

# Addressing Equity and Rural Poverty: The View from the Ground

Tuesday, April 16, 2013  
3:30- 4:45 ET



Photo credit: Flickr user [\[Melissa J.\]](#)



With Support from the U.S. Department of Housing and  
Urban Development and the Partnership for Sustainable  
Communities

# National Association of Development Organizations (NADO)

National membership organization for the network of over 520 **regional development organizations** (RDOs) throughout the U.S.

RDOs are **also known as** “Councils of Governments,” “Regional Planning Commissions,” “Economic Development Districts,” and other local names

Promote public policies that **strengthen local governments, communities, and economies** through the regional strategies focusing on economic development, infrastructure, housing, transportation, and regional planning

NADO Research Foundation serves as one of eight **capacity building** teams providing support and technical assistance to HUD Sustainable Communities grantees



# Today's Speakers

**Brett Schwartz**, Program Manager, NADO

**Chione Flegal**, Associate Director, PolicyLink

**Danielle Bergstrom**, Program Associate, PolicyLink

**Ismael Diaz Herrera**, Director, San Joaquin Valley Rural Development Center

**Reyna Villalobos**, Community Building Specialist,  
Central California Regional Obesity Prevention Program

**Emily Saunders**, Community Development Senior Project Specialist,  
City of Knoxville, TN

# Quick Housekeeping Information

Please type any questions you have for the speakers in the question box on the side panel throughout the presentation

The webinar is being recorded and will be posted within a day along with the Powerpoint slides on the NADO website at [www.nado.org](http://www.nado.org)

Please contact Brett Schwartz at [bschwartz@nado.org](mailto:bschwartz@nado.org) if you have any questions after the presentation

# Equity and Economic Inclusion: **The Way Forward for America**

Chione Flegal, Associate Director  
Danielle Bergstrom, Program Associate  
April 16, 2013



# Introduction

## PolicyLink

### Mission

PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works.®

### Our Work

Founded in 1999, PolicyLink connects the work of people on the ground to the creation of sustainable communities of opportunity that allow everyone to participate and prosper. Such communities offer access to quality jobs, affordable housing, good schools, transportation, and the benefits of healthy food and physical activity.

**eq·ui·ty** *ek-wi-tee*, noun. Just and fair inclusion.  
An equitable society is one in which all can participate and prosper. The goals of equity must be to create conditions that allow all to reach their full potential. In short, equity creates a path from hope to change.

# Introduction

## Why equity matters now

### The face of America is changing.

Our population is rapidly diversifying. Already, more than half of all babies born in the United States are people of color. By 2030, the majority of young workers will be people of color. And by 2042, we will be a majority people-of-color nation.

### The fate of the nation hinges on how we invest in communities of color.

As the country witnesses new extremes of inequality alongside the emergence of a new people-of-color majority, equity has become an economic imperative as well as a moral one.

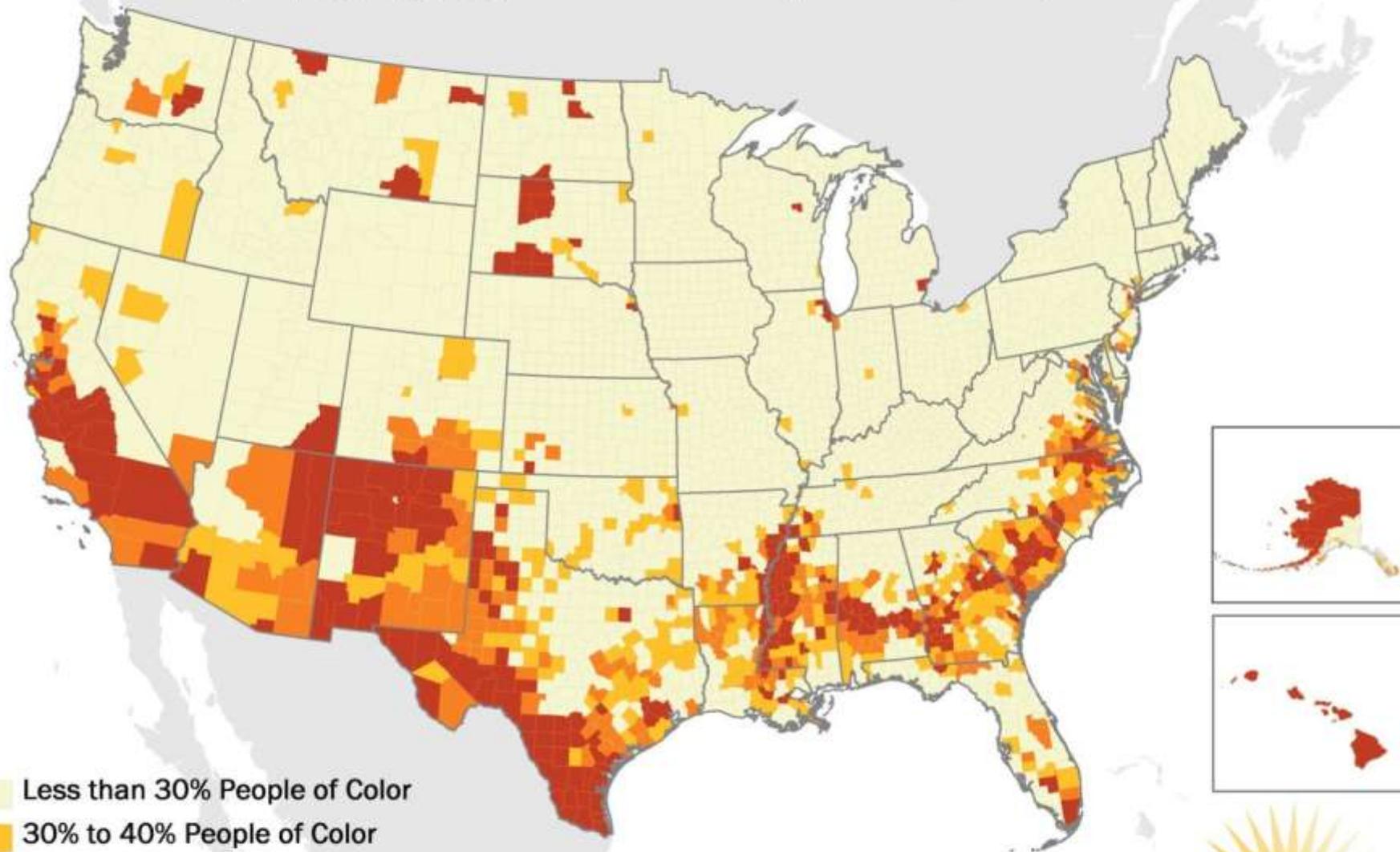
### The way forward: an equity-driven growth model.

To secure America's prosperity, we must implement a new economic model based on equity, fairness, and opportunity.

### Regions are where this new growth model will be created.

Regions are the key competitive unit in the global economy, and the level where strategies are being incubated that bring about robust job growth that is linked to low-income communities and communities of color.

# 2000 Percent People of Color by County



- Less than 30% People of Color
- 30% to 40% People of Color
- 40% to 50% People of Color
- Greater than 50% People of Color

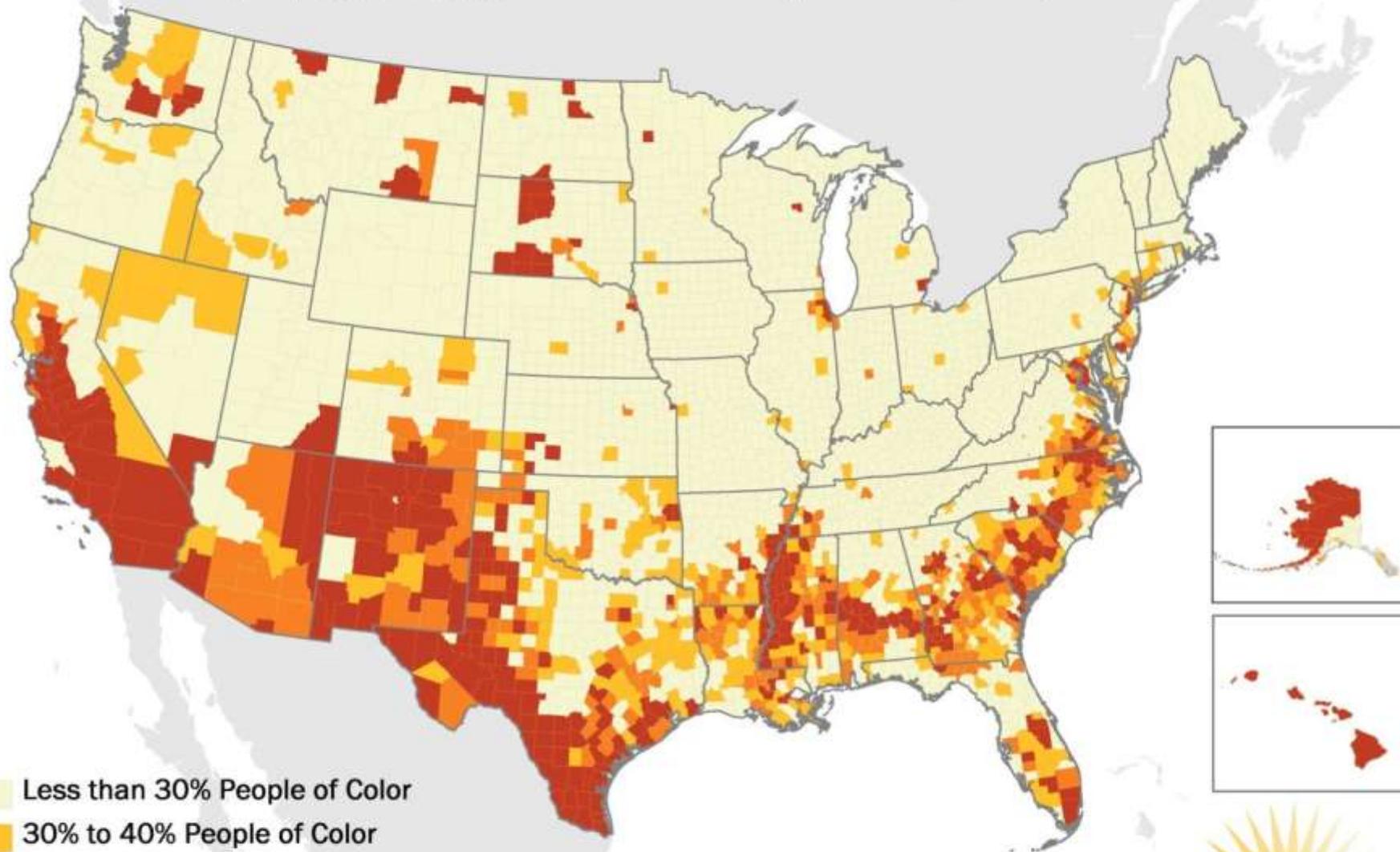
Sources: 2000 Census, Census TIGER/Line, NHGIS, and ESRI.

