

ADVANCING EQUITY
THROUGH PUBLIC ENGAGEMENT

ENVIRONMENTAL JUSTICE

A public engagement
practitioner resource guide



WHY WE CREATED THIS GUIDE

According to the US Council on Environmental Quality, around one-third of the United States population is considered to be in “distress.”

With unprecedented attention and federal funding focused on addressing historic inequities, PublicInput is supporting governments and public engagement practitioners who are doing the important work of advancing equity in their home communities.

To facilitate more equitable engagement within these communities, we have assembled this straightforward environmental justice guide for engagement practitioners. It is our hope that this guide will highlight environmental justice considerations and provide a go-to resource for publicly available data and platform solutions designed with equity in mind.

ENVIRONMENTAL JUSTICE

Environmental justice (EJ) is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation and enforcement of environmental laws, regulations and policies.

The following checklist is designed to help frame considerations for public engagement practitioners as they evaluate their environmental justice responsibilities and efforts.

Our public engagement process includes (check all that apply):

- Outreach strategies that identify and target project area stakeholders based on race, color, national origin, and income.
- Strategies for meaningful opportunities to participate in decisions about activities that may affect stakeholder environment and/or health.
- Input tactics and strategies that ensure that no group of people are excluded from contributing their perspectives.
- Analysis strategies that evaluate to what degree a group of people bear a disproportionate share of negative environmental consequences resulting from industrial, governmental and commercial operations or policies.
- Reporting that makes it easy for stakeholder contributions and sentiments to be documented and considered in the decision making process.
- Segmentation and reporting strategies that make it easy for decision makers to seek out and facilitate the involvement of those potentially affected.

PUBLIC SOURCES OF COMMUNITY DATA TO SUPPORT EQUITABLE OUTREACH EFFORTS

There are a wide range of publicly available sources of community data that aid public engagement practitioners in their efforts of identifying, reaching, and engaging stakeholders in specific project areas. The following is a curated list of publicly available resources made especially for these purposes: enforcement of environmental laws, regulations and policies.

CENSUS LIBRARY INFOGRAPHICS & VISUALIZATIONS

The Census Bureau Library is a research library that has the unique role of collecting, preserving, and providing access to information resources produced by the Census Bureau to Census Bureau employees, government agencies, and the public.

Check out the US Census Data

<https://census.gov/library/visualizations.html>

NATIONAL EQUITY ATLAS

A one-stop-shop for data and policy ideas to advance racial equity and shared prosperity. The National Equity Atlas provides a detailed “report card” on racial and economic equity. Designed to equip movement leaders and policymakers with actionable data and strategies to advance racial equity and shared prosperity.

Use the National Equity Atlas

<https://nationalequityatlas.org/>

OPENSTREETMAP

OpenStreetMap emphasizes local knowledge. Contributors use aerial imagery, GPS devices, and low-tech field maps to verify that OSM is accurate and up to date.

View the Maps

<https://www.openstreetmap.org/>

GOVERNMENT OPEN DATA

U.S. government data, tools, and resources to conduct research, develop web and mobile applications, design data visualizations, and more.

Visit U.S. Government Open Data

<https://data.gov/>

NATIONAL CENTER FOR EDUCATION STATISTICS

The primary federal entity for collecting and analyzing data related to education.

Visit the Center

<https://nces.ed.gov/datatools/>

STATE HEALTH ACCESS DATA

Find health access data that goes beyond the standard indicators of health insurance coverage.

Visit the Data Center

<https://shadac.org/state>

NATIONAL CENTER FOR HEALTH STATISTICS

The Nation's principal health statistics agency, NCHS provides accurate, relevant, and timely data that supports the improved health of the American people.

View the Stats

https://www.cdc.gov/nchs/data_access/ftp_data.htm

INFOBRIDGE PORTAL

Data disseminated and displayed through InfoBridge include both data collected specifically for the Long-Term Bridge Performance Program and the National Bridge Inventory (NBI). The visualization capabilities provided in InfoBridge are highly beneficial to the States and other highway bridge owners as they work to manage bridge performance.

Review the Data

<https://infobridge.fhwa.dot.gov/Home>

INJURY FACTS: STATE DATA

The data provides reliable information to help communicate the trends in anticipation of the future changes needed to improve. Data focuses on preventable injuries and deaths in the work-place, on the roadway, and in homes.

Check out the Injury Stats

<https://injuryfacts.nsc.org/state-data/state-overview/>

DATA COMMONS

Data Commons is an open knowledge repository that combines data from public datasets using mapped common entities. It includes tools to easily explore and analyze data across different datasets without data cleaning or joining.

