Introducing the Bay Area Equity Atlas

bayareaequityatlas.org
Why a Bay Area Equity Atlas?

• **Disaggregated data** for equity-focused policy change

• **A shared narrative** about why equity matters to the future of our region

• **Elevate equity** in the media and in the policy debate

• **Data support** for equity campaign leaders
Welcome to the Bay Area Equity Atlas, a comprehensive data support system to track the state of equity across the region and inform solutions for inclusive prosperity.

The Latest
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The Latest

[Images of various topics including indicators, research, and data in action]
Bay Area Equity Atlas indicators track how the region’s demographics are changing and how we are doing on key measures of inclusive prosperity across the People, Place, and Power equity framework. Our indicators track change over time, are comparable across geographies, and are disaggregated by race and other demographics as much as possible.
Building the voice, leadership, and power of the people most impacted by inequity.

The most effective movements for social change are led by the people who are most directly impacted by injustice and inequity and can bring their experience, knowledge, and stories into the advocacy process. For inclusive prosperity to become our reality in the Bay Area, low-income communities of color and youth need to have a strong political voice and be able to shape the decisions that affect their lives and their communities. For this to happen we need to foster and sustain grassroots, community, and political leadership and organizations that reflect the diversity of the Bay Area.

Power indicators track how well elected officials reflect the diversity of communities, the level of political participation and youth engagement across the region, and the potential economic gains of eliminating rent burdens and achieving racial equity in income.
Housing burden: All residents should have access to quality, affordable homes.
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Housing burden • Nine-County Bay Area vs. California

Data source: American Community Survey; Geolytics, Inc.
**Housing burden:** All residents should have access to quality, affordable homes.

**Housing burden • Oakland City, CA**
Housing burden by tenure, severity, and race/ethnicity: Oakland City, CA, Renters, Burdened, All income levels, 2015

<table>
<thead>
<tr>
<th>Breakdown</th>
<th>Tenure</th>
<th>Severity</th>
<th>Economic Security</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
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<td>Black</td>
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<td>Latino</td>
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<td>Asian or Pacific Islander</td>
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<tr>
<td>Mixed/other</td>
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<td></td>
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<tr>
<td>People of color</td>
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</tbody>
</table>

**Who is rent burdened?** In 2015, Black renters were most burdened by housing costs among renters in all racial/ethnic groups with incomes at all income levels in Oakland City, CA.

Data source: IPUMS-USA

Powered by the National Equity Atlas
**Housing burden**: All residents should have access to quality, affordable homes.

**Housing burden in San Francisco County, CA vs. Nine-County Bay Area**

Housing burden by tenure, severity, and poverty: San Francisco County, CA vs. Nine-County Bay Area, Renters, Burdened, 2015

- **San Francisco, CA**
- **Nine-County Bay Area**

**WHAT IT SHOWS**

**Who is rent burdened?** In 2015, renters with incomes at below 200% poverty were the most burdened by housing costs among all income groups in San Francisco County, CA.

**WHY IT MATTERS**

Data source: IPUMS-USA

Powered by the National Equity Atlas
Housing burden: All residents should have access to quality, affordable homes.

Housing burden • Alameda County, CA
Housing burden by tenure, severity, race/ethnicity, and ancestry: Alameda County, CA, Renters, Burdened, 2015

WHAT IT SHOWS
Who is rent burdened? In 2015, African American/Other Black renters were the most burdened by housing costs among all racial/ethnic subgroups in Alameda County, CA.

WHY IT MATTERS
Data source: IPUMS-USA

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Strategy in Action

Strong tenant protections come to Contra Costa County. In 2016, Richmond passed the Fair Rent, Just Cause for Eviction and Homeowner Protection Ordinance — the first rent-control law in Contra Costa County. The comprehensive measure includes both rent control and just cause eviction, which makes no-fault evictions costlier for landlords. The law fully covers over 9,000 units in the city and another 10,000 are partially covered. State law prohibits rent control in single-family homes, but the Richmond measure does include eviction controls for single-family units and condos. Learn more.

