



Equitable Data Practice in Understanding the Lived Experience

Seam Social Labs.



Agenda

- Introductions + Takeaways
- Our Why → Equitable Data
- Our How → Methods of Gathering Equitable Data
- Our What → I've got my data, now what?

Hi, I'm Tiasia!



Tiasia O'Brien - she/hers

M.A Sociology, The New School

Advanced Diploma in Business Intelligence, NYU

B.A. Communications, Adelphi University

🧑🏽💻 Founder. Researcher. Advocate.

☐ 🎵 Lover of punk. Believer in equity.

☐ 🌈 Intersectional AF.

I'm a social scientist obsessed with empirical research methods, inductive methodology, and civic innovations.



•S.EAM •S.SOCIAL LABS

DATA BEYOND NUMBERS.

**Mission: Empower
community voices.**



Key Takeaways

- Understanding the incredible power of the lived experience:

Key Takeaways

- Understanding the incredible power of the lived experience:
 - Narratives
 - Stories
 - Feedback

Key Takeaways

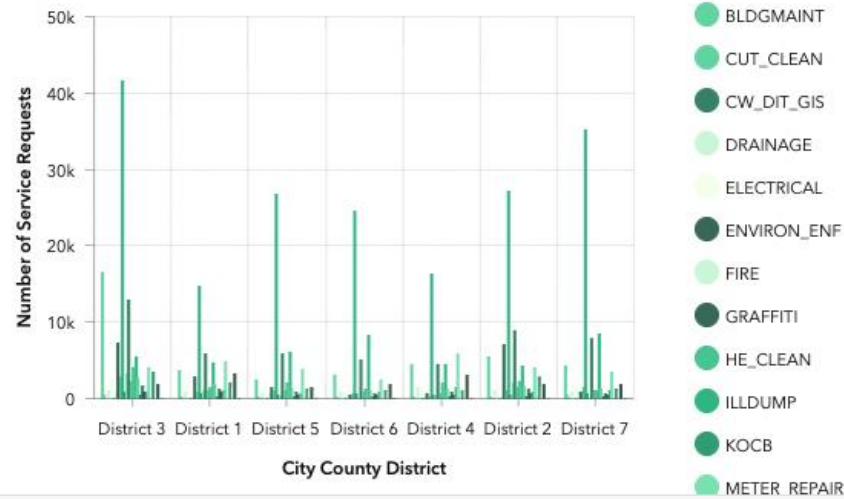
- Understanding the incredible power of the lived experience:
 - Narratives
 - Stories
 - Feedback
- Consider methods to gather stories as data points

Key Takeaways

- Understanding the incredible power of the lived experience:
 - Narratives
 - Stories
 - Feedback
- Consider methods to gather stories as data points
- **Putting this data to use for action!**

What are some of the key data sources your team uses to make decisions?

Number of Service Requests by District and Request Type





[Our Why]



On a scale from 1-10...



On a scale from 1-10..



