Planning for Equity – Part 2

- Focus on messaging: Tell your story: Kari Nicewander, OCA

- Focus on messaging: Telling CT's story: Erin Boggs, OCA

- Solution Suggestions: Erin Boggs, OCA

- Power Mapping: Reg Calagno, Human Rights CampaIgn

- Take Action: 1:1s, Coalition Building, Relational Power

Why does this matter to you? How does it impact your family, your neighborhood, your opportunities?

Helpful Themes for Reaching Suburban Audiences

- Grounding the work in the history of segregation in CT.

- Broadening understanding about why the housing crisis is also a racial justice issue driven by income and wealth disparities.

- Emphasizing the deep need for housing that is within everyone's reach.

- Explaining the range of "affordability" and the reality that it is needed both for people who are working hard every day AND people who can't work full time or at all permanently or temporarily.

    - Focusing on housing as a racial justice issue, but also a social justice issue and a matter of sound planning (teachers, seniors, etc. need housing), and an economic imperative.

Helpful Themes for Reaching Suburban Audiences

- Frame messaging around issues your audience cares about – almost everything can be connected back to housing – health, the environment, education, jobs, etc.

- Take on myths around affordable housing head on.

- Busting Myths About Affordable Housing

  - Report: Furman Center – "Don't Put It Here" (Affordable Housing does not decrease property values)

  - Article: Do Affordable Housing Projects Harm Suburban Communities? Crime, Property Values, and Taxes in Mount Laurel, NJ – Albright, Derickson, and Massey, City & Community

- Messaging:

  - Progressive Playbook.org: Messaging guides

  - Frameworks Institute Reports:
    - Finding a Frame for Affordable Housing

    - "You Don't Have to Live Here"

  - Enterprise Communities Video: Putting it Together – A Framing Playbook for Affordable Housing Advocates

A Sample of Solutions

- Commission a Fair Share Plan for your town to spur more equitable zoning policies.

- Develop a plan for a particular mixed income community.

- Identify available land owned by the town, faith institutions or philanthropic residents.

- Explore inclusionary zoning (carefully calibrated).

- Start a housing trust fund.

- Work to change zoning to allow greater density in areas with sewer & water access and/or explore expanding such access.

POWER MAPPING: LONG TERM SYSTEMIC CHANGE

- The problems we seek to address have deep-rooted causes; need to address the causes in order to create long-term change
- Systemic problems require systemic solutions
- Policies and administrative changes are needed in order to make long term impacts

CREATING STRUCTURAL CHANGE

- Power relationships are unequal, and this is one of the primary reasons for the conditions and problems in our communities

- In order to permanently change the conditions in our community we must build collective power to create long term systemic change

- A more systematic way of understanding power is essential in our efforts to win

FORMS OF POWER

- **Visible** – contests over interests in public. Assumes everyone can access, debate and influence outcomes. Little attention given to who is not at the table.

- **Hidden** – used by vested interests to maintain their power. Certain people and issues excluded.

- **Invisible** – involves ways in which awareness of one's rights and interests are hidden through adoption of dominating ideology – people may be unaware of their rights. Internalized powerlessness/oppression.

SPACES OF POWER

- **Closed spaces** – decisions are made by a set of actors behind closed doors (politicians, experts, bosses, social movements)

- **Invited spaces** – request for participation of the public, but the topics for which the public is invited is set by people in power

- **Claimed spaces** – spaces that emerge out of the interests of organized people/institutions that get issues on the table for public accountability.

POWER (RELATIONAL) ANALYSIS

- A map of the way things ACTUALLY are

- How decisions are ACTUALLY made

A POWER ANALYSIS IS A BASIC UNDERSTANDING OF:

-Which leaders have followers and influence

-Who determines what decisions are made and how money is spent

WHAT DOES THE POWER ANALYSIS TELL US

- What are the opportunities to leverage community power to win our overall campaign to create long-term systemic change?

- What challenges do you see in the landscape that would impact our capacity to influence decision-makers in support of our campaign?

- What questions do we have about the landscape? What additional research is needed?

PURPOSE AND USES OF POWER ANALYSIS

To create a picture of the political/power landscape in order to understand how and by whom power is exercised to cause and maintain the issue we seek to change.

To develop more effective strategies

STEPS IN A POWER ANALYSIS

1. Define the major issue – what's the campaign
2. Sketch the competing agendas – the agenda of those perpetuation the problem and our agenda (the conditions we want to bring about)
3. Sketch the major issue/policy battels related to the issue
4. Sketch the major centers of decision-makers over the issue
5. Sketch major organized opposition
6. Sketch organized ally groups
7. Sketch key unorganized groups
8. Analyze the picture, develop strategies for changing the equation

POWER ANALYSIS SCENARIO

- The Superintendent of Hartford Public Schools has announced that Martin Luther King Jr. School in Hartford's North End will not re-open next year. Instead, students will move to the basement of another school until further notice.

- Campaign Goal: To keep the school open and students in the building until there is a long term plan in place for MLK students.

Power Analysis Tool

Supports_____   **Opposes** _____

	Die hard for	Actively support	Inclined to support	Inclined To oppose	Actively opposes	Die hard against
Lots of power — Decisive decision maker – lots of power						
Active participation in decision making						
Power to have major influence						
Taken into account						
Very little power — Not on radar						

Taking Action

- List your allies and invite them to share their stories (House Meeting)

- Define your major issue – What is your campaign? Which strategy do you want to promote?

- Bring the group together again for a power analysis

- Set up 1:1 meetings with people, based on Power Analysis

- Do another power analysis to determine next steps

- Introduce the policy change, legislative issue, or campaign in the appropriate body