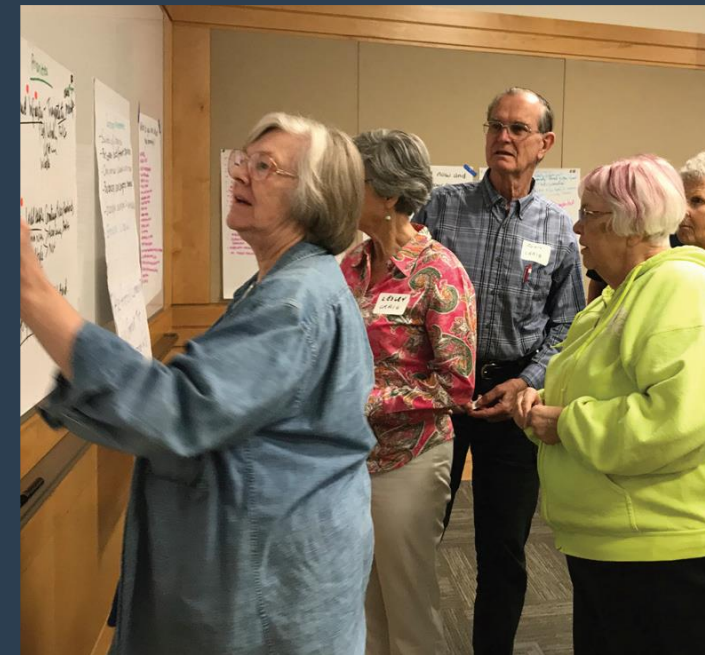


Building Equitable & Inclusive Cities

League of Oregon Cities
April 26, 2023





Mayor John McArdle
City of Independence



Councilor CM Hall
City of Newport



Raahi Reddy, Principal
Estolano Advisors



Bandana Shrestha, State Director
AARP Oregon

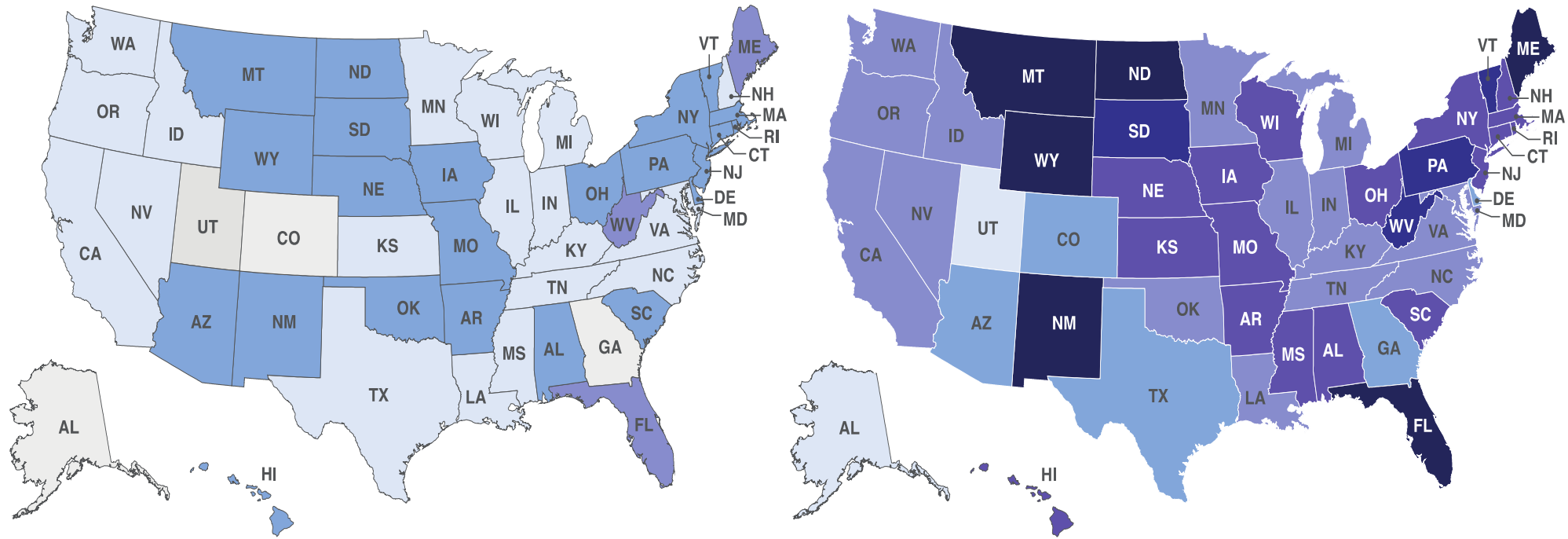