Access the knowledge

<https://datacommons.org/>

FOOD ACCESS RESEARCH ATLAS

The Food Access Atlas presents an overview of food access indicators for low-income and other census tracts using different measures of supermarket accessibility. Use the data to create maps, compare measures, view indicators and download data.

See the deserts

<https://ers.usda.gov/data-products/food-access-research-atlas/download-the-data/>

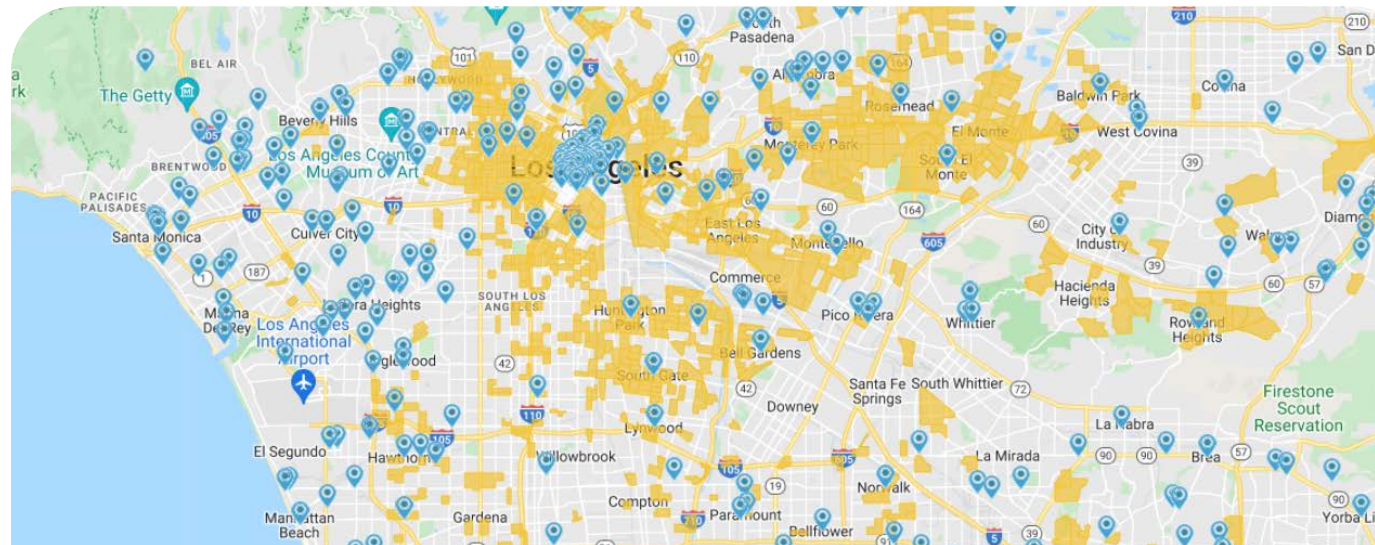
BRINGING IT ALL TOGETHER: EQUITY MAPPING

The availability and accessibility of public data represents endless opportunities for engagement practitioners. Although, all of these options can sometimes feel disparate and overwhelming. To mitigate this problem, PublicInput has developed options that make weaving equity into engagement strategy easy.

The Public | Equity Mapping solution offers public engagement practitioners a straightforward way to layer EPA, Census, the Federal Government's Disadvantaged Community Dataset, and Environmental Justice data onto participant maps and export reports based on those layers.

Public | Equity Mapping advances equity by empowering organizations and project teams to:

- Demonstrate which projects serve or impact federally-identified disadvantaged communities
- Overlay participant data with maps of Disadvantaged Communities
- Demonstrate quantifiable engagement with participants from disadvantaged communities
- Filter and analyze responses and comments from disadvantaged communities



COLLABORATIVE DEMOCRACY SUCCEEDS THROUGH TECHNOLOGY

The mission of PublicInput is to create a more collaborative democracy through technology. To do this, we enable local governments to manage the broader public engagement process, not just a singular aspect. That's why we've focused our efforts on creating an all-in-one platform that streamlines projects from beginning to end and builds public trust over time.

Want to learn more about how PublicInput can help increase agility and efficiency on your team while advancing equity and maximizing reach?

- Visit our website at publicinput.com
- Email us at engagement@publicinput.com
- Check out a case study at publicinput.com/wp/resource-library
- Schedule a demo or project discovery chat below:

BOOK A CALL



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