Webinar

WLI Regional Summit: Equity in Leadership & Land Use

Date: September 16, 2020

00:00:04 --> 00:00:07:	Good afternoon. Hello, my name is Amy Rowbottom and I
00:00:07 --> 00:00:10:	am a Co chair of the Women's Leadership Initiative Committee
00:00:10 --> 00:00:12:	for you Li Saint Louis.
00:00:12 --> 00:00:14:	I welcome you to our second in a three part
00:00:14 --> 00:00:18:	series of conversations focused on equity in land use and
00:00:18 --> 00:00:18:	leadership.
00:00:18 --> 00:00:22:	We look forward to our full regional summit in August
00:00:22 --> 00:00:23:	of 21 here in Saint Louis,
00:00:23 --> 00:00:27:	where we will dive deeper into these types of discussions.
00:00:27 --> 00:00:30:	The Planning Committee for that event and a great number
00:00:30 --> 00:00:33:	of other volunteers have created this series of virtual programs
00:00:33 --> 00:00:35:	to start us on that equity journey.
00:00:35 --> 00:00:38:	Now we want to make a safe place to discuss
00:00:38 --> 00:00:40:	and meet each other where we are.
00:00:40 --> 00:00:43:	We first hosted an event on August 12th which focused
00:00:43 --> 00:00:46:	on acknowledgement and learning from our past.
00:00:46 --> 00:00:50:	Today we dive into the topic of analysis discussing our
00:00:50 --> 00:00:50:	present.
00:00:50 --> 00:00:54:	And then finally, on October 21st we will plan and
00:00:54 --> 00:00:58:	celebrate action to challenge our future.
00:00:58 --> 00:01:00:	We have over 200 registered attendees.
00:01:00 --> 00:01:03:	For today's discussion and we look forward to leveraging your
00:01:03 --> 00:01:04:	feedback from these sessions.
00:01:04 --> 00:01:08:	To craft to craft a richer experience for you at
00:01:08 --> 00:01:09:	our 2021 Summit.
00:01:09 --> 00:01:11:	You can find out more about the series,
00:01:11 --> 00:01:15:	See Past recordings and Resources and sign up for future

00:01:15 --> 00:01:19:	events by going to the link at your bottom at
00:01:19 --> 00:01:22:	the bottom of your screen wli summit.uli.org.
00:01:22 --> 00:01:24:	Before we kick things off,
00:01:24 --> 00:01:26:	I just want to go over a few housekeeping items
00:01:26 --> 00:01:29:	and review a few features of the Zoom platform we
00:01:29 --> 00:01:30:	will leverage for today.
00:01:30 --> 00:01:32:	We will be in webinar mode,
00:01:32 --> 00:01:36:	which means that all attendees will be automatically muted with
00:01:36 --> 00:01:39:	their video off and the chat feature will be disabled.
00:01:39 --> 00:01:41:	We will be utilizing the Q&A feature.
00:01:41 --> 00:01:45:	We encourage you to answer to enter your questions throughout
00:01:45 --> 00:01:46:	the session.
00:01:46 --> 00:01:48:	There is an upvote feature in this window if you
00:01:48 --> 00:01:50:	want to prioritize someones question,
00:01:50 --> 00:01:54:	collect a thumbs up. The questions with the most upvotes
00:01:54 --> 00:01:56:	will be answered first.
00:01:56 --> 00:02:00:	Our presenters today will be using slides during their introduction.
00:02:00 --> 00:02:03:	You can see more of the screen by viewing in
00:02:03 --> 00:02:05:	speaker mode and resizing the viewer.
00:02:05 --> 00:02:08:	Speaking pain to only show the current speaker.
00:02:08 --> 00:02:12:	And finally, all Sessions will be recorded and posted on
00:02:12 --> 00:02:14:	the URL on the Wli website.
00:02:16 --> 00:02:19:	Since the inception of Wli,
00:02:19 --> 00:02:23:	the importance of diversity equity inclusion has been paramount.
00:02:23 --> 00:02:26:	Throughout the planning of these community events,
00:02:26 --> 00:02:30:	our committee salted important to acknowledge and share how these
00:02:30 --> 00:02:35:	conversations the data collected and the challenges faced all support.
00:02:35 --> 00:02:38:	The larger journey we undertake together.
00:02:38 --> 00:02:40:	To talk more about that,
00:02:40 --> 00:02:42:	it is my pleasure to introduce to you,
00:02:42 --> 00:02:46:	Kelly Nagel, with Stolz real real estate partners.
00:02:46 --> 00:02:49:	Within you ally, Kelly Kelly serves as the global governing
00:02:49 --> 00:02:53:	trustee and chair of the Executive Committee of the Women's
00:02:53 --> 00:02:54:	Leadership Initiative,
00:02:54 --> 00:02:58:	or WLI. She also serves on you allies,
00:02:58 --> 00:03:01:	Curtis Infrastructure Global Advisory Board,
00:03:01 --> 00:03:04:	the Diversity, Equity and Inclusion Council,

00:03:04 --> 00:03:06:	and is a member of the leadership team for the
00:03:07 --> 00:03:08:	ULI Urban Development and Mixed Use.
00:03:08 --> 00:03:11:	Bronze Product Council Kelly.
00:03:13 --> 00:03:14:	Thank you so
00:03:14 --> 00:03:17:	much, Amy. I'm I'm thrilled to be here and take
00:03:17 --> 00:03:21:	part and this part of the Regional Summit series.
00:03:21 --> 00:03:24:	I know that the WI Summit last year was actually
00:03:24 --> 00:03:27:	the recipient of one of our innovation grants,
00:03:27 --> 00:03:29:	and was such a fantastic event.
00:03:29 --> 00:03:32:	We're really looking forward to the 2020 version,
00:03:32 --> 00:03:36:	but I'm really pleased that the planning team was able
00:03:36 --> 00:03:39:	to react and adapt in this time of kovid and
00:03:39 --> 00:03:43:	then also in in these times in our society,
00:03:43 --> 00:03:46:	as we're talking about. Racial equity and things like that
00:03:46 --> 00:03:47:	to put on this great series.
00:03:47 --> 00:03:49:	So the first one was fantastic.
00:03:49 --> 00:03:52:	I'm looking forward to to the next 2.
00:03:52 --> 00:03:54:	Just a little bit about Wli in our mission in
00:03:55 --> 00:03:55:	history,
00:03:55 --> 00:03:58:	it was double eyes. The Women's Leadership Initiative,
00:03:58 --> 00:04:02:	and it was really conceived initially to increase the numbers
00:04:02 --> 00:04:05:	and the visibility of women in leadership roles,
00:04:05 --> 00:04:10:	both within the commercial real estate industry and also within
00:04:11 --> 00:04:11:	ULI.
00:04:11 --> 00:04:15:	To that end, we've done lots of different programming and
00:04:15 --> 00:04:17:	events over the past nine or ten years,
00:04:17 --> 00:04:21:	and we now have district councils that have double isannah
00:04:21 --> 00:04:24:	presenting programming all throughout the country.
00:04:24 --> 00:04:28:	And so what's exciting is that as things have evolved
00:04:28 --> 00:04:28:	and shifted,
00:04:28 --> 00:04:31:	the programming has has changed as well.
00:04:31 --> 00:04:34:	And so now we're highly involved in the diversity,
00:04:34 --> 00:04:37:	equity, and inclusion efforts within you Ally.
00:04:37 --> 00:04:40:	And then also we have a partnership with Paradigm for
00:04:40 --> 00:04:40:	parity,
00:04:40 --> 00:04:42:	which I think you'll hear more about today.
00:04:42 --> 00:04:44:	But the Great news is,
00:04:44 --> 00:04:45:	like all of these efforts,
00:04:45 --> 00:04:48:	are really amplifying the work that Debbie allies been doing
00:04:48 --> 00:04:49:	for a long time,
00:04:49 --> 00:04:54:	it's it's really exciting to think about moving beyond to

00:04:54 --> 00:04:55	diversity beyond gender,
00:04:55 --> 00:04:58	which is what we originally started focusing on.
00:04:58 --> 00:05:01	And so I'm thrilled to take part in these discussions
00:05:01 --> 00:05:05	and to participate today and hear what these great panelists
00:05:05 --> 00:05:06	have to say.
00:05:06 --> 00:05:09	This is a session that's focused on data and how
00:05:09 --> 00:05:11	that drives and informs our decision making.
00:05:11 --> 00:05:14	So I would be remiss if I didn't make a
00:05:14 --> 00:05:16	plea for all of you to go into your you
00:05:16 --> 00:05:17	Allied membership.
00:05:17 --> 00:05:21	Profile and update your demographic data something that we realized
00:05:21 --> 00:05:24	with wli back in the beginning that was that we
00:05:24 --> 00:05:28	didn't really we weren't collecting information on gender and until
00:05:28 --> 00:05:32	recently. We weren't collecting information on race.
00:05:32 --> 00:05:35	And so it's really hard for us to measure progress
00:05:35 --> 00:05:37	if we don't know what our baseline is and so
00:05:37 --> 00:05:38	please please.
00:05:38 --> 00:05:39	Please don't do it right.
00:05:39 --> 00:05:41	This second pay attention. But as soon as you're finished.
00:05:41 --> 00:05:45	Please log into your uli membership profile and update your
00:05:45 --> 00:05:46	demographic data,
00:05:46 --> 00:05:50	it's really, really important. Or the efforts that we're undertaking
00:05:50 --> 00:05:51	right now.
00:05:51 --> 00:05:52	And that's all I have.
00:05:52 --> 00:05:54	Thank you so much for being here and I look
00:05:54 --> 00:05:56	forward to learning more with you,
00:05:56 --> 00:05:56	thanks.
00:05:58 --> 00:06:02	Thank you Kelly. So before I lose my time at
00:06:02 --> 00:06:03	the Mike,
00:06:03 --> 00:06:05	I want to make sure I thank our panelists.
00:06:05 --> 00:06:07	An Armada rater for their time and commitment.
00:06:07 --> 00:06:10	And I also want to recognize this support from our
00:06:10 --> 00:06:14	Wii Regional Partners in Indianapolis and Kansas City who have
00:06:14 --> 00:06:16	been helping to curate this virtual series.
00:06:16 --> 00:06:18	And who you won't see today,
00:06:18 --> 00:06:21	but is instrumental to the success of helping our ideas
00:06:21 --> 00:06:23	make it to reality is Saint Louis.
00:06:23 --> 00:06:27	You Ally District Council executive director Kelly Annis to all
00:06:27 --> 00:06:28	these people in many more,

00:06:28 --> 00:06:31:	I sincerely thank you. As I mentioned,
00:06:31 --> 00:06:34:	today's agenda focuses on the aspect of analysis in the
00:06:34 --> 00:06:35:	arena of diversity,
00:06:35 --> 00:06:39:	equity and inclusion. We all rely on data in some
00:06:39 --> 00:06:42:	form to help us make our decisions to validate our
00:06:42 --> 00:06:45:	approach and inform our future actions.
00:06:45 --> 00:06:47:	So today we want to unpack as much as we
00:06:47 --> 00:06:49:	can about that process.
00:06:49 --> 00:06:52:	So the structure for today's conversation is a panel discussion
00:06:52 --> 00:06:54:	followed up by Q&A with the audience.
00:06:54 --> 00:06:57:	So to kick things off and to understand the audience
00:06:57 --> 00:06:58:	baseline,
00:06:58 --> 00:07:01:	you'll see a couple of polling questions pop up on
00:07:01 --> 00:07:02:	your screen.
00:07:02 --> 00:07:03:	Since we can't do a show of hands,
00:07:03 --> 00:07:06:	we wanted to give our panelists a sense of the
00:07:06 --> 00:07:08:	knowledge of the topics we are about to discuss.
00:07:08 --> 00:07:11:	And then we'll share those results of of that here
00:07:11 --> 00:07:12:	shortly before we begin.
00:07:15 --> 00:07:17:	So it looks like there's a good working relationship,
00:07:17 --> 00:07:23:	an maybe some neutrality around your relationship with data.
00:07:23 --> 00:07:25:	And then do you have a coordinator?
00:07:25 --> 00:07:28:	Majority are in the know category.
00:07:28 --> 00:07:30:	So we're going to talk a little bit about both
00:07:30 --> 00:07:32:	of those from our panelists.
00:07:32 --> 00:07:34:	So now I'm going to turn over the rest of
00:07:34 --> 00:07:37:	the program to Brian heard he's our moderate are for
00:07:37 --> 00:07:38:	the program.
00:07:38 --> 00:07:41:	Brian is an adjunct professor.
00:07:41 --> 00:07:46:	Of planning sustainable in racially equitable urban communities at Washington
00:07:46 --> 00:07:47:	University in Saint Louis.
00:07:47 --> 00:07:50:	With over 25 years of professional practice,
00:07:50 --> 00:07:52:	Brian is a leader at Equitable planning,
00:07:52 --> 00:07:57:	Relationship Oriented development, implementation and evaluation.
00:07:57 --> 00:07:59:	Brian is a Saint Louis based consultant and trainer.
00:07:59 --> 00:08:02:	In addition to his commitment as professor and author on
00:08:02 --> 00:08:03:	this subject matter.
00:08:03 --> 00:08:07:	His work involves integrating an equity lens that addresses race
00:08:07 --> 00:08:11:	and its adverse impact on social and physical determinants

	of
00:08:11 --> 00:08:11:	health,
00:08:11 --> 00:08:17:	including the undervaluation and marginalization of people and communities of
00:08:17 --> 00:08:17:	color.
00:08:17 --> 00:08:19:	As demographics begin to change,
00:08:19 --> 00:08:23:	Brian understands the decisions and actions made today must be
00:08:23 --> 00:08:24:	driven by equity,
00:08:24 --> 00:08:28:	intentional, just, and fair inclusion.
00:08:28 --> 00:08:30:	It's my pleasure to introduce our moderator,
00:08:30 --> 00:08:31:	Ryan Hurd.
00:08:34 --> 00:08:38:	Thank you Amy again and welcome to.
00:08:38 --> 00:08:41:	The Women's Leadership initiative. This is a very important subject
00:08:41 --> 00:08:43:	matter as we all know.
00:08:43 --> 00:08:47:	Again, I'm your moderated. Brian hurt from Saint Louis and
00:08:47 --> 00:08:51:	it's my pleasure to introduce our presenters today.
00:08:51 --> 00:08:55:	As Amy mentioned before, we're going to introduce each panelist
00:08:55 --> 00:08:58:	and allow them up to 10 minutes to share their
00:08:58 --> 00:09:00:	slide presentation and then at the end.
00:09:00 --> 00:09:03:	As Amy mentioned, we will do the Q&A.
00:09:03 --> 00:09:06:	First up is rozell Palmer.
00:09:06 --> 00:09:10:	He's based in Indianapolis IN Rozzo is the director of
00:09:10 --> 00:09:14:	democratizing data at the Kapu Institute.
00:09:14 --> 00:09:17:	He has been with the nonprofit organization for the past
00:09:17 --> 00:09:18:	12 years.
00:09:18 --> 00:09:21:	Democratizing data is an initiative at the Kept Fruit Institute,
00:09:21 --> 00:09:26:	designed to train and develop intergenerational grassroots capacity to use
00:09:26 --> 00:09:29:	public data to inform community projects.
00:09:29 --> 00:09:34:	An public policy advocacy. Brazil is also a current senior
00:09:34 --> 00:09:35:	at Indiana University,
00:09:35 --> 00:09:40:	Purdue University, Indianapolis, studying in the School of Media Arts
00:09:40 --> 00:09:41:	and Science.
00:09:41 --> 00:09:42:	Or do you have the floor?
00:09:46 --> 00:09:47:	Hello
00:09:47 --> 00:09:50:	buddy once again my name is Ross Palmer and I
00:09:50 --> 00:09:53:	remember the temperate Institute.
00:09:53 --> 00:09:57:	I'm asked by senior at Ipy major media science.
00:09:57 --> 00:09:58:	I've been working with Mr.