Keith Stahley, City Manager
City of Salem

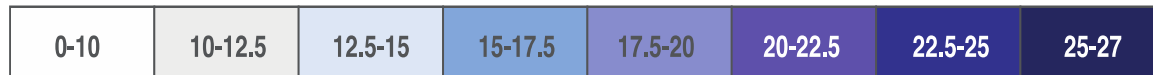
America is aging

2015

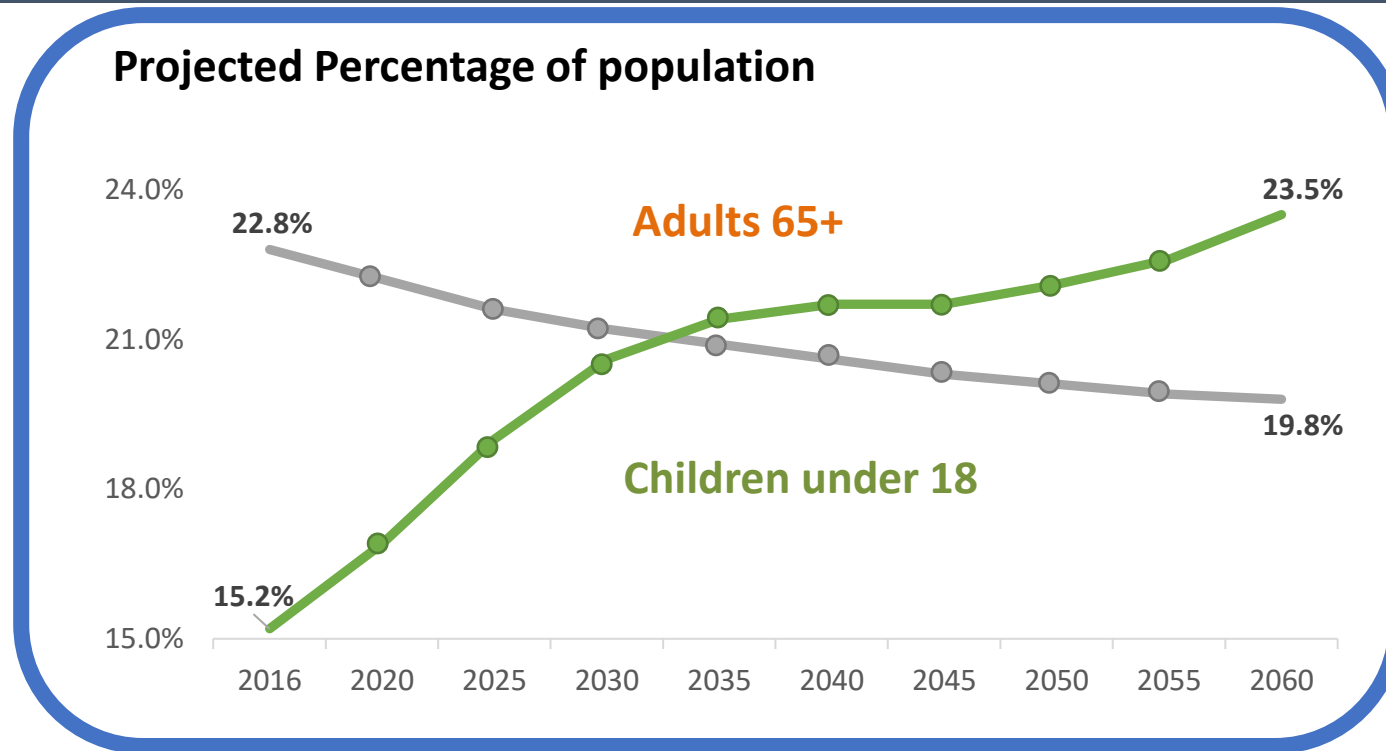
2030



PERCENT OF POPULATION AGE 65+

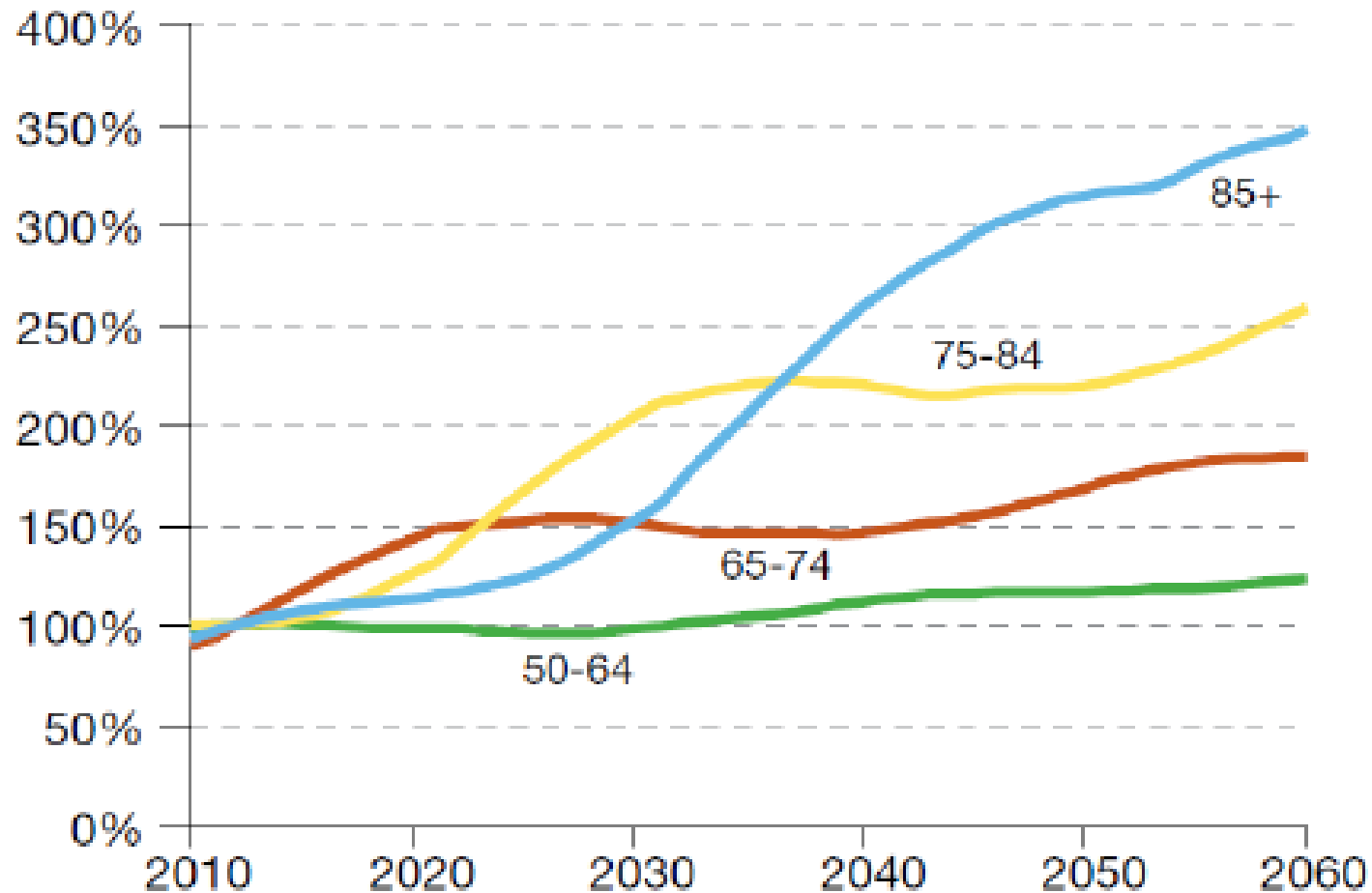


For the first time in U.S. history, older people will outnumber children.



Median age will increase from 38 today to 43 in 2060.

