

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:

Ordinance Amendment: Specifically, amending MGO Sec. 38.05(a)(9) related to Class A License Applicant Qualifications. The proposed amendment would provide geographical limitations on the issuance of Class A and “Class A” alcohol beverage licenses.

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

Jennifer Zilavy, Assistant City Attorney
jzilavy@cityofmadison.com
608-266-4511

Names and affiliations of others participating in the analysis:

Dr. Gene Musser, retired Cardiologist and PHMDC Board Member
Will Green, Executive Director Mentoring Positives
Wayne Crokus, Owner/Manager Steve's Liquor (the morning of our review, Mr. Crokus has a family emergency and was not able to participate).

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?

Not from every racial/ethnic or socioeconomic group.

1. WHAT

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

The ordinance seeks to geographically limit issuing Class “A” and “Class A” alcohol beverage licenses to establishments that sell alcohol that can be taken away and consumed elsewhere. The goal behind the ordinance is to reduce alcohol-related community problems that are associated with such establishments.

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

At the time the proposed ordinance amendment was drafted in February 2024, there were 131 active Class A license holders in the City of Madison. Today, there are 134 active Class A license holders. Based upon 2023 population data for the City of Madison, that translates to 1 license for every approximately 2000 people.
The data also tells us that retail alcohol outlets can be the site of disorder, including alcohol-related disorder and crime. Increased density of retail alcohol outlets have been associated with social harms in the neighborhoods in and around the outlets: disorderly conduct, noise, litter, neighborhood disruption, nuisance, and property damage. Research has shown that limiting alcohol beverage outlet density and growth can be an effective means of reducing the harms associated with excessive alcohol consumption.

c. What data are unavailable or missing?

Data related to specific studies in specific communities related to known alcohol beverage outlets and their impacts on neighborhoods.

2. WHO

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

Potential negative impacts: People of color and those in low income neighborhoods may potentially be faced with reduced access if walking to a store is problematic. People with mobility issues may have difficulty getting to a convenient Class A establishment. People with no form of transportation may have difficulty accessing a convenient liquor store. People who may not want to bring other business or housing to the area because of a liquor store. Affordability—less outlets could potentially result in higher prices. Potential positive impacts: limit or eliminate disorder such as littering and loitering. Less temptation for those trying to abstain and or those who should abstain due to addiction issues. More difficult for underage to purchase alcohol for unsupervised use.

b. Who would benefit?

Society as a whole—less alcohol available would mean less alcohol-related disorder and addiction. May encourage people to not drink as much because they have to put forth more effort to obtain the alcohol. Existing liquor store owners due to less competition. Those running treatment centers and those offering services for unhoused would potentially experience a reduction in issues related to alcohol. Police, fire, and hospitals due to less calls for service and complaints related to alcohol consumption.

c. Who would be burdened?

Those who have mobility problems and who do not have access to transportation. More often, lower income populations have issues and barriers related to transportation. Those seeking a class A license may not be able to afford the business at a different location. Low-income people may end having to pay more for alcohol due to reduced competition.

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

The ordinance does not limit the issuance of an alcohol license in specific neighborhoods or areas, it limits the issuance near sensitive locations such as buildings that provide services to unhoused individuals and buildings that provide drug and/or alcohol rehabilitation services to individuals. Those types of businesses can be located anywhere in the City, so if they are not located in low-income communities or those that have more communities of color, it is difficult to see how there would be a disproportionate impact on those groups unless those groups are also challenged with mobility and/or transportation issues and but for the sensitive sites, they would have an alcohol beverage outlet in their neighborhood.

Those who live in multi-family housing may be more inclined to use neighborhood parks and geographic limitations may make it more difficult for them to have events in parks with alcohol.

3. WHY

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

Increased drunk driving if people have to drive farther to obtain alcohol. Inflate the value of existing outlets because the license will potentially be more difficult to obtain. Overregulation of commerce. Preventing people from opening a business and/or pursuing a livelihood.

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):

Education of applicants and potential applicants before they invest money in a location only to discover that they would be ineligible for a class A license due to the geographic limitations; Communication on City's website regarding geographic limitations related to sensitive sites that make it clear that the limitations are not negotiable or waivable.

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://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/data.html)
- 2010 Census Gateway (US Census):
www.census.gov/2010census