00:09:58 --> 00:10:02:	Four which was mentioned an user Contacts with system is
00:10:03 --> 00:10:07:	carpet is a community based institution has been dealing with
00:10:08 --> 00:10:10:	in India and in 16 year.
00:10:10 --> 00:10:15:	Armant community and history. Can we empower community members who
00:10:15 --> 00:10:20:	are myriad of social programs and fall into the 40
00:10:20 --> 00:10:22:	categories of entrepreneurship,
00:10:22 --> 00:10:29:	education, environment, empowerment? Are social include?
00:10:29 --> 00:10:35:	Put Initiative official program 5 year kinda medium to graphic
00:10:35 --> 00:10:36:	design.
00:10:36 --> 00:10:40:	Well, I'm coming as has been operating for over 10
00:10:40 --> 00:10:44:	years now and scare booting our new console that was
00:10:44 --> 00:10:49:	build community through start up businesses and development.
00:10:49 --> 00:10:51:	Alone programs only go in detail.
00:10:51 --> 00:10:55:	Is that the market added initiative.
00:10:55 --> 00:10:59:	Which I'm director of. With with important with partnership in
00:10:59 --> 00:11:00:	New America,
00:11:00 --> 00:11:03:	the democratizing our data is a program that aims to
00:11:04 --> 00:11:08:	build intergenerational capacity in the field of data science and
00:11:08 --> 00:11:09:	dinner.
00:11:09 --> 00:11:13:	So it can provide ability for community grassroots institutions ability
00:11:13 --> 00:11:15:	to effectively use data,
00:11:15 --> 00:11:18:	public advocacy, and public policy.
00:11:18 --> 00:11:22:	The core of the DoD Power is 8 week only.
00:11:22 --> 00:11:28:	Works teach young people until the totalized and data analysis
00:11:28 --> 00:11:29:	data science.
00:11:29 --> 00:11:33:	We needed a quick course a few days ago.
00:11:33 --> 00:11:38:	People, the areas. Fish, which is our statistical language as
00:11:38 --> 00:11:39:	foreign,
00:11:39 --> 00:11:44:	utilizing major datasets analysis. GIS mapping and the Tableau Tool
00:11:44 --> 00:11:49:	which is used to build graph data and communicate information.
00:11:49 --> 00:11:55:	Easier understand time. We are planning our next 8 weeks
00:11:55 --> 00:11:59:	session this upcoming October.
00:11:59 --> 00:12:02:	What the reason behind we started the marker on the
00:12:02 --> 00:12:07:	marketing side project is 'cause the corporate understands that data
00:12:07 --> 00:12:08:	is a major driver.
00:12:08 --> 00:12:13:	Indecision for public policy and institutional decision making.

00:12:13 --> 00:12:19:	We also truly believe that whoever controls the data controls
00:12:19 --> 00:12:22:	an active around the communities.
00:12:22 --> 00:12:25:	That data was gathered. So we aim to assure that
00:12:25 --> 00:12:29:	communities have control over the narrative as two.
00:12:29 --> 00:12:31:	What the data is about what it speaks about.
00:12:31 --> 00:12:36:	Communities have more solid. See how people learn about the
00:12:36 --> 00:12:38:	communities and of their value.
00:12:38 --> 00:12:42:	Lastly want to how you can support the next line.
00:12:46 --> 00:12:49:	How you can support them in many ways you can
00:12:49 --> 00:12:52:	support this problem away is too if you yourself or
00:12:52 --> 00:12:55:	if you know anybody within a data field who's interested
00:12:56 --> 00:12:58:	in working with young people and community and mentoring and
00:12:58 --> 00:13:01:	teaching about different facets of in the data field.
00:13:01 --> 00:13:05:	Please hit us up at dated data at Carpal Tunnel.
00:13:05 --> 00:13:10:	Next is you can send us physical assets such as
00:13:10 --> 00:13:11:	some tools or.
00:13:11 --> 00:13:13:	Direct us to any type of research you think we
00:13:13 --> 00:13:14:	will find.
00:13:14 --> 00:13:16:	Is she useful to her program?
00:13:16 --> 00:13:19:	And Lastly, you can go to our website at copper.org
00:13:19 --> 00:13:20:	and simply donate button.
00:13:23 --> 00:13:24:	Yeah, that's
00:13:24 --> 00:13:24:	it.
00:13:26 --> 00:13:29:	Thank you Russell and again for the participants.
00:13:29 --> 00:13:31:	In our audience we know that it was audio difficulty.
00:13:31 --> 00:13:34:	Will try to work on that behind the scenes,
00:13:34 --> 00:13:37:	but again he will be here for the question and
00:13:37 --> 00:13:39:	answer period as well.
00:13:39 --> 00:13:42:	At this time, we'll go to our second presenter,
00:13:42 --> 00:13:47:	Roxanne Coke. Roxanne is a shareholder at Polsinelli's Real Estate
00:13:47 --> 00:13:48:	practice group.
00:13:48 --> 00:13:50:	She is more than 30 years of experience in real
00:13:50 --> 00:13:54:	estate development and public finance and has pioneered the use
00:13:54 --> 00:13:57:	of economic development tools throughout Missouri for complex,
00:13:57 --> 00:14:00:	complex mixed use development projects.
00:14:00 --> 00:14:05:	Roxanne has represented developers, municipalities and taxing districts in all
00:14:05 --> 00:14:08:	aspects of real estate development,

00:14:08 --> 00:14:11:	including land use issues acquisition,
00:14:11 --> 00:14:15:	redevelopment and complex financings. She was the lead drafter of
00:14:15 --> 00:14:19:	Missouri's Community Improvement District Act.
00:14:19 --> 00:14:21:	For the Economic Development Corporation of Kansas City,
00:14:21 --> 00:14:25:	Mo, and has represented communities and property owners in the
00:14:25 --> 00:14:30:	formation of Community Improvement districts and issuance of bond financing.
00:14:30 --> 00:14:34:	Support from those Community Improvement District revenues.
00:14:34 --> 00:14:38:	Roxanne currently serves as member of the Park University.
00:14:38 --> 00:14:42:	Pacific Advisory Council. Ann is a member of EU like
00:14:42 --> 00:14:44:	Kansas City Advisory Board.
00:14:44 --> 00:14:45:	Roxanne, you have the floor.
00:14:48 --> 00:14:51:	So good afternoon everyone. I'm going to speak today in
00:14:51 --> 00:14:55:	regard to how there's diversity in real estate development and
00:14:55 --> 00:14:59:	how they use an impact of incentives affects the use
00:14:59 --> 00:15:01:	of or effects racial diversity.
00:15:01 --> 00:15:05:	In the communities and what we can do with data
00:15:05 --> 00:15:09:	gathering in order to improve on racial equity in real
00:15:09 --> 00:15:11:	estate development.
00:15:11 --> 00:15:13:	And I'm going to speak mostly to what we do
00:15:13 --> 00:15:14:	in the Kansas City,
00:15:14 --> 00:15:18:	Mo area, that I think a lot of communities do.
00:15:18 --> 00:15:22:	In large cities throughout the United States as well,
00:15:22 --> 00:15:23:	if you want to go ahead and move to the
00:15:23 --> 00:15:24:	very next slide.
00:15:30 --> 00:15:34:	So with regard to in real estate development,
00:15:34 --> 00:15:38:	often communities will have a requirement for minority and women
00:15:38 --> 00:15:43:	business enterprise participation specifically in Kansas City,
00:15:43 --> 00:15:49:	Mo. When we're using the various different economic development incentive
00:15:49 --> 00:15:50:	tools.
00:15:50 --> 00:15:53:	And there's a lot of data that goes into into
00:15:53 --> 00:15:57:	that and transparency with regard to data is a very
00:15:58 --> 00:16:00:	important thing in order to achieve.
00:16:00 --> 00:16:05:	Goals that we set in the development community in order
00:16:05 --> 00:16:10:	to increase participation by minority and women business enterprises.
00:16:10 --> 00:16:13:	The first piece is making sure that there is a
00:16:13 --> 00:16:18:	determination of what is the availability in in the Metropolitan

00:16:18 --> 00:16:22:	area for for the various different minority and women business
00:16:23 --> 00:16:25:	owned enterprises. The next is setting those goals.
00:16:25 --> 00:16:28:	You have to have you have to know what they'll
00:16:28 --> 00:16:31:	ability is in order to set the goals for particular
00:16:31 --> 00:16:31:	project and.
00:16:31 --> 00:16:35:	Part of that is sharing data back and forth too,
00:16:35 --> 00:16:38:	about what the project needs are going to be,
00:16:38 --> 00:16:42:	what types of of? Element that we that we have
00:16:42 --> 00:16:47:	in the various different trades that will be needed for
00:16:47 --> 00:16:49:	the particular project.
00:16:49 --> 00:16:53:	Again, that's important. Data driven component of the project.
00:16:53 --> 00:16:58:	The next is reporting and monitoring the actual participation in
00:16:58 --> 00:16:59:	the project.
00:16:59 --> 00:17:04:	And so. And that happens again.
00:17:04 --> 00:17:06:	That is a very data driven.
00:17:06 --> 00:17:11:	Program that developers work with the city that is ultimately
00:17:11 --> 00:17:17:	monitoring that participation and it takes working with both the
00:17:17 --> 00:17:21:	minority businesses that are participating on the project,
00:17:21 --> 00:17:24:	the city and the developer,
00:17:24 --> 00:17:27:	and the contractor at the end of the day.
00:17:27 --> 00:17:31:	The important thing is measuring outcomes what what have we
00:17:31 --> 00:17:34:	achieved through this particular program?
00:17:34 --> 00:17:40:	And really, it's important to keep track of what businesses
00:17:40 --> 00:17:44:	have now been able to enter into the program,
00:17:44 --> 00:17:46:	because there are, there's more availability,
00:17:46 --> 00:17:49:	there's more more opportunities to participate,
00:17:49 --> 00:17:54:	and so hopefully we are growing minority owned and women
00:17:54 --> 00:17:59:	business enterprises and then part of the other measurement is,
00:17:59 --> 00:18:02:	are they successful? Have they been able to graduate from
00:18:03 --> 00:18:03:	the program?
00:18:03 --> 00:18:05:	And that is something that Kansas City.
00:18:05 --> 00:18:10:	Works too to achieve. At graduation program for these and
00:18:10 --> 00:18:15:	then also making sure that they don't just because they've
00:18:15 --> 00:18:19:	graduated that they fall off the radar.
00:18:19 --> 00:18:22:	We want to make sure that they're continuing to be
00:18:22 --> 00:18:25:	able to participate in an equitable way in development in
00:18:25 --> 00:18:26:	the Kansas City,
00:18:26 --> 00:18:29:	KS, City area. And So what I've described,

00:18:29 --> 00:18:32:	I think a lot of communities throughout the United States
00:18:32 --> 00:18:32:	do that.
00:18:32 --> 00:18:35:	I'm going to go ahead and ask you all to
00:18:35 --> 00:18:37:	move to the next slide if you would.
00:18:37 --> 00:18:40:	And we'll talk a little bit about workforce participation,
00:18:40 --> 00:18:45:	so I just spoke about the business enterprise businesses participating.
00:18:45 --> 00:18:48:	But we also want to make sure that we have
00:18:48 --> 00:18:52:	a strong workforce that is diverse as well.
00:18:52 --> 00:18:55:	And again, that comes to determining what's the availability of
00:18:56 --> 00:18:56:	the workforce.
00:18:56 --> 00:18:59:	And what what? They're what we need to do to
00:18:59 --> 00:18:59:	protect,
00:18:59 --> 00:19:06:	perhaps row that workforce whether it's in the racial equity
00:19:06 --> 00:19:09:	women participation as well.
00:19:09 --> 00:19:14:	Again, there's the piece of setting the goals for the
00:19:14 --> 00:19:16:	particular project,
00:19:16 --> 00:19:20:	in this case, Kansas City has a set goal of
00:19:20 --> 00:19:20:	10%
00:19:20 --> 00:19:24:	and two percent, 10% minority participation in 2%
00:19:24 --> 00:19:28:	women participation. And I know that they're working on reviewing
00:19:28 --> 00:19:28:	their work.
00:19:28 --> 00:19:34:	Horse program right now, and so that that could change.
00:19:34 --> 00:19:37:	So there's a lot of data being gathered to see
00:19:37 --> 00:19:41:	whether or not this this program is achieving the goals
00:19:41 --> 00:19:44:	that the city hopes to to to achieve again.
00:19:44 --> 00:19:50:	That also requires monitoring through each project an reporting and
00:19:50 --> 00:19:53:	again at the end of the day.
00:19:53 --> 00:19:56:	The question is, are we building a diverse and skilled
00:19:56 --> 00:19:59:	workforce and measuring those outcomes?
00:19:59 --> 00:20:02:	So I know in the Kansas City area we're looking
00:20:02 --> 00:20:02:	forward to.
00:20:02 --> 00:20:09:	To hearing the next evaluation of the workforce program.
00:20:09 --> 00:20:15:	Next slide, please. So, um.
00:20:15 --> 00:20:19:	The next years and we were having a pretty fierce
00:20:19 --> 00:20:20:	discussion.
00:20:20 --> 00:20:24:	Really, I would just say rigorous discussion in Kansas City
00:20:24 --> 00:20:28:	about the Equitable Land use in the Kansas City area,
00:20:28 --> 00:20:33:	and specifically the applicable use of tax incentives.
00:20:33 --> 00:20:38:	And where those are being used and what communities are

00:20:38 --> 00:20:42:	benefiting most from the use of tax incentives.
00:20:42 --> 00:20:47:	And I think that this is where the data collection
00:20:47 --> 00:20:48:	is very,
00:20:48 --> 00:20:53:	very important. In order to measure what's really happening and
00:20:53 --> 00:20:55:	how do use of tax incentives.
00:20:55 --> 00:21:02:	Are helping or perhaps harming our various different taxing districts
00:21:02 --> 00:21:06:	or neighborhoods and areas throughout the city,
00:21:06 --> 00:21:10:	so in order to, I think,
00:21:10 --> 00:21:13:	be able to fully measure.
00:21:13 --> 00:21:16:	That impact we have to keep track of.
00:21:16 --> 00:21:20:	Assessed values rates of growth both what?
00:21:21 --> 00:21:24:	What is the current assessed value and the rate of
00:21:24 --> 00:21:25:	growth of property,
00:21:25 --> 00:21:28:	both not just the property that got developed but also
00:21:28 --> 00:21:31:	the surrounding properties and then also all of the areas
00:21:31 --> 00:21:32:	of the community.
00:21:32 --> 00:21:35:	You really need to keep track of what's happening in
00:21:35 --> 00:21:37:	the community at large bridge for those that did or
00:21:37 --> 00:21:38:	did not receive incentives.
00:21:38 --> 00:21:43:	Are they growing at the same growth rate and and
00:21:43 --> 00:21:45:	trying to determine?
00:21:45 --> 00:21:48:	How, whether or not growth in one area had a
00:21:48 --> 00:21:51:	negative impact on the growth in another area,
00:21:51 --> 00:21:56:	and that really comes, I think with gathering that debt
00:21:56 --> 00:21:57:	the data and.
00:21:57 --> 00:22:00:	I think that it's there's a lot of discussion as
00:22:00 --> 00:22:02:	well as to what the impact that we have on
00:22:02 --> 00:22:04:	the various different taxing jurisdictions,
00:22:04 --> 00:22:07:	and I think that where we need where we can
00:22:07 --> 00:22:10:	do better and what we need to do more of
00:22:10 --> 00:22:14:	is measuring the actual revenue generation from all of the
00:22:14 --> 00:22:19:	various different property types throughout the entire area.
00:22:19 --> 00:22:22:	And if we don't do that,
00:22:22 --> 00:22:27:	then. We're not going to be able to know exactly
00:22:27 --> 00:22:32:	how our use of incentives have an impact on the
00:22:32 --> 00:22:34:	taxing jurisdictions,
00:22:34 --> 00:22:38:	and that ultimately is going to be important for all
00:22:38 --> 00:22:40:	of those stakeholders.
00:22:40 --> 00:22:43:	To be transparent and sharing data with regard to all
00:22:44 --> 00:22:48:	of their various different revenue sources and from all their
00:22:48 --> 00:22:52:	various different property types and seeing what the rate of

00:22:52 --> 00:22:57:	growth is in all of those different revenue sources.
00:22:57 --> 00:22:58:	And that concludes my presentation.
00:22:58 --> 00:23:00:	I think I'm about out of time as well.
00:23:07 --> 00:23:10:	Thank you Roxanne. Very great job for those who are
00:23:10 --> 00:23:11:	just joining us now.
00:23:11 --> 00:23:15:	That was Roxanne Coke from Kansas City Mo before her
00:23:15 --> 00:23:20:	was our first presenter Razul Palmer from Indianapolis IN.
00:23:20 --> 00:23:23:	Our third presenter is John Cruz,
00:23:23 --> 00:23:24:	based here in St Louis,
00:23:24 --> 00:23:28:	Mo. John is the data management coordinator for Eyes Community
00:23:28 --> 00:23:29:	development.
00:23:29 --> 00:23:32:	John uses geospatial and census data to tell US Visual
00:23:32 --> 00:23:35:	story or what is happening with land in the Saint
00:23:35 --> 00:23:39:	Louis region while also tracking neighborhood change indicators.
00:23:39 --> 00:23:44:	As an intermediary between data sources and human consumption.
00:23:44 --> 00:23:47:	John, as the public and data literacy initiatives.
00:23:47 --> 00:23:52:	An assist community partner organizations to interpret improperly utilized data
00:23:52 --> 00:23:56:	as a way that can positively impact their service areas.
00:23:56 --> 00:23:59:	He provides technical assistance and consulting services to rises,
00:23:59 --> 00:24:05:	community partners, nonprofit organizations as well as local government.
00:24:05 --> 00:24:09:	Utilizing geographic information systems, data and technology,
00:24:09 --> 00:24:11:	John Works to support all of rises,
00:24:11 --> 00:24:14:	real estate development functions. As an urban planner,
00:24:14 --> 00:24:20:	John is also heavily involved in community planning efforts undertaking
00:24:20 --> 00:24:20:	by Rise.
00:24:20 --> 00:24:24:	He's executive board member of the American Planning Association,
00:24:24 --> 00:24:26:	Missouri St Louis Metropolitan section.
00:24:26 --> 00:24:30:	An elected member of the National Neighborhood Indicators Partnership Executive
00:24:30 --> 00:24:31:	Committee,
00:24:31 --> 00:24:33:	and he was a charter board member of the Saint
00:24:34 --> 00:24:36:	Louis Civic Tech and Data Collaborative.
00:24:36 --> 00:24:40:	At this time, I introduced again John Cruz.
00:24:40 --> 00:24:41:	Brian,
00:24:41 --> 00:24:43:	thank you so much for that introduction and thank you

