Racial Equity Assessment Toolkit

Complete this assessment worksheet to analyze and plan for major policy, program, budget or practice changes to be in alignment with the department's racial equity goals and desired outcomes. This analysis should be completed by people with different racial perspectives.

Department: Safety and Inspections (DSI)

Contact: Mary Prescott, DSI Racial Equity Lead

Dan Niziolek, Deputy Director

Eric Hudak, Licensing Manager

This is a:

☐ Policy

☑ Initiative

☐ Program
☐ Budget Issue

Project/initiative Name: Business Licensing (Initial Application Process) Racial Equity Impact Assessment

Step 1. Set Outcomes.

1a. For your department, what are the most important racial equity community outcomes related to the issue? *(Response should be completed by department leadership in consultation with lead department staff(s) on policy/ program/budget or practice)*

Our message to individuals and businesses is that Saint Paul is "open for business". DSI is dedicated to supporting development and businesses by successfully guiding them through the regulatory process while ensuring public health and safety for all. A key component of that process typically involves licensing.

Outcome:

> All individuals/businesses interested in getting licensed by the City of Saint Paul have equitable access to readily understandable information and assistance.

1b. What is your proposal and how does your proposal relate to these outcomes?

The proposal is to ensure people of color are not inadvertently and/or disproportionately burdened or otherwise hindered by the business licensing "application process".

Ensuring the application process does not inadvertently or disproportionately affect people of color will serve to achieve the desired outcome of equitable access to licensing application information and assistance.

1c. Which racial equity opportunity area(s) will this primarily impact?

☐ Community & Economic Development
☐ Public Works
☐ Environment/Sustainability

☐ Public Safety
☑ Jobs
☐ Housing
☐ Transportation

1

☐ Contracting Equity	☐ Education /youth work
☐ Workforce Equity	☐ Parks and Recreation
☐ Fire	☐ Other:
☑ Safety and Inspections	_____

> **Step 2. Involve stakeholders. Analyze data.**
>   Gather information from community and staff on how the issue benefits or burdens the community in terms of racial equity.

2a. Are there impacts on specific geographic areas?   X Yes   No

 Check all neighborhoods that apply *(see City map on page 7):*

☑ All Saint Paul neighborhoods

☐ CapitolRiver/Downtown	☐ Highland
☐ Como	☐ Macalester-Groveland
☐ Dayton's Bluff	☐ North End/South Como
☐ Eastview/Conway/Battle Creek/Highwood Hills	☐ Payne-Phalen
☐ Frogtown/Thomas-Dale	☐ St. Anthony Park
☐ Greater East Side	☐ Summit Hill
☐ Hamline-Midway	☐ Summit-University
☐ Outside of the city (please explain):	☐ Union Park
	☐ West 7th/Fort Road
	☐ West Side

2b. What are the racial demographics of residents in the area or who are impacted by the issue?

See neighborhood demographic data on pages 5 and 6. Business owners who reside outside of Saint Paul but conduct business within the city are also impacted.

2c. How have you involved community members and stakeholders in discussing, planning, developing or reviewing this proposal? Please provide details. If you have not yet involved the community members and stakeholders in discussing, planning, and developing this proposal, how do you plan to do so?

Prior to engaging community members and stakeholders it was determined the most effective method to gain information needed for the assessment was to conduct a survey of business owners of color – those who have experienced the application process. However, because DSI does not collect applicant race information as part of the application process there was no way to identify which licensees to survey. As such, DSI sought the assistance of community and business organizations representing people of color to help facilitate the survey.

Accordingly, a number of organizations were engaged through meeting attendance or by direct contact from DSI staff. On October 12, 2016 a meeting was held to provide an overview of the project, review a list of identified small businesses, determine how to engage the businesses and

discuss the development of a survey. A second meeting took place on November 30, 2016 to finalize the survey and agree on engagement approaches.

