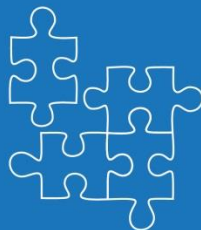




RACE & SOCIAL JUSTICE
INITIATIVE

**ADVANCE OPPORTUNITY.
ACHIEVE EQUITY.**



Graphic Courtesy of Poverty in Prospective - www.demos.co.uk/poverty/toolkit

Intentions vs Outcomes



Portland Racial Equity Goals

- **End racial disparities within City government**
- **Strengthen outreach, public engagement and access to City services for communities of color, immigrants and refugees**
- **Collaborate with community and institutions to eliminate racial inequity in key equity areas**

Changing Narratives - Changing Reality

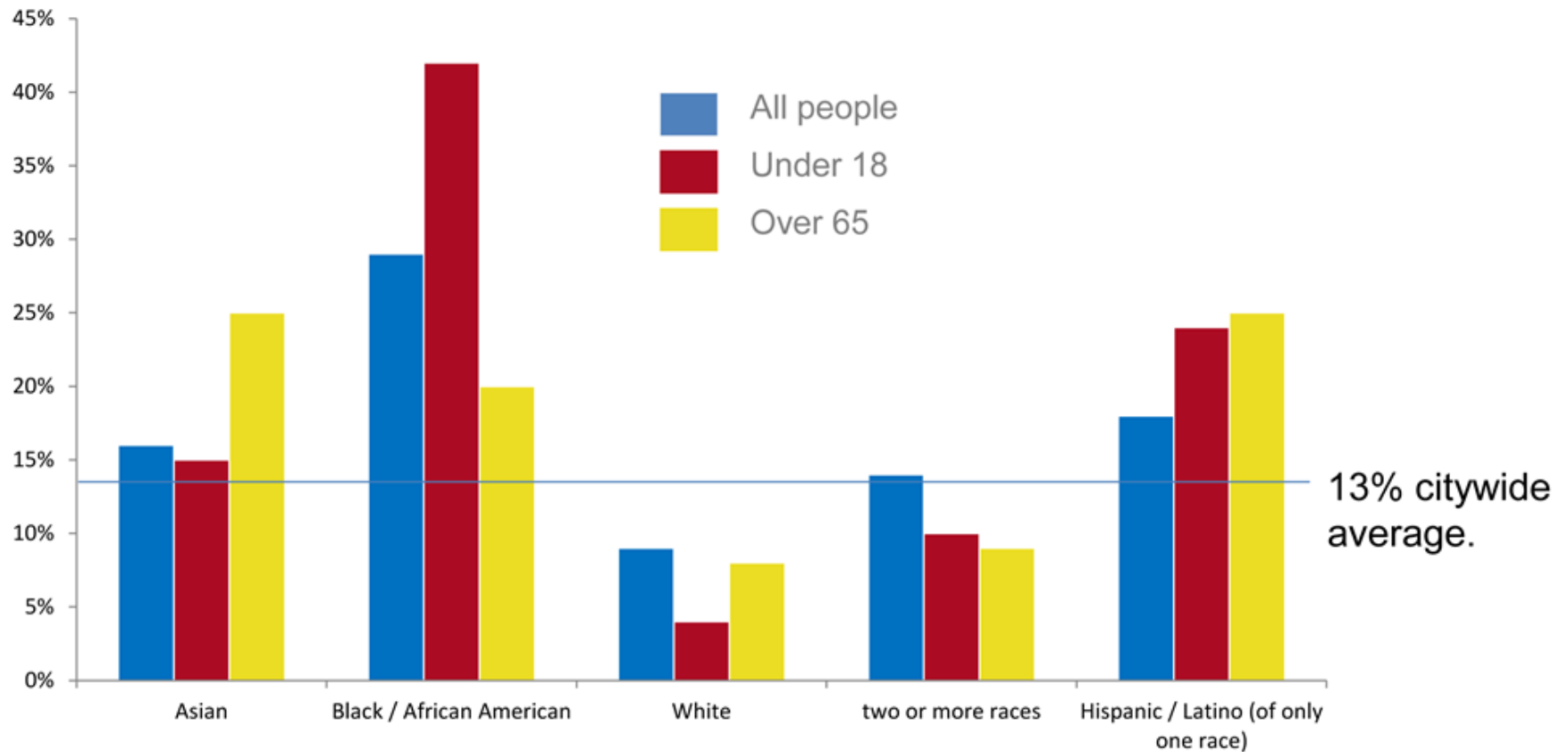
Equity - our Values in Action



Racial Disparities

Poverty Rates by Major Racial Category and Hispanic/Latino Ethnicity

Poverty rates vary greatly for different races and ethnicities, especially among children and seniors.



