



TOOL 1

Know Your Demographics

TIME COMMITMENT

2–6 hours

PEOPLE

Park organization staff

TIPS FOR USING THIS TOOL

Reach out to local academic/ research institutions. Research centers focused on urban planning, design, architecture, public policy, or education may be able to help you compile demographic maps.

INTRODUCTION

Who should your project serve?

Demographic data will help you determine who lives near your project and which communities have the greatest socioeconomic needs—and who might benefit most from equitable development.

Before you can set equity-based goals, you must build an informed understanding of your surrounding communities. This will help ensure your work repairs rather than exacerbates existing forms of inequity, particularly in communities impacted by structural racism. While much of your knowledge about the needs of surrounding communities will come from conversations with local organizations, you should also build a holistic, data-informed understanding of income, poverty, housing needs, and more using city-based Geographic Information Systems (GIS) and free data visualization tools. This tool will help you begin this process.



TOOL 1

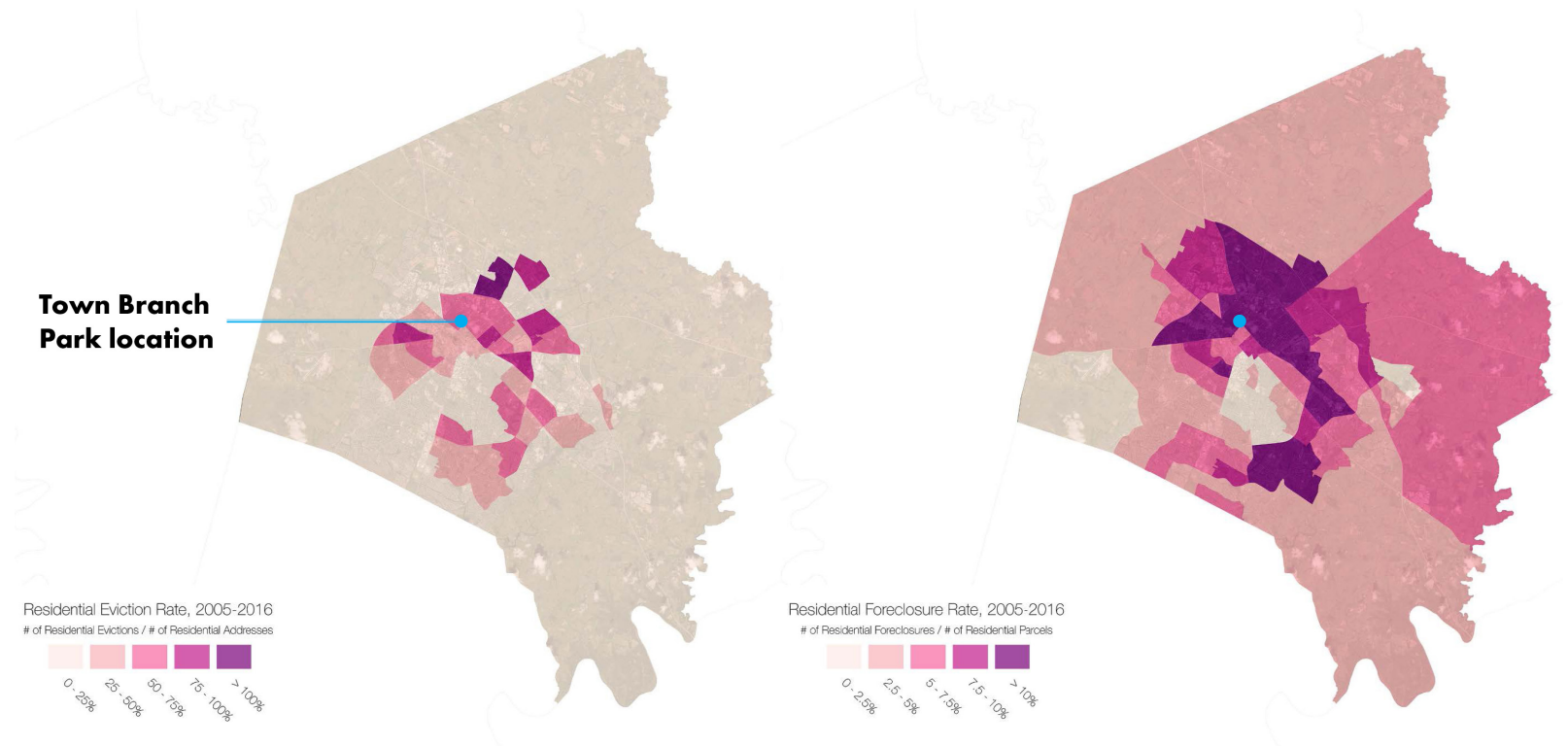
Know Your Demographics

DEMOGRAPHICS VISUALIZATION EXAMPLE 1

Lexington: Eviction and foreclosure rates around project site.