Lifting Up What Works:  
**PolicyLink**

**PERE**  
USC Program for Environmental  
& Regional Equity

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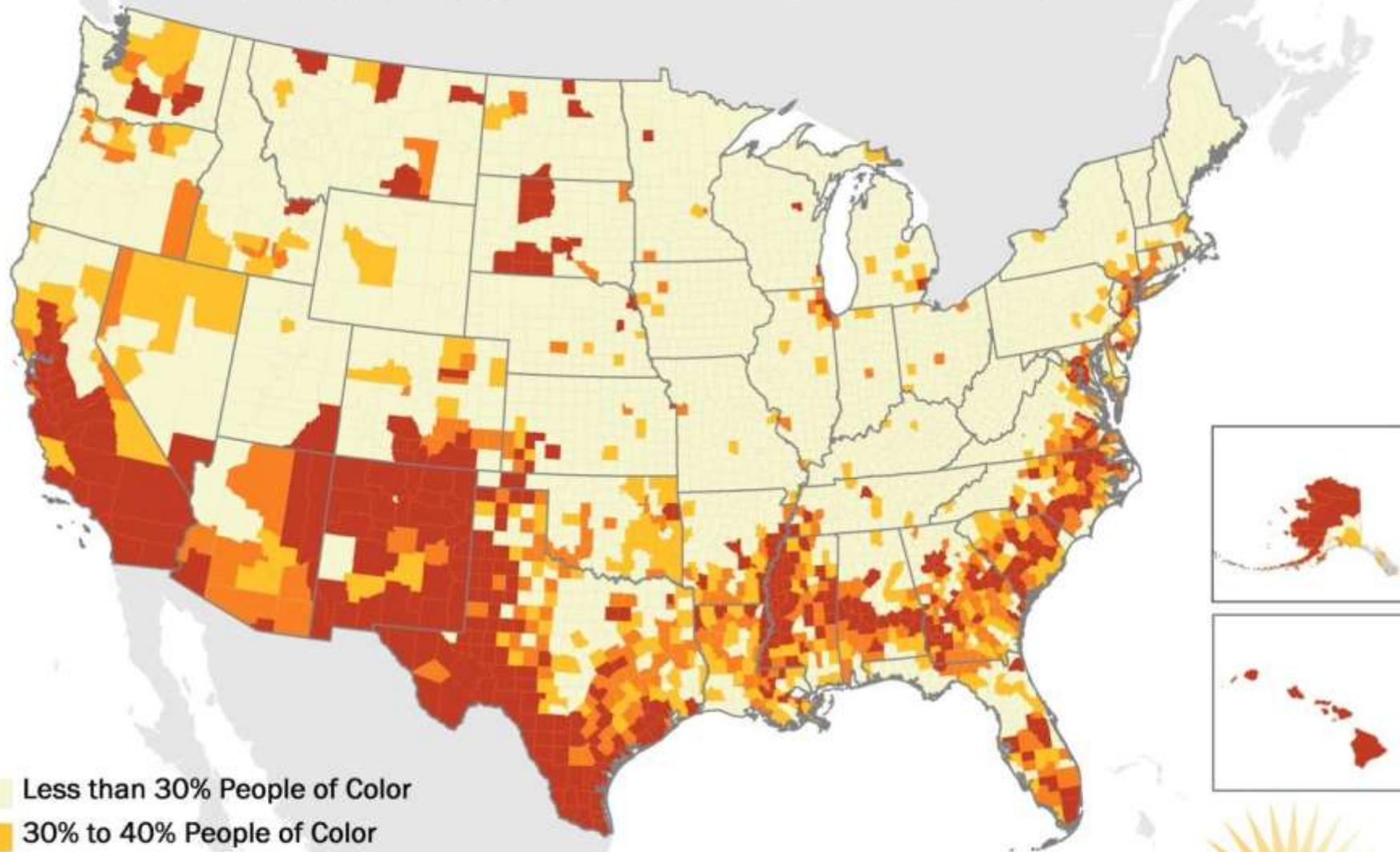
# 2010 Percent People of Color by County



- Less than 30% People of Color
- 30% to 40% People of Color
- 40% to 50% People of Color
- Greater than 50% People of Color

Sources: 2010 Census, Census TIGER/Line, NHGIS, and ESRI.

# 2020 Percent People of Color by County



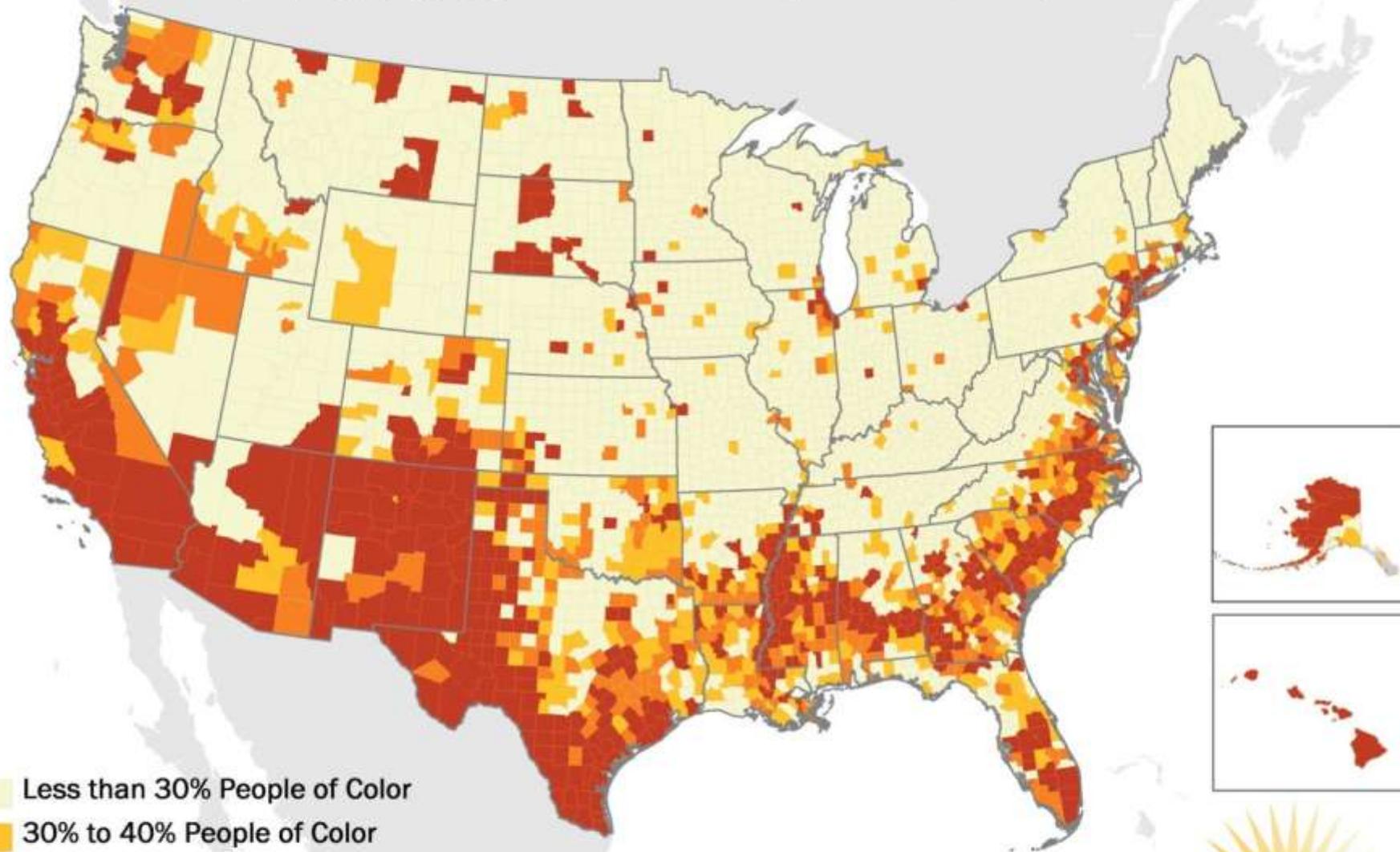
- Less than 30% People of Color
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- 40% to 50% People of Color
- Greater than 50% People of Color

Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.



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# 2030 Percent People of Color by County



- Less than 30% People of Color
- 30% to 40% People of Color
- 40% to 50% People of Color
- Greater than 50% People of Color

Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.

