

BRIEFING

Mobilizing Data for Equity in the Bay Area

March 28, 2024

Bay Area Equity Atlas

**Bay Area
Equity Atlas**

SFF San Francisco
Foundation

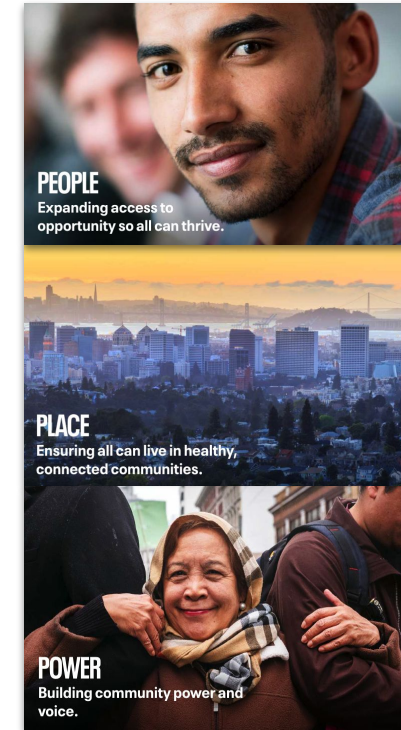
PolicyLink

USCDornsife
Equity Research Institute


**NORTHERN
CALIFORNIA**
GRANTMAKERS

About the Bay Area Equity Atlas

- Launched in 2019
- Produced by the San Francisco Foundation, PolicyLink, and the USC Equity Research Institute (ERI)
- Tracks the state of equity across the nine-county region
 - A comprehensive tool that features actionable, disaggregated data
 - 23 equity metrics
 - 272 geographies



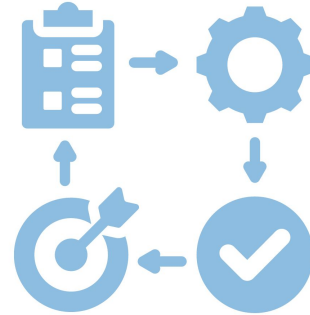
How We Do Research



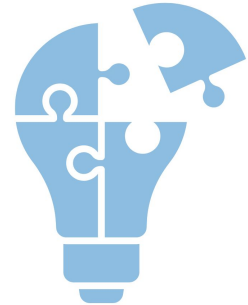
Campaign-driven



Justice-driven



Rigorous



Accessible

How We Do Data

- Strong narrative and messaging
- Deeply disaggregated local data
- Unique indicators and analyses
- User-friendly interface
- Data for policy and systems change



A Research Justice Approach



- Recognize the **value of experiential knowledge** in our methods/research
- Build **long term partnerships with local leaders** to co-create and co-own research products
- Engage grassroots leaders to **inform research priorities**
- Provide **rapid response data and research support**

Source: A Short Guide to Community-based Participatory Action Research, Healthy City, ktpathways.ca/system/files/resources/2019-02/cbpar.pdf

Equity Campaign Leaders (ECL)

- Research justice approach is formalized through our Equity Campaign Leaders Advisory Committee
- The ECL includes 14 Bay Area organizations working to advance systems change on a broad range of issues
- ECL members play an important role in shaping our research agenda and ensuring that we produce data and content that inform policy action and advocacy efforts

“The fact that the Bay Area Equity Atlas is putting all this energy into packaging data and curating it in a way that can support a lot of specific needs that we have as a social justice community is a huge value add.”

**— Rajni Banthia,
Vice President of
Evaluation, MEDA**



Our Audiences

- Designed to support policy advocates, organizers, and community nonprofits that are working to advance equity across the region
- In practice, our research tools and community engagement efforts serve many audiences

Policy Advocates

Community Organizers

Nonprofit Providers & Developers

Foundations

Local Government Officials & Staff

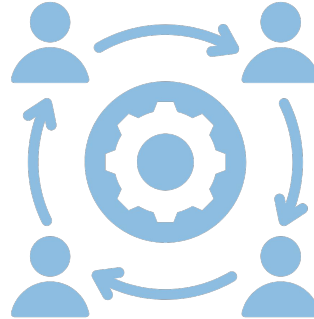
Academic Researchers & Students

Journalists & Media Outlets

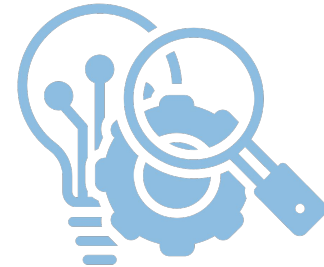
The Bay Area Equity Atlas continues to be a critical tool to advance equitable policies and practices.



