



AGENDA OF THE EQUAL RIGHTS COMMISSION

THURSDAY, SEPTEMBER 14, 2023, 5:30 PM

City Hall, Room 604 - The Harry Maier Room.

Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

- I. 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.

- I. Approval of the minutes from the August 17, 2023 Equal Rights Commission meeting.

E. Regular Business.

- I. INFORMATIONAL ONLY: Presentation from Tony Snell, Chair of the City of Milwaukee Equal Rights Commission
2. For consideration with possible action on the Visibility Initiative Strategic Action Plan that was held over from the August 17, 2023 Equal Rights Commission meeting.
3. For consideration with possible action on the initiative to install signage that has the City of Green Bay in the language of each culture represented in Green Bay that was held over from the August 17, 2023 Equal Rights Commission meeting.

F. Informational.

I. Chair update.

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

September 14, 2023

PREPARED BY

AGENDA ITEM # E.I

INFORMATIONAL ONLY: Presentation from Tony Snell, Chair of the City of Milwaukee Equal Rights Commission

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

September 14, 2023

AGENDA ITEM # E.2

For consideration with possible action on the Visibility Initiative Strategic Action Plan that was held over from the August 17, 2023 Equal Rights Commission meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. ERC Visibility Strategic Plan 9-14-23



DRAFT GREEN BAY EQUAL RIGHTS COMMISSION VISIBILITY STRATEGY INITIATIVE

Revised September 13th, 2023

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Executive Summary

The Visibility Initiative Strategy is a comprehensive plan developed by the Equal Rights Commission (ERC) to educate the community about the commission's purpose and initiatives.

Section 1: Purpose, Mission, and Vision - The purpose of the Visibility Initiative is to inform Green Bay residents about the existence of the Equal Rights Commission and Civil Rights Ordinance, encourage feedback and participation, and empower individuals.

Section 2: Goals - The ERC's overarching goals include raising awareness of the commission, advancing equity and social justice, ensuring accessibility to resources, building partnerships, and promoting individual rights through conversations, community events, and partnerships to promote inclusivity and equity.

Section 3: Engagement Guidelines and Messaging - The ERC commits to engaging respectfully, using proper pronouns, avoiding stereotypes, being mindful of language, and asking questions respectfully. They also acknowledge privilege, avoid defensive reactions, educate themselves, and apologize and learn from mistakes.

Section 4: Infrastructure, Target Audience, Outreach Methods and Strategies - The infrastructure is focused on planning, promotion, presence, and participation. The target audience includes local community members, organizations, and institutions. The various methods and strategies include social media, traditional and non-traditional media, informative materials, forums, and collaborations with local organizations.

Section 5: Outreach Phase Plan and Timeline - There are four outreach phases including internal updates, creation of evaluation and educational documents, ERC introduction to the public, and external engagement. The phases will be executed from September 2023 through September 2024.

Section 6: Evaluation Method - Evaluation involves surveys and questionnaires, focus groups and interviews, and participatory evaluation and feedback loops. The ERC emphasizes SMART criteria for data collection and plans to publish a formal report at the end of the initiative.

The Visibility Initiative Strategy outlines a thorough and well-structured plan to engage the community, promote awareness of the ERC, and advance equity and inclusivity in Green Bay, Wisconsin.

Introduction

The Visibility Initiative Strategy was developed to enable 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. Engagement Guidelines and Messaging
4. Infrastructure, Target Audience, Outreach Methods and Strategies
5. Outreach Phase Plan and Timeline
6. Evaluation Method

Section 1: Purpose, Mission, and Vision

Purpose

The purpose of the Visibility Initiative is three-fold. The first is to inform Green Bay residents about the existence and responsibilities of the Equal Rights Commission (ERC). The second is to encourage individuals to provide feedback and participate in future public hearings, city programs, and processes. And the third goal is to empower and educate individuals about their rights.

