



AGENDA OF THE EQUAL RIGHTS COMMISSION

THURSDAY, JULY 13, 2023, 5:00 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

1. Join Zoom Meeting Online:

<https://us06web.zoom.us/j/87139363656?pwd=MHRlU1VyY3dmd2x6eHhsN0x3Ry9yZz09>

Or call in by phone: +1 312 626 6799

Meeting ID: 871 3936 3656

Passcode: 182212

If you wish to speak at this public meeting or leave a comment, please fill out the online [Comment Form](#) prior to the meeting. More detailed [Zoom Instructions](#) can be found online.

B. Roll Call.

C. Approval of the Agenda.

D. Approval of Minutes.

1. Approval of the minutes from the June 8, 2023 Equal Rights Commission meeting.

E. Regular Business.

1. For consideration with possible action on the Visibility Initiative Strategic Action Plan held from the June 8, 2023 Equal Rights Commission meeting.

F. Informational.

1. Update on the City submitting information to the Human Rights Campaign for the Municipal Equality Index.
2. 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.



Report to the
Equal Rights Commission
of the City of Green Bay

MEETING DATE

July 13, 2023

AGENDA ITEM # E.I

For consideration with possible action on the Visibility Initiative Strategic Action Plan held from the June 8, 2023 Equal Rights Commission meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. ERC Visibility Strategic Plan



DRAFT GREEN BAY EQUAL RIGHTS COMMISSION VISIBILITY STRATEGY INITIATIVE

Revised July 12, 2023

Table of Contents

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. Messaging (how to be united and present ourselves in solidarity)
4. Infrastructure, Target Audience, Outreach Methods and Strategies
5. Evaluation Method
6. Phases (to include task delegations)
7. Timeline

Section 1: Mission and Vision

Purpose

The Commission shall (1) engage in a comprehensive and equitable community outreach strategy, ensuring to its 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

- Villages/Towns

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Visibility Initiative Strategy

- 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: Messaging

Section 4: Infrastructure, Target Audience, Outreach Methods and Strategies

In general, the strategy is to inform Green Bay residents about the importance of the Equal Rights Commission (ERC) and encourage them to participate in the commission's public hearings and city programs and processes. The ERC will develop outreach channels and tactics, implement and participate in engagement activities, and measure impact and adjust accordingly.

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

Outreach Methods and Strategies

Outreach Method	Strategy	Degree of Effort
Social Media	• Establish a social media presence to share updates, educational content, and engage with the community.	Low
Media Outlets (Traditional/Non-Traditional)	• Participate in local traditional and non-traditional media to share ERC's mission (podcasts, email, newsletters, magazines, radio, etc.).	Medium
	• Produce informative brochures, pamphlets, and flyers about the ERC services and ordinance.	Low

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	Engage with local news outlets to share press releases, organize interviews, and publish articles.	Medium
Website/ Webpage	Create an informative and user-friendly ERC website/webpage, featuring resources, FAQs, and contact information.	Medium
Forum(s)	Collaborate with local organizations and community leaders to host town hall meetings, workshops, and seminars.	High
	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.	High
	Facilitate workshops and training sessions on topics related to equal rights and advocacy.	High
	Offer online webinars and live Q&A sessions to make information accessible to a broader audience.	High
	Host “open house” event for the Equal Rights Commission.	Medium
Education/ Schools	Develop partnerships with local schools and universities to conduct educational presentations and workshops.	Medium
	Engage with schools, universities, and educational institutions to integrate equal rights education into curricula and activities.	High
Other Local Government	Collaborate with other local government departments and agencies to amplify outreach efforts.	High
Community Events	Participate in local events, fairs, and festivals to reach a wider audience.	Medium
	Encourage community feedback through surveys, online forms, and public comment periods.	Medium

	• Stay updated on emerging events and technologies to adapt outreach methods accordingly.	Low
	• Collect and analyze feedback from the community through surveys and feedback mechanisms.	Medium
Local Organizations	• Build partnerships with community organizations, nonprofits, and advocacy groups to leverage their networks and resources.	High
	• Seek input from community stakeholders and partners to improve outreach efforts.	Medium
	• Partner with local organizations to host a series of proclamations.	High

Section 5: Evaluation Method

Section 6: Outreach Phase Plan (Example)

Phase 1: Internal Updates

Method	Activity
Website	- Update Commissioner Biographie
	- Update current initiatives
	- Add social media link/info
	- Add discrimination processes and links
	- Add other helpful tools/resource links
Email	- Update Commissioner email signatures
	- Add city logo in email signatures
Business Cards	- Print business cards for Commissioners

Phase 2: Create Evaluation Document

Method	Activity

Phase 3: Formal ERC Introduction to Public

Method	Activity
Social Media	- Take an ERC group photo
	- Post the photo of the Commissioners and share an introduction about the ERC on Facebook
	- Invite public to share events, news, and information with ERC through the ERC contact information on the website
	- Share the link to the updated ERC website and encourage site visit

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Email	- Send emails to local partners and organizations to share the news of the updated website and share information about the ERC and it's ordinance
News Outlets	- Pitch to news stations about our visibility initiative

Phase 4: External Engagement

Method	Activity
Social Media	

Phase 5: Overall Evaluation and Report

Section 7: Timeline (Example)

Quarter 3 2023

July 2023				
Activity	Date	Method	Strategy	Staff Support
Update Website	7/24 - 7/28	Website	- Add Commissioner Biographies - Update current initiative - Add social media link - Add resource links	- Update website
Notify public of new ERC website/webpage	7/31	Social Media (Facebook)	- Post a photo of ERC members on Facebook (Green Bay Community Development FB?)	- Share photo of ERC members - Add webpage link in caption - Add Call to action (CTA) - Monitor engagement
		News Outlet	- Pitch to news stations about the ERC initiative and importance	- Draft a press release

August 2023				
Activity	Date	Method	Strategy	Staff Support

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September				
Activity	Date	Method	Strategy	Staff Support
Hispanic Heritage Month Festival	September 15, 2023 (example date)	Social Media	- Share a post about the heritage month and highlight the event - Add a link in the post with more information	- Create an engaging social media post (photo) - Add link in caption - Post 1 week prior to the event - Monitor engagement
		Website/ Webpage	Share a link to find more information about the event	-Update ERC web page with the event link
		Community Event	-Commissioners attend event -Select Commissioners speak	

TO BE CONTINUED...



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PREPARED BY

AGENDA ITEM # F.I

Update on the City submitting information to the Human Rights Campaign for the Municipal Equality Index.

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ATTACHMENTS

None