00:24:43 --> 00:24:46:	to ULI annual Eye Saint Louis for having a son
00:24:46 --> 00:24:46:	today.
00:24:46 --> 00:24:48:	So we'll honor in village to be able to talk
00:24:48 --> 00:24:50:	about all this with all of you today.
00:24:50 --> 00:24:52:	So today we're talking about equity and data practice and
00:24:52 --> 00:24:54:	it's going to touch on a lot of stuff that
00:24:54 --> 00:24:56:	you've already heard a lot of stuff that's going to
00:24:56 --> 00:24:59:	be coming up throughout this throughout this panel today,
00:24:59 --> 00:25:01:	and I think we're just going to dive right into
00:25:01 --> 00:25:01:	it.
00:25:01 --> 00:25:03:	So if we can go ahead and advance on to
00:25:04 --> 00:25:05:	the next slide here.
00:25:05 --> 00:25:07:	But I'm going to be talking about first is equity
00:25:07 --> 00:25:10:	indicators and breaking down data and an indicator is something
00:25:10 --> 00:25:12:	that you might have heard called a data point.
00:25:12 --> 00:25:15:	You're a measure or something that is just out there
00:25:15 --> 00:25:17:	in the ether that we use to answer one of
00:25:17 --> 00:25:18:	our research questions.
00:25:18 --> 00:25:21:	So we just heard wax and talk about how do
00:25:21 --> 00:25:24:	we measure different things around tax incentives and things like
00:25:24 --> 00:25:24:	that.
00:25:24 --> 00:25:26:	That's the kind of space that you want to be
00:25:26 --> 00:25:28:	at in your head when you're looking at these abstract
00:25:28 --> 00:25:29:	concepts and saying,
00:25:29 --> 00:25:31:	OK, this is a question that we have that we
00:25:31 --> 00:25:33:	need to go ahead and find the indicators that would
00:25:33 --> 00:25:35:	actually go ahead and make it work and to be
00:25:35 --> 00:25:37:	able to give us an idea as far as how
00:25:37 --> 00:25:38:	we can answer that question.
00:25:38 --> 00:25:40:	So the example I have on the slide here is
00:25:40 --> 00:25:42:	the abstract concept of how we measured.
00:25:42 --> 00:25:45:	Quality of life and the real word.
00:25:45 --> 00:25:47:	Measures are the indicators that we would use to look
00:25:47 --> 00:25:48:	at that or things like poverty,
00:25:48 --> 00:25:51:	housing cost, burden household income and you can see the
00:25:51 --> 00:25:53:	list goes on and on and it could become a
00:25:53 --> 00:25:57:	very philosophical conversation about what quality of life means and
00:25:57 --> 00:25:59:	doesn't. So it's a little bit subjective and it takes
00:25:59 --> 00:26:01:	a little bit of data wrangling to figure out what
00:26:01 --> 00:26:04:	exactly is the best way of measuring certain things in

00:26:04 --> 00:26:07:	your area. When we look at it from an equity
00:26:07 --> 00:26:07:	standpoint,
00:26:07 --> 00:26:11:	these are indicators that are explicitly addressing disparities that are
00:26:11 --> 00:26:14:	largely influenced by an ascribed status status that were born
00:26:14 --> 00:26:15:	with not what that we achieve,
00:26:15 --> 00:26:19:	and unless there's a kind of suffix attached to it,
00:26:19 --> 00:26:21:	usually we're talking about a race or ethnicity.
00:26:21 --> 00:26:23:	So when we're talking about equity indicators,
00:26:23 --> 00:26:26:	unless otherwise specified, assume it's talking about race.
00:26:26 --> 00:26:29:	Anything that you can get that's already broken down by
00:26:29 --> 00:26:30:	race is the low hanging fruit.
00:26:30 --> 00:26:33:	This might be census data where it shows income by
00:26:33 --> 00:26:34:	the races of certain households,
00:26:34 --> 00:26:36:	but you can also do a lot of inferring data.
00:26:36 --> 00:26:39:	For instance, if the data isn't already broken down by
00:26:40 --> 00:26:40:	race,
00:26:40 --> 00:26:42:	but you're looking at a census tract where the population
00:26:42 --> 00:26:43:	is 80%
00:26:43 --> 00:26:45:	African American, you can connect the two dots and make
00:26:45 --> 00:26:48:	the assumption that whatever it is that you're looking at
00:26:48 --> 00:26:48:	for that area,
00:26:48 --> 00:26:51:	it's going to apply to that kind of population as
00:26:51 --> 00:26:51:	well,
00:26:51 --> 00:26:54:	so it allows you to make some educated assumptions and
00:26:54 --> 00:26:55:	some educated guesses as well,
00:26:55 --> 00:26:57:	which works out really, really well when we're trying to.
00:26:57 --> 00:26:59:	Put things together and if any of you have ever
00:26:59 --> 00:27:02:	dug through census data or data provided by the city
00:27:02 --> 00:27:03:	that you're working in,
00:27:03 --> 00:27:05:	you know that it doesn't always give you exactly what
00:27:05 --> 00:27:07:	you're looking for in the way that you're looking for.
00:27:07 --> 00:27:09:	So you gotta be created a little bit.
00:27:09 --> 00:27:11:	As we move on to the next slide,
00:27:11 --> 00:27:13:	we're going to be talking a little bit around.
00:27:13 --> 00:27:14:	What is an equity indicated?
00:27:14 --> 00:27:16:	What is an equity indicator?
00:27:16 --> 00:27:19:	'cause the stuff that addresses race explicitly is easy for
00:27:19 --> 00:27:21:	us to understand and we can see these are the
00:27:21 --> 00:27:23:	disparities between the different racial groups and this is how
00:27:23 --> 00:27:26:	they outline and it's easy for us to digest.
00:27:26 --> 00:27:28:	But you'll often ask yourself and other people will ask

00:27:28 --> 00:27:28:	you.
00:27:28 --> 00:27:31:	Is this inequity in Decatur and there's a lot of
00:27:31 --> 00:27:36:	other environmental concerns which disproportionately affect certain populations,
00:27:36 --> 00:27:38:	and the list of indicators that I have on here
00:27:38 --> 00:27:41:	comes from the city of Saint Louis equity indicators.
00:27:41 --> 00:27:43:	Baseline report and these are things that we don't often
00:27:43 --> 00:27:47:	think about when we're thinking about how these disparities addressed
00:27:47 --> 00:27:49:	and what are the ways that we can measure them.
00:27:49 --> 00:27:53:	But things like child, how to emergency room visits the
00:27:53 --> 00:27:54:	pre K through 12.
00:27:54 --> 00:27:57:	Teacher experience vacant buildings at land,
00:27:57 --> 00:27:59:	pedestrian injuries, voter turn out.
00:27:59 --> 00:28:02:	These are all indicators that aren't explicitly race based.
00:28:02 --> 00:28:05:	However, we know that because of the kind of environment
00:28:05 --> 00:28:06:	that we have,
00:28:06 --> 00:28:08:	the kind of world that we've created,
00:28:08 --> 00:28:12:	it has this effect where certain populations are disadvantage to
00:28:12 --> 00:28:14:	a certain populations are not going to.
00:28:14 --> 00:28:17:	Have the same way of looking at these different issues
00:28:17 --> 00:28:19:	that are going to be affected a lot differently.
00:28:19 --> 00:28:22:	The teacher experience is a really good one.
00:28:22 --> 00:28:24:	I feel like we see a lot of instances where
00:28:24 --> 00:28:26:	people come out of college.
00:28:26 --> 00:28:28:	They start moving into their careers,
00:28:28 --> 00:28:31:	they teach, they move to a school district that serves
00:28:31 --> 00:28:35:	minority population or population of color and there's a lot
00:28:35 --> 00:28:37:	of turnover in those districts.
00:28:37 --> 00:28:38:	They use it to get experience,
00:28:38 --> 00:28:39:	move on to something else,
00:28:39 --> 00:28:41:	or potentially change careers or whatever it is.
00:28:41 --> 00:28:45:	But the reality is. Communities of color have teachers that
00:28:45 --> 00:28:48:	have less experience overall than white communities,
00:28:48 --> 00:28:51:	and this is what makes it become an equity indicator.
00:28:51 --> 00:28:53:	And if you're asking yourself why is this an equity
00:28:53 --> 00:28:54:	indicator?
00:28:54 --> 00:28:55:	How does this make sense?
00:28:55 --> 00:28:58:	It means that there's a lot of other deep rooted
00:28:58 --> 00:29:01:	stuff that's going on in the world that isn't necessarily
00:29:01 --> 00:29:01:	apparent to us,
00:29:01 --> 00:29:03:	and being able to keep an open mind and be

00:29:03 --> 00:29:06:	able to let ourselves into new experiences is what's really
00:29:06 --> 00:29:09:	going to help to kind of channel that vision and
00:29:09 --> 00:29:11:	be able to see people when they have different experiences
00:29:11 --> 00:29:11:	than you.
00:29:11 --> 00:29:14:	Then moving on to the next slide.
00:29:14 --> 00:29:16:	Is something I feel is very important and I know
00:29:16 --> 00:29:17:	there's a lot of talk about.
00:29:17 --> 00:29:19:	We always say it's tough in the kinds of things
00:29:19 --> 00:29:20:	that allowed the UI.
00:29:20 --> 00:29:23:	Like professionals, I used to working with something that's really
00:29:23 --> 00:29:26:	important is talking to the community to help understand what's
00:29:26 --> 00:29:29:	going on and to do this kind of community engagement
00:29:29 --> 00:29:31:	to be able to talk to people and have this
00:29:31 --> 00:29:34:	idea that just because data says something that doesn't necessarily
00:29:34 --> 00:29:37:	mean it's reflected on the ground and it's not necessarily
00:29:37 --> 00:29:40:	what people are seeing, so being able to see,
00:29:40 --> 00:29:41:	say, this is what's going on.
00:29:41 --> 00:29:44:	This is how the data this is what the data
00:29:44 --> 00:29:45:	suggests.
00:29:45 --> 00:29:47:	Instead of saying this is what the community is.
00:29:47 --> 00:29:50:	Asking them if they feel like this is what's actually
00:29:50 --> 00:29:50:	going on.
00:29:50 --> 00:29:52:	If they're able to put things into context,
00:29:52 --> 00:29:54:	'cause the more you look at data,
00:29:54 --> 00:29:55:	the more you're going to come across things we say
00:29:55 --> 00:29:56:	this doesn't make sense.
00:29:56 --> 00:29:58:	This is challenging me and you have to allow yourself
00:29:58 --> 00:30:01:	to be challenged to recognize that other peoples experiences and
00:30:01 --> 00:30:03:	the way that their neighborhoods work are going to be
00:30:03 --> 00:30:06:	a lot different than how you grew up and how
00:30:06 --> 00:30:06:	you live.
00:30:06 --> 00:30:09:	So you're going to see stuff that doesn't make sense,
00:30:09 --> 00:30:11:	and taking it to the community and saying this is
00:30:11 --> 00:30:12:	what we've seen.
00:30:12 --> 00:30:15:	This is what the data suggest is happening.
00:30:15 --> 00:30:17:	Is this correct? Can you all help us to understand
00:30:17 --> 00:30:20:	so it becomes a little bit of a learning exchange
00:30:20 --> 00:30:20:	both ways.
00:30:20 --> 00:30:23:	You're not necessarily just telling people this is how things

00:30:23 --> 00:30:25:	are you asking them to have a little bit of
00:30:25 --> 00:30:28:	back and forth to help everybody understand what's happening more.
00:30:28 --> 00:30:31:	It gives you credibility. It allows you to build connections
00:30:31 --> 00:30:34:	within a neighborhood and it helps to be old.
00:30:34 --> 00:30:36:	I put everything into context so that everyone's kind of
00:30:36 --> 00:30:39:	speaking the same language and understanding the projects the same
00:30:39 --> 00:30:40:	way as they move forward.
00:30:40 --> 00:30:43:	It's also very important to make sure that whatever kind
00:30:43 --> 00:30:44:	of herbage are using is inclusive,
00:30:44 --> 00:30:46:	so that goes back to what I said instead of
00:30:46 --> 00:30:48:	saying the community is you say,
00:30:48 --> 00:30:52:	the data suggests that and leave it open to interpretation.
00:30:52 --> 00:30:53:	So that way if there's something that needs to be
00:30:54 --> 00:30:55:	corrected and fixed or put in the context,
00:30:55 --> 00:30:58:	you can do it. I do encourage people really hurts
00:30:58 --> 00:31:00:	in that he was the term citizens and use the
00:31:00 --> 00:31:03:	term residents instead as well as appropriate terms related to
00:31:03 --> 00:31:08:	gender, rage, age, etc. Moving on to the next slide
00:31:08 --> 00:31:09:	over here,
00:31:09 --> 00:31:10:	we're going to take a little bit of real estate
00:31:10 --> 00:31:11:	stuff and of course,
00:31:11 --> 00:31:14:	it's not going to be as robust as well are
00:31:14 --> 00:31:17:	LAX and talked about which was a fantastic presentation,
00:31:17 --> 00:31:20:	but this is more about engaging the community around when
00:31:20 --> 00:31:23:	you're doing development and the unfortunate reality is that for
00:31:23 --> 00:31:24:	a lot of communities,
00:31:24 --> 00:31:27:	they feel that anything that is done.
00:31:27 --> 00:31:30:	Four community, but isn't done with the community is done
00:31:30 --> 00:31:33:	to a community and to a certain extent that can't
00:31:33 --> 00:31:34:	be mitigated.
00:31:34 --> 00:31:35:	You get the land you're building,
00:31:35 --> 00:31:37:	the project. That is what it is,
00:31:37 --> 00:31:38:	but people want to know what's happening.
00:31:38 --> 00:31:41:	Nobody wants to read about something that's happening around the
00:31:41 --> 00:31:43:	block from them in the local newspaper,
00:31:43 --> 00:31:45:	or see it on Facebook or next door.
00:31:45 --> 00:31:46:	They want to know what's going on,
00:31:46 --> 00:31:50:	so inform them. Engage them early on.
00:31:50 --> 00:31:53:	Involve them in decision making processes if you can.