In Their Own Words...

“ For me, as a mom, it was very positive my children didn’t have to move constantly.”
— Evangelina Lara, Oakland

Rent control has allowed Evangelina Lara and her family to live in the same apartment in Oakland’s San Antonio neighborhood for 20 years. Recently, a large corporation bought the building and sought to evict all the tenants by illegally raising the rent and then flipping their units. Using protections under the rent control law, with support from Causa Justa :: Just Cause, Lara and her neighbors successfully fought the rent increases and were able to maintain their affordable rents and stay in the city.

Photo: Felix Uribe
Diversity of electeds: Our elected officials should reflect the diversity of our population.
Voting in Oakland City, CA

Voting and registration measures mapped: Oakland City, CA, Voting (of citizens age 18+), 2016

Map showing voting areas with a focus on Black population areas.
Figure 3: 54% of Concord’s renters cannot afford median rent in any Concord neighborhood.

<table>
<thead>
<tr>
<th>Median market rent 2011-2015</th>
<th>Income needed to be affordable</th>
<th>% renters in income bracket</th>
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</thead>
<tbody>
<tr>
<td>Less than $1,250</td>
<td>Under $50,000</td>
<td>54%</td>
</tr>
<tr>
<td>$1,250-$1,875</td>
<td>$50,000-$74,999</td>
<td>20%</td>
</tr>
<tr>
<td>$1,875-$2,500</td>
<td>$75,000-$99,000</td>
<td>11%</td>
</tr>
<tr>
<td>$2,500-$3,750</td>
<td>Over $100,000</td>
<td>15%</td>
</tr>
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</table>

Source: PricedRight® analysis of the Zillow Rent Index 2011 Time Series and 2015 Census American Community Survey data.

John’s Story: Unfair Rent Increase for 30-Year Resident

John is one of the many long-term residents who is being forced out of Concord because of exorbitant rent increases. For 30 years, he has called Concord home. He has lived in his current apartment for the past eight years. In 2017, John received a 20% rent increase to $1,525 which he cannot afford alone. He filed a complaint with the City of Concord’s Residential Rent Review Program, which offers non-binding mediation services to tenants who have received rent increases exceeding 10% in a 12-month period.

John diligently pursued the arbitration process. While the Rent Review Panel voted in his favor, the arbitration is nonbinding, allowing the property manager to demand the 20% rent increase. John has been unable to find any affordable housing in Concord or anywhere in Contra Costa County. After living in Concord for 30 years, John is now leaving his home and looking for housing elsewhere in California.
“No Concord neighborhood is affordable to a family making less than $50,000 annually.” – KRON4

“Despite the majority of Concord renters having annual household incomes below $50,000, the vast majority of neighborhoods in Concord are affordable only to families with an income greater than $75,000, the study found.” – SF Gate
When Renters Rise, Cities Thrive

Union City Residents Rising Up

The Bay Area is increasingly a renter region. Today, 3.2 million people live in renter households in the nine-county region, and renters are contributing ever more to the economic, social, and cultural vitality of neighborhoods and cities. They could be contributing even more if it were not for skyrocketing rents and stagnant wages. When the rent is too high, little is left over for basics like food, transportation, health care, and education. Thousands of families are increasingly at risk of eviction and homelessness. In response, Filipino Advocates for Justice and RISE have mobilized residents to keep people in their homes and shifted citywide discussions on the critical need for anti-displacement policies.

Renters are critical to Union City's present and future...

- 34% Renter
- 66% Owner

Union City's renter population is 25,000, an increase of 33 percent since 2000, compared to no increase in homeowners.

Median homeowner household income is 1.6 times that of renter households.

Renters are increasingly burdened by rising rents and low wages. Since 2000, renters have experienced:

- 15% increase in median rent
- 69% increase in rent-burdened households

During the same period, median renter household income declined by 7 percent.

Today, 51 percent are paying too much for housing, up from 40 percent in 2000.