IMAGE CREDITS

Image by: Alison Maurer
Courtesy of Urban Design
and the Color Line, Harvard
Graduate School of Design





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DEMOGRAPHICS VISUALIZATION EXAMPLE 2

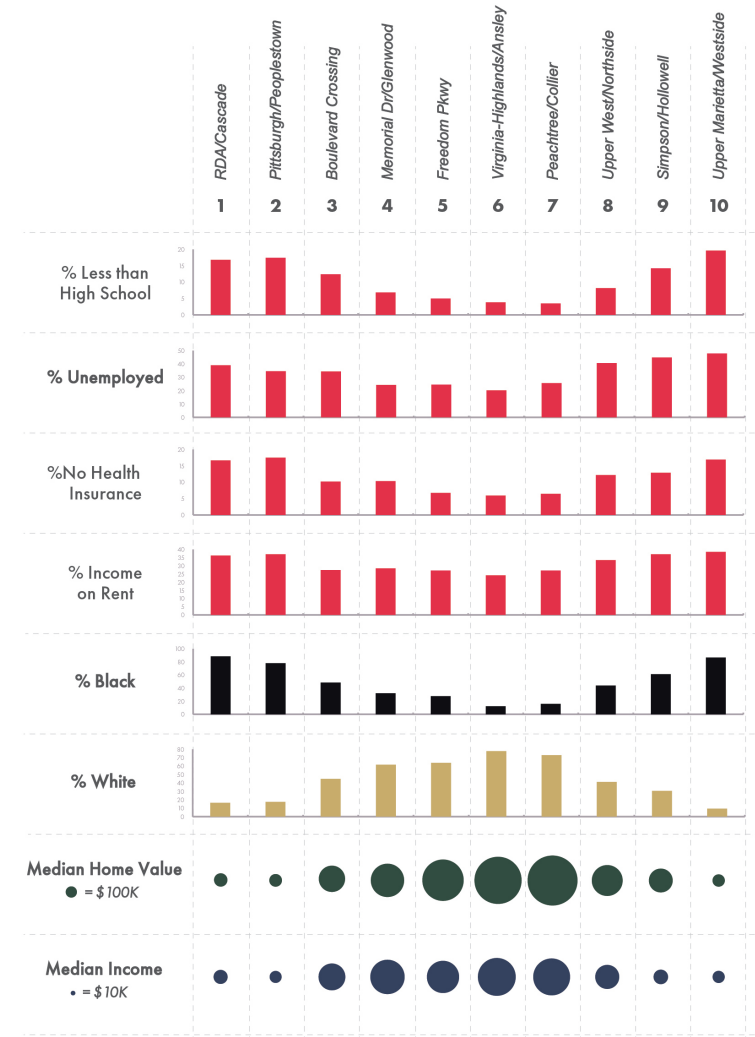
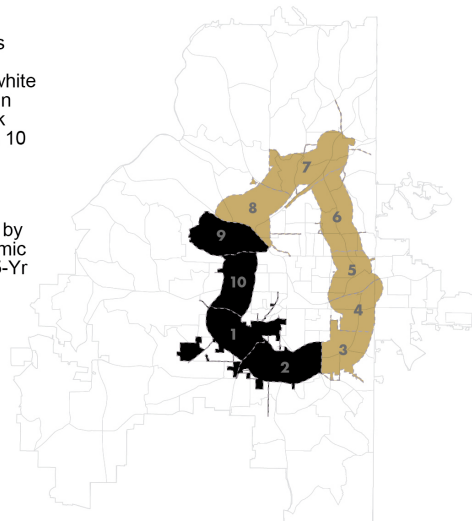
Atlanta: Demographics
of project subareas

IMAGE CREDITS

Image by: Anne Lin
& Sam Valentine
Courtesy of Urban Design
and the Color Line, Harvard
Graduate School of Design

[LEFT] A deeply
segregated city:
BeltLine subareas
shown by race.
Majority (>50%) white
subareas shown in
tan; Majority black
subareas: 1, 2, 9, 10
(ACS 5-Yr 2018)

[RIGHT] BeltLine
subareas profiles by
race, socioeconomic
outcomes (ACS 5-Yr
2018)