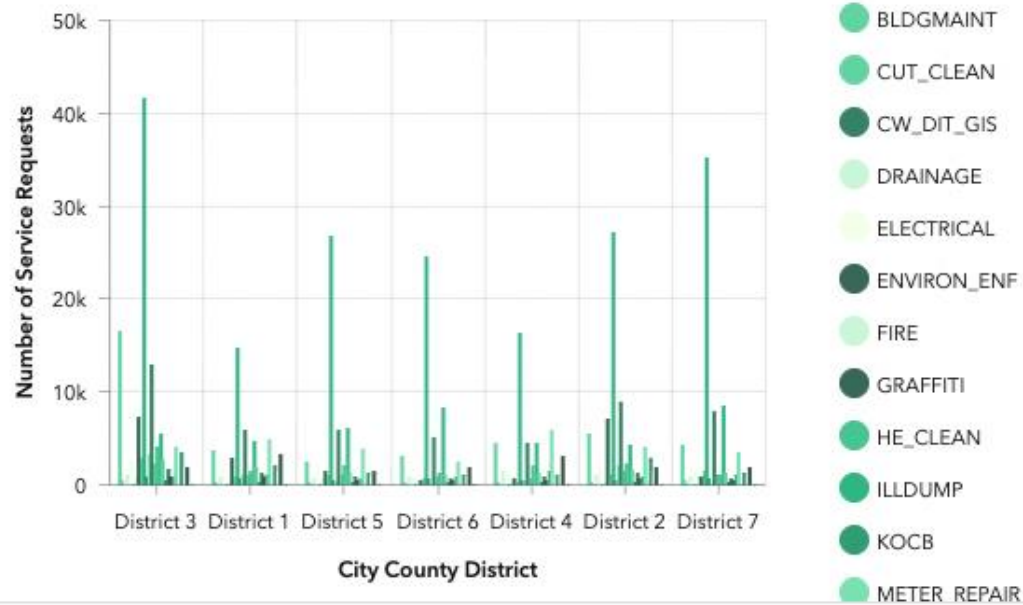


**Anything else you
want to add?**

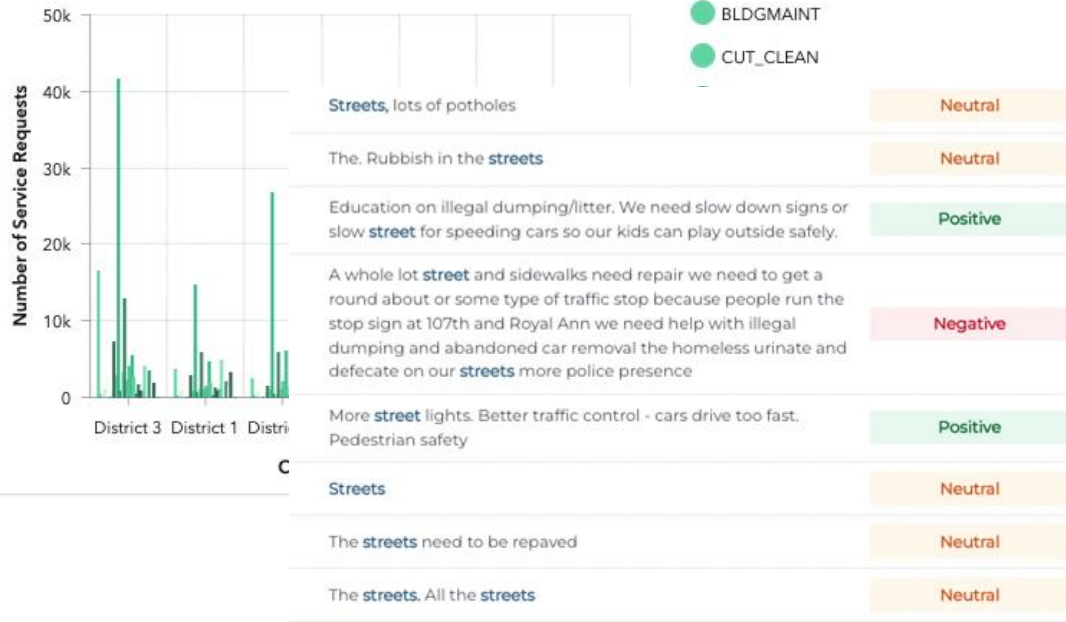
We seek community feedback as a way to help us make decisions in...

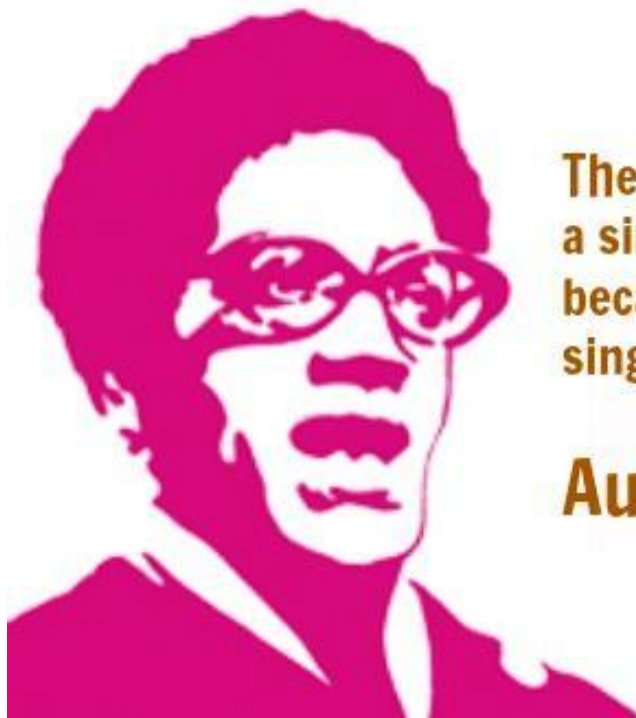
- Policy
- Planning
- Budget
- Service Delivery
- Programming
- etc.

