Welcome to the Port of Seattle Equity Index Webinar

Notice: This session is being recorded and subject to public disclosure. This will be posted on the Port of Seattle’s YouTube website for later public viewing.
Virtual Meeting Guidance

• Turn Off Mics When Not Talking
• **Ask Questions**, Either:
  • In the Chat Feature
  • Raise Your Hand to Talk
• **Notice**: This session is recorded and subject to public disclosure. By participating in this Session, you are providing consent to being recorded and potentially having the recorded forwarded to other parties. This Session will be posted to YouTube for later public viewing.

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Navigating MS TEAMS

• Turn Off Mics When Not Talking

• Communicating in MS Teams:
  • Use the Chat Feature 📬
  • Raise Your Hand to Talk 🙋‍♂️

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Agenda

• Background
• Method
• Index
• Next Steps
• Demonstration

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What influences health & well being?

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Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

50% can be traced back to your zip code!
Two Communities

Most Impacted
- Economic Stress
- Environmental Stress
- Health Stress

During COVID-19
- Job Loss
- Mental Strain
- COVID - 19

Least Impacted
- Solid Economy
- Quality Environment
- No Underlining Aliments
Equality

Most Impacted

- Economic Recovery
- Lower Pollution Burden
- Health Care

Least Impacted

During COVID-19
Equity

Most Impacted

10

- Economic Recovery
- Lower Pollution Burden
- Health Care

Least Impacted

10

During COVID-19

Prioritizing the Most Impacted Communities
Working Together

Online Tool
Equity Index | Port of Seattle (portseattle.org)

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What is an Index?

**What is Your Body Mass Index (BMI)**

**Formula**

\[
\text{BMI} = \frac{\text{Weight in Kilograms}}{\text{Height in meters} \times \text{Height in meters}}
\]

\[
\text{BMI} = \frac{\text{Weight in Lbs} \times 703}{\text{Height in inch} \times \text{Height in inch}}
\]

**BMI Chart**

<table>
<thead>
<tr>
<th>BMI Range</th>
<th>Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMI &lt; 18.50</td>
<td>Underweight</td>
</tr>
<tr>
<td>18.50 ≤ BMI &lt; 24.99</td>
<td>Healthy weight</td>
</tr>
<tr>
<td>BMI ≥ 25.00</td>
<td>Overweight</td>
</tr>
<tr>
<td>BMI ≥ 30.00</td>
<td>Obese</td>
</tr>
</tbody>
</table>

[www.TheHealthScienceJournal.com](http://www.TheHealthScienceJournal.com)

**NO WIND**

- **98.6°F** Average temperature of the human body
- When people lose heat through convection—there's still a layer of heat between our skin and our cold surroundings.

**WINDY**

- **95°F** Hypothermia begins when our body temperature drops two to four degrees
- But when it's windy, the moving air breaks up this insulating layer. It speeds up heat loss by whisking away the warmth from our skin.

**The Big Mac index**

<table>
<thead>
<tr>
<th>Country</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>Franc</td>
</tr>
<tr>
<td>Sweden</td>
<td>Krona</td>
</tr>
<tr>
<td>United States</td>
<td>US$</td>
</tr>
<tr>
<td>Norway</td>
<td>Krona</td>
</tr>
<tr>
<td>Canada</td>
<td>CS</td>
</tr>
<tr>
<td>Euro area</td>
<td>Euro</td>
</tr>
<tr>
<td>Denmark</td>
<td>Krona</td>
</tr>
<tr>
<td>Israel</td>
<td>Shekel</td>
</tr>
<tr>
<td>Australia</td>
<td>A$</td>
</tr>
<tr>
<td>Uruguay</td>
<td>Peso</td>
</tr>
<tr>
<td>Brazil</td>
<td>Real</td>
</tr>
</tbody>
</table>

**The US dollar in July**

- **Overvalued**
- A dollar in July was overvalued by 20% compared to the actual exchange rate.
What is the Port of Seattle’s Equity Index

- Mapping Tool
- Helps leverage limited resources
- Identifies Opportunity
- Using Data to Help Advance Equity

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Starting Points:

Index

GIS Shapefile
User Friendly

Audience

Analysts
Government
Community

Resources

Internal Stakeholders
Strategic Plan/Century Agenda
External Stakeholders

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The Do’s and Don’ts

- Don’t Blame
- Do Identify **YOUR** Faults
- Don’t Shame
- Do Use Accurate Data
Examples of Don’t Blame or Shame