Source: US Census. 2010 decennial Census.

Narrative about Disparities Matters

Dominant Frame

- Personal/cultural failure
- The poor deserve to be poor
- Highly racialized because of disproportionate representation of people of color

(Adapted from work by John A. Powell)

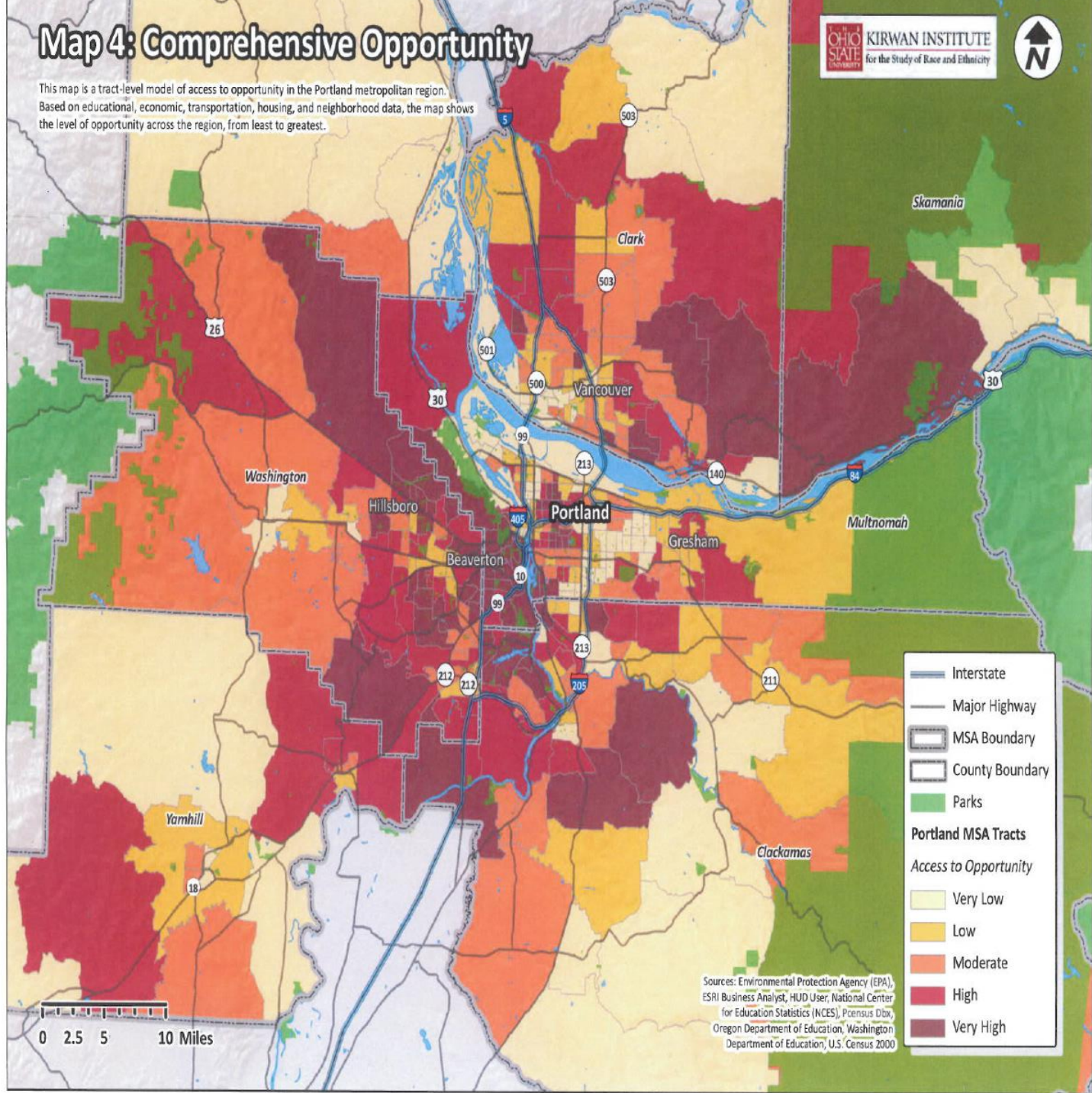
Equity Frame

- Structural failure
- Caused by inequitable access to opportunity for wealth building and success
- Explains the cycles of intergenerational poverty and the relevance of race, ethnicity and class