Number of Service Requests by District and Request Type



Number of Service Requests by District and Request Type





**There is no such thing as
a single-issue struggle
because we do not live
single-issue lives.**

Audre Lorde

People. The Answer is People.



Data on the lived experience and generational knowledge is **CRITICAL**.





[Our How]



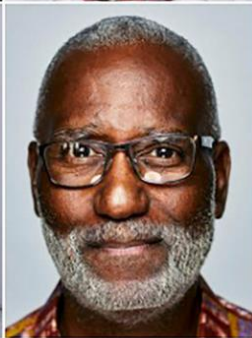
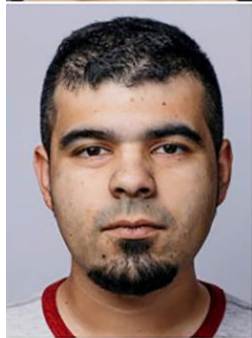
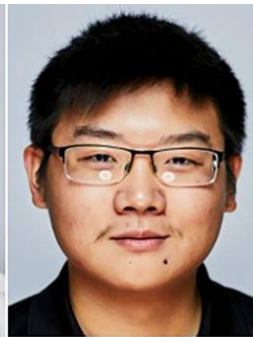
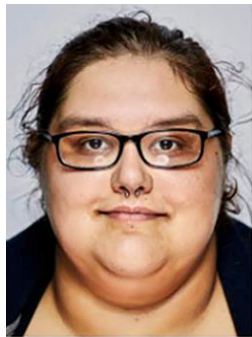
CITY AND RURAL POPULATION.
1890.

78,699 NEGROES IN CITIES
OF OVER 10,000 INHABITANTS

8,025 NEGROES IN CITIES
FROM 5,000 TO 10,000

27,699
NEGROES
IN CITIES
FROM
2,500 TO 5,000







Bringing Context to the Forefront.

Goal: Build descriptive data into your work!

Create a plan of action for engagement



- 1.Mission Check:** Understand people
- 2.Work Check:** Understand Impact
- 3.Use Engagement:** Your Tool for Public Trust
- 4.Your Data Story:** Your Tool for Fostering Impact & Rewriting History

-
- Who do you define as the community your serve?
 - Is everyone on your team clear with who your community is?
 - Does everyone on your team understand why your mission serves this community?

- Is the data we gathered shared with the public? Why or why not?
- How can we share information we learn with the community we serve?
- How do we use our data to tell an honest story of the outcomes of our work?

Use Engagement: Tool for Storytelling



- What can a full cycle of accessible engagement look like?
- How do you report your work and outcomes to communities?
- How do you address their needs, whether they were met or not?



social security net
digital services
environmental/ infrastructure
transit
workforce options
housing
education

