

MAPPING BLACK CALIFORNIA

SOLVING THE RACIAL DATA GAP



Data has a Race Problem

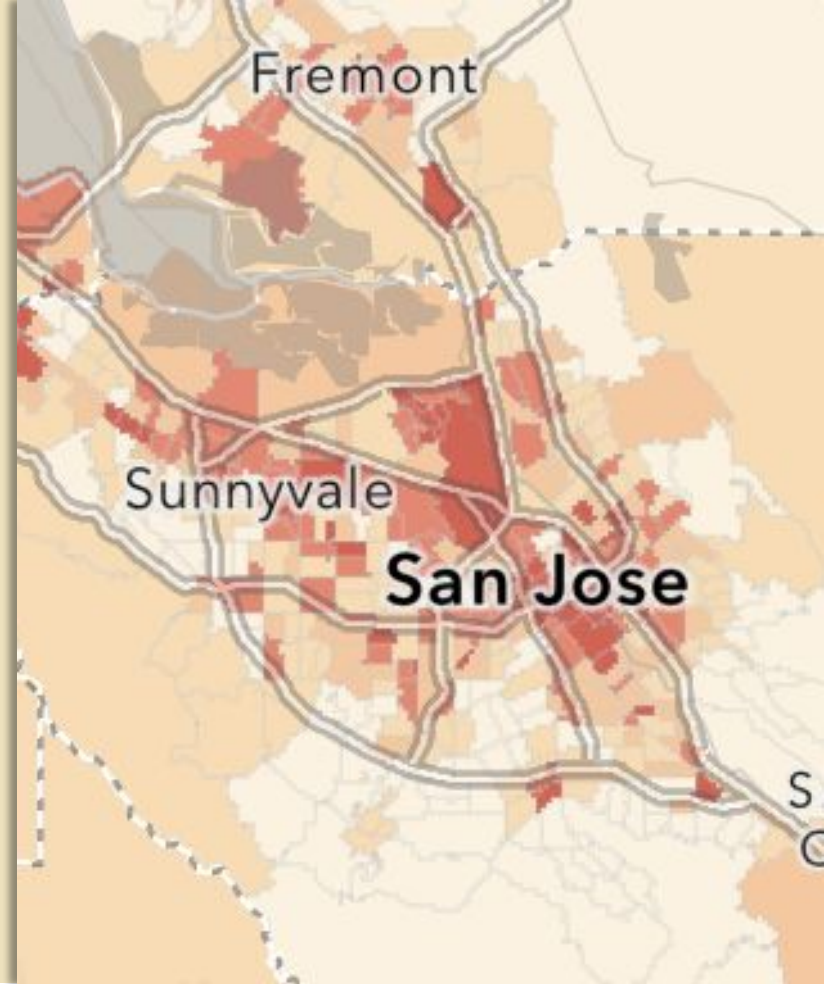


Publicly available data often fails to capture the realities of Black communities either through the lack of detailed, disaggregated information or outright exclusion of Black experiences.

Case Study: Flawed Data Can Lead to Misallocation of Resources

The Problem: This official California Complete Count map identifying Hard-to-Count diverse communities across the state does not provide a breakdown of groups by race.

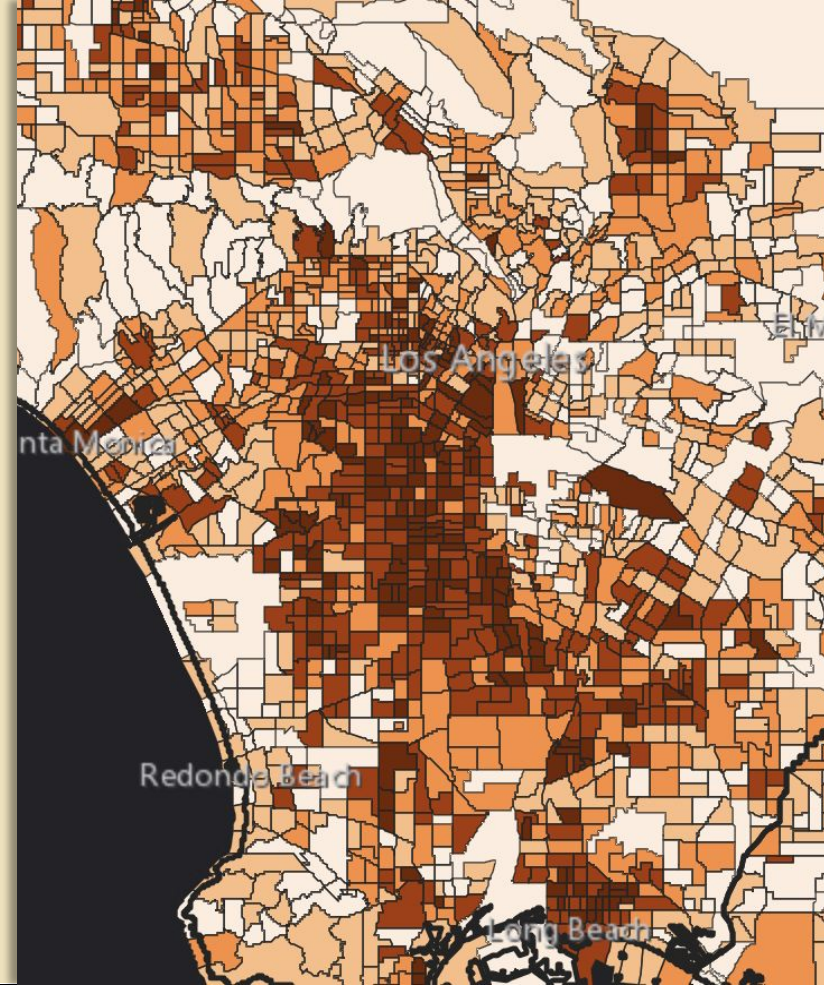
So What: Because the official map lacked disaggregated racial data, there was a risk of misallocating resources due to an inaccurate understanding of where significant Black populations reside and the unique challenges they face in those areas.