BAEA is a tool for equitable impact.



BAEA uses a research justice model.



BAEA provides quality, responsive research.

The Fastest-Growing County in the Bay Area

Contra Costa County's
population increased by

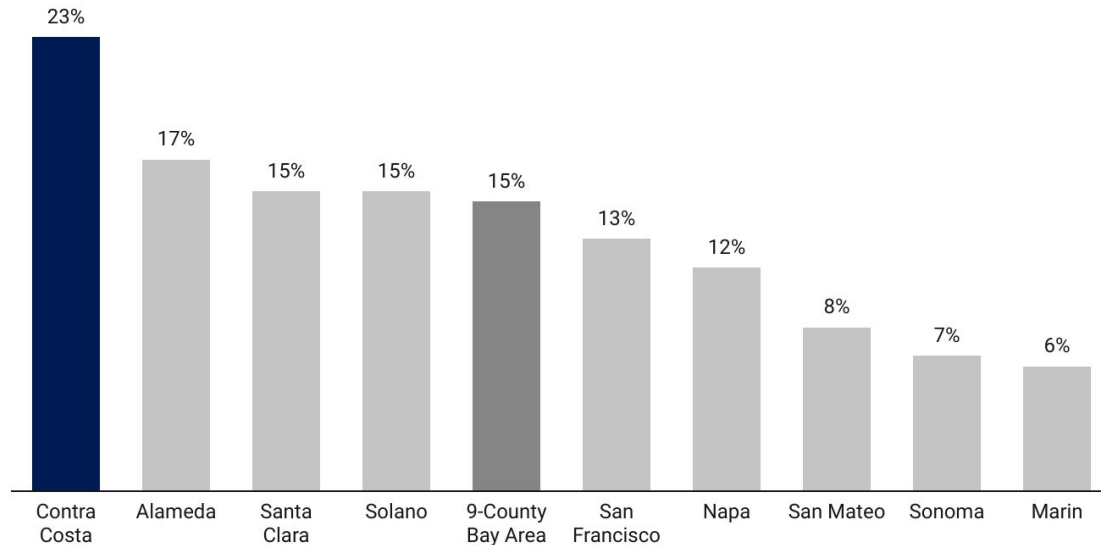
23%

between 2000 and 2020, the
fastest growth rate in the Bay
Area.

Source: California Department of Finance
population data



Rate of population growth by county, 2000-2020



Source: Bay Area Equity Atlas analysis of California Department of Finance data • Created with Datawrapper

A County of Small Cities and Suburbs

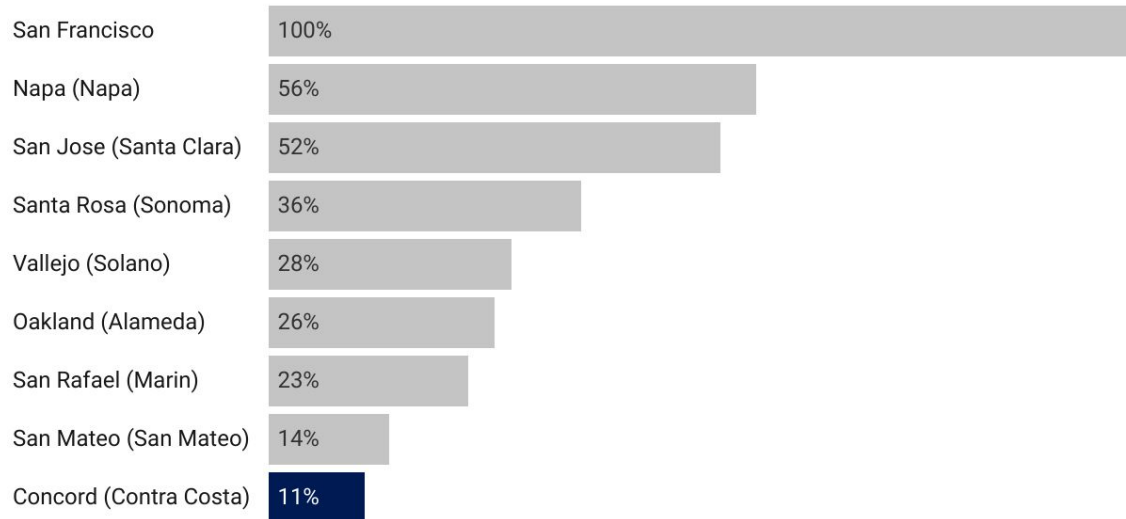
Concord is home to just

11%

of all Contra Costa County residents. No city dominates the county population.