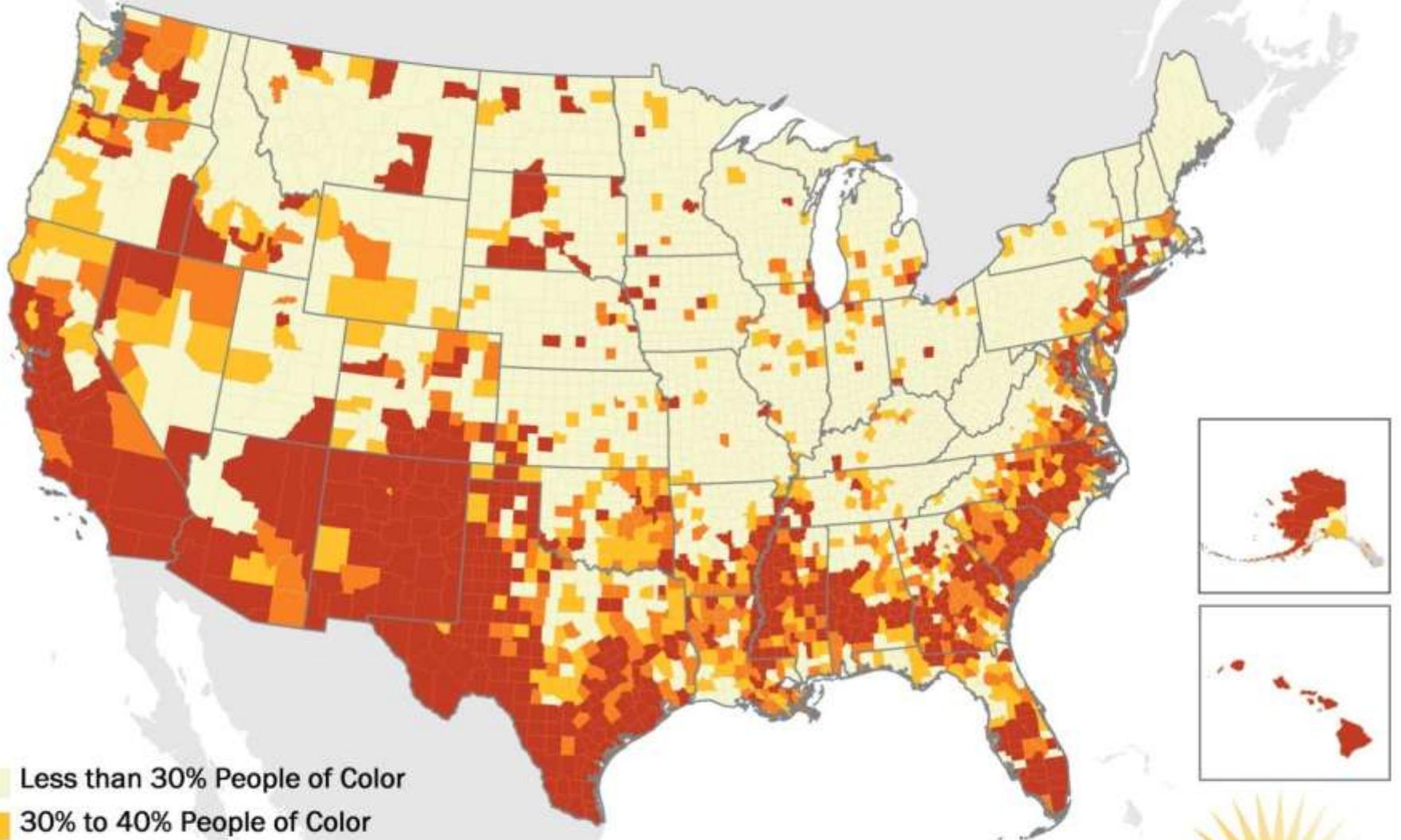
Lifting Up What Works

**PolicyLink**

**PERE**  
USC Program for Environmental  
& Regional Equity

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# 2040 Percent People of Color by County



- Less than 30% People of Color
- 30% to 40% People of Color
- 40% to 50% People of Color
- Greater than 50% People of Color

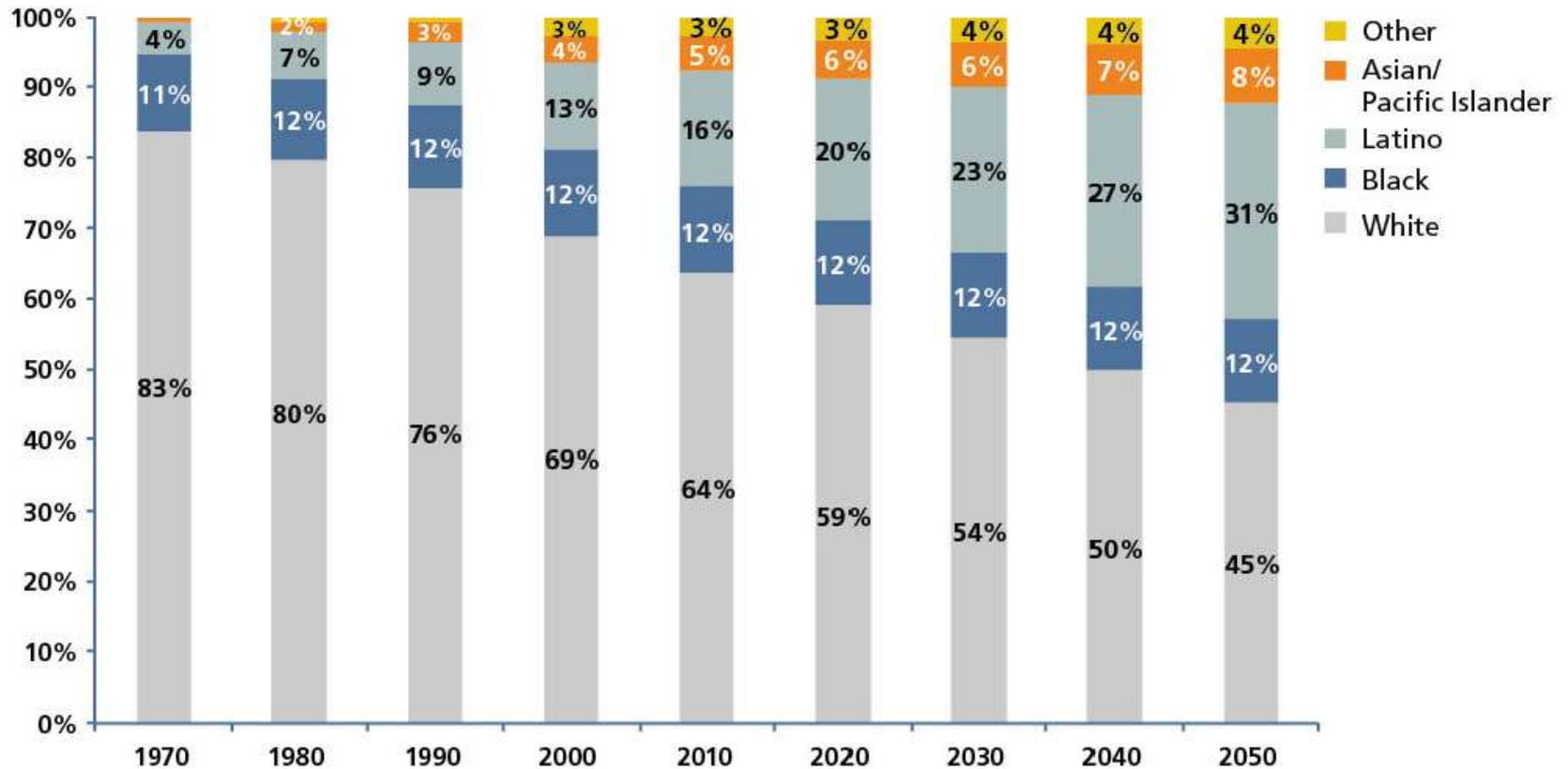
Sources: Woods & Poole Economics projections data (adjusted using the 2010 Census), Census TIGER/Line, NHGIS, and ESRI.

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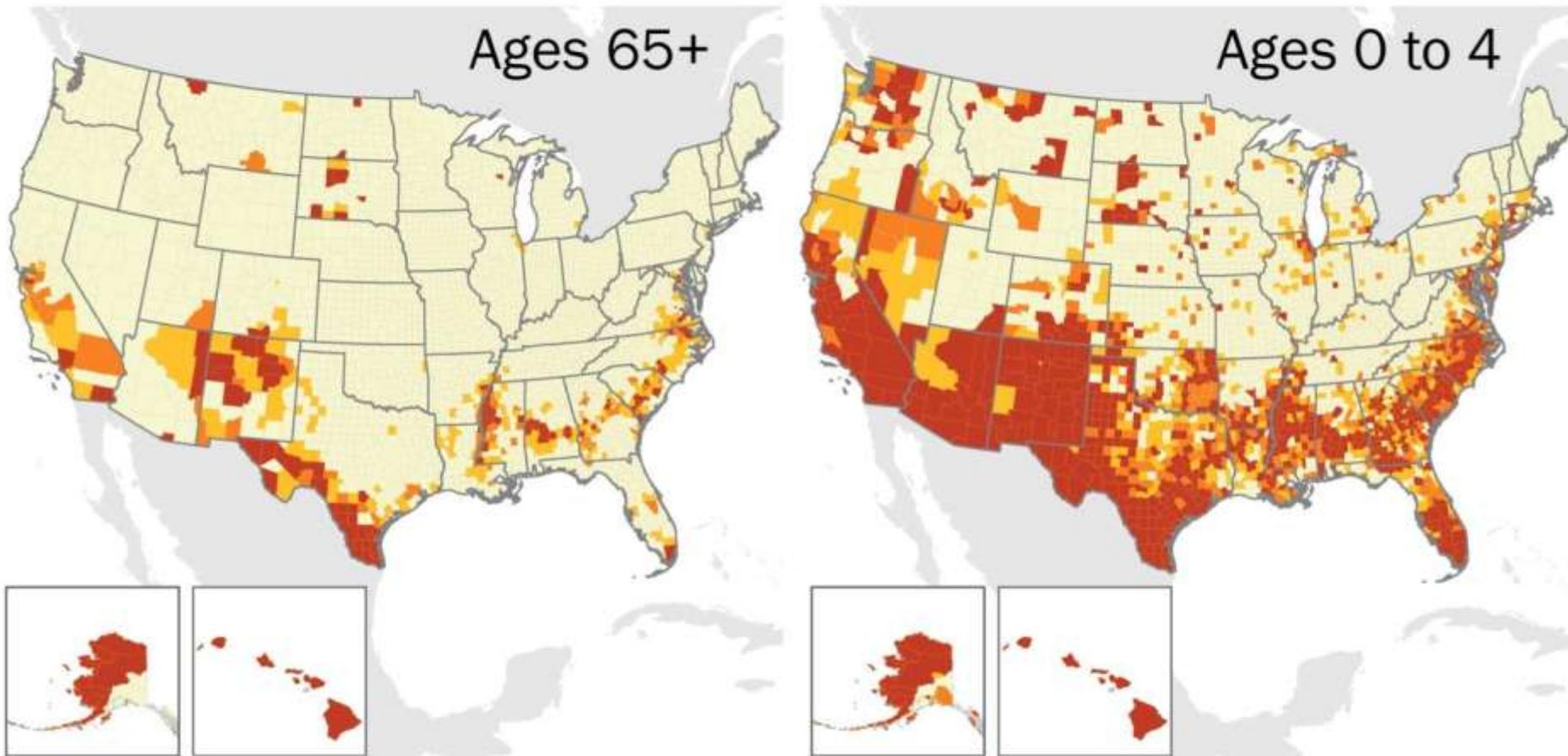
## America will be a Majority People-of-Color Nation by 242



Source: Statistical Abstract of the United States (1970 and 1980); U.S. Census Bureau, decennial censuses (1990 STF3, 2000 SF3, and 2010 SF1); U.S. Census Bureau Population Projections, 2008 (2020-2050), adjusted using the results of the 2010 Census.

