



AGENDA OF THE EQUAL RIGHTS COMMISSION

THURSDAY, DECEMBER 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 October 12, 2023 Equal Rights Commission meeting.

E. Regular Business.

- I. 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.
2. For consideration with possible action on next steps for the Visibility Initiative.
3. For consideration with possible action on the City of Green Bay Annual HR Report (to ERC) regarding activities and accomplishments with respect to diversity and equal opportunity in City employment.
4. For consideration with possible action on the Annual ERC Report (to Common Council) regarding activities and accomplishments of the ERC in the City of Green Bay.

F. Informational.

1. Update on the 2023 City of Green Bay Human Rights Campaign Municipal Equality Index score.
2. 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

December 14, 2023

PREPARED BY

AGENDA ITEM # E.1

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

December 14, 2023

PREPARED BY

AGENDA ITEM # E.2

For consideration with possible action on next steps for the Visibility Initiative.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. ERC Visibility Initiative - Final - 12-05-23



DRAFT GREEN BAY EQUAL RIGHTS COMMISSION VISIBILITY STRATEGY INITIATIVE

Revised November 30, 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, Audience of Focus, Outreach Methods and Strategies - The infrastructure is focused on planning, promotion, presence, and participation. The audience of focus 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, Audience of Focus, Outreach Methods and Strategies
5. Outreach Phase Plan and Timeline
6. Evaluation Method

Section 1: Purpose, Mission, and Vision

City of Green Bay Municipal Code Chapter Sec. 12-2 Civil Rights Purpose

Each sector of society engaged in the life of the City has a role in promoting equal rights, equity, and a social fabric free of discrimination. City government is uniquely positioned to assume a primary leadership role in these efforts. To achieve this leadership objective, each department, agency, and unit of City government shall be accountable for promoting social and economic equity for all residents of the City, and structuring its work so that the outcomes are directed toward social and economic equity for all residents.

Visibility Initiative 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 and political environment which includes the roles and responsibilities of elected officials and disenfranchisement
- Help individuals who are not eligible to vote understand the role and purpose of the ERC and other rights or City services these individuals are afforded. This includes individuals not eligible to vote who may be undocumented, formerly incarcerated, and 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
- Non-Profit
- 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 City of Green Bay Policies and Code of Ordinances which include, but not limited to:

- Personnel Policy Chapter 24: Social Media
- Chapter 2 Administration and specifically Sec. 2-322 Responsibility of Public Office. Full Article IX Ordinance:
https://library.municode.com/wi/green_bay/codes/code_of_ordinances?nodeId=COOR_CH2AD_ARTIXET

- 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, Audience of Focus, 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.

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.

Audiences of Focus

- 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.).
	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 and to invite Common Council members to events.
	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 link/info	City Staff
			- 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.

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

Green Bay Equal Rights Commission
Visibility Initiative Strategy

			Upload survey online	City Staff
			Print and distribute	Commissioners
			Translate, print, and distribute to partners	City Staff and Commissioners
D	Create an evergreen document with general information about the Equal Rights Ordinance and the ERC	Printed and available on ERC web page as a pdf	Determine the top highlights of the Equal Rights Ordinance and Equal Rights Commission	Commissioners
			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

Green Bay Equal Rights Commission
Visibility Initiative Strategy

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 stations about our visibility initiative	News/Media Outlets	Write pitch/press release to news/media outlets	City Staff and 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.

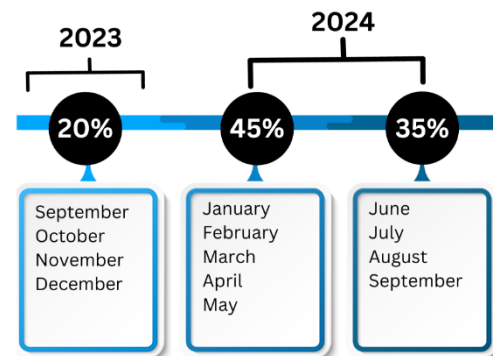
Housing	Workforce	Domestic Violence
Education	Disability	Children
LGBTQ+	Immigrant/Refugee	Seniors/Elders