Percentage of Growth of Older Population in Oregon



We are becoming more diverse



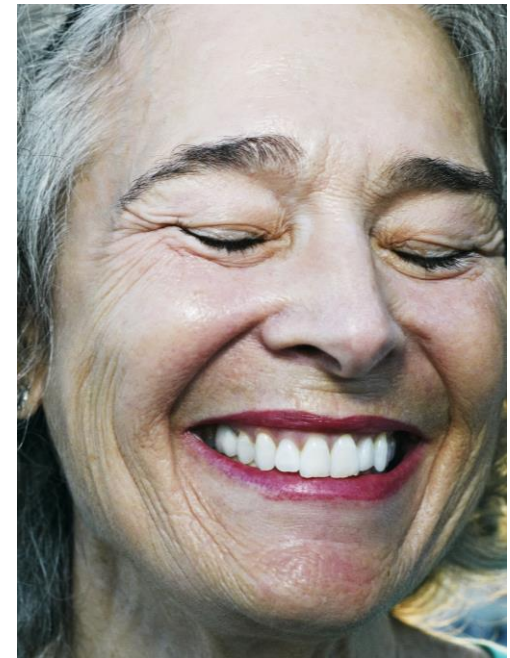
By 2050

45%

of the older population
will be non-white
compared to 26% in
2015.

AGING: We are all doing it

We are **living** longer, **working** longer, and living **nonlinear lives**.