Source: [California Department of Finance population data](#)

Share of county residents living in the largest city, 2020



Source: Bay Area Equity Atlas analysis of California Department of Finance data • Created with Datawrapper

A Changing Region

In the 2010s, the Black population in Antioch grew by

36%

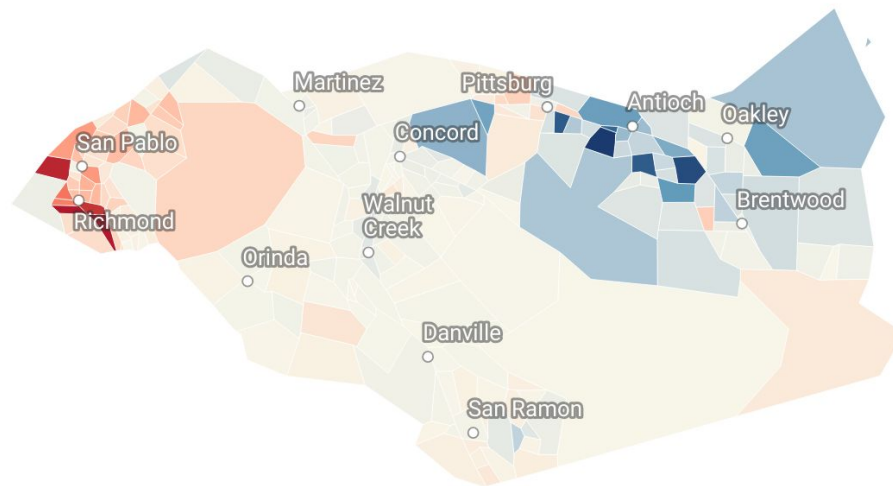
while Richmond's Black population shrank by

19%

Source: Bay Area Equity Atlas analysis of American Community Survey data from the US Census Bureau



Change in number of non-Hispanic Black residents per census tract, 2010-2020



Source: Bay Area Equity Atlas analysis of US Decennial Census data from Geolytics • Created with Datawrapper

“I didn’t want to be an elected official, but I was motivated to run for office because I just didn’t see anybody in the race who was going to be willing to have values radical enough to do what residents actually needed to be done.”

— Councilmember Tamisha Torres-Walker, Antioch



LEARN MORE



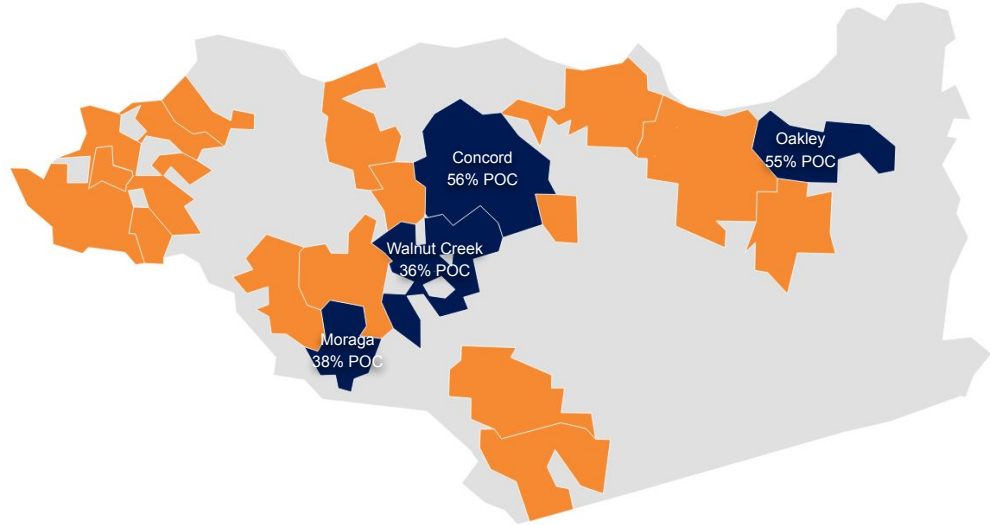
In Focus: The Diversity of Bay Area Elected Officials

■ All-white city councils ■ Cities with at least 1 elected official of color ■ Unincorporated Areas

4 of 19

Cities in Contra Costa County had no people of color on their city councils, as of 2022

Source: Bay Area Equity Atlas data collection, September 2023



Source: Bay Area Equity Atlas analysis of local elected officials and American Community Survey data from data.census.gov • Created with Datawrapper