00:31:53 --> 00:31:55:	I know that's not always possible and budgets to know
00:31:55 --> 00:31:56:	is allowed for it.
00:31:56 --> 00:31:58:	The reality is. If they can have a seat at
00:31:58 --> 00:31:59:	the table,
00:31:59 --> 00:32:02:	it's going to make them less likely to resist you
00:32:02 --> 00:32:04:	project likely to become champions of it.
00:32:04 --> 00:32:08:	Bring everybody on board and have everybody move forward together.
00:32:08 --> 00:32:10:	It's really important as well to try to leave any
00:32:10 --> 00:32:13:	kind of assumptions you have at home and build connections
00:32:13 --> 00:32:15:	to really kind of see people again.
00:32:15 --> 00:32:17:	The idea that these communities are going to be different
00:32:17 --> 00:32:19:	than the ones you grew up in and live in
00:32:19 --> 00:32:21:	means that there's going to be a lot of stuff
00:32:21 --> 00:32:22:	that's going to challenge you.
00:32:22 --> 00:32:24:	There's going to be lots of things you're going to
00:32:24 --> 00:32:25:	hear that don't automatically make sense,
00:32:25 --> 00:32:26:	like Oh yeah, of course,
00:32:26 --> 00:32:27:	that's just how it works.
00:32:27 --> 00:32:29:	It doesn't work that way.
00:32:29 --> 00:32:31:	You want to be able to see people see where
00:32:31 --> 00:32:33:	they're coming from and recognize that no matter what,
00:32:33 --> 00:32:36:	you're never going to have that fully in a complete
00:32:36 --> 00:32:38:	understanding of where they're coming from,
00:32:38 --> 00:32:41:	because that's their life and that's their life experience.
00:32:41 --> 00:32:42:	The same way they wouldn't with you.
00:32:42 --> 00:32:43:	Do you want to see them?
00:32:43 --> 00:32:46:	You want to be able to recognize what they're going
00:32:46 --> 00:32:48:	through and see how y'all can work together moving forward
00:32:48 --> 00:32:50:	and a lot of that goes into just getting to
00:32:50 --> 00:32:53:	know the communities supporting the local events,
00:32:53 --> 00:32:56:	the local economy, things like that.
00:32:56 --> 00:32:58:	Moving on to my next slide as I try really
00:32:58 --> 00:33:00:	hard to keep time here is I really want to
00:33:01 --> 00:33:03:	push forward the idea that no matter what you're doing,
00:33:03 --> 00:33:05:	if you're looking at data,
00:33:05 --> 00:33:06:	if you're engaging with the Community,
00:33:06 --> 00:33:08:	whatever it is that you're doing.
00:33:08 --> 00:33:11:	Everything is has to be a holistic approach.
00:33:11 --> 00:33:12:	It's not just about data,
00:33:12 --> 00:33:14:	it's how you view everything that's going on.
00:33:14 --> 00:33:17:	It's how you view every instance of these different

	interactions
00:33:17 --> 00:33:20:	that you have with people who come from different backgrounds
00:33:20 --> 00:33:20:	than you.
00:33:20 --> 00:33:24:	Everywhere you go. What is considered to be normal?
00:33:24 --> 00:33:26:	How does this change how we interact with different groups?
00:33:26 --> 00:33:30:	And there's this really strong ethos behind this of just
00:33:30 --> 00:33:32:	accepting that you could be wrong about anything,
00:33:32 --> 00:33:34:	and I know that's really hard for all of us.
00:33:34 --> 00:33:35:	It's hard for me personally.
00:33:35 --> 00:33:38:	You know, I consider myself to be a smart person.
00:33:38 --> 00:33:39:	I don't like to be wrong about.
00:33:39 --> 00:33:42:	Anything, however, the more I work with communities that are
00:33:42 --> 00:33:43:	different than me,
00:33:43 --> 00:33:44:	especially here in Saint Louis,
00:33:44 --> 00:33:47:	I'm Detroit native, so I feel like every day when
00:33:47 --> 00:33:49:	I venture out with some kind of interesting new adventure
00:33:49 --> 00:33:51:	that I was just not prepared for.
00:33:51 --> 00:33:53:	But that's part of the learning experience and that's part
00:33:53 --> 00:33:55:	of being able to understand that no matter what you're
00:33:55 --> 00:33:56:	doing,
00:33:56 --> 00:33:58:	you have to allow yourself to be challenged.
00:33:58 --> 00:34:00:	You have to think about it critically and keep an
00:34:00 --> 00:34:02:	open mind and have to allow yourself to say you
00:34:02 --> 00:34:03:	know what this is,
00:34:03 --> 00:34:05:	what I thought to be true.
00:34:05 --> 00:34:07:	I realize now that it's not necessarily true in every
00:34:08 --> 00:34:10:	instance or may not be true in this case.
00:34:10 --> 00:34:12:	And that's nothing personal. That's nothing against you.
00:34:12 --> 00:34:14:	It just means that learning is a lifelong process and
00:34:15 --> 00:34:17:	we have to remember to be open about that to
00:34:17 --> 00:34:17:	ourselves.
00:34:17 --> 00:34:19:	Even if we consider ourselves experts and other people,
00:34:19 --> 00:34:23:	consider US experts, experts realize they have a lot more
00:34:23 --> 00:34:25:	to learn in addition to what they bring to the
00:34:25 --> 00:34:26:	table.
00:34:26 --> 00:34:29:	And we're going to hear a little bit more about
00:34:29 --> 00:34:30:	this from.
00:34:30 --> 00:34:32:	From from Jenny. In a minute here,
00:34:32 --> 00:34:35:	but I wanted to talk a little bit about you
00:34:35 --> 00:34:38:	know what things workplaces can do to help promote and
00:34:38 --> 00:34:39:	advance equity.

00:34:39 --> 00:34:41:	And there's things like anti bias,
00:34:41 --> 00:34:47:	anti racism training, diversity and inclusion work and having real.
00:34:47 --> 00:34:49:	Live discussions around what is going on as far as
00:34:49 --> 00:34:52:	raising equity in their uncomfortable conversations,
00:34:52 --> 00:34:54:	and this is something we do at rice and our
00:34:54 --> 00:34:57:	Executive Director brought us all into the conference room one
00:34:57 --> 00:34:58:	day and said,
00:34:58 --> 00:35:00:	OK here I am. Here's my whiteboard.
00:35:00 --> 00:35:02:	Here's my marker. What do we do as an organization
00:35:02 --> 00:35:04:	that contributes to white supremacy?
00:35:04 --> 00:35:07:	And we sat down and had a conversation about it.
00:35:07 --> 00:35:09:	Wasn't fun. It was awkward.
00:35:09 --> 00:35:13:	However, these are the kinds of conversations people need to
00:35:13 --> 00:35:13:	have,
00:35:13 --> 00:35:15:	but we artistically it. It makes sense.
00:35:15 --> 00:35:17:	It works. It helps put things into perspective.
00:35:17 --> 00:35:20:	It helps the challenge. All of the way that we
00:35:20 --> 00:35:21:	view these things,
00:35:21 --> 00:35:24:	and it helps really much to keep everything in a
00:35:24 --> 00:35:26:	way that friends how we look at our work for
00:35:27 --> 00:35:27:	ourselves.
00:35:27 --> 00:35:29:	Our work at our organizations.
00:35:29 --> 00:35:31:	In addition to the kind of work that we go
00:35:31 --> 00:35:33:	ahead and go out and do in the community.
00:35:33 --> 00:35:36:	So I'm encouraging everyone to look at this from a
00:35:36 --> 00:35:37:	holistic perspective.
00:35:37 --> 00:35:39:	As you look at data as you look at your
00:35:39 --> 00:35:40:	interactions with people,
00:35:40 --> 00:35:42:	and as you look at your developments and think not
00:35:42 --> 00:35:45:	just about how it's going to affect your site in
00:35:45 --> 00:35:46:	the area around it,
00:35:46 --> 00:35:47:	but what does it mean for the community?
00:35:47 --> 00:35:49:	How are they going to view these types of.
00:35:49 --> 00:35:52:	Things how can you bring them along with you to
00:35:52 --> 00:35:55:	make it feel like everybody is part of this project
00:35:55 --> 00:35:58:	instead of just something that is being done to them?
00:35:58 --> 00:36:00:	So thank you all very much for your time on
00:36:00 --> 00:36:01:	the last slide.
00:36:01 --> 00:36:03:	Here we got some if you got questions,
00:36:03 --> 00:36:06:	comments hate Mail. I love to hear it all that's

00:36:06 --> 00:36:06:	me.
00:36:06 --> 00:36:08:	Feel free to reach out at anytime and thank you
00:36:09 --> 00:36:10:	all for having me here.
00:36:11 --> 00:36:15:	Thank you John, and we will certainly have questions for
00:36:15 --> 00:36:16:	you.
00:36:16 --> 00:36:20:	A few moments we go back to Indianapolis IN for
00:36:20 --> 00:36:22:	our last presenter,
00:36:22 --> 00:36:25:	Jenny been certainly last but not least,
00:36:25 --> 00:36:29:	she's the senior Vice president of Human Resources.
00:36:29 --> 00:36:32:	At do Realty. In her role she is responsible for
00:36:32 --> 00:36:33:	developing,
00:36:33 --> 00:36:38:	communicating and implementing a strategic human resources plan that allows
00:36:38 --> 00:36:41:	us to do Realty's long term business strategy.
00:36:41 --> 00:36:45:	This includes attracting and retaining the highest qualified candidates for
00:36:45 --> 00:36:46:	open positions.
00:36:46 --> 00:36:52:	Structuring and administering competitive. Benefit packages and compensation systems.
00:36:52 --> 00:36:56:	Developing and administering a performance management system.
00:36:56 --> 00:37:00:	Providing training and development. Managing employee relations.
00:37:00 --> 00:37:05:	An overseeing succession management. Jenny oversee do proteins,
00:37:05 --> 00:37:10:	Wellness Council diversity and Inclusion Council and Community partnership with
00:37:10 --> 00:37:11:	the American Red Cross.
00:37:11 --> 00:37:15:	She is a member of the Society for Human Resource
00:37:15 --> 00:37:15:	Management.
00:37:15 --> 00:37:20:	You allow women's leadership initiative answers on the National Association
00:37:20 --> 00:37:26:	or real estate investment trusts diversity through dividends advisory committee.
00:37:26 --> 00:37:29:	Jenny, welcome and we will look forward to your presentation.
00:37:29 --> 00:37:29:	Thank
00:37:30 --> 00:37:31:	you, thanks for having me.
00:37:31 --> 00:37:34:	I'm going to speak a little bit today about diversity
00:37:34 --> 00:37:37:	and inclusion at Duke Realty and also talked a little
00:37:37 --> 00:37:40:	bit about our gender pay equity and then give you
00:37:40 --> 00:37:43:	some ideas and some tips on what we're doing here
00:37:43 --> 00:37:43:	at Duke.
00:37:43 --> 00:37:48:	Really to make diversity a big priority for associates.

00:37:48 --> 00:37:50:	So diversity inclusion has been a fabric of Duke Realty.
00:37:50 --> 00:37:55:	You quit. I'm sorry when I move the slide.
00:37:55 --> 00:37:57:	Diversity inclusion has been the fabric of Duke Realty for
00:37:57 --> 00:37:58:	over 20 years.
00:37:58 --> 00:38:01:	Today our foundation for business Success is a centerpiece of
00:38:01 --> 00:38:03:	diversity inclusion.
00:38:03 --> 00:38:05:	We capture this in the four pillars you'll see.
00:38:05 --> 00:38:10:	Workplace supplier diversity, business development and community outreach.
00:38:10 --> 00:38:12:	Please move to the next slide.
00:38:12 --> 00:38:15:	Part of our diversity inclusion is to look at gender
00:38:15 --> 00:38:16:	pay equity.
00:38:16 --> 00:38:18:	We do this by job title and salary band.
00:38:18 --> 00:38:22:	We have four touchpoints throughout the year to review gender
00:38:22 --> 00:38:22:	pay.
00:38:22 --> 00:38:27:	At the hiring stage, the midyear reviews at talent review
00:38:27 --> 00:38:29:	and also at year end.
00:38:29 --> 00:38:33:	You can advance it. This chart shows our results.
00:38:33 --> 00:38:37:	The average percent of female total compensation to male conversation
00:38:37 --> 00:38:40:	by job title that have both men and women in
00:38:40 --> 00:38:41:	them is 100.2%.
00:38:41 --> 00:38:44:	As you can see, we feel pretty good about where
00:38:44 --> 00:38:45:	we are today.
00:38:45 --> 00:38:48:	However, we feel we should go a little bit further
00:38:48 --> 00:38:51:	and have an outside analyst review our data to make
00:38:51 --> 00:38:54:	sure we're covering what we need to be covering.
00:38:54 --> 00:38:56:	Please go to next slide.
00:38:56 --> 00:38:59:	Next I'll share some programs that have helped us with
00:38:59 --> 00:39:01:	our DNI initiatives,
00:39:01 --> 00:39:04:	value and people. We call it our VIP program.
00:39:04 --> 00:39:07:	This requires hiring managers to have a diverse slate of
00:39:07 --> 00:39:09:	candidates for all open positions.
00:39:09 --> 00:39:10:	It requires a CEO approval.
00:39:10 --> 00:39:12:	If they do not, and I can tell you no
00:39:12 --> 00:39:15:	one has tried to get the CEO to agree to
00:39:15 --> 00:39:17:	not have a diverse slate of candidates.
00:39:17 --> 00:39:20:	We are very fortunate that did really to have our
00:39:20 --> 00:39:22:	CEO behind diversity inclusion.
00:39:22 --> 00:39:24:	And as you can see,
00:39:24 --> 00:39:28:	some of we have had some movement over the last

00:39:28 --> 00:39:29:	nine years.
00:39:29 --> 00:39:32:	As you see, we first started in 2010.
00:39:32 --> 00:39:34:	Our minority was at 9.5%
00:39:35 --> 00:39:36:	and it moved to 13%
00:39:36 --> 00:39:41:	in 2019. Also are women went from 39.5%,
00:39:41 --> 00:39:43:	two 1010 to 46% in 2019.
00:39:43 --> 00:39:46:	At last year alone, our new hires,
00:39:46 --> 00:39:48:	we really focused on the top of mid level,
00:39:48 --> 00:39:51:	diverse and female Kansas and 67%
00:39:51 --> 00:39:55:	of our new hires and 2019 or diverse or they
00:39:55 --> 00:39:56:	were females.
00:39:56 --> 00:39:58:	Also in 2019, our promotions,
00:39:58 --> 00:40:02:	18% of our promotions were diverse associates and 45.5%
00:40:02 --> 00:40:06:	were female associates. Move next slide please.
00:40:08 --> 00:40:12:	Other successful programs that we've had our the Diversity Inclusion
00:40:12 --> 00:40:14:	Council we've had for over 20 years.
00:40:14 --> 00:40:17:	Our Executive mentoring program for diverse and female associate's and
00:40:17 --> 00:40:19:	also our diverse interview panel,
00:40:19 --> 00:40:22:	which we implemented in 2020.
00:40:22 --> 00:40:24:	Next slide, please. And Lastly,
00:40:24 --> 00:40:28:	a new partnership that we established this year's paradigm for
00:40:28 --> 00:40:28:	parity.
00:40:28 --> 00:40:31:	We found that we believe in the mission statements that
00:40:31 --> 00:40:32:	they do as well.
00:40:32 --> 00:40:36:	One is the continued to eliminate unconscious bias and two
00:40:36 --> 00:40:40:	to significantly increase the number of women in senior roles.
00:40:40 --> 00:40:42:	So that's that's what I have for today and I'd
00:40:42 --> 00:40:44:	love to hear any comments or questions.
00:40:44 --> 00:40:44:	Thank you.
00:40:46 --> 00:40:48:	Alright, thank you very much.
00:40:48 --> 00:40:53:	Jennie Ann for the participants who are viewing and listening
00:40:53 --> 00:40:54:	to the summit.
00:40:54 --> 00:40:58:	This is your time to provide your questions in the
00:40:58 --> 00:40:58:	Q&A box.
00:40:59 --> 00:41:01:	There you see on your screen.
00:41:01 --> 00:41:03:	While you are doing that I have a couple of
00:41:03 --> 00:41:06:	questions that I would like to ask of some of
00:41:06 --> 00:41:08:	our panel is just to get us started.
00:41:08 --> 00:41:11:	For you, Jenny, because you just ended and want to
00:41:11 --> 00:41:12:	talk about governance,

00:41:12 --> 00:41:16:	structure and John like for you to weigh in on
00:41:16 --> 00:41:17:	this as well.
00:41:17 --> 00:41:19:	When we talk about DI diversity,
00:41:19 --> 00:41:24:	equity and inclusion. Do you think that is important for
00:41:24 --> 00:41:25:	any organization,
00:41:25 --> 00:41:28:	whether the company or Department,
00:41:28 --> 00:41:31:	to have someone who is dedicated as the DEI officer
00:41:31 --> 00:41:34:	within the organizational structure?
00:41:38 --> 00:41:42:	In terms of integrating these various policies and let me
00:41:42 --> 00:41:44:	just provide a little bit of context.
00:41:44 --> 00:41:46:	Great Peter Drucker, the management Guru,
00:41:46 --> 00:41:50:	says that what gets measured gets improved.
00:41:50 --> 00:41:52:	So obviously data is important,
00:41:52 --> 00:41:53:	which is why we're here talking about this today.
00:41:53 --> 00:41:57:	So from ADI Officer and somebody who carries that that
00:41:57 --> 00:42:00:	flag within the organization,
00:42:00 --> 00:42:03:	do you think that role is very important to have?
00:42:03 --> 00:42:03:	I
00:42:03 --> 00:42:06:	do think that's yeah, I do think that's very important.
00:42:06 --> 00:42:09:	How we do it here at Duke Realty and I
00:42:09 --> 00:42:10:	kind of like it this way.
00:42:10 --> 00:42:12:	We have it in several different areas.
00:42:12 --> 00:42:14:	Of course I oversee it,
00:42:14 --> 00:42:17:	but we have a diversity and inclusion Council who we
00:42:17 --> 00:42:20:	have a chairperson and we have a 9 Member Council
00:42:20 --> 00:42:22:	who is involved in diversity,
00:42:22 --> 00:42:26:	inclusion and then we also have a corporate responsibility of
00:42:26 --> 00:42:30:	EP and so she brings in social responsibility into her
00:42:30 --> 00:42:31:	program as well.
00:42:31 --> 00:42:33:	So what I like about it is that.
00:42:33 --> 00:42:37:	It's not just one person with the ideas and thoughts.
00:42:37 --> 00:42:39:	I mean, it's really a collective collaboration of a lot
00:42:39 --> 00:42:40:	of associates.
00:42:40 --> 00:42:42:	Here Dick reality and I think it's really making a
00:42:42 --> 00:42:42:	difference.
00:42:45 --> 00:42:46:	Now what are your thoughts?
00:42:48 --> 00:42:51:	I really like the approach that there was just presented
00:42:51 --> 00:42:51:	to us,
00:42:51 --> 00:42:54:	and one of the challenges we haven't rises that the
00:42:54 --> 00:42:57:	idea of stablishing a position of Addyi officer or something
00:42:57 --> 00:42:57:	like that.
00:42:57 --> 00:43:00:	It's just not feasible and I know Brian kind of

00:43:00 --> 00:43:02:	rattled off a lot of the stuff that we've done
00:43:02 --> 00:43:05:	and then we talked about comma as an organization that
00:43:05 --> 00:43:07:	we do, but we don't list ikli were only 11
00:43:07 --> 00:43:09:	full time staff members,
00:43:09 --> 00:43:11:	so hiring somebody just for DI doesn't make a whole
00:43:11 --> 00:43:13:	lot of financial sense for us,
00:43:13 --> 00:43:16:	but we do instead is something similar to what Jenny
00:43:16 --> 00:43:17:	talked about.
00:43:17 --> 00:43:19:	We have staff members that are part of a.
00:43:19 --> 00:43:22:	DI in racial equity kind of working group.
00:43:22 --> 00:43:25:	Committee that works very closely with our Board of Directors
00:43:25 --> 00:43:27:	to make sure that whatever it is that we're doing
00:43:27 --> 00:43:28:	as an organization,
00:43:28 --> 00:43:31:	our initiatives are being advanced in this way that the
00:43:31 --> 00:43:34:	training and kind of professional development opportunities for staff are
00:43:34 --> 00:43:36:	where they need to be so that we have the
00:43:36 --> 00:43:38:	kinds of cultural competency to be able to work in
00:43:38 --> 00:43:41:	whatever community is within our footprint and be able to
00:43:41 --> 00:43:42:	do our jobs really,
00:43:42 --> 00:43:44:	really well as well as make sure that what we're
00:43:44 --> 00:43:47:	doing as far as our internal workings arise or adjust
00:43:47 --> 00:43:48:	as well.
00:43:48 --> 00:43:49:	So we've done things like.
00:43:49 --> 00:43:51:	Change the way that we do our hiring policies that
00:43:52 --> 00:43:54:	changed the ways that we've structured our job postings in
00:43:54 --> 00:43:56:	the way that we've kind of talked about.
00:43:56 --> 00:43:58:	What we do to make sure that people who are
00:43:58 --> 00:44:02:	interested in applying here recognized that we are an organization
00:44:02 --> 00:44:03:	that values equity,
00:44:03 --> 00:44:06:	that values diversity, that values inclusion,
00:44:06 --> 00:44:08:	and it's not just a tagline that's put on a
00:44:08 --> 00:44:09:	website or a business card,
00:44:09 --> 00:44:10:	or a piece of promo material.
00:44:10 --> 00:44:12:	We want to make sure that that's the vibe that
00:44:12 --> 00:44:13:	we're giving off,
00:44:13 --> 00:44:15:	and people realize that you know,
00:44:15 --> 00:44:17:	this is what our organization is all about.
00:44:17 --> 00:44:19:	This is what we do and they're comfortable doing business
00:44:19 --> 00:44:21:	with us in that regard.
00:44:21 --> 00:44:23:	So that's what our committees are all about.