Mission Statement

To grow 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

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 verify 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 | ● Residents both documented and undocumented |
| o Villages/Towns | ● Immigrant, Refugee, Native-born |
| o Downtown Green Bay, West side, East side | ● Non-Profit |
| ● Race/Ethnicity | ● Economic |

- o Small business, big business
- o Business owner, employers, employee, labor unions
- Religious based organizations
- LGBTQ+, self-identified gender
- Disability
- Age: Youth, adults, seniors (65+)
- Native English Speakers and Limited English Proficiency
- Educational Institutions
- Local Industries, industrial, agriculture
- Homeowners/renters

Goal 5

Build trust, encourage participation, and build awareness of individual rights and the resources available to them through the Civil Rights Ordinance.

Section 3: Engagement Guidelines and Messaging

The ERC's goal is to present itself in the most respectful and cohesive way possible to maximize community impact. 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 and Civil Rights Ordinance; (2) establish rapport with local organizations and community members; (3) conduct themselves with integrity and fairness, fostering an inclusive and safe environment for community members to participate in the commission's activities.

The following are guidelines that the ERC will follow when engaging with community members and organizations:

1. **Listen and Learn:** Approach the conversation with an open mind and a willingness to listen and learn. Understand that everyone's experiences are unique, and take the opportunity to gain insight into their perspective.
2. **Respect Pronouns and Identity:** Use the correct pronouns and terminology that individuals use to describe their own identities. Avoid assumptions and respect their self-identified labels.
3. **Avoid Stereotypes:** Refrain from making assumptions based on stereotypes or preconceived notions. Treat each individual as an individual, not a representation of their entire group.
4. **Be Mindful of Language:** Use inclusive and respectful language. Avoid using offensive terms or slurs, and choose words that show your respect for their identities and experiences.

5. **Ask Respectful Questions:** If you have questions about their experiences, ask in a respectful and considerate manner. Be open to their comfort level in sharing information.
6. **Acknowledge Privilege:** Recognize your own privilege and be aware of the potential impact it may have on the conversation. Show empathy and avoid centering the conversation on your experiences.
7. **Avoid Defensive Reactions:** If someone shares their experiences of marginalization, avoid becoming defensive. Instead, express empathy and validate their feelings and experiences.
8. **Educate Yourself:** Take the initiative to educate yourself about their experiences, challenges, and history. Do your research to show that you're committed to understanding their perspective.
9. **Build Genuine Relationships:** Focus on building authentic connections based on shared interests and respect. Don't approach the conversation solely because of their marginalized identity.
10. **Apologize and Learn:** If you make a mistake or unintentionally offend someone, apologize sincerely and use it as an opportunity to learn and grow. Mistakes happen, but taking responsibility and showing a commitment to improvement is key.

All verbiage and messaging will align with the principals written in the Green Bay, Wisconsin Code of Ordinances, Chapter 12 - Civil Rights Ordinance. Full Civil Rights Ordinance: https://library.municode.com/wi/green_bay/codes/code_of_ordinances?nodeId=COOR_CH12CIRI

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

Infrastructure

The ERC has created a high level infrastructure for outreach and engagement activities that will allow the commission to maximize its outreach efforts and target efforts towards the protected groups of population and residents of Green Bay. City staff, along with Commissioners, will build the ground level foundation to support the coordination of outreach activities efficiently and effectively.

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The ERC has identified four main segments of coordinating engagement with the community summarized in the chart below with the four “P’s”: plan, promote, presence, and participation.

Plan	Create a detailed list of information that includes the event or campaign name, contact information, location, time, purpose of the event, funding/sponsors, and other important information specific to the event.
Promote	Announce and publicize the event/engagement on proper channels (dependent on event/engagement circumstances).
Presence	Determine whether the event/engagement is in-person or virtual and appoint commissioners to attend.
Participation	Disperse evaluation surveys and collect responses from attendees and/or event/engagement participants.

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

The outreach methods and strategies below display a detailed list of possible actions the ERC can utilize for the Visibility Initiative. The column labeled “Outreach Method” describes the medium in communication. The column labeled “Strategy” describes the action that will be taken on the medium.

