



MINUTES OF EQUAL RIGHTS COMMISSION

THURSDAY, JULY 11, 2024, 6:15 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=MHRIUUVyb3dmd2x6eHhsN0x3Ry9yZz09>

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.

Present: Tara Yang, Michael Vinson, Said Hassan, Jon Shelton, Joey Prestley, Natalie Hoffman, Workplace Culture Specialist, and others.

Excused: Stephanie Guzman, Marcus Grignon

C. APPROVAL OF THE AGENDA.

- I. Approval of the Thursday, July 11, 2024 Equal Rights Commission meeting agenda.

Moved by Jon Shelton, seconded by Michael Vinson to approve.

Motion passed.

Yes- Tara Yang, Michael Vinson, Said Hassan, Jon Shelton, Joey Prestley, Natalie Hoffman,

No- None, Abstain- None.

D. APPROVAL OF MINUTES.

1. Approval of the June 13, 2024, Equal Rights Commission meeting minutes.

E. REGULAR BUSINESS.

1. For consideration and possible action on the next steps regarding the 2023 Housing Report.

Commissioner Grignon joined the meeting at 6:33 p.m.

Moved by Michael Vinson, seconded by Jon Shelton to hold until next ERC meeting.
Motion Passed.

Yes- Tara Yang, Michael Vinson, Said Hassan, Marcus Grignon, Jon Shelton, Joey Prestley, Natalie Hoffman, No- None, Abstain- None.

2. For consideration and possible action on the next steps of the Visibility Initiative.

Moved by Michael Vinson, seconded by Jon Shelton to hold until the next ERC meeting.
Motion Passed.

Yes- Tara Yang, Michael Vinson, Said Hassan, Marcus Grignon, Jon Shelton, Joey Prestley, Natalie Hoffman, No- None, Abstain- None.

F. INFORMATIONAL.

1. Chair update.
2. Clean Energy Outreach Plan Presentation from Clean Energy Connector

INFORMATION ONLY - Alex Galt, the City's Clean Energy Connector, presented information regarding the City of Green Bay's Public Electrification Campaign.

The presentation is attached at the end of this Minutes document.

G. ADJOURNMENT.

Commissioner Shelton left the meeting at 7:08 p.m.

Moved by Ald. Joey Prestley, seconded by Michael Vinson to adjourn.

Motion Passed.

Yes- Tara Yang, Michael Vinson, Said Hassan, Marcus Grignon, Joey Prestley, Natalie Hoffman, No-

None, Abstain- None.

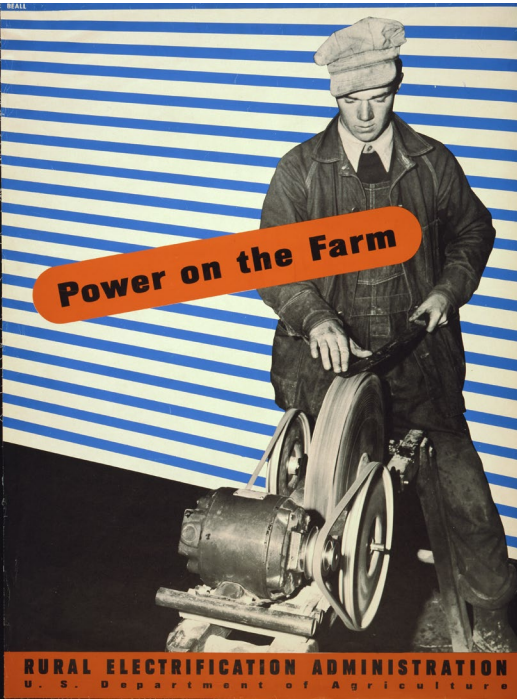
CITY OF GREEN BAY CLEAN ENERGY OUTREACH PLAN, DRAFT





NOT THE FIRST ELECTRIFICATION CAMPAIGN

- At the outset of this clean energy transition its useful to remember that this isn't the first electrification campaign.
- In the 1930s, only 20% of rural America was electrified. Some farmers needed to be convinced that electricity would benefit them.
- The Inflation Reduction Act will help transform how we power our society. But only if the word gets out.
- However, the funding is finite. We want as much of the funding to serve our community as possible.



