

RACIAL EQUITY AND SOCIAL JUSTICE TOOL

FAST TRACK VERSION



Racial Equity
& Social Justice Initiative





Racial Equity and Social Justice Initiative

Racial Equity Analysis Tool

Fast-Track Version

INSTRUCTIONS

This abbreviated version of the Comprehensive RESJI Racial Equity Analysis Tool is intended for issues on a short timeline or without a widespread impact.

Examples:

- single piece of legislation already drafted and introduced.
- creation of a single position description and job posting for an open position
- development of a single budget item proposal

For broader policies and legislation in its beginning phase, please use the full version of the RESJ Toolkit.

This tool should be completed by people with different racial and socioeconomic perspectives. When possible, involve those directly impacted by the issue. Include and document multiple voices in this process. The order of questions may be re-arranged to suit your situation.

Mission of the Racial Equity and Social Justice Initiative (RESJI): To establish racial equity and social justice as core principles in all decisions, policies and functions of the City of Madison.

Equity is just and fair inclusion into a society in which all, including all racial and ethnic groups, can participate, prosper, and reach their full potential. Equity gives all people a just and fair shot in life despite historic patterns of racial and economic exclusion (www.policylink.org).

Purpose of this Tool: To facilitate conscious consideration of equity and examine how communities of color and low-income populations will be affected by a proposed action/decision of the City.

The “*What, Who, Why, and How*” questions of this tool are designed to lead to strategies to prevent or mitigate adverse impacts and unintended consequences on marginalized populations.

BEGIN ANALYSIS

Name of topic or issue being analyzed:

Special Event Rate Increase

Main contact name(s) and contact information for this analysis:

Stefanie Cox, Parking Division Manager

Names and affiliations of others participating in the analysis:

Overture Board, DMI, BID, Destination Madison, UW Transportation

Have stakeholders from different racial/ethnic and socioeconomic groups—especially those most affected—been informed, involved and represented in the development of this proposal or plan? Who is missing and how can they be engaged?

Since this is a system-wide change, not specific to a garage, the impact would be mostly on event visitors and tourism, not local business users.

1. WHAT

a. What is the policy, plan or proposal being analyzed, and what does it seek to accomplish?

Increase the event parking rates at city garages to \$10 or \$15, depending on the facility. The current rate of \$8 has been in place since 2016 and no longer covers operating costs, including staffing. Additionally, City of Madison event parking rates remain significantly lower than nearby competitor rates. The Parking Division is reviewing all current rates and fees to identify areas that need adjustments to better align with operating costs.

b. What does available data tell you about this issue? (See page 3 for guidance on data resources.)

Data tells us that occupancy rises during events near each facility studied. Setting an event rate helps capture revenue to cover added costs for staffing and general operations while assisting in traffic congestion mitigation with a more controlled outflow of traffic after the event concludes.

c. What data are unavailable or missing?

Data about how many parkers move on to the next facility due to the rate. Demographic information on customers utilizing city parking garages when an event rate is active. Data about the purpose of the parking facility during the event.

2. WHO

a. Who (individuals or groups) could be impacted by the issues related to this policy, plan or proposal?

Those experiencing financial hardship who park in city-owned facilities when an event rate is active.
Those attending events as sponsored attendees (free or reduced event admission)
All who park in city garages when an event rate is active are impacted.

b. Who would benefit?

Facility users looking to park at the covered facility, or people looking to park closer to event time. The rate could encourage carpooling or the use of alternative modes of transportation. Additionally, parkers could begin arriving earlier and patronizing the nearby businesses. The event parking rates encourage those not attending the event to seek alternate parking, which creates more parking availability near event venues for those attending the event. This benefits those who are attending the events as well as the venue operators.

c. Who would be burdened?

Those parking in city garages when an event rate is active for things other than the event that necessitates the event parking rate. All who park in city garages when an event rate is active are impacted. Those attending events as sponsored attendees (free or reduced event admission)

d. Are there potential disproportionate impacts on communities of color or low-income communities?

The fee is universal to all facility users. Many additional transportation methods or on-street parking options will remain available.

3. WHY

a. What are potential unintended consequences (social, economic, health, environmental or other)?

None known. This would not displace current permit holders at any location, nor increase their rates. Additional parking at nearby facilities or on-street at the hourly rate, as applicable, for those wishing to not pay the special event rate.

4. HOW: RECOMMENDATIONS SECTION

a. Describe recommended strategies to address adverse impacts, prevent negative unintended consequences and advance racial equity (program, policy, partnership and/or budget/fiscal strategies):

The event rate is activated in a specific garage for a set time. In most cases, nearby parking facilities will offer parking at the regular rate and have available spaces. In addition, parking meters and 2-hour parking are available that offer either free or standard-rate parking.

DATA RESOURCES FOR RACIAL EQUITY AND SOCIAL JUSTICE IMPACT ANALYSIS

City of Madison

- Neighborhood Indicators (UW Applied Population Lab and City of Madison):
<http://madison.apl.wisc.edu>
- Open Data Portal (City of Madison):
www.cityofmadison.com/data
- Madison Measures (City of Madison):
<https://www.cityofmadison.com/finance/documents/MadisonMeasures-2016.pdf>
- Census reporter (US Census Bureau):
<http://censusreporter.org/profiles/06000US5502548000-madison-city-dane-county-wi>

Dane County

- Geography of Opportunity: A Fair Housing Equity Assessment for Wisconsin's Capital Region (Capital Area Regional Planning Commission):
www.capitalarearpc.org
- Race to Equity report (Wisconsin Council on Children and Families):
<http://racetoequity.net>
- Healthy Dane (Public Health Madison & Dane County and area healthcare organizations):
www.healthydane.org
- Dane Demographics Brief (UW Applied Population Lab and UW-Extension):
www.apl.wisc.edu/publications/Dane_County_Demographics_Brief_2014.pdf

State of Wisconsin

- Wisconsin Quickfacts (US Census):
[U.S. Census Bureau QuickFacts: United States](https://www.census.gov/quickfacts/wisconsin)
- Demographics Services Center (WI Dept of Administration):
[DOA Demographic Services Center \(wi.gov\)](http://www.doa.wisconsin.gov/demographic-services-center)
- Applied Population Laboratory (UW-Madison):
www.apl.wisc.edu/data.php

Federal

- US Census:
[Explore Census Data](https://www.census.gov)
- 2010 Census Gateway (US Census):
www.census.gov/2010census