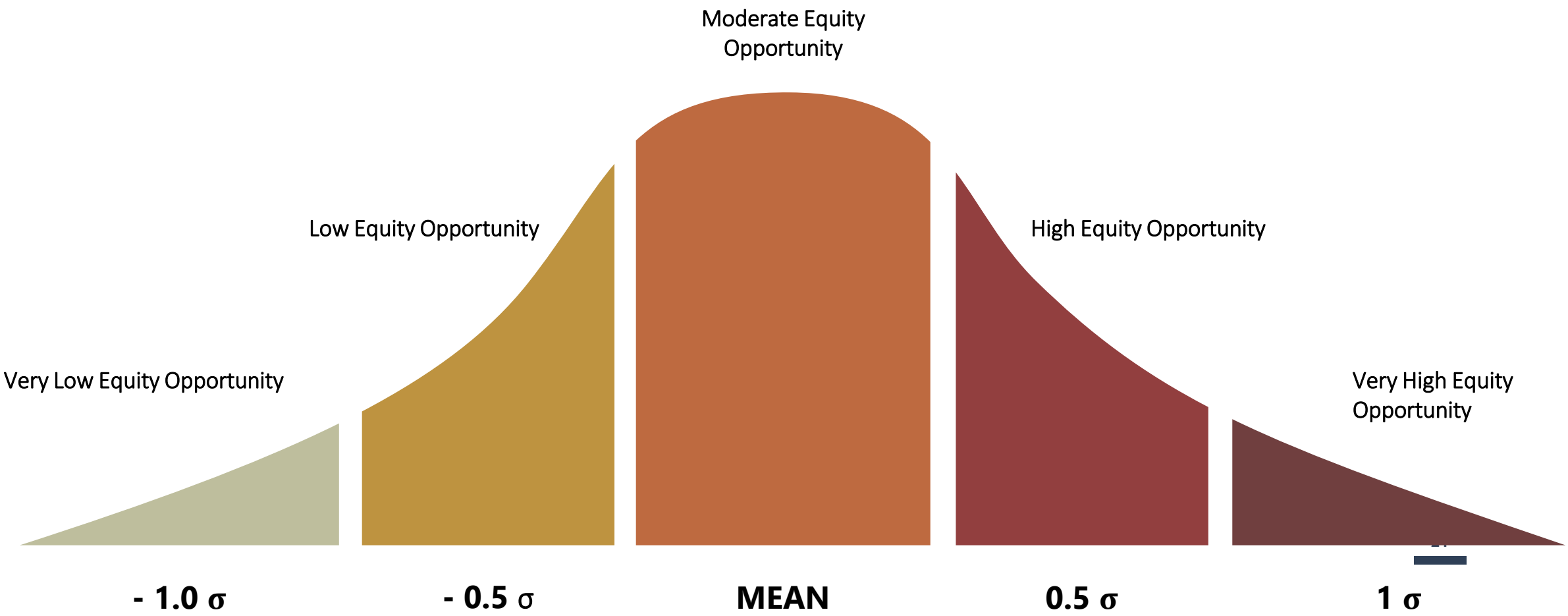
Education

- Student Retention Rate
- Graduation Rate
- 3rd Grade Reading Proficiency
- 7th Grade Math Proficiency
- Highest Educational Attainment for Population 25 Years and Older

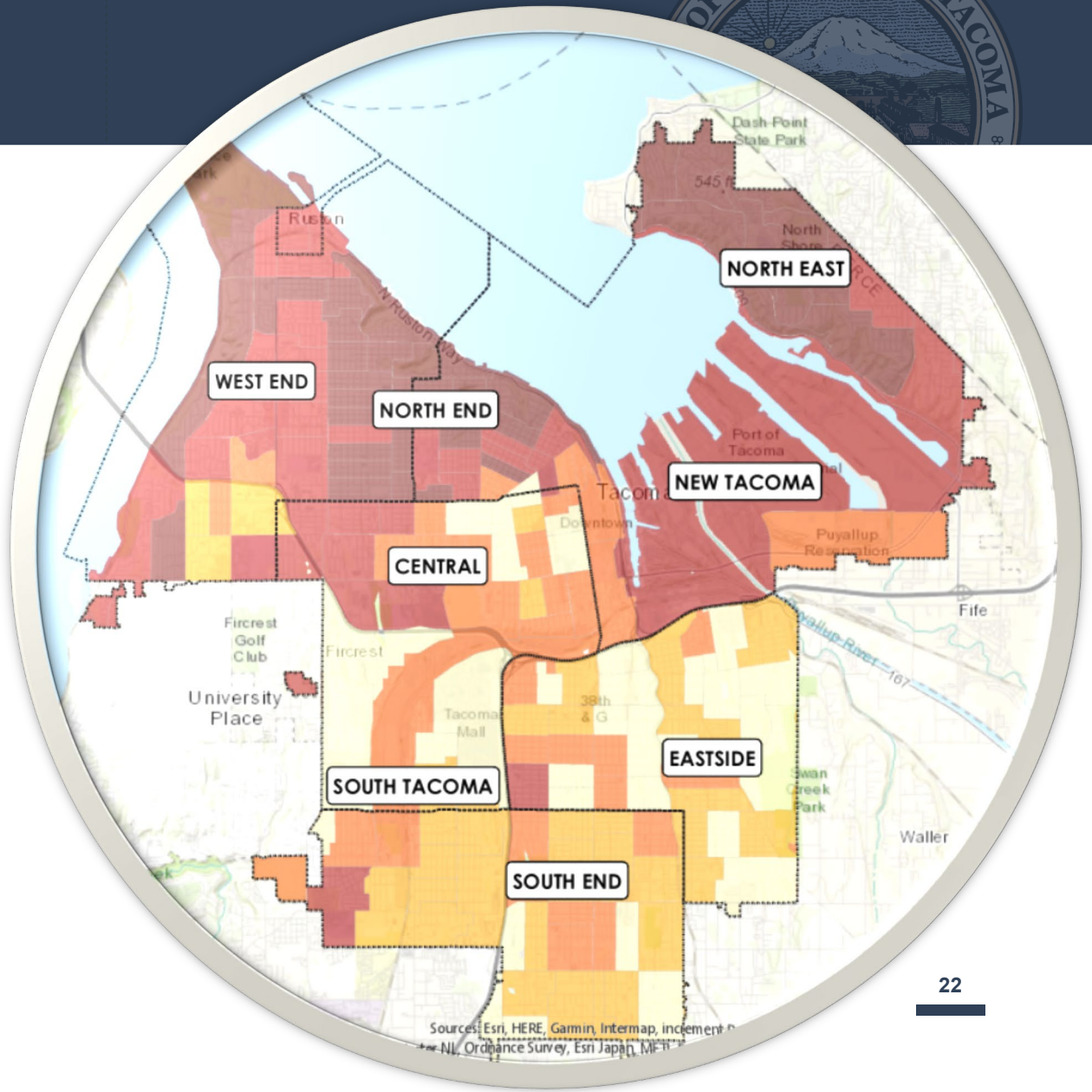
Economy

- Employment
- Unemployment Rate
- Median Household Income
- Poverty Ratio
  Includes those under poverty line and those who would be struggling between the poverty line and 200% of the line

