2021 Title VI, Nondiscrimination, and Equity Plan

March 2021 Committees
Project Background

• Hillsborough MPO *Title VI and Nondiscrimination Plan* adopted by MPO in March 2018
  • Must be updated every 3 years; next update due in 2021
  • Demonstrates our compliance with Federal Civil Rights Legislation
  • Advances equitable processes, programs, and policies for entire agency.

• Nondiscrimination Plan covers:
  • Identifying underserved communities and where they are located
  • How we engage those communities in our work
  • How we evaluate the equity outcomes of our plans
  • How we integrated Title VI/Nondiscrimination in our primary program areas
  • Title VI complaint process, procedures, and staff liaison
  • Recommendations

• 2021 Plan will be expanded to include The Hillsborough City-County Planning Commission
• Support MPO’s Resolution on Racial Equity
What groups are covered?

Federal law requires agencies receiving federal funds to ensure nondiscrimination in the provision of agency activities. We should and must ensure nondiscrimination the basis of:

- Race, ethnicity, color, or national origin
- Income
- Ability
- Sex, gender, and sexual orientation
- Age
- English proficiency
- Family Status
- Religion
Scope of Work

- Task 1. Define Equity
- Task 2. History of Inequities from Planning Policy in our Community
- Task 3. Identify Communities of Concern
- Task 4. Review Existing Equity Work
- Task 5. Community Engagement
- Task 6. Recommendations
- Task 7. Writing the 2021 Nondiscrimination Plan
How did Planning get us Here? (1900 – ~1970s)

- Local, State, National Law and Politics
- Public and Private Housing
- Comprehensive Planning and Zoning
- Urban Renewal
- Highway Construction
Disclaimer and Content Warning

• Quotes and images from historical documents use language and depictions which are bigoted, inappropriate, and insensitive by today’s standards.
Public and Private Housing

• Deed restrictions
• Public housing projects
• Homeowners Loan Corporation (1933)
Comprehensive Planning and Zoning
Tampa Major Street Plan (1941)

• Demographics: 29% Latin descent; 21% Black

• “Within the past two years since the completion of Boulevard Homes – the colored housing project – on Spruce Street in the former West Tampa section – many of the colored population have been migrating thereto. These several colored areas act as directives in considering the growth and development of the city.”

• First proposed routing of Interstate 275 beside Central Avenue, which states that such a project, “…would do much towards clearing up a blighted slum north of Cass Street on both sides of Central Ave.”
Tampa Zoning Plan (1942)

• on slums: “There are several other, but smaller areas, occupied now by colored people that should be eliminated and moved to other areas.”

• “With the establishment of North Boulevard Homes in West Tampa, a new locality was opened for the colored population. That development should be expanded either by public or private enterprise. Those colored residents now in Hyde Park area should be shifted to the West Tampa site. The whole “Scrub” area should be rehabilitated by the construction of a new housing development there – either publicly or privately financed. Other small areas occupied by colored people should be eliminated and those residents be transferred to other areas.”
Tampa Comprehensive Plan (1945)

- On the Scrub, “...an economic barrier to the most healthful, wholesome development of the city...the “Scrub” is a cancerous infection ripe for a major operation to transform it into something economically sounds and worthwhile from a civic standpoint.”

- “As a source of crimes, immorality, delinquency and other evil influences the “Scrub” is an unnecessary and excess burden of expense to the taxpayers.”
“Altho some constructive thought has been given to park and recreation facilities for negroes nothing constructive has yet been accomplished.”
Urban Renewal

- 1949 Federal Housing Act funded “slum” clearance throughout county
  - Federal loans used to purchase, condemn, and clear “blighted” areas – land was sold to developers to pay off the loan.
  - Expectation of public subsidized housing
- Four Urban Renewal projects in Hillsborough County:
  - The Scrub/Maryland Avenue (Tampa)
  - Riverfront (Tampa)
  - Ybor City (Tampa)
  - Plant City
The Scrub/Maryland Avenue (1962)

• 60 acres with 376 families
• NAACP and Robert Saunders statement,

“it is clear that the development of a program of improvement for this City has not been done for minority groups and not with Negroes. It is clear that if this program continues as it is now progressing, Negroes in Tampa will be relegated to a continuous pattern of racially segregated housing for the next fifty to one hundred years.”

Source: Good and Bad Housing – Tampa Housing Authority (1951)
Riverfront (1963)

- 1961 Survey:
  - 10 white families
  - 670 Black families (97 owner occupied)
  - 176 businesses and 6 institutions

- Land sold to:
  - University of Tampa
  - City of Tampa
  - Private developers

- City assurances to Federal Government on subsidized public housing
Highway Construction

• 1956 Federal Aid Highway Act
  • I-275 (formerly I-75)
  • I-4

• South Crosstown Expressway
Master Highway Transportation Plan (1957)
Outcomes by late 1960s

- Destruction of major Black and Latin neighborhoods
  - Dobyville
  - Roberts City
  - The Scrub
  - Ybor City
- Displacement for economic development and highway construction
- Further segregated neighborhoods
  - East Tampa
  - North Boulevard and West Tampa
  - Progress Village
- Exclusion from housing market and wealth generation
- Exclusion from political office and planning efforts
Mapping Underserved Communities

