



# National Equity Atlas

Data to Advance Equitable Growth

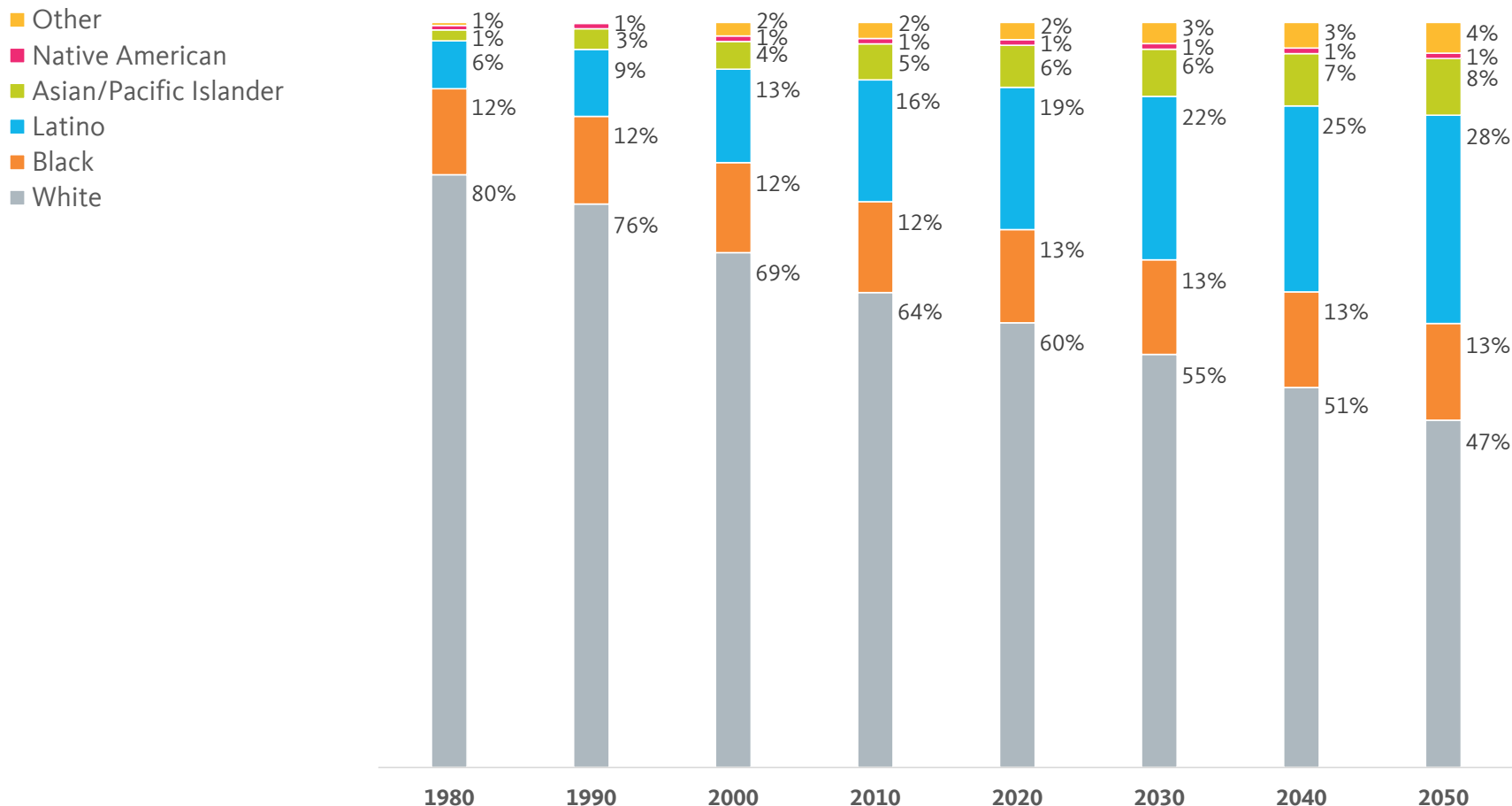
September 21, 2016



# The Face of America is Changing

