



LOCAL AND REGIONAL  
GOVERNMENT ALLIANCE ON  
**RACE & EQUITY**



# Advancing Racial Equity in the DMV Region: Operationalize as Policymakers

Elected Officials Learning Series  
September 16, 2022

# Welcome



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**RACE & EQUITY**

**race  
forward**

# Introducing the GARE Team



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Co-Lead Trainer



**Julie Nelson**

Senior Vice  
President / GARE  
Founder  
  
Co-Lead Trainer



**Karen Shaban**

GARE Affiliate  
  
Project Manager

# Our Learning Environment

- Take space, make space
- What is said here, stays here
- What is learned here, leaves here
- Brave space
- Offer what you can, ask for what you need
- One mic, one speaker
- Accept and expect lack of closure
- Use “I” statements



# Today's objectives

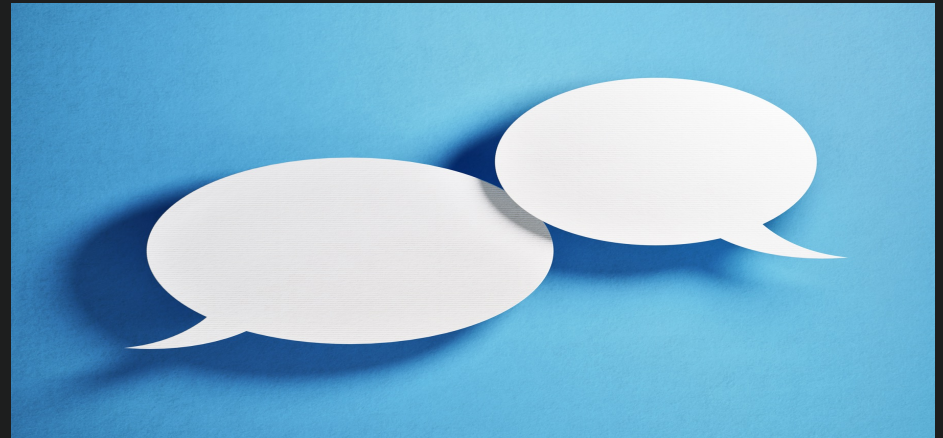
## Policymakers operationalizing racial equity

- Continue to build on the learning series content
- Build public will to advance racial equity
- Strengthen cross sector supports to overcome challenges

