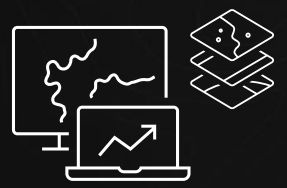
Racial Equity & Social Justice:
A Geographic Approach

John Ruffing

Spatial and Equity Lenses

WHY THEY MATTER



THE ROLE OF DATA

APPLY THE LENSES

A Geographic Approach

GIS for Racial Equity & Social Justice

APPLY INTERSECTIONAL EQUITY LENSES

Operationalize
Positive Practices

Engage
Communities

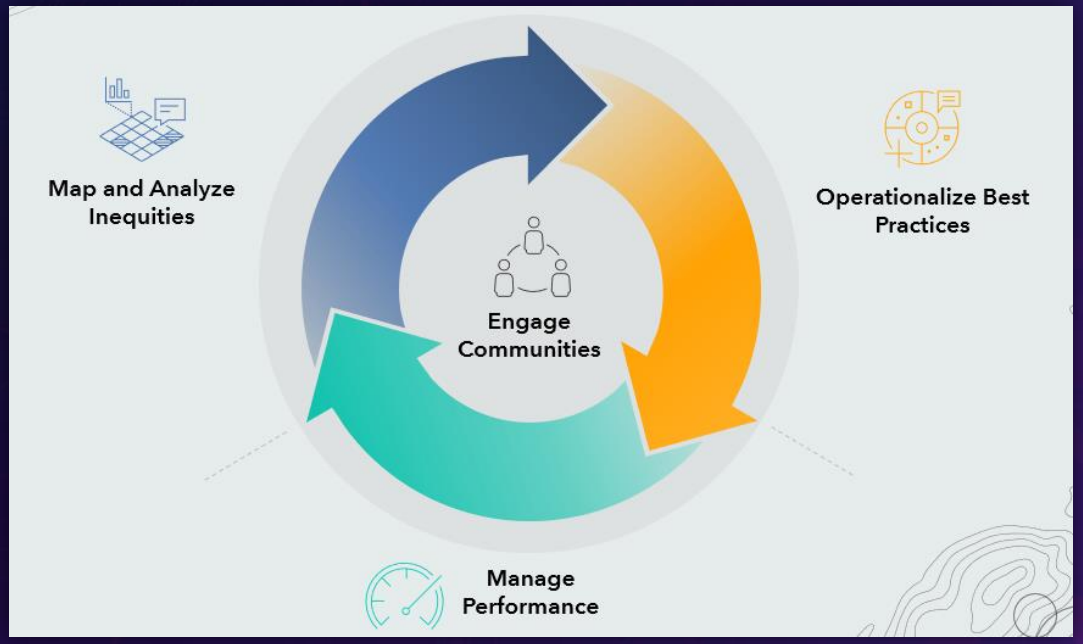
Map and Analyze
Equity

Manage
Performance

RACIAL EQUITY & SOCIAL JUSTICE WORKFLOW

Understand & Plan

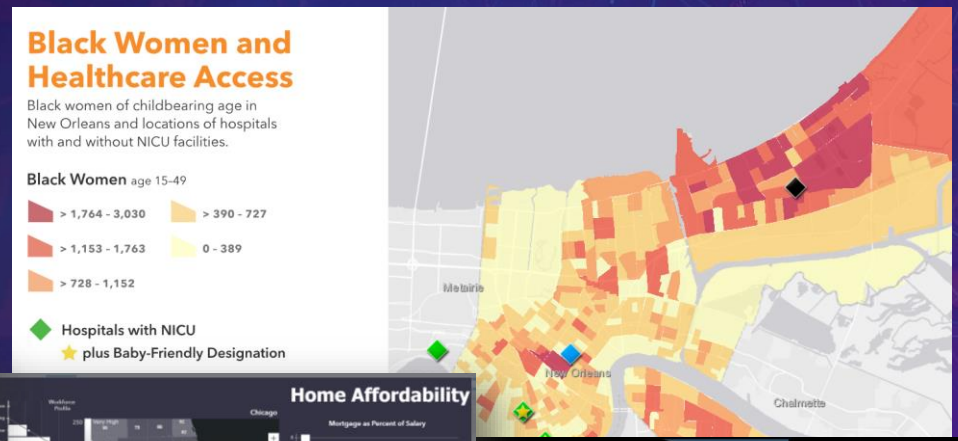
Take Action & Measure Impact

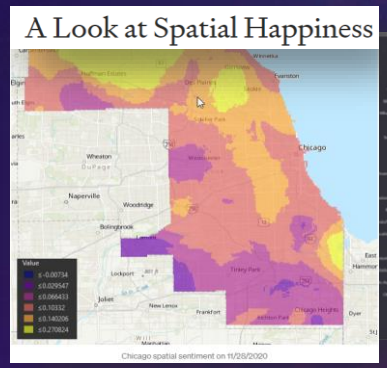


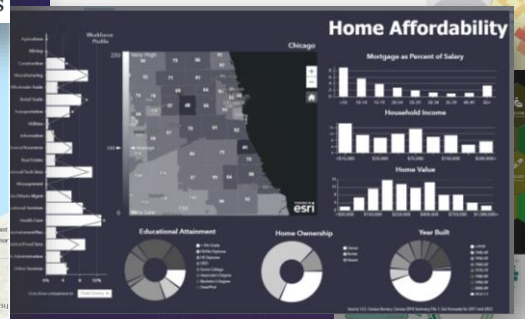
Engage Stakeholders

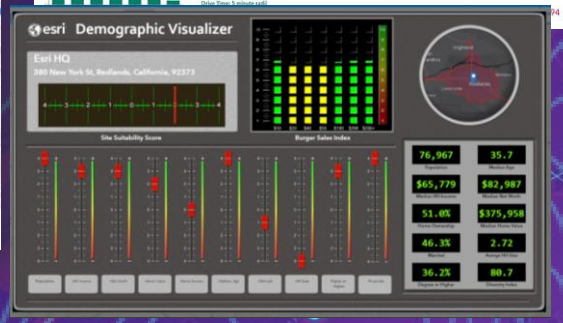
Understanding as a First Step…

- *Where does our workforce not represent the local community?*
- *Who are we missing? Where are they? How can we reach them?*
- *Where do inequities in outcomes or access to resources exist in the areas we serve?*