1.0 PURPOSE & SCOPE

1.1 PURPOSE

The City of Green Bay will play a leading role in educating residents about the upcoming rebates and preparing the community to widely deploy the technology, especially to those who need it most. This outreach plan lays the groundwork for an efficiency and electrification campaign that will effectively communicate, educate, and engage the public on clean energy technologies and financial incentives created through the Inflation Reduction Act (IRA). The campaign will focus on residential sector buildings. Secondary targets are nonprofit and small businesses.

1.2 SCOPE

The scope of this document is to:

- Define the communications goals, strategies, and objectives for the electrification campaign.
- Identify the outreach and engagement methods and channels that will be used, as well as feedback options.
- Identify roles and responsibilities.
- Outline the narratives and language that will be used.



2.0 GOALS, STRATEGIES, OBJECTIVES

Goals (the Nouns)

- Build community support for renewable energy and other clean energy efficiency technologies.
- Increase awareness of the benefits of reducing greenhouse gas emissions.
- Provide accurate information to the public about available incentives and programs, especially the IRA.
- Communicate progress of the implementation the City's Clean Energy Green Bay Plan.

Strategies (the Verbs)

- Work directly with community organizations and businesses to provide information and support to them and/or their constituents.
- Report the successes of state and federal programs, like the Inflation Reduction Act, Focus on Energy, PACE financing and others, to promote the clean energy transition.
- Organize and/or participate in events hosted by the City of Green Bay and partner organizations.

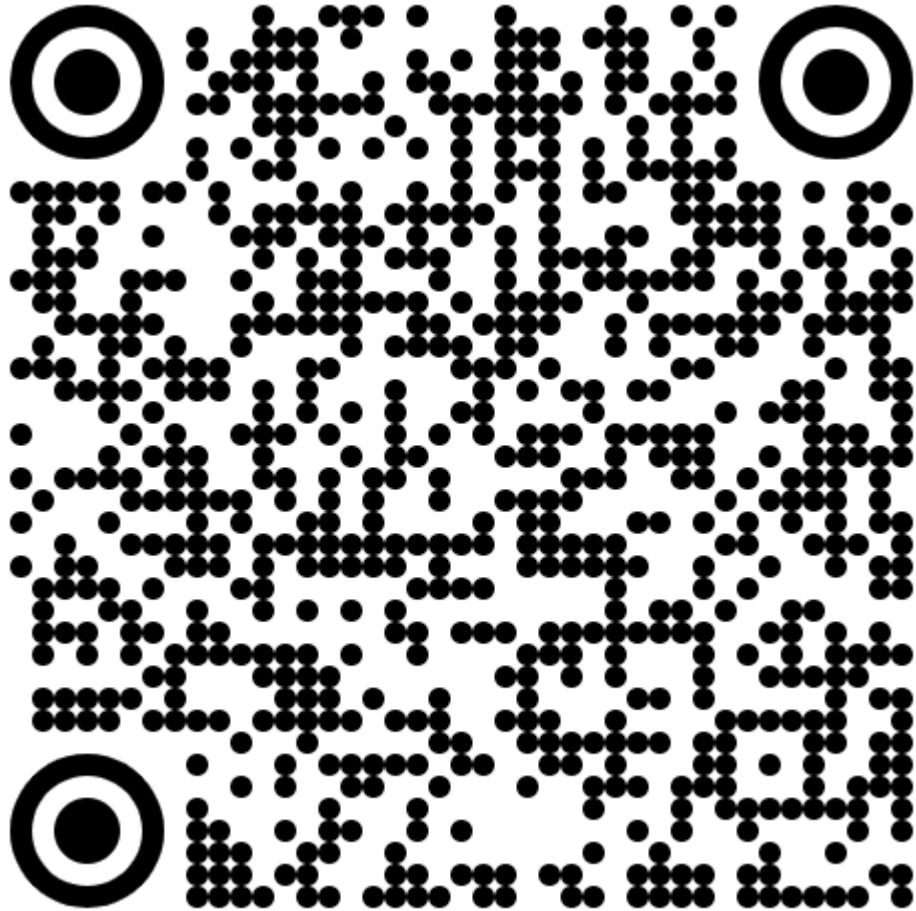
Objectives (the Adverbs)

- To understand and engage effectively with stakeholders
- To be a trusted, local information source
- To work effectively with internal stakeholders
- To leverage digital media, word of mouth marketing, and other cost-effective tools
- To develop a database of individuals, families, and organizations with an interest in clean energy
- To develop a database of incentives and programs to serve as a community resource
- To build “libraries” of informational, visual, and experiential assets that can be used in multiple ways

3.0 STAKEHOLDERS



PSST! I NEED YOUR HELP



The next two slides begin sketching out the kinds of internal and external stakeholders we anticipate working with and/or serving over the course of the public outreach campaign.