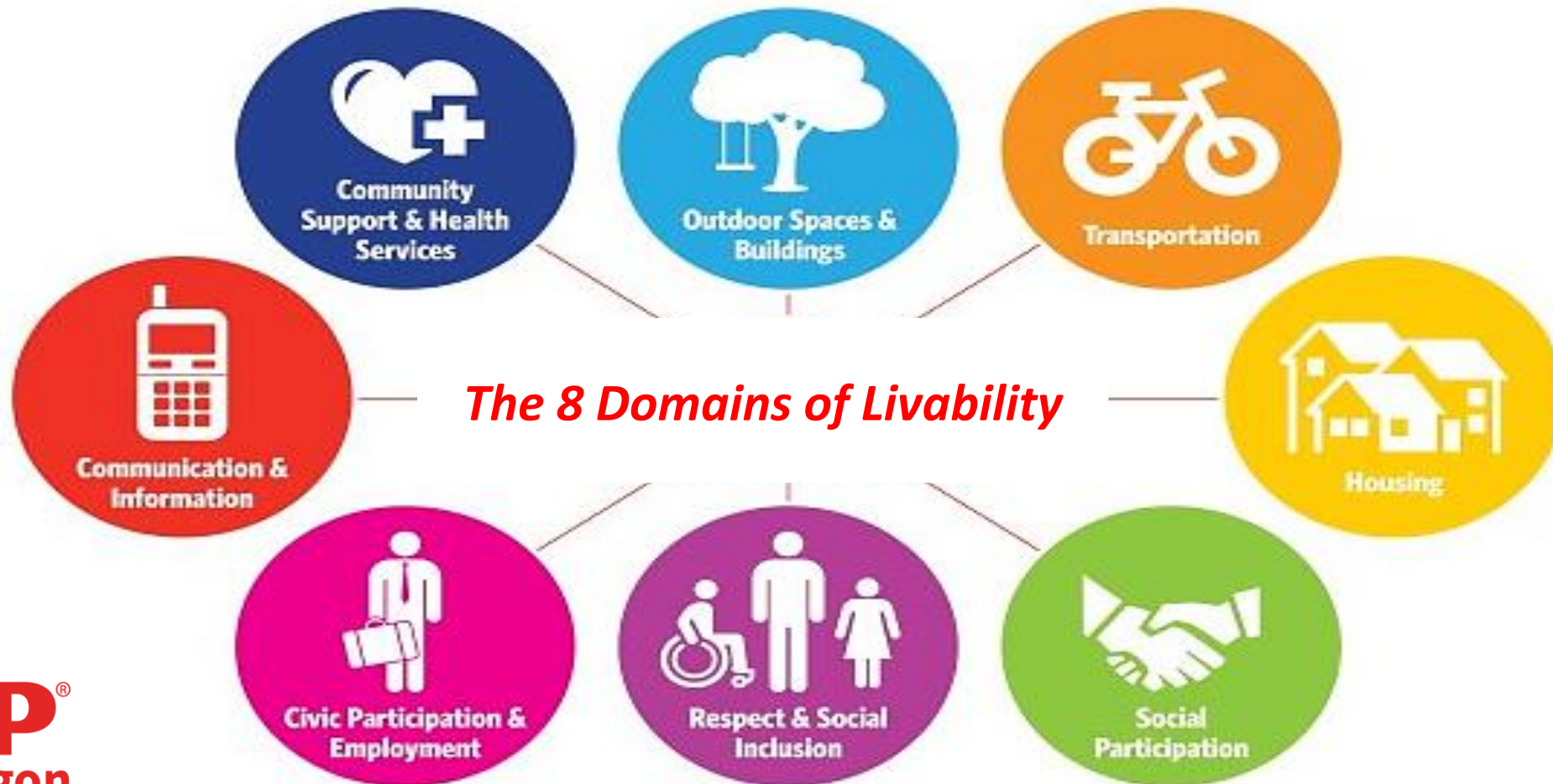


Disparities Matter

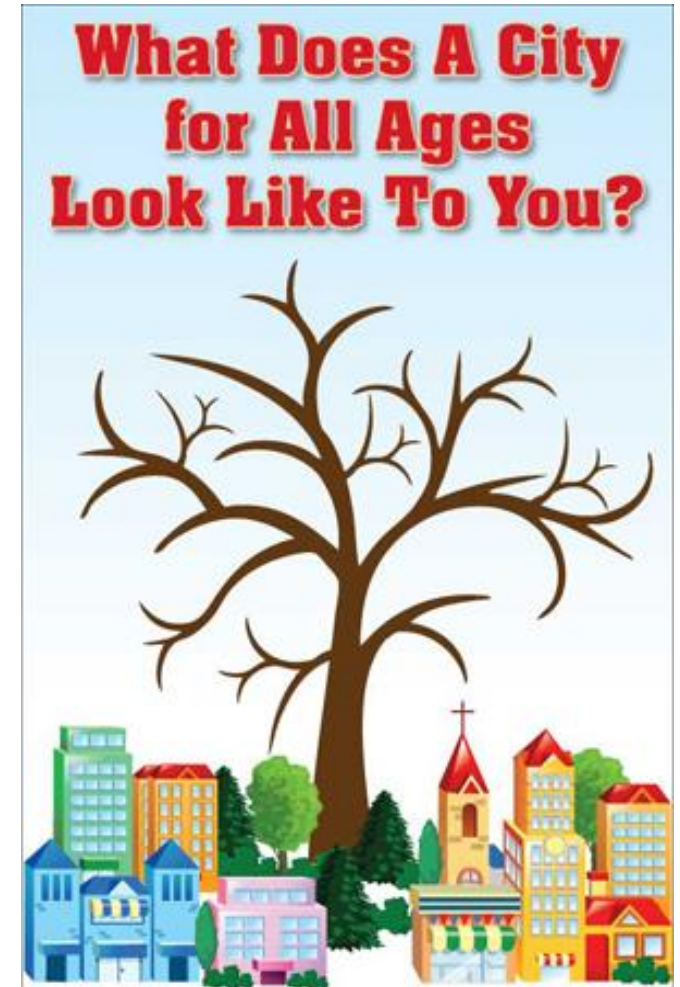


Life expectancy and other outcomes are impacted by a person's **gender, race, sexuality, income, ability, education, and location.**

Age-Friendly Framework



Becoming Future Ready



Making Impact and Building Public Trust.



Raahi Reddy
Principal & PNW Director
raahi@estolanoadvisors.com

Estolano
ADVISORS

Mission driven consulting.

We are an urban planning and public policy firm that works with public agencies, non-profits, philanthropies, and businesses. We help clients build