IMPROVE THE CIVIC EXPERIENCE FOR

**Understand
civic
experience
through
public
engagement**

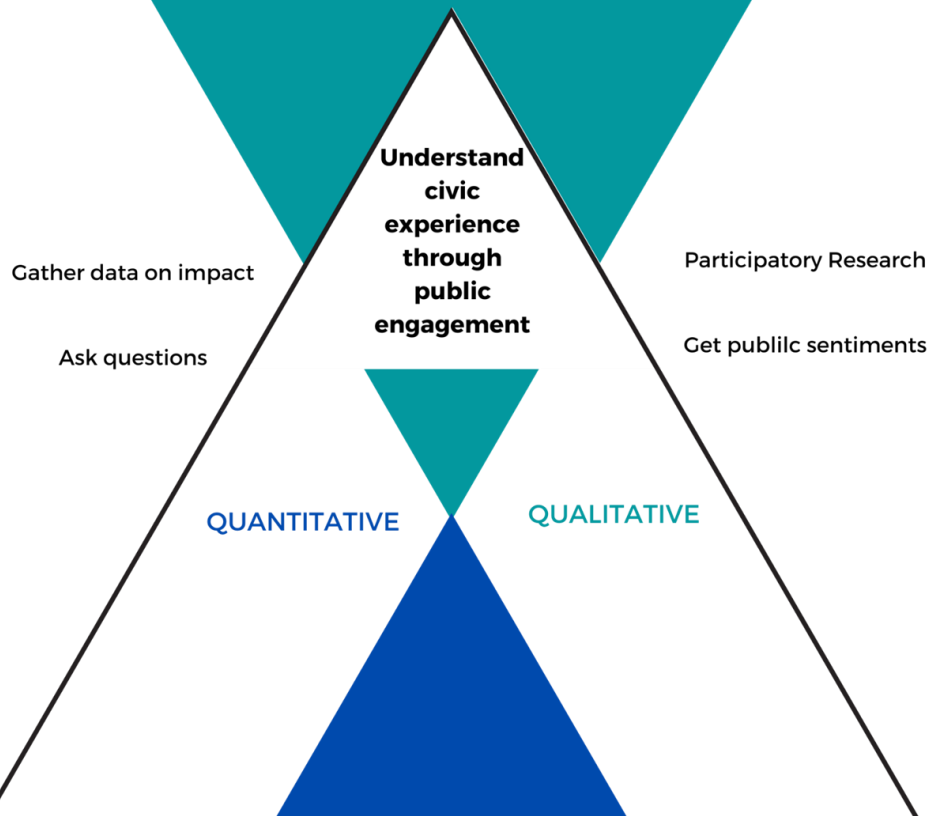
Ask Questions

Get public sentiment

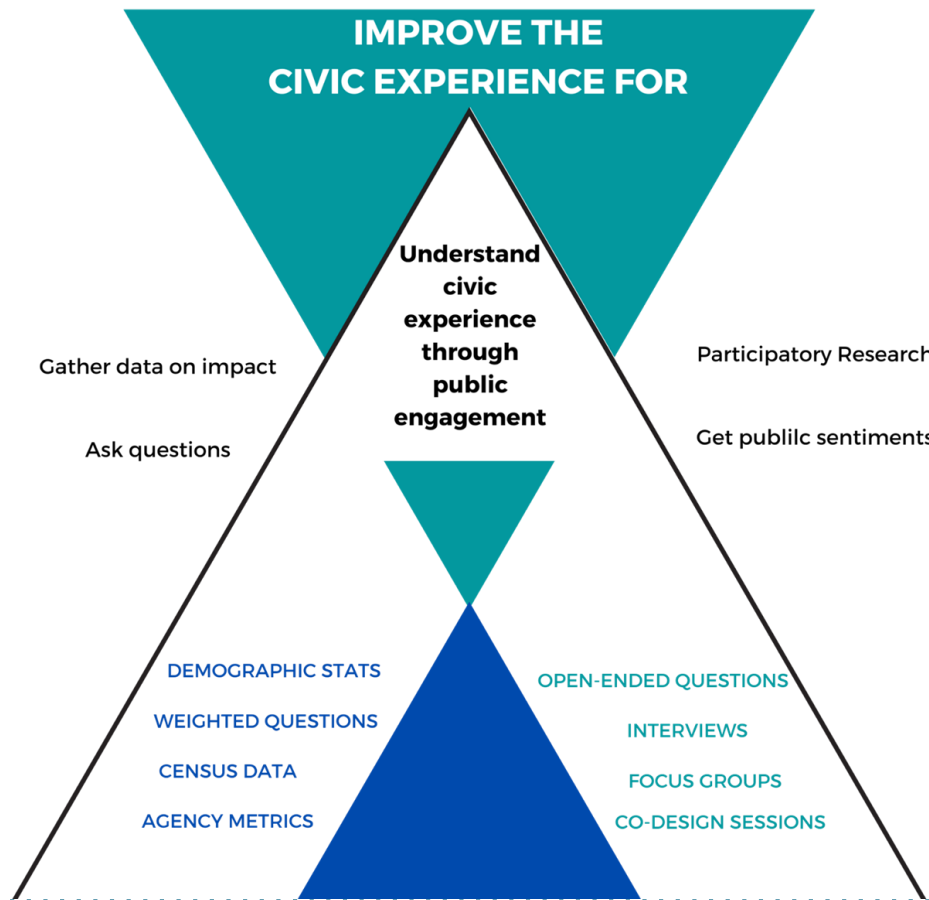
Participatory Research

Co-design solutions

IMPROVE THE CIVIC EXPERIENCE FOR







**IMPROVE THE
CIVIC EXPERIENCE FOR**

**Understand
civic
experience
through
public
engagement**

**MIXED
METHODS**

Methods for Gathering Data



Surveys



Interviews



Community Convoos
& Committees



Emails



Gamified Experiences



Virtual Meetings



[Our What]





Mapping a solution from lived
experience.

Congestion pricing will punish the poor, create a ton of bureaucratic admin work and doesn't fix the problem, which is a lack of investment in transit. We will never have good transit if we don't tax rich people and corporations.

Negative

I think **congestion pricing** will punish poor people and the means testing will be a huge admin load

Negative

If a medical facility (CPMC, UCSF, etc) is within the boundary area, that should be excluded somehow. **Congestion pricing** should not apply to essential hospital visits, no matter what your income level.

Negative

Pricing for all income levels should start out lower, and step up slowly (annually?) to give drivers time to adjust driving habits and to see the impact of the **congestion pricing**. \$5/10 is too high for a starting point

Negative

There should be a disabilities category associated with lower **incomes**. Also all of these fees are too high.

Negative

Again, too high. Also, \$0 doesn't really count as a fee. Wouldn't that bring just as many low **income** folks into the area as before? If the idea is to reduce congestion, there needs to be some fee for everyone

Neutral

no one. use congestion pricing to fund lower bart and other transit fares for **low-income** folk

Negative

raise fee for higher **income** drivers

Neutral

The low **income** for sure.

Positive

Too expensive for very low **income** drivers.

Neutral

Good, but very low **income** drivers should probably pay some nominal fee like \$1

Positive

The fee should go back to the residents for living in such a crappy city: What's the difference between very low, low, and higher **income**? How are you measuring this? There's not nearly enough information, and the city already gets so much money in taxes and mishandles that. I really don't think this is warranted.