These categories need to be expanded and “mapped out.”

I’ve created a tool to start that process. Follow the QR code to a form that I’ve set up to help gather stakeholders.

Also: <https://tinyurl.com/3ux65s88>

INTERNAL STAKEHOLDERS

LEADERSHIP

- Mayor of Green Bay
- Departmental Leadership

CITY STAFF

- Resiliency Coordinator
- Clean Energy Connector
- IT
- Document Center
- Community and Economic Development
- Green Bay Parks
- Green Bay Metro Transit
- Publicity Committee

CITY COMMISSIONS

- Sustainability Commission
- Equal Rights Commission

EXTERNAL STAKEHOLDERS

BUSINESS COMMUNITY

- Real Estate Developers
- Small Manufacturers
- Commercial Property Owners
- GB Chamber of Commerce
- Trade Associations
- Utilities

OTHER GOVERNMENTS

- Brown County
- Oneida Nation
- State of Wisconsin
- US Federal Government

THE PUBLIC

- Individuals
- Community Groups

NONPROFITS

- Focus on Energy, WCV
- Housing developers
- Community nonprofits
- Organizations concerned with workforce dev't

MEDIA

- Television
- Radio
- Print Media
- Podcasters
- YouTubers
- Bloggers

4.0 ROLES AND RESPONSIBILITIES

CLEAN ENERGY CONNECTOR

- Develop strategy for reaching stakeholders through appropriate communication methods and channels.
- Develop and ensure delivery of consistent and accurate information
- Writing, reviewing, editing communication materials
- Respond to inquiries from stakeholders as appropriate
- Create and maintain informational resources
- Proactively and passively collecting information pertinent to campaign
- Reporting as required

RESILIENCY COORDINATOR

- Provide oversight and guidance
- Provide information about new and ongoing Clean Energy Plan policies and initiatives
- Oversee budget and EECBG grant

PARTNER CONNECTORS

- Facilitate outreach to stakeholders and stakeholder groups

5.0 NECESSARY ELEMENTS



1. Involved Leadership
2. Deliverer and Receiver Alignment
3. Effective Feedback Mechanisms
4. Credibility, Consistency, and Frequency of Messaging
5. Branding

6.0 NARRATIVES, CONTENT, & LANGUAGE

Narratives: the thematic structure of the campaign will rest on three narratives.

Content: individual pieces of content produced by the campaign, whether written or visual, will employ these narratives.

Language: the language employed by the campaign will be carefully considered.

Narrative 1

The clean energy transition is happening now. It's normal. Your neighbors are doing it. The City of Green Bay is onboard.

Narrative 2

Clean energy will save you money, make the air cleaner, our community more resilient, our nation more secure, and help mitigate climate change for our children.

Narrative 3

Federal and state tax credits, incentives, rebates, and programs exist to help you make the transition. The City of Green Bay is here to help.

CONTENT



High quality and accessibility standards:

Proofread

ADA compliant, WCAG-AA Guidelines

Translated into Spanish and Hmong



Scope: Electrification, Renewable Energy, Energy Efficiency, Programs/Incentives will be “pushable/pullable.” Green Bay Clean Energy Plan and related initiatives will be “pullable.”



Content Types: Scenarios, factsheets, brochures, blog posts, etc.

LANGUAGE



Well-grounded and reasoned language based in science



Conduct ongoing research into best practices in public outreach for topics related to renewable energy, energy efficiency, and more.

