



MEMORANDUM FOR THE CONTRA COSTA BOARD OF SUPERVISORS

From: Dr. Kerby Lynch, Director of Research and Facilitation, Ceres Policy Research

Date: April 7, 2025

Subject: Leveraging GIS to Advance Place-Based Planning for Black Wellness in Contra Costa County

Overview

As part of the African American Holistic Wellness & Resource Hub (AAHWRH) initiative, Ceres Policy Research partnered with RomoGIS to develop an interactive map that applies a place-based approach to racial equity, service planning, and wellness infrastructure in Contra Costa County. This tool helps visualize the geographic distribution of Black residents alongside key health access indicators, using 2023 ACS 5-Year Estimates and County Health Center data.

View the live map here: [TINYURL.COM/ROMOCERESHUBMAP](https://romogis.maps.arcgis.com/apps/webappviewer/index.html?id=0811e7388151446fa9212a00313cc0cf)

<https://romogis.maps.arcgis.com/apps/webappviewer/index.html?id=0811e7388151446fa9212a00313cc0cf>

Purpose of the Map

This tool uses place-based data to support more informed decisions about where and how to invest in Black wellness infrastructure across Contra Costa County. It provides users—whether planners, community members, or County departments—with an interactive way to:

- Identify concentrations of Black residents by census tract
- View County Health Centers (red dots) and their surrounding one- and three-mile service areas
- Explore key indicators related to health equity and economic stress, including:
 - Percentage of residents without health insurance
 - Percentage of households spending 30% or more of income on rent or mortgage
 - Percentage of residents without a high school diploma
 - Median household income

Using the map's layer toggle feature, users can switch between data sets to understand patterns of disparity and target outreach, mobile services, and funding more effectively.

Strategic Use

This tool supports efforts to:

- Mobile Hub Planning – Identify high-need areas for pop-ups and outreach teams

- Phase 1–3 Deployment Strategy – Align services with locations where community needs are most concentrated
- Funding Justification – Provide visual data to support grant applications and resource allocation
- Community Education – Communicate patterns of disparity in public meetings, town halls, and outreach materials

The map is publicly accessible and interactive. Users can toggle between layers using the widget tool, with only one data layer displayed at a time for clarity. The default view highlights the percentage of Black residents without health insurance—aligned with AAHWRH’s focus on health access. Other layers include education levels, rent burden, and income, which offer a deeper look at structural inequities.

This mapping tool helps identify where resources are most needed and where investments can make the greatest impact. It supports planning efforts by making visible the geographic distribution of Black residents and the overlapping barriers they face—such as unaffordable housing, lack of coverage, and income inequality. It also provides a clear framework for deploying mobile services, locating satellite hubs, and advocating for place-based policy solutions that respond to real community conditions.