Map 4: Comprehensive Opportunity



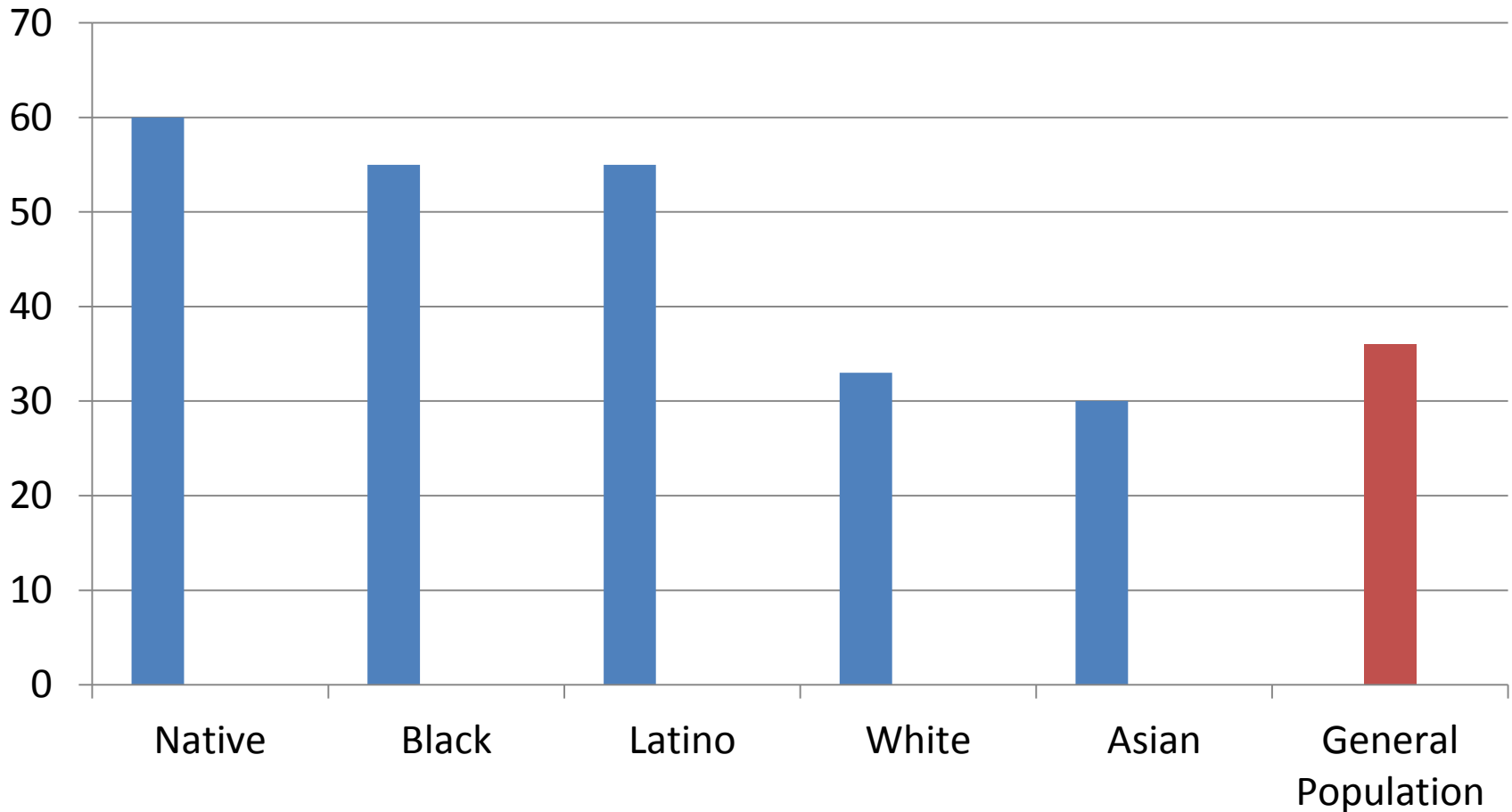
This map is a tract-level model of access to opportunity in the Portland metropolitan region. Based on educational, economic, transportation, housing, and neighborhood data, the map shows the level of opportunity across the region, from least to greatest.