Stage	Objective	Method	Task	Support
A	Identify local organizations	Online Search Engines	Search for organizations and local services that serve the audience of focus	Commissioners
		Email	Email professional networks and ask for	Commissioners

			contact information	
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 method listed in section four	Commissioners

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

December 14, 2023

PREPARED BY

AGENDA ITEM # E.3

For consideration with possible action on the City of Green Bay Annual HR Report (to ERC) regarding activities and accomplishments with respect to diversity and equal opportunity in City employment.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. HR Annual Report to the ERC_12-14-23



Human Resources Department
100 North Jefferson Street - Room 500
Green Bay, Wisconsin 54301-5026
www.greenbaywi.gov

Phone 920.448.3147
Fax 920.448.3128

MEMORANDUM

To: Equal Rights Commission

From: Joseph Faulds, Chief of Operations
Andrea Fox, Workplace Culture Specialist

Re: Human Resources Report

Date: December 14, 2023

Per the City of Green Bay Municipal Code 12-11(2)a. the Human Resources Department shall provide the Commission with information about the activities and accomplishments with respect to diversity and equal employment opportunity in City Employment.

I.DEI Activities and Opportunities

This past year was the final year of the previous D&I Strategic Plan. The plan aimed *to introduce awareness surrounding diversity, inclusion, belonging, and emotional intelligence concepts to the City of Green Bay and foster discussion to further education on key concepts and initiatives.* Some of the initiatives from the past year included:

- On May 31, 2023, City staff attended the NEW LGBTQ Plus Round Table event to discuss pride events in Green Bay. The City shared its plan to host a panel discussion on June 1st and a Pride Flag raising event on June 8th. Other organizations in attendance included UW-Green Bay, NWTC, Humana, Aurora, PFLAG Door County, Pride Center of NEW, GBPD, Bay Area Council on Gender Diversity & Bay Area Trans Youth Alliance, YWCA, Rainbow Alliance, Adoption Choice, and other organizations from the Sheboygan and Manitowoc County.
- Human Resources has a DEI SharePoint page that provides resources on DEI websites, publications, and City policies.
 - Need to update the page and then create awareness of the page.
- Human Resources hired a Workplace Culture Specialist in October 2023
- For City of Green Bay job postings, we include the following statement: *At the City of Green Bay, we strive to foster an environment of diversity, inclusion, and belonging. We welcome LGBTQ+, women, and minority candidates to apply.*
- The City has been improving its social media footprint through using various social media sites to post and communicate job opportunities.
- City has put an emphasis on on-the-job training and ability to obtain certifications within one year of the candidates hire date.
- City staff have attended job fairs put on by the Green Bay Chamber, UWGB, and NWTC.

2023 Human Rights Campaign Municipal Equality Index

The City of Green Bay scored 96 out of 100 on the 2023 Municipal Equality Index (MEI). This is a vast improvement from a score of 28 in 2018. The City is on track to continue increasing its score on the 2024 MEI scorecard with the recent implementation of an LGBTQ+ Employee Resource Group (ERG) open to all City employees. The Workplace Culture Specialist, along with the Pride ERG, is exploring additional efforts to reach a perfect score of 100 on the following MEI scorecard.

Workplace Culture Specialist

The new Workplace Culture Specialist will be a member of the City's Public Relations team to assist in Citywide communication.

Creating rapport with community organizations and residents is important to increase visibility and understand the needs of the community. The Workplace Culture Specialist is already a member of external groups, including NEW Veterans Treatment Court, Green Bay Chamber, Schreiber Institute for Women's Leadership at UW-Green Bay, and the YWCA. The Workplace Culture Specialist continues to make additional connections with community organizations, including Wello, COMSA, UWGB Pride Center, UWGB Pride ERG, Casa Alba Melanie, We All Rise, and others.

Two new Employee Resource Groups (ERGs) have been chartered since the new Workplace Culture Specialist started in October. There is a Military, Veterans, and Supporters (MVS) ERG and a Pride ERG. The groups have already confirmed their mission, purpose, and goals for the following calendar year, and they have their next group meetings scheduled for December. The Workplace Culture Specialist will continue to support the existing ERGs and help employees create new groups as interest increases.