7.0 COMMUNICATION METHODS, CHANNELS, AND RELATIONSHIPS



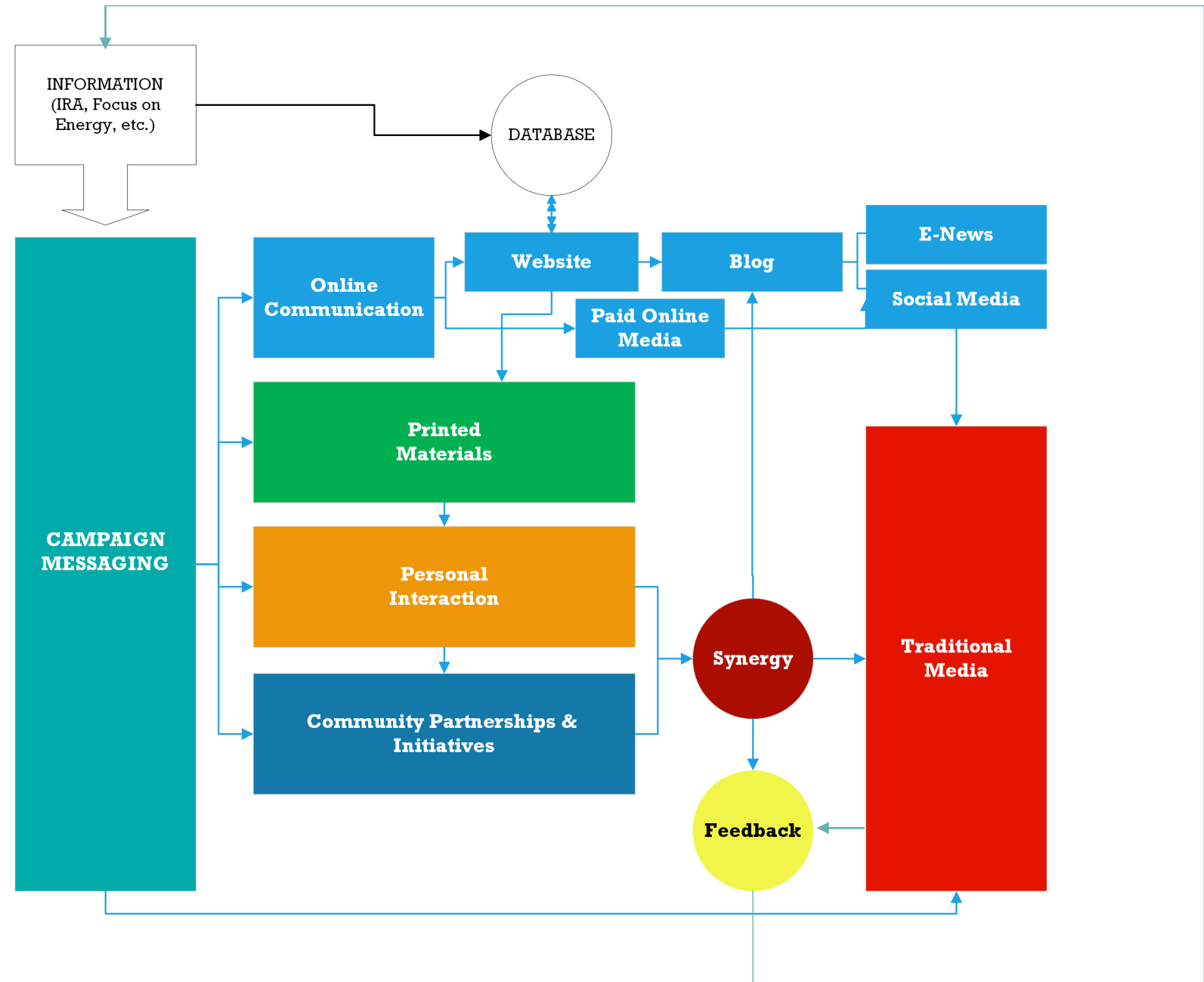
GUIDING PRINCIPLES:

Individuals and organizations will be engaged through their preferred method. Too much emphasis on a particular method or channel will exclude important stakeholders. To the greatest extent possible, materials will be communicated in English, Spanish, and Hmong.

Further, CEC will follow Web Content Accessibility Guidelines (WCAG-AA) as required by the ADA.