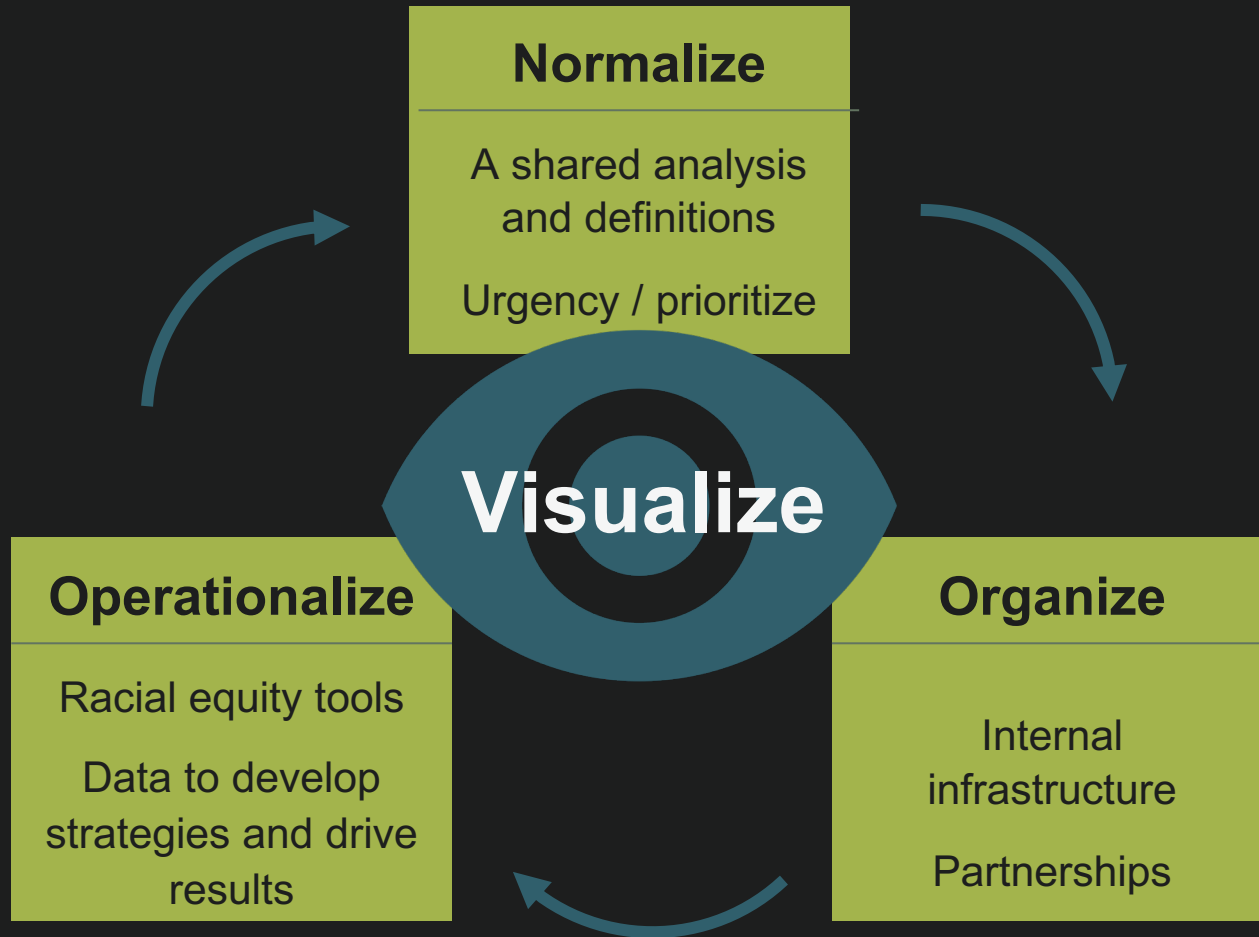


# Warm Up Discussion

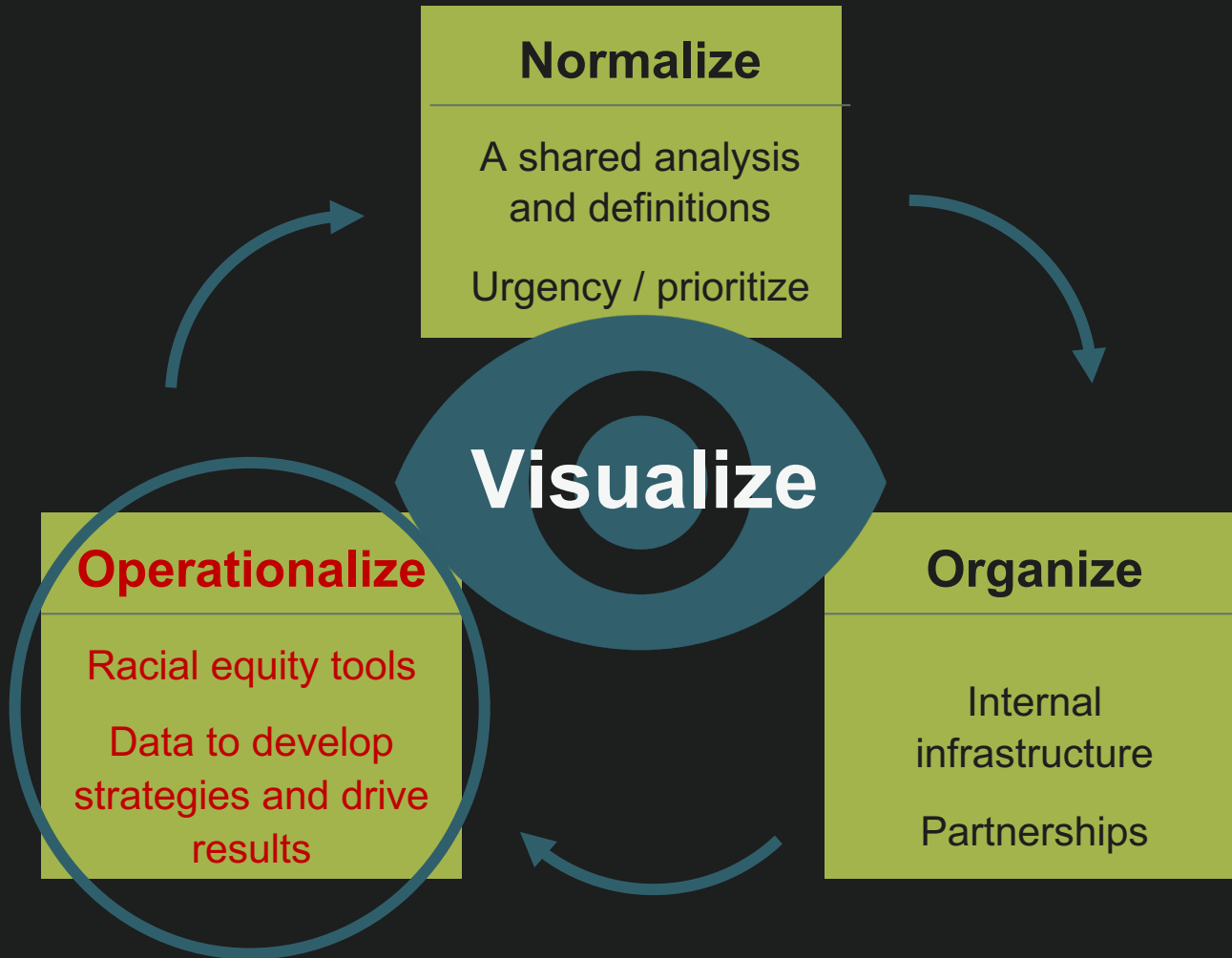
- Identify an opportunity to move from transactional to transformational change.
  - What concrete steps will you take?
  - What support do you need?