Distribution of Data



Equity Index



Councilmanic Districts

Tacoma Equity Indices

- Very High
- High
- Moderate
- Low
- Very Low

Dictionary.com replied

disaster :) @sumbabyy · 38m

Black is such a hated word and used as so offensive in the dictionary and in general. It is so important to not tear someone down for their color but to stand by them, it is so important to have more positive words for Black, words define perception @Dictionarycom

1 3 11

Dictionary.com @Dictionarycom · 18m

We agree that how words are defined can impact perception, and our lexicographers will be updating our entry for the word Black.

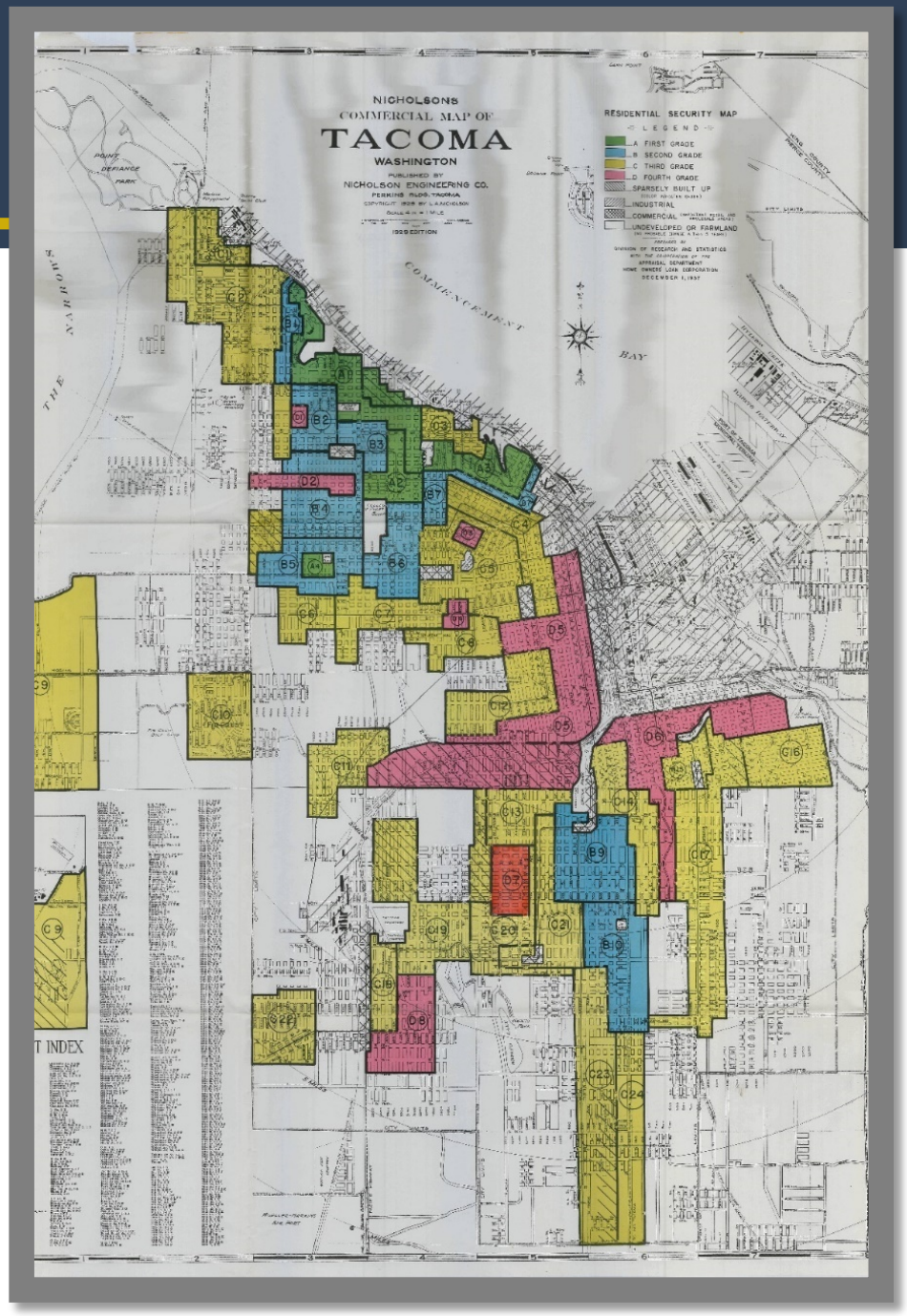
Redefine Black: Why Dictionary.com Is Updating Its Definition - Every...

At Dictionary.com we take words very seriously. They are foundational to how individuals think about themselves, and they can influence the percept...

dictionary.com

What changes will we make to our current definition?

If you look on Dictionary.com today, the adjectival sense of *Black* that refers to people is the third sense on the page. Currently this definition sits right above a definition that reads "soiled or stained with dirt." While there are no semantic links between these two senses, their proximity on the page can be harmful. It can lead to unconscious associations between this word of identity and a negative term. These are not associations we want anyone to get from Dictionary.com, and so we will be swapping our second and third senses on the page.



HOLC Grade

- A "Best"
- B "Still Desirable"
- C "Definitely Declining"
- D "Hazardous"

"The East half of this area is known as Roosevelt Heights, and occupies a very sightly location, affording splendid marine and mountain views. The Western part is more fully developed, but lies in the valley. This part contains concentration of **Polish families**. The area is somewhat isolated, and there is a distinct sales resistance to property located in it. Maintenance shows a fair 'pride of ownership', and, while the area is accorded a **'Low Yellow'** grade, the Roosevelt Heights part of it could easily be developed into a higher class. Lot values run from $2.00 to $10.00 per front foot."

- Mapping Inequality

"**Three highly respected Negro families** own homes and live in the middle block of this area facing Verde Street. While very much **above the average of their race**, it is quite generally recognized by Realtors that their presence seriously detracts from the desirability of their immediate neighborhood."