better communities by deploying strategic visioning that is guided by principle and tempered by pragmatism. We provide fresh solutions to complex problems with our expertise in housing, workforce and economic development, sustainability, transportation, and community engagement.

“equity is the just and fair inclusion in a society in which all can participate, prosper and reach their full potential.”

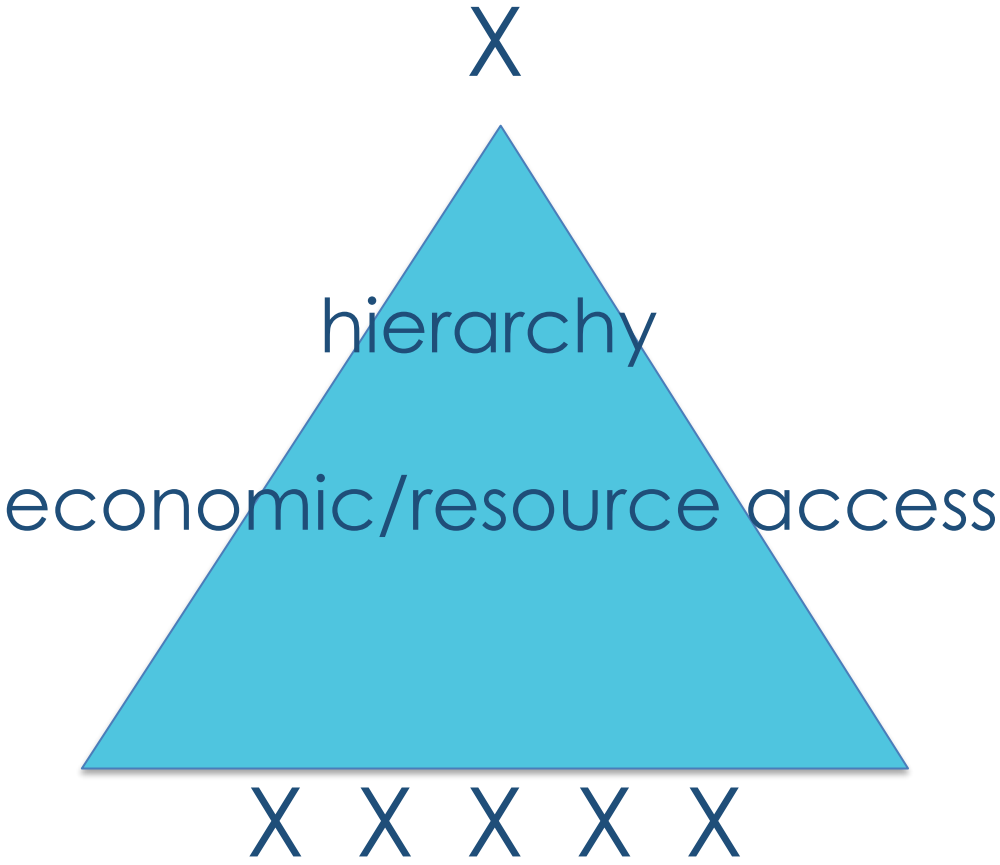
**Angela Glover Blackwell
Policy Link**

Estolano
ADVISORS

The Essence of Equity and Justice

**who
decides?**

Who gets
what or who
doesn't get
what?



