1. Introductions

2. Panel
   - **Challenge:** Inequitable Policies
   - **Strategy:** Changing the Face of Decision-makers
   - **Implementation:** Inclusive Governance and Democracy
   - **Advocacy:** Power Building for Equity
   - **Q & A with Panelists**

3. Breakout Groups

4. Closing
Introductions

Mashael Majid
Program Manager of Equitable Development

Tracy Zhu
Stakeholder and Advisory Body Analyst

Jessica Buendia
Community Benefits Manager

Justin Rausa
Commissioner
Challenge:
Inequitable Policies
Shifting the Narrative

- Personal Responsibility
- Limited Government

Advancing Racial, Economic and Gender Equity
Effective, Inclusive Democracy
Strategy:
Changing the Face of Decision-makers
Urban Habitat

- Founded in 1989
- Environmental justice organization
- Regional perspective - 9 Bay Area counties
- Transportation, land use planning, housing justice

www.urbanhabitat.org
Boards and Commissions Leadership Institute

- Strategy to move an equity agenda in the Bay Area
- Launched in 2009 with ten fellows
- 100+ alumni network
- 70% of alumni have served on a board or commission
- Eighth cohort
The BCLI Model

• Train
• Place
• Support
Train

• Race, Class, & Gender Analysis – Provide tools to analyze policies through a multidimensional justice lens.

• Content Knowledge – Gain a deeper understanding of regional policies in the areas of housing, transportation and land use.

• Commissioner Skills – Acquire skills necessary to become an effective advocate commissioner, such as Robert’s Rules, inside/outside strategy and power mapping.

• Networking – Create opportunities to meet local decision-makers, including BCLI alumni.
Placement

• Keep an eye out for vacancies on boards and commissions that directly relate to Urban Habitat’s equity campaigns
• Commission placement **work** plan
Support

- Commissioner *action* plan
- On-going technical assistance
Implementation: Inclusive Governance and Democracy
Our Mission

To provide customers with high quality, efficient and reliable water, power, and sewer services...

in a manner that is inclusive of environmental and community interests, and that sustains the resources entrusted to our care.
The SFPUC Opportunity

$1 Billion Operating Budget

2,300 Employees

$4.6 Billion Water System Improvement Program

$6.9 Billion Sewer System Improvement Program
Water System Improvement Program
Sewer System Improvement Program

Bayview Hunters Point

Legend
- Pump Stations
- Treatment Facilities
- Deep Water Outfalls
- Transport/Storage Structures
- Tunnels
- Force Mains
- RidgeLine
- Watershed Boundaries

Map showing the Bayview Hunters Point within the Sewer System Improvement Program area.
Robust Oversight and Stakeholder Engagement

Financial Responsibility
- Residential Users Appeals Board
- Rate Fairness Board
- Revenue Bond Oversight Committee

SFPUC Commission
- Southeast Community Facility Commission
- Citizen Advisory Committee

Underrepresented Stakeholders
- WSIP Small Firm Advisory Committee

Water CAC
- Power CAC
- Wastewater CAC
Leadership from the
Citizen Advisory Committee & Southeast Community Facility Commission

Provided authentic meaningful engagement to pass...
Equitable Policies

Environmental Justice Resolution
SFPUC Citizen Advisory Committee Resolution dated December 17, 2007
  • Definition for EJ, EJ checklist, and EJ pilot projects

Environmental Justice Policy
SFPUC Commission Resolution No. 09-0170 dated October 13, 2009
  • EJ training, green jobs, reduce impact of projects, culturally competent stakeholder engagement

Community Benefits Policy
SFPUC Commission Resolution No. 11-0008 dated January 11, 2011
  • Devote staff and resources to implement the EJ and CB policy, develop performance measures that measure impact
Advocacy: Power Building for Equity
Legislature doesn’t look like California, but in some ways it’s closer than before

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<td>Senate African American</td>
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<td>Assembly 22 women</td>
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THE SACRAMENTO BEE
Panel Q&A
Breakout Groups

1. Participants who want to develop an equity analysis to assess policies – Mashael

2. Participants who want to share strategies to develop buy-in externally and internally at a government agency – Tracy

3. Participants who want to engage with an advocate commissioner on challenges and successes – Justin
Closing
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