

SPEAKERS



Jennifer Cobb



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SYSTEMS CHANGE FOCUS



The Partnership for Southern Equity (PSE) advances policies and institutional actions that promote racial equity and shared prosperity for all in the growth of metropolitan Atlanta and the American South.

JUST **GROWTH**



Anticipate and protect against displacement.

JUST **HEALTH**



Racism is a social determinant (influencer) of health.

JUST **ENERGY**



Energy systems creating justice and opportunity for all

JUST **OPPORTUNITY**



Low-income communities and communities of color are untapped economic assets.

ORGANIZINGUNIT



Catalyzing grassroots movements to liberate communities.



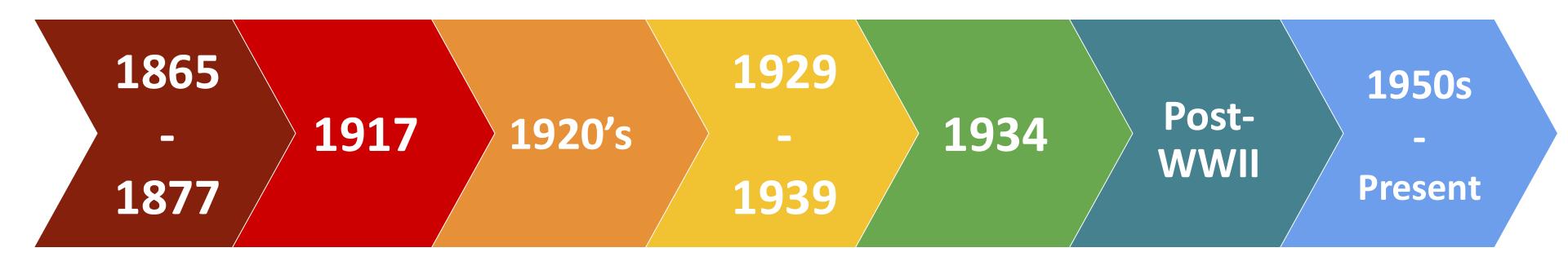


Fostering agency to activate youthled movements.





THE HISTORY OF DISCRIMINATORY LAND USE PRACTICES (ABRIDGED)



Post
Reconstruction
period Cities create
zoning
designations by
race and
location to
ensure
segregation

Supreme Court outlaws explicit racial zoning (Buchanan v. Warley) based on property rights not equal rights

Cities adopt policies to uphold segregation such as exclusionary zoning and restrictive covenants

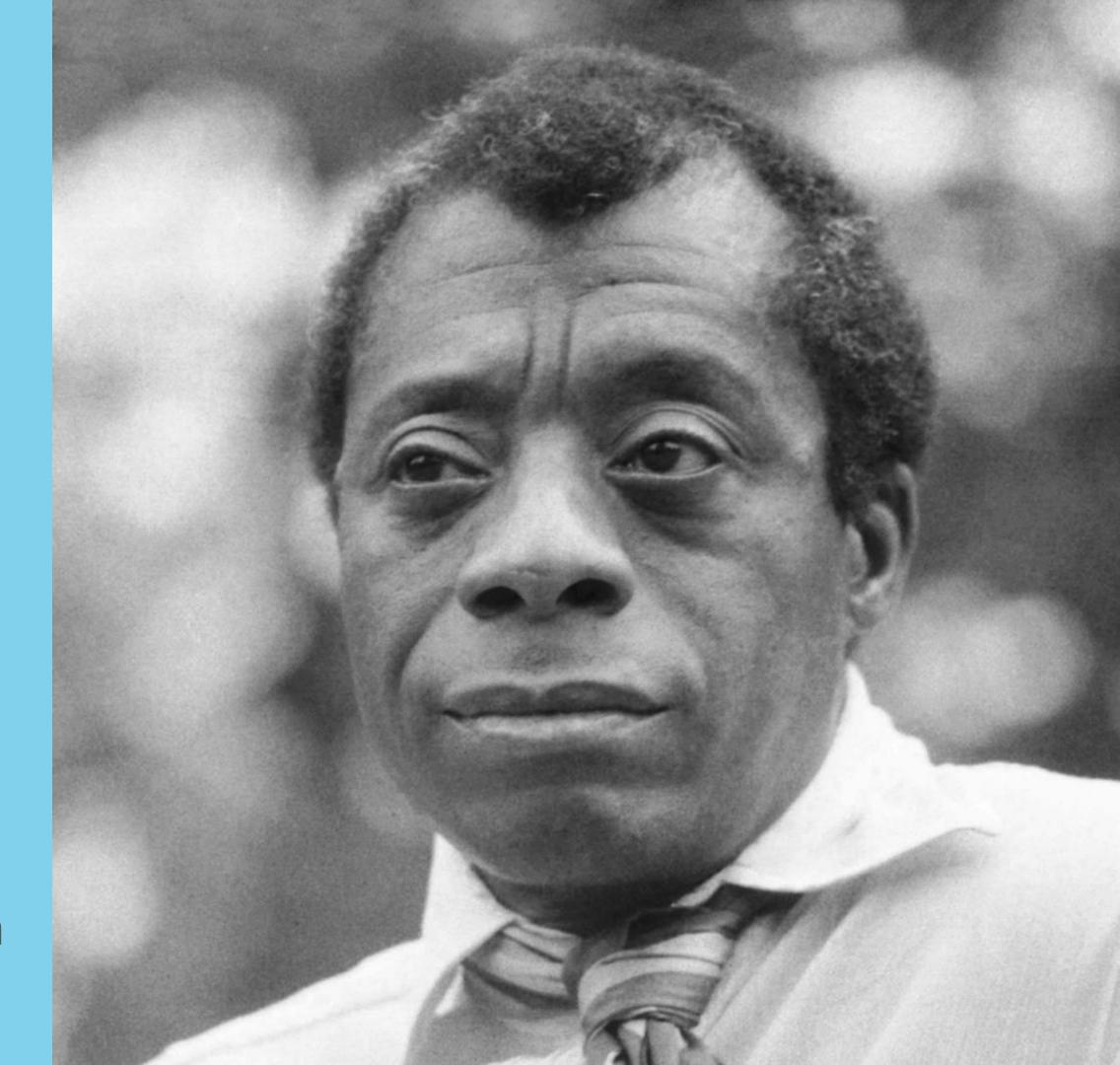
Public Works
Admin. begins
building
segregated public
housing