From: Metro's Racial Equity Framework and Scott Winn

An Equity Framework to align your approach.

1. Set *Universal Goals* for your project, and *Racial Equity Goals and Outcomes*
2. Assess Community Conditions: Determine Most Impacted Communities of Color
3. Engage with the Most Impacted Communities
4. Apply a Racial Equity Lens to Recommend Decision and Implementation
5. Communicate Decision and Ensure Accountability

What is a *universal goal*?

“**universal shared goals about what we want for ourselves as a people and as a community, and the policies that will ensure that people get there.**”

Betsy Hodges, former Mayor of Minneapolis

- **Weaving in equity considerations:**
 - How does this project or program advance the City’s universal goals?
 - How do they advance your equity goals? What are the specific long-term equity outcomes that will be impacted by the decisions made on this project?
 - What have you learned from past partnerships with communities of color and other marginalized groups that could inform these equity outcomes and goals?

Partner with communities and build trust.

Understanding community conditions

- Assess Community Conditions by partnering with communities
- Use data to better understand conditions experienced by communities of color impacted by this decision. Data includes both quantitative and qualitative—lived experience.
- Determine the most impacted communities of color to determine engagement efforts. This includes collecting data to describe the current community conditions that may be impacted by this program or project.

Partner with communities and build trust.

Shared analysis and decision-making

Design a process to include the individuals or groups who have been marginalized in decision-making to further consider:

- Is the equity outcome desired by the community?
- Who will benefit from this decision?
- Who will be burdened by this decision?
- What factors exist that are producing or perpetuating racial inequities related to this decision?

Build a plan with communities and communicate decisions.

Shared decision-making and role in implementation.

- Summarize who will benefit and be burdened from the decision.
- What might be unintended consequences of this decision and how might they be mitigated?
- How might this decision further the City's stated equity goals and outcomes?
- Recommend Decision and Implementation Plan

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Principal and PNW Director
raahi@estolanoadvisors.com

Estolano
ADVISORS

Building Equitable & Inclusive Cities

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Highlights from Salem

- 1. Planning for Our Future**
- 2. Engaging Our Community**
- 3. Responding to our Sheltering Crisis**
- 4. Sustaining Infrastructure and Services**
- 5. Recruitment and Organizational DEI Work**

What do we mean by equity?

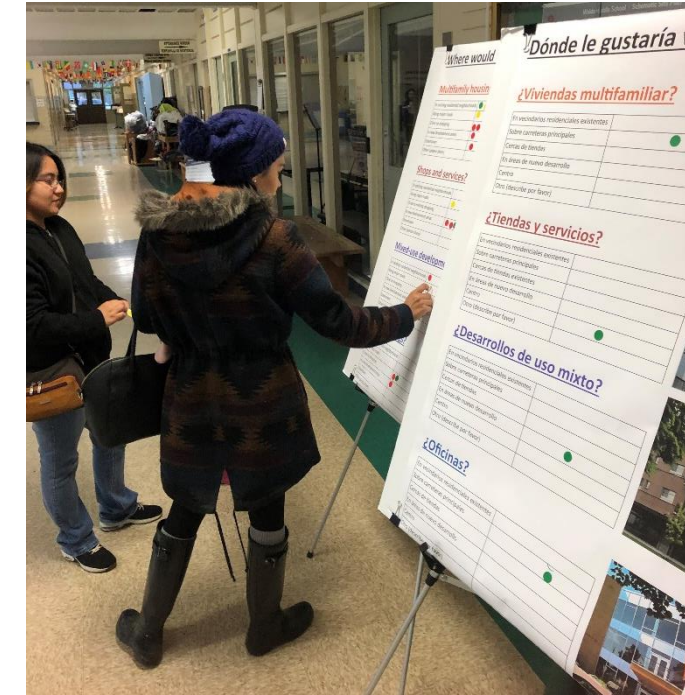
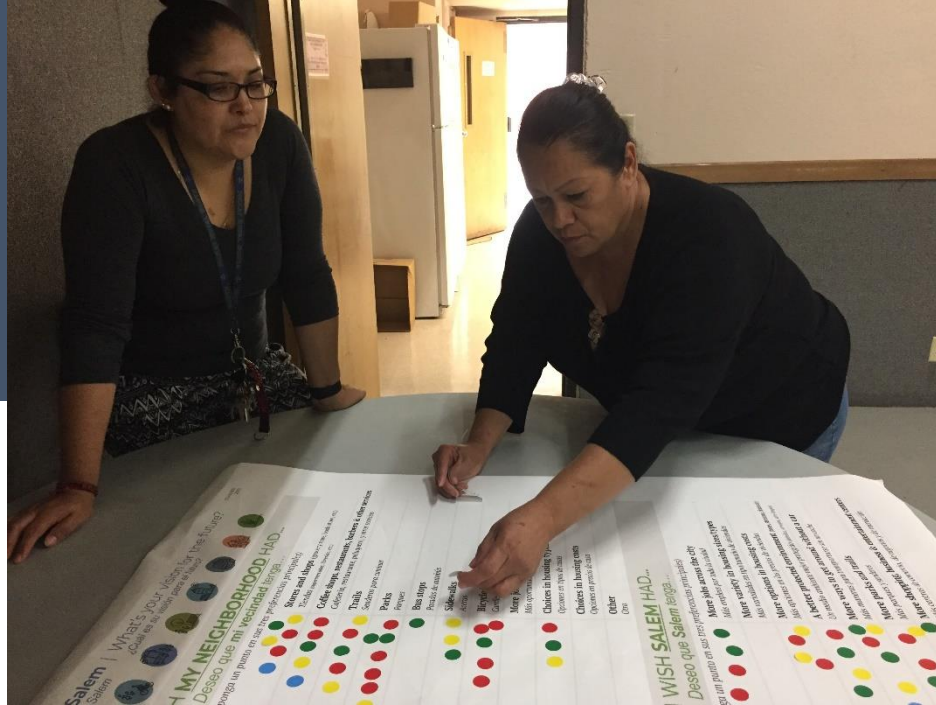
Equity means all residents have the opportunity to participate and thrive in an inclusive society. This requires rectifying unequal access to resources and opportunities caused by historic and current systems of oppression and exclusion related to race, income, ability, gender, sexual identity, and other factors. An equitable community overcomes disparities by providing increased levels of support to community members based on their needs. In Salem, it is a priority to advance equity in decision-making processes and the outcomes of those processes, including policies, investments, practices, and procedures.

