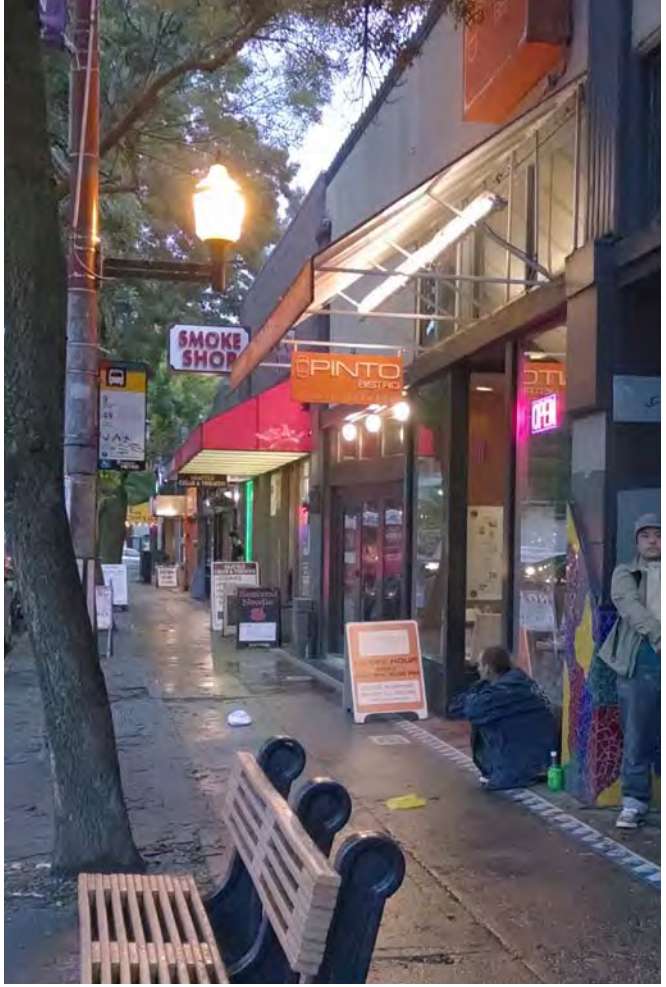


Built Environment and Social Equity

A STAR assessment of 3 King County station areas

Rachel Miller
rachelm@makersarch.com
MAKERS
architecture · planning · urban design

futurewise
Building communities
Protecting the land

King County

STAR COMMUNITIES
Sustainability Tools for Assessing & Rating Communities

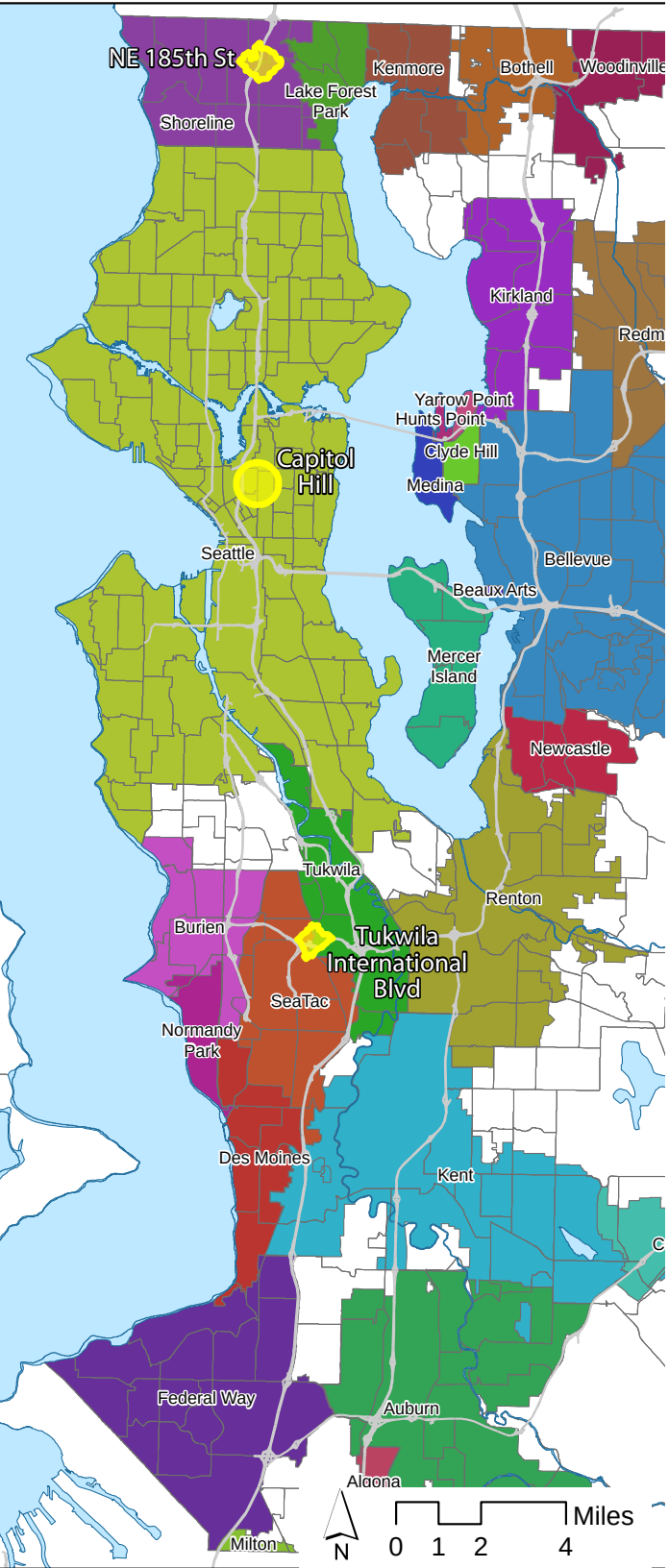
PSRC's Existing Conditions Report and Community Typology study

MAKERS
architecture · planning · urban design

Thank you!

- Hilary Franz, Scarlett Ling, and Wren McNally, *Futurewise*
- Richard Gelb, *King County*
- Michelle Caulfield, *Seattle*
- Kristin Lynett, *Tacoma*
- Andrea Peet, *STAR Communities Rating System*

Note: This presentation uses data from these jurisdictions or organizations, but the views and opinions expressed here are my own and do not necessarily reflect their policies or positions.

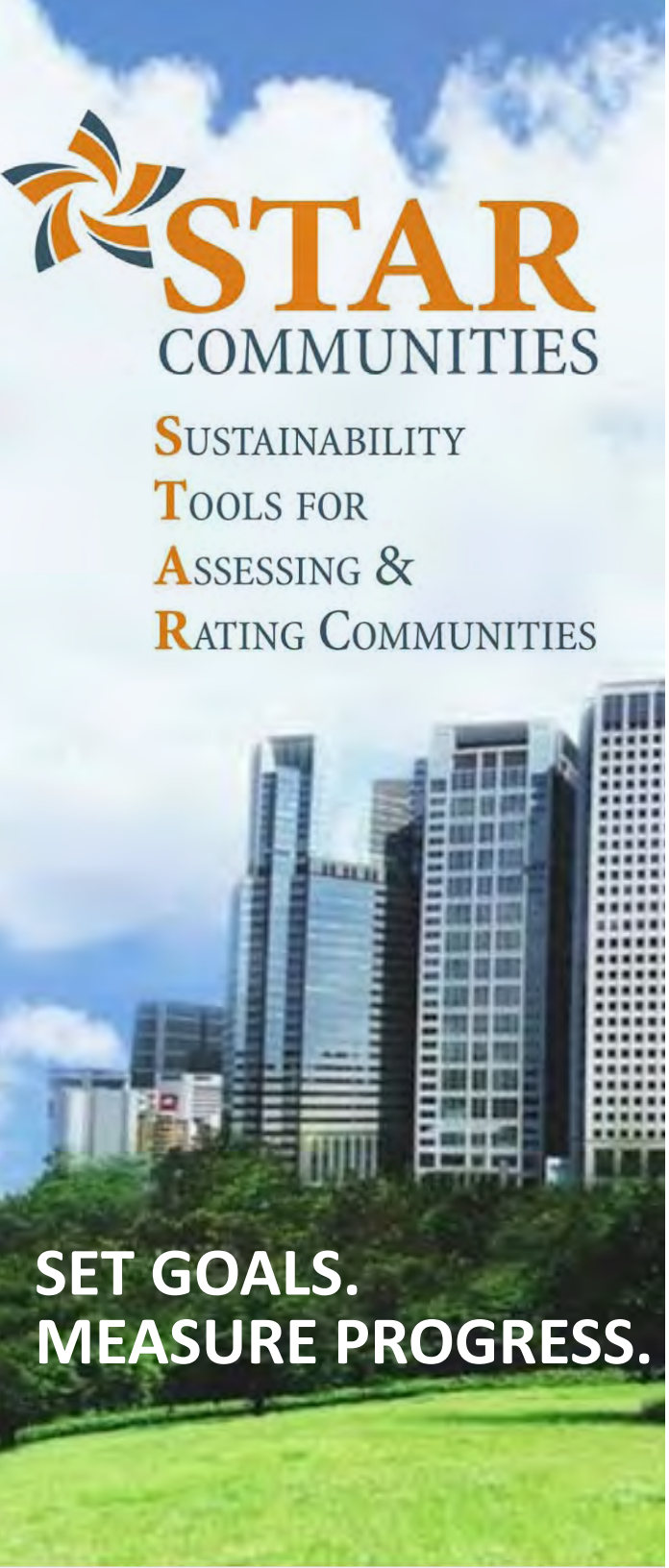


The study's intention

- Highlight relationships between built environment characteristics and equitable services and access
- Case studies: Use the STAR rating system to evaluate 3 station areas:
  - Shoreline 185th
  - Capitol Hill
  - Tukwila International Boulevard

Why these study areas?

- Receiving public investment, changing
- King County, Shoreline, Seattle, and Tukwila using STAR framework
- Each representative of a different type of community



STAR Communities

- First national framework and certification program for measuring community sustainability (released in 2012)
- Led by ICLEI-Local Governments for Sustainability, the U.S. Green Building Council, National League of Cities, and the Center for American Progress
- 200+ volunteers over 4-year process
- Still in pilot stage

Goals, objectives, & measures

Goal

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts & Community	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light	Climate Adaptation	Business Retention & Development	Arts & Culture	Civic Engagement	Active Living	Green Infrastructure
Community Water Systems	Greenhouse Gas Mitigation	Green Market Development	Community Cohesion	Civil & Human Rights	Community Health & Health System	Invasive Species
Compact & Complete Communities	Greening the Energy Supply	Local Economy	Educational Opportunity & Attainment	Environmental Justice	Emergency Prevention & Response	Natural Resource Protection
Housing Affordability	Industrial Sector Resource Efficiency	Quality Jobs & Living Wages	Historic Preservation	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality
Infill & Redevelopment	Resource Efficient Buildings	Targeted Industry Development	Social & Cultural Diversity	Human Services	Indoor Air Quality	Water in the Environment
Public Spaces	Resource Efficient Public Infrastructure	Workforce Readiness		Poverty Prevention & Alleviation	Natural & Human Hazards	Working Lands
Transportation Choices	Waste Minimization				Safe Communities	

Objective

Within each objective, the indicators are "outcome measures" and "action measures."

Focus objectives

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts & Community	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light	Climate Adaptation	Business Retention & Development	Arts & Culture	Civic Engagement	Active Living	Green Infrastructure
Community Water Systems	Greenhouse Gas Mitigation	Green Market Development	Community Cohesion	Civil & Human Rights	Community Health & Health System	Invasive Species
Compact & Complete Communities	Greening the Energy Supply	Local Economy	Educational Opportunity & Attainment	Environmental Justice	Emergency Prevention & Response	Natural Resource Protection
Housing Affordability	Industrial Sector Resource Efficiency	Quality Jobs & Living Wages	Historic Preservation	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality
Infill & Redevelopment	Resource Efficient Buildings	Targeted Industry Development	Social & Cultural Diversity	Human Services	Indoor Air Quality	Water in the Environment
Public Spaces	Resource Efficient Public Infrastructure	Workforce Readiness		Poverty Prevention & Alleviation	Natural & Human Hazards	Working Lands
Transportation Choices	Waste Minimization				Safe Communities	

Compact & Complete Communities (CCC)

Choose CCCs

- # determined by population (e.g., KC at 2 mil - 10 CCCs, Seattle at 635,000 - 8 CCCs)
- 1/2 mile walk areas around strong
  - mix of uses,
  - transit availability,
  - density, and
  - walkability,
  - while maintaining geographic diversity
- Built off of LEED ND

Compact & Complete Communities

Outcomes

1. Density, destinations, & transit
2. Walkability
3. Design
4. Affordable housing

10 local actions

- Policies and regulations
- Programs (e.g., design review, affordable housing)

Equitable Services & Access

Outcome: Access & proximity

- Determine local priority areas (based on income, race/ethnicity, and/or lack of resources)
- Demonstrate increased access to:
  - Transit
  - Libraries
  - Schools
  - Public spaces
  - Healthful food
  - Health and human services
  - Digital/high speed internet
  - Urban tree canopy
  - Emergency response times

8 local actions (e.g., equity plan, reduce disparities, construction)

Community Benefit Equity Assessment by Income - Forest Canopy

American Community Survey '05-'09 reported by census tracts

Annual Income per Capita (US$)

Category	Per Capita Income Range (US$)	Count Census Tracts	Total Population	Forest Canopy (%)	Average Forest Canopy (%)
1	Up to $24000	57	272,164	14.87	14.09
2	$24001 - $30000	63	335,556	24.14	23.91
3	$30001 - $35000	56	293,515	54.78	28.29
4	$35001 - $41000	62	305,113	51.87	31.28
5	$41001 - $49000	72	329,266	61.43	31.45
6	More than $49000	63	323,174	45.20	31.31

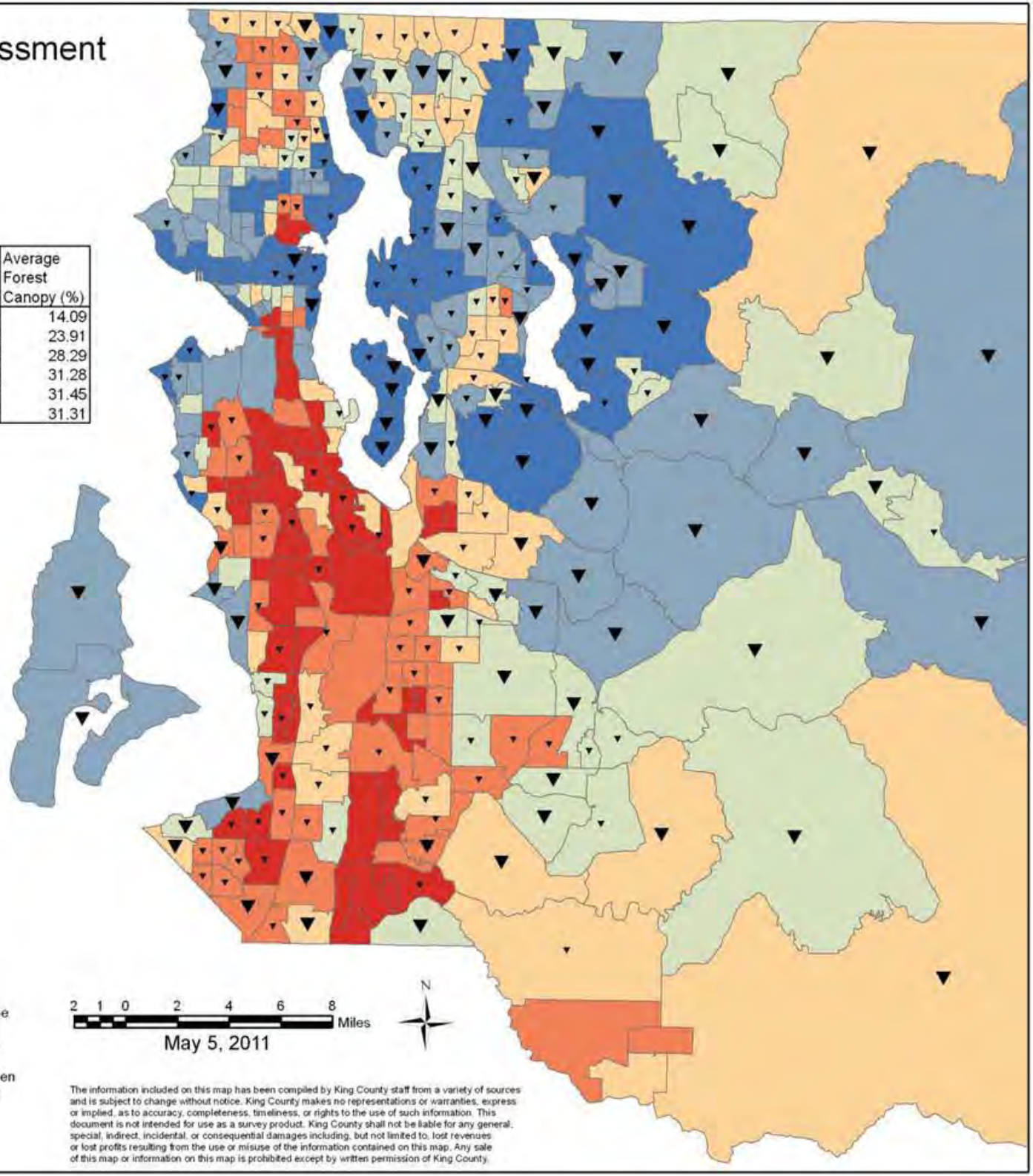
Forest Canopy (%)

Under 20% (no symbol)

▾ 20% - 40%

▼ Over 40%

Note: Forest Canopy (%) is the ratio of total upper leaf surface of vegetation to the surface area of the land on which the vegetation grows. Here, it is used as an approximation for the census tract greenness.



King County

GIS Center

Data Sources:
Forest Canopy Data: U.S. Geological Survey 2003, King County GIS Center
Demographic Data: American Community Survey '05-'09
reportet by Census 2000 Tracts

Note:
The American Community Survey is a small sample and margins of error may be high. These data should be used with caution as showing a generalized spatial distribution. The margin of error for income in the census tracts varies between $1,295 and $31,651.
Income and population distribution within census tracts was treated as being even
The annual income per capita (in 2009 inflation-adjusted dollars) for whole King County is 37,797 US$.

