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National Equity Atlas Further Democratizes Data with Launch of Racial Equity Data Lab

Racial Equity Data Lab launches to equip equity advocates with new data tools to shape policy in their communities and address deeply embedded racial inequities across our nation.

OAKLAND, Calif. — The [National Equity Atlas](#), America’s most detailed report card on racial and economic equity, is a game-changing platform that undergirds the most vital efforts to redesign our nation. Produced by a partnership between PolicyLink and the USC Equity Research Institute, the Atlas democratizes data by putting it into the toolboxes of every equity advocate and policymaker. Today, the Atlas makes a huge advance in further democratizing data with the launch of the [Racial Equity Data Lab](#).

The Racial Equity Data Lab is a space where Atlas users can build custom Atlas-powered data visualizations - from unique data displays to fact sheets to interactive data dashboards. By providing these new data creation tools, the Lab aims to bridge the gap between data and the people it represents. Every person in our country, especially the 100 million people experiencing persistent economic inequity, should have easy access to the data that drives decision-making about their lives and communities. The Lab is built on the premise that we all have the power and the right to advocate for the lives we deserve, and access to policy-shaping data is critical to effective advocacy.

“We built the Lab to equip grassroots leaders with new data tools to power their equity campaigns,” said Sarah Treuhaft, vice president of research at PolicyLink. “When community leaders can combine their firsthand knowledge of equity issues with the population-level data provided by the Atlas, they become stronger champions for policies that serve their communities and advance racial equity.”

“Equity Atlas data has been an invaluable asset to understand how our Black, Latinx, and immigrant residents were disproportionately at a much higher risk of eviction,” explains Héctor Malvido, the policy manager at Ensuring Opportunity in the Bay Area’s Contra Costa County. “Through our advocacy and with the data in hand, we were able to successfully pass and extend a countywide eviction moratorium, secure funding for tenant legal services, and install protections against rent increases and late fees.”

Powered by a partnership with [Tableau Foundation](#), the Racial Equity Data Lab is free to all and structured to move users at all levels of familiarity with data through the steps necessary to customize dashboards and fact sheets with the data they most need. The Lab has everything one needs to tell their community’s equity story using Atlas data: ready-to-use datasets, data visualization basics, and a step-by-step guide to get you started.

“The Racial Equity Data Lab will help bring the power of visual analytics to communities around the country fighting for racial justice,” said Channing Nesbitt, Co-Lead of Tableau Foundation’s Racial Justice Data Initiative. “It’s important that this type of data becomes more accessible in order to create action and change.”

Guided by a core mission of meeting the expressed needs of equity advocates, the Racial Equity Data Lab is partnering with [Service Employees International Union](#) (SEIU) at launch to leverage data to support advocacy efforts like the [Fight for \\$15](#). The Lab’s starter visualization shows that in Dallas, for example, fewer workers earn at least \$15 now than in 1980, due entirely to racial inequities in access to this basic minimum wage. Having ready access to these insights opens up new possibilities for community-centered decision-making by equipping organizations, regardless of resources, with compelling data to back the campaigns and strategies they know to be best for their communities.

To learn the ins and outs of this exciting new tool, [join us on today, May 6th](#), at 12:00pm Pacific / 3:00 Eastern for an in-depth webinar where we’ll share more about the Lab, how we’re using it to support equity campaigns, and how to create custom data visualizations for your community. Knowing the webinar will leave users wanting more, we’re happy to announce a follow-up three-part webinar series that teaches participants how to create their own \$15/hour data visualizations and fact sheets using Tableau Public and Atlas data. [Register for our launch webinar](#) today to begin your journey with the Racial Equity Data Lab.

Learn more about the Racial Equity Data Lab at <https://nationalequityatlas.org/lab>.

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The National Equity Atlas is produced through a partnership between PolicyLink and the USC Equity Research Institute.

About PolicyLink

PolicyLink is a national research and action institute advancing racial and economic equity by Lifting Up What Works®. For more information, visit www.policylink.org.

About Equity Research Institute

The USC Dornsife Equity Research Institute seeks to use data and analysis to contribute to a more powerful, well-resourced, intersectional, and intersectoral movement for equity. For more information, visit <https://dornsife.usc.edu/eri>.