CENTERING EQUITY & ENGAGEMENT IN COVID RECOVERY

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ABOUT THE SEAP

SEAP partners with policy thinkers and doers to amplify their efforts and bridge gaps in policy infrastructure. We act as a connector, convener, and policy entrepreneur across issues and states.

VISIT US ONLINE AT WWW.THESEAP.ORG
May 24, 2022: White House announces ARP equity stats including...

- "Black Unemployment – largest calendar year drop since 1983 & below pre-pandemic rate"
- Hispanic Unemployment – record calendar year drop & below pre-pandemic rate at just 4.1%
- Asian American Unemployment – down to 3.1%
- Credit Card Delinquencies – which usually hit low-income and Black and Latino borrowers hardest – are at record lows
- Strong real income growth for Black and Hispanic workers
- Expanded American Rescue Plan subsidies helped lead to 26% increase in Hispanic enrollment and 35% increase in Black enrollment in health coverage on HealthCare.gov"
HOW ARE COMMUNITIES PRIORITIZING EQUITY?

- Phase 1: Setting the stage with equity frameworks
- Phase 2: Asking the community through equitable engagement
- Phase 3: Determining projects with equity assessments
- Phase 4: Showing results with equity metrics
PHASE 1: Equity Frameworks

Harris County, TX ARP equity goals:

- Reversing negative pandemic-related trends and closing gaps
- Building capacity within County government, creating a shared understanding of and commitment to equity, and developing tools and practices to support equity-centered solutions.
- Measuring racial and ethnic disparities and incorporating an equity assessment in each project
- Monitoring investment across the entire program to ensure the overall portfolio is reaching populations and neighborhoods most impacted by the pandemic.
PHASE 1: Equity Frameworks

New Orleans, LA City Council passed resolution prioritizing equity:

- “NOW THEREFORE BE IT RESOLVED BY THE COUNCIL OF THE CITY OF NEW ORLEANS, 1. The City of New Orleans declares that in utilizing ARP funds, priority shall be given to the following: supporting economic recovery for all with special emphasis to aiding those on the lower end of the wage scale, improving public health and safety, supporting local businesses and workforce development, increasing access to and improving the quality of public education, improving equity outcomes, and supporting the housing needs in our community.”
PHASE 2: Equity in Engagement

Denver, CO (pop 716,000)
- Assessment of prior community input
- Tele-townhalls for most at-risk zip codes
- Equity and community-wide focus groups

Lorain, OH (pop 65,000)
- Surveys with 74% of responses from mailed surveys (through water bills) and 26% from online

Flint, MI (pop 97,000)
- Online survey, email address, drop box at City Hall, mailing address, and phone number with comments transcribed and submitted

Harris County, TX (pop 4.7 million)
- Focus groups through local nonprofit with communities of color, those earning less than $75,000, various age groups and geographies

State of Colorado Engagement

The Listening Tour

Regional Meetings
- Pueblo & Southern Colorado
- Western Slope
- Northern Colorado
- Denver Metro North
- Denver Metro South
- Colorado Springs
- Eastern Plains

Audience Specific Meetings
- Events, Dining & Tourism
- African American Community
- Workforce
- Clean Energy & Conservation
- Local Governments
- Quality of Life
- Latino Community
- Rural & Agricultural
- Healthcare, Human Services & Behavioral Health
- Asian American & Pacific Islander
### PHASE 2: Equity in Engagement

- Establish your community engagement goals
  - What is the level of participation sought?
  - What are the metrics for specific populations, geographies, etc.?
- Identify existing and potential partners
- Identify tools and process
  - What are the barriers to participation?
- Develop and launch engagement plan and outreach activities

### IAP2’s Spectrum of Public Participation

<table>
<thead>
<tr>
<th>Spectrum of Public Participation</th>
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<tbody>
<tr>
<td>Inform</td>
</tr>
<tr>
<td>Consult</td>
</tr>
<tr>
<td>Involve</td>
</tr>
<tr>
<td>Collaborate</td>
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<tr>
<td>Empower</td>
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</tbody>
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# PHASE 3: Equity Assessments

## ARP Scorecard

<table>
<thead>
<tr>
<th>Scoring</th>
<th>Eligibility</th>
<th>Equity Impact</th>
<th>Strategic Goals</th>
<th>Community-Driven</th>
<th>Collaboration</th>
<th>Administration</th>
<th>Qualified Census Tract</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Not an allowable use</td>
<td>Does not satisfy criteria</td>
<td>Not aligned with existing strategic goals</td>
<td>Residents were not consulted</td>
<td>No stakeholders identified</td>
<td>Very difficult to measure impact and report on equitable outcomes</td>
<td>Does not target funding into a QCT</td>
</tr>
<tr>
<td>2</td>
<td>Unclear if allowable use</td>
<td>Satisfies more than half of the criteria</td>
<td>Somewhat aligned with strategic goals</td>
<td>Insufficient input from most impacted residents</td>
<td>Some stakeholders identified, but lack of cross-sector collaboration</td>
<td>Somewhat difficult to measure impact and report on equitable outcomes</td>
<td>Targets some funding into a QCT</td>
</tr>
<tr>
<td>4</td>
<td>Clearly allowable use</td>
<td>Satisfies all criteria</td>
<td>Aligned with existing strategic goals</td>
<td>Residents most impacted are driving this proposal</td>
<td>Stakeholders engaged from multiple sectors</td>
<td>Easy to track metrics, evaluate impact, and report on equitable outcomes</td>
<td>Targets all funding into a QCT</td>
</tr>
</tbody>
</table>

*Durham, NC*
PHASE 3: Equity Assessments

Harris County, TX equity reflection questions for project assessment:

1. How does your project leverage clear outcome measures and disaggregated data from beginning to end to identify inequity and ensure programs are prioritizing disproportionately impacted groups? Who has been disproportionately impacted?

2. How have you analyzed specific factors underlying inequities? What did the analysis reveal?

3. How does your project include voices from disproportionately impacted groups? How have community members been engaged in project development and / or evaluation?

4. How does your project minimize additional burdens and maximize benefits for disproportionately impacted groups?

5. How does your project evaluate performance through defined metrics and provide opportunities for reflection? What do the evaluation and reflection reveal and what changes may be needed?

6. How are you sharing information about the project? Is it reaching people from disproportionately impacted groups?
PHASE 4: Equity & Accountability

Los Angeles County, CA equity dashboard
PHASE 4: Equity & Accountability

Additional examples

- **College Park, MD** (pop. 32,000) has simple presentation with metrics and date

- **Sun Prairie, WI** (pop. 34,000) a simple dashboard with approved spending, associated goals, and resolutions

- **Lakewood, WA** (pop. 60,000) has easy to follow webpage with city contacts front and center, project updates, and community input visualizations
Top Takeaways

Pandemic recovery is unlike other disaster recoveries in important ways...and so are pandemic recovery dollars.

Equity and engagement practices are not just for large jurisdictions.

Equity should be woven into every stage of the process.
THANK YOU

ARP Toolkit
www.theseap.org/arp-toolkit-2/

SEAP's ARP Assistance Team
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Local Budgeting: Equity & Voice Report