Produced by Andreas Braun
Map doc: equity_income_canopy.mxd

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Community Benefit Equity Assessment by Income - Change in Vegetation Density 2000 - 2009

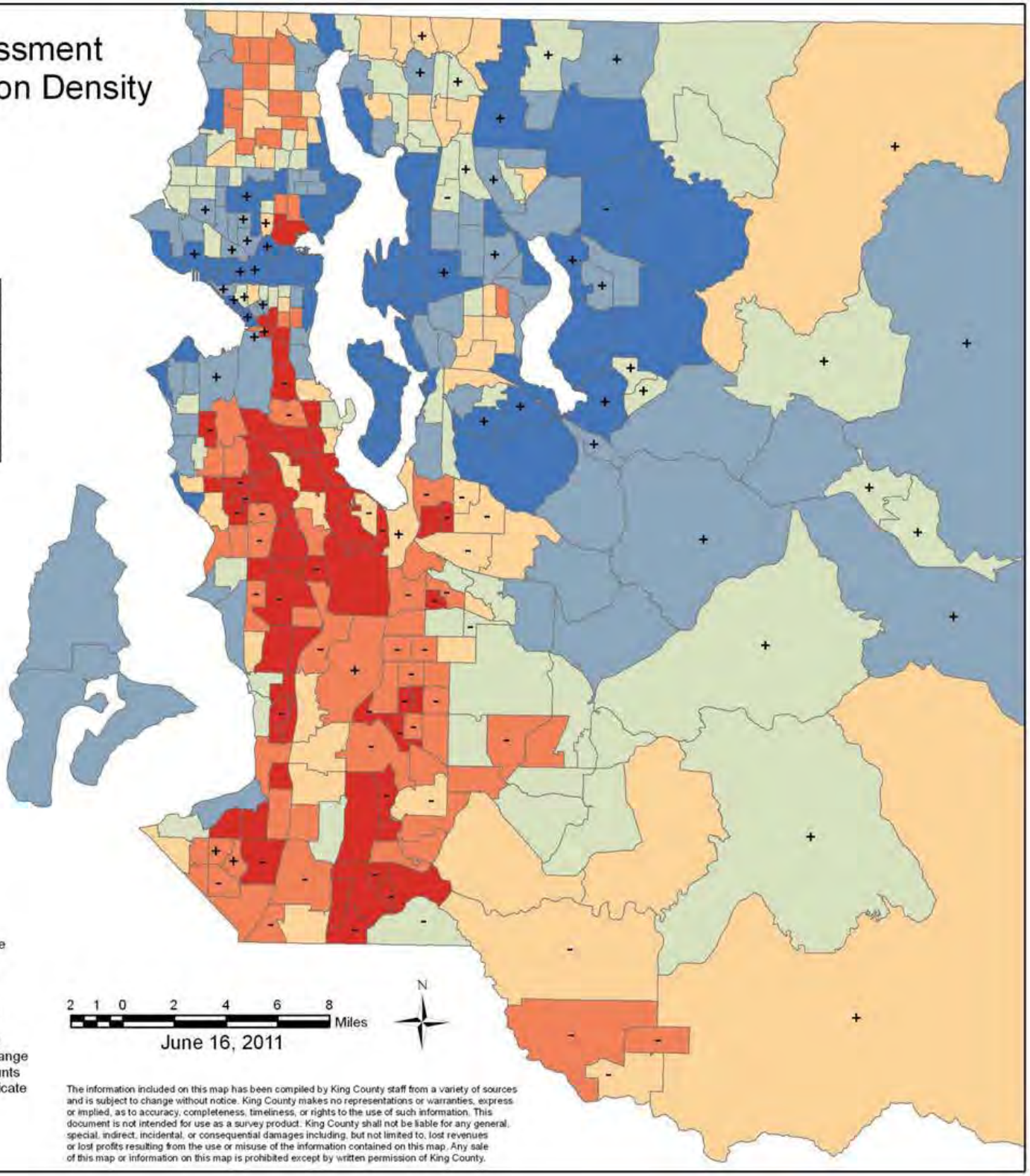
American Community Survey '05-'09 reported by census tracts

Annual Income per Capita (US$)

Category	Per Capita Income Range (US$)	Count Census Tracts	Total Population	Average Change in NDVI Value '00-'09
1	Up to $24000	57	272164	-0.0317
2	$24001 - $30000	63	335556	-0.0292
3	$30001 - $35000	56	293515	-0.0185
4	$35001 - $41000	62	305113	-0.0127
5	$41001 - $49000	72	329266	-0.0074
6	More than $49000	63	323174	-0.0060

NDVI Value Change 2000 - 2009

- \- The 50 tracts with highest decrease in NDVI value (<-0.0388)
- \+ The 50 tracts with highest increase of NDVI value (>+0.0018)



2 1 0 2 4 6 8 Miles

N

June 16, 2011

King County

GIS Center

Data Sources:
NDVI Data: U.S. Geological Survey 2000, 2009
Demographic Data: American Community Survey '05-'09 reportet by Census 2000 Tracts

Note:
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The annual income per capita (in 2009 inflation-adjusted dollars) for whole King County is 37,797 US$.
The Normalized Difference Vegetation Index (NDVI) is a measure for vegetation cover and biomass production derived from multispectral satellite data. Values range between -1.0 and 1.0. Increasing positive NDVI values indicate increasing amounts of green vegetation. NDVI values near zero and decreasing negative values indicate non-vegetated features such as barren surfaces and water.

Produced by Andreas Braun
Map doc: equity_income_NDVIchange.mxd

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Community Benefit Equity Assessment by % Non-white - Change in Vegetation Density 2000 - 2009

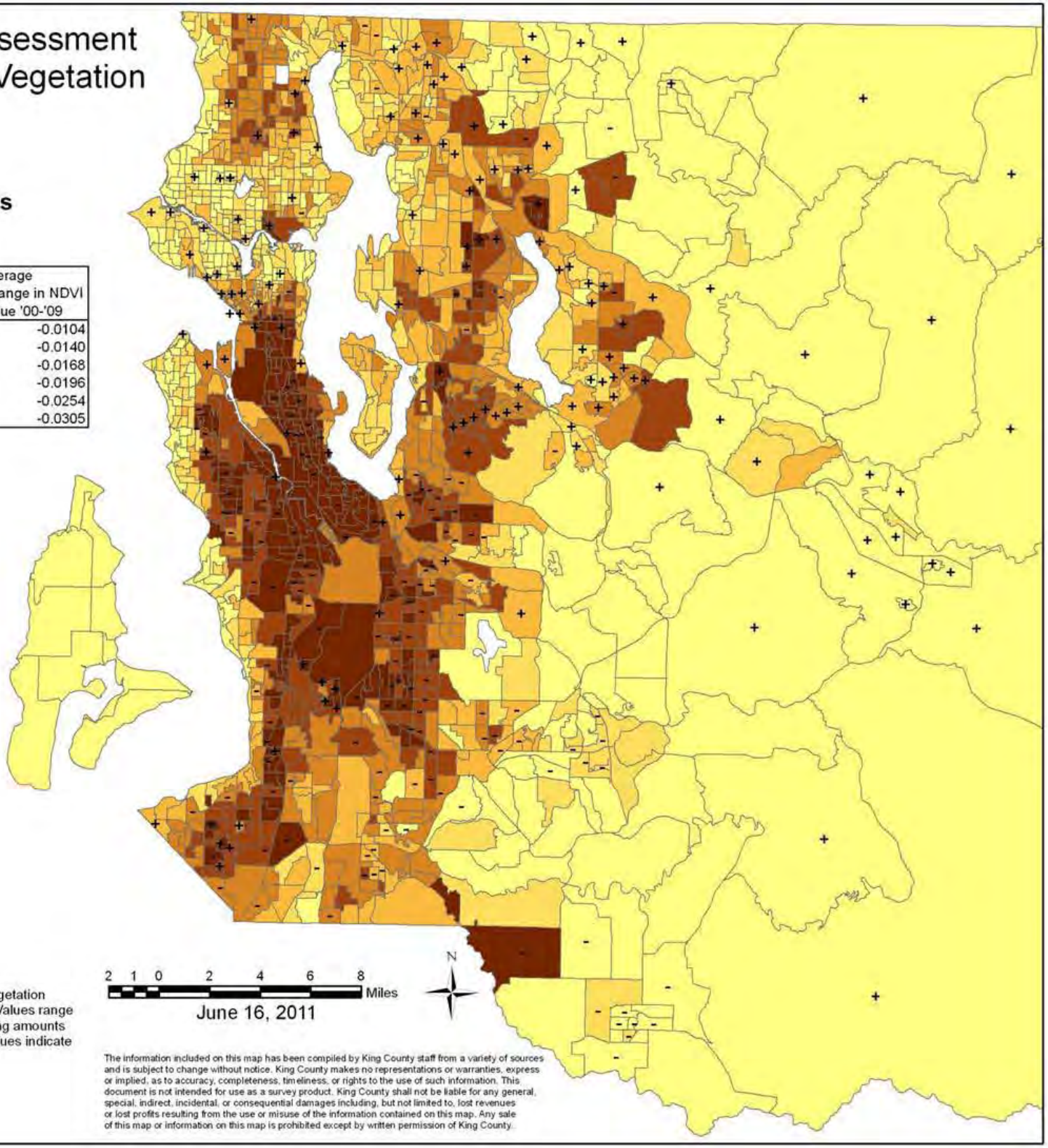
King County Census 2010 Block Groups

Share of Non-white Residents

Category	Non-White Percentage Range	Count Block Groups	Total Population	Non-white population (%)	Average Change in NDVI Value '00-'09
1	Up to 13%	247	299,300	9.76	-0.0104
2	13.01% - 19.00%	239	302,390	15.97	-0.0140
3	19.01% - 28.00%	257	351,063	23.20	-0.0168
4	28.01% - 37.00%	240	330,676	32.31	-0.0196
5	37.01% - 49.00%	223	338,771	43.02	-0.0254
6	Over 49.00%	215	309,049	62.74	-0.0305

NDVI Value Change 2000 - 2009

- \- The 150 blkgrps with highest decrease in NDVI value (<-0.0463)
- \+ The 150 blkgrps with highest increase of NDVI value (>+0.0055)



2 1 0 2 4 6 8 Miles

N

June 16, 2011

King County

GIS Center

Data Sources:
NDVI Data: U.S. Geological Survey 2000, 2009
Demographic Data: American Census 2010

Note:
The Normalized Difference Vegetation Index (NDVI) is a measure for vegetation cover and biomass production derived from multispectral satellite data. Values range between -1.0 and 1.0. Increasing positive NDVI values indicate increasing amounts of green vegetation. NDVI values near zero and decreasing negative values indicate non-vegetated features such as barren surfaces and water.
27.33% of King County's total population are non-white.

Produced by Andreas Braun
Map doc: equity_race_NDVIchange.mxd

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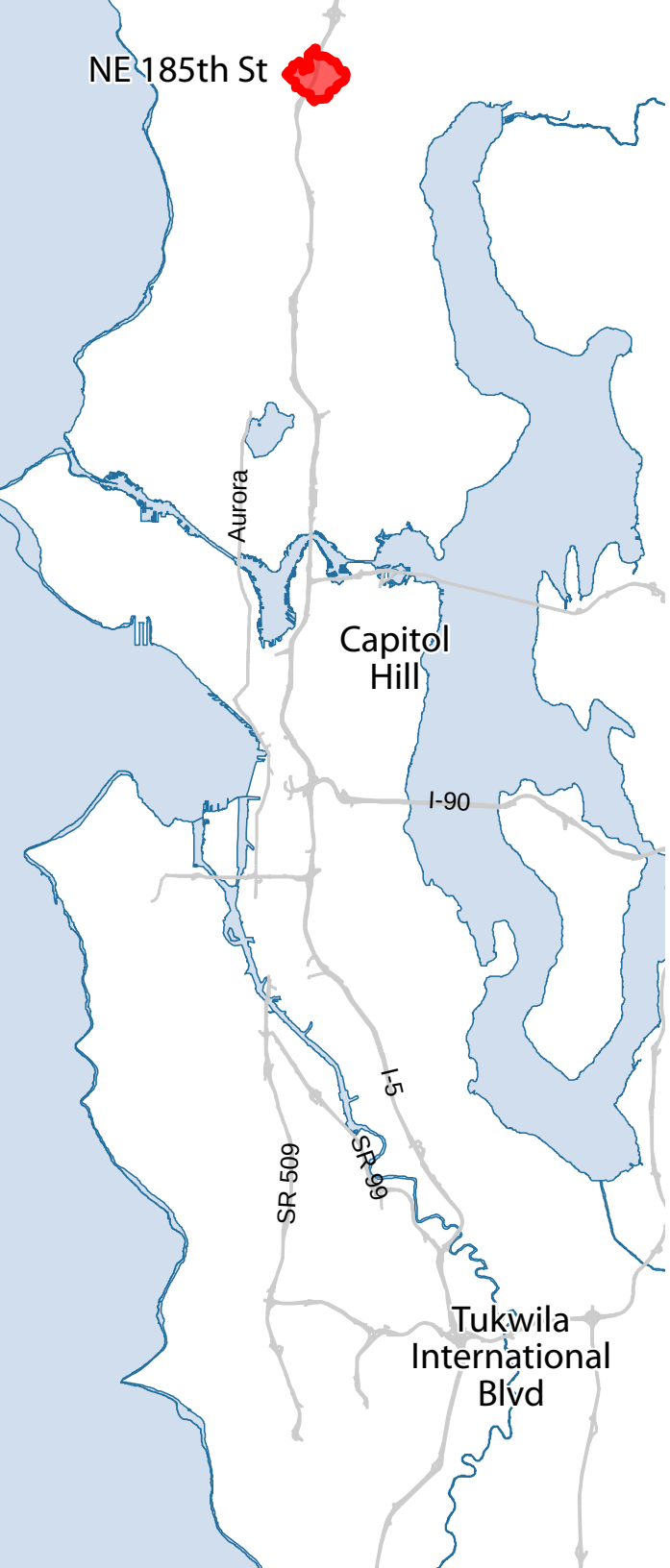
The case studies

How does a great built environment (as planners understand and promote it) relate to a community's social equity characteristics?



Shoreline NE 185th St

Built environment

Lots of room for improvement (9/100 STAR CCC points)

Equitable services & access

King County performs well on all except tree cover and healthful food access

PSRC's access to opportunity score

Mid-range

SHORELINE NE 185TH ST

1. Density, Destinations, & Transit

Low score

Residential density: 3 du/acre

(min. 12 du/acre for credit)

Employment density: 0.3 jobs/acre

(min. 25 jobs/acre for credit)

SHORELINE NE 185TH ST

Diverse uses: 7 (meets threshold)

Transit availability:
~100 weekday, 50 weekend trips (> threshold)

SHORELINE NE 185TH ST

2. Walkability

Low score

STANDARD	ACTUAL
90% of roadways contain **sidewalks** on both sides	32%
100% of **crosswalks** are ADA accessible	50%
60% of block faces have **street trees** at ≤40-foot intervals	27%
70% of roadways have **travel speeds** ≤25 mph	48%
Min. 90 **intersections** per sq. mi.	112

Data from futurewise

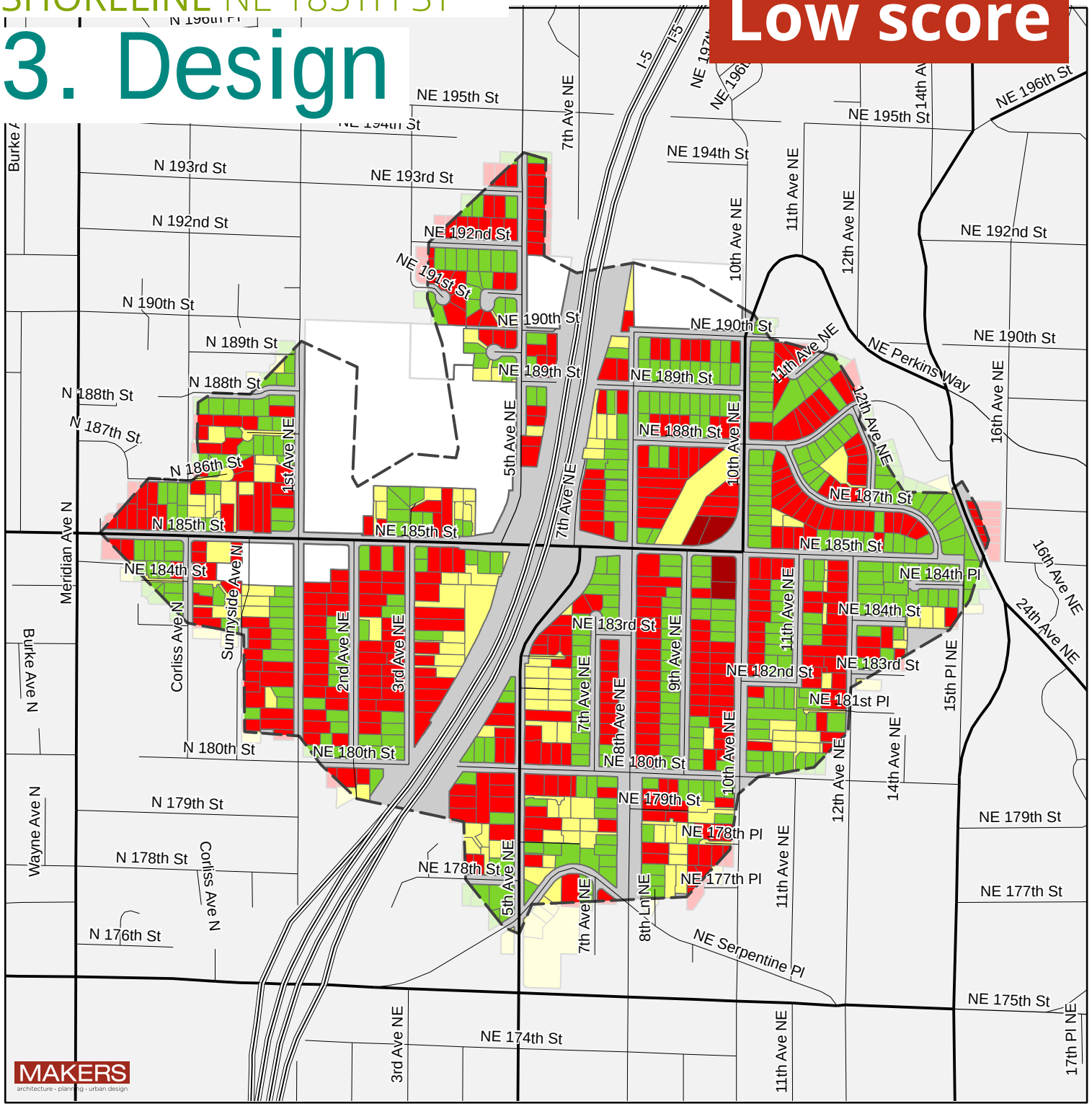
SHORELINE NE 185TH ST

Qualitatively, comfortable pedestrian and bicycling environment on most streets.