Negative

Understanding Lived Experiences



Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

The diagram is a large rectangle divided into seven numbered sections around a central profile of a person's head. A red jagged starburst shape is drawn over the head. The sections are:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second hand?
- 7 What do they THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
What other thoughts and feelings might motivate their behavior?

GOAL

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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Designing the Solution



Design Ops Canvas BETA

Designed for:

Designed by:

Date:

Version:

What do we do?

What is the value we provide?
What does "good" look like?
What is our process and/or operating rhythm?
What methods and tools do we use?
What are our inputs and outputs?
How do we work together?

Who are we?



Teammates

Who are we looking for?
How do we recruit people?
How do we develop our people?
How do we retain people?

Stakeholders

Who are our most valuable partners?
What makes them successful?
What obstacles stand in their way?
How do we work with them?

Support

What support and resources do we need?

How do we communicate?

How do we communicate internally, within our teams?
How do we communicate externally, with other stakeholders?
How do we educate and evangelize?
How do we give and get feedback?
How do we share our knowledge and new learnings?

What constrains us?

What regulatory, security, or other realities constrain what is possible?
How do we manage conflicts and tradeoffs?
How do we manage risk?

How are we structured?

Balance

How do we balance autonomy and the common good?

Autonomy

The freedom and independence we need to do great work.

Common good

The things we need to do consistently in order to work well together.

BALANCE

Management

What is our mission?
How do we set goals?
How do we track and measure success?
How are we structured?
Who is responsible for what?

What else?

What else should we be thinking about?



Use data for policy + program
outcomes.