Federal Housing Administration begins building wealth through homeownership for White families, while denying it to Blacks via 'redlining' Boom in housing demand accelerates a new suburban pattern of development with explicitly racist rules and systems and destructive intent

Wealth
prevention &
extraction into
the 21st
Century

HISTORY IS THE PRESENT

"One of the things that has always afflicted the American reality and the American vision is this aversion to history. History is not something you read about in a book. History is not even the past; it's the present." -James Baldwin

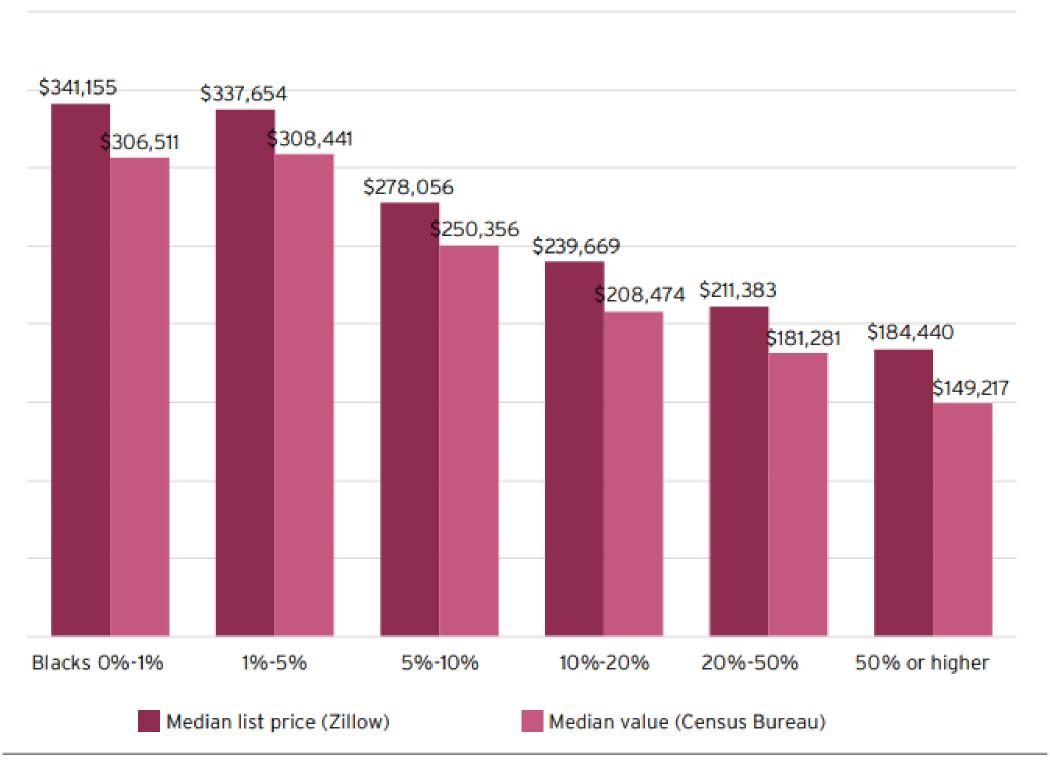




DEVALUATION OF BLACK NEIGHBORHOODS

Neighborhood median home value by Black population share

U.S. metropolitan areas, 2012-2016



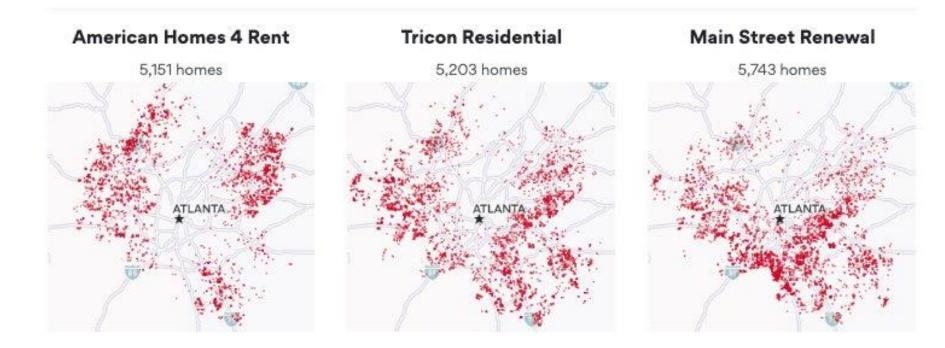
SOURCES: Perry, Andre; Rothwell, Jonathan; Harshbarger, David. 2018. The Devaluation of Assets in Black Neighborhoods. Brookings Institute.