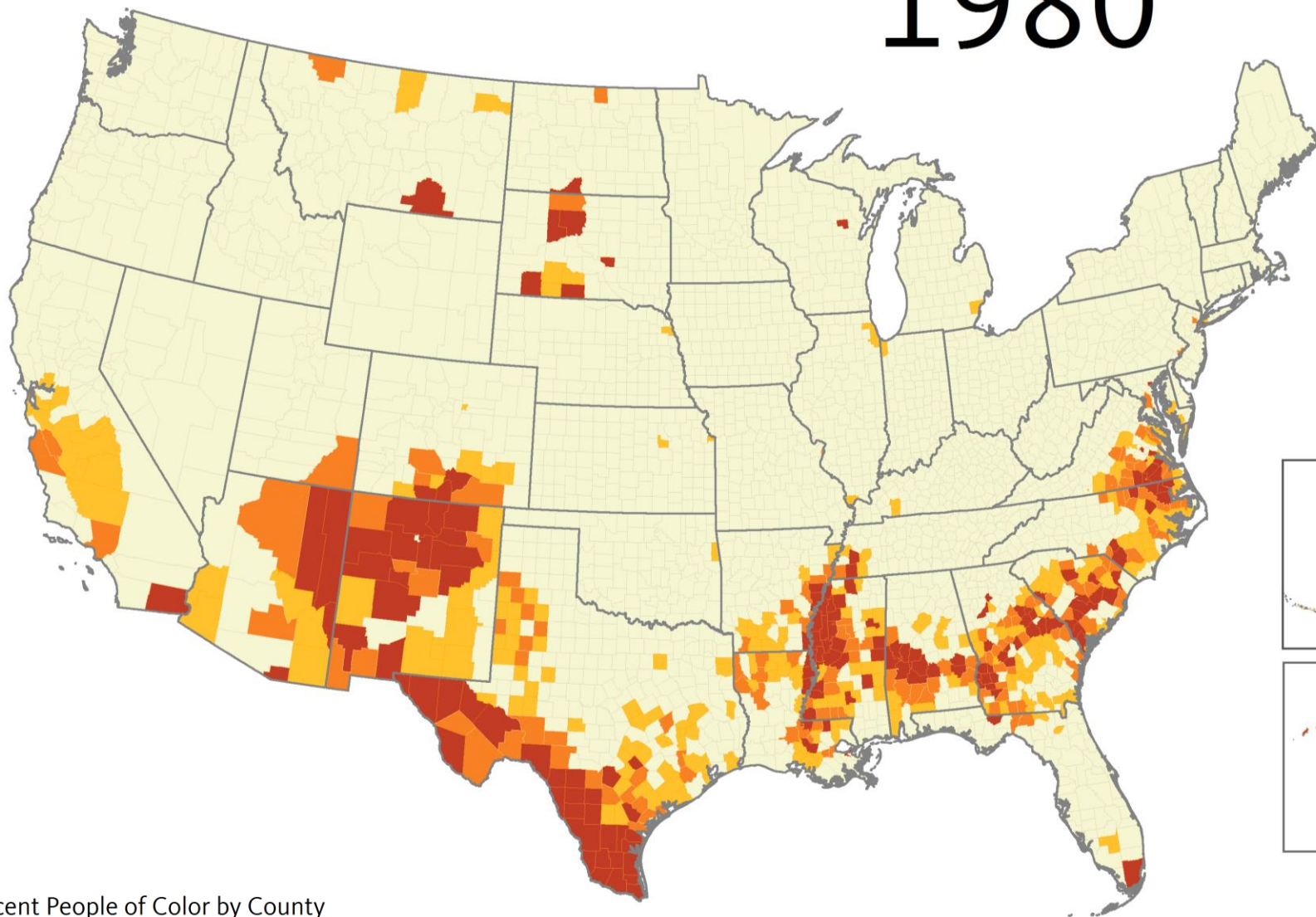


# Demographic transformation: 1980-2050



Source: 1980-2010 decennial censuses; U.S. Census Bureau, 2012 National Population Projections.