COMMUNICATION METHODS AND THEIR RELATIONSHIPS

1. Online Communication
 - Website
 - Social Media
 - Video
2. Printed Materials
 - Brochures/Rack Cards
 - Posters
 - Display Ads
 - Briefs
 - Newspaper Inserts
3. Personal Interaction
 - Speaking Engagements
 - Events
 - “Helpdesk”
4. Traditional Media
5. Community Partnerships and Initiatives

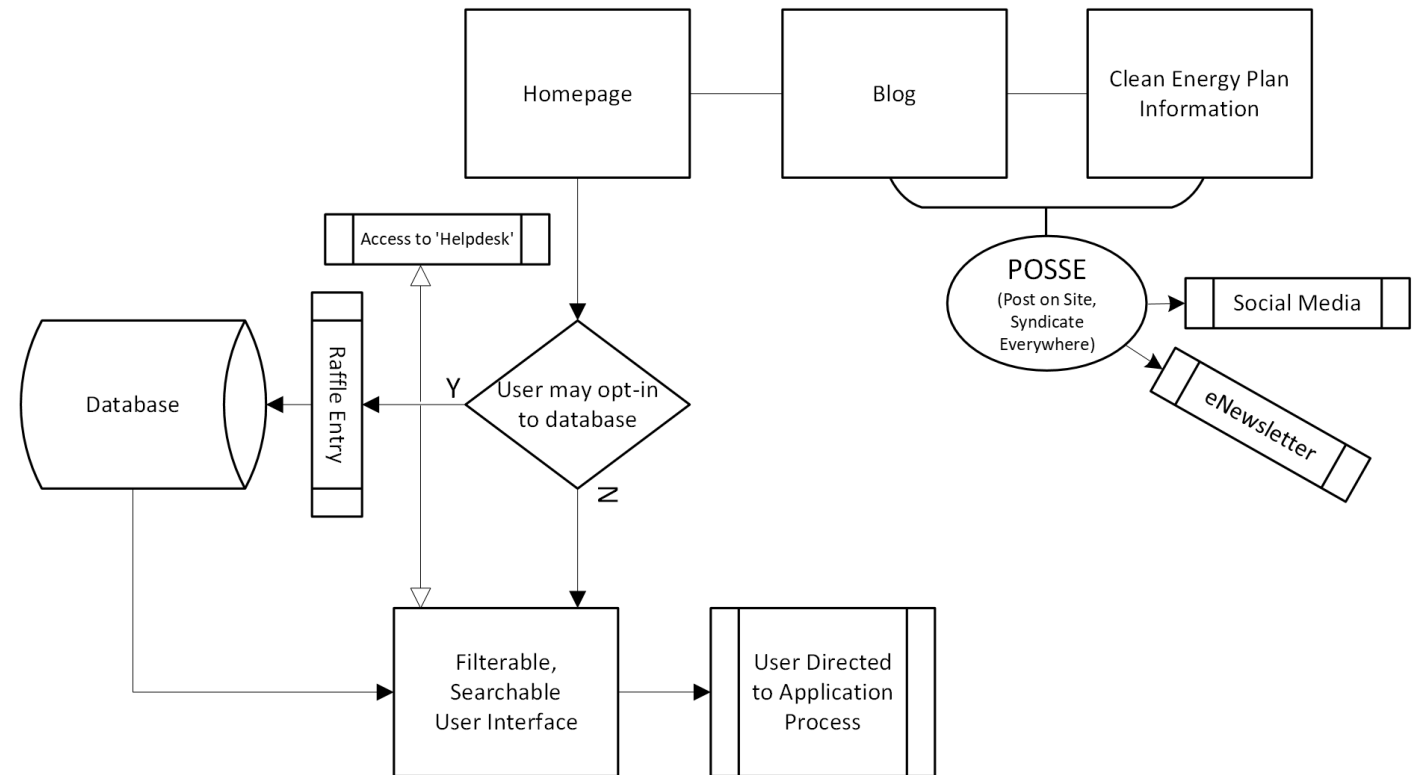


THE WEBSITE, DATABASE, AND THE “POSSE” MODEL

The website will be at the core of the campaign online communication strategy.