COMMODIFICATION OF NEIGHBORHOODS

Where bulk buyers have purchased homes in metro Atlanta

These are the locations of homes owned by the five investor-owned companies with the largest footprints in metro Atlanta. Two of them — Invitation Homes and Progress Residential — each own more than 10,000 homes in the area. Overall, investment groups have accumulated more than 65,000 single-family homes here, according to an AJC analysis.

Investor-owned home



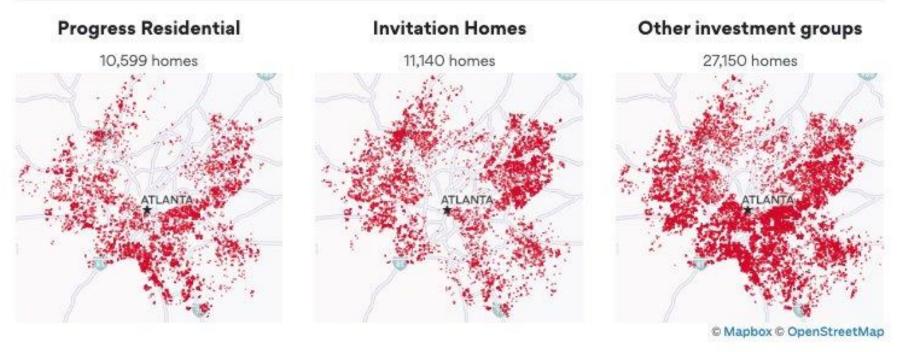


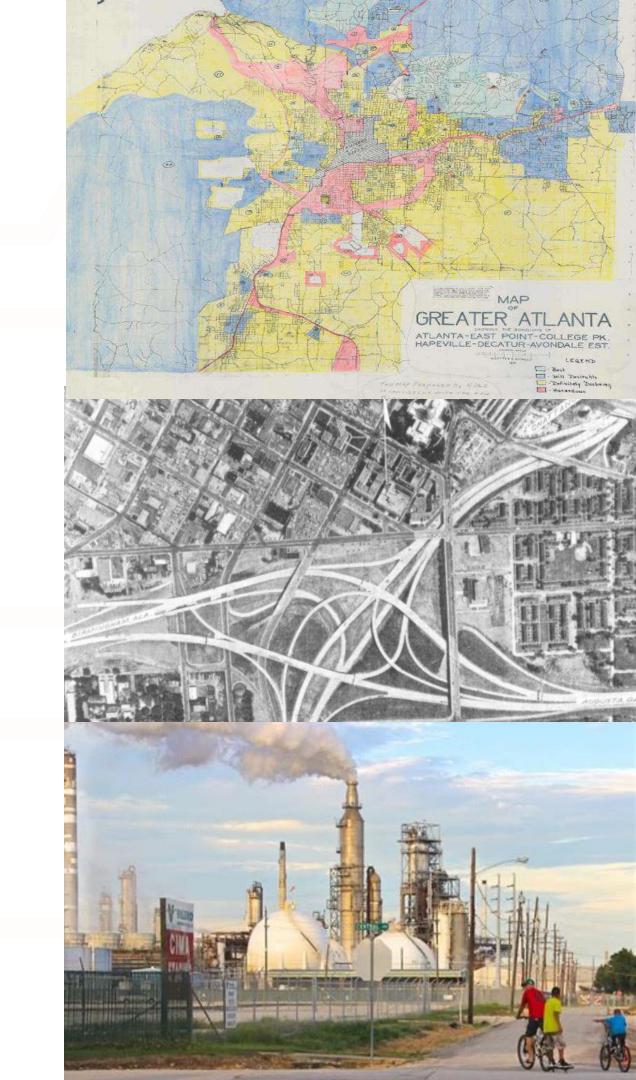
Chart: Emily Merwin DiRico, John Perry & Pete Corson/The Atlanta Journal-Constitution Source: Data compiled from county tax assessor records





