



# C4, ZERO CITIES PROJECT, AND HEZERO

MPSC EWR - LI Meeting  
March 04, 2021



An abstract graphic on the left side of the slide, featuring a dense, swirling pattern of blue and black lines that create a sense of movement and depth.

# Today's main objective:

Share key outcomes from both the Community Collaboration on Climate Change (C4) and Zero Cities Project (ZCP) and highlight opportunities for collaboration moving forward with the C4 and HEZero.

# Agenda

- 9:10 ZCP Outcomes
  - ZCP Intro
  - Commercial and residential building model
  - Commercial building focus
  - Single family residential focus and local GR Equity Assessment Tool
  - Draft menu of policy options
- 9:50 HEZero
- 10:00 ZCP and HEZero Q&A
- 10:10 C4 Outcomes (infrastructure, 3-year plan and budget, equity centered process, fundraising)
- 10:30 C4 Q&A

# In the beginning . . . .

- The City was accepted into the national Zero Cities Project cohort in the summer of 2017
- Alison was appointed co-chair of the Community Sustainability Partnership in the summer of 2018 in the midst of the CSP's longer - term strategic planning
- The Urban Core Collective was recommended and agreed to serve as the City's equity partner under the Zero Cities Project in early 2019
- The UCC pushed the City to think beyond just a one-year partnership to center equity in building decarbonization policies only to centering justice in all environmental sustainability work
- In July 2019, the City launched the idea of the Community Collaboration on Climate Change in partnership with the Urban Core Collective

## Sustainability and the built environment.





# ZERO CITIES PROJECT OUTCOMES

Office of Sustainability and Performance Management, Urban Core Collective,  
Architecture 2030, U.S. Green Building Council West Michigan

# Zero Cities Project

- Three-year grant funded project to develop a policy roadmap toward a zero net carbon building sector by 2050
  - Zero net carbon: produce on-site, or procure, enough carbon free renewable energy to meet the building operations' energy consumption
- Launched summer of 2017 and managed by the Urban Sustainability Directors Network (USDN)
- 12 U.S. cities selected to participate\*

Boston, MA  
Boulder, CO  
Cambridge, MA  
Grand Rapids, MI  
Minneapolis, MN  
New York, NY  
Palo Alto, CA  
Phoenix, AZ  
Portland, OR  
San Francisco, CA  
Seattle, WA  
Washington, D.C.

# Zero Cities Project

- Policy process informed by technical analysis that will include community collaboration and a focus on equity
  - Desired outcome: City policies that will result in the equitable decarbonization of the building sector by 2050
- Meant to create a plan the City will implement to achieve the zero net carbon goal by all buildings – with economic incentives and planning programs
- Funding: the Wege Foundation provided the local \$75,000 match for participation and approximately \$200,000 to the USGBC – WM (over 3 years)
- Local Partners:
  - U.S. Green Building Council West Michigan (commercial focus)
  - The Urban Core Collective (single family residential focus)
    - Received \$35,000 from USDN to serve as equity partner



# OUR STAKEHOLDERS



## DEVELOPMENT

- Big Picture Thinkers
- Investors
- City's Economic Development and Planning Departments
- Project Developers

## DESIGN + CONSTRUCTION

- Designer
- City's Design Team, Dev. Center, and Building Inspections
- Construction Managers
- Owner and/or operator
- City Residential Rental Cert. Program
- Real Estate Companies
- Building Management Companies

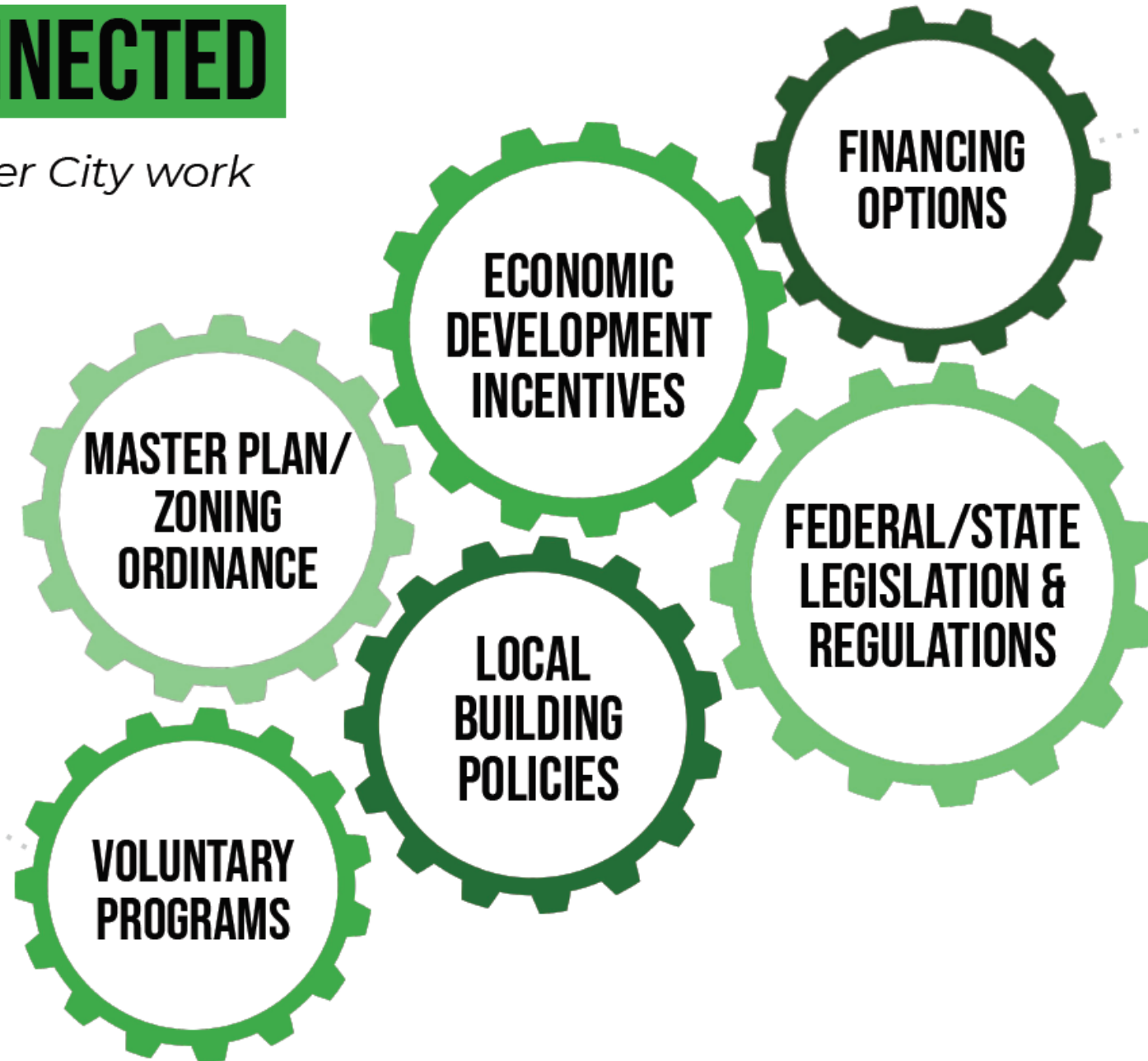
## COMMUNITY ENGAGEMENT

- Tenants (residents, employees, etc.)
- Neighbors



# IT IS ALL **CONNECTED**

*Alignment with other City work*



PACE  
Michigan Saves  
Traditional Lending

Local Utility Programs  
Grand Rapids 2030 District



GRAND RAPIDS  
**2030**  
DISTRICT®

*Designed by the Grand Rapids 2030 District*

# Three-year Plan

## Original Plan

- Technical building baseline
- Equity Assessment Tool
- Engage communities
- Develop equity-focused policies
- Share knowledge and replicate success with other cities

## Most Other Cities

- Technical building baseline
- Equity Assessment Tool
- Engage communities?
- Develop commercial building policies that lack equity components
- Share knowledge and replicate success with other cities

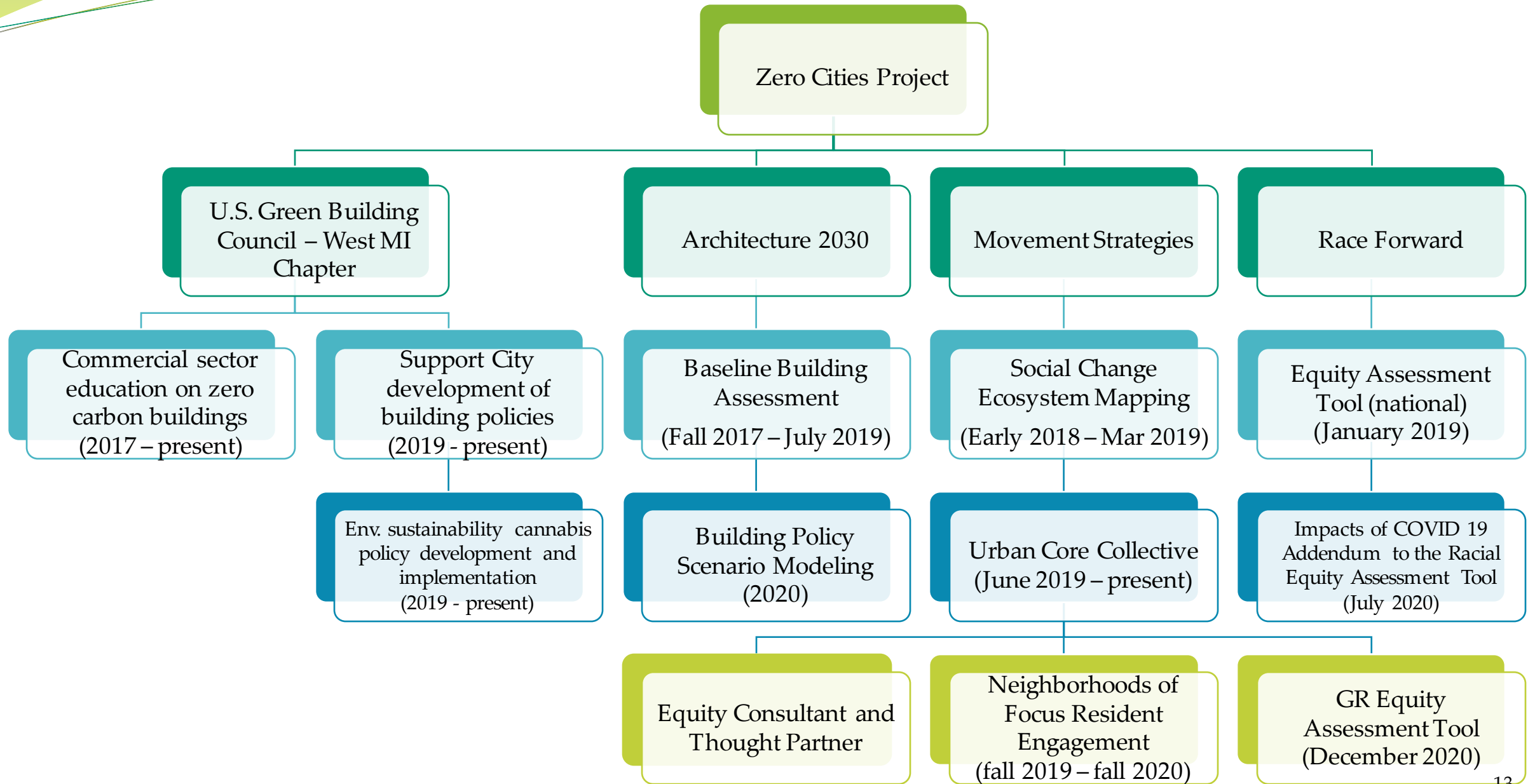
## GR Approach

- Technical building baseline
- Equity Assessment Tool
- USGBC continued commercial sector education
- Equity partner (UCC) authentically engages NOF residents on myriad of housing obstacles
- Launch Community Collaboration on Climate Change (C4) to build infrastructure, plan and process for centering equity in all climate change/environmental sustainability work
- Create GR specific Equity Assessment Tool
- Share knowledge and replicate success with other cities



# Why did GR take a different approach?

- Baseline building assessment results
  - 205 million square feet (sq ft) of buildings
    - Single family residential (SFR) (< 5 units): 52% (106 million sq ft, 46,065 houses)
  - Carbon emissions generated by building type
    - Commercial buildings > 10,000 sq ft: 42% while < 2% of total buildings
    - Single family residential: 39%
- Citywide commitment to equity
- Growing evidence of environmental injustices occurring in GR and need to pivot from environmental sustainability to environmental/climate justice
- Housing affordability crisis





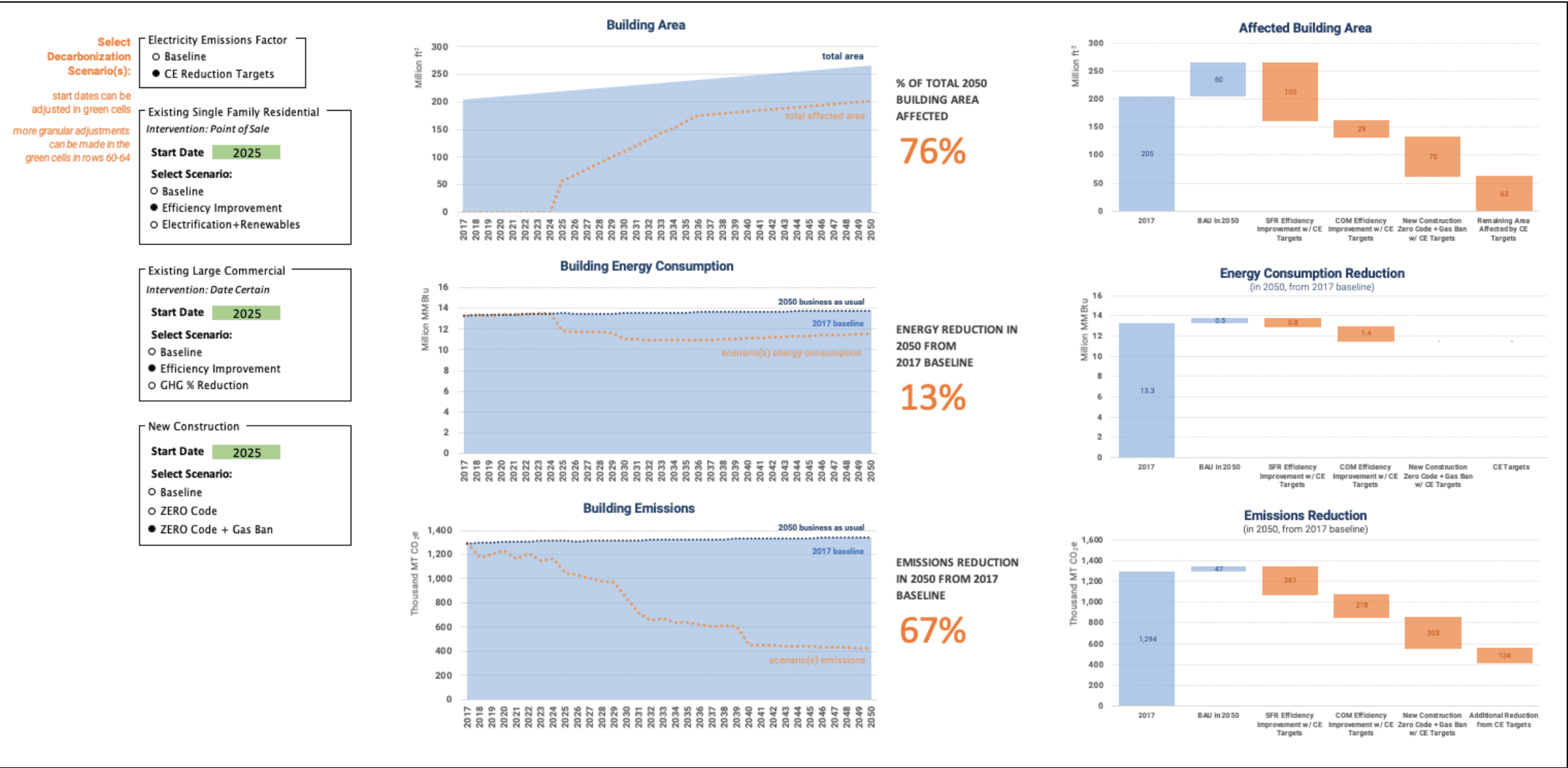
# ZCP: BUILDING SCENARIO ANALYSIS

Erin McDade,  
Architecture 2030

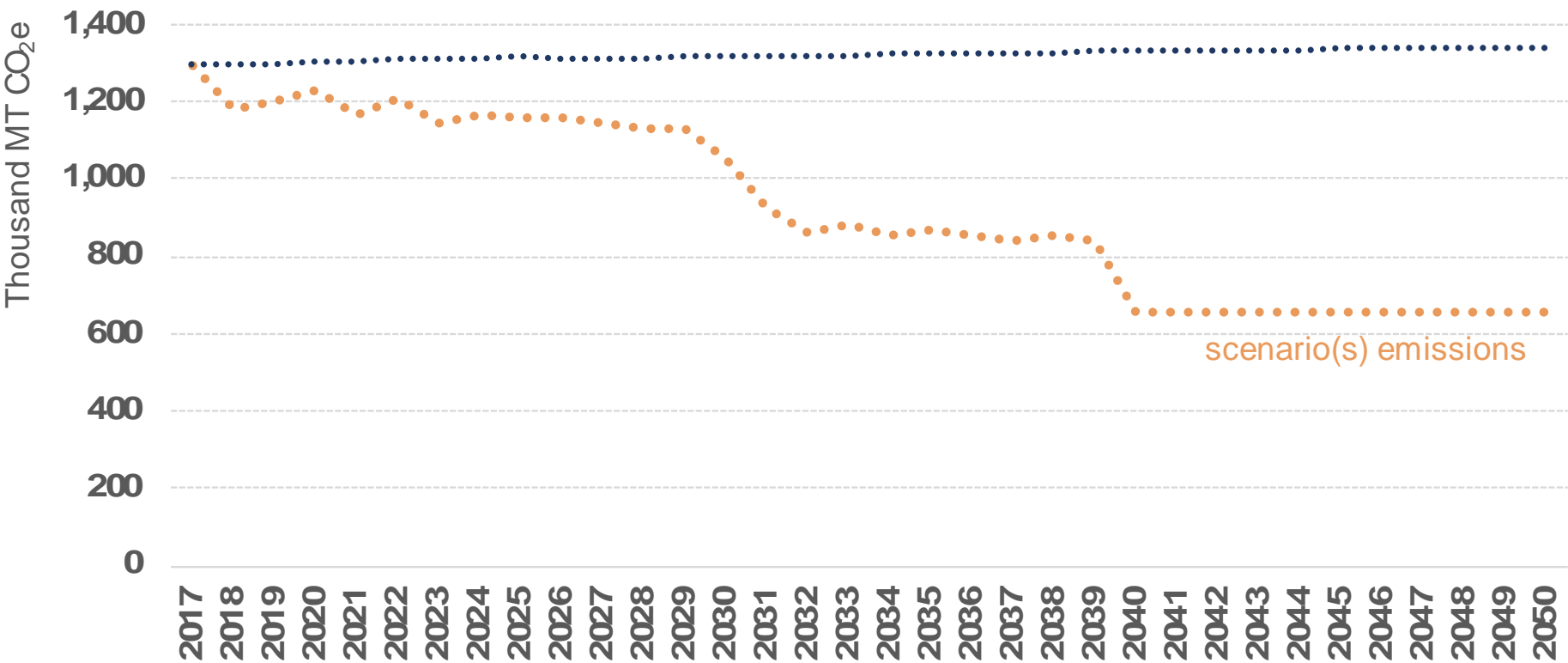


# BUILDING STOCK ASSESSMENT SPREADSHEET

## DYNAMIC SCENARIOS DASHBOARD



Building Emissions



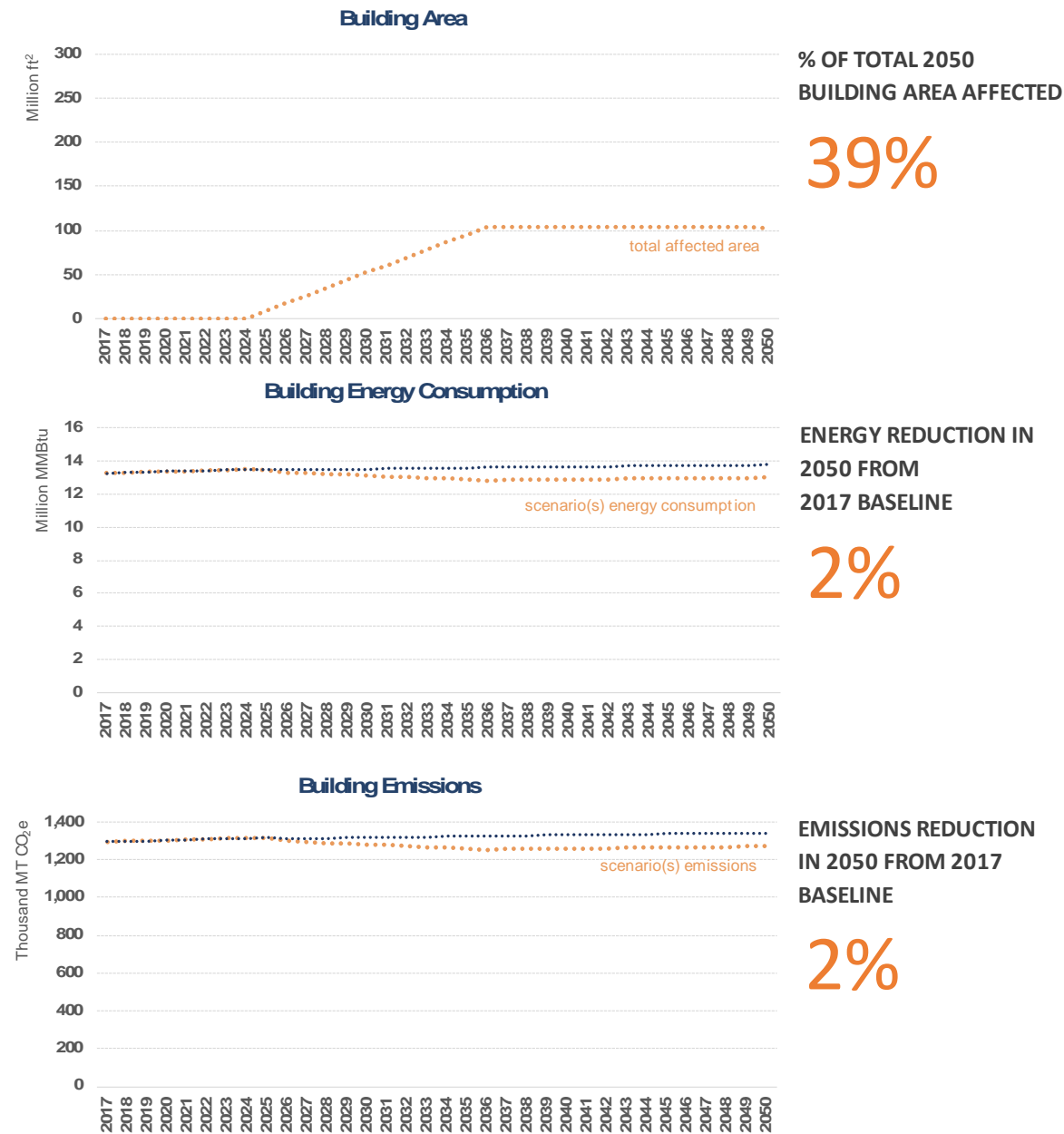
EMISSIONS REDUCTION  
IN 2050 FROM 2017  
BASELINE