- Mapping Inequality

Alexis Ohanian Sr.
@alexisohanian

Following

Software is written by humans who have bias, the training data is generated by humans with bias -- it's not malicious (in most cases) but it does absolutely exist, @AOC is correct.

Ryan Saavedra @RealSaavedra
Socialist Rep. Alexandria Ocasio-Cortez (D-NY) claims that algorithms, which are driven by math, are racist

2:19 AM - 23 Jan 2019

9,402 Retweets **50,575** Likes

752 9.4K 51K

Alexis Ohanian Sr.
@alexisohanian

Following

Here's a good starting point for those of you interested in learning more: nature.com/articles/d4158 ...

(Nature is one of the top science journals in the world)

AI can be sexist and racist — it's time to make it fair
Computer scientists must identify sources of bias, de-bias training data and develop artificial-intelligence algorithms that are robust to skews in the data.
nature.com

Equity Index

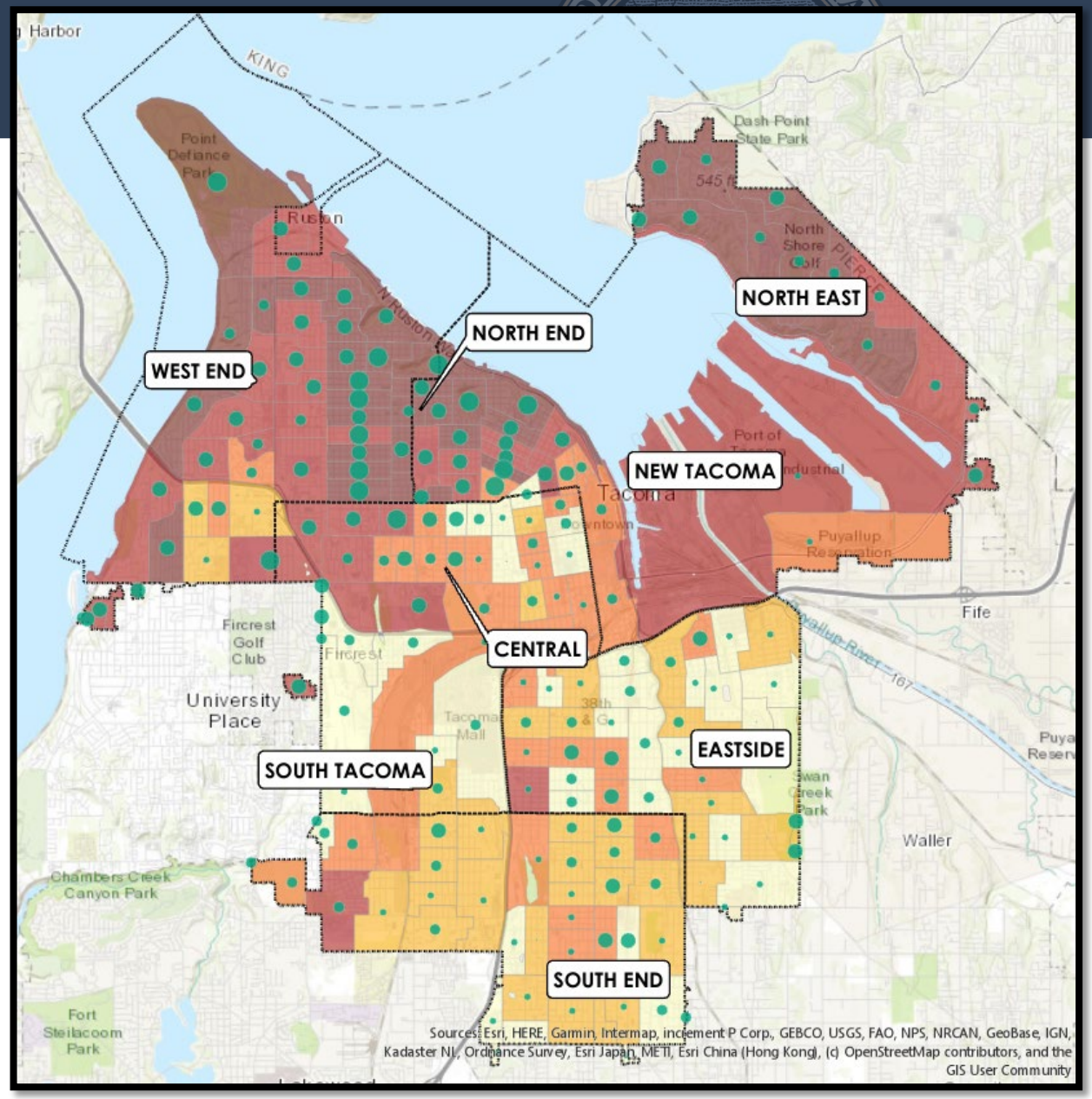
Councilmanic Districts

Tacoma Equity Indices

- Very High
- High
- Moderate
- Low
- Very Low

Percent of White Non-Hispanic

- 0% – 30%
- > 30% – 50%
- > 50% – 70%
- > 70% – 90%
- > 90 – 96.8



District One
West End

District Five
South End

Crime	3K	866	Crime
Degrees	5.3%	16.9%	Degrees
Income	$29K	$59K	Income

48% White Non Hispanic

28% White Non Hispanic

Data Driven Applications

Policy Decision Making

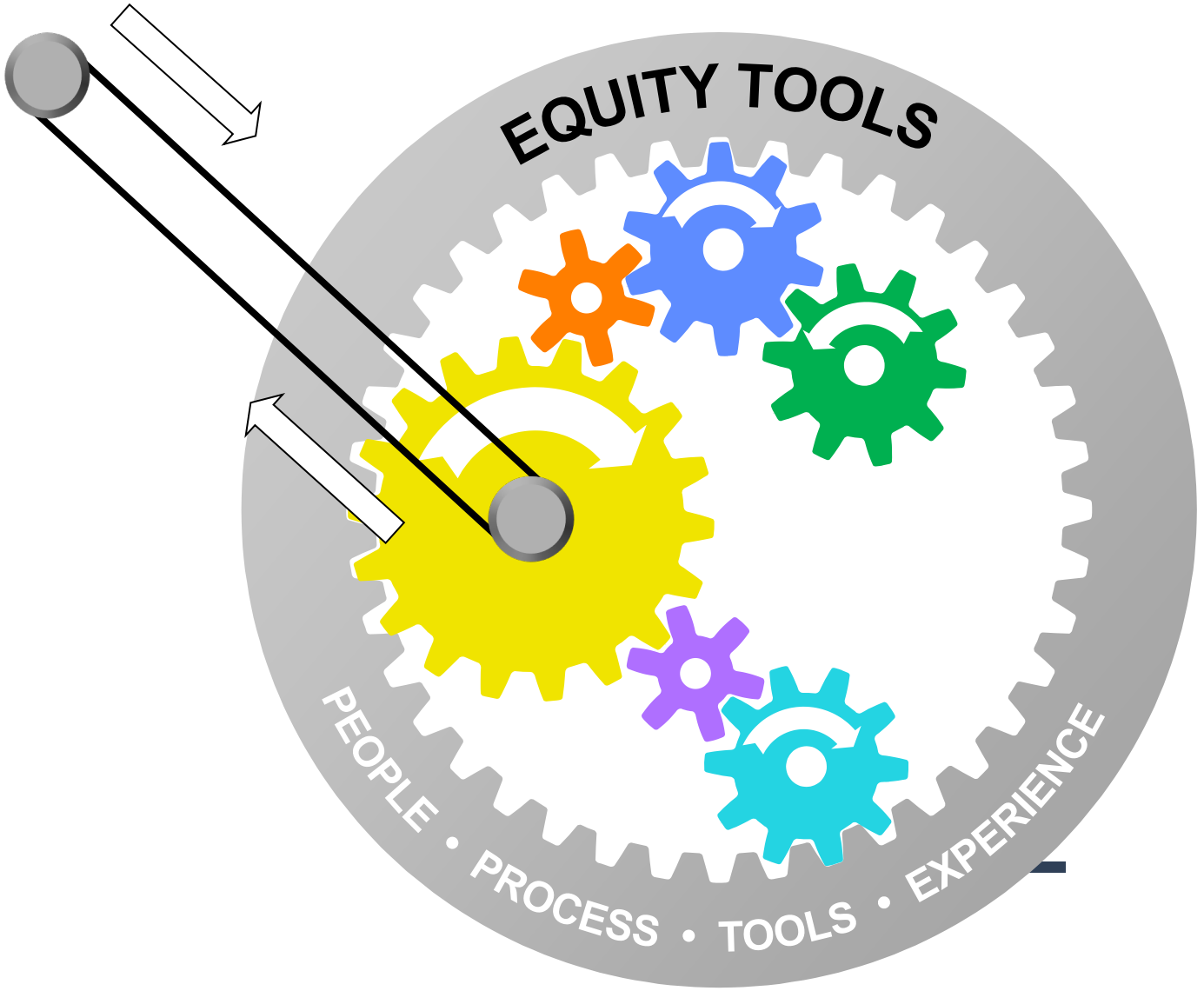
Workforce.