SHORELINE NE 185TH ST

3. Design

Low score



SHORELINE N 185TH ST

Building setbacks

RESIDENTIAL

- 25 ft or less
- greater than 25ft

49% of residential buildings meet standard (need 80%)

COMMERCIAL

- greater than 10ft

0 commercial buildings meet standard (need 80%)

- n/a or vacant
- Other uses (e.g., school)
- Half mile walkshed

N

0 200 400 800 Feet

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Blank walls/parking structures: *standard in progress*

4. Affordable housing

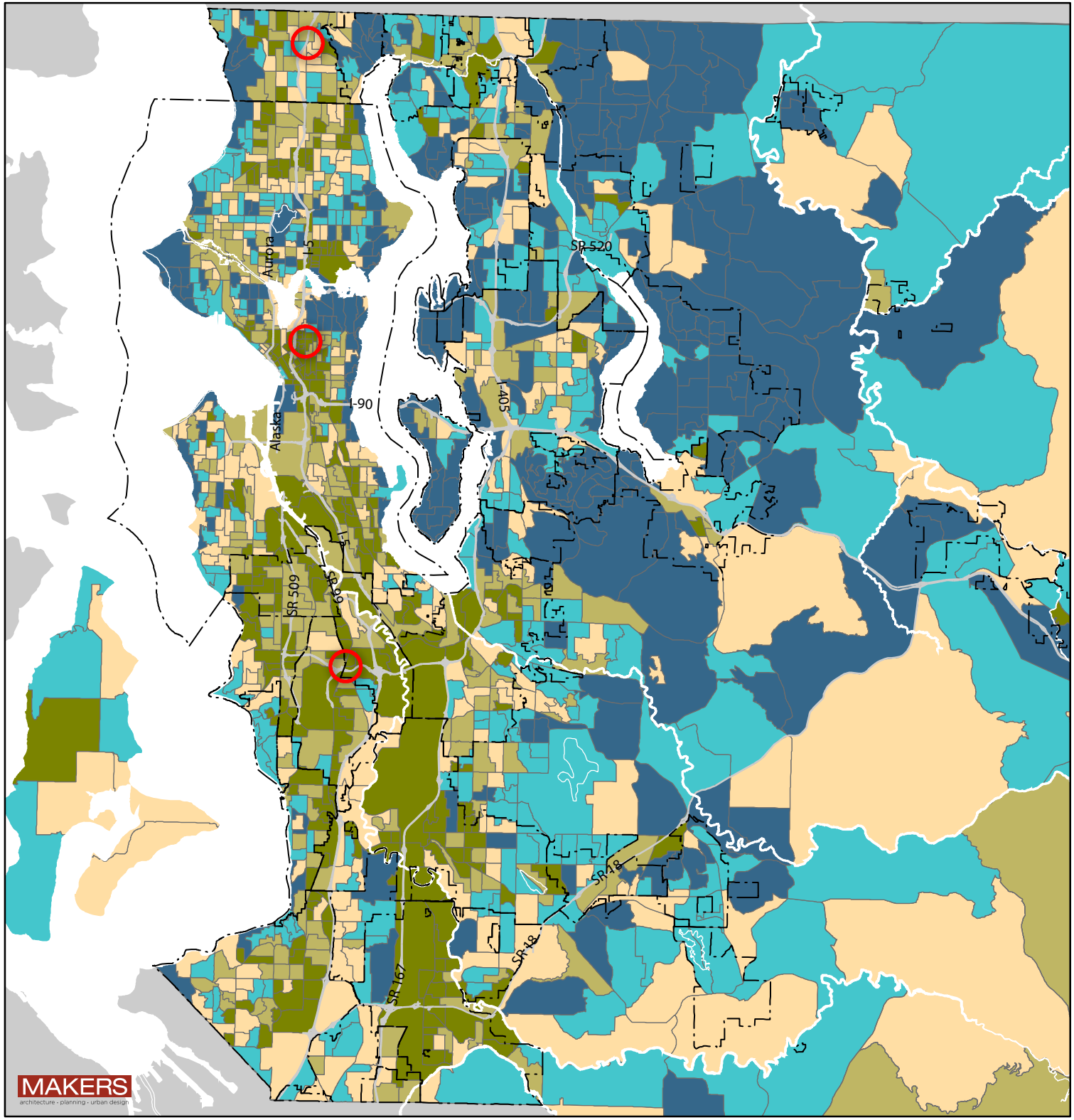
Low score

STANDARD	ACTUAL
10% of residential units are affordable	0%
10% recently built/rehabilitated units are dedicated as subsidized	0%
Some of the dedicated long-term units are deeply affordable	n/a

SHORELINE NE 185TH ST

Equitable Services & Access

Tree canopy example



KING COUNTY 3 STATION AREAS

Median Household Income, 2011

Median household income
Block Groups, King County

- $4,722 - 49,000
- $49,001 - 66,000
- $66,001 - 83,000
- $83,001 - 105,300
- $105,301 - 250,001

Half mile walkshed

City boundaries

Seattle median: $61,037
(ACS 2011)

King County median: $67,806
(ACS 2009)

Data source: ACS 2011, B19013

N

0 1 2 4 Miles

MAKERS
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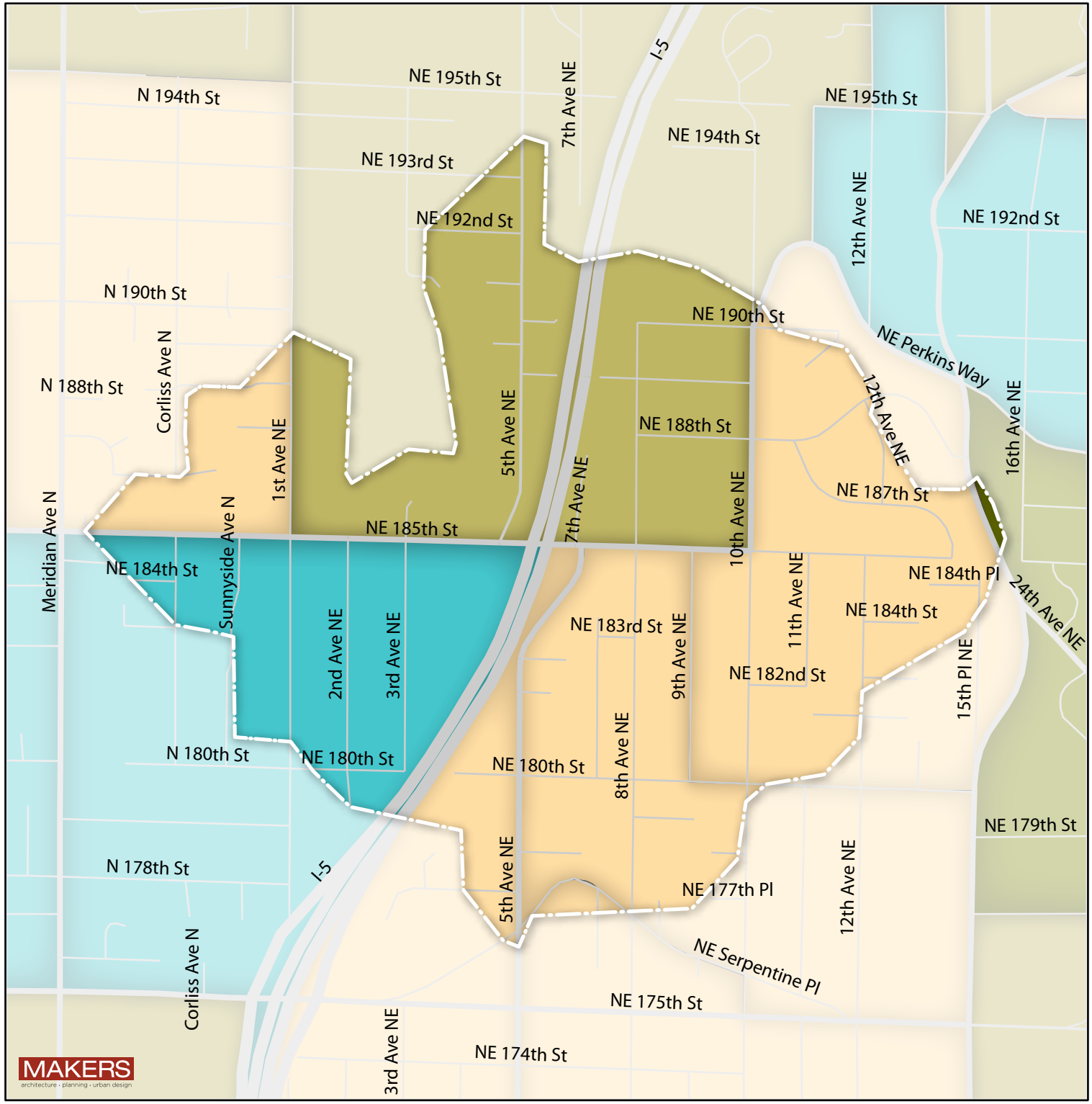


SHORELINE 185TH STATION AREA

Median household income, 2011

Median household income
Block Groups, King County

- $4,722 - 49,000
- $49,001 - 66,000
- $66,001 - 83,000
- $83,001 - 105,300
- $105,301 - 250,001

Seattle median: $61,037
(ACS 2011)

King County median: $67,806
(ACS 2009)

Half mile walkshed

Data source: ACS 2011, B19013

N

0 200 400 800 Feet

SHORELINE 185TH STATION AREA

Tree canopy by income

Tree canopy

Percentage of land that is vegetated

(no symbol) <20%

20 - 40%

>40%

No change from 2000 - 2009

Median household income

Block Groups, King County

- $4,722 - 49,000
- $49,001 - 66,000
- $66,001 - 83,000
- $83,001 - 105,300
- $105,301 - 250,001

Half mile walkshed

Data sources

Income: *ACS 2011, B19013*

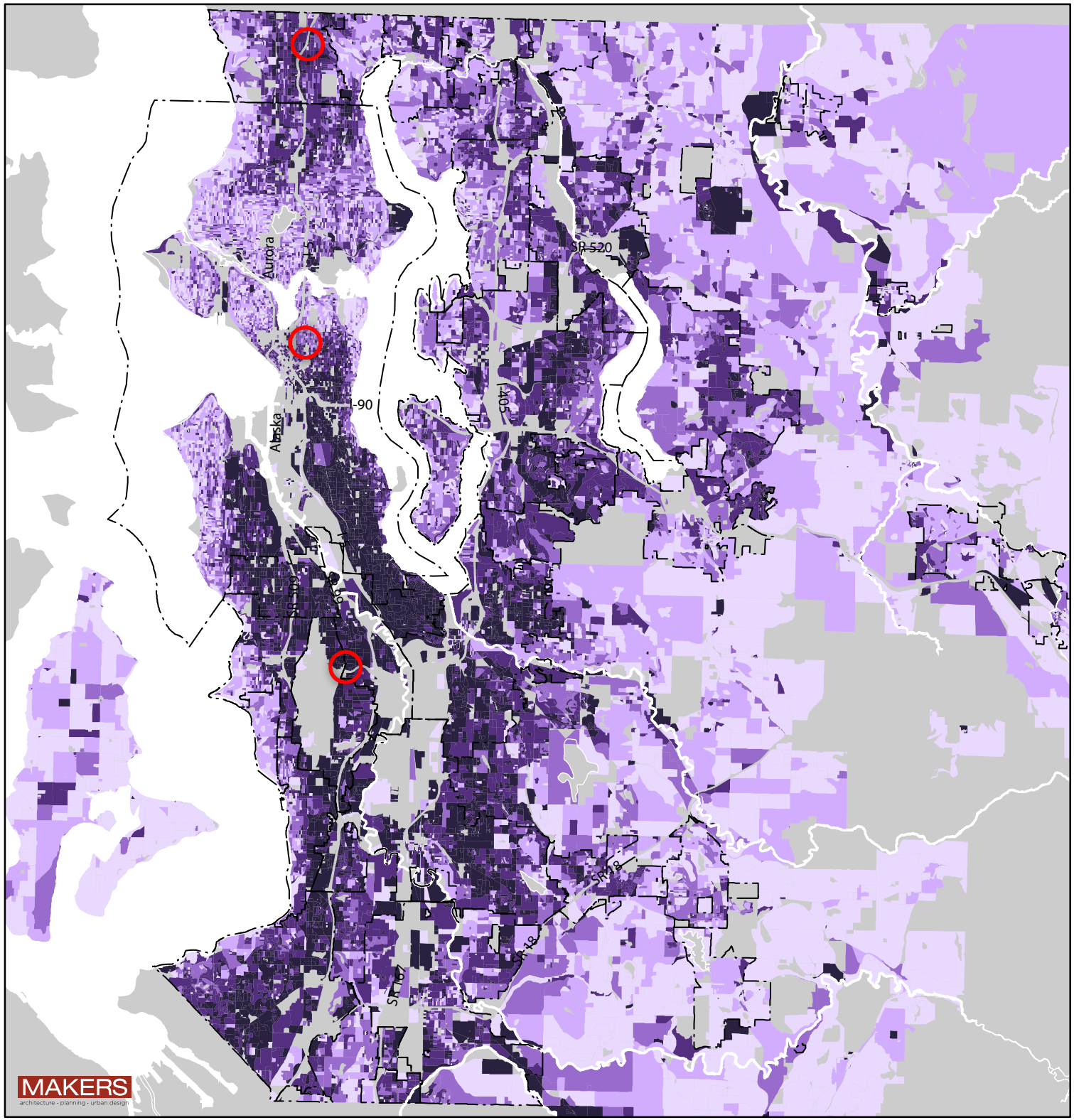
Tree canopy: *King County GIS Center, U.S. Geological Survey 2003*

N

0 200 400 800 Feet

KING COUNTY 3 STATION AREAS

Race/Ethnicity, 2010



Percent non-white*
Census 2010 Blocks

- 45 - 100%
- 27 - 44%
- 18 - 26%
- 10 - 17%
- 0 - 9%
- No data

Half mile walkshed

City boundaries

Seattle non-white: 33.7%
King County non-white: 35.2%

*"Non-white" is the comination of all racial categories and hispanic ethnicity other than non-hispanic white.

Data source: Census 2010

N

0 1 2 4 Miles

MAKERS
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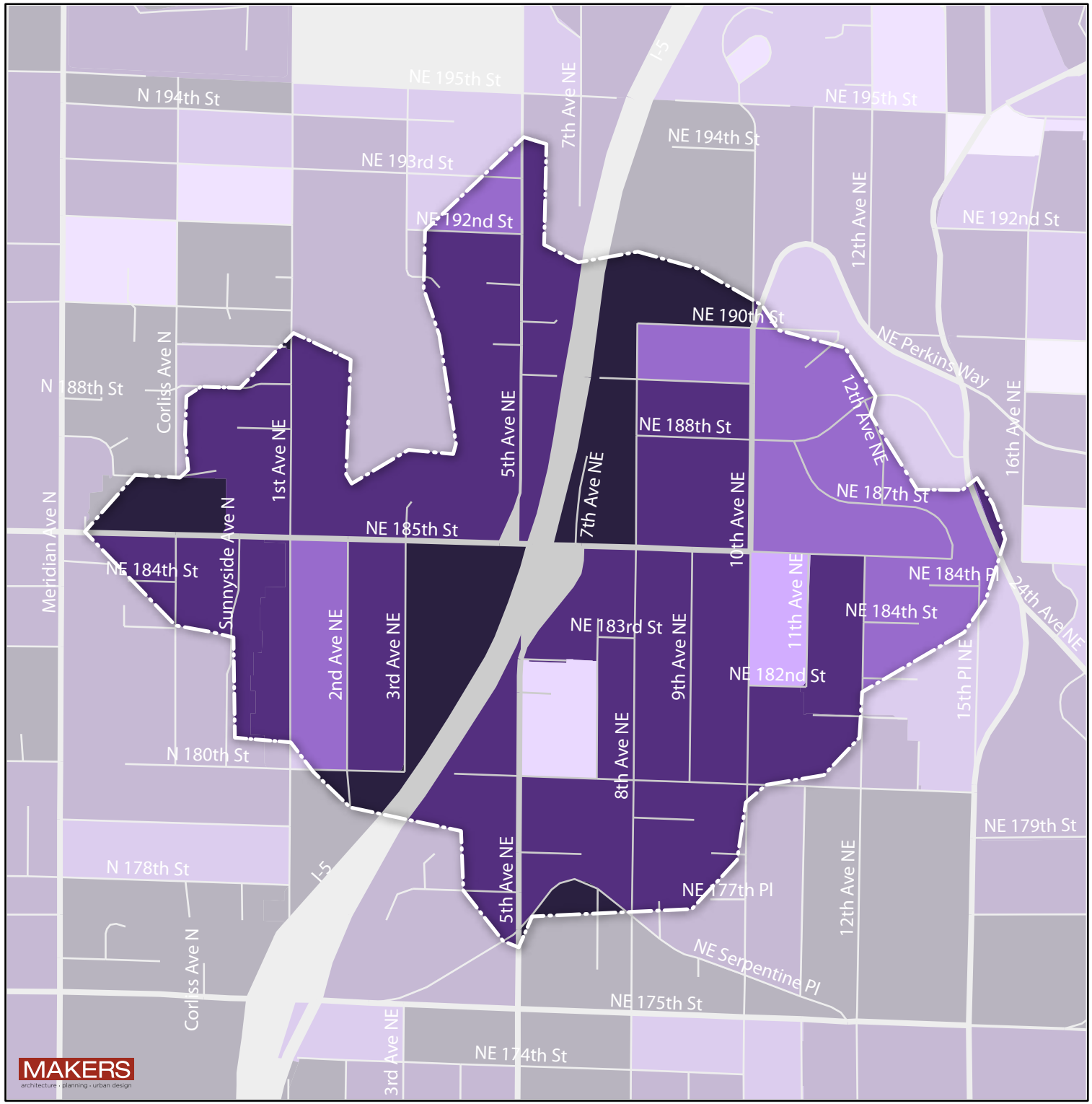


SHORELINE 185TH STATION AREA

Race/ethnicity, 2010

Percent non-white
Census 2010 Blocks

- 45 - 100%
- 27 - 44%
- 18 - 26%
- 10 - 17%
- 0 - 9%
- No data
- Half mile walkshed

Total non-white: **36%**
Linguistically diverse: **24%**

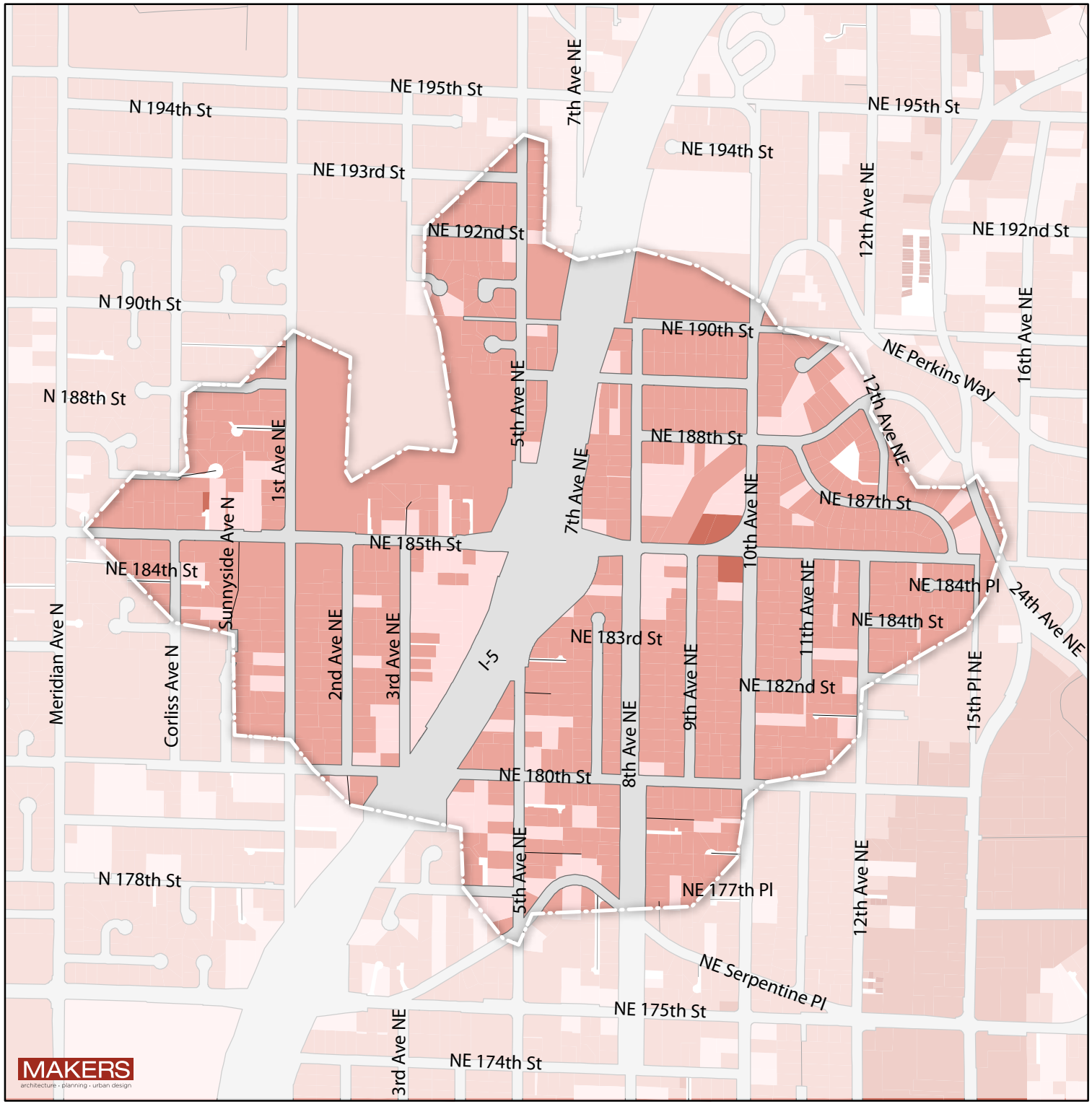
Seattle non-white: 33.7%
King County non-white: 35.2%

*"Non-white" is the comination of all racial categories and hispanic ethnicity other than non-hispanic white.