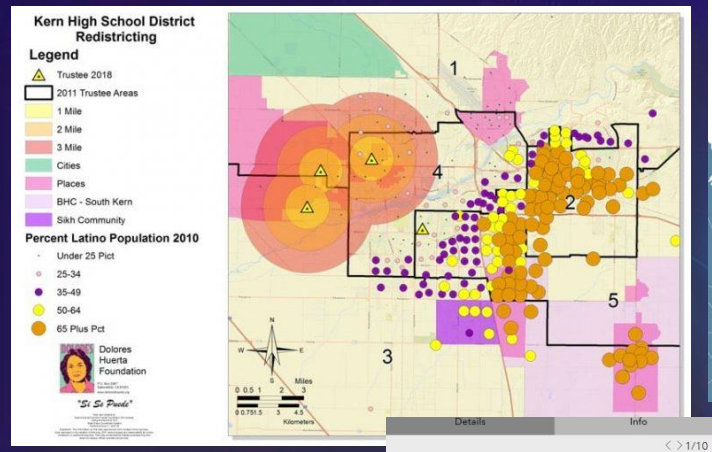


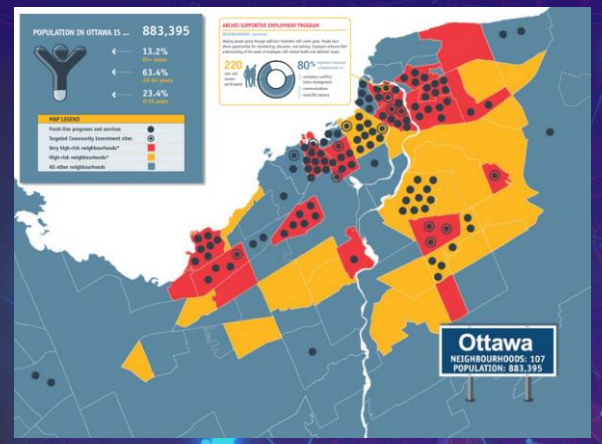


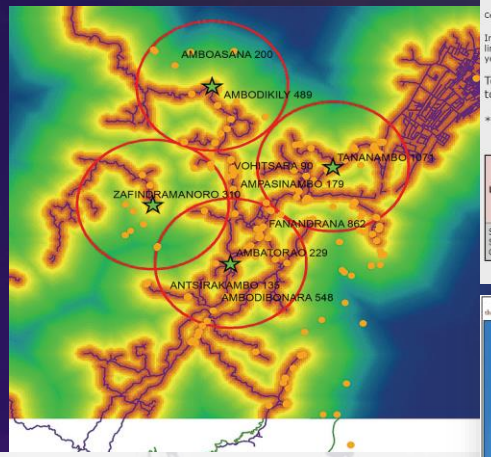


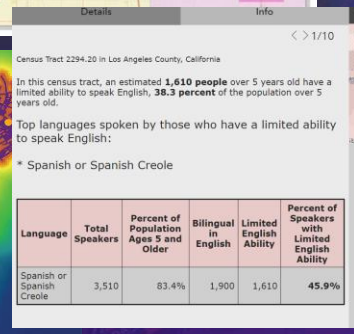
Planning…

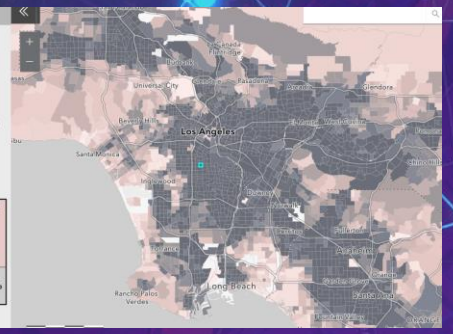
- *Where should we allocate our resources to best address workforce or community inequities?*
- *How should we perform outreach?*
- *Where can we support community partners?*
- *How can we make these efforts most effective? Equitable?*