# 1980

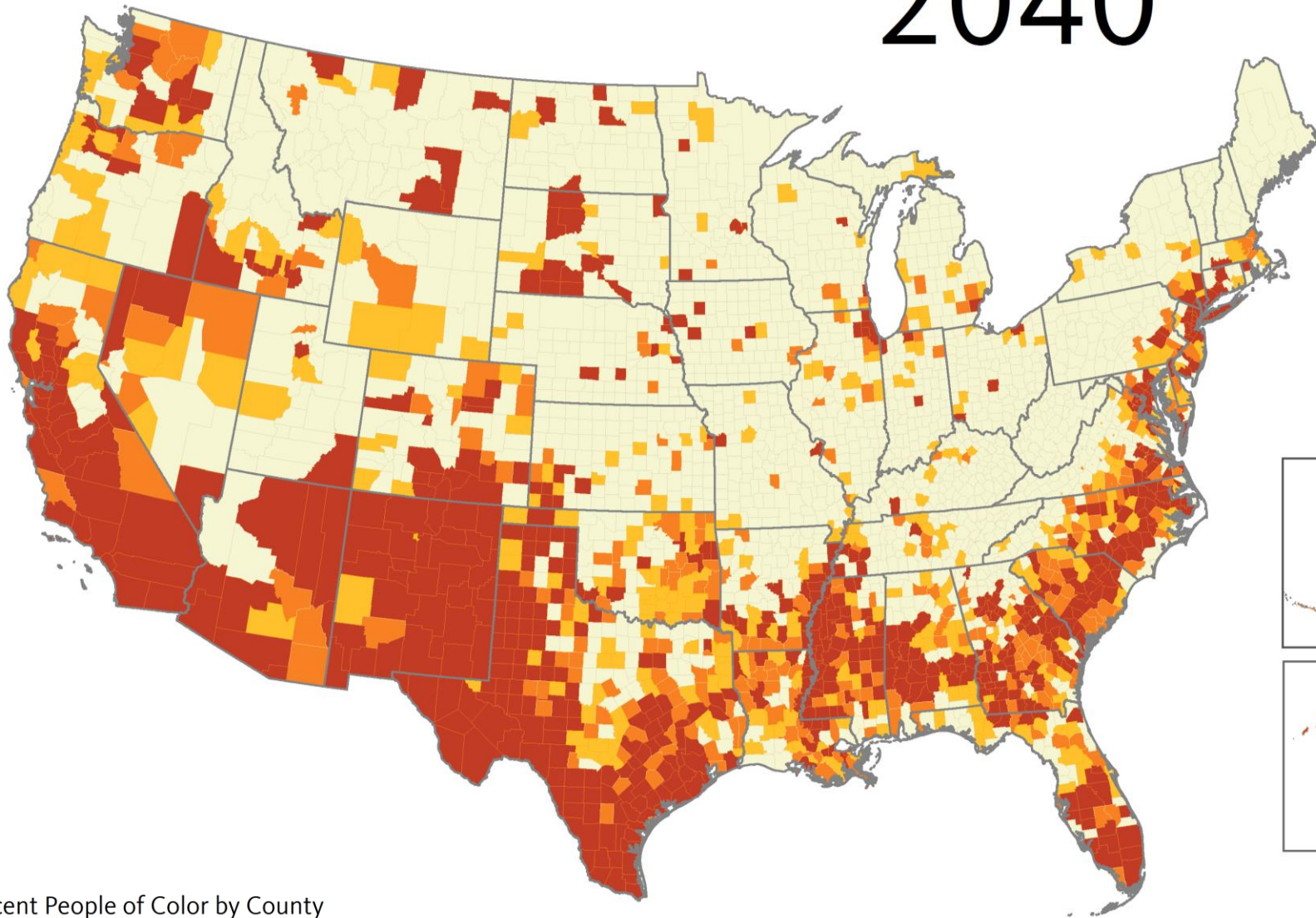


Percent People of Color by County

0 30 40 50%



# 2040

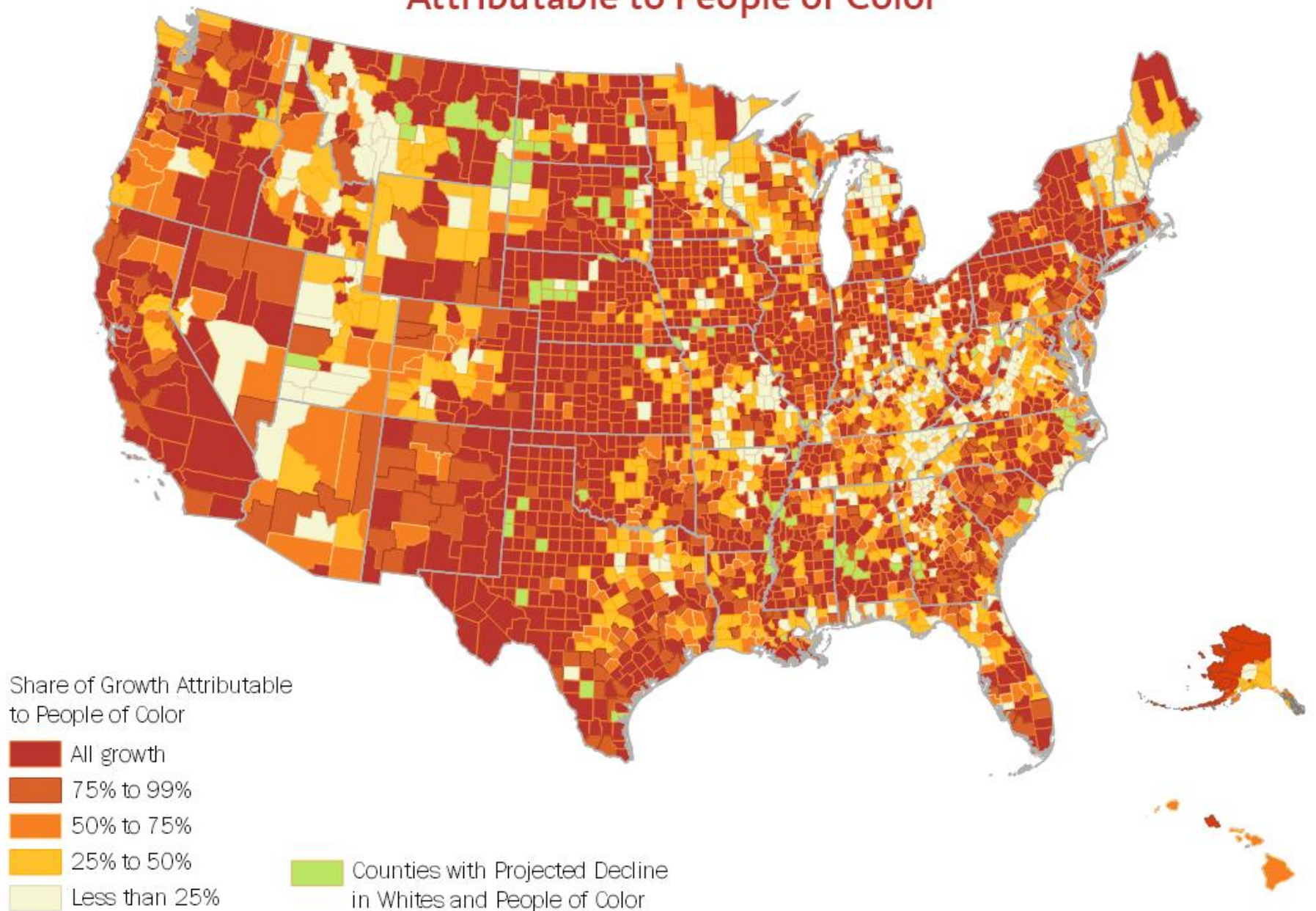


Percent People of Color by County

0 30 40 50%



# Projected Population Growth from 2010 to 2040 Attributable to People of Color



Map created by PolicyLink and the Program for Environmental and Regional Equity (PERE) using data from the 2010 Decennial Census, Woods & Poole Economics projections data (adjusted using 2010 census data), Census TIGER/Line, NHGIS, and ESRI.