Service Delivery

Community/Stakeholder Outreach & Engagement

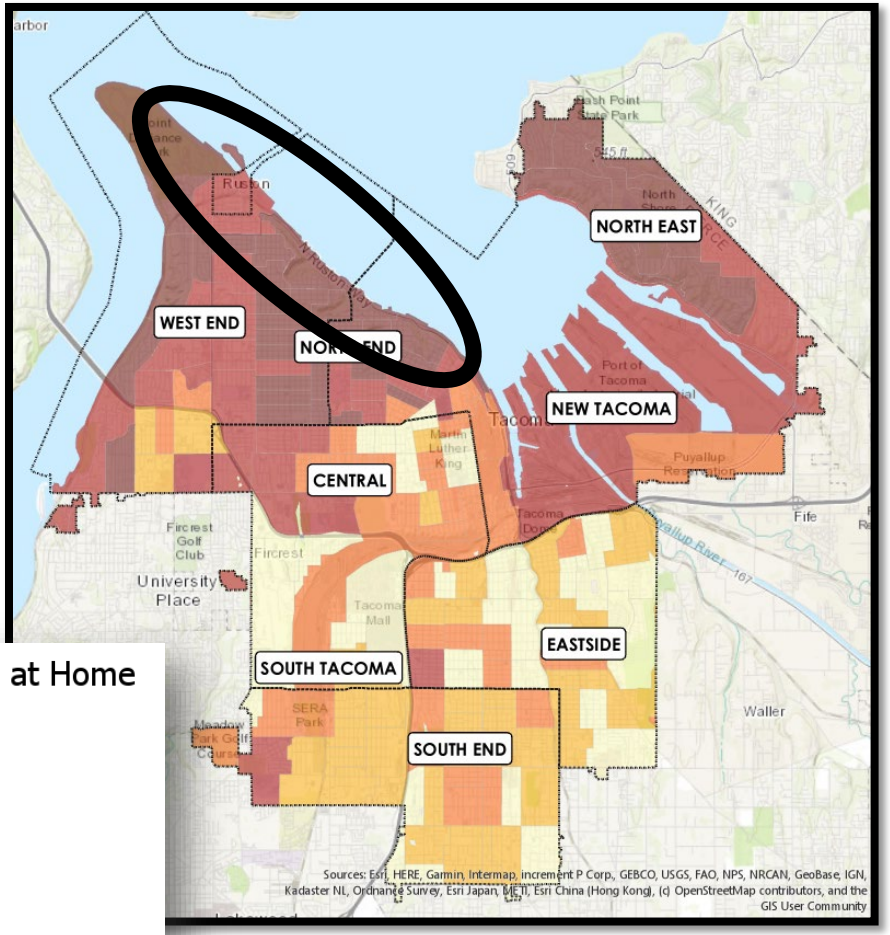
Department Strategic Plans

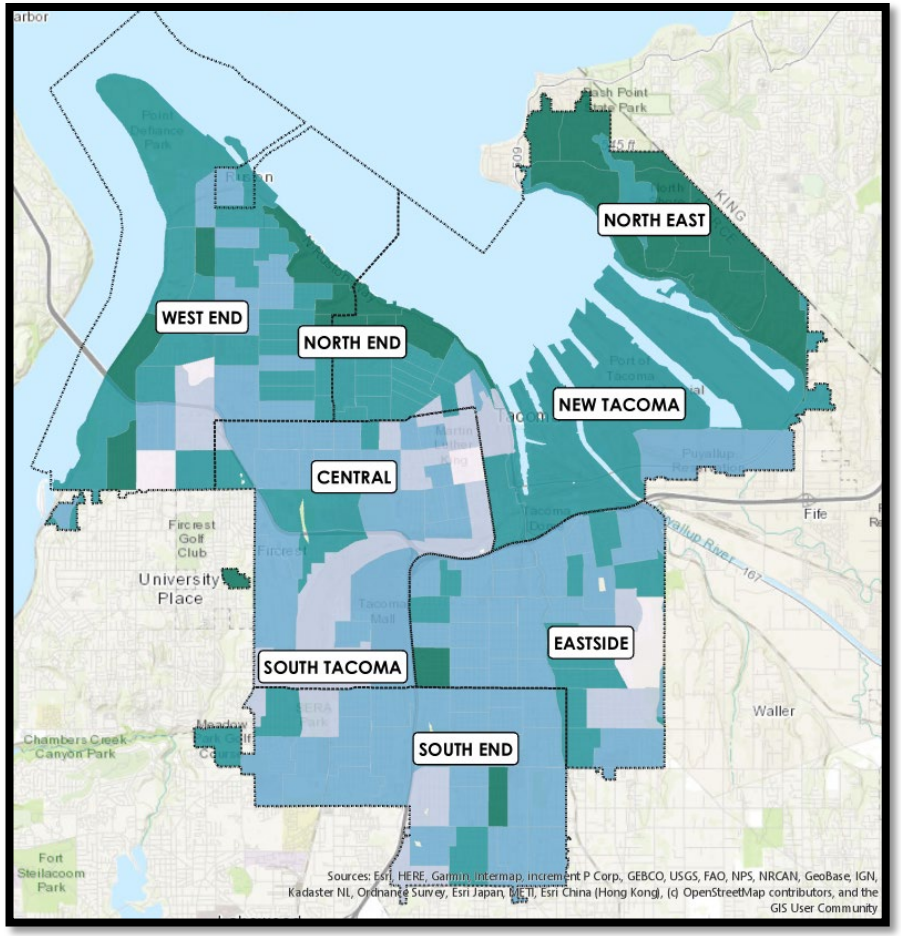
Human Rights
General Government Office of Equity and Human Rights



Equity Index in Action