- Interstate
- Major Highway
- MSA Boundary
- County Boundary
- Parks
- Portland MSA Tracts**
- Access to Opportunity**
- Very Low
- Low
- Moderate
- High
- Very High

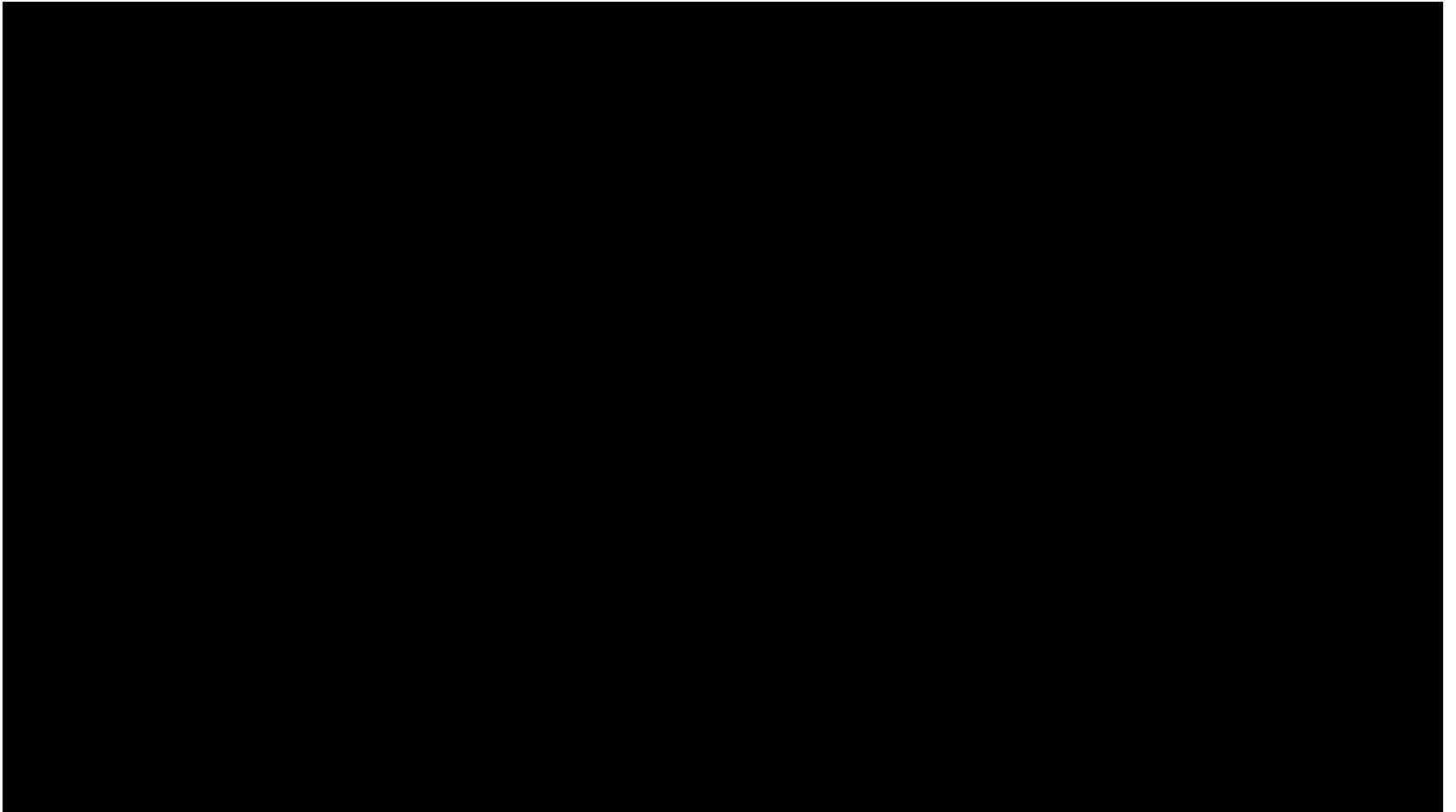
Sources: Environmental Protection Agency (EPA), ESRI Business Analyst, HUD User, National Center for Education Statistics (NCES), Pcenensus Dbx, Oregon Department of Education, Washington Department of Education, U.S. Census 2000