# Inequity Hinders Economic Prosperity



Image source: [KCRW](#).

# New research: Inequity threatens economic growth

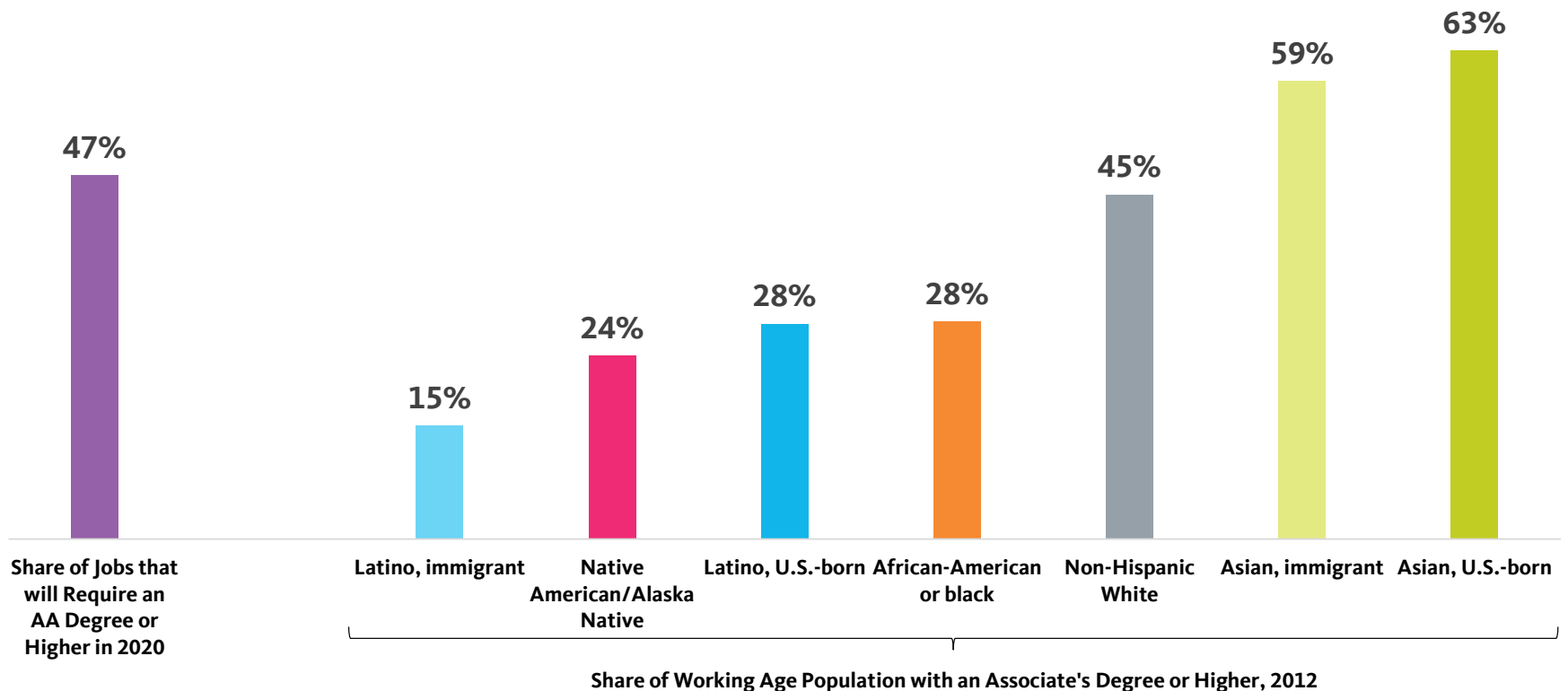


**“As an economist, I worry that these inequities pose a serious threat to future economic growth... As people of color become a majority of the population, the failure to end their economic exclusion means a failure of the American economy.”**