In Focus: Recovery Spending in Contra Costa County

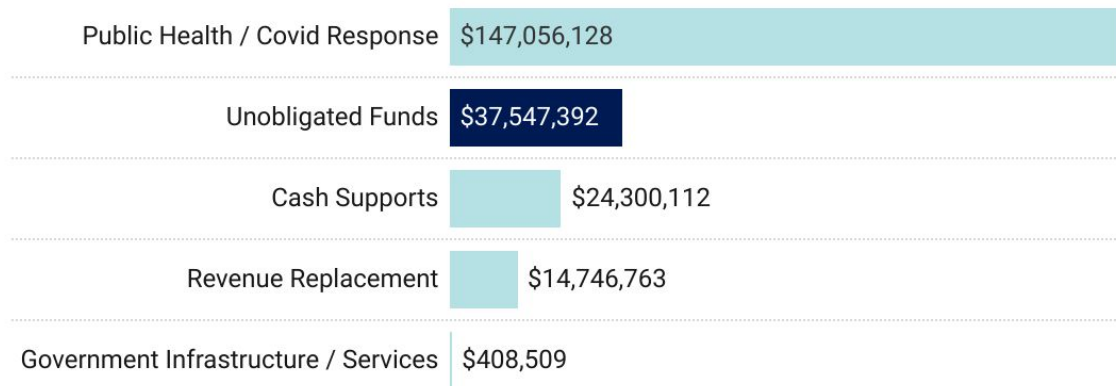
\$38 million

in American Rescue Plan Act funds that county officials have yet to obligate, as of March 2024

Source: Bay Area Recovery Dollars Tracker, launched March 2023



Contra Costa County spending for Coronavirus State and Local Fiscal Recovery Funds (SLFRF) from the American Rescue Plan Act (ARPA)



Source: Bay Area Equity Atlas analysis of US Treasury data • Created with Datawrapper

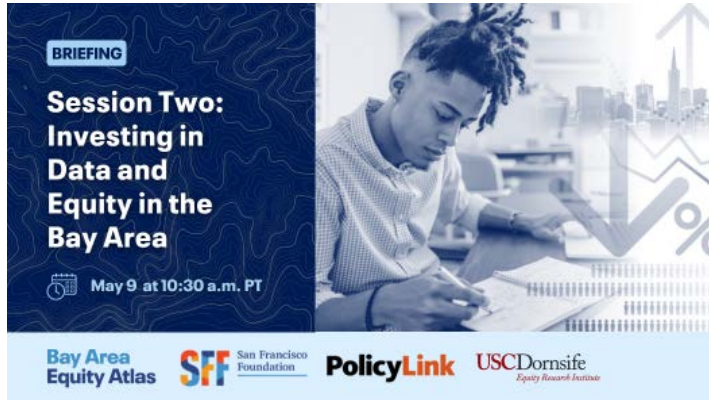
Advancing Research Justice in Contra Costa County

Ongoing and Future Projects

- Black community change and displacement
- Affordable housing and tenant protections
- Refineries, pollution, and environmental justice
- In-migration and out-migration

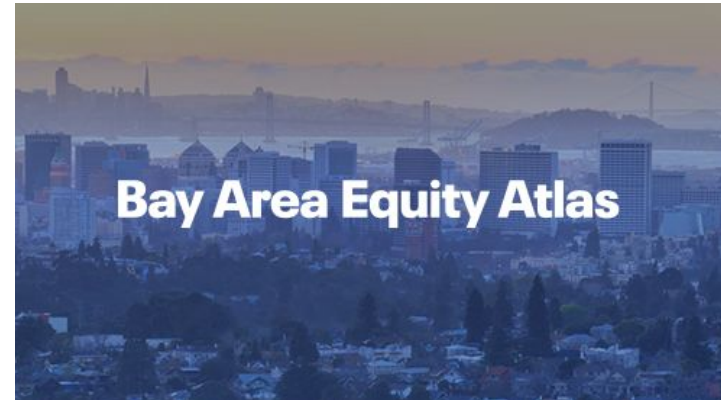
Upcoming Opportunities for Further Connection

Session Two: Investing in Data and Equity in the Bay Area



Register for the Session:
bit.ly/baea-briefing-2

Commemorating the Bay Area Equity Atlas' Fifth Anniversary



Stay in the Loop:
bit.ly/baea-email-signup

Connect with Us



Jennifer Tran
Director of the
National Equity Atlas
PolicyLink

jtran@policylink.org



Ryan Fukumori
Senior Associate
PolicyLink

ryan@policylink.org

Explore more data and research about our region on the Bay Area Equity Atlas at:
bayareaequityatlas.org