# GARE Practice



# Today: Operationalize





# Racial Equity Tool Methodology



## TAKING NOTICE.

Gain understanding of the community as a whole. Take notice of institutional and structural racism.

Given current conditions: Who / where are those who are burdened? Who / where are those who benefit? WHY?

1

### Desired results

Your vision and desired state-of-being for ALL

2

### Analysis of data

Identifying who is most negatively impacted

3

### Community engagement

Shifting power to those most impacted

4

### Strategies for racial equity

Informed by desired results, data and engagement

5

### Implementation plan

Identifying tasks and setting a plan

6

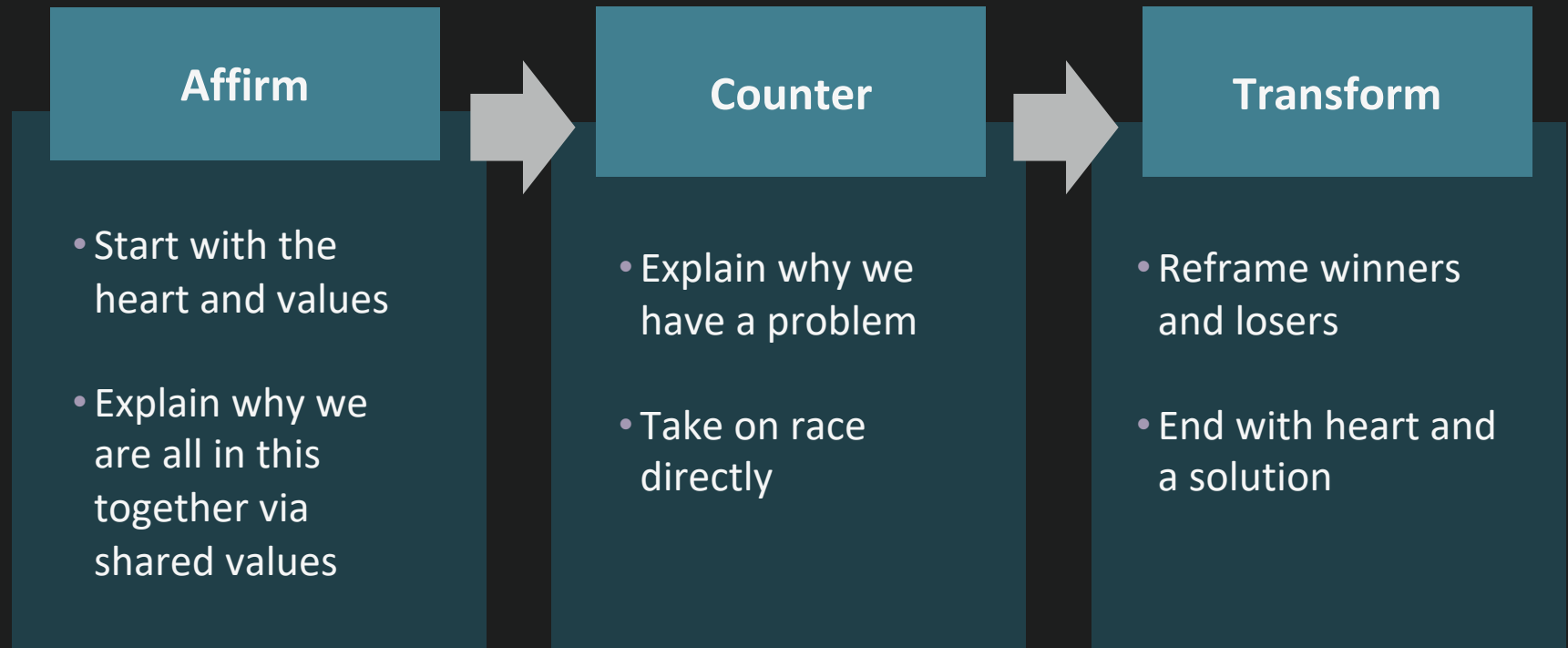
### Communications and accountability

Forming a message and documenting impact



# Communications – telling stories that build public will to advance racial justice

It's more than just talk – ACT



# Building a "Bigger We"

## Toward a just, multiracial democracy



# Building a "Bigger We"

## Addressing the roots of our division

Stoking Fear  
& Resentment



Attacks on  
Government



Power + Wealth for  
the Few

Shrinkage of Public  
Goods

Anxiety + Social Separation



# Building a "Bigger We"

## Elevating new narratives

| Narratives We're <b>Battling</b> | Narratives to <b>Elevate</b>        |
|----------------------------------|-------------------------------------|
| Us vs. Them                      | "Shared Fate" / Belonging           |
| Fear the "Other"                 | "Solidarity Dividend"               |
| "Wokeness" is a Threat           | Freedom to Learn and Thrive         |
| "Trust the Market"               | "We the Public"                     |
| "Big Government"                 | Government is Vehicle of the Public |
| Meritocracy                      | Systems Drive Outcomes              |