1. Planning for Our Future

- **Focus on equity and inclusion**
 - Our Salem Comprehensive Plan Update
 - Climate Action Plan
 - Transportation Systems Plan update

Our Salem Comprehensive Plan Update

- 260 in-person or virtual meetings and events
- More than 80 community groups
- Engagement specific to groups



Continuing the Work Equity Roundtable Pilot, Transportation System Plan and CFEC



Climate Action Plan

- **Premise:** effects of climate change will not be incurred equally amongst the residents of our community, and that it will in fact exacerbate the present inequities existing here and across the world.
- Focus on engagement, reducing disproportionate impacts (incl. waste disposal practices), priority for underserved neighborhoods, access to safe/affordable housing, healthy foods



2. Engaging our Community

- Center 50+ programs and services, outreach and community building efforts
- Library programs and services
- Youth programs
- Arts and entertainment support
- Human Rights Commission
- Engagement and Communications Strategic Plan

Center 50+ Volunteers and Partnerships

Volunteers Needed

FRIENDSHIP
BRIGADE

SPRING
Recruitment
is Here!

Center 50+



**MARCH
TRAINING SCHEDULE**

**March 9th
10-11am & 1-2pm**

**March 28th
11-noon & 1-2pm**



Get Connected!





Center 50+ community-building

- Age-Friendly Initiative: considering impacts on seniors lives
- Wellness on Wheels – WOW Van
- Village Network
- Generations Over Dinner with Western Oregon University

Salem Public Library: Loteria, Charro exhibit, library of things



Youth Summit: ILEAD

- Annual event
- Connects more than 100 teens together, inspiring change, and developing leaders



Neighborhoods

WE BELONG

YOUR VOICE. YOUR NEIGHBORHOOD. YOUR COMMUNITY.

Join a Salem Neighborhood Association near you.



✉ neighborhoodservices@cityofsalem.net

☎ 503-540-2303

🌐 www.cityofsalem.net/neighbor

📘 facebook.com/salemneighborhoods



Spanish Language Resource Fair Viva Salem – September 23, 2023



Neighborhood Chairs Meet Police Chief



Human Rights Commission

- Takes action on discrimination concerns regarding housing or housing status, employment, age, gender identity, family status, race/color/national origin, religion, sex, sexual orientation, source of income, and public accommodation
- Connects to mediation and agency referrals
- Partners with Western Oregon University to conduct annual diversity, equity and inclusion survey



Strategic Engagement and Communications

- Community Engagement and Inclusion in policing
- Meeting more expectations in engagement and communications with all our community (planning now)
- Intentional relationships and dialogue