49%

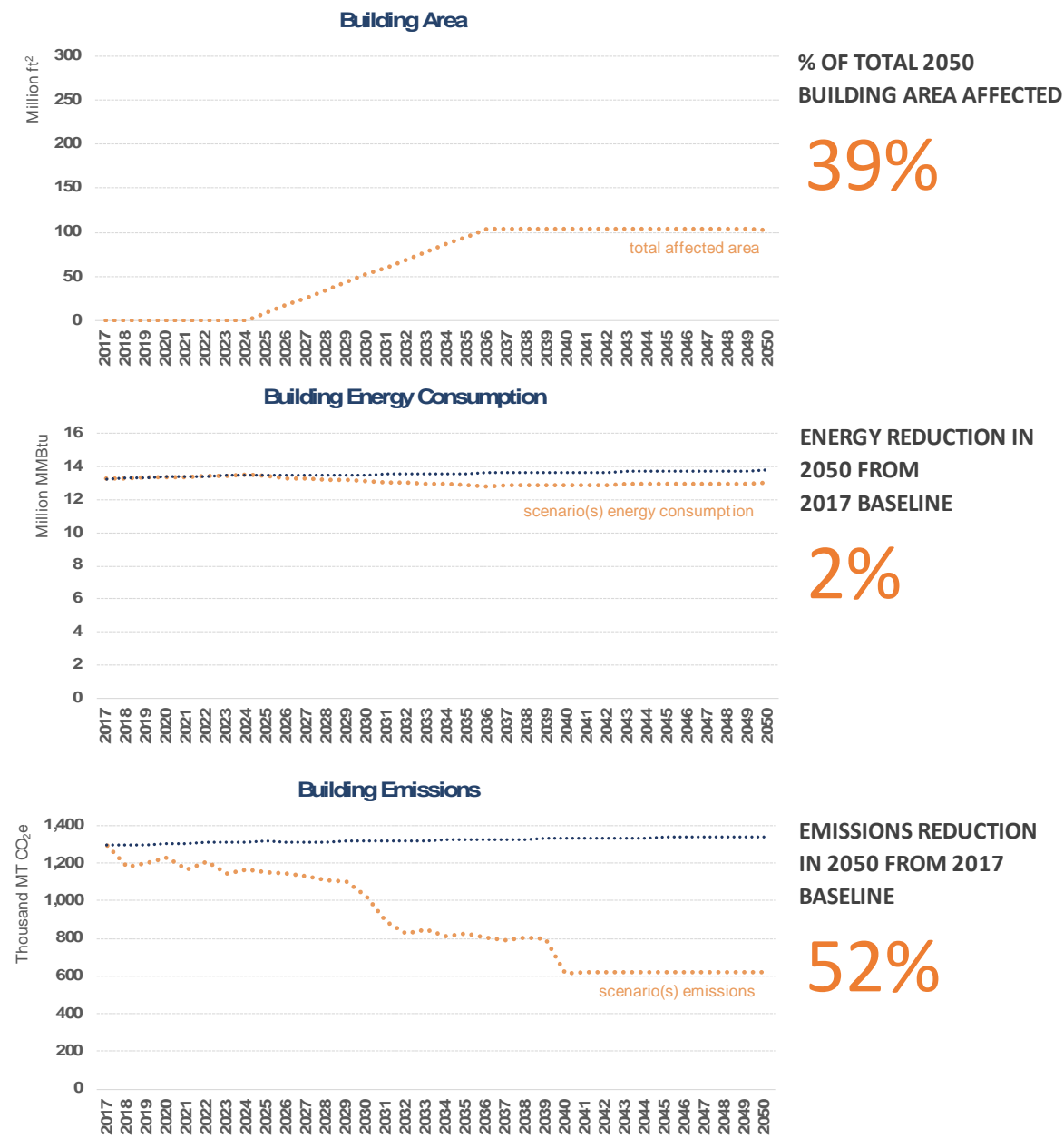
Assumption(s)

~78% reduction in electricity grid emissions intensity, 2017-2040



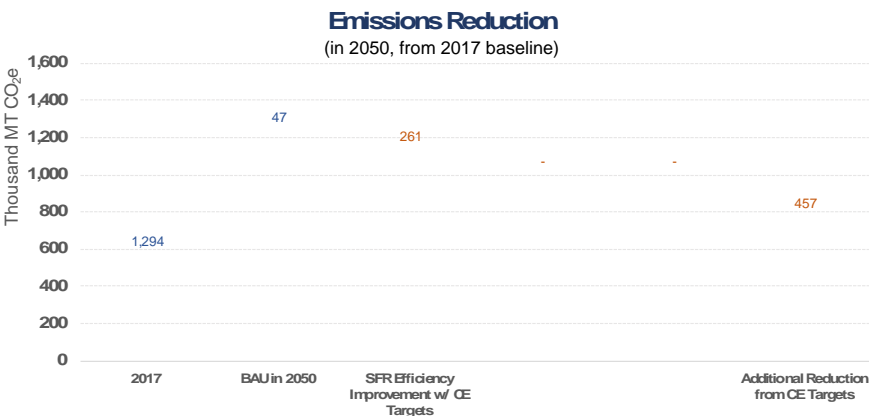


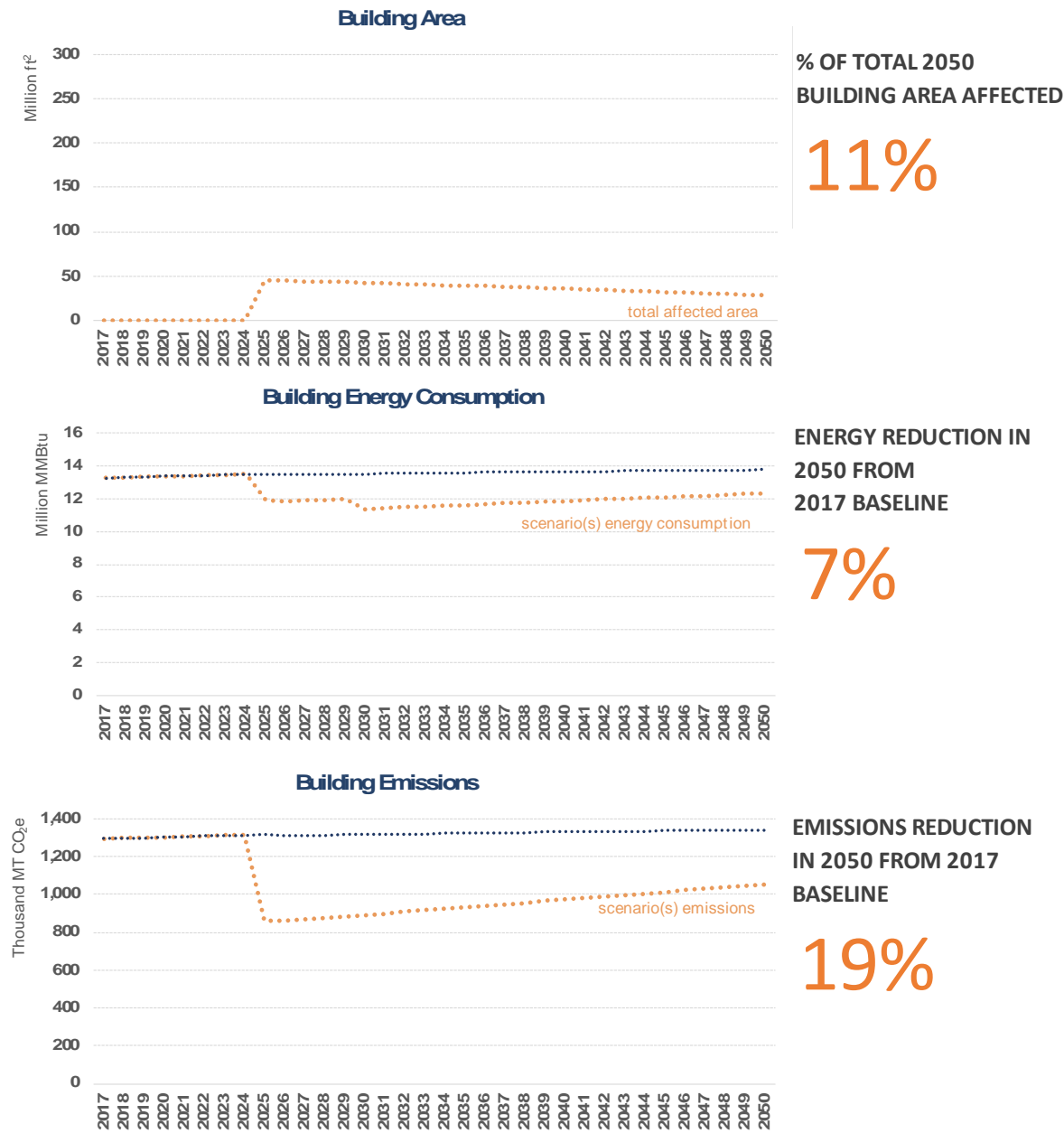




## Assumption(s)

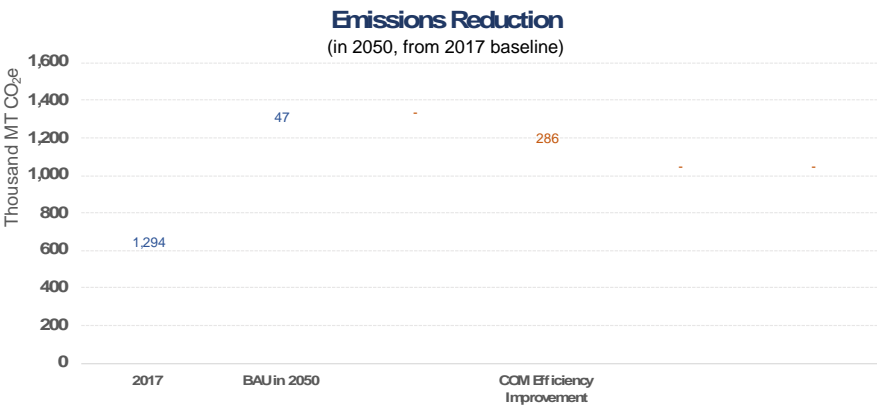
- ~78% reduction in electricity grid emissions intensity, 2017-2040
- SFR annual sale rate = 8.3% floor area
- efficiency improvements aligned with 2030 Challenge targets for existing buildings





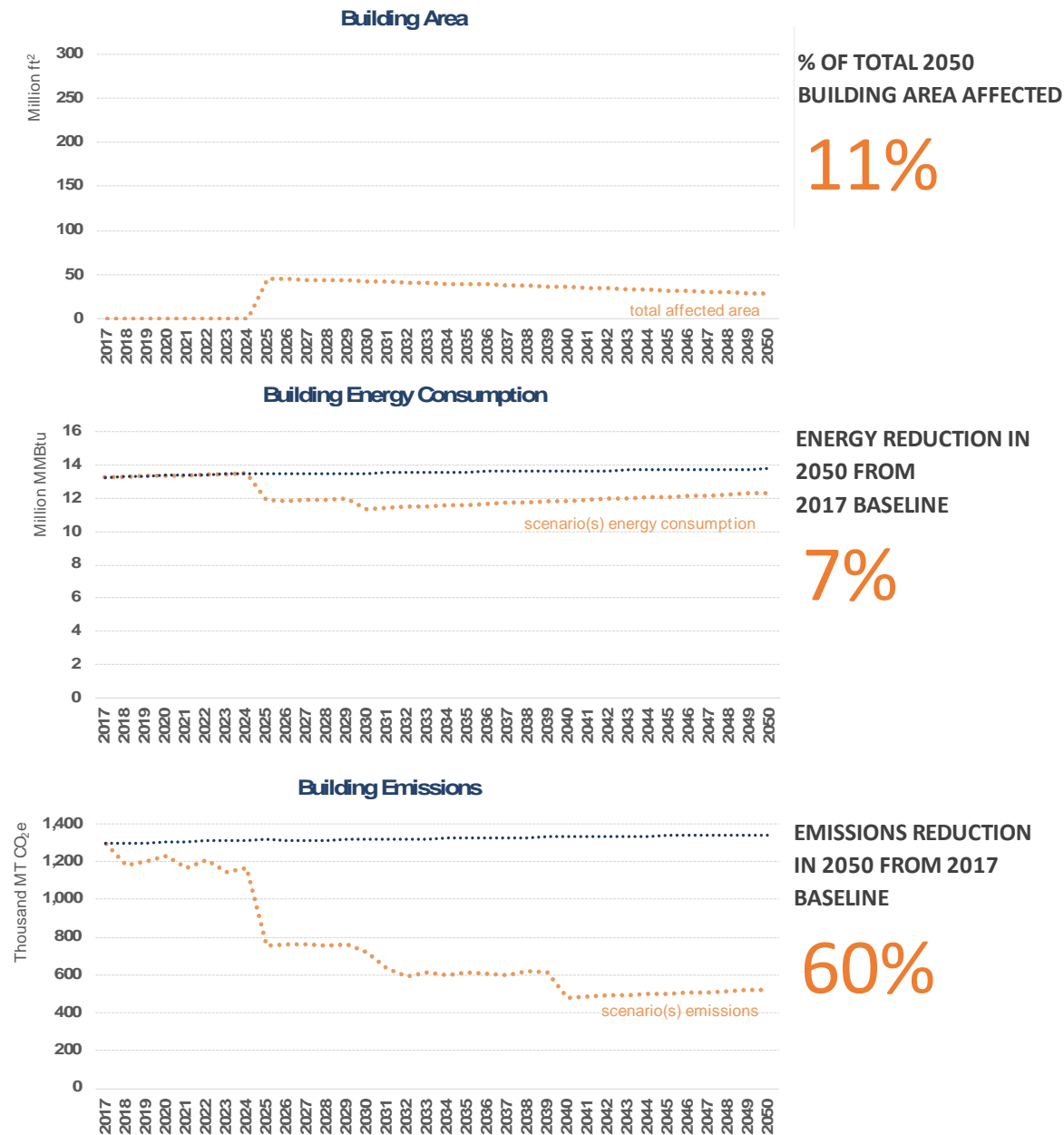
## Assumption(s)

- all large commercial completes upgrades by 2025
- efficiency improvements aligned with 2030 Challenge targets for existing buildings



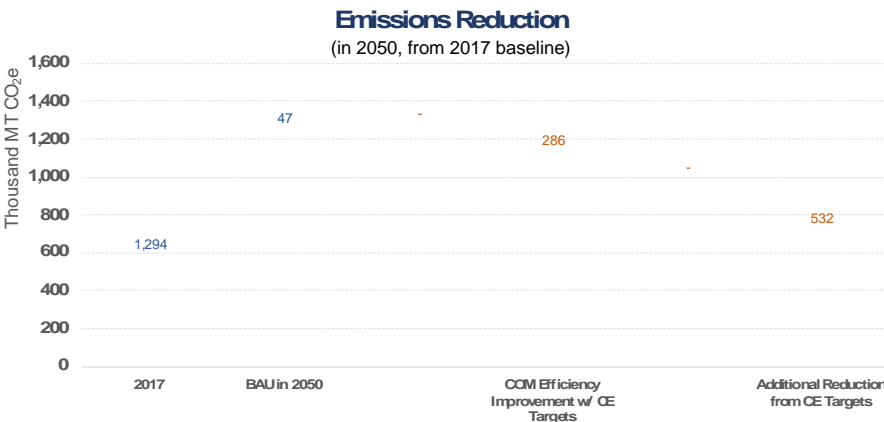
# SCENARIO 5: Large Com Date Certain Efficiency Upgrades + CE Targets

GRAND RAPIDS, MI

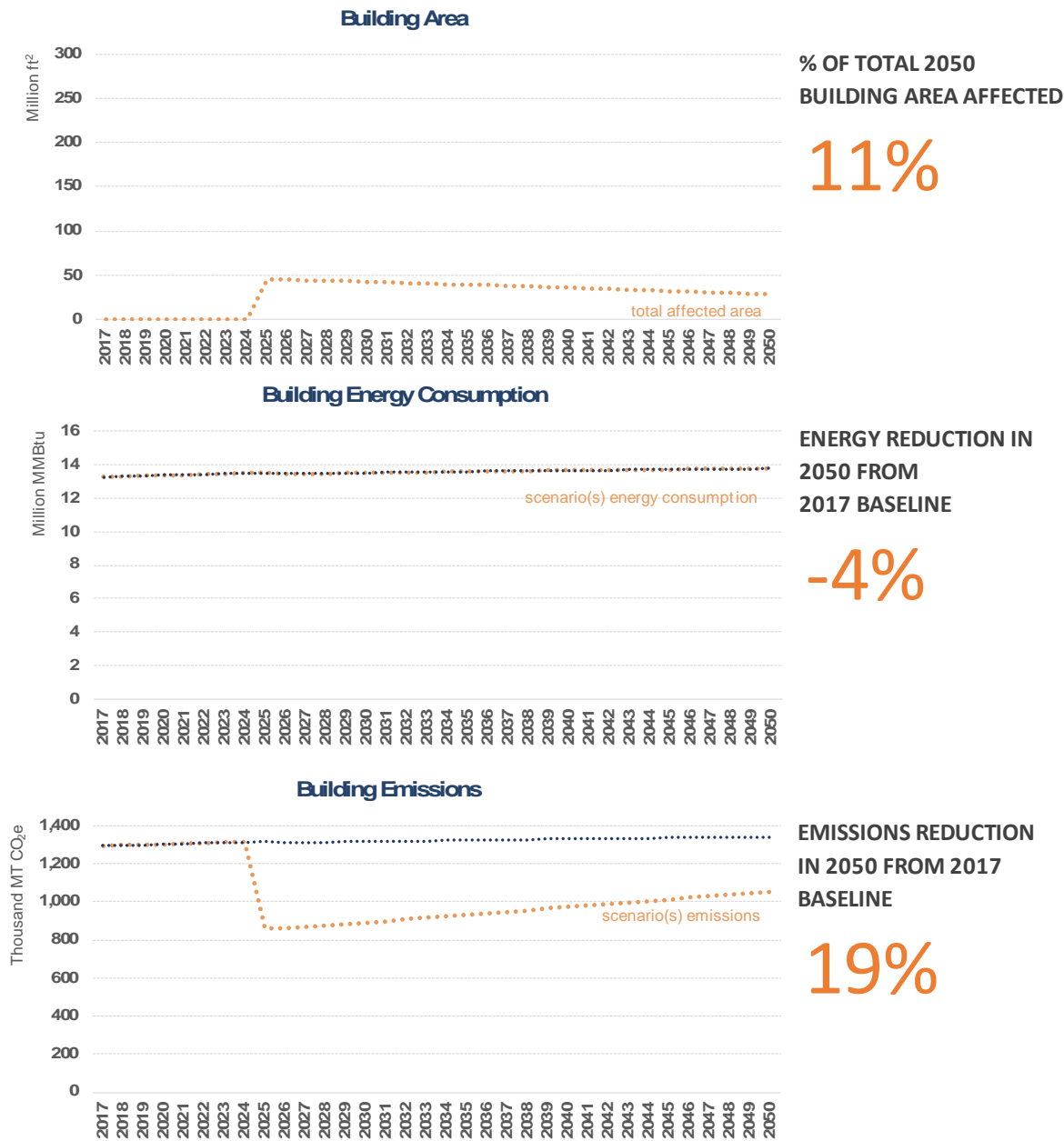


## Assumption(s)

- ~78% reduction in electricity grid emissions intensity, 2017-2040
- all large commercial completes upgrades by 2025
- efficiency improvements aligned with 2030 Challenge targets for existing buildings

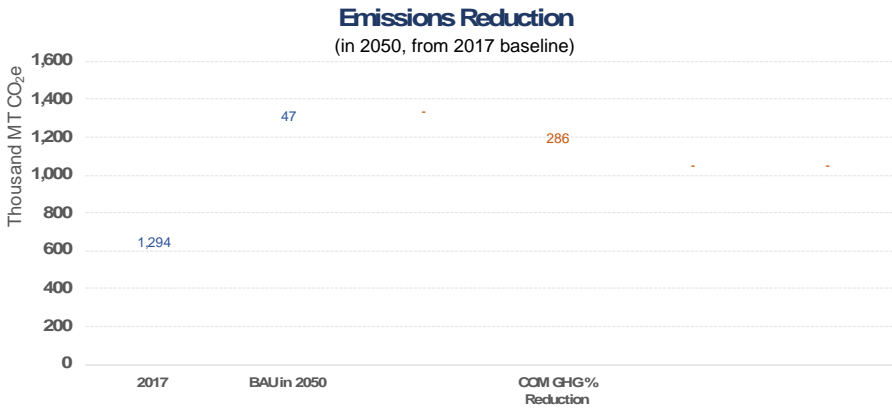


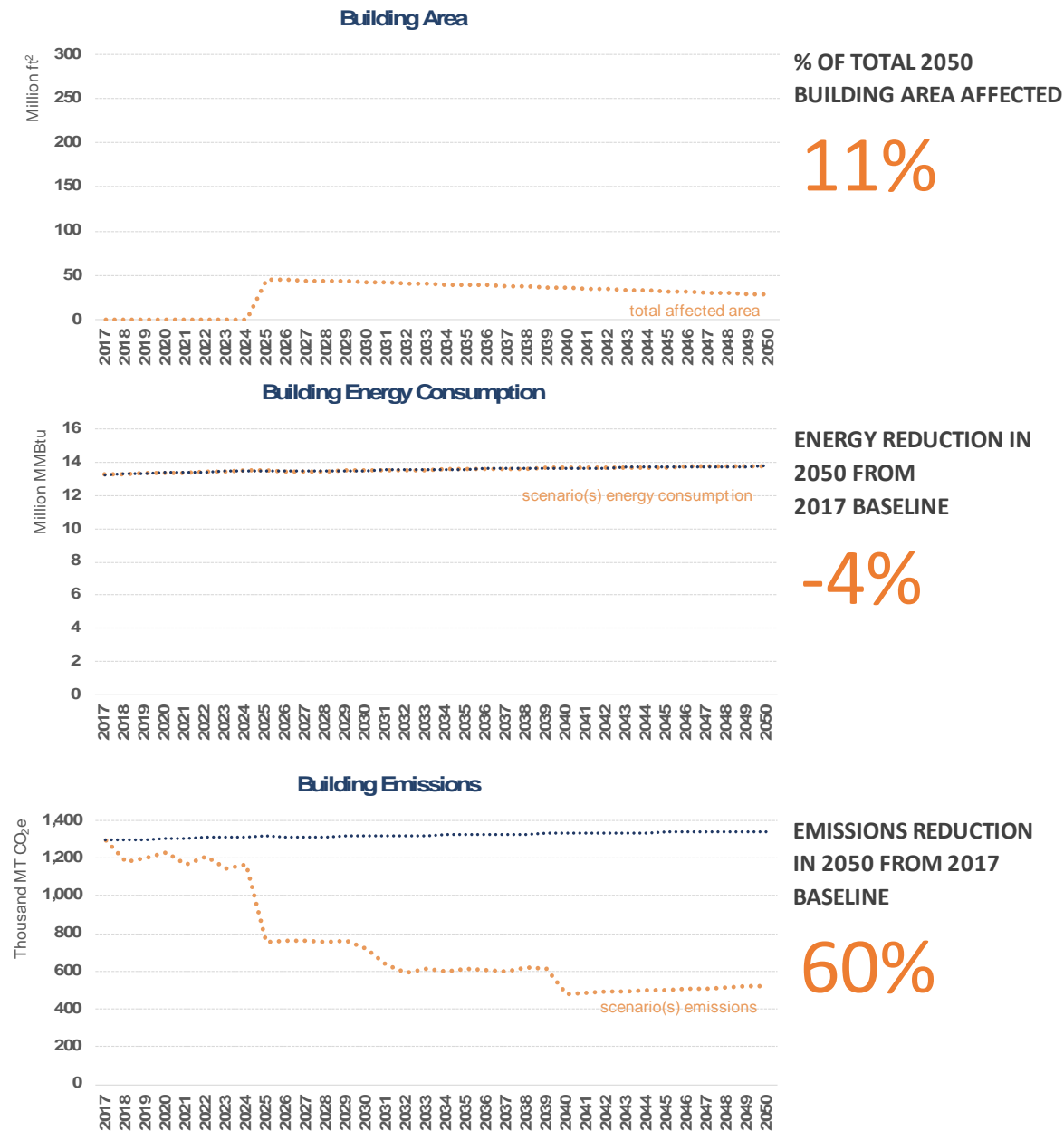




Assumption(s)

- all large commercial completes upgrades by 2025
- emissions reductions aligned with 2030 Challenge targets for existing buildings