00:44:23 --> 00:44:26:	That's what this kind of staff discussions that I mentioned
00:44:26 --> 00:44:27:	earlier.
00:44:27 --> 00:44:28:	I talked about one of 'em that's been one of
00:44:28 --> 00:44:29:	a series that we've had.
00:44:29 --> 00:44:32:	We kind of just talk openly and honestly about these
00:44:32 --> 00:44:33:	sorts of things,
00:44:33 --> 00:44:35:	and it's helped really much too,
00:44:35 --> 00:44:37:	that we've had this kind of culture where we have
00:44:37 --> 00:44:39:	a lot of established trust with the people that we
00:44:39 --> 00:44:41:	work with that we feel comfortable enough being open and
00:44:41 --> 00:44:43:	honest in these sorts of discussions.
00:44:43 --> 00:44:45:	And if y'all don't have that work on,
00:44:45 --> 00:44:47:	that is kind of a first step before you can
00:44:47 --> 00:44:48:	get to that point.
00:44:48 --> 00:44:51:	'cause it doesn't do any good having a conversation.
00:44:51 --> 00:44:53:	For everyone, just kind of sitting awkwardly quietly in a
00:44:53 --> 00:44:54:	room,
00:44:54 --> 00:44:56:	doesn't want to say that they would have undermined because
00:44:56 --> 00:44:59:	that kind of culture of information sharing isn't there yet.
00:44:59 --> 00:45:01:	So that's the approach that we've taken.
00:45:01 --> 00:45:03:	It rides, I feel like it works really good for
00:45:03 --> 00:45:05:	small organizations,
00:45:05 --> 00:45:07:	and hopefully there's some negative information that y'all can take
00:45:07 --> 00:45:09:	back that will be helpful with the organization.
00:45:11 --> 00:45:13:	Very good John. Don't go on mute just yet because
00:45:13 --> 00:45:15:	I want to follow up a little bit on methodology
00:45:15 --> 00:45:18:	in terms of data analysis and working with various partners
00:45:18 --> 00:45:20:	here in Saint Louis region.
00:45:20 --> 00:45:23:	What is the methodology that you used to analyze the
00:45:23 --> 00:45:27:	data and how versus that data for various partners from
00:45:27 --> 00:45:27:	city,
00:45:27 --> 00:45:30:	local government, to nonprofit organizations?
00:45:30 --> 00:45:34:	And then how? Does it inform the decision making process?
00:45:35 --> 00:45:37:	Well, a lot of that will really change based on
00:45:37 --> 00:45:39:	the kind of data that we're working into.
00:45:39 --> 00:45:40:	The community that we're working in,
00:45:40 --> 00:45:43:	and a lot of the methodology will depend on what
00:45:43 --> 00:45:44:	our research questions are.
00:45:44 --> 00:45:48:	So if we're looking to understand Community indicators and community
00:45:48 --> 00:45:51:	data from an economic lens will look at certain economic

00:45:51 --> 00:45:51:	filters,
00:45:51 --> 00:45:53:	we may look at other things for housing.
00:45:53 --> 00:45:55:	If we're doing specific housing indicators,
00:45:55 --> 00:45:58:	things of that nature, something that we do a lot
00:45:58 --> 00:46:00:	of rises that we will take a look and try
00:46:00 --> 00:46:01:	to track neighborhood change.
00:46:01 --> 00:46:03:	That's a big part of what we do is part
00:46:03 --> 00:46:05:	of the National Neighborhood Indicators Partnership.
00:46:05 --> 00:46:08:	So we're concerned with where things happening.
00:46:08 --> 00:46:11:	Location matters where they're happening and how does all this
00:46:11 --> 00:46:13:	stuff kind of play into what works for Saint Louis.
00:46:13 --> 00:46:17:	So instead of trying to reinvent the wheel every time,
00:46:17 --> 00:46:19:	we have kind of a set set of indicators,
00:46:19 --> 00:46:21:	those 20 some of 'em that we have determined to
00:46:21 --> 00:46:24:	be the most reliable for detecting change in the city
00:46:24 --> 00:46:27:	of Saint Louis and the surrounding areas in our Metro
00:46:27 --> 00:46:30:	region, that would not necessarily be the same set of
00:46:30 --> 00:46:31:	indicators.
00:46:31 --> 00:46:34:	If I was in Baltimore or Boston or San Francisco,
00:46:34 --> 00:46:37:	Detroit. Because every community is different and how you measure
00:46:37 --> 00:46:38:	change in those areas,
00:46:38 --> 00:46:40:	it's going to be a little bit different as well.
00:46:40 --> 00:46:42:	So we do a lot of data gathering.
00:46:42 --> 00:46:45:	We work with what sources the city has to get
00:46:45 --> 00:46:48:	things like building permit data and tax assessor data and
00:46:48 --> 00:46:50:	things of that nature.
00:46:50 --> 00:46:52:	We get a lot of data from the Census Bureau.
00:46:52 --> 00:46:55:	We have a lot of emojis with other organizations that
00:46:55 --> 00:46:57:	are data sharing sort of steps so that we get
00:46:57 --> 00:46:59:	access to their information.
00:46:59 --> 00:47:01:	So an alarm like to use it for certain things
00:47:01 --> 00:47:03:	they get access to some of the stuff that we
00:47:03 --> 00:47:06:	do and we really try to build this collaborative approach
00:47:06 --> 00:47:08:	with all the other organizations that we.
00:47:08 --> 00:47:10:	Work with to be able to have a well rounded
00:47:10 --> 00:47:11:	understanding of what's going on,
00:47:11 --> 00:47:14:	and that's something else would avoid people you bring into
00:47:14 --> 00:47:17:	a project and help give them a little bit of
00:47:17 --> 00:47:17:	ownership of it.
00:47:17 --> 00:47:20:	The easier it is for them to have Frank conversations

00:47:20 --> 00:47:21:	with you about it,
00:47:21 --> 00:47:23:	the easier it is to go into the neighborhoods and
00:47:23 --> 00:47:25:	start talking to residents to be able to have that
00:47:25 --> 00:47:27:	kind of data validation working back and forth.
00:47:27 --> 00:47:29:	And then when it comes down to actually do a
00:47:29 --> 00:47:31:	number crunching and things like that,
00:47:31 --> 00:47:33:	I'm a big fan of whatever program you're comfortable with,
00:47:33 --> 00:47:35:	so I do a lot of stuff in Excel.
00:47:35 --> 00:47:37:	I do a lot of stuff in Tableau.
00:47:37 --> 00:47:40:	I know people that do similar sorts of things using.
00:47:40 --> 00:47:43:	This database is, or my SQL databases and our scripts
00:47:43 --> 00:47:46:	to kind of analyze data and do lots of really
00:47:46 --> 00:47:47:	fun cool stuff with it.
00:47:47 --> 00:47:48:	All of that is valid,
00:47:48 --> 00:47:51:	whatever kind of tool you used to working in is
00:47:51 --> 00:47:53:	valid and it you know it's just like any other
00:47:53 --> 00:47:55:	kind of tool that we use for fixing things around
00:47:55 --> 00:47:58:	the House and working on your parents all about the
00:47:58 --> 00:48:00:	right tool for the job and what you feel like
00:48:00 --> 00:48:02:	you can use versus having somebody else come out and
00:48:02 --> 00:48:04:	help you with it. So to that extent,
00:48:04 --> 00:48:06:	use whatever you're comfortable with,
00:48:06 --> 00:48:09:	ask lots of questions, have lots of conversations with people,
00:48:09 --> 00:48:11:	and that's what I use as far as my methodology
00:48:11 --> 00:48:13:	to get things working the way that they are.
00:48:15 --> 00:48:18:	Alright, very good. Thank you John for that the last
00:48:18 --> 00:48:21:	question we have a few questions beginning to come in
00:48:21 --> 00:48:24:	more questions I'd like to ask and they would direct
00:48:24 --> 00:48:27:	this to rocks and in terms of the development lens
00:48:27 --> 00:48:29:	as well as Azul in terms of the authority over
00:48:29 --> 00:48:32:	data that you talked about earlier in your presentation.
00:48:32 --> 00:48:35:	Where do you see the trans going for data collection?
00:48:35 --> 00:48:37:	What value do you see in the data that you're
00:48:38 --> 00:48:41:	collecting today versus the data needed for the future?
00:48:41 --> 00:48:43:	And so we can begin with?
00:48:43 --> 00:48:47:	Let's begin with you roszell entirely authority over the data
00:48:47 --> 00:48:49:	and who interpret that data.
00:48:53 --> 00:48:53:	We have your mute.
00:48:56 --> 00:49:00:	The answer question authority over their data is coming more
00:49:00 --> 00:49:01:	and more apparent.
00:49:01 --> 00:49:07:	John Point out to gain more better standing up like.
00:49:07 --> 00:49:12:	Who is it resulted in the communities like not acting,

00:49:12 --> 00:49:17:	acting with them, adding. His commitment signing what so valued
00:49:17 --> 00:49:21:	and what it is an open portents insoles to personal
00:49:21 --> 00:49:27:	experience and what is their reality in those communities every
00:49:27 --> 00:49:29:	day of their lives we had to cover Institute and
00:49:30 --> 00:49:31:	the market is data initiative.
00:49:31 --> 00:49:36:	It's a paramount perspective. We're trying to spring for that.
00:49:37 --> 00:49:42:	Communities were researching in or the defect.
00:49:42 --> 00:49:47:	The permit. The room. Rounded experience that you couldn't just
00:49:47 --> 00:49:49:	get the numbers on.
00:49:51 --> 00:49:54:	And she said question about trends.
00:49:54 --> 00:49:58:	My understanding about like. Big Data is becoming more of
00:49:58 --> 00:50:02:	a thing and like gaining massive mountain information about each
00:50:02 --> 00:50:04:	individual lifestyle and how,
00:50:04 --> 00:50:08:	but they want to decide what not to build more
00:50:08 --> 00:50:13:	integrated society around the Internet of Things.
00:50:13 --> 00:50:16:	Like nearly every object around that was connected to Internet,
00:50:16 --> 00:50:20:	something from passion. So I feel like it's less about
00:50:20 --> 00:50:24:	type and more about the different quantity of data you
00:50:24 --> 00:50:25:	can gather about a person,
00:50:25 --> 00:50:29:	individuals life question
00:50:29 --> 00:50:31:	and I said, I know you have a little bit
00:50:31 --> 00:50:32:	of audio difficulty there,
00:50:32 --> 00:50:34:	so we do wanna apologize to all participants window.
00:50:34 --> 00:50:37:	Sometimes even in this new age of technology we can
00:50:37 --> 00:50:38:	have some challenges,
00:50:38 --> 00:50:40:	so we will continue to work on on that.
00:50:40 --> 00:50:42:	But I think Brazil a little bit of what you
00:50:42 --> 00:50:43:	mentioned before.
00:50:43 --> 00:50:44:	Something that I think is very important.
00:50:44 --> 00:50:46:	When it comes to data.
00:50:46 --> 00:50:49:	Bad decisions should not be data driven.
00:50:49 --> 00:50:51:	I believe they should be data informed.
00:50:51 --> 00:50:52:	I believe like you mentioned before,
00:50:52 --> 00:50:55:	having this context of. The light,
00:50:55 --> 00:50:59:	the lived experience of communities and of individuals is important
00:50:59 --> 00:51:02:	to be able to wait into the data itself to
00:51:02 --> 00:51:05:	make sure that you have a full fledged perspective.
00:51:05 --> 00:51:07:	So I think that's very important.

00:51:07 --> 00:51:08:	I want to thank you for sharing,
00:51:08 --> 00:51:10:	sharing that as well. OK,
00:51:11 --> 00:51:13:	so at this time we do have a few questions
00:51:13 --> 00:51:15:	for our participants.
00:51:15 --> 00:51:16:	I'm sorry rocks and rocks and you want to weigh
00:51:16 --> 00:51:17:	in on that that question there.
00:51:20 --> 00:51:23:	Mute there. OK, so I was just having a little
00:51:23 --> 00:51:25:	trouble with my iPad for a second,
00:51:25 --> 00:51:28:	so I apologize for that.
00:51:28 --> 00:51:31:	I would say in terms of.
00:51:31 --> 00:51:35:	We're always trying to improve the quality of the data
00:51:35 --> 00:51:36:	that we're collecting,
00:51:36 --> 00:51:41:	and it is key that we have everybody participating in
00:51:41 --> 00:51:45:	in providing the data that is necessary and often that's
00:51:45 --> 00:51:47:	not necessarily the case,
00:51:47 --> 00:51:51:	but it's. The part of the problem is that it's
00:51:51 --> 00:51:55:	data is time consuming to collect the data and gather
00:51:55 --> 00:51:59:	the data and evaluate the data is very time consuming
00:51:59 --> 00:52:03:	and a lot of times people we just don't have
00:52:03 --> 00:52:07:	the resources as a community to keep track of the
00:52:08 --> 00:52:12:	data and I think that's where as a community in
00:52:12 --> 00:52:14:	order to. Be better at at.
00:52:14 --> 00:52:19:	Implementing the various different tools that the city has an
00:52:19 --> 00:52:24:	measuring how well we're doing it is simply just.
00:52:24 --> 00:52:28:	Having the resources to gather and then analyze that data,
00:52:28 --> 00:52:30:	and I believe we are lacking there as a community.
00:52:33 --> 00:52:35:	Thank you for sharing that rockson.
00:52:35 --> 00:52:37:	OK, so at this time we will open the floor
00:52:37 --> 00:52:41:	to the questions that are coming in from our participants.
00:52:41 --> 00:52:43:	All right, Brian. This is Amy,
00:52:43 --> 00:52:46:	so this question is for rosul.
00:52:46 --> 00:52:49:	Can you share a little more about your personal story
00:52:49 --> 00:52:52:	and what got you interested in data?
00:52:52 --> 00:52:57:	Are there any particular areas or community issues that democratizing
00:52:57 --> 00:52:59:	data wants to focus on?
00:53:02 --> 00:53:07:	Kate, it's one question to answer the first part.
00:53:07 --> 00:53:11:	Sorry, I is in Indianapolis.
00:53:11 --> 00:53:13:	When were the campaigns to 10 years?
00:53:13 --> 00:53:16:	As I mentioned in my presentation,
00:53:16 --> 00:53:20:	what gummy involving data is like through stamp programs to
00:53:20 --> 00:53:23:	come into his hosting a couple years back and I