Organizations engaged included: Business Review Council (BRC), City HREEO Cert Program, Minority Economic Development Association (MEDA), MN Black Chamber of Commerce, Latino Economic Development Center, MN American Indian Chamber of Commerce, Asian American Chamber of Commerce, Saint Paul Chamber of Commerce and Professionals of Color (SPACC), PED, National Association of Minority Contractors (NAMC), Neighborhood Development Center (NDC), Dayton's Bluff Community Council, Hmong American Partnership, North Central Minority Supplier Development Center, Hmong American Partnership, JJ Hill Center, and African Economic Development Solutions

2d. What do your conversations with external stakeholders and data you've gathered tell you about existing racial inequities in the targeted community? Be specific.

Although the survey produced helpful information and recommendations for improvement from businesses involving the application process, it was difficult to determine if racial inequities exist. This was due in part to DSI's aforementioned inability to identify applicant race and a limited response to the conducted survey. The lack of survey response was partially attributed to community organizations being extremely busy from providing assistance to many other entities including other City Departments. See 3b for recommendations from businesses.

Comments received by DSI included:

- Bonding requirements were stated as being more difficult in Saint Paul than in Minneapolis.
- Increased marketing of steps businesses need to complete, i.e. keyword searches for the correct application to use, improved understanding of specific license requirements.
- Create easier process through online applications, allow information to pre-populate when applying or reapplying on line, allow for pulling a permit on line, fillable PDF applications.
- Hard for businesses to navigate business opportunities in the Twin Cities - explore creation of a one stop shop, statewide licensing database for all municipalities to use at one time.
- Provide documents in other languages and market free interpreter and/or translator services.
- Streamline the regulations and make them easier to understand, particularly for small businesses.

Step 3. Benefits or Burdens
   Given what you have learned from data and from stakeholder involvement…

3a. What benefits may result because of this proposal?

Benefits that may be realized as a part of the assessment include:

- Review and implement changes to licensing webpages to ensure plain language and ease of navigation.
- Evaluate bonding as a license requirement for certain license types.
- Streamline licensing processes. Provide clarity for ease of understanding of license requirements.
- Provide application materials in more languages.
- DSI to proactively engage local and non-geographic community and business organizations representing people of color to maintain greater awareness in order to more readily address the potential hardships of those who want to start a business.

3b. Are there unintended negative consequences i.e., burden falls disproportionally on low-income and/or communities of color?

Although benefits exist in the possible removal of certain license requirements and the future implementation of online application and payment options, there were no unintended negative consequences or burdens identified that fall exclusively on low-income and/or communities of color. However, lack of easily available and understandable license application information clearly creates a hardship that falls disproportionally on people of color.

3c. Are you accomplishing what you set out to do in Step 1 of your analysis? If not, how you can minimize harm or change your proposal so your work is not creating greater racial inequity.

See strategies below.

> **Step 4: Short- and Long-Term Strategies to Eliminate Inequities**
>   Develop strategies to create greater racial equity or minimize unintended consequences**.**

4.a. What are your short-term strategies to reach your desired racially equitable outcomes? How will you measure and track your progress?

Short term strategies resulting from the assessment include:

1. Ensure racial equity is a primary consideration in DSIs current replacement of licensing software – scheduled for implementation May 2018.

2. Implement website improvements to ensure plain language, ease of navigation, ability to perform advanced keyboard searches and include language translation text and/or services where possible.

3. Update Limited English Proficiency (LEP) Policy and train all staff in its use.

4. Increase availability of application materials in more languages.

4.b. What are your long-term strategies to reach your desired racially equitable outcomes? How will you measure and track your progress?

Long-term strategies are still in development. We will be meeting with community and business partners to go over the survey results, discuss our proposed short- and long-term strategies and identify ways to collaborate with them on a continual basis. Our goals will include the

development of ongoing partnerships with mechanisms by which they can easily share information that will help us improve the city's licensing application processes.

> **Step 5. Raise Racial Awareness. Be Accountable.**
> Track impacts on communities of color overtime. Continue to communicate with and involve stakeholders. Document unresolved issues.

5a. What issues or racial inequities are unresolved? What resources/partnerships do you still need to make changes?