Data source: ACS 2011, B19013

N

0 200 400 800 Feet



SHORELINE 185TH STATION AREA

Land value, 2012

Appraised land value per square foot

King County parcels

- $0 - 12 / sq. ft.
- $13 - 25 / sq. ft.
- $26 - 47 / sq. ft.
- $48 - 112 / sq. ft.
- $113 - 600 / sq. ft.

Half mile walkshed

- 82% units owner-occupied
- 53% households have affordable housing costs
- 2.76 ppl/hshld

Data source: King County

N

0 200 400 Feet 800

Capitol Hill Broadway

Built environment

Quintessential urban design (71/100 STAR CCC points)

Equitable services & access

King County performs well on all except tree cover and healthful food access

PSRC's access to opportunity score

High

SEATTLE CAPITOL HILL BROADWAY

1. Density, Destinations, & Transit

High score

Residential density: 31 du/acre

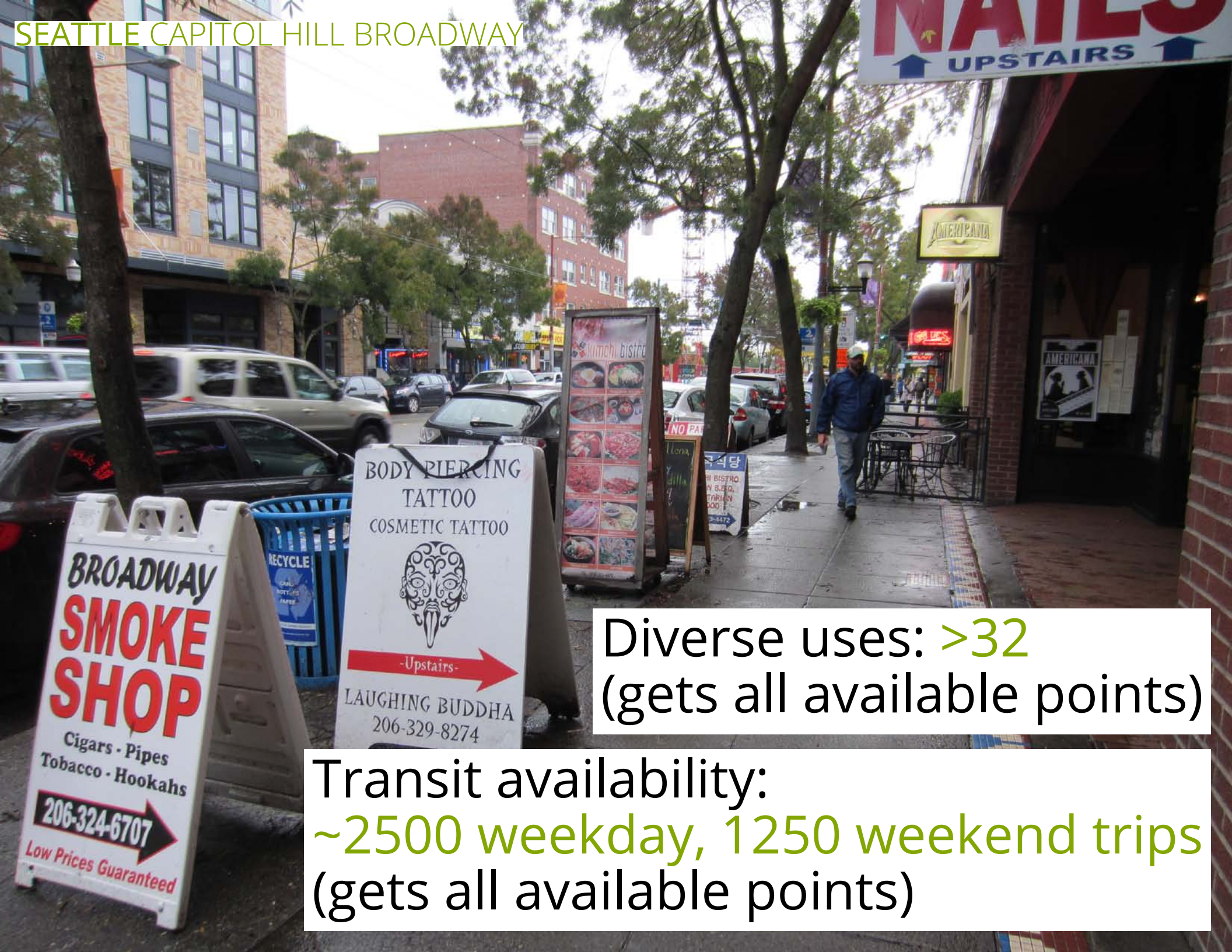
(gets extra points for being over 25 du/ac)

SEATTLE CAPITOL HILL BROADWAY

Employment density: 30 jobs/acre

(gets extra points for being over 25 jobs/ac)

SEATTLE CAPITOL HILL BROADWAY



Diverse uses: >32
(gets all available points)

Transit availability:
~2500 weekday, 1250 weekend trips
(gets all available points)

SEATTLE CAPITOL HILL BROADWAY

2. Walkability

High score

STANDARD	ACTUAL
90% of roadways contain **sidewalks** on both sides	98%
100% of **crosswalks** are ADA accessible	data not available
60% of block faces have **street trees** at ≤40-foot intervals	9%
70% of roadways have **travel speeds** ≤25 mph	62%
Min. 90 **intersections** per sq. mi. (bonus for over 140 i./sq. mi)	267

SEATTLE CAPITOL HILL BROADWAY

3. Design

High score

RESIDENTIAL BUILDINGS
Setback from right-of-way

- 25 ft or less
- greater than 25 ft
- n/a
- Other buildings

95% meet standard (need 80%)

COMMERCIAL BUILDINGS
Setback from right-of-way

- 10 ft or less
- greater than 10 ft
- n/a
- Other buildings

88% meet standard (need 80%)

SEATTLE CAPITOL HILL BROADWAY

Blank walls/parking structures: *standard in progress*

4. Affordable housing

Mid/high score

STANDARD	ACTUAL
10% of residential units are affordable	4%
10% recently built/rehabilitated units are dedicated as subsidized	36%
Some of the dedicated long-term units are deeply affordable	yes

Equitable Services & Access

Tree canopy example

SEATTLE CAPITOL HILL BROADWAY

Median household income, 2011

Median household income
Block Groups, King County

- $4,722 - 49,000
- $49,001 - 66,000
- $66,001 - 83,000
- $83,001 - 105,300
- $105,301 - 250,001

Seattle median: $61,037
(ACS 2011)

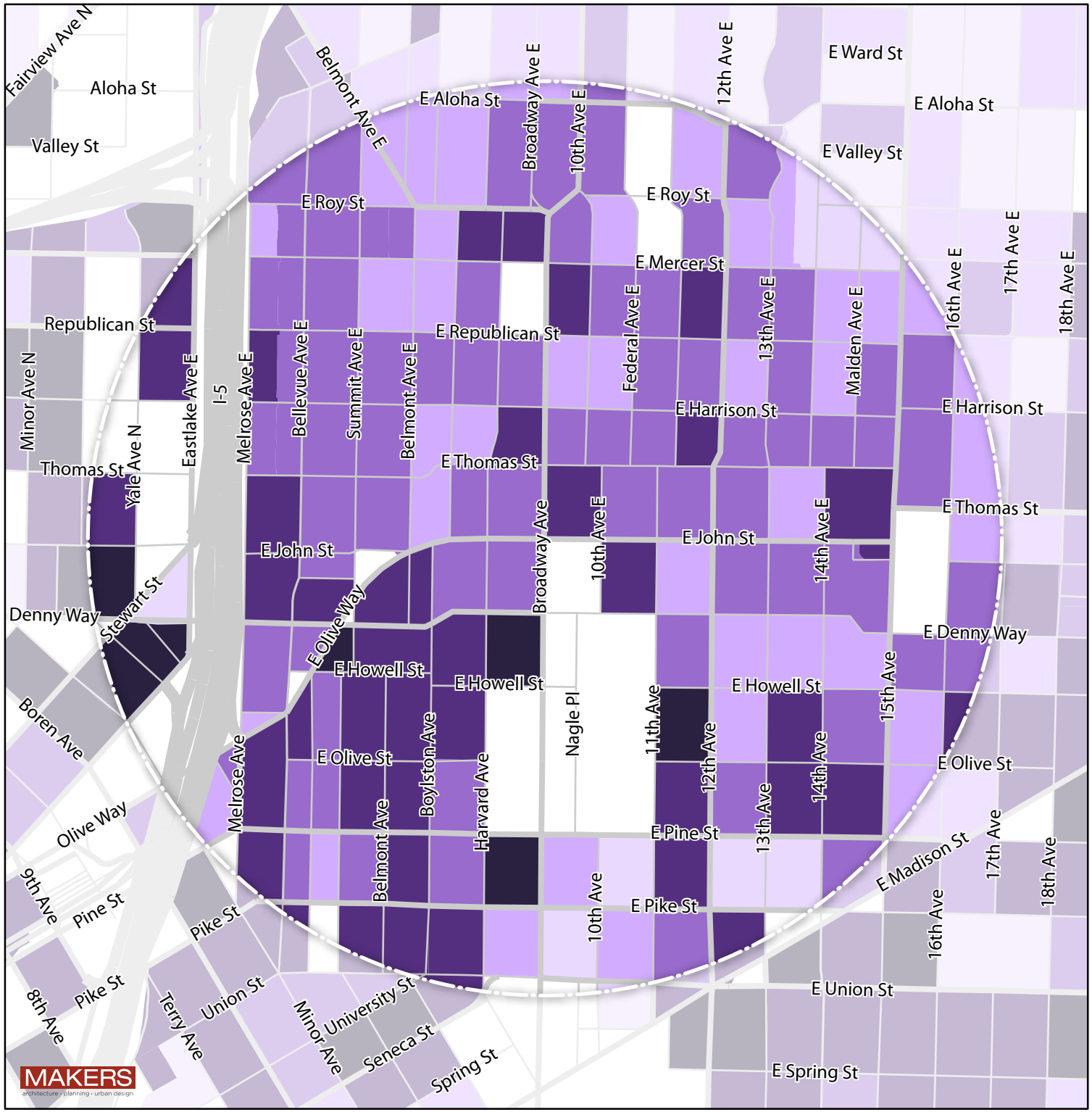
King County median: $67,806
(ACS 2009)

Half mile walkshed

Data source: ACS 2011, B19013

N

0 200 400 800 Feet



SEATTLE CAPITOL HILL BROADWAY

Race/Ethnicity, 2010

Percent non-white*
Census 2010 Blocks

- 45 - 100%
- 27 - 44%
- 18 - 26%
- 10 - 17%
- 0 - 9%
- No data

Half mile walkshed

Total minority: **27%**
Linguistically diverse: **18%**

Seattle non-white: 33.7%
King County non-white: 35.2%

*"Non-white" is the comination of all racial categories and hispanic ethnicity other than non-hispanic white.

Data source
Census 2010, Public Law 94-171 Summary File, King County GIS Center

N

0 200 400 800 Feet

SEATTLE CAPITOL HILL BROADWAY

Tree canopy, 2000-2009

Tree canopy

Percentage of land that is vegetated

(no symbol) <20%

20 - 40%

>40%

One of the 150 block groups in King County with the highest increase in vegetation (NDVI value)

Median household income

Block Groups, King County

- $4,722 - 49,000
- $49,001 - 66,000
- $66,001 - 83,000
- $83,001 - 105,300
- $105,301 - 250,001

Half mile walkshed

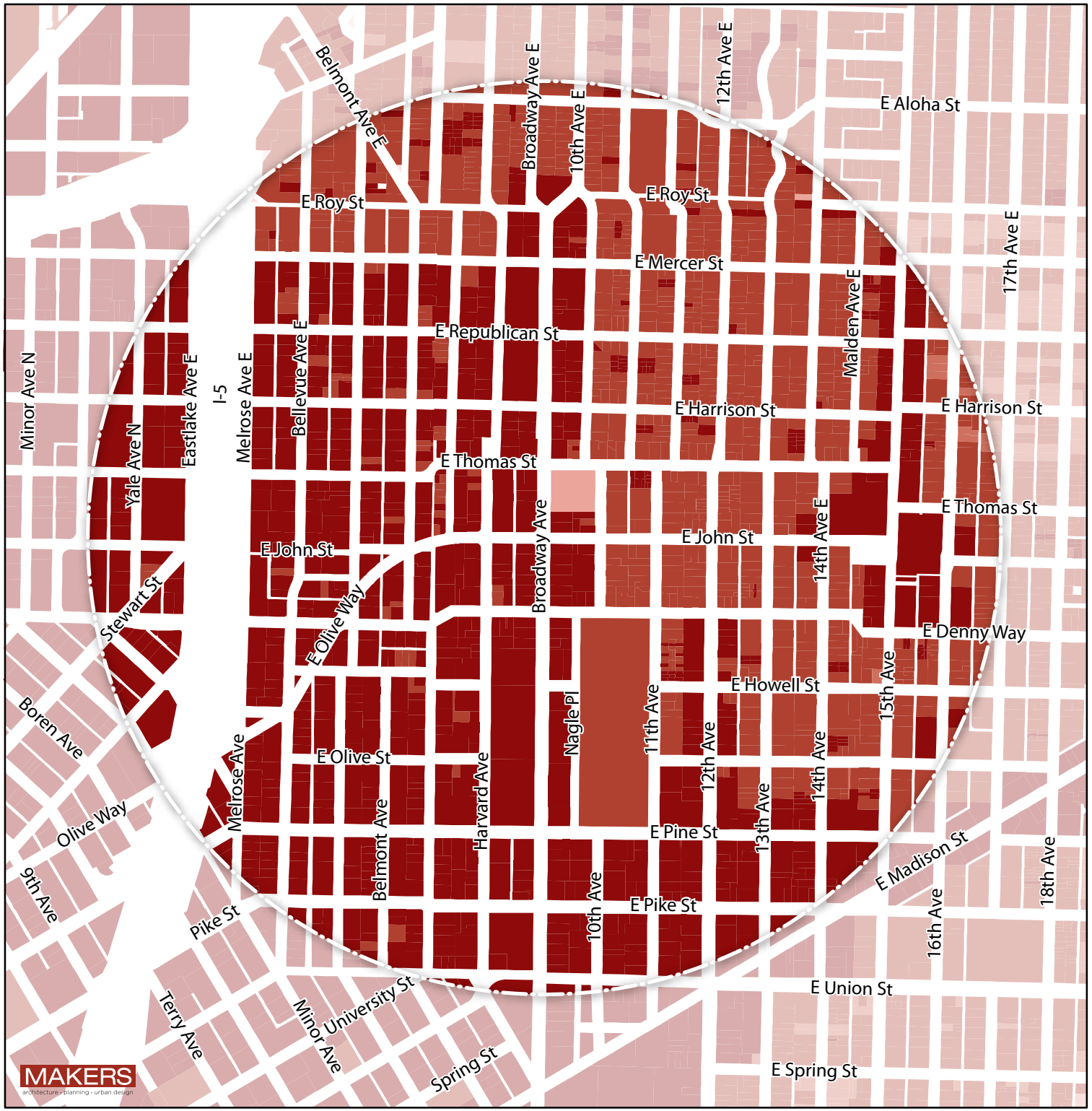
Data sources

Income: *ACS 2011, B19013*

Tree canopy: *King County GIS Center, U.S. Geological Survey 2003*

N

0 200 400 800 Feet



SEATTLE CAPITOL HILL BROADWAY

Land value, 2012

Appraised land value per square foot

King County parcels

- $0 - 12 / sq. ft.
- $13 - 25 / sq. ft.
- $26 - 47 / sq. ft.
- $48 - 112 / sq. ft.
- $113 - 600 / sq. ft.

