



AGENDA OF THE EQUAL RIGHTS COMMISSION

THURSDAY, JUNE 8, 2023, 5:30 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

B. Roll Call.

C. Approval of the Agenda.

D. Approval of Minutes.

- I. Approval of the minutes from the May 11, 2023 Equal Rights Commission meeting.

E. Regular Business.

- I. For consideration with possible action on the Visibility Initiative Strategic Action Plan.

F. Informational.

- I. Update from Chair Tara Yang.

G. Adjournment.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Equal Right Commission meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.

Introduction

The Visibility Initiative Strategy was developed to ensure an equitable and comprehensive approach to educate the community about the purpose and initiatives of the Equal Rights Commission. It aims to encourage individual and community engagement through educational materials and vocally at community events.

The Strategic Outreach Plan includes the following:

1. The Commission's mission and vision
2. Goals and Objectives
3. Outreach, Engagement, and Activation Strategies

(The below sections 4 - 6 are not yet written into the draft)

4. Phases (to include task delegations)
5. Messaging (how to be united and present ourselves in solidarity)
6. Outreach and Engagement Activity Evaluation

Section 1: Mission and Vision

Purpose

The Commission shall (1) engage in a comprehensive and equitable community outreach strategy, ensuring to it's best that the public is informed about the existence of the Equal Rights Commission; (2) establish rapport with local organizations; (3) conduct themselves with integrity and fairness, fostering an inclusive and safe environment for community members to participate in the commission's activities.

Mission Statement

To ensure public awareness of the existence of the Equal Rights Commission by facilitating conversations, being present at community events, and engaging with partners to foster a sense of inclusivity and equity.

Vision Statement

Our vision is to actively engage the people of Green Bay, empowering them to voice their concerns and share valuable input in regards to discrimination. By providing a platform and acknowledging the lived experiences in the community, we aspire to create a city that truly embraces diversity.

Section 2: Goals

The overall goal of the Commission is to reach out to Green Bay residents, particularly individuals from the communities noted and protected under the Equal Rights Ordinance.

Specifically, the Commission's goals are:

Goal 1

We aim to raise awareness and promote understanding of the Equal Rights Commission's presence.

Goal 2

Ensure that we advance diversity, equity, and social justice of the protected groups of people under the Equal Rights Ordinance.

Goal 3

Through effective education, share adequate information about the Equal Rights Commission and ensure it is accessible to a wide range of Green Bay residents. Accessibility considerations include, but are not limited to:

- Technology and/or internet
- Understanding of the political system/political environment/disenfranchisement
- Not eligible to vote: Undocumented, formerly incarcerated, under 18 years old
- Incarcerated individuals
- Isolated/afraid to engage
- Transportation
- Limited technological or written literacy
- Mobile device accessible
- Cultural and/or Language
- Religion (including holidays & norms of engagement)
- Education level
- Disability

Goal 4

Continue to maintain and develop partnerships with the following groups of individuals:

- Geographically

- o Villages/Towns
- o Downtown Green Bay, West side, East side
- Race/Ethnicity
- Residents both documented and undocumented

- Immigrant, Refugee, Native-born
- Economic
 - o Small business, big business, nonprofit, education
 - o Business owner, employers, employee, labor
 - o Local industries, industrial, agriculture
 - o Homeowners/renters
- LGBTQ+, self-identified gender
- Disability
- Age: Youth (16-24), adults (25 to 64), seniors (65+)
- Native English Speakers and Limited English Proficiency

Goal 5

Build trust, encourage participation, and ensure that all individuals are aware of their rights and the resources available to them through the Equal Rights Ordinance.

Section 3: Outreach, Engagement, and Activation Strategies

In general, the strategy is to inform Green Bay residents about the importance of the Equal Rights Commission and encourage them to participate in the commission's public hearings and city programs and processes.

Infrastructure - The Commission has created a high level infrastructure for outreach and engagement activities that will allow the Commission to maximize its outreach efforts and target their efforts towards hard-to-reach populations. City staff, with Commissioners, will continue to build the ground level foundation to ensure that we are able to coordinate outreach activities.

Identify Target Audiences:

- Local community members, including marginalized and underrepresented groups.
- Local organizations, advocacy groups, and community leaders.
- Educational institutions, including schools and universities.
- Media outlets, both traditional and digital platforms.

Develop Outreach Channels and Tactics:

- Create an informative and user-friendly Commission website, featuring resources, FAQs, and contact information.
- Establish social media accounts to share updates, educational content, and engage with the community.
- Collaborate with local organizations and community leaders to host town hall meetings, workshops, and seminars.
- Participate in local events, fairs, and festivals to reach a wider audience.
- Develop partnerships with local schools and universities to conduct educational presentations and workshops.
- Produce informative brochures, pamphlets, and flyers about the Commission's services and rights.
- Engage with local media outlets to share press releases, organize interviews, and publish articles.
- Participate in local podcasts and media outlets to share ERC's mission.

Implement or Participate in Engagement Initiatives:

- Organize and/or collaborate in the development of public forums and listening sessions to provide platforms for community members to voice their concerns and share experiences.
- Launch targeted campaigns to raise awareness about specific rights and issues affecting the community.
- Facilitate workshops and training sessions on topics related to equal rights and advocacy.
- Offer online webinars and live Q&A sessions to make information accessible to a broader audience.
- Encourage community feedback through surveys, online forms, and public comment periods.
- Host "open house" event for the Equal Rights Commission.

Measure Impact and Adjust:

- Monitor website traffic, social media engagement, and event participation to gauge outreach effectiveness.
- Collect and analyze feedback from the community through surveys and feedback mechanisms.
- Continuously evaluate and refine outreach strategies based on community needs and response.
- Seek input from community stakeholders and partners to improve outreach efforts.

DRAFT Green Bay Equal Rights Commission
Visibility Initiative Strategy

- Stay updated on emerging trends and technologies to adapt outreach methods accordingly.

Collaboration and Partnerships:

- Collaborate with other local government departments and agencies to amplify outreach efforts.
- Build partnerships with community organizations, nonprofits, and advocacy groups to leverage their networks and resources.
- Engage with schools, universities, and educational institutions to integrate equal rights education into curricula and activities.
- Partner with local organizations to host a series of proclamations.

TO BE CONTINUED...