3. Responding to Our Sheltering Crisis

- More permanent supportive housing
- Sheltering programs
- Homeless response

Yaquina Hall: April 5, 2023

Salem Housing Authority project, 52 units



Navigation Center

April 24, 2023



- Low barrier shelter
- 24 hours a day, 7 days a week
- Intensive case management
- Adding bathrooms, showers, commercial kitchen, behavioral health offices, and life safety systems (sprinklers)



New 7-member Salem Livability and Outreach Services



4. Sustaining Infrastructure and Services

THANK YOU SALEM



Safety and Livability Bond

2022

ADA Transition Plan: More Ramps



Recruitment and Organizational DEI Work

- **Recruitment**
 - Changes in recruitment, selection, hiring practices
 - Police: 30x30 pledge
- **Training**
 - Ethics, equity and efficiency (e3) training, third-party reporting
 - Foundations of DEI and Allyship
 - Arbinger's Outward Inclusion



Diversity, Equity and Inclusion Work

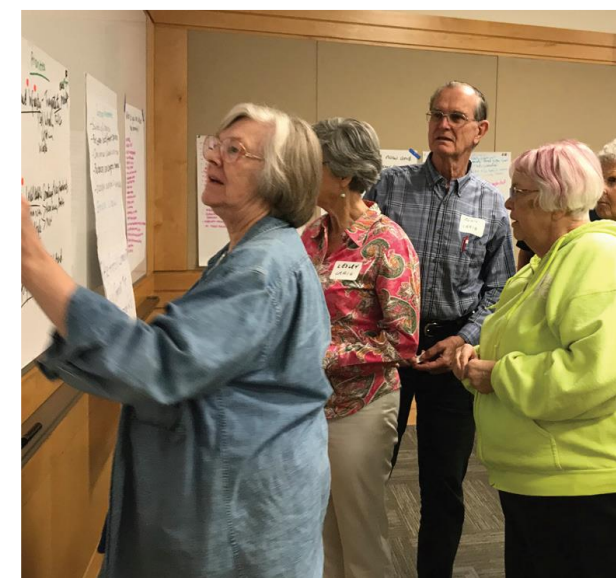
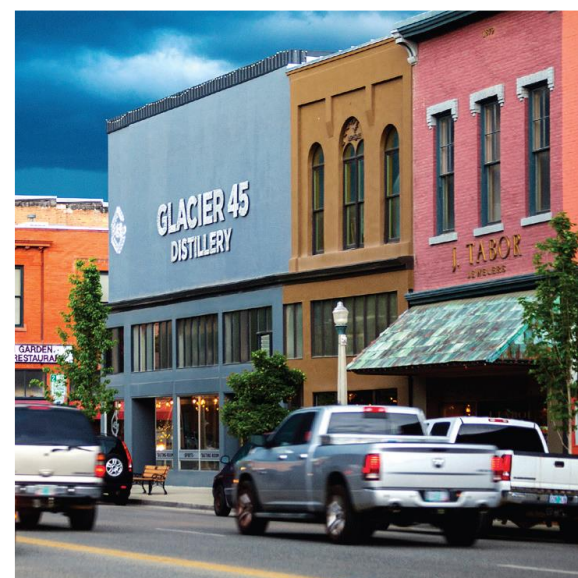
Inward focus on organization

1. Five-year strategic focus on DEI
2. Policy and procedure review for DEI
3. Staff newsletter (monthly) highlights individuals and groups, share information about their customs, histories
4. Subcommittees work: language in job descriptions, interview questions
5. Affinity groups around age, race, gender and sexual orientation

Q&A



Thank you!



Resources

- Age-Friendly Communities www.aarp.org/age-friendly
- Livability Index www.livabilityindex.aarp.org
- AARP Livable Communities www.aarp.org/livable
- Government Alliance on Racial Equity <https://www.racialequityalliance.org/>
- <https://www.equitytool.org/>
- MEI <https://www.hrc.org/resources/municipal-equality-index>
- Equity Metrics, NLC <https://www.nlc.org/resource/repository-of-city-racial-equity-policies-and-decisions/>
- National Civic League: Equity and Resilience Practices to Reduce Social Isolation <https://www.nationalcivicleague.org/videos/promising-practices-webinar-improving-equity-and-resilience-by-reducing-social-isolation/>
- NCL: Resilience Resources <https://www.nationalcivicleague.org/resilience-resources/>
- NCL: All America City Awards <https://www.nationalcivicleague.org/ncr-article/resilience-and-equity-the-2021-all-america-city-awards/>
- PolicyLink <https://www.policylink.org/resources-tools>
- Racial Equity Atlas (National Equity Atlas) <https://nationalequityatlas.org/lab>
- Local Progress <https://localprogress.org/resources/>
- [Inclusive Recovery Initiative – NGIN - New Growth Innovation Network](https://www.ngin.org/)
- [Small & MidSize City Hub](https://www.smallbizhub.com/)