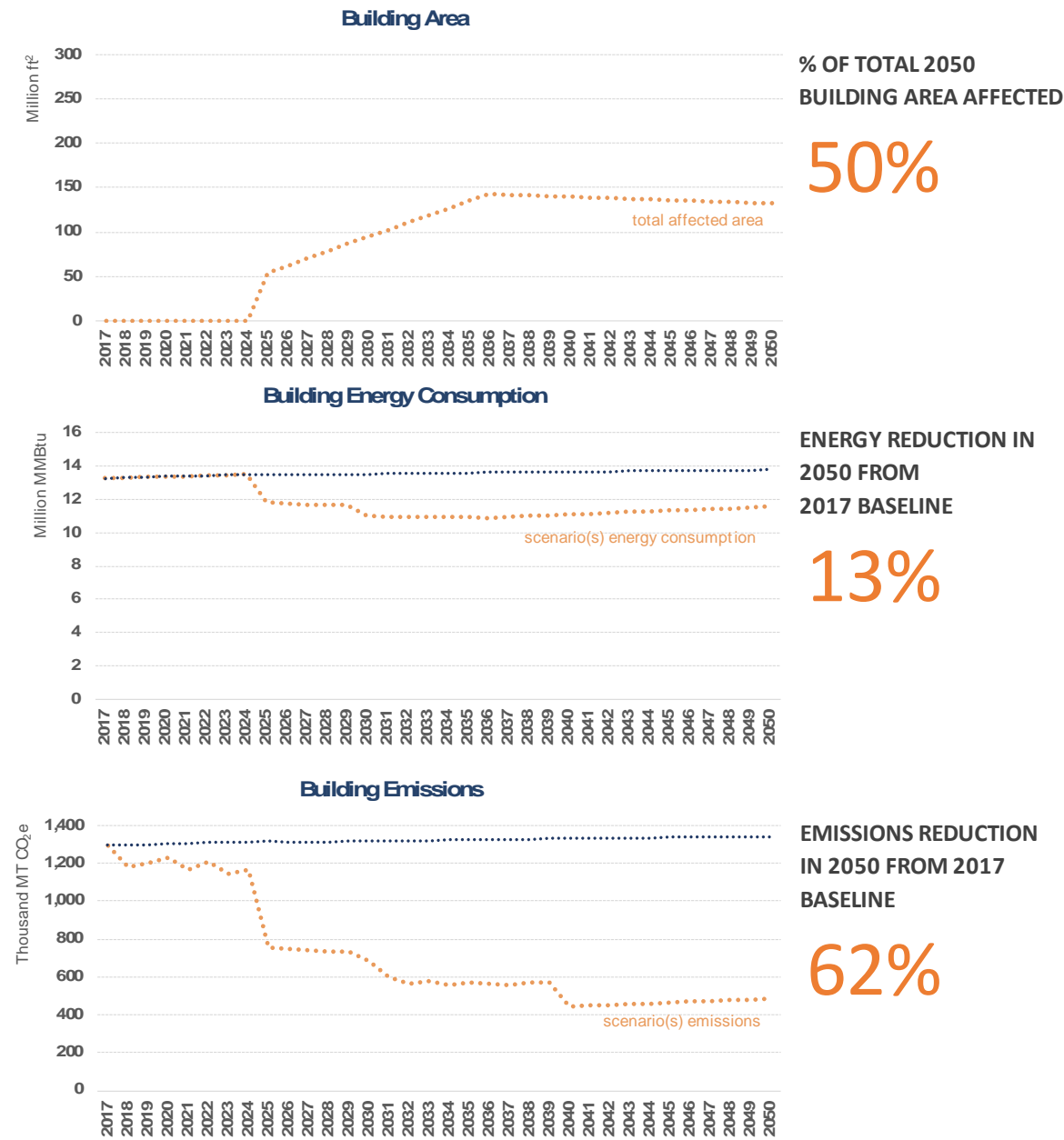




Assumption(s)

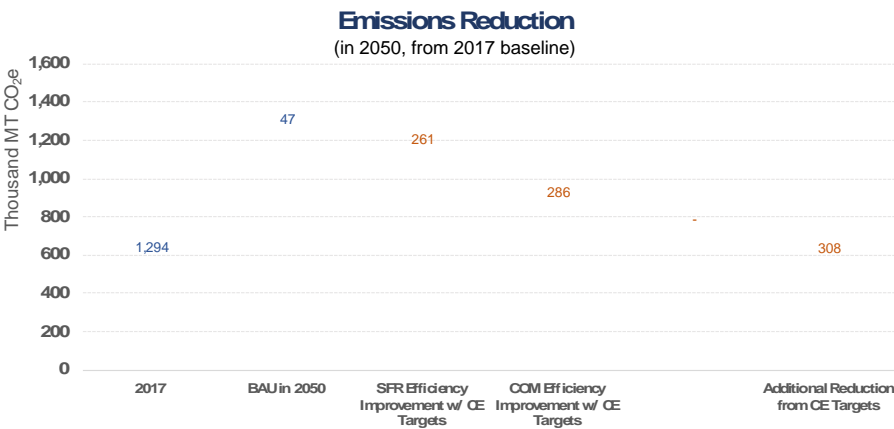
- ~78% reduction in electricity grid emissions intensity, 2017-2040
- all large commercial completes upgrades by 2025
- emissions reductions aligned with 2030 Challenge targets for existing buildings



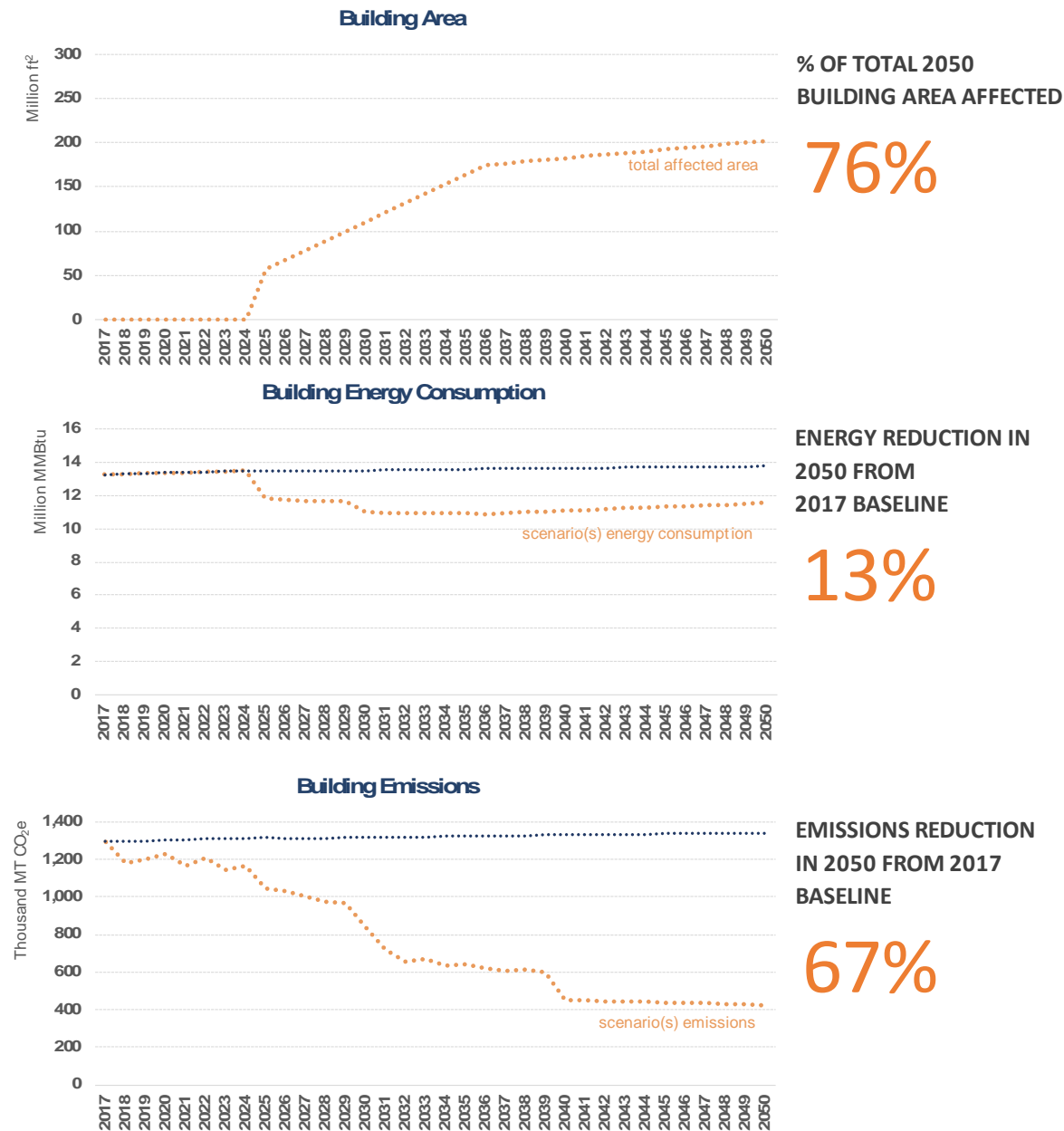


Assumption(s)

- ~78% reduction in electricity grid emissions intensity, 2017-2040
- SFR annual sale rate = 8.3% floor area; all large commercial completes upgrades by 2025
- efficiency improvements aligned with 2030 Challenge targets for existing buildings

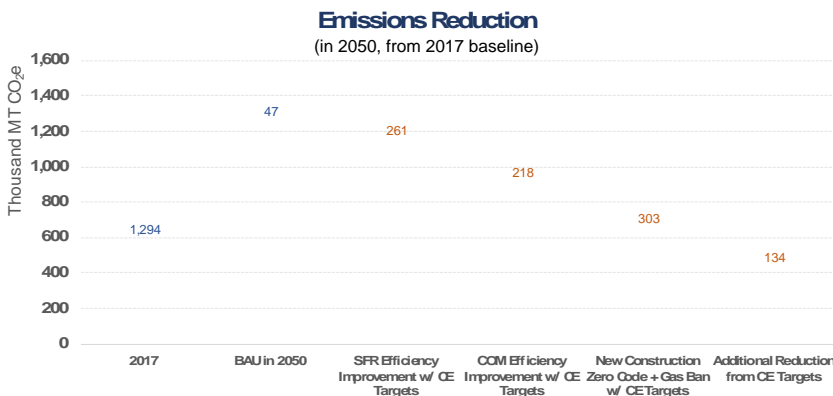


# SCENARIO 9: SFR EE + COM EE + Zero Code w/ Gas Ban + CE Targets GRAND RAPIDS, MI



## Assumption(s)

- ~78% reduction in electricity grid emissions intensity, 2017-2040
- SFR annual sale rate = 8.3% floor area; all large commercial completes upgrades by 2025
- efficiency improvements aligned with 2030 Challenge targets for existing buildings
- all new construction fully powered w/ carbon-free electricity







CITY OF  
GRAND  
RAPIDS

GRAND RAPIDS  
**2030**  
DISTRICT®

“Nonprofit  
partnerships  
propel us forward”

ALIGNING FOR **COMMUNITY VIBRANCY**

*Cheri Holman*  
**EXECUTIVE DIRECTOR**

USGBC West Michigan/ Grand Rapids 2030 District

*Gillian Giem*  
**PROGRAM MANAGER**

USGBC West Michigan/ Grand Rapids 2030 District



# 2030 NETWORK



# THE GRAND RAPIDS 2030 DISTRICT



## A BRIEF HISTORY

Launched in cooperation with City in Dec 2015 with the goal to reduce carbon in existing buildings and construct new buildings at net zero.

The District (GR2030) serves commercial building owners providing tools & resources. The goal is ambitious, but can be achieved if all community sectors work together.





GR2030

# WE EDUCATE ON:





# GR2030 Impacting **OUR COMMUNITY**

101

Stakeholders in the  
Grand Rapids 2030  
District



4,223

2030 Webinar  
Views in 2020



8

Cannabis businesses  
participating in  
GR2030



26

2030 Virtual  
Events in 2020



1,981

People educated by  
2030 events in 2020

16  
MILLION

Square Footage  
Participating in the Grand  
Rapids 2030 District

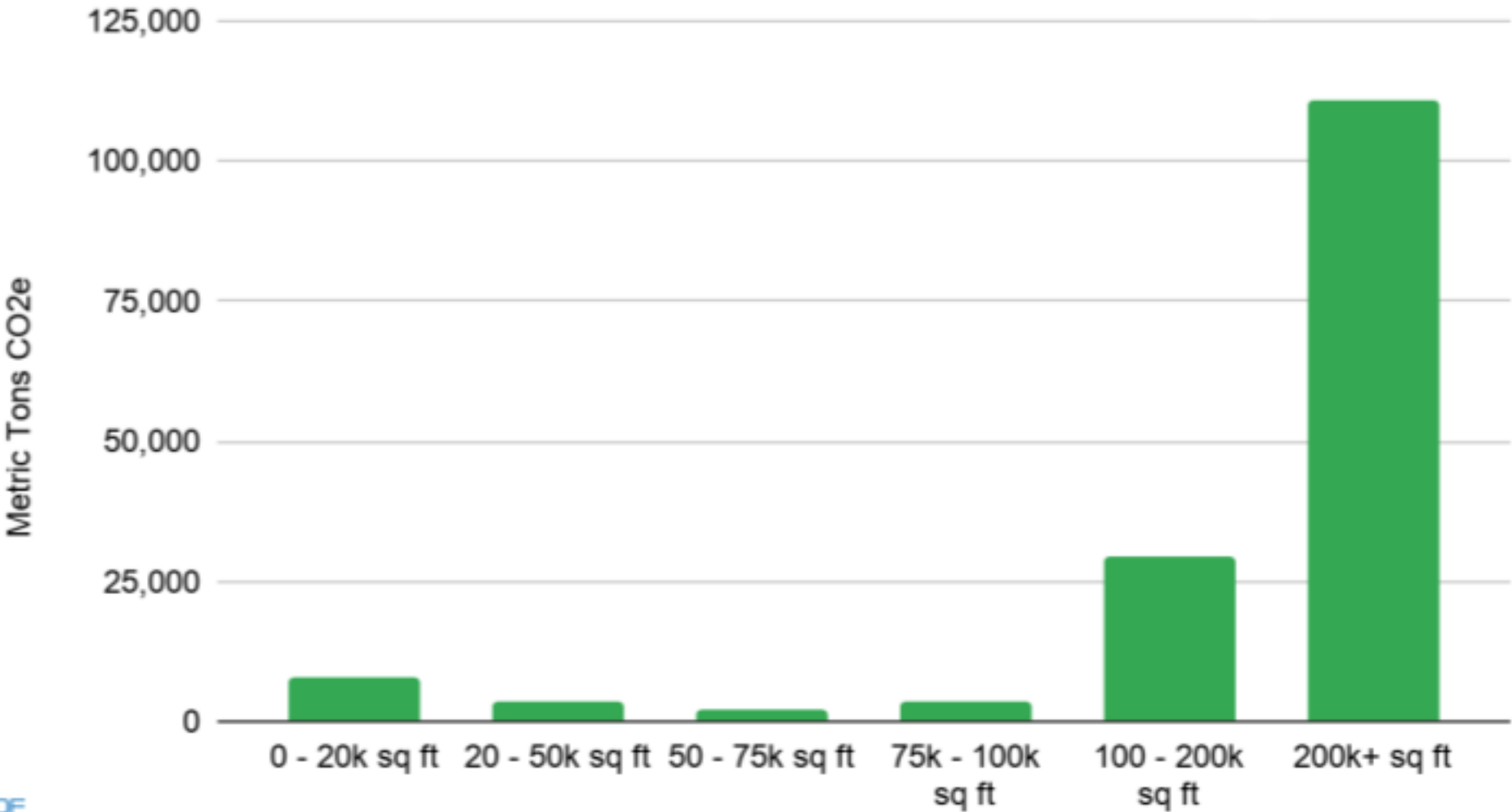


GRAND RAPIDS  
**2030**  
DISTRICT\*

# GRAND RAPIDS CARBON FOOTPRINT:

2019

Accounts for less than 15% of communitywide building carbon emissions



Grand Rapids 2030 Voluntarily Reported Square Footage





An aerial photograph of a city, likely Chicago, showing a river (the Chicago River) flowing through the urban landscape. A bridge with multiple lanes of traffic crosses the river. The city is densely packed with buildings of various heights and colors. The sky is overcast with grey clouds. A large white rectangular box is superimposed over the center of the image, containing text. Green quotation marks are placed at the top left and bottom right corners of the white box.

ALTHOUGH WE HAVE MADE  
INCREDIBLE PROGRESS, OUR  
WORK IS NOT DONE.



# CANNABIS IS KEY

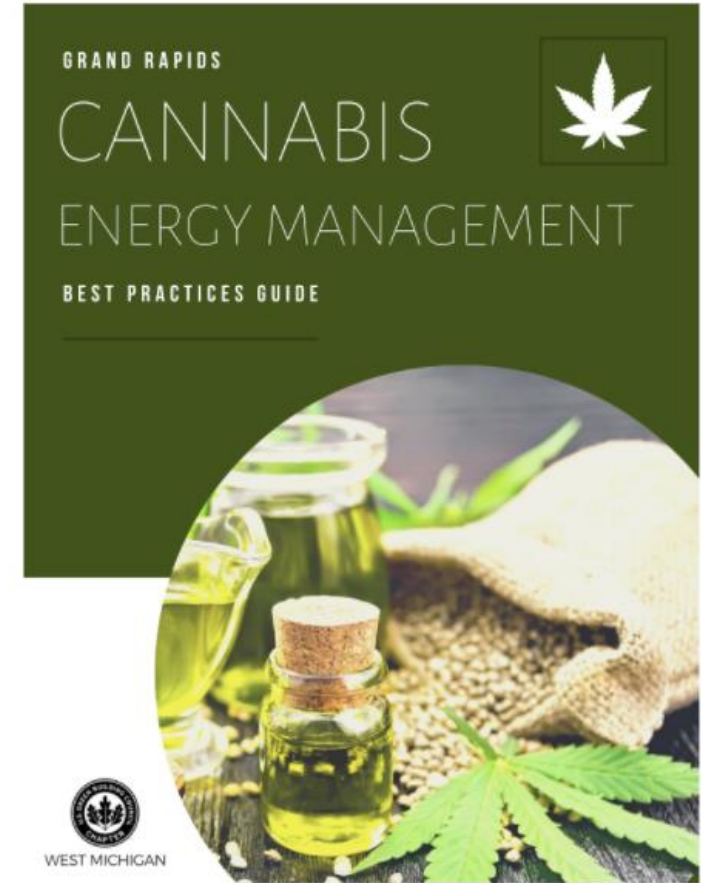


## THE START IN THE RIGHT DIRECTION

GR 2030 has hosted successful voluntary carbon reduction programs statewide. Recognized by the ACEEE as hosting the nation's largest voluntary energy reduction competition, we are proud of our the achievements of our stakeholders and competitors.

***The research shows that voluntary programs alone will not bring communities to the 2030 and 2050 carbon reduction goals urged by scientists globally.***

Creating a regulatory framework of incentives will accelerate this transition. The introduction of the Cannabis industry in the City has been a key case study of regulatory interventions converting best practices to business as usual from the onset.







# ZERO CITIES

Consumer Survey on  
Residential Energy Services Utilization

URBAN  
CORE  
COLLECTIVE



# Overview

1. **Understanding End-User Experience**
2. **Neighborhoods of Focus**
3. **Methodology**
4. **Survey Questions**
5. **Findings**
6. **Recommendations**

# FROM POLICY CREATION → TO END USER EXPERIENCE

**GOAL:** Net zero carbon in an equitable way

## **Initial Approach:**

- A pilot with a cohort of residents
- Participate in a package of services
- Track financial, health, energy savings benefits

## **Problem:** Perpetuating past approach

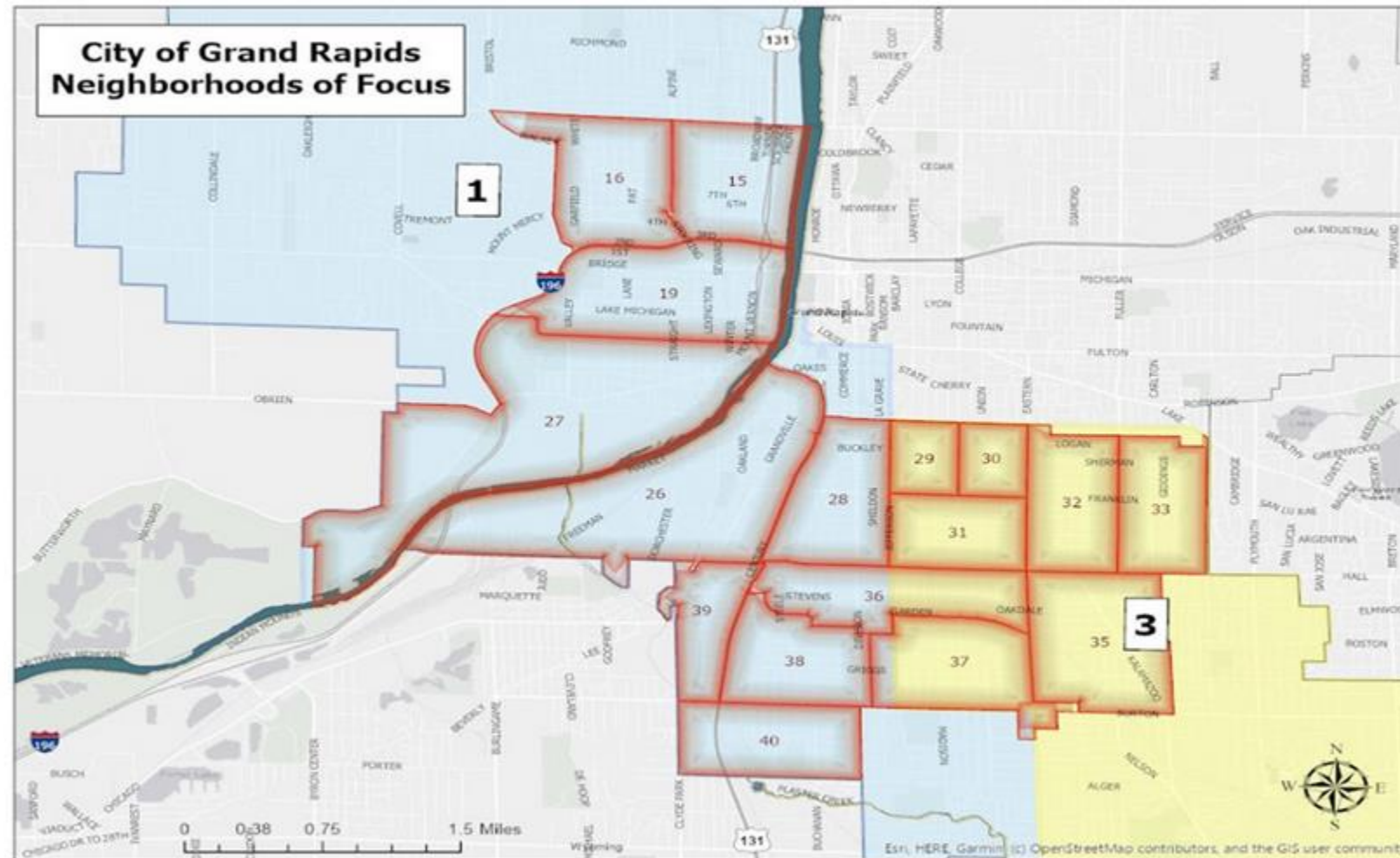
- Push for utilization of services
- Designed with a different population in mind

## **Shift:** to engagement to assess existing programs

- Relevance, barriers, gaps, priorities

# FRONTLINE COMMUNITIES AS TARGET AUDIENCE

- \* 17 Census Tracts
- \* Not exclusive to BIPOC, includes tenants, homeowners, landlords



# OUR HOPES PRIOR TO COVID

- **6 mo. plan to listen to resident experience**
  - 100 Surveys
  - 25 1:1 interviews
  - 4/10 Group Conversations
- **Work with trusted partners**
  - As a way to reach target audience in neighborhood of focus
  - To host meetings, administer surveys, provide input on questions
- **Residents as Community Consultants**
  - No extraction without compensation
  - Consultants for capacity also from community
    - surveys, child care



# METHODOLOGY -Service Mapping

- Conducted an assessment of available services
  - Meetings and interviews with providers
  - Attempted to sort them in a spreadsheet

**\*\*Not exhaustive list of programs**

Provider	Programs	Renter	Homeow	Income Requirement				B...
				< 50% AMI	50% AMI	80% AMI	100% AMI	
	<i>Primary</i>							
Healthy Homes Coalition	Get the Lead Out!		X	X	X	X		X
City of Grand Rapids	Housing Rehabilitation Program		X	X	X	X		X
	Home Repair Services		X	X	X			
Habitat For Humanity	Habitat ReStore	X	X					
ACSET								
	Weatherization Program	X	X	X	X			
ACSET								
	Home Rehabilitation Program		X	X	X	X	X	
Michigan State Housing Develo	Propety Improvement Program (PIP)		X	X	X	X	X	
	Seeds of Promise		X					x
DTE Energy	Efficiency Assistance Program	X	X	X	X			
Consumers Energy	Helping Neighbors Program: Energy Efficiency Assistance							
Consumers Energy	Home Energy Analysis							
	Home Rebate and savings							
Consumers Energy								
Consumers Energy	Weatherization Program							
	Michigan Weatherization Assistance Program (WAP)							
Michigan Saves								



Sergio Cira-R...  
6:46 AM Today

Resolve

This program helps single-family, income-eligible Consumers Energy customers to reduce

# METHODOLOGY - Partners

- **Engagement Tools Design**
  - Created a survey committee to design
    - survey, focus groups, individual interviews
    - Healthy Homes Coalition, Tatiana Bustos, Doctoral Research Student with MI State, The City of Grand Rapids, The Urban Core Collective
- **Implementation With Trusted Partners**
  - Healthy Homes Coalition of West Michigan
  - Linc-UP
  - NAACP
  - Hispanic Center
  - The Other Way Ministries

# METHODOLOGY - The Survey

## **Qualtrics selected as a platform**

- Contained at UCC -resident information confidential
- Available online or hard copy
- \$50 Visa Gift card mailed to participants
  - Covid emergency & NOF hardest hit

## **35 Questions seeking these target insights**

- What residents know
- Feedback on existing programs
- Identify barriers
- Identify gaps in services
- Surface ideas
- How can providers improve services
- What would increase participation
- Who are trusted partners

# PRESENTED AT NEIGHBORHOOD SUMMIT

2020



**Workshop 3** 2:10 PM - 3:10 PM

Teen Track: Money, Money, Money

American Indians' History of Grand Rapids

Project Charter for Community Change (DGRI)

Events + People = Community and Vibrancy!