Policy Decision Making

- Information Technology
  - 5G Network Map



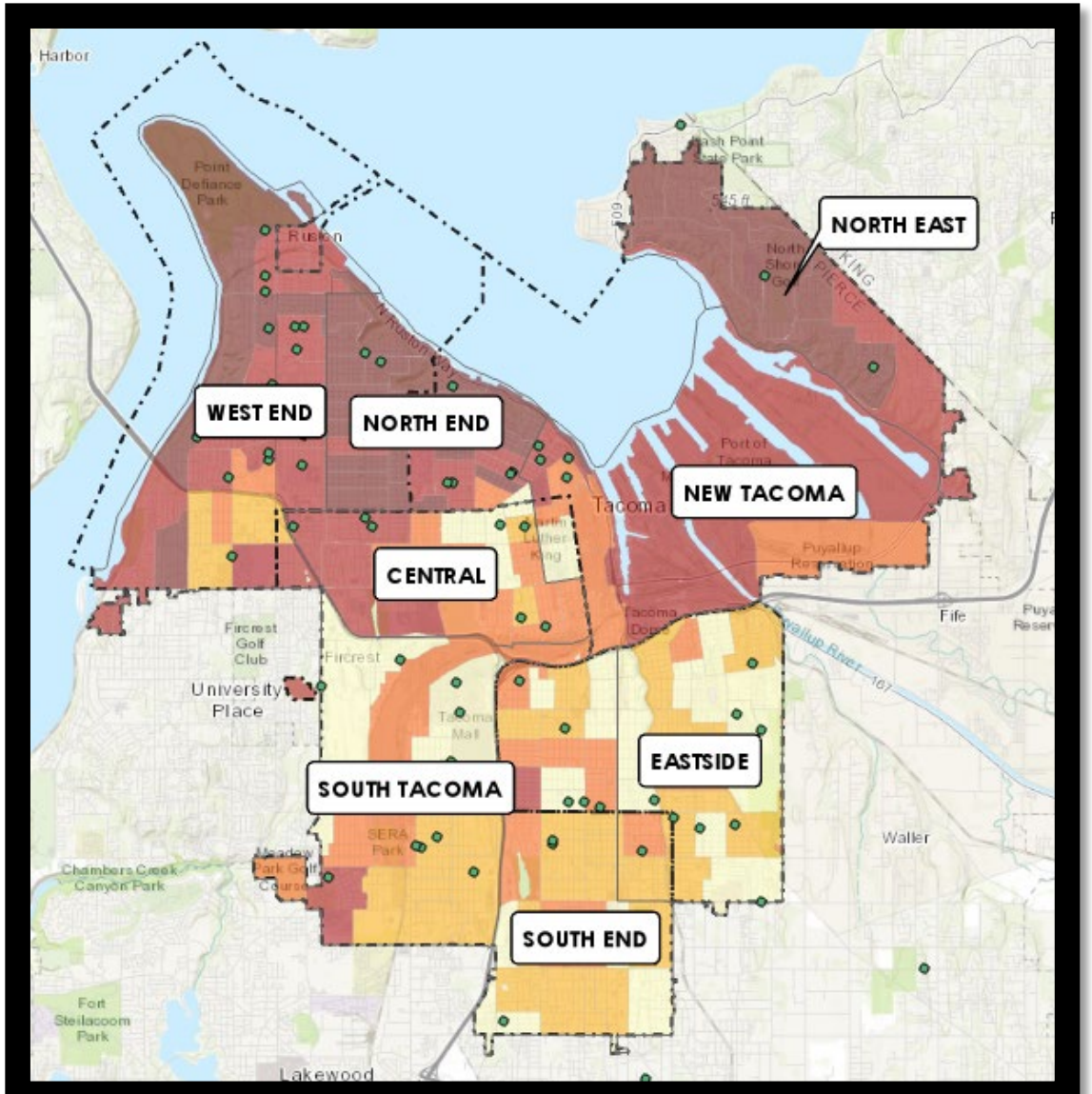


Equity Index in Action

Workforce

- Human Resources
  - Entry Level Administrative Assistant
  - City's Workforce Reflects the Community It Serves