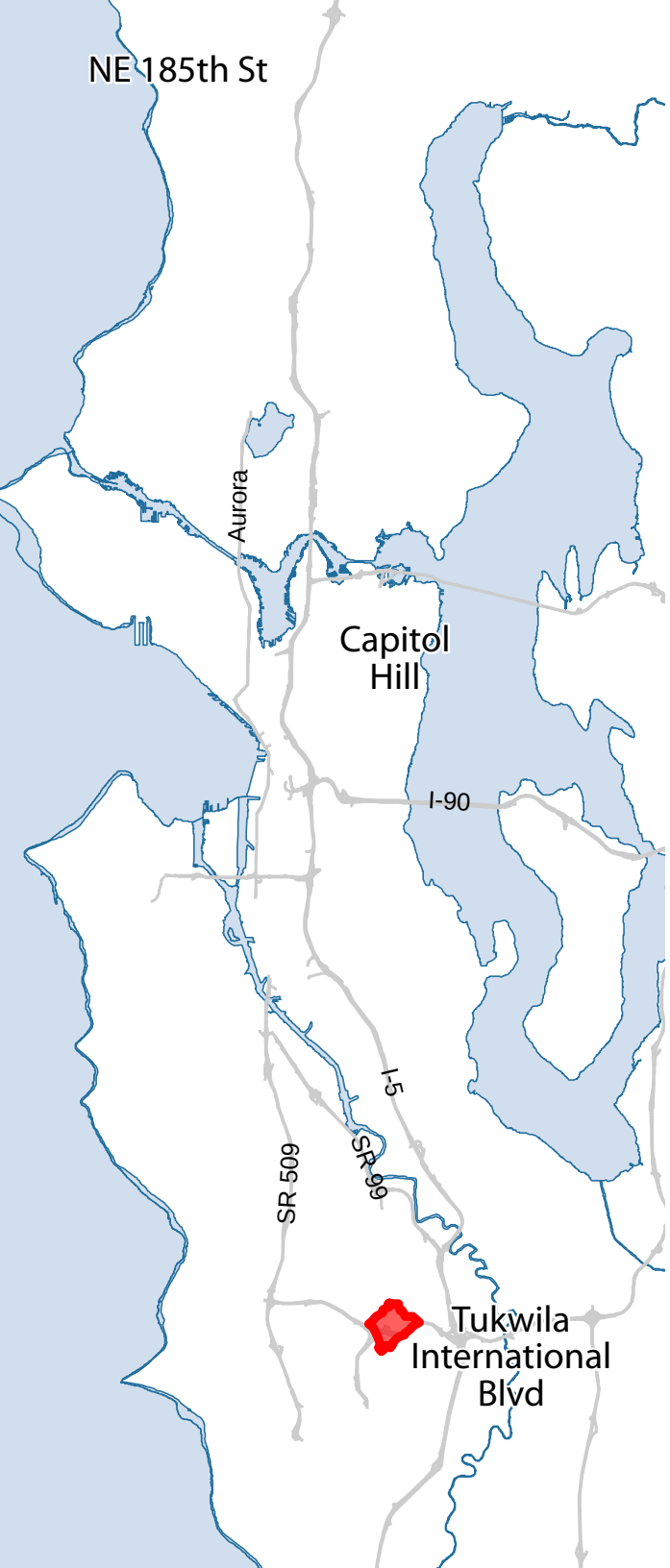
Half mile walkshed

- 18% units owner-occupied
- 58% households have affordable housing costs
- 1.45 ppl/hshld

Data source: King County

N

0 200 400 800 Feet



Tukwila International Boulevard

Built environment

Room for improvement

(25/100 STAR CCC points)

Equitable services & access

King County performs well on all except tree cover and healthful food access

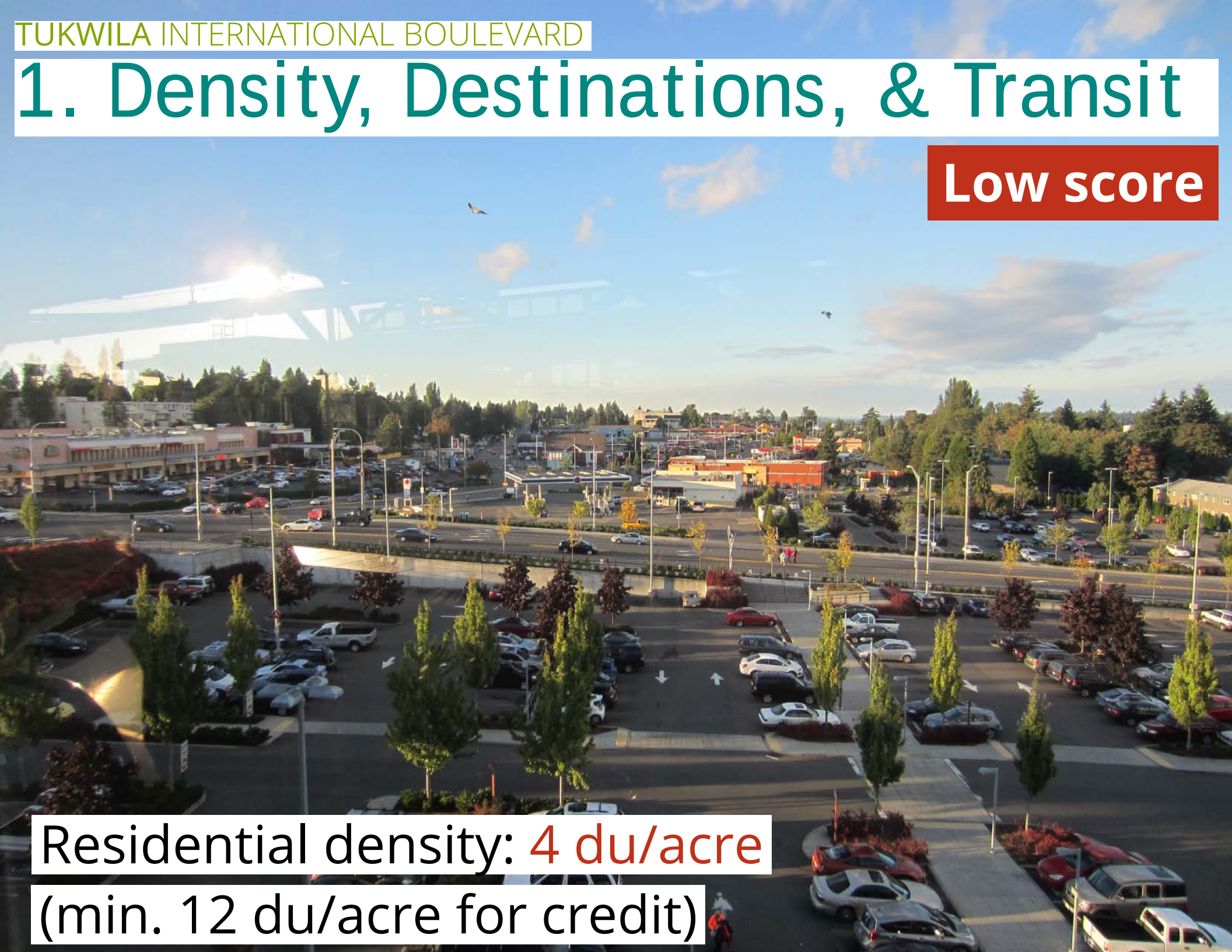
PSRC's access to opportunity score

Low

TUKWILA INTERNATIONAL BOULEVARD

1. Density, Destinations, & Transit

Low score



Residential density: 4 du/acre

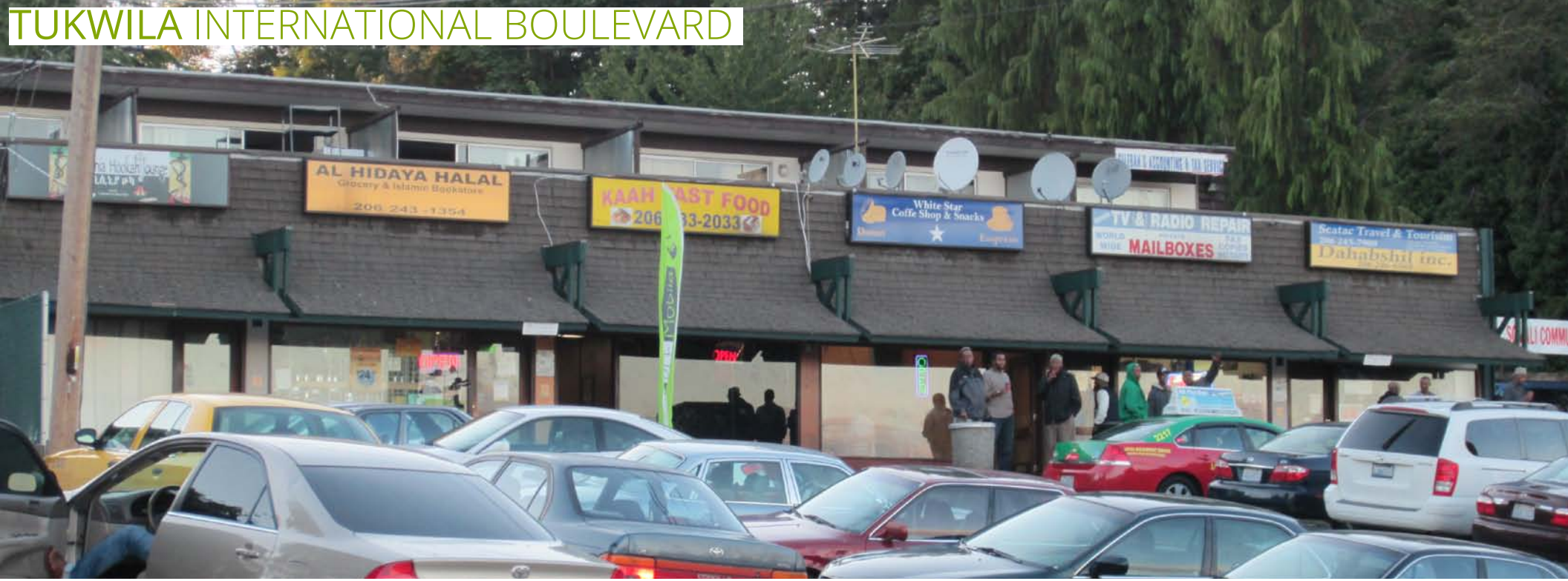
(min. 12 du/acre for credit)

TUKWILA INTERNATIONAL BOULEVARD

Employment density: 2 jobs/acre

(min. 25 jobs/acre for credit)

TUKWILA INTERNATIONAL BOULEVARD



Diverse uses: 14 (gets extra points)

Transit availability:
~900 weekday, 600 weekend trips (gets max. pts)

TUKWILA INTERNATIONAL BOULEVARD

2. Walkability

Low score

STANDARD	ACTUAL
90% of roadways contain **sidewalks** on both sides	50%
100% of **crosswalks** are ADA accessible	46%
60% of block faces have **street trees** at ≤40-foot intervals	17%
70% of roadways have **travel speeds** ≤25 mph	52%
Min. 90 **intersections** per sq. mi.	91

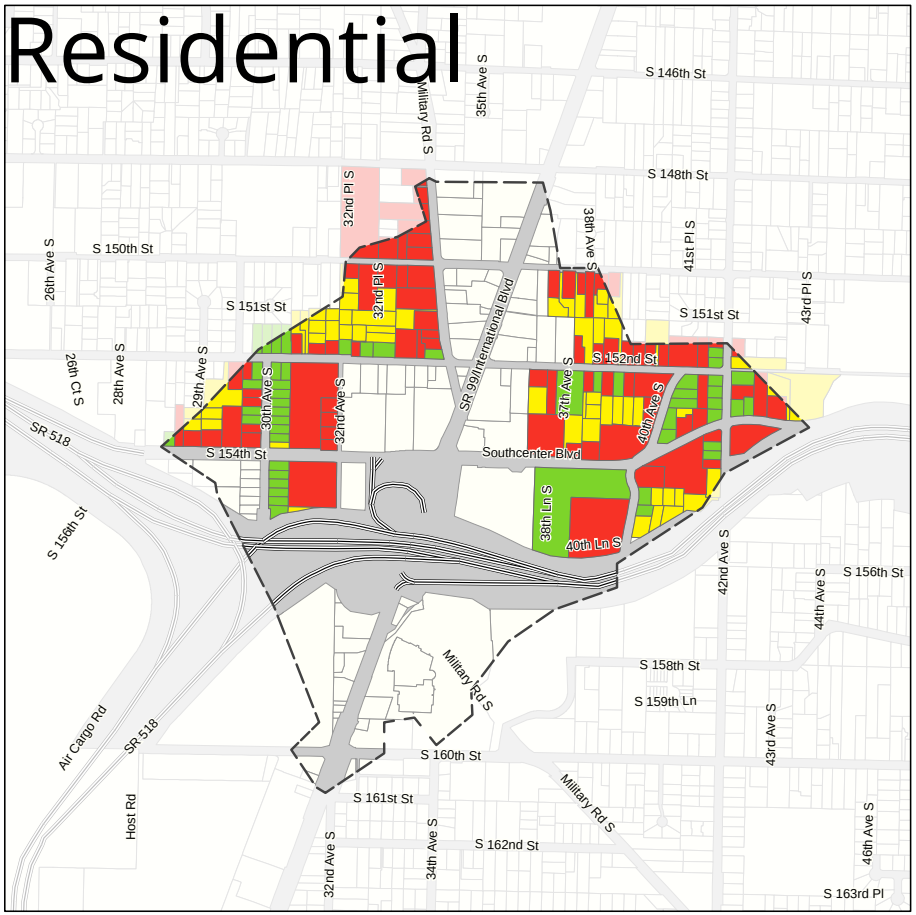
Data from futurewise

TUKWILA INTERNATIONAL BOULEVARD

3. Design

Low score

Residential

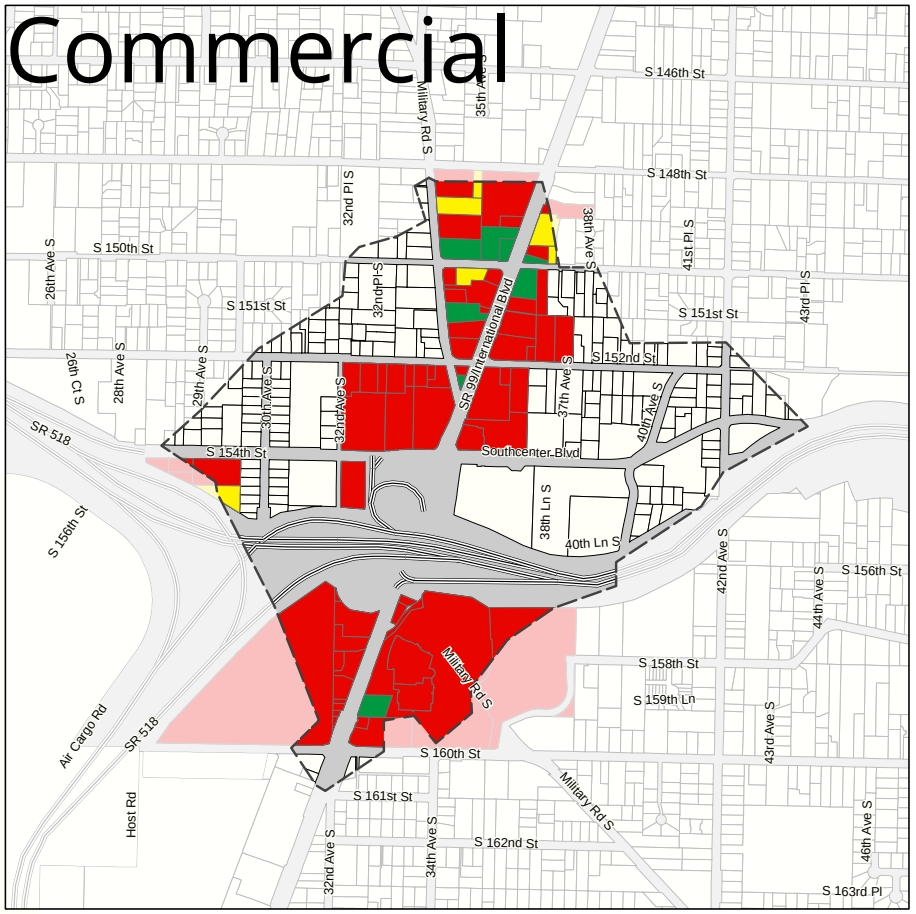


Setback from right-of-way

- 25 ft or less
- greater than 25 ft
- n/a
- Other parcels

38% meet standard (need 80%)

Commercial



Setback from right-of-way

- 10 ft or less
- greater than 10 ft
- n/a
- Other parcels

11% meet standard (need 80%)

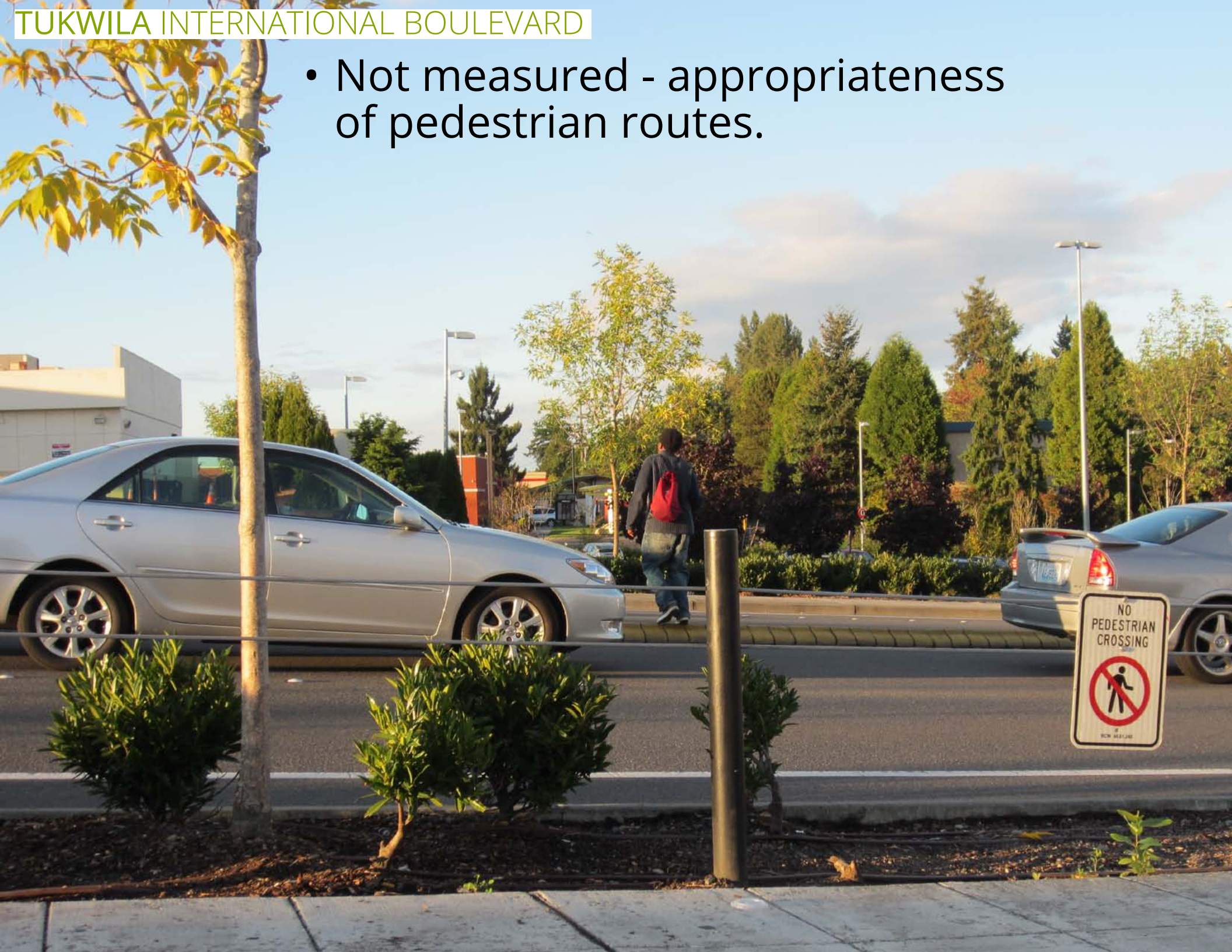
Blank walls/parking structures: *standard in progress*

Qualitative observations

- Auto-oriented environment, especially closest to station.
- Newer development, although meets design standards, is fast food (measured in healthful food standard).

- Well-used painted pedestrian routes didn't count as sidewalks.

- Not measured - appropriateness of pedestrian routes.



- Not measured - discomfort.