# A New Generation Gap?

## The Diverging Demographics of Seniors and Youth



Percent People of Color by County

0 30 40 50%





# How Equitable is Your Region?

*Regions are equitable when all residents—regardless of their race/ethnicity/nativity, neighborhood of residence, or other characteristics—are fully able to participate in the region’s economic vitality, contribute to the region’s preparedness for the future, and connect to the region’s assets and resources.*

Strong, equitable regions:

- Possess **economic vitality**, providing high-quality jobs to their resident and producing new ideas, products, businesses, and economic activity so the region remains sustainable and competitive.
- Are **prepared for the future**, with a skilled, ready workforce and a healthy population.
- Are **places of connection**, where residents can access the essential ingredients to live healthy and productive lives in their own neighborhoods, reach opportunities located throughout the region (and beyond) via transportation or technology, participate in political processes, and interact with other diverse residents.

# Principles for Advancing Equity

- Choose strategies that promote equity and growth simultaneously.
- Target programs and investments to the people and places most left behind.
- Assess equity impacts at every stage of the policy process.
- Ensure meaningful community participation, voice, and leadership. Our nation's new majority needs avenues for participating in all aspects of the political process.

# Economists are finding a correlation between economic and racial inclusion and regional economic growth.

Manuel Pastor, “Cohesion and Competitiveness: Business Leadership for Regional Growth and Social Equity,” OECD Territorial Reviews, Competitive Cities in the Global Economy, Organisation For Economic Co-Operation And Development (OECD), 2006.

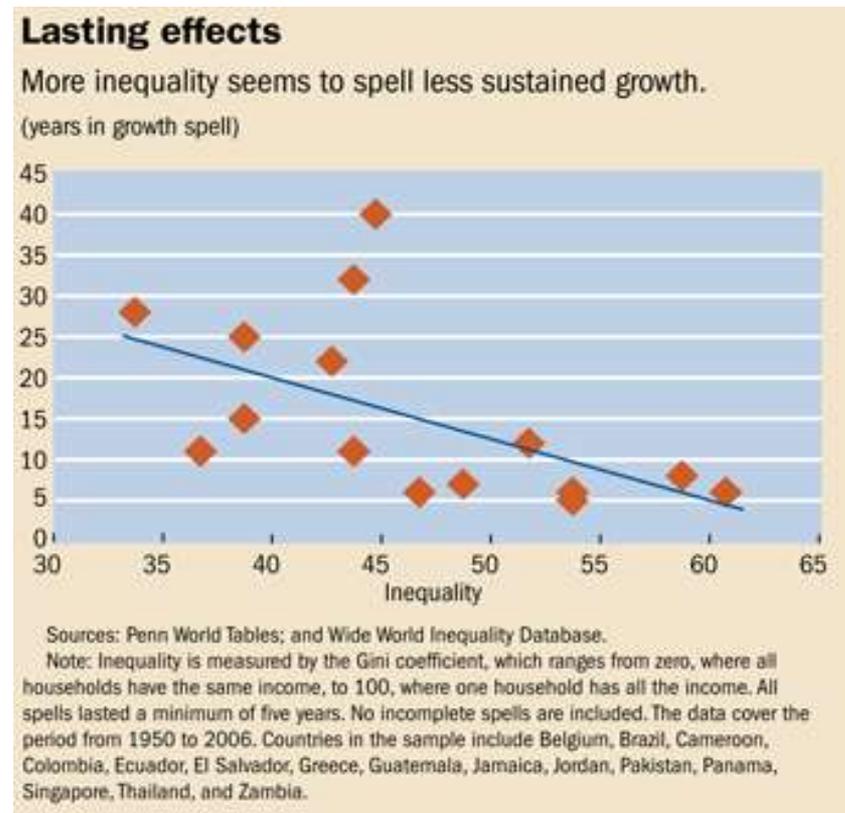
Manuel Pastor and Chris Benner, *Been Down So Long: Weak-Market Cities and Regional Equity Retooling for Growth* (New York: American Assembly and Columbia University, 2008).

# Economic Inclusion

## Inequality is Bad for Sustained Economic Growth



Source: Andrew Berg & Jonathan Ostry, International Monetary Fund



# Economic Inclusion

## Place Matters



## Economic Inclusion

# Grow Workforce in High-Opportunity Industries

Connect workforce training opportunities to high-growth sectors with good wages

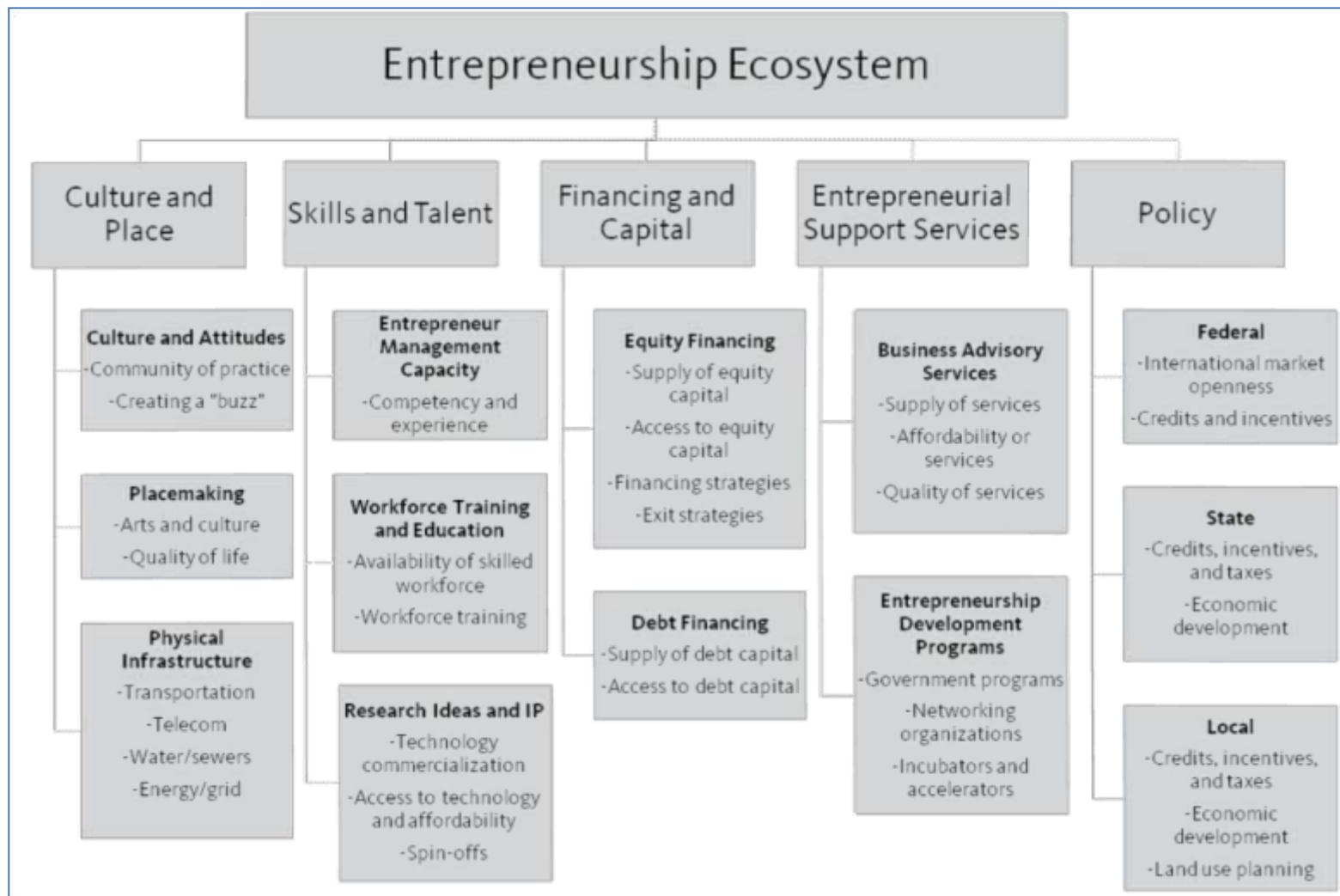
Industries/occupations that pay above-average wages to workers with less than a BA

Coordinate with regional economic stakeholders to develop a shared vision and plan

**Pittsburgh's Central Keystone Innovation Zone** is focusing on disconnected workers

# Economic Inclusion

## Support + Expand Small/Minority Owned Businesses



# Economic Inclusion

## Leverage Anchor Institutions

- While universities and hospitals procure more than a trillion dollars of goods and services every year, little of it is spent locally.
- The University of Pennsylvania has tripled its purchasing from minority and women-owned companies since 1999; in 2011, this accounted for \$96 million dollars spent in West and Southwest Philadelphia.
- The Henry Ford Health System in Detroit has multiple policies in place to advance local business development.

### THE ROLE OF ANCHORS IN COMMUNITY REVITALIZATION: STRATEGIC FRAMEWORK



Source: Institute for a Competitive Inner City (ICIC)

# Economic Inclusion

## Support Job Creation Through Public Investment

- Choose investments that maximize job creation and other community benefits.
- Target investments in communities that have been historically underinvested.
- Hire locally for both construction and permanent jobs.
- Prioritize job creation in criteria for public contracts by ensuring that contractors buy supplies locally.
- Invest in infrastructure that serves basic community needs (water quality, sidewalk construction, etc.)



