

Summary of Equity Analysis Rubric:

The rubric uses three measures: *Breadth*, *Depth* and *Equity Preference*. Scoring on these measures will result in a maximum score of 11 on the equity rubric.

- **Breadth of Impact** is measured on a 1-5 scale. The breadth score considers the likelihood that residents and or City Staff who are group members of historically underserved communities, will be positively impacted by implementation of the proposal.
- **Depth of Impact** is measured on a 1-5 scale. The depth score considers how significantly impactful the project will likely be on the individual or family; essentially answering the question: *How much will quality of life be improved?* Indicators of quality of life are wealth, employment, the environment, physical and mental health, education, recreation, social belonging, and safety. Depth of Impact can also be measured by the degree of alignment with the GARE Racial Equity Scorecard Metrics¹: Youth Success and Education, Jobs/ Economic Justice, Housing, Criminal Justice, and Commitment to Achieving Racial Equity.
- **Equity Preference** is measured on a 0-1 scale. The equity preference score considers whether the outcomes of the project are targeted toward disproportionately impacted communities, which is in alignment with the overall goals of ARPA.

Equity Analysis Scoring

Project Title: Hyattsville Business Advertising Campaign and Business Directory

Breadth Score: 2

Depth Score: 3

Equity Preference Score: 0

Total Score: 5

Equity Officer Comments:

Recommendations on strategies for advancing equity:

- Reflect on ways to enhance equity by considering: *How can the city take measures address gaps in accesses for business owners who have historically faced barriers to participation (MWB)*.
- Inclusive and accessible outreach and public engagement is especially important in the implementation of this proposal.
- This initiative has the potential to yield a significant pro-equity impact on social belonging when diversity in racial, linguistic and cultural representation is prioritized in branding and communications
