

January 2018

# Equitable Development Initiative Fund Applicant Workshops

## **Briefing Objectives:**

- EDI & EDI Fund background
- Round 2 timeline

# Seattle Context with Data

- 19% of our people of color live in poverty compared to 7% of Whites.
- Less than 50% of our Black or Latino or low-income children are ready for Kindergarten compared to 78% of White children.
- The unemployment rate for Blacks is more than twice the overall unemployment rate.
- Life expectancy is 6½ years shorter in Southeast and Central Seattle than in Northeast Seattle.
- The homeownership rate for Black householders is half the homeownership rate for Whites.
- People of color are a declining share of the population in our most diverse neighborhoods.
  - For example, in the Central Area/Squire Park area, Blacks went from being close to 60 percent of the population in 1990 to being less than a quarter of the population in 2010.

# Equitable Development Initiative

- Equity Analysis as companion to the EIS to inform Growth Strategy
- Race and Social Equity Goals and Policies in the Comprehensive Plan
- Equitable Development Implementation Plan

# Equitable Development Implementation Plan

- Equitable Development Framework
- Systemic Change
- Targeted strategies: Place-based and citywide
- Stewardship

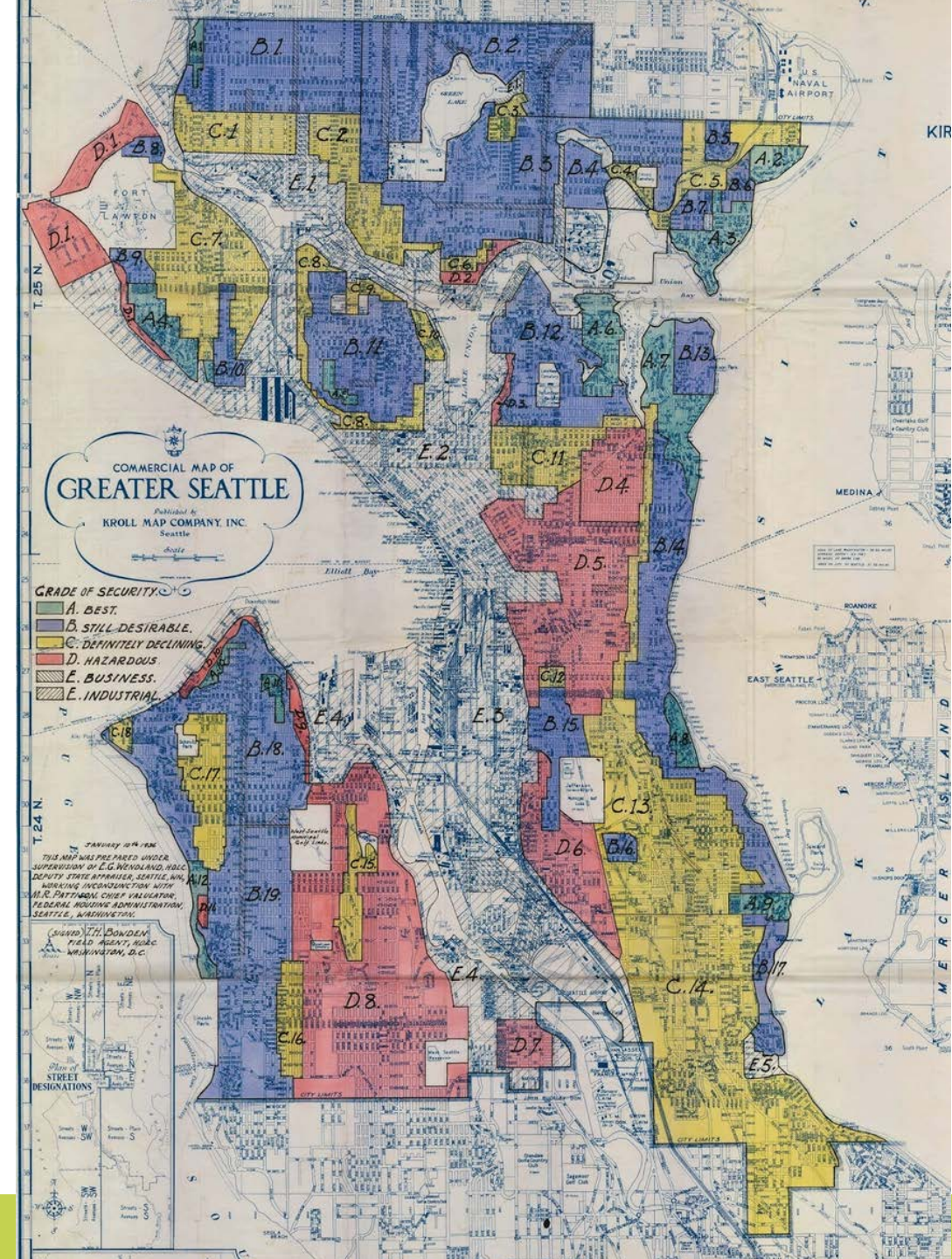
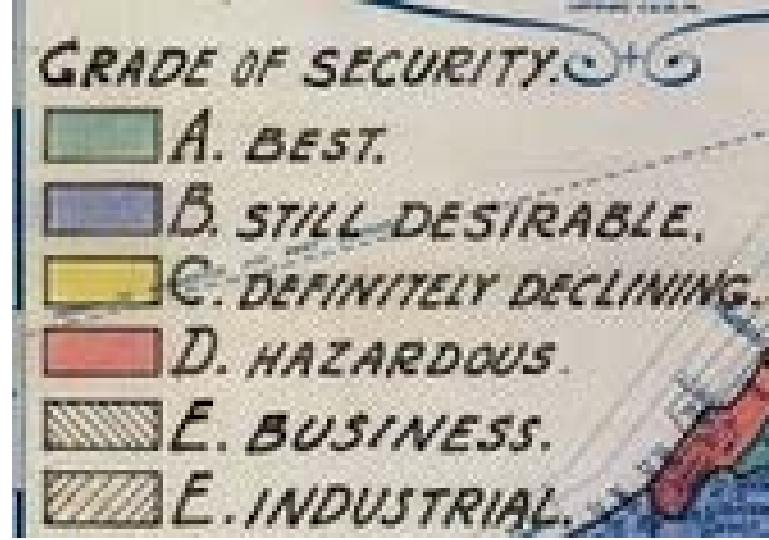
# What is Equitable Development?

