

# 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](http://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:

At the direction of the Common Council and Vending Oversight Committee, the City of Madison will be eliminating the current Late Night Vending program and create a new State Street Night Vending program for implementation on April 15, 2024.

The analysis was completed on 12/1/23.

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

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**Names and affiliations of others participating in the analysis:**

Kelly Post – City of Madison, Parks & Street Use Supervisor  
Mike Miller – City of Madison, Business Development Specialist, Office of Business Resources  
Melinda Knuth – Public Health Madison & Dane County, Violence Prevention Supervisor  
Roberto Keely-Lujan - Public Health Madison & Dane County, Outreach & Response Specialist  
Rebecca Hoyt – City of Madison, Disability Rights Coordinator  
Saran Ouk – City of Madison, Office of Business Resources Manager

Community members in the food industry were invited but were unable to attend the analysis but were engaged in the conversation outside the analysis.

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?

Yes. Focus groups of current and potential vendors was held, individual meetings with current vendors and shared information with currently licensed food vendors. It is estimated that 70% of city licensed street vendors are people of color or women owned businesses. These vendors own micro businesses and come from a wide range of socioeconomic groups. Mobile food vending has a low barrier to entry into business ownership.

This community outreach and information gathering has been ongoing since 2018. During 2020-2022, COVID work reduced staff capacity to move forward with program design. In 2023, staff begin to reengage the work related to this holistic policy and program change.

**1. WHAT**

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

Changing the current late night vending program to the new State Street Night Vending Program. Provide opportunities for vendors to be successful, provide a safer environment. Safe and accessible opportunity to provide for both vendors and customers. Efficiency goals. Creating an equitable policy. Vending to the customer base.

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

- Current 3 vendors have brick and mortar locations.
- Data on calls for service
- Feedback from currently licensed vendors (Mall Food and Late Night Vendors)
- Enforcement activity
- Isthmus Safety Initiative – safety navigators
- Focus group feedback.
- Licenses issued – and inquiries about vending opportunities.
- Pedestrian data
- Parking availability in the area
- Bus service
- B-cycle service

c. What data are unavailable or missing?

- New vendors – do they have brick and mortars.
- 400-600 block pedestrian pilot program
- Sales data to back-up flow of sales
- Fundraising – and non-profits to support how would that connect.
- What the perception is for the citywide customer base vs the focus on UW and student population. Move of the location from the spokes to the 700 block and how will the perception be especially to the BIPOC community that currently goes to the carts.
- Hour's change will that affect business.
- Accessibility to the new area

2. WHO

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

- Vendors (current and future)
- Customers (current and future)
- City staff
- UW staff
- Church
- Residential
- Students
- Brick & mortar in the area (around current and future site)
- Organizations and Greek Life community
- Dynamic of shifting form MPD – UWPD
- Minors that are spending time in downtown

b. Who would benefit?

- Students
- Vendors (potential)
- Staff
- MPD/UWPD
- First responders
- Bars/Taverns with customers leaving early.
- Minors that are spending time downtown
- Fundraising organizations and student organizations

c. Who would be burdened?

- Vendors
- Existing customers
- MPD/UWPD/Capital police (jurisdiction)
- First responders
- Bars/Taverns with customers leaving early.
- Unhoused population that uses that area for resting and spending time

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

Yes, potential. Vendors are currently all people of color, and they have a large number of customers that are people of color. This change in hours and location could impact them. The unhoused or unstably housed community that is using the space for spending time or sleeping and that disruption.

### 3. WHY

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

- Increased lighting
- Noise and air pollution
- Gathering space for minors
- Current place that the unhoused community is using and how it would impact them.
- Loss of business in transition and loss of business in their peak hours
- Create a community engagement and social hub.
- Crowd sizes (large or small)
- Challenges with loading in and loading out – getting out when vendors are leaving and coming.
- How do people close when they have lines?
- Impact on other businesses that sell food later in the evening/night.
- Parking issues
- Conflict between bikes, skateboards, and pedestrians
- Crossing Lake Street safely
- Intoxicated drivers and that conflict at the intersections or potential of driving on to the 700 block.
- Intoxicated pedestrians
- Accessible parking in the area
- Power in numbers of vendors and to be able to eat there at one time.
- Power in number of vendors for their feeling of safety
- Easier way to get food at one time.
- More accessible because it is grab and go.
- Bringing food to other businesses that do not allow carry in
- Garbage outside the area for eating in line...
- Increased opportunity of theft

### 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):

- Valuable in year 1 to time change and location change in stages. Location first and hours second.
- Financial support for purchasing required equipment and marketing/outreach.
- Provide or educate how to secure tip jars and other theft safety techniques.
- Signage
- Increased lighting
- Partnering with Street Outreach related to the unhoused individuals.
- Educating other city agencies
- Educating groups that want to fundraise and use the spaces.
- Partner with UW Student Life
- Plan for feedback and evaluation – Vendor support group to address issues.
- Neighborhood association or Downtown stakeholder groups or diversity center or UW Alumni group (POC) or progress center
- Customer feedback stream – QR code for feedback

\*Consult with community connectors with marketing and communication.

## DATA RESOURCES FOR RACIAL EQUITY AND SOCIAL JUSTICE IMPACT ANALYSIS

### City of Madison

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- 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](http://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

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- Geography of Opportunity: A Fair Housing Equity Assessment for Wisconsin's Capital Region (Capital Area Regional Planning Commission):  
[www.capitalarearpc.org](http://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](http://www.healthydane.org)
- Dane Demographics Brief (UW Applied Population Lab and UW-Extension):  
[www.apl.wisc.edu/publications/Dane\\_County\\_Demographics\\_Brief\\_2014.pdf](http://www.apl.wisc.edu/publications/Dane_County_Demographics_Brief_2014.pdf)

### State of Wisconsin

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- 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](http://www.apl.wisc.edu/data.php)

### Federal

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