Case Study: Flawed Data Can Lead to Misallocation of Resources

Our Actions: Securing disaggregated data, we developed a map pinpointing Black Hard-to-Count populations across the state and had strategic, regional ethnic media partnerships disseminate over 100 assets to targeted audiences.

The Impact: California's Black population count was more accurate than the national count. While the nation's undercount of Black populations increased from 2.1% in 2010 to 3.3% in 2020, **California's Black undercount was only off by 1%** even though 30% live in the Hard-to-Count areas identified by our map.



Case Study: Flawed Data is Putting Black Communities' Lives at Risk

The Problem: Early reporting on COVID-19 in 2020 disincluded and/or spread misinformation about its impacts in Black communities.

So What: In reality, a combination of poor health outcomes and an increased likelihood of being a low-wage, frontline worker increased susceptibility while our previous Census work taught us that Black people are more likely to live in dense, multigenerational housing where COVID could spread rapidly to other high-risk population subsets like the elderly.

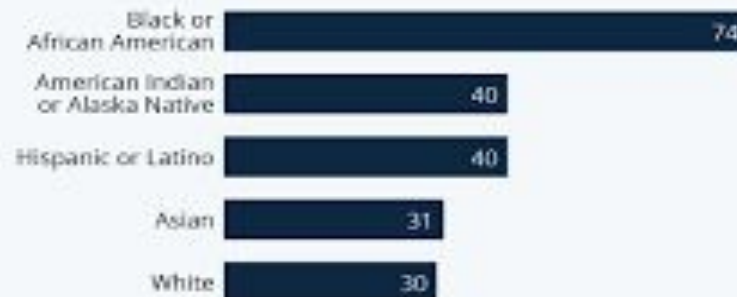
The Racial Time Bomb in the Covid-19 Crisis

Pre-existing health conditions leave one group particularly vulnerable.

April 1, 2020

The Pandemic's Racial Disparity

Covid-19 deaths per 100,000 people in the U.S. by race or ethnicity (as of July 30, 2020)



Case Study: Flawed Data is Putting Black Communities' Lives at Risk

Our Actions: In 2022, California stopped publishing disaggregated worker data by race, immediately depreciating our “Black Worker: Risks and Exposures” COVID-19 dashboard. Although we pivoted to national data sources, we had to do more. In a 2022 private meeting with Attorney General Rob Bonta, we advocated for greater disaggregated racial data access.

The Impact: Policy change - Assembly Bill No. 1604, Chapter 313, passed in 2024, making California **the first state to mandate the breakdown of employee data by ethnicity.**

Review: COVID and Black California

A review of COVID and Black California, a dashboard exploring how the COVID-19 pandemic affected Black people in California, led by Paulette Brown-Hinds, Stephanie Williams, Candice Mays, and Alex Reed