Outreach Method	Strategy
Social Media	• Establish a social media presence to share updates, educational content, and engage with the community.
Media Outlets (Traditional/Non-Traditional)	• Participate in local traditional and non-traditional media to share ERC’s mission (podcasts, email, newsletters, magazines, radio, etc.).

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	• Produce informative brochures, pamphlets, and flyers about the ERC services and ordinance.
	• Engage with local news outlets to share press releases, organize interviews, and publish articles.
Website/ Webpage	• Create an informative and user-friendly ERC website/webpage, featuring resources, FAQs, and contact information.
Forum(s)	• Collaborate with local organizations and community leaders to host town hall meetings, workshops, and seminars.
	• 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.
	• 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.
	• Host “open house” event for the Equal Rights Commission.
Education/ Schools	• Develop partnerships with local schools and universities to conduct educational presentations and workshops.
	• Engage with schools, universities, and educational institutions to integrate equal rights education into curricula and activities.
Other Local Government	• Collaborate with other local government departments and agencies to amplify outreach efforts.
Community Events	• Participate in local events, fairs, and festivals to reach a wider audience.

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

Section 5: Phase Plans

The ERC Outreach Phase Plan is a systematic guide that optimizes the outreach process, leading to better engagement, more effective communication, and higher chances of achieving the overall initiative goals. The phase plans are organized in a chart that includes the stage of the phase, objective, method, task/s, and support.

Phase Plans

Phase 1: Internal Updates

Internal updates refers to the adjustments that are needed within the ERC before engaging with the public to verify that information about the ERC is detailed, cohesive, and accessible.

Stage	Objective	Method	Task	Support
A	Update ERC webpage	City Website	- Update Commissioner Bio's	City Staff and Commissioners
			- Update current initiatives	City Staff
			- Add social media	City Staff

			link/info	
			- Add discrimination complaint processes	City Staff
			- Add other helpful tools/resource links	City Staff
B	Create email signatures for commissioners		- Update Commissioner email signatures	Commissioners
			- Add city logo in email signatures	Commissioners
C	Print business cards for commissioners		- Design business cards and print	City Staff

Phase 2: Creation of Evaluation and Educational Documents

Evaluating community engagement and impact is crucial to understand the effectiveness of the Visibility Initiative. Evaluations will be on-going and will include tracking changes in key metrics such as participation rates, attendance at events, and etc. All surveys and questionnaires will be developed with the SMART criteria. SMART stands for Specific, Measurable, Achievable, Relevant, and Time-bound. A formal report with results and impact will be published at the end of the initiative. Here are the top three ways the ERC will evaluate community engagement and community impact:

1. Surveys and Questionnaires: The ERC will craft well-structured questions to assess the community's level of satisfaction, involvement, and perception of impact. We will also translate surveys that are culturally appropriate. We will make these accessible digitally and in traditional print-form.

2. Focus Groups and Interviews: The ERC plans to engage a diverse range of participants to gain comprehensive insights and in-depth exploration of community members' experiences, needs, and feedback. We will collect narratives and personal stories to humanize the data.

3. Participatory Evaluation and Feedback Loops: The ERC will establish feedback loops that enable community members to voice their in-put and help shape and direct ERC related activities.

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Stage	Objective	Method	Task	Support
A	Create an evergreen digital feedback form for ERC	Online Survey Platform	Determine the best survey platform	City Staff
			Create S.M.A.R.T. survey questions	Commissioners
			Upload questions into online platform and add link to webpage	City Staff
			Develop tracking/monitoring system	City Staff
B	Create evaluations for community speaking engagements	Printed Surveys	Create S.M.A.R.T. survey questions	Commissioners
			Translate surveys into multiple languages	City Staff
			Print Surveys	City Staff
			Determine how to collect and analyze surveys	Commissioners and City Staff
C	Develop campaign to evaluate the community's perspective and knowledge of the Equal Rights Ordinance	Social Media (Facebook) and Printed Surveys	Determine the best survey platform(s) and how to best distribute the surveys	Commissioners and City Staff
			Create S.M.A.R.T. survey questions	Commissioners
			Determine partners	Commissioners
			Translate surveys into multiple languages	City Staff
			Upload survey online	City Staff
			Print and distribute	Commissioners
			Translate, print, and distribute to partners	City Staff and Commissioners
D	Create an evergreen document	Printed and available on ERC web	Determine the top highlights of the Equal Rights Ordinance and	Commissioners