- **Quality of life outcomes** are equitably experienced by the people currently living and working in a neighborhood, as well as for new people moving in.
- **Public and private investments, programs, and policies** meet the needs of residents, including communities of color, reduce racial disparities, and take into account past history and current conditions.



# Redlining in Seattle

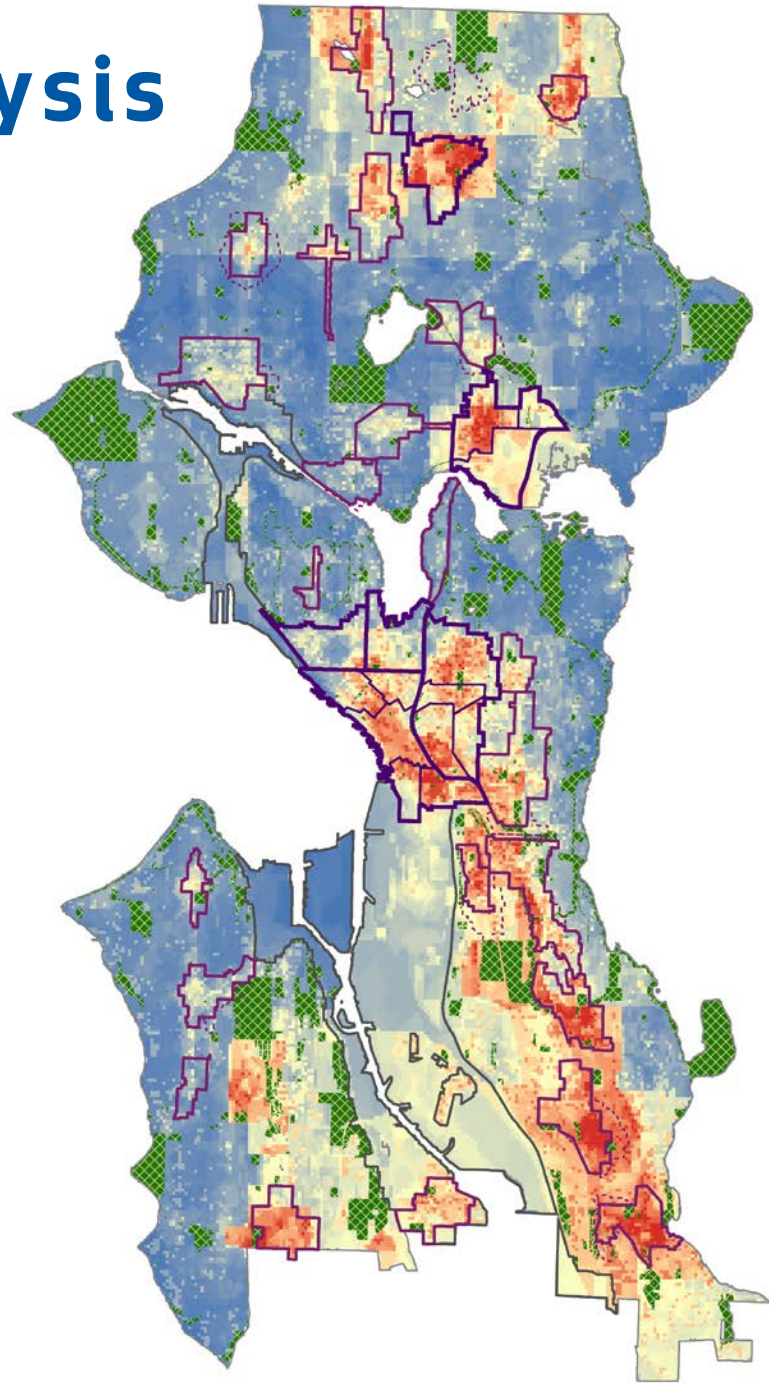
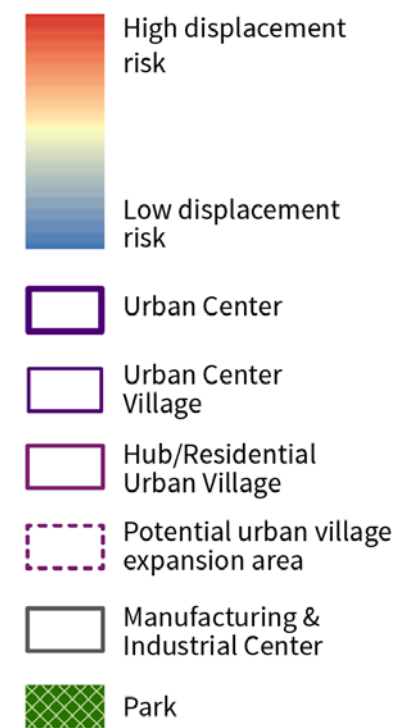
Investment decisions made by previous generations contributed to the inequities communities experience today.