As a result of this assessment, DSI intends to proactively engage community and business organizations representing people of color through increased dialogue and regular attendance of meetings. This will provide increased access to DSI staff and increase our ability to provide information regarding city services, maintain community awareness and better position the department to readily address the business concerns of those organization's members and the greater community as a whole.

5.b. How will you share information learned from this analysis with your department? How will you raise awareness about racial inequity related to this issue at the city?

Information regarding the assessment will be shared through divisional, management and all-staff meetings.   It will also be reflected (via a racial equity lens) as a common consideration in the review of all policies, processes or procedures.

DSI will be raising lessons learned in the citywide community engagement policy project.

5. c. How will you share your analysis and final plan or proposal with community stakeholders?

To be developed in collaboration with community and business organizations.

ADDITIONAL RESOURCES

ENGAGING STAKEHOLDERS
(adapted from City of Seattle's Racial Equity Toolkit)

Identify Stakeholders –

Find out who are the stakeholders most affected by, concerned with, or have experience relating to the policy, program or initiative? Identify racial demographics of neighborhood or those impacted by issue.

Once you have identified your stakeholders ….

- *Involve them in the issue* - Describe how historically underrepresented community stakeholders can take a leadership role in this policy, program, initiative or budget issue.

- *Listen to the community and ask:*

  1. What do we need to know about this issue? How will the policy, program, initiative or budget issue burden or benefit the community? (concerns, facts, potential impacts)

  2. What factors produce or perpetuate racial inequity related to this issue?

  3. What are ways to minimize any negative impacts (harm to communities of color, increased racial disparities, etc.) that may result? What opportunities exist for increasing racial equity?

  Tip: Ways to gather community input…

  - Community meetings in neighborhoods that will be impacted
  - Focus groups
  - Consulting with City commissions and advisory boards
  - Solicit for input using online tools such as surveys and Open Saint Paul
  - Partner with nonprofits that may work with neighborhood residents
  - Cultural leadership organizations or associations

*Examples of what engaging stakeholders look like in practice:*

- A reduction of hours at a community center includes conversations with a broad array of users of the community center as well as staff who work there.
- Before implementing a new penalty fee, people from the demographic most represented (or over-represented) among those fined are surveyed to learn the best ways to minimize negative impacts.

Neighborhood Demographic Table

Neighborhood	Planning District (St. Paul geographies only)	Total Population	Total Population - share of respective city's population	Not Hispanic or Latino	White (non-Hispanic)	Black or African American (non-Hispanic)	American Indian and Alaska Native (non-Hispanic)	Asian or Native Hawiian and Other Pacific Islander (non-Hispanic)	Some Other Race (non-Hispanic)	Two or More Races (non-Hispanic)	Hispanic or Latino
Eastview/Conway/Battle Creek/Highwood Hills	1	20,453	7.2%	88.8%	47.8%	20.3%	0.6%	16.6%	0.2%	3.2%	11.2%
Como	10	11,913	4.2%	96.1%	82.6%	5.4%	0.4%	4.8%	0.2%	2.6%	3.9%
Dayton's Bluff	4	16,434	5.8%	85.0%	39.5%	16.2%	1.3%	23.8%	0.1%	4.1%	15.0%
CapitolRiver/Downtown	17	7,057	2.5%	95.3%	70.6%	16.0%	0.9%	4.9%	0.2%	2.8%	4.7%
Greater East Side	2	27,206	9.5%	86.8%	42.6%	14.3%	1.0%	24.9%	0.2%	3.8%	13.2%
Hamline-Midway	11	11,496	4.0%	93.8%	68.8%	15.0%	0.9%	5.3%	0.2%	3.6%	6.2%
Highland	15	24,078	8.4%	95.2%	78.9%	10.0%	0.3%	3.7%	0.3%	2.0%	4.8%
Macalester-Groveland	14	19,546	6.9%	97.2%	89.6%	1.9%	0.3%	2.9%	0.1%	2.3%	2.8%
Union Park	13	18,405	6.5%	95.6%	77.8%	11.1%	0.5%	3.2%	0.1%	2.9%	4.4%
North End/South Como	6	25,447	8.9%	89.8%	38.5%	21.5%	1.2%	24.5%	0.1%	4.0%	10.2%
Payne-Phalen	5	30,700	10.8%	86.3%	35.0%	15.9%	1.2%	30.6%	0.1%	3.7%	13.7%
St. Anthony Park	12	7,674	2.7%	96.8%	74.0%	8.6%	0.6%	11.0%	0.2%	2.4%	3.2%
Summit Hill	16	6,574	2.3%	96.7%	89.0%	2.9%	0.2%	2.4%	0.1%	2.1%	3.3%
Summit-University	8	17,002	6.0%	95.4%	46.1%	35.0%	0.7%	9.8%	0.2%	3.5%	4.6%
Frogtown/Thomas-Dale	7	15,041	5.3%	90.4%	21.1%	29.8%	1.1%	34.1%	0.3%	3.9%	9.6%
West 7th/Fort Road	9	11,083	3.9%	92.1%	73.6%	10.8%	1.0%	3.3%	0.1%	3.4%	7.9%
West Side	3	14,959	5.2%	69.4%	45.3%	11.8%	1.1%	7.9%	0.2%	3.3%	30.6%
City of St. Paul	X	285,068	100.0%	90.4%	55.9%	15.3%	0.8%	14.9%	0.2%	3.3%	9.6%