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	with general information about the Equal Rights Ordinance and the ERC	page as a pdf	Equal Rights Commission	
			Design the one page document	City Staff
			Translate the document	City Staff
			Share document with community partners	Commissioners
E	Create a bi-annual ERC Report to share updates with the public	Newsletter (email) and Printed	Develop newsletter template	City Staff
			Create content for newsletter	Commissioners and City Staff
			Determine distribution plan	Commissioners

Phase 3: Formal ERC Introduction to Public

Stage	Objective	Method	Task	Support
A	Announce the establishment of the ERC “anniversary”	Social Media (Facebook)	Take an ERC group photo	Commissioners
			Write a caption to highlight ERC and Commissioners	Commissioners and City Staff
			Post on Facebook	City Staff
			Add call to action: Invite public to share events, news, and information with ERC through the ERC contact information on the website	City Staff
B	Email partners and local organizations	Email	Write a short email highlighting the updated ERC webpage, current news/initiatives, and contact information	City Staff
			Send to partners	Commissioners
C	Pitch to news	News/Media	Write pitch/press release	City Staff and

This document is in draft form.

Last edited September 13, 2023

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	stations about our visibility initiative	Outlets	to news/media outlets	Commissioners
			Speak with media	Commissioners

Phase 4: External Engagement

The purpose of the external engagement phase is to foster open and constructive communication, collaboration, and participation between the local municipality and its residents. The ERC has already connected and spoke with community organizers and leaders at over 20 organizations in 2022. However, the ERC's goal with the Visibility Initiative is to create deeper connections with the protected populations listed under the Green Bay Civil Rights Ordinance and vulnerable populations that have limited access to resources and information. Vulnerable populations include, but are not limited to the following: people experiencing homelessness, communities of color, marginalized communities, refugees and immigrants, women and children, people with disabilities and special needs, and employees in labor intensive environments.

The ERC has categorized the local organizations and nonprofits that serve, support, and engage with the populations listed above into nine categories based on their services. The list is not indicative of the total number of categories or organizations that the ERC will engage with, however, it will be used as a guide. Engagement events will be scheduled on a rolling basis starting September 2023 through September 2024.

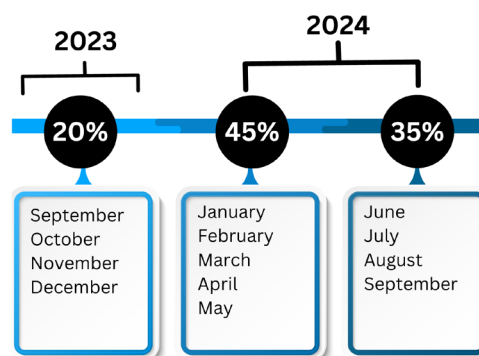
Housing	Workforce	Domestic Violence
Education	Disability	Children
LGBTQ+	Immigrant/Refugee	Seniors/Elders

Stage	Objective	Method	Task	Support
A	Identify local organizations	Online Search Engines	Search for organizations and local services that serve the target audience	Commissioners
		Email	Email professional networks and ask for contact information	Commissioners
B	Initiative conversation	Email	Contact partners and organizations	Commissioners
C	Collaborate	Event	Create an engagement event/forum/campaign with the partner organization or partner on an existing event and use the four-P	Commissioners

			method listed in section four	
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Section 6: Timeline