00:53:23 --> 00:53:23:	was,
00:53:23 --> 00:53:28:	um, was called Open Source Initiative where was learning,
00:53:28 --> 00:53:29:	coding and programming language system,
00:53:29 --> 00:53:41:	HTML, JavaScript and CSS. I've been doing it for years.
00:53:41 --> 00:53:44:	One idea was to start this initiative since data was
00:53:45 --> 00:53:46:	becoming such a big thing,
00:53:46 --> 00:53:49:	particularly big data, and for institutions,
00:53:49 --> 00:53:53:	governments and nonprofits to start our own data initiative through
00:53:53 --> 00:53:57:	our lands or understanding that community should have an understanding
00:53:58 --> 00:54:00:	of data science and data analysis to have.
00:54:00 --> 00:54:03:	More control about how data is interpreted,
00:54:03 --> 00:54:05:	and now the narrative is developed.
00:54:08 --> 00:54:12:	One project focused on the data democratizing data initiative is
00:54:12 --> 00:54:16:	working on is he was trying to research on housing
00:54:16 --> 00:54:17:	fictions in Indianapolis.
00:54:17 --> 00:54:21:	ZIP codes and demographics such as race,
00:54:21 --> 00:54:25:	gender and age within Indianapolis.
00:54:25 --> 00:54:28:	Counties. That's when the major progress.
00:54:28 --> 00:54:33:	We focus on the different sectors result is around education,
00:54:33 --> 00:54:39:	code entrepreneurship, like how many black businesses have been closed
00:54:39 --> 00:54:43:	due to introduction Covanta Society.
00:54:43 --> 00:54:44:	If that is the question it leave
00:54:45 --> 00:54:46:	I can do this. I think it does,
00:54:46 --> 00:54:48:	and I think you're sharing your experience and how you
00:54:48 --> 00:54:51:	get involved was very important to the question that was
00:54:51 --> 00:54:52:	posed,
00:54:52 --> 00:54:54:	but also some of the things that you're working on
00:54:54 --> 00:54:54:	now,
00:54:54 --> 00:54:58:	so that's great work and will continue to champion here
00:54:58 --> 00:54:59:	a little bit more.
00:54:59 --> 00:55:01:	And we do have another question.
00:55:01 --> 00:55:01:	Yes,
00:55:01 --> 00:55:03:	we do. So this may be for all of you
00:55:04 --> 00:55:05:	to chime in on.
00:55:05 --> 00:55:08:	Could the speakers address data on governance?
00:55:08 --> 00:55:11:	I would be interested in hearing about examples of equitable
00:55:11 --> 00:55:13:	resident based leadership.
00:55:13 --> 00:55:16:	Including visa V. The Community Investment district model.
00:55:18 --> 00:55:21:	Roxanne, would you like to take a run at that

00:55:21 --> 00:55:22:	one first?
00:55:23 --> 00:55:28:	Yeah, um so. If you could.
00:55:28 --> 00:55:31:	So I know I read that earlier and when you
00:55:31 --> 00:55:32:	talk about.
00:55:34 --> 00:55:37:	Data on government so and I get what I understand
00:55:37 --> 00:55:40:	is the leadership within the Community.
00:55:43 --> 00:55:45:	We really, as far as I know there is not.
00:55:45 --> 00:55:49:	There is nothing, at least in the city that where
00:55:49 --> 00:55:54:	we're gathering data as to the leadership throughout the community
00:55:54 --> 00:55:56:	that that is diverse.
00:55:56 --> 00:55:57:	Um, about
00:55:57 --> 00:56:00:	the governance of the Community Improvement District.
00:56:00 --> 00:56:02:	The Board of Directors, who obviously maybe a Detroit is
00:56:02 --> 00:56:03:	arowana
00:56:03 --> 00:56:07:	community why I'm seeing Community Investment District versus a community
00:56:07 --> 00:56:11:	Improvement District so maybe they were referring to Community improvement
00:56:11 --> 00:56:12:	districts.
00:56:12 --> 00:56:15:	Um, which is something that we have here in Kansas
00:56:15 --> 00:56:19:	City and the way this statue works within a community
00:56:19 --> 00:56:23:	Improvement District in the state of Missouri.
00:56:23 --> 00:56:27:	You have to be depending on the type of district
00:56:27 --> 00:56:30:	you have to live within the district,
00:56:30 --> 00:56:33:	and sometimes those districts are very small.
00:56:33 --> 00:56:36:	And there may not be diversity within that district.
00:56:36 --> 00:56:40:	Also, many of them are controlled by the property owners
00:56:40 --> 00:56:44:	and those who own property within the district.
00:56:44 --> 00:56:48:	And so there. There may not be a level of
00:56:48 --> 00:56:52:	diversity in in that regard on some of our community
00:56:52 --> 00:56:54:	improvement districts,
00:56:54 --> 00:56:57:	but I think what threw me off there was the
00:56:57 --> 00:57:01:	the comment or the reference to Community Investment District.
00:57:01 --> 00:57:06:	Um? But there is nothing that.
00:57:06 --> 00:57:10:	That Kansas City has a policy on or that it
00:57:10 --> 00:57:12:	set out in the statute.
00:57:12 --> 00:57:16:	It's really those who are governing or running that the
00:57:16 --> 00:57:18:	property owners in the district.
00:57:18 --> 00:57:21:	And depending on how it is established,
00:57:22 --> 00:57:25:	so in Missouri we know that there are special business
00:57:25 --> 00:57:28:	district and there are different types of business districts

	Community
00:57:28 --> 00:57:30:	Improvement District being one of those so.
00:57:30 --> 00:57:34:	That's a good point there in terms of clarification.
00:57:34 --> 00:57:35:	Anybody else want to answer that question?
00:57:35 --> 00:57:37:	You want to take a run at that one.
00:57:38 --> 00:57:40:	Yeah, I think that's something that we've seen here Locali
00:57:41 --> 00:57:41:	in Saint Louis.
00:57:41 --> 00:57:44:	That's been really helpful for any of these kind of
00:57:44 --> 00:57:45:	hyper local districts.
00:57:45 --> 00:57:47:	We they said, it's SPD's things like that,
00:57:47 --> 00:57:50:	but making sure that you're able to work with people
00:57:50 --> 00:57:53:	who are residents of the community to get them involved
00:57:53 --> 00:57:55:	under these boards of directors and try to see what
00:57:55 --> 00:57:57:	you can do to make sure that that board of
00:57:57 --> 00:58:00:	directors is representative of the people that live and work
00:58:00 --> 00:58:01:	in that area as possible.
00:58:01 --> 00:58:03:	And a lot of times there's this kind of just
00:58:04 --> 00:58:06:	default mindset that we fall into that says,
00:58:06 --> 00:58:08:	you know what we need to get all the big
00:58:08 --> 00:58:09:	stake holders of the table.
00:58:09 --> 00:58:10:	We need to move them along.
00:58:10 --> 00:58:13:	In figure out kind of just what their needs are
00:58:13 --> 00:58:14:	and how can we make them happy.
00:58:14 --> 00:58:17:	And when that happens the neighbors feel like they get
00:58:17 --> 00:58:18:	left behind.
00:58:18 --> 00:58:19:	So I'm a big fan of having this kind of
00:58:19 --> 00:58:22:	dual board approach where you have one that's the actual
00:58:22 --> 00:58:25:	governing board of the organization that is representative of the
00:58:25 --> 00:58:27:	people that live, work and play there,
00:58:27 --> 00:58:30:	and another one that's kind of this advisory group of
00:58:30 --> 00:58:33:	the stakeholders are the people that are traditionally the board
00:58:33 --> 00:58:35:	members that get brought along to the table.
00:58:35 --> 00:58:37:	And as we know there's a lot of challenges with
00:58:37 --> 00:58:37:	that.
00:58:37 --> 00:58:39:	There's commitment issues. These are people that are,
00:58:39 --> 00:58:40:	you know, pouring their heart with.
00:58:40 --> 00:58:43:	Souls into small businesses, and while they really want to
00:58:43 --> 00:58:44:	help,
00:58:44 --> 00:58:46:	the mileage is Sara Lee have time to dedicate to
00:58:46 --> 00:58:47:	governing structures,
00:58:47 --> 00:58:50:	but still want to be involved having them in an

00:58:50 --> 00:58:53:	advisory role allows them to participate in the process,
00:58:53 --> 00:58:55:	allows them to have a say in what's going on,
00:58:55 --> 00:58:58:	but also respects the character of the neighborhood and respects
00:58:58 --> 00:59:00:	the neighbors and the people that live there.
00:59:00 --> 00:59:02:	So that's something that I see that's been very useful,
00:59:02 --> 00:59:04:	invariant, active and effective, and it's the kind of thing
00:59:04 --> 00:59:06:	that you can definitely get a lot of pushback from
00:59:07 --> 00:59:07:	when people say.
00:59:07 --> 00:59:08:	Why are you shutting me out?
00:59:08 --> 00:59:11:	Why you doing this while you involving?
00:59:11 --> 00:59:13:	Due to the fact that know anything about how this
00:59:13 --> 00:59:14:	works and things like that,
00:59:14 --> 00:59:17:	and I would encourage you to not underestimate people,
00:59:17 --> 00:59:19:	make sure that you're bringing folks to the table that
00:59:19 --> 00:59:21:	are competent and know what's going on.
00:59:21 --> 00:59:24:	So if there's a local neighborhood organization or local Community
00:59:24 --> 00:59:26:	Development Corporation at the neighborhood level,
00:59:26 --> 00:59:27:	that can help assist you.
00:59:27 --> 00:59:30:	And trying to figure out who should be part of
00:59:30 --> 00:59:30:	this board.
00:59:30 --> 00:59:33:	Talk to them. Don't these connections and see what you
00:59:33 --> 00:59:35:	can do to make sure that the the boards and
00:59:35 --> 00:59:38:	the government structures local your representative 'cause that's how you're
00:59:38 --> 00:59:39:	going to get up with the attitude.
00:59:41 --> 00:59:44:	Alright thank you Roxanne and John on that Amy this
00:59:44 --> 00:59:45:	question we have yes
00:59:45 --> 00:59:47:	the next ones for Jenny.
00:59:47 --> 00:59:50:	You have made a lot of progress on your diversity
00:59:50 --> 00:59:50:	initiatives.
00:59:50 --> 00:59:53:	However, given the current social unrest,
00:59:53 --> 00:59:55:	do you think that more could be done given your
00:59:55 --> 00:59:57:	current success in your initiative?
00:59:58 --> 01:00:01:	Oh for sure, that's one thing I think that we
01:00:01 --> 01:00:05:	do a great job of we we constantly are looking
01:00:06 --> 01:00:06:	at things,
01:00:06 --> 01:00:08:	changing things or things aren't working.
01:00:08 --> 01:00:12:	We definitely are going to look at ways to make
01:00:12 --> 01:00:13:	improvements.
01:00:13 --> 01:00:17:	With recent, you know with the recent riots that were

01:00:17 --> 01:00:17:	going on,
01:00:17 --> 01:00:20:	I was very proud of our Diversity Inclusion Council.
01:00:20 --> 01:00:24:	They immediately put together a panel of five are black
01:00:24 --> 01:00:28:	Associates and they spoke on what it was like to
01:00:28 --> 01:00:28:	be.
01:00:28 --> 01:00:32:	Black in America. And it was a great conference.
01:00:32 --> 01:00:34:	Great setting for our associates to hear.
01:00:34 --> 01:00:38:	Ask questions and to talk about how we can be
01:00:38 --> 01:00:41:	part of the change and we're going to have another
01:00:41 --> 01:00:42:	session.
01:00:42 --> 01:00:45:	The panel discussion and October.
01:00:45 --> 01:00:49:	It's just kind of part two of our racial inequality's,
01:00:49 --> 01:00:53:	so we definitely are listening and looking at ways that
01:00:53 --> 01:00:55:	we can continue to improve.
01:00:55 --> 01:00:56:	Diversity inclusion at Duke Realty.
01:00:56 --> 01:00:59:	I think it's always changing and I think there's always
01:00:59 --> 01:01:00:	things that we could do.
01:01:00 --> 01:01:02:	Do better and to do different and so that's a
01:01:02 --> 01:01:05:	great thing about Duke really is that we're willing to
01:01:05 --> 01:01:06:	make those changes.
01:01:08 --> 01:01:11:	Can you give me? Just follow up briefly in terms
01:01:11 --> 01:01:13:	of what you have seen from some of your colleagues
01:01:13 --> 01:01:17:	in other businesses through the Society of Human Resource Management?
01:01:17 --> 01:01:20:	What do they talk about in terms of game changing?
01:01:20 --> 01:01:22:	We're just kind of really what is happening in terms
01:01:22 --> 01:01:23:	of discussion.
01:01:25 --> 01:01:29:	I would say right now is what I see and
01:01:29 --> 01:01:31:	what I hear is.
01:01:31 --> 01:01:33:	Really getting more involved with our diverse,
01:01:33 --> 01:01:37:	so she's in our organization asking them what they want,
01:01:37 --> 01:01:38:	what they see we're doing,
01:01:38 --> 01:01:40:	well, what, see what improvements we can do.
01:01:40 --> 01:01:42:	'cause I think a lot of times I think someone
01:01:42 --> 01:01:42:	may be.
01:01:42 --> 01:01:43:	John may have said it.
01:01:43 --> 01:01:46:	You know, a lot of times you know organizations or
01:01:46 --> 01:01:46:	companies,
01:01:46 --> 01:01:49:	or put all these great programs in place and doing
01:01:49 --> 01:01:49:	these great things.
01:01:49 --> 01:01:52:	But are they? Is it really hitting the nail on
01:01:52 --> 01:01:53:	the head?

01:01:53 --> 01:01:55:	I mean, our associates are diverse associates.
01:01:55 --> 01:01:56:	Are they happy with that?
01:01:56 --> 01:01:58:	Is it really really an added value?
01:01:58 --> 01:02:00:	And so we to be honest,
01:02:00 --> 01:02:01:	we have never really asked.
01:02:01 --> 01:02:04:	I mean, we've done all these great things and we
01:02:04 --> 01:02:06:	have engagement surveys and things like that.
01:02:06 --> 01:02:09:	And we usually Skype score very high on our engagement
01:02:09 --> 01:02:11:	surveys and diversity inclusion,
01:02:11 --> 01:02:13:	but to actually have a group together and say OK,
01:02:13 --> 01:02:15:	what what's working? What's not working?
01:02:15 --> 01:02:16:	What should we be doing differently?
01:02:16 --> 01:02:19:	So that's something that I hear a lot of companies
01:02:19 --> 01:02:20:	doing today?
01:02:21 --> 01:02:22:	Thank you for that. OK,
01:02:22 --> 01:02:24:	maybe we have another question,
01:02:24 --> 01:02:29:	sure, so can rocks, rocks and if she pops on,
01:02:29 --> 01:02:33:	expand upon who is analyzing the data for economic cost
01:02:33 --> 01:02:34:	benefit.
01:02:34 --> 01:02:37:	Analysis of incentives. Is it City Hall,
01:02:37 --> 01:02:40:	EDC, etc. And then per John's comments,
01:02:40 --> 01:02:44:	are there opportunities to validate the data through community discussion?
01:02:44 --> 01:02:45:	And how can
01:02:45 --> 01:02:47:	one get involved in this process?
01:02:47 --> 01:02:51:	Sure, so the data is collected in various ways and
01:02:51 --> 01:02:56:	in some cases when you talk about cost benefit analysis
01:02:56 --> 01:02:56:	on.
01:02:56 --> 01:03:00:	In some cases the the city will hire,
01:03:00 --> 01:03:04:	or really it's the developer pays for it,
01:03:04 --> 01:03:06:	but it's engaged by the city or through what is
01:03:06 --> 01:03:09:	called our Economic Development Corporation of Kansas City,
01:03:09 --> 01:03:13:	Mo. 8 third party analyst that will review
01:03:13 --> 01:03:14:	the metrics of the project
01:03:15 --> 01:03:18:	and look at various different.
01:03:18 --> 01:03:24:	You know? And usually they're they're tracking the not really
01:03:24 --> 01:03:30:	the eight racial equity and diversity of a particular project.
01:03:30 --> 01:03:32:	And how that may have an impact on the community
01:03:32 --> 01:03:33:	in that regard,
01:03:33 --> 01:03:38:	but really, they're looking at the metrics related to the
01:03:38 --> 01:03:42:	costs of delivering services to a particular project,