Living in Limited Opportunity



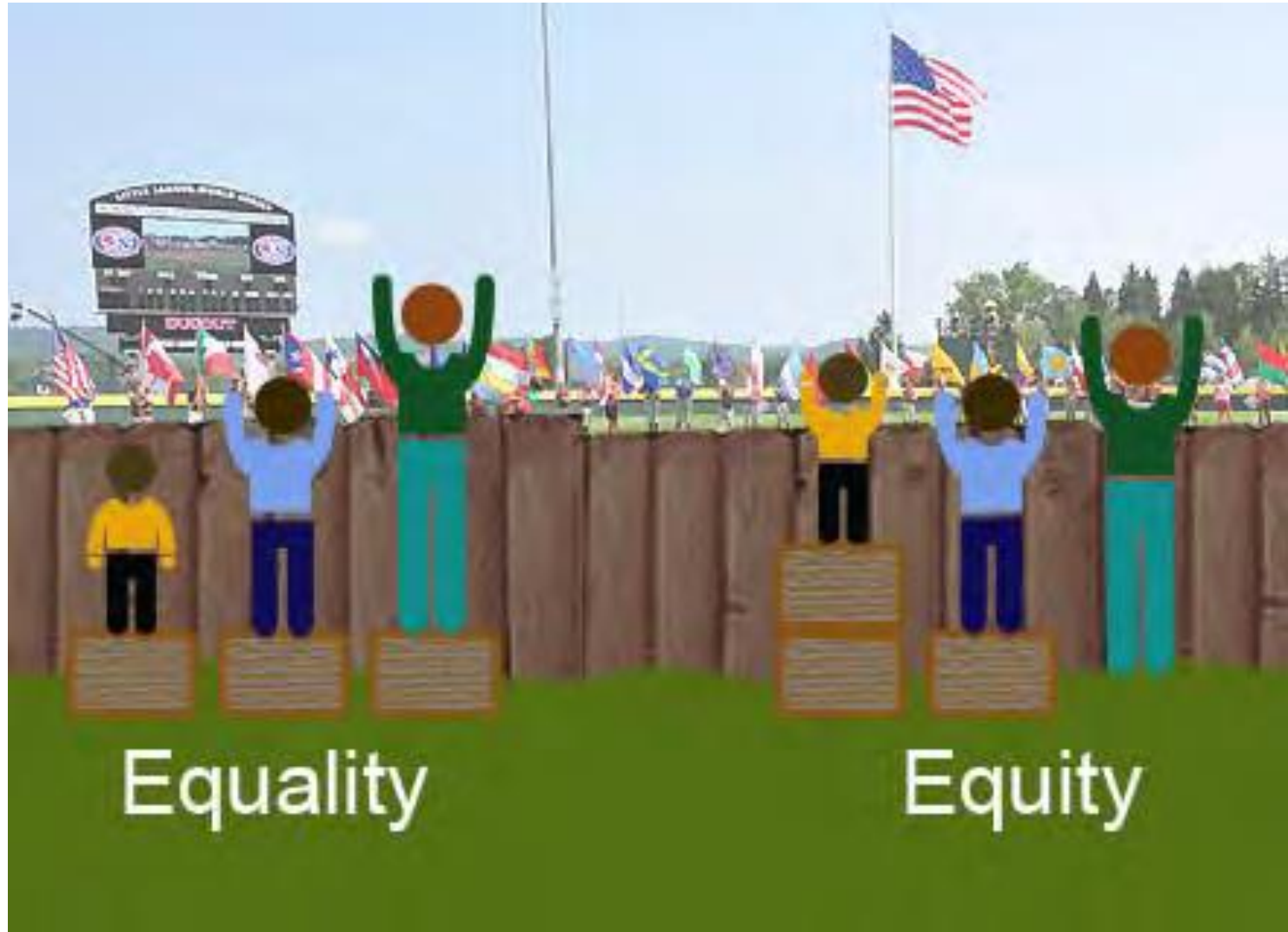
From The Geography of Opportunity: Mapping to Advance Racial and Social Equity in Portland, OR – Kirwan Institute - 2011

We all Live in Opportunity Structures



What is Equity?