The timeline of the external engagement phase is split into three sections for a more manageable execution through the twelve month initiative. The first section contains the last four months of the 2023 year. In these first months, the ERC will focus on phase plans 1, 2 and 3 while also starting to execute phase 4. The second section is split into the first five months of 2024 and the third section contains the four summer months of 2024. The ERC plans to reach out to 20% of the listed organizations above by the end of 2023. In 2024, the ERC will engage with another 40% of organizations bringing the total percentage of engagement to 60% by May of 2024. The last 40% of the engagement will happen in the last six months of 2024. The full initiative will close at the end of September 2024 and a full report will be provided to the Common Council.



Section 7: Conclusion

In conclusion, the Visibility Initiative Strategy represents a robust and proactive approach by the Equal Rights Commission to engage the Green Bay community, raise awareness about the commission's mission and the Civil Rights Ordinance, and promote equity and inclusivity. As we look ahead, it's important to note that this initiative will reach its culmination in September 2024.

At that time, a comprehensive and insightful report will be meticulously compiled, documenting the outcomes of the initiative. This report will not only include valuable feedback from our community members, but will also present quantifiable metrics regarding our engagement efforts and events.

The report will serve as a testament to our commitment to transparency, accountability, and continuous improvement. It will provide the City Council with a thorough understanding of the impact of the Visibility Initiative, the challenges faced, and the opportunities for growth. Ultimately, this report will be instrumental in shaping the future direction of our efforts to foster a more inclusive and equitable Green Bay.

END OF VISIBILITY INITIATIVE STRATEGY.



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

MEETING DATE

September 14, 2023

PREPARED BY

AGENDA ITEM # E.3

For consideration with possible action on the initiative to install signage that has the City of Green Bay in the language of each culture represented in Green Bay that was held over from the August 17, 2023 Equal Rights Commission meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Pucihkit Proposal Memo 823

MEMO
8/4/23

To: Tara Vang, Chairwoman of the Green Bay Equal Rights Commission, Joseph Faulds, Primary Contact for the Green Bay Equal Rights Commission
From: Marcus Grignon, Commissioner of the Green Bay Equal Rights Commission
RE: The Inclusive Names for Green Bay in Other Languages Initiative (?)

The City of Green Bay has and is home to a diverse population of cultures from across the world. Historic Settlement of Green Bay was founded by French fur traders and the Menominee people. The Menominee refer to Green Bay as “Pucihkit” or Bay of Green. The rich history of Green Bay before settlement as a trading route stop and food mero-complex for the Menominee and as a small trading post to the evolution into a city is documented through the eyes of diverse cultures and backgrounds. The various European cultures, the Latino/Central/South American cultures, the Hmong/Laotian cultures, African American cultures, and cultures that were created from Green Bay being a city. All of these cultures need to be represented and recognized whenever a visitor comes to our great city.

As a member of the Menominee Tribe of Wisconsin, I propose the Equal Rights Commission in collaboration with the Office of the Mayor create a permanent installation of every culture represented in our city their word for the city of Green Bay. Timeline would be unveiling the different names for Green Bay at significant times throughout the year, leading up to the NFL Draft in 2025. Each culture will be recognized and a plaque with their word installed at all road signs into the City of Green Bay as well as City Hall. We would start with Menominee on Native American Heritage Month, November 2023 and go by either months designated for each respective culture or significant dates/holidays. When the draft occurs, a potential opportunity would be to create Packer Jersey's with either a chosen word in another language for Green Bay or all of the words available to every culture that makes up Green Bay.

The goal of this proposal is to recognize the territorial ethnicity of the Menominee Tribe and the cultures who have made Green Bay their home. This will amplify city pride for our residents and pay homage to the Menominee Tribe who's been welcoming for centuries to our diverse populations.

CC: Members of the Green Bay Equal Rights Commission, Office of the Mayor



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

MEETING DATE

September 14, 2023

PREPARED BY

AGENDA ITEM # F.I

Chair update.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None