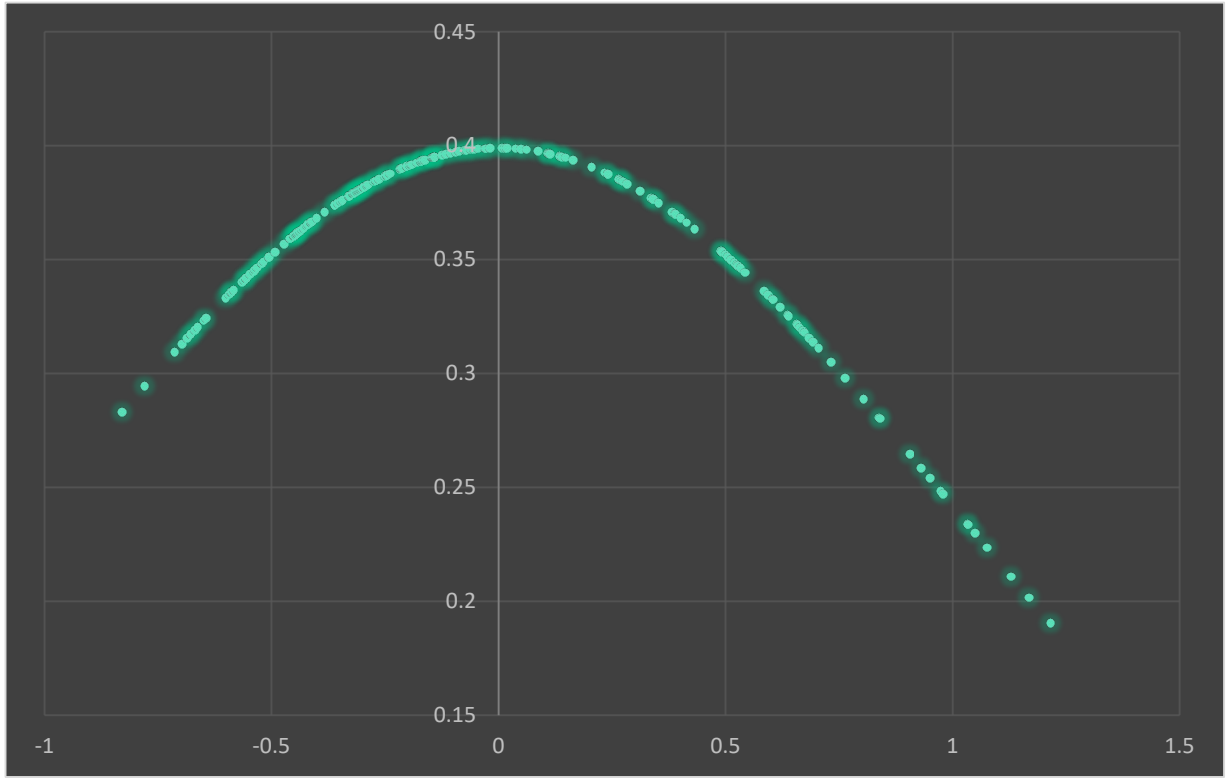
Equity Index	Count of Applicants	Average Score
Outside City Limits	17	80
Very High	21	83
High	14	81
Moderate	6	77
Low	11	81
Very Low	15	76



Equity Index in Action
Service Delivery

- Public Works
  - Streetlight Placement

Raw Score	Equity Z-Score	Equity Index	Equity Modifier	Revised Score
10	-.8	Very Low	1.29	12.96
10	-0.5	Low	1.19	11.94
10	0	Moderate	1.00	10.00
10	0.5	High	0.80	8.05
10	1.2	Very High	0.65	6.11