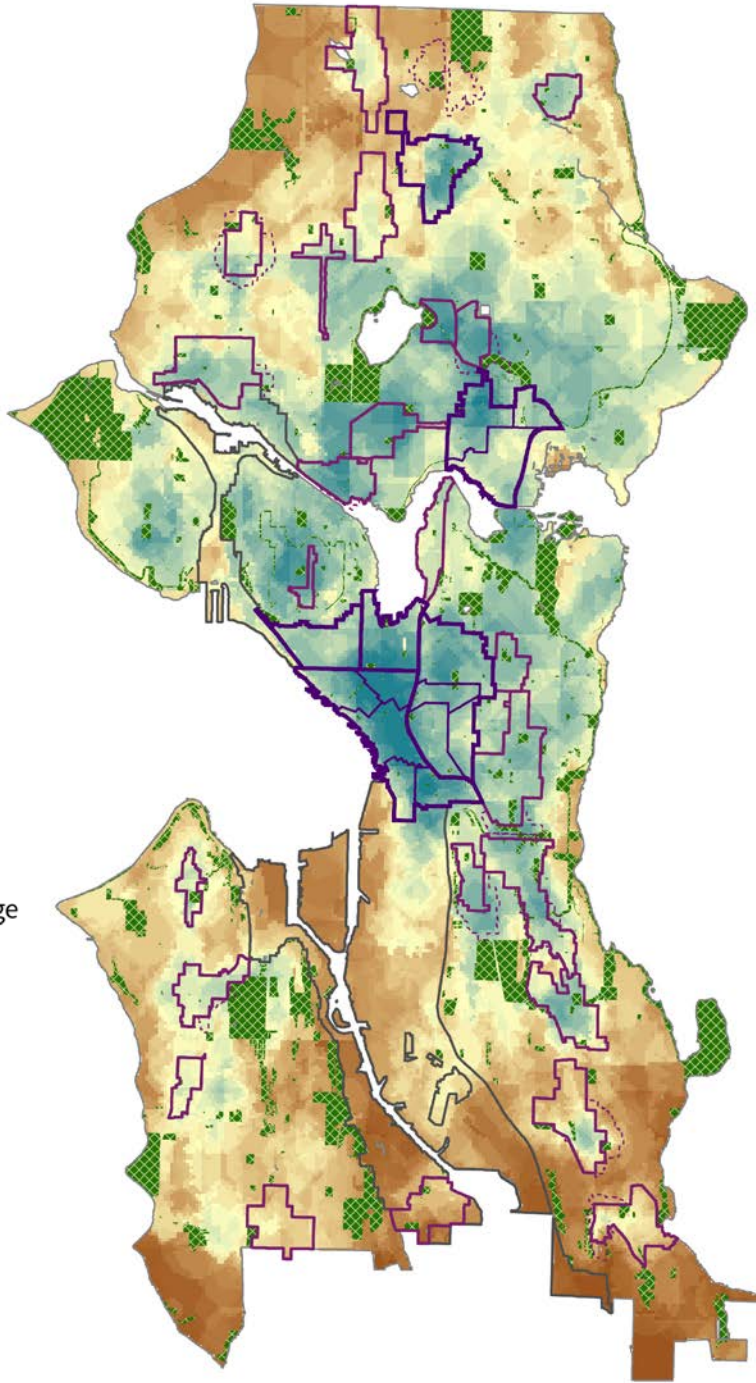


# Equity Analysis

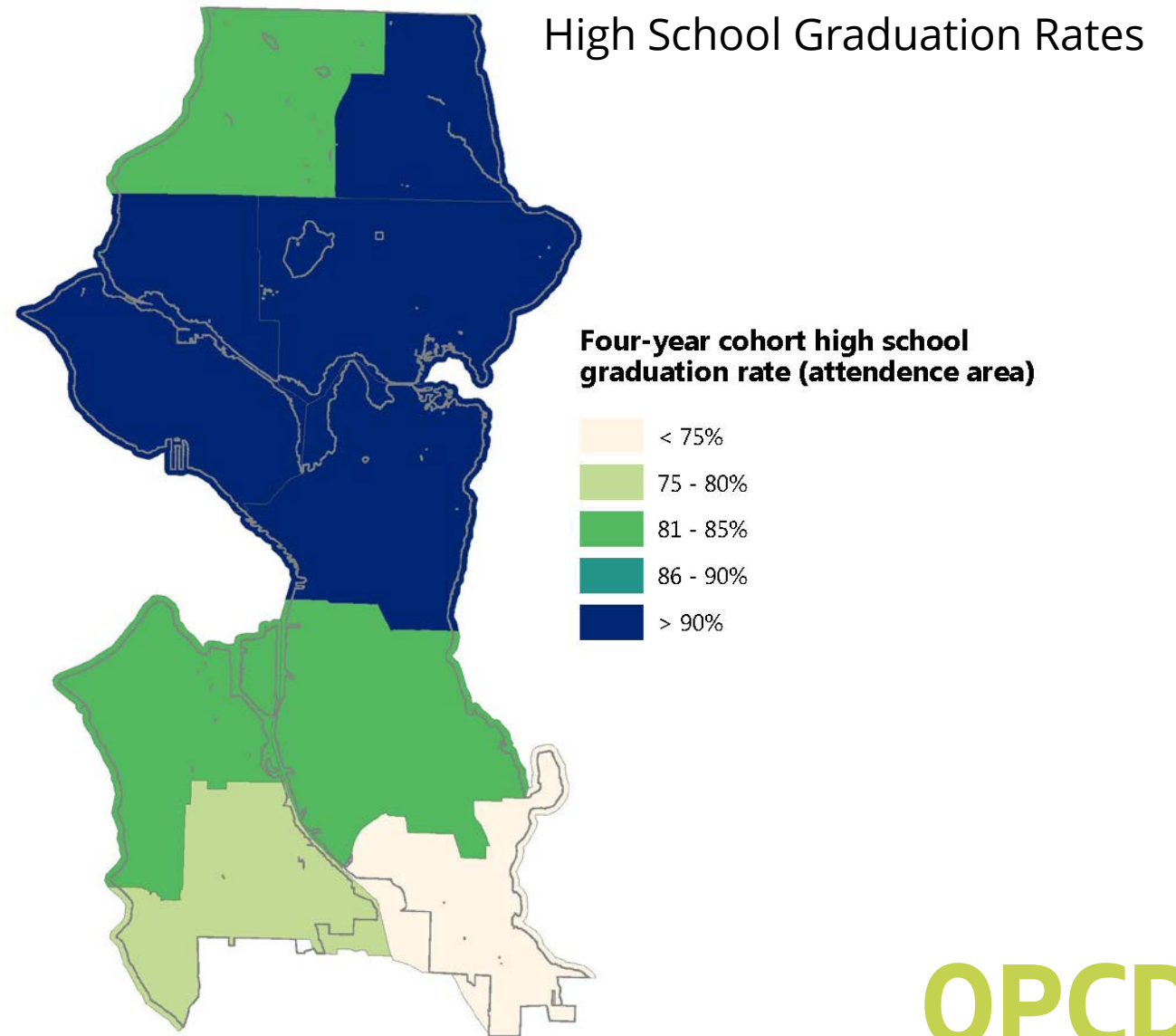