Zero Cities, Centering Residents Voice in the Design  
of Energy Efficiency Strategies

Doing Business With The City

- Obtained survey feedback from participants
- Used feedback to improve survey

**Zero Cities Participant Survey**

The Urban Core Collective (UCC) is collaborating with the City of Grand Rapids as an "Equity Partner" in the Zero Cities Project. We are interested in learning more about your experiences as residents using services that help reduce energy consumption in Grand Rapids.

Our project's purpose is to shift power from programs to communities of color. We strongly believe that values and priorities. The survey is being used to identify factors that make it harder to access or participate in energy consumption programs and to collect information on any suggestions you have to improve these programs for you and your family.

We want to hear your ideas on how we can create more relevant and responsive ways to meet your needs, by completing this survey you have the opportunity to provide feedback to improve the conditions of existing programs that you have used to reduce energy consumption in your household.

To begin, you will be asked to answer a few questions about the types of services you are familiar with then about your experiences in using and accessing them as a consumer.

You will receive a \$20 gift card for sharing your experiences in this survey. In the end, please answer all the questions to your best knowledge. Your opinions will help us design better existing programs to better meet the needs of communities of color in Grand Rapids.

**Q1. Please select the role that best describes you (circle one)**

☐ Tenant  
☐ Landlord  
☐ Homeowner

**Q2. Number of people in your household**

☐ 1  
☐ 2  
☐ 3  
☐ 4  
☐ 5  
☐ 6  
☐ 7  
☐ 8  
☐ 9  
☐ 10 or more

**Q3. Please select your household's energy source (circle one)**

☐ Gas  
☐ Electric  
☐ Oil  
☐ Coal  
☐ Other

**Q4. What is your household's annual energy bill (circle one)**

☐ Less than \$100  
☐ \$100 - \$200  
☐ \$200 - \$300  
☐ \$300 - \$400  
☐ \$400 - \$500  
☐ \$500 - \$600  
☐ \$600 - \$700  
☐ \$700 - \$800  
☐ \$800 - \$900  
☐ \$900 - \$1,000  
☐ More than \$1,000

# **SURVEY REACH & DEMOGRAPHICS**

- **About 120 completed surveys 159 partial completion**
- **Renters 58%, Homeowners 37%, Landlords 4.5%**
- **82% household income less than \$50,000 (GR Median income)**
- **70.13% AA, 11.04% White, 9.74% Latinx, 7.14% Multiracial, 1.9%Asian or other**
- **74% Female, 26% male**
- **59% of respondents are interested in additional conversations to help improve programs**



# SURVEY FINDINGS -Awareness

## Service Awareness

- From Memory -
  - Home Repair Services & Get the Lead Out
- Recognized from a list of 20
  - 75 Get The Lead Out
  - 72 Home Repair Services
  - 66 DTE Energy Efficiency Assistance program
  - 60 Habitat ReStore
  - 44 Linc-Up Home Buyers Program
  - 35 Consumers Energy Efficiency Assistance

# FINDINGS -Demand

- **Types of programs of interest (6 options)**
  - 69 Financial Assistance
  - 60 Energy Efficiency
  - 56 Home Rehabilitation
- **Most used in previous 10 yrs. (20 options )**
  - 42 DTE Energy Assistance Program
  - 20 Get the Lead Out
  - 19 Home Repair Services
- **Cost Savings - Biggest motivator to participate (Q- 12)**

# FINDINGS -Barriers

## **Barriers to Access Services ( 9 choices )**

- 106 Did not know about existing programs
- 33 Did not meet eligibility requirements
  - 21 Income Requirements
  - 8 Outstanding bills or payments to providers
  - 4 Tax Requirements
- 10 Paperwork too long or difficult to complete

# FINDINGS - Improvement

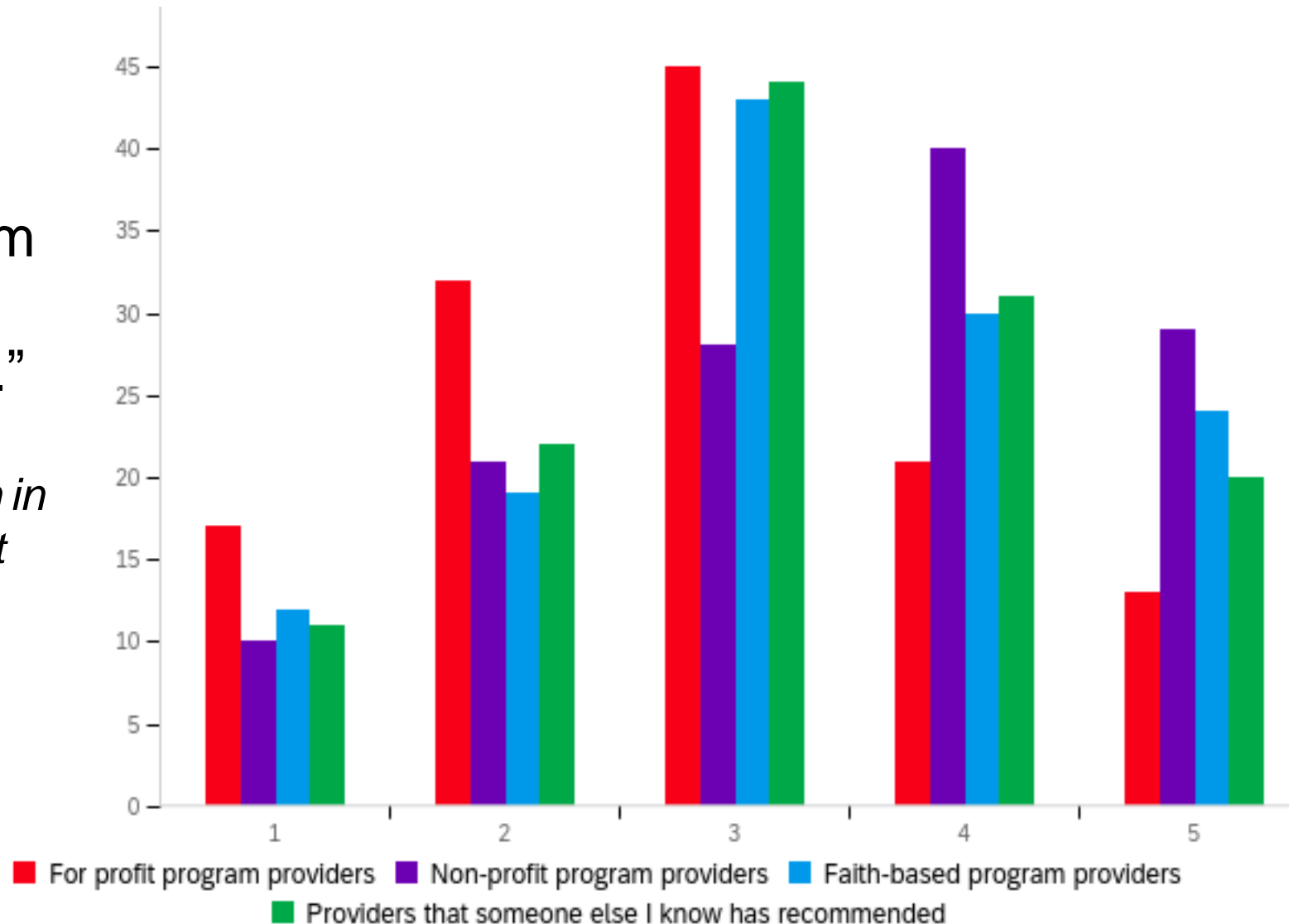
- **Improving Ease of Use**
  - 53% Better **Education/Promotion** - More Community Awareness
  - 10% Better Customer Service/Communication
  - 5.5% Less documentation needed
  - 5.5 % Accessibility in Spanish
- Regarding Quantity of available program
  - Majority were satisfied
    - \*\* But they do not know what is outthere or what if they qualified?



# FINDINGS - Existing Trust

“Rate your level of trust with the following program providers from 1, the lowest and 5 the highest.”

*\*\*Notice the inverse correlation in trust between for and non profit providers.*



# FINDINGS -Loss of Trust

“What, if anything, has **affected your level of trust** with your providers?”

*\*\* Of 116 responses*

Response	Count	Percentage	1
Nothing	30	25.86%	
Poor Customer Service	15	12.93%	
Lack of Adequate Communication	11	9.48%	
No Outreach/Knowledge of Program	8	6.89%	
Not Knowing/Trusting the Organization	7	6.03%	
Corrupt Reputation	6	5.17%	
Selling Something/Scam	6	5.17%	

# FINDINGS -Building Trust

Q21 - “What will help **build trust** into the service providers you are currently going to now?”

*\*\* Of 11 responses*

Response	Count	Percentage
Greater Honesty & Transparency About Programs	15	13.51%
Better Customer Service that Walks Through the Porcess	12	10.81%
Knowledge of All Programs Available	10	9%
Build Trust By Being Present and Investing in Black/Brown Communities	10	9%
Better Communication	10	9%

# FINDINGS- Homeowner/Landlord investment

Q23 - “How much have you invested in maintenance per year? [please write dollar amount]”

Investment Range	Response Count	Percent
\$0 - \$500	11	26.28%
\$501 - \$1,000	6	14.20%
\$1,001 - \$5,000	16	38.09%
\$5,001 - \$10,000	7	16.67%
Over \$10,000	2	4.76%

- Questions:
  - What is the average investment amount required for programs?
  - Is it more than \$10,000, more than most are able to invest?



# Findings- Investments

Q25 - "Would you be willing to invest in any of these areas if program assistance existed? [Check all that apply]"

1	Roof	15.19%	24	
2	Windows	13.92%	22	
3	Lead abatement	7.59%	12	
4	Fire safety	9.49%	15	
5	Appliances	14.56%	23	
8	Other (please specify)	4.43%	7	
10	Insulation	15.19%	24	
11	Weatherization	15.82%	25	
12	I am not interested in investing in any of these.	3.80%	6	
			158	

# RECOMMENDATIONS -Awareness

- ❖ **Insight:** Lack of awareness about programs & services
  - **Recommendation:** Invest in Education
  - **Recommendation:** Find out what Home Repair Services & Get the Lead Out are doing right
  
- ❖ **Insight:** Cost saving programs are most utilized & of interest
  - **Recommendation:** Be creative. Design programs around savings first and carbon neutrality second. Marketing should reflect that; 80% make less than AMI.

# RECOMMENDATIONS -Barriers

- ❖ **Insight:** Income qualification requirements, paperwork & backed provider fees are a barriers
  - **Recommendation:** Revisit requirements, reduce paper work, provide a navigator to help families
  - **Recommendation:** Provide support in other languages
  - **Recommendation:** Create a single point of entry so as to have one application process that connects residents to all programs they qualify for

# RECOMMENDATIONS -Trust & Investment

- ❖ **Insight:** Trust is important
  - **Recommendation:** Partner with others to pool resources, adapt same intake process, share best practices
  - **Recommendation:** Be transparent with funds and accountable with data and who you serve.
  - **Recommendation:** Invest in BIPOC communities, especially if the money for programs you provide comes from fees on their bills
- ❖ **Insight:** Homeowners and Landlords are investing in their properties
  - **Recommendation:** Match programs and services they are interested to the budget they can afford. Meet them where they're at.



# THANK YOU!



## Collaborators

Alex Markham, Healthy Homes Coalition of West Michigan

Jennifer Spiller, Healthy Homes Coalition of West Michigan

Tatiana Bustos, Independent Consultant

Annabelle Wilkinson, City of Grand Rapids

Alison Sutter, City of Grand Rapids

Sergio Cira-Reyes, Urban Core Collective



# ZERO CITIES EQUITY ASSESSMENT TOOL

Grand Rapids Data

URBAN  
CORE  
COLLECTIVE



# AGENDA

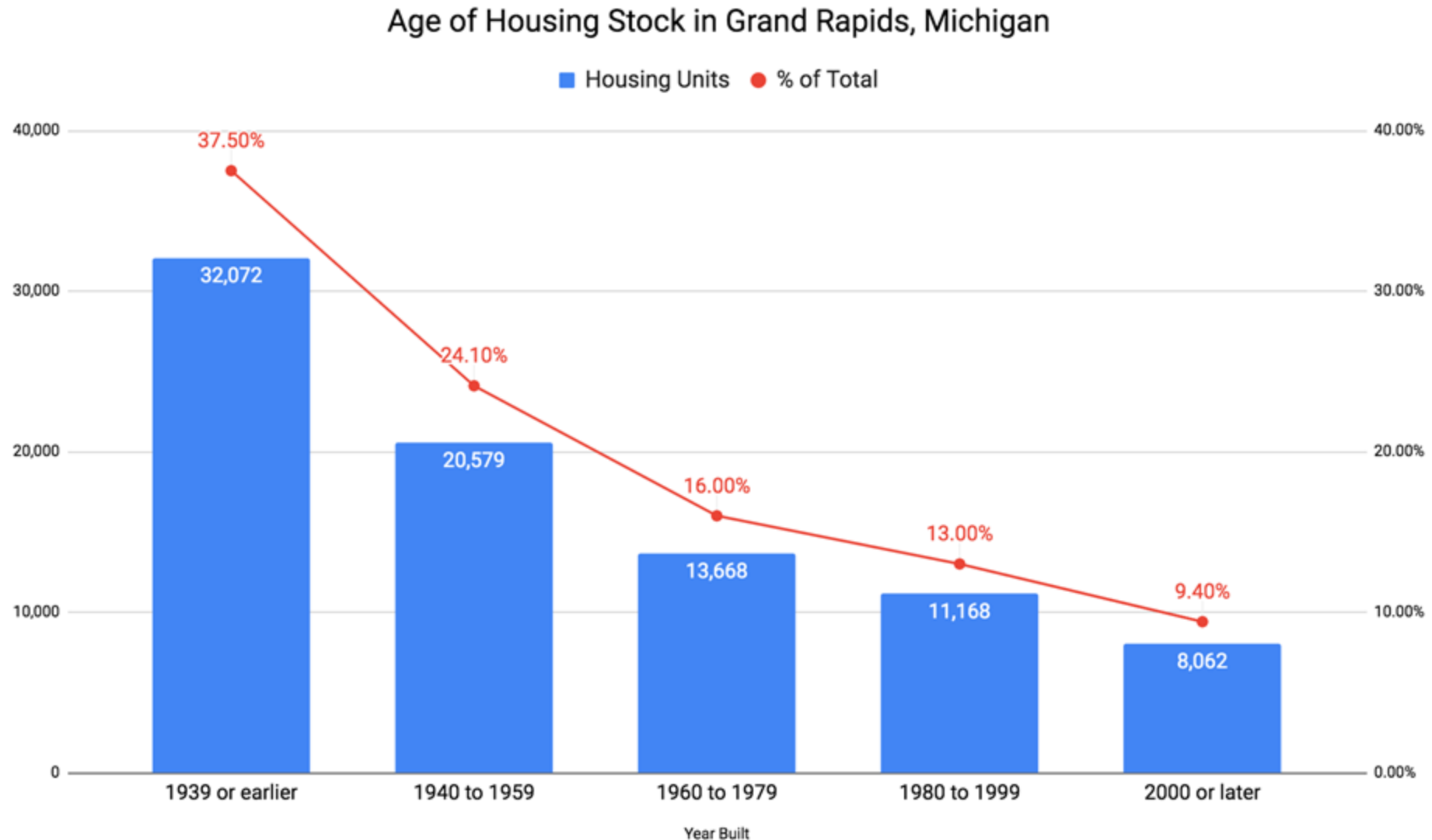
## 1. Metrics in Grand Rapids

- a. Energy Cost Burden
- b. Economic Prosperity (Wealth, Jobs and Business Opportunities for People of Color)
- c. Gentrification and Displacement
- d. Substandard Housing and Exposure to Health Risks
- e. Geographic Location and Exposure to Environmental Risk
- f. Urban Heat Island Effects

## 2. Plans for Utilization



# ENERGY COST BURDEN



**Source:** U.S. Census Bureau. American Community Survey. (2019). Retrieved from <https://data.census.gov/cedsci/table?q=housing&g=1600000US2634000&tid=ACSDP1Y2019.DP04&hidePreview=false>



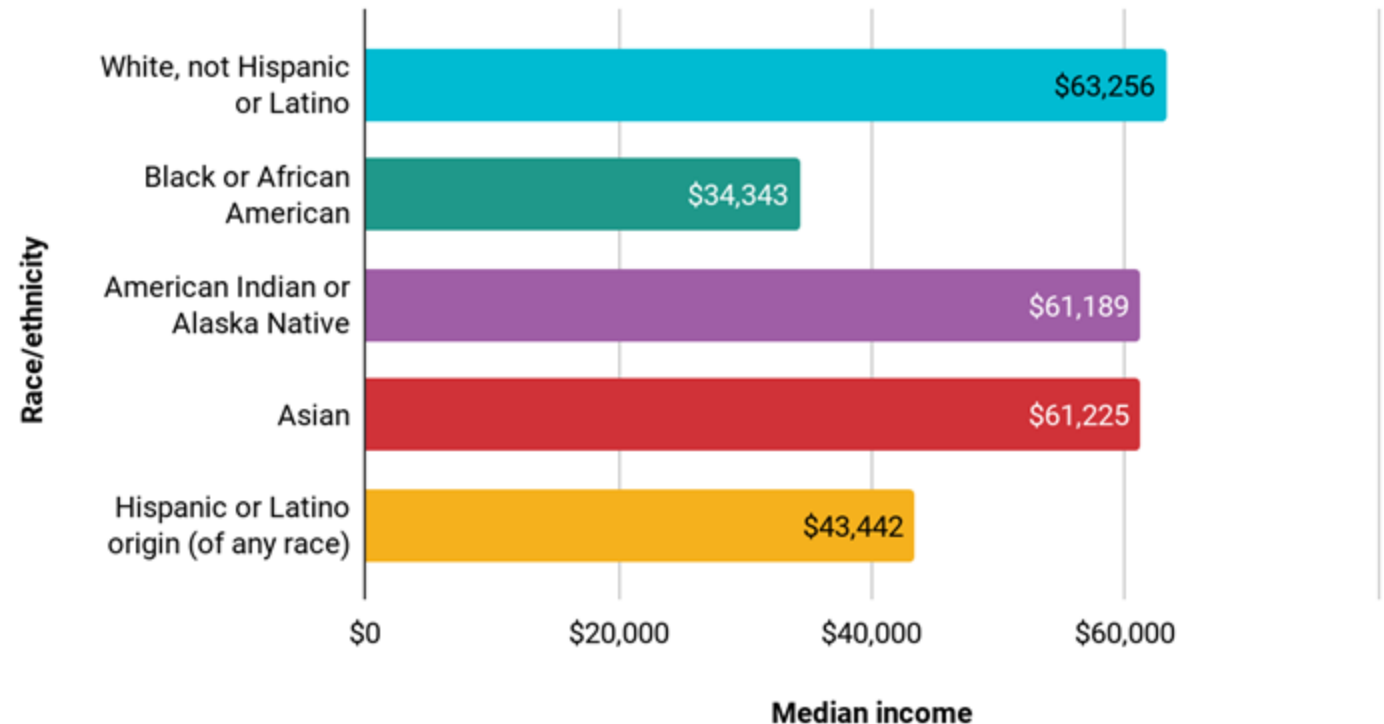
# ECONOMIC PROSPERITY (WEALTH, JOBS AND BUSINESS OPPORTUNITIES FOR PEOPLE OF COLOR)

## Zero Cities Data



## Grand Rapids Landscape

### Median income by race/ethnicity in Grand Rapids, Michigan



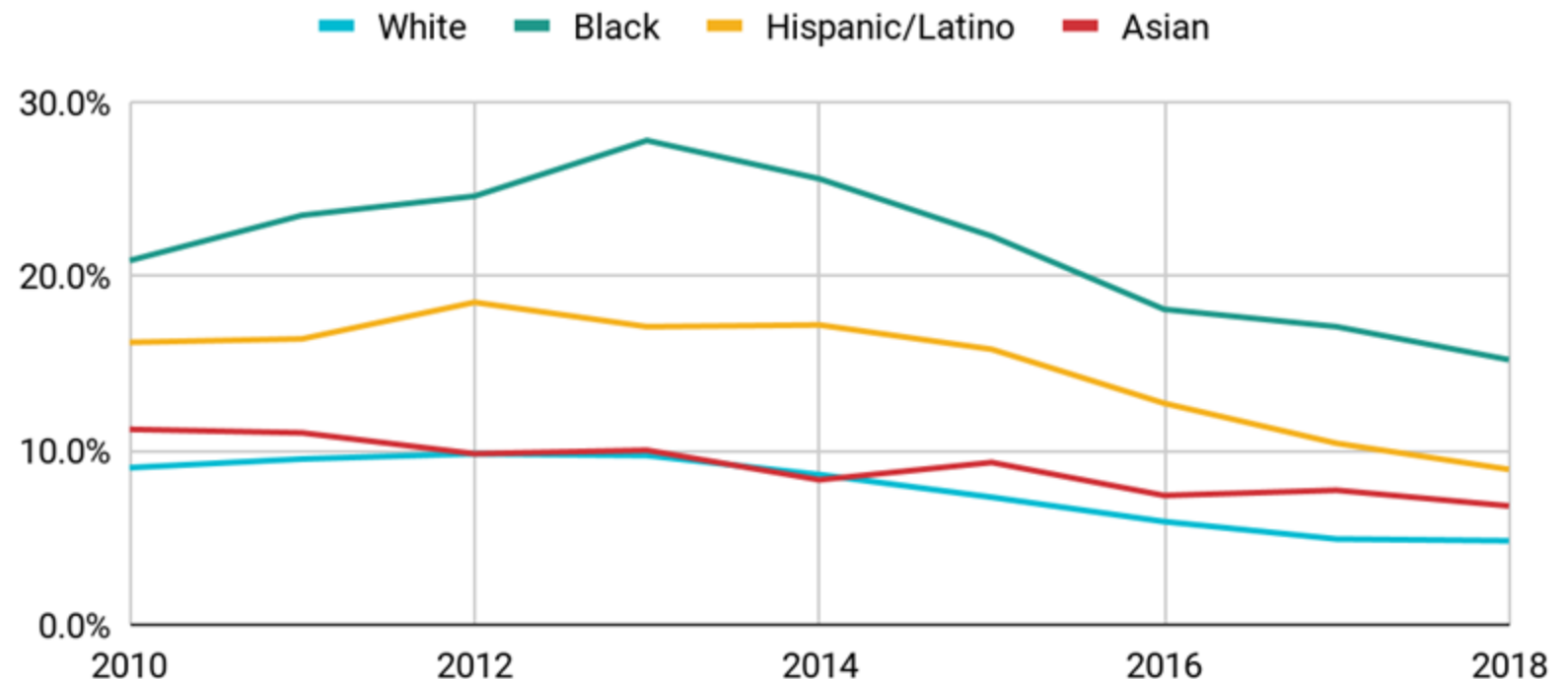
# ECONOMIC PROSPERITY (WEALTH, JOBS AND BUSINESS OPPORTUNITIES FOR PEOPLE OF COLOR)

## Zero Cities Data



## Grand Rapids Landscape

### Unemployment Rate in Grand Rapids, Michigan

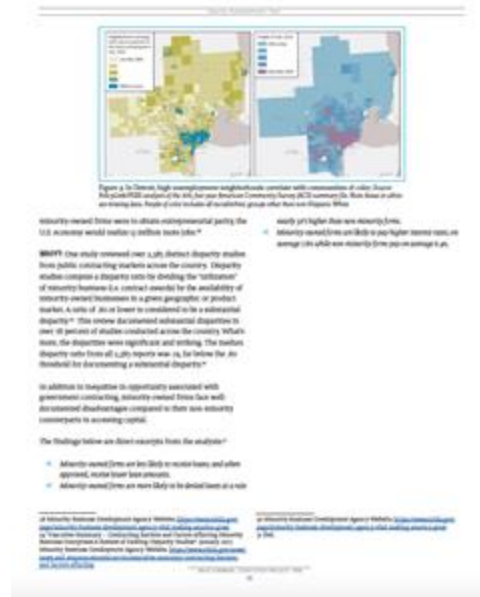


Source: U.S. Census Bureau, American Community Survey (5-year estimates) Table S2301, Retrieved from:

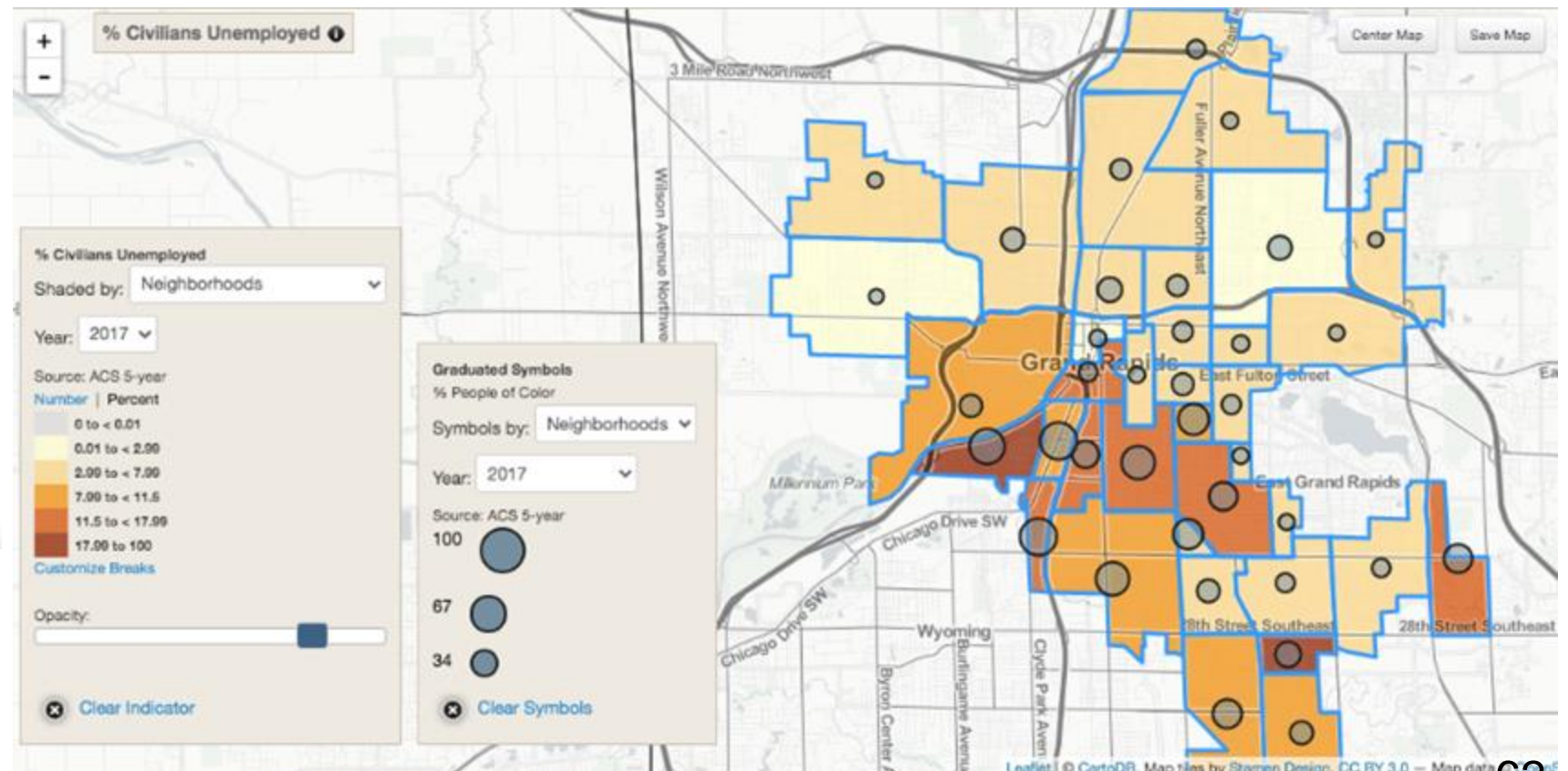
<https://data.census.gov/cedsci/table?q=unemployment%20by%20race&t=Employment&g=1600000US2634000&tid=ACST5Y2018.S2301&hidePreview=false>

# ECONOMIC PROSPERITY (WEALTH, JOBS AND BUSINESS OPPORTUNITIES FOR PEOPLE OF COLOR)

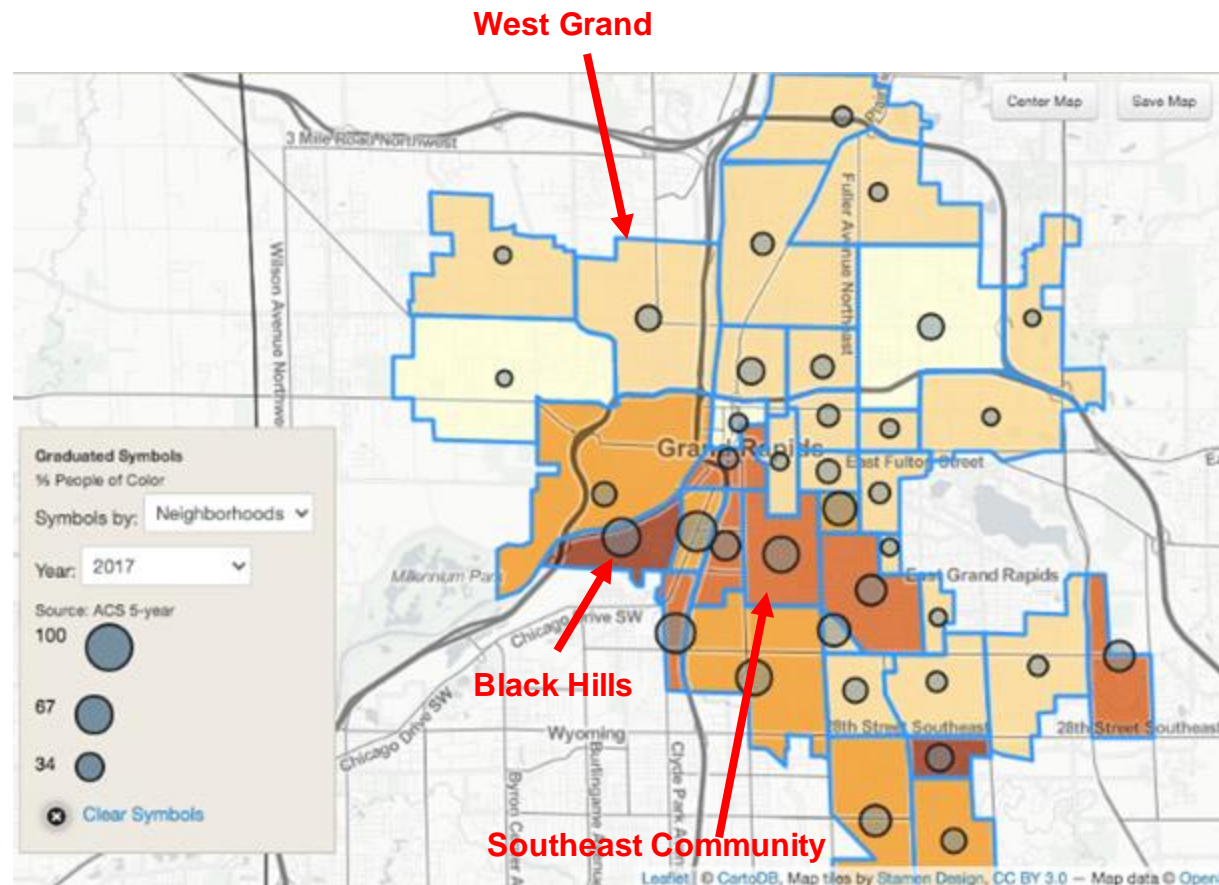
Zero Cities Data



Grand Rapids Landscape



# ECONOMIC PROSPERITY (WEALTH, JOBS AND BUSINESS OPPORTUNITIES FOR PEOPLE OF COLOR)



**Source:** U.S. Census Bureau. (2017). American Community Survey.  
Maps retrieved from: <https://data.johnsoncenter.org/DyerIvesEnd/#>

Neighborhood	% of metro unemployment rate (2017)	% people of color (2017)
Baxter	136.5%	64.2%
Black Hills	320.3%	79.9%
Garfield Park	131.1%	73.1%
Roosevelt Park	210.8%	86.2%
Southeast Community	171.6%	73%
West Grand	68.9%	36.5%

**APPROXIMATELY 6% OF THE BUSINESSES IN  
THE GRAND RAPIDS-WYOMING METROPOLITAN  
STATISTICAL AREA ARE OWNED BY PEOPLE OF  
COLOR.\***

**HOWEVER, BLACK AND LATINX COMMUNITY  
MEMBERS COMBINED MAKE UP ABOUT 35% OF  
THE POPULATION IN GRAND RAPIDS.**

*\*BASED ON STATISTICS FROM THE RIGHT PLACE,  
ECONOMIC DEVELOPMENT ORGANIZATION IN WEST MICHIGAN*



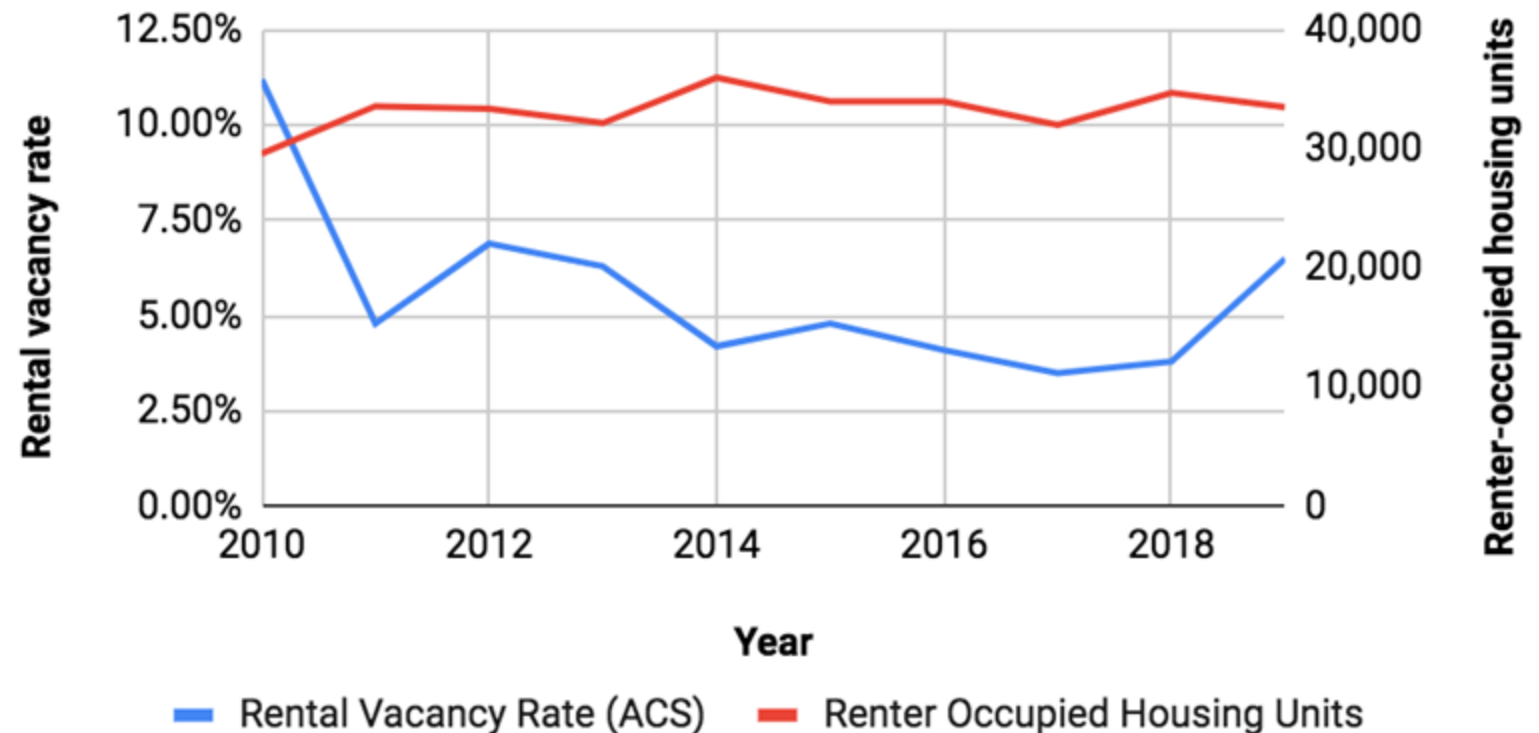
# GENTRIFICATION AND DISPLACEMENT

## Zero Cities Data



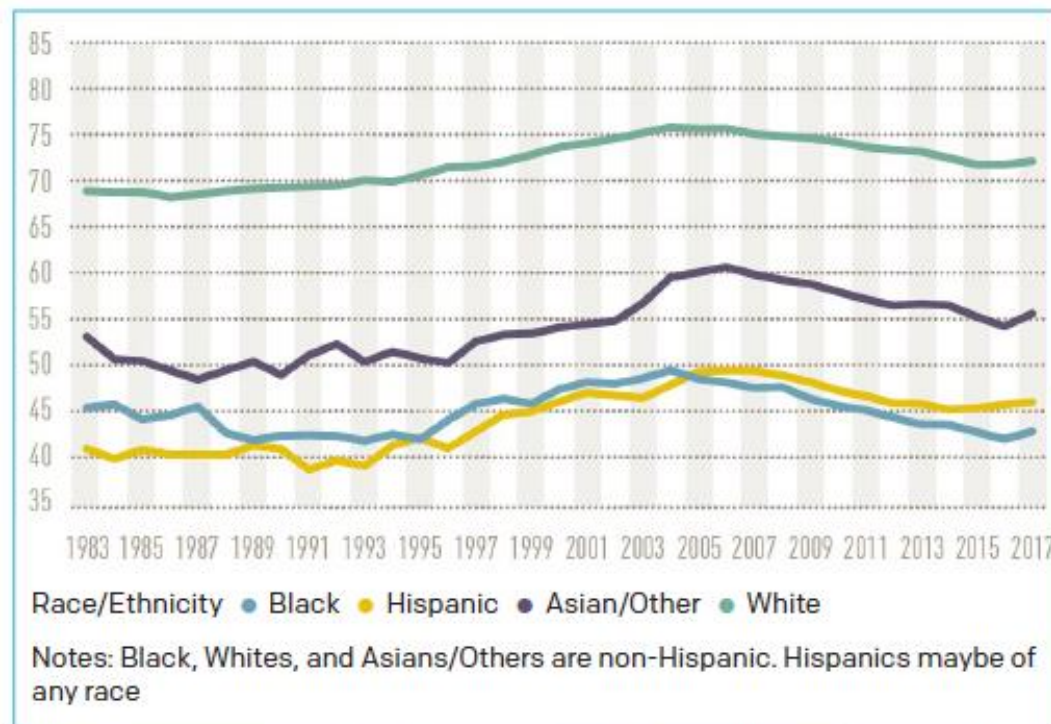
## Grand Rapids Landscape

### Rental Vacancy Rate and Growth of Renter Households in Grand Rapids, Michigan



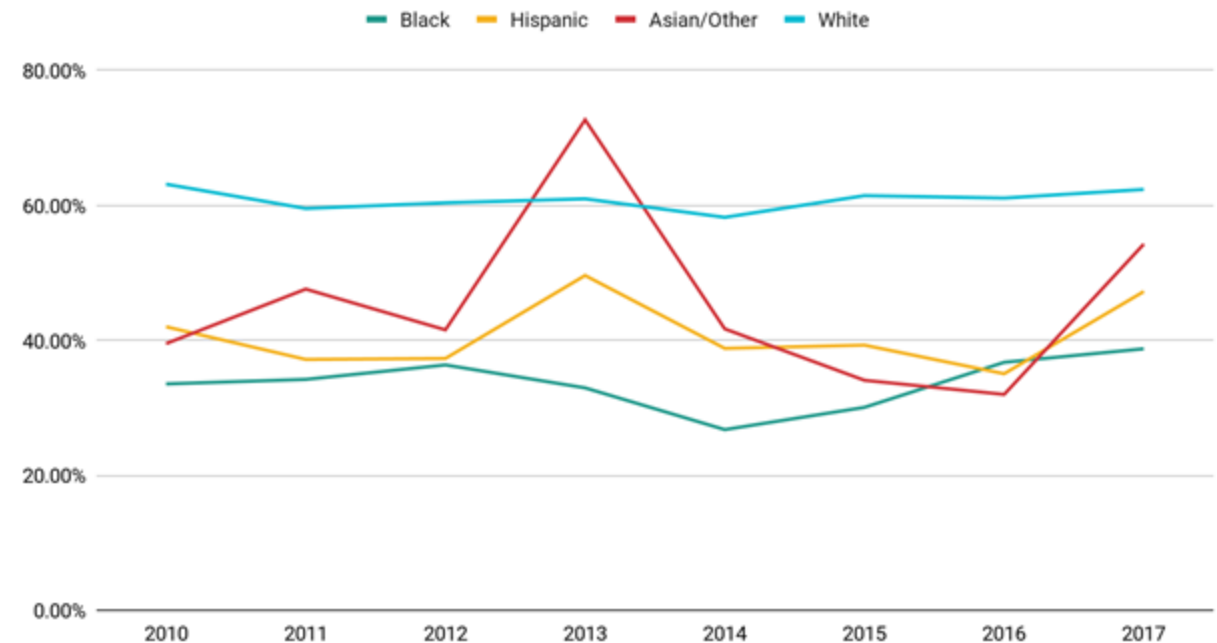
# GENTRIFICATION AND DISPLACEMENT

## Zero Cities Data



## Grand Rapids Landscape

### Homeownership Rate in Grand Rapids, Michigan



# GENTRIFICATION AND DISPLACEMENT

## Zero Cities Data

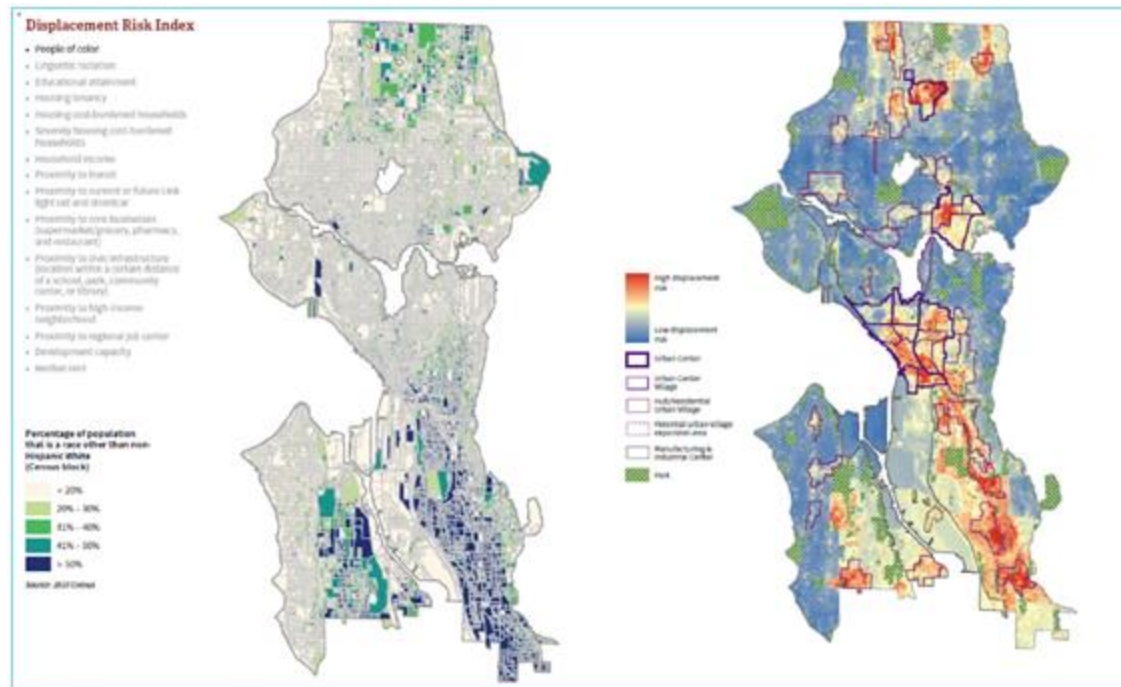
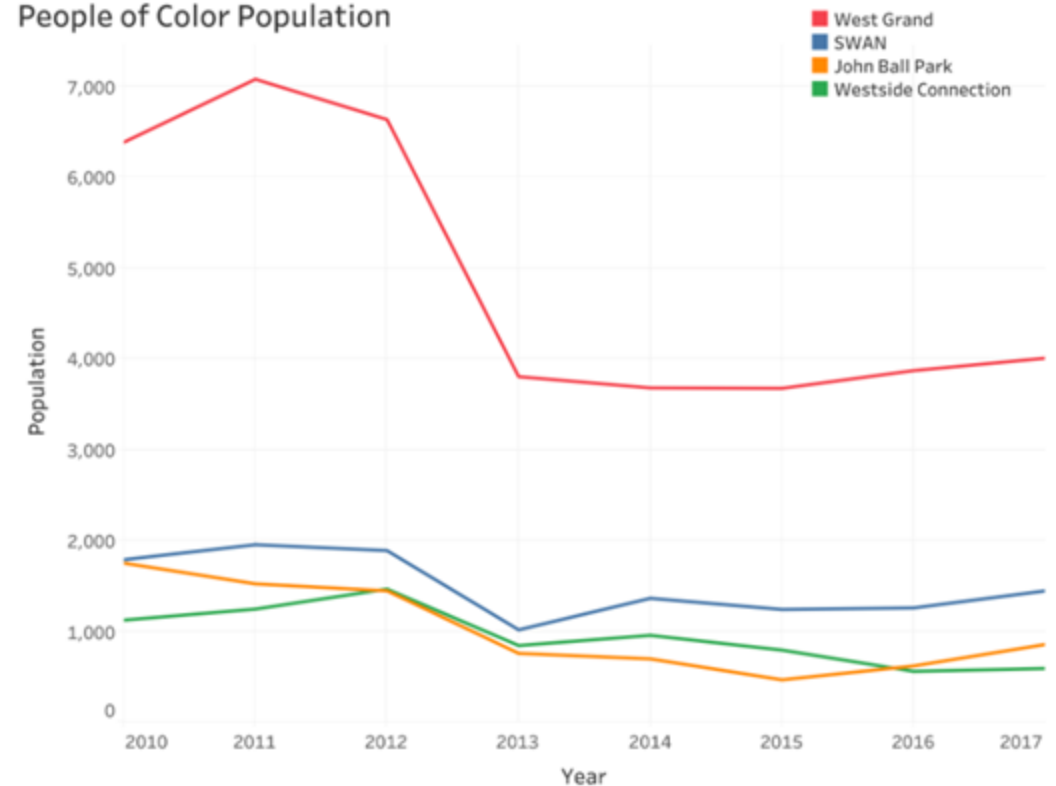


Figure 7: Displacement Risk Index

## Grand Rapids Landscape

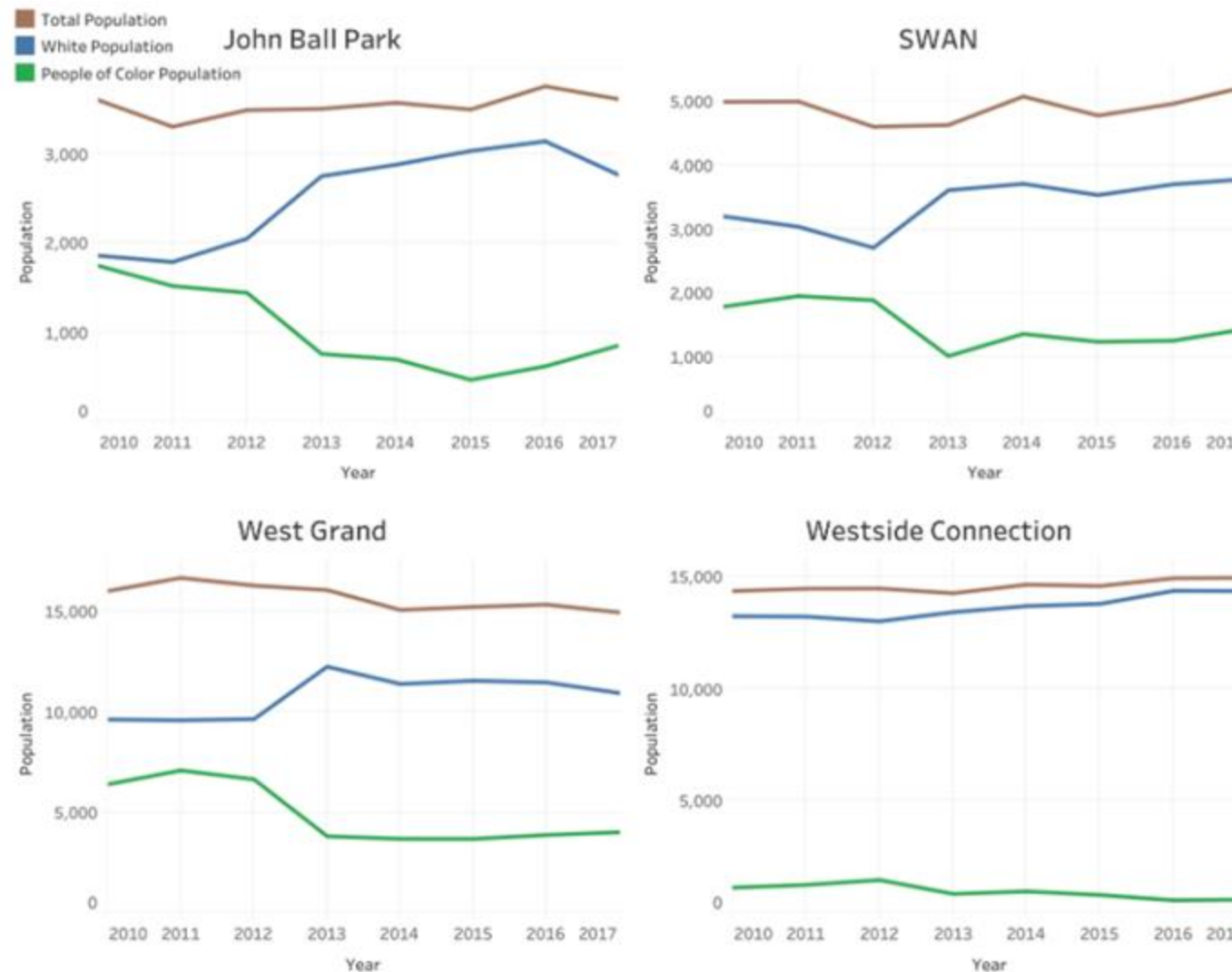
### People of Color Population



**Source:** Austin, D., Bibb, M., Boelkins, E., Dozeman, M., Jonauskas, A., and Miller, M. Understanding impacts of development on the cost of living.