# Building a "Bigger We"

Elevating a solidarity dividend



SWIMMING POOL, AT OAK PARK, MONTGOMERY, ALA.



# Building a "Bigger We"

## Elevating shared fate and belonging

CITYLAB

### Why Segregation Is Bad for Everyone

Even wealthy people in the suburbs.

Emily Badger

May 3, 2013, 6:00 AM EDT



US & WORLD

### How immigrants are reviving small towns

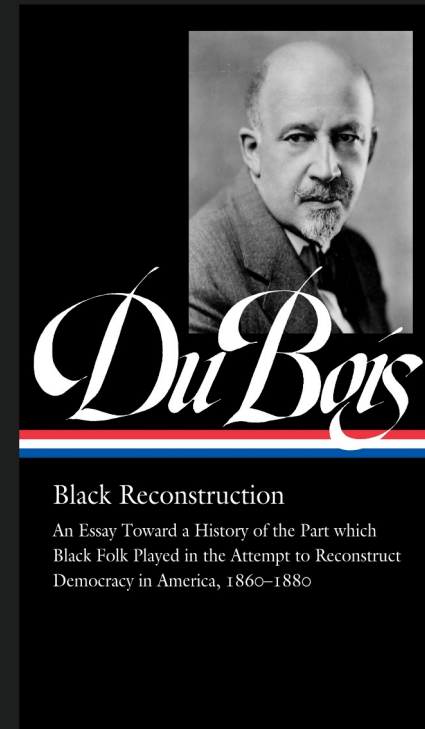
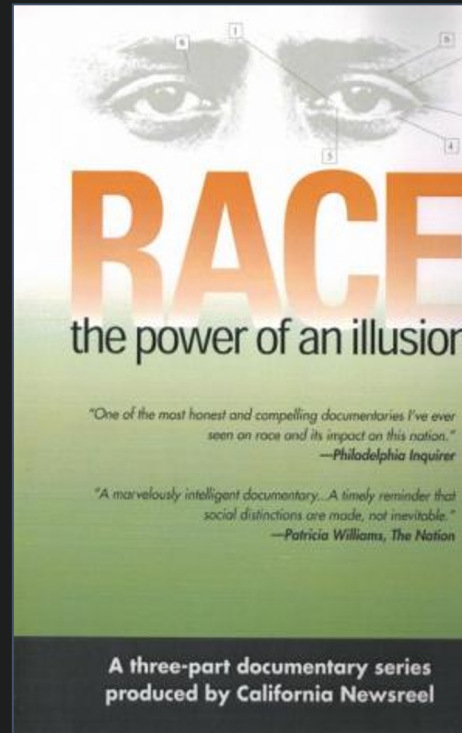
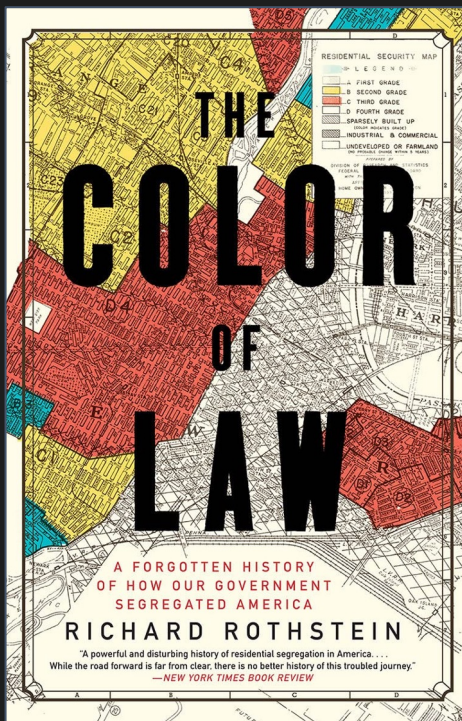
Across the U.S., foreign-born residents bring new life to rural communities

Diana Gordon, via Zocalo Public Square

Sep. 7, 2016 | Updated: Sep. 9, 2016 4:51 p.m.