**theguardian**

**“IMF study finds inequality is damaging to economic growth”**

# America faces a potential skills gap unless education levels increase



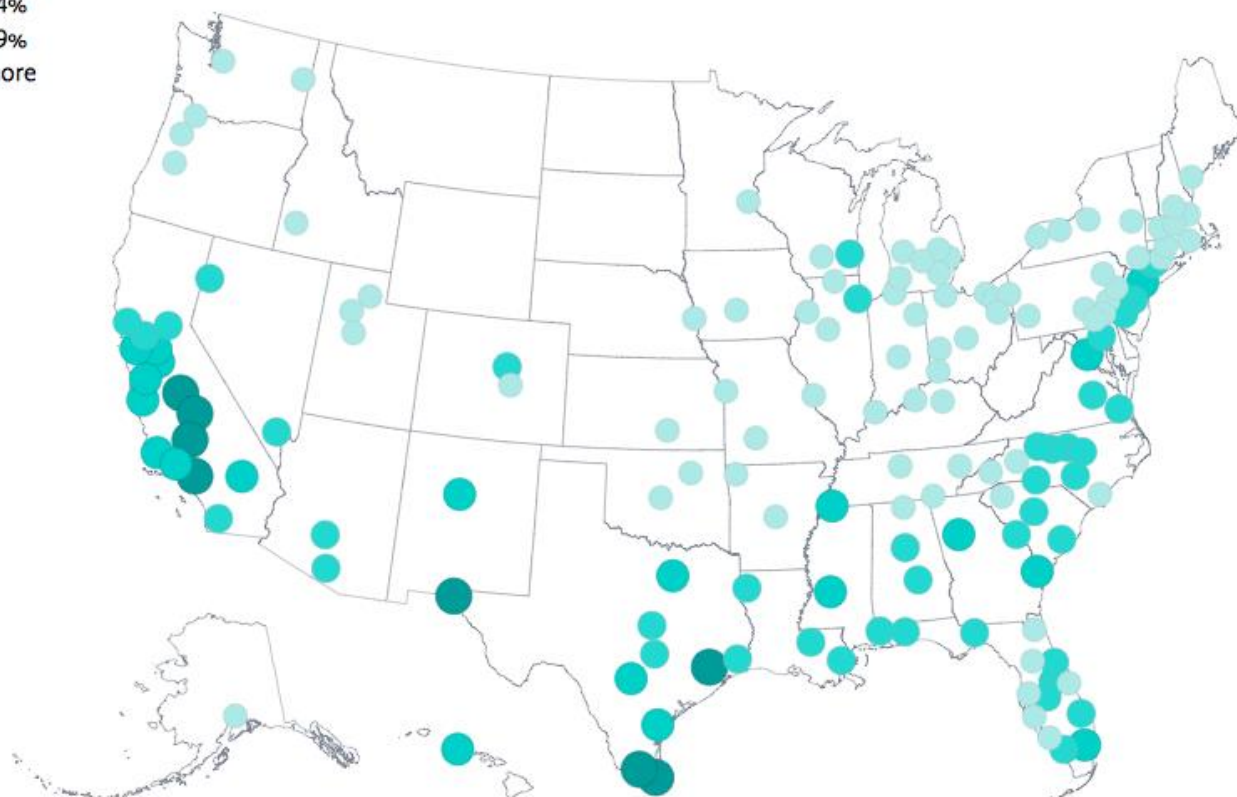
# Equity Is the Superior Growth Model



# Equity will make our economy stronger

Increase in GDP from closing racial gaps in income

- Less than 13%
- 13% to 24%
- 25% to 49%
- 50% or more

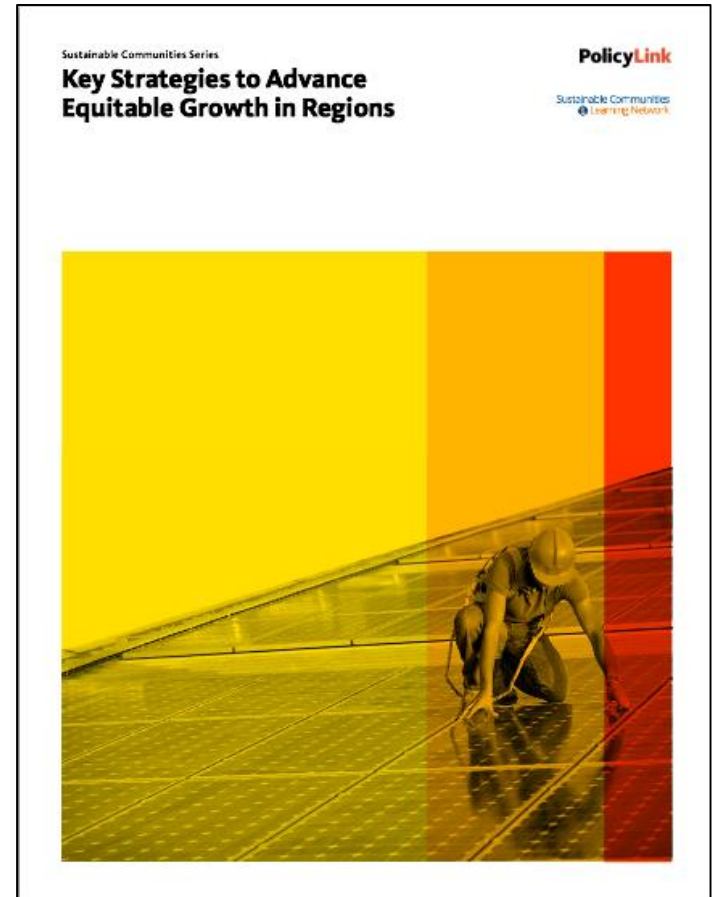


# Getting to Inclusive Growth: Strategies



# Inclusive growth strategies

- 1) **Grow industries and businesses that create good, accessible jobs**
- 2) **Raise the floor on low-wage work**
- 3) **Connect workers to jobs & careers**
- 4) **Strengthen the preK to career pipeline**
- 5) **Dismantle barriers to employment**
- 6) **Reconnect neighborhoods to the regional/global economy**



# Tailoring the Frame: Going Regional



Image source: [ACLD](#)

**PolicyLink**



**Lifting Up What Works®**

# Equity profiles: Informing dialogue & action

- 1) Minnesota
- 2) Rhode Island
- 3) Bay Area
- 4) Houston
- 5) Piedmont Triad, NC
- 6) Research Triangle, NC
- 7) Cape Fear, NC
- 8) Southeast Florida
- 9) Omaha
- 10) Kansas City
- 11) Fairfax County
- 12) Detroit



# What is an equitable region?

Regions are equitable when all residents – regardless of their race/ethnicity and nativity, gender, or neighborhood of residence – are fully able to participate in the region's economic vitality, contribute to the region's readiness for the future, and connect to the region's assets and resources.

# Indicators framework

## Demographics

- Who lives in the region and how is this changing?

## Economic Vitality

- Can all residents participate in and contribute to economic vitality?

## Readiness

- Is the workforce prepared for the 21st century economy?