by Alex Gil

last released
2 years ago

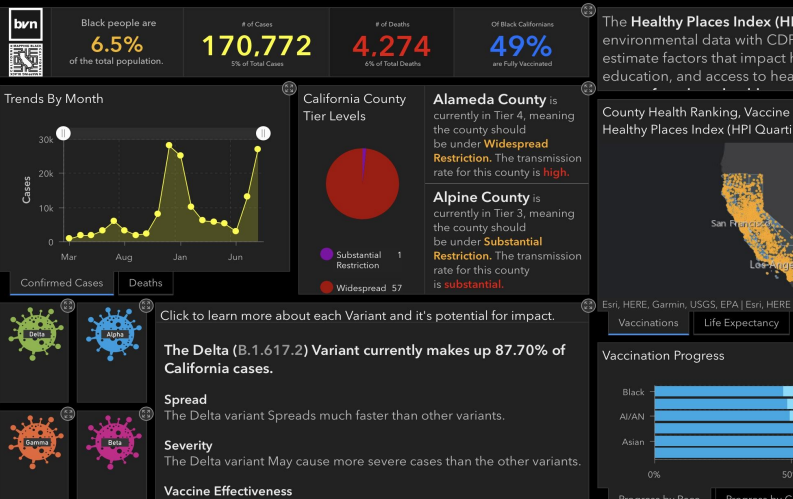
Project

COVID and Black California

Project Team

[Paulette Brown-Hinds](#), Founder, Publisher, Black Voice News & Founder, Mapping Black California

COVID and Black California How Has COVID-19 Impacted Black Bodies Over the Past Year?





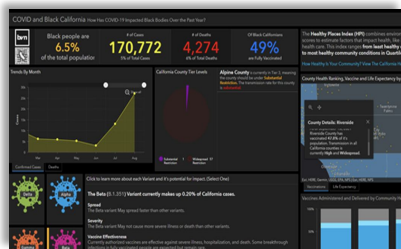
“We frequently encounter data gaps that perpetuate harm in our communities. We need a solution that is structured within a community mapping framework, encouraging community collaboration around data and information by bringing together community media, community based organizations, and philanthropic institutions. That solution is Mapping Black California.”

Paulette Brown-Hinds, Publisher of Black Voice News

Our Solution: Mapping Black California

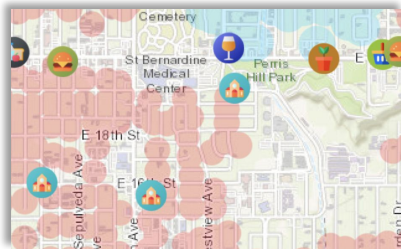
Our Mission: to design data visualizations to develop narrative storytelling tools addressing systemic inequities at regional and local levels.

Our approach:



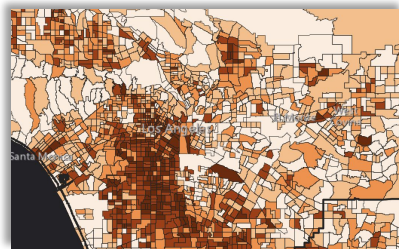
Research

Aggregate trusted content and turn unstructured data from government reports, journalist research and community based organization (CBO) resources into structured, usable data.



Visualize

Dashboards and mapmaking anchor the numbers in place and space, enabling journalists to spur empathic responses through rich, human-centered narrative storytelling with data.



Amplify

Visualizations and storytelling shared via our 600+ strong network of CBOs and ethnic media partners provide every Californian with accurate and trustworthy information.



Advocate

Insights gained from data analysis enable us to champion for policy change and much needed increases in direct philanthropic investment into under-resourced communities.

Aligning Data with Community Narratives

Build Cultural Trust

- Community histories shape perspectives on data; those with past injustices may be skeptical of certain sources.
- Align data sources with respected, trusted organizations and consider if they are identity-inclusive or generated by members belonging to those communities.
- Explain why specific data sources were chosen and address community concerns.
- Be open to community feedback to ensure data is meaningful and acceptable.

Case Study: Oral Histories Are Data Too!



The Blackest City.

A map of the Reche Canyon area, showing Box Springs and Leamore Canyon Park. A video player is overlaid on the map, featuring a video of Lauren O'Neil and Derrick O'Neil. The video title is "The Black Family on the Lake".

"The Black Family on the Lake"

Community consists of the people who live around you and also of the people you choose to bring around you. From a young age, Lauren O'Neil had a strong understanding of community thanks to her parents.

Lauren O'Neil

Derrick O'Neil

"And you would see we were like the Black family on the lake, you know, like and it was like that was like for us part of our community."

Lauren & Derrick are proud of the sense of community their parents fostered in Moreno Valley.



"They questioned and searched customers and ran warrant checks."

Poorly justified police raids undermined Black entrepreneurs in 2008, undermining their long standing businesses including the famed Ray's Barber Shop, and disrespecting cultural safe spaces and pillars of unity within the city's Black community.



Data Collection and Validation

Determining Authority

- ❑ Who are the leaders in reporting around this topic?
- ❑ How long have they been publishing data in this field of interest?
- ❑ Who financially supports their research and publications?
- ❑ What, if any, narrative are they looking to push?

Understanding Provenance

- Larger, more diverse respondent pools are more representative.
- Verify data across different sources and check for peer reviews.
- Match data with community experiences; discrepancies might mean more data is needed.
- Be open to surprises and ready to explore further.

Resources Cheat Sheet!

Some data sources are better than others - touching bubbles indicates source overlap.