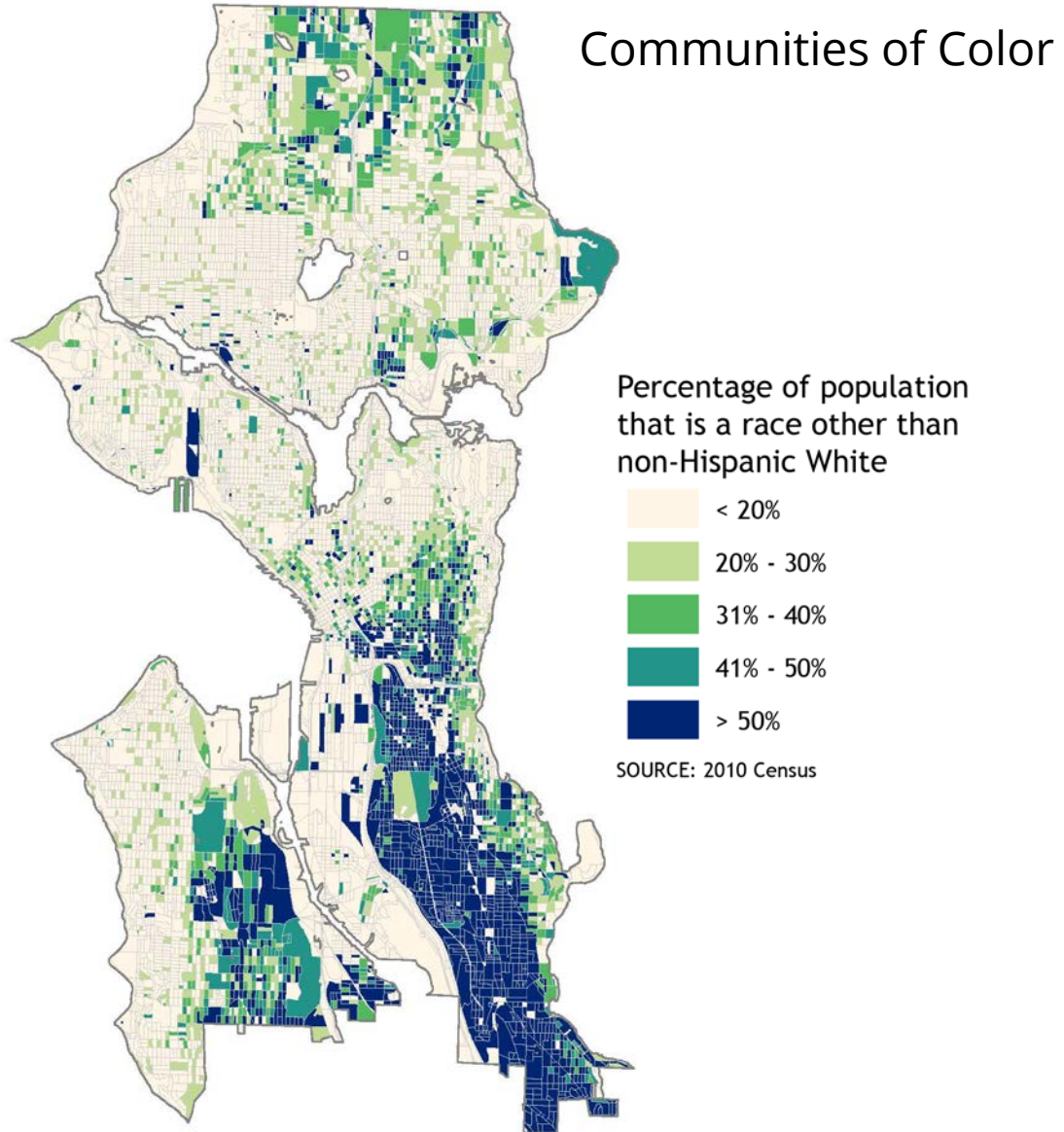
## Risk of Displacement