RESULTS OF STRUCTURAL RACISM CITIES LIVE WITH EVERY DAY

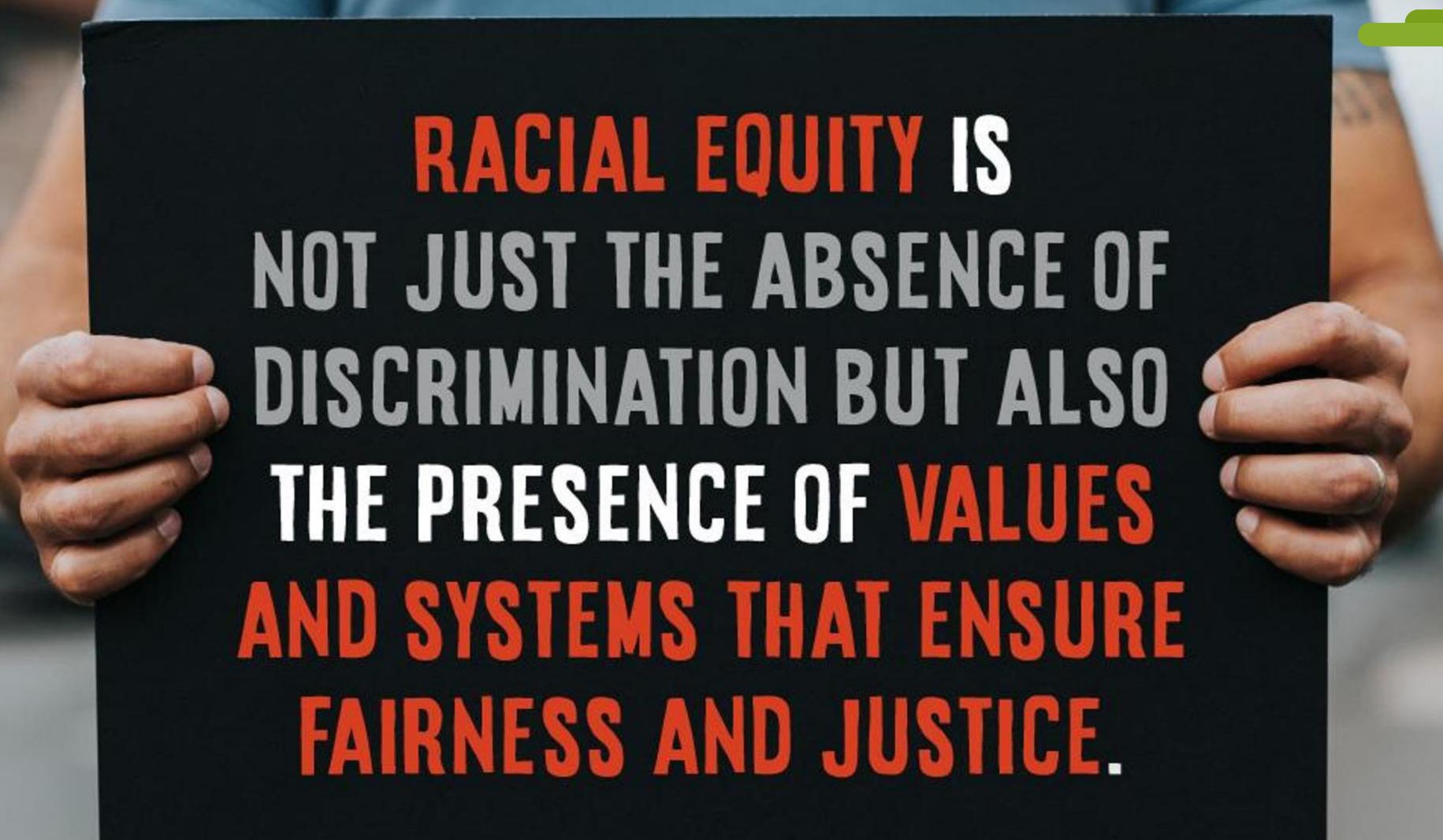
- Concentrated, inter-generational poverty that deprives wealth-building
- Environmental racism that degrades public health
- Persistent educational disparities that slows upward mobility and access
- NIMBYism that strips people of power & prices many out of cities
- Inadequate community design that sets up historically disinvested communities for defensive reaction not proactive self-determination
- Design prioritizes white preferences/comfort that erases legacy community culture, stokes fear of Blackness, cycle repeats



WHY DO WE CENTER RACIAL EQUITY

- Racial inequities are deep, structural, systemic and pervasive
- Race is a social construct designed to categorize and repress
- The racial hierarchy in the U.S. is based on long-standing goals of preserving white supremacy
- Pervasive race-based discrimination in the field of urban development requires explicit antiracism strategies that address racial inequities
- Challenging structural, institutional, and spatial racism is essential if we are to support the creation of a just and equitable society
- As we deepen our commitment and skills to eliminate racial inequity, we will be better equipped to transform systems, institutions and the efficacy of urban and community development
- We are rapidly diversifying as a nation and will be majority-minority by 2042.





JUST COMMUNITIES PROTOCOL 1.0



JUST COMMUNITIES

A bold reimagining of how communities grow

A comprehensive and implementation standard designed to:

- Unlock the power of resident leaders, community-based organizations, developers, and municipalities in advancing racially equitable and environmentally regenerative development of our built environment.
- Help community teams deliver meaningful social, economic, and environmental outcomes in the areas of civic participation, housing, economic development, transportation, public health, safety, food, parks and open space, energy, water, and environmental protection.
- The next Generation of the EcoDistricts Protocol 1.3 reimagined with the input from over eighty leading equitable and sustainable development practitioners.





THE EVOLUTION OF ECODISTRICTS

JUST COMMUNITIES IS

A Framework for Fostering Neighborhood Equity and Regeneration.

Just Communities is an implementation tool to guide the planning and implementation of neighborhood development projects.

A Rigorous Standard to Measure Results.

The Just Communities
Certification program provides
verification services to
communities looking to
successfully apply the
framework in their
neighborhood. Certification is a
mark of leadership and a global
peer-to-peer learning network.

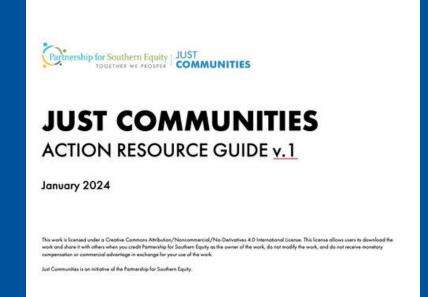
A Learning Platform to Promote Leadership.

The Just Communities Accredited Practitioner (AP) program is a continuing education platform to support community leaders, city officials, and planning, design, and development professionals committed to promoting Just Communities.



JUST COMMUNITIES RESOURCES













A CLARION CALL FOR JUST COMMUNITIES

- 1. We operate on radical truth and understanding of history.
- 2. We recognize the lasting impact of structural racism.
- 3. We commit to healing and liberation.
- 4. We honor the wisdom of neighbors and the power of community.
- 5. We assert racial equity as the superior growth model.
- 6. We commit to strategies that facilitate a just climate transition.
- 7. We leverage public policy for reform, repair, and reconciliation.