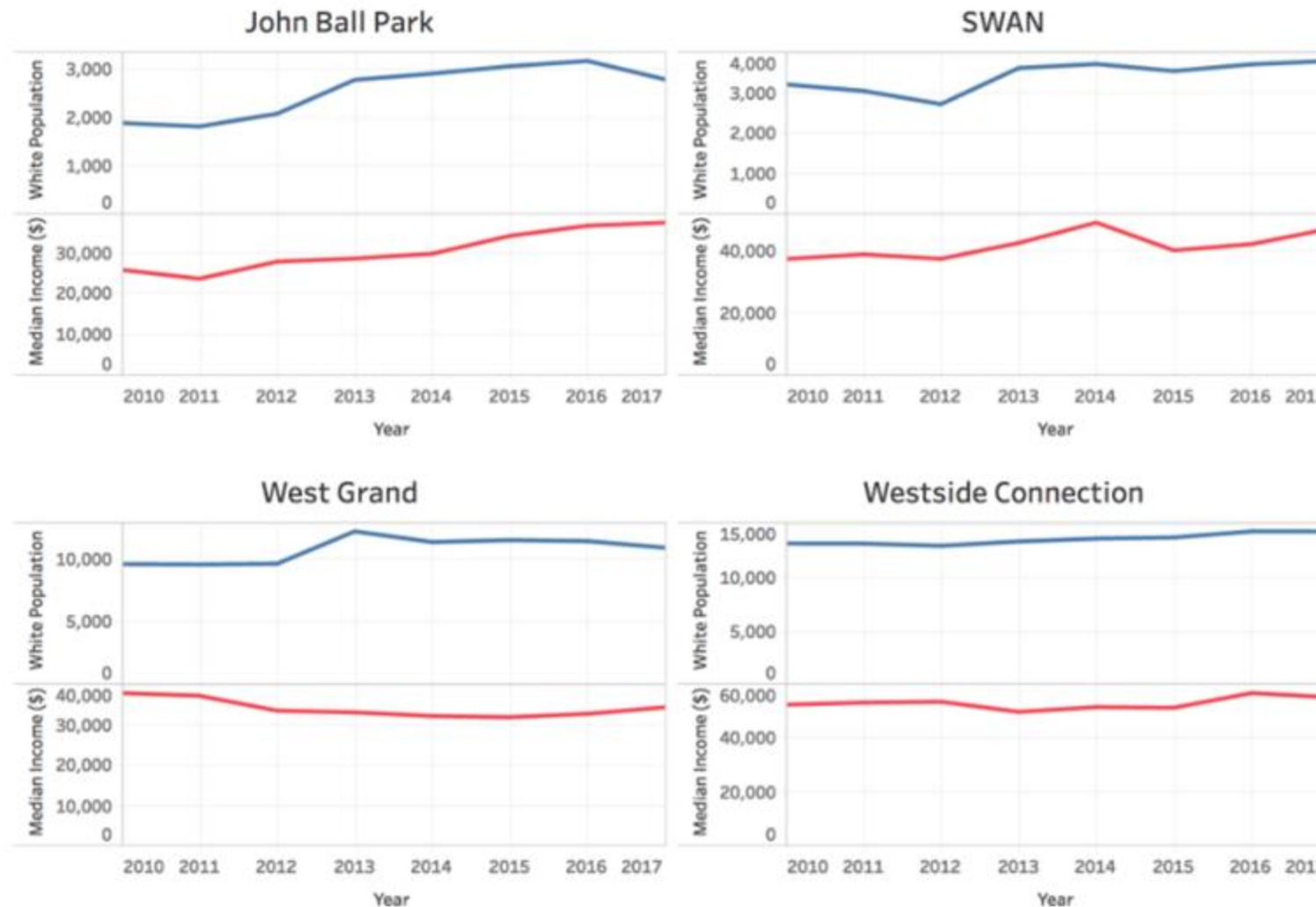
Retrieved from: <https://grandrapids.maps.arcgis.com/apps/MapJournal/index.html?appid=156b6dadd5c84530bb7d05e5ecf7c1af>

# GENTRIFICATION AND DISPLACEMENT



**Source:** Austin, D., Bibb, M., Boelkins, E., Dozeman, M., Jonauskas, A., and Miller, M. Understanding impacts of development on the cost of living. Retrieved from: <https://grandrapids.maps.arcgis.com/apps/MapJournal/index.html?appid=156b6dadd5c84530bb7d05e5ecf7c1af>

# GENTRIFICATION AND DISPLACEMENT



**Source:** Austin, D., Bibb, M., Boelkins, E., Dozeman, M., Jonauskas, A., and Miller, M. Understanding impacts of development on the cost of living. Retrieved from: <https://grandrapids.maps.arcgis.com/apps/MapJournal/index.html?appid=156b6dadd5c84530bb7d05e5ecf7c1af>



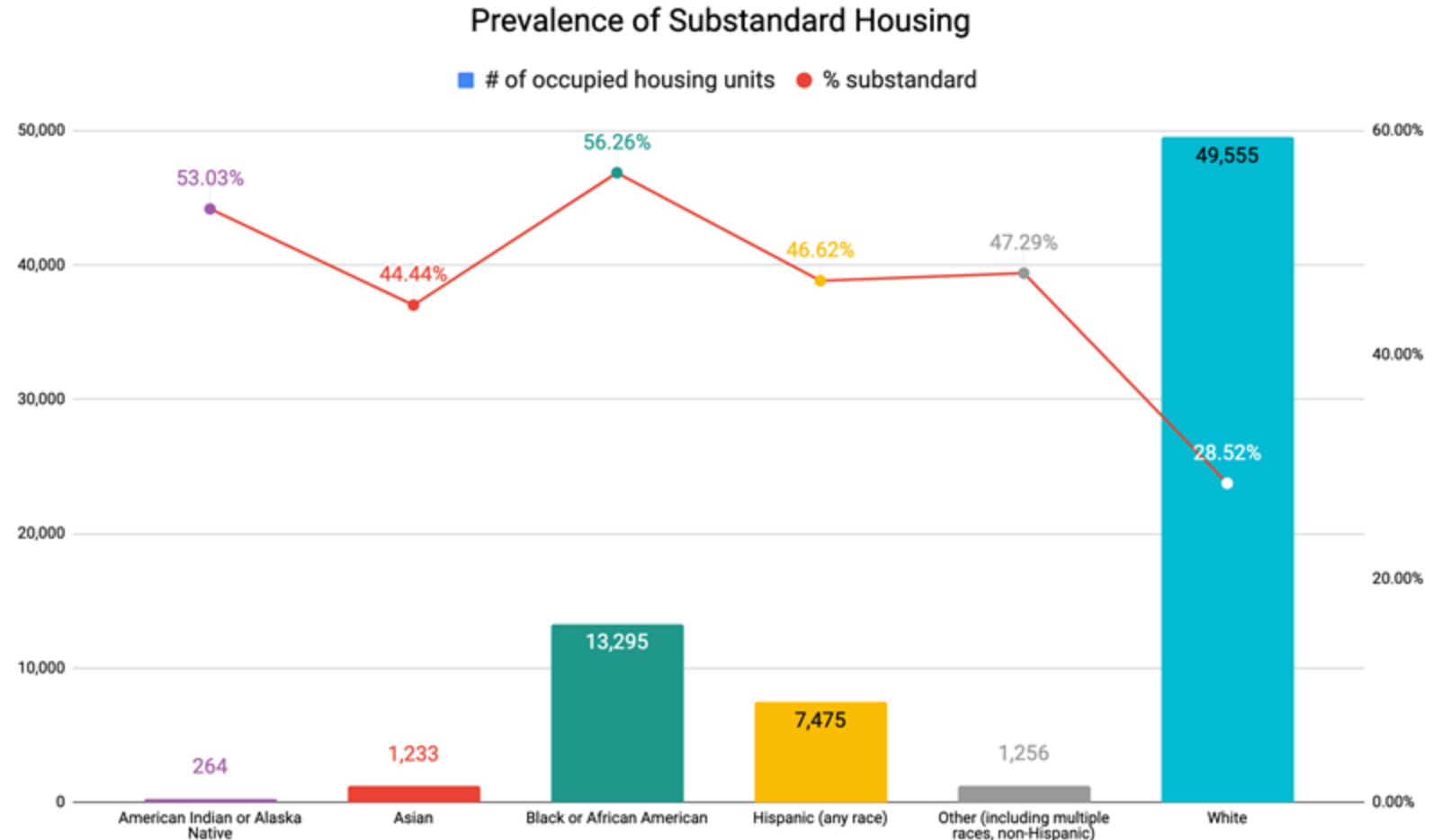
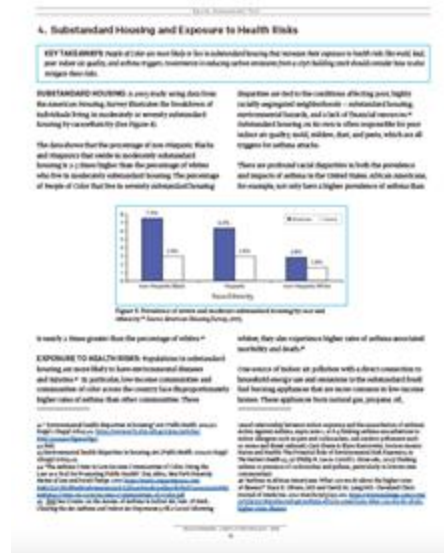
**“...AND THE POWERFUL CHAMBER OF  
COMMERCE CONTROLLED CITY LIFE  
THROUGHOUT THE MODERN CIVIL RIGHTS  
STRUGGLE. DURING THIS PERIOD, BUSINESS  
LEADERS ADOPTED THE UNOFFICIAL MOTTO  
‘WHAT’S GOOD FOR BUSINESS IS GOOD FOR  
COMMUNITY’ AS THEIR APPROACH TO THE  
CITY’S RACIAL PROBLEMS”**

- EXCERPT FROM “A CITY WITHIN A CITY: THE BLACK FREEDOM  
STRUGGLE IN GRAND RAPIDS, MICHIGAN” BY TODD E. ROBINSON (2013)

# SUBSTANDARD HOUSING AND EXPOSURE TO HEALTH RISKS

## Grand Rapids Landscape

### Zero Cities Data

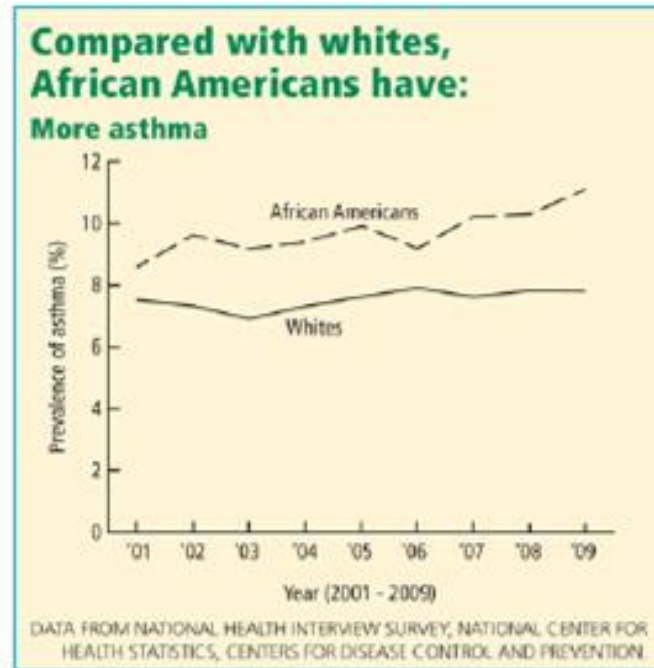


**Source:** Department of Housing and Urban Development. (2019). Comprehensive Housing Affordability Strategy (CHAS) data, 2012-2016. Retrieved from [https://www.huduser.gov/portal/datasets/cp.html#2006-2016\\_data](https://www.huduser.gov/portal/datasets/cp.html#2006-2016_data).

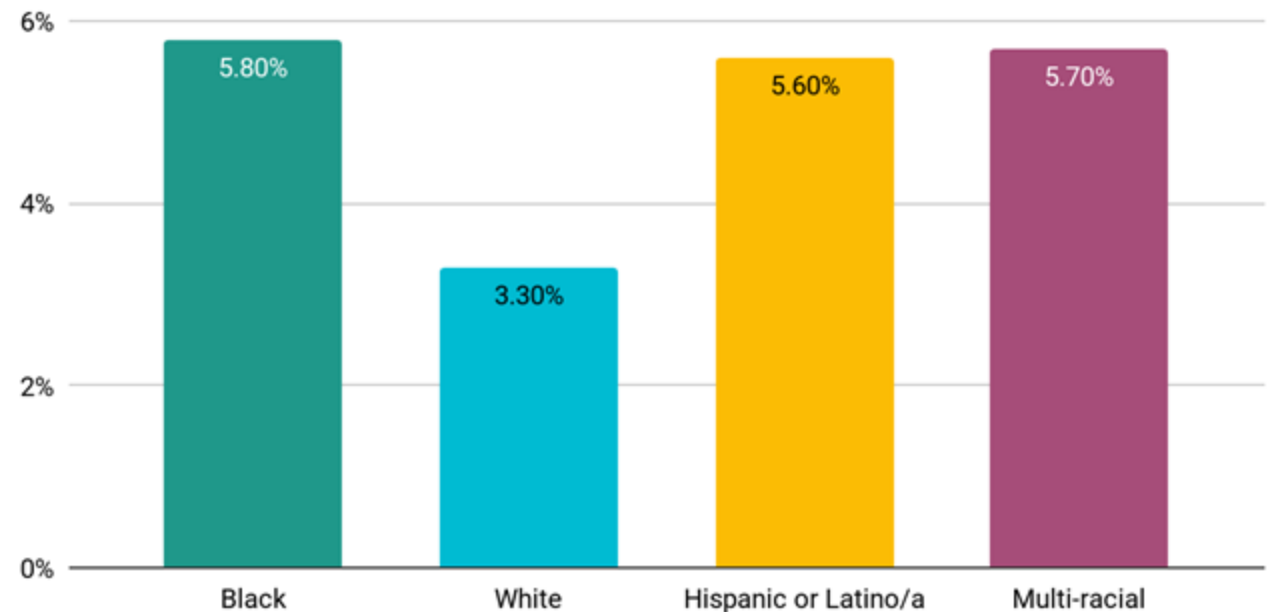
# SUBSTANDARD HOUSING AND EXPOSURE TO HEALTH RISKS

Zero Cities Data

Kent County Landscape



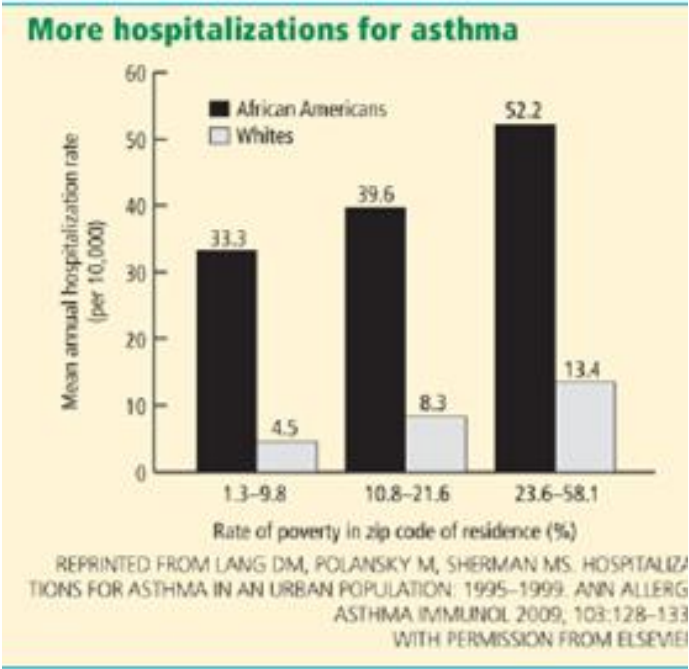
Percent of Respondents with Children Diagnosed with Asthma, by Parent Race/Ethnicity, 2017



**Source:** Kent County Health Department (2017). Kent County Community Health Needs Assessment. Retrieved from: [https://accesskent.com/Health/pdf/2017KC\\_CHNA.pdf](https://accesskent.com/Health/pdf/2017KC_CHNA.pdf)

# SUBSTANDARD HOUSING AND EXPOSURE TO HEALTH RISKS

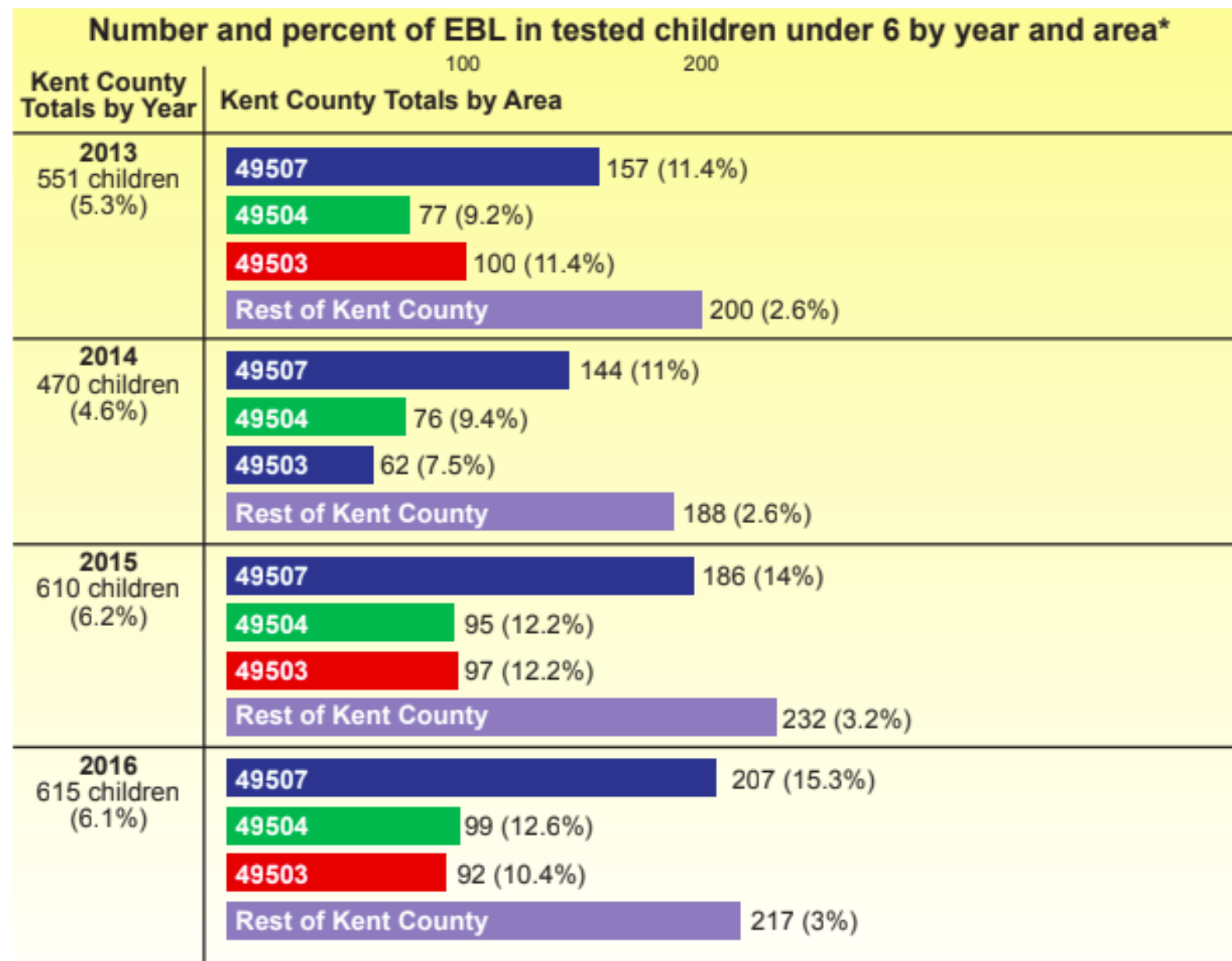
National Data



Kent County Landscape

Demographic Characteristics	Asthma hospitalization rate per 10,000 people	
	Kent County	Michigan
Sex		
Male	3.6	5.2
Female	5.5	7.6
Race		
White	2.9	3.7
Black	12.1	20.1
All ages	4.6	6.4

# SUBSTANDARD HOUSING AND EXPOSURE TO HEALTH RISKS



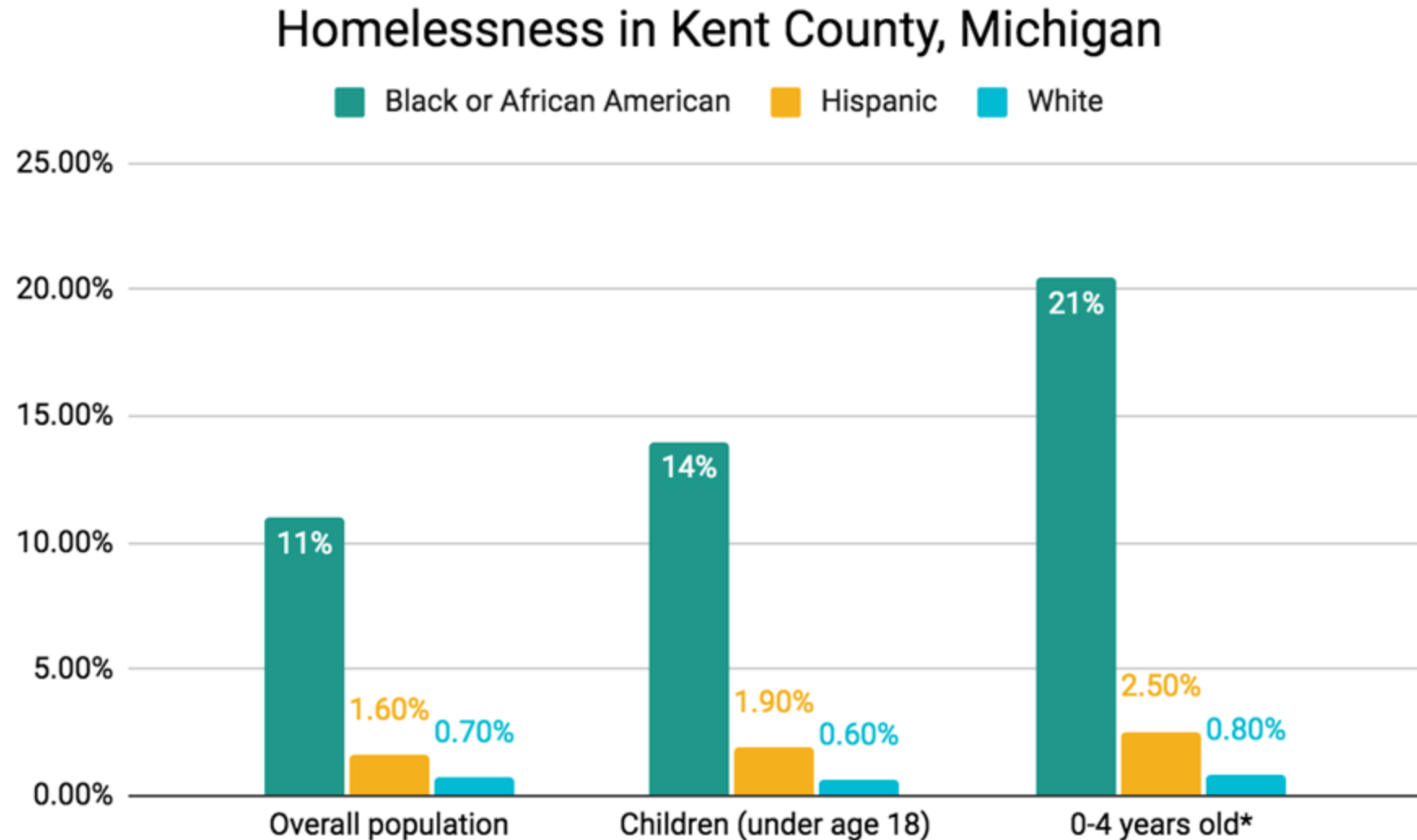
Source: MHHSD data and Healthy Homes Coalition of West Michigan



**“THE HIGHEST NUMBER OF KIDS LEAD  
POISONED IN ANY ONE ZIP CODE IN  
MICHIGAN....WE HAVE A HOUSING SHORTAGE.  
THERE ARE NOT A LOT OF VACANT UNITS, SO  
PEOPLE ARE MOVING INTO UNITS THAT MAYBE A  
FEW YEARS AGO THEY WOULD HAVE SAID, ‘I  
WILL TAKE A PASS.’ THEY NEED SOME PLACE  
TO LIVE.”**

**- PAUL HAAN,  
FORMER EXECUTIVE DIRECTOR OF HEALTHY HOMES  
(2018)**

# SUBSTANDARD HOUSING AND EXPOSURE TO HEALTH RISK



Source: KConnect (2019). Housing Accountability Partners Council Notes and Citations.