Data source: Minnesota Compass - The data come from the U.S. Census Bureau, 2010 decennial census (demographic data including total population, race and ethnicity, as well as housing units and types of households);
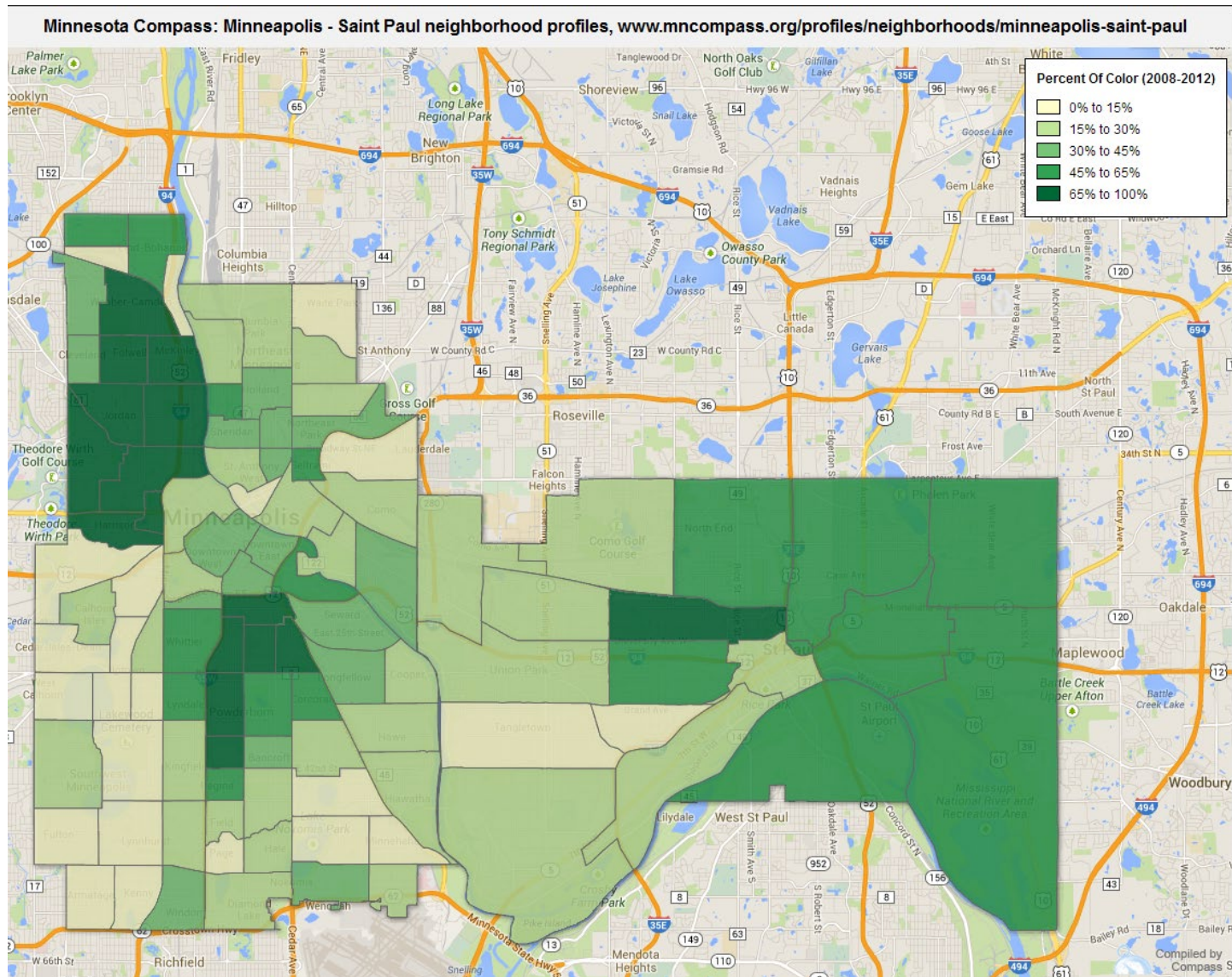
Data source: Minnesota Compass - The data come from the U.S. Census Bureau, 2010 decennial census (demographic data including total population, race and ethnicity, as well as housing units and types of households);