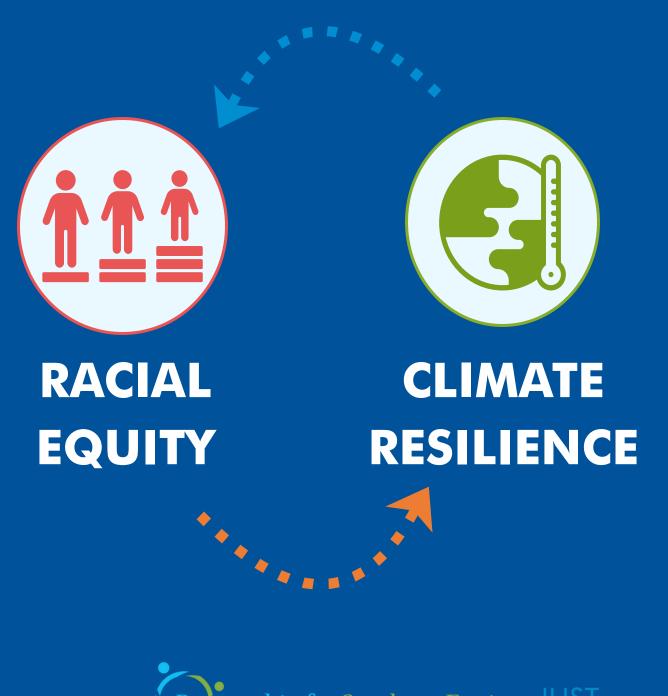






THE JUST COMMUNITIES PROTOCOL PILLARS, COMMITMENTS + ACTION TO GUIDE EQUITABLE AND REGENERATIVE DEVELOPMENT









CENTERING RACIAL AND CLIMATE JUSTICE

- Just Communities starts with an unwavering commitment to Racial Equity and Climate Resilience in every phase of organizing, planning, and implementing neighborhood-scale community development.
- We call these our **Just Communities Pillars** and they form the key imperatives that every community must address.
- The legacy and impact of structural and spatial racism and environmental injustice in land use policy and development in the form of segregation, disinvestment, and displacement has led to trapping millions of Black and historically disinvested communities of color in generational poverty (while others sustain wealth and privilege) and at constant risk from the growing impacts of climate change. This framework seeks to begin the important and necessary task of putting justice at the center of community development.









COMMITING TO RACIAL EQUITY IN EVERY DECISION

By prioritizing racial equity, we explore how past harm and ongoing trauma inflicted from decades of disinvestment, displacement, eminent domain, and environmental pollution has become the greatest social determinant of health and prosperity. Just Communities asks stakeholders to address the following themes to help put racial equity into practice:

RECOGNIZE

A commitment to ensuring traditionally underrepresented voices are authentically heard and accounted for through meaningful and rigorous engagement in all aspects of Just Communities.

RECONCILE

A commitment to explicitly take steps to repair the cultural and economic damages inflicted on Black and historically disinvested communities of color by ensuring that projects, programs, and policies result in a fair and equitable distribution of benefits and burdens.

REPAIR

A commitment to implement tailored, targeted investments that specifically support Black and historically disinvested communities of color wealth building, health, healing, and liberation.

RESPECT

A commitment to embrace and nurture transparent decision-making, accountability, and the codification of an inclusive governance model that recognizes and corrects the structural and institutional dynamics that advantages white communities over Black and historically disinvested communities of color.

PRIORITIZING LOCAL CLIMATE RESILIENCE



Climate resilience is the capacity of a community to plan for and respond to the shocks and stresses related to climate change. It requires building a just transition to a zero-carbon, pollution-free future. To advance climate resilience, Just Communities asks communities to address the following core resilience issue areas:

STRESSES

Ongoing pressures such as economic, food, and housing insecurity, health inequities, environmental pollution, and hazards (heat island, flooding) that make communities vulnerable.

SHOCKS

Typically sudden, isolated events or disturbances that threaten a neighborhood, such as a heat wave, energy and water infrastructure failure, flood, fire, or pandemic.

DECARBONIZATION

Moving towards carbon neutral (or net-zero) communities through passive design/land use planning, and energy efficiency; transitioning from fossil fuel-powered buildings, infrastructure, and transportation to clean and renewable energy, and district systems that reduce impact and increase resilience.





Metrics to Guide Equitable and Regenerative Development

To help communities get organized, we developed the following **Just Communities Commitments** to help guide planning and implementation. Each Commitment helps:

Leverage local data to guide decision making

The Just Communities
Commitments ask every
community to identify what
matters most and sets clear
targets to help guide
investment decisions and
measure progress over time.

Foster Collaboration

Just Communities helps communities see the bigger picture and need for collaboration.

Harness local wisdom and experience

Just Communities calls for authentic and meaningful participation by the community to shape priorities. This includes partnering with the community to co-design an inclusive engagement plan early in the process.