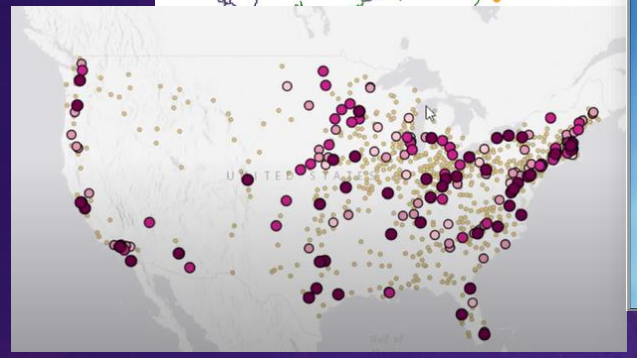


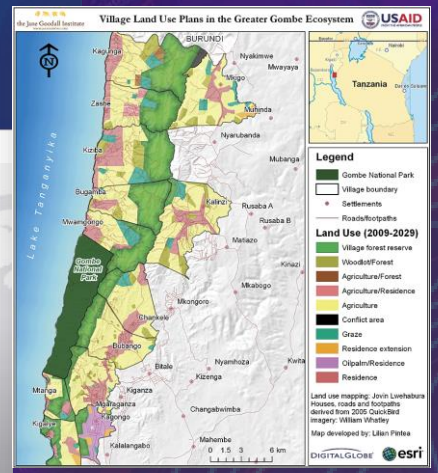


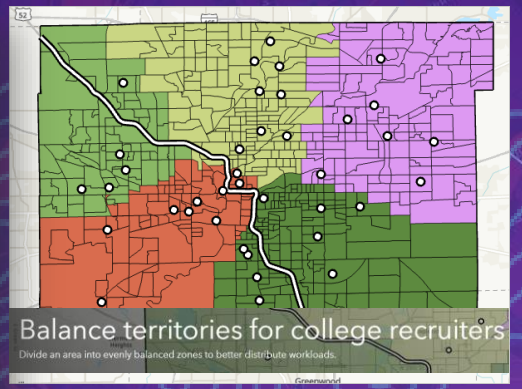






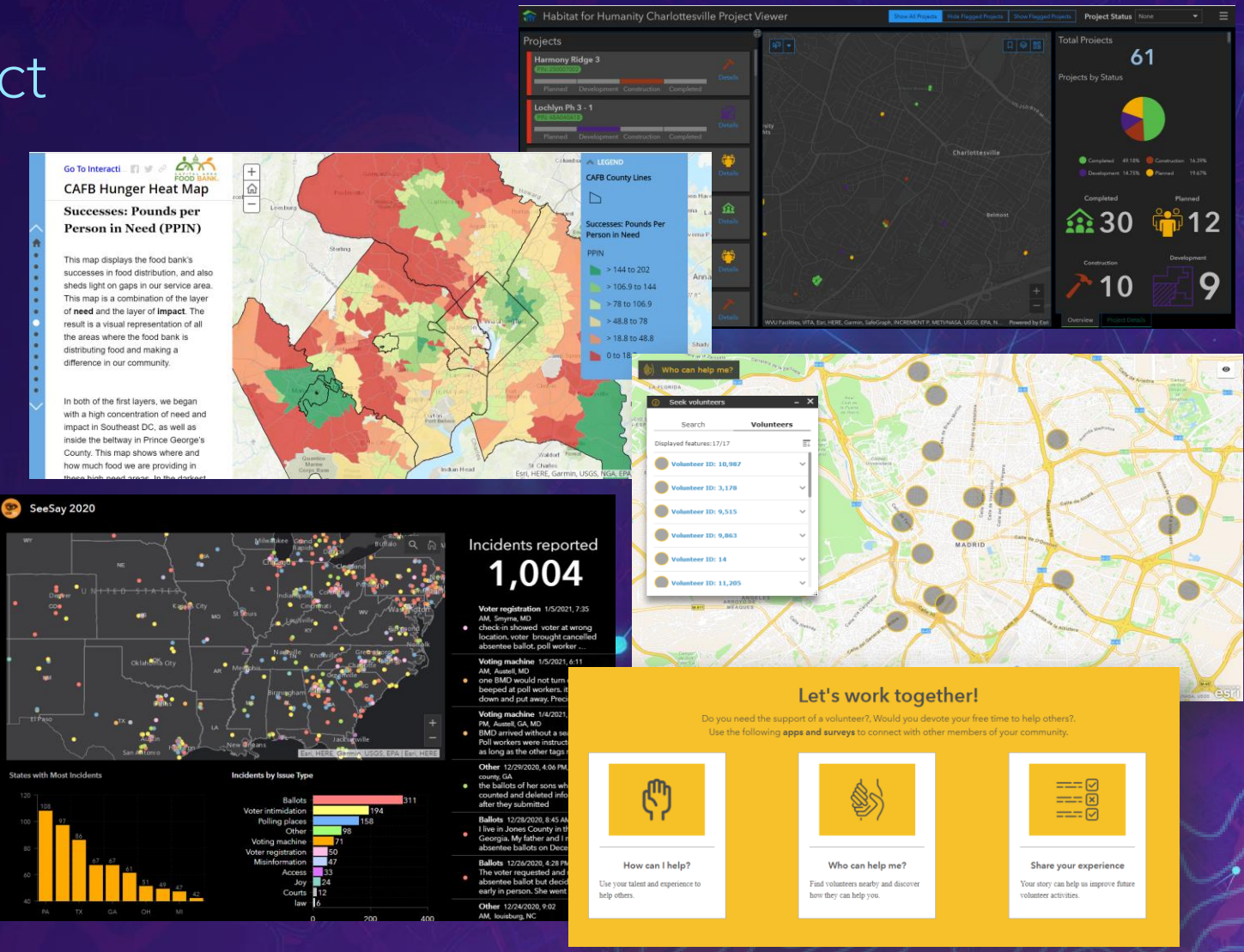






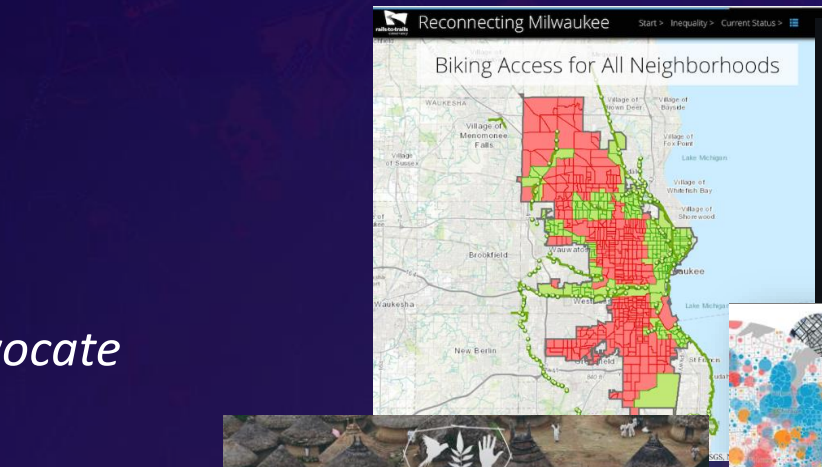
Take Action & Measure Impact

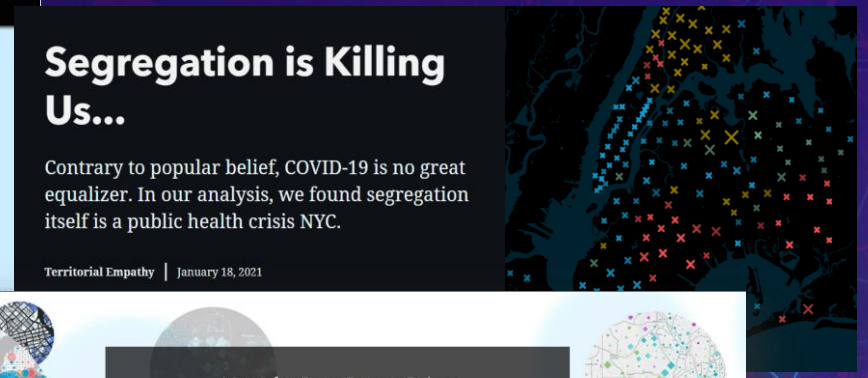
- *What's happening where?*
- *What's the overall status?*
- *Where have we made progress?*
- *How can we do better?*

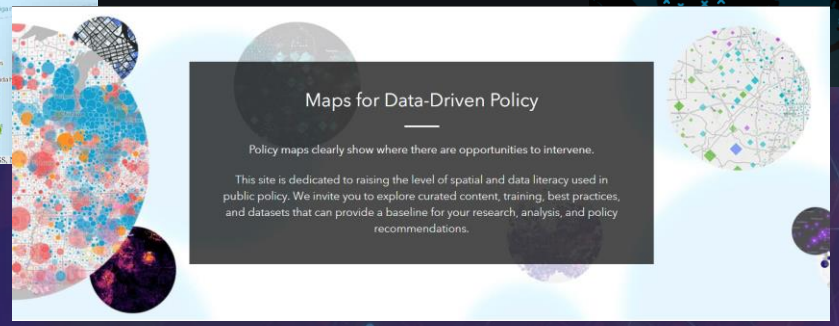


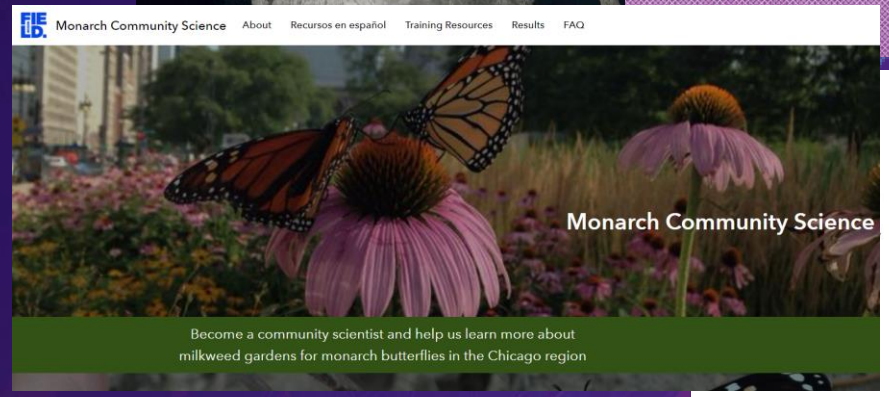
Engage Stakeholders

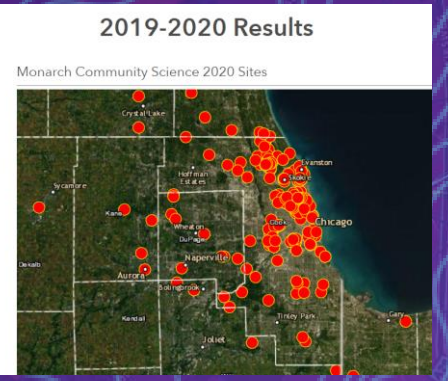
- *How can we use data to advocate for our initiatives?*
- *…Report on our impact?*
- *…Affect policy change?*
- *…Increase community engagement?*