01:03:42 --> 01:03:49:	and also the benefits. To the various different taxing jurisdictions,
01:03:49 --> 01:03:53:	so the cost benefit analysis is fairly limited in the
01:03:53 --> 01:03:55:	data that it does collect.
01:03:55 --> 01:03:57:	And again, like I said,
01:03:57 --> 01:04:01:	it's typically a third party that's doing that when you
01:04:01 --> 01:04:05:	ask if there's an opportunity for others to get involved
01:04:05 --> 01:04:06:	in that process.
01:04:06 --> 01:04:09:	Um Ann and comment on it on that.
01:04:09 --> 01:04:14:	Obviously there's always the public engagement portion when we're utilizing
01:04:14 --> 01:04:17:	any any of these economic development incentive tools.
01:04:17 --> 01:04:20:	But to truly get more substantive,
01:04:20 --> 01:04:22:	hands-on with that, I would say,
01:04:22 --> 01:04:27:	you know, reach out to the Economic Development Corporation of
01:04:27 --> 01:04:28:	Kansas City.
01:04:28 --> 01:04:33:	Be my recommendation if there's anybody that's interested in helping
01:04:33 --> 01:04:34:	to gather data.
01:04:34 --> 01:04:36:	That again, that would be my suggestion.
01:04:38 --> 01:04:40:	And John Rocks and talked about it,
01:04:40 --> 01:04:43:	but it seemed like based on the question that was
01:04:43 --> 01:04:44:	asked.
01:04:44 --> 01:04:46:	How do people, particularly people of color?
01:04:46 --> 01:04:48:	How did it get involved in?
01:04:48 --> 01:04:53:	This decision making process save us a community Improvement District
01:04:53 --> 01:04:56:	that runs through a certain neighborhood how?
01:04:56 --> 01:05:01:	What will be your thoughts or suggestions about how?
01:05:01 --> 01:05:05:	His governing bodies can get people of color included an
01:05:05 --> 01:05:07:	people who want to get involved.
01:05:07 --> 01:05:09:	How should they go about doing that?
01:05:09 --> 01:05:09:	I
01:05:09 --> 01:05:11:	think a lot of it kind of speaks to this.
01:05:11 --> 01:05:13:	This really strong amount just kind of personally those that
01:05:13 --> 01:05:15:	a lot of people have in this country where there's
01:05:15 --> 01:05:18:	this kind of desire to get involved with something,
01:05:18 --> 01:05:20:	but you never really sure where to start.
01:05:20 --> 01:05:22:	And a lot of that just kind of stems from
01:05:22 --> 01:05:25:	overcoming a lot of mental barriers as far as how
01:05:25 --> 01:05:26:	you think the world is operating,
01:05:26 --> 01:05:28:	and for a lot of people,

01:05:28 --> 01:05:31:	especially residents and neighbors, they have this idea that you
01:05:31 --> 01:05:33:	know there's all these developers and there's all these people
01:05:34 --> 01:05:34:	that are,
01:05:34 --> 01:05:36:	you know, walking around with their fancy degrees,
01:05:36 --> 01:05:38:	using lots of language in terms that I'm not going
01:05:38 --> 01:05:39:	to be familiar with,
01:05:39 --> 01:05:41:	and I'm not sure if I'm going to be.
01:05:41 --> 01:05:44:	You know comfortable stepping into this kind of environment,
01:05:44 --> 01:05:47:	but the reality of the situation is when organizations are
01:05:47 --> 01:05:50:	looking for people to help serve on resident advisory committees
01:05:50 --> 01:05:52:	or boards of directors and things like that.
01:05:52 --> 01:05:55:	But going to people they know they're going to people
01:05:55 --> 01:05:56:	who they can vouch for and say,
01:05:56 --> 01:05:58:	hey, I know this person.
01:05:58 --> 01:05:59:	I think they would be a really,
01:05:59 --> 01:06:01:	really, really good choice for this,
01:06:01 --> 01:06:03:	and I think we should reach out to them and
01:06:03 --> 01:06:04:	see if they're interested.
01:06:04 --> 01:06:06:	So I think the biggest thing is just trying to
01:06:06 --> 01:06:08:	do what you can to get involved in efforts,
01:06:08 --> 01:06:10:	locali and whatever that looks like.
01:06:10 --> 01:06:13:	If you have a neighborhood organization or.
01:06:13 --> 01:06:17:	Community Development Corporation or somebody that's working locali and just
01:06:17 --> 01:06:19:	reach out and talk to the people that are part
01:06:19 --> 01:06:22:	of this and don't be afraid to send an email
01:06:22 --> 01:06:23:	to executive director and say hey,
01:06:23 --> 01:06:25:	I'm a really big fan of the work that you're
01:06:25 --> 01:06:26:	doing.
01:06:26 --> 01:06:28:	I want to see if there's anything that I could
01:06:28 --> 01:06:30:	help lend it to these efforts and sit down and
01:06:30 --> 01:06:32:	have a Cup of coffee with people 'cause odds are
01:06:32 --> 01:06:34:	they're going to be really happy to make that kind
01:06:34 --> 01:06:34:	of connection.
01:06:34 --> 01:06:37:	Of course, socially distance or whenever probate is over or
01:06:37 --> 01:06:38:	whatever happens,
01:06:38 --> 01:06:40:	or you know the zoom virtual Cup of coffee kind
01:06:40 --> 01:06:41:	of thing that's going on right now.
01:06:41 --> 01:06:44:	Whatever that looks like. Don't be afraid to step out
01:06:44 --> 01:06:46:	of your shell a little bit,

01:06:46 --> 01:06:48:	and one of the hardest things about this is that
01:06:48 --> 01:06:50:	we like to do things that are comfortable to us.
01:06:50 --> 01:06:53:	We like doing things that are familiar and feel good.
01:06:53 --> 01:06:54:	And, you know, spark joy,
01:06:54 --> 01:06:56:	right? So what do we do when we're in these
01:06:56 --> 01:07:00:	situations where you feel like you're stepping outside of that
01:07:00 --> 01:07:00:	a little bit?
01:07:00 --> 01:07:03:	And the answer, at least by experience,
01:07:03 --> 01:07:06:	has been to get comfortable feeling uncomfortable and know that
01:07:06 --> 01:07:08:	the only way that you really gonna grow and change
01:07:08 --> 01:07:11:	and be able to have additional experiences that you can
01:07:11 --> 01:07:13:	blend it so the work of others.
01:07:13 --> 01:07:14:	Just to say, you know it's going to be a
01:07:14 --> 01:07:16:	little uncomfortable at first.
01:07:16 --> 01:07:18:	I recognize that this is a brand new sandbox with
01:07:18 --> 01:07:19:	new kids,
01:07:19 --> 01:07:21:	and I'm not necessarily sure what the games are or
01:07:21 --> 01:07:23:	what the rules are or anything like that.
01:07:23 --> 01:07:27:	And then will go away once you start getting involved.
01:07:27 --> 01:07:28:	So pick up the phone,
01:07:28 --> 01:07:30:	send an email so getting to know the people that
01:07:30 --> 01:07:33:	are doing the work that you want to get involved
01:07:33 --> 01:07:34:	in and take it from there.
01:07:34 --> 01:07:35:	That's how people end up on those names.
01:07:35 --> 01:07:38:	When somebody who's an elected official says hey,
01:07:38 --> 01:07:40:	I need people that can be on this committee for
01:07:40 --> 01:07:40:	this thing.
01:07:40 --> 01:07:42:	Who do you recommend if they don't know you were
01:07:42 --> 01:07:44:	never going to recommend you?
01:07:44 --> 01:07:44:	You're not going to say,
01:07:44 --> 01:07:46:	hey, I seen this guy that looks a few houses
01:07:46 --> 01:07:47:	down.
01:07:47 --> 01:07:48:	He seems alright. Why don't you call him?
01:07:48 --> 01:07:50:	That's not gonna fly you gotta get out there a
01:07:50 --> 01:07:52:	little bit kick yourself in the butt to maybe be
01:07:52 --> 01:07:55:	a little bit more extroverted than you're comfortable with until
01:07:55 --> 01:07:56:	you get home.
01:07:57 --> 01:07:59:	Are very good. We got about 15 minutes before we
01:07:59 --> 01:08:01:	begin our closing remarks.
01:08:01 --> 01:08:03:	So I think Amy we got more questions.
01:08:03 --> 01:08:04:	We want to create

01:08:04 --> 01:08:05:	so there's there's a couple
01:08:05 --> 01:08:09:	that talk a little bit about the pandemic and census
01:08:09 --> 01:08:10:	together,
01:08:10 --> 01:08:12:	so I might combine those in.
01:08:12 --> 01:08:14:	Whoever wants to respond can do that.
01:08:14 --> 01:08:19:	So how does the impact of COVID-19 impact this process?
01:08:19 --> 01:08:23:	Is there anything being done to collect current census and
01:08:23 --> 01:08:28:	then historically obviously low income renters have been difficult to
01:08:28 --> 01:08:29:	collect data on?
01:08:29 --> 01:08:30:	But they're the most vulnerable groups.
01:08:30 --> 01:08:32:	What can we do to better track these folks that
01:08:32 --> 01:08:34:	are falling through the cracks?
01:08:38 --> 01:08:42:	Right, so you mentioned before doing some work on tenant
01:08:42 --> 01:08:42:	evictions?
01:08:42 --> 01:08:45:	How about we take the latter part of that question
01:08:45 --> 01:08:47:	about tenants in terms of being to track them.
01:08:47 --> 01:08:50:	We would have thoughts on that.
01:08:50 --> 01:08:50:	I
01:08:50 --> 01:08:54:	have the treasure. Made a payment?
01:08:54 --> 01:08:59:	Please do that. One is probably how people actually have
01:08:59 --> 01:09:04:	so little in relationships with the community and the community.
01:09:04 --> 01:09:05:	Question guys,
01:09:05 --> 01:09:07:	we're going to do is if you can just put
01:09:07 --> 01:09:07:	it on,
01:09:07 --> 01:09:11:	put your video, stop the video,
01:09:11 --> 01:09:14:	and then answer. I think they'll give you some more,
01:09:14 --> 01:09:16:	some more bandwidth, their design.
01:09:16 --> 01:09:18:	Oh yeah, let's go sounds good.
01:09:19 --> 01:09:22:	Well, left off is 1 idea is to use build
01:09:22 --> 01:09:26:	relationships with community members who have good.
01:09:26 --> 01:09:31:	Social capital with the community at Ashea Place shares with
01:09:31 --> 01:09:35:	the people that is of concern for consensus and design
01:09:35 --> 01:09:37:	group groups and demographics.
01:09:37 --> 01:09:42:	Um, actually 'cause, frankly speaking a lot of 'em.
01:09:42 --> 01:09:46:	These demographics don't necessarily trust these institutions.
01:09:46 --> 01:09:50:	Together, this information, regardless of reason for the census or
01:09:50 --> 01:09:53:	for any other projects as these communities are used to
01:09:53 --> 01:09:56:	these type of things happening and never gain benefit from
01:09:56 --> 01:09:58:	it or actually getting some detriment from it.

01:09:58 --> 01:10:01:	And so that's when I did have.
01:10:01 --> 01:10:05:	It's a build actual genuine relationship with communities to have
01:10:05 --> 01:10:07:	and frankly there's no quick,
01:10:07 --> 01:10:11:	easy solution if that's what you're looking for.
01:10:11 --> 01:10:14:	Miss too many particular damages that's been going on for
01:10:14 --> 01:10:15:	years for decades,
01:10:15 --> 01:10:20:	and these communities, and so it will probably take along.
01:10:20 --> 01:10:25:	Human relationship type of. Fixing to center
01:10:25 --> 01:10:28:	point. That's a good point because again,
01:10:28 --> 01:10:31:	having relationships with people who live in the neighborhood to
01:10:31 --> 01:10:32:	have their credibility.
01:10:32 --> 01:10:35:	There's a term that came out of Drexel University called
01:10:35 --> 01:10:37:	the street corner thesis.
01:10:37 --> 01:10:40:	Which means that you have to really engage those individuals
01:10:40 --> 01:10:42:	who really know the people who live there and who
01:10:42 --> 01:10:44:	are part of that community.
01:10:44 --> 01:10:47:	So building those bridges early on that when you need
01:10:47 --> 01:10:50:	the data but having an ongoing relationship is very important.
01:10:50 --> 01:10:53:	Regarding the first part of the question about the pandemic
01:10:53 --> 01:10:55:	and the challenges around senses.
01:10:57 --> 01:11:00:	John, I think you probably closely familiar with the census
01:11:00 --> 01:11:00:	data.
01:11:00 --> 01:11:02:	What do you do? Just briefly,
01:11:02 --> 01:11:04:	what are your thoughts? And we have a couple other
01:11:04 --> 01:11:06:	questions before we have the wrap up here.
01:11:06 --> 01:11:07:	Well,
01:11:07 --> 01:11:08:	I think everything that was also kind of this.
01:11:08 --> 01:11:09:	It's the nail on the head.
01:11:09 --> 01:11:12:	We have a lot of communities that are very challenging
01:11:12 --> 01:11:13:	to get accurate counts for.
01:11:13 --> 01:11:15:	And as we all know that these are the numbers
01:11:15 --> 01:11:17:	that determine how legislative districts are drawn.
01:11:17 --> 01:11:20:	They determined where money goes that comes from the federal
01:11:20 --> 01:11:21:	and state governments.
01:11:21 --> 01:11:24:	It determines so much and that there's a tremendous amount
01:11:24 --> 01:11:25:	of distrust.
01:11:25 --> 01:11:28:	And in these communities in in these data and everything
01:11:28 --> 01:11:29:	else,
01:11:29 --> 01:11:30:	that kind of comes as part of it.

01:11:30 --> 01:11:33:	That's why things like turn out in local elections are
01:11:33 --> 01:11:36:	equity indicators because people are disenfranchised.
01:11:36 --> 01:11:39:	Unity and said it doesn't matter who I vote for.
01:11:39 --> 01:11:40:	My life doesn't change at all,
01:11:40 --> 01:11:43:	despite all the promises these people come out and make.
01:11:43 --> 01:11:44:	If your life gets better,
01:11:44 --> 01:11:47:	good for you, but it doesn't really do anything for
01:11:47 --> 01:11:50:	me and I think that speaks a lot to really
01:11:50 --> 01:11:54:	substantial lack of trust in public institutions and elected officials.
01:11:54 --> 01:11:57:	And in anybody who doesn't really dislike Livonia,
01:11:57 --> 01:11:59:	Block who you know, who can see all the time
01:11:59 --> 01:12:00:	and have that kind of accountability.
01:12:00 --> 01:12:02:	'cause if they're doing something you don't like,
01:12:02 --> 01:12:03:	you could call them out.
01:12:03 --> 01:12:05:	It's not always easy to go ahead and do that
01:12:05 --> 01:12:06:	somewhere else,
01:12:06 --> 01:12:07:	so when we look at the census data,
01:12:07 --> 01:12:09:	this is. Part of why we have to kind of
01:12:09 --> 01:12:11:	take it with a grain of salt and realize that
01:12:11 --> 01:12:12:	in some cases,
01:12:12 --> 01:12:15:	especially when we're looking at the American Community Survey data,
01:12:15 --> 01:12:17:	specially the one year estimates,
01:12:17 --> 01:12:19:	we can see margins of error that are just like
01:12:19 --> 01:12:20:	violently insane,
01:12:20 --> 01:12:22:	to the point where you can look at this and
01:12:22 --> 01:12:24:	say I don't even know if I can use this
01:12:24 --> 01:12:24:	or not,
01:12:24 --> 01:12:26:	and that's why it's important to frame data in a
01:12:26 --> 01:12:27:	way that you're saying.
01:12:27 --> 01:12:29:	I am asking a question based on the findings that
01:12:29 --> 01:12:30:	I have,
01:12:30 --> 01:12:33:	hopefully through dialogue and conversation in this kind of street
01:12:33 --> 01:12:35:	corner thesis mentality,
01:12:35 --> 01:12:37:	you can put that data into perspective a little bit
01:12:37 --> 01:12:37:	more.
01:12:37 --> 01:12:38:	You can refine it a little bit.
01:12:38 --> 01:12:41:	Better. You can't necessarily take all of it at face
01:12:41 --> 01:12:42:	value.
01:12:42 --> 01:12:43:	You have to look at it and say this is
01:12:43 --> 01:12:46:	a starting point for us to kind of help understand

Time	Text
01:12:46 --> 01:12:46:	what's going on.
01:12:46 --> 01:12:48:	Now we have to go to the Community,
01:12:48 --> 01:12:51:	build trust, build relationships, and be able to put this
01:12:51 --> 01:12:53:	stuff in perspective and see what the census count light
01:12:53 --> 01:12:56:	and what they didn't care right when it comes to
01:12:56 --> 01:12:59:	addiction specifically. That is, it's so hard,
01:12:59 --> 01:13:01:	and depending on what city you work in,
01:13:01 --> 01:13:04:	there may be resources available to help you put these
01:13:04 --> 01:13:05:	sorts of things in the context.
01:13:05 --> 01:13:08:	There's two types of division evictions this formal evictions that
01:13:08 --> 01:13:09:	go through the.
01:13:09 --> 01:13:11:	Court system in a judge rules.
01:13:11 --> 01:13:13:	And since you got to get out of the house
01:13:13 --> 01:13:16:	and then there's informal evictions which are nearly impossible track,
01:13:16 --> 01:13:18:	and no one's figured out a way to do it
01:13:18 --> 01:13:18:	yet,
01:13:18 --> 01:13:20:	and those are things where the landlord says you know
01:13:20 --> 01:13:21:	what,
01:13:21 --> 01:13:23:	you just gotta go, and that's the end of it.
01:13:23 --> 01:13:25:	Or they say I'm going to be doing a bunch
01:13:25 --> 01:13:26:	of renovations,
01:13:26 --> 01:13:28:	so I can't remove your least you gotta go.
01:13:28 --> 01:13:31:	I'm increasing the rent by a substantial amount.
01:13:31 --> 01:13:32:	That's a lot more than you thought it was going
01:13:32 --> 01:13:32:	to be,
01:13:32 --> 01:13:35:	so you gotta go things like that,
01:13:35 --> 01:13:36:	so it's. It's a really,
01:13:36 --> 01:13:37:	really challenging thing to track.
01:13:37 --> 01:13:40:	I would encourage everyone to look at the Eviction Lab
01:13:40 --> 01:13:42:	website one by Doctor Matthew Desmond Eviction Lambda.
01:13:42 --> 01:13:46:	Bored talk to people in your local community who do
01:13:46 --> 01:13:47:	eviction work there?
01:13:47 --> 01:13:50:	Maybe I'm a legal organizations that are nonprofit.
01:13:50 --> 01:13:52:	Do specialize in this sort of thing.
01:13:52 --> 01:13:54:	There may be local housing,
01:13:54 --> 01:13:57:	housing, security and housing advocacy groups that can help you.
01:13:57 --> 01:14:00:	Homeless prevention groups that could help with some of this
01:14:00 --> 01:14:01:	in the context is not all of it is going
01:14:01 --> 01:14:03:	to be readily available.