FIVE PRIORITIES TO GUIDE EQUITABLE AND REGENERATIVE DEVELOPMENT





OPPORTUNITY

Thriving and upwardly mobile communities



WELLBEING

Joyful and healthy communities



MOBILITY

Connected and accessible communities



ENVIRONMENT

Ecologically restorative and climate resilient communities











































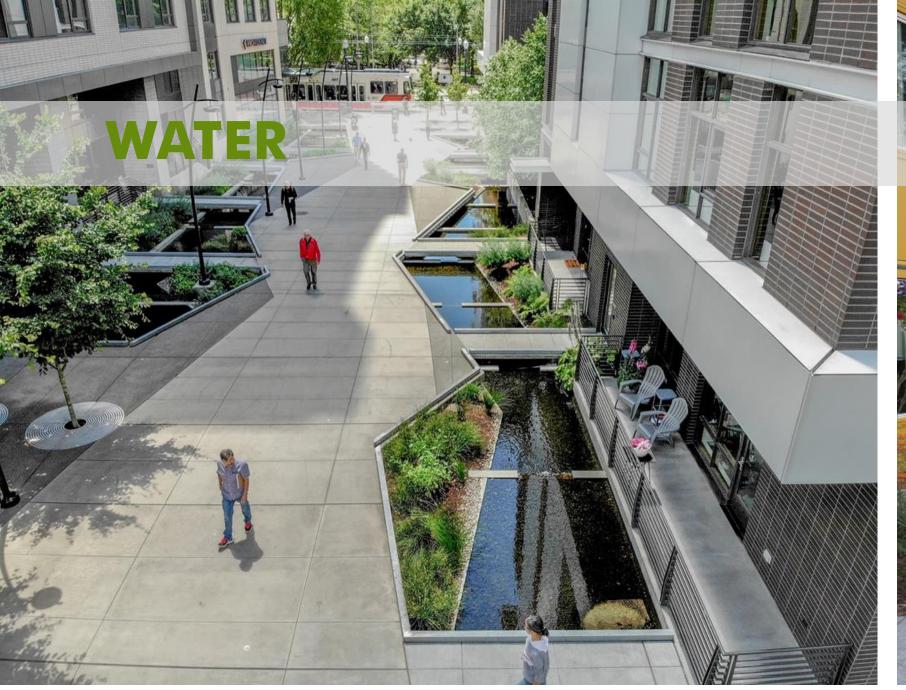






















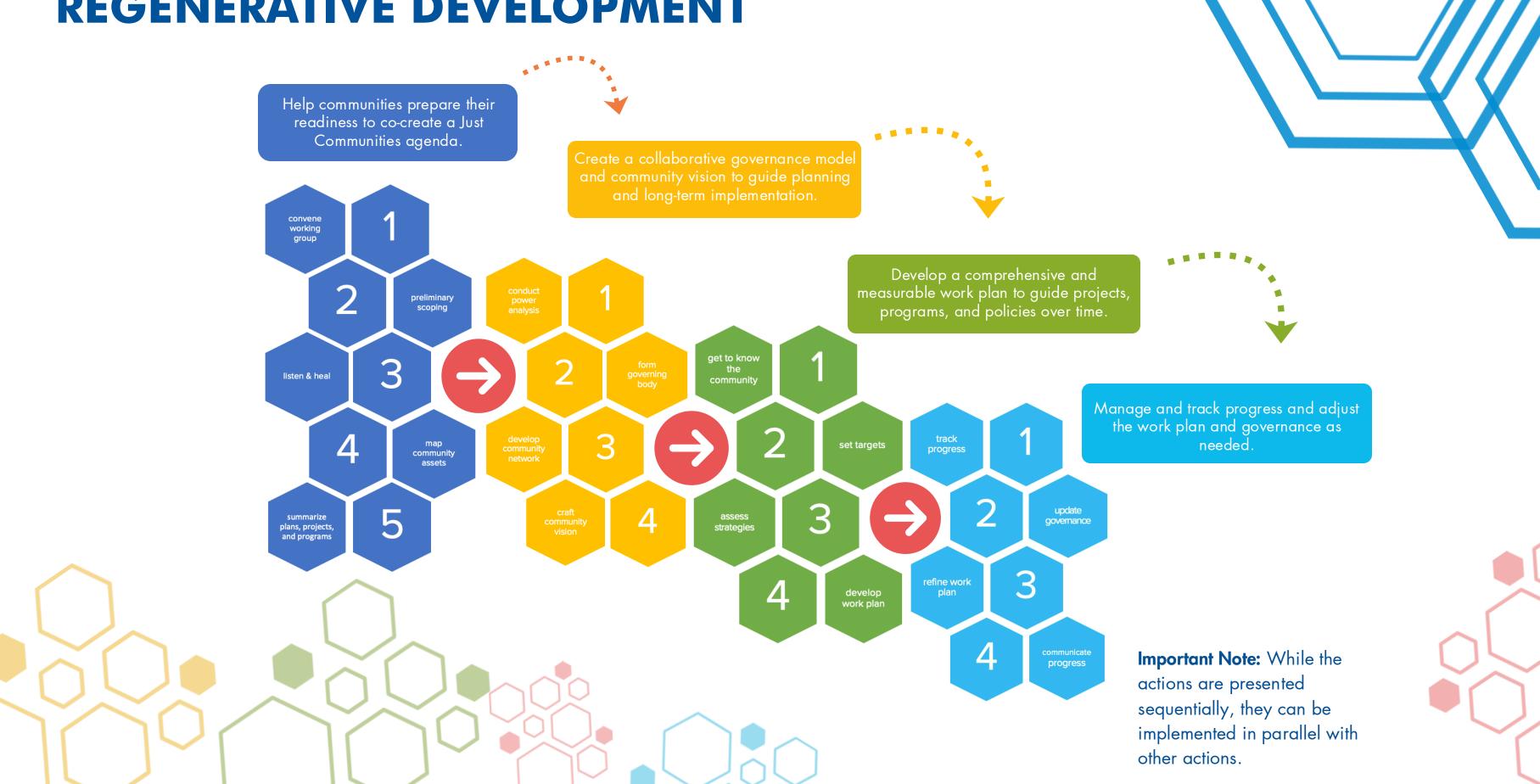
Just Community Actions

Just Communities includes seventeen discrete and practical **Just Community Actions** organized into four implementation phases. Each action includes guidelines, engagement tips, and templates to help stakeholders move community-scale projects from vision to reality. Each Action helps:

- Build local capacity
- Structure collaborative governance models
- Develop indicators and targets to measure impact over time.
- Embed racial equity and climate resilience in all decision-making.