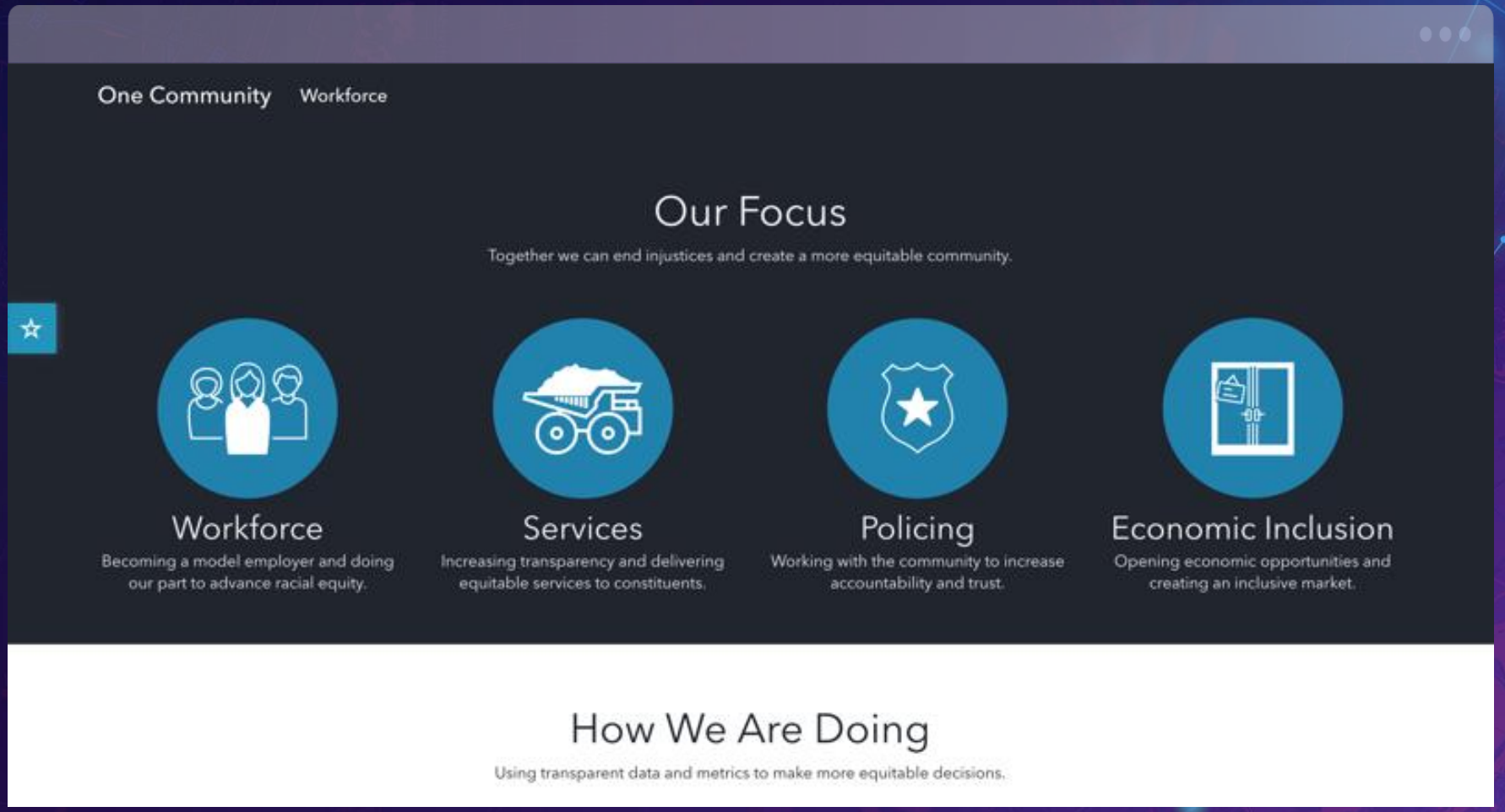


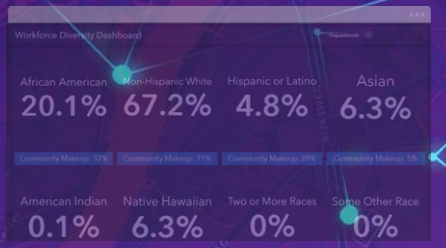


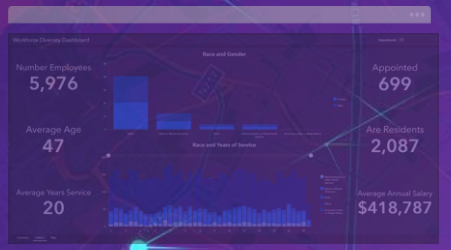




Focus on **Key Issues**







Getting Started

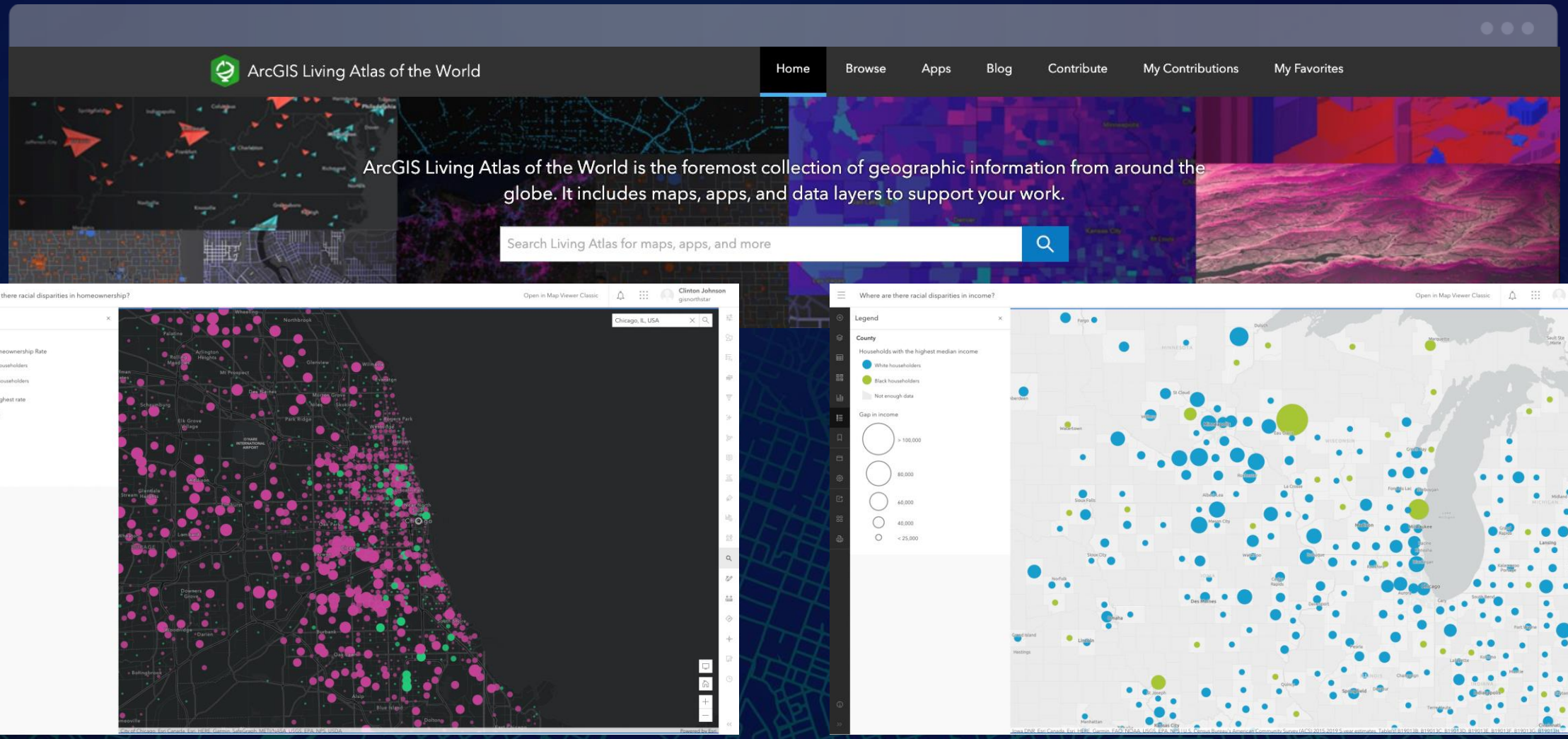
Resources to Leverage Today

Data & ArcGIS Solutions

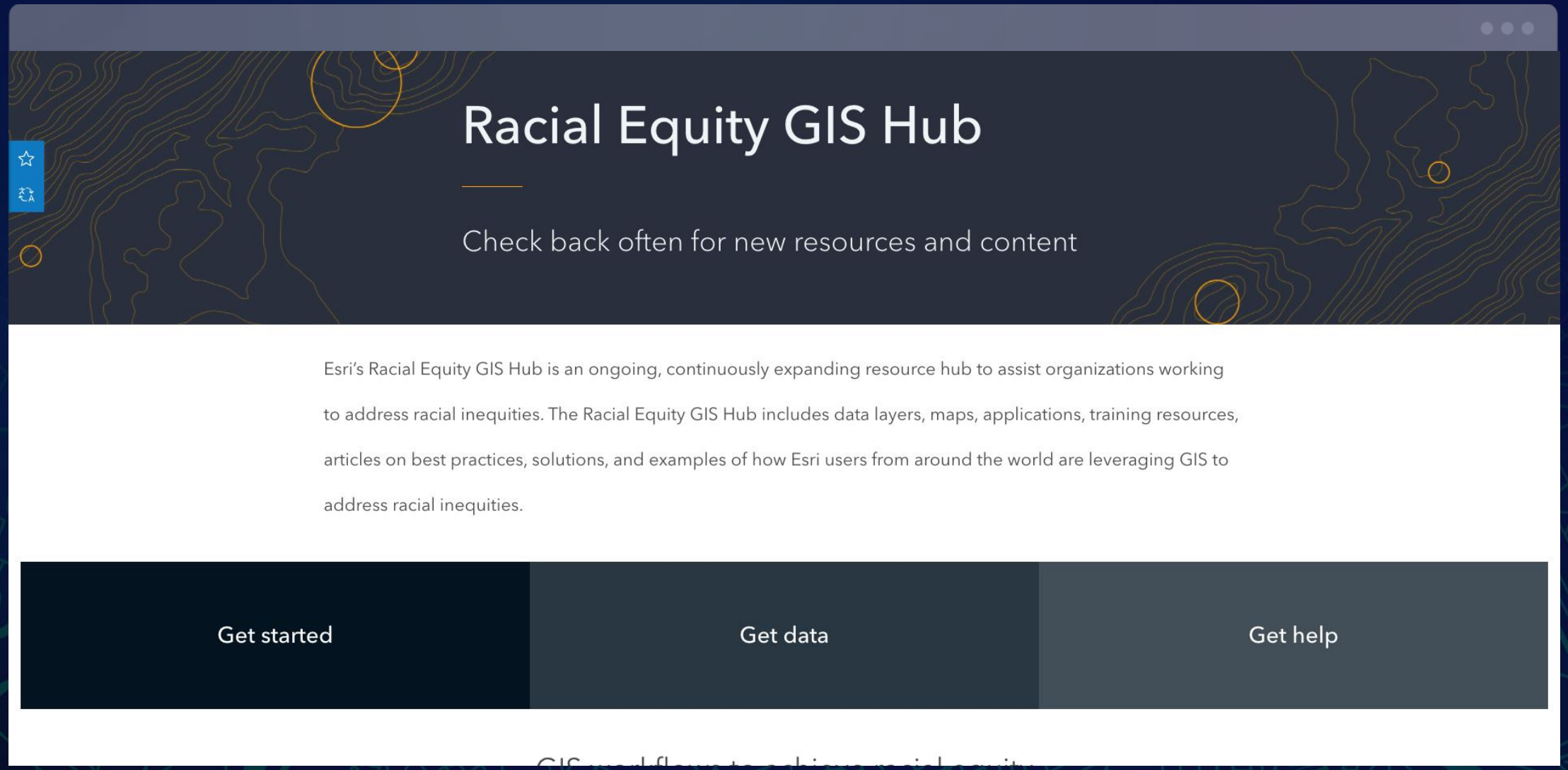
Living Atlas of the World

Racial Equity & Social Justice Hub

ArcGIS Solutions for Racial Equity & Social Justice



ArcGIS Atlas of the World



Racial Equity & Social Justice Hub

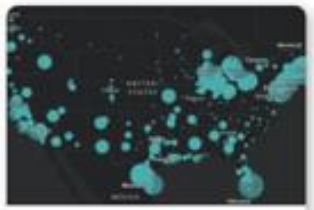
Data is critical to understanding where racial inequities exist within a community or jurisdiction. Explore a growing collection of geospatial data sourced from the global GIS community and our trusted partners. Add these datasets directly to maps and apps to visualize and analyze racial inequities in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

View additional datasets here.

USA Education Level of Women in Poverty

This layer shows the predominant level of education for women 25 or older, below...

Explore



Adults Females 65 Getting Core Medical Preventativ...

This web map shows the CDC's 2017 data from their 500 Cities initiative with a focus on adult...

Explore

Which group is least likely to receive mammogram...

This map shows the overall mammogram screening percentage of female Medica...

Explore

Health, Racial & Economic Equity Data Group

Use these maps and data that can help guide decisions around health, racial, and...

Explore

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

Racial Equity & Social Justice Hub

Applications

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

View additional applications here.

Femicidio y violencia de género en Ecuador

Análisis de distribución espacial y causística de femicidios en Ecuador entre 2014 - 2019

Explore

Susie King Taylor

Follow the life of Susie King Taylor, the first African-American Civil War nurse and..

Explore

Commemorating women's right to vote

This collection is brought to you by the women of Black Girls M.A.P.P., WeCan, and People f...