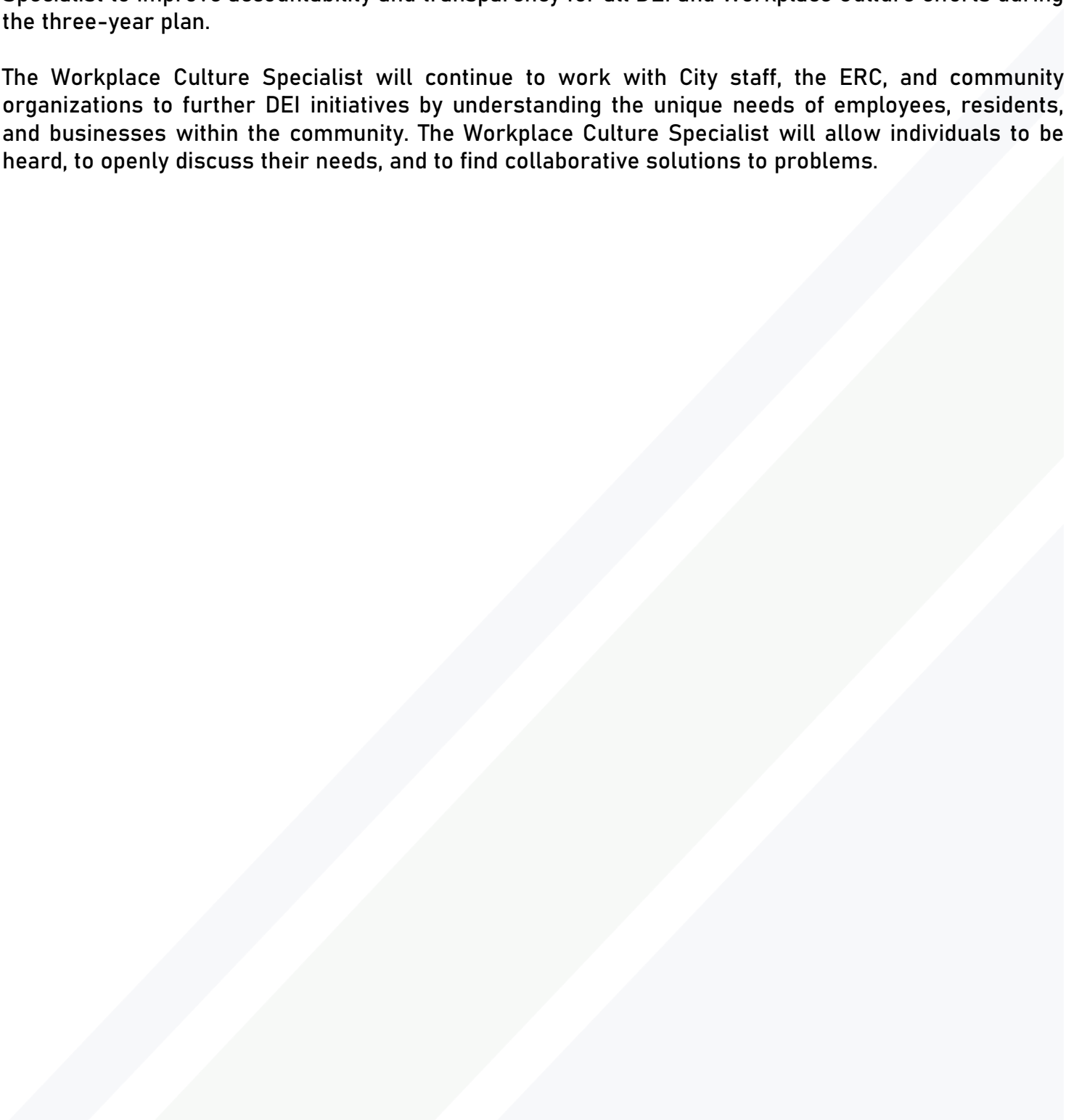
An opportunity to increase racial/ethnic and gender diversity among City employees is still present. While increasing diversity among City employees is not an explicit goal in the new DEI Strategic Plan, initiatives are directed toward increasing the number of overall job applicants. The demographics of job applicants will be monitored to see which programs and changes impacted the number of people applying for jobs. Having that data readily available will be a guide for future plans.