# Building a "Bigger We"

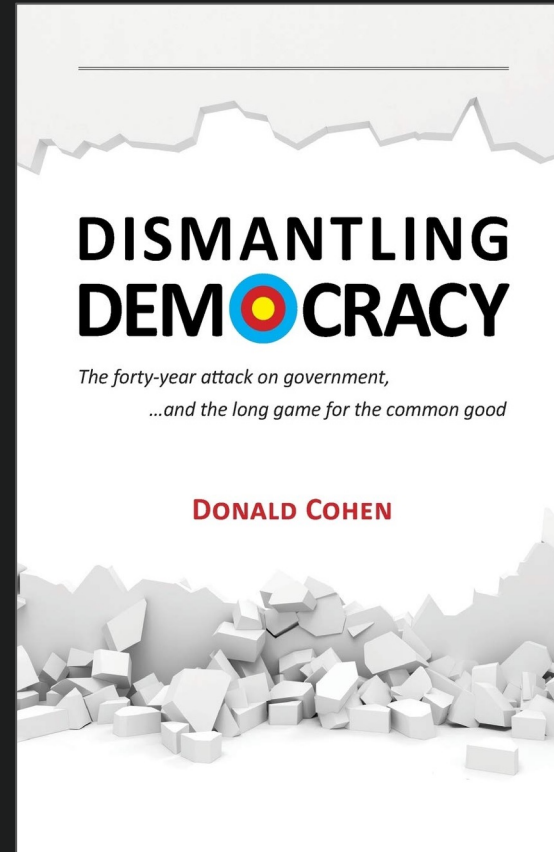
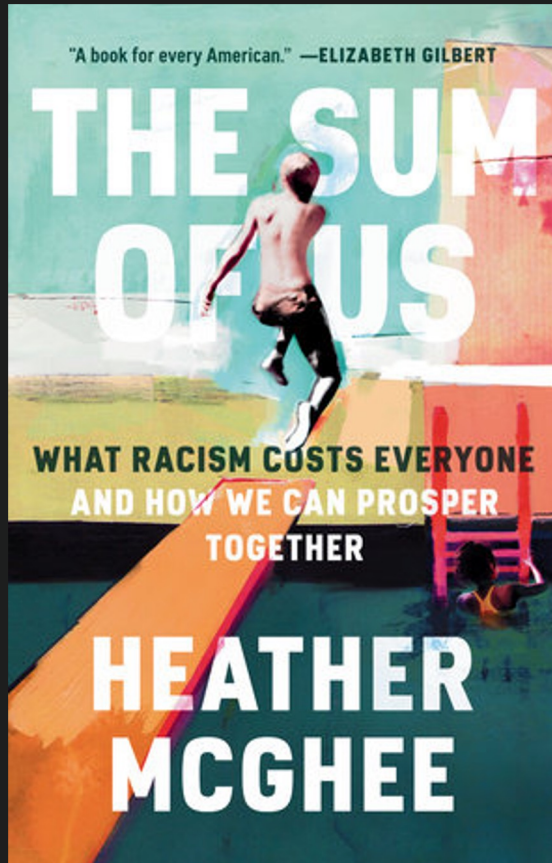
## Surface root causes of divisions