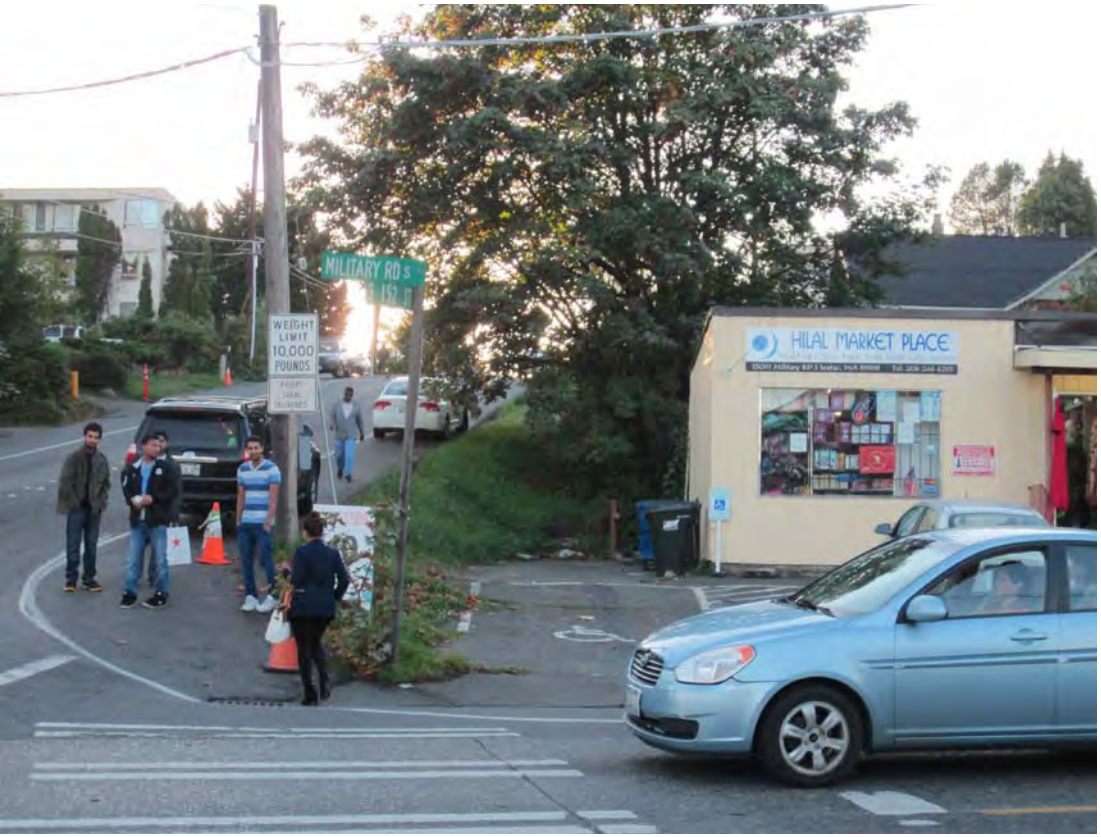
4. Affordable housing

Low score

STANDARD	ACTUAL
10% of residential units are affordable	0%
10% recently built/rehabilitated units are dedicated as subsidized	0%
Some of the dedicated long-term units are deeply affordable	n/a

TUKWILA INTERNATIONAL BOULEVARD

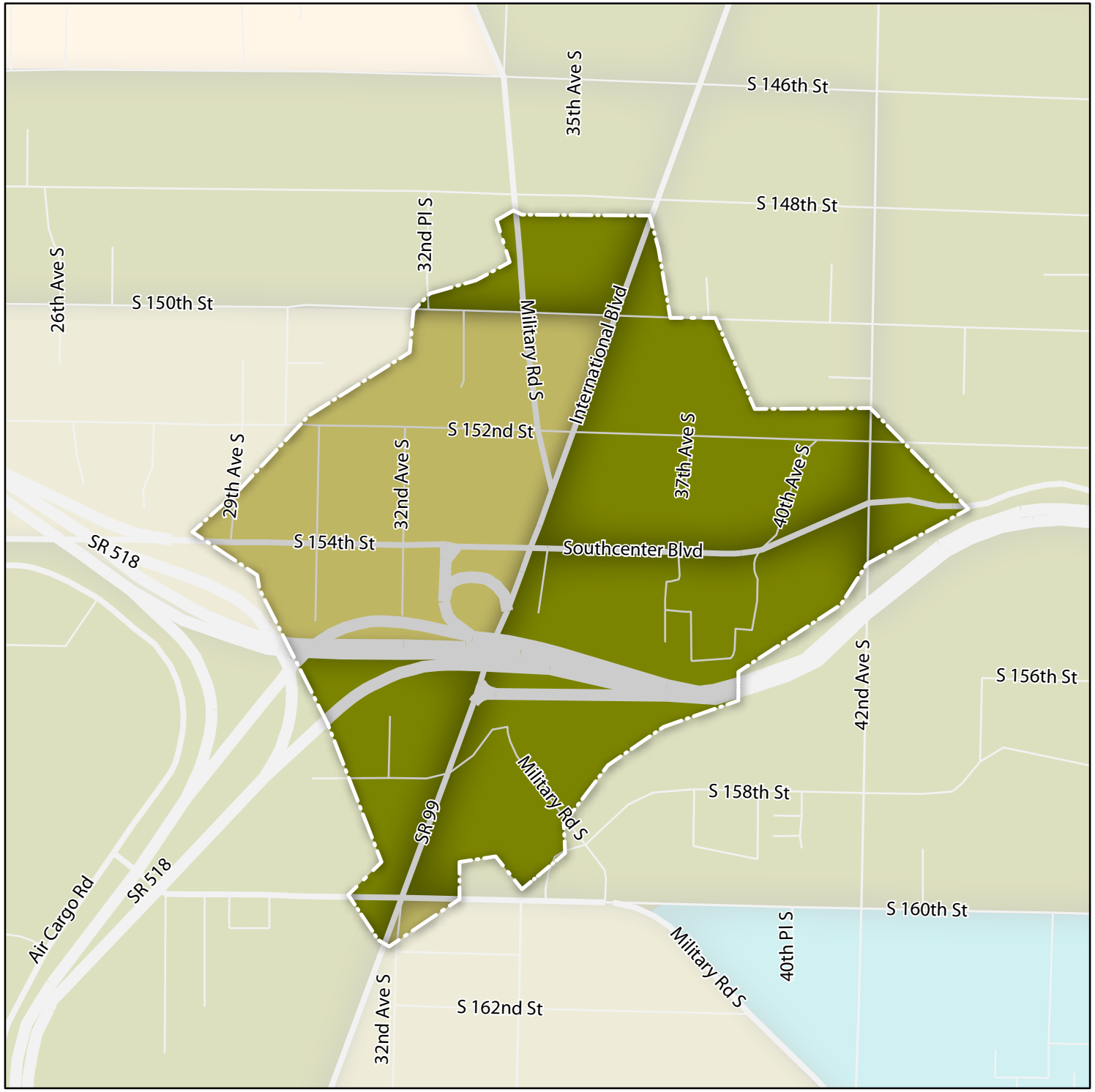
Equitable Services



Tree canopy example

TUKWILA INTERNATIONAL BLVD

Median household income, 2011



Median household income
Block Groups, King County

- $4,722 - 49,000
- $49,001 - 66,000
- $66,001 - 83,000
- $83,001 - 105,300
- $105,301 - 250,001

Seattle median: $61,037
(ACS 2011)

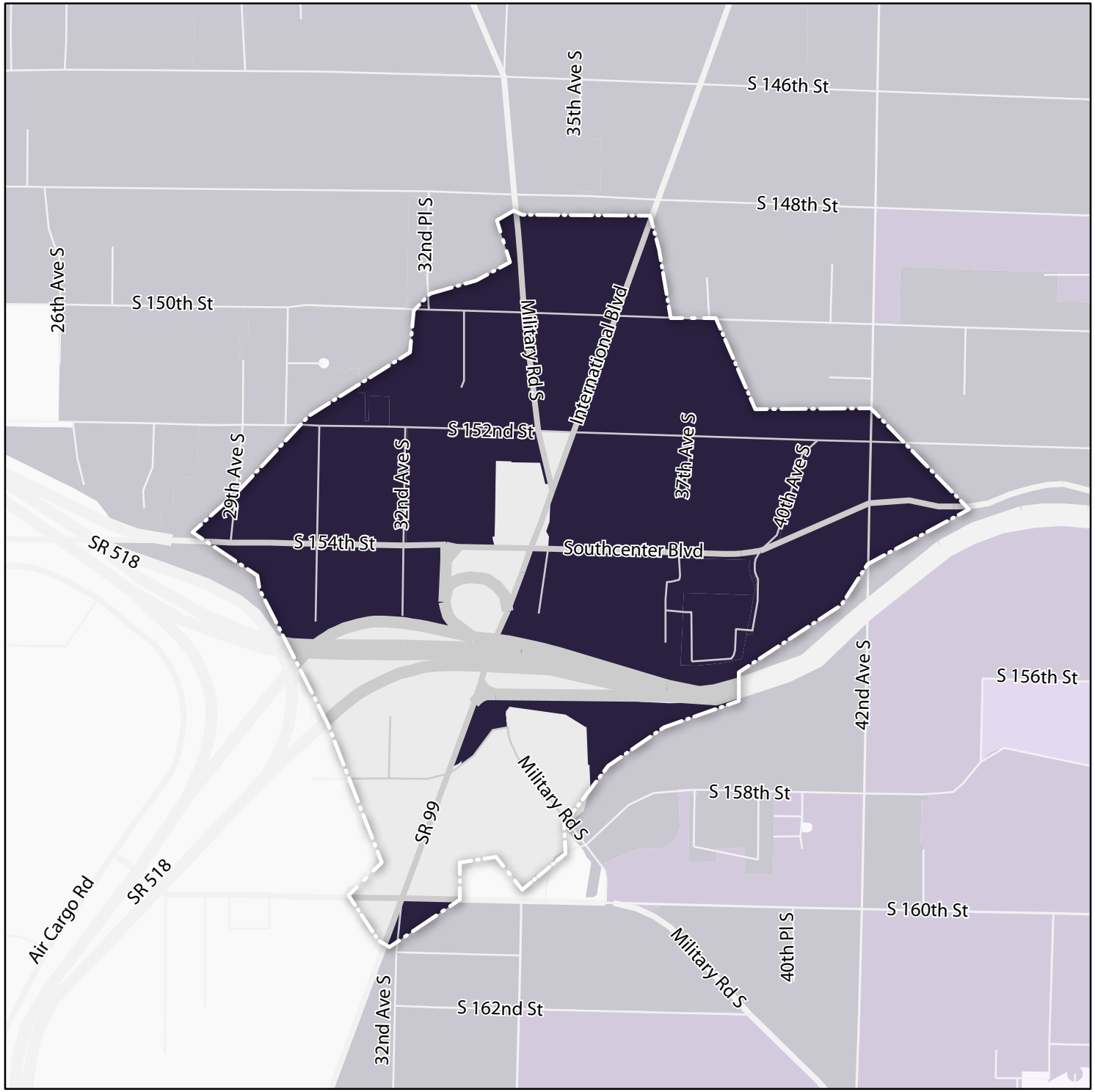
King County median: $67,806
(ACS 2009)

Half mile walkshed

Data source: ACS 2011, B19013

N

0 200 400 800 Feet



TUKWILA INTERNATIONAL BLVD

Race/ethnicity, 2010

Percent non-white
Census 2010 Blocks

- 45 - 100%
- 27 - 44%
- 18 - 26%
- 10 - 17%
- 0 - 9%
- No data

Half mile walkshed

Total minority: **73%**
Linguistically diverse: **44%**

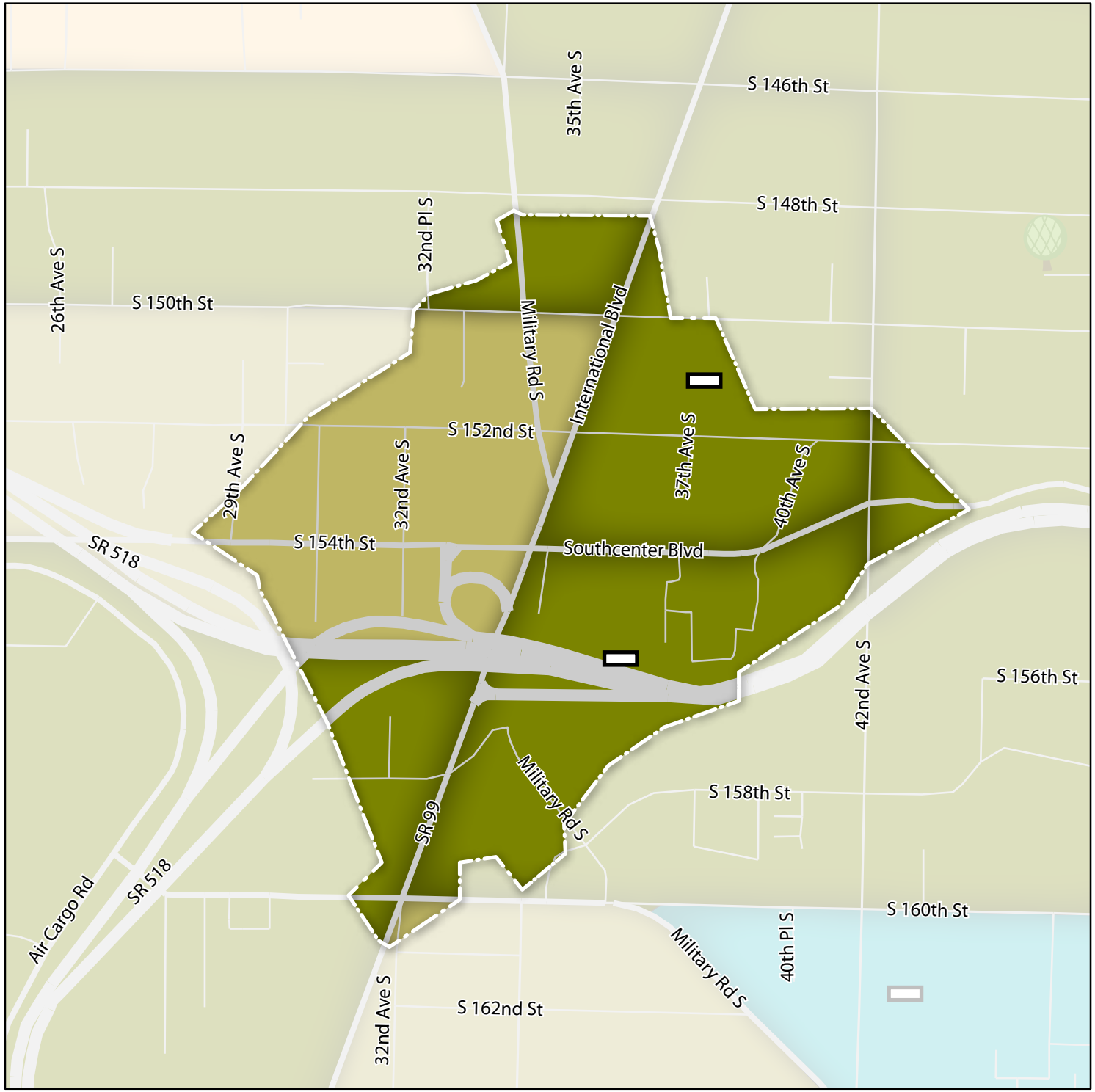
Seattle non-white: 33.7%
King County non-white: 35.2%

*"Non-white" is the comination of all racial categories and hispanic ethnicity other than non-hispanic white.

Data source: ACS 2011, B19013

N

0 200 400 800 Feet



TUKWILA INTERNATIONAL BLVD

Tree canopy, 2000-2009

Tree canopy

Percentage of land that is vegetated

(no symbol) <20%

20 - 40%

>40%

One of the 150 block groups in King County with the greatest decrease in vegetation (NDVI value)

Median household income

Block Groups, King County

- $4,722 - 49,000
- $49,001 - 66,000
- $66,001 - 83,000
- $83,001 - 105,300
- $105,301 - 250,001

King County median: $67,806

(Census 2010)

Half mile walkshed

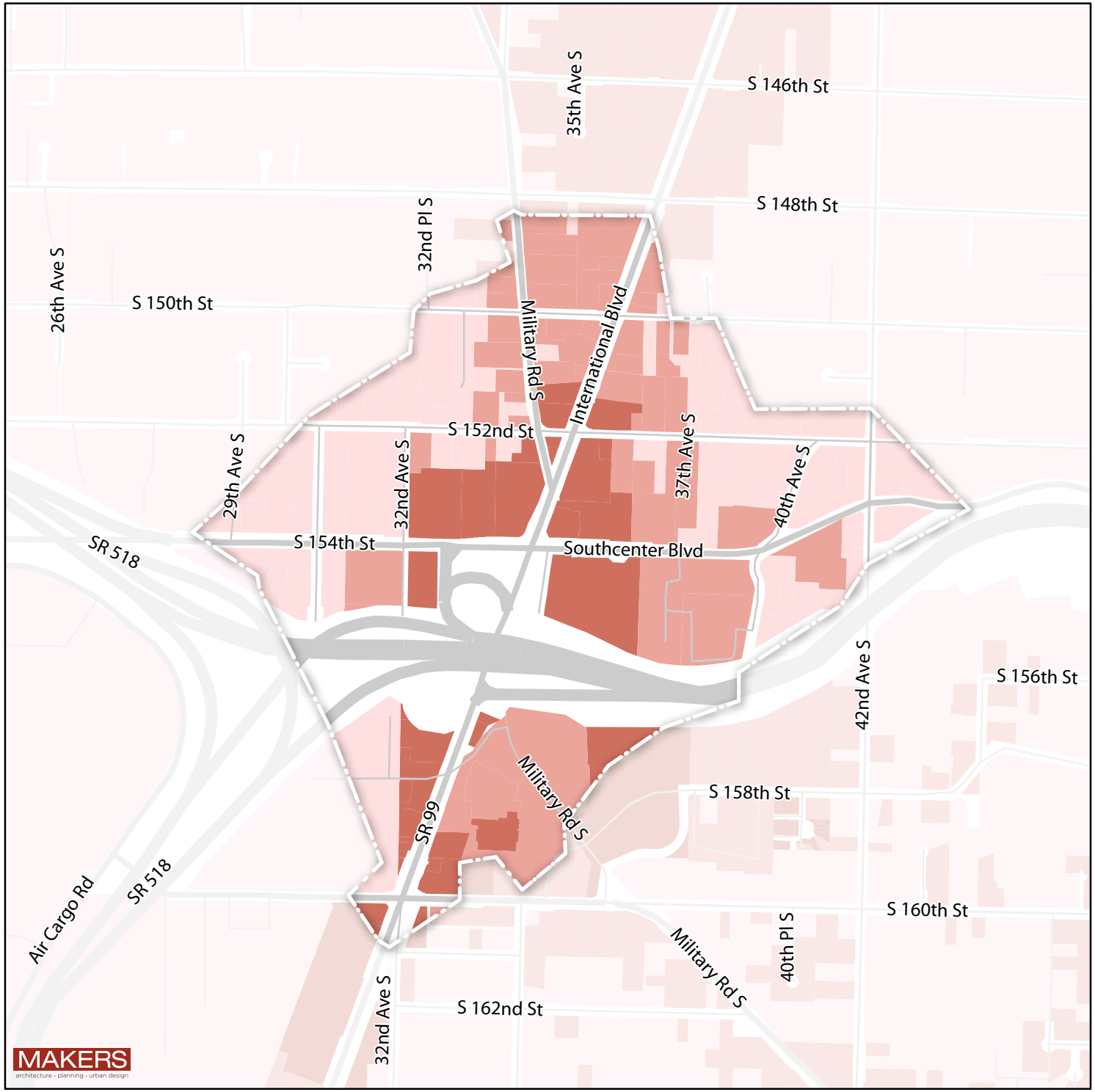
Data source: ACS 2011, B19013

N

0 200 400 800 Feet

TUKWILA INTERNATIONAL BLVD

Land value, 2012



Appraised land value per square foot

King County parcels

- $0 - 12 / sq. ft.
- $13 - 25 / sq. ft.
- $26 - 47 / sq. ft.
- $48 - 112 / sq. ft.
- $113 - 600 / sq. ft.

