

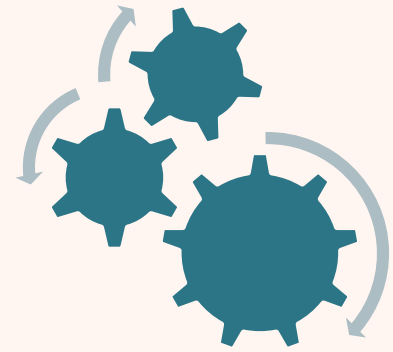
A photograph of a city skyline, likely Madison, Wisconsin. In the foreground, there is a modern, curved concrete structure with a fountain on top. Behind it, several tall, modern buildings with many windows are visible against a clear blue sky. The text "MADISON'S equitable FUTURE" is overlaid on the top left of the image.

MADISON'S equitable FUTURE

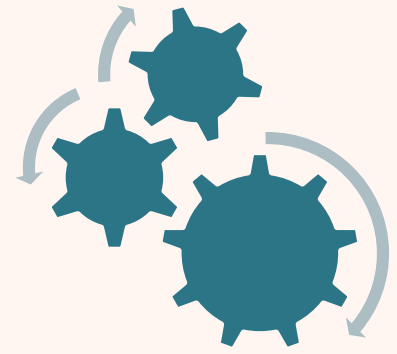
Racial Equity & Social Justice Initiative

Toriana Pettaway
Melissa Gombar

Group Agreements

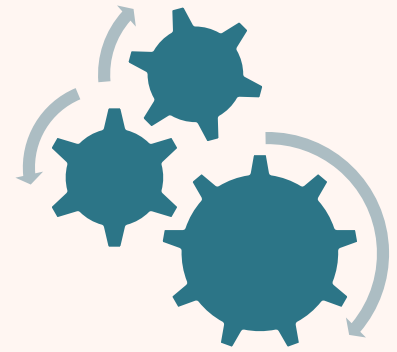


1. Respect
 - Verbal and non-verbal
 - Value personal experiences
 - Active Listening: don't interrupt, no sidebar conversations
 - Confidentiality
2. Assume good intentions, recognize unintended impacts
 - Use "I" statements
3. Monitor your participation
 - Take care of self
4. Name race, avoid coded language
 - Use direct and respectful language
5. Facilitators are not experts – we are learning, too



Objectives

- Understand best practices for racial equity analysis application
- Apply their learning to an example from their workplace
- Plan for how they can use racial equity impact assessments in their department or organization



Activity

- Think of a project or a work product that did not turn out how it was originally intended. What was the initial plan and how was it different from the outcome? Who benefitted? Who was burdened?
- 1 minute to think of an example
- 2 minutes each to discuss with a partner
- Large group report-outs

Racial Equity & Social Justice Initiative Goals and Recommendations



Equity in City
Operations



Equity in City
Policies and
Budgets



Equity in the
Community



Why Focus on Race?



Laura gets more call backs than **Lakisha**



James gets more call backs than **Jamal**



Randy gets more call backs than **Raheem**



Linda gets more call backs than **Ling**

Meet **Joe**, the new hire in accounting.
José never got a call back.

“One study found that applicants with white-sounding names received 50 percent more callbacks”

José Zamora had a routine.

During his months-long job search, he estimates that he sent out between 50 to 100 resumes a day.

But Zamora said he wasn't getting any responses, so on a hunch, he decided to drop the “s” in his name. José Zamora became Joe Zamora, and a week later, he says his inbox was full.

huffingtonpost.com/2014/09/02/jose-joe-job-discrimination_n_5753880.html
stock photo is not José Zamora

We all do better when we **ALL** do better

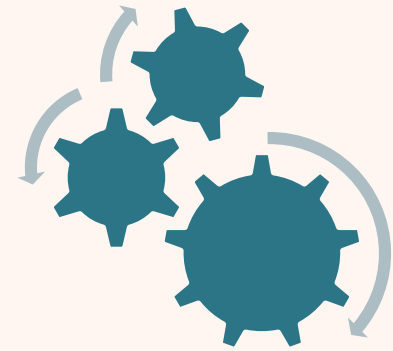
What can YOU do?