Access the interactive map at: http://www.mncompass.org/profiles/neighborhoods/minneapolis-saint-paul#!percent-of-color

City of Saint Paul

Mayor
Christopher B. Coleman

10. Como

Ward 5

Arlington Ave
Wheelock Pkwy
Maryland Ave

Midway Pkwy
Como Reg Park
Lake Como

12. St Anthony Park

Energy
Park Dr
Pierce Butler Rt
Front Ave

6. North End-South Como

Trillium Park

Minnehaha Ave

11. Hamline-Midway

Thomas Ave

Ward 4

7. Frogtown

Ward 1

University Ave

Marshall Ave

8. Summit-University

Selby Ave

13. Union Park

Summit Ave

Grand Ave

16. Summit Hill

St Clair Ave

14. Macalester-Groveland

Jefferson Ave

Ward 3

Randolph Ave

9. West Seventh

Otto Ave

Highland Pkwy

Ford Pkwy

Highland Park

Montreal Ave

15. Highland

Edgcumbe Rd

Hidden Falls Reg Park

St. Paul Ave

Crosby Farm Reg Park

Shepard Rd

Round Lake

Phalen Reg Park
Wheelock Pkwy
Lake Phalen

Ward 6

2. Greater East Side

Ivy Ave

Maryland Ave

5. Payne-Phalen

Case Ave

Stillwater Ave

Beaver Lake

Phalen Blvd

7th St

Minnehaha Ave

Swede Hollow Park

6th St

4. Dayton's Bluff

3rd St

17. Downtown

Bruce Vento Nat. San. Park

Old Hudson Rd

Hudson Rd

Indian Mounds Reg Park

Burns Ave

Ward 7

1. Eastview-Conway-Battle Creek -Highwood Hills

Upper Afton Rd

Battle Creek Reg Park

Warner Rd

3. West Side

George St

Concord St

Plato Blvd

Ward 2

Annapolis St

Cherokee Reg Park

Pickerel Lake

Lilydale Reg Park

Pig's Eye Reg Park

Lower Afton Rd

Pig's Eye Lake

Pig's Eye Reg Park

Eagle Lake

Carver Ave

Planning Districts

1. Eastview-Conway-Battle Creek-Highwood Hills
2. Greater East Side
3. West Side
4. Dayton's Bluff
5. Payne-Phalen
6. North End-South Como
7. Frogtown
8. Summit-University
9. West Seventh
10. Como
11. Hamline-Miday
12. St. Anthony Park
13. Union Park
14. Macalester-Groveland
15. Highland
16. Summit Hill
17. Downtown
Council Ward Boundary
St Paul Parks
Water

9