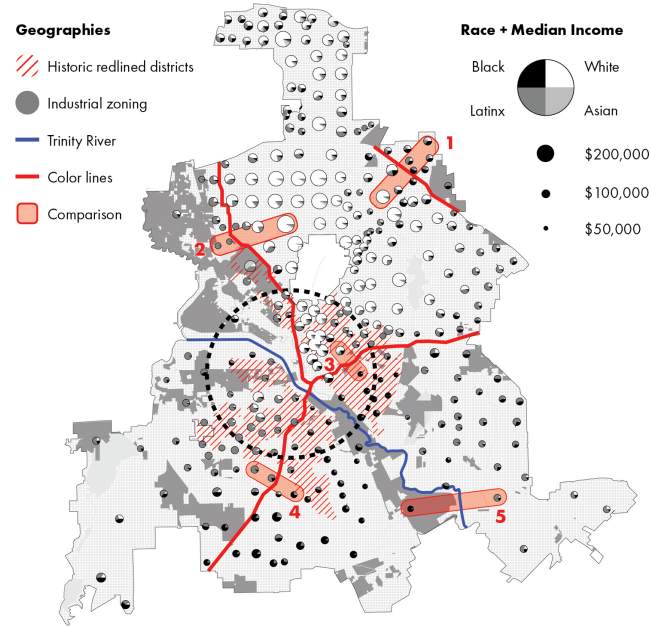
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DEMOGRAPHICS VISUALIZATION EXAMPLE 3

Dallas: Race and median income

IMAGE CREDITS

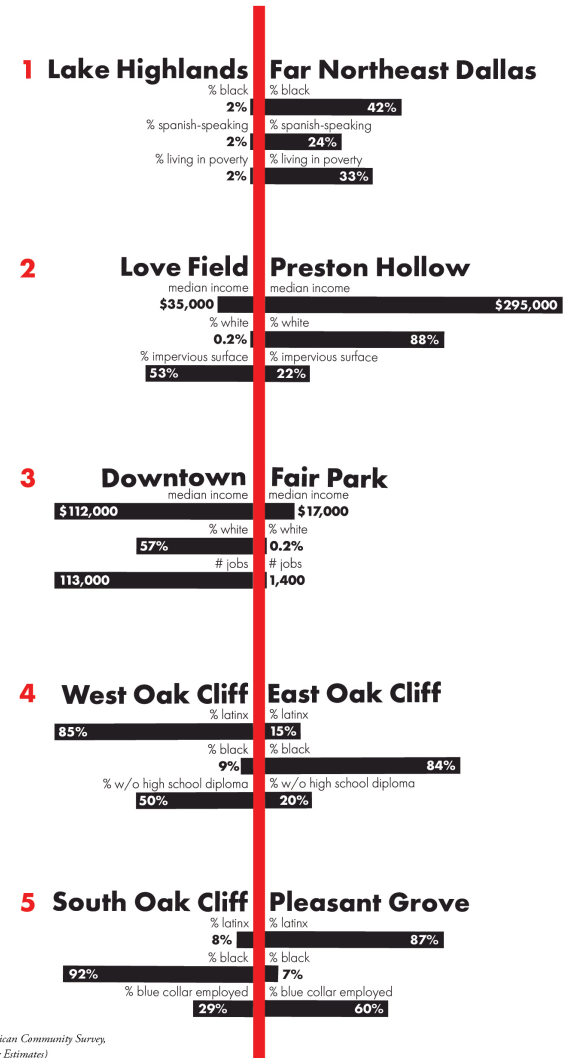
Image by: Brett Merriam
Courtesy of Urban Design
and the Color Line, Harvard
Graduate School of Design



Segregation in 2020
While explicit policies of segregation have been abolished, you would not know this by looking at Dallas' racial distributions today. In fact, the Urban Institute in 2015 named Dallas the most segregated city in America, based on the correlating segregations of race, income, and opportunity. The map above visualizes both race and median household income, revealing the stark divides. White households in Dallas are much wealthier and congregated in North Dallas. Communities of color - black and latinx - are also segregated from one another, although they have low incomes in common.

Color-Lines in Dallas
Planning and infrastructure development exacerbate and define these spatial divides. While the Trinity River itself is one such divide, Dallas' highways serve as the main color-line in the city. I-35E, I-30, and the North Tollway/Lemmon Ave split the city into three racially segregated portions. Industrial zoning defines these lines, too: black and brown communities are much more likely to be adjacent to industrially zoned areas, while white areas are wholly insulated from them.

To the right, districts that straddle these color-lines, while within a mile from one another, feature dramatically different realities related to race, income, urban quality, educational attainment, and employment opportunities.



Source: American Community Survey, 2018 (5-Year Estimates)