# Community Equity Initiative

## Reversing the Legacy of Disinvestment in California's Low-income Unincorporated Communities

A collaborative project of:

California Rural Legal Assistance Inc.,  
California Rural Legal Assistance Foundation,  
Leadership Counsel for Justice and Accountability, and  
PolicyLink



## Community Equity Initiative

# Why are We Concerned with Unincorporated Communities in CA?

- These places are disproportionately home to people of color, are frequently low-income, and face unique challenges to democracy and good governance
- Urban and rural, these communities are an important part of a regional equity framework but are largely invisible to the broader public and policymakers
- Infrastructure and services in these communities often have more in common with developing countries than with incorporated cities that may literally be across the street

# Community Equity Initiative

## California's Disadvantaged Unincorporated Communities (DUCs)

- There are just under 1040 populated Census Designated Places in California
- 438 of these places can be characterized as low-income unincorporated communities
- 1.8 million people live in these communities



Tulare County, CA  
Credit: Self Help Enterprises

# Community Equity Initiative

## Conditions in Disadvantaged Unincorporated Communities

1. Inadequate Sidewalks, Storm Drains, Gutters, and Street Lights
2. Insufficient and Substandard Housing
3. Dilapidated and/or Unpaved Roads
4. Unsafe Drinking Water
5. Inadequate Waste-water Systems
6. Insufficient Garbage Collection
7. High Crime Rates and Inadequate Law Enforcement
8. Inconsistent Emergency Services
9. Insufficient Access to Parks, Recreational Opportunities, and Community Centers



Credit: CRLA

# Community Equity Initiative

## Information Barriers

- No organized system to:
  - identify disadvantaged unincorporated communities
  - track deficits within those communities
- Residents lack information to engage in decision-making processes that affect their communities
- Governing bodies lack the information needed to better serve these communities

# Community Equity Initiative

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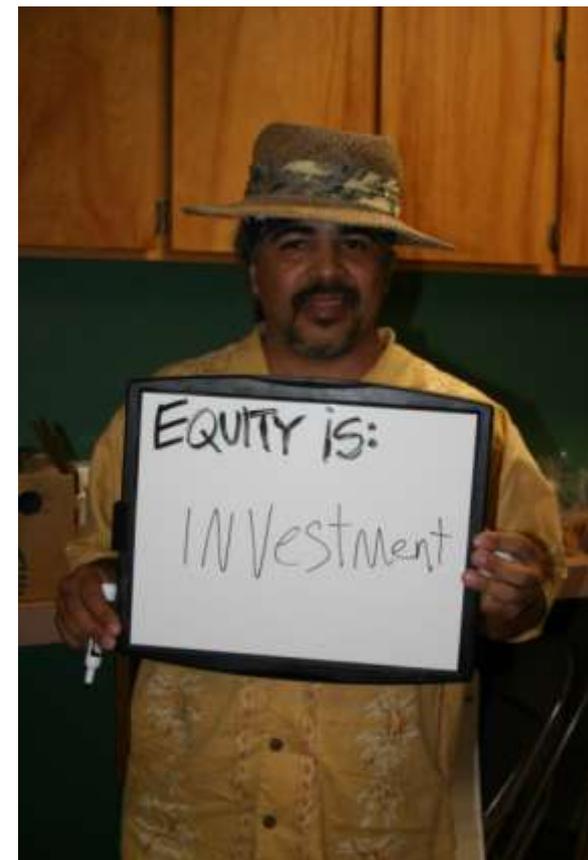


# Community Equity Initiative

## Funding Barriers

### Disadvantaged Unincorporated Communities:

- Are not prioritized by existing funding streams
- Lack sufficient tax/rate-payer base to support basic service provision
- Are too small to raise capital independently
- Are seen as being too costly for cities considering annexation



# Community Equity Initiative

## Governance Barriers

- Responsibility for service provision and infrastructure divided among:
  - County Governments
  - Special Districts
  - Advisory Bodies
  - Regional Agencies
- Each county in California has a different method for managing its unincorporated areas
- Lack of representation in decision-making bodies
- Lack of accountability

## Community Equity Initiative: **Strategies for Change**

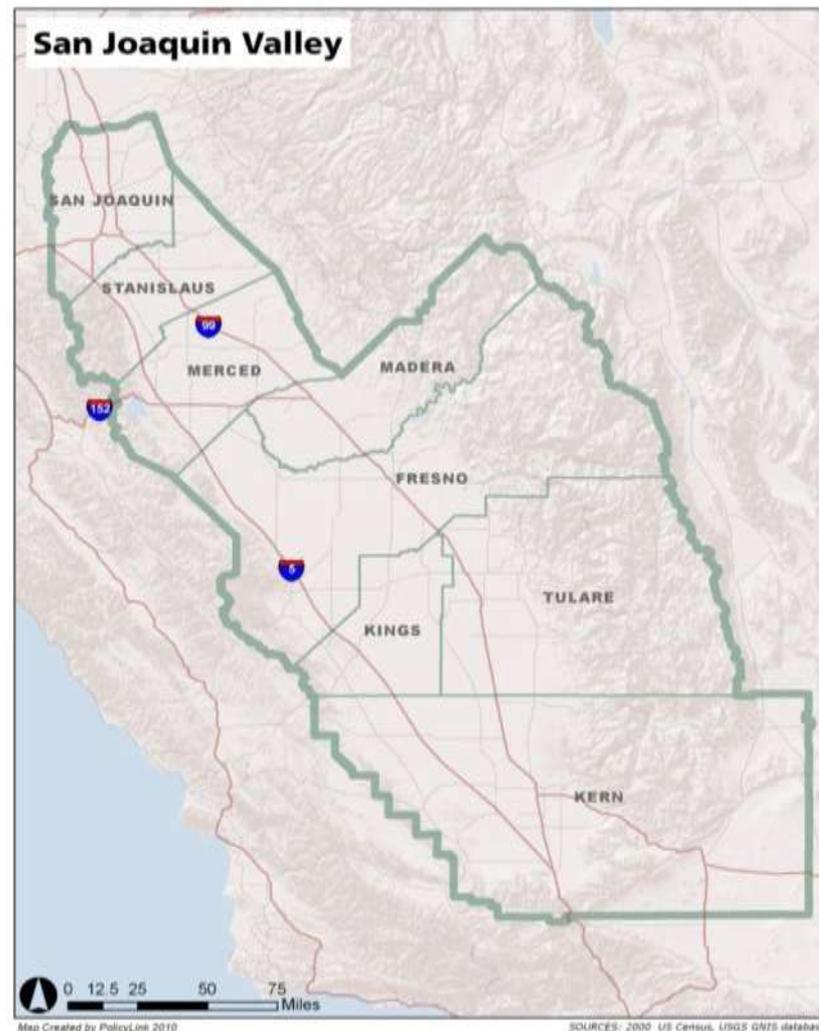
The Community Equity Initiative employs a four pronged strategy focused on:

- Community capacity building, education and organizing;
- State and local policy advocacy;
- Research; and when necessary
- Litigation

# Community Equity Initiative

## Mapping California's Disadvantaged Unincorporated Communities

- Bringing visibility to communities is a critical first step to addressing the challenges they face
- CEI developed a methodology to put DUC's on the map