Data
- Home Ownership Rates
- Redlining
- Generational Wealth

Know what you control:
- Transit Access
  - Bus Frequency
  - Diesel Emissions
  - Highway Placements
- Zoning
  - Healthy Food Access

Coloring of Maps
- Black
- Red
Data and Color Association

What changes will we make to our current definition?
If you look on Dictionary.com today, the adjectival sense of Black that refers to people is the third sense on the page. Currently this definition sits right above a definition that reads “soiled or stained with dirt.” While there are no semantic links between these two senses, their proximity on the page can be harmful. It can lead to unconscious associations between this word of identity and a negative term. These are not associations we want anyone to get from Dictionary.com, and so we will be swapping our second and third senses on the page.
Unconscious Bias

Software is written by humans who have bias, the training data is generated by humans with bias -- it's not malicious (in most cases) but it does absolutely exist, @AOC is correct.

Here's a good starting point for those of you interested in learning more: nature.com/articles/d4158...

(Nature is one of the top science journals in the world)
What is the Port of Seattle’s Equity Index

- Aggregated by Census Blocks Groups
- 4 Equally Weighted Determinant Categories
- 21 Indicators
- Racial Demographic Overlay

All sources were authoritative, accurate and reliable data; collected by block group or census tract.
Established all calculations and data within ArcGIS First
<table>
<thead>
<tr>
<th>Categories</th>
<th>Century Agenda</th>
<th>Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accessibility</strong></td>
<td><strong>Goal #5</strong> Become a model for equity, diversity, and inclusion.</td>
<td>Indicators that are not necessary for survival but advance the standard of living in a community so that people of all abilities can fully access and participate in public life (e.g. proximity to parks and open space, access to healthy food, pedestrian and bike facilities).</td>
</tr>
<tr>
<td><strong>Economy</strong></td>
<td><strong>Goal #3</strong> Responsibly invest in the economic growth of the region and all its communities.</td>
<td>Indicators that demonstrate the opportunity for the creation, retention, transfer, and accumulation of wealth within a community for residents, businesses, and community stakeholders (e.g. poverty rate, median household income, educational attainment).</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td><strong>Goal #4</strong> Be the greenest and most energy efficient port in North America.</td>
<td>Indicators that represent the health of the environment, including human-made impacts and biophysical elements, and thus the vitality of the community (e.g. diesel emissions, risk of toxic release from facilities, traffic density).</td>
</tr>
<tr>
<td><strong>Livability</strong></td>
<td><strong>Goal #6</strong> Be a highly effective public agency. <strong>Objective #18</strong> Partner and engage with external stakeholders to build healthy, safe, and equitable communities.</td>
<td>Indicators that demonstrate a safe and healthy standard of living (e.g. housing cost burden, home ownership rate, transit access).</td>
</tr>
</tbody>
</table>

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Accessibility
- Proximity to Parks and Open Space
- Access to Healthy Food
- Pedestrian and Bike Facilities
- Internet Access
- Voter Participation

Livability
- Housing Cost Burden
- Transit Access
- Access to Jobs by Transit
- Crime Index
- Life Expectancy
- High School Graduation Rate

Social Determinants

Economy
- Poverty Rate
- Unemployment Rate
- Median Household Income
- Educational Attainment
- Job Density

Environmental
- Diesel Emissions and NOx Emissions
- Average Annual PM 2.5
- Risk of Toxic Releases from Facilities
- Traffic density

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Distribution of Data

- Very Low Equity Opportunity
- High Equity Opportunity
- Moderate Equity Opportunity
- Low Equity Opportunity

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Port of Seattle Equity Index

Port of Seattle Index

Equity Value
- Very Low
- Low
- Moderate
- High
- Very High

Race
Percent of Population that is White alone, Non-Hispanic
- 9.1% - 35.9%
- 35.9% - 52.9%
- 52.9% - 66.8%
- 66.8% - 78.1%
- 78.1% - 95.7%

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Data Driven Applications

- Policy Decision Making
- Workforce
- Service Delivery
- Community/Stakeholder Outreach & Engagement

COVID-19

EQUITY TOOLS

PEOPLE • PROCESS • TOOLS • EXPERIENCE
Port of Seattle Equity Index

Equity Index
City of Kent

Economic Data

City of Kent

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Next Steps

Case Studies

Building Partnerships

Story Maps
Demonstration

- Search & Select
- Custom Areas
- Map Options
- Print Option
- Categories