## Access to Opportunity

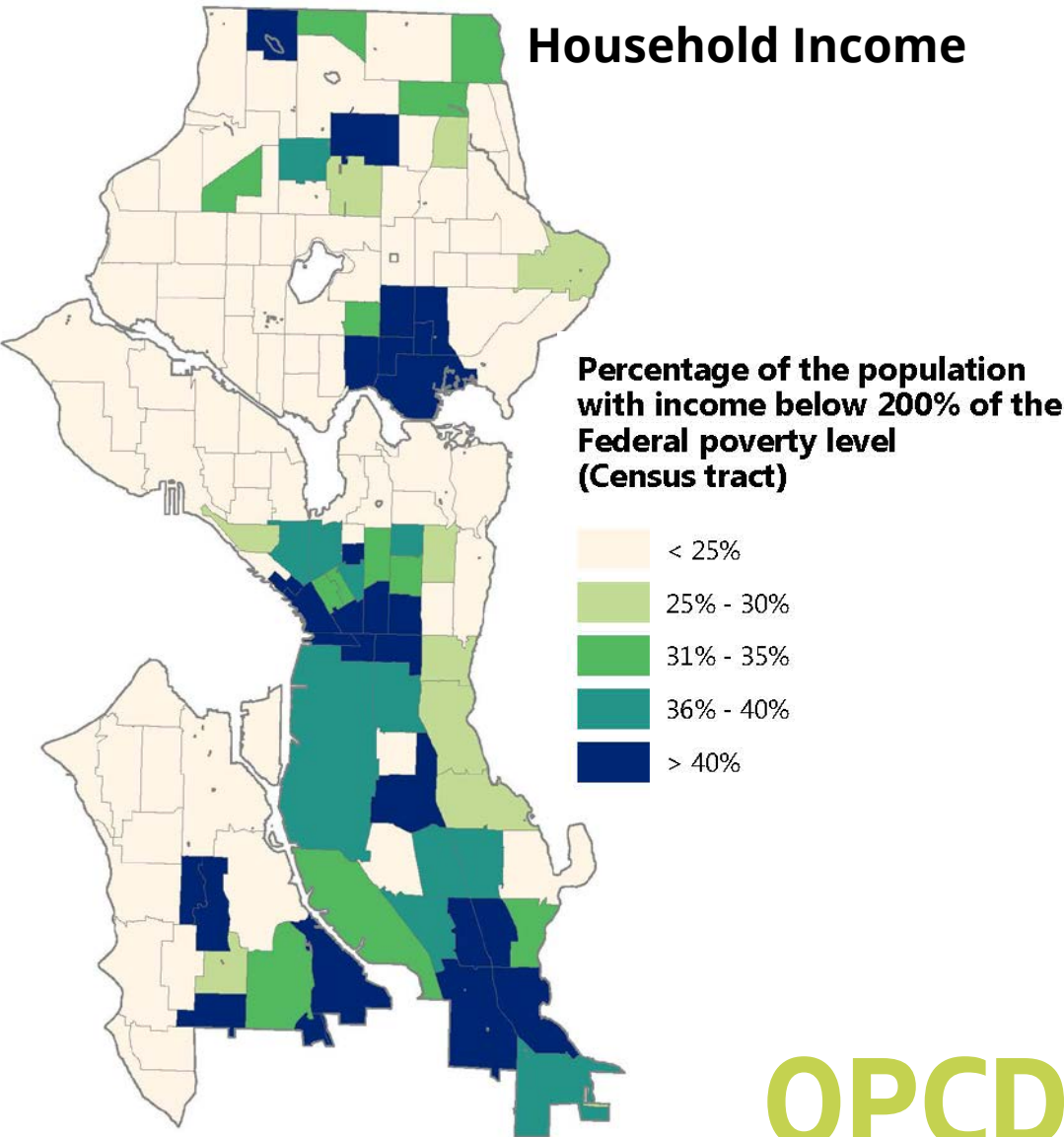