# Building a "Bigger We"

Surface root causes of divisions





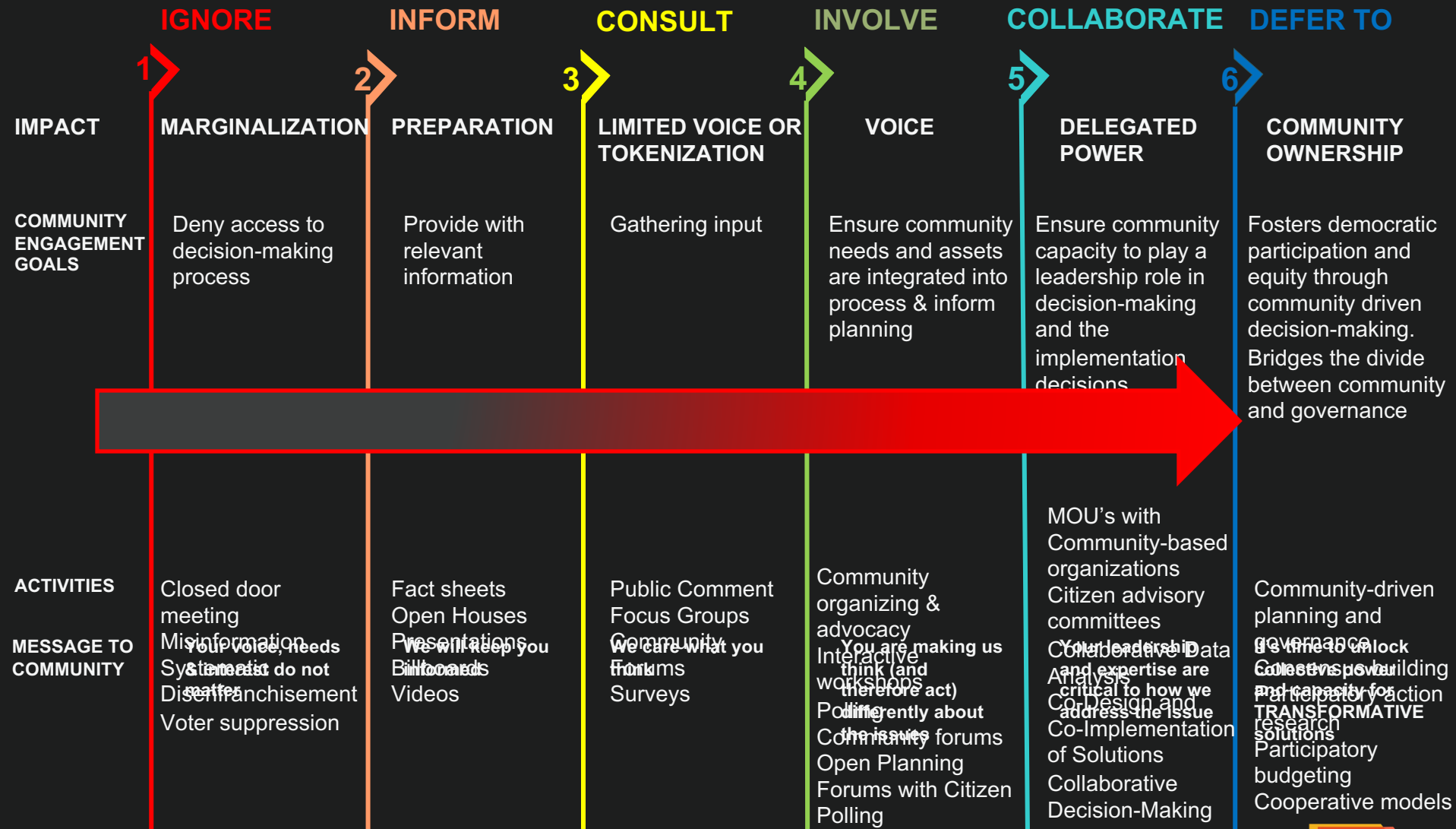
**Small Group Activity  
Elevator Pitch  
(what motivates you to work  
on racial equity and why?)**



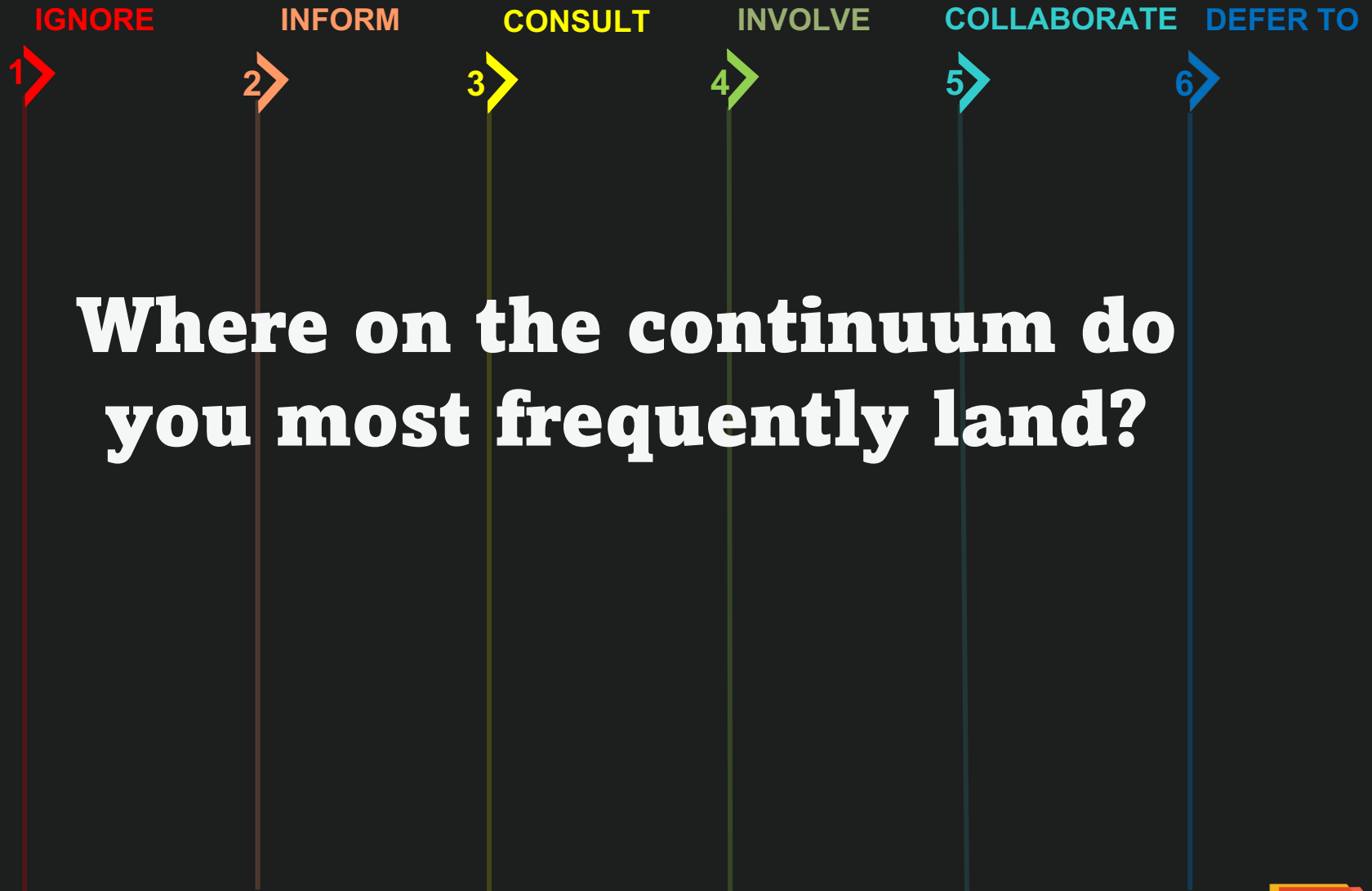
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# Community engagement continuum