01:14:03 --> 01:14:05:	These are not necessarily data set to go to a
01:14:05 --> 01:14:07:	website and click and download and understand it.
01:14:07 --> 01:14:09:	And even if there's a data portal and lots of
01:14:10 --> 01:14:10:	visualizations,
01:14:10 --> 01:14:12:	it may be telling his religion complete version of the.
01:14:12 --> 01:14:13:	Full story.
01:14:14 --> 01:14:18:	Hey John will provide those resources to John reference as
01:14:18 --> 01:14:21:	well on the you allow website will talk about that
01:14:21 --> 01:14:24:	when we wrap up we have about 10 minutes so
01:14:24 --> 01:14:26:	we want to get through.
01:14:26 --> 01:14:29:	Few remaining questions or Amy sure
01:14:29 --> 01:14:32:	would love to hear the panelists thoughts on how to
01:14:32 --> 01:14:36:	navigate the data analysis both with an equity lens,
01:14:36 --> 01:14:39:	when the ones that are maybe asking for the data
01:14:39 --> 01:14:42:	are not maybe interested in or how do you combat
01:14:42 --> 01:14:45:	the bias that in may be inherent in the data
01:14:45 --> 01:14:47:	collection process and analysis?
01:14:49 --> 01:14:53:	OK. Jenny, I can maybe segue to you.
01:14:53 --> 01:14:56:	And again, we don't want to just your thoughts in
01:14:56 --> 01:14:57:	terms of again,
01:14:57 --> 01:14:59:	what gets measured gets improved.
01:14:59 --> 01:15:02:	What are your thoughts on that in terms of?
01:15:02 --> 01:15:04:	And again, we know that a spectrum.
01:15:04 --> 01:15:07:	Along racial lines, everybody is at a different level in
01:15:07 --> 01:15:09:	terms of the spectrum,
01:15:09 --> 01:15:11:	but in terms of any bias and those kind of
01:15:11 --> 01:15:12:	things,
01:15:12 --> 01:15:15:	what are your thoughts in terms of measurements and making
01:15:15 --> 01:15:17:	interventions were needed to?
01:15:17 --> 01:15:20:	Stay on task goals at at at Duke Realty.
01:15:22 --> 01:15:23:	Well,
01:15:23 --> 01:15:24:	if you're talking about and,
01:15:24 --> 01:15:27:	I can pay equity. You know,
01:15:27 --> 01:15:30:	that's one reason why we put the four steps in
01:15:30 --> 01:15:34:	place where we're analyzing at four different times to make
01:15:34 --> 01:15:35:	sure that we don't.
01:15:35 --> 01:15:36:	We we have a problem,
01:15:36 --> 01:15:39:	or we we see something that's off that we can
01:15:39 --> 01:15:43:	make that correction and we just we started that in
01:15:43 --> 01:15:43:	2015,
01:15:43 --> 01:15:46:	but we really didn't get good at it until probably

01:15:47 --> 01:15:47:	last year.
01:15:47 --> 01:15:49:	We put those four stops in place,
01:15:49 --> 01:15:52:	and so it was nice to see this year that
01:15:52 --> 01:15:54:	some of the people that were.
01:15:54 --> 01:15:57:	Falling below diverse people or women that they were no
01:15:57 --> 01:16:00:	longer on that list and so and there's lots of
01:16:00 --> 01:16:04:	reasons why someone might fall below a midpoint salary band
01:16:04 --> 01:16:07:	or whatever, but it's just nice that we have those
01:16:07 --> 01:16:09:	four points in place because it allows us.
01:16:09 --> 01:16:12:	I mean, to remove the bias and say you know
01:16:12 --> 01:16:15:	what this This is why we put this program in
01:16:15 --> 01:16:17:	place to these people should be at,
01:16:17 --> 01:16:18:	you know at this level,
01:16:18 --> 01:16:20:	and if they're not, we move them.
01:16:20 --> 01:16:23:	And so we've been fortunate enough to do that.
01:16:23 --> 01:16:24:	Does that help answer it?
01:16:25 --> 01:16:28:	You do it, yes. OK,
01:16:28 --> 01:16:31:	any other questions? Or if anybody else want to champion
01:16:31 --> 01:16:32:	there,
01:16:33 --> 01:16:34:	I'll close with this last one,
01:16:34 --> 01:16:37:	so sharing data is crucial.
01:16:37 --> 01:16:40:	But graphs and charts can lose people quickly.
01:16:40 --> 01:16:43:	Has anyone explored the visualization of data,
01:16:43 --> 01:16:44:	either in the context of Maps,
01:16:44 --> 01:16:46:	GIS tools or anything else?
01:16:52 --> 01:16:53:	You want to hear? Yeah,
01:16:54 --> 01:16:56:	I'll go ahead and take that and this is something
01:16:56 --> 01:16:58:	where there's a couple different challenges to one is that
01:16:58 --> 01:17:01:	you know a lot of us are visual learners and
01:17:01 --> 01:17:03:	they like to see what exactly it is that's going
01:17:03 --> 01:17:06:	on in a way that makes sense beyond just kind
01:17:06 --> 01:17:07:	of written narrative.
01:17:07 --> 01:17:10:	But I feel like at the same time charts and
01:17:10 --> 01:17:13:	graphs really only means so much as the perspective of
01:17:13 --> 01:17:14:	the data that's going into it.
01:17:14 --> 01:17:16:	So it's important to have a little bit of narrative
01:17:17 --> 01:17:18:	that talks about this and say,
01:17:18 --> 01:17:21:	OK, I'm not just going to give you a chart
01:17:21 --> 01:17:22:	or a math or.
01:17:22 --> 01:17:24:	A piece of information I'm going to give you a
01:17:24 --> 01:17:27:	little bit about what books it puts it in context

01:17:27 --> 01:17:28:	and why this matters and what's different.
01:17:28 --> 01:17:31:	Or maybe how it compares to other places.
01:17:31 --> 01:17:33:	So that way people have a good idea as far
01:17:33 --> 01:17:35:	as what it is and that means speaking to lots
01:17:35 --> 01:17:37:	of different kinds of data visualizations,
01:17:37 --> 01:17:40:	so it could be Maps or storyboards or something that's
01:17:40 --> 01:17:42:	interactive on a website or something.
01:17:42 --> 01:17:44:	That's a piece of paper that's handed out.
01:17:44 --> 01:17:46:	It has to speak a lot to making sure that
01:17:46 --> 01:17:48:	whatever it is that you're doing,
01:17:48 --> 01:17:50:	you're trying to. You don't want to dumb things down,
01:17:50 --> 01:17:52:	but you want to use layman's terms that are easy
01:17:52 --> 01:17:54:	for people to understand.
01:17:54 --> 01:17:56:	And that's a big part of making sure that you
01:17:56 --> 01:17:59:	understand what you're talking about is being able to explain
01:17:59 --> 01:18:01:	it in a way that's really universally translatable,
01:18:01 --> 01:18:03:	and you don't want to spend a whole lot of
01:18:03 --> 01:18:05:	time explaining with velocities of terms and things like that
01:18:05 --> 01:18:07:	is going to lose even more people,
01:18:07 --> 01:18:09:	so whatever kind of visual aid you have,
01:18:09 --> 01:18:12:	make sure that there's something to accompany it to put
01:18:12 --> 01:18:13:	it into perspective,
01:18:13 --> 01:18:14:	and make sure that it makes sense,
01:18:14 --> 01:18:16:	and then if you could just hand this to your
01:18:16 --> 01:18:17:	neighbor and say,
01:18:17 --> 01:18:19:	hey, you don't know anything about this.
01:18:19 --> 01:18:19:	But if I give you this,
01:18:19 --> 01:18:22:	does this kind of makes sense to you and kind
01:18:22 --> 01:18:24:	of start with that mentality.
01:18:24 --> 01:18:25:	The other part of it is that when you're using
01:18:25 --> 01:18:26:	visual aids,
01:18:26 --> 01:18:29:	make sure that there's a level of cultural competency that
01:18:29 --> 01:18:30:	goes into it.
01:18:30 --> 01:18:32:	So, for instance, if you are talking a very simple
01:18:32 --> 01:18:36:	demographic map and you're saying which percentage of a census
01:18:36 --> 01:18:38:	tract is African American,
01:18:38 --> 01:18:40:	you don't want that number to be represented by the
01:18:41 --> 01:18:41:	color red.
01:18:41 --> 01:18:44:	You know that's the color that we associate with danger.
01:18:44 --> 01:18:45:	I don't like this. Stay away.
01:18:45 --> 01:18:48:	Don't go here, choose something else.

01:18:48 --> 01:18:50:	And I know that's kind of an explicit example.
01:18:50 --> 01:18:51:	It might be a little bit obvious,
01:18:51 --> 01:18:54:	but it would be surprising the amount of data visualizations
01:18:54 --> 01:18:56:	I've seen out there that just make you go get
01:18:56 --> 01:18:59:	excited to get away with this without getting fired like
01:18:59 --> 01:19:02:	it happens. So cultural competence is important,
01:19:02 --> 01:19:04:	making sure that we were able to translate your message
01:19:04 --> 01:19:06:	in an easy to understand why it makes sense.
01:19:06 --> 01:19:09:	And understanding your audience to understand exactly what it is
01:19:09 --> 01:19:11:	that they'd be comfortable looking at and what they'd be
01:19:12 --> 01:19:12:	comfortable consuming.
01:19:14 --> 01:19:17:	Repoint Rozzell, did you want to comment on that as
01:19:17 --> 01:19:17:	well?
01:19:20 --> 01:19:25:	Yes, minus the answer. That question sounds visualization.
01:19:25 --> 01:19:29:	Being able to communicate to the demographic group people or
01:19:29 --> 01:19:34:	culture understanding you're dealing with is different than just dumping
01:19:34 --> 01:19:35:	dumbing it down.
01:19:35 --> 01:19:37:	Being good communication is not dumbing down.
01:19:37 --> 01:19:40:	We don't need anyone insult people's intelligence,
01:19:40 --> 01:19:44:	it's just that whatever they don't know they don't know
01:19:44 --> 01:19:47:	is your responsibility to be able.
01:19:47 --> 01:19:50:	Excuse me, is your responsibility to be able to figure
01:19:50 --> 01:19:53:	out the best way to communicate information to the community
01:19:53 --> 01:19:54:	at hand.
01:19:54 --> 01:19:57:	To answer your question, thank you.
01:19:57 --> 01:19:58:	And break up in there.
01:20:01 --> 01:20:03:	Damn break up there, are
01:20:03 --> 01:20:05:	you good you OK you OK?
01:20:05 --> 01:20:07:	I think Amy sent one last question in and I
01:20:08 --> 01:20:10:	think it may be part for me to answer,
01:20:10 --> 01:20:12:	but the question is how do we get our leaders
01:20:12 --> 01:20:13:	to care?
01:20:13 --> 01:20:17:	About equity data and why is it important?
01:20:17 --> 01:20:20:	And again I like to say that what can be
01:20:21 --> 01:20:21:	measured.
01:20:21 --> 01:20:24:	Can be changed or you can make improvements upon it,
01:20:24 --> 01:20:26:	but if you don't have the data,
01:20:26 --> 01:20:27:	it's hard to make any kind of changes,
01:20:27 --> 01:20:29:	and I think we see a lot of that was

01:20:29 --> 01:20:32:	some of the glittering generalities is what I will call
01:20:32 --> 01:20:32:	it.
01:20:32 --> 01:20:35:	And that's the term that they use in marketing about
01:20:35 --> 01:20:36:	Black Lives Matter.
01:20:36 --> 01:20:39:	For example, we saw a lot of public statements being
01:20:39 --> 01:20:42:	issued by companies and institutions around the country.
01:20:42 --> 01:20:44:	About what they were going to do and how they
01:20:44 --> 01:20:46:	were going to do things,
01:20:46 --> 01:20:48:	but the problem is who's evaluating that?
01:20:48 --> 01:20:54:	Ensure that they're being held accountable and that just benefiting
01:20:54 --> 01:20:56:	from publicity of tragedy.
01:20:56 --> 01:21:00:	So again, I think using important for.
01:21:00 --> 01:21:02:	There will be what we call anti racist.
01:21:02 --> 01:21:06:	Those are people who are champions champions of really trying
01:21:06 --> 01:21:09:	to address racial disparities.
01:21:09 --> 01:21:12:	Is that important or is not just enough to be
01:21:12 --> 01:21:13:	non racist?
01:21:13 --> 01:21:15:	Anybody can say that they're not racist?
01:21:15 --> 01:21:17:	The question is, what are you doing actively to make
01:21:17 --> 01:21:19:	a difference and to make a change.
01:21:19 --> 01:21:24:	And again, for any organization to measure success.
01:21:24 --> 01:21:26:	You have to have those racial disparities in those outcomes
01:21:26 --> 01:21:27:	and figure out what the goals are,
01:21:27 --> 01:21:30:	and I think a lot of it has to do
01:21:30 --> 01:21:30:	with.
01:21:30 --> 01:21:34:	Organizations, in terms of your organizational strategic plan and how
01:21:34 --> 01:21:36:	you carry about doing your work.
01:21:36 --> 01:21:39:	What are your values as an organization is very good
01:21:39 --> 01:21:42:	to have in your office setting your mission statement.
01:21:42 --> 01:21:43:	You vision that your values,
01:21:43 --> 01:21:46:	but the question that I would have is how do
01:21:46 --> 01:21:48:	you execute and what is the story?
01:21:48 --> 01:21:50:	What is your success in doing this?
01:21:50 --> 01:21:52:	So again, I think these things are important for all
01:21:53 --> 01:21:54:	of us to think about as we go forward.
01:21:54 --> 01:21:57:	Again, this is about analysis and what I would like
01:21:57 --> 01:21:59:	to do now is turn it back over to Amy
01:21:59 --> 01:22:02:	or talk about our third leg on this journey around
01:22:02 --> 01:22:06:	Raceland. Use in leadership. Awesome,
01:22:06 --> 01:22:09:	thank you again to our panelists in our moderate are

01:22:09 --> 01:22:11:	I know I gained a broader understanding of what and
01:22:12 --> 01:22:14:	how data is used to shape the narrative and the
01:22:14 --> 01:22:16:	future of the equity conversation,
01:22:16 --> 01:22:19:	and I hope you all have some beneficial takeaways.
01:22:19 --> 01:22:22:	Some links to follow an Contacts we will be sending
01:22:22 --> 01:22:25:	a follow up email with a link to a brief
01:22:25 --> 01:22:25:	survey.
01:22:25 --> 01:22:28:	I do hope you take the time to provide us
01:22:28 --> 01:22:31:	your feedback so we can continually learn and improve on
01:22:31 --> 01:22:32:	these types of engagements.
01:22:32 --> 01:22:35:	Also as a reminder recording of this session will be
01:22:35 --> 01:22:36:	posted on the.
01:22:36 --> 01:22:40:	Wli Summit website, along with the slides from our panelists
01:22:40 --> 01:22:41:	today,
01:22:41 --> 01:22:44:	I do invite you to join us for our last
01:22:44 --> 01:22:46:	conversation in this series,
01:22:46 --> 01:22:49:	focusing around action, we will discuss how what we we
01:22:49 --> 01:22:49:	will take,
01:22:49 --> 01:22:52:	what we learned thus far and actually turn it into
01:22:53 --> 01:22:54:	actionable items.
01:22:54 --> 01:22:56:	We also share examples of those making meaningful,
01:22:56 --> 01:22:58:	meaningful change in our communities,
01:22:58 --> 01:23:01:	so keep an eye out for email blasts and visit
01:23:01 --> 01:23:01:	our website.
01:23:01 --> 01:23:04:	In the coming weeks to register and again this will
01:23:04 --> 01:23:06:	be on October 21st.
01:23:06 --> 01:23:09:	Same time 3:30 PM. Central time again,
01:23:09 --> 01:23:11:	it has been my sincere pleasure and honor to host
01:23:11 --> 01:23:15:	this important conversation and share these resources to help strengthen
01:23:15 --> 01:23:16:	our resolve on this journey.
01:23:16 --> 01:23:19:	Together with that, I wish you good afternoon and goodnight.