



SMC 100% Renewable RESJI Considerations
Discussion Document

BACKGROUND:

EQT By Design, LLC (EQT) did a review of the 100% Renewable Report using an equity lens. Using the lens of equity, EQT prepared key ideas and findings based on its review of the report and shared it with the SMC at their February 2019 meeting.

Based on discussion and input from the staff, and SMC, EQT has prepared an analysis that reflects the city's Racial Equity and Social Justice Initiative along with EQT's own rubric for doing an equity analysis.

RESJI seeks a process to create equity and understand through an assessment where inequity needs to be addressed. Understanding where equity or inequity is located is done through an analysis. This analysis is simply (in concept not in practice) how and who is impacted and assessing at all levels where and how is the burden manifested and in what process, system, or policy?

In addition RESJI seeks to understand how the voice of those impacted has been engaged or will be engaged to ensure their voice is in the center of change and supports an empowerment model of self-reliance. This strategy develops engagement and inclusion as a way to shift and change how inequity can be rooted out of systemic policies, and process.

EQT By Design -- assesses using the following frame:

EQT believes that in order for a system or organization to develop into an equitable, diverse, and inclusive organization there must be a vision and plan that guides the leadership and the organization itself towards those goals and objectives.

EQT's framing for creating inclusive and welcoming environments is based on the premise that capacity, organizational culture, and context are fundamental to a welcoming and inclusive design. EQT's framework for how to create an inclusive, welcoming environment and design is as follows:

- 1) Vision: necessary to describe what a welcoming and inclusive environment should offer and be as experienced by residents (taxpayers), employees, and overall community.

- 2) Language: in place to guide and empower communication on how to talk about it too and with residents (taxpayers), employees, and the overall community which aids people to learn, develop, and practice a culture of being welcomed and included.
- 3) Learning: This city both as a government guiding body and as an overall city should be an environment that is developed and cultivated to foster a culture of belonging and inclusiveness. Modeling is the key to this outcome.
- 4) Support: The city and the community need to see leadership, policy, and an infrastructure that actively develops how this community and city can actively practice and create a welcoming and inclusive organization. A city that uplifts, models and invests in practices and process that are intentional in its design of equitable, socially just, and welcoming culture of practice in its systems, processes, and organizational practices is “being the change it wants to see.”

EQT also uses the International Association of Public Participation (IAP2) to understand the level of engagement and inclusion of people along a spectrum. Ultimately, the spectrum determines where the community and the organization is along the spectrum as it pertains to how people are included and involved in the decision-making that impacts them. The spectrum is as follows:

Inform -> Consult -> Involve -> Collaborate -> Empower *

Our goal is to engage community participation, particularly when it’s an historically marginalized or under-represented group or constituency, at “involve” or higher. Organizations operating at that level are less likely to need outside support to seek voicing and typically will have policies and practices that will be reflective of their diverse and broad constituency when they operate at the level of involve and more.

INITIAL KEY CONTENT REVIEW of 100% Renewable Report

Follows are some opportunities for the city and SMC along with the Mayor and Alders to take advantage of how they discuss and talk about this report as they move from a report to a plan; specifically identifying priorities and creating an implementation strategy.

a) Vision

- ✓ Messages are introduced that are not later connected with the scenarios or as part of next steps.
- ✓ Examples:
 - Highlight of “warning signs” (pg 6 Opening Letter)
 - Saving money if use solar and wind
 - Job Creation and economic development
 - Cost savings

- “Promoting” racial equity and social justice
- ✓ OPPORTUNITY: Consider specific visual descriptions that speak to what, how, and who benefits on these visioning messages.

b) Discuss the features but not benefits ...Point of View

- ✓ City of Madison ... infrastructure and capital investments
- ✓ Taxpayers ... what is the financial benefit as a taxpayer if at all
- ✓ Community ... how does this impact the City as a community
- ✓ Private Sector ... linkages of modeling and leveraging

OPPORTUNITY: Describe how others benefit from the investment and what specifically it looks like from their point of view.

c) Opportunities for consideration

- ✓ Use the implementation phase of the report as an opportunity to model and lead others on how to get to 100% renewable goals.
- ✓ A dashboard that demonstrates on track and in progress of meeting 100% renewable goals
- ✓ Develop a community workgroup to help ensure that racial equity and social justice efforts will be met.
- ✓ City systems and processes are significant in the success of the scenarios. Ensure that when departments develop their plans of actions that they leverage other areas of the city and that redundancy is minimized and mitigated.
 - How we tax properties, design neighborhoods, transportation for workforce purposes and connectivity to employers and where people live (often and frequently). How we engineer streets, zone, code, and enforce.
 - Natural systems ... planning and developing neighborhoods or redeveloping them with RESJI, CED, and Sustainability ...when it comes to trees, water, sidewalks, connectivity thru walking, biking, busing and reducing single riders along main corridors, and as we think about trash, lighting, and safety in the midst of a building boom – how does it all intersect through and with the City of Madison

d) Funding and Financing

- ✓ How will savings realized from 100% renewable implementation be reinvested?
- ✓ Who will make those decisions about how?

OPPORTUNITY: Develop an operational budget to bridge the gap between implementing operational ideas benefiting the community until savings are fully realized. These dollars can

support engagement, launch or grow programs that are for the benefit of residents like Green Madison, MadiSUN, RENEW Solar for Good are a few examples.

Summary of Opportunities

- ✓ Prioritizing and determining how and what moves ahead first
- ✓ Community voice and input is necessary in the next stage for buy-in and support
- ✓ Operational funds to support implementation of ideas
- ✓ A dashboard that outlines success to track growth and focus for improvement
- ✓ Creating marketing and message that helps residents connect more concretely to the 100% Renewable Report and plan. Use specific examples that connect the scenarios to the taxpayer and community and how it benefits and connects along with includes them.

RECOMMENDED NEXT STEPS:

Engagement

- ✓ Identify some key groups that are diverse – racial, ethnic, identity, socio-economic, age and share the report and seek opportunities to collaborate and engage.
- ✓ Include community based groups as wells as nonprofits that serve these demographics and determine where there may be opportunities for growth and development of a shared 100% renewable implementation plan.
- ✓ As part of the engagement process identify potential persons who might be interested in collaborating as part of a workgroup as different components of the report are implemented.

Develop a Workgroup (s)

- ✓ Develop a workgroup that is diverse and can be a connection and advocate for the work to be implemented that is a bridge between city, community, and a conduit for SMC potentially.
- ✓ The group can help inform priorities and sequencing along with marketing and promotion of what the City is doing.
- ✓ A Dashboard that the community and the city can use to help understand success and impact
- ✓ Training about RESJI should be considered as the projects are prioritized and implemented as there will be aspects that will require growth and learning on how it works and how folks can be a steward for ensuring success.

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*International Association of Public Participation (IAP2)

		INCREASING IMPACT ON THE DECISION				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC		We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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