About RomoGIS

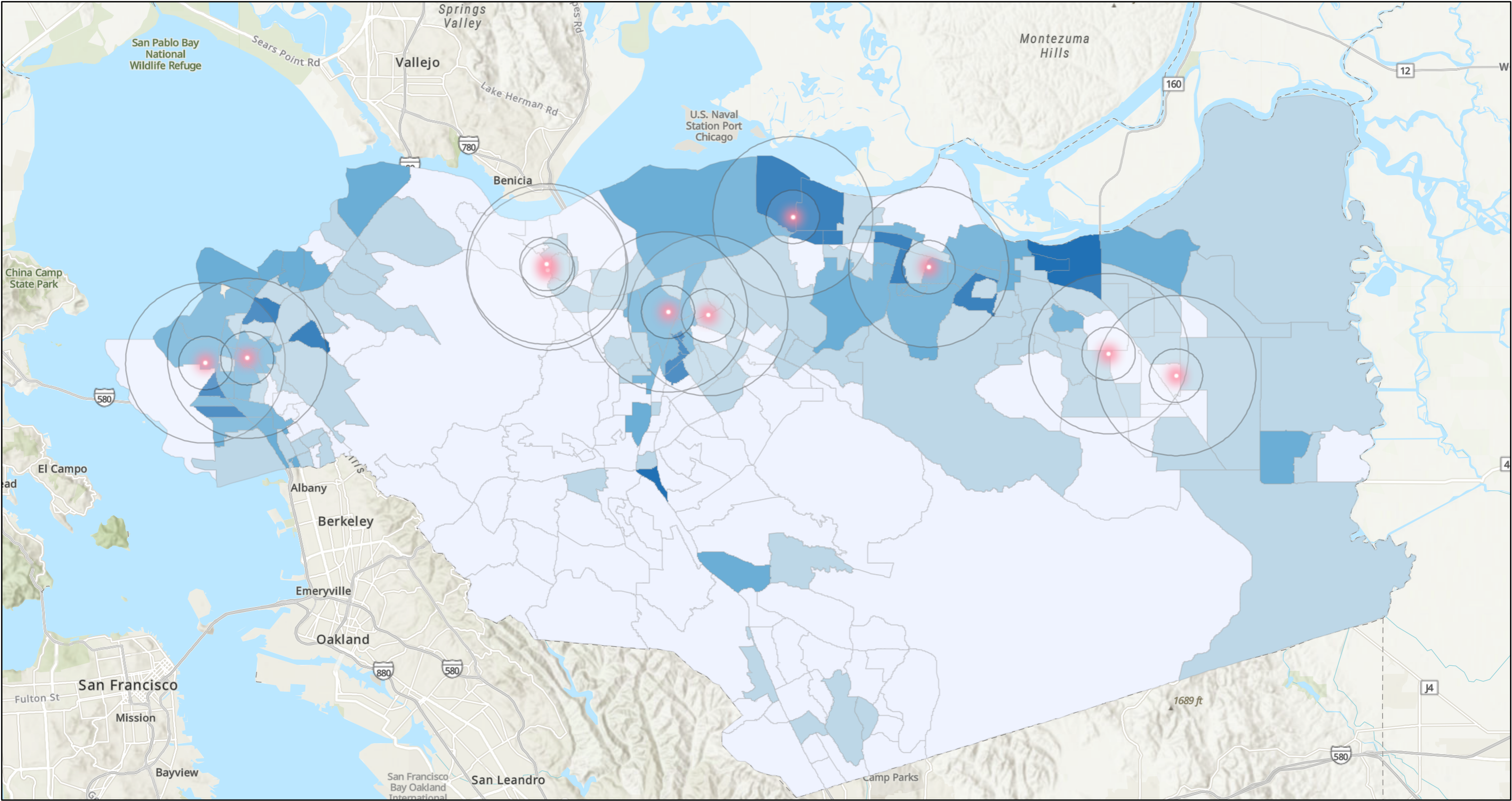
RomoGIS uses Geographic Information Systems (GIS) to promote social change and community transformation. Through their GIS for Good initiative, they are building the next generation of geospatial equity leaders and supporting equity-focused partnerships across sectors.

- Website: www.romogis.com
- Email: contact@romogis.com

Data Sources

- Health Center Locations: <https://www.cchealth.org/get-care/healthcare-locations/health-centers>
- Demographic Layers: 2023 American Community Survey (ACS) 5-Year Estimates

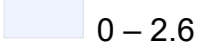


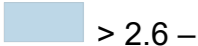



Contra Costa Demographic & Health Locations

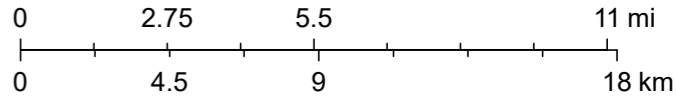


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Percent of Population No Health Coverage

	0 – 2.6		> 11.9 – 20.7		Contra Costa Health Locations
	> 2.6 – 6.4		1 - 3 Mile Buffer Ring		
	> 6.4 – 11.9				



Esri, NASA, NGA, USGS, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community