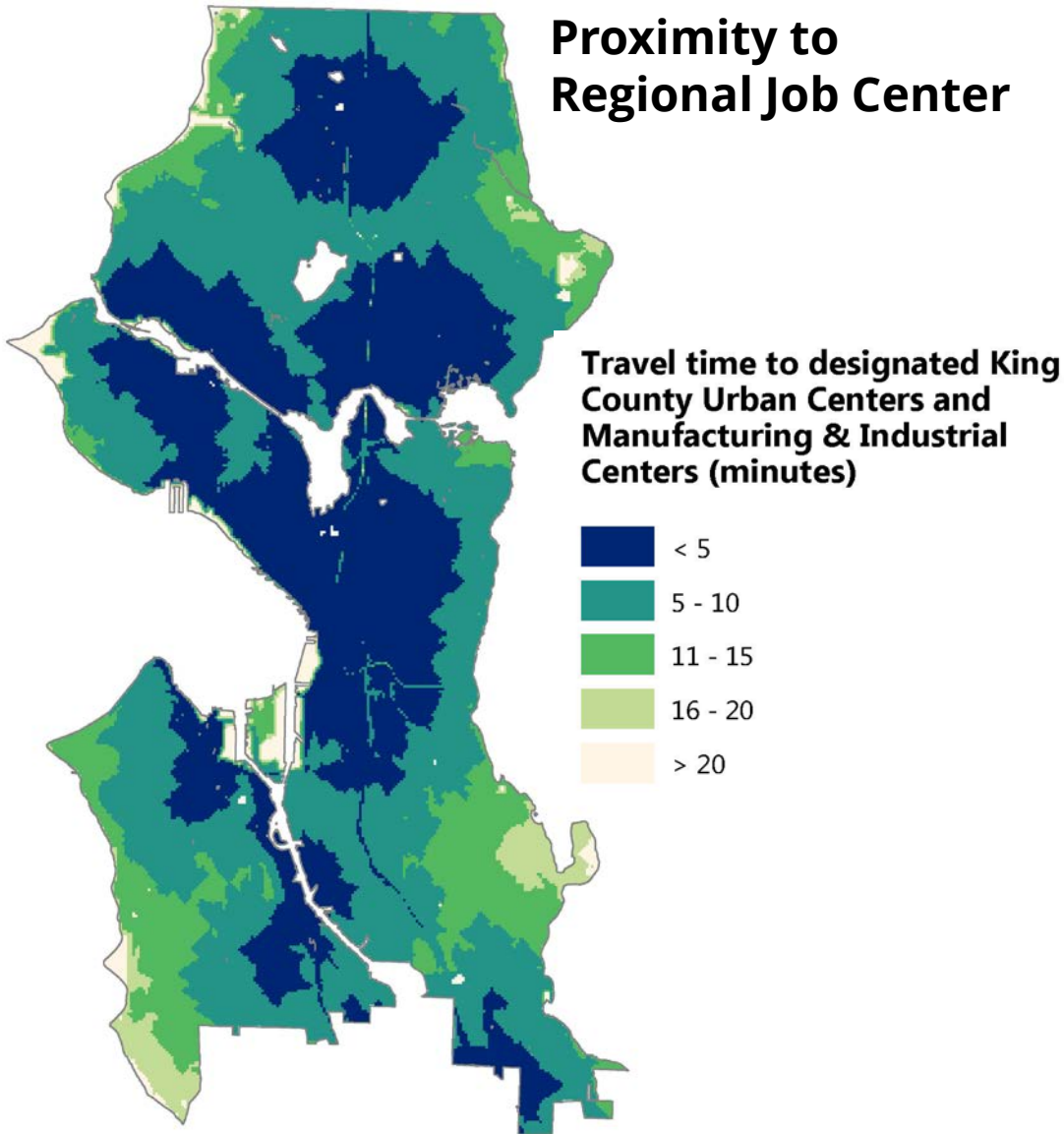