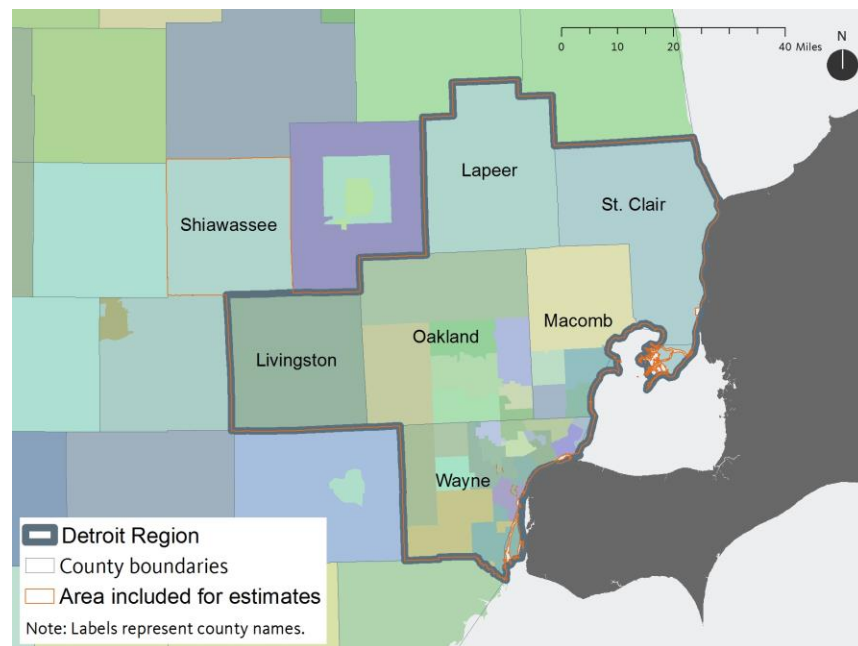
## Connectedness

- Are residents connected to each other and the region's assets and opportunities?

# Regional Equity Indicators Database

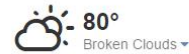
## Key Sources:

- IPUMS
- U.S. Census Bureau
- GeoLytics, Inc.
- Woods & Poole Economics, Inc.
- U.S. Bureau of Economic Analysis
- U.S. Bureau of Labor Statistics
- Centers for Disease Control and Prevention
- National Center for Education Statistics
- U.S. Environmental Protection Agency



# Catalyzing policy action:

## One Fairfax



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## Fairfax County resolution makes “racial and social equity” a priority

By Angela Woolsey/ Fairfax County Times Jul 28, 2016 0

### Racial/Ethnic Composition, 1980 to 2040

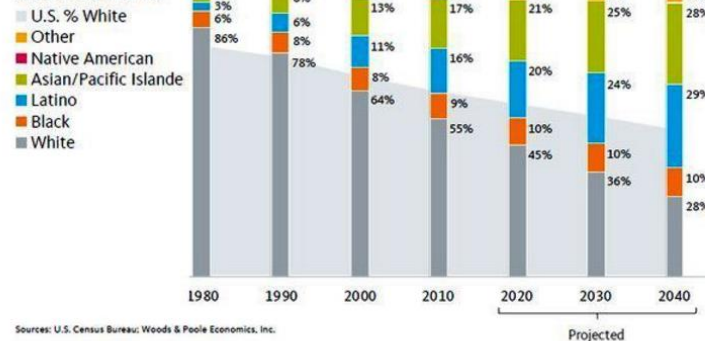


PHOTO COURTESY BUZZFEED

Since 1980, the percentage people of color has more than tripled in Fairfax County.

### Latest News

- FCPS Superintendent Dr. Karen Garza to resign
- Fort Belvoir hospital performs realistic active shooter drill
- FCPD aims toward transparency, community trust
- VDOT starts public outreach on I-95 Fairfax County Parkway ramp proposal

# Informing equitable economic development strategy:

## Portland Economic Inclusion



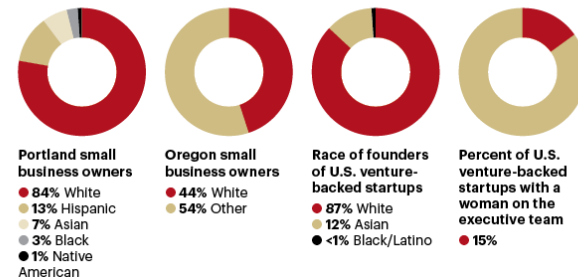
“

By seeding the Inclusive Startup Fund, we are dramatically improving the climate for business startups in communities of color. We are at the front of the line when it comes to encouraging our minority business entrepreneurs. I'm not aware of this strategy being tried anywhere else in the nation. . .

LORETTA SMITH, MULT. CO. COMMISSIONER

### IMPROVING THE COLOR BALANCE

The Portland Development Commission's new Inclusive Startup Fund is designed to spur growth among startups created by women or minorities. Here's how the landscape looks today.



Visit the National Equity Atlas at  
[www.nationalequityatlas.org](http://www.nationalequityatlas.org)

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Data to Build  
an Equitable  
Economy