Half mile walkshed

- 30% units owner-occupied
- 50% households have affordable housing costs
- 2.49 ppl/hshld

Data source: ACS 2011, B19013

N

0 200 400 800 Feet

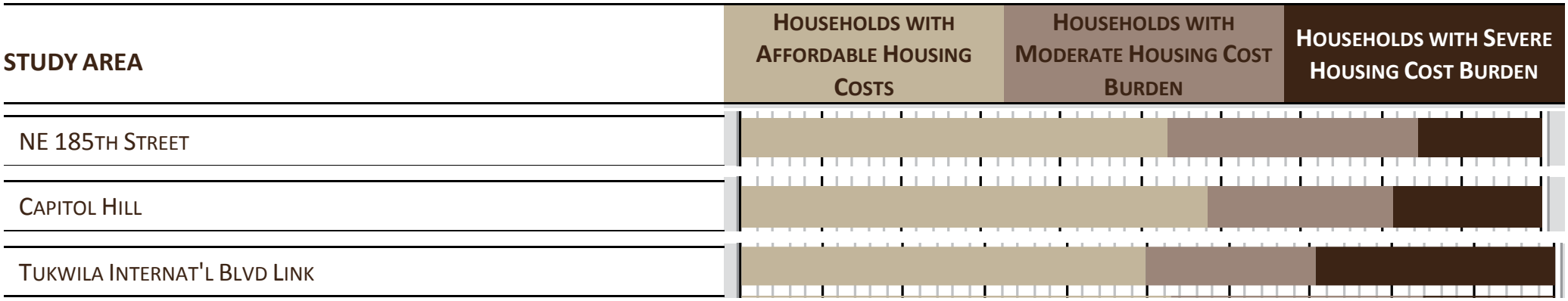
MAKERS
architecture · planning · urban design

Summary

	INCOME	DIVERSITY	ACCESS	"CCC"	NOTES
Shoreline	mid	mid	mid	low	Woodsy residential, traditional place to raise a family
Capitol Hill	low	low	high	high	Quintessential urban design, has experienced gentrification over last 30 years
Tukwila	low	high	low	low	Great access to commercial services & transit for diverse community; affordable commercial space

Takeaways

Capitol Hill: affordable and great CCC, but low diversity

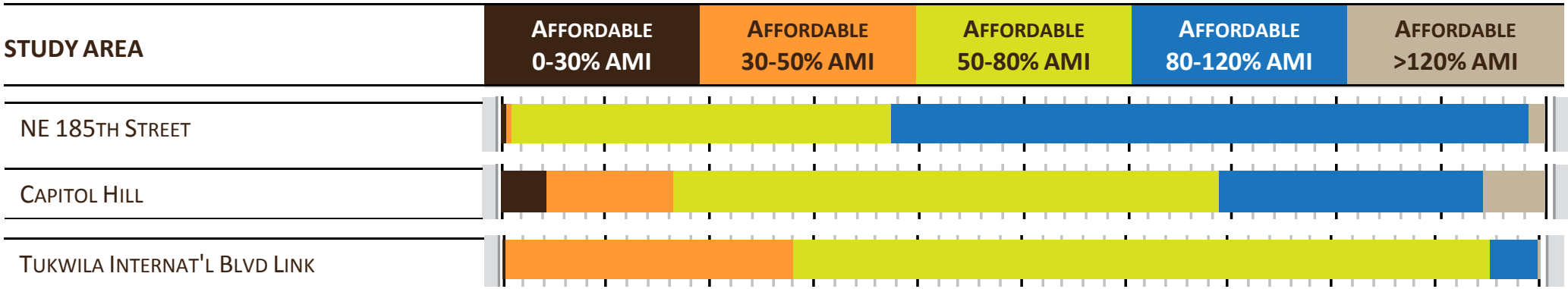


Source: American Community Survey, 2006-2010

- A great built environment does not preclude affordable housing.
- Families and diverse populations
- Continue affordable housing policies (in UDF and ST property developer agreements)

Shoreline: mid/high access to resources, mid/high level of diversity, poor CCC

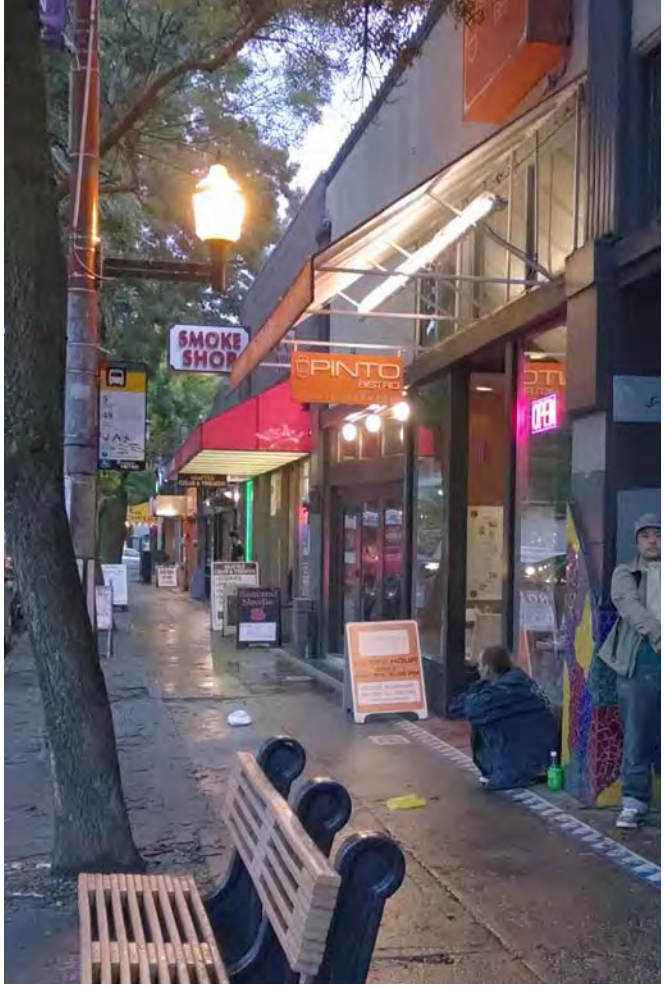
- Station area siting makes CCC points difficult to achieve
- Resource-rich area good for affordable housing
- Long-term risk of displacement



Source: King, Pierce County Assessor Data, 2011; Dupre + Scott Spring 2011 Apartment Survey; U.S. Department of Housing and Urban Development, Washington State Department of Commerce, Washington State Housing Finance Commission, Pierce County, King County, City of Tacoma, City of Seattle

Tukwila: highest diversity, poor pedestrian environment, great commercial atmosphere

- Businesses and residents vulnerable to displacement (PSRC's Community Typology report)
- "Poor" urban design is not hurting existing businesses, and perhaps fostering them
- Carefully improve pedestrian environment if desired by community
- Over half of households have moderate to severe housing cost burden. Increase affordable housing, esp. for families.



Built Environment and Social Equity

A STAR assessment of 3 King County station areas

Rachel Miller
rachelm@makersarch.com
MAKERS
architecture · planning · urban design

2014 STAR leadership program

- STAR is currently seeking communities to participate
- Applications due Oct. 15
- Financial assistance is available
- See www.starcommunities.org for more info

Opportunity Mapping

Equity, Opportunity, and Sustainability in the Central Puget Sound: A Study of the Region's Geography of Opportunity

WA APA
October 2, 2013

Puget Sound Regional Council PSRC

Kirwan Institute Many Differences One Destiny

Growing Transit Communities Partnership

Implementation of regional plans

Regional initiative housed at PSRC

- $5 million grant from Partnership for Sustainable Communities

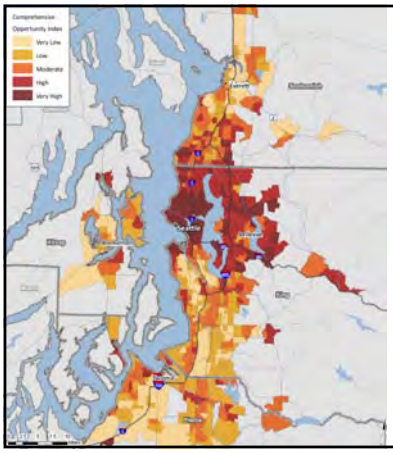
Diverse coalition to promote thriving and equitable transit communities

Opportunity Defined

- "Opportunity" is a situation or condition that places individuals in a position to be more likely to succeed or excel.
- Opportunity structures are critical to opening pathways to success:
  - High-quality education
  - Healthy and safe environment
  - Stable housing
  - Sustainable employment
  - Political empowerment
  - Outlets for wealth-building
  - Positive social networks

Central Puget Sound Indicators of Opportunity

Education	Economic Health	Housing & Neighborhood Quality	Mobility/ Transportation	Health & Environmental
Reading Test Scores (4th Grade)	Access to Living Wage Jobs	Housing Vacancy Rates	Transportation Cost; Cost per commute	Distance to nearest park or open space
Math Test Scores (4th Grade)	Job Growth Trends; % Change in Jobs from 2000-2010	Housing Stock Condition	Transit access; Proximity to Express Bus Stops	Toxic waste; Proximity to Toxic Waste Release
Student Poverty	Unemployment Rate	Foreclosure Rate	Average Transit Fare Cost	Access to healthy food; percent of tract in food desert
Teacher qualifications		High Cost Loan Rate	Walkability; % of commutes by walking	
Graduation Rate		Crime Index		



Map 1: Comprehensive Opportunity

Only includes urbanized areas

20 indicators

Comparison of neighborhoods across the region

Equal number of neighborhoods in each opportunity category

Approaches to improving opportunity

1. **Increase accessibility of low opportunity neighborhoods to higher opportunity neighborhoods.**

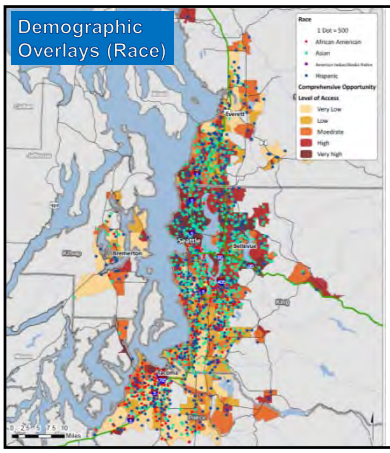
   For example: *Transit investments and funding should seek to connect high and low opportunity neighborhoods.*

2. **Direct affordable housing investments to higher opportunity areas.**

   For example: *Section 8 voucher holders receive a higher value voucher for use in high opportunity neighborhoods.*

3. **Direct investments in education, health, and safety to lower opportunity neighborhoods.**

   For example: *Focus regional public health effort on low opportunity neighborhoods.*

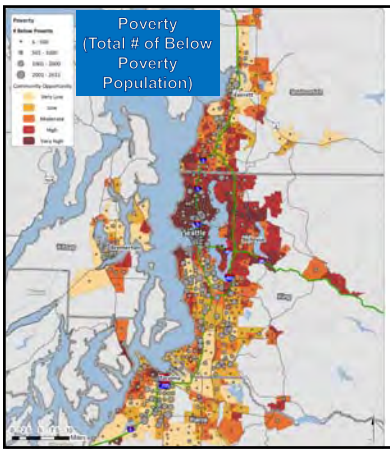


Opportunity Distribution by **Demographic Group**

Total population, **disabled population**, and **foreign born population** are distributed fairly evenly across the opportunity spectrum.

Whites and **Asians** are more concentrated in high opportunity areas.

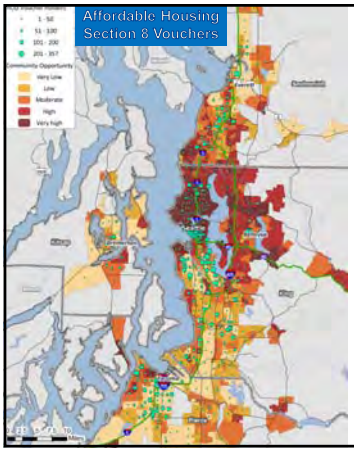
African Americans, **Latinos**, and **American/Alaskan Natives** are more concentrated in low opportunity areas.



Opportunity Distribution by **Poverty**

Half of **people in poverty** live in low opportunity areas.

75% of **households receiving public assistance** are in low opportunity areas.



Opportunity Distribution and **Housing Affordability**

Total housing units, **cost-burdened households**, and **HUD units** are all distributed fairly evenly across the opportunity spectrum.

Over half of **Section 8 vouchers** were used in very low and low opportunity areas.

Kirwan Recommendations

Build Upon the Success of HUD Site-Based Affordable Housing

Use the Map to Help Advise Voucher Holders to Move towards Opportunity

10

Using opportunity maps in Puget Sound Region

Fair and Affordable Housing

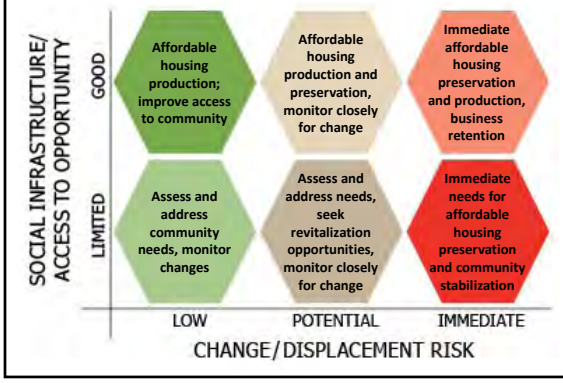
- Results will be incorporated into a regional Fair Housing & Equity Assessment (FHEA)
- Housing authorities promote 'move to opportunity' for Section 8 voucher holders
- Prioritize housing resources in high opportunity areas

Regional Planning

- Transportation project prioritization
- Bicycle route prioritization
- Prioritize recommendations for transit communities (i.e. station area typology)

11

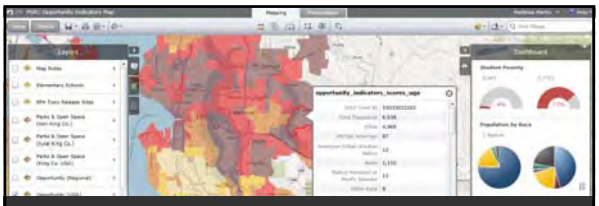
PEOPLE PROFILE: Example Strategies



12

Lessons Learned from mapping opportunity

- Regional map works as a conversation starter about social equity
- Important to break down the 'comprehensive index' into meaningful information (online maps work great)
- Calling neighborhoods low and high opportunity areas creates controversy. Be ready to back it up with data.



For More Information

Maps online at:
psrc.org → Growing Transit Communities → Social Equity

More information about Central Puget Sound maps:
Michael Hubner, 206-971-3278 or MHubner@psrc.org

More information about Typology/Displacement Index:
Sara Schott Nikolic, 206-971-3288 or snikolic@psrc.org

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EXTRA SLIDES

15

Using opportunity maps in Puget Sound Region

King County Housing Authority

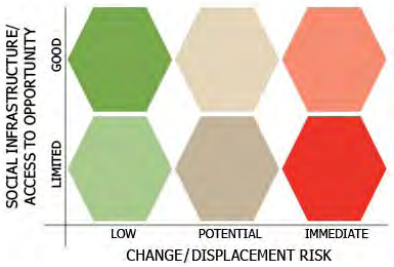
- Resolution 5382. May 9, 2012

  The Board of Commissioners of the Housing Authority of the County of King hereby directs the staff to give strong consideration to Opportunity Neighborhood indicators, such as education, employment, access to food, parks and transportation, when acquiring new properties, placing project-based Section 8 subsidies and developing mobility counseling and other programs and to integrate these criteria into the decision making on these programs to the maximum extent possible.

- Currently 1/3 of KCHA's housing investments are located in high or very high-opportunity neighborhoods, and over half are in low or low-quality neighborhoods
- Consideration of neighborhood quality when acquiring new properties and placing project-based vouchers

16

Using opportunity maps in Implementation Typology



PEOPLE PROFILE

17

Change / Displacement Risk axis

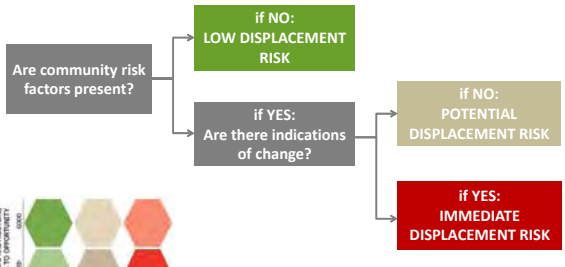
Based on UC-Berkeley Center for Community Innovation framework for measuring susceptibility to gentrification

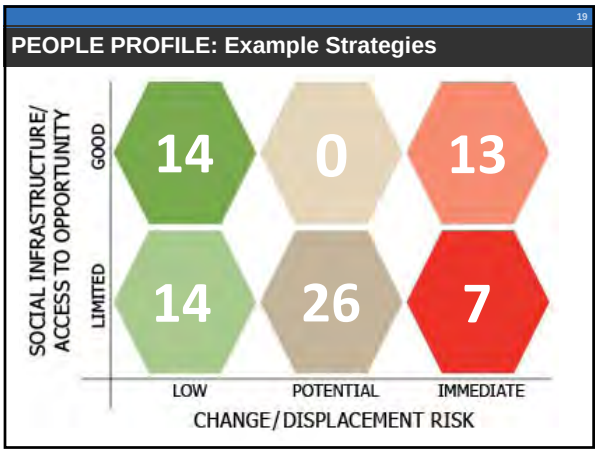
Nominal categories (low/ potential risk/ immediate risk) based on numerous indicators, including:

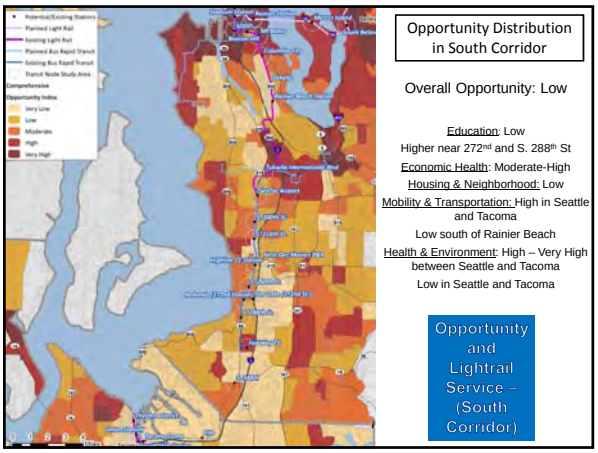
- Community Risk Factors
  - Demographics: race, income, education attainment, household type
  - Housing: tenure, cost burden
- Indications of Change
  - Recent demographic change (median income, education attainment, non-family households)
  - Market strength