# Examples of layers in Equity Analysis Index

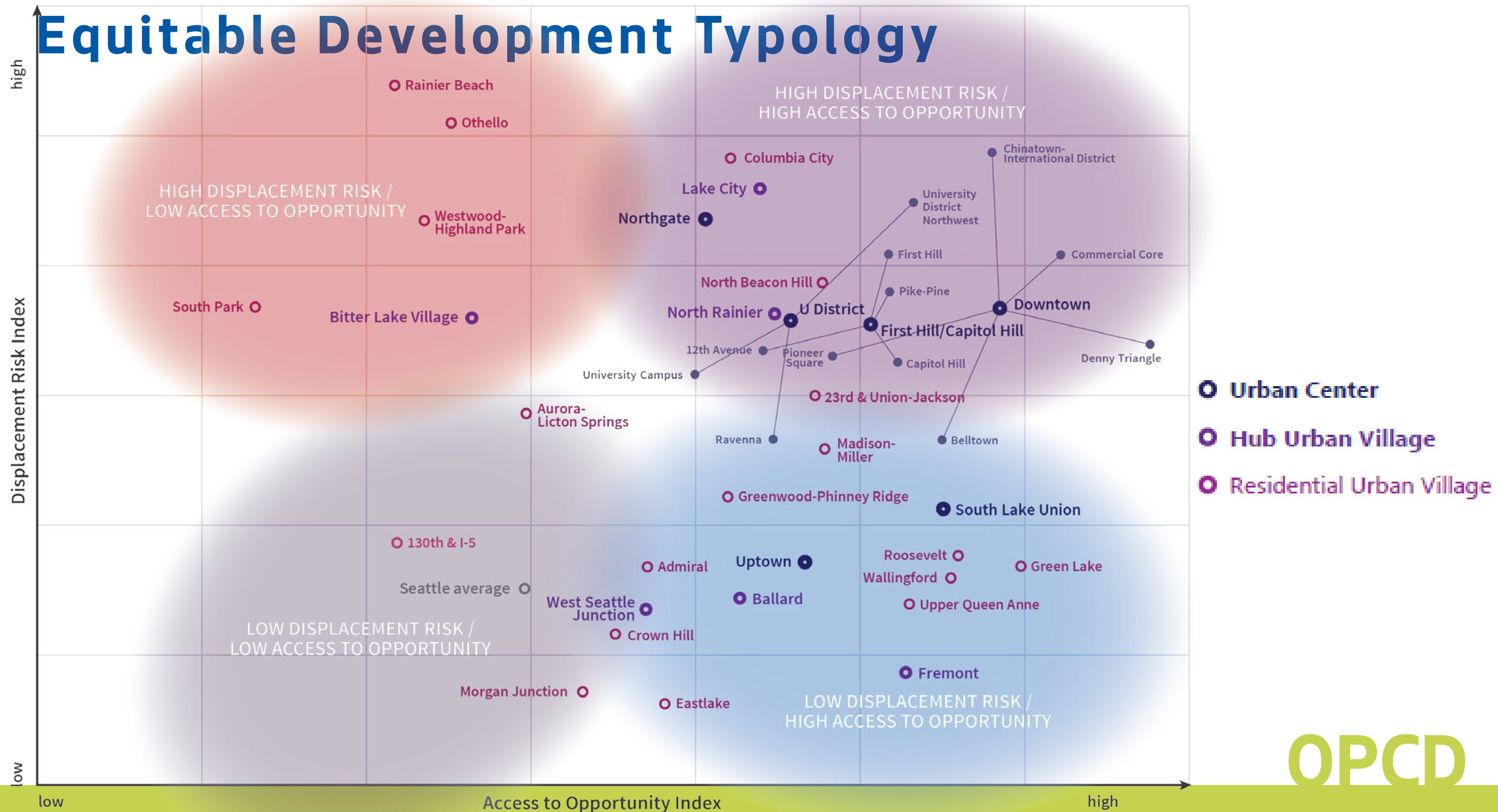




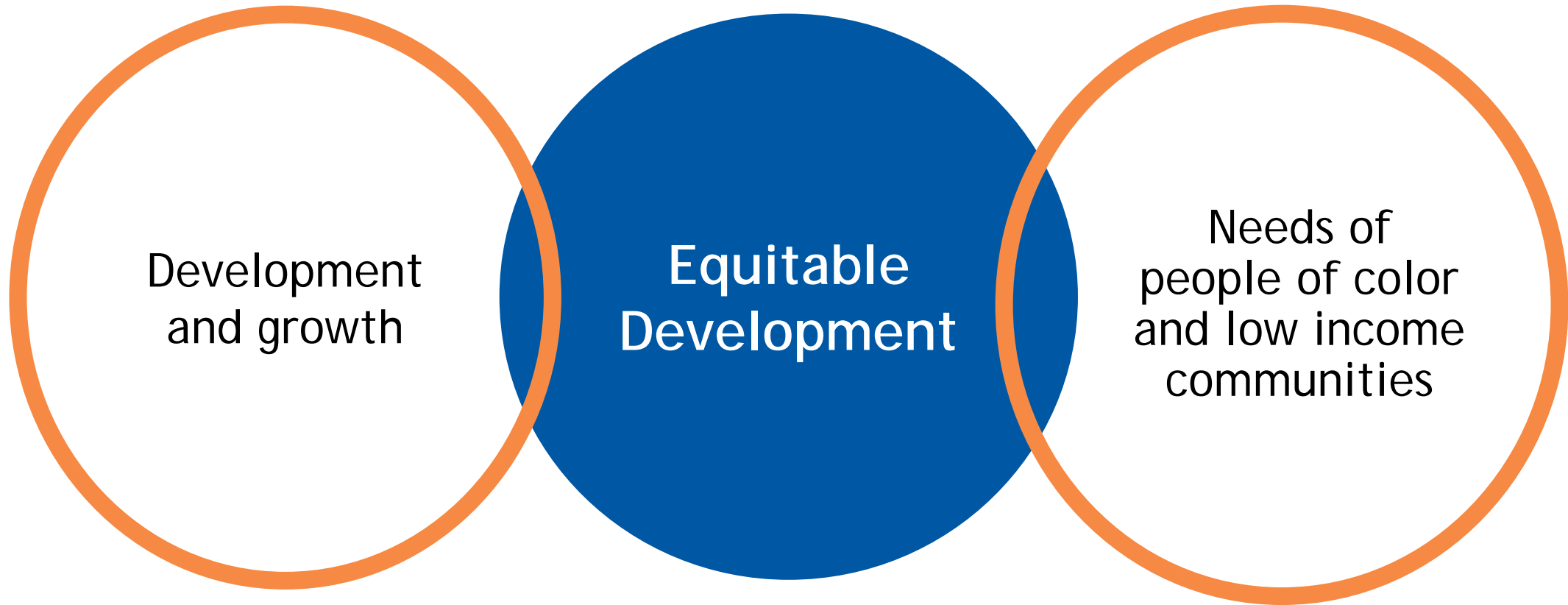
# Examples of layers in Equity Analysis Index



# Equitable Development Typology



# Equitable Development Framework



# Equitable Development Framework: Strong People, Strong Communities

Strategies to achieve community stability and resilience in the face of displacement, and great neighborhoods with access by all:



Advance economic mobility and opportunity.