Explore

The Life of Dolores Huerta

Civil Rights Icon, Feminist, Mother

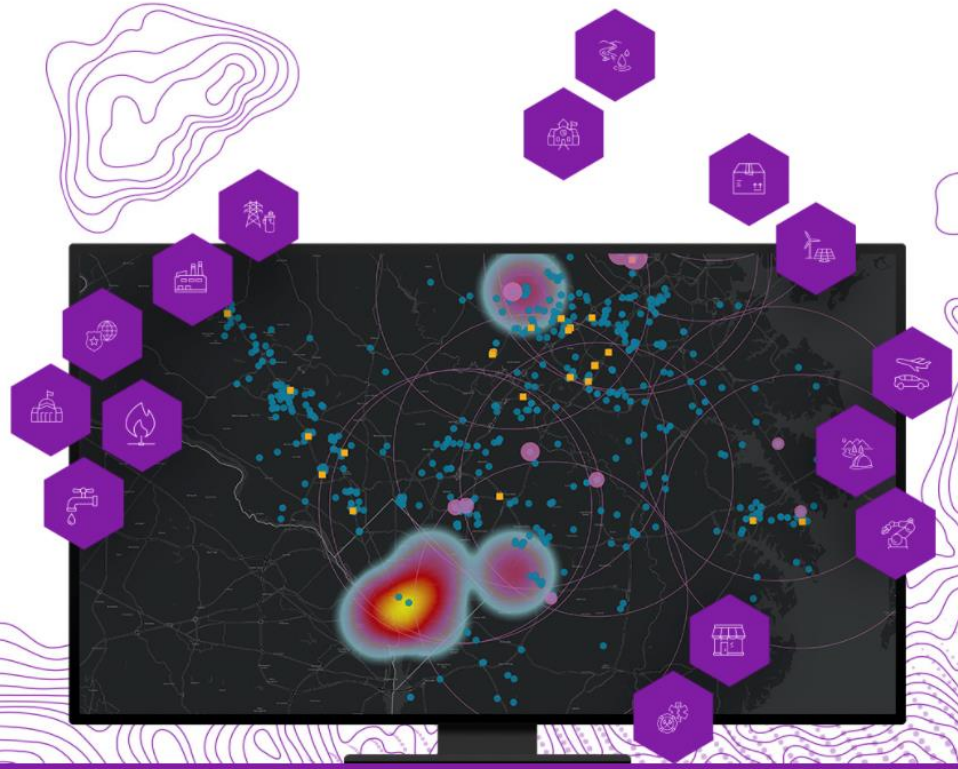
Explore

Data

Racial Equity & Social Justice Hub

ArcGIS Solutions

Industry-specific configurations for ArcGIS



STAY UPDATED

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

ARCGIS SOLUTIONS FOR EQUITY & SOCIAL JUSTICE

Social Equity Analysis

Deploy now → Learn more

Overview

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

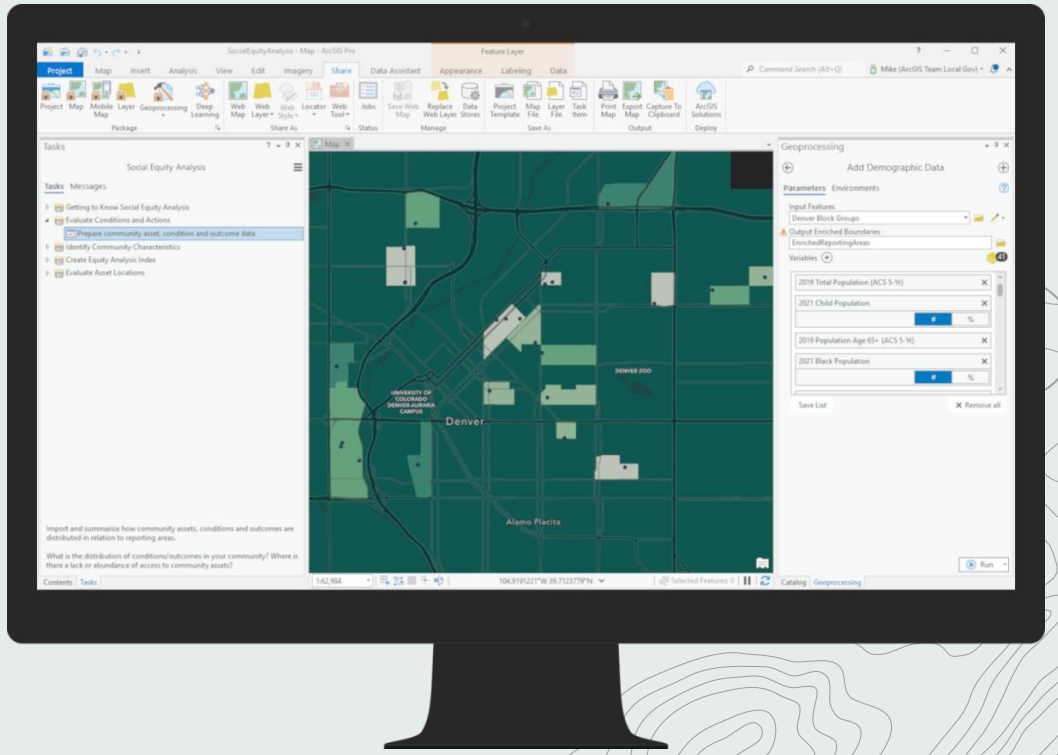
Governments across the globe struggle to ensure residents have opportunities to continue their education, secure a well-paying job, find healthy foods, access affordable health care, and locate housing options in safe neighborhoods. They recognize many face challenges due in part to systematic and structural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

Developed for:

- Health and Human Services
- Public Safety
- State and Local Government
- Telecommunications
- Utilities

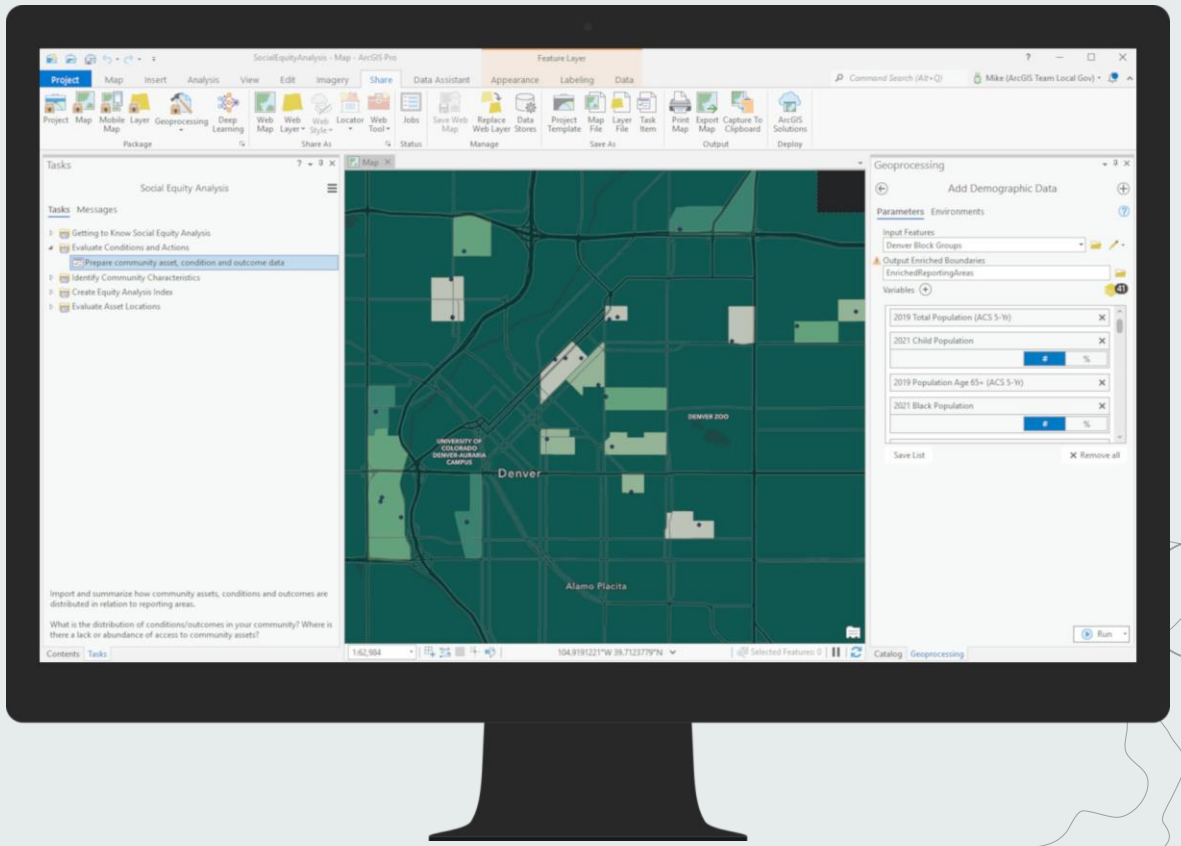
ARCGIS SOLUTIONS FOR
EQUITY & SOCIAL JUSTICE