Current City of Green Bay Population and Employee Data through December 2023:

City of Green Bay Residents v. Employee Demographic Comparison		
	Residents	2023 FT Employees
Total People	106,095	914
Female	50.7%	21.3%
Black or African American	4.4%	0.98%
American Indian and Alaska Native	3.2%	0.55%
Asian	3.9%	1.3%
Hispanic or Latinx	16.6%	2.1%
White alone, not Hispanic or Latinx	67.8%	94.7%
Other	unknown	<1%

The Workplace Culture Specialist has started to draft the DEI Strategic Plan for the next three years (2024-2026). The intent of the plan is to focus heavily on capturing and analyzing employee demographic data, recruitment and retention information, employee recognition, and creating new professional development (education and training) opportunities for all City employees. These focus areas were discovered through the 2022 City of Green Bay Health of Our Culture Survey, conversations with employees, and by comparing historical employee demographic data. In addition to collecting new data sets, the plan requires quarterly and annual reporting from the Workplace Culture Specialist to improve accountability and transparency for all DEI and Workplace Culture efforts during the three-year plan.

The Workplace Culture Specialist will continue to work with City staff, the ERC, and community organizations to further DEI initiatives by understanding the unique needs of employees, residents, and businesses within the community. The Workplace Culture Specialist will allow individuals to be heard, to openly discuss their needs, and to find collaborative solutions to problems.

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

MEETING DATE

December 14, 2023

PREPARED BY

AGENDA ITEM # E.4

For consideration with possible action on the Annual ERC Report (to Common Council) regarding activities and accomplishments of the ERC in the City of Green Bay.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. ERC Annual Report to Common Council_12-14-23



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MEMORANDUM

To: Mayor Eric Genrich
Common Council

From: Equal Rights Commission

Re: 2023 Equal Rights Commission Report

Date: December 14, 2023

Per the City of Green Bay Municipal Code 12-11(d)(2)b. the Equal Rights Commission shall provide a written communication to the Mayor and the Common Council summarizing the activities of the Commission and the progress of the City in meeting leadership objectives specified in Chapter 12. The communication shall include an examination of the conditions in the City at large which contribute to or detract from equal rights and an environment free from discrimination. The communication shall provide recommendations for furthering the purposes and objectives identified in Chapter 12.

I. Housing Discrimination Prohibited

The City of Green Bay Municipal Code 12-4 prohibits discrimination of a protected person status of the buyer, renter, applicant, or any person residing in or intending to reside in a dwelling after it is sold, rented, or made available.

On January 16, 2023, the Equal Rights Commission published the Green Bay Equal Rights Commission *Life, Liberty, and the Pursuit of Happiness: Recommendations to Promote Equal Housing Opportunity in Green Bay*. On February 7, 2023, the Common Council received and placed the report on file with the direction to staff to develop recommendations for the Common Council to consider and take action. City staff continues to work on the recommendations to propose to the Common Council to be adopted. This includes creating a task force of Community and staff members.

In the Spring, City staff conducted landlord and tenant training. There were approximately 50 people in attendance overall, with multiple offerings in both English and Spanish. For the two tenant trainings in Spanish, there were about ten people in attendance between the two trainings.

On May 11, 2023, the Fair Housing Center of Northeast Wisconsin presented to the ERC regarding fair housing programs and services provided for Green Bay residents.

II. Efforts to promote equal rights, opportunities, positive community relations, and eliminate discrimination and inequities in City Government and the Community.

The Equal Rights Commission has worked with City staff to give guidance and feedback on submitting information to the Human Rights Campaign for the Municipal Equality Index. "The Municipal Equality Index examines how inclusive municipal laws, policies, and services are of LGBTQ+ people who live and work there. Cities are based on non-discrimination laws, the municipality as an employer, municipal services, law enforcement, and leadership on LGBTQ+ equality."