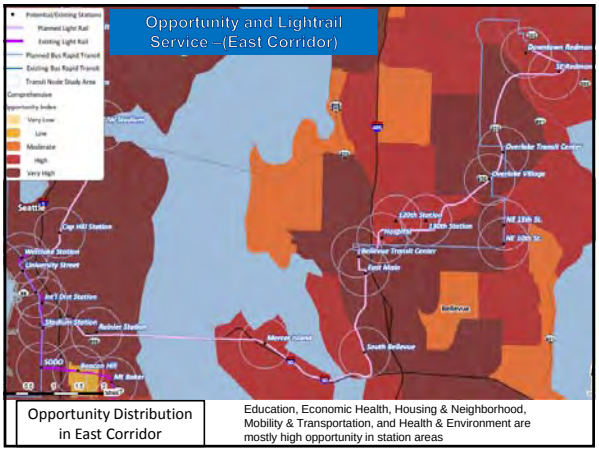
18

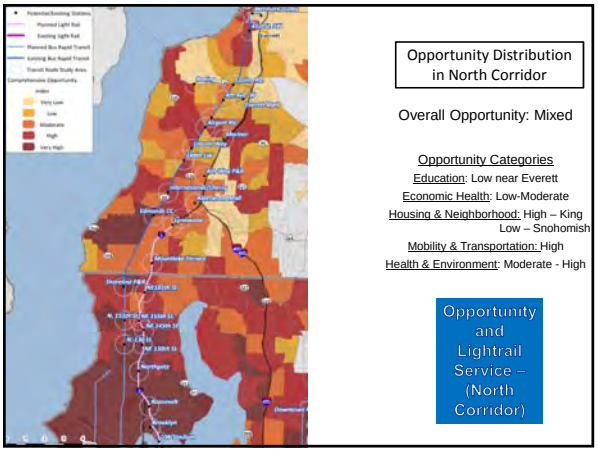
Change / Displacement Risk axis




19
PEOPLE PROFILE: Example Strategies
SOCIAL INFRASTRUCTURE/ ACCESS TO OPPORTUNITY
GOOD
LIMITED
14
0
13
14
26
7
LOW
POTENTIAL
IMMEDIATE
CHANGE/DISPLACEMENT RISK


Opportunity Distribution in South Corridor
Overall Opportunity: Low
Education: Low
Higher near 272nd and S. 288th St
Economic Health: Moderate-High
Housing & Neighborhood: Low
Mobility & Transportation: High in Seattle and Tacoma
Low south of Rainier Beach
Health & Environment: High – Very High between Seattle and Tacoma
Low in Seattle and Tacoma
Opportunity and Lightrail Service – (South Corridor)


Opportunity and Lightrail Service –(East Corridor)
Opportunity Distribution in East Corridor
Education, Economic Health, Housing & Neighborhood, Mobility & Transportation, and Health & Environment are mostly high opportunity in station areas


Opportunity Distribution in North Corridor
Overall Opportunity: Mixed
Opportunity Categories
Education: Low near Everett
Economic Health: Low-Moderate
Housing & Neighborhood: High – King
Low – Snohomish
Mobility & Transportation: High
Health & Environment: Moderate - High
Opportunity and Lightrail Service – (North Corridor)

Making Places of Opportunity

Tools for Including Equity in Planning and Investment Decisions

wicked problems SMART SOLUTIONS 2013

October 2-3, 2013 • Meydenbauer Center • Bellevue, WA

Introductions

- Matt Martin
  - Research Associate
- Tim Parham
  - Real Estate Development Associate
- Rachel Miller
  - Associate Planner/Urban Designer

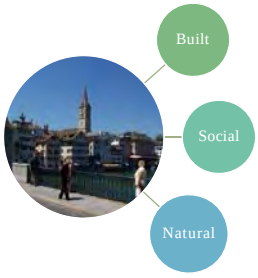
Session outline

- Equity, Opportunity, and Place
- Overview of Opportunity Mapping
- SCI and Growing Transit Communities
- Measuring Equity with the STAR Rating System
- Case Study: Development Without Displacement

What do we mean by "equity"?

- Inter-generational environmental stewardship
- Basic human rights and opportunities for people living today
- Investing in human capital for regional equity, competitiveness, and sustainability

The components of place



Place Matters: space, race, and opportunity

- Opportunity is a situation or condition that places individuals in a position to be more likely to succeed or excel
- Opportunity structures are vital to combating the impact of poverty, creating strong neighborhoods and an environment in which children can become successful adults.

Place and equity

Built

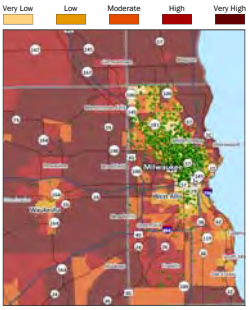
- Land Use
- Architecture
- Transportation
- Scale
- Quality
- Condition

Social

- Political
- Economic
- Cultural
- Demographic
- Organizational
- Institutional

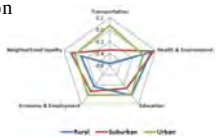
Using mapping to understand place and opportunity

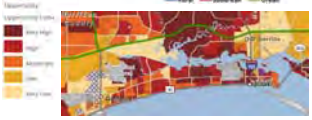
- The Kirwan Institute pioneered "Opportunity Mapping" 10 years ago
- Multi-dimensional index at the neighborhood level
- Relative measure of opportunity across cities, regions, and states
- Vividly illustrates community inequities
- Valuable tool for informing place-based initiatives as well as mobility programs

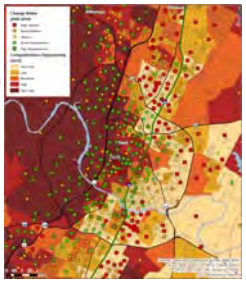


How opportunity mapping is being used in regional equity planning

- Mississippi Gulf Coast
- Houston
- Austin







SCI and Growing Transit Communities

- The Sustainable Communities Initiative (SCI)
- HUDs new approach to affirmatively furthering fair housing: FHEA and RAI
- The process of developing a Puget Sound opportunity index
- Ways opportunity mapping is being used to build equity into the region
- Lessons learned and future opportunity initiatives

Opportunity Mapping

Equity, Opportunity, and Sustainability in the Central Puget Sound: A Study of the Region's Geography of Opportunity

WA APA
October 2, 2013

Puget Sound Regional Council
PSRC

Kirwan Institute
Many Differences One Destiny

GROWING TRANSIT COMMUNITIES

Implementation of regional plans

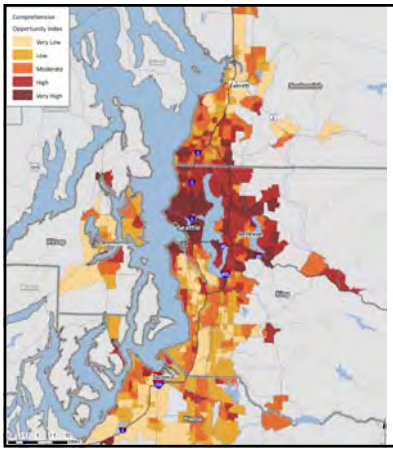
Regional initiative housed at PSRC

- $5 million grant from Partnership for Sustainable Communities

Diverse coalition to promote thriving and equitable transit communities

- "Opportunity" is a situation or condition that places individuals in a position to be more likely to succeed or excel.
- Opportunity structures are critical to opening pathways to success:
  - High-quality education
  - Healthy and safe environment
  - Stable housing
  - Sustainable employment
  - Political empowerment
  - Outlets for wealth-building
  - Positive social networks

Education	Economic Health	Housing & Neighborhood Quality	Mobility/ Transportation	Health & Environmental
Reading Test Scores (4th Grade)	Access to Living Wage Jobs	Housing Vacancy Rates	Transportation Cost; Cost per commute	Distance to nearest park or open space
Math Test Scores (4th Grade)	Job Growth Trends; % Change in Jobs from 2000-2010	Housing Stock Condition	Transit access; Proximity to Express Bus Stops	Toxic waste; Proximity to Toxic Waste Release
Student Poverty	Unemployment Rate	Foreclosure Rate	Average Transit Fare Cost	Access to healthy food; percent of tract in food desert
Teacher qualifications		High Cost Loan Rate	Walkability; % of commutes by walking	
Graduation Rate		Crime Index		



Map 1: Comprehensive Opportunity

Only includes urbanized areas

20 indicators

Comparison of neighborhoods across the region

Equal number of neighborhoods in each opportunity category

1. **Increase accessibility of low opportunity neighborhoods to higher opportunity neighborhoods.**

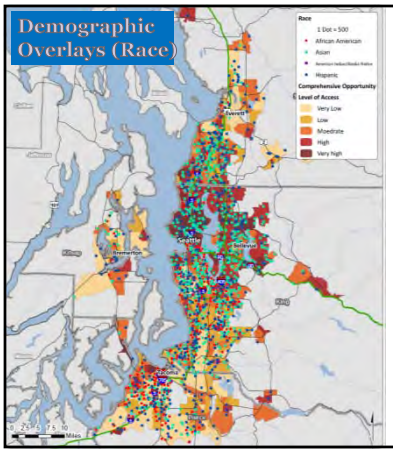
   For example: *Transit investments and funding should seek to connect high and low opportunity neighborhoods.*

2. **Direct affordable housing investments to higher opportunity areas.**

   For example: *Section 8 voucher holders receive a higher value voucher for use in high opportunity neighborhoods.*

3. **Direct investments in education, health, and safety to lower opportunity neighborhoods.**

   For example: *Focus regional public health effort on low opportunity neighborhoods.*

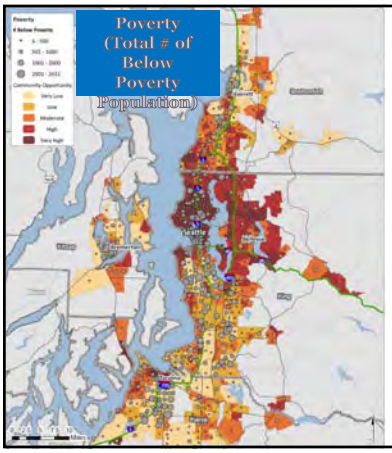


Opportunity Distribution by **Demographic Group**

Total population, **disabled population**, and **foreign born population** are distributed fairly evenly across the opportunity spectrum.

Whites and **Asians** are more concentrated in high opportunity areas.

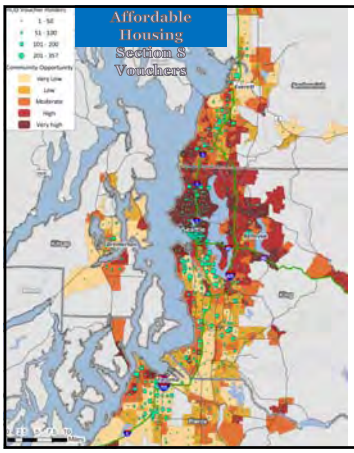
African Americans, **Latinos**, and **American/Alaskan Natives** are more concentrated in low opportunity areas.



Opportunity Distribution by **Poverty**

Half of **people in poverty** live in low opportunity areas.

75% of **households receiving public assistance** are in low opportunity areas.



Opportunity Distribution and Housing Affordability

Total housing units, **cost-burdened households**, and **HUD units** are all distributed fairly evenly across the opportunity spectrum.

Over half of **Section 8 vouchers** were used in very low and low opportunity areas.

Kirwan Recommendations

Build Upon the Success of HUD Site-Based Affordable Housing

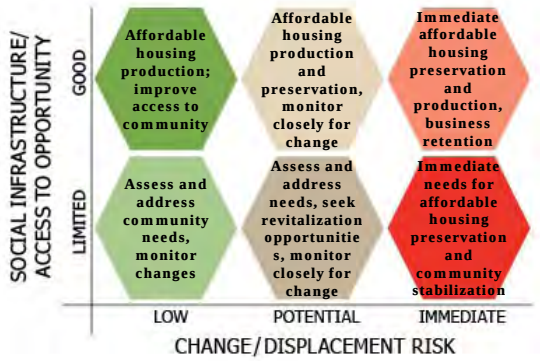
Use the Map to Help Advise Voucher Holders to Move towards Opportunity

Fair and Affordable Housing

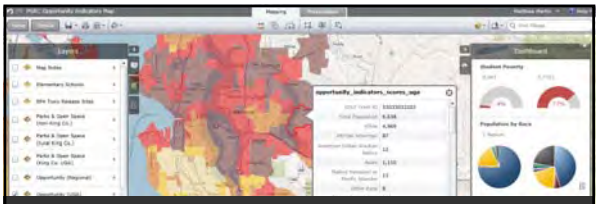
- Results will be incorporated into a regional Fair Housing & Equity Assessment (FHEA)
- Housing authorities promote 'move to opportunity' for Section 8 voucher holders
- Prioritize housing resources in high opportunity areas

Regional Planning

- Transportation project prioritization
- Bicycle route prioritization
- Prioritize recommendations for transit communities (i.e. station area typology)



- Regional map works as a conversation starter about social equity
- Important to break down the 'comprehensive index' into meaningful information (online maps work great)
- Calling neighborhoods low and high opportunity areas creates controversy. Be ready to back it up with data.



For More Information

Maps online at:
psrc.org → Growing Transit Communities → Social Equity

More information about Central Puget Sound maps:
Michael Hubner, 206-971-3278 or MHubner@psrc.org

More information about Typology/Displacement Index:
Sara Schott Nikolic, 206-971-3288 or snikolic@psrc.org

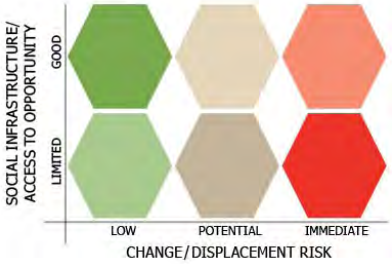
EXTRA SLIDES

King County Housing Authority

- Resolution 5382. May 9, 2012

  The Board of Commissioners of the Housing Authority of the County of King hereby directs the staff to give strong consideration to Opportunity Neighborhood indicators, such as education, employment, access to food, parks and transportation, when acquiring new properties, placing project-based Section 8 subsidies and developing mobility counseling and other programs and to integrate these criteria into the decision making on these programs to the maximum extent possible.

- Currently 1/3 of KCHA's housing investments are located in high or very high-opportunity neighborhoods, and over half are in low or low-quality neighborhoods
- Consideration of neighborhood quality when acquiring new properties and placing project-based vouchers

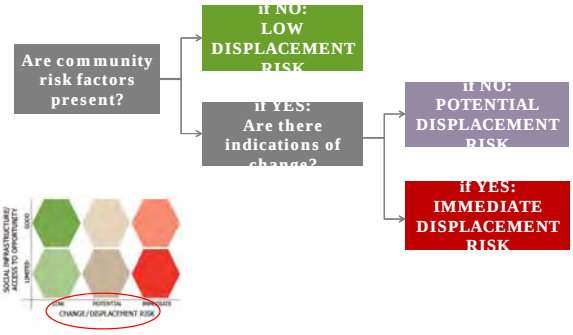


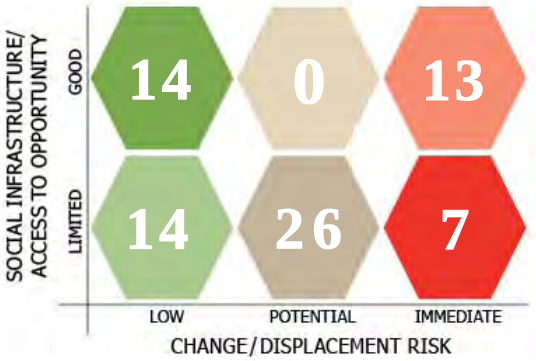
PEOPLE PROFILE

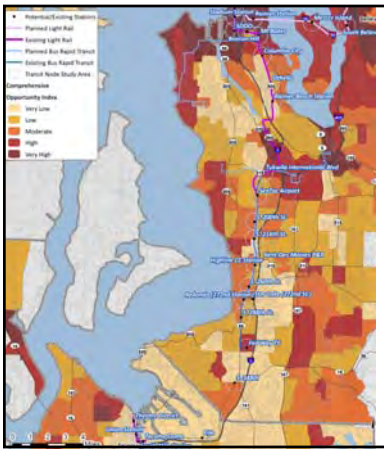
Based on UC-Berkeley Center for Community Innovation framework for measuring susceptibility to gentrification

Nominal categories (low/ potential risk/ immediate risk) based on numerous indicators, including:

- Community Risk Factors
  - Demographics: race, income, education attainment, household type
  - Housing: tenure, cost burden
- Indications of Change
  - Recent demographic change (median income, education attainment, non-family households)
  - Market strength





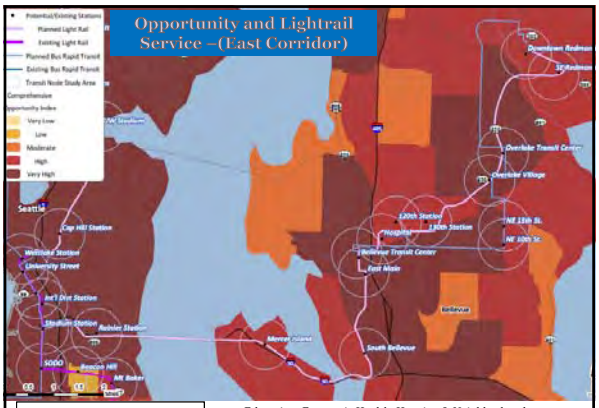


Opportunity Distribution in South Corridor

Overall Opportunity: Low

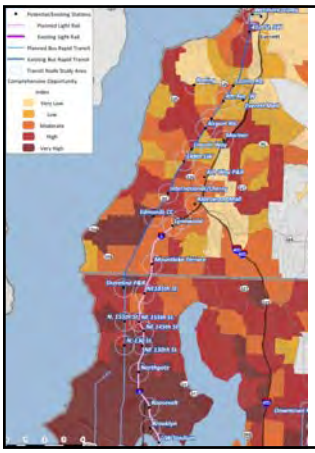
Education: Low
Higher near 272nd and S. 288th St
Economic Health: Moderate-High
Housing & Neighborhood: Low
Mobility & Transportation: High in Seattle and Tacoma
Low south of Rainier Beach
Health & Environment: High – Very High between Seattle and Tacoma
Low in Seattle and Tacoma

Opportunity and Lightrail Service – (South Corridor)



Opportunity Distribution in East

Education, Economic Health, Housing & Neighborhood, Mobility & Transportation, and Health & Environment are mostly high opportunity in station areas



Opportunity Distribution in North Corridor

Overall Opportunity: Mixed

Opportunity Categories

Education: Low near Everett

Economic Health: Low-Moderate

Housing & Neighborhood: High – King Low – Snohomish

Mobility & Transportation: High

Health & Environment: Moderate - High

Opportunity and Lightrail Service – (North Corridor)

Using STAR to measure equity

- What can data tell us about equity and the built environment?
- The STAR rating system
- Equitable land use and access
- Case Studies:
  - Capitol Hill
  - Shoreline
  - Tukwila

Case Study: Weinland Park

- Engage the community from the beginning: WPCCA
- Build a strong network of partners: The Collaborative
- Lock down affordable housing from the beginning: Broad Street Portfolio
- Be strategic about creating affordable housing at all intervals: LIHTC, Habitat, NSP, CLT, etc

Case Study: Weinland Park

- Work on multiple fronts simultaneously: opportunity is dynamic
  - Housing
  - Food and Health
  - Youth Engagement
  - Education
  - Job Training
- Prepare the community in advance for the opportunities that will develop:
  - South Campus Gateway and the need for job-ready workers
  - Lease-to-own homes and the need for credit-qualified renters
  - The new Kroger and neighborhood employment recruitment

Case Study: Weinland Park

- Be able to adjust to the changing impacts of equity
- Don't let failures derail the vision of equity and inclusion

Food District @weinland park

Conclusion

- Successful and sustained equity planning requires focused, intentional commitment
- Planning for development without displacement is a challenging and ongoing endeavor