Mapping methods for the Nondiscrimination Plan 2021 Update:

- Dot Density Method
- Threshold Method
Community Engagement

Methods of engagement for the Nondiscrimination Plan 2021 Update:

- Survey
- Field Outreach
- Storytelling Forum
- Focus Groups
Background

Purpose of Engagement Component:
1. Generating **recommendations** in the 2021 Nondiscrimination Plan
2. Building **relationships** for long-term engagement

Outreach **focused** on underserved communities:
- Racial/Ethnic minorities
- Low-Income persons
- Persons with disabilities
- + more

*Community leadership is a key component of equity.*
Three Engagement Phases

I. Early Engagement (2 months)
   Who should be at the table?
   Who is already engaged?
   a. Contact Lists
   b. Website
   c. Branding

II. Active Engagement (5 months)
   a. Survey
   b. Field Outreach
   c. Storytelling Forum Event
   d. Focus Groups

III. Ongoing Engagement (ongoing)
   Build trust and relationships by:
   a. Carrying out the recommendations.
   b. Bringing the finished Plan back to the community to show them where their input was considered.
Survey

**Purpose:** To collect contacts and quantitative data on accessibility issues and on opinions/experiences with direct and systemic discrimination from underserved communities.

Data trends used to guide focus group and forum questions where we can dig deeper into challenges and solutions.

**Method**

1. **Virtual Survey (in English)**
   a. Email to contacts from Early Engagement
   b. Social media posts

2. **Paper Survey (in English + Spanish)**
   a. Used in field outreach
   b. Postage-paid envelope drop-offs
Field Outreach

**Purpose:** To verbally administer surveys with members of underserved communities and ensure oversampling.

**Method**
1. Produced **materials** (flyer and survey)
2. Using GIS **maps**, identified EJ block groups
3. Identified popular community **hot spots**
4. Went into the **field** – Knocked doors and stood at hot spots 3 days/week, 5 hours/day, 7 weeks

**Staff:** One lead, one local member of community, one fluent in Spanish

**Goal:** 50 surveys, or one per staff member per day
Field Outreach

Why do field outreach this way?

1. We must *meet people where they’re at*.
2. We can oversample members of underserved communities.
3. Data shows that face-to-face is best way to engage and form new relationships.
4. Regular people don’t always go to interest group meetings.
5. During Covid-19, interest group meetings infrequent; moved online.
Field Outreach during Covid-19

Safety Plan

• We will be WEARING masks and gloves. We will bring hand sanitizer for us to use.
• We will bring pens, masks and hand sanitizer to GIVE AWAY.
• We will ONLY SPEAK TO PEOPLE WEARING MASKS. We will primarily approach people that are already wearing masks. We will offer masks to people as a condition to speaking with us.

Materials

To Give away:
• Face masks
• Hand sanitizers
• Pens
• Flyers with survey link
• Postage paid surveys

For Us:
• Latex gloves
• Face masks
• Face shields
• Pens to give away
• Hand sanitizer
Storytelling Forum

**Purpose:** To provide an opportunity to everyone in Hillsborough County to offer their stories/experiences and ideas for solutions.

Stories put a face to a problem, give people practice speaking their truth, and provide “heart” data to decision-makers.

**Method**

- Leveraged community partnerships.
- Utilized Virtual (Zoom) platform.
- Kicked off the meeting with a presentation on the history of discriminatory planning.
- Facilitated storytelling discussion with attendees.
Focus Groups

**Purpose:** To dig deeper into accessibility challenges faced by State- and Federally-protected communities, discuss solutions and identify recommendations.

**Method**

- Recruiting people who did the survey and meet certain criteria (range of ages, disabilities, genders, races/ethnicities).
- Hosting 5 virtual focus groups:
  2. LGBTQ (3/4/21)
  3. People with Disabilities (3/9/21)
  4. Low-Income (3/10/21)
  5. Latinx | Hispanic (3/11/21)
Example Recommendations

- **Agencywide** (E.g. Hiring, Engagement, Coordination)
  - Continue to expand engagement with traditionally underserved or underrepresented communities.
  - Coordinate community planning efforts across transportation, housing, land use, community health, and other planning areas.
  - Ensure that community characteristics and history are surveyed for every plan or project.

- **MPO** (E.g. Long-Range Plan, Committees, Prioritization)
  - Use Environmental Justice areas to prioritize TIP projects.
  - Explore a participatory budgeting process for TIP and UPWP projects.
  - Continue to explore demographic based seats on committees.
  - Continue to develop methods of evaluating impacts of projects and plans on low-income and minority communities.

- **Planning Commission** (E.g. Comprehensive Plans, Project Studies)
  - Explore opportunities to prevent displacement from gentrification.
  - Identify opportunities for improving access to housing, parks and recreation, and other comprehensive planning areas.
Questions and Comments

Joshua Barber, MPO Staff – Barberj@plancom.org
Dayna Lazarus, MPO Staff – Lazarusd@plancom.org