Congestion Pricing Survey Results Summary

Congestion pricing entails charging a fee to drive downtown during busy hours. A survey launched on the co:census platform in August 2020 aimed to get public feedback on how to implement congestion pricing in downtown San Francisco, including who should be prioritized to receive discounts on the fee associated with driving in the high-congestion areas, and where program revenue should go. The summary you see below shows high-level takeaways from some of the survey questions, and number of responses by zip code. Filter the map and priority discount groups by respondent sentiments, or use the Response Explorer above to see more detail in what respondents shared.

Respondent Overview



297
Total
Survey
Respondents

260

Travelled downtown
regularly before
shelter in place



197

Regularly walked,
biked, or took public
transit downtown



133

Regularly drove or
took rideshares
downtown

Overall Sentiment

Click circles to filter the dashboard

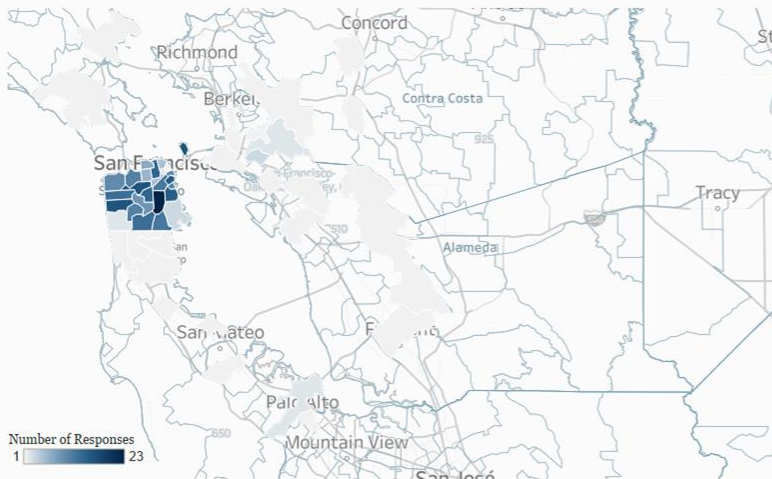
Negative
70

Neutral
192

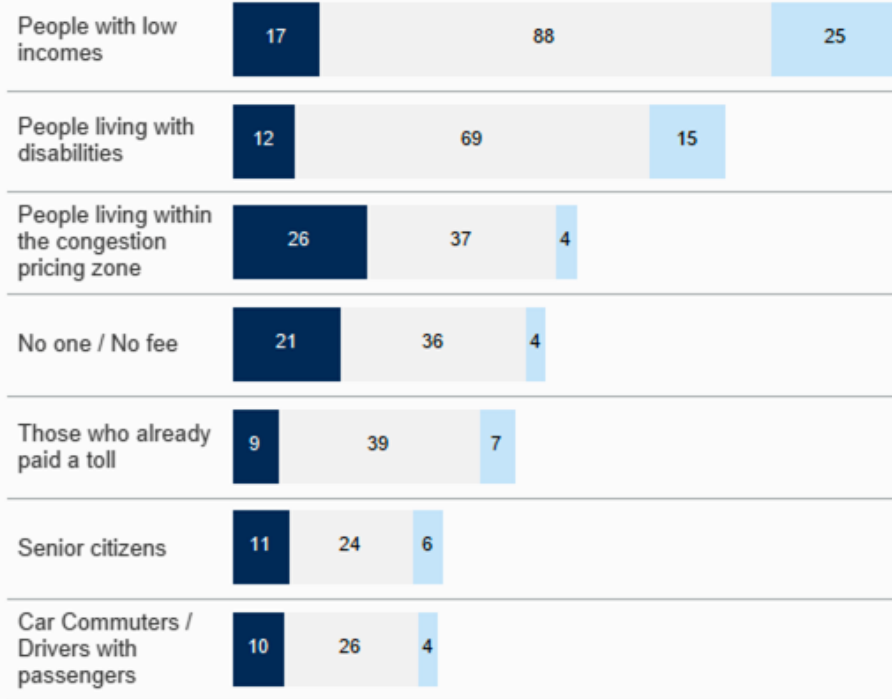
Positive
35

Survey Responses by ZIP Code

Hover for Details



Groups that Should Be Prioritized to Receive Fee Discounts





[Key Takeaways]

[What we learned]

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Questions?



Interested in continuing your learning?

[Sign up for co:lab.](#)

THANK YOU