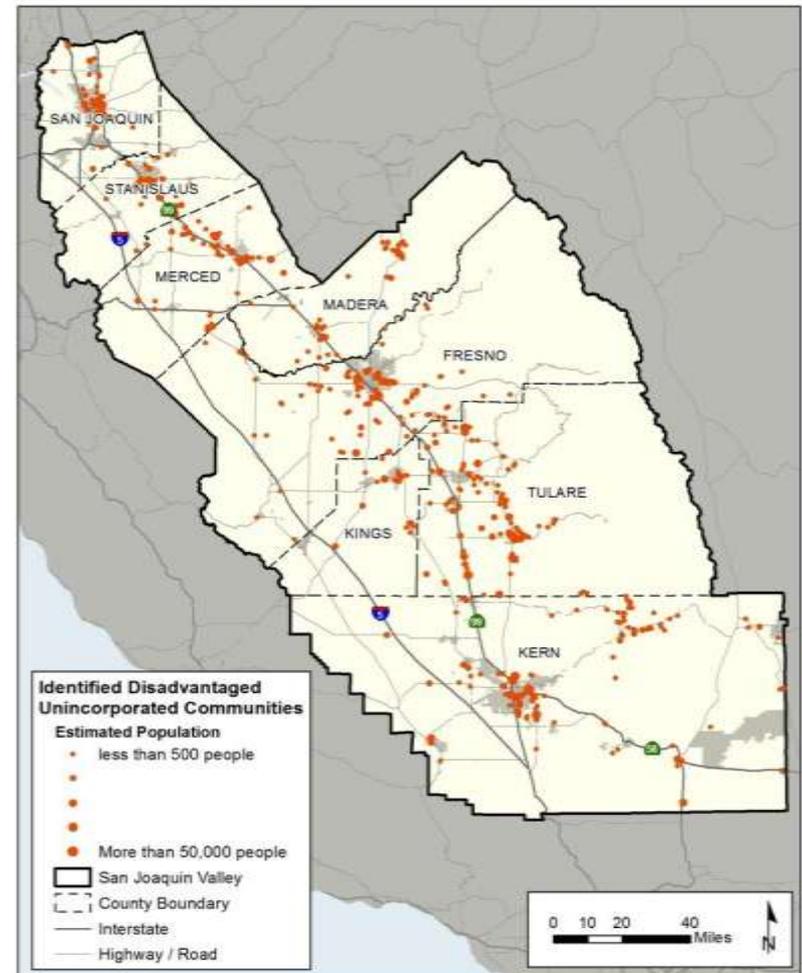


# Community Equity Initiative

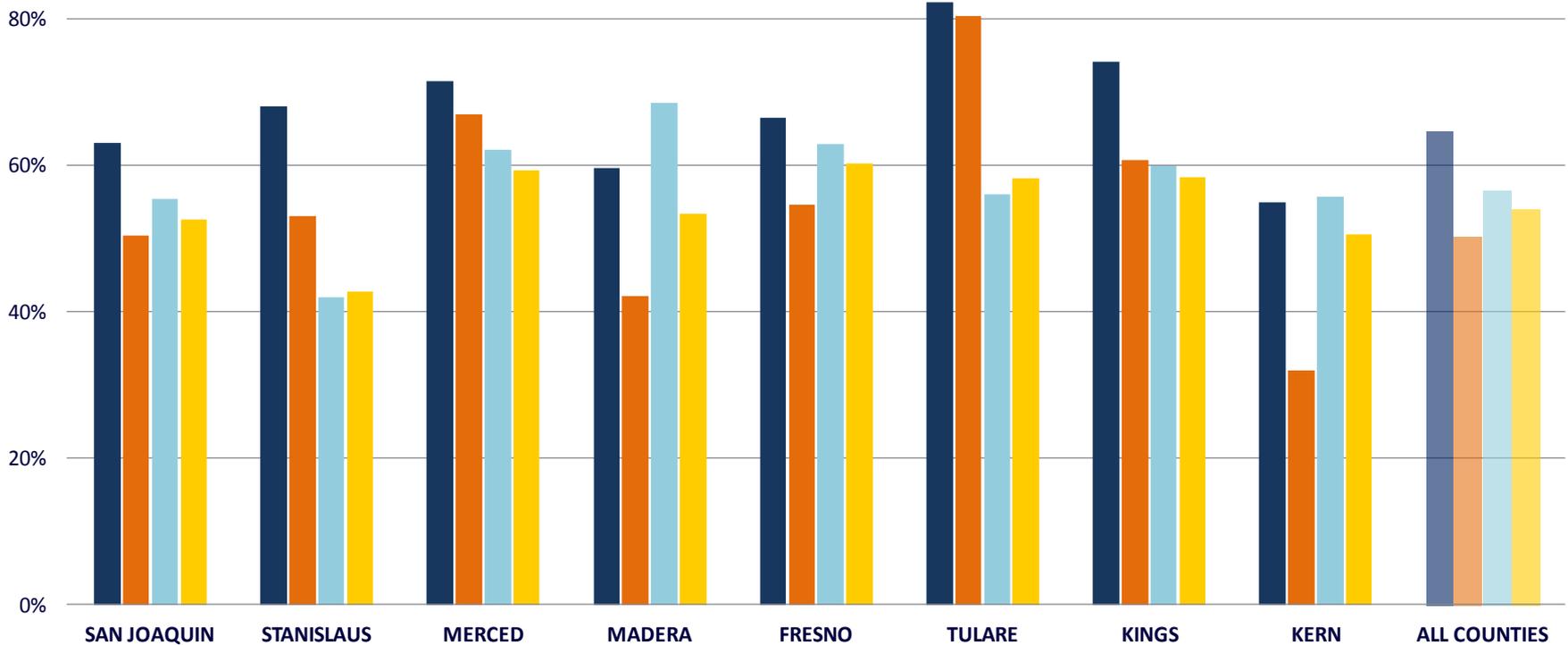
## Mapping Disadvantaged Unincorporated Communities in the San Joaquin Valley

Identified 525 communities, home to over 300,000 people

	Number	Estimated Population (% of DUCs)
Total Disadvantaged Unincorporated Communities	525	310,231
Island communities	44	45,501 (14%)
Fringe communities	230	172,371 (56%)
Legacy communities	251	92,358 (30%)

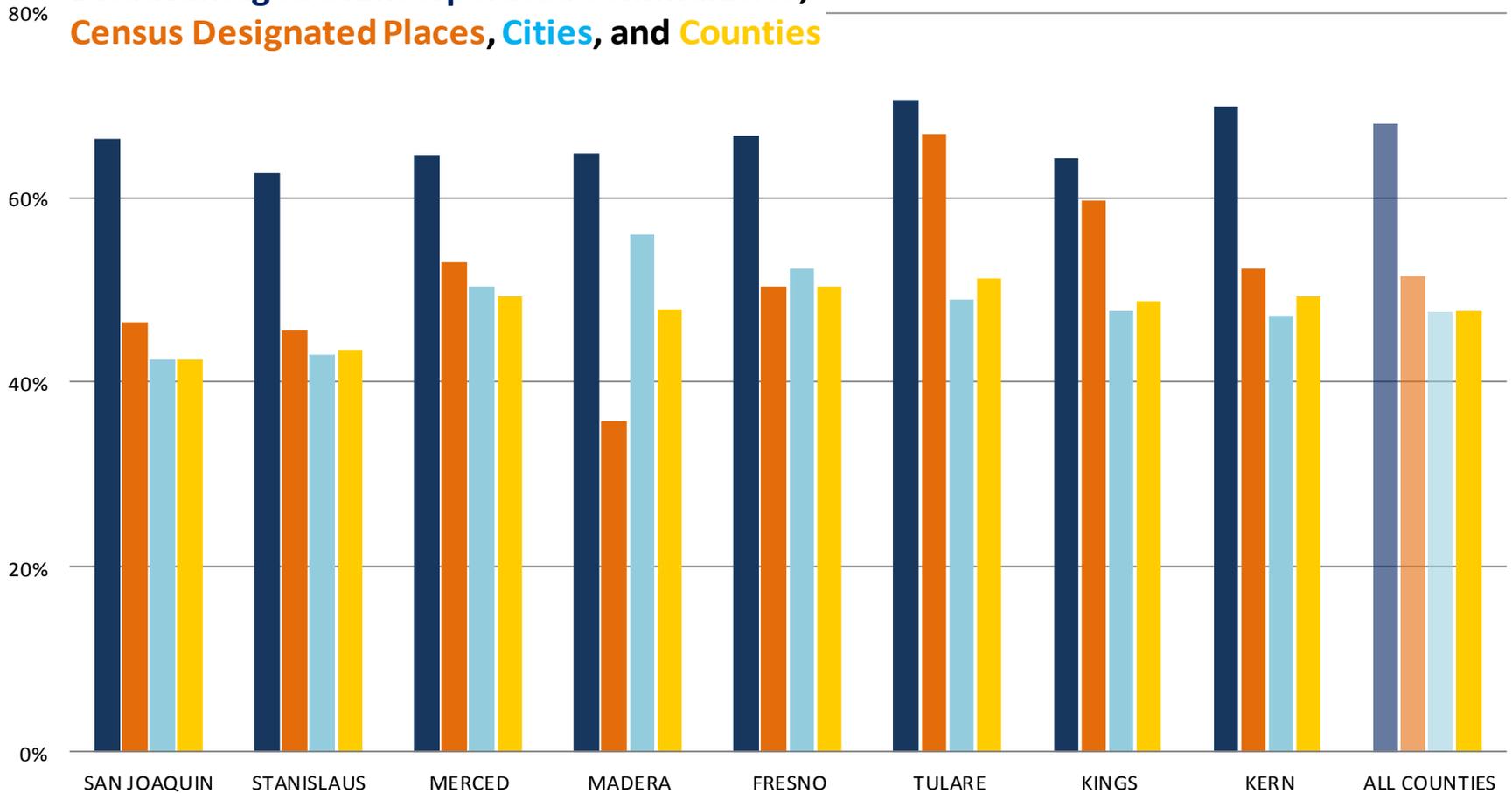


## Percent People of Color in Disadvantaged Unincorporated Communities, Census Designated Places, Cities, and Counties



\*For the purpose of this analysis “People of color” describes the sum of all racial/ethnic groups that are not non-Hispanic Whites.

Percent of Households that are Low-Income in  
**Disadvantaged Unincorporated Communities,**  
**Census Designated Places, Cities, and Counties**



# Community Equity Initiative

## Creating a Policy Framework to Support Disadvantaged Unincorporated Communities

- SB 244
  - Facilitates inclusion of DUC's in local planning processes
  - Creates a process to identify communities, assess infrastructure needs, and develop plans to fulfill these needs
  - Prevents cherry picking in annexation processes
- Priority in State Funding Programs/Targeted Investments
  - Safe Routes to School
  - Sustainable Communities Planning Grants
- Regionalization of Service Delivery
- Strengthening Community Engagement
  - SB 375
  - Unmet Needs
  - Local Water Challenges



# Contact Information

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**Danielle Bergstrom, Program Associate, PolicyLink | [danielle@policylink.org](mailto:danielle@policylink.org)**



# Addressing Equity and Rural Poverty

April 16, 2013

Ismael Diaz Herrera, Director

[isherrera@csufresno.edu](mailto:isherrera@csufresno.edu)

(559) 278-0519

# Overview

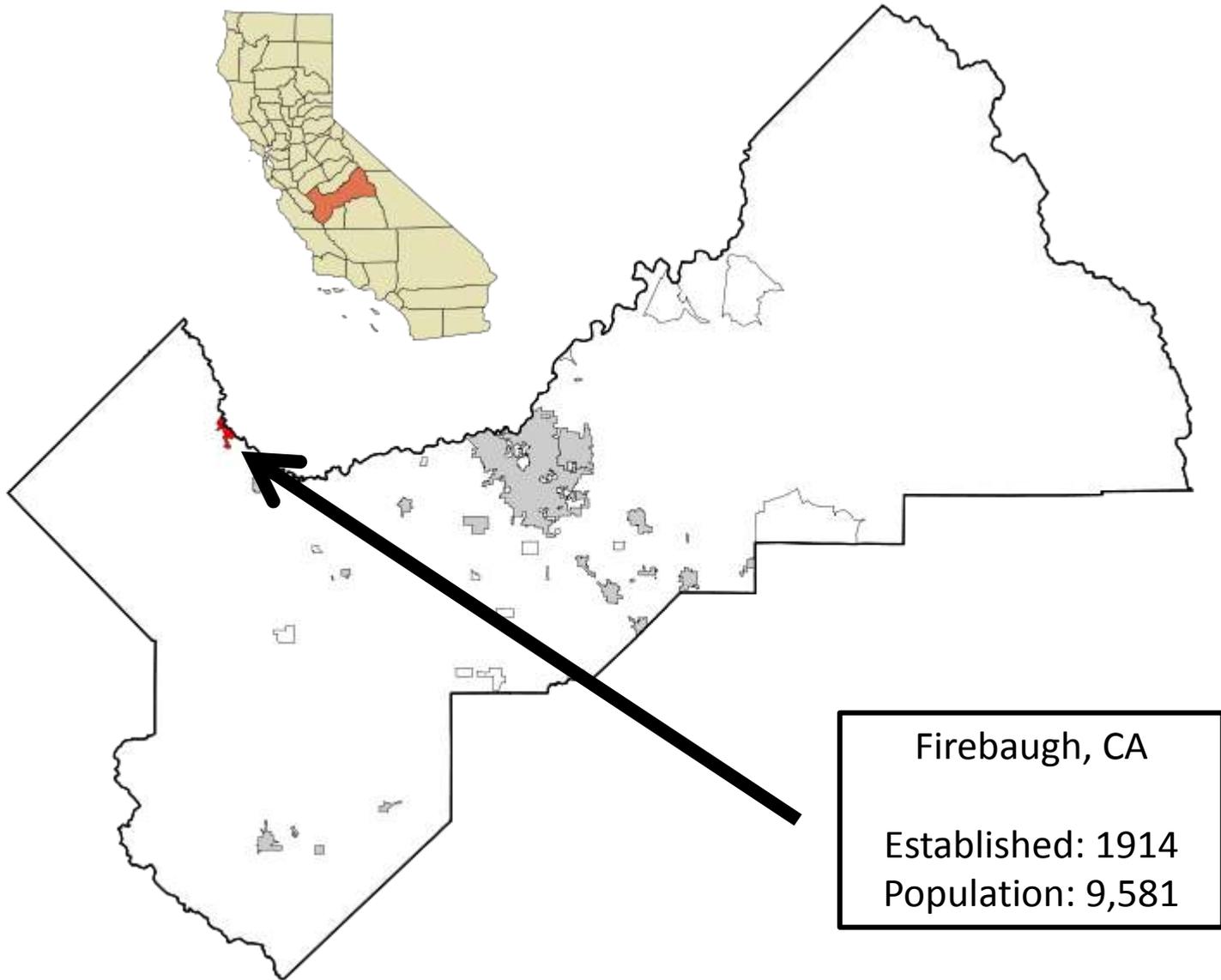
- Established 2010
  - 40+ on-campus and off-campus partners
- Rural = < 50,000
  - 8 Counties
  - 7 Federal-Recognized Tribes
  - 46 Cities
  - 500+ Census Designated Places
  - Non-Profits and CBOs
- TA/Training/Funding
  - Digital Literacy
  - Economic Development
  - Grant Writing
  - Water Infrastructure