Other Sources

- Local Community Foundation Org Lists
- Muckrock (FOIA Repository)
- Tableau (Pre-published Visualizations)
- Our World in Data
- Amazon Web Services Open Data Portal

Economic

- bls.gov
- commerce.gov
- BU Library Guides
- aeaweb.org
- bea.gov
- data.worldbank.org
- nber.org

Educational

- nces.ed.gov
- Civil rights - ocrdata.ed.gov
- Diversity Data Kids
- Harvard Library Guides
- Greatschools.org
- cpsr.umich.edu (University Level)

Population (Disaggregated)

- data.census.gov
- Pew Research Center
- Living Atlas of the World (Geospatial)
- CommunityCommons.org
- Urban Institute
- National Equity Atlas
- RaceCounts.org
- Black Wealth Center
- American Council on Education

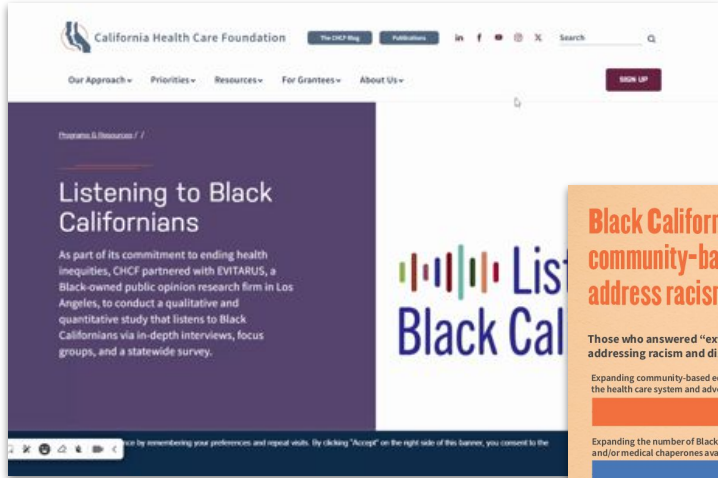
Health

- State/County/City Dept of Public Health Website
- CDC & HealthData.gov
- Healthy People 2023
- IPUMS
- BRFSS
- Johns Hopkins Library Guides
- USDA Food Data Central

Environmental

- epa.gov
- Yale Library Guides
- Climate TRACE
- Data Is Plural
- Right to Know Network

Case Study: Connecting Audiences w/ Data



Listening to the community's needs, priorities, and ideas.



Building trust through consistent and transparent communication.



Creating community resources using culturally relevant communication methods and languages.

Tools and platforms for creating visualizations



The Data Visualization Catalogue - Start here for a breakdown of what types of charts exist, data needs, and how audiences understand them.



Datawrapper - Built for storytellers to enrich their narratives. Fewer custom options = lower barrier to entry = quicker publication and updates.



Flourish - Easily turn your data into interactive charts, maps and stories within a theme. Data needs to be pre-formatted then exported to view.



PowerBI - Mainly used for internal data comms, more orgs are using this tool for dashboarding and visual communication with stakeholders.



Canva - Free-to-use online graphic design tool. Use it to create docs, social media posts and presentations. Integrates Flourish's interactives.



Tableau Public - "Flourish+" - Build more robust dashboards, connect to evolving datasets, added customizations. Much higher learning curve.



ArcGIS Online - At cost, click-to-edit mapping and geospatial tool builder for organizations without an experienced web developer.



Adobe Express - Similar to Canva but with more options/integrates with their other programs. Great for teams with a busy Graphics Person.

Check us out!

- MappingBlackCA.com
- California Black-Led Orgs Database: bit.ly/dahubblo
- Combating Racism as a Public Health Crisis: combatingracism.com
- Black Voice News: <https://blackvoicenews.com/>

An accountability tool centralizing the oversight of monitoring, analysis, and reporting on the progression of commitments

This dashboard allows individuals to view cities, counties, and other governing organizations that have made a declaration about racism as a public health crisis.



California



Diversity of Population: 48.7%

A majority-minority state, California is the second-most diverse state in the nation, just behind Hawaii.



PDC Voter Participation Rate: 54.8%

As a result of systemic barriers, people of color are 17% less likely than white people to turn out to vote in presidential and midterm elections.



Diversity of Elected Officials: 9 per 100,000

On average, there is 1 elected official of color per 100,000 people compared to 9 white elected officials per 100,000 people.



Use of Force Incidents: 3.4 per 100,000

3 or 10,000 Black dollars and 3 or 100,000 white dollars will be harmed in comparison with police compared to 1 or 100,000 white dollars.

California

Indicators

In order to measure the community conditions that impact wellbeing, we have combined 25 community characteristics, like access to healthcare, affordable housing, and more into four sub-indices and a single overall comparative rank. The higher the rank, the less vulnerable the community.

Demographics Income Education Health Housing COVID-19