**Theme 1 - Equity Mapping**

**Summary:** Equity Mapping is both a process and a tool that helps to visualize information about inequity and opportunity by mapping data and information. With the use of GIS mapping tools, it can be published as an open-source visual platform to illuminate the region’s “geography of opportunity” and in our case as it relates to economic justice and equity.  It is a digital infrastructure for open-access, online, high-quality, geospatial data to give evidence and inform our work.

**Objective**: Fund and create a sustainable regional Equity Map to establish benchmarks, identify gaps and opportunities, inform resource allocation and reallocation, and hold agencies accountable.

**Tactics**:

1. Visualize the Equity Map desired by the region. Consider the objectives of the map and who should be at the table. Recruit regional partners to participate.
2. Determine budget and budget items to create and maintain the Equity Map including a project manager, staffing, existing GIS tools, existing licenses to data sources and licenses needed to add new desired data sources. Consider recruiting a project manager to run the project for 3 years.
3. Identify funding source, existing data sources, projected timelines, and other considerations to implement Equity Map. Possible examples include Department of Housing and Community Development, community foundations, USDA rural initiatives, EDA, and local chamber groups.
4. Establish equity priorities. Example could be infusing student-data-student success indicators, recruitment and retention rates, internship, and community engagement activities, post graduate job placement data and demographics of local business owners. This information can be used to (i) identify within a group and across group differences, (ii) for planning and to highlight areas where change is needed, and (iii) to document progress
5. Identify Equity Indicators - select key data categories related to equity priorities and chose measurable indicators for each category. Note: data points are compiled based on newly identified or data retrieved from pre-existing datasets to create a bigger picture.
   1. demographics – individual and business
   2. educational attainment
   3. income level
   4. financial literacy
   5. economic vitality (wages, unemployment, business ownership, job growth)
   6. readiness (education, job training, environment, childcare)
   7. connectedness (commute time, affordable housing),
   8. access to broadband
   9. and other data to establish benchmarks

**Other Ideas or notes for Equity Mapping?:**