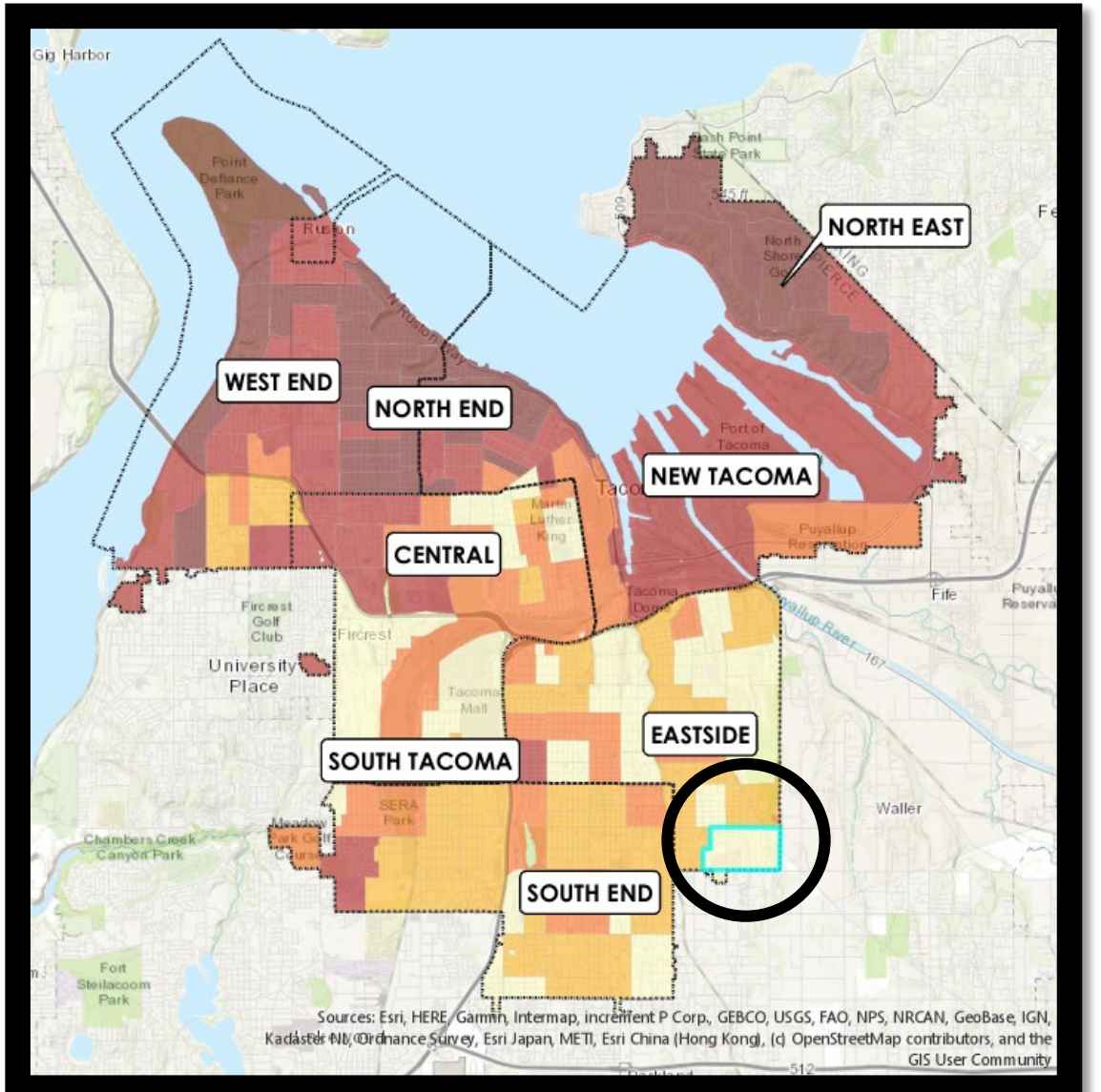


Equity Index in Action

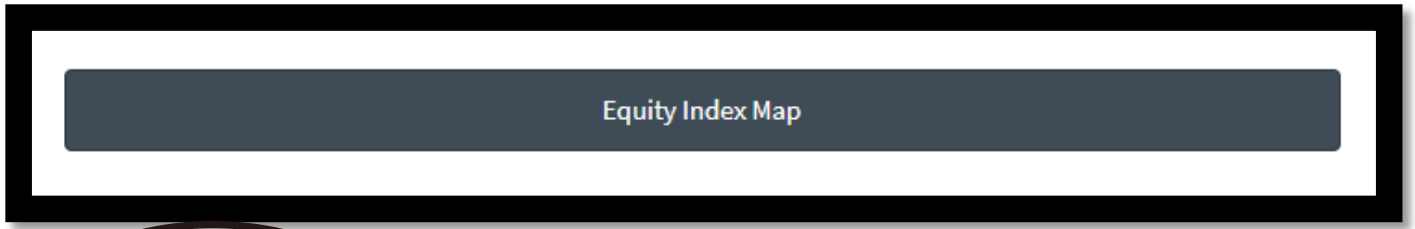
Community Engagement

- Participatory Budgeting
  - Very Low Opportunity Area
  - District 4: East 72nd – 56th

Equity Index Demographics	72nd – 56th	City Average
Population Speaking Language Other than English	48%	16%
Internet Access	89%	83%
Voting Participation	57%	65%
White, Non-Hispanic	32%	72%
Black or African American	17%	11%
Hispanic or Latinx	22%	6%



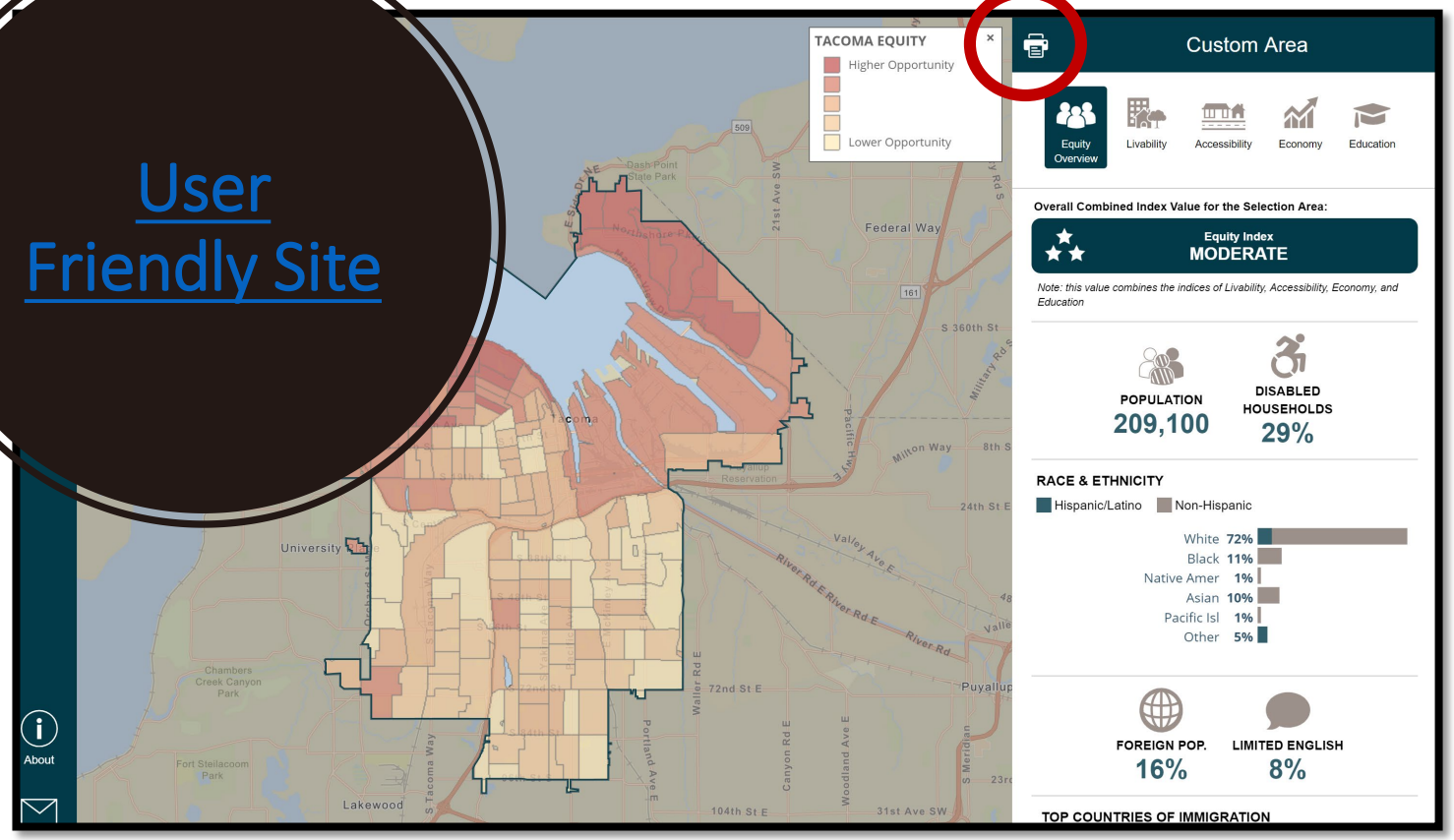
CityofTacoma.Org\EquityIndex



Icon on Webpage

Print Option

[User Friendly Site]