- Shape projects, programs, and policies to strengthen long-term economic growth, improve health outcomes, and repair long-standing social and environmental injustices.
- Oversee long-term implementation.
- Build trust among stakeholders.

FOUR PHASES TO ADVANCE EQUITABLE AND REGENERATIVE DEVELOPMENT





GROUNDWORK

The Groundwork phase helps communities gather insights and build a collective understanding of the neighborhood and the people who live in it.

CONVENE WORKING GROUP

This action helps to guide formation of a Working Group that is responsible for 1) project scoping, 2) initial assessment, and 3) governance development.

PRELIMINARY SCOPING

This action provides guidance in identifying drivers for change, conducting a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, and defining the geographic boundary of work.

LISTEN & HEAL

This action provides guidance in capturing resident's stories and reflections using a variety of tools, including oral histories, listening sessions, and story circles.

MAP COMMUNITY ASSETS

This action helps to identify, organize, and map key assets and build deeper connections and knowledge about the neighborhood to help guide future planning and implementation work.

SUMMARIZE PLANS, PROJECTS, & PROGRAMS

This action provides guidance to help document existing plans (i.e., new zoning to encourage new development), current & proposed projects (i.e., housing, transportation, parks, infrastructure), and current programs (i.e., small business grants).





GOVERNANCE

The Governance phase focuses on developing a collaboration and decision-making framework and comprehensive community vision to lead and oversee all aspects of Just Communities implementation and certification.

CONDUCT POWER ANALYSIS

This action helps to shape an effective process of building an inclusive governing model to support the Just Communities agenda – including who is poised to help or hinder progress and likely to be positively or negatively impacted.

FORM GOVERNING BODY

This action creates a Governing Body and selects a backbone or host organization with the capability to support implementation. The result is a Declaration of Collaboration (DOC).

DEVELOP COMMUNITY NETWORK

This action helps to develop relationships and build trust by formally elevating voices of those not in positions of power and nurtures an extended network that brings additional wisdom, ideas and resources to the planning and implementation phases.

CRAFT COMMUNITY VISION

This action provides guidance to help design an effective community visioning process, with a focus on advancing racial equity and climate resilience.





ROADMAP

The Roadmap phase focuses on the creation of a comprehensive implementation strategy to successfully shape, guide, and leverage neighborhood-scale community development investments.

GET TO KNOW THE COMMUNITY

This action provides clear guidance in creating a baseline to guide future projects, programs, and policies.

SET TARGETS

This action provides guidance to help assess, select, modify, and confirm objectives and indicators found in the five Commitment Areas and set long term performance targets.

ASSESS STRATEGIES

This action helps identify and rank a set of potential strategies based on impact, viability, level of community support, and how they will improve racial equity and climate resilience.

DEVELOP WORK PLAN

This action creates a plan with critical tasks for each strategy, the organization(s) with primary implementation responsibility, estimated implementation costs, potential sources of funding, and an implementation schedule.





IMPLEMENTATION

The Implementation phase focuses on long term implementation, which includes 1) management of all aspects of program, project, and policy delivery and 2) reporting and communicating on progress, annually, to organizational partners, funders, and the broader community.

TRACK PROGRESS

This action supports ongoing management and measurement tracking to document progress on each of the strategies and selected targets.

UPDATE GOVERNANCE

This action helps to assess the Governing Body's organizational capacity and leadership on an annual basis to ensure its structure is effective and remains representative of community stakeholders and their interests.

REFINE WORK PLAN

This action revisits the work plan created in the previous phase to help the Governing Body make essential adjustments to targets, strategies, activities, schedule, and funding.

COMMUNICATE PROGRESS

This action supports the creation of an annual progress report and target tracker to share progress to meeting the Just Communities Commitments.



DISCUSSION

For the development scenario provided, discuss with your neighbor:

- 1. How do planning regulations & practices in your city create challenges to meaningful engagement and realizing community benefit in these kind of projects?
- 2. How might the Just Communities framework support better community outcomes in this scenario?





WHO IS JUST COMMUNITIES CERTIFIED FOR?

Just Communities is designed for community development leaders looking to develop and manage new forms of equitable and regenerative land, property, infrastructure, real estate, and community development.



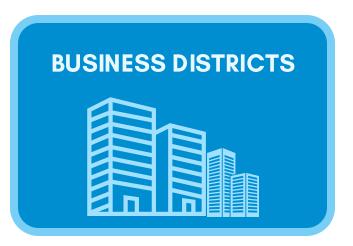
Multi-Block & Brownfield Developers



Government



Community Development Corporations













JUST COMMUNITIES CERTIFIED VERIFICATION PHASES

Certification starts with registering a community project in the Just Communities registry. To achieve Just Communities Certification, communities must submit documentation materials outlined below, for endorsement by PSE.