- confront your own biases
- learn about RESJI
www.cityofmadison.com/mayor/priorities/racialequity.cfm
- join your department equity team
- join the RESJI core team
- contact Toriana Pettaway,
Equity Coordinator, (608) 267-4915

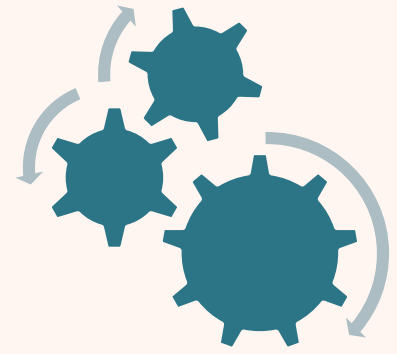


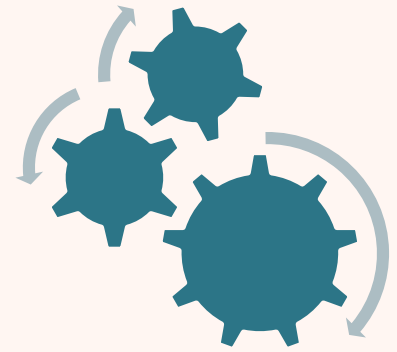
Racial Equity
& Social Justice Initiative

You shouldn't have to change your name to get a job.



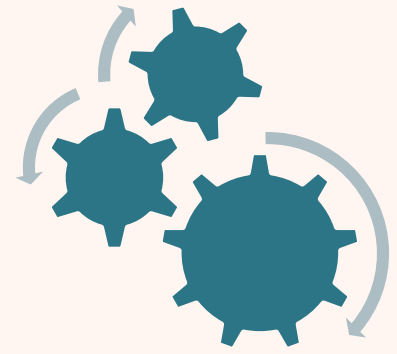
Using Equity Tools





WHAT are Equity Tools?

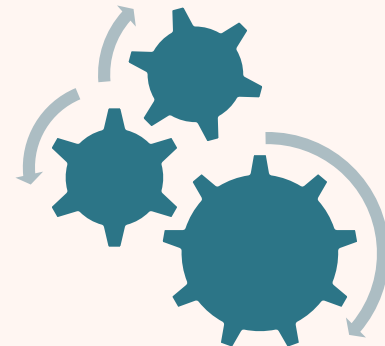
- A method to think critically about the consequences of a decision or action including projects, programs, budgets, and policies
- Explicitly focuses on identity
- Is a systematic examination of ways in which marginalized groups will likely be affected
- Both a *product* and a *process*



WHY Use an Equity Tool?

- Identify **root causes** of existing inequities
- Understand and interrupt inequitable **impacts** of current policies and programs
- Identify and minimize **burdens and unintended consequences** of new policies or programs
- Ensure the **inclusion** of those most affected

WHO should use Equity Tools?



Elected
officials

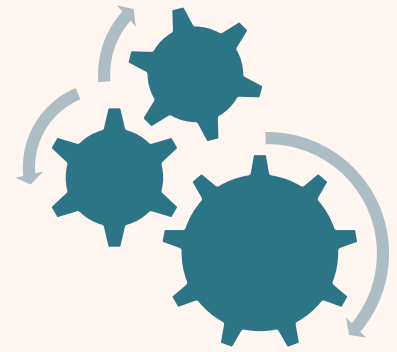


Government
staff



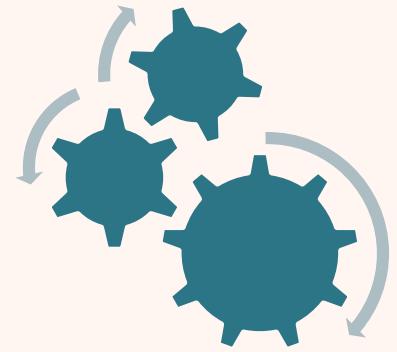
Community

WHEN should we use equity tools?



- Development of new (or evaluation of existing) policies, plans, budgets, and partnerships
- As early as possible in the process

What if I don't have enough time?



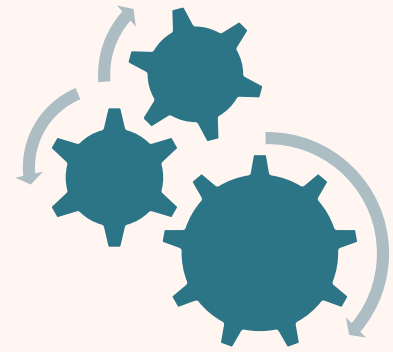
?

Ask the questions:

Who benefits or who is burdened by the decision?