# Community engagement continuum



**Where on the continuum do you most frequently land?**



# Cross-Sector Collaboration

## Ground bridging in local organizing

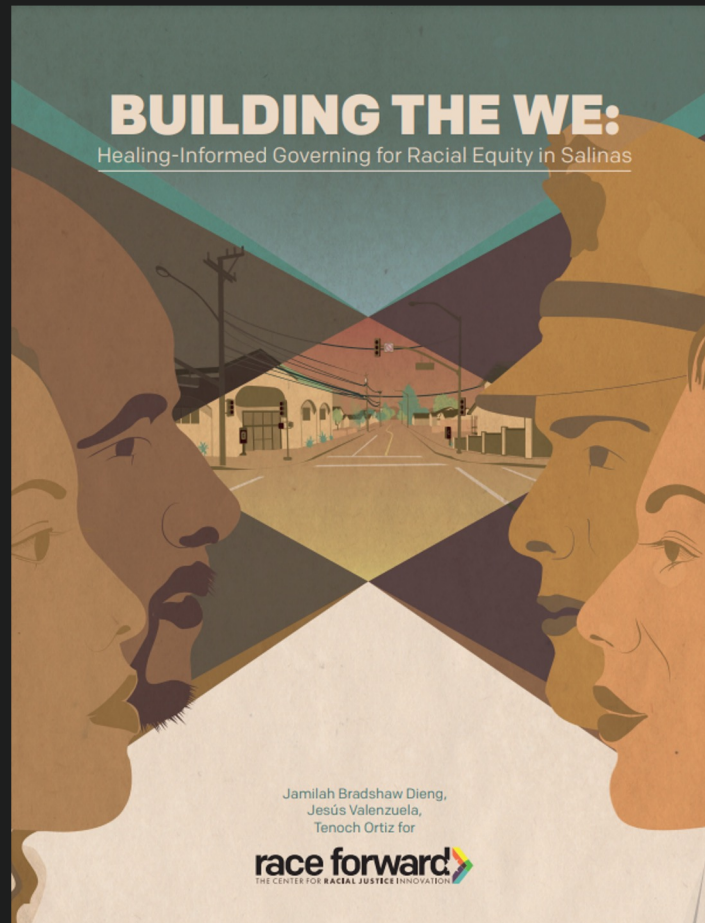


Locate your “bridgers” in the communities that are most impacted

Together, create shared spaces and ground those spaces in history as the root causes for today’s conditions

Identify the bridges you are best positioned to help build (e.g., urban/rural, sector, demographics) and be clear about towards what end

# Bridging across Sectors



# Countywide Operational Structure for One Fairfax Policy Implementation

## Central Leadership

### •Chief Equity Officer and Team

- Chief Equity Officer (1)
- Policy Directors (2)
- Project Managers (3)
- Administrative Assistant (1)

### •Core Team

- Equity Leads
- Reps from Core Support Agencies – DMB, HR, OHREP, OPA, NCS, DEI, DPMM

•Equity Ambassadors recruited from workforce to support training

### •Executive Leadership Team

- CFO and DCEXs
- Leadership of Core Support Agencies
- FCPS CEO & key leadership

### •Senior Management Team

### Engagement

### •Board of Supervisors

### Engagement

### •Community Engagement

- One Fairfax Community Roundtable

## Core Implementation Supports

### •Training and Capacity Building

### •Technical Assistance

- Strategy Development
- System/Program Analyses
- Culture Change Processes

### •Inclusive Community Engagement

- Faith, Civic, Nonprofit, and Business Engagement
- Language Access
- Communications/Messaging
- Place-based
- Population-focused
- Accessibility