Promote transportation mobility and connectivity



Prevent residential, commercial, and cultural displacement.



Develop healthy and safe neighborhoods



Build on local cultural assets.



Provide equitable access to all neighborhoods



# Targeted strategies that mitigate high displacement risk

Place-based strategies that:

- Advance economic mobility
- Prevent displacement
- Build on cultural assets

Located in high risk displacement neighborhoods such as:

- Rainier Beach/Othello
- Central Area
- Chinatown/International District/Little Saigon
- Lake City/Northgate
- South Park
- Westwood/Highland Park

# EDI Values

- Centering communities most impacted by displacement
- Community-driven strategies
- Acknowledging historic injustices
- Accountability
- Leverage
- Flexibility and interdependence
- System change

# Initial EDI Projects Status

Rainier Beach  
Food  
Innovation  
District

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Southeast Seattle  
Multicultural  
Community Center

**SOUTHEAST ECONOMIC  
OPPORTUNITY CENTER**

Little Saigon  
Landmark Project

William Grose Center  
for Cultural Innovation

OPCD

# Equitable Development Initiative Fund

Investment in targeted place-based strategies

## FUNDING

- \$16M from City Plaza sale and
- \$430,000 CDBG for 2018
- \$5M annually from AirBNB tax starting 2019

## WHY

Address historic and market inequities through investing in projects and programs that mitigate displacement and increase access to opportunity.

## HOW

- Community Capacity Development
- Project Development



# Accessing EDI funds

1. Initial Approval
2. Capacity-Building
3. Capital investments (ex. acquisition or construction funding).

	Capacity-Building	Pre-development	Acquisition/Capital	Total Cap
Per Project	N/A	\$250,000*	\$1 million	\$1 million
Per Organization	\$75,000/year	N/A	N/A	N/A

Multiple stages can happen at the same time.

# Funding Timeline

- Applications due **March 5th**
- Technical review - March-April
- Approvals - End of April/Beginning of May
- Contracting begins immediately after approval
- Approved applicants can apply for capital funding on an as-needed basis
  - Subject to availability of funds
  - City staff will begin the review process as soon as a formal request has been made.

# Future Funding Rounds

- 2018 – Equity Analysis of previous rounds
  - Do current projects have enough resources to be successful?
  - Are there inequities that resulted from the current process that need to be addressed?
  - Are there alternative strategies for deploying funds besides competitive funding rounds?

# EDI Scoring Ex. Depth of Relationship

Strong (deserves high score)	Weak (deserves low score)
Does the leadership (Board and Executives) reflect the community being served?	Is there significant disparity between the organization's staff and community?
Does the organization focus on anti-displacement or community development work?	Is this proposal a departure from the org's founding mission and purpose?
Is the proposal the result of previous community efforts?	Was the proposal developed solely in the context of the EDI funding round?
Does the total proposed budget adequately resource all collaborative partners?	Does the collaboration rely on the unreimbursed work of partner organizations?
Does the organization demonstrate clear reasoning as to why they are leading the work?	Are there other organization in the area that would potentially do a better job as the project sponsor?



# EDI Scoring Ex. Displacement Risk

Strong (deserves high score)	Weak (deserves low score)
Does the project affect a geography identified in the EDI's Risk of Displacement Index?	Does the project not address a community experiencing or at risk of displacement?
Has the focus community been the target of discriminatory public policy?	Does the project not address systemic discrimination?
Has the neighborhood been subjected to historic injustices that contribute to modern disparities?	Does the project not address historical inequities?

# Key Considerations

- Non-housing focus (mixed-use okay)
- Building long-term community capacity
- Addressing historical inequity and racial disparity
- Meaningful improvements in residents' lives

# Stewardship Plan



**Together we can leverage our collective resources  
to create communities of opportunity for  
everyone, regardless of race or means.**



**And all communities are able to determine  
their own futures.**

**OPCD**



# Equitable Development Initiative

**Background:** Investment in targeted place based strategies

- **2016 Growth and Equity Report** -  
*Established framework for the EDI*
- **Early 2016** - CC requested OPCD to develop **EDI plan** and  
EDI implementation strategy.
- **June, 2016** - **EDI Financial Investment Strategy** adopted by  
Council – *Required the Executive to identify financial and  
other resources to implement the strategy.*

# Equitable Development Initiative Fund

**Background:** Investment in targeted place based strategies

- **October 2016** - the Mayor directed OPCD and FAS to use sale of the Civic Square Plaza (approx. \$16M) as a one-time EDI Fund.
- **November 2016** - CC passed ordinance to make interfund loan of up to \$6.5 to support 5 community-initiated projects
- **November 2017:** CC passed several bills, including:
  - ✓ AirBNB tax (approx. \$5M for EDI);
  - ✓ *Expand the interfund loan to \$16M to resource Round 2 funding;*
  - ✓ *Establish “public purpose”; and*
  - ✓ *Confirm fund administration authority.*

# EDI Funding Round 2 - Timeline

