



# Equitable Development Principles and Strategies

Mayors Innovation Project

Madison, WI

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- **National research and action institute that works collaboratively to develop and implement local, state, and federal policies to achieve economic and social equity**
- **We seek to connect the wisdom, voice, and experience of local communities to the policy process**

# Equitable Development: A Comprehensive Approach

- **Equitable development is achieved through policies and practices that enable low-income and low-wealth residents to participate in and benefit from local and regional economic activity.**
- **Critical questions: Who benefits? Who pays? Who decides?**

- 1. Integrate people and place**
- 2. Reduce local and regional disparities**
- 3. Promote equitable, catalytic, coordinated, double bottom line investments**
- 4. Ensure meaningful resident participation, leadership, and ownership**

# Principle #1: Integrate people and place

- **Revitalization efforts must connect people-based strategies with place-based efforts.**
- **Examples:**
  - Social services, safe parks, and affordable housing
  - Job training and local hiring with commercial corridor revitalization, large development projects
  - Low-income workers and green jobs/sustainable cities

## **Principle #2: Reduce local and regional disparities**

- **Low-income communities do better when their residents are connected to the region**
- **Regions do better when they simultaneously address central-city poverty and metropolitan growth issues**

## Principle #3:

Promote equitable, catalytic, coordinated, double bottom line investments

- **Public and private investments must:**
  - Provide community benefits for residents: jobs, homes, ownership, increased capacity
  - Produce financial returns for investors
  - Contribute to community goals for sustainability and equity
- **Examples:**
  - Neighborhood market analyses: Philadelphia, Baltimore, Cleveland
  - Healthy Neighborhoods: many small investments to increase engagement, build markets
  - Targeted investment: Richmond's Neighborhoods in Bloom

## **Principle #4:**

**Ensure meaningful resident participation, leadership, and ownership**

- **Provide community members with a direct stake in revitalization**
- **Build local capacity so that outcomes meet community goals**
- **Access to tools, knowledge and resources is critical**

# A Model Project: Market Creek Plaza, San Diego

- **Redevelopment of old factory site into a 10-acre mixed-use commercial and cultural center**
- **Partnership between residents and a family foundation on \$23.5 million project**
- **Intensive community planning, comprehensive approach**
- **Improve physical place, connect residents to tangible benefits**
- **Residents transition from stakeholders to stockholders by purchasing shares in the development**



# Strategies: The Equitable Development Toolkit

The screenshot shows a web browser window with the URL <http://www.policylink.org/EDTK/default.html>. The browser's address bar and search bar are visible. The website header features the PolicyLink logo with the tagline "Lifting Up What Works®" and a call to action: "Your input matters! Help improve the Equitable Development Toolkit by sharing your opinions." with a "Take the Survey" button. A search bar is also present. The navigation menu includes "About PolicyLink", "Our Work", "News and Events", "Publications", "Resources", and "Support Us". Below the navigation menu, there are links for "equitable development toolkit", "community health bibliography", "advocating for change", and "a common agenda". The main content area features a large banner with the text "Equitable Development Toolkit | BUILDING REGIONAL EQUITY" and a photograph of an elderly man. The text below the banner reads: "HOME In communities across the United States, the need for equitable development is painfully clear. Families of all income levels struggle to secure affordable housing, maintain decent employment, and maintain the environmental safety of their neighborhoods. Displacement continues to be a concern in communities with high levels of public or private investment. Urban and suburban commuters feel the impact of transportation systems that do not adequately address mass transit needs. Now on one website, you will find a comprehensive set of policy options to advance economic and social equity. The tools in the Equitable Development Toolkit have been crafted to help community builders achieve diverse, mixed-income neighborhoods that provide access to opportunities for employment, educations, and safe, affordable housing. The tools help reduce social and economic disparities among individuals, social groups, neighborhoods, and local jurisdictions across metropolitan regions. The ToolKit can help advocates:" followed by a bulleted list: "• Ensure that investment benefits current residents, businesses, and cultural institutions;" and "• Link residents to regional economic opportunities;".

# Strategies: 25 Tools, and More on the Way

## Healthy Neighborhoods

- Healthy Food Retailing
- Inclusionary Zoning
- Infill Incentives
- Brownfields
- Commercial Stabilization
- Transit Oriented Development
- Employer-Assisted Housing
- Community Mapping

## Community and Resident Ownership

- CDC's with Resident Shareholders
- Limited Equity Housing Cooperatives
- Cooperative Ownership Models
- Community Land Trusts

## Economic Opportunity

- Minority Contracting
- Local Hiring Strategies
- Living Wage Provisions

## Stabilization/Renter Protection

- Just Cause Eviction Controls
- Code Enforcement
- Rent Controls
- Expiring Use: Retention of Subsidized Housing

## Financing

- Community Reinvestment Act
- Community Development Financial Institutions
- Commercial Linkage Strategies
- Housing Trust Funds
- Developer Exactions
- Real Estate Transfer Taxes

## Coming Soon:

- Urban Parks and Greening
- Climate Change Advocacy
- Community Strategies to Prevent Asthma

# Strategies: Contents of Each Tool

- What it is
- Why use it
- How to use it
- Financing
- Keys to success
- Challenges
- Policy
- Case studies
- Resources

- **Includes range of relevant policy areas**
- **Local Policy Examples in TOD Tool:**
  - Los Angeles: Affordable Housing Incentive Program
  - Charlotte and Dallas: TOD Affordable Housing Acquisition Funds
  - Portland: 10-year TOD Property Tax Abatement
  - Austin: TOD Ordinance, Resolution, SMART Housing Program
  - Discussion of TIF funds for affordable housing in TOD

- **Other publications also contain strategies and examples**
  - Parcel data for community change efforts: *Transforming Community Development with Land Information Systems*
  - Strategies for older industrial cities: *Shared Prosperity, Stronger Regions*
  - Strategies for smaller industrial cities: *To Be Strong Again: Renewing the Promise in Smaller Industrial Cities*
  - Food retailing and health: *Healthy Food, Healthy Communities*

- **Supporting an inspiring and attainable vision of equitable development**
- **Creating supportive institutional structures and staff positions**
- **Convening public, private, and community sectors**



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# A Model Initiative: Richmond Equitable Development Initiative

- Diverse coalition of CBOs, residents, elected officials led by Urban Habitat begun in 2003
- Involve excluded communities in land use and planning issues and ensure that everyone benefits from development
- Community workshops to provide input on General Plan update led to a policy document
- Pursuing Community Land Trust and affordable housing development of congregation-owned land



**Richmond Equitable  
Development Initiative**