### •Planning and Analysis

- Data Analytics
- Geospatial Resources
- Assessment and Evaluation

### •Legislative Review

### •Human Resources

### Management

- Organizational Development
- Employee Relations

### •Integration into Procurement and Budget Processes

## Equitable Policy & Practice Integration

### •Areas of Focus

- Attainable Housing
- Equitable Development
- Digital Equity
- Inclusive Prosperity
- Health
- Cradle to Career Success
- Safety and Justice
- Food Security

### •Department Level Infrastructure

- Equity Directors in key departments: HR, FCPD, DPD, FCPD, Fire, DOT
- Equity Leads and Teams
- Equity Impact Plans

### •Equity Impact Assessments and Statements on Select BOS Items

### •Trust Policy Implementation

### •Shared Accountability Efforts

- Successful Children & Youth Policy Team
- Place-based Collective Impact Structures (Communities of Opportunity; Opportunity Neighborhoods)

# Fairfax County, VA

## Progressive Sequence of Collaboration

**2015**

### **Equitable Growth Profile Advisory Committee**

- Deepen understanding of equity as a key economic driver
- Ground Truth data and findings

**2019**

### **Chairman's Task Force on Equity & Opportunity**

- Develop big ideas and compelling frames
- What systems have made certain places and populations vulnerable?
- How is racism manifesting itself?
- What stands in the way of progress?

**2021**

### **One Fairfax Community Roundtable**

- Demonstrate intentionality in ensuring diverse representation and inclusiveness in power and decision making opportunities
- Charged to monitor the degree to which each county agency has prioritized the needs of BIPOC and lower income communities





Charlotte Mayor Vi Lyles

Mayor's Racial Equity Initiative seeks to raise a quarter-of-a-billion dollars to address inequities and boost opportunity in Charlotte Mecklenburg



FOCUS AREA 1

**Bridge the Digital Divide**

Create the Center for Digital Equity and provide devices, internet access, and digital literacy education in vulnerable communities.



FOCUS AREA 2

**Invest in Corridors of Opportunity**

Improve access to employment, mobility options, housing, and daily services in six business and neighborhood corridors of opportunity.



FOCUS AREA 3

**Transform Johnson C. Smith University for the Future**

Position JCSU as a top-tier, career-path-oriented HBCU by growing the university's academic offerings, recruiting top talent through career-oriented incentives, and appointing a Transformation Leader that will champion positive change.



FOCUS AREA 4

**Catalyze Employer Commitment**

Advance more Black and Brown leaders in C-suite positions and on boards, develop career paths for students and workforce development programs, and extend corporate policies for equity.

**Endowment  
Bank of America**



# Buffalo, New York

## Greater Buffalo Racial Equity Roundtable

- The Racial Equity Dividend: Buffalo's Great Opportunity (2016) established a baseline and the charge
- 30+ community leaders from public, private, nonprofits and faith institutions
- In 2017, received a \$2 million grant over 5 years from the W.K. Kellogg Foundation (WKKF) in support of a local Truth, Racial Healing & Transformation (TRHT) effort in Buffalo.
- Current Initiatives:
  - Juvenile Justice Works
  - Racial Equity Impact Analysis Training
  - Business Leaders Task Force
  - Youth Employment Coalition
  - Boys and Young Men of Color Alignment
  - Reentry Coalition

# **Lunchtime table talks: Consider a racial equity challenge in your community:**

- 1) What sectors are best situated to help you better understand it?**
- 2) How might you enlist different sectors to address it?**
- 3) What is your role?**
- 4) What is local government's role?**



# Not just doing something different, but becoming something different

- A new mindset
- A new way to operate
- Acknowledging that what got you where you are today won't get you to where you want to be in the future
- Integrating transactional approaches to advance overall objectives which advances racial equity initiatives
- Building political will to create racial equity



# Bold Steps and Opportunities for Sustainability



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# Resources

## Fairfax County, VA

- <https://www.fairfaxcounty.gov/chairman/chairmans-task-force-equity-and-opportunity>
- <https://www.fairfaxcounty.gov/topics/sites/topics/files/assets/documents/pdf/equitable-growth-profile-report.pdf>

## Charlotte, NC

- <https://www.forbes.com/sites/marybethgasman/2021/11/01/a-250-million-investment-in-racial-equity-aims-to-advance-charlotte-north-carolina/?sh=5c0fe5b212d6>

## Buffalo, NY

- <https://racialequitybuffalo.org/files/documents/report/theequitydividendfinaljune2018.pdf>
- <https://www.cfgb.org/community-change/initiatives/racial-equity-roundtable/>



thank you