# GEOGRAPHIC LOCATION AND EXPOSURE TO ENVIRONMENTAL RISK

## Area of EPA Testing in Grand Rapids

**Source:** LINC Up and Detroiters Working for Environmental Justice. (2019). Neighborhood Environmental Action Report: Health, Environment and Race in Grand Rapids. Retrieved from: [https://drive.google.com/file/d/0B\\_Lg9FTje0NzeFdDa3dEUDlaU0FsN1cxdmJKUlhJdG1HZVNF/view](https://drive.google.com/file/d/0B_Lg9FTje0NzeFdDa3dEUDlaU0FsN1cxdmJKUlhJdG1HZVNF/view)



# URBAN HEAT ISLAND EFFECTS

## Urban Heat Index in Grand Rapids

- Up to 22.0 degrees hotter in the city than in nearby rural areas
- On average, city summers are 1.3 degrees hotter on average than in rural areas
- 5 more days above 90 degrees each year than in rural areas

**Source:** Kenward, A., Yawitz, D., Sanford T., & Wang, R. (2014). Summer in the city. *Climate Central*. Retrieved from <http://assets.climatecentral.org/pdfs/UrbanHeatIsland.pdf>.

# URBAN HEAT ISLAND EFFECTS

**Source:** Plan-It Geo. (2015). An Assessment of Urban Tree Canopy in Grand Rapids, Michigan.  
<https://www.friendsofgrparks.org/wp-content/uploads/2018/10/Urban-Tree-Canopy-Assessment-2015.pdf>

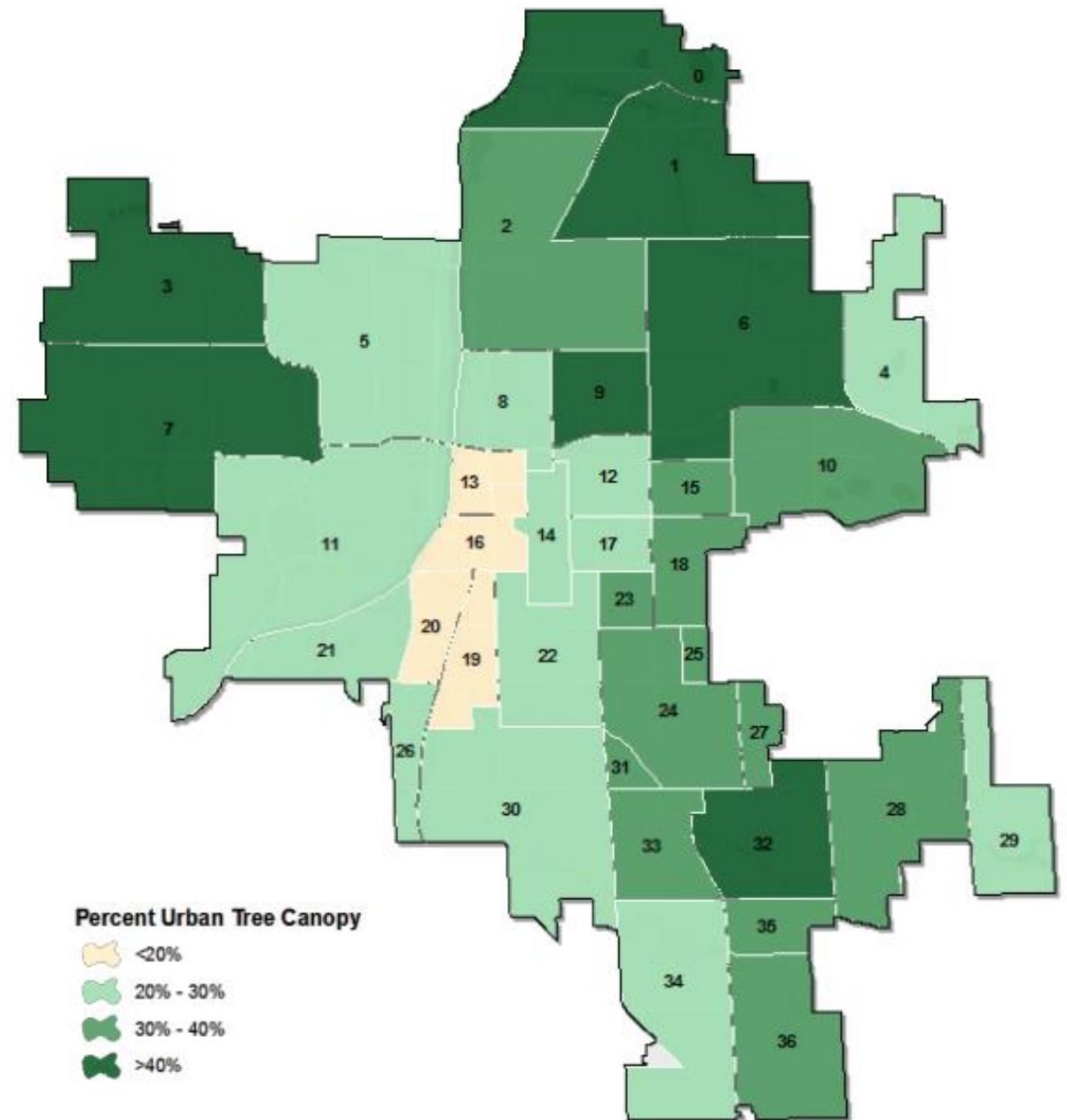


Figure 10: Percent UTC by neighborhood in Grand Rapids, MI.



# CITY PLANS FOR UTILIZATION



- Educate community stakeholders on environmental justice issues within the Grand Rapids community
- Use data to center environmental/climate justice in the development of building policies
- Serve as foundational information for the development of a Climate Action and Adaptation Plan



# ACKNOWLEDGEMENTS

Thank you to Maris Brummel, Becky Jo Glover, Ethan Boelkins and Zachary Thiel for their assistance with data collection.

# THANK YOU!



# Menu of Policy Options to Explore

## **Single Family Residential**

- Energy audit and lead sampling for residential rental license certification program
- Disclosure of 12 months of utility data or an energy label at point of sale or lease
- Certification for environmentally friendly design and construction training for contractors and designers
- Comprehensive all-electric ready new construction requirements
- Whole Homes concierge service for repairs, safety, health, energy/carbon, financing

## **Commercial**

- Building performance standard policy (based on carbon reduction)
- Building owners complete and disclose energy efficiency assessment of buildings prior to sale
- Mandatory energy (& water) benchmarking and disclosure for large commercial buildings (>10,000 Ft<sup>2</sup>)
- Adopt stricter building energy code (zero code)
- Renewable electricity for large commercial buildings



# Proposed HEZero

Grand Rapids Building Policies for Health, Equity and Zero Carbon

# Next Steps

- Secure grant funding for two years in partnership with the UCC and USGBC to support education, engagement and the creation of a package of residential and commercial building policies that will prioritize vulnerable communities by making housing and commercial spaces more affordable, healthier, more resilient, less carbon intensive and more environmentally friendly
- Educate community stakeholders on outcomes and opportunities

	2021				2022				2023			
	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec
Master Plan	Comm engagement						Draft Plan/Plan. Comm./Pub. Comm./City Comm			Zon. Ord., Initial Implementation		
C4	Funding	Coor/Cmte/Amb	BIPOC Comm engagement			Mini grants?						
	Education		Env groups engagement/equity									
HEZero Residential	Education		Comm engagement		First Draft	Comm engagement		Final Draft				
HEZero Commercial	Education		Comm engagement		First Draft	Comm engagement		Final Draft				
Policy Package											Proposed and Adopted	
CAAP	Research	Comm engagement				Draft and Finalize Plan			Plan Adopted			



# Tasks by Leading Organization

## City of Grand Rapids

- Education/promotion
- Policy/program research
- Develop equity-focused menu of policies
- Complete a Building Carbon Emissions Inventory and Vulnerability Assessment
- Assist with engagement
- Finalize policy recommendations from feedback
- Create implementation plan
- Share knowledge

## UCC

- Original ZCP Process education
- Energy utility education & promotion
- Engagement with network and residents on policy menu options
- Coordinate small BIPOC equity consultation team from trusted organizations in community
- Provide recommendation for selection of BIPOC marketing firm to coordinate outreach, promotion and education to BIPOC communities
- Equity consultant and thought partner for policy

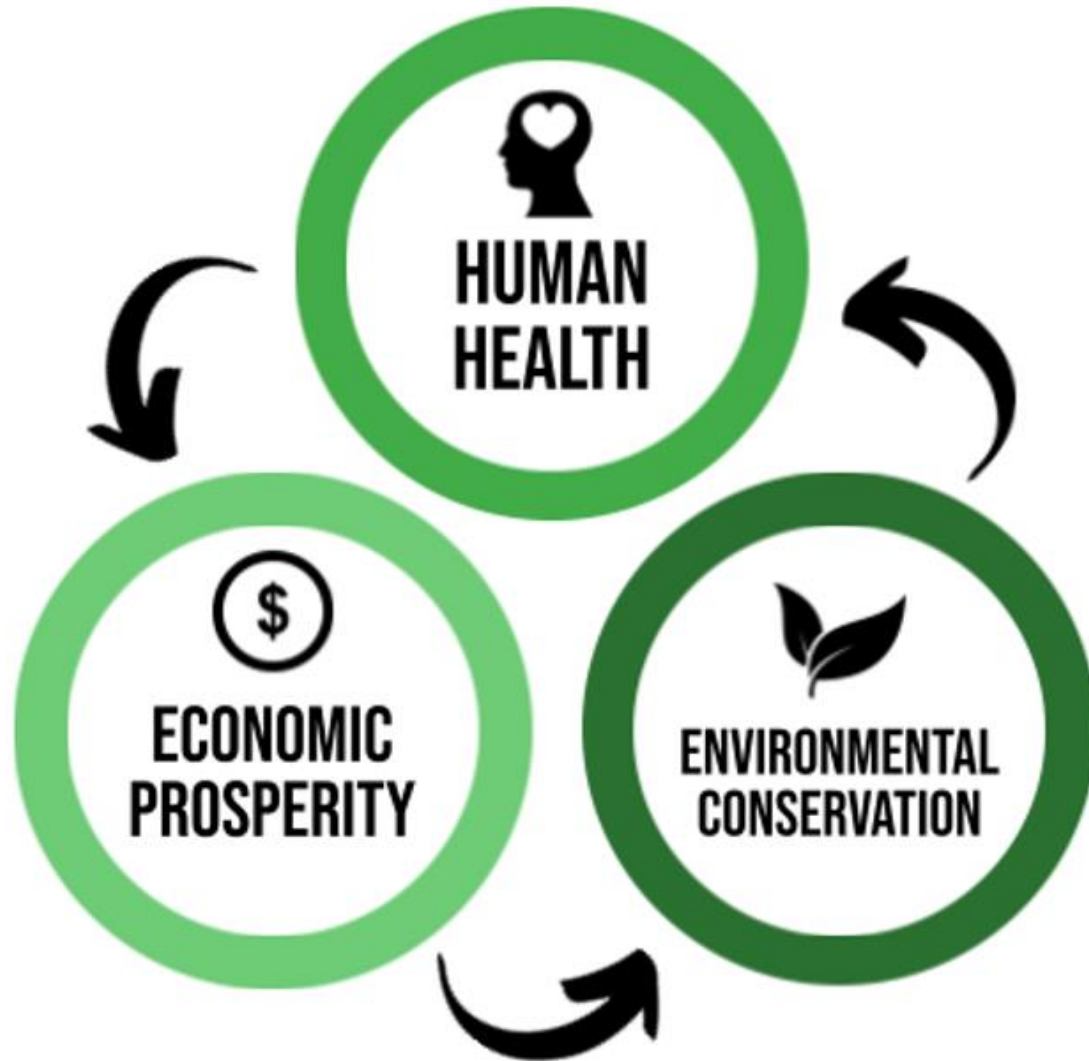
## USGBC-WM

- Original ZCP process education
- Development of marketing and education materials
- Commercial sector education
- Host conference or workshop to educate on how commercial decarbonization affects all residents
- Commercial sector group and one-on-one engagement
- Data tracking
- Exploration on compliance and enforcement

# Additional Organization Support

- Technical support: RMI, Architecture 2030, Resource Media
- Environmental Law & Policy Center
- Local BIPOC marketing firm
- Local housing organization (TBD)
- Looking to incorporate engagement with C4
- Potential invitees for BIPOC equity consultation team
  - NAACP Grand Rapids
  - Healthy Homes Coalition
  - Hispanic Center of West Michigan





# ZCP AND HEZERO: Q&A

# Community Collaboration on Climate Change (C4)

By The C4 Planning Team  
January 12, 2021



# Table of Contents



## 01 The Background

Problem/Solution

Vision

What is the C4?

## 02 Infrastructure and Plan

Infrastructure

Values

Next 3 Years

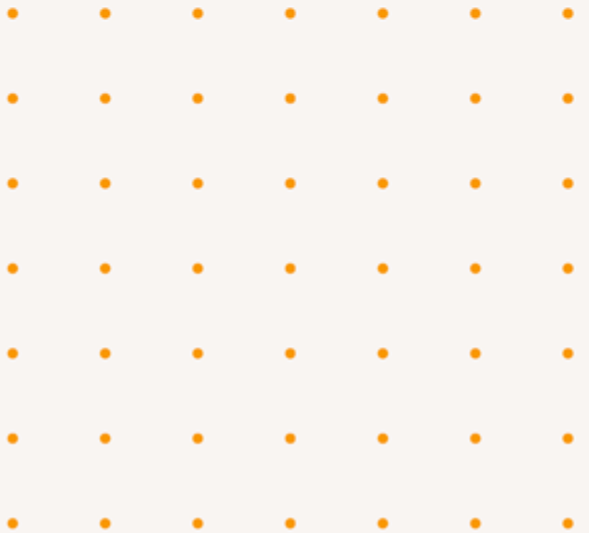
Work Plan & Budget

## 03 The Process

Importance

Lessons Learned

# The Background





# Land Acknowledgment

We want to acknowledge that we are here on the beautiful ancestral lands of the Anishinaabe people, the People of the Three Fires: the Ojibwe, Odawa, and Potawatomi.

We recognize the sovereignty of Michigan's Indigenous nations and historic communities – both those who live here now and those who were forcibly removed from their Homelands.

We want to express gratitude and appreciation to the Indigenous peoples across this continent who have been living and caring for this land from time immemorial, who are still here and will always continue to be present in this place.



## Current Events



The C4 Planning Team honors the realities of social circumstances that required remote engagement practices at the same time that many of the committee members were and still are actively engaged in Black Lives Matters and Movimiento Cosecha movements highlighting police brutality and racism in this country.

Climate change is both an immediate and hidden threat in Grand Rapids, Michigan. Its causes are integrated with extractive systems and policies based in capitalism and white supremacist culture which are intertwined with the complex solutions of racial equity. Black Lives Matter.

COVID-19 has highlighted disparities in health care and economic stability which will mirror negative impacts caused by climate change events.

- Black, Indigenous and People of Color (BIPOC) are more **disproportionately negatively impacted** by climate change
- BIPOC **aren't authentically and consistently represented** in the current environmental and climate movement
- Grand Rapids lacks a **solid and stable infrastructure** to challenge systemic barriers necessary to make bold changes necessary for a just climate future
- Climate change is both urgent and long-term
- Lack of **awareness and understanding** surrounding climate change, diversity, equity, inclusion, and climate justice

## Problems



# Solutions



- **Provide resources directly to community members and activists of color** impacted by climate change to self-identify solutions
- **Redefine values and resources** in a give-take relationship between individuals and organization representatives
- Leverage a **stronger network** of organizations and community leaders to develop short-term and long-term strategies to increase impact
- Address **urgent and systemic** needs simultaneously
- Increase **awareness and understanding** of climate change, diversity, equity, inclusion and climate justice

The slide features a light gray background with abstract geometric shapes in orange, gray, red, and pink. On the left, there is a 5x8 grid of small blue dots. On the right, there is a 5x8 grid of small orange dots. The title 'C4 Vision Statement' is centered at the top in a dark blue font.

## C4 Vision Statement

Black, Indigenous and People of Color (BIPOC) and historically white environmental organizations will dismantle extractive systems and build new systems to address climate change - centered in human wellbeing, the interconnectedness of life, and access to shared leadership.

# Why build something new?

The Community Sustainability Partnership (CSP) was created in 2005 by the City of Grand Rapids and four major academic institutions to transform the greater GR region through collaboration, sharing of experiences, and mobilizing local resources to develop sustainable organizations, neighborhoods and communities. While the CSP achieved notable successes, including a United Nations University Regional Centre of Expertise designation, environmental injustices continue to persist in our community. A [2019 University of Michigan study](#) identified 5 GR census tracts in the top 10 in the state for having the most environmental injustice.

- 
- 
- 
- 
- 
- 
- 
- 
- 
- 

Although we are all negatively impacted by climate change, Black, Indigenous, and People of Color (BIPOC) are disproportionately impacted and aren't genuinely represented in the current environmental and climate change movement. In addition, organizations and individuals that have been most active in the climate space are not connected in a way that will result in time sensitive communitywide improvements. Finally, Grand Rapids lacks a solid and stable infrastructure to challenge systemic barriers and make bold changes necessary to create a just climate future, and the C4 intends to change that fact.



# C4 Planning Team

Since August 2019, a group of City staff, community leaders, issues experts, and environmental advocates have been meeting to better define the C4, create infrastructure, establish an equity-focused process, and develop a plan to create and support the type of conceptual spaces needed for a climate-just Grand Rapids. The C4 Planning Team created the initial infrastructure for community participation, organizational collaboration, and the creation of a **climate justice movement** - a movement that combines discourse on climate change and environmental justice to perform actions to ensure all communities, especially those most vulnerable to the impacts of climate change, are treated equitably.

## Facilitation Support

With support from the Wege Foundation via an \$18,050 planning grant received in late 2019, the C4 Planning Team hired Team SRG (Anne Marie Hertl, Danny McGee, Wendy Schlett, Chelsea Glisson) as facilitators to foster continued relationship and trust building among team members and create infrastructure and a three-year plan to launch the C4's vision.

# Who was involved?

- Aaron Ferguson, Michigan Dept. of Health and Human Services (MDHHS)\*
- Alison Waske Sutter, City of Grand Rapids\*
- Ana Jose, West Michigan Hispanic Chamber of Commerce
- Annabelle Wilkinson, City of Grand Rapids\*
- Ann Erhardt, Michigan State University (first phase only)\*
- Beca Velazquez – Publes, Urban Core Collective (UCC) (first phase only)\*
- Bill Wood, West Michigan Environmental Action Council (WMEAC)\*
- Carissa Patrone, West Michigan Sustainable Business Forum (WMSBF)
- Cheri Holman, U.S. Green Building Council – West Michigan (USGBC-WM)\*
- Gayle DeBruyn, Kendall College of Art and Design
- Jackie Hernandez, Healthy Homes Coalition (at the time)
- Kristen Trovillion, Grand Rapids Public Schools (GRPS; at the time)\*
- Kareem Scales, NAACP Grand Rapids
- Maeve Tropf, Steelcase\*
- Nichole Rafael, Westside Collaborative (at the time; first phase only)\*
- Nick Carlson\*
- Sarah Brant, Westside Collaborative (at the time)\*
- Sergio Cira-Reyes, Urban Core Collective (UCC)\*
- Stephanie Pierce, Grand Rapids African American Health Institute (GRAAHI; at the time)
- Synia E. Gant-Jordan, Legacy & Love LLC
- Wende Randall, Kent County Essential Needs Task Force (ENTF)
- Willie Patterson, LINC UP

\* Members involved in the first C4 Planning Team. That team concluded that the first C4 planning team was not diverse enough and did not represent our community (31% BIPOC). We added more members in September/October of 2019 (47% BIPOC).

# What did we create?

Momentum and Direction. Trusted Relationships.  
Infrastructure. 3-Year Pilot Plan. Equity-centered Processes.

The C4 Planning Team created the infrastructure needed to launch a 3-year pilot. This infrastructure includes a vision statement, values, community agreements and Leadership Team governance.

- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 

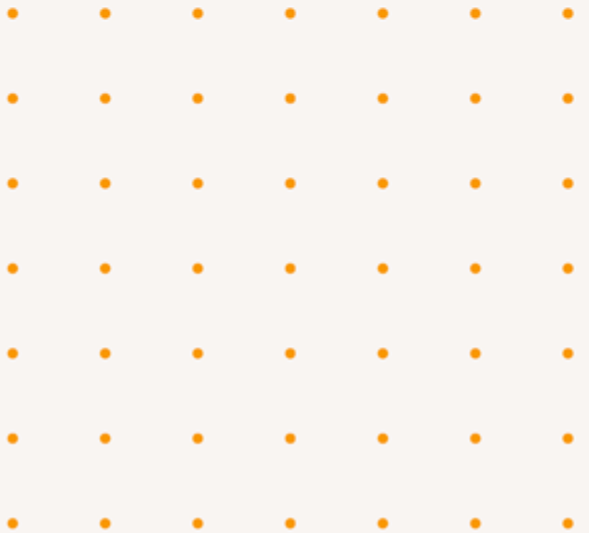
We also sketched out a 3-year plan and accompanying budget to launch and pilot the C4.

We are proposing new equity-centered processes that will generate new outcomes by focusing on equity-centered movement building, developing leaders, growing collaboration, sharing resources, and the iterative process of See/Engage/Act.