WELCOME  
TO  
FIREBAUGH  
FTHS PROGRESS WITH PRIDE

SPEED  
LIMIT  
45

TRUCKS  
MUST USE  
TRUCK ROUTE



# Community Profile

- 88.8% Hispanic/Latino Population
- 40.9% Foreign-Born Population



- 43.1% Workforce Employed in Agriculture
- 5.5% Population w/ Bachelor's Degree or Higher

Source:  
U.S. Census Bureau, American Fact Finder (ACS 5-Year Estimates, 2007-2011)

# Economic Conditions

	Unemployment Rate	Population Below Poverty Level	Median Household Income
Firebaugh	26.4	28.9	\$31,294
Fresno County	15.4	23.4	\$46,903
California	9.6	14.4	\$61,632
United States	7.7	14.3	\$52,762

Sources:

U.S. Census Bureau, American Fact Finder (ACS 5-Year Estimates, 2007-2011)

U.S. Bureau of Labor Statistics (February 2013)

State of California, Employment Development Department (February 2013)



# Collaborative Partnership

## 2012-2013 Training Session Topics

- Computer Literacy
- Social Media
- E-Commerce
- Digital Photography
- Website Development
- QuickBooks



# Small Business Growth



Carnitas Ortega  
1320 N Street  
Firebaugh, CA 93622

- Marketing
- Social Media
- QuickBooks
- Website Development



Luquin Boutique  
1031 O Street  
Firebaugh, CA 93622

- Marketing
- Social Media
- QuickBooks
- Website Development



5 G's Auto Sales  
1091 N Street  
Firebaugh, CA 93622

- E-Commerce
- Marketing
- QuickBooks
- Website Development

# What's Next?

- Additional Training:  
California Homemade  
Food Act (AB 1616)
- Local Food Production:  
Firebaugh Community  
Garden
- Connect to Local Outlets:  
Firebaugh Famers'  
Market (April-October)



**QUESTIONS?**



*Central California*  
REGIONAL OBESITY  
PREVENTION PROGRAM

Healthy Environments • Healthy Choices • Healthy People

# Creating Healthy Food Access in the Central Valley

Presented By: Reyna Villalobos, MPH

Community Building Specialist

Central California Regional Obesity Prevention Program

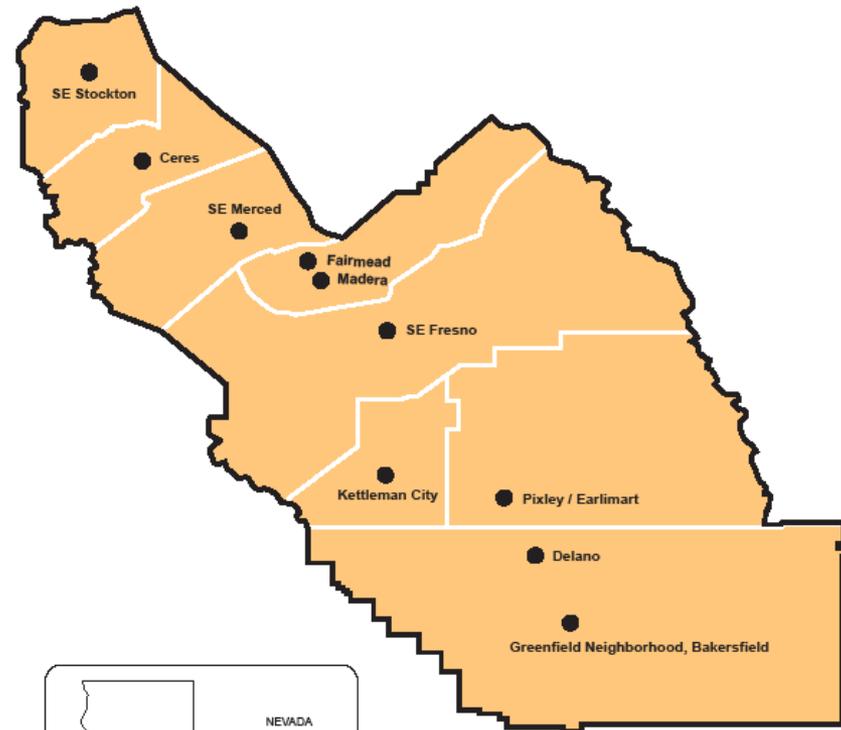
Webinar: Addressing Equity and Rural Poverty

April 16, 2013



# About CCROPP

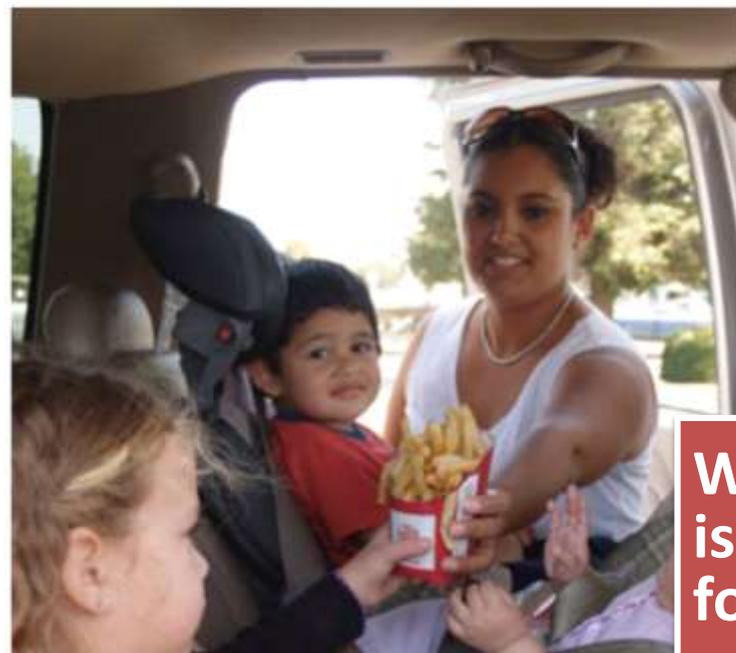
- The **Central California Regional Obesity Prevention Program (CCROPP)** is a program of the *Public Health Institute* that works across eight counties to improve access to healthy, affordable food and physical activity resources through policy and environmental change.



# Growing the Nation's Produce



# Challenges to Healthy Food Access



**Widespread social injustice issues exist among healthy food access.**

# Community Leadership

- Powerful People: Building Leadership for Healthy Communities
- Smart Valley Places – Community Leadership Institutes
- Irvine – Advancing Civic Engagement to Promote Equitable Communities