ArcGIS Solution for Social Equity **Analysis**



ArcGIS Solution
for Social Equity **Analysis**

Evaluate conditions and actions



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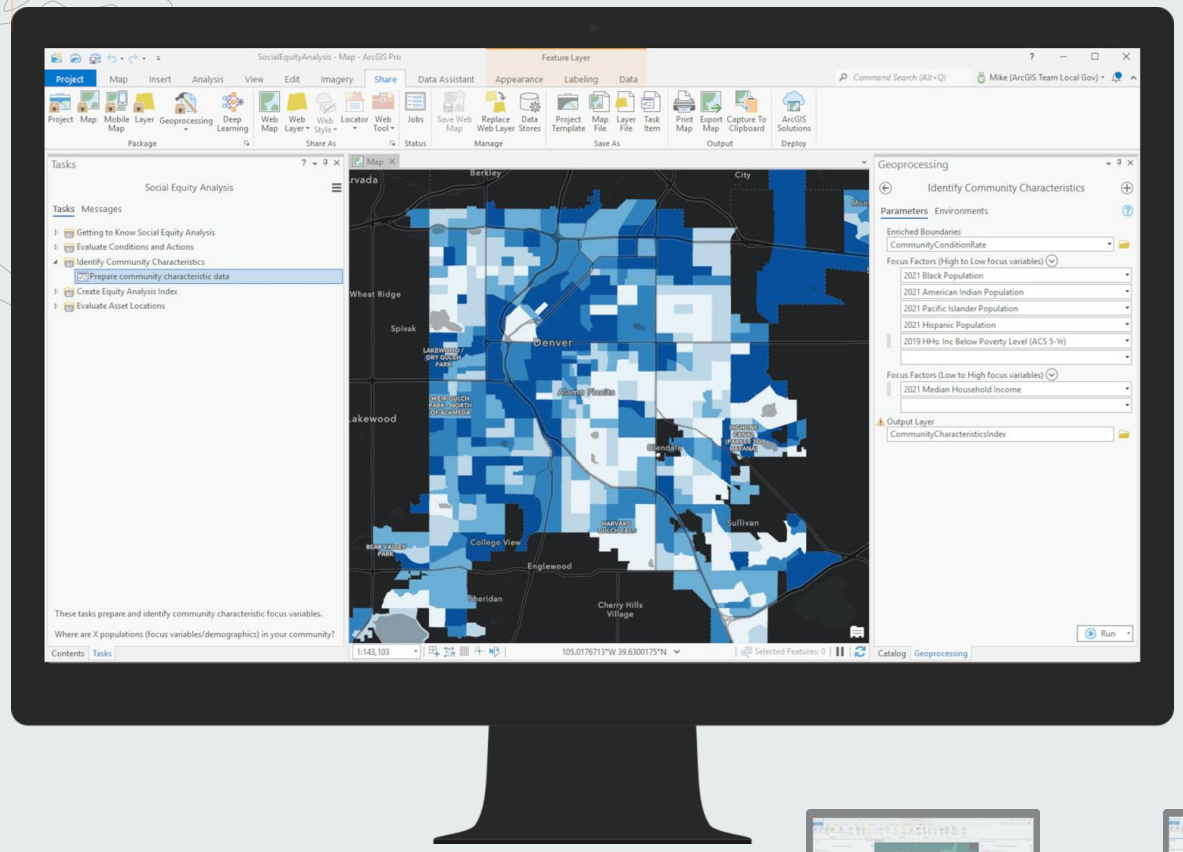
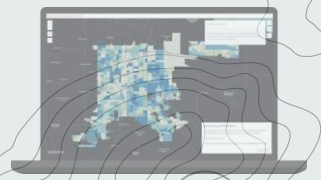
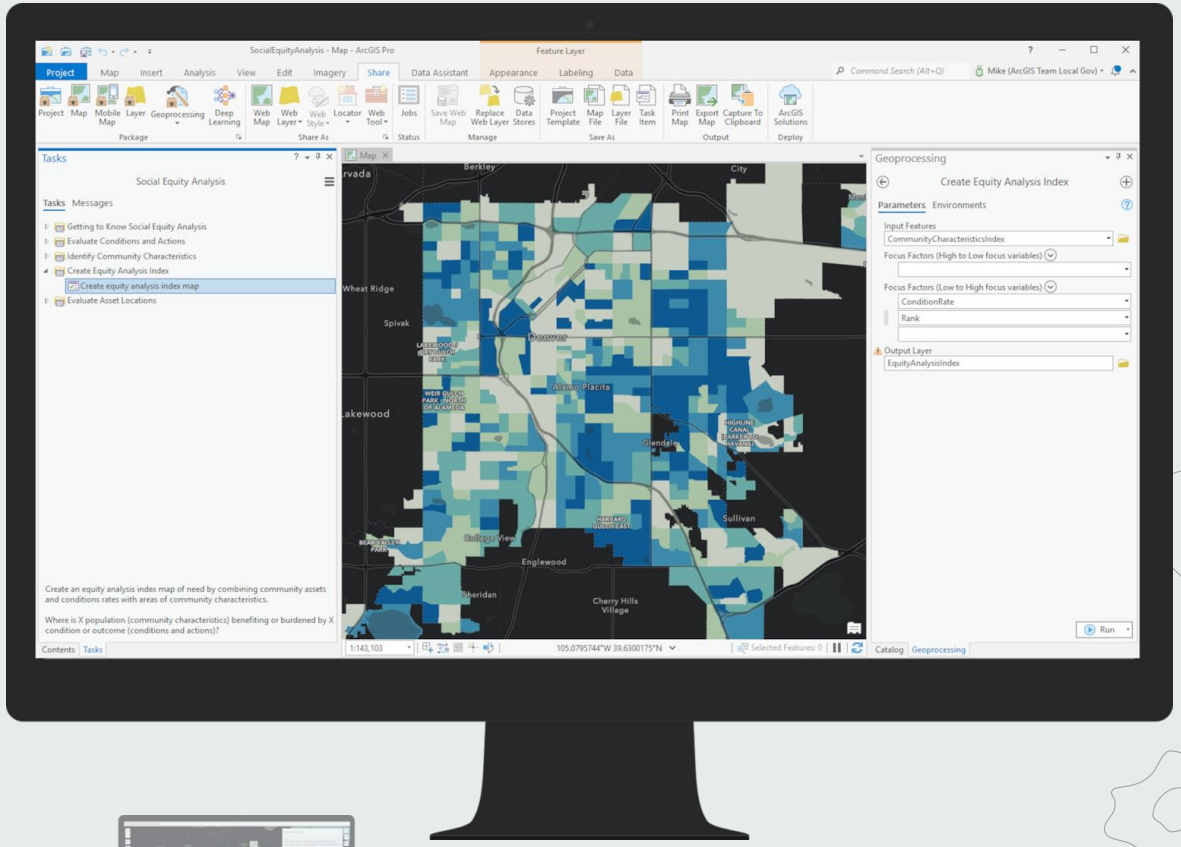


Identify community characteristics



ArcGIS Solution
for Social Equity **Analysis**

Create equity analysis index



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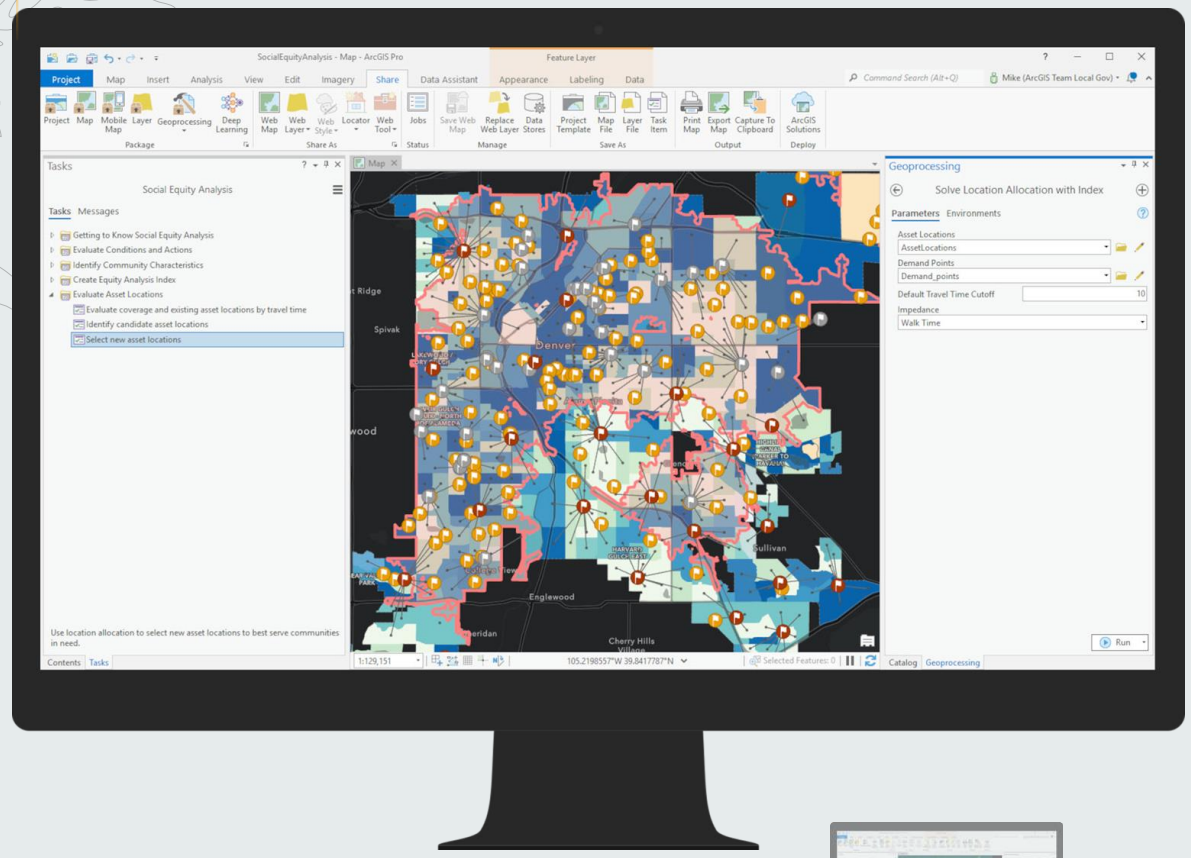
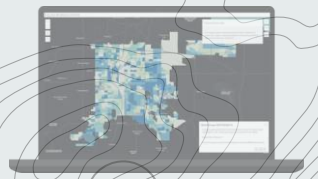
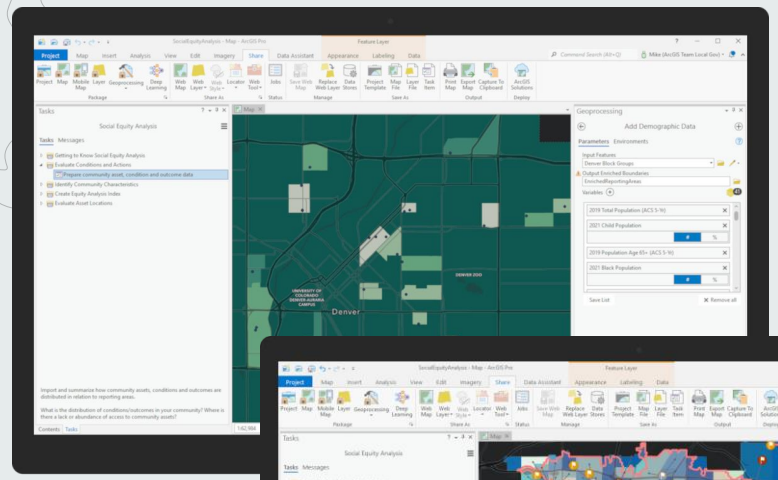