The City of Green Bay scored 96 out of 100 on the 2023 Municipal Equality Index (MEI). This is a vast improvement from a score of 28 in 2018. The City is on track to continue increasing its score on the 2024 MEI scorecard with the recent implementation of an LGBTQ+ Employee Resource Group (ERG) open to all City employees. The Workplace Culture Specialist, Pride ERG, and Equal Rights Commission are exploring additional efforts to reach a perfect score of 100 on the following MEI scorecard.

In addition, the Equal Rights Commission recommended filling the Workplace Culture Specialist vacancy, which was filled in October 2023. This position will continue to focus on DEI efforts within the City of Green Bay workplace and assist the Equal Rights Commission in promoting equal rights and opportunities in the community. An overview of the responsibilities of the Workplace Culture Specialist is as follows:

- Develop relationships with supervisors and employees to understand current culture and policies.
- Review and potentially amend City policies and practices to create an inclusive workplace environment and an environment where employees feel valued and recognized for their performance.
- Provide education and training on best hiring practices for diversity, equity, and inclusion to ensure the City can recruit and retain qualified candidates.
- Develop a workplace culture and diversity plan to set goals and metrics for the City and City Departments.
- Assist with implementing Employee Resource Groups to create another avenue for employees to feel valued, respected, and included in the workplace.
- Assist in recruitment efforts to identify trends and best practices for attracting candidates to the City and perform routine recruitment efforts.
- Staff liaison to the Equal Rights Commission to assist in researching ERC projects and updating the ERC on activities and accomplishments concerning diversity and equal employment opportunity in the City of Green Bay.
- Building relationships with community partners and DEI groups.

Two new Employee Resource Groups (ERGs) have been chartered since the new Workplace Culture Specialist started in October. There is a Military, Veterans, and Supporters (MVS) ERG and a Pride ERG. The groups have already confirmed their mission, purpose, and goals for the following calendar year, and they have their next group meetings scheduled for December. The Workplace Culture Specialist will continue to support the existing ERGs and help employees create new groups as interest increases.

The Workplace Culture Specialist is creating an updated DEI Strategic Plan for 2024-2026. The plan focuses on accountability and transparency. Each initiative in the plan includes methods to collect quantitative and qualitative data to determine what is working to improve the workplace culture and what still needs to be addressed. The plan also outlines when and where the quarterly and annual reports will be published.

III. City of Milwaukee Equal Rights Commission Presentation

Since the Green Bay ERC is a new commission, the ERC wants to reach out to other Equal Rights Commissions to learn from their best practices and experiences. Tony Snell, the Chair of the City of Milwaukee Equal Rights Commission presented to the ERC on October 12, 2023. The presentation provided an overview of the City of Milwaukee's Equal Rights Commission, its history, and ongoing efforts to promote equal rights.

The ERC will continue to reach out and collaborate with other Equal Rights Commissions in Wisconsin and nationally to share knowledge and learn from each other's experiences.

IV. Visibility Initiative

The Equal Rights Commission will provide its recommendations on promoting equality in housing in 2023 and will continue to be engaged in the discussion to prohibit housing discrimination in the community.

The Equal Rights Commission will reconvene with community members and City staff to determine what steps can be taken next to provide additional recommendations on promoting equal opportunities and prohibiting discrimination in the community.

The Equal Rights Commission (ERC) Visibility Strategy Initiative was passed and approved by the Common Council on December 5th, 2023. The strategy intends to build trust and educate the public on the ERC's presence and purpose. The strategy encourages individuals to participate and provide feedback in future city programs, processes, and public hearings. The ERC's next meeting is on December 14th. During that meeting, the ERC will determine their next steps for implementing the plan in 2024.



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AGENDA ITEM # F.I

Update on the 2023 City of Green Bay Human Rights Campaign Municipal Equality Index score.

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RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



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AGENDA ITEM # F.2

Chair update.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None