# Lead Agencies

Fresno Metro  
Ministries

SJV LEAP

Center for Race  
Poverty and the  
Environment

Madera

United Way of  
Merced

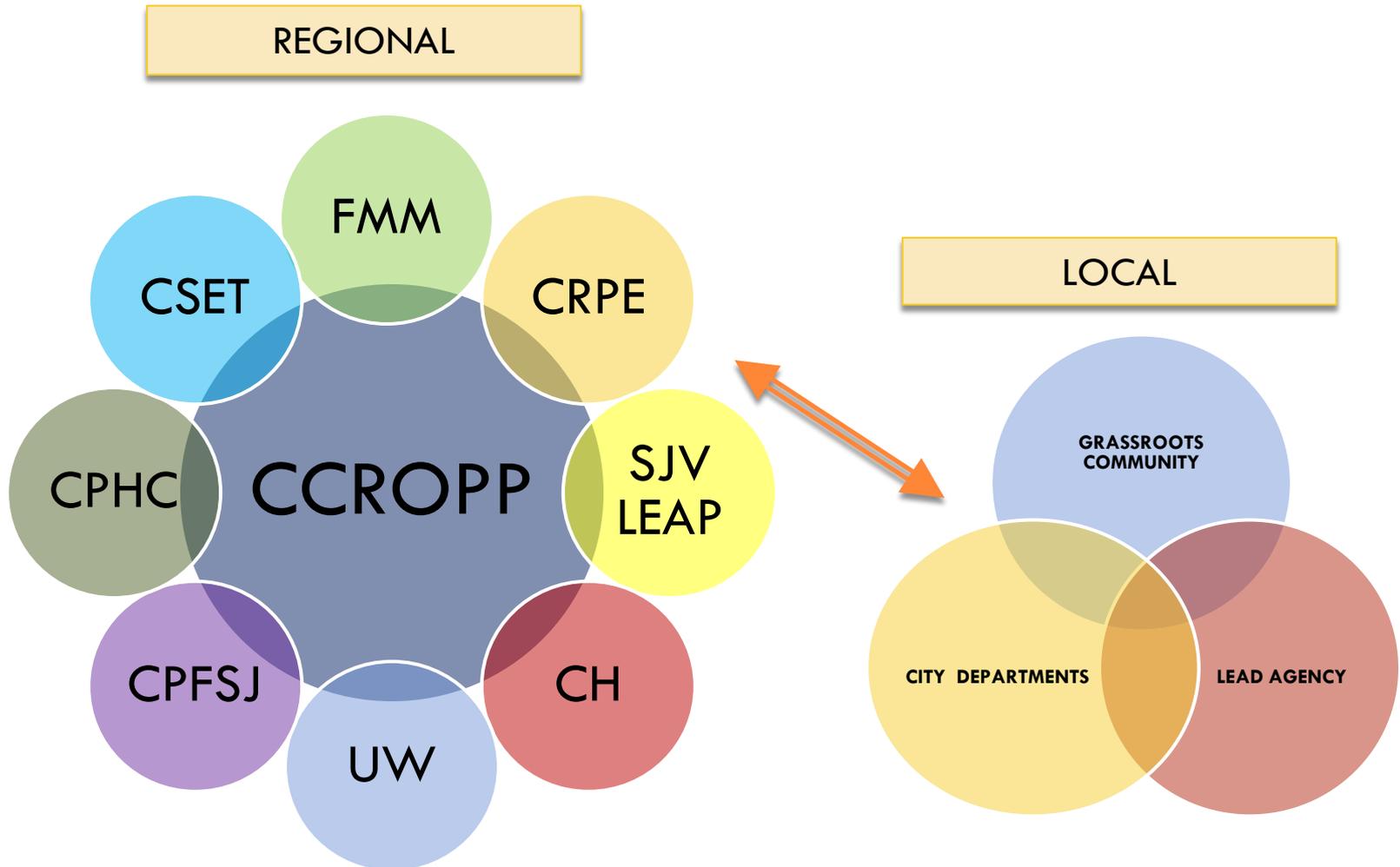
Community  
Partnership for  
Families of San  
Joaquin

Ceres Partnership  
for Healthy  
Children

Community Service  
Employment and  
Training

California Rural  
Legal Assistance

# OUR PARTNERSHIP MODEL



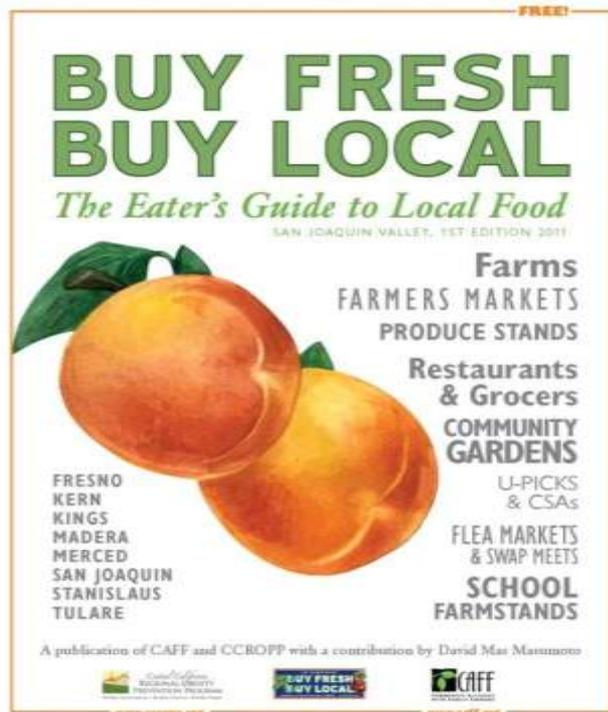
# Community Leadership Institutes

- Sustainable Communities and Local Government
- Housing and Community Development
- Water and Waste Water Management
- Land-use and Planning
- Local and Regional Transportation
- Environmental Equity

# Healthy Food Access Innovations



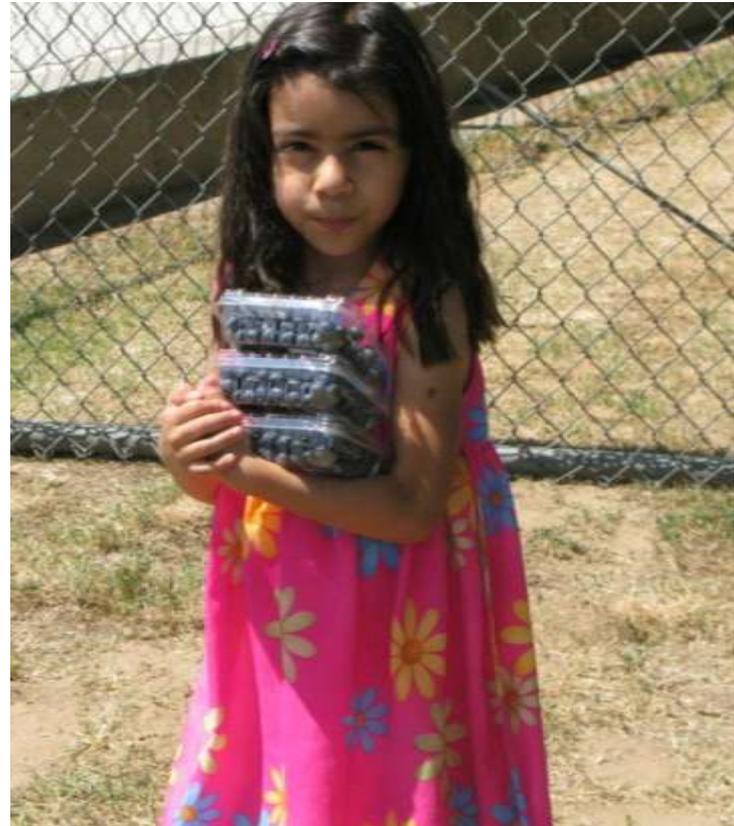
# Connection to Economic Development



- Buying fresh and local helps \$ circulate in our local area
- Farmer's receive a fair retail value

# Impact in Communities

- Promotes good health
- Helps the local economy
- Helps to build community



# Contact Information

**Reyna Villalobos, MPH**

Community Building Specialist

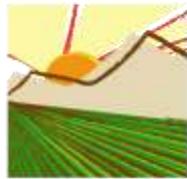
2110 Tulare Street

Fresno, CA 93721

**Telephone:** 559-498-0850

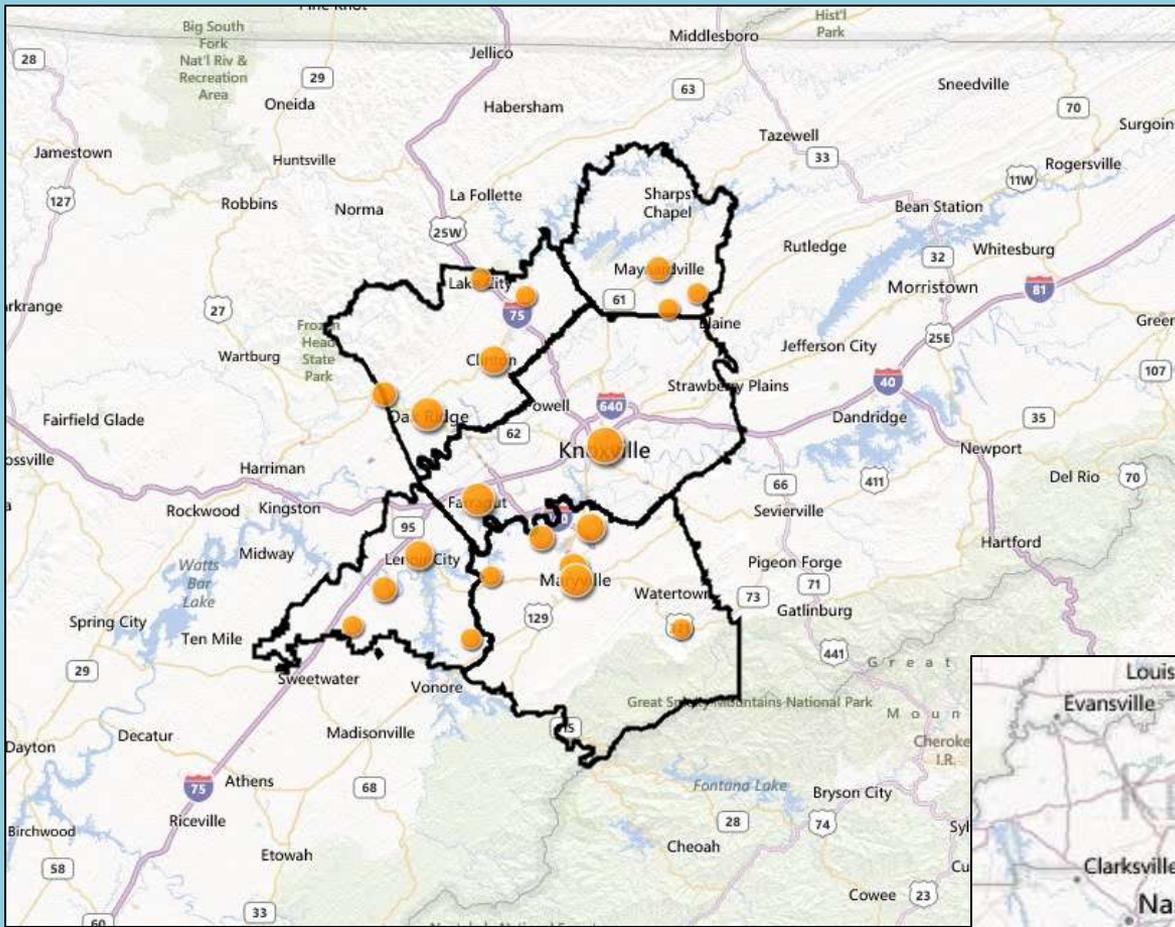
**Email:** [reyna@ccropp.org](mailto:reyna@ccropp.org)

**Website:** [www.ccropp.org](http://www.ccropp.org)



*Central California*  
REGIONAL OBESITY  
PREVENTION PROGRAM

Healthy Environments • Healthy Choices • Healthy People



**planET** A Regional Partnership of  
**East Tennessee Communities**  
 ANDERSON • BLOUNT • KNOX • LOUDON • UNION

# Questions?

Please type any questions you have for the presenters in the question box

## Contact Information

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