Evaluate asset locations



ArcGIS Solution for Social Equity **Analysis**

Evaluate conditions and actions



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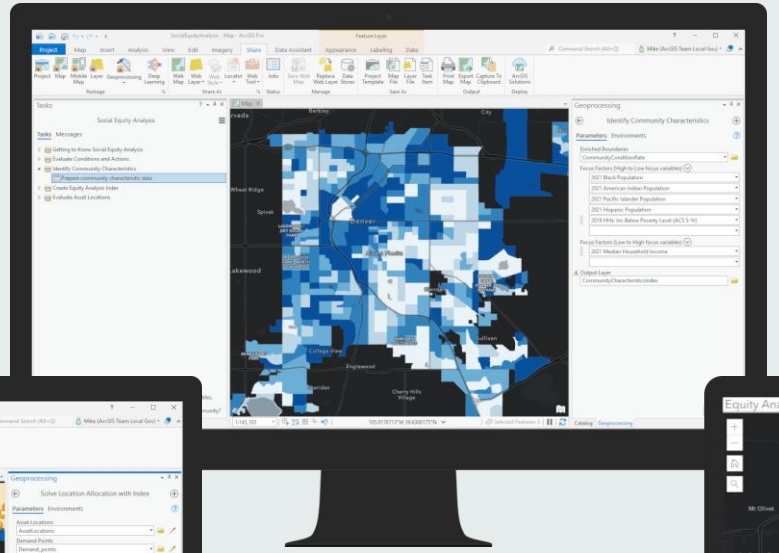

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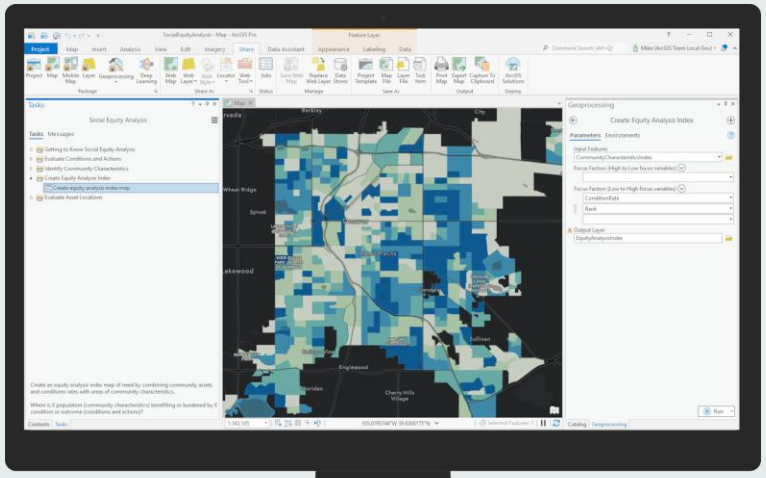

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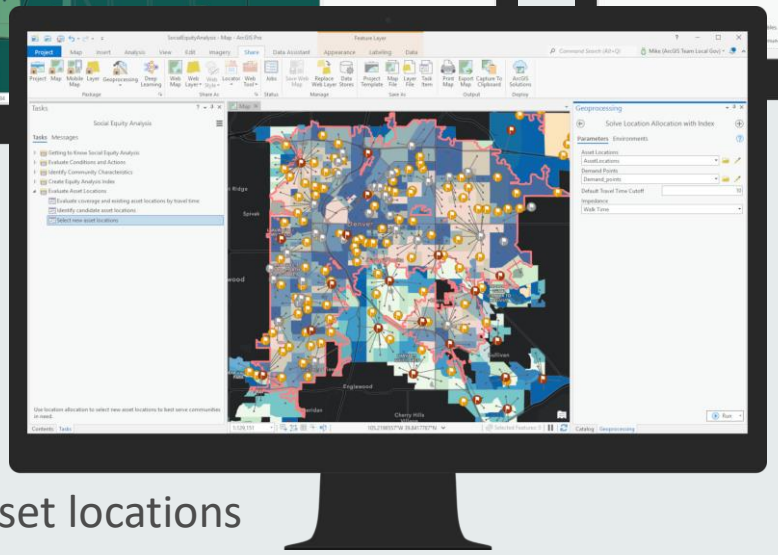
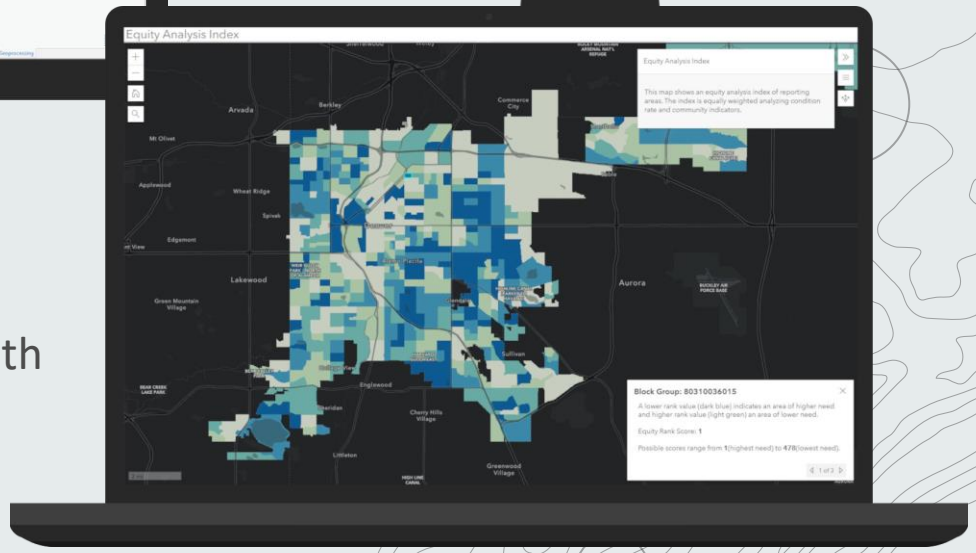


Share results with stakeholders



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