Within two years of registration, communities must submit a completed groundwork assessment for Formation endorsement. This phase must be endorsed prior to, or in parallel with the Certification phase.

> GROUNDWORK ASSESSMENT



Within one year of the Formation endorsement, communities submit their governance and roadmap documents. Completing this phase helps a community achieve **Just Communities Certified** status.

- > DECLARATION OF COLLABORATION
- > ROADMAP



Within two years of certification, and annually thereafter, communities must submit a progress report to maintain their Just Communities Certified status.

> PROGRESS REPORT

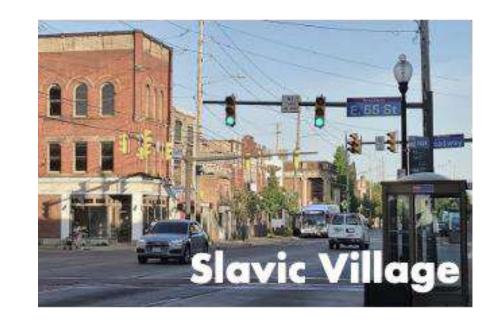


A DIVERSITY OF CERTIFIED COMMUNITIES

















JUST COMMUNITIES ACCREDITED PRACTITIONER (AP)

The Just Communities Accredited Practitioner (AP) program is a continuing education and learning platform to support community leaders, city officials, and planning, design, and development professionals committed to using the Just Communities framework and principles. Our goals include:

- Diversifying and expanding the number of people in positions to influence and drive planning and investments in their communities.
- Supporting the growth of the Just Communities certification program by building a community of practitioners who can support communities with implementation and verification. To support implementation, any neighborhood pursuing Just Communities Certification must have at least one Just Communities AP involved in implementation and certification.









JOIN THE JUST COMMUNITIES FAMILY

STEP 1: TAKE THE JUST COMMUNITIES AP FOUNDATIONS COURSE

The Foundations Course immerses attendees in the approach and tools required to launch and manage a Just Communities project within a neighborhood, district, or campus. The course provides participants with the essential knowledge and perspective they will need to successfully pass the AP exam and become a Just Communities Accredited Practitioner (AP).

STEP 2: TAKE THE JUST COMMUNITIES AP EXAM

To earn the Just Communities AP credential, you are required to pass an online exam with a score of at least 80%. After you've passed the exam, you are now an official Just Communities AP, valid for two years.





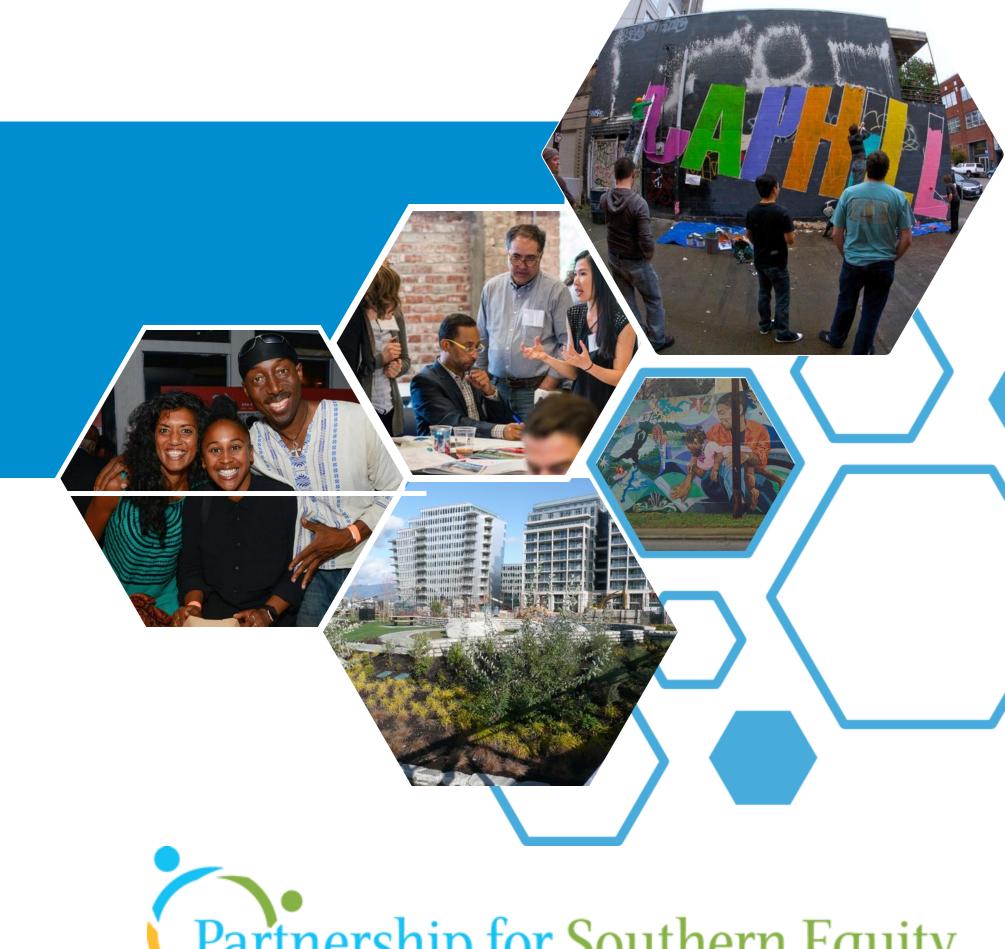
Q&A

Contact us!

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https://Justcommunities.info



Partnership for Southern Equity TOGETHER WE PROSPER