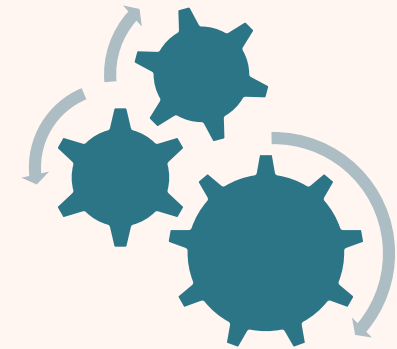
What are the potential unintended consequences?

HOW should we use equity tools?

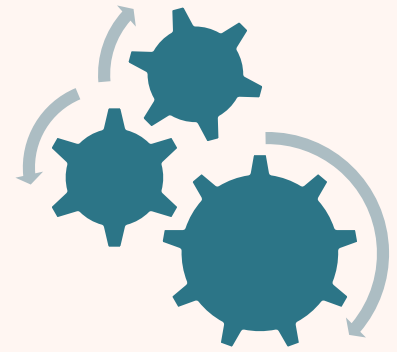


1. Start with a clear description of the policy, program or decision at hand. (Completed project charter)
2. Describe the intended results and outcomes.
3. Understand what data we have on hand, what is missing, and what they are telling us.
4. Engage stakeholders: how are they involved? Can we expand engagement?
5. Analysis: ask questions and propose strategies.
6. Implementation plan: is it feasible?
7. Accountability: who is responsible? How will you communicate results?

HOW should we use equity tools?

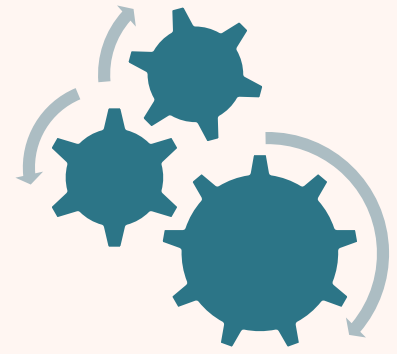


Levels of Engagement				
City Informs City of Madison initiates an effort, coordinates with departments and uses a variety of channels to inform community to take action	City Consults City of Madison gathers information from the community to inform city-led projects	City engages in dialogue City of Madison engages community members to shape city priorities and plans	City and community work together Community and City of Madison share in decision-making to co-create solutions together	Community directs action Community initiates and directs strategy and action with participation and technical assistance from the City of Madison
Characteristics of Engagement				
<ul style="list-style-type: none"> Primarily one-way channel of communication One interaction Term-limited to event Addresses immediate need of City and community 	<ul style="list-style-type: none"> Primarily one-way channel of communication One to multiple interactions Short to medium-term Shapes and informs city projects 	<ul style="list-style-type: none"> Two-way channel of communication Multiple interactions Medium to long-term Advancement of solutions to complex problems 	<ul style="list-style-type: none"> Two-way channel of communication Multiple interactions Medium to long-term Advancement of solutions to complex problems 	<ul style="list-style-type: none"> Two-way channel of communication Multiple interactions Medium to long-term Advancement of solutions to complex problems
Strategies				
Media releases, brochures, pamphlets, outreach to vulnerable populations, ethnic media contacts, translated information, staff outreach to residents, new and social media	Focus groups, interviews, community surveys	Forums, advisory boards, stakeholder involvement, coalitions, policy development and advocacy, including legislative briefings and testimony, workshops, community-wide events	Co-led community meetings, advisory boards, coalitions and partnerships, policy development and advocacy, including legislative briefings and testimony	Community-led planning efforts, community-hosted forums, collaborative partnerships, coalitions, policy development and advocacy, including legislative briefings and testimony



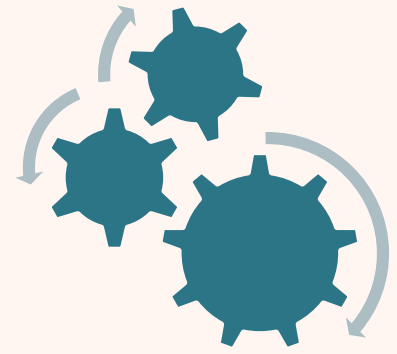
Activity

- Think of the project that you thought about earlier. What if you would have thought of these questions beforehand? Would it have changed anything?
- 1 minute to think on your own
- 2 minutes each to discuss with the same partner
- Large group report-outs



Ways to Lead: Equity Tools

- City staff:
 - Find out who your Civil Rights Coordinator is
 - Find out who staffs the RESJI Team from your department
 - Read your department's equitable hiring goals
- Attend training! RESJI Part 1, Part 2, Part 3
- What other ways can you think of?



Ways to Lead: Equity Tools

- How will you provide leadership for equity tool applications in your department or organization?

