Racial Equity & Social Justice: A Geographic Approach

John Ruffing
Spatial and Equity Lenses
A Geographic Approach

GIS for Racial Equity & Social Justice
A P P L Y  I N T E R S E C T I O N A L
E Q U I T Y  L E N S E S

Gender, Sexual Orientation, Age, Ability

Race, Ethnicity, Caste, Tribe, Indigeneity

Location

Class, Income, Home Ownership, etc.

Religion

Language

Immigration Status, Nationality, Country of Origin

APPLY INTERSECTIONAL EQUITY LENSES
RACIAL EQUITY & SOCIAL JUSTICE WORKFLOW

- Engage Communities
- Operationalize Positive Practices
- Manage Performance
- Map and Analyze Equity
Understand & Plan

Take Action & Measure Impact

Engage Stakeholders
Understanding as a First Step…

• Where does our workforce not represent the local community?

• Who are we missing? Where are they? How can we reach them?

• Where do inequities in outcomes or access to resources exist in the areas we serve?
Planning…

- Where should we allocate our resources to best address workforce or community inequities?
- How should we perform outreach?
- Where can we support community partners?
- How can we make these efforts most effective? Equitable?
Take Action & Measure Impact

• What’s happening where?

• What’s the overall status?

• Where have we made progress?

• How can we do better?
Engage Stakeholders

• How can we use data to advocate for our initiatives?

• ...Report on our impact?

• ...Affect policy change?

• ...Increase community engagement?
Focus on Key Issues

Our Focus
Together we can end injustices and create a more equitable community.

- **Workforce**
  Becoming a model employer and doing our part to advance racial equity.

- **Services**
  Increasing transparency and delivering equitable services to constituents.

- **Policing**
  Working with the community to increase accountability and trust.

- **Economic Inclusion**
  Opening economic opportunities and creating an inclusive market.

How We Are Doing
Using transparent data and metrics to make more equitable decisions.
Getting Started

Resources to Leverage
Today
ArcGIS Living Atlas of the World is the foremost collection of geographic information from around the globe. It includes maps, apps, and data layers to support your work.
Racial Equity GIS Hub

Check back often for new resources and content

Esri's Racial Equity GIS Hub is an ongoing, continuously expanding resource hub to assist organizations working to address racial inequities. The Racial Equity GIS Hub includes data layers, maps, applications, training resources, articles on best practices, solutions, and examples of how Esri users from around the world are leveraging GIS to address racial inequities.

Get started
Get data
Get help
Data is critical to understanding where racial inequities exist within a community or jurisdiction. Explore a growing collection of geospatial data sourced from the global GIS community and our trusted partners. Add these datasets directly to maps and apps to visualize and analyze racial inequities in the context of your community. When using this data, please reference this article on ethics from the Urban and Regional Information Systems Association on The Role of the GIS Professional in Issues of Equity and Social Justice.

View additional datasets here.

The Policy Maps shown below can help you ask and answer key questions about racial inequities in your county.
Applications

Explore applications created by the GIS community and our trusted partners who are leveraging GIS to drive change around racial equity in their communities.

View additional applications here.

Data
ArcGIS Solutions is a collection of focused maps and apps that help address challenges in your organization. They leverage your authoritative data and are designed to improve operations, provide new insight, and enhance services in government, utility, defense, public safety, telecommunications, and commercial business.
Social Equity Analysis

Overview

Social Equity Analysis can be used to understand community characteristics, analyze community conditions and actions, and generate an equity analysis index.

Governments across the globe struggle to ensure residents have opportunities to continue their education, secure a well-paying job, find healthy foods, access affordable health care, and locate housing options in safe neighborhoods. They recognize many face challenges due in part to systematic and structural barriers that constrain access to opportunity. Social equity aims to understand how systems negatively affect certain groups and

Developed for:
- Health and Human Services
- Public Safety
- State and Local Government
- Telecommunications
- Utilities
ArcGIS Solution for Social Equity Analysis
Evaluate conditions and actions
ArcGIS Solution for Social Equity Analysis

Identify community characteristics
ArcGIS Solution
for Social Equity Analysis

Create equity analysis index
ArcGIS Solution for Social Equity Analysis

Evaluate asset locations
ArcGIS Solution for Social Equity Analysis

Evaluate conditions and actions

Identify community characteristics

Create equity analysis index

Evaluate asset locations

Share results with stakeholders
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