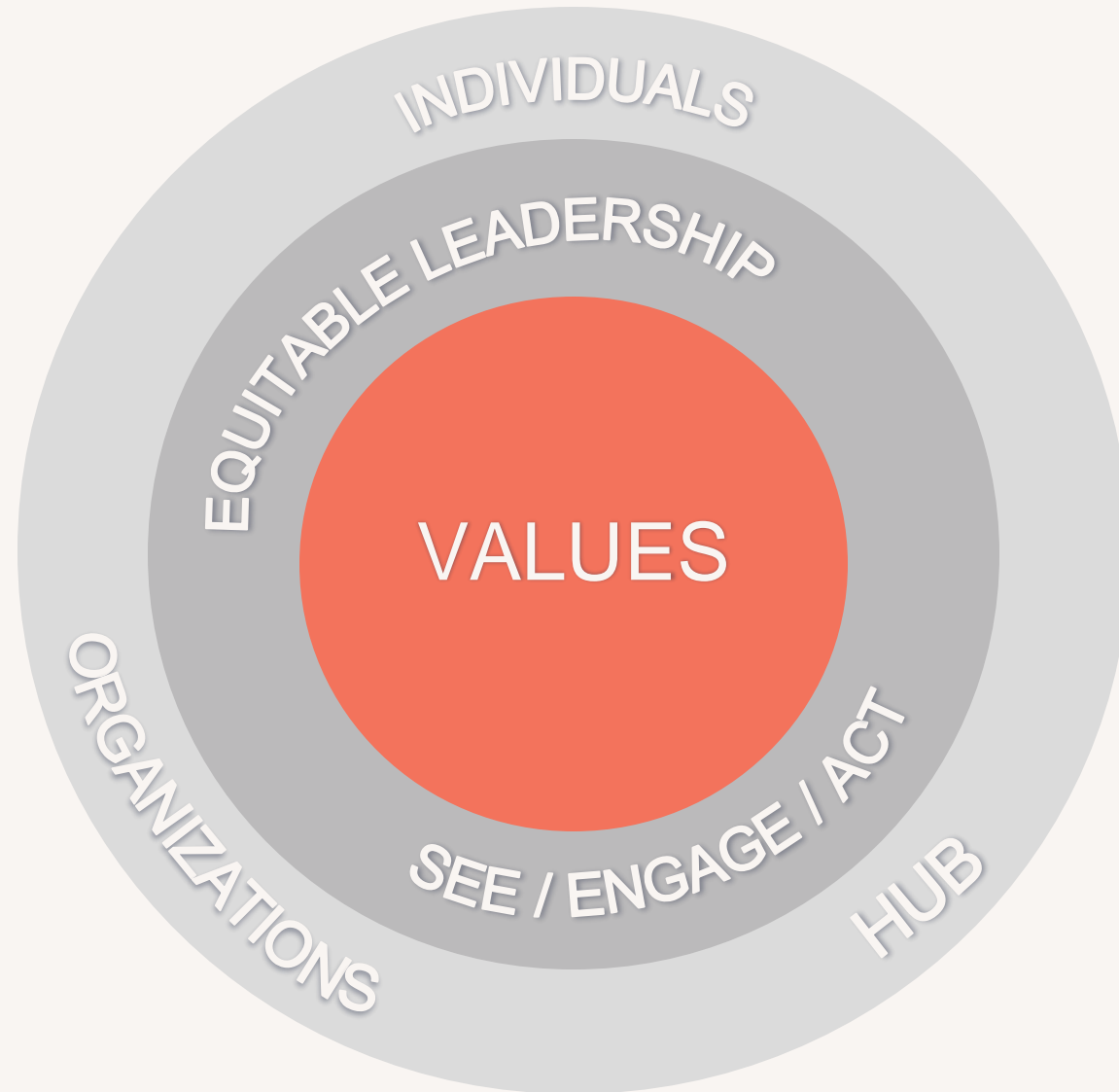
A comprehensive report complements this presentation, provides additional details and can be found [here](#).



# Infrastructure and Plan



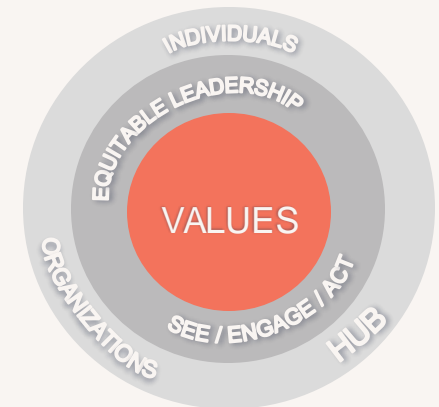
# The Core of the Infrastructure



# Values

How we strive to be

- Protect People and the Environment
- Dismantle Injustice
- Challenge Status Quo
- Cultivate Belonging
- Interdependence
- Share Leadership
- Honor and Support Agency
- Dismantle Barriers to Access
- Reflect Community
- Honor Community Agreements





# Community Agreements

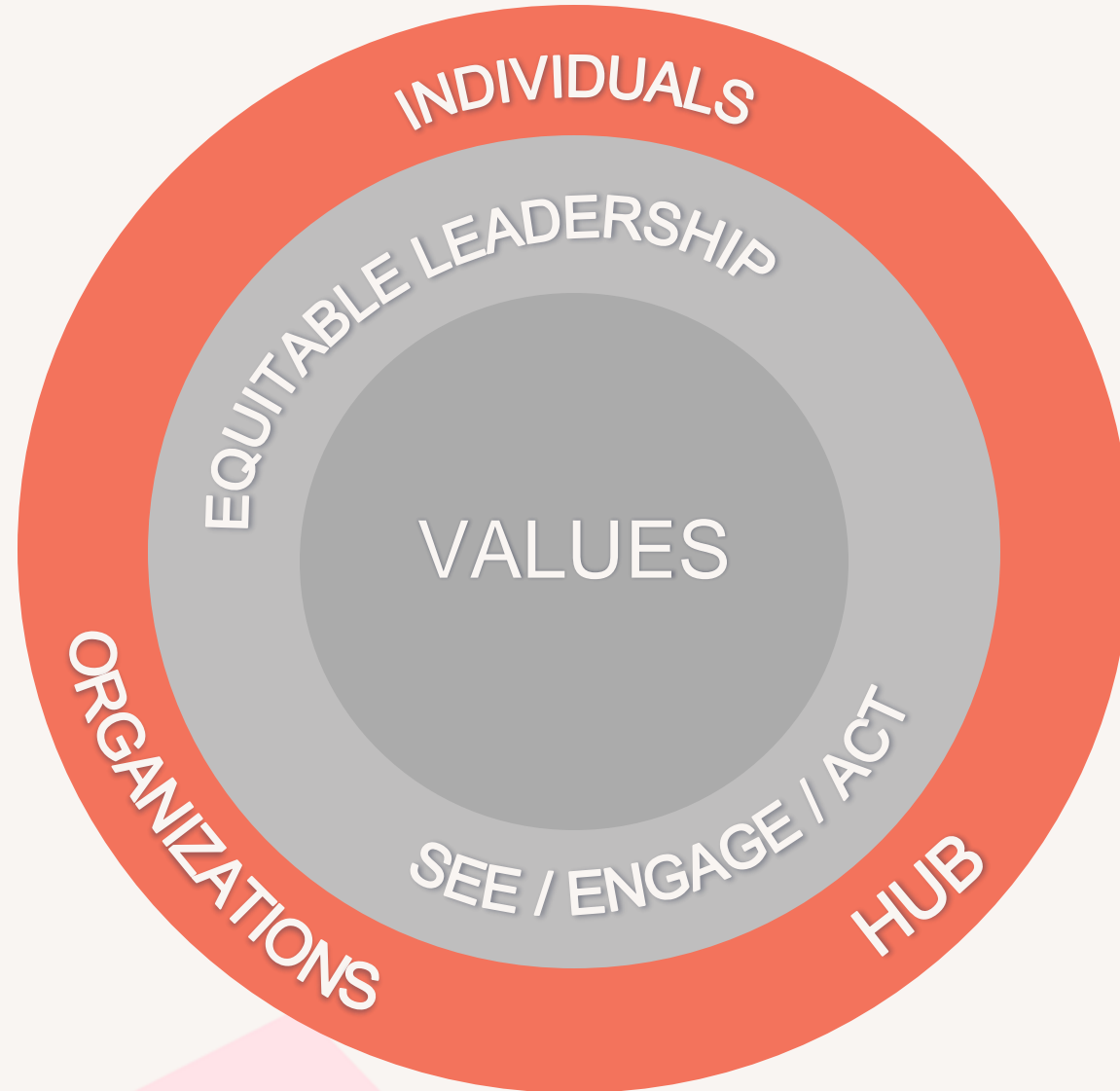
Below is a list of the community agreements used by the C4 during the 2020 facilitation efforts. The C4 has adopted these community agreements as part of the C4's infrastructure for all future C4 work.

- Be authentic - speak your truth without blame or judgement
- Listen attentively - with your ears, eyes, and hearts
- Notice moments of discomfort and stay curious
- Be open to the experience and to each other
- WHY am I speaking? Speak first to understand, then to be understood
- Assume positive intent
- Be open to all communication styles
- Think about the impact of your words - beyond intent
- It's okay if you're tired! Climate justice work is long-term. Real life keeps happening and can be distracting to staying present
- Center equity

# Leadership Team Governance

In development.

# The Components of the Infrastructure



# Individual

Developing leaders

## Unlock resources

Individuals offer their lived experience, connection to place, community knowledge  
C4 offers funding, technical resources, access to leaders, and opportunities for shared leadership

## What will get done

Continuously developing leadership within the community will provide the opportunity for self-determination, small-scale campaigns, and increasing the amount of trained climate justice activists in Grand Rapids.

## How it will get done

Hire cohorts of 6-12 people every 6-12 months from neighborhoods of focus to receive training and organize a neighborhood campaign. Option to embed individuals into C4 partner organization work space.



# Organizational

Growing collaboration

## Unlock resources

Participating organizations offer deep institutional and subject knowledge, already engaged stakeholders, and established networks

C4 offers mission alignment across networks, larger buy-in, resource hub, and personnel

## What will get done

Prioritization of issues, deep listening, identification of gaps in the work, community goal setting, sharing knowledge, and fund distribution

## How it will get done

Regular gatherings, commitment to values, regular reporting, scoring metrics for issues, committing to see/engage/act process in programming, commitment to transparency



# C4 Hub

Creating and sharing resources

## Unlock resources

Individuals and organizations offer their lived experience, subject matter expertise, and access to their networks. Organization leaders need space for relationship building and resource-sharing.

C4 offers to facilitate learning to review, organize, publish resources and trainings in accessible formats in alignment with set priorities, create space for learning, and facilitate network creation.

## What will get done

Online resource, design charrettes, in-person meetings, training, resource sharing... stuff that generates learning and networking.

## How it will get done

Project Manager directed, grant funded, housed in TBD





# Proposed 3-Year Pilot Plan

2021

- Hire Project Manager
- Launch Leadership Team
- Hire Ambassadors
- Recruit Collaborative Partners
- Map Resources
- Create a Communications Strategy
- Develop Website



2022

- Support Cohort Campaigns and Mini-Grants
- Launch a Grant Support Platform
- Create Storytelling Collection
- Lead Engagement for Development of a Community Based Climate Action and Adaptation Plan



2023

- Co-create a Community Climate Action and Adaptation Plan
- Create a Long-Term Sustainability Plan for the C4
- Evaluate C4 Program including Iterative Campaign Needs and Potential Re development



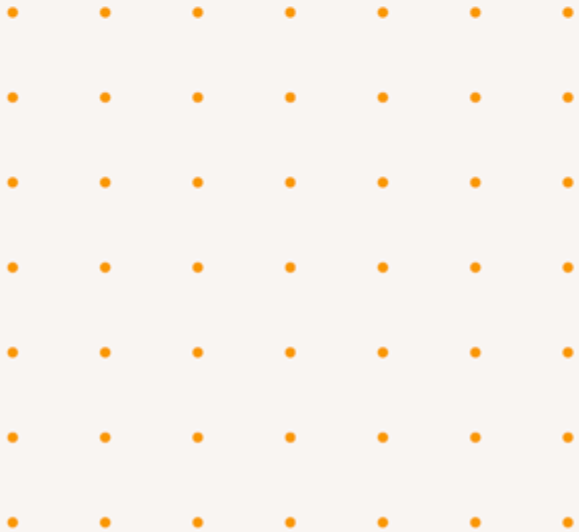
Influence the Grand Rapids Master Planning process; connect individuals and organizations to available trainings; provide professional development for project manager, leadership team and ambassadors; foster connections to support job placement and workforce development; evaluate C4 performance and desired outcomes; facilitate cross-sector networking and collaboration.


# Key Budget Items

## (Estimated at \$900,000 over 3 years)

- Full-time Project Manager with benefits (\$55,000/year)
- Community Ambassadors (possibly 25 people at 10 hours/month at \$18/hour - \$54,000/year)
- Leadership Team stipends (\$30,000/year)
- Professional development for Manager, Leadership Team and Ambassadors (\$32,500 over 3 years)
- BIPOC specific events (\$60,000 over 3 years)
- Widespread community events (\$40,000 over 3 years)
- Equity, Climate Change and/or Environmental/Climate Justice training for individuals and organizations (\$190,000 over 3 years)
- Mini-grants for Local Community Campaigns (\$105,000 over 3 years)
- Administration (\$35,000 over 3 years)

# Process

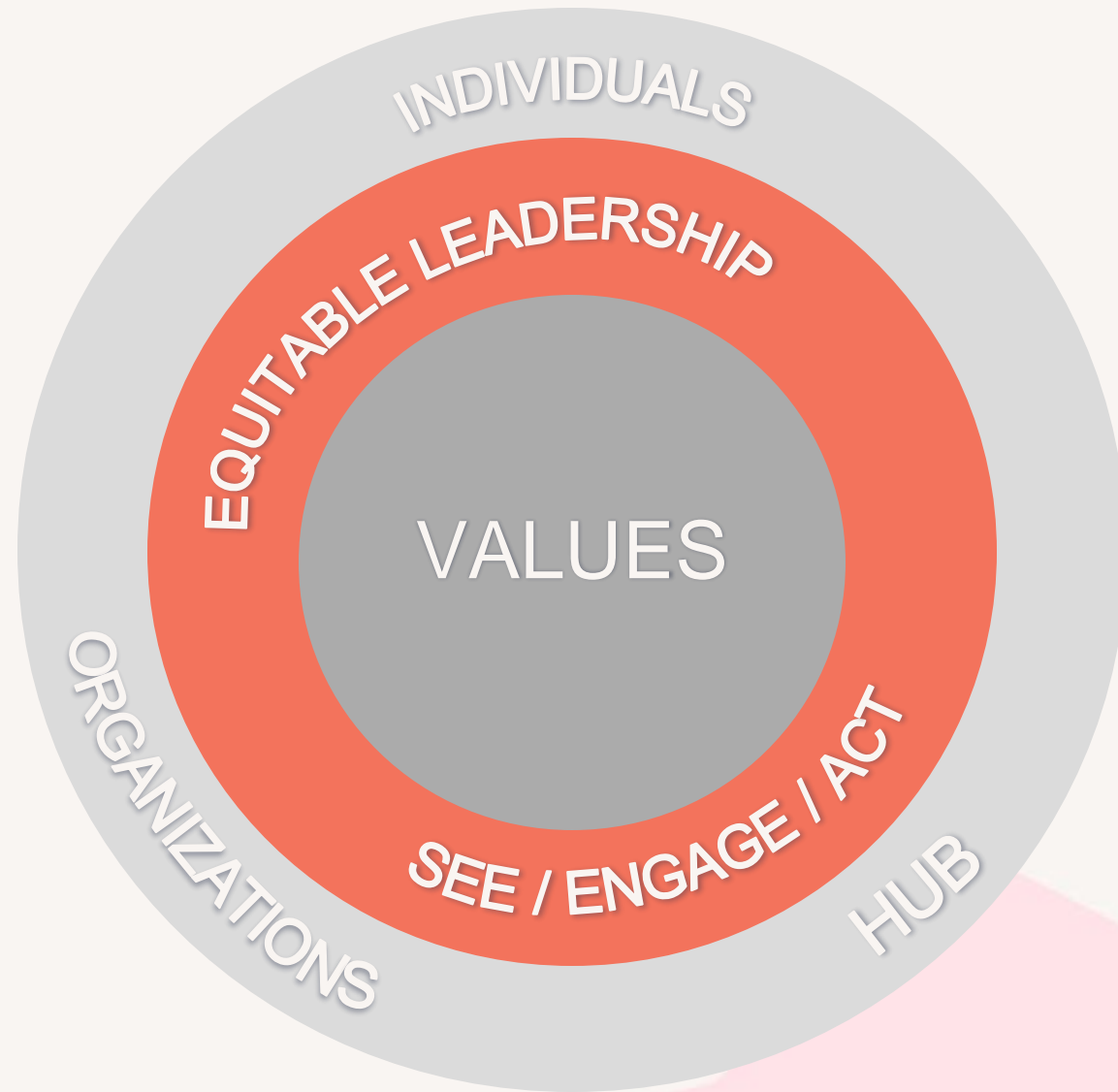




“Design, done well is a fully integrated process that practices community co-creation methodologies. The Community Collaboration on Climate Change has been working to build trust and bridge neighborhoods to re-design our systems and connect our community so that together we will define and meet our goals for Climate Equity and Action!”

-Gayle DeBruyn – Professor, KCAD & C4 Planning Team Member





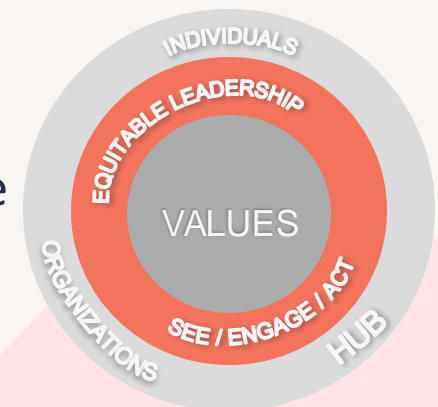
# Process: Equitable Leadership

## How we strive to lead

### Hero to Host:

Shared leadership is built from a process that plays host to the new leaders. Providing the resources and access necessary for new leaders to grow. We have identified actions that can be taken to cultivate this process, moving from a historically hero mentality to a host mentality.

- Provide equitable conditions
- Provide time
- Insist on learning
- Offer support
- Recruit and authentically engage BIPOC leaders
- Reduce bureaucracy
- Reflect back
- Defend the team
- Make achievements visible
- Value conviviality





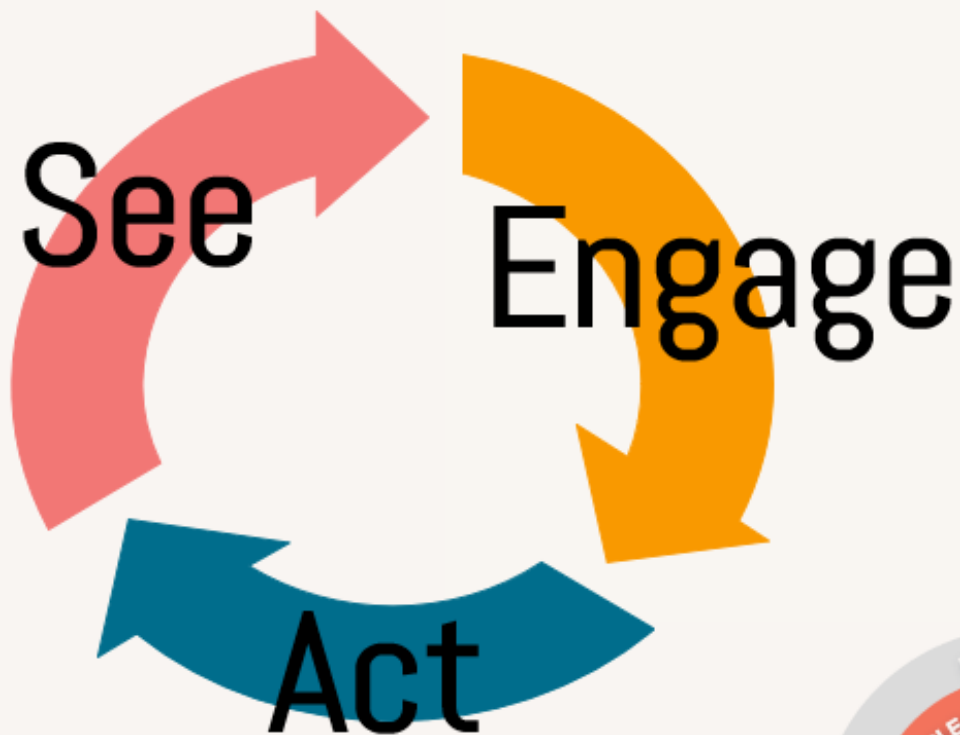
# Process: See/Engage/Act

How we strive to take action

See - How we perceive the world and practice self-awareness

Engage: How we “show up” and engage relationally; how we listen, build relationships and create strong new processes for complex work

Act: How we design, decide, implement, learn; how we influence direction, bring focus to action, engage in safe-to-fail experiments

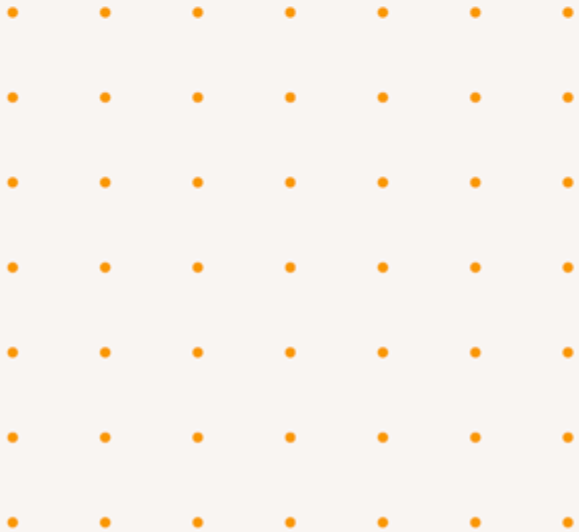


\*\*\*Credit to National Equity Project for Liberatory Design Framework

# Iterative Process

- The plan is not etched in stone and will be revised as needed by the Project Manager, Leadership Team, Ambassadors and participants
- While the infrastructure is formalized, including the values, community agreements, vision and Leadership Team governing principles, the Planning Team intentionally built in space to provide agency to those that will be participating over the next three years
- To authentically engage BIPOC and white dominant grassroots environmental organizations, participants need to be prepared and committed to evolve over time in partnership and this will undoubtedly result in refinements to the plan and process

# Lessons Learned



# Lessons Learned

1

Slow down to make sure the process is the most equitable it can be. Often white dominant culture is focused on identifying quick outcomes and meeting arbitrarily identified deadlines. Focusing on the process may be difficult, but it is the most important way to move forward equitably.

2

Ensure the right people are at the table from the beginning. In our second phase of the C4 Planning Team, we were able to increase the representation of BIPOC voices. However, having already begun brainstorming in our first phase, our newer team members were left out of those conversations.



# Lessons Learned

3

Prepare for, encourage and create space for uncomfortable conversations. The uncomfortable conversations during the C4 Planning Team's meetings were always the ones that we most needed to have. It is because of those difficult conversations that trust and relationships grew within the team.

4

Identify and share structural and institutional barriers with stakeholders. This has come up mostly in our fundraising efforts. As we are working with community-based organizations, sometimes a funder's process is inaccessible, so identify those barriers and communicate them with foundations and stakeholders.



# Lessons Learned

5

Be transparent. During our second phase of the C4 Planning Team some members had lower participation, and most of these members were BIPOC participants. While the extenuating circumstances of COVID-19 likely contributed to this outcome, as we saw job displacement from at least a few of the members on our team, there is an important question to be asked here. Was there something in our process that did not provide a safe, accessible or inspiring space for some BIPOC participants to engage? Being more transparent with this issue moving forward is something we hope to work toward as we seek feedback.

6

Acknowledge the complexity of the problem and process and develop multiple methods for communicating them. Our C4 journey is rich and complex and we need to streamline how, when, where and with whom we explain this journey. Our team members have been on this journey for the last year and a half and experienced the important nuances. Helping others understand our journey, process and outcomes to come alongside of us in this journey is critical.





# The Promise of C4

The C4 Planning Team took the time to build trust and solid relationships. This project has the potential to affect the entire Grand Rapids community, by serving as a facilitator and mediator of partnerships, of education, and of consensus building, as well as creating the space for a robust climate justice movement in our community. With proper support and community involvement, C4 will provide spaces for partners and residents to engage, resolve conflicts, build strategies, share resources, align vision, and most importantly shift the focus of environmental work to be more equitable.

In addition, an ongoing challenge and opportunity at the City of Grand Rapids is how to effectively, respectfully, and wholly engage community members into City planning processes, strategy-making, and program development. The C4 Planning Team offers a piloted example of community stakeholder engagement that centers representation, equal opportunity decision-making, and relational trust building for the committee members throughout the planning and training process. The model of planning, trust-development, and shared decision-making with a community planning committee alongside City of Grand Rapids leadership is a repeatable model that may warrant more buy-in, stronger community relationships, and provide an opportunity to create programming that will address intended outcomes.

# Who can be involved, how and when?

You. The plan is designed to be inclusive of companies, organizations, and individuals, including youth, who are committed to achieving the C4's vision through the established values, community agreements and Leadership Team governance.

C4 Leadership Team. Community Ambassador. C4 Project Manager. Organizer.

Spokesperson. Activist. Participant. Observer. Avenues for engagement include both individual and organizational.

The C4 Leadership Team and Project Manager will be established and hired by summer of 2021 and will communicate tentative timelines for individual and organizational participation.

# Fundraising Update

- Awarded \$500,000 from the Wege Foundation
  - Contingent on raising the remaining funds (\$359,662) from original budget
- Submitted an application to Consumers Energy
- In discussion with the following organizations for consideration:
  - DTE Energy Foundation
  - Fifth Third Bank
  - Grand Rapids Community Foundation
  - W.K. Kellogg Foundation



Q&A



THANK YOU