

# 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 lpy 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 an active around the communities.

00:12:19 --> 00:12:22: That data was gathered. So we aim to assure that communities have control over the narrative as two.

00:12:22 --> 00:12:25: What the data is about what it speaks about.

00:12:25 --> 00:12:29: Communities have more solid. See how people learn about the

00:12:29 --> 00:12:31: communities and of their value.

00:12:31 --> 00:12:36: Lastly want to how you can support the next line.

00:12:36 --> 00:12:38: How you can support them in many ways you can support this problem away is too if you yourself or

00:12:38 --> 00:12:42: if you know anybody within a data field who's interested in working with young people and community and mentoring and

00:12:42 --> 00:12:46: teaching about different facets of in the data field.

00:12:46 --> 00:12:49: Please hit us up at dated data at Carpal Tunnel.

00:12:49 --> 00:12:52: Next is you can send us physical assets such as some tools or.

00:12:52 --> 00:12:55: Direct us to any type of research you think we will find.

00:12:55 --> 00:12:56: Is she useful to her program?

00:12:56 --> 00:12:58: And Lastly, you can go to our website at copper.org and simply donate button.

00:12:58 --> 00:13:01: Yeah, that's it.

00:13:01 --> 00:13:05: Thank you Russell and again for the participants.

00:13:05 --> 00:13:10: In our audience we know that it was audio difficulty.

00:13:10 --> 00:13:11: Will try to work on that behind the scenes,

00:13:11 --> 00:13:13: but again he will be here for the question and answer period as well.

00:13:13 --> 00:13:14: At this time, we'll go to our second presenter,

00:13:14 --> 00:13:16: Roxanne Coke. Roxanne is a shareholder at Polsinelli's Real Estate

00:13:16 --> 00:13:19: practice group.

00:13:19 --> 00:13:20: She is more than 30 years of experience in real estate development and public finance and has pioneered the use

00:13:20 --> 00:13:23: of economic development tools throughout Missouri for complex,

00:13:23 --> 00:13:24: complex mixed use development projects.

00:13:24 --> 00:13:26: Roxanne has represented developers, municipalities and taxing districts in all

00:13:26 --> 00:13:29: aspects of real estate development,

00:13:29 --> 00:13:31:

00:13:31 --> 00:13:34:

00:13:34 --> 00:13:37:

00:13:37 --> 00:13:39:

00:13:39 --> 00:13:42:

00:13:42 --> 00:13:47:

00:13:47 --> 00:13:48:

00:13:48 --> 00:13:50:

00:13:50 --> 00:13:54:

00:13:54 --> 00:13:57:

00:13:57 --> 00:14:00:

00:14:00 --> 00:14:05:

00:14:05 --> 00:14:08:



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 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

00:23:28 --> 00:23:29: Community

00:23:29 --> 00:23:32: 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

00:23:39 --> 00:23:44: indicators.

00:23:39 --> 00:23:44: As an intermediary between data sources and human

00:23:44 --> 00:23:47: 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

00:23:52 --> 00:23:56: 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

00:23:59 --> 00:24:05: rises,

00:23:59 --> 00:24:05: community partners, nonprofit organizations as well as local

00:24:05 --> 00:24:09: government.

00:24:05 --> 00:24:09: Utilizing geographic information systems, data and

00:24:09 --> 00:24:11: 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

00:24:20 --> 00:24:20: undertaking

00:24:20 --> 00:24:20: by Rise.

00:24:20 --> 00:24:24: He's executive board member of the American Planning

00:24:24 --> 00:24:26: 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

00:24:30 --> 00:24:31: Partnership Executive

00:24:31 --> 00:24:33: 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  
00:25:10 --> 00:25:12: 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  
00:25:24 --> 00:25:24: 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  
00:25:57 --> 00:25:59: 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, race, 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

00:36:38 --> 00:36:41: 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

00:36:45 --> 00:36:46: candidates for

00:36:45 --> 00:36:46: open positions.

00:36:46 --> 00:36:52: Structuring and administering competitive. Benefit packages

00:36:46 --> 00:36:52: and compensation systems.

00:36:52 --> 00:36:56: Developing and administering a performance management

00:36:52 --> 00:36:56: system.

00:36:56 --> 00:37:00: Providing training and development. Managing employee

00:36:56 --> 00:37:00: relations.

00:37:00 --> 00:37:05: An overseeing succession management. Jenny oversee do

00:37:00 --> 00:37:05: proteins,

00:37:05 --> 00:37:10: Wellness Council diversity and Inclusion Council and

00:37:05 --> 00:37:10: 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

00:37:11 --> 00:37:15: Management.

00:37:15 --> 00:37:15: You allow women's leadership initiative answers on the

00:37:15 --> 00:37:20: National Association

00:37:20 --> 00:37:26: or real estate investment trusts diversity through dividends

00:37:20 --> 00:37:26: advisory committee.

00:37:26 --> 00:37:29: Jenny, welcome and we will look forward to your

00:37:26 --> 00:37:29: 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

00:37:31 --> 00:37:34: and inclusion at Duke Realty and also talked a little

00:37:34 --> 00:37:37: bit about our gender pay equity and then give you

00:37:34 --> 00:37:37: some ideas and some tips on what we're doing here

00:37:37 --> 00:37:40: at Duke.

00:37:40 --> 00:37:43: Really to make diversity a big priority for associates.

00:37:43 --> 00:37:43:

00:37:43 --> 00:37:48:

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  
to the summit.

00:40:53 --> 00:40:54: This is your time to provide your questions in the

00:40:54 --> 00:40:58: Q&A box.

00:40:58 --> 00:40:58: There you see on your screen.

00:40:59 --> 00:41:01: While you are doing that I have a couple of

00:41:01 --> 00:41:03: questions that I would like to ask of some of

00:41:03 --> 00:41:06: our panel is just to get us started.

00:41:06 --> 00:41:08: For you, Jenny, because you just ended and want to

00:41:08 --> 00:41:11: talk about governance,

00:41:11 --> 00:41:12:



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 establishing 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 rozcell 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  
00:53:53 --> 00:53:57: through  
00:53:53 --> 00:53:57: our lands or understanding that community should have an  
00:53:58 --> 00:54:00: 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  
00:54:12 --> 00:54:16: 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  
00:54:39 --> 00:54:43: 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

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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

00:58:33 --> 00:58:35: 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

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  
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  
01:23:15 --> 01:23:16: 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.

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