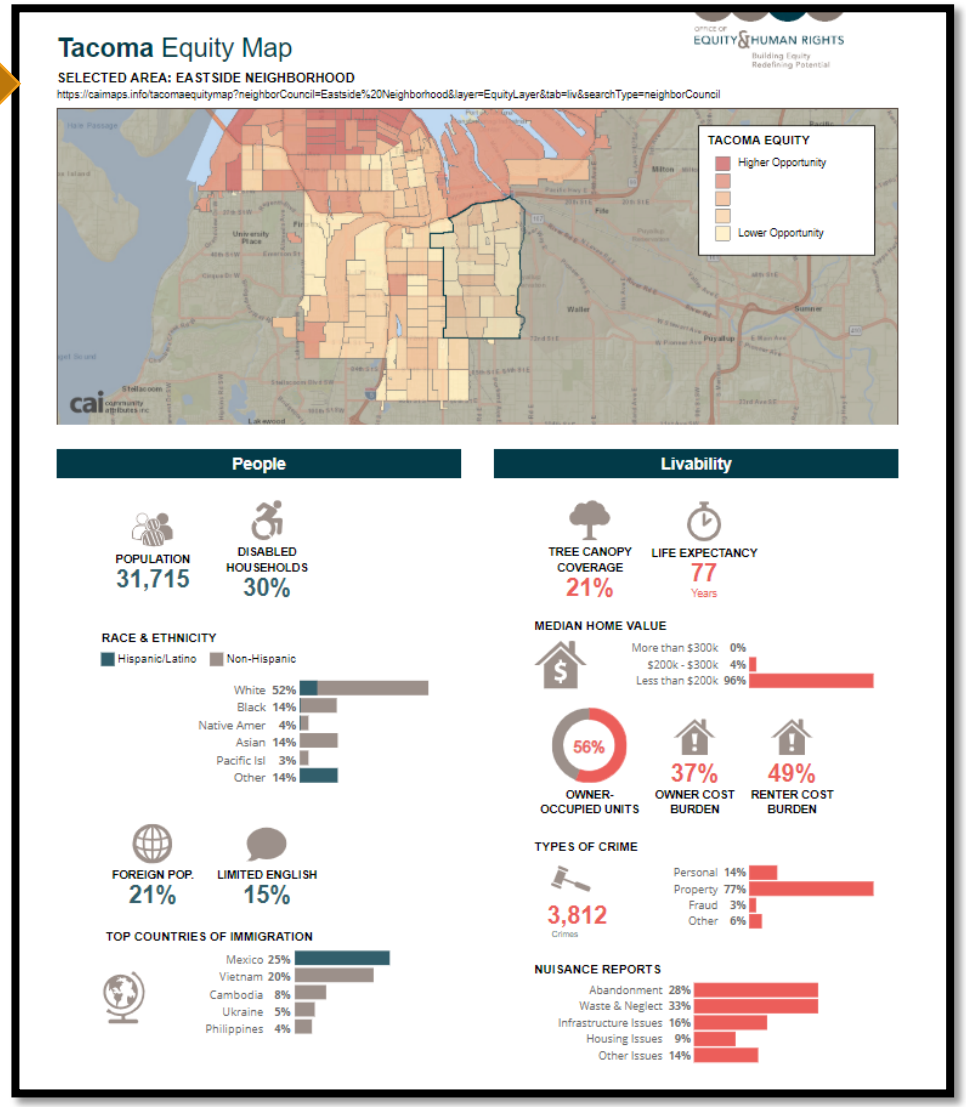


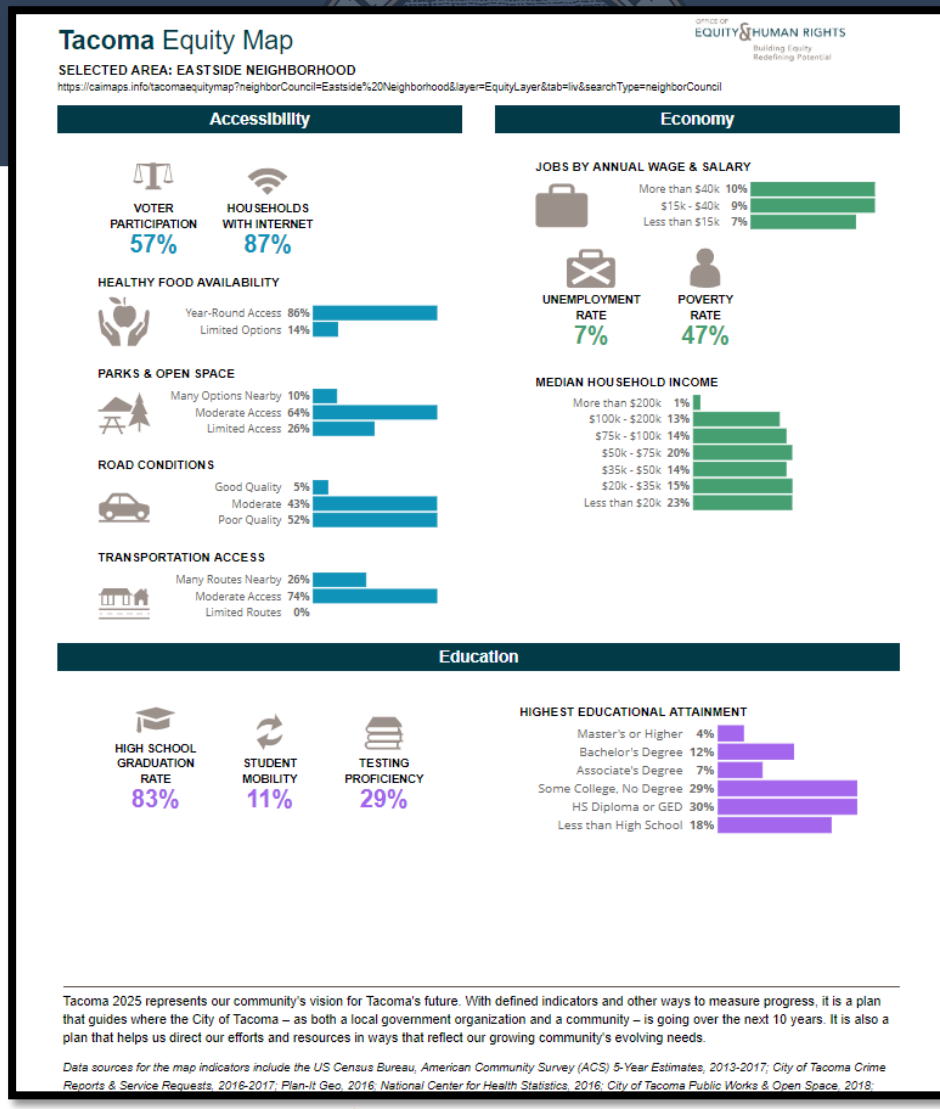
Why Use this Version:

- Quick Overview of an Area By:
  - Address
  - Zip Code
  - Council District
  - Neighborhood Council
  - Draw Your Own Boundaries
- Basic Demographics

Geography

Print Layout





Source

Thank You

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Questions?
Suggestions?

Alison Beason
abeason@cityoftacoma.org

Jacques Colon
jcolon@cityoftacoma.org