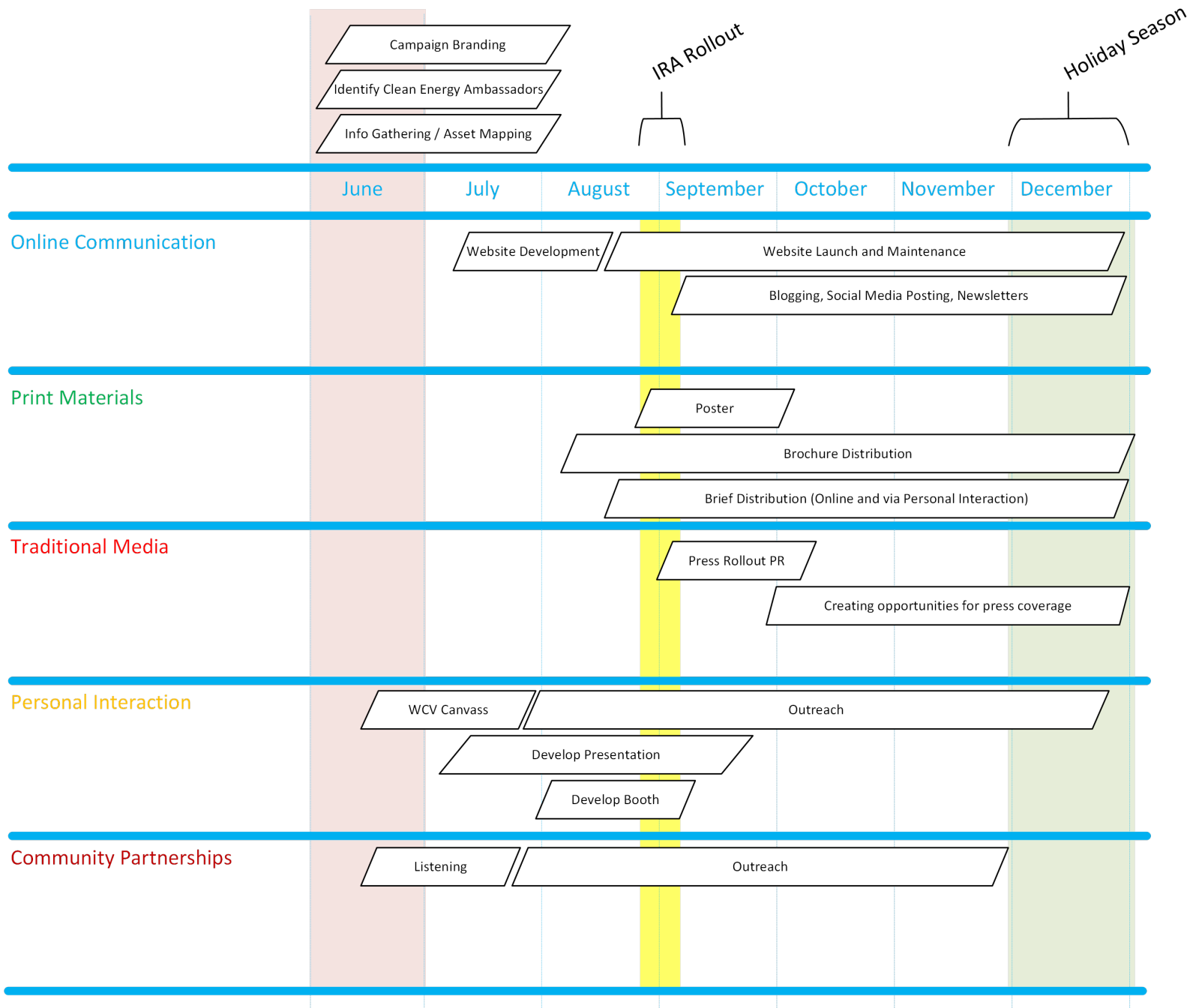
Social Media is increasingly fractured and ineffective. It can't be ignored, but it can't be relied upon.

“Airtable” is a powerful tool.



TENTATIVE OUTREACH PLAN

TIMELINE



8.0 EVALUATION & ITERATION

To be successful, an outreach plan must have a system in place to assess its impacts, review performance measures, and evaluate how it might be improved. To that end, the following information will be tracked:

1. The number of impressions for each outreach activity, method, and channel.
2. Phone calls and email inquiries from community members, both quantitative and qualitative.
3. The number and nature of successful projects that can be traced to outreach efforts. And, if possible, the reduction in carbon emissions with which these can be credited.
4. All feedback, whether solicited or volunteered.

These will be reviewed on a regular basis with an eye toward iterative improvement.