What is Equity?



Racial Equity Approach

- What goal for all residents and who is currently left out of the picture?
- What are the barriers to access for those “left out” groups?
- What targeted strategies would achieve equitable outcomes for them?



Identify and Remove Institutional Barriers



Build Opportunity Structures

- Inclusive engagement
- Affordable housing
- Education/early – higher
- Living wage jobs
- Healthy environment
- Mobility/transportation options that work



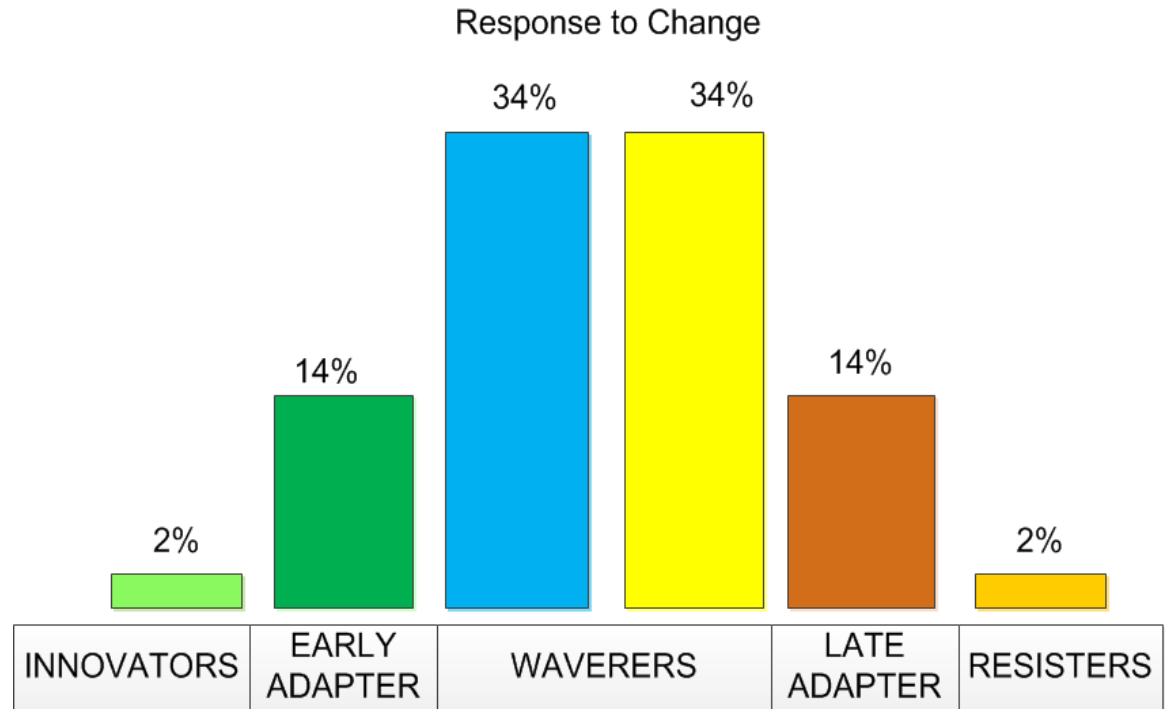
Equity Results Require Institutional Change

The most **DANGEROUS** phrase in the language is



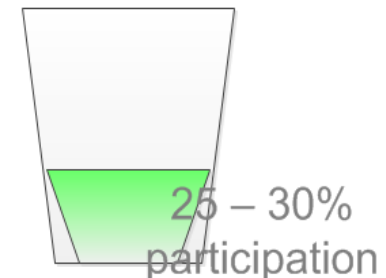
The “Tipping Point” of Change

Systems and the people in them, change according to established patterns.



(Adapted from Crossroads skills and Tools for Organizing.)

System tip over point – the time when the system begins to react to change



Elements of a Successful Change Initiative

- A compelling vision; communicated to organization
- Change advocates connecting with others
- Infrastructure and training for working differently
- Leadership demonstrating commitment
- Rewards and recognition for implementation of changes and results

Reflections on Portland's Equity Initiative and Change

Small Group Dialogue

Best Practices for Equity Teams

Small Group Dialogue

First Follower Leadership Lesson

Advocate Skills

**Self-assessment and Skill
Building Plan**

Talking about Racial Equity

Crafting your Equity
“Elevator Speech”

Thank You!

